Vine

Process Book

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I. Creative Brief

1. Company Objectives

Vine is an online magazine that gives the latest news in all things wine. Profit is to be gained through ad revenues through official partners and agreements from sponsors wanting to feature their products. These official partners and sponsors will have exclusive ads displayed on the site. Users can register and login to submit their own reviews, comments and experiences on all things related to wine.

2. Project Summary

Vine will be a source of all things wine for wine connoisseurs young and old by providing a clean and user-friendly environment. Users can interact with each other as well as the staff.

Home - Featured review or article with previews and links to other areas of the site. It will feature one ad for a newly released wine from one of the partners or sponsors, Dom Pierre Wine.

About - Content page featuring information about Vine and short biographies of the staff. Contact form will be included. An ad featuring Head brand cheese will be placed here.

Wine of the Week/WOTW - Content page featuring an article about a wine recommended by the staff or a subscribed user. It will include a Top 5 wine listing. It will also include the 5 Worst wines. An ad for Boss wine glasses will be placed here.

Hot Spots - Content page featuring an article for the latest reviewed location of where you can taste wine. There will be separate sections for wineries, restaurants, and clubs. There will be a Top 5 of hottest places to go. There will be an ad for Chez Gaston Restaurant.

Learn - Content page featuring tutorials either submitted by staff or by users. Any articles that help teach the art or help one to perfect the art of wine tasting. Articles may include “How to properly open a wine bottle?” or “What’s the difference between red and white wine?” Users and staff can post video tutorials as well. A section for food and entertaining will be included. It will also a FAQ section and links to other information about wine. Users can have an opportunity to ask a staff member. Staff member responds in an editorial. An ad for a wine tasting class will be featured here. An ad for Club Vino here.

Interviews - Content page featuring articles of interviews of people in the wine business which can include critics, restaurant owners/managers, club owners/managers, wine producers, and celebrities.

Login - Form for registered users to login or a form for new users to register. An ad for placing and ad on Vine will be placed here.

Credits - Thumbnails and photographers’ names of used images in the site.

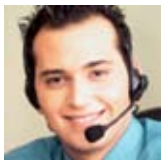
I. Creative Brief (cont.)

3. Audience
People between ages 21-50 interested in wine and the art of tasting wine.

4. Personas

50-year-old retired US Navy Officer James Stevenson has been an avid wine enthusiast for the past 30 years. He always wants to know what new wines are available on the market. He subscribes to The Vine for reviews on wine and places to taste.

35-year-old wine producer Dom Pierre has recently increased his online sales revenue by 25%. This is because he placed an ad at The Vine. Because of this success, he plans to place ads there in the future and wants to become an official partner or sponsor.

