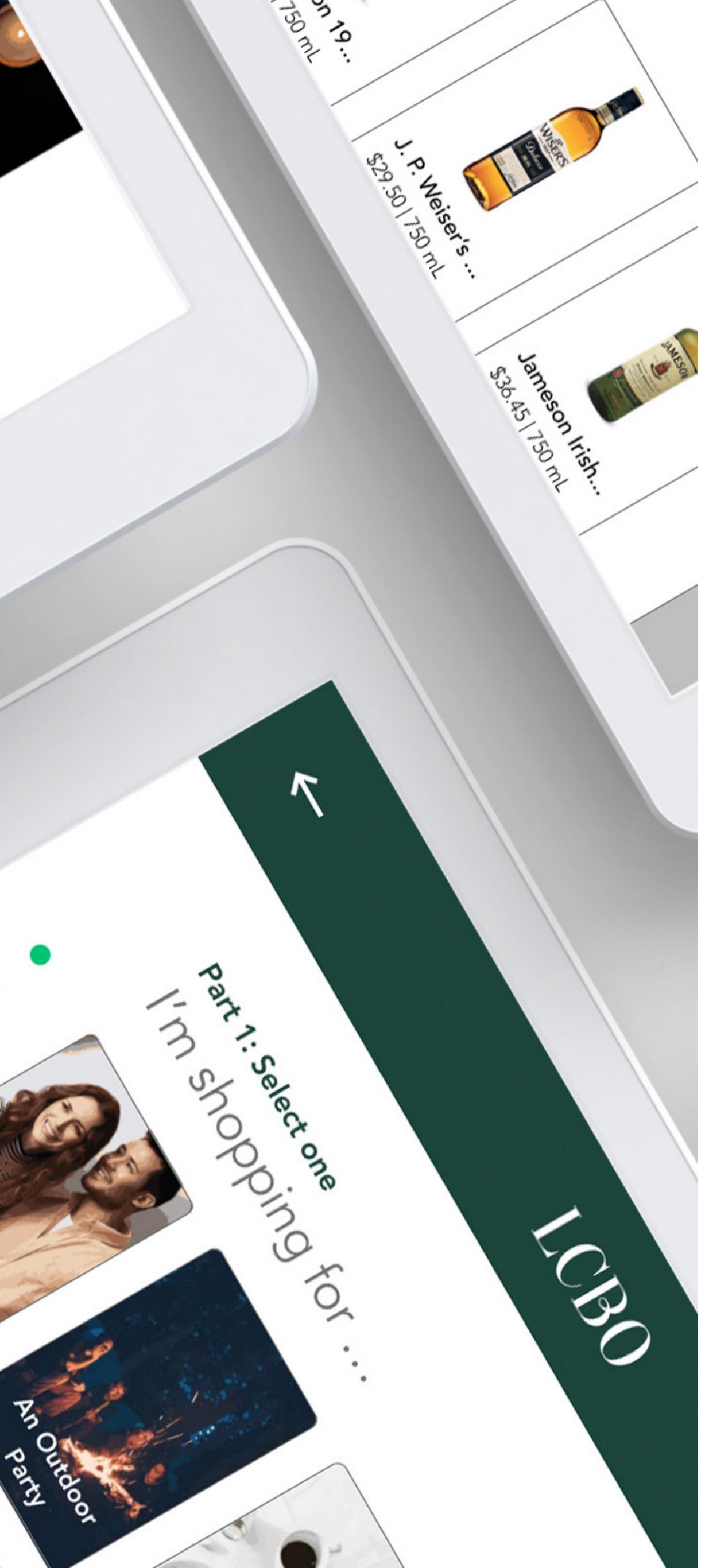


LCBO Beverage Recommender

An in-store kiosk application
designed to help customers
choose products

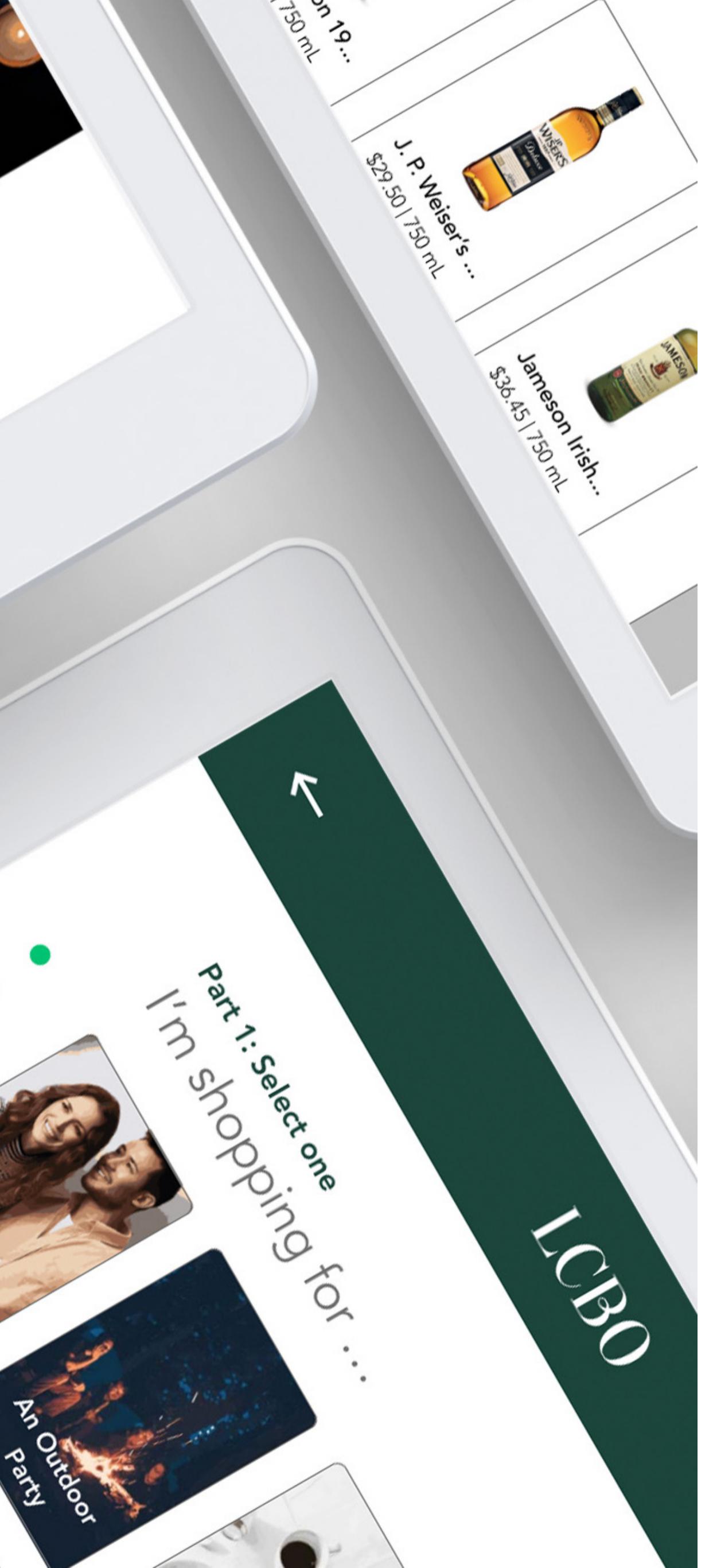


Introduction

The LCBO is the world's largest alcoholic beverage purchaser.

