



Fresh Squeeze

Full Design Project Details

Client Brief and Brand Promise

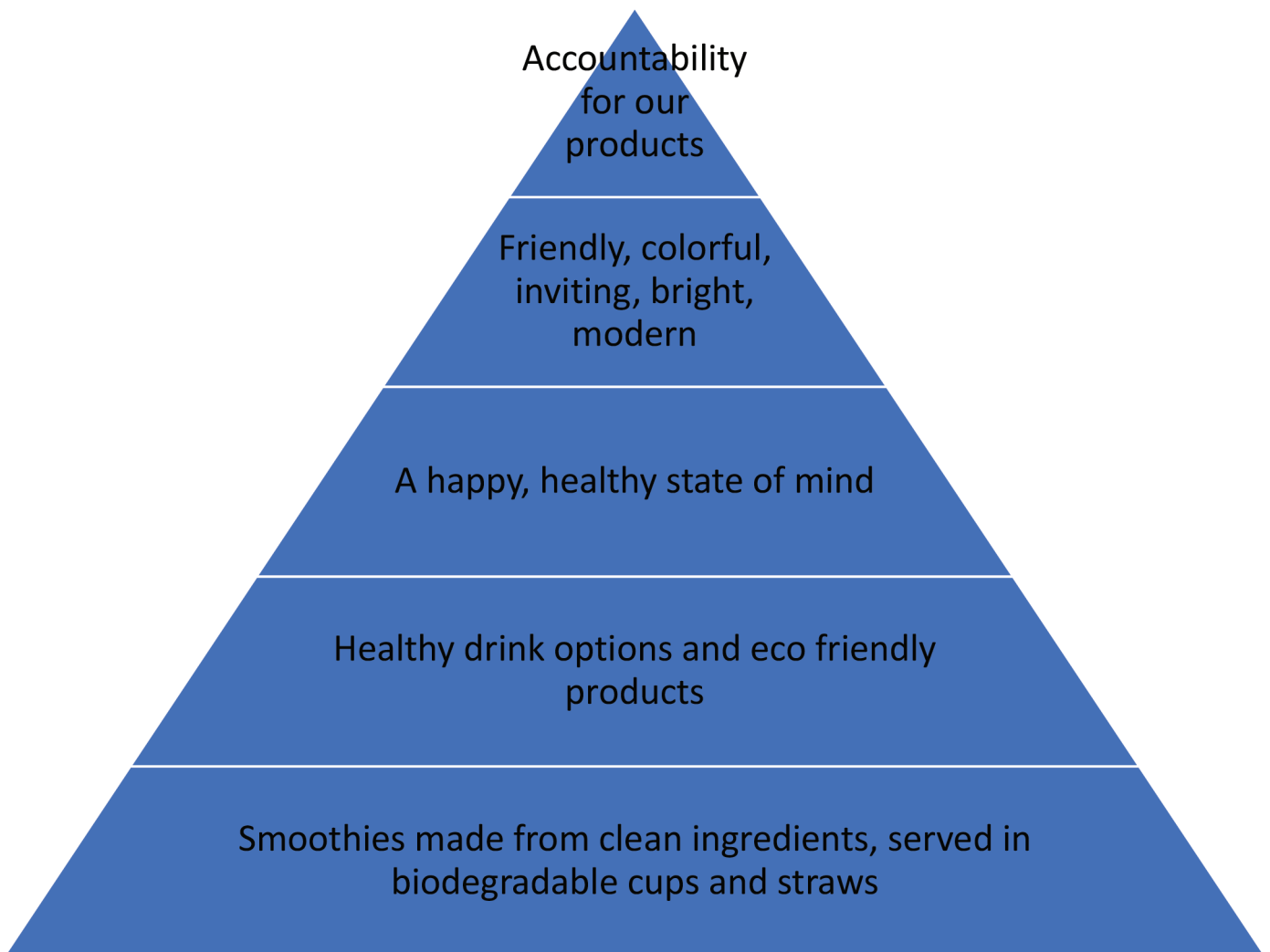
Client Brief

Fresh Squeeze is a smoothie restaurant franchise in the United States that promotes clean, healthy ingredients and environmentally friendly business practices. The goal of the company is to supply customers with a healthy and unique beverage that's just around the corner. The target users would be anyone that is a smoothie lover or, more specifically, that leads a healthy and environmentally-conscious lifestyle. The purpose of this website for this company is to help increase awareness of the healthy, eco-friendly options available, make ordering easier and more efficient for the customers, create a community, as well as an online and social media presence. Through this website the customers will be able to order their favorite smoothies online and pick them up at the store, saving them time and stress. The customer can customize their order, creating their very own smoothie recipe, customizing an existing recipe, or order from the menu. There is also a kids menu to choose from, for the picky little eaters. Fresh Squeeze wants to stay committed to their unique environmental-friendly beliefs and will offer only biodegradable cups and straws so the customer never has to worry about their carbon footprint, while enjoying a healthy and delicious smoothie. The online menu will feature all of the company's available smoothies, as well as pictures of each menu item and a list of the clean, all organic ingredients that go into each drink that they offer. In addition to creating a community, the website will offer a rewards program as well as a Happy Hour—a list of weekly specials the shop offers, in addition to existing menu items. Fresh Squeeze is committed to growing their community by helping their customers stay healthy and happy in a very eco-friendly way.

Brand Promise

At Fresh Squeeze, we believe that a company's values are as important as the products it makes. We believe that products designed from renewable plant-based ingredients are a more sustainable option for the environment. We believe that organic ingredients are a grocery, not a luxury. We believe kindness quenches the soul. We believe in absolute accountability for our ingredients. We believe healthiness is the root of all happiness. We believe in equal opportunity organics for everyone so that ALL may live a long, beautiful life.

Brand Message and Personality



User Persona #1



Jacob Miller

Demographics

Age: 22

Gender: Male

Marital Status: Single

Income: \$31,000/year

Location: Los Angeles, California

Defining Traits

1. Creative
2. Eco-Friendly
3. Self-Motivated

