

Bountiful Fresh Foods

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About

The purpose of the fresh fruits and smoothie drinks website is to promote a healthy and refreshing lifestyle by offering a wide range of nutritious smoothies and fresh fruit products to consumers. Drawing upon the client's functional specifications and considering the industry's trends, the website aims to create an online platform that showcases the client's offerings, educates visitors about the benefits of consuming fresh fruits and smoothies, and provides a convenient ordering system for customers. The website will feature an attractive and user-friendly interface, highlighting the variety of fresh fruits available and the enticing smoothie drink options. It will provide detailed information about the nutritional value of different fruits, the health benefits associated with consuming them, and creative smoothie recipes to inspire and educate visitors. Customers will have the ability to browse through the menu, customize their smoothie orders based on their preferences, and place orders for delivery or pickup. The website will incorporate a secure and efficient payment system, ensuring a seamless transaction process for customers.

Audience

1. Health-conscious individuals:

This group includes people who prioritize their health and well-being. They may be interested in incorporating fresh fruits and smoothies into their diet to maintain a healthy lifestyle. They might be concerned about nutrition, weight management, and overall wellness.

Demographics:

Both males and females, aged 25-45, residing in urban areas. They may have higher income levels and education, as health-conscious choices are often associated with socioeconomic factors.

2. Fitness enthusiasts:

This audience segment comprises individuals who engage in regular physical exercise, such as athletes, gym-goers, and sports enthusiasts. They may visit the fresh fruits and smoothies website to find smoothie recipes that can support their workout routines, aid in muscle recovery, or provide an energy boost.

Demographics:

Predominantly younger adults, aged 18-35, evenly distributed between

males and females. They may have varying income levels but are likely to have an active lifestyle.

3. Vegan and vegetarian community:

This group consists of individuals who follow a plant-based diet, avoiding animal products. Fresh fruits and smoothies can be an excellent source of nutrition for vegans and vegetarians. They might visit the website to find smoothie recipes that align with their dietary preferences and provide essential nutrients.

Demographics:

Both males and females, aged 18-50, with a higher representation of females. They can be found across different age groups and income levels, particularly in urban areas with a strong vegan and vegetarian culture.

4. Parents and families:

This audience includes parents who want to provide healthy and delicious options for their children. They may be looking for ways to incorporate more fruits and vegetables into their family's diet. The website can offer kid-friendly smoothie recipes and nutritional information.

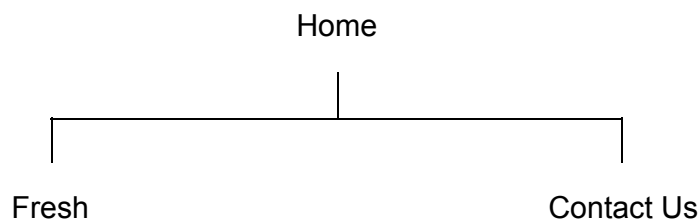
Demographics: Both males and females, aged 25-45, with children in the household. They may have diverse income levels and reside in suburban or urban areas.

5. Busy professionals: This segment comprises individuals with hectic schedules who seek quick and convenient ways to maintain a healthy diet. They may visit the website for easy-to-make smoothie recipes that can be consumed on-the-go or during work breaks.

Demographics:

Both males and females, aged 25-45, with demanding jobs or busy lifestyles. They may have higher income levels and reside in urban areas.

Site Map



Typography and Fonts

On all my headings I'm using "Ubuntu" which is a google font API, and on all the my paragraphs and the rest of my elements I have applied "Rajdhani". Both these fonts are backed by "sans-serif" a font that is supported by most machines and operating systems, just in case my main fonts are not supported.

Element	Font-Family	Font-Size	Font-Color	Background-Color	Sample

Heading h1	Ubuntu	25px	#000	#dfd9e2	Sample
Heading h2	Ubuntu	19px	#000	#dfd9e2	Sample
Heading h3	Ubuntu	18px	#000	#dfd9e2	Sample
Anchor a	Ubuntu	.9em	#000	#28282a	Sample
Paragraph p	Rajdhani	Default	#000	#fff	Sample

Color Schema

The color schemes that I chose to apply are "*Lavender*" for all my headers and footers (primary). I then applied "*Raisin Black*" for my navigation bar (Secondary), I also applied Lavender for all the header background colors, font color that I used for my last updated on my footer is Raisin Black. The colors on the logo came as from where I made the logo, canva.com.

