

VISUAL DESIGN: FINAL PROJECT

Creative Brief 02: LiquidLab

ABOUT THE COMPANY

LiquidLab is a boutique and privately owned cold press juice bar offering their customers unique customized juices and smoothies. LiquidLab is entering a market currently dominated by established brands and franchises such as Liquiteria, Organic Avenue, and Blue Print Cleanse.

LiquidLab differentiates from their competitors in two key ways:

1. LiquidLab will offer customer profile tailored juice selections using locally-sourced produce. Customers will create a profile that discusses their tastes and health goals. A customized plan will be created for the customer based on this profile. LiquidLab will also offer already customized juice profiles for easy selection and adaption for those customers looking for an easy entry into juice health.
2. LiquidLab will focus on juice as a healthily addition to a customer's diet and not as a meal replacement. The company will share information on healthy living, nutrition, and focus on a body positive messages. None of their plans will offer cleanses or juice-only diets. Long term healthily living and healthy diet adaption/augmentation is the core goal.

TARGET AUDIENCE

Overall Demographic Profile:

- Women and Men
- Ages 30-65

Primary Audience:

- Women
- Ages 30–45
- Professionals
- Urban dwellers
- Single or Married with 0–1 children
- Income of \$120k+ per year

Primary audience is health and nutrition conscious. They are interested in maintaining a healthy and balanced diet. They're already focusing on maintaining a diet of whole foods, organics, and locally-sourced products whenever possible. Likely already have some knowledge about the benefits of cold press juices, but skeptical of the traditional restrictive juice cleanses offered by LiquidLab's competitors. Target is looking for and expects a service that will be customized to their goals and tastes. These women are looking for healthier juice alternative that will supplement their current healthy lifestyle, while being nutritious, tasty, and easy.

Secondary Audience:

- Women and Men

- Ages 30–65
- Professionals
- Urban dwellers
- Single or Married with 0–1 children
- Income of \$90k+ per year

The secondary audience is people who are looking to introduce healthier practices to their life, especially through better nutrition. They have just joined a gym, started an exercise program, or have been directed by their doctor to eat healthier. They are looking to add fruits and vegetables to their diet in an easy, quick, and accessible manner, but are not interested in meal replacements, fad diets, or excessive restriction. They are open to being educated and looking for tools to help them lead a healthier lifestyle without too much adaption or interruption to their current life. Focus will be on “tasty”, “easy” and knowledge sharing.

DESIGN CONSIDERATIONS

LiquidLab is a high-end, high-touch service that caters to selective and demanding audience with a high-level of expectation as to the quality of products and services. They provide a highly individualized service for their target audience and need to be trusted to do so, while not alienating their secondary, wider audience. LiquidLab wants to ensure that customers see them as trustworthy, intelligent, sophisticated, vibrant, honest, modern, and accessible.

LiquidLab’s voice is smart: they put a lot of research into sourcing their produce, crafting their custom recipes, and developing their nutritional offerings. They are very health-conscious and optimistic: they want to encourage clients to reach their health goals without defaulting into a preachy, exclusionary, or scolding tone. Body and health positive attitudes are key.

LANDING PAGE PROJECT FEATURE / CONTENT LIST

- Products: customized juices, juice blends
- Customer Registration
- Customer Personalization Profile Tool (primary target: higher barrier to entry)
- Predefined Profile Selector Tool (secondary target: lower barrier to entry)
- Nutritional / Healthy Living Content and Exploration
- Company Information
- User Account Access / Sign-in