

WATS 3010 Intro to Bootstrap

Design Document

Name of site/company: The Wine Shop

Description of design concept/approach

- The Wine Shop is a custom shop that is the front for a winery and they want to emphasize the process of making wine from the grape to the drinking experience
- The owners want to blog on upcoming events and innovations in the wine industry
- There is a need to show top wines as this draws in wine connoisseurs from all over town

Hope to accomplish with design concept/approach

- Increase interest in wine
 - Draw customers into shop
 - Create community of repeat customers
- Make the site inviting, simple to understand/navigate, and appealing to the user

Other websites for inspiration

- <https://www.vogue.com>
- <https://yourkarma.com/wifi>
- <https://www.meteor.com/>

Other websites for comparable businesses

- <http://www.pattersoncellars.com>
- <http://www.aristawines.com/>
- <http://www.vineyardwineshop.net/>

Target audience

- Demographics
 - Men and women
 - Age 30-60
 - Working with disposable income
- Motivations
 - Entertainment
 - Investment in wine
 - Community building