

Wild Bloom & Co.

perfectly wild teas

Branding and UI by Diana Ivanova

Introduction

An Online Store for Wild Tea

“Wild Bloom” is a modern tea company championing wild-picked teas and ethical trade practices. Their signature line of “nude tea” is sourced in micro-quantities, then packaged with zero processing or additives. Each flavor is handled separately, while blend-lovers can follow unique recipes.

Project Aim

The aim is to create brand guidelines and UI for Wild Bloom’s e-commerce platform. The challenge lies in expressing the core values of the company and design an online store that is highly usable, yet contains plentiful information for users who wish to learn about the history of tea, ethical sourcing, rewilding methods, community involvement and more.

My Approach

To reflect this unique vision, the brand direction combines a classic Victorian aesthetic with a fresh humorous touch. The modern treatment of empty space and clear hierarchy will make the product pleasing, usable, and contemporary. An inspiration for this direction is the famous wit and style of Oscar Wilde.



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1. Wildness

WB has a mission to “rewild” our tea habit by diving into wild-picked tea, and tea grown via “rewilding” methods rather than simply sustainable practices. Their commitment to “wildness” is also an invitation to live the thrill of foreign lands and exotic flavors. The playful seduction of this principle is a core element in the brand name and voice of WB.

2. Luxury

WB offers a luxury product. Teas are hand-picked in the wild with personal attention to each plant, then dried and packaged one flavor at a time, to ensure the most pure and natural experience. WB doesn't offer blends, only single flavors. They publish blend books with uniquely developed recipes that blend-lovers can follow.

2. Ethics

Long after the colonial era, the tea industry remains linked with harmful agricultural methods, unfair labor practices, and a long supply chain. WB partners with local communities of foragers and growers to support small scale, old-growth arbor tea production and fully wild foraging methods.

The motto is an excellent example of the “wildness” guiding principle, and another nod to Oscar Wilde:

“

perfectly wild teas



it sounds like “tease”

Libre Baskerville

A classic serif font with a tall x-height, optimized for digital readability. It lends an air of luxury and historicity, but remains highly usable and adapted to a digital application. Use for titles above 24pt.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!@#\$%^&*()

Lato

A sleek yet warm sans serif with excellent readability at smaller sizes. The semi-rounded letter forms subtly humanize the typeface so it pairs wonderfully with Libre Baskerville. Use for sizes under 24pt.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!@#\$%^&*()

Brand Voice

In true Oscar Wilde fashion, Wild Bloom's brand voice should express intelligence, wit, sophistication. The product line of "Nude Teas" allows a playful treatment - but maintain decorum.

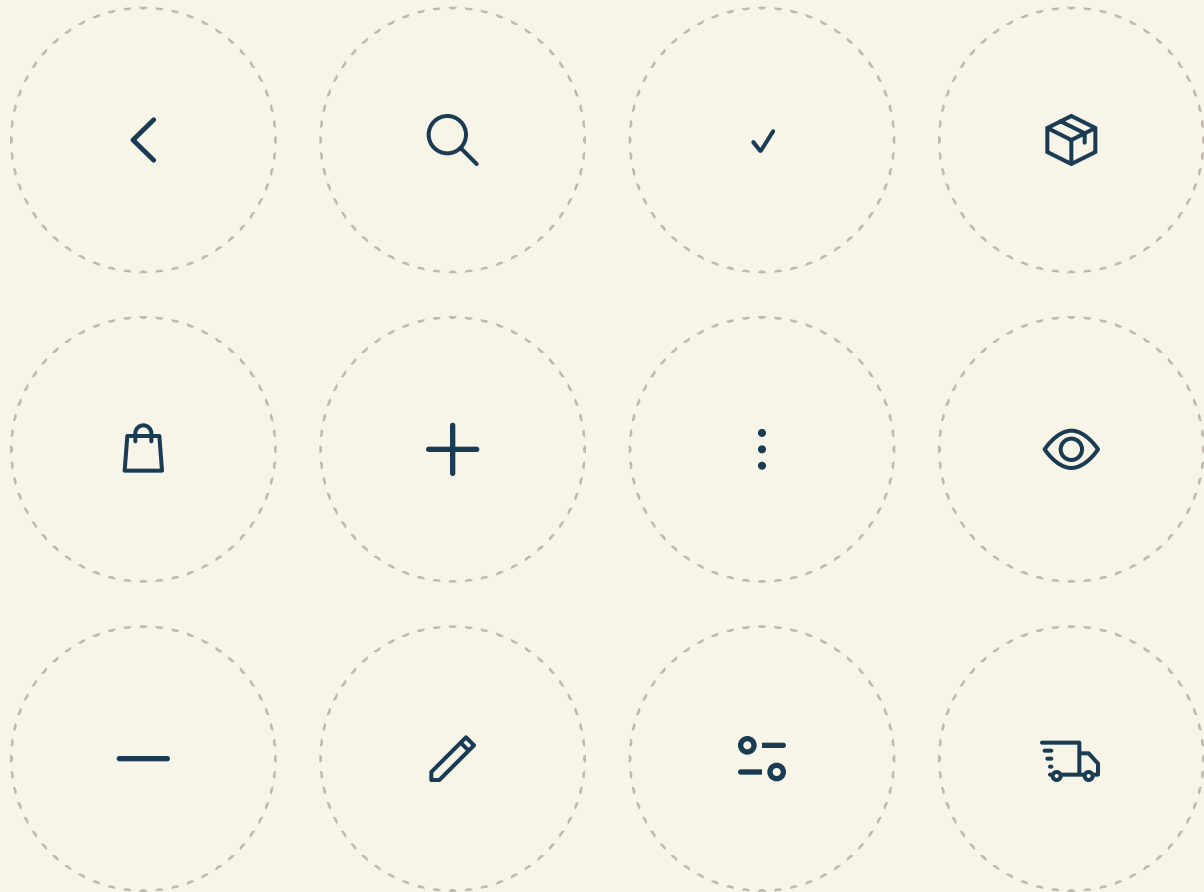
Examples: "We make tea nude", "Drink me I'm nude", and the hashtag #drinknude are good use.



Logo Rationale

The logo is a Victorian-style illustration of a blooming flower. It combines several elements: 1) The initials WB are contained within the stem shape. 2) The “wildness” principle is expressed in the dancelike movement of the flower head. 3) The added detail of a small snake, or wild vine, winding up the flower stem can signify seduction or natural medicine.

Icons



Logo, Full Detail

Use in sizes above 2in in height. When using over a busy background, such as an image or pattern, use a fill with correct padding around the logo. At least 60px of padding all around is required.



Logo, Silhouette Reduction

Use in sizes below 2in in height. When using over a busy background, such as an image or pattern, use a fill with correct padding around the logo. At least 70px of padding all around is required.

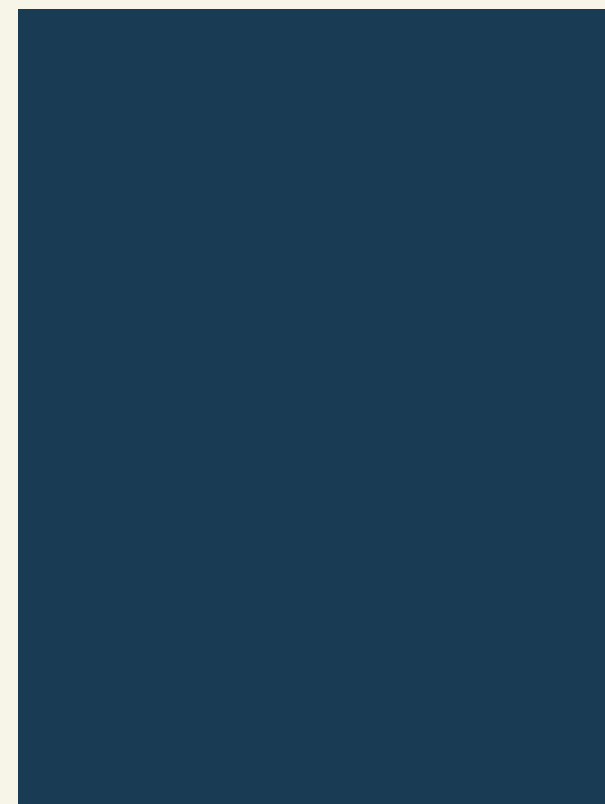
Brand Palette

I built a complementary palette of rich hues that evoke Victorian grandeur and adventurous tea voyages. Backgrounds, surfaces, and text blocks take on analogous warm tones, while interactive elements take on a contrasting dark blue.

Midnight Mariner

Primary action | CTA

Used as a fill for primary actions, icon buttons, links.



HEX 193B54

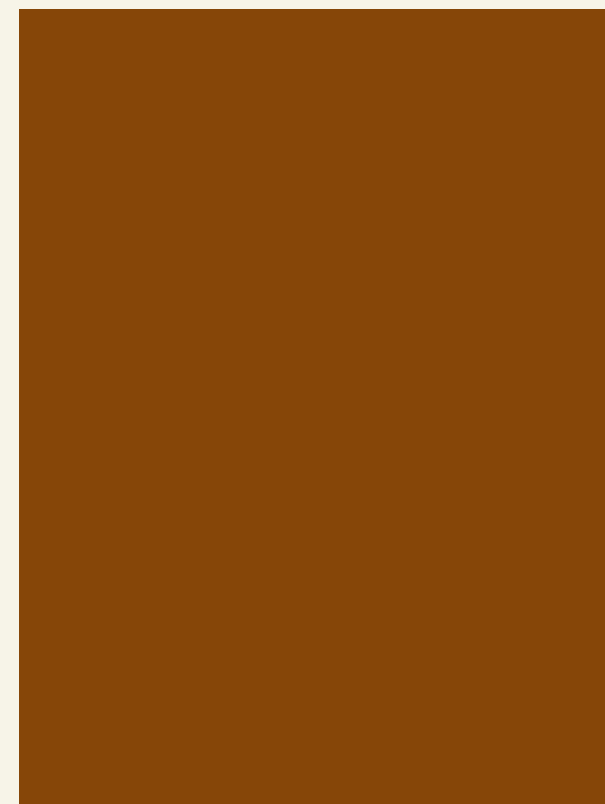
RGB 25, 59, 84

HSL 204, 54, 21

Spiced Mahogany

Brand Color/Accent

Accents, titles, as an overlay with an illustration.



HEX 864608

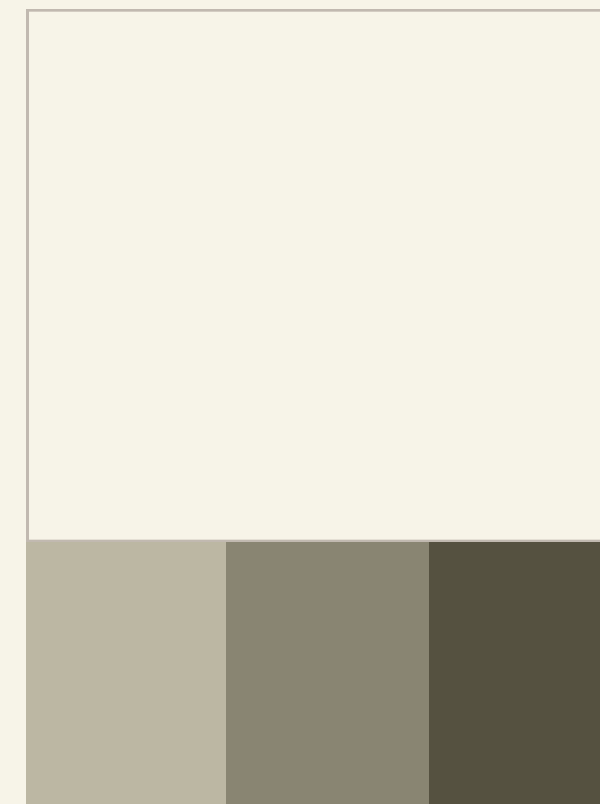
RGB 134, 70, 8

HSL 30, 89, 28

Ivory Serenade

Secondary action/white neutral

Backgrounds, surfaces, as a fill for secondary action buttons.



