

KAI Vodka: Web Redesign

Background Information

First launched in 2007, KAI Vodka is one of the few types of vodka distilled from rice. Specifically, KAI Vodka is made from Yellow Blossom Rice cultivated only in the Red River Delta of northern Vietnam. Founder, Marcus Bender, describes it as "a paradox in a bottle," as KAI does not fit conventional vodka wisdom. The KAI Collection is currently distributed in nearly 40 states and 5 countries.

Primary Objective

The primary objective of this project is to redesign KAI Vodka's website to promote the brand while providing information about the company and its products.

Target Audience

- Age: 21+
- Gender: Male and Female
- Income: Average–High Income
- Spending Habits: Moderate–High
- Special Interests: Vodka Enthusiasts
- Geographic Location: United States & Asia

Competition

- **Absolut Vodka** <http://www.absolut.com/us>
Pros: Visually appealing, clean, lots of information.
Cons: A lot of information to go through.



- **Grey Goose**

<http://www.greygoose.com/en/us>

Pros: Simple & clean design with lots of imagery.

Cons: Navigation is a bit confusing and image quality is poor.

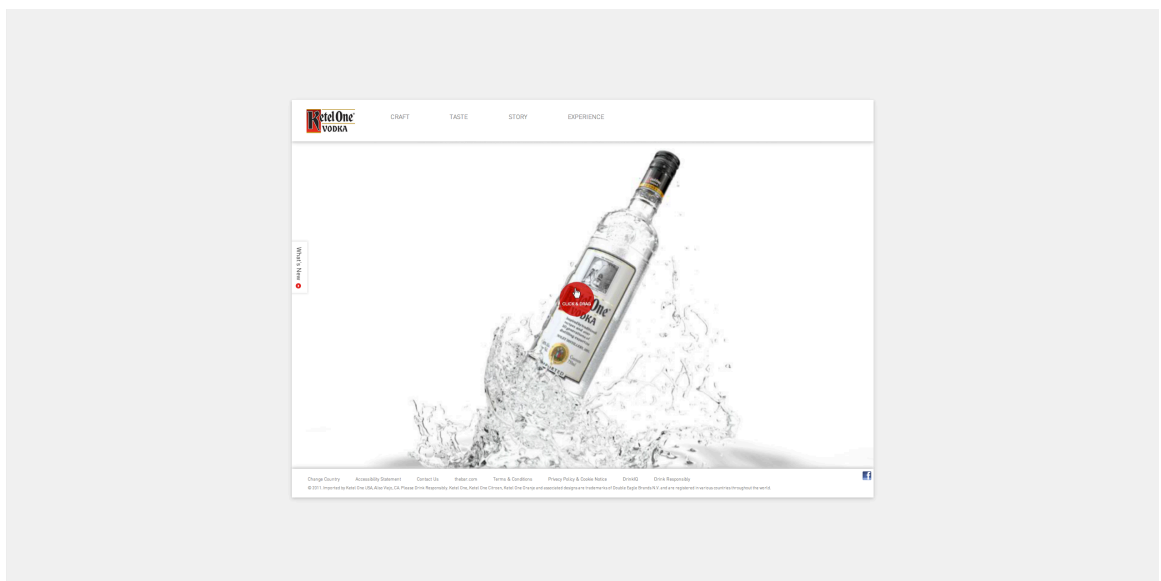


- **Ketel One**

<http://www.ketelone.com/agegate>

Pros: Easy Navigation, clean design, interactive UI.

Cons: Loading time is a bit laggy.



Assets Needed

- Photographs / Imagery of KAI Vodka Products
- Descriptions of KAI Vodka Products
- History & Background Info on Company & Products
- List of Retailers

Existing Look and Feel

Currently KAI Vodka's website is basic and flash heavy. It's a tad bit dated and could use a design overhaul. Also, navigating from one product to another is a bit laggy due to flash.

