MILSTEAD & co.

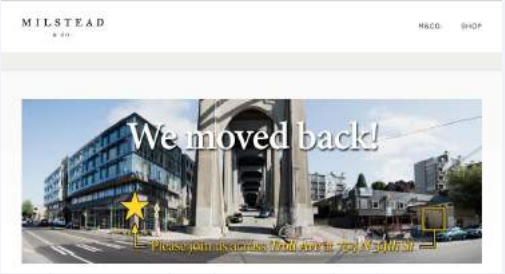
Visual Design for UX
Website Redesign

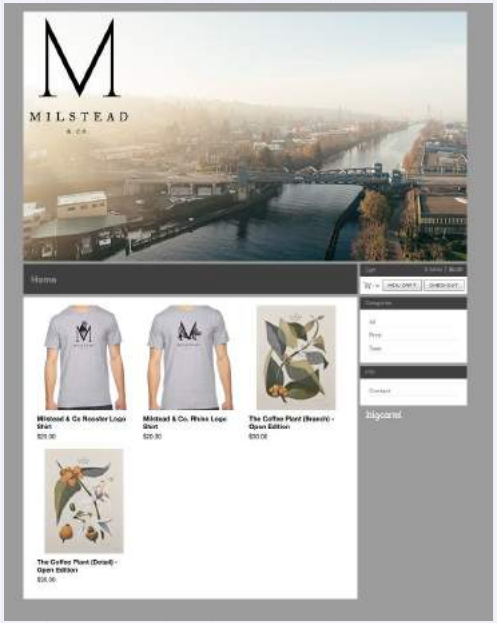
Tuesday, August 28th, 2018

Introduction

Milstead & Co. is a coffee shop that I love going to. It has a modern aesthetic that is clean and sophisticated.

I chose this as my project because I believe their website did not convey the same qualities as their remarkable coffee shop.





Website Audit

In my audit I found the following issues:

1. The landing page doesn't prominently feature their coffee business.

2. There is a lack of consistency across other pages such as the shopping page.

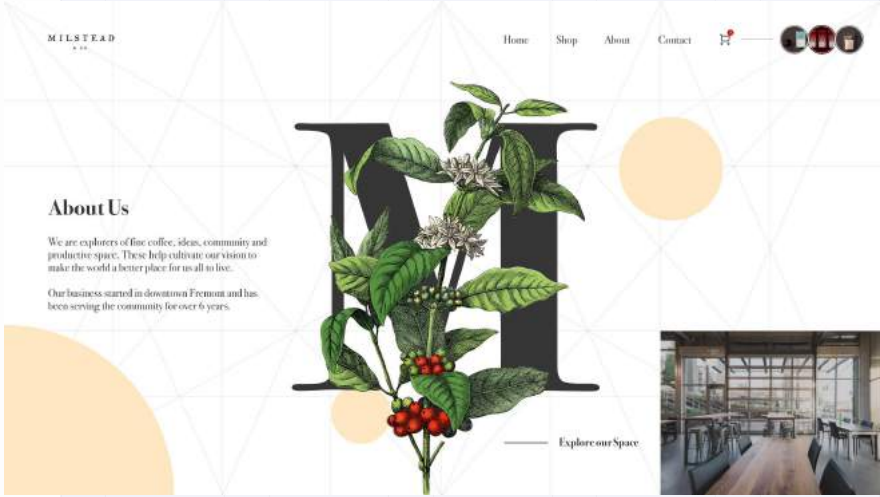
3. There is no responsive mobile design.

My Plan

1. Establish hierarchy and consistency across every page.

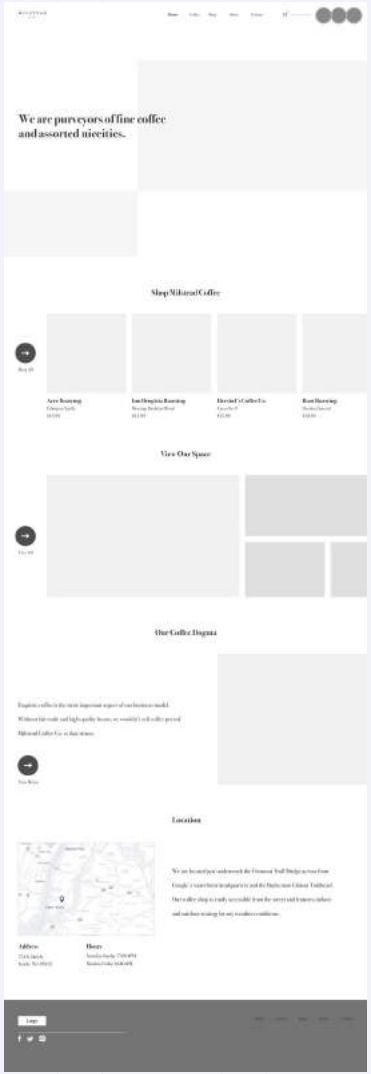
2. Create visual interest with an updated modern design that matches Milstead's aesthetic.

