

Independent Study Project

Process Book



Somayeh Taherian



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Introduction



I started studying graphic design and web development certificate programmes at Humber College a year ago and since then, I feel I have learnt and gained lots of knowledge and am now prepared to seek a profession as a designer. As an independent study, I was required to select my own project, which might also be used for my own profile in the future. I chose to create the branding, logo, website, and app for a fictional Canadian shop called "Summertap" juice and smoothie bar, the product packaging, and the retail sign. In this process book, I will strive to document my work flow as it progresses over the course of the independent study project.

Project Background



As a designer, I am well aware of the ongoing demand to innovate. After all, it is the key to growth. In today's competitive design market, my ability to generate ideas that are both practical and effective gives me an advantage. My objective for my independent study was to come up with a fresh concept with numerous design aspects, something that pushed me artistically.

The Concept



Summertap is a family-run juice shop with three locations in downtown Toronto, Mississauga, and North York. It serves one-of-a-kind juices and smoothies in a nice and welcoming environment. The brand's mission is to inspire individuals to live a healthy lifestyle. Summertap specialises in diets and juice cleanses to help people look and feel their best.

The juice bar offers a variety of vitamin-and nutrient-rich fresh-squeezed juices. Summertap's menu includes juices, smoothies, and homemade energy bars. Juice is the only drink that gives you energy and makes you feel refreshed after water. This is especially noticeable during the summer months when the temperature is high. As a consequence, the owner decided to call the juice bar Summertap to remind everyone that juice is the most refreshing drink after water throughout the year. The branding, logo design, packaging, web and app design for a fictional brand called Summertap are all part of the project.

MoodBoard



I selected to target two separate moods as well as audiences in the moodboard. Those that live an active and healthy lifestyle and have fun, as well as those who are compassionate and thoughtful, make up the niche population. After considering several components of the project and conducting research for this project, I settled on the moodboard combination, which is to accompany an active lifestyle while remaining compassionate.

Research & Inspiration



I began my research after deciding on the imaginary juice bar. My study had to be comprehensive in scope, focusing on many topics and design components. I started looking at the target market and popularity of the juice stores, comparable items and popular brands, as well as the aesthetics of other juice bars.

I discovered a sizable market for these things. By 2027, the smoothie market in China, the world's second biggest economy, is predicted to reach \$7.7 billion in the U.S. Japan and Canada are two other noteworthy geographic markets, with growth rates of 4.2 percent and 6.9 percent, respectively, projected between 2020 and 2027 .

According to my study, people in the Middle East drink fresh fruit and vegetable juices on a regular basis. In certain nations, such as Iran, Turkey, and Qatar, fruit juices and other refreshing drinks are an essential source of nourishment and culture. Juices, according to some, will make you healthier and happier. Juice bars are popular among locals for refreshing drinks, and you can find a variety of stores selling freshly squeezed fruit juice in each city in Iran, for instance.

Research



Knowing Canada in particular, Toronto is a multicultural city. I predicted that the juice bar, which serves fresh juices like carrot juice, apple juice, celery juice, and beet juice, would be popular.

Another thing I observed was that the colours orange, red, and yellow were prevalent in most juice bar designs, including logos and store displays. The majority of the design focuses on striking typography and hand-drawn images. My objective is to come up with a novel idea. I wanted my design to stand out from the rest of my rivals' and the things they are copying.

My aim is to achieve a modern, clean, yet eye-catching design. Therefore, I looked at a variety of graphic aspects, such as fabrics, typography, etc. I wanted to keep the aesthetic components and typefaces modern, fresh, and enjoyable.

I also wanted to incorporate my design into a new packaging design and attractive supplies like mugs, thermoses, and bags, which will undoubtedly attract customers' attention and make them want to know where those amazing beverages come from.

Deliverables



After deciding on the initial concept and after some research, I made a list of the products that I planned to make for this project. At least three distinct types of product design should have been completed at a minimum, according to assignment requirements. Given the project's time limits, I had to select the deliverable that would make the most sense and convey my message while also showcasing my design skills.

The following are the deliverables:

Logo

Brand guideline

Store sign design

Product package design

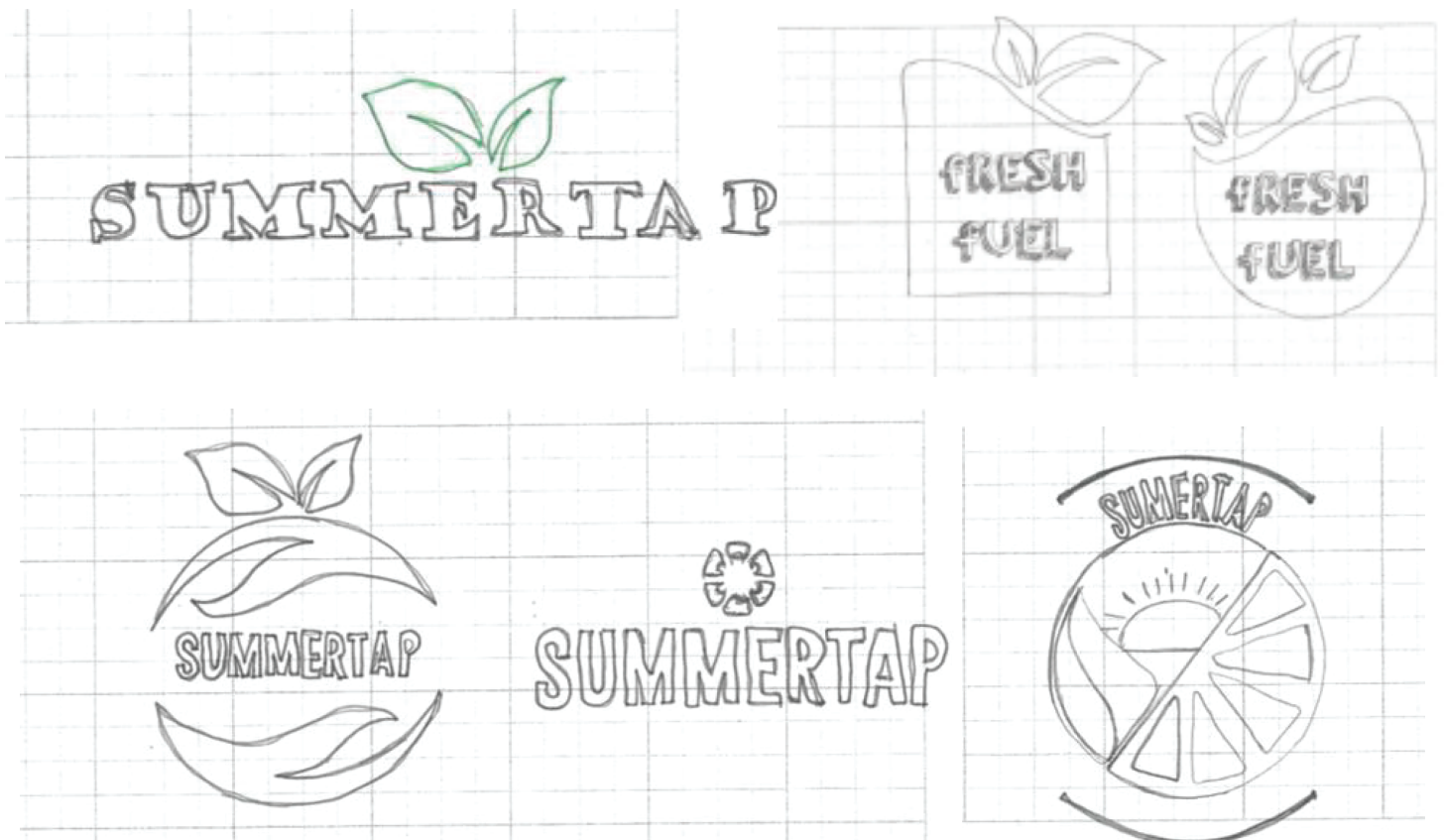
Mobile App prototype

Website prototype

Brand & Logo Ideation

Once I started to design the logo, I used the following processes: research, brainstorming, sketching, and design. I aimed for a 25–50-year-old demographic. As a starting point, I conducted some research and built a mood board. I discovered that the most common colours used for juice logo designs are orange, green, red, and yellow. Furthermore, I found that the majority of logos employed similar components such as leaves, fruits, and staw. In certain cases, they add shadows to help the typeface stand out. My first designs were comparable to standard logos seen on the market.

