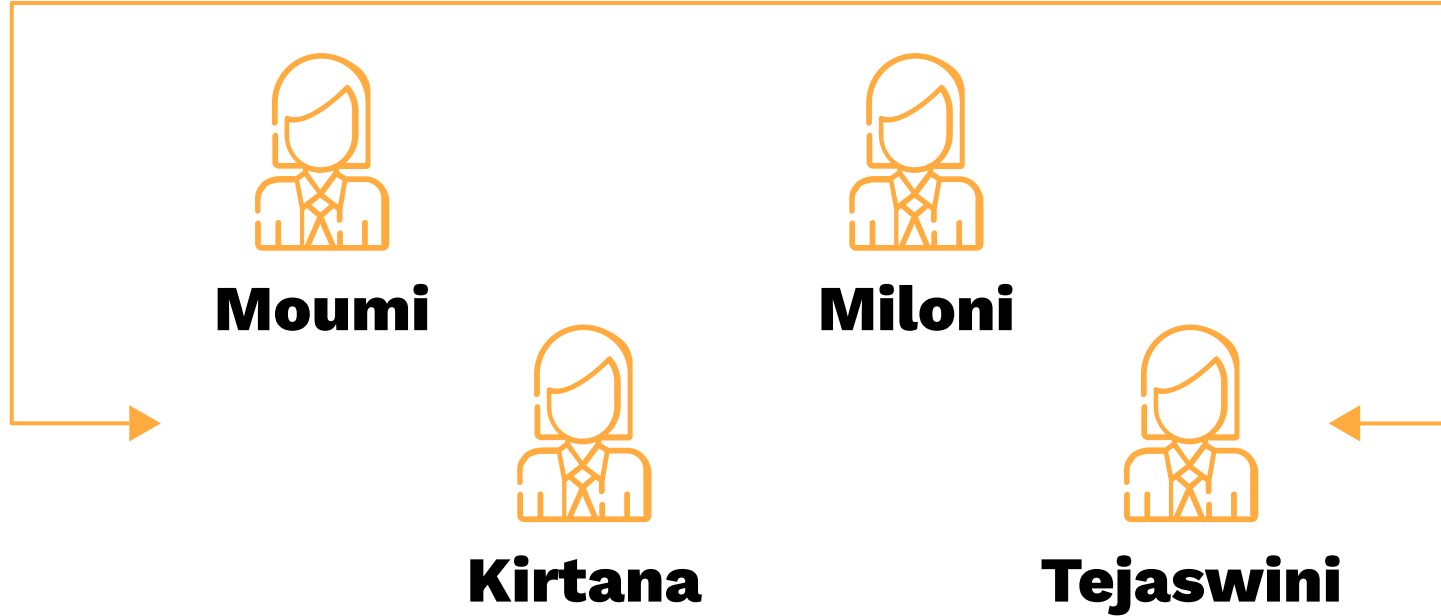


MSIS 2604
Information Systems
Policy & Strategy

PIX WINE DISCOVERY

Image Source: [Link](#)

Our Team





**Wine-tasting is all about
the Experience**



01

Who Are We?

Our Mission and Vision





About Us:

Pix is the world's first wine discovery platform with a simple matchmaking mission: to pair people with bottles that bring them joy.

Our Mission:

Our mission is as simple as it is essential. We exist to connect as many people to the world of wine as we can. We're here to build a bigger tent for wine, and to invite everyone inside.

Our Vision:

A wine world that welcomes everyone, no matter what they want from wine.



Image Source: [Link](#)





02

The Wine Market



Wine E-Commerce

**\$2.2 Billion
(2023)**

The market size is measured by revenue, of the Online Beer, Wine & Liquor Sales industry.

How many people buy wine online?
Online sales totaled about 4% of off-premises alcohol sales in the U.S. last year, up from almost 1.9% of sales in 2019

The United States consumes the largest volume of wine of any country, at 33 million hectoliters in 2021





03

Current Problem





Current Problem



Currently, Pix is having much lower revenue as compared to its few competitors in the market due to absence of points-of-difference (POD) which has resulted in the following consequences:



- Inconsistent customer engagement with the products on the website due to a wide collections of items
- Lower customer satisfaction rate
- Poor website traffic and conversion rates





04

Proposed Solution



Proposed Solution

- **The launch of a mobile application** towards strengthening the image of any brand. This increases recognition and solidity in the eyes of users
- **Build a search or tagging feature** that analyzes a consumer's taste palette, and enable the machine to learn about tastes and preferences to categorize and provide better informed search results for users
- **Integrate an AI based chatbot feature** to create a more engaging experience to customers and provide them with the products or answers they are looking for without traditional customer service agents and phone calls