3. Improve accessibility of the site across mobile devices.



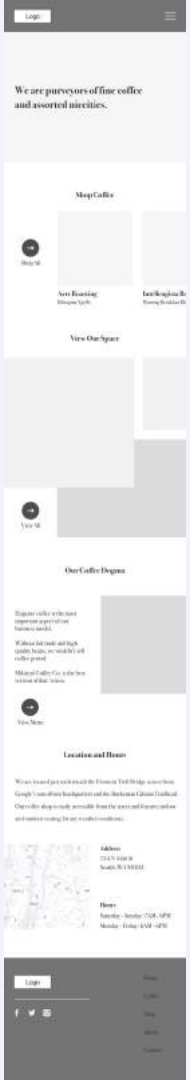
Design Process
Wireframes

Landing Page
Desktop

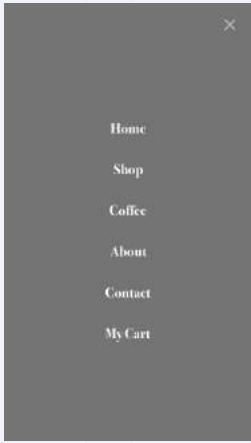


Design Process
Wireframes

Landing Page
Mobile



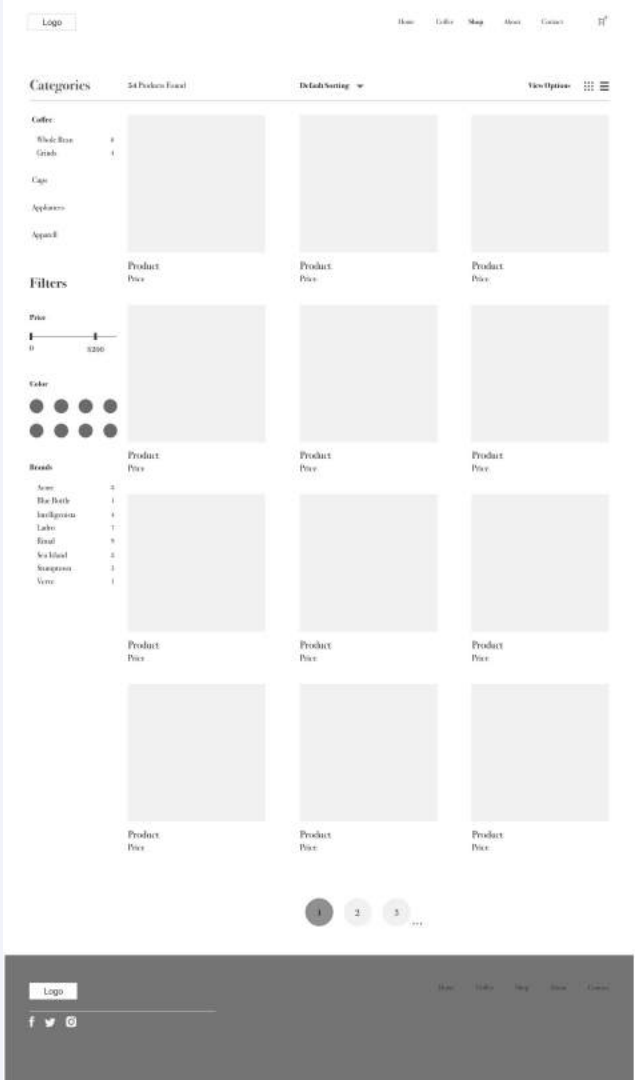
Mobile Menu
Mobile



Dwayne Franco

Design Process
Wireframes

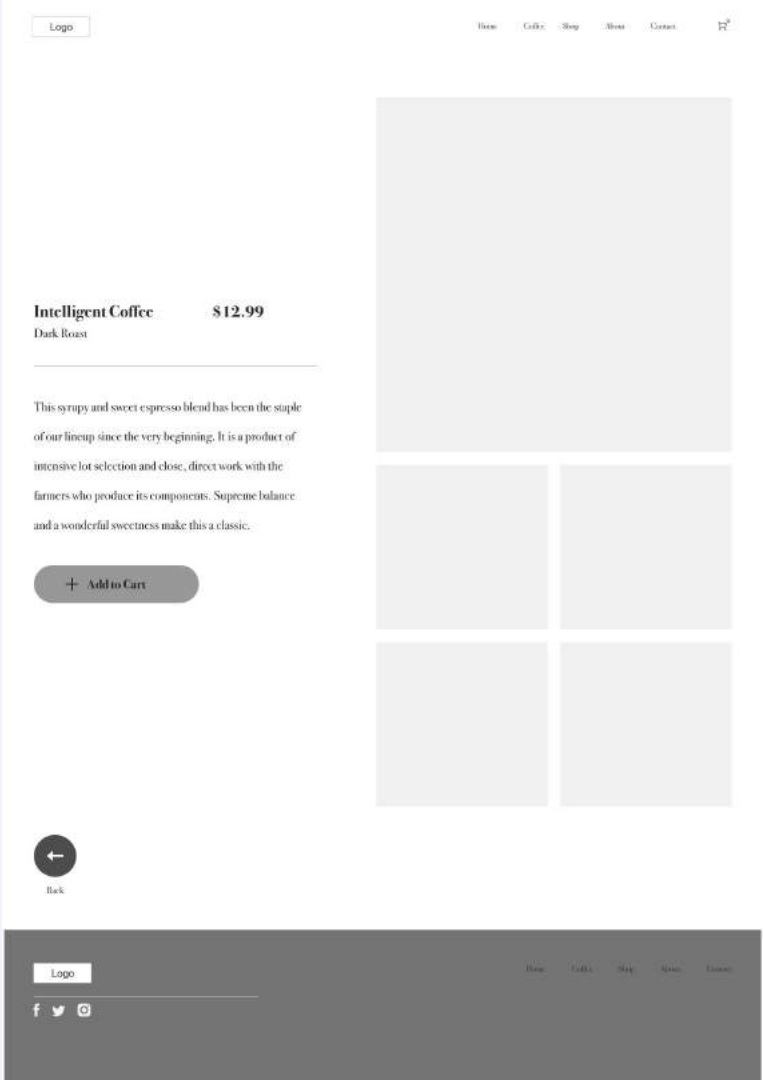
Shop Filter Page
Desktop



Dwayne Franco

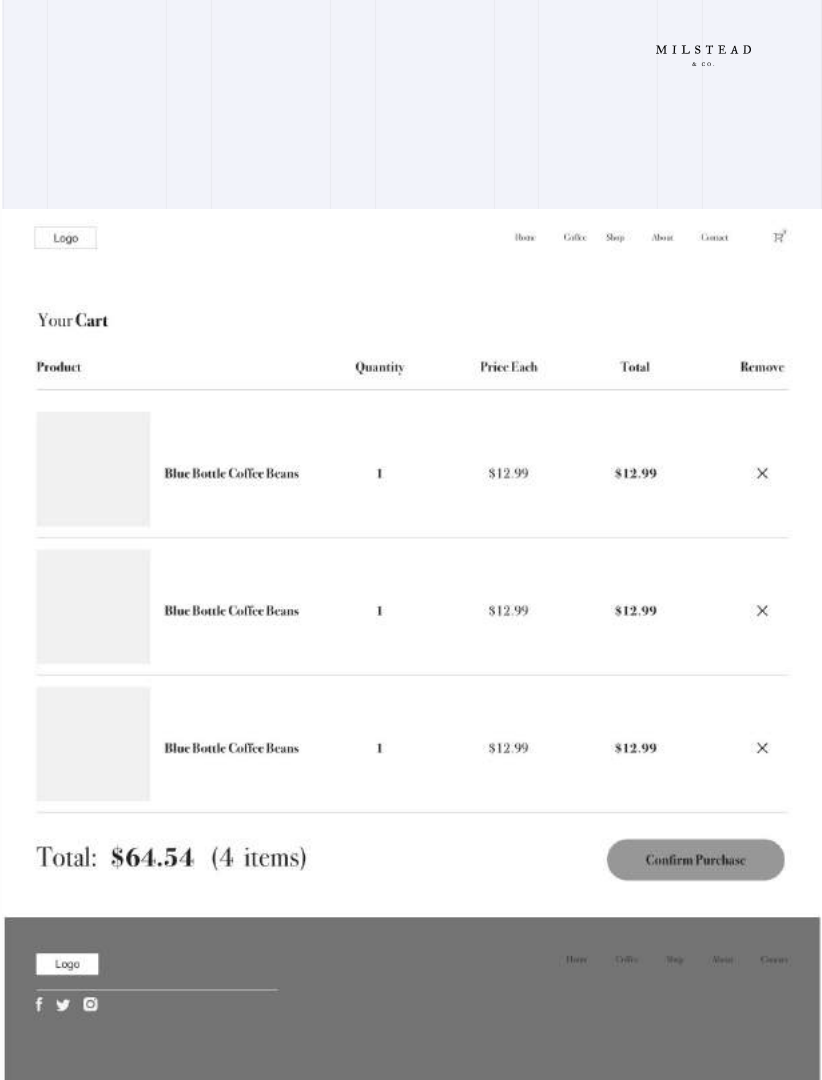
