

Penny Juice

A Redesign by Erin Wang



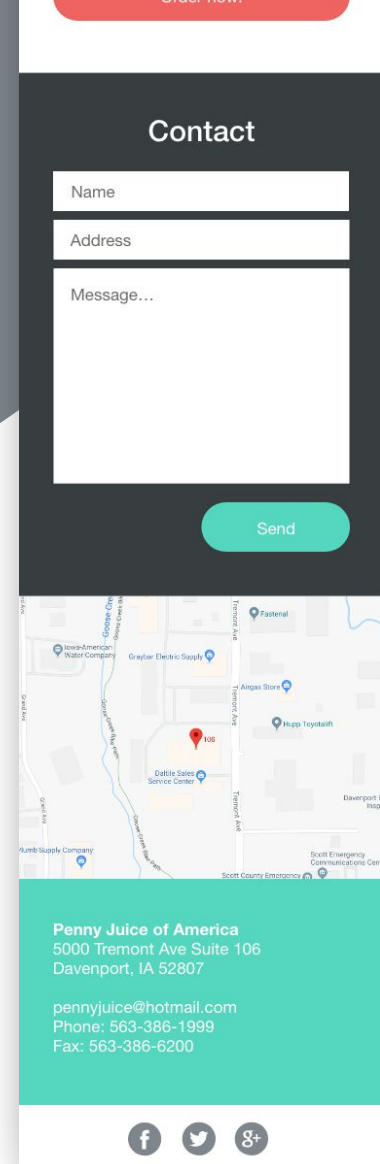
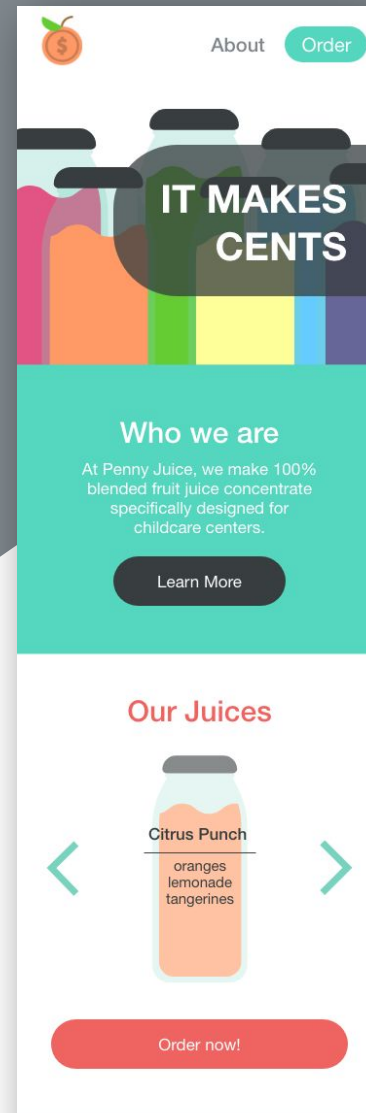


Final Visual Designs

The background image shows three devices displaying web designs for 'Penny Juice'. The laptop screen displays a homepage with a header containing the logo, 'About', and 'Contact' links. Below the header is a large hero image of a hand holding a glass of juice, with the text 'Penny Juice' and 'S CENTS' overlaid. The tablet screen displays a 'Contact' page with a form for Name, Address, and Message. The smartphone screen displays a 'Checkout' page with a 'Review Order' section showing a list of items and a 'Shipping Address' section.

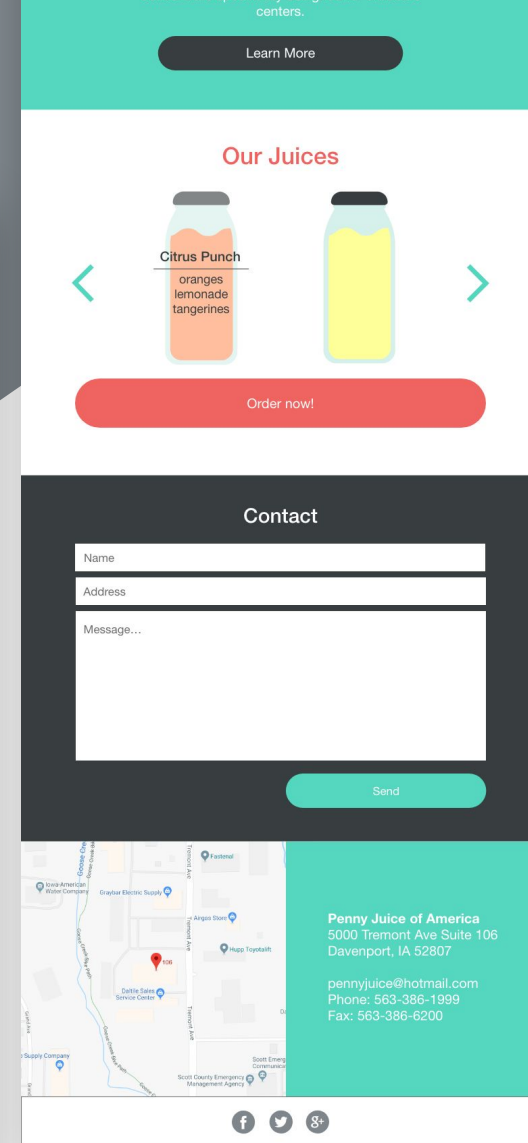
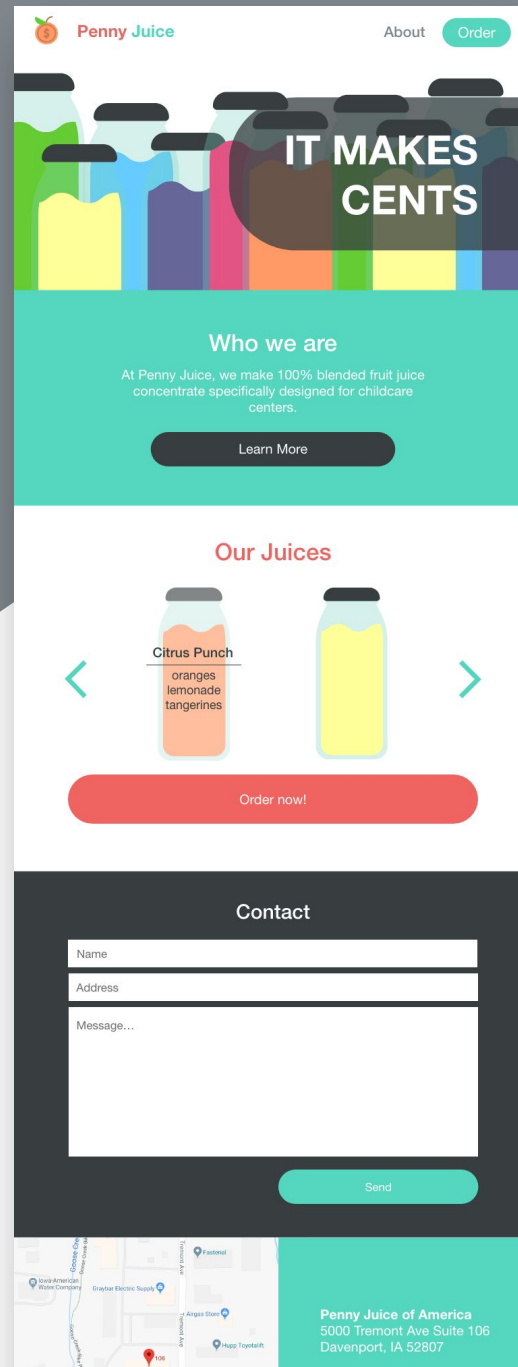
Home Screen

