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

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

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