Kojima Productions Store Redesign: Strand Wine Highlight Process Book

Project Brief & Objective

This project initially started with the goal of only creating a design with a theme that could then be applied on a wine label. After that project was complete, I came up with an idea on how to expand on it by creating different editions and making it a purchasable item on the Kojima Productions Store website.

The theme for this project takes influence from the game Death Stranding, made by Kojima Productions. In the game you play as Sam, a legendary porter and a member of Bridges, a company that was formed to reconnect the fractured society of the U.S. after mysterious explosions have rocked the planet in the near future, setting off a series of super-natural events known as the Death Stranding.

Label Design

Looking at other label designs and elements that can be referenced in the label for Strand Wine

1 Die cut negative space used to suggest illustration

2 Die cut of droplet. Orientation of label content and composition

3 Colors and font used. Tag on top of label on the bottle

4 Silhouette illustration
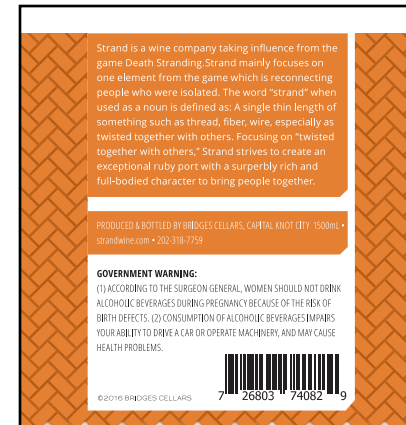
5 Hand print and strands

6 Rope used in game to help ascend and descend hills or cliffs

7 Suits that correspond with the different divisions of Bridges

8 Roughs for Strand logo
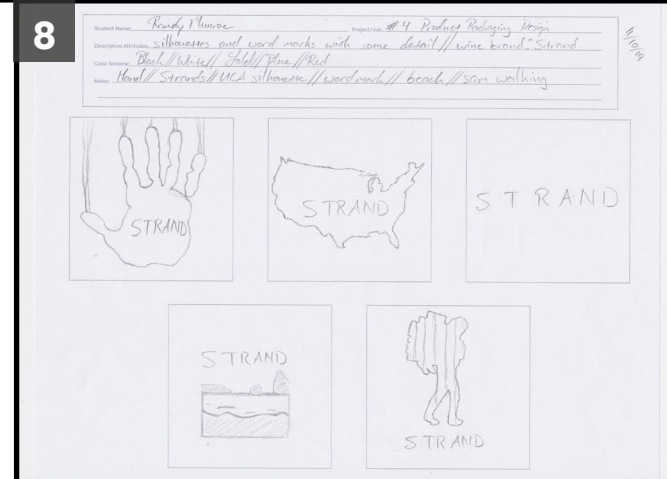
The final labels focus on the different divisions of bridges, introduced in the first chapter of the game and is meant to look like a magnified version of the rope shown on the previous page
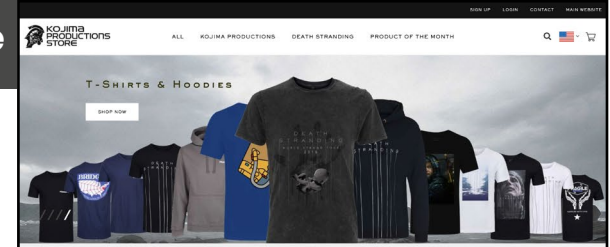
Each label has the same information about
what strand is, the type of wine, and its origin
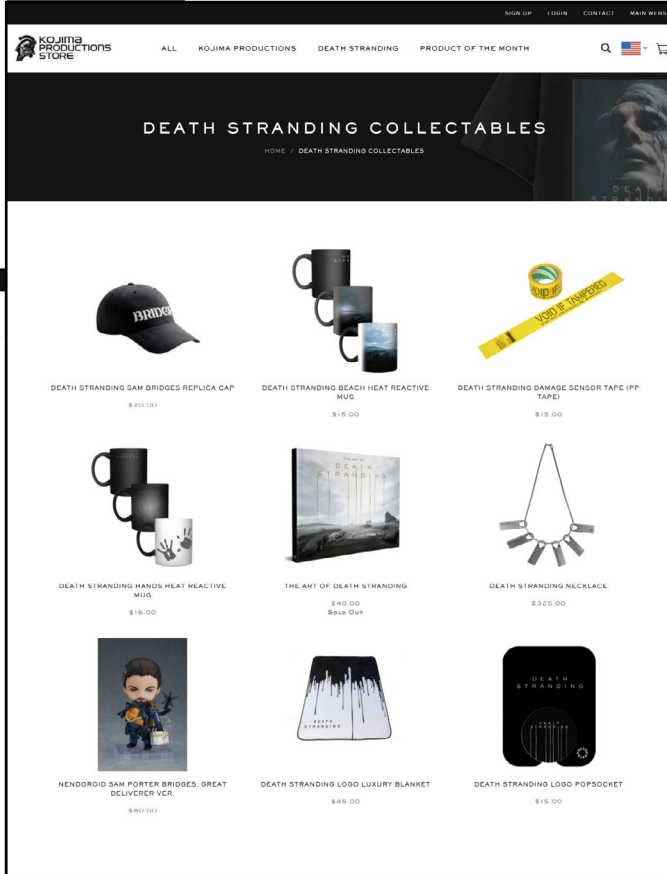apart from the edition tag

