

Website Planning Project

Site Name:

- Bountiful Foods

Site Purpose:

- The purpose of the Bountiful Foods website is to create an online presence that aligns with the company's mission to provide fresh, healthy, and convenient food options to the local market and tourists visiting the coastal areas. The website should serve as a platform for customers to learn about the company's history, values, and offerings, as well as to order and schedule deliveries for their desired products.

Key objectives:

- Showcase Bountiful Foods' commitment to healthy eating and organic bounty by featuring high-quality imagery and descriptions of the products offered.
- Provide customers with an easy-to-use platform to place orders, schedule deliveries, and manage their accounts.
- Highlight the convenience and accessibility of Bountiful Foods' services, including information about the food trucks' locations and storefront hours.
- Build customer loyalty by offering a rewards program and featuring customer testimonials and reviews.
- Increase brand awareness and attract new customers by optimizing the website for search engines and leveraging social media channels.

Target audience:

- Health enthusiasts: individuals who prioritize healthy eating and living an active lifestyle. They may be interested in Bountiful Foods' organic produce, fruit drinks, and other healthy options.
- Busy professionals: individuals who have limited time to shop for groceries or prepare meals at home. They may be interested in Bountiful Foods' delivery and catering services, as well as the convenience of ordering online.
- Eco-conscious consumers: individuals who prioritize sustainability and minimizing their environmental footprint. They may be interested in Bountiful Foods' locally sourced produce and the company's commitment to organic farming practices.
- Foodies: individuals who are passionate about food and enjoy exploring new flavors and ingredients. They may be interested in Bountiful Foods' unique offerings and the company's focus on locally sourced, seasonal produce.
- Families with young children: parents who are looking for healthy and convenient food options for their families. They may be interested in Bountiful Foods' fruit bags, made-to-order fruit drinks, and other kid-friendly options.

Persona

Persona 1:

Healthy Hannah:

- Hannah is a 30-year-old health enthusiast who lives in San Diego. She leads an active lifestyle and is passionate about eating organic, healthy foods. She enjoys cooking at home but sometimes struggles to find the time to shop for groceries during her busy workweek. Hannah often orders Bountiful Foods' fresh produce and fruit drinks online, as it's a convenient way for her to maintain her healthy eating habits. On weekends, she visits Bountiful Foods' food trucks with her friends to try their new offerings and enjoys the company's commitment to organic and locally sourced ingredients.

Scenarios:

- Hannah is hosting a small dinner party for her friends on a weeknight. She's planned a healthy and organic menu but doesn't have time to shop for all the ingredients. She visits Bountiful Foods' website and orders organic produce, meat, and dairy products online for same-day delivery. She's impressed with the quality of the food and the convenience of the service.
- Hannah is on her way to the beach with her friends on a Saturday morning. They stop by one of Bountiful Foods' food trucks on the way and order made-to-order fruit drinks and fruit bags for a healthy and refreshing snack. Hannah is happy to support a local business and appreciates the company's focus on organic and locally sourced ingredients.

Persona 2:

Busy Brian:

Brian is a 40-year-old professional who works long hours as a marketing manager in Los Angeles. He often finds it challenging to prepare meals at home and typically eats out or orders in. Brian discovered Bountiful Foods through a colleague and now orders from them regularly. He appreciates the convenience of being able to order online and have the food delivered to his office or home. Brian likes that Bountiful Foods' food is healthy and fresh, and he feels good about supporting a local, owner-operated business.

Scenarios:

- Brian has a busy day at work and doesn't have time to stop for lunch. He visits Bountiful Foods' website and orders a salad and fruit drink for delivery to his office. He's impressed with the speed of the delivery and the quality of the food, which he finds both healthy and delicious.
- Brian is hosting a small dinner party for his colleagues on a Friday night. He's ordered catering from Bountiful Foods, including a variety of salads, sandwiches, and fruit platters. His colleagues are impressed with the quality of the food and the fact that it's healthy and locally sourced.

