

HOME PAGE

Home Page

HOME LINK

The user may click on the website's logo to navigate back to the homepage. Persistent navigation on the top of each webpage is used to reinforce this pattern.

CAROUSEL

The middle of the page has a carousel of Trending Drinks where the user may use the left and right arrows to browse the content. The small circles indicate the user's location, and the black circle shows where the user currently is.

FAVORITES

The favorites design pattern is first shown on the homepage in the carousel, Trending Drinks.

RECENT SEARCHES

The user's three most recent searches are displayed in a dropdown when the user clicks into the main search bar before typing begins. The user has the option to click a recent search and be taken directly to its results or delete previous searched keywords/phrases.

AUTOCOMPLETE

Suggestions pull from the website's data set when users start typing in the main search bar. A dropdown shows three keywords or phrases that the user can click on straight away.



Find your perfect cocktail

Search by name, liquor or ingredient

SEARCH COCKTAILS

WHAT YOU GET



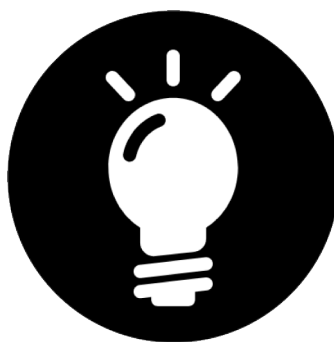
Saved Recipes

Our platform lets members save their favorite cocktail recipes and upload their own concoctions



Curated Cocktails

Our recipes are curated by industry professionals, exclusively for you



Drink Inspo

Not sure what to make? Our cocktail blog will inspire a drink for any occasion

TRENDING DRINKS



MOSCOW MULE



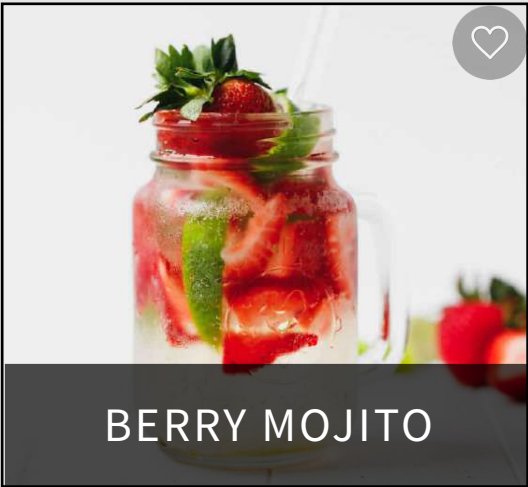
BLOODY MARY



LYCHEE MARTINI



MARGARITA



BERRY MOJITO

LATEST ARTICLES



FEBRUARY 13, 2019

The Best Valentines Day Cocktails

Skip the crowds this Valentine's Day and show your S/O how much you love them with these holiday-inspired cocktails.

Read More



FEBRUARY 13, 2019

10 Easy Cocktails To Try Out

We've collected 10 easy cocktail recipes that'll take 15 minutes to learn and a lifetime to have fun with.

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FEBRUARY 13, 2019

Bartending 101: Tips & Tricks

Five of the best bartenders in San Diego shared their best-kept secrets with us. Here's the scoop.

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HOME PAGE

RECENT SEARCHES

COCKTAILS NOW

Search

COCKTAIL RECIPES

COCKTAIL BLOG

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ABOUT

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SIGN IN

GET STARTED

Find your perfect cocktail

SEARCH COCKTAILS

RECENT SEARCHES

ESPRESSO MARTINI

IRISH COFFEE

COFFEE

AUTOCOMPLETE

COCKTAILS NOW

Search

COCKTAIL RECIPES

COCKTAIL BLOG

HOW-TO GUIDES

ABOUT

CONTACT

SIGN IN

GET STARTED

Find your perfect cocktail

MAR

MARTINI

MARGARITA

MARY'S OLD FASHIONED

SEARCH COCKTAILS

SEARCH RESULTS

Search Results

SEARCH FILTERS + LIVE FILTER

The user can progressively remove recipes by applying one or more filters during a search. Immediate feedback is given with the Live Filter design pattern.

