

Mr. Bottles

Design Document Project 2A: Site Redesign

Introduction to Web Design:

DECO1400

Website:

<http://www.mrbottles.com/>

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Introduction

This design document details the redesign process and rationale of an informative website which encourages the peculiar hobby of antique bottle collecting; the website can be accessed via this link: www.mrbottles.com. Several topics will be discussed such as: details about the current website functionality, goals and analyses for the current design, and information about the audience and the types of users which are expected to visit the site.

The document will also outline the analysis taken, such as positive and negative aspects of the current website, and the resulting changes in the form of recommendations. Those recommendations will be implemented in mockup images which will illustrate the redesign of the website. The justification and specific descriptions of the changes will also be included towards the end of the document.

Client & Business

Mr. Bottles is a Wisconsin-based, antique bottle collecting gallery and news source. The site offers a nexus of information and images of antique bottles to bottle collectors. The client's intention of the website is to be a content driven resource for Wisconsin bottle collectors. Mr. Bottles currently has several features, including: an extensive gallery including a large variety of bottle types, an online store for purchasing merchandise, news articles, and an appraisal section for users to evaluate the worth of their bottles.

The website's business strategy is to increase the income of the glass artisan by offering services such as: bottle cleaning, price appraisals, and selling merchandise. Currently, the client is not monetizing the site with ads or article writing; however advertising or a premium articles section could be implemented quite easily.

Business and Website Goals

The website has several goals including:

- Informing new users about the company
- Giving dedicated users content
- Make the website more inviting to new users
- Increase content production by encouraging users to submit their own articles

The user is greeted on the homepage of Mr. Bottles with an article that says:

"This website is to unite Wisconsin antique bottle collectors from every corner of the Web. Your input is critical... Please write out the story of your greatest Wisconsin bottle success or send a few photos of your favorite bottle with a description. Mrbottles is constantly changing. It will be THE greatest resource for Wisconsin antique bottle collectors EVER!!!"

This shows that the client wishes the site to become an active and interactive medium for avid bottle collectors. While the site succeeded in being a pioneer of resources for online bottle collectors, it has not been updated for approximately one year (last update: 03/05/14). The redesign of the website will accurately encapsulate the initial vision of the client, with more interactive aspects and a more user-friendly experience.

Overview of Services

Mr. Bottles provides information services primarily in the form of blog posts and articles, galleries of various types of bottles, and a forum to encourage discussions. Their secondary services include cleaning for bottles, other glassware and stoneware, and bottle appraisals and valuations. These are the main source of income for the website, as it currently has no advertising or paid subscriptions.

Audience

The target audience for this website is a reasonably niche market, mostly consisting of antique bottle collectors. The age demographic would be middle aged men, around 40-60, because they generally have the time and resources to invest in this hobby. The audience will visit the website primarily to read articles and view images of bottles they need to collect.

The age of the primary demographic places a heavy importance on accessibility, as eyesight and other problems that come with age would have to be addressed. In addition, people of such an age group are generally below average in terms of internet literacy. This means that the website must be designed with inexperienced web users in mind.

While the website is mainly designed to cater for experienced bottle collectors, new collectors or people who stumble across rare antique bottles - either in their basements or on the beach - will also be occasional visitors. It is important to ensure that these users are comfortable with the functionality of the website.

Generally, the mood of the users will be happy or content while using the website. This reinforces the importance of maintaining a positive vibe throughout the visit. Many users will be visiting with the intention of browsing, while others will have a specific goal. This means that it is essential for the website to cater users with or without clear intentions.

The primary user base for the website consists of experienced collectors. The current website only appeals to this user base because of the lack of an introductory page for new users. The secondary user base will include new or casual collectors. These users will only visit the website to get an appraisal or have their bottle cleaned, rather than read articles. On the contrary, primary users will only use those services occasionally, while reading articles will be their main activity on the website.

Primary User



Sid Farkas – The Veteran Collector

"I enjoy collecting bottles a lot, and would love to read about bottles and share my knowledge."

Age: 57

Occupation: Fisherman

Sid is an expert bottle collector. Always looking for new bottles to add to his extensive collection, Sid often finds himself browsing bottle collection forums, mrbottles.com, and other related websites. Sid began collecting bottles as a young child, when he would sometimes find them washed up on the beach or floating in the water whenever he went fishing with his dad. After landing a stable job with a fishing company in his 30s, he was able to sometimes come across bottles at work. As he approaches retirement, Sid feels that he's going to spend much more time on these websites. In his spare time, Sid would likely write articles for Mr. Bottles if he was able to submit them easily.

Main Points:

- Dedicated bottle collector
- Above average internet user
- Frequent visitor of mrbottles.com
- Will likely use every aspect of the website

Primary User



David Woodington - The Old Timer

"I want to find info on bottles but I can't find a website I can work."

Age: 55

Occupation: Pub Owner

David is an easy-going, relaxed guy without much on his plate. As a pub owner, he usually just maintains the pub and occasionally serves customers when he feels like working, while giving the majority of the labour to his employees. With so much spare time, he took up antique bottle collecting in the past few years and has really gotten involved wherever he can. However, he is very inexperienced when it comes to the internet. He's already tried several bottle collecting forums and he just can't seem to understand how to use the forum format, and would much rather a simpler way to find information on bottles. For Mr. Bottles to cater to David, it needs to have a clean, clear design and easy to find pathways to key information such as articles and galleries.

Main Points:

- Not very technical
- Low skill internet user
- Very relaxed and simple minded
- Interested in reading content about antique bottles

Secondary User



Johnny Crofts – The Newbie

"Hey, is this weird looking bottle worth anything?"

Age: 20

Occupation: Retail

After being promoted to "assistant to the regional manager" at Gamestop electronics, Johnny decided it was time to move out of his parents' home and start his own life in a new house. When cleaning out the basement for the move, he discovered a few antique bottles. His dad told him they might be worth something, so he looked them up online. Now he needs to find out how much they're worth so he can get a head start in his new life.

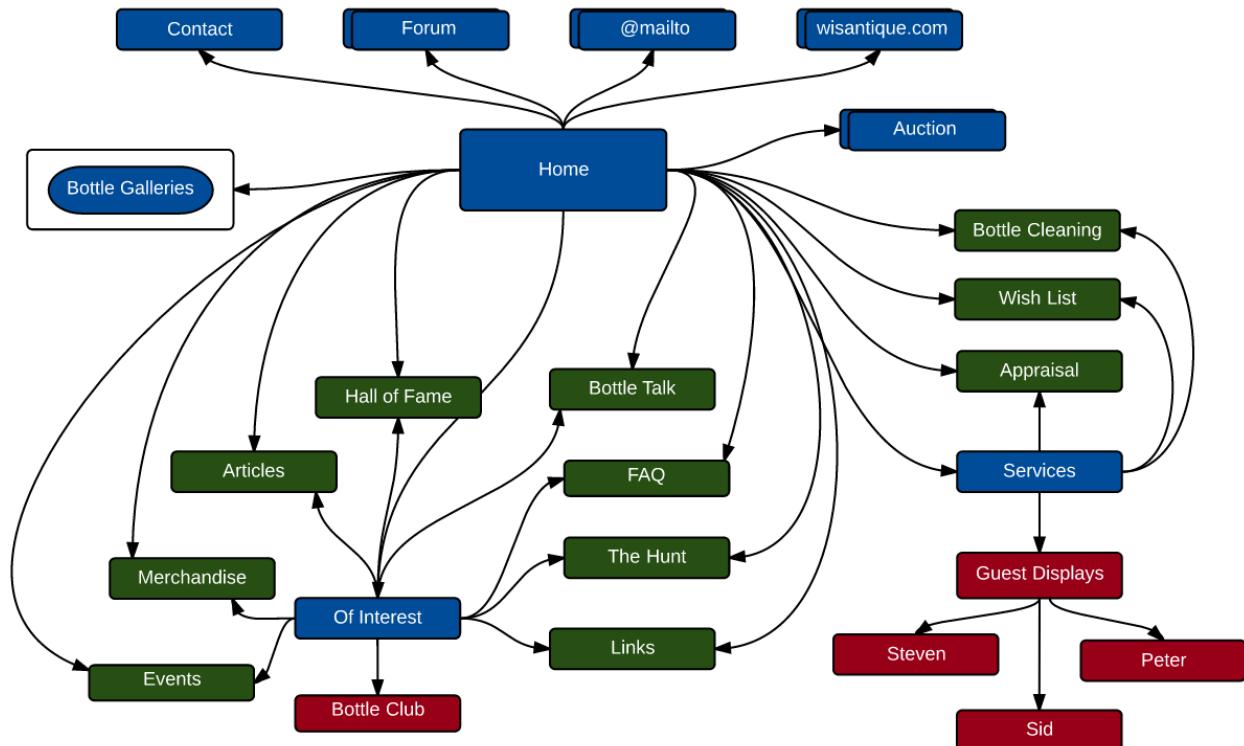
Main Points:

- Doesn't know anything about bottles
- Average internet user
- Needs to find the appraisals section before anything else

Website Under Review

Content Outline & Structure

This is the current site map of the website. Evidently, there are many connections between the pages which increases the navigation difficulty. Users can also be overwhelmed due to the massive amount links on the home page.



Blue: Global Navigation Red: Local Navigation Green: Both Navigations

Navigation

The global navigation includes a header, footer and a side bar. The side bar contains several links to different bottle galleries, merchandise and an external link to an auction. The footer does not include all the links in the header and is in plain text. The links in the footer include: Home, Bottle Galleries, Appraisals, Request, Hall of Fame, The Hunt, Articles, Events, Forum, Links, FAQ's and Contact.

The navigation in the header is in a drop down list format. The links in the header are:

- Home
- Contact
- Of Interest
 - The Hunt
 - FAQ
 - Links
 - Bottle Club
 - Events
- Services
 - Appraisals
 - Wish List
- Merchandise
- Articles
- Hall of Fame
- Bottle Talk
- Bottle Cleaning
- Guest Displays
 - Sid
 - Peter
 - Steven

Local navigation is present on bottle club and guest displays because they have a 'sub-site' for each article and guest respectively. There are also pages where there are both local and global navigations because they are accessible by both.

Home

The home contains chronological updates on the website, such as the addition of new bottles to the gallery.

Contact

The contact page only contains a form.

Of Interest

The Hall of Fame page just contains images of the bottles which you can click for more information. This applies to all the bottle galleries. The Hunt, Articles and Bottle Club all contain article entries that are ordered chronologically. The landing page for merchandise is selling up the shirts to encourage users to buy. FAQ has a long list of questions with answers. The events page is just a calendar and the links page just has links to other relevant websites.

Services

The bottle cleaning page has information in regards to the process of cleaning. The wish list page encourages trading between the user and the client. The appraisals page has example prices of old bottles for the user to grasp the value of a bottle. The Guest Display landing page links to stories about the journey of bottle collecting from three different perspectives.

Visual Design

The visual design and different elements of the current website will be illustrated with screenshots. Only the pages with unique elements will be listed and the assumption of plain text can be made for the remaining pages.

Global Design

The header includes several items including: global navigation, logo, an external link to a forum (Bottle Talk), last update information, search bar and a link to the appraisal page.



There are different design changes after a mouseover such as:

- The link to the forum glows
- The main navigation goes from yellow to grey and if applicable, has a drop down list.
- The dollar sign on the appraisal link turns green.

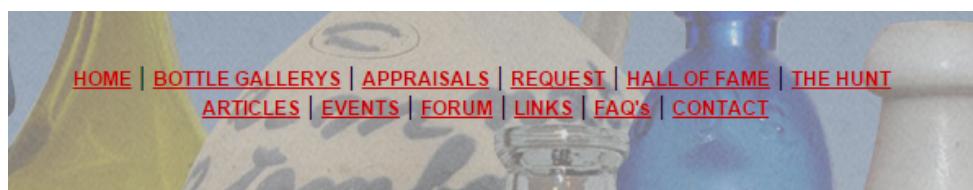


The side bar includes links to the merchandise page, an external link to the auction and several image links for different bottle galleries.

These changes occur in the event of a mouse over:

- T-shirt for link to merchandise turns red.
- Red text for link to auction turns white.
- All the bottle gallery images gains a sheer white layer.

The footer consists of plain text links for navigation; however, not all pages are included.

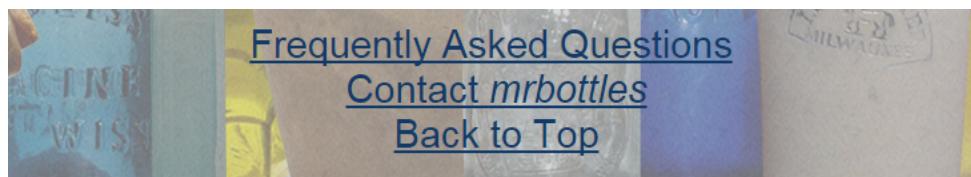


The text turns blue when hovered over.

There is a buoy on every page that is in a fixed position and follows you down the page, allowing you to return to the top. There is a slight delay in its movement so it lags behind your scroll speed.



There is also a second 'footer' that is consistent on every page excluding the home page. It links to FAQ and Contact and also includes a page jump to the top.



The text turns white and no underline is present when there is a mouse interaction.

Home

This is the home page, evidently, the main division of the website does not fit on a larger monitor due to the visibility of the white background.



Some elements that are unique to the homepage include an auto pop up of a talking man and an image slideshow as seen below.



Contact

The contact page has the same wireframe as the home page except for the contact form in the content division. The form has several fields which include: name, phone and email. There are checkboxes for enquiry subject and a message box for other questions and comments. There is also a captcha box to weed out any spam bots. It also links to the FAQ page incase the user missed it.

* REQUIRED FIELDS

* Name:

Phone:

* Email:

Inquiring About:
(CHECK ALL THAT APPLY)

- Guest Displays
- Appraisals
- Requests
- Hall of Fame
- The Hunt
- Articles
- Events
- Merchandise
- Support Mr Bottles

Questions or Comments:

Enter Security Code
lu^LaX

(not case sensitive)

Did you check our FAQ page for your answer??
[CHECK IT NOW!](#)

Appraisal

The appraisal page has ordinary content on the top of the page with an italicised blue uppercase heading which is consistent with other content pages. Further down the page are several ebay listings which are outdated which is evident by the broken pictures There is also a description of the bottle which was presumably added in by the client.

Below you will find simple point in time values of bottles on Ebay. Take it for what it's worth. Could be indicative of value or could be a one time hit or miss. Please let me know if one goes for an exceptionally high or low value. I will post it here.

