

Live on the Vine

Website redesign Proposal

Overview



Who we are

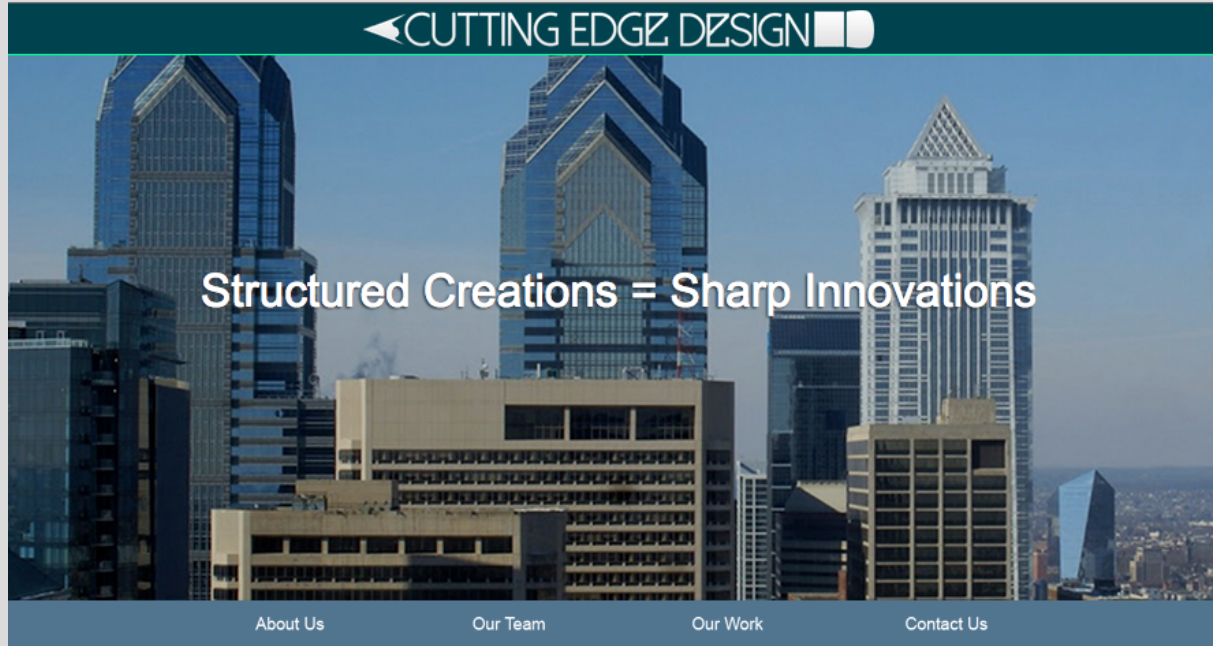
Cutting Edge is a user-centered design firm focused on

- management
- human interaction techniques
- design
- programming
- rapid cloud-based development.



What we do

We produce



www.cuttingedgesdesign24-7.com

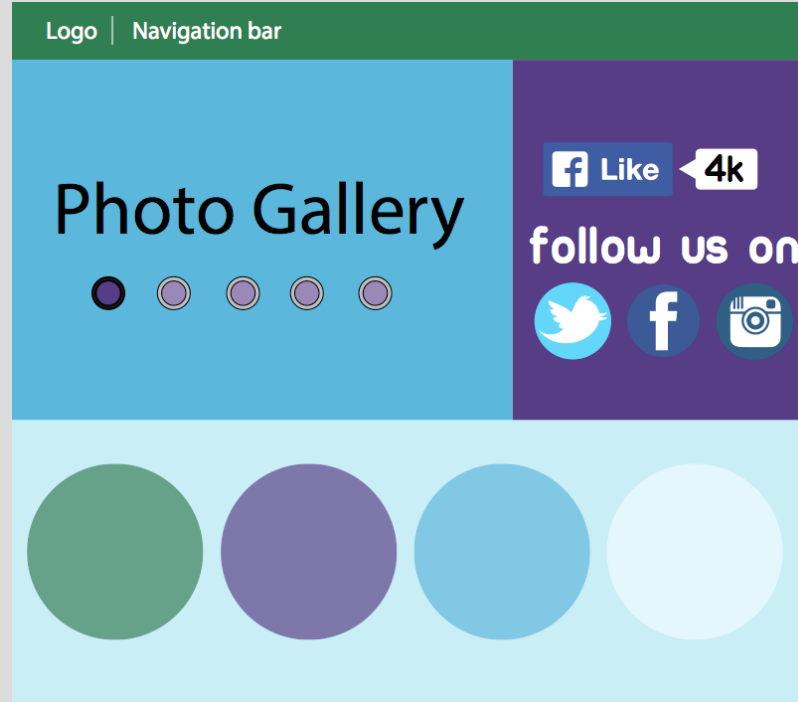
Purpose

Redesign the Live on the Vine festival website



Goal

updated the user interface



Synchronization



SYNERGY



The target area ranges from New York City to the west and Connecticut to the east





Evelyn Rivera

"Music and wine frees the soul"

Job Title: Works at an insurance company & runs a zumba studio

Purchase
tickets

Get
directions

View
events

Social
media



Gerry Cantagallo

"I am a Wine Enthusiast"

Job Title: Retired; Former employer of General Electric;
Sommelier (professional wine taster)

Purchase
tickets

Real time
directions

Detailed
events

Lodging
resources



Sponsors

“Why should i give my money to you?”

Job Title: person or organization that provides funds for a project or activity carried out by another, in particular.

