

**Site Purpose:** The purpose of this site is to draw in clientele to our strawberry fields. We are also aiming to get them to purchase our various products. We'll be offering tours of our fields, chances to pick strawberries and various other fruits, fruit juice cocktails, that can be blended and ordered from the website, and potentially clothing items with our logo!

**Target Audience:**

*Persona:* Carlsbad Native

*Fictional Name:* Bodi Johnson

*Job Title:* Local Surfer

*Demographics:* 22 years old

Currently looking around for "the females"

Unemployed by choice

Majoring in Karate.

*Goals and Tasks:* Go on dates for a reasonable price.

*Environment:* Yes, he very much loves the environment.... He actually does love the environment and enjoys gardening on his free time, which is all the time.

*Quote:* "Honestly dude I just freaking love nature man."

*Persona:* First Time in California

*Fictional Name:* Davis Jacobs

*Job Title:* Financial Accountant

*Demographics:* 35 years old

Father of 3

Married

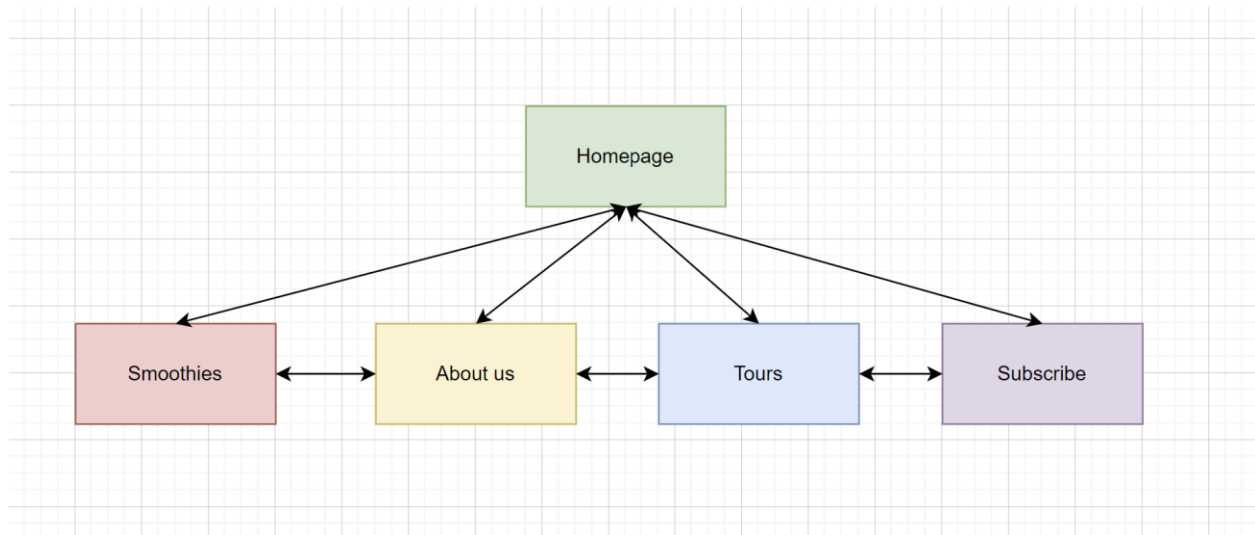
In the upper class of society by a mile

*Goals and Tasks:* Have fun with his family in California.

*Environment:* He doesn't get out too much per say. He also doesn't get too much time with his family so he'd like to make sure that he's having fun at the very least.

*Quote:* "Ooof, hang on kiddos, I've got another call."

