**Site Purpose**:

The purpose of this website is to provide a main page for the Bountiful Foods business. This website creates a sense of community involvement and emphasis on local products, and to sell some of their products and encourage customers to come to their store.

**Target Audience**:

The target audience for this site is for everyone, who are identified as millennials, Gen-X, Older generations, single people, people married etc. The audience are health-conscious, and prefer to spend any extra income on experiences, rather than material things.

**Site Map**:

* Main – provides a landing page for the Bountiful Foods business; provides a sense of community involvement; drives traffic to their Fresh page
* Nutrition page – allows users to create their own specialty drink; provides nutritional information on their drink
* About Us page – gives a brief description of the business; provides location and contact info

**Color Scheme**:

Color schemes to be used are a variety.

* #1349C7
* #09359C
* #656D7F
* #D4221C
* #F9F5F5
* #1A9CF3

**Typography:**

* Headings – Tahoma
* Body text – Cambria

**Wireframe Sketches:**

Produce wireframe sketches of at least the home page of the site design considering the purpose, specifications, and target audience. You should include sketches for small, medium, and large views respectively meaning smart phones, tablets, and large width monitors.