

Commonwealth Cold Brew Coffee Website Redesign



Course: DGM 6461 Interactive Information Design 1

Name: Wenhui Xu



Brand Discovery

Commonwealth Coffee Co. is a processing company dedicated to the cold brewing business including offer retail coffee products, self-making cold brew machine, and related coffee services.

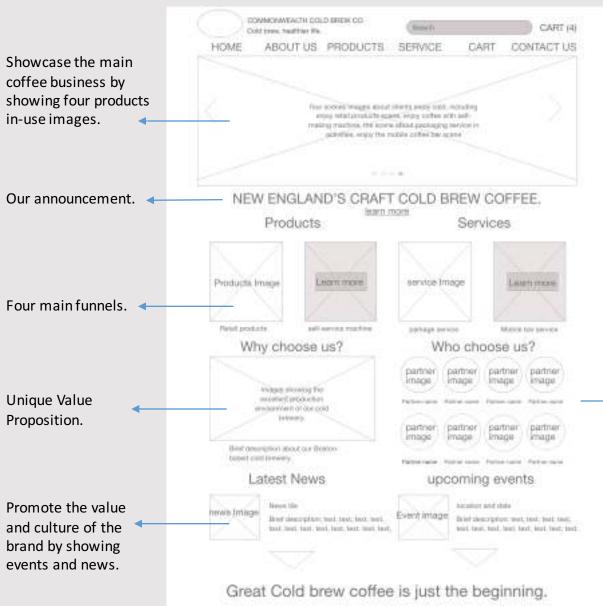


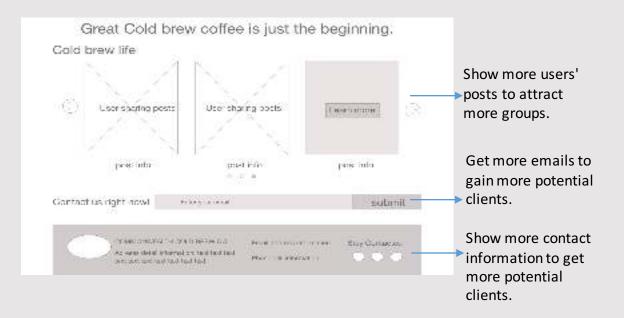
Target Audiences:

- 1) Some Supermarket Chain like Wholefood
 Goal: Sell self-service coffee machine and retail cold brew coffee products.
- **2)** Boston local restaurants or bars **Goal:** Sell self-service coffee machine and retail cold brew coffee products.
- **3)** Office/company purchasing department **Goal:** Sell self-service coffee machine and retail cold brew coffee products.
- **4)** Party/events/celebration activities organizer **Goal:** To occupy more markets by providing excellent coffee services like packaging service and mobile café daily mobile bar.



