

What The Wine

User Research - Questionnaire Results

May 2021

Question categories

General

- Age
- Gender
- Location

Purchasing process & motivation

- How often do you buy wine?
- Why do you buy wine?
- Where do you usually buy wine?
- What do you look for when buying wine?
- On a scale from 1 to 5: How much do you know about wine? How confident are you when choosing wines?
- What would you like to know when choosing/buying wine?
- What frustrates you the most when choosing/buying wine?
- What kind of help do you consult during your decision?

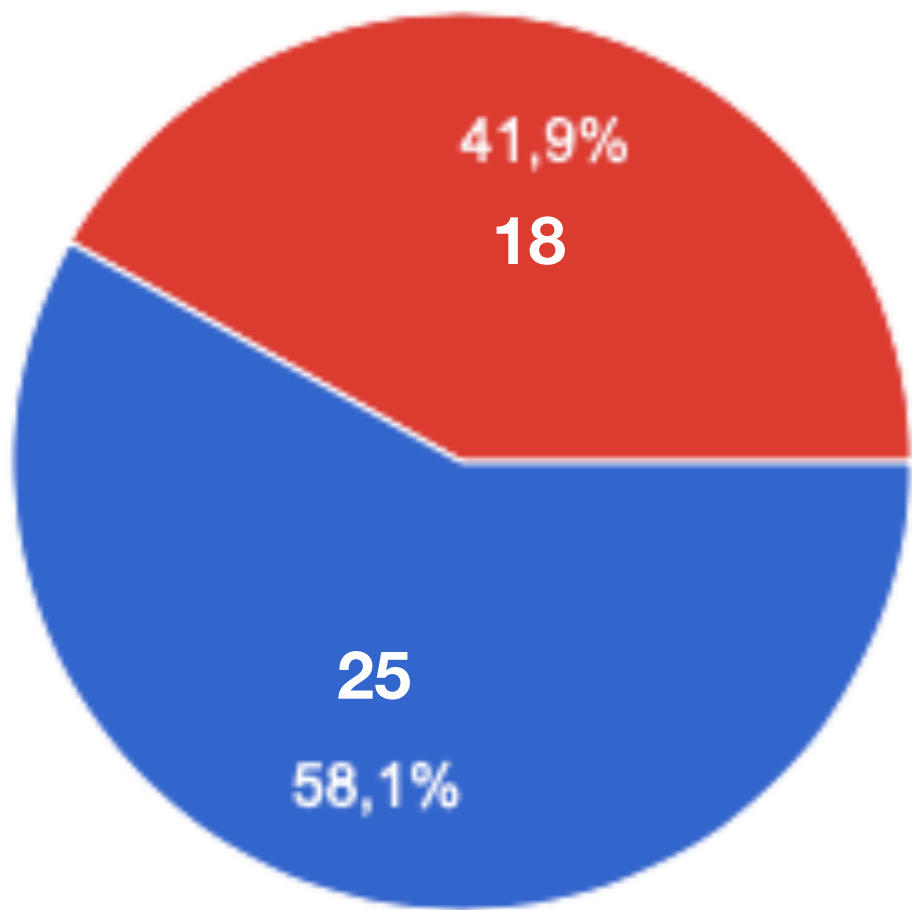
Experience with other apps/websites

- Have you ever used some wine recommendation websites/apps? (if yes please specify)
- If answered no: Please explain why
- If yes, what was your experience with it?
- Any problems that occurred?