Role: Sole designer at LCBO's innovation lab

Timeline: Fall 2019





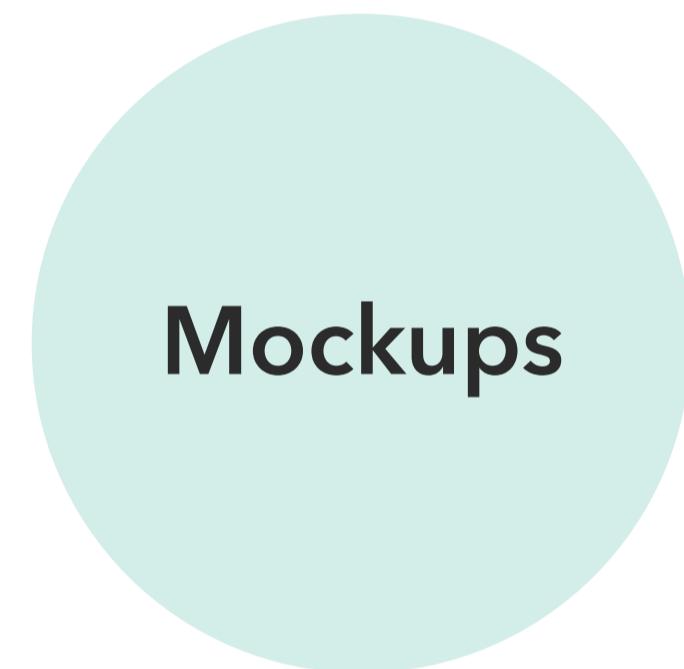
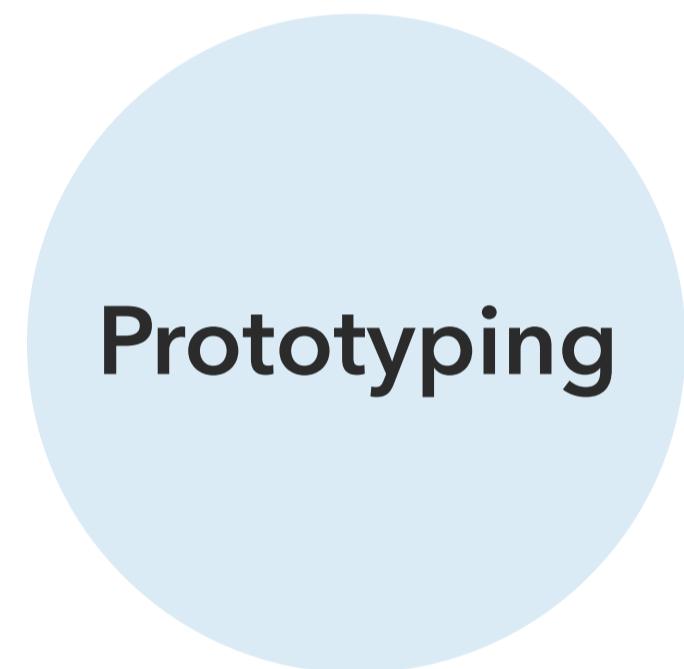
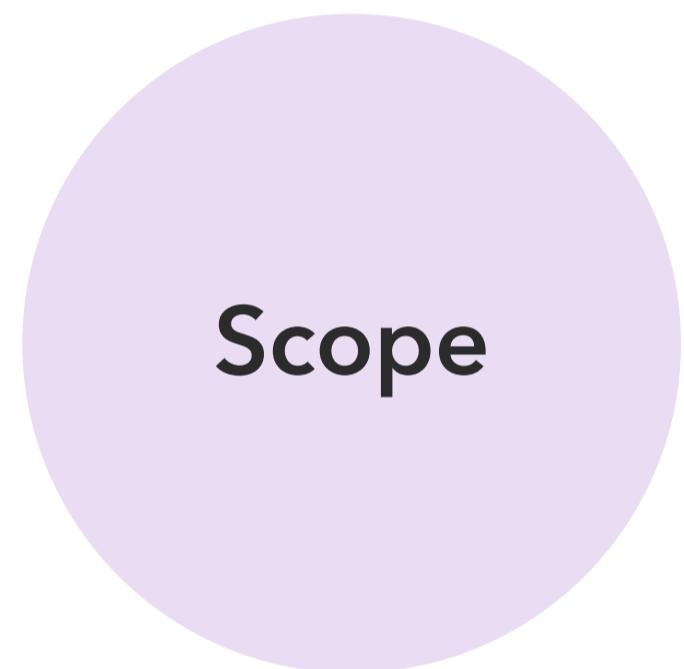
Problem:

How can we create an experience that helps customers navigate the thousands of products available at LCBO?

Solution:

Users can use our in-store kiosk app to get their top recommended products based on their unique tastes and needs.

The Design Process



Research

Prompt:

How do we solve the **purchase abandonment** problem? Customers are coming to the store with the intention to buy something but leaving empty handed.

How do we tell if this is a real problem?

To discover any problems LCBO customers face during their shopping experience, we conducted two types of research:

Qualitative

Our team visited LCBO stores and conducted in depth interviews with customers. Some questions we asked were:

Can you tell us about your **shopping process?**
How do you **choose your products?**

Quantitative

We also sent out mass surveys using social media platforms to quantify any issues. We wanted to find answers about:

How **confident** are customers in choosing products?
How do customers **feel about trying new products?**

Qualitative Results

I conducted around **15 customer interviews** and worked with our PM to develop three personas:

The Explorer

Regularly tries out new products

The Loyalist

Sticks to favourites

The Bargain Buyer

Looking for the best bang for their buck

Quantitative Results

After collecting more than **130 responses**, we discovered the following insights:

60% of customers don't know what product to buy

75% of customers are unsure if a new product is worth their money

Personas

Dianna Sims
The Bargain Buyer



Age	Education	Location	Income
19-29	Novice-Intermediate	Ontario	Low-Medium

Quote

“ When it comes to alcohol, only one thing influences my purchase: price! I really look for the maximum value I can get out of alcohol.

Brock Rhodes
The Explorer



Age	Education	Location	Income
19-29	Novice-Intermediate	Ontario	Low-Medium

Quote

“ I love to try new alcoholic beverages, but sometimes I don't know if I'm making the right choice, especially if the beverage is expensive.

We realized that Explorers and Bargain Buyers need the most help in choosing products, since Loyalists already know what they're picking up when they go to the LCBO.

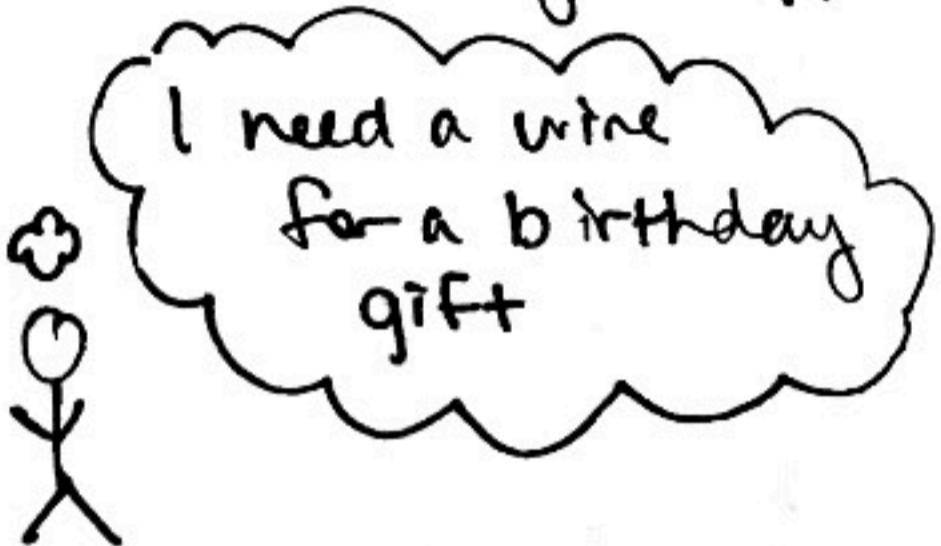
Scope

From our insights, we redefined the goal:

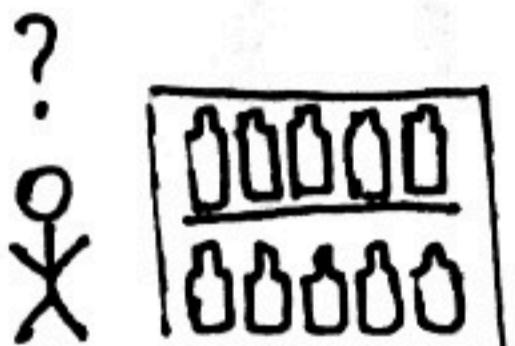
How might we empower customers who are looking to explore new products to confidently make the best choice at LCBO?

