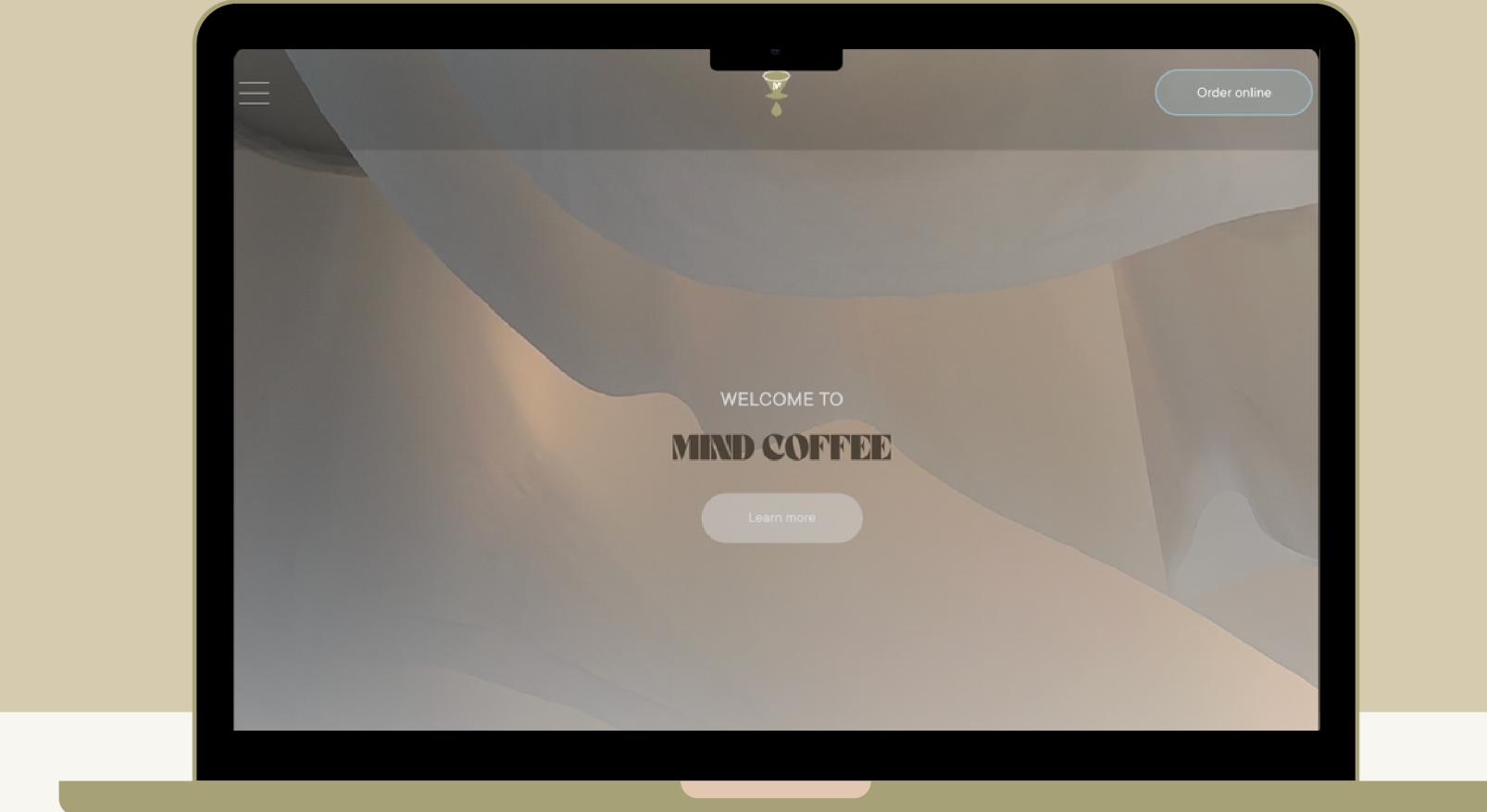


UI Redesign

MIND Coffee

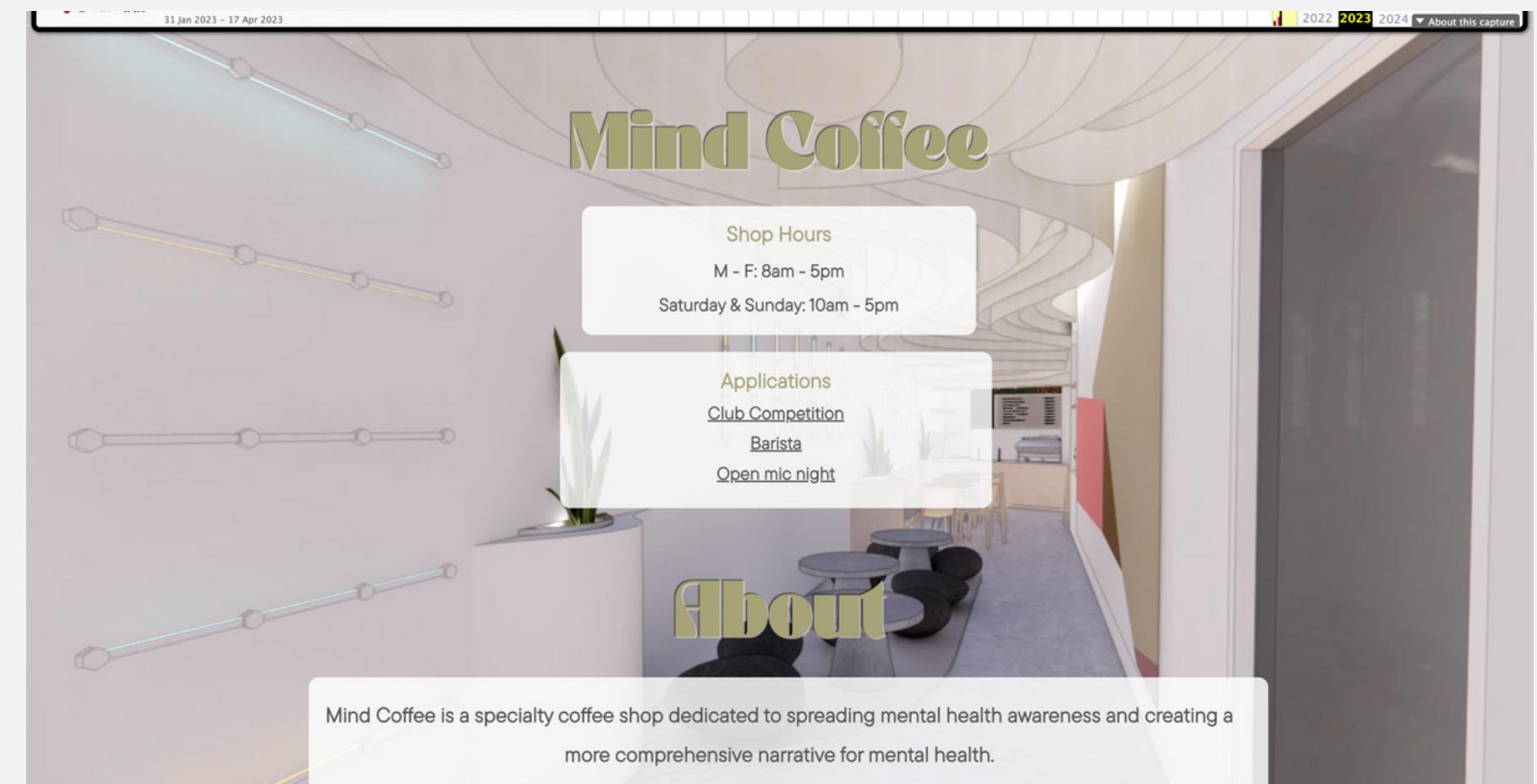
Andy Lin, Rachel Lin, Laney Fong, Amber Louie, Tiffany Huang



INTRODUCTION

Since MIND Coffee exploded on the scene less than a year ago, it has been one of the most popular destinations in Berkeley to study and chat while studying. Mind Coffee's primary objectives extend beyond brewing the perfect cup of coffee; it also serves as a sanctuary for the mind and a hub for promoting mental health awareness and support. Ultimately, their goal is to provide a safe space for the community to engage in meaningful conversations and connections.

Despite these goals their website at the time, gave users a sense of confusion and messiness due to visual clutter, formatting, and lack of connection to the company's visual identity. Thus those were the key issues we focused on: brand identity, readability, and transparency.

