

# Project Brief

## Project

Lanikai Juice

## Brief Summary

Lanikai Juice Hawaii is a food and beverage company that focuses on making and serving healthy and fresh smoothies, fruit bowls, freshly squeezed juices, food, and cold pressed juices. The goal is to stimulate customers' interest by making it a site that shows the characteristics of juice with various and diverse textures.

## Primary Objective(s)

1. Easy for customers to look through the site.
2. Well-organized content.

## Target Audience

- Anyone who likes juice.

## Deliverables

- Multi-page website

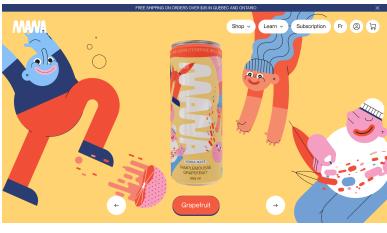
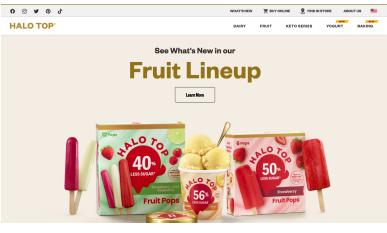
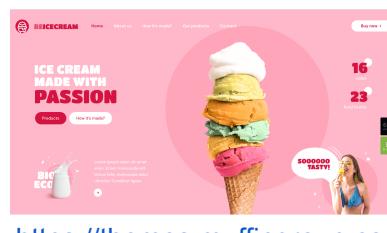
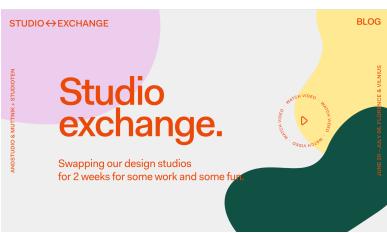
## Key Features & Functionality

- Information about Lanikai Juice.
- Lanikai juice menu
- Location
- Order
- Contact
- Photos

## Assets needed

- Brand Logo
- Icons/Graphics
- Illustrations
- Product photography
- Stock photos/icons
- Contact info

## Visual Precedents

 <p><a href="https://en.manayerbamate.com/">https://en.manayerbamate.com/</a></p>	 <p><a href="https://happiest.madeinhaus.co/m/">https://happiest.madeinhaus.co/m/</a></p>	 <p><a href="https://halotop.com/">https://halotop.com/</a></p>
 <p><a href="https://bellinicanella.com/">https://bellinicanella.com/</a></p>	 <p><a href="https://themes.muffingroup.com/be/icecream2/">https://themes.muffingroup.com/be/icecream2/</a></p>	 <p><a href="https://studio.exchange/">https://studio.exchange/</a></p>

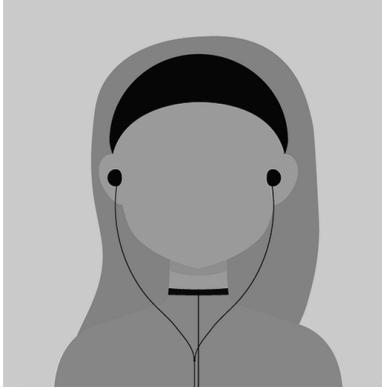
## Target User Profiles & Scenarios

Below are examples of specific user situations with anticipated user goals and tasks.



**User #1**  
Semantic Identifier

This user is in this environment (e.g. in car on cell phone, or at work on a laptop) and wants to achieve this goal. To do so, this user tries to do this task. He/she tries this subtask, then this subtask, then this subtask. In the current user scenario, this user ends up with this result (was the goal achieved? yes/no? yes, but struggled? yes, but too many steps?)



**User #2**  
Semantic Identifier

This user is in this environment (e.g. in car on cell phone, or at work on a laptop) and wants to achieve this goal. To do so, this user tries to do this task. He/she tries this subtask, then this subtask, then this subtask. In the current user scenario, this user ends up with this result (was the goal achieved? yes/no? yes, but struggled? yes, but too many steps?)



**User #3**  
Semantic Identifier

This user is in this environment (e.g. in car on cell phone, or at work on a laptop) and wants to achieve this goal. To do so, this user tries to do this task. He/she tries this subtask, then this subtask, then this subtask. In the current user scenario, this user ends up with this result (was the goal achieved? yes/no? yes, but struggled? yes, but too many steps?)

Potential Design Patterns:

- Menu:
  - List?
  - Cards?
- Custom Illustrations
- Custom Icons
- Background design

Potential Cool Features/Trends

- Juice Texture
- Floating Fruits

Tests: