Fruity Website Planning Document

Site Purpose

1. Sell more stuff by providing useful marketing information
   - Make them want to come in and spend money by being
     1. Psychologically Attractive
     2. Appealing to multiple areas (food, business, convenience, etc)
2. Interact with the user in a meaningful way

Target Audience

1. Young to middle-aged California residents and visitors looking to try "authentic" California food trucks
2. Remember your marketing training!

Site Map

Home – Join – About Us – Make a Drink
All linked up via nav bar, at least.
Hero image on main page connects to Fresh (make a drink) page

Color Scheme

- Main Color 1: White (following Jamba and Starbuck's examples)
- Main Color 2: light green (spearmint)
- Accent Color 1: Strawberry red
- Accent Color 2: blue splash
  - The fresh, complementary colors made to reflect organic, fresh, and healthy.

Typography

Headings
H1:

FOR HUMAN RIGHTS

-
- Permanent Marker

H2 and H3

Fresh Fruits and veggies

-
- Nanum Pen Script

P – Non Official Things

Fresh Fruits and Veggies

-
- Handlee

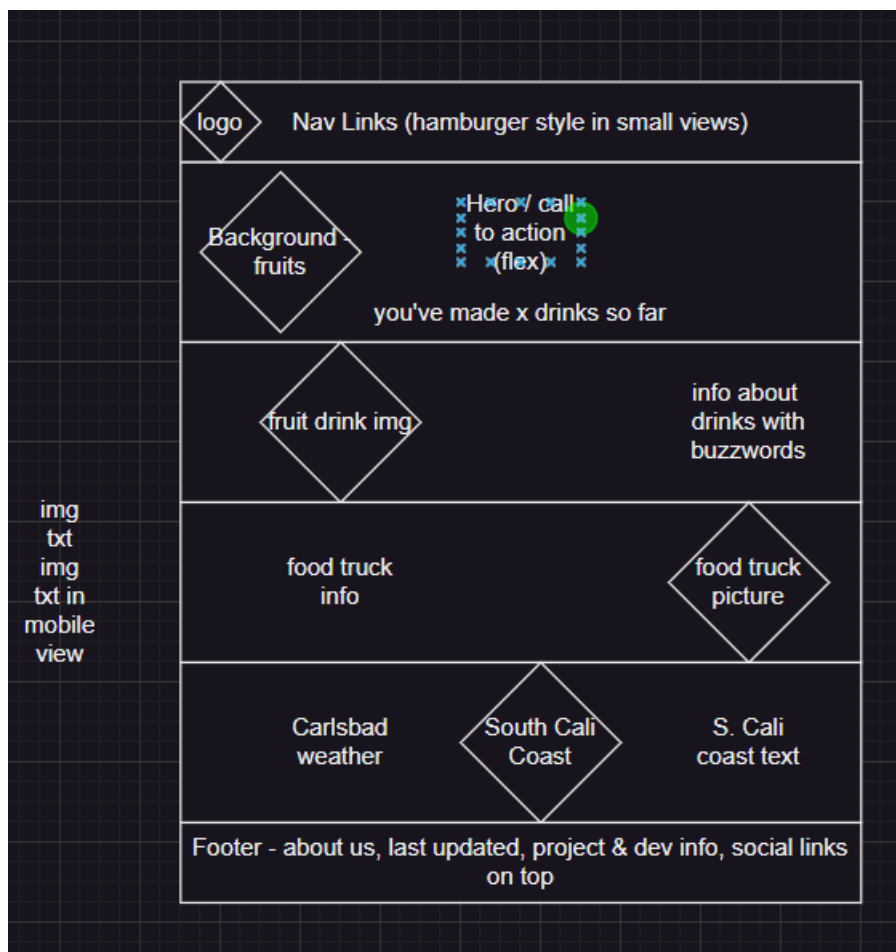P – More official things
Open Sans
Emphasis: use bold
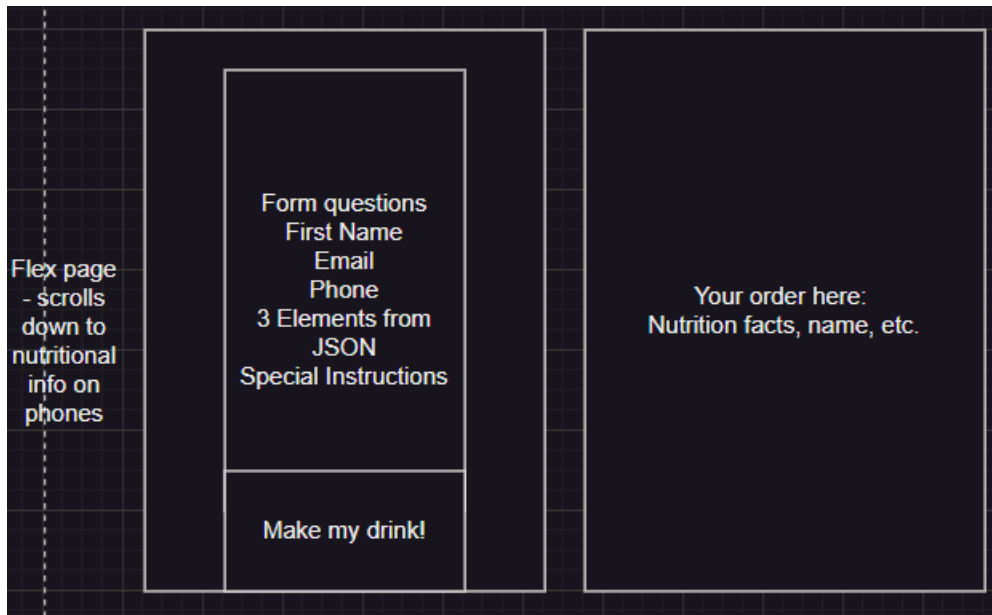Default fonts: Calibri or Ariel (?), sans-serif

