


Site name: Bountiful Foods


Logo:

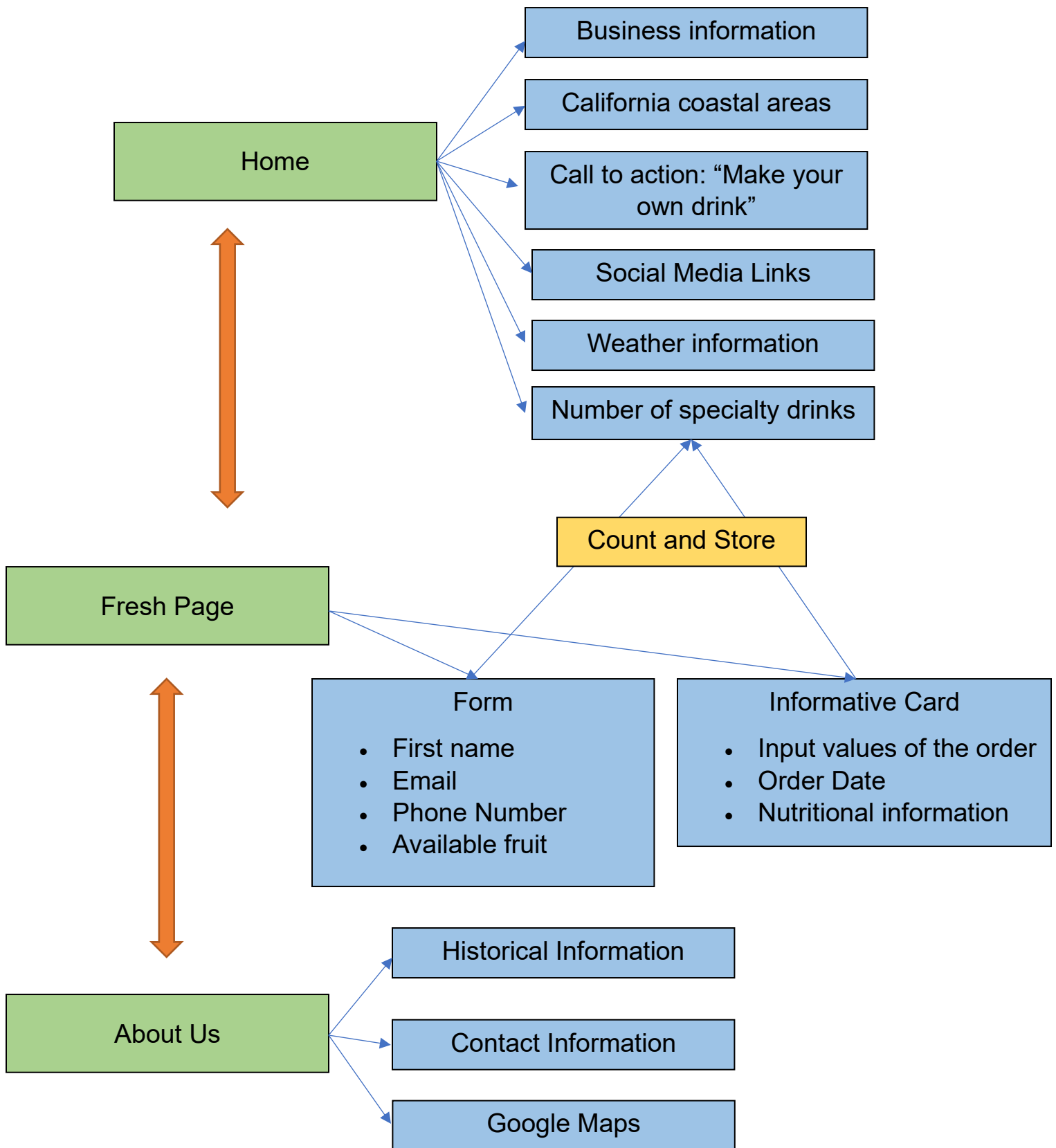


Site Purpose: This website is intended to provide all the relevant information about “Bountiful Foods” and how our customer can access to our products and services. This website will also provide information about the most popular coastal areas of California and the current weather conditions. This website will also provide the opportunity to the potential customers to explore our variety of organic foods, that has been grown locally or the ones that have been imported from several countries around the world. This website will be the place where local population and to tourists visiting the coastal areas will have the opportunity to acquire healthy, organic food and drinks in an environment that encourages healthy eating habits.

