

Believe Mart

Believe Mart is a grocery/mart that offers a thoughtfully selected range of grocery items, meals, and smoothies/drinks made from local ingredients and in partnership with local businesses in NYC.

Believe Mart is to make health and well-being accessible and effortless for your everyday life.

Audience



Name: Melissa Jones

Age: 40

Lives in Queens

She works full-time as an art director in a magazine company.

A mother of two, she orders groceries online for weekly pickup or delivery due to her busy schedule

Audience



Name: Carlos Diaz

Age: 22

Full-time college student

Works as a part-time barista

Overwhelmed with busy schedules, Carlos wants to find a pick-up/delivery website that offers grocery items and prepared meals to help save time and fuel for cooking and grocery shopping.

Functions of Product

- Build a tool where you can order prepared meals, drinks and grocery products online for pickup or delivery
- Build a tool that encourages people to shop and support local businesses that we work with
- Provide and sell grocery products with high-standard quality ingredients make it affordable and accessible.
- Provide pick-up and delivery services that are flexible and convenient

Measures of Success

1. Build a tool where you can order prepared meals, drinks and grocery products online for pickup or delivery service.

Measurement of success: The number of grocery items, prepared meals sold for pick-up and delivery.

2. Build a tool that encourages people to shop and support local businesses that we work with

Measurement of success: Total number people visiting the website, purchase the local products, and engage with the pages dedicated to our local business partners.

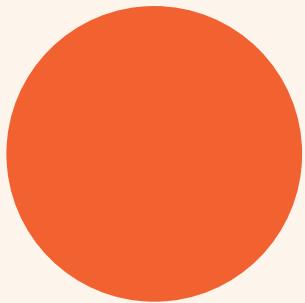
3. Provide and sell grocery products with high-standard quality ingredients make it affordable and accessible.

Measurement of success: The numbers of returning, signed-in users visiting the website

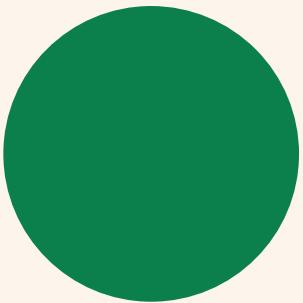
4. Provide pick-up and delivery services that are flexible and convenient

Measurement of success: Number of purchased items for pick-up and delivery and receiving feedbacks in our services.

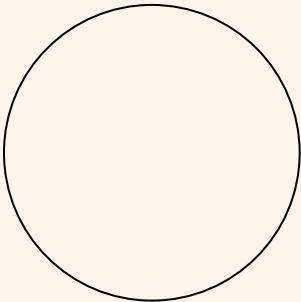
Color Palette



ORANGE
HEX #F26231
RGB 242/98/49



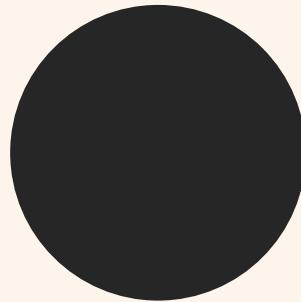
GREEN
HEX #0B804B
RGB 11/128/75



BEIGE
HEX #FDF4EB
RGB 253/244/235



WHITE
HEX #FFFFFF
RGB 255/255/255



BLACK
HEX #252625
RGB 37/38/37

Logo

Believe Mart

Logo Treatment

DO'S

Use colors from color palette only

Believe Mart 

Make sure to use strong contrast
between logo and background

Believe Mart 

DON'TS

Use colors other colors not included
in the color palette

Believe Mart 

Stretch, skew, or bend the logo

Believe Mart 

Adding effects to logo

Believe Mart 

TYPOGRAPHY

Typeface:
Etna

Etna
Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 0123456789

Family Light
 Light Italic
Regular
 Italic
Semi Bold
 Semi Bold Italic
Bold
 Bold Italic
Extra Bold
 Extra Bold Italic
Black
Black Italic

Typeface:

Hoss Round Slab

Hoss Round Slab
Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0123456789

Family

Light

Light Italic

Regular

Italic

Semi Bold

Semi Bold Italic

Bold

Bold Italic

Black

Black Italic

Typeface:

Outfit

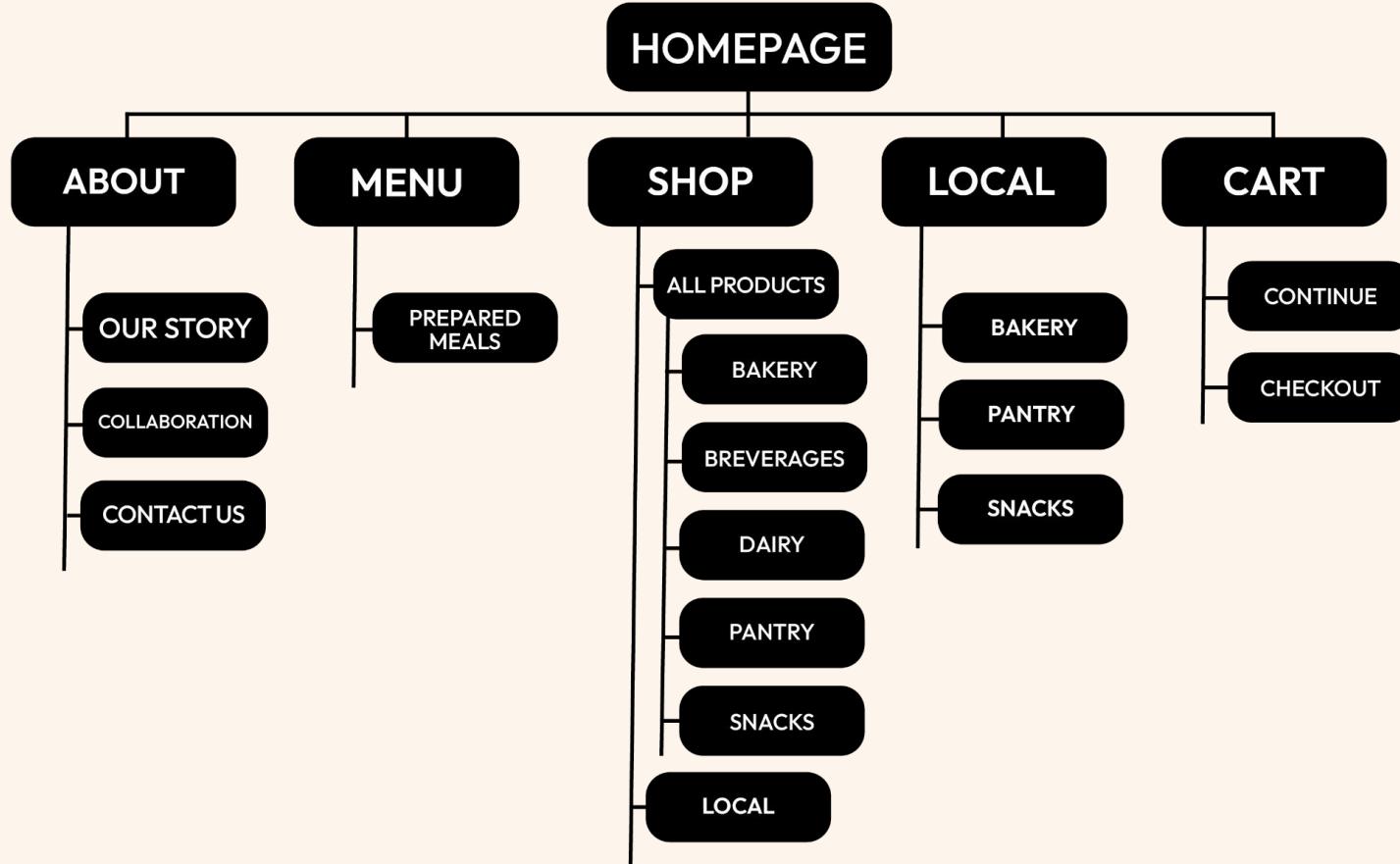
Outfit
Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 0123456789

