Pierre Dzący

"Happy wife – happy life"

Demographics

Gender: Male

Age: 70

Location: Zielona Góra

Relationship Status: In a happy marriage

Title: none

Education: lower

Goals

- Enjoy beers while socializing with longtime friends
- Stick to familiar, inexpensive beers
- Connect with others over simple shared experiences without focusing on complex beer discussions
- Occasionally try a new beer if recommended by friends, but only if it fits within his usual price range

Background Description

Pierre Dzący is a 70-year-old retiree living in a vibrant community where he cherishes his time spent with friends and family. Having dedicated a significant part of his life to his career, Pierre now enjoys a more relaxed pace, focusing on leisure activities and social gatherings. His personality reflects a friendly and approachable nature, making him a beloved figure among his peers.

Hobby:

- Crosswords
- Fishing
- Meting with his friends (drinking beer!)
- Watching sports

Key needs:

- Simple, clear way to share his experience with beer
- Casual social interactions with others who enjoy similar, mainstream beers
- No pressure to dive deep into complex beer ratings or reviews

Behavior:

- Uses the platform occasionally, mostly when prompted by friends or after trying a new beer
- Prefers quick, straightforward ratings
- Follows a few close friends on the platform and pays attention to what they are drinking
- Doesn't explore the platform much for new beers but will try something new if a trusted friend recommends it

Key Use Cases:

1. Rating a Cheap Beer:
- Steps: Pierre grabs a cold can of his favorite budget beer, like Żubr, while watching a game with friends. After his buddy nudges him, he opens the app, quickly rates it and moves on.
- Outcome: Pierre's rating is posted without needing to write a detailed review

2. Checking What His Friends Are Drinking:
- Steps: Pierre is out at a bar with his buddies and wants to try something different, but he's not sure what's good. He opens the app to see what beers his friends have rated recently, spots one that his friend really liked, and orders that.
- Outcome: Pierre finds a new beer to try based on the simple recommendations from people he trusts.

3. Casual Social Interaction:
- Steps: After rating a few beers, Pierre notices his friend Zdzichu has commented on one of his ratings, making a joke about how Bob always drinks the same stuff.
- Outcome: The app provides a casual, fun way to stay connected with friends and keeps the social aspect of beer drinking alive between in-person meetups.

Samuel Szczupak

"Beer is not just a drink; it's an adventure waiting to be shared with friends."

Demographics

Gender: Male

Age: 41

Location: Gdańsk

Relationship Status: single

Title: none

Education: higher

Goals

- Discover new and unique beers to try

- Share beer ratings and reviews to showcase expertise

- Engage with a community of fellow beer lovers

- Learn about brewing techniques and trends

Background Description

Samuel is a 41-year-old beer enthusiast and craft beer connoisseur who thrives on exploring the diverse world of unique brews. His passion for beer extends beyond mere consumption; he sees it as an opportunity for community engagement and personal expression. With a strong desire to connect with fellow beer lovers, Samuel has cultivated a vibrant social circle centered around this shared interest.

Hobby:

- Craft beer testing
- Homebrewing
- Attending beer festivals

Key needs:

- A platform that allows detailed beer reviews and ratings
- Ability to discover and track new beers from various breweries
- Interaction with other users who share a passion for craft beer
- Access to recommendations based on personal preferences

Behavior:

- Visits the platform multiple times a week, especially after trying new beers
- Actively engages with content by leaving reviews and ratings
- Searches for new beers using filters like style, region, or brewery
- Follows beer aficionados and breweries for new recommendations

Key Use Cases:

1. Rating a New Beer:
- Steps: Samuel tries a new beer and logs into the platform. He searches for it by name, selects it, and gives it a 4.5-star rating. He leaves a detailed review about its taste profile, aroma, and body.
- Outcome: His review is shared with his followers and contributes to the beer's overall rating.

2. Discovering a New Beer:
- Steps: Samuel is looking for a new Łomża to try. He filters beers by "Łomża" sorts them by highest ratings, and finds a highly recommended local brew. He adds it to his "Try Later" list
- Outcome: Samuel discovers a beer he wouldn't have found otherwise and has a personalized list of beers to try.

