

EXPERIENCE DESIGN DOCUMENT

Sideroad Twenty Cellars website redesign

WIREFRAMES

Version 1.0.1

Wed Mar 20 2013

4.0 **Welcome to Sideroad Twenty Cellars**

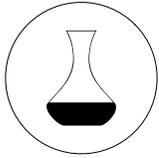
Great Wine. Online. 5.0

Buy Wine

Join Our Wine Club

6.0 Spreading the Joy of Wine

8.0 Newest Discovery Series Wine (See all)



Wine Should Always be Fun

POSTED ON MARCH 18, 2013 BY ANDREW

Seven Ideas to make wine fun. From sobering sparkling to planning a wine country trip.

[» Read the Blog post](#)



7.0 **Creekside Reserve**

Cabernet Sauvignon

Vintage: 2005

Only 60 bottles left of this gem! Available in a 2 bottle pack, shipped to your door!

Gold Medal – Ontario Wine Awards, 2009
Best Limited Edition Red Wine – Cuvee, 2008

[View Wine Profile](#)

9.0 **Sign Up For Our Newsletter**

Be the first to know about new wine, special offers and wine club info.

Your email address?

[Sign Up](#)

10.0  Today's LCBO Vintages Release, my top wines for your shopping list: <http://bit.ly/Wprgtu>

11.0 **Sideroad Twenty**

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Email: info@sr20.ca

Brokers
[Log In](#) 12.0

Notes

1.0 Get social. Links to social networks prominently placed in the main page header. These links would open up new browser windows.

2.0 Primary menu bar stretches to 100% page width.

3.0 Shopping cart icon would show how many items are in the cart.

4.0 Explore the Site. Slideshow of images. Each image is supported by messaging encouraging exploration of site.

This area stretches to 100% page width.

A light transparency fade-in could be applied to headline messaging. Slides would scroll horizontally.

5.0 Slideshow navigation indicates number of slides and allows user to move back and forth through slides.

6.0 Newest Content. Introducing the most recent blog post.

7.0 Newest Content. Introducing the latest Discovery Series wine. Acts as a gateway to the "Buy Wines" section of the site.

8.0 Link to view all Discovery Series wines.

9.0 Newsletter sign up would be incorporated with Mail Chimp.

10.0 Get social. Displays latest tweet and reconfirm links to social networks.

11.0 Utility footer displays key site links.

12.0 Broker login link would open a login form in a modal window, not in a new page.

Notes

1.0 Hero Slide 2. Encourage joining wine club.

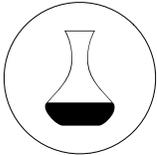
1.0
Get Wine Every Month

Join Our Wine Club & Explore Ontario's Finest Wines

Learn More

Spreading the Joy of Wine

Newest Discovery Series Wine (See all)



Wine Should Always be Fun

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Notes

1.0 Hero Slide 3. Encourage giving of gift packages.

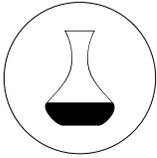
1.0
Give the Gift of Wine

A Great Way To Surprise Someone You Know

[View our gift packages](#)

Spreading the Joy of Wine

Newest Discovery Series Wine (See all)



Wine Should Always be Fun

POSTED ON MARCH 18, 2013 BY ANDREW

Seven Ideas to make wine fun. From sobering sparkling to planning a wine country trip.

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Creekside Reserve

Cabemet Sauvignon

Vintage: 2005

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Best Limited Edition Red Wine – Cuvee, 2008

[View Wine Profile](#)

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Notes

1.0 Hero Slide 4. Encourage becoming a wine broker.

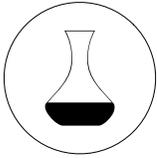

Become a Wine Broker

And Help Revolutionize The Way Wine Is Sold In Ontario

[Learn More](#)

Spreading the Joy of Wine

Newest Discovery Series Wine ([See all](#))



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POSTED ON MARCH 18, 2013 BY ANDREW

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Notes

1.0 Hero Slide 5. Learn more about Sideroad Twenty Cellars.

1.0

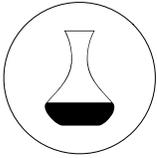
Help us Spread the Joy of Wine

We've Created A New Way To Experience Wine In Ontario

[Learn More About Sideroad Twenty Cellars](#)

Spreading the Joy of Wine

Newest Discovery Series Wine ([See all](#))



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Gold Medal – Ontario Wine Awards, 2009
Best Limited Edition Red Wine – Cuvee, 2008

[View Wine Profile](#)

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1.0

- BUY WINES
- WINE CLUB
- MY CELLAR
- ABOUT US
- WHAT'S NEW
- BLOG



Welcome to Sideroad Twenty Cellars

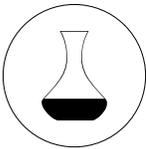
Great Wine. Online.