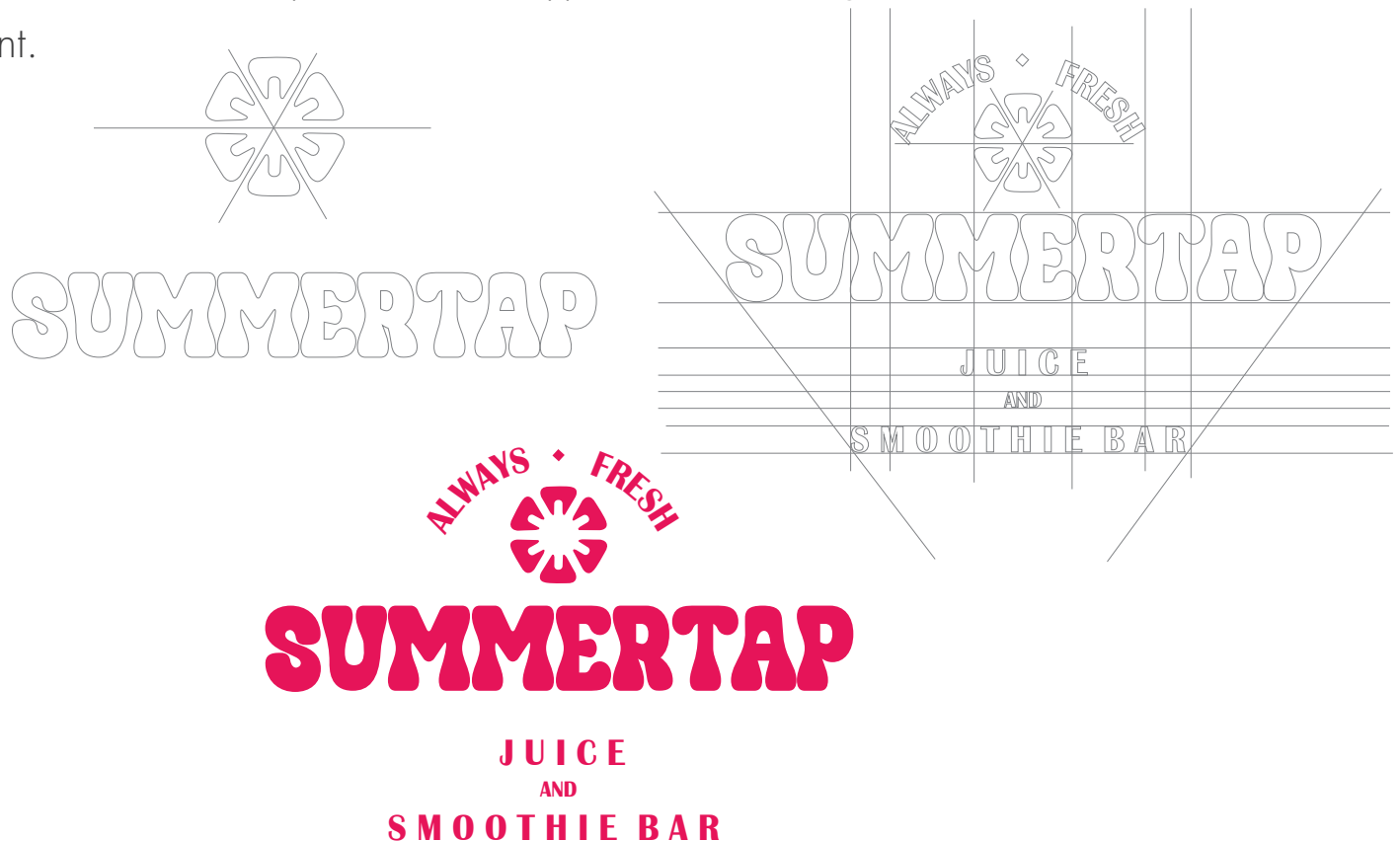
Here are some of my initial sketches:



Branding Guidelines

Official Logo

To attract and excite potential customers, I decided to take a new approach. I aimed for a logo that was simple, distinct, vibrant, and exciting. I intended to capture the joy, cleanliness, and elegance that individuals have while drinking fresh juice, as well as a recollection of a bright and glittering summer day. I started making my logo with flower petals. I placed the petals at several angles before settling on a spherical form that represented the sun. I was debating between two distinct typefaces. I began by constructing my logo out of flower petals. I placed the flower petals at different angles before landing on a spherical shape that symbolized the sun. I was debating between two distinct typefaces. I eventually chose a typeface that reflects the idea of a hot, sunny summer day while being comfortable. I complimented the typeface of the logo with a more detailed accent font.



Branding Guidelines

Swatches & Typography

HENDRIX BUBBLE

**AA BB CC DD EE FF GG HH II JJ KK LL
MM NN OO PP QQ RR SS TT UU VV
Ww Xx Yy Zz**

123456789

., ! & : ; “

Britannic Bold

**AA BB CC DD EE FF GG HH II JJ KK LL
MM NN OO PP QQ RR SS TT UU VV
Ww Xx Yy Zz**

123456789

., ! & : ; “

I selected Hendrix Bubble as the primary logo typeface. It is a serified modern and classic typeface with a distinctive style and a contemporary appearance. For my second font, I picked the Britannic bold typeface to compliment the primary font. This font is a mix between a script and a sans serif typeface, straight vertical lines with rounded ends make the letters look more detailed. These two fonts were perfect for my logo since the primary font was sophisticated and was matched by the second, more detailed font.



I wanted the color to be bright, joyful, and tropical. I aimed to design a vibrant, welcoming palette that would correspond to the project's summer vibe. I chose to use similar color swatches across the branding and design, which is bright, joyful, and summertime. I wanted to portray freshness and cheerfulness. I made fuchsia my primary color because it is happy, playful, and uplifting, and I accentuated it with orange and white.