General

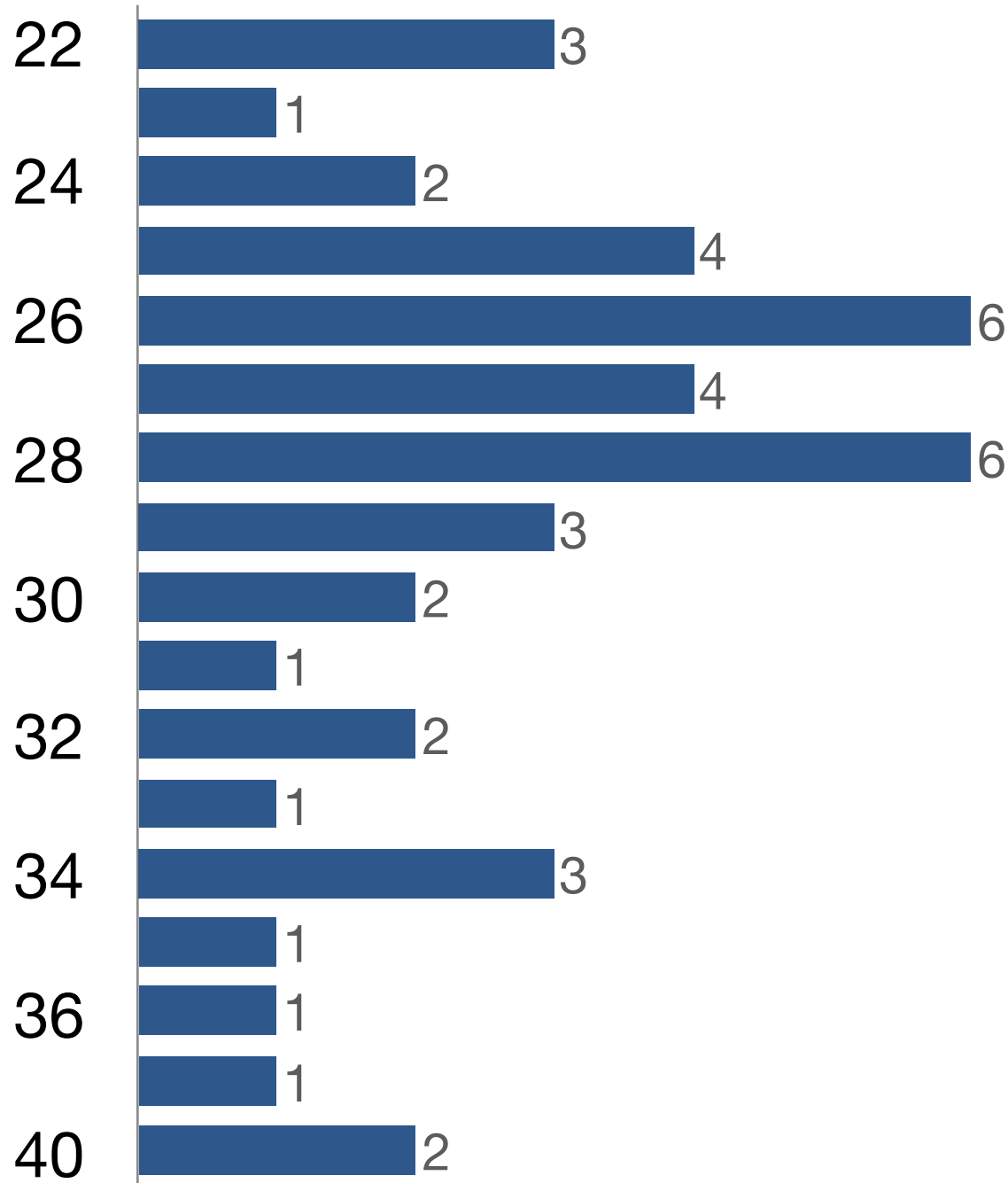
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Gender

