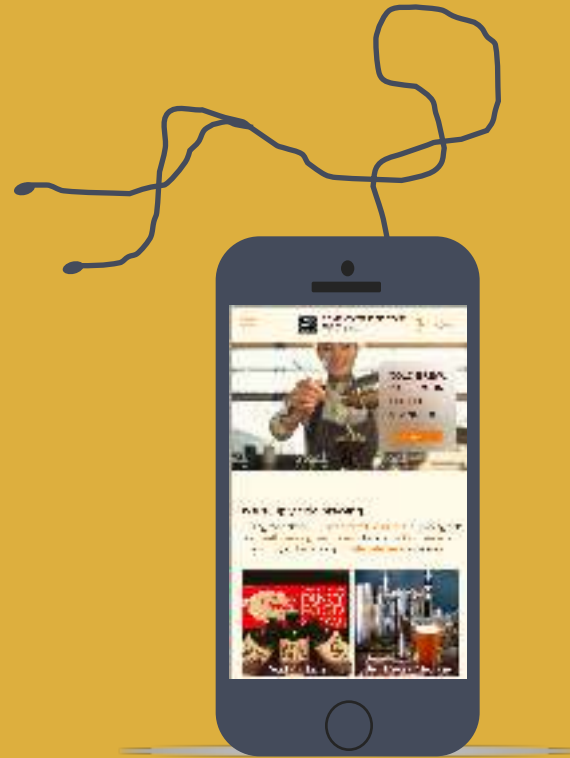


Commonwealth Cold Brew Coffee Website Redesign



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.





Wireframes

Homepage

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

Our announcement.

Four main funnels.

Unique Value Proposition.

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



Show more users' posts to attract more groups.

Get more emails to gain more potential clients.

Show more contact information to get more potential clients.

Testimonials.



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

Show our mission
and the value to
our audience.

Showcase our professional team by brief displaying all team members.



→ Show the excellent cold brew making process by listing all professional partners

- ➔ Get more emails to gain more potential clients.

Design

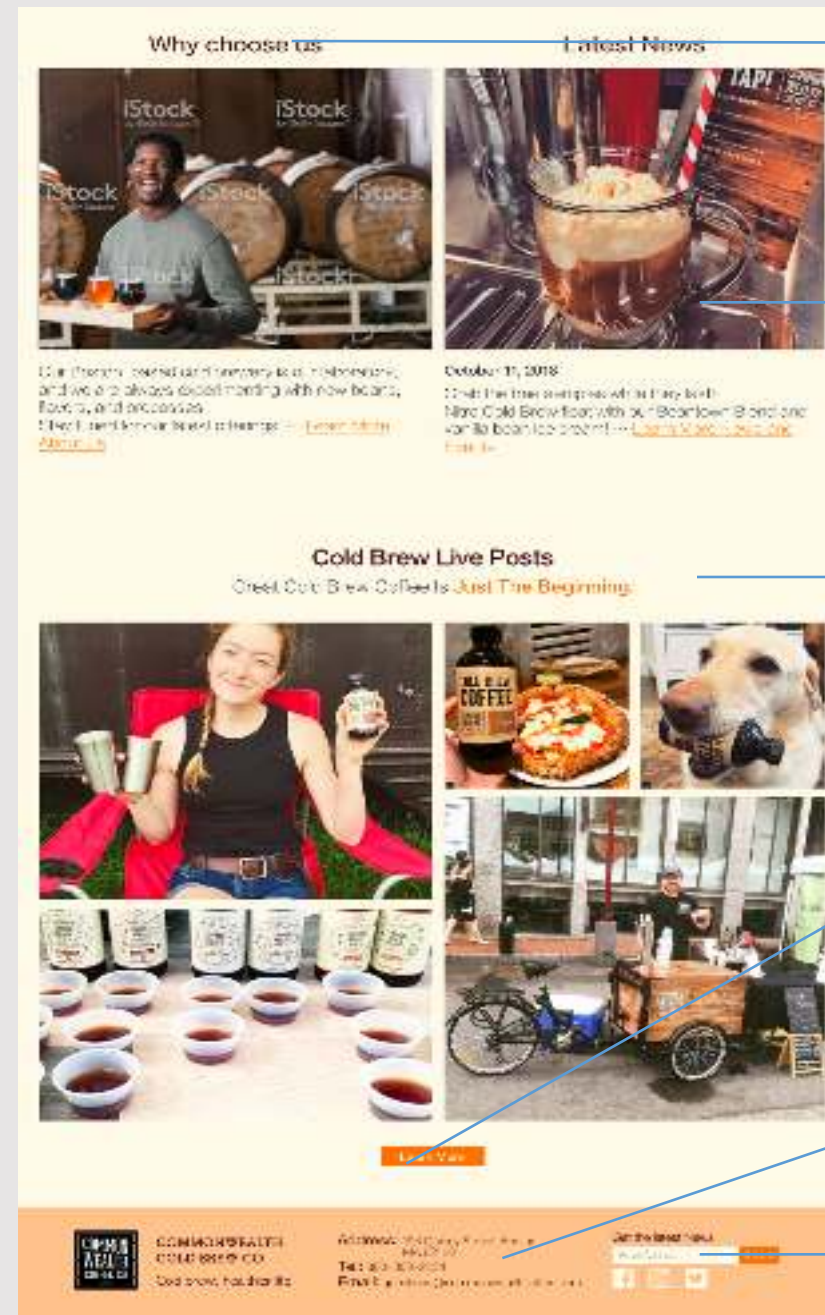
Showcase **the main coffee business** by showing four products in-use images. Text “Cold Brew” highlight that we focus on the cold brew coffee business. And audience could jump to the “about us” page to learn more by clicking the “learn more” button.