Branding Guidelines

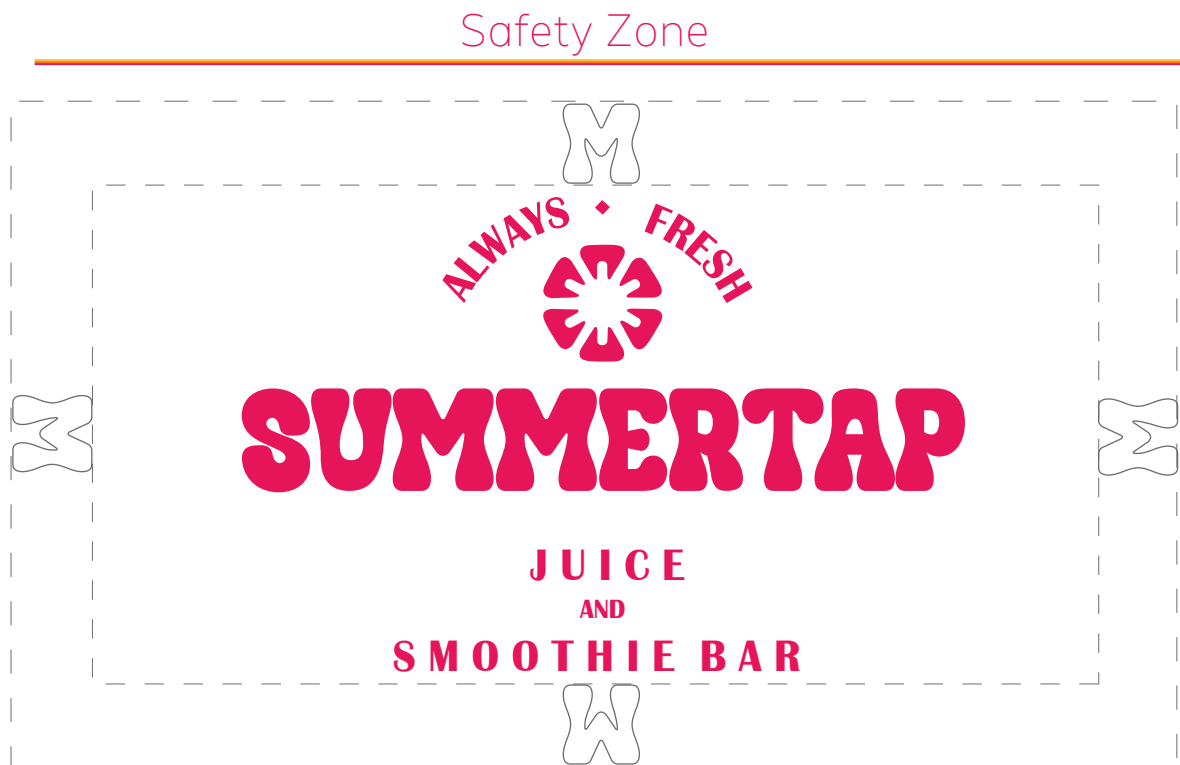
Logo Variations

Following the completion of the final logo design, numerous versions with varied font colors were created. I wanted to look through all of the options and choose the most cheerful, fun, and distinct font color that will also stand out in our products.



Branding Guidelines

Safety Zone & Minimum Size



Min **Size** 2 inch



Product Design

Coasters



Coasters, as we all know, helps prevent water stains from being left behind by moisture from beverages. They are handy house accessories. Initially, I considered putting a logo on a round, fun-looking coaster. However, I decided to go with something more classy, so I chose a leather-textured coaster. I initially intended to use the colour orange for the logo on the coasters, but I noticed that the orange would blend in with the brown background of the coasters, so I settled on the white logo. The white logo jumps out in the leather and is a natural colour that complements any interior style.

Product Design

Mug



Mugs were one of the products I decided to make available to customers. Mugs, in my opinion, offer an excellent platform for a company's logo to convey a message related to the brand. They are practical and may be utilized on a regular basis. Every time a consumer takes home a mug with a company's logo on it, the business gains extra market coverage. I picked two vibrant colours to put on the mug so that consumers had interesting and exciting alternatives.

Product Design

Thermos



Thermos bottles are vital for maintaining drink quality while keeping them cold or, in certain situations, warm. Hikers and cyclists are among the many individuals who enjoy the use of thermoses. Given that the mission of Summertrap is to provide customers with a fresh juice that gives energy and makes them feel refreshed, a Thermos with the Summertrap logo print would make a perfect fit for a product that customers can purchase. I chose to print the logo on thermos white with orange background. Orange is the color of joy because it represents sunlight, passion, inspiration and health . I picked orange background with a white logo print for the thermos because these symbols mirror the characteristics of most individuals who participate in athletic and outdoor activities and use a thermos.

Product Design

Staw



Among the products available to customers are reusable straws. Initially, I intended to print the store logo and design on a plastic straw.

People have been cautious about drinking and dining out since the Pandemic. Some consumers are concerned about the hygiene of utensils at juice bars and coffee shops.

I figured the best way to ease the customers' concerns would be to print the logo on a reusable straw pack that they could bring with them from home once they come to the store to drink juice. I have the straws in two different colours so that two family members may each have their own straws without the straws being mixed up.

