

Website Plan

Purpose

According to the Study material, "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. The owner-operated company caters to walk in traffic at their storefront in Carlsbad and, of course, their food trucks. They deliver and manage those orders on the phone and via the website. 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.

The theme should support healthy eating, organic bounty, and convenience.."



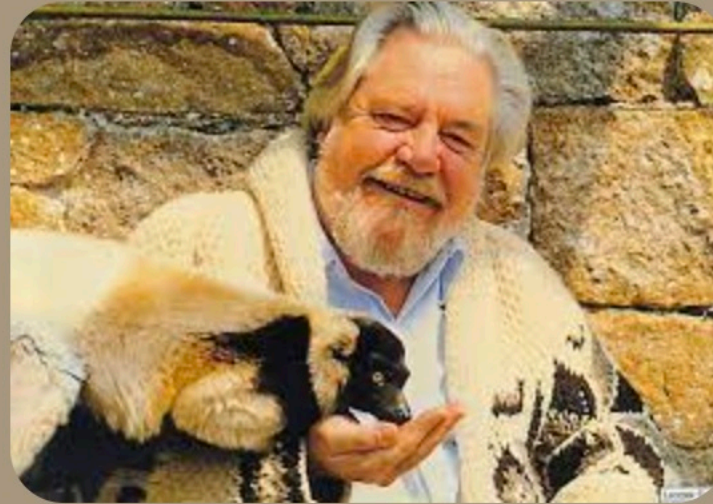
Target

I intend to create the website more focused on desktops, with means a wilder layout. The target that I believe this website will have is people with natural life style, trying to have a healthier diet and that is more interested in health than in money, because sometimes the healthiest is nor the cheapest.

Persona:

Profile of the target of this website

Photo:



**Fictional
name:**

Henrique Gasparete

Job title:

Zookeeper

Demographics:

61 years old, married, father of seven children and has Ph.D. in Veterinary, working in the area for nearly 35 years so far

Goals:

Be more healhy to be able to spend quality time with his grandchildren in the future.

Enviroment:

He is comfortable with the idea of spending money with things that matter, and health is the number one priority.

Quote:





"How could anything containing fruits not be delicious?"

Typography

Heading Font: Times New Roman

Paragraph Font: Cambria, Cochin, Georgia, Times, 'Times New Roman', serif;

Color Palette

Primary	
Second	
Third	
Fourth	

Purpose

Target

Typography

Map

Map

The idea is to create three different layouts for different sizes.

