

MOONTOWER

CIDER CO

FINAL WEBSITE DESIGN

11.18.2016

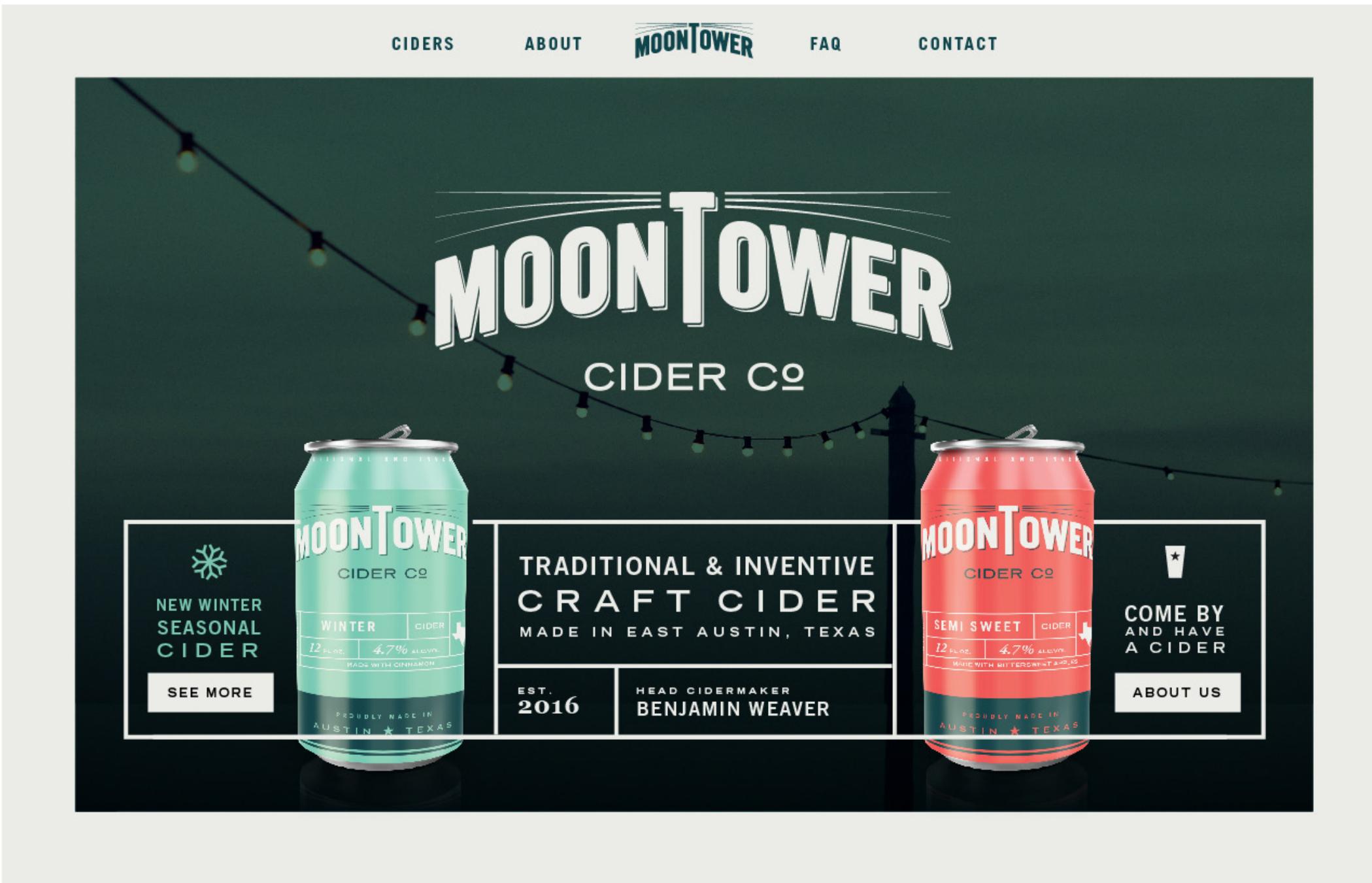
RESPONSIVE DESIGN

We've considered how the design will look across several different sizes.

These are static comps, so some of the design and functionality decisions may need to change during the development process.



FINAL HOMEPAGE DESIGN



NOTES:

- Decision for a photo or not can be made during development.
- Product photography and seasonal cider descriptions are FPO

FINAL HOMEPAGE DESIGN



SMALL

- Remove cans and secondary messaging
- Larger target space for button
- Image scales
- Logo size reduced
- Minimized menu
- Increase text sizes



SMALL/MEDIUM

- Remove cans and secondary messaging
- Larger target space for button
- Image scales
- Logo size reduced
- Minimized menu



MEDIUM

- Remove cans
- Image scales



LARGE

FINAL ABOUT DESIGN

CIDERS ABOUT **MOONTOWER** FAQ CONTACT

ABOUT US

Armed with the insights and instincts that come from nearly a decade of fermentation experience, we commit ourselves to transforming quality ingredients into beautiful inventions. We respect the inherited traditions of the long-established cidermaking techniques without being weighed down by convention. And we embrace a spirit of exploration without being carried away by fads.

“ WE RESPECT THE INHERITED TRADITIONS OF THE LONG-ESTABLISHED CIDERMAKING TECHNIQUES WITHOUT BEING WEIGHED DOWN BY CONVENTION. ”

We believe that well-balanced cider goes beyond being dry or sweet, and the guiding principle to good quality cidermaking is an instinct for balance. We use a blend of bittersweet cider apples that provide a depth of flavor and complexity found in the best European ciders, as well as the fruit grown and readily available in the apple growing regions of America.

There's a reason that cider long held a role as America's drink of choice and we want to help reassert its rightful place by making a well-balanced, accessible drink anyone can enjoy.



EST. 2016	HEAD CIDERMAKER BENJAMIN WEAVER	MADE IN: AUSTIN, TEXAS	MADE FOR: ALL Y'ALL (EVERYBODY)
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A BRIEF HISTORY OF CIDER IN AMERICA

IN: 1776 WE'RE BORN & WE ARE CIDER LOVERS

IN THE: 1800's FOLKS MANIFEST WEST & TAKE THE CIDER ALONG FOR THE RIDE

IN THE: 1920's PROHIBITION KICKS IN & CIDER IS FORGOTTEN

NOW: 2000's CIDER IS BACK FOR GOOD!

ABOUT CIDER

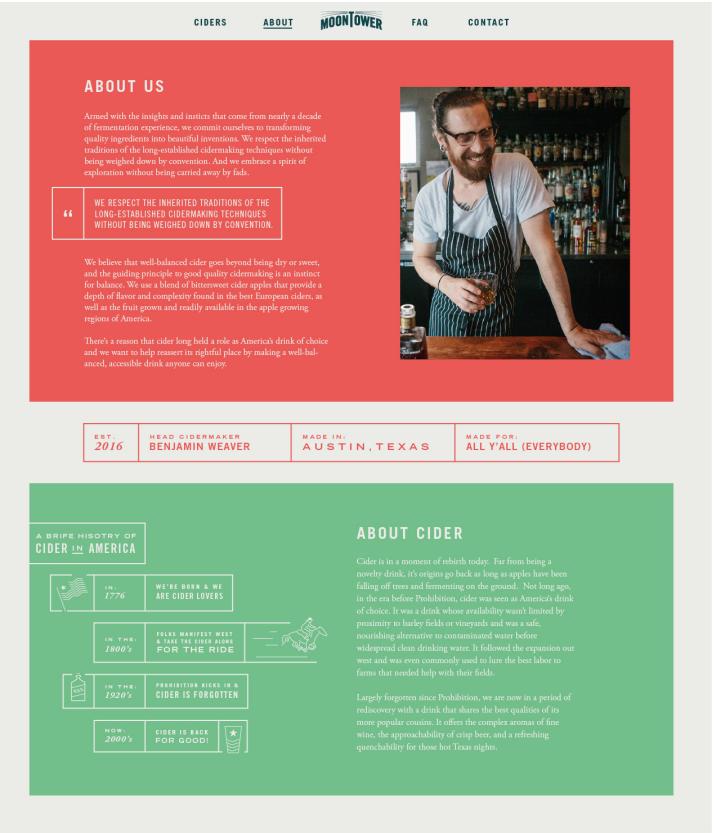
Cider is in a moment of rebirth today. Far from being a novelty drink, it's origins go back as long as apples have been falling off trees and fermenting on the ground. Not long ago, in the era before Prohibition, cider was seen as America's drink of choice. It was a drink whose availability wasn't limited by proximity to barley fields or vineyards and was a safe, nourishing alternative to contaminated water before widespread clean drinking water. It followed the expansion out west and was even commonly used to lure the best labor to farms that needed help with their fields.

Largely forgotten since Prohibition, we are now in a period of rediscovery with a drink that shares the best qualities of its more popular cousins. It offers the complex aromas of fine wine, the approachability of crisp beer, and a refreshing quenchability for those hot Texas nights.

