Liquid Lab

GALEN STRASEN

OBJECTIVE

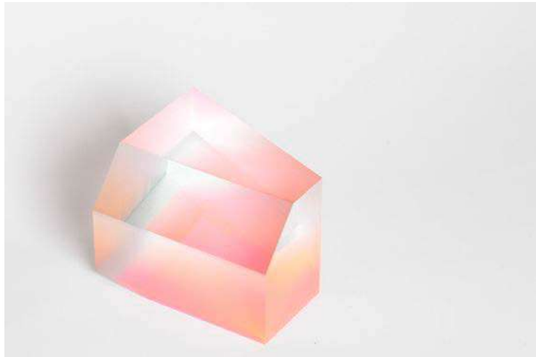
To establish Liquid Lab juice as a delicious and easy way for health-conscious individuals to add vital nutrients to their diet.

STRATEGY

To convince pro-juicers and juice newbies alike that juicing has an important role outside of the context of restrictive juice cleanses, and that Liquid Lab's juices are a nutrient rich and delicious addition to any health-focused lifestyle.

To showcase Liquid Lab's efforts to set the industry standard of locally-sourced, organic produce & provide a resource for health and wellness education.

AUDIENCE SURVEY MOODBOARD



KEYWORDS

approachable, bright, boutique, clean, energized, honest, positive, trustworthy

COMPETITIVE SURVEY

LIQUITERIA

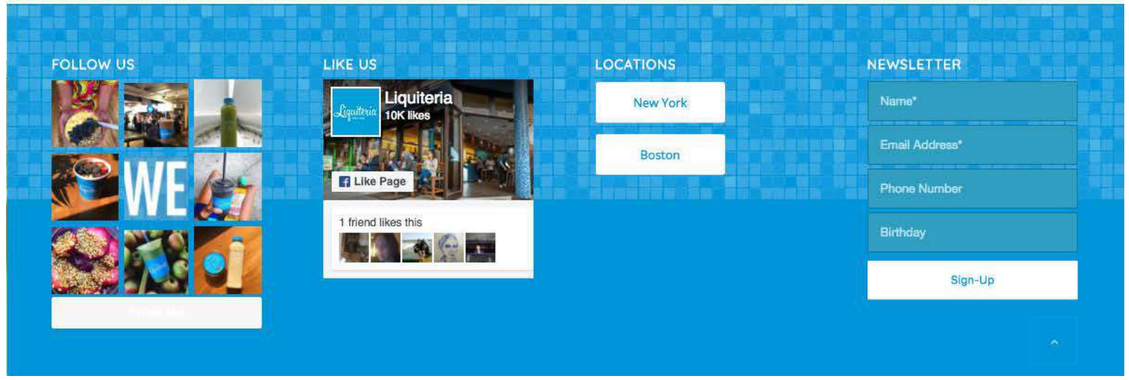
Liquiteria is a cold-pressed juice bar with multiple brick and mortar locations in New York City and Boston. Their simple website focuses primarily on driving users to physical locations as well as providing basic information on their menu items.

The website features social media feeds, provides touch points for catering and wholesale services, lists career opportunities, and allows users to purchase gift cards online. The website does not however, allow users to purchase juices online.

The website employs a cheerful color palette that is bright and playful, clean and easy to navigate.

Majority of image assets are low res & grainy.

Not much attention has been given to UX - purchasing a gift card redirects user to third part commerce platform with a pixelated logo. Inquiring about wholesale / catering services is not possible through website. Some site pages 404.



