All About Beer - "Beer3-Oh"

1. Introduction

Do you enjoy beer? If the answer is yes this website is for you. With today's craft beer, it can be intimidating to venture out to your local watering hole and try to figure out what to order. We can help!

By browsing through this crash course before you go out will arm you with the foundation of knowledge you will need in your journey.

Our goals:
- Overview of popular beer types from light to dark, with some background information
- Help you find the tastes you like, take our online quiz!
- Food to pair with your drink
- Connect you to your local breweries
- Contact us with questions or comments

I see the values and benefits of a page like this to educate beer drinkers of any type that are interested in learning a bit more of the craft they enjoy. For the less-experienced patron, this will provide a guide to what their tastes might be without having to go out and spend a lot of money to learn what their taste buds enjoy. Plus pairing food with hops? It might bring people to try combinations of dine and drink to enhance the entire experience

Not only will this be an education in the craft, it will help support the local breweries by hopefully bringing new customers. It can open doors to new friends and fellow enthusiasts!

2. Expected list of Features

The website should include, but not limited to the following:

- I may need an "are you over 21" to enter page
- Header: Site name and description. Attention grabber
- Bootstrap grid: Lay out the webpages in a clean, easy to read format, which will change shape depending on the viewing area
- Colors and backgrounds: Need to make the site tasteful but not obnoxious
- Lots of images: No better way to attract customers than well laid out images
- An area map with local breweries: We want to connect them to local brew spots
- Links to said breweries: Make it easy for the user to browse what's around them whether it's through buttons or images
- Navigation bar: Simplicity for the user to navigate and return, or jump around the site.
- A questionnaire/quiz: Answer some simple questions that will tell you a beer user should try. Maybe the beer that is suggested shows what food would be good to pair?
- A "menu" of sorts: This will be a good visual for food that pairs well with the beer
- User feedback: We want to know what they think and suggestions for improvements
- Contact: Ways to get ahold of the site owner. I don't have social media personally, but I could link to…?

3. Market Survey

Pretty much all of the modern websites share some or all of the features that I have provided above. There were a few quizzes out there for personality vs taste. I'd like to include something similar but make it more user friendly and not have them do all the work (ie drop down menus, or submits, "if" statements, etc).

The other things through a lot of these sites I saw was there was no easy way to jump around when you were in the middle of the page. I really like the idea of a sticky nav bar or something similar that allows the user to bail onto something different

4. References

There are a lot of websites that utilize all of the above in the same industry.
5 sites I looked at:

- https://www.craftbeer.com/beer/beer-styles-guide : A lot of good information about beer
- https://hatchetsandhops.com/ : I liked the layout, looked like a fun place to visit
- https://www.webstaurantstore.com/article/96/beer-and-food-pairings.html : This has a great list of beer/food pairings
- https://justbeerapp.com/article/quiz-what-style-of-beer-should-you-drink-according-to-your-personality-type : This is a good quiz to pair beer with personality/taste, but the layout lacks a bit
- https://driftwoodbeer.com/beers/ : I really liked the layout of this website. Very simple, tasteful, I found I even watched all the video at the beginning. They had me hooked from the start.