Product Design

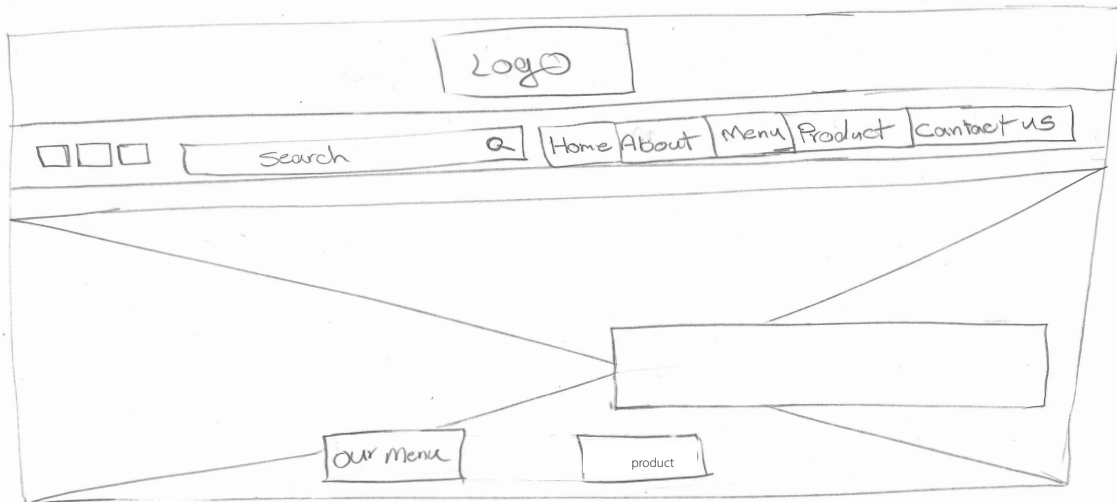
Glass beverage jar



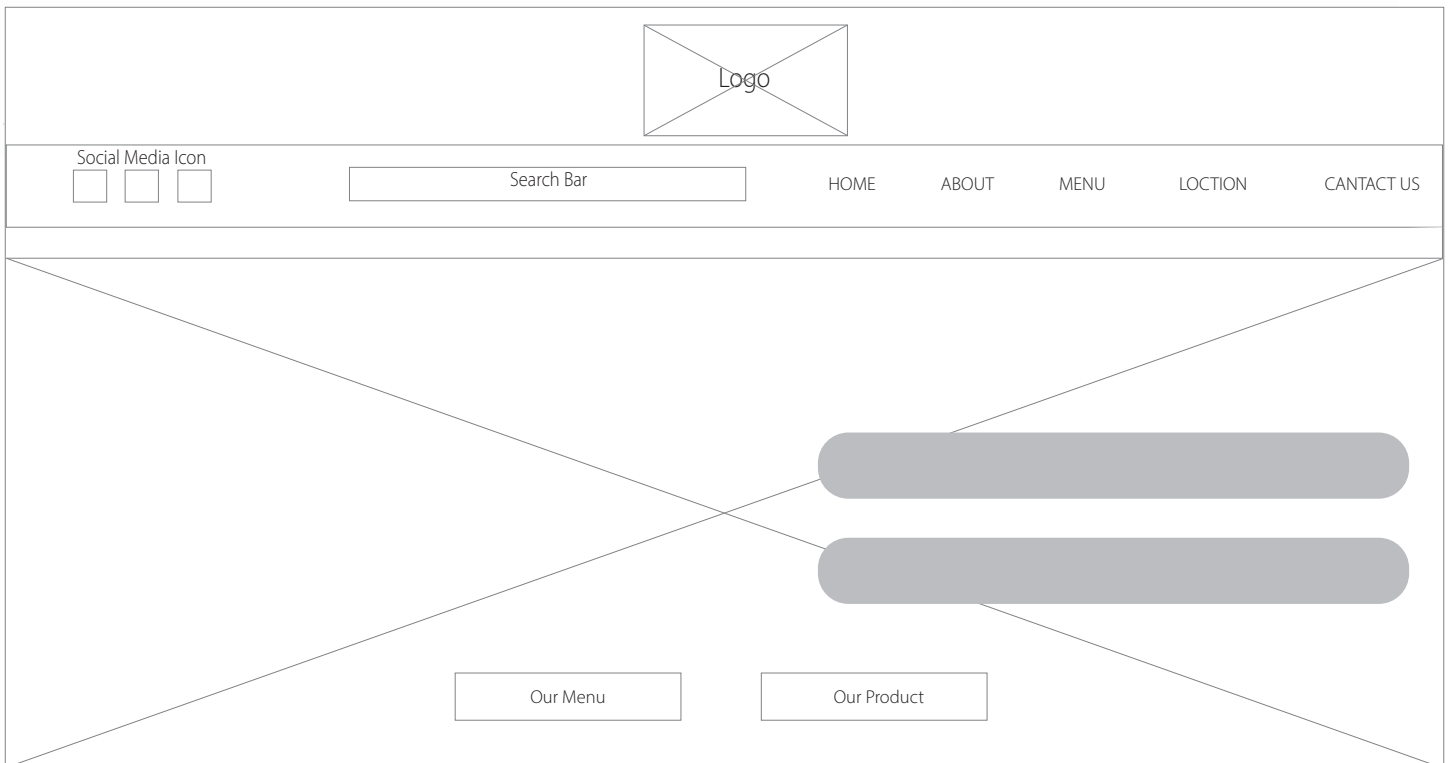
Given that the Millennial generation is among our target market group, I believed that glass jars would be an excellent product choice for our consumers. Transparency, directness, and confidence are among the millennial traits. Glass jars with a splash of colour at the top and a vibrant colour design pattern are fashionable and eye-catching. I wanted the design to inspire confidence while also encouraging healthy living because the glass jar has no chemicals that may leak into drink and is ecologically friendly.

