

MILSTEAD
& CO.

Visual Design for UX

Website Redesign

Introduction

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

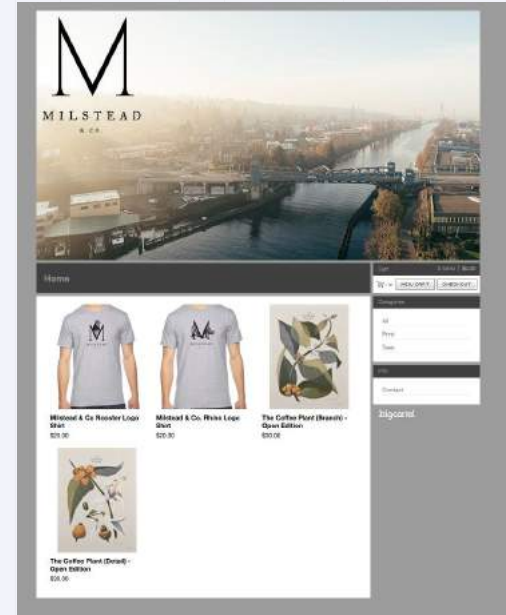
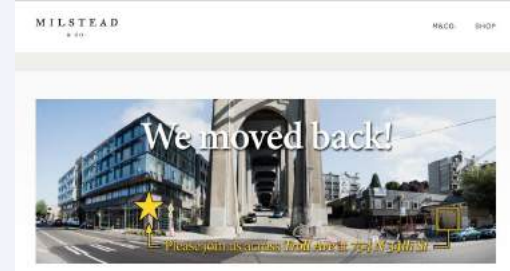
I chose this as my project because I believe their website did not convey the same qualities as their remarkable coffee shop.



Website Audit

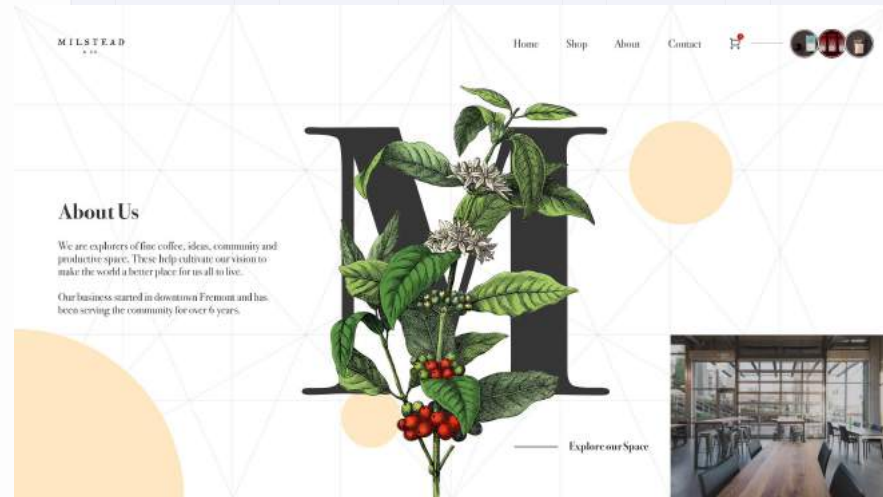
In my audit I found the following issues:

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.