Website Redesign

Current Store Design

Looking at the current website, it only uses black and white and any reference to Death Stranding is just on the products and one font being used throughout
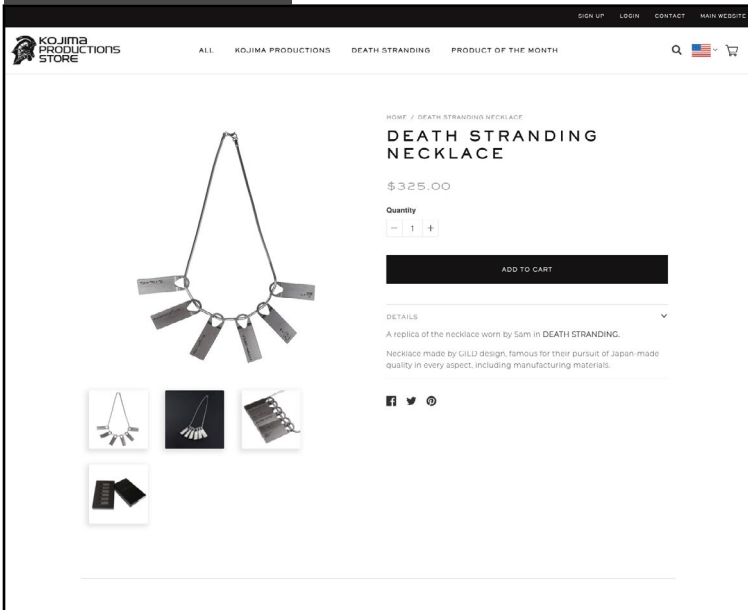
Home page

Catalog

Product Page

Game Influence and Inspiration

The goal of the redesign was to make the site feel like an external extension of the game while still staying true to the monochromatic style of Kojima Productions Store and not just turning it into a Death Stranding Store.

Elements from in game menu UI that influenced design choices

1 Dot grid on background

2 Border corner notch on dark blue item

3 Dot on the corners of listed items

4 Map background and blue to transparent effect from bottom right

**5** Background gradient creating depth from in the background
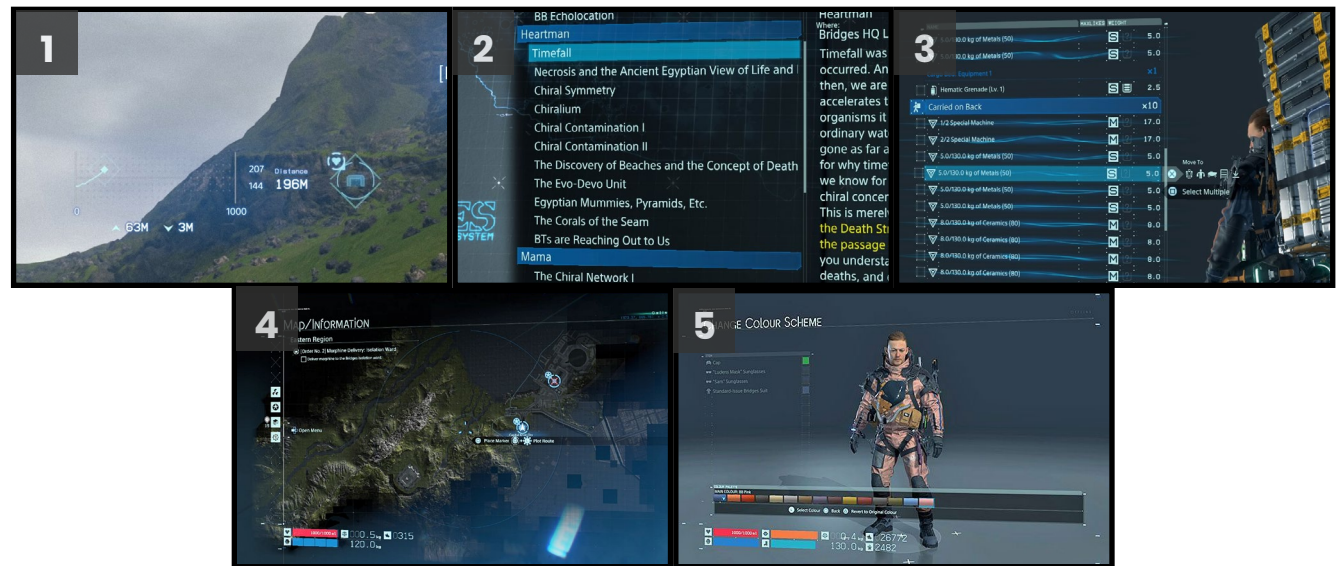
1 Dot grid overlay on images and some solid background colors