05

Competition and Current State





Them

- Existing pre-defined palette for user to choose from
- No provision for the first-timers to understand their palette
- No sample-sized wine combinations available for tasting before buying a full-sized bottle

-
- Abundant data about palette preferences through feedback and articles by wine experts
 - Data about customer behavior obtained from surveys Combination of ML algorithms and AI to predict specific palettes
 - To Enhance wine -tasting experience with home delivery of customized sample-sized bundles of wine combinations.
 - Future- VR integrated with existing tech to enhance the experience

Us



06

Gap Analysis



CURRENT STATE

- ✓ Simple search engine with non-personalized or user-centric options to purchase
- ✓ The Drop blog articles with expert opinions, customer reviews, customer feedback.
- ✓ A native web application since beginning which depends on Internet at all times.

TARGET STATE

- ✓ Incorporate and customize food palette with the aid of ChatBot
- ✓ Utilize the information from feedbacks, surveys and reviews to increase customer engagement on platform
- ✓ To build a mobile application to observe more user behavior

GAP ANALYSIS

- ✓ Some of the most popular wines are ending up with least reviews due to palette errors
- ✓ Leveraging AI to extract information from the blogs to address customer needs
- ✓ A mobile app use trend is pretty obvious to remain competitive.

07

Customer Journey Map

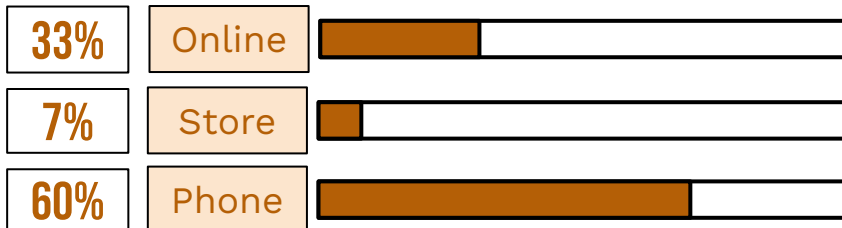


User Persona Profile



- Rahul is a graduate college student at Santa Clara University.
- He's from India, and has recently moved to USA for his MS.
- He is 25 years old and has an active social life.

