



# The DogFish Head Digital Experience

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ADEY ATALAY 8/23/2016



# Problem Statement

- Difficult to find restaurants that do craft brews and food well
- Lack of digital experience
- Current DogFish Head app is hurting brand



# Key Assumptions

- People want...
  - To support local businesses
  - More education around craft beers
  - Better time savings



# DogFish Head App - Business Model Canvas



## Key Partners



- OpenTable
- PayPal
- Yelp
- Facebook
- Twitter
- GrubHub
- Eat24
- UberEats

## Key Activities



- Mobile BillPay
- Viewing menu, description and prices
- Viewing DFH locations & hours of operations
- Order for pickup

## Value Proposition



Saving time for bar patrons by allowing them to BillPay online, reserve a table on demand, and order their food for pickup etc.

## Customer Relationships



- Acquisitive
- Retentive

## Customer Segments



The Everyday Bar Patron

## Key Resources



- Web Interface
- BillPay system
- Restaurant workers

Education/Information on DFH's craft brews (how they are made, best food pairings, etc.)

## Channels



- Add DFH as a business in OpenTable
- Advertise on Yelp, FB business pages, & Twitter
- GrubHub, Eat24, UberEats

## Cost Structure



- Listing fee to OpenTable
- Social media business page setup (Facebook & Twitter)
- Linking PayPal API to our BillPay system
- Listing fee to "order for pickup" partner (GrubHub, Eat24, UberEats)

## Revenue Streams



- BillPay via mobile app at the restaurant
- Ordering food via app for pickup



# DogFish Head Competitive Analysis

	Exposure	Highest Click-Through or Conversion	# of people coming to service	Delivery option?	Reservation option?	Partner Cost?	Score
Campus Flyers	4	3	3	0	0	1	11
OpenTable	4.5	4.5	4	0	5	2	20
GrubHub	4.5	4	4	4.5	0	2	19
UberEats	2.5	2.5	3	4.5	0	2	14.5
Yelp	4.5	4.5	4	0	0	2	15
FB/Twitter (pages, accts, ads)	5	5	5	0	0	2	17

\*Scale 1 to 5, with 5 as the highest



# Market Sizing

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- Four DFH Locations:
  - Fairfax, VA
  - Falls Church, VA
  - Gaithersburg, MD
  - Rehoboth Beach, DE
- Sales Statistics:
  - Busy season for DMV area: Fall/Winter
  - Busy season for Rehoboth Beach, DE: Summer
  - Slower seasons weekly total: \$70K-\$72K
  - Busy seasons weekly total: \$80K
- Gaithersburg, MD:
  - TAM: ~\$1,900,000
  - SAM: \$1,622,089
- Fairfax County, VA: (incl. Falls Church)
  - TAM: ~\$6,500,000
  - SAM: \$6,000,551.54
- Rehoboth Beach, DE:
  - TAM: ~\$48,000
  - SAM: \$41,387.50 (local population stats only)

# Persona #1: The Millennial Working Professional

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## Statistics

- Age: early 20s to mid 30s
- Occupation: IT/Consulting/Finance/Gov
- Location: DMV area



## Personality Traits

- Busy working life; constantly looking for ways to maximize their time; “life hacks”
- Up to date with latest tech trends and rely on Google/mobile apps to outsource menial tasks
- Enjoy trying out local food spots and craft breweries
- Value unique experiences

# Persona #2: The Gen X Seasoned Professional

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## Statistics

- Age: mid 40s
- Occupation: IT/Consulting/Finance/Gov
- Location: DMV area



## Personality Traits

- “Habit-driven” group; regulars at favorite establishments
- More hesitant to change or new technologies because more unfamiliar with it
- New technology has to be easy to use
- New technology has to provide strong incentive for continual use





# Financial Modeling & Marketing Strategy

Assumptions	Target Users
<ul style="list-style-type: none"> <li>We can capture email addresses from customers via Google Analytics to retrieve info on customers who "liked" the DogFish Head FB page or "follow" DFH on Twitter</li> <li>Referrals at 10% growth</li> <li>DFH earns \$5 per app download</li> </ul>	<ul style="list-style-type: none"> <li>Current Customers</li> <li>New Customers</li> </ul>

Estimate # of Customers				
Method	Assumptions	Month 1	Month 2	Month 3
Facebook Ads	100	100	100	120
Viral & Social (FB page/Twitter)	25	25	25	20
Referrals	0.1		12.5	14
Churn (losing customers)	0.05		6.25	7
<b>Total customers</b>		<b>125</b>	<b>131.25</b>	<b>147</b>

