



**Presented by: Team Quaffle**  
Ryan, Nanly, Jalyn, Ibrahim & Nick

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**Presented by: Team Quaffle**

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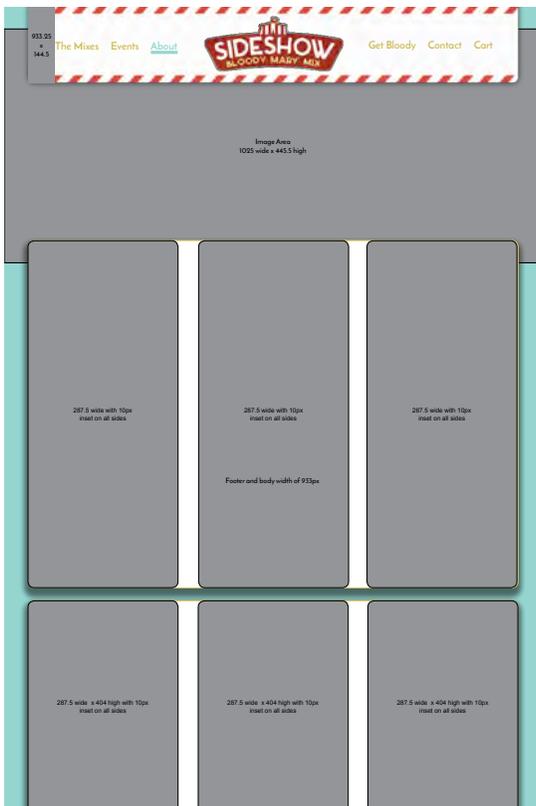
# Sideshow Bloody Mary Mix

## Intro to project and client meeting

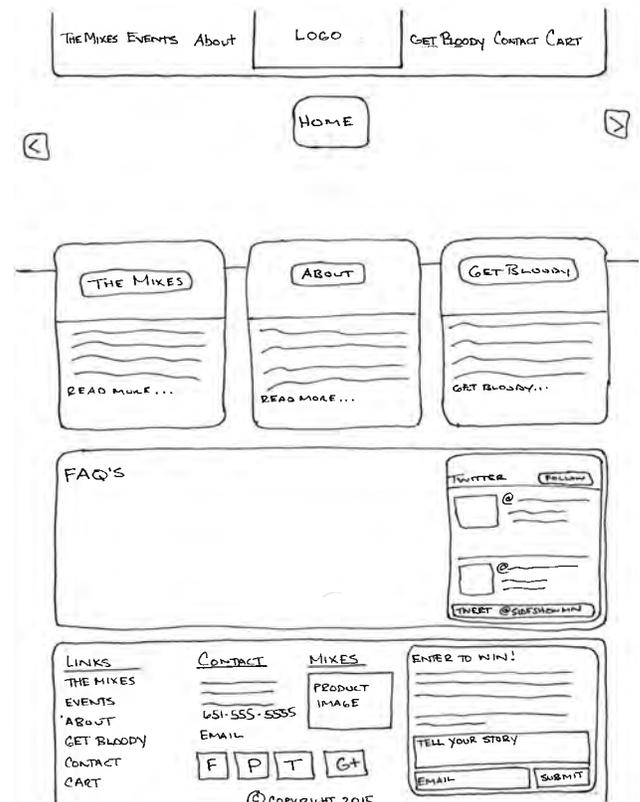
We were given a digital document with client assets and told that we were to design a mock website for our client, Sideshow Bloody Mary mix, that follows a Wordpress theme of our choosing. We had a one hour client meeting to ask questions that would start to guide our decisions and designs about the site. Our group decided the approach we would take was to lead with the brand and have strong tie-ins to social media, especially Facebook. The template we chose needed to have large imagery, be responsive, have simple navigation and be easily expandable to grow with business needs.

## Choosing template and initial designs

After looking through many templates we settled on one called "Restaurant" because we felt it had the components of the site we thought were critical. The site isn't free, it costs \$69, but we also believed that it work nicely for the client with a minimal amount of development costs. At this time we also felt it is best to stick to the template for that same reason. Without knowing what the business owner wants to spend on the site, we decided that you choose a Wordpress template to keep development costs low and to create a website that is not only functional but beautiful as well. This website will utilize Big Cartel for the shopping cart and buying process so we did not design pages for that. Research from our team showed that Big Cartel is very easy to theme, there should be no problem making it fit into our design.



Grid Structure

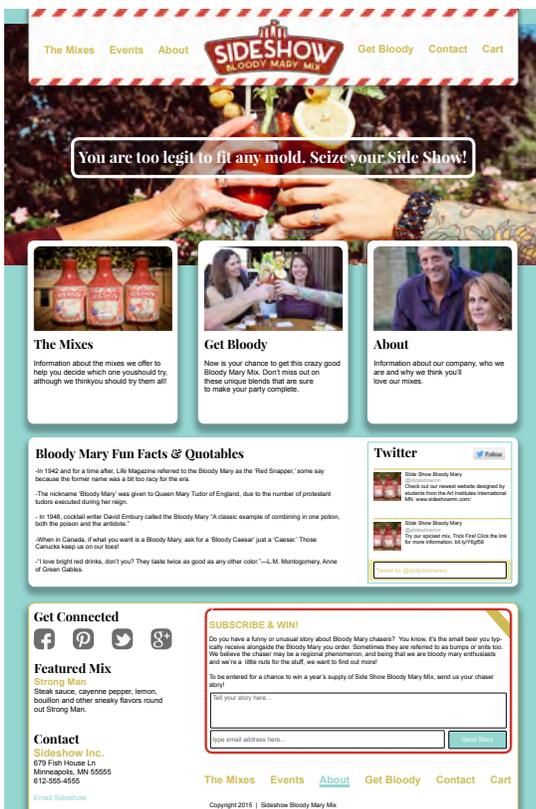


Initial Wireframe

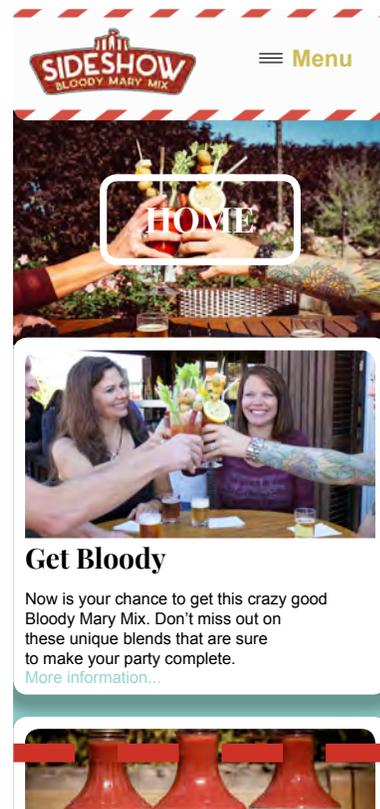
# Sideshow Bloody Mary Mix

## First Design

Immediately we figured out that Azedo, the font listed in the clients style sheet, is not web safe and could not be reliably used in the design. We used a font called Playfair Display for the headers and Arial for the body copy. Both of these fonts are web safe so using them in the design allowed us the ability to accurately predict how the font would look on all browsers without adding additional load time. We also created the red/white striped border for the header as a way to dress it up. Initially the logo was placed in the center and the navigation was placed around it, equally on both sides. The theme throughout the design is the three column layout, which is how many products the company currently has. This design allows us to focus on the main three products while giving us the ability to add more products in the future.



Desktop Home Page



Mobile Home Page

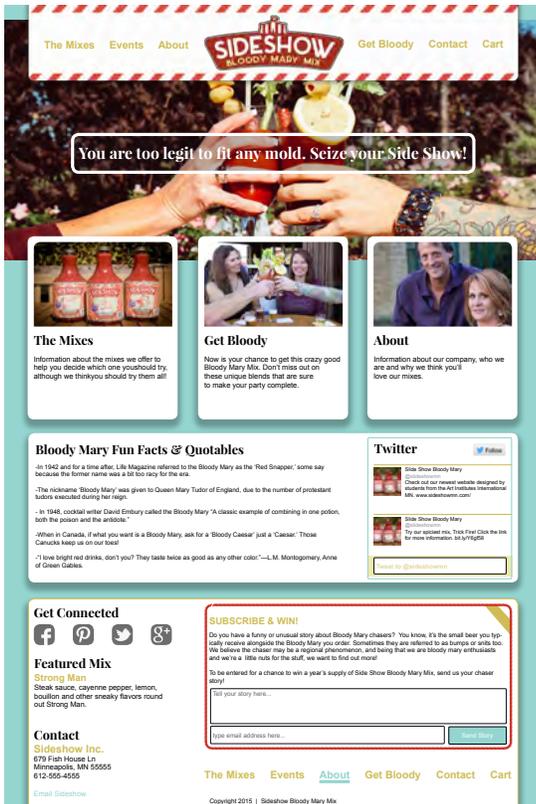
## Initial Critiques

Our first critique went well, the biggest knocks were the amount of type and the size of the footer, especially on the mobile site. To combat these critiques, we removed all of the text that was in the three main boxes, opting for just links, and we kept the size of the footer the same but we added an additional navigation bar, social media, featured mix, company address and direct link to email along with the "Enter & Win" section. Nesting these items would keep the footer large but it would also be functional, giving us another area to showcase items without sacrificing other content.

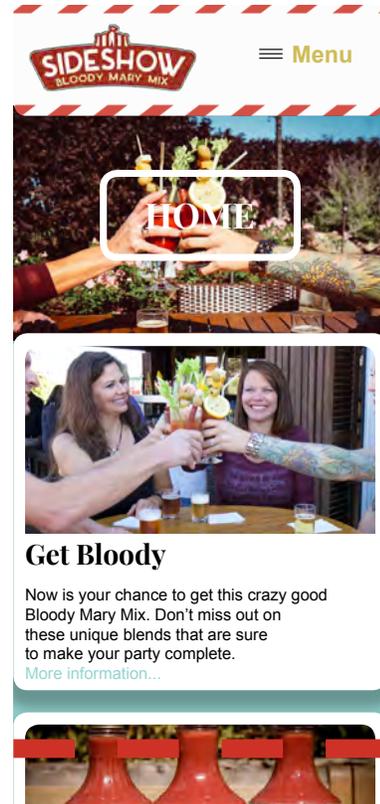
# Sideshow Bloody Mary Mix

## Client Presentation

We met with the client mid-way through the quarter and showed him our designs and what we were aiming for, it went well. The client liked the brand first approach and saw the value in the nested footer as well as the items in there. He really like the responsiveness of the site and was pleased that our design would not take a lot of additional development time or dollars due to customization.



Desktop Home Page



Mobile Home Page

## Client Critiques

The critiques from the client were not unexpected, he felt that there was a lot of text and there was a bit of sensory overload. One small comment that he made was that it was more “cookie-cutter” than he liked but overall he was pleased. After consulting with the team we decided to make changes to the site to remove the sensory overload and to change a few items to remove some of the “cookie-cutter” feel. In our next round of designs we completely removed the text from the three main image areas of the home page, having only links and we made changes to the footer to draw more attention to it.

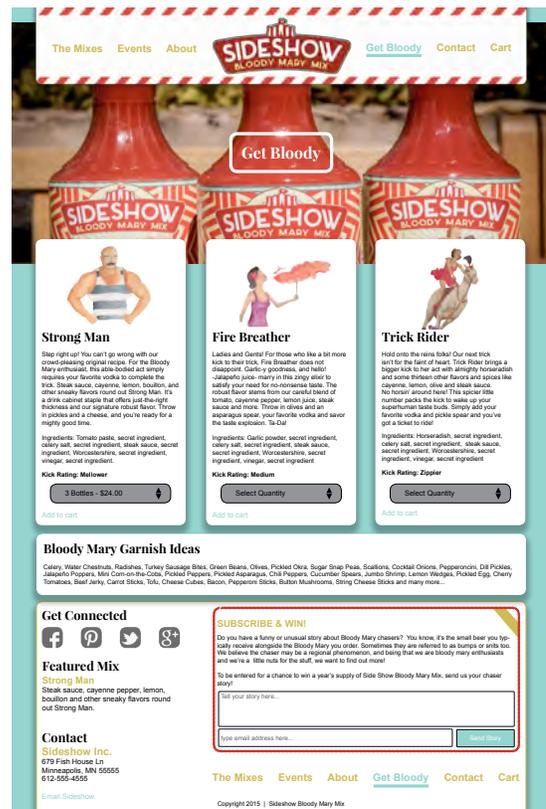
# Sideshow Bloody Mary Mix

## Second Design

The second design largely remained the same as the first with a few small changes. We removed all of text from the three main image areas, leaving only the links to additional pages and we added a picture to the location of the fun facts and changed it to be a custom box where a scrolling message would be displayed. We also enhanced the twitter feed section and shortened the footer by condensing the items in it. At the urging of the instructors we removed the home button from the navigation and moved the links to the right. The goal here is to make the logo function as the home button without having to display it. We also combined “The Mixes” and “Order” page to “Get Bloody” thinking it would be catchy and an uncommon way to get people to the products page. As a group we felt it was redundant to have a mixes page and a buying page that would have the same information on them, the only difference being the options to buy the product.



Desktop Home Page



Desktop Get Bloody Page

## User Testing

Our main goals for user testing was to find out if the navigation worked and to see if the user could find the “Enter & Win” section, which renamed the “Subscribe & Win.” Using the word subscribe seems less intrusive than enter and it might help to get people to sign up for regular updates. During these tests we also discovered that the buying process was somewhat confusing and the “mix & match” option was going to be difficult to accomplish since the customer wishes to sell in only quantities of three, six and twelve.

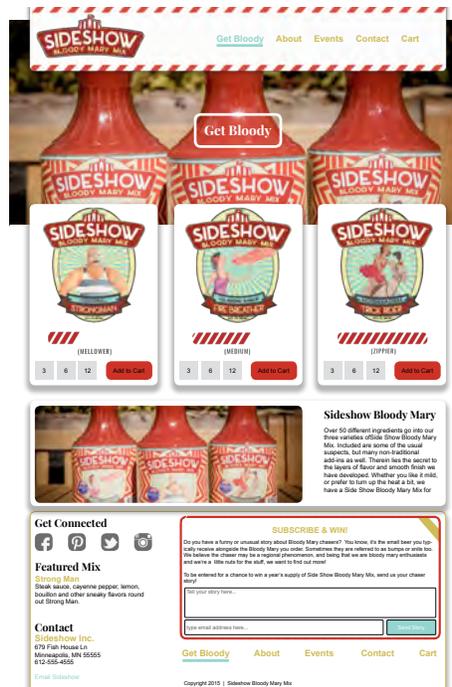
# Sideshow Bloody Mary Mix

## Final Design

Shown below is the final design of the pages, as you can see, removing the blue background does have a positive impact on the feeling of sensory overload. Displayed on the home page graphic, you can see the pictures with a shadow overlay to darken them and provide less stimulation. When you hover over one of the boxes, the overlay and text disappear, revealing the image, which is functioning as the link. We also added an overlay to the lower section with the scrolling text. The image will remain the same but the text will change. On the Get Bloody page, we have dressed up the page and added a pop-up window to reveal more buying options and the ingredients of each mix, also pictured below.



Desktop Home Page



Desktop Get Bloody Page



Desktop Get Bloody Pop-up

## User Testing

The second round of testing was used to ensure navigation was easy and that a user could find the “Subscribe & Win” section along with the ingredients to the mixes. We also put the logo to the test to find out if the user could really determine it was the link to the home page without having it say “home.” All of our tests were successful with the users being able to buy a six pack of the mix and figure out what the ingredients were. The only hangup was with the home button, most of the users still looked for it but were able to navigate their way back to the home page after a moment of looking around. Adding it back in might be beneficial but the trend is that websites don’t use them as much as they used to. With the current state of internet users, they know that the logo is the button to get home. The demographic for our tests were one female, aged 38 and three men ranging in age from 39-59. Surprisingly, the 39 year old male was the one who had the hardest time finding his way back to the home page.

