



HARVESTING A FRESH NEW SITE FOR ONE OF THE WORLD'S TOP VEGGIE PRODUCERS

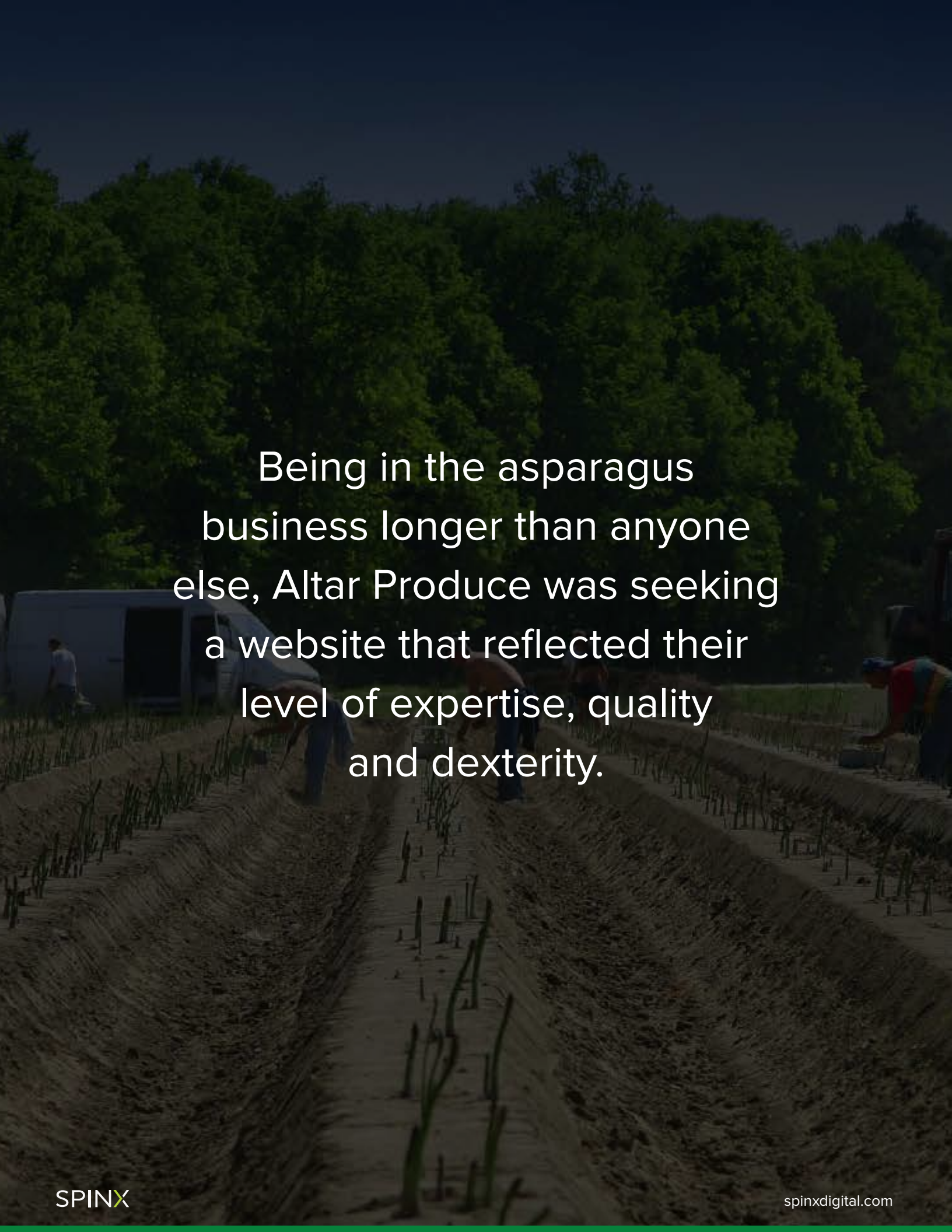
Altar Produce Website Design & Development

SPINX



Overview

Altar Produce is a family owned and operated business that has become the world's largest grower, packer, and shipper of premium asparagus. Starting with only 20 acres and by packing asparagus under the shade of a tree, Altar was the first to introduce asparagus into Latin America. Being involved in the entire process from the growing to the packing of their produce, they are able to control every aspect along the supply chain and provide the highest-quality of fruits and vegetables to the world.