Cost to Acquire (Variable Costs)				
Method	Assumptions	Month 1	Month 2	Month 3
Facebook Ads CPC (cost per click)	\$ 1.25	\$ 125.00	\$ 125.00	\$ 125.00
Facebook Ads CPI (cost per impression)	\$ 3.00	\$ 300.00	\$ 300.00	\$ 300.00
<b>Total</b>	<b>\$ 4.25</b>	<b>\$ 425.00</b>	<b>\$ 425.00</b>	<b>\$ 425.00</b>

Revenue from Customers				
	Assumptions	Month 1	Month 2	Month 3
Revenue	\$ 5.00	\$ 625.00	\$ 656.25	\$ 735.00

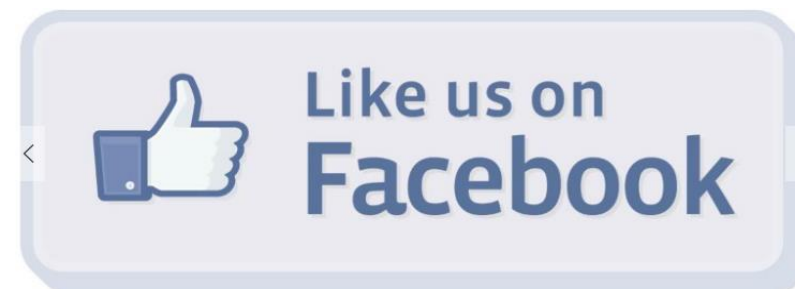
Fixed Costs				
	Assumptions	Month 1	Month 2	Month 3
Development Salary - backend developer (Java, DB, server)	iOS dev's monthly salary in India	\$ 2,400.00	\$ 2,400.00	\$ 2,400.00
Development Salary - front end developer (CSS, HTML, etc)	iOS dev's monthly salary in India	\$ 2,400.00	\$ 2,400.00	\$ 2,400.00
Database Engineer	DB engineer's monthly salary in India	\$ 2,400.00	\$ 2,400.00	\$ 2,400.00
UX Designer Salary	UX designer's monthly salary in India	\$ 1,920.00	\$ 1,920.00	\$ 1,920.00
In-purchase app Fees in App Store	\$0 since no digital goods	\$ -	\$ -	\$ -
Social Media Analysis tools	FB provided tools	\$ -	\$ -	\$ -
<b>Total Fixed Costs</b>		<b>\$ 9,120.00</b>	<b>\$ 9,120.00</b>	<b>\$ 9,120.00</b>

Profit				
	Assumptions	Month 1	Month 2	Month 3
Profit	N/A	\$ (8,920.00)	\$ (8,888.75)	\$ (8,810.00)