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.



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**.

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

Design

Briefly describe our mission in two sentences. And highlight the keywords of our brand.



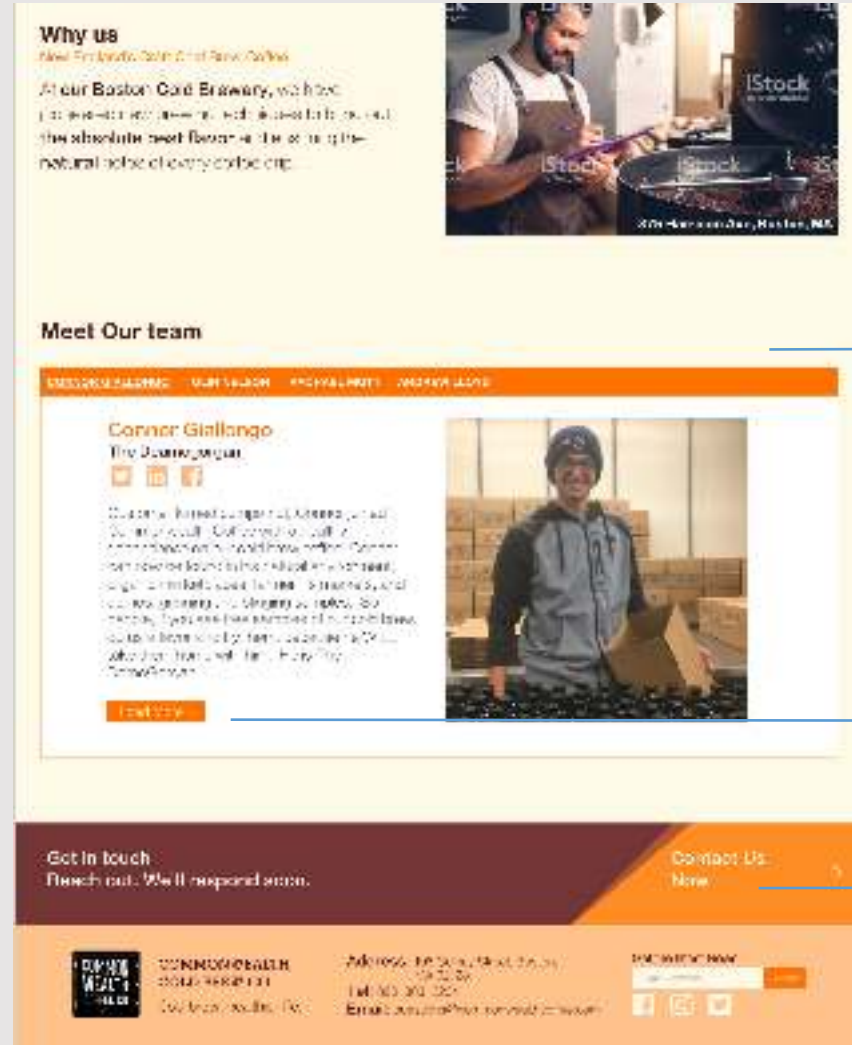
Briefly describe what we do.



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.



Showcase our professional team by briefly 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.

About Us Page



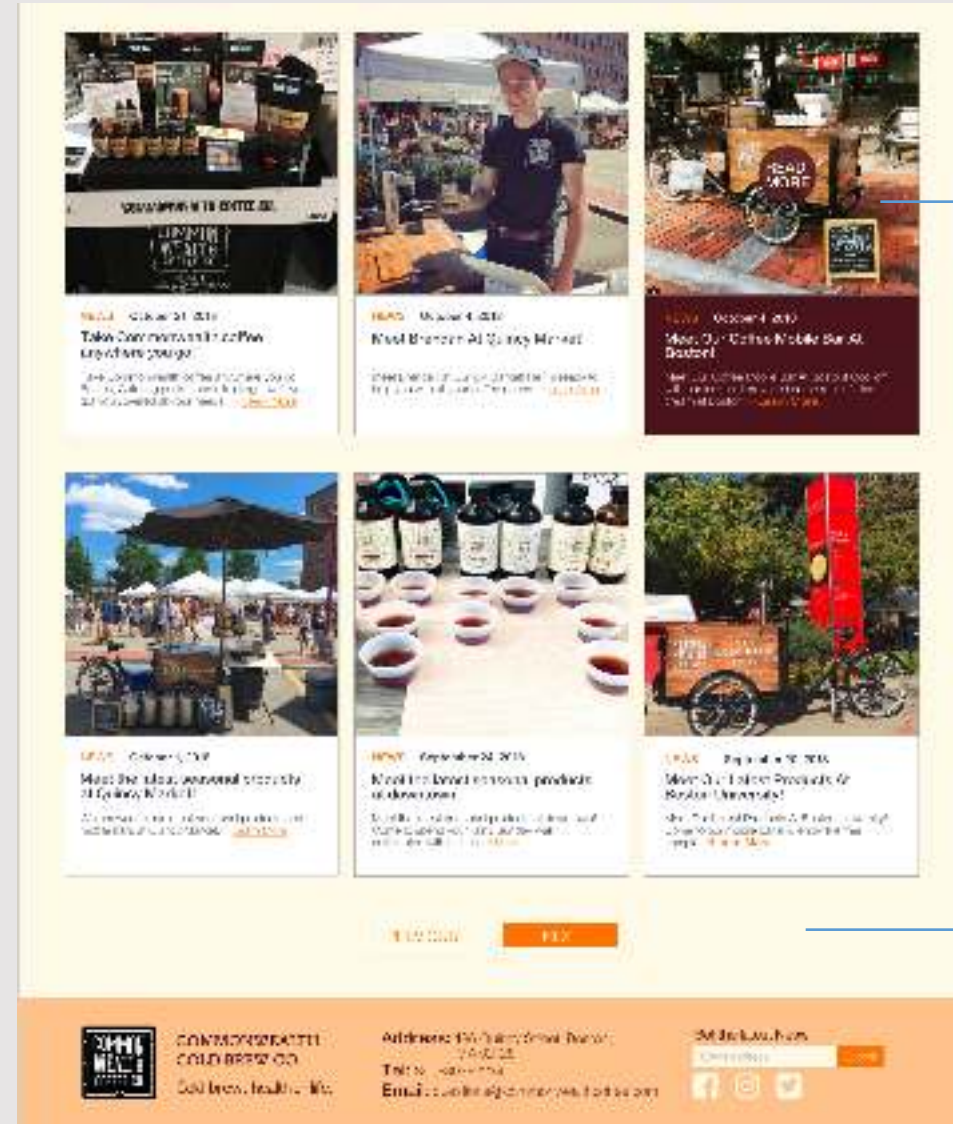
Design

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/user 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.

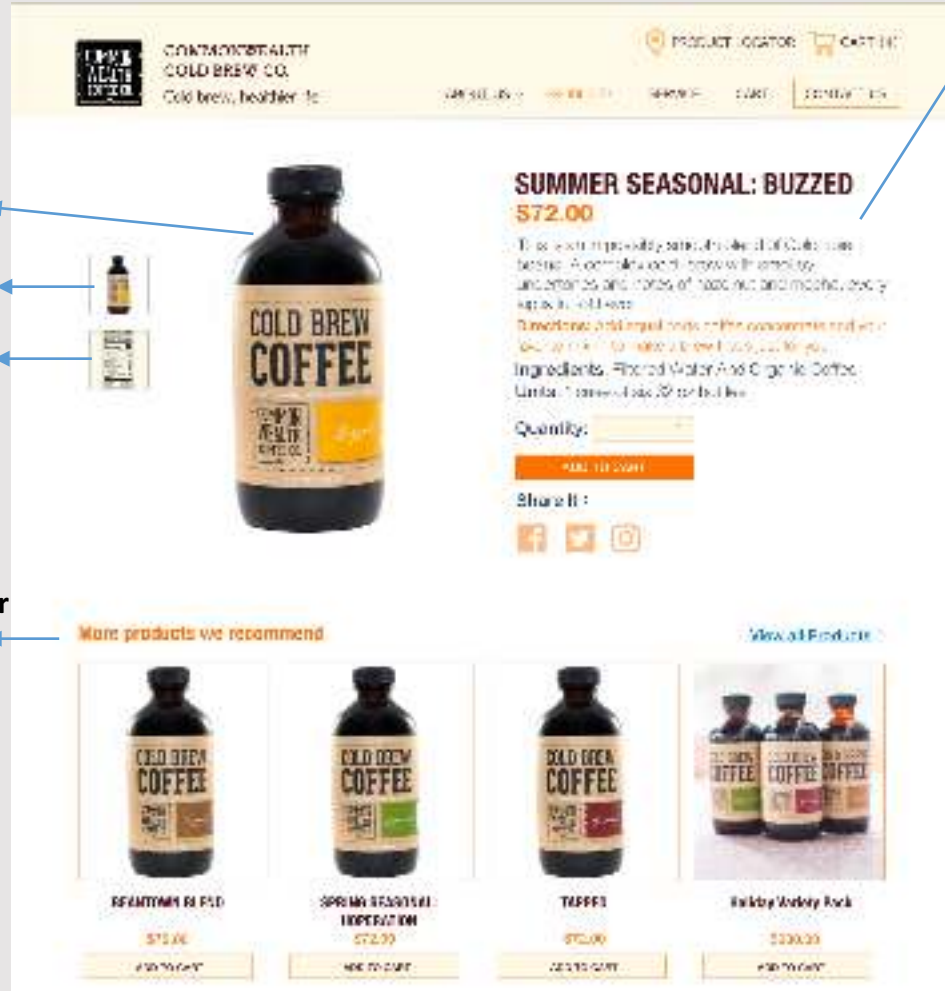


When the mouse hover any block, the block will change color and show the “Read More” to reminder audience that they could jump to the social media item page when click any parts of this block.

