

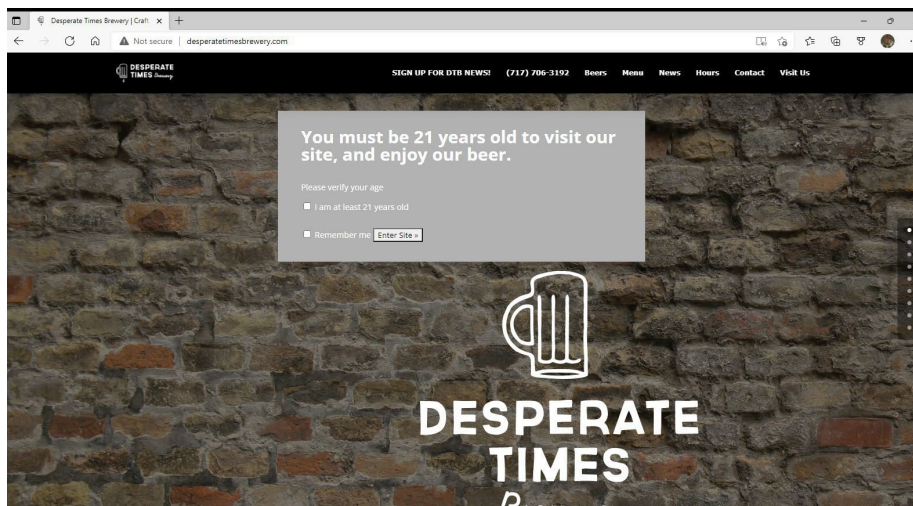
Desperate Times Brewery: Virtual User Solution (Parts I and II)

Chad Bear

February 20, 2022

Desperate Times Brewery: Virtual User Solution with Testing and Defense Paper

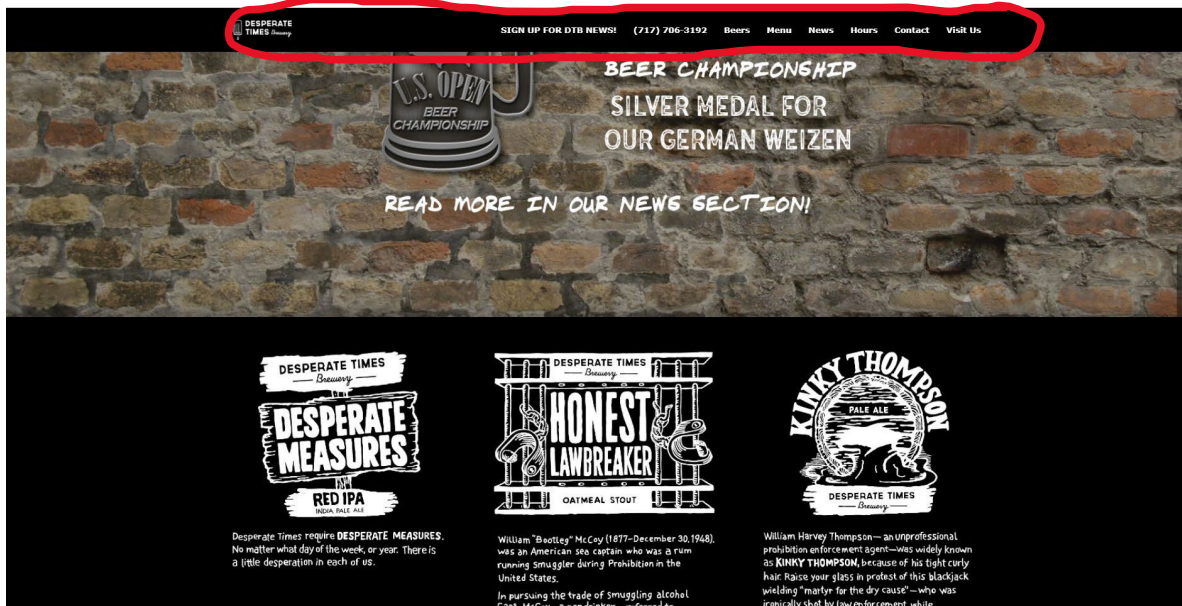
The final project will create a complete virtual user solution for [Desperate Times Brewery](#). Desperate Times Brewery is in Carlisle, Pennsylvania, beside Carlisle Fairgrounds. The Carlisle Fairgrounds has events that bring enormous crowds ranging from children to adults during spring, summer, and fall. The website is responsive to viewports and makes most content readable and legible, but it has problems with elements contrasting against surrounding backgrounds and text. A brand and time of the early 1900s get illustrated with pictures and terms. The terms used to fit the theme for the brewery but require a google search for someone who does not drink alcohol regularly or has little education about prohibition. The website leads users to believe alcohol is the main or only item sold. A screenshot below shows the first uses request to use the website, and it asks if the user is at least 21 years old to access the site.



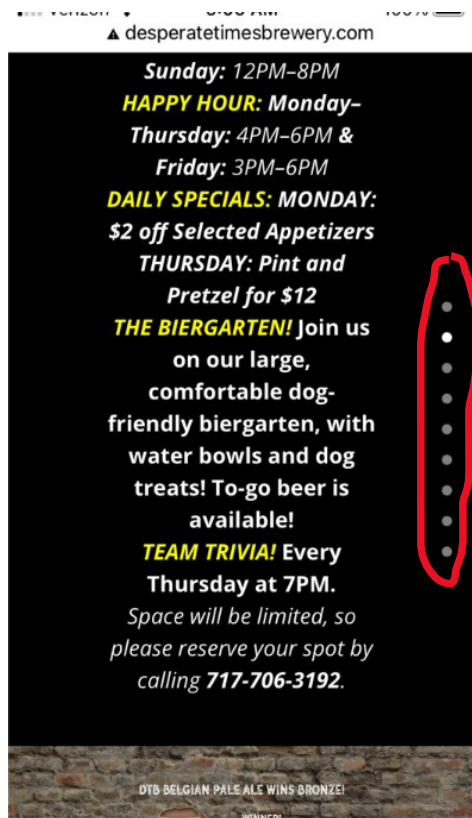
User Experience Evaluation

User experience is essential for a successful website. A meaningful and valuable user experience includes valuable content, an easy-to-use site, desirable content that's simple to navigate, accessible to people with disabilities, and the content must look credible (*User experience basics*, 2014). A sticky navigational bar with a company logo and descriptive buttons gets displayed at the top of a desktop viewport. However, a hamburger menu is used on mobile screens and is not sticky, making navigation a pain after scrolling down the page. A small navigation icon with round dots and an upward arrow is displayed on a mobile screen further down the screen, but they're difficult to touch, and each dot is a mystery to where it navigates.

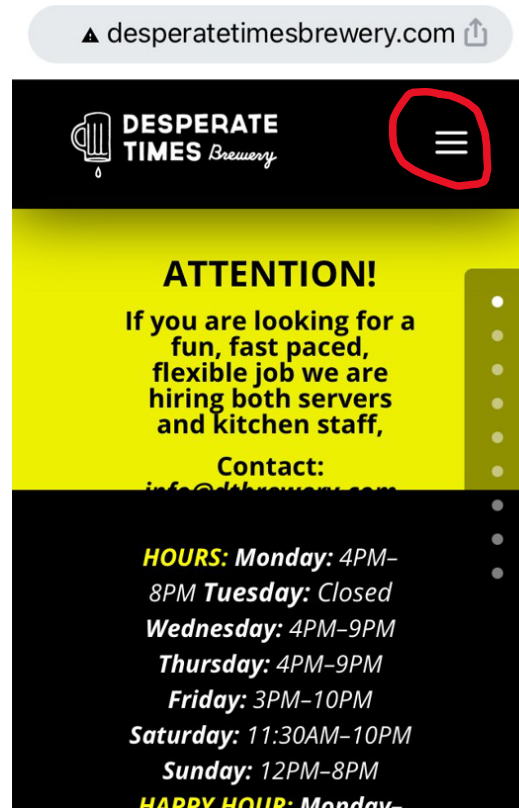
Sticky Navigational Bar



Mobile Side Navigation

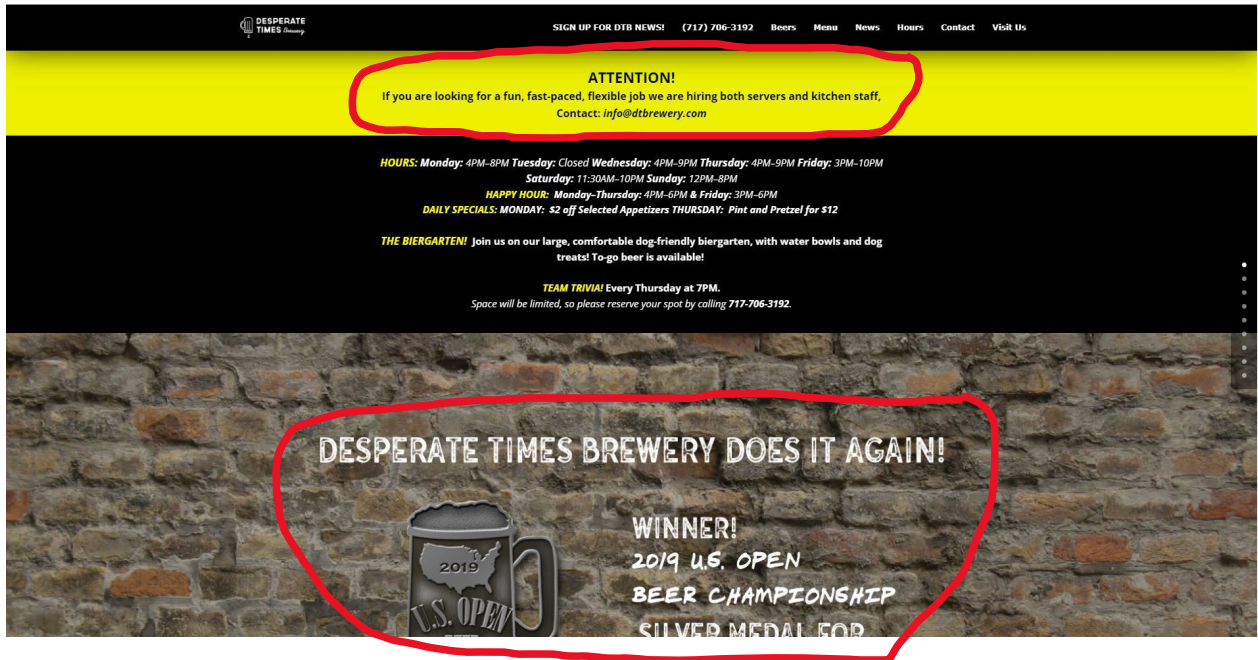


Hamburger Menu Navigation



A horizontal advertisement is the second section of information a user gets to see, and it could be a turn-off for visiting the Brewery. The ad indicates that the company needs additional staff and provides insight into a visiting experience. It makes users think they are understaffed, and the visiting experience may be unpleasant. Notice how the contact information is not visible on a mobile screen. An advertisement for winning the 2019 U.S. Open Beer Championship with a Silver Medal for their German Weizen gets displayed at the top of the page. That Silver Medal is dated and serves no use for users or customers. The advertisement makes them think; What happened in the past three years? Did their Brewery go downhill?

Advertising Undesirable Content



Further down the page is a few pictures with descriptive explanations about the names of some of their beers, and a list of beers follows. A family visiting the Carlisle Fair Grounds or just looking for a quick place to eat may not bother to view the remaining menu options because the beer list is misleading and provides no pricing for any beverage or any food. Names for beers are not familiar to someone with no background on beers, e.g., Desperate Measures *IPA-Red*, Officer “Kinky” Thompson *Pal Ale* – American, and New Deal Imperial Black *IPA 2021* – *Imperial/Double Black*. The PDF menu doesn’t improve with names used for additional drinks and food. Names called THE PINCH, THE GOODS, THE PADDY WAGON, LETTUCE LANE, and THE DELIGHTS make navigating a food menu unpleasant. Appetizers, Sandwiches, Salads, Sides, and Desserts are familiar for a user. The naming of food is confusing and requires a user to exert more effort than necessary, e.g., HOKEY POKEY, THE BIG HOUSE, THE DISH, BIG TIME, and BIG SHOT. No pictures accompany the names used so a user needs to read the description.

Menu

THE PINCH

- THE SCHTICK** 2.25
Dried sausage stick. Made from very lean beef, natural spices and hickory smoked to perfection. Normal or spicy flavor. A traditional Landjäger.
- BLACK JACK** 3
A wheat chowder dip.
- HOBO BREAD** 4.25
A basket of hard pretzels served with German mustard.
- OLIVER TWIST** 4
Large soft Pretzel served with house made spicy cheese sauce and German mustard.
- HURDY GURDY** 8
House made hummus served with organic carrot sticks, celery.
- THE CRUNCH** 11.5
Tortilla chips, pulled pork, house made beer cheese sauce (choice of mild or spicy), shredded lettuce, jalapeño, sour cream and a side of salsa.
- THE DISH** 8.5
Baked brie with chery preserves served with crostini.
- THE RATTLER** 7
Hotballs, made with beef and pork, simmered in tomato sauce, topped with melted mozzarella cheese served with crostini.
- THE BOSS** 10
Flatbread. Choose from the following:
1. Pesto sauce topped with Parmesan cheese, mozzarella cheese and artichoke, drizzled with balsamic glaze.
2. Tomato sauce, mozzarella cheese and meatballs.
SUPER SPECIAL FLATBREAD Price Varies
Add your server for this week's selection!

THE GOODS

- THE BIG HOUSE** 6.55 (ONLY THURSDAYS)
Extra large baked potato topped with butters, sour cream, beer cheese sauce and topped with green onions. Add pulled pork or chicken for \$5.50
- MICKY FINN** 11
Our restaurant signature! Sandwich made with breaded pork cutlet, sautéed

THE PADDY WAGON 16
Choose 2 items (standard and your choice of German potato salad or German sauerkraut)

THE DELIGHTS

- ASSORTED DESSERTS** 5-6.5
A rotating assortment of handmade desserts.
- SWEET TWIST** 11.5
1. Pretzel with salted caramel and hazelnut for dipping sauce.
2. Pretzel sprinkled with cinnamon sugar and vanilla frosting for dipping.
- ICE CREAM FLOAT** 4.5
Made with Leo's Vanilla ice cream.
- BEER FLOAT** 6.55
Oatmeal stout with a scoop of Leo's Vanilla ice cream.

ON THE LAM (EXTRAS)

- CEMENT MIXER** 4
Homemade German potato salad.
\$6.00 to \$9.00 \$8.00 to \$9.00
- FLAT TIE** 4
Homemade German sauerkraut.
\$6.00 to \$9.00 \$8.00 to \$9.00
- BROCHTEN** 1.5
An authentic German schichtbrochen (a hard roll).

Menu

THE CLEAN SNEAK 10
Caesar salad made with romaine lettuce, topped with freshly shaved parmesan cheese and homemade croutons. Add chicken for \$5 (Served with a Tuscan Caesar dressing)

LITTLE NIPPERS 12 & under

- HOKEY POKEY** 6
PB & Nutella sandwich.
- CAT'S MEOW** 6
PB & jelly sandwich.
- FLUFFERNUTTER** 6
PB & marshmallow sandwich.
- SNOOPER** 6
Nutella & marshmallow sandwich
- HOT DAWG** 6
German Wiener with a Brochten
- THE NOODLE** 6
Macaroni and cheese.
- NIBBLER** 6
Chicken tenders.

Our Little Nippers are served with your choice of:
Apple sauce, cranberry, mandarin oranges or chips, Lemonade or organic milk. Milk sells \$1.

THE DELIGHTS

- ASSORTED DESSERTS** 5-6.5
A rotating assortment of handmade desserts.
- SWEET TWIST** 11.5
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Homemade German sauerkraut.
\$6.00 to \$9.00 \$8.00 to \$9.00
- BROCHTEN** 1.5
An authentic German schichtbrochen (a hard roll).

GET OUTTA HERE!
Take out available on all food menu items!
Pints, quarts and larger quantities of German potato salad, German sauerkraut and pulled pork available.
*Brochten is an authentic German schichtbrochen (a hard roll). These are authentic and are imported from Munich, Germany.

YOU GOTTA GO!

FIND US ON TAP

The Lancaster Barnstormers
Broken Bat Craft Beer Deck
Harrisburg Senators
Craft Beer Bar

DTB DAILY SPECIALS

Join us for Happy Hour!
Monday thru Thursday 4PM-6PM and Friday 3PM-6PM

Monday Special Deal!
\$2 off appetizers from 4PM-6PM

Pint & Pretzel! Thursdays 4PM-6PM
THE BIG ONE 11
Special Catcher: You get the Oliver Twist (our large soft pretzel served with house made spicy cheese sauce and German mustard) paired with a delicious PINK of beer, all for one low price! (You can't beat that!)

Heuristics Evaluation

Based on Jakob Nielsen's "10 Usability Heuristics for User Interface Design" (Nielsen, 1994).

#1 Visibility of System Status

Two forms provide system status reports to a user, e.g., the Sign Up for Desperate Time events, new brews, specials & more, and the Contact Form uses form validation on the input fields. Each input box requires user input and will alert a user if the information is missing.

Sign Up for DTB News

2017 Great American Beer Festival
Silver Medal - DTB Schwarzbier

SIGN UP FOR DTB NEWS!
Sign up for our news, special & more.

First Name:

Last Name:

Email:

Do Not Sell My Info

Do Not Track

I agree to the Terms & Conditions

PROHIBITION ENDS AT LAST!

Sign Up for DTB News Verification

2017 Great American Beer Festival
Silver Medal - DTB Schwarzbier

SIGN UP FOR DTB NEWS!
Sign up for our news, special & more.

Email:

First Name:

Last Name:

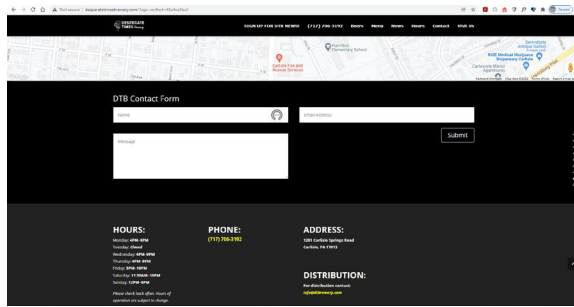
Do Not Sell My Info

Do Not Track

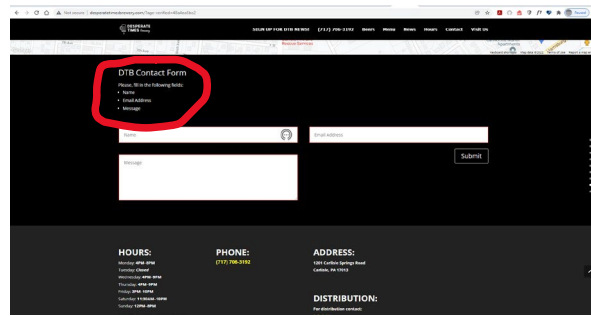
I agree to the Terms & Conditions

PROHIBITION ENDS AT LAST!

DTB Contact Form



DTB Contact Form Validation



#2 Match Between System and Real World

Most navigation uses words that match the Real World, i.e., Beers, Menu, News, Hours, Contact and Visit Us. However, some headings on the menu do not reach the Real World, i.e., THE PINCH, THE GOODS, THE PADDY WAGON, LETTUCE LANE, and THE DELIGHTS. Appetizers, Sandwiches, Salads, Sides, and Desserts are familiar for a user.

Menu



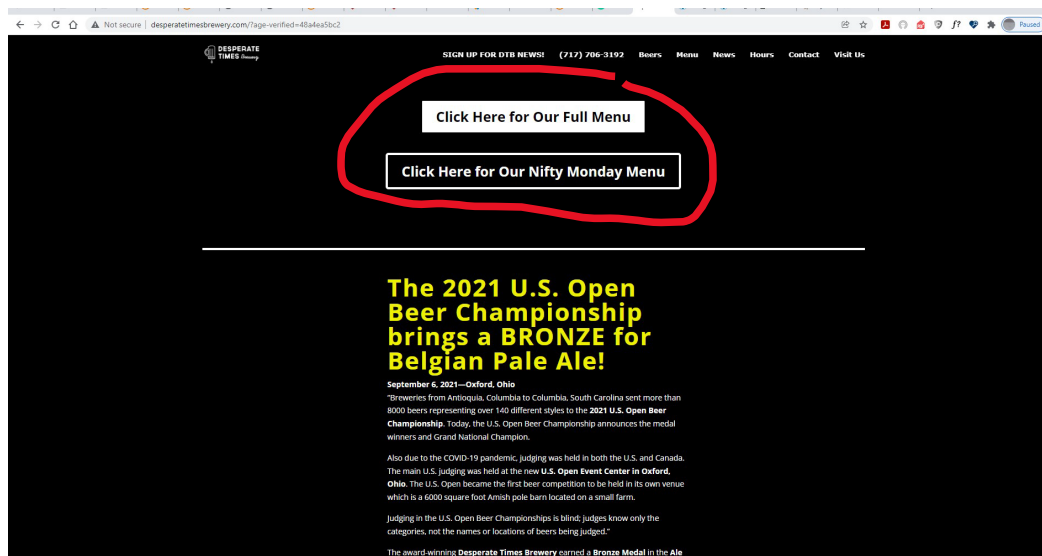
Menu



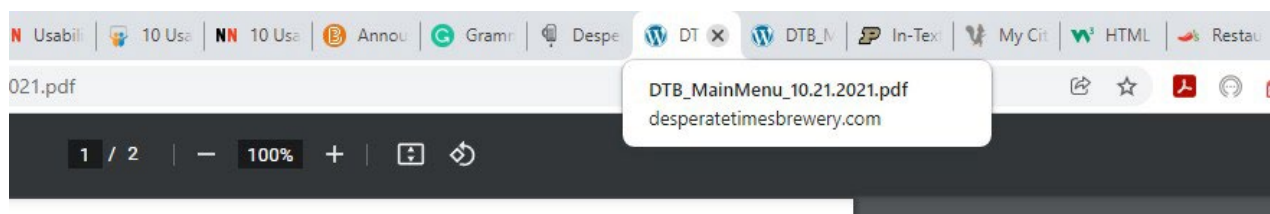
#3 User Control and Freedom

The website keeps a user in complete control the entire time by using the navigation buttons, scrolling, zooming features on desktop and mobile, and allowing a user to complete the same task multiple times. The navigation buttons use a hover state to provide feedback to a user and a target attribute to move to the desired section on a single page. A pdf menu opens in a separate window when two different choices for the menu get selected in the body section, but they are easy to close or switch screens in a browser.

Button Hover State



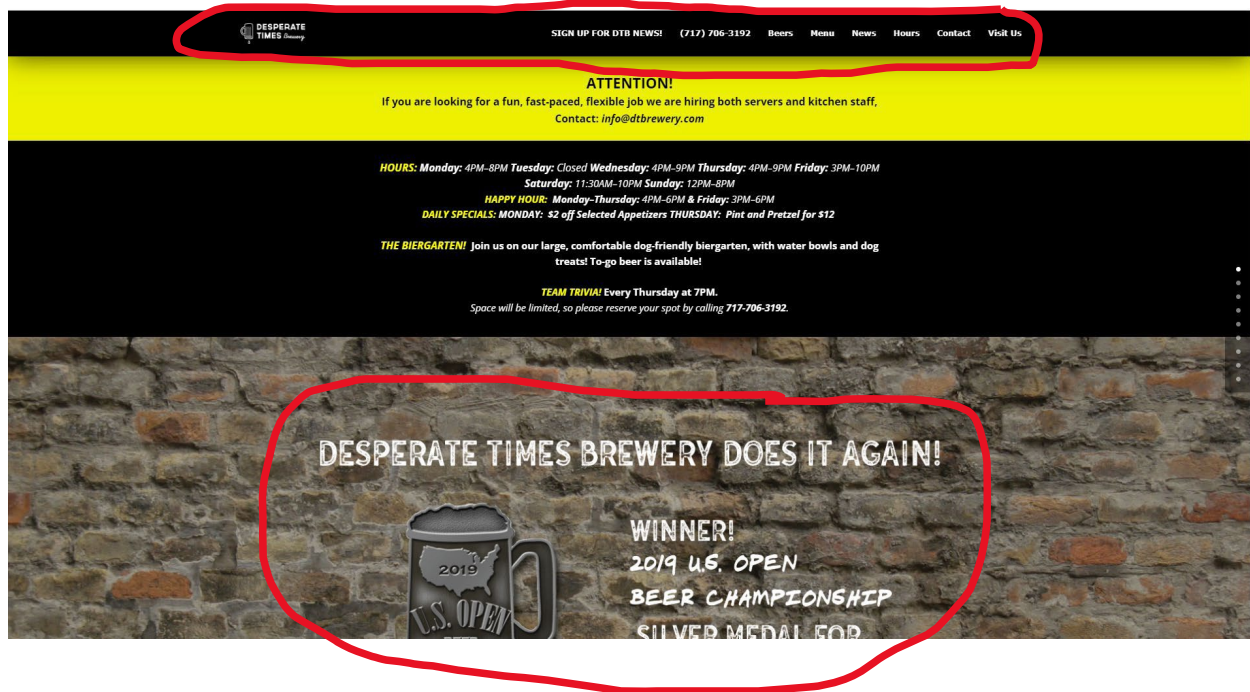
Different tabs open in a browser when the menu opens.



#4 Consistency and Standards

The site is consistent with industry standards, using a navigational bar and image slideshow/Carousel at the top of the page. The website is a single page using anchor target attributes for links that move a user to different sections within the page. Feedback is provided to a user instantly when a button is selected or information is missing in a form. Page elements match other digital products and reduce a users' cognitive load (Nielsen, 1994). According to Craft Design Follow (2014), it makes sense if the design seems familiar (slide, 11).

Navigation and Image Carousel



#5 Error Prevention

A sign-up and contact form uses client-side form validation to help users enter the correct information. Both forms alert users if their email is invalid because they check for an @ symbol. The sign-up and contact forms are small so they shouldn't need a clear form button.

Sign Up for Desperate Times-News

Desperate Times contact form

SIGN UP FOR DTB NEWS!

Upcoming events, new brews, specials & more.

Email *
notan email

First name *
test

Last name *
test

Verification expired. Check the checkbox again.
 I'm not a robot

* = required field

SUBMIT

DTB Contact Form

Please, fill in the following fields:

- Message

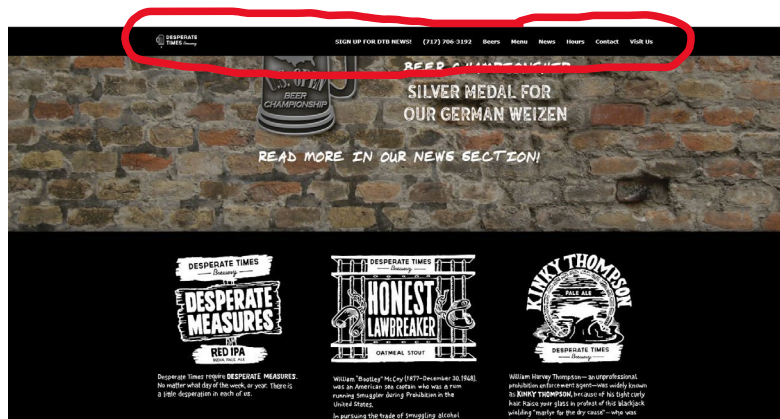
Please, fix the following errors:

- Invalid email

#6 Recognition Rather Than Recall

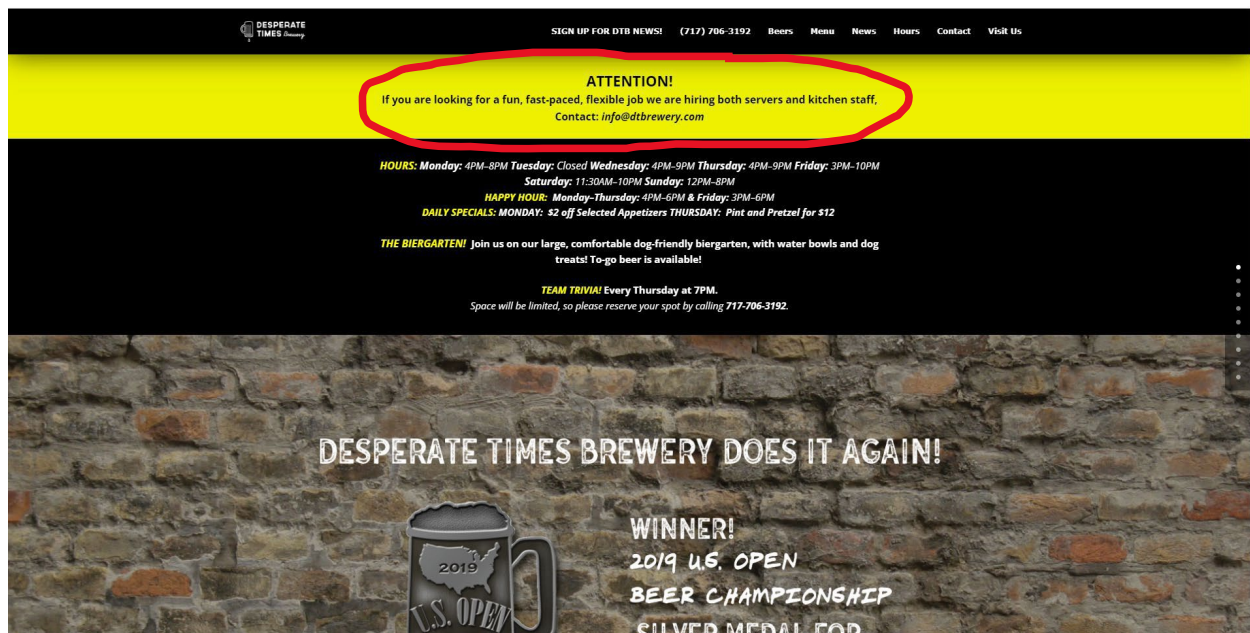
The horizontal navigation menu is sticky and stays at the top of the screen on a desktop which helps a user recognize the information on the site versus memory recall. However, the mobile version requires memory recall or page heading to recognize content. World Leaders in Research-Based User Experience (2020) states it's best to reduce a user's memory load by making their options visible (para. 12). The mobile hamburger menu should remain at the top of the page and get added when completing a virtual user solution.

Sticky Navigational Bar



#7 Flexibility and Efficiency of Use

Most employers advertising positions for employment describe the job, e.g., Desired Education, General Knowledge, Experience, Qualities, Responsibilities, and Company Benefits. The job advertisement for servers and kitchen staff with an email contact link is simple. A user's experience can improve with additional information and a better contact method. A better description will eliminate unqualified candidates from submitting a cover letter and resume, which wastes their time and the company. A section dedicated to careers will get added to improve the current design.



#8 Aesthetic and Minimalist Design

The overall design gets simplified to one page with links, text, and a PDF menu. World Leaders in Research-Based User Experience (2020) says it's best to remove irrelevant or rarely needed information, so it's not competing with relevant content (para. 16). The navigational bar can get simplified further by condensing some options into five sections instead of eight. Beers

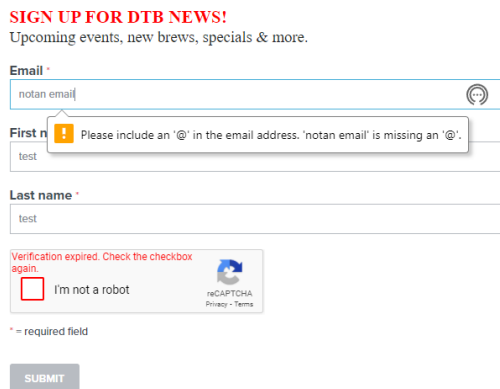
and Menu can get condensed to Menu, and Hours, Contact and Visit Us can get reduced to Contact. The Contact and Hours buttons navigate to the same section in the current design. The buttons will get arranged, so the first button on the left-hand side is the first information presented on the page, and the remaining buttons will introduce information in sequential order down the page. The current layout bounces users up and down the page in random order instead of top to bottom.



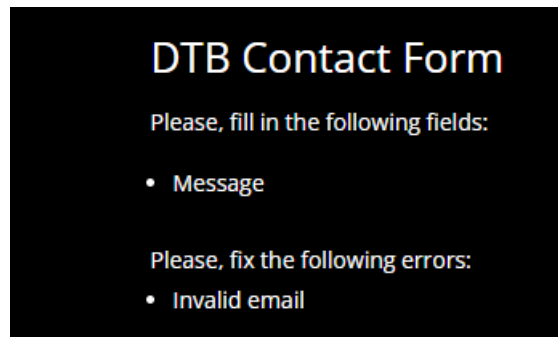
#9 Help Users Recognize, Diagnose, and Recover from Errors

Error messages are clear and straightforward to understand.

Sign Up for Desperate Times-News



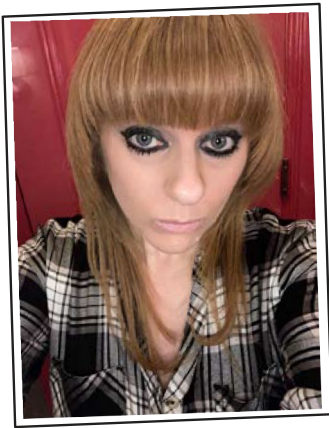
Desperate Times contact form



#10 Help and Documentation

The help and documentation provided on the site is minimum which is best for the current site. Assistance gets provided when a user doesn't complete a form correctly, which is appropriate. Brief explanations and history get equipped for naming three beers, e.g., Desperate

Measures, Honest Lawbreaker, and Kinky Thompson. Keeping the help and documentation in its current state is best because *World Leaders in Research-Based User Experience (2020)* says a brewery with few options doesn't need to complicate information by adding unnecessary help and documentation (para. 20). Users navigate restaurant websites frequently, so Desperate Times Brewery should look similar and need little guidance.



Persona type	Shopper Persona
Name	Alicia Motter
Age	40
Location	Carlisle, Pennsylvania
Technical comfort	High
Job Title	Pharmacist specialist

 Feel free to doodle!

Back story

Tell us a bit about their lives

- Alicia was born in California and moved to central Pennsylvania at ten.
- She loves to shop and go yard sailing with her husband and friends on the weekends.
- Alicia rarely drinks alcohol but likes tea.
- Alicia sells clothing and household items online.

Motivations

What concerns do they have? Why do they need this website/service? How have they found or heard about the website?

- Alicia is concerned about finding a place to eat that serves various drinks.
- She likes to view menu options while on the move, so a quick decision can get made about finding a place to eat.
- Alicia wants to check deals on food because she likes to save money.
- Alicia learned about Desperate Times from a relative.

Frustrations

What's stopping them from choosing the service/website or annoying them?

- Alicia can't find the menu with food items quickly because the site pushes alcohol immediately.
- The advertisement for help didn't display correctly and gave the impression to expect a bad experience.
- The need to open a separate PDF file to view the menu.
- Names used on the menu for appetizers, salad and sides, didn't match her expectations.
- The dotted navigation bar interfered with text on this handheld phone and provided no extra benefit except the option to scroll to the top of the page.
- No pictures provided for any menu items or the brewery.
- No customer reviews for a dining experience.

Their ideal experience

Their story including features and content which will help them have a great experience

- Alicia wants to see the food and specials for the day before driving to the brewery.
- Alicia wants to have a straightforward design that's easy to navigate and pick options.
- Pictures of food and beverages will help her make selections.
- Pricing beside the beverages advertised outside of the PDF menu.
- Food and beverages advertised outside of the PDF menu.
- Alicia wants a better explanation of the deals and specials before signing up for Desperate Times-News.
- Alicia wants to see a picture of the brewery to help her decide what to expect.

Quote

Sum up their experience with the website/organization/service. Positive or negative.

“When I cannot find the food I'm looking for on a website, I move to another site that displays food.”



Persona type	Car Enthusiast Persona
Name	Derrick Witmer
Age	40
Location	Carlisle, Pennsylvania
Technical comfort	Tech-Savvy
Job Title	Forklift Operator

 Feel free to doodle!

Back story

Tell us a bit about their lives

- Derrick lived in Central Pennsylvania his entire life.
- He worked on cars with his dad as a kid and now works on project cars with his son.
- Derrick is a family man is concerned for their safety. He drinks alcohol on occasion.
- Derrick sells and buys car parts online and attends the Carlisle Fairground regularly for car shows.

Motivations

What concerns do they have? Why do they need this website/service? How have they found or heard about the website?

- Derrick is concerned about finding a place to eat and get something to drink after leaving the car show.
- Accessing menu items on the phone is convenient when deciding where to eat.
- Derrick wants to check out the menu before leaving the fairgrounds because traffic is a problem.
- Derrick noticed the business arriving at the Carlisle Fairgrounds, and attendees recommended it for dining and getting drinks.

Frustrations

What's stopping them from choosing the service/website or annoying them?

- Derrick drank alcohol on occasions and didn't like the push to buy alcohol before food.
- The request to verify his age added an extra step with no benefit to the company or user. A user selects yes and moves forward. A sign hanging on the business door eliminates someone under 21 from entering the business.
- The need to open a separate PDF file to view the menu.
- Names used on the menu for appetizers, salad and sides, didn't match his expectations.
- The dotted navigation bar interfered with text on this handheld phone and provided no extra benefit except the option to scroll to the top of the page.

Their ideal experience

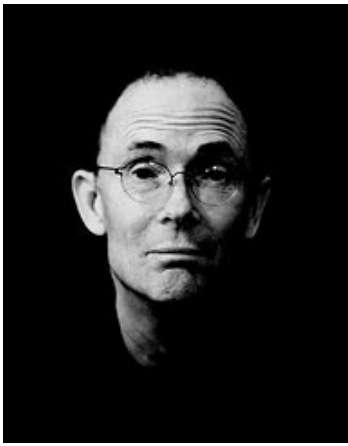
Their story including features and content which will help them have a great experience

- Derrick wants to see the food to eat and specials for the day before walking or driving to the brewery.
- Derrick wants to have a straightforward design that's easy to navigate and pick options.
- Seeing what the drinks and food look like will help him navigate the menu because the current names require reading about the beverage or food item.
- Pricing beside the beverages advertised outside of the PDF menu.
- Food and beverages advertised outside of the PDF menu.
- Derrick wants a responsive design because he uses a desktop, tablet, and mobile phone to access the content.

Quote

Sum up their experience with the website/organization/service. Positive or negative.

“When I have an unpleasant experience on a company's website, I move to another site.”



Persona type	Business Owner Persona
Name	Jeff Edwards
Age	52
Location	Carlisle, Pennsylvania
Technical comfort	Low
Job Title	Flooring Installer

 Feel free to doodle!

Back story

Tell us a bit about their lives

- Jeff was born in Carlisle Pennsylvania and didn't graduate high school.
- He loves to attend dirt track racing during the summer and work on cars.
- Jeff drinks alcohol on occasion and mostly at home.
- Jeff owns a flooring business and works long hours.

Motivations

What concerns do they have? Why do they need this website/service? How have they found or heard about the website?

- Jeff is concerned about finding a place to eat and take food home.
- He likes to order from a business that is familiar to him and has different dining and takeout options.
- Jeff wants food and drinks on display and doesn't care much about business achievements.
- Jeff drove by the business on his way to a job site.

Frustrations

What's stopping them from choosing the service/website or annoying them?

- Jeff can't find the menu with food items quickly because the site pushes alcohol immediately.
- The advertisement for help didn't display correctly and gets in the way of the information he's interested in viewing.
- The need to open a separate PDF file to view the menu.
- He needed to zoom in with his fingers to read the PDF menu because it's not responsive.
- Names used on the menu for appetizers, salad and sides, didn't match her expectations.
- The dotted navigation bar interfered with text on this handheld phone and provided no extra benefit except the option to scroll to the top of the page.
- No customer reviews for a dining experience.

Their ideal experience

Their story including features and content which will help them have a great experience

- Jeff wants a site that's responsive, easy to navigate, and read.
- Jeff wants to see simple selections for grouped items, e.g., To-Go Alcohol, Appetizers, Sandwiches, and Deserts.
- Pictures of food and beverages will help him make selections.
- Pricing beside the beverages advertised outside of the PDF menu.
- Food and beverages advertised outside of the PDF menu.
- Jeff wants deals without signing up for news and email because he is not tech-savvy.
- Jeff wants a larger selection of beverages and food.

Quote

Sum up their experience with the website/organization/service. Positive or negative.

“I want a straightforward design because I'm still learning to use the internet on a handheld device.”



Scenario 1: Alicia Motter searches for a place to eat while shopping

User Task Profile Targeted	Shopper Persona
Subject Persona	Alicia Motter
Scenario Description	Looking for a place to eat while yard sailing

Background:

Alicia is looking for a place to have a quick bite to eat with a friend. She usually plans yard sailing and shopping with friends, but she didn't plan a possible place to eat today. She keeps track of all expenditures and budgets money carefully, so she prefers websites that list prices with items for sale. Her brother recommended eating at a Desperate Time Brewery, and it's close to her shopping experience today. She wants to choose a close place to eat, so they make it to all the planned places to visit today and save money on gas. She likes to understand the deals and news she's subscribing to before providing an email that may spam her account with useless information.

Objective:

Alicia needs to search the website quickly for food, beverages, and prices to narrow down restaurant options. She wants food and drinks to populate first because a brewery should provide beverages and food to potential customers. Alicia uses a computer and smartphone daily, so navigating to different page sections is not a problem. However, she doesn't want to get bombarded with help-wanted advertisements before a coupon or discount offer. She wants to see beverages and food options first.

Narrative:

Alicia is yard sailing with a friend on a hot summer day in July and wants to get something to eat and drink. She wants to conserve fuel since she's driving and has to have gas for work next week, so she doesn't want to go too far from her current location. The friend and her shop frequently are looking for a new place to eat since they got breakfast at a nearby restaurant. Alicia spent more time on the website than she wanted because the site advertised a job posting, gave brief descriptions of reasons for naming alcohol drinks, didn't list any additional options for drinks with pricing, and hid the menu. She navigated the menu since she was text-savvy but found it frustrating to open a PDF version that required zooming to read. She and the friend stopped by the brewery and tried it out, but the website didn't help make that choice.

Issues and Solutions:

The issue is the advertisement for help was frustrating because it came before beverages and food in a storefront offering drinks and meals. Someone that's not tech-savvy might have difficulty navigating through the site since they need to verify their age, get distracted by an advertisement for help, and open another page to view a PDF menu that requires zooming on a small device. The problems described above can get solved by removing the age requirement verification, moving the job ad to a careers section within the website, and displaying beers and food options without navigating to a PDF document.



Scenario 2: Derrick Witmer searches for a place to eat after a car show

User Task Profile Targeted	Car Enthusiast Persona
Subject Persona	Derrick Witmer
Scenario Description	Looking for a place to eat and get drinks after car show

Background:

Derrick is looking for a place to eat that serves better food than food truck vendors at fairgrounds. He is looking for something quick and easy to make selections. Derrick is looking for a restaurant to provide dinner because he has to offload his project car when he gets home. Derrick is concerned about restaurants having enough room in the parking lot to drive his truck and trailer, so Desperate Times Brewery is a great option based on location. He got recommended to Desperate Times Brewery by staff and attendees at the car show. Derrick has his son with him and will need a place to eat that both can attend. The 21-age requirement makes him question if the Brewery allows his son to eat since he's not 21. A quick phone call is all that's needed to find out the answer. Derrick is ok with his son eating at a brewery when he's present and doesn't understand why Desperate Times Brewery advertises, they will not let people in to eat under 21. Several restaurants offer a bar to serve drinks and distribute alcohol at tables.

Objective:

Derrick needs to search the website for drinks and food since his son was outside in hot temperatures all day. The website needs easy navigation because he wants to find what he's looking for with little effort. Derrick uses a computer and handheld device daily but doesn't like to exert extra effort if it shouldn't be necessary. He expects a brewery website to display drinks and food for sale.