A photograph of an asparagus field with workers and a white van. The image is dark and serves as a background for the text. The workers are seen tending to the rows of asparagus plants. A white van is parked on the left side of the field. The background is filled with dense green trees.

Being in the asparagus
business longer than anyone
else, Altar Produce was seeking
a website that reflected their
level of expertise, quality
and dexterity.

KEY ACHIEVEMENTS

+10.4%

New users

-18.2%

Bounce rates

+128.3%

Organic search

Discovery

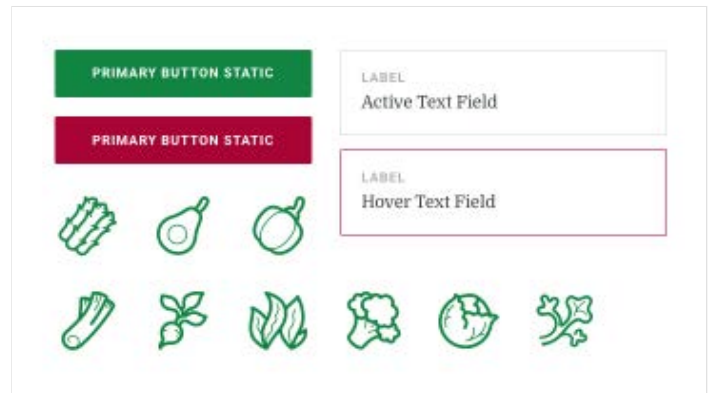
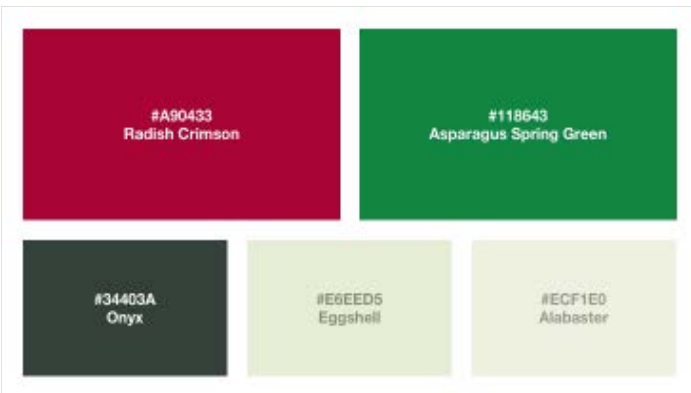
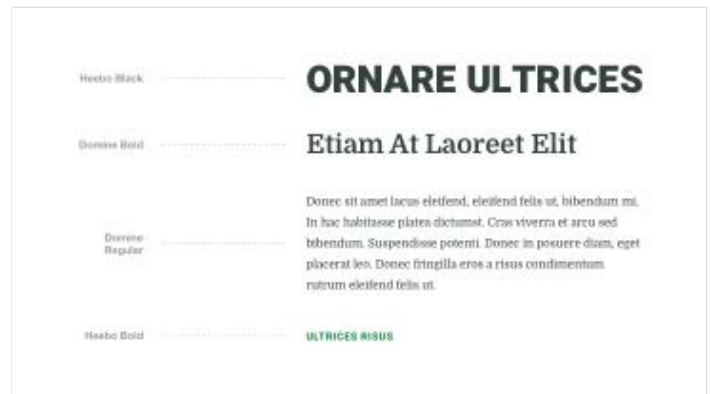
The discovery process was a very important first step in achieving a successful redesign of Altar's website. To ensure the new site will be an accurate reflection and representation of the brand, we conducted an in-depth analysis of their current site and interviewed their team and key stakeholders to identify the frustrations with their current site and the priorities for the redesign.

The biggest challenge with their current site was that it didn't reflect the quality or the artisanship of their produce. Being the world's leader and expert in the field, this was a very important aspect to prioritize in the strategic planning of the new design. Other key takeaways from the discovery meeting was their desire to increase brand awareness, showcase current career opportunities, and display the global reach of their products.

UX Strategy

After thoroughly understanding Altar’s expectations and goals, we were able to jump into the UX strategy phase and create the preliminary architecture of the site. During the UX Strategy phase, we developed wireframes, which are like the blueprints for the site. Wireframes enable us to plan out an intentionally optimized user experience by identifying and testing any potential issues that could arise before we invest too much time building the new site.