HEX F7F4E8

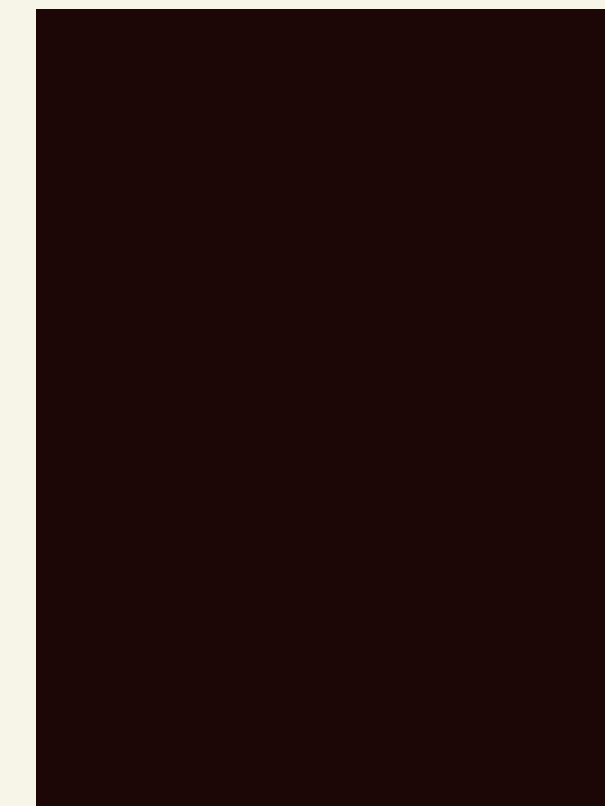
RGB 247, 244, 232

HSL 48, 48, 94

Ember's Embrace

Black neutral

Text over a light background.



HEX 1D0606

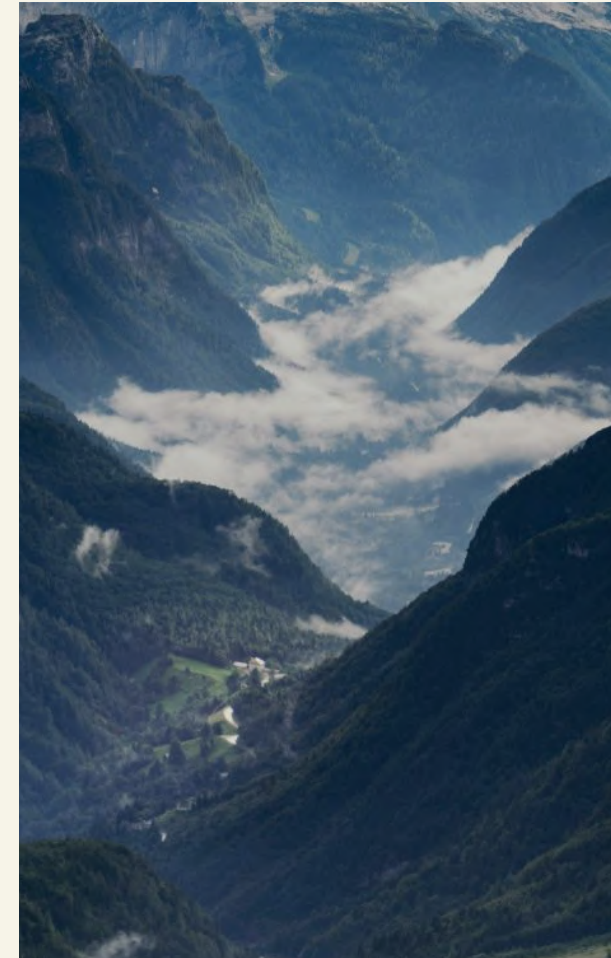
RGB 29, 6, 6

HSL 0, 64, 7

Pg. 08. Image Guidelines



Primula elatior Jacq. (Oxlip)



Simran Kaur, wild tea forager, 2023

Illustrations

Botanical illustrations: used for blog features and recipe cards to represent a real tea plant. Do not use decoratively or without an accurate label.

19th century fashion plates: used to deliver the brand's message with humor in ads, social media, confirmation pages. These should be updated to reflect contemporary values in line with the guiding principles of the brand.

Photography

Landscapes: use in the blog entries and product pages to show the real location where a product is sourced. When possible, prefer sweeping vistas that inspire.

Tea leaves: accurate, detailed, textural closeups that engage the senses and give a true expectation of what users will receive. Use in product page.

Humans

The humans who partner with WB to forage wild teas and care for old-growth arbors can be photographed for blog features or bio features. Show humans in a local landscape, facing the camera. Group portraits are OK. Take special care that you do not exoticize humans. Always state their name, and the role they fulfill. Do not use images of humans decoratively.

Pg. 09. User Stories

“

As a customer, I want to be able to place multiple items in a shopping cart, so that I can purchase more than one item at a time.



Add to Cart, View and Manage Cart



“

As a new customer, I want to access the inventory without having to register, so I can make sure this store has what I'm looking for before I commit.



Browse as a guest

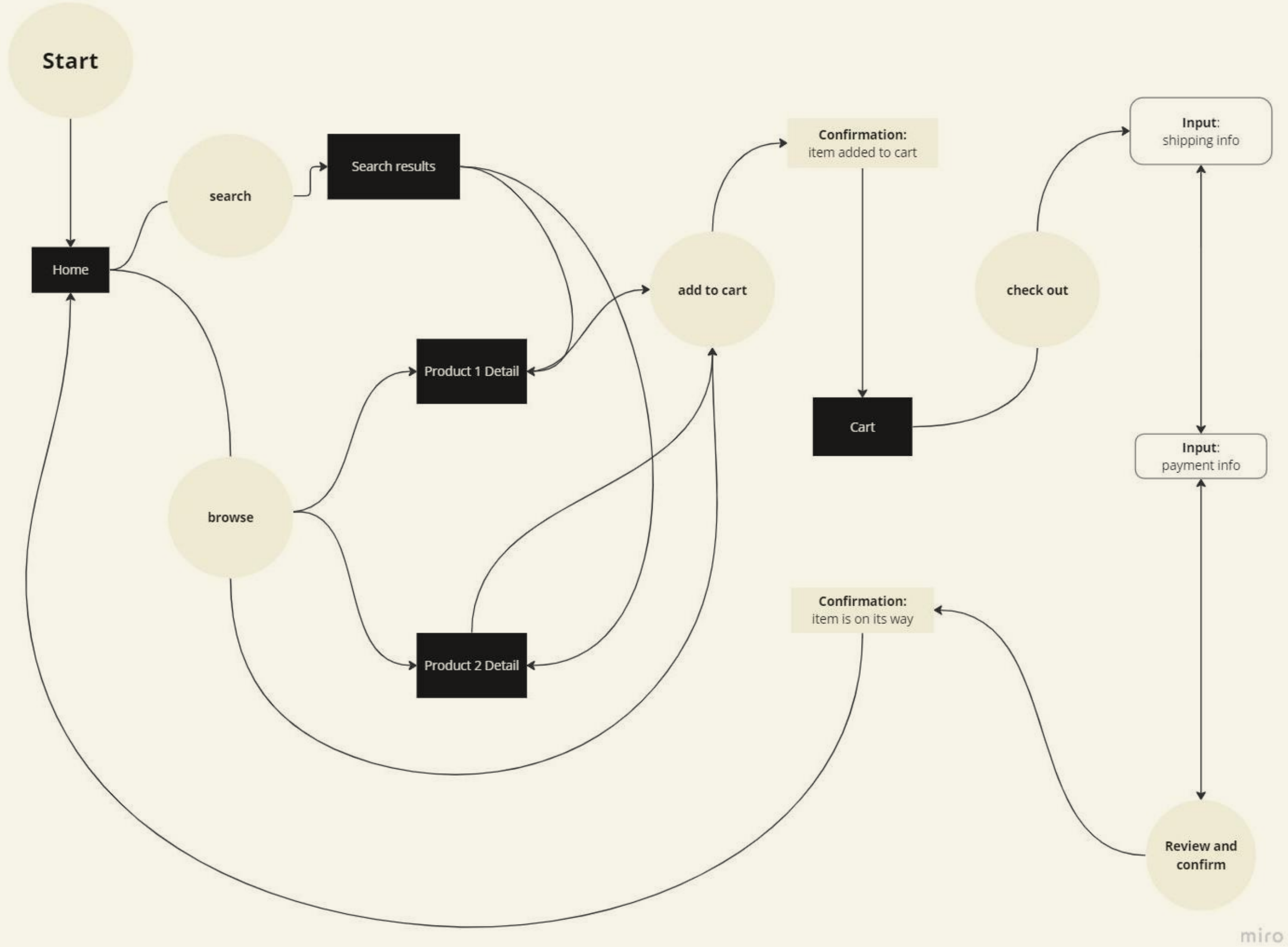
“

As a customer, I want to have a variety of payment options, so that I can select the payment method that suits me best.

