

Site Purpose: the site is not informational only but also a way to receive orders from clients. To accomplish this, the site provides clients with information related to the places where food trucks cater drinks and others, product details, company info, and functionality to order drinks. Providing weather conditions and weather forecasts is intended to trigger drink orders as well. The goal is to connect with clients in multiple forms with the site as a link to the company's social network links, promote the services being offered and add one more purchasing channel.

Target Audience: Men or women interested in keeping a healthy lifestyle. The audience age range is probably between 20 and 40 years old. The site visitor's income matches middle and upper-middle class. This group appreciates crafted products more than commercial mass-produced versions of the same. Most of them are single or married with no kids. They visit the site while looking for fruit juice nearby the location where they jog, walk, work out, etc. They reach the site from their smartphones. There is also a group of visitors just doing local tourism or even visiting from other states or other countries. They are visiting the coast and they keep it healthy while enjoying the trip.

1st Persona



- Age: 40
- Gender: woman
- Fictional Name: The Walker
- Educational Level: MBA
- Family Status: Married, kids went to college.
- Interest/Needs: wants to have a list of places where she can buy healthy products after walking the dog for an hour every afternoon.

2nd Persona

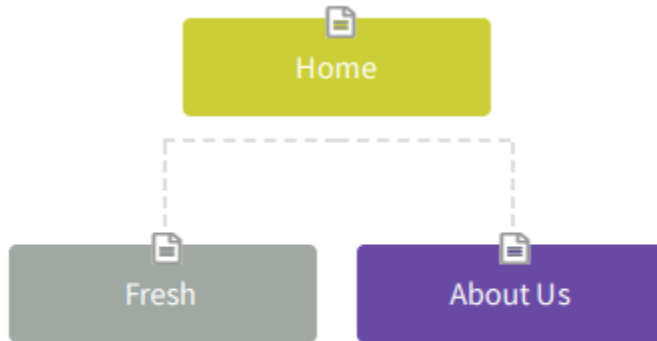


- Age: 20
- Gender: man
- Fictional Name: Tourist
- Educational Level: undergraduate
- Family Status: single
- Interest/Needs: enjoy lots of outdoors activities during the summer, eat organic food, tasty, crafted food to keep energy up.

Scenarios

1. Group of young women checking google maps to find a place with healthy snacks finds Bountiful as a recommendation and check the website.
2. A tourist checks the web site after seeing the food truck.
3. A local is training in the area on weekly basis and check the internet for healthy drinks in the area.
4. A college student shares the link to the website with a friend planning to visit the beach.
5. Local worker wants to order juice for coworkers via the website.

Site Map:




Content



Home

Meta Description:

1. Navigation and business contact information.
2. Summary information about any coastal area or areas in the southern California coast of your choosing.
3. A call to action to make your own fruit drink mix. This link can link to the  Fresh page.
4. Social media links .
5. Weather card summarizes the current weather conditions for Carlsbad

1. Fresh

Form that allows the user to build a specialty drink.

2. About Us

Provides historical information about the company and area plus contact information, and a Google Map and other relevant content.

Color Scheme:

6AC5C7 <small>Maximum Blue Green</small>	11686C <small>Skobeloff</small>	F19110 <small>Carrot Orange</small>	FFD662 <small>Orange Yellow Crayola</small>
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Primary Color

- 11686C

Secondary Color

- F19110

Accent Colors

- FFD662
- 6AC5C7

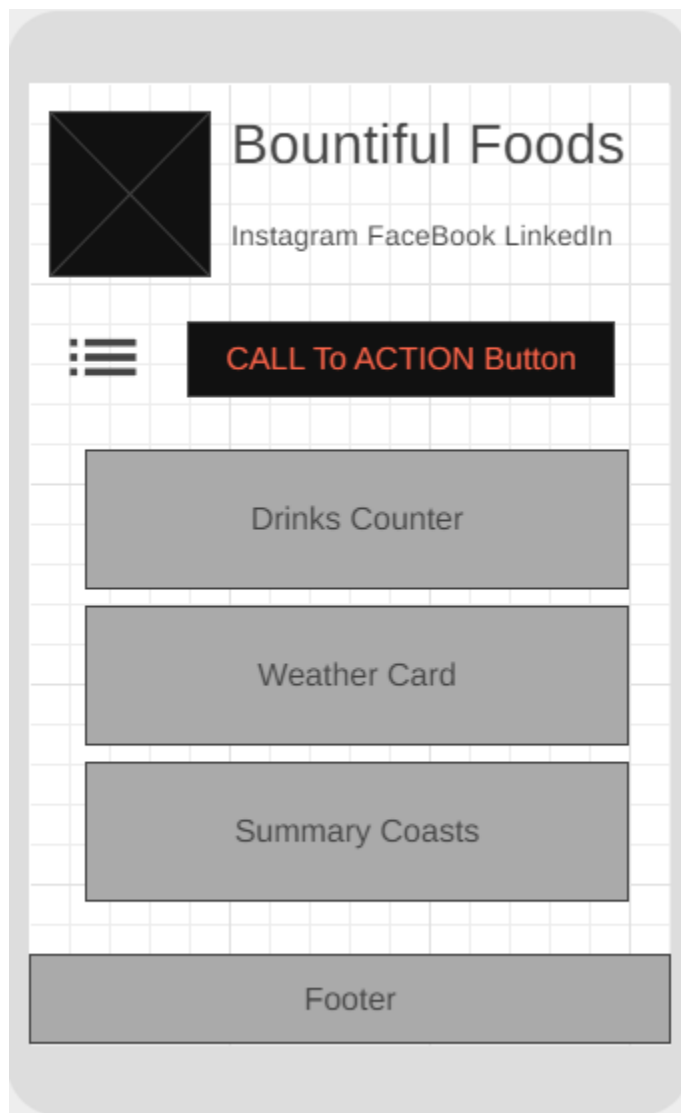
Typography:

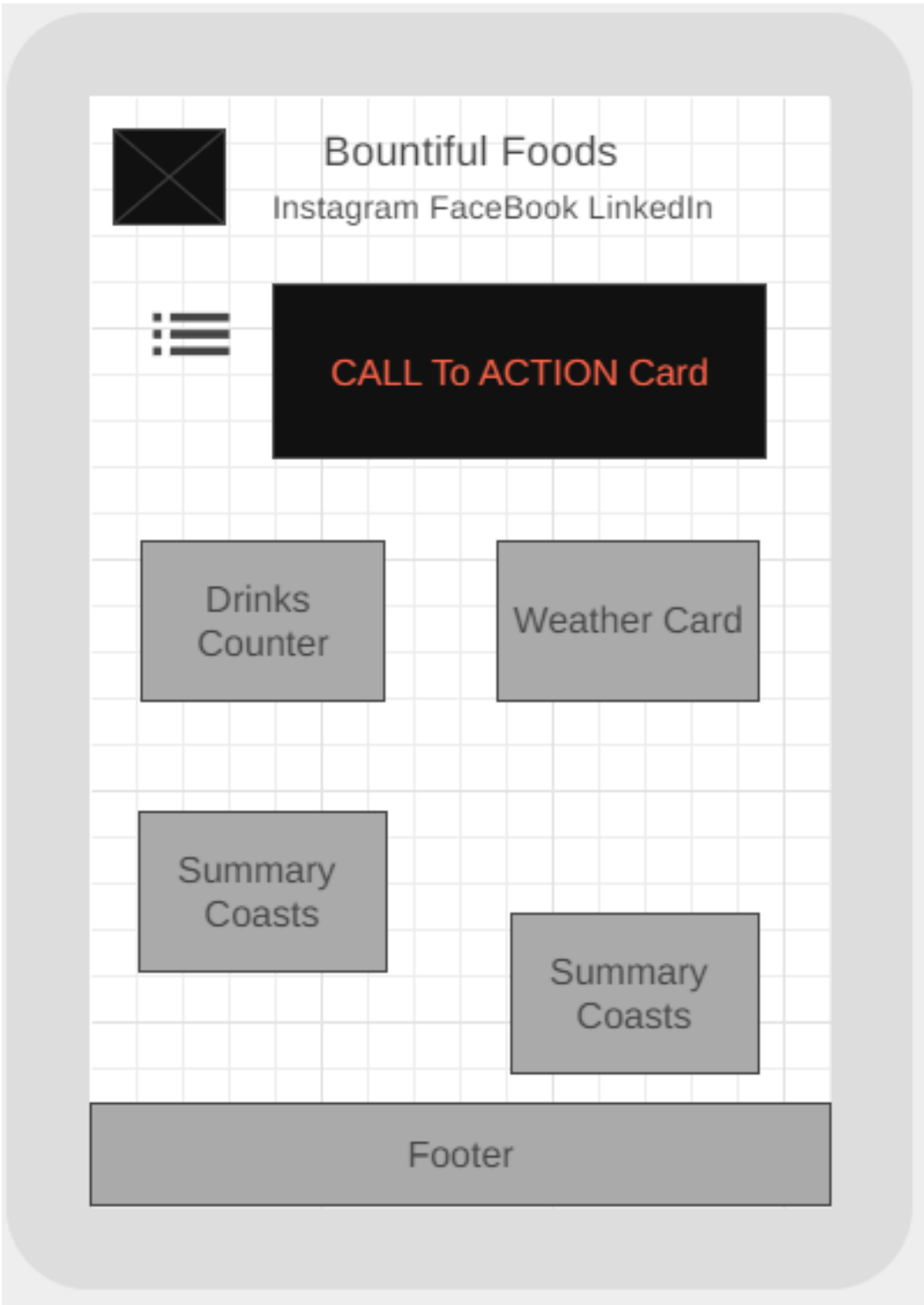
The primary fonts are Roboto and Montserrat. Roboto is a bold and clear font perfect for tittles. Montserrat displays some spacing in between letters that allows for a better reading experience, special for paragraphs.

Site Header (h1))	Roboto	#11686C	Sample
Heading 2 (h2)	Roboto	#F19110	Sample
Heading 3 (h3)	Roboto	#11686C	Sample
Navigation Bar (nav)	Montserrat	#000000	Sample
Body Paragraphs (p, a, li, td)	Montserrat	#9F9F9F	Sample
Footer Paragraphs (p, a, li, td)	Montserrat	#1C2C41	Sample

Wireframe Sketches:

Small View:





Large View:

