

# Made Fresh

## LEMONADE

### CLIENT BRIEF

Made Fresh Lemonade is a little shop, specializing in lemonade, located in sunny California. Unlike its competitors, like LEMONADE restaurant, Made Fresh only serves lemonade, so you can be sure that it's the best. Made Fresh has a bright and cheerful, but not overwhelming, atmosphere that welcomes families and anyone looking to brighten their day. They don't just serve your typical lemon flavored drink, either; There's a fun and innovative flavor for everyone. Try a new flavor on sale every day of the week and ideas for new flavors are always welcome!

The website will embody what the store is, using light yellow and blue colors, fun typography, and a friendly feel. On the website, users will find FAQs, a menu with images, gift cards, offers and flavor of the day calendar, contact info, polls, and links to social media.

### USER ANALYSIS

Made Fresh Lemonade is a fun and family friendly place, but it's not just for little kids, although the kids love it. It's a great place for parents to take their kids for a treat and a cool spot to meet your friends for a refreshing, fruity drink in a bright and upbeat atmosphere.

| User Wants                                | Website Approach  |
|---|---|
| Fast, organized website, easy to navigate | Simple design, clear navigation, show people where they are, optimized images   |
| Detailed menu with pictures and prices    | Show people their options with menu items, lots of images, and prices so they know what they'll be paying ahead of time |
| Contact info and location                 | Put contact info in an easy to find spot, so they don't have to search for it   |
| Coupons and deals                         | Make a special part of the website show coupons/specials/deals so that they will be more likely to visit                |

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## LEMONADE

### PERSONA ONE



LISA STANLEY, 35

**Occupation:** Stay at home mom

**Married:** Yes

**Location:** Suburbs in Southern California

**Income:** Middle-upper class

**Kids:** Two daughters, 10 and 8

**Personality:** Outgoing, loving, likes to shop and spoil her daughters

**How she found the website:** Saw the store while driving and decided to go to the website to find out more

**What she wants from the website:** She wants to feel the atmosphere of the store, the menu, prices, hours, and she wants to be able to find it all quickly because she's a busy mom

She takes her daughters to the store after a shopping trip and they sit and enjoy the atmosphere while drinking their lemonades

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## LEMONADE

### PERSONA TWO



HUNTER WESTON, 8

**Occupation:** 2nd grade student

**Parents:** Lives with single mom

**Location:** Apartment in Southern California

**Income:** Working-middle class

**Personality:** Shy around new people, smart, easily excitable

**How he found the website:** The store opened down the street from his school and he wanted to try it, so he went to the website to convince his mom to take him

**What he wants from the website:** He wants to easily find the flavor of the day because he has a short attention span

He begs his mom to take him there every day, but she only takes him once a week on the way home from school. He likes to sample all the flavors and get a sugar high

