BOSTON BREWING CO.

Redesign

HANNA PHRITAGOLDA

Project Overview

INTRODUCTION

I wanted to focus on re-designing a website for an existing local Perth business. The client I have chosen is The Boston Brewing Co., a WA based brewing company that is local to both Denmark, WA and Victoria Park in Perth.

Out of all the potential clients, I chose The Boston Brewing Co. website as I believe that making further improvements could further boost attention and attract more customers to the business.

THE BOSTON BREWING CO.

The Boston Brewing Co. was established in 2011, one of the first breweries opening in the Great Southern Region of Western Australia. Situated in Denmark, WA and recently opening up its doors in Perth, Victoria Park. The brewery produces a wide range of beers, now available across Western Australia in packs or tap.

PROBLEM STATEMENT

"How can we improve The Boston Brewing Co. website?"

The current website for The Boston Brewing Co., feels **cluttered** and focuses more on **basic functions**. Unfortunately, the website currently does not reflect the client's core **identity** or **aesthetic.** Navigating through the website itself can be a bit confusing, as it lacks **consistency** between each sub-pages.

For this project, the solution should consider a website that is:
- Visually appealing
- Easy to navigate
- Functional
- Consistent
- Interactive
- Resonates with the client's branding

Project Overview

SOLUTION OVERVIEW

With the problem statement established, my proposed solution for the improved Boston Brewing Co. single page website consisting of:

PAGE LAYOUT

HERO/LANDING

ABOUT US

LOCATION

SEASONAL BEERS

CONTACT US

INTERACTIONS

IMAGE CAROUSELS

HOVER EFFECT

INTERACTIVE SCROLLING

SUBMIT FORM

ANIMATION

Target Audience

Taking into account the location of the both breweries in Denmark and Victoria Park, the two locations have become prominent destination not only for their **in-house brews** but also for the **dining experience** (Urban List, n.d.). On top of that, their beers are available for purchase as **packs and taps across WA** (Boston Brewing Co., n.d.), establishing themselves over the last couple of years.

With this information in mind, these are the key information to consider when designing the website:

AGE RANGE

25-39

GENDER

ALL
GENDERS

S.E.S

MIDDLE
UPPERCLASS
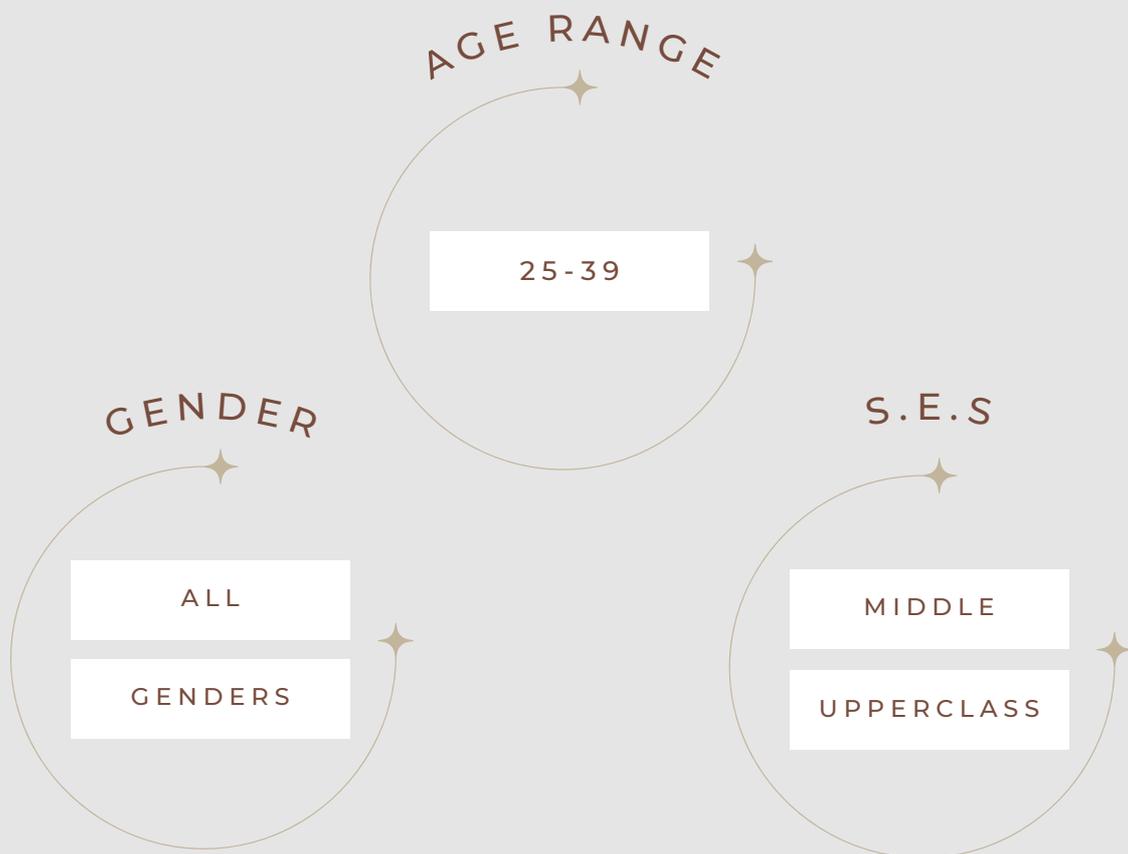
According to National Alcohol & Drug Database, people between the ages of **25-39** years old are most likely to consume alcohol on a weekly basis, **averaging between 3-4 drinks per week** (Australian Institute of Health & Welfare, 2019). In addition, people within this age bracket are most likely to drink beer- aside from spirits and wine- averaging between 26-29% beer drinkers across the categories (Australian Institute of Health & Welfare, 2019).

Target Audience

PERSONA 1

Andrew Appleseed

AGE	28
EDUCATION	Bachelor's Degree
STATUS	Single
OCCUPATION	Software Engineer
LOCATION	Perth, WA

Personality

Introverted · Detailed · Passive · Calm · Clean · Earnest

> " I love a good drink, but it's such a pain to go to the store for it. "

About

Andrew is a software engineer, currently living in the outer suburbs of Perth. Currently still working from home, he enjoys drinking as a way to finish off his day after a long day of work. Andrew doesn't drink too often (about one drink every other day), but likes to stock up a couple of packs of beers to store in his garage fridge. He doesn't really like shopping in stores as it can get overwhelming, preferring to get his supplies delivered. The only problem is not many liquor shops provide delivery on the craft beers that he likes. Andrew is now on a hunt for a good website that carries specific kinds beers that he likes.

Goals
- Online delivery for craft beers.
- Easy browsing process.
- Bulk ordering.

Frustrations
- Shopping in person is overwhelming.
- Limited craft beer options.

Motivations
- Being able to shop and order craft beer from the comfort of his home.
- Having consistent and enough supply.
- Having the option to be able to pick and choose.