2 Drop shadow on product images. Corner squares on store items

3 Imagery: Character stills from in game cinematics or trailers

4 Colors associated with the different divisions of bridges

5 Kept fonts used on the current site

1

2

$325.00
DEATH STRANDING NECKLACE

3

4

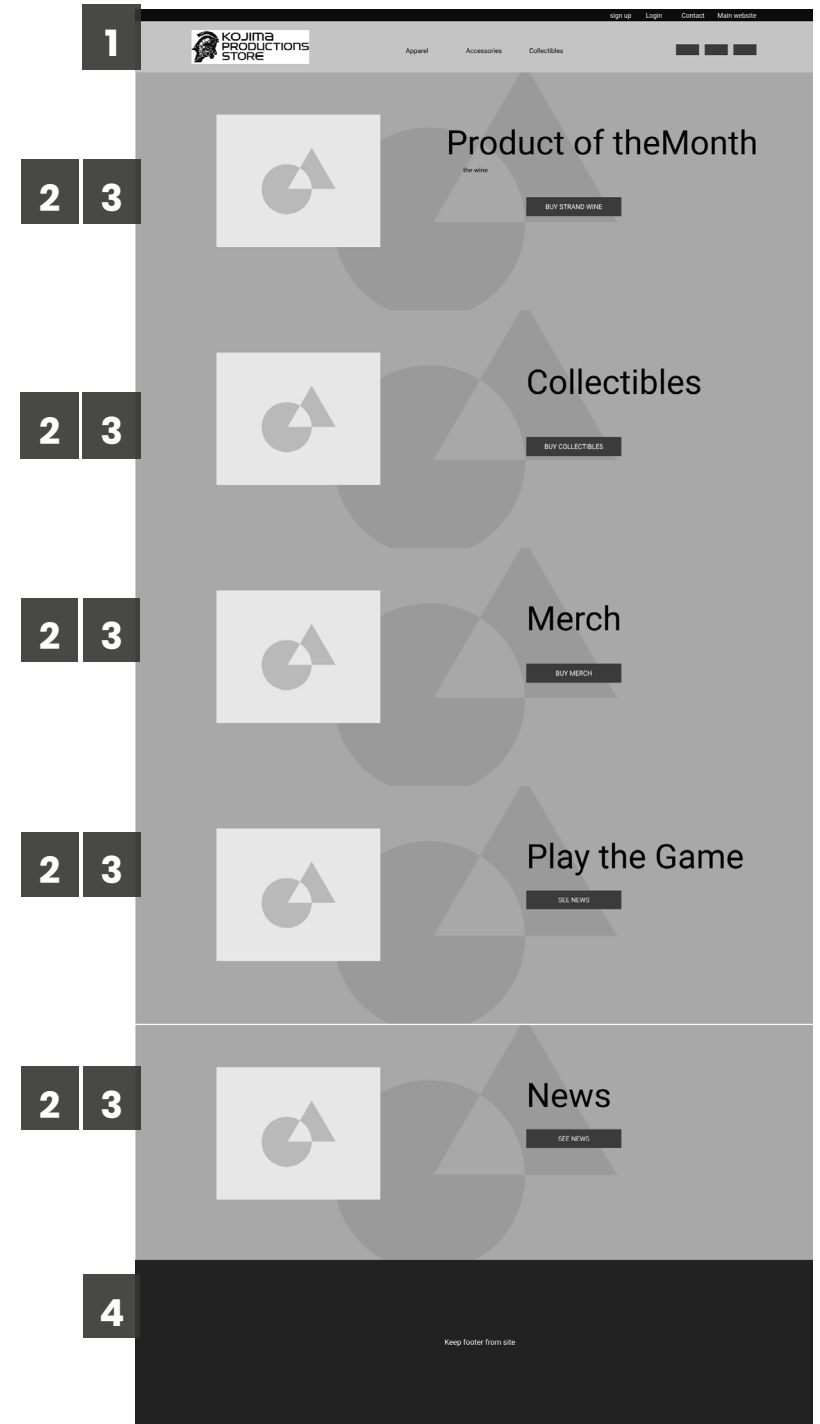|	
#990000	#1F1F23
#E58032	#27375B
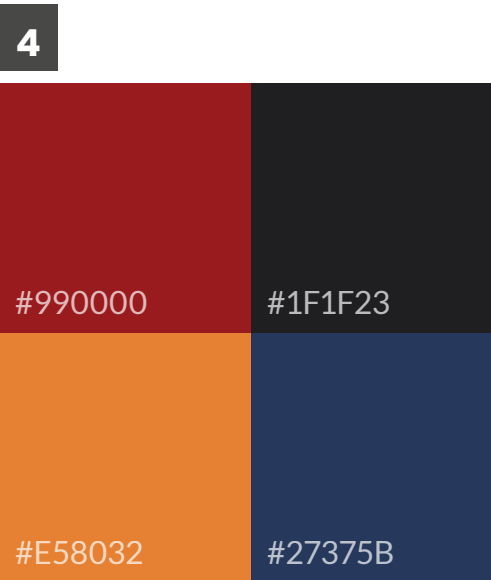
5

