## **🔍 Project Overview**

**Corked** is a wine-focused social app that allows users to log, discover, and interact around wine. Wineries have access to a **separate web-based platform** called **Corked for Wineries**, where they can manage their listings, view visitor engagement, track analytics, respond to logs, and promote their wine and venue.

This project is to design the **user interface and user experience (UI/UX)** for the **winery-facing website dashboard** — **NOT** the consumer app. The goal is a sleek, modern, professional interface that makes it fun and easy for wineries to understand and engage with their customers while increasing wine sales.

## **🎯 Project Goals**

You are designing 5 **core dashboard screens** that make up the main winery portal experience. These pages are for **logged-in wineries** to view and manage customer activity, insights, sales, and promotions.

You do **not** need to design the homepage, sign-up, or login screen — we’ll match those to the design style after the core UI is completed.

## **🎨 Branding Guidelines**

* **Logo:** Use the official *Corked* logo (provided by client)
* **Colors:**

| **Color** | **Hex** | **Suggested Use** |
| --- | --- | --- |
| **Burgundy** | #5E1A22 | Primary accents — headers, buttons, borders, icon outlines |
| **Cream/Beige** | #F8F5F1 | Main background color — creates an elegant, warm neutral base |
| **Gold Accent** | #D6A85C | Optional highlight or badge color (especially for premium or leaderboard markers) |
| **Charcoal** | #2D2D2D | Primary text color — dark enough for readability without being harsh |
| **Soft Gray** | #EAEAEA | Secondary backgrounds, dividers, card containers |
| **White** | #FFFFFF | Use selectively — cards, modals, or areas requiring contrast |

* **Fonts:** Clean, modern sans-serif (e.g. Inter, Lato, Open Sans)
* **Tone:** Professional but warm. Elegant without being stuffy. It should be intuitive and easy to use — wineries may not be tech experts.

## **🖥️ Pages to Design**

Below are the **5 core screens** you’ll design. Each one includes:

* The purpose of the screen
* Key elements or sections to include
* Notes for layout and design

### **1. Dashboard Home**

**Purpose:** A welcoming dashboard that summarizes key insights at a glance and lets wineries know what’s happening — including when a top customer is on-site.

**What to include:**

* Welcome message with winery name
* “Recent Logs” preview (last 3 users who logged your wine)
* VIP Alert: “You have a top customer on-site now!” (Premium only)
* Snapshot Stats:  
  + Wines logged this week
  + Repeat visitors
  + Most popular wine
* Quick links to:  
  + Respond to visitors
  + View analytics
  + Manage wine listings

**Layout Tip:** Use cards or modules for each section to keep it clean and visual. Burgundy headers or accent borders work well here.

### **2. Analytics & Benchmarking**

**Purpose:** Show wineries how users are engaging with their wines and how their performance compares to similar wineries.

**What to include:**

* Graphs or charts for:  
  + Number of logs over time
  + Most logged wines
  + Repeat visit trends
* Insights on:  
  + Most engaged customers
  + Peak visit days/times
* Benchmark data:  
  + “You’re in the top 20% of wineries in your region”
  + “Visitors who receive a response are 60% more likely to return”
* CTA button: **Request Instant Report** (Premium & Enterprise only)

**Design Note:** Use simple, clean charts. Highlight areas where the winery is doing well or needs improvement.

### **3. Wine & Winery Page Manager**

**Purpose:** Let wineries control how they appear on the app and what wines are featured.

**What to include:**

* List of wines (with edit, add, and remove buttons)
* For each wine:  
  + Name, photo, description
  + Pricing info (if applicable)
  + Seasonal or featured tag toggle
* Winery profile info:  
  + Tasting room address/hours
  + Short description
  + Website link
* “Update Live Profile” button

**Layout Tip:** Treat this like a content management tool — keep actions (edit, save, toggle) prominent and easy to find.

### **4. User Interaction Hub**

**Purpose:** Let wineries view who’s logging their wines and respond in real time or later with AI, custom, or preset messages.

**What to include:**

* Stream of user logs:  
  + User photo & name
  + Date/time
  + Wine logged
  + User notes or rating
* Reply Options:  
  + Choose from pre-written winery replies
  + Write a custom message
  + Use AI-generated reply (Premium only)
* Visitor history view:  
  + “Frequent Visitor” tag if a user logs repeatedly
  + Toggle to see past responses sent to that user
* Toggle VIP Options:  
  + “Offer free tasting”
  + “Send thank you note”
  + “Don’t offer incentive” toggle (if opted out)

**Design Note:** Replies should feel fun and rewarding — not corporate. Add personality!

### **5. Marketplace Sales Hub**

**Purpose:** Enable wineries to list and manage their wines for sale through Corked. Only available to select tiers.

**What to include:**

* Current wine listings (with photo, name, price, quantity, status)
* Add/edit wine listing modal
* Escrow protection toggle (ON by default)
* Optional shipping insurance toggle
* View recent transactions
* Filter listings by status: active, sold out, hidden

**Badges/Tags:**

* ✅ Verified
* 🔐 Escrow Protected
* 📦 Insured

**Layout Tip:** Make this feel like a sleek ecommerce management area. Think Shopify meets Square — but for wine.

## **📦 Deliverables Requested**

* Final screen designs in **Figma**
* Mobile responsiveness isn’t required, but screens should be designed for **desktop/tablet web view**
* Organized components and consistent styling
* Fonts, colors, and buttons defined for developer handoff