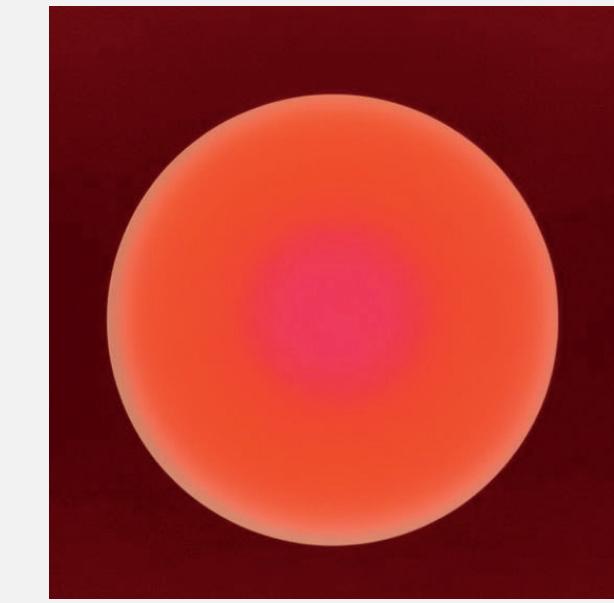
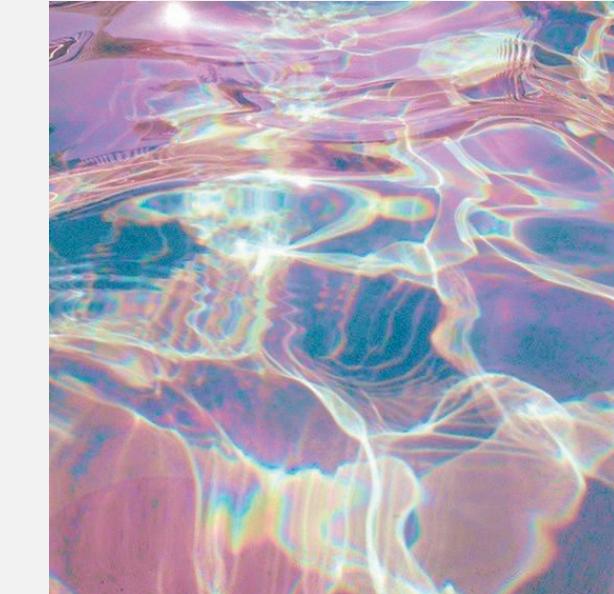