CLEAR BLOB TOP BEER BOTTLE		Item number 6284102272
		
<p>Bidding has ended for this item <small>If you are a winner, Sign In for your status.</small></p> <p>Sell an item like this or buy a similar item below.</p>		
<p>View larger picture</p> <p>Winning bid: US \$208.29 0% APR on purchases until 2007 -</p> <p>Ended: Jun-04-06 09:40:43 PDT Shipping costs: Ships to: N. and S. America, Europe, Australia Item location: OCONOMOWOC, United States History: 6 bids Winning bidder: wisconsinrownstopcollector (120 ★)</p> <p>You can also: Email to a friend Sell one like this</p> <p>Listing and payment details: HideShow</p> <p>Starting May-28-06 09:40:43 PDT time: Starting bid: US \$59.95</p> <p>Payment: PayPal methods: Money order/Cashiers check See details</p>	<p>Email to a friend I Sell one like this</p> <p>Meet the seller Seller: china_4 (347 ★) Feedback: 100% Positive Member: since Sep-15-02 in United States <ul style="list-style-type: none"> = Read feedback comments = Add to Block list = Add to Favorites Sellers = View seller's other items </p> <p>Buy safely</p> <ol style="list-style-type: none"> 1. Check the seller's reputation Score: 347 100% Positive Read feedback comments 2. Learn how you are protected PayPal Shop without sharing your financial details Learn more 	
<p>Description</p> <p>This is a clear glass blob top bottle with WM. A. WEBER WAUKESHA, WISCONSIN molded in along with a picture of a barrel, all in an oval. I assume this is a beer bottle and not soda etc. but can't be sure. This label was used by this brewery from 1886 to 1899 according to the best info I can find. Bottle is in nice condition with one scratch about a half inch long and oxidation on the stopper wires and stopper. The glass was manufactured with a pebbly mottled outside surface and a few bubbles, but has plenty of clarity and no stains. A great one for your collection. HAPPY BIDDING! PLEASE CHECK MY OTHER AUCTIONS.</p>		

Articles

The design for this page also applies to The Hunt and Bottle Club. It is just a list of text links in the content division to different articles that turn white from blue when hovered over.

Merchandise

The merchandise page has plain black text and an image. There is also an element to buy the merchandise. There are three drop down options for each of the shirt styles including: colour, logo size and shirt size. The buy button indents and turns blue when hovered over.



Fruit of the Loom Long Sleeve T Shirt

Blossom Black ▾ Full Chest ▾
 Medium ▾

\$19.49 **BUY**



Fruit of the Loom T Shirt

Blossom Black ▾ Full Chest ▾
 Medium ▾

\$17.99 **BUY**



Hooded Sweatshirt

Blossom Black ▾ Full Chest ▾
 Medium ▾

\$28.00 **BUY**

Events

The events page has a fairly consistent layout with the heading and 'second footer'. The only new content is a large calendar with a drop down list for month and year.



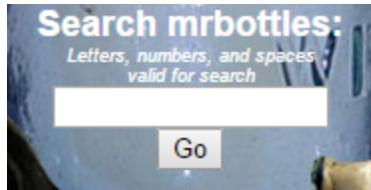
Galleries

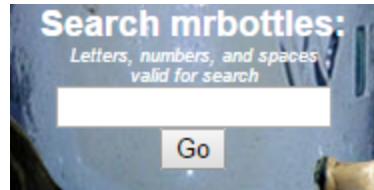
This structure also applies to the several bottle gallery links in the sidebar where content is on top and clickable images of bottles are in three columns. There is an interaction on the images where a mouseover will zoom into the picture for a closer inspection.



Site Behaviour

The main function of the website is for users to read written content, such as articles and news, as the website is primarily informative. There is a search bar, contact form which allows users to communicate with the website administrators, and a non-functioning merchandise purchasing form, but no other interactive tasks for the user.

Page	Behaviour
<i>All pages</i>	
<i>Contact page</i>	
<i>Merchandise page</i>	



CONTACT MR BOTTLES ABOUT WISCONSIN ANTIQUE BOTTLES:::

We may have the answer to your question on our [Frequently Asked Questions](#) page! Check it out!

* REQUIRED FIELDS

Name: _____
 Phone: _____
 Email: _____

Inquiring About:
 (CHECK ALL THAT APPLY)

Guest Displays
 Appraisals
 Requests
 Hall of Fame
 The Hunt
 Articles
 Events
 Merchandise
 Support Mr Bottles

Questions or Comments:
 Enter Security Code
 vSSiDy
 (not case sensitive)
 SUBMIT RESET

The contact form allows users to contact the website admins by filling out the details.



There is a purchasing section on the merchandise page. However, this is redundant because the link to the third party website which sells the clothes is broken.

Functionality and Technology

Mr. Bottles is a website based in HTML and uses CSS for its styling. The CSS is contained in two separate stylesheets. The code links to several javascript documents, which manage cookies and interactive elements on the site.

Function

This element hasn't got much purpose other than to inform the user what the site is about in a very annoying way. It uses the Adobe Flash plugin.

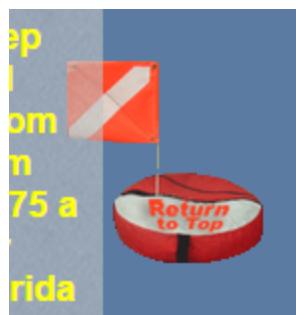
Implementation



Javascript is used to create a rotating slideshow of images on the front page.



The "return to top" buoy is also controlled by javascript.



The site was put through a HTML validator and the results concluded that there were 35 errors and 30 warnings. The errors for Javascript were checked on console and this was the result:

Resource interpreted as Script but transferred with MIME type text/vbscript: "<http://www.mrbottles.com/flash.vbs>".

(index):57 GET http://www.mrbottles.com/js/jquery-1.3.2.js 404 (Not Found)

This means that best practise was not used since it produced these errors. It also means the website is not kept up to date because the javascript error should be fixed.

Analysis

The website was analysed based on its functionality, presentation of content, design and accessibility. These are the steps that were taken:

1. Each group member (3) evaluated the website on a scorecard provided by the tutor, providing scores for each criterion. The individual scorecards will be in the appendix.
2. Later, the results were discussed and comments were added in regards to what needs to be improved and the justification for the scores.
3. Data was compiled and summarized and presented in the table below

Evaluation Criterion	Total Score	Percentage
Identity	19/30	63.33%
Page Design	17/48	35.41%
Navigation	25/48	52.08%
Content Presentation	22/54	40.74%
Functionality	46/72	63.89%
Accessibility	31/72	43.06%

As shown by the summary table above, after analysing the website, our group found that the website severely lacks in page design and content presentation, while functionality and identity are reasonably well done in comparison. This allows us to easily identify which areas need to be redesigned, and which can remain more or less the same.

Positives

Firstly, the site has a clear identity, with its logo being prominently placed in the top section of the banner. The contact form is also very easily found (as long as the user knows where the navigation is), due to it being located in the global navigation bar. Secondly, navigation is executed acceptably to some extent, with the global navigation bar containing some easily recognisable links ("Home" and "Contact"), and having text links to important pages in the footer. Media is always displayed correctly, and alt tags are used on all images. The website's content is its largest positive feature, and contains language and information that is appropriate for the target audience of antique bottle collectors.

Negatives

While the site's identity is overall quite well executed, the page titles are often much too long, and detract from what the page title is indicating. The home page also contains far too much content, and all of it is news about adding new bottles to the Mr. Bottles gallery.

The overall page design is definitely lacking on design principles. Contrast and proximity are not used thoughtfully which causes reading difficulty due to a lack of whitespace and bad text colour. The background isn't covered enough by the translucent text wrapper div which consequently distracts the user from the content. The footer only contains links, and does not have contact details or copyright information. Many graphics on the home page and some other pages appear to only be used to give a break from text, rather than enhance meaning.

The navigation is in an unorthodox orientation. It is positioned in the top left of the page, oriented vertically rather than horizontally. This, coupled with its image based links and cluttered background, makes it difficult for users to recognise it as the navigation bar. Two of the links contain far too many subheadings, and many of the labels are quite vague, such as "Of Interest" and "The Hunt". These mean nothing to new users.

The drop down menus are quite sensitive to mouse location, and this may cause older users (a majority of the target audience) to be unable to access some of the lower links. Page headings are also not the same as the label on the navigation, which can confuse and disorient the user. Within local

navigation, links often take up entire sentences, sometimes ending with a “click here” type phrase. Hyperlinks are always consistently coloured but there is no distinction between visited and unvisited links, further adding to the user location problem.

Content is presented very poorly. Headings are often quite vague and usually contain excessive punctuation. Font colours are inconsistent, particularly on the home page, and so much text is bolded that it has little impact on emphasis. While the content is meaningful, there are many grammatical and spelling errors which invalidate any professionalism in the site.

Recommendations

These recommendations were formed as a result of the analysis.

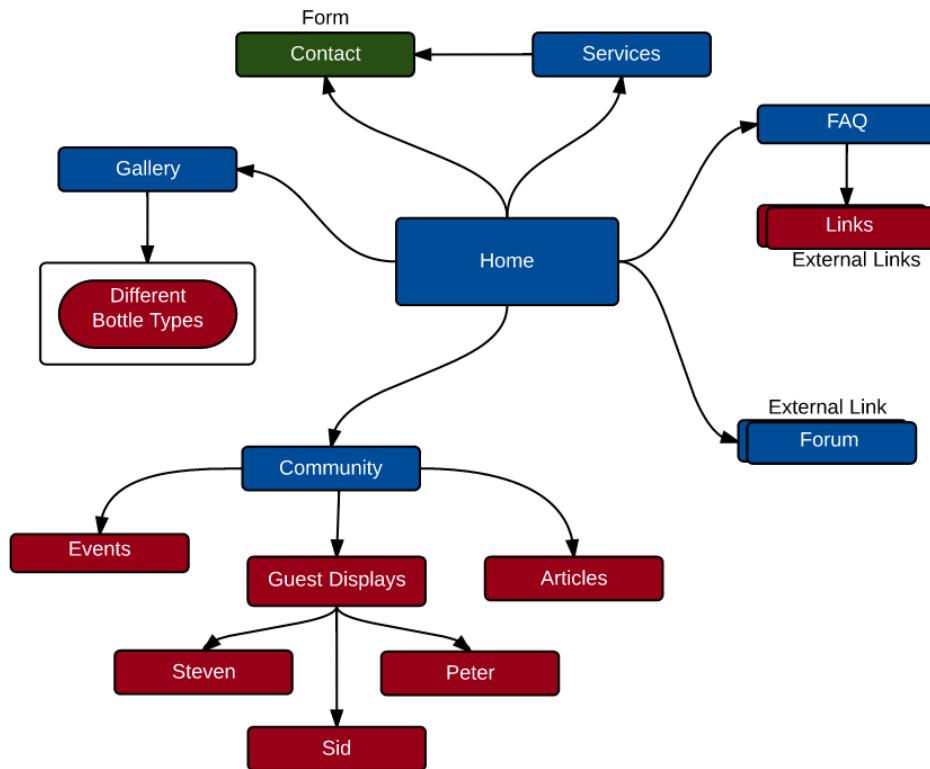
1. Identity
 - 1.1. Reduce clutter in the banner.
 - 1.2. The homepage news articles should be replaced by a central hub sort of page, while relegating the news content to another page.
 - 1.3. Create a clear path to an “About Us” page from the home page.
 - 1.4. Make logo link to home page.
2. Page design
 - 2.1. Ensure all paragraphs of text have a consistent font colour.
 - 2.2. Make the wrapper more opaque and change background image to increase contrast.
 - 2.3. Increase white space between large paragraphs of text.
 - 2.4. Decrease the size of the banner slightly.
 - 2.5. Carefully position images to ensure they convey meaning and don’t distract from the text.
 - 2.6. Add copyright information, last update date, and contact details to the footer.
 - 2.7. Make page compatible for wider screen resolutions.
3. Navigation
 - 3.1. Change the navigation bar from a series of hyperlinked images to a text based list in order to increase visibility
 - 3.2. Split sub-navigation links into more specific dropdown labels.
 - 3.3. Add a javascript timer to the drop down navigation links to ensure users don’t accidentally mouse out of the div.
 - 3.4. Add clear, prominent headings to ensure the user knows where they are in the website.
 - 3.5. Clearly state the location of hyperlinks in the text.
 - 3.6. Add a “visited” colour to links.

4. Content Presentation
 - 4.1. Headings should explicitly tell the user where they are in the site.
 - 4.2. Bold text should be used sparingly.
 - 4.3. Smaller paragraphs should be used so that users can easily digest information.
 - 4.4. Use more immediately identifiable page names (as opposed to "The Hunt").
 - 4.5. Correct grammatical errors.
 - 4.6. Remove flash animation of the talking man.
5. Functionality
 - 5.1. Remove all broken external hyperlinks.
 - 5.2. Remove non-functioning merchandise section.
 - 5.3. Instead of directing the user to their default email website, those links should link to the contact form.
 - 5.4. Remove the "Return to top" buoy.
6. Accessibility
 - 6.1. Large headings and a different font type should be used as opposed to colour to convey meaning.
 - 6.2. Increase opacity of the main text div.
 - 6.3. Add more spacing between paragraphs of text.

Website Redesign

Content Outline & Structure

This is the site map of the redesigned website. It is evident that many pages have been merged together or removed entirely to reduce clutter. This has been reorganised and simplified to make navigation easier for the user.



Blue: Global Navigation Red: Local Navigation Green: Both Navigations

Navigation

The global navigation has been reduced to five headings: gallery, services, community, forum and FAQ for easier navigation. There is also local navigation for the different bottle galleries, community and links. There are many types of bottles which justifies the need for a local navigation and the links page links off to other websites. The community is the most content heavy part of the website. This reinforces the requirement of a local navigation to keep content organised.

