



Bountiful Foods

Website Planning

by Ivonne Ramos

Site Information

Company

Bountiful Foods is a small company whose mission is “to provide fresh and healthy food options, including organic, made to order, fruit drinks and fruit bags to the local population and tourists.”

Purpose

The purpose of this site is to provide information of the company's products, sales locations, contact information and facilitate the ordering process. Through the website customers will be able to “make their own drink” by choosing multiple ingredients. The website will also display the nutrition facts of their drinks.

Site name and domain

Bountiful Foods, www.boutitfulfoods.com

Brand elements

- Logo: Inspired by the way the business operates, through a store and multiple food trucks. the logo was tought out to portray concepts such as “convenience”, “healthy eating” and “organic bounty.”



- Colors:

#EF9A31

#06481D

#026FA3

#FFEFC0

#F15A22

- Fonts:

- Anglet Sans VF (paragraph)

“Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam
nibh euismod tincidunt ut laoreet ”

- **Anglet Slab (Headings)**

Target Audience

Bountiful Foods's desired audience is who is looking for healthier lifestyle and alternative ways of eating organic foods, or anyone wanting to maintain their health goals.

Personas and Scenarios

Mary is an active woman in her 20s who runs and exercises in the beach every morning. She likes ending her workout session with a refreshing smoothie. There are different vendors in the area but she would prefer ordering ahead and picking up her drink once she finishes her workout session.



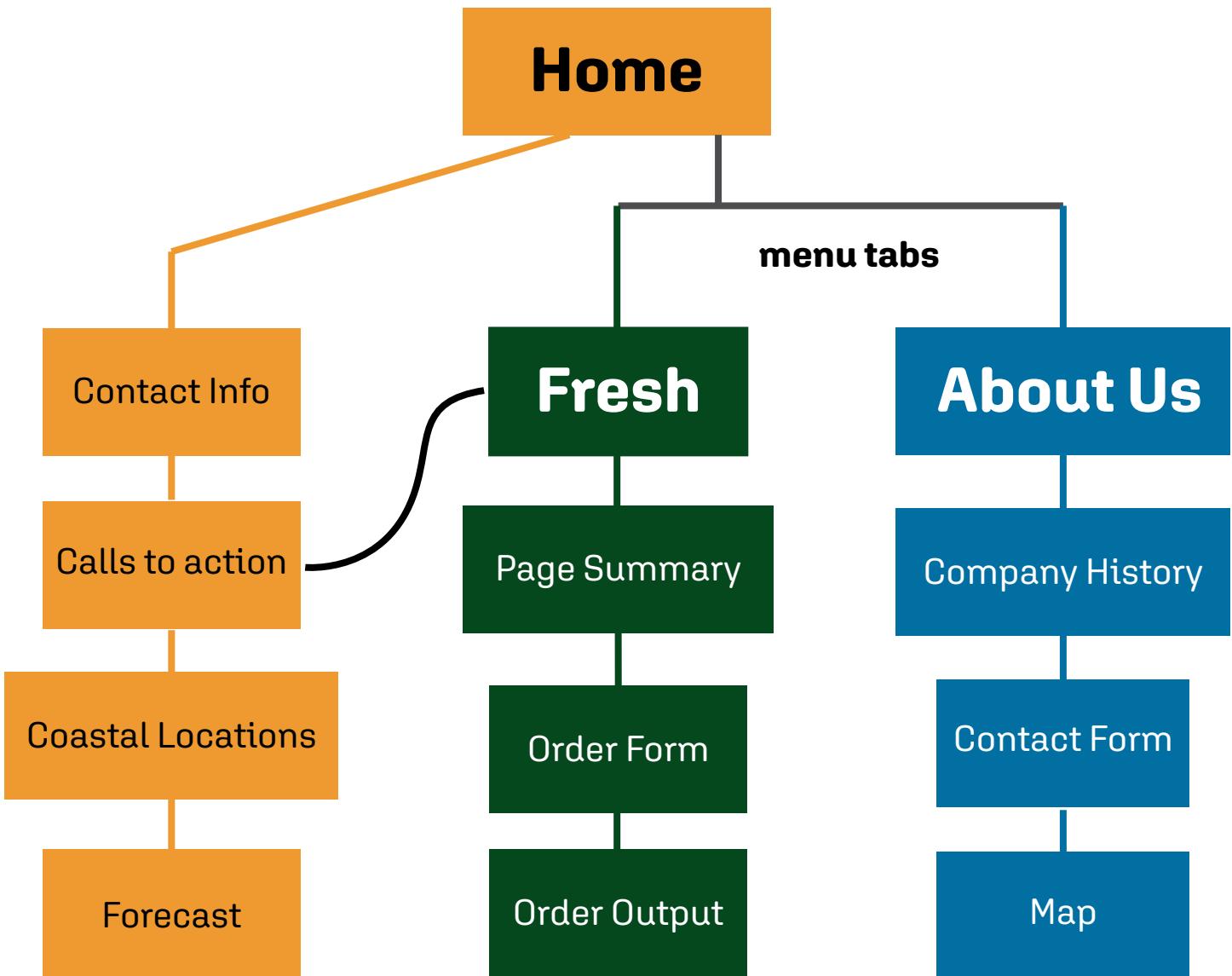
Kathy is a busy mother of two young children, who loves cooking and is now teaching her children about healthy eating. She prefers buying fresh ingredients for her recipes. She places and order online to Bountiful Foods and picks up a bag of fruits at the main location.