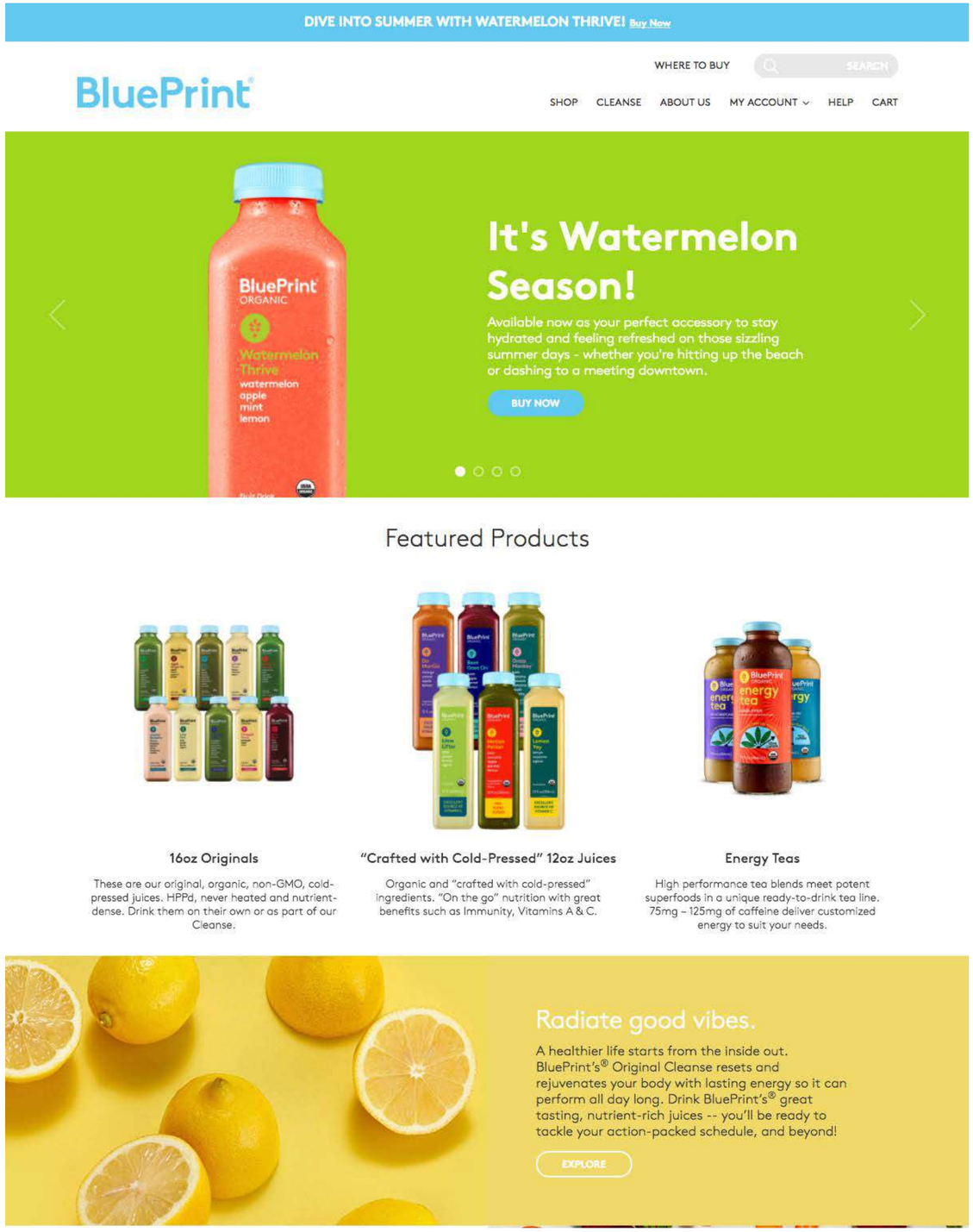
BLUE PRINT

Blue Print Cleanse is an online shopping experience for individuals interested in juice cleanses. Their online presence focuses primarily on product sales, allowing customers to buy cold-pressed juices, energy tea, kombucha and tonics in packs of 6 or more. Their core offerings are juice cleanse packages, 6 cleanse programs with accompanying juices.

The aesthetic is clean and bright, and relies on high quality photography of playfully arranged fruits and veggies. Multicolored groups of veggies and product shots featuring multiple juices are shot on white backgrounds. Solo products and produce tends to be set on bright, complementary colored backgrounds.

Their cleanse descriptions are informative without being exhaustive. A user interested in a cleanse could find a good fit without having to perform exhaustive research.

The website lacks an educational component.



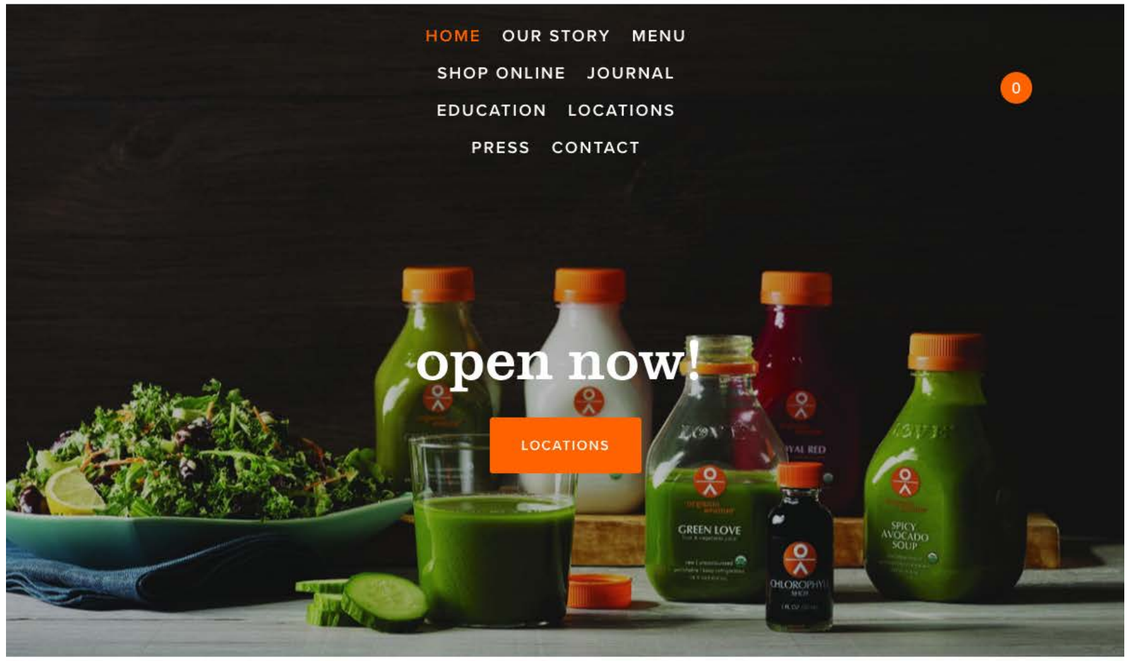
ORGANIC AVENUE

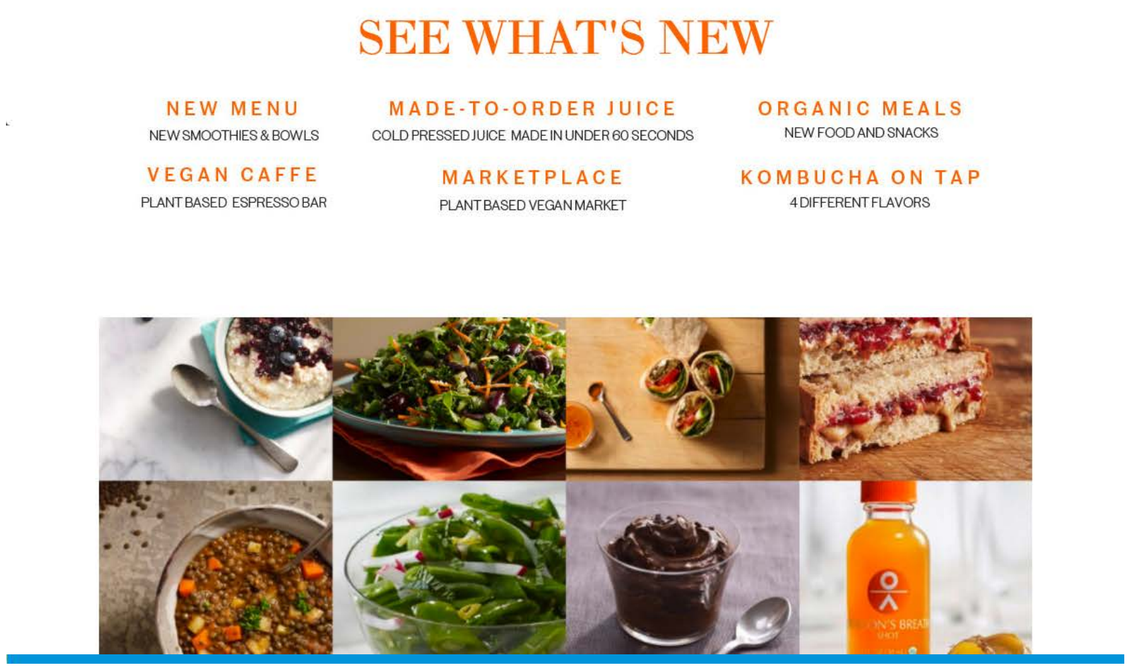
Organic Avenue is a health-focused wellness brand that does a little bit of everything. In addition to two brick and mortar locations in New York City, it offers cleanse packages for sale online and provides a solid resource for information on healthy lifestyles in the form of an online journal and a curated selection of informative articles.

Unlike the other brands we have looked at, Organic Avenue employs a color palette with more earthy tones. This underscores their position as an "organic" food source.

The photography on the website consists of product shots and photos of healthy, wholesome meals. The images, shot often times against dark backgrounds, have a more dramatic quality. Unlike other sites we have seen, this site does not feature playful produce shots and rather focuses more on documenting the results of putting healthy ingredients into a wholesome meal.

Website is trying to do a little too much and as a result falls short in some areas. For a new user, it might be difficult to discern what exactly this company offers.