Customer Journey

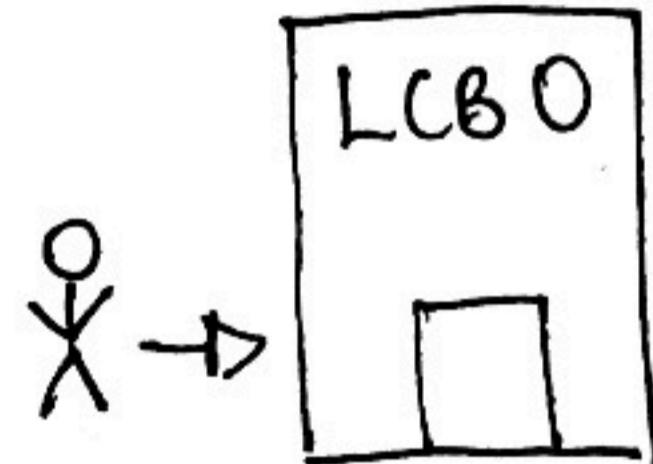
What's currently happening:



1. Motivation



3. Try to choose product
→ many options
scattered through store
→ time-consuming to find
relevant products
→ limited product knowledge



2. Go to store



4. Make a choice
& hope for the
best

Brainstorming

What to build? A product recommender? A way to filter? An in-store map?

What platform? Mobile? Website? In-store kiosk?

What does success look like?

Solution

A fast, easy to use in-store app that customers can use to get product recommendations.

Advantage: Our research showed that people tend to trust algorithms more than other people!

What are the required features?

Discovering why the user is at LCBO. What's the **context** for their visit?

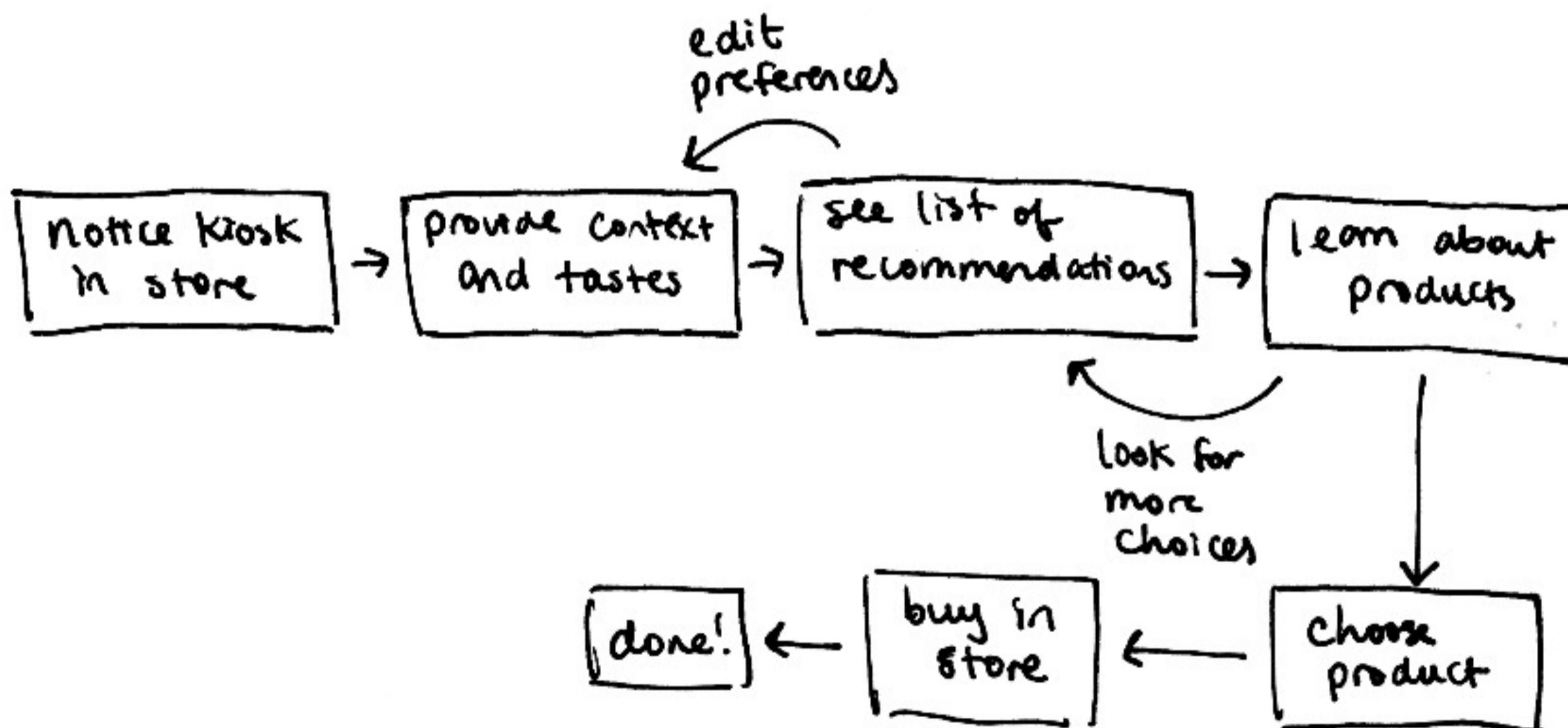
Discovering the user's **individual tastes**.

Displaying a **selection of products** that is best suited for the user.

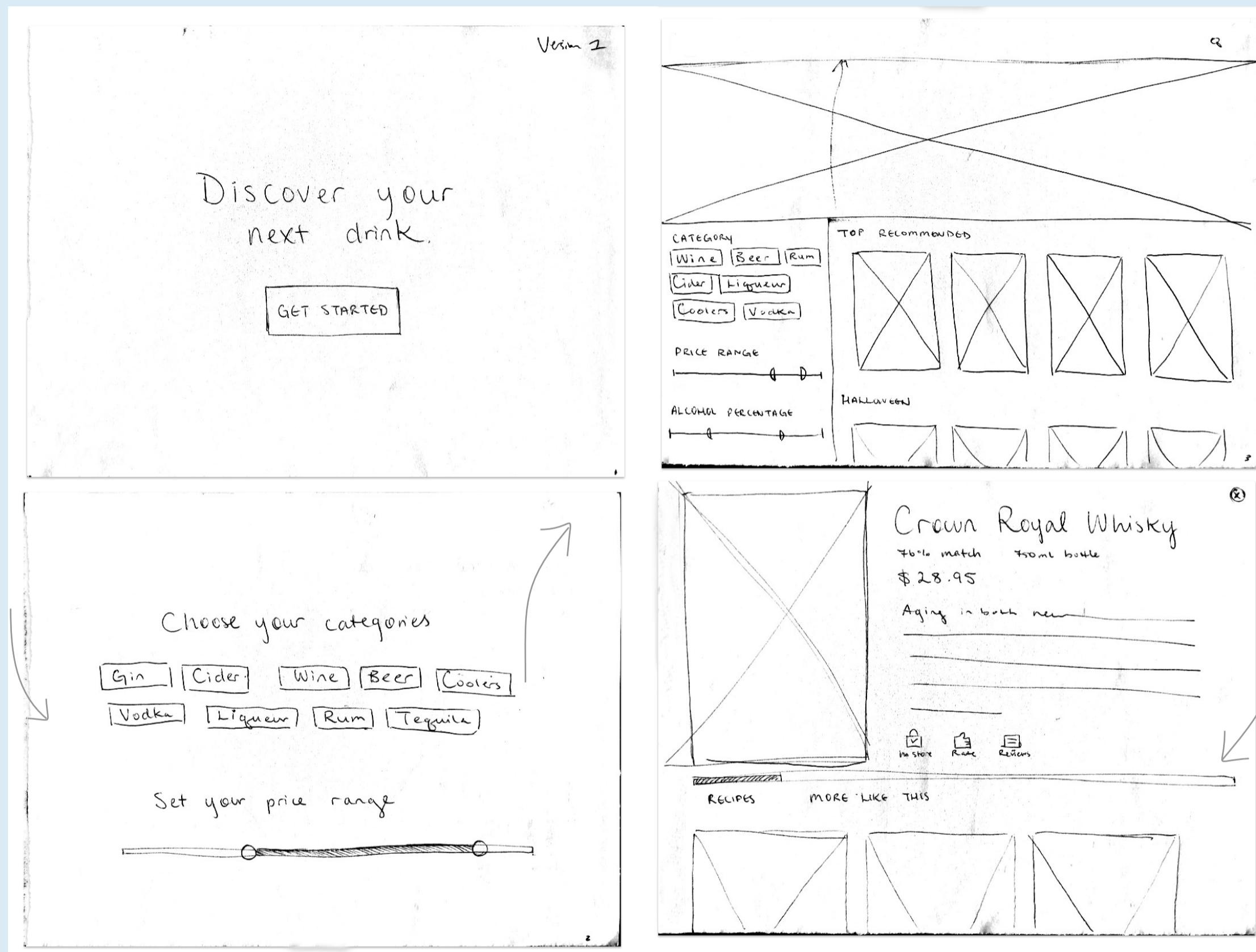
Providing all the information about a product that the user needs to **make a purchase decision**.

Prototyping

User flow



Wireframes

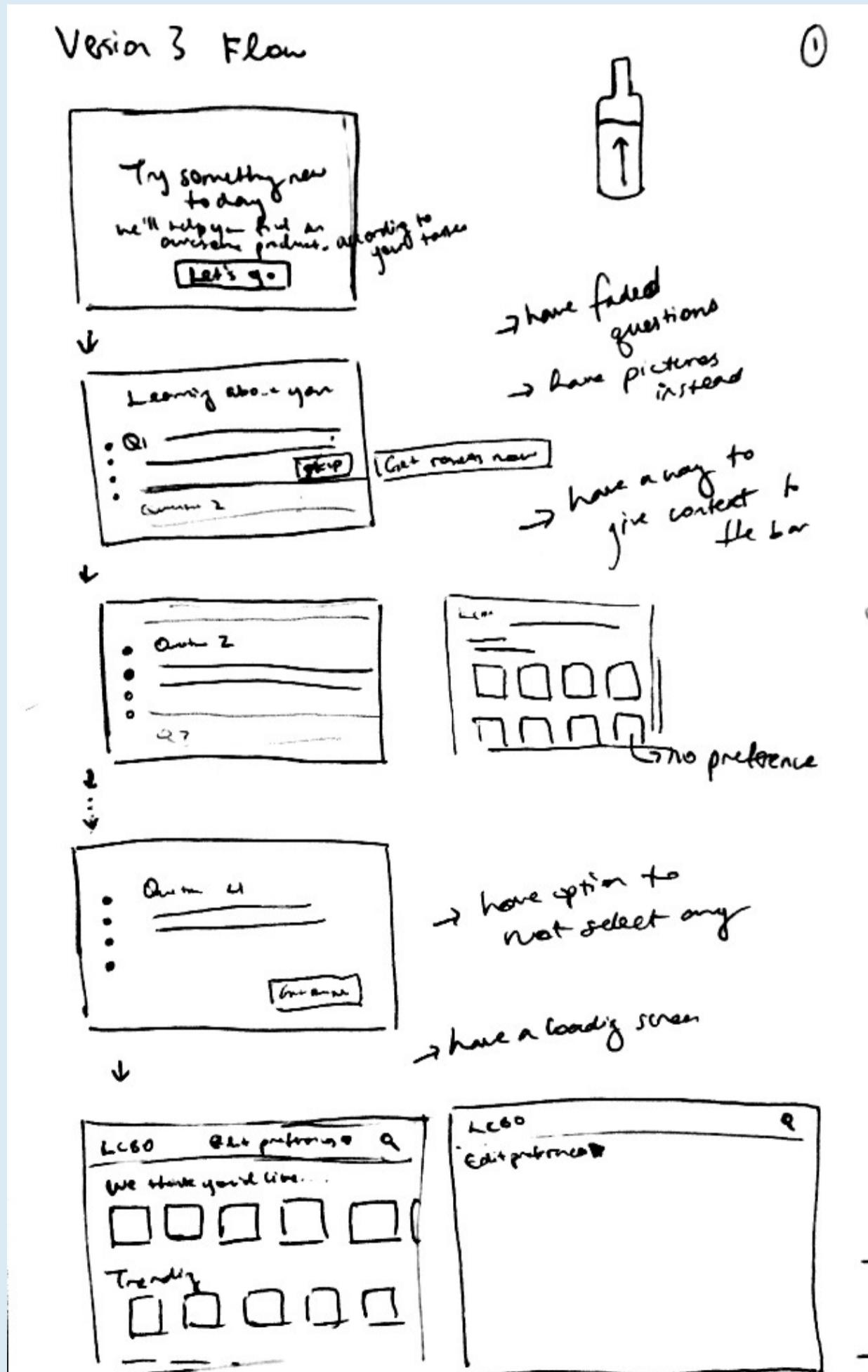


I started testing right away using paper prototypes and discovered:

1. Having a **busy screen** is **overwhelming**.

2. Users don't like seeing repeated information.

Iterations

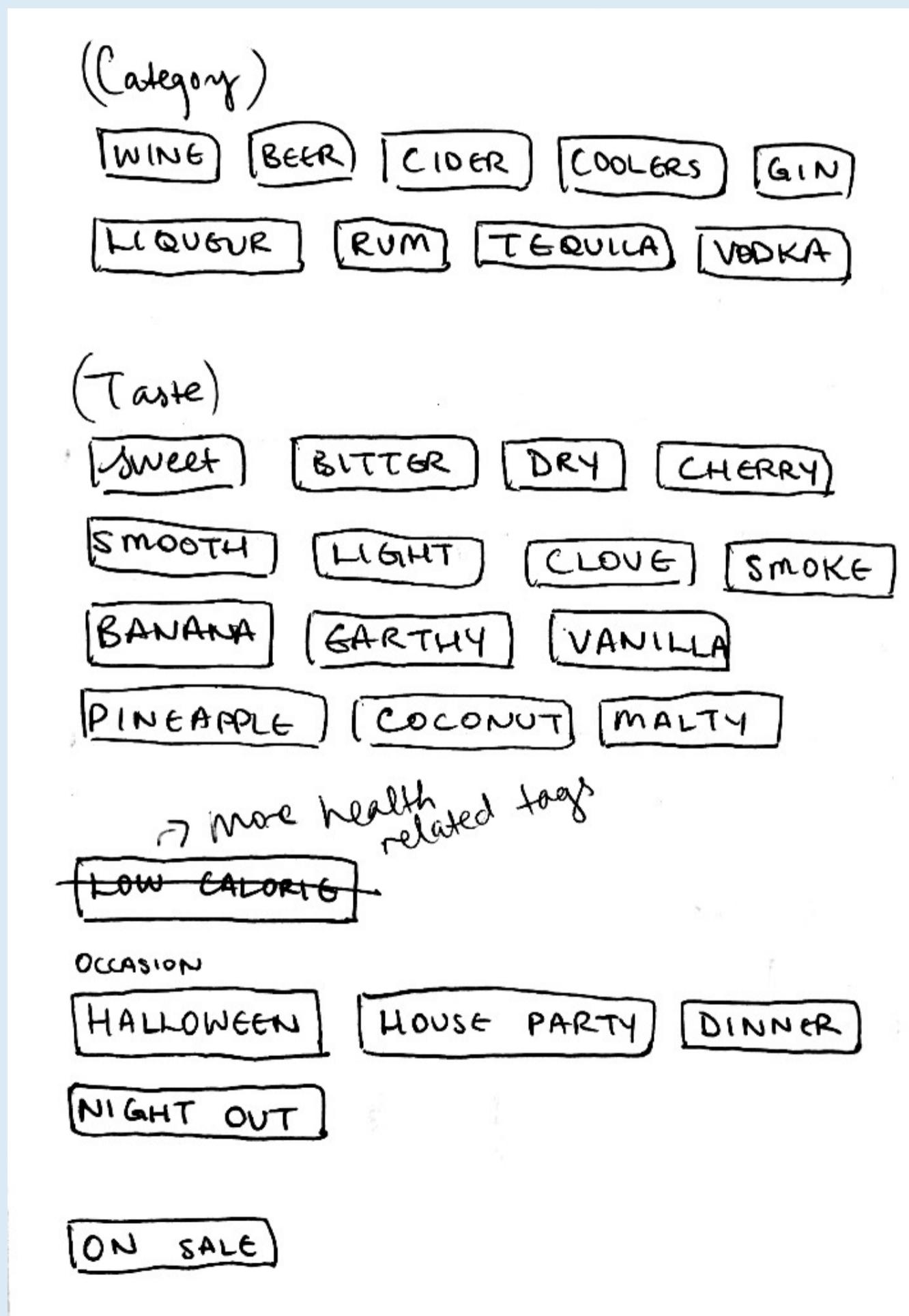


In the next version I made changes:

Let the user focus on **one question at a time**

Simplified recommendation page to **focus on the products**

Design Decisions: How users input data



I also considered different ways for the user to enter their beverage preferences:

1. Keyboard
2. Voice
3. Buttons

Voice may not work well in a noisy store environment. Because this app is used in-store, user's hands are likely to be full so we want to provide a **one-touch experience**.

Buttons are the best choice.

Buttons: Evolving the design

The screenshot shows a mobile application interface for LCBO. At the top, there is a dark green header bar with a back arrow icon on the left and the text "LCBO" in white on the right. Below the header, the main content area has a white background.

Part 1: Select one
I'm shopping for ...

This section contains a list of eight items, each represented by a small image and a label:

- A House Party (selected, indicated by a green dot)
- An Outdoor Party
- Brunch
- A Date
- A Trip
- Dinner
- A Gift
- No Preference

Part 2: Select as many as you want
I'm interested in ...

This section contains a list of four items, each represented by a small image and a label:

- (selected, indicated by a green dot)
- (unselected)
- (unselected)
- (unselected)

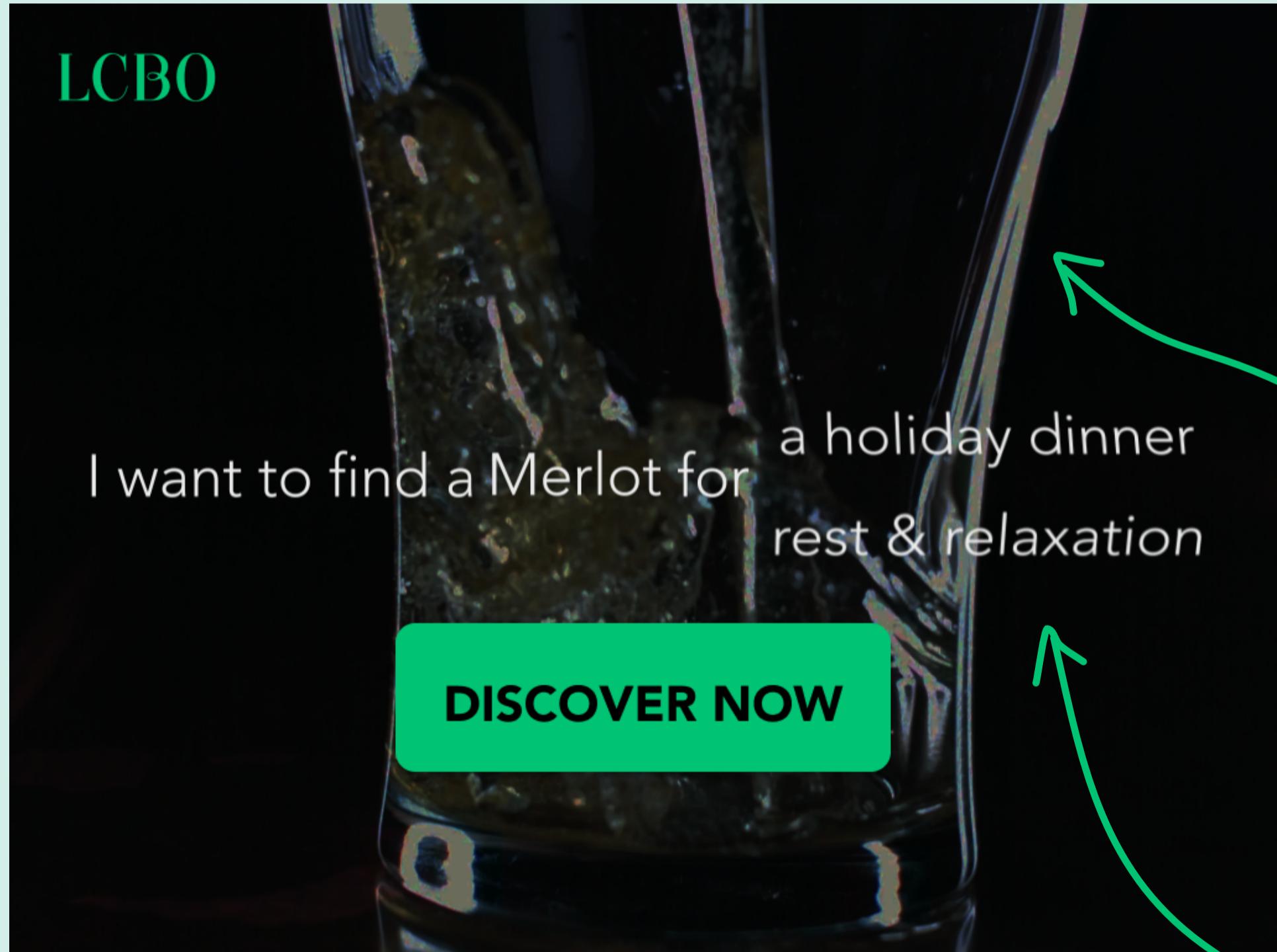
Too many options
and only displaying
text is hard to read.

Solution:
Opt for image-
based cards

Easier to tap, easier
to read, visually
pleasing

Mockups

Call to Action



I eventually decided on an animated landing screen, since movement grabs people's attention.

Background video

Rotating words that cycle through ways to use the app, e.g "I want to find a **beer** for a **birthday party**"

Questionnaire

← LCBO

Part 1: Select one
I'm shopping for ...