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



Design



Product HD detail image.

Product thumbnail.

Nutrition thumbnail.

Recommend similar products to audience. Offer more purchase options.

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



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



Design

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 e-commercial** page.

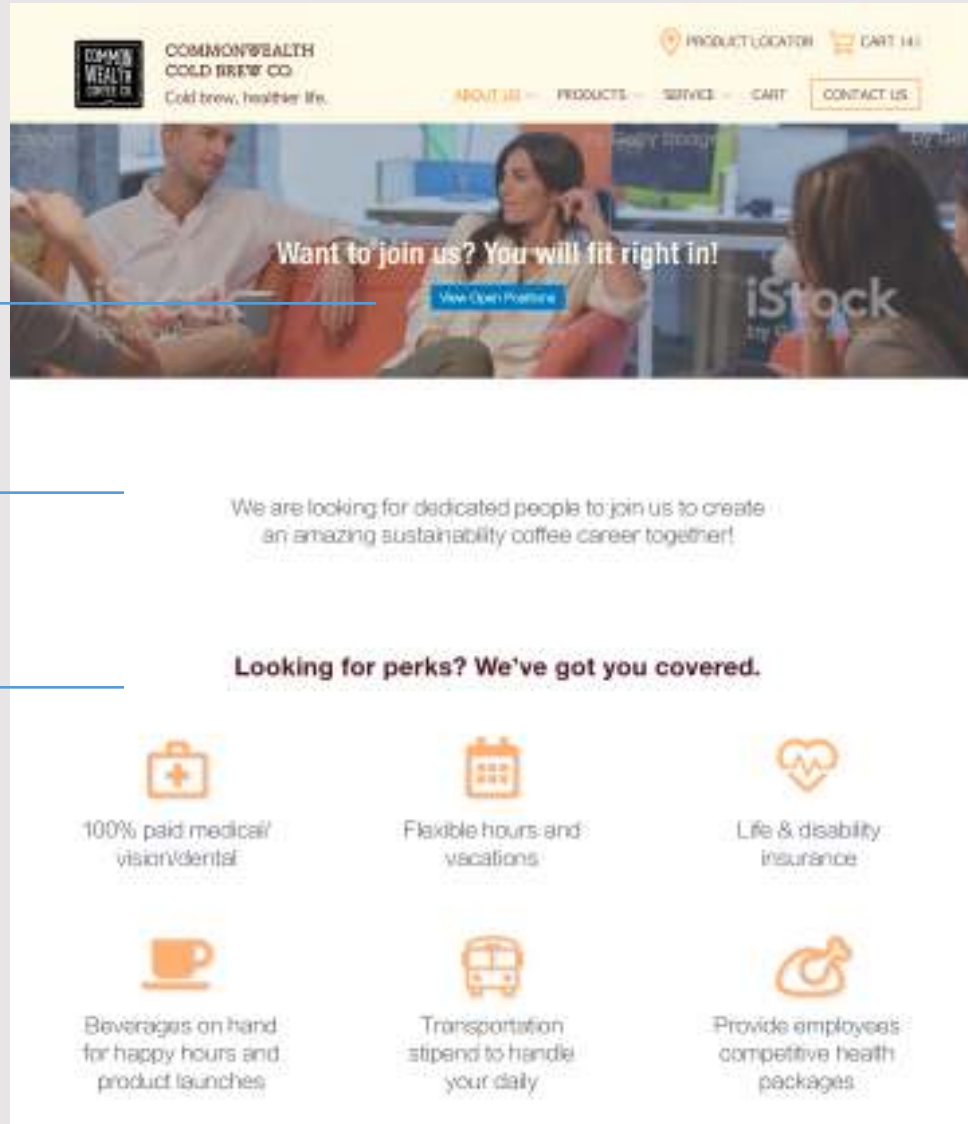


When the mouse hover any block, the block will change color to reminder audience that they could jump to the item e-commercial page when click any parts of this block.

