

# Designer Challenge

## Task

**For this project team challenge, you will design a homepage for a non-profit.**

To access the full challenge template, click this [Figma Link](#). The passcode is: **bpdesignteam**

## Background Information

- Our nonprofit partner, PennyJuice, specializes in providing 100% blended fruit juice concentrate tailored for childcare centers. Their products are all-natural, organic, and some are even color-free.
- They approached us to redesign their homepage with a fresh UI/UX. Their key requirements include:
  - Retaining their original brand assets, such as the logo.
  - Incorporating a modern and refreshed look while not being limited to their current brand colors.
- Here is their current website: <https://www.pennyjuice.com/>

## Requirements

- Create both Desktop and Mobile designs
- Must create component page ( colors, typography, spacing....)
- BE CREATIVE

## Submission Guidelines

- Create a new figma file.
- Title the page with your Stevens username
- Design 1 desktop mockup and 1 mobile mockup of the home page (Check Sample Submission Pg)
  - The desktop mockup should have a width of 1440px
- Choose any mobile screen size
- **You must submit your figma file to Sahana and Audrey via email.**
  - The submission should include a link to your Figma file (make sure to share it so that we can view it)
  - The subject of your email should be: **Project Team Design Challenge**
  - cc [sit.blueprint@gmail.com](mailto:sit.blueprint@gmail.com)

Please feel free to email Audrey ([ayoo2@stevens.edu](mailto:ayoo2@stevens.edu)) and Sahana ([sali19@stevens.edu](mailto:sali19@stevens.edu)) for any questions

**SUBMISSION DEADLINE: 2/16 11:59 P.M**

## Tips

- Design the desktop mockup first, then consider how you'd implement responsiveness with a mobile (smaller) screen size
- Keep brand colors in mind
- Frame and group elements together
- Look at other successful websites in similar industries with similar audiences

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Revision #4

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