



## Zymurgy Brewing Company

Zymurgy Brewery Company located in Menomonie WI hosts many events in attempt to draw in their target audience. A solid foundation has been created for their branding within their logo, packaging, and inside the establishment itself.



## Project Scope

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It is in Zymurgy Brewery Company's interest to update their branding and website to better suit the company's style. Currently, they have a website that does not match the company's style as well as not having a set system. There is inconsistency within the website as the backgrounds are completely different from each other, and the typefaces are not consistent throughout the website.



## Project Goals

- Website that is true to the brand
  - Visually successful on desktop and mobile
  - Thorough infographics
  - Consistent system
  - Easy navigation
  - Visually interesting beer menu that can be easily updated
- Expand upon logo
  - Easily legible at any size
  - Revamp if necessary
- Timeline
  - Jan 22nd - March 18th



## Competitors

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### The Brewing Projekt

- Positives
  - Good photography
  - Well organized product list
  - User friendly website
  - Vibrant and consistent product design
- Negatives
  - Visually congested
  - Poor website typography
  - Website doesn't match products



## Competitors

### Lucette Brewing Company

- Positives
  - User friendly website
  - Visually pleasing
  - Consistent typography
  - Matches Lucette branding
- Negatives
  - Beer menu visually uneasy
  - Lack of imagery
  - Could expand brand



## Competitors

### Pyres Brewing Company

- Positives
  - Well-Organized website
  - Consistent logo/package design
  - Drinks easy to find/read
- Negatives
  - Logo hard to read small
  - Website information presentation needs improvement



## Target Audience

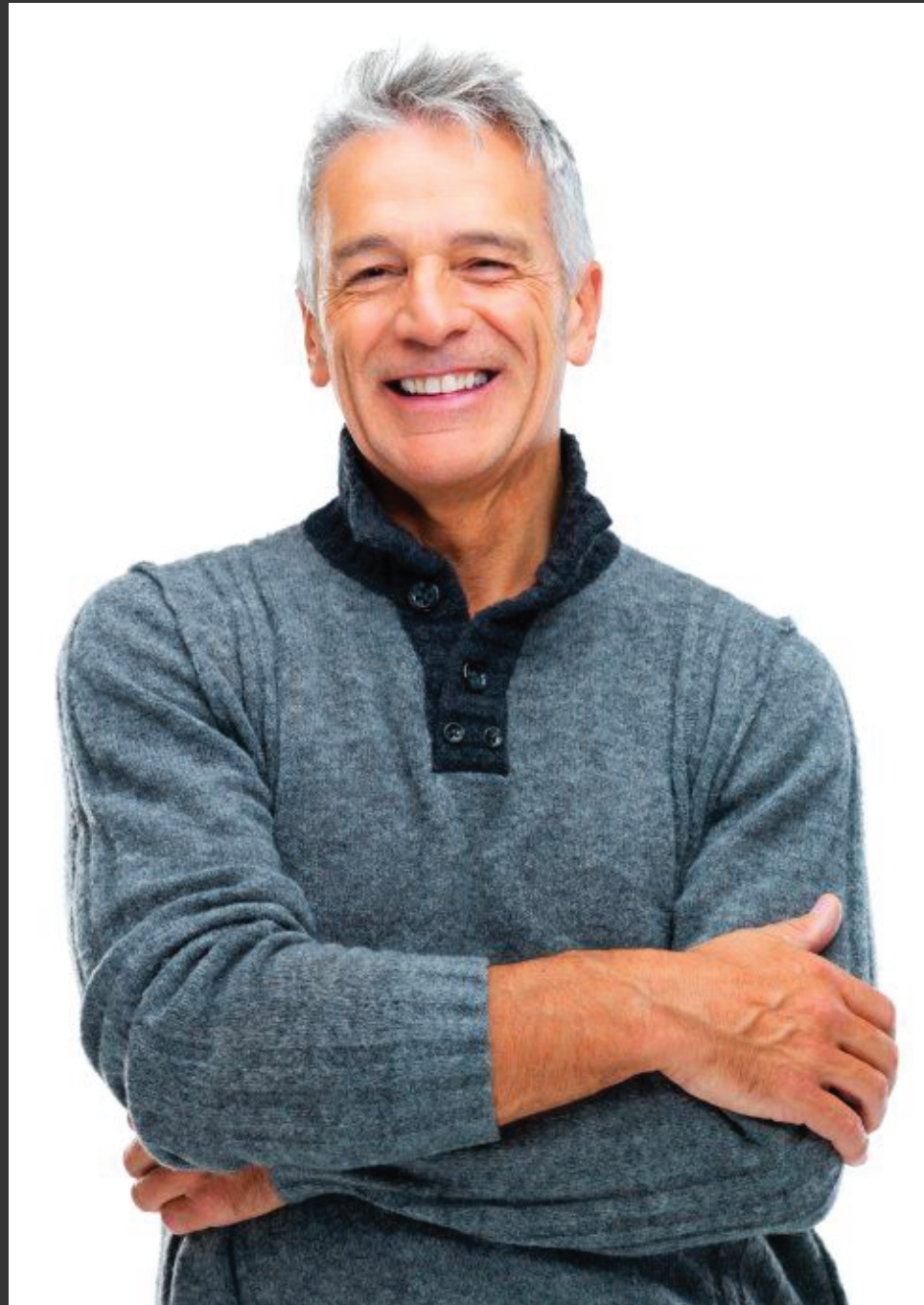
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### Primary Target Audience

Folks in their mid-to-late 30s to early 60s who live in the Menomonie area and are interested in drinking craft beer and/or interested in attending events held at the brewery.

### Secondary Target Audience

Younger generations of folks aged 21–early 30s who live in the Menomonie area but who aren't as interested in craft beer culture (or even alcohol). These users are interested in attending events held at the brewery.



## Proto Persona: Craig

- 50
- Male
- Minneapolis
- Office Manager
- Married with 2 kids

Craig manages an office in Minneapolis for his day-to-day job. He has family that he visits in Menomonie every other weekend. He has poor vision and is color blind. He is interested in drinking craft beer but has not actively done it regularly in the past.

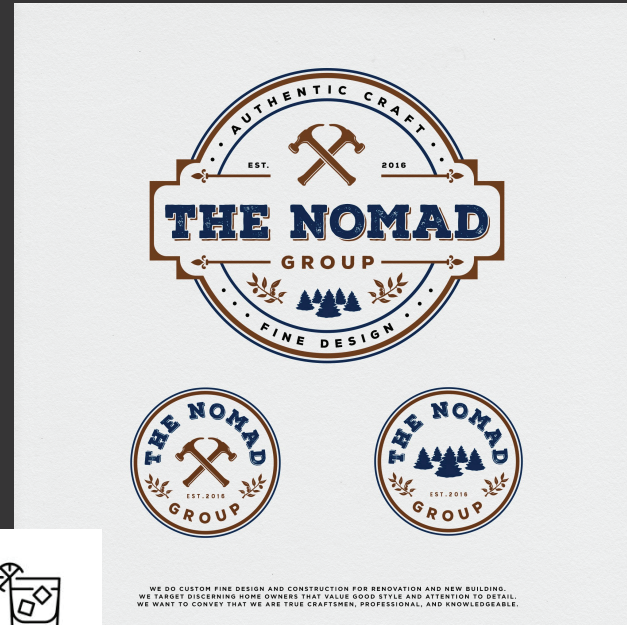
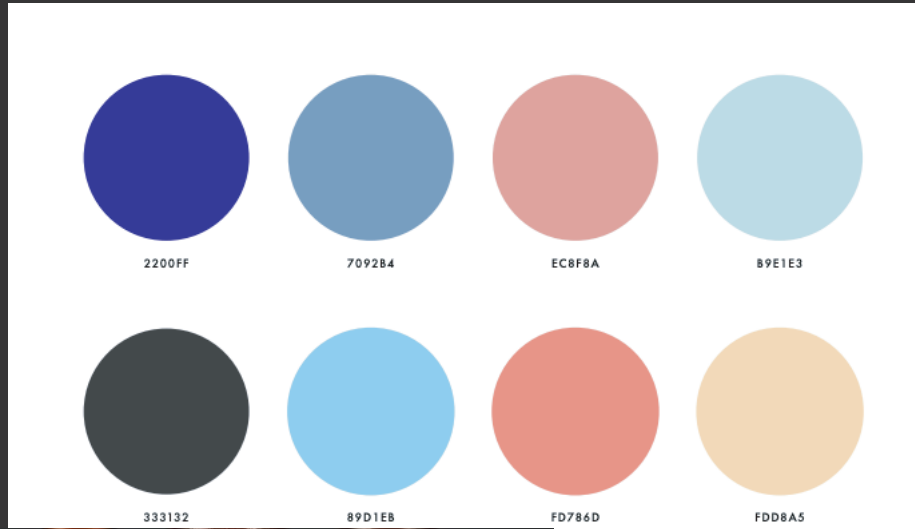


## Proto Persona: Redge

- 30
- Male
- Menomonie, WI
- Business
- Single

Redge works in business in Menomonie, WI. He is still fairly new to post college lifestyle and is interested in finding more local social events.

# Moodboard



# Persona Groups

	GROUP 1	GROUP 2	GROUP 3
<p>GIVE THIS GROUP OF USERS A NAME e.g. 'Telesales support'</p>	Craft Beer Drinkers	Event Attendies	General socializers
<p>WHY DO THEY USE THE APPLICATION? Write down the goals as users would express them. Don't simply write down the functions you expect them to use.</p>	They are interested mainly in the options available for drinking. They also want general information on the establishment to see what it is like.	They are interested mainly in the live events that are held at the establishment. They want infromation on the non alcoholic parts of the store and what is available outside of it.	They are interested mainly in what is present in the establishment apart from drinking and specific live events. They want to know what there is available to do for someone who is not there for anything specific.
<p>WHAT INFORMATION DO THEY WANT? In order to achieve their goals, what kind of information, functions or features do they need?</p>	Want to see beer menu, location and hours, ingredients and options to drink products outside of the store.	Want to see location and hours, and what kind of atmosphere is present. Want to know if their age group is welcome. Want information on what specific events are happening.	Want to see location and hours, and what kind of atmosphere is present. Want to know non-alcoholic/non-beer beverages. Wondering if there are any activities present that are not live events or craft beer drinking.
<p>HOW DO THEY DIFFER FROM THE OTHER GOUPS? What makes this group a group? Think about usage patterns, job roles, tasks and activities.</p>	This group differs from other groups by focusing on the drink aspect of the store. They will use the "Beer Menu" more than anything else and are not as interested in events	This group differs from other groups by focusing on the events part of Zymurgy. They will be the other half of the main groups present in the establishment and are interested in all the non craft-beer activities.	This group differs from other groups by focusing on the secondary aspects of Zymurgy. They may be rolling with one of the other primary groups, but do not share the same interests.

# Red Routes

<b>All</b> of the time		Beer/ Beer Truck Rentals	Events	Store location and Hours
<b>Most</b> of the time		About Zymurgy and their purpose	Beer Menu	Establishment atmosphere
<b>Some</b> of the time			Contact	Non drinking/events activities present
<b>Very little</b> of the time				
	<b>Few</b> of the people	<b>Some</b> of the people	<b>Most</b> of the people	<b>All</b> of the people

How to pick the right red routes

# User Research Interviews

Can you show me how you

Henry, General socializer

What are the main steps you take when

Hours and location were easy to find which he thought was helpful. It was also easy for him to find the contact information and socials

Confused with homepage since it does not offer any information other than the location and hours, would like to get a picture of the atmosphere right away

Although not interested in the beer menu compared to others, he thinks it would be difficult to navigate through the menu and figure out which drink was which

Thinks overall design looks a bit tacky and it doesn't have a set theme

Renting the beer truck was easy to find but could not easily find the other rentals available

Likes the about page and thinks it offers helpful information on what Zymurgy is about and should have more of that information transferred to the home page

Events aren't all on the same page and aren't organized in any particular fashion

# User Research Interviews

DATE:

PARTICIPANT: Henry, General socializer

JOB ROLE:

AGE / SEX: 23, Male

Describe the participant and the environment. What clues do these give us about the goals and priorities of the participant and the organisation?

He is recently graduated and works in Menomonie. He is not interested in drinking craft beer, but will go out with friends who are interested in it. He would want to know the atmosphere of Zymurgy as well as what is available there that does not involve drinking craft beer. He is not interested in rowdy places and is generally introverted.

List the 3 main themes or learnings that stood out from this observation

- Introverted
- Interest would be sparked if other friends were present
- Wanted non-drinking information from website

List the ways in which this participant is similar to other participants

He wants to find out information that would give him the general picture of what the establishment is like. He wants to know what type of people will be there and if someone like him and his friends would seem out of place.

List the ways in which this participant is different from other participants

He is apart of the least targetted group which is the general socializers, meaning he is not interested in the craft beer drinking or particular events that are held there. He wouldn't necessarily make an independent effort to go to Zymurgy but would be interested if his friends go.

This participant is most similar to:

This participant is most different from:

# User Research Interviews

Can you show me how you

Francis, Craft Beer Drinkers

What are the main steps you take when

Could find the hours and location easily to the point where he thought it shouldn't be the main focus, found contacts

Disliked the home page and said that it didn't have the information he wanted other than the store hours.

He expected more imagery from the beer menu itself, and had a harder time differentiating the drinks from each other as they are all listed somewhat randomly.

Thinks overall design was cluttered and hard to navigate through to find specific information

Was not interested in rentals

Did not have an interest in the events page

Thought the about page offered helpful general information, could get the picture of what the establishment is like in person.

# User Research Interviews

DATE:

PARTICIPANT: Francis, Craft Beer Drinkers

JOB ROLE:

AGE / SEX: 23, Male

Describe the participant and the environment. What clues do these give us about the goals and priorities of the participant and the organisation?

He is married and does not live near Menomonie. Travels to Menomonie on occasion and would go with friends or family. Has never actively gone to establishments to drink craft beer but could have an interest in trying it. He would not want to be in a place that is just rowdy college students.

List the 3 main themes or learnings that stood out from this observation

- Has not drank craft beer in brewery in a long period
- Would go with friends and/or family
- Wanted more general information from the website

List the ways in which this participant is similar to other participants

He wants to find out information that would give him the general picture of what the establishment is like. He wants to know what drinks are available and information on each drink specifically. Needs to know store hours and location, also interested in the purpose.

List the ways in which this participant is different from other participants

He is new to craft beer drinking, so he is interested in more of the finer details that involve the beverages. He is also apart of the older age group that Zymurgy is targetting, so he is not interested in any type of college lifestyle and would only be there to socialize with the people he came with.

This participant is most similar to:

This participant is most different from:

# User Research Interviews

Can you show me how you

What are the main steps you take when

Could find the hours and location easily, which he thought was the most important part of the information needed.

Thought that the homepage was okay since the hours and location are the two most important things to know about

He thought that the beer menu could have used more imagery and didn't think it was organized effectively

Thought the rentals were hard to navigate through and were not all in one place

Thought the design felt okay but could notice the big differences between different parts of the website

He thought that the events page was not very helpful at all and did not like the fact that old events were still present on the website

Liked the about page, thought information was helpful

# User Research Interviews

DATE:

PARTICIPANT: Cade, Craft Beer Drinker  
and Event Attendee

JOB ROLE:

AGE / SEX: 23, Male

Describe the participant and the environment. What clues do these give us about the goals and priorities of the participant and the organisation?

He lives in Menomonie and will be working/living there after he graduates. He is very outgoing and likes to participate in social activities whether it is with a group of friends or socializing with strangers. He is interested in drinking craft beer as well as finding fun events to participate in.

List the 3 main themes or learnings that stood out from this observation

- Has drank craft beer in brewery
- Would go with friends or to socialize
- Wanted more updated and accurate information on the website

List the ways in which this participant is similar to other participants

He wants to find out information that would give him the general picture of what the establishment is like. He wants to know what drinks are available and information on each drink specifically. He is also interested in the events and secondary activities available. He thinks some of the information is too outdated and would like it to be updated.

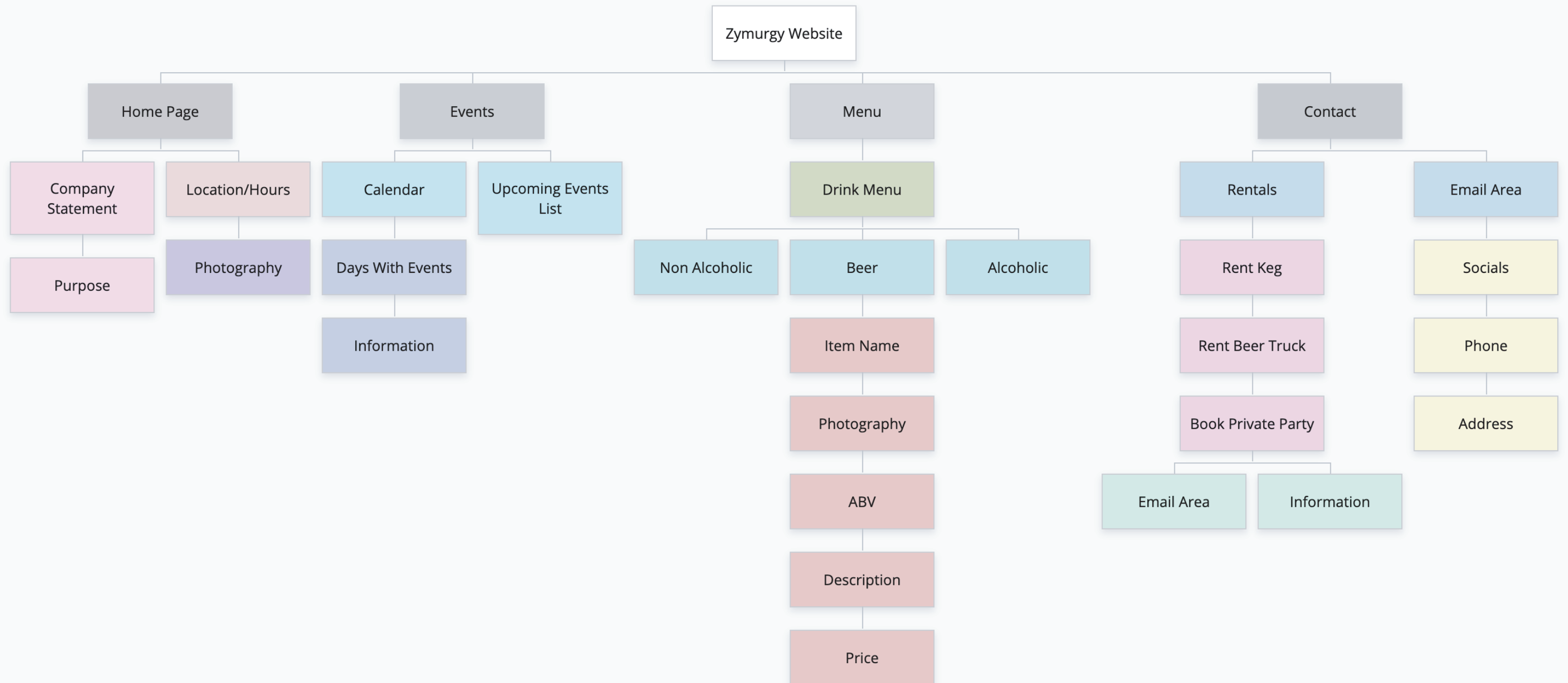
List the ways in which this participant is different from other participants

He is interested in multiple aspects that Zymurgy offers. He would be interested in the craft drinking portion as well as being at the live events. He would be okay with the atmosphere being more toned down as well as it being active and lively.

This participant is most similar to:

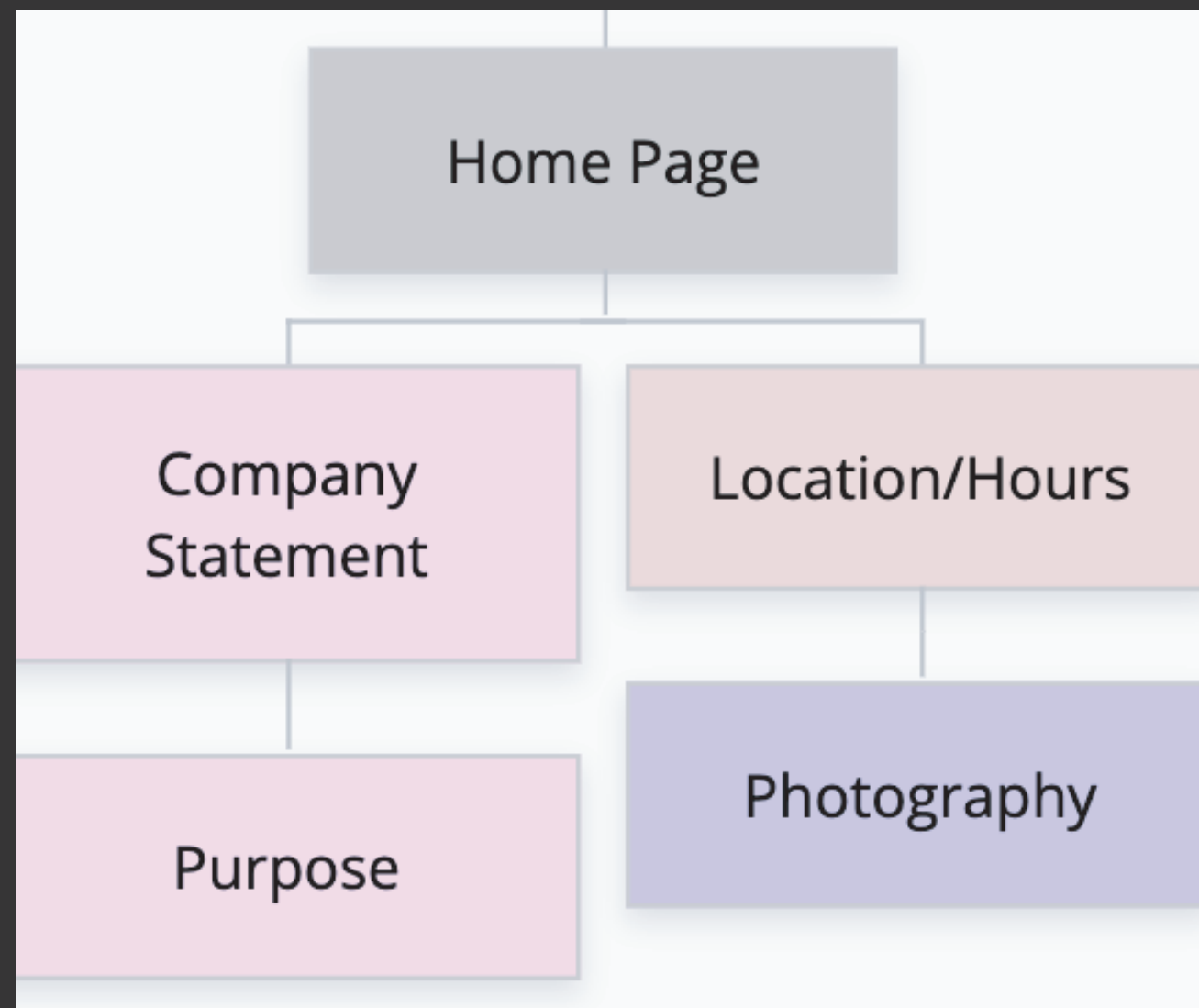
This participant is most different from:

# Sitemap



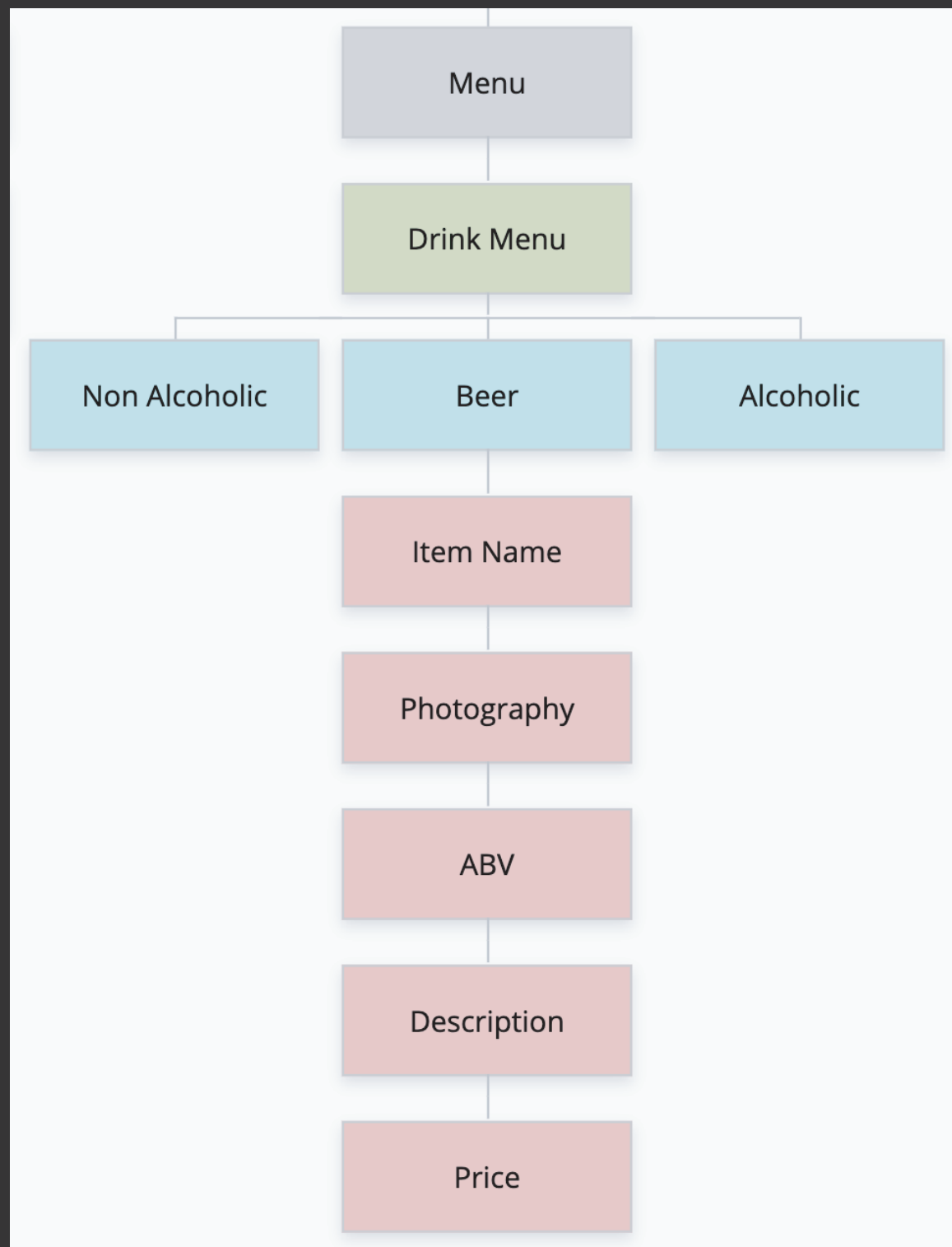
# Sitemap

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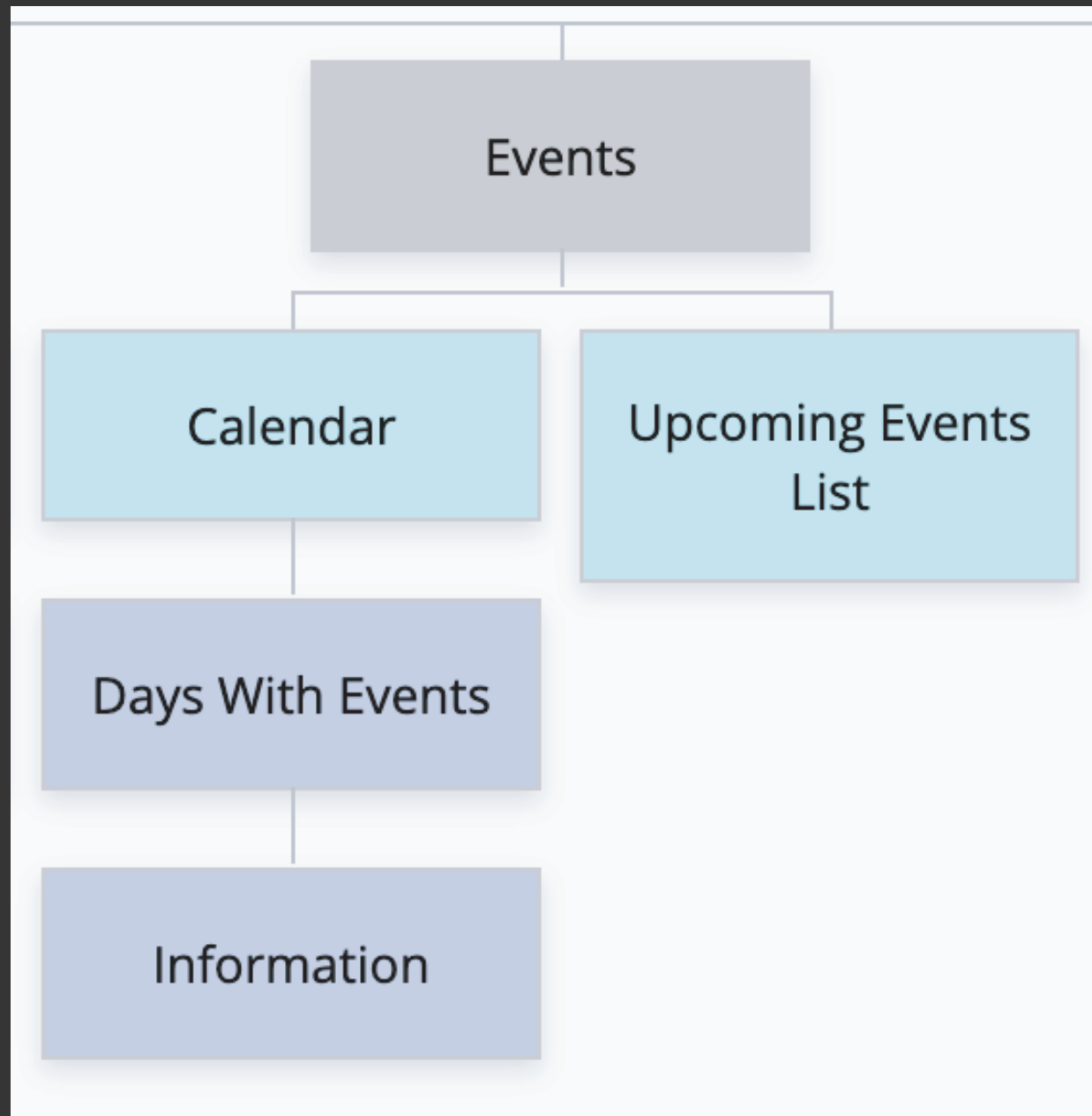
The Home Page was one of the main sources of needing a change on the website. It was hard to tell which page was supposed to be the “main menu” on the current website, so the revamped website would have a hero image area that would also have quick links to helpful areas of the website. The users that were interviewed also thought the information presented on the “About” page was helpful, so a majority of this information was transferred to the Home Page.

# Sitemap



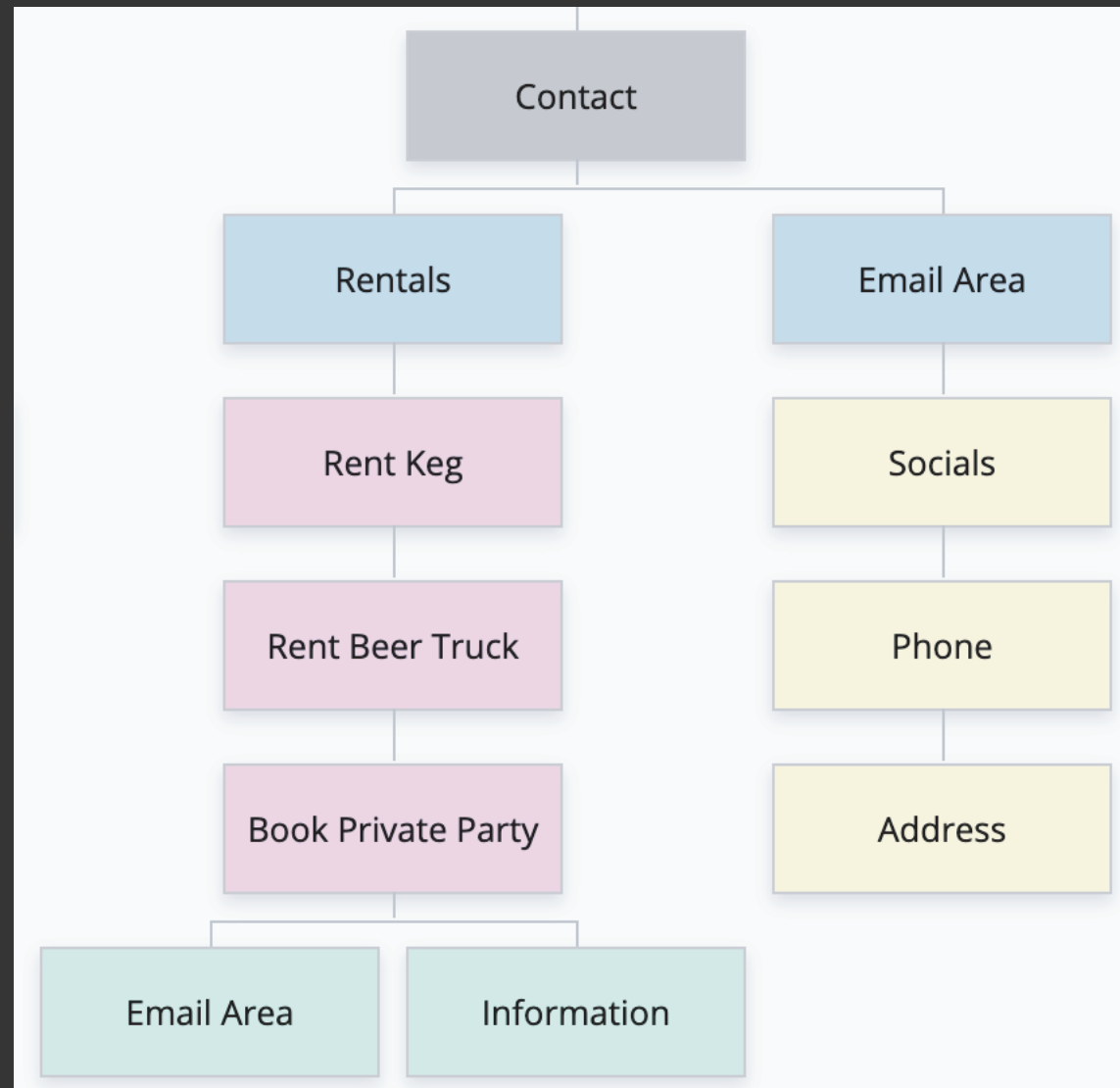
The Beer Menu was the other part of the current website that needed the most revision. The website needed it to be more organized by category, so a Non Alcoholic, Beer, and Alcoholic non-beer beverages tabs were made to make navigation easier. For each section, there would be the listed drinks with the information showed on the siteman listed below it. All these drinks would also have a picture provided since lack of imagery was another main pain point.