Event
exposure

Wine
listings

Area
events

Advertising
opportunity

Usability testing



Optimal Workshop

Usability testing



OptimalSort

Information architecture



Treejack

Information architecture

Navigation



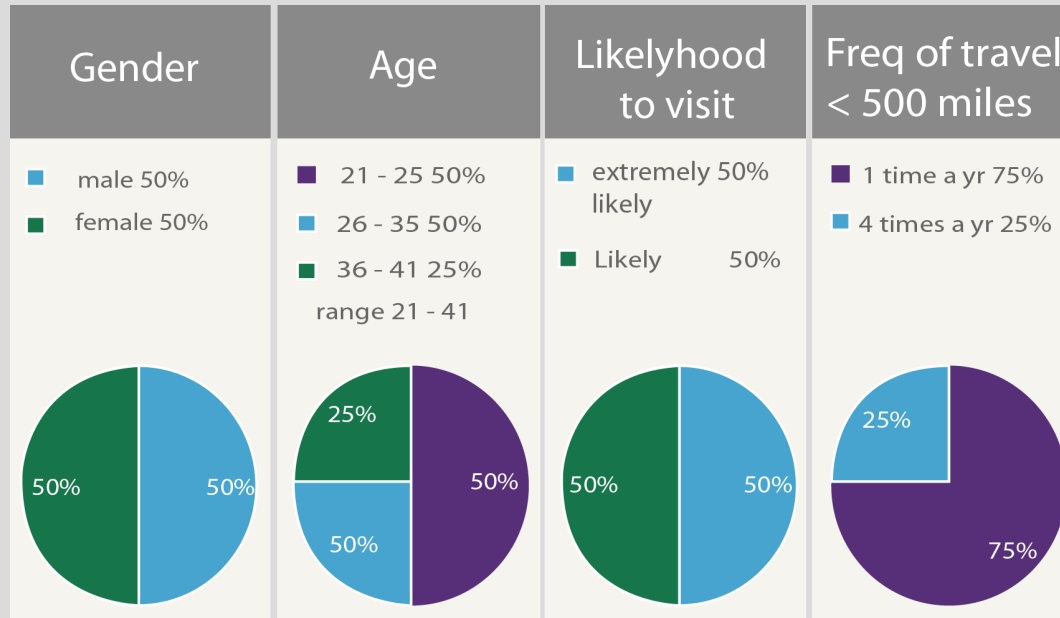
Chalkmark

First click analysis

Information architecture

Navigation

Participant overview



Card sort results

	Contact	Events	Gallery	Packages	Tickets	Un named	Venues	about
Are there any special offers/discounts				4				
Can I purchase tickets online					4			
Can I upload videos/photos			3			1		
How do I get to Long Island							2	2
I want to become a sponsor	2			1				1
I want to perform at the festival	2			1		1		
I want to plan a trip to the area	1			2		1		
I want to view pictures from previous events			4					
What are the dates for the festival		4						
What type of lodging is available to visitors				2			1	1
Where are the wineries							4	
Where will the performances be held		2					2	
Who are the festival organizers	1							3

Treejack results

Task 3

How do I get to the wineries?

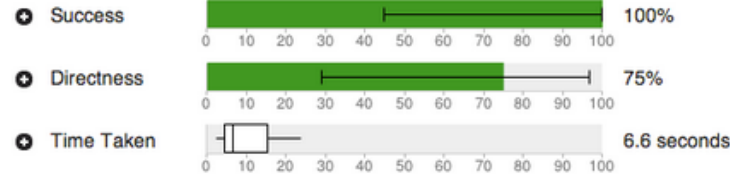
Events → Wineries

Transportation → Directions



Direct Success	3	75%
Indirect Success	1	25%
Failure	0	0%
Skip	0	0%

[View the Pietree for this task](#)