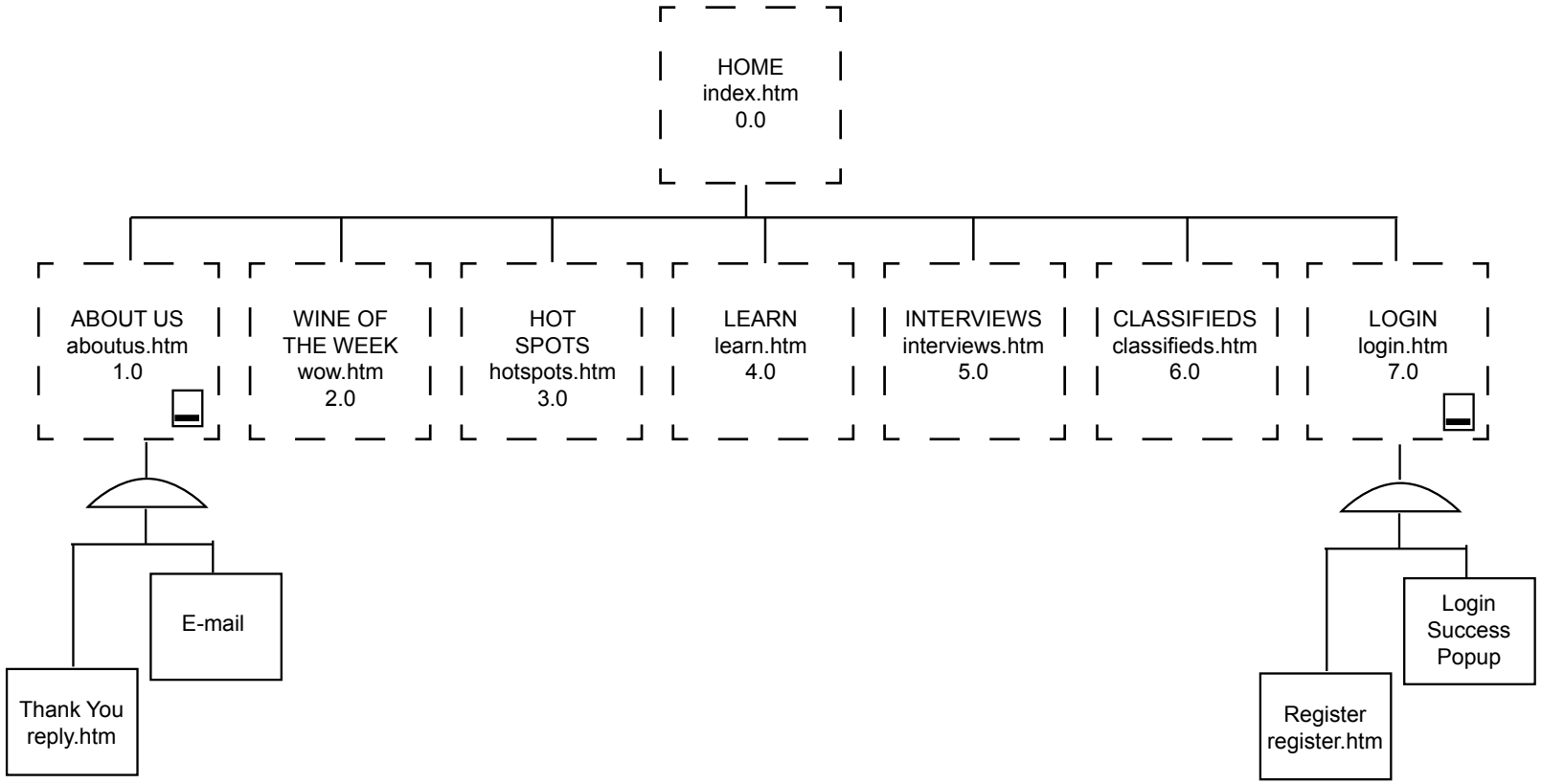


At a recent business dinner at a fancy restaurant, 26-year-old Tim Sanchez was given the privilege of choosing the wine for the table. Embarrassingly enough, Tim did not know a thing about wine and respectfully declined choosing the wine. To save himself from future embarrassment, he looks online to find all the information he can about wine. He comes across TheVine.com and falls in love with its beauty, ease of use, and vast amounts of content for wine rookies such as himself.

5. Design Summary
Vine will have a vintage yet modern look. To portray the vintage feel, deep purples and light tan colors will be used. It will look as though one is looking at the label of an old wine bottle. The text on the logo is Vivaldi. It has that unique vine-like quality like those of a grape vine. For the modern look, text will be in black and the font will be arial and ads and banners will be glossy and use Flash.