SHOPPING CHOICES



PRODUCT EXPERIENCES

01	Website is slow
02	Novice with wine
03	Too many choices

FOOD INTERESTS

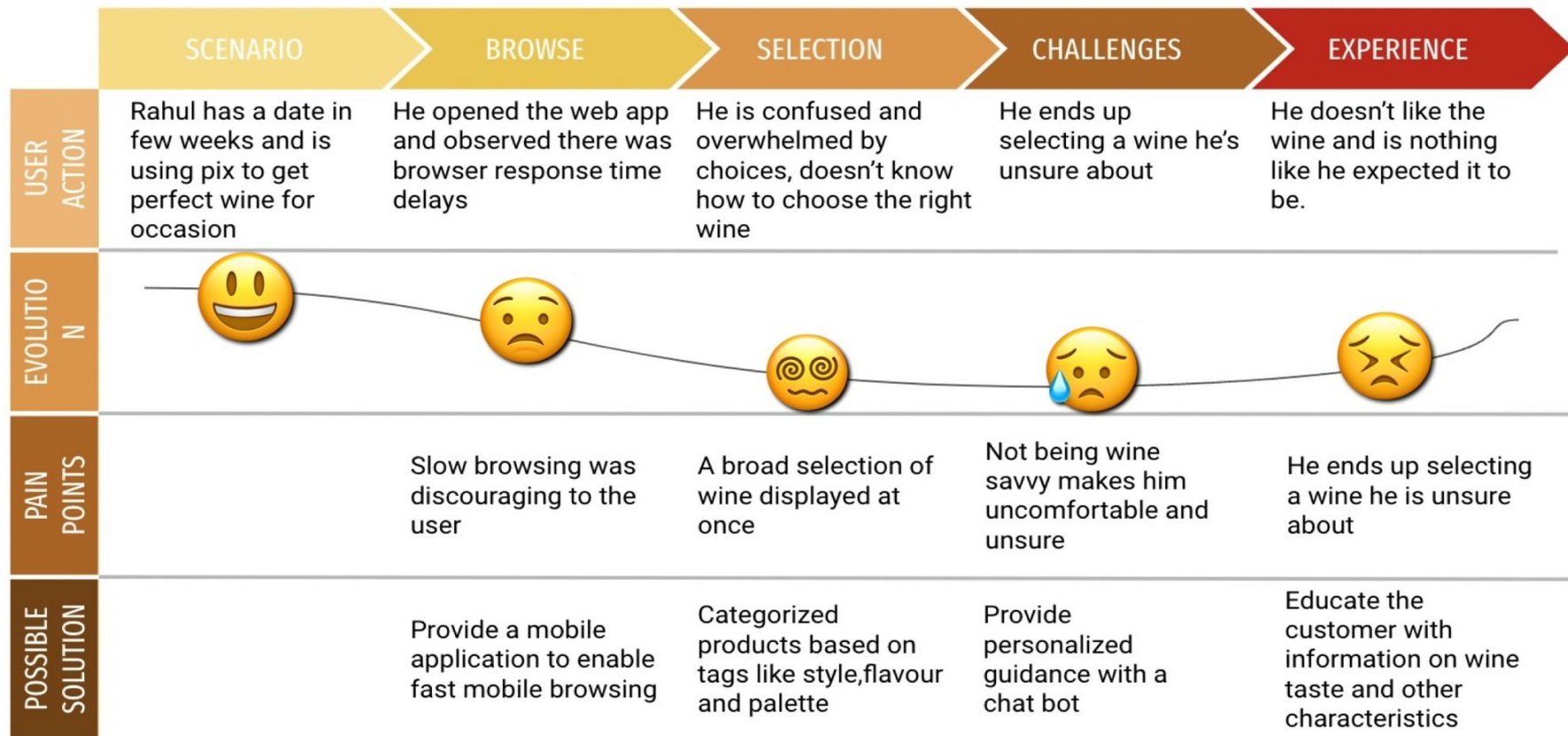


His favorite drink is latte and chai latte

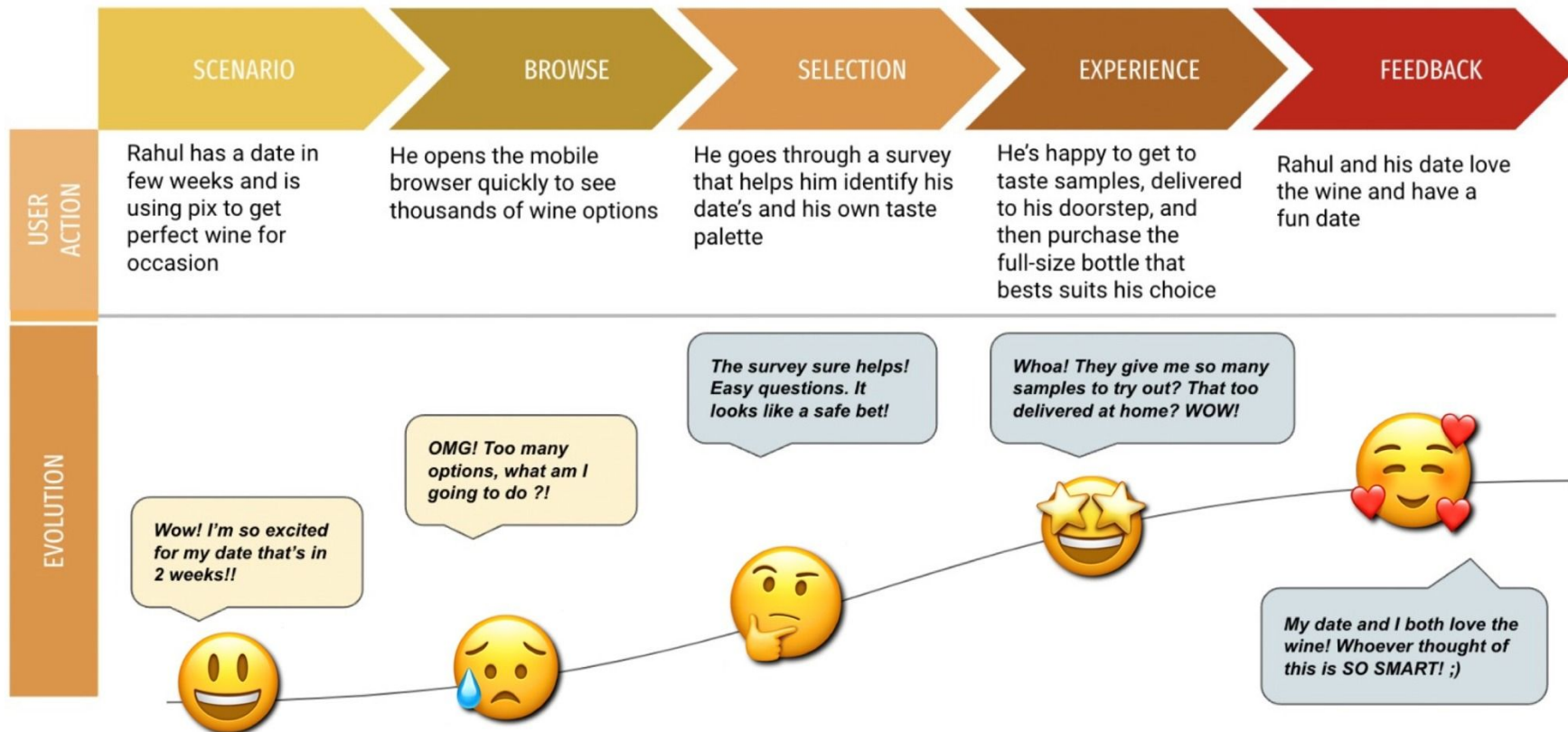


His favorite meal is Blackened salmon

Current User Journey