Homepage

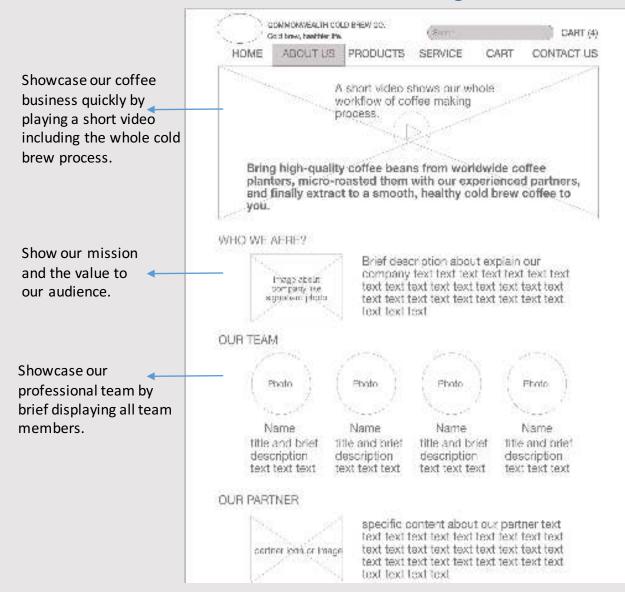


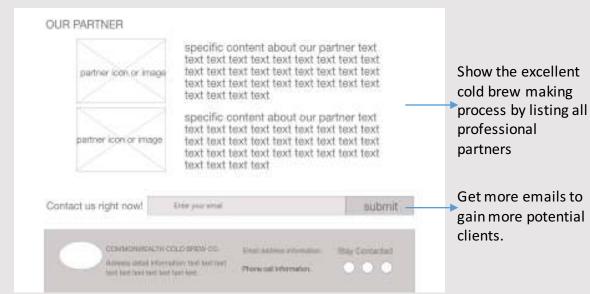


Testimonials.



About Us Page







Showcase the main coffee business by showing four products in-use images.

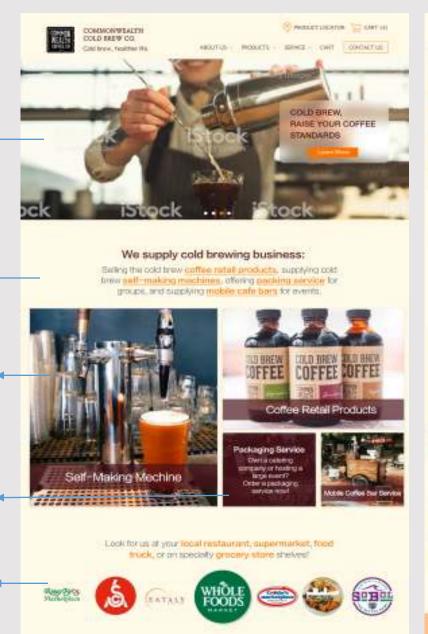
Text "Cold Brew" highlight that we focus on the cold brew coffee business. And audience could jump to the "about us" page to learn more by clicking the "learn more" button.

Briefly describe the **four main coffee business** we offer.

Show **four main funnels** for the different target audience clearly.

When the mouse hovers any of these images, it will show more description of products. And click any parts of these images, it will turn to products page.

Show **testimonials**. These are large supermarket chains or famous chain restaurants. This is a strong proof for the target audience. And these icons will be automatically loop displayed from left to right, and the one in the middle will be highlighted and zoomed in.



Why choose us

Why choose us



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Attenuals

Laiesi News

Cetober 11, 2018

Chair the time period with a they both Nitro Cold Brow foot with but Boardown Blond one vanilla board to propert in Committee Cold Co. Show our unique value proposition, our own Boston-based cold brewery, to attract more clients.

Promote the value and culture of the brand by showing events and news.

Cold Brew Live Posts

Creet Cord Brew Coffee to Aust The Beginning.



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Address: Margary Fred Service

Tel: 60 a November |

First product |

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Show more **users' posts** to attract more groups.

When the mouse click this button, it will jump to the "Blog" page.
Audience could learn more in there.

Show more contact information to get more potential clients.

Get more emails to gain more potential clients.

Homepage

Latest News



Brief descript **our mission** in two sentences. And highlights the keywords of **our brand**.

Brief descript what we do.

Showcase our coffee business directly by playing a short video including the whole cold brew process.

Show our unique value proposition, our own Boston-based cold brewery, to attract more clients.



We seak to high ight our growers in complete form to our transparency. For hootie contains the origin along of the coffee and the people it stiff sheet in



Why us

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What we do

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Why us

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At our Baston Cord Brawery, we have process for recipies in each except to be each the absolute peet flavor at the original natural policy of every corbe out.



Meet Our team



Showcase our professional team by brief displaying all team members.

When the mouse clicks this button, a pop-up window will pop up to show all the information.

Part of after-sales service. Get more emails to gain more potential clients.