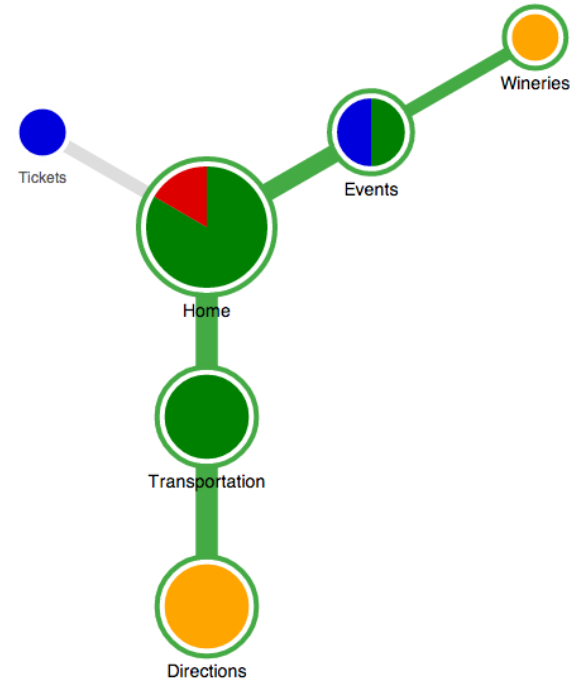


Legend - Pies

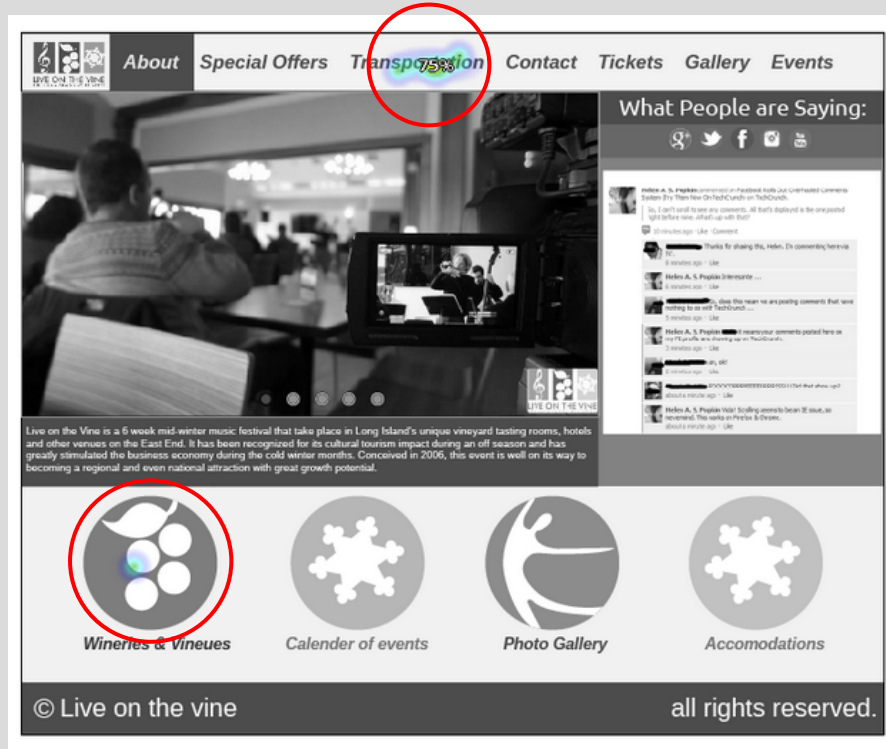
- Went down the right path
- Went down the wrong path
- Went back
- Nominated as correct answer
- Skipped question

Legend - Lines

- Correct path
- Incorrect path



Chalkmark results



Information Architecture

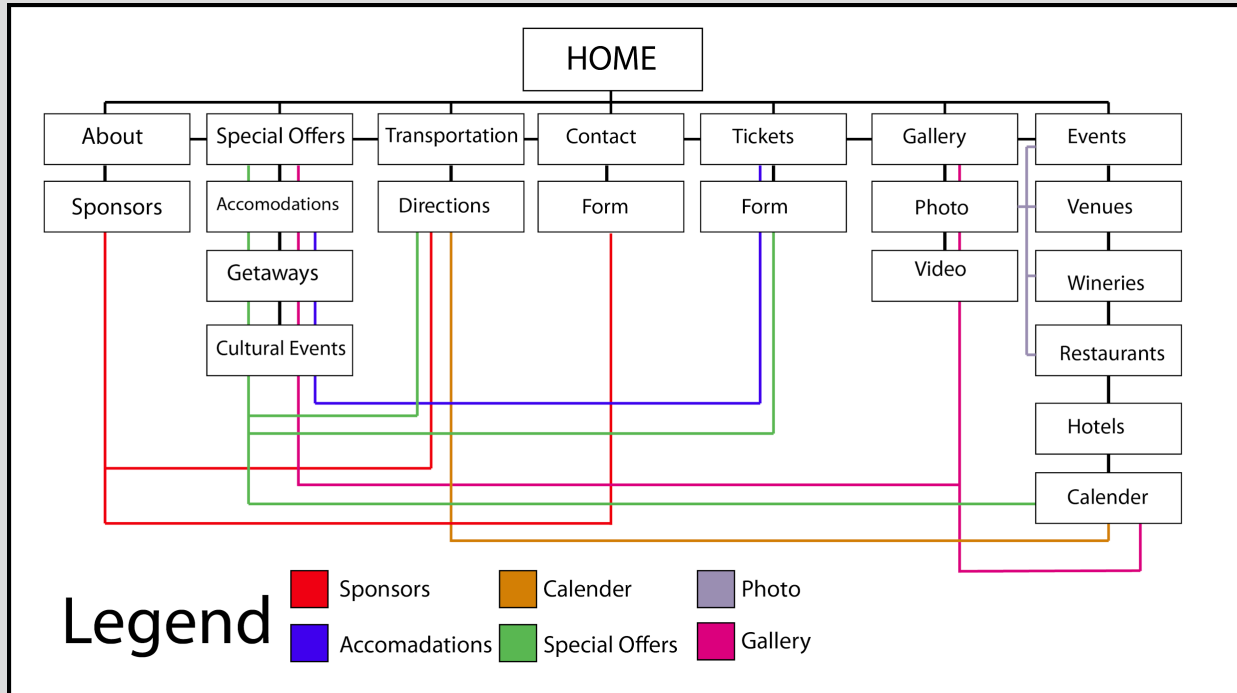
Original architecture

1. Home
2. Wineries/venues
3. Calendar of events
4. Photo gallery
5. Area events | Accomodations | Getaways | Special offers
6. Directions (external page)
7. About us (pop up)
8. Tickets
9. Contact

Proposed architecture

1. Home
2. Special offers
3. Transportation
4. Contact
5. Tickets
6. Gallery
7. Events
8. About

Proposed site map



Design

LOTV Style guide

Inspiration

Long Island and its award winning selection of vineyards and wineries.

