

Off the Vine Winery

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Common Navigation Labels & Patterns

How Users Navigate the Site

Drop down **list** to navigate to other pages functions better than click page-tabs.

Flexbox up to 3-4 options on drop down list; rather than nesting in one.

Call of action having **color** is more effective than outline, or white. Faster focus.

Use of **line breaks** provides better distinction between content, rather than relying on weight contrast.

Common Functionality & Content

More exploration with nesting content in drop down menu.

Call of actions to redirect to social media.

Image scrolling is more efficient to the space for both users and content.

Content Voice and Tone

Verbal Personality of the Site

Friendly + Inviting

Retail of menu is user-friendly when it's not the real menu. Photos of outdoor settings promote friendliness.

Functional + Professional

Utilizing a float box to section wine orders is effective for both user-access and company retail-marketing.

Design and Layout

Aesthetic Personality and Usability of the Site

Hundley Cellars utilizes **line breaks** between containers, activating better flow between scrolling of information.

Recommendations and Strategy

Introduction of Site + Color

Say less, more scenery of the vineyard, not products. Use of dark grays more sensitive to the eye, color punch possible.

Contrast + Photography

Bolding the ounce per glass/price should be consistent.

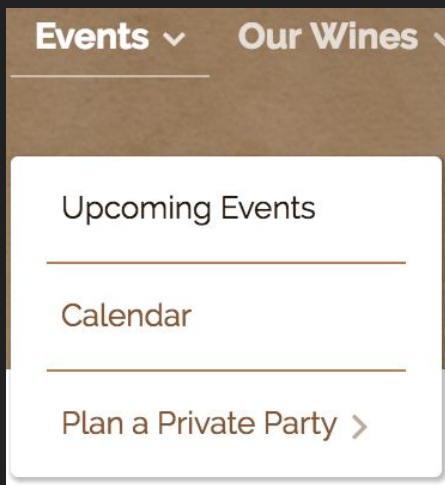
Multi-Layer + Dynamic Grid

Options for events: content page and schedule calendar.

1-2 column grid when necessary (ex. company story/menu).

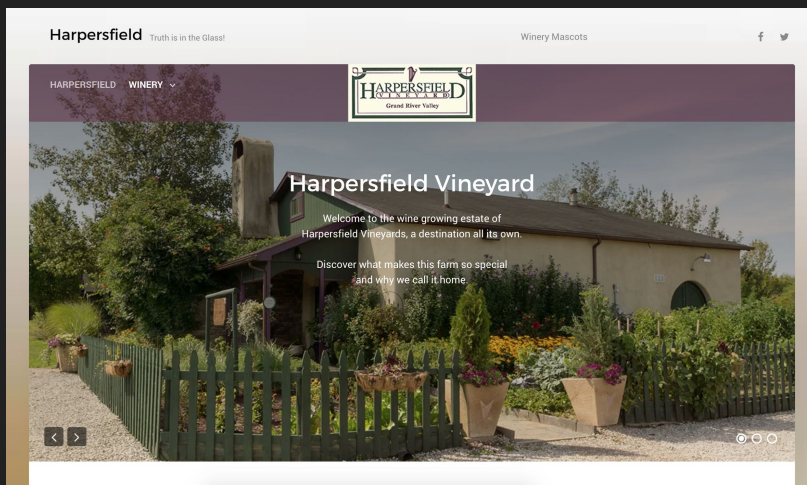
Summary

1



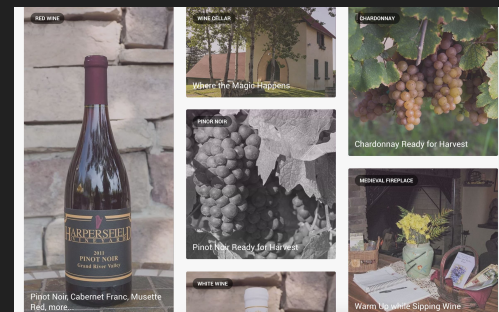
Flexbox 3-4

2



Scenery intro, less words.

3



Dynamic Grid for marketing.

Summary

1



2



Contact Harpersfield Vineyard

Please use this form to email **Harpersfield Vineyard** regarding questions about our wine tasting room operation, group party services or winery events.

All fields with an * are required.

Full Name (*)

Break down info, quicker read + more time to fill out information than paragraphs.

COMMON QUESTIONS

1. Can we bring our own picnic basket?

No food or beverages are permitted to be bought into our farm.

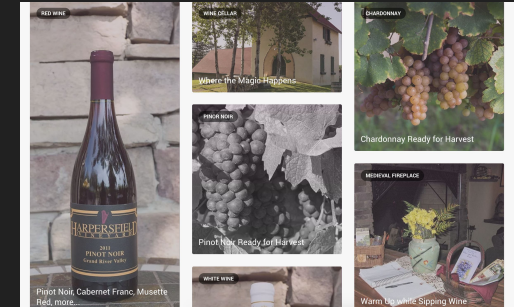
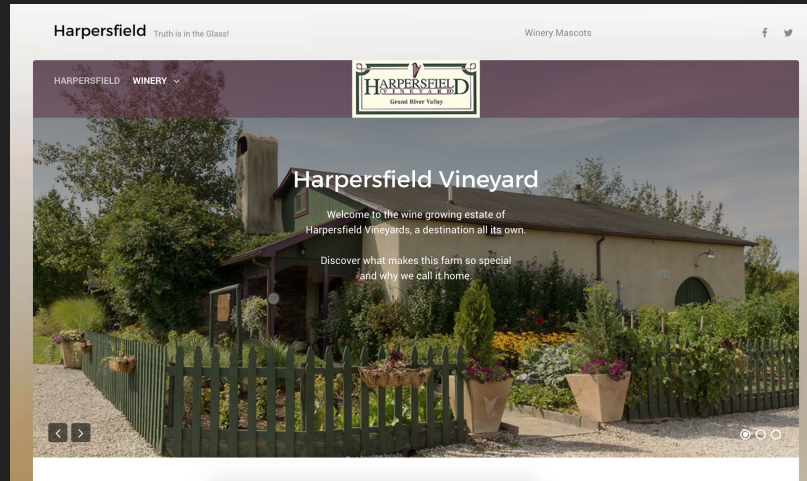
2. Are you large group or bus friendly?

Summary

1

2

3



Dynamic Grid for
marketing.

Flexbox 3-4

Scenery intro, less words.