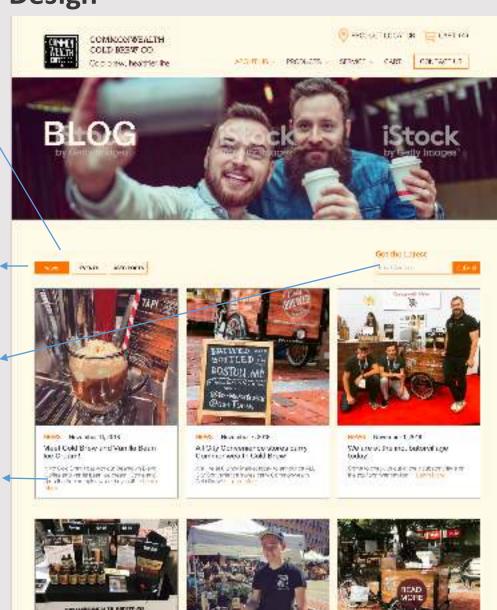


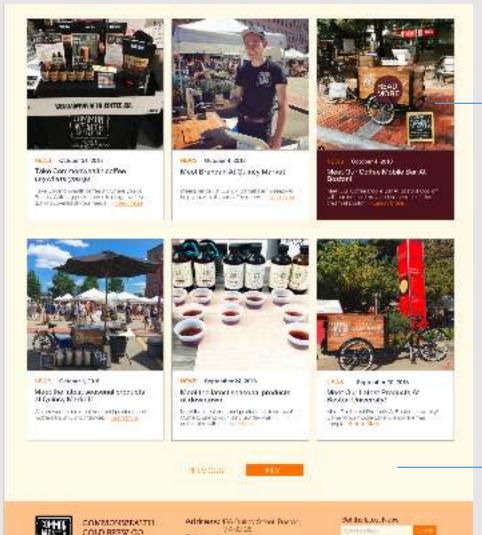
Because our company update events/news on social media very often, so there is a whole page to show all updates by three categories.

Audience could choose to view news/events/us er posts.

Part of after-sales service. Get more emails to gain more potential clients.

Each item show the cover photo, type, date, title, brief description.



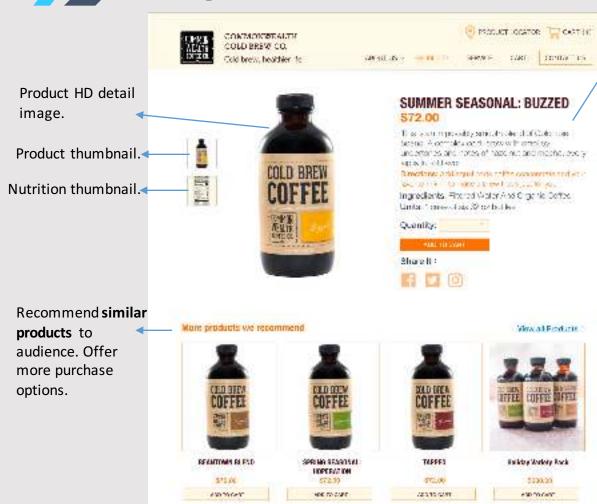


Email: continue continues to the out-

When the mouse hover any block, the block will change color and show the "Read More" to reminder audience that they could jump to the social media item page when click any parts of this block.

The audience can click these two buttons to go to the next page or return to the previous page.





Description of **product details**: Name price, origin, flavor, composition, size.

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Empirouskas Spanianes tochapor

Arouse the audience's desire to buy by showing them joyful images and text description of this product.

Part of after-sales service. Get more emails to gain more potential clients.

Product item e-commercial Page



Briefly describe the **four main products/services** we offer.

An CTA part: guide the audience to the product locator page, which can convert some audience to buy products from the physical store near them.

Four main funnels.

Each item show the product photo, name, brief description. And there are two CTA parts: Nutrition information link-click will show the nutrition image; Buy now button-click will jump to item ecommercial page.





Arouse the audience's desire to buy by showing an announcement.

Our Box on toward politicity by a cur according, and we are always experimenting with new beans, flavors, and processes. Stay tuned for cur altest of bringst

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Show our unique

value proposition,
our own Bostonbased cold brewery,
to attract more
clients.



Part of after-sales service. Get more emails to gain more potential clients.

When the mouse hover any block, the block will change color to reminder audience that they could jump to the item e-commercial page when click any parts of this block.

