



Redesigning the HealthyHarvest Website Through a UI/UX Design Process.

Enhancing Usability, Visual Identity, and Subscription Engagement Through Mood Boards, Wireframes, and Interactive Prototyping.

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1.0 INTRODUCTION

HealthyHarvest is an online organic grocery store that has been around for a long time and has a loyal customer base thanks to its wide range of fresh produce, pantry items, ready-to-eat meals, and flexible subscription plans. The company knows that its current website doesn't meet modern user standards. Problems like hard-to-navigate pages, out-of-date graphics, not working well on mobile devices, not enough product details, and a slow checkout process are starting to lower user happiness, conversion rates, and subscription retention. This was needed to do a full redesign to stay competitive in the growing organic food market.

A structured UI/UX design method is being used to rethink HealthyHarvest's online presence as part of this project. The redesign aims to make the site easier to use, strengthen the brand's personality, and improve the whole customer journey by making a mood board, wireframes, and an interactive prototype. Each step of the design process helps create a high-quality website that shows the company's long-term values and meets important business needs like boosting sales, making users more interested, and getting people to sign up for long-term subscriptions.

This project makes sure that the end design is both visually appealing and strategically in line with HealthyHarvest's goals.

2.0 HEALTHY HARVEST WEBSITE REDESIGN

2.0.1 CURRENT ISSUES WITH THE HEALTHY HARVEST WEBSITE

There are many important functional, visual, structural, and performance problems with the current Healthy Harvest website that make it hard for people to use and make it harder for the company to support business growth.

Confusing Navigation

The site's navigation and information architecture are not well organised, which makes it hard for users to find products, understand the categories that are offered, and find subscription options. This lack of clarity makes it harder for people to think clearly and causes them to browse by trial and error, which lowers conversion rates in the long run [1].

Information Architecture

Product pages don't have enough information; they only have basic descriptions and don't show ingredients, nutritional values, or sources clearly. This lack of depth hurts the trustworthiness of an organic grocery store and keeps customers from making smart choices [1].

Outdated visual Design

The design is out of date and doesn't show the values of Healthy Harvest's brand, which are organic quality, sustainability, and freshness.

Typography, colour use, and images that aren't consistent hurt company identity and trust, especially in a market where being real and honest is important [1].

The brand's sustainable values

The HealthyHarvest website doesn't make its sustainable values clear because it doesn't have a lot of information about eco-friendly practices, ethical sourcing, or environmental goals. This hurts the brand's reputation and makes people less likely to trust it, which makes it harder for customers to connect with the company's purpose and stay loyal or subscribed [1].

Non-responsive poorly optimised mobile experience

The website is also not mobile friendly, so layouts break on smaller screens, buttons are hard to tap, and text is hard to read. This makes shopping on a phone and Computer, which is becoming more popular, a stressful experience [2].

Limited product information

The HealthyHarvest website doesn't give a lot of information about their products, like what they're made of, how healthy they are, where they come from, or how to use them. Customers can't make good choices when there isn't enough information available. This lowers their trust in the

quality of the product and their desire to buy, which hurts conversions and overall customer satisfaction [1].

Lack of ingredient sourcing transparency

The HealthyHarvest website doesn't say much about where the ingredients come from, like which fields or suppliers they use or how they make their products. Customers don't trust companies that aren't clear about where their products come from, especially organic shoppers who care about sincerity. Users may be hesitant to buy or commit to monthly plans because of this [1].

Low-quality imagery

Images that aren't very good, with bad lighting and design that don't show how fresh the food is, make the product seem even less valuable [1].

Inefficient and Lengthy checkout processes

The checkout process is slow and complicated, with many steps, unnecessary form fields, and few payment choices. This makes people more likely to give up [1].

Absence of personalized recommendations

Users aren't led to relevant goods because there aren't any personalised recommendations. This makes it harder to raise the average order value or get people to sign up for subscriptions [2].

Accessibility issues

There are also obvious accessibility problems, such as low colour contrast, missing alt text, and bad keyboard scrolling, which leave disabled users out and break WCAG rules. Not many customer reviews, certifications, or testimonials are available to reassure new visitors, so there aren't many trust signs or social proof. It's hard for users to figure out what to do next because the calls to action aren't always clear or in the right place [2].

Limited trust signals and social proof

There aren't many strong trust signal on the HealthyHarvest website, like customer reviews, testimonials, or certification badges. Lack of social proof lowers user trust, leaving new customers unsure about the quality of the product and the dependability of the service. This hurts the website's credibility, which means fewer sales and less trust from customers in the long run [1].

Ineffective calls-to-action

Calls to action on the HealthyHarvest website aren't always clear or in the right place, which makes it hard for people to figure out what to do next. Users can't easily subscribe, buy goods, or navigate key pages when

buttons are hard to see, words aren't clear, and there isn't a clear hierarchy. This lowers engagement and conversion rates [2].

Slow loading times due to large files

The HealthyHarvest website takes a long time to load because it has a lot of large, uncompressed image files, heavy graphics, and media features that are too big for their screens. These files make pages much heavier, which makes people wait longer for information to load. This problem is worse on mobile devices because they have slower networks that make it hard to load high-resolution files. This makes users angrier, raises the number of "bounces," and hurts the website's general performance and conversions [2].

2.0.2 PROPOSED SOLUTIONS ON HOW TO ADDRESS THE ISSUES.

This following below is proposing solution on how to address the issues explaining above. This proposes solution also shows how to address the issue and directly influence user experience across the seven UX quality factors: Useful, Usable, Findable, Credible, Desirable, Accessible, and Valuable.

Confusing Navigation

Adding clear groups, easy-to-use menus, and a better search function to the site's navigation makes it easier to find and use. A structured information design makes things clearer so that users can find what

they're looking for more quickly. This makes it more helpful overall, makes people happier, and makes shopping more valuable and efficient, which leads to more sales [1].

Information architecture

Adding detailed product information, structured content blocks, and comparison tools makes content more useful, credible, and valuable. Clear organisation improves findability and reduces cognitive load, enabling users to make informed decisions. This enhances trust, usability, and overall satisfaction, directly supporting stronger engagement and higher purchase confidence [1].

Outdated visual design

Using a current design system with consistent fonts, colours, and images makes the experience more desirable and pleasing to the eye. Better order makes things easier to use, and new branding makes them more trustworthy. A consistent look makes the site more interesting, which makes users happier and reinforces HealthyHarvest's healthy identity [1].

The brand's sustainable values

Strengthening sustainability communication through a dedicated page, clear eco-labels, certification badges, and supplier transparency makes the website more credible, useful, and valuable. Highlighting ethical

practices increases desirability and emotional connection. Consistent visual cues and accessible explanations improve findability and usability, helping users trust the brand and engage more confidently [1].