Website Changes

These were the changes that were made to the website

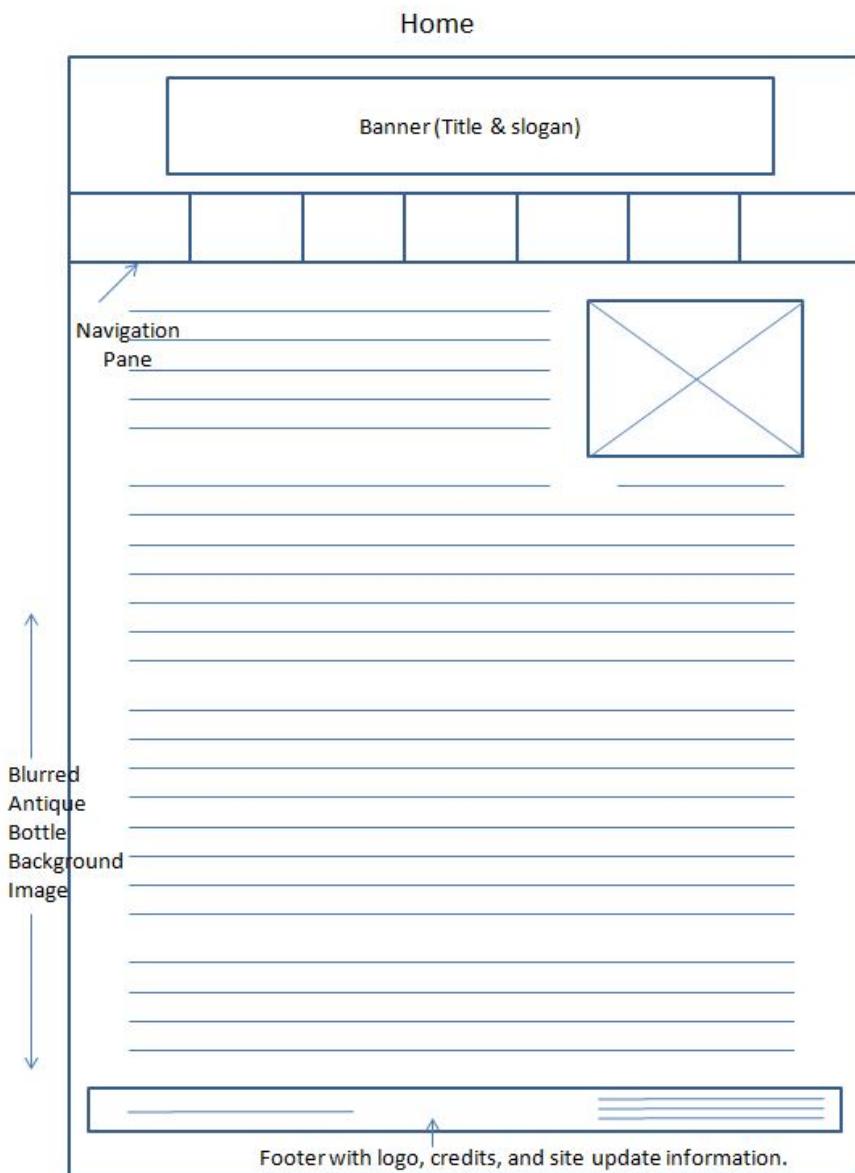
Change	Recommendation Number
Changed Navigation Bar	3.1
Organised sub-navigations	3.2
Added clear prominence headings	3.4
Merged bottle club, article, the hunt into articles	3.2
Renamed wish list to trade	4.1
Merged hall of fame into bottle gallery	4.4
Merged trade, bottle cleaning, appraisals into services	4.4
Put auction website into links	3.2
Add a central hub of news as a new page	4.4
Made the banner aesthetically pleasing	2.4
Created a clear path to other pages within the site	3.2
Created an aesthetically pleasing website design	4.1
Presented content in a more efficient manner	4.2
Fixed all possible broken links	5.1
Recreated website into a functional site	5.2
Ensured information was accessible for all users	6.1

Wireframes

Wireframes have been developed for each of the main webpages to ensure the important elements are included on each of the pages. These are not intended to be completely accurate, but illustrate the most significant features and likely layout.

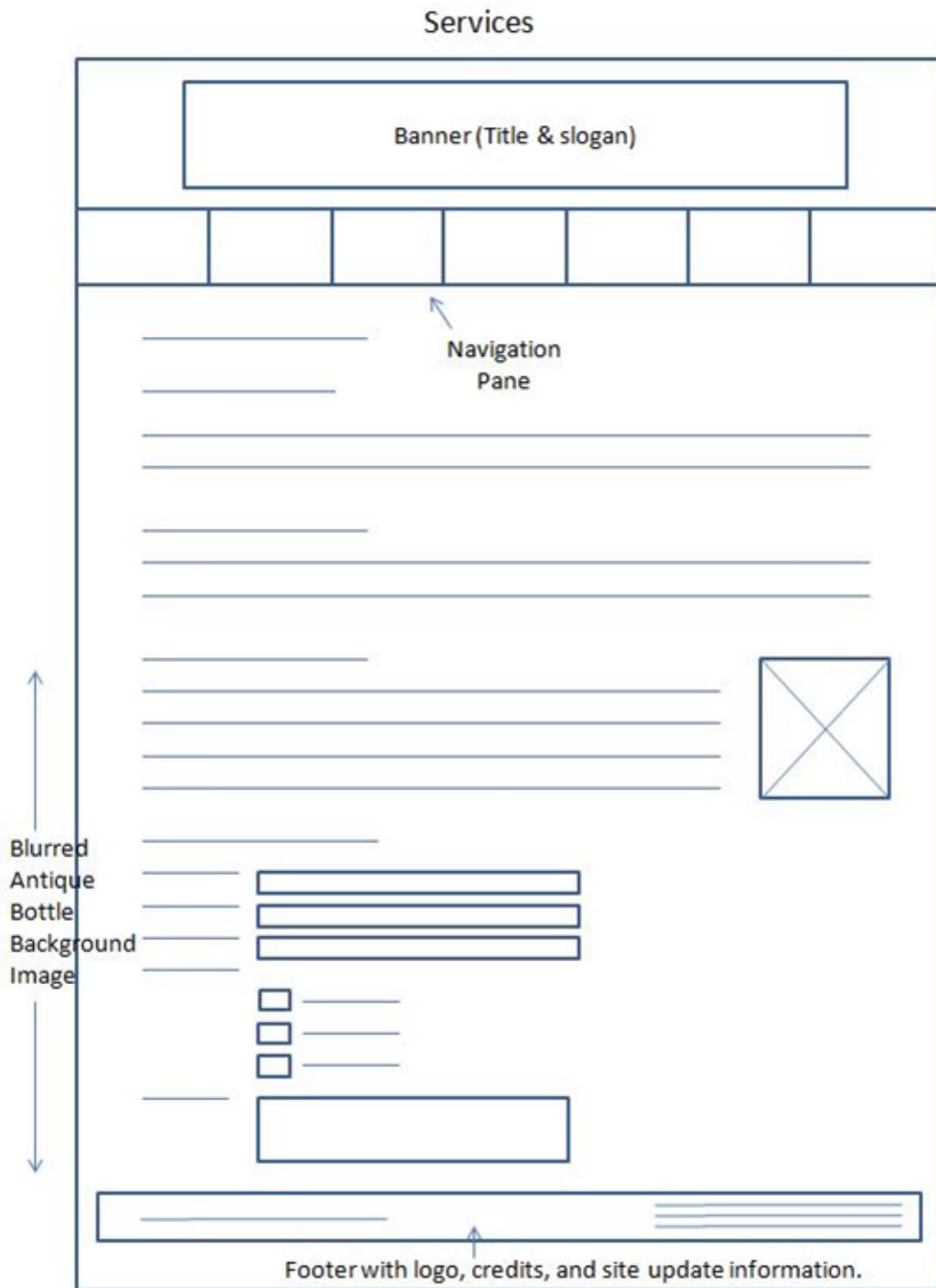
Home

The wireframe for the Home page is clean and uncluttered, with only one feature image in addition to the predominant business logo. Enough text is also included on this page to inform the viewer what the business is about.



Services

The Services wireframe contains three sections of text related to the three services offered by Mr. Bottles, one image, and the form layout for requesting one of the services.

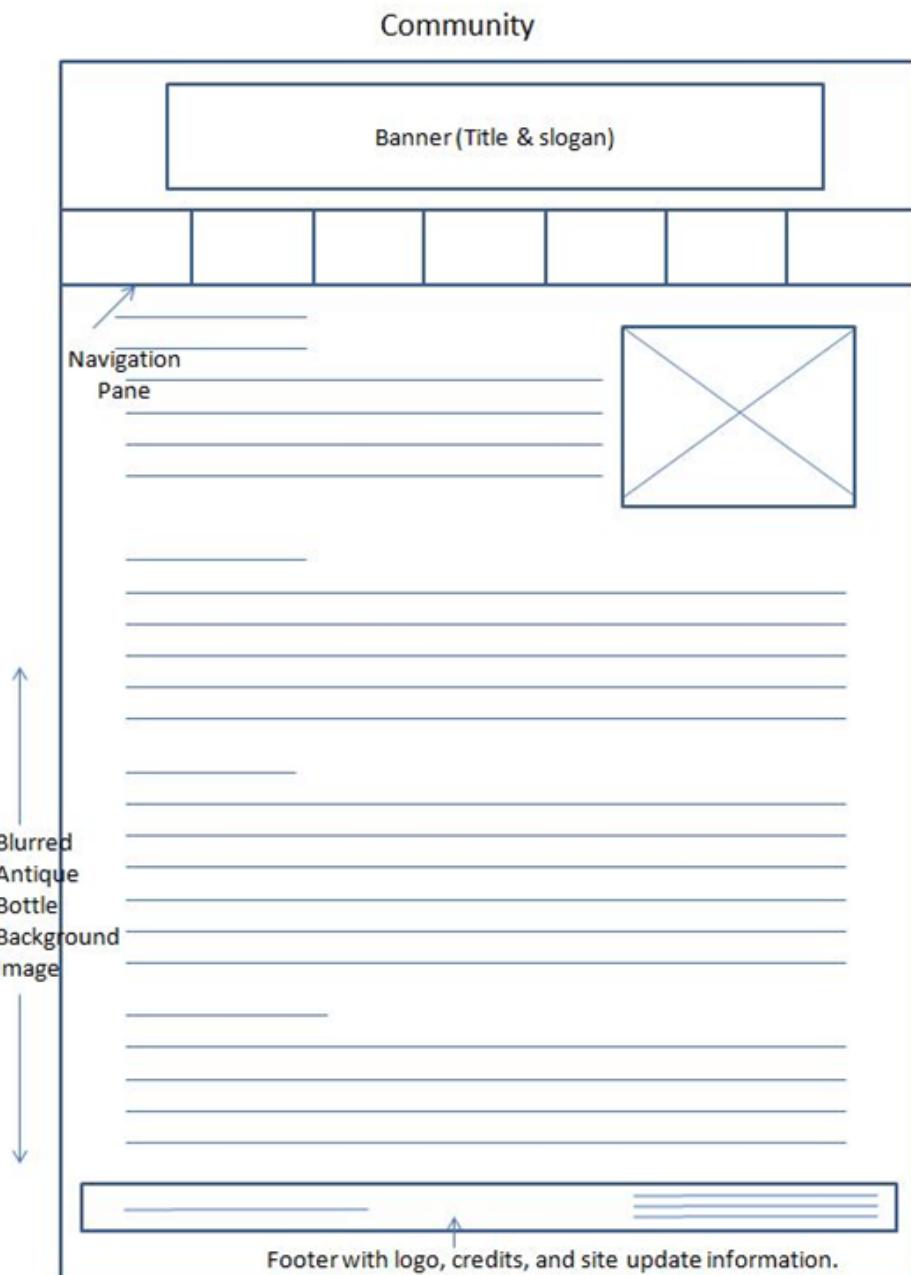


Forum

A wireframe has not been provided for the Forum page as it is a link to an external website.

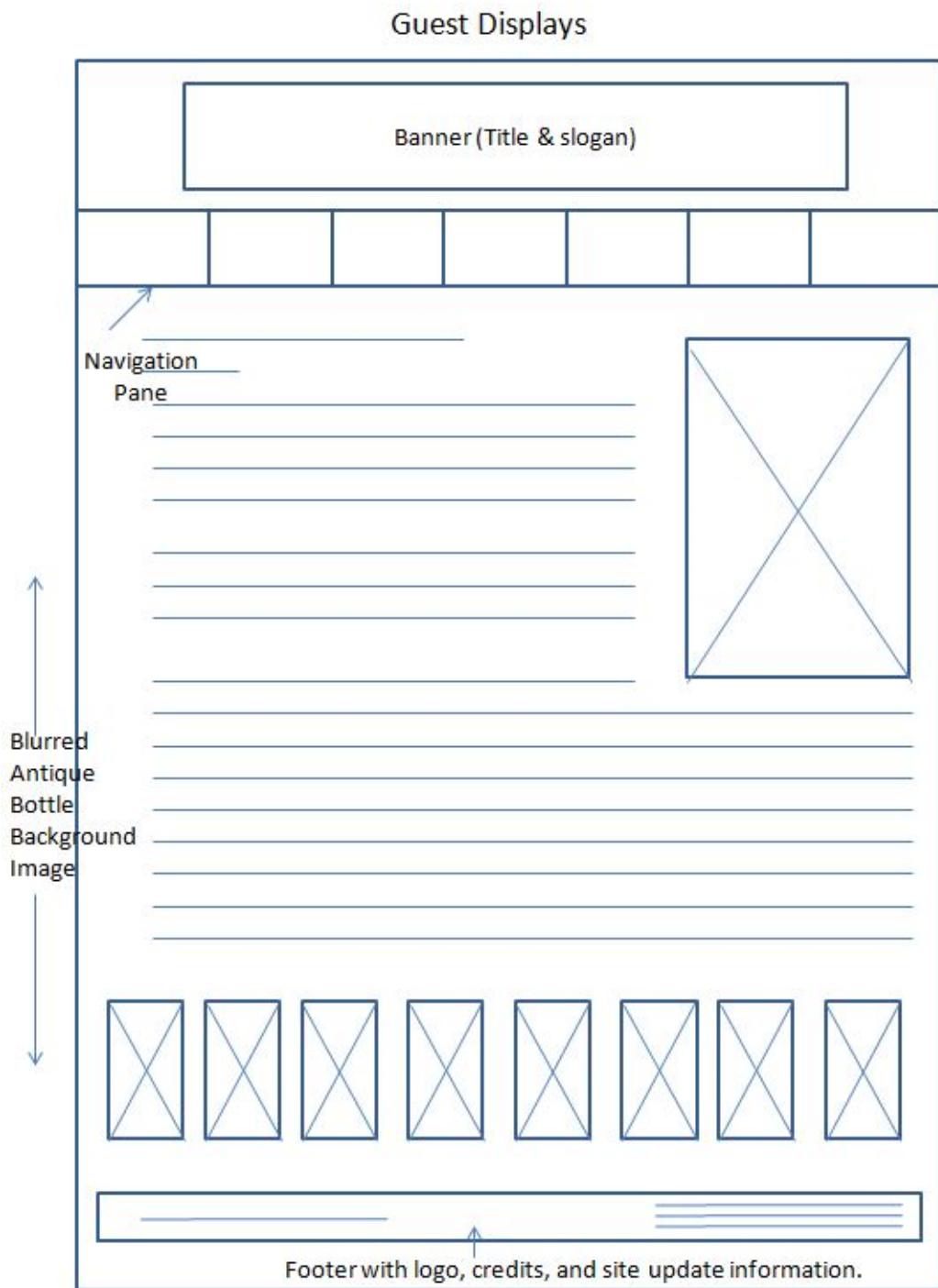
Community

The Community wireframe layout is divided into five sections, these being the Guest Displays, Bottle Club & The Hunt, Events, Articles and News Feed, which are each linked to their own pages. This page is virtually all text-based aside from one image.



