



Members: Luis Arroyo, Chandler Hayes, Kelli Ruddy, Adam Paquette, and Connor Schwirian

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 develop 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 primary user segment would be men and women, ages 21 - 30, who don't drink but would like to, drink infrequently, or drink moderately.

From our consumer interviews, it seems that the majority of people who fall into these categories of drinking are more likely to use the app. People who don't drink at all but want to try a few drinks can use the app to easily find beverages that they may enjoy. People who drink infrequently can start by entering the drinks that they already enjoy and can be recommended drinks that they haven't tried yet. Finally, moderate drinkers will be able to create a well defined beverage profile with recommendations and potentially be able to talk to other users about beverages they have had in the past. Ideally, these would be the people that would give recommendations to other users.

Our other user segment includes men and women, ages 30 - 40, who drink on any level.

This segment of our user base is mainly focused on using the app for finding other people's preferences and surprising them with their favorite beverage as a gift. Or potentially bringing people's favorite beverages to parties. The app allows for this user group to easily prepare for social get togethers, making it easy for hosts to find each attendees preferences and prepare accordingly. This group can still use the app in a similar fashion to the primary user group, but that is less likely. This second group is large enough that some features specifically for them have the potential to be included.

Interview 1

Summer Stapleton (by Chandler)

- **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) [idea for a feature: suggest drinks].**
 - 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 (by Chandler)

- **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) [idea for a feature: suggest drinks].**
 - 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 (by Kelli Ruddy)

- 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) [idea for a feature: suggest drinks].
 - Friends and advertisements
- How would you feel about an app that helps you track your preferences?
 - Not helpful- too much effort

Interview 4

Martin Escalante (by Luis Arroyo)

- **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) [idea for a feature: suggest drinks].**
 - 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 (by Adam Paquette)

- **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-cheese board 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 ie 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) [idea for a feature: suggest drinks].**
 - Usually suggested by parents and has a wide variety of selection
 - Well developed 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 (by Adam Paquette)

- **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"
 - Prefers to avoid big parties
- **Where do you normally drink (eg. bars, at home, at parties, etc.).**
 - Mainly drinks with Family and 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) [idea for a feature: suggest drinks].**
 - Usually is never really 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 (by Connor Schwirian)

- **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) [idea for a feature: suggest drinks].**
 - Friends
- **How would you feel about an app that helps you track your preferences?**
 - Indifferent

Interview 8

Chukwuka Iwe (Luis Arroyo)

- **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) [idea for a feature: suggest drinks].**
 - 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?**
 - You wouldn't use it because I would drink, and I would be drunk and not remember to put it in the app. But if I don't get drunk, I would use the app.

Interview 9

Corinne Gross (by Kelli Ruddy)

- 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) [idea for a feature: suggest drinks].
 - bartenders
- How would you feel about an app that helps you track your preferences?
 - "I would use it"

Interview 10

Anonymous (by Connor Schwirian)

- **How often would you say you drink alcoholic beverages?**
 - Once every two weeks
- **When was the last time you drank an alcoholic beverage?**
 - 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) [idea for a feature: suggest drinks].**
 - Friends
- **How would you feel about an app that helps you track your preferences?**
 - "That'd be neat."

Group Participation

- Luis Arroyo
 - Interviewed two people, provided general information about the two potential interviews, helped write and edit deliverable
- Chandler Hayes
 - Interviewed two people, provided general information about the two potential interviews, created general questions to ask in the interviews, hosted the interview collection doc
- Kelli Ruddy
 - Interviewed two people, provided general information about interaction with two potential users, hosted deliverable on google docs
- Adam Paquette
 - Interviewed two people, provided general information about interaction with two potential users, transferred interviews from interview doc to deliverable doc, add deliverable doc to github repo, wrote the revised proposition, consumer segments portions, and created the document header
- Connor Schwirian
 - Interviewed two people, provided general information about interaction with two potential users, helped in creating general questions to ask potential users