Off the Vine Winery

Chris Monborne, Jason Medrano

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 2 3







Dynamic Grid for marketing.

Flexbox 3-4

Scenery intro, less words.

Summary

1

Wines

Sauvignon Blanc

Hundley is all about our family and so we celebrate this Sauvignon Blanc for its parenthood. Seems it got hooked up with Cabernet Franc to have a very famous offspring that you may have heard of, Cabernet Sauvignon. So enjoy this dry, crisp white wine and marvel that it is half responsible for the world's most popular red!

HUNDLEY

12.5% ABV. American. RS% Dry.

Chardonnav

Hello there, I'm Chardonnay. We may have met before. People say that I'm lightly oaked, dry, and a little buttery. I enjoy picnics in scenic locations, romatic dinners,



Sample Snacks

Hundley Cellars. Snacks. March 2017.

Cheese Bored 12.

Cotswold (Gloucester with Chives, England). Red Dragon (with Whole Grain Mustard, Wales).

Five Counties/Stripey Jack (England).
Vintage Cheddar (Canada) . Pickles and
Crackers.

Warm Olives 10

Castelvertrano Olives. Orange Juice and Zest. Red Wine Vinegar. Fresh Thyme.

Salt and Vinegar Marcona Almonds 7.

Possibly the World's Yummiest Almonds. Roasted and Flavored with Sea Salt and Malt Vinegar Powder.

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 (*)

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?

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

Summary

1 2 3





Dynamic Grid for marketing.

Flexbox 3-4

Scenery intro, less words.