Guest Displays

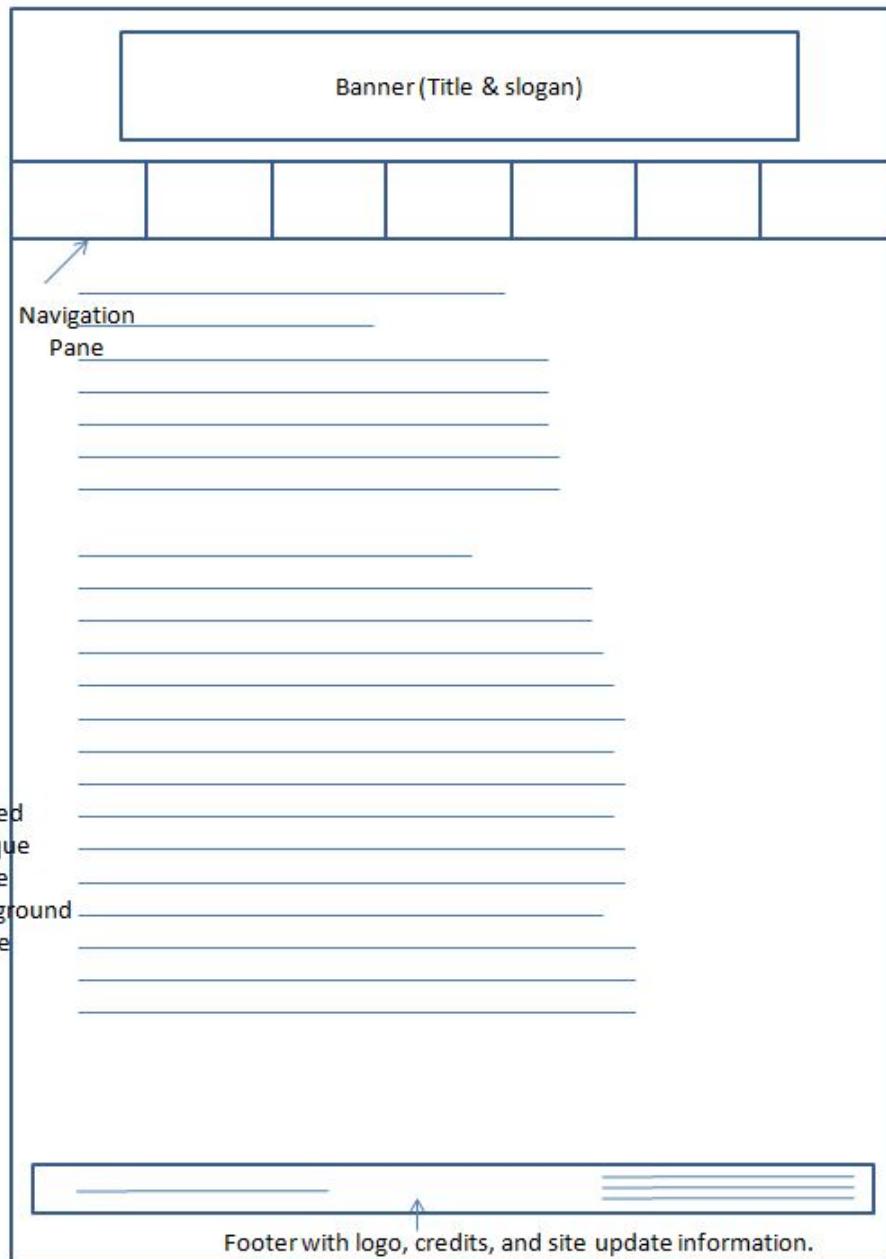
The Guest Displays wireframe depicts text information provided by customers who choose to provide information about their bottle collection. There is a large feature image of the guest with some of their bottles, as well as a series of bottles from the collection.



Bottle Club & The Hunt

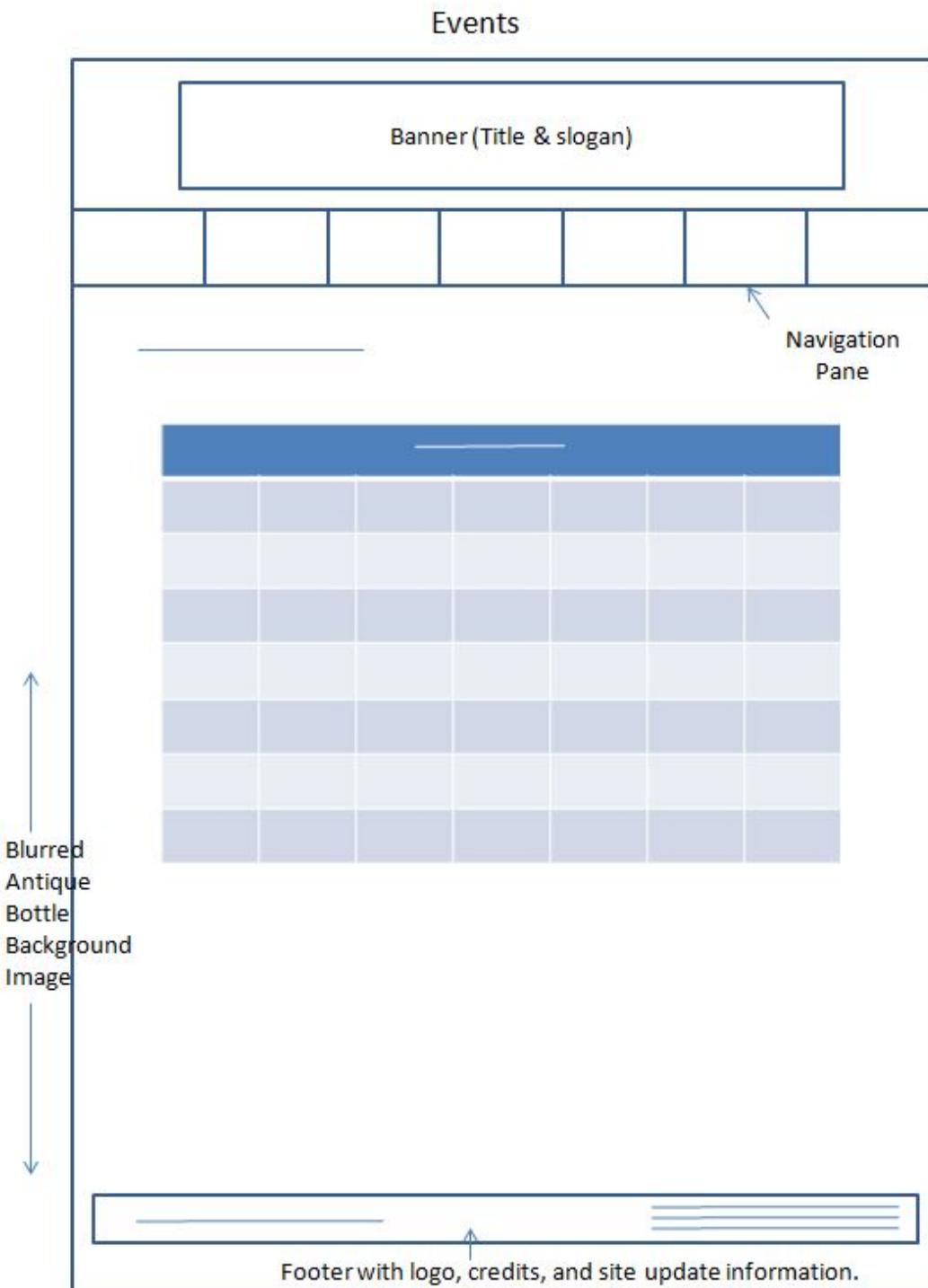
The wireframe illustrates two sections on the page, one for information about the Bottle Club, and one for listing details about items collectors are hunting for.

Bottle Club & The Hunt



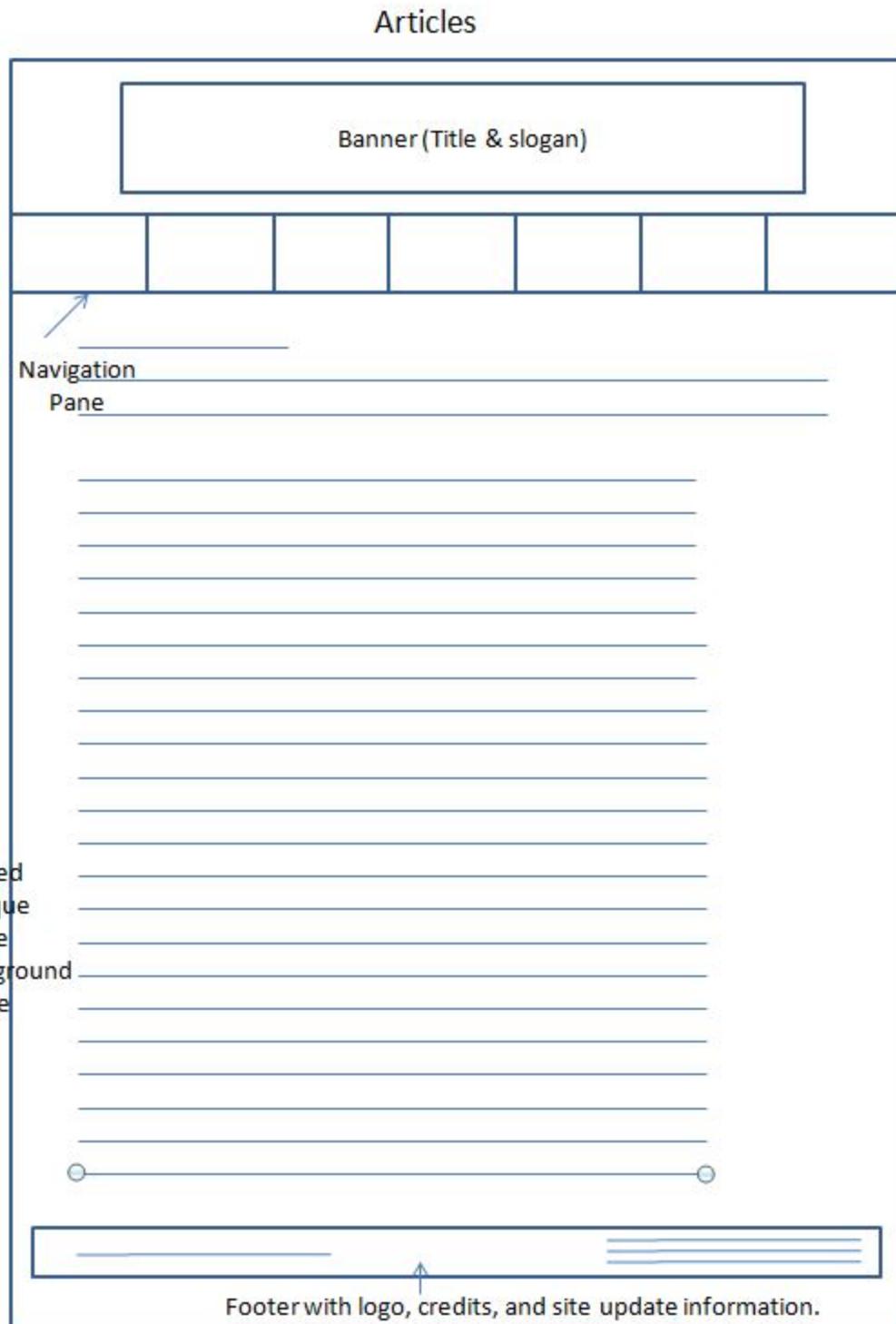
Events

This simple wireframe is a calendar page for upcoming events relevant to antique bottle collectors.



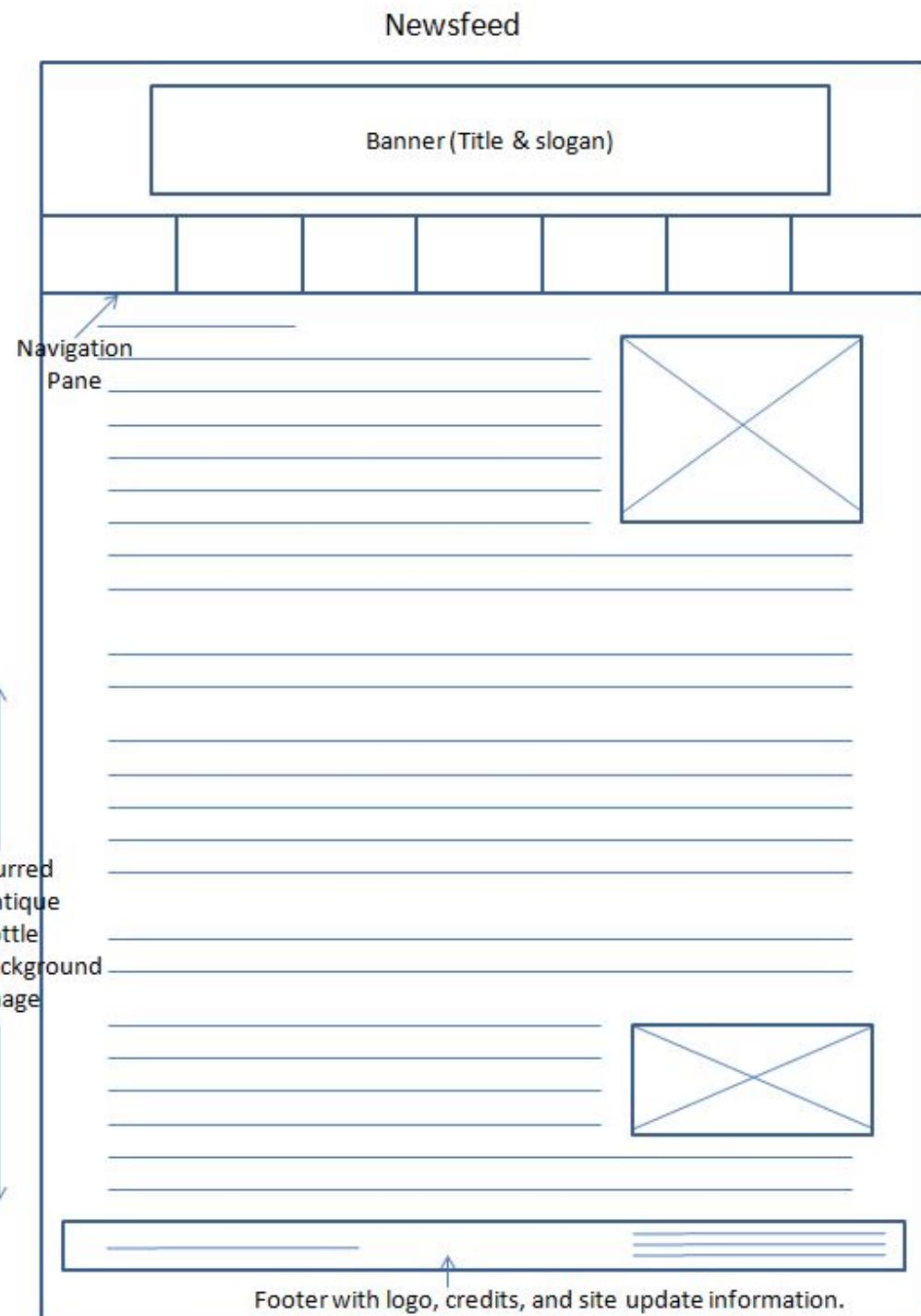
Articles

This wireframe depicts basic lines of text that are linked to sites on the Internet that may be interest to antique bottle collectors.