Non-responsive and poorly optimised mobile experience

To ensure mobile responsiveness, use mobile-first design, adaptive image scaling, touch-friendly buttons, simplified forms, and readable typography. Responsive menus, decreased site weight, and device testing make the experience more usable, accessible and desirable. These enhancements lead to a smoother, faster and more valuable mobile experience that boosts satisfaction, trust and conversions [2].

Limited product information

Expanding product details with ingredients, nutritional facts, sourcing, and usage guidance makes content more useful, credible, and valuable. Clear, comprehensive information improves decision-making and enhances usability. This transparency builds trust, increases satisfaction, and encourages confident purchasing behaviour across the platform [2].

Lack of ingredient sourcing transparency

Improving sourcing transparency through supplier profiles, farm-to-table maps, and traceability labels increases credibility and value. Clear origin stories, certifications, and production details make information more

useful, findable, and desirable. This transparency builds trust, supports informed decisions, and strengthens long-term loyalty by aligning with user expectations for honesty and authenticity [1].

Low-quality imagery

Replacing poor images with high-quality, consistent photography improves desirability, credibility, and perceived value. Professional visuals make products more appealing and easier to evaluate, enhancing usability and supporting confident purchasing decisions. Strong imagery strengthens brand identity and increases user engagement [2].

Inefficient and lengthy checkout processes

Simplifying checkout by reducing steps, enabling auto-fill, offering digital wallet payments, and removing unnecessary fields improves usability and accessibility. Clear progress indicators and faster loading enhance credibility and desirability, while a streamlined flow becomes more useful, valuable, and reassuring. These improvements reduce friction, prevent abandonment, and increase successful purchases [2].

Accessibility issues

Improving colour contrast, alt text, keyboard navigation and ARIA labelling improves accessibility, usability and credibility. You have a bigger user base, and you are inclusive by meeting WCAG criteria. Accessible design

enhances satisfaction, trust and value, providing a fair and user-friendly experience for all visitors [1].

Limited trust signals and social proof

Adding reviews, testimonials, certifications, and secure payment badges increase credibility, usefulness, and value. Strong trust signals reassure new customers and reduce uncertainty. This improves confidence, enhances desirability, and supports higher conversions by validating product quality and service reliability [1].

Ineffective calls-to-action

Redesigning calls-to-action with clear phrasing, high contrast and consistent placement enhances usability, findability and value. Good calls-to-action motivate users to take actions that matter, leading to greater engagement and conversions. A clear visual hierarchy improves satisfaction by making the trip more intuitive and goal oriented [1].

Slow loading times due to large files

Compressing images, minifying code, enabling lazy loading, and using a CDN improves usability, accessibility, and value by reducing wait times. Faster performance enhances satisfaction, lowers bounce rates, and strengthens credibility, making the site feel modern, efficient, and reliable across all devices [2].

3.0 RESPONSIVE DESIGN IMPLEMENTATION

Responsive Design can be defined as a website's layout, content, and functions should instantly change to fit different screen sizes, devices, and orientations [6]. Responsive design makes sure that a website instantly adjusts to different screen sizes [6]. Responsive design also provides long-term scalability, allowing the interface to easily adjust to new devices, screen sizes and user behaviour as they arise, keeping the website future-proof and constantly user-friendly [6].

3.1 Implications of Responsive Design in E-Commerce Websites for Improving User Experience

Responsive design is crucial in influencing user experience in E-commerce, as contemporary consumers engage with online retailers across various devices, screen dimensions, and interaction settings. Research constantly demonstrates that non-responsive interfaces generate obstacles, like distorted layouts, challenging navigation, and inaccessible controls, which elevate bounce rates and diminish conversions. Responsive design resolves these challenges by employing fluid grids, adaptable pictures, and media queries to guarantee that content adjusts effortlessly across various gadgets. This improves usability, readability, and interaction ease, allowing consumers to explore products, compare alternatives, and finalise purchases with reduced errors and diminished cognitive strain [8].

Accessibility advantages stem from scalable font, sufficient contrast, and inclusive interaction patterns that accommodate users with varying requirements. Enhancements in performance, such as adaptive picture loading and decreased page weight, significantly elevate user happiness by providing quicker, more seamless experiences. Responsive design markedly enhances trust, engagement, and purchasing results, rendering it an essential element of efficient E-commerce user experience design [8].

3.2 Implications of Responsive Design in E-Commerce Websites for Improving Mobile Sales.

Responsive design is crucial in E-commerce as mobile shopping increasingly prevails in worldwide customer behaviour. Research indicates that non-responsive interfaces provide obstacles, such as distorted layouts, challenging navigation, and sluggish loading times, which adversely impact mobile sales by elevating bounce rates and cart abandonment. Responsive design resolves these challenges by modifying layouts, images, and navigation frameworks to accommodate various screen sizes, hence enhancing readability, usability, and interaction efficacy [7].

Research identifies four primary implications: enhanced usability through touch-friendly controls and streamlined mobile navigation; improved accessibility via scalable typography and inclusive interaction patterns;

heightened credibility through consistent cross-device rendering; and increased product findability facilitated by mobile-optimized menus and search tools. These enhancements combined provide more seamless browsing and shopping, directly impacting mobile conversion rates [6].

