DESIGN BRIEF

CLIENT:

Three Mile Brewing Company

OVERVIEW:

Three Mile Brewing Company is a Davis based brewery created by seven guys that provide unique and high quality craft beers for Davis and the surrounding areas. They respect the unique history of Davis by celebrating the love of craft beer. After nearly 70 years of a ban on alcohol that lasted until 1979 they want to provide a great service to the community by providing craft beer. Three Mile Brewing produces award-winning, small batch (3.5 bbl) craft beers that are distinctive and vary with seasons and availability of fresh, local ingredients. Three Mile Brewing supports the Davis community while offering an array of styles and flavors.

AUDIENCE:

Men 25-45 years of age. These men are college educated and make a higher than average income. These men are not the casual beer drinker, they want to enjoy the experience of drinking beer. They want to know how the beer was made, and they like a variety of options. They want to purchase unique beer that supports the local community. They enjoy Three Mile Brewing because of the great selection and unique selection of craft beers. They want quick access to the information they want to see, like the list of craft beers available and how to order beer when preparing to visit the brewery.

WEBSITE ISSUES:

The website content is outdated and the way it is placed is overwhelming for viewers, which is negatively affecting the website's traffic. There is no clear flow of where the customers are suppose to go. The contrast of the colors used are too harsh and the website layout is too simplistic.

REDESIGN GOALS:

Modernize the website by updating the typeface, the layout and colors. Creating leading lines to help the viewers navigate through the content and adding call to action buttons as well. This will help gain more traffic and generate more business.

TONE AND IMAGE:

To appeal best to the demographic of customers the website needs to be masculine, clean and usable. The redesign will use sharp edges, bold colors and leading lines to incorporate a modern twist on a vintage aesthetic. Classic and modern is the overall look to be achieved.

User Story

Joseph is s a long time customer of Three Mile Brewing Co. He is a construction worker who likes to drink craft beer after work 4-5 days a week. He likes drinking a hoppy West Coast IPA to unwind at the end of a busy work day.

User Scenario

Theo is a graduate from UC Davis. He is an active social person and enjoys going to art museums and going on hikes. He and his friends all work in tech and have been drinking beer together ever since they were 21. He is not someone who drinks everyday but over time he has learned to appreciate craft beer. He was introduced to it while at a party. He was drawn to the beer because really liked the logo on the can, it was very unique and stood out to him. Since then he has enjoyed drinking a craft beer a few times a month. His friends suggested they go to Three Mile Brewing Co. in Davis. He had never been there before so he decided to google the website to check it out. When he saw the website he was surprised at how outdated and bland it was. He also found it hard to locate the information about the type of beer they had easily. He felt like the website took a while to navigate through. He was trying to see what types of beer there wasand it wasn't a good experience overall. It did not make him excited to go to the brewery with his friends.

Use Case

1. Samuel heard about an event called "Pitcher Palooza" event happening at Three Mile Brewing Co.
2. Samuel enters "Three Mile Brewing Co." on google on his laptop.
3. He sees the search list on google and clicks the hyperlink for the website.
4. He sees the website home page.
5. He looks at the navigation bar and sees the Events tab.
6. He clicks on the "Events" tab.
7. When he clicks on the tab it opens to a calendar.
8. He has no idea what to click on to find the event.
9. He clicks on each event for the entire month to find his event.
10. He clicks through many events through 28 days.
11. He finds the event he was searching for on the 29th.
12. He sees the"Pitcher Palooza" event.
13. There is no information on the event post, just the time.
14. He goes back to the nav bar to try and find more information on the event.
15. He clicks on the tab "Our Beer" and clicks on the drop down for "On Tap."
16. This then takes him to a new website that opens in a new tab on his computer.
17. He goes through the website.
18. He scrolls down it and back up looking for information on the event.
19. He realizes that the second tab he looked at doesn't have the information he wanted.
20. He then looks at the nav bar again and clicks on "About Us."
21. The "About Us" tab has a down down menu and he clicks on "The Brewery."
22. This tab is just photos of the brewery with no even information.
23. He goes to the "contact" tab and clicks the tab.
24. There is no way to contact then on the website in this tab.
25. He gets frustrated and he gives up on looking for the information he wanted.

THEO – IT SPECIALIST

"When I first looked at the website I did not realize that it was their website. The website looks like it's from 2004."

28 year old Theo likes to go out with his friends on the weekend and have a beer. He likes the custom artwork on the craft beer labels. He like to drink craft beer 2-4 times a month.

DEMOGRAPHICS

Annual income 80,000 - 90,000 a year

Lives in a house with his longtime girlfriend in the city of Vacaville, CA

Drives a hybrid car, and works in Davis, CA.

Smartphone reliant, advanced tech skills

CONSIDERATIONS

User Needs

Wants to see the website mirror the cool and modern designs of the beer cans that he likes to drink

Pain–Points

The website does not appeal to him or keep him interested because it is dated and not interesting for him to scroll through.

Concerns

The marketing and branding of the website and beer need to reflect the style and cool factor he wants to portrait.

SOLUTIONS

- Update layout of website to have a look and image
- Restyle the branding and look of the website with a fresh and modern aesthetic

SAMUEL – CIVIL ENGINEER

"I have a busy schedule so when I looked at the website it was not able to hold my attention because I don't have time to scavenger hunt for the info I needed."

44 year old Samuel is a Civil Engineer and a craft beer connoisseur. He likes going to craft beer events and participating in competitions. He likes the full spectrum of beer but his favorite is a double West Coast Hazy.

DEMOGRAPHICS

Annual income 100,000 - 120,000 a year

Lives in Davis, CA with his wife and 4 children.

He drives a F-150 and works in Davis, Ca.

Smartphone savy, advanced skills.

CONSIDERATIONS

User Needs

He wants to find the information he wants quickly with a natural flow.

Pain–Points

It is not easy for him to find the information he needs because the layout is not done in a way that is straight forward for him.

Concerns

As someone who likes to try all sorts of different beers from different breweries, he knows what information he's looking for and needs that information quickly. Having a well organized and updated website makes his experience better because he will be using it weekly.

SOLUTIONS

- Create an easliy accessable blog with information about company events and products
- Having a well organized and updated website makes his user experience better

JOSEPH –CONSTRUCTION

"I've been a loyal customer to Three Mile for a long time and I just don't feel like the website represents me or their product."

34 year old Joseph is a construction worker who likes to drink craft beer after work 4-5 days a week. He is a long time customer of Three Mile Brewing Co. He likes a hoppy West Coast IPA to unwind at the end of a busy work day.

DEMOGRAPHICS

Annual income 50,000 - 55,000 a year

Father of 3, lives in Woodland, CA with his wife and kids in the suburbs.

Drives an American-made truck and works frequently in Davis, CA.

Smartphone reliant, moderate skills

CONSIDERATIONS

User Needs

He wants to feel represented in the branding of the website design. He likes the old school approach to the beer drinking experience.

Pain–Points

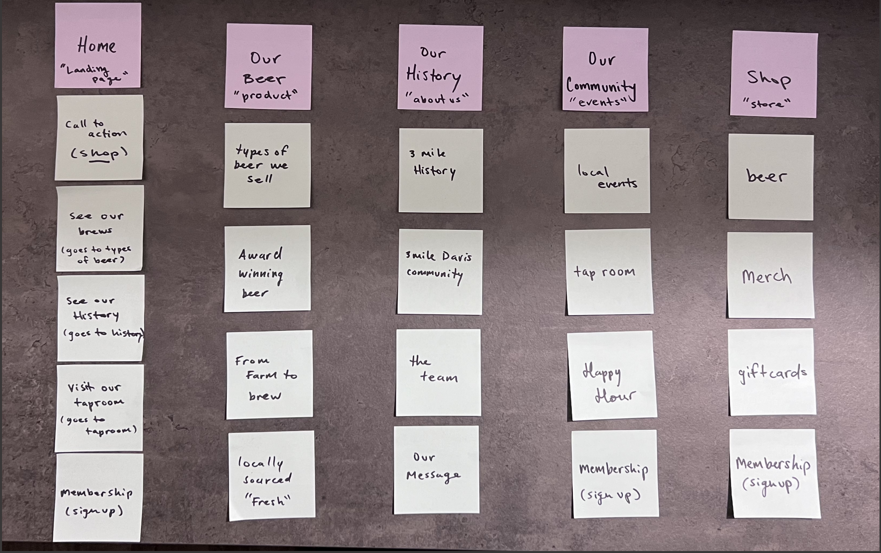
He does not feel like the overall look of the current site represents the company and the product in the way he experiences it.

Concerns

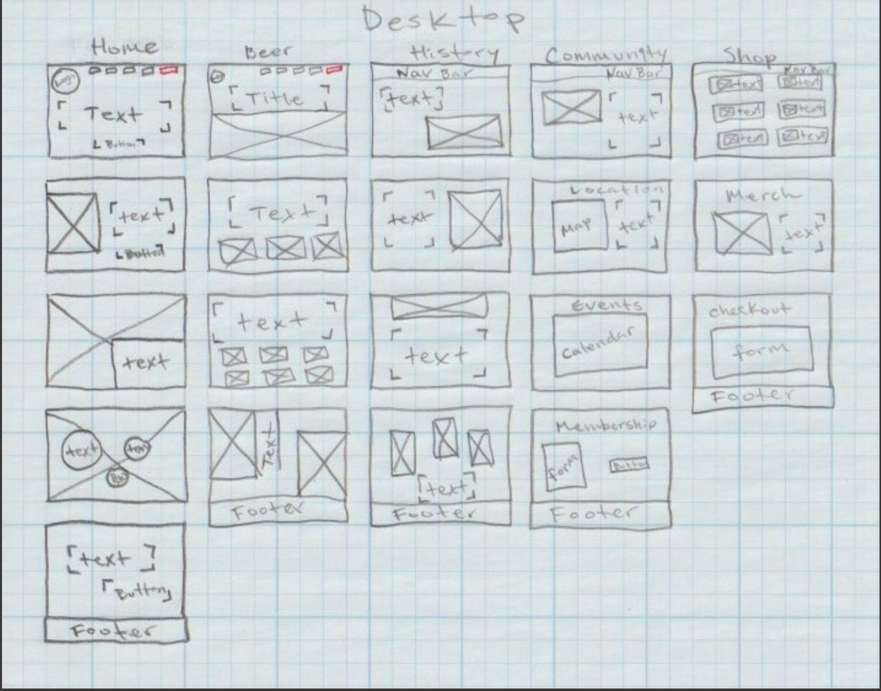
He wants to see the company updated but he does not want the brand to lose it's historical and vintage approach to craft beer.

SOLUTIONS

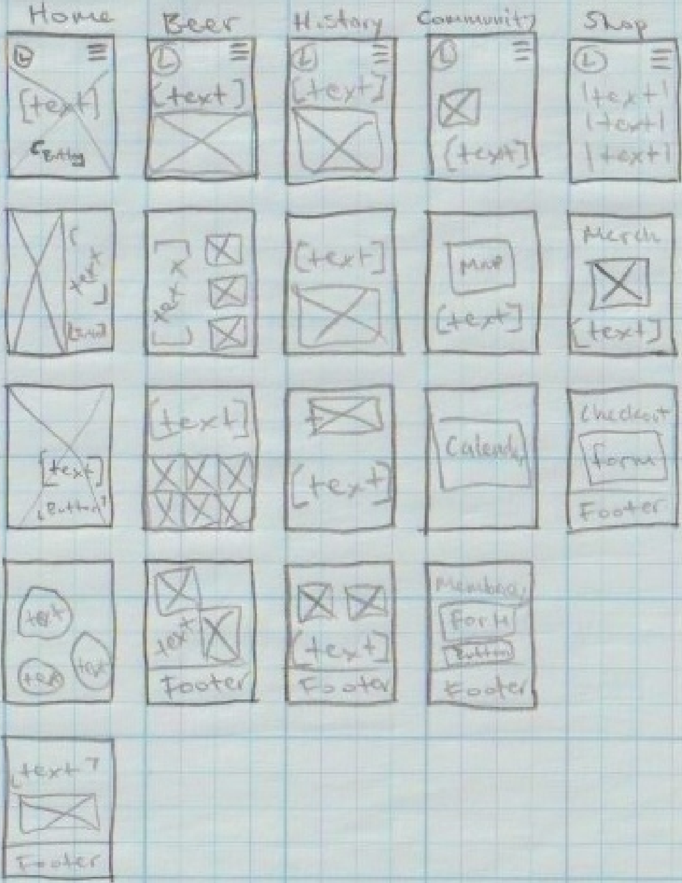
- Maintaining the image and the history of the company
- Making sure that the brand is updated but not completely changed



Home "Landing page"	Our Beer "product"	Our History "about us"	Our Community "events"	Shop "store"
Call to action (shop)	types of beer we sell	3 mile History	local events	beer
See our brews (goes to types of beer)	Award winning beer	3mile Davis community	tap room	Merch
See our History (goes to history)	From Farm to brew	the team	Happy Hour	giftcards
Visit our taproom (goes to taproom)	locally sourced "Fresh"	Our Message	Membership (sign up)	Membership (signup)
Membership (signup)				



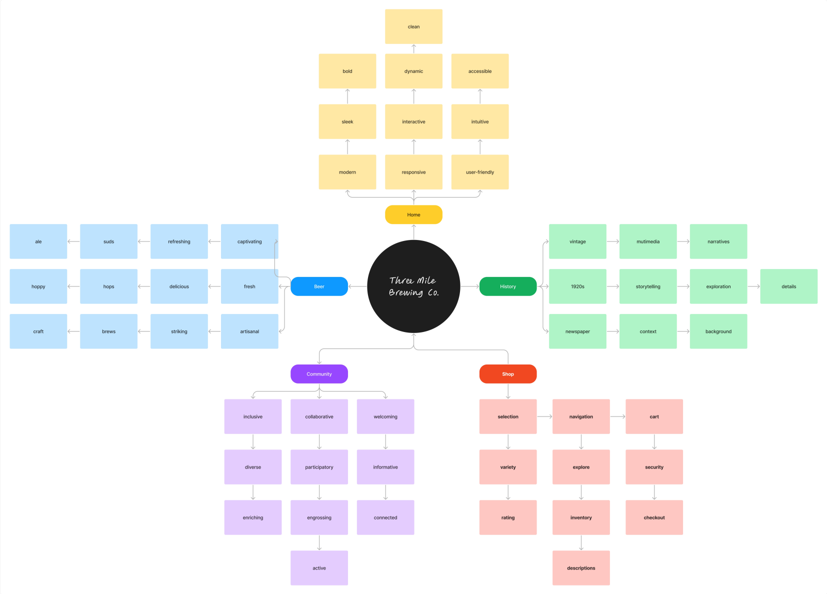
Mobile

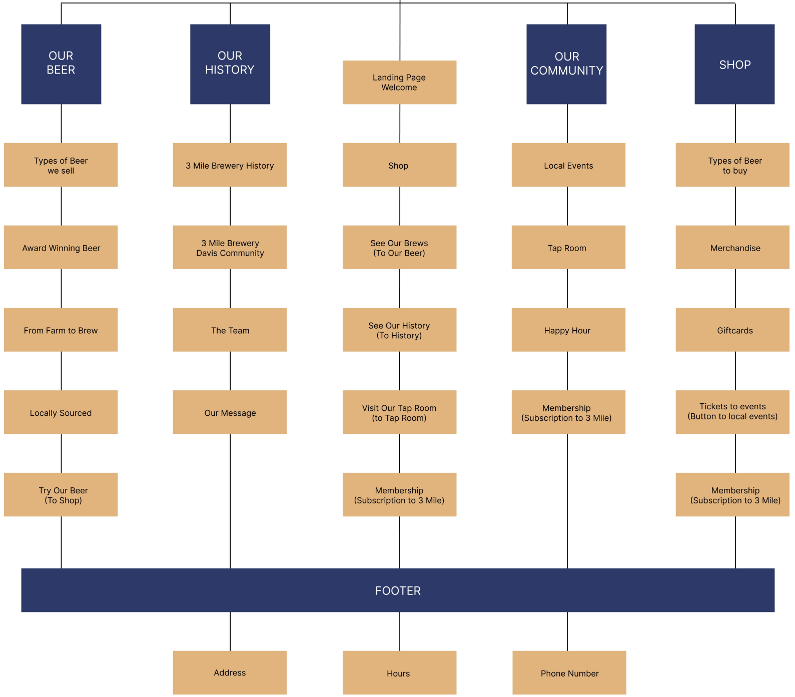


Three Mile Brewery Co. Content Inventory

Page Title	URL	Type of Page	Content	Notes
Home	https://www.threemilebrewing.com/	info/links to all areas of website	address, hours, social media links, webpage links, photos	needs more call to action buttons, scrolling, access to buy products, photos
Our Beer/On Tap	https://order.toasttab.com/online/threemilebrew	info/selling/merchandise	types of beer on tap, merchandise	why is merch here? remove shirts and hats, stick to beer but add link to merch
Our Beer/Awards	https://www.threemilebrewing.com/awards	info	list of their awards	I do not want a drop down menu, I can organize similar content on one page
Order Online/Takeout Order	https://order.toasttab.com/online/threemilebrew	ordering	Same page as On Tap: types of beer and merchandise	combine into one page
Order Online/Purchase Giftcard	https://www.toasttab.com/threemilebrew/giftcards	buying	gift card check out page, fill out infor to purchase gift card	combine into one page
Order Online/Check Balance	https://www.toasttab.com/threemilebrew/findcard	order/online card/add money	enter card number to check balance/add money to card	combine into one page
Events	https://www.threemilebrewing.com/events	info/calendar	google calendar of all upcoming events for the year	this is fine, update the look
Club Membership	https://www.threemilebrewing.com/theclub	info/QR to sign up page	flyer with membership info/QR code leads to google doc	needs rebranding and updated look, possibly add to store
About Us/Our Story	https://www.threemilebrewing.com/our_story	info/photos	photos, paragraphs about their story	move to home page
About Us/The Brewery	https://www.threemilebrewing.com/the-brewery	photos	photo gallery of the brewery	add more text
About Us/The Taproom	https://www.threemilebrewing.com/behind-the-scenes	photos	photo gallery of behind the scenes of the brewery	why is the taproom page a gallery for behind the scenes?
Contact Us/General Info	https://www.threemilebrewing.com/general-info	info	address, hours, email, google map of location	move address, phone number/hours to footer
ContactUs/Accessability Statement	https://www.threemilebrewing.com/accessibility-statement	info/social media links	accessability statement about the website, social media links	move to home page

Brainstorming



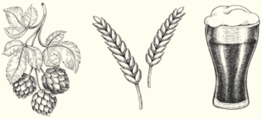


- Landing Page
Welcome
  - Shop
  - See Our Brews (To Our Beer)
  - See Our History (To History)
  - Visit Our Tap Room (to Tap Room)
  - Membership (Subscription to 3 Mile)
- OUR BEER
  - Types of Beer we sell
  - Award Winning Beer
  - From Farm to Brew
  - Locally Sourced
  - Try Our Beer (To Shop)
- OUR HISTORY
  - 3 Mile Brewery History
  - 3 Mile Brewery Davis Community
  - The Team
  - Our Message
- OUR COMMUNITY
  - Local Events
  - Tap Room
  - Happy Hour
  - Membership (Subscription to 3 Mile)
- SHOP
  - Types of Beer to buy
  - Merchandise
  - Giftcards
  - Tickets to events (Button to local events)
  - Membership (Subscription to 3 Mile)
- FOOTER
  - Address
  - Hours
  - Phone Number

BRAND OVERVIEW

Three Mile Brewing Co. is a craft brewery in the heart of Davis, California. They offer fresh and locally sourced brews from the Northern California region. From hoppy IPAs to smooth stouts there is something for everyone. With their commitment to quality and love of their community Three Mile Brewing is a wonderful destination spot for locals and travelers alike.

IMAGERY



COLOR

○ #FFFCF0
RGB(255, 252, 240)

● #E0BD45
RGB(224,189, 69)

● #DA6758
RGB(218,103, 88)

● #2C2C2C
RGB(44, 44, 44)

TEXTURES

INTERACTIVITY

HOME BEER History Community LETS DRINK

TYPOGRAPHY

Title: Kaisei Decol Bold 96 point

Buttons: Josefin Sans 48 point

Body: Josefin Sans 16 point