# Sideshow Bloody Mary Mix

## Mix-N-Match Buying Option

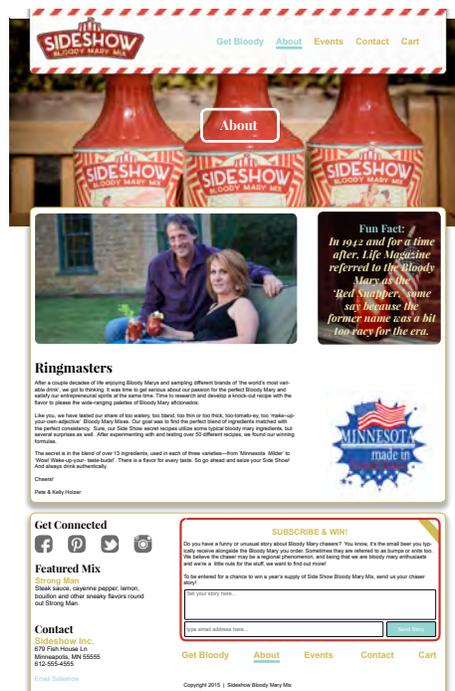
The mix-n-match buying option presented the biggest challenge to us and we were unable to discover a method to easily allow that option. With the client wishing to only sell in three, six and twelve packs, adding the option to select one or two bottles of a specific blend might be confusing to the buyer. One way around this might be to offer a prepacked sampler pack that has one of each mix in it, but that needs to be a decision made by the business.

## Conclusion

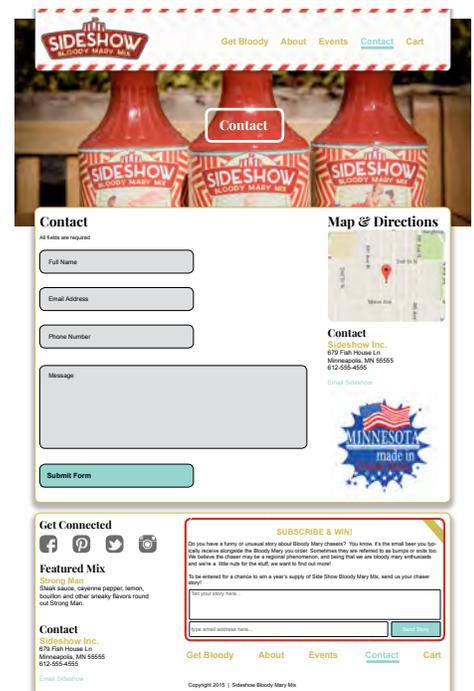
Through two rounds of user testing and hundreds of hours spent designing, I feel that we have designed a site for you that will effectively sell your product and give you room to grow. The “Restaurant” theme has many options for expansion and paired with Big Cartel you should be able to add in some different products without having to create a new website and spend thousands of additional dollars in development costs.



Events Page



About Page



Contact Page

# Sideshow Bloody Mary Website

## Creative / Business Brief

**Overview:** From the inception of this brand, the goal has always been to have a Bloody Mary Mix that is different in the market place. In today's day and age it seems as if almost every product has been commoditized in the market place. If everything looks and sounds the same, the consumer has a harder time 'differentiating' a product verses when a product entered the market 20, 30+ years ago. Sideshow Bloody Mary Mix is taking a differentiating stance.

- No other Bloody Mary Company has the bottle we are using
- No other Bloody Mary Company has that type of 'nostalgic' 'circus' look theme
- No other Bloody Mary Company proudly claims to be 'made in MN / USA' which is really importance to many consumers - i.e. the local angle
  
- Most Bloody Mary Companies have the exact long neck 32oz bottle type
- Most Bloody Mary Companies lead with 'hot' 'spicy' 'award winning' as their differentiator

**Mixes:** Some bloody mary companies go to market very quickly without the proper research. Sideshow Bloody Mary Mix(es) have been developed over two years. Over the course of those two years we have ran nearly 75 recipes using different, ingredients, temperatures, and processes. The result is the most perfect well balance all-around bloody mary mix where the ingredients are perfectly married together. The original is the Strong Man. Fire breather, uses the base of Strong Man but adds a blast of garlic and jalapeño spice. Trick rider uses the base of Strong Man and carefully elevates the horseradish that is a hit with those that love that horseradish kick.

### **Website Branding:**

- **Home Page** - no scrolling if possible, very simple with branding elements, 3-4 rotating photos, photo captions and the logo (prominent navigation tabs or icons).
- **About Us** - no scrolling if possible, branding elements, photo & text.
- **Contact Us** - no scrolling if possible, branding elements, text, logo, made in MN / USA logo and a American Flag in bloody mary photo (I will need to get you some of this i.e., address, email, phone # during the course of the class. You may arbitrarily put in the content for design position.
- **The Mix** - use the bloody mary bottle shot, with design elements, MAYBE divide the page in thirds? Use the three illustrations. Then the consumer can click on one of the sections for further information (each brand has a subsequent page).
- **Order The Good Stuff** - this will be the commerce page - single page, same branded look - will use for ordering - plug-ins will be used.
- **Enter To Win** - Single page, same branded look - enter to win, submit button to capture email addresses for marketing.
- Bloody Mary Fun Facts and Quotable's
- Bloody Mary Garnish Ideas

The idea of these sections are to be used as a scroll. Since this class is not developing the site maybe use this content throughout the site?

Team Quaffle  
Timeline/Due-dates  
UCID/UX - Fall 2015

=> - DELAYED  
✓ - COMPLETED  
~~Text~~ - past agenda

*Updated as of 10/22/15*

#### W1C2

~~Client brief Q&A with the client ✓~~

#### W2C1

~~Finalize template and overall look and feel ✓~~

~~Confirm roles and responsibilities ✓~~

#### W2C2

~~Determine project plan, what is being designed ✓~~

~~Begin testing planning~~

~~**By Sunday**— Individual Design of About Page (desktop & mobile) posted by **12pm#** ✓~~

- ~~• Decide what design/components will be used for the Group Design~~

#### W3C1

~~About page (desktop & mobile) initial design due & critique ✓~~

~~**By Wednesday**— Redesign about page wireframe Posted by **12pm#** ✓~~

~~• Decide what design/components will be used for the Group Design ✓~~

#### W3C2

~~IN CLASS: Decide what design/components will be used for the Group Design ✓~~

- ~~• Finalize Header & Footer ✓~~

~~\*\*Post (before/by **Next class**) or Assignments~~

- ~~• Design wireframes Home, Mixes, Contact Page, etc... (Desktop & mobile)~~
- ~~• Testing: Create 5 tasks for users for next class~~
- ~~• Start thinking about Paper prototypes ideas~~

#### W4C1

IN CLASS: Decide what design/components will be used for the Group Design

- Discuss tasks for testing
- Set-up time with PM (Ryan) for user testing
- Work on own designs

\*Post or Assignments

- Work on own designs
- Design/Redesign wireframes pages as needed
- Begin creating paper prototypes

#### W4C2

IN CLASS: Decide what design/components will be used for the Group Design

- Discuss tasks for testing
- Set-up time with PM (Ryan) for user testing if needed
- Work on own designs
- Gather assets together and test the paper prototypes

\*Post or Assignments

- Design/Redesign wireframes pages as needed
- Create/recreate Paper prototypes as needed

### W5C1

IN CLASS: Decide what design/components will be used for the Group Design

- Discuss tasks for testing as needed
- Set-up time with PM (Ryan) for user testing if needed
- Organize assets and testing results
- Test the paper prototypes as needed

\*Post or Assignments

- Work on own designs
- Design/Redesign wireframes pages as needed
- Create/recreate Paper prototypes as needed

### W5C2

IN CLASS:

- Discuss tasks for testing as needed
- Testing continues as needed
- Brief team on initial test results
- Organize assets and testing results
- Prepare for Client meeting

\*Post or Assignments

- Work on own designs
- Design/Redesign wireframes pages as needed
- Create/recreate Paper prototypes as needed

### W6C1

IN CLASS: Documentation for presentation

- Prepare for Client meeting
- Organize assets and testing results

\*Post or Assignments

- Work on own designs as needed
- Design/Redesign wireframes pages as needed
- Create/recreate Paper prototypes as needed

### W6C2

IN CLASS: Documentation for presentation & practice

- Prepare for Client meeting
- Organize assets and testing results

\*Post or Assignments

- Work on own designs as needed
- Design/Redesign wireframes pages as needed
- Create/recreate Paper prototypes as needed

### W7C1

IN CLASS: Mid-term presentations to the client

- Take client critiques and change things as needed

\*Post or Assignments

- Work on own designs as needed
- Design/Redesign wireframes pages as needed based on client review
- Create/recreate Paper prototypes as needed based on client review

### W7C2

IN CLASS: Huddle to determine next steps for redesign, etc.

- Take client critiques and change things as needed
- Organize testing assets to do more testing
- Starting designing for high resolution testing

\*Post or Assignments

- Work on own designs as needed
- Design/Redesign wireframes pages as needed based on client review
- Create/recreate Paper prototypes as needed based on client review

### W8C1 I

IN CLASS:

- Continue to redesign, change things as needed
- Organize testing assets to do more testing

\*Post or Assignments

- Work on own designs as needed
- Design/Redesign wireframes pages as needed based on client review
- Create/recreate Paper prototypes as needed based on client review

### W8C2 (NO SCHOOL THANKSGIVING)

IN CLASS: **Class critique MOVED TO CLASS ONE?** Talk to instructor

- Take class critiques and change things as needed

\*Post or Assignments

- Work on own designs as needed
- Design/Redesign wireframes pages as needed based on client review
- Create/recreate Paper prototypes as needed based on client review

### W9C1

IN CLASS: Confirm testing and designs align; internal testing

- Take class critiques and change things as needed
- Set-up time with PM (Ryan) for user testing

\*Post or Assignments

- Work on own designs as needed
- Design/Redesign wireframes pages as needed based on class critiques
- Create/recreate Paper prototypes as needed based on class critiques

### W9C2

IN CLASS:

- Continue to redesign, change things as needed
- Organize testing assets to do more testing
- Finalize group design in preparation for presentation

### W10C1

IN CLASS: Presentation Preparation

- Continue to redesign, change things as needed
- Organize testing assets to do more testing
- Finalize group design in preparation for presentation

### W10C2

- Presentation prep & practice

W11C1

- Final presentations to the client

# Initial Project Estimate

## Ryan Taylor

W2C1: Meeting (1)  
Initial Design (3)  
W2C2: Meeting (1)  
Initial Design (3)  
W3C1: Meeting (1)  
Wireframes (2)  
W3C2: Meeting (1)  
W4C1: Meeting (1)  
Testing Wireframe (2)  
W4C2: Meeting (1)  
User Testing (1)  
W5C1: Meeting (1)  
W5C2: Meeting (1)  
W6C1: Meeting (1)  
File Design (4)  
W6C2: File Design (3)  
Presentation Design (2)  
W7C1: Client Meeting (.5)  
W7C2: Meeting (1)  
Design Revisions (3)  
W8C1: Meeting (1)  
Clickable Prototype Design (2)  
W8C2: Meeting (1)  
Clickable Prototype Testing (2)  
W9C1: Meeting (1)  
Design Revisions (2)  
W9C2: Meeting (1)  
W10C1: Meeting (.5)  
Final Presentation Prep (8)

Total: 52 hours @ \$50/hour = \$2,600

## Total Hours

Nick and Ibrahim did not report hours

Total: 86 hours @ \$50/hour = \$4,300.00

## Nanly Vang

W2C1: Meeting (1)  
W2C2: Meeting (1)  
Initial Design (2.5)  
Timeline (.5)  
W3C1: Meeting (2)  
Timeline (1)  
W3C2: Meeting (1)  
W4C1: Meeting (1)  
W4C2: Testing(.5)  
W6C1: Client Presentation Prep (.5)  
W6C2: Client Presentation Prep (1.5)  
W7C1: Client Meeting (1)  
W7C2: Meeting (1)  
W8C1: Meeting (1)  
W9C2: Update Desktop Design (4)

Total: 19.5 hours @ \$50/hour = \$975

## Jalyn Macy

W2C1: Meeting (1)  
W2C2: Initial Design (2)  
Editing Assets (.5)  
W3C1: Meeting (2)  
Editiing Assets (.5)  
W3C2: Meeting (1)  
W4C1: Meeting (1)  
W4C2: Testing(.5)  
W7C1: Client Meeting (1)  
W7C2: Meeting (1)  
W8C1: Meeting (1)  
W9C2: Update Desktop Design (2)

Total: 14.5 hours @ \$50/hour = \$725

Scrolling Images

Image

Static Copy & Link to other pages

Image

Static Copy & Link to other pages

Image

Static Copy & Link to other pages

FAQ's

Links

Events

Purchase

Subscribe Box

Social Media

Social Media

Social Media

Social Media

# ABOUT

Image

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Owner Image

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## Twitter

Tweets

Follow



Vent ped ut ut aliquis quam net dolupturi ut dent enihil et ut qui debit, qui de volor apid



Vent ped ut ut aliquis quam net dolupturi ut dent enihil et ut qui debit, qui de volor apid

Tweet @sideshowmn

## Links

Home

About

Events

Mixes

Buy

Contact

## Events

Date

Event info

Event info

Event info

[Read more...](#)

Date

Event info

Event info

Event info

[Read more...](#)

## Mixes

Product image

Item of week

Product information will go here.

## Enter To Win!

Enter to win details will go here, customer has given us the content

Tell your story...

Enter Email Address

Tell Story

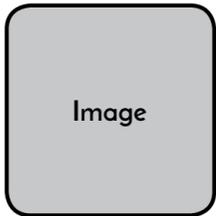
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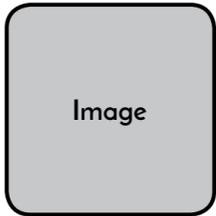
## Events w/image



### Event Title

Event Date

Event details with link to facebook event page



### Event Title

Event Date

Event details with link to facebook event page



### Event Title

Event Date

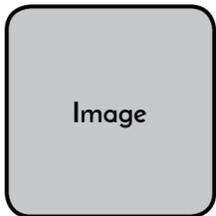
Event details with link to facebook event page



### Event Title

Event Date

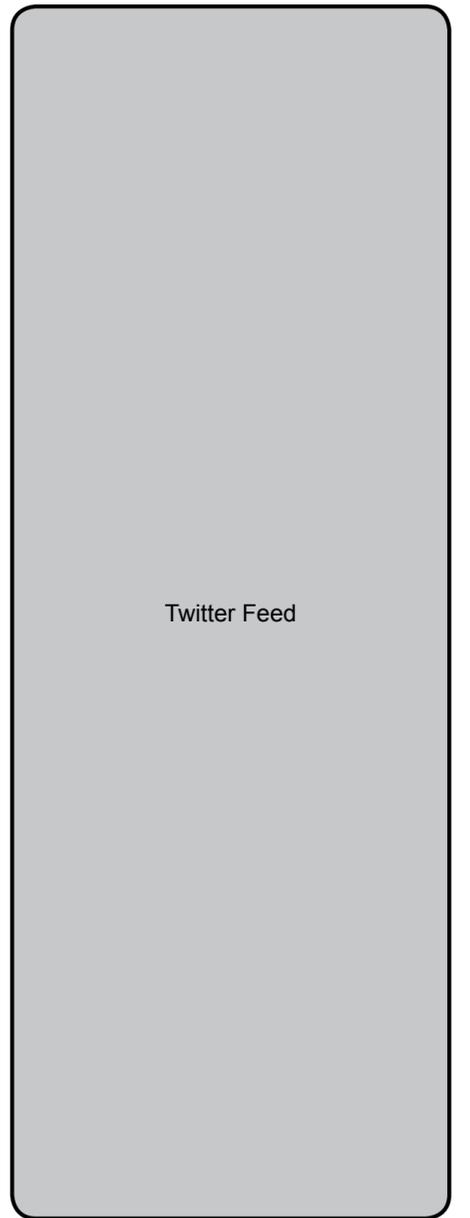
Event details with link to facebook event page



### Event Title

Event Date

Event details with link to facebook event page



Twitter Feed

### Links

### Events

### Purchase

### Subscribe Box

Social Media

Social Media

Social Media

Social Media



## Mixes Page w/Scrolling Images



Product Image

---

Static Copy & Add to Cart Feature

Product Image

---

Static Copy & Add to Cart Feature

Product Image

---

Static Copy & Add to Cart Feature

## Suggested Garnishes

<p>Links</p>	<p>Events</p>	<p>Purchase</p>	<p>Subscribe Box</p> <p>Social Media Social Media Social Media Social Media</p>
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## Buy Page w/Image

Product Image

Static Copy & Buying Options

Product Image

Static Copy & Buying Options

Product Image

Static Copy & Buying Options

## Big Cartel links and search features

Links

Events

Purchase

Subscribe Box

Social  
Media

Social  
Media

Social  
Media

Social  
Media

## Contact Us w/image

### Contact Form

Will be send to email address of owner. Upon submission, validation. Upon successful submission user will be brought to confirmation page and an email will be sent to them.

