

HealthyHarvest Website Redesign Specification Report

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1.0 Introduction

This report presents the specification of the redesign of the HealthyHarvest online grocery site. HealthyHarvest is a sustainable online retail store that offers organic food, pantry, and pre-prepared meals, and a subscription box of groceries. This report is intended to capture the purpose of the research, design rationale, and prototype choices to enhance the online presence of the company. The report includes the most relevant issues of the current site, such as a cluttered navigation, an outdated visual experience, poor mobile optimization, an inability to see the product, poor accessibility, and a long checkout process. It then presents user-centred solutions to facilitate usability, trust, conversion, and retention of the subscription. The process was based on a UI/UX design, which included creating a mood board in Inkscape (to specify colour, imagery, typography, tone, and interface direction), then wireframes were generated to outline the structure and information hierarchy, and finally, a five-page interactive prototype was built to show the proposed user journey through the homepage to checkout. The importance of the work is that it converts the business goals into visual and functional design choices. The proposed design will unite the elements of e-commerce, responsive design, accessibility guidelines, and clear calls-to-action into a professional online presence that is more user-friendly and business-effective [1], [2].

2.0 HealthyHarvest Website Redesign

The HealthyHarvest case states about an organic grocery store that has an existing website that no longer helps to promote its brand values and development goals. The redesign must thus address experience problems and business problems. The lack of a clear information architecture is the major shortcoming in terms of UX. In case users do not have the opportunity to find out where products, subscriptions, meal boxes, and sourcing information are placed in a short time, browsing is sluggish and unpredictable. The suggested design will handle this by adding a standardized top navigation with links to Shop, Subscriptions, Meal Boxes, and Sourcing, and a search bar with a strong presence on the homepage. This minimizes the number of steps to the goal and provides users with alternative paths to the same destination, which is significant to e-commerce sites where users could be coming with varied levels of purchase intent [3], [8].

The second problem is the old-fashioned visual design. In the case of an organic grocery brand, the interface should convey the concepts of freshness, care, sustainability, and trust. The main palette of the mood board is thus forest green, leafy green, sage, cream, and warm beige, and the golden orange is used in the case of high-value actions, like Subscribe and Save or Continue to Checkout. Round product

cards, light backdrops, and the use of natural scenes present a more welcoming experience of the brand compared to a generic retail design. Sustainability promise also becomes more visible with the help of the design, with the help of trust badges, references to local farms, messages about recyclable packaging, and sourcing links.

The third problem is the lack of product information and ingredient disclosure. In grocery e-commerce, the fear of freshness, allergenicity, source, and delivery may lead to not buying. A product detail page thus features a big gallery space, farm/source information, rating and review, ingredients and allergens, storage instructions, nutrition, delivery estimate, and freshness guarantee. This design places the user at direct risk by putting decision-support information next to the purchase buttons. It also assists in averaging order value with a part of Frequently Bought Together that does not disrupt the primary activity but provides the relevant add-ons.

A fourth problem is the inefficient checkout. Prolonged, protracted checkout is one of the biggest areas of friction in online retail. The reformulated checkout features a progress indicator, grouped form areas, visible delivery options, a permanent order summary, and trust communications like SSL secure checkout and easy returns. The form is subdivided into delivery details, delivery options, and payment so that the customers know what information they are to provide and how far they have gone. Security and reassurance are of particular concern since payment pages involve the entering of personal and financial data; a study of payment interfaces indicates that perceived security, privacy, and usability determine how willing users are to make a transaction [7].

Poor personalisation and lack of effective calls-to-action are solved by redesigning the homepage and subscription design. The Picked for You section is an alternative to fixed best-seller blocks, with recommendations being based on customer ordering behaviour. There are distinct CTAs like Shop Now, Add to Basket, and Place Secure Order that lead a user through the site, and orange subscription CTAs that indicate recurring purchases. The subscription page aids in the plan choice, customisation of preferences, and visible benefits before checkout.

Table 1: Summary of issues and proposed solutions

Current issue	Proposed design solution
Confusing navigation and information architecture	Create a consistent header, clear category cards, a search bar, and a visible subscription route.
Outdated brand presentation	Use a sustainable visual identity with a green/cream palette, natural imagery, and rounded UI components.

Poor mobile optimisation	Use responsive layouts, stacked content, touch-friendly controls, and simplified mobile navigation.
Limited product information	Add source/farm details, allergens, nutrition, delivery estimates, reviews, and guarantees.
Weak trust signals	Add certified organic, local farm, recyclable packaging, SSL checkout, and customer support messages.
Lengthy checkout process	Introduce progress steps, grouped fields, order summary, and visible reassurance in checkout.
Weak subscription sign-up journey	Create a guided subscription flow with plan cards, preferences, savings, and pause-anytime messages.