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## LEMONADE

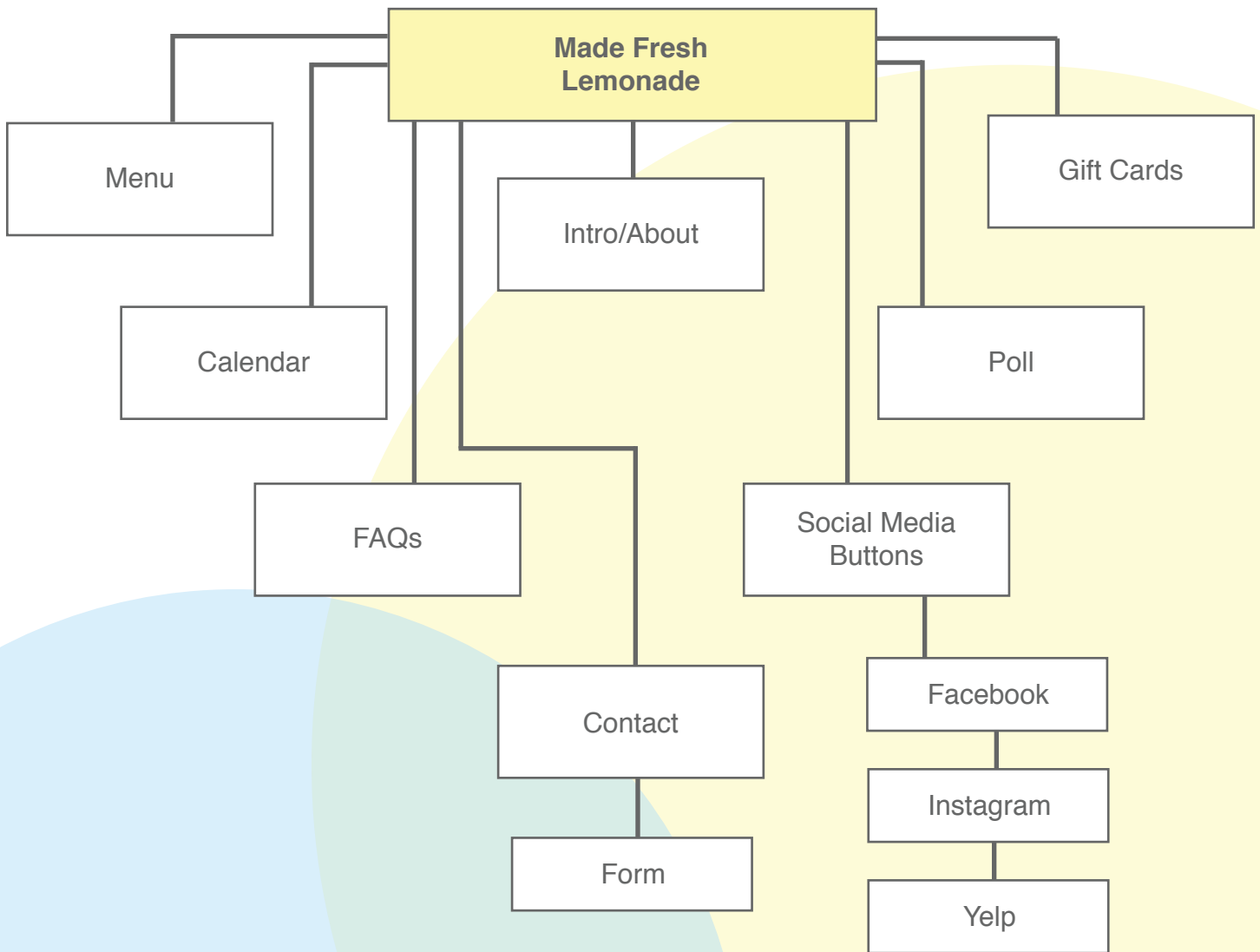
### CONTENT PLAN

|                        |  |
|------------------------|--|
| <b>Client</b>          | Made Fresh Lemonade  |
| <b>Website Goals</b>   | Put all the information a user might need in an easy to navigate way and make the user want to visit the store       |
| <b>Website Message</b> | Made Fresh Lemonade is a one-of-a-kind place that you won't find anywhere else, so you have to come and check it out |

| <b>Heading and Content</b> | <b>Element Type</b>              |
|----------------------------|----------------------------------|
| h1 - Made Fresh Lemonade   | Logo/Text                        |
| h2 - Intro/About           | Text over hero image             |
| h2 - Menu/Drinks           | List with prices and some images |
| h2 - Calendar (1 week)     | Image hover effect               |
| h2 - Poll                  | Poll plugin                      |
| h2- Gift Cards             | Images, view cart/checkout       |
| h2 - FAQs                  | Accordion                        |
| h2 - Contact Info          | Form with text                   |
| h2 - Social Media          | Buttons                          |

# Made Fresh LEMONADE

## CONTENT HIERARCHY

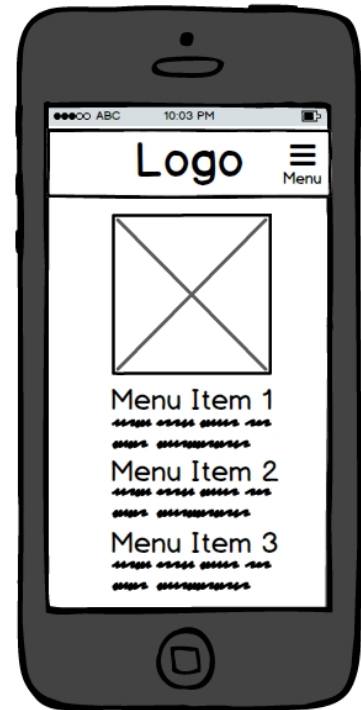
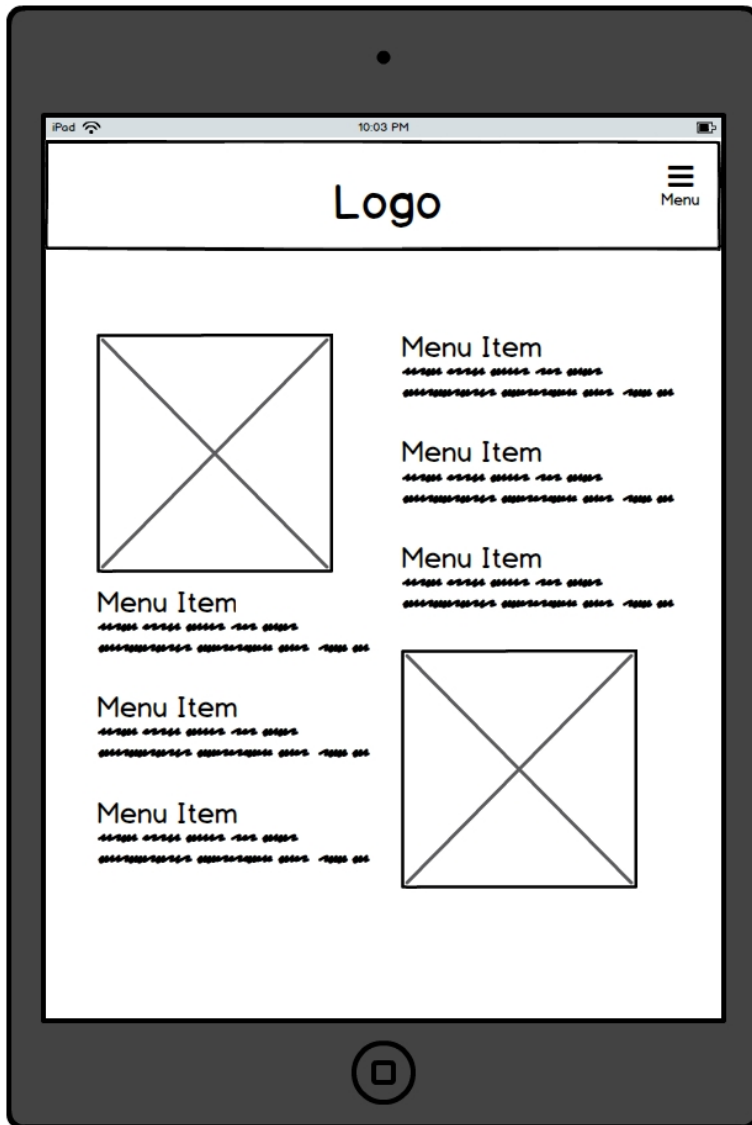
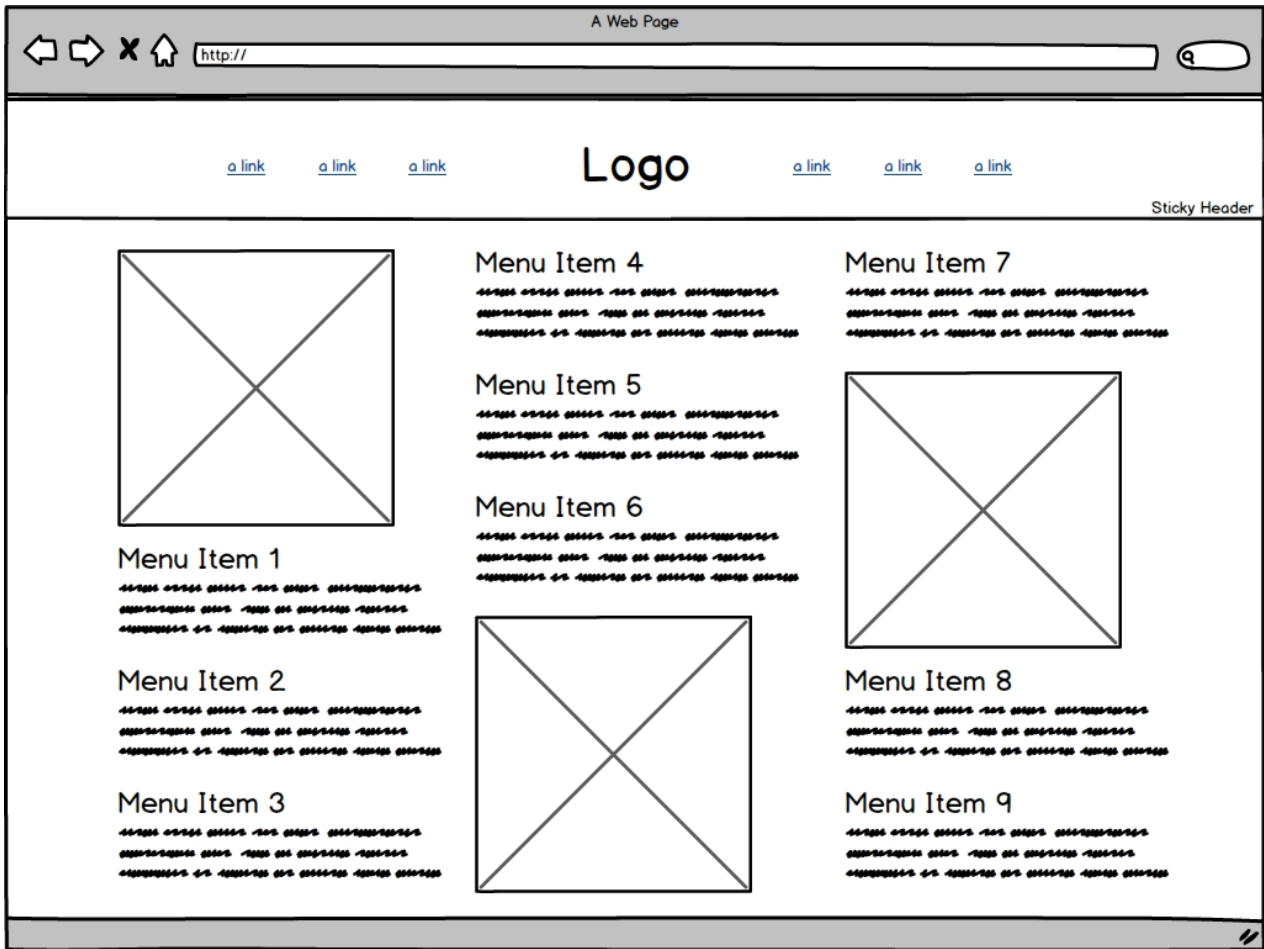


