

# Bountiful Foods Site Plan



## Bountiful Foods

### Purpose

Our mission in Bountiful Foods is to bring the most healthy and organic products coming from the local farmers and national and international providers to your hand, ensuring the environment preservation and quality of our organic products free of agrochemicals through our service focused on the customer and providing them wherever they visit us, our fresh products prepared made to order. We count on our central in Carlsbad, California, our coastal truck service from Los Angeles to San Diego, managed directly by the owner, and our phone number and website to bring the best experiences and attend to the concerns and needs of our customers.

### Target Audience

Our business tries to reach those people, customers, and other services interested in promoting and consuming organic products to lead and create a culture of healthy eating and those interested in defending and preserving the agroecological environment.

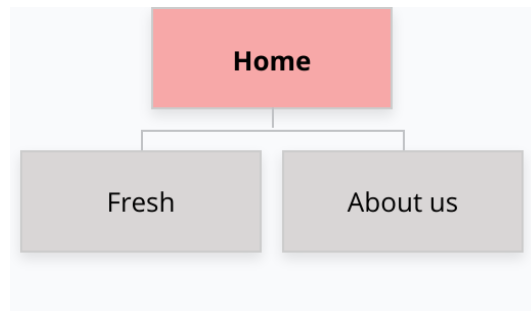
### Personas

**Persona 1:** Linda went on vacation to the coast of San Diego with her partner in a very hot season. She leads a healthy life of balanced meals and exercise and looks for a place to have a natural and refreshing drink.

**Persona 2:** Zhongli is from China, and he is a chef. He recently arrived in Carlsbad, California, and he speaks English but still doesn't know the city very well. He is looking for a natural or organic store with delivery where he can get specific foods to prepare his dishes at home.

## Sitemap

<https://www.gloomaps.com/QNYFPFrdTn>



## Color Scheme

<https://coolors.co/273043-5c6479-eff6ee-dc493a>

Primary	Secondary	Accent 1	Accent 2
#39375B	#34E5FF	#FFFFFF	#D30C7B

## Typography

Heading font: **Kanit**

Paragraph font: **Nunito**

### Normal Paragraph Example

Lorem ipsum dolor sit, amet consectetur adipisicing elit. Asperiores cum odio ea nulla, corporis repudiandae fugit dolores ullam quas unde enim cupiditate. Natus architecto magni est velit a, nobis ad.

