



Jackson Hole Still Works (JHSW) is a distillery in Jackson Hole, Wyoming. The company is the creation of two people, Travis Goodman and Chas Marsh. The two are currently working around the clock to get their distillery off the ground. They are releasing their first product, a vodka, this fall, followed by two gins. They are also creating whiskey and bourbon is to be released in the next few years.

JHSW currently has a website that they themselves acknowledge is subpar. It was put online out of necessity, but they have been using social media as their driving force for now. They are working 14 hour days and do not have the time or resources to devote to re-designing their website.

They are in need of a new website for advertising and informational purposes. JHSW is relatively active on social media, but their current website doesn't mesh well with their social media efforts. Tourism, particularly in the winter and summer, play a vital role in the Jackson Hole economy. As such, JHSW ideally wants a new website up and running before Christmas. Tourists are always looking for activities to do in the town, typically via google search. JHSW acknowledges an attractive and appealing website is key in attracting tourists to their tasting room. Their current website does not make their distillery seem like a great place to visit.

While the target market of whiskey and bourbon tend to be men, vodka's target market is predominantly women. With that in mind, JHSW is looking for a website that would appeal to a female audience, but without being of over the top, stereotypical, feminine.

They want their website to reflect that they are a small, local, two man distillery that prides itself on quality, authentic, spirits. They emphasized an authentic Wyoming feel is essential to their website (this is not hipster NYC, or Colorado). Some keywords used for their ideal look/feel of the site are: *western, campsite, mountains, open range*. Websites that they like are [Green Hat Gin](#) and [Montgomery Distillery](#).

A successful website will see more inquiries about the distillery, people coming to visit, and eventually, retail sales.

Ideal Website Components:

- Story about their roots
- Map/directions
- Calendar
- Mobile friendly
- Store
- Easy navigation

Wyoming bumper sticker:

"I bet you were cool in Colorado"