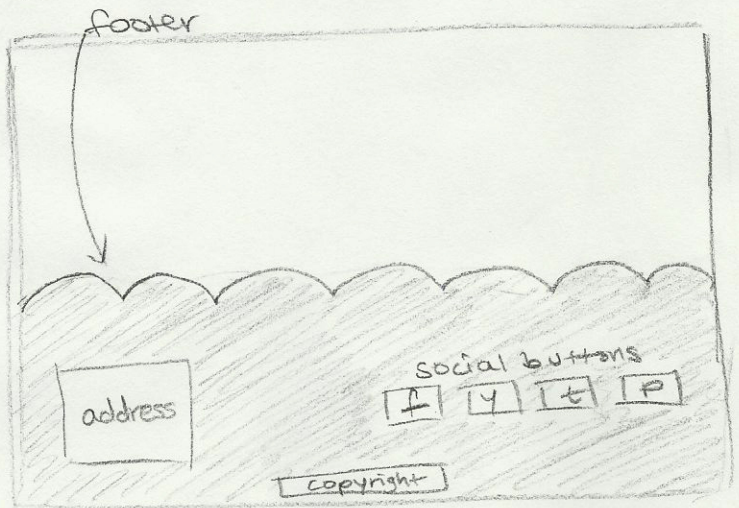
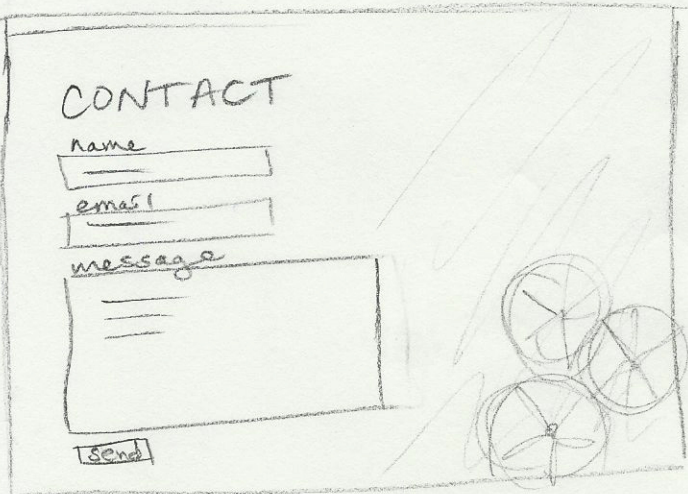
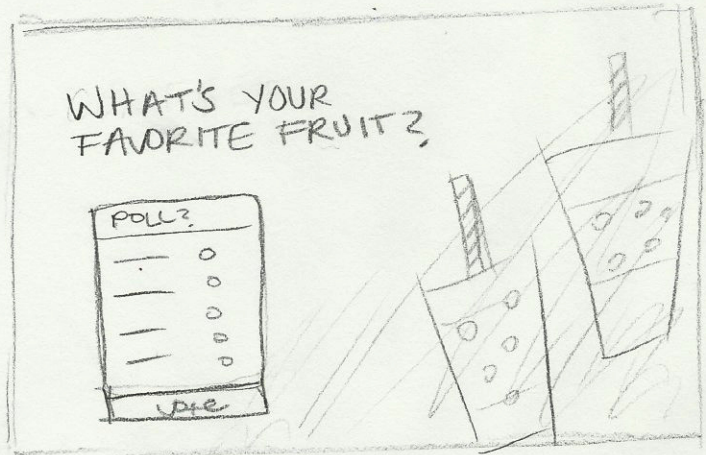
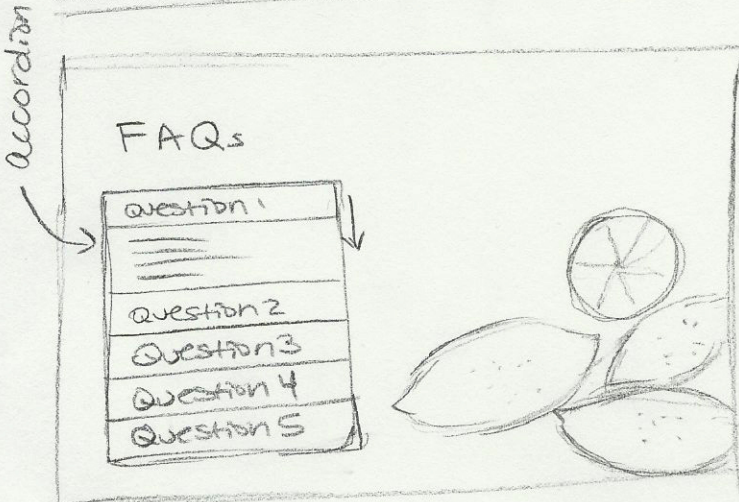
