



PROCESS BOOK

# TYLER PRIESTLEY

PROJECT 2 | UI / UX | SPRING 2025

# RESEARCH

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# CREATIVE BRIEF

## - Objectives & Priorities

The Tavern is a fantasy-themed cocktail mixer designed to transport guests into a richly imagined world of magic, mystery, and merriment. Its primary objective is to create a fully immersive experience that feels like stepping into a medieval tavern or the lively watering hole of a fantasy realm. Every aspect of the event — from the décor and music to the attire of the staff and the language they speak — is crafted to maintain the illusion and draw guests deeper into the story. The cocktails themselves are more than just drinks; they are potions, elixirs, and brews, each with a unique narrative and enchanting presentation, featuring effects like glowing liquids, smoke, or ingredients from “faraway lands.”

## - Target Audience

The targeted audience of The Tavern, a fantasy-style cocktail mixer, includes adults who are passionate about fantasy genres, immersive experiences, and creative social events. This includes fans of tabletop roleplaying games like Dungeons & Dragons, readers and viewers of fantasy literature and media (The Lord of the Rings, The Witcher, Game of Thrones), as well as attendees of renaissance fairs, cosplay events, and comic or fan conventions.

## - Situational Analysis

The Tavern enters a market increasingly driven by demand for immersive, experiential entertainment, especially among millennials and Gen Z audiences. As fantasy culture continues to thrive through popular media, tabletop gaming, and conventions, there is a strong foundation for themed events that blend storytelling with social experiences. The concept uniquely combines fantasy worldbuilding with artisanal mixology, offering guests not just drinks, but a narrative-rich atmosphere complete with character interactions, quest-based menus, and enchanted settings. This positions The Tavern to appeal to a loyal and enthusiastic niche of fantasy fans, gamers, cosplayers, and curious nightlife-goers seeking something beyond the typical bar scene.



# PERSONA RESEARCH

## 1. Ava the Trendy Cocktail Curator

Age: 28

Occupation: Event Planner and Social Media Influencer

**Background:** Ava is always at the forefront of the latest trends in the worlds of food, drinks, and social media. She's a cocktail enthusiast who prides herself on introducing her followers to unique and artistic drink experiences. Ava often hosts upscale parties and private events where the drinks need to be as Instagram-worthy as the decor. She's constantly on the lookout for new ways to surprise and delight her guests with innovative, yet visually stunning, cocktails that blend technology with creativity.

**Use Case:** Ava would be all over a fantasy-styled cocktail mixing machine because it allows her to bring the fantasy world to life at her events. Imagine hosting a masquerade ball and using the machine to create cocktails like "Frost Queen's Elixir" (a shimmering, ice-cold blue drink that smokes) or "Phoenix Fire Punch" (a drink that bursts into flame). With a machine that looks magical and delivers sophisticated concoctions, she can create an immersive experience for her clients and social media followers, attracting attention with the unique visual and interactive elements. Plus, it saves her time at events, allowing her to impress guests with less effort.

## 2. Elliot the Home Tech Enthusiast

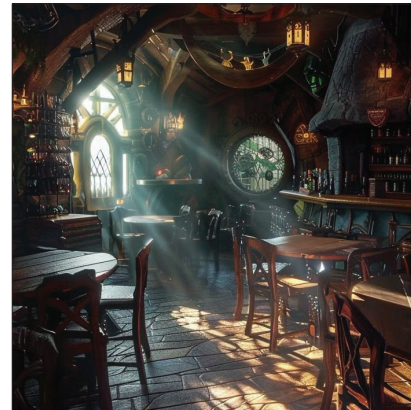
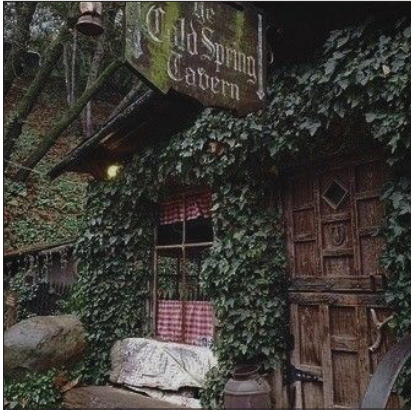
Age: 35

Occupation: Software Developer and Home Automation Expert

**Background:** Elliot is passionate about home automation, smart tech, and integrating cutting-edge gadgets into his everyday life. His home is a hub for the latest tech innovations—from smart lighting that responds to his mood to a self-cleaning fridge. When he's not working on coding projects, he enjoys hosting dinner parties where he can showcase his tech-savvy lifestyle. A cocktail mixing machine that has a fantasy theme fits perfectly with his desire to blend utility with a bit of whimsy.

**Use Case:** Elliot would love the fantasy cocktail mixing machine because it combines his love for tech with the thrill of creating unique drinks. He'd enjoy using it to entertain guests during casual get-togethers, where he can program the machine to serve cocktails like "Elven Nectar" (a translucent drink with floating herbs) or "Wizard's Brew" (a layered, glowing cocktail). He could customize recipes through an app or voice commands, making it a fun, interactive experience. The fantasy theme would also give him the chance to show off his gadget's visual appeal—like a machine that looks like it came from a steampunk world, complete with glowing buttons and whirling gears.

# DESIGN RESEARCH



# TYPOGRAPHY EXPLORATIONS

## MILONGA

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## CCSpellcaster

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FNORD  
CARRIG PRO  
TOUGH SERIF  
REBEQUE DECO  
AMERICAN FRIGHTS  
OLIVA SERIF  
LINA  
CLOUDY AURORA  
Brilliantly  
RUDOLFO SWASH  
NEVRADA  
L'ELF NOIR DU MAL  
CINZEI DECO  
DUAROSE  
MEROVA  
HYDRANT  
CLASSICA PRESTIGE  
AFTERGLOW  
ROME IONIC  
MORPHEUS  
BALERNO  
PENSHURST  
LOTUS EATER  
KARIN  
ARBATOSH  
ROLLAR CASTER  
DANIELE HARRIS  
Zolena  
HISTORICAL  
BLACKPANTHER  
YANA FONT  
IMPERIA B  
GREY LIGHT  
Chalmers  
Kajawaley  
QUEEN  
THE ANCIENT  
ANTHONY  
CARLOS BARKER  
FORTUNATA  
EVOLVE  
Goliath  
ARRUS EU  
ARTcraft  
Bodega SERIF

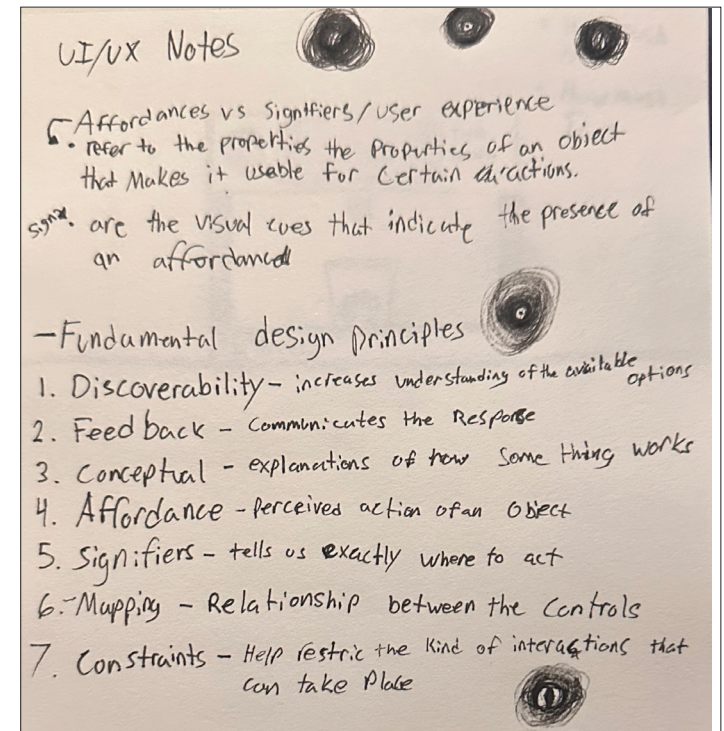
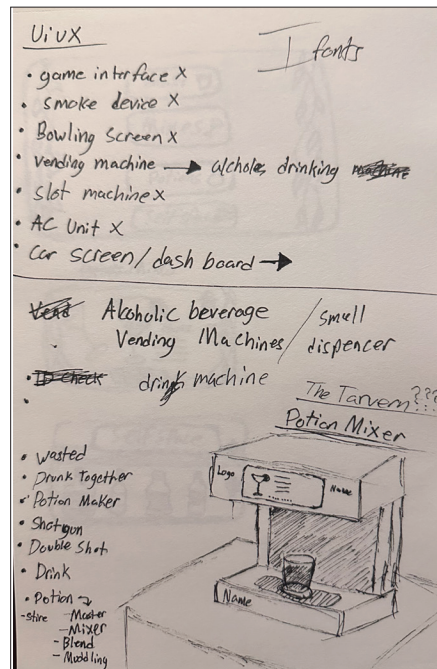
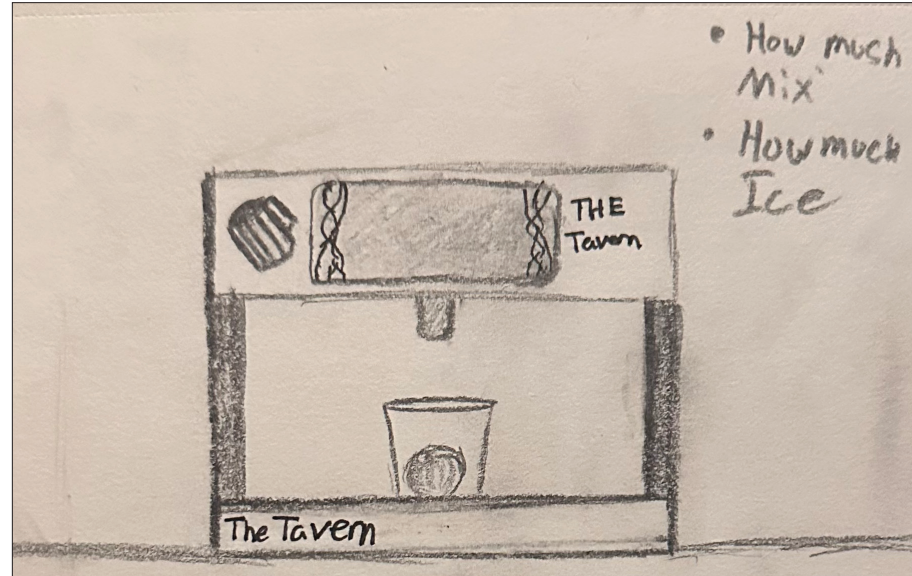
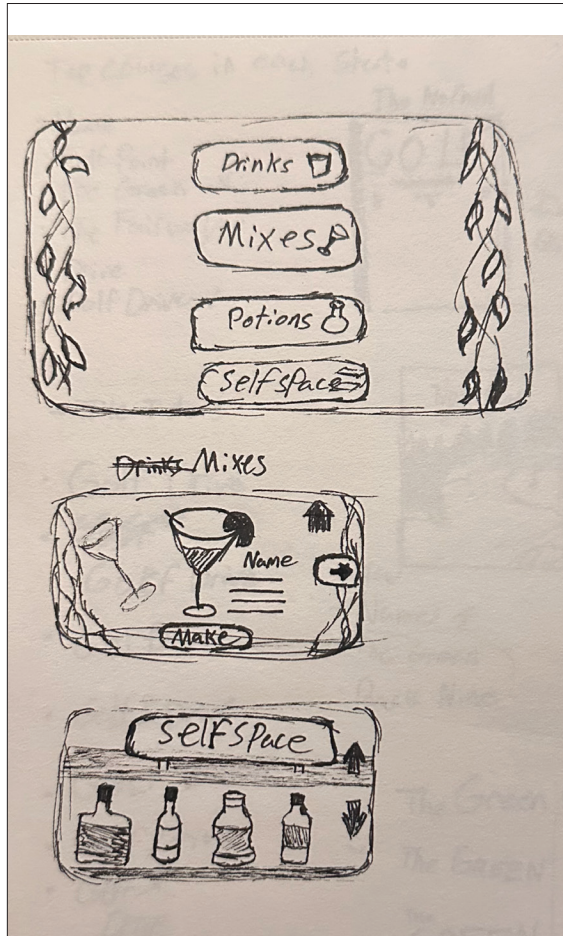
BLACK GOLD  
EXCHANTS  
QARDOSS  
MUSSICA SWASH  
Shavina  
LOVERICA  
KONSERIC  
MODERN SERIF  
Washington  
MIDNIGHT TALES  
LOVE MON  
CARENTO  
WHITFISH  
ALBERMARLE SWASH  
BRILION  
MITROS II  
LUCY ROSE  
DEIRE PRO  
MONTERADOO  
OPPERETTA  
ELYSIUM  
LENAJOUR  
VECTIS  
CORTON TITULAR  
COURTEOUS  
LINA  
POISON APPLE  
THE LUXURY  
ELEPLACE  
PRAETORIA  
Novelia  
VALERIA  
GOALANG  
STARSHIP  
THUNDER  
ARRÖGANT  
Bookmanias  
DARK II  
DREAMCAPS  
gmebra  
GILDA DISPLAY  
ANNABELLE  
AUGUSTUS  
Diatoma | DIDOT

