

### Purpose

The website is a one-stop destination for Bountiful Foods, allowing customers to easily explore and order their range of fresh, organic food products. It aims to promote healthy eating, convenience, and support for local farmers. The website provides a user-friendly platform for customers to discover and purchase fruits, produce, fruit drinks, and fruit bags. It also aims to deliver a seamless online experience that reflects Bountiful Foods' values and encourages a healthy lifestyle for local and coastal area tourists.

### Site Map



## Target Audience

We aim to attract health-conscious individuals, whether they are residents, tourists, or online shoppers.

### Personas

#### Hannah

Female, 32 years old, residing in Carlsbad. Passionate about maintaining a healthy lifestyle, interested in organic and locally grown food, values sustainability, frequently visits the Bountiful Foods storefront, appreciates the convenience of online ordering and delivery.

#### Tom

Male, 40 years old, visiting Los Angeles. Health-conscious while traveling, seeks out local and fresh food options, enjoys exploring different cuisines, relies on online research to find suitable places to eat, appreciates the ability to order fresh produce for his accommodations.

Home

Target Audience

Design

## Color Scheme

#E31E25

#7D71B1

#F69B3E

#FFFBDB

#50575D

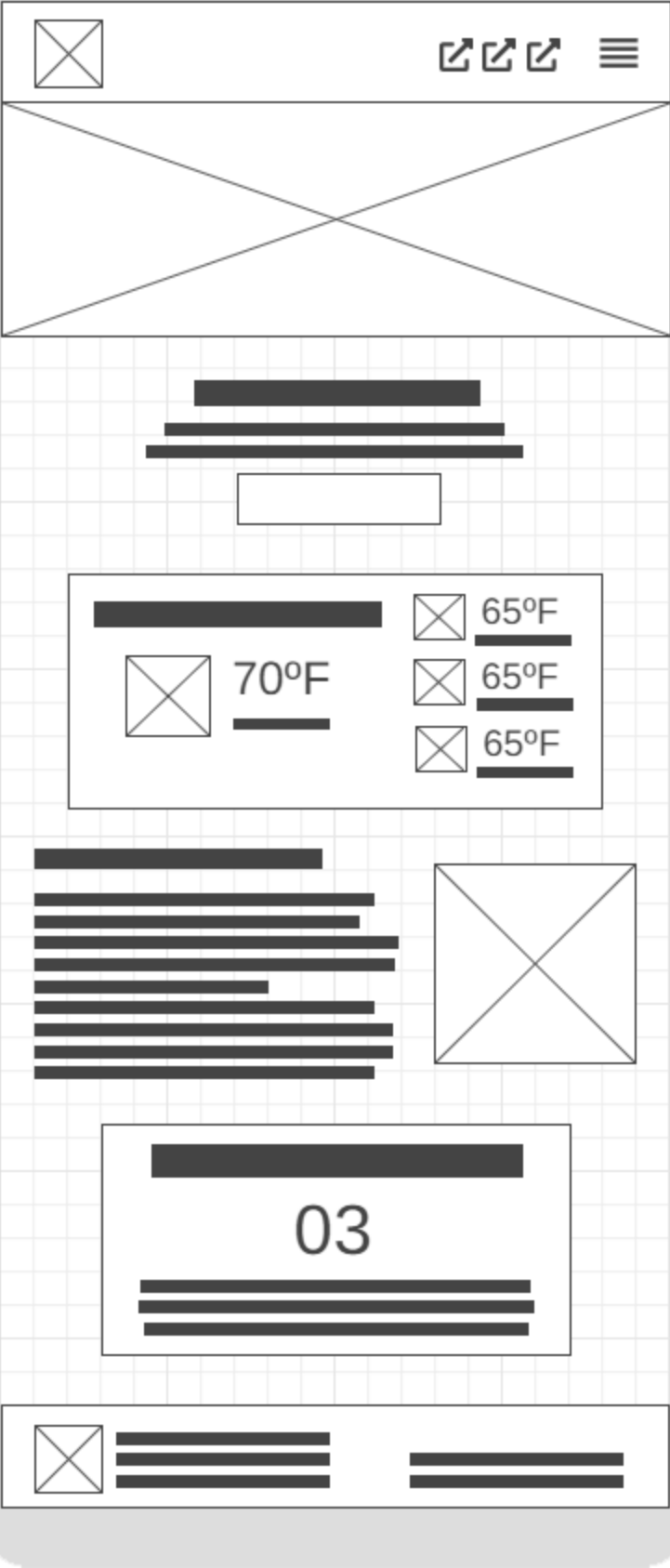
## Typography

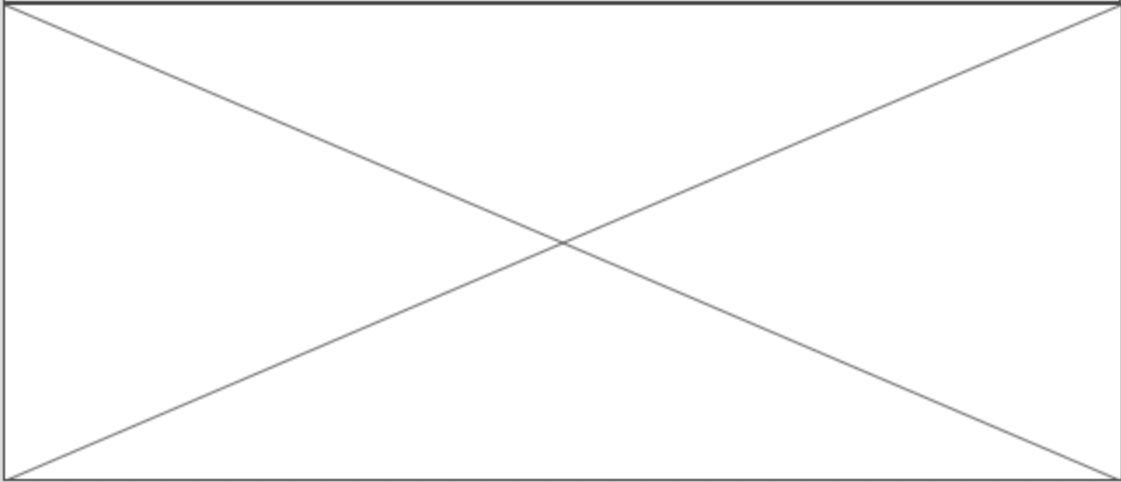
Special Titles: *Mr Dajoe*

Titles: Roboto Slab

Text: Ubuntu

## Wireframes





70°F



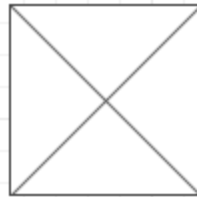
65°F



65°F



65°F



03