NOTES:

- HappyChap to advise and request files needed for illustration
- Image FPO

FINAL ABOUT DESIGN



SMALL

- Remove messaging banner
- Remove image
- Minimized menu
- Increase text sizes

SMALL/MEDIUM

- Remove 4th column of messaging banner
- Remove image
- Minimized menu

MEDIUM

- Image scales

LARGE

FINAL FAQ DESIGN



The image shows the final design of a Frequently Asked Questions (FAQ) page for Moontower Cider. The page has a light gray header with the Moontower logo and navigation links for Ciders, About, FAQ (which is active), and Contact. The main content area has a yellow background and features several questions and their answers. A stylized illustration of a moonlight tower is positioned on the right side of the yellow area. At the bottom, there are two buttons: "STILL HAVE QUESTIONS?" and "CONTACT US".

FREQUENTLY ASKED QUESTIONS

WHAT IS CIDER?
Cider is wine.

I THOUGHT WINE WAS MADE FROM GRAPES.

WHAT IS WINE?
Wine most often refers to grape wine, but can also refer to fermented fruit juice of any kind or any sweet drink whose sugars are fermented without going through a brewing process, see honey-wine (mead).

THEN, WHAT IS BEER?
Beer is a fine beverage that monks drink.

STOP BEING CUTE AND TELL ME WHAT THE DIFFERENCES ARE.
Cider is often compared to its more popular cousins, beer and wine. Cider has similarities to both of these fine beverages, and in many ways bridges the gap between them. The typical range of alcohol content in cider resembles that of beer, and is often carbonated, like most beer. But the process of cidermaking closely resembles that of winemaking. Using the most basic process, they are both made from juicing fruit and either allowing the naturally present yeast to do its job or adding yeast for a more controlled or speedy fermentation. Both wine and cider benefit from some aging, as well. Beer is made from grains that are steeped to extract the sugars and then boiled with hops to add bitterness and aromas and this, of course, is called brewing. The main difference between cider and beer is that there is no brewing involved in cidermaking.

WHY DO YOU CALL YOURSELF MOONTOWER?

WHAT DOES THAT REPRESENT?
Moonlight towers have been fixtures in Austin's skyline for over a century. They were erected in 1895 after 31 of them were bought second-hand from Detroit, MI to illuminate the city. They used a then-state-of-the-art carbon arc-light technology that was extremely bright and needed to be raised high enough to diffuse the light over a large area, necessitating the very tall towers they are perched on. Over time, the technology became obsolete and the towers were largely forgotten until there were murmurs of dismantling them in the 1960s. By that time, Austinites had grown fond of these towers that had become symbolic of the city and a popular campaign eventually led to their historic designation status. To this day, we are the only city in the world to use functioning moontowers. To us, the Moontower represents the incandescent character of this fine city, and is a symbol of a once forgotten icon that is now back in the spotlight, much like the iconic drink that we aspire to bring back.

WHAT IS HARD CIDER?
Hard cider is a term used¹ in North America to distinguish between an alcoholic beverage and its soft, non-alcoholic version, often and confusingly referred to as cider. But, there's already a name for that drink, it's called apple juice. Most cidermaking regions in the world refer to fermented apple juice simply as 'cider,' and we like that term and hope to reclaim it here in the heartland. No disrespect to you farmers out there, selling delicious fresh-pressed apple juice.

IS CIDER JUST A FAD?
Nope. It's here to stay.

I DON'T EAT/DRINK GLUTEN. CAN I DRINK THIS?
Yes, yes you can. And should. Cider is naturally gluten free and tastes better than

WHERE ARE YOU LOCATED?
Our small (tiny?) production facility is in East Austin, almost under the 7th street bridge.

WHEN SHOULD I DRINK CIDER?
Every day, all day.

WOULDN'T THAT MAKE ME AN ALCOHOLIC?
Yes

WHO ARE YOU?
I am Benjamin Weaver, local dreamer

STILL HAVE QUESTIONS? **CONTACT US**

NOTES:

- HappyChap to advise and request files needed for illustration

FINAL FAQ DESIGN

FAQ DESIGN

This is a small version of the FAQ page. It features a single column of questions and answers. At the top, there's a header 'FAQ' and a sub-header 'FREQUENTLY ASKED QUESTIONS'. Below that is a section titled 'WHAT IS CIDER?' followed by a detailed answer. This is followed by several other questions like 'I THOUGHT WINE WAS MADE FROM GRAPES.', 'THEN, WHAT IS BEER?', 'STOP BEING CUTE AND TELL ME', 'WHAT DOES THAT REPRESENT?', 'IS CIDER JUST A FAD?', 'DON'T EAT/DRINK GLUTEN, CAN I DRINK THIS?', 'WHERE ARE YOU LOCATED?', 'WHEN SHOULD I DRINK CIDER?', 'WOULDN'T THAT MAKE ME AN ALCOHOLIC?', and 'WHO ARE YOU?'. Each question has a corresponding answer below it. At the bottom, there are two buttons: 'STILL HAVE QUESTIONS?' and 'CONTACT US'.

