

Liquid Labs Investor Microsite

1. Concept Development

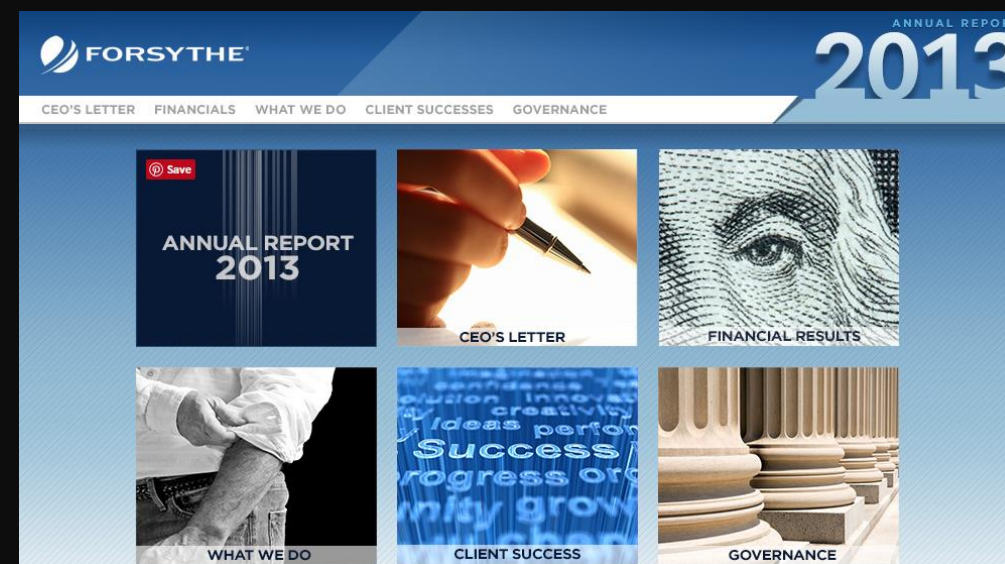
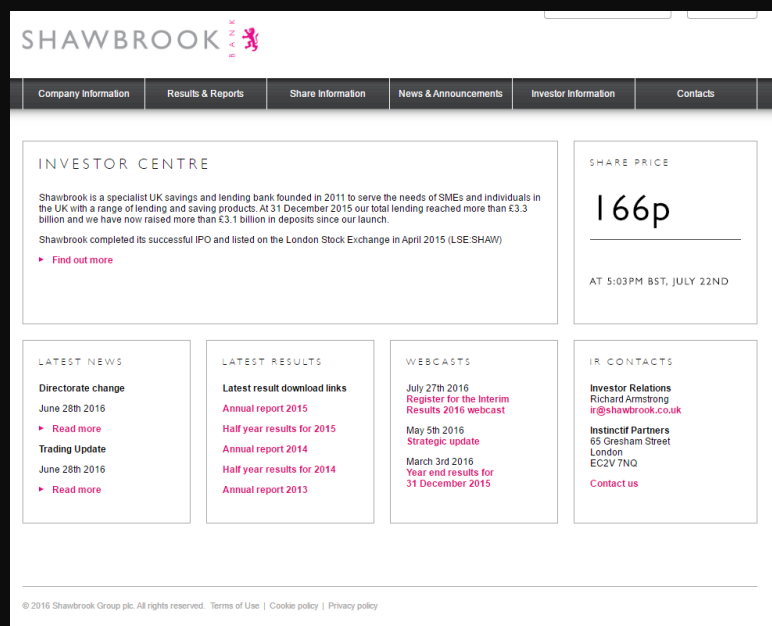
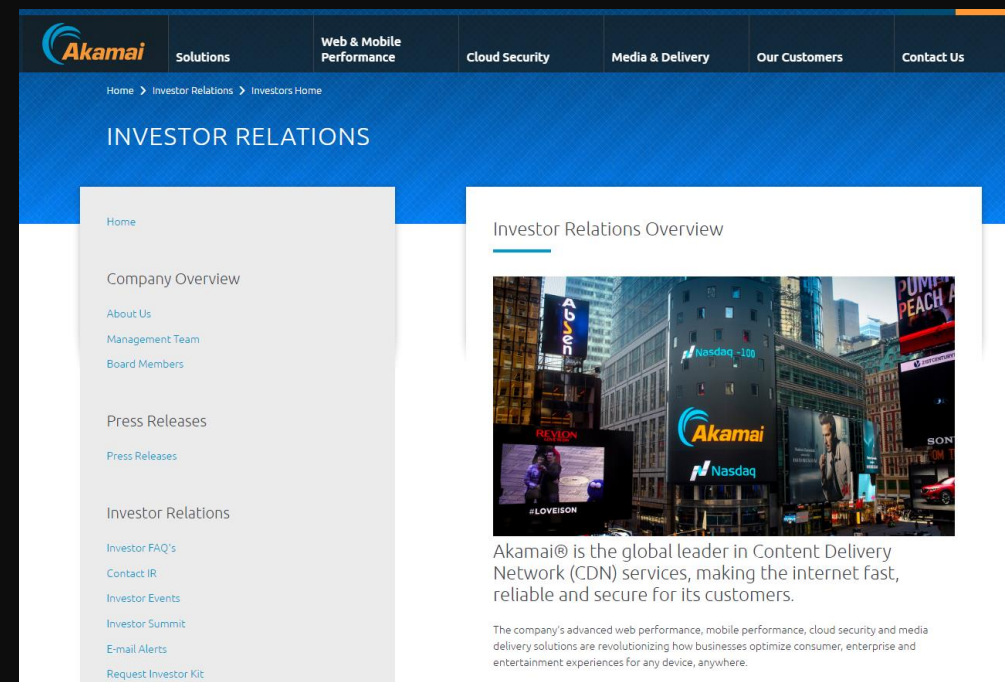
Objective & Strategy

