

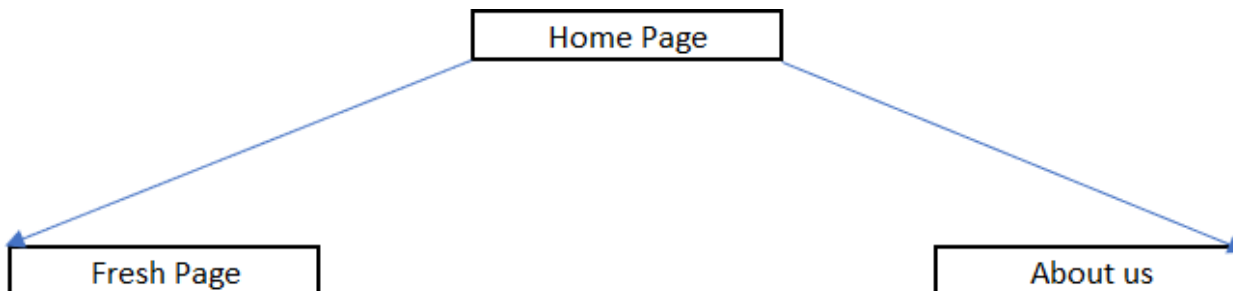
## Site Purpose:

**Bountiful Foods** is small business specializing in organic, locally grown foods. They are physically located in Carlsbad, California, however, they have many food trucks that cover the coastal area from Los Angeles to San Diego. The company sells fruits and produce directly from the farmers in the area, but also uses some national and international suppliers. This website's main objective is to support a significant amount in the sale of the products of this company and how, we must sell through our page more than 400 drinks and 2000 fruits per week through our system of choice of drinks and fruits to grow our company even more. We also aim to make new contacts so that we can expand our networks and have more clients. The mission is to provide fresh and healthy food options, including organic, made to order, fruit drinks and fruit bags, to the local population and to tourists visiting the coastal areas.

## Target Audience:

The target audience is focused from young athletes or students who want to order a healthy drink or natural food based on fruits to carry out their activities to adults who from their work with little time have the need to order a healthy menu or the elderly who seek to take advantage of technology to be able to carry their natural diets in the best possible way through our totally friendly page.

## Site Map:



## Color Scheme:

I will use this color palette for my site:



**Body:** The body will have #990000 to attract the users.

**H1 Headers:** H1 headers will have the color #FF5B00 which is be in connection with the main these which are fruits and juices.

**H2 to H6 headers:** Other headings will have #D4D925 which is green, but brighter to stand out and fit the same theme of fruits and drinks.

I will use #FFEE63 in different parts of the site to have a better look of the site.

