



Refresh Culture

Where we believe YOU'RE the
good time, booze not required!





Let's get fresh!

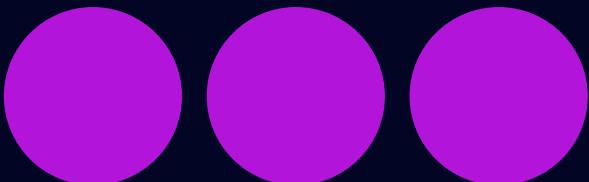
Refresh Culture is an app for those who love to get social without alcohol and the "typical" drinking scene..

A refreshing take on social gatherings, Refresh Culture helps people find new venues and experiences that match their personal idea of a good time, no booze required!



The Why

- Inspired by team members' personal experience
 - Gave up alcohol during the pandemic
 - Restrictions lifted & they realized how much socializing revolved around drinking



Problem vs Goal



The Problem

With the uprising trend of mocktail bars and the health benefits of leading a sober-curious lifestyle, users are left in the dark when searching for locations and activities that are alcohol-free.



The Goal

- Provide a valuable resource to users of locations & activities that support a sober lifestyle
- Lists of "bars", restaurants, cafes & activities that do not include alcohol

Team



Dahli Durley

Lead Information Architect
UX Designer



Ashley McNeill

Lead UX Researcher
UX Designer



Beth Culp

Lead UX Designer
UX Researcher
Front End Developer



Meghan Fasano

Lead UI Designer
UX Designer



Marvin Acha

Lead UX Researcher
UX Designer

Timeline

2 week sprint

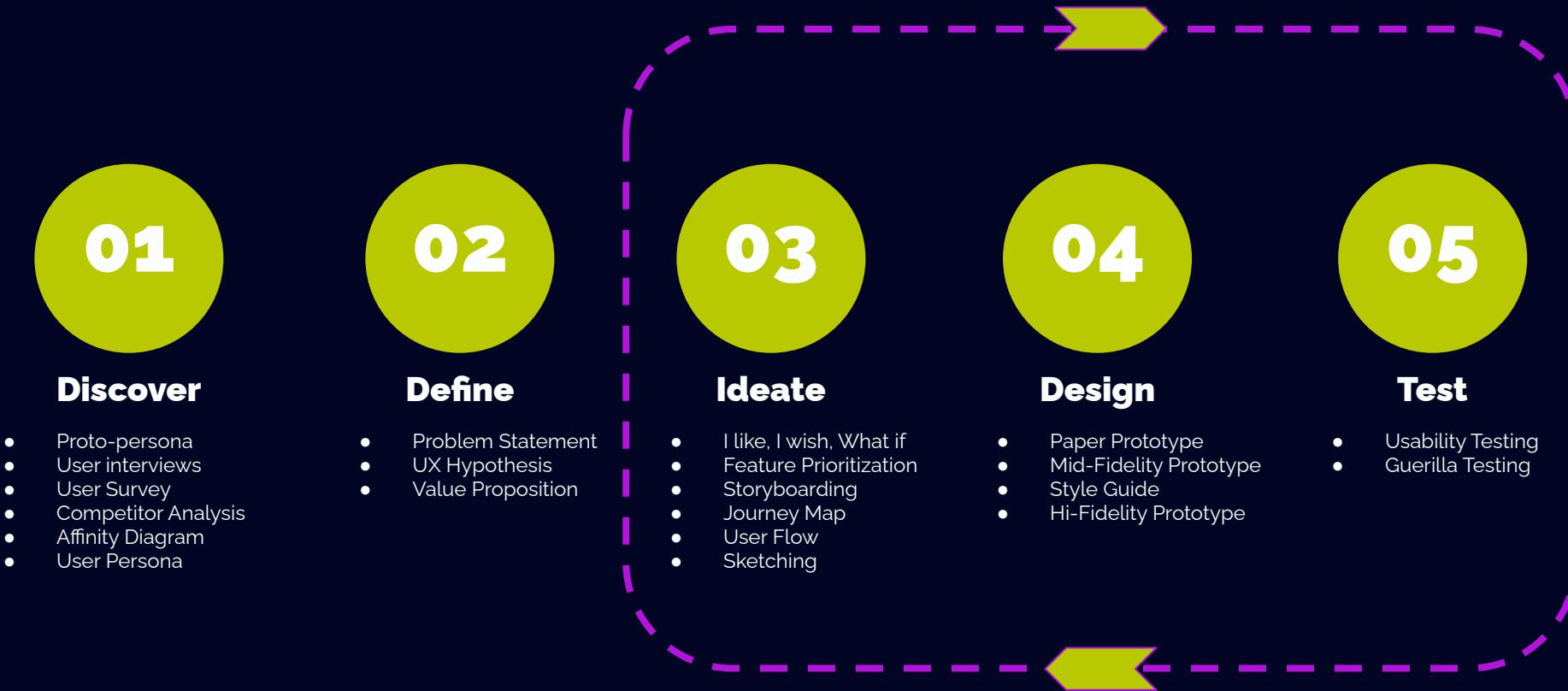
Deliverables

High-fi Prototype
Style Guide
Responsive Webpage

Tools



The Process

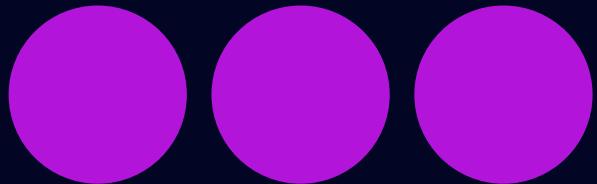




Discover



Secondary Research



“Hold The Tequila. The Sunrise is All Some Travelers Need.”