- A House Party
- An Outdoor Party
- Brunch
- A Date
- A Trip
- Dinner
- A Gift
- No Preference

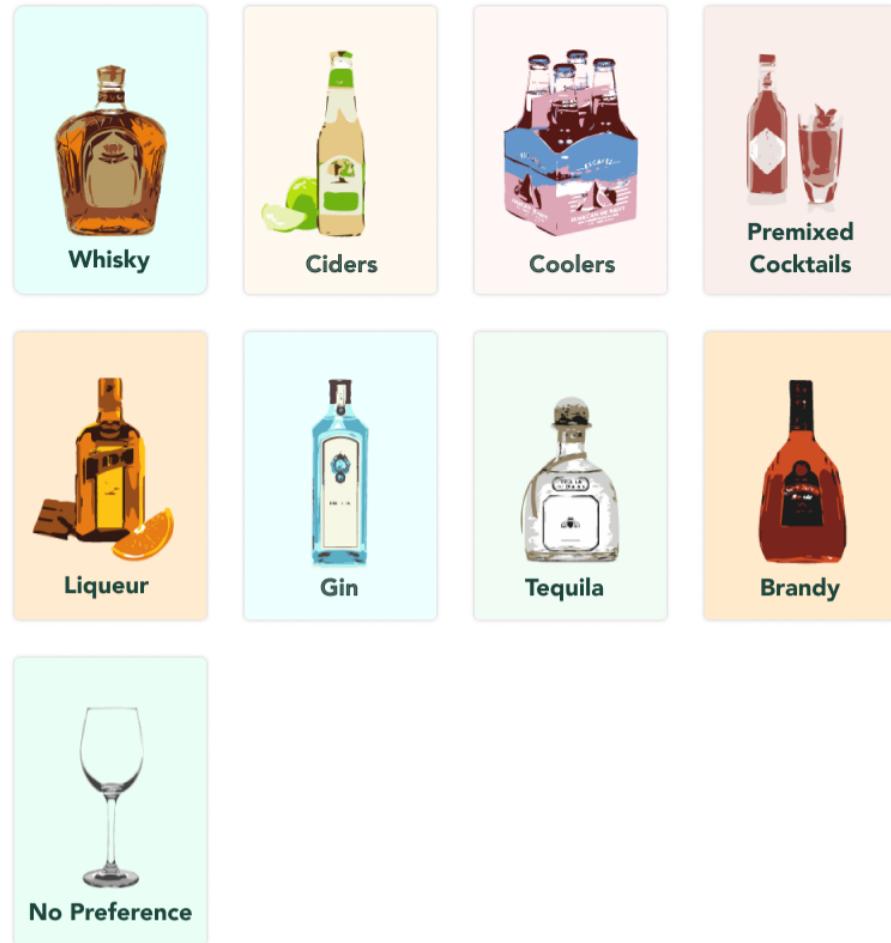
Part 2: Select as many as you want
I'm interested in ...

- Wine
- Beer
- Vodka
- Rum
- Whisky
- Ciders
- Coolers
- Premixed Cocktails
- Liqueur
- Gin
- Tequila
- Brandy

Users answer two quick questions and have the option to provide more information in the third section.

I ordered the questions from most important to least important in terms of decision factors based on user interviews. For example, **context is the most factor, followed by type of alcohol.**

Wine and beer are the most popular options, so they're displayed at the top.



Part 3: Optional

Tell us more ...

Wine Beer Premixed Cocktails Tequila

Subcategory

Red Wine White Wine Rosé Champagne Fortified Wine
 Sparkling Dessert Wine Ice Wine

Price: \$1 to \$40



Taste

Smokey Vanilla Dry Clove Juniper Coriander Plum
 Rhubarb Ginger Pear Apple Brown Sugar Pepper

Country

Canada Australia Spain Portugal France Italy
 Germany Argentina

Discover Products

Part 3 is optional: Users can choose to provide more information about subcategory, price, taste, and country of origin.

Again, these additional options are ordered from most important to least important.

We realized we had to separate the options by alcohol type after learning how widely price, taste, etc. varies between products.

Recommended Products

The screenshot shows a mobile application interface for the LCBO. At the top, a dark green header bar displays the text "LCBO" in white. To the left of the text is a white back arrow icon, and to the right is a white three-dot menu icon. Below the header, there are three sections of product cards:

- Wines for dinner**: A row of five wine bottles with their names and prices:
 - Baden Gewurz... \$11.95 750 ml
 - Bischöfliche W... \$21.95 750 ml
 - Pelee Island ... \$11.95 750 ml
 - Collegium Wirt... \$22.10 750 ml
 - Sawmill... \$14.55
- Beers for dinner**: A row of five beer cans with their names and prices:
 - Highlander Br... \$3.40 473 ml
 - Innis & Gunn G... \$3.05 500 ml
 - Bench Brewin... \$3.15 473 ml
 - Sapporo Premi... \$3.55 650 ml
 - Sons of... \$3.35
- Trending wines**: A row of five wine bottles with their names and prices:
 - Caves Orsat Tr... \$23.95 750 ml
 - Georges Dubo... \$12.95 750 ml
 - Banfi Principe... \$19.95 750 ml
 - Apaltagua Env... \$18.95 750 ml
 - Beronia \$16.95

Users receive suggested products based on their questionnaire and have the option to enter new choices if they change their mind.

This screenshot shows the same LCBO mobile application interface, but with a visible sidebar on the right side containing user interaction options. The sidebar has a dark green header with the text "LCBO" and a white back arrow icon. Below the header are four buttons with icons and text:

- Start Over
- Back to Questionnaire
- Send Feedback
- Display Size in Oz

The main content area below the sidebar shows the same three sections of recommended products as the first screenshot, but with placeholder gray bottle images instead of actual product photos. The placeholder text for each item is "Ascheri Barb... \$15.00 | 750 mL".

Product Details

The screenshot shows a product details card for a bottle of Treize Etoiles Brandy. At the top left is a small thumbnail of the product. To its right, the product name "Name of Product" is displayed in bold, followed by the price "\$xx.xx". Below the price is a green checkmark icon with the text "In Store" and a dropdown menu showing "xxx mL". A short description follows: "Tag, tag, tag, tag, tag". A detailed description below states: "Made from the double distillation of morello cherries this is a traditional spirit in the making of Black Forest cake. Water white in colour, this is intensely aromatic with sweet cherry aroma;". At the bottom, a section titled "Similar products" lists four other items with their names and prices: Grange of Prin... (\$16.95), Santa Carolina... (\$12.95), Jackson-Triggs... (\$46.95), and Donini Trebbia... (\$14.90). Each item has a small thumbnail and its volume.

To learn more about each product, users can tap on a card.

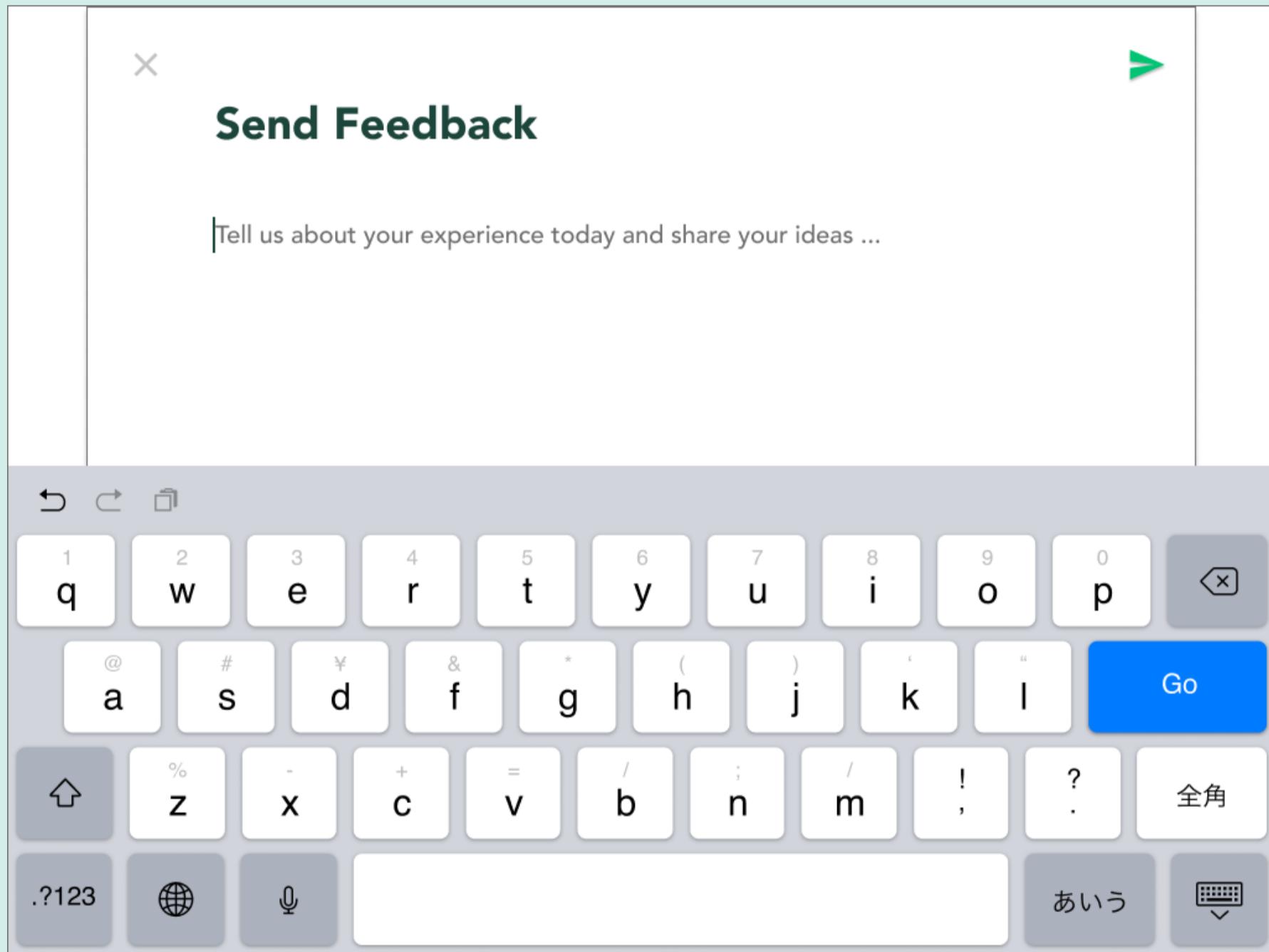
Choice between ways to display information:

I chose to go with the top design because **users generally look for the price first**, so it should stand out more.

The screenshot shows a product details card for a bottle of Crown Royal Whisky. At the top left is a large thumbnail of the product. To its right, the product name "Crown Royal Whisky" is displayed in bold, followed by the price "\$30.45", the volume "750 mL", and a green checkmark icon with the text "In Store". Below the price is a note: "Recommended because you chose:". Underneath are three categories: "A House Party", "Peach", and "Whisky", each enclosed in a small button-like box. A section titled "Description" follows, with the text: "Aging in both new and seasoned white oak barrels give Crown Royal its unique flavour profile that has garnered fans the world over."

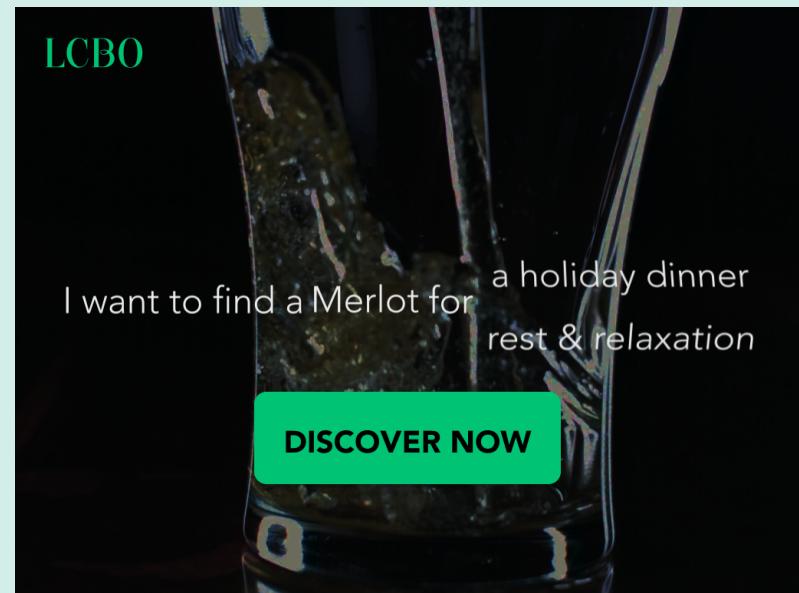
Tradeoff: Space for emphasis.

Sending Feedback



Since the app will be used in stores, customers can treat it as a **digital sales representative**, which means they should be able to give us feedback.

Screen Flow



LCBO

Part 1: Select one
I'm shopping for ...

- A House Party
- An Outdoor Party
- Brunch
- A Date
- A Trip
- Dinner
- A Gift
- No Preference

Part 2: Select as many as you want
I'm interested in ...

- Wine
- Beer
- Vodka
- Rum
- Whisky
- Ciders
- Coolers
- Premixed Cocktails
- Liqueur
- Gin
- Tequila
- Brandy
- No Preference

Part 3: Optional
Tell us more ...

Wine Beer Premixed Cocktails Tech

Subcategory
 Red Wine White Wine Rosé Champagne Fortified Wine
 Sparkling Dessert Wine Ice Wine

Price: \$1 to \$40

Taste
 Smokey Vanilla Dry Clove Juniper Coriander Plum
 Rhubarb Ginger Pear Apple Brown Sugar Pepper

Country
 Canada Australia Spain Portugal France Italy
 Germany Argentina

Discover Products

LCBO

Wines for dinner

Boden Gewurztraminer \$1195 750 ml	Bischöfliche Weißburgunder \$2195 750 ml	Pelee Island Chardonnay \$1195 750 ml	Collegium Wirtz Pinot Noir \$22.10 750 ml	Sawmill Pinot Noir \$14.55

Beers for dinner

Highlander IPA \$3.40 473 ml	Innis & Gunn Pale Ale \$3.05 500 ml	Bench Brewing Pale Ale \$3.15 473 ml	Sapporo Premium Lager \$3.55 650 ml	Sons of the Soil Pale Ale \$3.35

Trending wines

Caves Orsat Traminer \$2395 750 ml	Georges Duboeuf Beaujolais \$1295 750 ml	Banfi Principe di Medici \$1995 750 ml	Apaltagua Envío \$1895 750 ml	Beronia \$16.95

Name of Product
\$XX.XX

In Store | xxx mL

Tag, tag, tag, tag, tag

Made from the double distillation of morello cherries this is a traditional spirit in the making of Black Forest cake. Water white in colour, this is intensely aromatic with sweet cherry aroma;

Similar products

Grange of Princes Pinot Noir \$16.95 750 ml	Santa Carolina Sauvignon Blanc \$12.95 750 ml	Jackson-Triggs Pinot Noir \$46.95 4000 ml	Donini Trebbiano \$14.90 1500 ml

