



— Brand Redesign —

Client: Kline's Dairy Bar

Revision History: 2.0

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The background of the entire page is a repeating pattern of various ice cream items. It includes light blue cones with white scoops, blue cups filled with white soft-serve ice cream, and light blue popsicles with white tops. Scattered throughout are fresh strawberries, blueberries, and small round candies with red and white swirl patterns. The entire pattern is set against a light pink background.

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Our Team



ALI MCCALED [UX Researcher]

I'm a senior SMAD major with a concentration in Interactive Design from Northern Virginia. I specialize in design as I have experience managing social media for a variety of organizations like The Breeze, VALHEN Network, and my sorority. I also have a specific interest in UX research and was able to showcase this at the ACM CHI Student Design Competition 2023 in Hamburg, Germany. I would consider myself an organized and responsible student and team member.



ALEXANDRA MEYERS [UX Designer]

I am a SMAD major with a concentration in Interactive Design and a Sport Communication minor, and am from Richmond, Virginia. I am most interested in visual design and UX/UI design, and have relevant experience including being a presenter at the ACM CHI Conference and being a product design intern with the NFL. Outside of school I spend my time on the tennis courts with the JMU Club Tennis team, my sorority, and enjoy painting, watching sports, and cooking.



KATERINA MOSS [Visual Designer]

I am a SMAD major with a concentration in Interactive Design and a General Business minor, and am graduating this December. I am a very social and outgoing person full of energy. I am skilled in UX/UI design, front-end development, branding, and graphic design. I am a passionate JMU and New York sports fan. Outside of school, I spend most of my time outdoors, hanging out with friends and family, traveling around the US, or playing with my two little dogs.

Project Overview

This project will redesign and revamp the branding and online presence of the local ice cream shop, Kline's Dairy Bar. Kline's is a popular ice cream shop, with multiple locations around the Shenandoah Valley. Despite its popularity among students and local members of the community, its website is plain and could largely benefit from a redesign. For this project, we will evaluate the Kline's website and redesign the information to make it more appealing, enhance information architecture, and make it easy for users to navigate 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

The background of the slide is a vibrant red with a repeating pattern of various ice cream items. These include pink and blue ice cream cones, blue cups filled with pink ice cream and a spoon, light blue popsicles, red strawberries, and clusters of blueberries. The pattern is scattered across the entire slide, framing the central text box.

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

Noah Beidleman: Full-time JMU student

Virginia Propheter: Senior Citizen, Ice Cream lover

Emma Miller: 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 shop



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 their 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