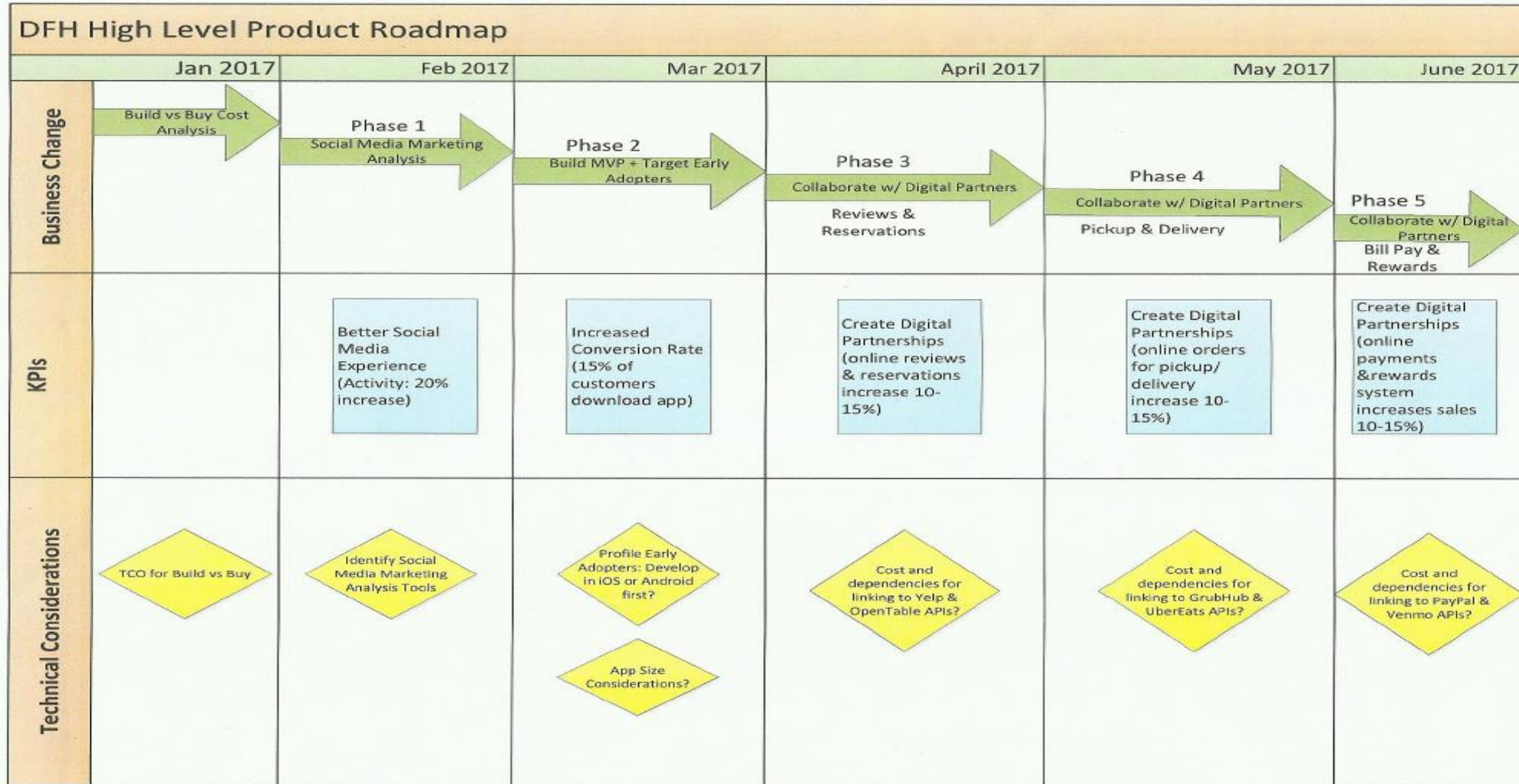


# KPIs/OKR Metrics

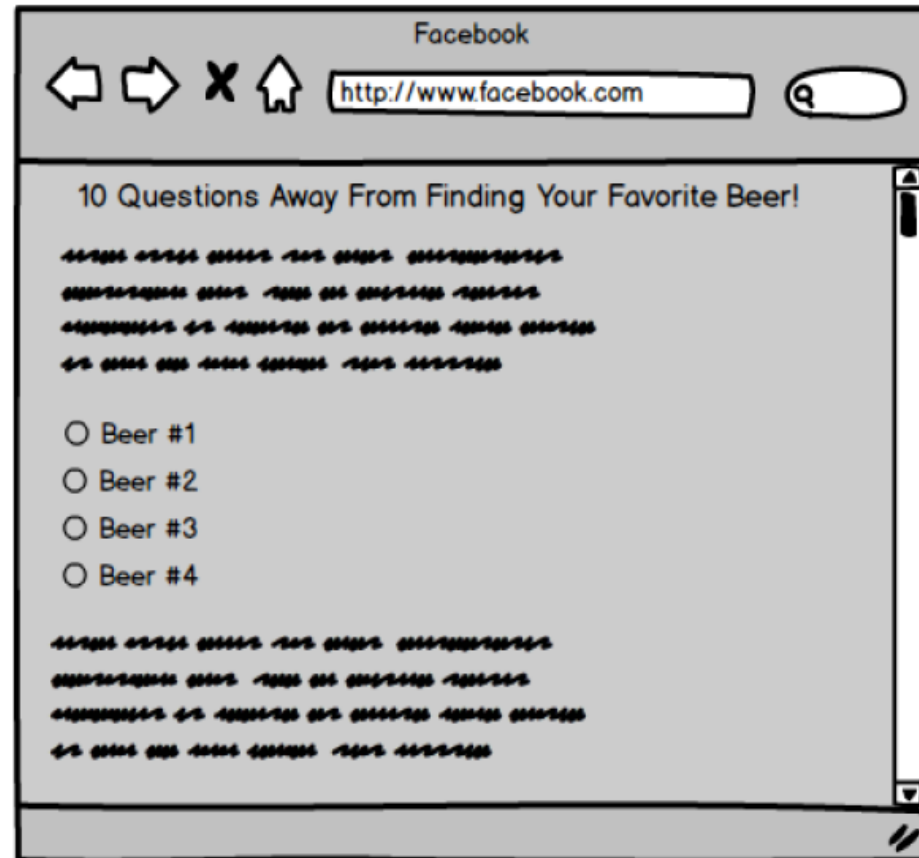
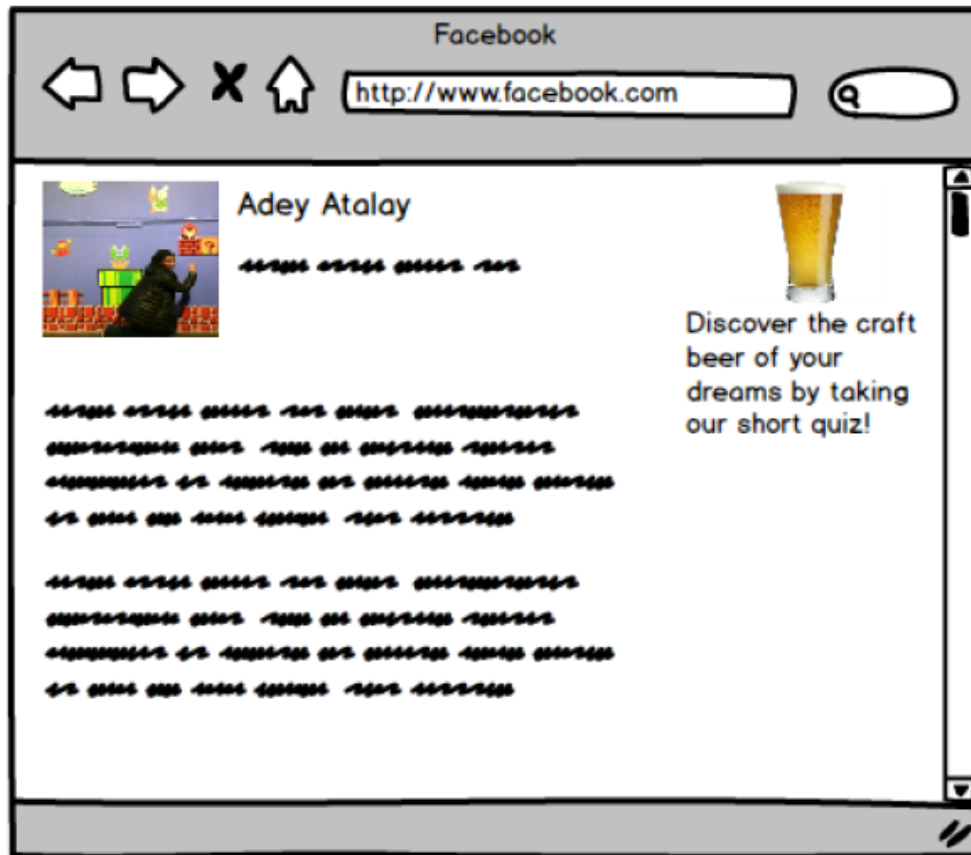
- Objective #1: Increase in Social Media Activity
  - Key Results: Staff Pick of the Month -- FB page re-posts or Twitter retweets (uptick of 20%)
  - Key Results: Promo videos for new beers; release over a 1-month period (1 video per week).
- Objective #2 : Move educational materials to Mobile App
  - Key Results: 20% growth in new accounts created for mobile app
- Objective #3: Identify common themes for customer pain points
  - Key Results: 50% decrease in negative Yelp reviews



