

A close-up photograph of matcha tea preparation on a dark wooden surface. In the foreground, a black ceramic bowl is filled with vibrant green matcha tea, topped with a thin layer of white foam. To the right, a small wooden bowl contains a mound of bright green matcha powder, with a bamboo scoop resting on its rim. In the background, a bamboo whisk (chasen) lies diagonally across the frame. The lighting is soft and natural, highlighting the textures of the wood and the fine particles of the matcha powder.

# **PREMIUM MATCHA TEA COMPANY BREWS A NEW LOOK ONLINE**

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Aiya Ecommerce Website Redesign

SPINX





## Overview

Aiya is the world's leading Matcha green tea producer and prides itself with growing and manufacturing high quality matcha tea. Family owned since 1888, Aiya sells its' delicious matcha through both wholesale and retail channels.



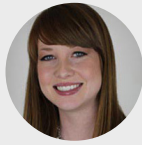
A photograph of two men standing in a lush green tea field. The man in the foreground is wearing a blue long-sleeved shirt and a green baseball cap. The man in the background is wearing a grey long-sleeved shirt and a blue baseball cap. They are surrounded by rows of tea plants. In the background, there are trees and a hillside under a clear sky.

**Simply put, Aiya needed an online experience designed to reflect the premium quality of their matcha.**

# Key Team Members



**Suresh Jakharia**  
CEO



**Lisa Steward**  
UX Strategy & Project  
Management



**Jeffrey Lo**  
Lead Designer



**Nilesh Macwan**  
Technical Project  
Director



**Greg Szimonisz**  
Account Executive

## Discovery

Disorganized, confusing, and cluttered. Those were the words the Aiya team used to describe their old site when they came to us looking for help. The site had been built many years before and while it contained loads of valuable information, it was confusing to navigate, had too much text and not enough imagery, and had areas where the same content was duplicated across multiple pages.

After hearing their main complaints, our UX and design teams jumped into the discovery phase where we interviewed stakeholders and researched the heck out of the competition. We wanted to dig deeper into the essence of their company so that we could solve their pain points and make sure their site stood out from the competition.





# UX Strategy

During the discovery phase, we were able to identify several gems that would bring their site to life. Through storytelling, we wanted to create a site that was rich with information about their history, talk about what makes matcha different from other teas, and highlight why matcha from Aiya tastes so much better than all the rest. Using wireframes, we laid out how that story would weave across the various pages and sections of the site to create cohesive and easy to navigate pages.

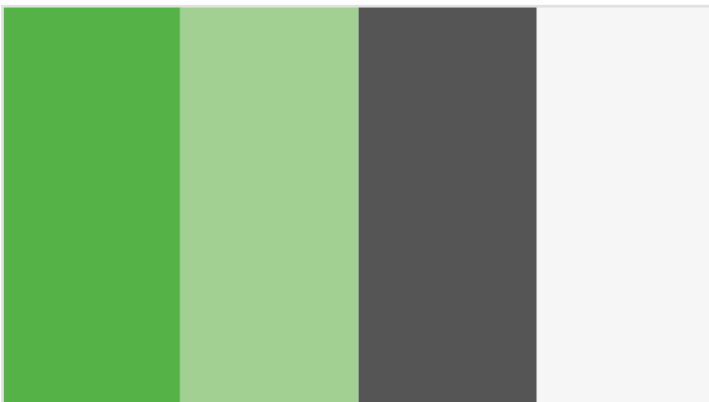
One of the tricky aspects of the site was how to present both a wholesale and retail sales experience on the same site. Consumers in these two groups have very different usage goals, need access to different products, and have different pricing available. We addressed these challenges by creating custom journeys for each group which allowed different products and pricing to be available to the appropriate visitor.