VISUAL BRANDING

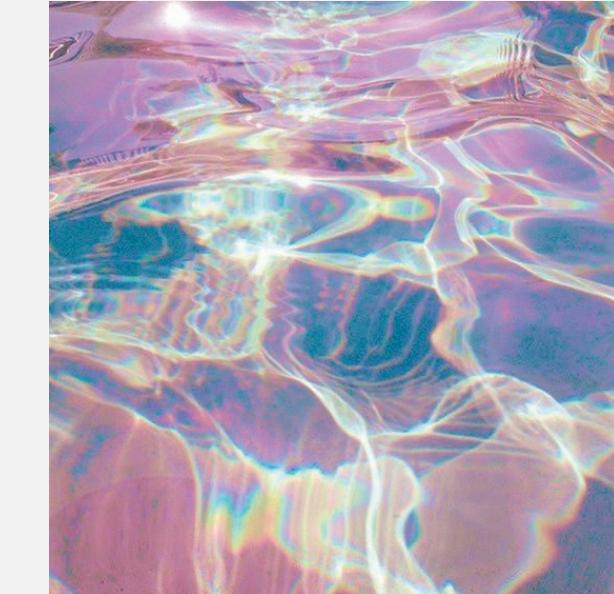
Interior



Logo Inspo

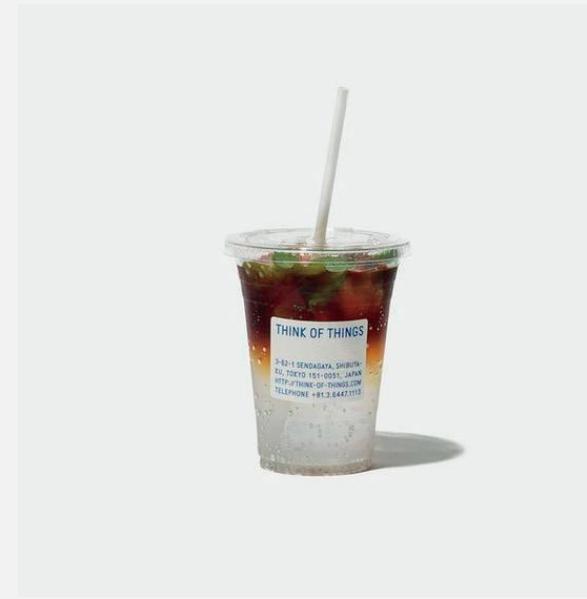


Colour Palette



COLOUR 001

Colour Palette



#D7CBAE

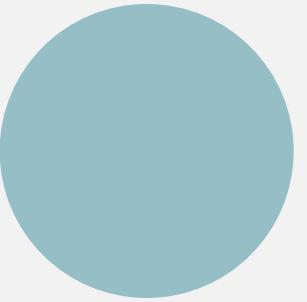
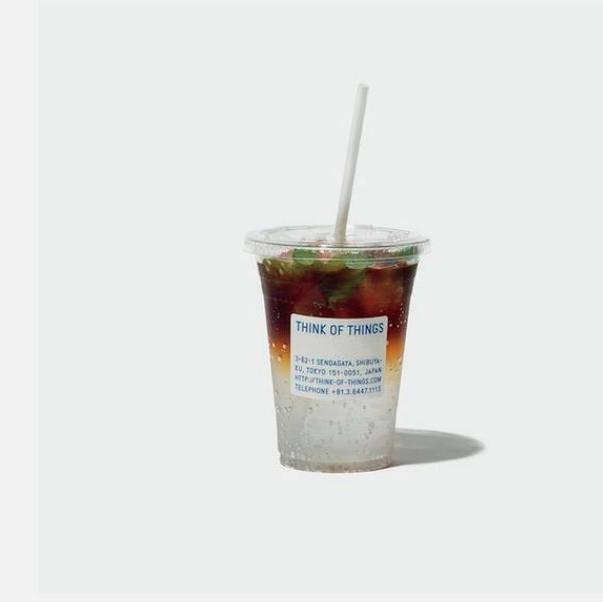
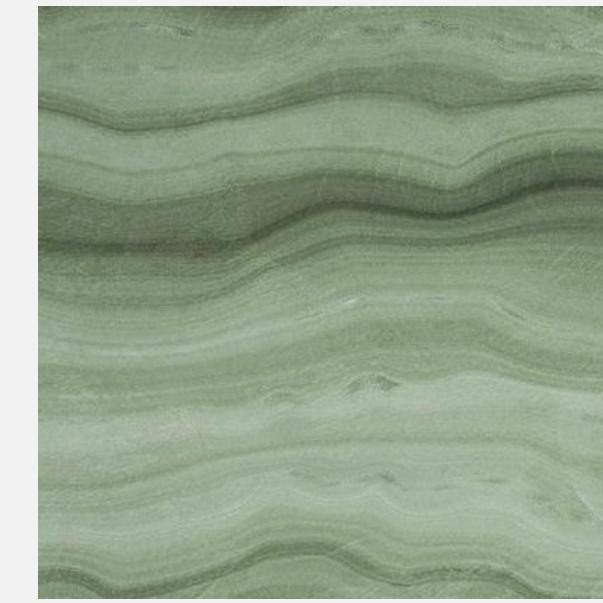
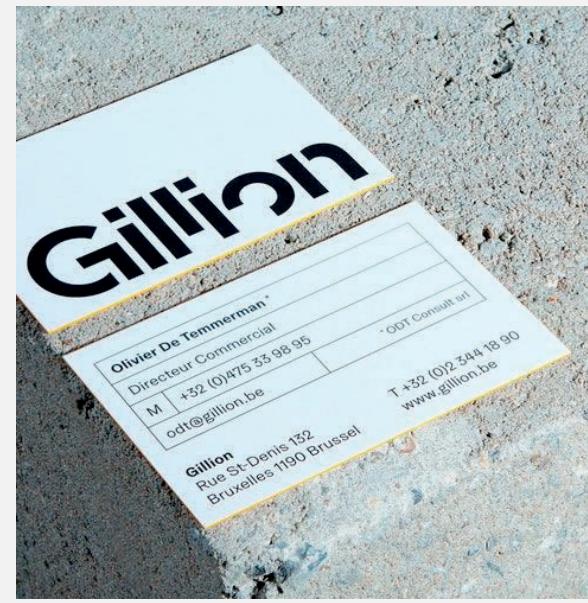
#A7A376

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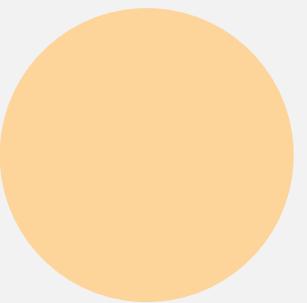
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COLOUR (Packaging Only)

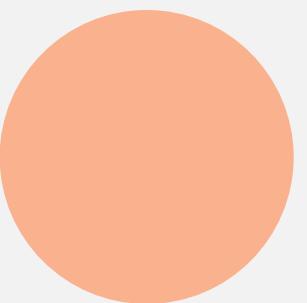
Colour Palette



#A9CoC8



#FFDAA3



#F8B894

BRAND FONTS

Heading Font

TAN Buster - License Aquired

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z

Sub Heading Font

Montserrat

TT Commons Pro - License Aquired

A B C D E F G H I J K L
M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l
n o p q r s t u v x y z