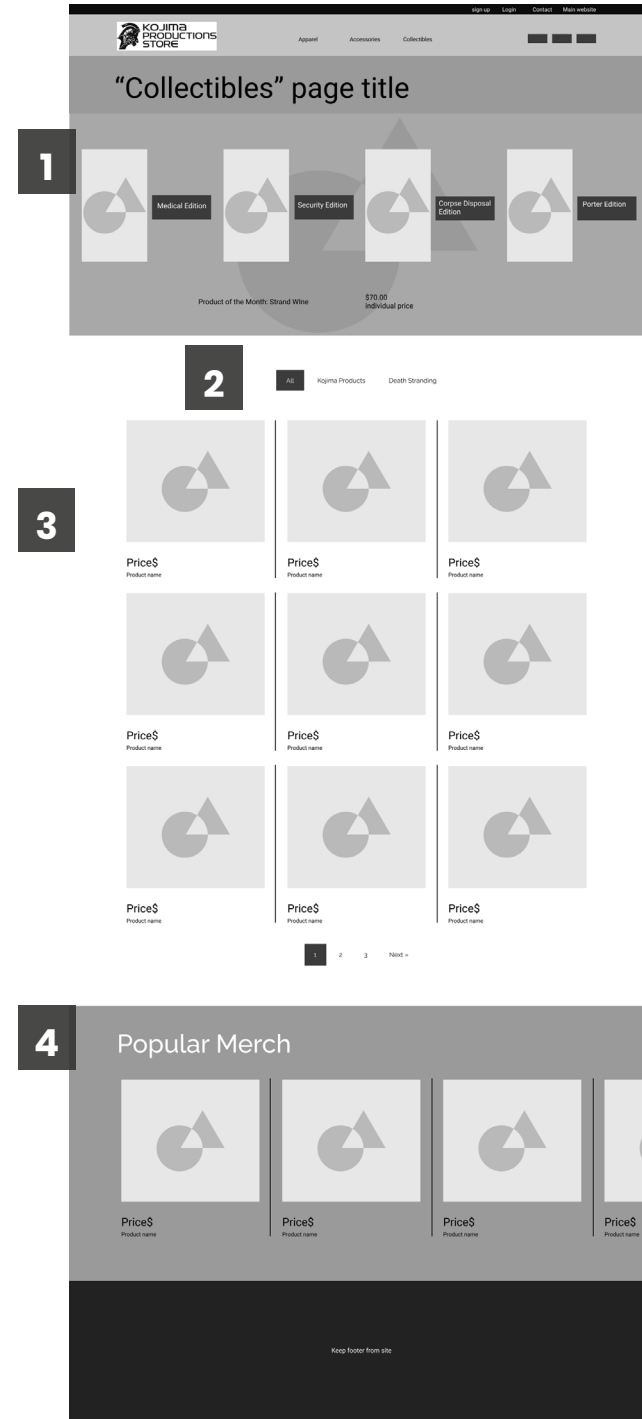**Headings | Sackers Gothic**

DEATH STRANDING

Body | Montserrat

Is dicit od enihict atemque labor re-restrum ut liquiam ut lam facersperi-on porios abor rae sequam hillibus ut ut exped quam, commolo