New York Times - June 2021

- **29%** planned to take alcohol-free trip after the pandemic
- Mentions “sober vacation” jumped **100%** over Memorial Day weekend
- Alcohol-free fun are expanding in many large cities

 The New York Times

Hold the Tequila. The Sunrise Is All Some Travelers Need.

As vaccination levels rise and Americans head back to the roads and skies, sober travel, a subset of vacations once relegated to 12-steppers and recovering addicts, is going mainstream.

 21



Sober travel is gaining in popularity. The number of out-of-town guests attending alcohol-free morning runs organized by Daybreaker, a global wellness community, has tripled since in-person dance parties resumed in May, a co-founder says. Daybreaker / Andrew Rauner

[View article](#)



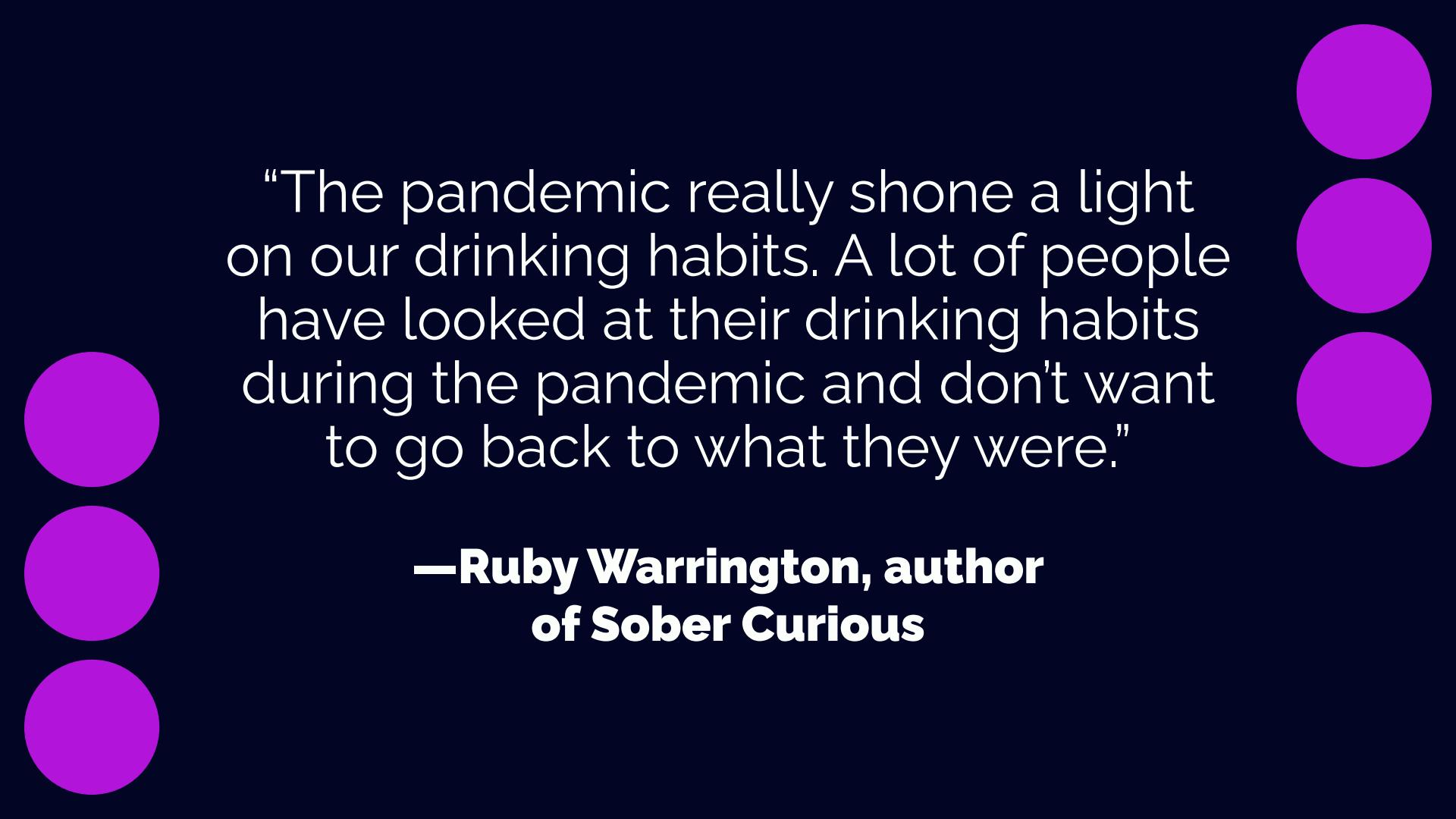
“Make Mine a Mocktail: Why the Non-Alcoholic Drinks Trend is Here to Stay”

Forbes - May 2019

- Online searches for the word "mocktail," are up **42%** over the past year
- "non-alcoholic" is up **81%** across global searches
- "Over **40%** of restaurants surveyed in Los Angeles featured their own non-alcoholic drinks menu, compared to **30%** of New York premises."

[View article](#)





“The pandemic really shone a light on our drinking habits. A lot of people have looked at their drinking habits during the pandemic and don't want to go back to what they were.”

—Ruby Warrington, author of *Sober Curious*

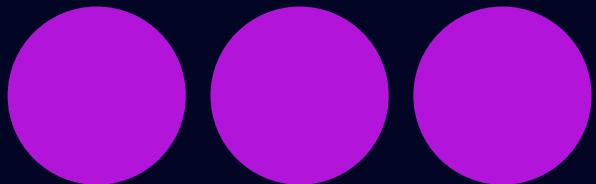
Laura Silverman Interview

Founder of Booze Free in DC & Zero Proof Nation

- Lots of people in community who don't drink
 - in recovery, sober but not in recovery, dry January/healthy lifestyle, mindful drinkers
- Instead of being in recovery, alcohol-free becomes your lifestyle
- "Sober-curious" tends to be open-minded, a curious approach to living



Primary Research





Jenny Martinez

Proto-persona

Our team created a proto-persona based on general assumptions and team member experiences.

