

[Topsy]

Margarita Recipe

Background

- **[Informational]** – *There are people who want to learn at least the basics of mixing margarita and also useful for licensed bartenders who want to expand their knowledge .*
- **[Experimentation]** – *This tutorial is useful because it gives site visitors opportunities to learn how to mix a margarita without prior knowledge.*

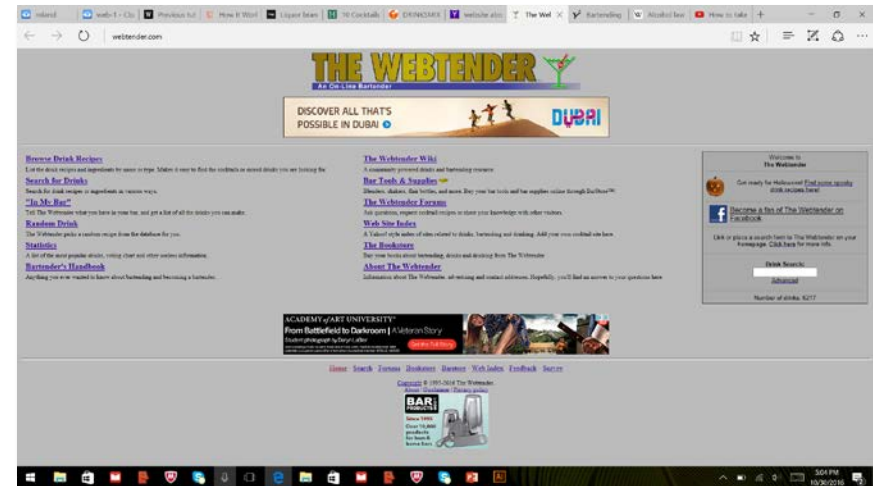
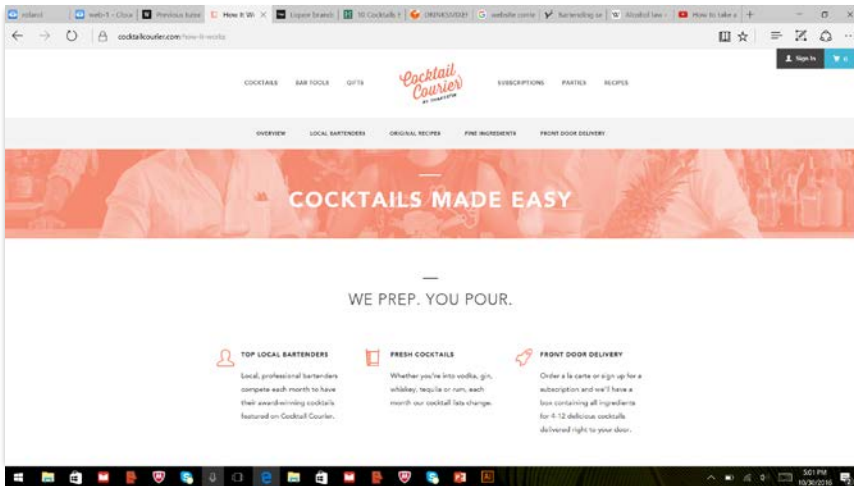
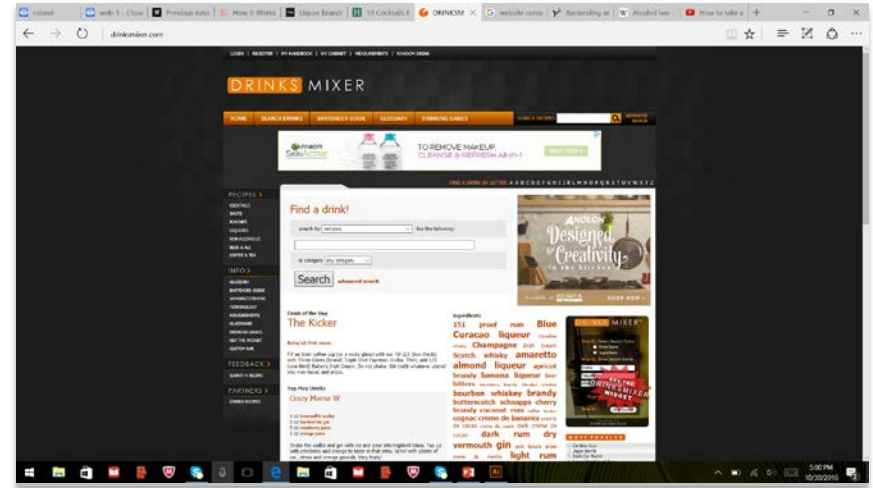
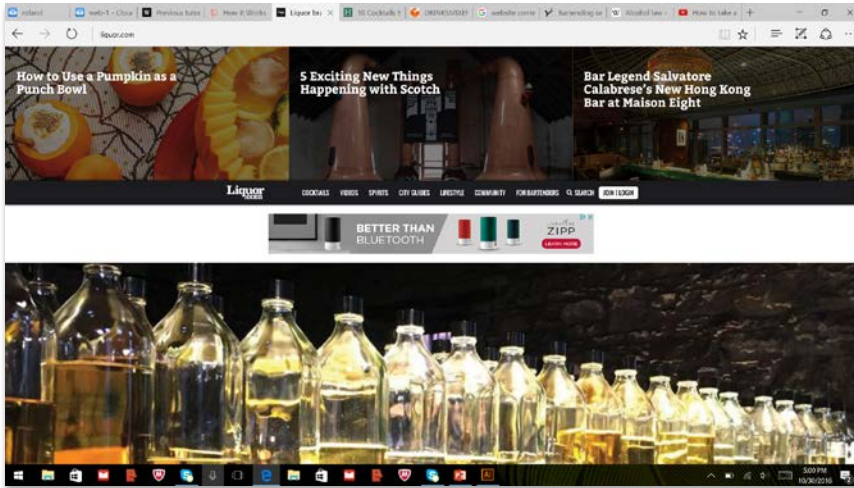
Design objectives & strategy

- *The goal of tipsy is to...*
- *...show people how to properly mix a margarita.*
- *...make it easy for the visitors to navigate.*

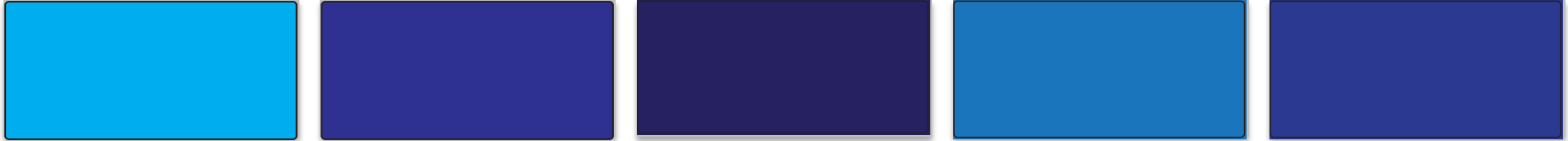
Site audience

- *This tutorial site will help people who wants to learn how to mix drinks for any occasions.*
- *Visitors include people that are legally old enough to purchase alcohol who wants to learn how to mix a margarita. Whether it's a bartender or someone who has absolutely no knowledge about bartending.*

Competitors



Colors and textures



Keywords

Site should be

- *Classy*
- *Bubbly*
- *Cool*

Site shouldn't be

- *Boring*
- *Confusing*
- *Loud*

Content for the site

The site should include content like...

- *Recipes*
- *Home*
- *Contact*