Name

Phone Number

Email

Text area for comments/questions

Google Map

Address  
Phone Number (Dialable)  
Email Link to ?

Links

Events

Purchase

Subscribe Box

Social  
Media

Social  
Media

Social  
Media

Social  
Media

## Error Page w/Image

Error Image

Static Copy & link to home page

Error Image

Static Copy & link to about page

Error Image

Static Copy & link to mixes page

large error image

Links

Events

Purchase

Subscribe Box

Social Media

Social Media

Social Media

Social Media

## Contact Form Confirmation Page w/image

Owner  
Image

Message from the Owner/Company confirming and  
thanking for submitting the form

Google Map

Address  
Phone Number (Dialable)  
Email Link to ?

Links

Events

Purchase

Subscribe Box

Social  
Media

Social  
Media

Social  
Media

Social  
Media

## Contact Form Confirmation Email w/image

Owner  
Image

Message from the Owner/Company confirming and  
thanking for submitting the form

Image

Subscribe Box  
Confirmation

Modal Window Style

Close

You are too legit to fit any mold. Seize your Side Show!



## The Mixes

Information about the mixes we offer to help you decide which one you should try, although we think you should try them all!



## Get Bloody

Now is your chance to get this crazy good Bloody Mary Mix. Don't miss out on these unique blends that are sure to make your party complete.



## About

Information about our company, who we are and why we think you'll love our mixes.

## Bloody Mary Fun Facts & Quotables

-In 1942 and for a time after, Life Magazine referred to the Bloody Mary as the 'Red Snapper,' some say because the former name was a bit too racy for the era.

-The nickname 'Bloody Mary' was given to Queen Mary Tudor of England, due to the number of protestant tudors executed during her reign.

- In 1948, cocktail writer David Embury called the Bloody Mary "A classic example of combining in one potion, both the poison and the antidote."

-When in Canada, if what you want is a Bloody Mary, ask for a 'Bloody Caesar' just a 'Caesar.' Those Canucks keep us on our toes!

-"I love bright red drinks, don't you? They taste twice as good as any other color."—L.M. Montgomery, Anne of Green Gables.

## Twitter



Slide Show Bloody Mary  
@slideshowmn

Check out our newest website designed by students from the Art Institutes International MN. [www.sideshowmn.com/](http://www.sideshowmn.com/)



Slide Show Bloody Mary  
@slideshowmn

Try our spiciest mix, Trick Fire! Click the link for more information. [bit.ly/Y6gf58](http://bit.ly/Y6gf58)

Tweet to @slideshowmn

## Get Connected



## Featured Mix

### Strong Man

Steak sauce, cayenne pepper, lemon, bouillon and other sneaky flavors round out Strong Man.

## Contact

### Sideshow Inc.

679 Fish House Ln  
Minneapolis, MN 55555  
612-555-4555

[Email Sideshow](#)

## SUBSCRIBE & WIN!

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Tell your story here...

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Send Story

## The Mixes



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Ingredients: Tomato paste, secret ingredient, celery salt, secret ingredient, steak sauce, secret ingredient, Worcestershire, secret ingredient, vinegar, secret ingredient.

**Kick Rating: Mellow**

[Purchase Strong Man...](#)



### Fire Breather

Ladies and Gents! For those who like a bit more kick to their trick, Fire Breather does not disappoint. Garlic-y goodness, and hello! -Jalapeño juice- marry in this zingy elixir to satisfy your need for no-nonsense taste. The robust flavor stems from our careful blend of tomato, cayenne pepper, lemon juice, steak sauce and more. Throw in olives and an asparagus spear, your favorite vodka and savor the taste explosion. Ta-Da!

Ingredients: Garlic powder, secret ingredient, celery salt, secret ingredient, steak sauce, secret ingredient, Worcestershire, secret ingredient, vinegar, secret ingredient

**Kick Rating: Medium**

[Purchase Fire Breather...](#)



### Trick Rider

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Ingredients: Horseradish, secret ingredient, celery salt, secret ingredient, steak sauce, secret ingredient, Worcestershire, secret ingredient, vinegar, secret ingredient

**Kick Rating: Zippier**

[Purchase Trick Rider...](#)

## Bloody Mary Garnish Ideas

Celery, Water Chestnuts, Radishes, Turkey Sausage Bites, Green Beans, Olives, Pickled Okra, Sugar Snap Peas, Scallions, Cocktail Onions, Pepperoncini, Dill Pickles, Jalapeño Poppers, Mini Corn-on-the-Cobs, Pickled Peppers, Pickled Asparagus, Chili Peppers, Cucumber Spears, Jumbo Shrimp, Lemon Wedges, Pickled Egg, Cherry Tomatoes, Beef Jerky, Carrot Sticks, Tofu, Cheese Cubes, Bacon, Pepperoni Sticks, Button Mushrooms, String Cheese Sticks and many more...

## Get Connected



## Featured Mix

### Strong Man

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Send Story



## Events

### November 1st, 5-7pm

Join us at the [Surdyk's](#) Minneapolis location to sample our mixes. While you're here don't forget to pickup some cheese and a bottle of your favorite vodka to use with your mix.

**Featured Mix: Strong Man**

This able-bodied act simply requires your favorite vodka to complete the trick. Made with steak sauce, cayenne, lemon, bouillon, and other sneaky flavors round out Strong Man.

[More information...](#)

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Garlic-y goodness and Jalapeño juice marry in this zingy elixir to satisfy your need for no-nonsense taste. The robust flavor stems from our careful blend of tomato, steak sauce and more.

[More information...](#)

### November 14th, 5-7pm

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-"When people ask me if Dean Martin drank, let me put it this way. If Dracula bit him in the neck, out came a Bloody Mary." —Red Buttons

-"Max Davidson of The Daily Telegraph called the Bloody Mary "the world's most complex cocktail," in 2013.

## Twitter



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Check out our newest website designed by students from the Art Institutes International MN. [www.slideshowmn.com/](http://www.slideshowmn.com/)



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Try our spiciest mix, Trick Fire! Click the link for more information. [bit.ly/Y6gf58](http://bit.ly/Y6gf58)

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## Featured Mix

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ABOUT



## Ringmasters

After a couple decades of life enjoying Bloody Marys and sampling different brands of 'the world's most variable drink', we got to thinking. It was time to get serious about our passion for the perfect Bloody Mary and satisfy our entrepreneurial spirits at the same time. Time to research and develop a knock-out recipe with the flavor to please the wide-ranging palettes of Bloody Mary aficionados.

Like you, we have tasted our share of too watery, too bland, too thin or too thick, too-tomato-ey, too 'make-up-your-own-adjective' Bloody Mary Mixes. Our goal was to find the perfect blend of ingredients matched with the perfect consistency. Sure, our Side Show secret recipes utilize some typical bloody mary ingredients, but several surprises as well. After experimenting with and testing over 50 different recipes, we found our winning formulas.

The secret is in the blend of over 13 ingredients, used in each of three varieties—from 'Minnesota Milder' to 'Wow! Wake-up-your- taste-buds!'. There is a flavor for every taste. So go ahead and seize your Side Show! And always drink authentically.

Cheers!

Pete & Kelly Holzer

## Get Connected



## Events

### November 1st

Mix Sampling at  
Surdyk's 7pm  
[Read more...](#)

### November 1st

Mix Sampling at  
Bent Brewstillery 6pm  
[Read more...](#)

## Get Connected



## Featured Mix

### Strong Man

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Send Story

[Get Bloody](#)

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Ingredients: Tomato paste, secret ingredient, celery salt, secret ingredient, steak sauce, secret ingredient, Worcestershire, secret ingredient, vinegar, secret ingredient.

Kick Rating: Mellow

3 Bottles - \$24.00

[Add to cart](#)

### Fire Breather

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Kick Rating: Medium

Select Quantity

[Add to cart](#)

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Kick Rating: Zippier

Select Quantity

[Add to cart](#)

## Bloody Mary Garnish Ideas

Celery, Water Chestnuts, Radishes, Turkey Sausage Bites, Green Beans, Olives, Pickled Okra, Sugar Snap Peas, Scallions, Cocktail Onions, Pepperoncini, Dill Pickles, Jalapeño Poppers, Mini Corn-on-the-Cobs, Pickled Peppers, Pickled Asparagus, Chili Peppers, Cucumber Spears, Jumbo Shrimp, Lemon Wedges, Pickled Egg, Cherry Tomatoes, Beef Jerky, Carrot Sticks, Tofu, Cheese Cubes, Bacon, Pepperoni Sticks, Button Mushrooms, String Cheese Sticks and many more...

## Get Connected



## Featured Mix

### Strong Man

Steak sauce, cayenne pepper, lemon, bouillon and other sneaky flavors round out Strong Man.

## Contact

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Tell your story here...

type email address here...

Send Story

[CONTACT](#)

## Contact

All fields are required

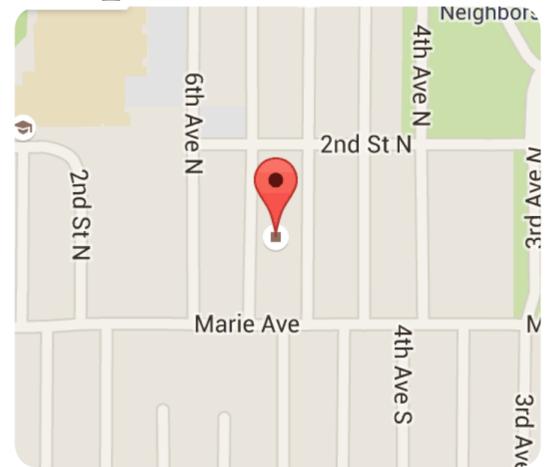
Error Message here

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Error message here

## Map & Directions



## Contact

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612-555-4555

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## Get Connected



## Get Connected



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## Cart

**Item****Quantity****Price****Total****Strong Man Mix**

3 Pack Bottles

**\$24.00****\$24.00**

Shipping To: Minnesota

[Update Cart](#)Subtotal: **\$24.00**Shipping: **\$8.00**Total: **\$32.00**[Checkout](#)

## Get Connected



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[Send Story](#)

# 404: Page Not Found

Awww, look at what you are missing out on.

I bet you are sad you found this page!

Don't worry though, you're close enough to smell the spices!



## Get Connected



## Featured Mix

### Strong Man

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## Contact

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CONFIRMATION EMAIL

## Subscribe & Win Confirmation Email

Thank you for telling us your story, you have been entered to win a years supply of bloody mary mix. By subscribing you will also receive valuable information regarding our products, like exclusive deals and information on our events.

### Get Connected



### Featured Mix

#### Strong Man

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Send Story

### Thank you for telling us your story!

You have successfully submitted your story and registered to receive exclusive product deals and other information. Thank you for trying our bloody mary mix!

Close

### Thank you for contacting us!

Thank you for contacting us, we will respond to you within 24 hours! Cheers!

Close



HOME



## Get Bloody

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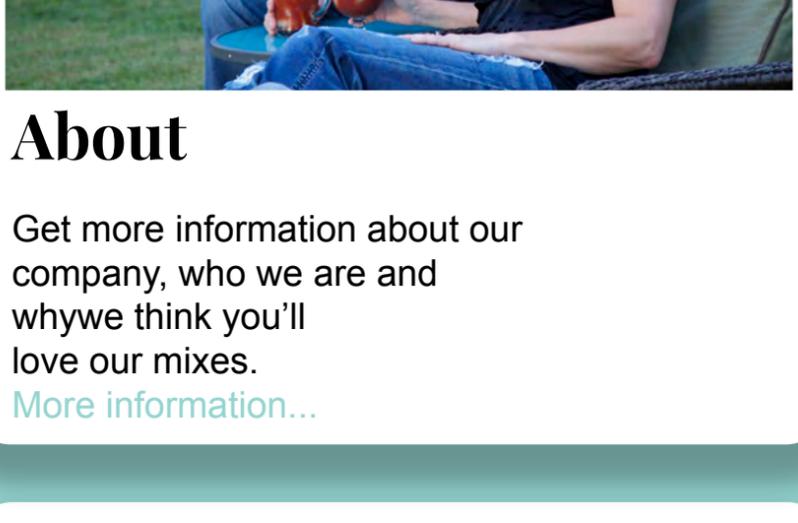
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## The Mixes

Information about the mixes we offer to help you decide which one you should try, although we think you should try them all!

[More information...](#)



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[Tweet to @sideshowmn](#)

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type email address here...

[Send Story](#)

### Get Connected

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### Featured Mix

#### Strong Man

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### Contact

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679 Fish House Ln  
Minneapolis, MN 55555  
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[Email Sideshow](#)

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# The Mixes



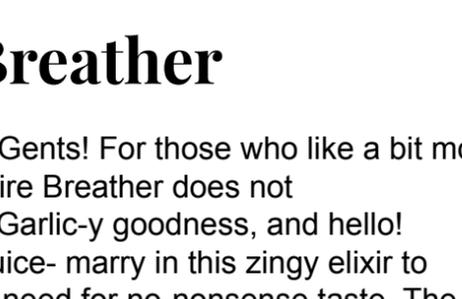
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**Kick Rating: Mellow**

[Purchase Strong Man...](#)



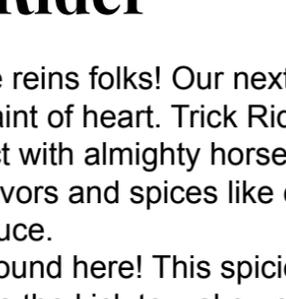
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**Kick Rating: Medium**

[Purchase Fire Breather...](#)



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**Kick Rating: Zippier**

[Purchase Trick Rider...](#)

## Garnish Ideas

Celery, Water Chestnuts, Radishes, Turkey Sausage Bites, Green Beans, Olives, Pickled Okra, Sugar Snap Peas, Scallions, Cocktail Onions, Pepperoncini, Dill Pickles, Jalapeños, Mirin, the-Corn Pickled Peppers, Pickled Asparagus, Chili Peppers, Cucumber Spears, Jumbo Shrimp, Lemon Wedges, Pickled Egg, Cherry Tomatoes, Beef Jerky, Carrot Sticks, Tofu, Cheese Cubes, Bacon, Pepperoni Sticks, Button Mushrooms, String Cheese Sticks and many more...

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## Get Connected



## Featured Mix

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## Contact

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[Email Sideshow](#)



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[More information...](#)

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### Featured Mix: Trick Reader

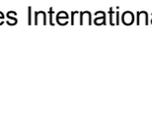
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[More information...](#)

## Bloody Mary Fun Facts & Quotables

- In 1948, cocktail writer David Embury called the Bloody Mary "A classic example of combining in one potion, both the poison and the antidote."
- When in Canada, if what you want is a Bloody Mary, ask for a 'Bloody Caesar' just a 'Caesar.' Those Canucks keep us on our toes!
- "I love bright red drinks, don't you? They taste twice as good as any other color."—L.M. Montgomery, Anne of Green Gables.
- "When people ask me if Dean Martin drank, let me put it this way. If Dracula bit him in the neck, out came a Bloody Mary." –Red Buttons
- "Max Davidson of The Daily Telegraph called the Bloody Mary "the world's most complex cocktail," in 2013.

### Twitter



Slide Show Bloody Mary  
@slideshowmn  
Check out our newest website designed by students from the Art Institutes International MN. [www.sideshowmn.com/](http://www.sideshowmn.com/)



Slide Show Bloody Mary  
@slideshowmn  
Try our spiciest mix, Trick Fire! Click the link for more information. [bit.ly/Y6gf58](http://bit.ly/Y6gf58)

[Tweet to @slideshowmn](#)

## SUBSCRIBE & WIN!

Do you have a funny or unusual story about Bloody Mary chasers? You know, it's the small beer you typically receive alongside the Bloody Mary you order. Sometimes they are referred to as bumps or snits too. We believe the chaser may be a regional phenomenon, and being that we are bloody mary enthusiasts and we're a little nuts for the stuff, we want to find out more!