Home Wireframe

The redesign follows the user flow of some-one who has completed the game, wants to buy something physical that can remind them of the time they played death stranding, and maybe share that experience with others.
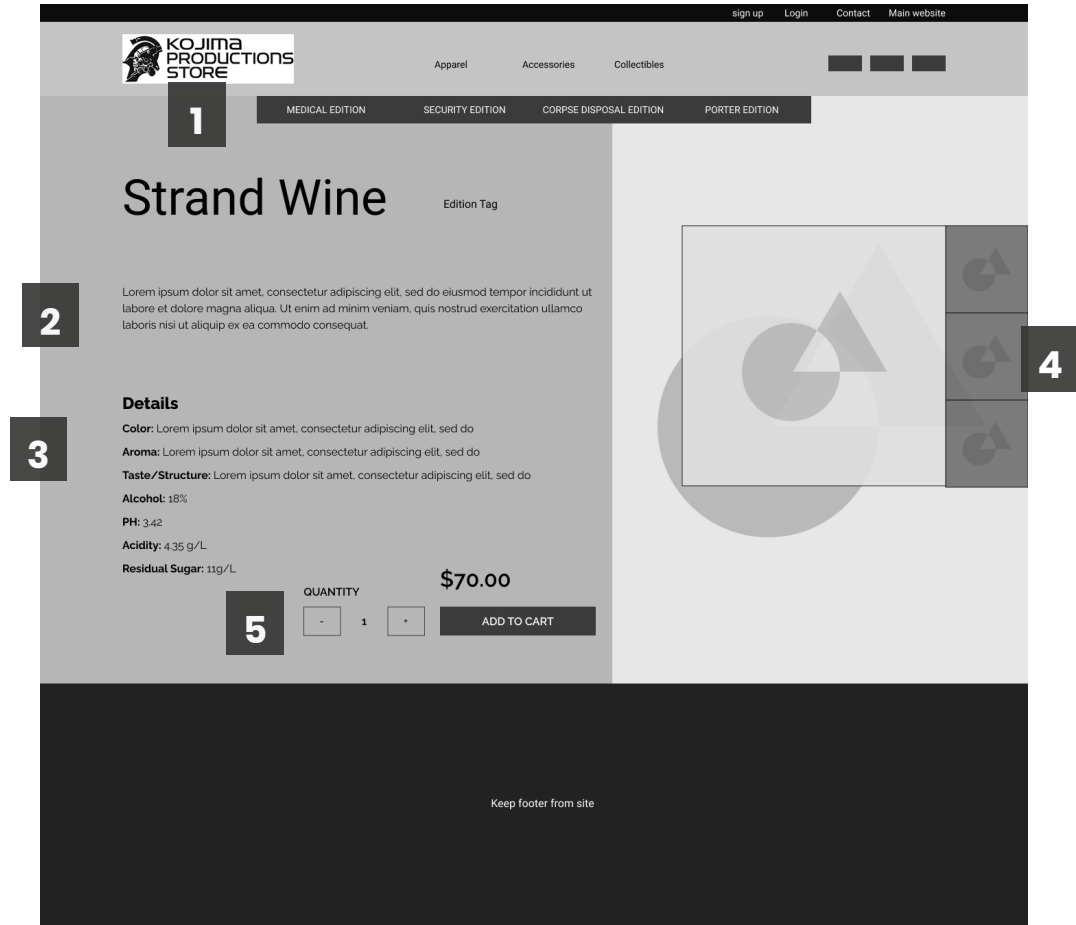
1 Top nav with links to the different type of merch users can buy. Ability to search. Choose language. See cart items

