

Project Proposal

Adams Staples

For my final project, I want to create a small hard cider company website for my home-brewed cider. It would consist of a few pages such as a home/landing page, product page, about page, and a pick your flavor quiz.

The product page would list all the available cider flavors with a name and price. I could also create a description for each one when clicked on. For the About page. I previously documented my process for brewing my hard cider so that would be the content of the about page. The About page could also have a “guess the process quiz” where the process of my cider brewing is broken into small illustrated pieces that can be dragged and dropped into the order in which the user thinks the process took place. The main interactive element I thought of was a find your flavor quiz that would guide you to the cider flavor you are looking for or the most interested in. The user would go through a number of questions that would lead to one or more flavors of cider.

For example:

Dry	Sweet		
Sparkling	Still		
Fruity	Spiced	Honey	Straight

Here are your options!

Because it won't be a real business website I don't know if I would have to build a shopping cart/checkout system. I will also have to create more of my own made-up cider flavors and names as well as labels but since I already have one label designed, That means I already have at least one chosen typeface and an existing visual language to build off of. For content creation, I just need to come up with flavors, names, and descriptions and don't need to put as much work into the identity.