BRAND LOGOS

Primary

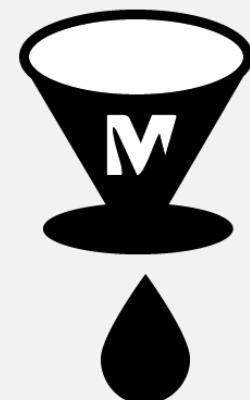


Coffee

Secondary



Submark



Coffee

CONCEPT 1 - MINIMALISTIC MODERN

IDEATION

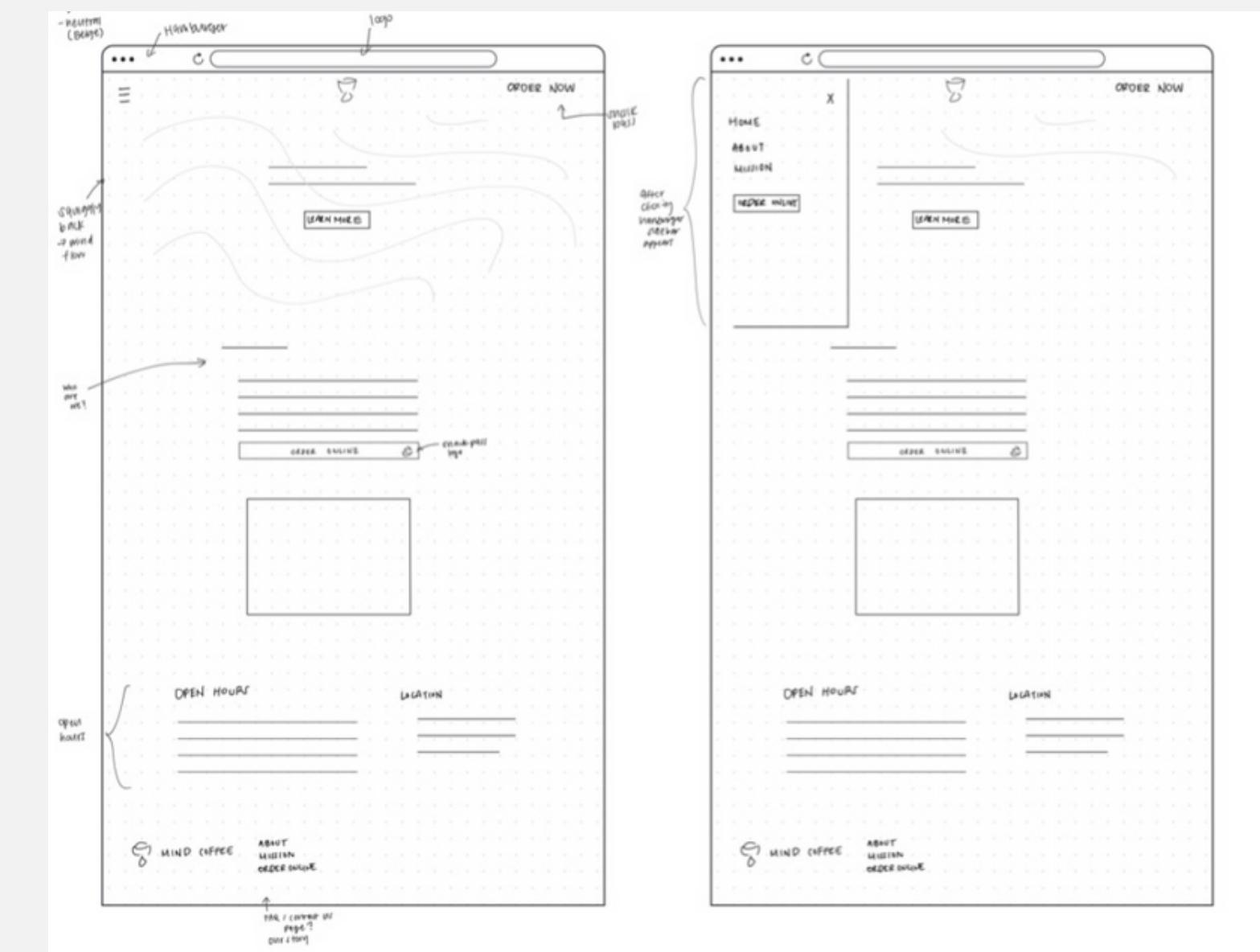
This concept pays homage to the founder's personal aesthetics - minimalism. In order to eliminate excess from the old website design, we focused on streamlining the layout and removing visual clutter. Thus our initial sketches had the core idea of a wavy hero image inspired by the original design, and a streamlined, minimalist layout for the rest of the website.

COLOUR PALETTE

MIND Coffee wants their customers to find peace and calm in their daily routine and this is reflected in the warm colour palette we've formulated. They want to invite emotions, feelings, and connections to their interiors.

LOGO & FONTS

The typography will bring a sense of simplicity and sleekness to the brand, highlighting the brand's no-fuss attitude when it comes to creating a utopia for coffee lovers.



LO-FI DESIGN

Welcome to Mind Coffee

Learn more

Who are we?

Who are we? lorem ipsum dolor sit amet, consectetur adipiscing elit, commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Order online

Powered by Shopify

Location

1816 Euclid Ave, Berkeley, CA

Hours

Day	Open	Close
Sunday	7:30am	5:00pm
Monday	7:30am	5:00pm
Tuesday	7:30am	5:00pm
Wednesday	7:30am	5:00pm
Thursday	7:30am	5:00pm
Friday	7:30am	5:00pm
Saturday	7:30am	5:00pm

Mind Coffee f in @

Mission

We are a specialty coffee shop with a mission to rewrite the mental health narrative and help provide tools and exercises anyone can use to help strengthen their mental health. We want to spread the word that taking care of our mind is just as important for our mental health as taking care of our body for physical health.