GOALS & NEEDS:

- Wants to be social without drinking alcohol
- Wants to meet people who don't drink, since most of her friends enjoy alcohol
- Wants to know about fun NA mixed drinks

PAIN POINTS:

- Annoyed about how so many social events center around alcohol
- Feels ostracized when she doesn't drink

Research Plan

Test accuracy of our proto-persona, perceived problem and user pain points by interviewing our target audience

Research Objective: As a user researcher, I want to understand nondrinkers' past experiences with finding convenient and local social activities.

5 interviews

Interviewees: Self identified nondrinkers between 23-34 years old

130 survey responses

Survey Respondents: A mix of drinkers & nondrinkers



Insightful Interviewee Quotes



"We live in DC. The first thing you think about for a weekend activity is going out drinking."



"My friends don't judge my drinking because they're not 5 years old."



"Those who want to drink, drink. Those who don't, don't."



"Drinking is the assumption and therefore if you're not drinking you're a variant. You're abnormal."



"It is really odd that people feel that like...people feel this desire or need to be somehow impaired to socialize."



Affinity Map Findings



Major Pain Points

01

Feeling Ostracized

02

Most social events revolve around alcohol

03

Lacking non-alcoholic beverage options

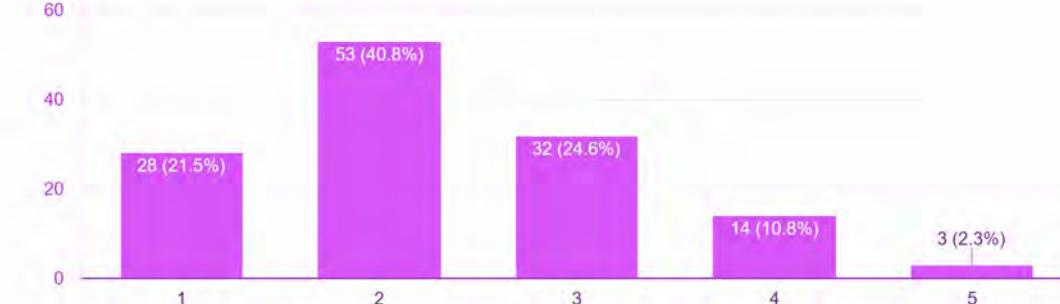


Survey Findings

4/5 interviewees and **86%** of survey respondents felt that nondrinkers needs were **NOT** accommodated at social events/activities

How well do you believe social events accommodate the needs of nondrinkers?

130 responses



User Insight



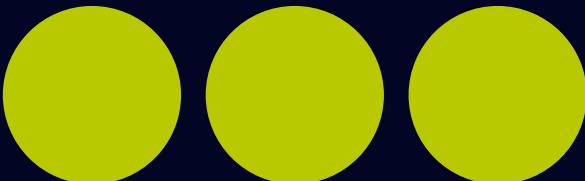
As a social non-drinker, I need a **resource** that lists: **events, experiences and locations offering non-alcoholic beverages** because I feel **excluded** in **adult social gatherings** involving alcohol when there are few, if any, non-alcoholic options for me.





Demarcus Wilson

"If more places catered to non-drinkers, you wouldn't have to worry about that awkwardness of ordering a non-alcoholic drink."



User Persona

Our team created our persona based on our research synthesis of secondary research, user interviews, affinity mapping and survey results.

GOALS & NEEDS:

- Doesn't drink, but still wants to be able to hang out with friends who do drink alcohol
- Wants to go out on the weekend
- Can have a good time if there is something to do besides drink alcohol

PAIN POINTS:

- Awkward questions/interactions with the server/bartender
- Frustrated that people think he "has a problem"
- All the work is on him to think of date ideas that are more creative than bars

Competitor Analysis

Refresh Culture Competitor Analysis

	NA drink listings	Filters	Ratings/Reviews	Upcoming Events	Map Listings	Trending Locations	Recovery Features	Personal Feed
Better Without	✓	✓	✓	✓	✗	✗	✗	✗
Sober Lifestyle	✓	✓	✗	✗	✓	✗	✗	✗
BeerMenus	✓	✗	✗	✗	✓	✗	✗	✓
Untappd	✓	✓	✓	✓	✓	✓	✗	✗
Loosid	✗	✗	✗	✓	✗	✗	✓	✗
HappyCow	✗	✓	✓	✗	✓	✗	✗	✗

A photograph of two women laughing and holding beer bottles at a night market. The woman on the left is blonde, wearing a denim jacket and black top, holding an orange bottle. The woman on the right is dark-haired, wearing a white top and jeans, holding a clear bottle. They are standing in front of a green and white striped awning with string lights.

Define



Problem Statement

Demarcus, a **social millennial non-drinker**, needs to find **inclusive** social environments in DC where drinking alcohol **isn't the focal point**, so he can more easily socialize **without feeling ostracized**.

He **doesn't know where to easily find** such environments. He ends up **settling** for places his friends choose, which are usually alcohol-centered.

How might we provide a convenient way to find experiences and locations in the DC area that meet his needs?

UX Hypothesis

We believe that creating an app that **provides information** on **inclusive social environments** that **aren't centered around drinking** allows individuals to enjoy socializing **without feeling ostracized**.



