



# **FREEWHEEL BREWING COMPANY**

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# DESIGN BRIEF



**FREEWHEEL**  
BREWING COMPANY



## BUSINESS DESCRIPTION

Freewheel Brewing Company is an English-style brewery and taproom located in Redwood City, California. Founded in 2012, Freewheel aims to fuse English tradition with American audacity into a collection of well-balanced beers.

## GOAL

To create an easily accessible and informative local craft brewery website (Freewheel Brewery). The user will have no problem navigating to find the information they are looking for.

## WHAT WILL BE DELIVERED

A re-designed website in which viewers can learn about the brewery, beers, and food menu.

## TARGET AUDIENCE

Ages 30-55 (21+)

## TIMELINE

November 6 2020 - December 14 2020

## GHOSTWOOD BEER COMPANY



### DESCRIPTION

Local brewery with a taproom available providing only beer

### PLATFORMS

Website - desktop and mobile

### LOCATION(S)

Redwood City, CA

### TARGET AUDIENCE

21+

### PAIN POINTS

- Only on the market since 2018
- No food options available currently

### APPEAL

- Might appeal more to younger and adventurous beer drinkers



## GOURMET HAUS STAUDT

### DESCRIPTION

German influenced taproom and pub, with a store front

### PLATFORMS

Website - desktop only

### LOCATION(S)

Redwood City, CA

### TARGET AUDIENCE

21+ (All ages for storefront)

### PAIN POINTS

- Difficult to locate to new customers
- Food menu lacks options
- Little to no branding

### APPEAL

- Wide variety of local and foreign beers
- Abundant seating inside and outside on patio
- Stays open the latest



## ALPHA ACID BREWING COMPANY



### DESCRIPTION

West coast style brewery with a number of IPA beers available in the taproom.

### PLATFORMS

Website - desktop and mobile

### LOCATION(S)

Belmont, CA

### TARGET AUDIENCE

21+

### PAIN POINTS

- Does not have a food kitchen
- Might not be enjoyable to non-IPA drinkers
- Not a lot of seating

### APPEAL

- Wide variety of IPAs
- Colorful, vibrant branding
- Hosts food trucks occasionally

# SURVEY QUESTIONNAIRE

## QUESTIONS

Have you visited or heard of Freewheel Brewing Co?  
When visiting a business's website, what do you look for first?  
Are you a fan of beer? Craft beers?  
What intrigues you when trying new beers?  
When visiting a brewery's website, do you favor the entire menu displayed, or just the most popular?  
Do you prefer a drop down menu, or static menu?  
Does a website make or break whether you visit a business?  
What is appealing in a website?  
How old are you?  
What gender do you identify as?  
Are you from the Bay Area?  
Is family-friendly a requirement?  
Do you order food to go often?

## SURVEY SUMMARY

Freewheel Brewing Company is a local bay area brewery based in Redwood City, California. The answers received from Devin Roberts, the manager of the establishment, gave us an idea that we were able to concisely identify the culture and improvements that they are looking for in a redesign. The culture of Freewheel originates after English-style brews, however, Mr. Roberts expressed to us that their brew production has expanded to other brews as well, and that the site felt outdated and too cluttered, leading him to desire a more simplified look for the website. Their primary target audience is for ages 30-50 years old, but they are also very family friendly and are able to accommodate all ages, as well as "beer nerds" as Mr. Roberts said. Mr. Roberts also mentioned that very little traffic comes through the website and that they often receive questions regarding food availability and seating arrangements, which seems to be a main area of focus. Competition is not much of a factor for them, because all the local breweries are interconnected and considered to be friends as he mentioned. Although, Mr. Roberts did mention a few breweries in the geographical area, such as Ghostwood, Gourmet Haus, Blue Oak, and Alpha Acid. Freewheel's approach is community based within a 20 mile radius of the brewery/taproom.



## Nick Bell



**Gender:** Male

**Age:** 33

**Location:** Redwood City, CA

**Occupation:** Engineer

### Bio:

While often busy, Nick enjoys his leisure time as much as the next, but with a full-time job and newly started family, any freetime is usually spent with his family. Nick and his wife are both very social people and the places that used to be accessible to them might not be as family friendly. Nick typically looks for local breweries that are accommodating to his family while still being a fun atmosphere to enjoy some great beers.

