

Klimes
DAIRY BAR

— Brand Redesign —

Our Team



Laura Bessellieu
Visual Designer



Ali McCaleb
UX Researcher



Alexandra Meyers
UX Designer



Katerina Moss
Visual Designer



Amy Sheehan
UX Researcher

The background of the slide is a vibrant pink with a repeating pattern of various ice cream items. These include light blue ice cream cones with white scoops, blue cups filled with white ice cream, red and white swirl lollipops, red and white soft-serve ice cream cones, and clusters of red strawberries and blueberries. The items are scattered across the background, creating a playful and summery atmosphere.

Agenda

Project Overview

Project Approach

User Research

Personas

Visual Samples

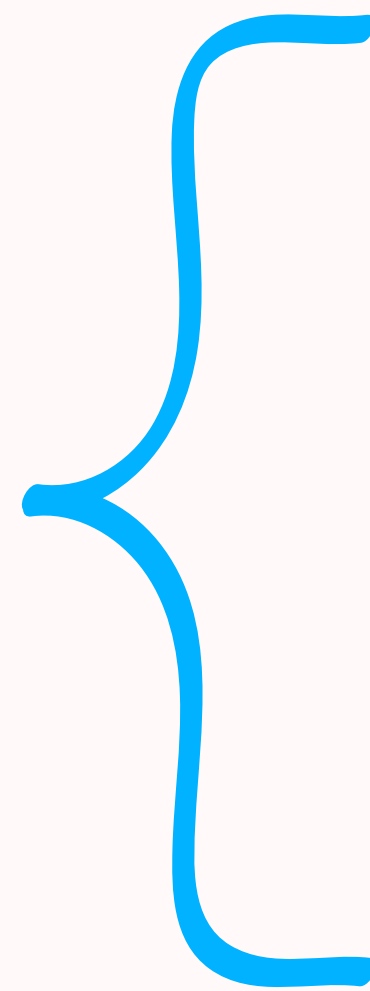
Revisions

Conclusion

Next Steps

Project Overview

This project will redesign and revamp the branding and online presence of the local ice cream shop, Kline's Dairy Bar with hopes of enhancing the marketing for the business that will ultimately increase sales from JMU students and families in the Harrisonburg area.



Client

Kline's Dairy Bar

Locations

Harrisonburg, McGaheysville, Staunton, Waynesboro, and Lynchburg

Primary Audience





College students & families



Design Question

How can we cultivate a better presence both online and offline for Kline's Dairy Bar that enhances the marketing for the business that will ultimately increase sales ?

Project Approach

-  Many locations in the Shenandoah Valley
-  Website is plain, outdated and not user friendly
-  Evaluate the Kline's website and social media
-  Redesign the information to make it more appealing, enhance information architecture, and make it easy for users to navigate

User Research

User Interviews

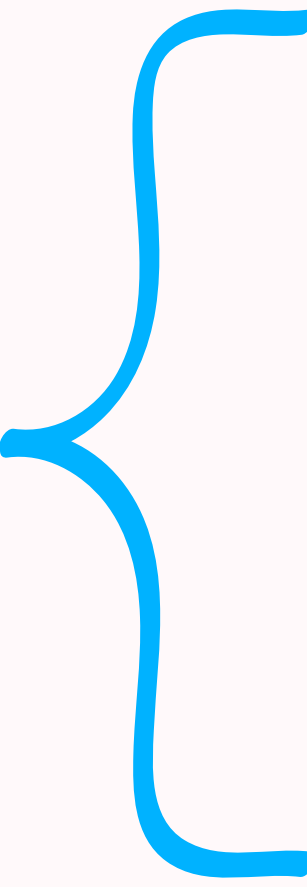
Sofie: Part-time Kline's employee, full-time JMU student

Noah: Full-time JMU student

Virginia: Senior Citizen & Ice cream lover

Emma: Part-time Smiley's employee, full-time JMU student

Key Takeaways

- 
- Hear about specials/discounts through word of mouth, social media and marquees
 - Shops stand out when they have more choices and signature flavors
 - Stands out when environment/ambiance and customer service are nicer than competitors
 - FAQs page on website and marketing person to run socials are beneficial

AVA SMITH

ABOUT

Ava is a sophomore at JMU. She is an environmental science major from New Jersey. She loves going out with her roommates for a sweet treat!

GOALS

- Easily look up current flavors
- Easily find business hours and contact info

PERSONALITY

- Bubbly
- Energetic
- Tech savvy

MOTIVATION

- Always be in the know about her favorite local ice cream shops



AGE

Nineteen

GENDER

Female

JOB

Student

HOBBY

Hiking

FAVORITE ICE CREAM FLAVOR

Cookies and Cream

JENNIFER LONG

ABOUT

Jennifer is a nurse at Sentara Hospital in Harrisonburg. She is a mom of two young boys, one of whom has food allergies. She and her husband prioritize clean ingredients and allergen friendly options!

GOALS

- Easily see the ingredients in ice cream
- Easily check for any allergens

PERSONALITY

- Driven
- Outgoing
- Family-oriented

MOTIVATION

- Finding ice cream shops with plenty of options so her family can enjoy a sweet treat



AGE

Thirty-Four

GENDER

Female

JOB

Nurse

HOBBY

Baking

FAVORITE ICE CREAM FLAVOR

Rocky Road

Visual Samples

smileysicecream

940
Posts

2,966
Followers

154
Following

Smiley's Ice Cream

Ice Cream Shop

We are both an ice cream shop and mobile trailer making homemade ice cream, sorbets and MORE!

Bridgewater, VA

205 Don Litten Parkway, Bridgewater, Virginia

smileysonlinestore.square.site

Followed by j mudining and lexi.benton

Follow

Message

Shop

Shop News

Fun Events

New Shop

In The Maki...

vanleeuwenicecream

4,599
Posts

207K
Followers

1,462
Following

Van Leeuwen Ice Cream

vanleeuwenicecream

A LIFE WITHOUT ANYTHING GOOD IS BAD
Ice Cream & Vegan Ice Cream. Our scoop shops are open for mouths that are open. Local & nationwide delivery too.
Greenpoint

linktr.ee/VanLeeuwenIceCream

Follow

Message

Email

Fall Specials

Press Hits

Partnerships

Grocery

Delive

saltandstraw

4,680
Posts

396K
Followers

650
Following

Salt & Straw Ice Cream

saltandstraw

Daringly delicious ice cream | Rotating monthly menus | Find your local scoop shop or order for nationwide shipping

linkin.bio/saltandstraw

Follow

Message

Shop

Monthly Fla...