Professional Background

Education

Full Time Student at UCLA studying Earth and Environmental Science

Company / Job Title

Rincon Consultants, Inc. / Associate Environmental Planner/Scientist

Work Experience

Jake is currently in his senior year at UCLA & working toward an Earth and Environmental Science degree. For the last year, he has been gaining experience as an environmental planner/scientist with Rincon Consultants, Inc. He hopes to use his skills to protect and improve the environment; To develop and reinforce new patterns of environmentally sensitive behavior among individuals, groups and society as a whole for a sustainable environment.

Personal Preferences

Interests

Healthy living, Yoga, Meditation, Outdoor physical activities, Hanging out with friends, Discovering new breweries, Playing guitar, Helping the environment.

Favorite Brands & Products

Dr. Bronners, REI, Justin's, Patagonia, 7th Generation

Psychographics

Values

Work-life balance, being health conscious, eco-friendly mindset & honesty.

Goals

To promote environmentally sensitive behavior among his friends, family and coworkers.

Challenges & Frustrations

Busy schedule, Not enough healthy or eco-friendly options.

Communication Style



User Persona #2



Anne Liu

Demographics

Age: 35

Gender: Female

Marital Status: Married

Income: \$120,000/year

Location: Philadelphia, Pennsylvania

Defining Traits

1. Organized
2. Working mom
3. Healthy lifestyle

Professional Background

Education

MBA from Columbia School of Business, Columbia University

Company / Job Title

Spectra Corporate / Senior Director of Information Technology

Work Experience

After graduating with an MBA from Columbia University, Anne began working in finance. She then met her husband at a networking event and married 2 years later. When the time came to start a family, her husband took a better job offer in Philadelphia and the family moved to Pennsylvania. For the past 10 years, Anne has been working for Spectra Corporate, first as an IT professional, then moving up to senior director.

Personal Preferences

Interests

Healthy living, clean diet, daily workout routine, keeping her daughters active and healthy, musical theatre, mud runs, events in and around Philadelphia, coffee.

Favorite Brands & Products

Nike, Whole Foods, LuLuLemon, Starbucks, Purebarre, Orangetheory Fitness,

Psychographics

Values

honesty, health-conscious, efficiency, clear communication

Goals

To maintain her healthy lifestyle, while balancing her career and motherhood.

Challenges & Frustrations

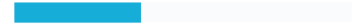
Busy, always on the go, not any healthy options for her kids. Needs something other than McDonalds.

