Client Brief Summary

Business Name: Gold Brand Tennessee Whiskey

The purpose of this website is to encourage prospective buyers to purchase drinks, merchandise, or attend an event and support a family owned business.

Features:

- Whiskey catalog
- Location maps for buyers
- Events calendar
- Email sign up
- Account sign in/creation

Website Success:

- Purchases are made
- Events are being attended
- Social media following grows

User Persona Worksheet to collect information - You can transfer the information to a another structure

Sketch and Name	**Behavioural Demographic information**
 Name: Shelby	• 4th year Student • Psychology major • Busy with school, extracurriculars etc. • Not very tech-savvy
Pain points and needs • Cannot navigate for relevant content • Information overload/cognitive burden (too much text/unhelpful formatting	**Potential solutions** • Change information architecture so that relevant user content is easily accessible and navigable • Reduce information overload by separating and organizing information into further subsections

Name: Jack	Behavioral Info: Bachelor's degree Advertiser Busy with work and family Somewhat tech savvy Likes evening glass of whiskey
Pain points and needs: Can get overwhelmed easily with page information/sign ups	Solutions: Keep account creations in designated spots (not a lot of pop ups unless press on button to do so)

User Persona Worksheet to collect information - You can transfer the information to a another structure

Name: Dan	Behavioral Info: Some college education Part time in retail Busy with work and school Likes tequila
Pain point: Wants fast loading websites Doesn't drink whiskey often so isn't sure what to look for	Solutions: Good product descriptions Recommendations to similar products

Name: Dave	Behavioral: No degree Works in construction Likes beer Not tech savvy
Pain points: Cant navigate a website easily	Solutions: Multiple ways to get to pages Simple layout

User Analysis Summary

Website Users:

- 21+ adults
- Whiskey enthusiasts
- People who enjoy drinking drinks

Website design based on user analysis:

- User friendly
- Easy navigation/can find information
- Mobile friendly

Store design considerations based on user analysis:

- Product suggestions
- Good descriptions
- Product ratings/review
- Track shipping
- Store locator

Logo

- Circle icon, with whiskey glasses in the upper circle and brand name in banner in middle of circle
- Black, white, and gold to provide continuity with website
- Will be place in header towards left
- Simple, classy, polished

Characteristics

- Family owned, trustworthy, quality, friendly
- Website uses friendly, inviting, casual language so you feel like part of the family
- Neat and minimalist layout, content is aligned

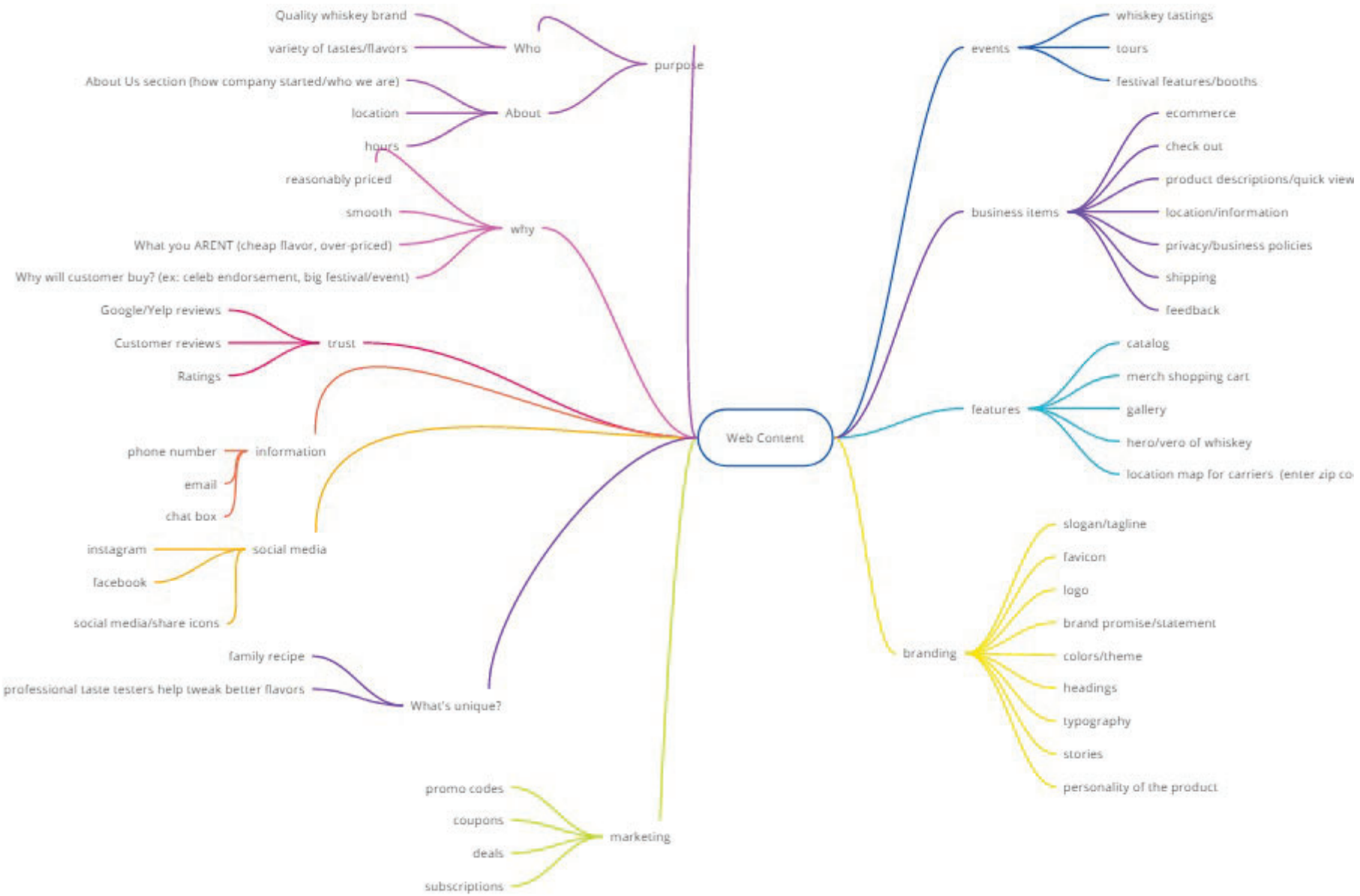
Core Values

- Quality
- Good Prices

Style:

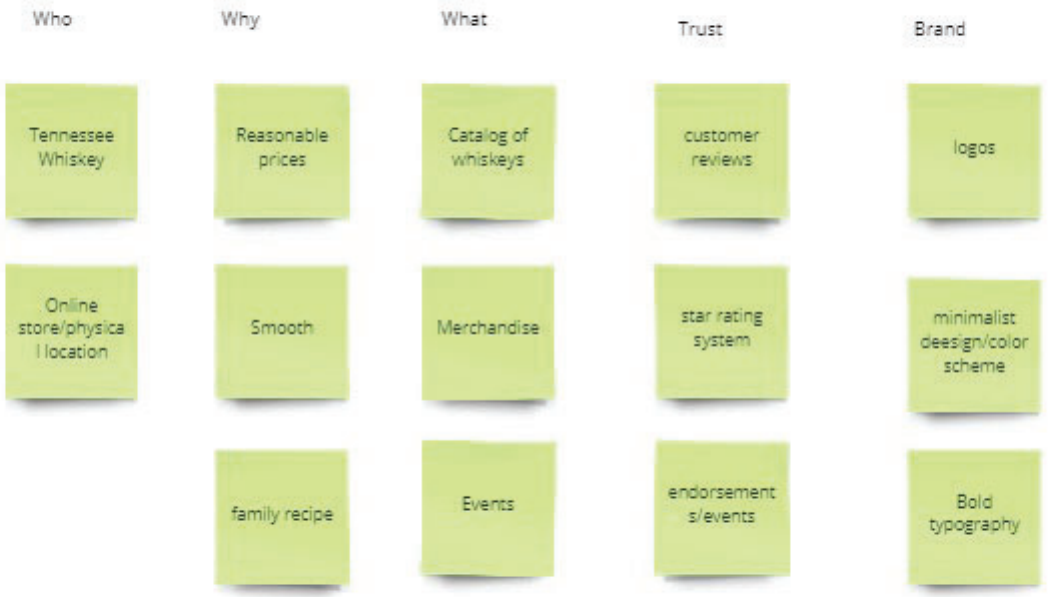
- Minimalist
- Simplistic
- Polished
- Sophisticated yet casual
- Comfortable