Buy Wine

Join Our Wine Club

Spreading the Joy of Wine

Get Social ^{2.0} ▼ ▲



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Today's LCBO Vintages Release, my top wines for your shopping list: <http://bit.ly/Worqtu>

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[Explore us on Flickr](#)



We just created a neat partnership with Alpine Ontario. If you love ski racing, join the AOA Wine Club. 10% will go to support our young up and coming athletes!

[Join our Facebook group](#)

Sign Up For Our Newsletter

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Notes

This page presents an alternate homepage layout.

1.0 Consider removing social icons from header in order to create more open space.

It must remain easy for a user to be able to easily find social links. In this case, social icons remain easy to find in the page footer, and social content is also more emphasized within homepage content.

2.0 Navigation arrows enable scrolling through recent social media content.



BUY WINES WINE CLUB MY CELLAR ABOUT US WHAT'S NEW BLOG



Welcome to Sideroad Twenty Cellars

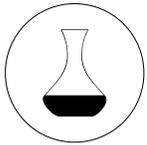
Great Wine. Online.

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Get Social



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We just created a neat partnership with Alpine Ontario. If you love ski racing, join the AOA Wine Club. 10% will go to support our young up and coming athletes!

[Join our Facebook group](#)

Newest Discovery Series Wine ([See all](#))

On Sale This Month



Creekside Reserve Cabernet Sauvignon

Vintage: 2005

\$89.50

Only 60 bottles left of this gem! Available in a 2 bottle pack, shipped to your door!

Gold Medal - Ontario Wine Awards, 2009
Best Limited Edition Red Wine - Cuvée, 2008

[View Wine Profile](#)



Sideroad Twenty Reserve Chardonnay

Vintage: 2008

\$19.99

A balanced, bright and complex wine that delivers beautiful structure with both delicacy and elegance, showcasing the best of Niagara.

[View Wine Profile](#)

Sign Up For Our Newsletter

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Your email address

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Notes

This page presents an alternate homepage layout.

This layout incorporates a "Discovery Series" wine module as well as an "On Sale This Month" module.

Shop Our Wineries

Sideroad Twenty Cellars is a network of wine lovers selling premium Estate Winery brands from Ontario and around the world. We make it easy to find special wines and great deals and have them delivered conveniently to your front door.

[Get started](#)

1.0

[Discovery Series \(See All\)](#)

2.0



Creekside Reserve Cabernet Sauvignon

Vintage: 2005

Only 60 bottles left of this gem! Available in a 2 bottle pack, shipped to your door!

Gold Medal – Ontario Wine Awards, 2009
Best Limited Edition Red Wine – Cuvée, 2008

[View Wine Profile](#)



Stonechurch Reserve Chardonnay

Vintage: 2006

A 'retro' style Chardonnay with big fruit, big oak and loads of flavour in each sip.

[View Wine Profile](#)

The Discovery Series showcases unique finds... only available for short period of time, in limited supply and in special pack sizes.

Watch for our news releases to make sure you get these these while you can.

3.0

Our Wineries


[Creekside Estates](#)


[Lalley Vineyards](#)


[Sideroad Twenty](#)


[Stonechurch Vineyards](#)

4.0


[Coopers Hawk Winery](#)


[Grange Estate Winery](#)


[Palatine Hills](#)


[Import Wines](#)

[Sideroad Seasons Wine Club](#)

5.0



You can buy any of our wines by the bottle, but Sideroad Twenty also gives you the option to join the **Sideroad Seasons wine club** and receive monthly wine deliveries selected by the Sideroad Twenty sommeliers. We offer five different package types to match your tastes and preferences.

[» Learn More About Sideroad Seasons Wine Club](#)

[Gift Giving](#)

6.0



A **gift of wine** makes a great way to surprise someone. Anything in our store can be sent as a gift, with a customized digital gift letter included. Just choose the "Gift" option when you check out.

You can also gift any of our Wine Club packages.

[» Learn More About Gifting Sideroad Seasons Wine Club Packages](#)

Sign Up For Our Newsletter

Be the first to know about new wine, special offers and wine club info.

Your email address?