Website Design

Sketch and Wireframe



First Sketch

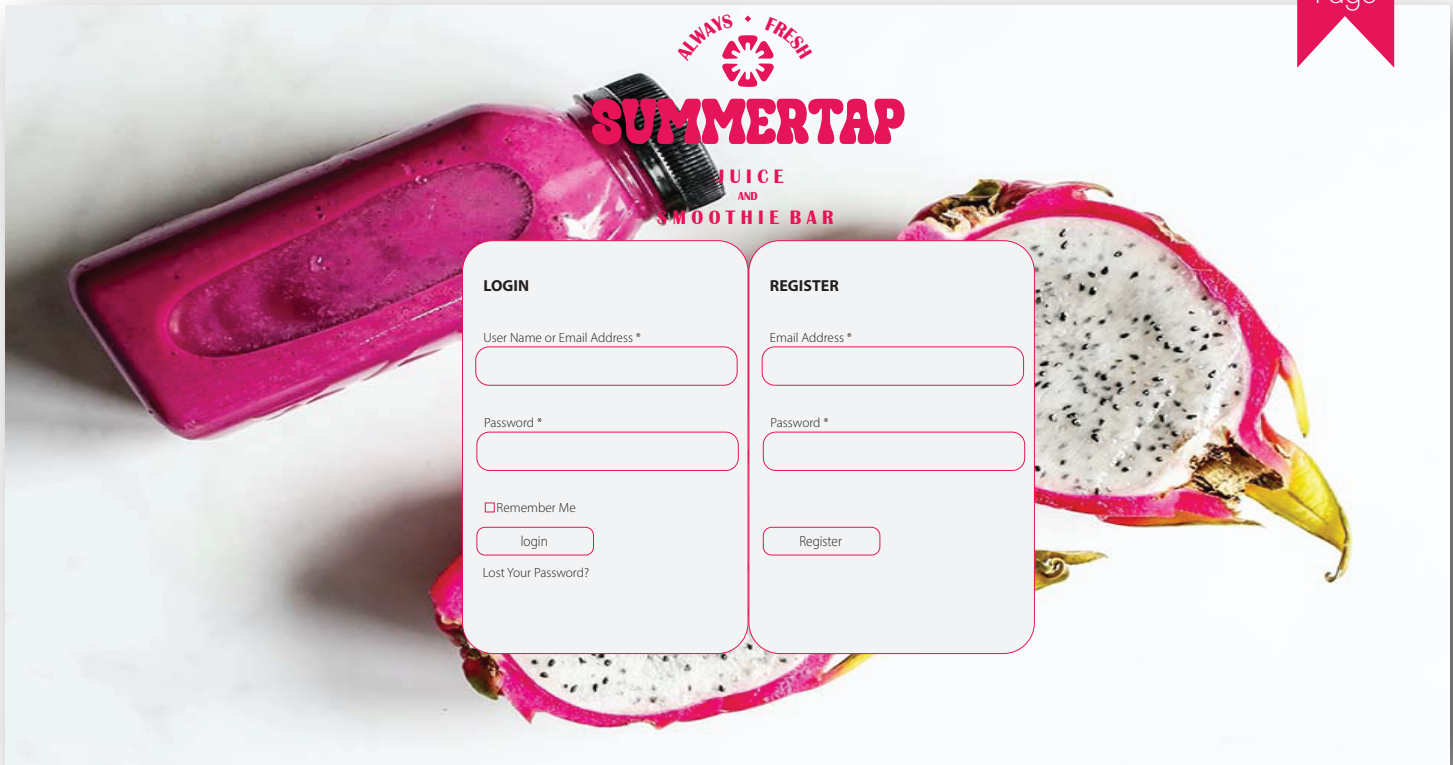


Low Fidelity Wireframe

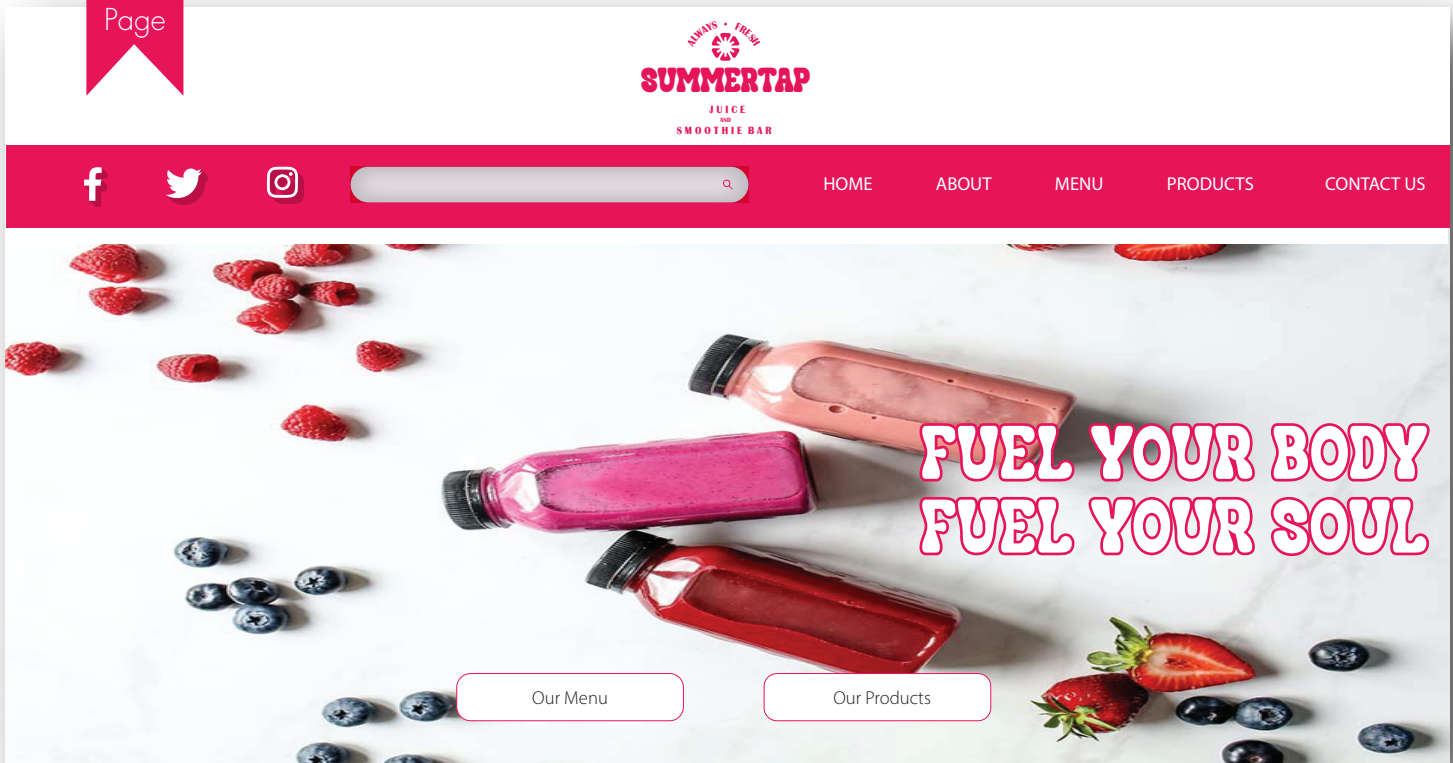
Website Design

Website Prototype

Login Page



Home Page



Website Design

Website Prototype

About Page



Navigation bar with social media icons (Facebook, Twitter, Instagram), a search bar, and menu items: HOME, ABOUT, MENU, PRODUCTS, CONTACT US.

ABOUT US

Summertap is a refreshment company that makes and sells healthy and fresh smoothies and freshly squeezed juices. We are a family-run business with three locations in downtown Toronto, Mississauga, and Hamilton. Our mission is to inspire individuals to live a healthy lifestyle.

We serve one-of-a-kind juices and smoothies in a nice and welcoming environment, and from the first taste, you can tell we're different. We develop our recipes first and foremost for taste and usefulness, not for money. We go over and above our competitors in sourcing the highest quality ingredients from the top vendors in Canada. Our ultimate goal is to provide our consumers with high-quality, fresh juice products so that they would look and feel their best.



Menu Page



Navigation bar with social media icons (Facebook, Twitter, Instagram), a search bar, and menu items: HOME, ABOUT, MENU, PRODUCTS, CONTACT US.



Easy Green
Celery, Pineapple, Mango, Banana, Apple



heaven
Fresh berries, Fresh mint, Honey



Ginger Snap
Ginger, Beet, Berry



Malama Tonic
Organic Carrot, Apple, Celery, Ginger



Sunrise Chill
Pineapple, Apple, Orange

Website Design

Website Prototype

Shop
Products



HOME

ABOUT

MENU

PRODUCTS

CONTACT US



Thermose



Millennial



Mug



Straw



Coasters

Contact
US



HOME

ABOUT

MENU

PRODUCTS

CONTACT US

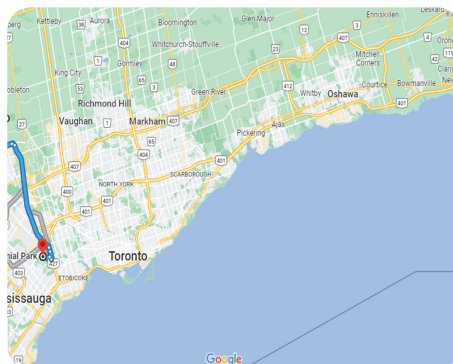
HOW ARE WE DOING?

First Name

Last Name

Email

SUBMIT



Website Design



The website

My goal in designing a website was to build a user-friendly website and app that entices visitors, successfully promotes the business, and expresses the project's and business mission's thoughts and opinions.

