



Cup Joy

COFFEE CO.

Group 1:

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Holly Moneymaker, Robert Thomas

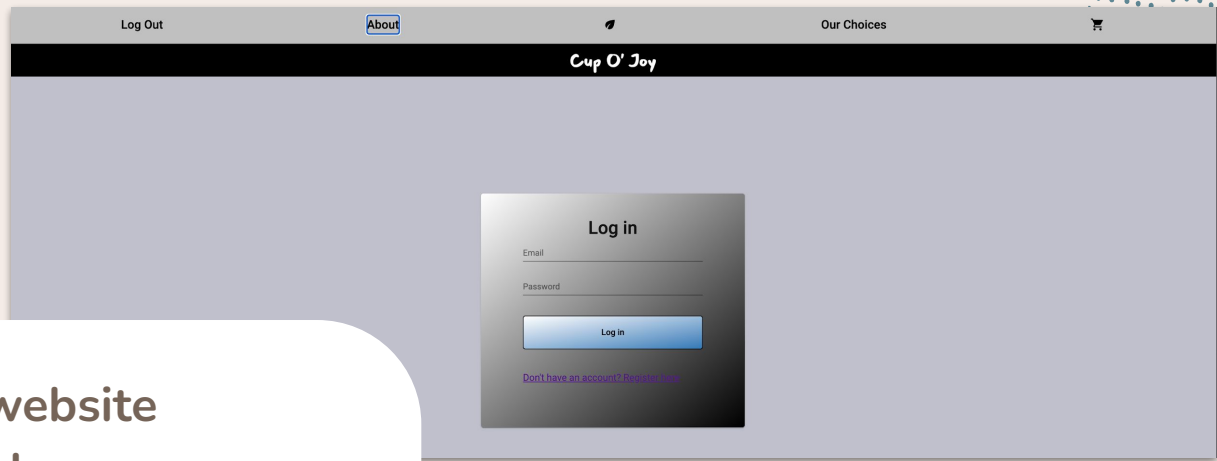
Prototypes:

Mobile

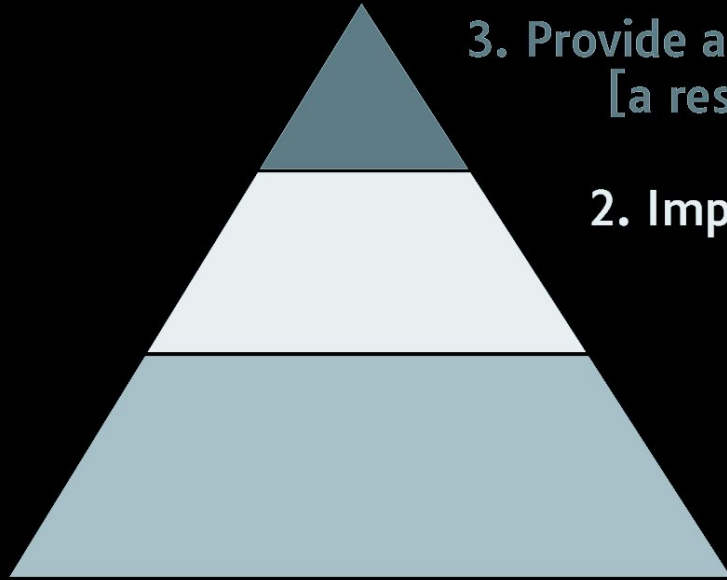
Desktop

The Reasons for Redesign

- Bland layout for the website
- Uninteresting color scheme
- Confusing logo (leaf or coffee bean)
- Weak identity or brand design
- Unidentifiable color scheme
- Not very thought out navigation bar
- Boring font selection
- Lack of imagery



Our Goals



3. Provide a warm and welcoming experience for shoppers
[a result of the combo of branding and ease of use]

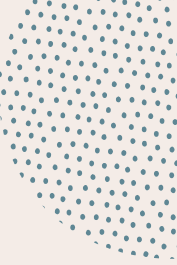
2. Improve ease of use [consistent UI standards,
navigation, and look and feel of site]

1. Be identifiable and recognizable
[with appropriate branding]

A New Identity



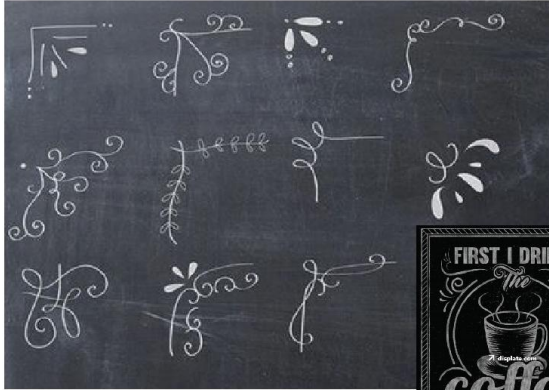
Cup O' Joy



L-R
#DDD4C7
#4A6362
#0E3635
#70523D
#231F20



Our Mood Board



Fonts

Tauri

Whatever it takes

FreeFont

Tajawal



A New Logo & Look!