[Sign Up](#)

 Today's LCBO Vintages Release, my top wines for your shopping list: <http://bit.ly/Wprgtu>

Notes

1.0 The page hero area features a clear call to action to **Get Started** in the store.

2.0 Wine content is brought forward in the form of *Discovery Series* wine selections.

3.0 Description of the *Discover Series*.

4.0 A dashboard of **all wineries** carried by Sideroad Twenty Cellars.

5.0 Introduction to the option of participating in the *Sideroad Seasons Wine Club*. This description will also help clarify the Sideroad Twenty business model to users who wonder: "Is this a wine club or a store?"

6.0 Information about buying wine as a gift. Users should know that they will have the option, upon checkout, to send wine as a gift.

This area also functions:

- To introduce the option of gifting wine club packages
- To reinforce the idea of the wine club

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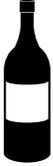
Buy Wines

Notes

1.0 Winery Information. When a user clicks on the image / link of a winery, the page will expand to reveal romance copy about the winery. There is also a link to view all of winery's offerings.

Clicking the image / link of any other winery would change content accordingly.

Discovery Series (See All)



Creekside Reserve Cabernet Sauvignon

Vintage: 2005

Only 60 bottles left of this gem! Available in a 2 bottle pack, shipped to your door!

Gold Medal - Ontario Wine Awards, 2009
Best Limited Edition Red Wine - Cuvee, 2008

View Wine Profile



Stonechurch Reserve Chardonnay

Vintage: 2006

A 'retro' style Chardonnay with big fruit, big oak and loads of flavour in each sip.

View Wine Profile

The Discovery Series showcases unique finds... only available for short period of time, in limited supply and in special pack sizes.

Watch for our news releases to make sure you get these these while you can.

Our Wineries




Sideroad Twenty Cellars

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla...

View All Sideroad Twenty Cellars Wines



About Our Wineries



We are happy to represent a network of winemakers from the Niagara region who produce some of **Canada's finest wines**.

We sell these premium estate wines online at direct-from-winery prices. We have also carefully chosen select international wines.

[Learn More About Us](#)

Gift Giving



A gift of wine makes a great way to surprise someone. Anything in our store can be sent as a gift, with a customized digital gift letter included. Just choose the "Gift" option when you check out.

You can also gift any of our Wine Club packages.

[Learn More buying gifting the Wine Club](#)

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Today's LCBO Vintages Release, my top wines for your shopping list: <http://bit.ly/Wprgtu>



- [BUY WINES](#)
- [WINE CLUB](#)
- [MY CELLAR](#)
- [ABOUT US](#)
- [WHAT'S NEW](#)
- [BLOG](#)



Great Wine. Online.

Sort By: [Name](#) [Price](#) [Newest](#) [Rating](#) 3.0

You are currently viewing {Sideroad Twenty Wines}. 2.0 1.0 Close this message X

Filter the wines and explore the store using the menu on the left. ¡Salud!
(NOW YOU KNOW HOW TO SAY 'CHEERS' IN SPANISH.)

- Our Wineries**
- Coopers Hawk Winery
 - Creekside Estates
 - Grange Estate Winery
 - Lailey Vineyards
 - Palatine Hills
 - Sideroad Twenty
 - Stonechurch Vineyards
 - Imported Wines / Other
- Available Reds**
- Cabernet Sauvignon
 - Cabernet Franc
 - Syrah / Shiraz
 - Pinot Noir
 - Merlot
 - Meritage
 - Blends / Other
- Available Whites**
- Chardonnay
 - Sauvignon Blanc
 - Riesling
 - Gewurztraminer
 - Pinot Gris / Pinot Grigio
 - Blends / Other
- Specialty Wines**
- Sparkling
 - Ice Wine
- Other Options**
- Accessories
 - Discovery Series

Sideroad Twenty

Meritage
Vintage: 2007
\$18.99
Rating: ★★★★★ (0)
Comments: 0

1 + - Add to Cart

Red Tractor Reserve

Merlot
Vintage: 2008
\$18.99
Rating: ★★★★★ (6) 7.0
Comments: 5 8.0

1 + - Add to Cart 9.0

Red Tractor Merlot / Cab

Merlot / Cabernet Sauvignon
Vintage: 2008
\$14.99
Rating: ★★★★★ (6)
Comments: 2

1 + - Add to Cart

Red Tractor Riesling Gewurztraminer

Riesling Gewurztraminer
Vintage: 2011
\$12.99
Rating: ★★★★★ (4)
Comments: 0

1 + - Add to Cart

Red Tractor Four Acres

White Blend
Vintage: 2010
\$14.99
Rating: ★★★★★ (11)
Comments: 5

1 + - Add to Cart

Sideroad Twenty Reserve Chardonnay

Chardonnay
Vintage: 2008
\$19.99
Rating: ★★★★★ (4)
Comments: 6

1 + - Add to Cart

Sideroad 20 Methode Traditional Sparkling

Sparkling
Vintage: 2010
\$24.99
Rating: ★★★★★ (6)
Comments: 3

1 + - Add to Cart

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Today's LCBO Vintages Release, my top wines for your shopping list: <http://bit.ly/Wprgrtu>



User Scenario

In the scenario displayed here, a user has opted to view all Sideroad Twenty Wines

Notes

1.0 When a user first arrives at this page, this tip message would be displayed. The message encourages use of the menu on the left side of the page.