LAZY REGISTRATION + OVERLAY

Registration is not an obligation, but if a user wants to save cocktail recipes for later consumption in their Favorites, an overlay will prompt the user to sign up with an email address.

LIGHTBOX EFFECT

The Lightbox Effect centers attention on the Registration overlay. A user may click anywhere outside of the overlay to exit.

FAVORITES

After registering, a user may curate a personalized list of recipes by clicking on a recipe's heart icon. Favorites are stored in the User Profile's module tab, Favorites.

CONTINUOUS SCROLLING

As the user scrolls through recipes from the search results, more recipes automatically load until the user reaches the bottom of the page or the data has concluded. This prevents page reload and keeps user flow consistent.

TAGGING

User input and search filters from the Refine section are converted into tags, making it easier for users to find the content they are searching.

BREADCRUMBS

Keywords from the user's search are displayed in the breadcrumb. The user understands their location and how to navigation to a previous page.

Find your perfect cocktail

Search by name, liquor or ingredient

SEARCH COCKTAILS

home / cocktails / martini

REFINE

Base Liquor



1 selected
Vodka

CLEAR

Vodka (48)

Gin (26)

Rum (7)

Served



Strength



Ingredients



Difficulty



Time



SEARCHING COCKTAILS WITH MARTINI

Showing 48 results

VODKA X

MARTINI X

Sort By - Popularity

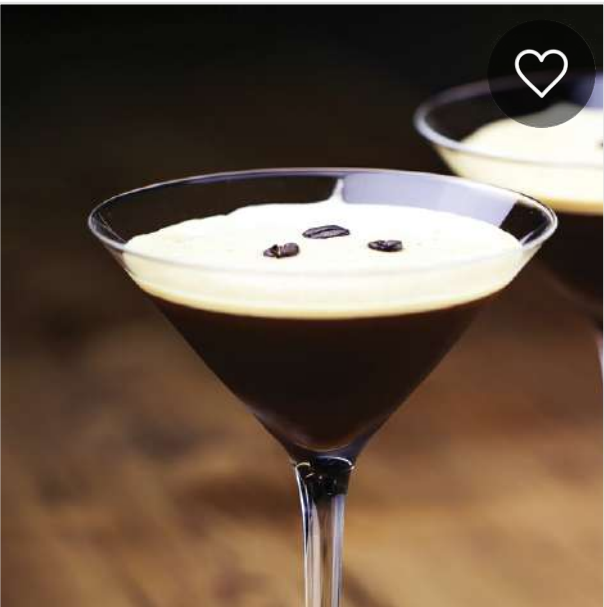


Dry Martini

Read More

MARTINI

VODKA



Espresso Martini

Read More

MARTINI

VODKA



Dirty Martini

Read More

MARTINI

VODKA



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Find your perfect cocktail

Search by name, liquor or ingredient

SEARCH COCKTAILS

home / cocktails / martini

REFINE

Base Liquor

1 selected

Vodka

CLEAR

Vodka (48)

Gin (26)

Rum (7)