6. Perception/Tone
Sophisticated/Informative.

II. Navigation Map



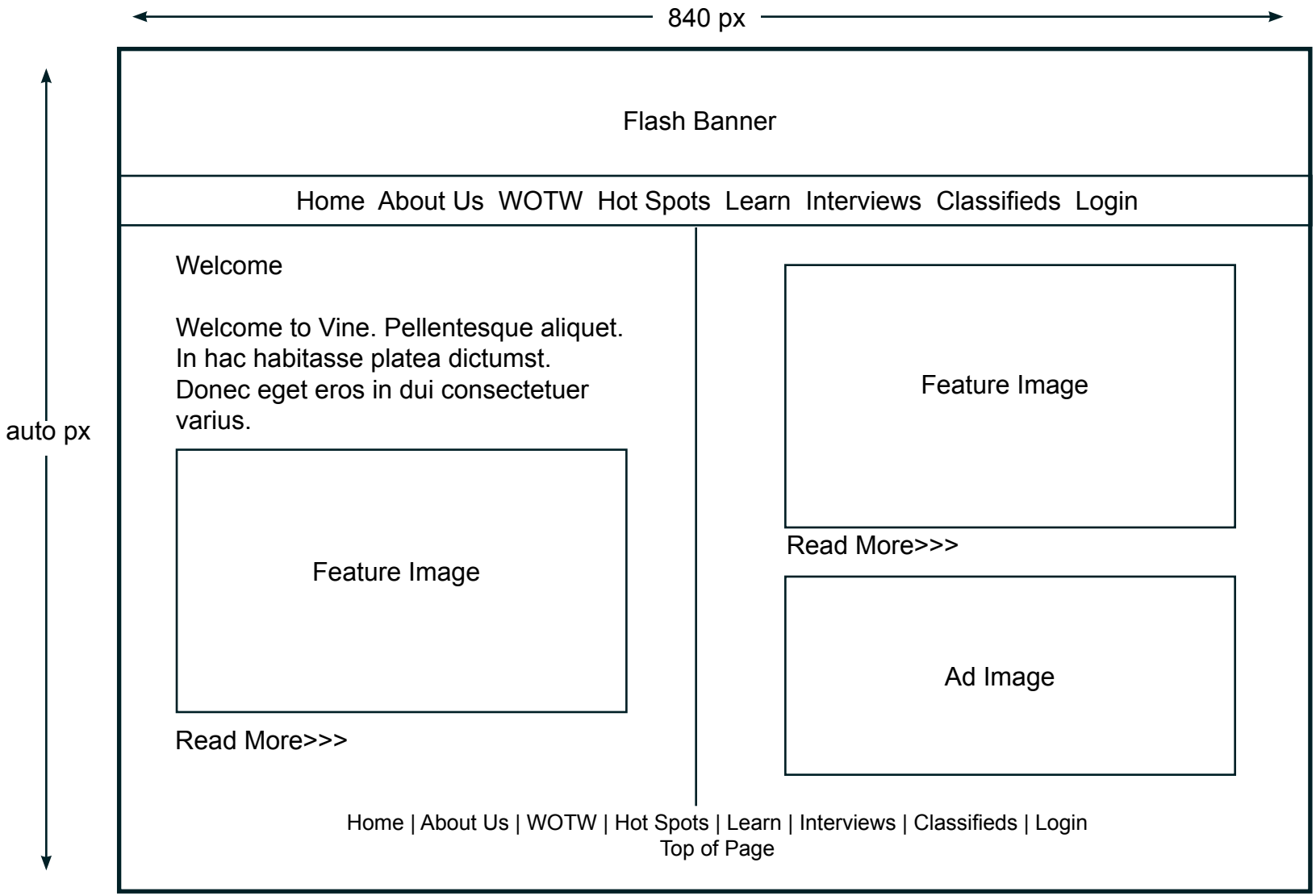
LEGEND

Global Menu

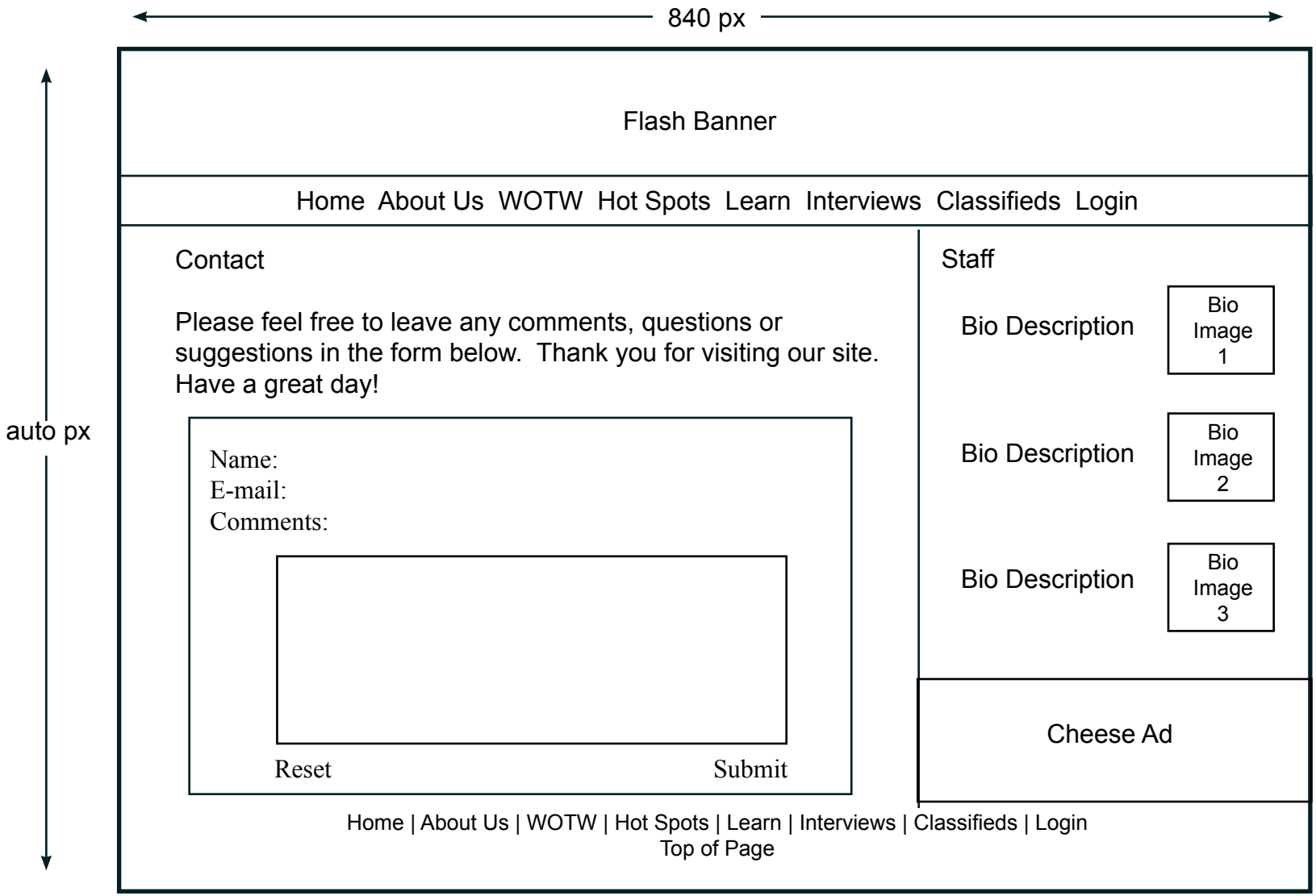
Form

Multiple Results

II. Wire Frames - Home



II. Wire Frames - About Us



II. Wire Frames - Wine of The Week

840 px

auto px

Flash Banner

Home About Us WOTW Hot Spots Learn Interviews Classifieds Login

Wine of the Week

Feature Image

Sake is rice wine. Pellentesque dui urna, laoreet sit amet, ultrices sit amet, convallis et, sem. Integer euismod ante ut dolor. Duis elit odio, accumsan vitae, dictum ac, faucibus quis, odio. Pellentesque aliquet. In hac habitasse platea dictumst. Donec eget eros in dui consectetuer varius. Vivamus ut mi at velit condimentum convallis. Integer mi orci, vestibulum sed, posuere sit amet, tristique non, augue.

