**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**:

Diagram

Description automatically generated

Graphical user interface, text, application, email

Description automatically generated

**Color Scheme**:



**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:**