

### Site Purpose:

This website will provide information about Bountiful Foods company, including how customers can make purchases or contact the business. The site will clearly show the business values of organic, healthy, local foods, and customer satisfaction and convenience.

### Target Audience:

The target audience for this website will be people in the Carlsbad, CA area who value organic, locally grown fruit.

Persona 1: A mother who wants her children to have access to fresh healthy foods is wondering where she can go to pick up fruit. She needs to see information about food truck fruit bags: contact information, and available places and times.

Persona 2: A teenager who wants a healthy fruit drink and a quick and easy pick-up. They need to place a drink order and know where to go to pick it up.

### Site Map:



## Color Scheme:

Swatch Name: C=64 M=0 Y=41 K=45

Color Type: Process Color

☒ Global

Color Mode: CMYK

C	64	%
M	0	%
Y	41	%
K	45	%

☐ Add to my Library Your Library

☒ Preview OK Cancel

Swatch Name: C=35 M=0 Y=75 K=7

Color Type: Process Color

☐ Global

Color Mode: CMYK

C	35	%
M	0	%
Y	75	%
K	7	%

☐ Add to my Library Your Library

☒ Preview OK Cancel

Swatch Name: C=0 M=4 Y=14 K=5

Color Type: Process Color

☒ Global

Color Mode: CMYK

C	0	%
M	4	%
Y	14	%
K	5	%

☐ Add to my Library Your Library

☒ Preview OK Cancel

Swatch Name: C=0 M=89 Y=59 K=0

Color Type: Process Color

☒ Global

Color Mode: CMYK

C	0	%
M	89	%
Y	59	%
K	0	%

☐ Add to my Library Your Library

☒ Preview OK Cancel

## Typography:

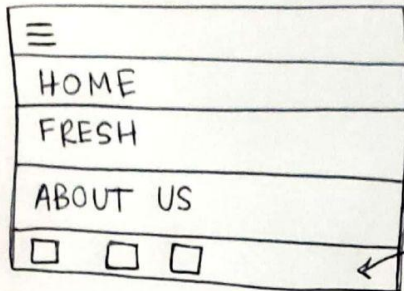
Google Fonts: Montserrat Regular 400

Google Fonts: Playfair Display Regular 400

## Wireframe Sketches: (Home Page)

# Home Page Wireframes

## Small View



Hero image  
& intro

social  
media

Link Fresh  
Page



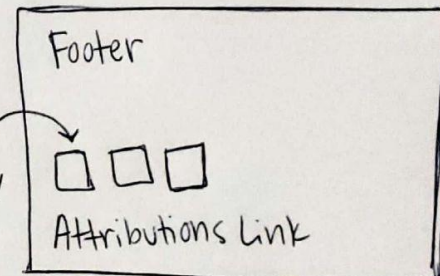
Fresh Page  
Info



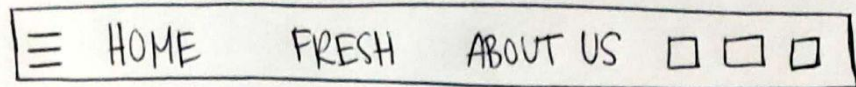
Weather



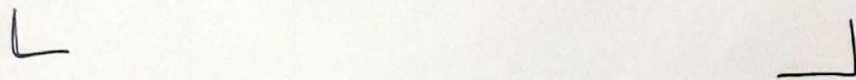
Coastal Area  
Info



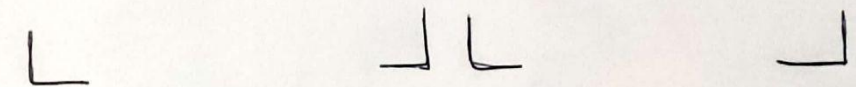
Medium View



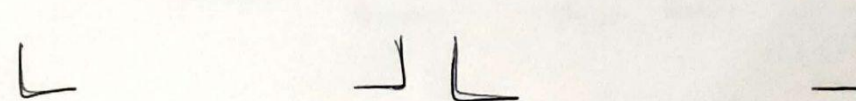
Hero Image  
& Intro



Weather Coastal Area Info



Link Fresh Page      Fresh Page Info



Footer	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Attributions Link	



# Large View

