Conquest Brewing Company
CREATIVE BRIEF

Client:

Company Name: Conquest Brewing Company, Inc.
Address: 947 S Stadium Road, Bay 1, Columbia, SC 29201
Email: info@conquestbrewing.com

Current domain: http://conquestbrewing.com/

Project Description:

Conquest Brewing Company, Inc. is seeking a redesign of their website, conquestbrewing.com. Their current site has a confusing navigational structure, and makes finding information about their beers, their Tasting Room, and their company too difficult.

Project Scope:

UX: Site architecture redesign and mapping.
  • thumbnails
  • wireframes

UI: Redesign of the existing website and its components:
  • Homepage
  • Internal page
  • Beer detail pages

Development: HTML, CSS and JS templates for all page designs.

Discovery:

DESCRIBE THE COMPANY/SERVICE THAT THE COMPANY PROVIDES:

In 2013, Conquest Brewing Company because Columbia's first local brewery. Conquest Brewing Company made its inaugural appearance at the World Beer Festival last year and since then has opened a tasting room at its location on Stadium Road. Founded by Matthew Ellisor and Joseph Ackerman, Conquest brew year-round favorites such as Sacred Heart IPA, Artemis Blonde, and Medusa Stout, as well as a variety of seasonal and limited release brews.

WHAT ARE THE COMPANY'S PRIMARY GOALS/OBJECTIVES?

Conquest Brewing Company continues the tradition of crafting, and enjoying, the most complex and inviting, the most approachable and esoteric brews.

WHO IS THE TARGET AUDIENCE FOR THE SITE? WHAT INFORMATION/CONTENT IS THE AUDIENCE LOOKING FOR?

The primary audience consists of beer drinkers interested in finding out more about Conquest Brewing Company's beers, Tasting Room location and hours, and where to purchase and enjoy their brews.

DESCRIBE THE COMPANY'S BRAND, PERSONALITY, AND CULTURE

Conquest has a quirky, local vibe. Being Columbia's first brewery, Conquest seeks to connect with the growing microbrewery movement, and attract local and national beer drinkers. The name "Conquest" inspires the brand's references to medieval characters and stories, as well as the names of their distinctive beers.

WHAT ASPECTS OF THE COMPANIES CURRENT WEBSITE DESIGN WORK WELL?

The current website contains information about each beer in detail, including information on the character, ingredients, and ABV content of each. The site contains a link to a third-party storefront that offers branded merchandise.

WHAT ASPECTS OF THE COMPANIES CURRENT WEBSITE DESIGN ARE UNSUCCESSFUL?

The current website leans too heavily on the imagery of "medieval" styles, relying too much on stone wall textures and flowery language. The navigation is misleading and confusing, and simply finding information about a specific beer is a taxing exercise. The website is not responsive, and does not work well on mobile devices. Information about the Tasting Room hours and location should be made more visible. The site does not have a homepage or a contact form, and some sections are likely unnecessary.