FEATURES
Hero/vero of whiskey
catalog
Merch shopping
gallery
Location map
CONTENT
Products
Business origin
Reviews/Testimonials
Contact
BRANDING
confident
bold
charming
refined
polished

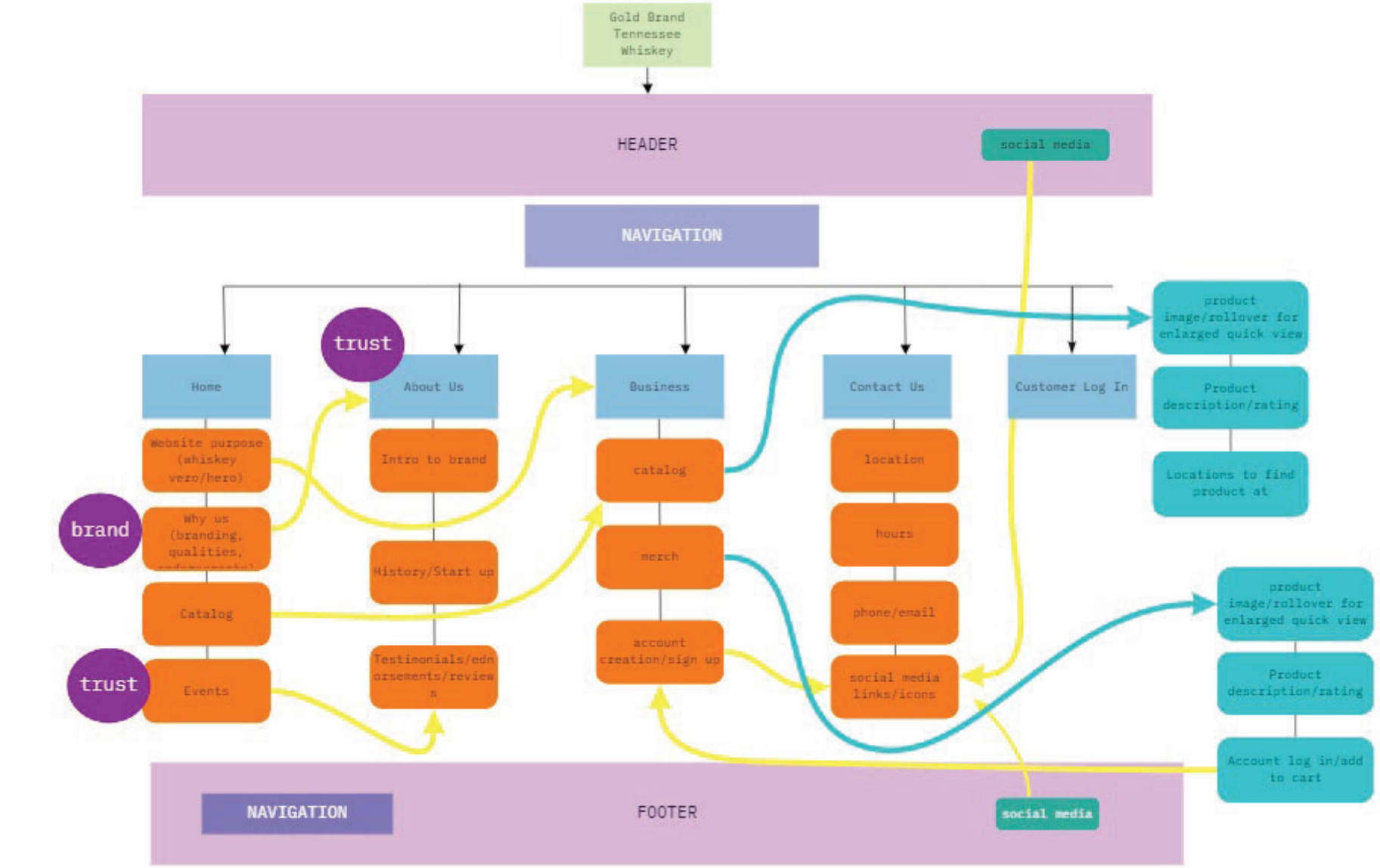

Web Content
purpose
Who
Quality whiskey brand
variety of tastes/flavors
About
About Us section (how company started/who we are)
location
hours
why
reasonably priced
smooth
What you ARENT (cheap flavor, over-priced)
Why will customer buy? (ex: celeb endorsement, big festival/event)
trust
Google/Yelp reviews
Customer reviews
Ratings
information
phone number
email
chat box
social media
instagram
facebook
social media/share icons
What's unique?
family recipe
professional taste testers help tweak better flavors
marketing
promo codes
coupons
deals
subscriptions
events
whiskey tastings
tours
festival features/booths
business items
ecommerce
check out
product descriptions/quick view
location/information
privacy/business policies
shipping
feedback
features
catalog
merch shopping cart
gallery
hero/vero of whiskey
location map for carriers (enter zip co
branding
slogan/tagline
favicon
logo
brand promise/statement
colors/theme
headings
typography
stories
personality of the product