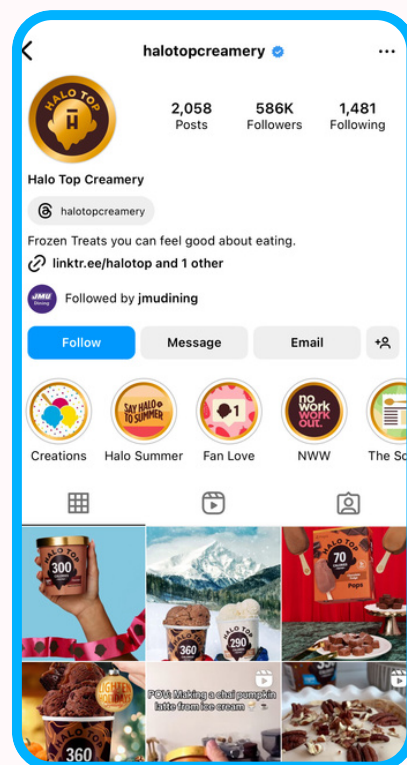
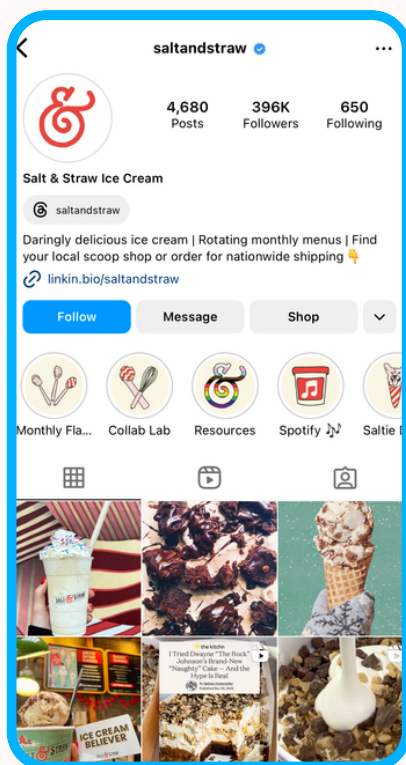
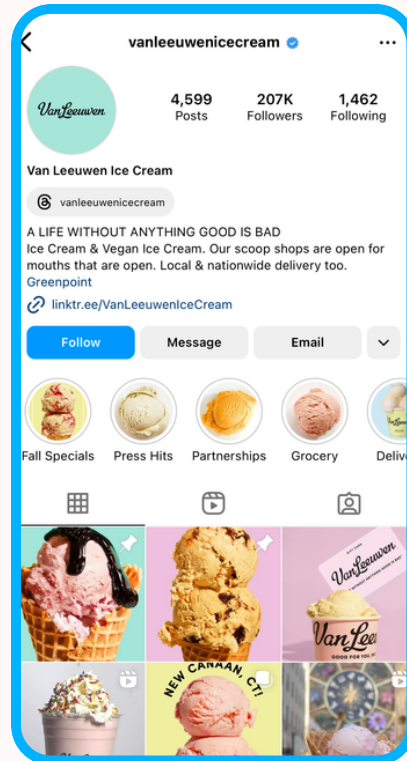
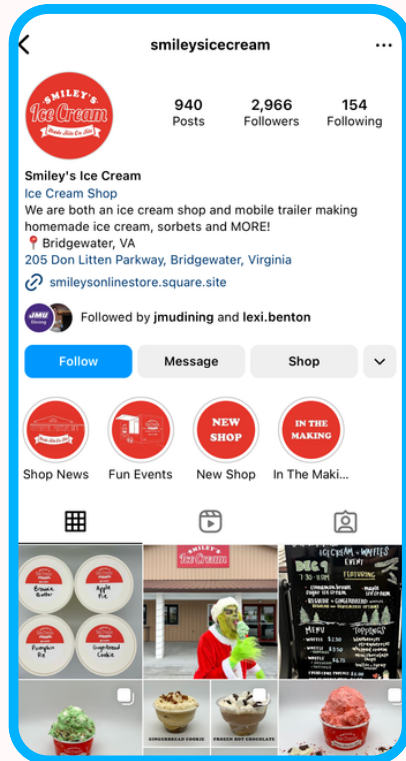
JOB Nurse

HOBBY Baking

**FAVORITE ICE
CREAM FLAVOR**

Rocky Road

Visual Samples



Brand: 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)

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)

Midnight Blueberry

Hex: #002534

RGB: (0, 37, 52)

CMYK: (100,29,0,80)

Brand: Logo

We updated the logo, but kept the same visual identity as before. The main “Klines” text is the same typeface, but the color has been updated to match our new palette. The secondary text “dairy bar” has a new typeface, using our secondary font in order to simplify and modernize the logo, while also improving the legibility.



The icon logo has been created to be used as the social media profile photo. It is the inverse of the colors of the main logo so the brand is still easily identifiable across all platforms, while the red background helps to make it more recognizable at a glance.



Brand: Typography

The Klines brand typefaces are Bright Retro and Avenir. The Bright Retto type should be used for all titles and headers. The Avenir type family should be used for all subheads and body text. Both fonts are available as a free download at www.dafontfree.co.

