

Bountiful Foods

Website Planning Document – Kaila McDonald

Site Purpose:

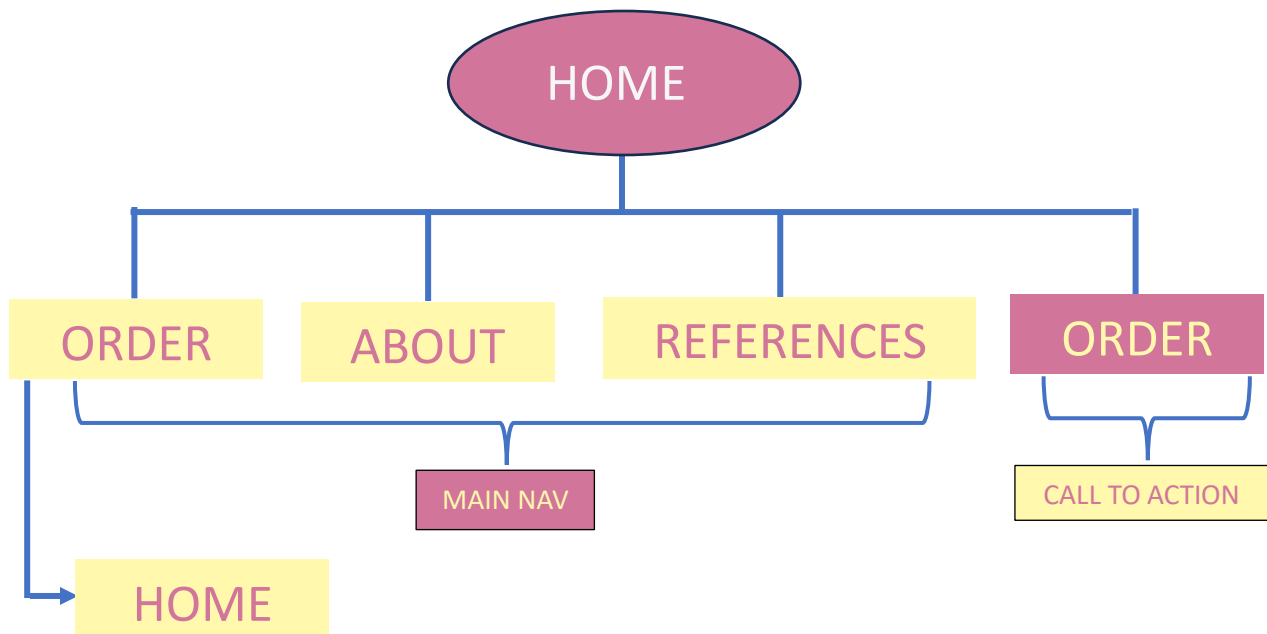
Bountiful Foods seeks to increase access to locally grown produce all over Southern California. This site invites customers to explore Carlsbad, CA and its surrounding area, find out what fruit is in season, and order a custom fruit drink to make the exploration tangible. All content should drive customers toward stopping by a storefront or a truck location.

Target Audience:

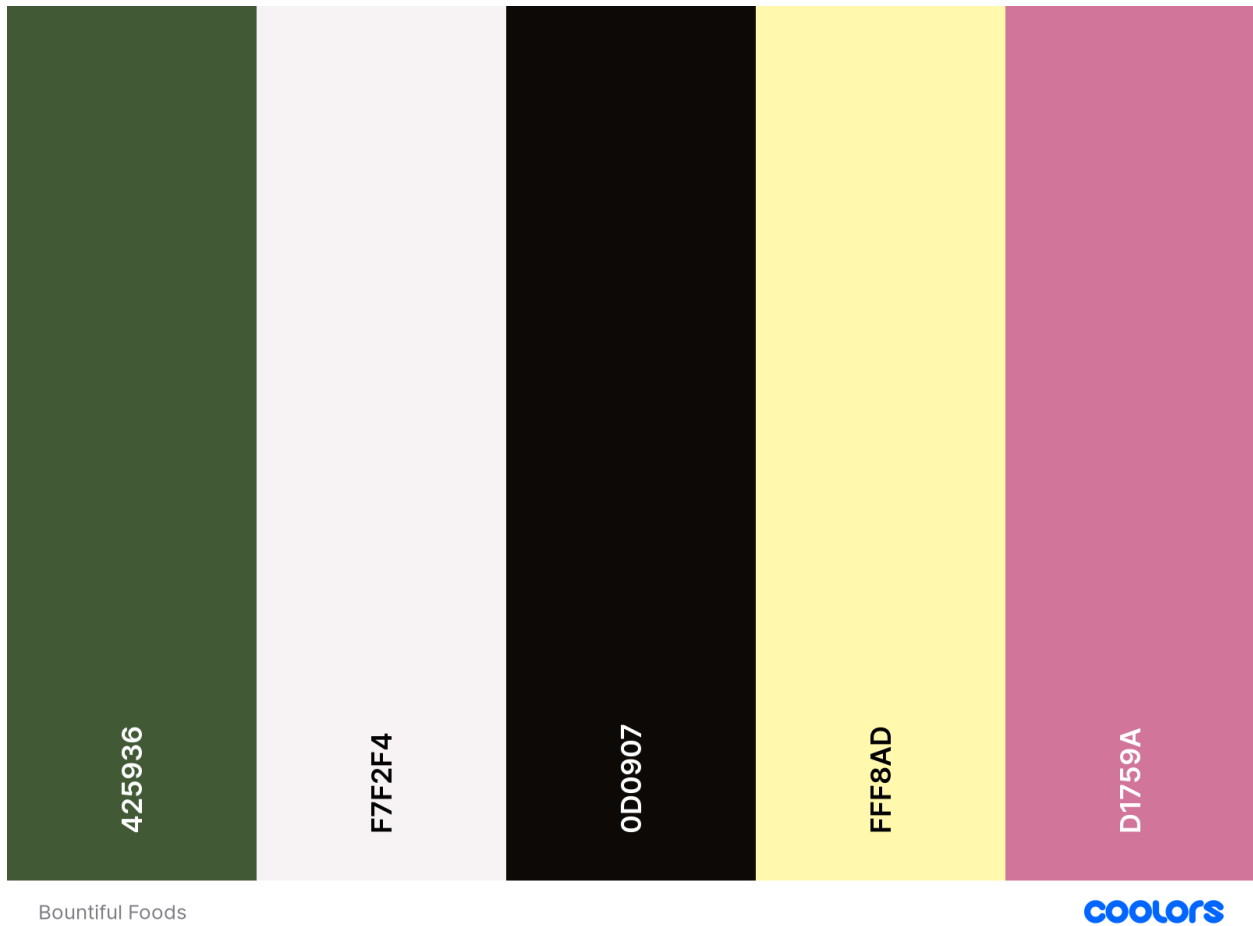
There are two key categories Bountiful Foods seeks to connect with: locals and tourists. To appeal broadly to both, BF emphasizes the southern Californian beauty. In this way locals can feel proud of their home and tourists can feel connected to their vacation spot.

Within these categories, BF caters chiefly to adults aged 25-40 (chiefly local) and young families (both local and traveling). To connect with these demographics, the overall aesthetic of BF is playful and modern. Exciting visuals and bright colors make for a vibrant environment that lends well to photography.

Site Map:



Color Scheme:



Typography:

bountiful foods

only the freshest.

heading 1

heading 2

heading 3

Paragraph

Wireframe Sketches:

