

#### HOME PAGE - INTRO

The page starts plain black. Rips across, like a piece of paper, to reveal the large headline. The description, bottle, and wood plank background fade into view. When the login link at the top is clicked, the page is heavily blurred and a popup login window appears.



# SINGLE OAK PROJECT

PROFILE THE STORY BECOME AN EXPERT VIDEOS PHOTO GALLERY

- REVIEWS
- RANKINGS
- WHISKEY EDUCATION
- LOGOUT

## LEADERBOARD

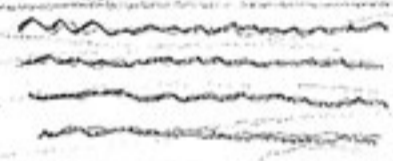
		Master Distiller	200pts	30 Reviews
		Master Distiller	183 pts	26 Reviews
		Master-In-Training	150 pts	21 Reviews
		Bourbon Bottler	123 pts	14 Reviews
		Bourbon Bottler	115 pts	12 Reviews

SEE MORE...

## TEASERS



## NEXT RELEASE



## TIPS & TOOLS

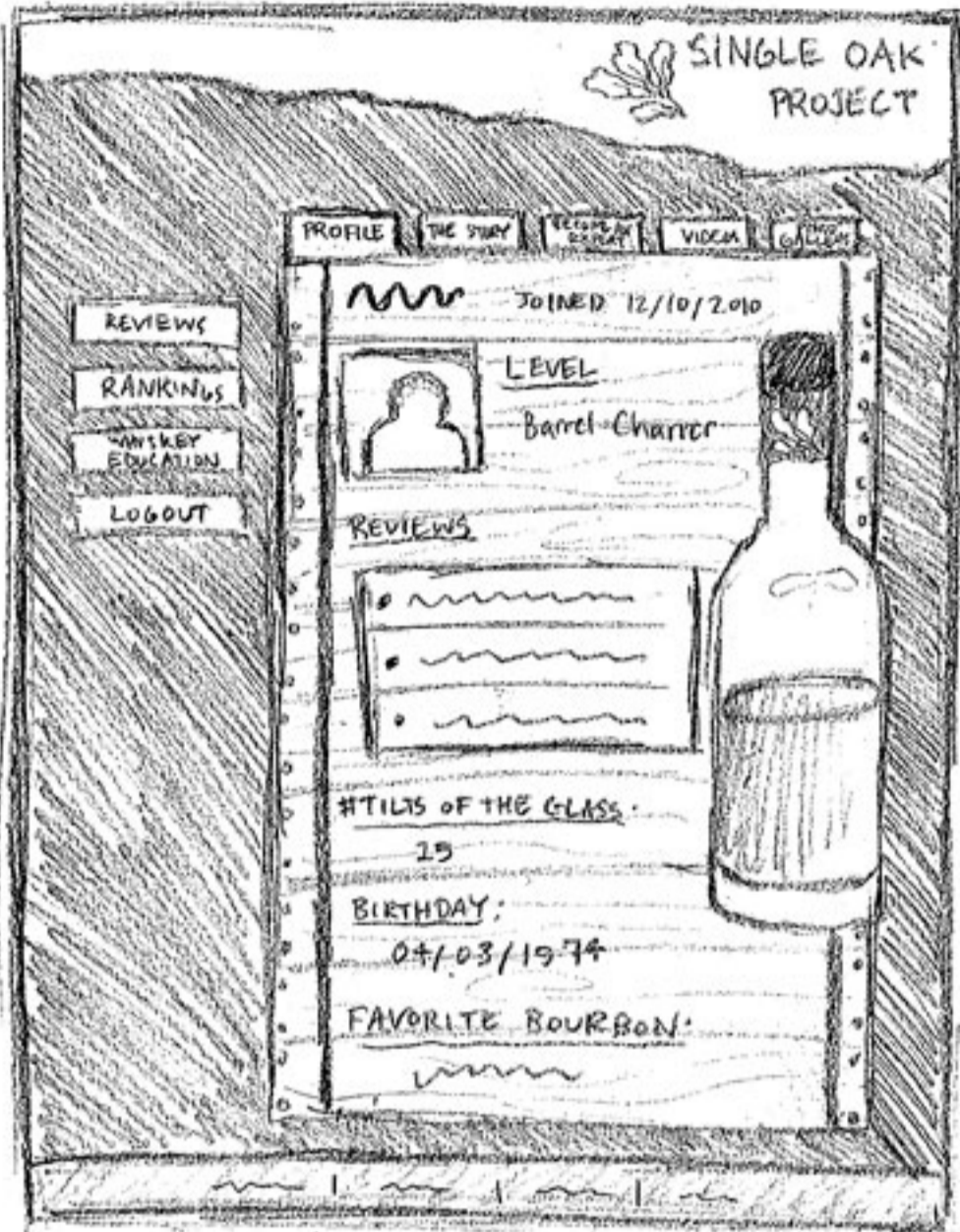
- How to earn points
- Bourbon tutorials
- 
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BUFFALO TRACE | CONTACT | SITEMAP | FAQ

### HOMEPAGE - LOGGED IN

The ripped-paper header remains on the page, only it is smaller and contains the Single Oak Project name. The wood planks are used as a background consistently through the whole site. On the homepage is the leaderboard, or a list of users with the top scores; a section for teasers, to advertise the next release (can include a video); and a few tips to help the new user better utilize the site's features.





