

**Site Purpose:**

Bountiful foods is a small business that sells organic, locally grown foods. They are located Carlsbad, California. This site is a place where people in the Carlsbad area can see what is fresh and what Bountiful Foods offers to the people who want locally grown foods.

Our mission at Bountiful foods is to provide fresh and healthy food options to the coastal areas of California.

**Target Audience:**

## **Audience**

People in the Carlsbad area looking for fresh food. People who want local food choices. Maybe day cares who want better food options for their daycares.

## **Personas**

Phil a 20-year-old navy seal who is looking for better food option so he can have a healthier life style.

Travis a 47-year-old chiropractor who wants to show his clients that they can help their body by eating better food and there is option out there.

## **Scenarios**

- People who want better food options
- People with food allergy and food sensitivity
- Anyone who wants better food options

## Site Map:

### Home

- Summary
- Call to action
- Weather cards

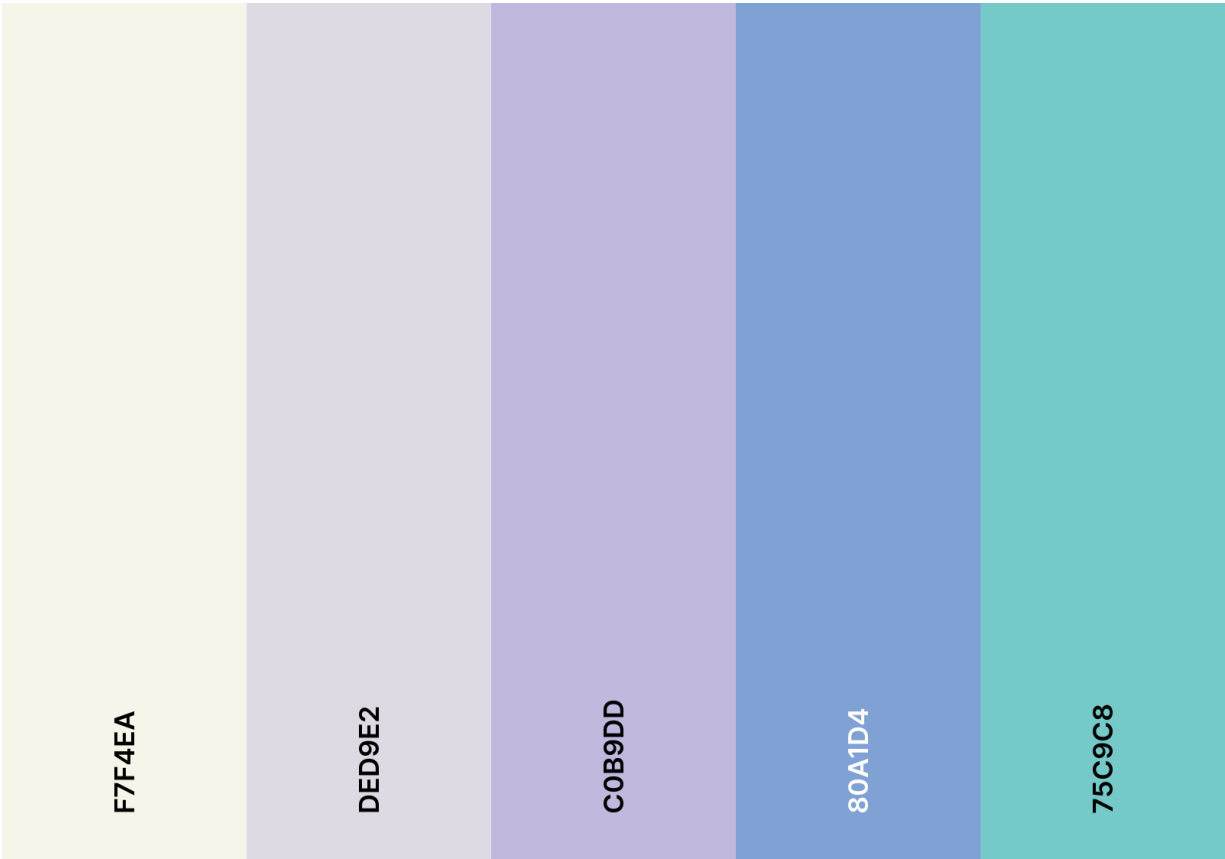
### Fresh

- First name
- Email
- Phone
- 3 inputs

### About us

- Historical info
- contact
- google map

Color Scheme:



colors

coolors

## Typography:

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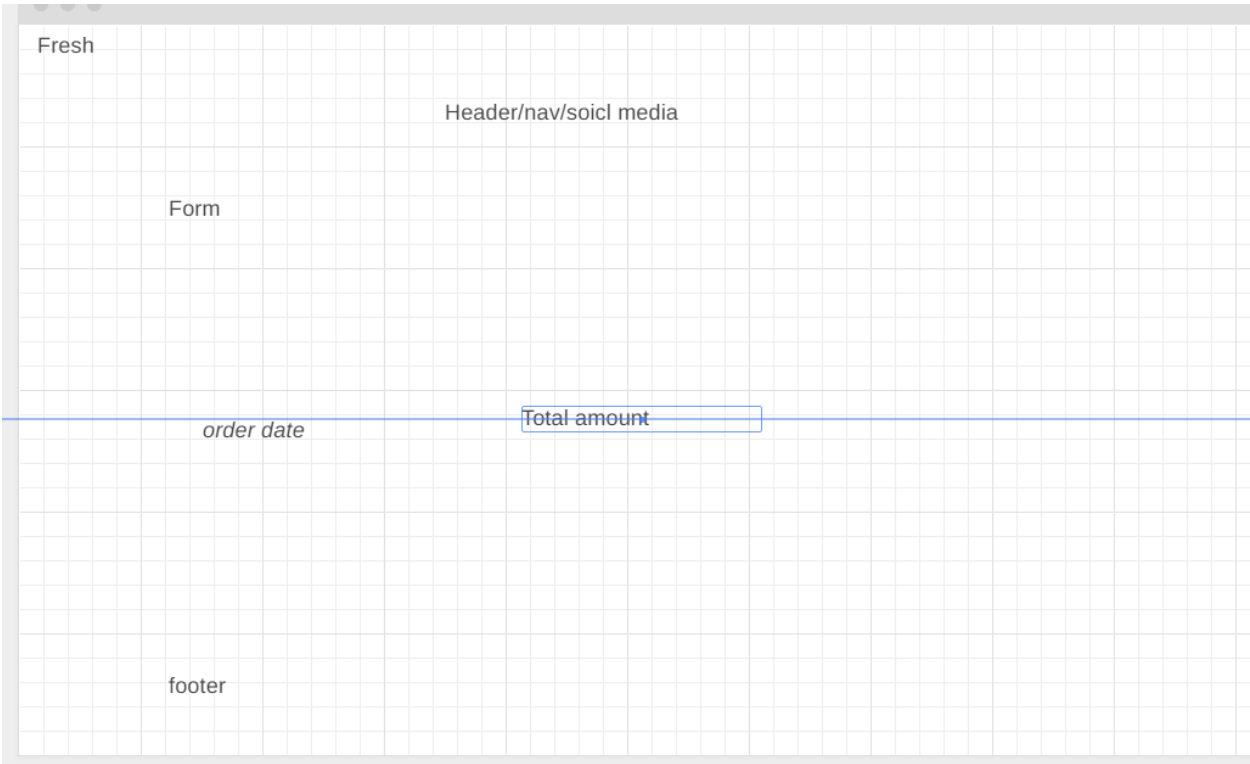
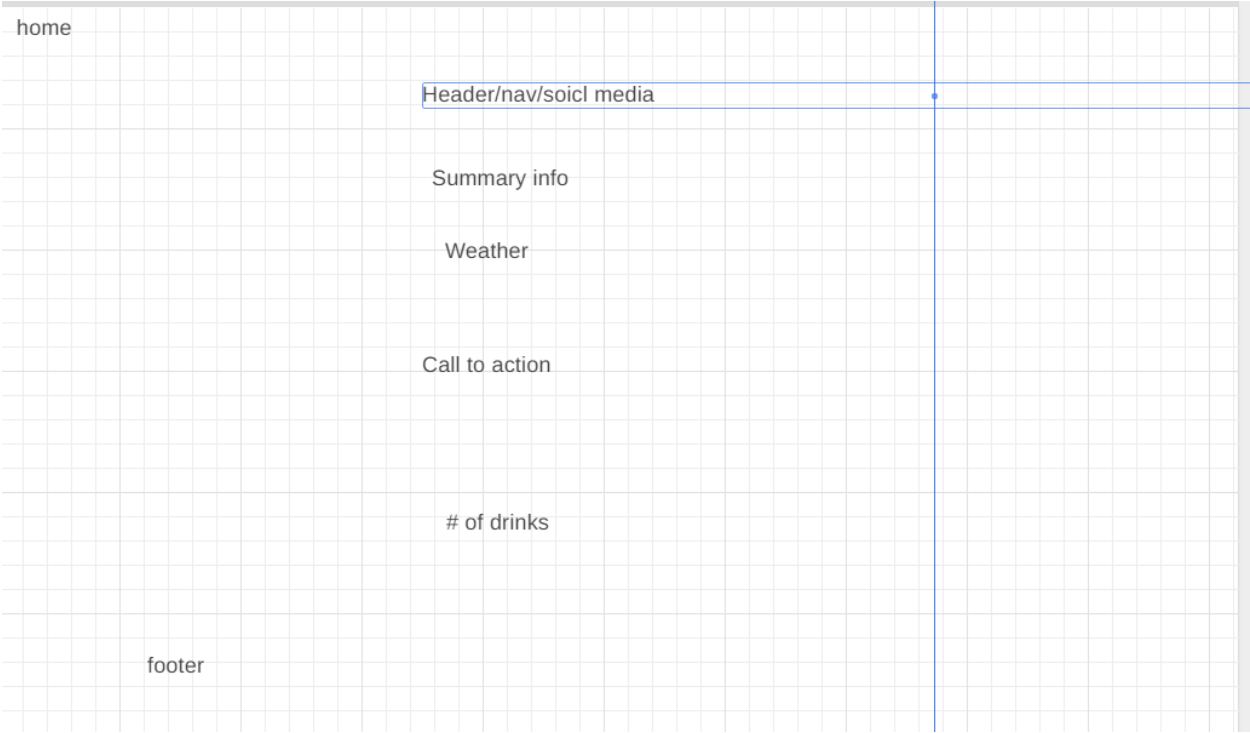
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Wireframe Sketches:





About

Header/nav/social media

Historical information

area contact  
info

google map

footer

resource page