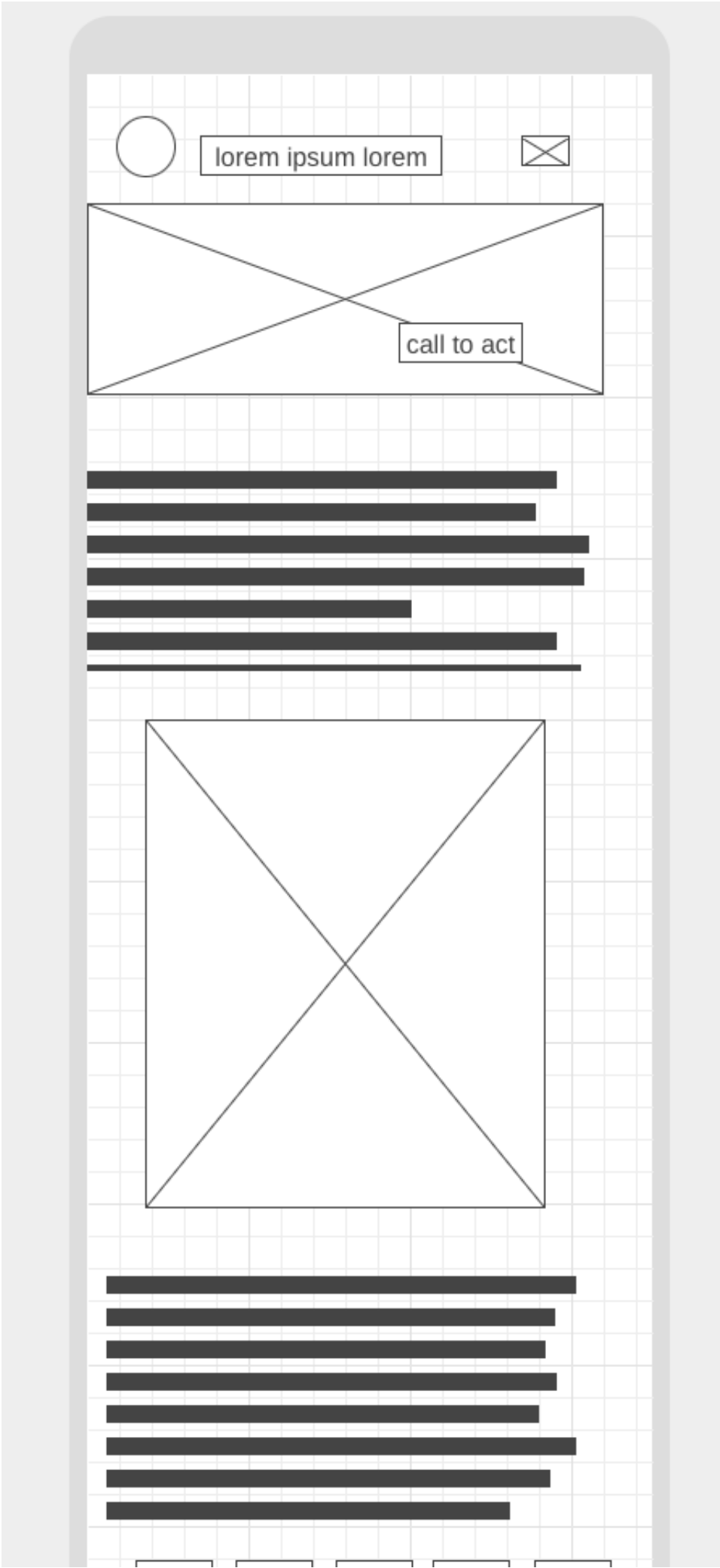
Primary	Secondary	Accent 1	Accent 2
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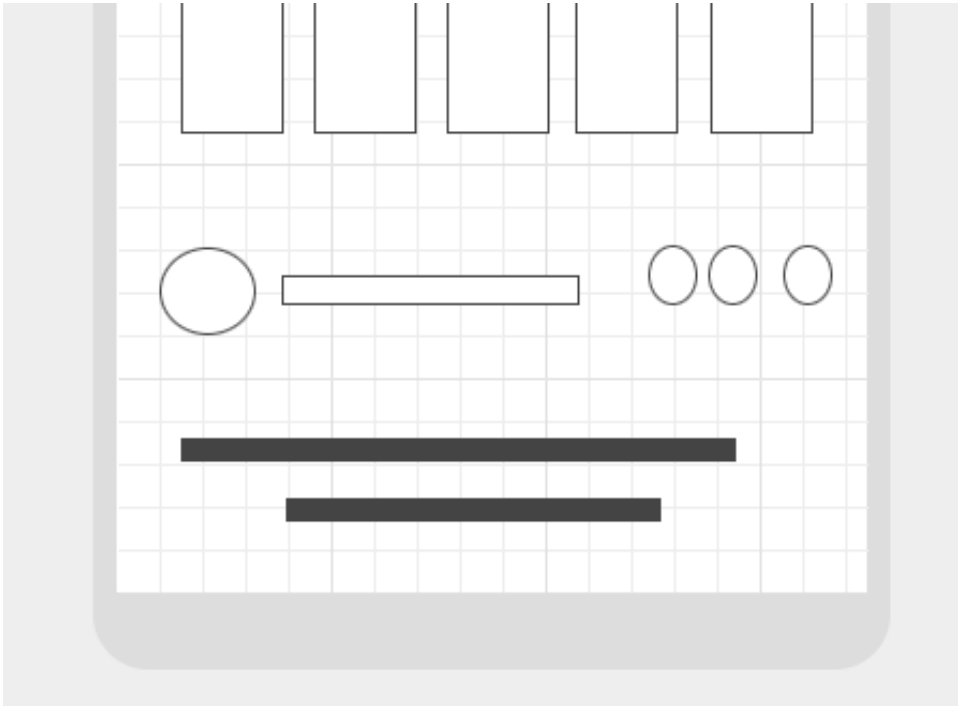
Site Logo



