

## **Bountiful Foods Site Purpose**

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**WDD 230**

### **Site Purpose:**

The purpose of this website is to provide a main page for the Bountiful Foods business located in Bountiful Utah. This website will create a sense of emphasis on local food products, from local stores and farmers markets, and end goal is to sell their products and encourage customers to come to their store to shop for their grocery needs.

### **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