FAQ DESIGN

This is a medium version of the FAQ page. It follows the same structure as the small version but includes more content. It starts with 'FAQ' and 'FREQUENTLY ASKED QUESTIONS'. Then it has a larger section for 'WHAT IS CIDER?' with more detailed information. Following this are the same set of questions as the small version, each with its own answer. The bottom buttons are 'STILL HAVE QUESTIONS?' and 'CONTACT US'.

FAQ DESIGN

This is a large version of the FAQ page. It maintains the same layout but adds a visual element: a tall, thin illustration of a moontower on the right side. The rest of the page contains the same questions and answers as the smaller versions, with the 'STILL HAVE QUESTIONS?' and 'CONTACT US' buttons at the bottom.

FAQ DESIGN

This is a very large version of the FAQ page. The moontower illustration is much larger and more prominent on the left side. The rest of the page follows the established structure of the previous designs, with the 'FAQ' header, 'FREQUENTLY ASKED QUESTIONS' section, and the list of questions and answers. The bottom buttons are 'STILL HAVE QUESTIONS?' and 'CONTACT US'.

SMALL

- 1 column
- Minimized menu
- Increase text sizes

SMALL/MEDIUM

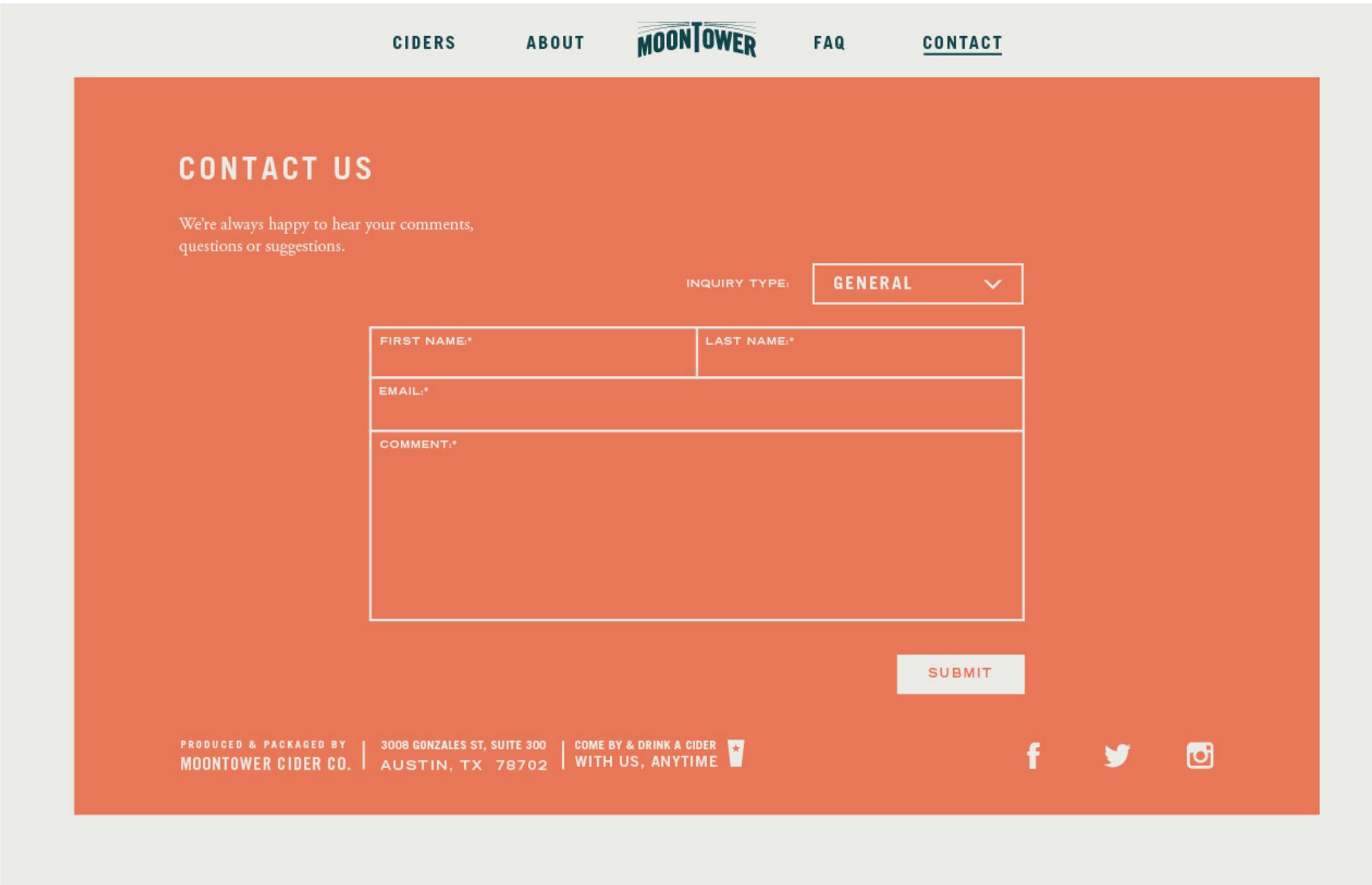
- 1 column
- Minimized menu

MEDIUM

- Remove illustration

LARGE

FINAL CONTACT DESIGN



The image shows the final contact design for Moontower Cider's website. The header features a light gray background with the Moontower logo in the center. Below the logo are five navigation links: CIDERS, ABOUT, MOONTOWER (in a larger, bold font), FAQ, and CONTACT. The main content area has an orange background. At the top left, the text "CONTACT US" is displayed. Below it, a message says "We're always happy to hear your comments, questions or suggestions." A dropdown menu labeled "INQUIRY TYPE" is set to "GENERAL". The form itself consists of three input fields: "FIRST NAME:" and "LAST NAME:" (both marked with an asterisk), and "EMAIL:". Below these is a larger "COMMENT:" field. At the bottom right of the form is a "SUBMIT" button. At the very bottom of the page, there is footer information: "PRODUCED & PACKAGED BY MOONTOWER CIDER CO. | 3008 GONZALES ST, SUITE 300 | AUSTIN, TX 78702 | COME BY & DRINK A CIDER WITH US, ANYTIME" followed by social media icons for Facebook, Twitter, and Instagram.

CONTACT US

We're always happy to hear your comments, questions or suggestions.

INQUIRY TYPE: GENERAL

FIRST NAME: [*]	LAST NAME: [*]
EMAIL: [*]	
COMMENT: [*]	

SUBMIT

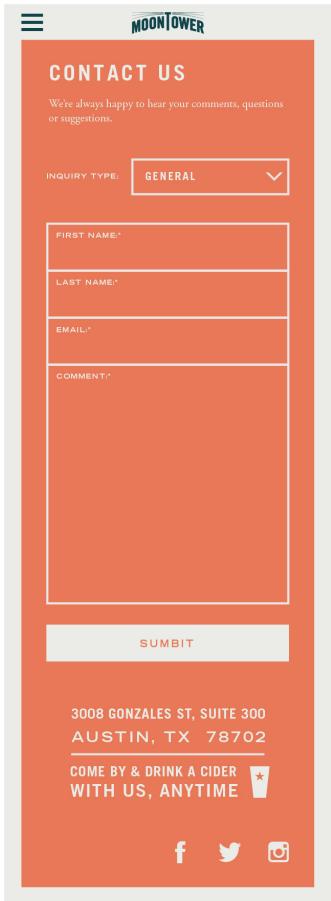
PRODUCED & PACKAGED BY
MOONTOWER CIDER CO. | 3008 GONZALES ST, SUITE 300 | COME BY & DRINK A CIDER
AUSTIN, TX 78702 | WITH US, ANYTIME

NOTES:

- HappyChap to advise and request files needed for illustration

FINAL CONTACT DESIGN



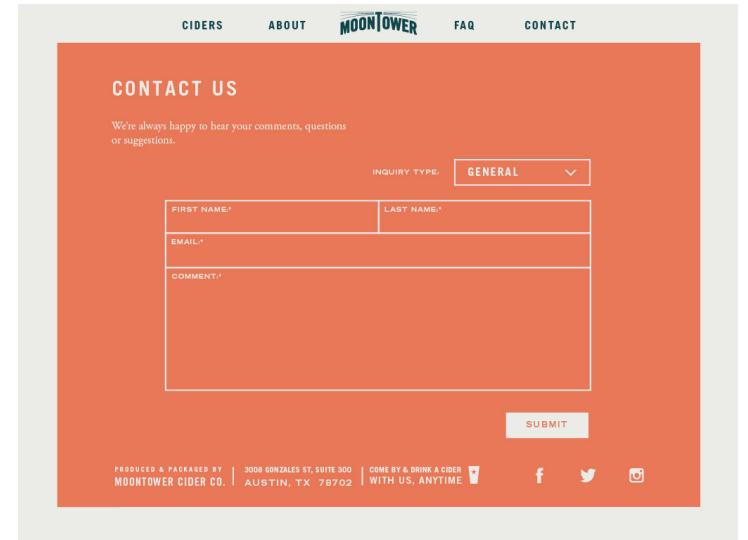
SMALL

- 1 column
 - Larger target space for button
 - Minimized menu
 - Increase text sizes

