

Final Project

Preliminary Identity Files

Description:

A website for "The Brew Bar" which allows the business to advertise, inform and connect with both current and potential customers. Major content/features would include a Calendar of Events for the bar (when food trucks are around, if any themed nights or concerts are scheduled), a complete Beer list (items brewed on-site as well as what other beers are available from other microbreweries), as well as a full menu for food that's available at the venue. The bar will be themed with a vintage video game look, and feature consoles to play for individuals and groups, as well as places for board game rentals, D & D nights, and a stage for concerts, open mics, and small festivals.

Ideal User:

Over 21 (minors allowed on premises before a certain hour, but accompanied by an adult, regular leisure time, hobbyist interest in brewing and/or indie games/vintage systems. Would be looking for a casual place to hang out with friends, or a late-night place to gather and people-watch. Could be into chiptune music (music made or inspired by video game music and hardware, or any vaporwave/future funk mixes.)

Why would they want to visit the site?

- What beers are on tap, or will be at a future date.
- See the calendar for upcoming theme nights, what food trucks are visiting, and concerts/open mic times
- Buy tickets for events (if needed for that event)
- Shop for beers and/or merch in an online store/reserve items for pickup

Timeline for site development with "client":

1. Initial sitemap and services drawn up in a design plan, including preliminary logo and color scheme for site
2. Draft of logo and design, showing color palette and overall theme
3. Test demo of site, overall usability and number of clicks to key areas
4. 2nd draft of design and final click-through/usability tests
5. Final site published, and discussion of growth goals for site over the next two years of the business