Products Page



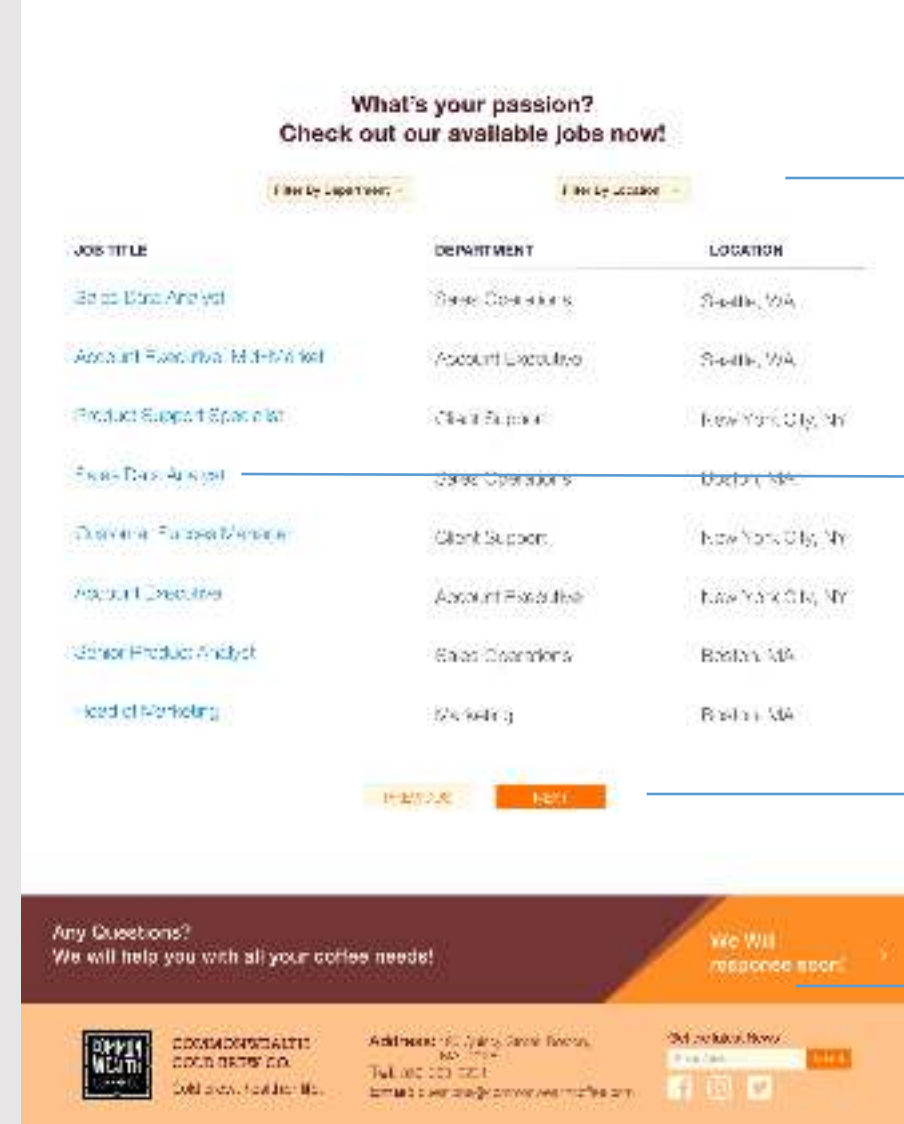
Design



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.



This is the **open position section**, and all positions can be **filtered** by job department and location.

When the mouse clicks the title of a position, it will jump to the application page of this position.

