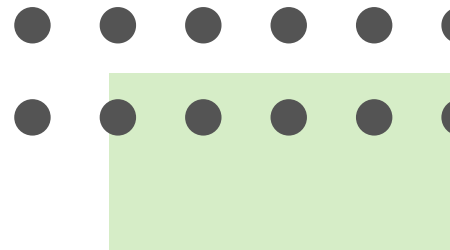
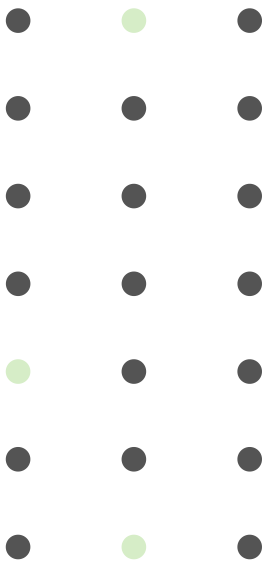


ASSIGNMENT 3 - JOSHUA JORDAN

UX/UI WEBSITE AUDIT



AGENDA

- 03 Penny Juice Website Audit
- 09 Penny Juice Website User Reviews
- 10 Penny Juice Website Audit Conclusion
- 11 Competitor Analysis
- 17 H&H Products Compnay Website Audit
- 25 H&H Products Compnay Website User Reviews
- 26 H&H Products Compnay Website Audit Learnings
- 28 Penny Juice Website Redesign
- 37 Penny Juice Website Redesign Conclusion



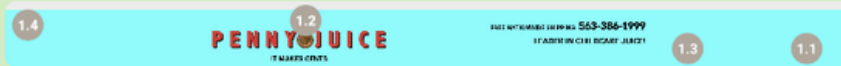
PENNY JUICE WEBSITE AUDIT

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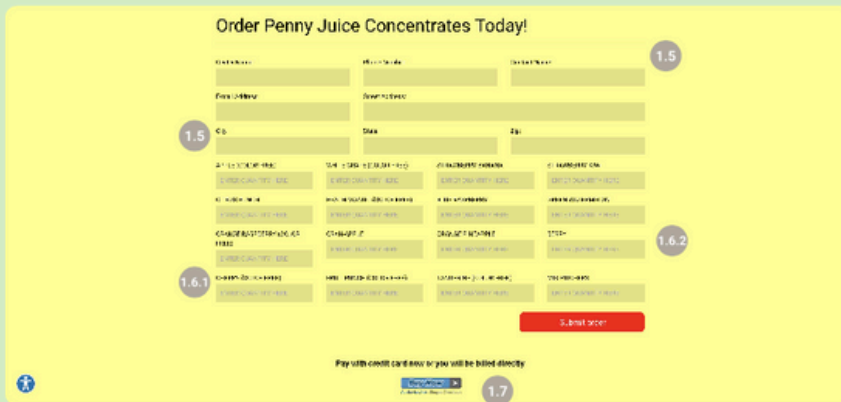
[HTTPS://WWW.FIGMA.COM/DESIGN/9XJS1H70L7WLLHT3SUGLCM/UX-AUDIT---JOSHUA-JORDAN?NODE-ID=0-1&T=JKPGHBIVSXK0G5VC-1](https://www.figma.com/design/9XJS1H70L7WLLHT3SUGLCM/UX-AUDIT---JOSHUA-JORDAN?node-id=0-1&t=JKPGHBIVSXK0G5VC-1)

01. Navigation.

Navigation Default



Order Form



Learn More



Findings.

- 1.1 Empty Space**

This fixed navigation widget wastes space across the site, hindering usability rather than enhancing it. Its so-called "Aesthetic and Minimalist Design" feels more restrictive and inefficient than intentional.
- 1.2 Return Button**

The Penny Juice logo inconsistently functions as a homepage button, working only in the header while remaining non-functional elsewhere. This lack of "Error Prevention, and User Control and Freedom" misleads users, creating unnecessary clicks and confusion.
- 1.3 Account Widget**

The missing account and cart widgets make ordering needlessly difficult, violating "Flexibility and Efficiency of Use". Users expect quick access to their cart, but instead, they must navigate tedious steps, discouraging purchases and lowering conversions.
- 1.4 Navigation Widget**

The lack of navigation between pages creates a frustrating, disorganized browsing experience. Without "System Status", users feel lost, leading to unnecessary effort, anxiety, and disengagement.
- 1.5 Unclear Required Fields**

The order form fails to indicate required fields, forcing users into a frustrating trial-and-error process. This disregard for "Helping Users Recognize, Diagnose, and Recover from Errors" increases confusion and the likelihood of abandoned orders.
- 1.6.1 Item Quantity**

Item fields lack descriptions, forcing users to rely on memory rather than clear, accessible information—violating "Recognition Rather than Recall". Quantity details are also hidden below the order form, adding unnecessary confusion and frustration.
- 1.6.2 Item Description**

The absence of flavor descriptions leaves users guessing before purchasing. This failure to provide essential information makes the buying process feel incomplete and untrustworthy.
- 1.7 Unclear Payment Options**

The two CTAs create confusion with no clear distinction, and the "Buy Now" CTA opens a new tab with incorrect items, damaging trust.

The inconsistent use of headers, paragraphs, and bullet points reflects unprofessionalism, reducing usability and discouraging engagement.

PENNY JUICE WEBSITE AUDIT CONITNUED

FIGMA LINK:

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02. Homepage.

Landing Page



Findings.

- 2.1 **Title and Image are Confusing**
The photo doesn't match the title or effectively represent what is being sold. It's unclear and blurry, causing confusion.
- 2.2 **Poor UI Design**
It seems the designers are trying to showcase the variety of flavors, but the readability is uncomfortable, requiring a stretch of imagination to understand the intended message.
- 2.3 **Confusing CTA**
The placement of the 'Get In Touch' button is confusing, as it suggests it will lead to a FAQ or contact page, but instead directs users to the order form page.
- 2.4 **Lack of Story Telling**
None of the images, title, or CTA button clarify what this section is about, leaving me confused about its purpose.
- 2.5 **Misleading CTA**
The "Learn More" CTA is used three times, yet all lead to the same page. It seems the designers could have consolidated these sections into one with a single CTA.
- 2.6 **Unclear Purpose**
The lack of context and poor imagery make this section confusing.
- 2.7 **Social Accounts**
Connecting social media pages is a great way to build trust with users, but the lack of content on Facebook and Twitter suggests a lack of history, or worse, poor user retention.
- 2.7.1 **No Content**
The lack of Twitter activity and the absence of an explanation for the missing content is confusing, raising concerns for users about potential errors on the website.
- 2.8 **Inconsistent UI**
The poor design and usability in the contact section create confusion by linking the email but not any phone numbers, despite displaying the phone number right above it. This inconsistency leaves users uncertain about the best way to get in touch.

Comments/Questions.

- 1 **Branding Package**
The inconsistent use of fonts, typography, and colors throughout the website raises questions about the presence of a cohesive brand package.
- 2 **Lack of Description**
The lack of product descriptions and information on the various flavors raises concerns about trusting the brand.

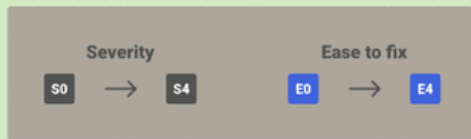
PENNY JUICE WEBSITE AUDIT CONITNUED

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[HTTPS://WWW.FIGMA.COM/DESIGN/9XJS1H70L7WLLHT3SUGLCM/UX-AUDIT---JOSHUA-JORDAN?NODE-ID=0-1&T=JKPGHBIVSXXK0G5VC-1](https://www.figma.com/design/9XJS1H70L7WLLHT3SUGLCM/UX-AUDIT---JOSHUA-JORDAN?node-id=0-1&t=JKPGHBIVSXXK0G5VC-1)

03. Recommendations.

Guide



- S0** Not a Usability Problem. Other Related Thing.
- S1** Cosmetic UI Problem. No Usability Impact.
- S2** Minor Usability Problem. Low Priority Fix.
- S3** Major Usability Problem. High Priority Fix.
- S4** Usability Catastrophe. Must Fix Before Release.
- E0** Super Simple Fix. Minimum Dev or Design Required.
- E1** Relatively Easy Fix. Doesn't Require Much Dev or Design.
- E2** Medium Effort Fix. Requires Some Dev or Design.
- E3** High Effort Fix. Requires High Amount of Dev or Design.
- E4** Extreme Effort Fix. Requires an Extremment Amount of Design or Dev.

01. Navigation.

Score	Issue	Suggestion	Priority
S4 E3	<p>1.1 Empty Space</p> <p>This fixed navigation widget wastes space across the site, hindering usability rather than enhancing it. Its so-called "Aesthetic and Minimalist Design" feels more restrictive and inefficient than intentional.</p>	The navigation widget should incorporate standard icons like cart, account, and settings, with a simple design that minimizes space and facilitates easy browsing.	HIGH PRIORITY
S2 E1	<p>1.2 Return Button</p> <p>The Penny Juice logo inconsistently functions as a homepage button, working only in the header while remaining non-functional elsewhere. This lack of "Error Prevention, and User Control and Freedom" misleads users, creating unnecessary clicks and confusion.</p>	The current functionality should be removed, and a separate, dedicated "back" button should be added to the navigation widget, allowing users to easily navigate back a page or to a completely new page.	LOW PRIORITY
S3 E3	<p>1.3 Account Widget</p> <p>The missing account and cart widgets make ordering needlessly difficult, violating "Flexibility and Efficiency of Use". Users expect quick access to their cart, but instead, they must navigate tedious steps, discouraging purchases and lowering conversions.</p>	Incorporating an account function will provide a shortcut for returning customers and allow those who can't complete an order in one session to easily return and finish their purchase later.	MEDIUM PRIORITY
S4 E3	<p>1.4 Navigation Widget</p> <p>The lack of navigation between pages creates a frustrating, disorganized browsing experience. Without "System Status", users feel lost, leading to unnecessary effort, anxiety, and disengagement.</p>	Create a navigation widget that enables seamless movement between pages and accounts while also displaying progress through the account setup and purchasing process.	HIGH PRIORITY
S2 E1	<p>1.5 Unclear Required Fields</p> <p>The order form fails to indicate required fields, forcing users into a frustrating trial-and-error process. This disregard for "Helping Users Recognize, Diagnose, and Recover from Errors" increases confusion and the likelihood of abandoned orders.</p>	Redesign the order form to include asterisks for required fields, ensuring clarity and helping users quickly identify errors preventing order completion.	MEDIUM PRIORITY
S2 E1	<p>1.6.1 Item Quantity</p> <p>Item fields lack descriptions, forcing users to rely on memory rather than clear, accessible information—violating Recognition "Rather than Recall". Quantity details are also hidden below the order form, adding unnecessary confusion and frustration.</p>	Redesign the order form to display the minimum required fields by default. Additionally, providing a purchase description for final review during checkout would enhance user confidence.	LOW PRIORITY

PENNY JUICE WEBSITE AUDIT CONITNUED

FIGMA LINK:

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S3 E3

1.6.2 Item Description

The absence of flavor descriptions leaves users guessing before purchasing. This failure to provide essential information makes the buying process feel incomplete and untrustworthy.

