

Beer Hopper Proposal

By Group 3



Team Members

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Project Overview

Summary

Welcome to the world of Bar Hopping! err... Beer Hopping. We want to build an application that shares the world of microbrews to the public.

The goal of this website is to create a social network that allows people to share favorite beers, breweries and homebrew recipes with their peers.

Real-World Scenario

The world of micro-brewing is at a critical state. Many small businesses are appearing throughout the nation at an exponential pace. The existing ones are growing and new ones appear almost weekly. Brewery-goers can no longer keep track of them. Each one has a website with their own outdated information. It is a hassle to maintain. Facebook has made life easier, but is not tailored to their market.

Beer Hopper aims to fix the chaos. Breweries should want to update their information just as much as people want to see it. There should be quick, easy access to the available brews on any given day, and the lists should be easy to maintain. The platform should be social, like Facebook, so that people can share their findings, plan nights out, and enhance their knowledge on the micro-brew experience. Beer Hopper is what the industry needs to expand beyond the brick and mortar. It will be used to bring new groups of friends together who all share a common trait - the love of good beer.

Practical Use

The use of the website should be simple; login to the page, and the user will navigate to what they wish to do.

View Breweries:

Users can search for a brewery and learn more about the company. They can find the address, learn the story, get the hours, and even see what is currently on tap.

Follow Other Users:

Users can search for their friends and see which breweries they like to go to, which beers they like, and more! They can even "poke" them to let them know they were looking at them.

Web Server Usage Breakdown

All the information stored will be on a database. Everything from the Brewery information, the beer lists, the events, the brewery page owners, the regular users, and the posts will all need to be accessed. The website will only consist of a few pages, but the information generated will make it seem like much more.

Page Analytics

We want to know how our users are interacting with our page. This way, we can enhance the experience to more practical uses. We will monitor the behavior flow, the events triggered, the amount of times a user logs in, and more. We can see who are most active users are, what our major demographic is, and what people actually do with our site.

The implementation is straightforward - we will be using Google Analytics to create shared dashboards of useful information. On the code end, we just need to add a simple script with actions and categories. Google Analytics monitors all of these events and maintains them for free.

Providing efficient statistics is beneficial for any product. Incorporated Analytics are how we can improve the experience without needing to ask for feedback more than once.

Page Breakdown

Sign in Page

The user should be able to sign in or create an account easily. When signing up, we should just require their birthday (for over 21 purposes), email (login id), and their name (first and last for local identity).

Profile Page

This profile page is unique for each individual; yet the style remains the same. The profile page is what the user first sees. The page contains their 'feed' which is a list of all updates from their followers (both breweries and people alike)

Page Elements

Favorites:

This side-panel displays the breweries the user has chosen to follow. By clicking on an icon, the user is brought to the brewery's main page.

The Brewery's home page contains all modifications to their tap list (what they currently have on tap), their community events, their changes to their profile, and any recipes they wish to share with the public.

In addition, the Brewery page may allow a rating system to be implemented. Users can vote for beers they like best and the average score of the beers (only with ratings to minimize skewed results) will become the brewery rating

Following:

The "Following" panel is a list comprised of all breweries and people the user is currently following. User's who are on that list, when they post something to Beer Hopper, will also have their posts appear on the current user's news feed.

Followed By:

The Followed By panel is a list of all those that are following me. This can include either breweries or people, depending on the user. Clicking a user will direct the current client to the relative user's page.

Calendar:

The calendar section will be a place for breweries to list any upcoming events they have. Whether it be a karaoke night, pint night, or even hosting a game, breweries will be able to list these events to bring in users following them. It will function as a normal working calendar with breweries able to add events to specific dates and both users and breweries able to browse through the calendar.

Brewery Page

The brewery page will be unique for each location (chains will have a page for each location). The page will contain information about the brewery such as location, hours, website, and social media links. Page will contain a feed but will only display posts by the brewery itself to cut down on spam

posts. The brewery page will also have a “favorited by” that will show a random selection of users have selected that brewery as their favorite.

Page Elements

Today's Tap List

Breweries will be able to update their daily tap list and post it in the “Today’s Tap List” section. This allows users to view their page and decide whether or not they want to visit the brewery that day. It will be up to the brewery to update their list daily, though a “last updated on” will appear to let users know the last time the list was updated.

Total Beer List

The “Total Beer List” will allow breweries to add all of the beers they have available at their breweries. Users will be able to view it on the breweries page to see all of the beers that the specific brewery has available.

Cover Photo

The “Cover Photo” will be available for breweries to add a photo to the top of their profile page.

Profile Photo

The profile photo will allow users (breweries or personal) to post a picture to represent themselves and be identified by as soon as a their page is accessed. The picture will also appear alongside any posts or comments the user submits. This profile photo will be changeable at any time.

Followed By

Up to three of the (currently random in significance) users that are following the current user.

Followers

Up to three of the (currently random in significance) users that the current user is following.

Highest rated

The top three beers that the user has rated from breweries.

Best Tastes

Best tastes will be a section for a breweries top rated beers.

Settings Page

The settings page will allow users to edit their password, email address and the list of their favorite breweries. It will also contain privacy settings that will allow a user to control what personal information is visible to other users of Beer Hopper. Finally the settings page will have an option for the user to delete their account.