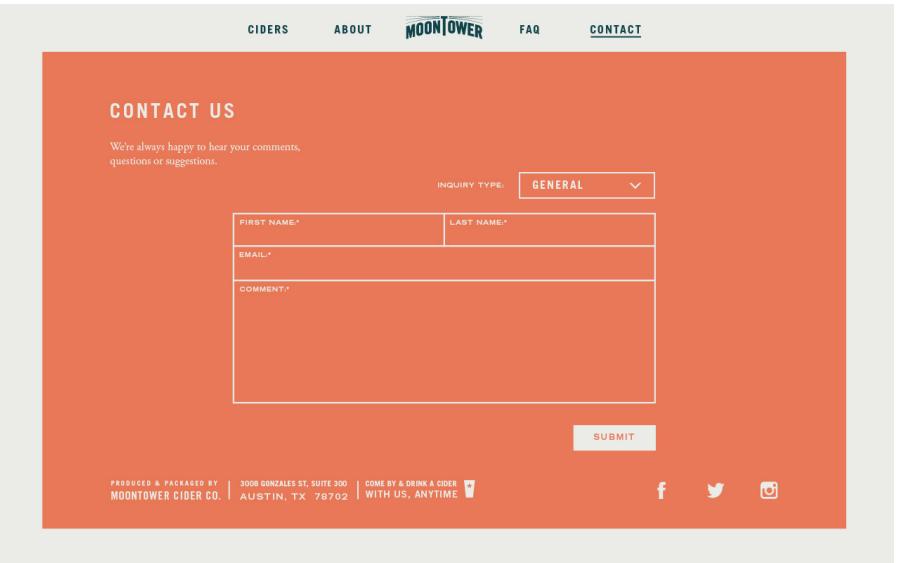


SMALL/MEDIUM

- Minimized menu
 - Remove first column of the text