Served

Strength

Ingredients

Difficulty

Time

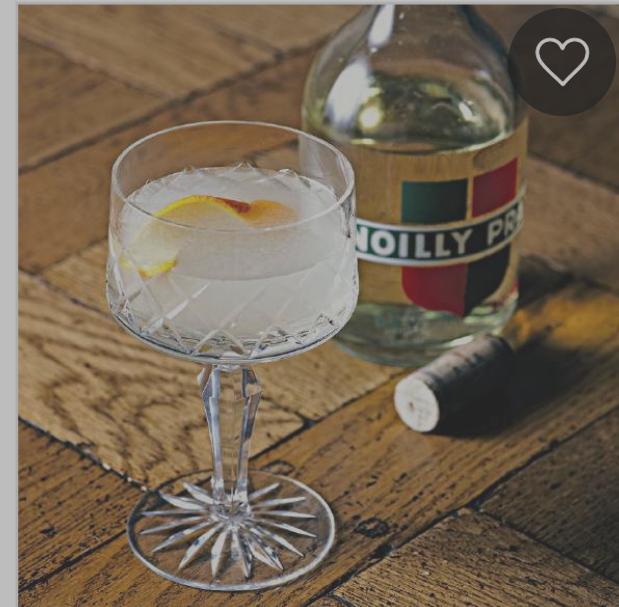
SEARCHING COCKTAILS WITH MARTINI

Showing 48 results

VODKA X

MARTINI X

Sort By - Popularity

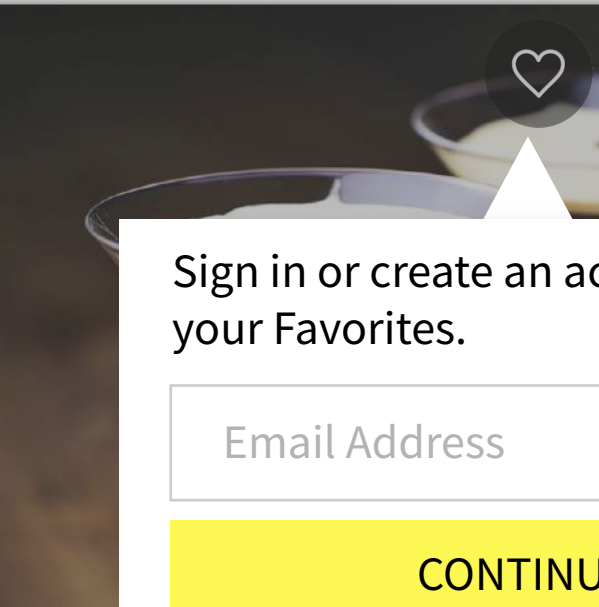


Dry Martini

Read More

MARTINI

VODKA

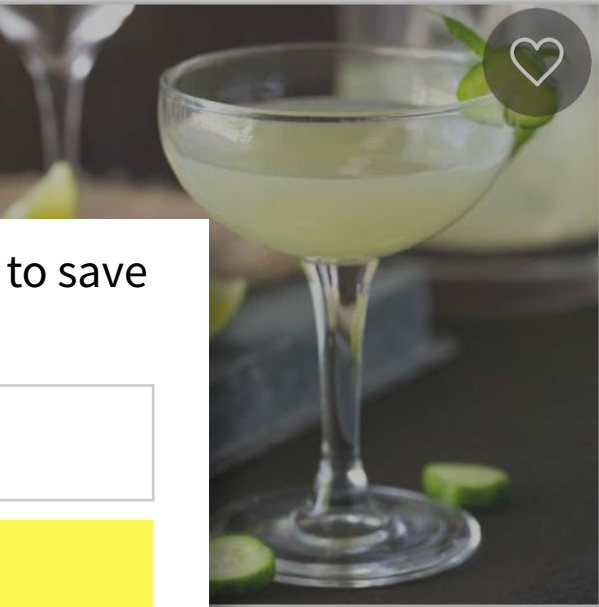


Espresso Martini

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MARTINI

VODKA



Martini

Read More

MARTINI

VODKA



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DETAIL PAGE

Detail Page

FAVORITES

After registering, a user may curate a personalized list of cocktail recipes by clicking on a recipe's heart icon. Favorites are stored in the User Profile's module tab, Favorites.

TAGGING

Ingredients, category, type of drink and other search filters convert into tags. A user may click on a tag such as Martini to be shown other martini recipes on the website.

BREADCRUMBS

The user understands where they currently are and what particular recipe they are viewing with Breadcrumbs, and can easily navigate back to the search results page.

