

# **BeerHere**

## Conceptdocument

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# **Concept**

Want to drink a specific craft beer with some friends? or are you just hanging out in the city looking for a place to drink? Our app has got you covered. With BeerHere™ you can find the best local bars in your neighbourhood. Find the bar you are looking for.

Opening the app you'll get to see plenty of search options. Want to try a specific beer, or are you just looking for the best seats. After filling in your needs it will open up a map with bars close to your location. Tapping these on the map will open up a window with more information about the bar, like the opening times and the menu.

In this document, we are going to apply the knowledge we gained from the workshops to our concept. This includes personas, scenarios, storyboard, flowchart, paper prototypes and a user test. This will give us insights and a better understanding when making decisions while making the app.

## Personas:

### Persona 1:

Name: Frank Whitlocke

Age: 25

Job: Physics Teacher

City: Cardiff

Status: Single

Favourite TV-show: Pawn stars

Favourite music: Pop

Hobby: Drinking with friends, Working out, playing video games with friends



### Persona 2:

Name: John Stevenson

Age: 29

Job: Furniture designer

City: Dublin

Status: Single

Favourite TV show: Seinfeld

Favourite music: Country

Hobby: Drinking craft beers, spending time with friends



## Scenarios:

### Scenario:

The user is chilling with his friends in the city and is looking for a place to have a drink. They open BeerHere and use the map to find a bar.

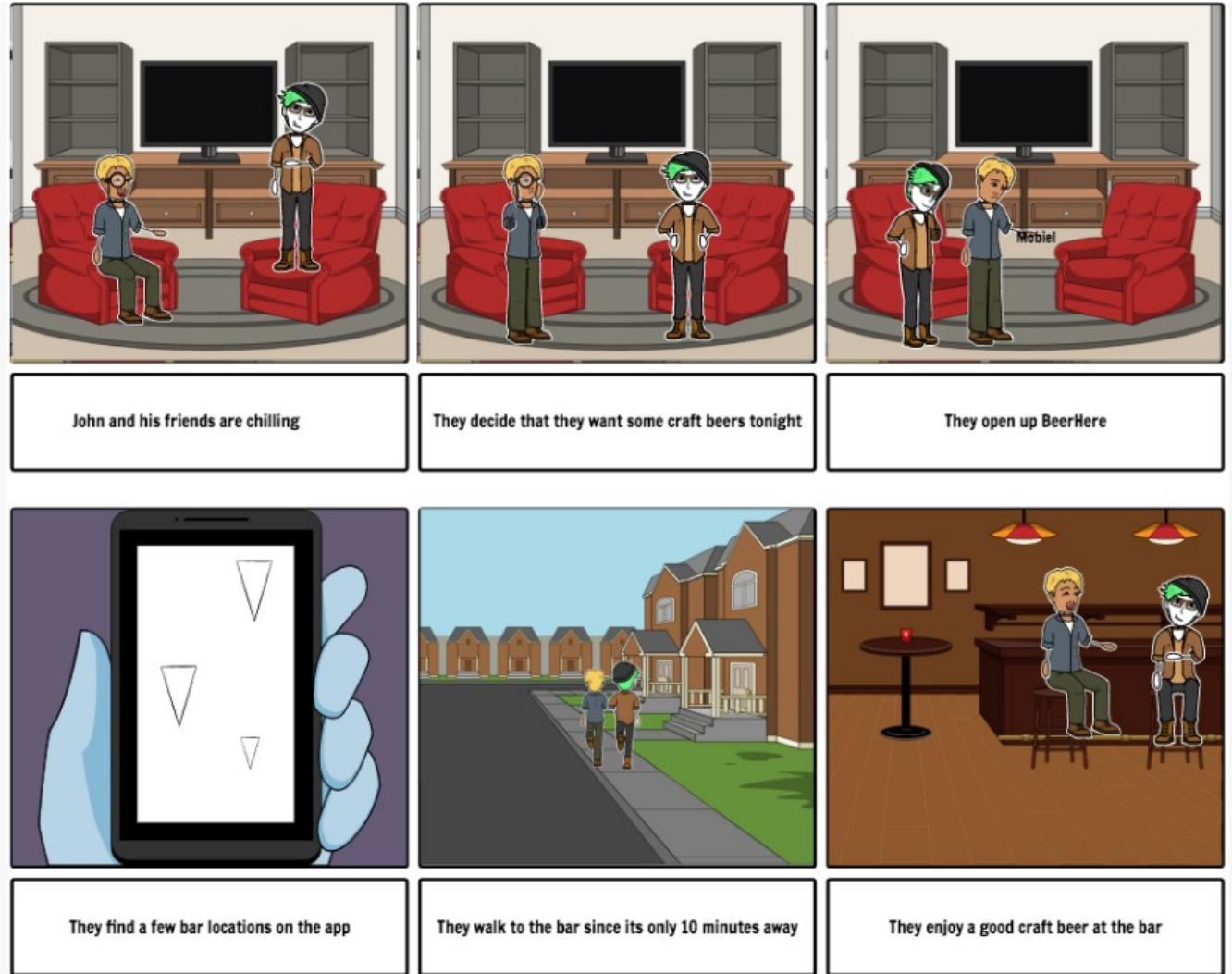
### User-Scenario:

John and his friends are at John's apartment in Eindhoven. They have been drinking for a while and are bored with the normal beers. They want to look for a bar near them with some craft beer. They use the app and easily find a bar that's only 10 minutes away from the apartment.