Narrative:

Derrick is hesitant to call the Brewery since a 21-year-old must access the website, and his son will be present. Since Derrick travels home with his truck and trailer, hauling his project car is a concern, and Desperate Times Brewery is in a prime location to accommodate his situation. He spends more time on the website because a full menu is hidden below a slideshow bragging about placements for beer taste. Navigating to the menu is an option on the hamburger menu, but he wants to access it faster and without clicking on three additional links. One link opens the hamburger menu, another link navigates to two menu options to choose from, and the third link opens a PDF menu that requires zooming to read. Derrick has an excellent technical comfort level, so he found what he needed but didn't get persuaded to attend Desperate Times Brewery based on the website. The location and need to park his truck and trailer attracted him to call and find out if his son could attend.

Issues and Solutions:

The issue is the 21-year-old age requirement to access the site and advertisements about awards won for beer taste. The menu on the right side of the screen provided little benefit since the circle links are too small to select and interfere with other page elements. Too many buttons and selections are required to access the menu. The problems can get solved by removing the age requirement, placing the advertisements about awards won below menu options, adding a sticky navbar to access when scrolling and deleting the menu on the right side of the screen, and placing menu options first without needing to access a PDF document.



Scenario 3: Jeff Edward searches for a place to eat after work

User Task Profile Targeted	Business Owner Persona
Subject Persona	Jeff Edward
Scenario Description	Looking for a place to eat and get drinks after work

Background:

Jeff is looking for a place to get food to eat after a 13-hour day at work. Jeff is single because he is committed to working and making his flooring business succeed. He wants to stop somewhere close to his job site and get something filling to eat and drink. Jeff had a friend recommend him to the brewery. Jeff does have an occasional alcoholic drink but isn't interested in drinking any today since he must get up early to finish a job tomorrow. Jeff wants a full course meal with Coca-Cola and dessert options. Jeff uses his mobile phone and desktop to make calls and schedule appointments but doesn't consider himself good with the internet. He prefers minimal design to find what he's looking for quickly and fast.

Objective:

Jeff needs to find a place close to his work to eat. He wants to browse food and drink options to know what to expect on arrival. Jeff will shop for discounts or meal options if they are easy to find. Jeff is looking for food and beverages on his phone and doesn't want to be bothered with additional information that he considers irrelevant.

Narrative:

Jeff just finished working and is looking for a place to eat and isn't interested in cooking once he gets home because he had a long day at work. Jeff occasionally uses a computer and phone only when needed, so he's not good with technology. Desperate Times Brewery's website required additional effort to find what he's looking for because it advertised positions for employment and awards won before displaying any drink or food options. Jeff needed to select multiple options before accessing a PDF menu that wasn't satisfying because it didn't offer any pictures for any meals, and it wasn't easy to read after a long day. He decided to call and find additional information since the website wasn't pleasing to use.

Issues and Solutions:

The extra steps were necessary to use the website to find drink and food options, e.g., 21-year-old age requirement, scrolling down to view some alcoholic drinks, and opportunities to open another menu. Another issue experienced is the site didn't have any pictures of drinks, food, or the brewery to get an idea of what to expect. All problems have simple solutions, e.g., remove the 21-year-old age requirement, create menu options immediately, and add images for beverages, food, and the inside of the brewery.

Desperate Times Brewery Design Brief

Client:	Desperate Times Brewery
Project Name:	Beverages, food, and relaxation redesign
Date:	01/16/2022
Prepared By:	Chad Bear

Company Background

Desperate times started in 2015 and has a 3000 sq ft tasting room and 4800 sq ft brewhouse. We have lots of games for family and friends. Kids are welcome with adult supervision. We recently won the 2021 U.S. Open Beer Championship with a Bronze Medal in the Ale Category.

Project Objective:

With this project, the company aims to solve user experience (UX) and usability problems. The User Interface (UI) and improving menu options are a focus.

Our Target:

Our target audience is males and females in the age range of 21 to 65 and living within a 15-mile radius of the Brewery. They enjoy the taste of alcohol and like to learn about Prohibition in the United States. They may work in warehousing, offices, and own businesses. They enjoy trivia and mingling with family and friends.

<p>Competitors:</p>	<p>Our three biggest competitors are Market Cross Pub & Brewery, Molly Pitcher Brewing Company Taproom on High, and Hook & Flask Still Works. We need to build our branding and become more established in the area because we are a new company, and these top competitors have a solid footing.</p>
<p>Key Message:</p>	<p>Desperate Times Brewery sells alcohol and food. Customers can relax with family and friends and have fun learning about Prohibition in the United States during a trivia session. Redesigning the website with user experience (UX) and usability in mind will provide a better experience for anyone using the site. Eliminating steps to complete tasks and providing information users expect will help reach the goals.</p>
<p>Key Consumer Benefits:</p>	<p>Eliminating unnecessary steps and providing helpful content is the best way for our target audience to find the information they seek.</p>
<p>Attitude:</p>	<p>Our brand is fast, accurate, concise, and welcoming to help our target audience find what they need. We offer a professional atmosphere for all customers to experience a fun and relaxing visit.</p>
<p>Call to Action:</p>	<p>The target audience sees we offer more than alcohol, so that they will visit our dining room for food and trivia.</p>

Target Launch Date:	02/20/2022
Timeline:	First Draft Delivery: 01/09/2022 Second Draft Delivery: 01/16/2022 Third Draft Delivery: 01/30/2022 Final Draft Delivery: 02/20/2022
Approvals:	Second Draft Feedback: 02/23/2022 Final: 02/20/2022 Final Feedback: 02/27/2022

Account Manager Approval Signature: _____

Client Approval Signature: _____

Table of Contents

1. Hamburger Menu
2. Mobile Home
3. Tablet Home
4. Desktop Home
5. Mobile Menu
6. Table Menu
7. Desktop Menu
8. Mobile Contact
9. Tablet Contact
10. Desktop Contact

HAMBURGER MENU

SIGN UP FOR
DTB NEWS

MENU

CONTACT

Three buttons drop-down for a user to select, and the options are simple terms to understand. Each option navigates to a new page.



Hamburger menu

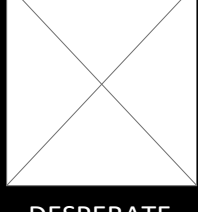
Desperate Times Brewery

The logo is a back-to-home page link on every page.

Picture of the store, so customers know what to expect on arrival.

POPULAR DRINKS

Page heading for content



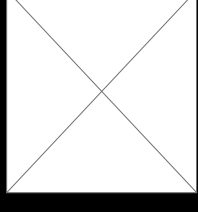
DESPERATE MEASURES

Desperate Times require DESPERATE MEASURES-no matter what day of the week or year. There is a little desperation in each of us.

IPA-Red
6.4%ABV
60 IBU

Add to Cart

Add to Cart button lets a user add a beverage to a shopping cart. The shopping cart page will get added later in development.



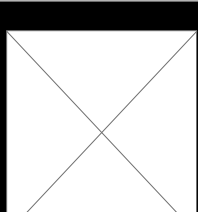
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Add to Cart

The three most popular drinks are on sale.



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Add to Cart

A contact section with a phone number and contact form to submit gets placed at the bottom of the home page for inquiries.

Here at Desperate Times Brewery, we host private parties, special events, and catering, accommodating almost any need. Please call **(717) 706-3192** with inquiries or contact us by email using the form below.

DTB Contact Form

Name

Email Address

Message

Submit

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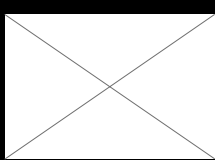
DISTRIBUTION

For Distribution contact:
info@dtbrewery.com

Copyright © Desperate Time Brewery

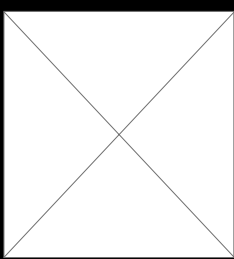


A footer section get placed at the bottom of every page and it displays additional information for a user, e.g., hours of operation, phone, address, email contact, copyright, and Facebook link.