Design Process
Wireframes

Shop Item
Desktop



Design Process
Wireframes

Cart
Desktop

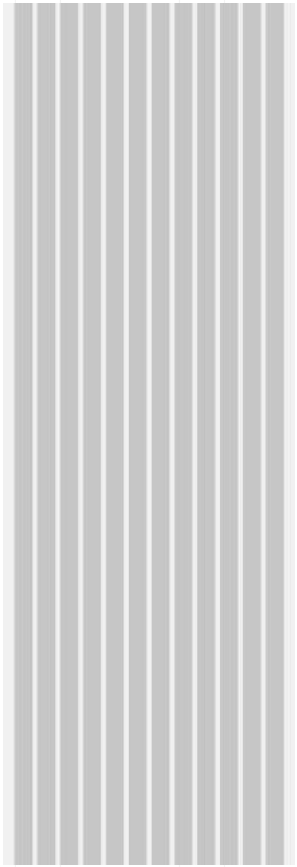


Layout Grids

12 Column Desktop Grid

- 56px width margins
- 88px width columns
- 24px width gutters

12 Column Grid
Desktop



Layout Grids

12 Column Mobile Grid

- 73px width columns
- 24px width gutters

4 Column Grid
Mobile

Color Palette

Milstead & Co's original site had a simple black, white and gray color scheme.

