

Off the Vine: Research and Competitive Analysis

Top goals for the website:

- Comfortable & inviting website
- High quality functioning website.
- Show the hours of the vineyard
- Showcase the beauty of the Vineyard through photography
- Wine purchasing online
- Customers to view the Wine Menu as well as the food menu.
- Promote upcoming events, tours and wine tastings

Content needed for Website:

- Contact Information and Location
- Online Ordering of Wine
- List of upcoming events
- Photography of Vineyard
- Menu
- Wine Selection
- Private Gatherings and large groups
- Mail order of wine

Templates/Layouts Needed:

- Homepage
- About
- Contact Information
- Menu
- Shop
- Events

Competitor Analysis/ Common Themes:

- Rustic aesthetic
- Focus on Photography of the Vineyard and Wine
- Long Homepage
- Top Navigation Bar
- Navigation goes through a simple About page, to Wines, Events, and Contact information.
- Neutral Color Palette
- Simple & easy to follow navigation
- Friendly tone of writing, suitable for a child
- Harpersfield does not have an about section, and harder to navigate than the others.