Moodboard

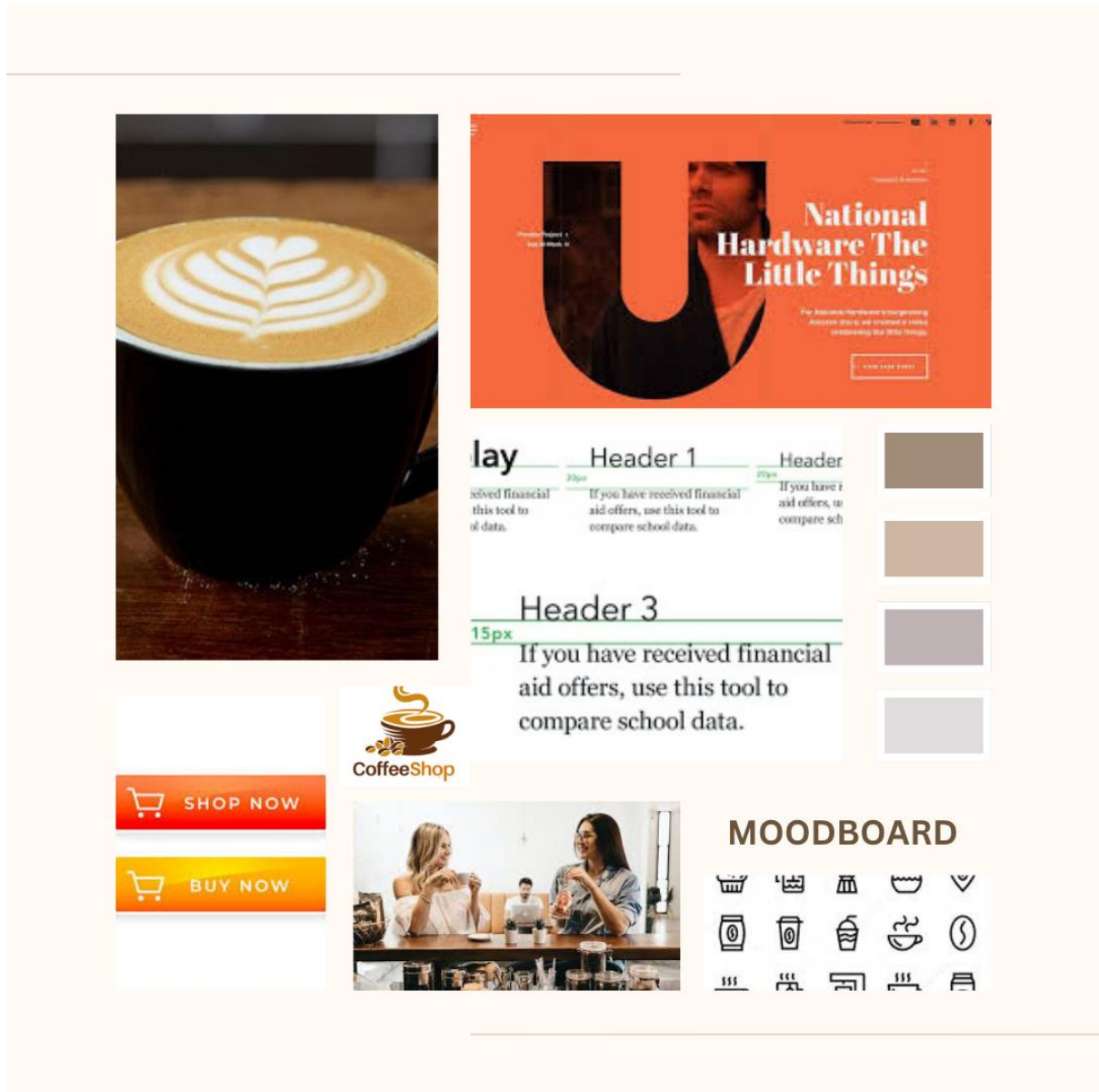


Image 1 show the Moodboard

Wireframe sketch

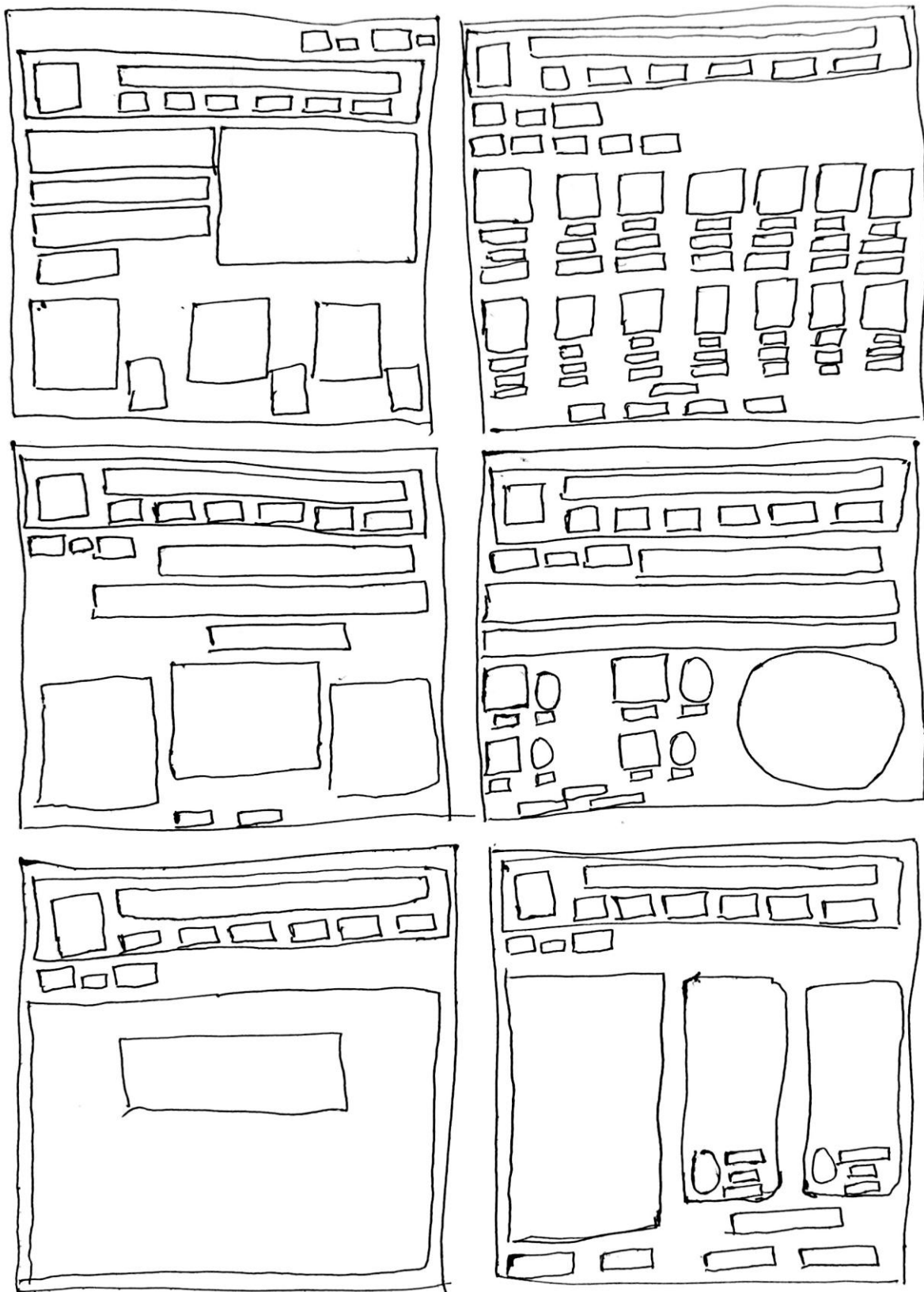


Image 2 shows the Sketch of Wireframe.

