

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

- Handlee

P – More official things

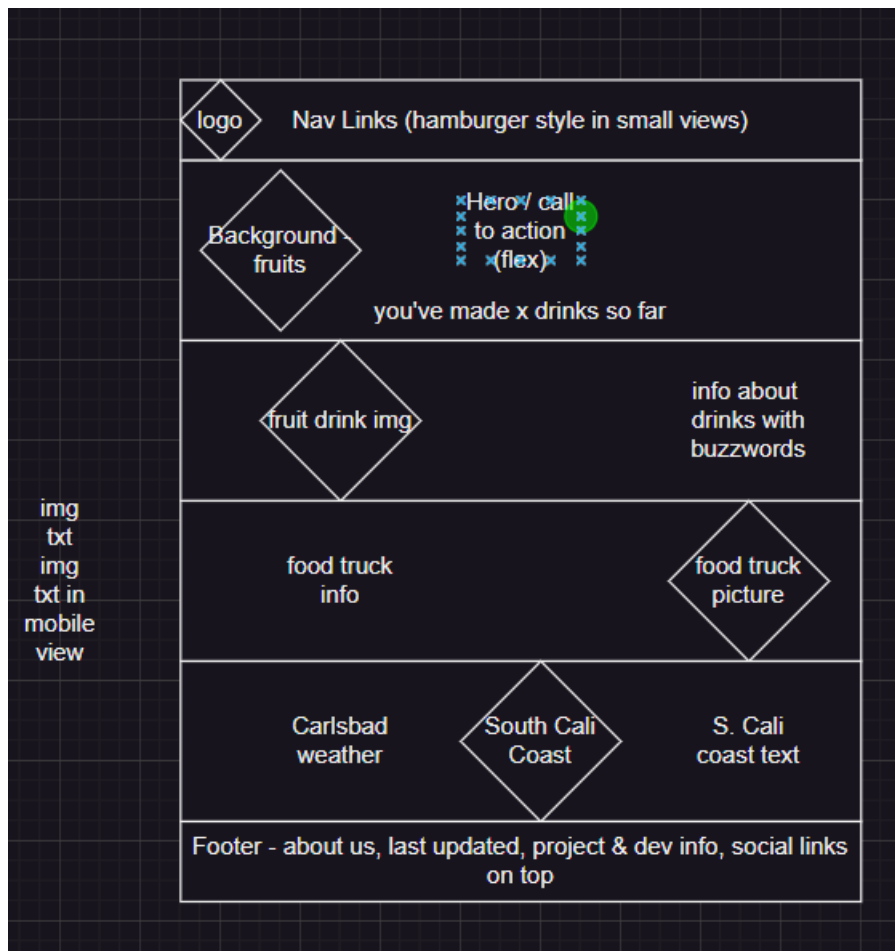
Open Sans

Emphasis: use bold

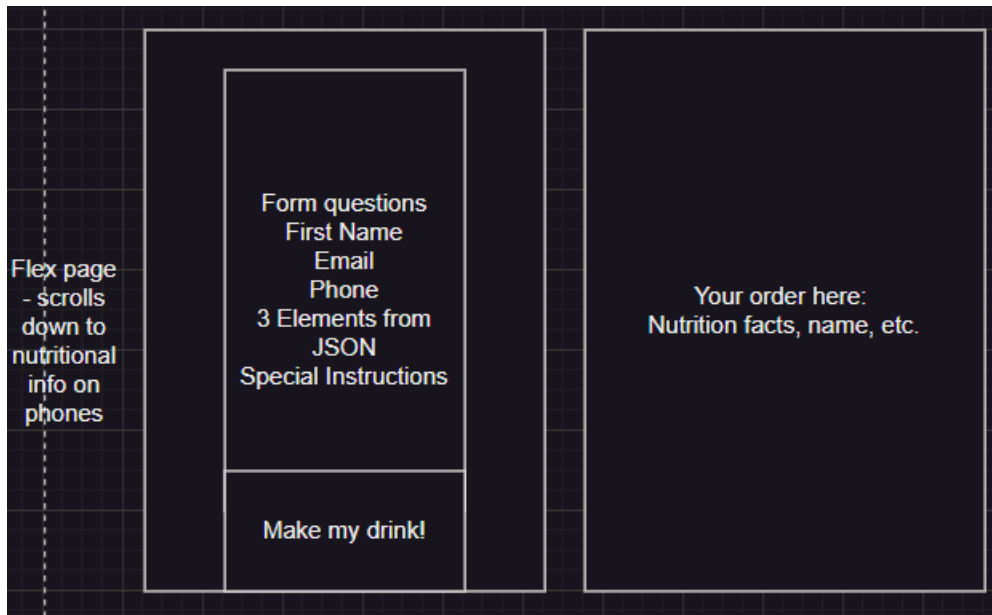
Default fonts: Calibri or Ariel (?), sans-serif

Wireframes

Home page:

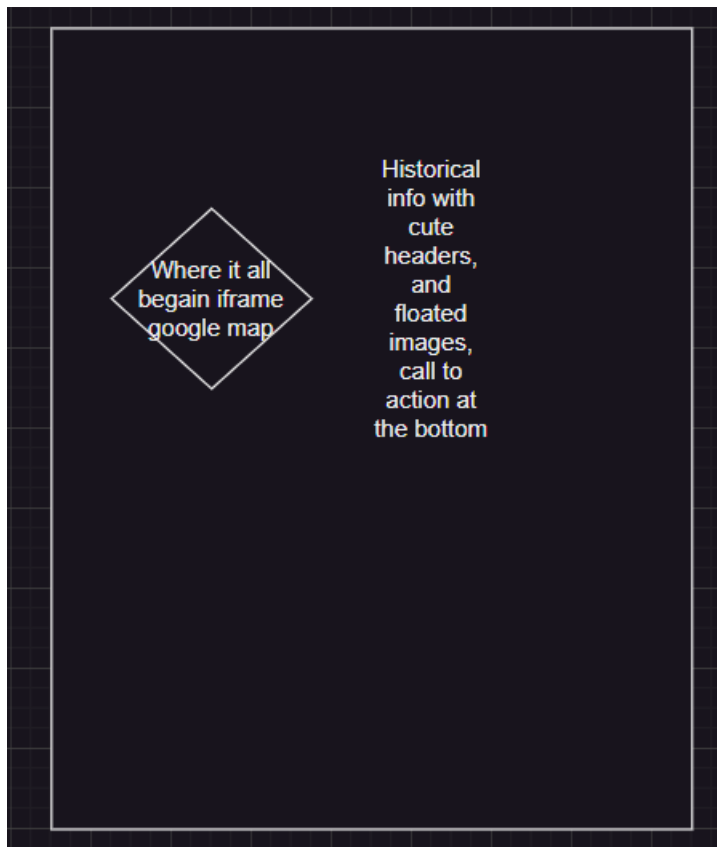


Fresh



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About us



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Hot Words

- 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

About Us

- 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