



^ The Hurst's Berry Farm Website home, product overview, independent product, contact and inquiry form show how the visual language translates across many different page structures

Fresh berries found on the Web

Business

Oregon-based grower and national distributor of fresh berries for grocery outlets

Audience

Brokers, retailers and buyers of fresh berries who need more details about availability of fresh berries; consumers looking for recipes and berry information

Challenge

Use provided photos and an updated brochure layout to create a dynamic and visually compelling Website; update navigation and product presentation; allow Hurst's staff to update content

Strategy

Define a visual language that translates across multiple levels of detail; create clean page layouts to organize information and provide easy navigation from photos of each berry; build pop-up pages for recipes; use tab metaphor for navigation to emulate the corporate brochure

Results

Enhanced communication with the trade; smoother and more accurate ordering of product; elevated perception of quality products; simplified sales conversions