I wanted to add a little variation that featured the same muted look and continued to give a minimalistic feel.

#545e70

#b5c3c8

#eaebe8

#f7f7f7

Type System

Typeface: Bodoni 72

The Bodoni 72 serif typeface was chosen because it conveyed elegance and modernity, which matched the sophisticated aesthetic of Milstead & Co.

Bodoni 72

Bodoni 72

Desktop

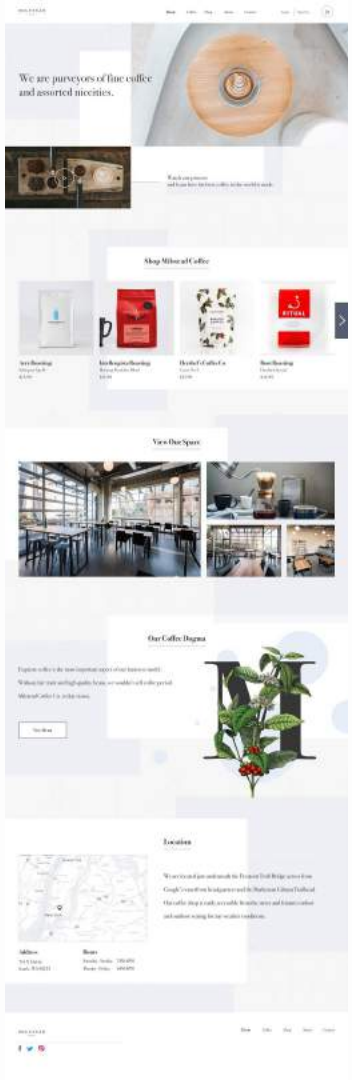
Headings - Bold	32px
Paragraphs - Book	24px
Subtext - Book	18px