Strategic Elements

Group content into categories from the mind map

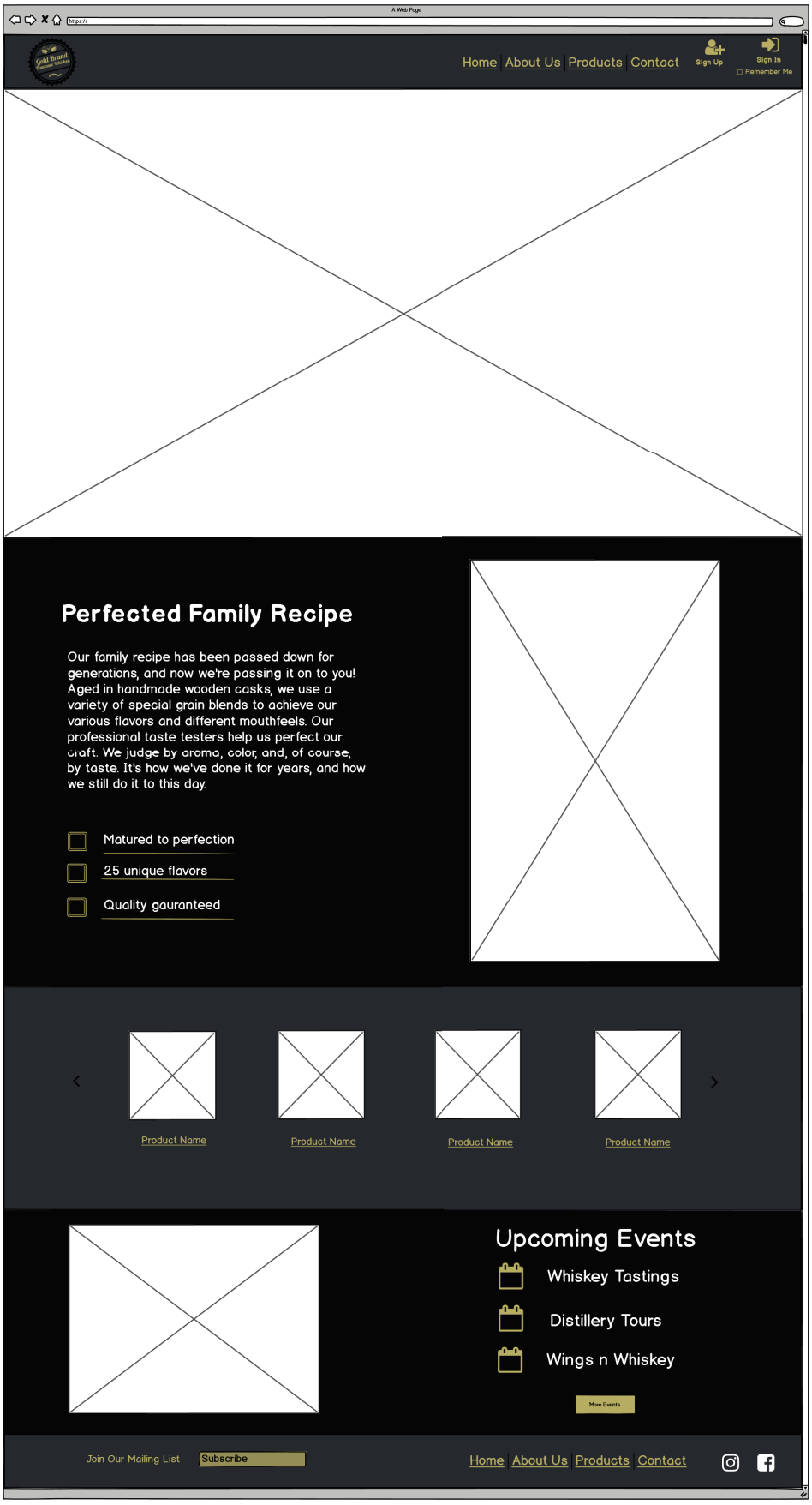


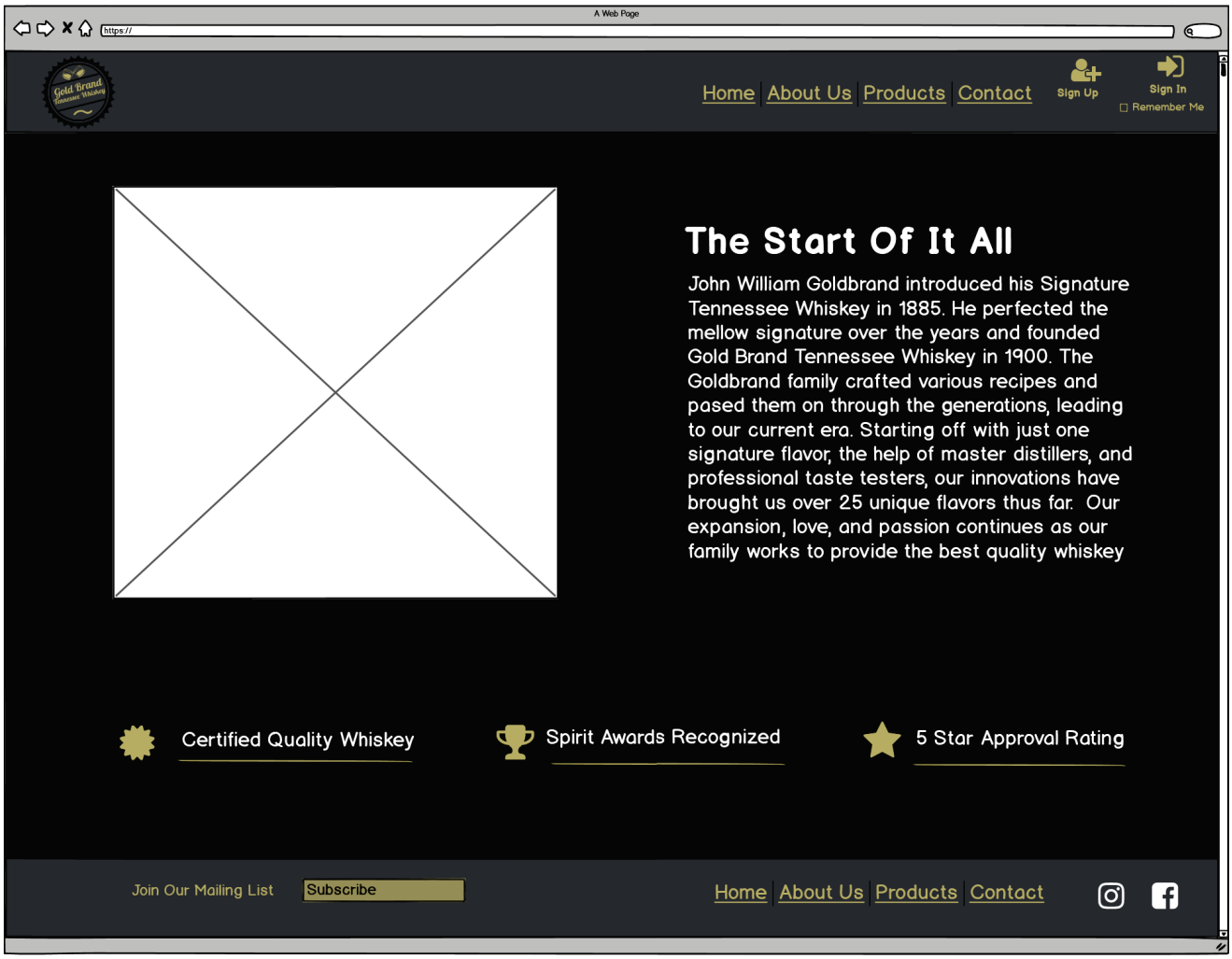
