**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