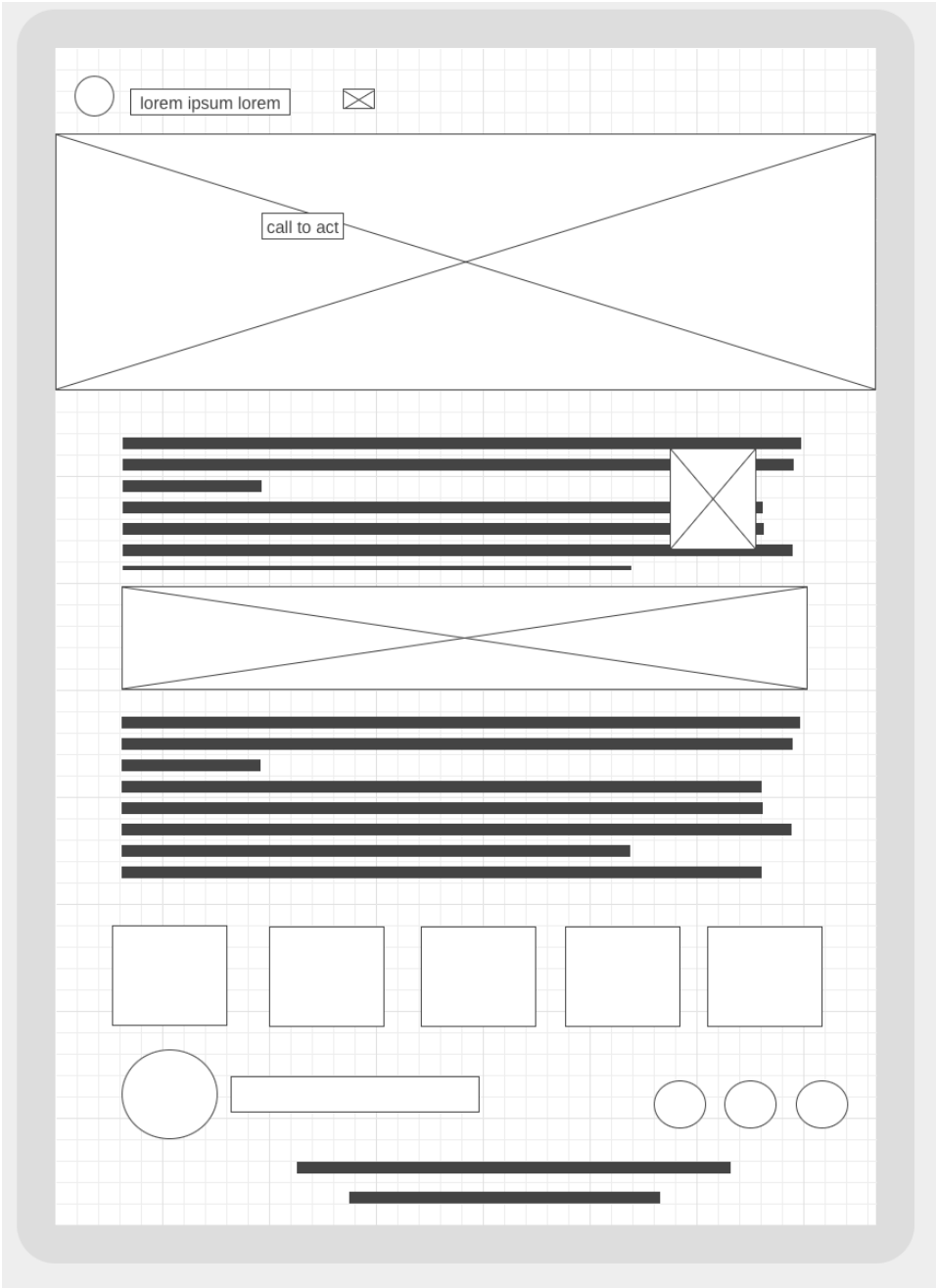
Wire Frames

Small View Port

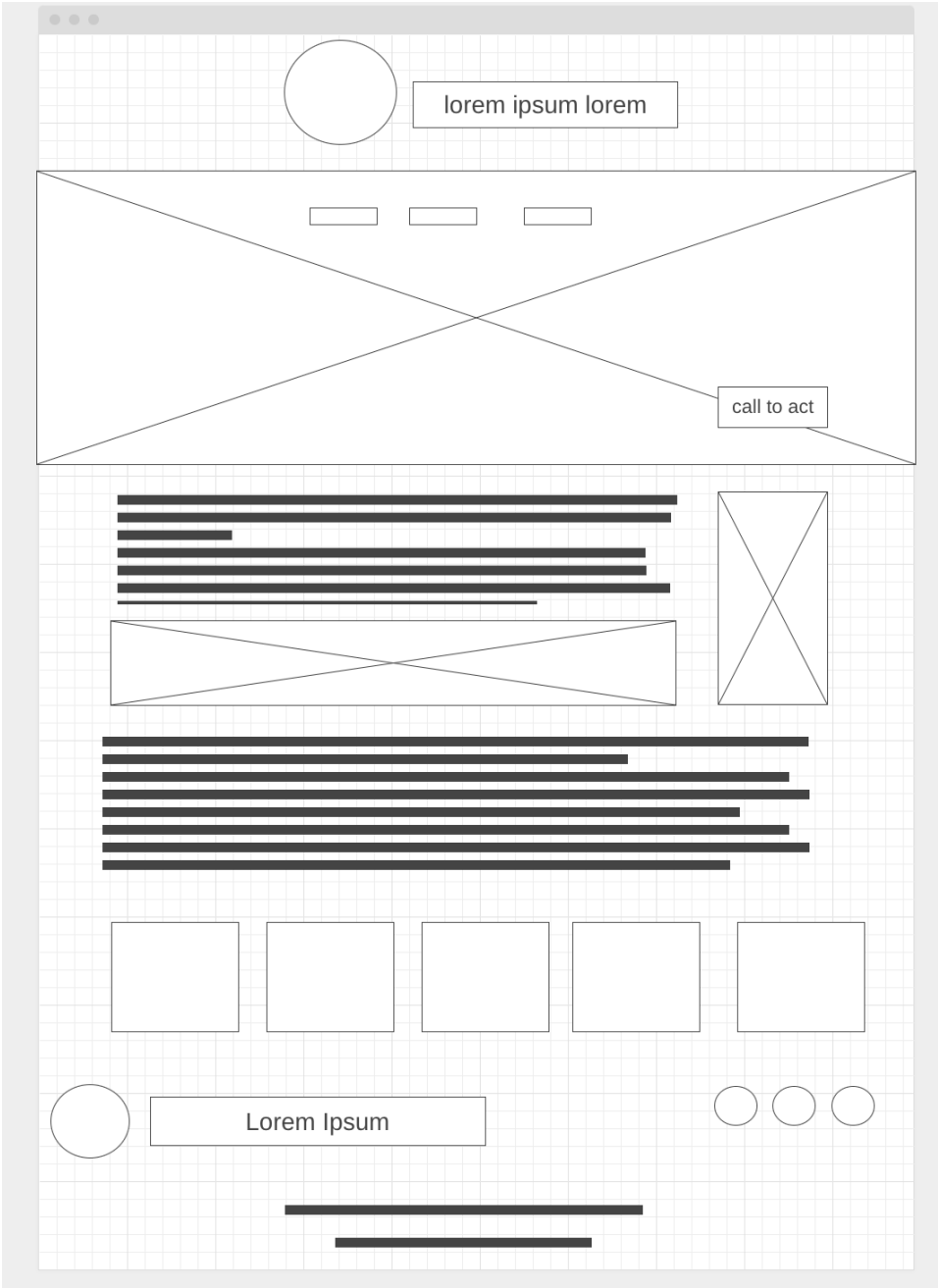




Medium View Port



Large View Port



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