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

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

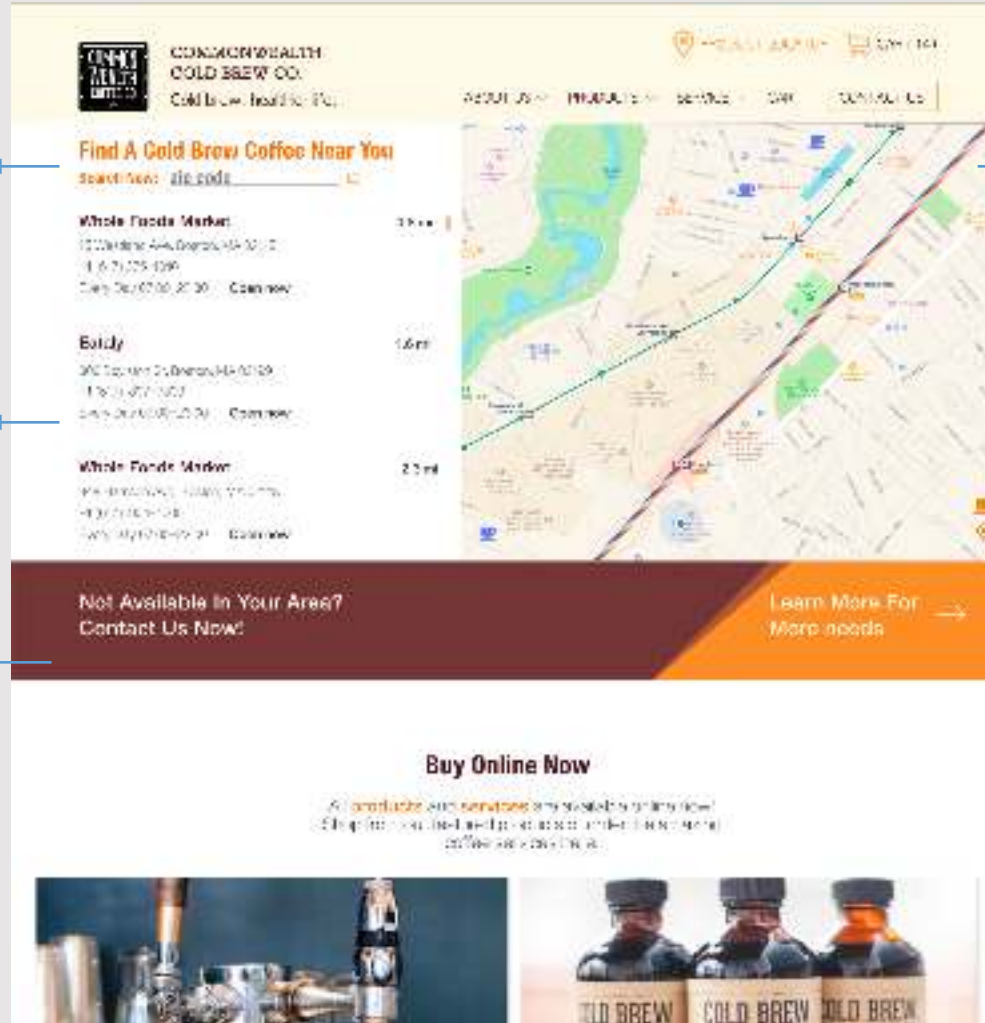


Design

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.



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



Provide another way to buy coffee products: **online**. This way could remind 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.

Product Locator 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.

COMMONWEALTH COLD BREW CO.
Cold brew. headfirst in.

ABOUT US PRODUCTS SERVICE CART CONTACT US

Contact Us

Address
100 Quincy Street, Boston, MA 02128
Monday - Friday
8:00 am - 5:00 pm MST

Email
quincy@commonwealthcoffee.com

Phone
+1 (508) 808-2234

Want to join us?
We are looking for dedicated people to join us to create an amazing brand new to coffee career together. [Click Here](#)

Get the latest News and Events
First Name

How can we help
Would you like to learn more about working with our team? Please fill out this form and the owner of the coffee co. will contact you.

Name

Email

Phone

Message

Thank you for your interest in our company!

COMMONWEALTH COLD BREW CO.
Cold brew. headfirst in.

Address: 100 Quincy Street, Boston, MA 02128
Tel: 800-808-2234
Email: quincy@commonwealthcoffee.com

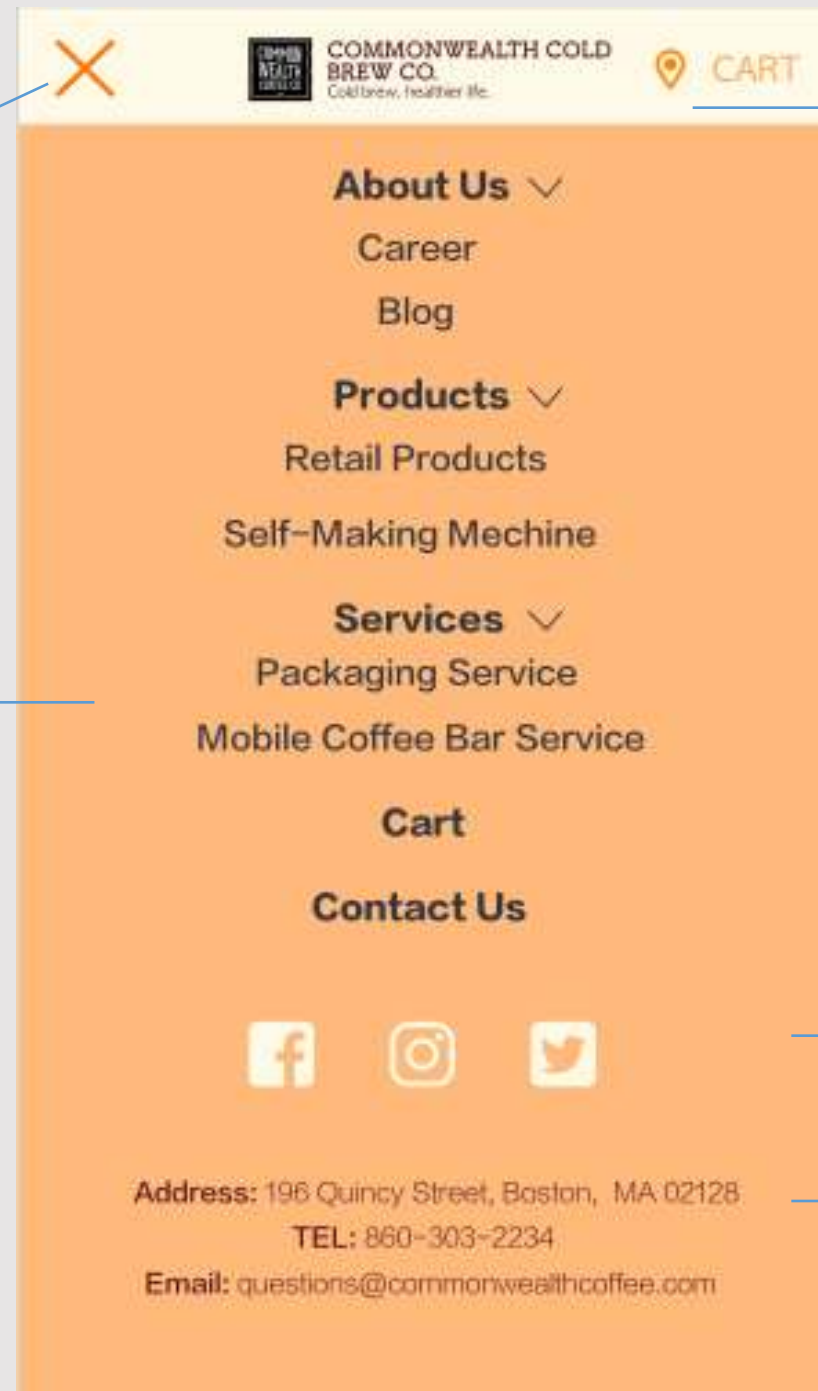
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Mobile mobile navigation