Communication Style

Casual Professional



General Technical



User Analysis Summary

User Analysis

Any person of any age can be a Fresh Squeeze client. It is specific to people who enjoy smoothies and healthy lifestyle options.

The client's concerns would be that they need flexible hours and efficiency, as they are busy. They want a place that offers more clean eating, healthier options with little to no sugar. They are also looking for a place that is eco-friendly and environmentally conscious. Preferably, with their busy on-the-go schedules, online ordering or even an app, will accommodate their needs. Also, families who are looking for a healthier option for their kids need a place that is healthy but also offers kid's sizing options.

Website Features/Deliverables

Website Features

In order to satisfy the clients' needs, Fresh Squeeze will offer the following features on their website:

- A CTA button for online ordering – This section is where the clients can create their own customized smoothie, order from the existing menu and choose their specific size.
- Rewards—customer rewards for frequent users.
- Menu – a gallery menu so the customer can see what the smoothies look like, as well as pricing.
- Social Media Links- Give clients a place to make posts and upload photos of their experiences with Fresh Squeeze
- Happy Hour – A list of weekly specials going on in the shop that customers can take advantage of.
- Clean Ingredient List - for those health conscious customers who want to know what's in their meal.

Content Strategy Worksheet

Content Worksheet

Content discovery	Categories map content	Pages sitemap	Pages wireframe
Business:			
Strategy:			
	What I learned in Discovery	What it means for content or design	
Business Brief	A smoothie store that uses only fresh and seasonal ingredients with no added sugar to any of our products.	Brand Promise right in the heading and the business mission on the home page, as well as a CTA.	
Business' Unique value	To supply customers with a healthy and unique beverage, just around the corner.	With the mission on the homepage, they offer custom beverages and nutritional info on all the drinks offered.	
Website goals	<ul style="list-style-type: none"> • Provide healthier options to customers • Gain trust of customers • Customers can order custom smoothies, per their lifestyle choices • Promote healthier lifestyles that are also environmentally conscious. 	<ul style="list-style-type: none"> • CTA order button right on the home page • Mission right on the home page, as well as their vision on the About page • Custom order popup, as well as happy hour specials and rewards • The website lists all of the ingredients in all of the smoothies offered, and are served in biodegradable cups and straws 	
User characteristics	<p>Single/Married Parent- Busy, always on the go, not any healthy options for her kids. Needs something other than McDonalds.</p> <p>College Student- Busy schedule, Not enough healthy or eco-friendly options.</p>	Customers can run through the drivethru and order any of the business' smoothies without having to worry about it being unhealthy with too much sugar. It is also easy on the conscience because every smoothie is served in a biodegradable cup so as not to leave a carbon footprint.	

Content Strategy Worksheet

Content Worksheet

User needs & goals	What's in it for me? Easy to navigate website with a clear mission and clean ingredient list. Easy to order pop up window. To access healthier options for environmentally conscious people who are on the go and can't always prepare a meal from scratch	Clean website with easy to distinguish navigation and a no-nonsense, easy to find clean ingredient list. CTA button on the homepage makes it incredibly easy to order.
Branding Analysis	brand touch points	Website, ads, social media, gift cards, packaging (cups), receipt, rewards card, environment(store interior), product quality
Website message	That this is a business that caters to health conscious and environmentally friendly customers and make them aware that this is the better option for them. Brand promise: "Our goal is to provide a naturally sweet treat, without the guilt"	Brand promise on the header of every page, clean and inviting website which boasts environmentally friendly cups, as well as clean healthy ingredients.

Content Strategy Worksheet

Content Worksheet

Content Categories:		
Home	Brand promise, mission	CTA order button
About	Bio vision for the future	image of owner
Menu	menu of items offered clean ingredient list	images and pricing, with order button
Happy Hour	3 smoothies that are on special this week	image and order button
Rewards	description of rewards program	image of rewards card and sign up button