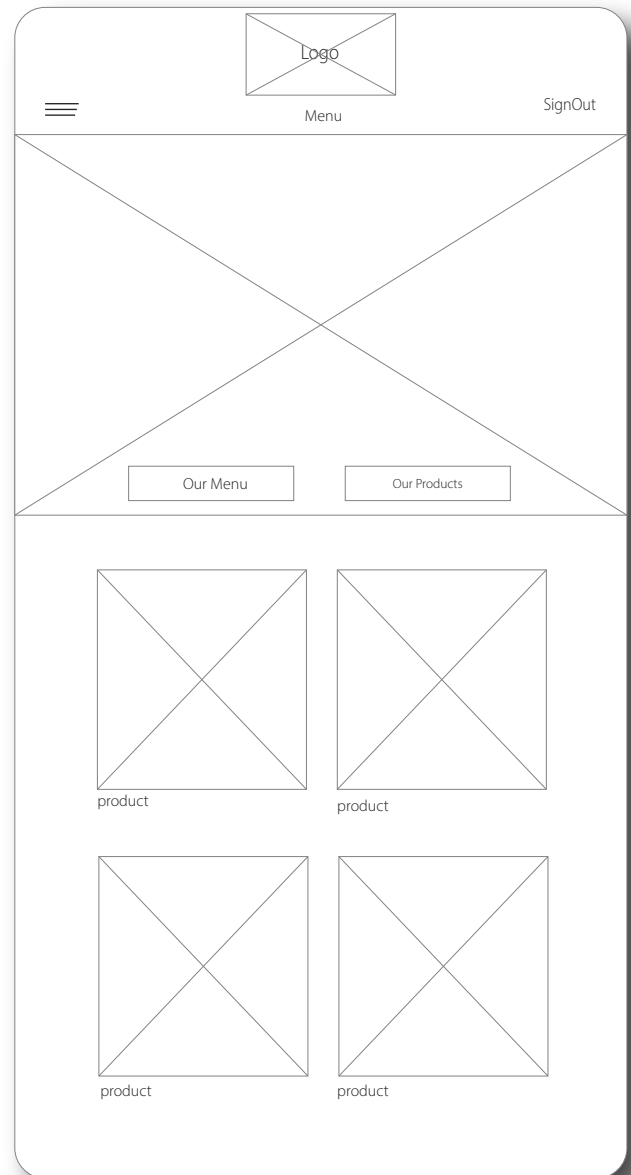
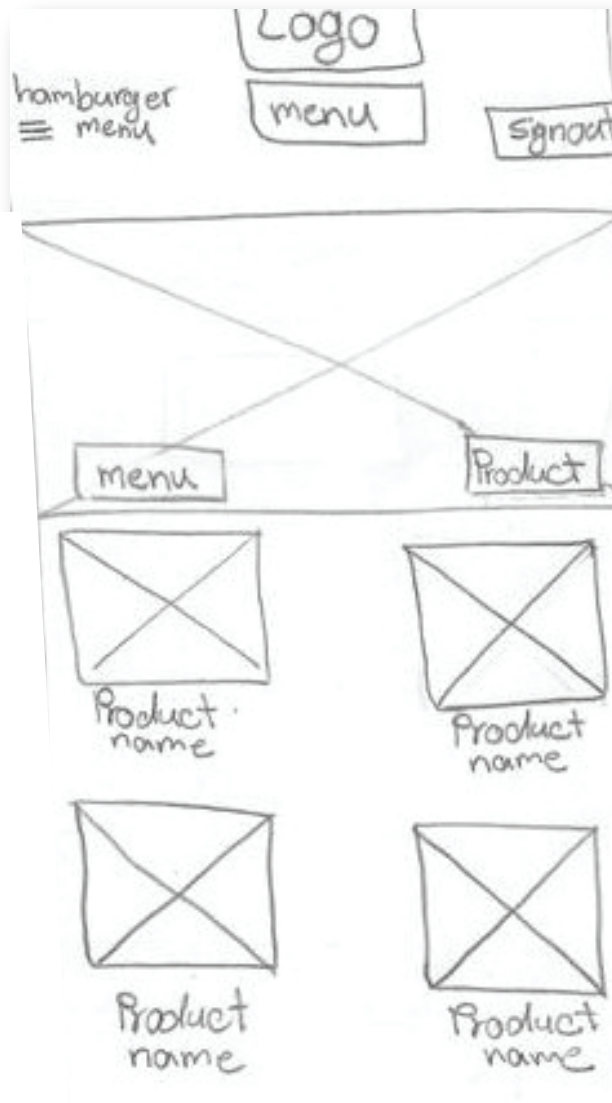
I conducted some research on similar product websites, such as booster juice. I also looked at the websites of some well-known beverage companies. While there are many essential parts to efficient website design, I noticed that simple navigation, about us, contact us information/ feedback, search bar, imagery, and web font are some of the main features that may make a difference and produce an effective website design. I kept the theme of the web design in the mobile app design. I used the same image in both the website and mobile app as well as kept the overall layout for both.

About Page

I wanted my website's About Us page to function as both a solid handshake and a pleasant opening line. I was contemplating what type of information I should include on the website. I wanted to give visitors a feeling of our company's uniqueness while also informing customers about our mission. I didn't want to bore the readers, but I also didn't want them to leave the page without understanding who we were. My objective was to utilize this page to highlight your business strengths, provide important information about operations, and summarise the company's distinct identity. As a result, I present just enough information to spark their interest and entice them to try our products.