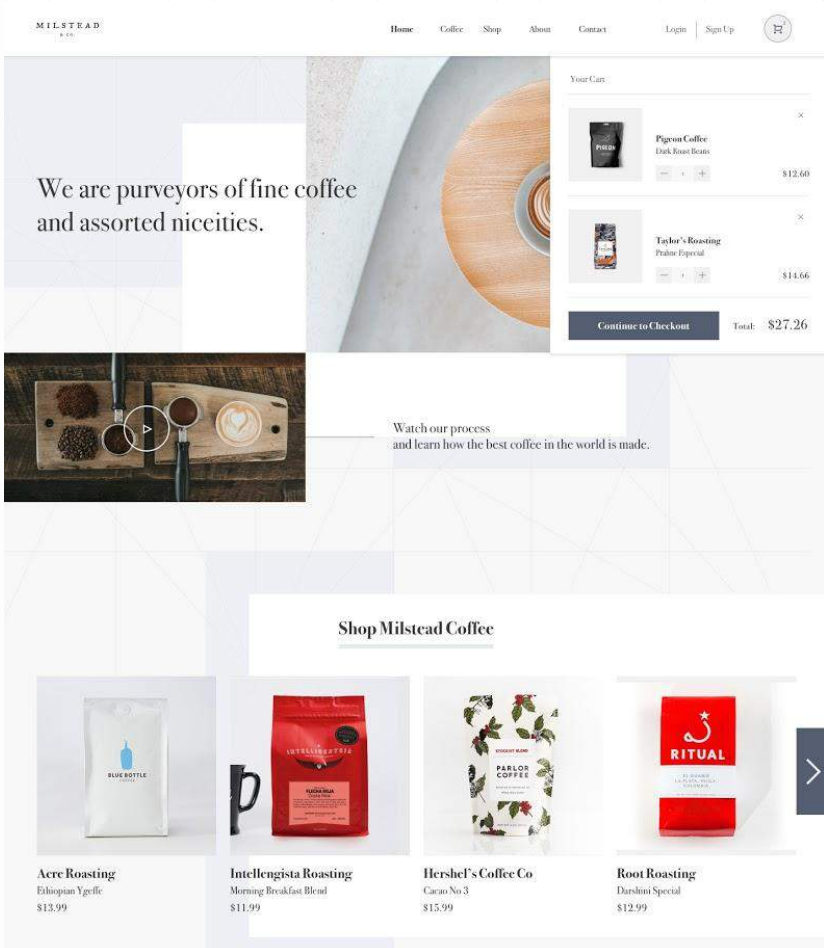
Mobile

Headings - Bold	18px
Paragraphs - Book	14px
Subtext - Book	12px

Dwayne Franco

Final Designs
Desktop





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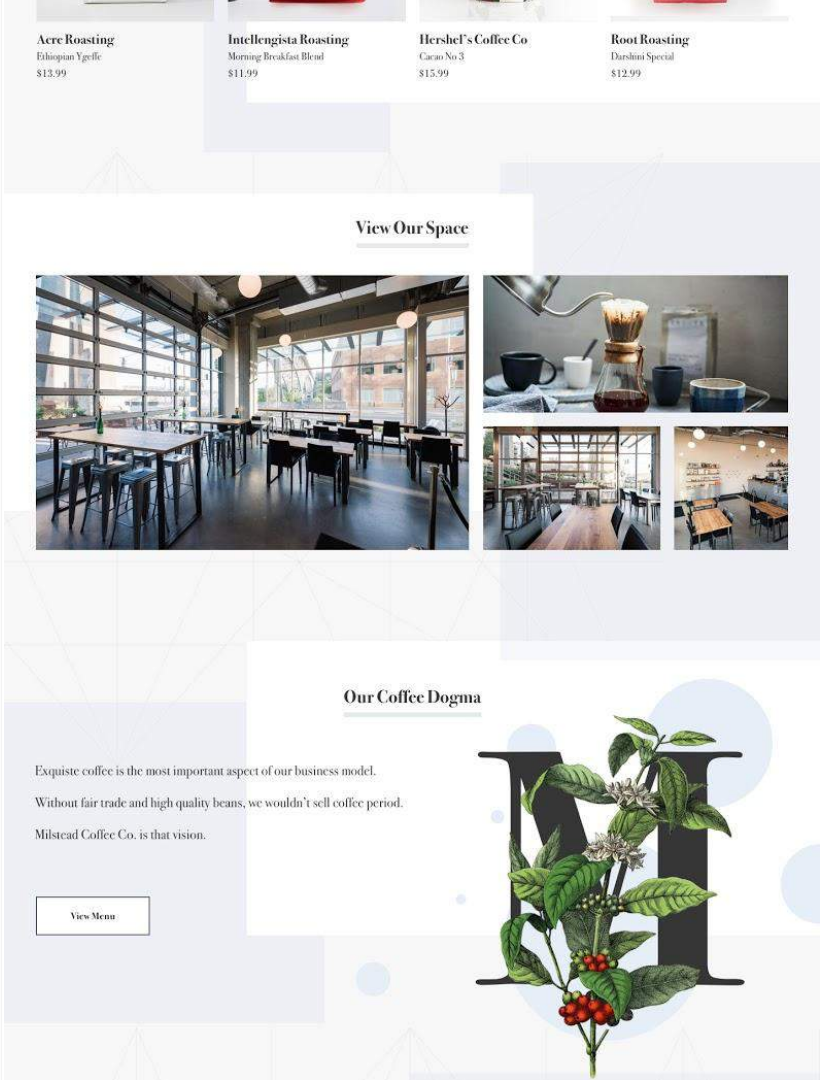