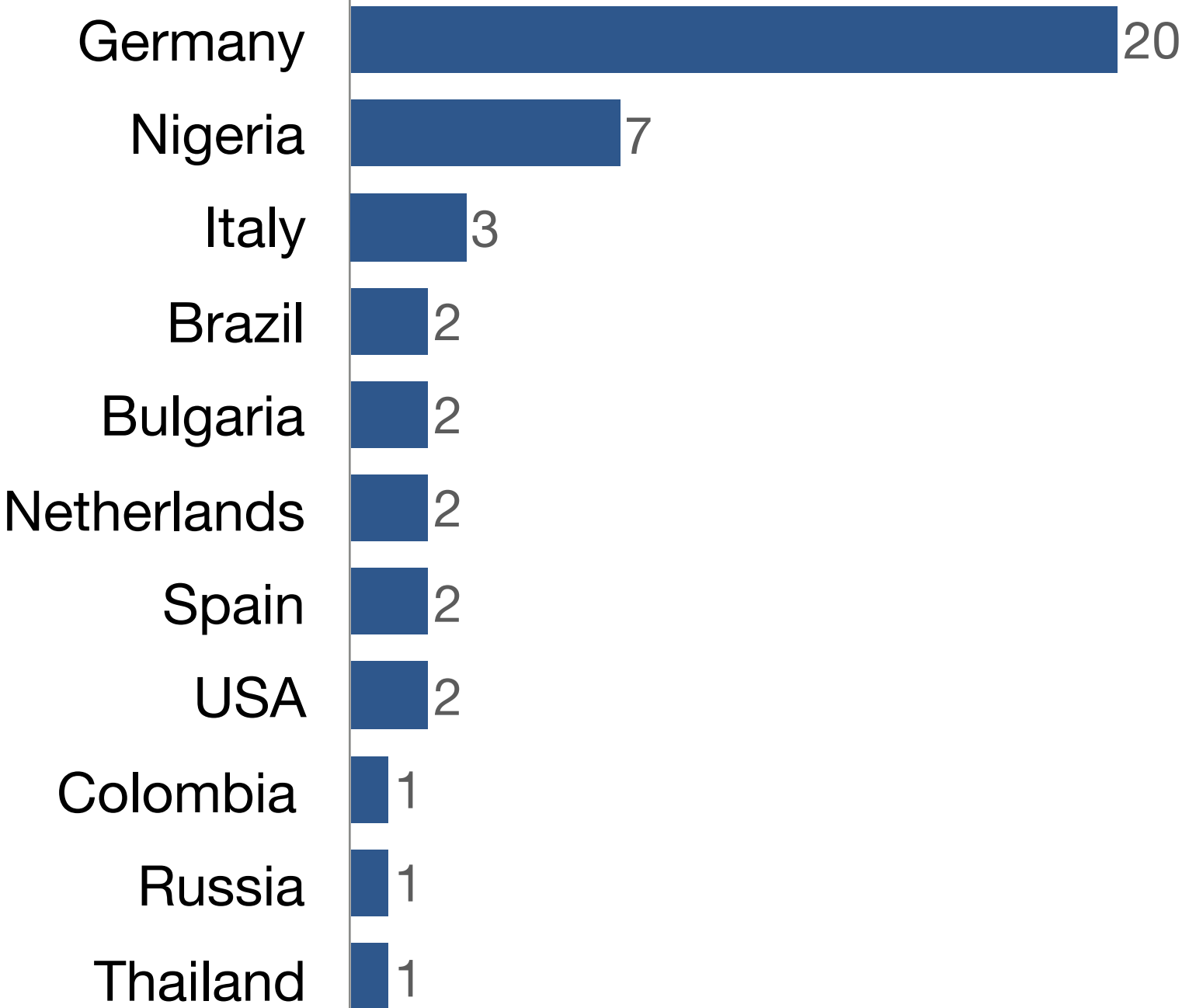


- Female
- Male
- Other
- I prefer not to say

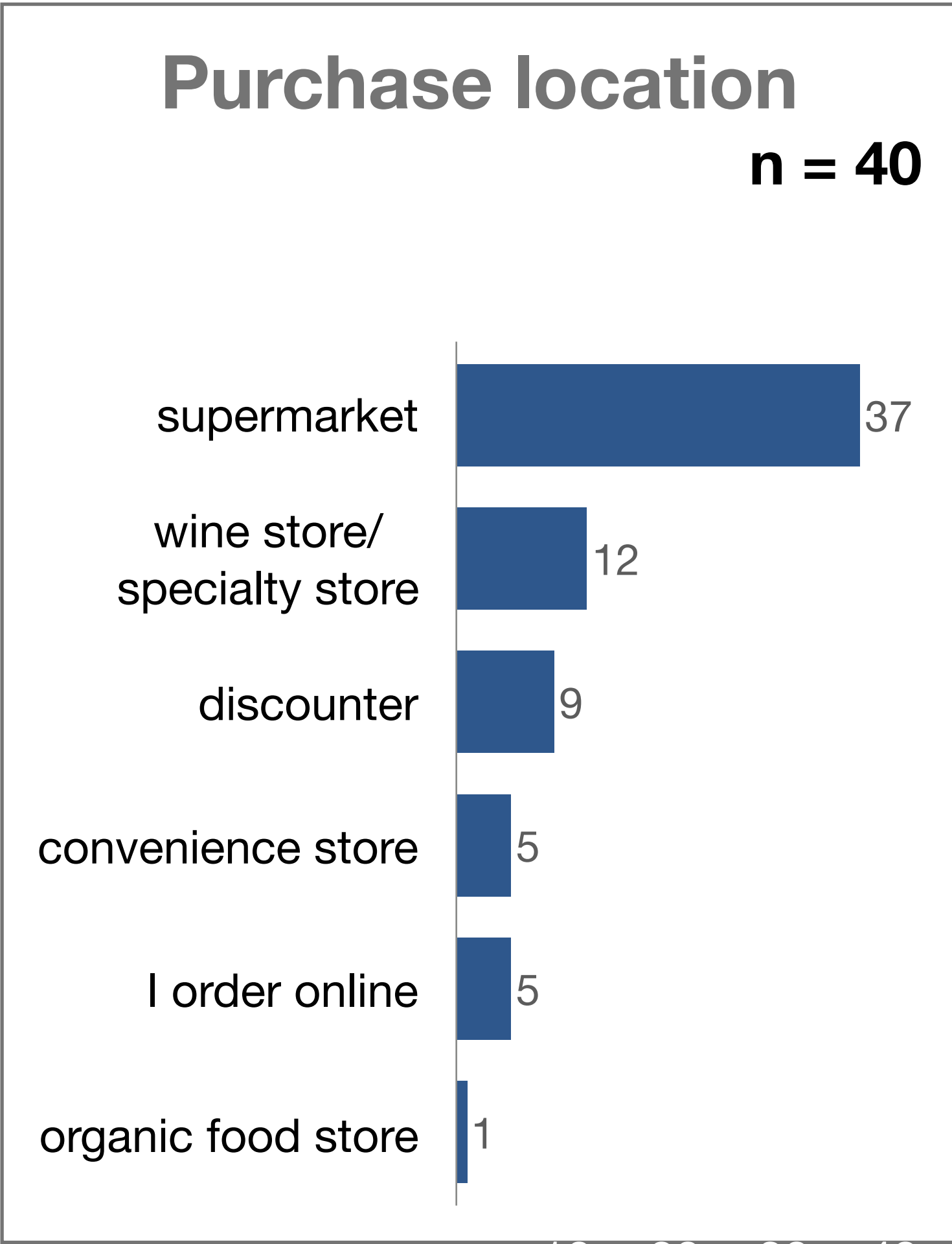