8th annual winterfest; showcasing a range of musical styles including jazz, blues, country and more

6 weeks from Feb - Mar

Font Styles

Arimo regular

Ubuntu light

Josefin Sans light

Josefin Sans thin

Color palette

#20603B	#44899E	#382763	#7358D2
#2C8052	#57B7DE	#573988	#7055A5
#3FAA6D	#65CEE9	#5748A0	#3FAA6D
#6B797F	#B0C6D6	#7450BC	#ECEAF9
#7358D2	#E3F7FC		

Icons



Wineries & Vineues



Calender of Events



Photo Gallery



Accomodations



Directions



**WINERIES &
OTHER VENUES**



**CALENDAR OF
EVENTS**

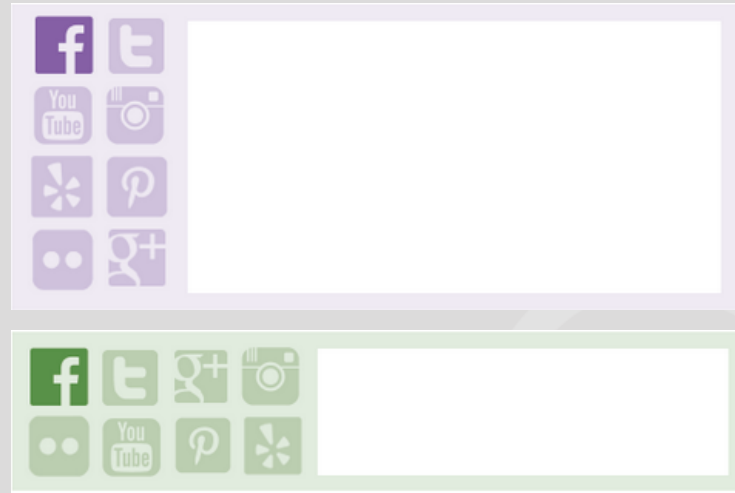
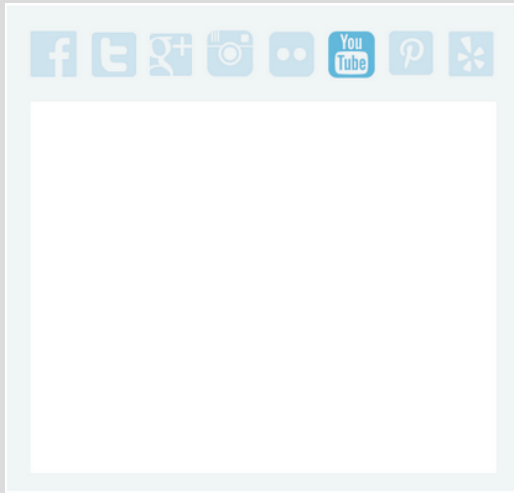


**PHOTO
GALLERY**

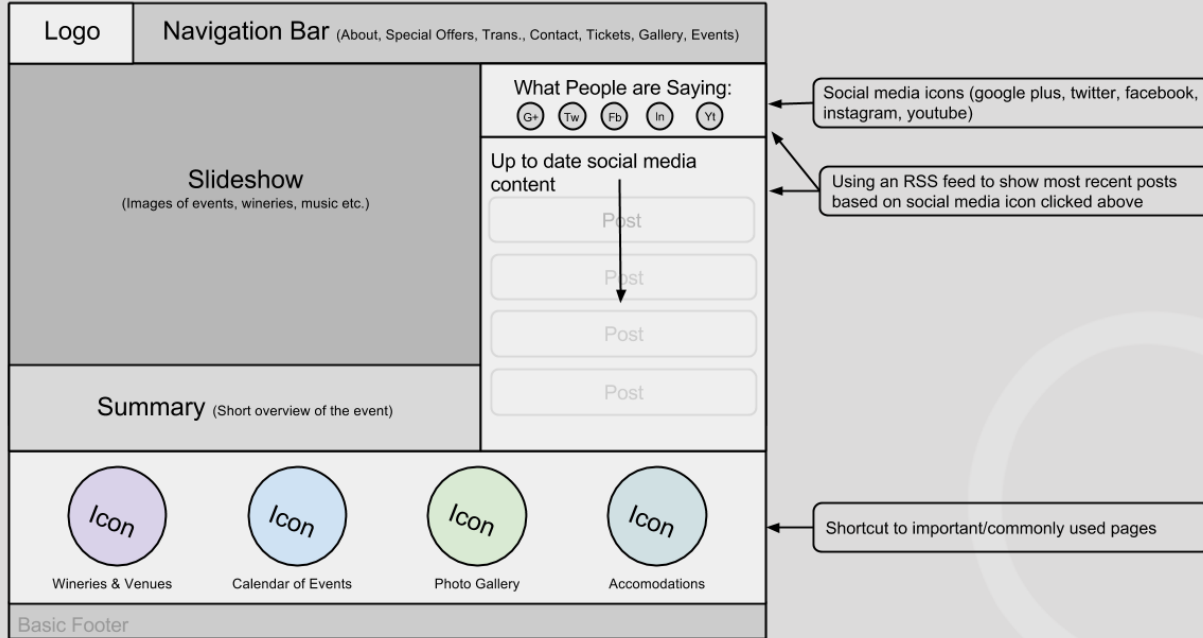


**ACCOMMODATIONS
GETAWAY PACKAGES
AREA EVENTS
SPECIAL OFFERS**

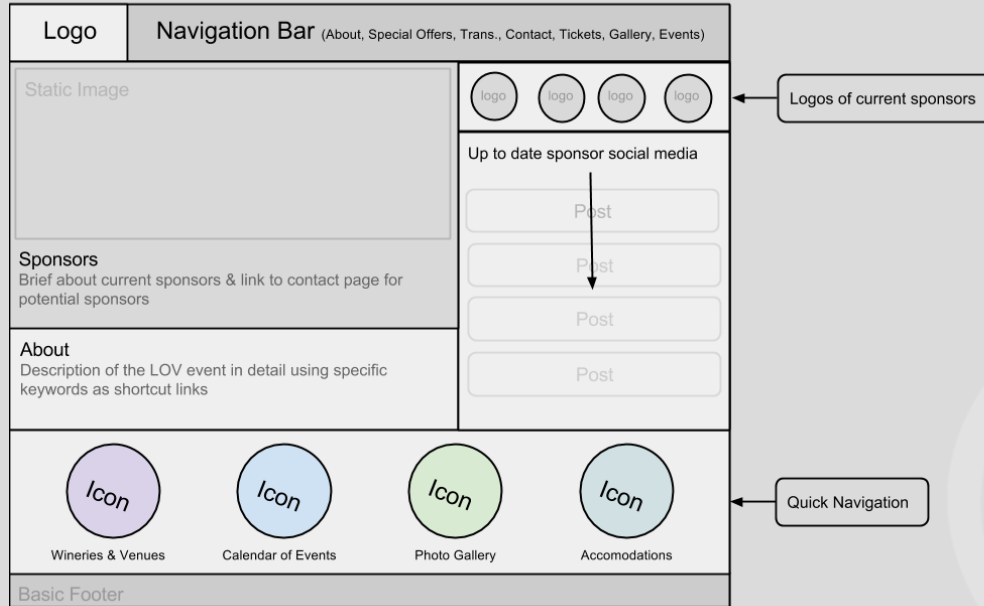
Social integration



Live On The Vine (homepage)

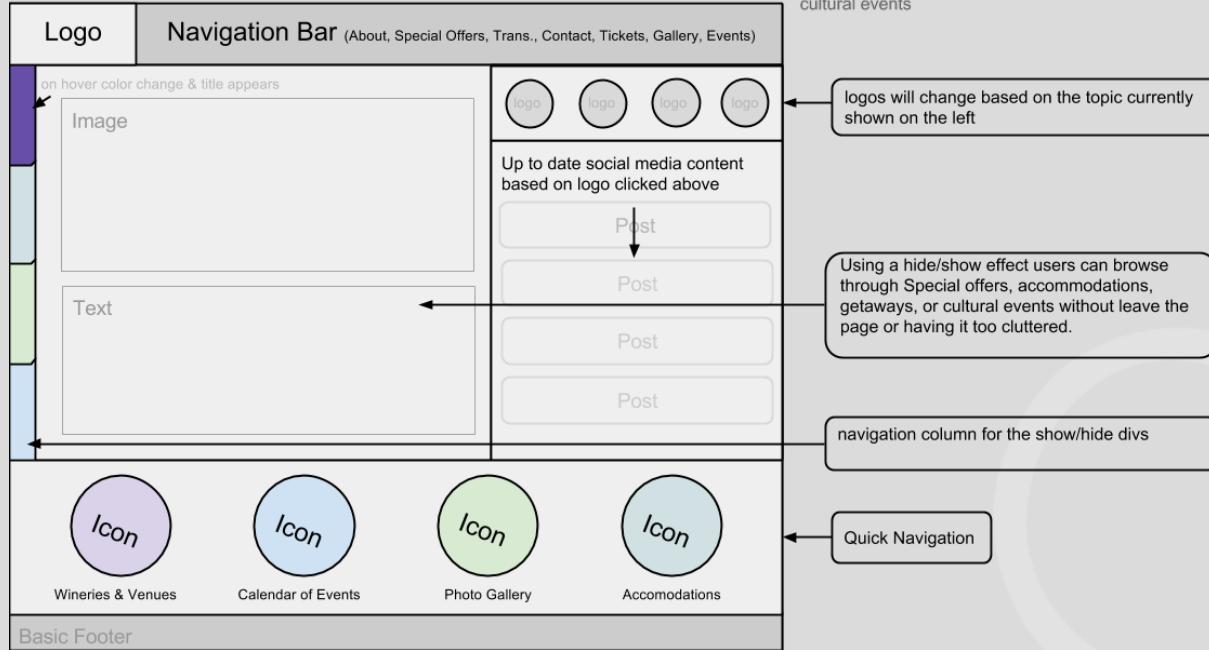


Live On The Vine (about)



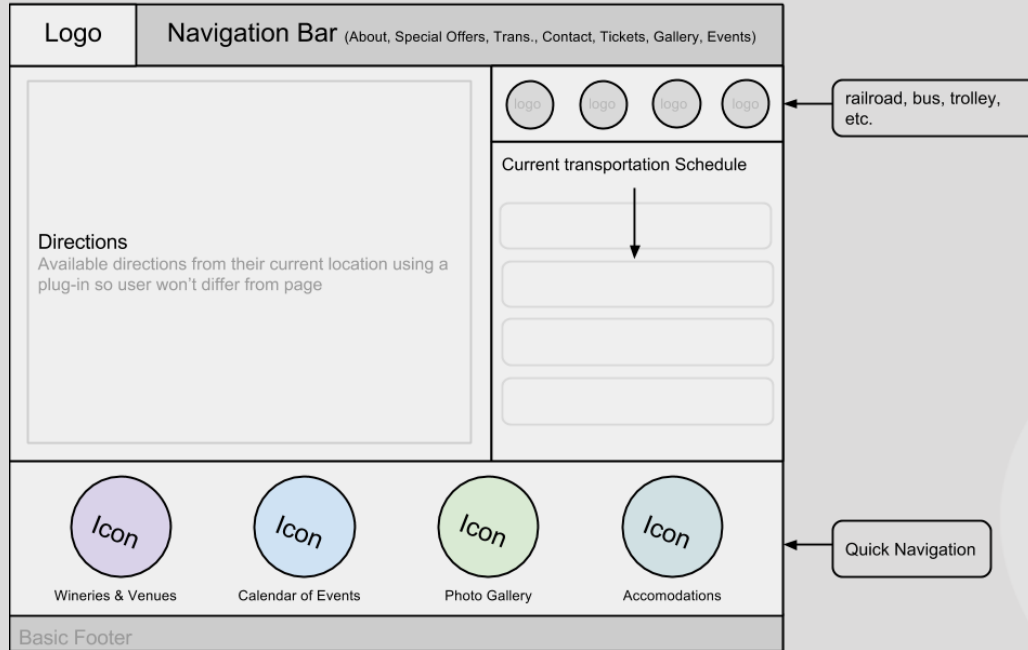
Live On The Vine (Special Offers)