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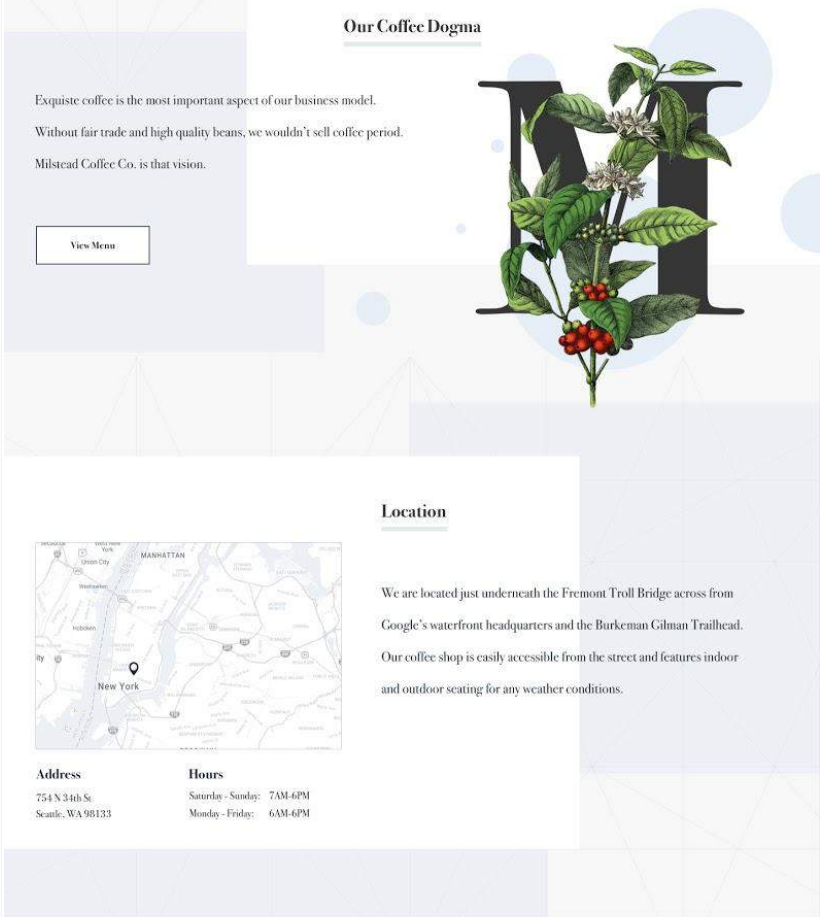