Collab Lab

Resources

Spotify

Saltie D

halotopcreamery

2,058
Posts

586K
Followers

1,481
Following

Halo Top Creamery

halotopcreamery

Frozen Treats you can feel good about eating.

linktr.ee/halotop and 1 other

Followed by j mudining

Follow

Message

Email

Creations

Halo Summer

Fan Love

NWW

The Sc

Branding: Color Palette

Marachino Cherry

Hex: #FF1B4B

RGB: (255, 27, 75)

CMYK: (0,89,71,0)

Blue Raspberry

Hex: #00B2FF

RGB: (0, 178, 255)

CMYK: (100,30,0,0)

Midnight Blueberry

Hex: #002534

RGB: (0, 37, 52)

CMYK: (100,29,0,80)

Strawberry Sherbet

Hex: #FFB3BC

RGB: (255, 179, 188)

CMYK: (0,30,26,0)

Cotton Candy

Hex: #C0ECFF

RGB: (192, 236, 255)

CMYK: (25,7,0,0)

Vanilla Frost

Hex: #FFF9FA

RGB: (255, 249, 250)

CMYK: (0,2,2,0)

Branding: Fonts and Logos

HEADINGS/TITLES

Bright Retro

abcdefghijklmnopqrstuvwxyz

1234567890 ?!@#\$\$%&*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BODY TEXT

Avenir

abcdefghijklmnopqrstuvwxyz

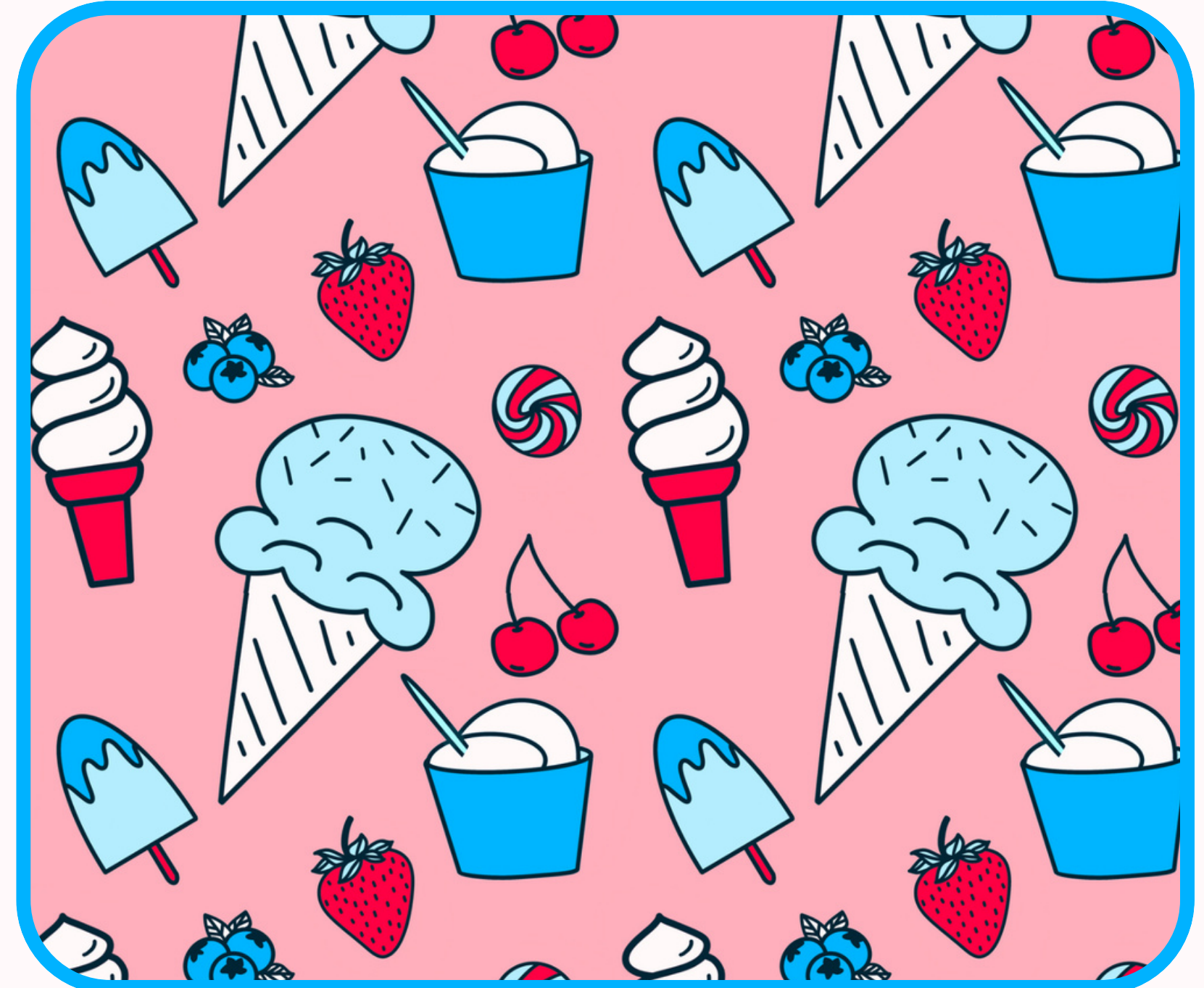
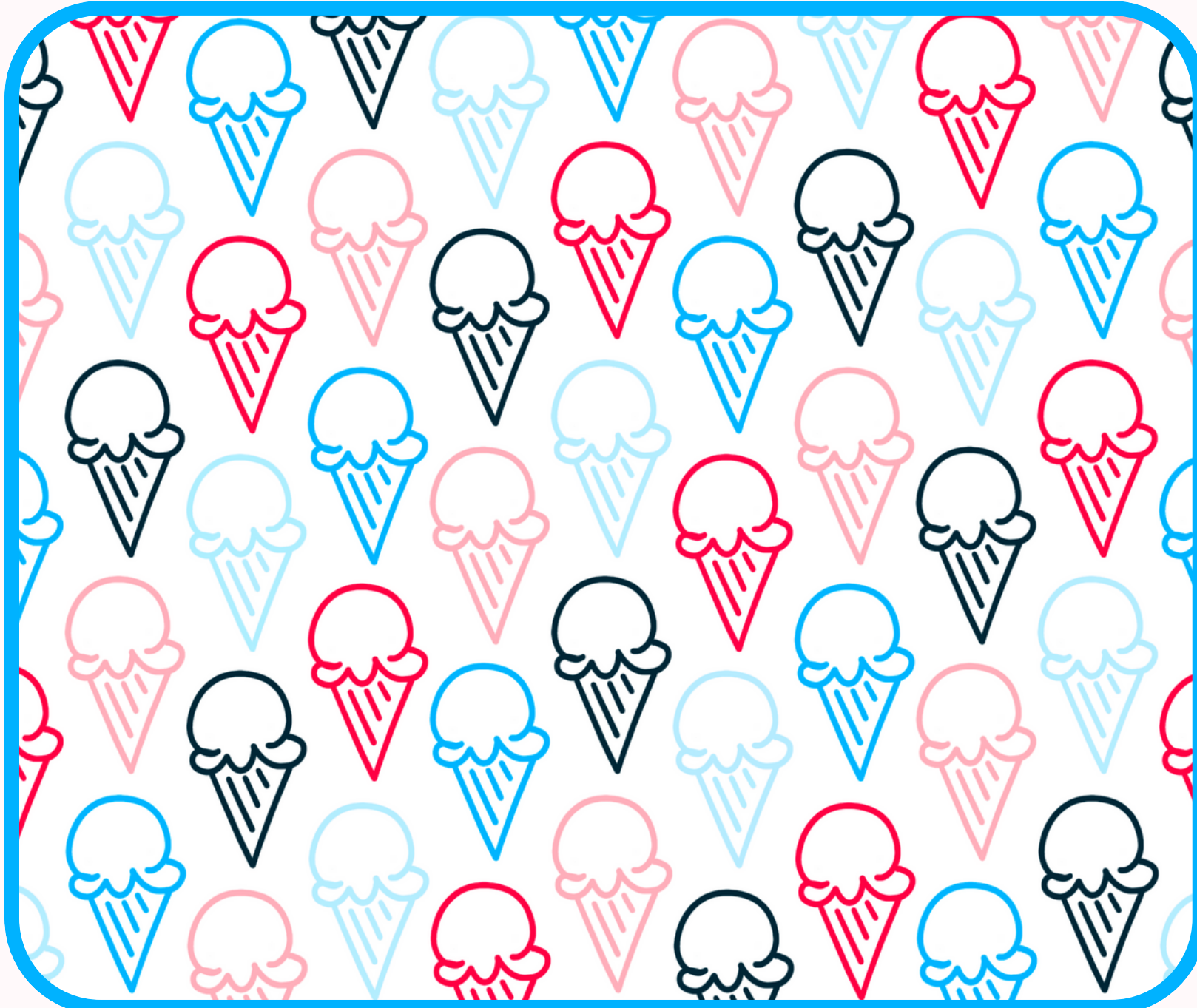
1234567890 ?!@#\$\$%&*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

