

Bountiful Foods Site Plan

Site Purpose

Our site is dedicated to meeting the unique requirements of individuals seeking a healthy lifestyle that centers around organic fruits.

We understand the financial constraints that can often accompany this choice, which is why our purpose is to provide affordable access to high-quality organic fruits.

Target Audience

The target audience for the Bountiful Foods site would primarily consist of individuals who prioritize a healthy lifestyle and specifically seek out organic fruits as part of their dietary choices. This may include:

- Health-conscious individuals: People who prioritize their well-being and actively seek out organic and nutritious food options to maintain a healthy lifestyle.
- Organic food enthusiasts: Individuals passionate about consuming organic produce believe in its positive impact on their health and the environment.
- Dietary-conscious individuals: Those who follow specific dietary plans such as vegan, vegetarian, or gluten-free and need a reliable source of organic fruits to support their dietary requirements.
- Fitness enthusiasts: Athletes, gym-goers, and fitness enthusiasts who focus on incorporating organic fruits into their diet for optimal performance, recovery, and overall health.

Personas

Healthy Helen:

Demographics: Female, 35 years old.

- **Characteristics:** Helen is a health-conscious professional who leads a busy lifestyle. She follows a balanced diet and exercises regularly. Helen values organic food and understands its health benefits. She seeks convenience and affordability in her organic food choices.
- **Goals and Needs:** Helen wants a reliable online platform that offers a variety of affordable organic fruits. She is interested in educational resources about organic farming and ways to incorporate organic fruits into her diet. She appreciates personalized recommendations based on her dietary preferences.

Eco-Conscious Ethan:

Demographics: Male, 28 years old.

- **Characteristics:** Ethan is an environmentally conscious individual who believes in sustainable living. He follows a vegan diet and strives to minimize his carbon footprint. He actively supports organic farming practices and aims to consume organic fruits for their nutritional value and environmental benefits.
- **Goals and Needs:** Ethan seeks an online platform that aligns with his values of sustainability and offers a wide selection of organic fruits. He wants to learn more about the environmental impact of organic farming and how his food choices contribute to a healthier planet. Ethan is interested in community engagement and sharing his experiences with like-minded individuals.

Budget-Conscious Brenda:

Demographics: Female, 42 years old.

- **Characteristics:** Brenda is a health-conscious mother of two who manages a tight budget. She believes in providing her family with nutritious food and wants to incorporate organic fruits into their diet. However, she faces financial limitations and needs affordable options to make organic fruits a regular part of their meals.
- **Goals and Needs:** Brenda seeks an online platform that offers competitively priced organic fruits without compromising quality. She wants to find budget-friendly recipes and meal plans that utilize organic fruits effectively. Brenda appreciates discounts, promotions, and the ability to buy in bulk to optimize her purchasing power.

Site Map

Home

- Your orders
- Three-day weather forecast
- Order now

Fresh

- Create yourself a juice!
- Order!

About Us!