Create a catalog page listing all items with descriptions and uses. Incorporating an "Add to Cart" CTA on this page would streamline the purchasing and checkout process.

HIGH PRIORITY

S3 E0

1.7 Unclear Payment Options

The two CTAs create confusion with no clear distinction, and the "Buy Now" CTA opens a new tab with incorrect items, damaging trust.

The inconsistent use of headers, paragraphs, and bullet points reflects unprofessionalism, reducing usability and discouraging engagement.

Remove the "Get in Touch" CTA and redirect users to a separate contact page. Make the "Buy Now" CTA the sole option for completing a purchase. Having distinct "Buy Now" and "Get in Touch" CTAs throughout the site and navigation will provide clarity, reducing user frustration and improving the overall experience.

MEDIUM PRIORITY

S1 E1

1.8 Inconsistent Description and Design

The inconsistent use of headers, paragraphs, and bullet points reflects unprofessionalism, reducing usability and discouraging user engagement.

Develop a complete brand package with intentional use of headers, fonts, and colors. Establishing a consistent and cohesive style will enhance browsing satisfaction and improve item discovery.

LOW PRIORITY

S1 E1

1.9 Poor UI Design

The small box explaining Penny Juice's history fails to communicate its mission, leaving users confused. Instead of embracing Aesthetic and Minimalist Design, it weakly attempts simplicity, further disconnecting users from the product.

Remove the brief company history and create a dedicated "About" page. This page should clearly communicate the company's mission and product intent, fostering user connection, retention, and brand loyalty.

LOW PRIORITY

S3 E3

1.10 Inaccurate CTA

The "Get in Touch" CTA redirects to the order form, confusing users who expect contact info. This mistake makes the "Order Now" CTA feel redundant, adding to the overall confusion.

Refer to notes 1.7 for more details. The confusion between CTAs can lead to user frustration, causing them to abandon future orders.

HIGH PRIORITY

02. Homepage.

Score

Issue

Suggestion

Priority

S3 E2

2.1 Title and Image are Confusing

The photo doesn't match the title or effectively represent what is being sold. It's unclear and blurry, causing confusion.

Redesign the landing page to feature an automated carousel showcasing sales items, best sellers, and new flavors. Use compelling imagery to create urgency and encourage exploration and purchasing.

HIGH PRIORITY

S0 E1

2.2 Poor UI Design

It seems the designers are trying to showcase the variety of flavors, but the readability is uncomfortable, requiring a stretch of imagination to understand the intended message.

Revamp this section by adding filter options to enable easy browsing. Clear, organized flavors with filters and search options will streamline item discovery and simplify the order process.

LOW PRIORITY

S3 E1

2.3 Confusing CTA

The placement of the "Get in Touch" button is confusing, as it suggests it will lead to a FAQ or contact page, but instead directs users to the order form page.

Refer to notes 1.7 for more information. Clear and consistent CTAs throughout browsing, including inventory and catalog pages, will improve communication between the product and the user.

MEDIUM PRIORITY

S1 E2

2.4 Lack of Story Telling

None of the images, title, or CTA button clarify what this section is about, leaving me confused about its purpose.

Create intentional sections with previews of key information, using CTAs to direct users to separate pages for more details. This approach caters to all users, whether they're shopping with a purpose or browsing casually. Providing accessibility and accommodating diverse user needs is crucial for building a satisfying experience.

LOW PRIORITY

PENNY JUICE WEBSITE AUDIT CONITNUED

FIGMA LINK:

[HTTPS://WWW.FIGMA.COM/DESIGN/9XJS1H70L7WLLHT3SUGLCM/UX-AUDIT---JOSHUA-JORDAN?NODE-ID=0-1&T=JKPGHBIVSXX0G5VC-1](https://www.figma.com/design/9XJS1H70L7WLLHT3SUGLCM/UX-AUDIT---JOSHUA-JORDAN?node-id=0-1&t=JKPGHBIVSXX0G5VC-1)

02. Homepage.

Score	Issue	Suggestion	Priority
S3 E2	2.1 Title and Image are Confusing The photo doesn't match the title or effectively represent what is being sold. It's unclear and blurry, causing confusion.	Redesign the landing page to feature an automated carousel showcasing sales items, best sellers, and new flavors. Use compelling imagery to create urgency and encourage exploration and purchasing.	HIGH PRIORITY
S0 E1	2.2 Poor UI Design It seems the designers are trying to showcase the variety of flavors, but the readability is uncomfortable, requiring a stretch of imagination to understand the intended message.	Revamp this section by adding filter options to enable easy browsing. Clear, organized flavors with filters and search options will streamline item discovery and simplify the order process.	LOW PRIORITY
S3 E1	2.3 Confusing CTA The placement of the 'Get In Touch' button is confusing, as it suggests it will lead to a FAQ or contact page, but instead directs users to the order form page.	Refer to notes 1.7 for more information. Clear and consistent CTAs throughout browsing, including inventory and catalog pages, will improve communication between the product and the user.	MEDIUM PRIORITY
S1 E2	2.4 Lack of Story Telling None of the images, title, or CTA button clarify what this section is about, leaving me confused about its purpose.	Create intentional sections with previews of key information, using CTAs to direct users to separate pages for more details. This approach caters to all users, whether they're shopping with a purpose or browsing casually. Providing accessibility and accommodating diverse user needs is crucial for building a satisfying experience.	LOW PRIORITY
S3 E2	2.5 Misleading CTA The "Learn More" CTA is used three times, yet all lead to the same page. It seems the designers could have consolidated these sections into one with a single CTA.	Refer to notes 2.4 for more information. Properly using the "Learn More" CTA to redirect users to relevant pages with detailed information will help build trust between the user and the product.	HIGH PRIORITY
S0 E3	2.6 Unclear Purpose The lack of context and poor imagery make this section confusing.	Follow standard UI principles to create clear, compelling interfaces that drive the development of new pages and sections. A purposeful and engaging browsing experience will encourage user retention and attract more returning visitors.	LOW PRIORITY
S2 E2	2.7 Social Accounts Connecting social media pages is a great way to build trust with users, but the lack of content on Facebook and Twitter suggests a lack of history, or worse, poor user retention.	User testimonials and feedback from loyal customers have a significant impact on potential new users. Including testimonials from social media accounts and reviews fosters loyalty and builds trust between future customers and the company.	MEDIUM PRIORITY
S2 E2	2.7.1 No Content The lack of Twitter activity and the absence of an explanation for the missing content is confusing, raising concerns for users about potential errors on the website.	Refer to notes 2.7 for more details. Empty testimonial sections give the impression of dissatisfied customers and may deter potential future customers.	MEDIUM PRIORITY
S3 E4	2.8 Inconsistent UI The poor design and usability in the contact section create confusion by linking the email but not any phone numbers, despite displaying the phone number right above it. This inconsistency leaves users uncertain about the best way to get in touch.	Refer to notes 1.7 for more details. Incorporating UI principles and a design similar to the contact page will help users recognize rather than recall how to navigate contact information.	MEDIUM PRIORITY

PENNY JUICE USER REVIEWS

shanna ames
1 review

★★★☆☆ 4 years ago

Please fix your website
At first glance. I was overwhelmed by the amount of information on the page. The layout is quite confusing.

1

PENNY JUICE OF AMERICA
5000 Tremont Ave STE 106, Davenport, IA 52807, United States

2.2 ★★☆☆☆ 5 reviews ⓘ

Sort by

✓ Most relevant Newest Highest rating Lowest rating

Write a review

With a 2.2 out of 5 rating, Penny Juice users are clearly signaling a desire for a significantly improved experience. From frustrating website navigation to vague or insufficient product descriptions, the platform consistently falls short of user expectations. The lack of a clear, intuitive interface—combined with irrelevant content—undermines user confidence and satisfaction. Overall, Penny Juice’s UI fails to meet industry accessibility standards, making it difficult for users to engage effectively with the brand.

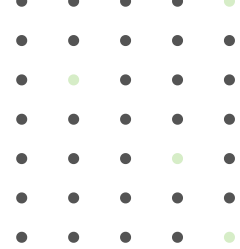
100% blended fruit juice concentrate
designed for childcare centers

Order Now

RAINBOWS OF EXCITING FLAVORS

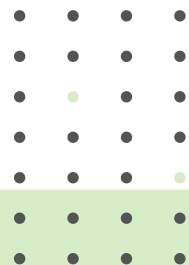
15 flavors available including 7 color free flavors. Each case contains 6 - ½ gallon bottles of your choice. We've designed them especially for childcare, daycare, preschool, basp and extended daycare. [Get in touch](#) with us today!

Learn More



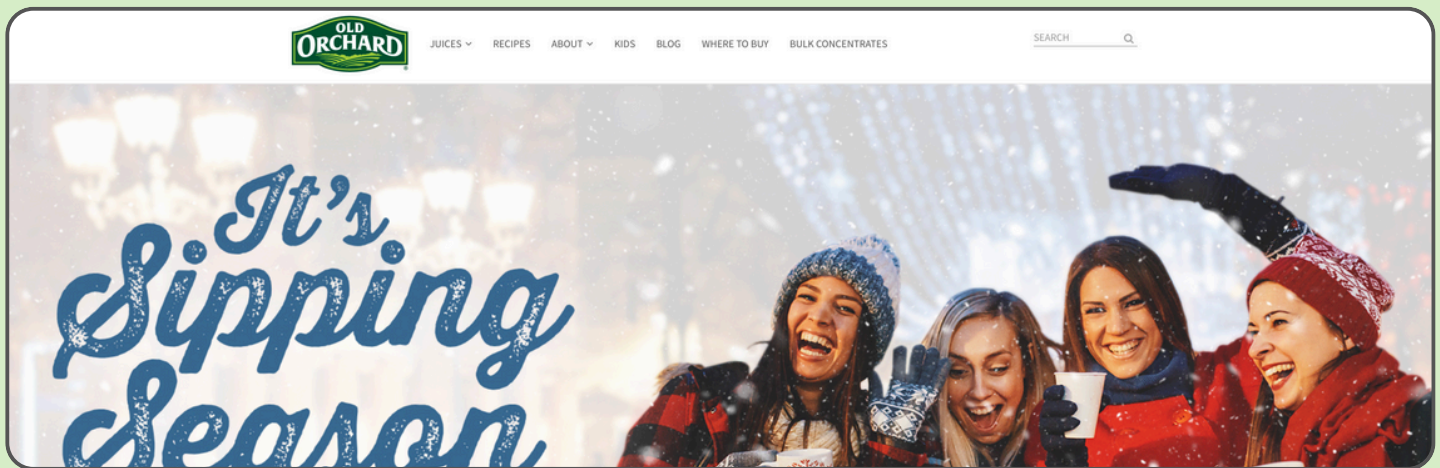
AUDIT CONCLUSION

In conclusion, PennyJuice.com falls short of essential UX/UI principles and industry standards, highlighting the need for a critical redesign of both the navigation and homepage. Through a thorough analysis of competitors, we can identify key elements that, when implemented, will drive substantial user-centric improvements and enhance the overall experience.