For Mobile



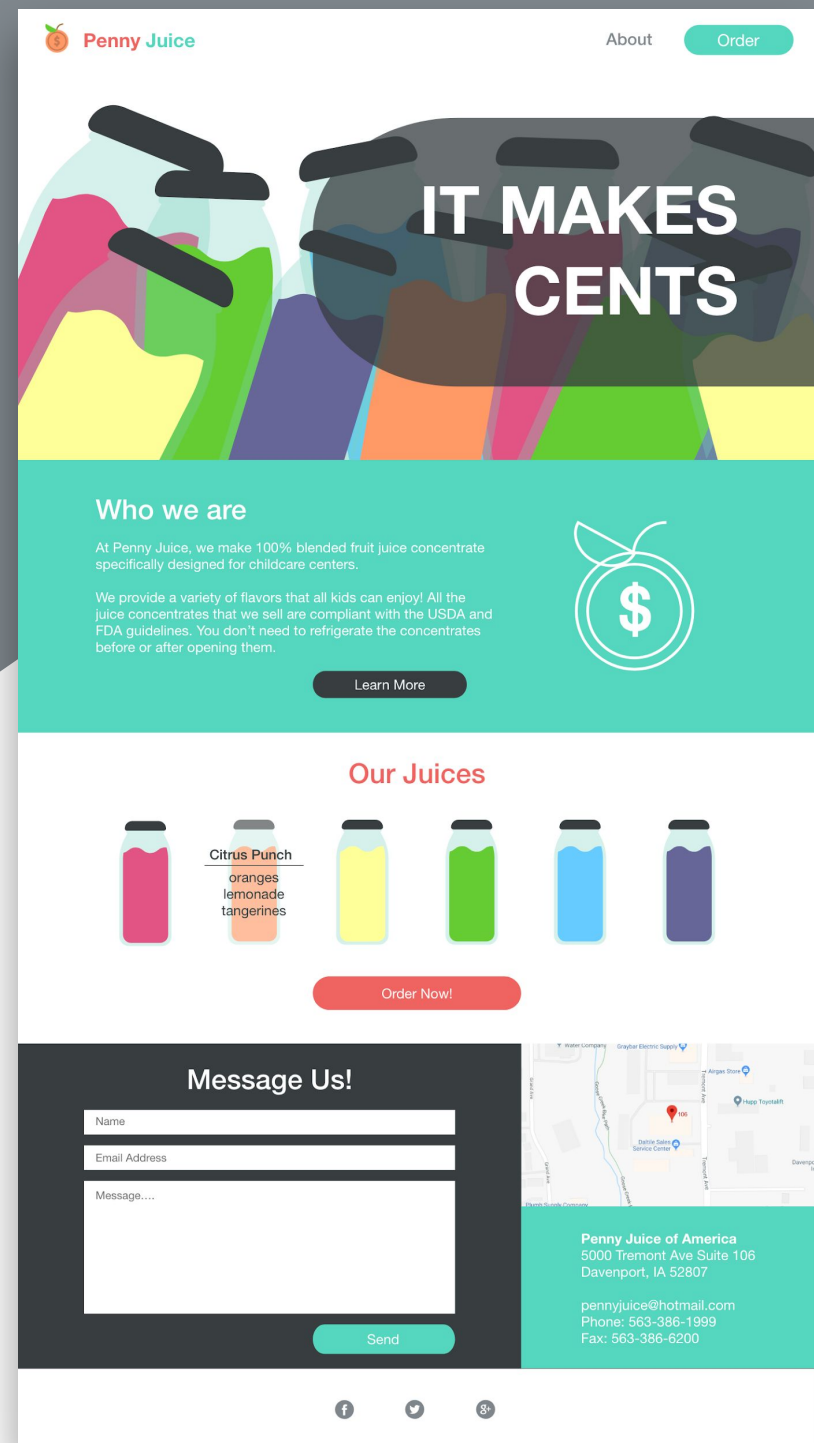
Home Screen

For Tablet




Home Screen

For Desktop



Order Screen

For Mobile

 [About](#) [Order](#)

