



Home

Target Audience

Design

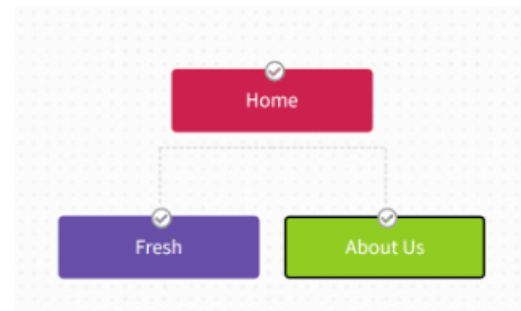
Wireframe

### Site Purpose

This is a site to promote the sale of locally grown organic fruits. The distribution is medium in scope, but is constantly growing. Here you will find suggestions for a healthy and happy life with our famous fruit recipes



### Sitemap



## Target Audience

It is for those persons who look to reach a higher scope for their business, and for those are looking to start a business, to find the best opportunities in our city.

## Personas

### Dale Camp

- Single Mother and Nutricionist
- 43 years old
- She has three children
- He has an office in downtown San Diego.
- She has many patients with overweight problems.
- She collaborates with a foundation that fights against child malnutrition
- She has patented several formulas to boost the immune system through the proper use of tropical fruits.

### Consuelo Rojas

- Nurse and Housewife
- 39 years old
- She has 4 children
- She lives near Long Beach and has her tent in the front yard
- She shares healthy treatments for geriatric patients
- She sells and deliveries fruit salads

## Scenarios

- Will I find fresh fruits all year round?

Seasonal fruits are cultivated in special greenhouses according to their conditions.

- I need to transfer funds from one account to another at my bank.

We have payments available at the main banks in California. We accept bank transfers and the order will be delivered after confirming the transaction.

- Are there special discounts for neighborhood stores?

You can further you business through our local business web sites and events

## Color Palette

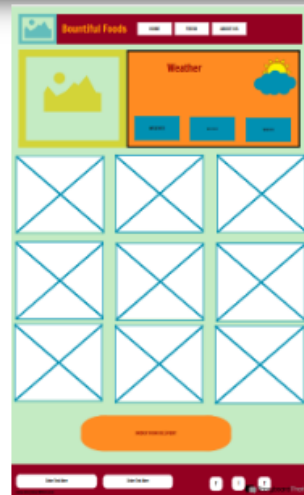
Primary #8B0B15	Secondary #FF9525	Accent 1 #EDF5A5	Accent 2 #040404
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## Typography

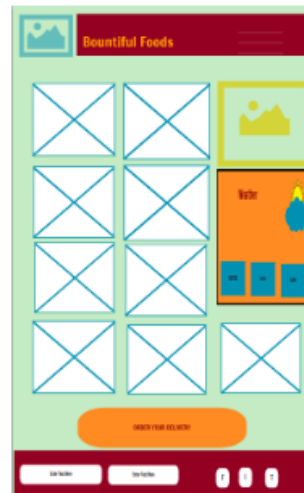
The primary fonts are Delicious Handrawn and Kanit in the site.

Site Header	Delicious Handrawn	1.5em	#8B0B15	Sample
Primary	Kanit	1.2em	#FF9525	Sample
Footer	Kanit	1.2em	#FF9525	Sample
Heading 1	Delicious Handrawn	1.2em	#8B0B15	Sample
Heading 2	Prompt	1em	#040404	Sample
Heading 3	Prompt	1em	#040404	Sample
Paragraph	Prompt	1em	#040404	Sample

Large



Medium



Base