Wireframe Screenshot

Homepage wireframe

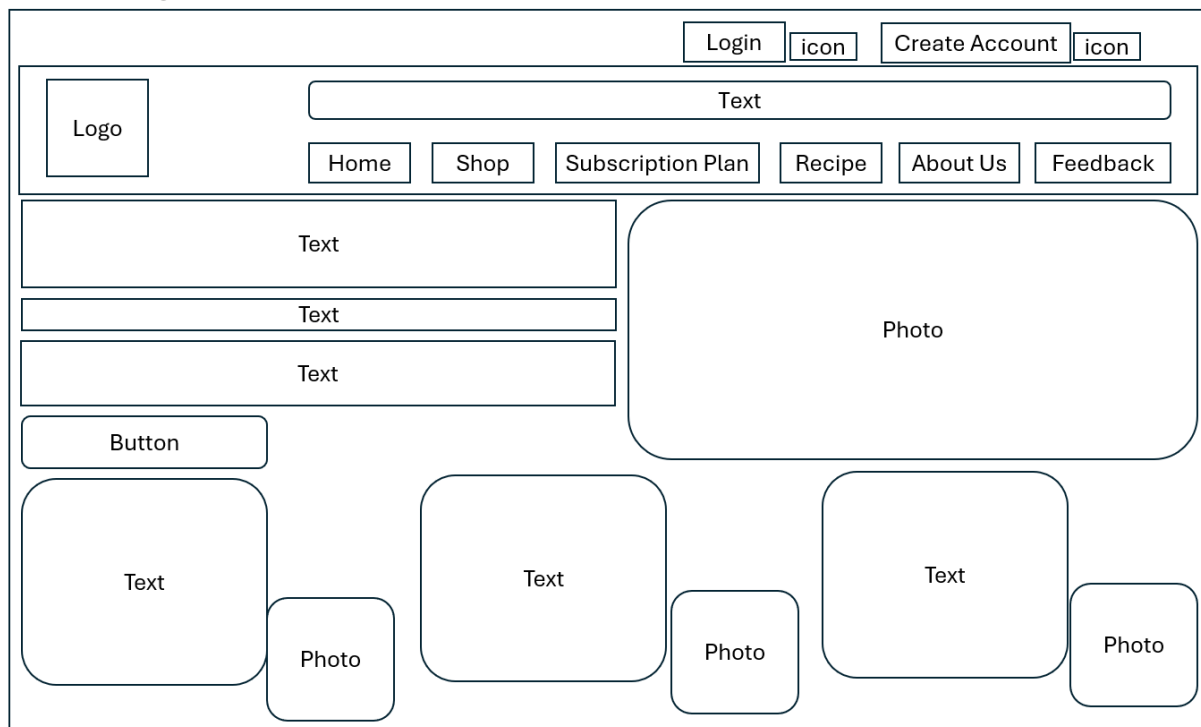


Image 3 shows the Wireframe Homepage.

Shop page wireframe

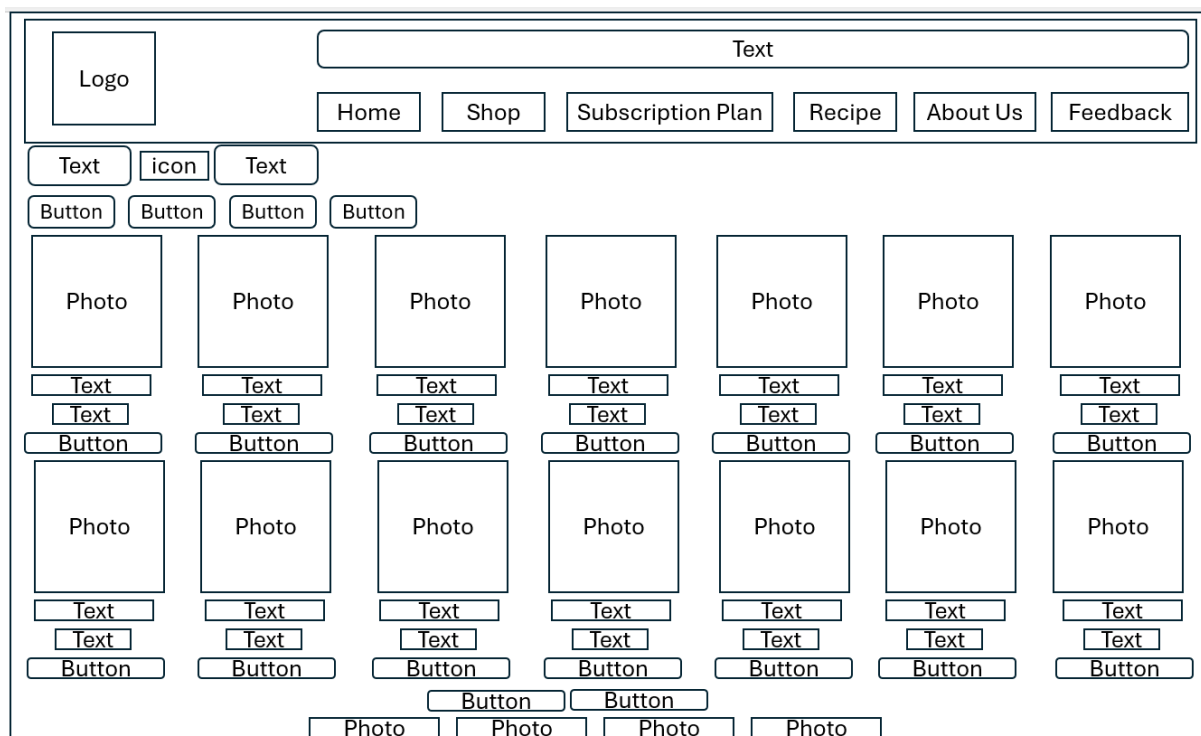


Image 4 shows the Wireframe Shop Page.

Subscription plan page wireframe

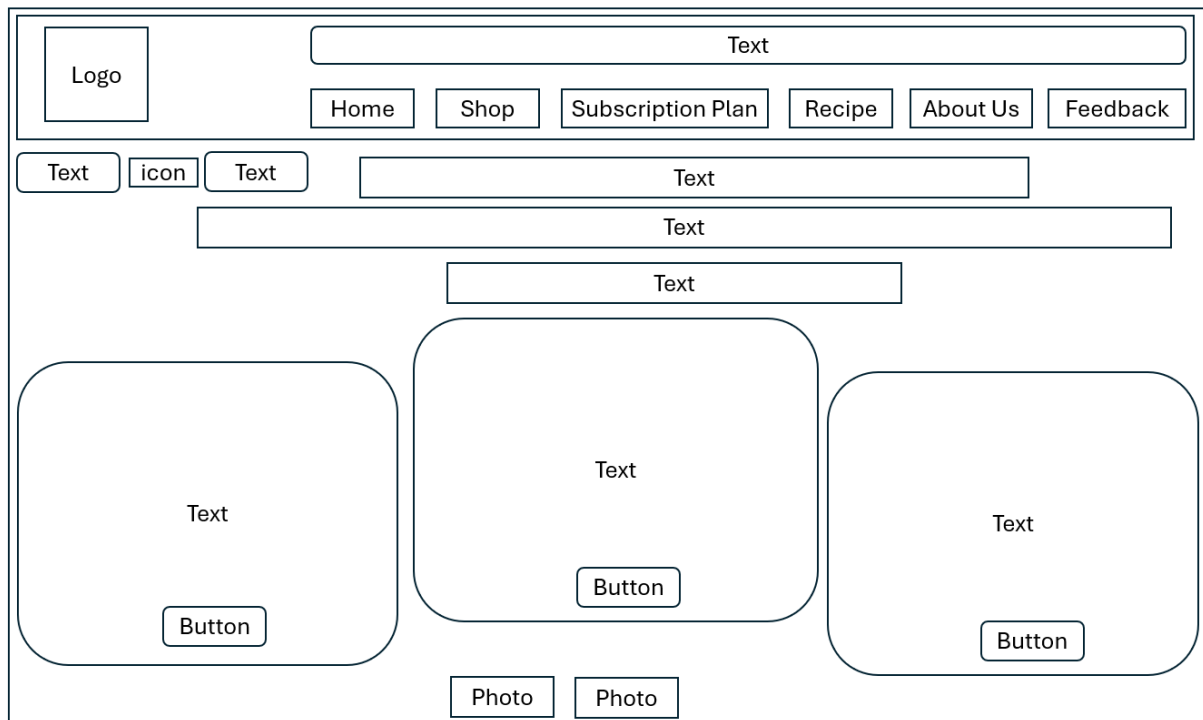


Image 5 shows the Wireframe Subscription Plan Page.