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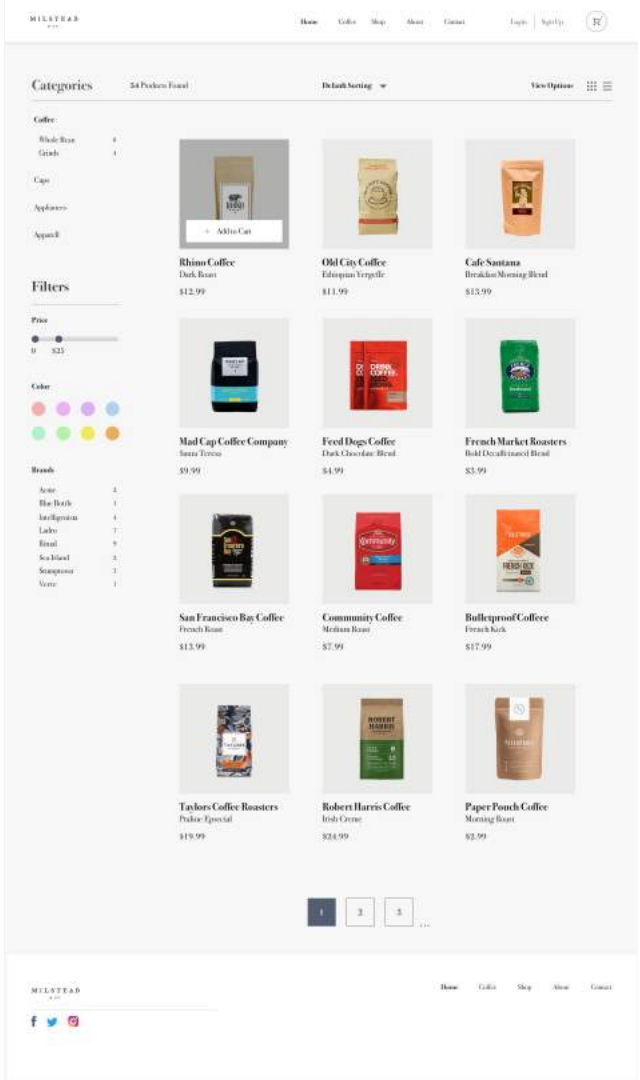

