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IRB Statement

This project does not fall under the category of systematic investigations. It will not collect data from Cal Poly students or employees as subjects, nor attempt to answer research questions. Therefore, this project does not need to be reviewed by the California Polytechnic State University Institutional Review Board.
About Me

Hey! My name is Alex Messner and I am a 4th year student at Cal Poly. I study Graphic Communication with a concentration in Online Media Management. While graphic design is my main passion, I also enjoy surfing, photography, learning about wine, being outdoors, and spending time at my local coffee shop. As a driven creative, I always strive to be authentic and always challenge myself.
Abstract

This project is a digital redesign for Dunites Wine Company, a small San Luis Obispo wine brand. By improving usability and consistency, Dunites Wine Co. can generate excitement and awareness about their brand. The end deliverables will include photography, refreshed branding, and an updated website.
Meet the Client

Dunites is a small wine brand named after an eclectic group of 1930s metropolitan refugees who settled in the beach dunes of San Luis Obispo county. Drawing inspiration from the remote beauty of the coastal dunes and the progressive ambition of the Dunites to aspire towards a clear goal; to produce pure and elegant wines that respect the coastal influence of vineyard sites located on the uplifted seafloor and ancient sand dunes of the SLO Coast. Combining diverse vineyards with traditional techniques in the cellar allow for these small production wines to express the distinct characteristics of their sites.
Problem Statement

Currently, the Dunites Wine Co. website has an outdated design with poorly formatted pages, confusing navigation, missing images, and broken links. By creating a design that aligns with their brand and values, the business will see an increased presence not only online, but in the community as well.

In addition, Dunites Wine Co. has outdated photos of their bottles and no photos of their tasting room. Capturing this photos was an important aspect to the project since they could be used in the updated website design, as well as, various social media platforms.
Project Deliverables

01: Organized Asset Drive
02: Website Redesign
03: Brand Guidelines
04: Photography

Learning Objectives

01: Design
02: Organization
03: Communication
Project Timeline

Week 1: Research, brainstorming, finalize idea

Week 2: Begin background research

Week 3: Create design guide

Week 4: Start prototypes

Week 5: Client feedback

Week 6: Finalize prototypes

Week 7: Develop website
Background Research

Before beginning the designing process, I researched design principles in order to strengthen the quality of my project. Some of the articles and resources gave me insight on how to design an effective website, whether it regarded navigation, layout, consumer behavior, or user experience.

In the past, wineries have long relied on traditional marketing methods to attract customers, such as wine tastings, vineyard tours, and direct mail campaigns. However, in recent years, there has been a significant shift towards digital marketing and e-commerce, with many wineries recognizing the importance of having a strong online presence. A well-designed website is an essential part of this strategy, as it serves as the primary touchpoint for customers to learn about the winery, its products, and its values. This can, in turn, increase online sales, brand awareness, and customer loyalty.
User Experience Design

User experience design (UX) is a crucial aspect of website design, and it involves creating a website that is intuitive, user-friendly, and easy to navigate. According to a study by Adobe, 38% of people will stop engaging with a website if the layout is unattractive. A well-designed website can lead to better engagement, longer browsing sessions, and increased sales. User experience (UX) refers to the overall experience a user has when interacting with a website. A good user experience is essential for retaining visitors and encouraging them to return to the site. For wineries, a positive user experience can lead to increased brand recognition, improved sales, and increased customer loyalty. To create a good user experience, winery websites should have clear navigation, easy-to-read text, and high-quality images. The website should also load quickly, be easy to use, and have a consistent design across all pages.


Navigation Design

Navigation design involves creating a clear and intuitive menu structure that helps users find the information they need quickly and easily. A well-designed navigation system can help increase user engagement and reduce bounce rates. Krug (2014), in his book “Don’t Make Me Think, Revisited”, suggests the importance of ease of use and how navigation should be simple for users.

Visual Design

Visual design is an important aspect of website design as it helps create a strong brand identity and makes the website more visually appealing. The use of high-quality images, colors, and typography can help make the website more memorable and engaging for users. According to research, the human brain processes visual information 60,000 times faster than text. Visual design plays an important role in creating a website that is visually appealing and reflects the winery’s brand identity. Winery websites should have a clean and modern design that showcases high-quality images of the winery, vineyards, and wine products. The website’s color scheme should also reflect the winery’s brand identity. For example, a winery that specializes in red wines may choose to use warm colors like red, orange, and brown on their website.


User-Centered Design

User-centered design is a crucial aspect of website design, and it involves designing the website around the needs and preferences of the users. According to Hassenzahl and Tractinsky (2006), user-centered design involves considering the users’ goals, tasks, and preferences to design a website that is easy to use, engaging, and aesthetically pleasing. A user-centered design approach can help wineries create websites that meet the needs of their target audience and provide a positive user experience.

First Impressions

The website design is the first impression that potential customers have of a winery. A poorly designed website can turn off customers and make them look for other options. According to a study by Google, users take only 50 milliseconds to form an opinion about a website. Therefore, wineries must ensure that their website design is visually appealing and user-friendly.

Source: Gitte Lindgaard, Gary Fernandes, Cathy Dudek & J. Brown (2006) Attention web designers: You have 50 milliseconds to make a good first impression!

Consumer Behavior

Li’s study examines the impact of website design on online purchase intention, focusing on the influence of visual design, functional design, and content quality. Next, Shehata and Shoukry’s study examines the impact of website design on online consumer behavior, focusing on how design can influence purchasing decisions. Both of these studies find that certain elements like ease of use can significantly influence purchase intention and that design plays a critical role in building trust and credibility with potential customers.


Photography and Wine Sales

This article explores the impact of photography on wine sales, specifically looking at the role of photography in online wine sales. The authors found that high-quality photography significantly increased the sales of wine online and that the use of professional photography was associated with higher perceived quality.


Instagram

This study examines the use of Instagram to build brand equity for a niche wine producer. The authors found that Instagram was an effective tool for creating brand awareness and loyalty, and that the use of high-quality, visually appealing content was essential for success on the platform.


Marketing

This article examines the use of photography on Ontario winery websites and its impact on wine tourism. The authors found that photography was a critical element of wine tourism marketing, and that wineries that used high-quality, engaging photography were more likely to attract visitors to their vineyards.

Organized Assets

The asset drive includes organizing Google Drive to have a complete collection of all brand assets including, logos, photography, resources and more. Before, there was not a Google Drive, so creating one was crucial in order to organize content for future purposes.
Brand Guidelines

LOGO

**Dunites**

**COLORS**

- #C1C6C1
- #AEA070
- #9F6B4C
- #2B2B2B
- #638080
- #9F6B4C
- #FBF9F4

**TYPOGRAPHY**

Goudy Old Style Bold

Mr Eaves Mod OT Light
Website Redesign

My main deliverable for this project is a redesigned website. While working on this part of the project, I ran into a few setbacks. Originally, I was going to use SquareSpace, however, the client already had a Wine Direct website set in place. WineDirect, on a developer side, is not user friendly and extremely difficult to customize. I ended up creating mockups for each individual page and will eventually integrate the designs once WineDirect adds WordPress into their system within the next few months. Overall, I feel that the mockups I created accurately portray the brand and I’m really happy with the final product.
Home Page

Draíl Dunites
We are a small wine brand named after an ancient group of 19th-century métis refugees known as the Dunites who settled in the beach dunes of the Los Angeles coast. This group proudly described themselves as a collection of "beer drinkers, artists, athletes, and poets." Together, they abounded socially, inhabited a central gathering space, philosophized, and generally allowed one another to live and express themselves freely outside of the cultural norms of the time.

Wine Club
Subscribing to our wine club is the best way to have access to all of our small production wines and new releases as they become available. Three times a year, we will select new wines for club members to share with our club members.

Contact Us

1038 Goldie Street
San Jose, CA 95140

+1 909-206-8103

info@duniteswine.com

Hours

Monday: Closed
Tuesday: 12PM - 8PM
Wednesday: 12PM - 8PM
Thursday: 12PM - 11PM
Friday: 12PM - 11PM
Saturday: 10AM - 8PM
Sunday: 10AM - 8PM

Explore

Shop
Club
Visit
About

Single Vineyard
100% Grenache
100% Syrah
100% Merlot
100% Zinfandel

375mL Bottles
$35 per bottle
Shop Page

Dunites

Menu Shop Club Visit About

2022 Piwette
80 - 90
Add to Cart

2021 Moy Mel
82 - 90
Add to Cart

2021 Syrah Grenache
82 - 70
Add to Cart

2021 ELO Coast
Chardonnay
82 - 100
Add to Cart

2021 Spanish
Springs Syrah
84 - 90
Add to Cart

2021 Pass of
Pinot Noir
80 - 75
Add to Cart

2021 Bossi
Pinot Noir
80 - 88
Add to Cart

2021 Sours/Syrah
80 - 88
Add to Cart

2021 Islay Hill
Grenache
80 - 88
Add to Cart

Explore
Shop Club Visit About

Contact Us
193 Garden st
San Luis Obispo, CA 93401
1-805-850-8413
info@duniteswines.com

Hours
Monday - Closed
Tuesday: 12PM - 8PM
Wednesday: 12PM - 8PM
Thursday: 12PM - 7PM
Friday: 11AM - 8PM
Saturday: 12PM - 8PM
Sunday: 12PM - 6PM
Club Page

Dunites Wine Club

Subscribing to our wine club is the best way to have access to all of our small production wines and new releases as they become available. Three times a year we will select some of our new releases from the cellar to share with our club members. Members also receive discounts on all additional purchases, complimentary tastings at our tasting room, customizable shipments, and much more.

For more information, please call (805) 818-8413 or email info@duniteswineco.com

The Weekend Dunite (+)
- 10% Discount on all purchases
- Complimentary tasting for member and one guest
- Standard shipping or pickup at our tasting room
- Enjoy 3 of our newest wines in each shipment
- Customizable wine options

The Committed Dunite (+ 6)
- 20% Discount on all purchases
- Complimentary wine and one guest
- $15 for standard shipping or pickup at our tasting room
- 2 Bottles each of 3 new releases
- Customizable wine options

The Dunites Collector (+ 12)
- 20% Discount on all purchases
- Complimentary wine and up to 2 guest parties
- Complimentary shipping worldwide
- 4 Bottles each of 3 new releases
- Customizable wine options

Details

Subscribing to our wine club is the best way to have access to all of our small production wines and new releases as they become available. Three times a year we will select some of our new releases from the cellar to share with our club members. Members also receive discounts on all additional purchases, complimentary tastings at our tasting room, customizable shipments, and much more.

For more information, please call (805) 818-8413 or email info@duniteswineco.com

Explore
- Shop
- Club
- Visit
- About

Contact Us
1153 Garden Street
San Luis Obispo, CA 93401

- 1-805-599-8413
- e@info@duniteswineco.com

Hours
- Monday: Closed
- Tuesday: 12PM - 6PM
- Wednesday: 12PM - 6PM
- Thursday: 12PM - 6PM
- Friday: 12PM - 6PM
- Saturday: 12PM - 6PM
- Sunday: 12PM - 6PM
Visit Page

Tasting Room
Located on the historic Garden Street, our tasting room offers a comfortable and welcoming space for guests to gather. Enjoy our cool climate, low intervention wines. Walk-ins and reservations are welcomed.

Book

Explore
Shop
Club
Visit
About

Contact Us
1133 Garden Street
San Luis Obispo, CA, 93401
1-805-858-8413
e: info@duniteswineco.com

Hours
Monday: Closed
Tuesday: 12PM - 5PM
Wednesday: 12PM - 5PM
Thursday: 12PM - 5PM
Friday: 12PM - 5PM
Saturday: 12PM - 5PM
Sunday: 12PM - 5PM
About Page

About

Bringing together the finest grapes from the great vineyards of the world known for their distinct character and history, Dunites is a winery committed to producing wines that embody the spirit of the vineyard and the character of the vine.

Dunites is dedicated to producing wines that are true to the character of the vineyard and the history of the region. Our wines are crafted to reflect the unique terroir and character of each vineyard, while also paying tribute to the history and tradition of the region.

History

Dunites is named after Dr. Dunites, a respected winemaker known for his contributions to the wine industry. The name Dunites is a homage to Dr. Dunites and his dedication to producing wines of the highest quality.

Vineyards

Our vineyards are located in the heart of the wine region, where the climate and soil conditions are ideal for producing world-class wines. Our vineyards are home to a variety of grape varieties, each with its own unique character and flavor profile.

Press and Trade

For press inquiries or trade opportunities, please contact us at info@duniteswines.com. Dunites offers private label opportunities for wine distributors and retailers. For more information on private label opportunities, please contact us at info@duniteswines.com.

Explore

Our wines are available for purchase online or at our tasting room in the heart of the wine region. To make a reservation or schedule a private tasting, please contact us at info@duniteswines.com.

Contact Us

Dunites Wines
1234 Vineyard Drive
Napa, CA 94559
1-505-600-6415
info@duniteswines.com

Hours

Monday - Thursday: 11am - 7pm
Friday: 11am - 8pm
Saturday: 10am - 8pm
Sunday: Closed

About

Bringing together the finest grapes from the great vineyards of the world known for their distinct character and history, Dunites is a winery committed to producing wines that embody the spirit of the vineyard and the character of the vine.

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Friday: 11am - 8pm
Saturday: 10am - 8pm
Sunday: Closed
Photography
Photography
Photography
Reflection

This project was such a great experience as I was able to grow my skillset and design capabilities. I positively contributed to Dunites Wine Co by redesining their website to align with their brand and by providing assets to be used for various social media platforms. I am excited for my work to continue to be integrated at Dunites Wine Co and used in the future! Although I was unable to integrate my mockup designs into their website, I am looking forward to do so in the future.