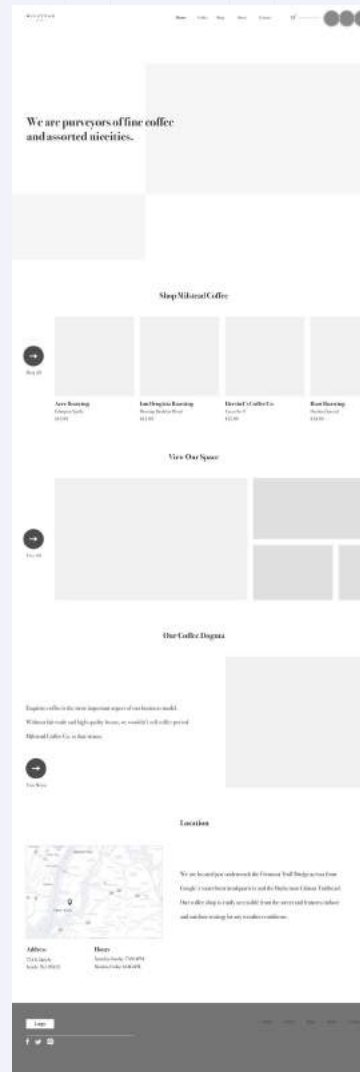


Design Process

Wireframes

Landing Page

Desktop



Design Process

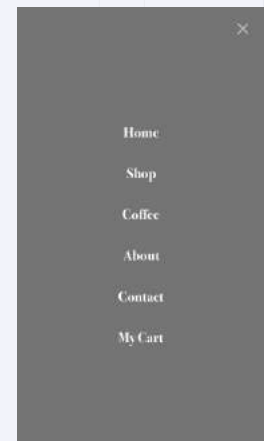
Wireframes

Landing Page

Mobile

Mobile Menu

Mobile

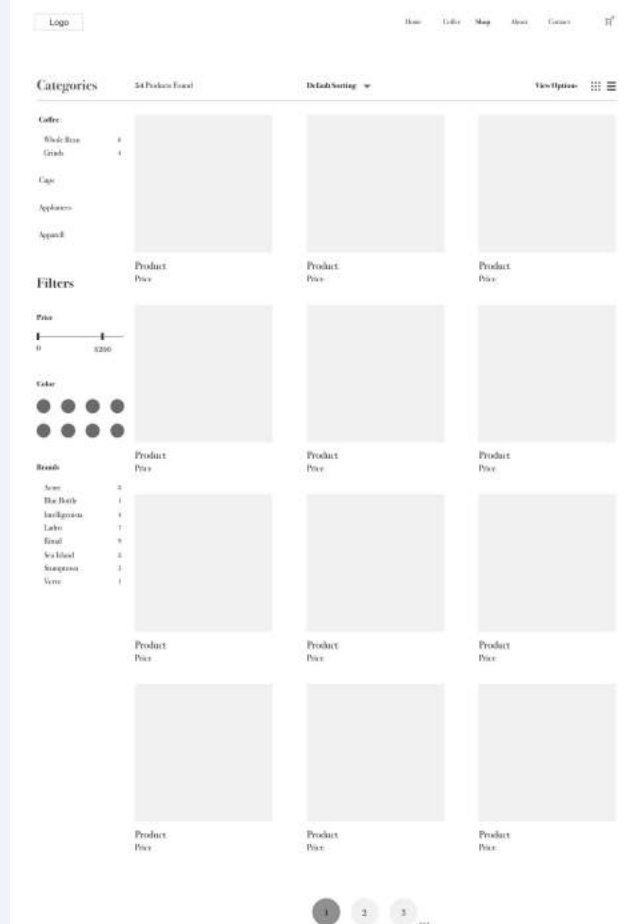


Design Process

Wireframes

Shop Filter Page

Desktop



Design Process

Wireframes

Shop Item

Desktop

Logo

Home Coffee Shop About Contact



Intelligent Coffee **\$12.99**
Dark Roast

This syrupy and sweet espresso blend has been the staple of our lineup since the very beginning. It is a product of intensive lot selection and close, direct work with the farmers who produce its components. Supreme balance and a wonderful sweetness make this a classic.