Navigation Sitemap

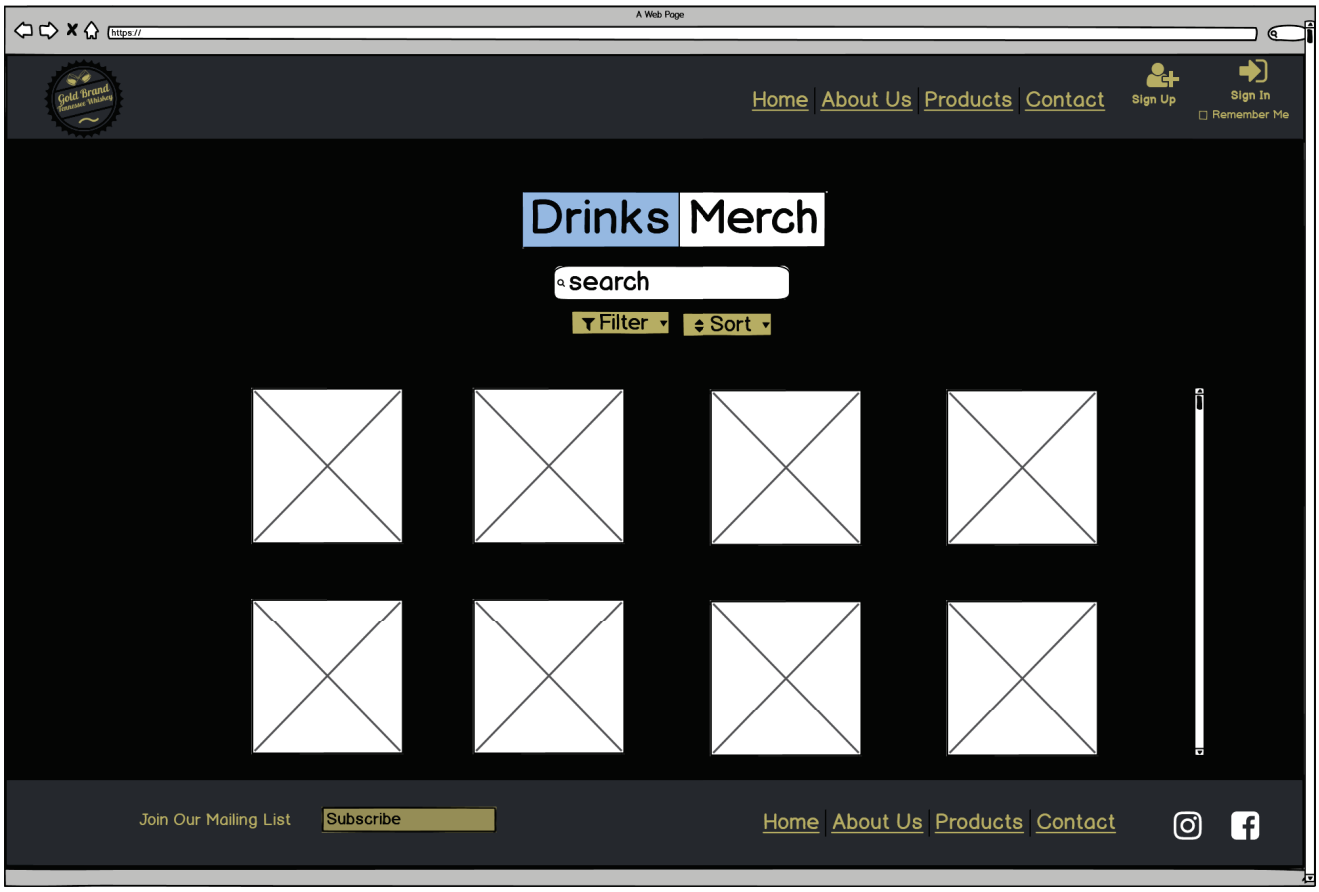


