



# STROHS

*Brew and Creamery*

CLIENT BRIEF

# STROHS

## *Brew and Creamery*

### OVERVIEW

Stroh's Brew and Creamery is a gastro pub focused on bringing together two key parts of the Stroh's brand – Craft beer and ice cream. The user is interested in signing up for a rewards program and discovering events to be held at the restaurant. The user will receive an overall feel for the restaurant via the site. The restaurant will offer specials and menu items that combine the brands in a unique way to increase sales of both Stroh's craft beer and Stroh's ice cream.



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### ABOUT THE COMPANY

Stroh's Brew & Creamery is a combination hip icecream creamery and brewery in Detroit that offers craft beer and icecream flavors with interesting topping options (occasionally with alcohol). Also offering some vegan flavors! We are Family Friendly

### TARGET AUDIENCE

Families and people looking for an urban experience

### OBJECTIVES

Rewards Program

Mailing List

Inform users about upcoming events

Showcase specials





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USER PERSONAS



## PERSONA ONE

KYLE  
BEDFORD 24

### OCCUPATION

College Student at Wayne State University

### MOTIVATIONS

Wants a cool place to hang out with friends

Friendly atmosphere

Something unique

### FRUSTRATIONS

Website has to be clear and easy to navigate.



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## PERSONA TWO

DEBBIE  
AUSTIN

38

### OCCUPATION

Manager at Arbys Restaurant

### MOTIVATIONS

Looking for a special place to bring her 2 boys

Family Friendly

On a budget

### FRUSTRATIONS

Wants to be able to see whats on menu

Easy sign up form to become a member



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CONTENT STRATEGY



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## CONTENT PLAN

<b>CLIENT</b>	Strohs Brew & Creamery
<b>WEBSITE GOALS</b>	Show overall feel of the restaurant via the site. Educate people about what the business has to offer while. Allow users to sign up for rewards program and see local events
<b>WEBSITE MESSAGE</b>	Detroit Classic with a new twist

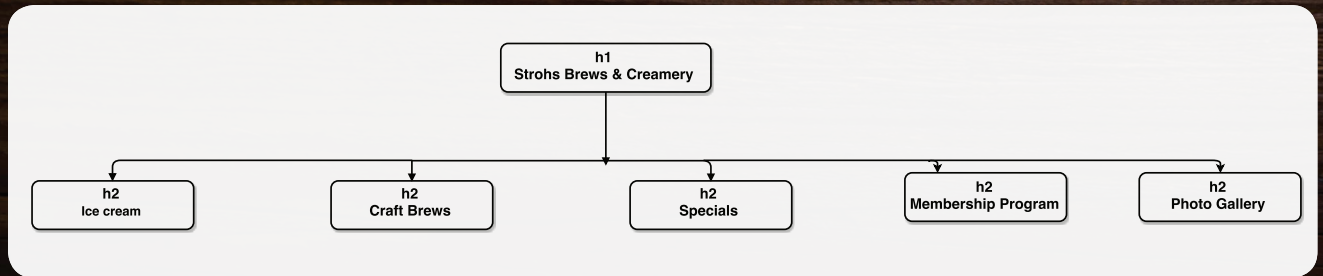
<b>HEADING &amp; CONTENT</b>	<b>ELEMENT TYPE</b>
<b>h1 - Strohs Brew &amp; Creamery</b>	Logo/Text
<b>h2 - Ice Cream</b>	List of products with prices
<b>h2 - Craft Brews</b>	List of products with prices
<b>h2 - Specials</b>	List of products with prices
<b>h2 - Membership Program</b>	Sign up form
<b>h2 - Photo Gallery</b>	Images