2 Each section should be scaled to fit the browser window 100% and scroll like a phone gallery but vertically

3 ~30 second video clip playing behind each section

4 Footer

Collectibles Catalog Wireframe

1 Featured Product hero

2 Filter to see all collectibles, or only items from either the kojima brand or the game

3 Listing of some collectible items with pagination
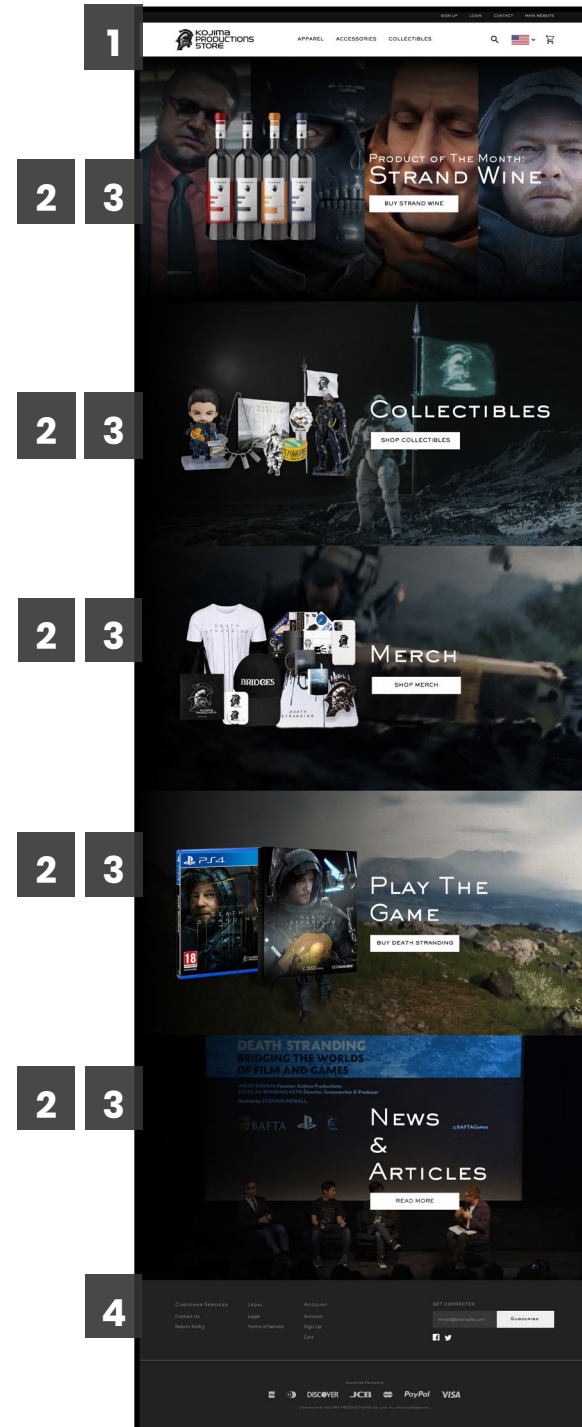
4 Popular merch carousel

Wine Product Page Wireframe

1 Sub nav for each wine edition

2 Description that includes in game reference of each divisions role

3 Details about the wine

4 Product display and thumbnails to switch view

5 Choose quantity, price, and add to cart

sign up   Login   Contact   Main website

KOJIMA PRODUCTIONS STORE

Apparel   Accessories   Collectibles