3.0 Responsive Design Implementation

Responsive design is a way to create a website that can automatically adjust the layout, content and interface of your website according to your screen size and device. Uses flexible grids, responsive images and media queries for using pages across desktop, tablet and mobile phones [5]. For HealthyHarvest, this is especially important, as grocery shopping is typically a quick and short mobile experience, such as checking delivery times, home goods or meal delivery. Customers can be lost due to a bad phone experience. The mobile design needs to be based on readable text, user friendly menus, fast loading speed, compressed images, and easy single-column checkout processes, therefore. There are also UR considerations to note. Responsive layouts can help reduce friction by keeping key actions like search, filtering, comparing products, reading product details, adding to basket and checking out easily accessible on all devices. Product filters need to become collapsible lists, product grids need to be converted to cards and checkout forms need to be turned into large input fields with labels visible on mobile. The UI that conforms to WCAG principles such as perceivable content, operable controls, understandable forms and robust structure also improves accessibility [4] [6]. As an exemplification, the difference between the green buttons and the cream backgrounds is adequate, the headings are uniform, the descriptive labels and large tap targets are useful in supporting users with visual, motor, or cognitive requirements.

The mobile sales are also influenced by responsive design. By making a grocery site mobile-friendly, it is possible to boost conversion by minimising the effort needed to accomplish time-sensitive tasks. The

proposed HealthyHarvest design makes high-value CTAs visible and serves trust signals near points of purchase, and minimizes checkout through the use of related fields. The mobile users are able to pass through the recommendation page to a product page and then to check out without having to take any unnecessary navigation processes. Performance also has to be taken into consideration since mobile pages can be slowed down by large images and big scripts, thus lowering satisfaction. Thus, the redesigned site ought to employ optimised images, lazy loading, and clear prioritisation of vital material. In general, responsive design helps customers and companies because it helps to establish a unified shopping experience between devices [1], [5].

4.0 Implementation Section

In this section, the visual deliverables of Task 1: the mood board, wireframes, and five-page interactive prototype are documented. The captions indicate the purpose of the screenshot in the design process.