Bright Retro

abcdefghijklmnopqrstuvwxyz 1234567890

?!@#\$%&*ABCDEFGHIJKLMNOPQRSTUVWXYZ

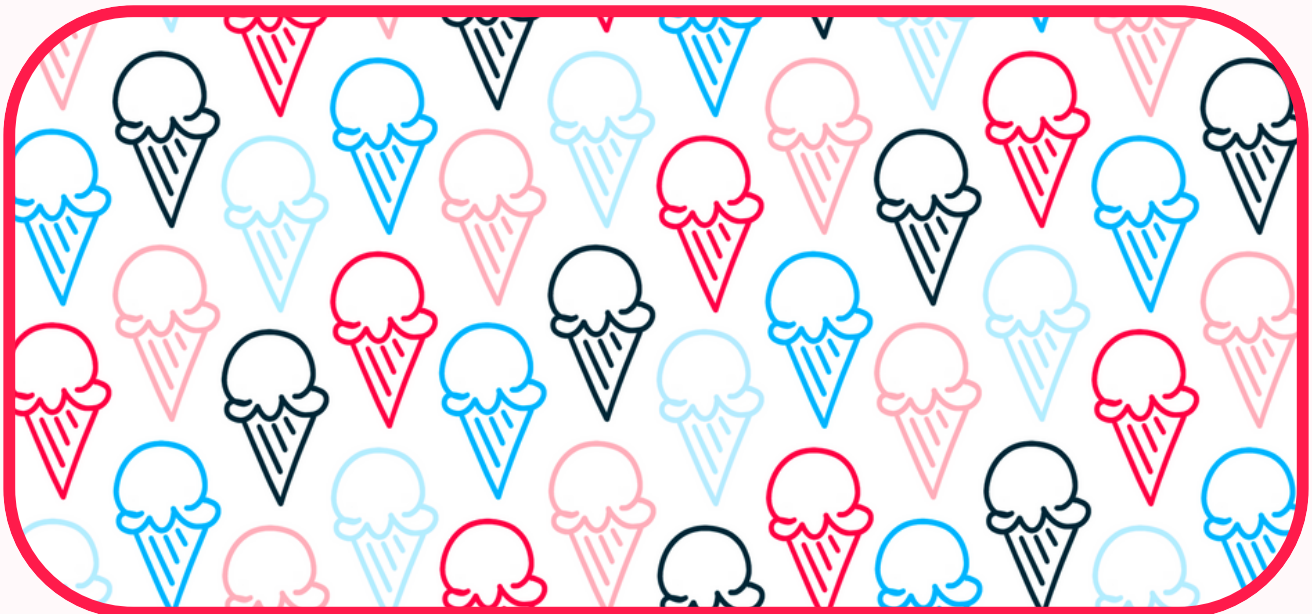
Avenir

abcdefghijklmnopqrstuvwxyz 1234567890

?!@#\$%&*ABCDEFGHIJKLMNOPQRSTUVWXYZ

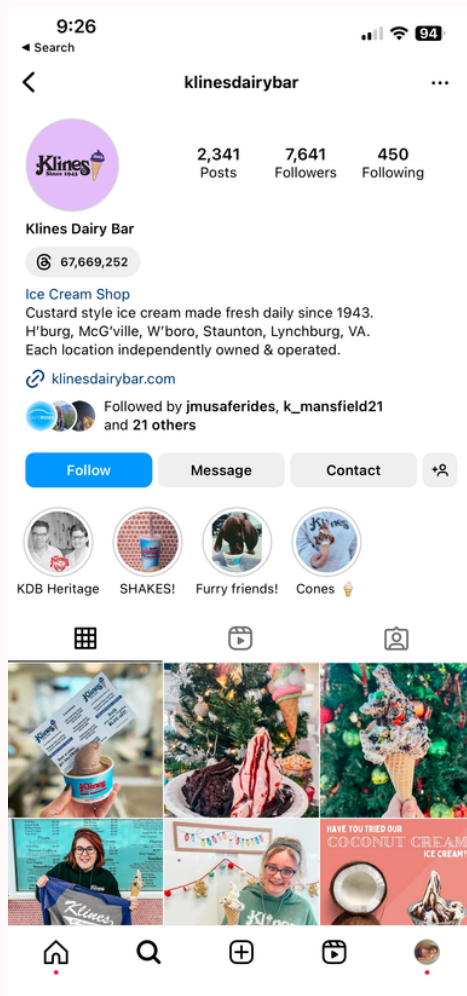
Brand: Patterns

The brand patterns were created using the new color palette. These serve to aid the recognition of the brand identity and