Events

Highlights

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Club Rewards

Every semester we will have a competition for clubs at UC Berkeley. Each club will get a point for every drink ordered. The club at the end of the semester with the most points will win:

2 GALLONS OF COLD BREW COFFEE
1 EVENT FREE CATERING
TROPHY FOR MIND COFFEE COMPETITION

How to Earn

Apply

Any club officer can apply for their club to join the competition. The deadline to apply and competition dates will be posted soon, but apply now to secure your club's seat in the competition!

Mention

Any club officer can apply for their club to join the competition. The deadline to apply and competition dates will be posted soon, but apply now to secure your club's seat in the competition!

Win

Any club officer can apply for their club to join the competition. The deadline to apply and competition dates will be posted soon, but apply now to secure your club's seat in the competition!

Join the Competition

Mind Coffee f in @

Menu

New Releases

Drink Name

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Drink Name

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Drink Name

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All Drinks

Popular Drinks

Signature Drinks

Classic Drinks

Herbal Teas

Pastries

Ice Creams

Other

Drink Name

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Drink Name

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Drink Name

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Mind Coffee f in @

Mental Health Services

For Berkeley Students

Counseling and Psychological Services (CAPS) A part of CALS University Health Services, CAPS offers a variety of mental health services and resources to UCB students at little to no cost.

For the Entire Community

Crisis Support Services of Alameda County - (800) 309-2131

National Suicide Prevention Lifeline - (800) 273-8255

COVID19.CA.GOV - An official California State Gov. website with resources for Californians' emotional and mental well-being

California Coalition for Youth - Youth ages 12-24 can call or text (800) 843-5200 or chat online for 24/7 crisis support

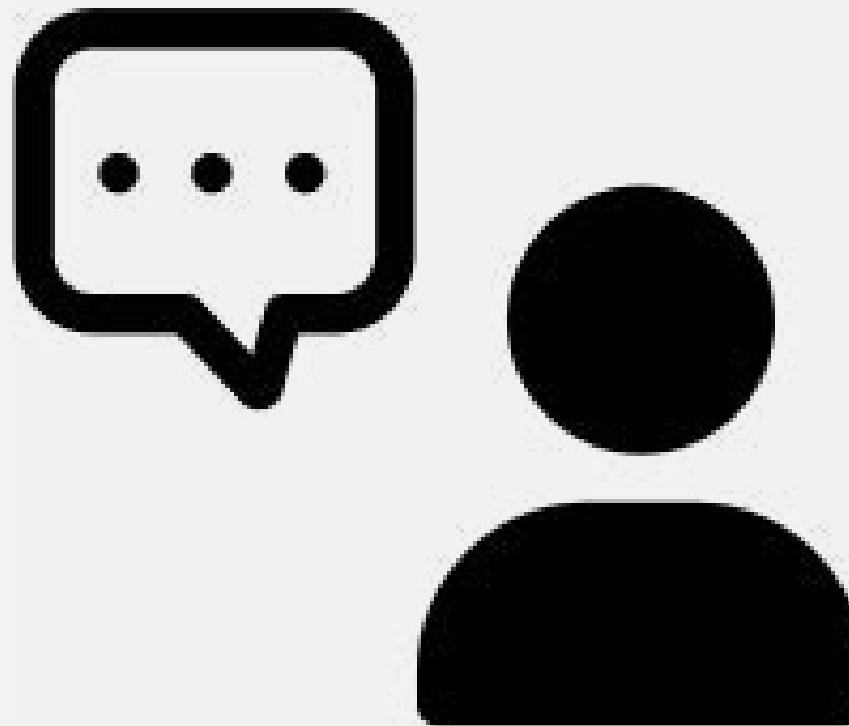
Would you like to be added to the Resource Page?

Mind Coffee About Mission Resources FAQ Order online f in @

CLIENT FEEDBACK

At this stage, we had a general idea of the shape language, fonts, and outline of the redesign, just in time for feedback from the clients. The core ideas of the feedback boiled down to three things:

1. **Maintaining the fonts** of the original website, as the font they chose was supposed to instill security and relaxation
2. They liked the idea of a wave-inspired hero image background, but wanted some **interactivity** in the form of animation, user interactivity (clickable buttons), real footage
3. They didn't like the over-prominence of some of the buttons and text, and wanted **more emphasis on the 'flow'** of the web design.