OVERLAY

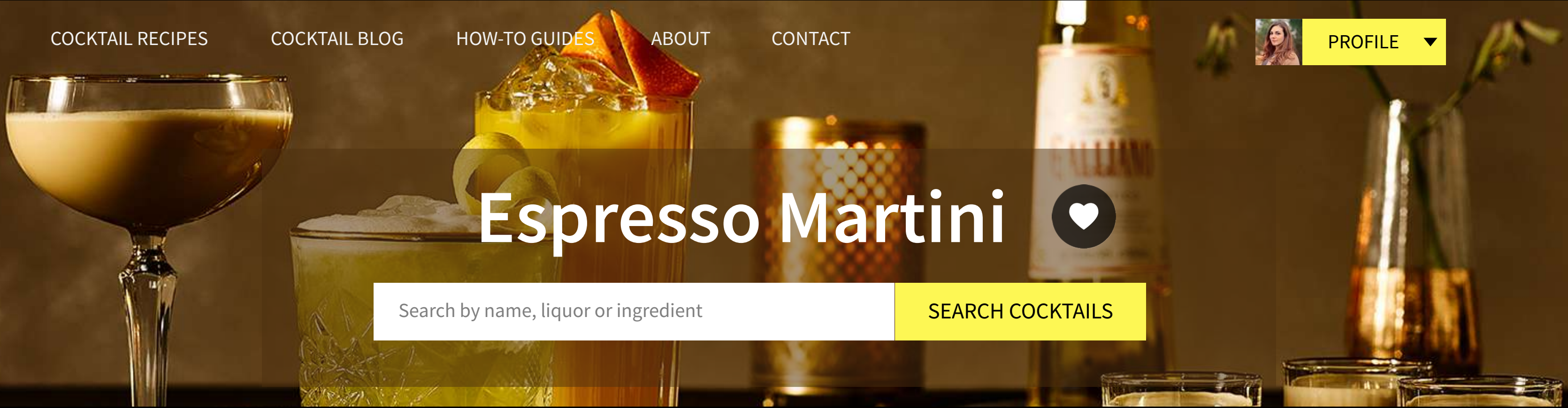
Hovering over the question icon in the Ingredients section displays an overlay that explains the Shopping List feature.

LIGHTBOX EFFECT

The Lightbox Effect centers attention on the overlay, and a user may click anywhere outside of the overlay to exit.

CAROUSEL

The bottom of the page has a carousel of Similar Cocktails to encourage user interaction and give helpful suggestions based on recipe tags. The user may use the left and right arrows to browse the content, and the small circles below indicate where the user is with the content.



home / cocktails / martini / espresso martini

INGREDIENTS ?

- ✓

−

2 oz

Vodka
- ✓

−

1/2 oz

Simple Syrup
- ✓

−

1/2 oz

Coffee Liqueur
- ✓

−

1 oz

Brewed Espresso
- ✓

−

Garnish

Coffee Beans
- ✓

−

Glass

Cocktail or Coupe

[Print Shopping List](#)

DETAILS

Ready In	15 minutes
Servings	1
Base Liquor	Vodka
Served	Neat/Up
Preparation	Shaken
Strength	Medium

MARTINI

VODKA

COFFEE

DIRECTIONS

- 1

Pour the vodka, coffee liqueur and espresso into a cocktail shaker. Fill the martini glass with ice to chill and then fill the cocktail shaker with ice as well.
- 2

Put the other half of the shaker on top and give it a good tap to lock it in. You want the ice to smash up while chilling the liquid down; its what creates the frothy top.
- 3

Once shaken, tap the side of the shaker to break the vacuum seal. Empty the ice out of the Martini glass, then place the strainer on top of the shaker and pour the contents through a sieve directly into the glass. Using the strainer and the sieve helps create a rich, smooth, froth.
- 4

Garnish with 3 coffee beans and attempt to contain your delight.



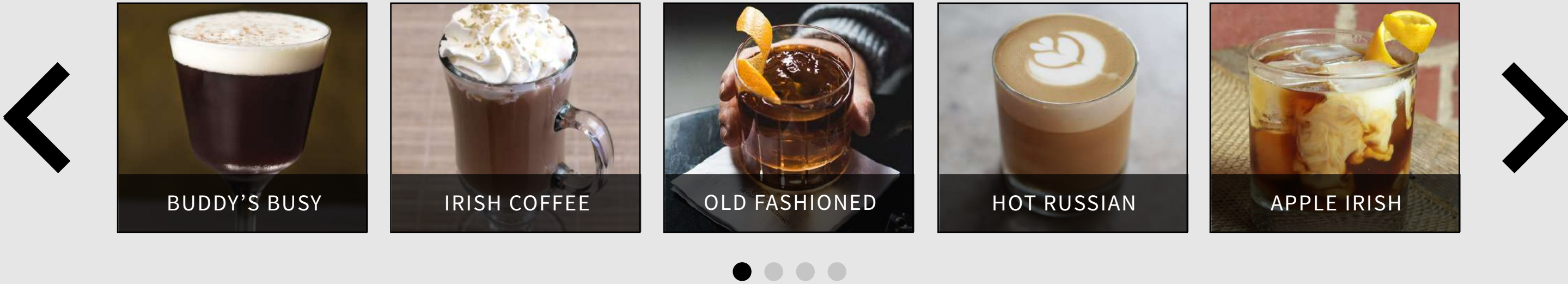
New York Soho House’s Mark West shows us how to make your espresso martini pop