+ Add to Cart



Back

Logo

Home Coffee Shop About Contact

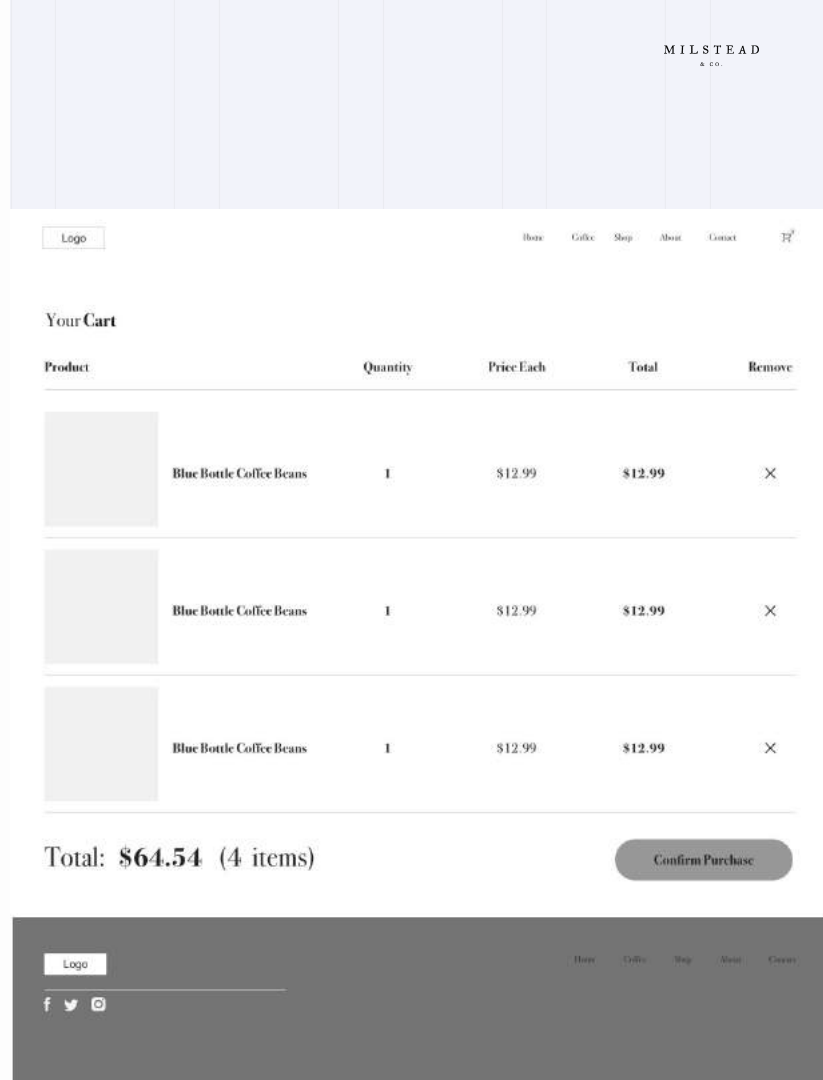


Design Process

Wireframes

Cart

Desktop

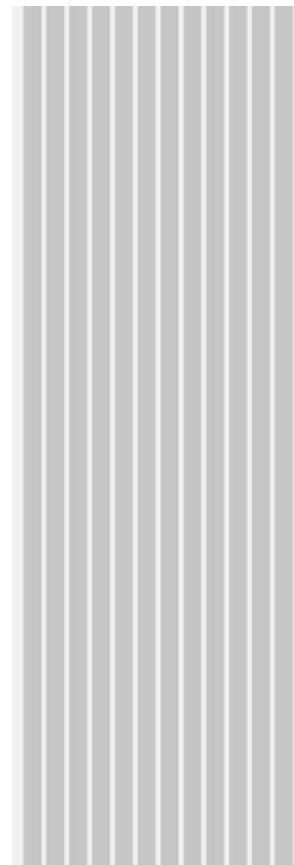


Layout Grids

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

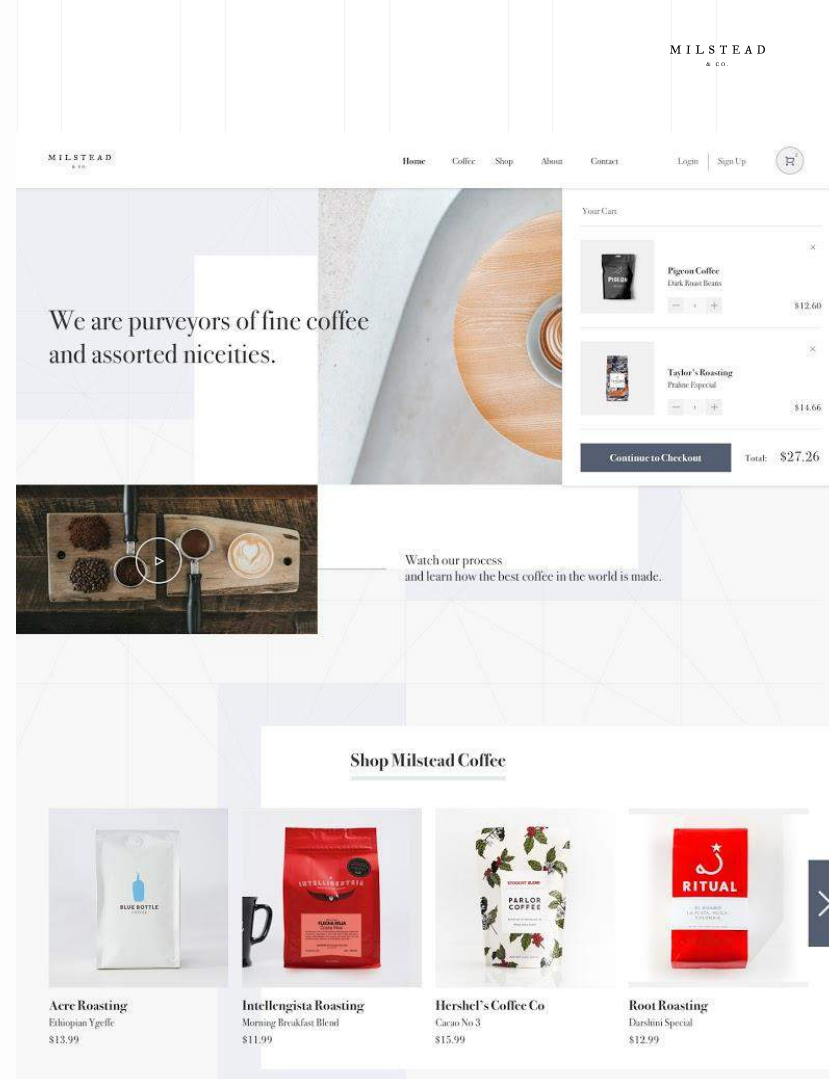
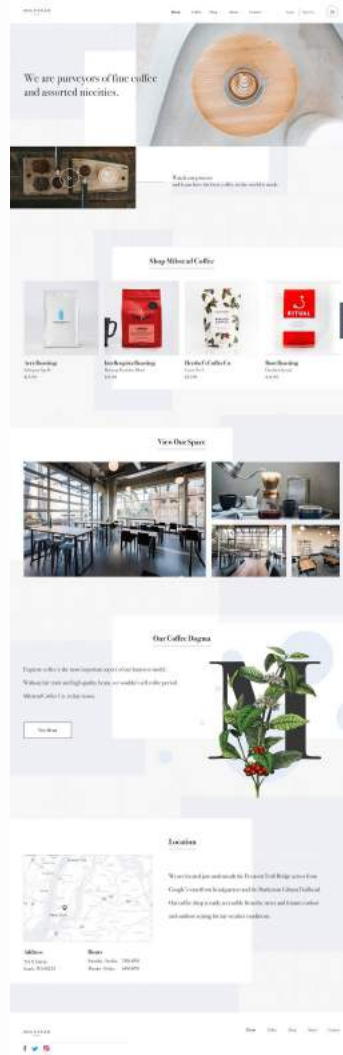
Desktop

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

Mobile

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

Final Designs Desktop



Final Designs

Desktop

Acre Roasting
Ethiopian Ygreffe
\$13.99

Intellengista Roasting
Morning Breakfast Blend
\$11.99

Hershel's Coffee Co
Cacao No 3
\$15.99

Root Roasting
Darshini Special
\$12.99

View Our Space



Our Coffee Dogma

Exquisite coffee is the most important aspect of our business model.
Without fair trade and high quality beans, we wouldn't sell coffee period.
Milstead Coffee Co. is that vision.

[View Menu](#)



Final Designs

Desktop

Our Coffee Dogma

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[View Menu](#)



Location



Address

754 N 34th St
Seattle, WA 98133

Hours

Saturday - Sunday: 7AM-6PM
Monday - Friday: 6AM-6PM

We are located just underneath the Fremont Troll Bridge across from Google's waterfront headquarters and the Burckman Gilman Trailhead. Our coffee shop is easily accessible from the street and features indoor and outdoor seating for any weather conditions.