When the audience clicks the menu icon, it will show this **drop-down 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



Product locator icon.
When click it, it will turn to the **product locator page**.

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

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.

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

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



Our Boston-based cold brewery is a laboratory and we are always experimenting with new beans, flavors, and processes. [Learn More About Us](#)

Latest News

October 11, 2018
Grab the free samples while they last!
Taste Cold Brew live with our Disenchantment and Vanilla Bean de Dream!
[Learn More](#)



Cold Brew Live Posts

Great Cold Brew Coffee is Just The Beginning.



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**.

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.



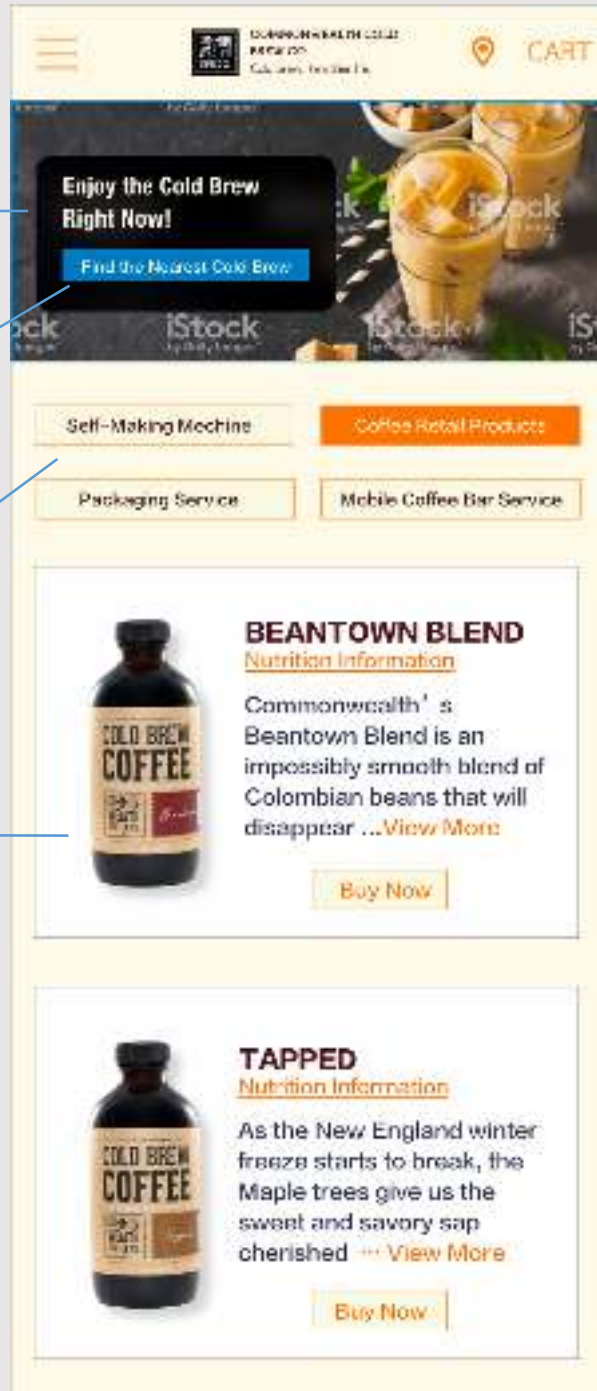
Mobile Products Page

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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.

