Wine About It

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Problem Domain and Feasibility

When people want to look for wineries in Canada, there are not many choices of applications to do the task for them. Furthermore, some of these apps are platform exclusive, which further limits the choices of individual users. This overall leaves users unable to quickly and easily find wineries around Canada. Given that there is no widely available application that works for both iOS and Android focused on Okanagan wineries, this provides a unique niche for WineAboutit to occupy. The app will also be feasible from a design perspective because there is no complicated data to display, only simple lists of products or locations.

Project Goals

Develop an application that displays all of the wineries in Canada.
Create a crowd-sourced user-verified map of wineries
Provide a multi-platform option for wine tourism
Assist users in identifying their favorite wine and winery

Functional and Non-Functional requirements

Functional Requirement

- Home page
- Inspect a list that shows all wineries across BC province
- Error handling - user can email a correction to the developer
- Export favorite wines as a list and sent them to a email account
- Add ratings to wineries
- A real-time map for all wineries - with colored pin to show opening status
- A button that can center your location on the map
- Apply/Clear Search filters - (only show open, only show favorites, only show highly rated)
- Attach a note for specific winery
- Check for software/winery list updates
- Turn on/off sharing anonymous data - winery ratings, favorites and notes
- Add a winery as favorite
- Save/Store/Delete data
- Choose preferred way to contact winery
- Integration with other third party map apps
- Add wines for the specific winery
- Inspect all the wines added by other user for the specific winery
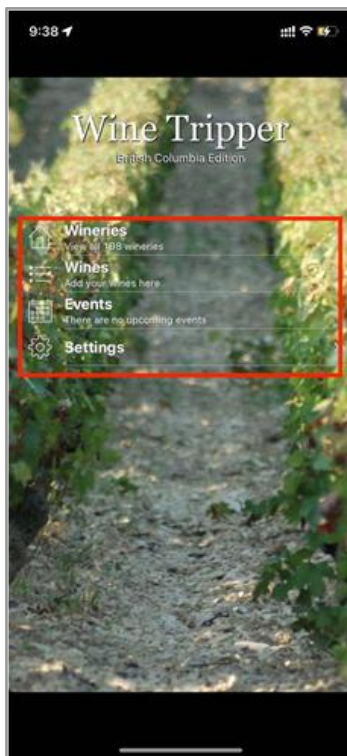
Non-functional requirements:

- Internet connection
- Smart phone
- Reliable information source
- Background picture for homepage
- Multiple platforms
- Quick feedback for user interaction

Expert Evaluation and Heuristic Table

My first suggestion would be to change the transparency background picture of the homepage to 50%, green bushes with bright sunlight doesn't have a strong contrast with white font, therefore, it could be confusing for users to recognize them.(Figure 4.1)

Second suggestion would be when adding wine to the winery, the user should be able to type in the key words and the name would show up under the text box rather than scrolling over all 198 names.(Figure 4.2)

Another design flaw would be map view, it is really difficult to tap the winery on map view, make the pin a little bit bigger or remove double-tap zoom function, it's frustrating when you finally zoomed in just to get the winery information you want and then ended up zoomed back.(Figure 4.3)
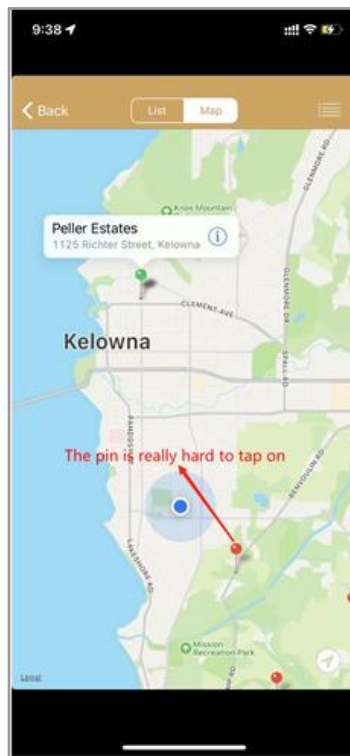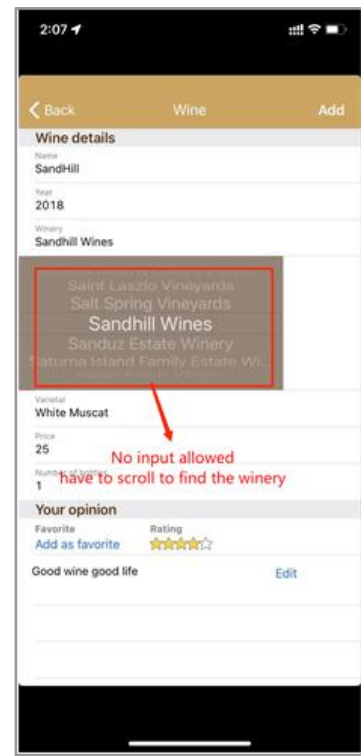
| Figure 4.1 | Figure 4.2 | Figure 4.3 |

Heuristic Table

Rule of Thumb	Is this rule being applied? How so?	Is this rule violated? How so?	How can this rule further improve usability, utility and desirability?
1.Visibility of system status	Yes, Dark text with brighter color, Icons, and map	Yes, On the home page, the text blends in with the background	Change the background picture for better visibility
2.Match between system and real world	Map view is much akin to using a physical map.	No	
3.User control and freedom	Can add favorites and report incorrect information.	No	
4.Consistency and standards	Icons and themes are consistent throughout.	No	
5.Error prevention	No place for user error, but users can report developer error.	No	
6. Recognition rather than recall	Icons and labels have external consistency to give user familiarity	Yes, the icon for displaying winery contact details is the commonly used share icon.	Present contact information directly to the user will improve desirability and usability for the user
7.Flexibility and efficiency of use	Wine tripper is quick to load, and do not need the internet.	No	
8.Aesthetic and minimalist design	It is a ten year old app, although minimalist, it does not follow current standards	Yes, outdated design for aesthetic principle	Update the application manually will improve user desirability
9.Help users recognize diagnose and recover from errors	The user could report any misinformation to the developer	No	
10. Help and documentation	Developer has user support service and offer contact information for the user	No	

User Research

Who are the Users

 The target user is anyone who is planning for a wine trip in British Columbia; those who are enthusiastic about local wineries near them; wine dealers who are looking for stable supply chains. Based on the survey we conducted, the majority of those seeking wines and wineries are between the ages of 19-24 and 47-58. They also tend to view visiting wineries and wine tasting as a hobby.

Current User Practices

When:
  Before users start planning for a wine trip and need more information like contact information, exact location and certain bottles of wine produced by a winery.
Where:
  Wine tripper can be runned under offline condition (with some limited use of map view), user will have access to this app anytime and anywhere on AppStore.
Why:
  Users need to plan for a winery trip and don't know the wineries near them; Wine dealers need to look for supply chain from the wineries and need their contact information
How:
  Wine tripper can be downloaded on the AppStore for free to use, however, users are required to have an IOS device in order to use it since Wine tripper doesn't have an android version. When the users try to find a certain winery,most of them use the top search bar rather than scrolling down the list. And when users want to find the contact information, they click into the winery page and try to find info from there.

Guerrilla Testing

User 1: male in 20s

Wine Tripper Survey Chart

Survey options		Strongly disagree	Disagree	Neutral	Agree	Very Satisfied
			Satisfactory			
Find the contact info of a winery	The contact info is easy to locate		x			
	The contact info page is complete					x
	This feature is presented well		x			
Search for a winery	The search bar is easy to locate					x
	The search bar is complete				x	
	This feature is presented well				x	
Add winery to your favorite and filter your favorite wineries	This feature is presented well		x			
	It was easy to find the favourites filter		x			
	The filter is easy to operate	x				
Overall satisfactory						
Other opinion		hate it				

User 2: female in 40s

Wine Tripper Survey Chart

Survey options		Strongly disagree	Disagree	Neutral	Agree	Very Satisfied
			Satisfactory			
Find the contact info of a winery	The contact info is easy to locate				x	
	The contact info page is complete		x			
	This feature is presented well		x			
Search for a winery	The search bar is easy to locate				x	
	The search bar is complete				x	
	This feature is presented well				x	
Add winery to your favorite and filter your favorite wineries	This feature is presented well				x	
	It was easy to find the favourites filter				x	
	The filter is easy to operate		x			
Overall satisfactory						
Other opinion		long list of winaries different ways of catagorizing winaries. Proximty as default				

User 3: female in 50s

Wine Tripper Survey Chart						
Survey options		Satisfactory				
		Strongly disagree	Disagree	Neutral	Agree	Very Satisfied
Find the contact info of a winery	The contact info is easy to locate	x				
	The contact info page is complete				x	
	This feature is presented well		x			
Search for a winery	The search bar is easy to locate			x		
	The search bar is complete				x	
	This feature is presented well				x	
Add winery to your favorite and filter your favorite wineries	This feature is presented well			x		
	It was easy to find the favourites filter				x	
	The filter is easy to operate			x		
Overall satisfactory						
Other opinion		wasn't very easy to use, but I like the idea of the app. Could have more visuals. I would have given up at looking for the contact info				

User 4: male in 20s

Wine Tripper Survey Chart						
Survey options		Satisfactory				
		Strongly disagree	Disagree	Neutral	Agree	Very Satisfied
Find the contact info of a winery	The contact info is easy to locate		x			
	The contact info page is complete			x		
	This feature is presented well			x		
Search for a winery	The search bar is easy to locate	x				
	The search bar is complete	x				
	This feature is presented well			x		
Add winery to your favorite and filter your favorite wineries	This feature is presented well			x		
	It was easy to find the favourites filter	x				
	The filter is easy to operate				x	
Overall satisfactory						
Other opinion		every functions are worse than Google map. the contact info should be more visualized.				

User 5: male in 30s

Wine Tripper Survey Chart						
Survey options		**Satisfactory**				
		Strongly disagree	**Disagree**	**Neutral**	**Agree**	**Very Satisfied**
Find the contact info of a winery	The contact info is easy to locate	x				
	The contact info page is complete		x			
	This feature is presented well	x				
Search for a winery	The search bar is easy to locate					x
	The search bar is complete					x
	This feature is presented well					x
Add winery to your favorite and filter your favorite wineries	This feature is presented well		x			
	It was easy to find the favourites filter	x				
	The filter is easy to operate	x				
Overall satisfactory						
Other opinion		**the app lacks intuitive user function. App feels dated.hard to read. everything icon should be an obvious button/function**				

Improvements from the users

Icons in the contact info screen should be interactive. They felt misleading as to how to access the contact info.

Sorting the long list of wineries by alphabetical order doesn't help much, Wine tripper should put one's favorite wineries and the closest wineries on top of the list.

Enlarge the hitbox of the pin on map.

Gathering Requirements

(observations, surveys, focus groups, interviews).
Winery Survey

Results from Requirements Gathering

Descriptive Statistics
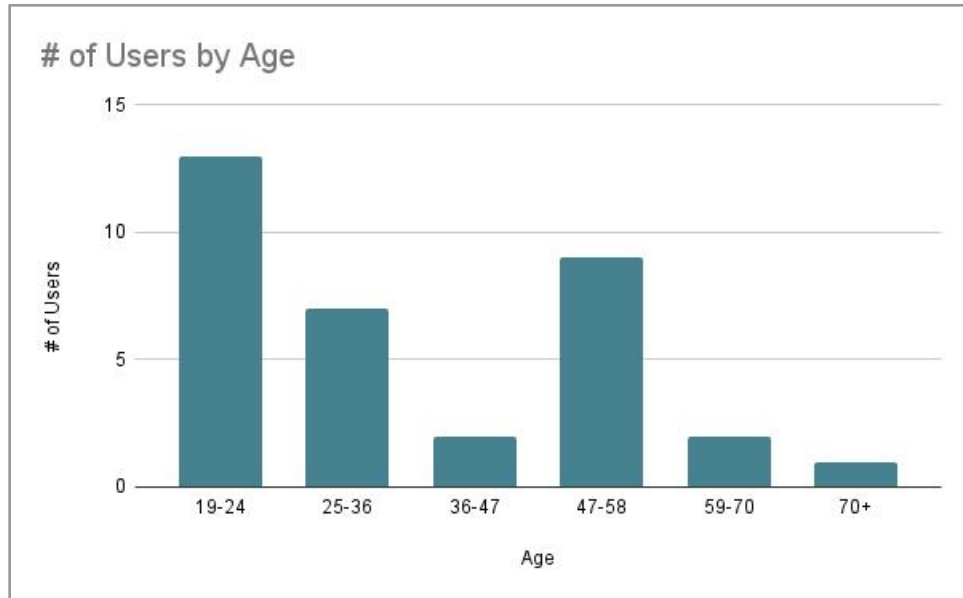
Figure (7.1) Potential User base by age