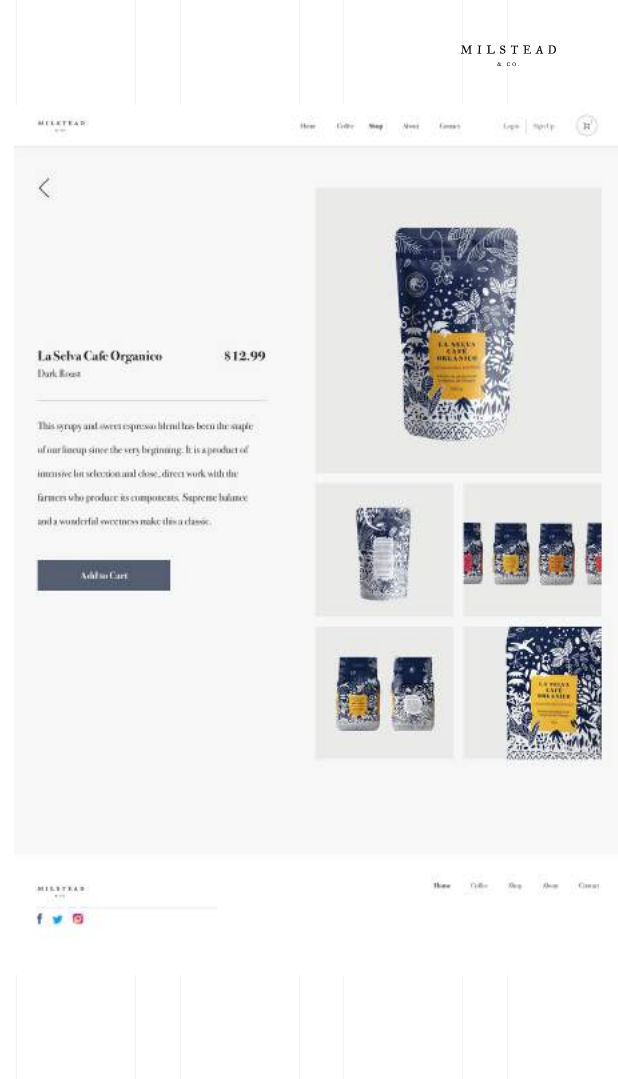
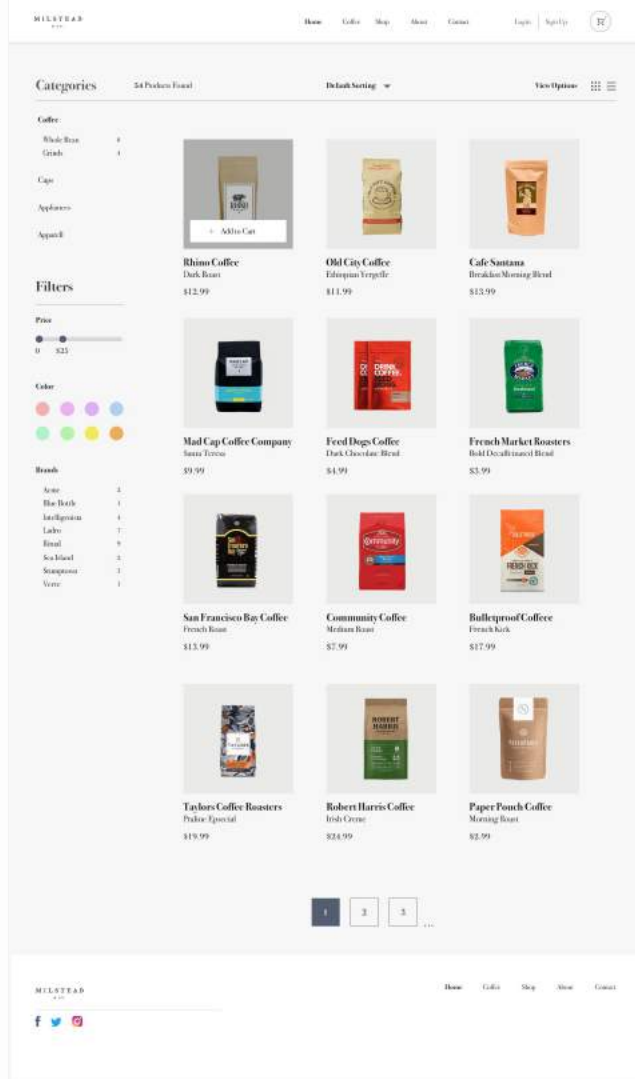
MILSTEAD
COFFEE