### Pet Peeves:

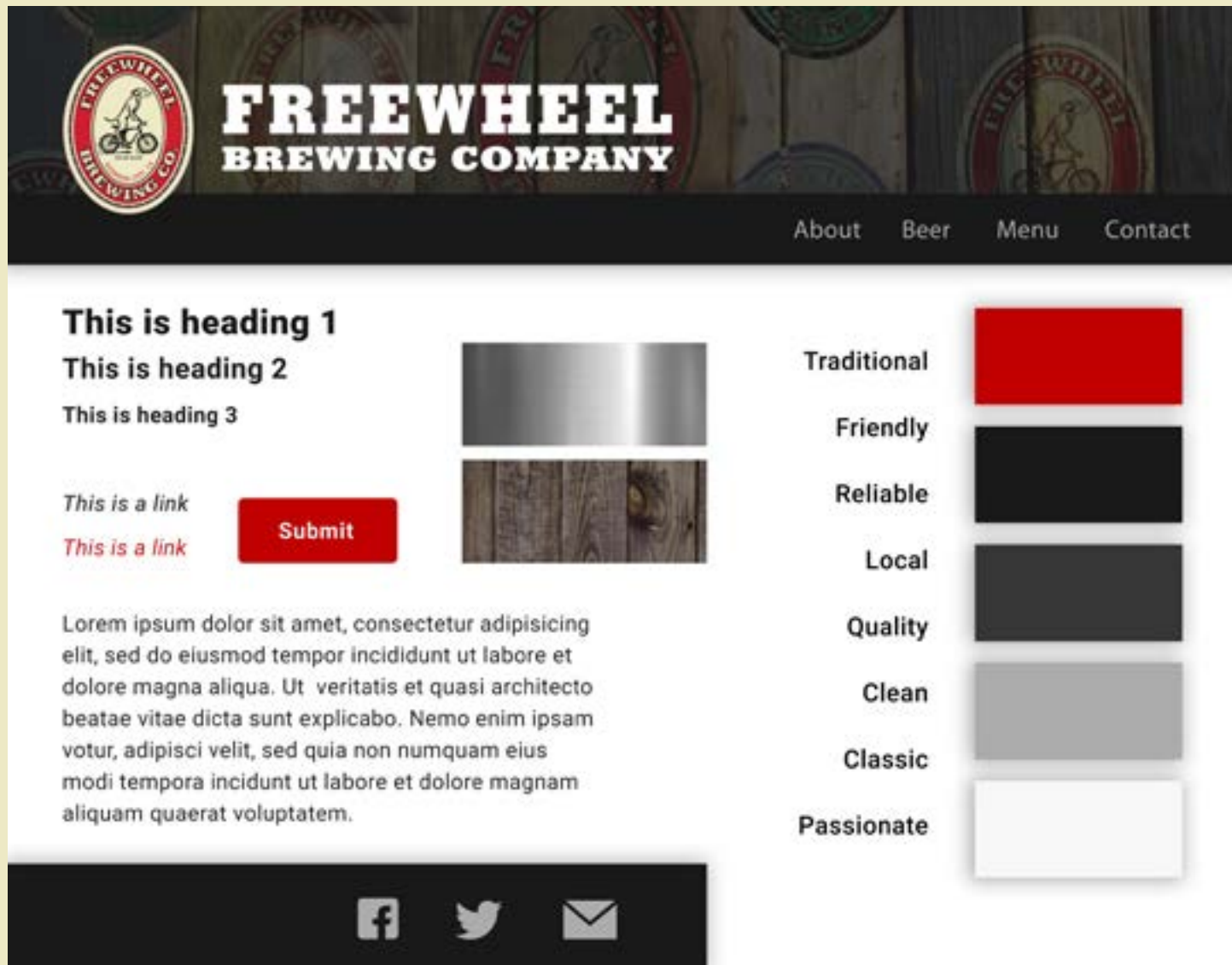
- Not enough information
- Useless information
- Websites that are hard to navigate
- Websites that are hard to look at
- Non-responsive web design

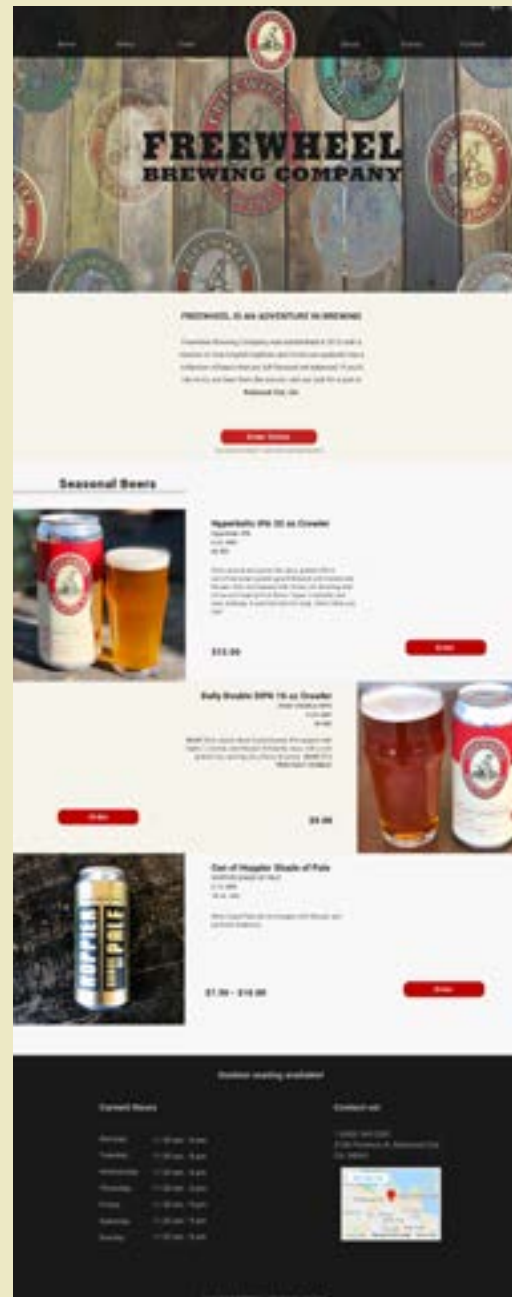
# WIREFRAMES





# STYLE TILE





**URL**