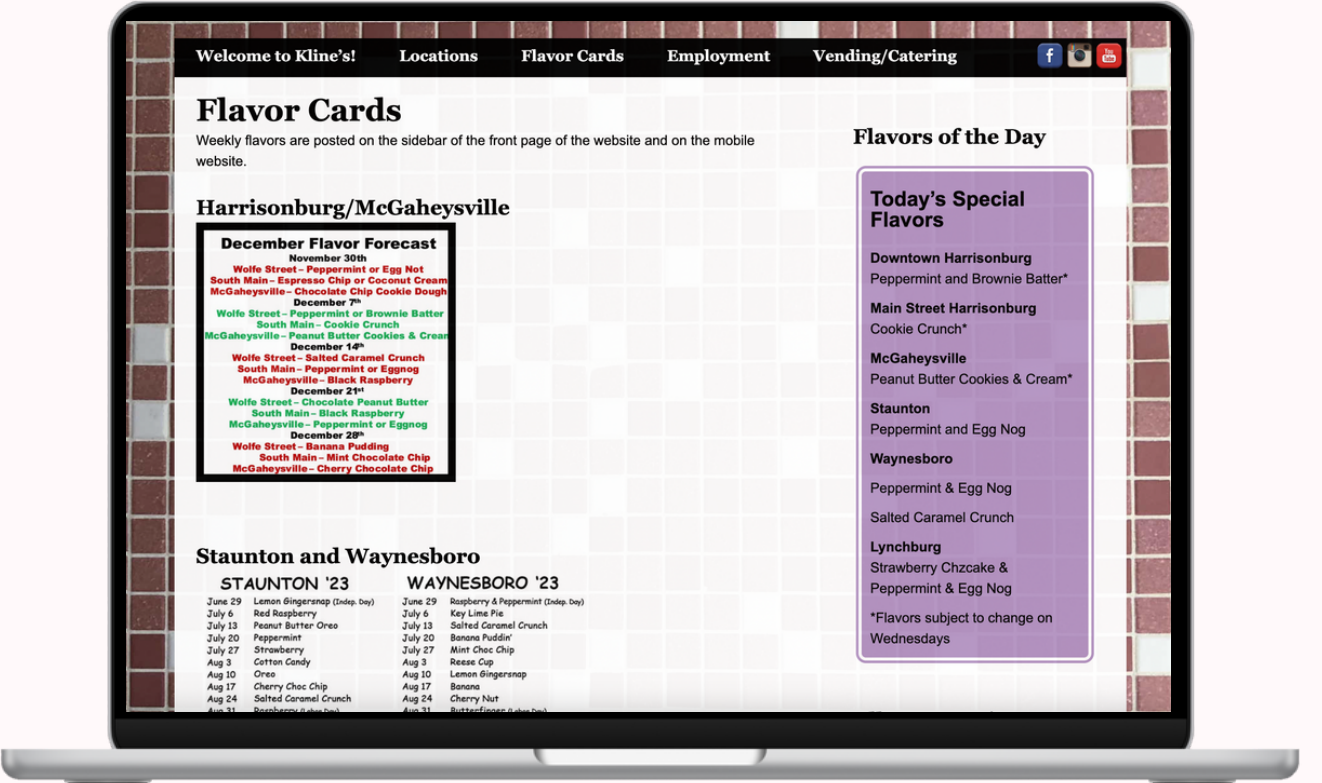
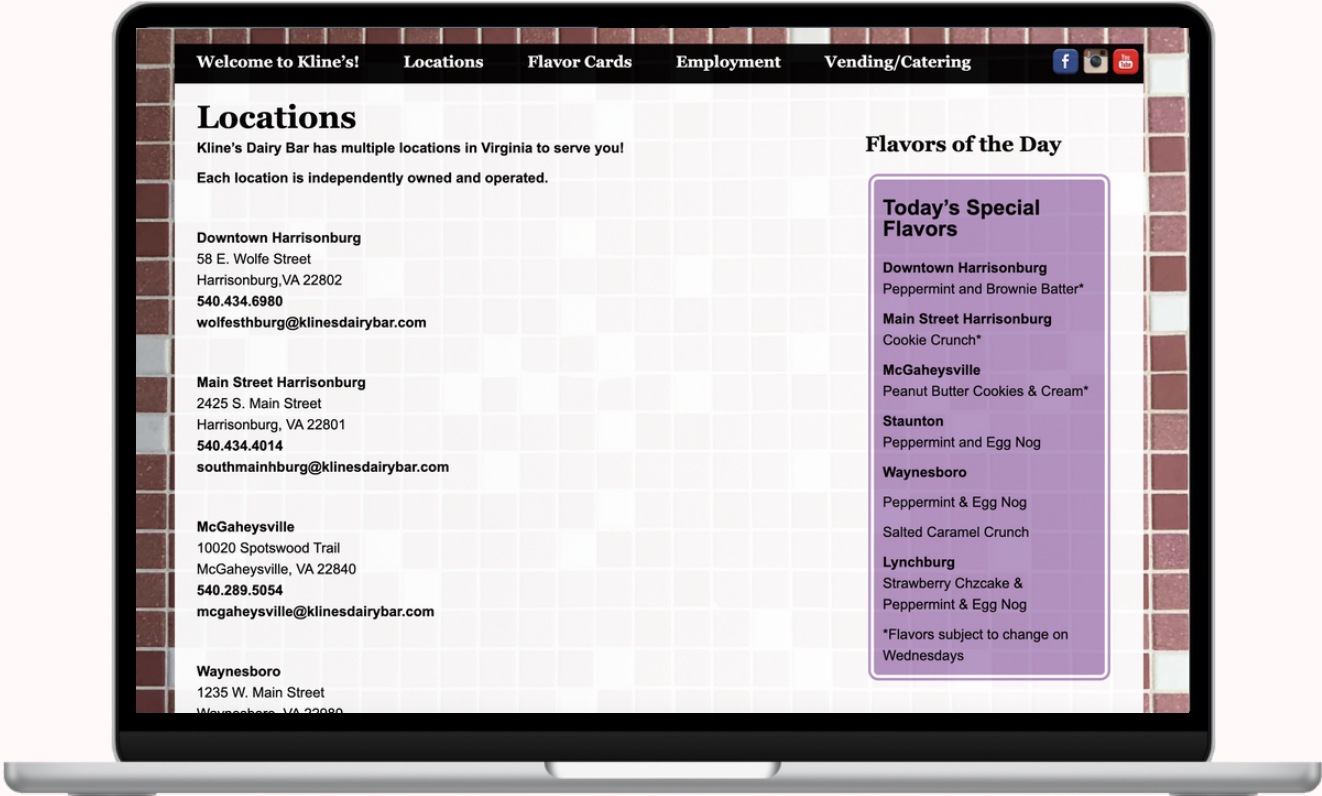
