## 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:

* A black text on a white background

  Description automatically generated with medium confidence
* Permanent Marker

H2 and H3

* A picture containing font, handwriting, typography, calligraphy

  Description automatically generated
* Nanum Pen Script

P – Non Official Things

* A picture containing text, font, white, graphics

  Description automatically generated
* 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:

* A screenshot of a computer

  Description automatically generated with medium confidence

Fresh

* A screenshot of a cell phone

  Description automatically generated with low confidence

About us

* A picture containing text, screenshot, font, design

  Description automatically generated

## 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

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