Includes:
Special Offers
accommodations
getaways
cultural events



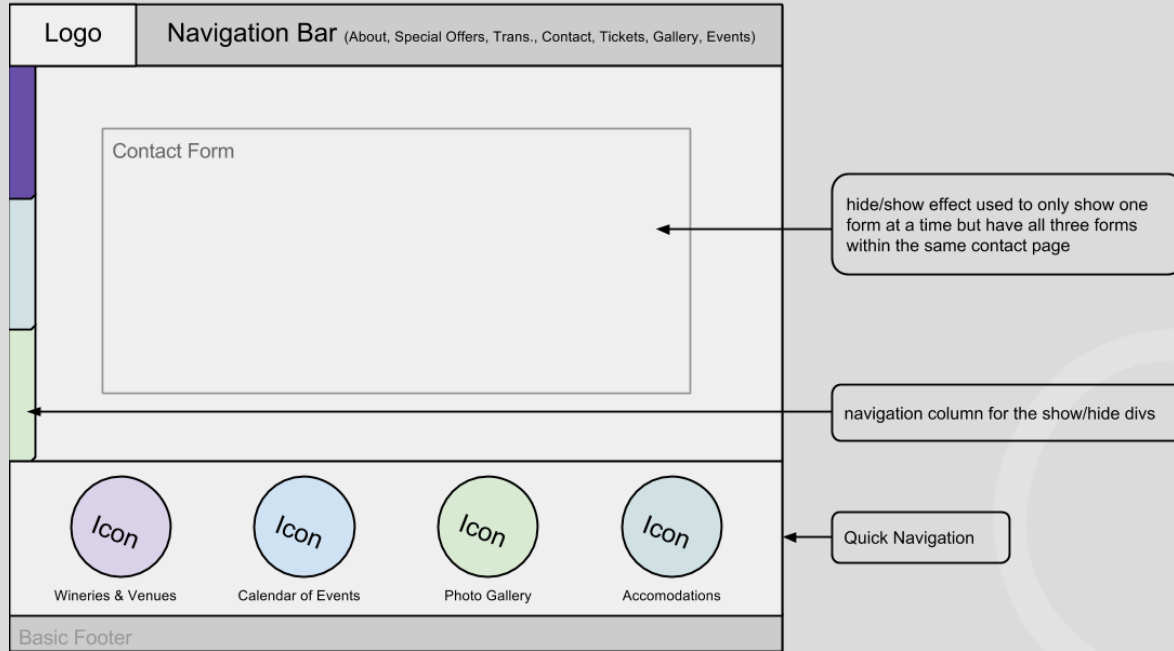
Live On The Vine (Transportation)

Includes:
transportation/directions

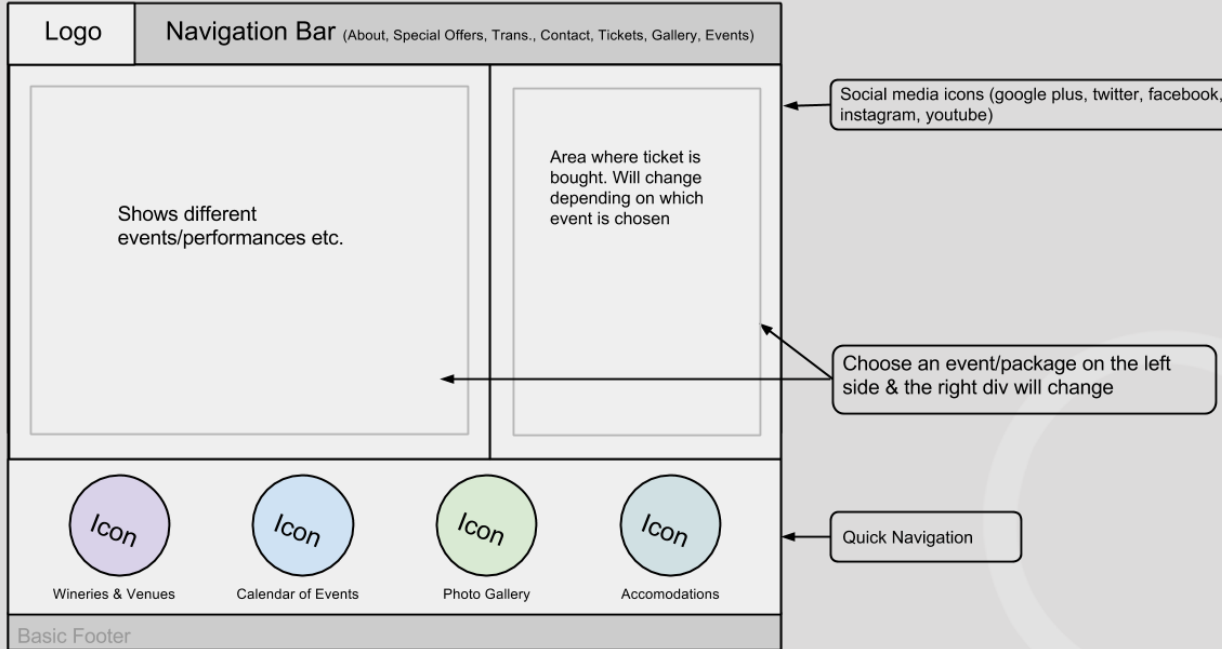


Live On The Vine (contact)