Technical Skills

Internet

Social Networks

PERSONA 2

Hunter Styles

AGE	36
EDUCATION	Master's Degree
STATUS	Married
OCCUPATION	Accountant
LOCATION	Perth, WA

Personality

Extroverted · Friendly · Direct · Outgoing · Cheerful · Excitable

> " It's hard to find a craft beer website that's easy to navigate. "

About

Hunter is an accountant, currently living in an apartment in the Perth CBD until he finds a house in the suburbs. He just recently relocated with his family to Western Australia from Victoria, so he's been excited to explore the city and see what Perth has to offer. An avid drinker, Hunter has recently acquired the taste for unique craft beers after only drinking spirits and wine for the last two decades. He knows from his colleagues that there are some household breweries in WA, but he's been quite frustrated to find that most of the websites he found was overwhelming and cluttered.

Goals
- Finding websites that are easy to navigate.
- Finding precise information on craft beers.
- Trying different local WA breweries.

Frustrations
- Websites are cluttered and overwhelming.
- Unfamiliar with the city.
- Limited knowledge on craft beers.

Motivations
- Finding new experiences in a new city.
- Newly found appreciation for craft beer.
- Exploring new kinds of craft beers

Technical Skills

Internet

Social Networks

Target Audience

Jenny Kim

AGE 39
EDUCATION Doctorate
STATUS Single
OCCUPATION Orthodontist
LOCATION Perth, WA

Personality

Practical · Serious · Stoic · Strong · Wise · Focused

> " I want to be able to see their monthly special beers easily. "

About

Jenny is an avid foodie, specialising in finding the perfect beverage no matter what the occassion is. For her, drinking is her chance to switch up from her day to day where she's required to be present and focused. Her love for beer stemmed from her dad, becoming somewhat of a bonding activity for them over the years to enjoy new beers together and exchange their thoughts. She's recently been into trying out special edition craft beers around the city, making it her goal to try every one of them. Jenny hates that breweries would only post about specials on their social media, as it requires her to scroll.

Goals

- Being able to easily spot special craft beer flavours.
- Not having to dig up social media posts.

Frustrations

- Lack of featured post on brewery websites.
- Scrolling on social media to find certain items.
- Would often miss out due to the lack of notification.

Motivations

- Trying out special featured craft beers.
- Consistently finding out late from social media.
- Convenience and clarity.
- Limited amounts of special craft beers.

Technical Skills

Internet
Social Networks

Ava Thompson

AGE 25
EDUCATION Bachelor's Degree
STATUS In a relationship
OCCUPATION Police Officer
LOCATION Perth, WA

Personality

Loud · Disciplined · Energetic · Gallant · Honest · Optimistic

> " I just wish I knew more about craft beer before buying them. "

About

Ava has just recently entered the police force as an officer in Perth. She likes to drink socially, but would not have alcohol unless other people are around or for a special occassion. Ava would go months sometimes without drinking, but her boyfriend on the other hand is an avid drinker. For his birthday, he's requested for some craft beers but Ava doesn't know much about them. Browsing through various websites, she could never find a good balance of information about craft beers. They were either lacking in information or has so much jargon and information, that she feels overwhelmed and confused

Goals

- To buy her boyfriend craft beers for his birthday.
- Purchasing the correct beers according to his boyfriend's taste.

Frustrations

- Lack of information from some websites.
- Too much information from some websites.
- Limited knowledge on craft beers.

Motivations

- Boyfriend's birthday present.
- Special occassion.
- Lack of knowledge about craft beers.

Technical Skills

Internet
Social Networks

Brief Breakdown

CHALLENGE

"HOW MIGHT WE MAKE IMPROVEMENTS TO THE BOSTON BREWING CO. WEBSITE, THUS ATTRACTING MORE CUSTOMERS?"

PROJECT OBJECTIVES

- Create a more visually appealing website.
- Aligning website with the Boston Brewing Co.'s brand identity.
- Improve visual consistency through subsections of the website.
- Adding in interactive elements across the website to boost engagement levels.

PROJECT DELIVERABLES

- Adding the contents of the current Boston Brewing Co.'s website into a single-page website.
- Re-aligning visual elements to the client's brand identity.
- Adding on interesting and. interactive elements using animation.
- Ensure that information displayed is clear and concise by utilising proper visual hierarchy principles.

Boston Brewing Co.

EXISTING CLIENT DESIGN
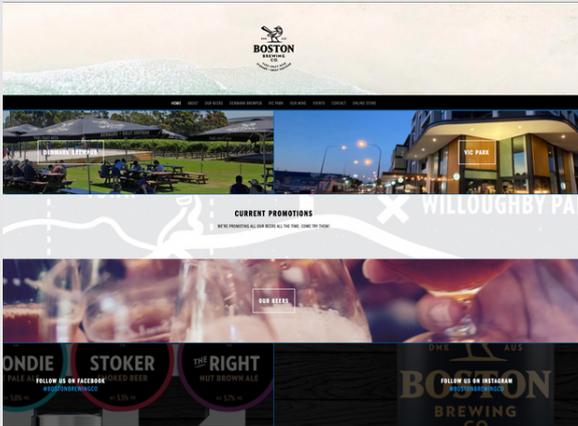
The existing website for the Boston Brewing Co., aims to be simple and functional.

Visually, however, the website itself, especially the landing page feels cluttered from the lack of negative space between each of the subsections. The use of images across the different subsections are also inconsistent and could feel overwhelming to the user.

Basic hover animations on the different subsections of the website are present, but nothing that would immediately attract attention. Overall there's not much indication that one can see when pressing certain buttons.
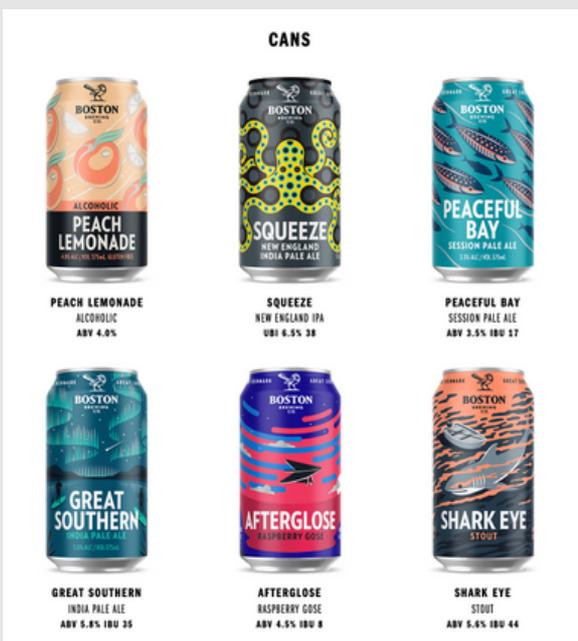
The interactivity on the tasting note page is the best feature this website has, with a card reveal animation for each kinds of craft beer. It's definitely intriguing to see and gives a better experience overall, compared to if they had it written as a normal description or list.

The list of the available cans of beer they sell relies heavily on the images of the products itself; each popping out against the white background. Aesthetically this was a great decision, as it's much more visually interesting for users as they browse through this particular sub-section of the website.