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## HIERARCHY CHART



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## DELIVERABLE LIST

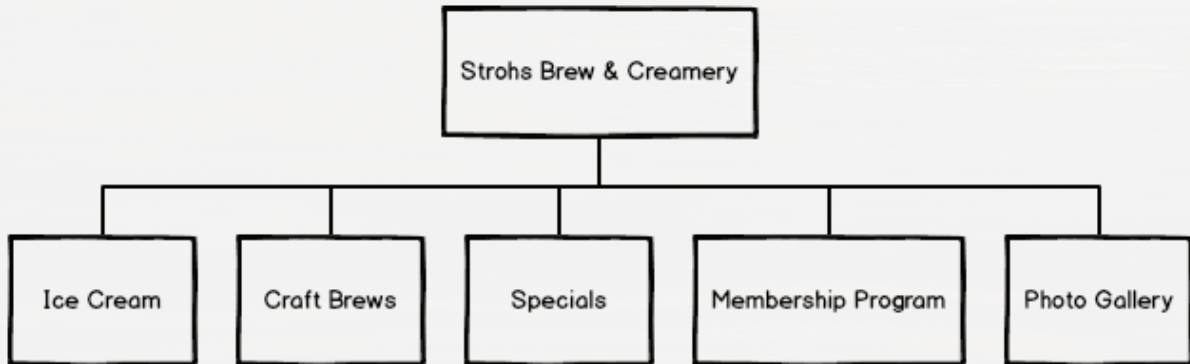
- Membership Program
- Event Calendar
- Photo Gallery
- Branding
- Contact Form
- Social Media Integration



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## SITEMAP





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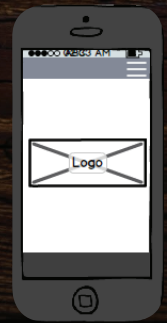
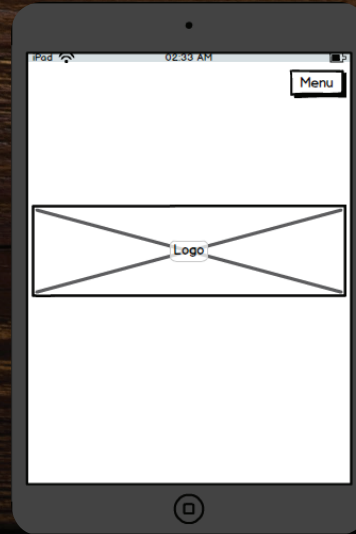
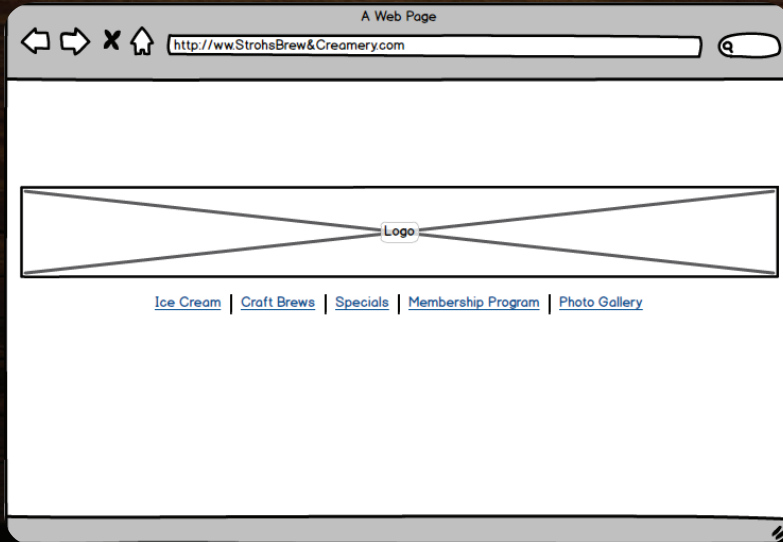
DESIGN



# STROHS

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## WIREFRAME



# STROHS

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## STYLE TILE

### HEADLINE FONT

lorem ipsum Ulpa volecab ipsam facest utatemo  
dicat.Henda vendictus ett id quaturere incem  
dolecum non et quo cuptaturi nihil mos sam  
consequi nobit esequiam etur molum.





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