Recipes page wireframe

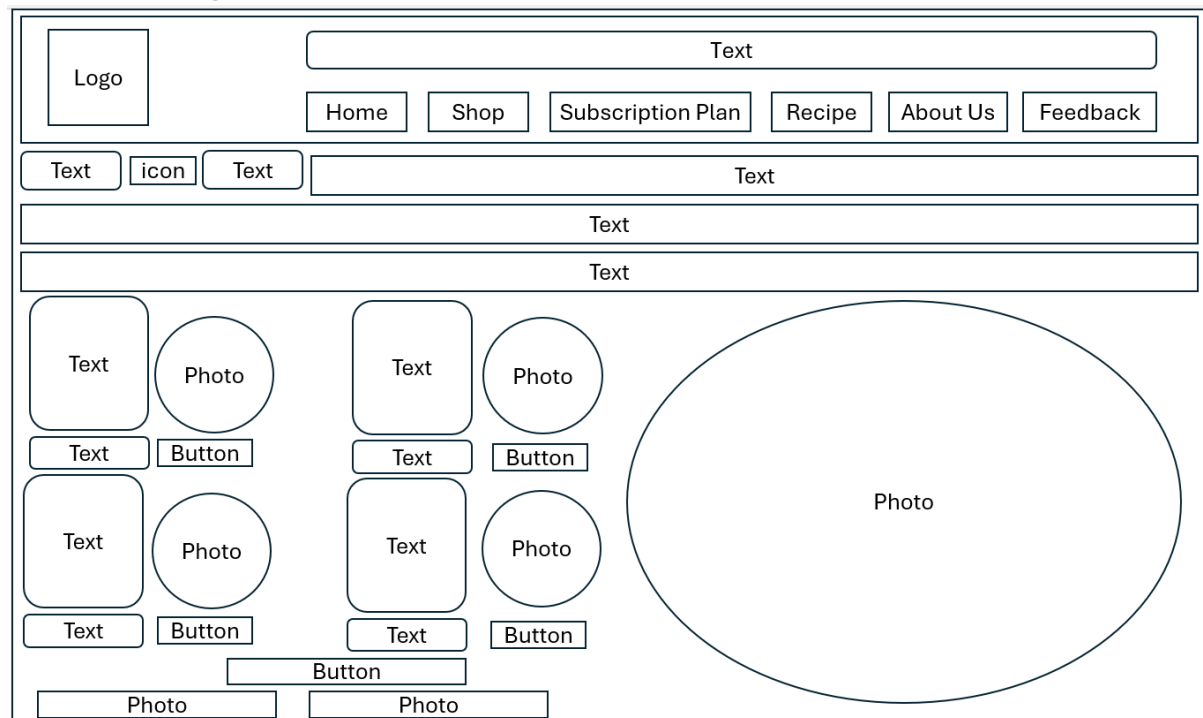


Image 6 shows the Wireframe Recipes Page.

About us page wireframe

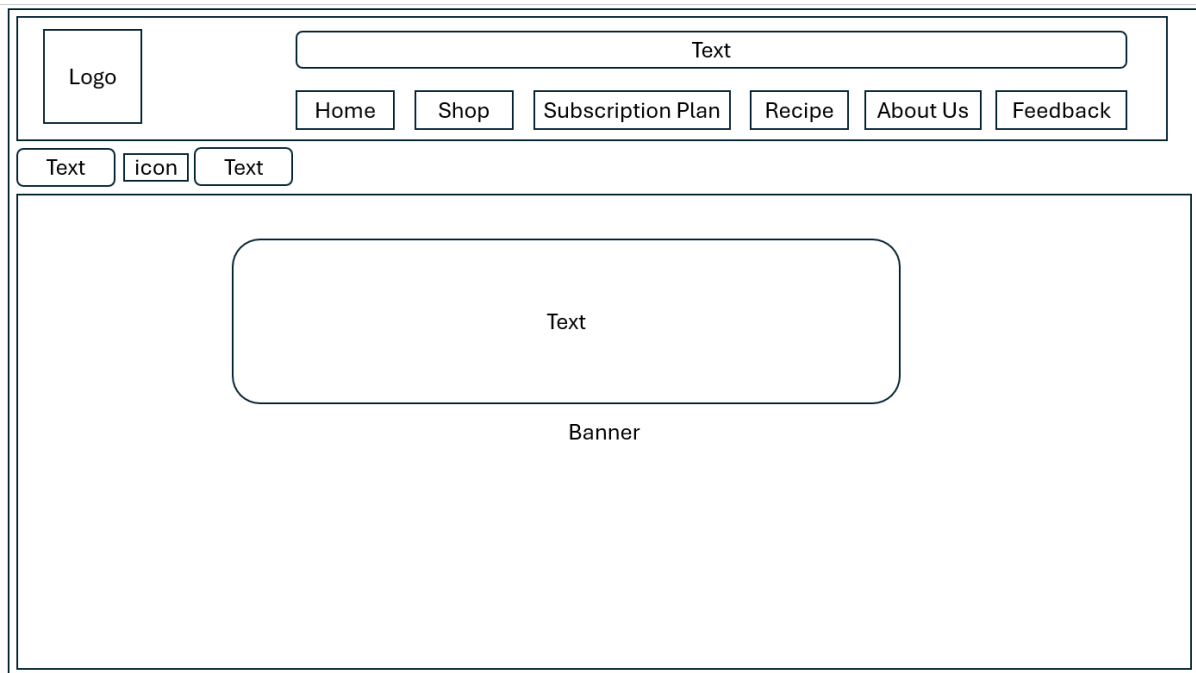


Image 7 shows the Wireframe About us Page.