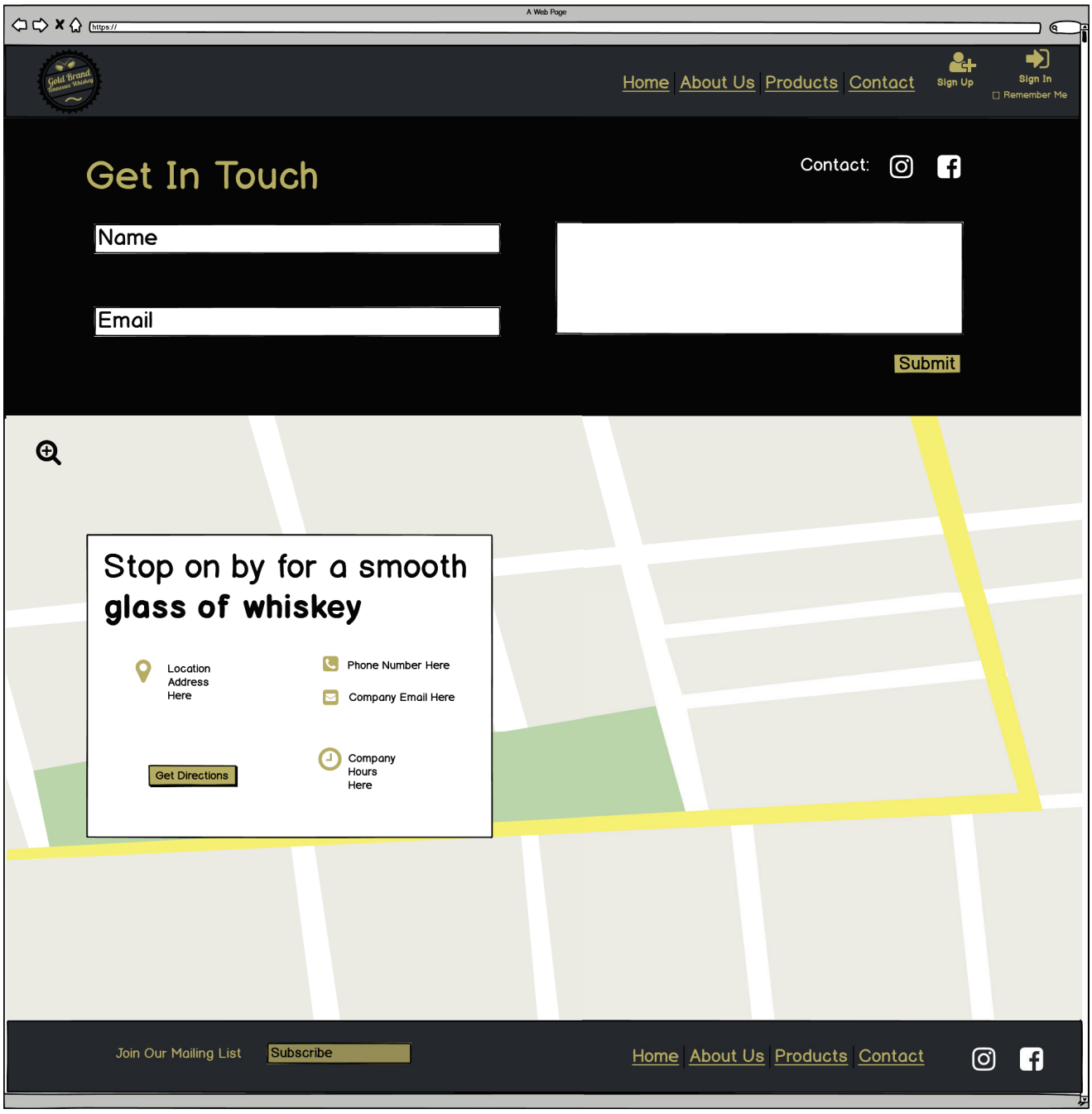
Gold Brand Tennessee Whiskey <H> Tag Chart