# DFH Digital Product Roadmap



# Lo-Fi Wireframes: Facebook Ad





# Lo-Fi Wireframes: App Login

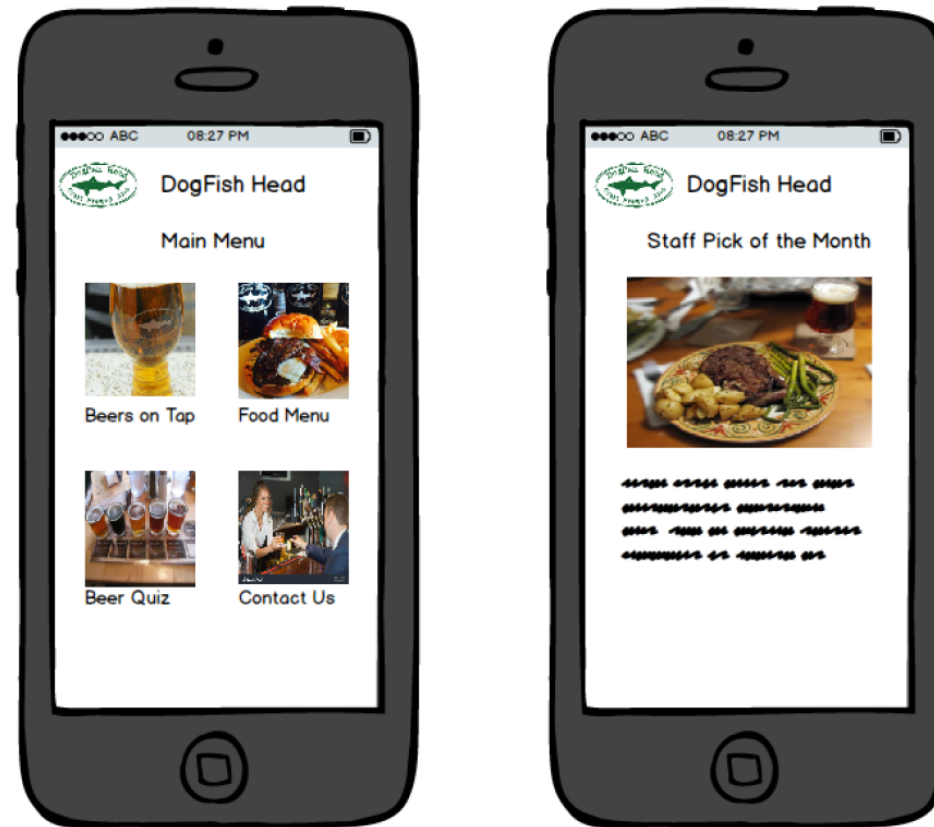
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# Lo-Fi Wireframes: Main Menu

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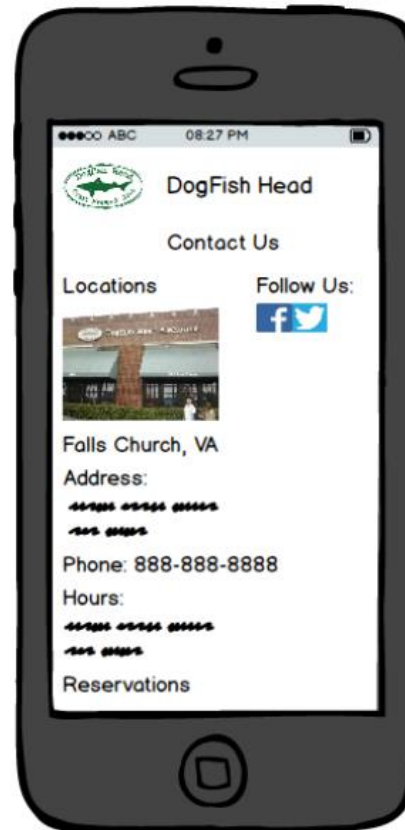






# Lo-Fi Wireframes: Contact Us

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# Lo-Fi Wireframes: Beers on Tap

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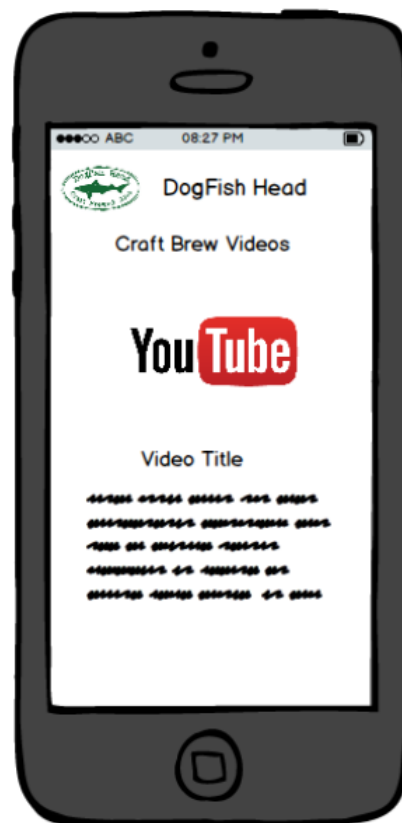






# Lo-Fi Wireframes: Craft Brew Videos

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# Next Steps

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1. Build vs Buy Cost Analysis
2. Research analysis tools for Social Media Marketing
3. UX Testing on existing wireframes
4. Design more Lo-Fi wireframes
5. Move towards high-fi wireframes



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# Questions?



# Appendix A: Market Sizing – Gaithersburg, MD

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Avg distance for patron to go to a restaurant:

- By automobile = 4.2miles

How many people live within this 4mi radius?

- 2015 pop. estimate = 59,933 people

Out of 59,933 people, how many are males?

- 29,145 males in Gaithersburg, MD

Out of these males, how many are in the following age brackets (21-35) and 45+ yrs?

- 21yrs = 304 Males
- 22-24yrs = 1,197 Males
- 25-29yrs = 2,568 Males
- 30-34yrs = 2,675 Males
- 45-49yrs = 2,047 Males
- 50-54yrs = 1,987 Males

What is the median male age?

- 34yrs old

Out of 29,145 people that are male and live within a 4mi radius, how many people will visit that restaurant location?

- Total pop. Of Males, Ages (21-34) plus those that are 45-54yrs old = 10,778 males



# Market Sizing – Gaithersburg, MD (Cont.)

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What is the Service Area Market for the target demographics?

- $\$21.50 \text{ Avg Sale} \times 304 \text{ (Males, Age 21)} = \$6,536 \times 7\text{days/week} = \$45,752$
- $\$21.50 \text{ Avg Sale} \times 1,197 \text{ (Males, Age 22-24)} = \$25,735.50 \times 7\text{days/week} = \$180,148.50$
- $\$21.50 \text{ Avg Sale} \times 2,568 \text{ (Males, Age 25-29)} = \$55,212 \times 7\text{days/week} = \$386,484$
- $\$21.50 \text{ Avg Sale} \times 2,675 \text{ (Males, Age 30-34)} = \$57,512.50 \times 7\text{days/week} = \$402,587.50$
- $\$21.50 \text{ Avg Sale} \times 2,047 \text{ (Males, Age 45-49)} = \$44,010.50 \times 7\text{days/week} = \$308,073.50$
- $\$21.50 \text{ Avg Sale} \times 1,987 \text{ (Males, Age 50-54)} = \$42,720.50 \times 7\text{days/week} = \$299,043.50$

What is the Total Available Market – Gaithersburg, MD location?

- \$1,622,089



# Market Sizing – Fairfax County, VA

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Avg distance for patron to go to a restaurant:

- By automobile = 4.2miles

How many people live within this radius?\*

- 2015 Population Estimate = 1,125,385 people

Out of this population, how many are employed males (16yrs or older)?

- 2014 Males, age 16 and older = 79%

Out of these males, how many are in the following age brackets (21-35) and 45+yrs?

- 2014 Male Population by Age: Ages (20-34) = 10.2%; All Persons = 26.2%
- 2014 Male Population by Age: Ages (35-54) = 14.6%; All Persons = 20.1%

What is the Median Male Age?

- 37.6yrs old

Out of the population that are male and live within a 15mile radius, how many people will visit that restaurant location?

- 1,125,385 total pop in Fairfax County, VA x .102 Males (Ages 20-34) = 114,789.27 males in Fairfax County, VA (Ages 20-34)
- 1,125,385 total pop. in Fairfax County, VA x .146 Males (Ages 35-54) = 164,306.21 males in Fairfax County, VA (Ages 20-34)

\*Actually 15mi radius for 2 DFH locations; couldn't find separate stats for both locations



# Market Sizing – Fairfax County, VA (Cont.)

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What is the Service Area Market for the target demographics?

- $\$21.50 \text{ Avg Sale} \times 176.56 = 114,789.27 = \$2,467,968.02$
- $\$21.50 \text{ Avg Sale} \times 164,306.21 = \$3,532,583.52$

Total Available Market – 2 DMV locations (Fairfax & Falls Church, VA)

- $\$6,000,551.54$



# Market Sizing – Rehoboth Beach, DE

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Avg distance for patron to go to a restaurant:

- By automobile = 4.2miles

How many people live within this 4mi radius?

- 2015 pop. estimate = 1,327 people

Out of 1,327 people, how many are males?

- Num of Males in Rehoboth Beach, DE = 685

What is the Service Area Market for the target demographics?