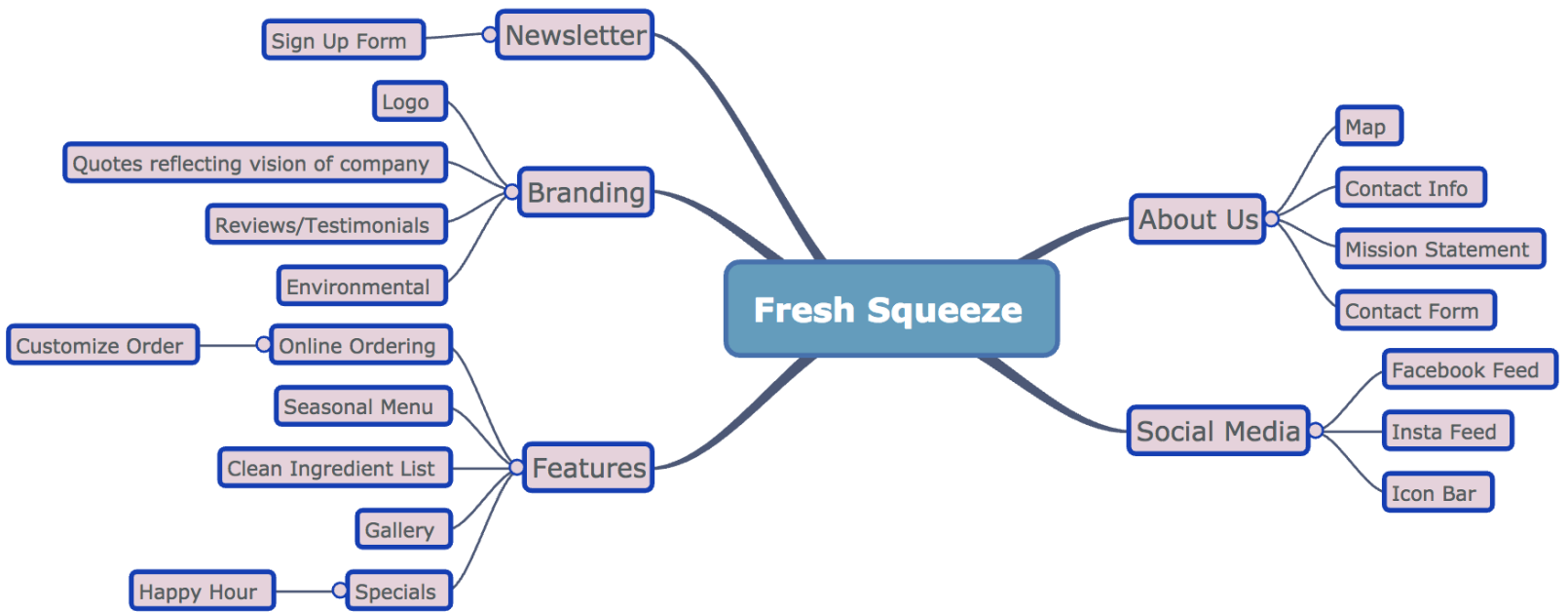
Pages: - Attach sitemap		
header	navigation	search
footer	navigation	social media
Home	CTA order button	Mission
About	Bio	Vision
Menu	Menu Items Clean ingredient list	order buttons (pop up window)
Happy Hour	3 special smoothies on special this week	order button (pop up window)
Rewards Signup	rewards program	sign up button (pop up window)