Top 5 Best Wines

Top 5 Wines are Integer euismod ante ut dolor.

Top 5 Worst Wines

Top 5 Wines are Integer euismod ante ut dolor.

Wine Glass Ad

Home | About Us | WOTW | Hot Spots | Learn | Interviews | Classifieds | Login
Top of Page

II. Wire Frames - Hot Spots

840 px

auto px

Flash Banner

Home About Us WOTW Hot Spots Learn Interviews Classifieds Login

Featured Restaurant

Feature Image

Chez Pierre is good. Pellentesque dui urna, laoreet sit amet, ultrices sit amet, convallis et, sem. Integer euismod ante ut dolor.

Featured Club

Feature Image

Top 5 Hot Spots

Woodbridge Winery is the best place to taste wine this season. Integer euismod ante ut dolor.

Featured Winery

Woodbridge Winery is the best place to taste wine this season. Integer euismod ante ut dolor.

Chez Pierre Ad

Home | About Us | WOTW | Hot Spots | Learn | Interviews | Classifieds | Login
Top of Page

II. Wire Frames - Learn

840 px

auto px

Flash Banner

Home About Us WOTW Hot Spots Learn Interviews Classifieds Login

Staff Submitted Article

Feature Image

Open a bottle like this. Pellentesque dui urna, laoreet sit amet, ultrices sit amet, convallis et, sem. Integer euismod ante ut dolor.

User Submitted Article

Feature Image

FAQ

1. What is the difference between red & white wine?
2. Which wine is best with steak?
3. How do I taste wine?
4. Does age of the wine matter?

Wine Class Ad

Home | About Us | WOTW | Hot Spots | Learn | Interviews | Classifieds | Login
Top of Page

II. Wire Frames - Interviews

840 px

auto px

Flash Banner

Home About Us WOTW Hot Spots Learn Interviews Classifieds Login

Wine Critic Interview

Feature Image

I critique wine for fun. Pellentesque dui urna, laoreet sit amet, ultrices sit amet, convallis et, sem. Integer euismod ante ut dolor.