Optional

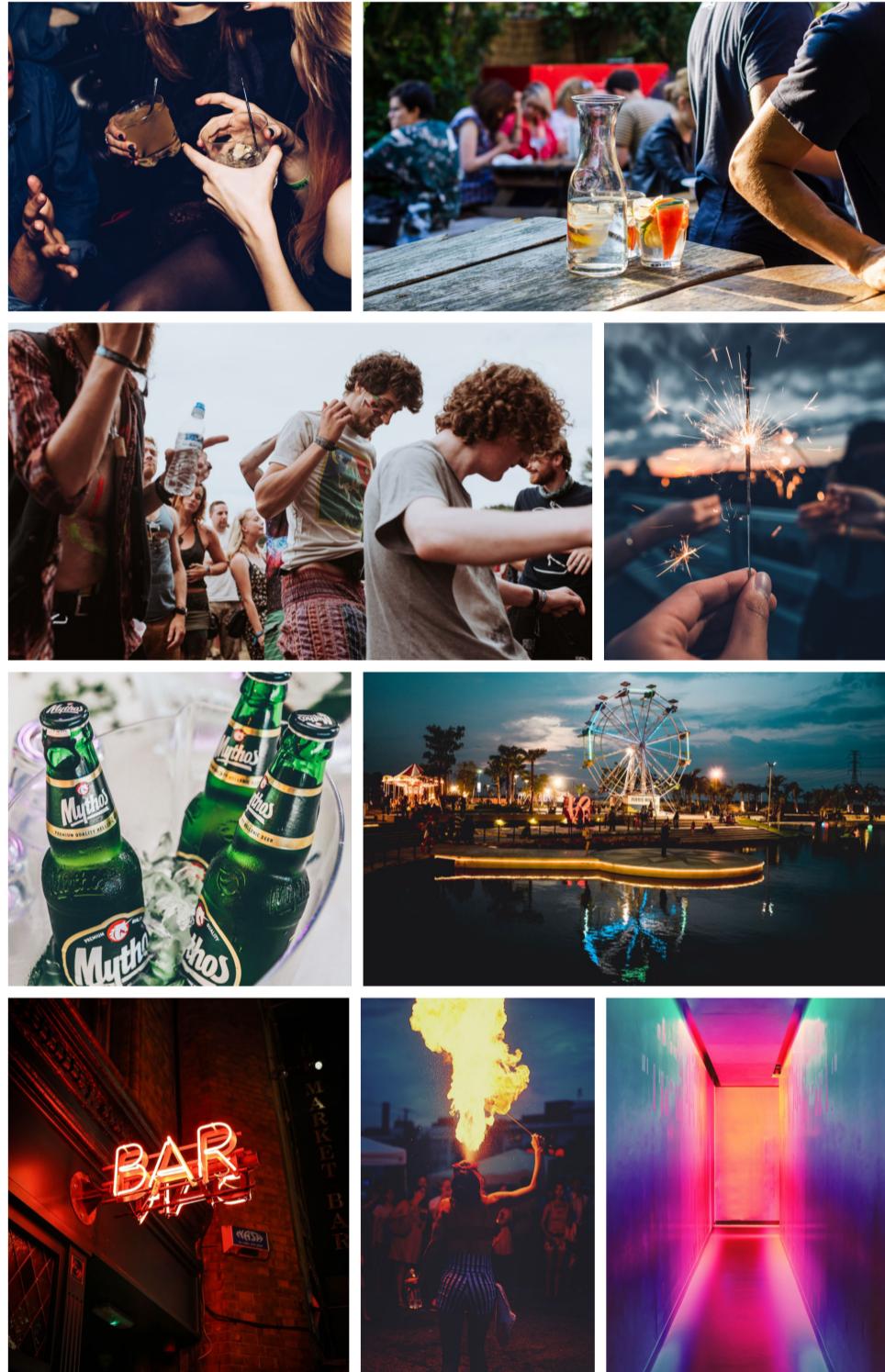
Send Feedback

Tell us about your experience today and share your ideas ...



Continue exploring similar products

Visual Design Choices



Before I started designing, I asked each of my team members to come up with three words to describe this app. Our final list was: **fun, adventurous, modern, and fast.**

I thought of this as the app's personality, and created a moodboard, which influenced how I chose visuals. I wanted to create **vector art because it felt sharper and more modern.**



Colours

Brand Guidelines

Updated February 6, 2014

LOGO



TYPEFACES

MANTRA

BRAND CRESTS



CLEARSPACE

The minimum amount of clear space that must be kept around the logo is equal to the width of the logo itself.



MINIMUM SIZES

Logo & Crests

Pixel 12px	Pixel 0.4	Pixel 1.6px
Pixel 12px	Pixel 0.4	Pixel 1.6px

Custom Font

Pixel 12px	Pixel 0.4	Pixel 1.6px
Pixel 12px	Pixel 0.4	Pixel 1.6px

TAGLINE

One Line

let's get together

Stacked

Let's Get Together

With Logo

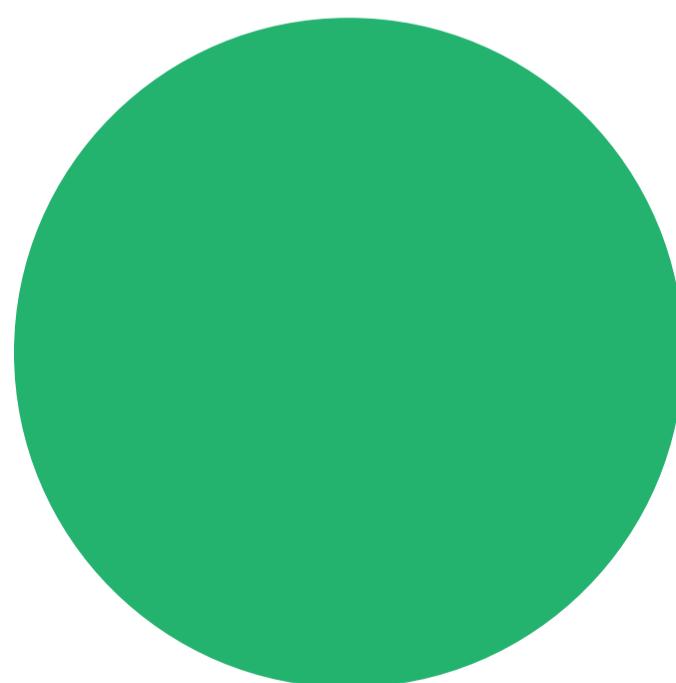
LCBO
let's Get Together

COLOUR PALETTE

Primary	Secondary				
LCBO	Kettle	Mimosa*	Bethany	Kalamata	Driftwood
PMS 10141	PMS 109	PMS 312	PMS 312	PMS 312	PMS 735
Dark slate green, with a hint of burnt orange after years of serving behind the bar.	Yellow-orange, with a hint of burnt orange.	Light yellow-orange, with the morning tan or a mimosa.	Maroon, with a hint of burnt orange.	Dark red, with a hint of burnt orange.	Grey-blue, with a hint of slate.
					
Agean	Risotto*	Oxford	Ladyland	Clay*	
PMS 305	PMS 448	PMS 545	PMS 212	PMS 212	
The embodiment of summer, the cooling of the sea.	Light brown, with a hint of burnt orange.	Dark reddish-orange, with a hint of burnt orange.	Classic and timeless, with a hint of burnt orange.	Grey, charged and earthy, with a hint of burnt orange.	
					
Emerald	Spade	Rouge	Persimon	Tapenade	Slate
PMS 340	PMS 381	PMS 612	PMS 130	PMS 381	PMS Cool Gray 11
Dark green, with a hint of emerald.	Dark navy, with a hint of emerald.	Red-orange, from London to Paris, through to India.	A burnt orange, intensely warm, with a hint of burnt orange.	Dark red, yet grounded.	Dark slate grey, with a hint of slate.
					
Napoleon	Mariner	Furrow	Tanin	Black	
PMS 341	PMS 292	PMS 105, 18, 5, 18	PMS 111	PMS 48, 90, 12, 50	
Vibrant with a commanding spirit and a strong character.	Strong and bold, with a hint of slate.	A burnt orange, with a sense of earth and the strength to command.	The mounding herald of the land – rooted and full of character.	Dark slate grey, with a hint of slate.	
					
Clementine	Crimson	Spark*	Azure	White	
PMS 115, 95, 100, 0	PMS 196	PMS 341	PMS 212	PMS 99, 16, 16, 0	
Orange-red, with depth and richness.	Red-orange, with a hint of warmth.	Light lime green, with a sense of time.	Light blue, with a sense of time.	White	
					

*Not recommended for use with white type.

To keep the visuals consistent with LCBO's brand, I used the company's brand guidelines to choose the main colours.



Key Takeaways

I learned that many factors influence how someone chooses a product, whether it's their friend's opinions or a cool bottle design. I learned how to **design within technological constraints**—it's pretty hard to search by picture given our current API.

What I'd do differently:

I would want to gain a better understanding of **how users think about LCBO products**, and how their mental model works. For example, I took the alcohol categories from LCBO's website instead of finding out how users organized drinks in their heads.

I would also **set up ways to measure success** before releasing the product.

See the (rough) implementation here:

<https://crown-crown-dev.azurewebsites.net/>

Thanks for reading!

LCBO