## Typography:

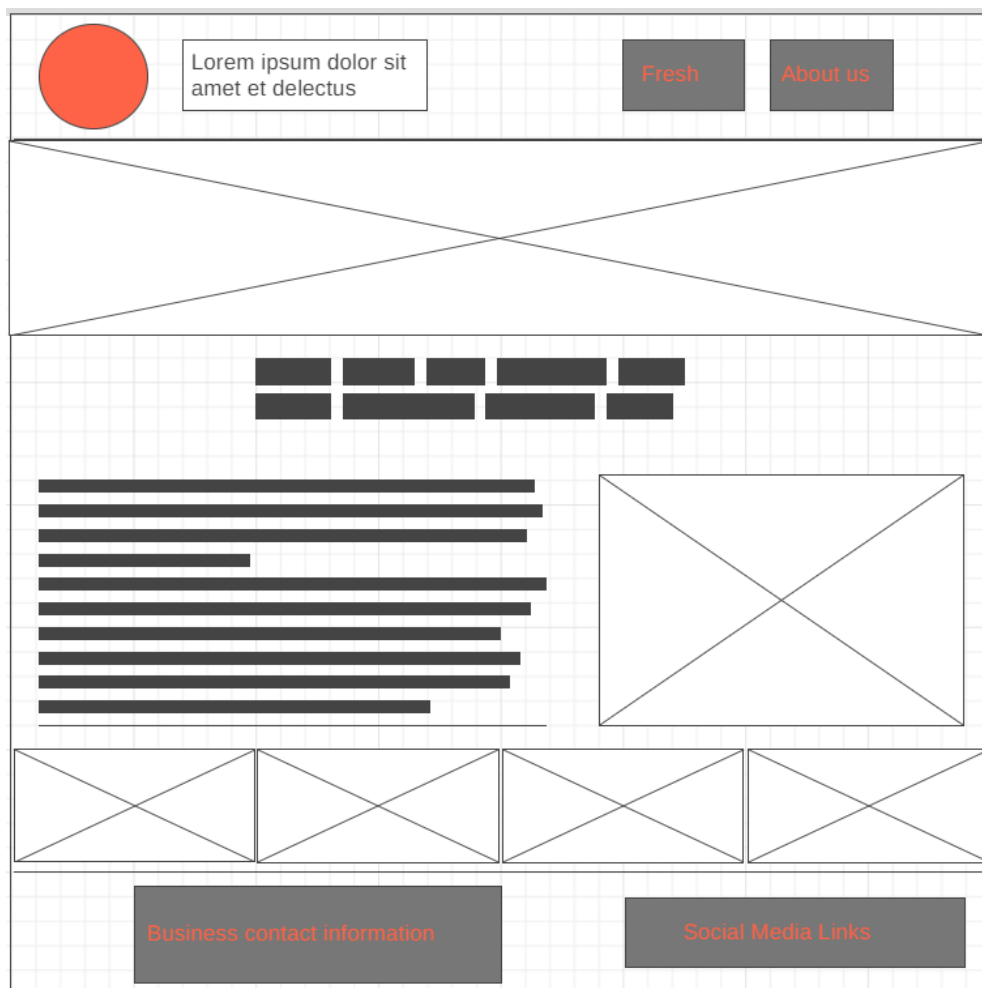
**H1 font:** Dancing Script

**H2 to H6:** Jost

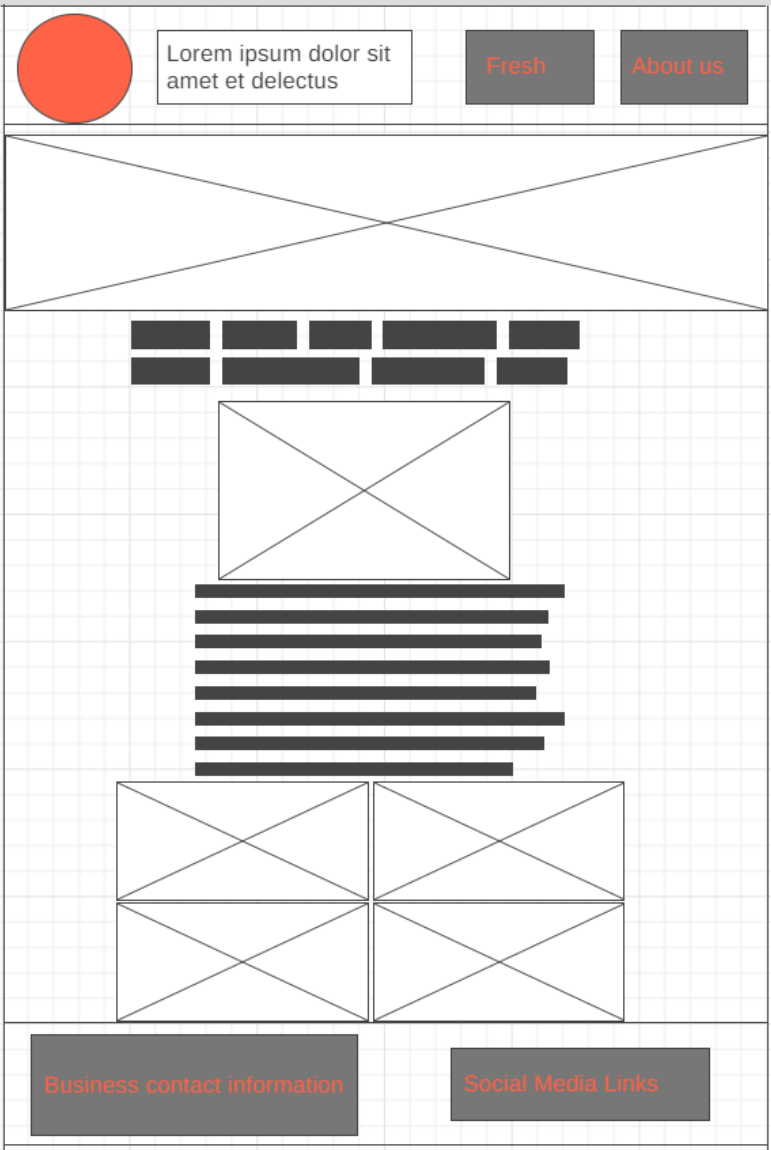
**Paragraph font:** Jost

## Wireframe Sketches:

Large view:



Medium View:



Small View:

