THE MAYHEW LOUNGE

Process Book

CLIENT BRIEF

PART 1

Create a non-screen-based outcome to serve the needs of a specific persona, driven by an activity-centered approach to design.

PERSONA

ABOUT DAKOTA

SETTING

Location	Sedona, Arizona
Year	1925

CHARACTERISTICS

Age	25 years old
Sex	female
Race	American Indian
Gender Identity	cisgender
Size: People	average size
Sexual Orientation	heterosexual
Relationships	has 8 siblings
Social Class	upper class
Knowledge	interested in cocktails

BEHAVIOR

Habit	Checks phone often
Habit	Running late
Movements	Graceful
Personality	Complains a lot

EXPEREINCE LEVELS

Abilities	Fifth Grade reading level
Language	Uses profanity
Culture	Disneyphile
Values	Protecting the enviroment
Self-Concept	Feel Special
Worldview	Life's a bitch and then you die

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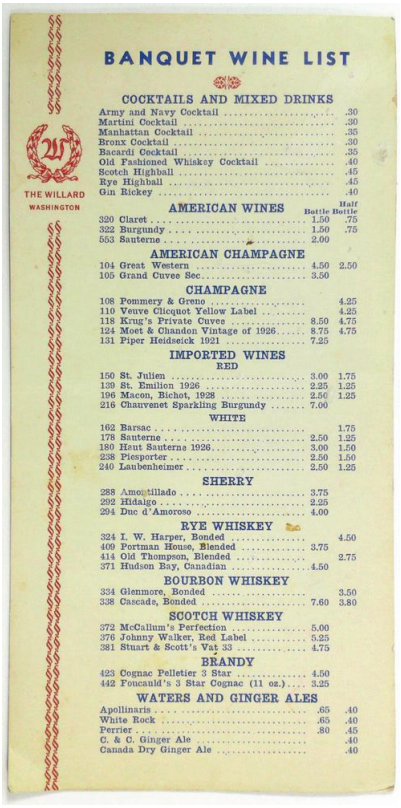
RESEARCH



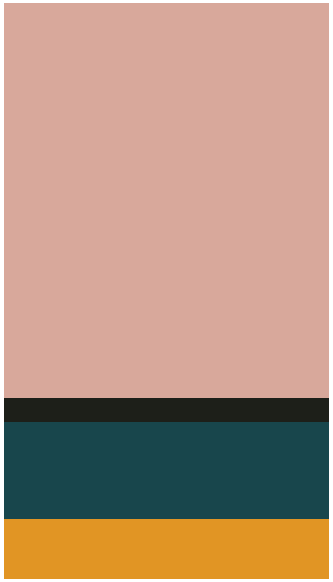
I started out by conducting research on Sedona, Arizona in the 1920s. Arizona was a popular spot for filming at that time and it was home to the movie the "Call of the Canyon." Additionally, that movie which was based on the book was partly filmed at the Mayhew Lodge. I decided that my speakeasy was going to be a speakeasy in the basement of the Mayhew Lodge that a lot of visiting celebrities frequented. I then furthered my research into speakeasies in general and learned about identification cards and what might be on menus at the time. I made my alcohol packaging, disguised as a medicine bottle fit for the prohibition era so I also research what medicine bottles looked like at the time as well.

MOODBOARD

Rachel Anthony
PERSONA: Dakota
PROJECT DESCRIPTION: Create a branding suite for a speakeasy in Sedona Arizona in 1925
CORE FUNCTION: An activity centered design perfect for a specific persona

PHOTOGRAPHY

COLOR



TYPOGRAPHY

CAPITOL

Futura

TEXTURES

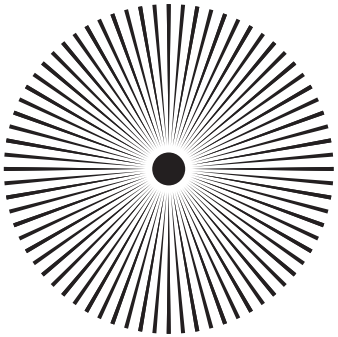
GRAPHIC STYLES

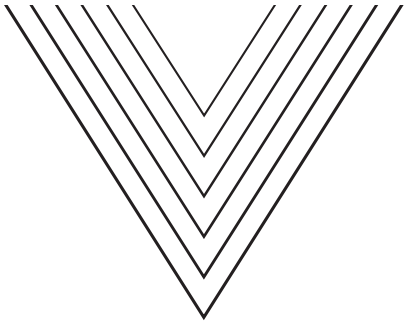
VISUAL RESEARCH

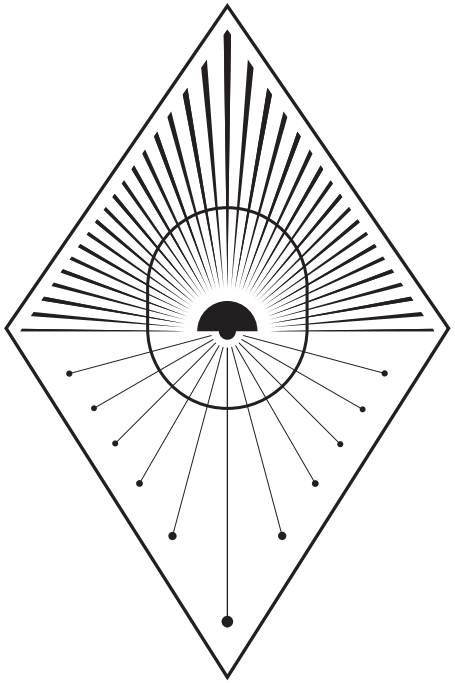
VISUAL RESEARCH

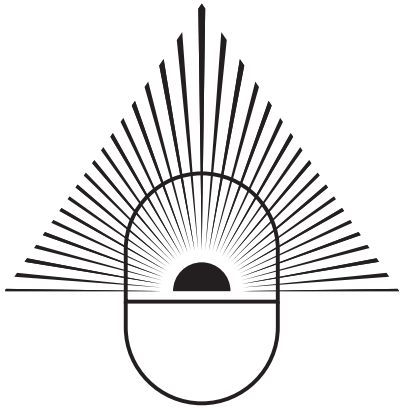
identification card • menu • cocktail napkins • employee name tags • alcohol packaging • invitations

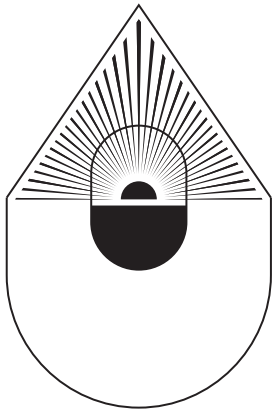
DIGITAL SKETCHES



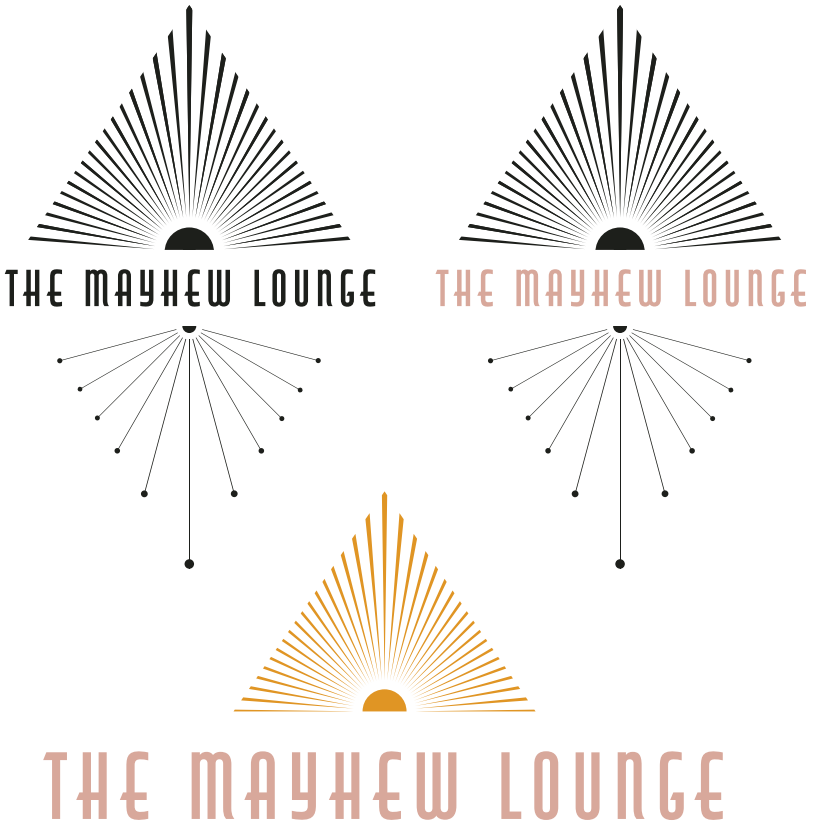








SOLIDIFIED BRANDING



FINAL ID CARD

FINAL MENU

THE MAYHEW LOUNGE
COCKTAILS
Prickly Pear Signature Cocktail .40
Martini Cocktail .30
Manhattan Cocktail .35
Bronx Cocktail .30
Bacardi Cocktail .35
Old Fashioned Whiskey Cocktail .40
Scotch Highball .45
Rye Highball .45
Gin Rickey .40
RED WINE
150 St. Julien 3.00
139 St Emilion 1924 2.25
196 Macon, Bichot 1922 2.50
216 Chauvenet Sparkling Burgandy 7.00
WHITE WINE
162 Barsac 1.75
178 Sauterne 2.50
180 Haut Sauterne 1920 3.00
238 Piesporter 2.50
240 Laubenheimer 2.50
CHAMPAGNE
104 Great Western 4.50
105 Grand Cuvee Sec 3.50
118 Krug's Private Cuvee 4.25
WHISKEY
334 Glenmore, Bonded 3.50
338 Cascade, Bonded 3.80
372 McCallum's Perfection 5.00
378 Johnny Walker, Red Label 5.25
371 Hudson Bay, Canadian 4.50

FINAL COCKTAIL NAPKIN

FINAL EMPLOYEE BADGE

HUGH JENKINS

FINAL ALCOHOL PACKAGING

MAYHEW'S

TONIC

THIS IS AN INVALUABLE
STIMULATING LINIMENT FOR
RHEUMATISM & NEURALGIA

Sore Throat, Headache, Toothache, Corns, Colic, Cramps, Soreness, Stiff Joints, contracted Muscles, Sprains, Bruises, Insect Stings.

Chronic Pains in any part of the Body

Directions: Apply freely to the affected parts, rubbing well in with the hand. Internally take 10 to 30 drops in water.

MAYHEW MEDICINE CO.
SEDONA, ARIZONA

INVITATION - PROCESS

Feedback:
-make this more interactive
-try something new with this

INVITATION - FINAL

CLIENT BRIEF

PART 2

Create a screen-based outcome to serve the needs of a specific persona, driven by an activity-centered approach to design.

BRAND EXPANSION

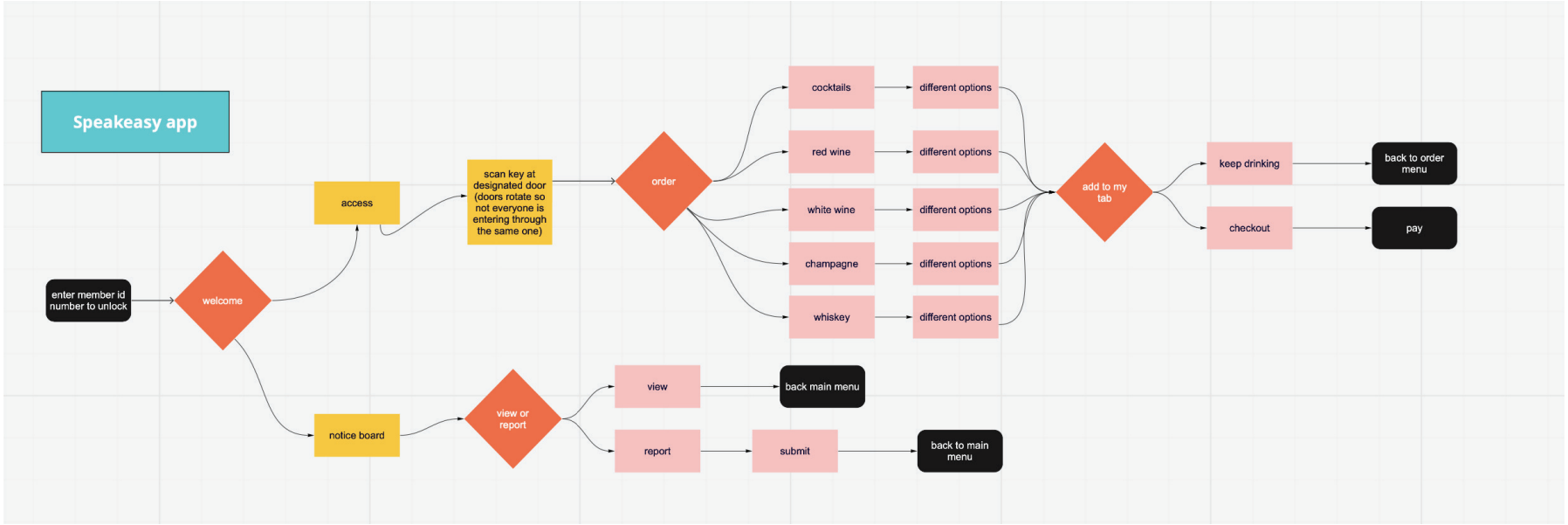
THE MAYHEW

MAYHEW

MEDICINE

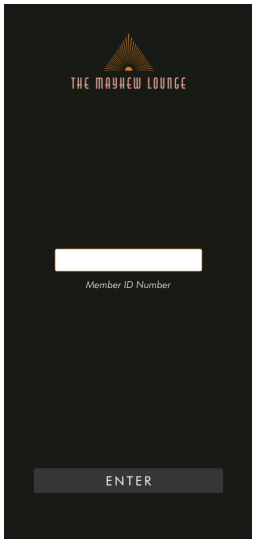
When it came to adding in and expanding my past brand I really had to dive further into the brand overall. Previously, I had created a speakeasy design located in the basement of a star-studded lodge in Sedona, Arizona. So I knew that the Lodge itself could also be a brand. The alcohol pacakging I had created was a front for the speakeasy so I knew I could also expand that brand. So really within this project I had the opportunity to expand 3 separate brands into one family. So, the Mayhew Lodge and Mayhew Medicine joined the Mayhew Lounge.

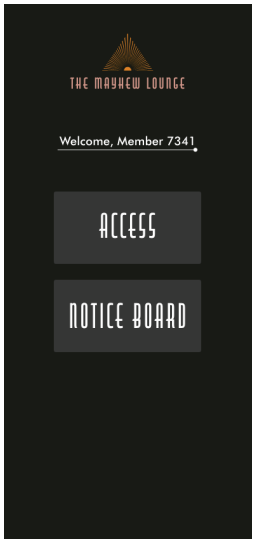
APP - PROCESS

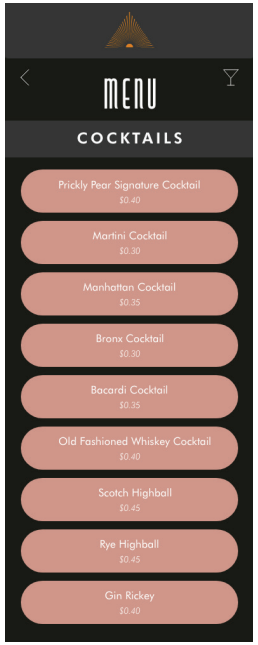


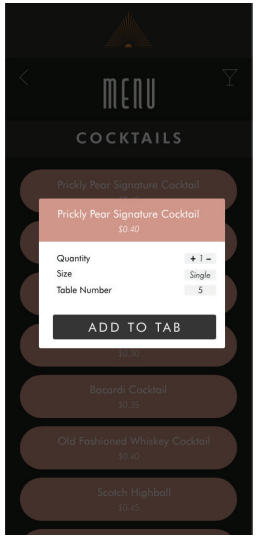
Sitemap of how I wanted the app to be laid out

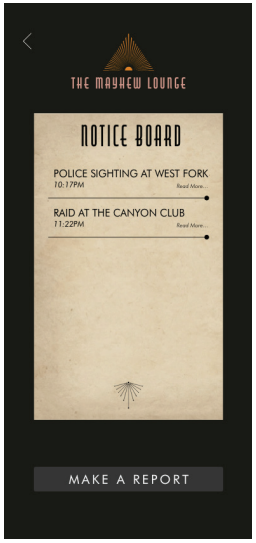
APP - PROCESS

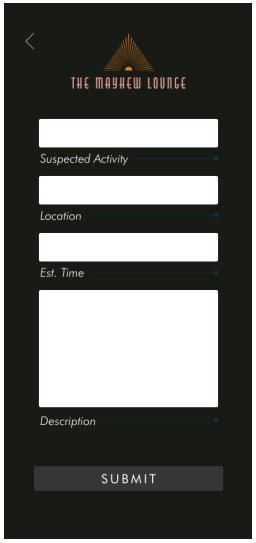








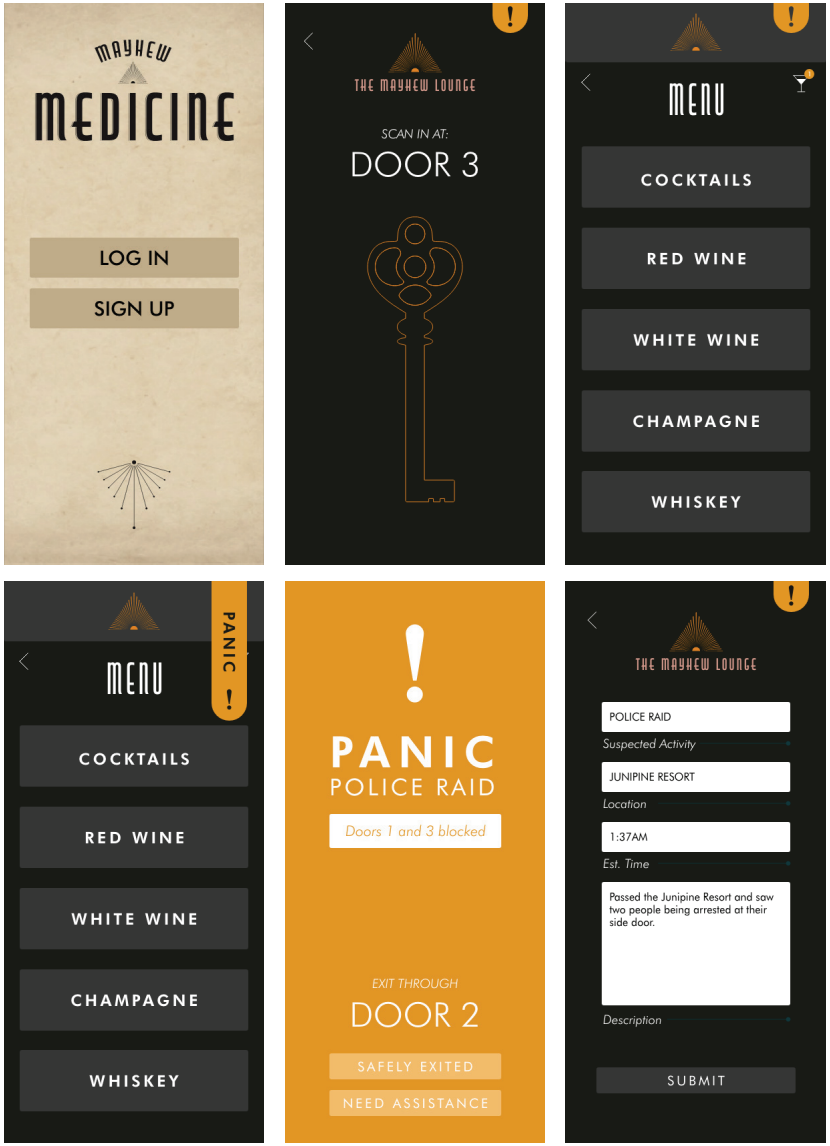




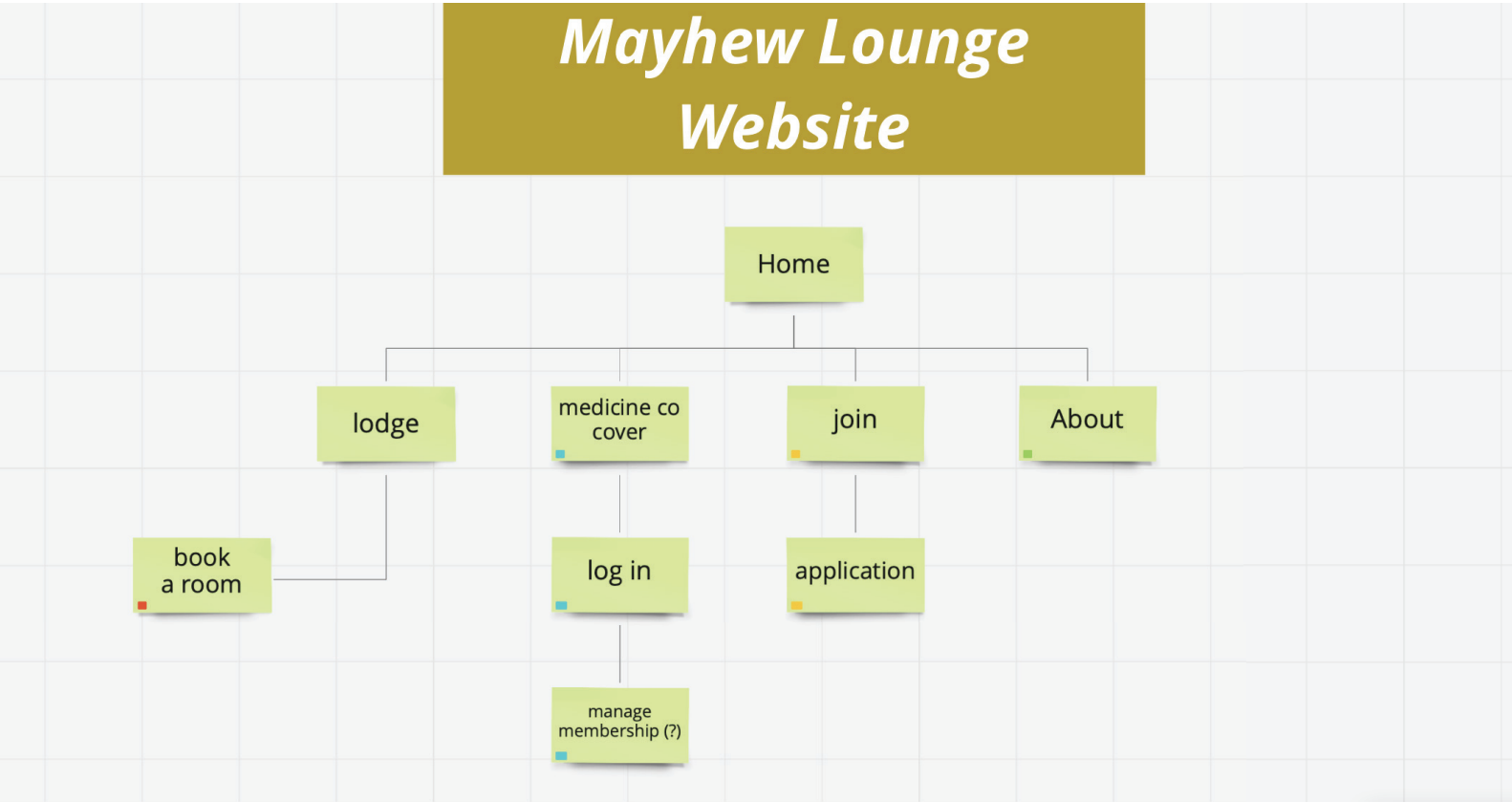
Feedback:
-expanding the function of the app
-include a "paywall" for a first screen
-it is currently hard to get around so work more on navigation