Drink Cann

EXISTING DESIGN SOLUTIONS
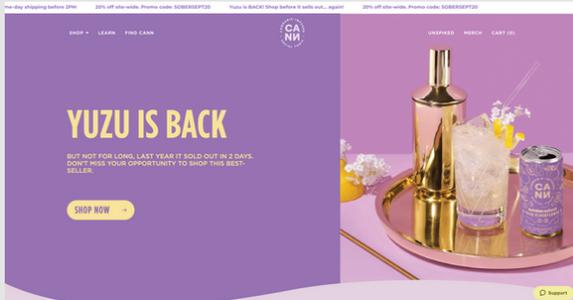
Drink Cann has one of the most effective homepage, utilising single graphic as the main focal point especially on the landing page. I found that it's the most effective out of all the other case studies in establishing its overall identity and purpose, yet still being aesthetically pleasing.
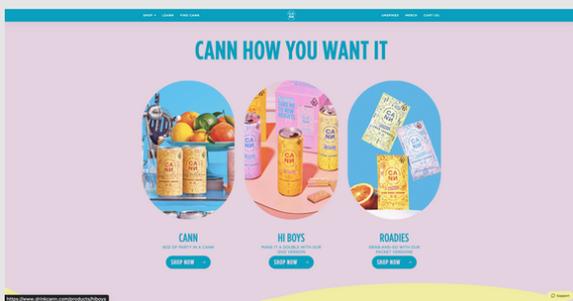
Each subsections of the website are established by creative use of colours. Most of the time, websites tend to rely heavily on just alternating two or three colours to group elements within a subsection, but they have managed to pull it off whilst having a large colour palate.
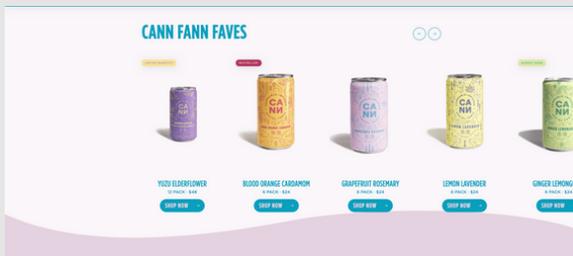
Animated elements are subtle, present without being distracting for the eyes as you browse through the website. I especially love how information is presented, especially throughout the customer review subsection, as it present content that would otherwise be quite boring differently.

For the re-design of the Boston Brewing Co. website, I am to make it as unique and interactive as this website. The sub-section containing recommendations of drinks is something I'd like to incorporate into the new website, effectively using the Von Restorff effect to stand out.
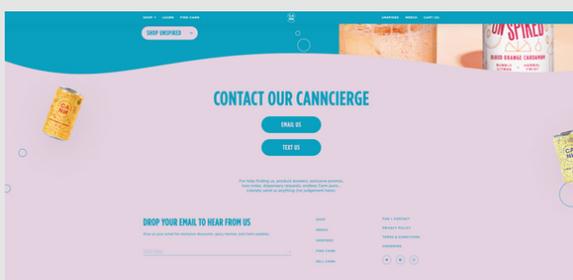
I am also aiming to communicate the branding of the company as effectively as they did, through the use of graphics and colours.

Modus Coffee

EXISTING DESIGN SOLUTIONS
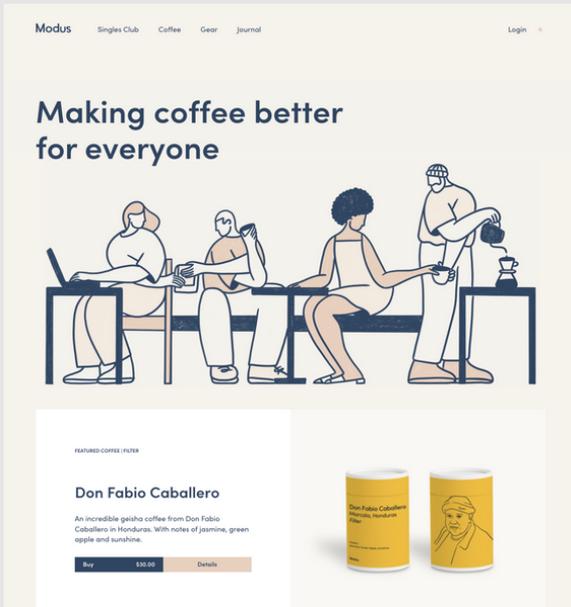
Modus Coffee showcases an effective approach to a minimal, yet still visually interesting website. Whilst the Drink Cann website was playful and eye catching, the Modus website communicates a sense of calmness and modernity, by implementing effective visual hierarchy through the landing page.
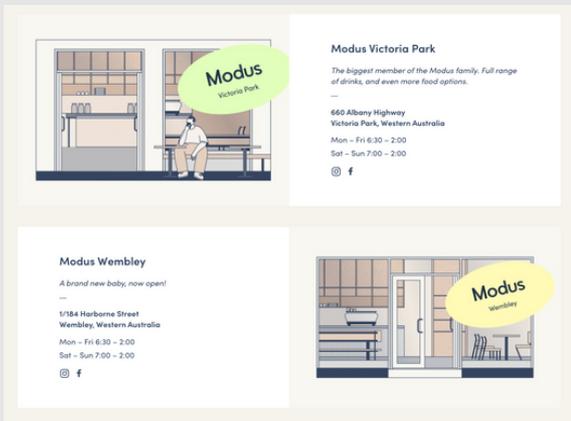
Information presented throughout the website has also been carefully curated, especially with accompanying graphics. They have really considered the signal-to-noise ratio overall, presenting important information about their products and location without having distracting visual element.
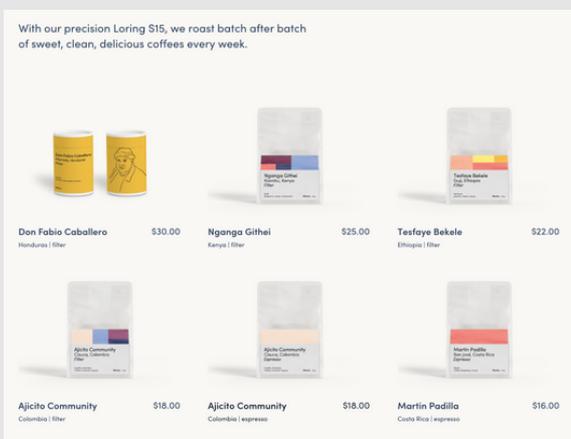
Symmetry also played a huge role on the overall website, further establishing a sense of calmness throughout. I really appreciate how this website really emulates the atmosphere of a coffee shop, communicating the brand effectively.

For the re-design of the Boston Brewing Co.'s website, I want to try to incorporate showcasing the brewery's locations, like Modus Coffee does as a subsection on the one page website. By combining the use of symmetry and signal-to-noise ratio, I would like to effectively communicate information that is visually appealing but not distracting to the users.

