

PENNY JUICE

PENNY JUICE WEBSITE REDESIGN

Celine Yan

Interaction Design I

PENNY JUICE

IT MAKES CENTS

FREE NATIONWIDE SHIPPING 563-386-1999

LEADER IN CHILDCARE JUICE!

[Home](#)

[Childcare Juice](#)

[Order Now](#)

**100% blended fruit juice concentrate specifically
designed for childcare centers.**

[Order Now](#)

RAINBOWS OF EXCITING FLAVORS!

15 flavors available including 7 color free flavors. Each case contains 6 - ½ gallon bottles of your choice. We've designed them especially for childcare, daycare, preschool, basp and extended daycare. [Get in touch with us today!](#)

[Learn More](#)



5 PLANES OF UX

SURFACE

Visual design in content and purpose

- Blinding choice of neon colors, clashing colors
- UX choice of buttons flashing from red to neon green
- Order Now and Learn More buttons are colored red.
- Stock photos present an uncomfortable, uninviting feeling
- Very different styles of stock images, very little cohesiveness
- Text hierarchy needs to be modified
- No asterisks or any indication of required fields to make a purchase

Appealing design?
Why or why not?

- Intended audience may be childcare managements and preschools.
- Website turns off a lot of its users. It has a very odd style, and some may even associate this type of branding with scam or viruses.

SKELETON

Do organized elements help?

- Navigation bar is accessible even as you scroll down the page
- “Order Now” button allows easy access to the purchase page
- Several “Learn More” buttons redirects the user to the Childcare Juice item on the navbar, which are extraneous avenues of getting to the page.

Focus

- The different flavors of juice concentration offered

Consistent organization?

- Navigation bar -> information -> Social Media
- Not particularly organized in terms of content
- Most realistic and reliable information about credibility as a business is hidden on a different page

Grid system?

- Yes, vertical grid flow.

STRUCTURE

How do users navigate the site?

- Scrolling vertically through the site
- Clicking on buttons that prompt users to Order Now or Learn More
- Clicking on the three links on the navbar
- Clicking logo redirects you to the home page.
- Hard accessibility to find information on pricing and restrictions (ex: minimum 1 case order)

Is it clear where you would go to do a certain task?

- “Order Now” button and navbar link
- “Get in Touch” with us today
- Facebook logo
- Email link
- Submit Order after filling out the form
- Small “Buy Now” button prompted after checkout, not really

SCOPE

What does the page do?

- Provide as a platform for users to learn more about Penny Juice, and purchase juice concentrates in bulk

Functional Requirements

- Billing/Shipping form
- Credit/Debit card as a form of payment

STRATEGY

Business Goals

- To sell easy-to-make juice concentrates in bulk to organizations that care for children, such as childcare orgs.
- Bringing experience from the beverage industry to enjoyable products for children.

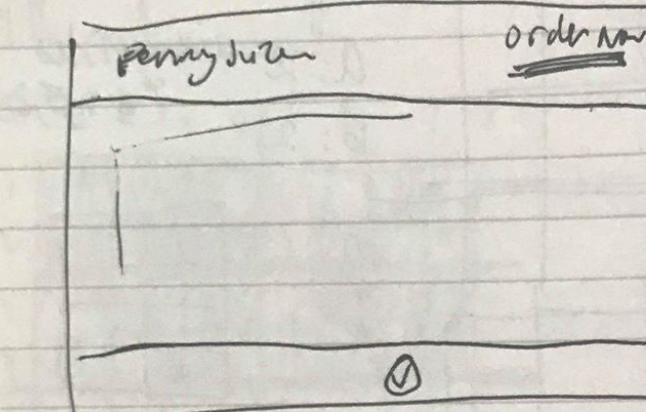
Scenarios of Usage

- A resource for buying easy-to-make juice concentrates in bulk
- On the current scale, this site is more targetable for larger childcare orgs who need supplies of juice for kids.
- With a redesign of the strategy for Penny Juice, it could incorporate for any large events that serve juice, even on a family birthday party style event.

graph. design

hello
Hello :)