Content Strategy Worksheet

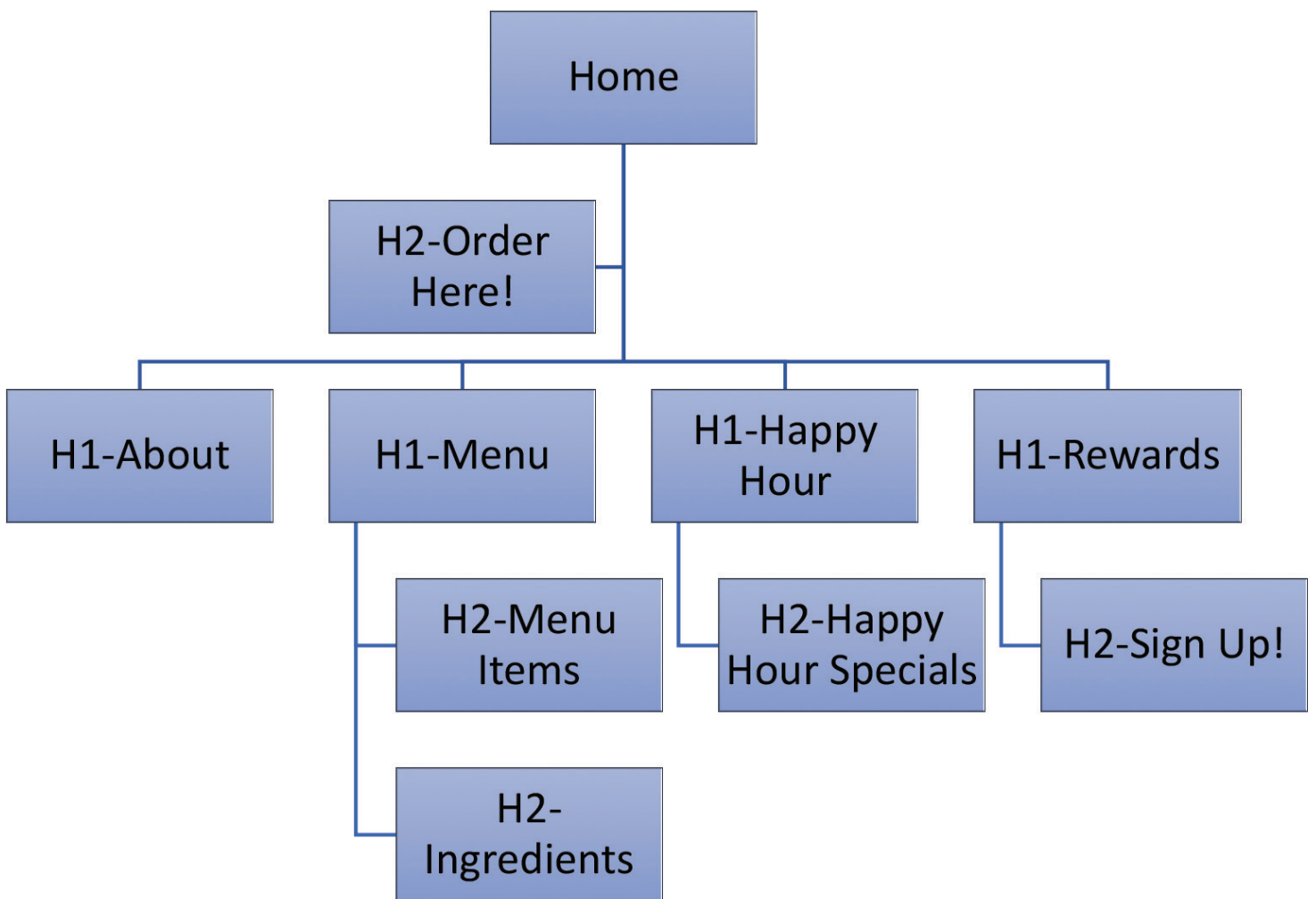
Content Worksheet

Pages: - Wireframe major pages Attach wireframes		
What is the <h> tag hierarchy?		
What form will the content take?		
Home	...eliminate your carbon footprint...	Order here!
About	Biography, Mission	Mission Statement, Our leader
Menu	Menu, clean ingredients	menu with images and pricing, ingredient list
Happy Hour	Weekly Specials	images and order button
Rewards	Rewards Description	Sign up!


Content Grouping



Sitemap and Hierarchy Chart



Wireframe Prototype







Slogan


[Home](#) | [About](#) | [Menu](#) | [Happy Hour](#) | [Rewards](#)

Order Here

Hero Image

Brief blurb about the company beliefs and what they provide for the client

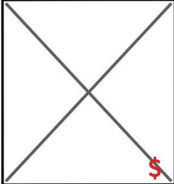
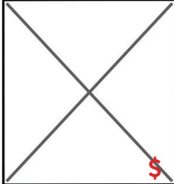
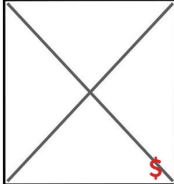
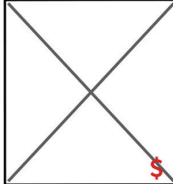
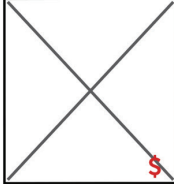
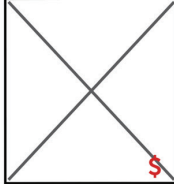
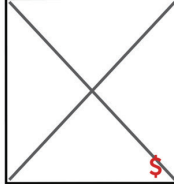
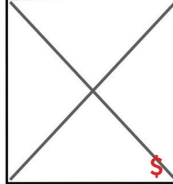
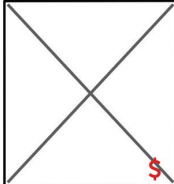
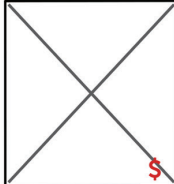
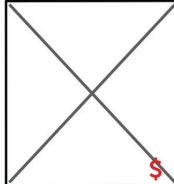
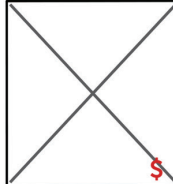