Order Form

Assortments

<

Summer Bundle

>

Lemonade
Watermelon
Citrus Blast

-

0

+

Do it yourself

<

Citrus Punch

>

oranges
lemonade
tangerines


-

20


+

Checkout

Review Order


 Citrus Punch x

Qty: 20 \$56.90


 Berry Twist x

Checkout

Review Order

 Citrus Punch x

Qty: 20 \$56.90

 Berry Twist x

Qty: 20 \$56.90

Price \$113.80

Shipping Address

First name

Last name

Email address

Telephone

Address

City

State

Zip Code

Payment Method

Credit Card ✓

Card Number




MM YY CVC

Price 113.80

Shipping & Tax 45.80


Total \$159.60

Submit Order

Order Screen

For Tablet

 Penny Juice

AboutOrder

Order Form

Assortments

<

Summer Bundle

Lemonade
Watermelon
Citrus Blast

- 0 +

- 0 +

>

Do it yourself

<

Citrus Punch

oranges
lemonade
tangerines


- 20 +


- 0 +

>

Checkout

Review Order

 Citrus Punch
Qty: 20 \$56.90

 Berry Twist
Qty: 20 \$56.90

Price \$100.10

Shipping Address

Payment Method

First name

Last name

Email Address

Telephone

Address

City

State

Zip Code

Credit Card

Card Number

MM


YY


CVC


Price 113.80


Shipping & Tax 45.80

Total \$159.60

 Citrus Blast







- 0 +

- 0 +

Do it yourself

<

Citrus Punch

oranges
lemonade
tangerines


- 20 +


- 0 +

>

Checkout

Review Order

 Citrus Punch
Qty: 20 \$56.90

 Berry Twist
Qty: 20 \$56.90

Price \$100.10

Shipping Address

Payment Method

First name

Last name

Email Address

Telephone

Address

City

State

Zip Code

Credit Card

Card Number