Objective: Design a microsite for Liquid Labs to showcase investor interest in the concept of a “fast-casual” style juice bar. Highlight survey results which demonstrate investor interest in the concept and support for the business proposition.

Strategy: Adopt a visual design that will leave a lasting impression on the viewer. Focus on using contrasting colors to present the information in a dramatic fashion, and use a clear and simple design layout to convey the survey results in a clear and direct way.

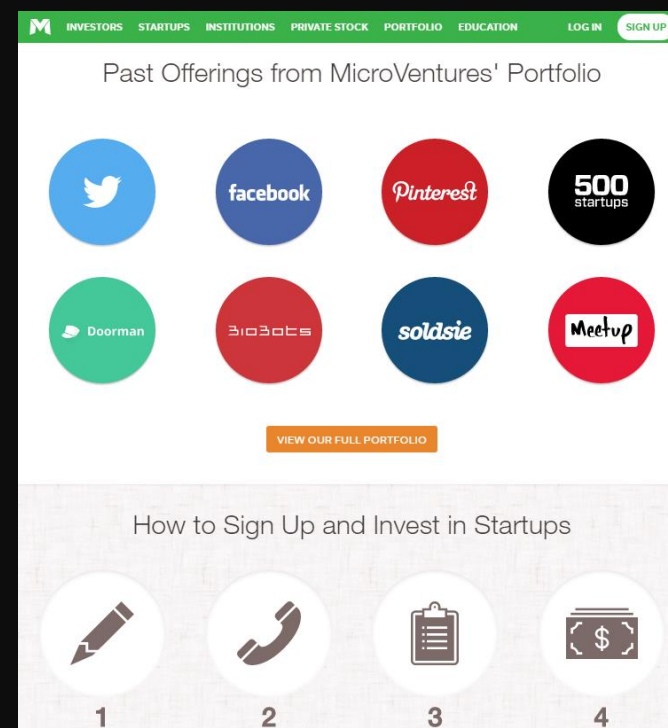
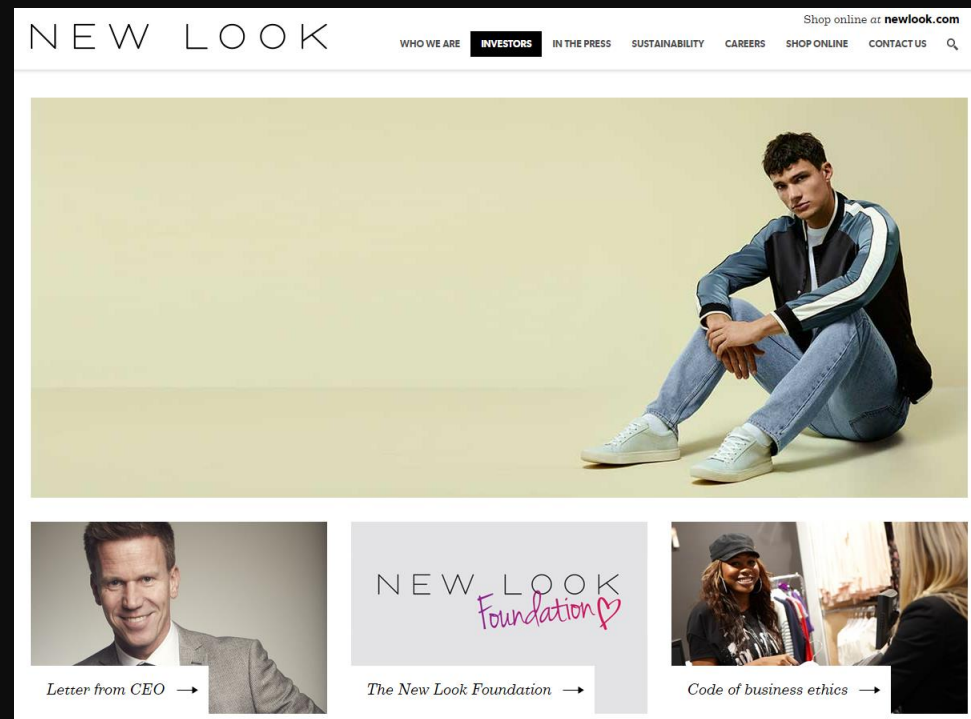
Competitor Overview – Traditional Websites