APP - FINAL

Here is a QR Code to the final app prototype! Here are also a few of the final screens which include the addition of a “paywall” screen and a panic button which adds some more function to the app. I also went through and added in more screens and back arrows to improve the overall navigation of the app

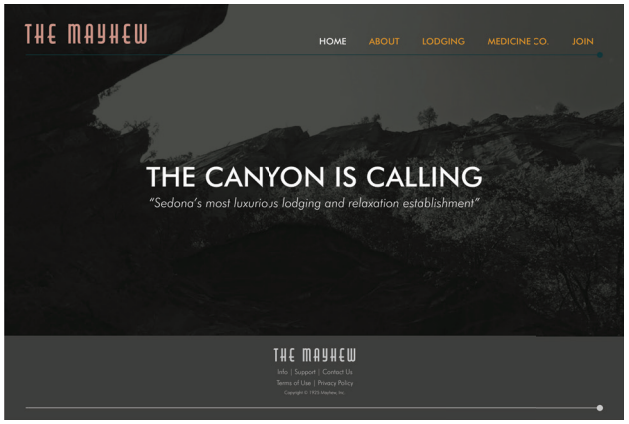


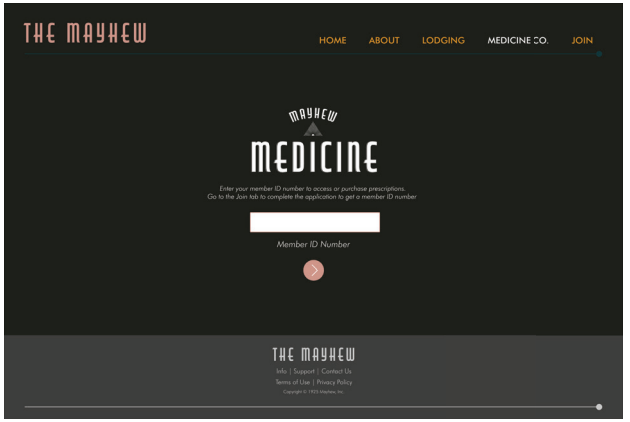
WEBSITE - PROCESS

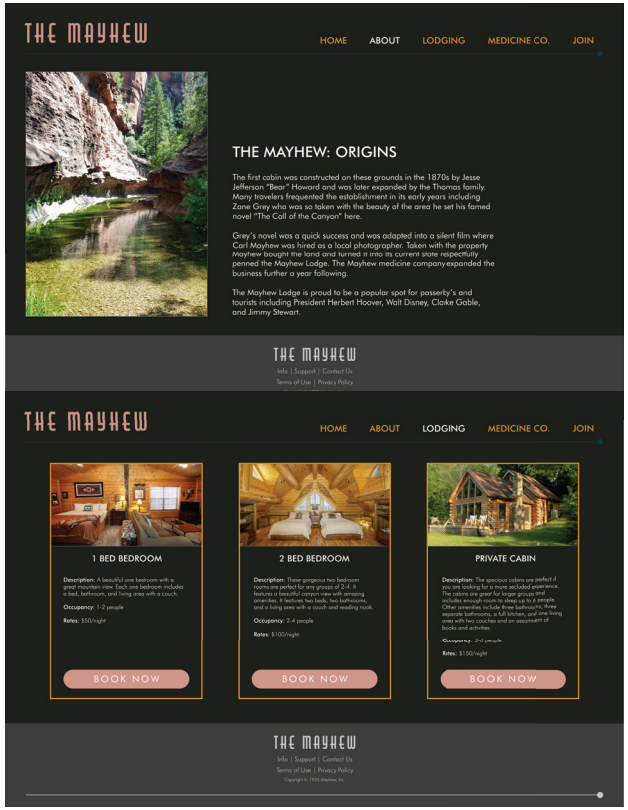


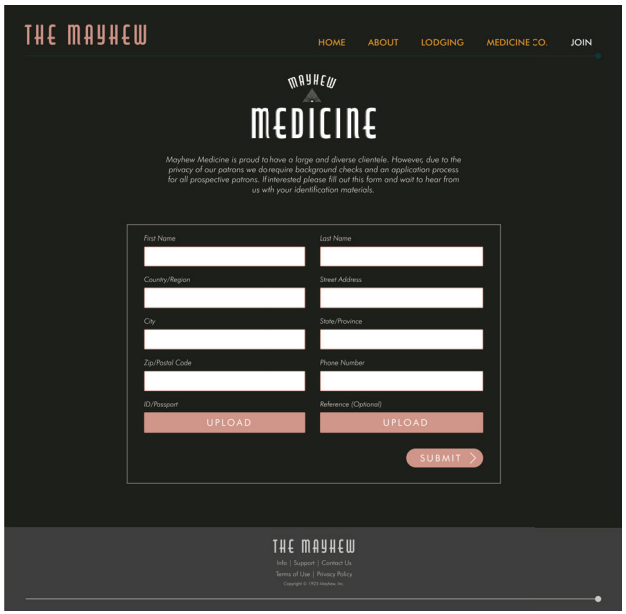
Sitemap of how I wanted the website to be laid out

WEBSITE - PROCESS





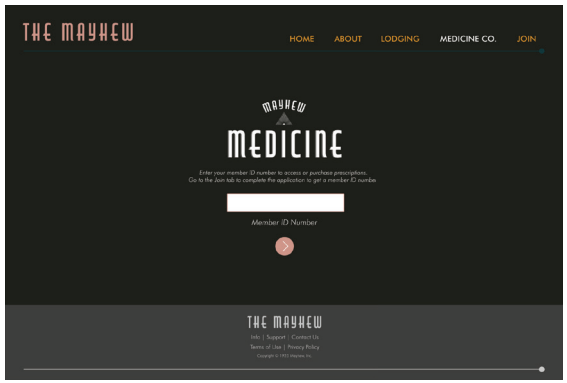


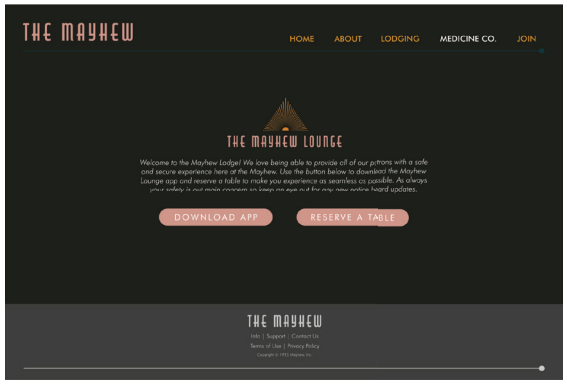


Feedback:

-make the main logo link back to home page
-change the layout of the form
-including another screen for members after they log in
-add a footer

WEBSITE - FINAL





Here is a QR Code to the final website prototype! Here are also a few of the final screens which include the changes I made to the form as well as an additional screen after the member login.

FINAL THOUGHTS

My favorite part about this project was being able to back a lot of my design decisions in research and being able to have such an in-depth persona that I could use for inspiration. I think this process also taught me a lot about dealing with clients since the second part to this project really make me think how best to add in a screen based opportunity.