Winery Owner Interview

Feature Image

Restaurant Owner Interview

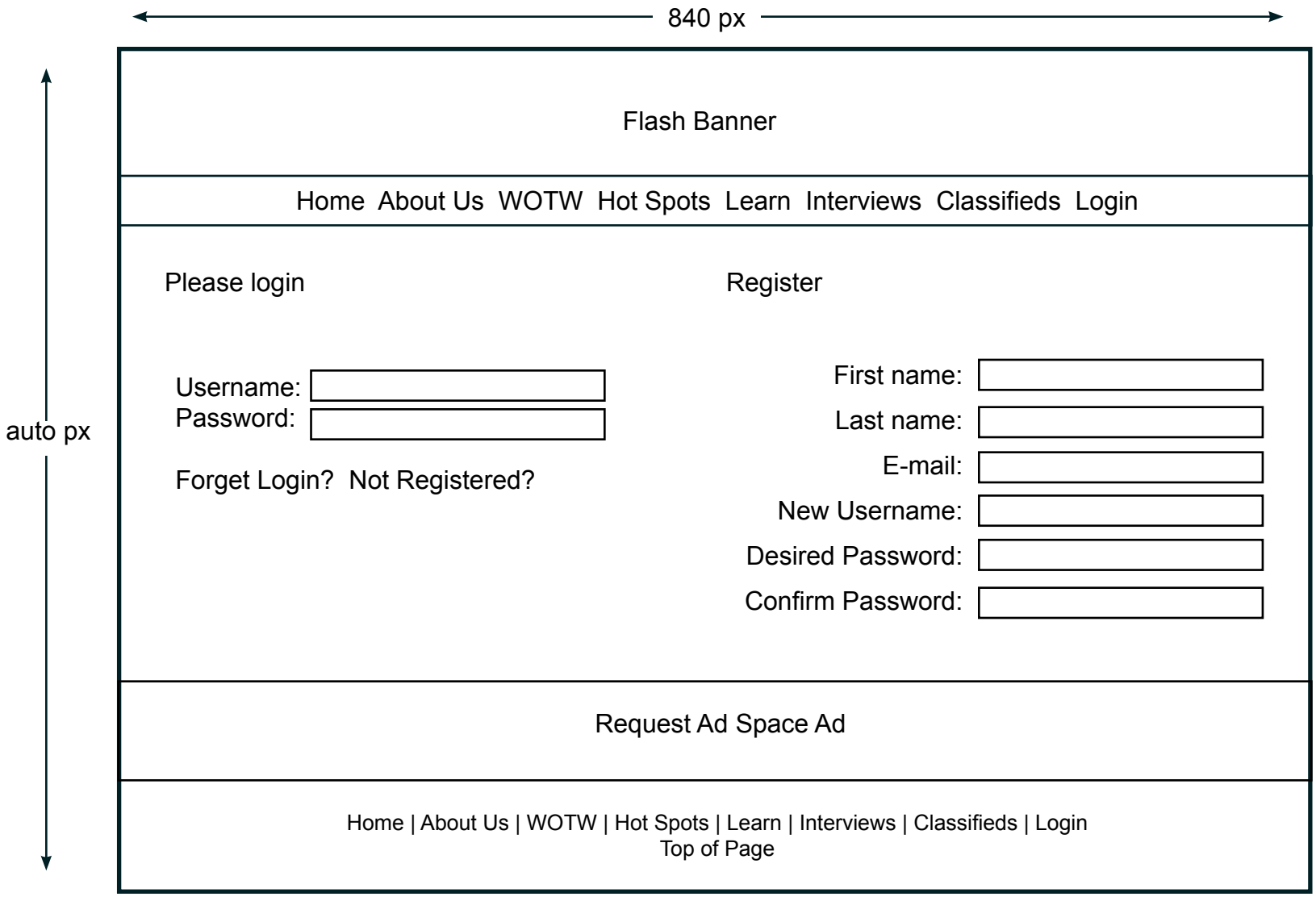
Feature Image

Having the best wine is not enough. Pellentesque dui urna, laoreet sit amet, ultrices sit amet, convallis et, sem. Integer euismod ante ut dolor.

Club Vino Ad

Home | About Us | WOTW | Hot Spots | Learn | Interviews | Classifieds | Login
Top of Page

II. Wire Frames - Login/Register



IV. Styles, Specifications, Technology

Fonts, html generated:

Font Name(s).....Arial, Verdana,
sans-serif

Font Sizes.....12 pixels
11 pixels

Font Colors.....#FFFFFF
#763A34

Background Color...#49211B
#F6F1DE

Fonts on images:

Font Name(s).....Vivaldi

Font Sizes...Vary from 14-24px

Font Colors.....#000000
#006633

Image Color.....#CC3333
#000000
#FFFFFF
#006633

Technology Used:

XHTML
Javascript
Flash
Adobe Photoshop
Adobe Indesign

V. Evaluation

1. Findings

Banner needs more work. Images need work as well. Specifically, the images shouldn't be too big. Ads need to look more like ads instead of pictures. Overall, it is clearly organized and easy to read. Each page needs to inquire a more distinct uniqueness. Basically, pages should be uniform in design, but somehow not look the same.

2. Methodology

Students majoring in web design were put into groups of five. Each group would try as best as they can to become the target audience. Each person in the group formulates a series of questions or criteria in which the group can use to create one evaluation form to test each site including this one. The evaluation form would be a conglomerate series of important questions or criteria in which we would rate on a scale of 1 to 5. 1 being the worst and 5 being the most outstanding. The groups would examine each site without the designer in the room. The groups would come to a concensus in how to rate each criteria.