Distillery
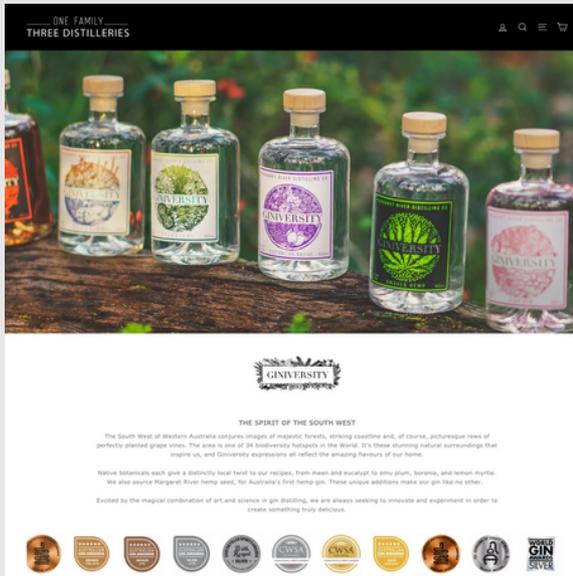
The Distillery website for Ginniversity takes a much more traditional approach for an e-commerce website and showcases why it is effective. When opening the website, large hero image of their products was the first to show up, immediately grabbing your attention.
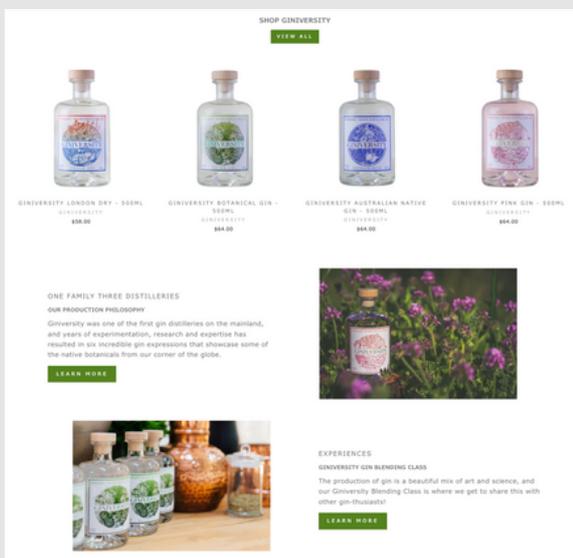
An interesting and neat element they had on the website, was the animated rewards carousel for the awards they've received for their gins. This was a really clever way to showcase these rewards, as a normal listing could be boring and overwhelming for users. Having it as an animated slide was perfect to highlight the brand's accomplishment without being too on the nose.
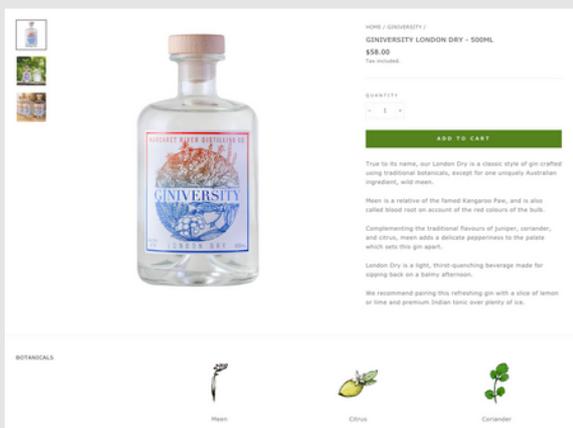
I love the use of greens for the buttons throughout the website, especially against the white background. Not only does it establishes the buttons from the rest of the element throughout the website, it gives a fresh pop as you're scrolling down the page.

In my website redesign for the Boston Brewing Co., I'd love to especially incorporate they way that Distillery has broken down the botanical flavours of their gins. By utilising illustrations of each tasting notes, I believe that it would be a much more interesting way to present information to the user, rather than just relying on lists and words.

Drīnk 818

The Drink 818 landing page showcases one of the most effective use of typography throughout. The website is simple and functional, yet users would still find it visually interesting through the of various typographic fonts.
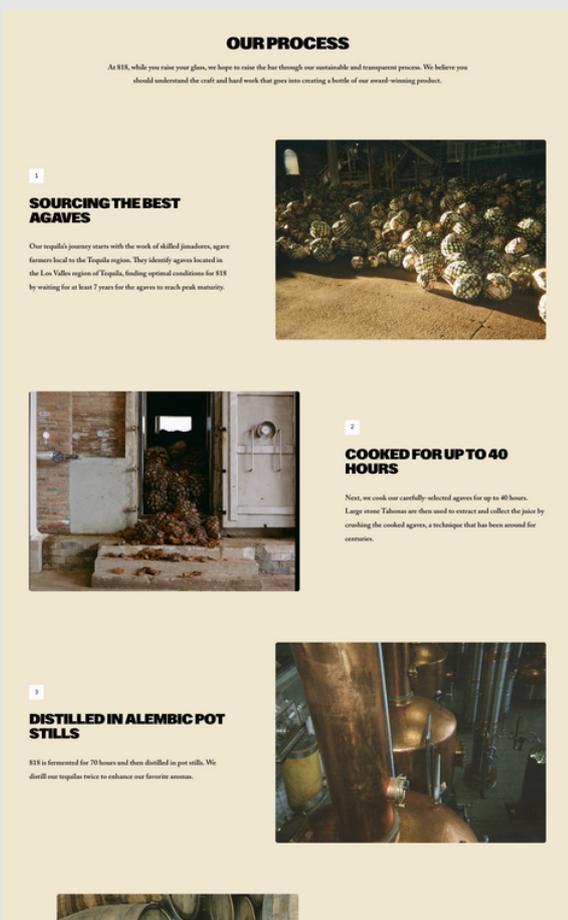
The common theme I've spotted in navigation bar these days, is that they all look the same; even if you're interacting with them. They all utilise either colour changes as you're hovering on a link or an underline. Drink 818 has subtly elevated one of the most feedback conventions, by using borders to indicate which page users are on through the navigation bar; something that you don't see very often.

I love the way that they have incorporated a timeline for their production process, using asymmetry to their advantage and bring more visual interest to the page. This is something that I would definitely want to incorporate to my redesign, perhaps to showcase the timeline of the Boston Brewing Co.'s history.
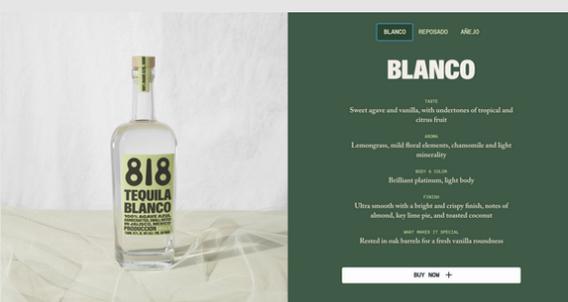
They've also broken the convention of using carousels to showcase their products as a quick overview, instead users are able to click on each product name to see information about it. It's something that could be interesting to incorporate into the potential design solution for the Boston Brewing Co. website.

Seedlip

EXISTING DESIGN SOLUTIONS

The Seedlip website is one of the my favourites for simple, yet interactive elements throughout the website. This particular website is definitely one of the most inspiring case studies I've found from a design perspective.