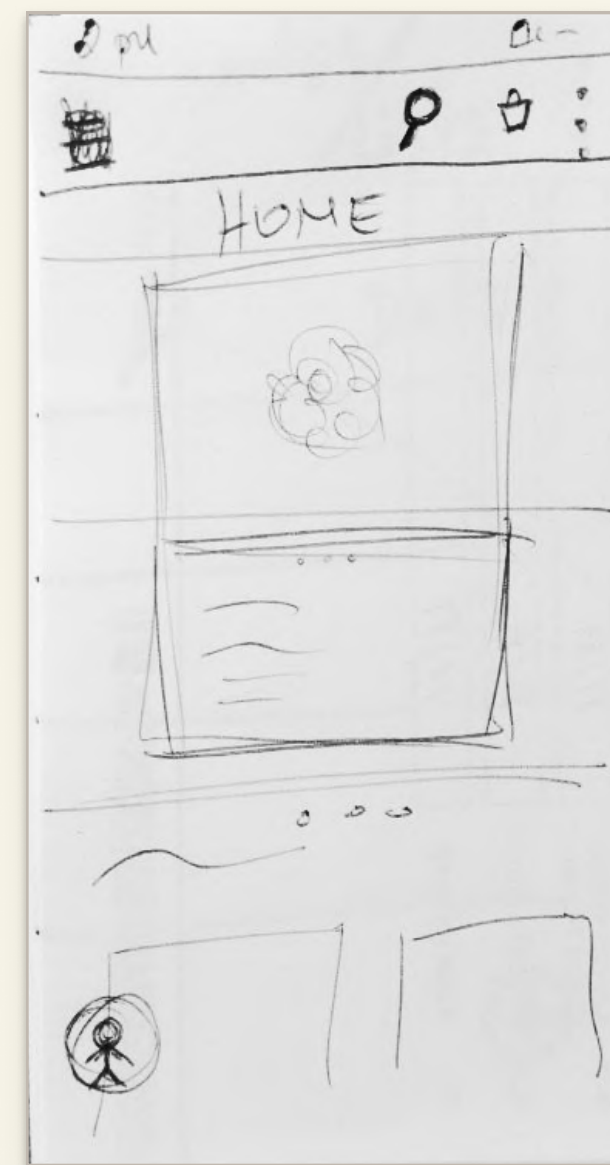


Checkout flow, multiple payment options

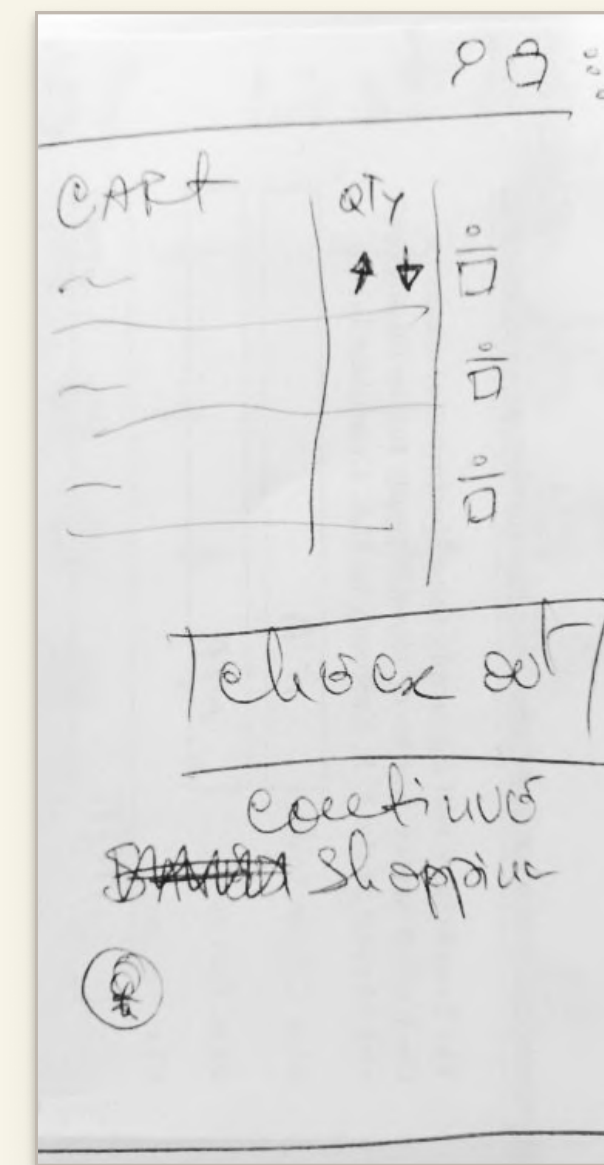
Pg. 10. User Flow



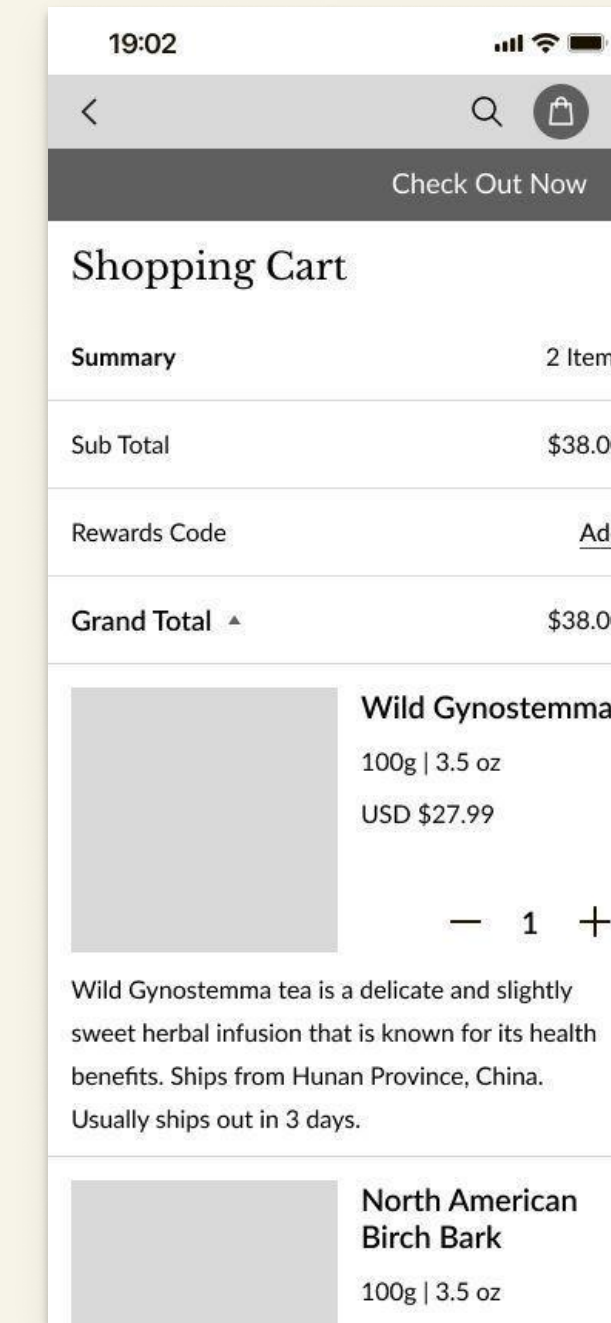
Pg. 11. Sketches to Wireframes



Home Screen



Shopping Cart



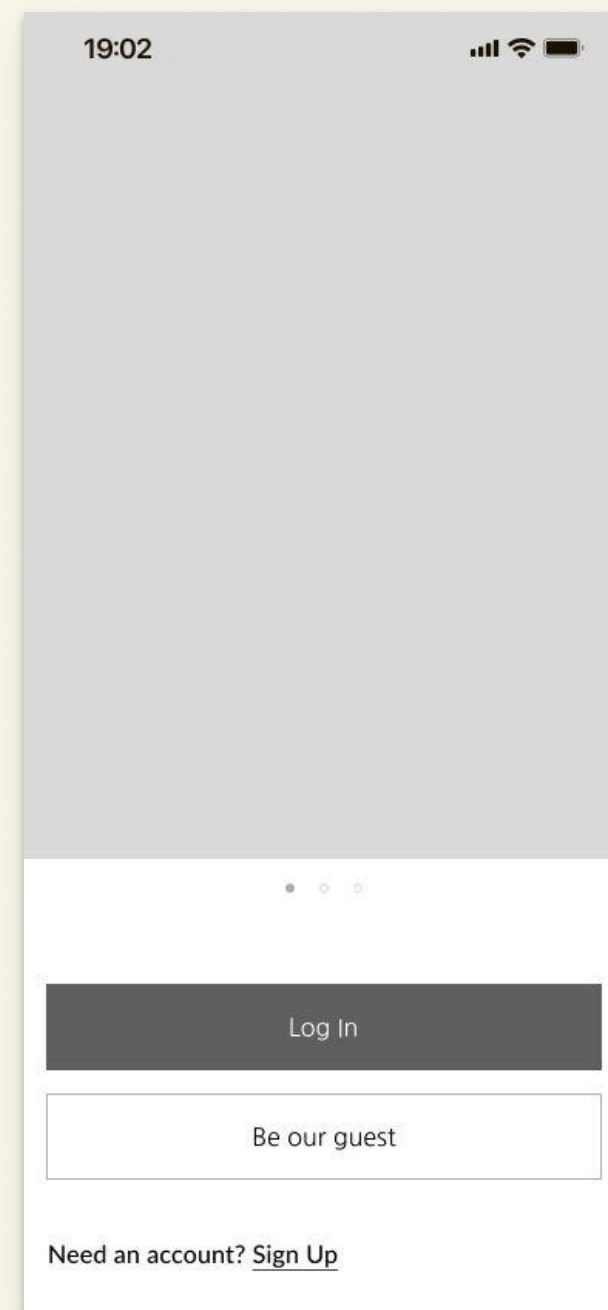
Accessible Accessibility Settings

Initially, I planned to have a floating button with accessibility settings. Testing showed that this was distracting and could interfere with primary CTA's on certain screens. I decided to place this functionality in the kebab overflow menu and announce its location by a tooltip/banner across the top of the homepage when it's first accessed.

An Odd Tooltip Banner

Throughout the UI, I use a tooltip banner under the header to give useful tips, announcements, and directions. However, in the Shopping Cart, I've used it (oddly) to give an option to check out without scrolling down. I chose to maintain consistency by taking out the *odd* banner, and opting for floating buttons, accessible any time.

