



## Lahtt Sauce Website Design Brief

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### Project Time

6 weeks (58 hours)

### Objective

Refresh Lahtt Sauce's web design in a way that reflects the brand's personality in a modern and intentional way. This would involve restructuring the sitemap that makes purchasing sauce intuitive and straightforward.

### Branding Words

Family-Oriented, Asian-American, Modern, Fresh, Sustainable

### Project Scope

- Restructuring Lahtt Sauce's sitemap, merging Our Story & Mission Values
- Creating new graphics for the Our Story & Mission Values section
- Creating new listing images for the products
- Making sure Lahtt Sauce's site is responsive across all devices and platforms
- Updating Lahtt Sauce's locations
- Designing a solution for handling different queries on the Contact page
- Improving UX writing and brand voice
- Improving the user flow from the landing page to the "add to cart" function, making option selection more intuitive

### Deliverables

- Sitemap
- User Research
- Lo-fidelity wireframes
- UI Style Guide with new color palettes
- Hi-fidelity mockups
- Graphic design elements (reusing previous marketing assets to create new images for the website)

### Competitive Analysis & Inspiration

#### Direct Competitors

- [Milu](#)
- [Boon](#)
- [Chile Crunch](#)
- [Junzi Kitchen](#)
- [Mr. Bing](#)
- [Bowl Cut](#)

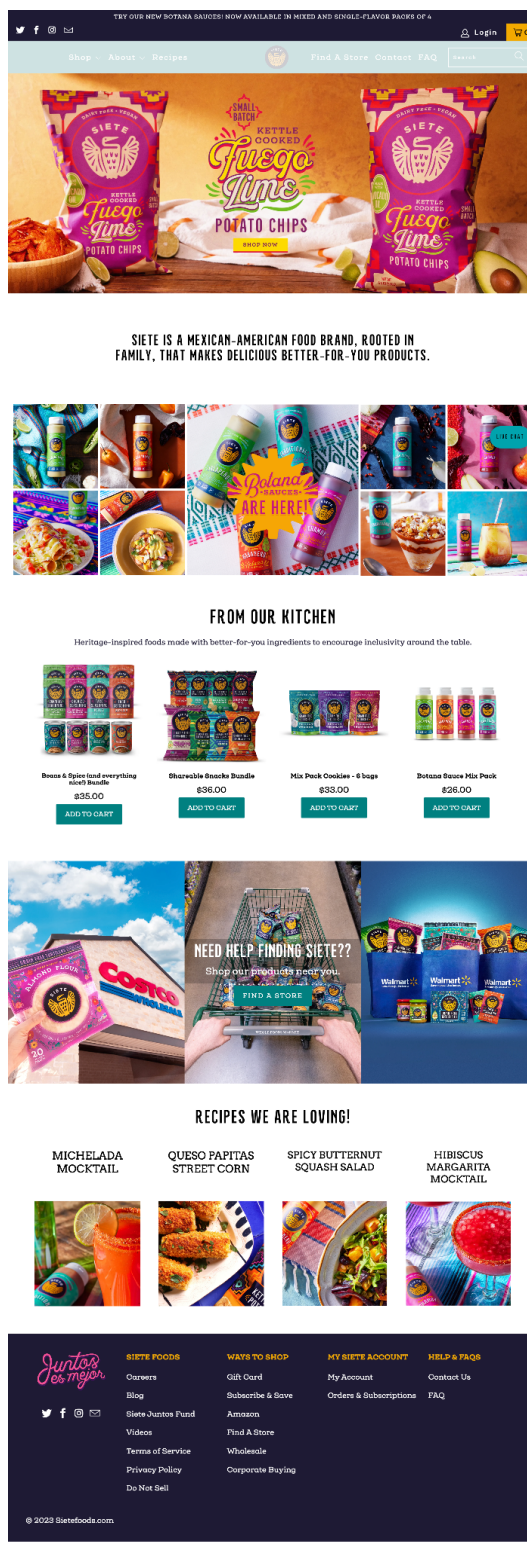
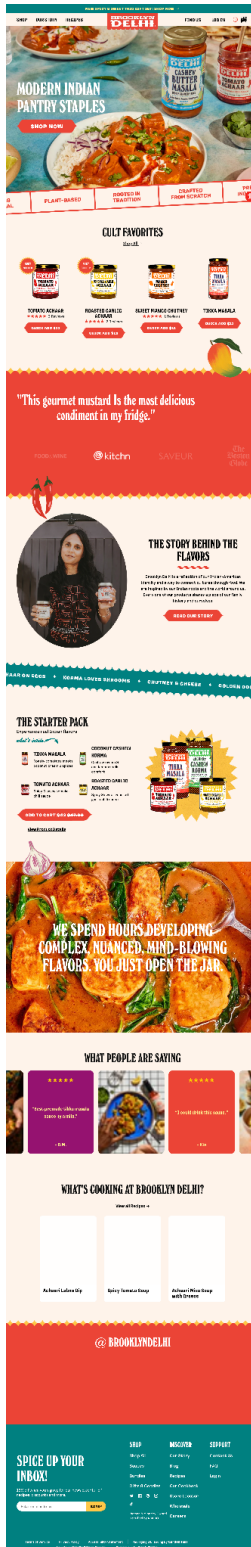
- [Fly by Jing](#)
- [Oomame](#)

#### Secondary Competitors

- [Brooklyn Delhi](#)
- [Bachan's](#)




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## Worth the squeeze

Booch Craft organic fruit smoothies & juices are crafted with only real, high-quality, all-natural ingredients.