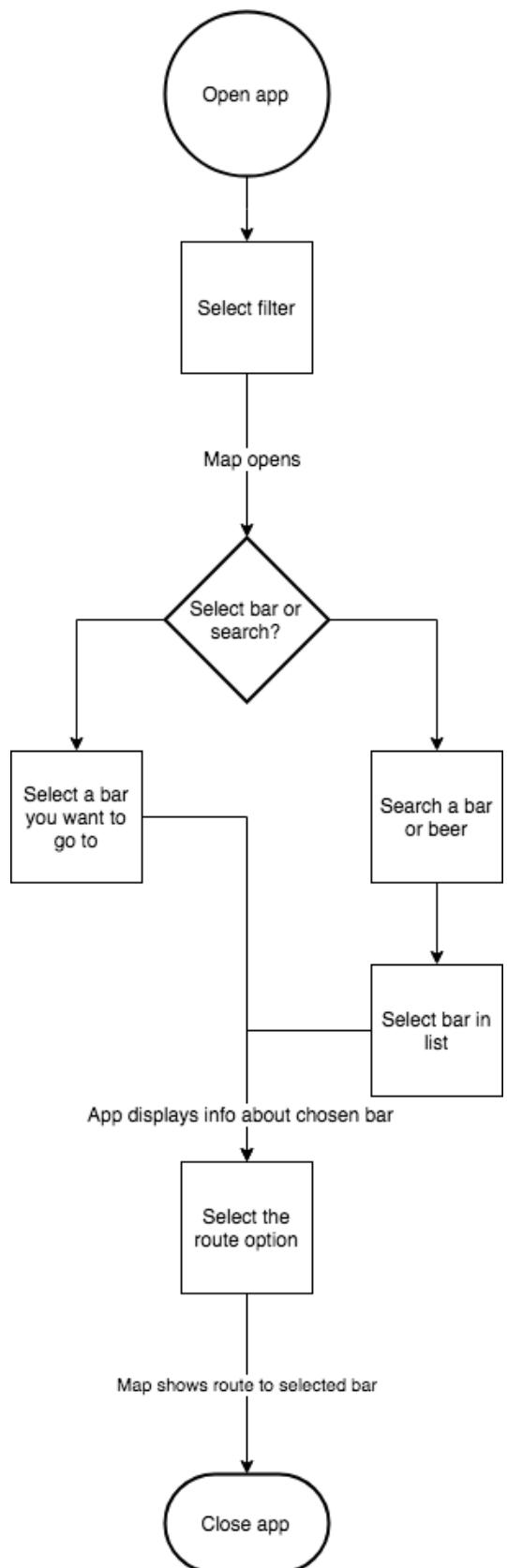
### Use-Case:

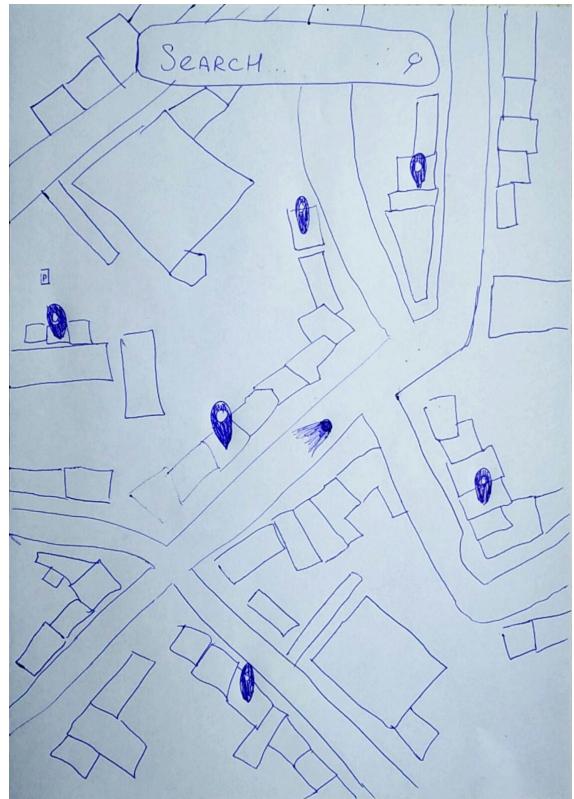
John is at his friend's house in Amsterdam. They want to go out to some bars that serve craft beers. They are looking for a few special beers that they want to taste tonight. They search for the beers using the app and find all the bars that serve those beers. They go around the bars all night and have a great night out.

