

**SIDE**

**BAR**

**CONSULTING**

## **CLIENT DOCUMENTATION**

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**SIDE BAR CONSULTING**

By Mahsa Crum

# DESIGN BRIEF

## BACKGROUND SUMMARY

*Side Bar Consulting* is founded by Mr. Christian Self to meet the needs of the hospitality industry in Hawaii. The company specializes in bringing ideas to life; beginning with start-up, concept, design and branding, operational guidelines, inventory, and costing. Furthermore, Side Bar can assist existing businesses by providing menu development, staff training, repositioning and profitability.

Self has 22 yrs of hospitality experience having worked every position in the bar/restaurant industry—with first hand knowledge of all different types of operations from bars, nightclubs, restaurants to multi-national chains and international hotels.

## PROJECT OVERVIEW

The primary objective of this project is to create a website that highlights Side Bar Consulting's strengths and services to reflect their professional image, credentials and reputation to appeal to future clients. The website will be easy to navigate, bold, contemporary, and informative.

## TARGET AUDIENCE

The primary target audience includes:

- Male and female industry professionals, between the ages 30-60, who are looking to start their own bar or restaurant.
- Restaurateurs or owners who look to reposition and update their existing establishments.
- Large corporations who are looking for a beverage development and staff trainings.

## COMPETITION

Currently, liquor company's Beverage Specialists such as Southern Glazer's, Young's Market, and out-of-state beverage consulting companies.

*Pros* | Liquor companies offer free menu development and beverage programs in exchange for purchasing their products.

*Cons* | Liquor companies can only use liquor from their portfolios, often over-complicate menus, and don't consider target audience. Out-of-state consulting companies fail to grasp the intricacies of doing business in the Hawaii, and both entities have no follow-up or commitment after completion.

## CONTENT

Currently, Side Bar is a new start-up that has no website, or social-media.

## ASSETS NEEDED

High Quality Client Logo | Quality Images | Animated Graphics | Shop feature |

## PRECEDENTS

[Bar Lab](#)

[Bar Metrix](#)

## DELIVERABLES

Designed fully functional coded website  
Logo  
Client Brief

## USER PROFILE 1

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NAME Lance Andersen

AGE 47

GENDER Male

LOCATION Honolulu, Hawaii

EDUCATION College

FAMILY Single

HOBBIES Soccer & Hiking

OCCUPATION Lawyer

INCOME \$125,000 Annual Salary

COMPUTER SKILLS Above Average

### USER-SITE INTERACTION EPISODE

Albert is a lawyer, who is looking to retire and interested in opening up his own bar. He has a passion for cocktails, however no experience in the industry. Albert is searching for a consultant in Hawaii to guide him and help manifest his ideas.

## USER PROFILE 2

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NAME Susie Smith

AGE 35

GENDER Female

LOCATION Honolulu, Hawaii

EDUCATION Some College

FAMILY Single

HOBBIES Boxing & Her Punk Band

OCCUPATION Bartender

INCOME \$50,000 Annual Salary

COMPUTER SKILLS Above Average

### USER-SITE INTERACTION EPISODE

Alana is a bartender who dreams of opening up her own bar. She has an angel investor backing her and is now in a position to make her dreams a reality. She is interested in hiring someone to consult with to ensure she is making the right business decisions. Alana looks online but only finds bar consultants who are out of state who are expensive to bring to Hawaii.

## USER PROFILE 3

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NAME Harry Porter

AGE 54

GENDER Male

LOCATION Honolulu, Hawaii

EDUCATION Master's in Hotel Management

FAMILY Married

HOBBIES Travel and Paddling

OCCUPATION Beverage Director

INCOME \$75,000 Annual Salary

COMPUTER SKILLS Above Average

### USER-SITE INTERACTION EPISODE

Harry is a beverage director for a local hotel. The hotel ownership has decided to update their food and beverage program. He has talked to the liquor companies however would like someone who is more hands-on and offers in-depth assistance in operations. Harry searches online but does not find anyone in Hawaii.

SIDE

BAR

## FUNCTIONAL SPECIFICATIONS

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Shopping Cart

Site Hierarchy

Gallery Slider

Video

Social Media

Contact Form