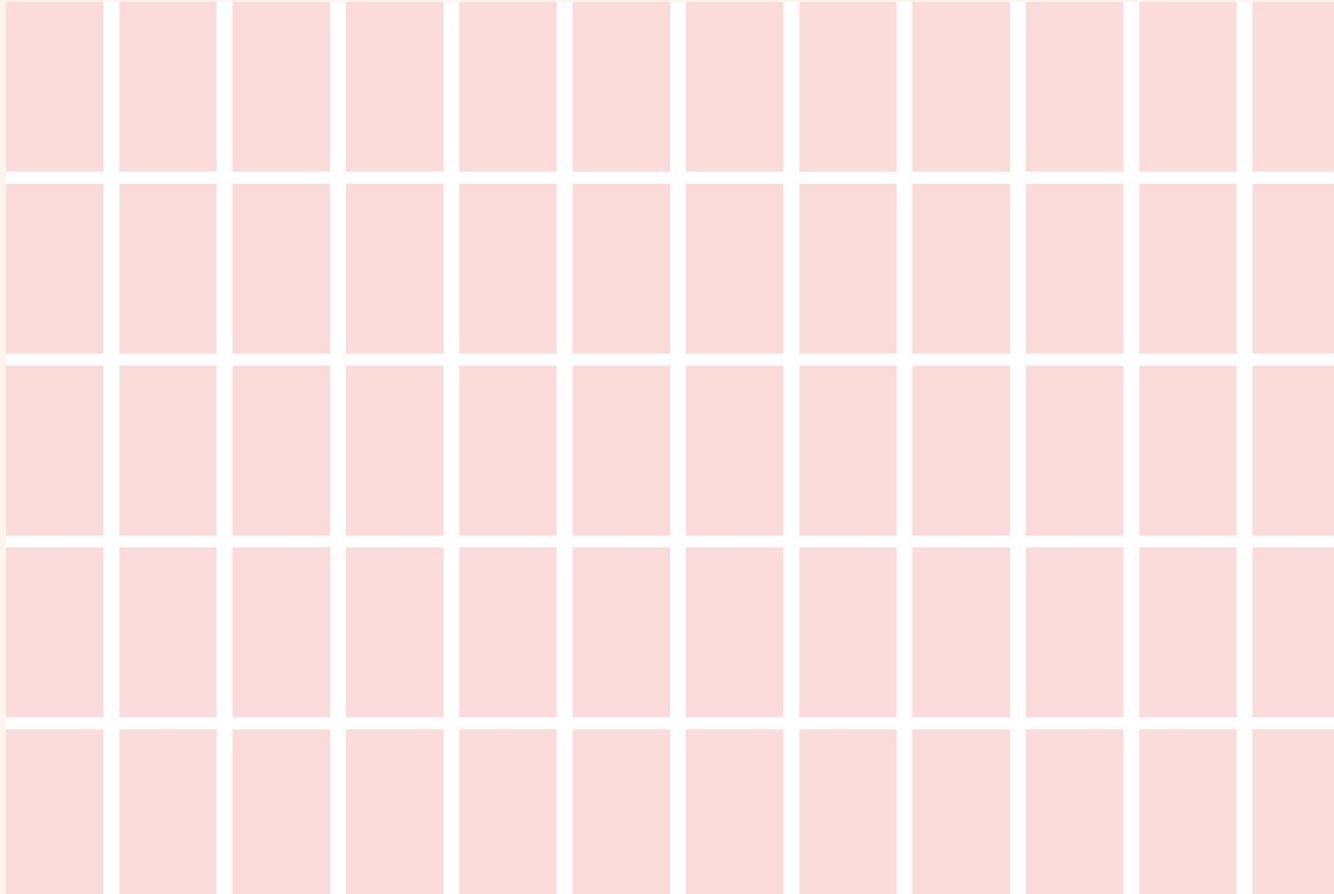
Family

Thin
Extra Light
Light
Regular
Medium
Semi Bold
Bold
Extra Bold
Black

SITE MAP



Site Grid



WIREFRAMES



Your Local Grocer
Delivered.

[SHOP NOW](#)



Believe Mart

[ACCOUNT](#)[CART \(0\)](#)[MENU](#) [SHOP](#) [ABOUT](#) [LOCAL](#)

Your Local Grocer
Delivered.

[SHOP NOW](#)



Believe Mart

[ACCOUNT](#) [CART \(0\)](#)[PICK-UP](#) [DELIVERY](#)[MENU](#) [SHOP](#) [ABOUT](#) [LOCAL](#)

All Products

[Bakery](#)[Beverages](#)[Dairy](#)[Pantry](#)[Snacks](#)

Local

[Bakery](#)[Pantry](#)[Snacks](#)

Cocojune Organic Cultured
Coconut Yogurt
\$2.99

[ADD TO CART](#)

Vital Farms Organic Pasture
Raised Eggs
\$7.99

[ADD TO CART](#)

Maple Hill Creamery 100%
Grass-Fed Organic 2% Milk
\$4.50

[ADD TO CART](#)

