

# Site Plan

## Overview

### Name

Bountiful Foods

### Purpose

The purpose of this website is to attract the young people to buy our products.

### Domain name

The domain name for this website will be: [bountifulfoods.com](https://bountifulfoods.com)

## Branding

### Website Logo

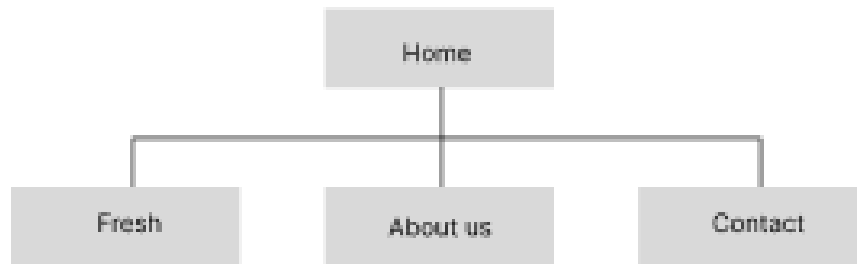


### Color Palette

Palette URL: <https://coolers.co/e40000-271f30-6f8695-7fefbd-c9cba3>


Primary	Secondary	Accent 1	Accent 2	Accent 3
#7fefbd	#e40000	#271f30	#6f8695	#c9cba3


## Site Map



## Audience

Our audience are university and high-school students that are close to the business area, in the high-end market.

Persona	University student
Photo	
Fictional Name	Jake Smith
Finance Student	N/A
Demographics	<ul style="list-style-type: none"><li>• 23 years old</li><li>• Single</li><li>• He is in his last semester of finance</li></ul>
Goals and tasks	He is focused in getting good grades in the university, also, he wants to know new people to have a wide professional network.
Environment	He uses social media everyday to communicate with family and friends. His favorite apps are WhatsApp, Facebook and Instagram.
Quote	"Will you go to the concert on friday?"

Persona	High School Student
Photo	
Fictional Name	Mary Thompson
High-School student	N/A
Demographics	<ul style="list-style-type: none"> <li>• 17 years old</li> <li>• Last year at school</li> <li>• Wants to pursue a career in technology</li> </ul>
Goals and tasks	She is a good school student, she likes to meet with her friends after school, she likes sports and go to cinema. Also, she loves Netflix.
Environment	She is very comfortable with technology, social media, and has a good aquisitive power.
Quote	"The last party was awesome!"

## Scenarios

The following scenarios, describe what the users would expect to see in the website.

- I would like to know about new food to taste.
- I would like to get 100 drinks to my party.
- I want to meet with my friends in an awesome place.
- I look for the best drink in the city.
- I want an awesome mixed fruit drink.

## Typography

### Heading Font: Yusei Magic

I selected that heading font because it looks attractive to a young audience.

### Paragraph Font: Anek Telugu

I selected this font to paragraphs because it looks light and easy to read, also, it is clearly different to my heading font.

### Normal paragraph example

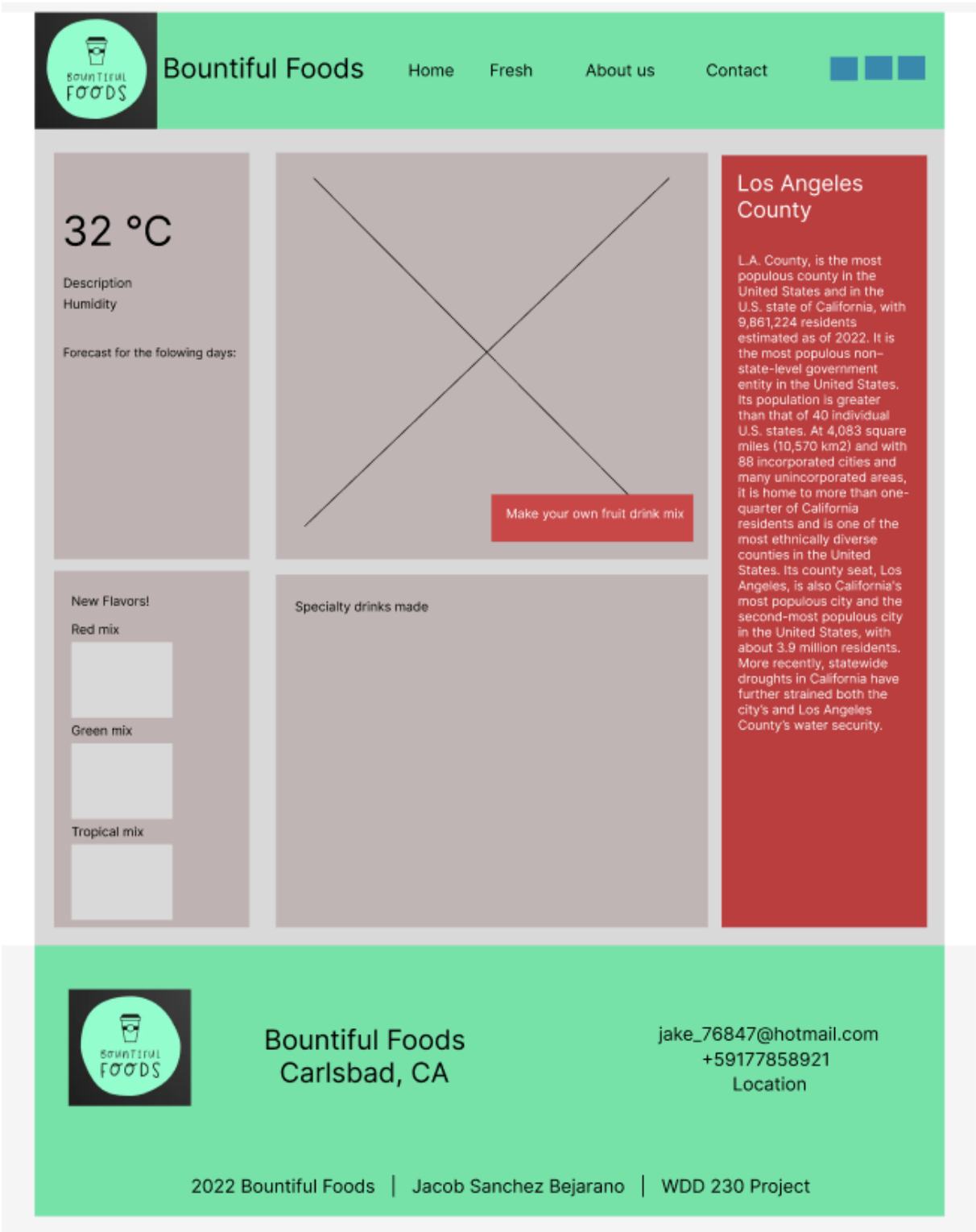
The best Whitewater Rafting in Colorado, White Water Rafting Company offers rafting on the Colorado and Roaring Fork Rivers in Glenwood Springs. Since 1974, we have been family owned and operated, rafting the Shoshone section of Glenwood Canyon and beyond.