Desperate Times Brewery

POPULAR DRINKS

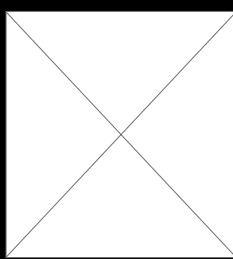


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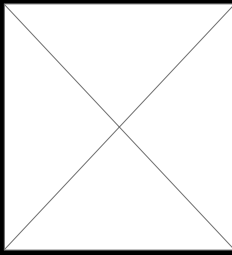


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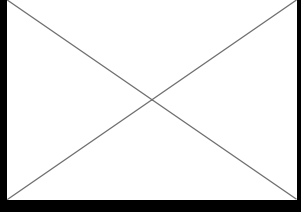
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DISTRIBUTION

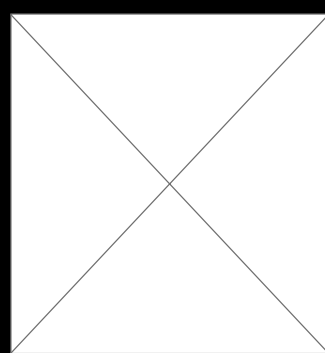
For Distribution contact:
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Desperate Times Brewery

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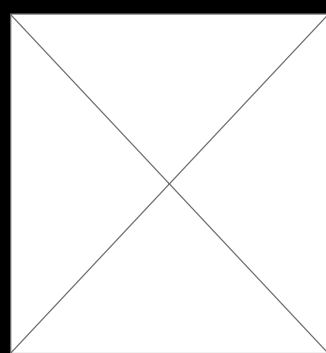


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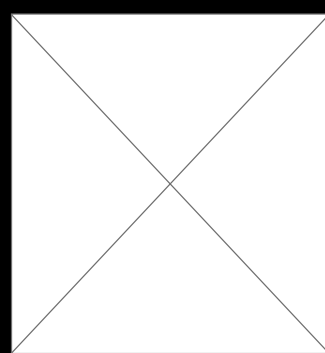


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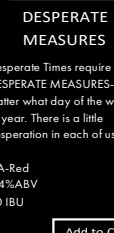
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BEER LIST



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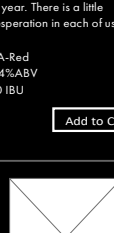
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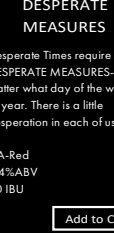
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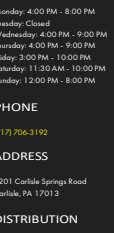
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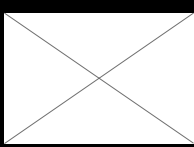
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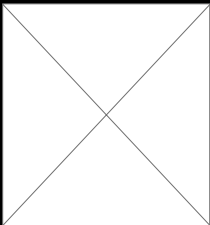
For Distribution contact:
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Horizontal navigation with the same options in the hamburger menu. Note: A Sign-UP DTB News page will arrive later in development.

A submenu gets used on the menu page to simplify choices. Note: The drinks link may have a drop-down option to choose between alcohol, soda, and tea.

BEER LIST

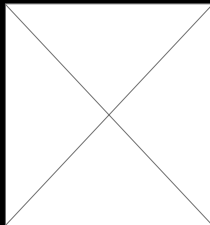


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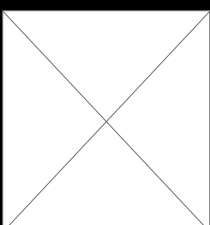
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A page heading gets used to identify items on the page.

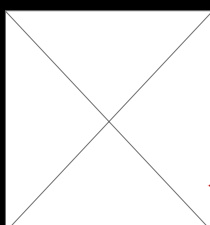


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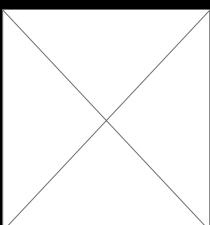
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A picture of the beverage gets displayed, with a name, description, and option to add it to a shopping cart. Note: The food menu will have an identical format but with food instead of a drink.

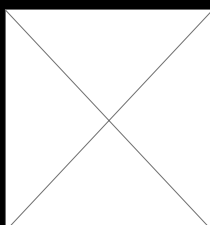


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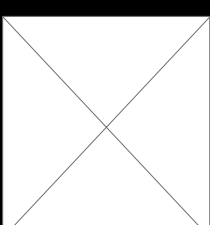
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Add to Cart

The grid layout responds to screen size and moves between one column and three columns depending on screen size.

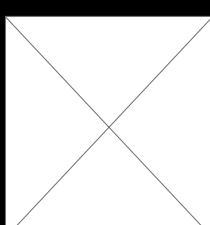


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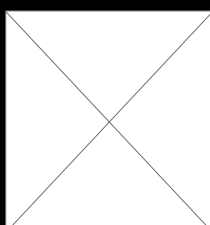


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The footer section remains consistent across every page, but the layout is responsive to the viewport size.

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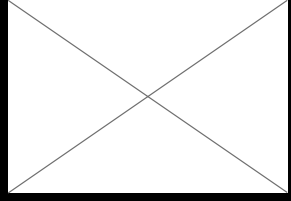
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1201 Carlisle Springs Road
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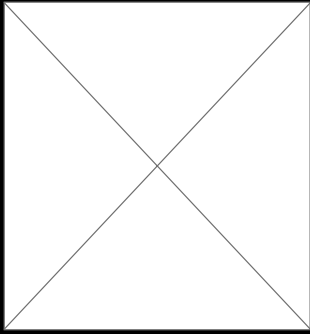
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FOOD DRINKS BRUNCH KIDS MENU

BEER LIST

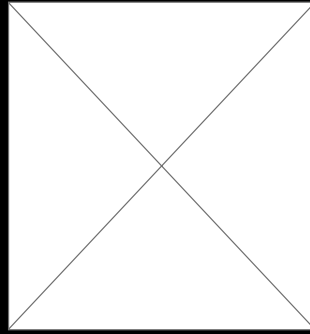


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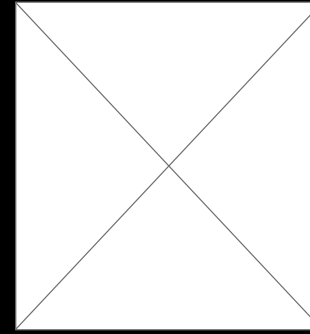


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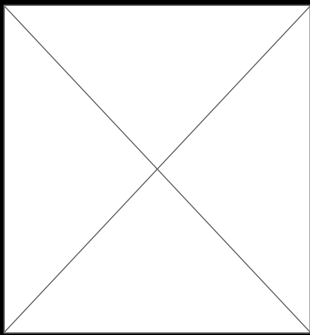


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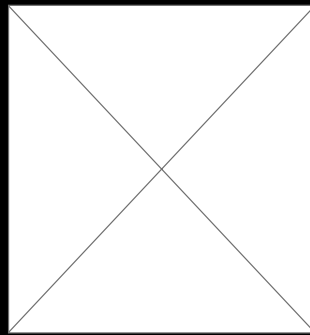


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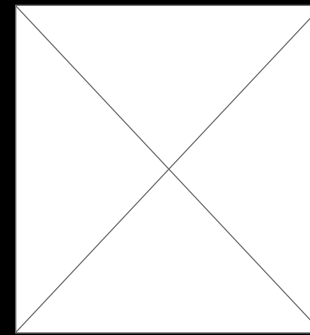


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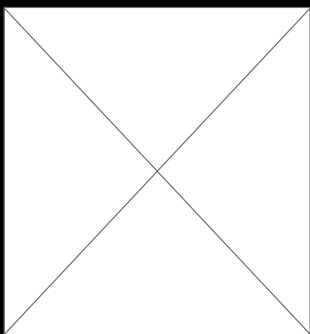


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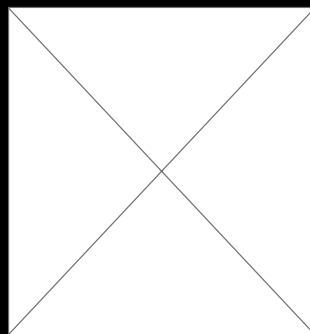


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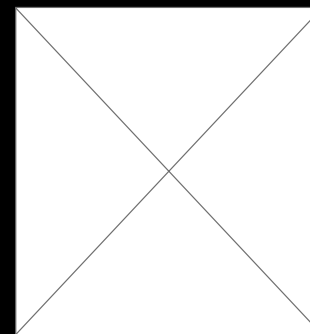


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Wednesday: 4:00 PM - 9:00 PM
Thursday: 4:00 PM - 9:00 PM
Friday: 3:00 PM - 10:00 PM
Saturday: 11:30 AM - 10:00 PM
Sunday: 12:00 PM - 8:00 PM

PHONE

(717) 706-3192

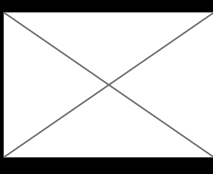
ADDRESS

1201 Carlisle Springs Road
Carlisle, PA 17013

DISTRIBUTION

For Distribution contact:
info@dtbrewery.com



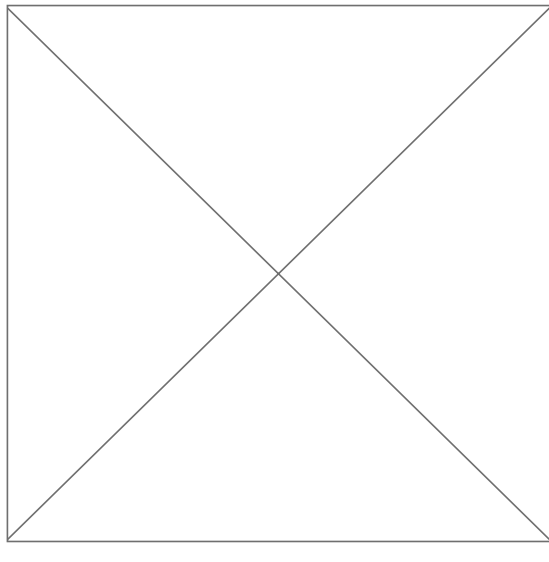


CONTACT

Here at Desperate Times Brewery, we host private parties, special events, and catering, accommodating almost any need. Please call **(717) 706-3192** with inquiries or contact us by email using the form below.