COMPETITOR ANALYSIS

Based on my research, I have identified three companies that exemplify compelling UX/UI design. These companies provide valuable insights and strong evidence for redesigning the Penny Juice website to enhance user satisfaction.



1. Old Orchard

Link: www.oldorchard.com

4.1 of 5 ★★★★★☆

At Old Orchard, we are committed to providing you and your family with the highest quality fruit juices and innovative blends. Our deep-rooted family values—love for the land, hard work, and dedication to our customers—ensure exceptional products from a brand you know, trust, and, dare we say, love.

COMPETITOR ANALYSIS

Based on my research, I have identified three companies that exemplify compelling UX/UI design. These companies provide valuable insights and strong evidence for redesigning the Penny Juice website to enhance user satisfaction.



2. Purefun!

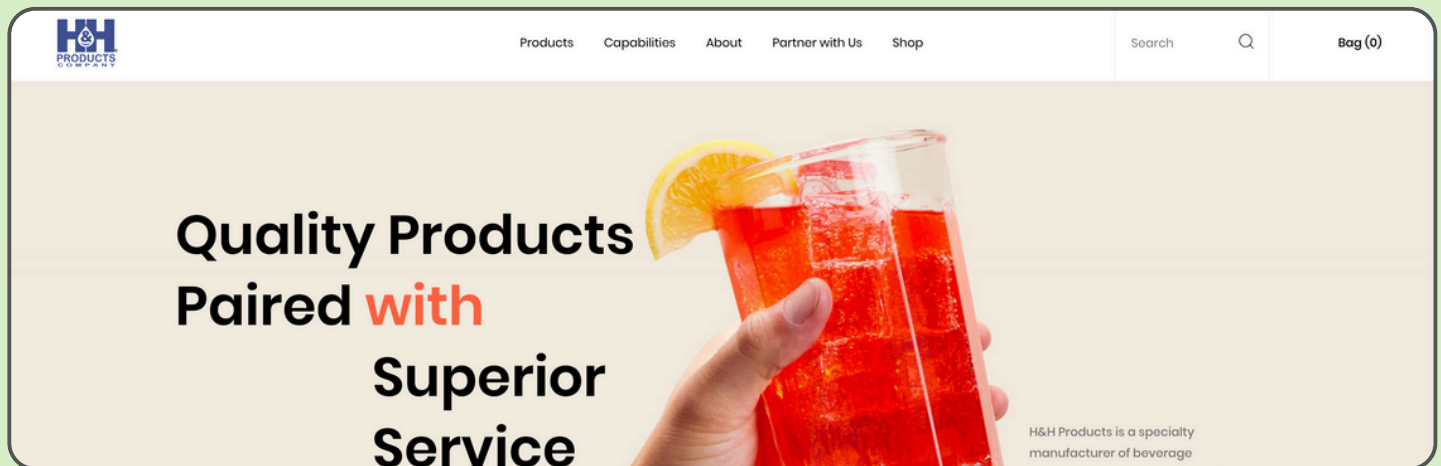
link: www.purefuninc.com

3.3 of 5 ★★☆☆☆

Through our products, services, consulting, and training, PureFun delivers comprehensive solutions to help child care centers meet both nutritional and regulatory standards.

COMPETITOR ANALYSIS

Based on my research, I have identified three companies that exemplify compelling UX/UI design. These companies provide valuable insights and strong evidence for redesigning the Penny Juice website to enhance user satisfaction.



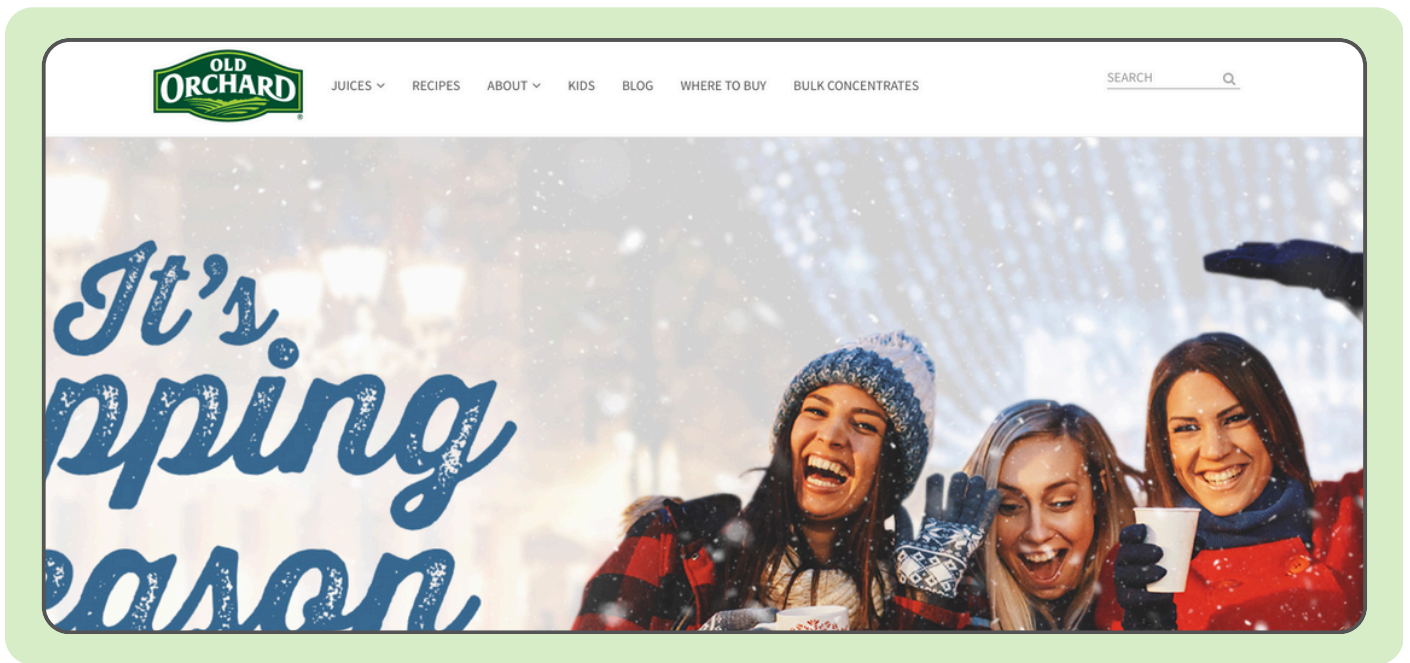
3. H&H Products Company

Link: www.hhproductscompany.com

4.9 of 5 ★★★★★

H&H supplies snow cones, slushies, beverages, syrups, and ingredients worldwide. Yet, after more than 55 years, we remain dedicated to the same old-fashioned customer service and family values that the Hartley family built the company upon.

OLD ORCHARD ANALYSIS



Strengths

- Minimalistic Design
- Intuitive Navigation
- Clear Product Description
- Mobile Compatible

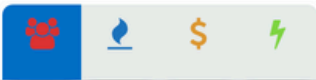
Weaknesses

- Poor use for header image
- No Account navigation
- Third party integration

PUREFUN! INC. ANALYSIS

TO MAXIMIZE THE IMPACT ON KIDS AROUND THE WORLD, WE WILL STEWARD PUREFUN! TOWARD PROFITABILITY AND INTENTIONALLY INVEST RESOURCES IN AREAS THAT HAVE THE MOST SUSTAINABLE IMPACT ON THE LIVES OF KIDS AND THOSE WHO CARE FOR THEM.


MISSION



EMPOWERED TEAM

EVERYONE'S A LEARNER
We value training and self-directed learning.

CORE VALUES



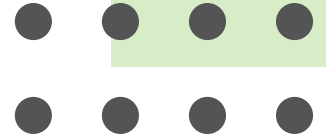
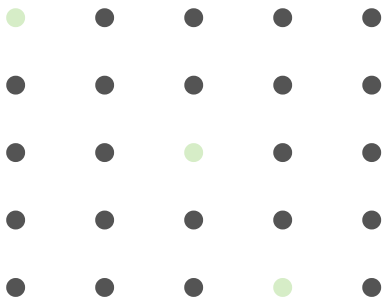
EXCELLENCE

Strengths

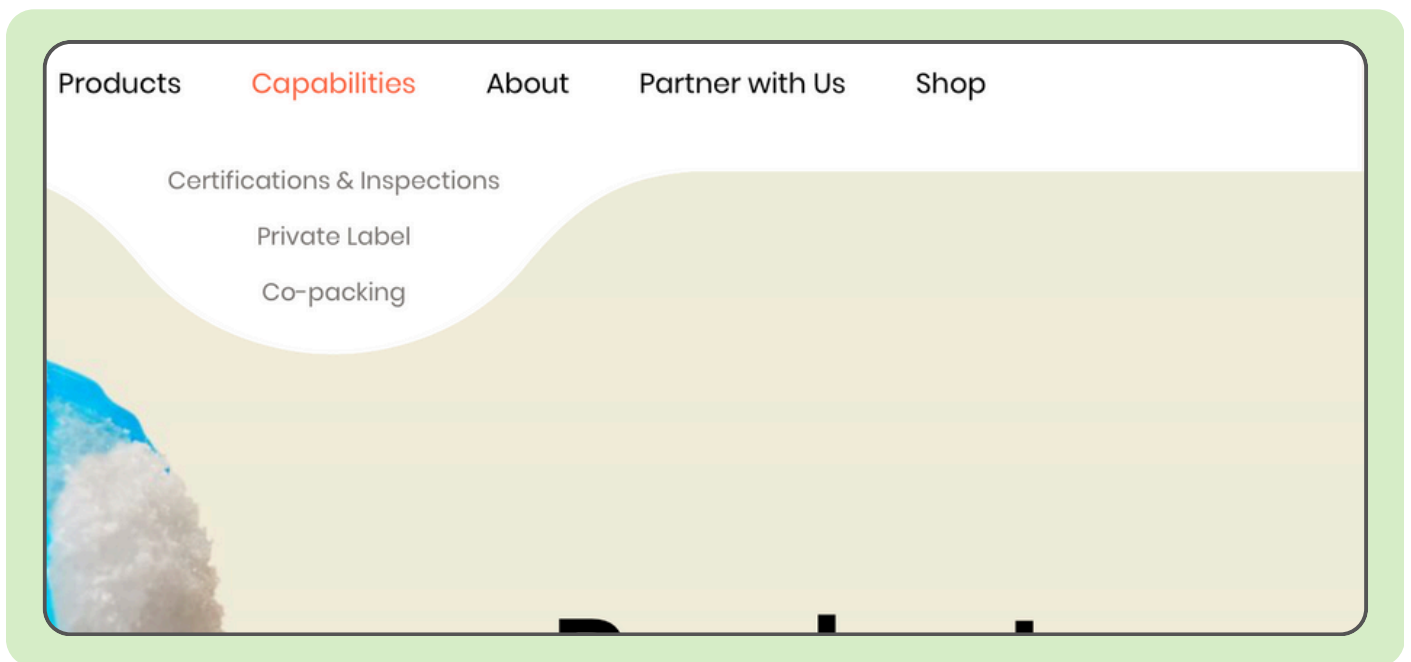
- Interactive Landing Page
- Consistent UI
- Intuitive Navigation
- Mobile Compatible

Weaknesses

- Outdated design
- Lack of item description
- Unclear products offered



H&H PRODUCT COMPANY ANALYSIS



Strengths

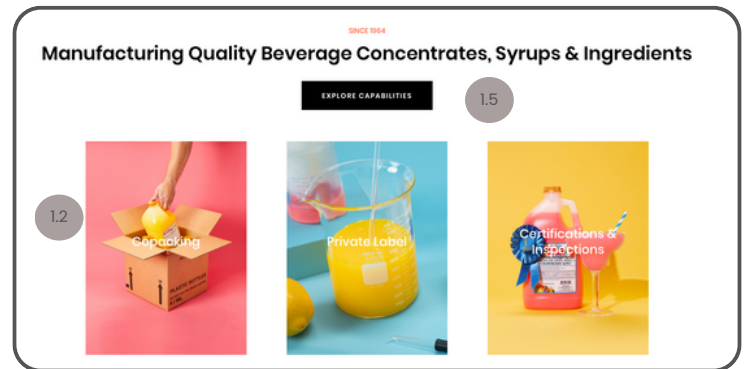
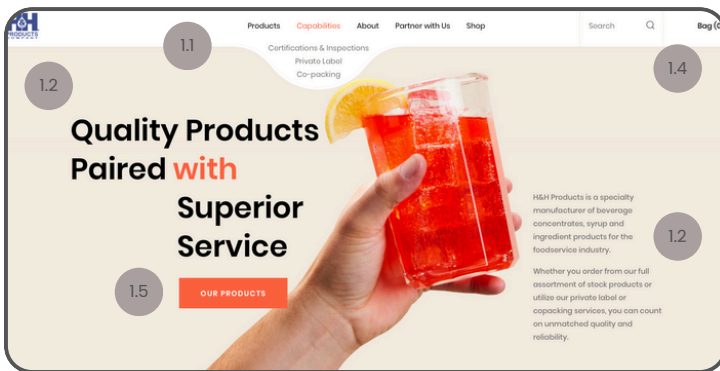
Modern Design
Animated Navigation
Intuitive Search

Weaknesses

Mobile Design
Slow loading speeds

H&H PRODUCTS COMPANY AUDIT

HOMEPAGE

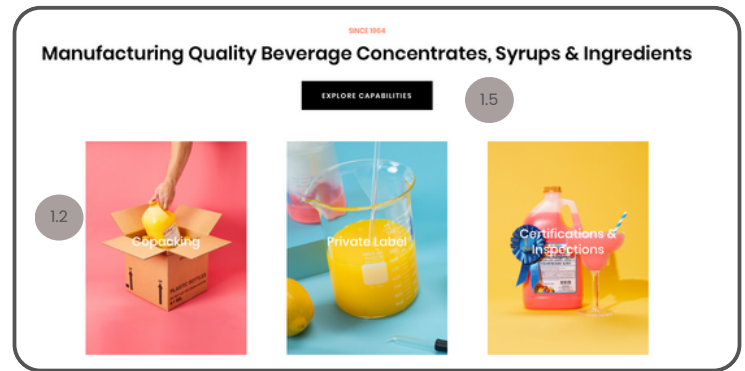
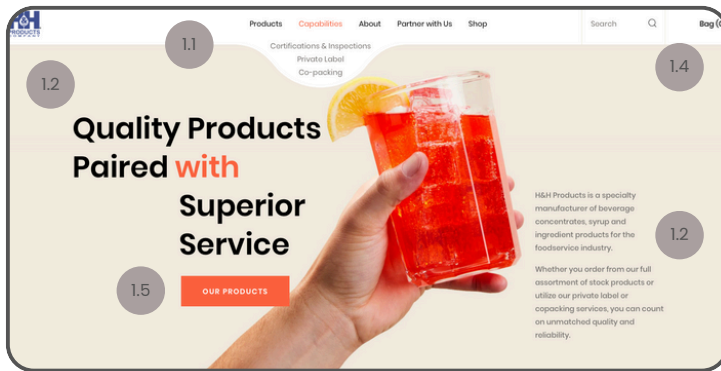


FINDINGS – VISUAL DESIGN

- 1.1 **Header:** The navigation header is clear, intuitive, and facilitates easy browsing.
- 1.2 **Layout:** The use of boxes filled with photos to designate different pages give clear indication of options.
- 1.3 **Typography:** Consistent fonts are used for headers, subheaders, and body paragraphs. However, typography overlaid on images can be difficult to read.

H&H PRODUCTS COMPANY AUDIT

HOMEPAGE



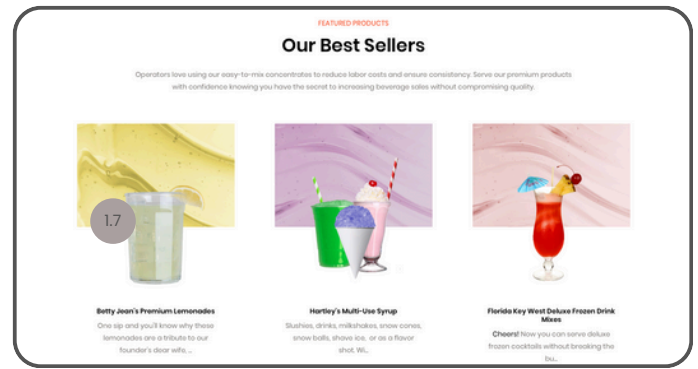
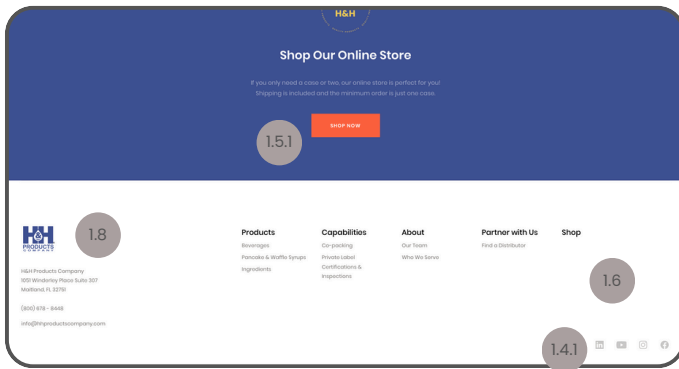
FINDINGS – VISUAL DESIGN

1.4 Icons: A bag icon helps users track added items and identify what else needs to be included. Additionally, a search icon allows users to browse the inventory without leaving the homepage.

1.5 CTA's: Clean and well-placed CTAs on the home screen encourage exploration without overwhelming the user.

H&H PRODUCTS COMPANY AUDIT

HOMEPAGE

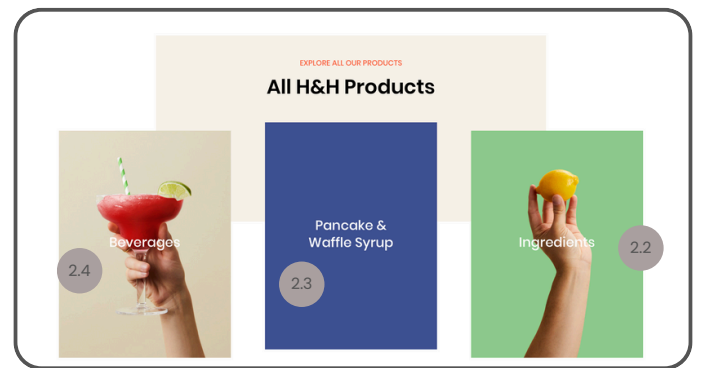
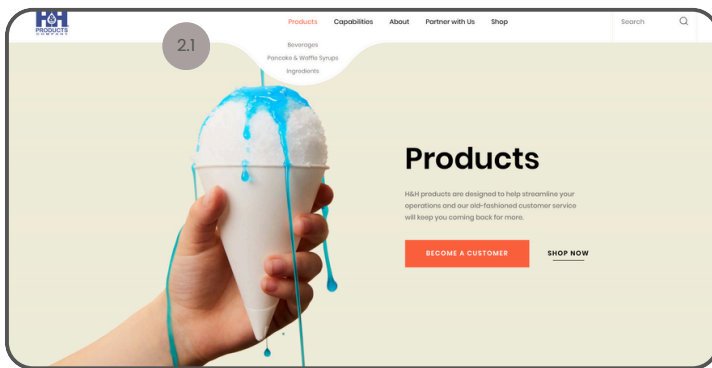


FINDINGS – VISUAL DESIGN

- 1.6 Footer:** the footer's information architecture enables users to seamlessly navigate to their desired next step.
- 1.7 Grid:** A well-structured grid system showcases best-selling products with ample spacing for easy readability.
- 1.8 Branding:** Consistent branding, including colors and the company logo, is maintained from the header to the footer.
- 1.4.1 Icons:** The effective use of icons for social media integration allows users to explore testimonials effortlessly.
- 1.5.1 CTA's:** The consistent and strategic placement of CTAs throughout the homepage encourages users to explore further if desired

H&H PRODUCTS COMPANY AUDIT

PRODUCTS PAGE

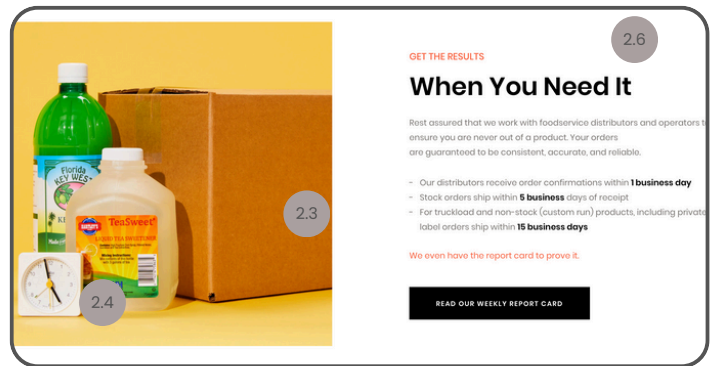
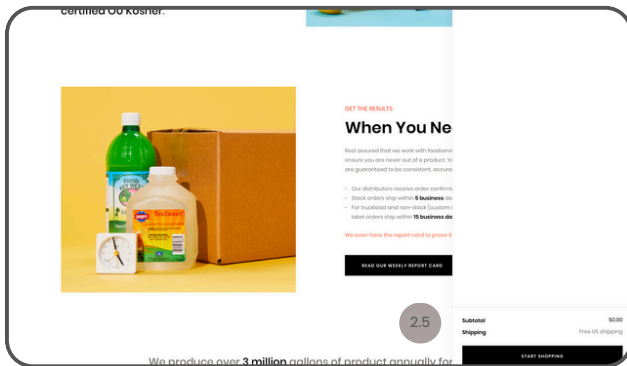


FINDINGS – NAVIGATION & INFORMATION ARCHITECTURE

- 2.1 The navigation bar responds to hovering, clearly indicating the available pages under each tab.
- 2.2 The hover interactions on CTAs are consistent and clearly distinguish clickable elements, creating a seamless user experience and instilling confidence in navigation.
- 2.3 The fonts used for text overlaying photos could be redesigned to improve readability.
- 2.4 Showcasing products within three main categories effectively encourages exploration without overwhelming the customer.