Target audience: First of all, the target audience of Bountiful Foods will be people who are conscious about their health and wellbeing and prefer to eat fresh and organic food. They may be looking for a healthier alternative to traditional fast-food options and are willing to pay a little bit more for it. On the other hand, we have the local population living in the coastal areas. This can include locals who prefer to buy locally sourced, fresh, and organic food products. We must take in consideration the tourists visiting the coastal areas who are looking for healthy food options while on vacation and want to try local, organic produce.

Persona 1	Local Yoga instructor
Photo	
Fictional Name	Rachel
Demographics	<ul style="list-style-type: none"> • 30 – 40 years old • Married • Mother of 1 child • Has a bachelor's degree in nutrition
Goals and tasks	<p>She is focused on her goals; she wants to feel good with her and her body and thinks that eating healthy food is the best option to achieve this.</p> <ul style="list-style-type: none"> • Practices yoga each morning • Wants to eat healthy food • Follow a strict organic food diet
Job Title / Major responsibilities	Yoga Instructor / Has her own yoga gym
Environment	She is surrounded by people with her own lifestyle, she likes to share healthy food recipes and encourages people to live a healthy life.
Quote	"Never underestimate the power of good food and regular exercise"

Persona 2	Tourist
Photo	
Fictional Name	Josh
Demographics	<ul style="list-style-type: none"> • 30 – 50 years old • Married • Father • Has his own business • Likes to go on vacation
Goals and tasks	He is a focused man, that likes to achieve his goals and he thinks that a good way to stay alert and have a good performance in anything that he does is eating healthy food and a having healthy habits.
Job Title / Major responsibilities	Business man / He has his own business
Environment	He is surrounded by people who is competitive, that have goals. He is going on vacation frequently so he is interested in trying new foods and wants to experience the local options. He prefers to eat at small, locally owned businesses to support the local economy.
Quote	“Let's build wellness rather than treat disease.”