### **Site Map:**



### **Color Scheme:**

Kelly Green: #5FAD41

Sea Green: #2D936C

Dark Green: #093824

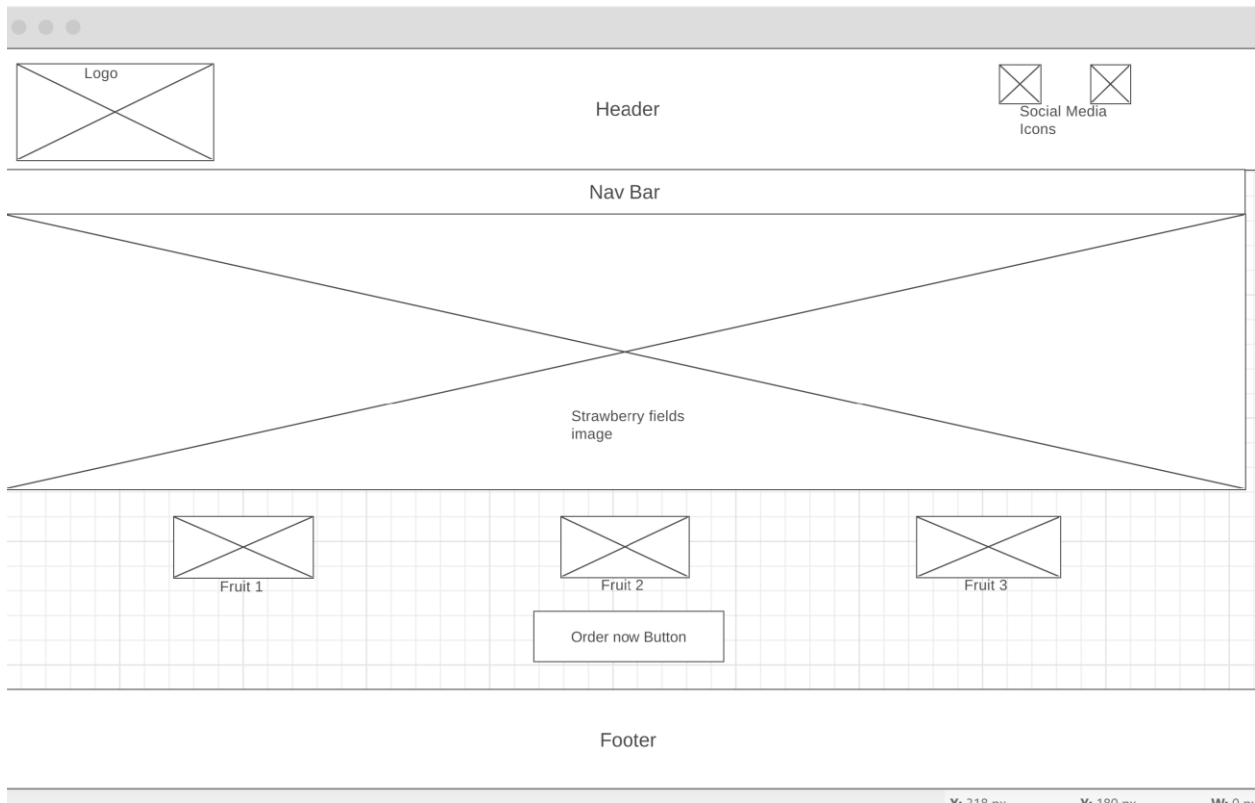
Jasper: #BF4E30

### **Typography:**

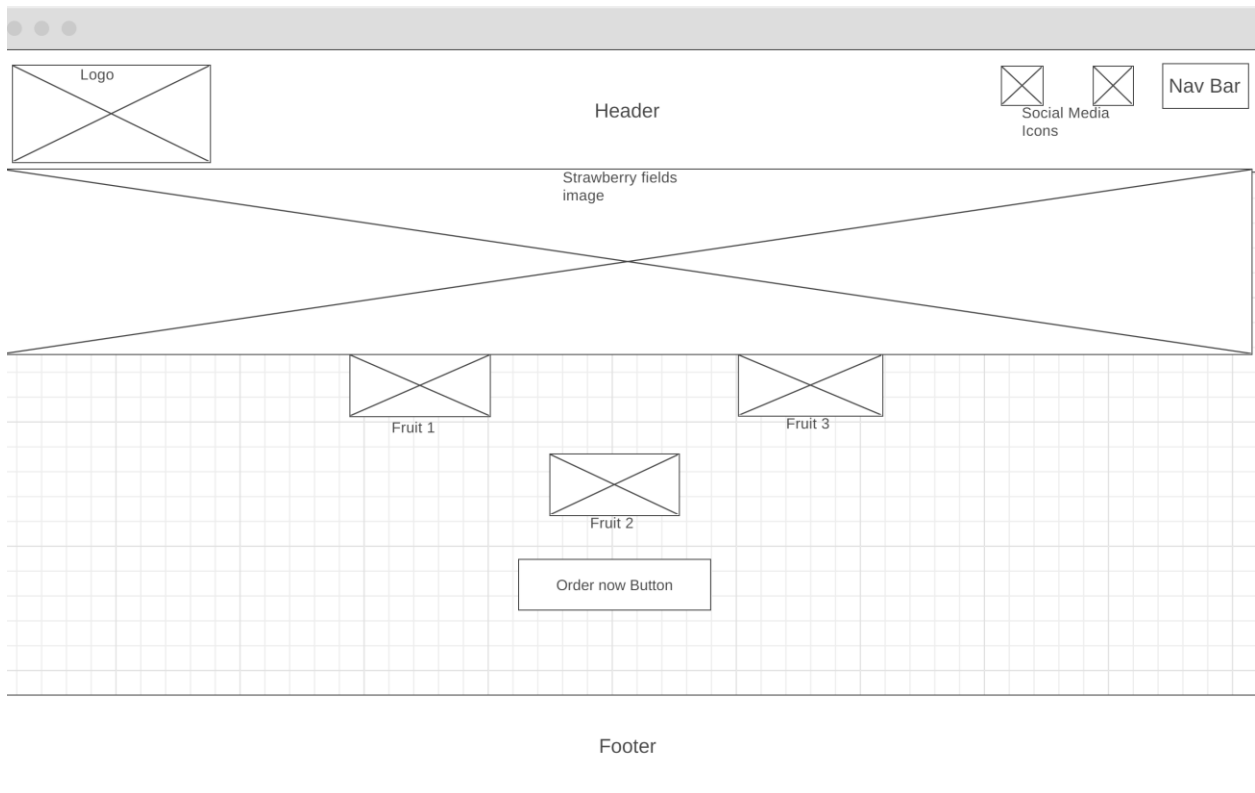
Primary Display: Roboto

Primary Paragraph: Merriweather

**Wireframes:** Large:



Medium:



Small:

