Site Name: Bountiful Foods

Site logo:

Site Purpose:

The purpose of Bountiful Foods is to attract and retain customers by offering a wide selection of fresh, healthy fruits and providing a convenient and enjoyable experience. The main goal we aim to is: Proving that eat healthy is not expensive as all people think and it can be an enjoyable experience as well as other food can be.

Target Audience:

1. Health-conscious. People who are interested in maintaining a healthy lifestyle and want to incorporate fresh fruits into their diet.

2. Fitness. People who are into fitness and exercise and are looking for healthy, natural sources of energy and nutrition

3. Families. Parents who are interested in providing healthy and nutritious food for their children and incorporating more fruits into their family's diet.

4. Vegans. People who do not eat meat or derivatives of it, they enjoy cooking, experimenting with new recipes, and exploring different types
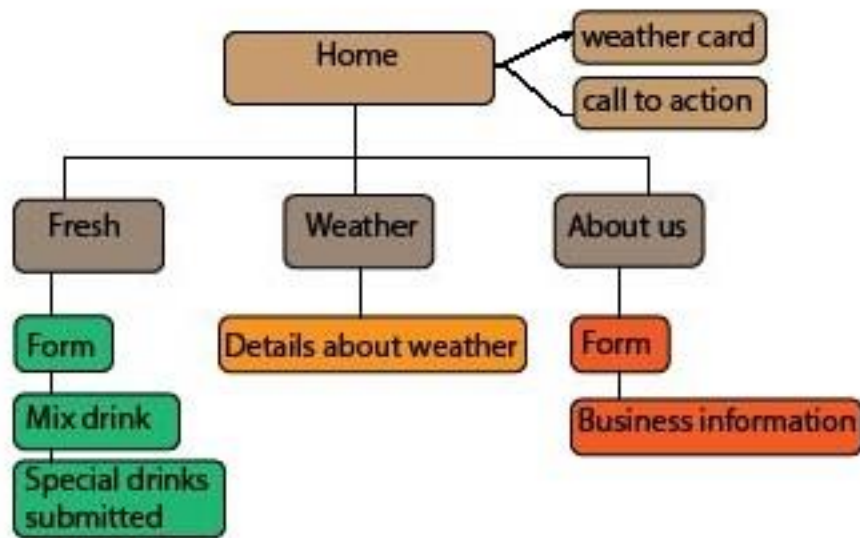
of fruits to add on their diet.

Personas 1:

Raul: I am committed to maintaining a healthy lifestyle, I am always
on the lookout for fresh and nutritious foods. When I discovered a
webpage that specializes in selling a wide variety of fresh fruits, I
was thrilled. The webpage not only offered a convenient way to
purchase high-quality fruits, but it also provided valuable
information about each fruit's nutritional benefits and preparation
tips. Since then, I have become a regular customer and have been
delighted with the quality of the fruits and the exceptional customer
service.

Personas 2:

Samantha: My family and I love to try new recipes and experiment with
different types of fruits. However, it can be challenging to find a
wide variety of fresh fruits at our local grocery store. This webpage
allows us to explore new recipes and get creative with our cooking
while ensuring that we are incorporating plenty of healthy fruits into
our diet.

Site Map:

Color Scheme

Primary	Secondary	Accent 1	Accent 2
#4CAF50	#FFFFFF	#FFC107	#FF5722

Typography

Playfair Display, serif

This is an example of the typography for the headings

Open Sans, sans-serif

This is an example of the typography for the paragraph

Colored text

This is an example of the typography in colored text

Wireframe Sketches

Business name   Navigation bar

Call to action

Total number of specialty drinks

Sumary Information about Coastal areas

Weather card

Business name   Contact information and copy right

X: 476 px

Call to action

Sumary Information about Coastal areas

Total number of specialty drinks

Weather card