Mat is a man in his 40s who is looking to make healthier eating choices. He likes preparing protein shakes in the morning and is looking for the best and freshest options in the area. He finds Bountiful Foods and orders online a ready made smoothy which he later blends with his favorite protein powder.



Site Map



Design

Color in Use

Color Scheme

Primary	Secondary	Accent	Neutral	Accent
#EF9A31	#06481D	#026FA3	#FFEFC0	#F15A22

Color in menu when active



Home page 1 page 2

Home page 1 page 2

Home page 1 page 2

The primary, secondary, and accent blue colors are intended for use as identifiers of each page when drop down menu displays and as main colors of each page. The primary will be home page, the secondary for the page 1 ("Fresh"), and the accent blue for the page 2 ("about us"). Colors were selected due to their usual meanings in psychology of colors: "excitement", "freshness", and "trust". For the large view menu, it is preferred a simpler look due to accessibility matters.

Paragraph on white or light color

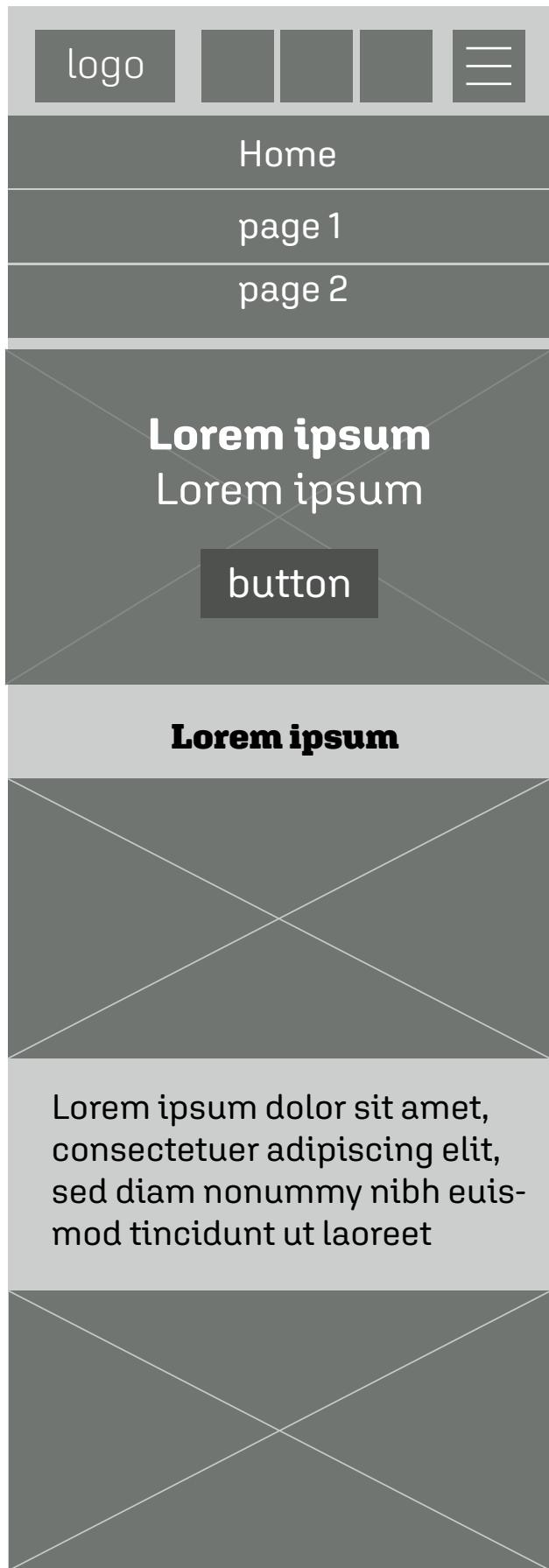
Lore ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt

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Headings colors

Home Heading Fresh Heading About Us Heading

Design



Small Wire frame Sketches

Lore ipsum dolor sit amet,
consectetuer adipiscing elit,
sed diam nonummy nibh euis-
mod tincidunt ut laoreet

Lore ipsum dolor sit amet,
consectetuer adipiscing elit,
sed diam nonummy nibh euis-
mod tincidunt ut laoreet

Lore ipsum
Temperature: 90°
Humidity: 60%

Day1
95°
75°

Day2
95°
75°

Day3
95°
75°

You have ordered 1 drink

logo

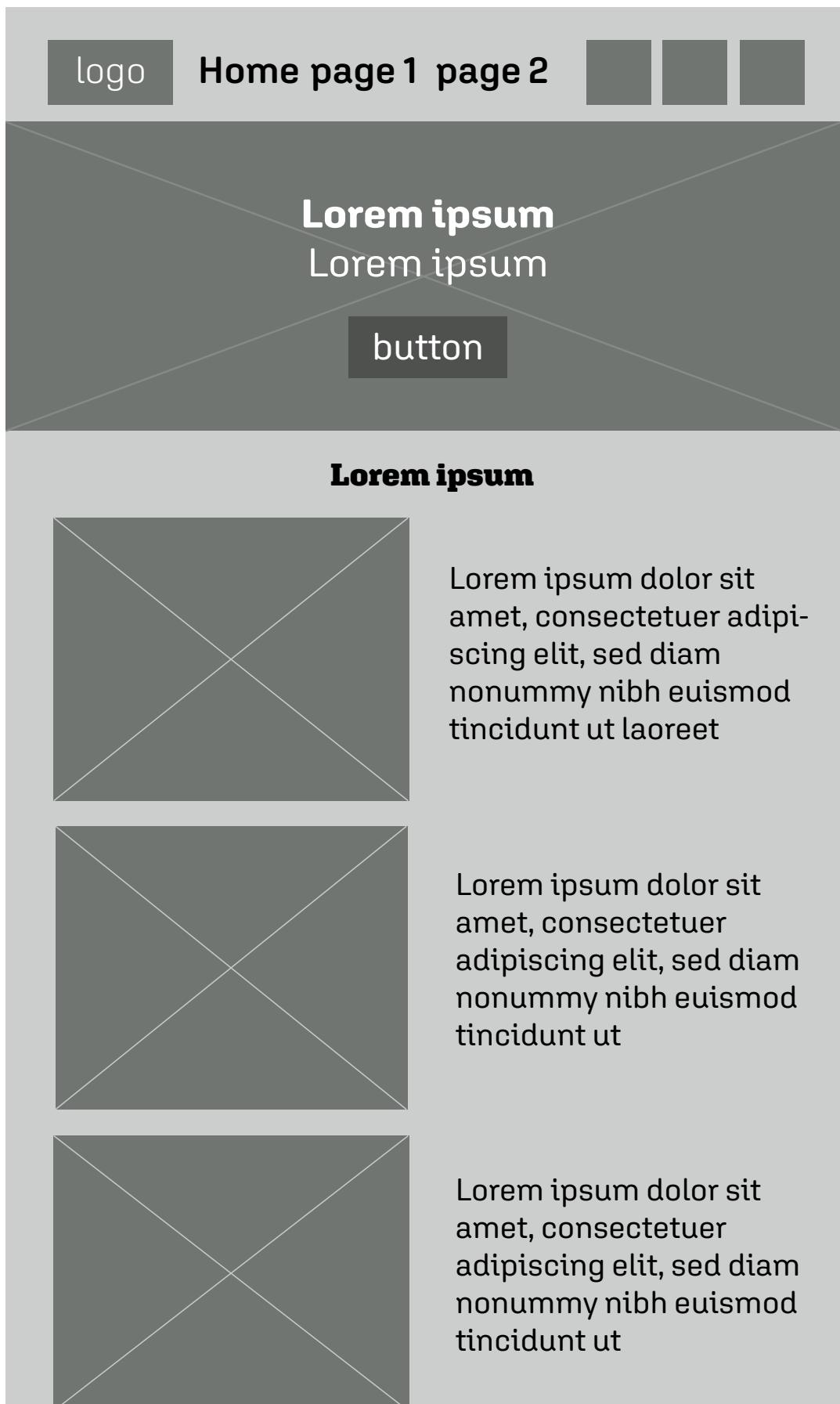


Lore ipsum
Carlsbad, CA

000-000-0000
email@email.com

Design

Medium Wireframe Sketches



Design

Medium Wireframe Sketches, continued

The wireframe sketch depicts a mobile application interface. At the top, there is a large placeholder for an image or logo. To its right, the text "Lorem ipsum" is followed by "Temperature: 90°" and "Humidity: 60%". Below this section is a horizontal line. Underneath the line, there are three rectangular boxes, each containing the text "Day1", "95°", and "75°", representing a 5-day forecast. Another horizontal line is located below the forecast section. The next section contains the text "You have ordered 1 drink". At the very bottom, there is a footer bar featuring a "logo" placeholder, a location pin icon followed by "Lorem ipsum Carlsbad, CA", and contact information "000-000-0000" and "email@email.com". The footer also includes copyright and project details: "©2023 Bountiful Foods | Ivonne Aponte | WDD230 Project | Last Updated: 07/07/2023 00:01:22".

Day1
95°
75°

Day2
95°
75°

Day3
95°
75°

You have ordered 1 drink