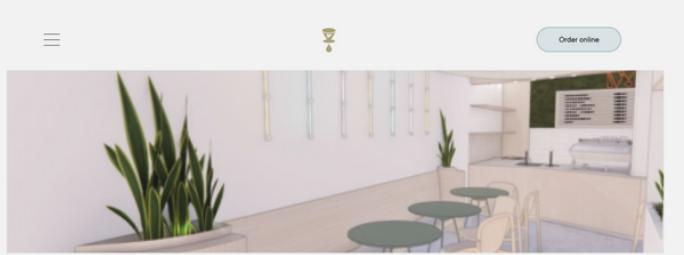
With respect to the visual brand identity, we interviewed customers of MIND Coffee through casual conversation about what MIND Coffee meant to them. The results came down to three key concepts:

1. A premium, high quality experience
2. A **safe space** dedicated to mindfulness
3. Warmth and comfort

With these ideas in mind, we were confident in moving forward with the fabrication of the low-fi prototype.

HI-FI DESIGN

The image shows the homepage of the Mind Coffee website. At the top, there's a large, abstract background image of a coffee cup. Overlaid on this is the text "WELCOME TO" in a small font, followed by "MIND COFFEE" in a larger, bold, sans-serif font. Below the main title is a light blue rounded rectangle containing the text "Learn more". Underneath the main title, there are three circular images arranged horizontally, each showing a different coffee drink: an iced coffee with coffee beans, a green smoothie being poured, and a dark coffee being poured into a glass.



Mission

We are a specialty coffee shop with a mission to rewrite the mental health narrative and help provide tools and exercises anyone can use to help strengthen their mental health. Mental health and physical health are both equally important to our life; however, in our society we typically look at them differently. We want to spread the word that taking care of our mind is just as important for our mental health as taking care of our body for physical health.

REWRITING THE MENTAL HEALTH NARRATIVE

Everyone knows that if we go on daily walks, do strength training at the gym, or eat healthy, we can improve our physical health, but when it comes to mental health, we typically skip all that and go straight to the extremities and outcomes of what happens when we don't take care of our mental health.

If you type "physical health" into google, all the top results are talking about exercising, being active and healthy, or different components (including nutrition, strength, flexibility, aerobic conditioning, balance, weight, and sleep). However, if you type "mental health" into google, it goes straight to finding a therapist, taking a mental health test to find out if you have depression or are bipolar, the personality disorders, PTSD and articles on red flag for shootings.

ONE COFFEE AT A TIME



Our goal to serve high-quality, great tasting drinks that inspire. We want to be a safe, positive environment that stimulates our mind and provides exercises/tools to grow mentally strong. Over time, we hope to change the narrative around mental health so that, like with physical health, chapter 1 starts with exercises and healthy habits instead of jumping straight to the severe illnesses.

[Resources](#)

Impact

We are all about giving back to the community. We want to be a resource for the community and host events that will help us grow in some way. We also will have a monthly contest where our customers nominate and vote on a non-profit in the mental health sector. We will donate a portion of profits for that month to the winning non-profit. To nominate a non-profit, please put their name in the suggestion box in front of the espresso machine.

[Learn More](#)



About FAQ

Resources

Order online

CONNECT

f in @

Order online

Menu

NEW RELEASES

Ceremonial Matcha Latte

Ceremonial grade Matcha with your choice of milk and sweetness level



Vanilla Latte

2 shots of our specialty espresso, your choice of milk, and organic, real vanilla syrup made in-house.



Shakerato

Espresso shaken like a martini with brown sugar and ice. 2 shots by default.



Einspinner Coffee

2 shots of espresso topped with a thick layer of special whipped cream made in-house

\$6.50

Iced Dirty Matcha Latte

Ceremonial grade Matcha with 2 shots of house espresso, iced.

\$6.50

Ceremonial Iced Matcha with House Crema

Ceremonial grade Matcha with ice, topped with a layer of special crema made in-house

\$5.95

All Drinks

Popular Drinks

Signature Drinks

Classic Drinks

Herbal Teas

Pastries

Ice Creams

Other

About

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Order online

Events



HIGHLIGHTS

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, commodo consequat.
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Club Rewards

Every semester we will have a competition for clubs at UC Berkeley. Each club will get a point for every drink ordered.

1 APPLY

Any club officer can apply for their club to join the competition. The deadline to apply and competition dates will be posted soon, but apply now to secure your club's seat in the competition!

2 MENTION

The competition starts, make sure your club members and friends are mentioning your club to get points for you! Points for each club competing will be shown on the website and will be updated every Monday morning. Check to see how many points your club has and if your club is in the lead!

Join the Competition

Name

Club Name

Email

Position

3 WIN

At the end of the competition the club with the most points will receive 2 gallons of cold brew coffee as well as as you please! For the cold brew coffee, you can sell it on campus or share it with your club members at a club event! In addition, the winning club will get to host 1 of our events we will cater coffee for free. Lastly, your club will also win the Mind Coffee Club Competition Trophy!

The club at the end of the semester with the most points will win:

2 GALLONS OF COLD BREW COFFEE

1 EVENT FREE CATERING

TROPHY FOR MIND COFFEE COMPETITION



Order online

Mental Health Resources

BERKELEY STUDENTS

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THE COMMUNITY

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California Coalition for Youth - Youth ages 12-24 can call or text (800) 843-5200 or chat online for 24/7 crisis support

Would you like to be added to the Resource Page?