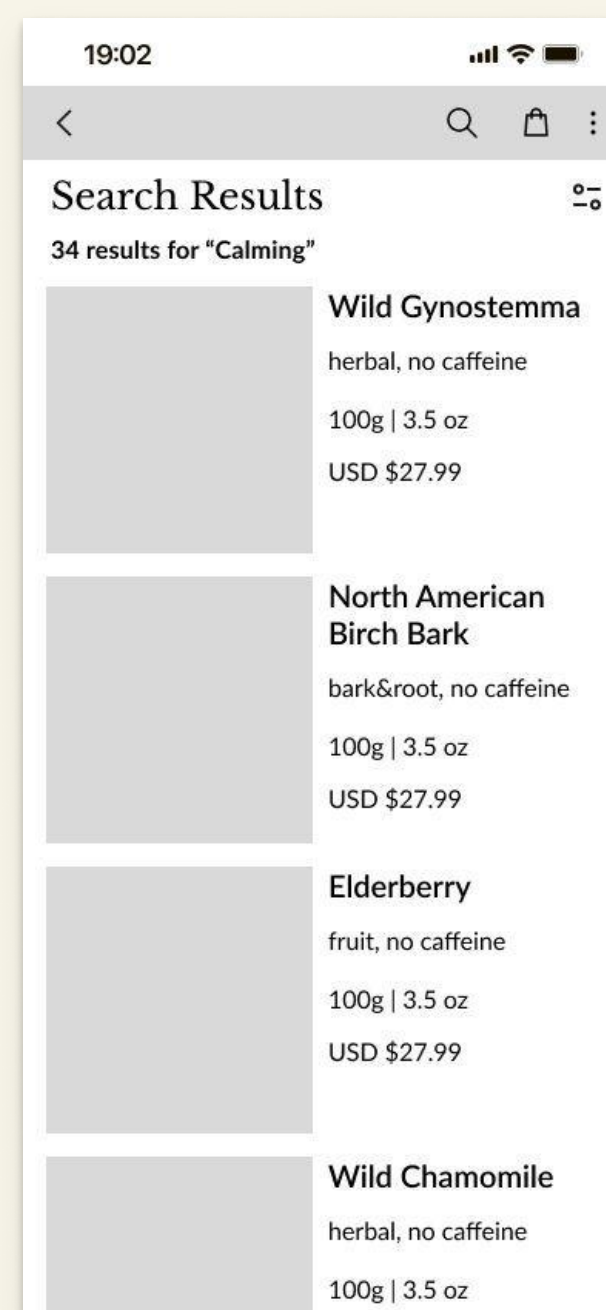
Welcome



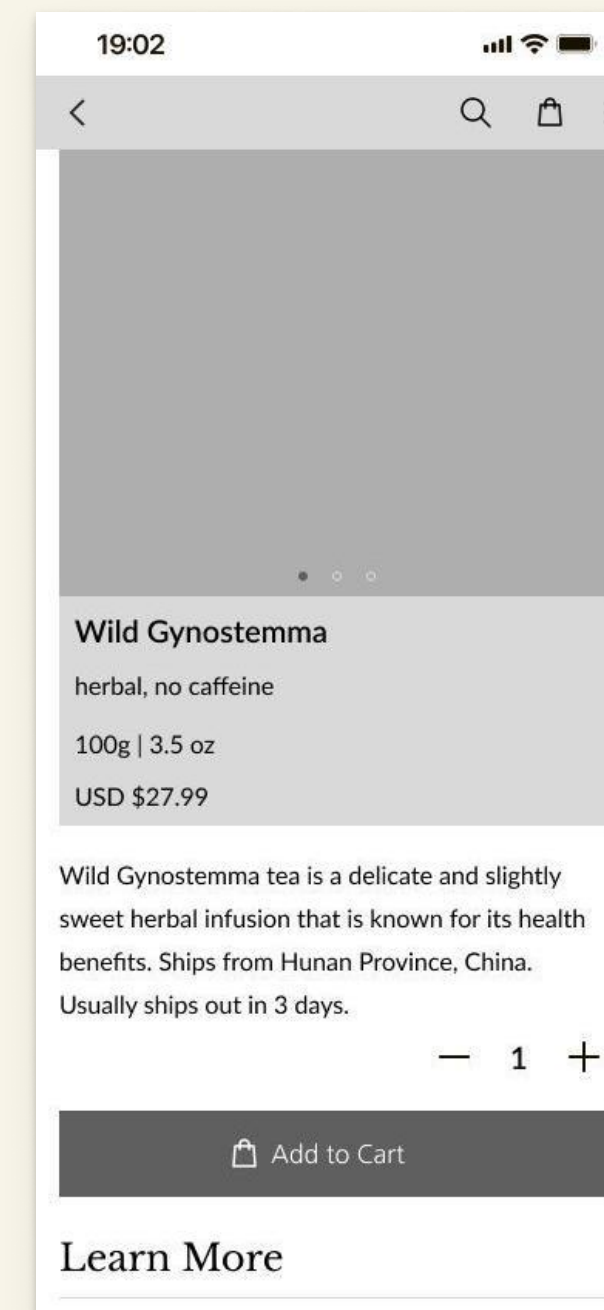
Home



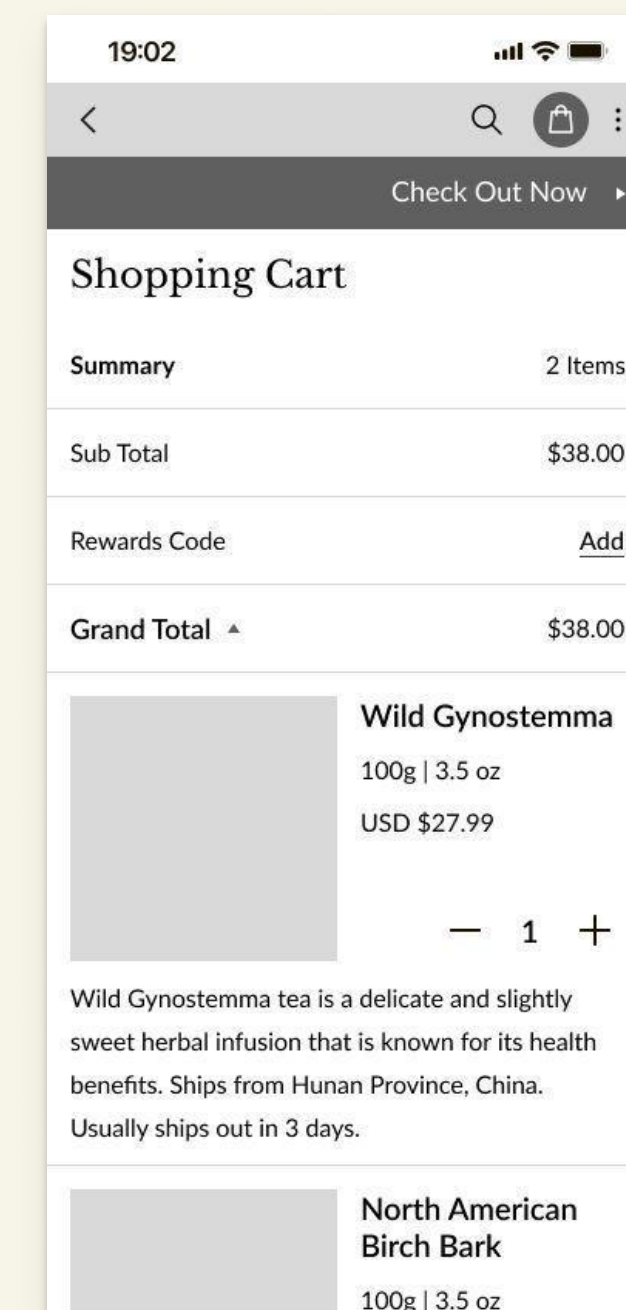
Search Results



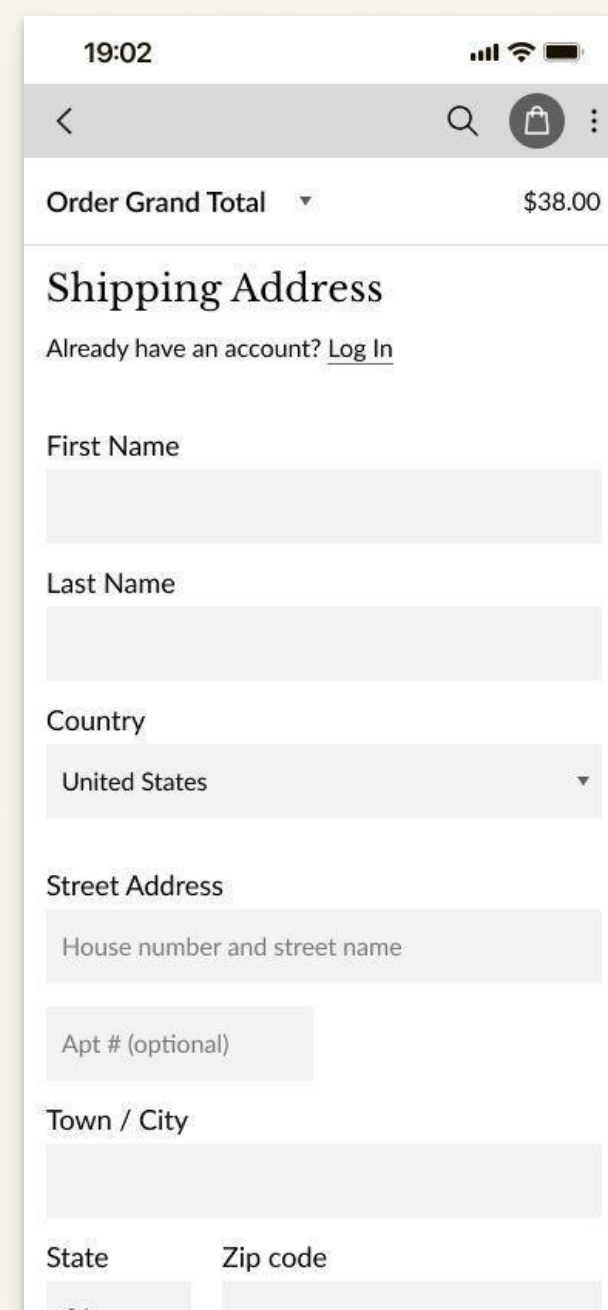
Product Details



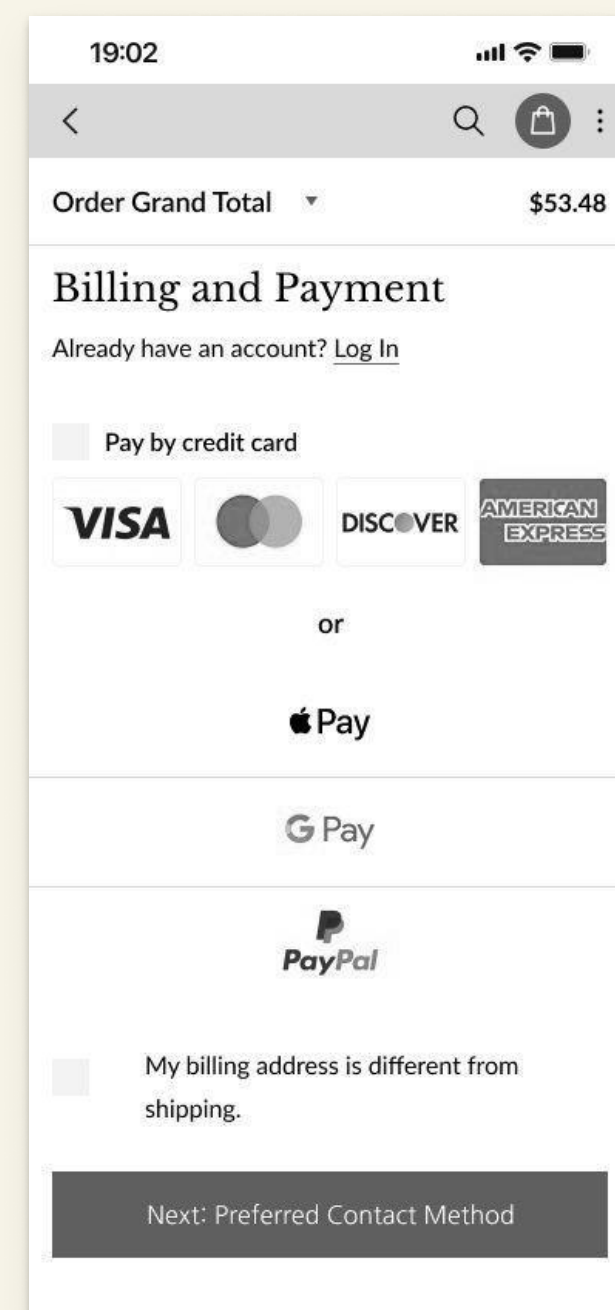
Shopping Cart



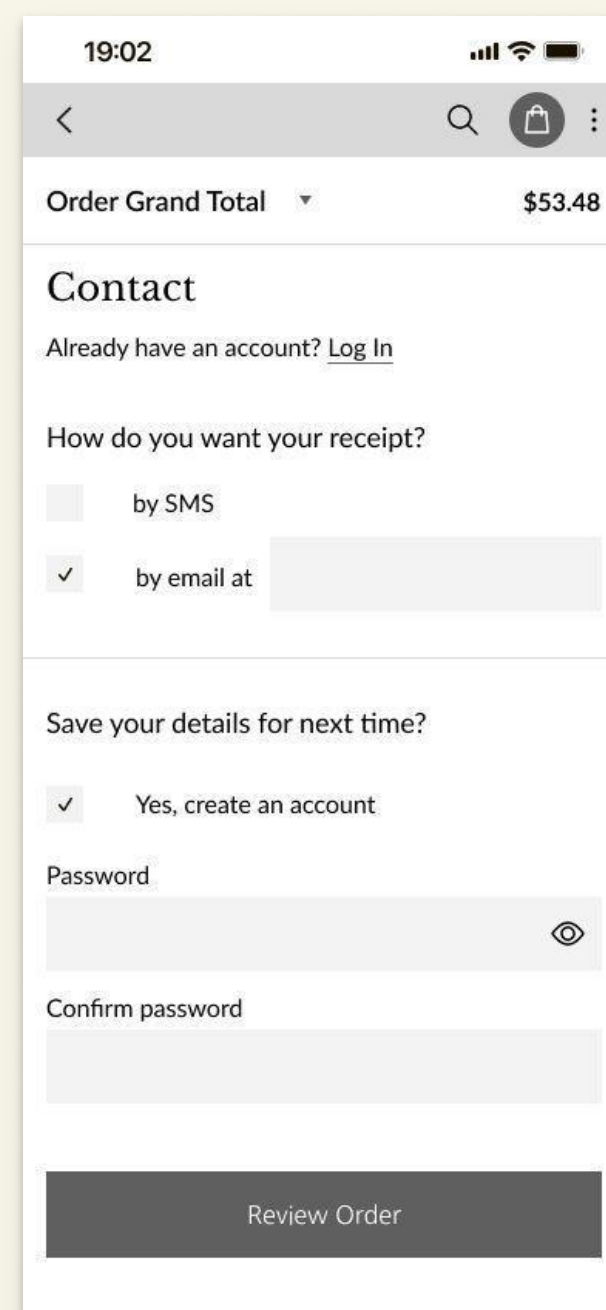
Check Out: shipping