H&H PRODUCTS COMPANY AUDIT

PRODUCTS PAGE



FINDINGS – NAVIGATION & INFORMATION ARCHITECTURE

2.5

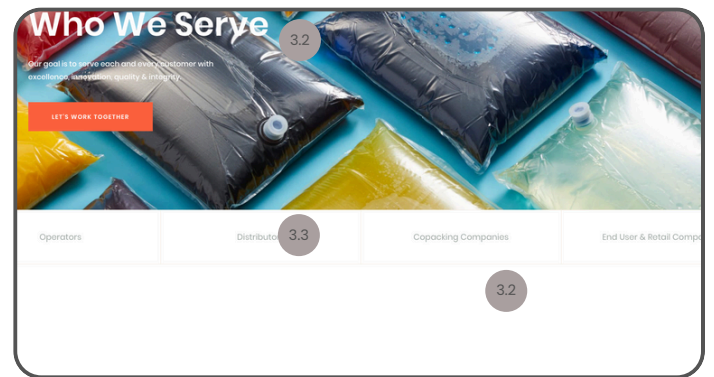
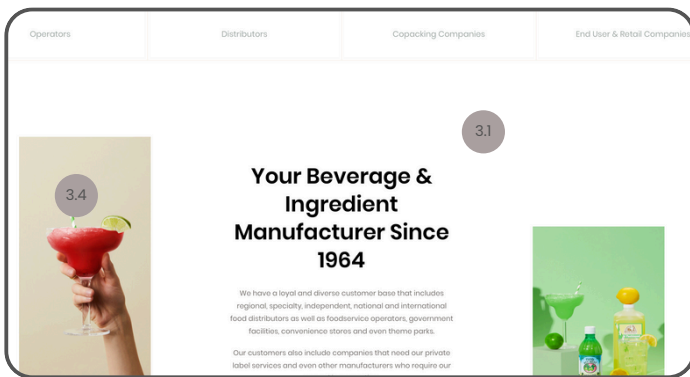
Since the website's goal is to build loyal, returning customers rather than prioritize newsletter sign-ups, a brief description of the newsletter's benefits allows users the freedom to engage at their discretion.

2.6

The shopping bag icon remains accessible throughout the entire site and expands extensively when clicked. Even when empty, it covers a significant portion of the screen from top to bottom.

H&H PRODUCTS COMPANY AUDIT

WHO WE SERVE PAGE

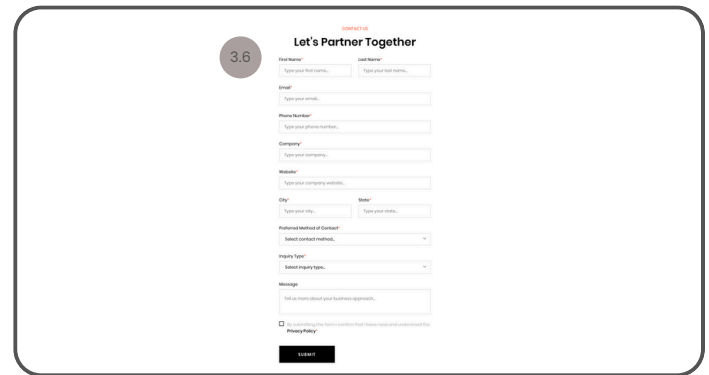
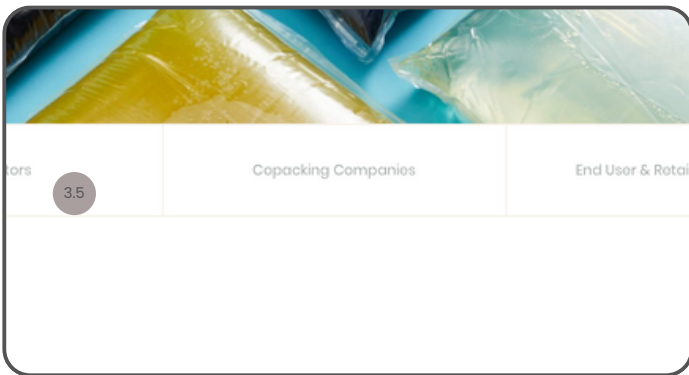


FINDINGS – INTERACTION & FUNCTIONALITY

- 3.1 As you scroll through the page, website components smoothly move into place, creating an engaging and dynamic experience.
- 3.2 Page transitions feature interactive elements that visually indicate progress as users navigate between sections.
- 3.3 Variants in CTA design provide clear visual cues, helping users easily identify interactive elements.
- 3.4 However, due to the high level of interactivity, the website loads slower than it's competitors and is less responsive compared to competitors.

H&H PRODUCTS COMPANY AUDIT

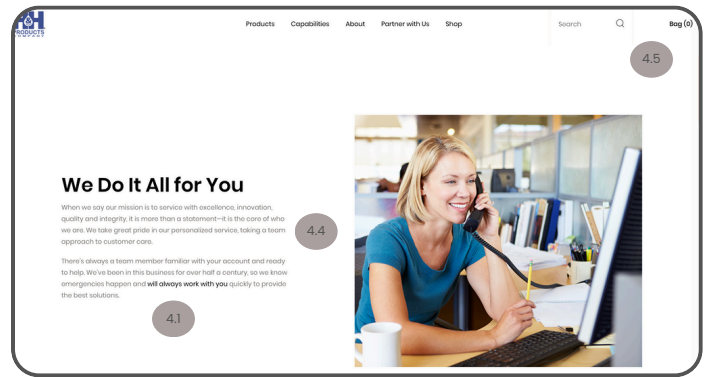
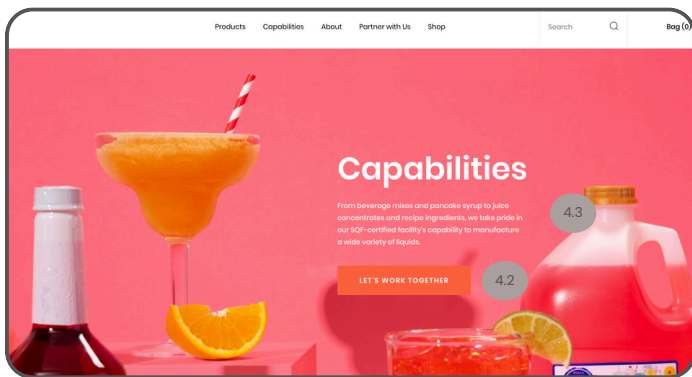
WHO WE SERVE PAGE



FINDINGS – INTERACTION & FUNCTIONALITY

- 3.5 The integration of filter functions helps users refine their searches by limiting results to their specific preferences.
- 3.6 The absence of a live chat feature leaves users unable to submit questions instantly. Without this option, they are left to rely on calling or emailing via the contact information in the footer.

H&H PRODUCTS COMPANY AUDIT



FINDINGS – CONTENT EVALUATION & ACCESSIBILITY

- 4.1 The content is streamlined to align with the company's mission, with each page presenting relevant information that supports its purpose and overall goals.
- 4.2 CTAs are thoughtfully written to communicate clear, relevant content based on their intended function.
- 4.3 When extra information doesn't fit the page's main purpose, clear CTAs direct users to related content.
- 4.4 Combining images and text improves accessibility and enhances user-friendliness.
- 4.5 Icons with descriptions improve accessibility, helping users navigate even if they don't recognize the icon.

H&H USER REVIEWS



Ashley Miller

13 reviews · 3 photos



★★★★★ 5 years ago

Every product I have tried so far is amazing! Amazing to the point I'm willing to get it shipped just to have it in the comfort of my own home! Customer service is also extremely helpful!



Eddie Maldonado

5 reviews

★★★★★ 2 years ago

Awesome place!! Great syrups!!! Try the tigers blood, it's the best!!!! Brittany rocks!!!



H&H Products Company Headquarters (Owner)

2 years ago

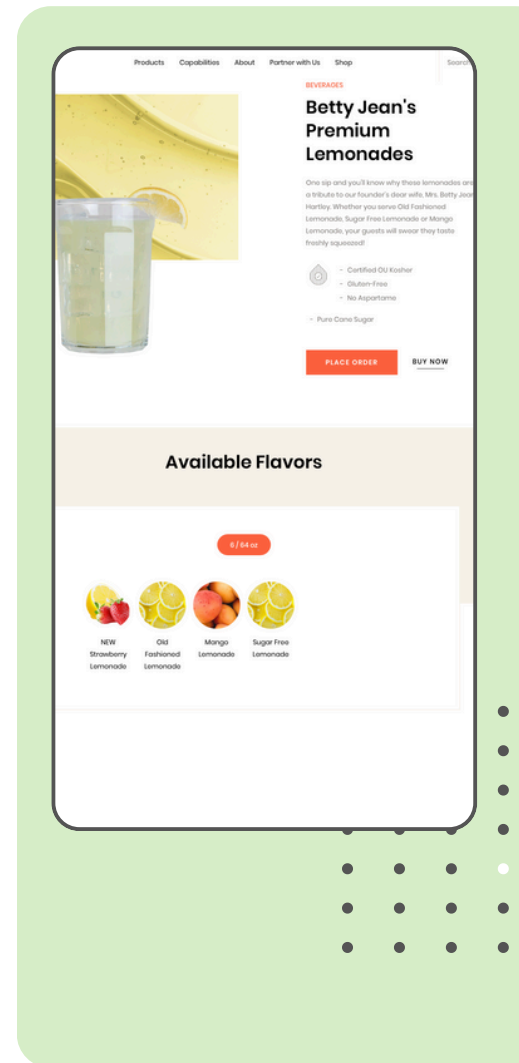
Tiger's Blood & Brittany really are fantastic. thanks Eddie!

With a 4.9 out of 5 rating on Google Reviews, it's clear that users recognize how effectively the company communicates its values and culture through its user interface. When digital design mirrors real-life experiences, it fosters brand loyalty, customer satisfaction, and organic promotion.

H&H's ability to craft a user-centric, accessible, and engaging UI—while clearly conveying the heart and vision of the company—is a noteworthy example of thoughtful and impactful design worth studying.