<H1>			**Gold Brand Tennessee Whiskey Home**
	<H2>		Welcome
	<H2>		Perfected Family Recipe
		<H3>	Matured to Perfection
		<H3>	25 Unique Flavors
		<H3>	Quality Guarantee
	<H2>		Products
		<H3>	[Product Names]
	<H2>		Upcoming Events
		<H3>	More Events
<H1>			**About Us**
	<H2>		The Start Of It All
		<H3>	Certified Quality Whiksey
		<H3>	Spirit Award Recognized
		<H3>	5 Star Approval Rating
<H1>			**Products**
	<H2>		Drinks
	<H2>		Merch
		<H3>	[Product names]
<H1>			**Contact**
	<H2>		Get In Touch
		<H3>	Name
		<H3>	Email
		<H3>	Submit
		<H3>	Submit
	<H2>		Stop on by for a smooth glass of whiskey
		<H3>	Location
		<H3>	Phone Number
		<H3>	Hours
		<H3>	Get Directions


A Web Page
https://
Home
About Us
Products
Contact
Sign Up
Sign In
Remember Me
Perfected Family Recipe
Our family recipe has been passed down for generations, and now we're passing it on to you! Aged in handmade wooden casks, we use a variety of special grain blends to achieve our various flavors and different mouthfeels. Our professional taste testers help us perfect our craft. We judge by aroma, color, and, of course, by taste. It's how we've done it for years, and how we still do it to this day.
Matured to perfection
25 unique flavors
Quality gauranteed
Product Name
Product Name
Product Name
Product Name
Upcoming Events
Whiskey Tastings
Distillery Tours
Wings n Whiskey
More Events
Join Our Mailing List
Subscribe
Home
About Us
Products
Contact


A Web Page
https://
Home
About Us
Products
Contact
Sign Up
Sign In
Remember Me
The Start Of It All
John William Goldbrand introduced his Signature Tennessee Whiskey in 1885. He perfected the mellow signature over the years and founded Gold Brand Tennessee Whiskey in 1900. The Goldbrand family crafted various recipes and pased them on through the generations, leading to our current era. Starting off with just one signature flavor, the help of master distillers, and professional taste testers, our innovations have brought us over 25 unique flavors thus far. Our expansion, love, and passion continues as our family works to provide the best quality whiskey
Certified Quality Whiskey
Spirit Awards Recognized
5 Star Approval Rating
Join Our Mailing List
Subscribe
Home
About Us
Products
Contact


A Web Page
https://
Home
About Us
Products
Contact
Sign Up
Sign In
Remember Me
Drinks
Merch
search
Filter
Sort
Join Our Mailing List
Subscribe
Home
About Us
Products
Contact


A Web Page
https://
Home
About Us
Products
Contact
Sign Up
Sign In
Remember Me
Get In Touch
Contact:
Name
Email
Submit
Stop on by for a smooth
glass of whiskey
Location
Address
Here
Phone Number Here
Company Email Here
Company
Hours
Here
Get Directions
Join Our Mailing List
Subscribe
Home
About Us
Products
Contact

GOLD BRAND TENNESEE WHISKEY

Possible Colors

Textures

This is an Example of a Header

Font: Rockwell Condensed Bold #ffffff

This is an Example of a Sub Head

Font: Rockwell Condensed Regular #ffffff

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Georgia Regular #ffffff

This is an example of a Text link »

This is an example of a Button

Submit Button Example Here

Classy
Modern **Minimalist**
SophisticatedEasy-going
Simple

http://www.styletil.es
Template by @Samanthatoy

PROJECT MANAGEMENT

Signoff sheet

Project	Comments	Date
Discovery		
Client Briefs		
Branding Statement		
User Personas		
User Analysis		
Sign off		
Content		
Website Features		
Content Strategy		
Site Map		
<h> Outlines		
Sign off		
Design		
Desktop Wireframe		
Breakpoint Wireframe		
Style Tiles		
Sign off		
Prototype		
InVision prototype		
Navigation		
Sign off		

Reflection Evaluation

Designer Evaluation

Being the designer throughout the project was fun. It was nice getting a hands-on experience working with a “client” and having to put together a design for someone else versus making something for myself. After going through the brief questions, branding questions, and client meetings, it made it much easier to navigate the whole process having that solid foundation of information to work from.

Client Evaluation

Being the client for this project was also a good experience. Being able to adequately describe my vision to another designer so they can try to capture and create that was very interesting. It gave me a better idea of how to interact with clients in general and how to engage with them just by being in their shoes. Overall, the design of my website was what I wanted.