MM

YY




CVC

Price 113.80

Shipping & Tax 45.80


Total \$159.60

Submit Order



Order Screen


For Desktop

 Penny Juice


AboutOrder

Order Form


Assortments




- 0 +



- 0 +




- 0 +

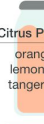


- 0 +


Do it yourself




- 20 +




- 20 +




- 0 +



- 0 +




- 0 +



- 0 +


Checkout

Review Order

 Citrus Punch

- 20 +

\$56.90X

 Berry Twist

- 20 +

\$56.90X

Shipping Address

Payment Method

First name

Last name

Email Address

Telephone

Address

City

State

Zip Code

Credit Card




MMYYCVC

Price113.80

Shipping & Tax45.80

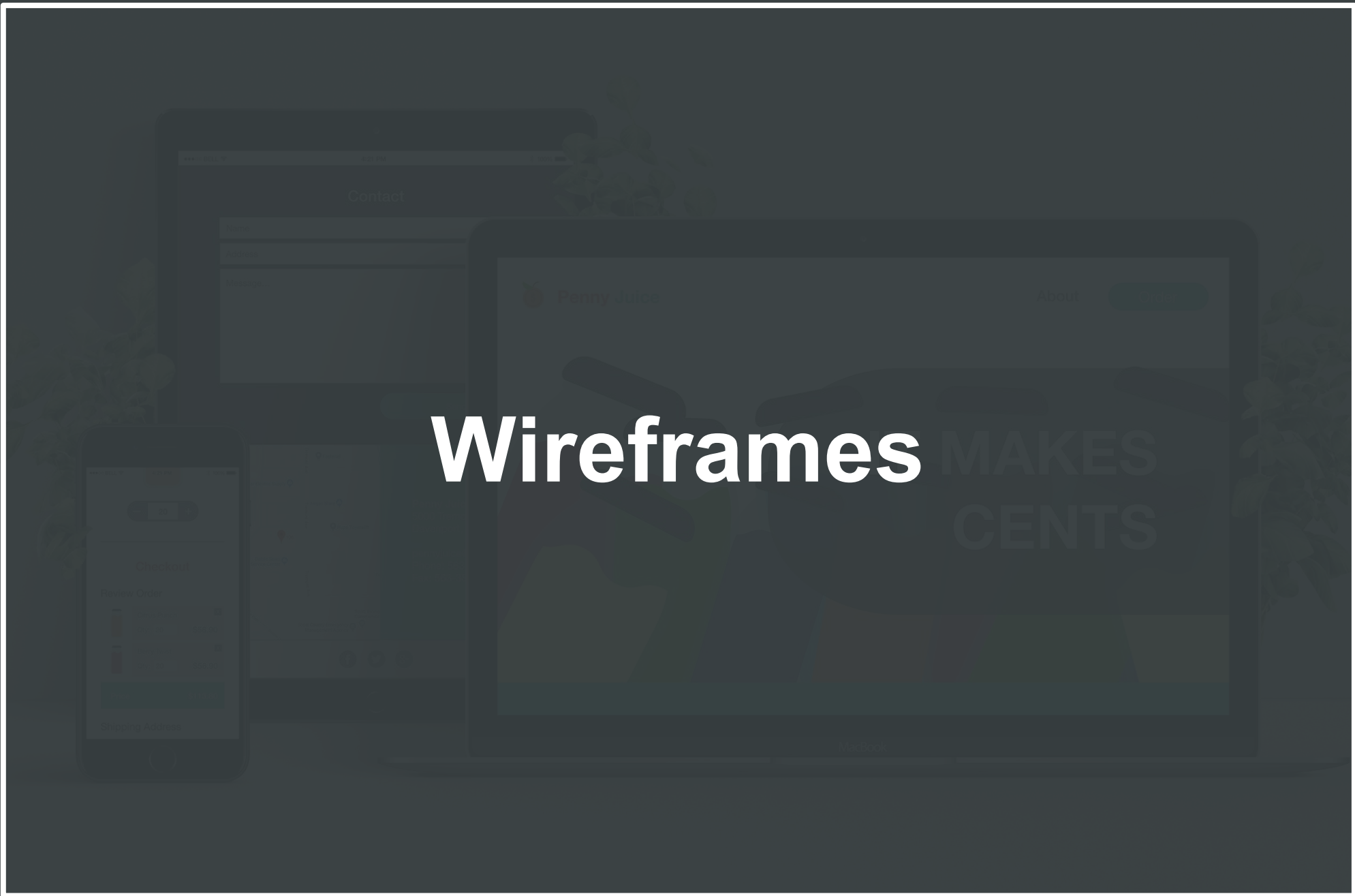
Total\$159.60

Submit Order



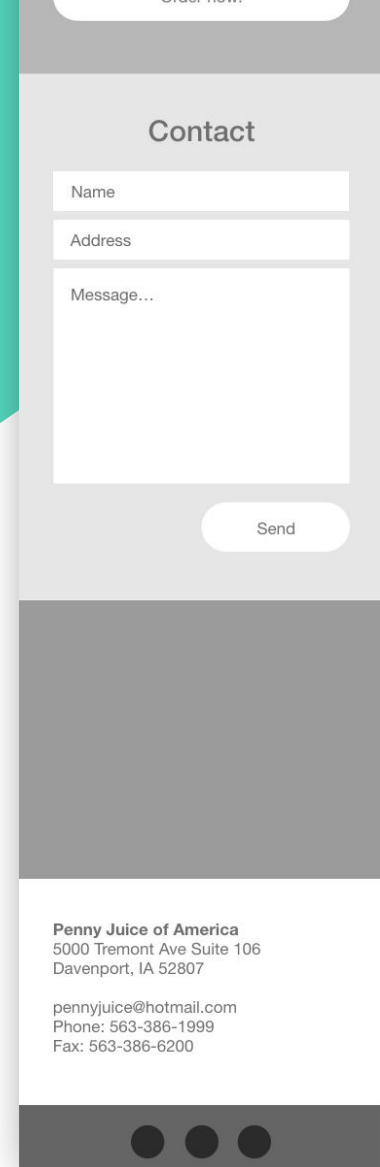
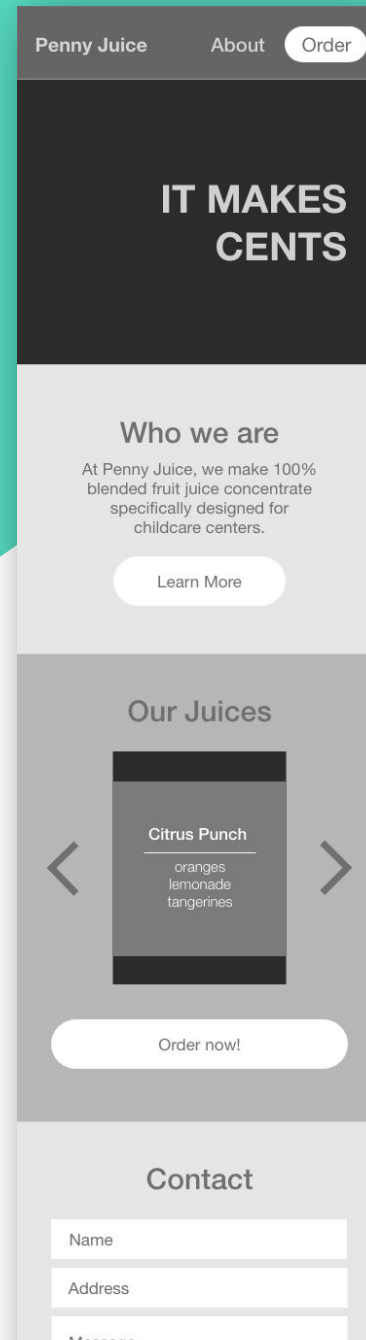
Wireframes

MAKES
CENTS



Home Screen

For Mobile



Home Screen

For Tablet

Penny Juice About Order

Order Form

Step 1: Select Type





Choose your own Assortments

Step 2: Juices

< Citrus Punch oranges lemonade tangerines 2 + Berry Twist blueberries strawberries raspberries 2 + >

Step 3: Checkout

Review Order

	Citrus Punch	
Qty:	20	\$56.90
	Berry Twist	
Qty:	20	\$56.90
Total		\$100.10

Shipping Address

First name
Last name
Email Address
Telephone
Address
City
State
Zip Code

Payment Method

Credit Card
Card Number
MM YY CVC
Total \$100.10

Submit Order





Choose your own Assortments

Step 2: Juices

< Citrus Punch oranges lemonade tangerines 2 + Berry Twist blueberries strawberries raspberries 2 + >

