GET MYLK

ARTISANAL MYLK MAKES

WHO ARE WE?

Get Mylk is born with busy customers and our planet in mind. We strive to create products that are of the freshest ingredients; which provide you with maximum strength and concoct minimal effect on the environment.

Our out- of- this- world Mylks are produced from a calculated combination of nuts and herbs to keep you fresh and on your toes throughout the day.

Our yogurts are enriched with the finest seasonal fruits and herbs topped with live cultured probiotics. Be warned, you will get addicted.

Don't have time to come to our store?
Not to worry! We offer a subscription service that delivers Mylks right to your doorstep, every week! In glass bottles! Waaaah...

WHY CHOOSE US?

- We offer superior quality foods that are delivered at your doorstep.
- Health and mind enhancing blends which are designed to keep you feeling that you're in the clouds.
- We also feel responsible for the environment so all products are 100% recycable and biodegradable, created in a sustainable atmosphere . Yay for us!
- Get Mylk's delicious and tangy delights will get you hooked on everything good.
- Our recipes are like none other. Don't believe us? Visit our store and get your first order on the house!

NEED RECOGNITION

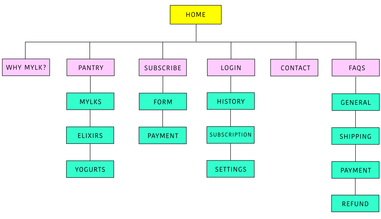
PROBLEMS

- Buyers from all demographics will be viewing the Get Mylk website.
- The large menu can be confusing.
- The subscription service and various options can scare away middle - aged to senior customers.
- Feels very busy hence; is off putting to view quickly.
- Needs to carry the cool and fun vibe of the brand.

SOLUTIONS

- Generate straightforward wireframes and site map with a natural navigation feel.
- The menus will be on several pages to minimize clutter.
- Clear and clean subscription forms.
- The design style will follow the current trend of minimalism due to it's popularity and positive feel.
- Bright and saturated color palette with emphasis on white space.

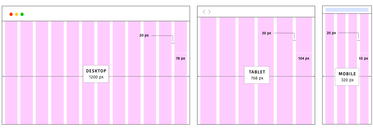
SITE MAP



Since we're dealing with a lot of different groups of information, we deem best that emphasis be placed on separating these groups. It will decrease the need to scroll down past unnecessary chunks of information. It will be beneficial for viewers of larger age groups and for buyers with time constraints.

WIREFRAMING

GRIDS



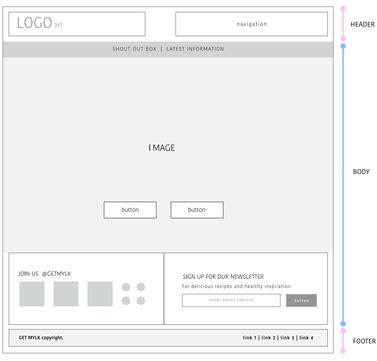
WIREFRAMES

The wireframes are designed with a minimal feel. We want the fresh enlarged images of the pantry items to do all the talking. The website is at 100% width.

- The header is of "sticky nature", it follows the customer as they scroll down the page.
- The header consists the logo and the navigation bar.
- A shout out bar is included with the homepage.
- At the bottom of the BODY container, we have our social media buttons and a box to sign up for our weekly newsletter.
- The footer is consistent on every page.

DESKTOP

HOMEPAGE



PANTRY

MYLK MENU

SUBSCRIBTION PAGE

SIGN UP PAGE

MOBILE

- The mobile interface is simple and clean.
- The footer is consistent throughout the pages.
- The menu develops a drop down characteristic.
- All other elements (buttons and colors) follow the design quality of the desktop wireframes.
- Just putting something here for aesthetics.

HOMEPAGE

PANTRY MENU

MYLK MENU

LOGIN PAGE

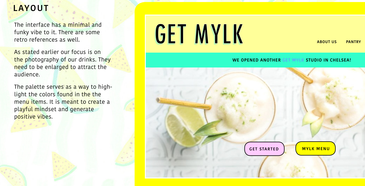
PRODUCT INTERFACE

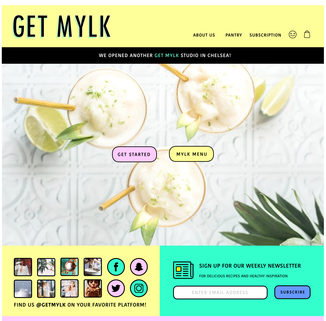
LAYOUT

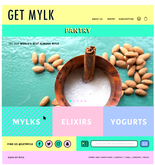
The interface has a minimal and funky vibe to it. There are some retro references as well.

As stated earlier our focus is on the photography of our drinks. They need to be enlarged to attract the audience.

The palette serves as a way to highlight the colors found in the the menu items. It is meant to create a playful mindset and generate positive vibes.





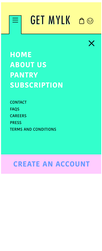


RESPONSIVE LAYOUTS

We believe the mobile interface will be the most used hence, a lot of thought has been put into creating an easy navigation flow.

- Once the menu button is clicked, a new page opens revealing the entire menu for greater ease.
- We have smaller images, so content is more in focus.
- Since our images are small, our color palette will dominate the design to emphasize brand feel.

FRESH & EXCITING



STYLE ASSETS

COLOR PALETTE

Get Mylk wants to remind its target market of a memorable day at the beach. The brand wants to capture the freshness, the happiness, the feel of the sun and the cool breeze on a summer day. The palette is comprised of bright, cool and youthful hues to generate positive vibes from the audience.

BUBBLEGUM PINK HEX: #ff99cc RBG: 255, 153, 204	AQUA HEX: #33ffcc RBG: 51, 255, 204	MIAMI PINK HEX: #ffff7f RBG: 255, 204, 255
CRAZY YELLOW HEX: #ffff00 RBG: 255, 255, 0	MELLOW YELLOW HEX: #ffff99 RBG: 255, 255, 153	CORNFLOWER HEX: #6699ff RBG: 102, 153, 255

TYPOGRAPHY

KOMINOOR BANGLA

THESE MYLKSHAKES BRING ALL THE BOYS TO THE YARD
MEDIUM

THESE MYLKSHAKES BRING ALL THE BOYS TO THE YARD
DEMIBOLD

THESE MYLKSHAKES BRING ALL THE BOYS TO THE YARD
BOLD

ICON STYLE

The family is of linear characteristics. They are cute and funny which conveys a lighthearted feel in the overall design.

The linear quality also creates an open feel that we are trying to achieve with our color palette.

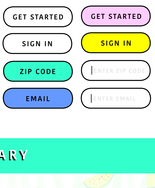
The social media icons are cohesive with the rest of the elements.

UI ELEMENTS

UI elements are following the linear quality of the icon family.

Our buttons are rounded to maintain the fun feel.

The forms are very minimal with straightforward navigation for greater ease.



SUMMARY

DO YOURSELF A FLAVOR FAVOR

GET MYLK