SHARE



Think you can do better?
Upload your recipe [here!](#)

SIMILAR COCKTAILS



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Espresso Martini



Search by name, liquor or ingredient

SEARCH COCKTAILS

home / cocktails / martini / espresso martini

INGREDIENTS ?

- ☒ ☐ 2 oz Vodka
- ☒ ☐ 1/2 oz Coffee Liqueur
- ☒ ☐ 1/2 oz Espresso
- ☒ ☐ 1 oz Simple Syrup
- ☒ ☐ Garnish with 3 coffee beans
- ☒ ☐ Served in a Martini glass
- ☒ ☐ Glass - Cocktail or Coupe

Keep track of your ingredients:

- ☒ I have already!
- ☐ Oops, I don't have this one

Missing ingredients are automatically added to your Shopping List.

[Print Shopping List](#)

DETAILS

Ready In	15 minutes
Servings	1
Base Liquor	Vodka
Served	Neat/Up
Preparation	Shaken
Strength	Medium

DIRECTIONS

- 1 Pour the vodka, coffee liqueur and espresso into a cocktail shaker. Fill the martini glass with ice to chill and then fill the cocktail shaker with ice as well.
- 2 Put the other half of the shaker on top and give it a good tap to lock it in. You want the ice to smash up while chilling the liquid down; its what creates the frothy top.
- 3 Once shaken, tap the side of the shaker to break the vacuum seal. Empty the ice out of the Martini glass, then place the strainer on top of the shaker and pour the contents through a sieve directly into the glass. Using the strainer and the sieve helps create a rich, smooth, froth.
- 4 Garnish with 3 coffee beans and attempt to contain your delight.



New York Soho House's Mark West shows us how to make your espresso martini pop

SHARE



Think you can do better?
Upload your recipe [here!](#)

SIMILAR COCKTAILS



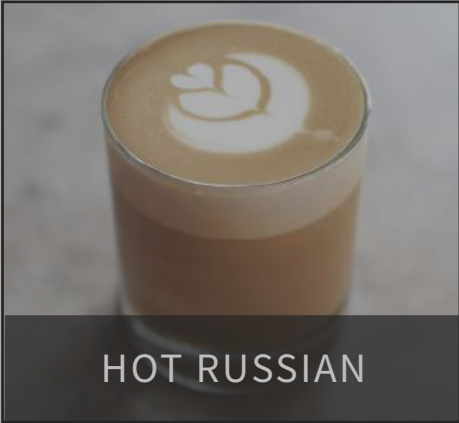
BUDDY'S BUSY



IRISH COFFEE



OLD FASHIONED



HOT RUSSIAN



APPLE IRISH



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USER PROFILE

User Profile

MODULE TABS

The main User Profile section separates into three module tabs: Favorites, My Recipes, and Recently Viewed. The Favorites tab has a black background to indicate it is active.

TOOLTIP

When a user hovers over the heart of a cocktail recipe that has been favorited, a tooltip pops up. Clicking on the heart will remove the cocktail recipe from the user's Favorites.

FAVORITES

After registering, a user may curate a personalized list of cocktail recipes by clicking on a recipe's heart icon. Favorites are stored in the User Profile's module tab, Favorites.