Slogan

[Home](#) | [About](#) | [Menu](#) | [Happy Hour](#) | [Rewards](#)

Menu

 <p>-----</p> <p>Order</p>	 <p>-----</p> <p>Order</p>	 <p>-----</p> <p>Order</p>	 <p>-----</p> <p>Order</p>
 <p>-----</p> <p>Order</p>	 <p>-----</p> <p>Order</p>	 <p>-----</p> <p>Order</p>	 <p>-----</p> <p>Order</p>
 <p>-----</p> <p>Order</p>	 <p>-----</p> <p>Order</p>	 <p>-----</p> <p>Order</p>	 <p>-----</p> <p>Order</p>

Nutritional Info and Clean Ingredient List

Wireframe Prototype



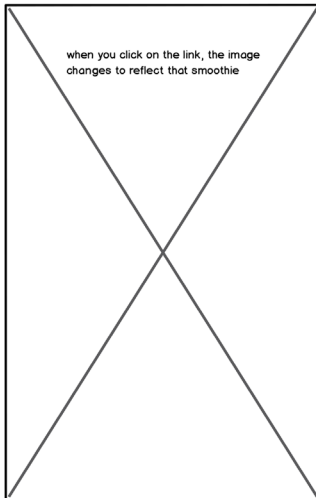
Slogan

[Home](#) [About](#) [Menu](#) [Happy Hour](#) [Rewards](#)



Happy Hour

Weekly Specials for the week of xx/xx



[Name of Smoothie](#)
[Placeholder text]
[Order](#) \$

[Name of Smoothie](#)
[Placeholder text]
[Order](#) \$

[Name of Smoothie](#)
[Placeholder text]
[Order](#) \$



Slogan

[Home](#) [About](#) [Menu](#) [Happy Hour](#) [Rewards](#)