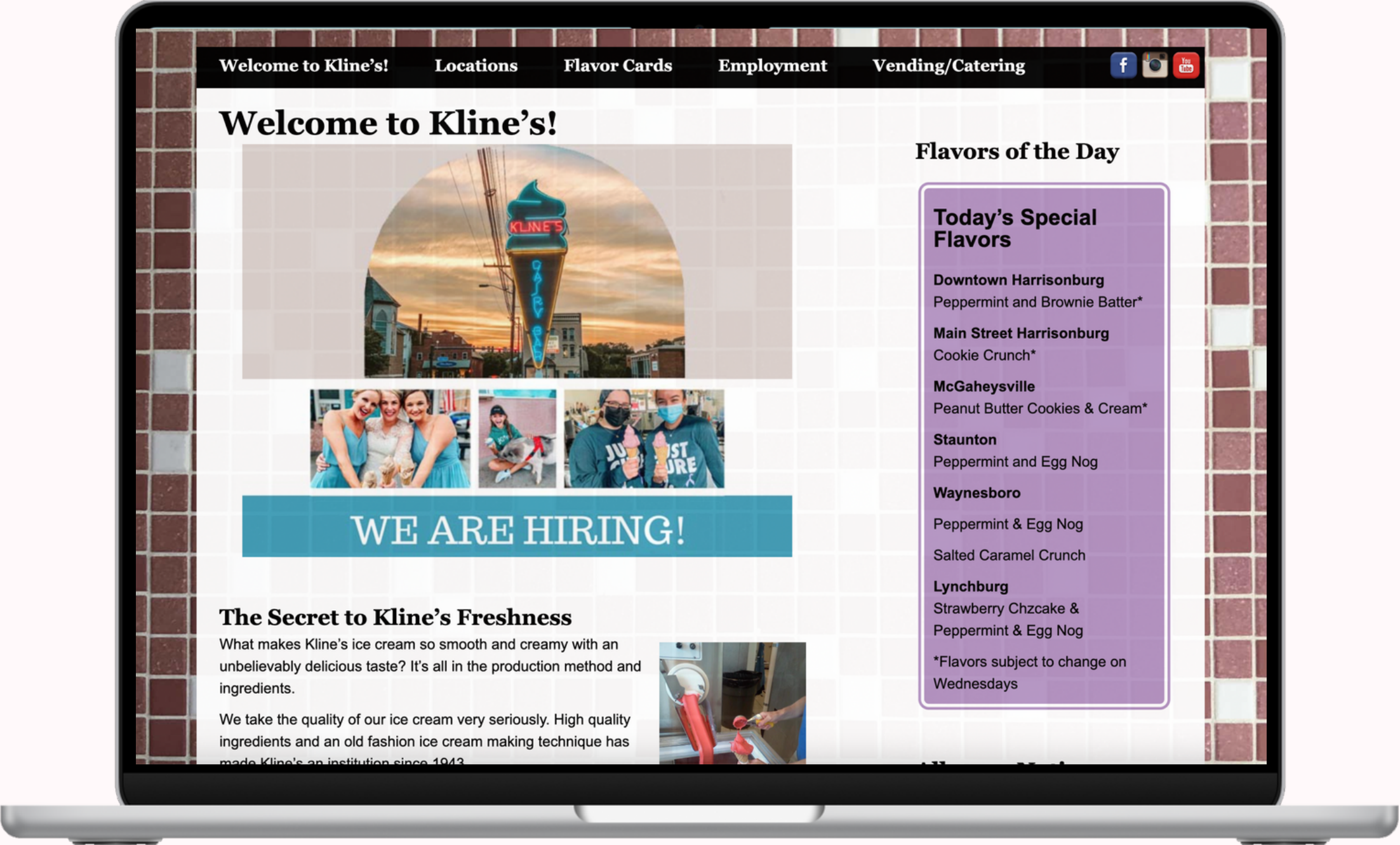
Klines
DAIRY BAR