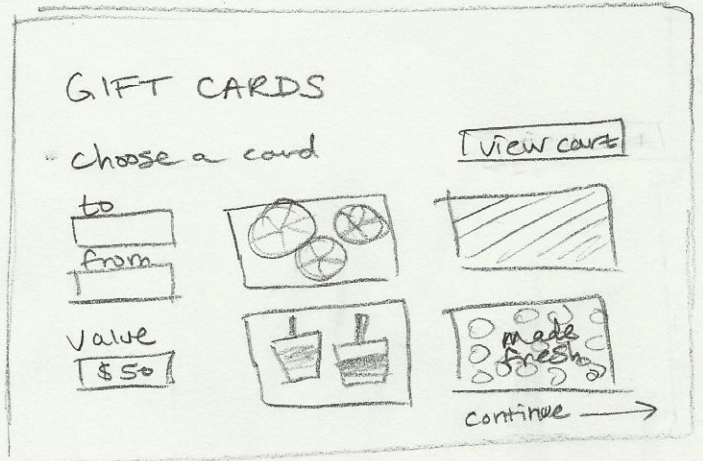
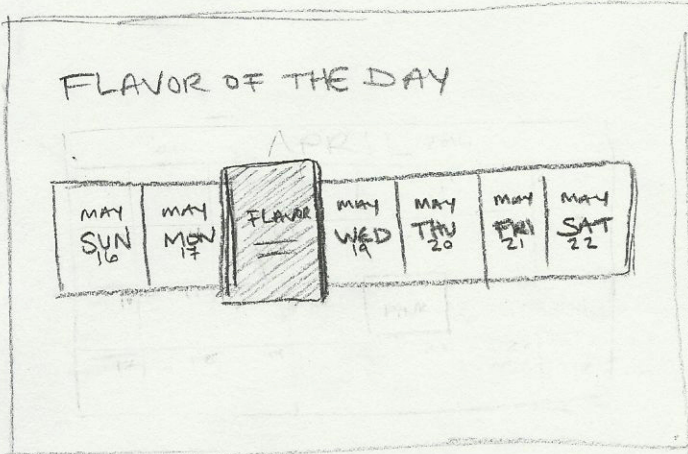
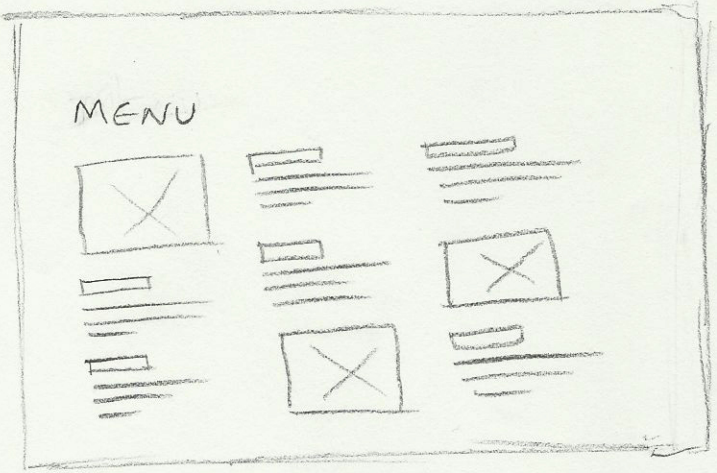
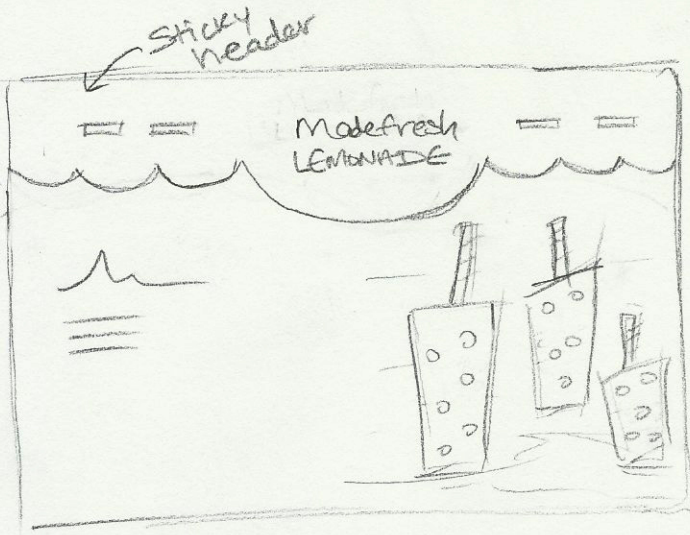
# Made Fresh