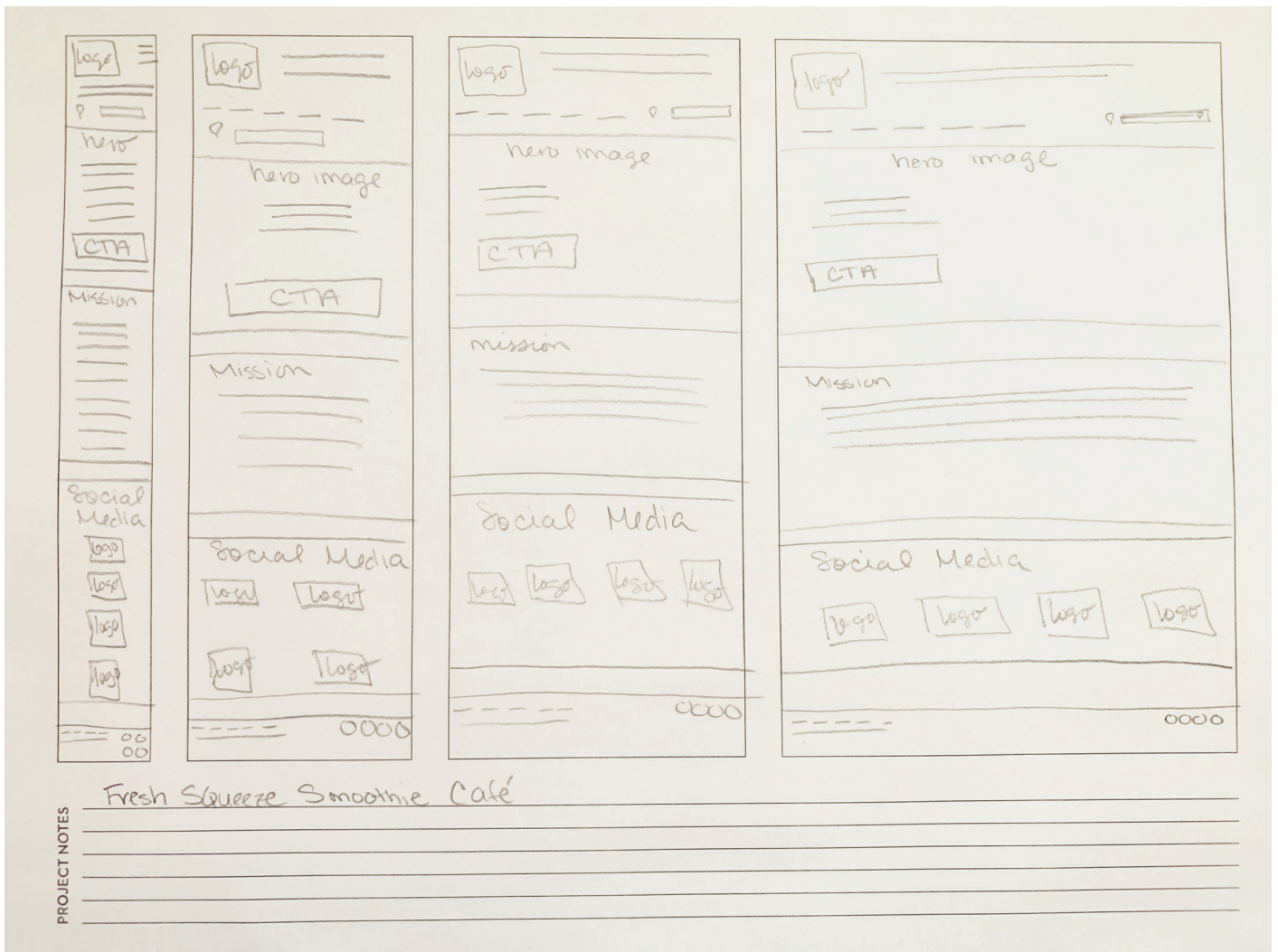
Rewards Program

Hero Image

[Placeholder text for hero image]

[Join Now!](#)

Breakpoint Wireframe



Style Tile



Fresh Squeeze Style Tile

Style Tile
version:1

Possible Colors



Textures



This is an example of a button

This is an Example of a Header

Font Name: Abril Fatface

This is an Example of a Sub Head

Font Name: Poiret One

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font Name: Poiret One

This is an example of a Text link »


Adjectives

Modern
FRIENDLY

Creative
Bright

Colorful
Inviting


Mockups



Our goal is to provide a naturally sweet treat without the guilt

Home About Menu Happy Hour Rewards

📍



The first cafe to offer biodegradable cups and straws to eliminate your carb footprint!

[Order Here!](#)

The Fresh Squeeze Mission...

At Fresh Squeeze, we believe that a company's values are as important as the products it makes. We believe that products designed from renewable plant-based ingredients are a more sustainable option for the environment. We believe that organic ingredients are a grocery, not a luxury. We believe kindness quenches the soul. We believe in absolute accountability for our ingredients. We believe healthiness is the root of all happiness. We believe in equal opportunity organics for everyone so that ALL may live a long, beautiful life.

Find us on social media!



Our goal is to provide a naturally sweet treat without the guilt

Home About Menu Happy Hour Rewards

📍

Our Mission

At Fresh Squeeze, we believe that a company's values are as important as the products it makes. We believe that products designed from renewable plant-based ingredients are a more sustainable option for the environment. We believe that organic ingredients are a grocery, not a luxury. We believe kindness quenches the soul. We believe in absolute accountability for our ingredients. We believe healthiness is the root of all happiness. We believe in equal opportunity organics for everyone so that ALL may live a long, beautiful life.

Our Leader



Ashley is an American entrepreneur, author and activist. She grew up in Michigan attending the Riverdale Country Day School, Riverdale High School, and Michigan University. In 2010, she founded and served as CEO of Fresh Squeeze Smoothie Cafe. Her goal is to "educate and help people connect the dots between fast and efficient meals, and the environment."

Our Vision

Our vision is to inspire well-being of mind, body and spirit through environmentally friendly smoothies. Through authenticity, creativity, and commitment to people and planet, we bring you the purest best tasting smoothies.

