



# Taaling Tea

## Website Refresh

by Annie Burke

Bintou Kunjo started her company Taaling Tea in March of this year. The company sells imported Gambian tea to wholesale and retail clients. “Taaling” translates into “storytime” in the Gambian language, and storytelling is a central theme/mission for the company. Along with its cultural uniqueness, the company also gives most of its profits to a Gambian-based textile company to further support its local economy. The purpose of the website is “for people to connect to and learn more about my[Bintou’s] project and to purchase tea.” The necessary components of the website are e-commerce, project information, and contact information.

Bintou herself is from Gambia and holds the social mission and impact close to her heart. The company is based in Boston and Bintou formally attended Bowdoin College where she studied Chemistry and pre-medicine. Her interests include reading and writing, specifically in poetry and brings this expertise to the website and product content copy.

Bintou describes her consumer base as the culturally minded and socially aware, and hopes her future website will fit this demographic. The desired website aesthetic is minimal, creative and elegant. Additionally, Bintou referred to the perfume brand Coqui Coqui as a desired aesthetic. The perfume brand used a lot of white, and white space with simple gold ornaments, referencing the product’s cultural history. The desired color palette is minimal with a pop of color. Bintou also said that she’d like the general aesthetic and feel to have cohesion with the company’s Instagram, which she works harder to personally curate.

Bintou designed the current website using a Shopify template, and she’s never worked with a designer before. The home page has a series of horizontal photographs with overlay text. The opening image is a tea cup on a woven place mat with various other related objects. The company name overlays twice on this image, once at the top, and the other larger in the center. The website navigation uses a “hamburger” icon, three bars that extend and collapse the information when a user clicks on it. Headlines alternate from all caps treatment to Sentence case. The current colors are tan, white, light brown and subtle moments of orange-red. The homepage and shopping page are more traditionally formatted, but the “About” section has two separate sections for founder and company, which focuses more on storytelling.

Along with basic consumer marketing, Taaling Tea’s website should have an e-commerce component, so that businesses and individuals can buy tea directly from the site. Thus, the website’s success is based upon activity and purchases. Currently, the shopping section is four main products that expand to the page width.

The goal of the website going forward is to capture the rich culture and history of the company and Gambia, yet keep it simple, clean and elegant. There is a lot of room to choose appropriate fonts and create new layouts for the website. Additionally, the “storytelling” component is a huge part of the company and any website, and should be a primary focus of the future design.