**ITC Avant Garde Gothic**

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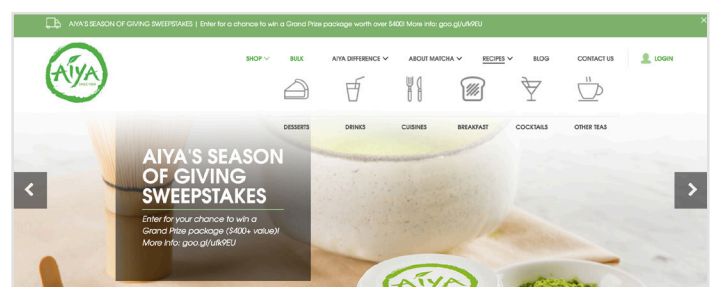
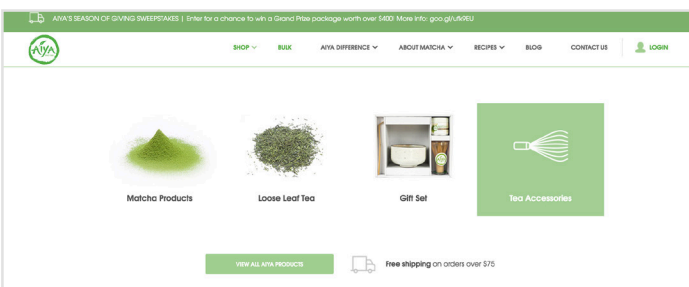
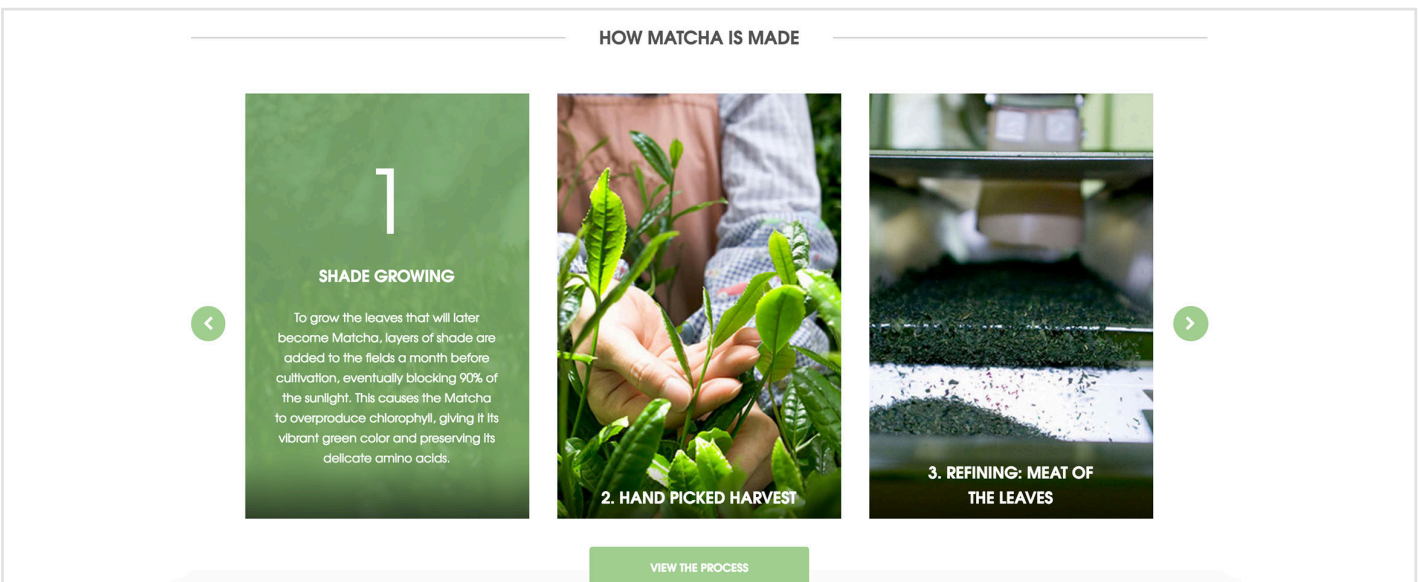
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# Build

Our design team chose a clean and fresh design aesthetic to represent the purity and quality of Aiya's matcha. It was an easy decision to use green as an accent color of the site, and we sprinkled enticing, high-quality images of their matcha and process to weave their story throughout the pages. Once development started, one of the first things our developers did was update the version of Magento that Aiya was using for ecommerce. Once this was complete, we coded the newly designed pages in HTML and CSS and integrated everything with the most recent version of Magento.