The landing page is quite traditional, with the expected hero page to welcome the user. Subtle animation, however, is present on the background with a bee flying over the page and branches subtly shifting in the wind. In result, it adds further depth and personality to the website.
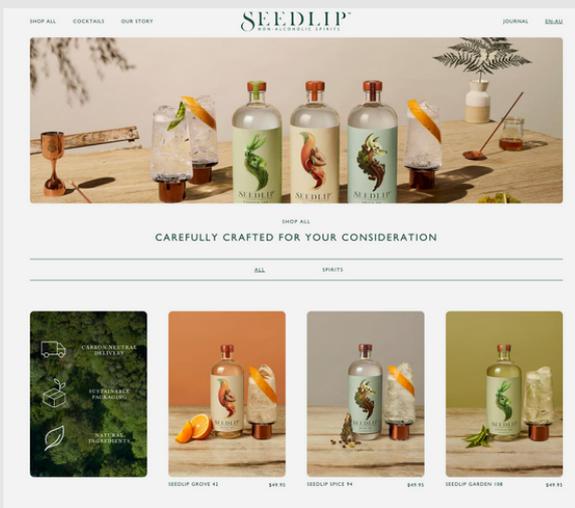
They have incorporated the traditional use of carousel to highlight different products they have available for their spirits, but they have taken it further by utilising shifting colours as you click through the slide. This particular feature is something I'm thinking of incorporating into my final design, as it's quite simple yet it makes such a huge impact to the overall flow of the website.
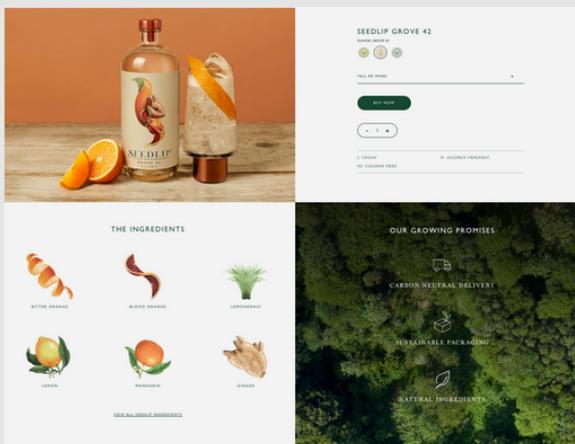
I also really appreciate how they have incorporated the Von Restorff effect into their shop page to communicate their business principles around sustainability. Although uniform with every other element on the website, it stands out by the use of typography and image.

The Seedlip website also demonstrates a much better breakdown of ingredients in their products, compared to Distillery.

Web Design Trends
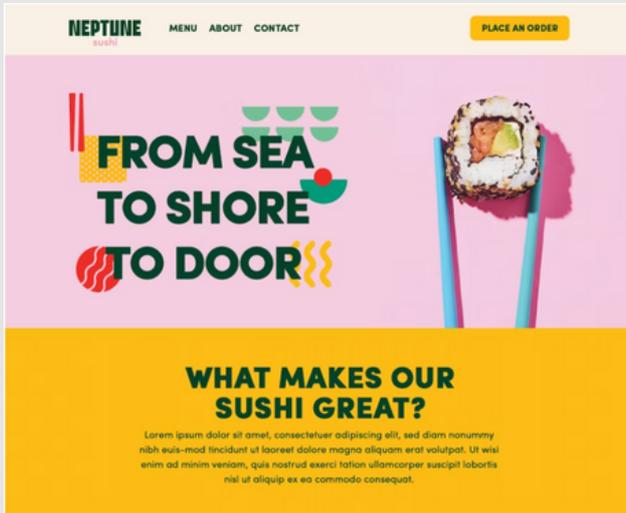
MEMPHIS DESIGN

The Memphis design trend is inspired by the aesthetics of the 80's by pairing chaotic patterns and shapes together. This trend resurfaced into web design at the end of 2021 and is in peak prominence, as a way to reject the mass minimalist approach to websites and bring a sense of colour and adventure (99Designs, 2022).

RETRO REVOLUTION

Similar to the 80's inspired Memphis Design, Retro Revolution highlights the best parts of 90's design. Utilising bright background colours, web designers are looking back to the aesthetics of Web 1.0 as a source of inspiration without the visual clutter and chaos (99Designs, 2022).

VISIBLE BORDERS

Stemming from the same inspiration as Retro Revolution, visible borders has become a huge trend for web design this year. By revealing the building foundations of the website, it's easier on the eyes especially for creating sections and grouping contents together (99Designs, 2022).
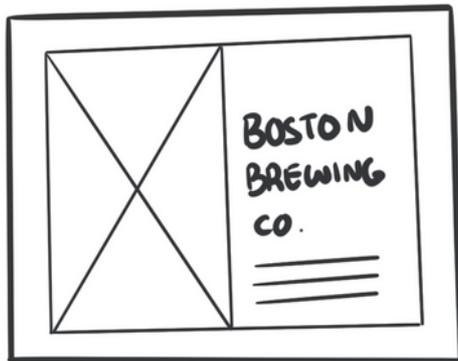
Initial Ideation
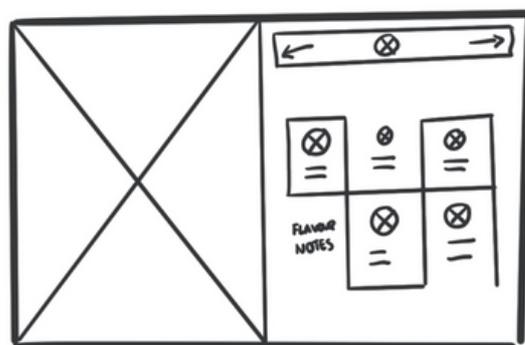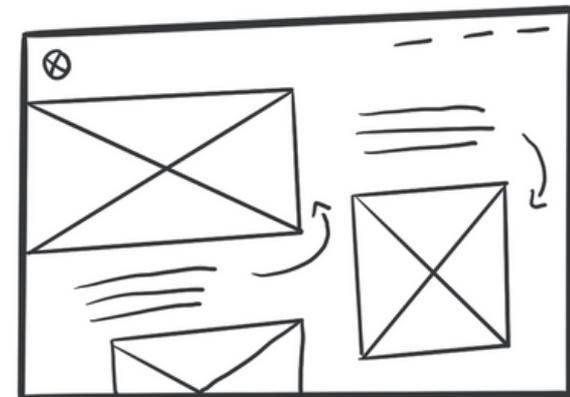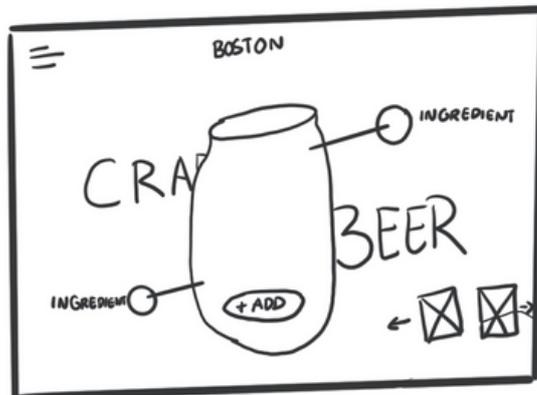
MINDMAP/ BRAINSTORM

