Dandy Brewing Company Needs Assessment

Background Details

Describe your organization in a few sentences.

We started selling our beer in 2014, making us one of the original small-batch breweries in Calgary. We produce amazing ales in styles we love and offer fantastic food as part of our goal to be exciting, forward thinking, and outside the traditional thought-box for breweries in the province.

What is the primary purpose of the website?

Show people how amazing our beer is and where they can find it.

What is the secondary purpose of the website?

Introduce people to our brewery and its offerings.

What might happen if you don't have a new website?

People will not be adequately aware of our beer offerings or our new full-service tasting room. This will cause us to lose business due to mis- or uninformed potential customers.

What is there about your organization that sets you apart for a special group of potential customers?

One side is our beer, which is produced in small batches and we only produce styles that we like ourselves. We don't create beer for the masses but for those who like the same beer that we do. The other side is the social aspect of beer. We sponsor artists and invest in the people and experiences that are a huge part of beer culture.

What problems do your prospects have that your organization solves?

They are looking for great beer in a social setting and we provide that.

Why would site visitors want to do business with you rather than with a competitor?

It may be the quality of our beer or the amazing food menu we offer. It might be the friendly and social space that we have created, our just our laid-back personality.

Describe the style of the website you want. E.g., trendy, professional, luxurious, affordable, down-to-earth, exciting, serious, etc.

Clean, casual, and quirky.

Do you have a tagline that clearly describes what you offer in terms of benefits or features?

Brewing small batches of exciting styles.

Please describe your potential customers. Pay special attention to income, interests (even those outside the topic of the website), gender, age, even type of computer they use, e.g., old with dial-up account or newer with broadband. Describe at least 2 different potential customers.

I'm sorry but we don't currently have this information available.

If you were using a search engine, what words or phrases would you use to find your site? List the three most important words/phrases.

1. Craft beer in Calgary
2. Local brewery with restaurant
3. Calgary breweries

Scope and Specifications

How many pages will the finished website be (estimated)?

A few pages. We'd like the site to be well-organized and easy to navigate.

What types of actions do you want your visitors to take on your website?

We want them to find our beer and follow us on social media.

Are you planning to do online sales? If so, what is the product, and how many items do you want to sell online?

No. We won't be doing any sales through our website, nor do we offer reservations.

Do you need multi-language support?

Not at this time.

Do you need any social sharing features built in (tweet, like, +1, share, etc.)?

Not at this time. Out content isn't very shareable.

Will there be any third-party applications that will need to be integrated?

Not at this time.

Do you need an internal site search feature?

No.

What other specific functionalities will be required?

A map showing where people can find out beer would be great.

Questions acquired and modified from the following sources.[1] [2]

[1] (2009, June 29). 45 Incredibly Useful Web Design Checklists and Questionnaires .... Retrieved July 3, 2018, from https://www.smashingmagazine.com/2009/06/45-incredibly-useful-web-design-checklists-and-questionnaires/

[2] (2014, June 17). 100+ Questions You Must Ask When Developing A Website .... Retrieved July 3, 2018, from https://marketingland.com/100-questions-you-must-ask-when-developing-web-site-86342