

Meriggiare

My role: Branding, Content Strategy, UX/UI Design

GOAL

Develop a responsive web page to market a new product.

CHOOSE THE RIGHT FLAVORS

The product being showcased is a bottle of Chenin Blanc on a vineyard page. I wanted to create a brand that would represent enjoyment and relaxation to keep with the meaning name Meriggiare (“to escape the heat of the midday sun by resting in the shade”). The logo is an illustration of petunias - which can mean "your company suits me". The flowers are a light pastel blush color, not too much pink and light and warm enough to convey passion and positivity.

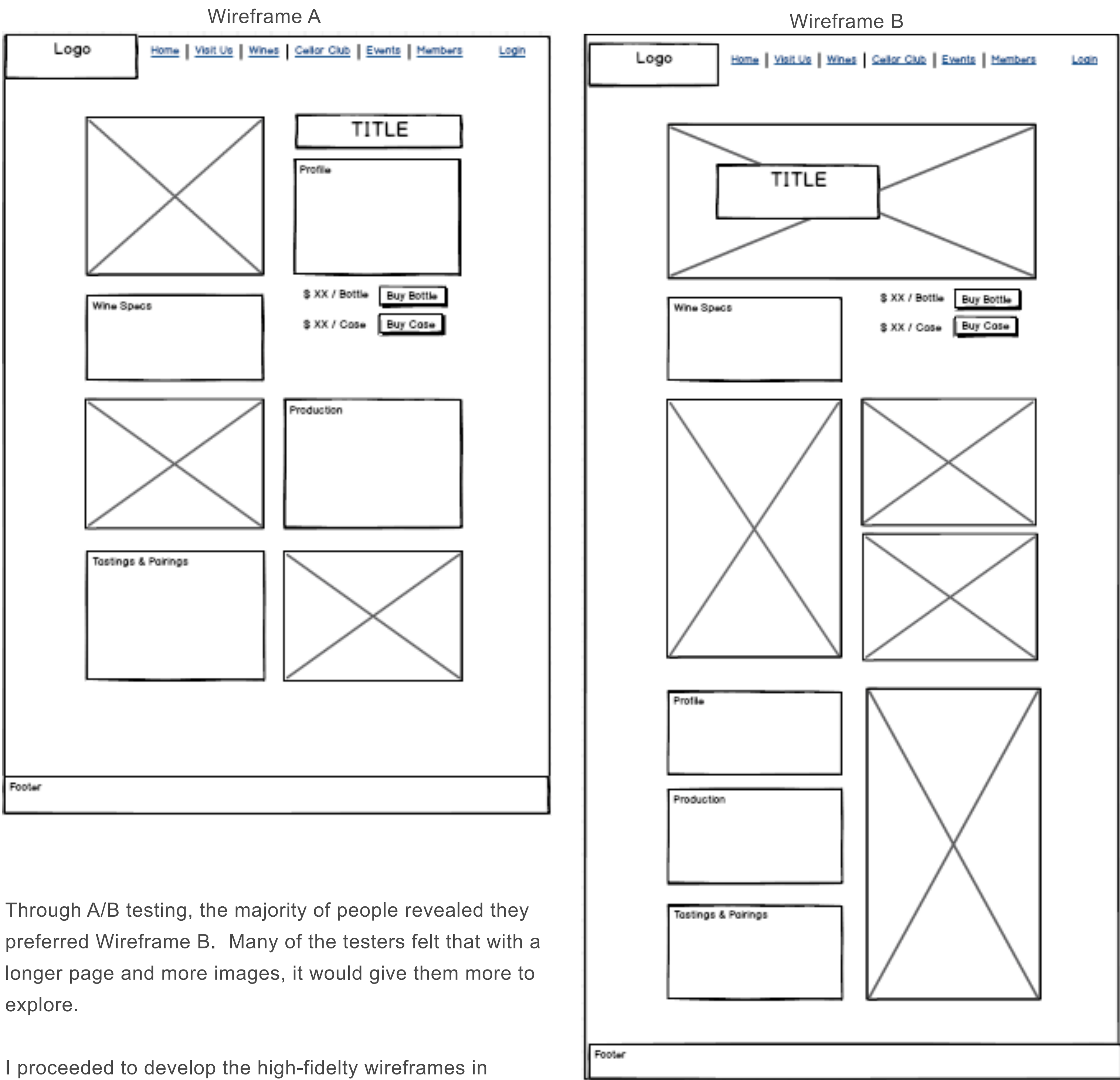
The palette consists of mostly neutrals with a sienna brown and muted olive green for accent colors. Both give off a natural and earthy feel.