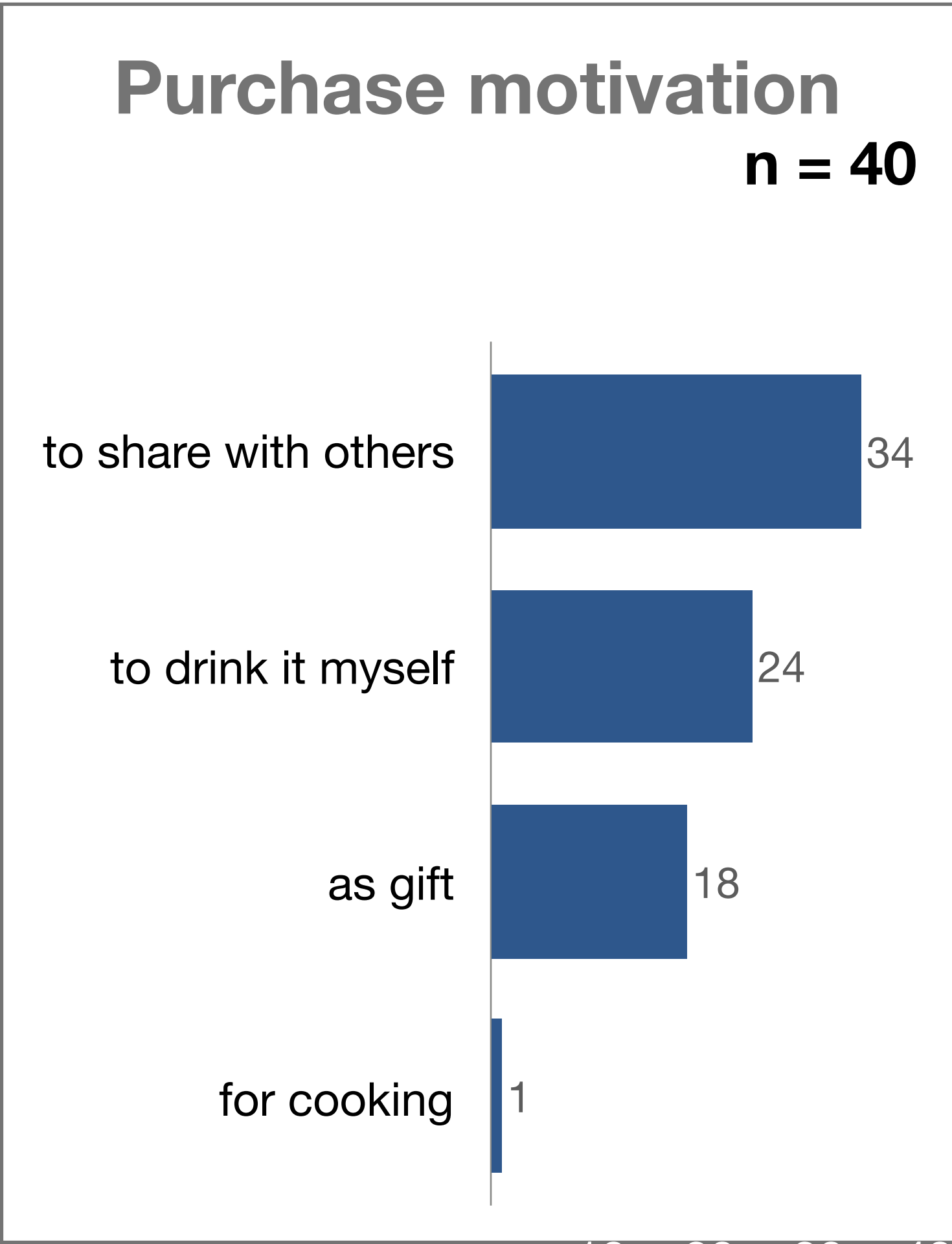
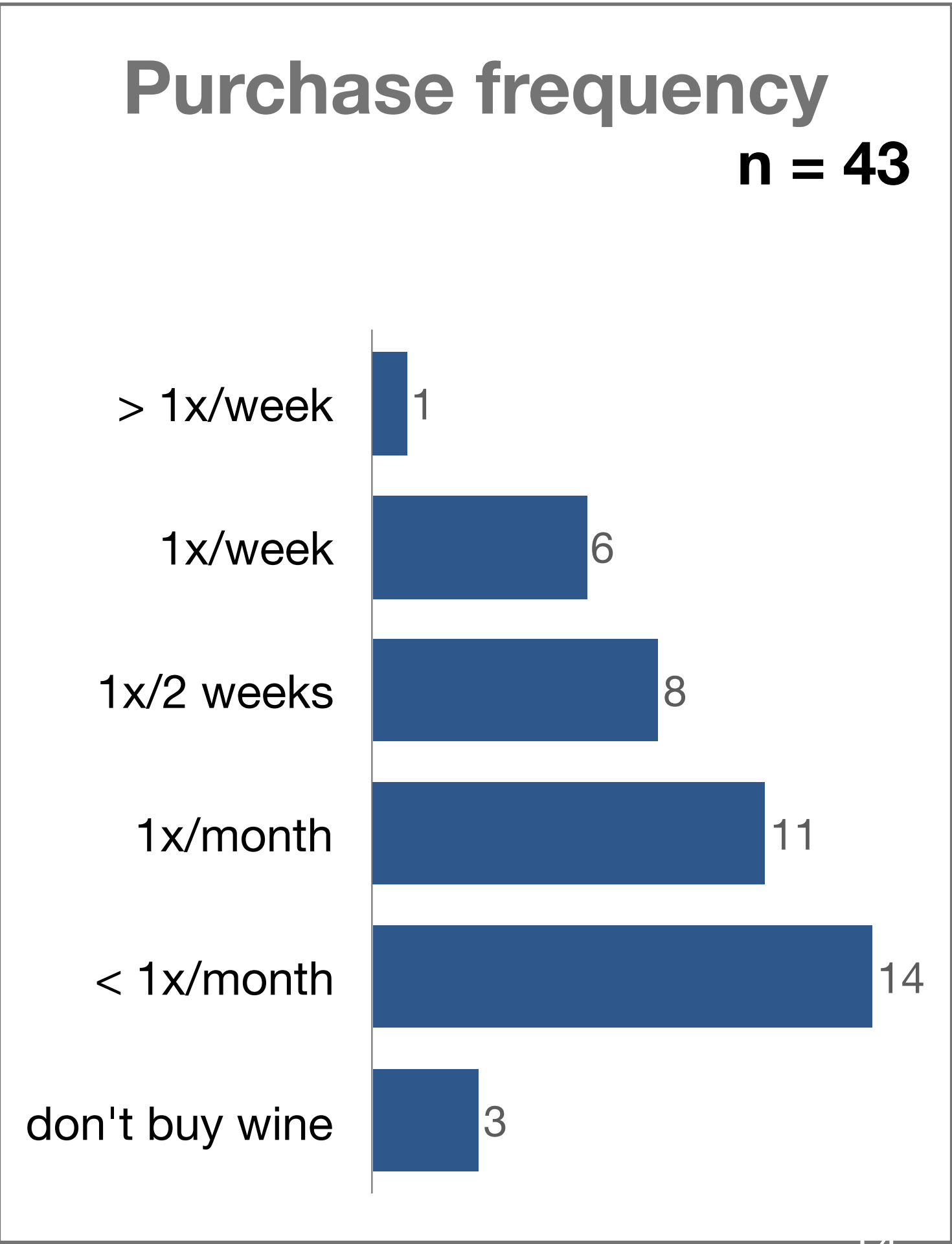
Age



Location

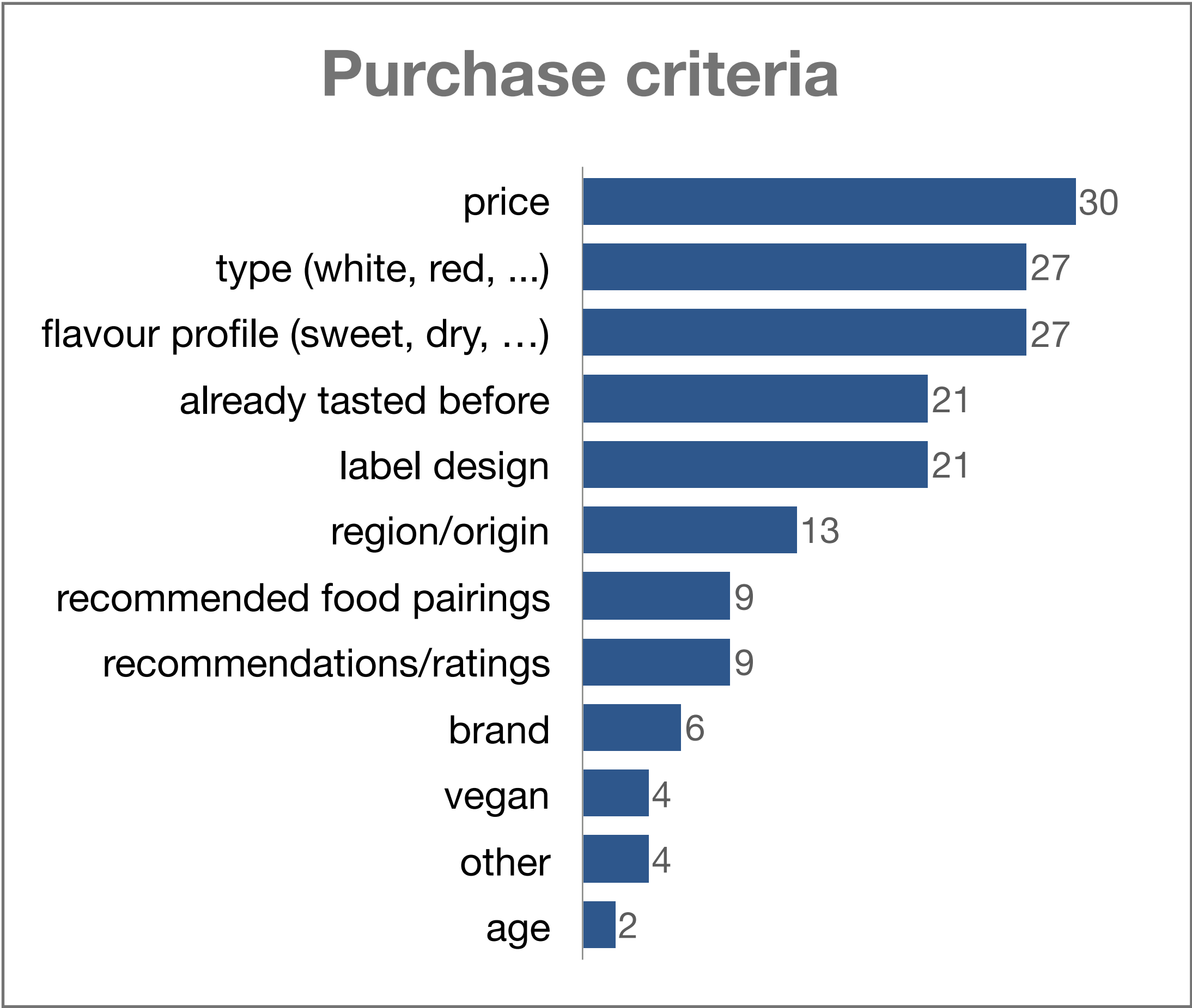


Purchasing process & motivation



Purchasing process & motivation

n = 40



Purchasing process & motivation

n = 40

During purchase I would like to know more about...

taste (21)

- flavour notes/profile (6)
- more concrete (bitter, sweet, acidic) (5)
- whether most people would enjoy it (2)

food pairing (9)

winery/origin (5)

ratings/reviews (4)

- friends
- professionals

grape type (4)

method of winemaking (2)

occasion fit (2)

Other aspects:

- price
- quality
- natural or not?
- does it match other wines i liked
- age
- alcohol percentage
- more unbiased info (not only branding/advertising)

