

BOUNTIFUL FOODS

Site Plan

Site Purpose

The purpose of this website is to provide information for customers. It will also be used to for wholesalers, buyers, and customers to place orders. There will also be a fresh page where customers can build their own specialty drink.

TARGET AUDIENCE

The target audience would consist of restaurants, grocery stores and markets in the Los Angeles to San Diego, CA area. It would also include health-conscious locals and tourists in Carlsbad.

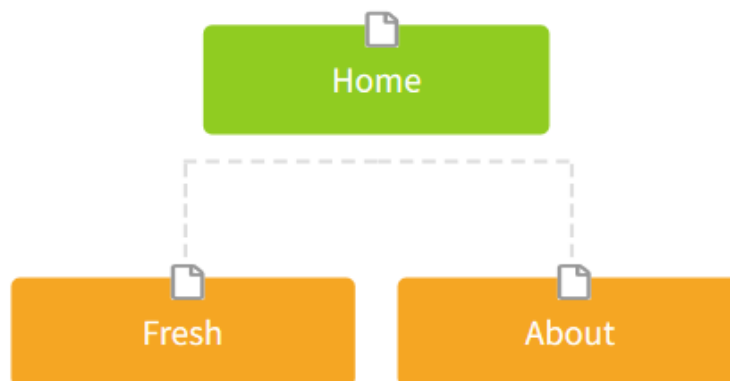
Personas

Damian Smith 	<u>Job Title:</u> Interior Designer <u>Demographics</u> <ul style="list-style-type: none">• 32 yrs. Old• Single	<u>Goals & Interests</u> Damian is a very successful designer. He lives a very healthy lifestyle. He works out 6 days a week and like to eat organic food. He especially likes to stop by the health food store for fresh juices. On the weekends he like to hike, mountain climb and spend times with friends.
Gina Silvers 	<u>Job Title:</u> Health Store Buyer <u>Demographics</u> <ul style="list-style-type: none">• 45 yrs. Old• Married• 2 children	<u>Goals & Interests</u> Gina is Produce buyer for the local health food chain in Southern California. She is very good at her job and is known for supplying the best produce for her stores. She is eco-conscious and believes sourcing and purchasing produce locally is ecological, tastes better more sustainable for the economy, The customers in her stores except fresh local produce.

Scenarios

- Where can I get fresh juice?
- Can I choose what kind of juices I can have in my drink?
- Where can I buy fresh high quality and local produce for my grocery store?
- What is the weather like in Carlsbad CA?
- Can I order online?