As for the typefaces, to keep the page looking more modern, clean and crisp the fonts utilized are sans serif.



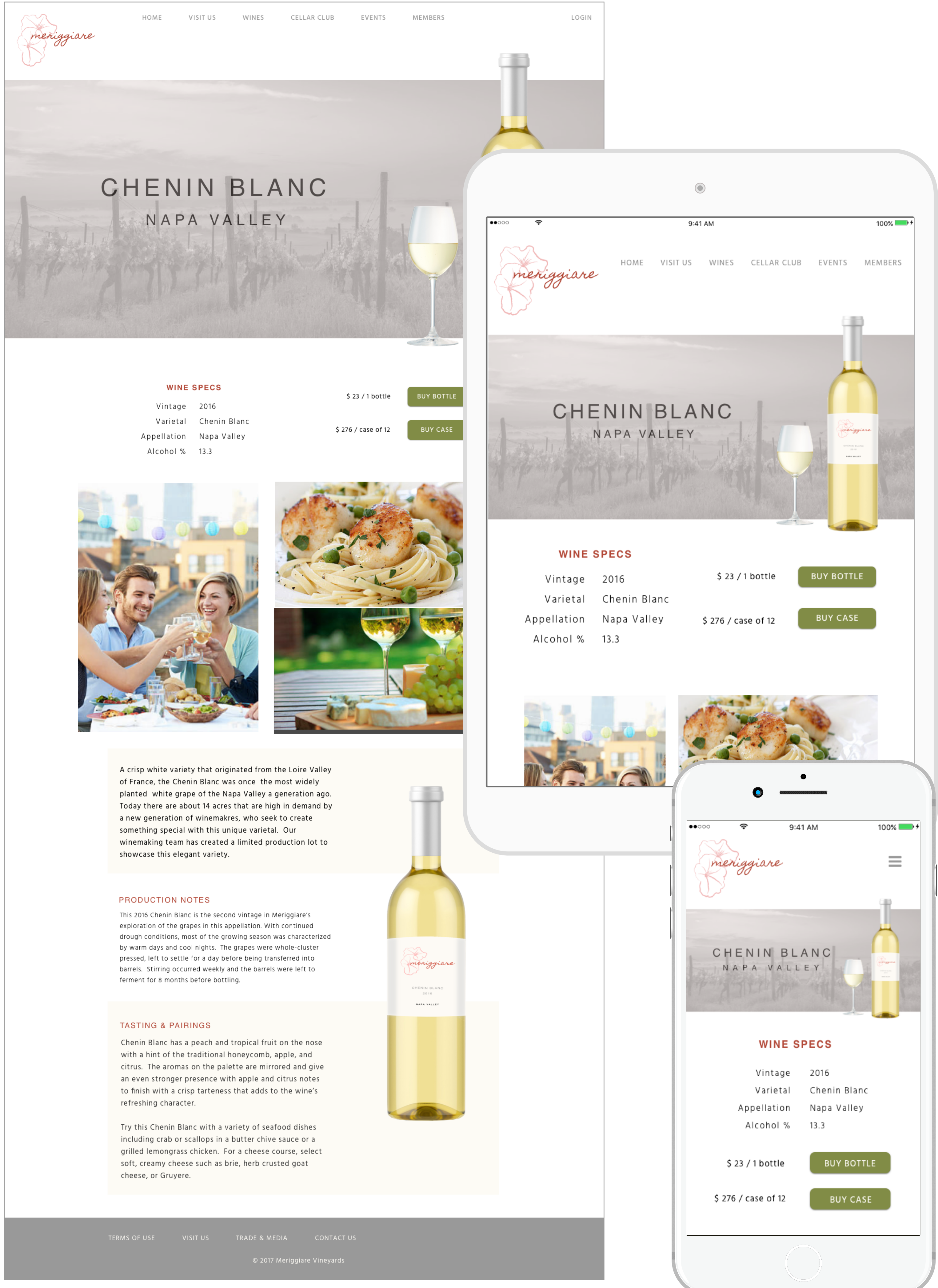
LAYER THE NOTES

I began with wireframes in Balsamiq to organize the content for the webpage.



Through A/B testing, the majority of people revealed they preferred Wireframe B. Many of the testers felt that with a longer page and more images, it would give them more to explore.

I proceeded to develop the high-fidelity wireframes in sketch, modifying the page to be responsive to both a tablet and a mobile device.



SUMMARY

Structuring a single webpage alone can be a challenge but adapting it to multiple devices can create more difficulties. This project allowed me to explore the potential complications of responsive web design and learn to design working wireframes for multiple devices. The responsive page is currently being developed and will be up shortly!