BREADCRUMBS

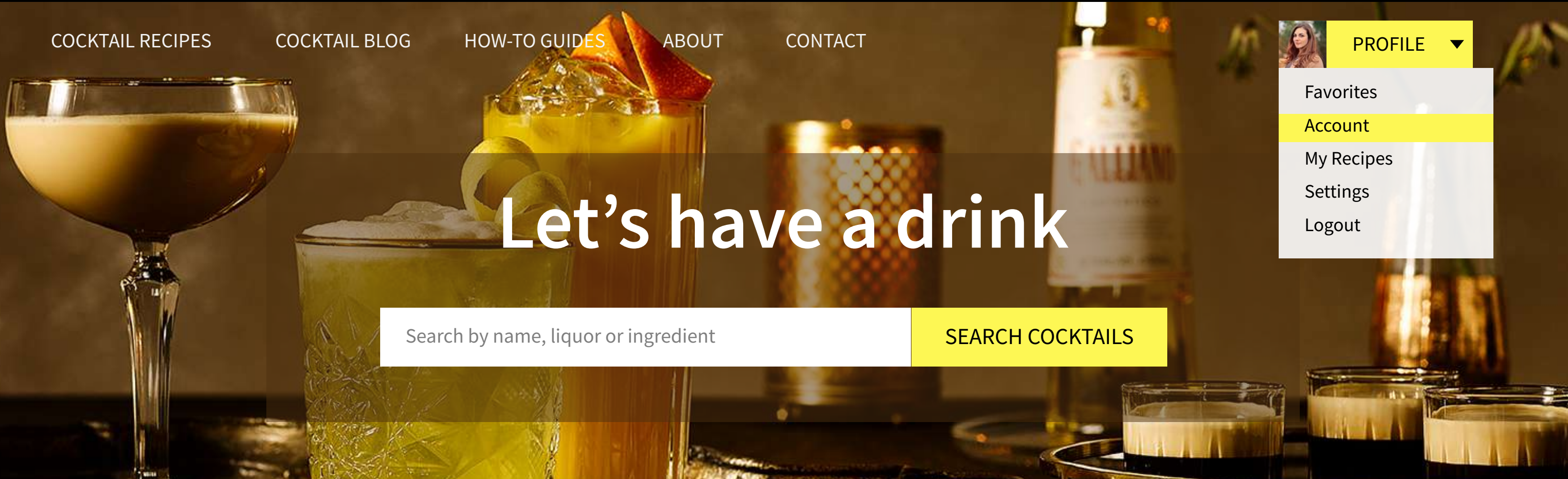
Reveals the user's hierarchical location concerning the user's profile and account information.

VERTICAL DROPDOWN MENU

Once a user has logged into their account, a new Profile section of the navigation menu is persistently displayed in the top right corner, replacing "Sign In" and "Get Started." An affordance indicator suggests it is a vertical dropdown menu and relevant user profile links display over hover.

CONTINUOUS SCROLLING

The user's Favorites, My Recipes, and Recently Viewed are module tabs stored in the User Profile section. The content within the tabs utilize continuous scrolling and automatically loads until the user reaches the bottom of the page or the data has concluded. Search and sort are present in each tab.



Let's have a drink

Search by name, liquor or ingredient

SEARCH COCKTAILS

home / profile / account



Julia McGraw

San Diego, CA

Recipes

33 Favorites

2 Uploaded Recipes

[Create New Recipe](#)

Account

[Profile](#)

[Settings](#)

[Preferences](#)

[Help](#)

[Sign Out](#)

