

**Site Purpose:** The purpose of this website is to provide a landing page for the Bountiful Foods business, to create a sense of community involvement and emphasis on local products, and to sell some of their products and encourage customers to come to their store or food truck location.

**Target Audience:** The target audience for this site is millennials, single or in relationships, but without children. These millennials are health-conscious, and prefer to spend any extra income on experiences, rather than things. To these individuals, eating healthy provides an experience.

**Site Map:**

- Homepage – provides a landing page for the Bountiful Foods business; provides a sense of community involvement; drives traffic to their Fresh page
- Fresh page – allows users to create their own specialty drink; provides nutritional information on their drink
- About Us page – gives a brief description of the business; provides location and contact info

**Color Scheme:**

- #ef4d61
- #5c9c36
- #d41e0f
- #e99ea6
- #fff
- #000

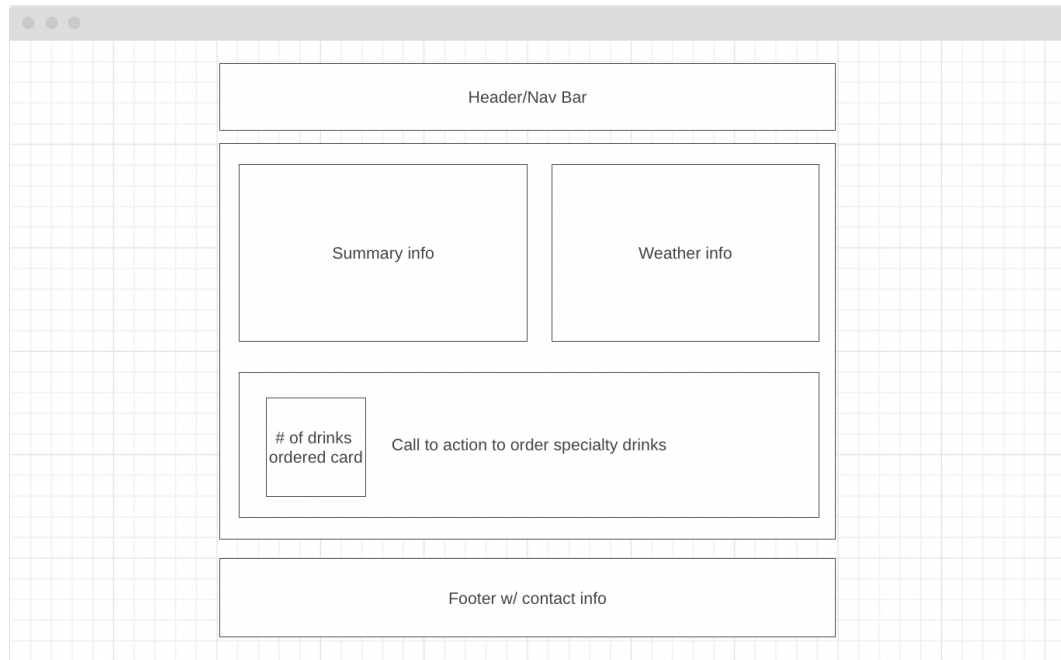


**Typography:**

- Headings – Dancing Script
- Body text – Lato

## Wireframe Sketches:

- Large/medium views:



- Small view:

