

Website Planning Document

Ron Cabanjin

Site Name:

RVC Organics (www.rvcorganics.com)

Site Purpose:

The purpose of the RVC Organics website is to showcase our fresh fruit products and services as a fresh juice maker, provide information about our company, and encourage potential customers to place orders.

Target Audience and Scenarios:

- Health-conscious individuals who are interested in purchasing fresh fruits and juices.
- People looking for healthy meal options, fitness enthusiasts, and individuals interested in clean eating.
- Event planners looking for fresh juice services for their events.
- Tourists visiting Laguna Beach who are interested in local organic products.

Site Map:

- Home: Welcome message, featured products and services and weather information
- About Us: Information about the company and with contact form and business contact information.
- Fresh Page: Contains a user-friendly form, enabling the user to create their own specialty drink. The form requires the user to input their basic information and choose in a list of available fruits that can be added to the drink. The user can choose up to three fruits to customize their drink to their liking.

Color Scheme:

The color scheme will be predominantly green to convey the organic and fresh nature of our products. A secondary color of orange will be used to provide a pop of color and create a sense of energy and excitement.

Color palette:



#064635
rgb(6, 70, 53)

#519259
rgb(81, 146, 89)

#F0BB62
rgb(240, 187, 98)

#F4EEA9
rgb(244, 238, 169)

Typography:

The website will use clean and simple typography to complement the organic theme. The headings will be in a bold sans-serif font, while the body text will be in a legible serif font.

Heading – Roboto Font

Body paragraph: Calibri Font

H1: Whereas recognition of the inherent dignity



H2: Whereas recognition of the inherent dignity

H3: Whereas recognition of the inherent dignity

Paragraph: No one shall be subjected to arbitrary arrest, detention or exile. Everyone is entitled in full equality to a fair and public hearing by an independent and impartial tribunal, in the determination of his rights and obligations and of any criminal charge against him. No one shall be subjected to arbitrary interference with his privacy, family, home or correspondence, nor to attacks upon his honour and reputation. Everyone has the right to the protection of the law against such interference or attacks.



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