Favorites

My Recipes

Recently Viewed

33 Favorites

Sort By - Date Added

Search favorites



Dry Martini

Read More

VODKA

ON THE ROCKS



Bloody Mary

Read More

VODKA

ON THE ROCKS

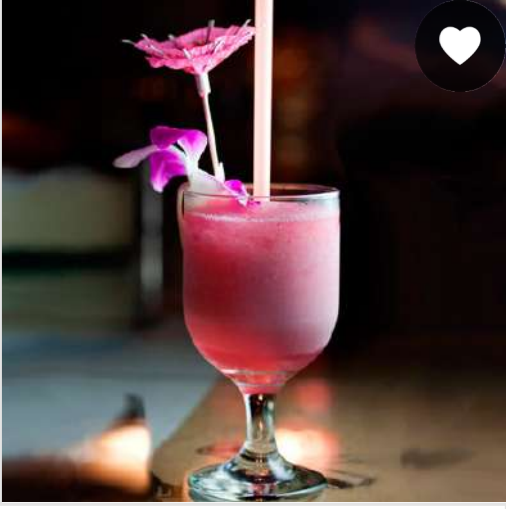


Old Fashioned

Read More

VODKA

ON THE ROCKS



Strawberry Daiquiri

Read More

RUM

BLENDED

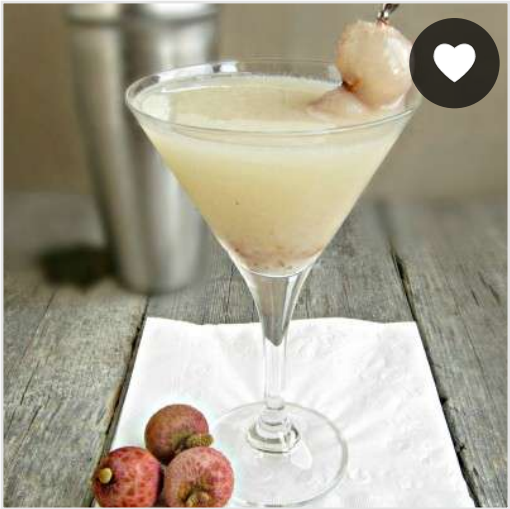


Cucumber Gimlet

Read More

VODKA

ON THE ROCKS

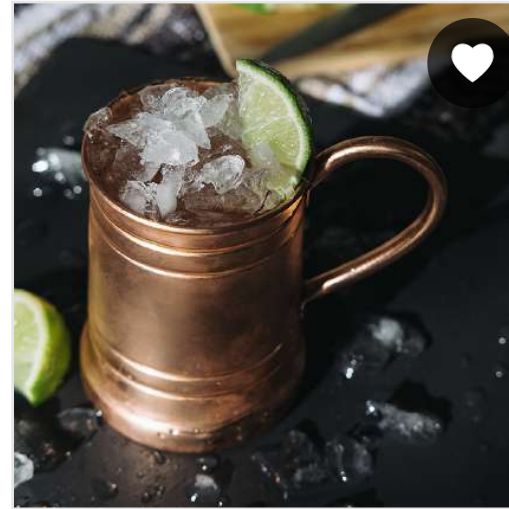


Lychee Martini

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VODKA

ON THE ROCKS



Moscow Mule

Read More

VODKA

ON THE ROCKS



Watermelon Margarita

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TEQUILA

BLENDED



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RECIPE UPLOAD

Recipe Upload

INPUT FEEDBACK

The user is given feedback after entering data on the form. A black check mark appears next to form sections to indicate that the user has successfully entered information into that field.

STRUCTURED FORMAT

The form guides the user on acceptable field inputs with the Structured Format design pattern. How the drink will be served, its strength, the number of servings and Base Liquor have limited input options.

VERTICAL DROPDOWN MENU

Once a user has logged into their account, a new Profile section of the navigation menu is persistently displayed in the top right corner, replacing “Sign In” and “Get Started.” An affordance indicator suggests it is a vertical dropdown menu and relevant user profile links display over hover.

BREADCRUMB

The user may click the Profile link to navigate back to the user’s profile.

Let’s have a drink

Search by name, liquor or ingredient

SEARCH COCKTAILS

home / profile / upload new recipe



Julia McGraw
San Diego, CA

Recipes

- 33 Favorites
- 2 Uploaded Recipes
- [Create New Recipe](#)

Account

- [Profile](#)
- [Settings](#)
- [Preferences](#)
- [Help](#)
- [Sign Out](#)

UPLOAD YOUR RECIPE

Recipe Title Moscow Mule ✓	 Add Image
Base Liquor - Select - ⬆⬆	Number of Servings 1 2 3 4+ ✓
Ingredients 2 oz Absolute Vodka ✓ 3 oz Fevertree Ginger Beer ✓ Add New Ingredient +	Served Crushed Ice Neat / Up Hot Blended On The Rocks ✓
Directions Describe the first step Add New Step +	Strength    ✓

Upload Recipe

Cancel

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