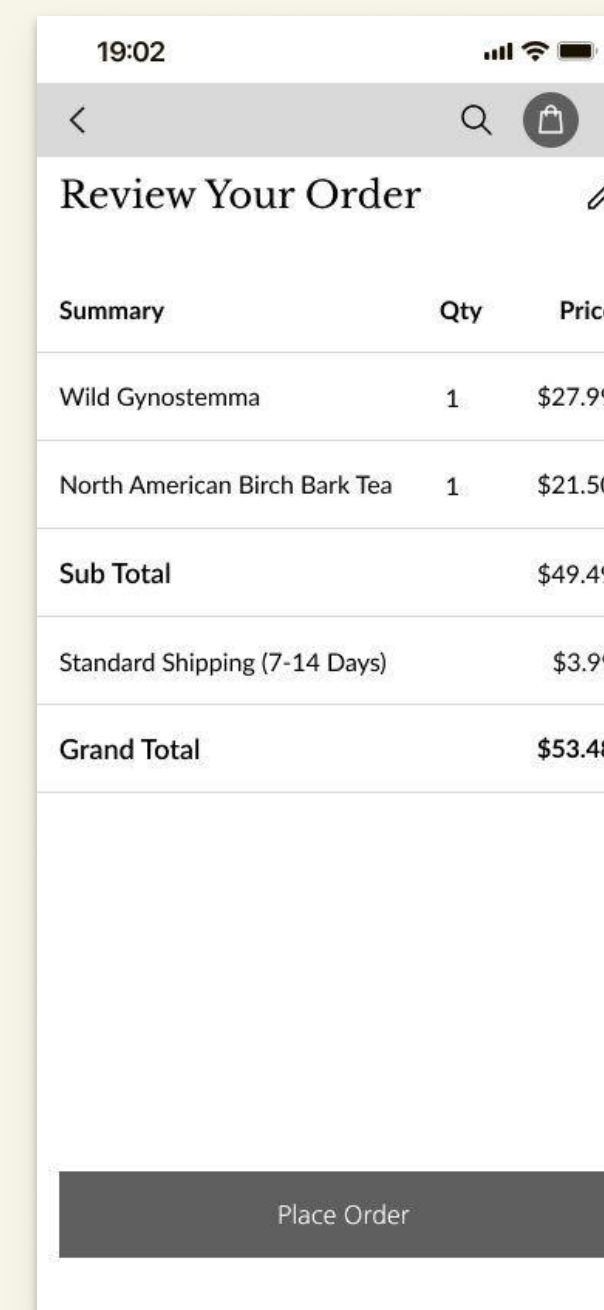
Check Out: Billing



Check Out: Contact



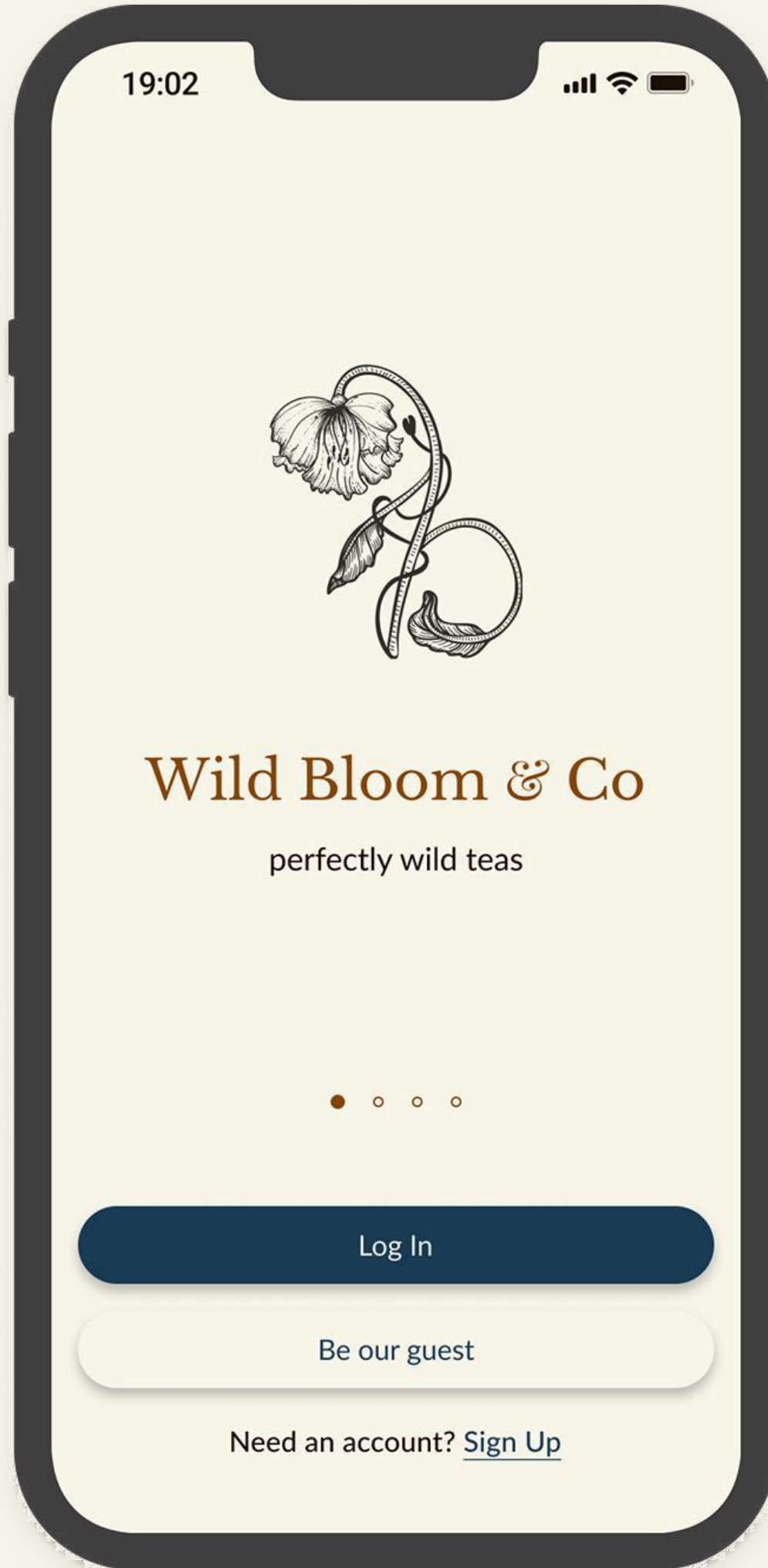
Review Order



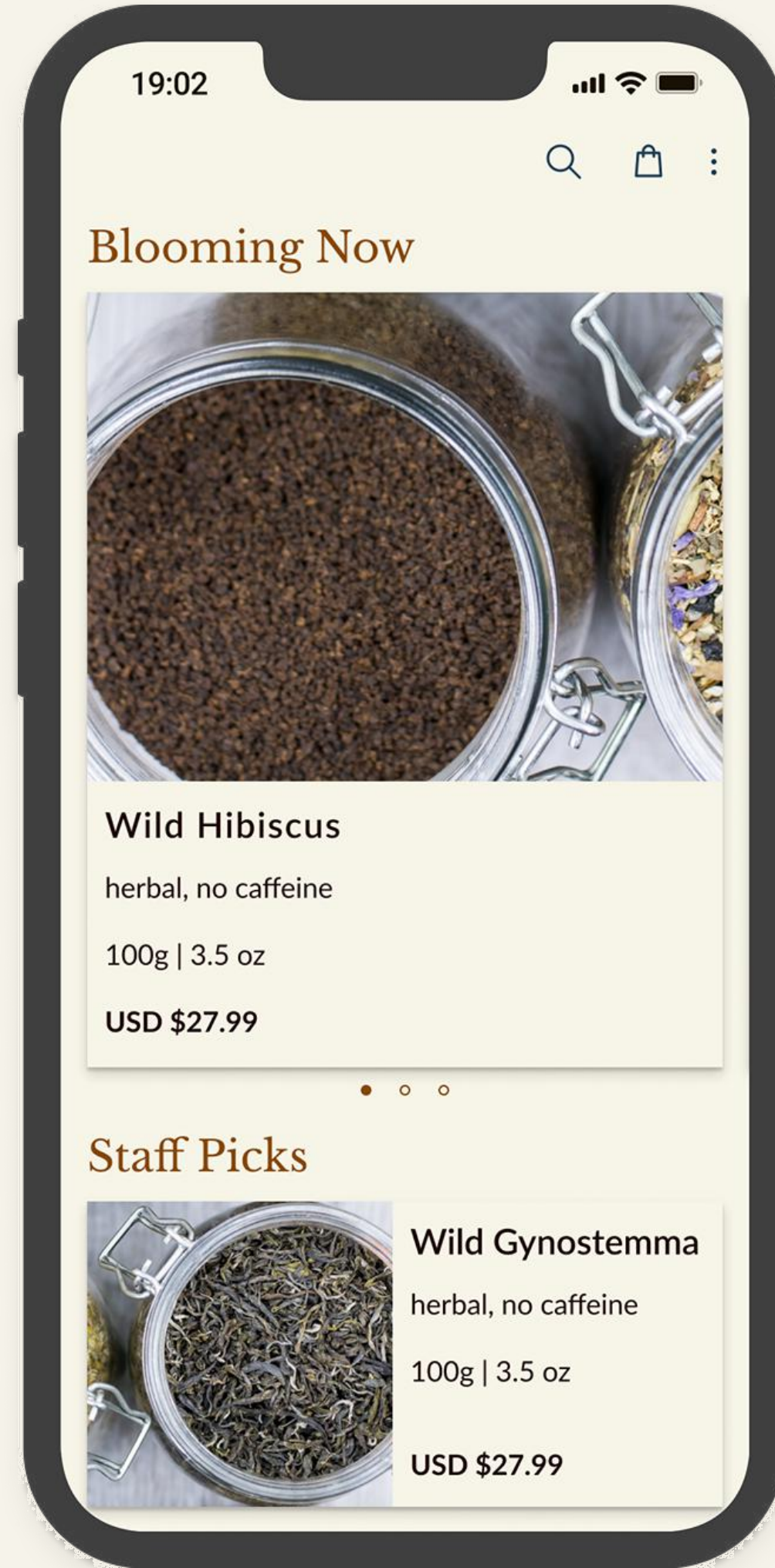
Order Confirmation



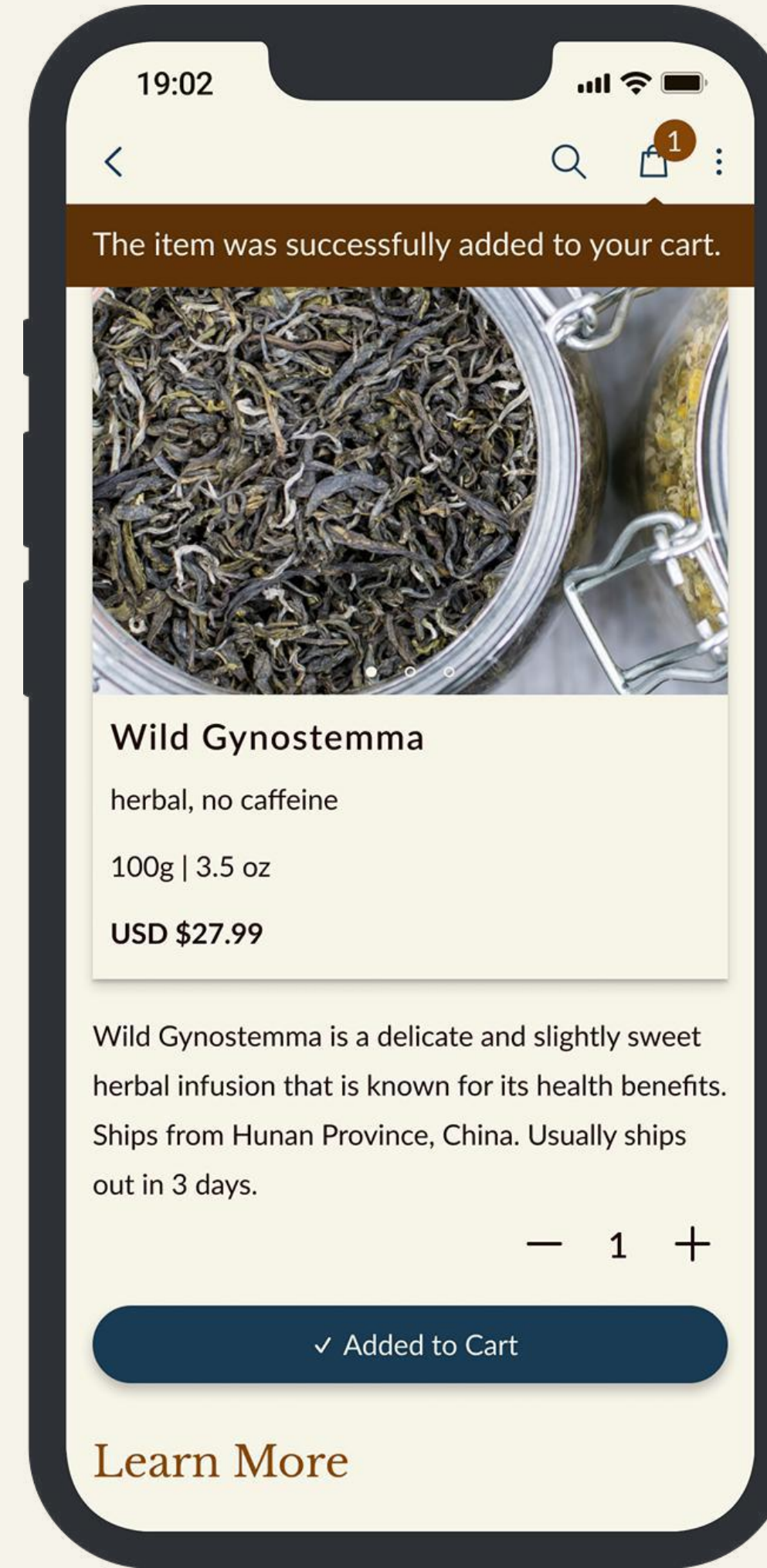




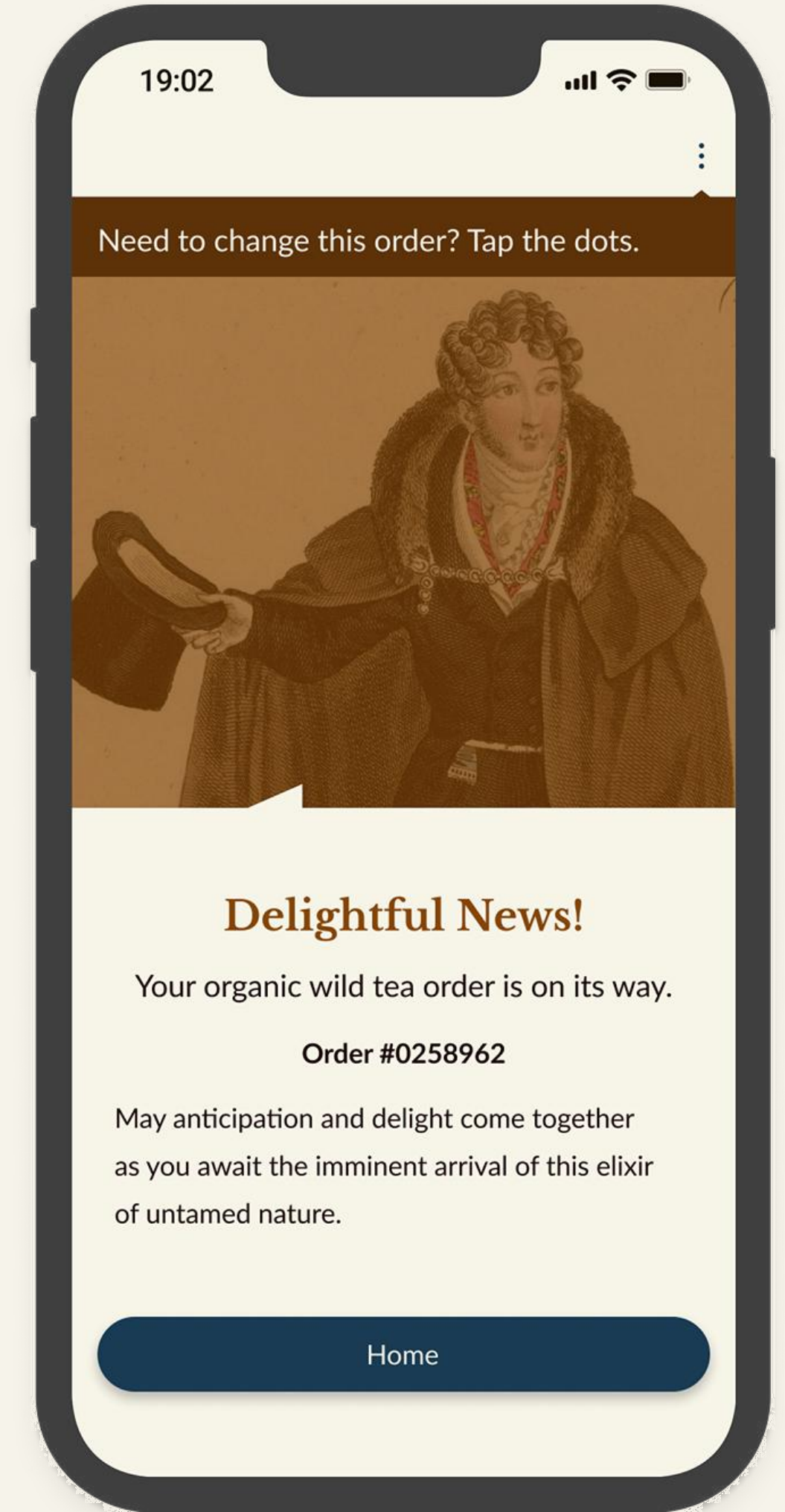
Welcome



Home



Product Detail



