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Project: MyTab

Git Hub: https://github.com/acpaquette/CS386_project

CS 386 - 01
Spring 2017
Marco Gerosa

Deliverable 1.2 Consumer Discovery

Revised Value Proposition and Consumer Segments

Start keeping tabs on your tab by developing your beverage portfolio. Easily track the beverages you enjoy and build up your preferences. Send or receive recommendations on what you should try next. Enjoy more of the drinks you love, the drinks you'll come to love, and the drinks your friends love.

Our user segment will be men and women, ages 21 - 40 who drink. Their drinking frequency can range from never drinking to drinking a moderate amount. Particularly, we wish to advertise to people who enjoy discovering new brands or types of drinks.

From our consumer interviews, it seems that people who enjoy expanding their drinking preferences are more likely to use the app. This group is composed of people with many different drinking frequencies, primarily ranging from never drinking to drinking a moderate amount. While this is a rather wide range, our consumer interviews also show that the app can be beneficial to anyone who falls into the range of drinking frequencies. People who never or seldom drink, can use this app to try different types of drinks either via suggestions from friends, or by searching for new drinks online. People who drink more often will be able to create a well defined profile with reviews for other users to look at. Ideally, these users would help guide people who never, or seldom drink, to beverages that they may enjoy.

Interview 1

Summer Stapleton - Age: 20's

- **How often would you say you drink alcoholic beverages?**
 - Not very often, about twice a month
- **When was the last time you drank an alcoholic beverage?**
 - Two weeks ago
- **Where do you normally drink (eg. bars, at home, at parties, etc.).**
 - At home or at a friend's place
- **Do you have a favorite sort of drink?**
 - Gin & tonic
- **How often do you try new drinks?**
 - About every other time she goes out, which is not very often
- **How do you find new drinks to try (eg. friends, advertisements).**
 - From bartenders
- **How would you feel about an app that helps you track your preferences?**
 - Would be fun, especially for remembering wine but would not be useful for her because she doesn't drink very often

Interview 2

JP Labadie - Age: Early 30's

- **How often would you say you drink alcoholic beverages?**
 - One every two weeks
- **When was the last time you drank an alcoholic beverage?**
 - Two weeks ago
- **Where do you normally drink (eg. bars, at home, at parties, etc.).**
 - Bar
- **Do you have a favorite sort of drink?**
 - Beer, porter
- **How often do you try new drinks?**
 - Open to trying new beers
- **How do you find new drinks to try (eg. friends, advertisements).**
 - Advertised in a bar
- **How would you feel about an app that helps you track your preferences?**
 - Depends on what it does
 - Gets him to try new things drink that he wouldn't know about without it

Interview 3

Zach Jorgensen - Age: 21

- **How often would you say you drink alcoholic beverages?**
 - At least once a week
- **When was the last time you drank an alcoholic beverage?**
 - Last weekend
- **Where do you normally drink (eg. bars, at home, at parties, etc.).**
 - Bar
- **Do you have a favorite sort of drink?**
 - Jaegermeister
- **How often do you try new drinks?**
 - When someone offers it
- **How do you find new drinks to try (eg. friends, advertisements).**
 - Friends and advertisements
- **How would you feel about an app that helps you track your preferences?**
 - Not helpful- too much effort having to open and add to list

Interview 4

Martin Escalante - Age: 22

- **How often would you say you drink alcoholic beverages?**
 - One glass of wine per day
- **When was the last time you drank an alcoholic beverage?**
 - A week ago
- **Where do you normally drink (eg. bars, at home, at parties, etc.).**
 - At home
- **Do you have a favorite sort of drink?**
 - Stella rose, red wine, white wine, moscato (white wine), favorite beer: angry orchid
- **How often do you try new drinks?**
 - Once a month
- **How do you find new drinks to try (eg. friends, advertisements).**
 - Goes to a bar, research online
- **How would you feel about an app that helps you track your preferences?**
 - Feels pretty good
 - Recommendations:
 - Show recipes
 - Take picture of it
 - Search bar
 - Categories

Interview 5

Kimi Hernandez - Age: 22

- **How often would you say you drink alcoholic beverages?**
 - Two to three times a month and on special occasion
- **When was the last time you drank an alcoholic beverage?**
 - Wine a few days ago
- **Where do you normally drink (eg. bars, at home, at parties, etc.).**
 - Usually drinks at home with family, other than special occasions (i.e. weddings)
- **Do you have a favorite sort of drink?**
 - Merlot wine
 - Cranberry juice and vodka
 - Anything fruity
- **How often do you try new drinks?**
 - Very often (Parents have a fully stocked “bar”)
 - Parents will often offer new drinks to try
- **How do you find new drinks to try (eg. friends, advertisements).**
 - Usually suggested by parents who have a wide selection
 - She has a well developed taste for likes and dislikes of alcoholic beverages
- **How would you feel about an app that helps you track your preferences?**
 - Would not use this app (Mainly due to the infrequency of drinking and well developed beverage likes and dislikes)
 - Not part of the consumers life style
 - Would like to see some sort of expansion on beverage selection, maybe an inclusion of teas or coffee

Interview 6

Jeremy Graves - Age: 21

- **How often would you say you drink alcoholic beverages?**
 - About 3 times a year (rarely)
 - Specific social situations
- **When was the last time you drank an alcoholic beverage?**
 - Last weekend (Feb. 10th - 13th)
 - Was hanging out with friends and went to a small pre-party (about 15 people)
 - Was one of those specific “social situations”
- **Where do you normally drink (eg. bars, at home, at parties, etc.).**
 - Mainly drinks with family and at smaller social gatherings
 - Usually avoid big parties
- **Do you have a favorite sort of drink?**
 - Mainly likes hard liquors
 - Usually drinks a small amount of liquor as a result
 - Enjoys the taste vs. getting drunk
- **How often do you try new drinks?**
 - Very rarely tries other drinks
 - General idea of likes and dislikes but not super definitive
- **How do you find new drinks to try (eg. friends, advertisements).**
 - Rarely introduced to new drinks
 - Habits and drinking environment aren't really suited for trying a variety of drinks
- **How would you feel about an app that helps you track your preferences?**
 - Willing to try the app
 - Use as something to indicate the kinds of drinks the user may enjoy
 - Other ideas:
 - Use of some kind of location tracking for reminders

Interview 7

Anonymous - Age: 21

- **How often would you say you drink alcoholic beverages?**
 - A lot every two weeks
- **When was the last time you drank an alcoholic beverage?**
 - 5 days ago
- **Where do you normally drink (eg. bars, at home, at parties, dinners, etc.).**
 - At home
- **Do you have a favorite sort of drink?**
 - Mike's Hard Lemonade
- **How often do you try new drinks?**
 - Rarely
- **How do you find new drinks to try (eg. friends, advertisements).**
 - Friends
- **How would you feel about an app that helps you track your preferences?**
 - Indifferent

Interview 8

Chukwuka Iwe - Age: 24

- **How often would you say you drink alcoholic beverages?**
 - Once a week
- **When was the last time you drank an alcoholic beverage?**
 - A week and a half ago
- **Where do you normally drink (eg. bars, at home, at parties, dinners, etc.).**
 - At Home. But when I was at Illinois, I had a friend that was a DJ at a club. We used to go see his performance and then he would buy us free drinks.
- **Do you have a favorite sort of drink?**
 - Heineken
- **How often do you try new drinks?**
 - Pretty often. Open to try new things, except fireball.
- **How do you find new drinks to try (eg. friends, advertisements).**
 - From the bartender because I am friends with him, and he tells me to try something new
- **How would you feel about an app that helps you track your preferences?**
 - Feels like he would only use the app when already drinking and might not be useful if he were intoxicated

Interview 9

Corinne Gross - Age: 22

- **How often would you say you drink alcoholic beverages?**
 - Twice a month
- **When was the last time you drank an alcoholic beverage?**
 - A week ago
- **Where do you normally drink (eg. bars, at home, at parties, etc.).**
 - Bar
- **Do you have a favorite sort of drink?**
 - Vodka drink
- **How often do you try new drinks?**
 - Somewhat often
- **How do you find new drinks to try (eg. friends, advertisements).**
 - Bartenders
- **How would you feel about an app that helps you track your preferences?**
 - I would use it

Interview 10

Anonymous - Age: Anonymous

- **How often would you say you drink alcoholic beverages?**
 - Once every two weeks
- **When was the last time you drank an alcoholic beverage?**
 - About 3 days ago
- **Where do you normally drink (eg. bars, at home, at parties, etc.).**
 - Parties
- **Do you have a favorite sort of drink?**
 - Beer
- **How often do you try new drinks?**
 - Every three times I drink
- **How do you find new drinks to try (eg. friends, advertisements).**
 - Friends
- **How would you feel about an app that helps you track your preferences?**
 - That'd be neat

Interview 11

Nokai - Age: Early 30's

- **How often would you say you drink alcoholic beverages?**
 - More than once a week
- **When was the last time you drank an alcoholic beverage?**
 - Yesterday
- **Where do you normally drink (eg. bars, at home, at parties, etc.).**
 - At home
- **Do you have a favorite sort of drink?**
 - Hard liquor, especially tequila, and beer.
- **How often do you try new drinks?**
 - Very often
- **How do you find new drinks to try (eg. friends, advertisements).**
 - Friends, randomly browsing in a store or online
- **How would you feel about an app that helps you track your preferences?**
 - That would be cool.
 - A good feature is to have the app recommend to the user an older entry that they sort of liked.

Group Participation

	Participation
Adam Paquette	<ul style="list-style-type: none">● Interviewed two people● Provided general information about interaction with two potential users● Transferred interviews from interview doc to deliverable doc,● Added deliverable document to github repo● Wrote the revised proposition, consumer segments portions, and created the document header
Kelli Ruddy	<ul style="list-style-type: none">● Interviewed two people● Provided general information about interaction with two potential users● Hosted deliverable on google docs
Luis Arroyo	<ul style="list-style-type: none">● Interviewed two people● Provided general information about the two potential interviews● Helped write and edit deliverable
Chandler Hayes	<ul style="list-style-type: none">● Interviewed two people● Provided general information about the two potential interviews● Created general questions to ask in the interviews● Hosted the interview collection doc
Connor Schwirian	<ul style="list-style-type: none">● Interviewed two people● Provided general information about interaction with two potential users● Helped create general questions to be used in interviews