One of our main goals was to make the messaging on each page of the site easy to understand, while educating visitors on the quality of produce, and establishing Altar Produce as the leading expert in the industry. We kept the layout and navigation of the site simple to make it intuitive to navigate.





Build

Altar Produce had established branding in place when we started working with them, which meant it was our job to incorporate their colors, typography, and image styles throughout the design. During the design phase, we brought the wireframes to life by defining how these visual styling elements worked together to create a cohesive and appetizing UI design.

We take pride in not only creating beautiful websites for our clients, but we also take pride in making sure we're building our websites on top of a scalable content management system (CMS) that is intuitive to use. We selected to build Altar Produce's custom designed website on top of the Wordpress CMS.

Paired with an easy-to-use CMS, we also programmed the site the latest responsive technology to ensure that our goal to produce an optimized user experience came to fruition. Utilizing responsive technology means that the user's experience will not be disrupted due to browser size or device type.

GROWERS, PACKERS & SHIPPERS
PREMIUM QUALITY VEGETABLES

SINCE
1955

- Asparagus
- Green Onions**
- Bell Peppers
- Broccoli
- Avocados
- Brussel Sprouts
- Cilantro
- Parsley
- Radishes
- Spinach
- Dates
- Blueberries
- Grapes

OUR PRODUCE

GREEN ONIONS



BROCCOLI



ASPARAGUS



BELL PEPPERS



BRUSSEL SPROUTS



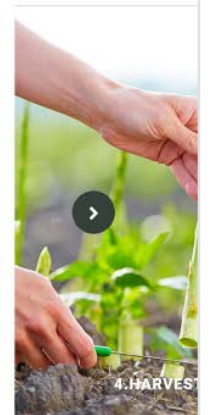
BLUEBERRIES



HOW TO GROW ASPARAGUS



1
PREPARING THE BED
 Before planting a new asparagus bed, it's critical to eradicate all the weeds and grasses from the planting area.



MAINTENANCE

2. PLANTING

3. IN-SEASON CARE


4. HARVEST



Test & Launch

As soon as the site development stage was complete, we began our own internal rounds of testing. This is always an exciting phase to see all of the strategizing and planning come to life in, what will soon be, a new launched website.

After we made sure everything was functioning properly we excitedly presented the new site to Altar and conducted a brief tutorial on customizing all of the different areas, like adding pages, content, and changing images. They were then able to practice doing site updates during their own round of testing.



The clean, crisp, updated design created the professional and educational website they needed to display their quality produce, raise brand awareness, and showcase their impressive global market share.

Results

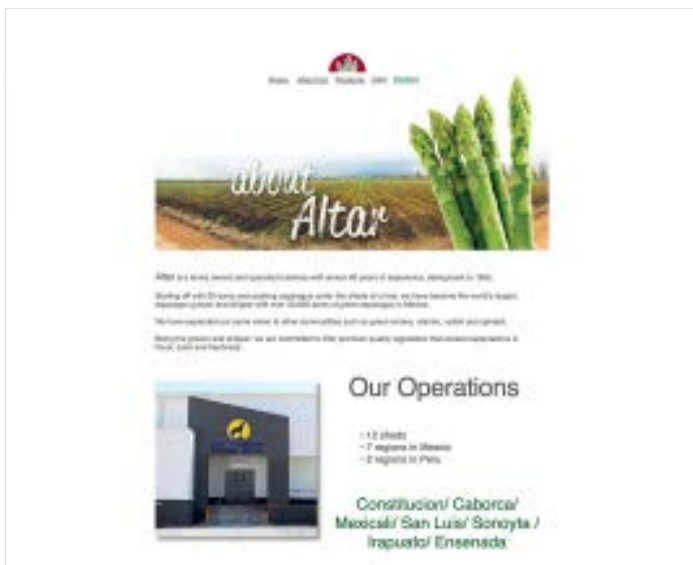
After the site was set up on the server, we were able to take the site live! Especially when looking at a before and after comparison, all of the hard work shows in the new and beautiful site. We were able to deliver on the goals Altar Produce set out to achieve and created a fresh new website for the world's largest asparagus growers. Lettuce show you the proof in the before and after's below!