Step 3: Checkout

Review Order

	Citrus Punch	
Qty:	20	\$56.90
	Berry Twist	
Qty:	20	\$56.90
Total		\$100.10

Shipping Address

First name
Last name
Email Address
Telephone
Address
City
State
Zip Code

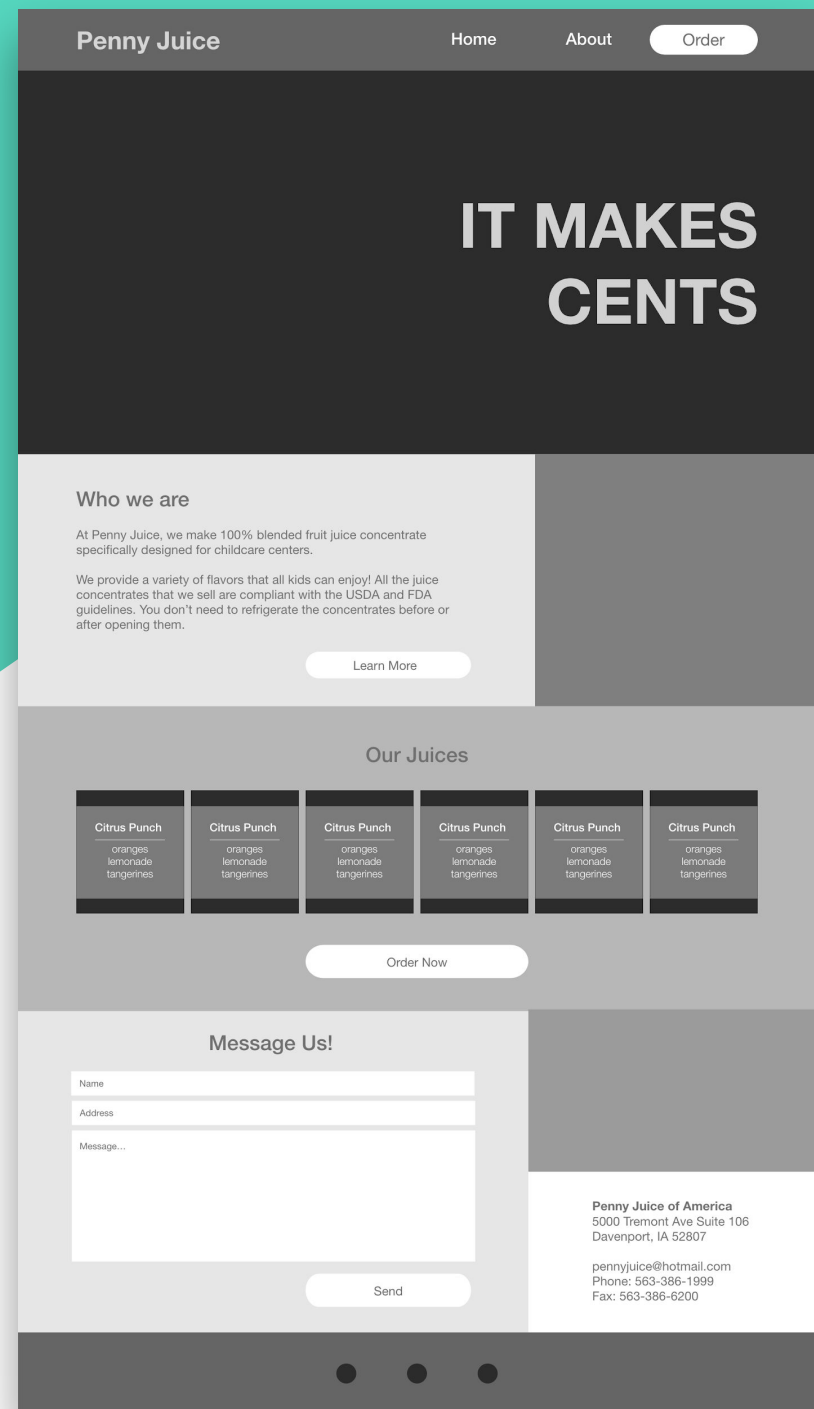
Payment Method

Credit Card
Card Number
MM YY CVC
Total \$100.10

Submit Order

Home Screen

For Desktop



Order Screen

For Mobile

Penny Juice

About

Order

Order Form

Step 1: Select Type

Choose your own

Assortments

Step 2: Juices

<

Citrus Punch
oranges
lemonade
tangerines

>

-

2

+

Step 3: Checkout

Review Order

Citrus Punch

Qty: 20

\$56.90

Berry Twist

Qty: 20

\$56.90

Total\$100.10

-

2

+

Step 3: Checkout

Review Order

Citrus Punch

Qty: 20

\$56.90

Berry Twist

Qty: 20

\$56.90

Total\$100.10

Shipping Address

First name

Last name

Email address

Telephone

Address

City

State

Zip Code

Payment Method

Credit Card

Card Number

MM

YY

CVC

Total\$100.10

Submit Order

Order Screen

For Tablet

Penny Juice

AboutOrder

Order Form

Step 1: Select Type

Choose your own

Assortments

Step 2: Juices

<

Citrus Punch

oranges
lemonade
tangerines

Berry Twist

blueberries
strawberries
raspberries

>

-

2

+

-

2

+

Step 3: Checkout

Review Order

Citrus Punch

Qty: 20

\$56.90

Berry Twist

Qty: 20

\$56.90

Total\$100.10

Shipping Address

First name

Last name

Email Address

Telephone

Address

City

State

Zip Code

Payment Method

Credit Card

Card Number

MMYYCVC

Total\$100.10

Choose your own

Assortments

Step 2: Juices

<

Citrus Punch

oranges
lemonade
tangerines

Berry Twist

blueberries
strawberries
raspberries

>

-

2

+

-

2

+

Step 3: Checkout

Review Order

Citrus Punch

Qty: 20

\$56.90