## Test & Launch

Thoroughly testing the site was something that our quality assurance team took very seriously. They double checked every page and feature on the site to make sure everything performed like it should. They also carefully checked everything on a variety of browsers and mobile devices to ensure a uniform experience across devices.

When it was confirmed that everything was good to go, we launched the new site and let the matcha orders roll in!



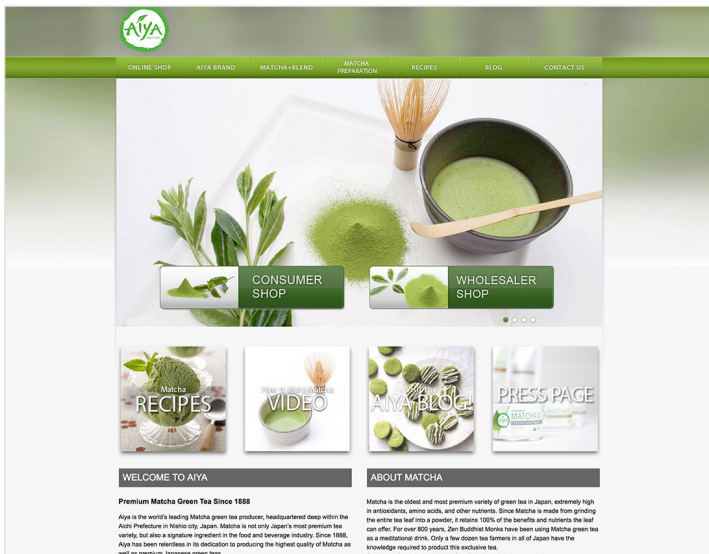


**Turning disorganized, confusing,  
cluttered content into something  
beautiful is our cup of tea.**

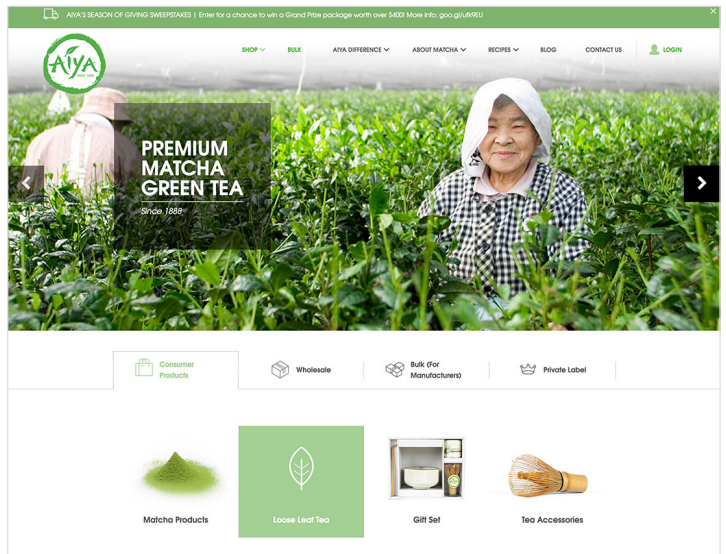


# The Results

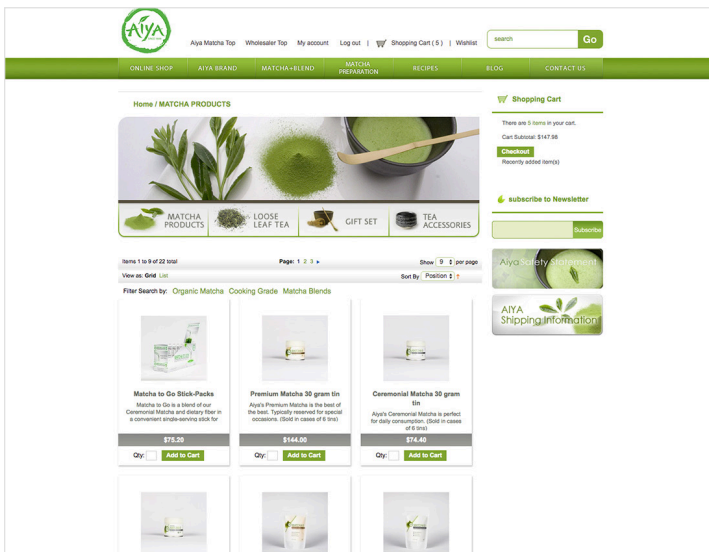
Thanks to the effort of everyone involved, we were able to take Aiya's outdated, cluttered, confusing site (stuffed full of content) and turn it into a cohesive experience that tells their story beautifully. The site is now neatly designed, easy to navigate, and provides a delightful shopping experience for both retail and wholesale customers.