[Home](#) [Coffee](#) [Shop](#) [About](#) [Contact](#)

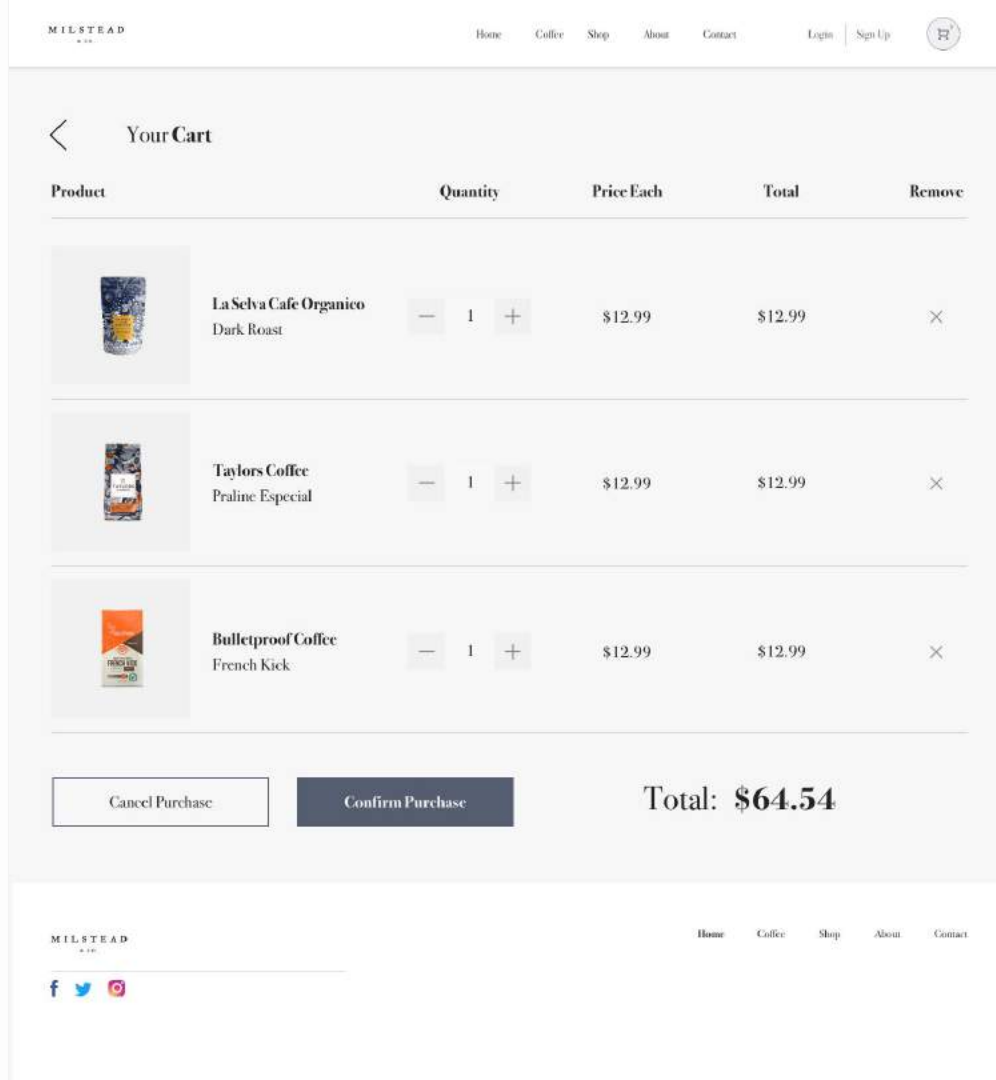
Final Designs

Desktop



Final Designs

Desktop



Final Designs Mobile