This tip message can be closed - it would only appear as a help tip for new visitors.

2.0 In order to make functional copy less boring, consider incorporating international variations of the word "Cheers" into messaging (i.e. Nastravia, Salud, etc.). This can help to make otherwise dry areas of the site more fun to use.

3.0 Make the ability to sort results more intuitive. Icons are currently used. It is recommended that these be spelled out. Adding the ability to sort by "Newest" would be a good addition.

4.0 Sticky Menu to enable exploring the entire collection of wines available on the site.

This faceted search model would allow users to filter results by winery and grape varietal.

5.0 Currently, user is viewing all Sideroad Wines. User could check "Lailey Vineyards" to include Lailey wines in the list of results.

6.0 Options are greyed when they don't apply. In this case, Sideroad does not offer any Syrahs.

Faceted Filtering

This is a very powerful and intuitive navigation pattern. Users can click on any combination of options to tailor the display of wines.

The filters should be applied dynamically without requiring the page to refresh.

The faceted results filtering could be implemented in part using the Quicksand plugin for jQuery (<http://razorjack.net/quicksand/>).

Lazy Loading

If a user has chosen to view all wines on the site, the list of results will be long. "Lazy loading" should be used to only load into memory the images and information that is being displayed at any given time. See google image search as an example of lazy loading.

7.0 It is recommended that we only display "your rating" when it exists - on the current beta version, "your rating" is a descriptor for every wine.

8.0 This should be clickable. It would drive to the "wine profile" page on which comments are displayed.

9.0 Users should have the ability "add to cart" directly from this page.

- | | | | | |
|--------------------------|----------------------------|----------------------------------|---|------------------------|
| Sideroad Twenty | Wines | More Info | Contact Us | Brokers |
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| About Us | Wine Club | Terms of Service | or | |
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| FAQs | What's New | | | |



Great Wine. Online.

Sort By: [Name](#) [Price](#) [Newest](#) [Rating](#)

Our Wineries

- Coopers Hawk Winery
- Creekside Estates
- Grange Estate Winery
- Lailey Vineyards
- Palatine Hills
- Sideroad Twenty
- Stonechurch Vineyards
- Imported Wines / Other

Available Reds

- Cabernet Sauvignon
- Cabernet Franc
- Syrah / Shiraz
- Pinot Noir
- Merlot
- Meritage
- Blends / Other

Available Whites

- Chardonnay
- Sauvignon Blanc
- Riesling
- Gewurztraminer
- Pinot Gris / Pinot Grigio
- Blends / Other

Specialty Wines

- Sparkling
- Ice Wine

Other Options

- Accessories
- Discovery Series



Sideroad Twenty

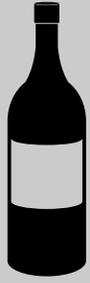
Meritage

Vintage: 2007
\$18.99

Rating: ★★★★★ (0)
Comments: 0

1 1.0





This delightful, fruit forward wine is comprised mainly of Merlot and Cabernet Sauvignon, but it also has 15% Cabernet Franc and 5% Pinot Noir. The blend benefits from the tannins of the Cabernet Sauvignon and the soft, round characteristics of the Merlot. Rich red in colour, medium bodied with flavours of raspberries and blackberries, light toasted oak and a very soft finish.

[Click to Read More](#)



White Blend

Vintage: 2010
\$14.99

Rating: ★★★★★ (11)
Comments: 6

1



Sideroad 20 Methode Traditional Sparkling

Sparkling

Vintage: 2010
\$24.99

Rating: ★★★★★ (6)
Comments: 6

1



Red Tractor Reserve

Merlot

Vintage: 2008
\$18.99

Rating: ★★★★★ (6)
Comments: 5

1

Red Tractor Riesling Gewurztraminer

Riesling Gewurztraminer

Vintage: 2011
\$12.99

Rating: ★★★★★ (4)
Comments: 0

1



Sideroad Twenty Reserve Chardonnay

Chardonnay

Vintage: 2008
\$19.99

Rating: ★★★★★ (4)
Comments: 6

1

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Notes

1.0 Wine descriptions could be incorporated into wine "zoom view" overlays.