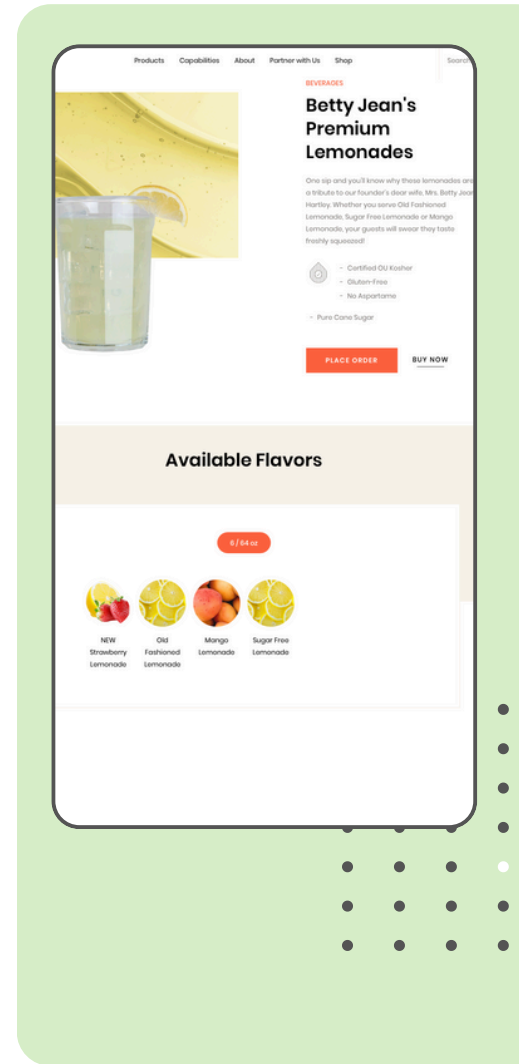
LEARNINGS

- 01 Minimalist Design:** Provides meaningful information without overwhelming users with excessive photos or lengthy paragraphs, ensuring a stress-free browsing experience.
- 02 Interactive CTA's:** Variants that change upon hovering or clicking give users confidence in navigating the website and its various pages.
- 03 Grid Layout:** A structured grid system effectively organizes relevant information alongside CTAs for clarity and easy access.
- 04 Successful Typography:** Consistent font usage in headers, subheaders, and body text enhances professionalism and readability.
- 05 Effective Iconography:** Clear and consistent icon use across all pages allows users to recognize functions rather than recall them, reducing uncertainty.
- 06 User-Centric Features:** Thoughtful design elements such as well-structured filters, accessibility-driven layouts, and purpose-driven imagery enhance the user experience.
- 07 Consistent Branding:** Uniform headings, subheadings, body text, and color schemes reinforce intentional branding and strengthen brand recognition.



LEARNING CONTINUED

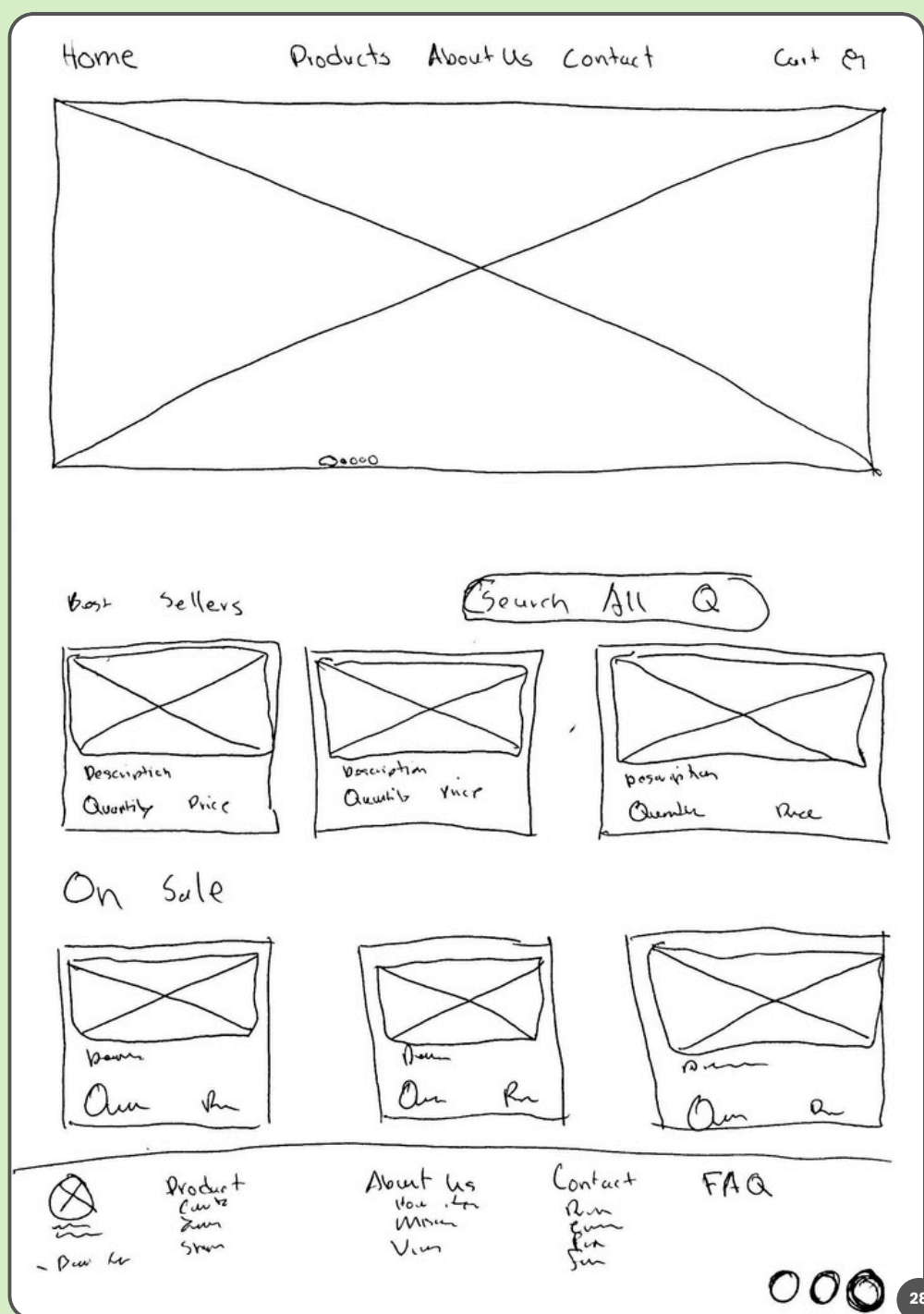
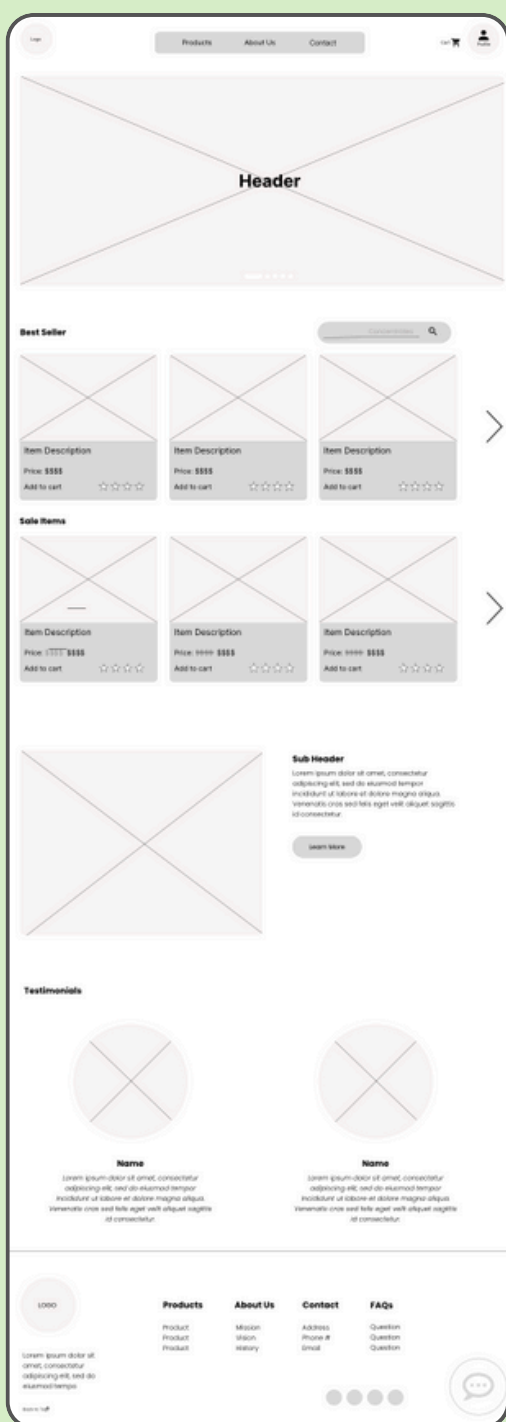
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- 08 Compelling Storytelling:** Engaging narratives connect users to the brand's vision, encouraging support and engagement.
 - 09 Interactive Navigation:** Real-time feedback while navigating ensures users always understand the status of their actions.
 - 10 Alternate Text with Images:** The combination of text and visuals improves accessibility for a wider audience.
 - 11 Relevant Content:** Thoughtfully designed spaces prioritize product-related information, maintaining a smooth and intentional user flow.
 - 12 Color Contrast:** Well-balanced background and text colors ensure a comfortable and stress-free reading experience.



PENNYJUICE WEBSITE REDESIGN - WIFEFRAME

Figma Link:

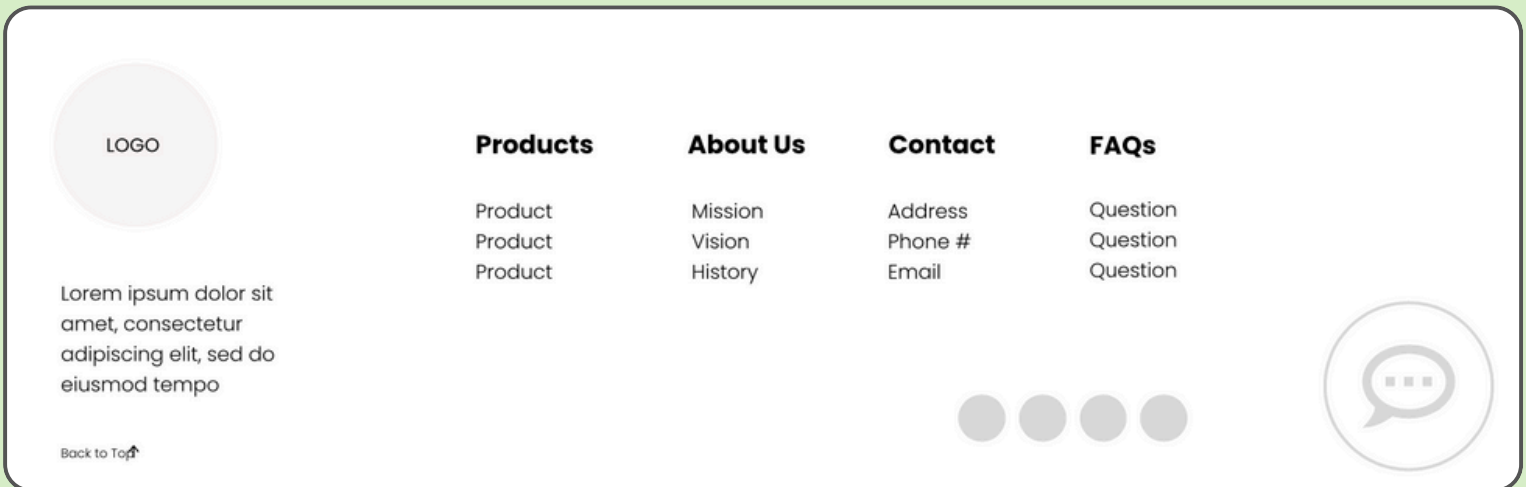
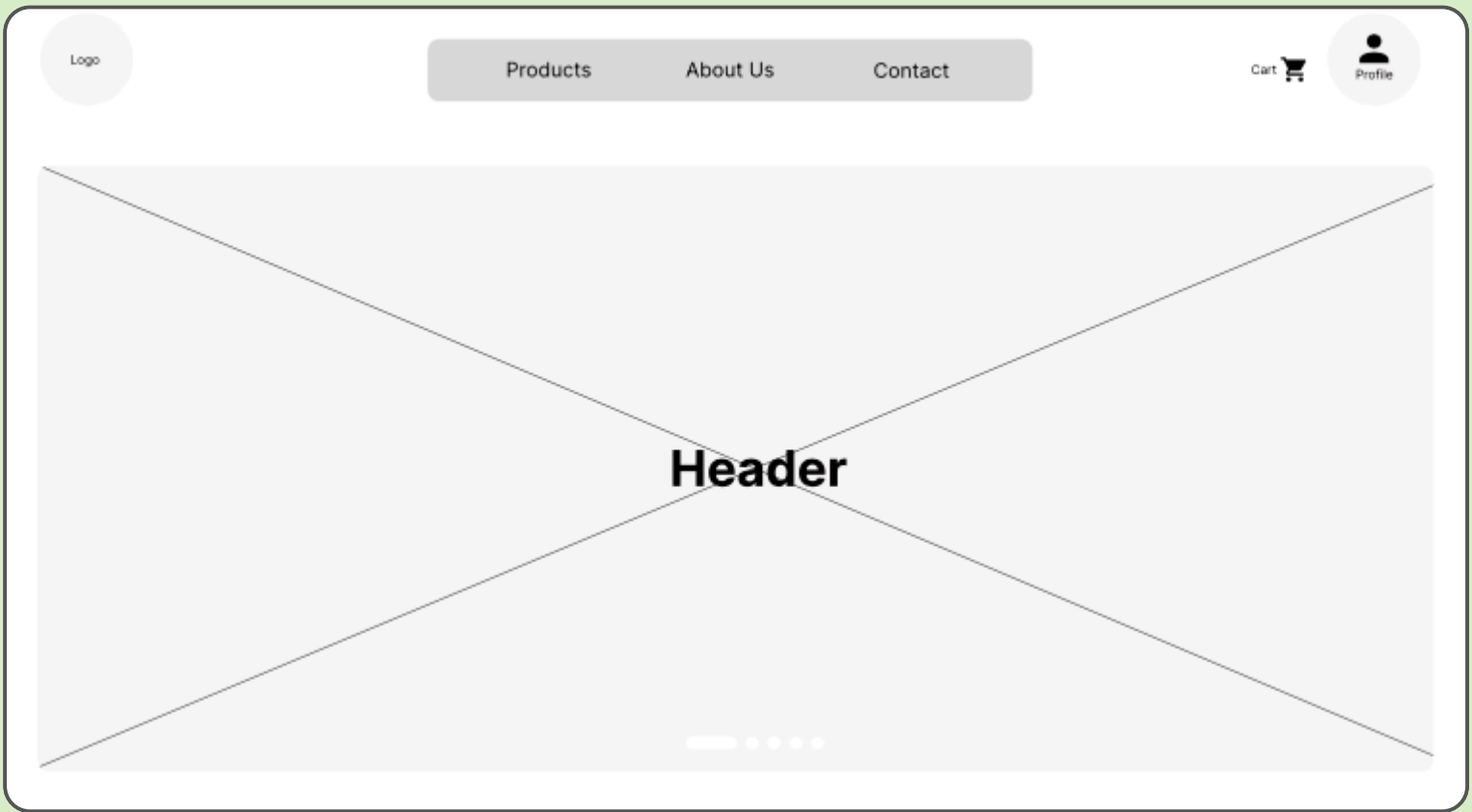
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PENNYJUICE WEBSITE REDESIGN - WIFEFRAME

Figma Link:

<https://www.figma.com/design/T7KHyOnosed49c8XLHBGnl/Low-Fi-Wireframe?node-id=0-1&t=dqB2h9glKhc08vmr-1>



PENNYJUICE WEBSITE REDESIGN – WIFEFRAME

Figma Link:

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Sub Header

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Learn More

Testimonials



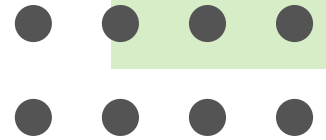
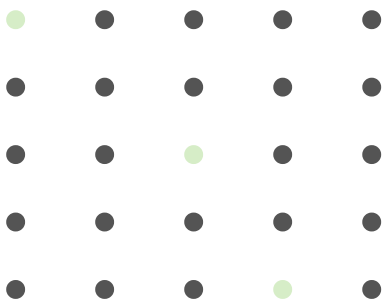
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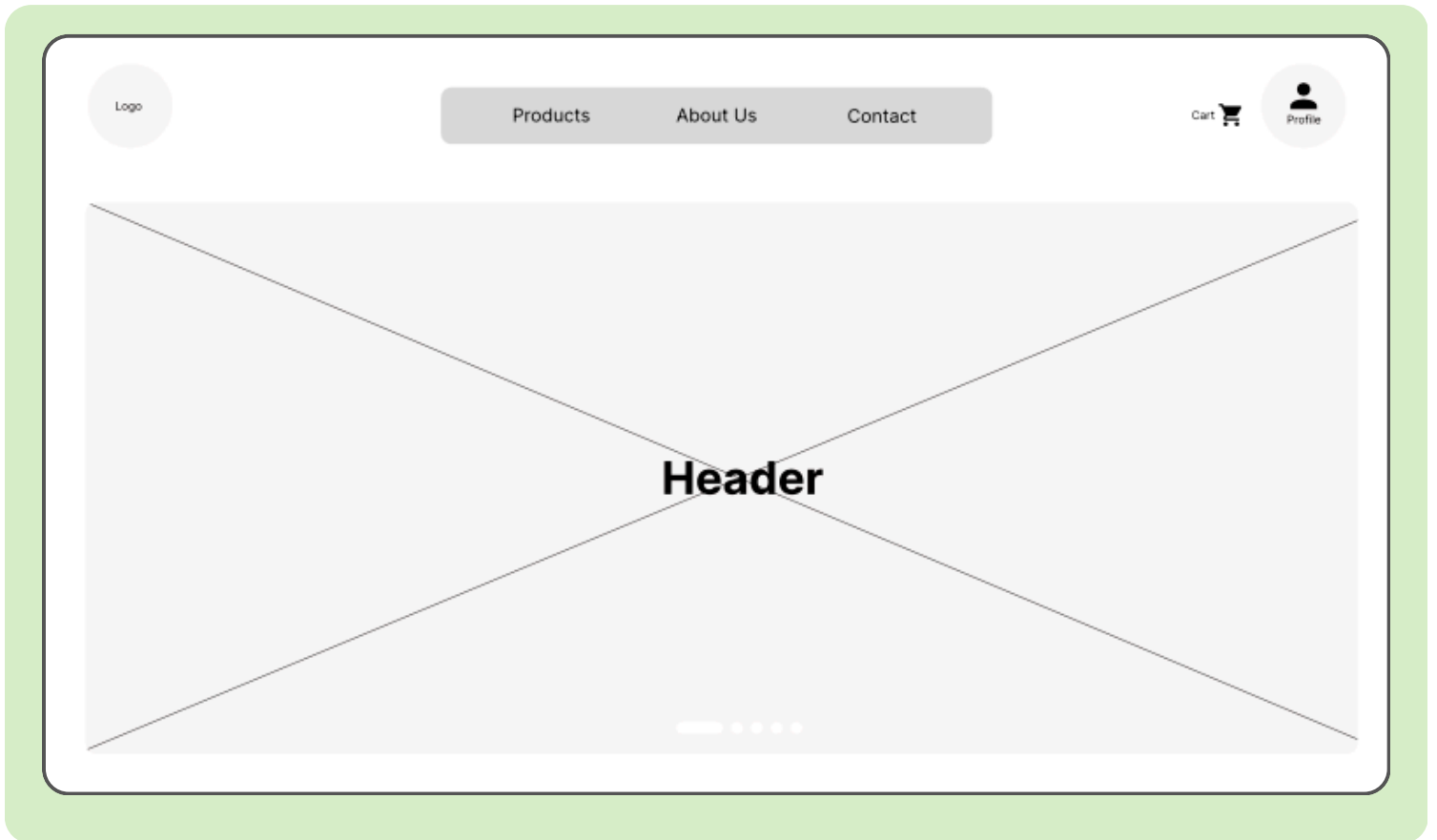


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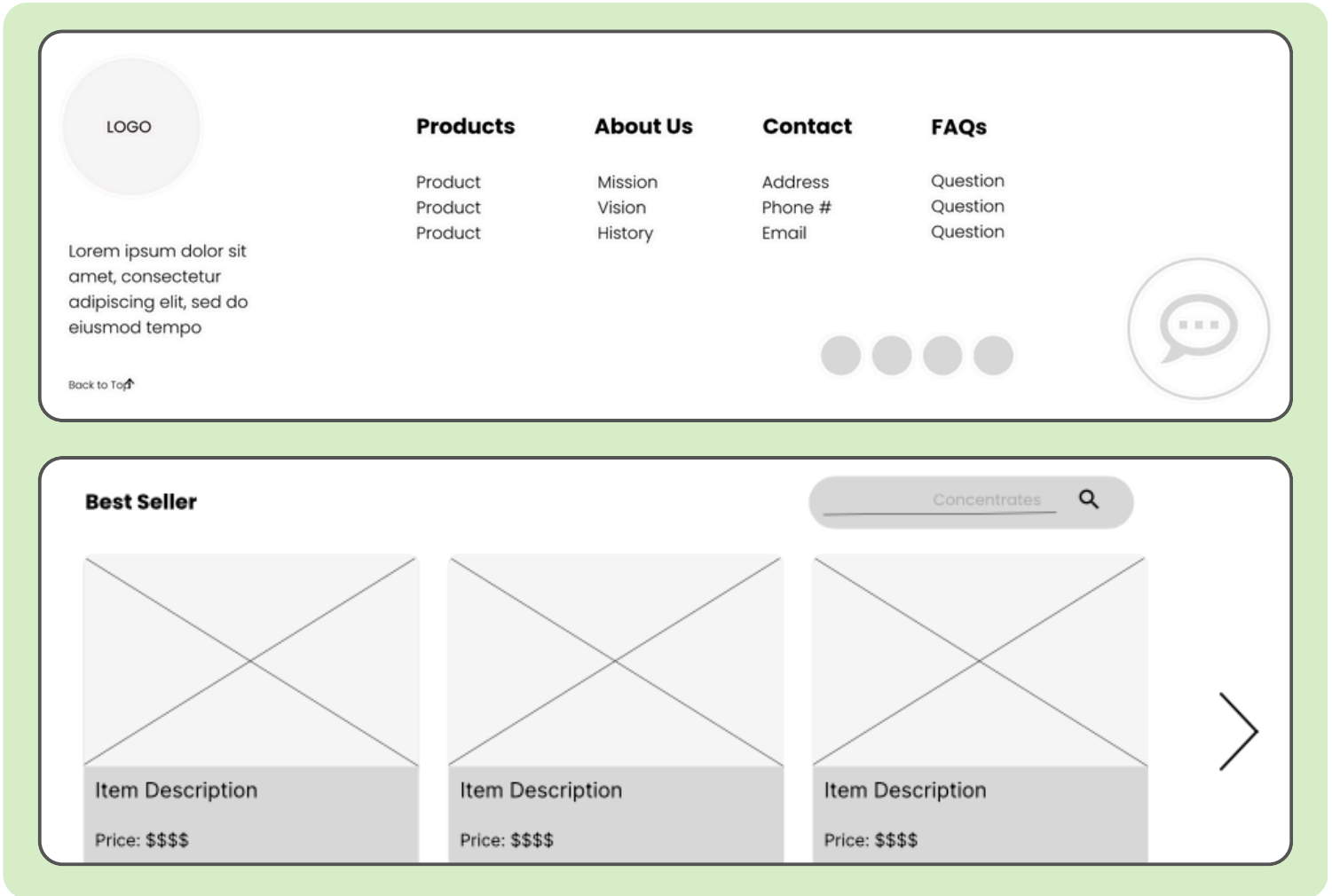
STRUCTURE DEVELOPMENT



Header: The header features the company logo—which also functions as a return-to-home button—alongside navigation links to the Products, About Us, and Contact pages. It's completed with icons for the shopping cart and user profile.

