
Morgan Hall

Project Class (DVP3)

Project Month (2203)

MyDrink App

APP DEFINITION STATEMENT

The MyDrink application is an app that allows users who are 21 and older that like to go out, travel, or are starting to try new drinks, keep up with alcoholic beverages that they have tried at different spots to keep them from having to remember all of the different drinks and their locations. This app is to make it easier for a user to remember their favorite drinks or their favorite bars/breweries/restaurants in different locations.

PROBLEMS THE APP SOLVES/WHAT THE APP DOES

1. Allows a user to add a new place that they have visited
2. Allows a user to add drinks at each specific place
3. A user can keep notes about the drink they tried. Ex: What they liked, what they didn't.
4. A user can mark their favorite drinks to remember that it was a favorite.
5. Users can share the drinks they added with their friends
6. If a user is at the store and looking for a drink similar to one they tried while out at a bar, the app will allow users to see the notes they made about the drink that may help them find similar ones.

PROBLEMS THE APP DOES NOT SOLVE/WHAT THE APP DOES NOT DO

1. The app does not give drink/bar recommendations.
2. The app does not allow users to communicate through the application
3. User's cannot add friends through the application.

DEMOGRAPHICS

Main Demographic

- Age Range: 21 and older
- Gender: All genders
- Occupation: All occupations
- Income Range: \$25,000 and up
- Other Details: Beer enthusiasts, travelers, people who love to go out

Secondary Demographic

- Age Range: 21 - 26
- Gender: All genders
- Occupation: All occupations
- Income Range: ANY
- Other Details: Young adults who are just starting to try new drinks and want to remember which ones they like. Young adults who recently became old enough to go to bars and want to keep up with the places they have visited.

PERSONAS

Stacy Andrews

I am a 43 year old woman with two kids who are in college. Now that my kids don't live at home, my husband and I have been visiting different bars and breweries on the weekends. We had our kids young and didn't get to experience many nights out downtown so we aren't really sure what types of drinks we like. We are also getting older and trying to remember all of the drinks that are out there is too much for us to do. Just last week, we visited a new bar that didn't sell typical drinks and I couldn't remember what type of beer I usually like to order. I couldn't remember if I preferred wheat ales or light pilsners and it made it difficult for me to decide. We were able to sample the beer, but having an easy way to keep up with the new places we are trying and our favorite drinks would have made the experience less complicated.

Mark Johnson

I am a small restaurant owner in a big city. I have noticed that my competitors offer a variety of drinks and our bar menu is small in comparison to theirs. In order to attract more customers, I like to visit different places around the country to bring new ideas to my restaurant and enhance our bar menu since that is where the money is at. When I find drinks that inspire me, I like to keep notes on them and study them later. However, because I have so much on my plate running a restaurant, it is hard for me to keep my notes organized and I lose a lot of them. An application that I can store interesting drinks I find in one place, with all of my notes on them, would make things less stressful when coming up with bar menu items, and in turn, help keep my business successful by bringing in new types of customers.

Lila Martin

I am a travel enthusiast! I love traveling the world and blogging about it! Turns out, people love to read about my travels because it helps them decide where they want to go for their next vacation. I just recently hit 1 million followers which is **AMAZING!** A lot of my followers are very interested in the night life of the places I visit, so of course I have to help them out by giving them accurate descriptions of each bar, club, and restaurant. The issue I face the most is after my travels, when I sit down to blog about it, I can't remember what each restaurant or bar sold the most. I also end up with so many random pictures of drinks and goodies on my phone to post on my blog, but I can't remember what was special about them! I can remember the name of like one drink but that doesn't help my followers! I wish I had an easier way to keep track of the bars I visited and their top drinks with the option to add a picture. Not only would it save me hours of confusion, but it would also help all of those who read my blog decide if that's a place they want to visit or drink they want to try when they travel.