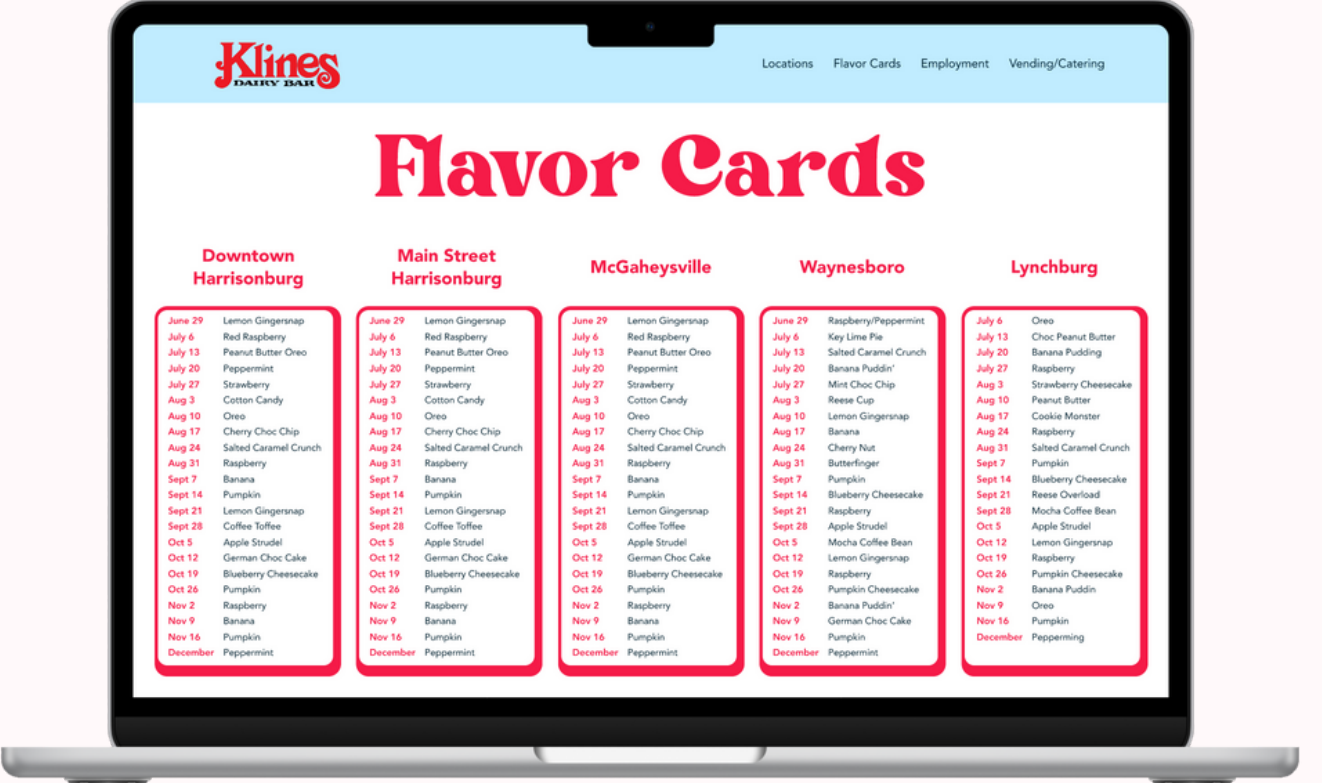
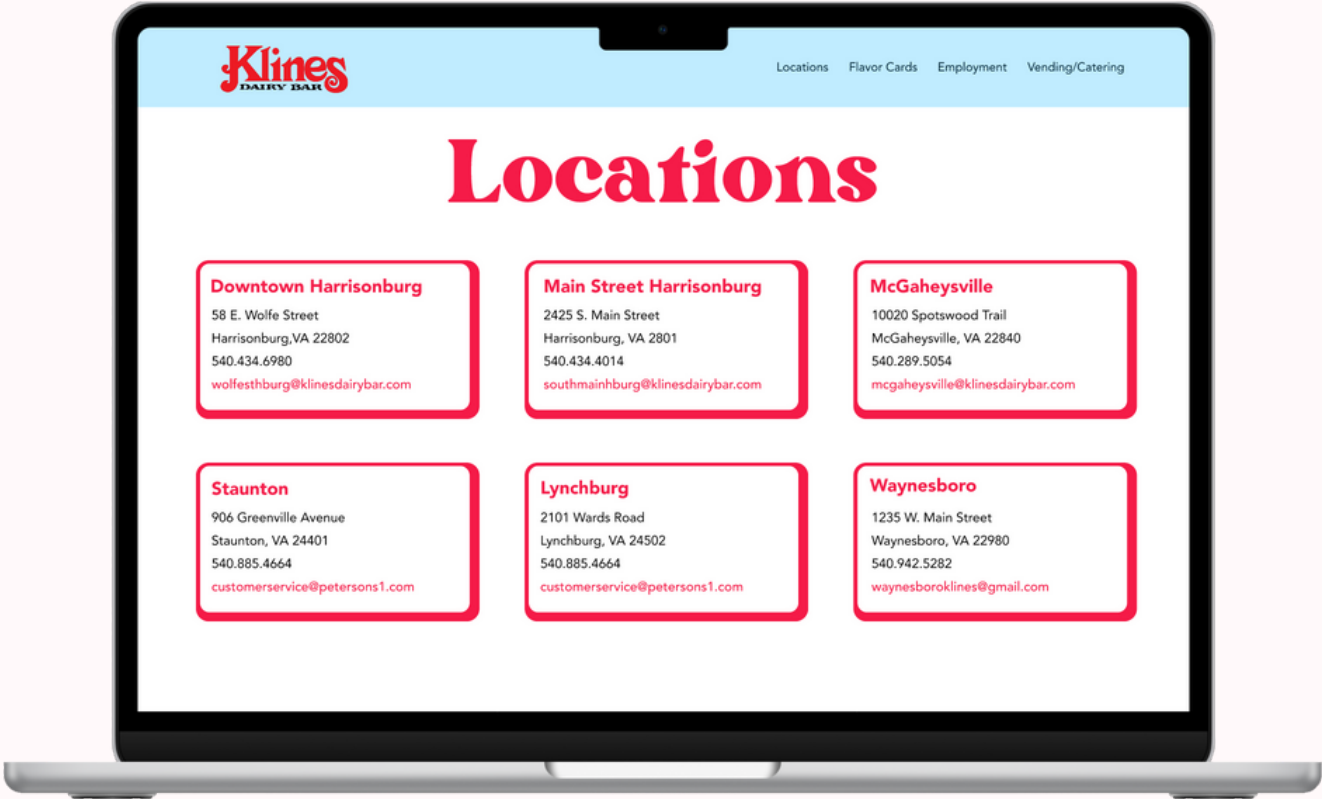
