

BRDG Craft Brewery: Life Is Brewtiful

1. Introduction

- Fictitious local craft brewery website
- The site will tell the story behind the brewery, how they craft their product, and showcases the tasting area and the products they offer.

2. Expected List of Features

- Planned pages include Home, About Us, Beer, Gallery, & Contact
- **Home:** Offers large images to present an atmosphere consist with their branding and "feel" inside the brewery. As a truncated gallery and beer menu offering a sample of the full page offering and enticing the viewer to dig deeper into their website. Lastly, a testimonial section to display customer reviews.
- **About Us:** Features a "How It All Started" section to share the origin story of how the brewery got started. Next, a section with icons and text to highlight strong points such as Quality, Ingredients, Process, Etc. This page will also include the testimonial section.
- **Beer:** Features a standard ecommerce gallery listing the available beers and other products for sale on the website. This page will also feature a testimonial section where users can review their favorite products.
- **Gallery:** Features a traditional image gallery with images from inside the brewery and customers enjoying themselves inside the brewery. Social media accounts can be leveraged to find and display images of customers and employees.
- **Contact Us:** Features a standard contact us page with a map to the brewery, a simple contact and the contact information. This page will also feature a testimonial section to add more content to better fill out the page.

3. Market Survey

- All surveyed websites feature large images, many feature images that take up the full viewport on the homepage displaying the outside of their brewery or the interior with happy, smiling people. They also feature many product images and lots of information about their unique brewing process and the stories behind how they started their business.

- Most offer a calendar of events and an listing of available products to purchase such as beer, t-shirts, pint glasses, etc.
- Most also feature testimonials from satisfied customers and image galleries featuring people enjoying their products. They also display maps and offer contact forms and information for potential customers to easily find them.

4. References

- <https://www.samueladams.com/>
- <http://www.hopnutsbrewing.com/>
- <http://www.threesheetsdtlv.com/>
- <http://www.tenayacreek.com/>
- <https://ablebakerbrewing.com/>