- Get in touch
- Contact us
- Our History

Resource

- Manhattan Beach

Color Palette

Primary	Secondary	Accent 1	Accent 2
#228B22	#DDCFBF	#F0890D	#228B22

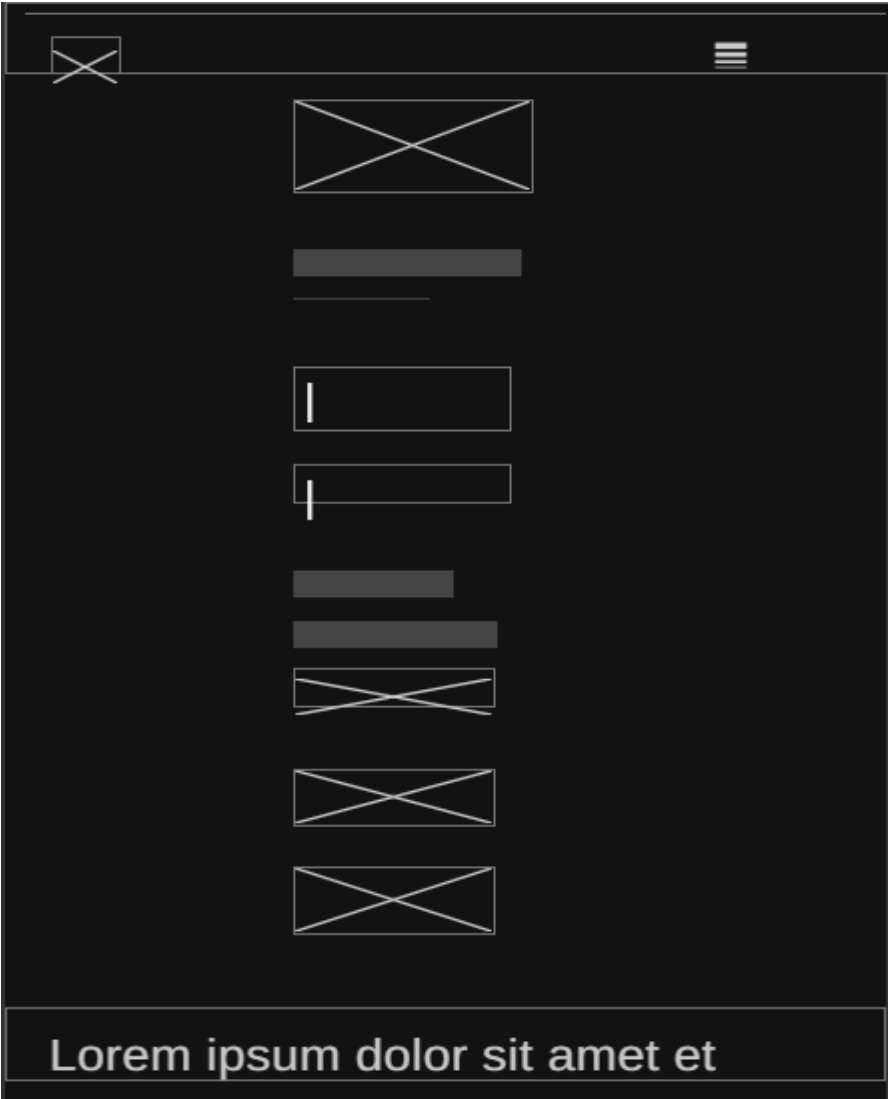
Typography

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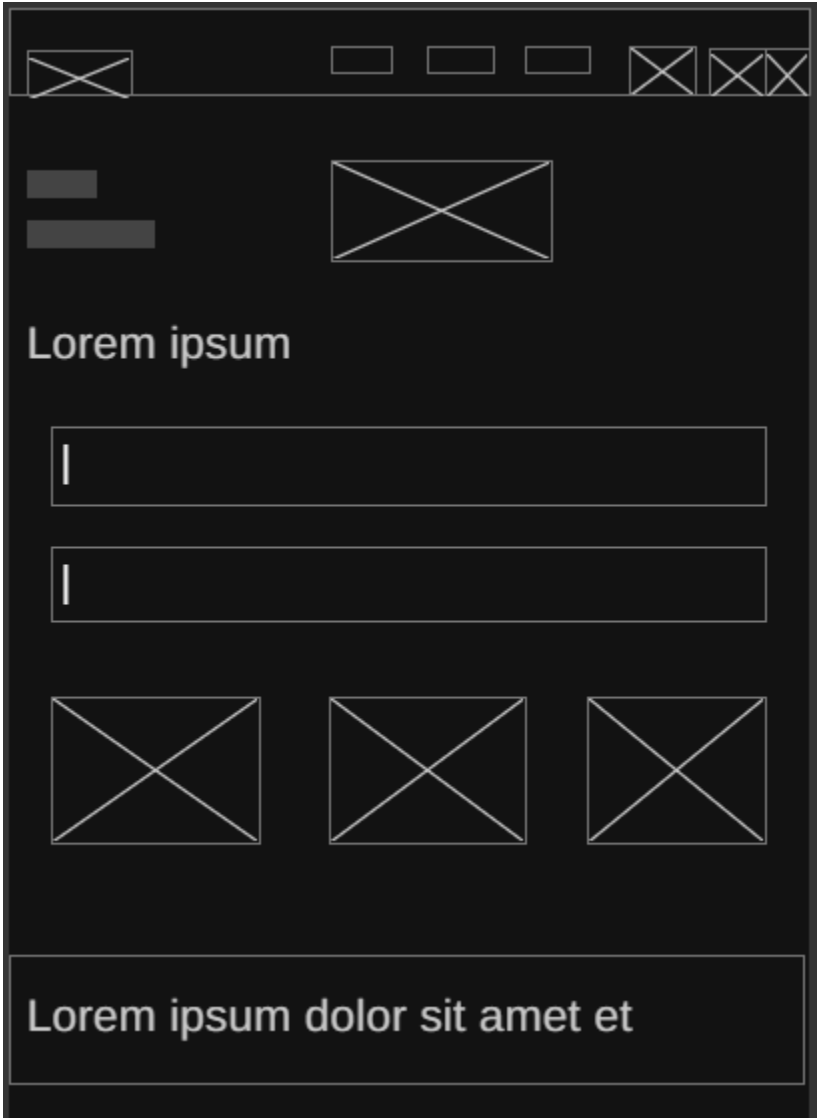
Paragraph Font: Abel

Wireframes

Mobile view



Tablet View



Large View

