

Sarah Beeman & Grace Harms.
Research for RWD.
Off The Vine
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FUNCTIONALITY WANTS

- menu
- upcoming events
- location services/maps
- wine ordering online, mail delivery
- photos
- basic info- times and closings

CONTENT AND PAGE TEMPLATES

- home page
- wine catalog for online order
- wine/snack menu
- location/local attractions
- contact/hours
- calendar/events page

OVERALL NOTES

Common Navigation- Menus contain basic information/about, contact, directions/map(could go under info), current events/calendar. All of the sites have the navigation across the top of the page, with a logo located on the left either above or below it. Most lack booking information, so finding a section to link it with (directions/maps). Our client would want strong photos leading the design of the website from page to page, rather than just a huge gallery pages like most of these websites. Using images with text on top and full width of the page to create the atmosphere.

Voice & Tones- Most of these websites, are homey, not advanced, and just relaxed wine-loving folks. Our client wants a more refined, sophisticated website. For most of the sites the wording is straightforward (home, about, contact), but we could differentiate the site and make it more personal (story, connect, etc).

Design Aesthetic- There was no sense of consistency of design across the other sites. Most don't use bright colors at all and tend to use dark reds, dark nature colors. This helps convey the warmth and atmosphere of a winery. Natural textures can help, but we don't want it to feel too heavy or crowded. Keep negative space in mind.

Layout- All of the sites shared a similar layout that was very grid based. Some sites highlighted these sections with different colors/borders. This is not helpful or necessary for navigation

purposes and makes the site look dated. We thought the sites that had contact information on all pages were better and most customer focused. Also a lot of 3 column grids or 1 column grids.

Goals for the website- We need to organize the information in layout that makes sense with correct categories, not weird boxed layouts of weird PDFs and files just plopped on. The design should be clean and minimal- something most of these wine websites are lacking. The client wants to increase their sales both in-person and online, so having a clear catalog of wines will be effective. Most people using these website just mostly want to get straight to the point of what they are looking for and not just browse the site for fun.

COMPETITORS

-Debonne Vineyards-

has menus, but while website is responsive, the menus don't change- just a photo.
has google map, and direct links to places to stay nearby and their websites
can 'find a store near you'
shows upcoming events and a calendar
overall crappy branding/web design
uses some social media, & has a search bar which could be nice
has a newsletter, add email function
poor hierarchy, buttons are too large and have too much contrast
has an inconsistent use of grid and image locations

-Hundley Cellars-

-first glance right away, has nice web presence and a a nice logo- kinda?
sophisticated color scheme
website responds very nicely.
clean design- nice bottom information as opposed to DeBonne's bottom of site
hours constantly on the right side of the page
shows wines and snacks served (menu)?
has a contact page. has a facebook. no map, just address on bottom, and info on contact page about location.
Menu stays at top of page while you scroll - makes for easy navigation

-Harpersfield Vineyard-

weird textured background/nasty logo
on "wine information" tab drop down, has everything that Off the Vine wants.
website does respond well.
weird use of grid/tables - everything is too sectioned off
has a news page- looks like it goes by updates that are consistently updated monthly.
hours are on the right side at all time

has a calendar- google calendar
displays slightly nice images on home screen main highlight
weird twitter icon.
Tabs have “subheadings” that only display based on screen size - weird

-The Winery at Spring Hill-

the menu is a crappy photo of the menu haha
has photos in a grid/album separate page
clubs page has weird document setups on it
no real logo, but it's good that the number is up there showing obvious for whoever needs it quick
no clear sense of hierarchy, colors do not convey “winery”
events and activities moshed onto one page
this website gives me a headache fo sho - did you see they have bedazzled wine shirts OMG
online store helpful - each bottle has its own picture and blurb of information. This page actually has the nicest/clearest hierarchy

Extra vineyard not on list, just felt like checking it out.

-Sarah's Vineyard-

nice menu setup, website is not responsive
general info page is nice- straight to the point, okay organization
contact us- doesn't have a contact form, just information, no clickable email
calendar of events setup is odd

-Big Basin Vineyards-

Only site with Navigation/Menu on the left side, not the top
Uses large hero images with text
more of one giant scroll page that
colors and imagery convey winery - warm woods, greens and sunlight
Also lists wines to purchase - but this takes a couple clicks to go from type of wine, to bottle, to info to cart to purchase
events are clearly listed, and offer a way to purchase tickets directly from site
contact us/visit us page combined with lists of events in the area and how to plan a trip