LEVEL 1 Grain Miller



LEVEL 10 Master Distiller

### PROFILE

There is a large bottle on the right hand side, which is used to "show off" one's level. The higher the level, the fuller the bottle becomes. The profile also includes the user's photo, date they joined, level, reviews, etc.

### NAVIGATION

There are tabs at the top of the main panel as well as links on the left side that are constant throughout the site, to provide the user with convenient navigation. The footer provides smaller links to Buffalo Trace, a sitemap, FAQs, etc.

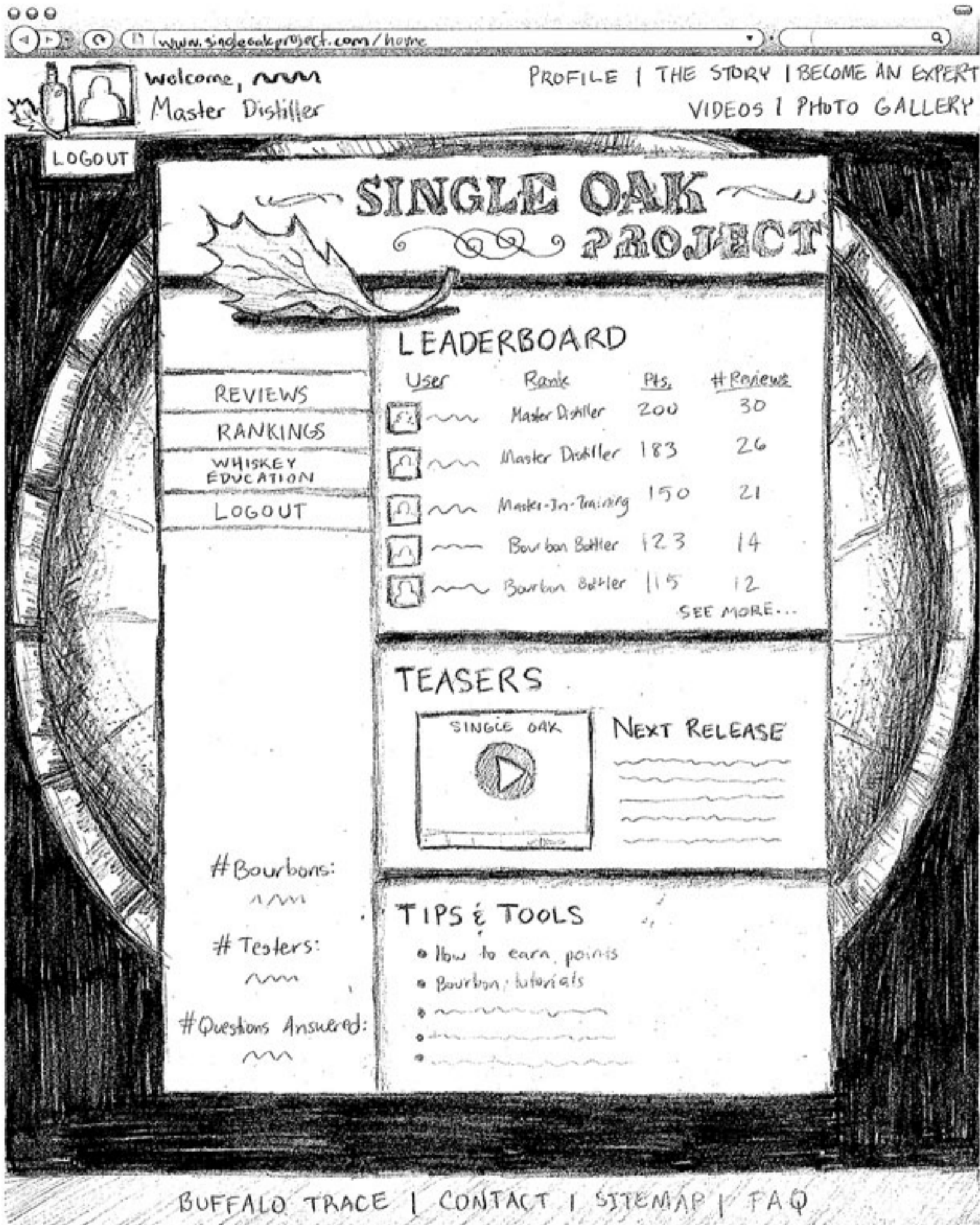




#### HOMEPAGE - INTRO

The barrel is the focal point. It is open at the top, revealing the faint flickering of the flame inside. It is representative of a step in the bourbon-making process, when the inside of barrels are charred. "Single Oak" appears hand-carved out of the top of the barrel, while "Project" is burned into the wood below it. A login is provided, as well as a description and link to sign up. An oak leaf frames the description.