DTB Contact Form

GOOGLE MAPS



HOURS

Monday: 4:00 PM - 8:00 PM

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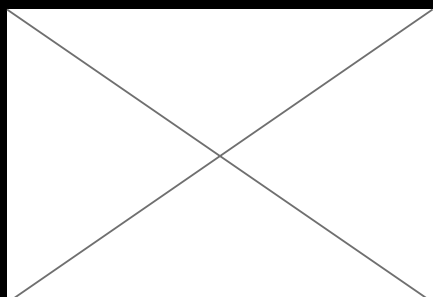
DISTRIBUTION

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SIGN UP
DTB NEWS

MENU

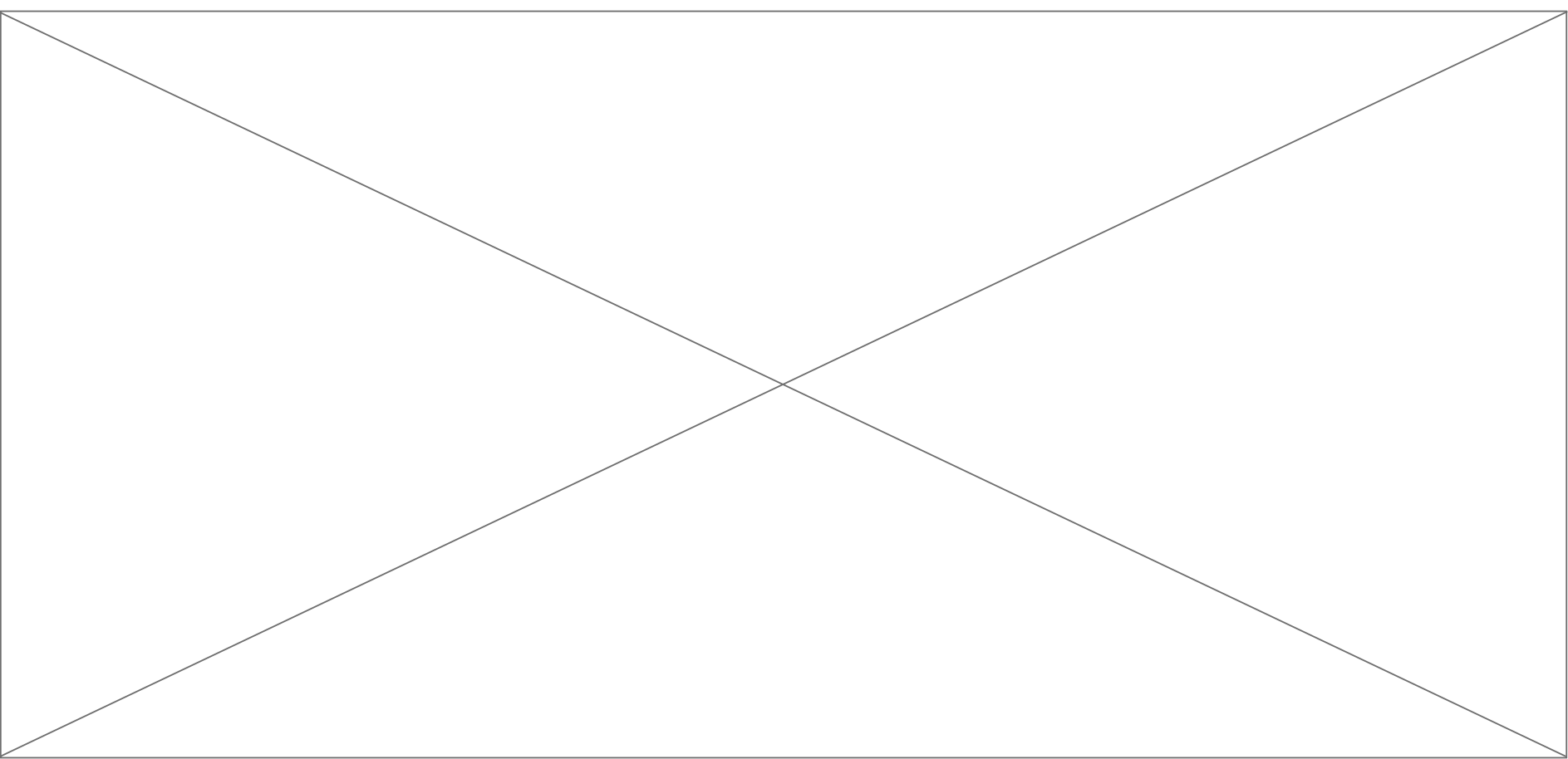
CONTACT

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DTB Contact Form

GOOGLE MAPS



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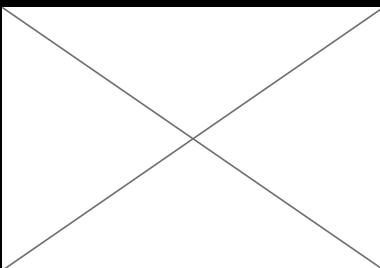
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The horizontal menu remains consistent on every page. The logo gets used as a link on every page to link back to the home screen.

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Name

Email Address

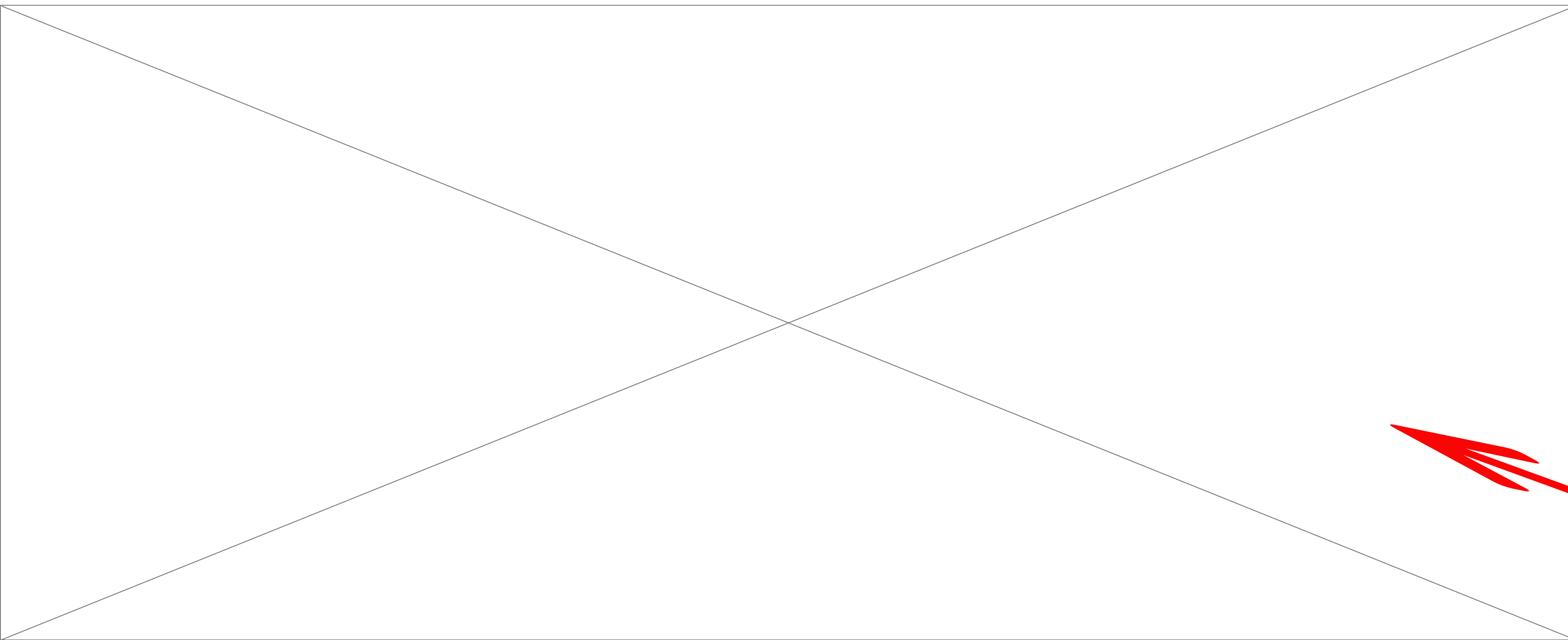
Message

A page heading lets a view know what content gets displayed.

A company phone number gets displayed for a user to call. A cell phone will dial the number for a viewer.

A form gets displayed on the contact page to complete and leave a detailed message. Entry fields use daily and easy-to-understand terms for a user to fill out. JavaScript gets used to validate the form, so a user submits the correct information.

GOOGLE MAPS



Google maps get used to help someone navigate to Desperate Times Brewery.

HOUR

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The footer section stays consistent across all screens, so a view becomes familiar with the site.



References

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