Figure (7.2) Userbase winery frequency
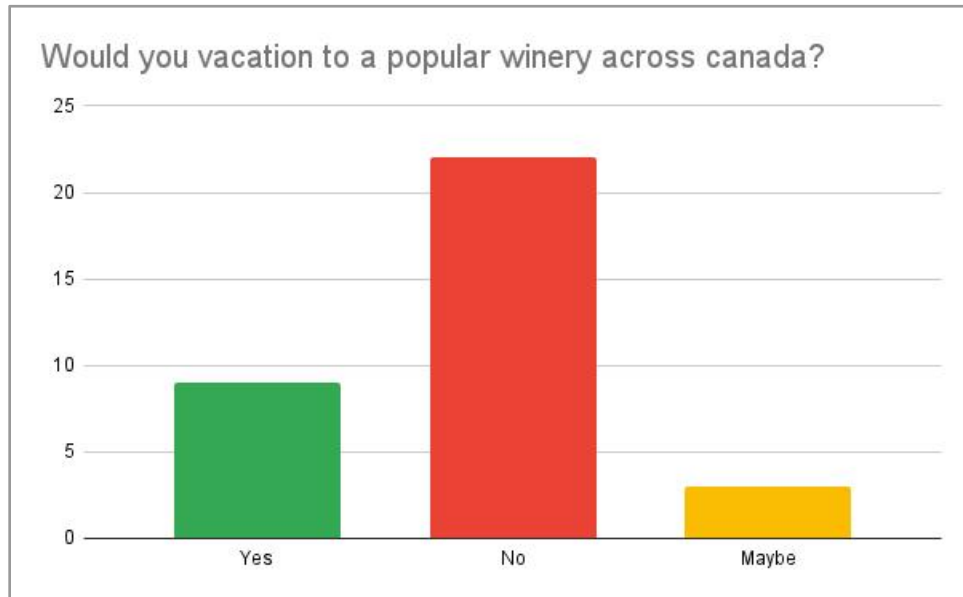
Figure (7.3) How likely the user base is to visit a winery across canada
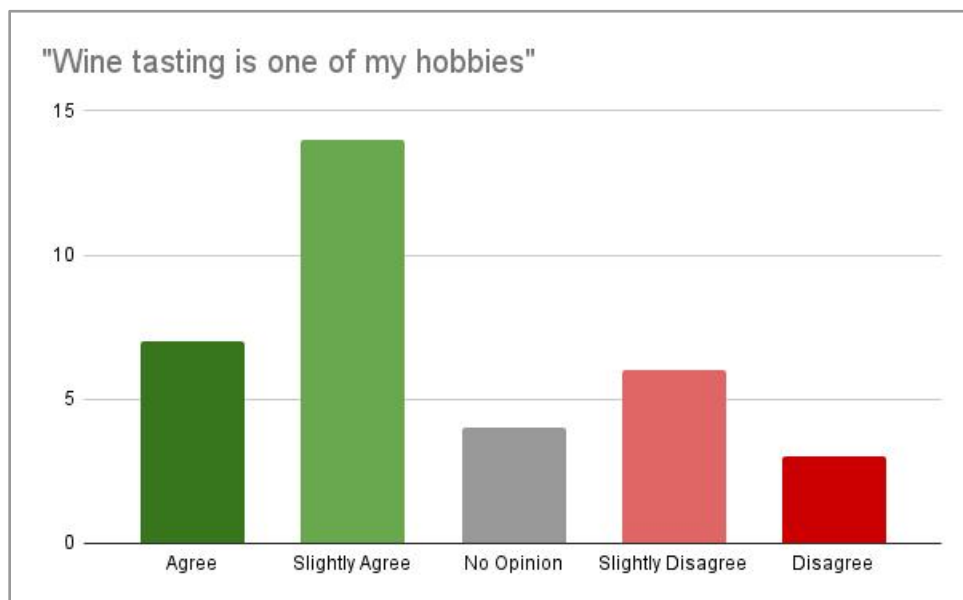
Figure (7.4) Results from asking if users consider wine tasting is their hobby

Personas

Name
Reginald

Job Title
Professor

Age
35 to 44 years

Highest Level of Education
Doctorate (e.g. PhD, EdD)

Social Networks

Industry
Philosophy

Organization Size
Cambridge University

Preferred Method of Communication
My Assistance

Job Responsibilities
Professor at Cambridge University

Reports to
No one

About Me
I often reflect while I smoke a corn top pipe and drink wine in a room only lit by candle light while reading a encyclopedia. I enjoy scoffing at the lower classes intellectual struggles.

Goals or Objectives
As a highly sophisticated connoisseur . I am now considering purchasing a winery and need to locate ones around my current location.