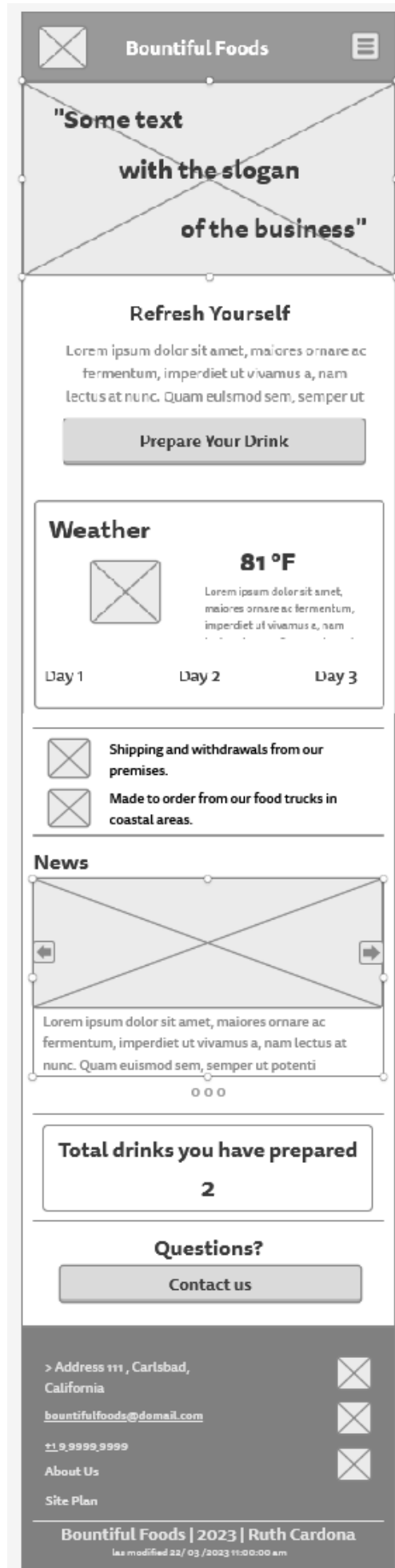
### Colored Paragraph Example

Lorem ipsum dolor sit, amet consectetur adipisicing elit. Asperiores cum odio ea nulla, corporis repudiandae fugit dolores ullam quas unde enim cupiditate. Natus architecto magni est velit a, nobis ad.

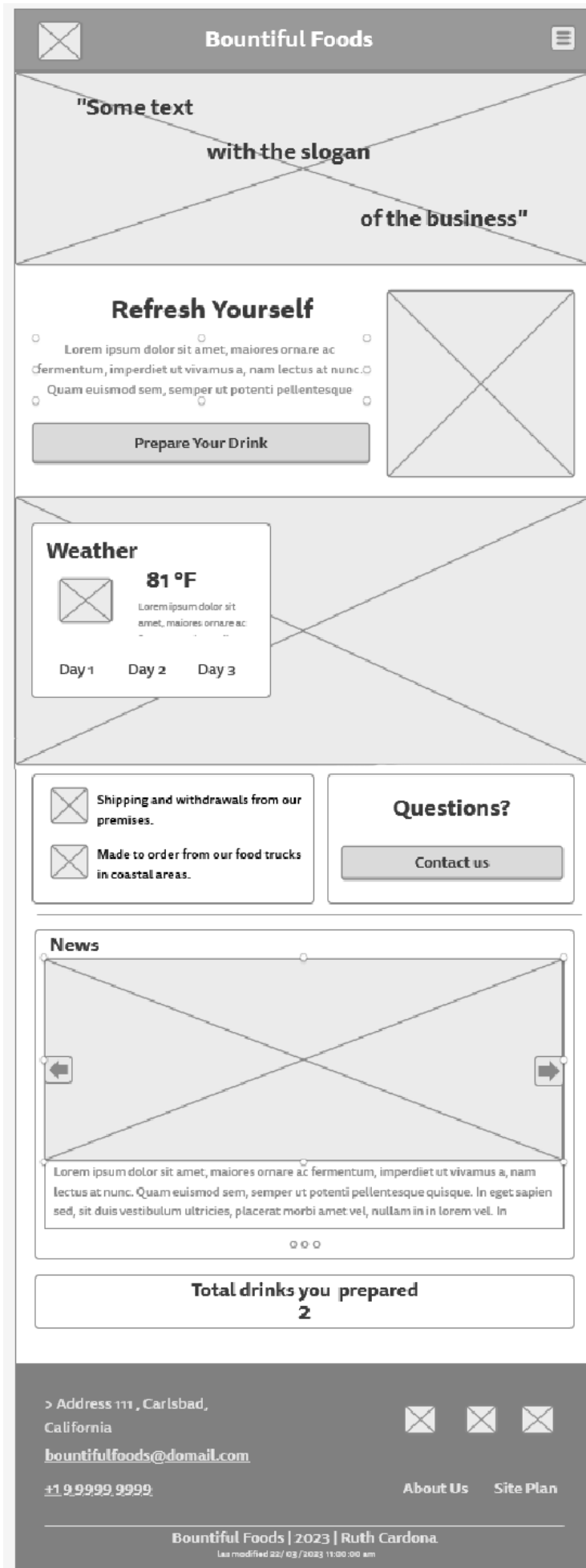
## Home Page Wireframes

<https://gomockingbird.com/projects/53na1dx/4gXVnC>

## Small



## Medium



# Large