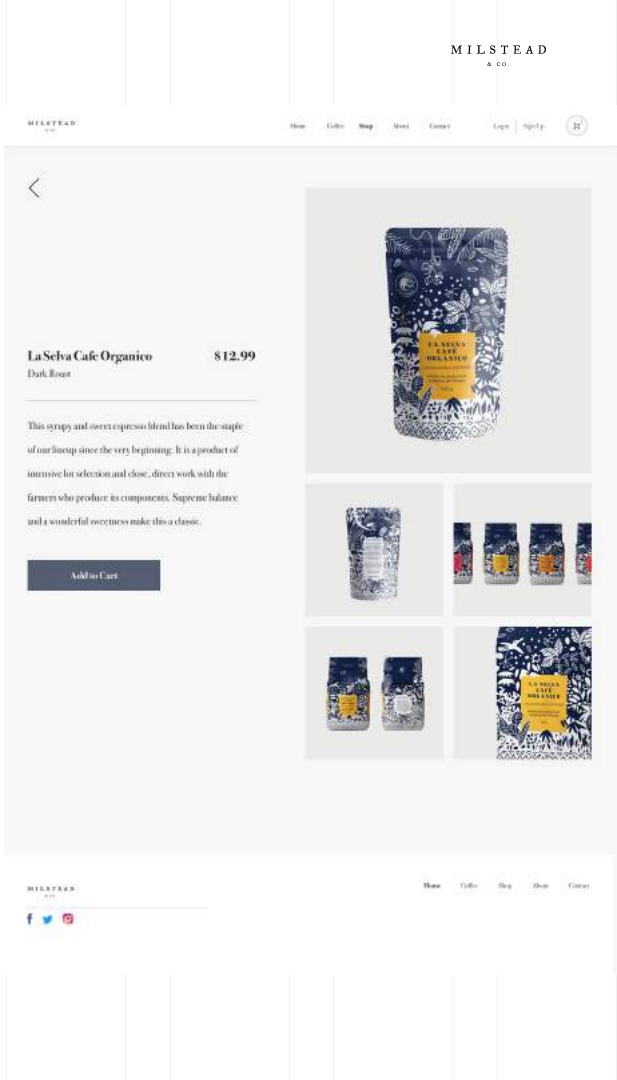

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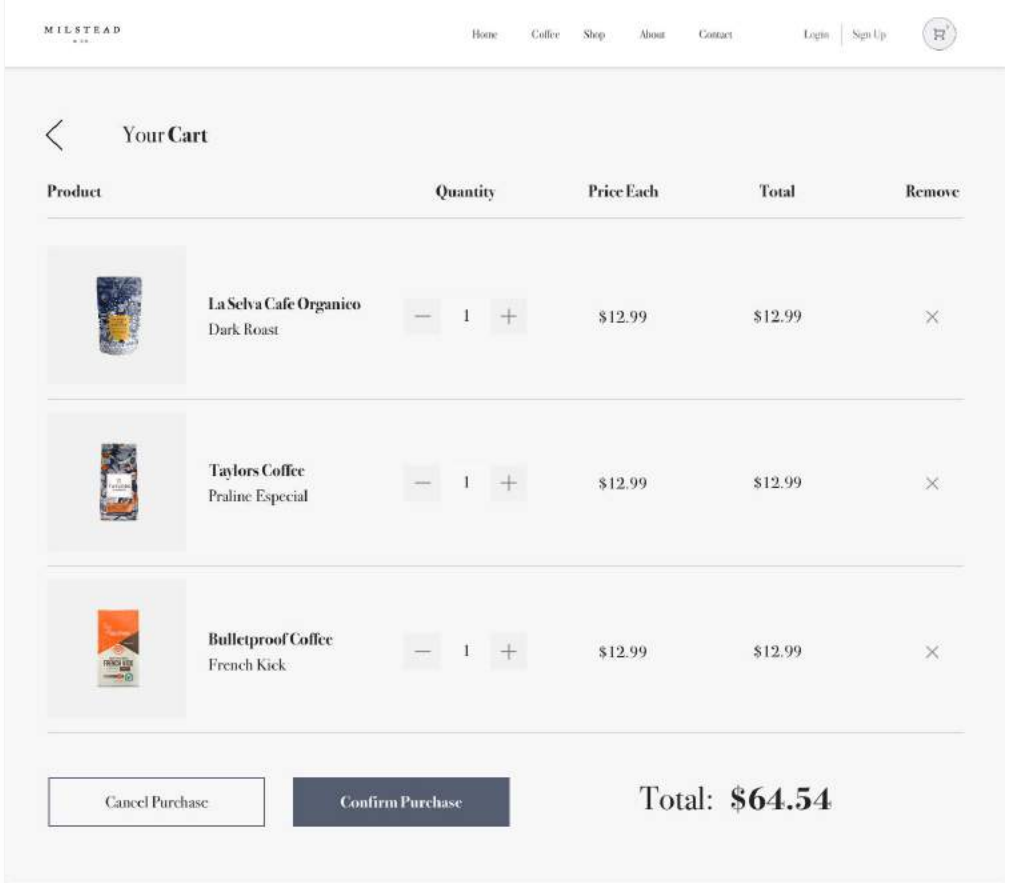
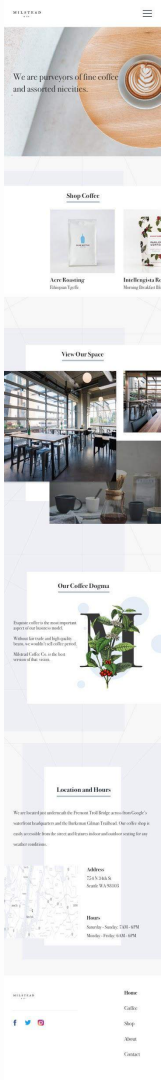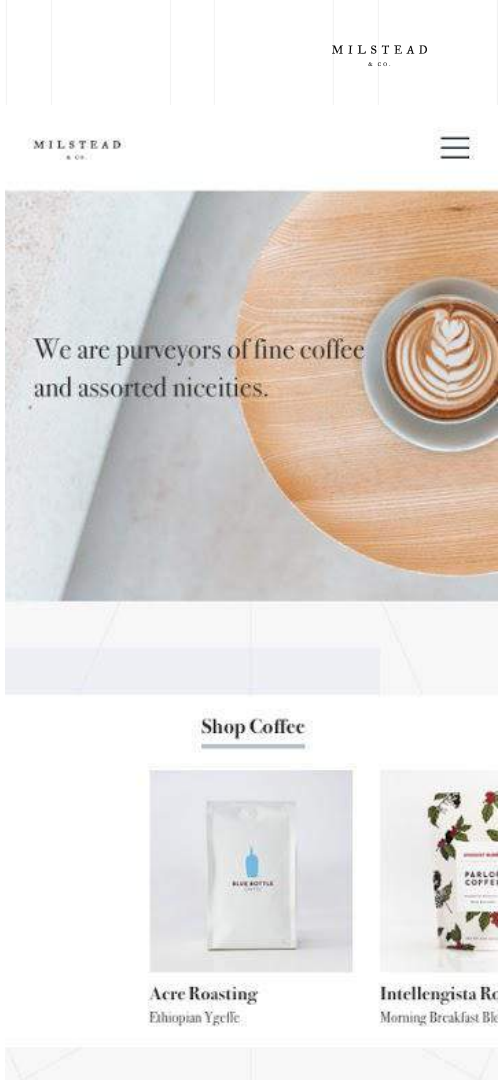
Final Designs
Mobile