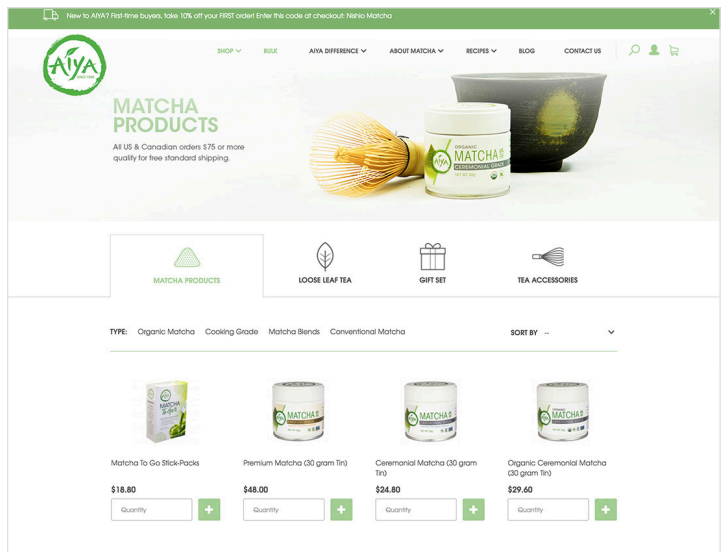
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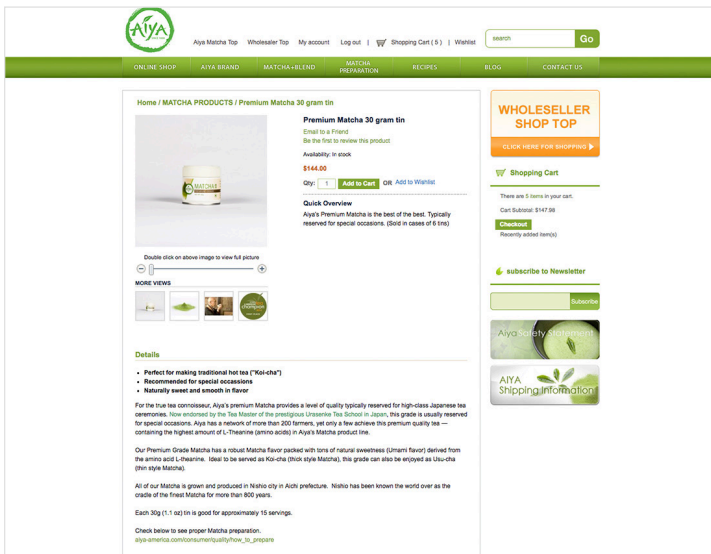


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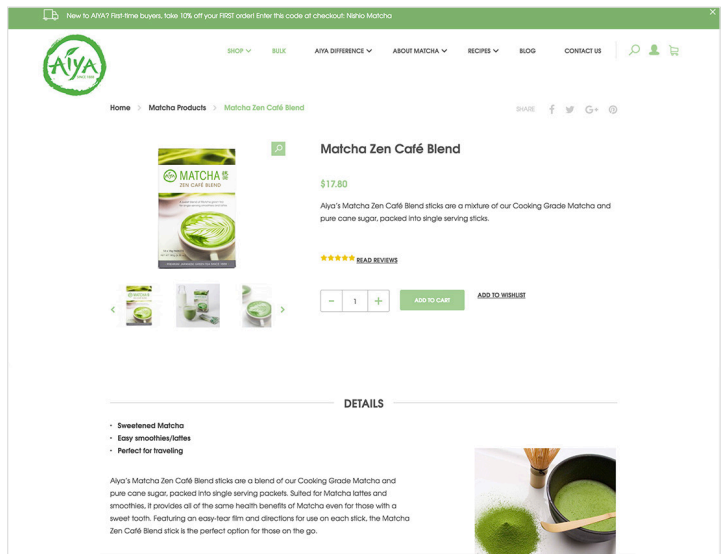