3. Results

Criteria	1	2	3	4	5
	Rating				
Overall Look & Feel					
The purpose of the website is clearly stated?					x
Does the page load in less than 10 seconds?					x
Does not feature a useless splash page with multimedia?					x
Is the information offered unique, fresh, or new?			x		
Does the logo work?			x		
How well do the colors work?				x	
Navigation					
Is the global navigation consistent?					x
Large sections have local navigation?				x	
Is the site easy to navigate through?				x	

V. Evaluation (cont.)

3. Results

	1	2	3	4	5
Criteria	Rating				
Links	-	-	-	-	-
Links should be easy to distinguish?				x	
Links are not ambiguous or uninformative?				x	
Organization & Research	-	-	-	-	-
Is each section of the page labeled with topic or heading?				x	
Content organization is intuitive, easy to understand?				x	
Content matches mission of needs of audience?					x
Information appears researched and well-documented?				x	
Content well-organized from a user's perspective?					x
Should you use this website for information?					x
Does the content organization reflect goals of the site?					x
Fonts/Text	-	-	-	-	-
Fonts are easy to read?				x	
Text line lengths are easy to read?				x	
Site should be easy to scan with no solid blocks of text.					x
Images	-	-	-	-	-
Images and graphics are useful and enhance content.				x	

V. Evaluation (cont.)

4. Conclusion

Many changes will need to be made. The banner will need to be fixed. It needs some minor touches. The text should not be justified. It should be left-aligned. The ads will be revamped to look more like ads and not just plain pictures. Some spacing between objects need to be widened like between the logo and top of page. To make the headers pop out more, a different background color will be used. Anchor tags need to be added in certain areas. Margins on subtitles need to be fixed. More content will be added. Some pages look too similar like the hot spots and wine of the week pages. Overall, the site is coming together well and with these necessary changes, the site will be a success.

VI. Credits

Bach, Eileen. Businessman Smiling, Portrait, Close-up. Getty Images. 3 Nov. 2008. <http://www.gettyimages.com>.

Bambu Productions. Young Woman Holding Wine Glass, Close-up. Getty Images. 3 Nov. 2008. <http://www.gettyimages.com>.

Digital Vision. Businessman Perched on Conference Table in Meeting, Smiling, Portrait. Getty Images. 3 Nov. 2008. <http://www.gettyimages.com>.

Digital Vision. Gooseberries and Leaves. Getty Images. 3 Nov. 2008. <http://www.gettyimages.com>.

Digital Vision. Place Settings in Restaurant. Getty Images. 3 Nov. 2008. <http://www.gettyimages.com>.

Digital Vision. Portrait of a Senior Man With Glass of White Wine and a Group of People Standing Outdoors in the Background. Getty Images. 3 Nov. 2008. <http://www.gettyimages.com>.

Foxx, John. Cheese and Wine. Getty Images. 3 Nov. 2008. <http://www.gettyimages.com>.

Foxx, John. Cork Getty Images. 3 Nov. 2008. <http://www.gettyimages.com>.

Foxx, John. Cork Screw. Getty Images. 3 Nov. 2008. <http://www.gettyimages.com>.

Gan, Henry. Row of Four Wine Glasses With Red Paper Cuttings. Getty Images. 3 Nov. 2008. <http://www.gettyimages.com>.

Getty Images. Businessman Smiling, Portrait, Close-up. Getty Images. 3 Nov. 2008. <http://www.gettyimages.com>.

Maude, Jeremy. Couple Sitting at Restaurant in Square, Heads Together, Smiling, Night Venice, Italy. Getty Images. 3 Nov. 2008. <http://www.gettyimages.com>.