Newsfeed

The Newsfeed wireframe is broken into chronological sections of information of interest to antique bottle collectors, and includes images where relevant to the news item.

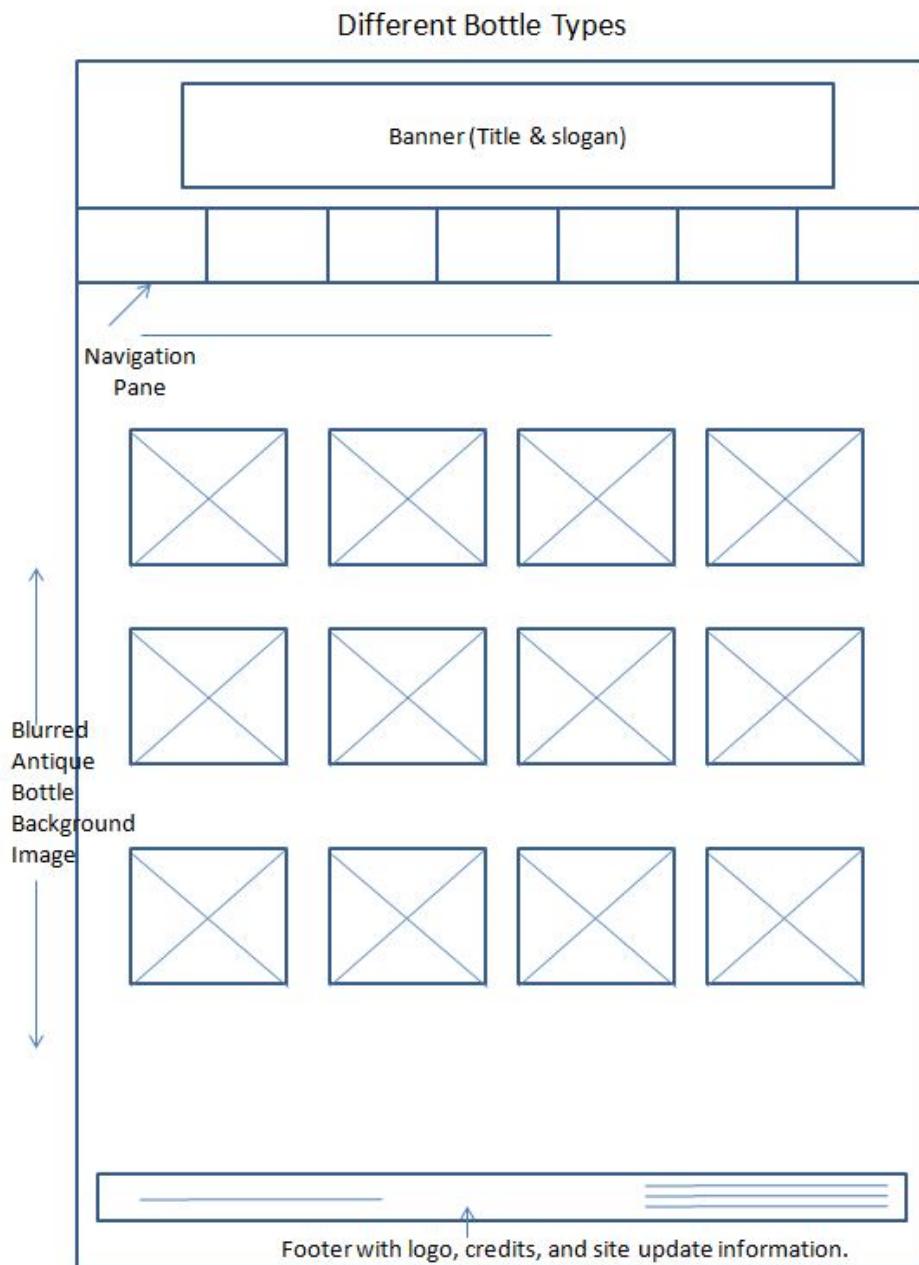


Gallery

The Gallery link in the global navigation pane enables entry to two gallery pages, these being Different Bottle Types and Hall of Fame.

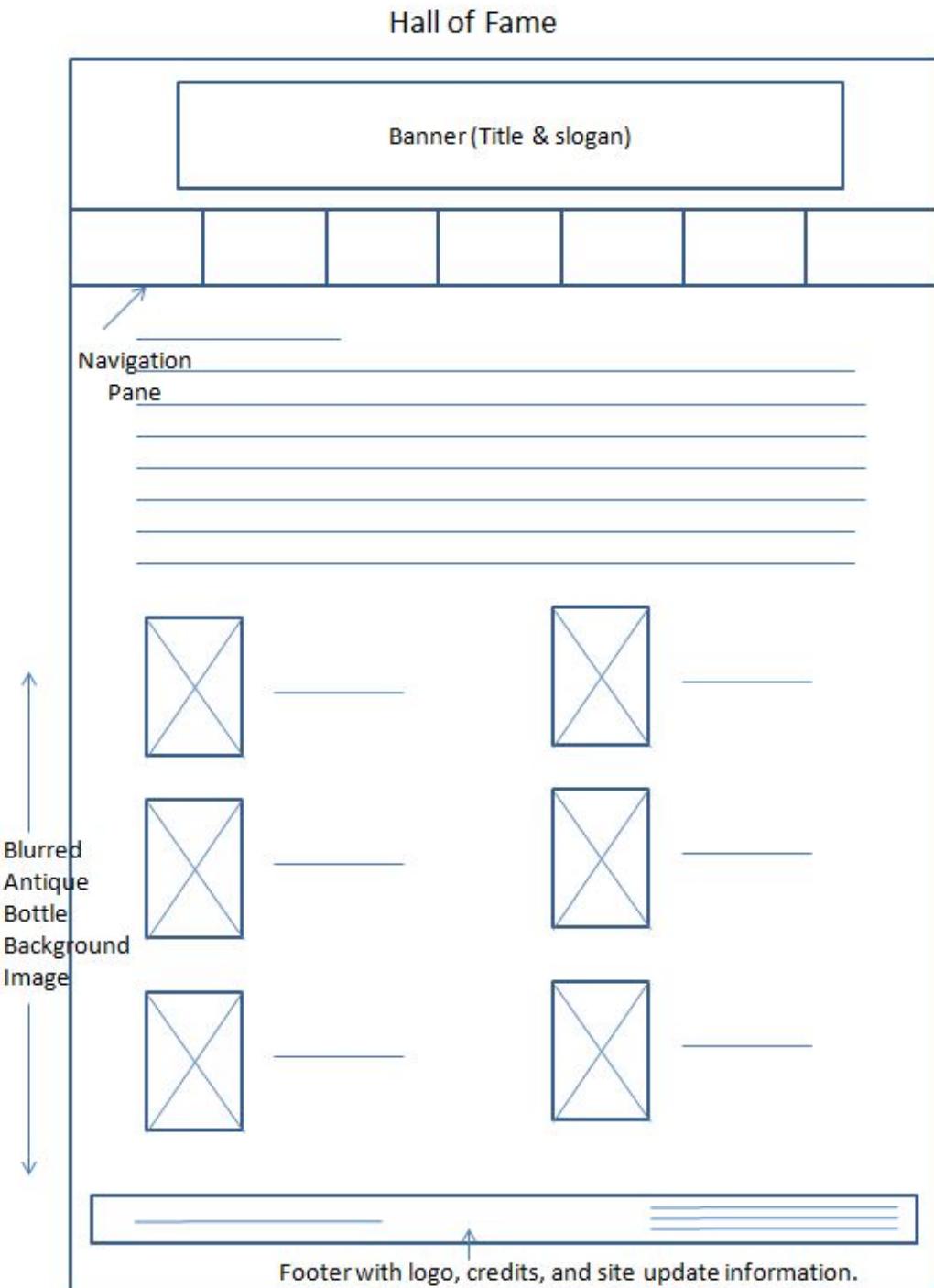
Different Bottle Types

The wireframes for numerous images of different types of bottles; each of these images are linked to external websites featuring the associated bottle type.



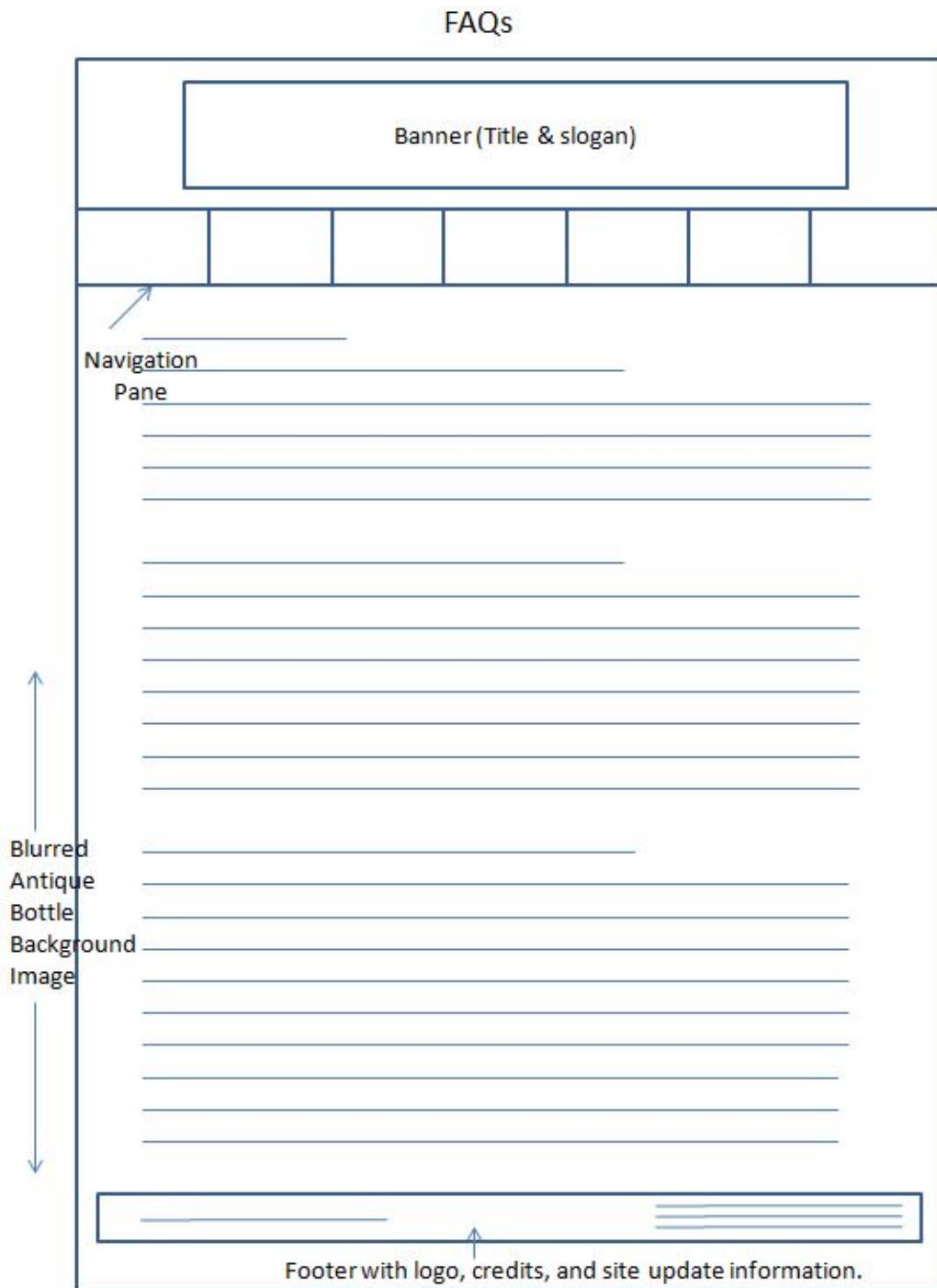
Hall of Fame

The wireframes for the Hall of Fame contains a text section for setting the scene, as well as images of various famous bottles with text description alongside each bottle image.



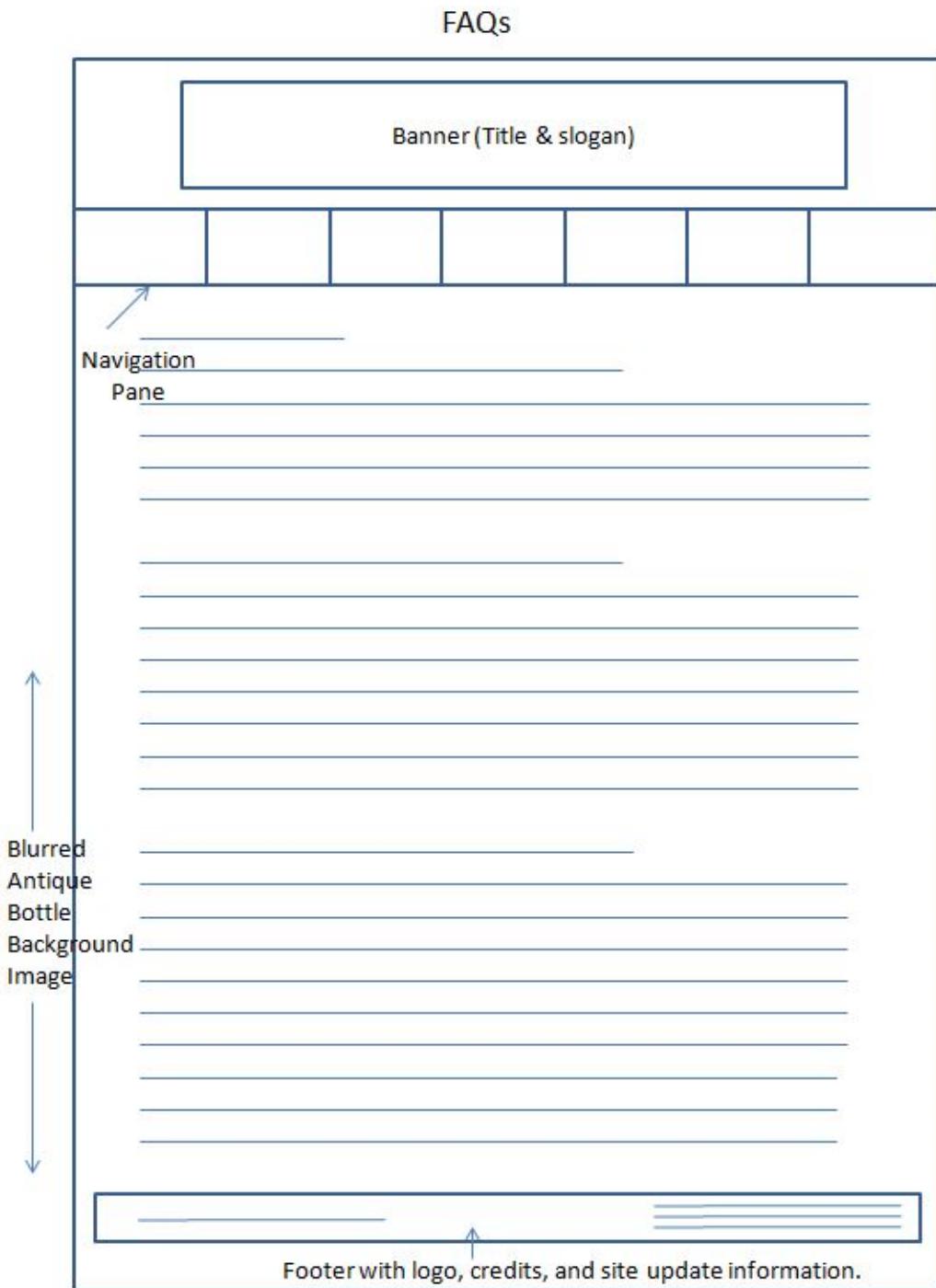
FAQs

The Frequently Asked Questions wireframe provides an overview of the general layout of this text-based question and answer page.