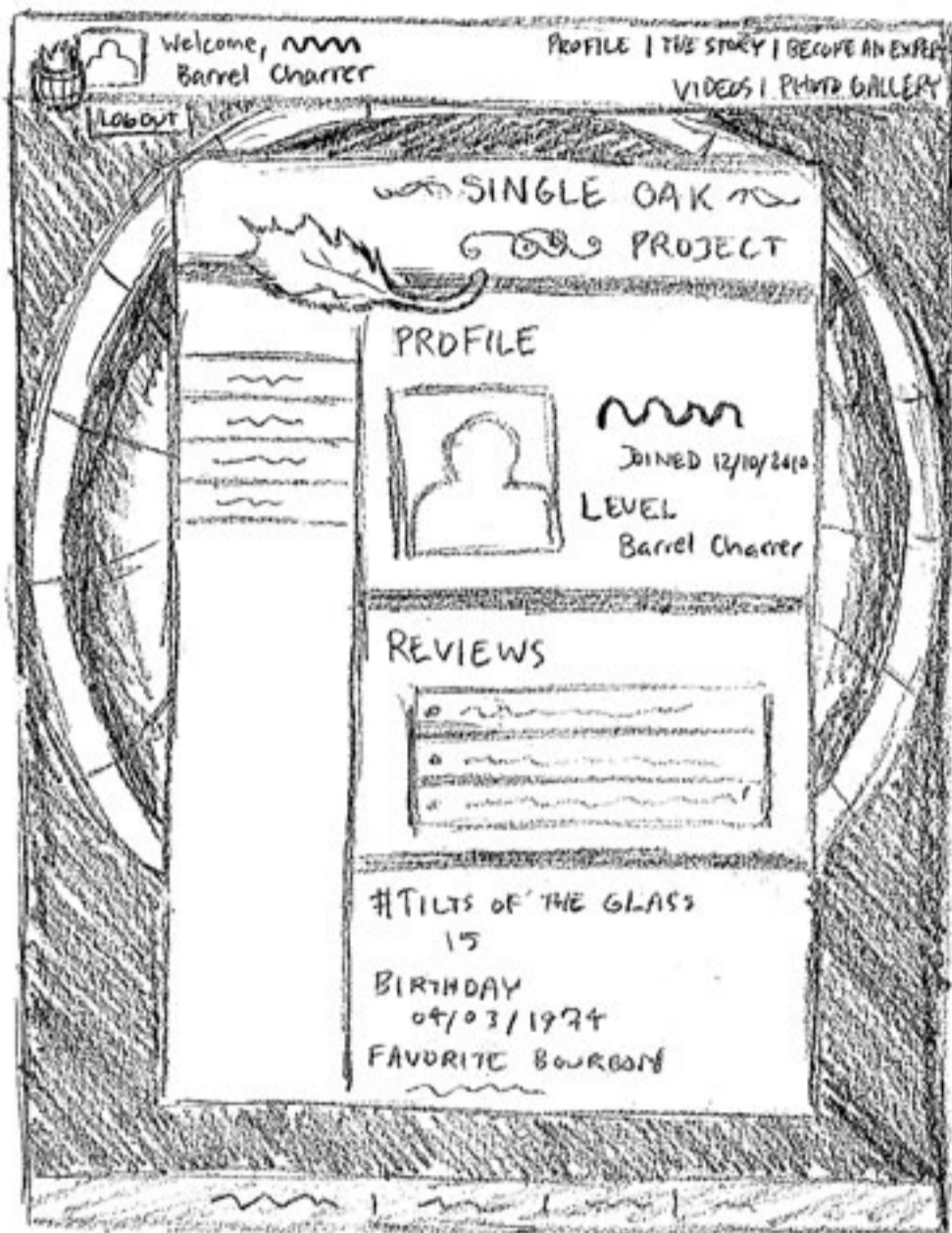




### HOMEPAGE - LOGGED IN

After login, the view of the barrel pans so that one is looking down into the barrel from a bird's eye view. The main window fades in so that most of this is covered, but the glow from the fire inside can still be seen. The header contains the flourishes and the oak leaf, two common themes in this concept.





LEVEL 1 Grain Miller



LEVEL 2 Mash Maker



LEVEL 3 Alcohol Fermenter



LEVEL 4 White Dog Distiller



LEVEL 5 Barrel Charrer



LEVEL 6 Maturation Manager



LEVEL 7 Taste Tester



LEVEL 8 Bourbon Bottler



LEVEL 9 Master-In-Training



LEVEL 10 Master Distiller

## NAVIGATION

After login, a bar appears at the top of the page containing the user's basic information (username and level), along with links to other sections of the site. This remains in place as long as the user is logged in. More links are provided on the left side of the main window.