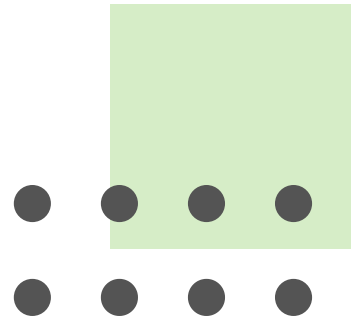
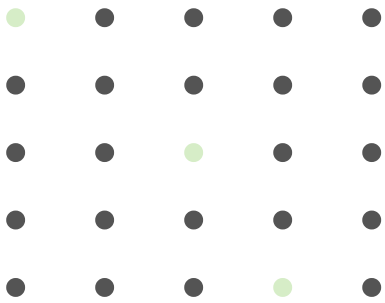
Landing Page: The landing page includes a large carousel with status indicators and clear CTAs that direct users to featured product pages.

STRUCTURE DEVELOPMENT



Footer: The footer reinforces consistent branding with the company logo and mirrors the header navigation, supporting seamless browsing. Additional features like social media links and a “Back to Top” button enhance the user-centric design.

Featured Product Section: This section highlights company sponsored products. Using UX research data, we can strategically showcase items that appeal to the widest audience.



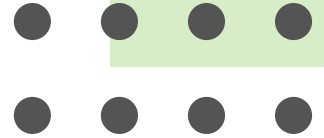
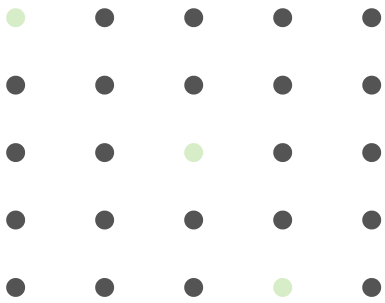
STRUCTURE DEVELOPMENT

Sub Header

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[Learn More](#)

Hero Section: The strategic design combines informative content and imagery to clearly communicate the unique features of the product. This section is intended to offer a closer look at the product's details, giving users insight into its development and purpose.



STRUCTURE DEVELOPMENT

Testimonials



Name

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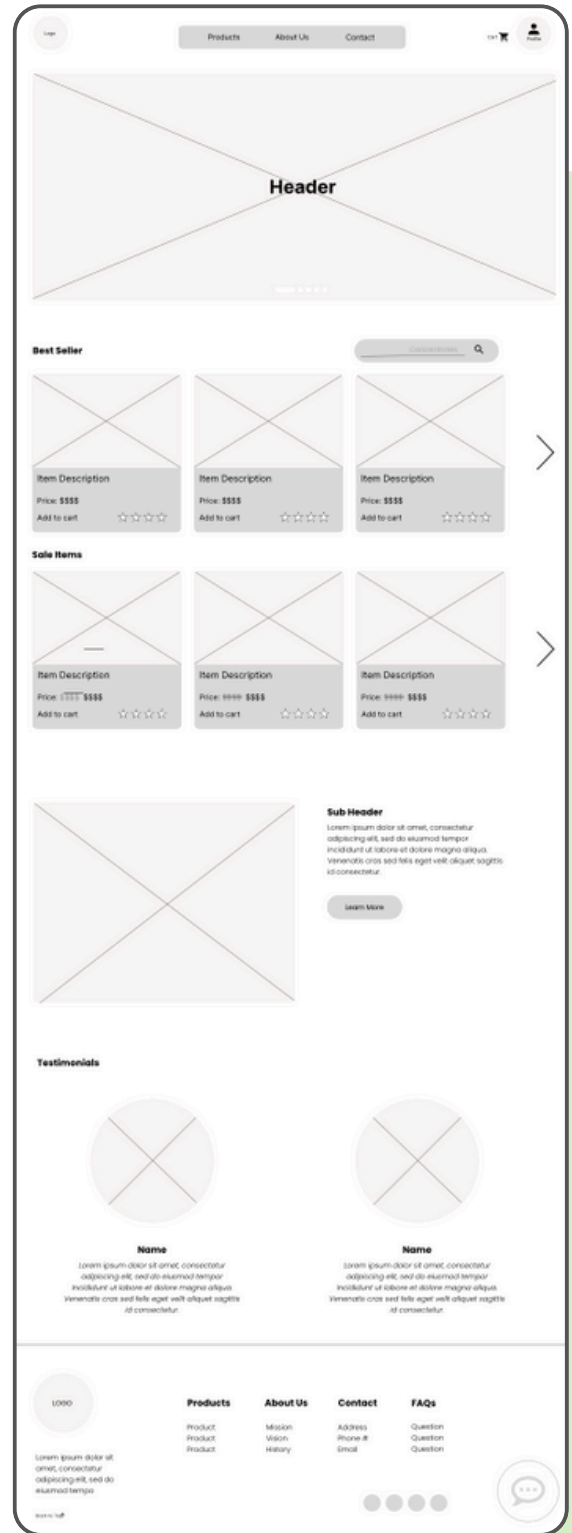
Testimonials: The inclusion of testimonials from past and current users is essential. Positive storytelling builds credibility and fosters confidence in future users during the purchasing process.

FEATURE PLACEMENT

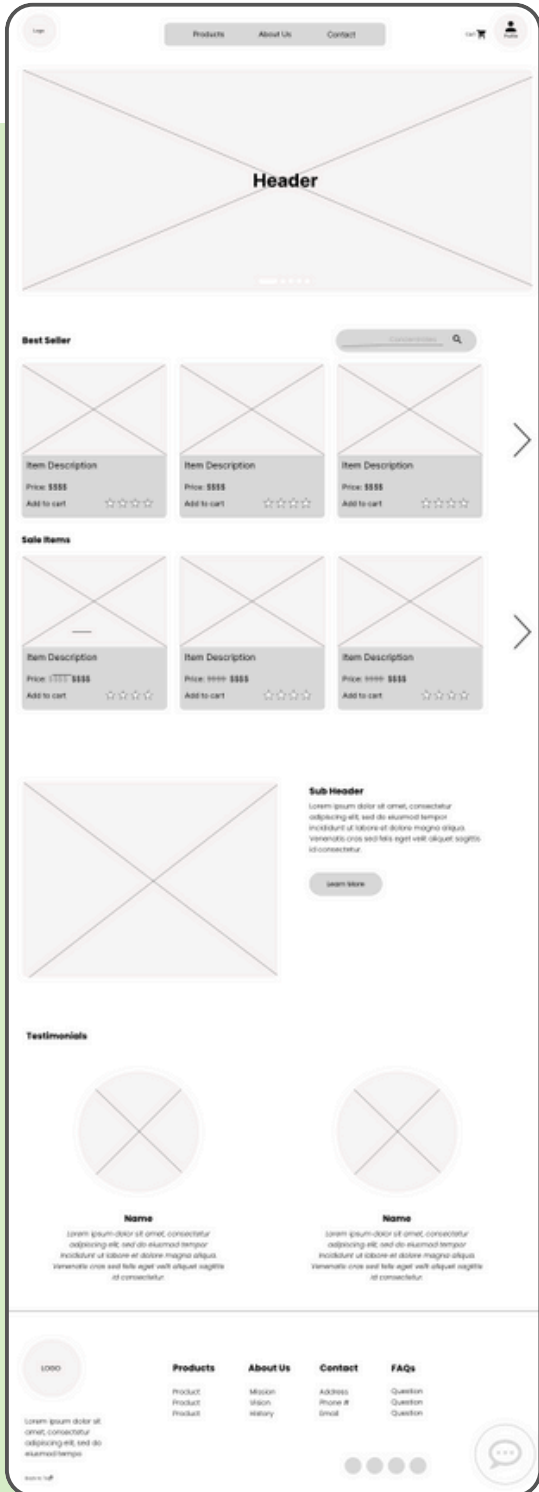
Footer: Placed at the top for maximum visibility, the intuitive header offers returning users the convenience of quick navigation to any desired page—no scrolling required. Strategically positioned icons for the shopping cart and user profile streamline the processes of completing purchases and creating accounts.

Carousel: Positioned directly beneath the header, this section features a full-screen carousel that automatically cycles through strategically highlighted content. With thoughtful CTAs and compelling storytelling, this accessible design engages all users, creating meaningful opportunities for new purchases.

Product Search: Following the landing page is an intuitive product search section designed to showcase best-selling and promotional items while encouraging users to explore the full product range. With smart, customizable filters, users can easily and confidently navigate the inventory to find exactly what they need—enhancing both satisfaction and engagement.



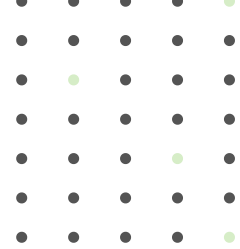
FEATURE PLACEMENT



Product Highlight: Positioned below the product search section, this area builds user confidence by offering transparent storytelling about their tire choices. Its strategic placement reinforces trust and encourages users to complete their desired purchase.

Testimonies: To foster user connection and build trust between the brand and its community, a dedicated testimonial section features authentic Google reviews and real user experiences. This not only reinforces brand loyalty but also instills confidence in potential customers through social proof and transparency.

Footer: Located at the bottom of the page, the footer provides users with convenient access to key pages relevant to their inquiries. Its strategic placement supports a complete browsing experience on each page while offering seamless navigation to the next destination.



REDESIGN CONCLUSION

Through interactive headers and a powerful search engine, we enhance both brand recognition and product visibility. Clear, strategically placed CTAs guide users through a more satisfying browsing experience. By combining thought-provoking storytelling with professional brand imagery, we invite a broader audience with greater accessibility. Consistent branding and user-friendly navigation help minimize friction, fostering a more confident and seamless buying experience.