Persona 3:

Eco-Conscious Emily:

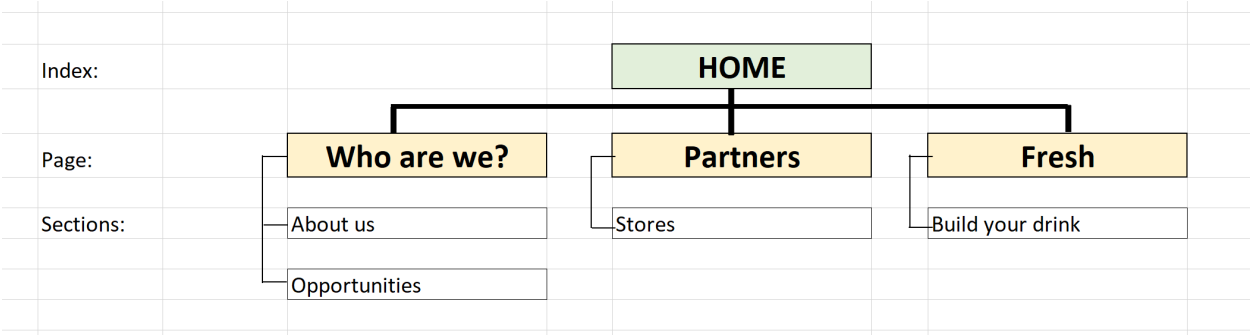
Emily is a 25-year-old recent college graduate who lives in Carlsbad. She's passionate about sustainability and is always looking for ways to minimize her environmental footprint. Emily discovered Bountiful Foods through a social media post about their locally sourced produce and

eco-friendly packaging. She's been a loyal customer ever since and appreciates the company's commitment to sustainable practices. Emily often shops at Bountiful Foods' storefront and brings her own reusable bags to reduce waste. She enjoys trying new fruits and vegetables that are in season and feels good about supporting a small, local business.

Scenarios:

- Emily has decided to start a vegetable garden at home and is looking for organic seeds and soil. She visits Bountiful Foods' storefront and finds a wide selection of organic gardening supplies. She's happy to support a local business that shares her commitment to sustainability.
- Emily is planning a beach picnic with her friends and wants to pack a healthy and sustainable lunch. She visits Bountiful Foods' website and orders a variety of sandwiches, salads, and fruit bags for delivery to the beach. She's happy with the quality of the food and appreciates the fact that the packaging is compostable and eco-friendly.

Site Map:



Color Scheme:

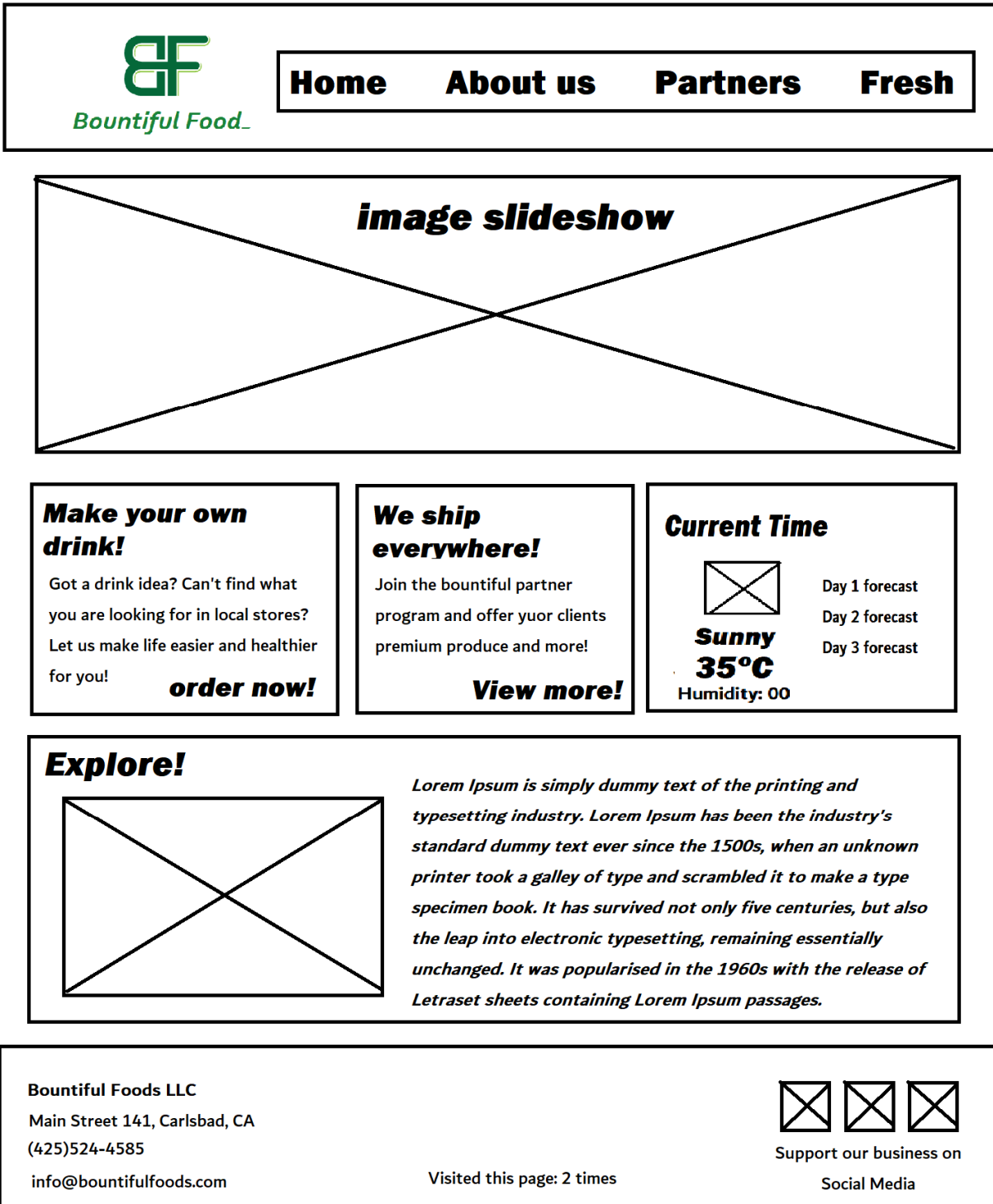


Typography:



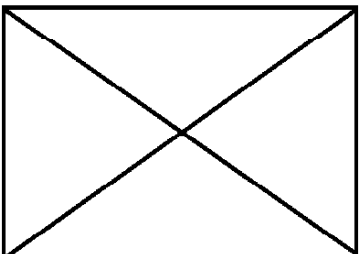

Element	Font	Size	Color	Font Sample
Site Header	Inter (500)	2.5em	#ADF7B6	Sample text
Primary Navigation	Raleway (500)	1.7em	#FCF5C7	Sample text
Footer Navigation	Raleway (500)	1.3em	#79ADDC	Sample text
Heading 1 (h1)	Inter (400)	2em	#000000	Sample text
Heading 2 (h2)	Inter (300)	1.7em	#000000	Sample text
Heading 3 (h3)	Inter (200)	1.5em	#000000	Sample text
Heading 4 (h4)	Inter (100)	1.3em	#000000	Sample text
Parragraph (p)	Raleway (400)	1em	#000000	Sample text

Wireframe Sketches

Home 64em (large view):



Home 37em – 63.9em (medium view):

 Bountiful Food	
= Menu	
image slideshow	
Make your own drink! You have created ## special drinks! Go ahead a create a new one, we love making your dreams come true! Order Now!	Current Time  Sunny 35°C Humidity: 00 Day 1 forecast Day 2 forecast Day 3 forecast
Explore! 	<i>Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages.</i>
Bountiful Foods LLC Main Street 141, Carlsbad, CA (425)524-4585 info@bountifulfoods.com	
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Home 20em – 36.9em (small view):


Bountiful Food

= Menu

image slideshow

Make your own drink!

You have created ## special drinks!
Go ahead a create a new one, we love making
your dreams come true!
Order Now!

Current Time


Sunny
35°C
Humidity: 00

Day 1 forecast
Day 2 forecast
Day 3 forecast

We ship everywhere!

Join the bountiful partner
program and offer yuor clients
premium produce and more!
View more!

Explore!

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.



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