

Project Brief for Grawlix Bar Redesign



Project Overview

This project focuses on redesigning the website for Grawlix, a well-known bar in Dripping Springs, Texas. Despite its popularity and unique offerings, the current website fails to effectively communicate the bar's identity, menu, and atmosphere. The goal is to create a cohesive and engaging online presence that reflects Grawlix's true character and enhances user experience.

Company Background and Problem Space

Grawlix is a bar with a strong local reputation but lacks a compelling online narrative due to the absence of an "About Us" page. This missing element leaves visitors without a story or connection to the bar, potentially reducing engagement and loyalty for new customers. The current drink menu, which appears slightly lack lustered, does not align with the sophisticated cocktail experience that Grawlix offers, leading to potential mismatches in customer expectations.

Additionally, the website's accessibility is subpar, making it difficult for all potential patrons to engage with the content. The merchandise page lacks pictures, failing to entice customers to purchase branded items. Navigation is inconsistent, with no top navigation bar, forcing users to return to the homepage to access other pages, which disrupts the user experience.

Key Areas of Focus

1. **Storytelling:** Introduce an "About Us" page to share Grawlix's history, values, and unique attributes, fostering a connection with visitors.
2. **Drink Menu:** Redesign the drink menu to reflect the bar's sophisticated offerings and enhance visual appeal.
3. **Accessibility:** Improve accessibility features to ensure the website is usable by all patrons, including those with disabilities.
4. **Merchandise:** Add high-quality images of merchandise to the merchandise page to boost sales and interest.
5. **Navigation:** Implement a consistent top navigation bar across all pages to enhance user experience and ease of access.
6. **Food and Atmosphere:** Showcase the food offerings and atmosphere with ample, high-quality images to attract visitors looking for a comprehensive bar experience.

By addressing these key areas, the redesign will not only improve the functionality and aesthetics of the Grawlix website but also enhance the overall customer experience, driving engagement and patronage.