Initial Ideation

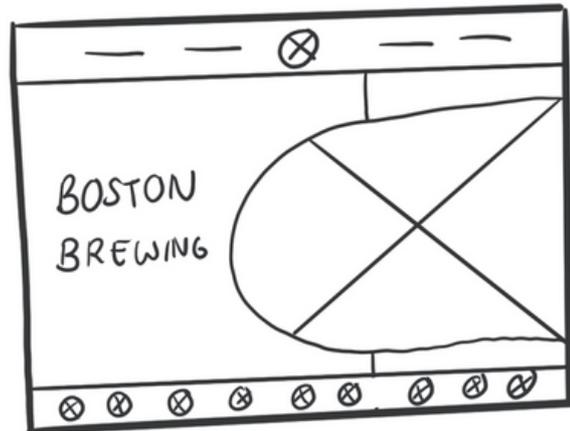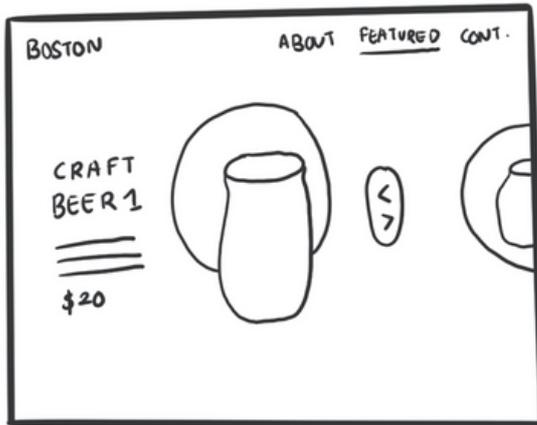## ROUGH CONCEPT SKETCHES
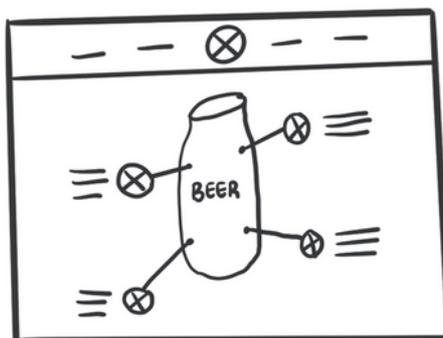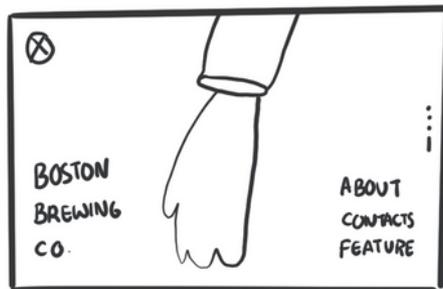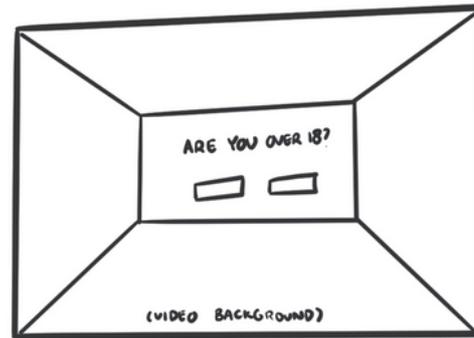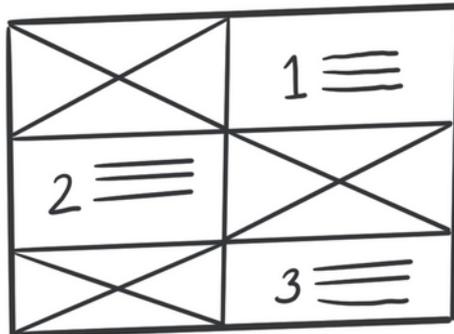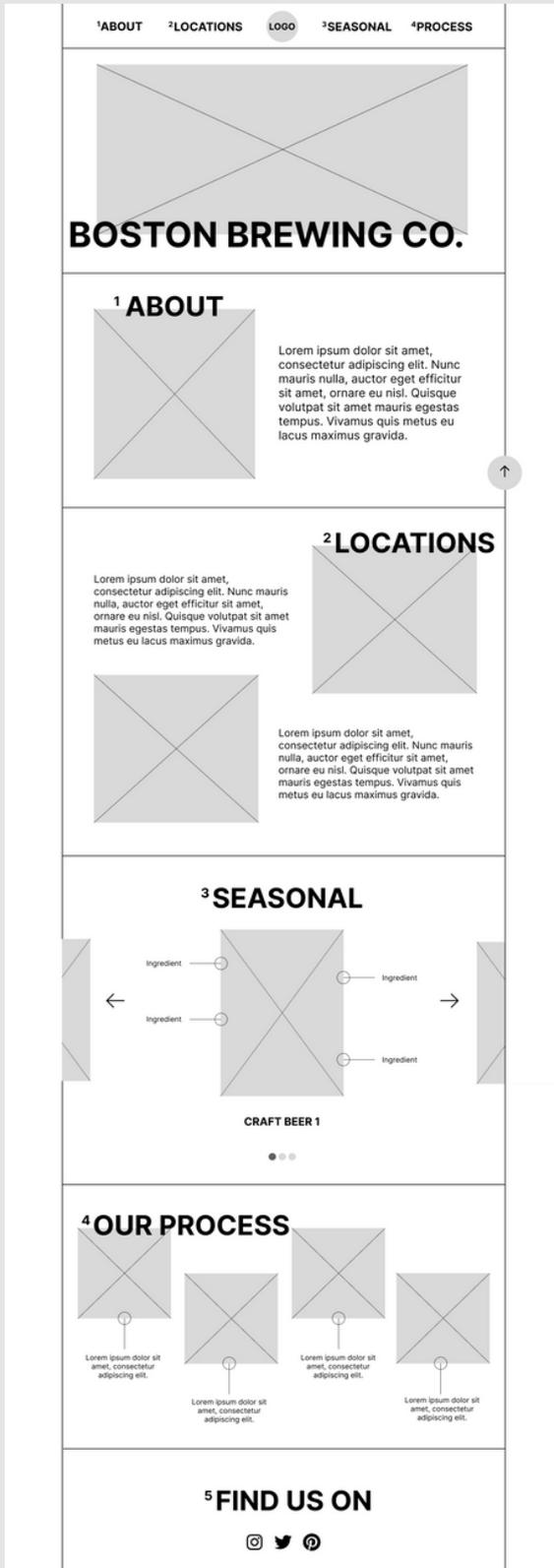
Initial Ideation

