

Presentation Deck

Liquid Lab

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Project Goal and Objective Statement

- Goal: To establish liquid lab as the premier juice bar for urban professionals wanting to live a healthy lifestyle
- Objective: Accomplish said goal by offering customized products and support to urban professionals wanting to achieve their lifestyle goals, and doing so by supplementing, not reinventing.

Competitive Survey

- Liquiteria
 - website makes use of bright colors, appetizing presentation
 - not categorized by end-user's purpose
 - lacking specifics about ingredients - why is this ingredient used as opposed to another?
- Organic Avenue
 - simple and clean website, not flashy but not dull
 - not very personalized
 - i have no idea who they are trying to target
- Blue Print Cleanse
 - exclusively for juice fast/cleanse dieters, so the website only targets that audience
 - offers more information - newsletters for example
 - very simple website

*Nobody is asking about information about what the client is looking for?

Audience Survey



Keywords

- Positivity
- Body positive
- Adaptivity
- Tailored
- Conscious
- Balanced
- Tastes
- Health goals
- Addition
- Accessible
- Nutrition
- Introductory
- Locally Sourced
- Knowledge Sharing

Freestyle Mood Board

Keyword: Nutrition



Themed Mood Board

Keyword: Nutrition

Style: Minimalist

Color: Green