# Sitemap



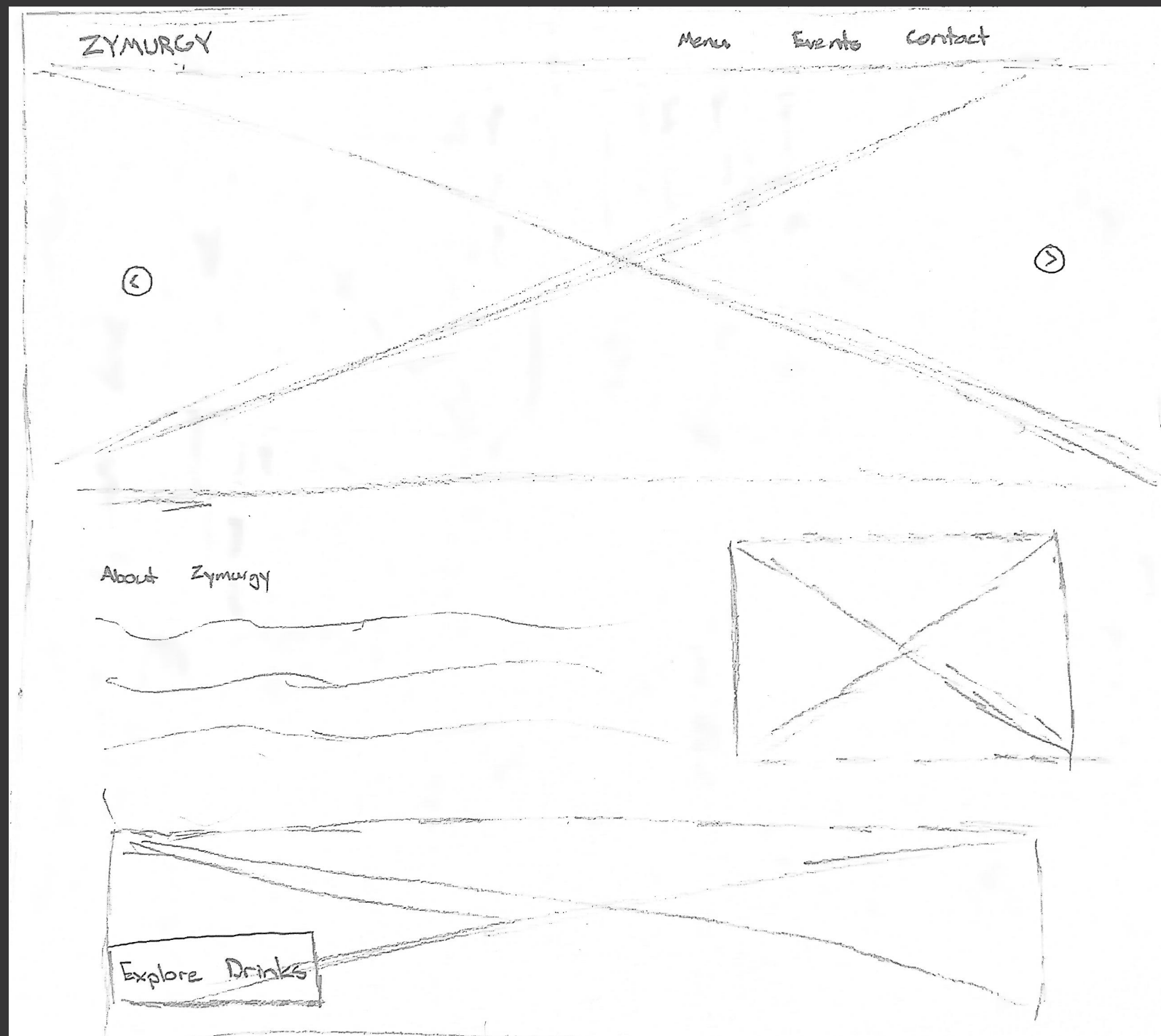
The events were currently scattered across the whole website. The goal is to design a minimalist area that includes a calendar of the month as well as an upcoming events list in the near future. The goal is to make navigation easy for the user by listing all the events in one place. It also will make updating the list easier.

# Sitemap



The contact area was expanded upon significantly. Instead of “Rent the Beer Truck” having its own separate tab, this was placed in the contact area, since it would fall under this category for someone interested in renting the truck. There were other rentals on the website as well, including renting kegs and booking a private party. The goal was to put all these in one place to reduce the confusion of a user trying to find one of these. The email area was still kept.

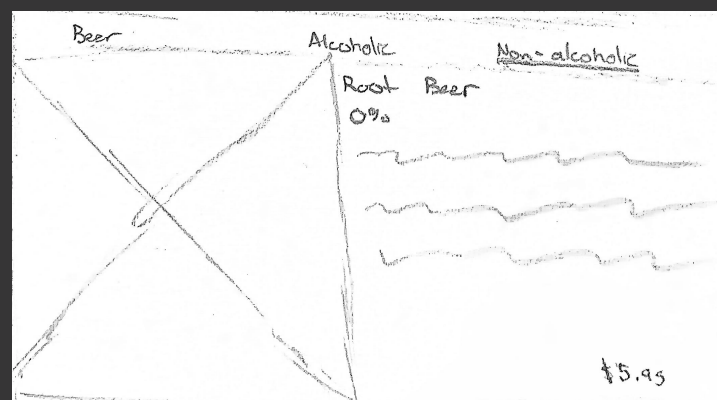
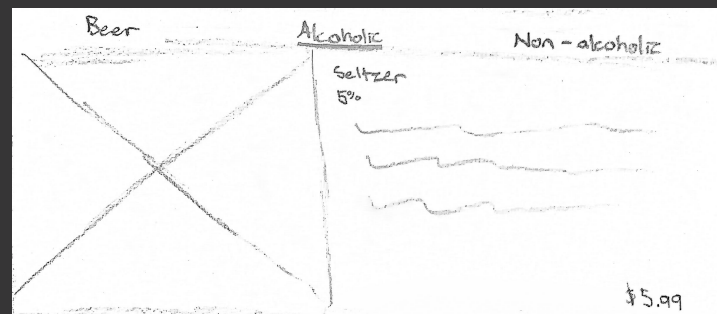
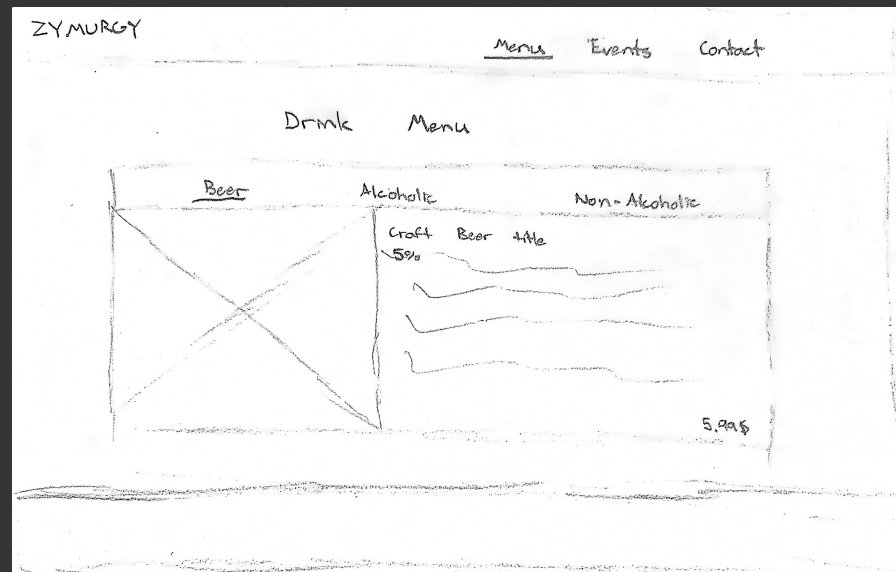
# Low-Fidelity Prototype



The home page was the simplest of the pages to make on the low fidelity prototype. This page consisted of a hero area as well as Zymurgy's purpose and about them. It also has a hot link to get to the drink menu, as research showed this would be an important link to have on the home page. In the hero section, it will scroll between multiple pictures showing what the establishment it like.

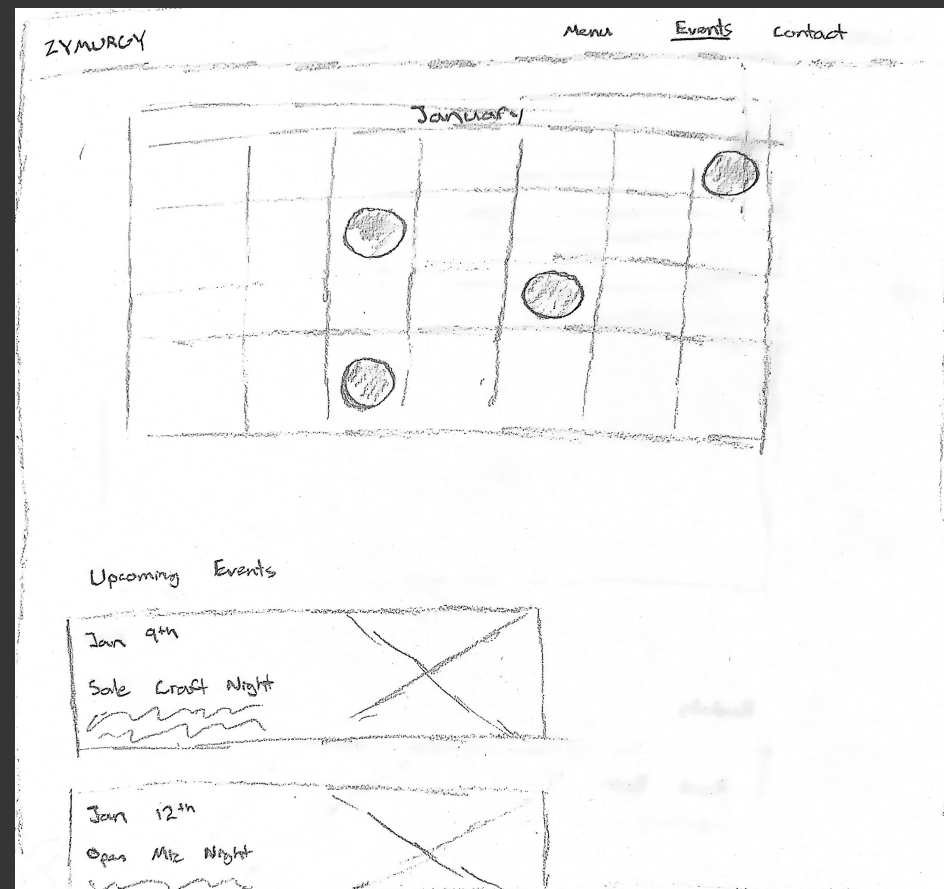
The header would include the tabs menu, events, and contact. The Zymurgy logo would be the link back to the home page for the user.

# Low-Fidelity Prototype

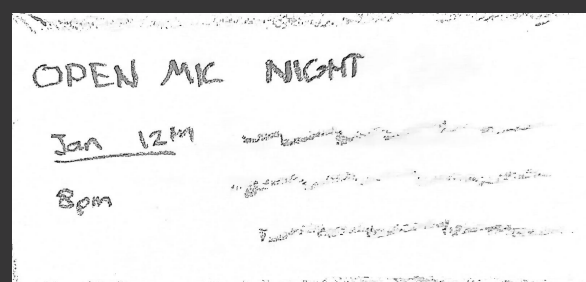
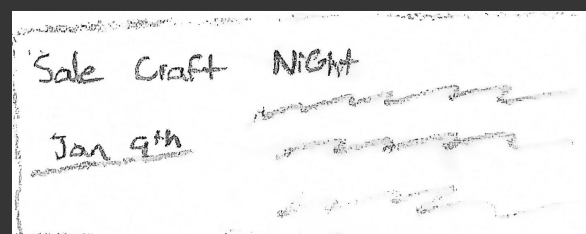


The menu page was designed to not have any vertical scrolling. All of the shifting on the page would be horizontal. There are three tabs, including beer, alcoholic, and non-alcoholic beverage options. The user will be able to switch between the drinks in the particular category by using arrow buttons, similar to the home page hero section.

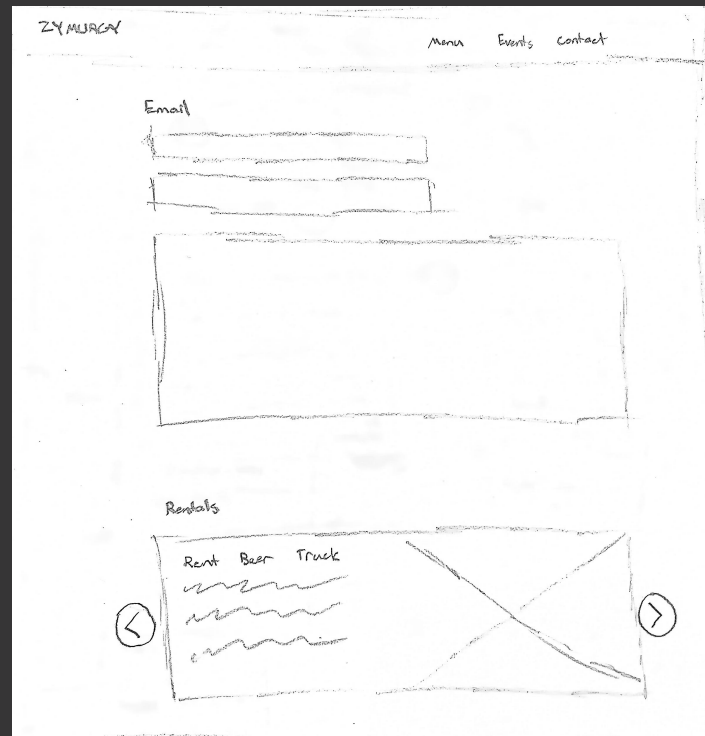
# Low-Fidelity Prototype



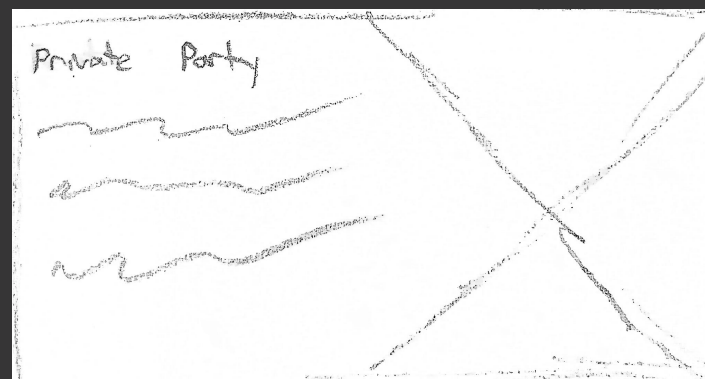
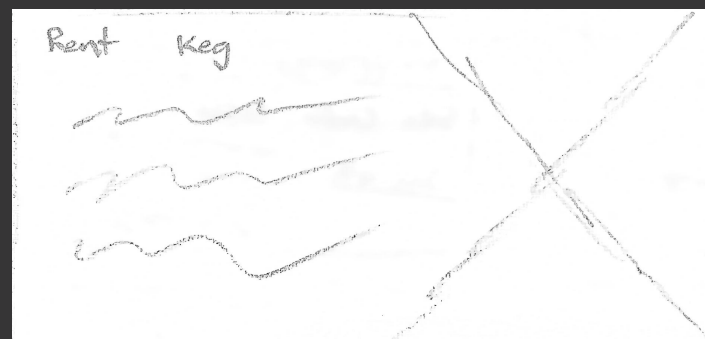
The events page was made for east visual and navigational user access. The calender is at the top and in the center of the page, but still small enough to also see the upcoming events at full screen. The user would click on the circles shown on the calender, and the site will show a short description of the event; examples shown at the bottom.



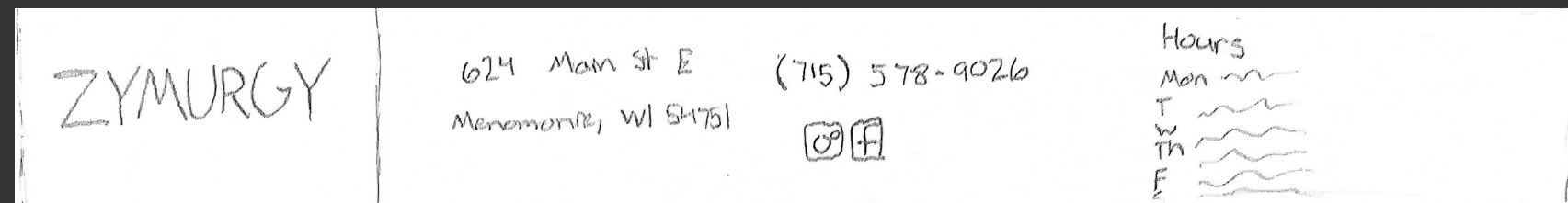
# Low-Fidelity Prototype



The contact page has the email section which is already present on the website, as well as the rentals section below it. Like the menu and hero section, there is another arrow function which the user can scroll through to see the different rental options.



# Low-Fidelity Prototype



The footer held information including the address, phone number, socials, and hours that the establishment was open. This would be consistent through every page, making it easy for the the user to find this information.

# User Testing: Low-Fidelity Prototype

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## Tasks for users

- Find “About Zymurgy”
- Find the price of seltzers
- Find the store’s location and hours
- What event is happening January 12th?
- Find “Book a private party”

Tasks: User was able to successfully complete all tasks. Find “Book a private party” caused the most confusion through tests. Paper providing less context and detail also seemed to be a main issue.

Home: Thought it was too crowded and hero section could be enlarged. Could add more hot links.

Menu: Three sections that the drinks are split into is clear, may be hard to find specific drinks by scrolling. Layout of specific information could be refined.

Events: Found it easy to navigate and liked the calendar functioning

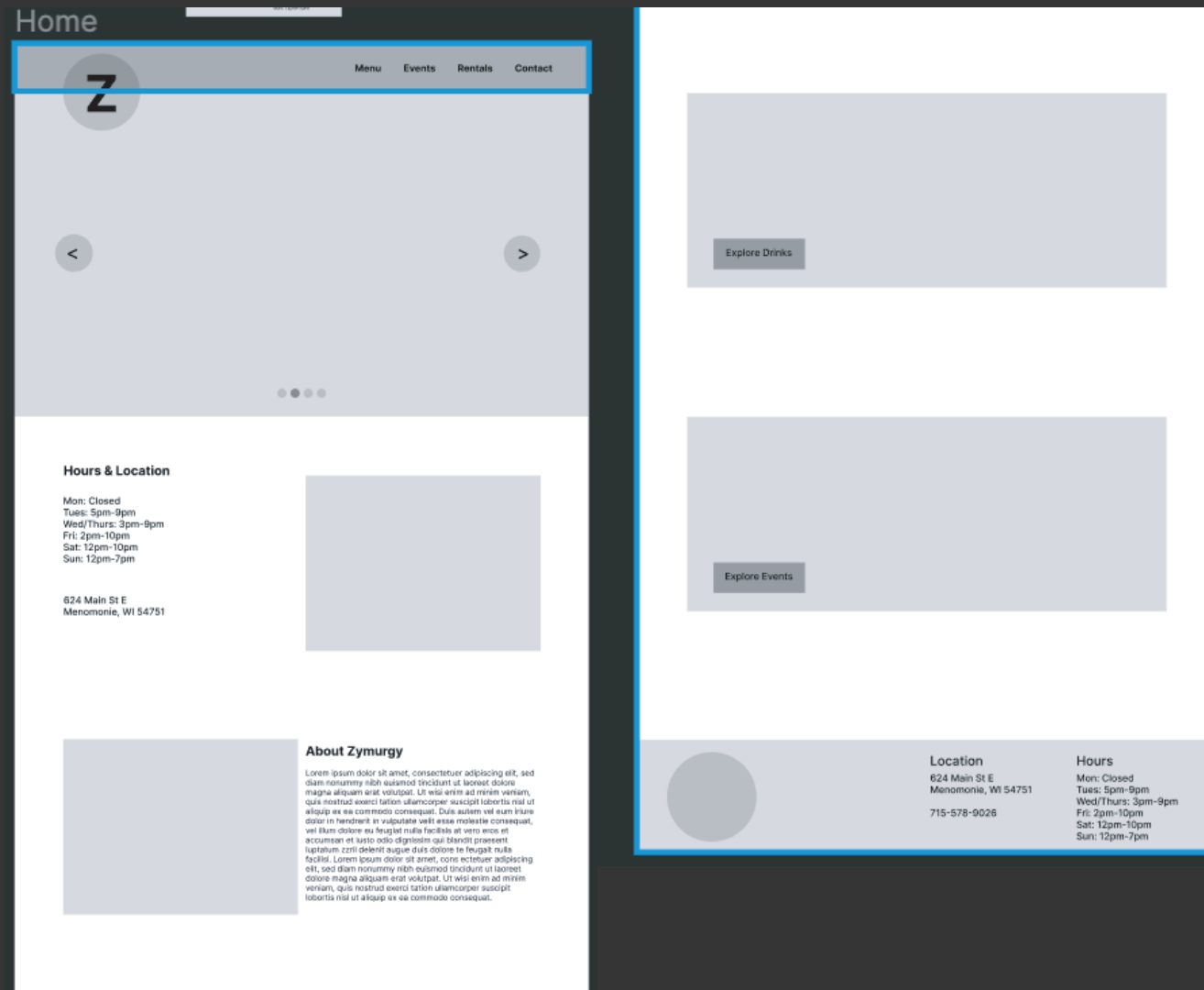
Contact: Struggled with finding the other rental options. Wanted all to be listed next to each other. Footer not drawn onto page made other contact info forgettable.

Footer: Footer was kept on separate page, so it was hard for the viewer to remember the information was present. Layout of information could also be refined.

## Revision Memo #1

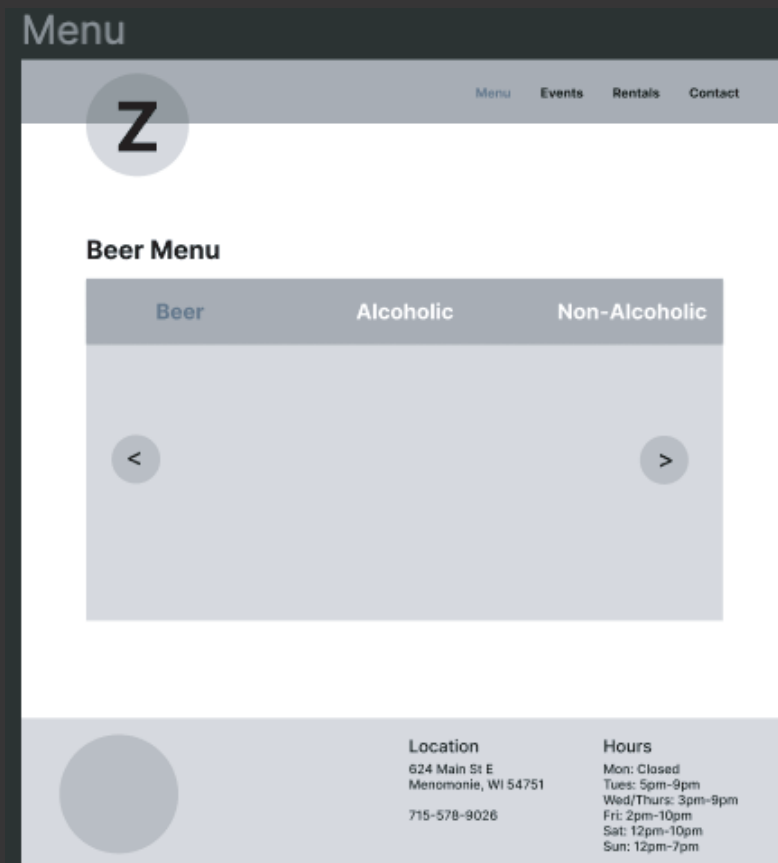
The first user testing sessions gave a large amount of helpful feedback to update the skeleton of the web site to make it more effective for the users. There was feedback received about the layout of some information. One example of this included the home page being too crowded. To fix this, the hero section was made larger, and more negative space in between each set of information was added. A hot link to the drink menu was also the only one present, and users suggested to add another for events, which was added. The drink menu was received well in the aspect of the three sections of drinks. However, it was suggested that it would be tedious to scroll through all the drinks to try to find a specific one, so a drop down menu listing the drinks was added when hovering over a drink tab. The contact page layout was another aspect that users suggested a change in layout. The layout was originally the three rental options needing to be scrolled through to navigate them. This was changed to have all rental options listed alongside each other without a need to scroll. Lastly, the footer was unclear as it was not drawn onto every page. The footer was added to each page clearly, expanded to be larger, as well as refining the layout of it as a whole.

# Mid-Fidelity Prototype

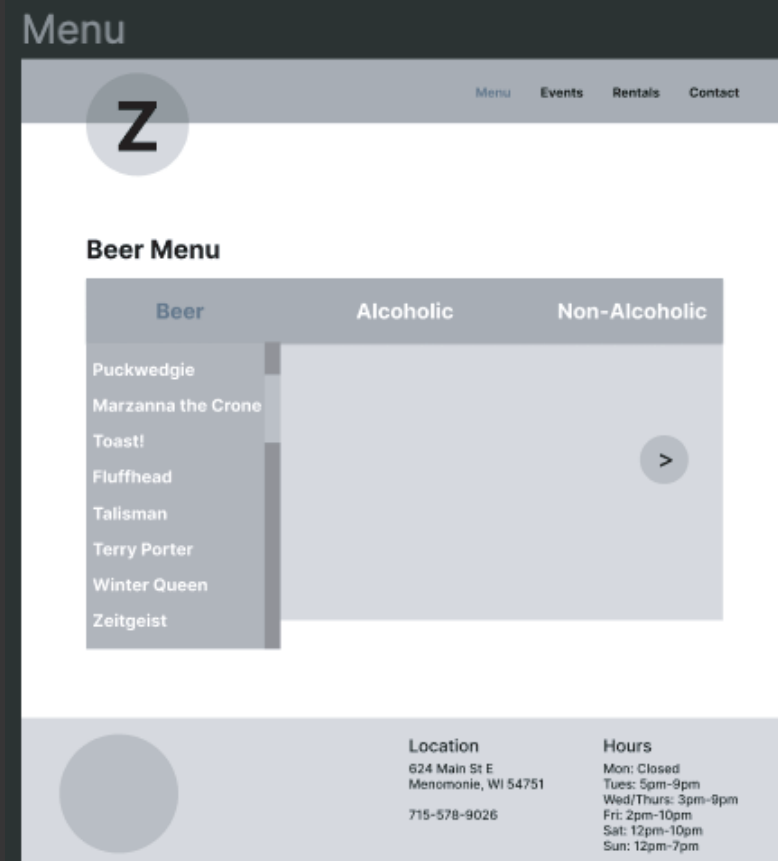


The home page was revised to add a large hero section. There was also additional information added such as the Hours & Location being the first thing the user opens the screen up to. There is also an about section as well as two hot links to other parts of the site. Imagery place holders have been added to ensure the user gets the full picture of what Zymurgy is like.

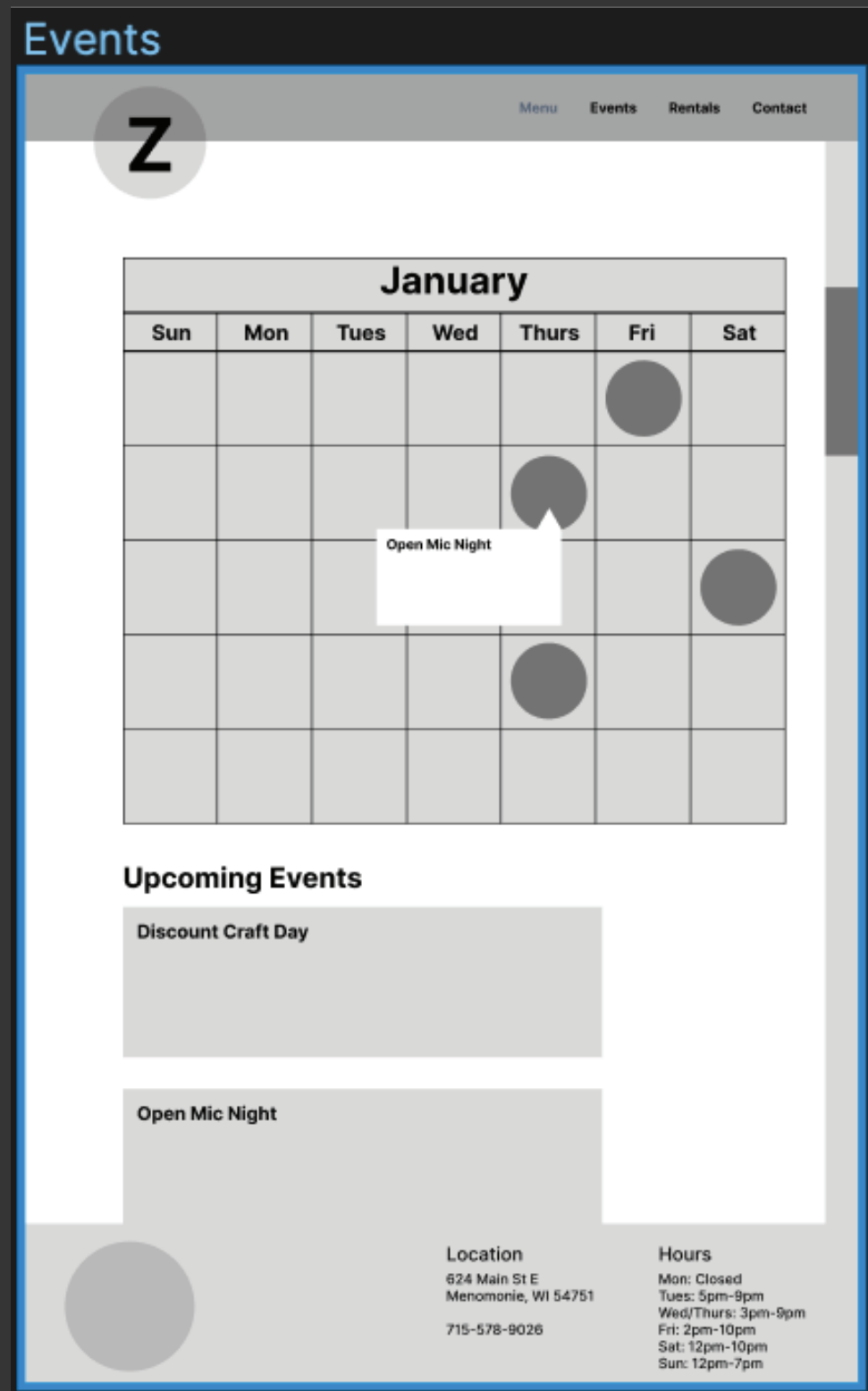
# Mid-Fidelity Prototype



The menu page was created as the low-fidelity prototype showed. However, instead of the user scrolling through all of the drink options, a drop down menu has been added when the user hovers over one of the tabs. The viewer still has the option to scroll through the drink options, but has an easier way to find a specific drink quickly as well.



# Mid-Fidelity Prototype

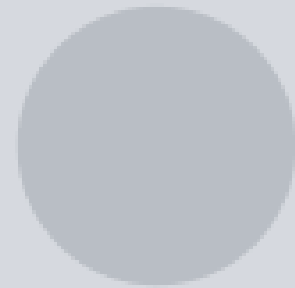


The events page was created as the low-fidelity prototype depicted. The calendar shows the days that have an event and the user can view these by clicking on the dots. There is also a list of events coming up soon in the upcoming events subheading section. A scroll bar has also been added to the side of the web page to make it clear that scrolling is an option



# Mid-Fidelity Prototype

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## Location

624 Main St E  
Menomonie, WI 54751

715-578-9026

## Hours

Mon: Closed  
Tues: 5pm-9pm  
Wed/Thurs: 3pm-9pm  
Fri: 2pm-10pm  
Sat: 12pm-10pm  
Sun: 12pm-7pm

The footer was changed in the layout of the information that is in it. It has been changed to follow a grid structure and is more dense than it was in the low-fidelity version.

# User Testing: Mid-Fidelity Prototype

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## Tasks for users

- Find store hours and locations
- Find the drink “Talisman”
- Find two ways to contact Zymurgy
- What day is open mic night on?
- Find “Rent a Keg”

Tasks: User was able to successfully complete all tasks. Tasks were completed much quicker compared to the low-fidelity prototype tasks. The main issue was finding two ways to contact Zymurgy as the phone is in the footer and socials are absent.

Home: Had a good hero section and liked how easy it was to find the address and hours. Thought there could be more of a difference between the two hot links

Menu: Thought the navigation was easy, liked the three sections. No place where information on the drinks would be, want it added so it's easy to find.

Events: Easy to view and figure out when and what events there would be.

Contact: Suggested that the rentals be placed above email. There were no socials in the prototype.

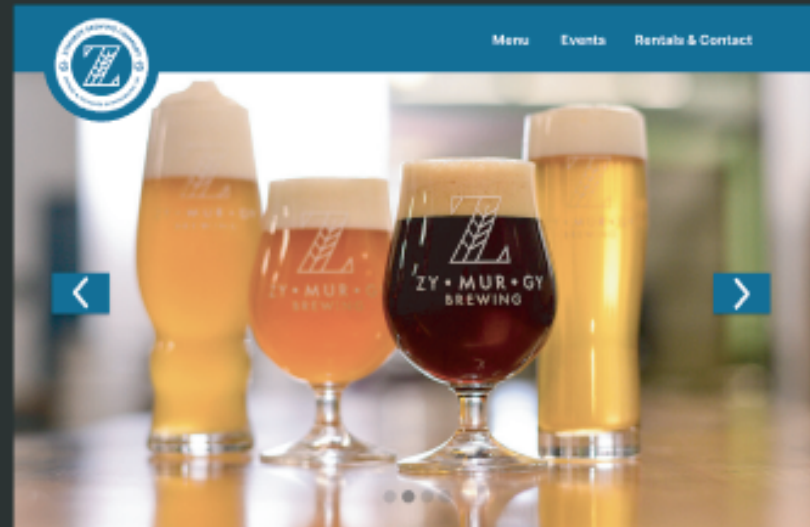
Footer: Same shape of logo used in footer as header, could be switched. Easy to find by its large size and held helpful information for the user.

## Revision Memo #2

The second user testing sessions gave some helpful feedback that would refine the final version of the website. The user suggested that the home page hot links could vary more than they do. They look identical and have nothing to differentiate them other than the words on the button. The sizing of the rectangles and typography was added to make them vary. The drink menu was the main concern of this prototype. Although it seemed easy for the user to find specific drinks, there was no information present that would suggest anything about the drinks' descriptions, ABV, or pricing. This would be added into the final version. The contact page also had some criticism towards it. The user thought the email was a weird way to open the page, as there are rental options with illustrations that would offer more to a viewer. These modules were flipped in the final version. There were also some aspects missing. The socials were not placed anywhere, as well as "Rentals" having its own page. Socials were added into the footer, and rentals was combined with contacts, as this was the original plan in the low-fidelity layout. Finally, the logo in the footer was changed to "Zymurgy's" type logo, to add some variety when compared to the header.

# High-Fidelity Prototype

Home



Menu Events Rentals & Contact



## Hours & Location

Monday: Closed  
Tuesday: 5pm-9pm  
Wednesday: 3pm-9pm  
Thursday: 3pm-9pm  
Fri: 2pm-10pm  
Sat: 12pm-10pm  
Sun: 12pm-7pm

624 Main St E  
Menomonie, WI 54751



## About Zymurgy

From the beginning, Zymurgy Brewing Co. was modeled to be a sustainable, earth-conscious operation with an underlying goal of community support and education.

We employ sustainability practices to reduce the brewery's energy consumption, and to minimize waste creation and overall environmental impact.



Explore Our Wide Variety of Drinks

Drink Menu



Live Events for everyone to enjoy

Events

ZY • MUR • GY  
BREWING COMPANY



## Location

624 Main St E  
Menomonie, WI 54751

715-578-9028



## Hours

Mon: Closed  
Tue: 5pm-9pm  
Wed/Thurs: 3pm-9pm  
Fri: 2pm-10pm  
Sat: 12pm-10pm  
Sun: 12pm-7pm

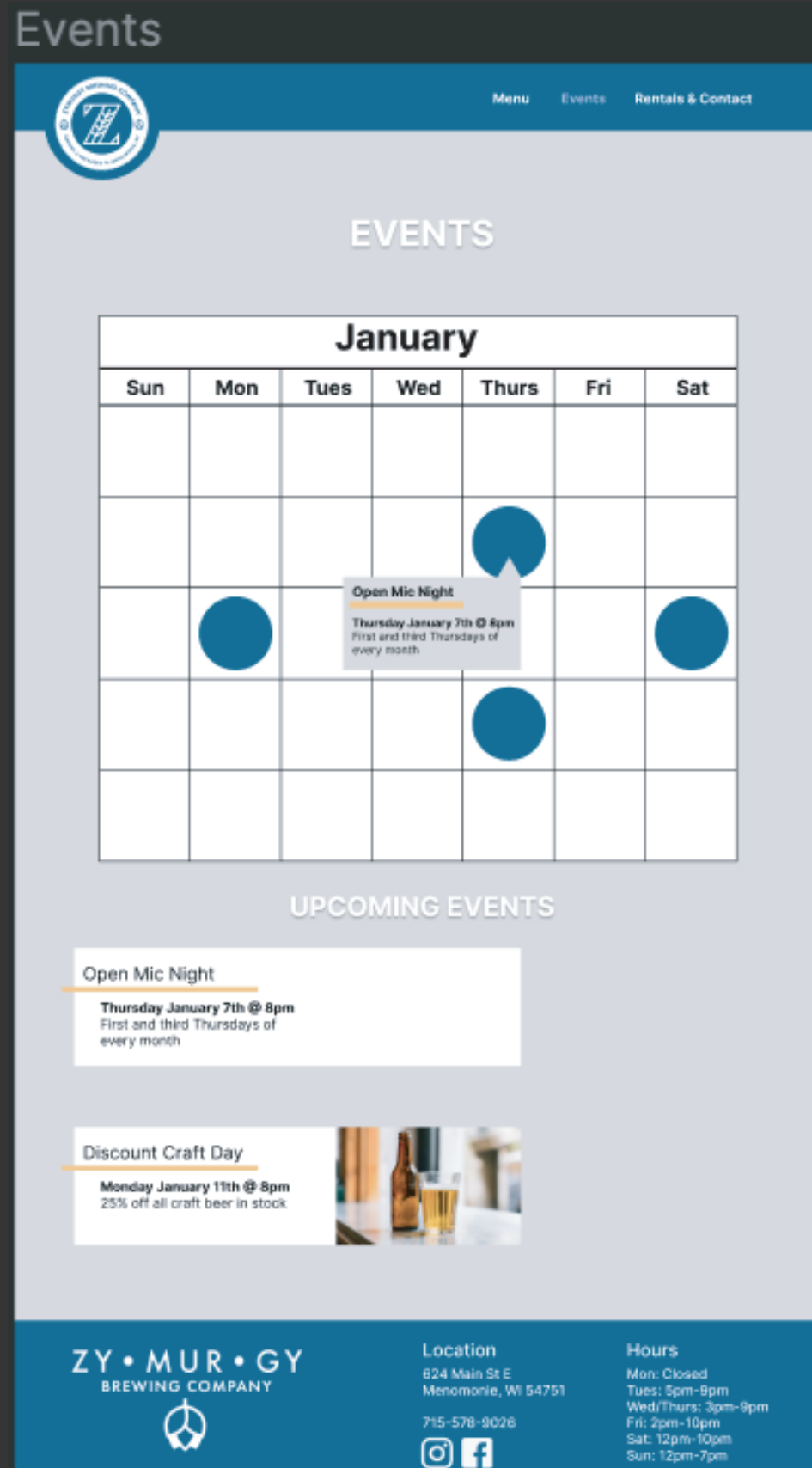
The home page is the page that got the most variation it in from adding imagery. The imagery was added with the goal to make it seem fun-casual, and welcome all legal ages. Variation was added to all the modules to make sure they looked independent, but fit the theme at the same time.

# High-Fidelity Prototype



The drink menu page consists of the three different beverage types, as well as showing what the drop down menu would appear as. The only scrolling on this page would be vertically on the drink options, as well as using the buttons present on the drink illustrations.

# High-Fidelity Prototype






The events page was the page that got the least criticism through the design process. It has clear information on which days would have an event, and has easy access to figuring out what events these are by clicking the dots. If the user is looking for a particular event, they may look under the “upcoming events” section. The calendar and dates would be added to an updated calendar.

# High-Fidelity Prototype

## Contact

Menu Events Rentals & Contact

### Rentals



First Name Last Name

Email Address

Subject

Message

Send

**ZY • MUR • GY**  
BREWING COMPANY

Location  
624 Main St E  
Menomonie, WI 54751  
715-578-9026

Hours  
Mon: Closed  
Tues: 5pm-9pm  
Wed/Thurs: 3pm-9pm  
Fri: 2pm-10pm  
Sat: 12pm-10pm  
Sun: 12pm-7pm