lockup/illustration

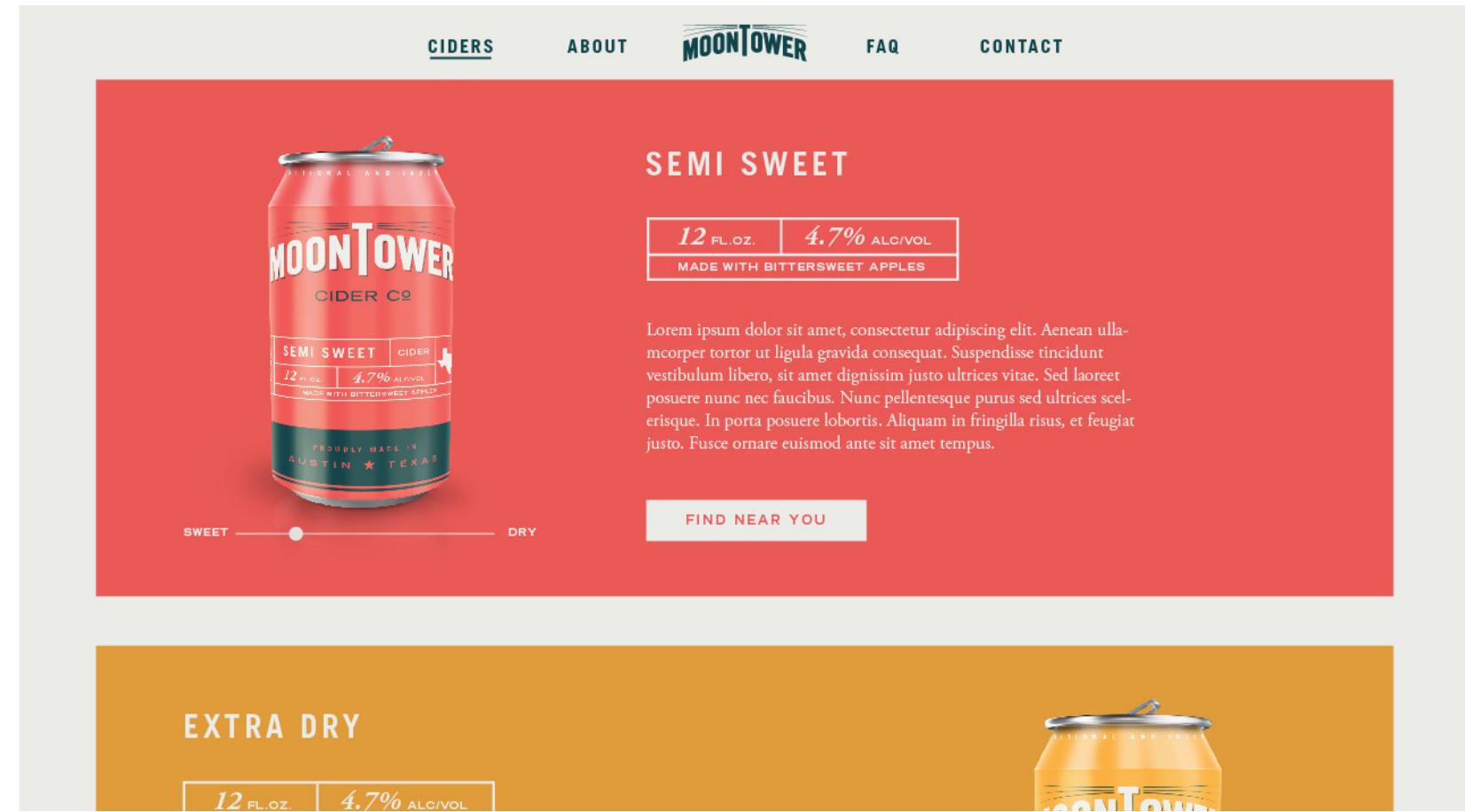
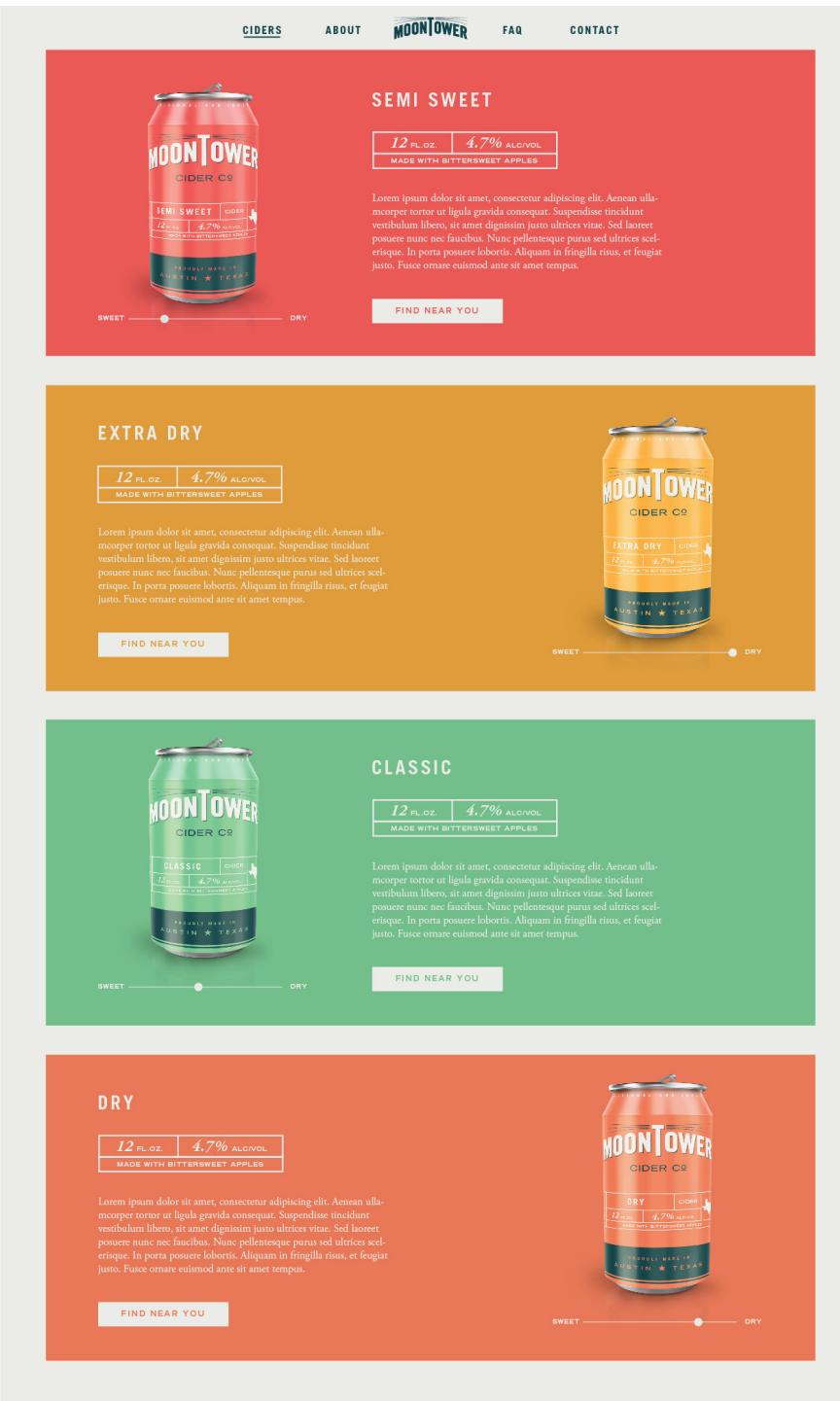