Contact

The Contact Mr. Bottles wireframe depicts the various fields that customers are required to complete in order to make contact and ask a question or make a comment.



Visual Design

Global Content

Header: Navigation Pane

The navigation pane is shaded a dark green colour and is positioned directly beneath the banner in the header. It sits at the top of the content box within its perimeter. Direct links to the main website pages of Home, Services, Forum, Community, Gallery, FAQs, and Contact are prominent in the navigation pane. The appearance and location of the navigation pane is the same on all pages of the website. The navigation page has been designed to be user friendly; the page being viewed is clearly defined by the use of a lightly shaded bottle silhouette positioned behind the text link of the relevant page name on the navigation pane, and the user can visit a different page by clicking the name of the page on the navigation pane.

Banner

The banner is very clean cut and simply features the Mr. Bottles logo, which is the Mr. Bottles name overlaid on an antique bottle. The banner stays in precisely the same position on all webpages on the site, which contributes to the overall feel and easy identification of the website name, thus promoting the business name at every opportunity.

Background

The background image is a large, high quality image of antique bottles that has been intentionally blurred out so provide a backdrop that enhances, rather than detracts, from the focus of each page. The style of this background is soft and is not a focal point, so it does not dominate the viewer's attention, and sets the colour scheme for the entire site.

Footer

At the base of each page is the footer, which contains the Mr. Bottles logo, All Right Reserved credit, and site updated information. It is instantly identifiable as it is the same dark green colour as the navigation pane, which contrasts clearly with the white content box colouring.

Home

The Home page acts as the entry point to the Mr. Bottles website. Its appearance instantly informs the viewer that the site is focused on antique bottles through the minimalistic use of antique bottles and carefully selected text. It is designed to be visually appealing and engaging. The global links in the navigation pane near the top of the page provide easy to use site navigation, and the business name is the predominant feature.

Services

The Service page provides links to a variety of useful services for antique bottle collectors and dealers. There are links to the Appraisals page, the Wish list for buying and selling bottles, as well as information about cleaning antique bottles.

Forum

The Forum link takes the viewer directly to an external Forum page on which thousands of customers have posted comments, questions and answers over a number of years. Contributions are always welcome.

Community

The Community page acts as a portal to various sections of the website that may take customers' interest, these being the Events page, the News Feed, Guests' bottles display, the Bottle Club, Articles of interest, and The Hunt, which has details of bottles and related paraphernalia that is being sought by antique bottle collectors.

Gallery

There are two categories of galleries on the Gallery page. Customers are able to peruse images of famous antique bottles on the Hall of Fame page, and the Bottles Gallery has links to a wide range of sites relating to particular types of antique bottles.

FAQs

The Frequently Asked Questions page presents a wide variety of information in a question and answer format. These questions have built up over time so it is quite possible for a customer to find the answer they were looking for on this page.

Contact

Mr. Bottles preferred contact option is for customers to provide their name, telephone number, and email address via an online form. The relevant category can be selected and questions or comments can be added, and a security code must be entered for the inquiry to be submitted.

Style Guide

The colour scheme used for the Mr. Bottles website is sourced from the intentionally Gaussian blurred image of antique bottles that has been set as the background image for pages on the website.



A sample from the green colour has been used for the background colour of the navigation pane at the top of the page, as well as the merchandise link, and has a hexadecimal value of #697c52 and RGB values R:105, G:124, B:82. The text is white (#ffffff). There is also a single horizontal line running along the top and bottom of the navigation pane to enhance its aesthetic appearance.

The silhouetted bottle in the navigation pane that indicates which page is currently being viewed is a lighter shade of green (#9cb182), also taken from the blurred background image.



The footer uses the same dark green fill colour as per the navigation pane (#697c52), with white text (#ffffff), which reflect the colours of the Mr. Bottles logo



Stylistic Design

An image of antique bottles of various shapes, sizes and colours was selected for use in the background of the website. Although it was a high resolution image (3720 x 2113 pixels), and could have been used as it was, the image was found to be more suitable for the purpose of creating a soft background by applying a Gaussian blur. A large (approximately 1000 pixels in width) white rectangular box was placed over the blurred image as a canvas for further content, including images and text as need be.

Text Treatment

The Mr. Bottles business name was created using a font called The Bold Font in a size 72pt. The statement text about the business, 'Wisconsin Antique Bottle Collectors & Dealers', has also been made using The Bold Font, but is a size 18pt. Due to the improbability of this font being loaded onto the various technological devices of customers, Adobe Photoshop CS5.1® was used to alter the format of each of these to a .jpeg. In this way, a font that was different to regular, commonly used fonts, could be used, thus adding eye-catching features.

Title: 'Mr. Bottles' - size 72, The Bold Font



WISCONSIN ANTIQUE BOTTLE COLLECTORS & DEALERS

Statement text about the business – Wisconsin Antique Bottle Collectors & Dealers – size 18, The Bold Font

Calibri was the typeface selected for all remaining text throughout the website as it is a web safe font (Miller, 2011), meaning it should have a consistent appearance when viewed on various platforms and different browsers:

Calibri, bold and size 24, was applied to the global link text in the navigation pane so it could be quickly identified and easily accessed:

Calibri

NAVIGATION PANE GLOBAL TEXT LINKS

The heading for each section of text in the Contents Boxes was set at size 18 Calibri, bold:

Minor Heading

The heading for each section of text in the Contents Boxes was set at size 14 Calibri, bold:

Regular Text

The Mr. Bottles text in the footer is size 72, The Bold Font. The remainder of the text in the Footer was set at Calibri, size 14, bold:

Footer Text

Site Behaviour

The main function of the website is for users to read written content, such as articles and news, as the website is primarily informative. There is a search bar, contact form which allows users to get in contact with administrators in regard to certain services or other queries. The FAQ section has an accordion function which shows the answer when clicked. The navigation bar has a drop down feature, and a bottle comes over heading currently being viewed.

Functionality

Mr. Bottles is a website based in HTML and uses CSS for its styling. The CSS is contained in two separate stylesheets. The code links to several JavaScript documents, which manage cookies and interactive elements on the site. The accordion FAQ uses Java scripting and the gallery uses a lightbox plugin.

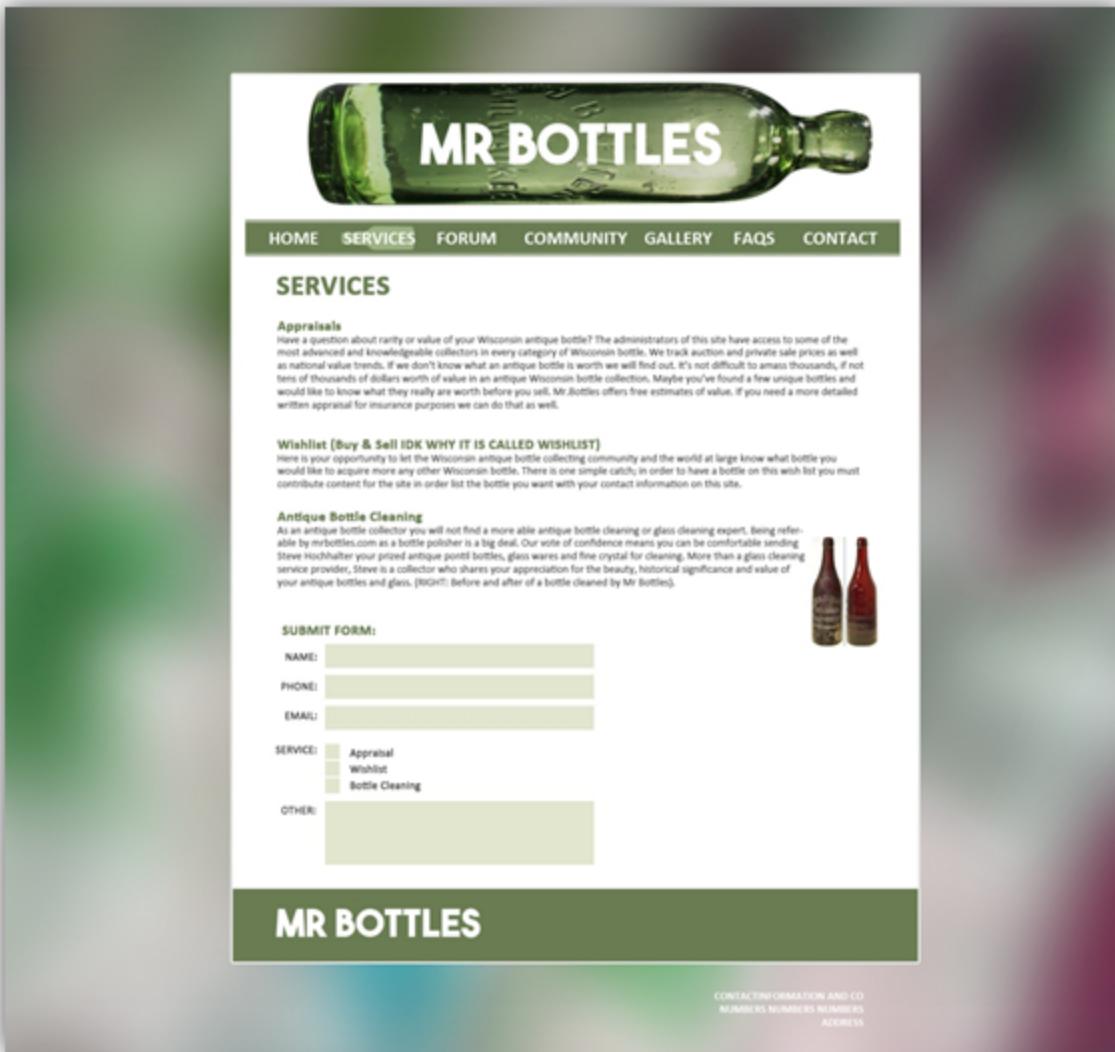
Mockups

Visual mock-ups are provided for each of the seven global pages on the Mr. Bottles websites. These mock-ups are designed to provide insight into the aesthetic layout, look and feel of each of these webpages.

Home



Services



Forum

Not applicable – it is an external website

Community



Guest Displays



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GUEST DISPLAYS

SID

Sid started collecting bottles about 1975. He had been scuba diving in Lake Keesus in South Eastern Wisconsin. The first two bottles Sid found were a John Graf Hutchinson and an A.R. Nits Hutchinson. Never having seen bottles like these Sid guessed the find might be significant. He did some research and ended up calling on the Graf soda water manufacture that was, and still is, in business. Sid say's they weren't very impressed and told him to go to the library if he wanted to learn about the bottle he had found. It's no wonder there must be a million of those Graf hutch's. Sid did go to the library. At the library he was able to find information on the John Graf company but more importantly he found a book on Wisconsin beer bottles. The book was none other than BADGER BREWRIES PAST AND PRESENT by Wayne Kroll. A must have for Wisconsin bottle collectors. That trip to the library was either destiny or divine intervention. Sid was fascinated with the book. He decided try and see how many of the bottles listed in the book he could find. Twenty-seven years later he's still trying.

His larger goal is to acquire at least one bottle from every brewer in Kroll's book. He likes the ones from unlisted brewers too. It's not so easy for Sid to find bottles he doesn't have anymore. This collection of beer bottles is seven hundred and fifty different bottles strong! He has another aren't in the primary collection that Sid picked up for sideline collections. Included in Sid's massive primary collection are dozens of bottles not listed in BADGER BREWRIES PAST AND PRESENT Mr. Kroll you need to stop at Sid's before your next edition!

My favorites from Sid's collection are the colored beers. The greens, oranges, blues, yellows and these blob tops have the droopiest or oddest shapes you could imagine. I've tried to picture the special attraction for me. It's an aqua 3860's quart from Stephan Weber in Waukesha. It is the it to Sid for bottles in my primary collection. It's a beauty! He has a Hopkins mineral water Hutch's. There's just something about a quart hutch that I can't resist. Sid was very hard to pin down about favorites in his collection. He likes them all. He prefers some because of rarity, some because of color still others because of the story or sentimental value behind them. Sid actually found a beer bottle scuba diving that Miller paid him \$500 to rent for an advertising campaign! I guess even for me it's difficult to pick one favorite out of this collection. I can tell you his entire collection is one of my favorites! Leaving Sid's house I feel like I missed something. Like I should have looked closer or spent more time. For those of you who won't get a chance to see it in person the pictures can't do justice, still, they are better than never seeing any of Sid's collection at all.

On behalf of every Wisconsin collector and MRBOTTLES, thanks for sharing Sid!