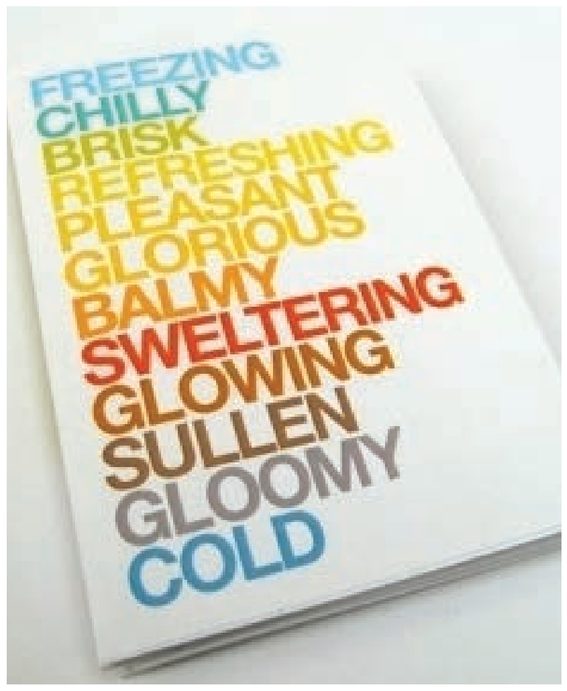


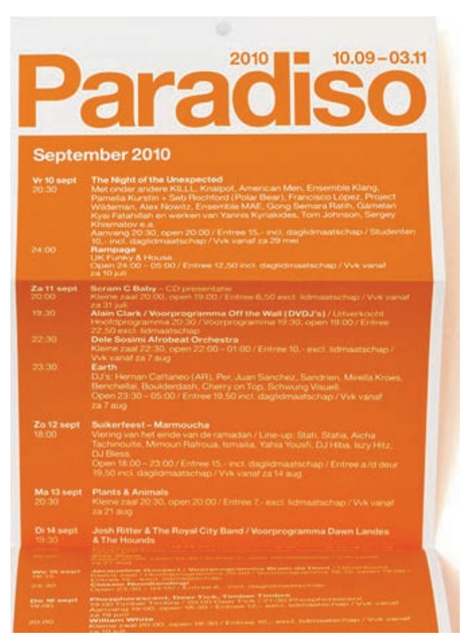


MOODBOARDS

MOODBOARD 1

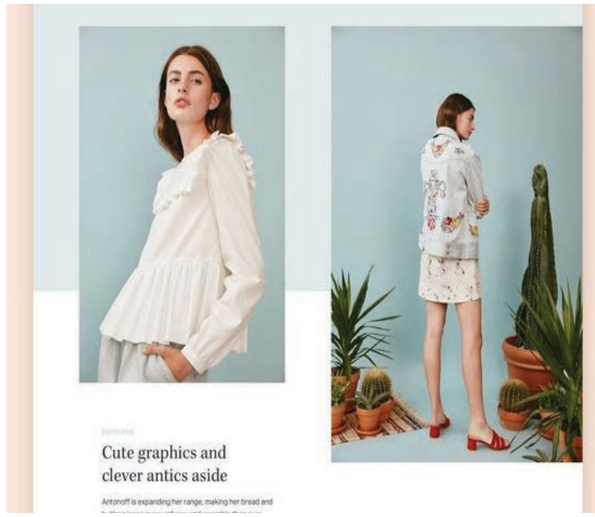