A photograph of a person with long, reddish-brown hair, wearing a black t-shirt and black headphones, dancing in a crowd at an outdoor festival. The person is in the center, with their back to the camera, arms raised. The crowd in the foreground is blurred, and a green and white striped tent is visible in the background.

Ideate



I Like, I Wish, What if Ideation

- Brainstormed possible features for based on...
 - user interviews/user persona
 - competitor analysis
 - problem statement
 - UX hypothesis.

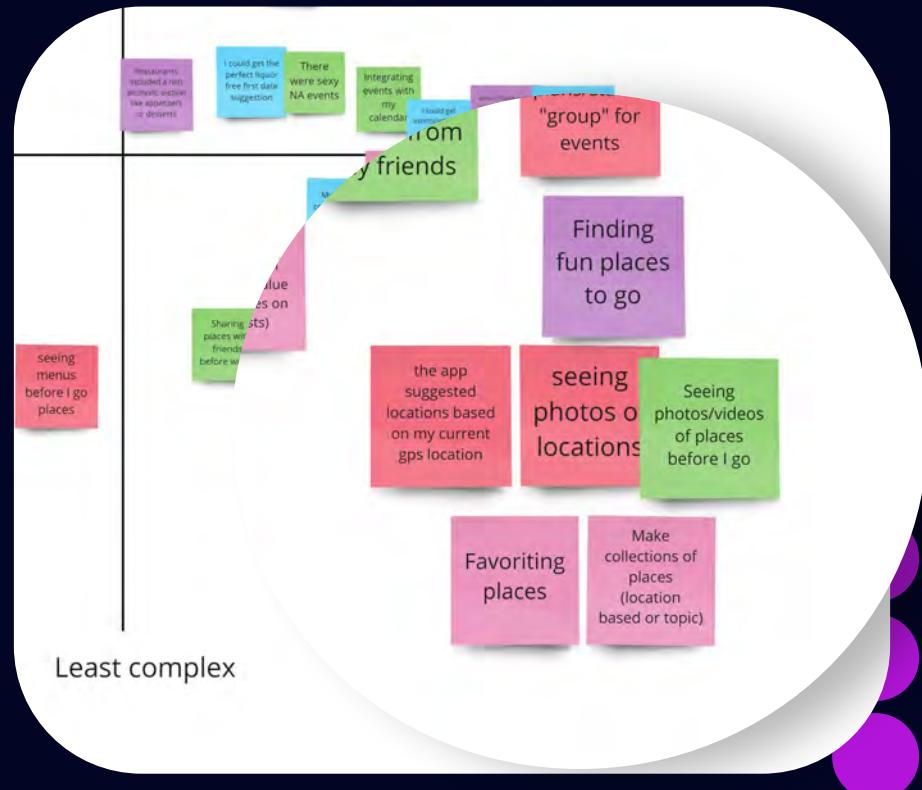


Feature Prioritization Matrix

Prioritized "I Like, I Wish, What if" brainstormed features based on...