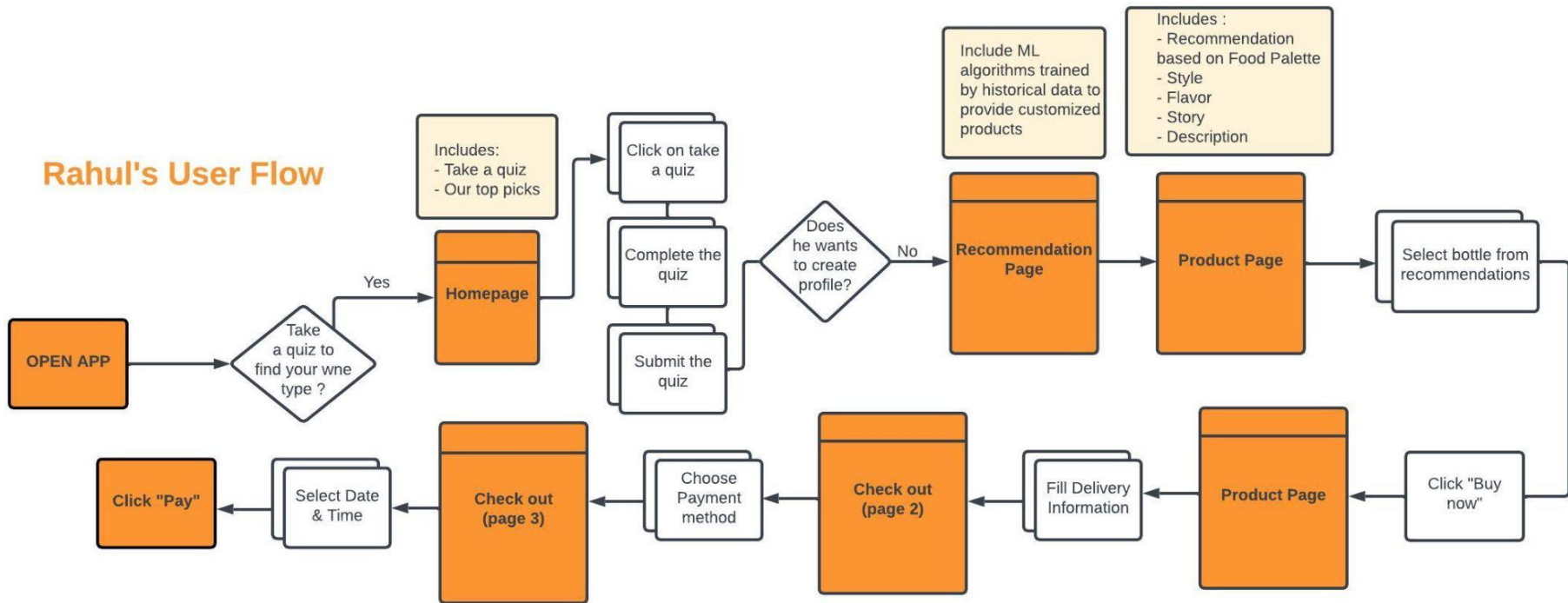


Future User Journey



The User Flow

Rahul's User Flow

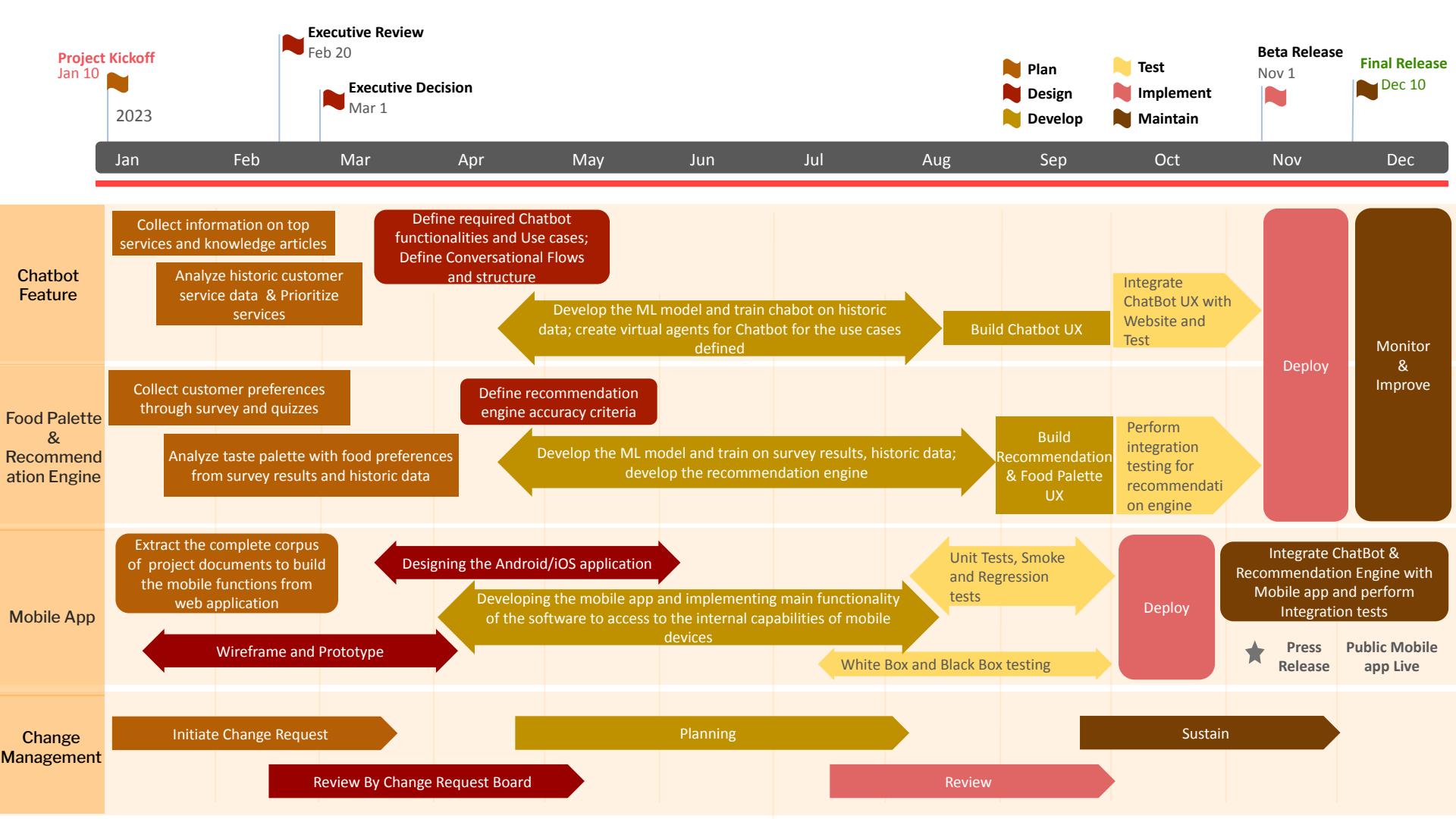




08

Timeline/Roadmap







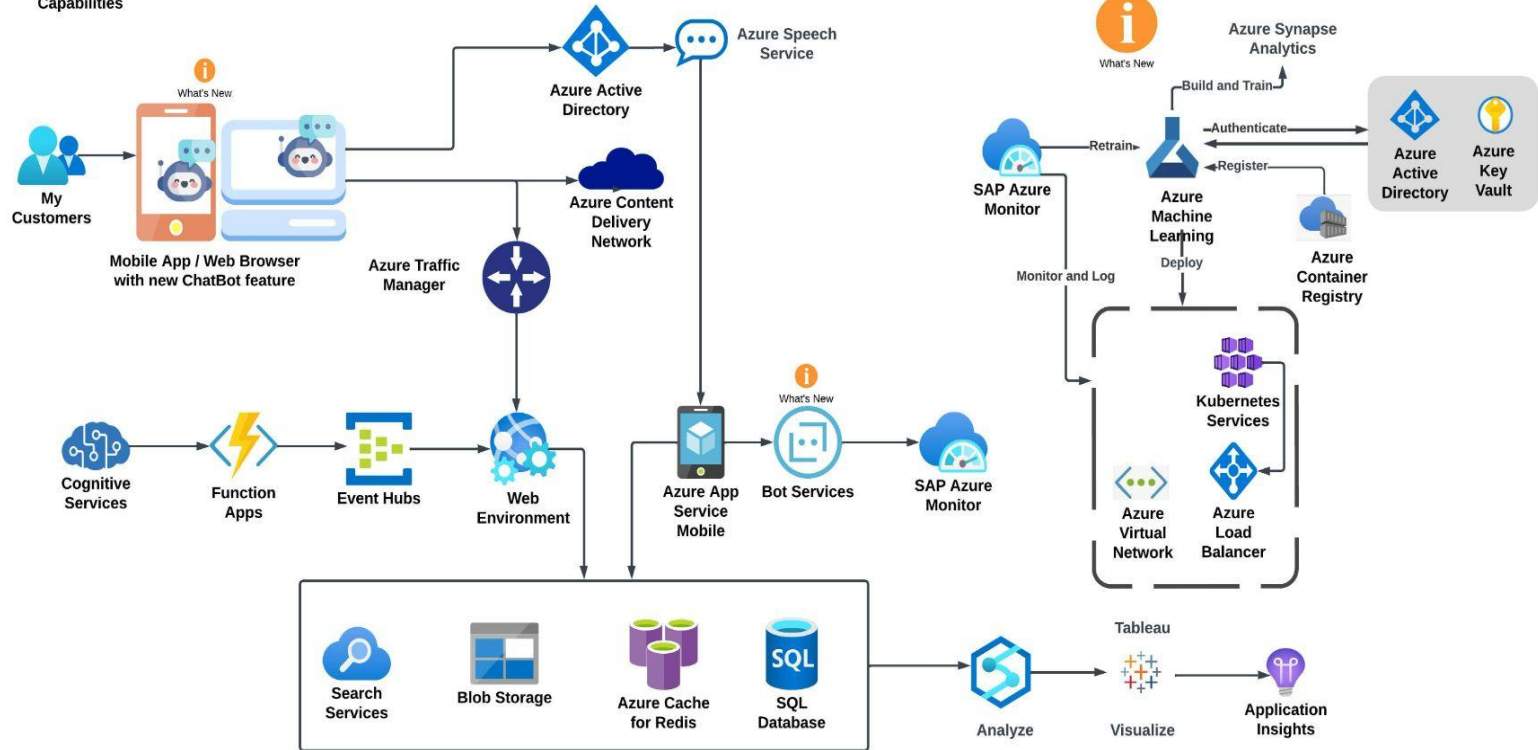
09

Digital Architecture





New Digital Capabilities



10

PIX WINE FUTURE STATE



→ **AI/ML
features**