### Colored paragraph example

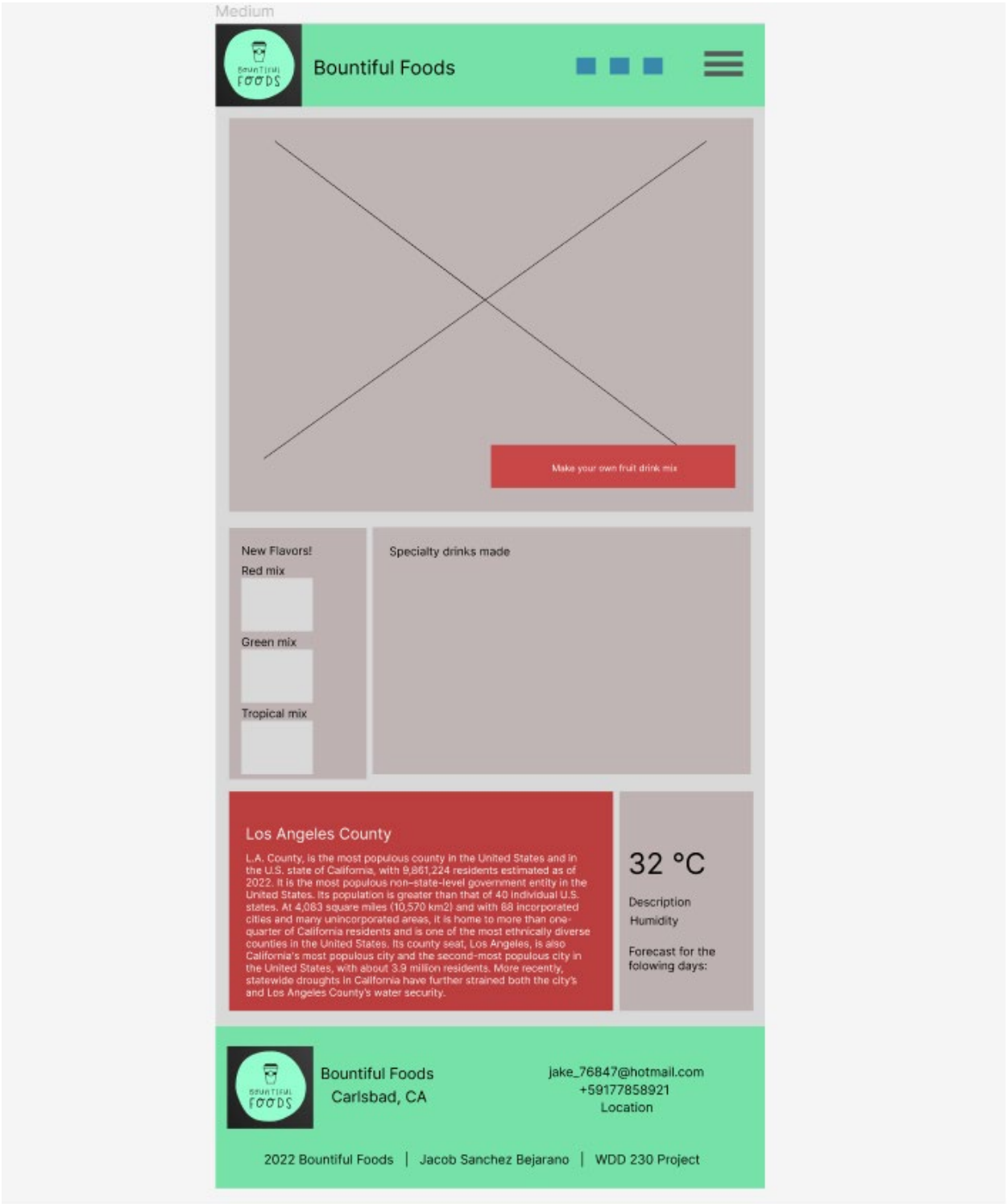
Trips vary from mild and great for families, to trips exclusively for physically fit and experienced rafters. No matter what type of river adventures you are seeking, White Water Rafting Company can make it happen for you.

Wireframe

Large



Medium



## Small