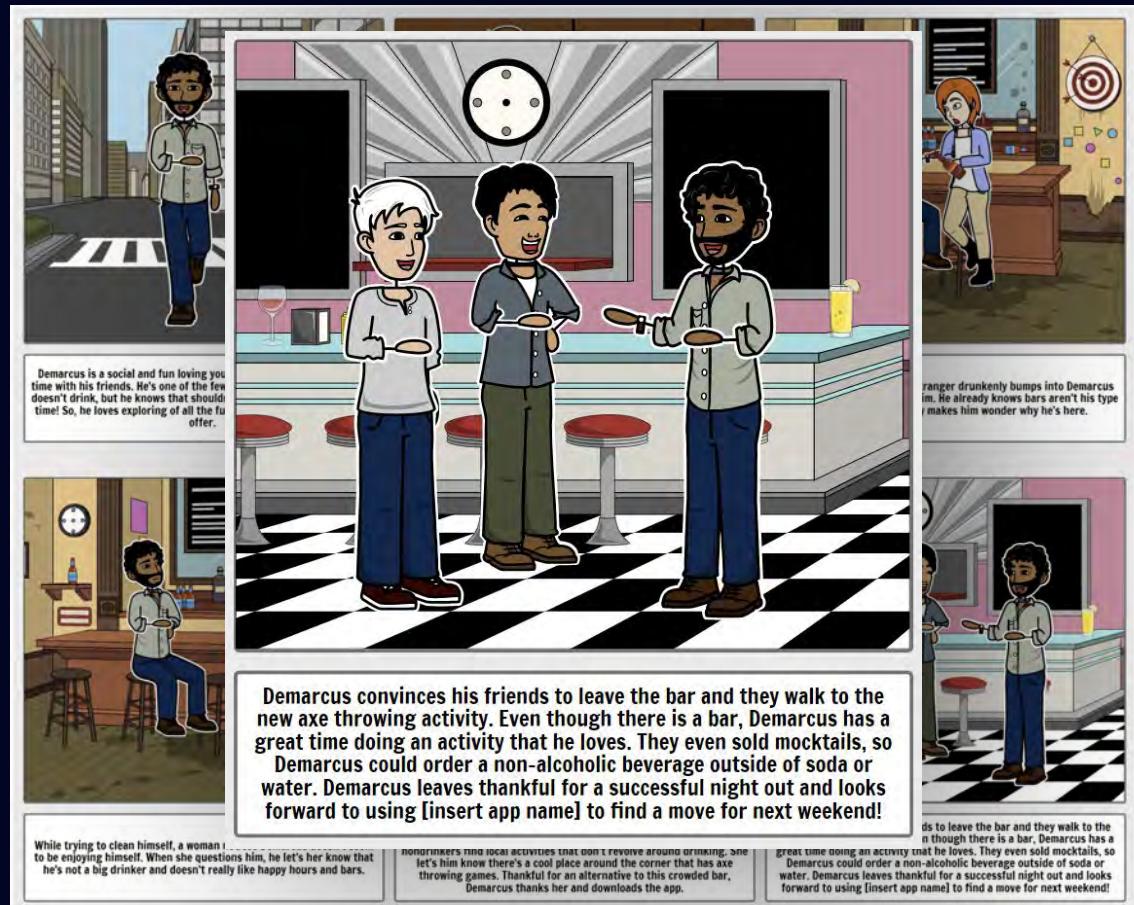
- **Complexity**
- **Value**

Chose to create features that provided the **most value** to users and the **least complexity** for our team to create our **minimal viable product** (MVP)



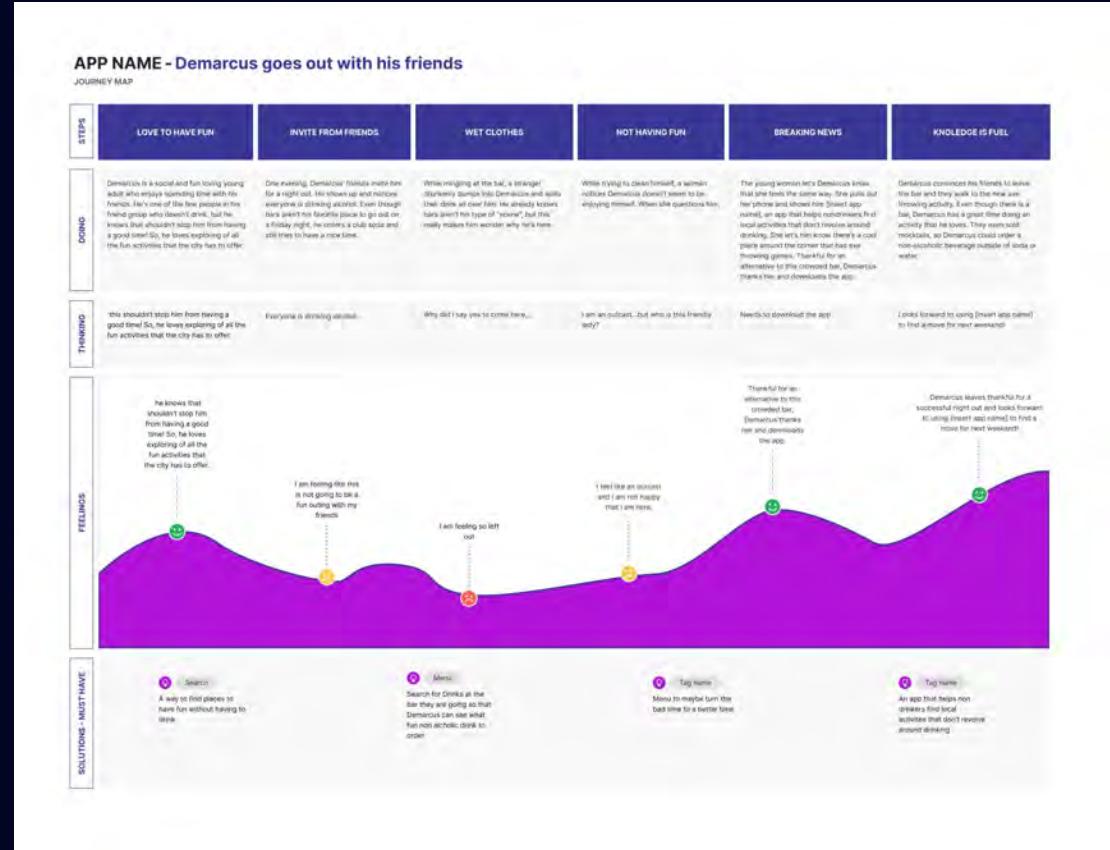
Storyboard

- Inspired by...
 - user interviews
 - Enjoys spending time with friends
 - Feels ostracized at times
 - Not accommodated
 - important app features
 - Location/nearby feature
 - Mocktail friendly
 - Suggestions based on interests