Berry Twist

Qty: 20

\$56.90

Total\$100.10

Shipping Address

First name

Last name

Email Address

Telephone

Address

City

State

Zip Code

Payment Method

Credit Card

Card Number

MMYYCVC

Total\$100.10

Submit Order

Order Screen

For Desktop

Penny Juice

HomeAboutOrder

Order Form

Step 1: Select Type

Choose your own

Assortments

Step 2: Juices

Citrus Punch

oranges
lemonade
tangerines

- 2 +

Citrus Punch

oranges
lemonade
tangerines

- 2 +

Citrus Punch

oranges
lemonade
tangerines

- 0 +

Citrus Punch

oranges
lemonade
tangerines

- 0 +

Citrus Punch

oranges
lemonade
tangerines

- 0 +

Citrus Punch

oranges
lemonade
tangerines

- 0 +

Step 3: Checkout

Review Order

Citrus Punch

- 2 +

\$56.90

X

Berry Twist

- 2 +

\$56.90

X

Price

\$100.10

Shipping Address

First name

Last name

Email Address

Telephone

Address

City

State

Zip Code

Payment Method

Credit Card

Card Number

MM

YY

CVC

Price

\$100.10

Tax

\$20.00

Total

\$120.10

Submit Order

Five Planes of UX

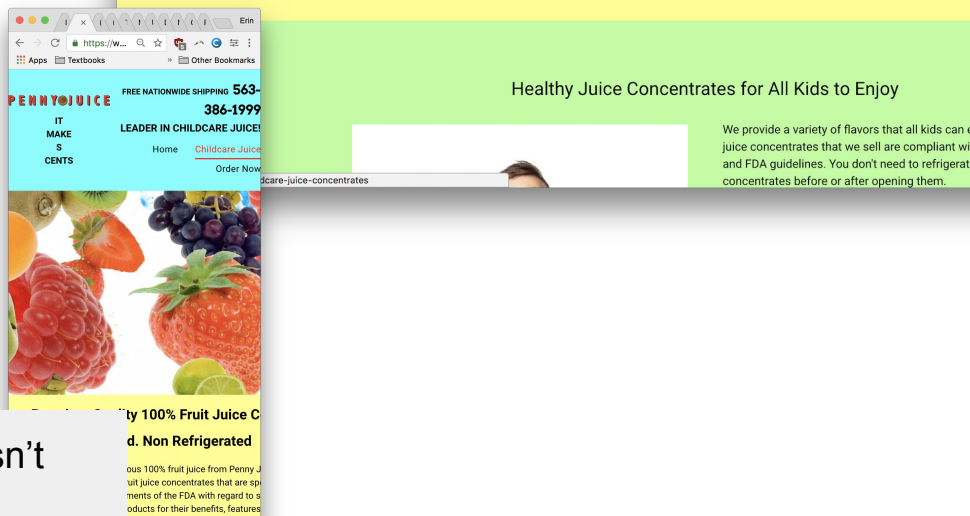
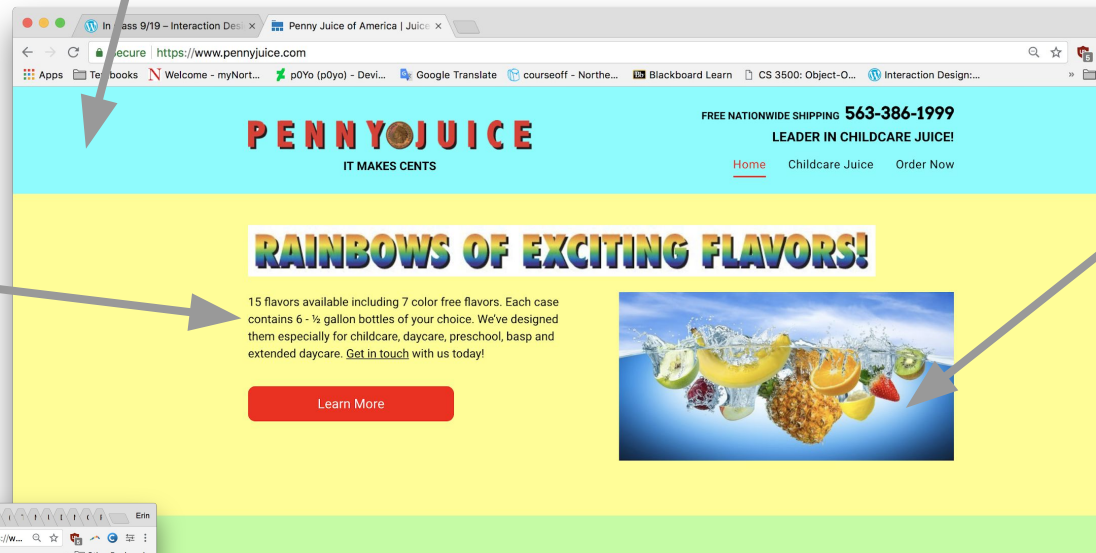
The background of the slide features a dark, semi-transparent collage of various digital devices. In the center is a large laptop displaying a website for 'Penny Juice' with a navigation bar, a main content area, and a footer. To the left of the laptop is a tablet showing a 'Contact' form with fields for 'Name', 'Address', and 'Message'. In the bottom left corner is a smartphone displaying a mobile app interface with a 'Checkout' screen, a 'Review Order' section, and a 'Shipping Address' field. The overall aesthetic is modern and tech-oriented, with a focus on user experience across different platforms.