App Design

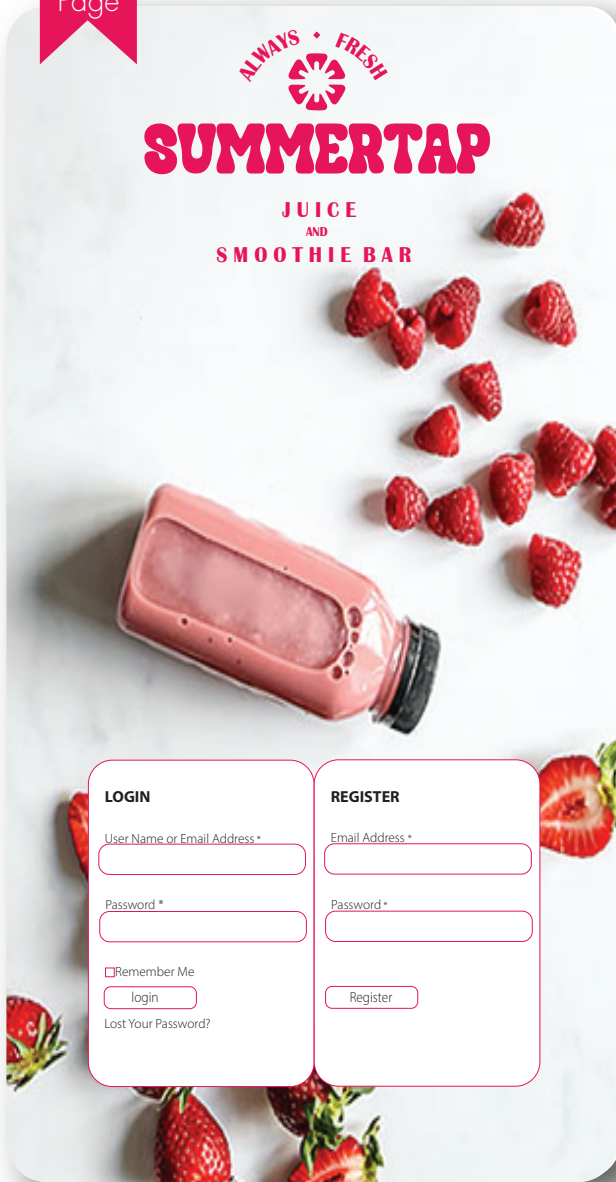
Smartphone App Sketch & Wireframe



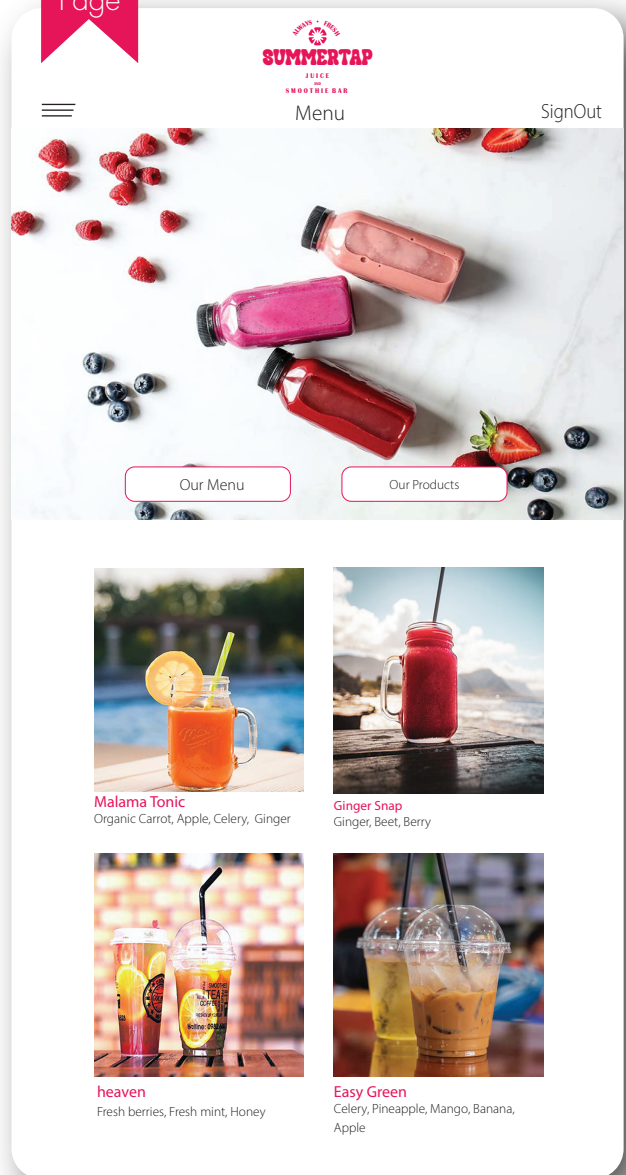
App Design

Smartphone App Prototype

Login Page

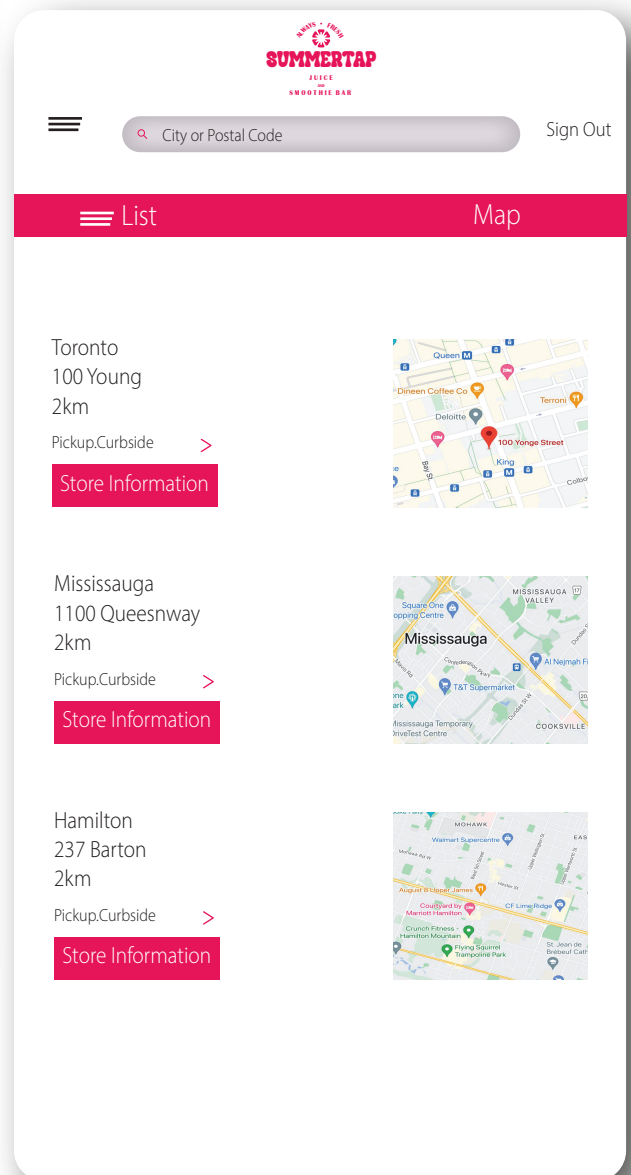
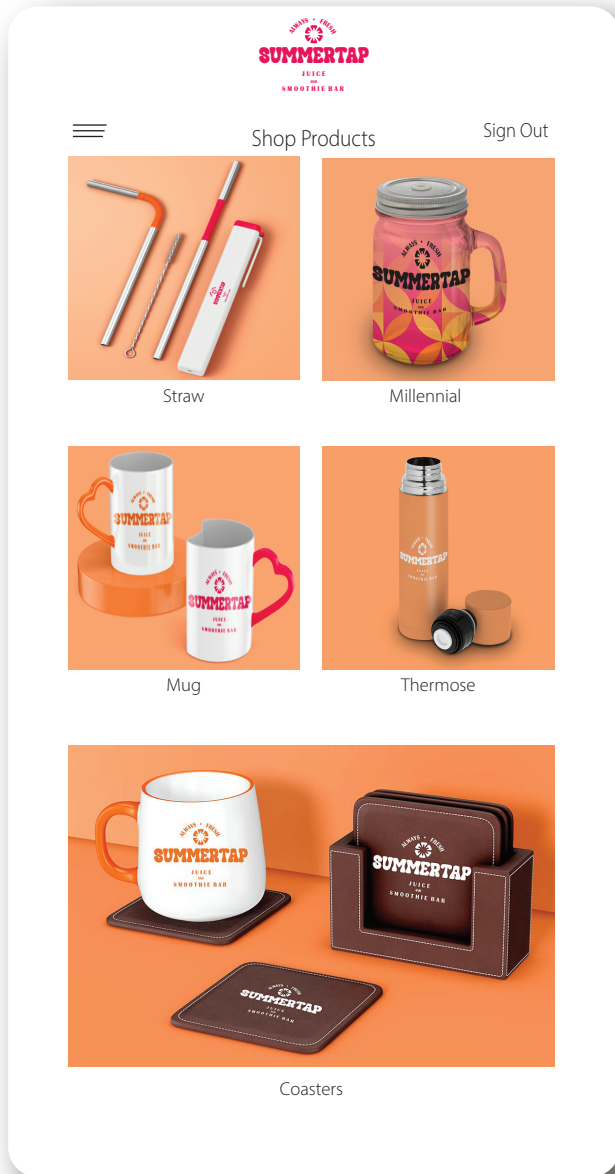


Home Page



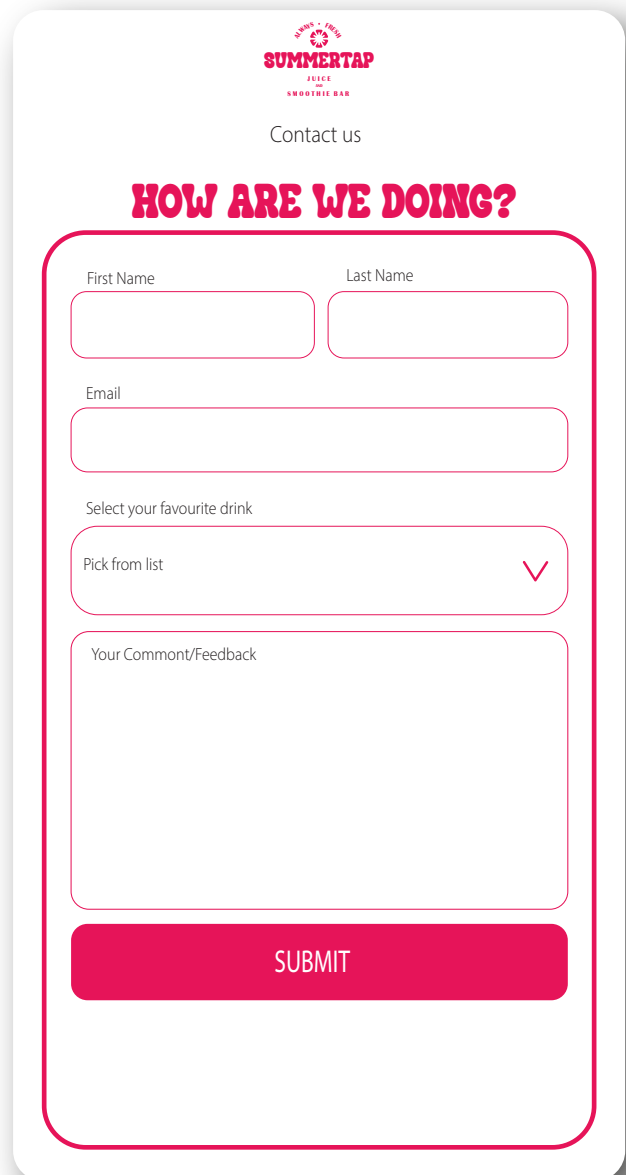
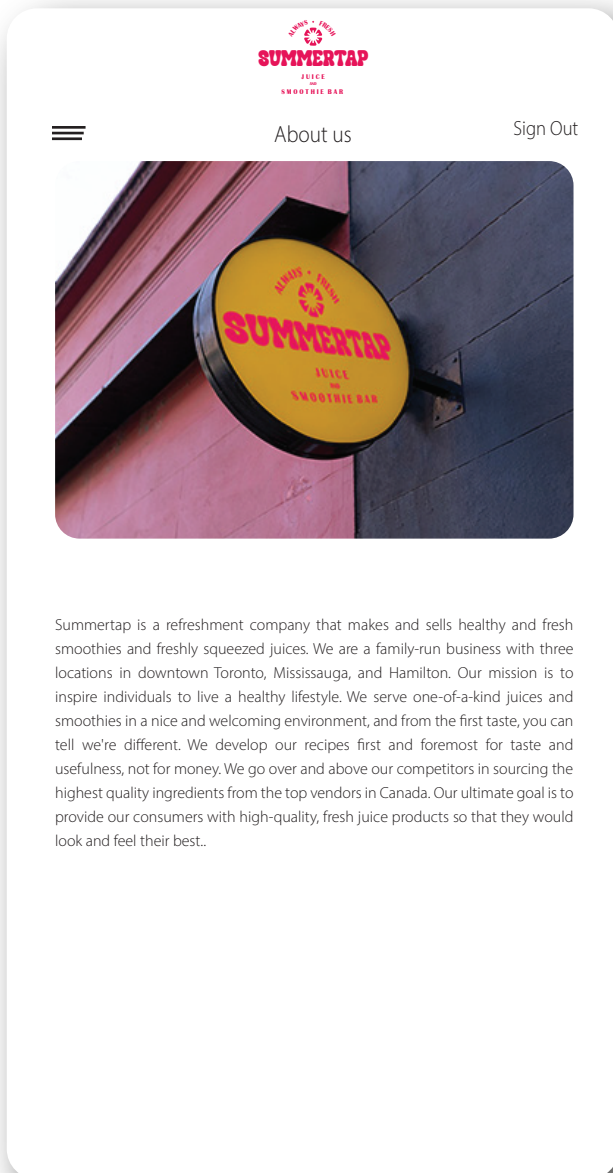
App Design