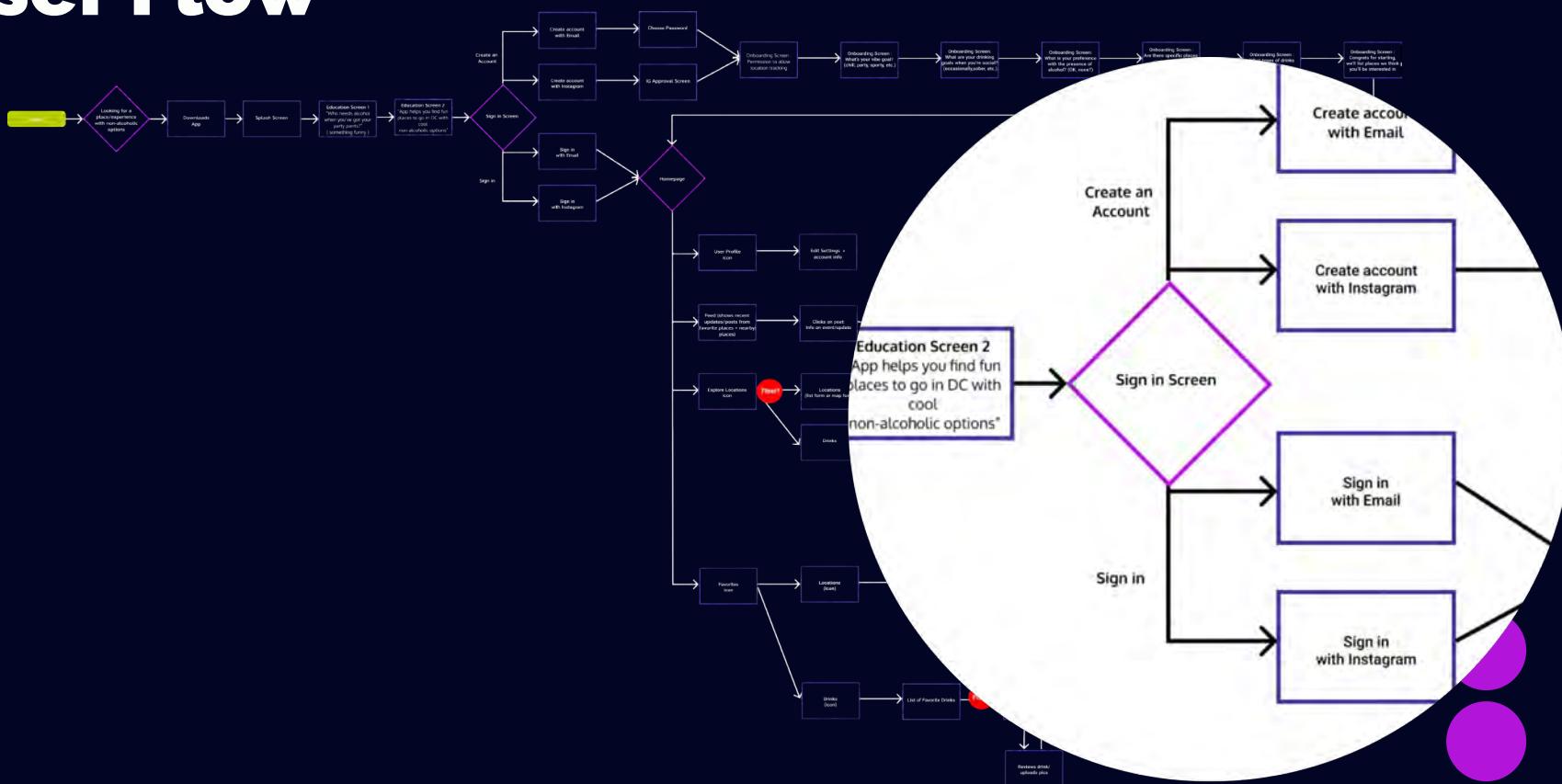


Journey Map

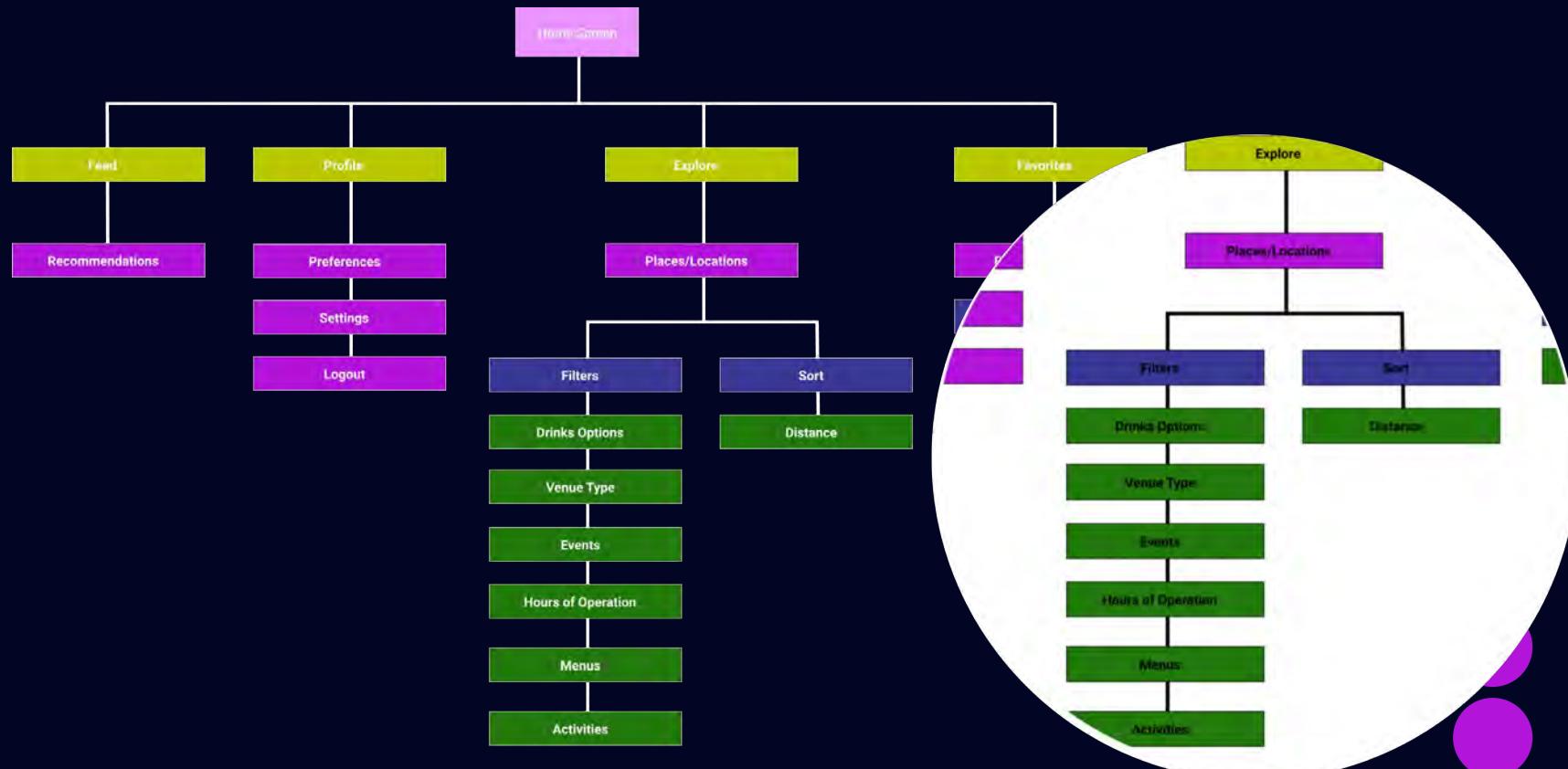
- Inspired by storyboard
- Found opportunities based on pain points throughout Demarcus' experience
- Possible solutions:
 - Searching for drinks before going out & seeing the menu
 - Finding non-alcohol friendly venues