1 | MEDICAL EDITION   SECURITY EDITION   CORPSE DISPOSAL EDITION   PORTER EDITION

Strand Wine   Edition Tag

2 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Details

3

Color: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do

Aroma: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do

Taste/Structure: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do

Alcohol: 18%

PH: 3.42

Acidity: 4.35 g/L

Residual Sugar: 11g/L

QUANTITY $70.00

5 | - | 1 | + | ADD TO CART
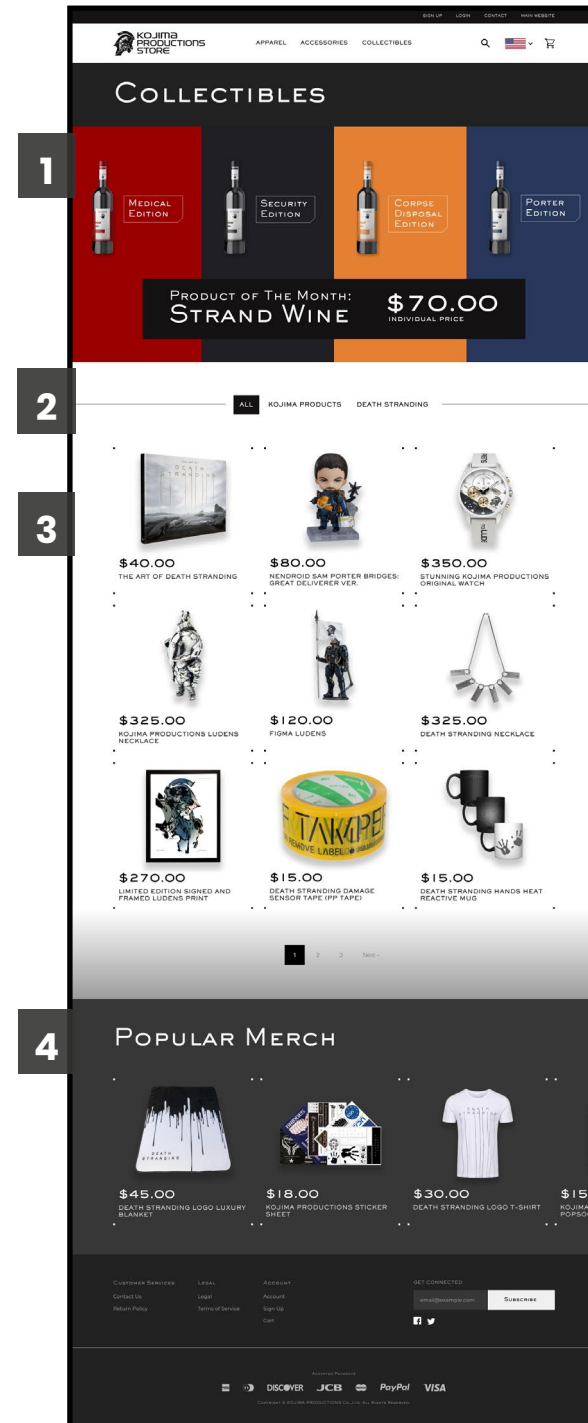
4

Keep footer from site

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of the time they played death stranding, and
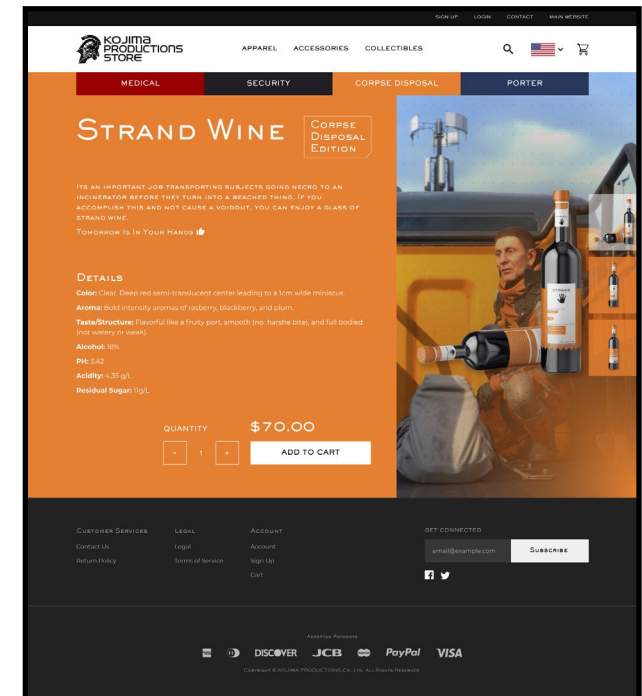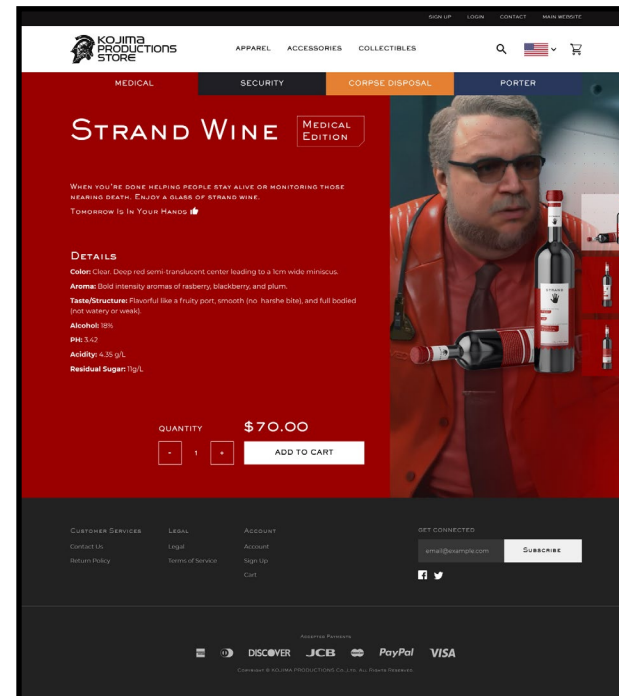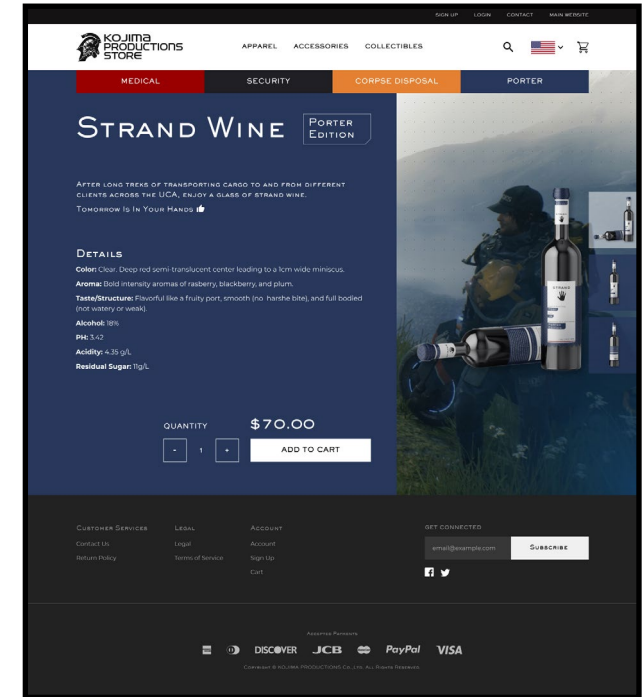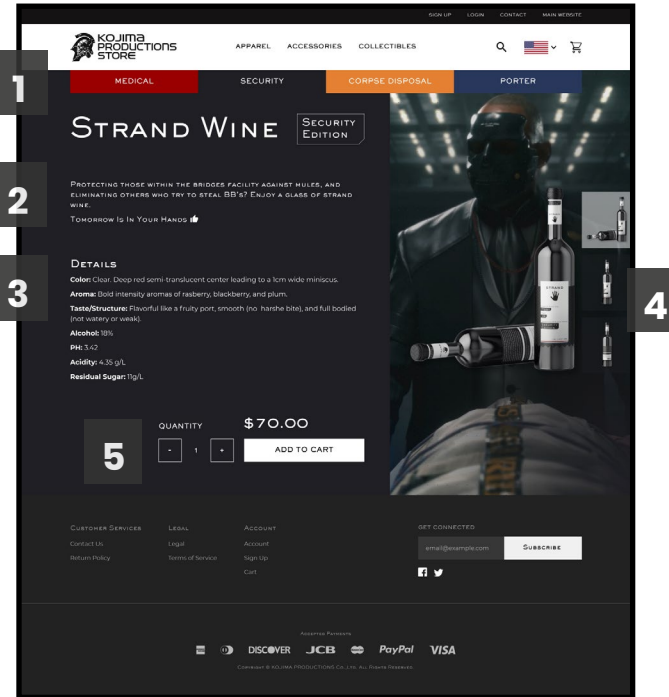maybe share that experience with others.