Products Page



Audience could click this button to turn to the bottom to view the position list directly.

Brief descript what we do and what we want.

Show the benefits provided by our company for the audience seeking our positions.



We are looking for dedicated people to join us to create an amazing sustainability coffee career together!

Looking for perks? We've got you covered.







100% paid medical/ vision/dental

Flaxible hours and vacations

Life & disability insurance



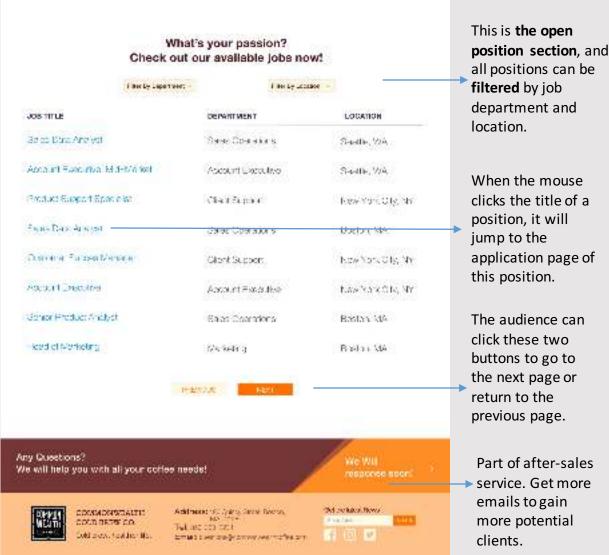
Beverages on hand for happy hours and product launches



Transportation stipend to handle your daily



Provide employees competitive health packages



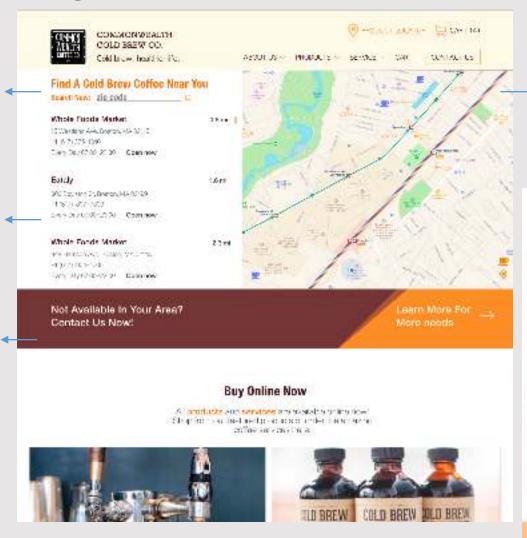


Audience could search for the nearest supermarket or store that offers our coffee by entering a zip code.

Display a list of search results: name, distance, address, phone number, business hours.

Gain more suggestions from audience and get more emails to obtain more potential clients.

Design



Search results are displayed on the **map** in a more intuitive way.

COMMONWEALTH COLD BREW CO



Our this brand from

Provide another way to buy coffee products: **online**. This way could reminder and convert some customers who can't find a physical store in an ideal distance.

Display all four main funnels.

When the mouse hovers any of these images, it will show more description of products. And click any parts of these images, it will turn to products page.



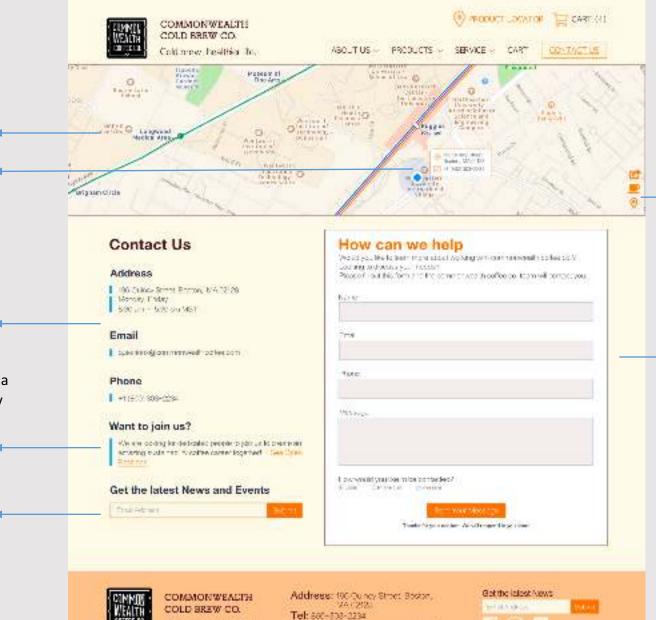
The **location** of our company is displayed visually on the map.