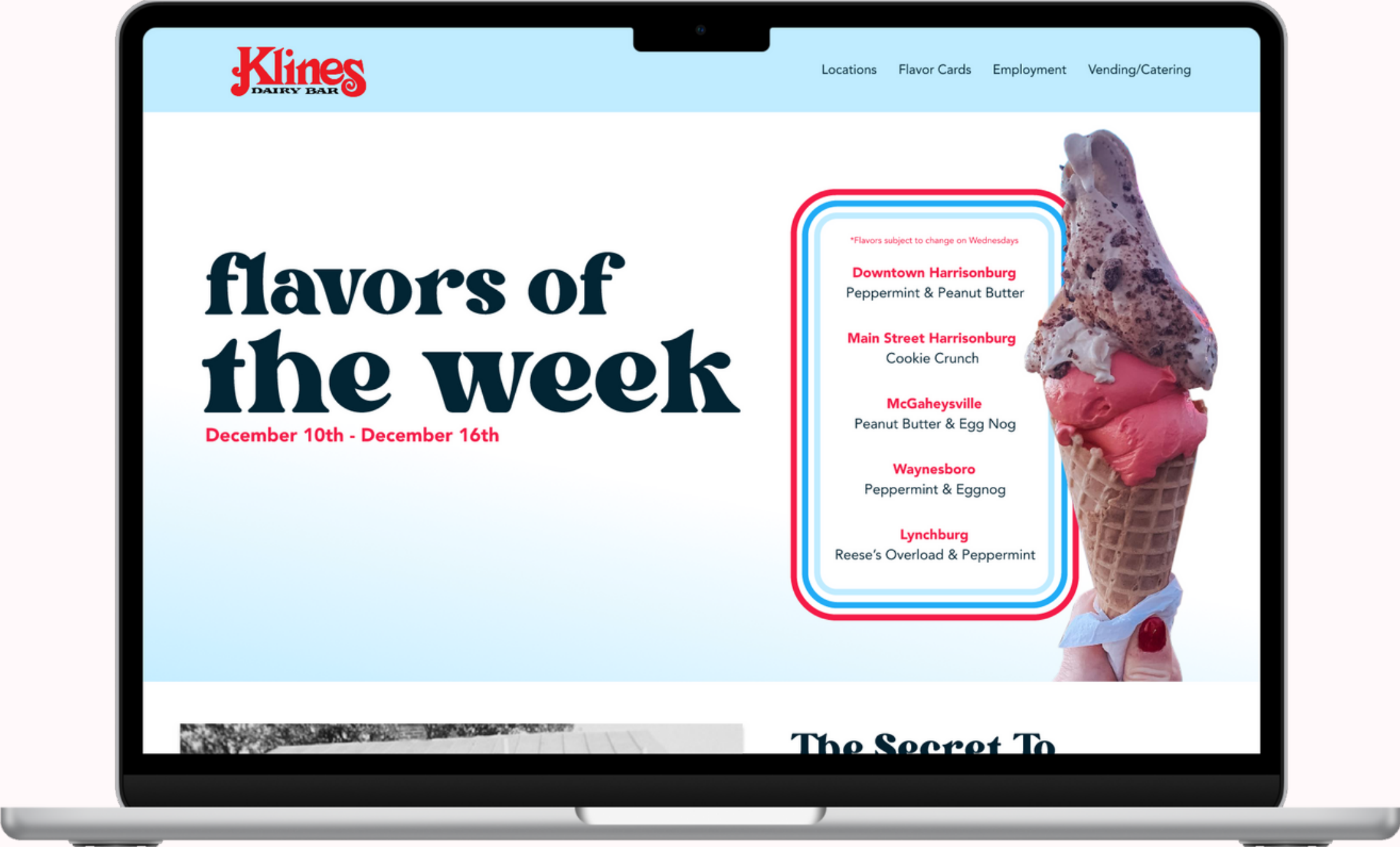
Branding: Patterns