Before



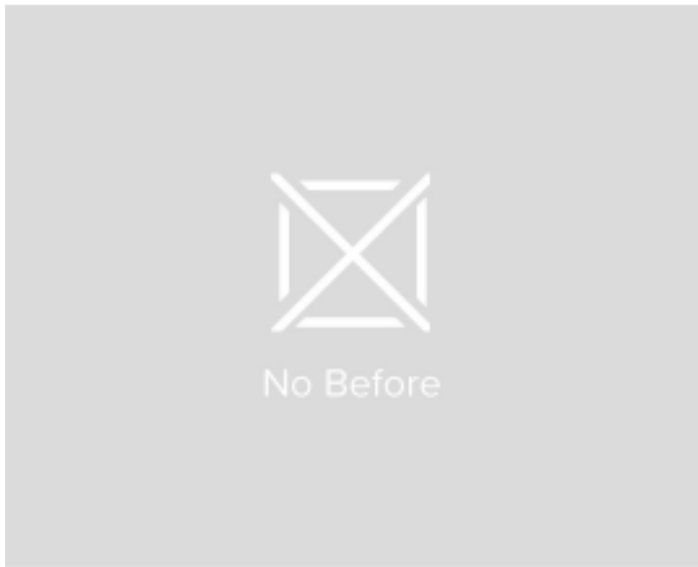
After



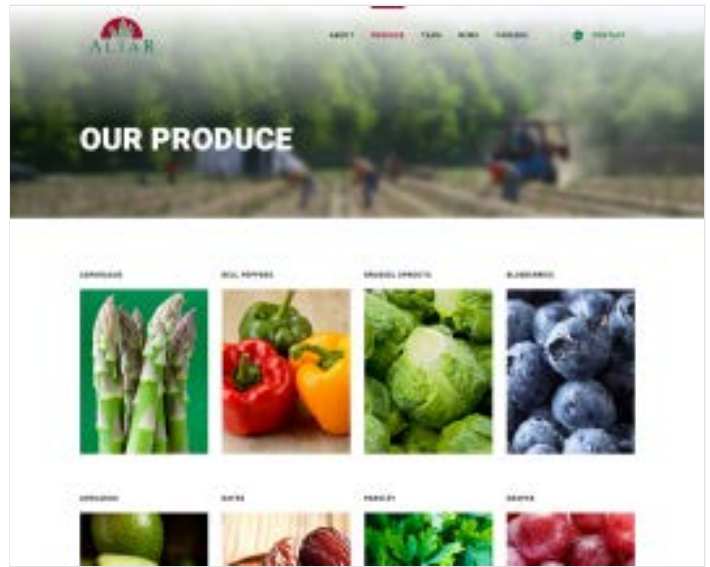
Before



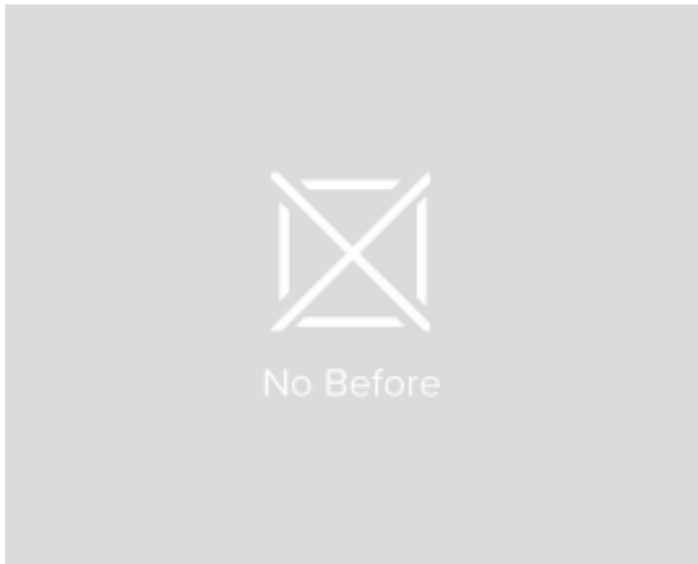
After



Before



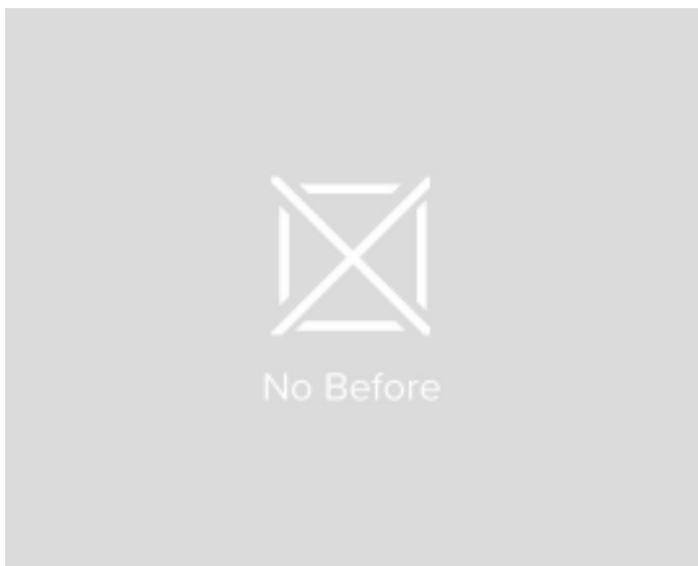
After



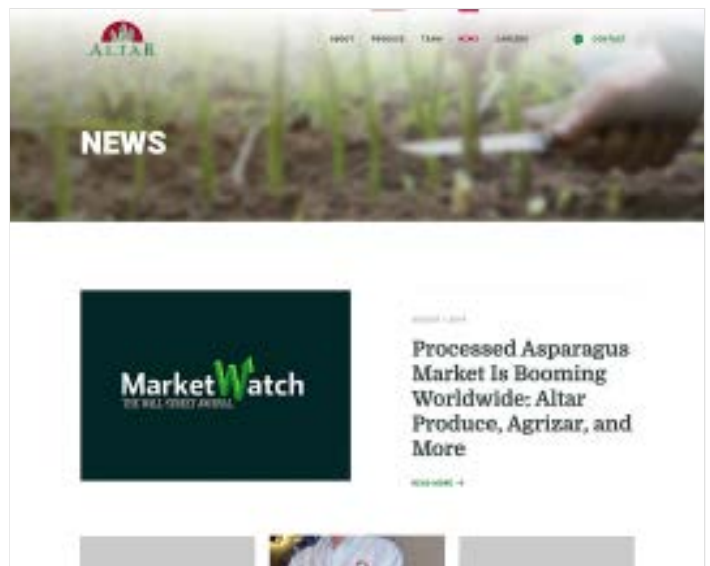
Before



After



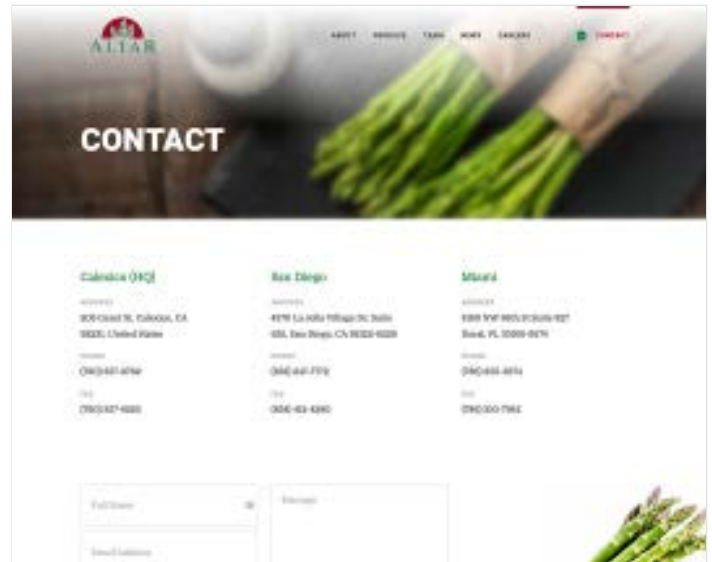
Before



After



Before



After



Closing Thoughts

They say “happiness does not come from doing easy work, but from the afterglow of satisfaction that comes after the achievement of a difficult task that demanded our best”. Working to redesign this website was an exhilarating challenge, and with it's beautifully redesigned website, Altar Produce can now let their produce shine online.



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