

# Bountiful Foods Site Plan

**Site Purpose:** Bountiful Foods is 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 purpose of this website is to cater to the company's online customers. It is hoped that through this site, Bountiful Foods would extend its reach not only in Los Angeles but also in California as well.

**Target Audience:** Bountiful Foods supports healthy eating, organic bounty, and convenience. These are the company's target audience:

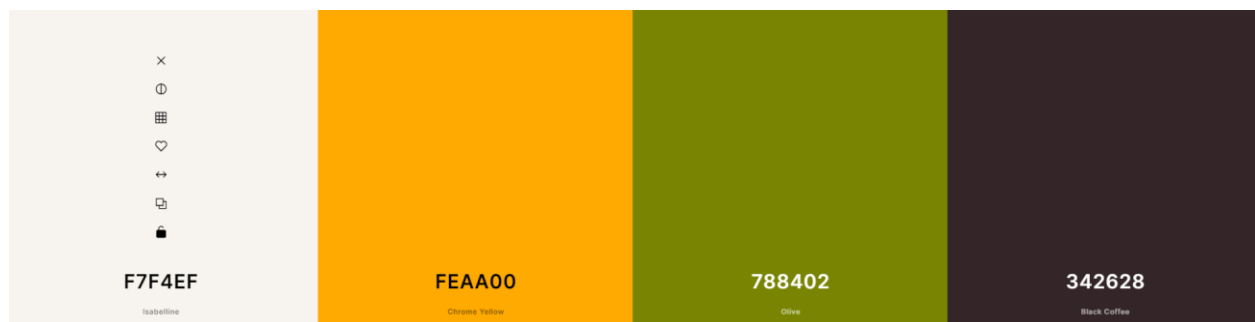
Mommy Karen – Karen is a full-time mom with 3 kids. She's in charge of taking care of the kids, buying food from the grocery store and she loves to cook. She understands that in order to provide healthy food for the family, she needs to buy organic foods straight from the farm.

Vegan Vicky – Vicky hates foods treated with chemicals and pesticides. She believes that the key to healthy living is fresh organic food straight from the farm.

## Site Map:



**Color Scheme:** <https://coolors.co/f7f4ef-feaa00-788402-342628>



## Typography:

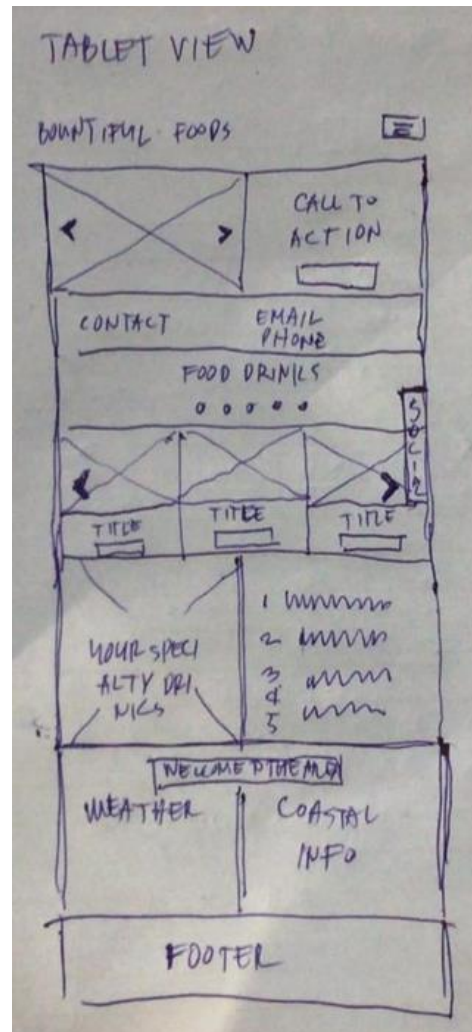
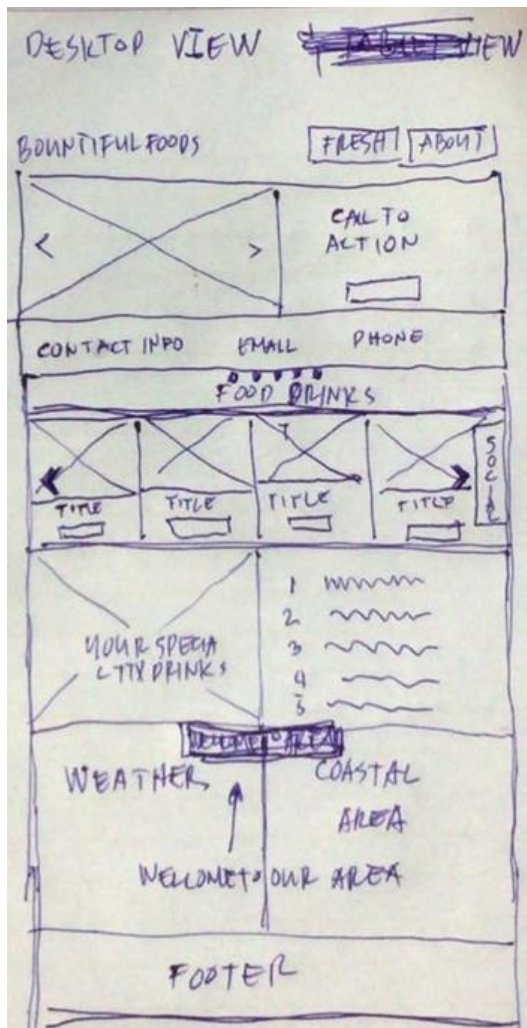
Heading Font: Playfair Display

Paragraph Font: Open Sans

## HEADER EXAMPLE

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.

## Wireframe Sketches:



FOUNTAINFULFOODS



CALL TO  
ACTION

EMAIL  
PHONE

FOOD PRIMS

• • • • •

TITLE

SPECIALTY PRIMIS

1  
2  
3  
4  
5

WELCOME TO THE AREA

WEATHER

COASTAL INFO

FOOTER