To be entered for a chance to win a year's supply of Side Show Bloody Mary Mix, send us your chaser story!




## Get Connected



## Featured Mix

### Strong Man

Steak sauce, cayenne pepper, lemon, bouillon and other sneaky flavors round out Strong Man.

## Contact

### Sideshow Inc.

679 Fish House Ln  
Minneapolis, MN 55555  
612-555-4555

[Email Sideshow](#)

# ABOUT



## Kingmasters

After a couple decades of life enjoying Bloody Marys and sampling different brands of ‘the world’s most variable drink’, we got to thinking. It was time to get serious about our passion for the perfect Bloody Mary and satisfy our entrepreneurial spirits at the same time. Time to research and develop a knock-out recipe with the flavor to please the wide-ranging palettes of Bloody Mary aficionados.

Like you, we have tasted our share of too watery, too bland, too thin or too thick, too-tomato-ey, too ‘make-up-your-own-adjective’ Bloody Mary Mixes. Our goal was to find the perfect blend of ingredients matched with the perfect consistency. Sure, our Side Show secret recipes utilize some typical bloody mary ingredients, but several surprises as well. After experimenting with and testing over 50 different recipes, we found our winning formulas.

The secret is in the blend of over 13 ingredients, used in each of three varieties—from ‘Minnesota Milder’ to ‘Wow! Wake-up-your- taste-buds!’. There is a flavor for every taste. So go ahead and seize your Side Show! And always drink authentically.

Cheers!

Pete & Kelly Holzer

## Events

### November 1st

Mix Sampling at  
Surdyk’s 7pm

[Read more...](#)

### November 1st

Mix Sampling at  
Bent Brewstillery 6pm

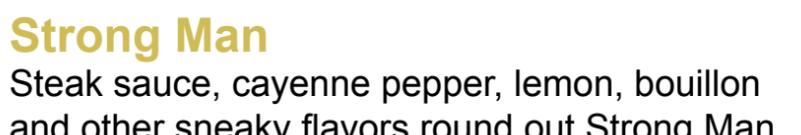
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# Get Bloody



## Strong Man

Step right up! You can't go wrong with our crowd-pleasing original recipe. For the Bloody Mary enthusiast, this able-bodied act simply requires your favorite vodka to complete the trick. Steak sauce, cayenne, lemon, bouillon, and other sneaky flavors round out Strong Man. It's a drink cabinet staple that offers just-the-right thickness and our signature robust flavor. Throw in pickles and a cheese, and you're ready for a mighty good time.

Ingredients: Tomato paste, secret ingredient, celery salt, secret ingredient, steak sauce, secret ingredient, Worcestershire, secret ingredient, vinegar, secret ingredient.

**Kick Rating: Mellow**

3 Bottles - \$24.00



Add to cart



## Fire Breather

Ladies and Gents! For those who like a bit more kick to their trick, Fire Breather does not disappoint. Garlic-y goodness, and hello! -Jalapeño juice- marry in this zingy elixir to satisfy your need for no-nonsense taste. The robust flavor stems from our careful blend of tomato, cayenne pepper, lemon juice, steak sauce and more. Throw in olives and an asparagus spear, your favorite vodka and savor the taste explosion. Ta-Da!

Ingredients: Garlic powder, secret ingredient, celery salt, secret ingredient, steak sauce, secret ingredient, Worcestershire, secret ingredient, vinegar, secret ingredient

**Kick Rating: Medium**

Select Quantity



Add to cart



## Trick Rider

Hold onto the reins folks! Our next trick isn't for the faint of heart. Trick Rider brings a bigger kick to her act with almighty horseradish and some thirteen other flavors and spices like cayenne, lemon, olive and steak sauce. No horsin' around here! This spicier little number packs the kick to wake up your superhuman taste buds. Simply add your favorite vodka and pickle spear and you've got a ticket to ride!

Ingredients: Horseradish, secret ingredient, celery salt, secret ingredient, steak sauce, secret ingredient, Worcestershire, secret ingredient, vinegar, secret ingredient

**Kick Rating: Zippier**

Select Quantity



Add to cart

## Garnish Ideas

Celery, Water Chestnuts, Radishes, Turkey Sausage Bites, Green Beans, Olives, Pickled Okra, Sugar Snap Peas, Scallions, Cocktail Onions, Pepperoncini, Dill Pickles, Jalapeño Poppers, Mini Corn-on-the-Cobs, Pickled Peppers, Pickled Asparagus, Chili Peppers,

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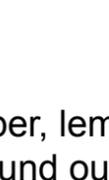
To be entered for a chance to win a year's supply of Side Show Bloody Mary Mix, send us your chaser story!

Tell your story here...

type email address here...

Send Story

## Get Connected



## Featured Mix

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# CONTACT

## Contact

All fields are required

Full Name

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Email Address

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Phone Number

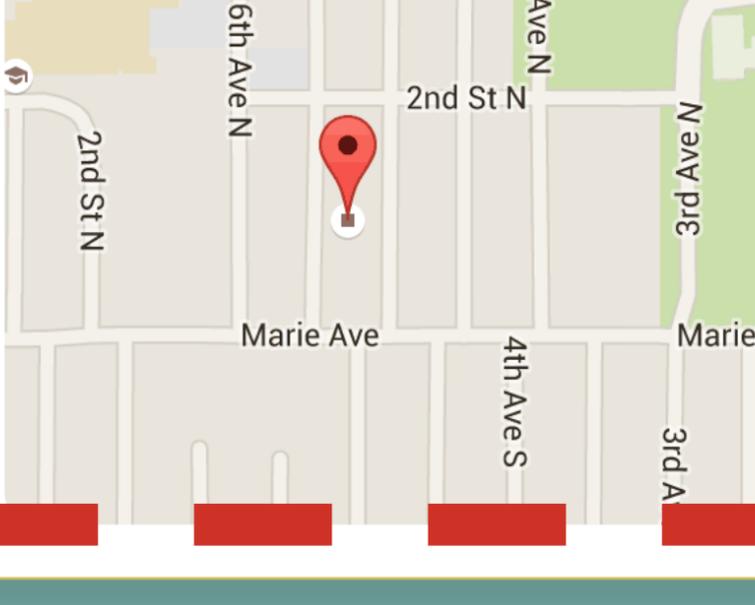
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Message

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Submit

## Map & Directions



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Steak sauce, cayenne pepper, lemon, bouillon

her sn... y... ors ro... Strong

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# CART

## Cart

Item



**Strong Man Mix**

Quantity

3 Pack Bottles

Price

**\$24.00**

Total

**\$24.00**

Update Cart

Shipping To:

Minnesota

**Subtotal: \$24.00**

**Shipping: \$8.00**

**Total: \$32.00**

Checkout

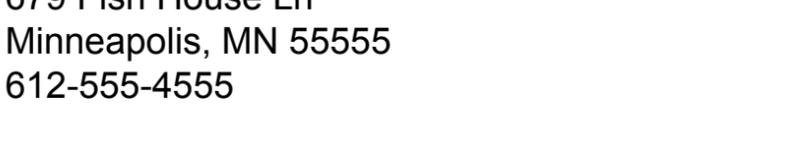
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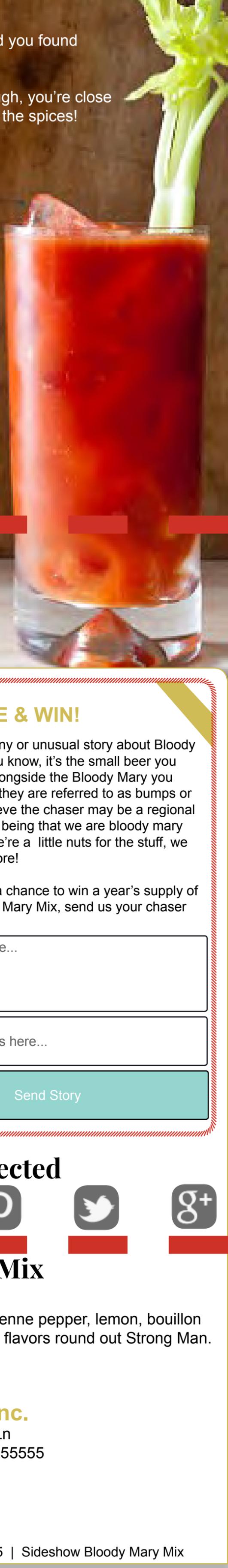
[Email Sideshow](#)

404: Page Not Found

Awww, look at what you are missing out on.

I bet you are sad you found this page!

Don't worry though, you're close enough to smell the spices!

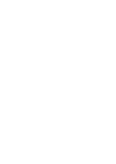
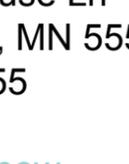


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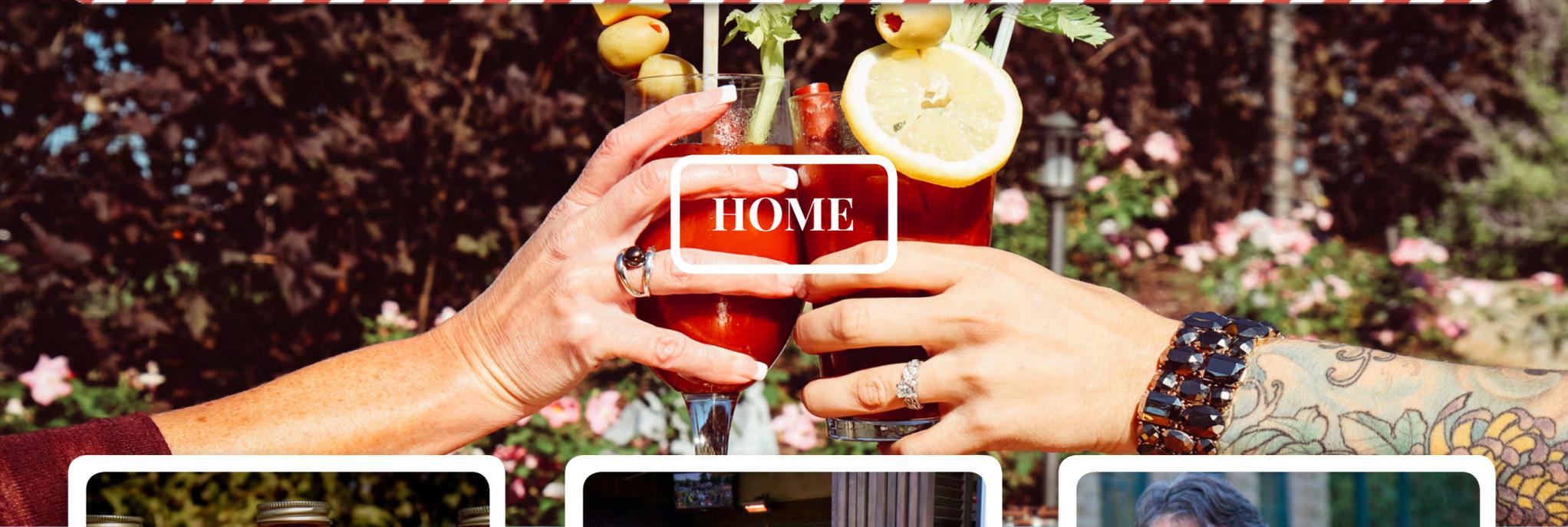
[Email Sideshow](#)

Paper Prototype

User	Can you identify what page you are currently on?	If you wanted to get information on "The Mixes" what page would you go to. Please demonstrate	From this page, how would you return to the "home" page?	If you were interested in buying some product, what page would you go to? Please demonstrate	Can you please purchase product #1? Did you go to the page you expected to see? If not, what page did you expect to go to?	If you wanted to subscribe to updates or to enter to win, where would you go?	Is there anything that you didn't see that you were looking for?	Test Subject Demographic
Goals of questions	Goal of this question was see if page identification was successful or not.	Goal was to text navigation	Goal was to test navigation, see if home page link was needed	Navigation test, link name was changed to be more creative	Goal was to test the get bloody page and the usability of it.	This area is described by client as "enter to win" but is really aimed at generating marketing data.	Follow up question	
1	User correctly identified being on the about page.	User pointed at the mixes page	User was looking for the "home" button. Eventually looked to click on logo. Did mention would probably hit the back button	User clicked link on mixes page. Also identified "get bloody" page. Cited use of the word "Get" as reason for this.	User identified buying options, was shown shopping cart. This is what was expected.	User could not find the area to do this	No	Male, 39 years old
2	User correctly identified being on the about page	User pointed to the mixes page, also mentioned the get bloody page	User was looking for "home" button. Did not get clicking on the logo.	User clicked get bloody link on top upper navigation	User successfully clicked option on product #1. Expected to see shopping cart that was shown.	User could not identify area for this.	Home button	Female, 37 years old
3	User correctly identified being on the about page	User went to mixes page	User looked for home button, eventually click on logo	user identified get bloody	User successfully clicked option on product #1. Expected to see shopping cart that was shown.	User could not identify area for this.	Home button	Female, early 20's
4	User correctly identified being on the about page	User went to mixes page	user identified the logo fairly quickly, did look for home button	user clicked get bloody link on top navigation	User successfully clicked option on product #1. Saw the expected shopping cart page	User could not find the area to do this.	No	Female, early 20's
Action Plan from test results	Wayfinding or page identification appears to be working	Navigation seems to be working	Not sure logo is a good enough identifier, consider adding home to the navigation or retesting with logo on the left of the header	Users seemed to catch on to navigation	Product page seems to be laid out correctly. Will try to make sure buying options stand out more	Must make this area stand out more, change title to "Subscribe & Win" or something like that.		

Clickable Prototype

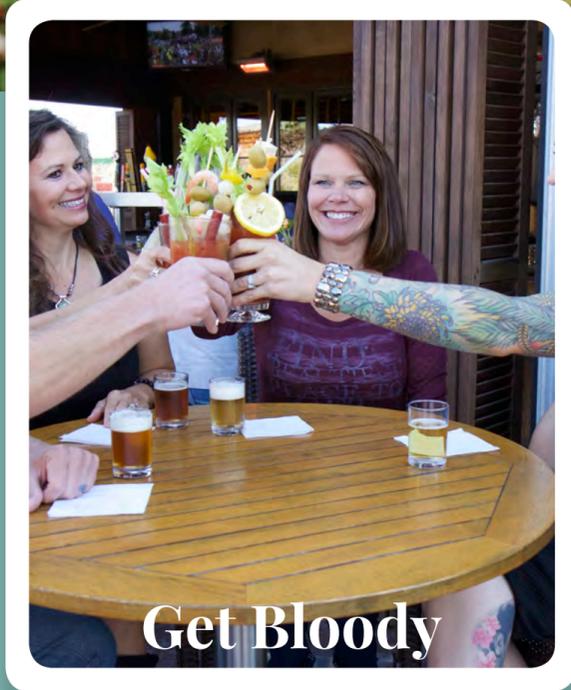
User	What indicators tell you that you're on the events page?	If you wanted information on the company, where would you go?	From this page, how do you get to the home page?	What would you click on to start purchasing product? Is this what you expected? If not, what did you expect?	Where would you find the ingredients of the Strong Man mix?	If you were interested in receiving regular updates, where would you do that?	Can you email the company directly?	Customer Demographic
Goals of questions	Test wayfinding	Test navigation	Testing logo as home button	Test of "Get Bloody" in navigation	Testing "Get Bloody" format	Test of subscribe area in footer	Testing "Email Sideshow" link	
1	User identified page navigation and "event" in main image	User clicked on "about" page	User looked for "home" then clicked back arrow, did not click on logo	User clicked on "Get Bloody" on navigation. It is what was expected	User clicked on Strong Man image on Get Bloody page, correctly identified	Went to contact page first, eventually found it in footer	Contact page, didn't see email link	Male, 56 years old
2	Events wording, underlined in navigation	User clicked on "about" page	User clicked on logo in top left	User clicked on "get bloody"	User clicked on Strong Man image, got information needed	Went directly to contact form	Contact page, didn't see email link	Male, 39 years old
3	Event wording, highlighted and underlined navigation	user clicked on about link	user clicked on logo in top left	user identified "get bloody"	user was initially looking for info button, eventually clicked on image of strong man	went to contact form, eventually found it on bottom	Didn't see email link	Female, 38 years old
4	event wording and navigation	user clicked on about link	user looked for "home," clicked on several other links looking for it.	Get Bloody link, it is what was expected	User correctly clicked on the strong man image	user identified the subscribe & win section in footer	identified email link, also went to contact page	Male, 59 years old
Action Plan from test results	no changes needed	no changes needed	most users identified the logo although 50% of them looked for "home" link	"Get Bloody" appears to be working for the buying page	although users did find the information, it might be best to add a mixes link that brings you to the same page as get bloody	Need to do something to draw more attention to it, it isn't getting noticed in the footer.	Remove the "email sideshow" link from pages, it is not necessary	



HOME



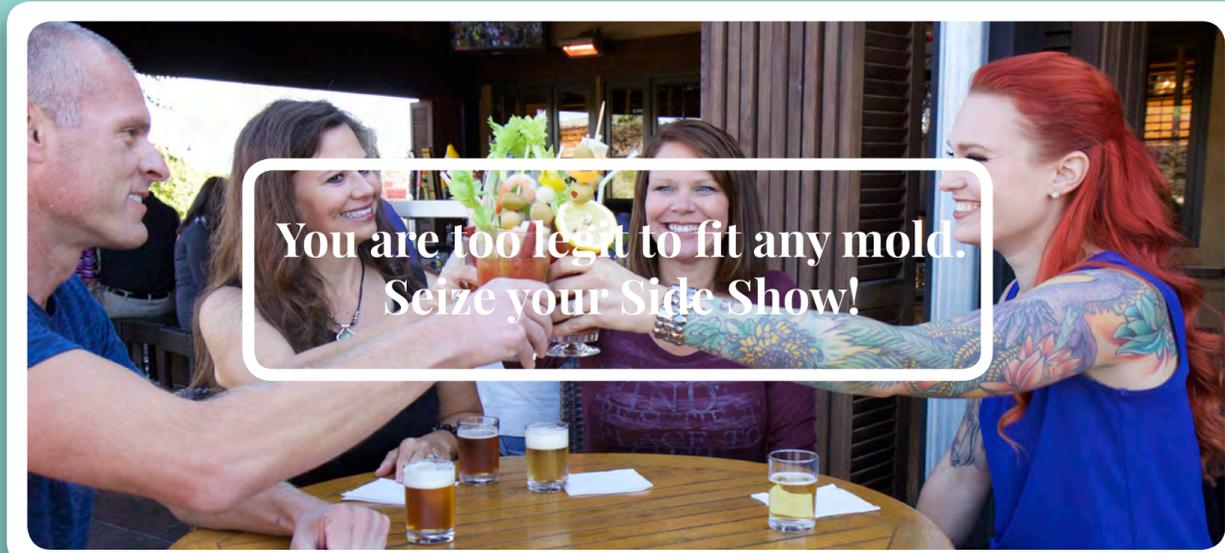
The Mixes



Get Bloody



About



You are too legit to fit any mold.  
Seize your Side Show!

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Check out our newest website designed by students from the Art Institutes International MN. [www.sideshowmn.com/](http://www.sideshowmn.com/)

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[Tweet to @sideshowmn](#)

**Get Connected**



**Featured Mix**

**Strong Man**  
Steak sauce, cayenne pepper, lemon, bouillon and other sneaky flavors round out Strong Man.

**Contact**

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Minneapolis, MN 55555  
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[Email Sideshow](#)

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type email address here...

[Send Story](#)

Events

**November 1st, 5-7pm**

Join us at [Surdyk's](#) to sample our mixes. While you're here don't forget to pickup some cheese and a bottle of your favorite vodka to use with your mix.

**Featured Mix: Strong Man**



**November 7th, 6-8pm**

Join us at [Surdyk's](#) to sample our mixes. While you're here don't forget to pickup some cheese and a bottle of your favorite vodka to use with your mix.

**Featured Mix: Fire Breather**



**November 14th, 5-7pm**

Join us at [Surdyk's](#) to sample our mixes. While you're here don't forget to pickup some cheese and a bottle of your favorite vodka to use with your mix.

**Featured Mix: Trick Rider**



**Bloody Mary Fun Facts & Quotables**

- In 1942 and for a time after, Life Magazine referred to the Bloody Mary as the 'Red Snapper,' some say because the former name was a bit too racy for the era.
- The nickname 'Bloody Mary' was given to Queen Mary Tudor of England, due to the number of protestant tudors executed during her reign.
- In 1948, cocktail writer David Embury called the Bloody Mary "A classic example of combining in one potion, both the poison and the antidote."
- When in Canada, if what you want is a Bloody Mary, ask for a 'Bloody Caesar' just a 'Caesar.' Those Canucks keep us on our toes!
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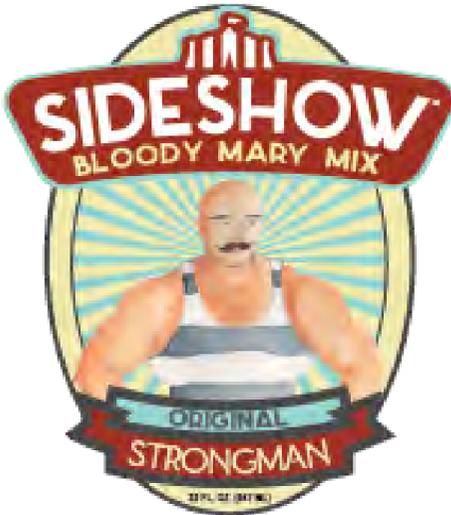
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type email address here...

Send Story

Get Bloody



(MELLOWER)

3 6 12

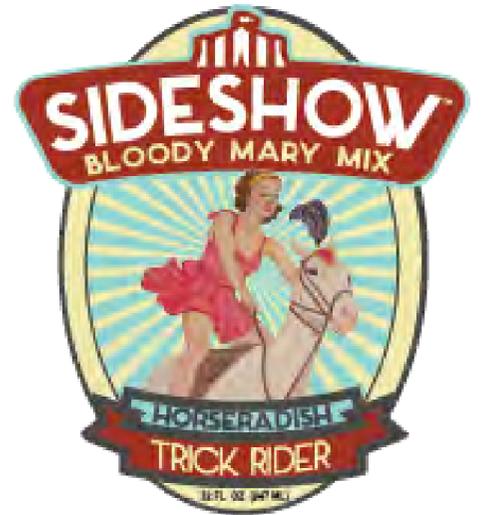
Add to Cart



(MEDIUM)

3 6 12

Add to Cart



(ZIPPIER)

3 6 12

Add to Cart



## Sideshow Bloody Mary

Over 50 different ingredients go into our three varieties of Side Show Bloody Mary Mix. Included are some of the usual suspects, but many non-traditional add-ins as well. Therein lies the secret to the layers of flavor and smooth finish we have developed. Whether you like it mild, or prefer to turn up the heat a bit, we have a Side Show Bloody Mary Mix for

## Get Connected



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### Ingredients:

Tomato paste, celery salt, steak sauce, Worcestershire, vinegar and several secret ingredients

Pack of

3

6

12

Select Quantity

Strong Man

Fire Breather

Trick Rider

Add to Cart



32 FL. OZ. (947 ML)



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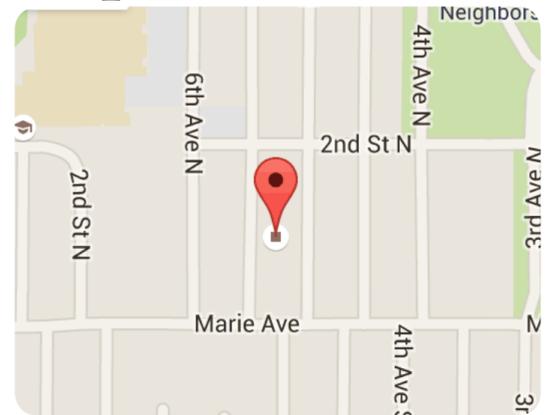


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All fields are required

## Map & Directions



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## Cart



Item	Quantity	Price	Total
Strong Man Mix	3 Pack Bottles	\$24.00	\$24.00

Shipping To: Minnesota

Update Cart

Subtotal: \$24.00  
 Shipping: \$8.00  
 Total: \$32.00

Checkout

## Get Connected



## Featured Mix

### Strong Man

Steak sauce, cayenne pepper, lemon, bouillon and other sneaky flavors round out Strong Man.

## Contact

### Sideshow Inc.

679 Fish House Ln  
 Minneapolis, MN 55555  
 612-555-4555

[Email Sideshow](#)

## SUBSCRIBE & WIN!

Do you have a funny or unusual story about Bloody Mary chasers? You know, it's the small beer you typically receive alongside the Bloody Mary you order. Sometimes they are referred to as bumps or snits too. We believe the chaser may be a regional phenomenon, and being that we are bloody mary enthusiasts and we're a little nuts for the stuff, we want to find out more!

To be entered for a chance to win a year's supply of Side Show Bloody Mary Mix, send us your chaser story!

Tell your story here...

type email address here...

Send Story

# 404: Page Not Found

Awww, look at what you are missing out on.

I bet you are sad you found this page!

Don't worry though, you're close enough to smell the spices!





[Get Bloody](#)

[About](#)

[Events](#)

[Contact](#)

[Cart](#)

CONFIRMATION EMAIL

## Subscribe & Win Confirmation Email

Thank you for telling us your story, you have been entered to win a years supply of bloody mary mix. By subscribing you will also receive valuable information regarding our products, like exclusive deals and information on our events.

### Thank you for telling us your story!

You have successfully submitted your story and registered to receive exclusive product deals and other information. Thank you for trying our bloody mary mix!

Close

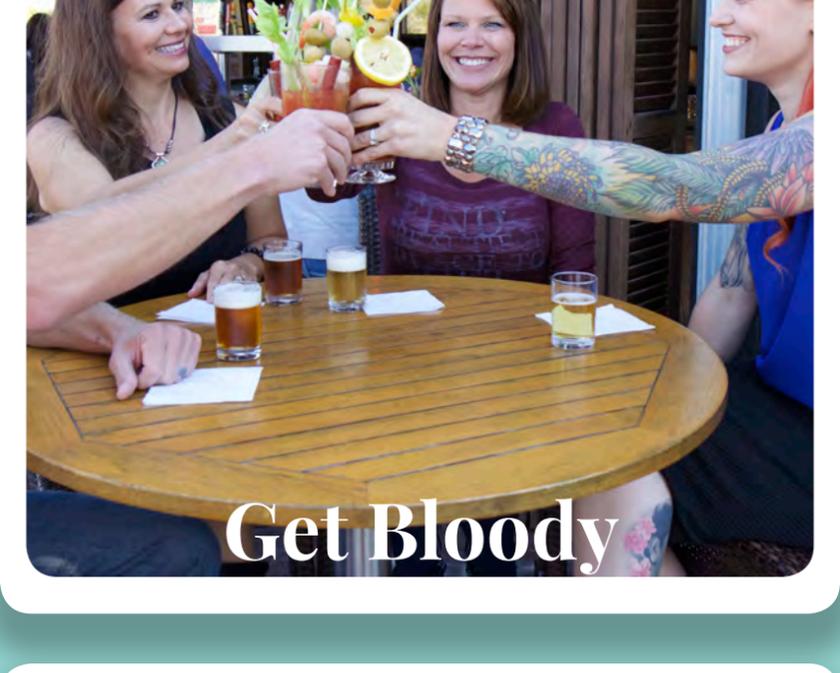
### Thank you for contacting us!

Thank you for contacting us, we will respond to you within 24 hours! Cheers!

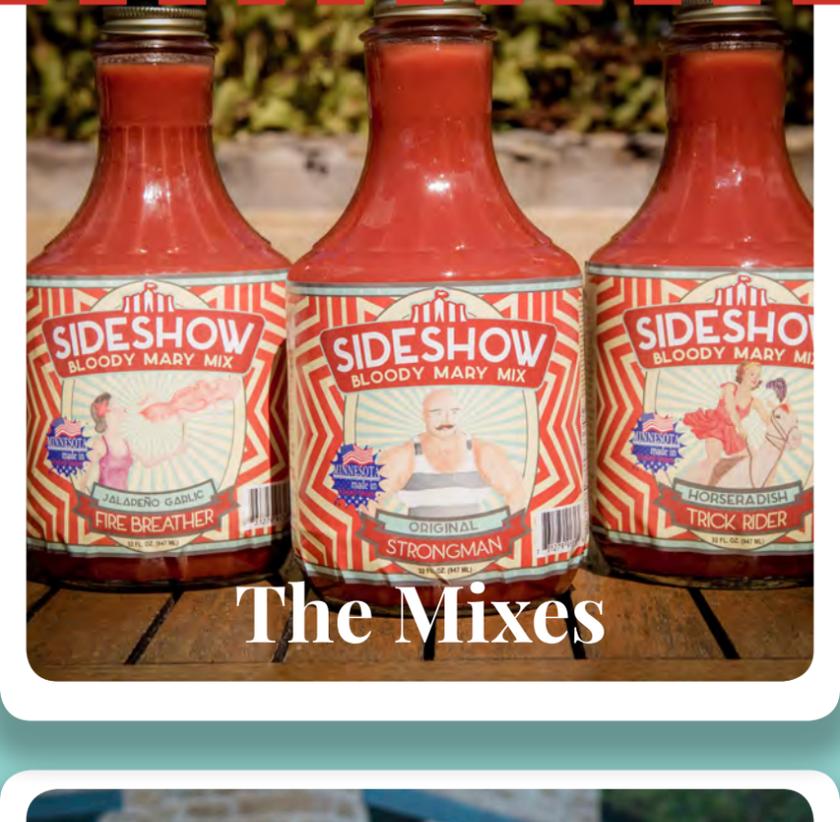
Close



HOME



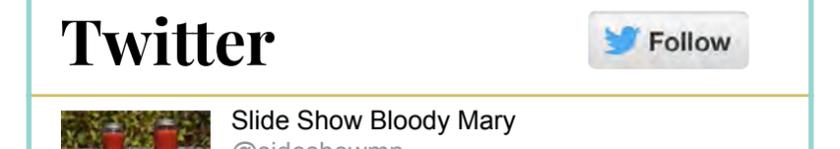
Get Bloody



The Mixes



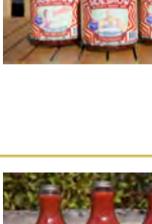
About



You are too legit to fit any mold. Seize your Side Show!

### Twitter

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 Slide Show Bloody Mary  
@sideshowmn  
Check out our newest website designed by students from the Art Institutes International MN. [www.sideshowmn.com/](http://www.sideshowmn.com/)

 Slide Show Bloody Mary  
@sideshowmn  
Try our spiciest mix, Trick Fire! Click the link for more information. [bit.ly/Y6gf58](http://bit.ly/Y6gf58)

[Tweet to @sideshowmn](#)

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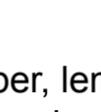
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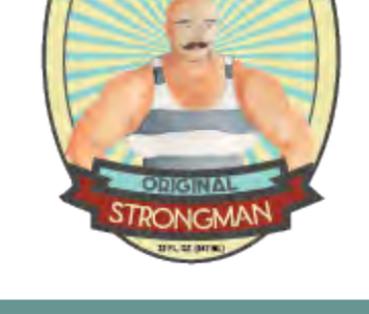
[Email Sideshow](#)

## Events

### November 1st, 5-7pm

Join us at [Surdyk's](#) to sample our mixes. While you're here don't forget to pickup some cheese and a bottle of your favorite vodka to use with your mix.

**Featured Mix: Strong Man**



### November 7th, 6-8pm

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**Featured Mix: Fire Breather**



### November 14th, 5-7pm

Join us at [Surdyk's](#) to sample our mixes. While you're here don't forget to pickup some cheese and a bottle of your favorite vodka to use with your mix.

**Featured Mix: Trick Rider**



## Bloody Mary Fun Facts & Quotables

- In 1948, cocktail writer David Embury called the Bloody Mary "A classic example of combining in one potion, both the poison and the antidote."

-When in Canada, if what you want is a Bloody Mary, ask for a 'Bloody Caesar' just a 'Caesar.' Those Canucks keep us on our toes!

-“I love bright red drinks, don't you? They taste twice as good as any other color.”—L.M. Montgomery, Anne of Green Gables.