→ **Mobile
App**

→ **Sample
Bottles**



Future State Mobile App



Unbiased wine
reviews, unbelievably
easy

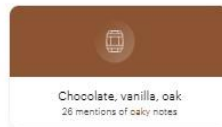


What does this wine taste like?



WINE LOVERS TASTE SUMMARY

The taste profile of Tori Magna Stareys Cabernet Sauvignon is based on 92 user reviews



Food that goes well
with this wine

Our wine experts think this Napa Valley Cabernet Sauvignon wine would be a match made in heaven with these dishes. Bon appétit!

Are you cooking something else?
Search for wines by food pairings



Beef



Lamb



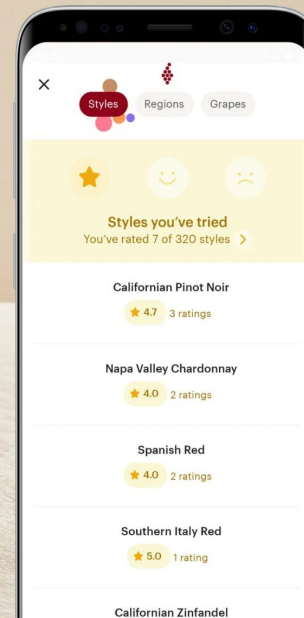
Game (deer,
venison)



