**WDD230 Final Project**

**Bountiful Foods**

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**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:** | College student  Part of the Track & Field team, gold medalist in regional competitions. |
| **Demographics:** | * 21 years old * Single, no kids * Studying Agricultural Economics. |
| **Goals and tasks:** | She is goal-oriented with a high level of achievement. She is constantly seeking for good options to help her maintain her active lifestyle.  Spends her time:   * Attending school * Training for competitions |
| **Environment:** | She dedicates about 3 hours a day training. She needs to keep a healthy diet to maintain her fitness level and avoid muscle depletion. |

|  |  |
| --- | --- |
| **Persona 2:** | Vegan fitness instructor |
| **Photo:** | Natori Women's Yogi Molded Tank Underwire Bra, White/Black, 32B at Amazon  Women's Clothing store |
| **Fictional name:** | Lisa McKnight |
| **Job title/ major responsibilities:** | Yoga instructor  Operations Manager at a Fitness facility in a 55+ community |
| **Demographics:** | * 32 years old * Married, no kids * Bachelor’s degree in Exercise Science |
| **Goals and tasks:** | She is focused and stays true to her values. She enjoys facing new challenges.  Spends her time:   * 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**:

**Diagram

Description automatically generated**

**Color Scheme**:

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

Chart, treemap chart

Description automatically generated

**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**

Graphical user interface, application

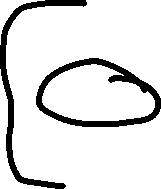
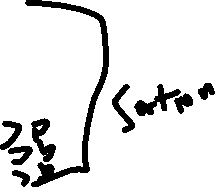
Description automatically generatedGraphical user interface, application

Description automatically generatedGraphical user interface, application

Description automatically generated

Diagram

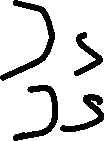
Description automatically generated



**Medium View**

Graphical user interface

Description automatically generated with medium confidence



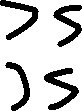
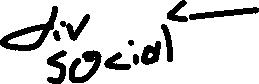
Graphical user interface

Description automatically generated with low confidence



Graphical user interface, application

Description automatically generated



A picture containing polygon

Description automatically generated

**Small View**

Text, application

Description automatically generated

Continued…

Shape

Description automatically generatedGraphical user interface, application

Description automatically generated

Css ideas

-pictures changing – transition, transform

Un cuadro que cobra todo el ancho de la pagina: foto a un lado, text al otro

Better together

Pendings

Favicon

Change title and meta description content of Fresh and About after copy header and footer

Pictures names = all lower case no spaces or \_, -

