

## Site name:

Bountiful Foods.

## Site purpose:

Bountiful Foods is your ultimate online destination for discovering a wide selection of locally sourced, healthy, and fresh food options. Our website serves as a platform where you can explore and order a variety of organic produce, refreshing fruit drinks, customizable fruit bags, and more. Whether you're a local resident or a tourist visiting the scenic coastal areas from Los Angeles to San Diego, Bountiful Foods is dedicated to providing you with the convenience of accessing nutritious, made-to-order products. With a focus on supporting local farmers and incorporating international suppliers, we strive to deliver a bounty of organic goodness to satisfy your cravings and promote a healthy lifestyle.

## Target audience:

**Persona #1:** Fitness Enthusiasts.

**Demographics:** Varied age and gender, individuals involved in fitness activities, such as gym-goers, athletes, or outdoor enthusiasts.

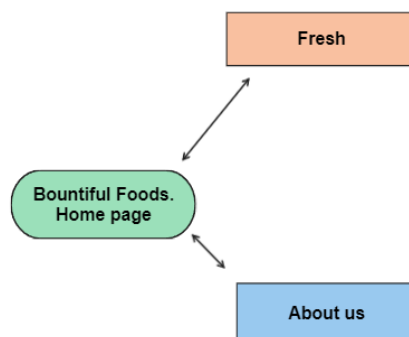
**Goals:** Discover pre- and post-workout food choices, access protein-rich snacks, find customized nutritional offerings for specific training regimens.

**Persona #2:** Tourists and local visitors.

**Demographics:** Varied age and gender, tourists and local visitors that are in the coastal areas from Los Angeles to San Diego.

**Goals:** Discover local, organic, and nutritious food, experience the coastal area's culinary scene, support sustainable and locally sourced ingredients.

## Site map:



## Color Scheme and Typography

Primary color	Secondary color	Buttons	Hover	Header	Paragraph
#FFFFFF	#149911	#3F8EFC	#558EDD	PT Sans	Noto Sans

### Wireframe:

(Open each link to be redirected to the snapshot of the wireframe)

Small:

[https://www.tldraw.com/s/v2\\_c\\_9YVQtUG7dXqXMOctOpJVN?viewport=21%2C906%2C1920%2C937&page=page%3AM4SeTXVBewHdMAajoHnli](https://www.tldraw.com/s/v2_c_9YVQtUG7dXqXMOctOpJVN?viewport=21%2C906%2C1920%2C937&page=page%3AM4SeTXVBewHdMAajoHnli)

Medium:

[https://www.tldraw.com/s/v2\\_c\\_MnKvVJnXzT6G3J2ZgpP\\_h?viewport=-129%2C680%2C2133%2C1041&page=page%3AM4SeTXVBewHdMAajoHnli](https://www.tldraw.com/s/v2_c_MnKvVJnXzT6G3J2ZgpP_h?viewport=-129%2C680%2C2133%2C1041&page=page%3AM4SeTXVBewHdMAajoHnli)

Large:

[https://www.tldraw.com/s/v2\\_c\\_kXt6SEo6\\_-XpK4qQevhif?viewport=-129%2C902%2C2133%2C1041&page=page%3AM4SeTXVBewHdMAajoHnli](https://www.tldraw.com/s/v2_c_kXt6SEo6_-XpK4qQevhif?viewport=-129%2C902%2C2133%2C1041&page=page%3AM4SeTXVBewHdMAajoHnli)