

Site Description

Tipsy provides tutorial on how to make a Classic Margarita. The Margarita is one of the most popular cocktails in North America for good reason. Combining the tang of lime and the sweetness of orange liqueur with the distinctive strength of tequila, our classic Margarita strikes all of the right keys. It is one of the most popular cocktail in North America.

I decided to redesign this site because I wanted to make a site that focuses only about Margarita. I wanted to site to look simple, clean and easy to navigate. I also wanted to make the site more interesting and engaging to visitors. I wanted to peak peoples interest and draw them into the site with vibrant images and organized, clean layouts.

The current site is a bit confusing and hard to navigate. With my redesign I really focused on keeping the navigation clear and simple. I also wanted to emphasize the main reason why people visit the site. People visit the site to find information about the margaritas, watch the tutorial video, learn the tutorial steps and find out more about different kind of margaritas which is why I focused on these areas in my website.