

W12 Assignment: Final Website Planning Document

Site purpose:

The purpose of the website for Bountiful Foods, a smoothie shop, is to create a joyful and delightful experience for customers. Our goal is to provide fresh and healthy smoothie options and evoke happiness and enjoyment with every sip. The website aims to convey the pleasure of indulging in our flavorful smoothies through an engaging design and captivating visuals. We strive to create a welcoming atmosphere where customers can feel happy and satisfied while savoring the deliciousness of our smoothies.

Target audience:

The target audience for the website of Bountiful Foods, the smoothie shop, is health-conscious individuals who prioritize both taste and nutrition. It caters to individuals seeking fresh and flavorful smoothie options contributing to their overall well-being. The website appeals to customers who appreciate high-quality ingredients, locally sourced produce, and a commitment to nutritional value. It also targets those who seek an enjoyable and uplifting experience where they can indulge in delicious smoothies and feel a sense of happiness and satisfaction. The website aims to engage and attract individuals who value a healthy lifestyle and seek a vibrant and flavorful beverage option.

Persona 1: Health-Conscious Hannah

Demographics: 32-year-old female yoga instructor in Santa Monica.

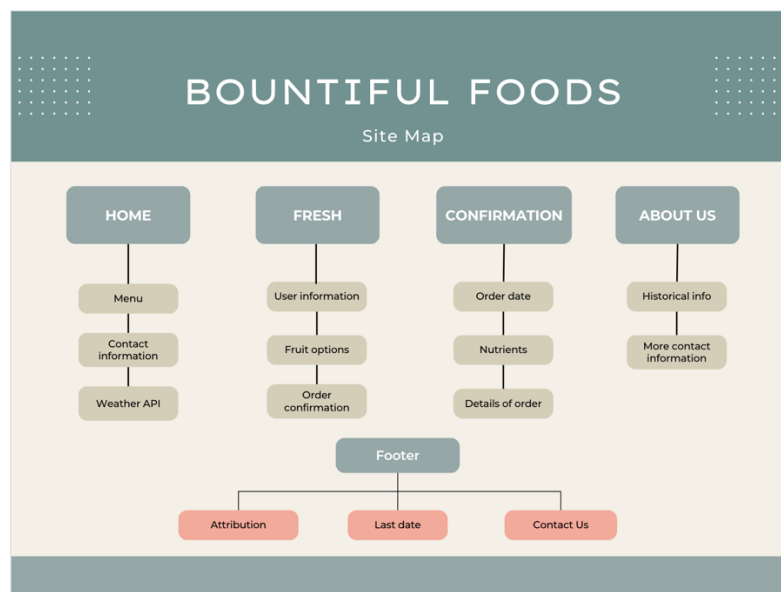
Motivation: Nourishing her body with wholesome choices. She seeks to energize and replenish smoothies that align with her active lifestyle. Bountiful Fruit satisfies her health-focused needs.

Persona 2: Beachgoer Brian

Demographics: 25-year-old male surfer in Huntington Beach.

Motivation: Embracing the beach culture and seeking refreshing options. Bountiful Fruit's beachside ambiance and tasty, hydrating smoothies make it a convenient and satisfying choice for Brian after a surf session.

Site Map:



Typography:

Heading 2,3: Montserrat

Heading 1: Passion One

Paragraph Text: Lato

Color Scheme:

Site header and footer: # 6DC5E0

Text in header: White

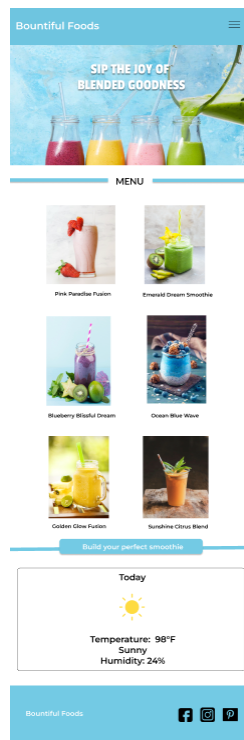
Body text: black

Wireframe Sketches:

Large view:



Medium view:



Small view:

