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WDD 230

29 November 2022

Bountiful Foods Web page



Site Purpose:

Bountiful Foods is a small business specializing in organic, locally grown foods. They are physically located in Carlsbad, California, however, they have many food trucks that cover the coastal area from Los Angeles to San Diego. The company sells fruits and produce directly from the farmers in the area, but also uses some national and international suppliers. This website's main objective is to support a significant amount in the sale of the products of this company and how, we must sell through our page more than 400 drinks and 2000 fruits per week through our system of choice of drinks and fruits to grow our company even more. We also aim to make new contacts so that we can expand our networks and have more clients. The mission is to provide fresh and healthy food options, including organic, made to order, fruit drinks and fruit bags, to the local population and to tourists visiting the coastal areas.

Target Audience:

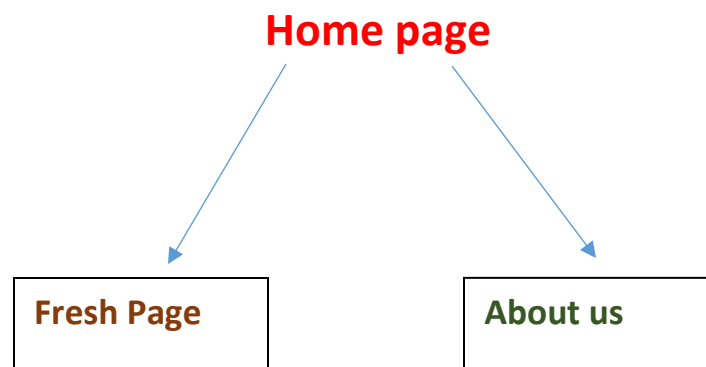
The target audience is focused from young athletes or students who want to order a healthy drink or natural food based on fruits to carry out their activities to adults who from their work with little time have the need to order a healthy menu or the elderly who seek to take advantage of technology to be able to carry their natural diets in the best possible way through our totally friendly page.

Personas:

-The young 23-year-old athlete who, from his training place, wants to order refreshing and healthy drinks through his mobile so as not to interrupt his routine.

-The family of adults who order their fruits and healthy drinks through a friendly and fast platform to continue with their diet.

Site Map:



Color Scheme:

Body: The bodysuit will have a **white** color because as we will also use fruity colors and among them will be red, green, or orange, then **white will be a usability tool in this context.**

The H1 headers: will have the color **#ff4500** which is more of a bright orange to be in connection with the main theme which is fruits.

The H2 to H6 will have a shy **green** but brighter to stand out and fit the same theme of fruits and drinks.

The other elements will have shades derived from this color **#ff4500**, in some cases lighter and in other cases more intense, and this configuration will be done with CCS intelligent color.

Typography:

Heading Font: Cormorant Garamond

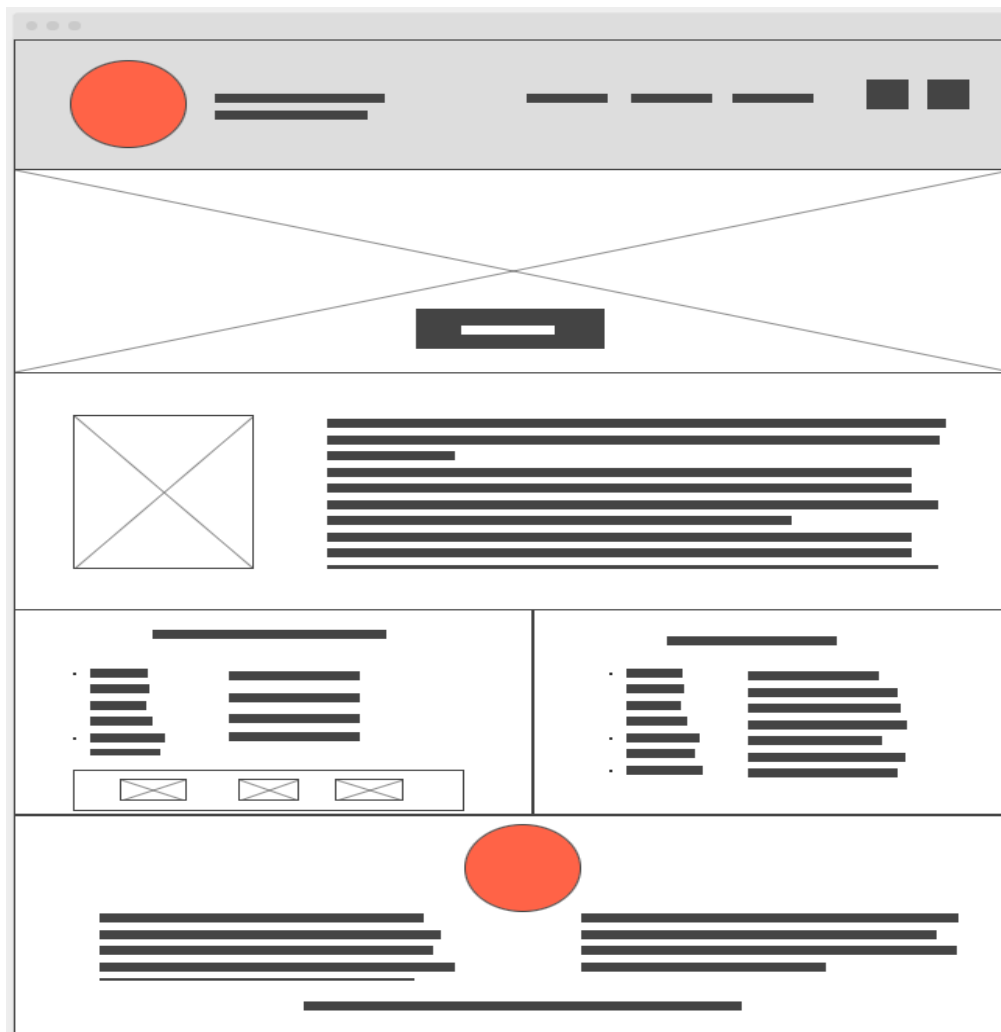
Paragraph Font: Philosopher

NORMAL PARAGRAPH EXAMPLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Wireframe Sketches Home page:

Large view



Medium and small View

