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WDD 230 – Web Frontend Development

Sister Campbell

July 12, 2023

Website Planning Document

**Site Name:** Bountiful Foods Co.

* Proposed Domain Name: bountifulFoods.com

**Site Purpose:**

The purpose of the Bountiful Foods website is to serve as a comprehensive online platform for customers to explore, order, and learn about the organic and locally grown food options offered by the company. The website aims to showcase the freshness and quality of the products, provide convenience for customers to place orders, and promote healthy eating choices. It will also serve as a hub of information for visitors to learn about the company's mission, the benefits of organic food, and the various services provided by Bountiful Foods.

**Target Audience and Scenarios:**

1. Health-conscious individuals: People who prioritize their well-being and seek fresh, organic food options.

2. Local residents: Individuals living in Carlsbad, California, and the surrounding coastal areas, who are interested in supporting local farmers and accessing locally grown produce.

3. Tourists: Visitors to the coastal areas between Los Angeles and San Diego, who are looking for healthy food options during their stay.

4. Online shoppers: Individuals who prefer the convenience of online shopping and home delivery for their groceries.

5. Food enthusiasts: People who are passionate about food, cooking, and exploring new recipes using fresh ingredients.

**Site-Map:**

1. Home Page:

* Navigation menu
* Business contact information (address, phone number, email)
* Summary information about the chosen coastal area(s) in Southern California
* Call to action for making a custom fruit drink (linked to the Fresh page)
* Social media links (at least three)
* Weather card summarizing current weather conditions for Carlsbad using OpenWeatherMap APIs
* Information card displaying the total number of specialty drinks submitted by the current user (stored locally)

1. Fresh Page:

* Form allowing users to build their own specialty drink
  + First name (input field)
  + Email (input field)
  + Phone number (input field)
  + Select element input for fruit 1 (populated with available fruits)
  + Select element input for fruit 2 (populated with available fruits)
  + Select element input for fruit 3 (populated with available fruits)
  + Special instructions area (text-area)
* Formatted output area (JavaScript-generated) showing:
  + Input values of the order
  + Order date
  + Total amount of carbohydrates, protein, fat, sugar, and calories based on the selected fruits' nutritional data

1. About Us Page:

* Historical information about the company and the area
* Contact information
* Google Map integration

1. Resource/Attribution Page (if necessary):

* A page that provides references and attributions for outside content used on the website (linked in the footer)

A diagram of a website

Description automatically generated

**Color Scheme:**

I prefer darker schemes but am going to try and stretch myself and go for a lighter one. These colors I feel will reflect the themes of healthy eating, organic bounty, and convenience.

A screenshot of a color palette

Description automatically generated

**Typography:**

1. Utilize the following Google Fonts:

* Heading: Montserrat (Bold)
* Subheading: Open Sans (Regular)
* Body Text: Lato (Regular)

**Wireframes:**

Large View:

<https://wireframe.cc/nE9qlm>

A screenshot of a web page

Description automatically generated

Medium View:

<https://wireframe.cc/HVa1XM>

A diagram of a grid

Description automatically generated

Small View:

<https://wireframe.cc/KzNy5p>

A screenshot of a computer screen

Description automatically generated