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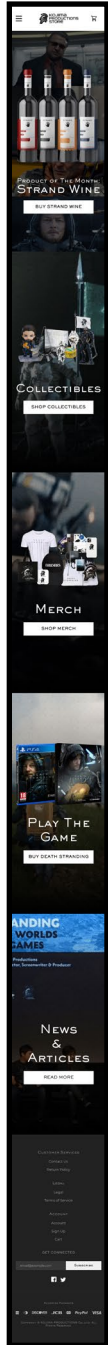each section

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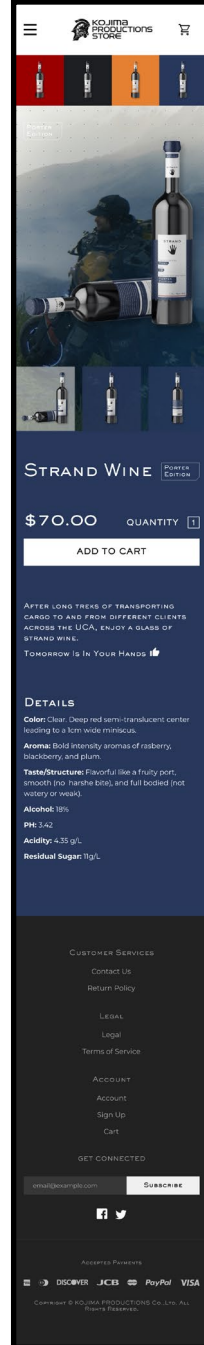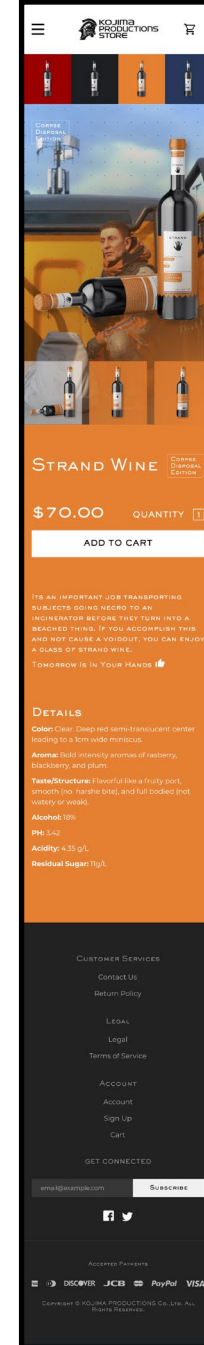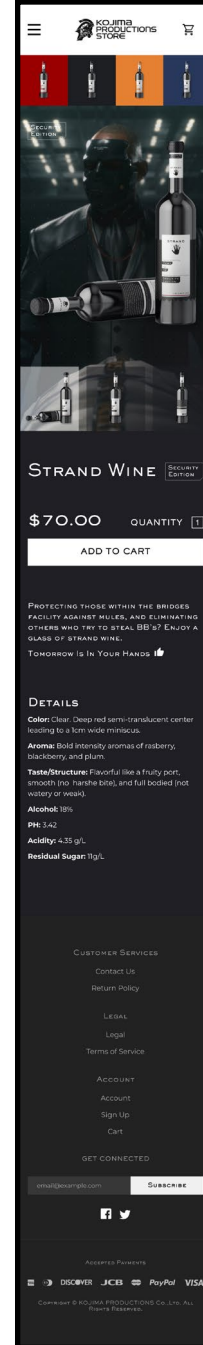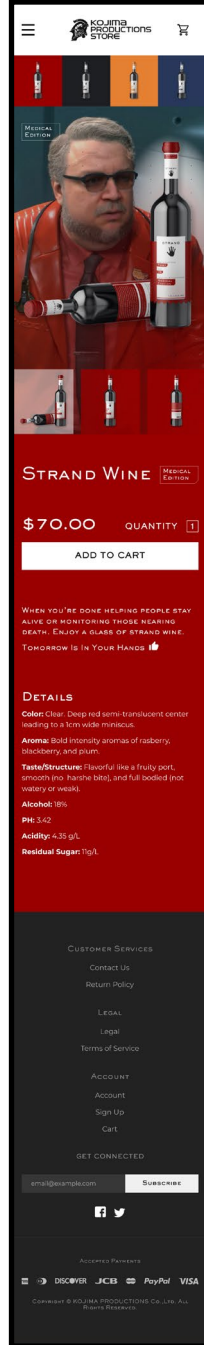
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Mobile Comps

Home

Collectibles

Wine Product Pages

Test the Prototype
Let me know what you think

Go to Figma Prototype