Includes:
3 separate forms
(performers, sponsors, general)



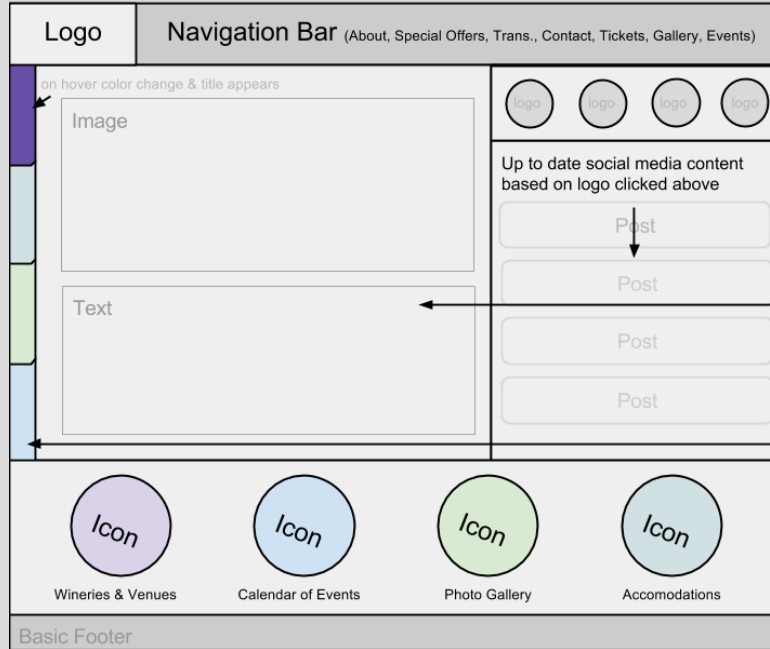
Live On The Vine (ticket)



Live On The Vine (Events)

Includes:

events
venues
wineries
restaurants
hotels
calendar



logos will change based on the topic currently shown on the left

Using a hide/show effect users can browse through Special offers, accommodations, getaways, or cultural events without leave the page or having it too cluttered.

navigation column for the show/hide divs

Quick Navigation

Live On The Vine (gallery)

Includes:
3 separate forms
(performers, sponsors, general)

Logo	Navigation Bar (About, Special Offers, Trans., Contact, Tickets, Gallery, Events)	
<div></div> <div></div> <div></div>	<div data-bbox="392 341 625 385">depending on Div shown Photos/videos/possible live stream?</div> <div data-bbox="653 472 672 483">←</div>	<div data-bbox="938 341 993 361">Photos</div> <div data-bbox="836 374 1093 412"></div> <div data-bbox="871 450 929 470">Browse</div> <div data-bbox="971 450 1029 470">upload</div> <div data-bbox="929 505 987 525">Videos</div> <div data-bbox="836 538 1093 576"></div> <div data-bbox="871 614 929 634">Browse</div> <div data-bbox="971 614 1029 634">upload</div>
	<div data-bbox="397 727 500 827"><div>Icon</div></div> <div data-bbox="382 838 510 858">Wineries & Venues</div> <div data-bbox="585 727 687 827"><div>Icon</div></div> <div data-bbox="568 838 695 858">Calendar of Events</div> <div data-bbox="768 727 871 827"><div>Icon</div></div> <div data-bbox="774 838 865 858">Photo Gallery</div> <div data-bbox="952 727 1054 827"><div>Icon</div></div> <div data-bbox="954 838 1054 858">Accommodations</div>	
Basic Footer		

Area to upload your own videos/pictures

hide/show effect used to only show one div at a time

navigation column for the show/hide divs

Quick Navigation



[About](#) [Special Offers](#) [Transportations](#) [Contact](#) [Tickets](#) [Gallery](#) [Events](#)



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisi ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum

What People Are Saying



Wineries & Vineues



Calendar of Events



Photo Gallery



Accomodations



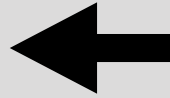
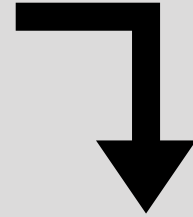
Directions

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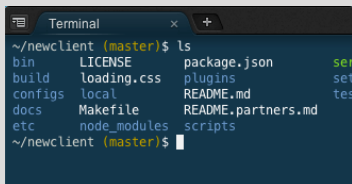
Development



+



Cloud9 IDE

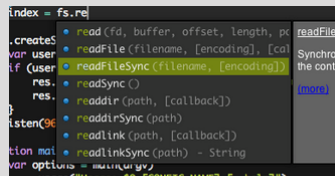


```
Terminal x +
~/newclient (master)$ ls
bin      LICENSE  package.json  server.js
build    loading.css  plugins       set
configs  local      README.md    tes
docs     Makefile   README.partners.md
etc      node_modules  scripts
```

Built-In Terminal

For command-line wizardry

Run any powerful command on your Ubuntu workspace or on your own VM. Do a `git push`, compile your app, or `tail` server output - the Terminal enables any development stack.

