

WDD230: Website Planning Document

By Bryce Blignaut

Site Purpose

Carlsbad Fruit is a California-based company that specializes in providing a wide variety of fresh, high-quality fruits to its customers. With a focus on quality and freshness, Carlsbad Fruit aims to deliver the best possible products to its customers. In addition to offering a diverse selection of fruits, the company also creates delicious and nutritious smoothies that are made from the freshest ingredients available.


The site will help people learn about the company, the surrounding area and purchase fresh smoothies.

Target Audience

The target audience for Carlsbad Fruit is likely health-conscious individuals, foodies, and those who prioritize eating fresh and nutritious foods. As the company specializes in providing high-quality fruits and smoothies, their target audience may also include fitness enthusiasts, athletes, and those with an active lifestyle. Additionally, as Carlsbad Fruit is based in California, their target audience may be individuals who are interested in supporting local businesses and purchasing locally sourced products.

Wireframes

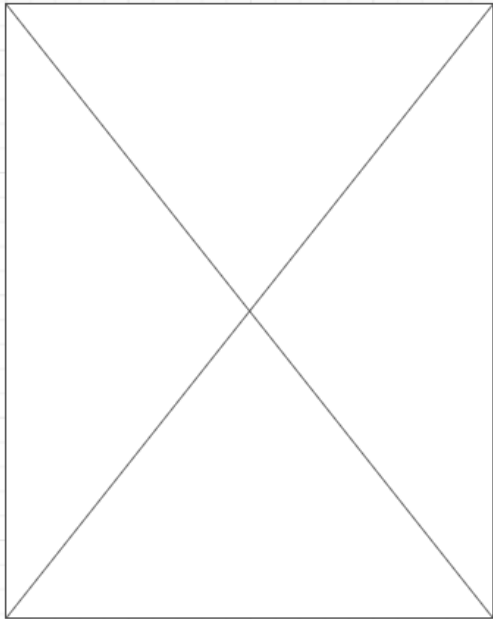
Large – Home Page





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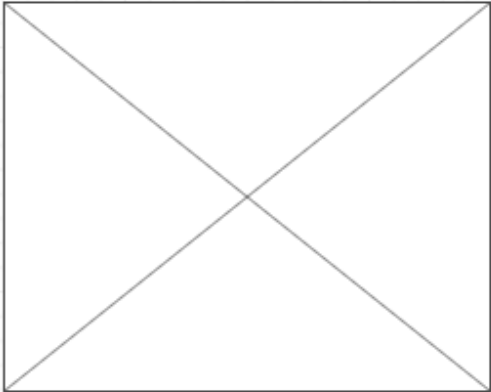
Medium – Home Page





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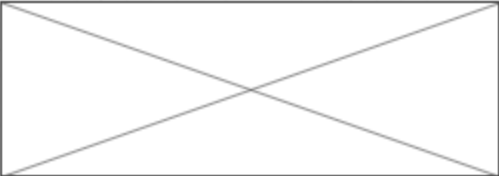












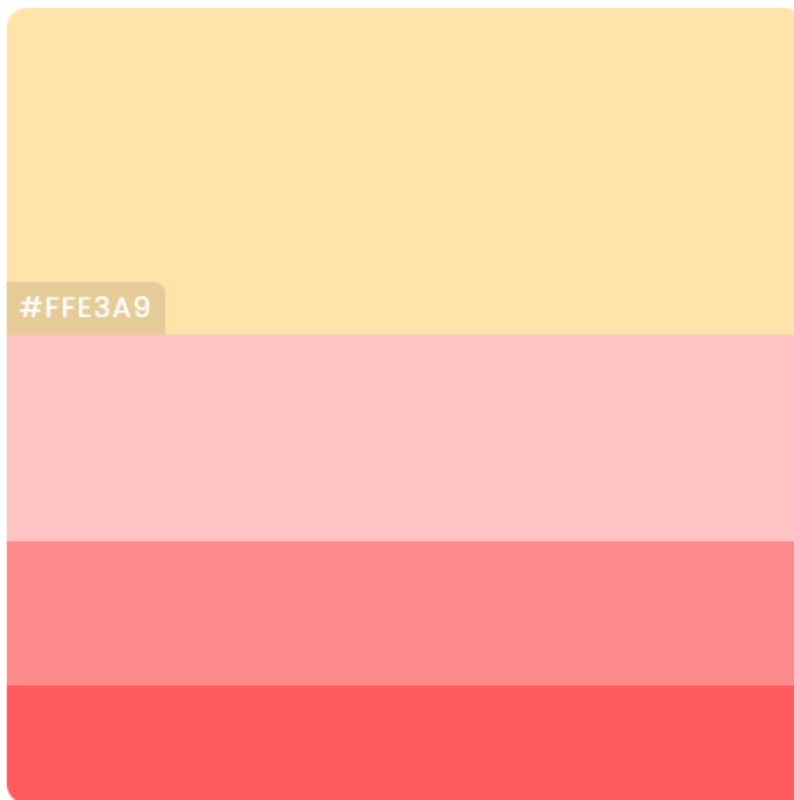
Small – Home Page

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Color Scheme

Here is the color palette I have chosen for the website.

<https://colorhunt.co/palette/ffe3a9ffc3c3ff8c8cff5d5d>



♡ 5,313

↓ Image

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10 months



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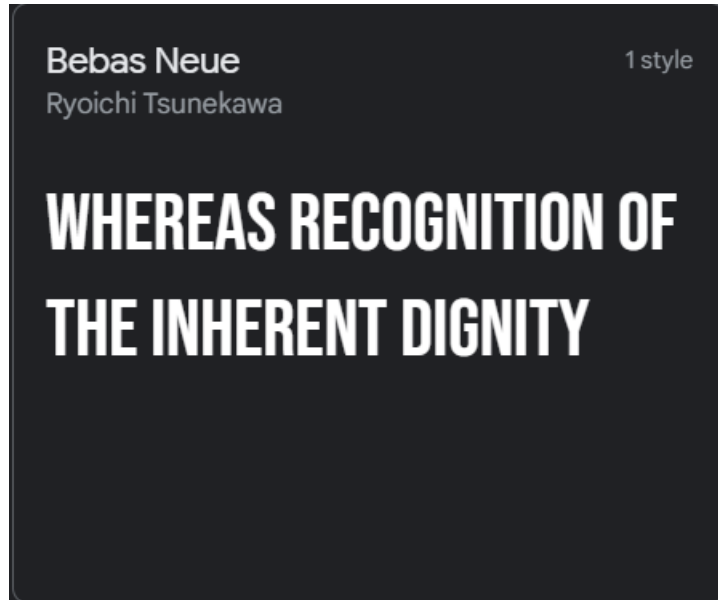
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#FF5D5D

Typography

Bebas Neue – Applied to every h element in the document.



Montserrat – Applied to every p element.



Site Map

Here is view of all the website pages the site will contain

Site Plan: Page Connections