Feedback page wireframe

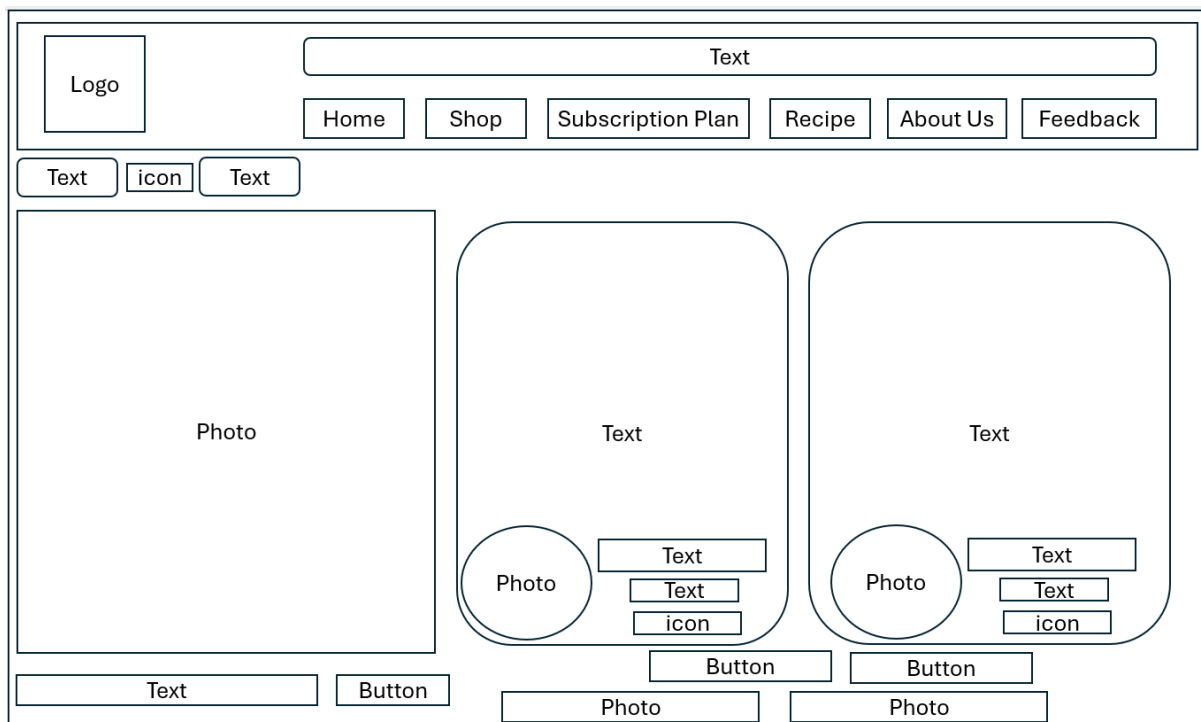


Image 8 shows the Wireframe feedback Page.

Web Design Screenshots

Homepage Web Design Screenshot



Image 9 shows the Inkscape design for Home Page.

Shop page design

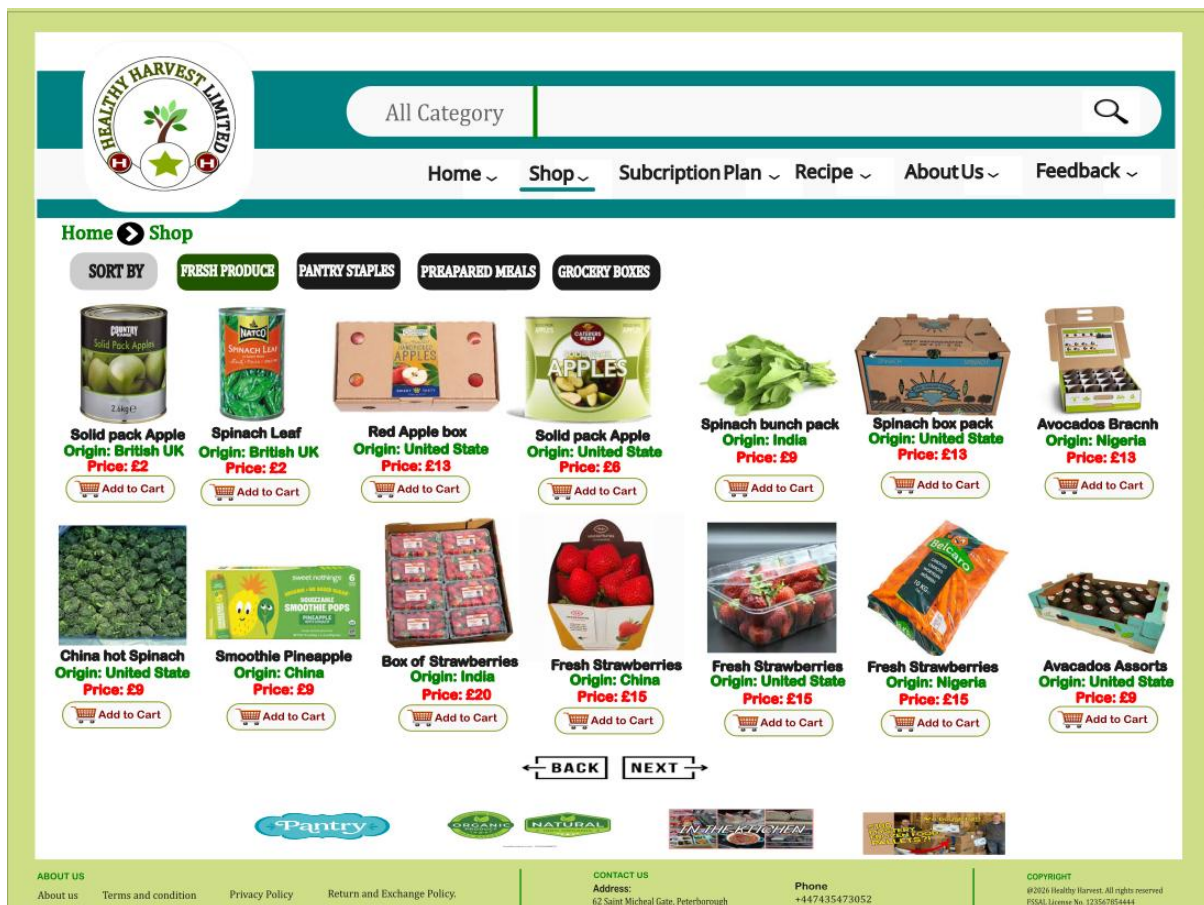


Image 10 shows the Inkscape design for Shop Page.

