Heather Jasi

Week 12

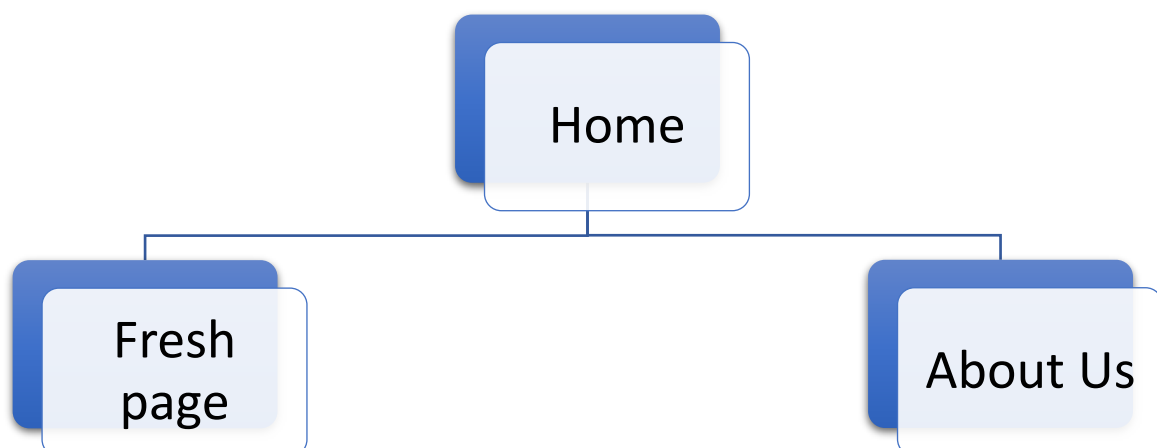Final Project Site plan

Bountiful Foods

Site Purpose

Bountiful Foods is an online shop. Users can order or shop for fruits, bags of fruits, fresh drinks and any other organic produce. Bountiful Foods get their products from local farmers, national and international suppliers. Through the website the users can place orders for retail market (sale directly to consumers of end users and wholesale market (selling to merchants in large quantities for resale to consumers).

Target Audience

Fresh fruits are in demand for everyday consumption. The target audience are the members of the local population such as the individuals within the local population, merchants' shops like grocery retail stores, restaurants, fruit bar shops, catering companies and general dealer shops. Other audiences include local schools and hospitals. Bountiful foods target all kinds of circles that require daily consumption of fruits and organic produces.

Site Map

Home page

The home page will contain a banner, navigation in the header. The main body will have an image with a call to action button. There will also be three images. There will be two fruits under order and shop and an image of the juice under fresh.

The page will also have a weather section where it will show the current weather reading, the temperature, weather condition, humidity and three day weather forecast.

The home page will also have a brief description of the southern California coast:

Balboa Islands: *Balboa Island is a charming holiday vacation destination known for its picturesque sunsets, vibrant marinas, and eclectic lifestyle. A quick weekend getaway is enough to explore all the nooks and crannies of Balboa Island and its surrounding communities.*

Lastly the home page will have company contact information. The phone number, email, and website. There is a footer at the bottom of the page.
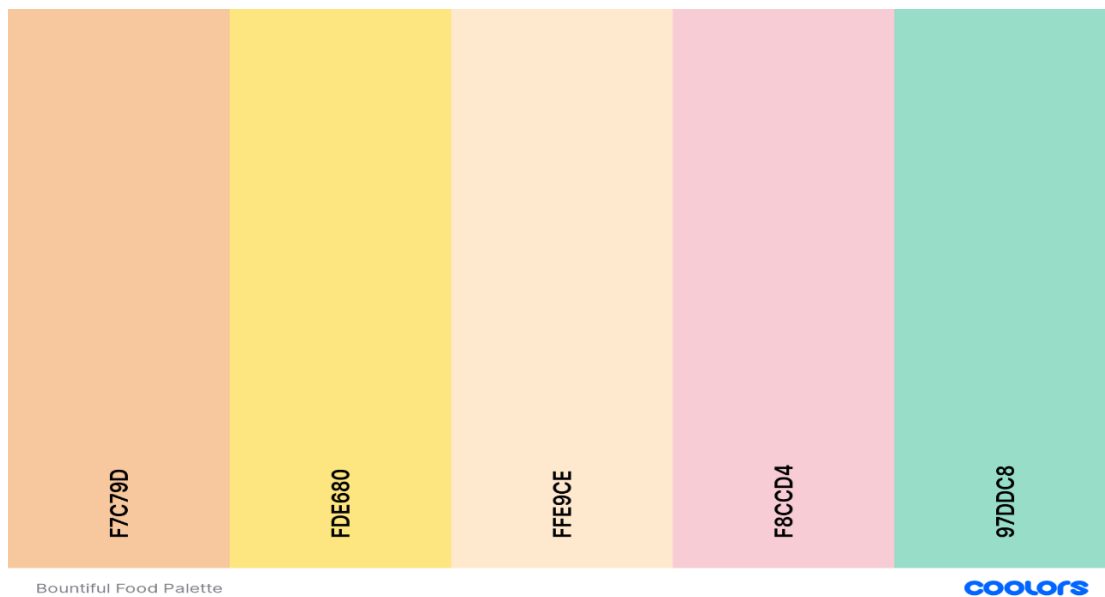
Fresh Page

The fresh page contain a form where the buyer inputs their name, surname, emails and get to select 3 fruits they like and specify any additional information on how they want their fruit drink should be made. The header and the footer are the same as the home page.

About Us

The About Us page shows the images for Bountiful Fruits company leaders, the Manging Director, Marketing Director and the Sales person. A brief explanation what the company is about:

About Us: *Bountiful Foods is an online shop. Users can order or shop for fruits, bags of fruits, fresh drinks and any other organic produce. Bountiful Foods get their products from local farmers, national and international suppliers. Retailers and wholesale customers are allowed. The company aims to keep its community healthy by providing fresh organic fruits in the daily life of the local people and tourist.*

Colour scheme

Bountiful Food Palette

F7C79D FDE680 FFE9CE F8CCD4 97DDC8

URL: https://coolors.co/f7c79d-fde680-ffe9ce-f8ccd4-97ddc8

Typography

Heading fonts: Delicious Handrawn and Titan One, cursive

Delicious Handrawn and Titan One are bold, clear, stylish and readable font types. They go well with a fruit them website because of their stylish look.
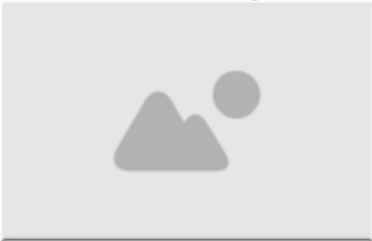
Paragraph font: Caveat, cursive

Caveat cursive is a beautiful fun font type. It goes well with a fruit themed website. It is clear, readable and stylish. It balances with the Titan One, cursive font type for my headings.

URL:https://fonts.googleapis.com/css2?family=Caveat&family=Delicious+Handrawn&family=Titan+One&display=swap

Wireframe Sketches

Home page

Fresh page

787×152

Home	Fresh	About Us	

Make your juice

*Name:

*Surname:

Email

someone@gmail.com

Phone

000-0000-000

Select Fruits

Select ▾

Specifications

How would you like your drink:

About Us page

787×153

Our company

Managing Director

Marketing Director

Sales Person

About Us

Contact Us!

Call us: 000- 0000- 000

bontifulfoods@gmail.com

www.bountiful-foods.org

Muzycna 7, Lublin, Poland

Text us   Facebook