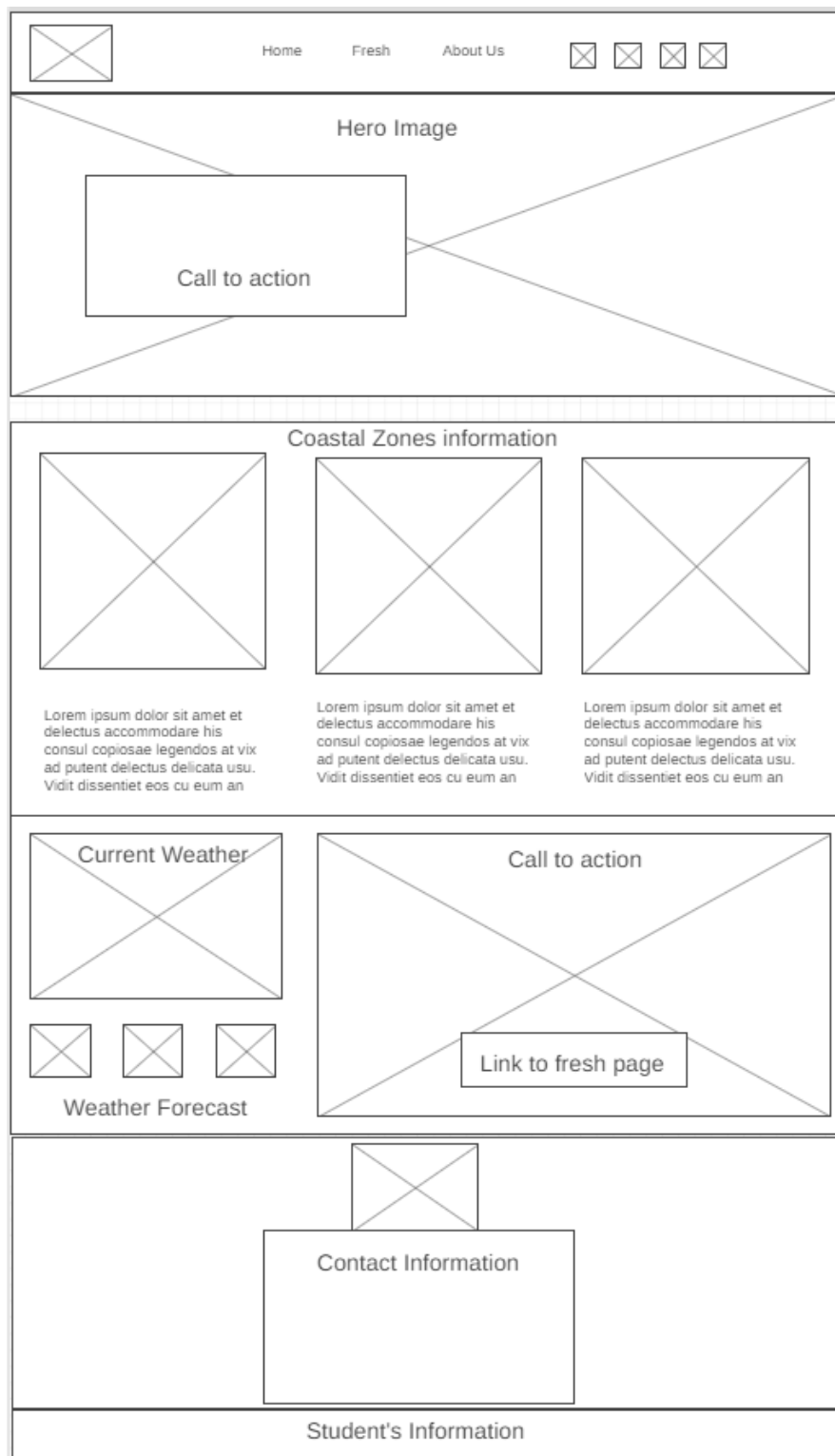


Color Scheme & Typography

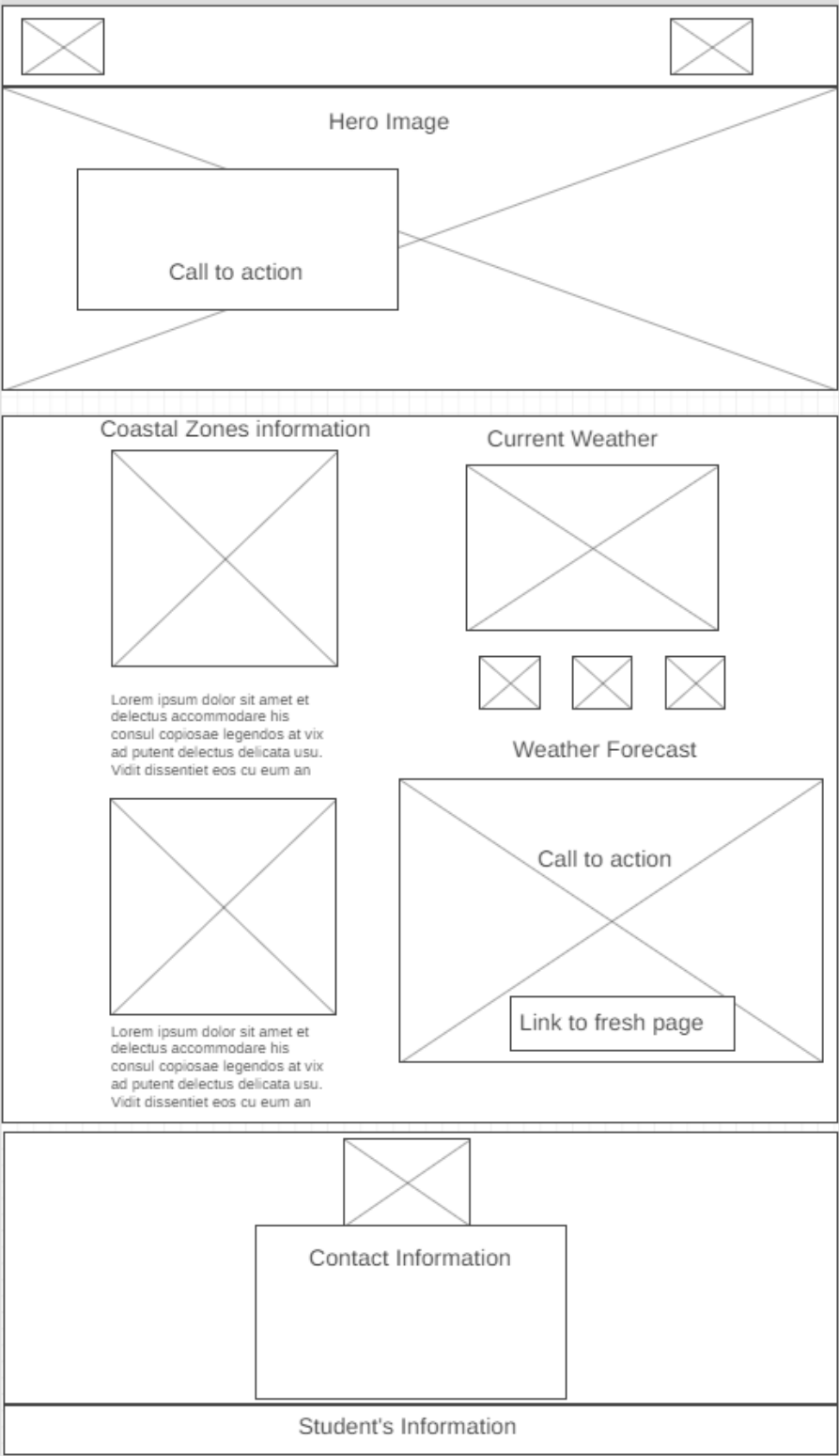
Site header	Montserrat	40px	#7FB577	Sample
Primary Navigation	Montserrat	30px	#F2C777	Sample
Footer Navigation	Montserrat	20px	#F26458	Sample
Heading 1 (h1)	Montserrat	30px	#000000	Sample
Heading 2 (h2)	Montserrat	25px	#000000	Sample
Heading 3 (h3)	Roboto	20px	#707070	Sample
Paragraph text (p)	Roboto	16px	#707070	Sample