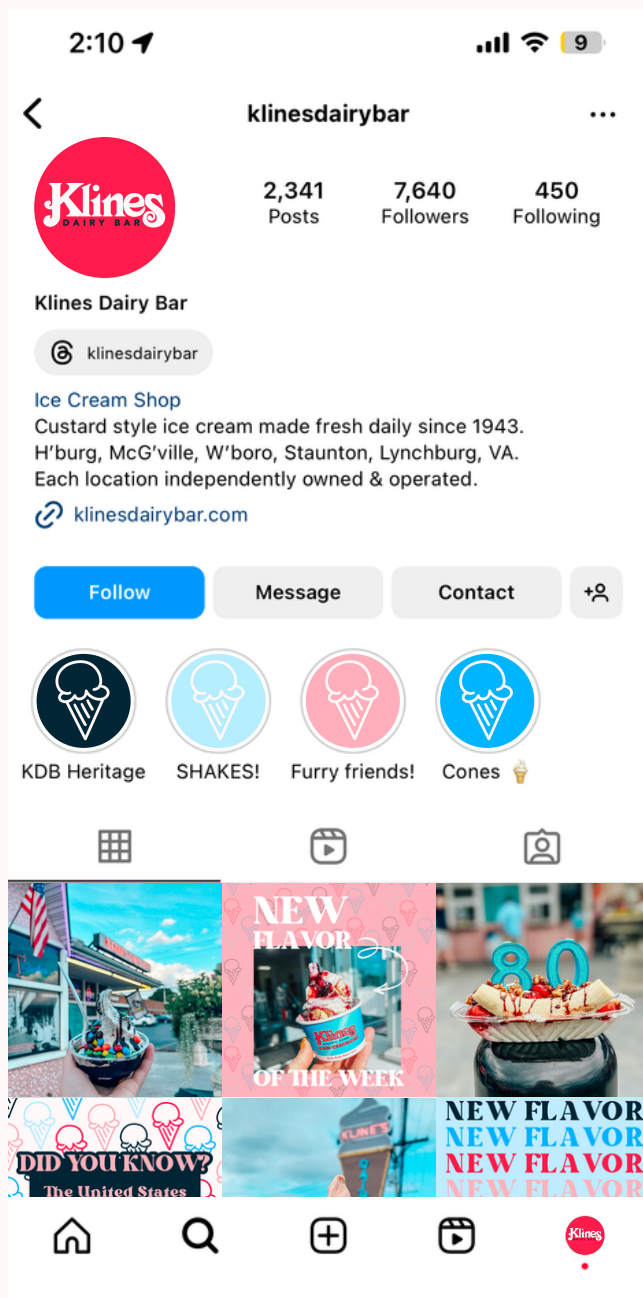
Instagram Currently

Right now, the instagram for Kline's does not follow any pattern or theme. The profile photo is purple which does not match the branding on anything else Kline's related. It also does not have much creativity or engaging material within the stories and posts.



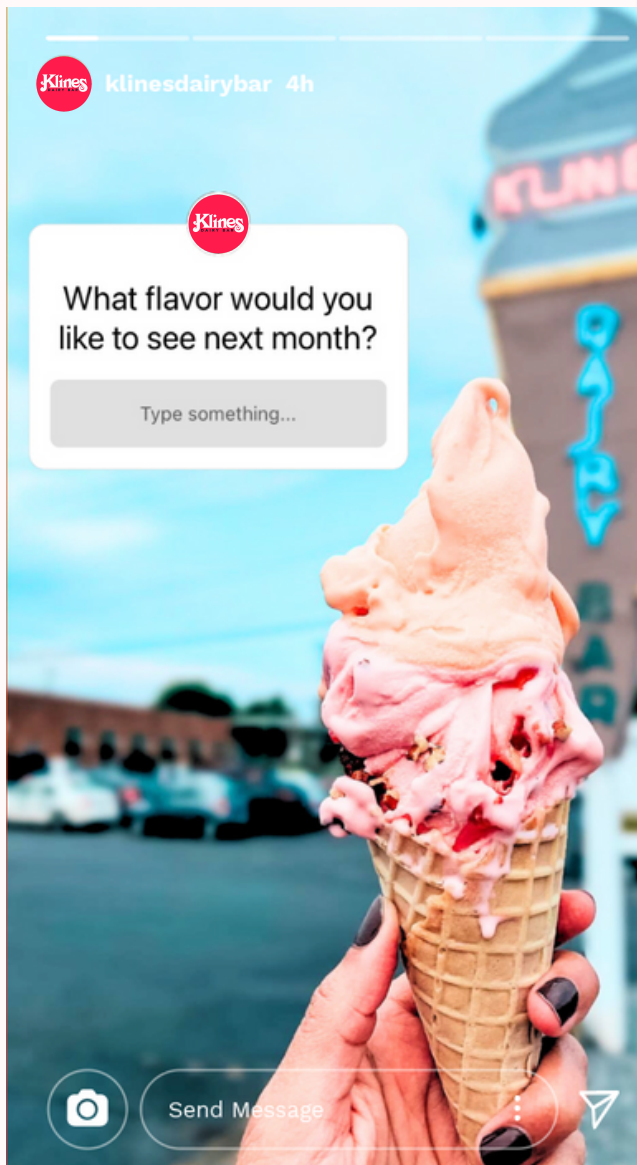
Instagram Feed

We redesigned the Instagram profile to better reflect the brand and incorporate the new color scheme and patterns. By doing so, it makes the profile more aesthetically pleasing and engaging to users.



