[Tipsy]

Cocktail Recipes

Background

- [Informational] – *There are people who wants to learn at least the basics of mixing cocktails and also useful for licensed bartenders who wants to explore more about liquors and cocktails.*

- [Experimentation] – *This tutorial is useful because it gives site visitors opportunities to learn how to mix drink without prior knowledge.*
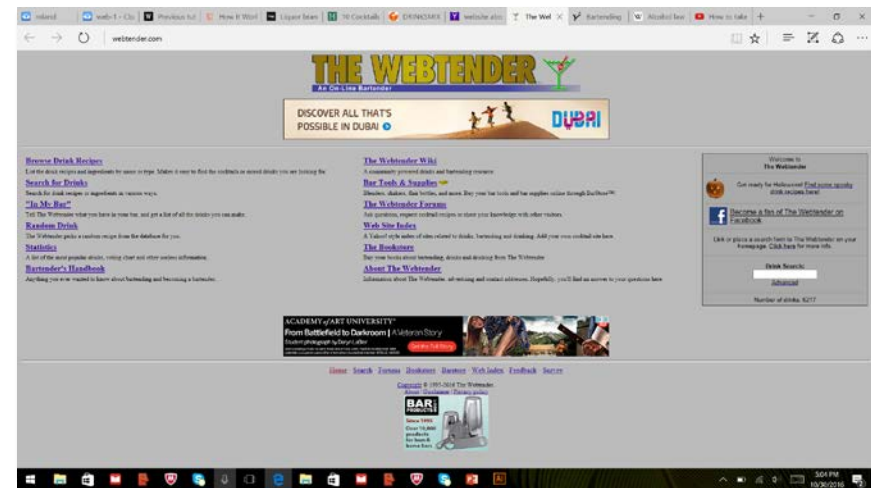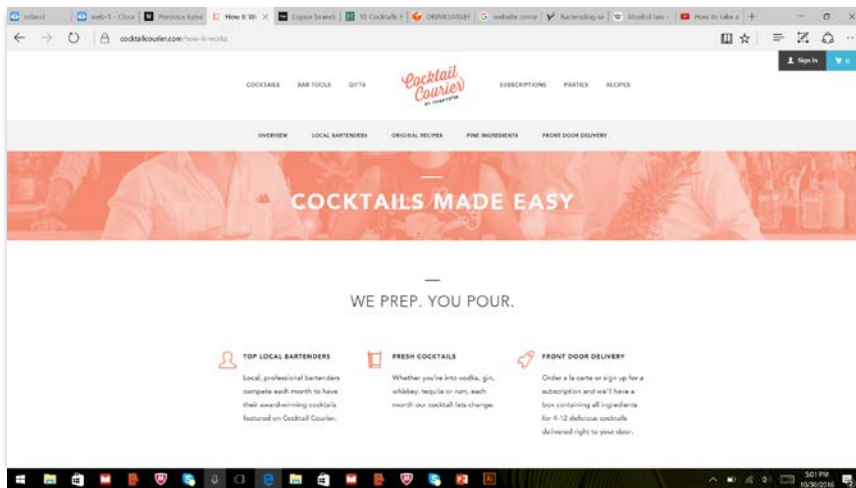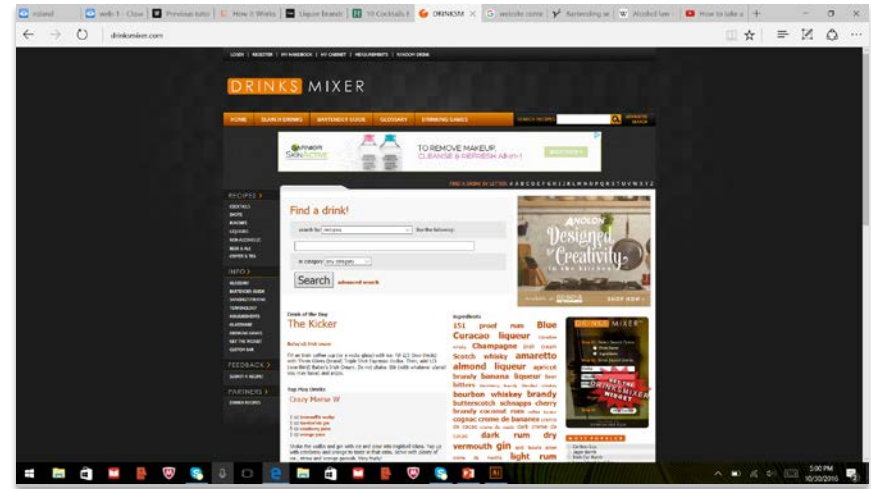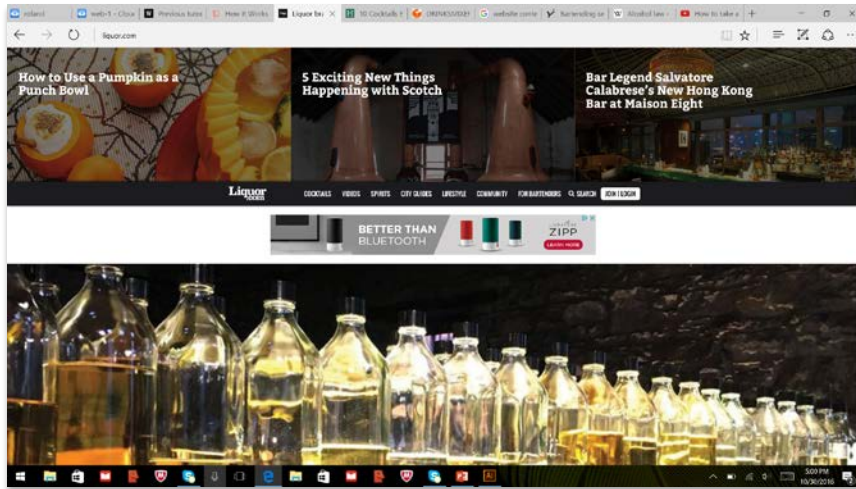
Design objectives & strategy

- *The goal of tipsy is to…*
- *…show people how to properly mix cocktail*
- *…make it easy for the visitors to navigate.*

Site audience

- *This tutorial site will help people who wants to learn how to mix drinks for any occasions.*

- *Visitors include people that are legally old enough to purchase alcohol who wants to learn how to mix cocktails. Whether it's a bartender or someone who has absolutely no knowledge about bartending.*

Competitors

Colors and textures

Keywords

Site should be

- *Classy*
- *Bubbly*
- *Cool*

Site shouldn't be

- *Boring*
- *Confusing*
- *Loud*

Content for the site

The site should include content like…

- *Recipes*
- *Search*
- *About*
- *Cocktails*