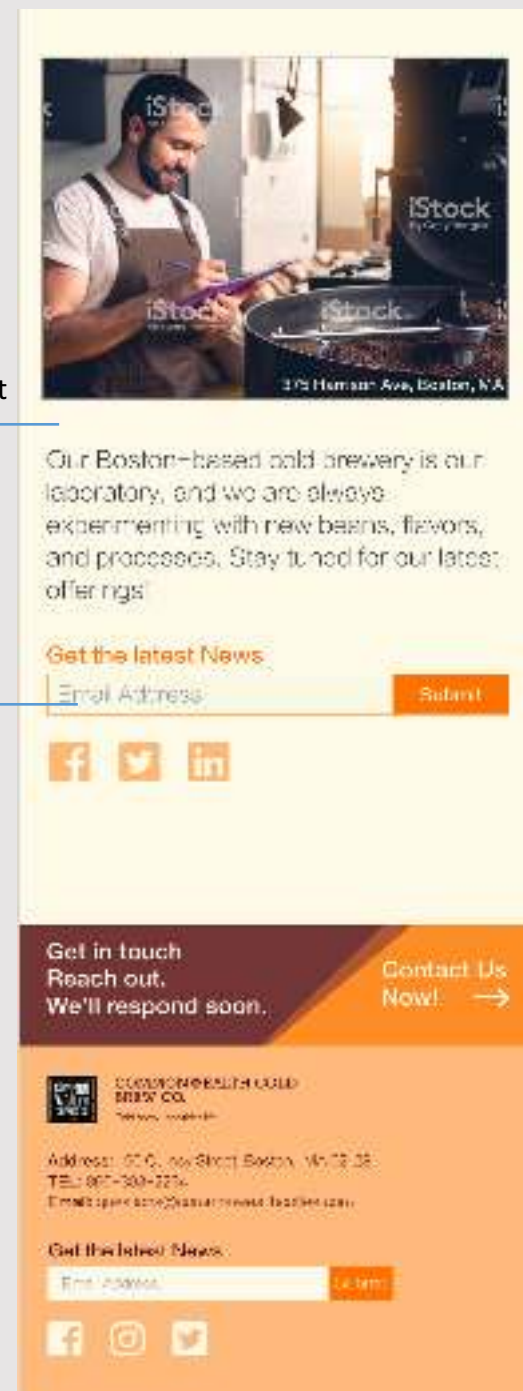
Each item show the product photo, name, brief description. And there are two CTA parts: Nutrition information link- click will show the nutrition image; Buy now button- click will jump to **item e-commercial page**.



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

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

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



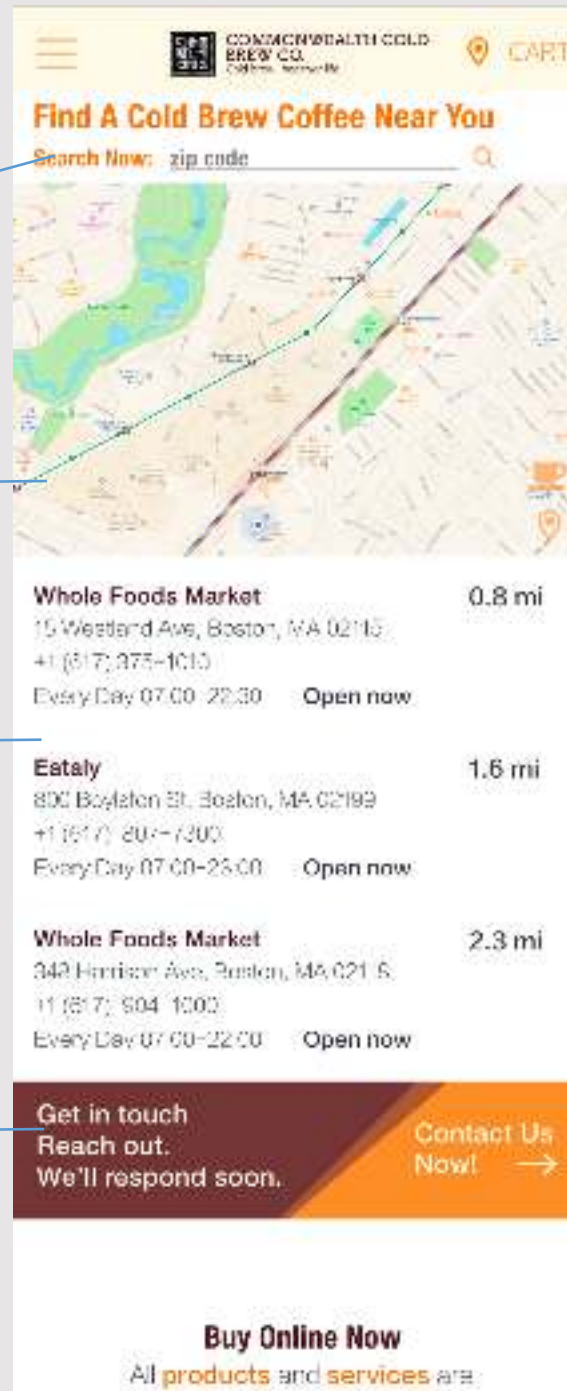
Mobile Product Locator Page

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

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

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.



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**.

Click any parts of these images, it will turn to products page.



Thanks