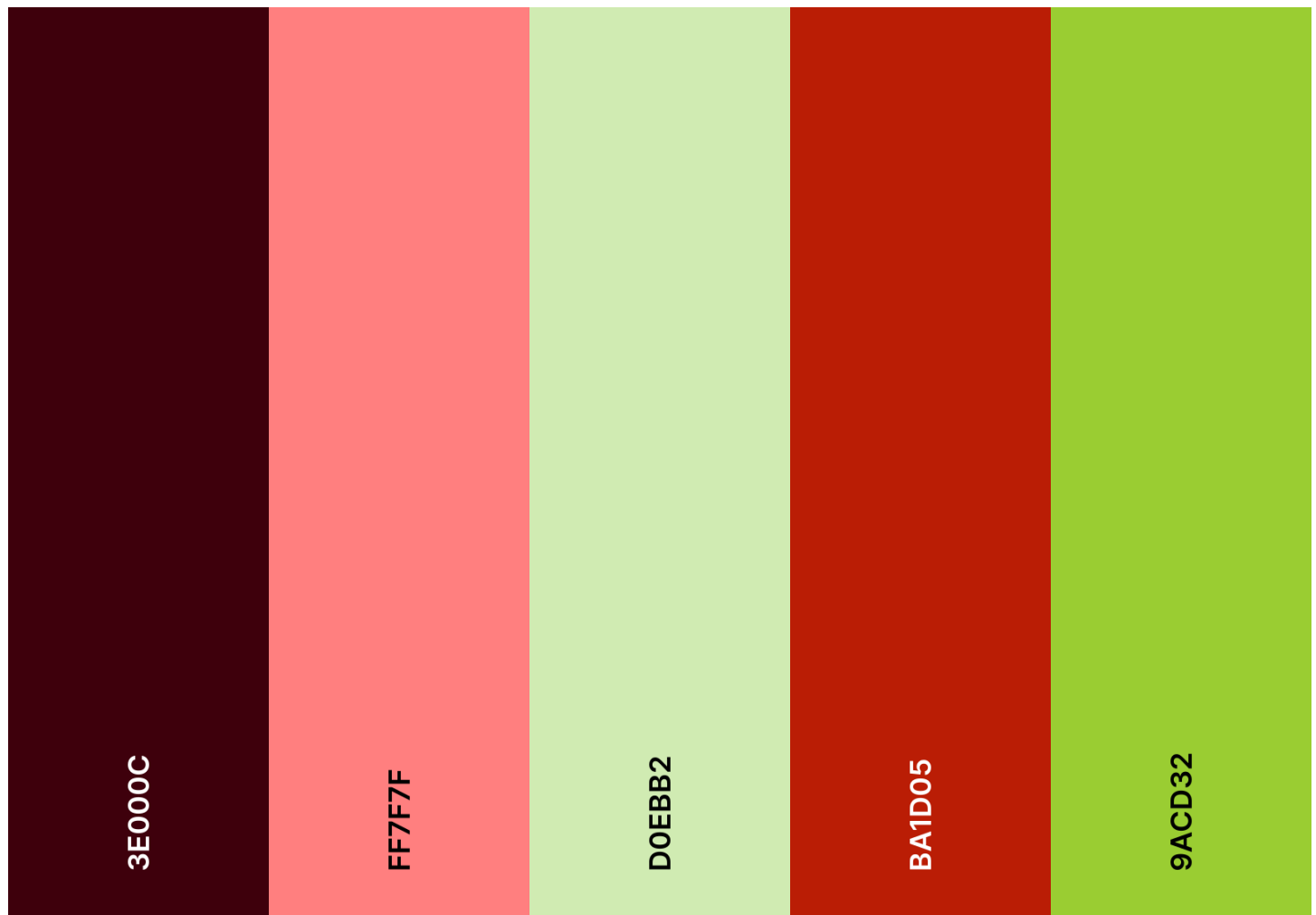
SITE MAP



Style Guide

COLOR SCHEME

<https://coolers.co/3e000c-ff7f7f-d0ebb2-ba1d05-9acd32>



bfoods

coolers

TYPOGRAPHY – GOOGLE FONTS

Headings and Titles

Bitter

Bold 700

Bountiful Foods

Regular 400 at 32px

Everyone has the right to an
effective remedy by the
competent national tribunals for
acts violating the fundamental

Paragraphs

Rubik

BOUNTIFUL FOODS

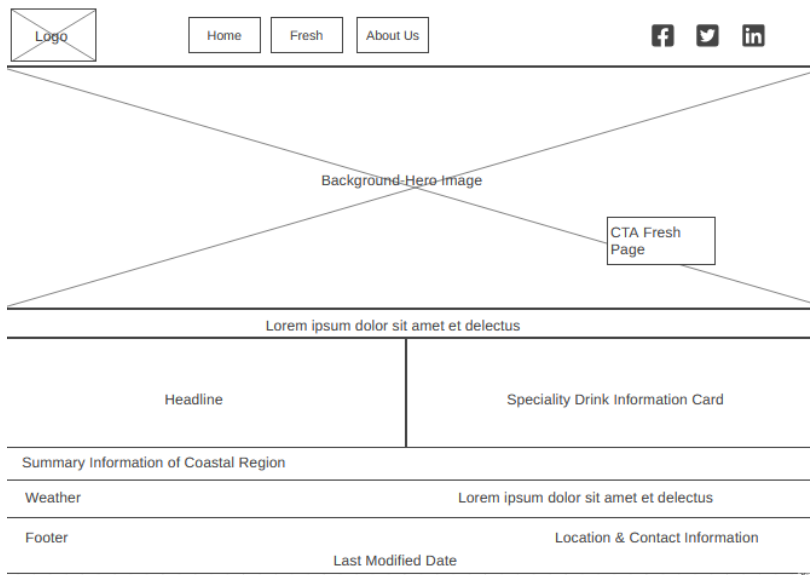
Site Plan

Regular 400 at 16px

Everyone has the right to freedom of thought, conscience and religion; this right includes freedom to change his religion or belief, and freedom, either alone or in community with others and in public or private, to manifest his religion or belief in teaching, practice, worship and observance. Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart

WIRE FRAMES

Large



Medium

Small