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07/07/2023 00:01:22

Design

LargeWire frame sketches

The wireframe sketch illustrates a mobile application interface with the following components:

- Header:** A dark grey header bar at the top contains a "logo" icon on the left, followed by navigation links: "Home", "page 1", and "page 2". To the right of these links are three small, dark grey square icons.
- Main Content Area:** A large dark grey rectangular area contains two lines of placeholder text ("Lorem ipsum") and a central button labeled "button".
- Section Headers:** Below the main area, there are three sections, each with a header line ("Lorem ipsum") and a large dark grey rectangular placeholder area with a white 'X' pattern.
- Text Content:** Under each section header, there is a block of placeholder text:
 - Section 1: "Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed laoreet. Lorem ipsum"
 - Section 2: "Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh"
 - Section 3: "Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh"
- Footer:** A dark grey footer section contains a light grey rectangular placeholder on the left and three columns of weather data on the right. The columns are labeled "Day1", "Day2", and "Day3", each showing temperatures of "95°" and "75°".
- Bottom Bar:** A dark grey footer bar at the very bottom displays the message "You have ordered 1 drink".
- Page Footer:** The bottom-most part of the page features a dark grey footer with a "logo" icon, a location pin icon, and contact information: "Lorem ipsum Carlsbad, CA", "000-000-0000", and "email@email.com".