Website Currently

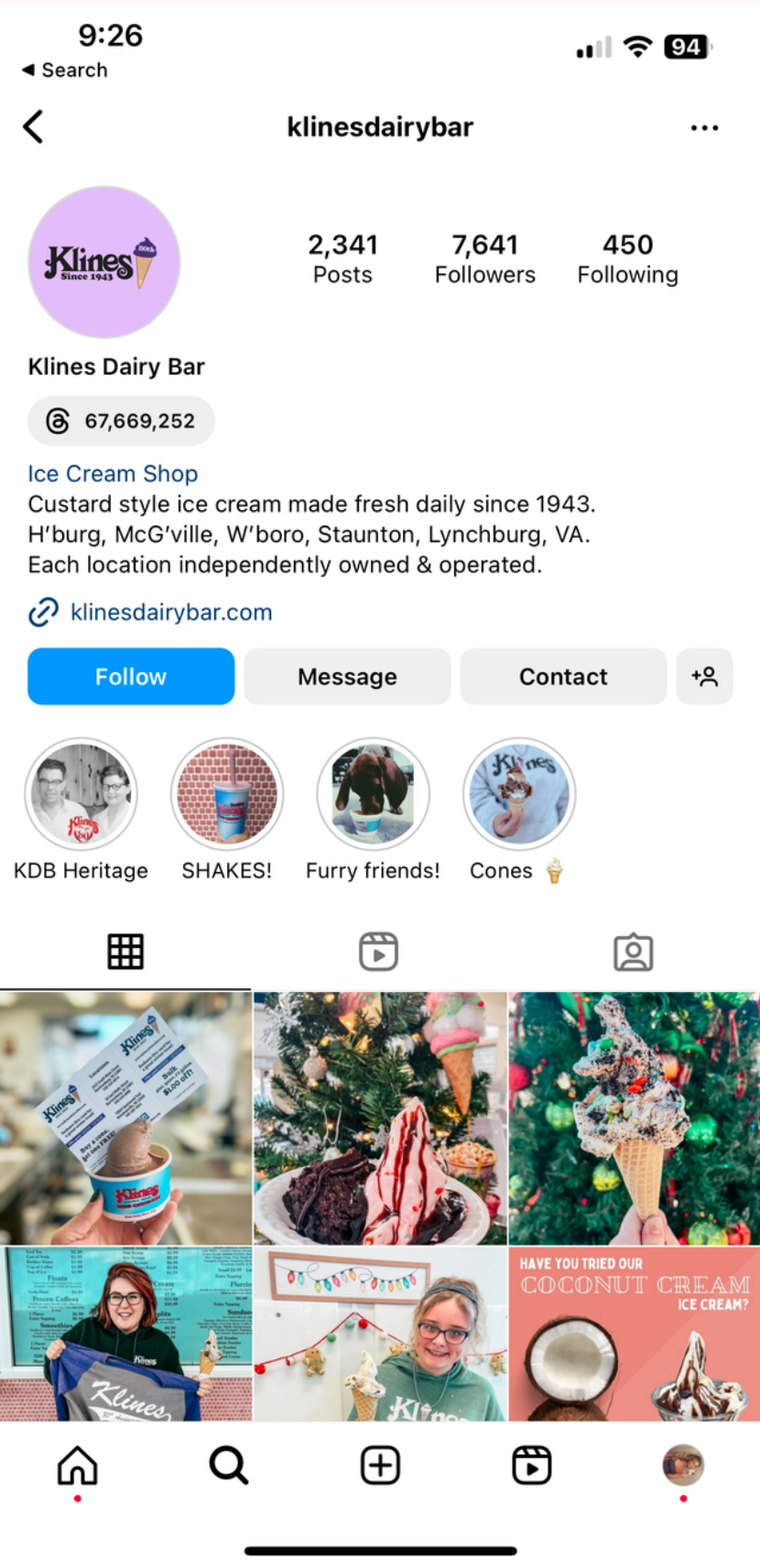


Website Rebrand

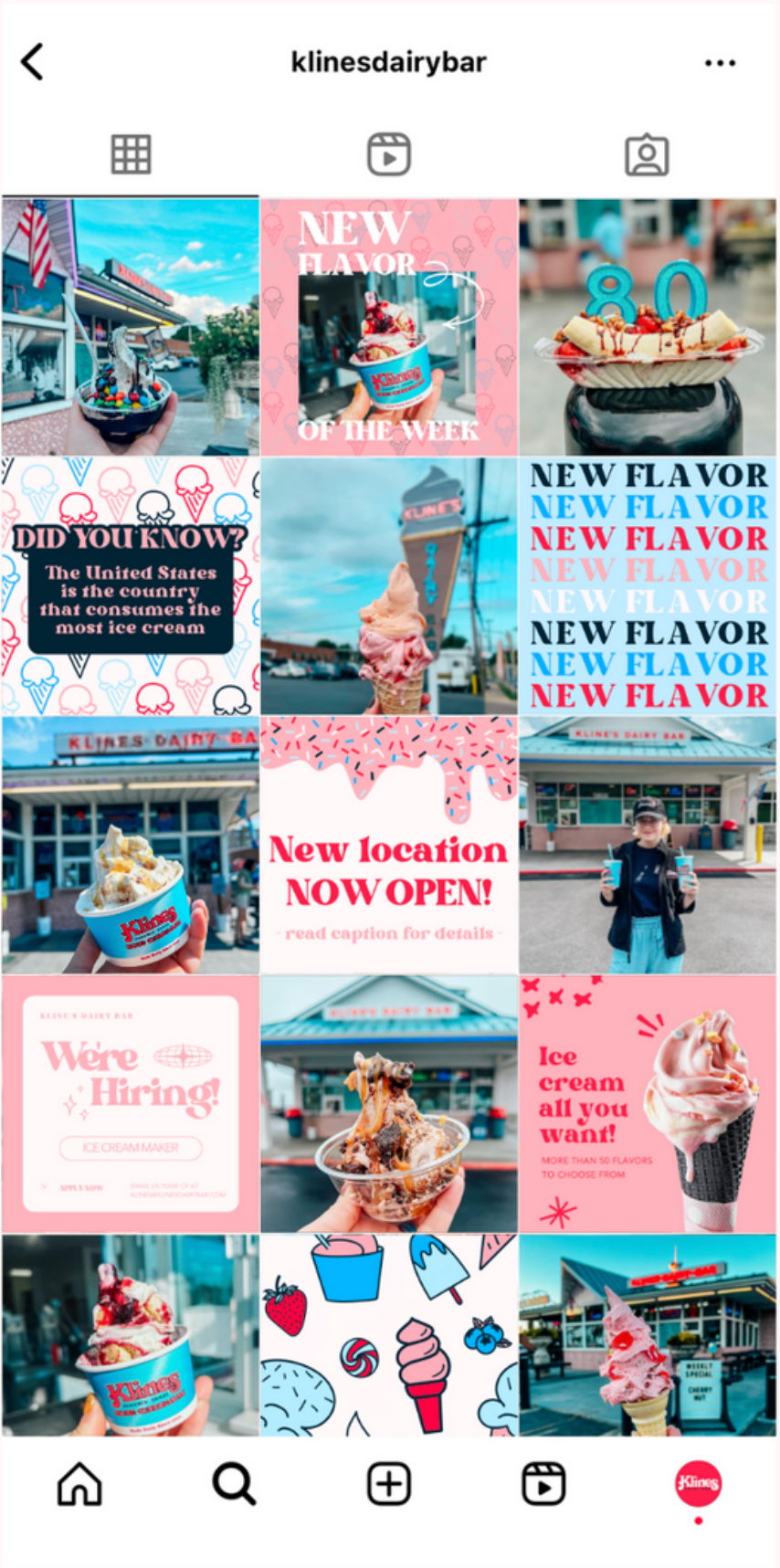
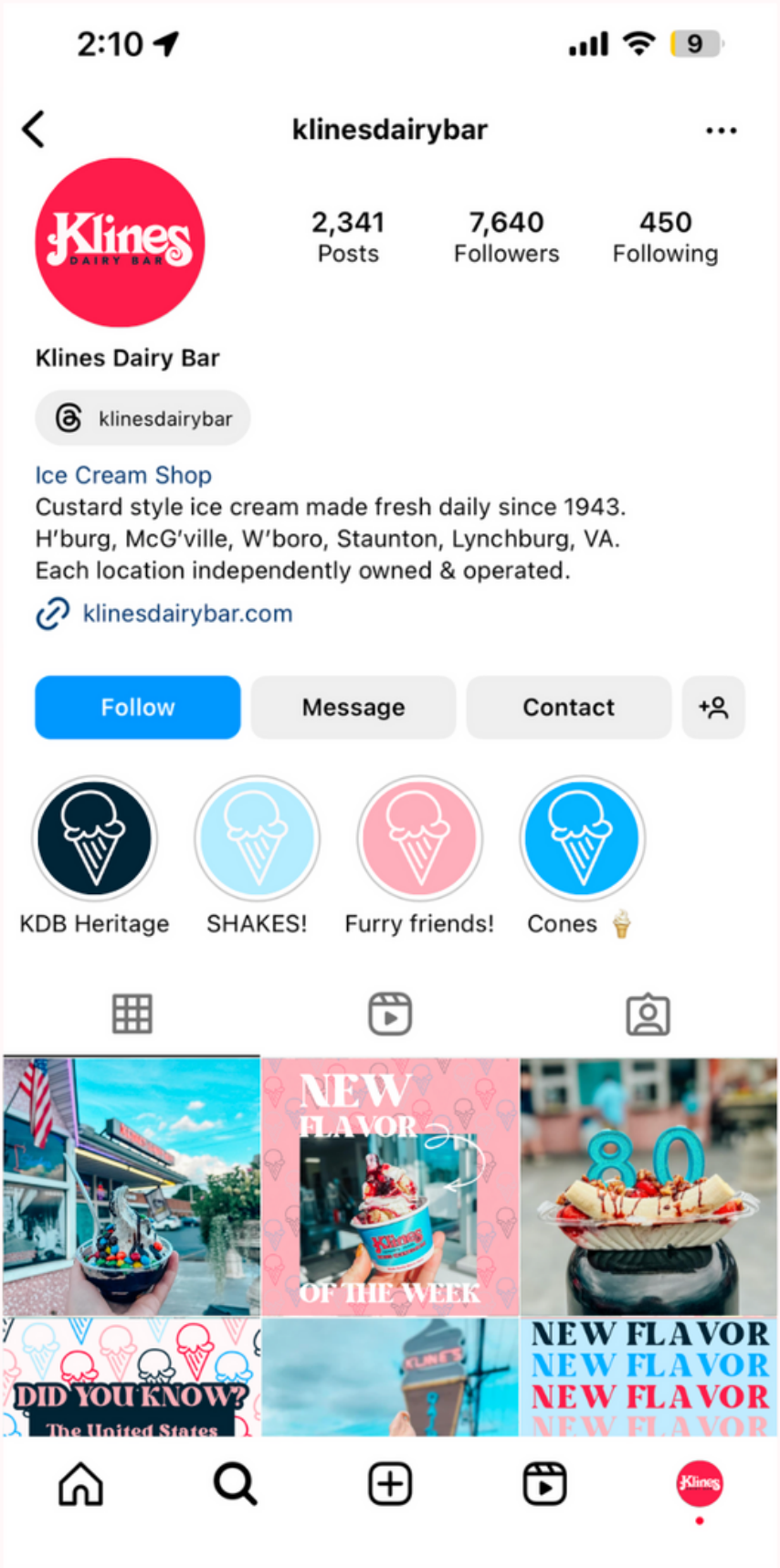
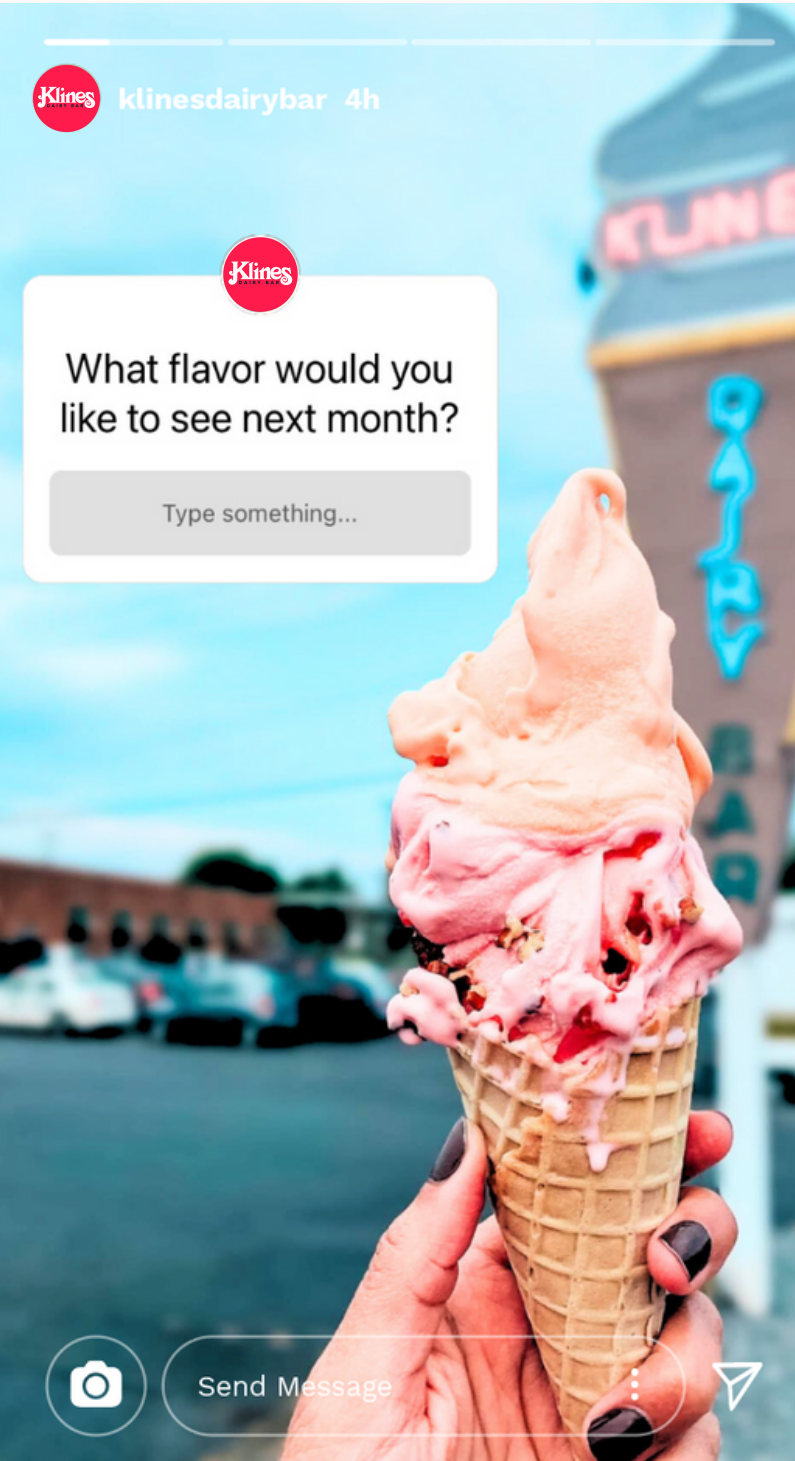


[Figma File Link](#)





Instagram Currently








Instagram Rebrand



Conclusion

-  Branding is more cohesive and easily recognizable
-  Website design provides easier navigation and simple functionality
-  More visually appealing interface
-  Organized information hierarchy

Next Steps

-  Interview more competitors to identify further ways to improve Kline's Dairy Bar
-  Create mockups for all of the remaining pages on the Kline's site
-  Create a mockup for mobile site
-  Conduct usability testing
-  Present our redesign to Kline's



THANK YOU!

———— Any questions? ————