## LEMONADE

### DELIVERABLE LIST

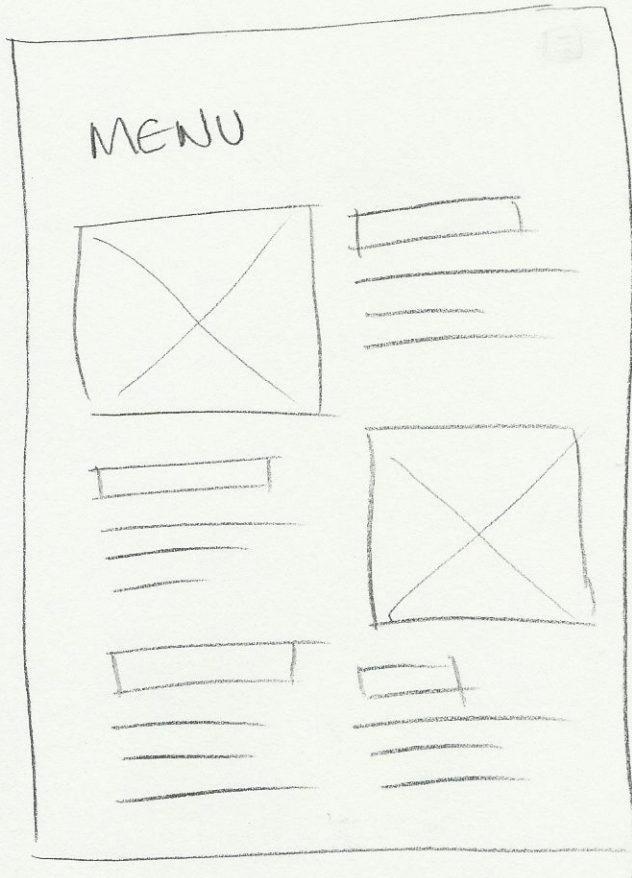
| Features             | Source  |
|----------------------|---|
| Poll                 | <a href="http://www.poll-maker.com/">http://www.poll-maker.com/</a> |
| Gift Cards (phase 2) | Need a view cart/checkout   |
| Calendar             | Image hover effect  |