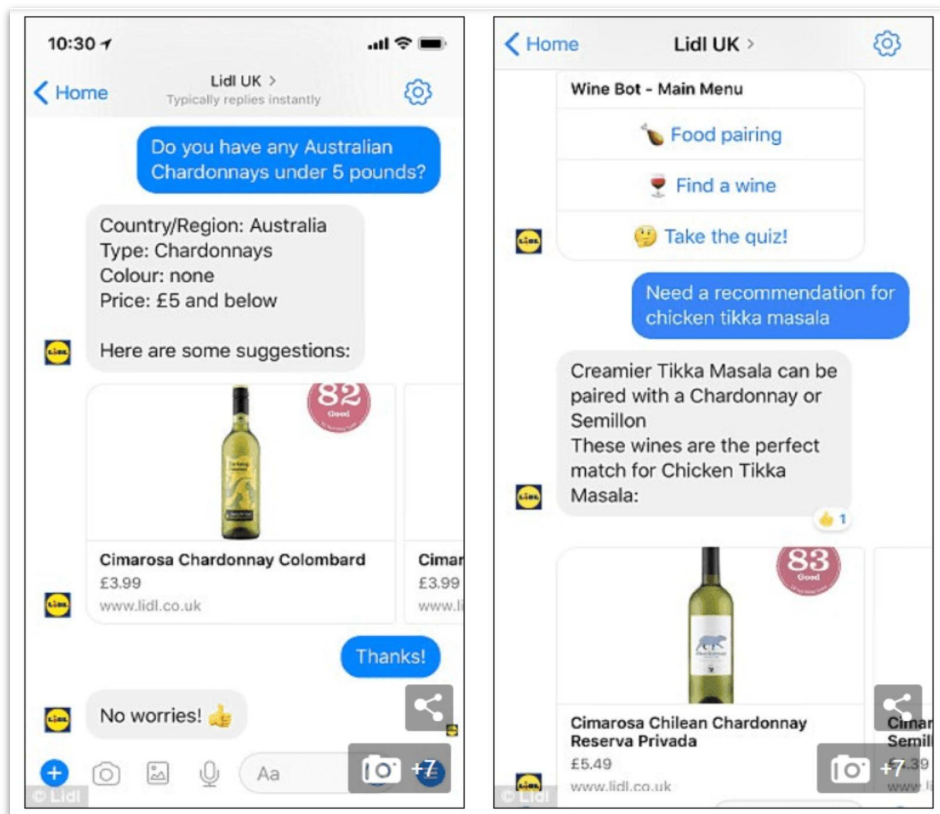
Mature and hard
cheese



Explore
your tastes



Future State Chatbot





11

Risk & Mitigation



Risk & Mitigation



Risks

Security and Data Breaches

Evolution of customer needs

Increased Budget

Governance Operating model

Looming Skill gaps

Mitigation

Encryption to protect data & Controlled access

Customer Analytics teams

Outsourcing with incremental deployments

COBIT & ITIL Frameworks

Upskill and manage talent





12

Policies & Regulations





Legal

- **TTB*** regulates and collects taxes on alcohol trades.
- Alcohol laws and regulations that vary from state-to-state in the US.
- Compliance to age restrictions on the consumption of alcohol



E-Commerce

- Privacy Policy - CCPA , CRPA
 - Personal data, credit card details, payment information or even IP addresses.
 - Third Party Tools & payment processors
- Consumer Privacy & Security
- Third Party Payment Systems
- Courier Services
- Taxation



13

IT Governance



IT Governance Framework of Pix



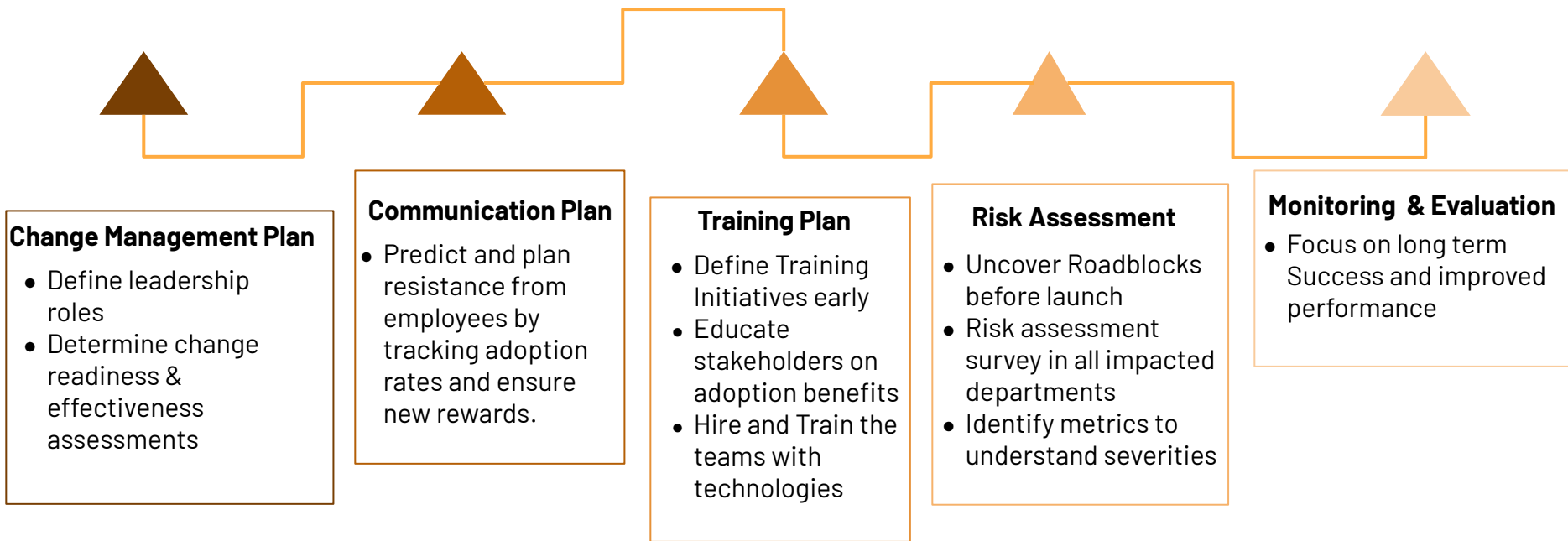


14

Change Management



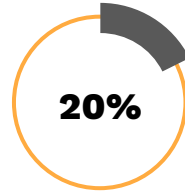
Change Management Implementation



Evaluation Metrics



Revenue



20%

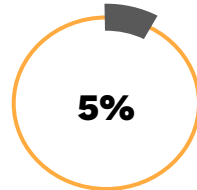


Downloads

4,000



Customer Retention Rate



5%

- ▶ **Revenue**
- ▶ **Customer satisfaction**
- ▶ **% of Users using Chatbot feature**
- ▶ **5% increase in Customer retention rate**
- ▶ **Increase in traffic of mobile app**
- ▶ **Enhanced user engagement with mobile app**
- ▶ **Number of downloads of mobile app**



Value Chain Analysis

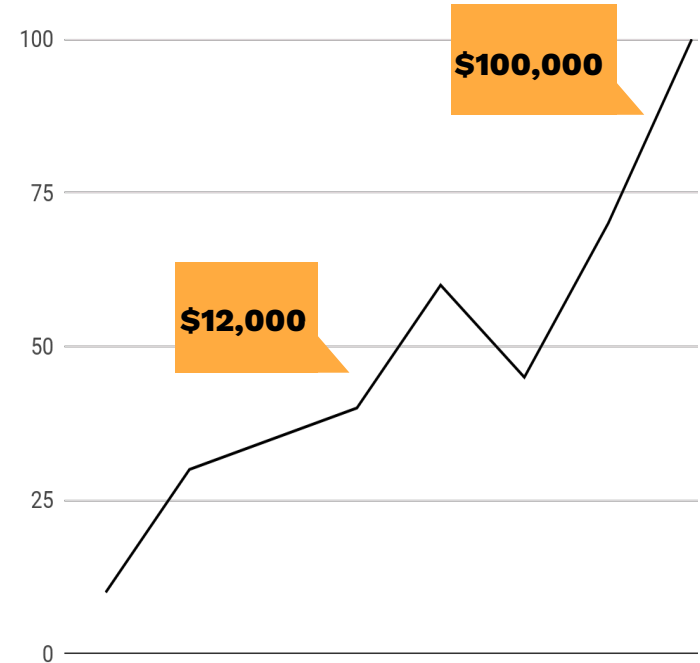
16

To leverage technology in Pix's processes, equipping the existing products with digital features, and creating new digital products/services that supplement the ones available will increase their value proposition.


Value chain analysis is a means of evaluating each of the activities in a company's value chain to understand where opportunities for improvement lie.

For Pix, this is identified via primary and secondary activities -

- ❖ Marketing and Sales - Sample Bottles of Wine
- ❖ Tech Development - Customized taste palette feature, mobile app, chatbot feature



Future Scope

-  **01** **AR/VR Experience at home**
-  **02** **Scale business overseas**
-  **03** **Open brick and mortar store for in-store wine sampling experience**



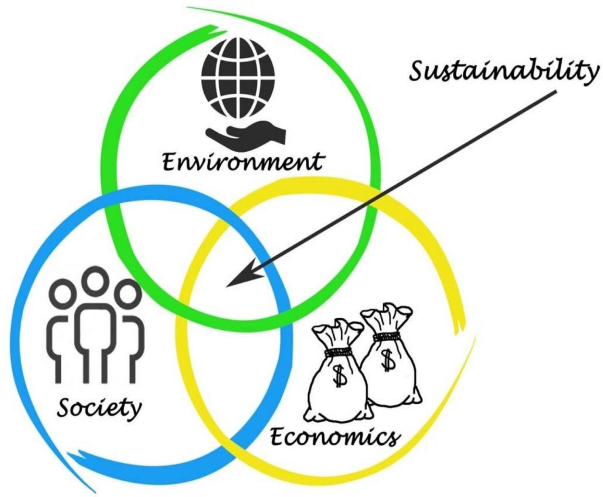


Thank You

Image Source: [Link](#)

Backup Slide

Sustainability



- ❖ The digital transformation is increasingly focused on the customer rather than the product and combines customer experience with operational excellence.
- ❖ Operational excellence is at the core, offering sample wine products to customers at affordable prices, at the right time.
- ❖ Thanks to the digitalisation of the sales channels (i.e. online), consumers are now able to buy products more easily. For example, crates of bottles can now be delivered directly to their homes without the customer needing to go to a logistics centre or point of sale.