Profile

1. Name: Pierre

Surname: Dzący

Age: 70

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

Hobby: crosswords, fishing, meeting with his friends (drinking beer!), watching sport

Income: 2200zł/month - retired

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.

2)

Name: Samuel

Surname: Ussy

Age: 41

Income: 13,450/month

Hobby: Craft beer testing, homebrewing, attending beer festivals

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

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.

3)

Name: Maria

Surname: Jesień

Age: 24

Income: 400/month (student)

Hobby: Socializing with friends, going to bars/clubs, exploring new places

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

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.