The “Whole” Spectrum

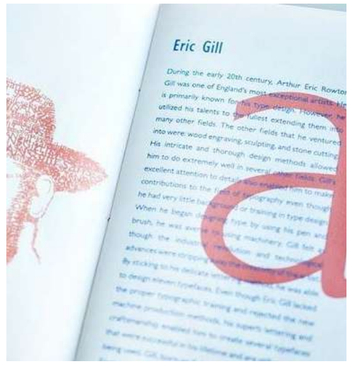




MOODBOARD 2

Boutique Biologique





BRAND GUIDE

LIQUID LAB

HEADER LABEL

Heading 1

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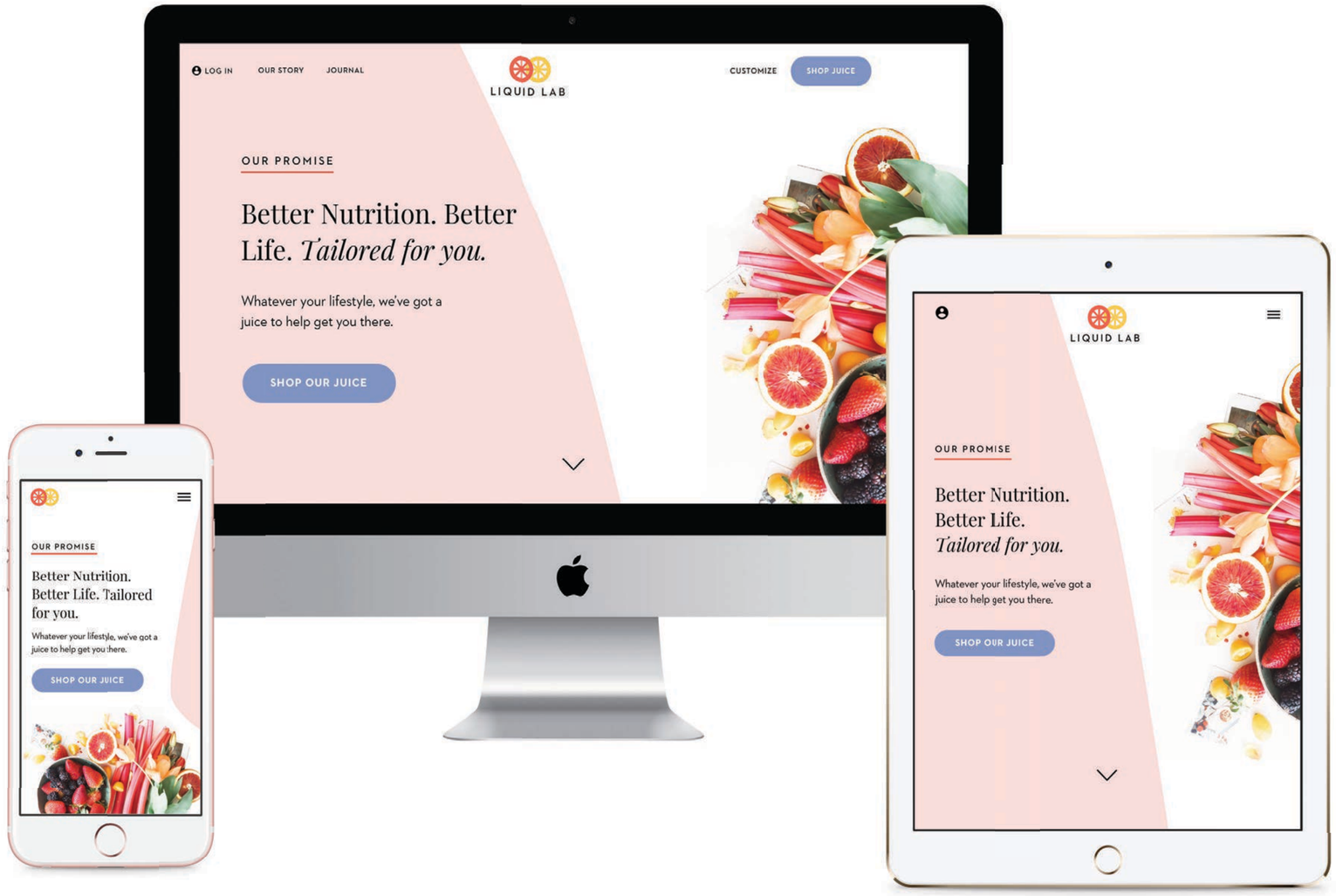
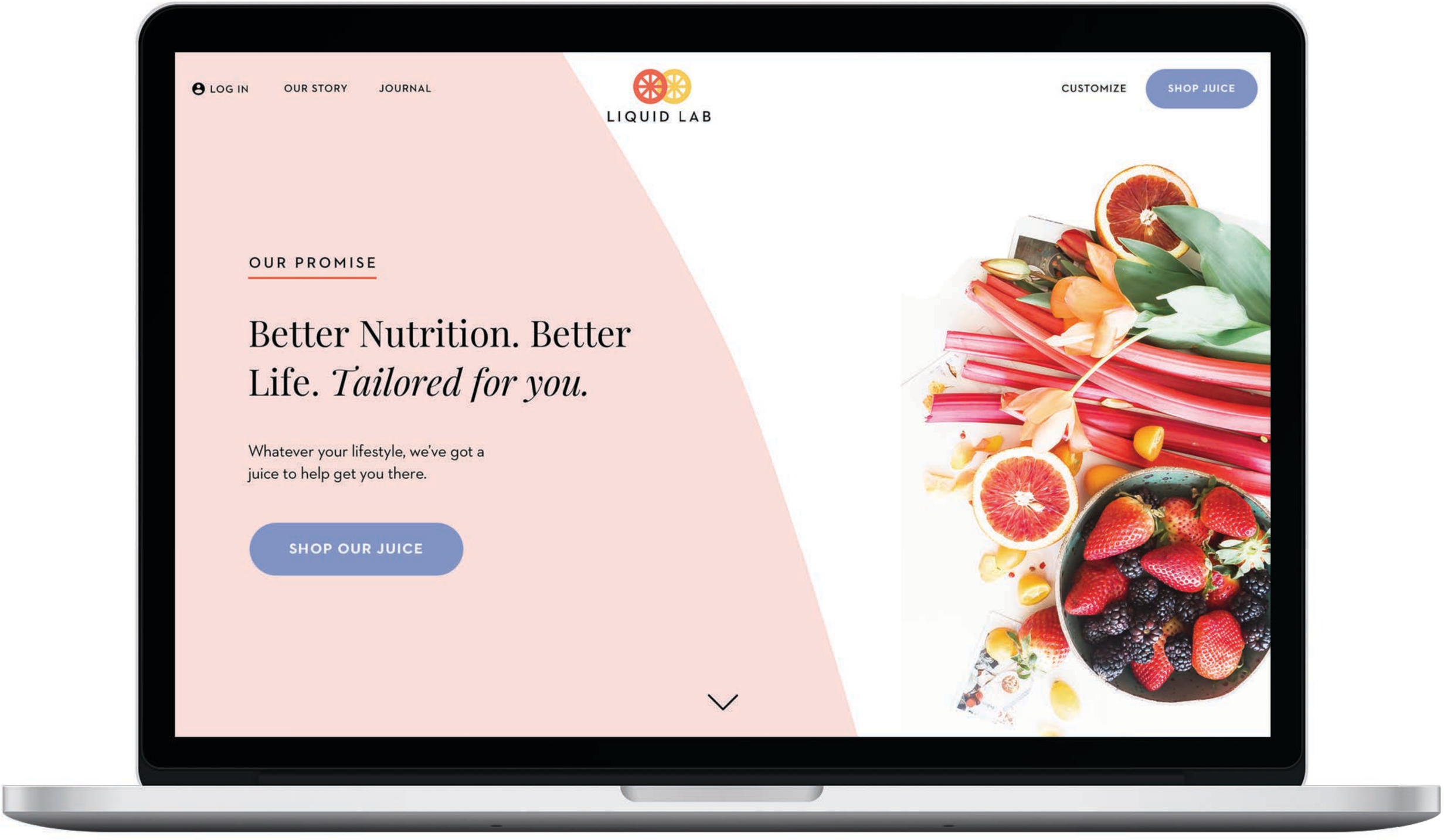
BUTTON