Edit Profile

The edit profile page will allow users to view their profile and make changes to it. They can click on their profile photo and upload a new photo to use. They can edit their first and last name that are displayed. They can edit the age that is displayed on their profile by editing their date of birth. They can also edit their favorites and best tastes, giving them the option to remove the specific beers/breweries.

beer | Hopper



— Returning —

Email:

Password:

Log-In

— Or —

— Create —

First Name:

Last Name:

Email:

Password:

Verify:

Sign-Up



Update
Photo

Justin Goulet

42 Years Old

Favorites



Iron Fist



Indian Joes



Aztec



Lost Abbey

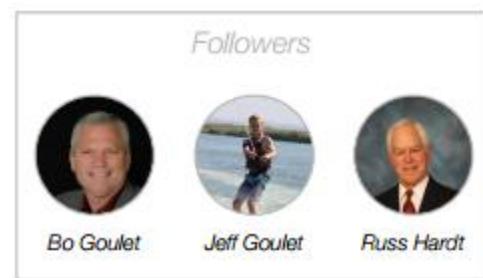
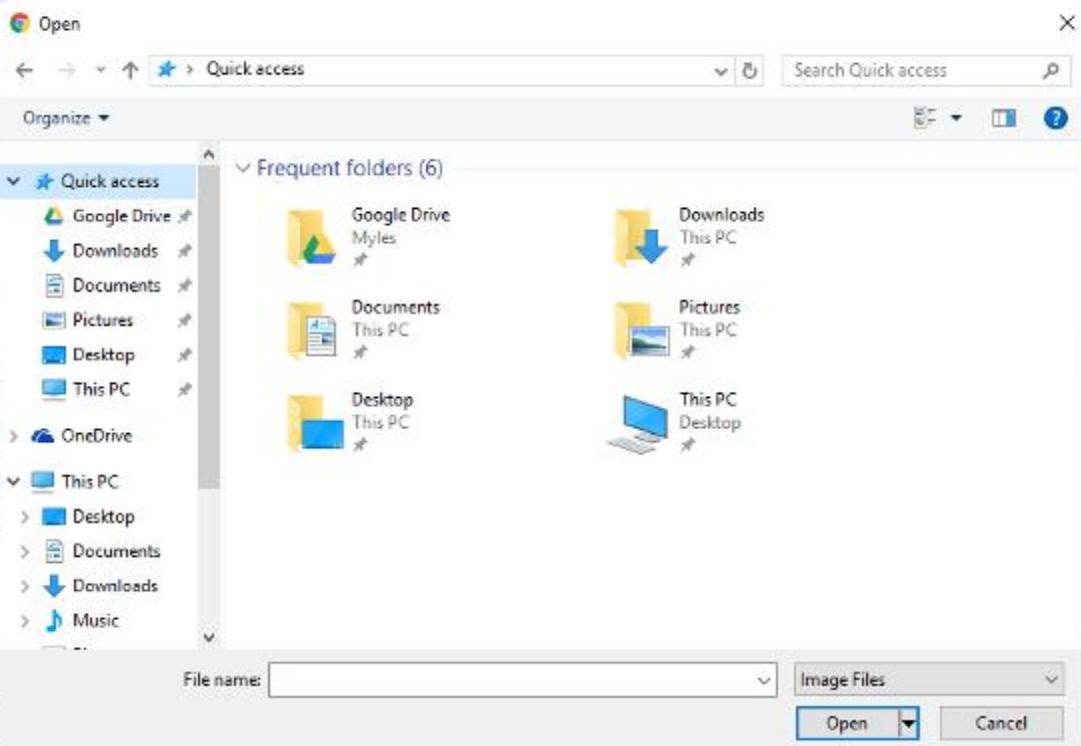


Belching
Beaver



Booze
Brothers

See More





Justin Goulet [Edit](#)



----- Update Name -----

First	Last
<input type="text"/>	<input type="text"/>
<input type="button" value="Cancel"/>	<input type="button" value="Submit"/>

Followers



Bo Goule



Jeff Goulet



Russ Hardt

Following



Ballast Point



Green Flash



Acoustic Ales

Best Tastes Edit



Red Ales



Peach Hefei



Hazelnut Porter

Calendar

September

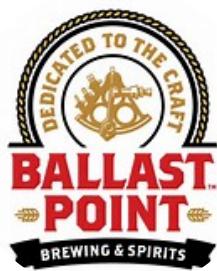
[See More](#)



Indian Joe
Brewing Co.

Vista, CA

Following



Ballast Point



Green Flash



Acoustic Ales



Iron Fist Brewing Co

Cool Profiles (suggested followers?):



Iron Fist Brewing Co

Ballast Point Little Italy Beer List

Pale Ales and the lighter variety:

- Ballast Point Pale Ale
- Wahoo White Beer
- Grunion Pale Ale

India Pale Ales:

- Sculpin IPA
- Big Eye IPA
- Fathom India Pale Lager

Porters:

- Victory at Sea
- Mocha Marlin Porter
- Black Marlin Porter

Stouts:

- Red Velvet Golden Oatmeal Stout
- Commodore American Stout
- Indra Kunindra Curry Export Stout

Ballast Point Little Italy Hours

Monday: 11am-11pm

Tuesday: 11am-11pm

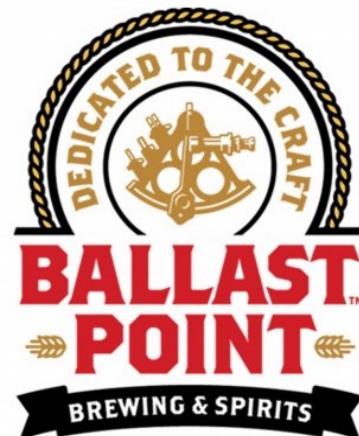
Wednesday: 11am-11pm

Thursday: 11am-11pm

Friday: 11am-11pm

Saturday: 11am-11pm

Sunday: 11am-11pm



Sign Up Your Brewery

brewery name

address

brewery email

state

password

zip code

re-enter password

phone number

General Settings

Manage Breweries

Privacy Settings

General Account Settings

Name:

Edit

Username:

Edit

Password:

Edit

Email:

Edit

My Breweries

Privacy Settings

Delete Account