-“When people ask me if Dean Martin drank, let me put it this way. If Dracula bit him in the neck, out came a Bloody Mary.” –Red Buttons

-“Max Davidson of The Daily Telegraph called the Bloody Mary “the world's most complex cocktail,” in 2013.

### Twitter



Slide Show Bloody Mary  
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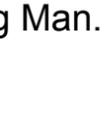
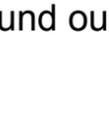
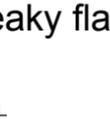
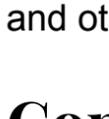
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type email address here...

Send Story

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Minneapolis, MN 55555  
612-555-4555

[Email Sideshow](#)

# ABOUT



## Ringmasters

After a couple decades of life enjoying Bloody Marys and sampling different brands of ‘the world’s most variable drink’, we got to thinking. It was time to get serious about our passion for the perfect Bloody Mary and satisfy our entrepreneurial spirits at the same time. Time to research and develop a knock-out recipe with the flavor to please the wide-ranging palettes of Bloody Mary aficionados.

Like you, we have tasted our share of too watery, too bland, too thin or too thick, too-tomato-ey, too ‘make-up-your-own-adjective’ Bloody Mary Mixes. Our goal was to find the perfect blend of ingredients matched with the perfect consistency. Sure, our Side Show secret recipes utilize some typical bloody mary ingredients, but several surprises as well. After experimenting with and testing over 50 different recipes, we found our winning formulas.

The secret is in the blend of over 13 ingredients, used in each of three varieties—from ‘Minnesota Milder’ to ‘Wow! Wake-up-your- taste-buds!’. There is a flavor for every taste. So go ahead and seize your Side Show! And always drink authentically.

Cheers!

Pete & Kelly Holzer



## SUBSCRIBE & WIN!

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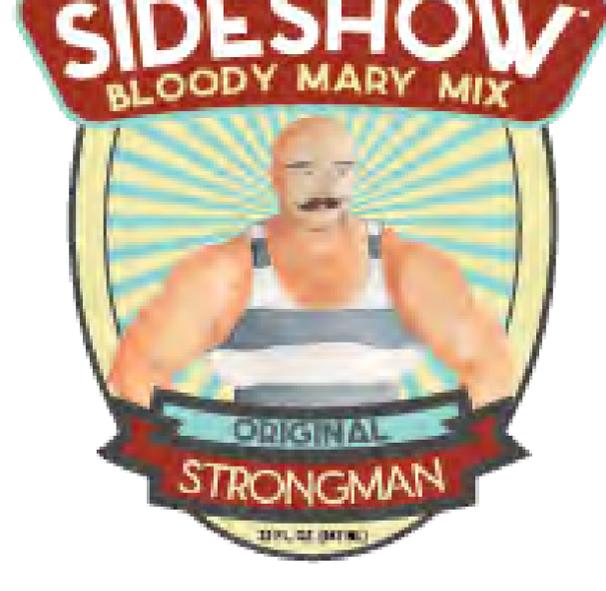
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Minneapolis, MN 55555  
612-555-4555

[Email Sideshow](#)

Get Bloody



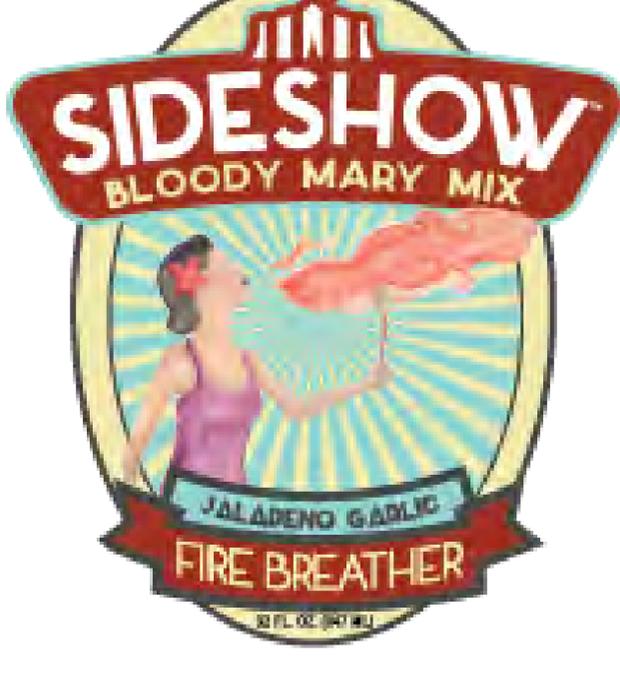
(MELLOWER)

3

6

12

Add to Cart



(MEDIUM)

3

6

12

Add to Cart



(ZIPPIER)

3

6

12

Add to Cart



## Sideshow Bloody Mary

Over 50 different ingredients go into our three varieties of Side Show Bloody Mary Mix. Included are some of the usual suspects, but many non-traditional additions as well.

Therein lies the secret to the layers of flavor and smooth finish we have developed.

Whether you like it mild, or prefer to turn up the heat a bit, we have a Side Show Bloody Mary Mix for you.

### SUBSCRIBE & WIN!

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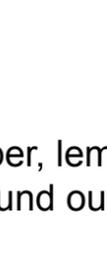
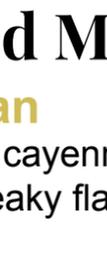
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679 Fish House Ln

Minneapolis, MN 55555

612-555-4555

[Email Sideshow](#)

# Get Bloody

## Strong Man

Step right up! You can't go wrong with our crowd-pleasing original recipe. For the Bloody Mary enthusiast, this able-bodied act simply requires your favorite vodka to complete the trick. Steak sauce, cayenne, lemon, bouillon, and other sneaky flavors round out Strong Man. It's a drink cabinet staple that offers just the right thickness and our signature robust flavor. Throw in pickles and a cheese, and you're ready for a mighty good time.

**Ingredients:**

Tomato paste, celery salt, steak sauce, Worcestershire, vinegar and several secret ingredients

**Pack of**

3

6

12

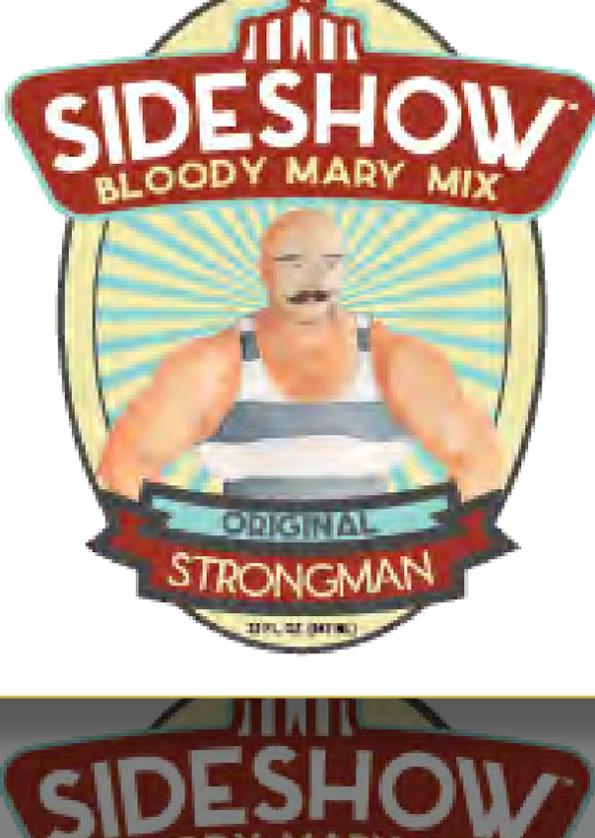
Select Quantity

Strong Man

Fire Breather

Trick Rider

Add to Cart



(ZIPPIER)

3

6

12

Add to Cart



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679 Fish House Ln  
Minneapolis, MN 55555  
612-555-4555

Email Sideshow

# CONTACT

## Contact

All fields are required

Full Name

Error Message here

Email Address

Error message here

Phone Number

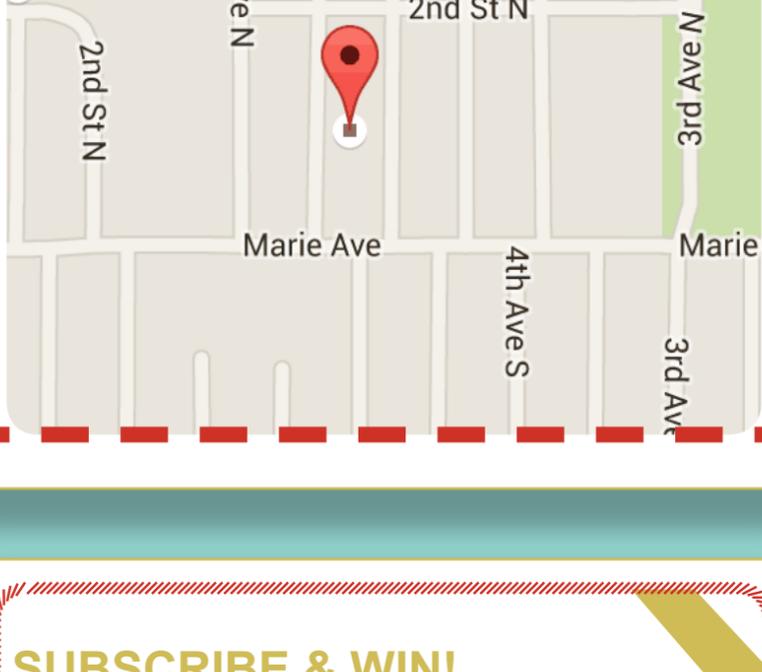
Error message here

Message

Error message here

Submit Form

## Map & Directions



### SUBSCRIBE & WIN!

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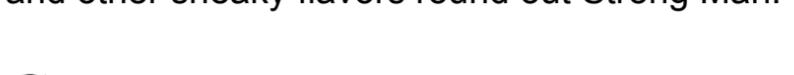
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Tell your story here...

type email address here...

Send Story

## Get Connected



## Featured Mix

**Strong Man**  
Steak sauce, cayenne pepper, lemon, bouillon and other sneaky flavors found out Strong man.

## Contact

**Sideshow Inc.**  
679 Fish House Ln  
Minneapolis, MN 55555  
612-555-4555

[Email Sideshow](#)



# CART

## Cart

Item



**Strong Man Mix**

Quantity **3 Pack Bottles**

Price **\$24.00**

Total **\$24.00**

Update Cart

Shipping To: **Minnesota**

Subtotal: **\$24.00**

Shipping: **\$8.00**

Total: **\$32.00**

Checkout

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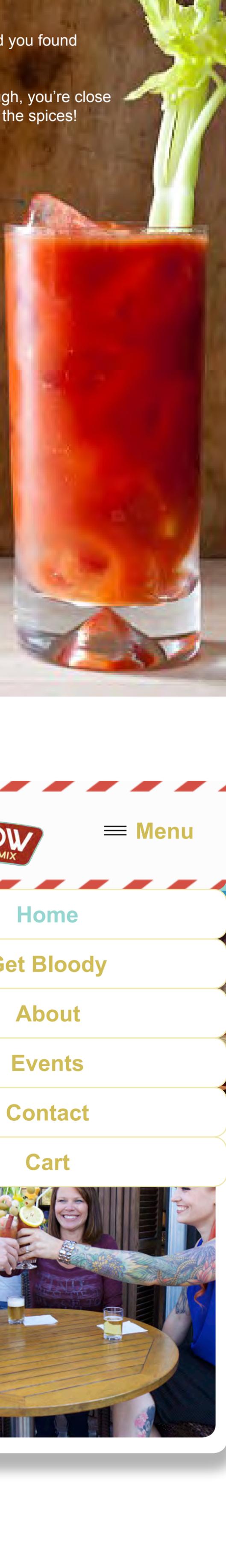
[Email Sideshow](#)

404: Page Not Found

Awww, look at what you are missing out on.

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[Home](#)

[Get Bloody](#)

[About](#)

[Events](#)

[Contact](#)

[Cart](#)



Paper Prototype

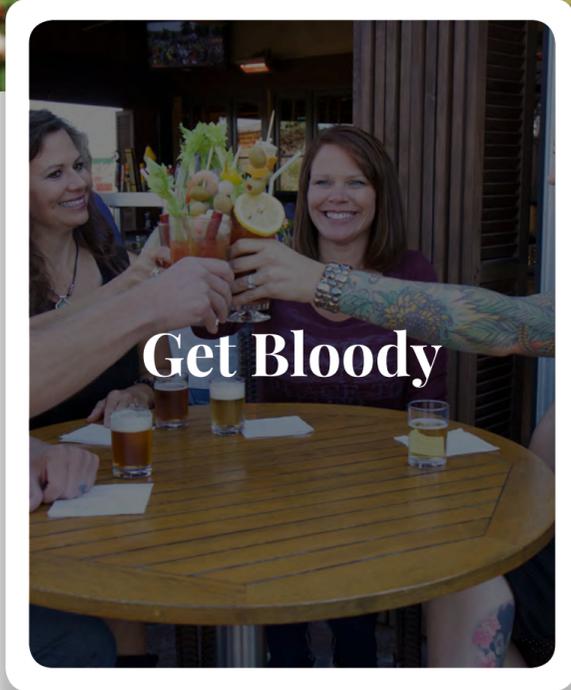
User	Can you identify what page you are currently on?	If you wanted to get information on "The Mixes" what page would you go to. Please demonstrate	From this page, how would you return to the "home" page?	If you were interested in buying some product, what page would you go to? Please demonstrate	Can you please purchase product #1? Did you go to the page you expected to see? If not, what page did you expect to go to?	If you wanted to subscribe to updates or to enter to win, where would you go?	Is there anything that you didn't see that you were looking for?	Test Subject Demographic
Goals of questions	Goal of this question was see if page identification was successful or not.	Goal was to text navigation	Goal was to test navigation, see if home page link was needed	Navigation test, link name was changed to be more creative	Goal was to test the get bloody page and the usability of it.	This area is described by client as "enter to win" but is really aimed at generating marketing data.	Follow up question	
1	User correctly identified being on the about page.	User pointed at the mixes page	User was looking for the "home" button. Eventually looked to click on logo. Did mention would probably hit the back button	User clicked link on mixes page. Also identified "get bloody" page. Cited use of the word "Get" as reason for this.	User identified buying options, was shown shopping cart. This is what was expected.	User could not find the area to do this	No	Male, 39 years old
2	User correctly identified being on the about page	User pointed to the mixes page, also mentioned the get bloody page	User was looking for "home" button. Did not get clicking on the logo.	User clicked get bloody link on top upper navigation	User successfully clicked option on product #1. Expected to see shopping cart that was shown.	User could not identify area for this.	Home button	Female, 37 years old
3	User correctly identified being on the about page	User went to mixes page	User looked for home button, eventually click on logo	user identified get bloody	User successfully clicked option on product #1. Expected to see shopping cart that was shown.	User could not identify area for this.	Home button	Female, early 20's
4	User correctly identified being on the about page	User went to mixes page	user identified the logo fairly quickly, did look for home button	user clicked get bloody link on top navigation	User successfully clicked option on product #1. Saw the expected shopping cart page	User could not find the area to do this.	No	Female, early 20's
Action Plan from test results	Wayfinding or page identification appears to be working	Navigation seems to be working	Not sure logo is a good enough identifier, consider adding home to the navigation or retesting with logo on the left of the header	Users seemed to catch on to navigation	Product page seems to be laid out correctly. Will try to make sure buying options stand out more	Must make this area stand out more, change title to "Subscribe & Win" or something like that.		