Smartphone App Prototype



App Design

Smartphone App Prototype



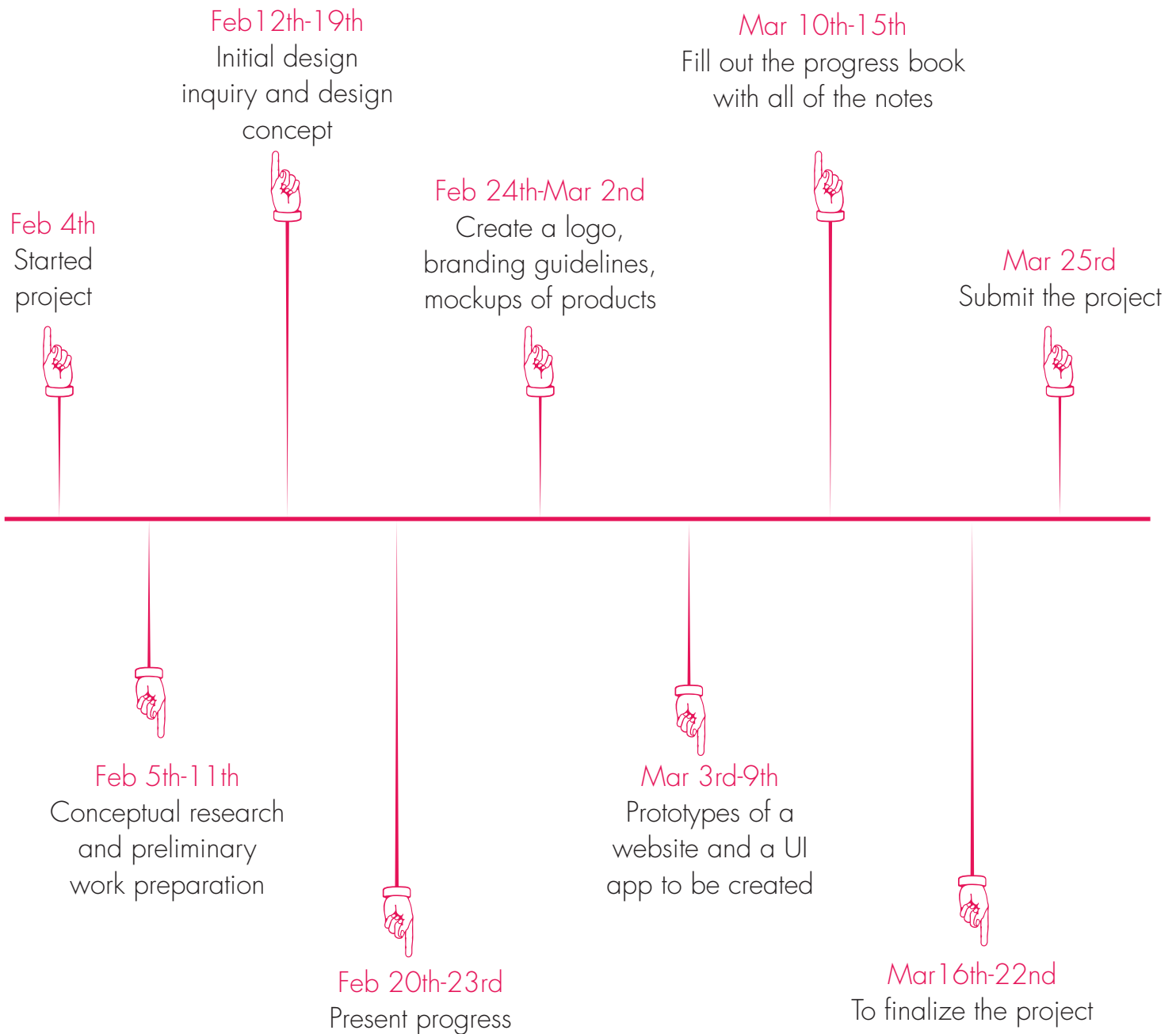
App Design



About the App

I exhibited some but not all of the parts in the mobile Apple prototype. A mobile home page is frequently the first perception a prospective customer has of a brand. As a result, I attempted to make the home page appear fun, exciting, bright, and simple. For existing customers, there is a log-in option, and for new customers, there is a register option. Once customers log in, they may view the menu by clicking the menu bar and browsing the menu, and from there, consumers can pre-order their juice from the comfort of their own home and bypass the line-up. From the products tab, customers can view the items available for purchase. Customers may search by city or postal code under the location page to find the nearest location, and there, customers can browse a list of the local locations, business hours information, and the choice of pick-up or curbside order. The map bottom option serves the same purpose as the list option, but it displays the closest place on a map. About page is where it reveals what the company is composed of and what its foundations are. Contact us is where customers may provide feedback so that the company can utilize it to enhance customer service.

Timeline



Conclusion



Working on this project was fun. I've realized that I can work under pressure and with a hefty workload. It is critical to be organized and focused on your goals during the entire project. I'm far more comfortable working on projects by myself, researching, and developing. Overall, I had a lot of fun working on this project and building a new product out of nothing.

I'd want to work on this project a little deeper and enhance it, like developing a working website and app or adding a menu. I believe there is always room for improving a project and making it better.

Sources



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