Ethanology

# Concept Development

It isn’t everyday that we are able to take some time off our hands for a good drink so we thought, why not make the most of it? Everyone has their own choice of pubs they like to visit, be it the more lively types with live bands or the more exquisite and calmer ones with a very classy vibe. The aim of our web application is to integrate the needs and wants of the individual party goers into a simple, clean interface for allocation of pub crawl routes based on their personal tastes, at their own convenience.

# Personas

|  |  |
| --- | --- |
| Yong Gek Sum | |
| Age : 20  Occupation : Exchange Student  Relationship Status : Single  Location : Glasgow, Scotland | **Characteristics** |
| New to Glasgow  Wishes to expand his social circle  Price conscious  Wants to tour Glasgow to know of the best hangouts |
| Related image |
| **Hobbies** |
| Gaming  Reading  Procrastinating |
| **What he looks for in a Pub Crawl** |
| Affordable drinks  New friends  Exciting Nightlife |

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| Tarb Fraenan | |
| Age : 33  Occupation : Assistant Lecturer @ UoG  Relationship Status : It’s Complicated  Location : Glasgow, Scotland | **Characteristics** |
| Party Animal  Drinks as a form of escape from reality  Very Sporty  Loves a good read |
| Related image |
| **Hobbies** |
| Hiking  Travelling  Writing Food Reviews |
| **What she looks for in a Pub Crawl** |
| Potential relationships  Potential friendships  The next best place to chill |

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| --- | --- |
| Reich Clarkson | |
| Age : 46  Occupation : Businessman  Relationship Status : Married  Location : Glasgow, Scotland | **Characteristics** |
| Loves exquisite drinks  A sucker for items with class  Brands mean everything |
| Image result for american businessman |
| **Hobbies** |
| Stock trading  Golf  Wine tasting |
| **What he looks for in a Pub Crawl** |
| Potential high-end bars/pubs for a night out  Places that he could recommend his clients to  Places that serve his favorite drinks in the best way possible |

# Scenarios

4-6 scenarios or storyboards

# Wireframes

wireframes/sketches for all key screens and actions