User Flow



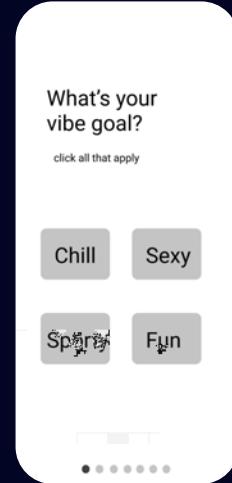
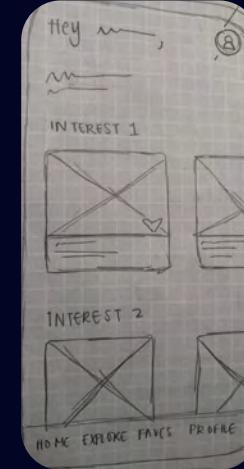
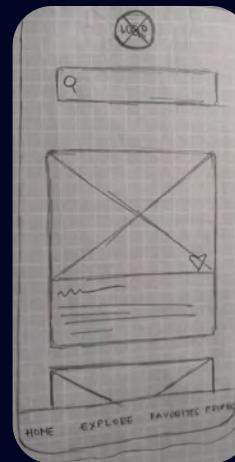
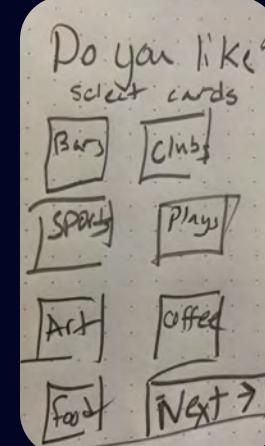
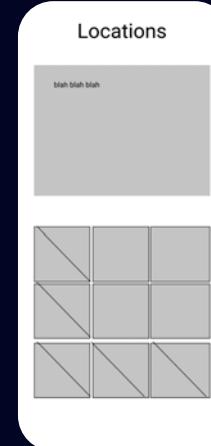
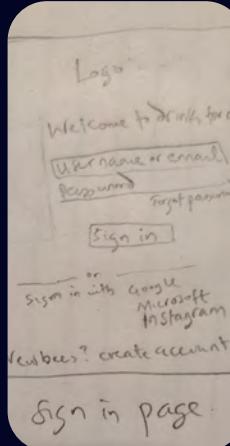
Information Architecture



Design Charette

Our team **independently sketched** possible layouts for the following screens, being sure to include our **prioritized features**:

- Sign-in
- Onboarding
- Coaching Screens
- Homepage
- Venue
- Favorites

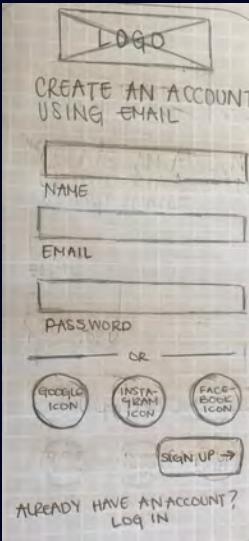




Design & Test

Paper Prototype

- **Combined layouts and components that would be...**
 - Easily discoverable to users
 - Follows common UI patterns
 - Display information that is most important to users