Mood Board Screenshot

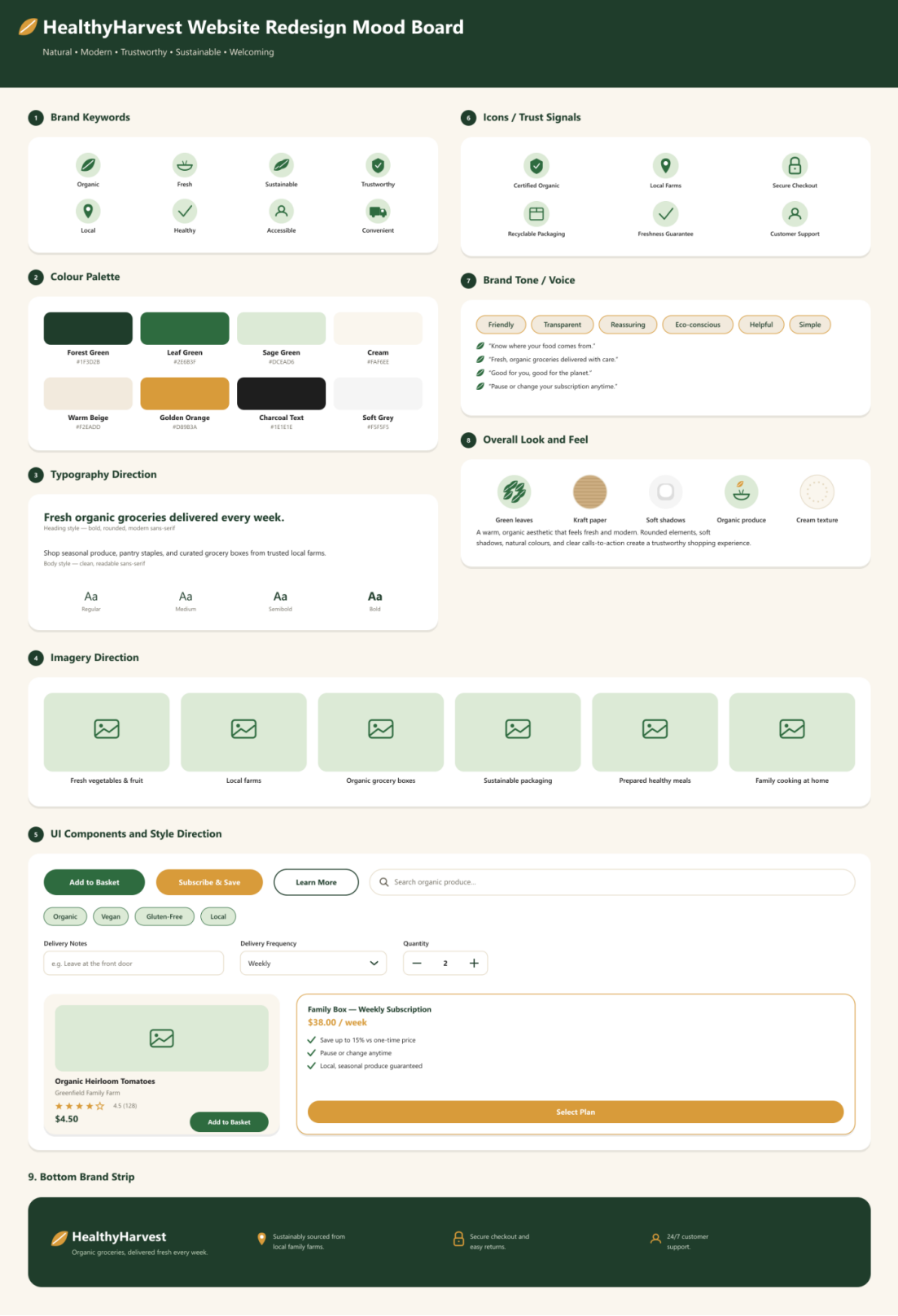


Figure 1: HealthyHarvest brand mood board

Wireframe Screenshots

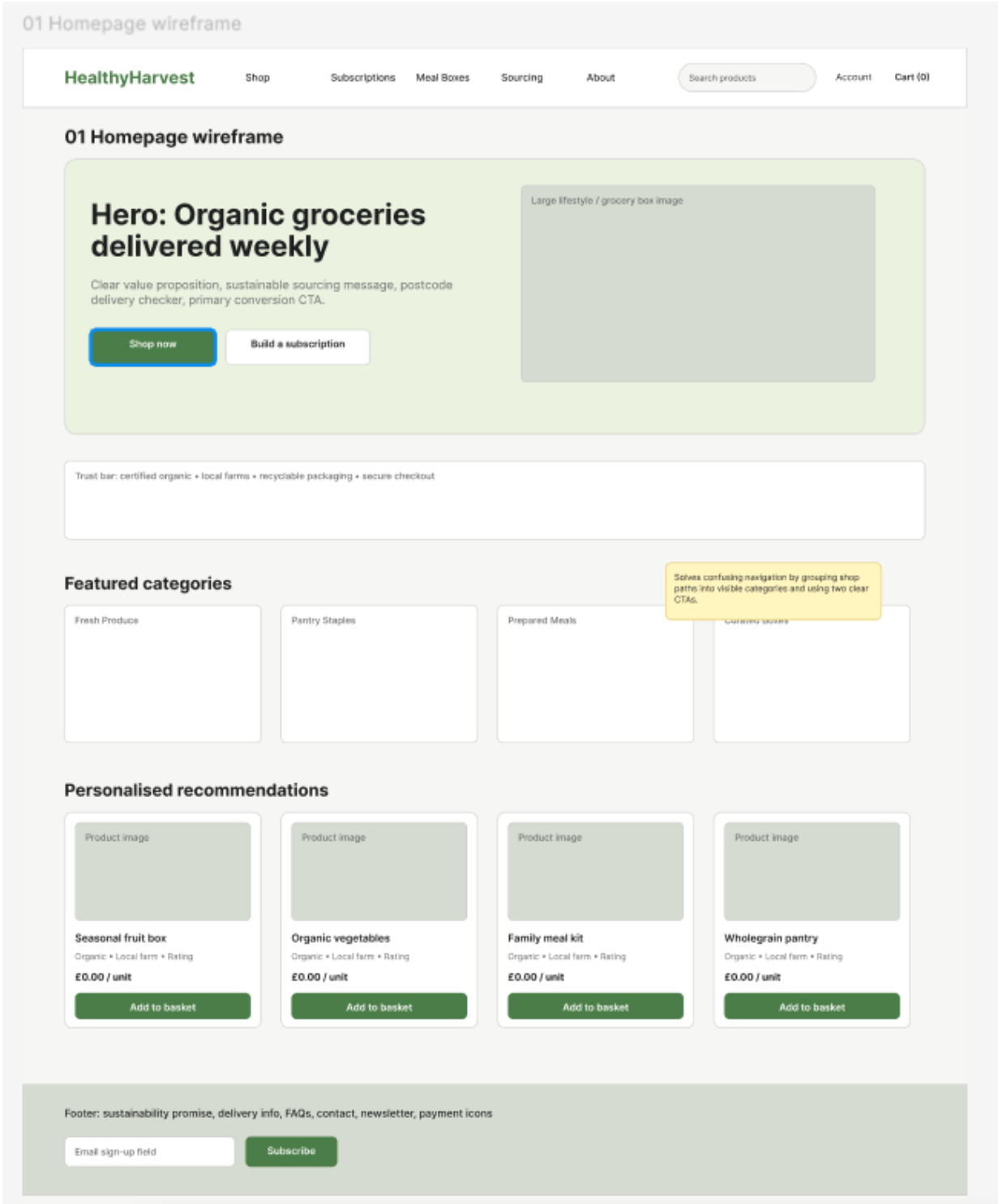


Figure 2: Homepage wireframe

02 Product listing wireframe

HealthyHarvest

Shop

Subscriptions

Meal Boxes

Sourcing

About

Search products

Account

Cart (0)

02 Product listing wireframe

Filter sidebar

Category

Dietary needs

Farm/source

Price

Delivery date

Rating

Organic Produce

Breadcrumbs / product count / sort by relevance

Delivery postcode checker + subscription saving prompt

Filters improve findability; sourcing and dietary filters address transparency and product discovery issues.

Product image

Product card 1

Organic • Local farm • Rating

£0.00 / unit

Add to basket

Product image

Product card 2

Organic • Local farm • Rating

£0.00 / unit

Add to basket

Product image

Product card 3

Organic • Local farm • Rating

£0.00 / unit

Add to basket

Product image

Product card 4

Organic • Local farm • Rating

£0.00 / unit

Add to basket

Product image

Product card 5

Organic • Local farm • Rating

£0.00 / unit

Add to basket

Product image

Product card 6

Organic • Local farm • Rating

£0.00 / unit

Add to basket

Product image

Product card 7

Organic • Local farm • Rating

£0.00 / unit

Add to basket

Product image

Product card 8

Organic • Local farm • Rating

£0.00 / unit

Add to basket

Product image

Product card 9

Organic • Local farm • Rating

£0.00 / unit

Add to basket

Footer: sustainability promise, delivery info, FAQs, contact, newsletter, payment icons

Email sign-up field

Subscribe

Figure 3: Product listing wireframe

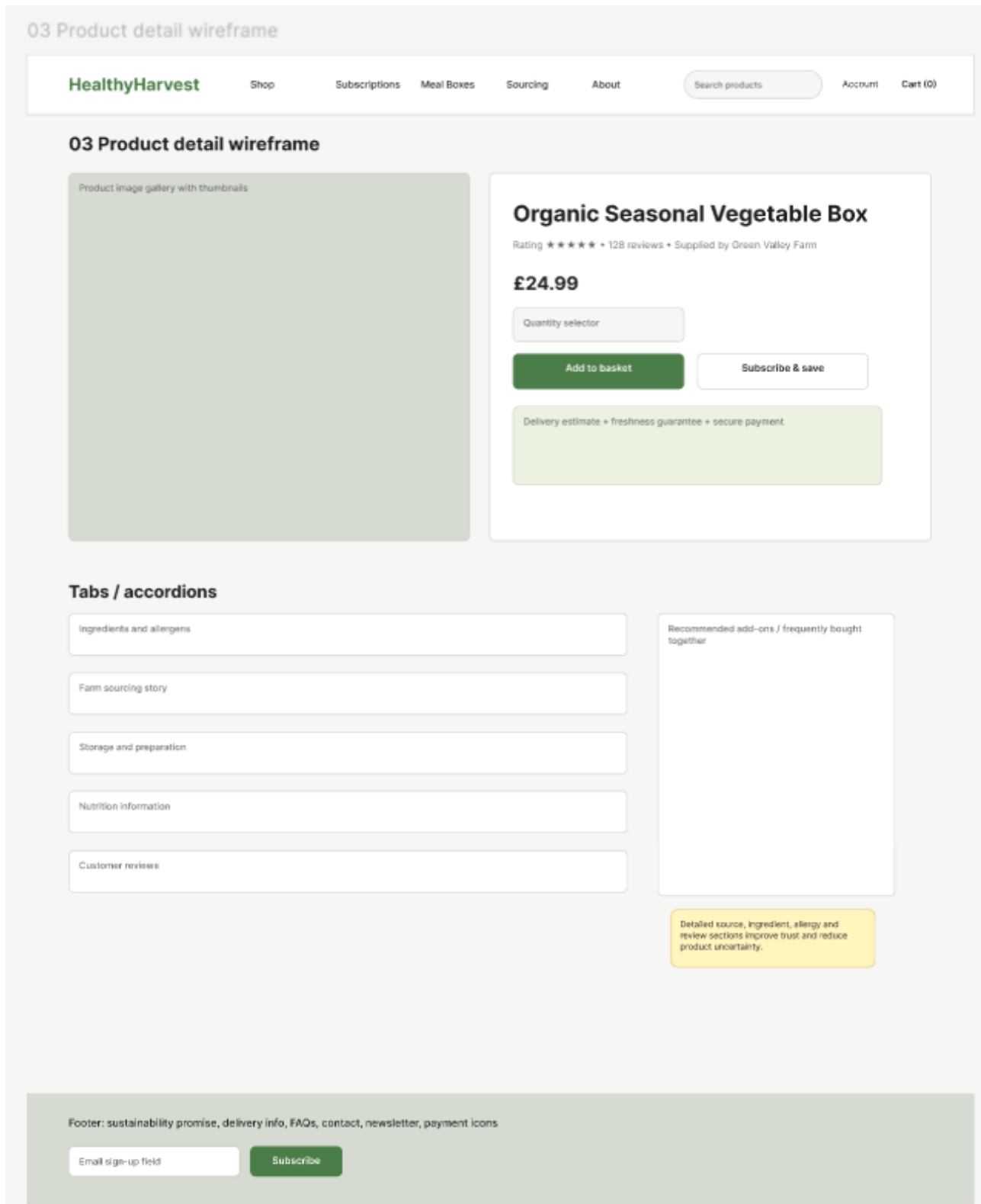


Figure 4: Product detail wireframe

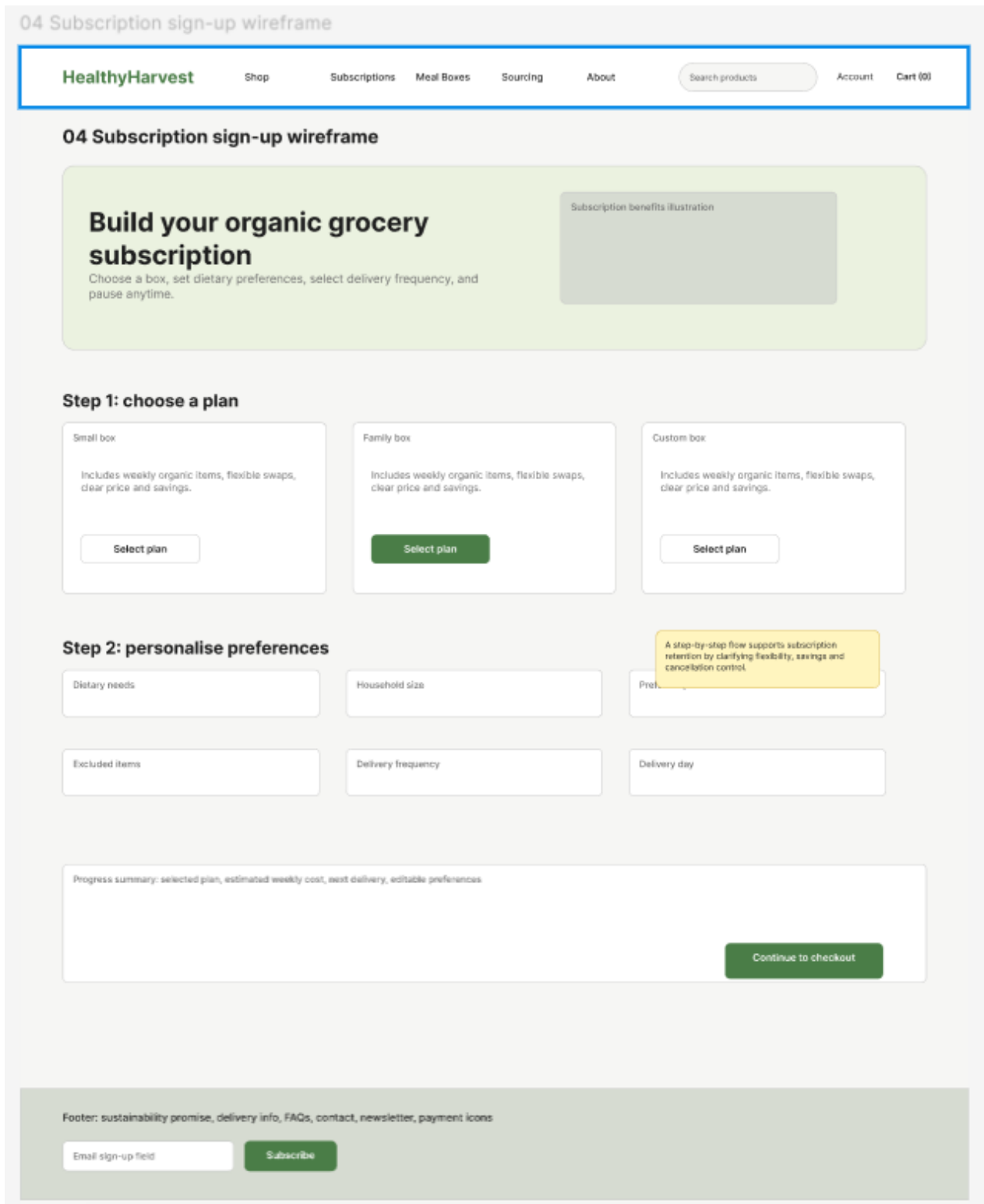


Figure 5: Subscription sign-up wireframe

05 Checkout wireframe

HealthyHarvest[Shop](#)[Subscriptions](#)[Meal Boxes](#)[Sourcing](#)[About](#)[Account](#)[Cart \(0\)](#)

05 Checkout wireframe

Checkout progress: Basket > Delivery > Payment > Review

Delivery details

Delivery options

Payment

Order summary

Subtotal / Delivery / Subscription savings / Total

Trust signals: SSL, return policy, organic certification, customer support

Shorter form groups, progress indicator and persistent order summary reduce checkout friction and abandonment.

Footer: sustainability promise, delivery info, FAQs, contact, newsletter, payment icons

Figure 6: Checkout wireframe

Interactive Prototype / Web Design Screenshots

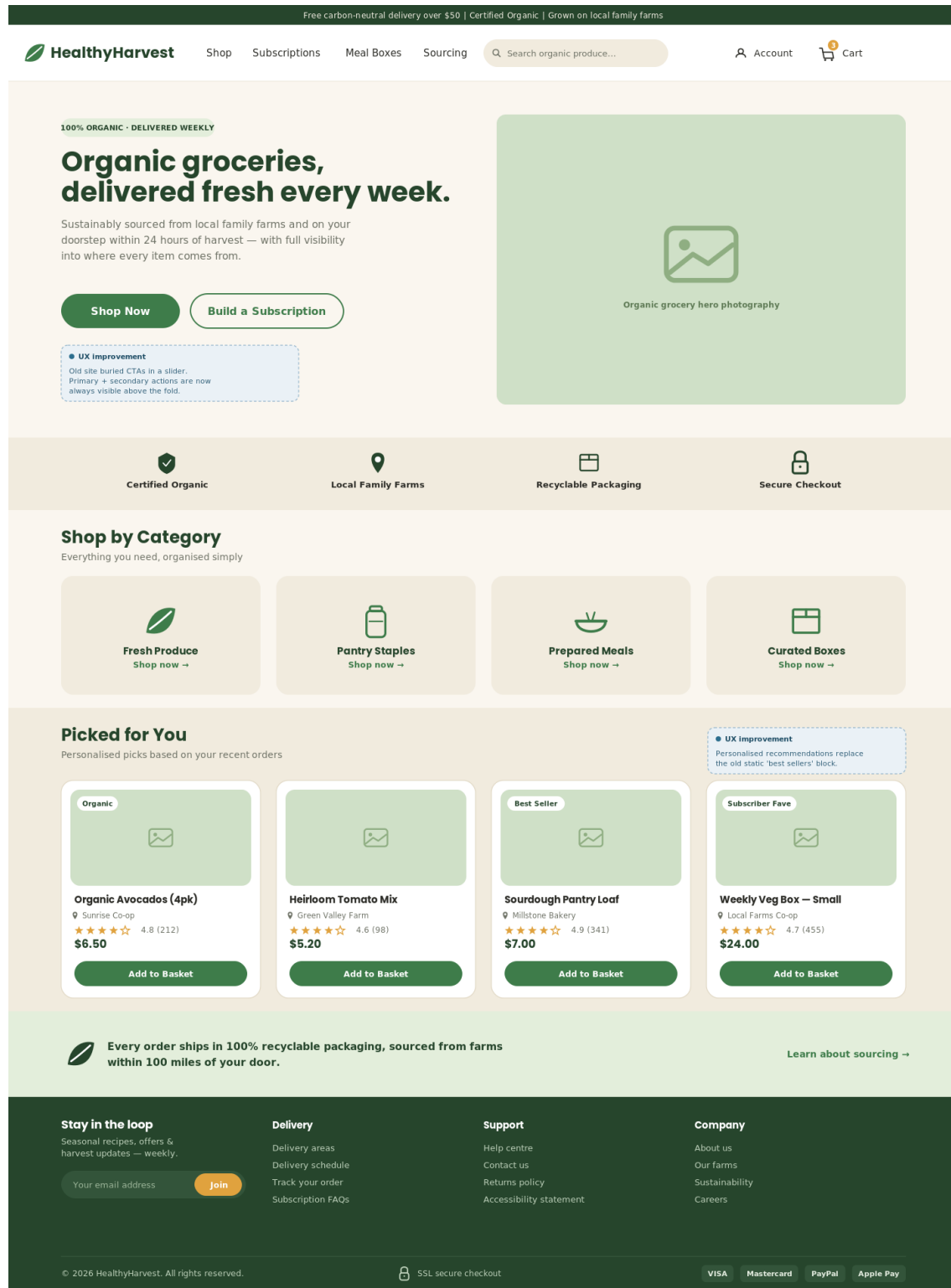


Figure 7: Homepage prototype

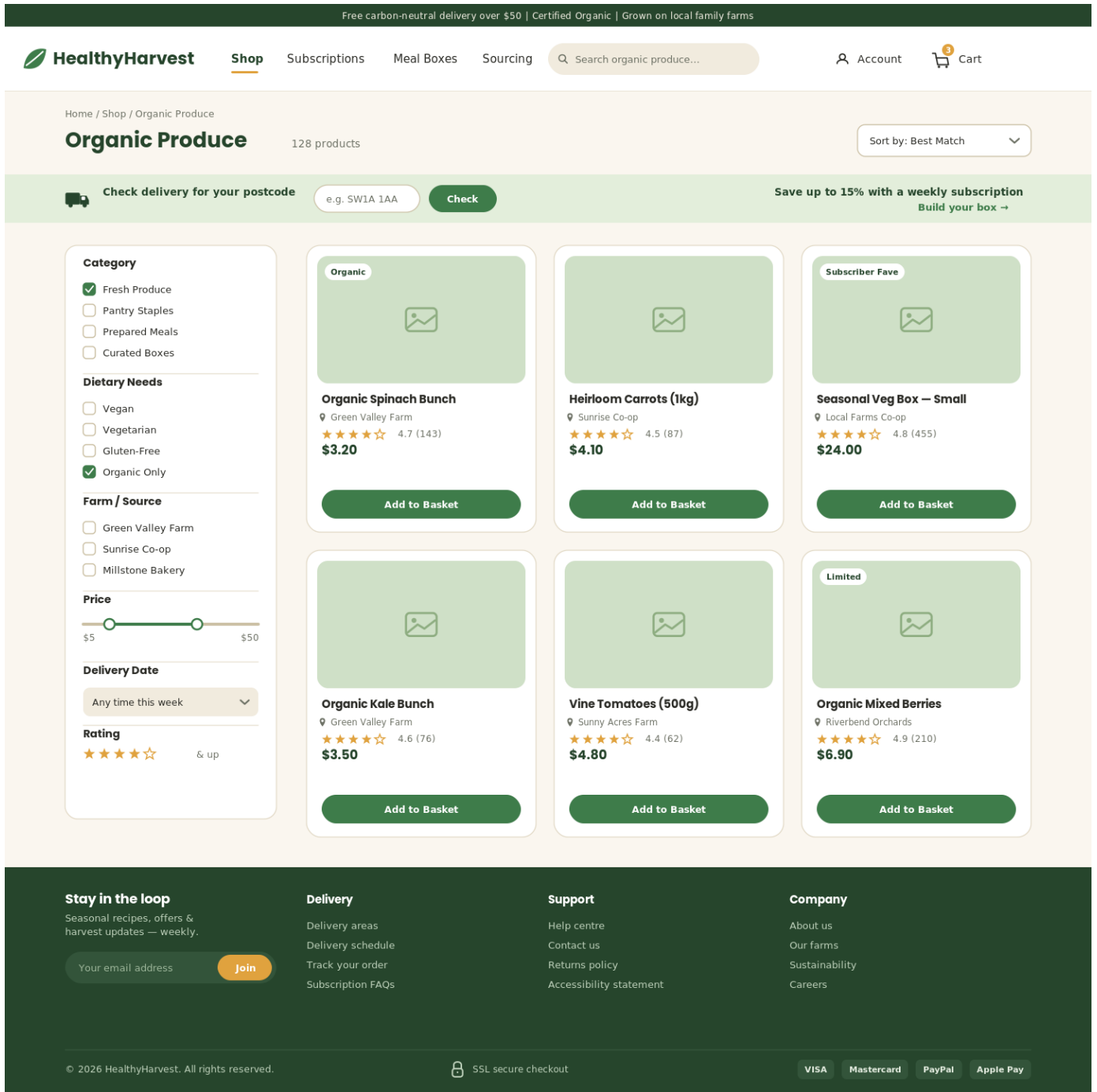


Figure 8: Product listing prototype

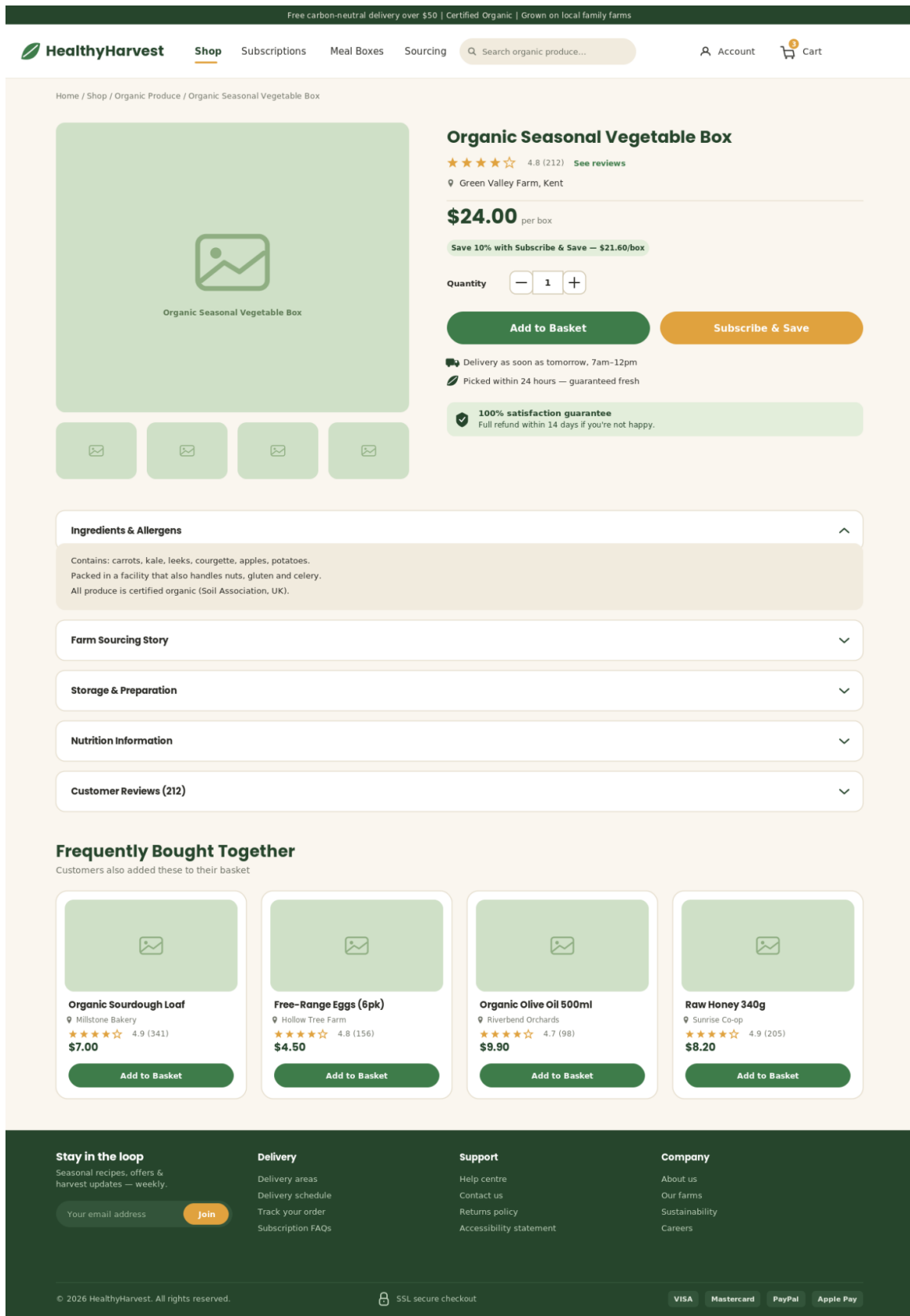


Figure 9: Product detail prototype

Free carbon-neutral delivery over \$50 | Certified Organic | Grown on local family farms

Shop

Subscriptions

Meal Boxes

Sourcing

Q

Search organic produce...

Account

Cart

STEP 2 OF 4

Basket

Delivery

Payment

Review

Delivery Details

Full Name

Jordan Smith

Email Address

jordan@email.com

Phone Number

07123 456789

Postcode

SW1A 1AA

Address

12 Garden Row, London

Delivery Instructions

e.g. Leave with neighbour at no. 14

Delivery Options

☒ Tomorrow morning, 7am-12pm

Free

☐ Friday afternoon, 12pm-6pm

Free

☐ Weekly recurring delivery

Save 10%

Payment

Card Number

4242 4242 4242 4242

Expiry Date

MM / YY

CVC

123

Billing Postcode

SW1A 1AA

Payments secured with 256-bit SSL encryption

Order Summary

Organic Seasonal Vegetable Box

Qty 1

\$24.00

Organic Sourdough Loaf

Qty 1

\$7.00

Free-Range Eggs (6pk)

Qty 2

\$9.00

Subtotal

\$40.00

Delivery

\$0.00

Subscription savings

-\$4.20

Total

\$35.80

Place Secure Order

SSL secure checkout

Certified organic

Easy 14-day returns

24/7 customer support

Stay in the loop

Seasonal recipes, offers & harvest updates — weekly.

Your email address

Join

Delivery

Delivery areas

Delivery schedule

Track your order

Subscription FAQs

Support

Help centre

Contact us

Returns policy

Accessibility statement

Company

About us

Our farms

Sustainability

Careers

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SSL secure checkout

VISA

Mastercard

PayPal

Apple Pay

Figure 11: Checkout prototype

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4.1 Moodboard and Wireframe Design

A mood board is a visual design planning artefact that is an amalgamation of colour, typeface, image, interface examples, texture, and tone-of-voice clips to communicate the desired look and feel of a product before the actual design work. In the case of HealthyHarvest, the mood board had an effect on the prototype because it created an organic identity that was coherent. All the dark green header and footer, cream background, sage panels, and orange action buttons were all created on the mood board. The imagery direction also influenced the utilization of fresh produce, local farm, and sustainable packaging placeholders. This avoided generic supermarket design and instead tied the interface to the brand promise of organic, local, and responsible delivery of groceries.

Trust and accessibility decisions were also affected by the mood board. The addition of certified organic, local farms, secure checkout, and recyclable packaging and freshness guarantee icons were repeated trust symbols on the homepage, product detail page, and checkout. The typography section promoted the use of a modern sans-serif style that is bold in headings and can be read in the body, and is appropriate for browsing a product and when using a phone. Friendly, transparent, and reassuring have been mentioned as the brand tone words that influenced the microcopy that was employed in the entire prototype, including statements like Know where your food comes from and pause anytime.

A wireframe is a low-fidelity structural diagram that depicts page hierarchy, content positioning, and interaction sequence prior to visual style being added. The wireframes had an effect on the final prototype as they addressed layout and functionality issues prior to the inclusion of colours and imagery. The wireframe of the home page, e.g., the position of the hero message, trust bar, category cards, and product recommendations, was fixed. The wireframe on the product listing identified the relationship between filtering, sorting and product cards. The product detail wireframe ensured that the source information, allergens, delivery information and CTAs were close to the decision point of the user. The checkout wireframe minimized friction through collocating fields and putting the order summary next to the form. To link the visual planning of the project and the structure planning of the project, mood board and wireframes were collaborated. The mood board included the desired brand perception, whereas the wireframes illustrated the way users would navigate the site. This was important because while problems at HealthyHarvest could be visual, they could also involve navigation, trust, clarity of products, ease of signing up for the subscription service and the checkout process. Both artefacts were combined to create a more user-centred and consistent final prototype to align with the aims of the business such as using more often, higher conversion rates and more subscriptions.

5.0 Conclusion

The HealthyHarvest redesign project shows that a properly organized UI/UX journey can help to change a poorly designed ecommerce site to a more transparent and convincing online brand experience. The end result was a single prototype with five pages covering the home page, product listing, product description, subscription form and checkout. Each of the original site's weaknesses was addressed on a different page, making it easier to navigate, providing better product information, incorporating more trust markers, making calls to action more noticeable, and improving the checkout process. The mood board also helped to reinforce a new, trusted brand identity, while the wireframes helped to structure content, page layout and user journeys prior to the visual design process. Mobile friendliness was also considered as grocery shoppers should be able to search, filter, know the details of the products and pay quickly. The principle of the project is that in addition to being functional, the web design must be consistent in visual appeal as well. For HealthyHarvest, the design we are proposing will help to provide customer satisfaction, brand credibility, accessibility and better conversion rates for subscriptions.

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