Organization Name

Name (First, Last)

Email

Write a short bio.

About
Resources
Order online

FAQ

CONNECT

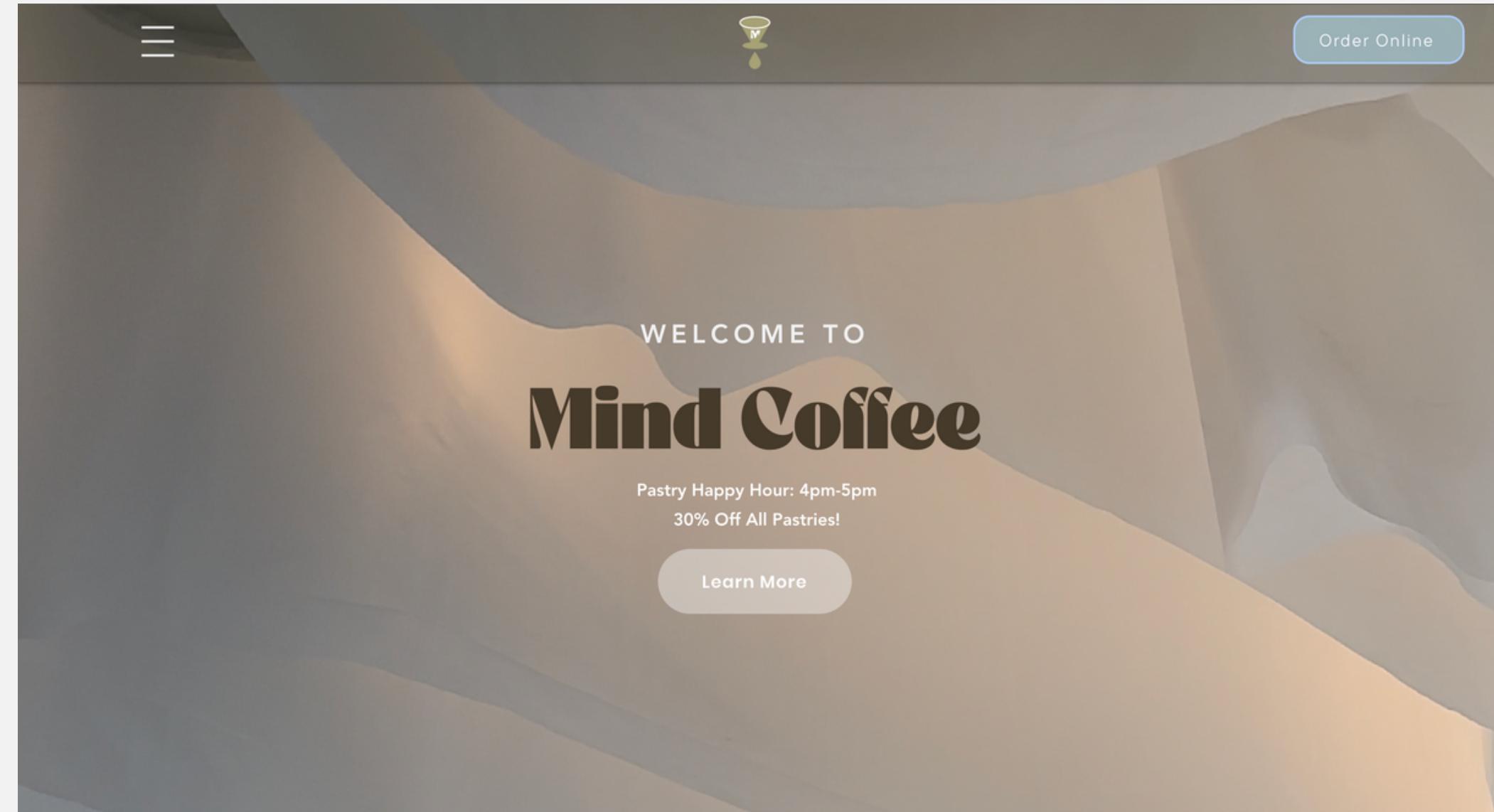
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REFLECTION

We went through three iterations of the hi-fi prototype with minor changes, primarily focusing on the organization of different features on the site. Both the clients and we were very pleased with the final version, which was calibrated and structured based on user behavior observed during rigorous in-house testing.

This was my first project working with a client who had specific preferences regarding certain design aspects to pay homage to their ideal theme. I gained a lot of experience in learning how to balance between client expectations and my personal design visions and preferences. Additionally, I assisted MIND Coffee in implementing the new designs on their official website through WIX.

In the end, this project provided me with valuable professional growth and experience.



<https://www.themindcoffee.com/>