Show the specific address and phone number directly.

Show our, **contact information**: address, phone number, email address.

For those who want to find a contact information directly and **apply for a position**, convert them to the career page. Click the link and will jump to the career page.

Get more emails to gain more potential clients.



Audience could use these icons to quickly share our company location, locate our company, and locate themselves.

The form used to collect audience's information. For those who have specific questions to consult, they could fill in the information directly here, and then wait for our reply.

Contact Us Page

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When the audience clicks the menu icon, it will show this dropdown menu and change the menu icon to this delete icon.

And when audience click the delete icon, this drop-down menu will be collapsed

Menu items





About Us V

Career

Blog

Products V

Retail Products

Self-Making Mechine

Services V

Packaging Service

Mobile Coffee Bar Service

Cart

Contact Us







Connect to our social media pages to gain more potential clients.

Product locator icon.

When click it, it will

turn to the product locator page.

Address: 196 Quincy Street, Boston, MA 02128

TEL: 860-303-2234

Email: questions@commonwealthcoffee.com

Show more contact information to get more potential clients.



Mobile **Homepage**

Showcase the main coffee business by showing four products in-use images. Text "Cold Brew" highlight that we focus on the cold brew coffee business. And audience could jump to the "about us" page to learn more by clicking the "learn more" button.

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We supply cold brewing

Selling the cold brew coffee retail products, supplying odd. trew self-making machines, offering packing service. for groups, and supplying mabile care bars for events.









Book for us at your local restaurant, supermarket, food truck, or on specialty. grocery store shelves!







Why choose us

Latest News

Grab the free samples while

Nitro Cold Drew float with our Bearlown Elendand van Is

October 11, 2018

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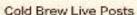
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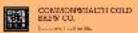
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Address: 100 Our by Brown, Boston, MA-02128 TEL: 850+903-2234 Email: quantomy/passens was hocker, on

Get the latest News











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Part of after-sales

service. Get more

emails to gain

more potential

clients.



Our Boston-based gold brewery is our laboratory, and we are always. experimenting with new basins, flavors, and processes. Stay tuned for our latest offerngs

Get the latest News

Ental Attoress





Arouse the audience's desire to buy by showing an announcement.

Get in touch Reach out. We'll respond soon.



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Address: 50.0, no Short Boston, No.12.08. TEL: 801-300-7234

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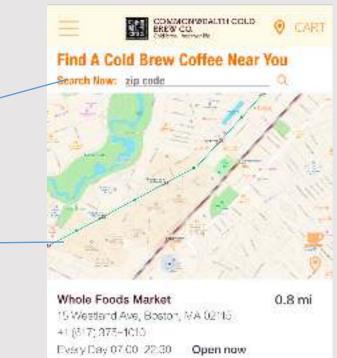


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800 Boylaton St. Boaton, MA 02199 +1 (617) 807-7300 Every Day 87:00-23:08 Open now

Whole Foods Market 342 Harrison Aye, Roston, MA 021 S.

11 (617) \$04 1000 Every Day 07 00-22 00 Open now

Get in touch Reach out. We'll respond soon.

Contact Us

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Buy Online Now

All products and services are

Buy Online Now

All products and services are available online now! Shop from our featured products or order the amazing. coffee services here:









Provide another way to buy coffee products: online. This way could reminder and convert some customers who can't find a physical store in an ideal distance.

Display all four main funnels.

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COMMONWEALTH COLD

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Address: No Quincy Street, Sestim, NA 02528

TEL: 890 - 006-2234 Email: greatons@bour in onwea trooffee.com

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Thanks