Subscription page design

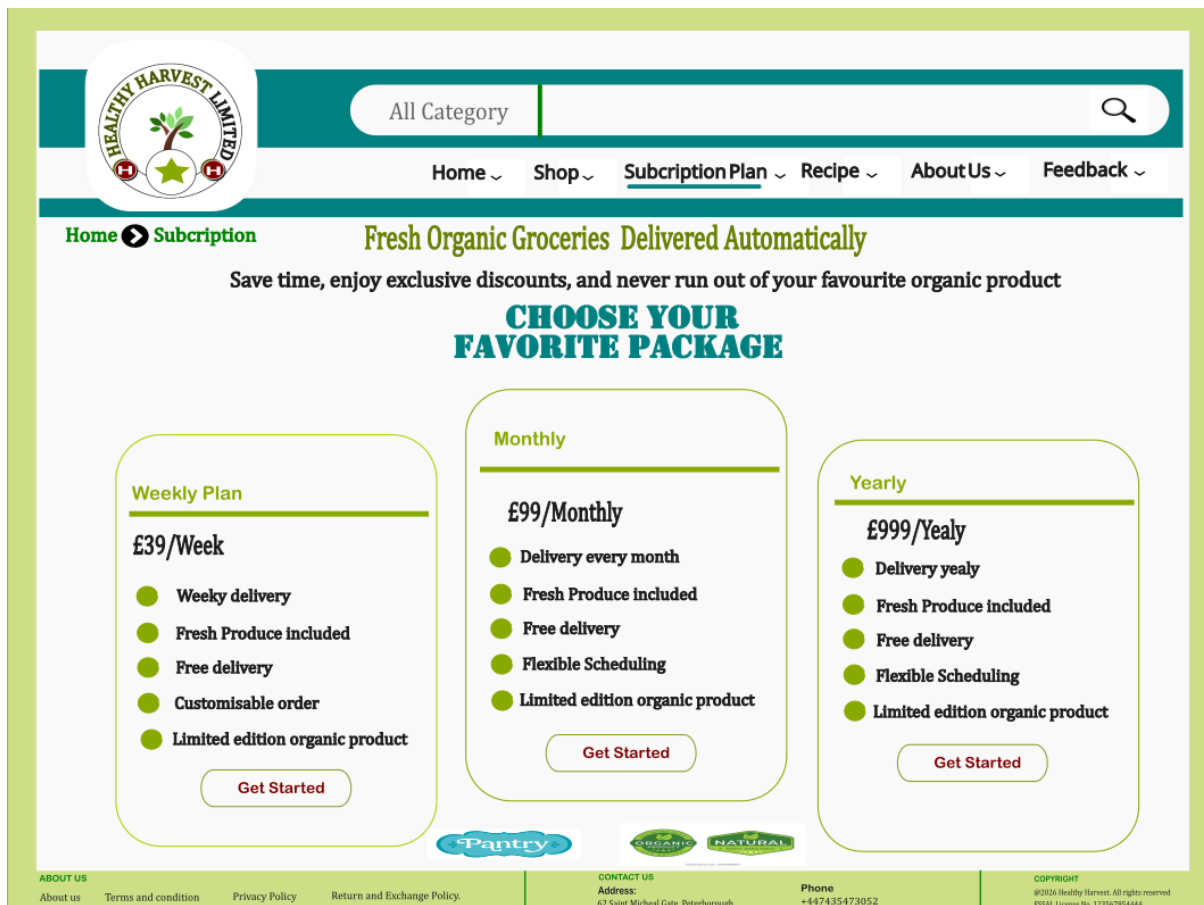


Image 11 shows the Inkscape design for Subscription Plan Page.

Recipes design



Image 12 shows the Inkscape design for Recipes Page.

About us design

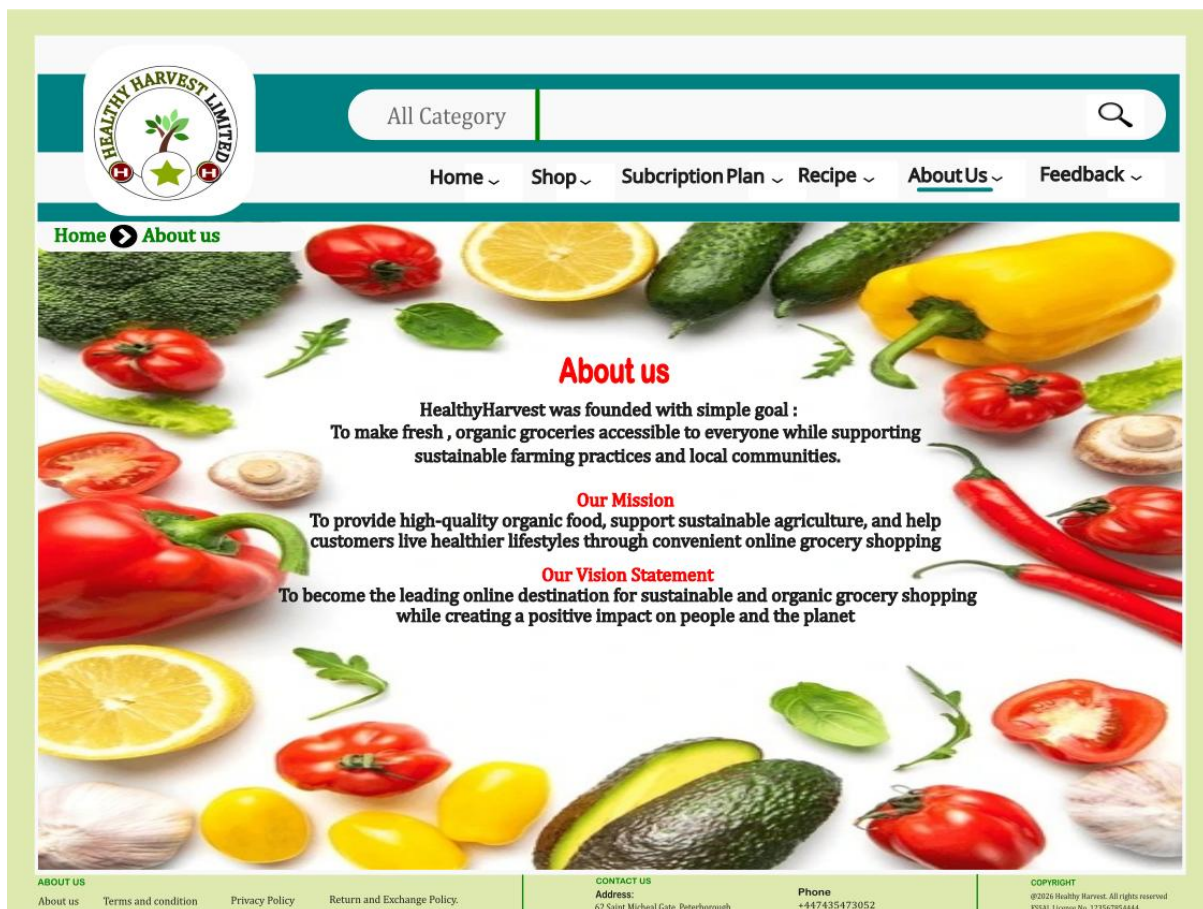


Image 13 shows the Inkscape design for About Us Page.

Feedback design

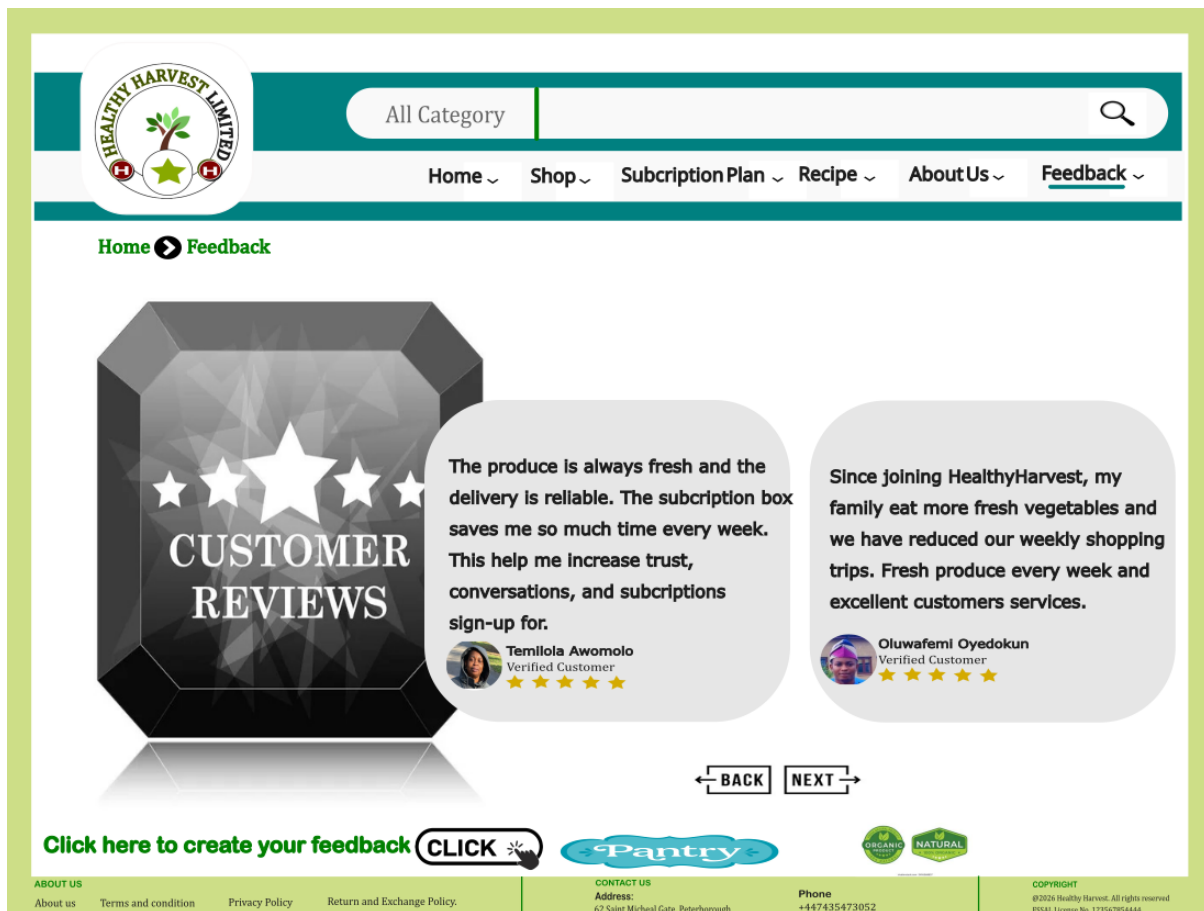


Image 14 shows the Inkscape design for Feedback Page.

4.1 MOODBOARD AND WIREFRAME DESIGN

4.1.0 Moodboard

A Moodboard is a collection of images, colours, textures, typography, and design inspirations that represent the style, personality, and feelings that designer want the final website to express [11].

A strong mood board includes a carefully selected colour palette, typography, interactions, images, icons, UI elements and featuring tones that support the intended visual direction [11]. It also has examples of fonts that match the attitude of the brand and make it easier to read [11].

The Moodboard is a very important part of deciding how the HealthyHarvest website will look generally. It makes sure that every design choice fits with the brand's personality and strategic goals by setting the visual tone early in the process. The colour scheme decides how the website's layout looks, influencing background, buttons, icons, and product cards to make a consistent and recognisable look. The mood board's typography choices affect the site's text order and readability, making sure that all the headings, labels, and body content look the same [10].

In a broad sense, the Moodboard is a visual plan that helps make wireframes, high-fidelity screens, and the interactive prototype. It makes sure that the end design always stays true to the brand's values, like trust,

freshness, and sustainability, while also making it easier to use and helping the healthy harvest to reach its goals, like more sales and subscriptions [10].

4.1.1 Wireframe

A wireframe is a basic layout that shows how a webpage is put together, but it doesn't include any colours, pictures, or fonts that make up the design [9].

It only looks at how the site works, how it looks, and where the information goes. This helps designers plan how people will navigate and interact with the site [9]. A wireframe is a rough sketch of how the different parts of a website will be organised, such as the navigation, content areas, buttons, and interactive elements [10].

Wireframes have a big impact on the design of the HealthyHarvest website, providing a basis for the website structure before any visual styling takes place. This allows the design team to focus on layout, hierarchy, and user flow, ensuring that each page allows for straightforward navigation and clear access to critical information. Wireframes allow to roughly sketch where things like navigation menus, product cards, filters and call-to-action buttons will go. This helps to surface usability concerns early, long before any high-fidelity visuals are developed [10].

Wireframes can help in decision making by clarifying how the material should be structured to support the user's needs and the company goals. For example, in the subscription plan design HealthyHarvest, three plan cards, pricing, benefits, and "Get Started" buttons before adding colours and visuals, ensuring the final layout is clear, usable, and easy to compare. This will guarantee the final design to be both aesthetically pleasing and functionally efficient. Wireframes are also a communication tool, helping designers, developers and stakeholders to be on the same page, minimising misinterpretations and ensuring the final prototype meets the desired user experience [10].

Wireframes affect the design by providing a blueprint that determines the structure, flow, and usability of the website, and they help make sure the final interface is user-centred and strategically aligned with HealthyHarvest's goals [10].

5.0 CONCLUSION

The design process is crucial to the development of a high-quality website that effectively supports HealthyHarvest's commercial objectives. This follows a systematic process, starting with stating the issue, propose the solution, Moodboard building and progressing to wireframe and prototyping, to guarantee that every decision is intentional, user-centric, and consistent with the brand's principles. The Moodboard gives the visual direction, setting out the colour palette, imagery style, font and overall look and feel, guaranteeing consistency over all pages and reinforcing the brand's identity of freshness, sustainability and trust. This early visual alignment avoids design inconsistencies and promotes the development of a unified user experience [12].

The ideas are implemented in an interactive prototype of the website, allowing for actual user interaction and early feedback. This guarantees that the end website not only appears professional but also enhances user satisfaction, boosts conversions, and supports HealthyHarvest's aims of increasing sales, improving subscriber retention, and reinforcing customer loyalty [12].

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