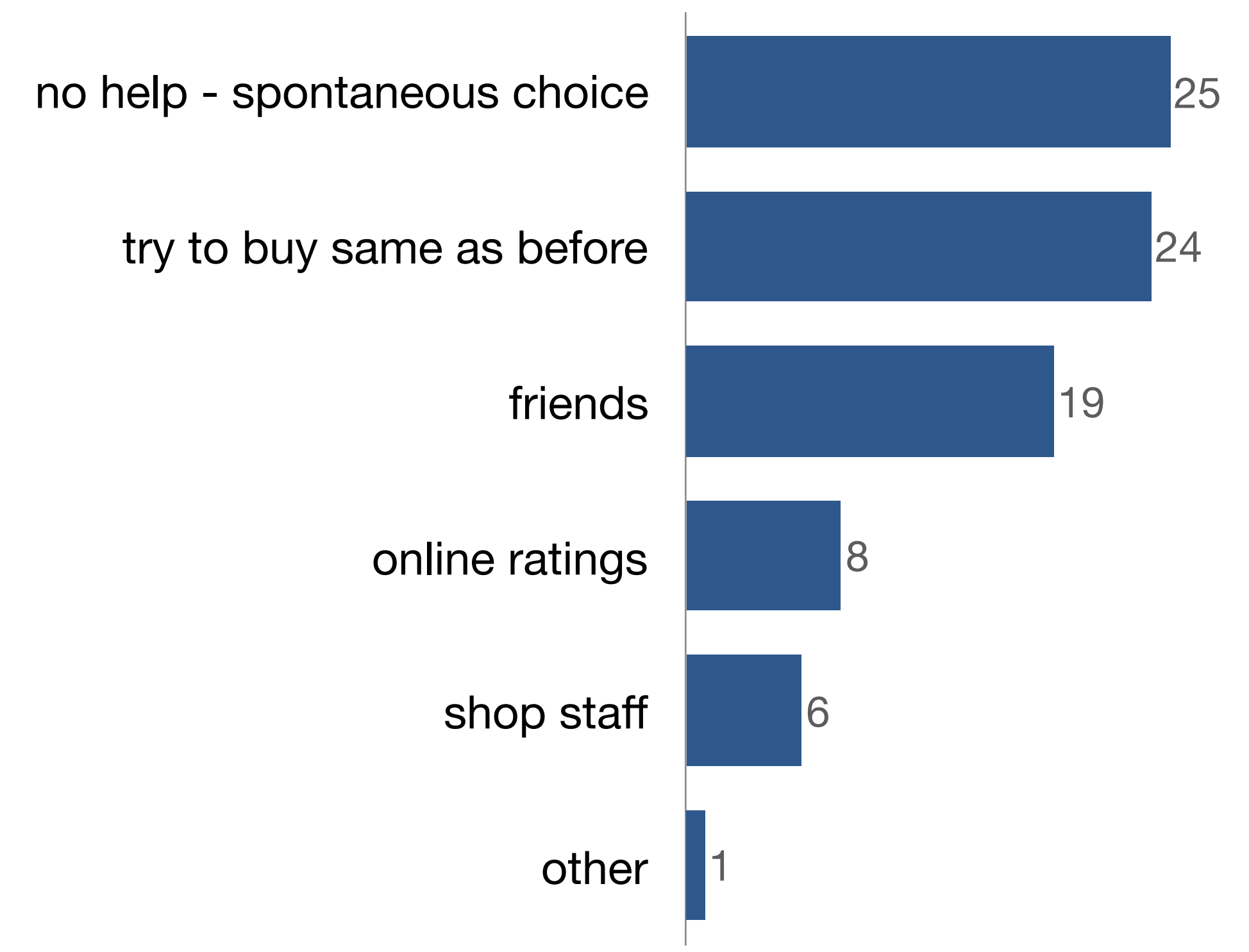
Purchasing process & motivation

n = 40

During purchase I am frustrated about...

- actual taste (17)
- price / price vs quality (7)
- too much choice (7)
- not enough information (4)
- too much information/difficult to understand (3)
- food pairings
- origin & producer
- unclear information/hard to find
- reading all bottles takes too much time
- no corkscrew at home