Existing investor microsites tend to be exceptionally conservative in their presentation and eschew stylized presentations.



Competitor Overview: New Trends in Microsite Development

A growing number of websites show greater use of thoughtful design and layout when communicating to investor or business oriented audiences.



Mood Board – “Greek Mythology”

While the “Greek Mythology” theme does not link thematically to the final design, it did help to establish the initial color palette that would be used.

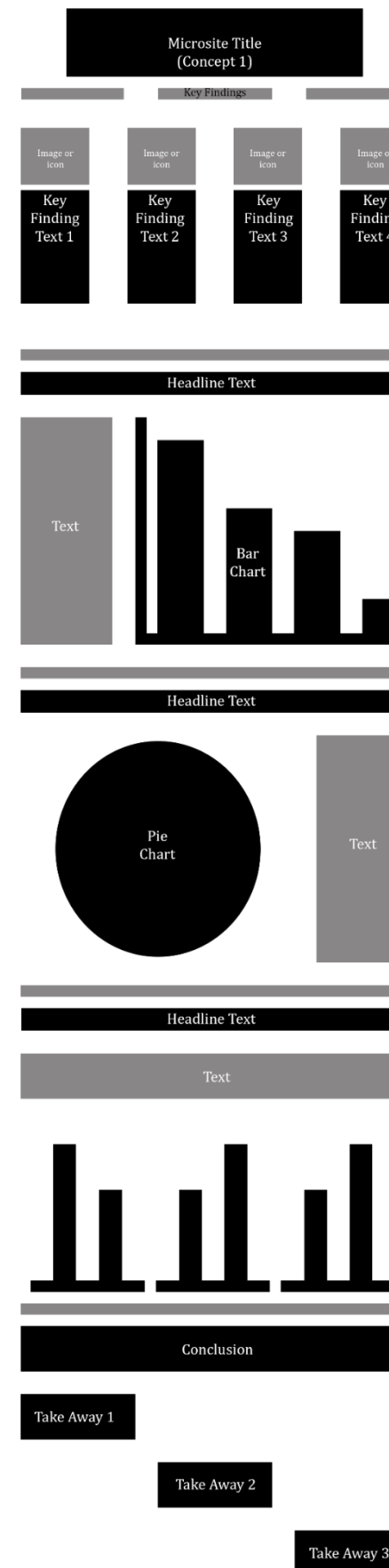


Low-Fidelity Compositions

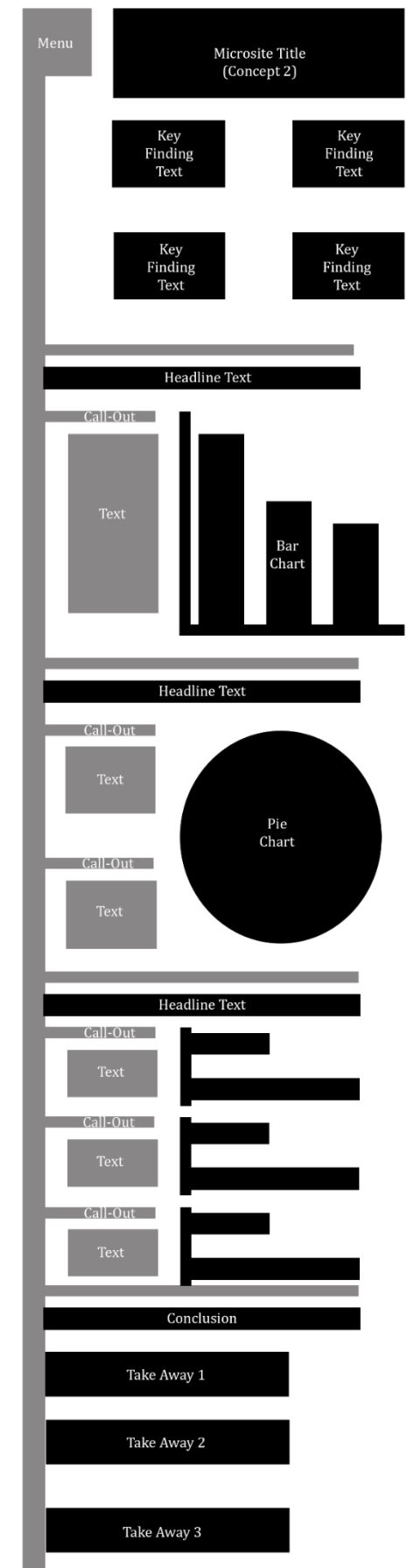
Very basic outlines of the microsite.

Key feature in “Composition 2” included scrolling vertical side bar to guide viewer.

Concept 1



Concept 2

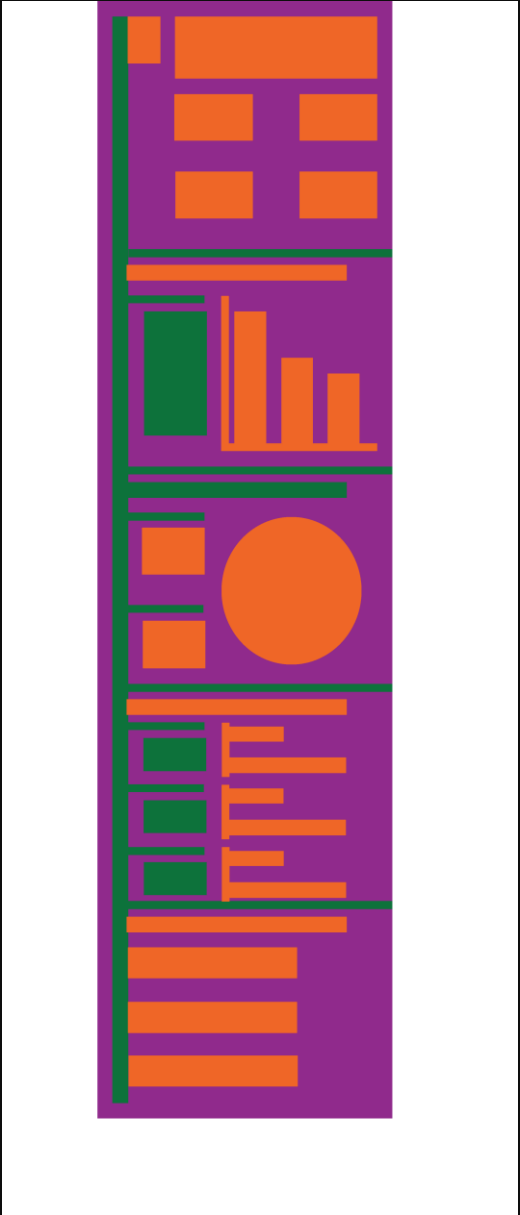


Color Palette Studies

Red and Black Color Palette
- Eventual Final Choice



Experimental and Discarded Color Palettes



Typography Studies

Fonts analyzed and selected for professionalism and ease of reading

Lato Regular – FINAL FONT

Lorem ipsum dolor sit amet,
iudico facete necessitatibus ius
ea, tota maiorum molestie ex ius.
Id graeco tibi que oporteat sit,
semper qualisque ea vix, vix te
possit labitur.

Hind Light

Lorem ipsum dolor sit amet, iudico
facete necessitatibus ius ea, tota
maiorum molestie ex ius. Id graeco
tibi que oporteat sit, semper
qualisque ea vix, vix te possit
labitur.

Lato Light

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facete necessitatibus ius ea, tota
maiorum molestie ex ius. Id graeco
tibi que oporteat sit, semper
qualisque ea vix, vix te possit
labitur.

Chartwell Bars

Lorem ipsum dolor sit amet, iudico facete
necessitatibus ius ea, tota maiorum molestie ex
ius. Id graeco tibi que oporteat sit, semper
qualisque ea vix, vix te possit labitur.