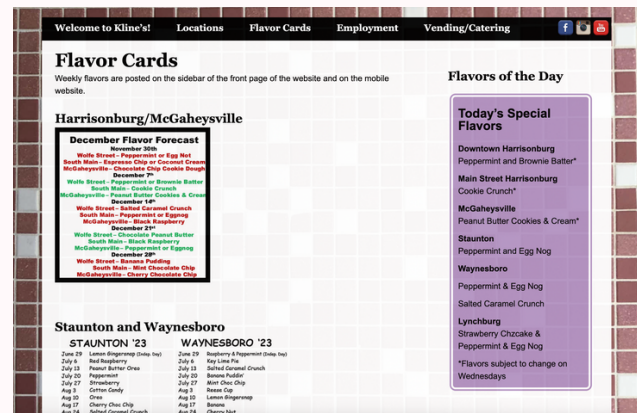
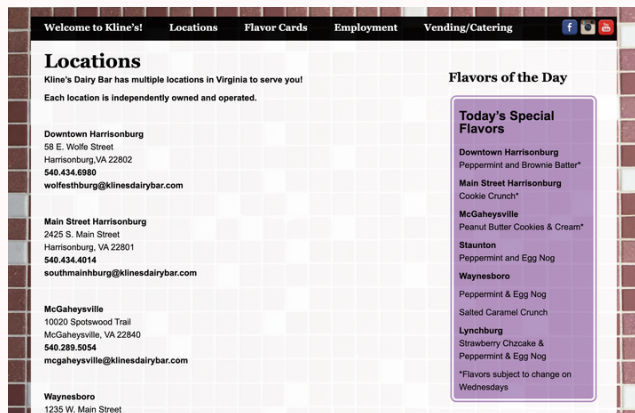
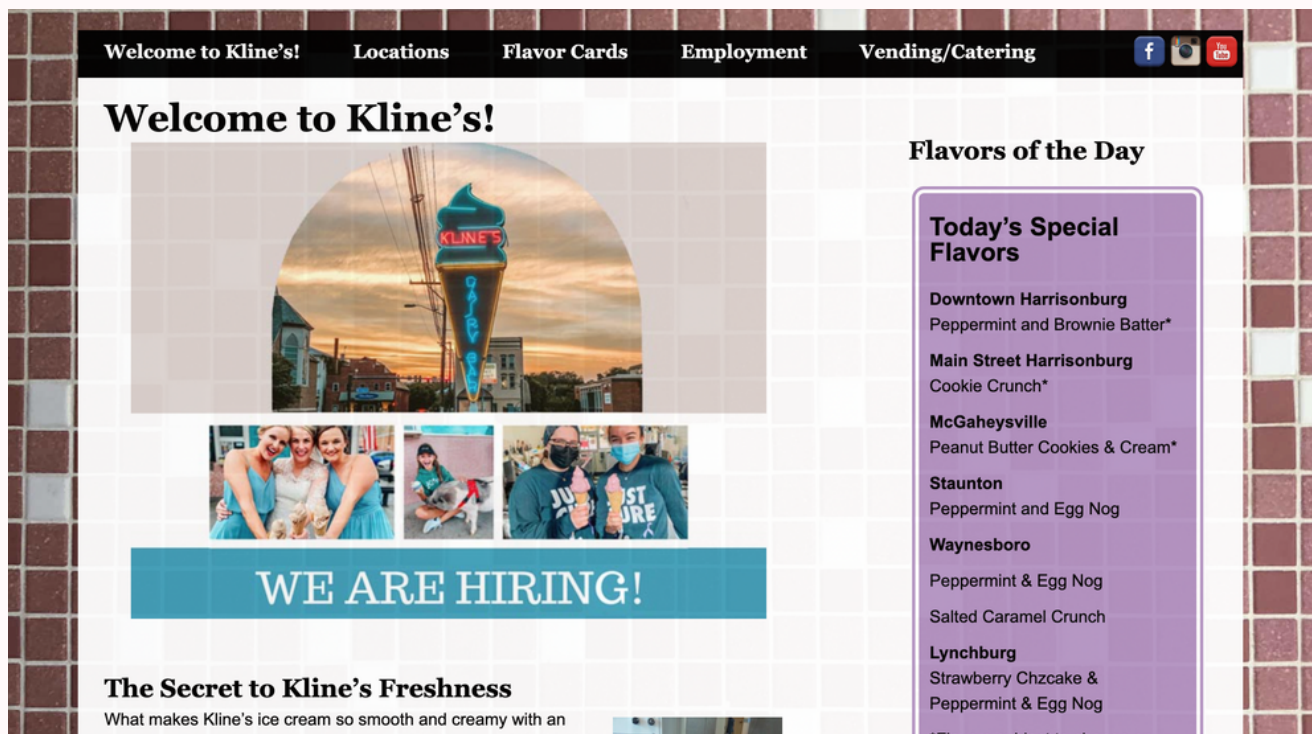
Instagram Stories

The Instagram stories were designed to drive more engagement by allowing users to interact with the account and easily view the new posts.