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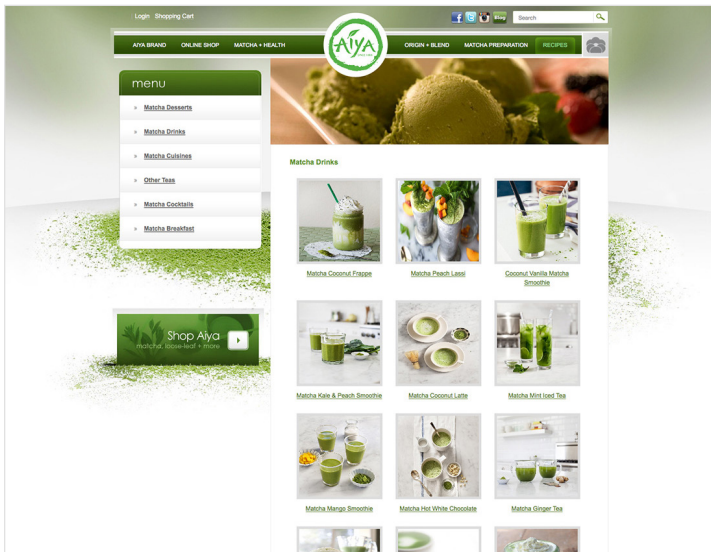