MEDIUM



LARGE

FINAL CIDER DESIGN



Detail

NOTES:

- Cider Cards should be added/removed and rearranged as needed
- Card colors match can. Color palette will expand as product offering expands

FINAL CIDER DESIGN

SMALL

- Remove can
- 1 column
- Larger target space for button
- Minimized menu
- Increase text sizes

SMALL/MEDIUM

- Reduce can size
- Minimized menu

MEDIUM

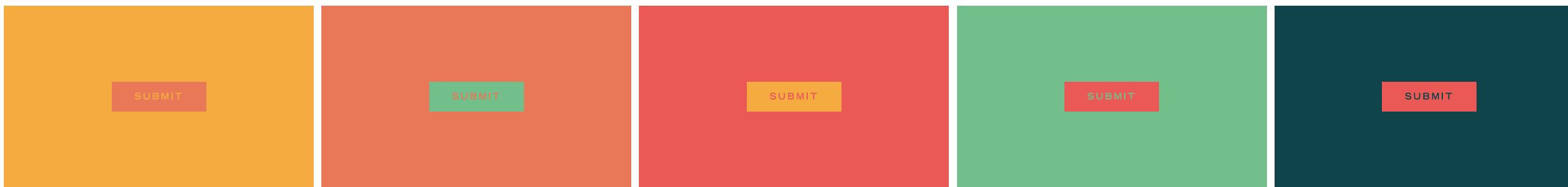
UI ELEMENTS

UI ELEMNTS: BUTTONS

DEFAULT

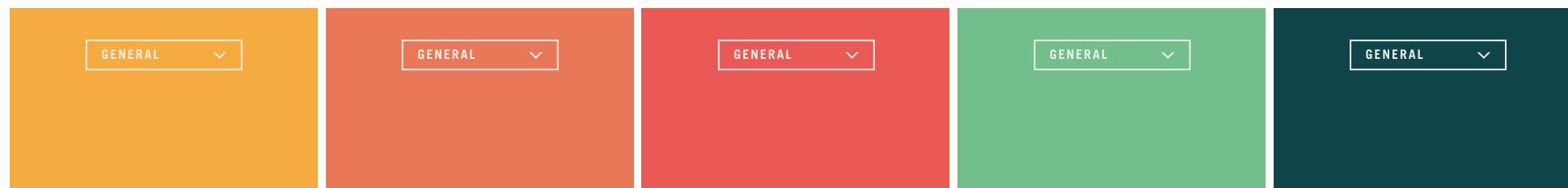


HOVER



UI ELEMENTS: DROPODOWN

DEFAULT



ACTIVE



HOVER



UI ELEMENTS: TEXT FIELDS

DEFAULT

FIRST NAME:
LAST NAME:
EMAIL:
COMMENT:

FILLED

FIRST NAME:
BENJAMIN
LAST NAME:
WEAVER
EMAIL:
STANLEYFAPPS@GMAIL.COM
COMMENT:
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, ed diam nonumm.

UI ELEMENTS: MOBILE NAV

MENU CLOSED



MENU OPEN



NEXT STEPS

Final approval.
[Additional edits will require renegotiating cost and scope]

Provide HappyChap with working files and specs

THANK YOU