Website Currently

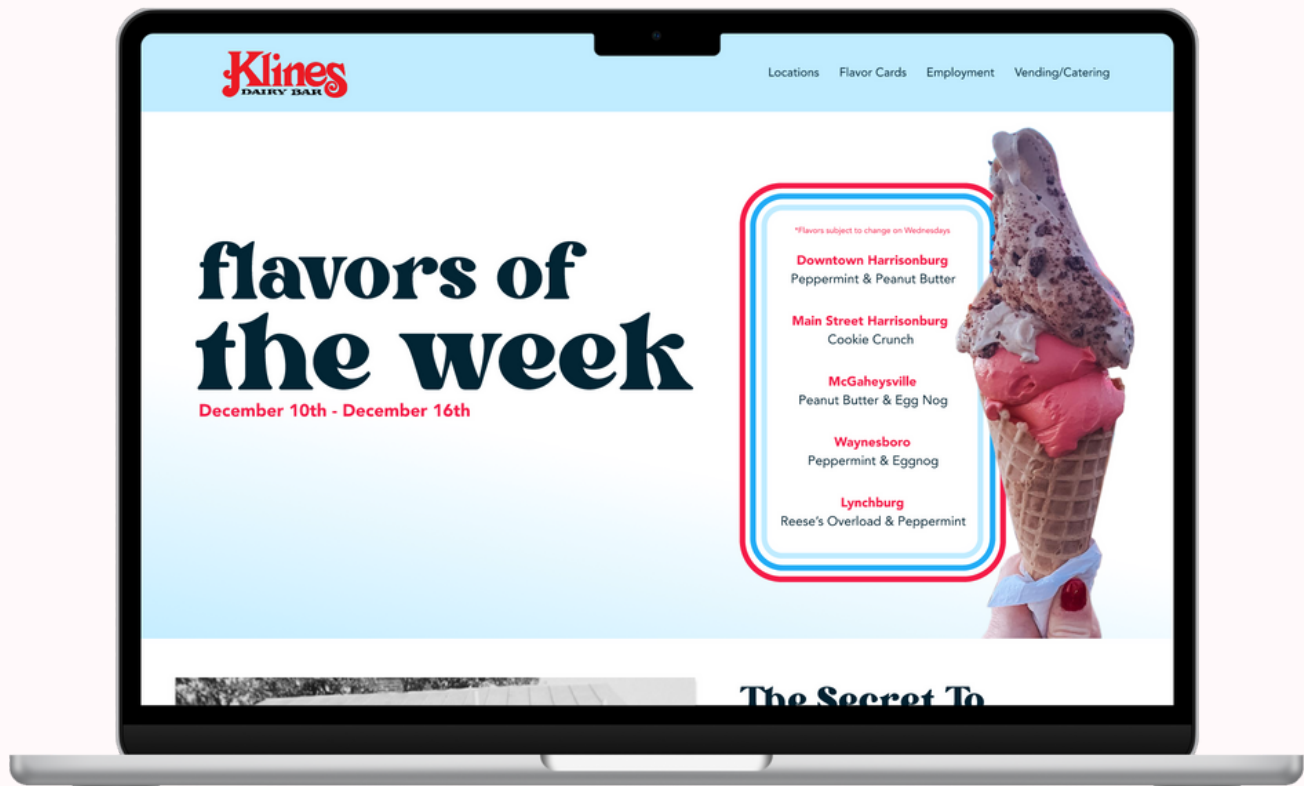
Right now, the website is very outdated looking and not very engaging. The background of the tiles makes it appear dull, and there is no site of any brand logo on the entire site.



Website

<https://www.figma.com/file/icpuNtNka5JyZfJLYy6KkP/Kline's-Dairy-Bar?type=design&node-id=1%3A4&mode=design&t=hGWzhKxmUonZxnE4-1>

We redesigned the Kline's website in order to make it more cohesive with the brand identity, as well as more user friendly. It now has very bright, fun, retro graphics to reflect the brand better.



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



THANK YOU!

—— Contact us with any questions ——