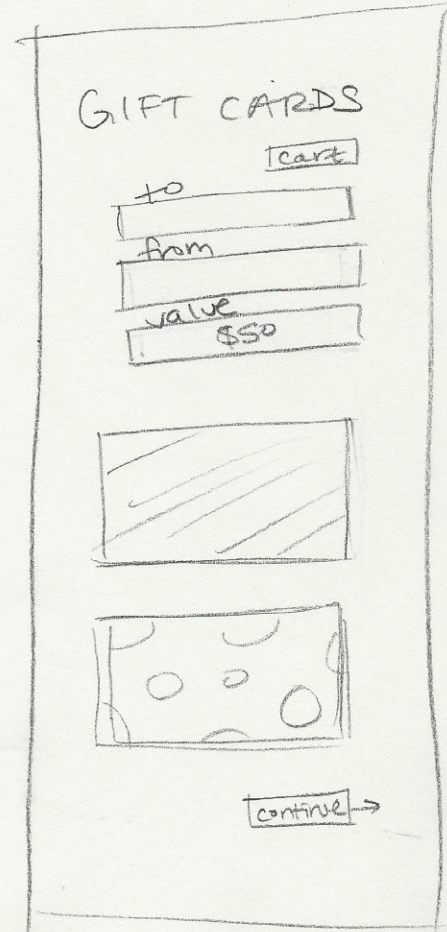
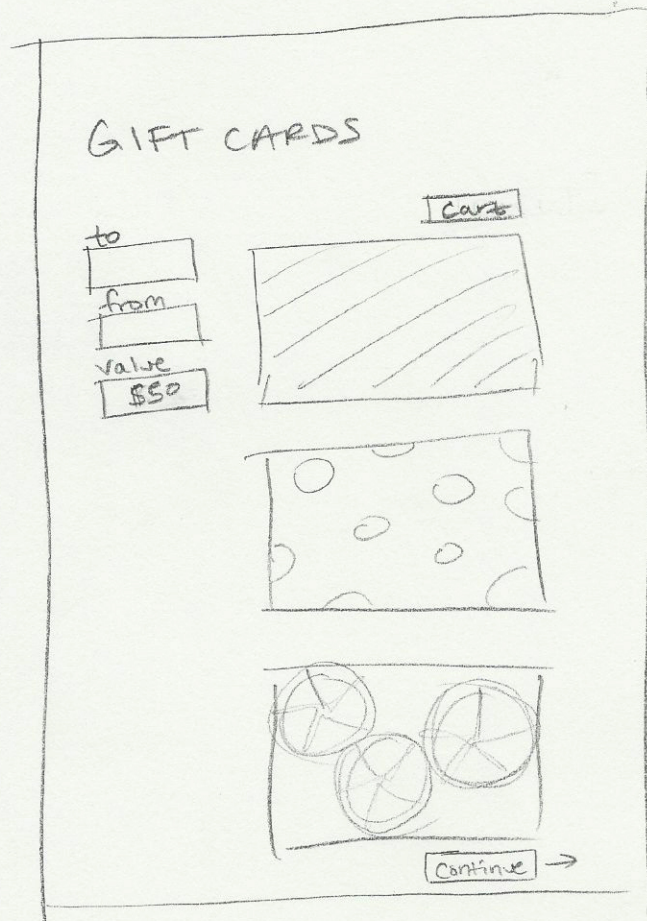
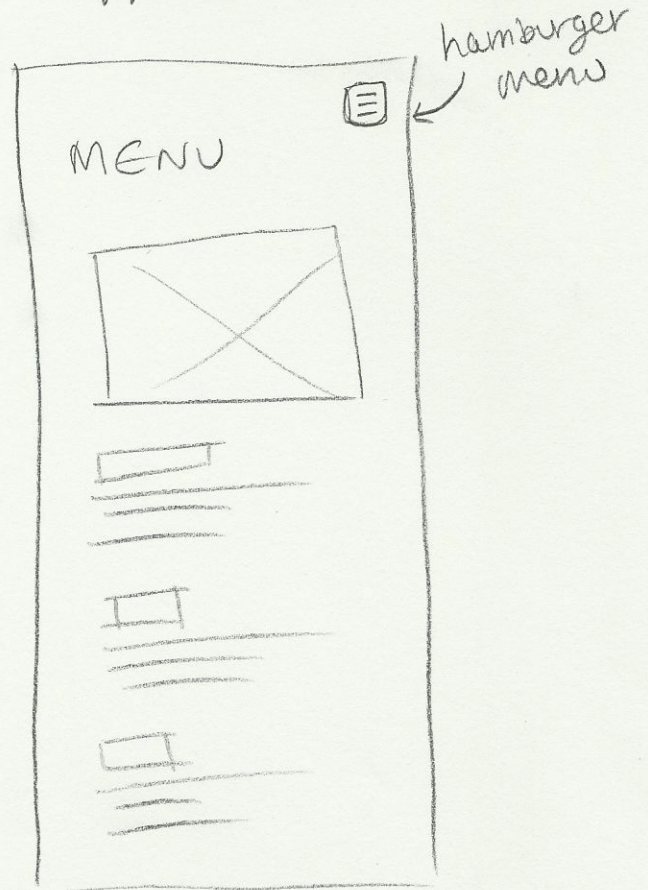