DESIGNS

DEVICE MOCKUPS




LOG IN
OUR STORY
JOURNAL
LIQUID LAB
CUSTOMIZE
SHOP JUICE
OUR PROMISE
Better Nutrition. Better Life. Tailored for you.
Whatever your lifestyle, we've got a juice to help get you there.
SHOP OUR JUICE

MAKE YOUR OWN

Fresh ingredients. High Quality. *Custom Selected.*

When you register for LiquidLab's custom service, we'll put together a juice program tailored to your current lifestyle and health goals.

It takes 15 minutes to get started.

GET STARTED

NOT SURE WHERE TO START?

Try one of our Juice Sampler Packages.

Defense Shield

- ✓ Supports healthy immune system
- ✓ Promotes healthy skin & hair

Sweet Tooth

- ✓ Actively curbs sugar cravings
- ✓ Promotes healthy brain function

No Time for Salad

- ✓ Promotes increased energy levels
- ✓ Supports healthy liver function

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BROWSE ALL SAMPLERS

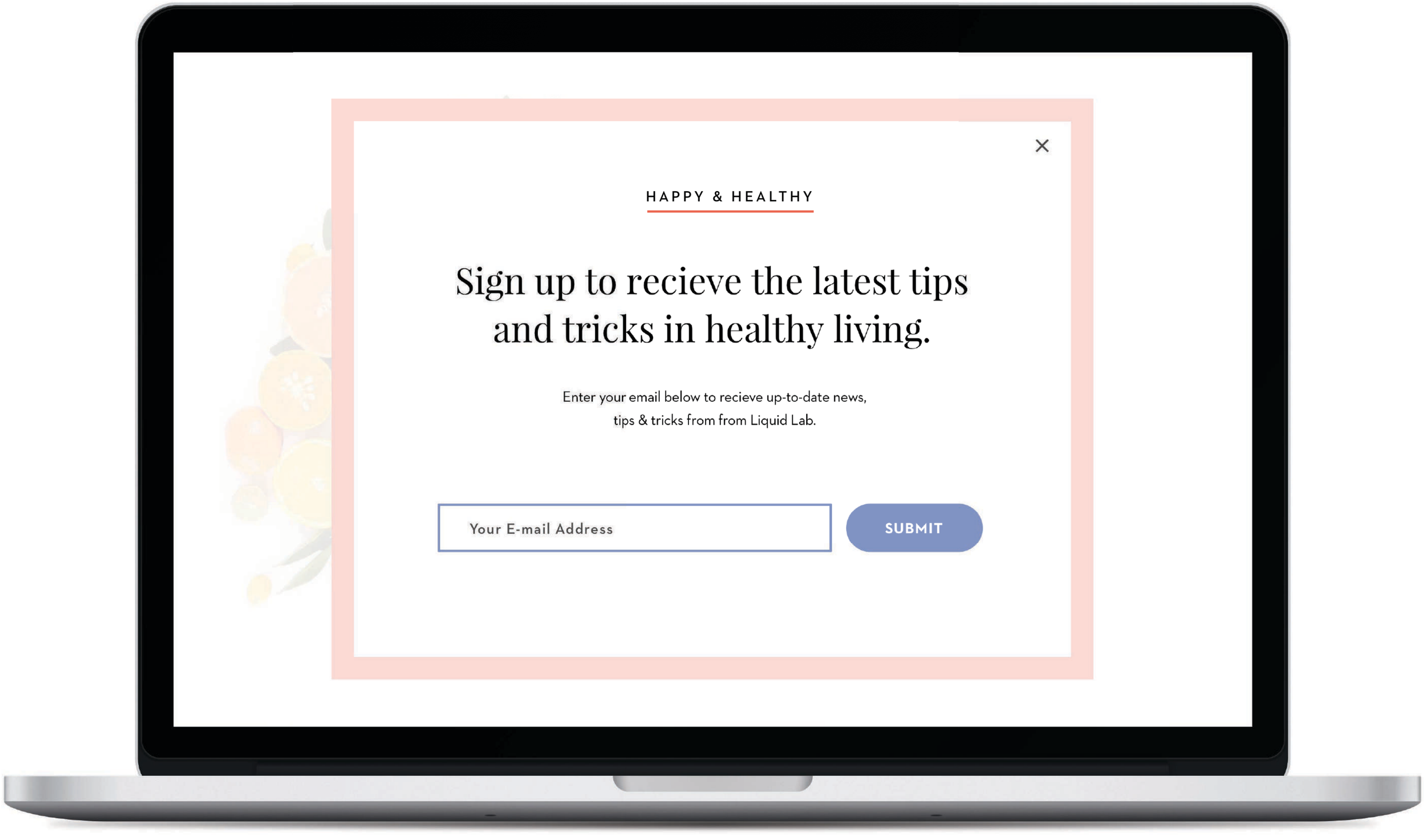
OUR PHILOSOPHY

Healthy & Happy. No Pressure.

We don't tell you what healthy means. Instead, we celebrate choosing whatever healthy means to you.

Our blog is full of resources to help you make enlightened choices for healthy living, complete with travel tips, healthy home ideas, and fitness guides.

SUBSCRIBE


HAPPY & HEALTHY
Sign up to recieve the latest tips and tricks in healthy living.
Enter your email below to recieve up-to-date news, tips & tricks from from Liquid Lab.
Your E-mail Address
SUBMIT

OUR MISSION

Green Juice.
Produced Greenly.

At LiquidLab, we work with local farms to source our all-organic-produce. Nothing goes into our juice that isn't from within a 100-mile radius of our headquarters.

Which means we use less fossil fuels to transport and produce our juice. And support small local farms in the process.

LEARN MORE

OUR STORY

The Liquid Lab Story.

Liquid Lab was founded in 2014 by three close friends who wanted to help others improve their lifestyle and incorporate more fresh fruit and veggies into their diets.

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- Customize
- Gift Cards
- Locations
- FAQs
- Journal
- Our Story
- Your Account
- Shipping

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hello@liquidlabjuice.com

@liquidlabjuice

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THANK YOU

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