

WDD230 Final Project

Bountiful Foods

Author: Natalia Paredes


Site Purpose:

Keeping the company's mission in mind, the purpose of this website is to connect people and healthy food options by providing a tool for clients to access them. The website will include ordering a fruit drink mix of the user's choice but it will also have some signature mixes available and ready to order.


Target Audience:

This site is planned for all those interested in healthy eating and convenience. Some visitors might be teens and college students, adults with an active lifestyle, vegans and vegetarians, and anyone seeking for nutritious and wholesome meals.

Personas:

| | |
|-----------------|---|
| Persona 1: | Athlete college student |
| Photo: |  |
| Fictional name: | Anna Yanit |

| | |
|---|---|
| Job title/ major responsibilities: | <p>College student</p> <p>Part of the Track & Field team, gold medalist in regional competitions.</p> |
| Demographics: | <ul style="list-style-type: none"> • 21 years old • Single, no kids • Studying Agricultural Economics. |
| Goals and tasks: | <p>She is goal-oriented with a high level of achievement. She is constantly seeking for good options to help her maintain her active lifestyle.</p> <p>Spends her time:</p> <ul style="list-style-type: none"> • Attending school • Training for competitions |
| Environment: | <p>She dedicates about 3 hours a day training. She needs to keep a healthy diet to maintain her fitness level and avoid muscle depletion.</p> |

| | |
|---|---|
| Persona 2: | Vegan fitness instructor |
| Photo: |  |
| Fictional name: | Lisa McKnight |
| Job title/ major responsibilities: | <p>Yoga instructor</p> <p>Operations Manager at a Fitness facility in a 55+ community</p> |
| Demographics: | <ul style="list-style-type: none"> • 32 years old • Married, no kids • Bachelor's degree in Exercise Science |
| Goals and tasks: | <p>She is focused and stays true to her values. She enjoys facing new challenges.</p> <p>Spends her time:</p> <ul style="list-style-type: none"> • Managing the fitness center and assisting the staff • Supervising the sales team and solving customer's complains • Teaching yoga lessons at the same place |

Environment:

She spends most of her day at work and her lunch break is short. She needs to have access to fast ready-to-go meals that must be vegan and that allow her to order ahead of time.

Persona 3:

Wholesome foods lovers

Photo:**Fictional name:**

Nicolas Marietta

**Job title/
major
responsibilities:**

Retired

Cooking fanatic who likes organic wholesome foods

Demographics:

- 61 years old
- Married, 2 children, 3 grandchildren
- Master's degree in Human Resources Management.

Goals and tasks:

He is in charge of cooking meals for him and his wife. He ensures that the quality of the products they consume meet a high level and prefers local production.

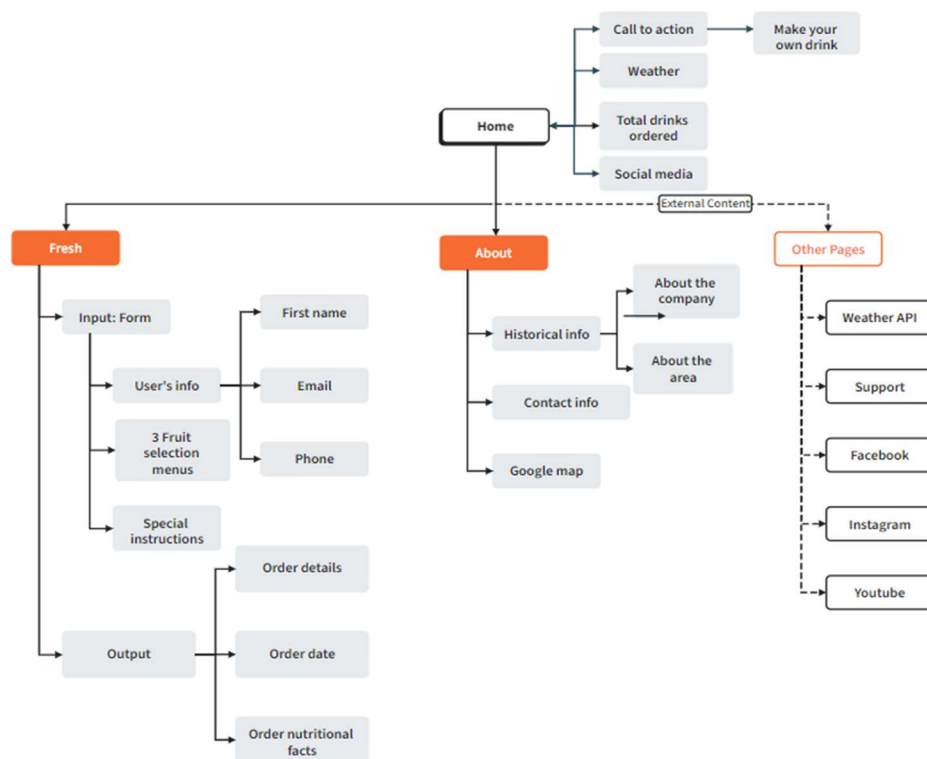
Spends his time:

- Walking on the beach
- Spending time with his grandkids
- Cooking and grocery shopping

Environment:

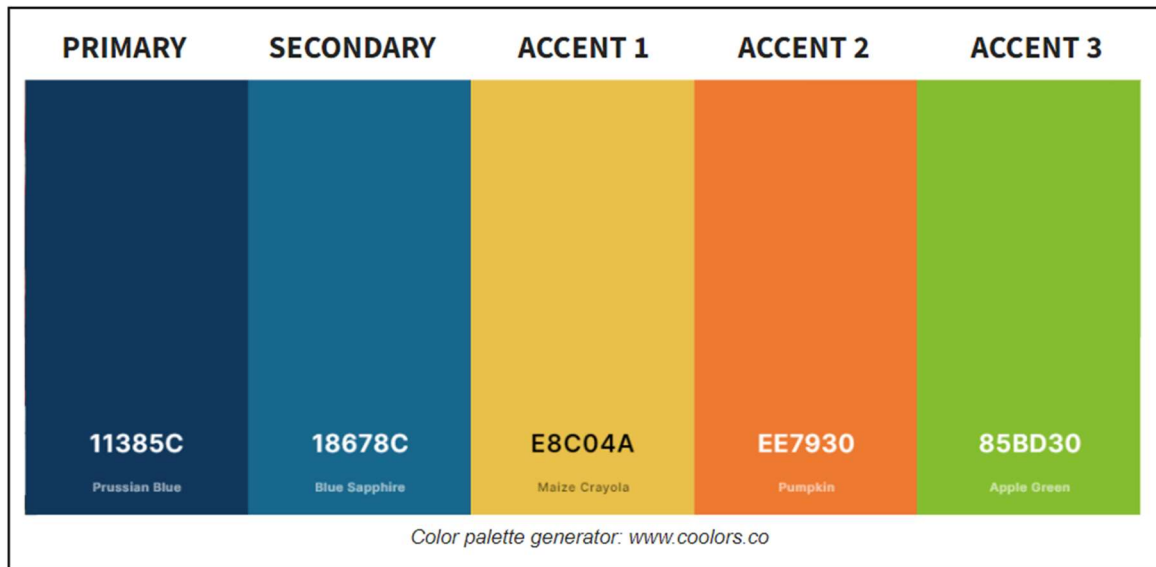
He enjoys cooking and prefers to use local organic produce. He recognizes the hard work the local farmers put into their products and values their effort. He seeks to keep a healthy diet and consume good quality foods.

Site Map:



Color Scheme:

The following colors will be included on the website as follows:




Typography:

The typography for headings 1 through 5 is **Montserrat**. H1 will have a font weight of bold, and the other headings h2 to h5 will have a font weight of semi-bold. The typography for paragraphs is **Source Sans Pro**.

Wireframe Sketches:

The following pages present the wireframes for the Home page in small, medium, and large views.

Large View



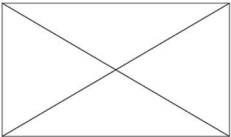
Bountiful Foods
2647 Gateway Rd, Carlsbad, CA 92009
(760) 331-2955

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Welcome to Bountiful Foods

Our mission is to provide fresh and healthy food options, including organic, made to order, fruit drinks and fruit bags, to the local population and to tourists visiting the coastal areas

[LEARN MORE](#)[ORDER FOOD](#)



Your cart: 0 drinks ordered



Locally grown Locally loved


We are physically located in Carlsbad, California, however, we have many food trucks that cover the coastal area from Los Angeles to San Diego.

We sell fruits and produce directly from the farmers in the area, bringing food and people together.


We love the west coast area: Carlsbad Beach

With its sprawling shoreline, Carlsbad is home to eight beaches. The state owns South Carlsbad beaches, and North Carlsbad beaches are owned by coastal property owners with the City of Carlsbad providing public access.


Stretching from La Costa Avenue to the Carlsbad/Oceanside border, these beaches offer visitors a wealth of activities including surfing, hiking, biking, diving, beachcombing, and wildlife viewing.




Enjoy our signature mixes



Pink Flamingo
Dragon fruit, strawberry, pineapple, coconut water, and agave nectar.
200 | 450 Cal



Popeye's Acai
Acai, banana, blueberry, spinach, housemade cashew milk, and agave nectar.
320 | 450 Cal




Tropical Cooler
Spinach, kale, pineapple, banana, coconut flakes, and coconut water.
220 | 320 Ca


Or create your own masterpiece


[CREATE YOUR MIX](#)

Visit the **Fresh** page and let your imagination flow creating your own fruit drink mix

Carlsbad Weather Report




TODAY

65°/42°


WED NOV 30

62°/40°

THU DEC 1

64°/32°

Get In Touch


Connect with us through our social media channels
Tag us next time in your story and we will repost it





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Medium View

Bountiful Foods

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LEARN MORE

ORDER FOOD

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Locally loved

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320 | 450 Cal

Tropical Cooler

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220 | 320 Ca

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Carlsbad Weather Report

TODAY
60°-62°

WED NOV 30
62°-65°

THU DEC 1
64°-70°

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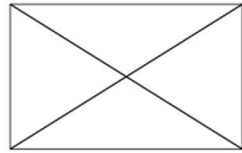
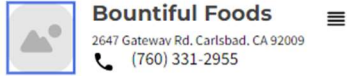
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Small View



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[LEARN MORE](#)[ORDER FOOD](#)

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We love the west coast area: Carlsbad Beach

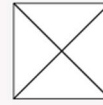
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Continued...

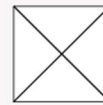
Enjoy our signature mixes



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200 | 450 Cal



Popeye's Acai

Açaí, banana, blueberry, spinach, housemade cashew milk, and agave nectar.

320 | 450 Cal

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Carlsbad Weather Report

TODAY
65°-42°

WED NOV 30
62°-46°

THU DEC 1
64°-50°

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