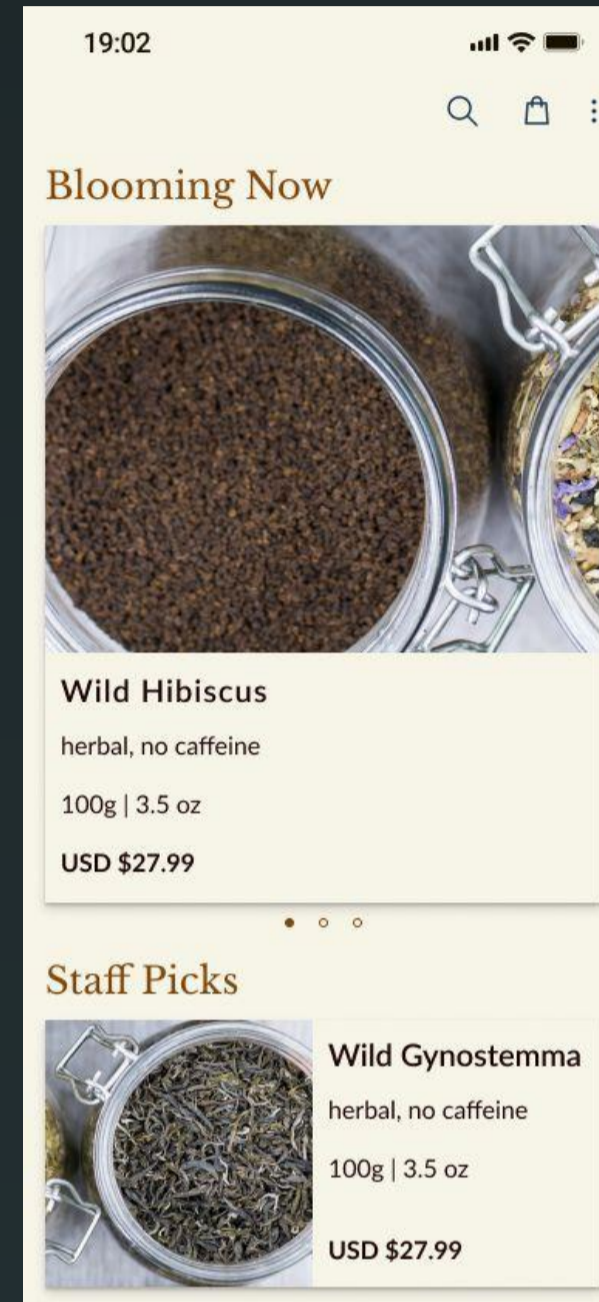
Order Confirmation

Mobile

Welcome



Home



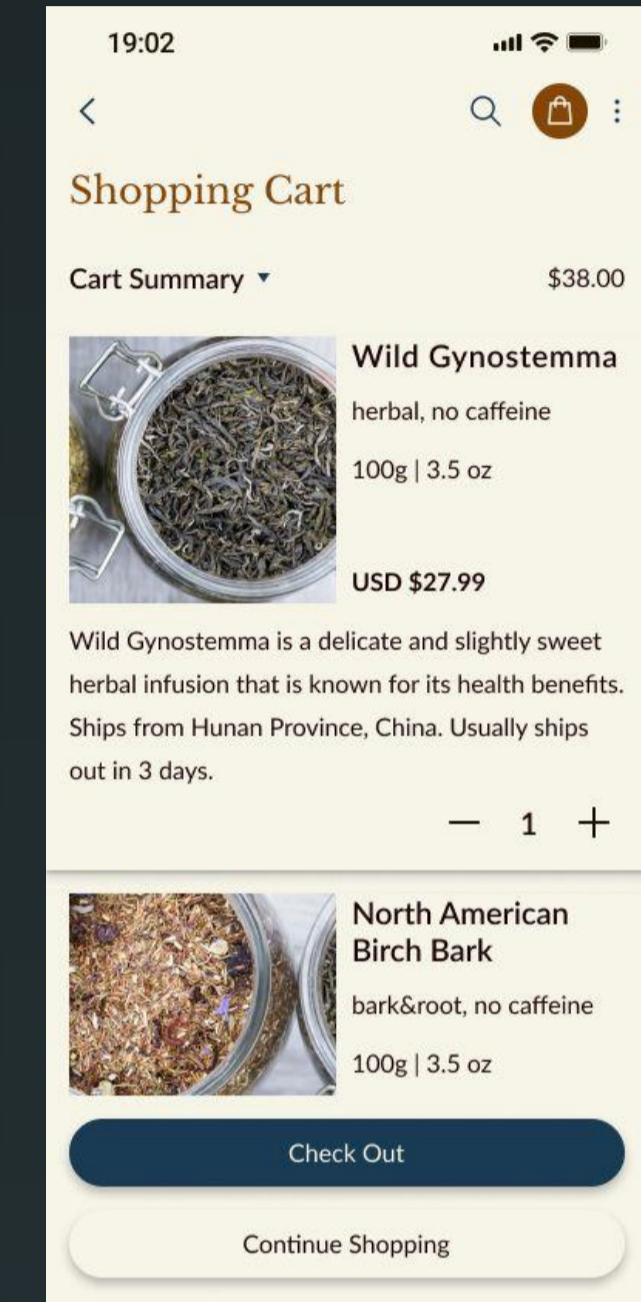
Search Results



Product Details



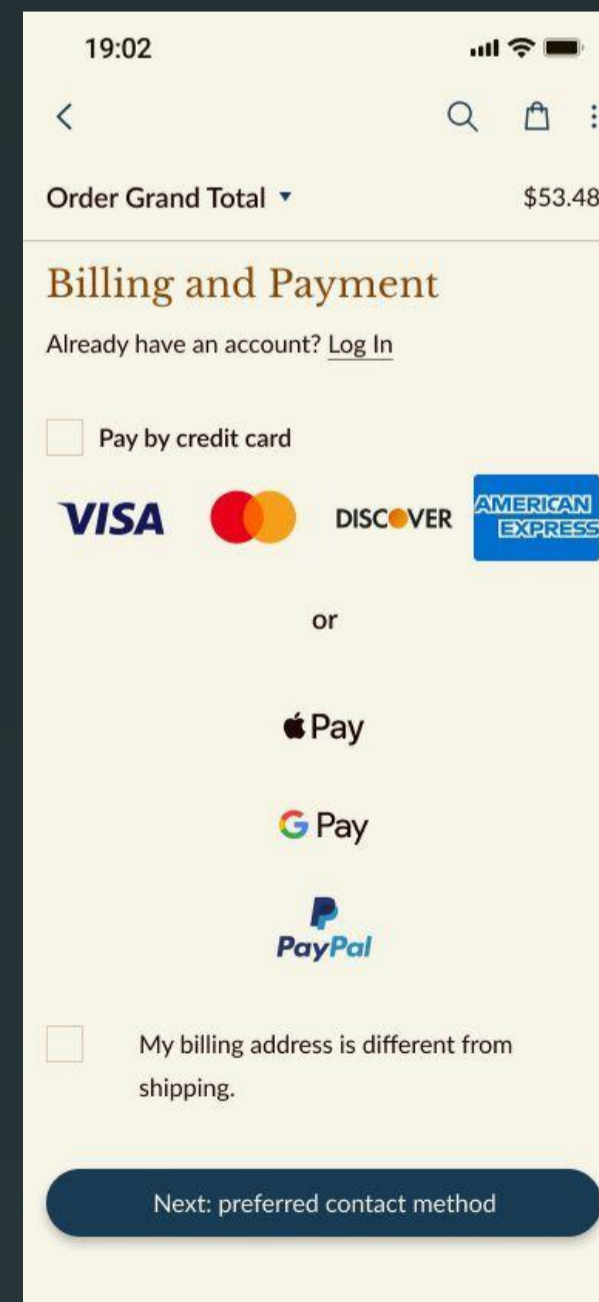
Shopping Cart



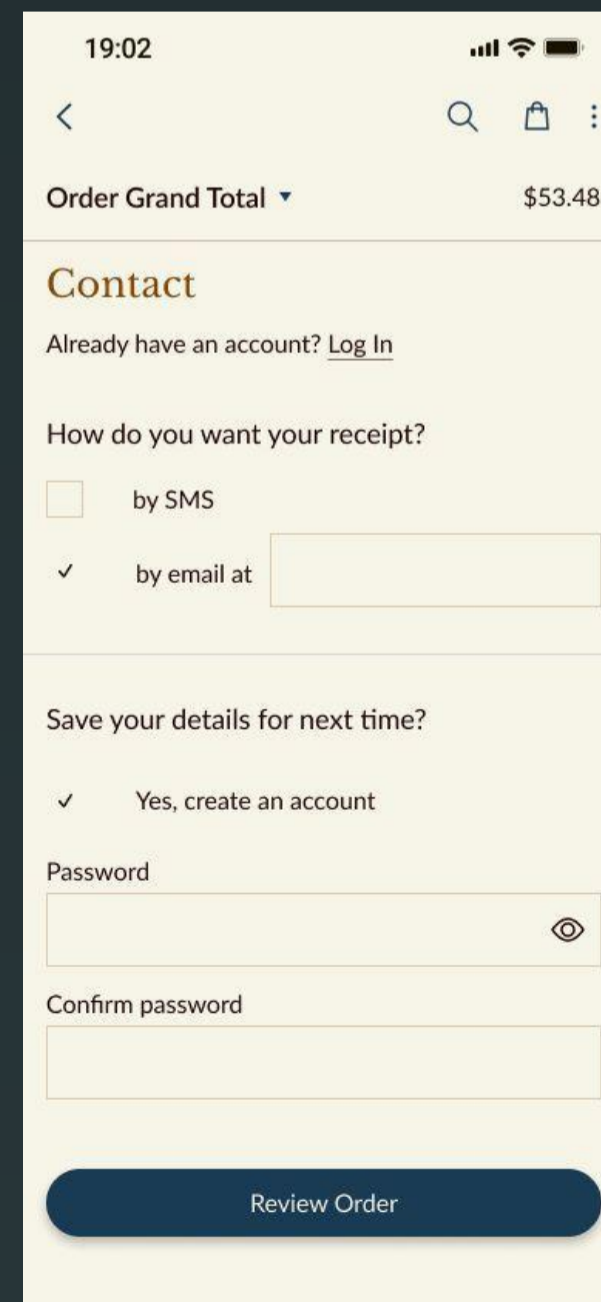
Check Out: shipping



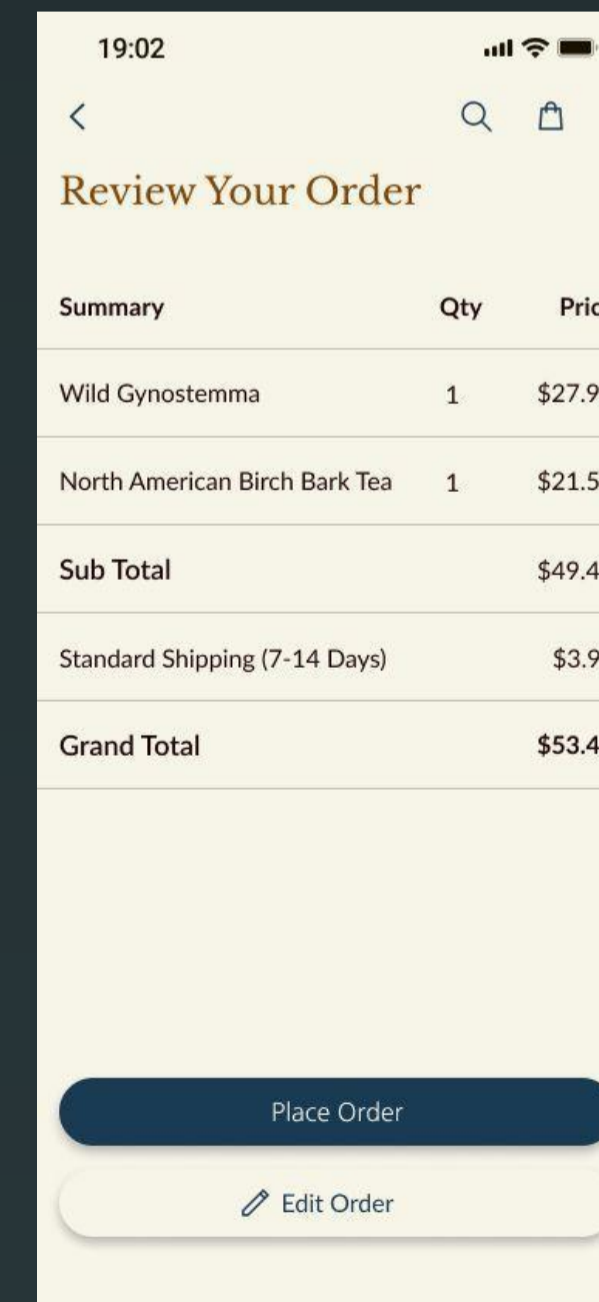