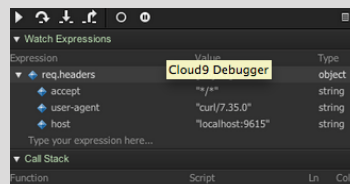


```
index = fs.readFile(fd, buffer, offset, length, p
var user
if (user
  readFileSync(filename, [encoding], [cal
res.
  readSync ()
  readDir(path, [callback])
  readDirSync(path)
  readlink(path, [callback])
  readlinkSync(path) - String
var options = {encoding: 'utf8', flags: 'r', mode: 0644}
```

Language Tools

Make writing code a breeze

Code Completion suggestions appear as you type to help you code faster and avoid typos. Use the Outline view to better understand your code, and Jump to Definition of variables for easy navigation.

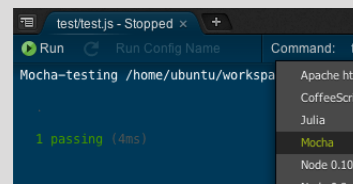


```
Cloud9 Debugger
Watch Expressions
Expression      Type
req.headers     object
  accept        string
  user-agent     string
  host           string
Type your expression here...
Call Stack
Function      Script      Ln      Col
```

Debugger

Inspect the state of your app

The Debugger enables you to set breakpoints, step over and through, and inspect variables of any JS/Node.js app. Or jump right in to the Immediate Window to execute code in a debugging session.



```
test/test.js - Stopped x +
Run Run Config Name Command: test
Mocha-testing /home/ubuntu/workspa Apache http
Julia CoffeeScript
Mocha Node 0.10.x
Node 0.8
```

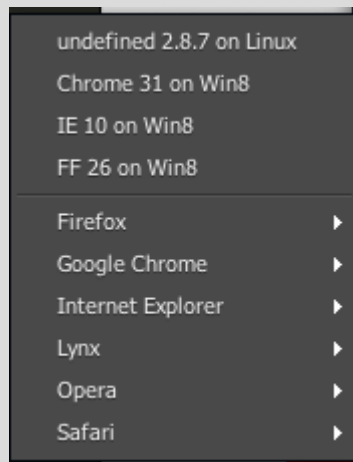
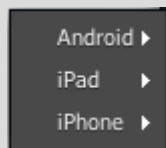
Run Panel

Run any language

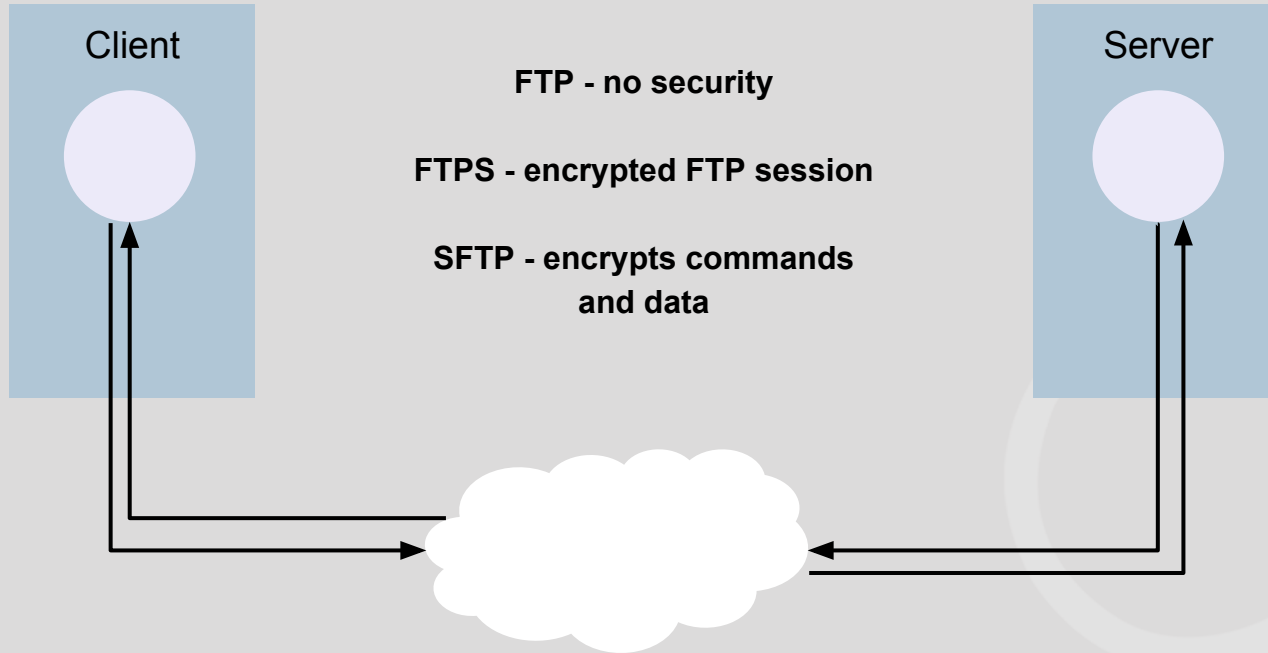
Choose from an extensive set of default Runners to execute your app, such as Ruby, Python, PHP/Apache, CoffeeScript, or Node.js. Or run any command in a Run config, including environment variables.

Testing

Sauce Labs real-time simulation of ALL modern browsers and platforms.



Launch



Demo



<https://preview.c9.io/loosheirz/lotv/workspace/lotv.html>

Pricing

Project commitment estimate is U.S. \$32,825.60.

scope 19,395.00	optional scope 6,250.00	not addressed 10,200.00
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Conclusion

Specific user profiles and targeted research

Synchronization/synergy

Redesigned information architecture

Enhanced insite capabilities

Experience Long Island again for the first time