

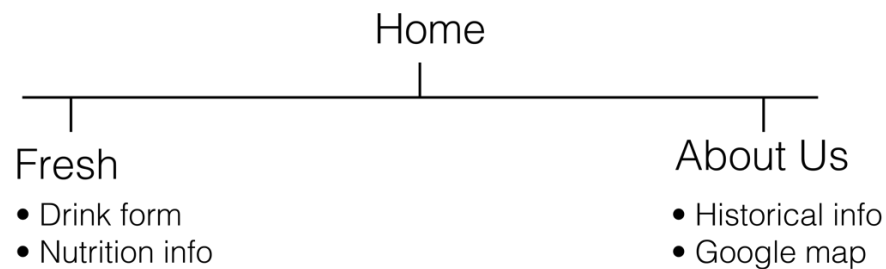
Site Purpose:

The purpose of the website is to provide visitors with information about the company's products available, namely drinks, as well as methods to contact the company and learn more about the company's services and locations.

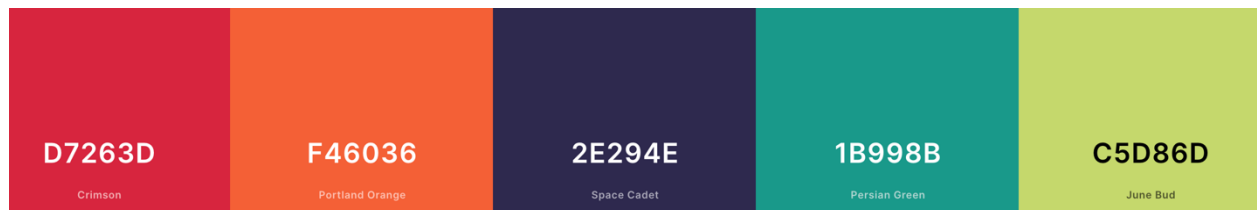
Target Audience:

Because this company sells mainly local and in-season fruit, it is likely more expensive than regular store-bought fruit, and so the target audience probably more affluent or health concerned than the average consumer. The target audience is most definitely adults, but this probably covers all adult ages (mid-20s to 70s/80s). The main location is Carlsbad, California, so the target audience is also Southern Californians.

Site Map:



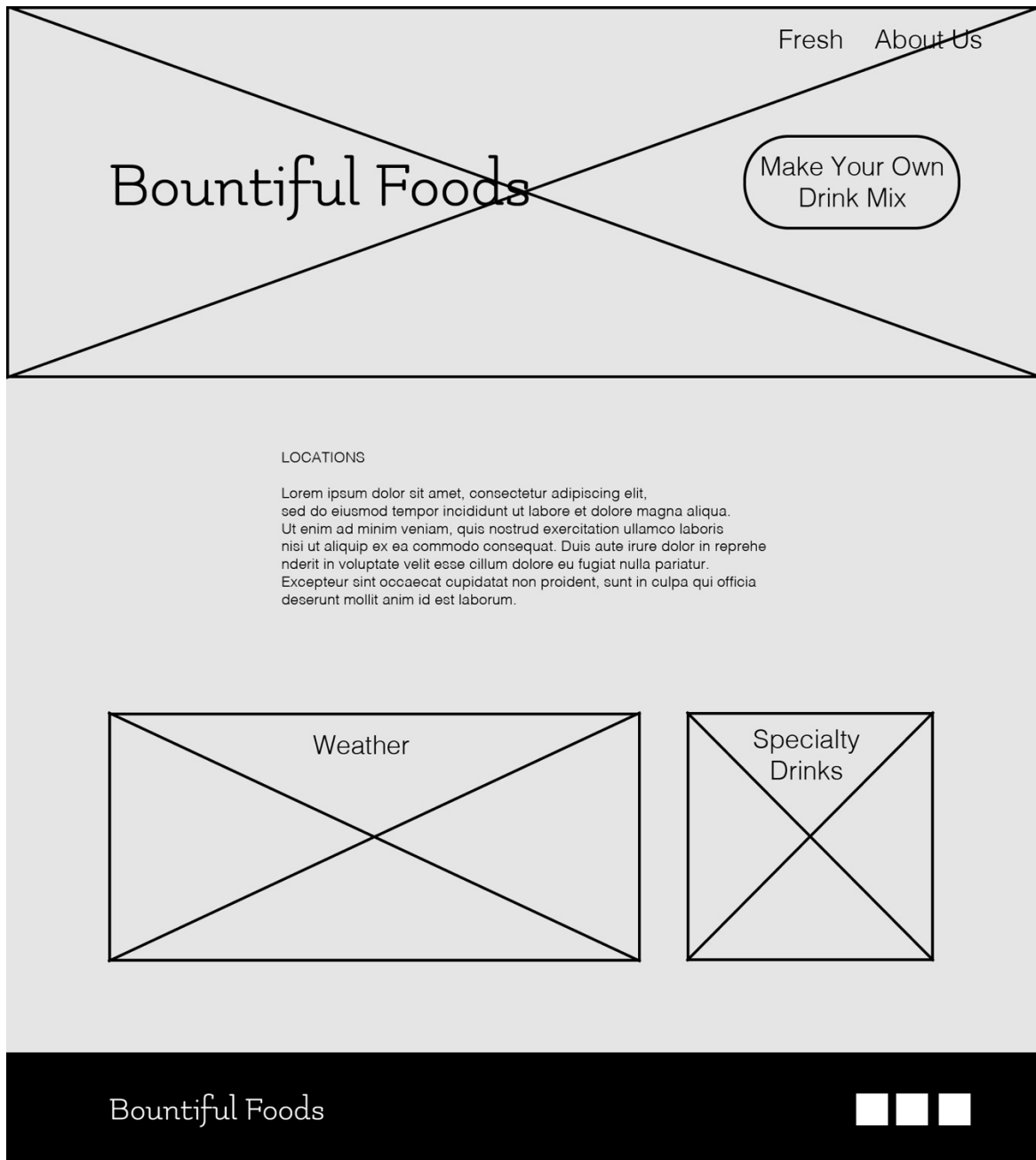
Color Scheme:



Typography:

Flamenco (headers)
Flamenco light (subheads)
Helvetica (body)

Wireframe Sketches:
Full size



Wireframe Sketches: Medium & Small