Biggest Challenges
Finding remote or unadvertised wineries

They Gain Information By
Viewing different wineries and meeting with owners

Figure (7.5)

Figure (7.6)

Figure (7.7)

Users of the System

Our primary, secondary and tertiary users were identified as such:

Primary

Local Wine Tourists

Secondary

General Public, Regular Tourists, International wine tourists

Tertiary

Wineries, Vineyards

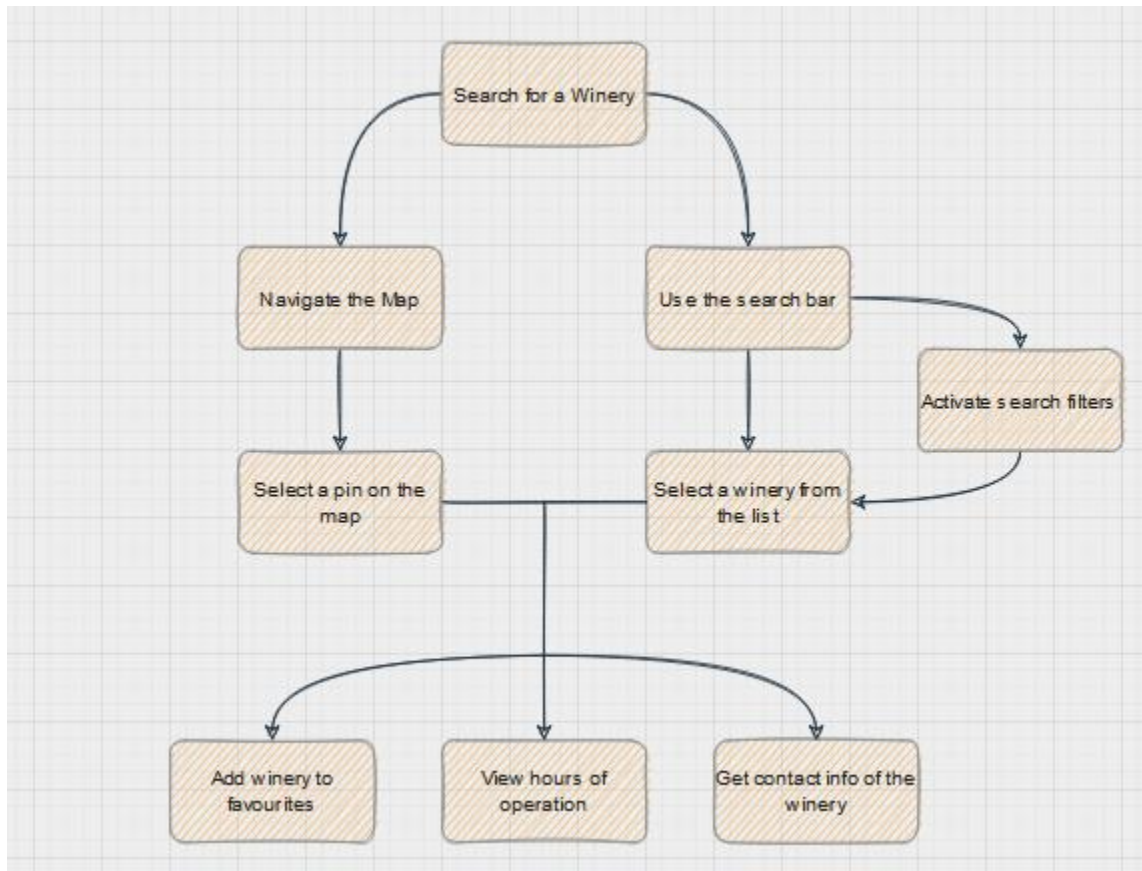# Analysis Techniques

Hierarchical Task Analysis

Figure (8.1)

Use Cases

Use case 1

Use Case Name: Searching a winery	ID:UC-001	Priority: High
Description: Locate a winery in my area		
Trigger: A person looking to locate a winery		
Preconditions: Main page is displayed. System is connected to the internet		
Normal Course: 1. User opens the search tab 2. User enters the name of a winery into the search bar 3. User selects the match to the winery from the list		
Alternative Course: 1.Open map view 2. Find the winery near user location		
Post-conditions: Winery contact and location information is displayed		
Exceptions: 2a User cannot locate the entered winery. Go back to step 1 and edit the search		

Summary Inputs	Source	Summary Outputs	Destination
keyword for a certain winery	User	text	User

Use case 2

Use Case Name: Add a winery to favorites	ID:UC-002	Priority: Medium

Description: Yhe user wants to add a winery to there favourites

Trigger: The user wants it to be easier to locate there favorite winery

Preconditions: Main page is displayed. System is connected to the internet

Normal Course: 1. User opens the search tab 2. User enters the name of a winery into the search bar 3. User selects the match to the winery from the list 4. User selects "add as favorite"	
Alternative Course: 1.Open map view 2. Find the favorite winery on the map 3. Select the pin of the winery 4. Select "add as favorite"	

Post-conditions: Winery is added to the favorites list

Exceptions: 2a User cannot locate the entered winery. Go back to step 1 and edit the search 4a Winery already added to favourites list.

Summary Inputs	Source	Summary Outputs	Destination
keyword for a certain winery	User	text	User