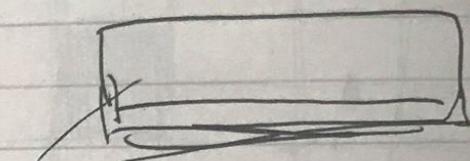
wireframes



important sections

- About
- Order Now
- Social Media

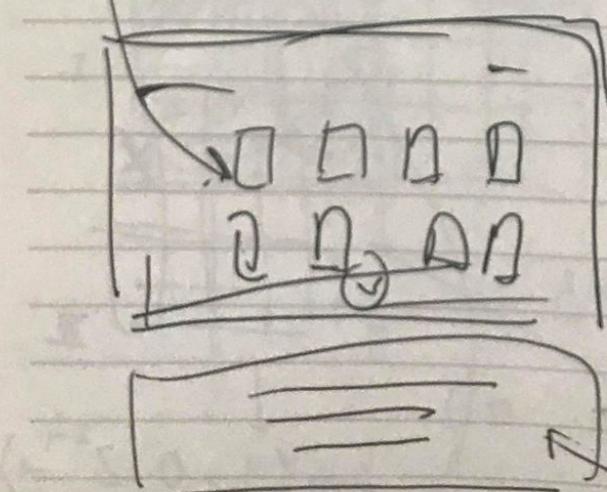
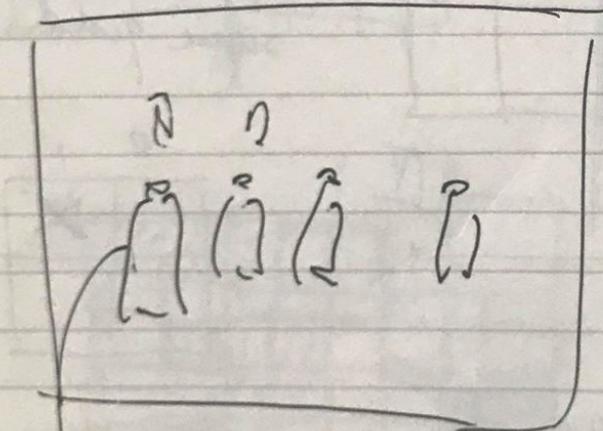
↳ footer



contact us

above

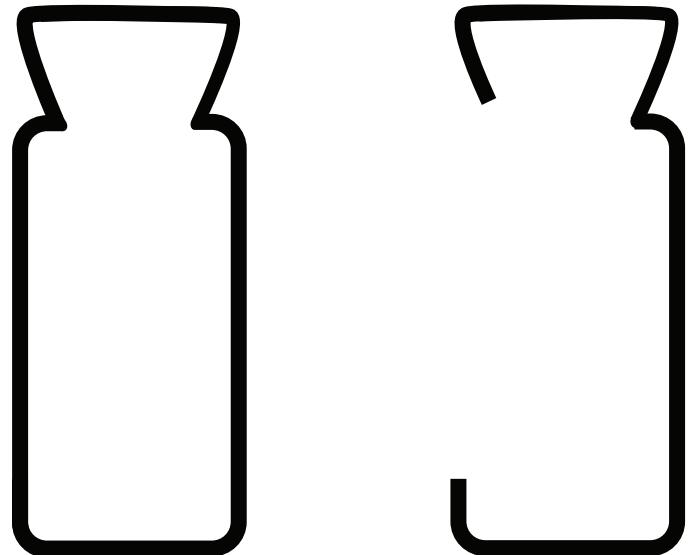
- (a)
- (b)
- (c)