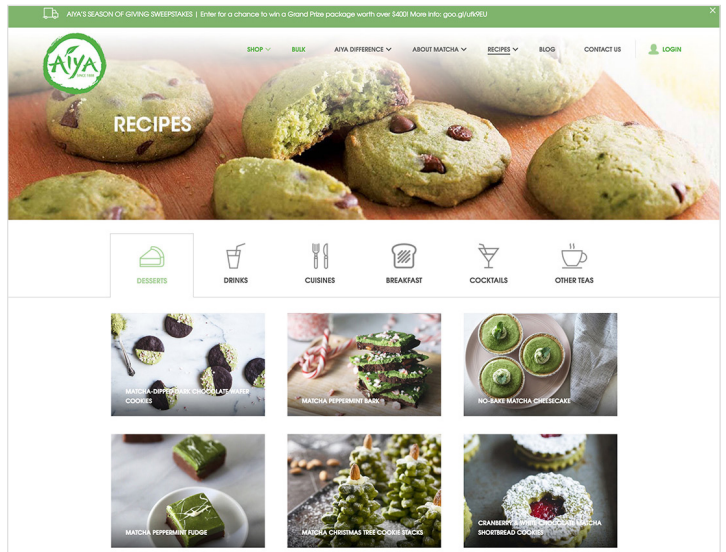
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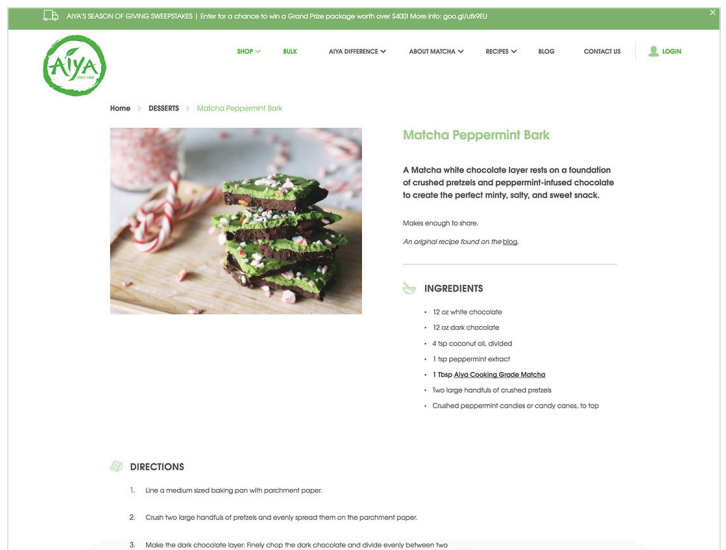
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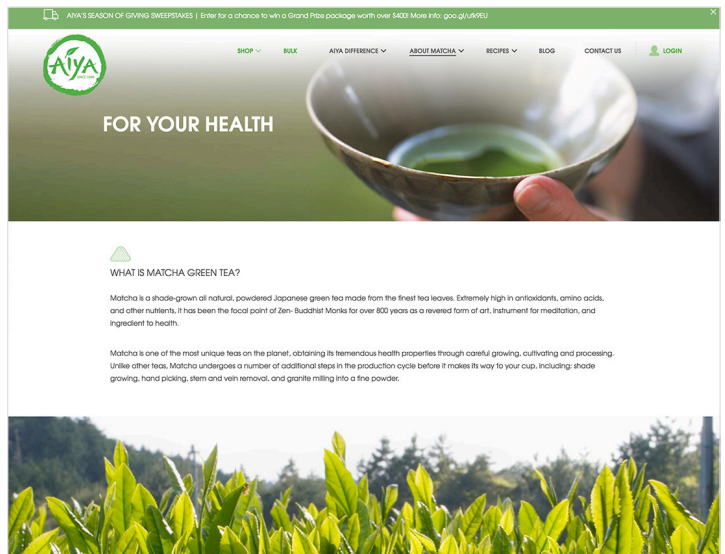
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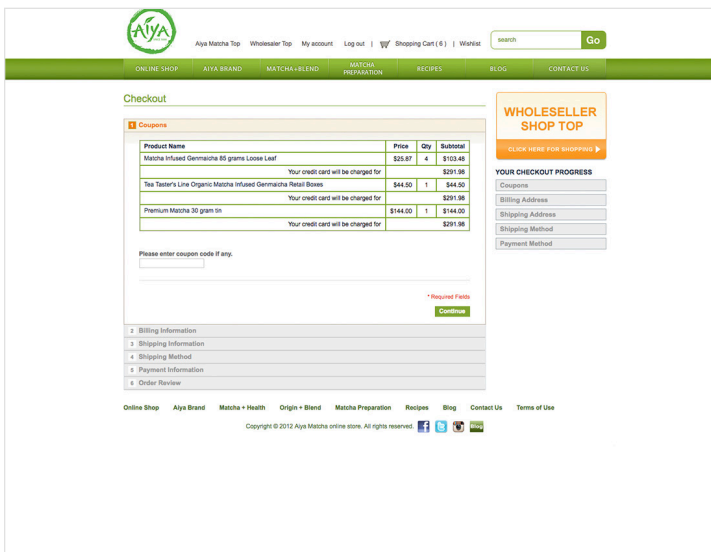
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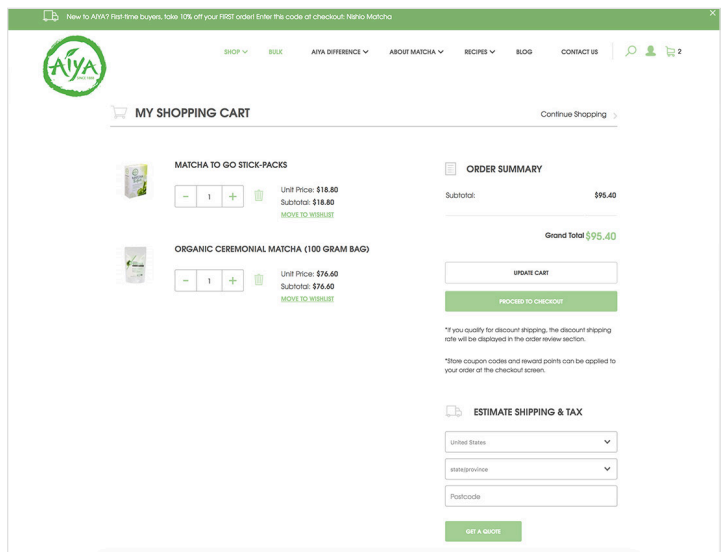
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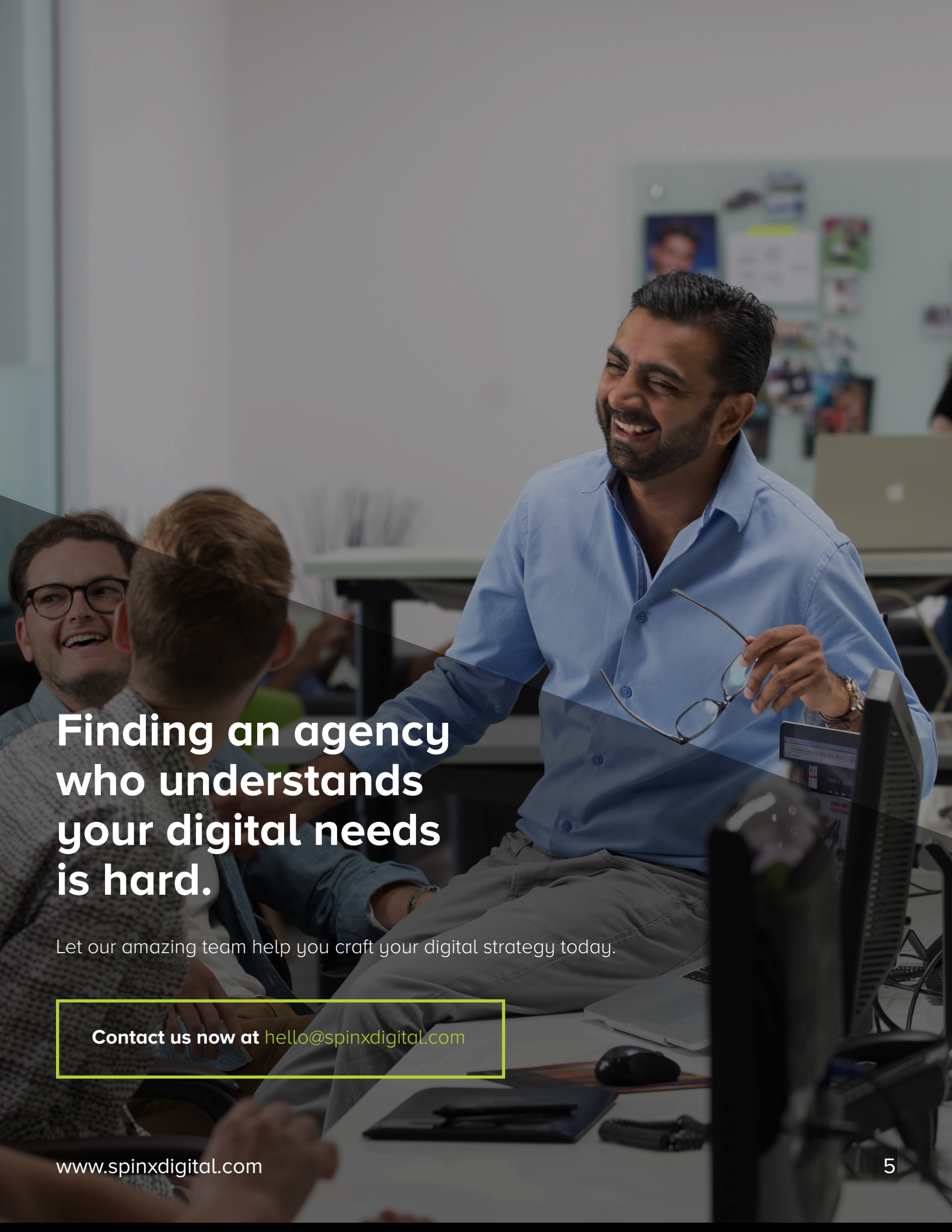




## Closing Thoughts

Transforming Aiya's online presence seemed like a daunting task in the beginning, but our experts jumped in and crafted the cohesive storytelling sales experience Aiya was looking for. With a beautiful, modern website, Aiya can be confident that their digital presence shows off their delicious matcha in a way they are proud of.





# Finding an agency who understands your digital needs is hard.

Let our amazing team help you craft your digital strategy today.

Contact us now at [hello@spinxdigital.com](mailto:hello@spinxdigital.com)