**OUR FLAVORS**



### We keep it real.

"The Freshness you seek? Booch Craft's been there since we started our first smoothie from organic farms and local ingredients. Today, the taste is for you."

**TRY/BUY NEAR YOU →**

### We never cut corners.

- \* **Certified Organic.** Since our first batch, we've maintained our organic certification with US and EU USDA.
- \* **No preservatives.** We use raw and unspiced ingredients. Keep cool at all times.
- \* **No concentrates or artificial flavors.** We only use fresh, cold-pressed fruits.
- \* **No honey or sugar-based products.** All of our products are 100% plant-based.
- \* **No sugarcoating.** We strive to make the right choices for our products and our planet.

**OUR CORE VALUES →**

### We're a Certified B-Corp.

Booch Craft is a Certified B-Corp for social and environmental performance, transparency, and accountability. We are the first food brand to be certified as a B-Corp.

**Certified Corporation**

### Sustainability is non-negotiable.

Sustainability is at the heart of everything we do. Our efforts include:

- Compost** - We compost 100% of our fruit scraps, tea, herbs, BODs, and paper towels. This program diverts waste from our local landfill and saves 15,000 pounds of CO2 from the atmosphere.
- Water Recycling** - In December 2019 we installed a water recycling system to reuse the water that was being used for sanitizing transfer lines and bins down the drain. This project resulted in savings of 75% gallons of fresh water per day.
- 1% For The Planet** - We donate 1% of our sales to non-profits that support environmental sustainability.

**IT'S WORTH IT →**

## Taste the squeeze

**OUR FLAVORS**

### Spoiler alert: Natural Flavor isn't all that natural

**Follow Along @boochcraft**

REAL FRUIT • PLANT-BASED • GLUTEN FREE

**BOOCH CRAFT**  
ORGANIC FRUIT SMOOTHIES & JUICES

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**Sign up for our newsletter**

Email address **SUBSCRIBE**


## Seconds

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## We want to change the way you eat.

**Carrot Crackers that are good for you and good for the earth.**


At Seconds we leave no carrot behind. We team up with the finest juice & produce companies to upcycle their nutritious pulp and peels into crave-worthy crackers.




**Everything Crunch**



**Original Crunch**



**Chipotle Ranch Crunch**



**Variety Pack - 4 boxes**

### Gluten Free Plant Based 100% Vegan Never GMO

**Make With Upcycled Carrots**

### Dress 'em up or crunch 'em plain!

Our crackers are crave-worthy, baked to a satisfying crunch using carrots, superfoods, and sunflower. Because of their high workability, they could be gone in seconds.

### What is upcycling?

At Seconds, we upcycle! Upcycling takes something that would otherwise be wasted to create something new that is even more valuable than what you started with. Don't get us wrong - we are die-hard believers in recycling, too, but upcycling is the perfect process to convert carrot peels and pulp into something tastier - our minuscule Seconds.

### Stay in the Loop

Sign up to receive news and updates.

Email address **SUBSCRIBE**

**Follow**

**Instagram**

**Seconds** New York, NY  
@seconds.us

Free shipping on all orders over \$40

## Coffee you can trust from seed to cup.


**SHOP NOW**

Sustainably-Sourced Quality-Focused B Corp Certified Transparently Traded

Make your daily routine more sustainable with exclusive single-origin coffee that has been rooted in relationships since 1995.

**START A SUBSCRIPTION**

### Our Latest Brews




#### Take a Field Trip with us!

This blend combines different roast levels of coffee from long-term partners to create a full-bodied coffee with notes of dark chocolate and citrus.

**SHOP NOW**

#### Single-Origin Coffee

Coffee from one region, available seasonally based on harvest.




**Barro Colorado**  
medium-light roast

**SHOP NOW**

#### Year-Round Blends

Blends from different regions, available for you, all the time.



**Big Trouble**  
medium-light roast


**SHOP NOW**

### Can't decide?


Our quick quiz will point you in the right direction.

**TAKE THE QUIZ**


### Brew Guides



AeroPress



Kalita Wave



Twitch Press

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Counter Culture is **coffee-driven**.

### We're Spilling the Beans...

Get in early look at new roasts, blends, and brewing guides. We'll notify you of your favorite Counter Culture coffees.

Enter your email **SUBSCRIBE**

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Our Mission  
Our Values  
Our Team

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## Project Timeline

Task Name	Projected Time	Projected Due Date
Design Project Brief	2 hours	Feb 17, 2023
Competitive Research	3 hours	Feb 24, 2023
User Research	5 hours	Feb 24, 2023
Sitemap + <b>Feedback</b>	3 hours	March 3, 2023
UI Style Guide + <b>Feedback</b>	5 hours	March 3, 2023
Mid-Fidelity Wireframes + <b>Feedback</b>	10 hours	March 10, 2023
Hi-Fidelity Mockups + <b>Feedback</b>	10 hours	March 17, 2023
Reiterations (if necessary)	5 hours	March 24, 2023
Implementation on Shopify	15 hours	April 7th, 2023

- I will send updates to the Slack Channel to get feedback on the sitemap, style guide, mid-fi wireframes, and hi-fidelity wireframes
- Projected time & dates are just estimates, I just want to estimate longer rather than shorter :)
- **Projected end date:** April 7th, 2023