Mockups

Fresh Squeezed Our goal is to provide a naturally sweet treat without the guilt

Home About Menu Happy Hour Rewards

Menu



Strawberry

\$5.99

[Order Here!](#)



Raspberry

\$5.99

[Order Here!](#)



Blueberry

\$5.99

[Order Here!](#)



Kiwi

\$5.99

[Order Here!](#)



Banana

\$5.99

[Order Here!](#)



Peanut Butter

\$5.99

[Order Here!](#)



Peach

\$5.99

[Order Here!](#)



Chocolate

\$5.99

[Order Here!](#)

Ingredient List

Smoothies	12oz	20oz
ALOHA SURPRISE POG juice, pineapple sherbet, banana, strawberries, and mango		
BANANA BERRY TREAT orange juice, frozen yogurt, banana, and strawberries		
BERRY BLAST apple juice, banana, strawberries, blueberries, and raspberries		
BERRY LEMONADE lemonade, strawberries, and raspberries		
ENERGIZER orange juice, banana, and strawberries with an energy boost		
PB&J apple juice, frozen yogurt, peanut butter, strawberries, and banana		
FUNKY MONKEY nonfat milk, Hershey's chocolate syrup, peanut butter, frozen yogurt, and banana		
GOIN' GREEN apple juice, mango, and spinach		
INCREDIBLE HULK vanilla soy, spinach, peanut butter, and banana		
ISLAND DREAM POG juice, pineapple sherbet, peaches, and strawberries		
JOY OF SOY vanilla soy, plain yogurt, blueberries, and banana		
MANGO MADNESS orange juice, frozen yogurt, peanut butter, strawberries, and banana		

Home About Menu Happy Hour Rewards

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Fresh Squeezed Our goal is to provide a naturally sweet treat without the guilt

Home About Menu Happy Hour Rewards

Happy Hour

Weekly Specials for the week of 03/04



Kiwi..... \$3.99

[Order Here!](#)

Mango..... \$3.99

[Order Here!](#)

PB..... \$3.99

[Order Here!](#)

Home About Menu Happy Hour Rewards

© 2019 Fresh Squeezed Smoothie Cafe

Mockups



Our goal is to provide a naturally sweet treat without the guilt

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Rewards

Eat Better. Feel Better.
Save Better. Sign up
for Fresh Squeeze
Rewards and start
earning on every
single purchase. \$5
for every \$55 you
spend. VIP Rewards all
year long, and special
perks for you birthday.
So what are you
waiting for? Join the
Fresh side!



[Join Now!](#)



Mockups-Pop-Ups



Smoothie

Customize

Size

Extras

Sub Total: \$5.99
+ Tax: \$0.36
Total: \$6.35

Place Order!

I ♥ Smoothie
Drink Smoothie every day
Raw
Detox



Name

Street Address

City Zip

Phone Number (Optional)

Email Address

Birthday

Join Now!

Smoothie
Raw
Detox
Green + Raw
Raw
Vegan

Project Milestones

Project Milestones for Fresh Squeeze

Item	Comments	
Discovery		
Client Brief	Well written	
Branding Statement		
User Persona	Great idea of who the clients are	
User Analysis		
Sign-off: Ashley Adamcryk		Date:2/19/19
Content		
Website Features	Good use of features	
Content List (what / how)		
Sitemap		
Home page h tag		
Sign-off: Ashley Adamcryk		Date:2/25/19
Design		
Desktop Wireframe		
Breakpoint Wireframe		
Style Tile	Love the color choices	
Prototype	Looks Great!	
Sign-off: Ashley Adamcryk		Date:2/25/19
Prototype		
Prototype Website		
Sign-off: Ashley Adamcryk		Date:2/25/19



Self Evaluation

Evaluation of being a Designer

The experience that I already have as a designer came in handy here. I was surprised to see all of the steps that it takes, particularly the planning stages. I didn't realize so much prep went into creating the right site for your client. I'm really glad to have gone through the process though, because I think it taught Ashley a lot too, about what works and what doesn't work, or what she needs on her site.

Evaluation of being a Client

This part was a little bit harder for me because I'm used to only being the designer. It was actually difficult to answer all the questions about what exactly I want on my site, and what would work best for the users. Ashley did a really good job interpreting my users needs and translating that to a well functioning site.