- Font Choice
- Design
- Surprise Element
- The Palette

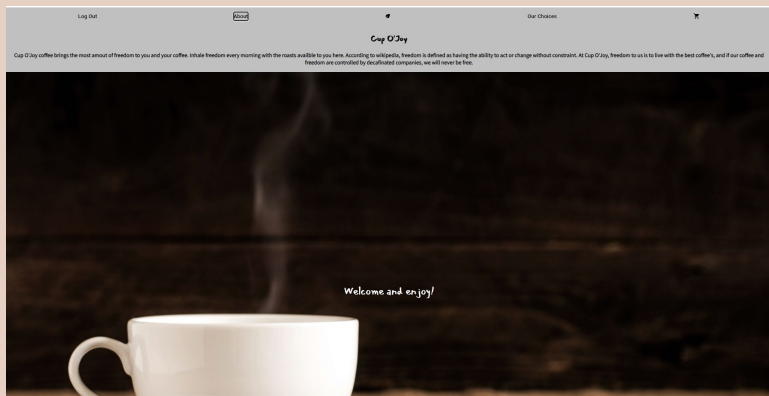
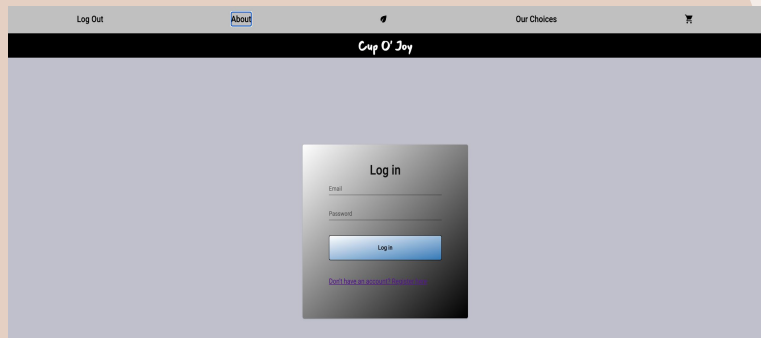


Whoa!

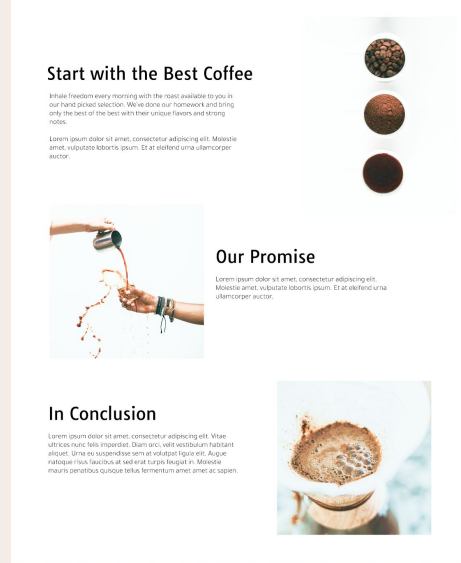
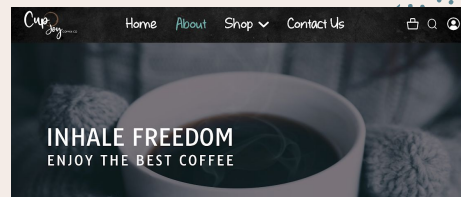
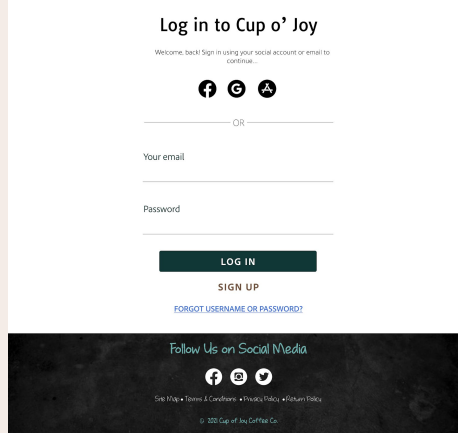
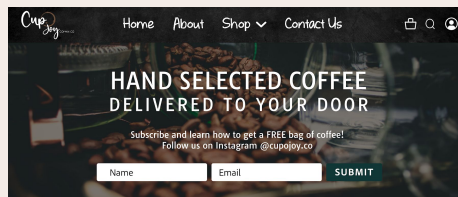
Introducing our site...

[Cup O Joy Coffee Company](#)

Success Analysis

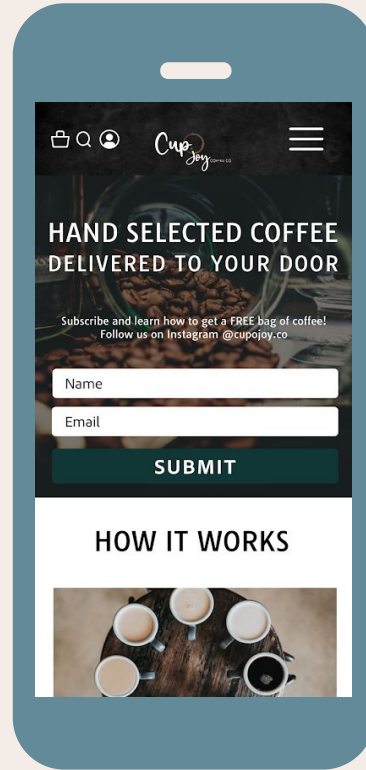


- Beautiful
- Functional
- Easily Recognizable



Mobile Site

Our site is also mobile-friendly working on both phones and tablets



Questions?

Cup
Joy COFFEE CO.





*Thank
You!*