

## Goals

- Increase in-person traffic of visitors to winery and wine bar
- Encourage more people to attend the wine tastings and monthly events
- Increase retail sales of wines

## Content

### General Information

- History/About
- Photography
- News
- Promotion

### Specific Information

- Contact
- Location
- Map/Directions
- Hours
- Events/Calendar
- Tours/Tastings
- Parties
- Nearby Lodging

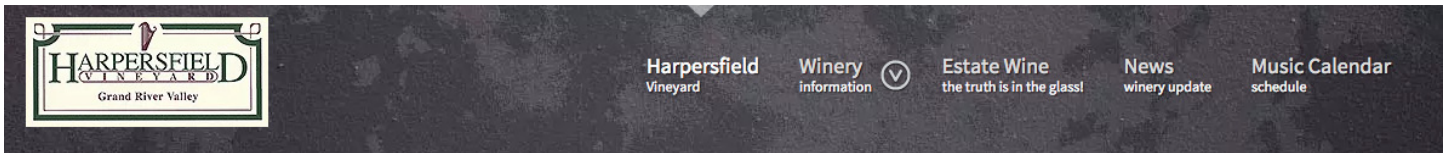
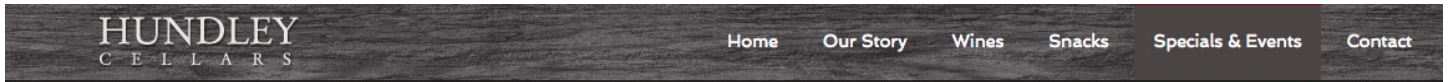
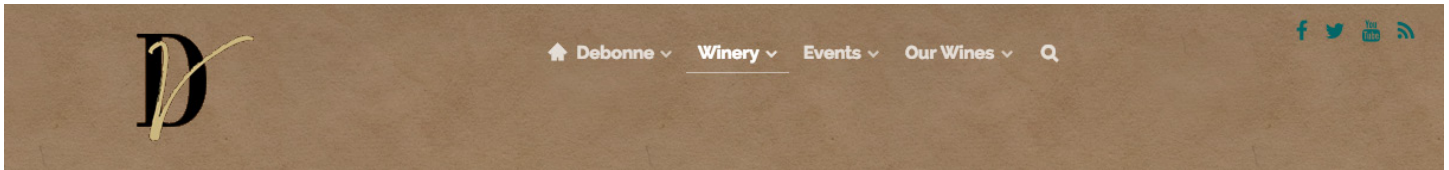
### Product Information

- Menu
- Wines
- Merchants
- Online Store

## Pages

- Home (Photographs of Facility, News, Promotions, Hours) [Template 1]
- About (History, Biography) [Template 1]
- Menu (Wines, Food) [Template 1]
- Events (Calendar, Tours/Tasting, Parties, Nearby Lodging) [Template 2]
- Store (Product Commerce/Descriptions, Pricing) [Template 3]
- Contact (Contact Information, Locations, Map/Direction, Hours) [Template 1]

### Competitor Analysis



### Notes

- The competitor websites either have earth tones or neutral color palettes and all have either texture or patterns in the backgrounds of the pages.
- Two of three sites have a one column grid structure, the other uses multiple columns in a block-like organization technique.
- All the sites have heavy use of photography of the facilities or the products.
- All three sites have a “home” button as well as the logo navigating to the home as well.
- All the sites have an “about” or “story” page as well as pages for information about their products.
- Some of the competitor navigation is shortened, but has thorough drop down menus containing about 20 pages in total.
- Calendars are a popular menu item throughout the competitor’s sites.
- Contact and location is a common feature.
- Of these three sites, the nav bars vary quite extensively as far as the words used and amount of items contained in it.
- Some have photo sliders, others just single photos displayed.