MR BOTTLES

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Bottle Club & The Hunt



MR BOTTLES

HOME SERVICES FORUM COMMUNITY GALLERY FAQS CONTACT

BOTTLE CLUB & THE HUNT

Antique Bottle Talk in Milwaukee
October Newsletter Piece - Steven Libbey [10/1/2010]
Milwaukee Bottle Club Newsletter - May 2010 [5/3/2010]
Milwaukee Bottle Club Newsletter - March 2010 [3/8/2010]
Milwaukee Bottle Club Newsletter - February 2010 [2/8/2010]
Milwaukee Bottle Club Newsletter - December 2009 [12/7/2009]
Milwaukee Bottle Club Newsletter - November 2009 [11/2/2009]

Wisconsin Antique Bottles collectors on the "Hunt" for Wisconsin bottles!
Air Tight [3/27/2011]
WHAT ELSE Corkscrews [4/5/2010]
WHAT ELSE Bottle Caps [3/7/2010]
WHAT ELSE The Other "Stuff" We Find [2/8/2010]
A Hobby for the Ages by Steven Libbey [5/1/2009]
Lost & Found by Bob Libbey [1/9/2008]
The Search for Calypso (or adventures with dive boats) by Bob Libbey [3/10/2007]
The Glass Files by Bob Libbey [7/4/2006]
A Digger's Dream by Henry Hecker [3/13/2006]
Frustration and the Over Sized Out House PR by Dan Gross [3/15/2006]
On Target by Bob Libbey [12/1/2005]
FINDING THE BOTTLE YOU DREAMED OF FINDING by Tom Fredrick [11/30/2005]
Fun with EBAY by mrbottles [3/1/28/2005]
FINDING THE BOTTLE YOU JUST TALKED ABOUT by Bob Libbey [11/25/2005]
Bottle Diving for Wisconsin Sodas by Jim Koutsources [11/13/2005]
I WAS MR. BOTTLES FOR A DAY by Bob Libbey [10/6/2005]
Roadside Dig by Shards McCrunch [3/15/2003]
Digging One's First Privy by James T Koutsources [11/12/2001]
The Elusive Amber Hatch by Steven R. Libbey []
MARKED by Bob Libbey []

MR BOTTLES

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Events



The screenshot shows a website for "MR BOTTLES". At the top, there is a large green bottle graphic with the brand name "MR BOTTLES" printed on it. Below the bottle is a navigation bar with links: HOME, SERVICES, FORUM, COMMUNITY, GALLERY, FAQS, and CONTACT. The COMMUNITY link is highlighted with a light blue background. The main content area is titled "EVENTS" and features a calendar for May 2015. The calendar grid shows dates from Monday, May 4, to Sunday, May 31. The days of the week are labeled at the top: Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday. The dates are: 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31. Below the calendar, there is a dark green footer bar with the "MR BOTTLES" logo on the left and small white text on the right that reads: "CONTACT INFORMATION AND CO NUMBERS NUMBERS NUMBERS ADDRESS".

Articles



The screenshot shows the homepage of the MR BOTTLES website. At the top is a large green glass bottle with the words "MR BOTTLES" printed on it. Below the bottle is a navigation bar with links: HOME, SERVICES, FORUM, COMMUNITY, GALLERY, FAQS, and CONTACT. The COMMUNITY link is highlighted in yellow. Below the navigation bar is a section titled "ARTICLES" in bold capital letters. A sub-headline reads: "Articles with great information of interest for Wisconsin antique bottle collectors. Please, do not republish without expressed written permission from the original publisher or author." Underneath this, there is a long list of articles, each with a title and a date. Some titles include "Twas The Night Before Christmas (12/6/2012)", "Point In Time (3/6/2012)", "Bay View's own Weissbier Microbrewery (5/3/2011)", "The Legend (13/9/2010)", "BOTTLES HEYAA (12/10/2010)", "Wisconsin Pontiled Bottles. by Steven Libbey (9/28/2010)", "Why Your Wisconsin Antique Bottle is THAT Color (5/1/2010)", "FRAUD on Craigslist Bottle Collectors Beware (9/30/2009)", "The Chippewa Spring Water Company (9/7/2009)", "History of the Muetz's and the Soda Bottle as told by Otto Muetz (9/6/2009)", "WORK'S BADGER UNIMENT by Tim Wolter (6/3/2009)", "THE PATENT MEDICINES OF W. TOWNS (7/15/2009)", "Mr. Bottles takes on tales and treasures of local lakes By DONNA FRAKE (7/6/2009)", "Your antique Wisconsin bottle and...by Steven Libbey (10/20/2008)", "History of New Ulm Stoneware by Dennis Johnson (8/15/2008)", "Matt Johannes by Tim Wolter (1/3/2008)", "Take an Art Glass Class by Tim Koutsoures (1/8/2008)", "E.R. Hantsch by Tim Wolter (1/6/2008)", "Moritz Krems by Steve Treanor (1/8/2008)", "Weber Revised by Bob Libbey (9/25/2007)", "Wisconsin Whiskey Companies and Their Brands by Peter Maas (4/28/2007)", "Berliner Magen Bitters Co. by Peter Maas (4/28/2007)", "From The Bottom to Fame - One Beer Bottle's Story by Sid Hatch (4/21/2007)", "I would like to find some Menasha stoneware from Bachelder pottery by Cheryl Degner (4/21/2007)", "Bottle Ethics (3/24/2006)", "Top 10 Reasons Why We LOVE Antique Bottles by Will Martindale (3/27/2006)", "Treatment and Counseling by Will Martindale (3/27/2006)", "History of Wisconsin Antique Hutchinson Bottles by Bob Libbey (3/26/2006)", "Glass Bottle Manufacturing in Milwaukee by Marty and Donna Kupferschmidt (3/15/2006)", "History of Wisconsin Antique Stoneware Bottles by Peter Maas (12/18/2005)", "Chase Valley Glass Company by Peter Maas (11/26/2005)", "Kroft's Latest Gift For Wisconsin Collectors by Steven R. Libbey (11/18/2005)", "I wonder what happened? by Dan Gross (8/1/2004)", "Three Heroes of Wisconsin Collectors by Steven R. Libbey (2/12/2003)", "John Wilson Tumbling Instructions by John Wilson (1/1/1999)", "Otto Zwietusch by Peter Maas (1/1/1998)", "Digging Secrets Exposed! by Peter Maas (1/1/1996)", "Frustration and the Over Sized Out House Pit by Dan Gross ()", "A Digger's Dream by Henry Hecker ()", "History of Wisconsin Antique Blob Soda Bottles by Steven Libby ()". At the bottom of the page is a footer with the "MR BOTTLES" logo and a link to "CONTACT INFORMATION AND CO NUMBERS NUMBERS NUMBERS ADDRESS".

Newsfeed



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NEWSFEED

07/23/2014 Can you say WHAT'S UP? I'll tell you what... The size of the mrbottles Wisconsin antique bottle galleries. New items added all the time. Yesterday was an incredible day for bringing great things into the Wisconsin antique bottle collecting community. I made arrangements to meet a lady driving from Florida to her childhood home in Wausau off the Madison humpke... Three weeks ago. Those three weeks went fast except when I thought about seeing these treasures. The two bottles are a LIGHT HONEY/YELLOW AMBER QUART Peter Barth Wholesale Liquors Milwaukee and a deep red amber pint Peter Barth Wholesale liquors Milwaukee strap sided flask. Both are minty. Both were found by the lady I bought them from in a central Wisconsin rock pile in the early 1970's. Cindy found these treasure hunting when she was twelve years old. Back in 1974 or 1975 a collector offered her \$100 apiece for them, THAT was a lot of money back then. Anyone know who that was? She has moved around the entire country and finally settled in Florida with them in tow. Cindy decided they were better off in the hands of someone who appreciated them. She tried to sell them in Florida but there was no interest. The Quart is for certain a previously unknown mold variety and the pint is the same mold as the honey amber one Jon Steiner and I have with the kind of keystone mark in the slug plate ring. On the trip back home I hit Janesville area where I picked up a two gallon Wisconsin Territory stoneware jug by Cunningham and some other odds and ends. All three will be up as spinners on the Wisconsin Antique & Advertising Club website soon. Jon Steiner has written an article about Cunningham's for the club's August newsletter. What are you waiting for... Follow the link below and join that club.

03/05/2014 Additions to the galleries are made every day. Click on this stoneware stamp to see the whole Milwaukee antique bottle then explore to find more treasure!

03/04/2014 Hello Milwaukee and Wisconsin antique bottle, antique stoneware and antique advertising collectors! We have added literally 1000's of images of stoneware and bottles over the last few months and more are being added every day. Check out the galleries and keep checking them out. Want to see the most AMAZING antique bottle, antique stoneware and antique advertising club anywhere. I spent so much energy working to save the Milwaukee antique bottle and advertising club over the last couple of years it pretty much took all of spare bottle time. I gave up and joined Jon Steiner and dozens of other collectors in an amazing new club. It is the Milwaukee Antique & Advertising Club. It is all of the fun, interest and adventure without the negativity. If you love the objects of Wisconsin's past and crave the information that makes them important I highly recommend this club. If you simply want to be part of an amazing positive community of collectors you will love this club. If you join I guarantee you will be glad you did.

01/06/2013 Nate continues to add Wisconsin Antique bottle images. I am adding them regularly too. Even a new Hall Of Famer. I look forward to seeing long time collectors and meeting new ones. Steven.

12/19/2012 An Antique Wisconsin Oakton Mineral Spring Water Jug. A nicely decorated Maxfield butter churn and a Hermann cobalt flowered crock just turned up. These very nice people I recently met went to buy an oil painting. As they walked around the home of the owner they realized there was all sort of old things. Knowing the guy was moving out of the house and had no interest in the antique paintings they asked what he was doing with the stone ware. He said everything is for sale. The asking price... Wait for it... wait for it... \$5 apiece. As usual... I paid more. A LOT more. All three will be in the galleries soon. New images are going up all the time. Nate continues to plug away and I am getting them in. There are lots of good things happening in the collecting world including the Milwaukee Antique Bottle Club taking a proactive role in promoting antique bottle collecting for 2013.





MR BOTTLES

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Gallery

There is a mockup for two gallery pages, these being Different Bottle Types and Hall of Fame.

Different Bottle Types



Hall of Fame



The screenshot shows the 'Hall of Fame' section of the Mr Bottles website. At the top, there's a large green bottle image with 'MR BOTTLES' printed on it. Below the image is a navigation bar with links: HOME, SERVICES, FORUM, COMMUNITY, GALLERY, FAQs, and CONTACT. The main heading 'HALL OF FAME' is in bold capital letters. A paragraph of text follows, describing the purpose of the page and encouraging visitors to share their own stories and photos. Below the text are six small images of various bottles, each with a caption:

- BLISS Delf Blue Mineral Water
- BLOSSOMS BADGER ALE MILWAUKEE Wisconsin antique bottle
- Charles Hermann Milwaukee Pottery Stoneware Figural Pig Bottle
- Fess Jaundice Bitters open pontil Milwaukee Wisconsin
- M. GONDREZICK TOMAH WIS.
- MILWAUKEE PONTIL SODA(S)

At the bottom of the page, there's a dark green footer bar with the 'MR BOTTLES' logo and some smaller text.

FAQs



MR BOTTLES

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FAQs

GUNNAR RASMUSSEN how did they get the writing in the old 1850s bottle molds what kind of tool?

Hi Gunnar,
 You ask a very interesting question. I have wondered the same thing myself. You simply have to wonder when you see the backward N in some of the antique Hopkins bottles or the crazy "K" on the K&D Milwaukee soda or the crude letters in the Blossoms Badger Ale. We often hear of it called "mold cutting" but I doubt if that's how they did it. The letters seem to be too perfectly formed to be hand cut with old tools. It also seems to be unlikely that they made a mold and poured molten iron to form the molds with the lettering. There are lots of molds with reversed characters, suggesting they were made in the positive. So basically, I don't know. I have never examined a mold or slug plate up close.
 Are you planning to blow glass now? Peter

I found a Ben Kornberger & Bros Milwaukee Wis bottle it is about 7 inch tall and has a K on the bottom it also has the stopper but the rubber seal is gone can you tell me what it is worth? thank you rich

Hi Rich,
 Thank you for visiting www.mrbottles.com and for your question. I run the hutch gallery so, Steve forwarded your question to me. Feel free to roam around the site and to join in the talk forum if you'd like. What you might have might be a Hutchinson soda bottle (named after the inventor of that unique stopper inside the bottle). It is my favorite type of bottle to collect. It is a style that was only used until the 19-teens. If yours is a Hutchinson soda, it is likely a true antique bottle and it is about 100 years old. Just to step back a bit. What I think you have should look something like this. <http://www.mrbottles.com/gallerymage.asp?ID=943>. You might have something a little different but most of what I'm telling you will be similar. Okay. The value of such a bottle depends on many factors. The first may be the relative rarity of the bottle. The value can improve if a bottle is rarely seen, or from a small town that did not bottle very much, or from a small company that did not bottle very long. It's simple economics. The harder the bottle is to find, the more likely that collectors will not have it [and hence, pay more for it]. Other factors that can effect the value are condition and color. [A nice mint example will do better than a damaged one.] Having said all of this, I have some news that is not great. The company was fairly large, from a big town, and was in business a long time. All of that combined means that the bottle is not all that rare. The company was fairly large, from a big town, and was in business a long time. All of that combined means that the bottle is not all that rare. You might have an unusual example. If you'd like me to look at it, please email me a digital picture and I can give you a better feel for it. Generally speaking, Kornberger bottles are fairly common. The company bottled both sodas and beers. If the bottle is a beer, it will likely be amber (or brown) in color. However, even the beer bottles are not rare. Most long term serious collectors will likely have these. In very good condition, my guess is that the bottle could go as high as \$15 to \$20 at auction. With normal wear and tear, I would expect it to sell between \$2 to \$8. It may have more sentimental value to you as a wonderful and unique old bottle that you found, but it does have some actual monetary value as well. Once again, if you'd like a more accurate estimate of your bottle, a picture would help.
 Hope this helps, Bob

I was wondering if the G. Tabor Thompson Druggist Medicine Bottle was for sale and how much? Diane Margaret Hummel

Hi Diane,
 The mrbottles website is an antique Wisconsin bottle collector resource. The goal in developing a web-based platform originally was the sharing of information about antique bottles and particularly Wisconsin antique bottles. A big piece of the puzzle in "information" Wisconsin antique bottle collectors are after is the simple ability to see what is out there. Before the mrbottles website existed it was difficult to find any information on Wisconsin antique bottles and nearly impossible to see the bottles you didn't own unless you were friends with the person who did own the bottles. After its inception the mrbottles website quickly became a visual resource to the point we now have more than 6,000 images of Wisconsin antique bottles for view. No single collector could have amassed the antique bottle gallery representations we have here. Few Wisconsin bottle collectors ever have a broad interest in so many different antique and semi-antique bottles. This site is a team effort. The galleries have been assembled through the participation of many antique bottle collectors at large. In the case of the Tabor Thompson Druggist bottle I cannot even tell you who owns it or when the image was added to the site. It is almost certain the bottle is not for sale and since selling gallery items is outside of the site charter we don't even try to connect buyers with sellers. Thank you for your interest and for visiting the site. I do regret not being able to help you acquire the antique bottle you are looking for, I do wish you luck in finding one.
 My very best, Steven {mrbottles}

MR BOTTLES

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Contact



The screenshot shows the 'CONTACT' page of the Mr Bottles website. At the top, there is a large green bottle graphic with the text 'MR BOTTLES' on it. Below the bottle is a navigation bar with links: HOME, SERVICES, FORUM, COMMUNITY, GALLERY, FAQS, and CONTACT. The CONTACT link is highlighted with a green background. The main content area has a green header 'CONTACT'. A note below it says: 'We may have the answer to your question on our Frequently Asked Questions page! Check it out!' There are three input fields for NAME, PHONE, and EMAIL, each with a green background. Below these is a section titled 'INQUIRING ABOUT: (CHECK ALL THAT APPLY)' with a list of options: Guest Displays, Appraisals, Requests, Hall of Fame, The Hunt, Articles, Events, Merchandise, and Support Mr Bottles. At the bottom of the form is a large green input field labeled 'QUESTIONS OR COMMENTS:'. In the footer, the 'MR BOTTLES' logo is on the left, and on the right, there is a small green box containing the text: 'CONTACT INFORMATION AND CO NUMBERS NUMBERS NUMBERS ADDRESS'.