Wireframes

Note: The page maintains its content layout in the tablet and mobile views, but follows the format of picture text, picture text, in small views. The menu is a hamburger menu in small views
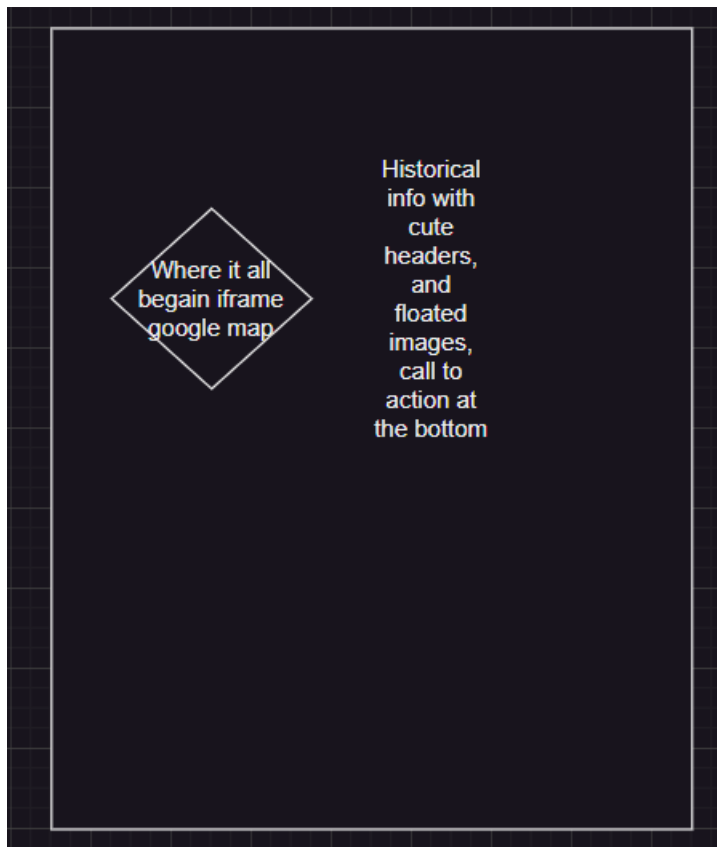
Home page:

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Fresh

-

About us

-

- small business

- specializing in organic
- locally grown foods
- Food Trucks
- Local and International Produce
- LA -> SDiego
- Owner-operated
- Carlsbad store
- The theme should support healthy eating, organic bounty, and convenience

Page Purposes and Requirements

Home Page

- Contemporary
- Exciting
- Images of fruit
- Images of specialty fruit drinks, freshly made
- Navigation and business contact information
- Summary information about any costal area or South Cali coast
- Call to action: Make your own fruit drink
- 3 Social Media Links
- Weather cards for Carlsbad with
  - Temperature
  - Current Condition
  - Humidity
  - 3-day forecast
- Total number of drinks submitted by the user (use browser storage)

Fresh (Drink Making Page)

- Form collecting
  - First name
  - Email
  - Phone
  - Three element inputs with available fruit (from JSON)
  - Text area for special instructions
- Format the inputs + order date and format it in the output area, providing nutrition facts based (carbs, protein, fat, sugar, calories) based on three choices

Our Story

- Historic information on company, contact info, google map and other relevant content

Sources page

- For the images, if needed

ALL PAGES

- Have a last modified note in the footer
- Lazy loading for images
- No more than 500kb
- Wayfinding on links
- Unique layout
- PARC typography
- Import a Google Font