ROUGH CONCEPT SKETCHES
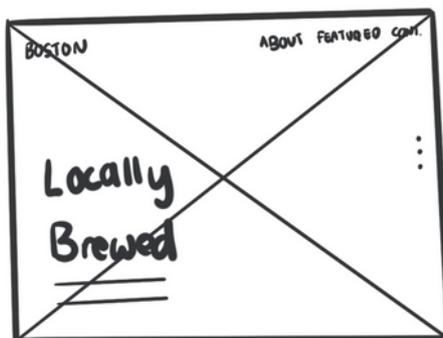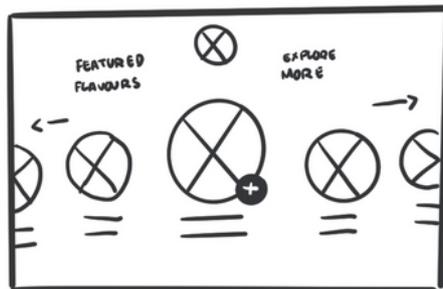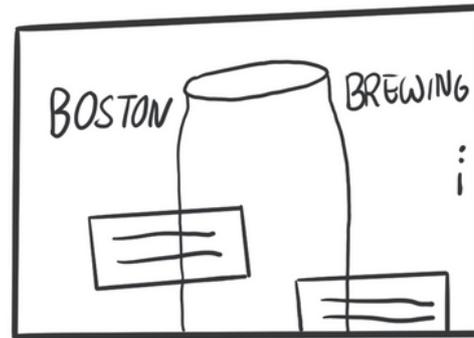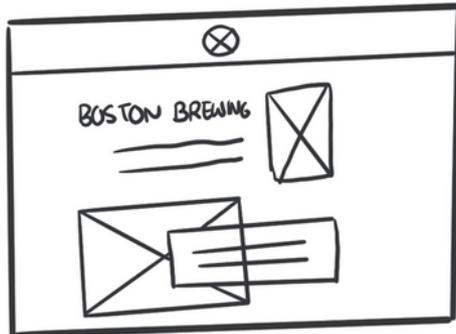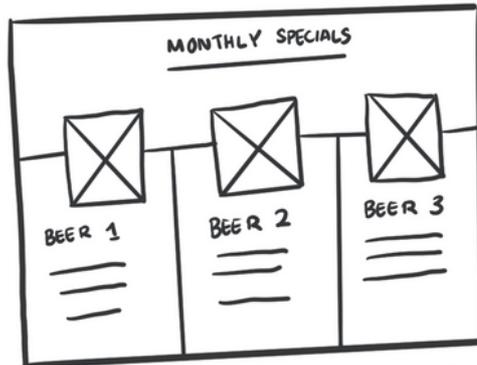
Initial Ideation

ROUGH CONCEPT SKETCHES

Concept 1

The first concept is inspired by the **Autumn** season, utilising the 2022 design trend of **Visible Borders** and **Typographic Hero Images**.

To give it less blocky look with the visible borders, I utilised the principle of **asymmetry** for images and sub-headings throughout the website. This approach will also maintain **visual interest** as customers browse through the website, with plenty of graphics and interactivity to showcase information.
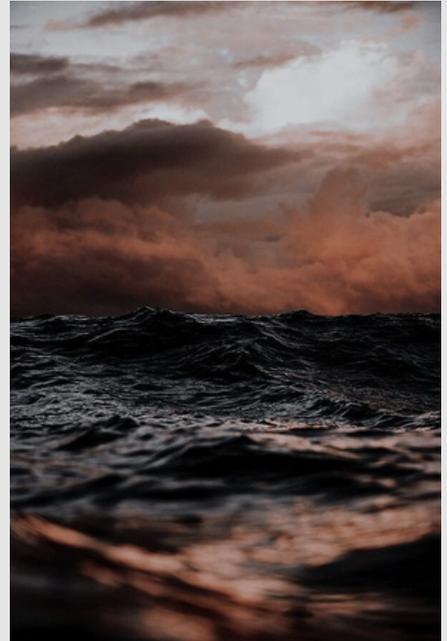
I wanted this concept to be **inviting** and **cozy**. In order to achieve this and prevent the harshness that usually comes with visible borders, the colour palate I have chosen relies heavily on **deeper** and **warmer tones**.

For ease of use, this concept will utilise a **sticky navigation** bar. As the user scrolls down the page, an **arrow** will appear on the bottom right for **easy navigation** and **quick access** to the top of the web page.

Hover animation will further boost user experience, especially within the Seasonal sub-section. When the user hovers on the image with their cursor, it will give a **breakdown of ingredients/flavour notes** of the seasonal beer. This sub-section also utilises an image **carousel system** for easy browsing experience between each flavours of craft beer.

Concept 1

COLOUR PALATE A

#646E8C	#F2DBAE	#F2B80C	#BF4A06	#732E07

COLOUR PALATE B

#9F9FA6	#3E4015	Copy	#A62F03	#D9420B

HANNA PHRITAGOLDA

Concept 2

WIREFRAME

The second concept is inspired by the **Summertime** season. In terms of design, this concept is the most traditional visually; with layout and information presented similarly to the current Boston Brewing Co. website.

I wanted the colour palate options to be **fresh** and **exciting**; a stark contrast from the earthy tones of fall. Similar to how the Drink Cann website utilises bright colours, I wanted to emulate that same feeling of **excitement**.

In contrast to the first concept, this one utilises the principle of **symmetry** to create balance as the user begins to scroll down from the hero image. I wanted to establish clear **visual hierarchy** throughout the user flow, balancing proportions between the graphics and the type.
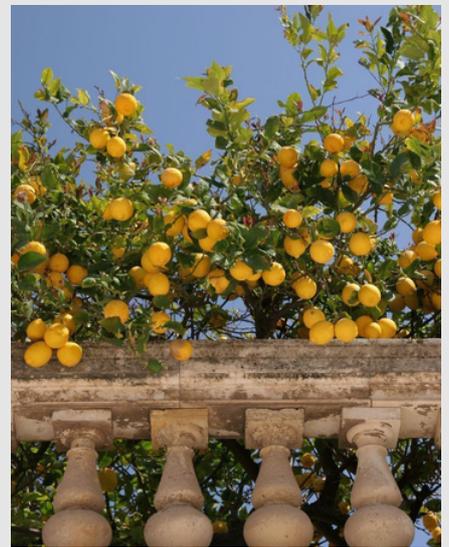
For the hero image, I wanted to include **subtle background animation**. It will be enough not to take one's attention from the rest of the website, but enough for it to be intriguing for the users.

Sticky navigation bar is included in the design for ease of navigation, paired by a **sticky arrow** that would appear as the user scrolls down through the page.

Instead of using normal colour hover effect for the season flavours section, I also wanted to have a hover effect where the a background will appear instead as the user hovers on the featured products.