2. Final Landing Page



Liquid Labs

Investor Survey Overview

Liquid Labs is a newly developed juice bar designed to provide customers with customized juice blends and healthy supplements to their regular meals.

Liquid Labs will market itself as a “fast casual” juicebar, focusing on serving it’s cusomters quickly and with multiple options for customization.

In a survey of Financial Elites commissioned by Liquid Labs, respondents expressed significant interest in the concept, identified key features that must be provided, and gave an assessment of where the liquid labs is best positioned to be competitive in the market.

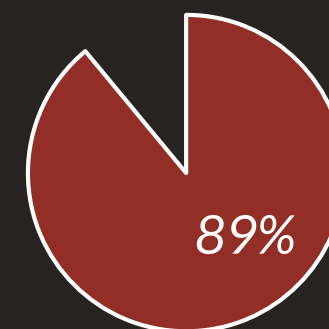
The findings suggest strong investor interest in Liquid Labs and support the viability of the business model.



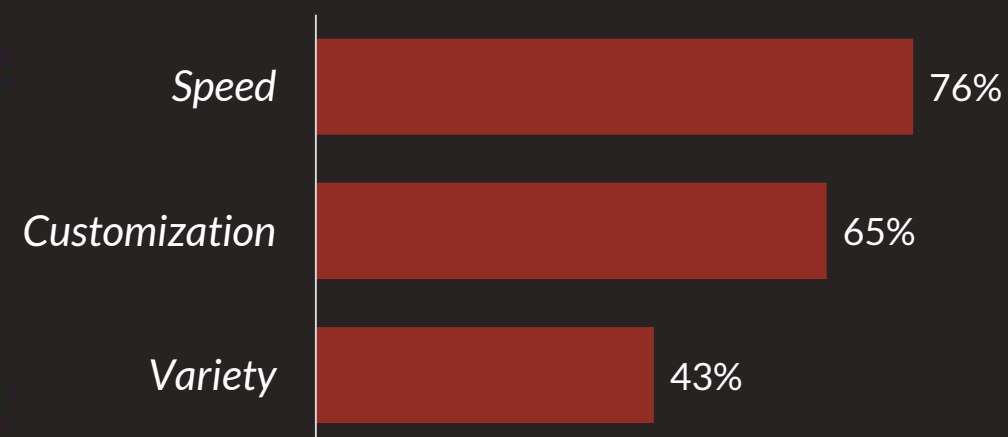
Liquid Labs

Key Findings

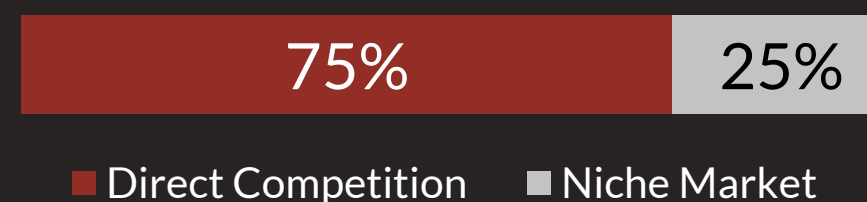
There is high interest from investors in providing funding to support the Liquid Labs concept.



Investors expect Liquid Labs to focus on providing speed and customization. There is less interest in ingredient variety.



There is skepticism that Liquid Labs can compete directly with other fast casual establishments, it must establish it's own niche.

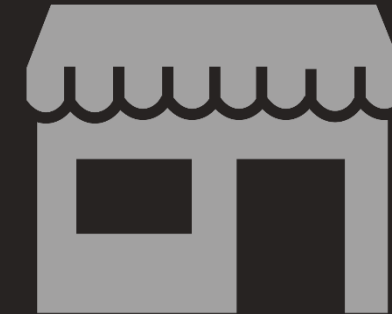




Liquid Labs

Conclusion and Next Steps

1. Prove viability with a concept store



2. Begin conducting media outreach



3. Conduct follow up surveys to benchmark changing investor interest



Liquid Labs

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Mobile Concepts

Identical content to main website

Section navigation assistance

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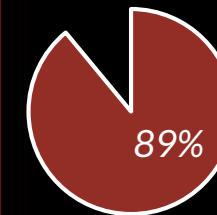
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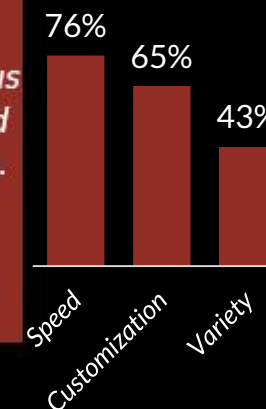
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