## Storyboard:

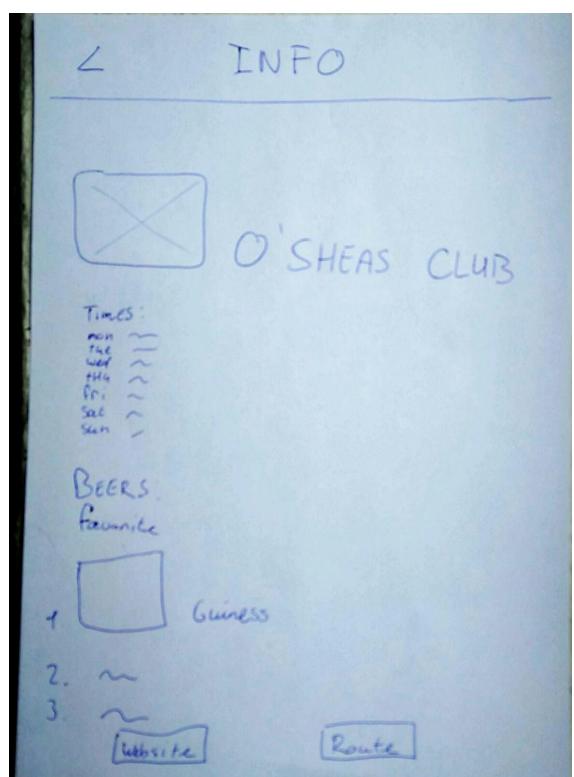
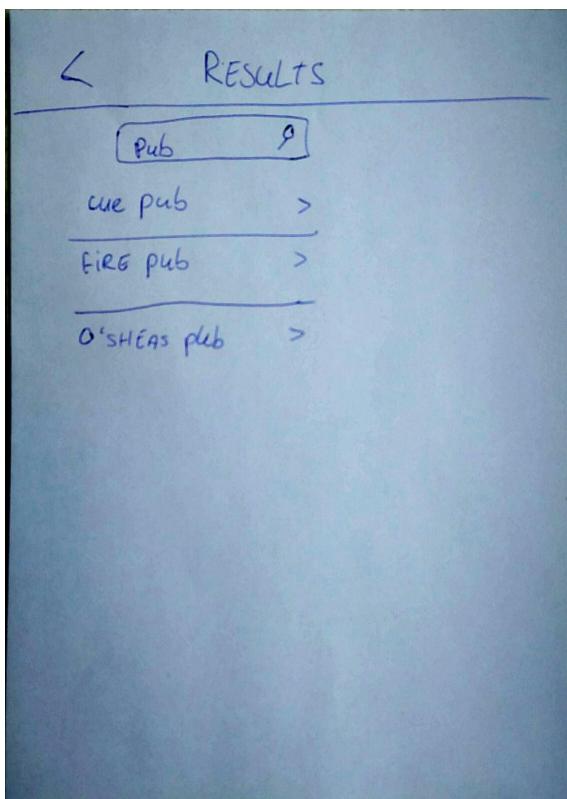


# Flowchart





## Prototype:



# **Testing:**

We are going to ask the target group to test our prototype. First of all, we are going to let them use the app freely, let them use it and don't give any hints. After that we ask the following questions.

## **Questions:**

1. What do you think about the looks?
2. Did you like the flow of the applications?
3. Did the app feel intuitive?
4. Do you think this app is useful to you?
5. How often do you struggle with the problem the app tries to solve?
7. Do you feel like there is a missing function?
8. If you want to search for a bar, what do you search for?
9. Do you think it shows enough information about the bar?
10. When you start up the app, is it clear where it should be used for?

## **Testreport:**

### Tester 1:

1. layout looks good.
2. Works as you would expect, change the position of beers on the bar info page.
3. yes
4. If the tester is in a different city he might use it to find a bar.
5. Not very often, only when I'm in another City.
7. Can't think of one as of right now
8. The name.
9. Show prices on info page. "Bring me home" button for when you're drunk.
10. Not really, show some intro page.

### Tester 2:

1. Nice that you open on the map.
2. Not a lot of windows, so yeah, kinda.
3. Yes, small and practical
4. As a craft beer fanatic who loves to go out with friends, yes.
5. This happens to me at least once per 2 months, when i go out with friends
7. Show distance between current location and bar when searching. Show how the beer is served. Add intro page to set max distance filter.
8. The beer
9. Show a bigger picture of the bar on the info page. Change times into opening times.
10. Not really, a logo or intro page would be nice.

## **Conclusion:**

After interviewing a few user from the possible target group we found out we have a few things we can improve. One of the testers told us to add the distance between you and your bar, we were thinking about adding this together with a function that shows directions towards the bar. Both testers also said we should change the layout of our information page and add the prices for the popular beer/all the beers in the shop.