**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.

A picture containing text, screenshot, font, diagram

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

**Site map:**

A close-up of a color scheme

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**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)