## Book Private Party

Menu Events Rentals Contact

### Book Private Party

First Name Last Name

Email Address

Date of Event Time of Event

Phone

Message

Send

**ZY • MUR • GY**  
BREWING COMPANY

Location  
624 Main St E  
Menomonie, WI 54751  
715-578-9026

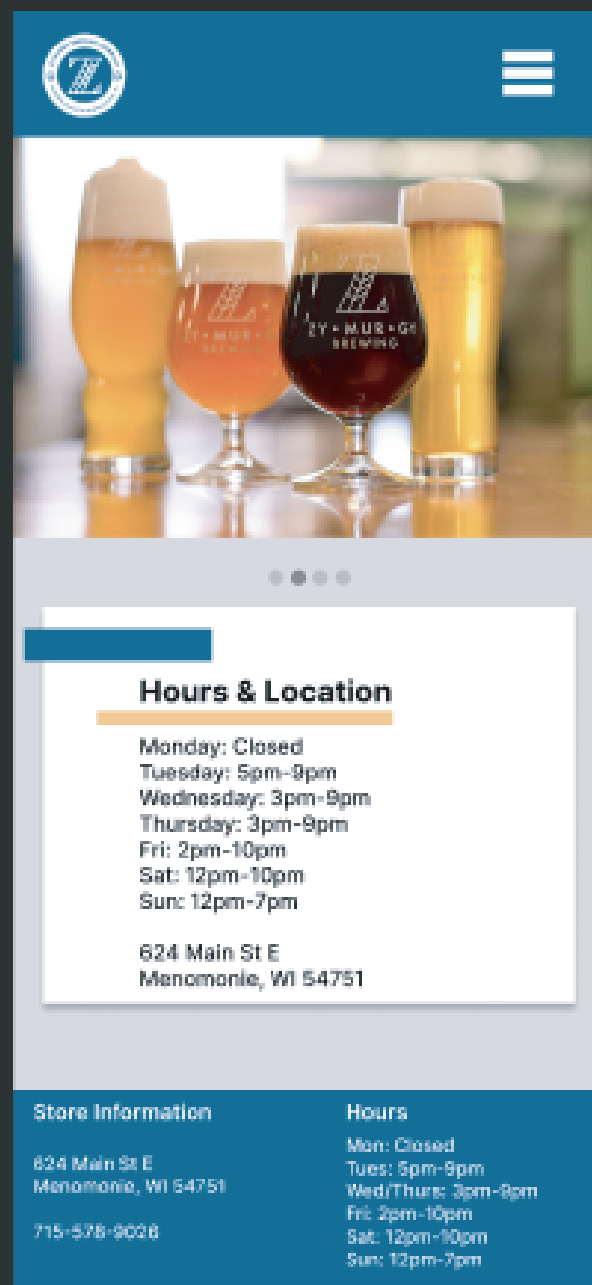
Hours  
Mon: Closed  
Tues: 5pm-9pm  
Wed/Thurs: 3pm-9pm  
Fri: 2pm-10pm  
Sat: 12pm-10pm  
Sun: 12pm-7pm

The Rentals & Contacts page went through several changes in this last phase. The rental options were moved to the top of the page, to give the user some imagery when they open the page. The rental buttons also lead to a separate rental email section specifically for the option they picked.

# High Fidelity Prototype

## Mobile interface

### Mobile Home



Mobile Home screen featuring a header with the logo and a hamburger menu. Below is a hero image of four beer glasses. A section titled "Hours & Location" lists the following information:

**Hours & Location**

Monday: Closed  
Tuesday: 5pm-9pm  
Wednesday: 3pm-9pm  
Thursday: 3pm-9pm  
Fri: 2pm-10pm  
Sat: 12pm-10pm  
Sun: 12pm-7pm

624 Main St E  
Menomonie, WI 54751

At the bottom, there are two columns: "Store Information" (624 Main St E, Menomonie, WI 54751, 715-578-9028) and "Hours" (Mon: Closed, Tue: 5pm-9pm, Wed/Thurs: 3pm-9pm, Fri: 2pm-10pm, Sat: 12pm-10pm, Sun: 12pm-7pm).

### Menu



Menu screen featuring a header with the logo and a hamburger menu. Below is a hero image of a beer glass. A section titled "Beer" lists "Alcoholic" and "Non-Alcoholic" categories. A featured beer "Puckwedgie" is highlighted with the following details:

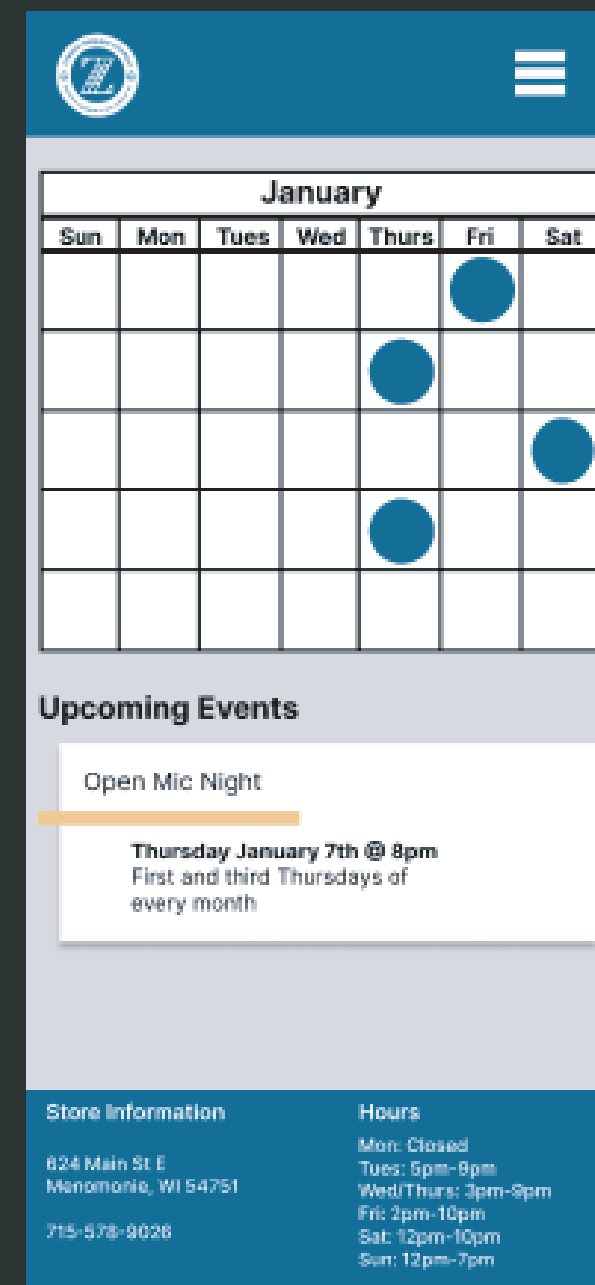
**Puckwedgie**  
Belgian IPA: 7%

Double dry-hopped with Amarillo and Wisconsin-grown Michigan Copper & Mackinac hops. Bright, crushable, and brewed with a Belgian yeast strain. Some juicy notes of mango and lemon.

**\$5.99**

At the bottom, there are two columns: "Store Information" (624 Main St E, Menomonie, WI 54751, 715-578-9028) and "Hours" (Mon: Closed, Tue: 5pm-9pm, Wed/Thurs: 3pm-9pm, Fri: 2pm-10pm, Sat: 12pm-10pm, Sun: 12pm-7pm).

### Events



Events screen featuring a header with the logo and a hamburger menu. Below is a calendar for January with blue circles indicating events on the 5th, 7th, and 12th. A section titled "Upcoming Events" lists "Open Mic Night" on Thursday, January 7th @ 8pm, which occurs on the first and third Thursdays of every month.

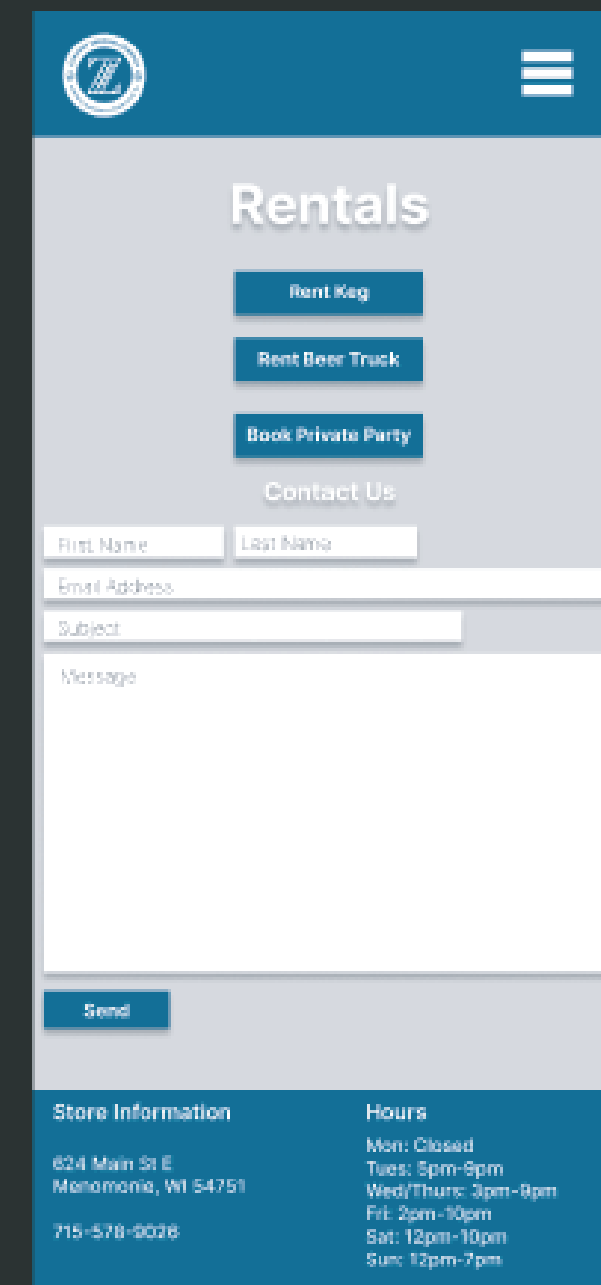
**Upcoming Events**

Open Mic Night

Thursday January 7th @ 8pm  
First and third Thursdays of every month

At the bottom, there are two columns: "Store Information" (624 Main St E, Menomonie, WI 54751, 715-578-9028) and "Hours" (Mon: Closed, Tue: 5pm-9pm, Wed/Thurs: 3pm-9pm, Fri: 2pm-10pm, Sat: 12pm-10pm, Sun: 12pm-7pm).

### Contact



Contact screen featuring a header with the logo and a hamburger menu. Below is a section titled "Rentals" with three buttons: "Rent Keg", "Rent Beer Truck", and "Book Private Party". A "Contact Us" section includes input fields for "First Name", "Last Name", "Email Address", and "Subject", and a "Message" text area. A "Send" button is at the bottom.

**Rentals**

Rent Keg  
Rent Beer Truck  
Book Private Party

Contact Us

First Name  
Last Name  
Email Address  
Subject  
Message

Send

At the bottom, there are two columns: "Store Information" (624 Main St E, Menomonie, WI 54751, 715-578-9028) and "Hours" (Mon: Closed, Tue: 5pm-9pm, Wed/Thurs: 3pm-9pm, Fri: 2pm-10pm, Sat: 12pm-10pm, Sun: 12pm-7pm).

# User Testing: High-Fidelity Prototype

## Tasks for users

- Get to a different page without header (home)
- Find Zymurgy's contact and socials
- Find the drink "Winter Queen"
- Find "Rent the Beer Truck"
- What event is on January 7th?

Tasks: User was able to successfully complete all tasks. Tasks were completed the easiest of all the prototypes. User noticed some pages were inconsistent within the header as well as some finer details.

Home: Thought hero section was nice and found the hot links helpful. Liked the order of the information listed.

Menu: Found it easy to find a particular drink and could find the information for the drinks easily.

Events: Easy to view and figure out when and what events there would be.

Contact: Found the rentals much easier compared to the past prototypes and liked the layout of the options on the page.

Footer: Thought the Zymurgy symbol looked good with the footer and the information was necessary in the footer.

## Revision Memo #3

The third user testing session as well as the critiquing provided feedback to make effective final revisions to the website. There were several issues with small details such as certain objects not having drop shadow that should have, pictures missing, and some lettering and capitalization issues. These were noticed and fixed with the goal to make the website as systematic as possible. The website originally only had the blue color along with the grayscale colors present. The yellow-orange color was added to give the website and Zymurgy brand more character, and also adds to the liveliness that the company has. The rentals were also originally kept in the same spot as the mid-fidelity version, but was switched to be at the top above the email area.