3. Interacting with the Beer Community:
- Steps: After leaving a review, Samuel checks his notifications and sees a message from another user who enjoyed the same IPA. They discuss the beer's flavor profile and start following each other.
- Outcome: Samuel builds relationships with like-minded beer lovers and expands his beer-tasting network.

Maria Jesień

"Life is too short for boring beers; let's make every sip an adventure!"

Demographics

Gender: Female

Age: 24

Location: Sopot

Relationship Status: single

Title: none

Education: student

Goals

- Find fun new beers to try with friends
- Meet people with different tastes and explore new recommendations
- Use beer ratings to make decisions on what to try next
- Enjoy casual socializing rather than technical beer discussions

Background Description

Maria Jesień, a 24-year-old university student, enjoys exploring new beers with friends while socializing at bars and breweries. With a budget of 400 PLN a month, she values quick ratings over detailed reviews and seeks out trending options to enhance her outings. She's also open to meeting new people and hopes to connect with potential dates through shared beer adventures.

Hobby:

- Socializing with friends
- Going to bars/clubs
- Exploring new places

Key needs:

- A platform that allows quick, easy beer ratings without complexity
- Ability to connect with others, especially those with different preferences
- Fun and engaging content, like beer trivia or events
- Beer recommendations tailored to social occasions

Behavior:

- Uses the platform on weekends, especially when out with friends at a brewery
- Leaves quick ratings, usually without detailed reviews
- Looks for highly rated or trending beers to try
- Uses the social features to follow users with different beer tastes

Key Use Cases:

1. Finding a Beer for a Night Out:
- Steps: Maria is at a brewery with friends. She opens the app, filters beers by "Most Popular" in her location, and sees what others are recommending. She chooses a highly rated local lager.
- Outcome: Maria quickly finds a great beer to enjoy with friends and shares the experience by leaving a rating.

2. Meeting Someone with Different Tastes:
- Steps: Maria follows a user who loves Sommersby, a style she rarely tries. After reading one of his reviews, she decides to give Sommersby a try.
- Outcome: Maria broadens her beer preferences through other's reviews.

3. Sharing Beer Experiences with Friends:
- Steps: Maria and her friends all try different beers at a brewery. She logs into the app, creates a group review where everyone rates the beers they've tried, and shares it with her social circle.
- Outcome: Maria enjoys a shared social experience with friends and helps others discover what beers to try or avoid.

Alex Smith

"Good software, like fine wine, takes time to develop."

Demographics

Gender: Male

Age: 32

Location:

Relationship Status: single

Title: none

Education: higher

Goals

- Create user-friendly features that enhance the beer-rating experience
- Integrate social functionalities to foster community engagement
- Implement robust algorithms for personalized beer recommendations
- Collaborate with designers to improve the app's interface and user journey

Background Description

Alex, a 32-year-old mobile app developer, combines his tech skills with a passion for craft beer. He loves exploring breweries and sharing recommendations with friends. Always eager to connect with fellow developers and beer enthusiasts, he views the page as a way to enhance the beer-drinking experience for all users.

Hobby:

- Exploring craft beers and local breweries
- Attending hackathons focused on mobile development
- Playing video games and experimenting with new programming languages

Behavior:

- Regularly reviews analytics to understand user engagement and app performance
- Engages in discussions with users to gather feedback and insights
- Participates in coding forums to share knowledge and learn from peers
- Follows tech blogs and attends meetups to stay current on industry trends

Key needs:

- A platform for testing and deploying new features effectively
- Access to user feedback for continuous improvement of the app
- Collaboration tools for working with the marketing and design teams
- Resources for keeping up with mobile development trends and best practices

Key Use Cases:

1. Developing a New Feature:

- **Steps:** Alex identifies user needs for a new social feature, prototypes it, and gathers feedback from beta testers.
- **Outcome:** Successfully launches a feature that increases user interaction and satisfaction.

2. Improving User Experience:

- **Steps:** Analyzes user feedback on the app's interface and collaborates with designers to implement changes.
- **Outcome:** The app becomes more intuitive and visually appealing, leading to higher retention rates.

3. Collaborating with Marketing:

- **Steps:** Works with the marketing team to create engaging content that highlights new features and user stories.
- **Outcome:** Increased user engagement through effective promotion and community-building initiatives.