MORGANITE TYPEFACE  
OXFORD  
COLDIAC  
FLAMINGO  
DEMONIUS  
RUI NMOUNT  
LUCY ROSE  
GLAZA REG  
THE RANKINGS  
THIRSK  
BOSQUE  
Drop Gray  
QUESTAL  
THE LOVELYN  
QUATTLE  
BOLENT  
BOREST  
EXPLORERS  
LIMIT CORNER  
LOKI  
Moody Blue  
Qutska  
RELOVE  
BLACK PANTHER  
SALVALYN  
CAMMIRON  
LHF CLASSIC CAP  
BOURDEWAY  
Kajajone  
Napoleon  
MEDIA TIMES  
Amira Beauty  
ARTHOUSE  
ALTIDE  
CASTLE  
THE CROW  
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Victorian Parlor  
VERA  
CASTILE REG  
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Blue Angel  
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Baskerville OLD  
Belwe Std

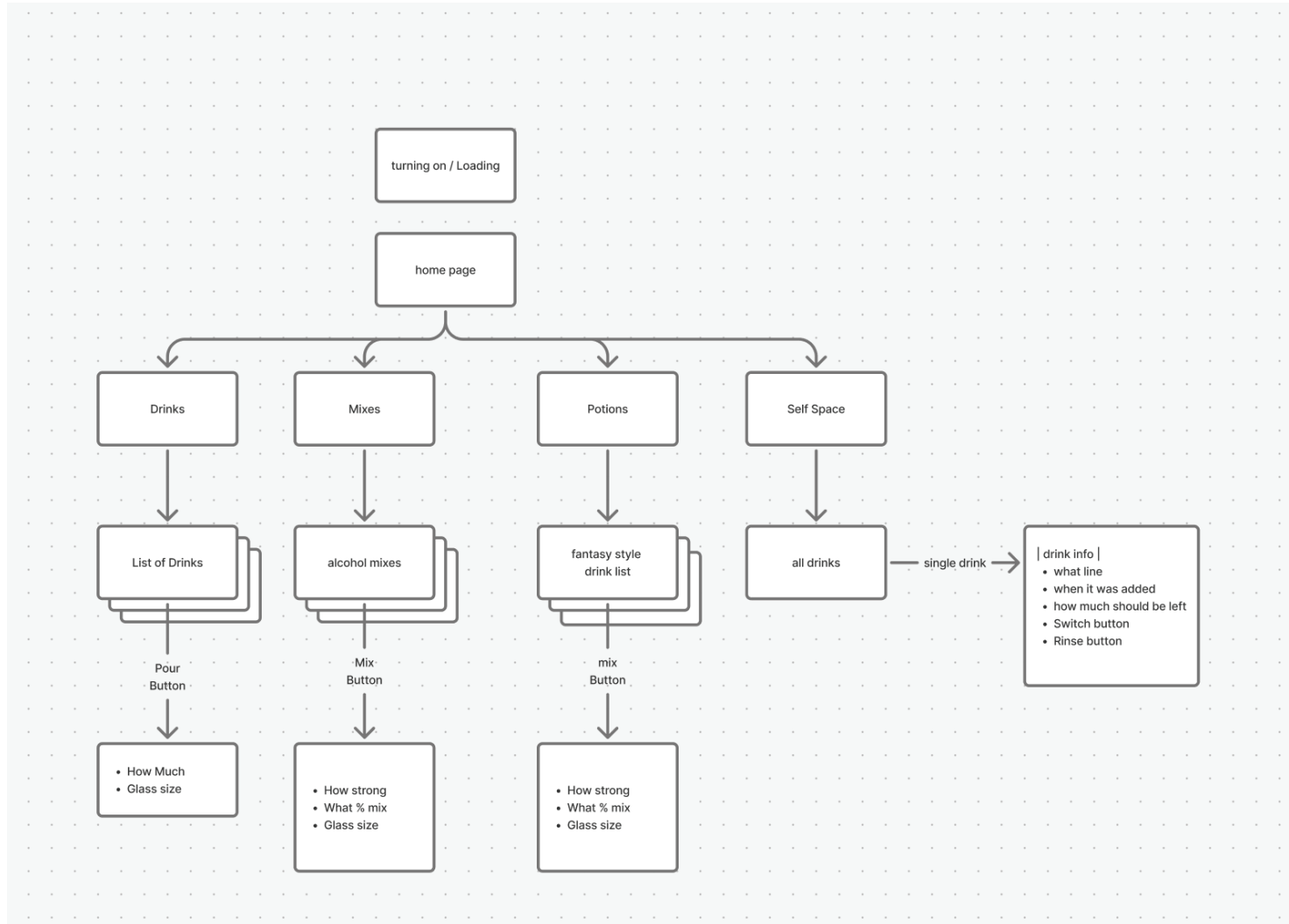
# DESIGN EXPLORATIONS

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# SKETCHES



# MAPPING



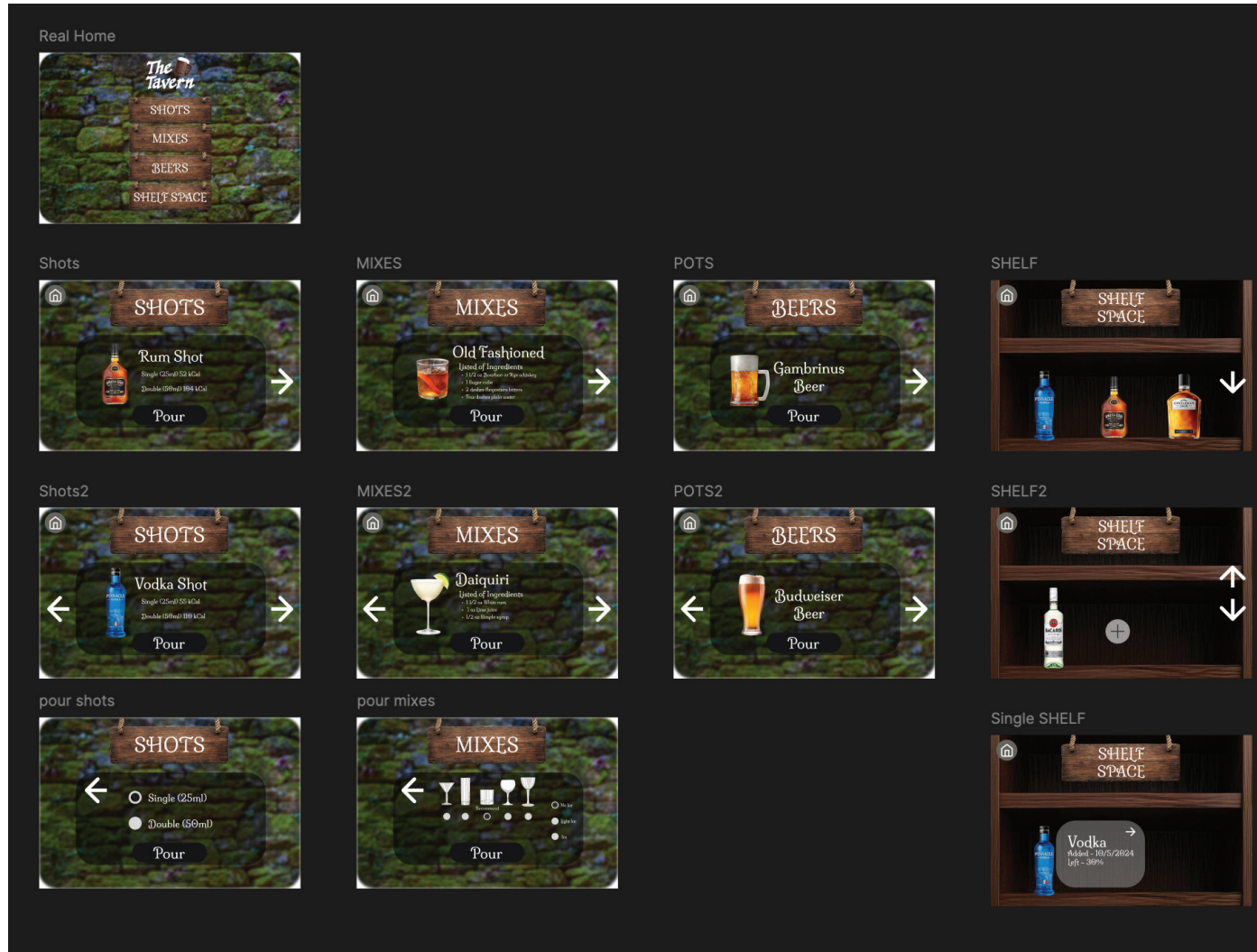
# WIRE FRAME



# FINAL LAYOUTS

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# FINAL LAYOUTS





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