Organic Macadamia Nuts
\$4.00

[ADD TO CART](#)



Believe Mart

[PICK-UP](#)[DELIVERY](#)[ACCOUNT](#)[CART \(0\)](#)[MENU](#)[SHOP](#)[ABOUT](#)[LOCAL](#)[All Products](#)[Bakery](#)[Beverages](#)[Dairy](#)[Pantry](#)[Snacks](#)

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[PICK-UP](#) [DELIVERY](#)[MENU](#) [SHOP](#) [ABOUT](#) [LOCAL](#)[SHOP > ALL PRODUCTS > SNACKS](#)

Organic Macadamia Nuts, Raw & Unsalted

\$4.00

Grown on organic small farms in Kenya, farmers work with nature, planting for biodiversity, feeding the soil, and harvesting by hand. Each nut is cracked fresh, never roasted or salted, to preserve its silky, buttery texture and delicate sweetness.

Hand-harvested from small regenerative farms in Kenya, our Raw Organic Macadamia Nuts restore soil health and protect biodiversity. Grown slowly, under the sun and shade of diverse crops, these macadamias are never roasted or salted, preserving their smooth texture, delicate sweetness, and naturally rich nutrients.

Quantity:

+ 1 -

[Add to Cart](#)



Believe Mart

[PICK-UP](#)[DELIVERY](#)[ACCOUNT](#)[CART \(0\)](#)[MENU](#)[SHOP](#)[ABOUT](#)[LOCAL](#)[SHOP > ALL PRODUCTS > SNACKS](#)

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Quantity:

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Believe Mart

[ACCOUNT](#) [CART \(0\)](#)[PICK-UP](#) [DELIVERY](#)[MENU](#) [SHOP](#) [ABOUT](#) [LOCAL](#)[LOCAL > BROOKLYN HONEY](#)

Brooklyn Honey

\$25.00

8 oz. glass jar

This New York City honey is a blend of only different Brooklyn neighborhoods. East New York, Brooklyn Heights, Prospect Heights, Flatbush – whenever there is a bit of honey left in the tank but not quite enough to make a full case. So, experience the Brooklyn attitude in this mixture from across the borough.

Quantity:

 [Add to Cart](#)



Believe Mart

[PICK-UP](#)[DELIVERY](#)[ACCOUNT](#)[CART \(0\)](#)[MENU](#)[SHOP](#)[ABOUT](#)[LOCAL](#)

LOCAL > BROOKLYN HONEY



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Quantity:

 + 1 -[Add to Cart](#)



Believe Mart

Order Summary



1 Organic Macadamia Nuts, Raw &
Unsalted

\$5.99

Qty

1

Remove



2 Cocojune Organic Cultured
Coconut Yogurt

\$5.98

Qty

2

Remove

Type

PICK-UP

Time

ASAP (30-45 minutes)

Subtotal

\$11.97

Tax

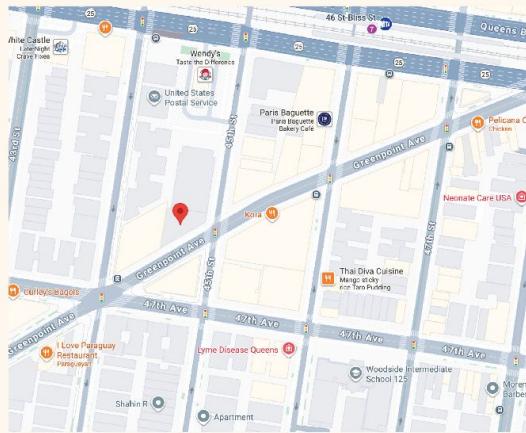
\$0.00

Total

\$11.97

Pay

PICK-UP LOCATION



Free curbside collection at:
44-17 Greenpoint Ave, Sunnyside, NY

Believe Mart



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1 Organic Macadamia Nuts, Raw & Unsalted

\$5.99

Qty

1

Remove



2 Cocojune Organic Cultured Coconut Yogurt

\$5.98

Qty

2

Remove

Type
Time

PICK-UP
ASAP (30-45 minutes)

Subtotal
Tax

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\$0.00

Total

\$11.97

Pay

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Site Elements and Asset Rules



Cocojune Organic Cultured
Coconut Yogurt

\$2.99

ADD TO CART



Cocojune Organic Cultured
Coconut Yogurt

\$2.99



Cocojune Organic Cultured
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Add to Cart



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