Wireframes

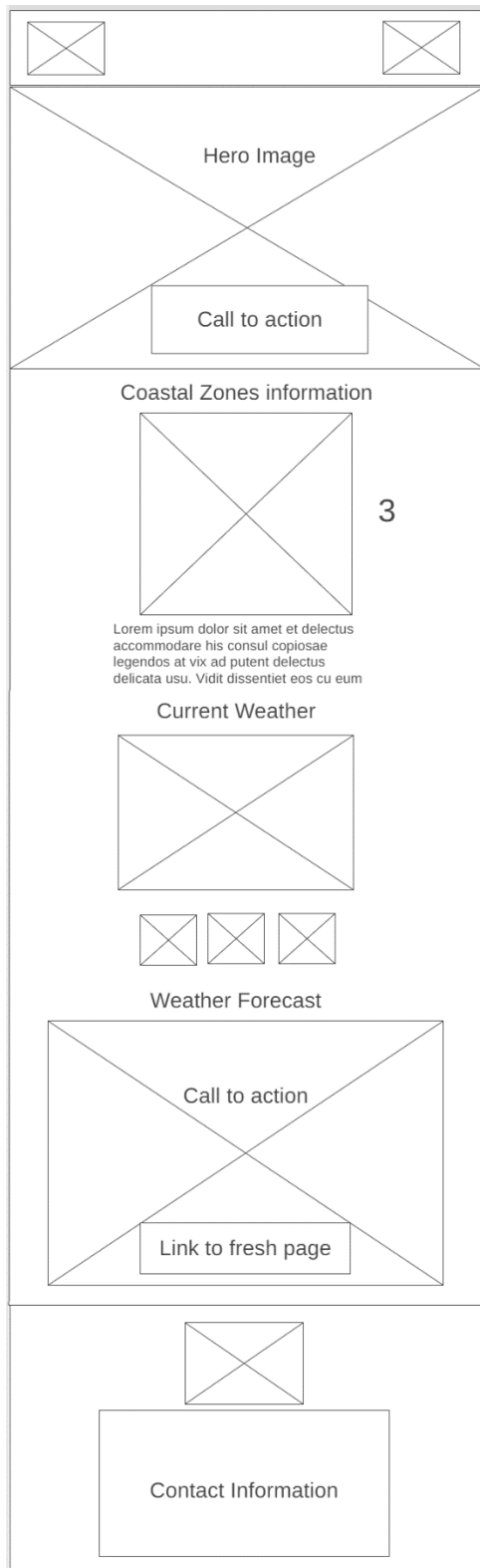
Large View



Medium size view



Small view



The “3” here means that there will be three information cards