McVay, Ryan. Man Pouring Red Wine Into Woman's Wineglass, Woman Smiling, Side View. Getty Images. 3 Nov. 2008. <http://www.gettyimages.com>.

VI. Credits (cont.)

McVay, Ryan. Empty Tables and Chairs in Japanese Restaurant. Getty Images. 3 Nov. 2008. <http://www.gettyimages.com>.

McVay, Ryan. Slice of Swiss Cheese. Getty Images. 3 Nov. 2008. <http://www.gettyimages.com>.

McVay, Ryan. Whiteboard. Getty Images. 3 Nov. 2008. <http://www.gettyimages.com>.

Medioimages/Photodisc. High Angle View of a Vineyard, Napa Valley, California, USA. Getty Images. 3 Nov. 2008. <http://www.gettyimages.com>.

Medioimages/Photodisc. People in Crowded Nightclub. Getty Images. 3 Nov. 2008. <http://gettyimages.com>.

Medioimages/Photodisc. Portrait of Woman Pouring Water Into Cup. Getty Images. 3 Nov. 2008. <http://www.gettyimages.com>.

Medioimages/Photodisc. Portrait of a Businessman Smiling. Getty Images. 3 Nov. 2008. <http://www.gettyimages.com>.

Medioimages/Photodisc. Portrait of a Senior Businessman Holding Up His Thumb. Getty Images. 3 Nov. 2008. <http://www.gettyimages.com>.

Medioimages/Photodisc. Portrait of Smiling Doctor in Hospital Supply Room. Getty Images. 3 Nov. 2008. <http://www.gettyimages.com>.

Medioimages/Photodisc. Portrait of Smiling Female Doctor Wearing Stethoscope. Getty Images. 3 Nov. 2008. <http://www.gettyimages.com>.

Medioimages/Photodisc. Rows of Vines in a Vineyard, Sonoma Valley, California, USA. Getty Images. 3 Nov. 2008. <http://www.gettyimages.com>.

Medioimages/Photodisc. Smiling Young Man on Headset in Office. Getty Images. 3 Nov. 2008. <http://www.gettyimages.com>.

VI. Credits (cont.)

Northcut, Thomas. Mature Woman Smiling, Portrait. Getty Images. 3 Nov. 2008. <http://www.gettyimages.com>.

Northcut, Thomas. Red Wine, Close up, Studio Shot. Getty Images. 3 Nov. 2008. <http://www.gettyimages.com>.

Northcut, Thomas. Two Young Women Eating Sushi in Restaurant. Getty Images. 3 Nov. 2008. <http://www.gettyimages.com>.

Stafford, Siri. Mature Couple Standing by Barrels in Winery, Portrait. Getty Images. 3 Nov. 2008. <http://www.gettyimages.com>.

Stockbyte. A Wine Bottle Rack. Getty Images. 3 Nov. 2008. <http://www.gettyimages.com>.

Stockbyte. Man Holding a Glass of Wine Under a Faucet. Getty Images. 3 Nov. 2008. <http://www.gettyimages.com>.

Stockbyte. Man Opening Bottle of Wine,close-up of Hands. Getty Images. 3 Nov. 2008. <http://www.gettyimages.com>.

Stockbyte. Young Man Holding a Glass of Red Wine in a Liquor Store. Getty Images. 3 Nov. 2008. <http://www.gettyimages.com>.

Sutherland, Paul. Mature Man Smiling, Portrait, Upper Half. Getty Images. 3 Nov. 2008. <http://www.gettyimages.com>.

ULTRA.F. Wine Bottle with Blank Label. Getty Images. 3 Nov. 2008. <http://www. gettyimages.com>.

Woolley, David. Waiter in Restaurant, Holding Wine Glass on Tray, Portrait. Getty Images. 3 Nov. 2008. <http://www.gettyimages.com>.

White, Nick. Young Male Chef Placing Dish on Counter, Looking Away, Close-up. Getty Images. 3 Nov. 2008. <http://www.gettyimages.com>.