

BLUE BLAZER

Project Brief

BACKGROUND SUMMARY

Blue Blazer is a cocktail delivery service that brings your favorite alcoholic beverages right to your door-step. Cocktail ingredients are packaged carefully and instructions are provided to help you mix the spirits, mixers, fruits, and other garnishes to make a fresh and tasty beverage for yourself and your guests.

A tasty selection of beverages are on the menu and the delivery is quick and convenient. The service is designed to reinforce responsible drinking and to discourage the late night liquor run.

PROJECT OVERVIEW

The primary objective of this project is to create an app that is easy to navigate, appealing, and useful. The app provides easy menu navigation and ordering service. The eye-catching graphics will encourage the user to explore and to return.

TARGET AUDIENCE

The primary target audience includes bibulous local residents between the ages 30-50, who are looking to drink responsibly and in the comfort of their home.

COMPETITION

Currently, Aloha 2 Go is offering food delivery but have not launched liquor or cocktail delivery.

CONTENT

Currently, Blue Blazer is a start-up that does not have a website, or social-media.

ASSETS NEEDED

High Quality Client Logo | Quality Graphics | Menu | Shop feature |

PRECEDENTS

<https://www.aloha2godelivery.com/>

DELIVERABLES

App Design
Logo
Client Brief

by Mahsa Crum