Clickable Prototype

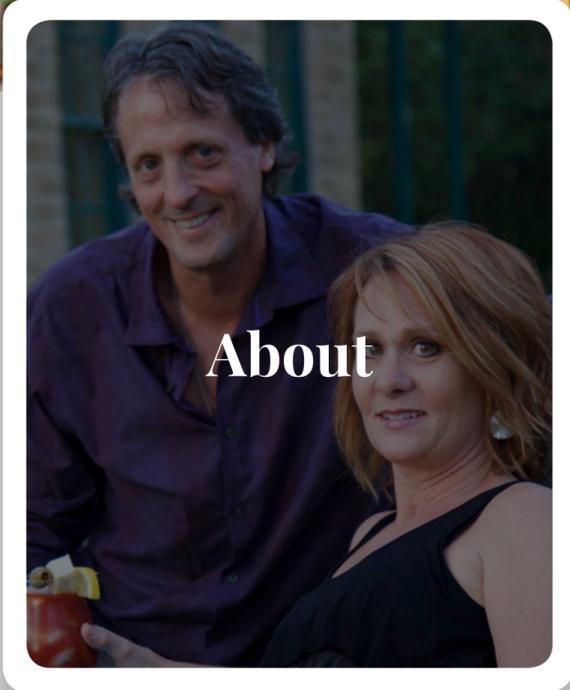
User	What indicators tell you that you're on the events page?	If you wanted information on the company, where would you go?	From this page, how do you get to the home page?	What would you click on to start purchasing product? Is this what you expected? If not, what did you expect?	Where would you find the ingredients of the Strong Man mix?	If you were interested in receiving regular updates, where would you do that?	Can you email the company directly?	Customer Demographic
Goals of questions	Test wayfinding	Test navigation	Testing logo as home button	Test of "Get Bloody" in navigation	Testing "Get Bloody" format	Test of subscribe area in footer	Testing "Email Sideshow" link	
1	User identified page navigation and "event" in main image	User clicked on "about" page	User looked for "home" then clicked back arrow, did not click on logo	User clicked on "Get Bloody" on navigation. It is what was expected	User clicked on Strong Man image on Get Bloody page, correctly identified	Went to contact page first, eventually found it in footer	Contact page, didn't see email link	Male, 56 years old
2	Events wording, underlined in navigation	User clicked on "about" page	User clicked on logo in top left	User clicked on "get bloody"	User clicked on Strong Man image, got information needed	Went directly to contact form	Contact page, didn't see email link	Male, 39 years old
3	Event wording, highlighted and underlined navigation	user clicked on about link	user clicked on logo in top left	user identified "get bloody"	user was initially looking for info button, eventually clicked on image of strong man	went to contact form, eventually found it on bottom	Didn't see email link	Female, 38 years old
4	event wording and navigation	user clicked on about link	user looked for "home," clicked on several other links looking for it.	Get Bloody link, it is what was expected	User correctly clicked on the strong man image	user identified the subscribe & win section in footer	identified email link, also went to contact page	Male, 59 years old
Action Plan from test results	no changes needed	no changes needed	most users identified the logo although 50% of them looked for "home" link	"Get Bloody" appears to be working for the buying page	although users did find the information, it might be best to add a mixes link that brings you to the same page as get bloody	Need to do something to draw more attention to it, it isn't getting noticed in the footer.	Remove the "email sideshow" link from pages, it is not necessary	



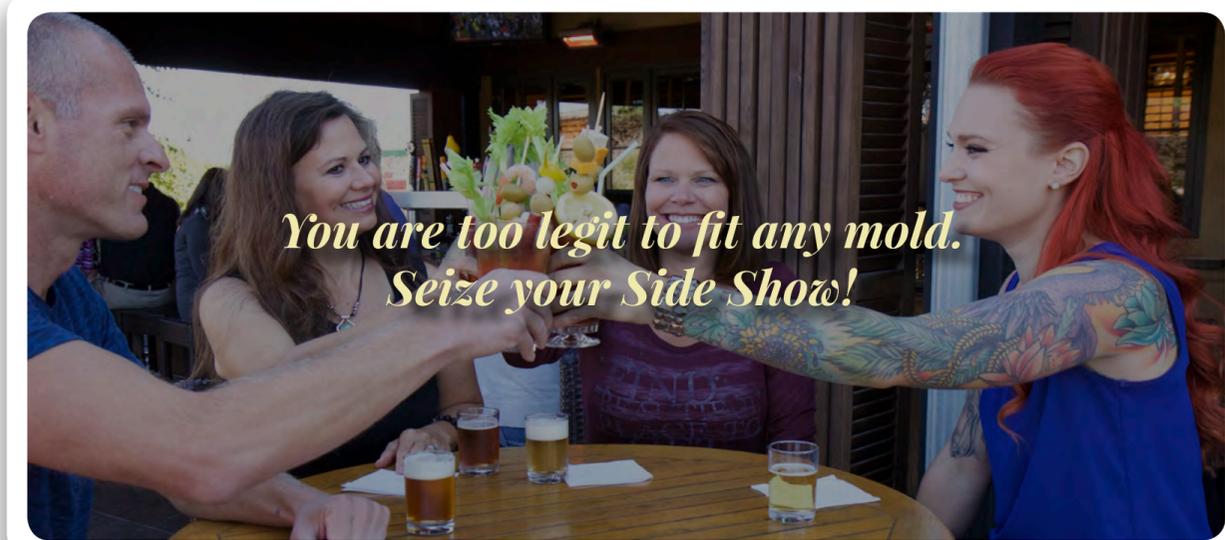
Home



Get Bloody



About



*You are too legit to fit any mold.  
Seize your Side Show!*

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 Slide Show Bloody Mary @sideshowmn  
Check out our newest website designed by students from the Art Institutes International MN. [www.sideshowmn.com/](http://www.sideshowmn.com/)

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[Tweet to @sideshowmn](#)

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**Featured Mix: Strong Man**



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**Featured Mix: Fire Breather**



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Join us at [Surdyk's](#) to sample our mixes. While you're here don't forget to pickup some cheese and a bottle of your favorite vodka to use with your mix.

**Featured Mix: Trick Rider**



**Fun Fact:**

*In 1942 and for a time after, Life Magazine referred to the Bloody Mary as the 'Red Snapper,' some say because the former name was a bit too racy for the era.*

**Twitter**



Slide Show Bloody Mary  
@sideshowmn  
Check out our newest website designed by students from the Art Institutes International MN. [www.sideshowmn.com/](http://www.sideshowmn.com/)



Slide Show Bloody Mary  
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Try our spiciest mix, Trick Fire! Click the link for more information. [bit.ly/Y6gf58](http://bit.ly/Y6gf58)

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The secret is in the blend of over 13 ingredients, used in each of three varieties—from 'Minnesota Milder' to 'Wow! Wake-up-your- taste-buds!'. There is a flavor for every taste. So go ahead and seize your Side Show! And always drink authentically.

Cheers!

Pete & Kelly Holzer



## Get Connected



## Featured Mix

### Strong Man

Steak sauce, cayenne pepper, lemon, bouillon and other sneaky flavors round out Strong Man.

## Contact

### Sideshow Inc.

679 Fish House Ln  
 Minneapolis, MN 55555  
 612-555-4555

[Email Sideshow](#)

## SUBSCRIBE & WIN!

Do you have a funny or unusual story about Bloody Mary chasers? You know, it's the small beer you typically receive alongside the Bloody Mary you order. Sometimes they are referred to as bumps or snits too. We believe the chaser may be a regional phenomenon, and being that we are bloody mary enthusiasts and we're a little nuts for the stuff, we want to find out more!

To be entered for a chance to win a year's supply of Side Show Bloody Mary Mix, send us your chaser story!

Get Bloody



(MELLOWER)

3 6 12

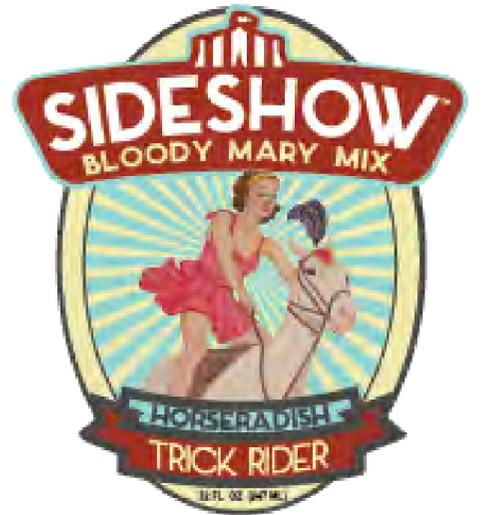
Add to Cart



(MEDIUM)

3 6 12

Add to Cart



(ZIPPIER)

3 6 12

Add to Cart



## Sideshow Bloody Mary

Over 50 different ingredients go into our three varieties of Side Show Bloody Mary Mix. Included are some of the usual suspects, but many non-traditional add-ins as well. Therein lies the secret to the layers of flavor and smooth finish we have developed. Whether you like it mild, or prefer to turn up the heat a bit, we have a Side Show Bloody Mary Mix for

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Tell your story here...

type email address here...

Send Story

Get Bloody

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### Ingredients:

Tomato paste, celery salt, steak sauce, Worcestershire, vinegar and several secret ingredients

### Pack of

 3

 6

 12

Select Quantity

Strong Man

Fire Breather

Trick Rider

Add to Cart



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type email address here...

Send Story

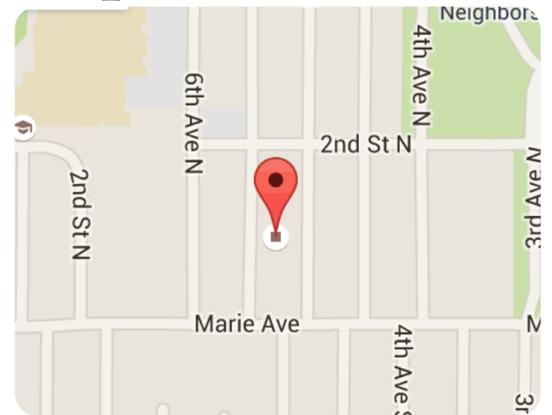


Contact

## Contact

All fields are required

## Map & Directions



### Contact

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679 Fish House Ln  
Minneapolis, MN 55555  
612-555-4555

[Email Sideshow](#)



## Get Connected



## Featured Mix

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612-555-4555

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## Cart



Item	Quantity	Price	Total
Strong Man Mix	3 Pack Bottles	\$24.00	\$24.00

Shipping To: Minnesota

Update Cart

Subtotal: \$24.00  
 Shipping: \$8.00  
 Total: \$32.00

Checkout

## Get Connected



## Featured Mix

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 612-555-4555

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type email address here...

Send Story

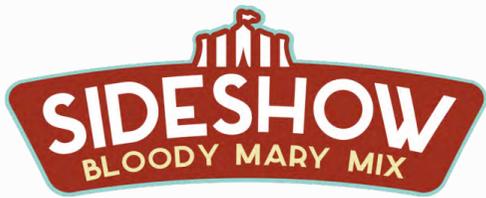
# 404: Page Not Found

Awww, look at what you are missing out on.

I bet you are sad you found this page!

Don't worry though, you're close enough to smell the spices!





[Get Bloody](#)

[About](#)

[Events](#)

[Contact](#)

[Cart](#)

CONFIRMATION EMAIL

## Subscribe & Win Confirmation Email

Thank you for telling us your story, you have been entered to win a years supply of bloody mary mix. By subscribing you will also receive valuable information regarding our products, like exclusive deals and information on our events.

### Thank you for telling us your story!

You have successfully submitted your story and registered to receive exclusive product deals and other information. Thank you for trying our bloody mary mix!

Close

### Thank you for contacting us!

Thank you for contacting us, we will respond to you within 24 hours! Cheers!

Close



## Social Media



## Fonts Size/Color

Heading Font

Heading Font

Heading Font

Heading Font

Heading Font

Body Font

Subscribe & Win Font

Footer Font

Navigation Font

Active Navigation Font

Direct Email Link

## Customized Assets



## Colors Used

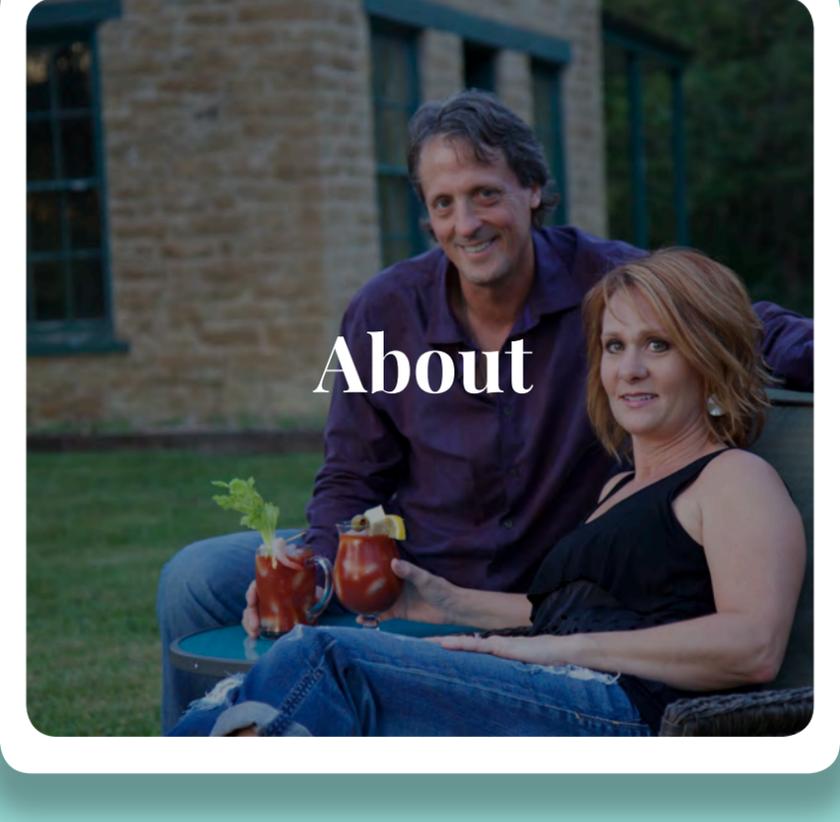




# HOME



## The Mixes



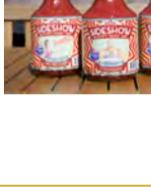
## About



*You are too legit to fit any mold. Seize your Side Show!*

### Twitter

Follow



Slide Show Bloody Mary @sideshowmn  
Check out our newest website designed by students from the Art Institutes International MN. [www.sideshowmn.com/](http://www.sideshowmn.com/)



Slide Show Bloody Mary @sideshowmn  
Try our spiciest mix, Trick Fire! Click the link for more information. [bit.ly/Y6gf58](http://bit.ly/Y6gf58)

Tweet to @sideshowmn

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Send Story

## Get Connected



## Featured Mix

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## Contact

### Sideshow Inc.

679 Fish House Ln  
Minneapolis, MN 55555

612-555-1555

Email Sideshow

# Events

## November 1st, 5-7pm

Join us at [Surdyk's](#) to sample our mixes. While you're here don't forget to pickup some cheese and a bottle of your favorite vodka to use with your mix.

**Featured Mix: Strong Man**



## November 7th, 6-8pm

Join us at [Surdyk's](#) to sample our mixes. While you're here don't forget to pickup some cheese and a bottle of your favorite vodka to use with your mix.

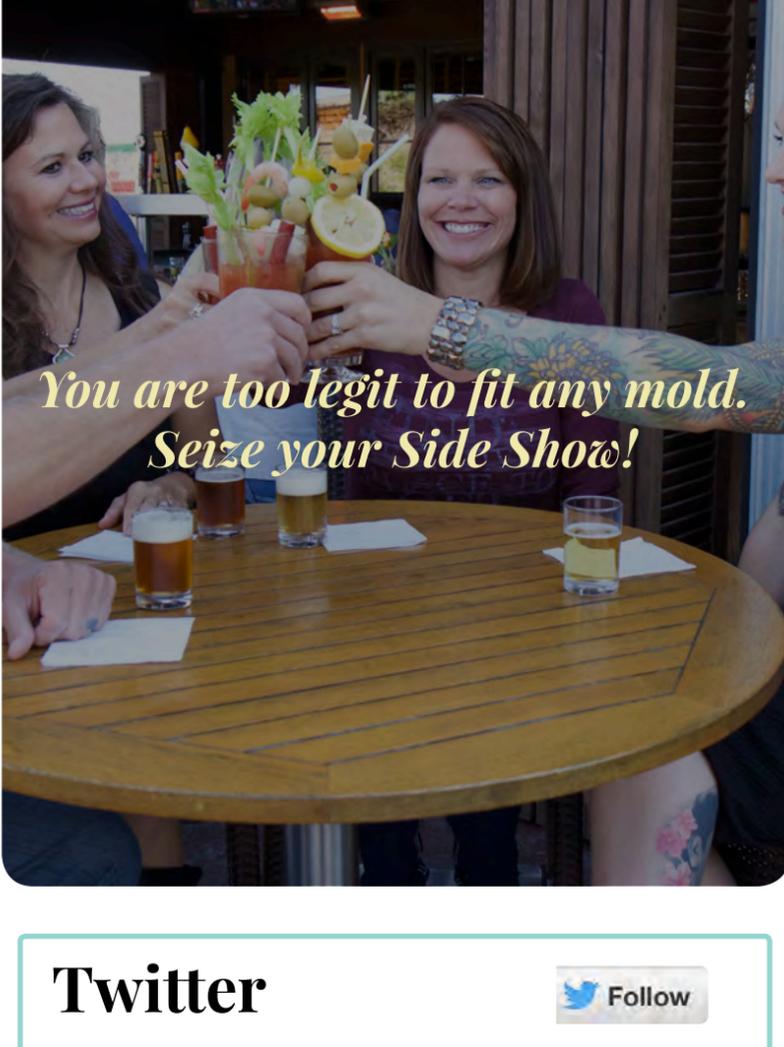
**Featured Mix: Fire Breather**



## November 14th, 5-7pm

Join us at [Surdyk's](#) to sample our mixes. While you're here don't forget to pickup some cheese and a bottle of your favorite vodka to use with your mix.