Surface

The first thing I notice is how the colors are very “aggressive”. Most of the colors they use for the backgrounds are bright neons.

It seems like the imagery are all stock photos. While this isn't exactly the worst thing, it does make it seem like their business hasn't been the most successful. It makes their business seem fake.

The font size is also terribly small. Both the headers and the descriptions are small enough that they are hard to read.

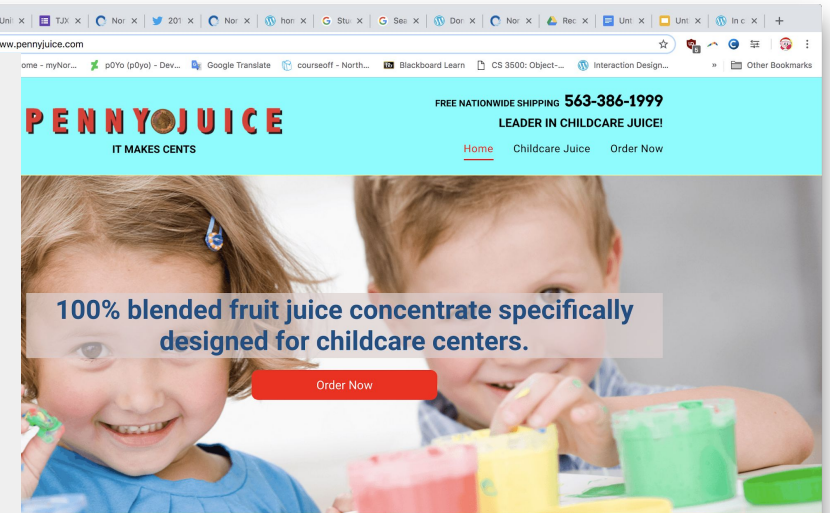


The mobile site isn't fully responsive.

Overall, while this website is supposed to be about children's juices, it should be catered more towards to the parents and teachers who would actually buy the juice. The bright colors, the small text clashing the bright color backgrounds, and the stock photo imagery causes this site to feel illegitimate. Currently right now, it feels like the site is catering to children, and trying to get children to buy their juices instead.

Skeleton

Their homepage makes general sense. The first thing users see is a quick blurb of their business, and easy access to an order now button. Scrolling down, they have different sections about the overall summaries of their juice, along with a helpful button of “learn more”

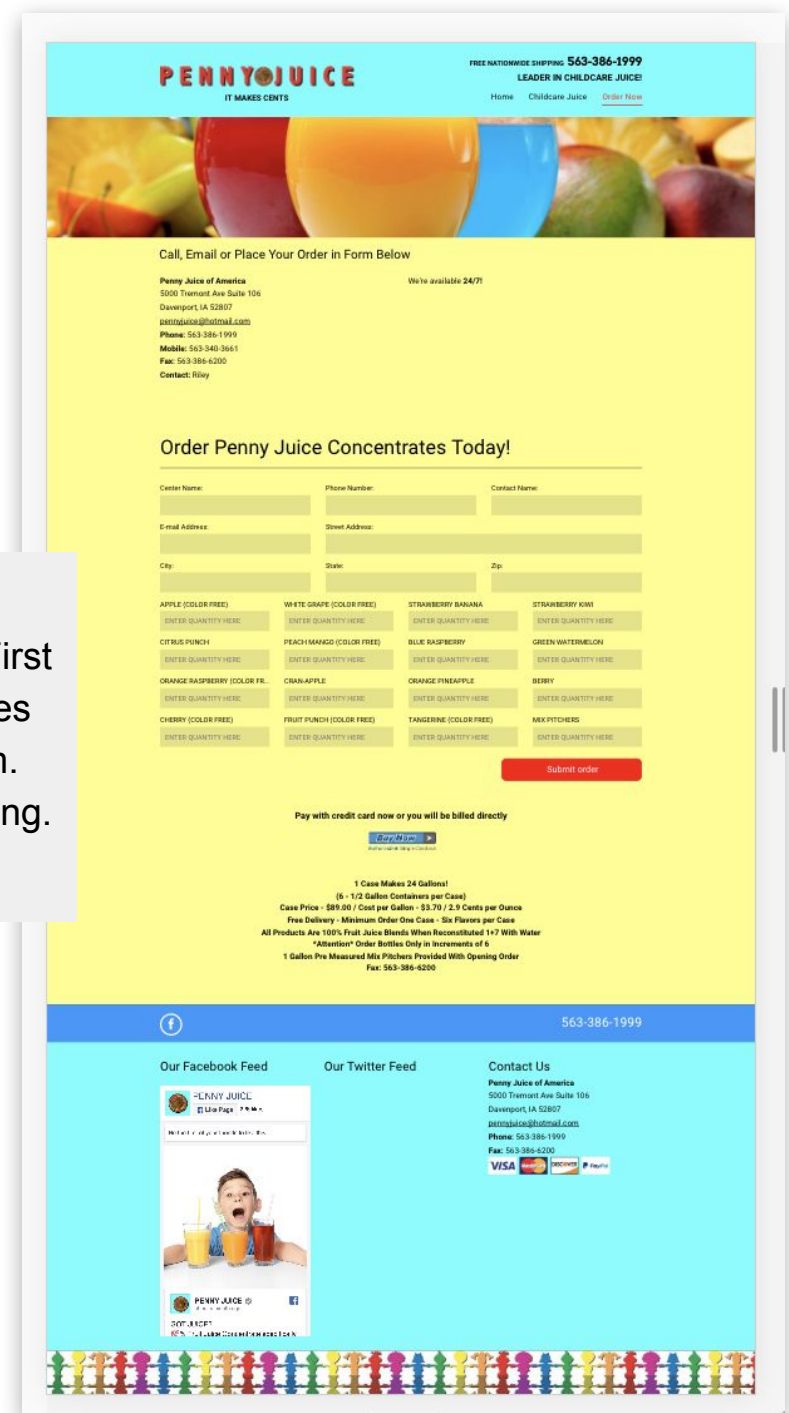


Their overall skeleton is alright. They've kept a consistent header and footer.