- $\$21.50 \text{ Avg Sale} \times 4 \text{ (Males, Age 21)} = \$86 \times 7\text{days/week} = \$602$
- $\$21.50 \text{ Avg Sale} \times 4 \text{ (Males, Age 22-24)} = \$451.50 \times 7\text{days/week} = \$3,160.50$
- $\$21.50 \text{ Avg Sale} \times 4 \text{ (Males, Age 25-29)} = \$408.50 \times 7\text{days/week} = \$2,859.50$
- $\$21.50 \text{ Avg Sale} \times 4 \text{ (Males, Age 30-34)} = \$537.50 \times 7\text{days/week} = \$3,762.50$
- $\$21.50 \text{ Avg Sale} \times 4 \text{ (Males, Age 45-49)} = \$1,096.50 \times 7\text{days/week} = \$7,675.50$
- $\$21.50 \text{ Avg Sale} \times 4 \text{ (Males, Age 50-54)} = \$1,376 \times 7\text{days/week} = \$9,632$
- $\$21.50 \text{ Avg Sale} \times 4 \text{ (Males, Age 55-59)} = \$1,956.50 \times 7\text{days/week} = \$13,695.50$

Total Available Market – Rehoboth Beach, DE location

- \$41,387.50 (local population stats only)





# Market Sizing – Rehoboth Beach, DE (Cont.)

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- This location is a popular tourist destination in the summertime
- Visitor Statistics of DE (2014)
  - Average trip length (nights) = 2.46
  - Average daily spending (per person) = \$102
  - Average spending per trip = \$573
  - Top Markets of Origin = Philadelphia, Baltimore, New York, Washington, Harrisburg
  - Category Spending per Person = 25% spent on food
  - Visitor Activities = 25% time spent on dining
  - 1 in 9 Delaware workers owe their jobs to tourism
  - Tourism was responsible for 14% of net new jobs in DE in 2014
  - Tourism accounts for 10% of state's tax revenues
  - Fun Fact: There is no sales tax in DE



# Appendix B: User Stories

Sprint #	Feature	User Story	Acceptance Criteria
1	FB Ads - Beer Quiz	As a Facebook user, I want to see Beer Quiz ads for my favorite craft brewery restaurants so that I can make better decisions about what beers to order next time.	<ol style="list-style-type: none"><li>1. Create a "Find Your Favorite Beer" Quiz (10 Qs, 5-6 possible multiple choice answers) with a submit button at the end of the quiz.</li><li>2. After Facebook user's submit their answers, a beer recommendation is displayed.</li><li>3. Track interest level from FB ad for 2 weeks and look at conversion rate of taking the quiz to downloading the app</li></ol>
2	FB Ads - App Downloads	As a DogFish Head craft brew lover, I want to download the DogFish Head app to learn more about the beer served at the restaurant.	<ol style="list-style-type: none"><li>1. If the Beer Quiz facebook ad is successful, remove the quiz and change the ad to ask if people want to find their favorite beer. Then, direct them to download the DogFish Head app to take the quiz and see videos about the DogFish Head brewing process.</li><li>2. Track conversion rate of clicking on ad and downloading app</li></ol>
3	DFH App Download Login Page	As a new user of the DFH app, I want to be able to download the app from my phone's app store and login via my FB credentials or create a new account so that I can view more craft brew info and the food menu at a DFH restaurant.	<ol style="list-style-type: none"><li>1. After downloading/installing the DFH app from the App Store, the home screen displays the following Login info: "Login via Facebook" or Create an Account.</li><li>2. For the Login via Facebook action, a user clicks on the button and a warning message is displayed warning the user that DFH wants to use their facebook credentials to login to the DFH app. If the user accepts, they are taken to the DFH Main Menu page in the app.</li><li>3. If the user chooses to "Create an Account", then they must enter their email address, a password, re-enter the password, and submit the info. Upon submission, they are taken to the DFH Main Menu in the app.</li></ol>