Penny June Penny June

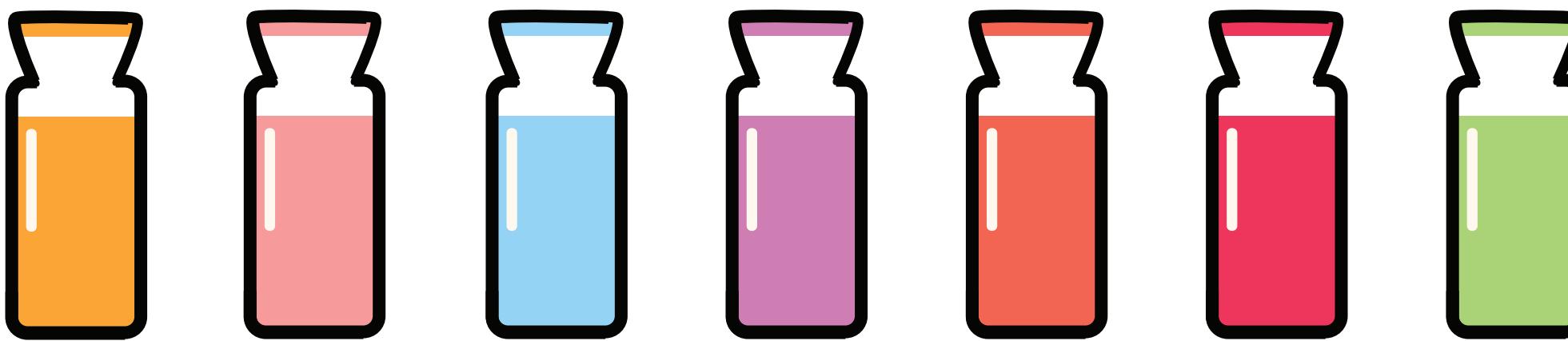
J June J June

About 1 page



PENNY JUICE

PENNY JUICE



WIREFRAME

Large Devices: Desktops - 12 col

PENNY JUICE

Order Now

Premium quality 100% blended fruit juice concentrate, guaranteed.
*specifically designed for childcare centers and preschools

We use only the highest quality fruit juice products.

Our products are specially made for kids and meet all the requirements of subsidy and nutrition under the FDA.

Customers prefer our products for their benefits, features, variety, service, and competitive pricing.

Fast and easy to use. Penny Juice greatly reduces storage and handling requirements. Plus, free delivery.

Cases come in various exciting flavors and colors.

6 half-gallon bottles of 6 different flavors.

Make 24 gallons of juice with 1:7 cups ratio of mixing concentrate to water.

One case is \$89.00. One gallon is \$3.70.

We're a family-owned business with over 40 years of experience in the beverage industry.

Order now from Penny Juice of America.

Order now

Contact Us

- pennyjuice@hotmail.com
- 563-386-1999
- 563-386-6200
- @PENNYJUICE
- @PENNYJUICE

Medium Devices: Tablets - 6 col

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Extra S...s - 2 Col

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Submit an order below, or call/email us.

Order Form:
Select desired number of half-gallons for each flavor.
Six half gallon choices will result in a case price of \$89.00.

Apple (Color Free)	White Grape (Color Free)	Peach Mango (Color Free)	Orange Raspberry (Color Free)
<input type="checkbox"/> 1/2 gal.			

Tangerine (Color Free)	Fruit Punch (Color Free)	Cherry (Color Free)	Strawberry Banana
<input type="checkbox"/> 1/2 gal.			

Strawberry Kiwi	Citrus Punch	Blue Raspberry	Green Watermelon
<input type="checkbox"/> 1/2 gal.			

Cran-Apple	Orange-Pineapple	Berry	Mix Pitchers
<input type="checkbox"/> 1/2 gal.	<input type="checkbox"/> 1/2 gal.	<input type="checkbox"/> 1/2 gal.	<input type="checkbox"/> gal.

Number of 1/2 gal selected: 0
Total: \$0.00

Shipping Address:

Center Name		
Contact Full Name	xxx-xxx-xxxx	
Email		
Street Address		
City	State	Zip

Billing Address:

My Billing Address is the same as my Shipping Address.

Center Name		
Contact Full Name	xxx-xxx-xxxx	
Email		
Street Address		
City	State	Zip

[Check out](#)

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Medium Dev...ts - 6 col Copy

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Extra Sma...Col Copy

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PRODUCT

Large Devices: Desktops - 12 col

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Fast and easy to use. Penny Juice greatly reduces storage and handling requirements. Plus, free delivery.



Cases come in various exciting flavors and colors.

6 half-gallon bottles of 6 different flavors.



Make 24 gallons of juice with 1:7 cups ratio of mixing concentrate to water.



One case is \$89.00. One gallon is \$3.70.



A map showing the location of the business.

We're a family-owned business with over 40 years of experience in the beverage industry.

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Medium Devic...: Tablets - 6 col

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Extra S...s - 2 Col

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<input type="checkbox"/> 1/2 gal.			
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<input type="checkbox"/> 1/2 gal.			
<input type="checkbox"/> 1/2 gal.	<input type="checkbox"/> 1/2 gal.	<input type="checkbox"/> 1/2 gal.	<input type="checkbox"/> gal.

Number of 1/2 gal selected: 0
Total: \$0.00

Shipping Address:

<input type="text"/> Center Name		
<input type="text"/> Contact Full Name	<input type="text"/> XXX-XXX-XXXX	
<input type="text"/> Email		
<input type="text"/> Street Address		
<input type="text"/> City	<input type="text"/> State	<input type="text"/> Zip

Billing Address:

<input type="checkbox"/> My Billing Address is the same as my Shipping Address.		
<input type="text"/> Center Name		
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Medium Devices: Tablets - 6 col

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Extra Small Devices - 1 col

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<input type="checkbox"/> 1/2 gal.			
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