The about section (named “Childcare Juice”) also has an okay layout for the information. The hierarchy of elements is a bit messed up (ie. the first thing I notice is the right side “get in touch with us!”)

Skeleton

There needs to be major improvements for the order now screen. First off, it's confusing to see the ordering of elements. The contact makes sense for the first thing that people see. Then there's the order form. However, under the order form describes how one should be ordering.



Structure

While the different buttons on the home screen make sense (see a description and learn more about that specific aspect), where the button would lead you leads to the same exact page over and over. Every learn more button just leads to the same exact about page, which makes it very repetitive. If they all led to the same site, why not compile them all into one block?



Also, trying to find the menu bar is hard, since it looks exactly like normal text. It's in a generally logical location, it just isn't emphasized enough.

Order Penny Juice Concentrates Today:

Center Name:	Phone Number:	Contact Name:
<input type="text"/>	<input type="text"/>	<input type="text"/>
E-mail Address:	Street Address:	
<input type="text"/>	<input type="text"/>	
City:	State:	Zip:
<input type="text"/>	<input type="text"/>	<input type="text"/>

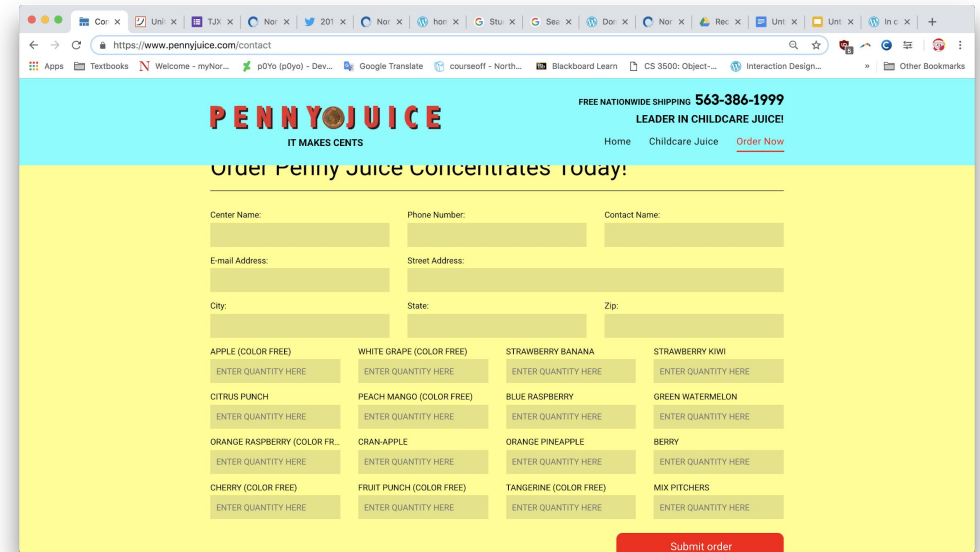
APPLE (COLOR FREE)	WHITE GRAPE (COLOR FREE)	STRAWBERRY BANANA	STRAWBERRY KIWI
<input type="text" value="ENTER QUANTITY HERE"/>	<input type="text" value="ENTER QUANTITY HERE"/>	<input type="text" value="ENTER QUANTITY HERE"/>	<input type="text" value="ENTER QUANTITY HERE"/>
CITRUS PUNCH	PEACH MANGO (COLOR FREE)	BLUE RASPBERRY	GREEN WATERMELON
<input type="text" value="ENTER QUANTITY HERE"/>	<input type="text" value="ENTER QUANTITY HERE"/>	<input type="text" value="ENTER QUANTITY HERE"/>	<input type="text" value="ENTER QUANTITY HERE"/>
ORANGE RASPBERRY (COLOR FR...	CRAN-APPLE	ORANGE PINEAPPLE	BERRY
<input type="text" value="ENTER QUANTITY HERE"/>	<input type="text" value="ENTER QUANTITY HERE"/>	<input type="text" value="ENTER QUANTITY HERE"/>	<input type="text" value="ENTER QUANTITY HERE"/>
CHERRY (COLOR FREE)	FRUIT PUNCH (COLOR FREE)	TANGERINE (COLOR FREE)	MIX PITCHERS
<input type="text" value="ENTER QUANTITY HERE"/>	<input type="text" value="ENTER QUANTITY HERE"/>	<input type="text" value="ENTER QUANTITY HERE"/>	<input type="text" value="ENTER QUANTITY HERE"/>

Also the order now form is a bit confusing. As an overall task to order it's in a okay place. The prompts they ask for is weird, especially the quantity of the juices.

Scope



The home page is basically a blurb of what the company is about, and an easy stepping stone to buy their product. The functional requirements include easy access to more information about their product along with even easier access to actually buy their product.



The sales page is the page for users to actually buy their product. In this case, the juice. It should be able to send the data the user inputted to the company, and tell the user that their order was received.

Strategy

The goal is to make and sell juice to places that have a lot of children. These places include daycares and schools most likely.



The scenarios of use is possibly a big party or get together with children. Maybe it's an end of the year party and the whole elementary school is hosting an event for the kids. Or maybe a holiday celebration with all the kids at daycare. This site honestly fits to those who have a bunch of kids to take care of.