Concept 2

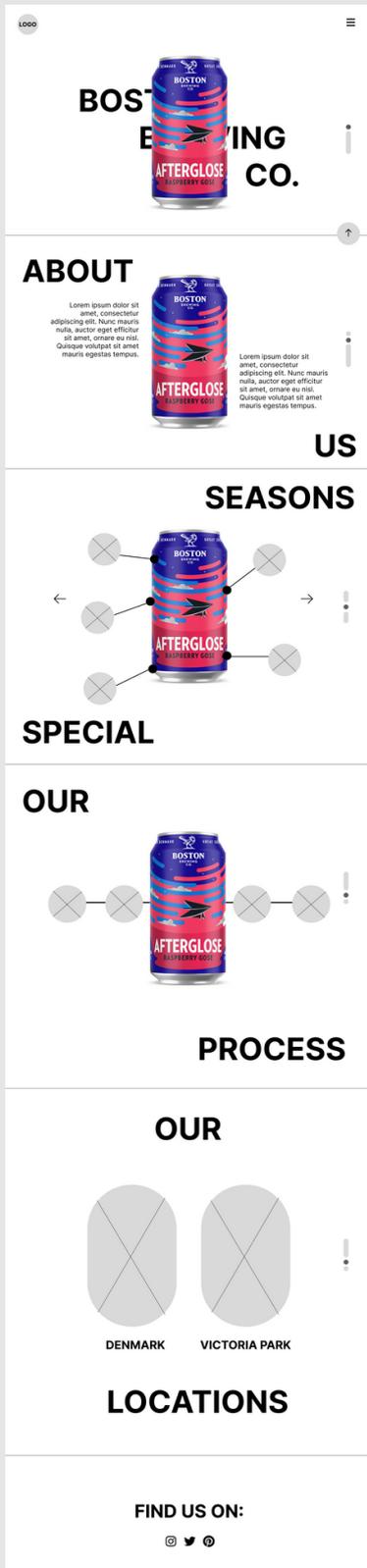## MOODBOARD

COLOUR PALATE A

#03A688	#F27127	#D9B9AD	#F25430	#730202

COLOUR PALATE B

#3097BF	#39A7BF	#358C6C	#F2EB88	#D99066

HANNA PHRITAGOLDA

Concept 3

WIREFRAME

The last concept's theme is inspired by the **Spring** season, combining the design trend of **Interactive Scrolling** and **Typographic Hero Image** to further encourage user engagement. Like the season itself, this concept will be a play on the theme of the rebirth of the website itself.

The colour palates options are a much subdued versions of the summertime colour palates. I'm leaning more towards the use of **peach-toned colours** as they would match the overall branding of the Boston Brewing Co. a little bit better.

The main interaction for this concept is the **scrolling experience**. As users scroll down the page, the image of the can will remain in the middle as every other elements (headings and sub-headings) change. Any new content presented will also appear using **parallax scrolling effect** to make it more interesting.

Subtle animation will also be utilised throughout, particularly in elements such as the **page bar** on the right hand side. The inclusion of the bar will also double as a **navigational tool** for the users, indication which subsection they're in as they progress forward.

Instead of the full navigation bar, I opted to put subsection links into a **hamburger menu** as I want the customer to browse and navigate through the website first.

Concept 3

MOODBOARD

COLOUR PALATE A

#60BFBF	#147335	#F2B705	#F29F05	#A62D2D

COLOUR PALATE B

#D9436B	#BDF2E3	#055902	#F28F6B	#D92B04

HANNA PHRITAGOLDA

Final Concept

Hamburger Menu

Subtle Bubbles Animation

Page Navigator

Sticky header

Down Arrow

Interactive Scrolling Between Sub-Sections

Background colour change with each sub-sections

Bubbles and can shifting positions with animation

Final Concept

Sticky header

Ingredients

Image Carousel

Subtle Bubbles Animation

Season's

Summer Nights

Specials

Season's

Fresh Citrus

Herby Feel

Summer Nights

Summer Ale

Specials

Hovering on image will reveal details of the beer
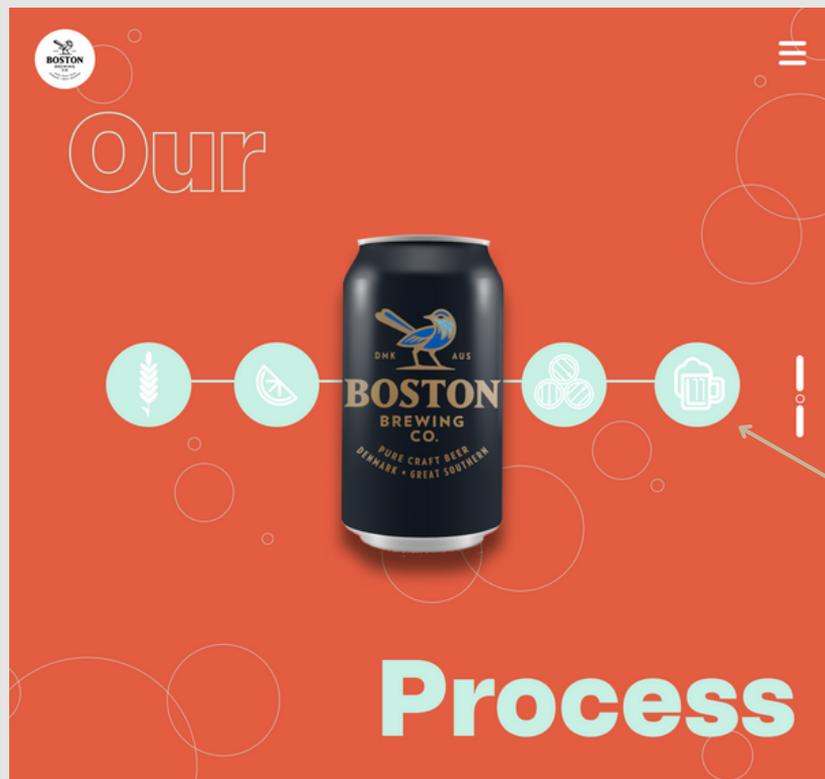
Season's

Specials
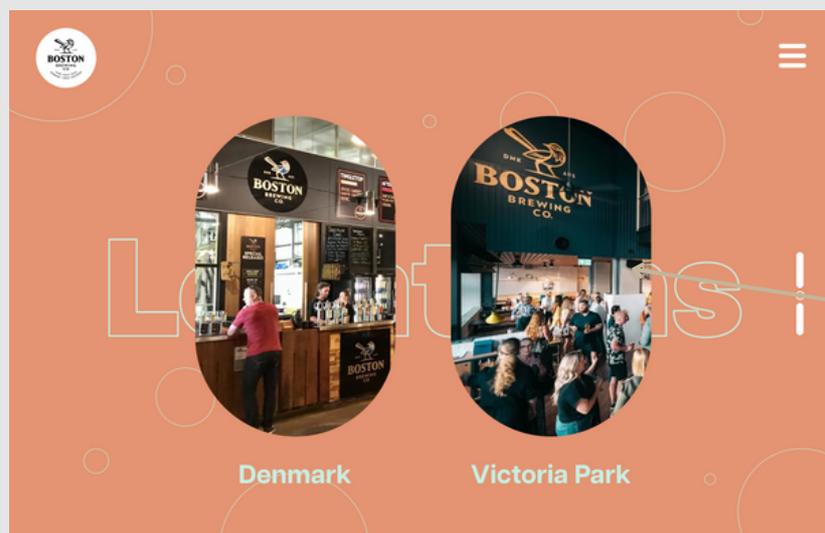
New beers appear when clicking the arrows

Final Concept

MOCK-UP BREAKDOWN

More information when hovering over the icons

More information when hovering over the photos

HANNA PHRITAGOLDA