tablet



mobile



# Full Design Project

Style Tile

version: 1

#ffaa0

# Made Fresh LEMONADE



## Header

Font: Just Realize Bold #535353

Etiam id diam non quam pellentesque consequat nec id ligula. Curabitur interdum metus ut volutpat porttitor. Nam ut sem vel felis luctus consequat sit amet vel metus. Mauris sed tincidunt velit. Nulla non quam elit. Donec congue mollis sem, id auctor justo. Mauris sagittis eros id quam malesuada, placerat posuere dolor sem congue. Quisque vitae vestibulum nulla. Pellentesque imperdiet eros tincidunt elementum.

Font: Helvetica Regular #535353

Bright

cheerful

Fun

MODERN

Family

#a1d8ff

## so fresh!

Made Fresh Lemonade is all about lemonade. Fresh squeezed and made fresh daily, it's super refreshing and there are so many flavors to try

## menu

small 1.99   regular 2.99   large 3.99



### SIMPLY LEMON

the popular classic made from fresh lemons

### PINK LEMONADE

the popular classic with a tart pink twist

### LEMON LIME

what goes better with lemons than limes?

### RASPBERRY TWIST

lemons jazzed up with fresh raspberries and orange

### STRAWBERRY

the popular classic with a splash of strawberries

### PEACH MANGO

peach and mango go perfectly with tart lemons



### HINT OF MINT

the popular classic with a hint of fresh mint flavor



### WATERMELON

watermelon is the perfect way to cool off in the heat

### LEMON ICED TEA

the perfect mix of fresh, tart lemonade and iced tea

## flavor of the day



raspberry  
twist

tuesday



wednesday



thursday



friday



saturday



sunday



## gift cards

[view cart](#) | [checkout](#)



add to cart



add to cart



\$15



\$20

## faq

where are you located?

We have one location at 265 Main Street in Los Angeles, California. Right now we don't have plans to open any new locations.

how many flavors do you have?

is your lemonade fresh?

how much sugar is in your drinks?

do you use fresh fruit?

how often do you have new flavors?

when are you open?



## let us hear you!

Poll one question goes here?

- Raspberry
- Strawberry
- Banana
- Pineapple
- Blueberry
- Apple
- Other

Vote

Results

Poll two question goes here?

- Raspberry
- Strawberry
- Banana
- Pineapple
- Blueberry
- Apple
- Other

Vote

Results

## contact

name

email

message

submit



265 Main Street  
Los Angeles, California  
555-984-7832  
Mon-Sun 11am-9pm



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full prototype at:

<https://marvelapp.com/cgfbac>