**Featured Mix: Trick Rider**



*You are too legit to fit any mold. Seize your Side Show!*

## Twitter



Slide Show Bloody Mary  
@sideshowmn  
Check out our newest website designed by students from the Art Institutes International MN. [www.sideshowmn.com/](http://www.sideshowmn.com/)



Slide Show Bloody Mary  
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Try our spiciest mix, Trick Fire! Click the link for more information. [bit.ly/Y6gf58](http://bit.ly/Y6gf58)

[Tweet to @sideshowmn](#)

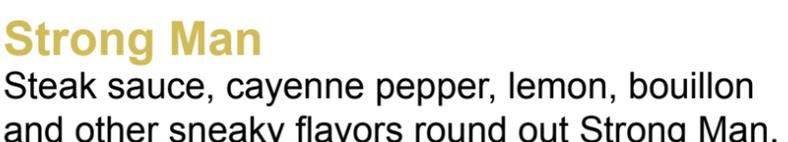
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[Email Sideshow](#)

# ABOUT



## Ringmasters

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type email address here...

Send Story

## Get Connected



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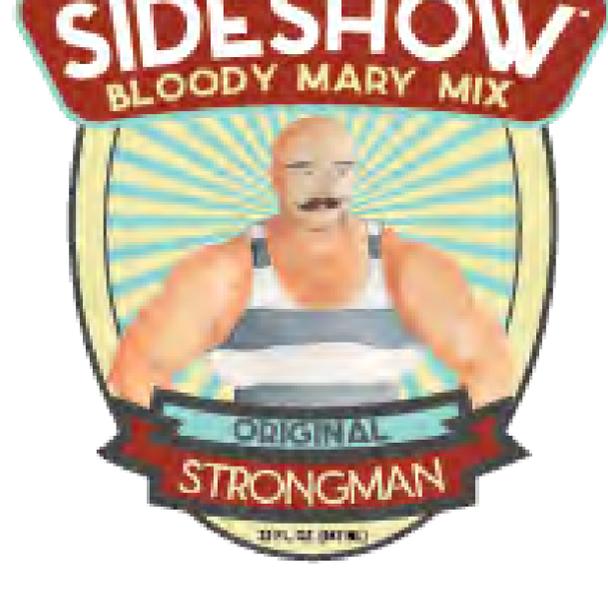
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Get Bloody



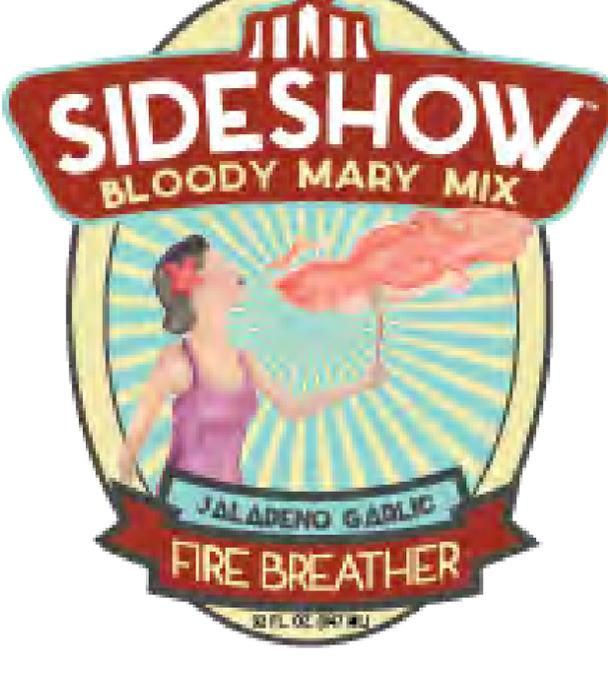
(MELLOWER)

3

6

12

Add to Cart



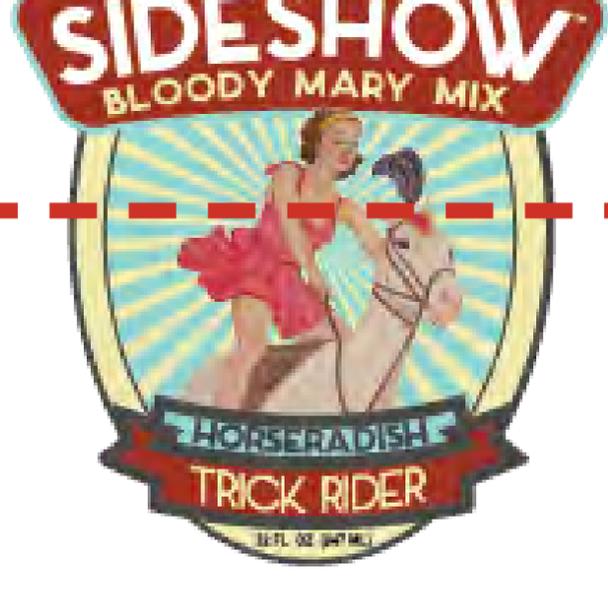
(MEDIUM)

3

6

12

Add to Cart



(ZIPPIER)

3

6

12

Add to Cart



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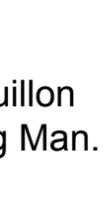
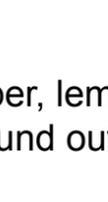
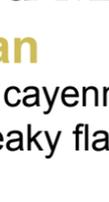
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Send Story

## Get Connected



## Featured Mix

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612-555-4555

[Email Sideshow](#)

# Get Bloody

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Pack of

3

6

12

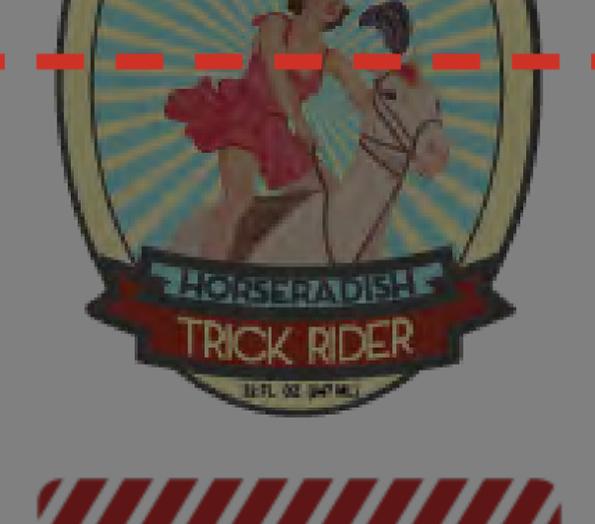
Select Quantity

Strong Man

Fire Breather

Trick Rider

Add to Cart



(ZIPPIER)

3

6

12

Add to Cart



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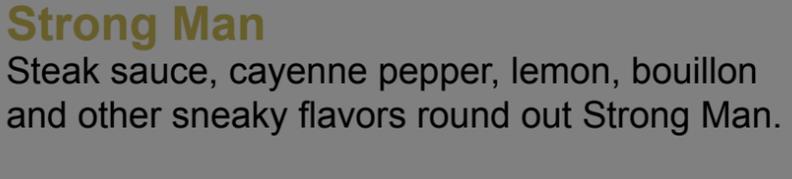
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type email address here...

Send Story

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 612-555-4555

Email Sideshow

# CONTACT

## Contact

All fields are required

Full Name

Error Message here

Email Address

Error message here

Phone Number

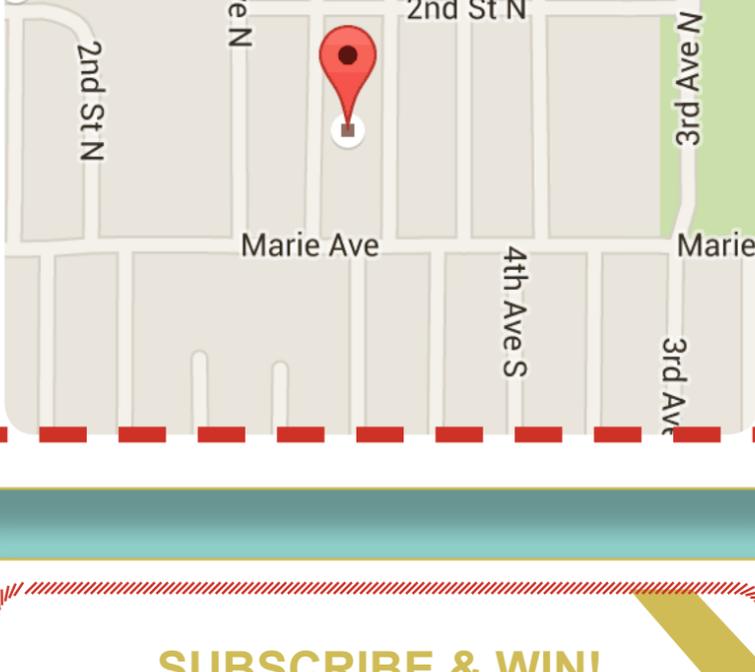
Error message here

Message

Error message here

Submit Form

## Map & Directions



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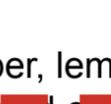
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Send Story

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## Featured Mix

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## Contact

### Sideshow Inc.

679 Fish House Ln  
Minneapolis, MN 55555

612-555-4555

[Email Sideshow](#)



# CART

## Cart

Item



**Strong Man Mix**

Quantity

3 Pack Bottles

Price

**\$24.00**

Total

**\$24.00**

Update Cart

Shipping To:

Minnesota

**Subtotal: \$24.00**

**Shipping: \$8.00**

**Total: \$32.00**

Checkout

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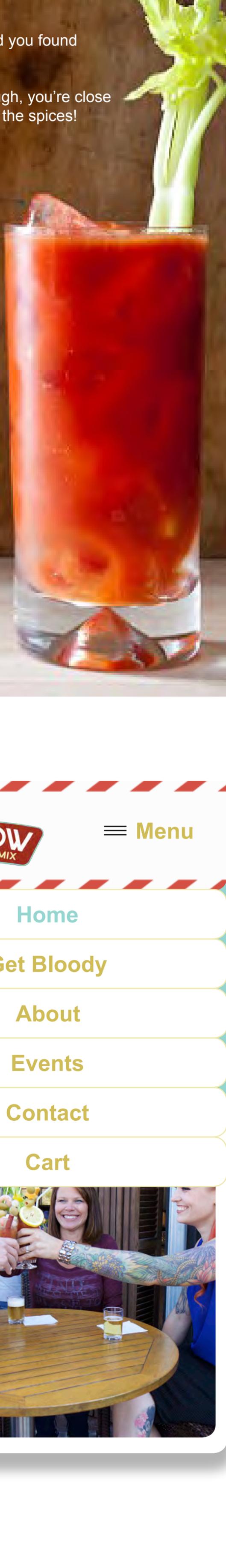
[Email Sideshow](#)

404: Page Not Found

Awww, look at what you are missing out on.

I bet you are sad you found this page!

Don't worry though, you're close enough to smell the spices!



[Home](#)

[Get Bloody](#)

[About](#)

[Events](#)

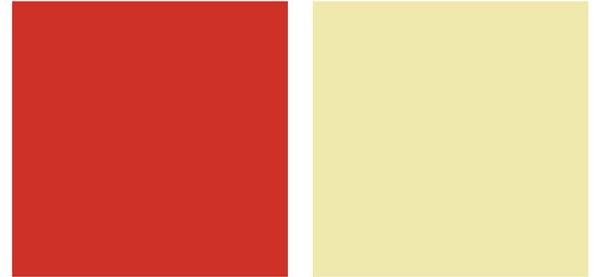
[Contact](#)

[Cart](#)





## Colors Used



## Social Media



## Customized Assets



## Fonts Size/Color

Heading Font  
Heading Font

Heading Font

Heading Font

Heading Font

Body Font

Subscribe & Win Font

Footer Font

Navigation Font

Active Navigation Font

Direct Email Link

## Navigation

Get Bloody - Rest State

Get Bloody - Hover State

Get Bloody - Active Page

#	STATUS	DATE	RISK / ISSUE	STATUS / DECISION
EX:	Green	10/15/15	Initially, a few members were unable to open a text page.	this has been fixed by having it sent out in PDF form.
1		11/24/15	Home Navigation Button	Moved header from center to left, take the home button off.
2			Logo placement (center or left)	Moved logo from centered to top left of header
3			Fonts	Azedo is not a web safe font, body copy was moved to Arial and headers were made Playfair Display
4			Assets/Photography	Additional assets were added, all photos are royalty free. It would also be recommended to hire a food photographer to ensure your assets are an asset to your business
5			Sensory Overload	Removed blue background color, went with white instead. Added an overlay to the photos that will reveal the image when you hover over them. At the time of hover, the text will go away so it doesn't cover up any of the image.
6			Subscribe and win	Changed to subscribe and Win and placed it to fixed position in footer and highlighted it with Red texture outline
7			Direct E-mail to Sideshow	User testing showed that one of the three tests found the direct email link. We could remove it but I don't think it is taking up space on a crowded page.
8			Mix and Match purchase option	The client would like to sell bottles in packs of 3, 6 or 12 but would also like a mix-n-match option. These selling options will need to be explored because adding a one bottle option is not what client wants. It might be best to go away from the mix-n-match option and possibly make quantities as little as one per order.

#	DATE	DECISION	SUPPORT	DOCUMENT.
1	10/15/15	Wordpress theme we will use is called "restaurant," the price is \$69 so it is not a free site	We were able to pick a theme that we think supported the goal of the website.	
2	10/24/15	We decided on a blue background for the pages, along with a drop shadow for the image boxes	Adding blue background was a way to incorporate some color into a predominantly white design.	
3	11/4/15	The logo was moved from the center to the top left	Logo is also to act as a home button, top left gives it prominence and fills that goal.	
4	11/4/15	We removed the home navigation button	User testing showed that people wanted it but we were urged not to put it on by instructors.	
5	11/4/15	Changed "Enter & Win" to "Subscribe & Win" to hopefully get people to enter their name for marketing purposes. Enter & Win gives an impression that it is only for a contest.	Enter & Win gives a gimmicky feel, Subscribe & Win accomplishes the same goal without seeming to intrusive	
6	11/4/15	Azedo is not a web safe font, we subbed in Arial for the body and Playfair Display for the headers	Azedo is not web safe, can not be used if you want be able to predict what the site will look like on all devices and computer	
7	11/10/15	Renamed "The Mixes" page to "Get Bloody" and combined them so there is one page buying and more information about product.	"Get Bloody" is a simple way to try and give the site some life or a personality of it's own.	
8	11/19/15	Added a pop-up for the ingredients and to dig deeper into the ingredients.	Rather than having multiple pages with the same information, it was condensed into one page, will be easier for the users to get information and to buy product	
9	12/3/15	Added an overlay to the links on the home page to reduce overstimulation client referenced about home page. The overlays will disappear on hover as will the text.	Client mentioned "overstimulation" when looking at entire page, we have removed the blue background of the pages and added an overlay to darken up some photos, this will reduce visual stimulation and allow for an easier viewing experience.	
10	12/3/15	Fun Facts: We added a picture behind them, with an overlay and then changed the font to a bold italic and changed the color to the cream the client likes.	Adding the picture and changing the text font/color has given us a nice area of contrast.	
11	11/5/15	Footer Size	We made the footer large in size so it could nest the social media, featured product, business address and subscribe & win section. It is large but it holds functional items for the website.	