# Planning Meeting for GreenBrewBros (4/27/2023)

* Video on homepage could be a good idea (like fourwinds brewing)
* How to differentiate the four different trade shows: beer focused trade shows, farmer’s market local business trade show, eco-friendly business trade show, sustainable brewing trade show
* About, our story pages,
* Each group member will make a wireframe for the homepage and we will reconvene to make a final decision on the design

END GOAL

To attract sponsors and millenials to our event

PRIMARY

SECONDARY

TARGET AUDIENCE

Millennials

Sponsor – attract with eco conscious mission and promote our events

**CONTENT**

Blog

About Us (sustainability/our mission, our story, how and where its made)

Home page (images, short blurb, trade shows/events)

Trade Show (on home page and separate page)

Contact Page

Products



**FUTURE CONSIDERATIONS**

**SITE MAP**

**FOOTER**

Notes on Wireframes

- videos or images (slideshow) at the top

- I like the calendar widget (sometimes they can we problematic- no)

- see how we’re making a difference button.

- “organic local sustainable”

- discussion: products before trade shows??

- can we actually sell?

- are we looking for sponsors or customers?

- this isn’t e-commerce

- NO calendar widget

- Socials news feed!! (We like this)

- search logo

- blocks of large images to fill up page (our brewery and pub)

- newsletter in large image

- blurb abut environmentalism with “see how we’re making a difference”

- scrap “our mission” from home page, but allude to it.

- fixed header - snap scroll

- Where should be have our contact information? - both.

- logo dips down into video - pops back up as we scroll.

Meredith Notes:

Planning

--------------------------

Sitemap:

* Home
  + about
    - our story (who are the bros? Year established, millennial signalling (new gen of family tradition?), image of owners/staff, lead into mission)
    - mission (ecological flavour, buzzwords, list initiatives/pledges, make the customer feel like they are helping the planet by buying, vague stock images)
    - the brewery (location, history (eg building or town), brewing technique, what it's like to visit, images of brewing equipment, taproom, bottles/cans, happy customers)
  + events
    - introduction, set the brewery in the trade show scene
    - trade show 1
    - trade show 2
    - trade show 3
    - trade show 4
    - each show: large image, title, date, link for more info or to rsvp, possibly short description to talk it up
    - stay tuned for more events (offer email signup)
    - past successful events (images with captions and/or links)
    - instagram?
  + products
    - overview (foodie buzzwords, talk up quality, craftsmanship, brewing philosophy)
    - featured beers (image, brief description)
    - possibly showcase or discuss one beer that the brewery is famous for (tie into history)
    - come try at the taproom
  + contact
    - address (map image?)
    - operating hours
    - phone
    - email
    - form in site?
    - links to social accounts
    - newsletter sign up