

# Bountiful Foods Site Plan

## Site Purpose:

Bring a quality experience to all Bountiful Foods' customers through a well elaborated and interactive website.

The web page will meet all web quality standards including image optimization and view response in major viewports.

## Target Audience:

People residing in Carlsbad or the coastal area of California interested in purchasing organic food.

## Personas:

### Persona 1:

Daniel lives in California. He's 35 years old and has 4 kids. He works for a local bank. He loves healthy food.

### Persona 2:

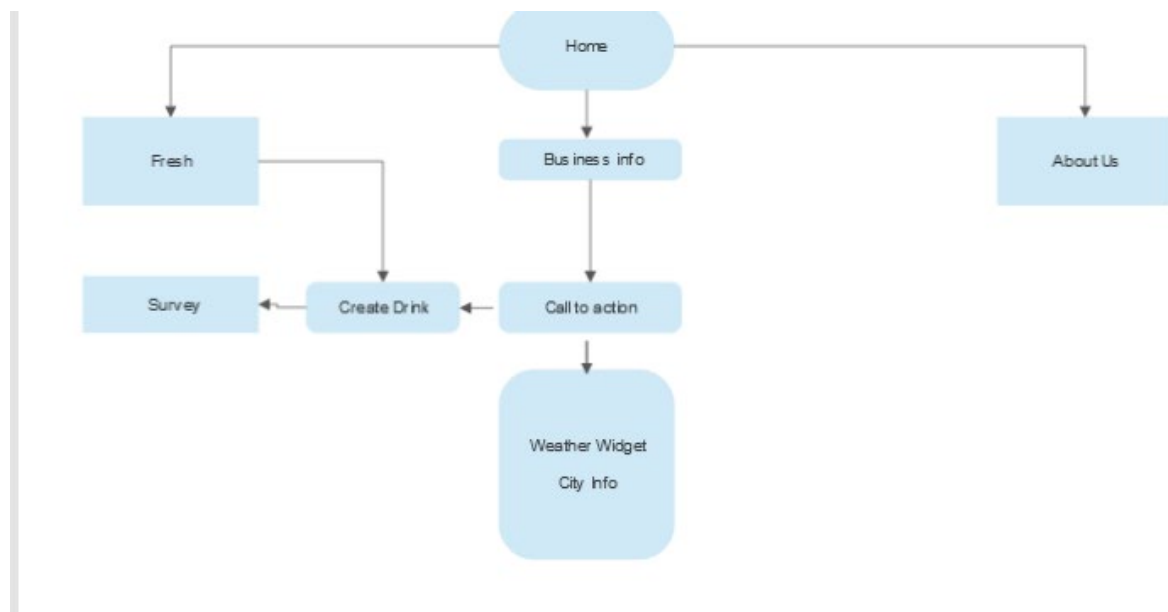
Sarah is 20 years old. She likes to exercise every day. She's a college student.

## Scenarios:

1: A local market is interested in acquiring our products to display in their healthy food week.

2: A tourist that travels regularly to Carlsbad is interested in visiting the business website to have fresh items delivered to their hotel.

## Site Map:

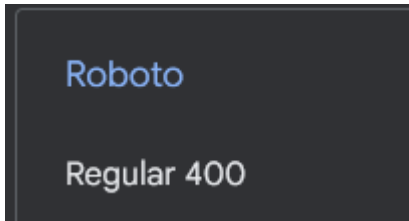


## Color Scheme:

000000	0E402D	295135	5A6650	9FCC2E
Black	British racing green	Cal Poly green	Ebony	Yellow Green

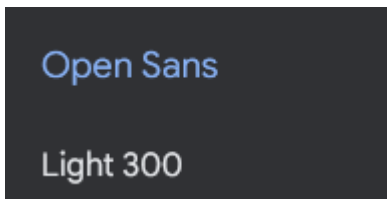
<https://coolors.co/000000-0e402d-295135-5a6650-9fcc2e>

## Title Typography:



Title sample

## Paragraph Typography:



Paragraph sample

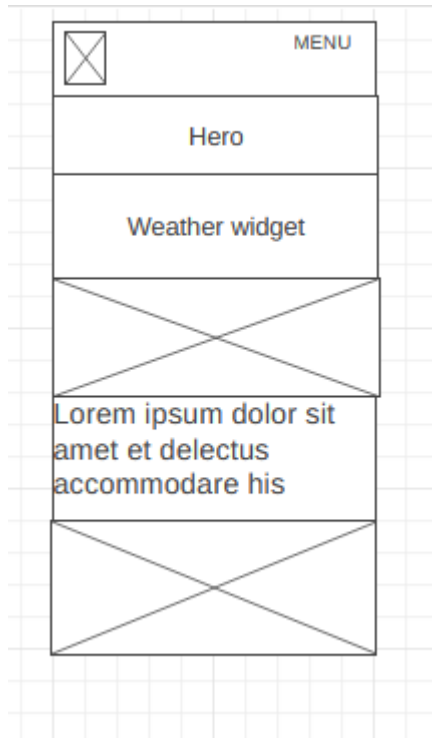
```
<link rel="preconnect" href="https://fonts.googleapis.com">
```

```
<link rel="preconnect" href="https://fonts.gstatic.com" crossorigin>
```

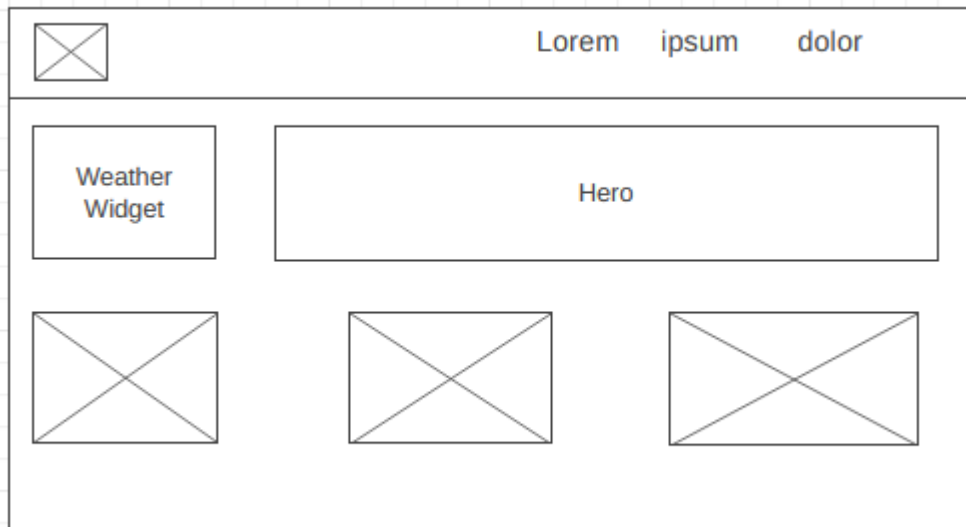
```
<link href="https://fonts.googleapis.com/css2?family=Open+Sans:wght@300&family=Roboto&display=swap" rel="stylesheet">
```

## Wireframe Sketches:

### Small:



### Medium:



Large:

