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August 18, 2018

Project Overview

Product Overview:

The product for this site is the Jura J6 coffee and espresso machine. The sleek design makes it perfect for kitchen countertop use without taking up too much space. The machine features a grinder for beans, but also has an automatic funnel system to accommodate for pre-ground coffee. The espresso and coffee machine can also connect to its new app via Bluetooth to allow users to program preferences or start a specialty brew all before getting out of bed in the morning. A screen display and rotary dial make it easy to choose your beverage choice from coffee and cappuccino to latte and macchiato.

Target Audience:

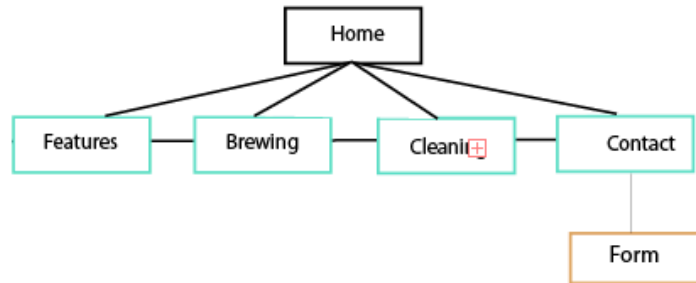
Target audience is at-home coffee or specialty coffee and espresso drinkers. Must have a smartphone to get the full features of this product. Target audience may also be small café or coffee shop owners in need of a smaller espresso machine.


Vision for Implementation:

Mobile-first design will have most important information and content displayed with minimal but easy navigation. Pages include:

- Home
- Features
- Brewing
- Cleaning
- Contact

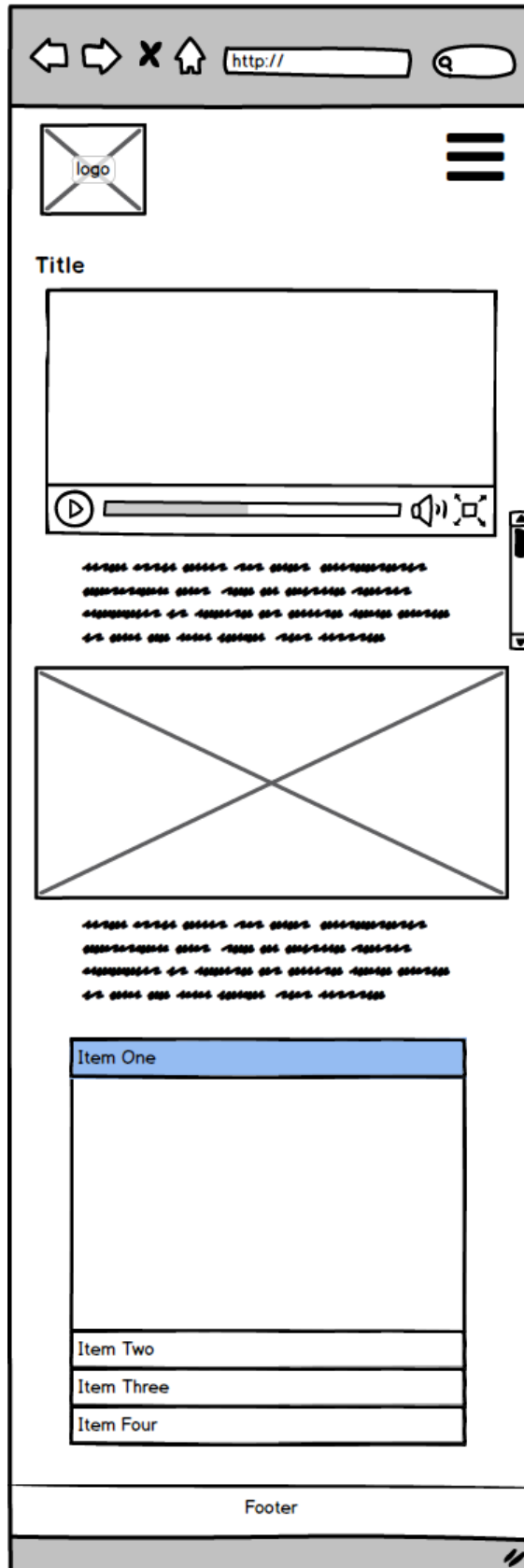
Navigation Chart

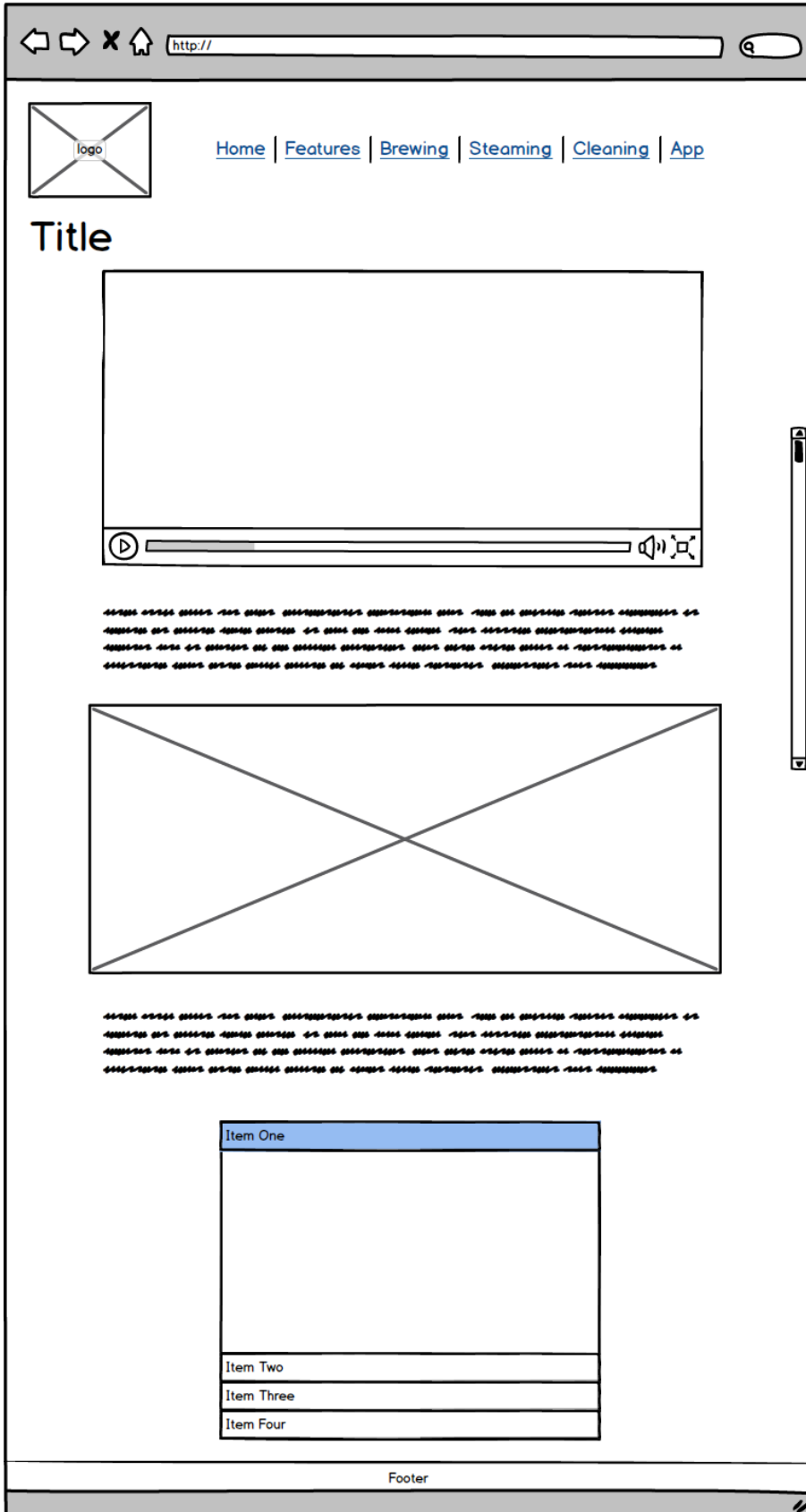


 Global Navigation

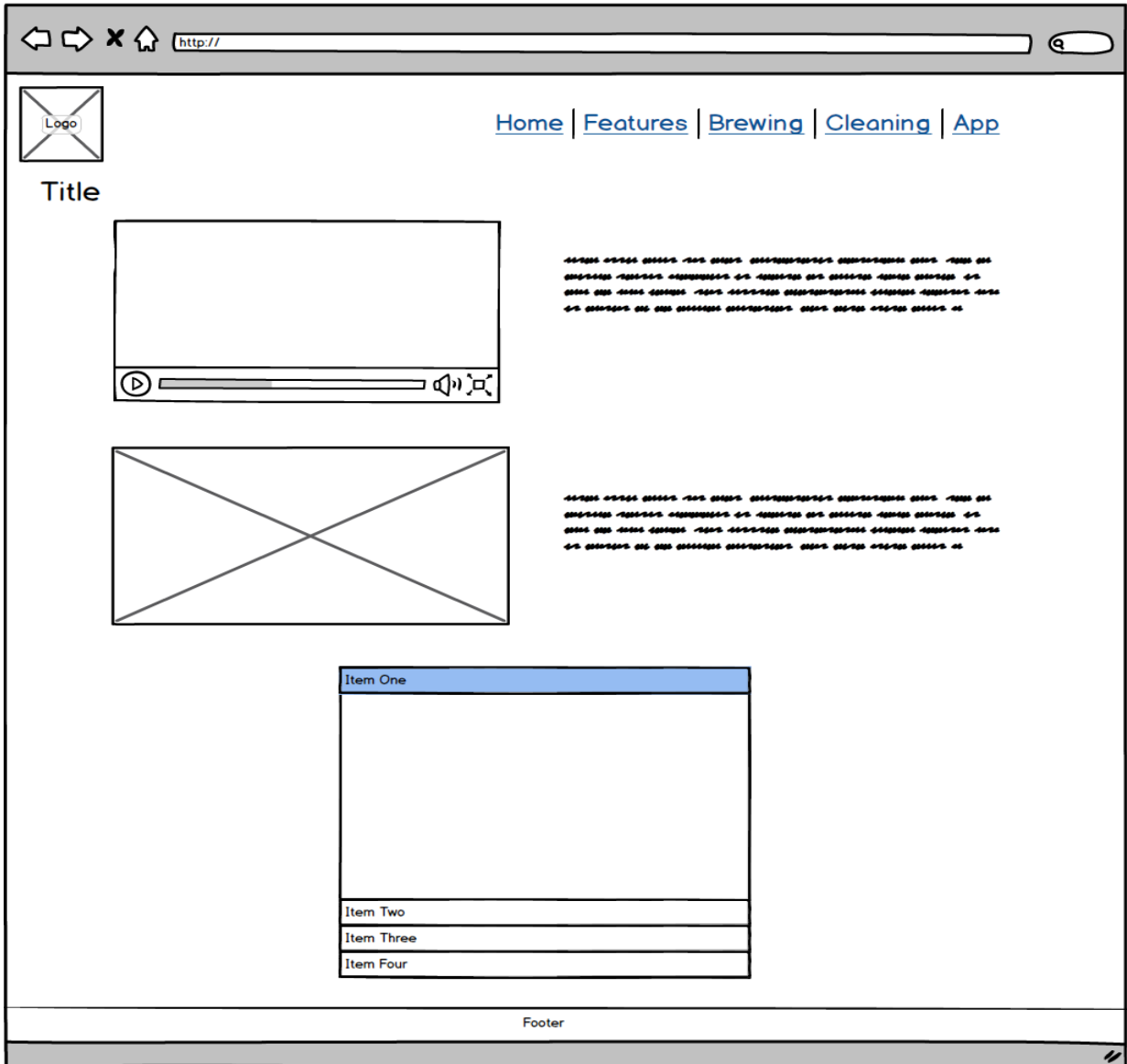
 Form/Submission

Default Mobile Layout



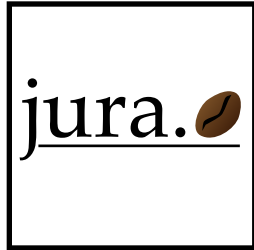


Breakpoint 950px



Style Guide

Logo:



Fonts:

Heading - Anton

Body - Open Sans

Navigation/Button Text - Open Sans

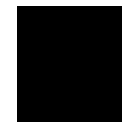
Color Guide:



#FFFFFF
Background color,
Button Text



#56350D
Headings,
Footer Background



#000000
Body text



#969492
Navigation Links,
Button Color