# Appendix B: User Stories

Sprint #	Feature	User Story	Acceptance Criteria
4	Main Menu	As a potential customer, I want to be able to view the DogFish Head food menu, description, prices, specials, and beers on tap so that I can make an informed decision about what drinks/food to order	<ol style="list-style-type: none"><li>1. On the Main Menu home page, display icons for the following categories: Beers on Tap, Food Menu, Craft Brew Videos, Find Your Favorite Beer Quiz, and Contact Us.</li><li>2. Underneath the icons, display the "Staff Pick of the Month" with a picture of a food and beer pairing chosen by the wait staff. Underneath the picture is a description of the beer and dish.</li></ol>
5	Contact Us	As a potential customer, I want to be able to view the names, addresses, hours of operation, and locations of the various DogFish Head restaurant establishments so that I can go there to eat/drink.	<ol style="list-style-type: none"><li>1. List the name of each DogFish Head restaurant location with their corresponding address, hours of operation, and phone number.</li></ol>
6	Beers on Tap Graphic	As a potential customer, I want to be able to see how light or dark a beer is along with a description, so that I can order a beer that corresponds more to my personal taste	<ol style="list-style-type: none"><li>1. Include a graphic of a beer glass divided into sections and labeled for each major beer category (ie Light, Lager, Hefeweizen, Stout/Porter, IPA, etc)</li><li>2. When a user clicks on a particular section of the beer glass, the other sections become greyed out.</li><li>3. The highlighted section provides more detail: the beer category selected (ie Lager), along with a taste description, and a list of beers on tap that fit into this category.</li></ol>



# Appendix B: User Stories

Sprint #	Feature	User Story	Acceptance Criteria
7	Social Media Platforms	As a bar patron, I want to be able to inform my social media network of my visit to DogFosh Head, so that other friends of mine know to check it out as well.	<ol style="list-style-type: none"> <li>1. Encourage customers to check in to the DFH establishments on Facebook, Snapchat, Twitter, etc.</li> <li>2. List "Staff Picks of the Month" on the FB, Twitter pages.</li> <li>3. Take out ads on FB for DFH restaurant locations</li> <li>4. Tweet shout outs to Seasonal Beers</li> <li>5. On Facebook, create a poll for customer favorites on beers, food, desserts, etc.</li> <li>6. On Facebook, create a poll for events folks would like to see DFH host: special musical guests, game nights, trivia nights, family nights, etc. then advertise it via social media outlets</li> </ol>
8	Reviews	As a bar patron, I want to be able to write a review of my experience at DFH so that other folks will know how I rated my experience	<ol style="list-style-type: none"> <li>1. Build a link to that takes customers to Yelp app/website, where they can rate their experience at DFH and write reviews</li> <li>2. Incorporate top ratings and reviews on Home Page of DFH App</li> </ol>
9	Reservations	As a potential customer, I want to be able to reserve a table for my party so that I can avoid long wait lines for a table.	<ol style="list-style-type: none"> <li>1. On the Contact Us page, add a link to Open Table app/website so customers can book a table at a specific DFH location at a certain date and time.</li> </ol>
10	BillPay & Rewards System	As a repeat customer, I want to be able to pay for my bill online and accumulate points so that I can get a free or discounted beer/appetizer on my next visit.	<ol style="list-style-type: none"> <li>1. Customers can pay for their bill via PayPal</li> <li>2. Customers can enter/save in their credit card info to their account and pay for their bill.</li> <li>3. Customer get notified about the various reward programs</li> <li>4. Customers get notified about how many points they need to accumulated before their reach the next level in the rewards program and what the prize is for reaching that level (ie "8 more visits til your next free appetizer")</li> </ol>



# Appendix B: User Stories

Sprint #	Feature	User Story	Acceptance Criteria
11	Order for Pickup	As a hungry customer, I want to be able to order my food for pickup so that I can take my food and be on my way.	<ol style="list-style-type: none"><li>1. Customers can create a profile to accumulate points or order their food for pickup via guest checkout.</li><li>2. Customers can fill out billing information or pay via PayPal.</li><li>3. Customers are given an estimated time of when their food will be available for pickup</li><li>4. Customers can opt into receiving updates about their meal either via SMS/text message or email.</li></ol>
12	Delivery	As a hungry customer, I want to be able to order my food for delivery so that I can stay at my home/office.	<ol style="list-style-type: none"><li>1. Customers can create a profile to accumulate points or order their food for pickup via guest checkout.</li><li>2. Customers can fill out billing information or pay via PayPal.</li><li>3. Customers are given an estimated time of when their food will be delivered</li><li>4. Customers can opt into receiving updates about their meal either via SMS/text message or email.</li></ol>




# Appendix C: FB Page Wireframe


Facebook

← → ✕ 🏠  🔍

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**DogFish Head Alehouse**  
www.dogfishhead.com



DogFish Head Alehouse created a poll.

Vote for which activity you'd like to see added to DogFish Head!

- ☐ More musical guests
- ☐ game nights (board games)
- ☐ Trivia
- ☐ Write in your own answer...