Check Out: Billing



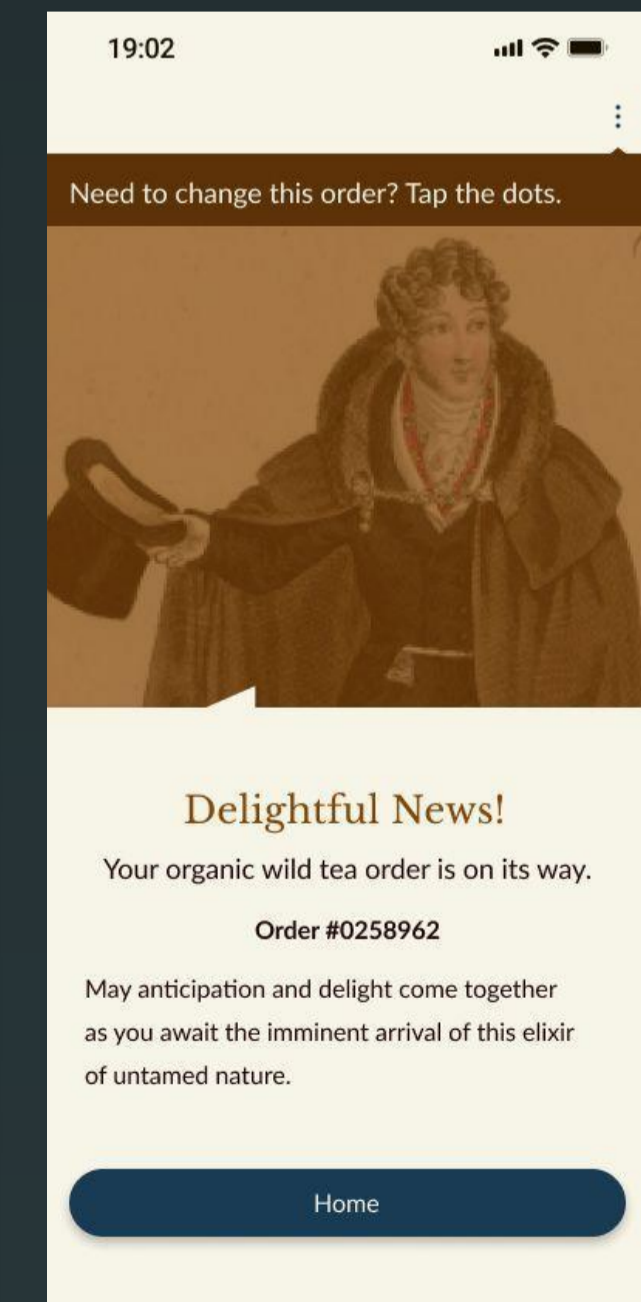
Check Out: Contact

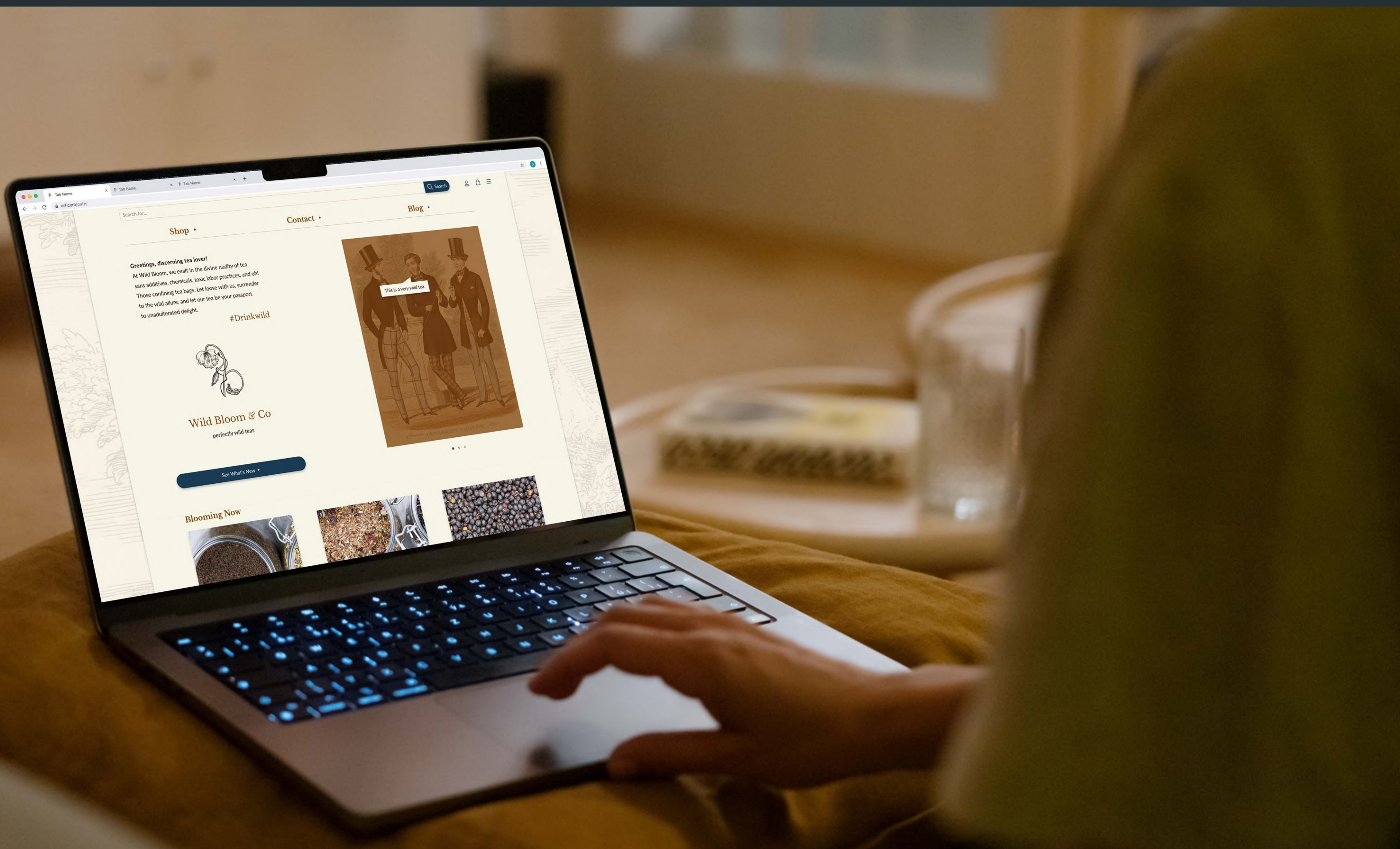
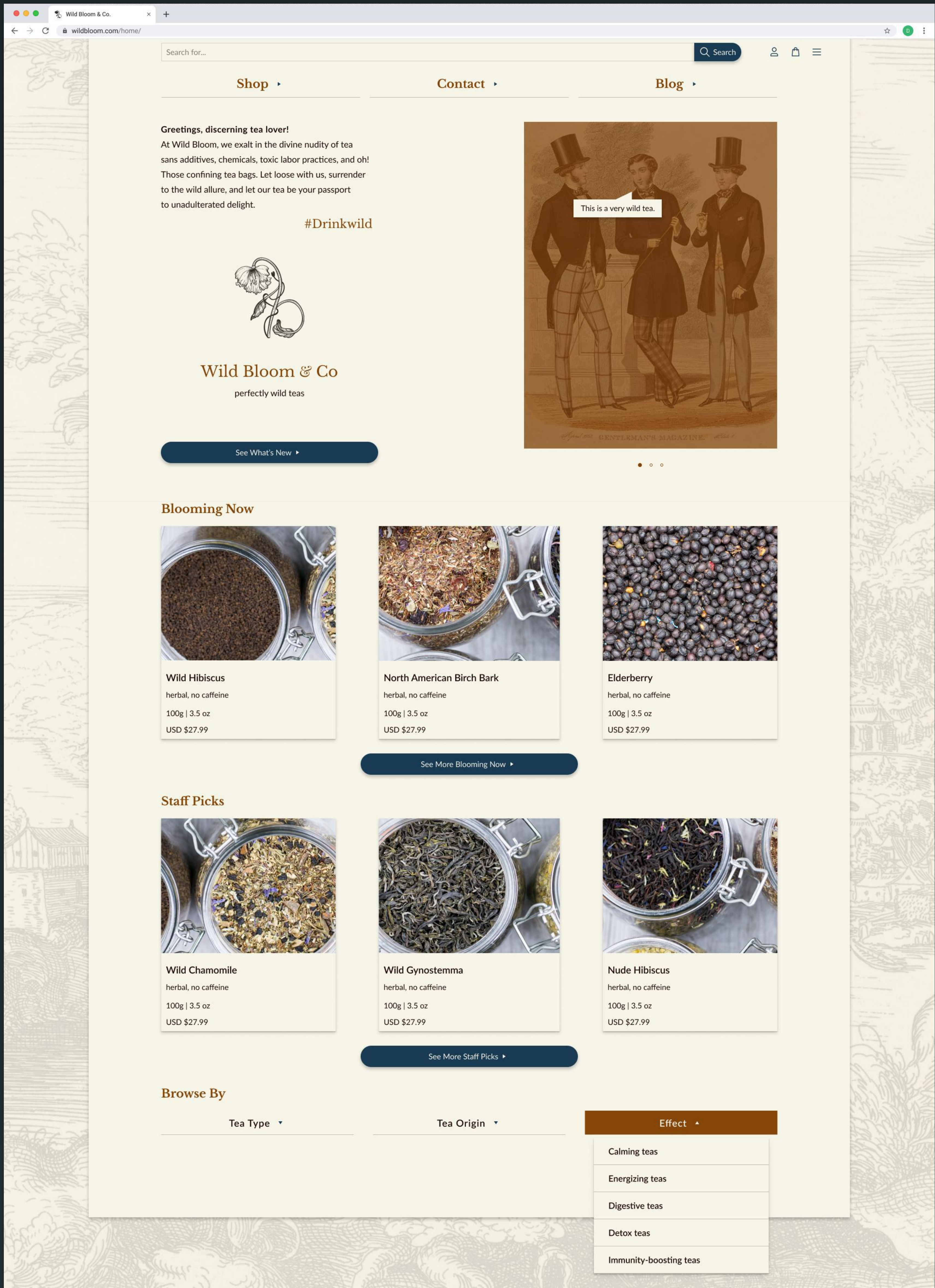


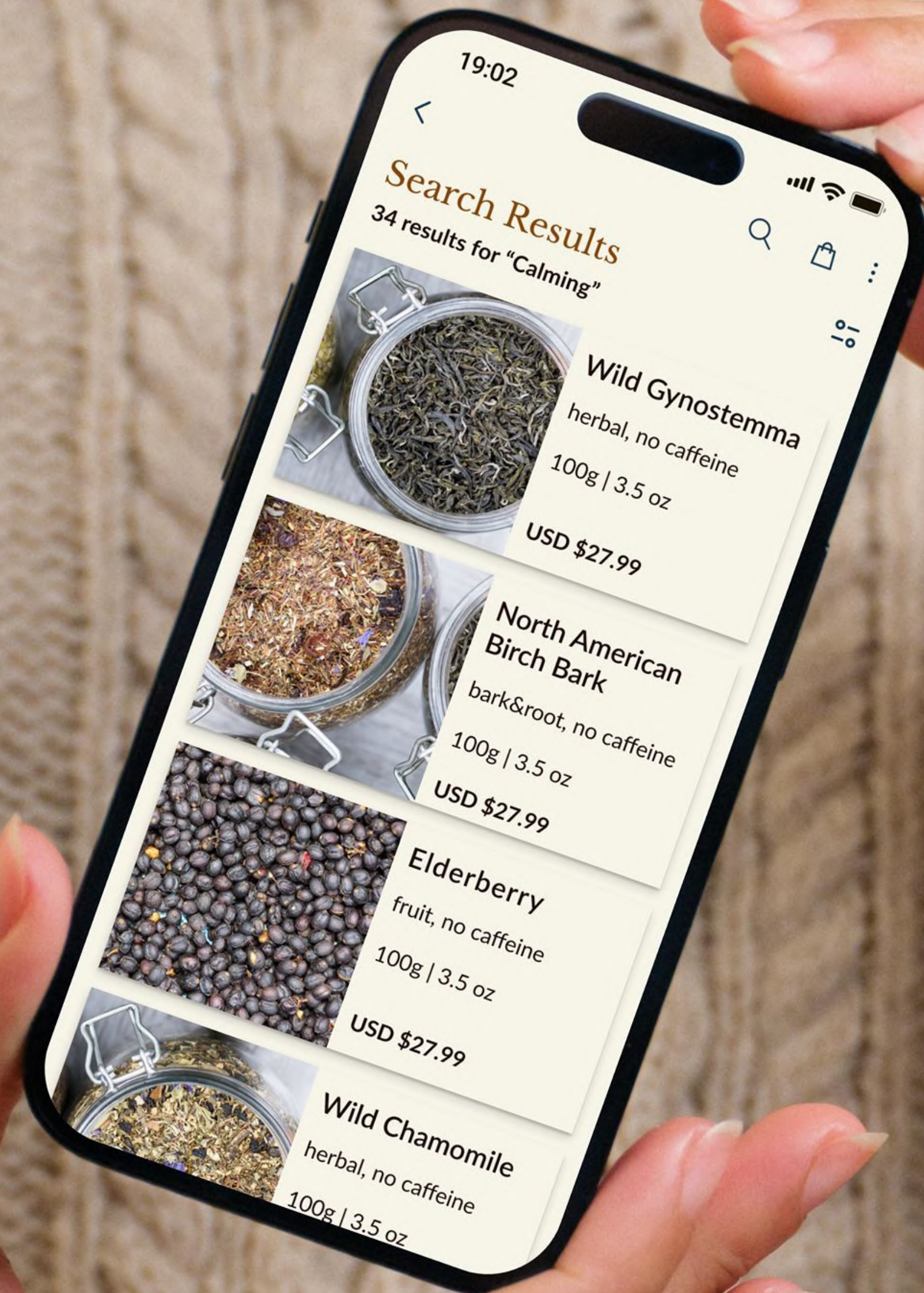
Review Order



Order Confirmation







19:02

Search Results

34 results for "Calming"



Wild Gynostemma

herbal, no caffeine

100g | 3.5 oz

USD \$27.99



North American Birch Bark

bark&root, no caffeine

100g | 3.5 oz

USD \$27.99



Elderberry

fruit, no caffeine

100g | 3.5 oz

USD \$27.99



Wild Chamomile

herbal, no caffeine

100g | 3.5 oz

Pg. 18. Contact

Thank You

Diana Ivanova

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