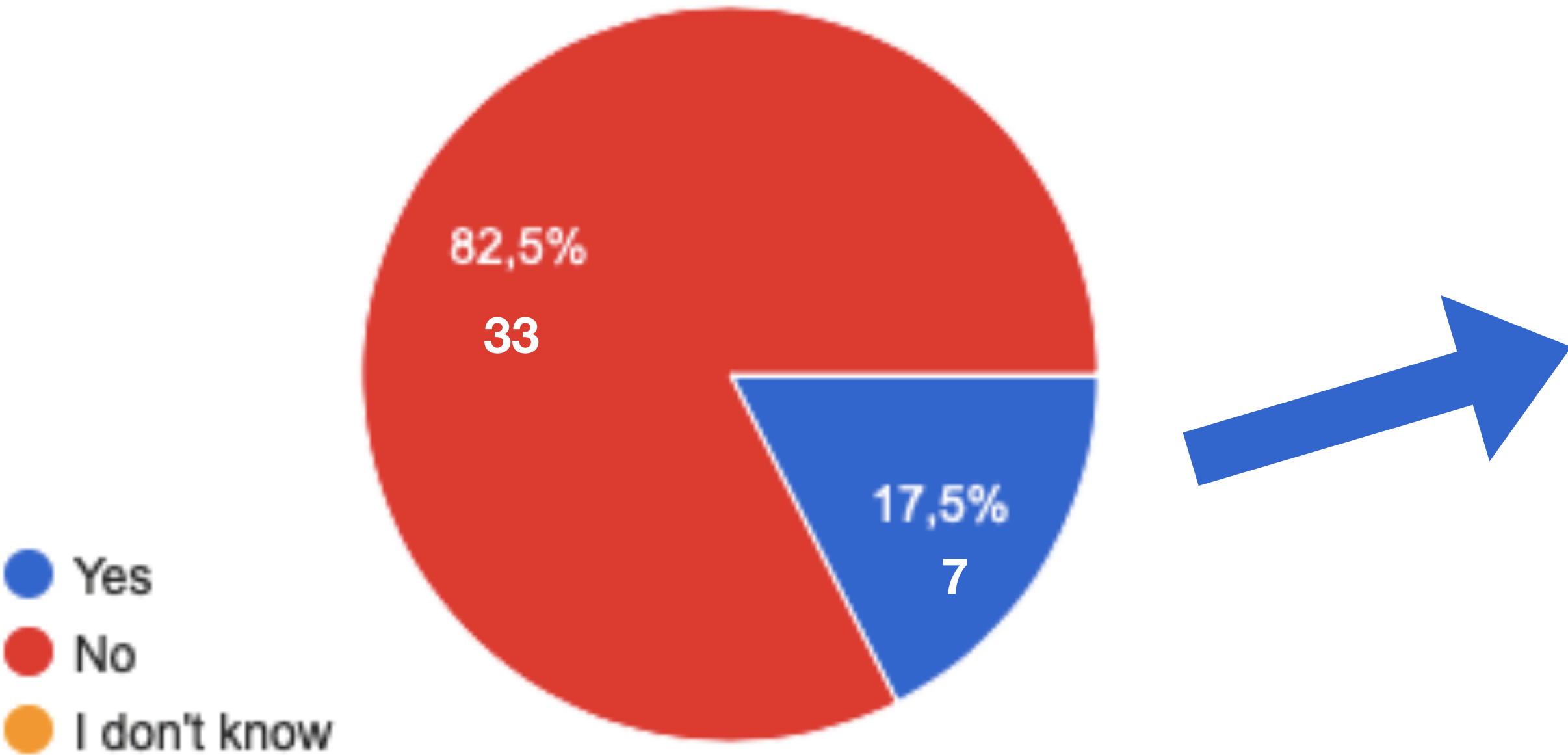
Help respondents consult



Experience with other apps/websites

Previous use of wine recommendation apps/websites

n = 40

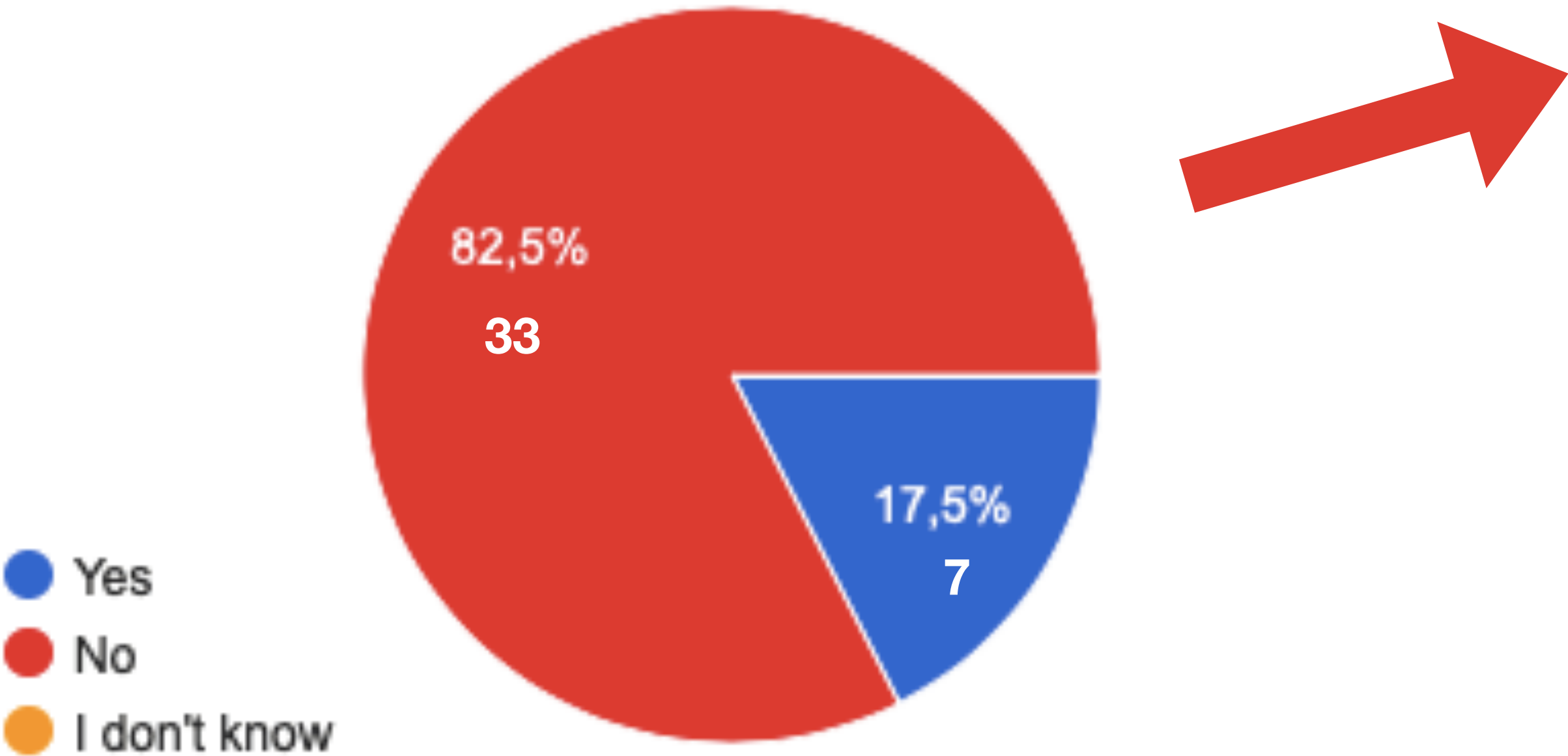


wine recommendation apps/websites used	
Vivino (5)	
<u>lestradedelvino.com</u> (1)	
various apps (1)	
Experience	Problems
Fine, but not convincing	not worth it (2) no internet in store rating sources unreliable ratings limited database privacy settings

Experience with other apps/websites

Previous use of wine recommendation apps/websites

n = 40



Reasons

don't know/never thought about it (13)

no benefit so far/no necessity (9)

no time/takes too much effort (4)

like to choose myself (3)

not too interested in wine (3)

no internet connection in store

never actually remember to use one

ratings are not objective

store might not have it