Greyscale

This mockup of the community page has been converted to grayscale to show the contrast between background and text colour.



MR BOTTLES

HOME SERVICES FORUM COMMUNITY GALLERY FAQS CONTACT

COMMUNITY

Guest Displays
 This page of the Mr.Bottles site is only possible with the participation of Wisconsin antique bottle collectors. Realistically, you will never visit the most advanced antique beer bottle collection in Milwaukee if you live in Hurley or the best Hutchinson collection in Wausau if you live in Racine. This is a rare glimpse at some of the best collections of antique Wisconsin bottles. Thanks to every guest collector! If you like what you see and have a cool Wisconsin antique bottle collection, PLEASE volunteer to be a guest collector by contacting us. Enjoy these collections!
 >>SID: Wisconsin Antique Beer Bottle Collector - Franklin, Wisconsin 1-28-03
 >>PETER: Wisconsin Antique Bottle Collector - Hartland, Wisconsin 2-1-03
 >>STEVEN: Host Collector, Creator of the 'mrbottles' Wisconsin antique bottle site

Bottle Club & The Hunt
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MR BOTTLES

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Design Rationale & Conclusion

Underpinning the base design of the website was the intention of a clean, professional website that would be easy for the target audience to use. The overall look has been catered towards the audience demographic of older males aged between 40 and 60, making it even more important to ensure the website is accessible and is simple to navigate by those with little technological experience. The site has been given a fresh, modern feel that is aesthetically pleasing to look at, with information about the site presented on the home page.

One of the recommendations we made as a team when redesigning Mr. Bottles, was that the website would be reminiscent of the colour of a bottle. After much deliberation and experimentation, we drew inspiration from an image of antique bottles, which we blurred out and set as the background for all pages. The application of Gaussian blur was intended to reduce the harshness of the crisp original image, thus making it a soft backdrop, whilst still having the original tones of the colours found in antique bottles. The greens/whites within this image are the source of the colour scheme throughout the site. The blurred colours and the tones of the page work together to create a peaceful yet interesting and appropriate colour scheme.

One of the main objectives for redesigning this website was to create usable and functional navigation system for users to keep track of where they are on the site and how to get back home. Because the audience are unlikely to be tech savvy, the navigation bar is simple and easy to use, and appears in exactly the same position on every site page. The inclusion of a bottle silhouette that appears in the global navigation pane behind the text link of the page that is currently being viewed will also assist users in navigating their way around the website.

The new Mr. Bottles logo has been design to be easy to read, and uses both text and image to create an interesting, and original logo, and has reduced the crowding that existed in the banner on the original website by simplifying the design and reducing its overall size. It is memorable and leaves a positive and fresh impression on viewers. Inspired by the previous website's Navigation bar, we put the text within a bottle, creating the logo seen in the mock ups. The white text within the green bottle really stands out; it features on every page on the site, and is easy to recall after leaving the website, thus promoting the website even after they have left.

The large amount of content and number of pages provided us with an opportunity to compress some of the pages together. Some of this was achieved by providing a 'go to' page of information for the user rather than trying to work out what individual page the sought information was hiding. All links work, and copyright and site update details are included in the footer. The pages are all compatible with widescreen resolutions, so the website should present consistently on different monitors.

Restructuring the home page of Mr. Bottles was a priority; along with this, we have been able to complete most of our recommendations for improvement. These include improving the readability of the text, uncluttering the banner and site in general, giving the text consistent colour, font and sizing, and ensuring headings stand out. Improving the site navigation and ensuring all links worked appropriately was also key to our planning, as was utilising a consistent and user-friendly format, embedding images thoughtfully on pages, and creating paragraphs with white space between them. We also increased the opacity of the wrapper so that the text could be read more easily and changed the background image to increase the contrast, which also ensured the text stood out and could be read easily. The body of the text was given consistent formatting with regard to font, size and colour, and images were positioned and sized so that they enhanced the presentation rather than detracted or imposed on the text. These decisions resolved numerous problematic issues we identified with the site and have improved the overall quality of Mr. Bottles.

References

Website:

<http://www.mrbottles.com/>

Site Map Program:

<https://www.lucidchart.com/>

HTML Validator:

<https://validator.w3.org/>

Persona Image Generator:

<https://randomuser.me/>

Scorecards:

<http://terrymorris.net/bestpractices/>

<http://www.maxdesign.com.au/articles/checklist/>

Appendix

Scorecard 1

Identity	0	1	2	N/A
Site identity (logo, name) is prominently and consistently placed			2	
Page titles are appropriate and explanatory		1		
Home page has compelling, interesting information		1		
Clear path to company information		1		
Clear path to contact information			2	

Page Design	0	1	2	N/A
Good use of basic design principles: repetition, contrast, proximity, and alignment	0			
Elements common to multiple pages are consistently styled and positioned.			2	
Good balance of text/graphics/white space on page		1		
Header and navigation occupy less than $\frac{1}{4}$ to $\frac{1}{3}$ of the browser at 1024×768 resolution		1		
Styles & colour are consistent throughout the site		1		
Use of colour and graphics enhances rather than distracts from the site	0			
Each graphic used serves a clear purpose		1		
Page footer area includes copyright, last update, contact e-mail address	0			

Navigation	0	1	2	N/A
Main navigation is easily identifiable		1		
Navigation labels are clear & concise		1		
Navigation is easy to use for target audience		1		
Users current location in the site is clear	0			
If main navigation uses images or Flash, text links are in the footer section of the page			2	
Text for hyperlinks is indicative of the destination - avoids the use of "Click here"	0			
Hyperlinks use a consistent set of colours to indicate visited/nonvisited status	0			
A link to the home page is included on every page			2	

Content Presentation	0	1	2	N/A
Major headings are clear & descriptive	0			
Fonts, font sizes, and font colours are consistently used	0			
Emphasis (bold etc) is used sparingly	0			
Techniques of writing for the Web are used: headings, bullet points, concise paragraphs		1		
Content provides meaningful & useful information to audience			2	
Content uses language that is easy to understand & appropriate to audience			2	
Information is easy to find (minimal clicks and/or clear path to information)		1		

Content is free of typographical and grammatical errors	0			
Ads & pop-ups are unobtrusive	0			

Functionality	0	1	2	N/A
All internal hyperlinks work			2	
All external hyperlinks work	0			
All forms function as expected		1		
All media (images, video, audio) is displayed correctly			2	
All presentation styling (fonts, colours, padding etc) is contained in external CSS		1		
Graphics are optimized and do not significantly slow download			2	
HTML is valid (according to HTML5 spec & XHTML rules)				
HTML is semantically appropriate (navigation is structured in an unordered list)				
CSS is valid				
No JavaScript errors are generated			2	
JavaScript where used is contained within external files or within script tags in the HTML			2	
Displays on common variations of browser (Internet Explorer, Firefox, Safari, Chrome) and platform (Windows, OSX, Linux)			2	

Accessibility	0	1	2	N/A
Page load-time is reasonable			2	
Colour is not used alone to convey meaning	0			
Text colour has sufficient contrast with background colour	0			
Font, font size & spacing is easy to read		1		
Flash & add-ons are used sparingly & for a clear purpose	0			
All images have suitable alternate text (alt tags)			2	
All media (audio, video, Flash etc) have suitable alternate text		1		
Images & media are captioned	0			
Uses attributes designed to improve accessibility such as title when appropriate	0			
Uses the id and headers attributes to improve the accessibility of table data	0			
The html element's lang attribute indicates the spoken language of the page			2	
Site still functions with JavaScript disabled		1		

Scorecard 2

Identity	0	1	2	N/A
Site identity (logo, name) is prominently and consistently placed			x	
Page titles are appropriate and explanatory		x		
Home page has compelling, interesting information		x		
Clear path to company information	x			
Clear path to contact information			x	

Page Design	0	1	2	N/A
Good use of basic design principles: repetition, contrast, proximity, and alignment		x		
Elements common to multiple pages are consistently styled and positioned.		x		
Good balance of text/graphics/white space on page		x		
Header and navigation occupy less than $\frac{1}{4}$ to $\frac{1}{3}$ of the browser at 1024x768 resolution		x		
Styles & colour are consistent throughout the site			x	
Use of colour and graphics enhances rather than distracts from the site	x			
Each graphic used serves a clear purpose		x		
Page footer area includes copyright, last update, contact e-mail address	x			

Navigation	0	1	2	N/A
Main navigation is easily identifiable			x	
Navigation labels are clear & concise		x		
Navigation is easy to use for target audience		x		
Users current location in the site is clear		x		
If main navigation uses images or Flash, text links are in the footer section of the page			x	
Text for hyperlinks is indicative of the destination - avoids the use of "Click here"	x			
Hyperlinks use a consistent set of colours to indicate visited/non visited status	x			
A link to the home page is included on every page			x	

Content Presentation	0	1	2	N/A
Major headings are clear & descriptive		x		
Fonts, font sizes, and font colours are consistently used		x		
Emphasis (bold etc) is used sparingly	x			
Techniques of writing for the Web are used: headings, bullet points, concise paragraphs		x		
Content provides meaningful & useful information to audience			x	
Content uses language that is easy to understand & appropriate to audience			x	
Information is easy to find (minimal clicks and/or clear path to information)			x	
Content is free of typographical and grammatical errors		x		

Ads & popups are unobtrusive	x			
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Functionality	0	1	2	N/A
All internal hyperlinks work		x		
All external hyperlinks work		x		
All forms function as expected			x	
All media (images, video, audio) is displayed correctly		x		
All presentation styling (fonts, colours, padding etc) is contained in external CSS		x		
Graphics are optimized and do not significantly slow download		x		
HTML is valid (according to HTML5 spec & XHTML rules)	x			
HTML is semantically appropriate (navigation is structured in an unordered list)	x			
CSS is valid	x			
No JavaScript errors are generated			x	
JavaScript where used is contained within external files or within script tags in the HTML			x	
Displays on common variations of browser (Internet Explorer, Firefox, Safari, Chrome) and platform (Windows, OSX, Linux)			x	

Accessibility	0	1	2	N/A
Page load-time is reasonable		x		
Colour is not used alone to convey meaning		x		
Text colour has sufficient contrast with background colour		x		
Font, font size & spacing is easy to read			x	
Flash & add-ons are used sparingly & for a clear purpose		x		
All images have suitable alternate text (alt tags)			x	
All media (audio, video, Flash etc) have suitable alternate text	x			
Images & media are captioned		x		
Uses attributes designed to improve accessibility such as title when appropriate		x		
Uses the id and headers attributes to improve the accessibility of table data	x			
The html element's lang attribute indicates the spoken language of the page			x	
Site still functions with JavaScript disabled	x			

Scorecard 3

Identity	0	1	2	N/A
Site identity (logo, name) is prominently and consistently placed			x	
Page titles are appropriate and explanatory		x		
Home page has compelling, interesting information		x		
Clear path to company information		x		
Clear path to contact information		x		

Page Design	0	1	2	N/A
Good use of basic design principles: repetition, contrast, proximity, and alignment	x			
Elements common to multiple pages are consistently styled and positioned.		x		
Good balance of text/graphics/white space on page	x			
Header and navigation occupy less than $\frac{1}{4}$ to $\frac{1}{3}$ of the browser at 1024x768 resolution			x	
Styles & colour are consistent throughout the site	x			
Use of colour and graphics enhances rather than distracts from the site	x			
Each graphic used serves a clear purpose	x			
Page footer area includes copyright, last update, contact e-mail address		x		

Navigation	0	1	2	N/A
Main navigation is easily identifiable		x		
Navigation labels are clear & concise		x		
Navigation is easy to use for target audience		x		
Users current location in the site is clear		x		
If main navigation uses images or Flash, text links are in the footer section of the page			x	
Text for hyperlinks is indicative of the destination - avoids the use of "Click here"	x			
Hyperlinks use a consistent set of colours to indicate visited/non visited status		x		
A link to the home page is included on every page			x	

Content Presentation	0	1	2	N/A
Major headings are clear & descriptive	x			
Fonts, font sizes, and font colours are consistently used	x			
Emphasis (bold etc) is used sparingly	x			
Techniques of writing for the Web are used: headings, bullet points, concise paragraphs	x			
Content provides meaningful & useful information to audience			x	
Content uses language that is easy to understand & appropriate to audience		x		
Information is easy to find (minimal clicks and/or clear path to information)		x		

Content is free of typographical and grammatical errors		x		
Ads & popups are unobtrusive		x		

Functionality	0	1	2	N/A
All internal hyperlinks work		x		
All external hyperlinks work		x		
All forms function as expected		x		
All media (images, video, audio) is displayed correctly			x	
All presentation styling (fonts, colours, padding etc) is contained in external CSS		x		
Graphics are optimized and do not significantly slow download		x		
HTML is valid (according to HTML5 spec & XHTML rules)		x		
HTML is semantically appropriate (navigation is structured in an unordered list)		x		
CSS is valid		x		
No JavaScript errors are generated			x	
JavaScript where used is contained within external files or within script tags in the HTML			x	
Displays on common variations of browser (Internet Explorer, Firefox, Safari, Chrome) and platform (Windows, OSX, Linux)			x	

Accessibility	0	1	2	N/A
Page load-time is reasonable		x		
Colour is not used alone to convey meaning		x		
Text colour has sufficient contrast with background colour	x			
Font, font size & spacing is easy to read		x		
Flash & add-ons are used sparingly & for a clear purpose		x		
All images have suitable alternate text (alt tags)			x	
All media (audio, video, Flash etc) have suitable alternate text	x			
Images & media are captioned	x			
Uses attributes designed to improve accessibility such as title when appropriate		x		
Uses the id and headers attributes to improve the accessibility of table data	x			
The html element's lang attribute indicates the spoken language of the page		x		
Site still functions with JavaScript disabled			x	