Usability Testing

Research Objectives

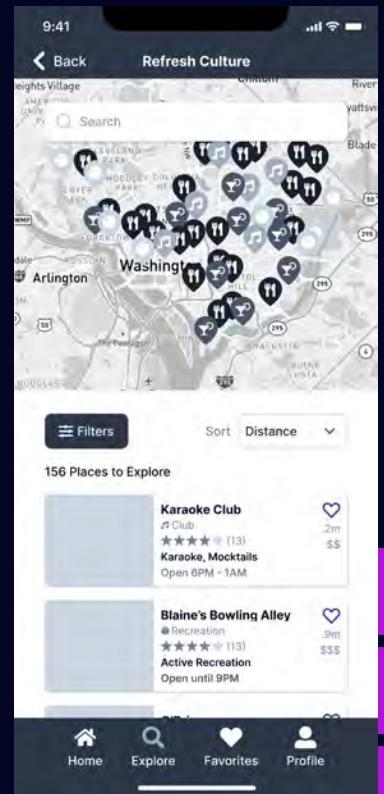
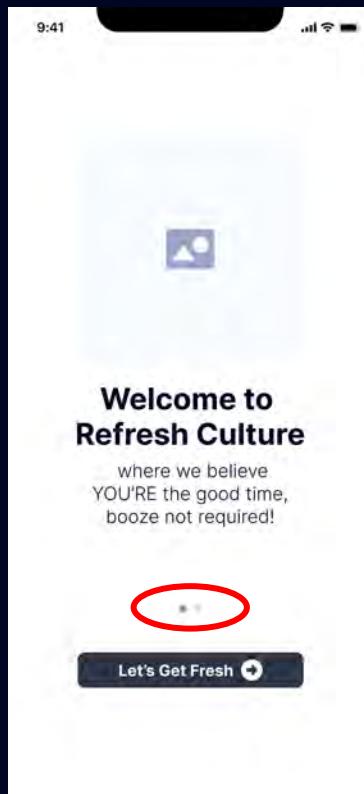
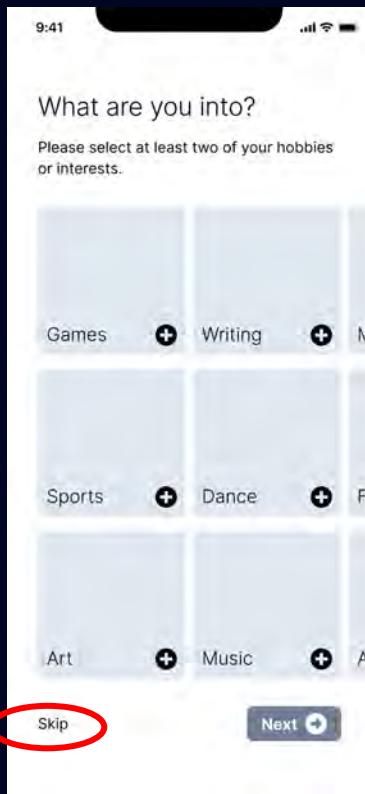
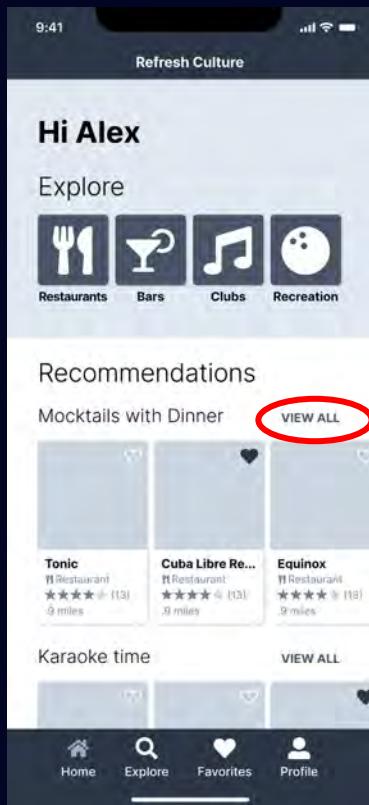
- Register a new account and get to home screen
- Find venues that have mocktails
- Explore a specific venue and favorite it



Pain Points

- Unable to view more venues from a homescreen category
- Unable to skip onboarding process
- Too many coaching screens

Mid-Fidelity Prototype



Mid-Fidelity Usability Testing

Pain Points

Onboarding

- Transition between onboarding to homepage is unclear
- More coaching requested
- Wishes she could select more than one drink preference

Homescreen/Explore Page

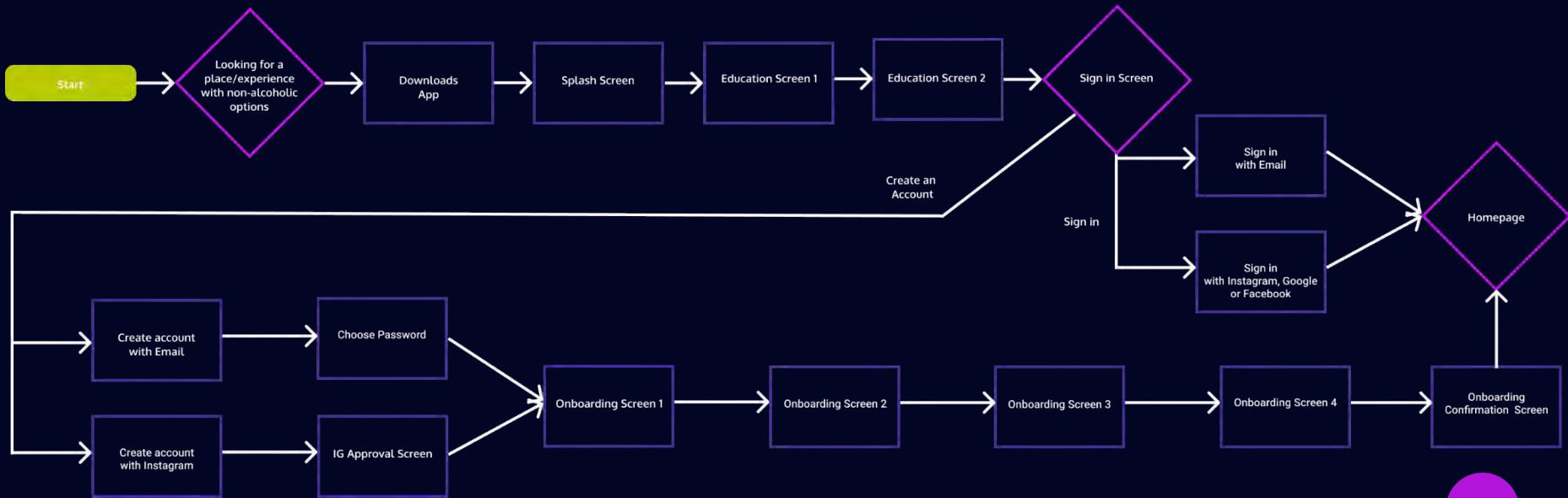
- May want to look at venues outside of her current location

Venue Page

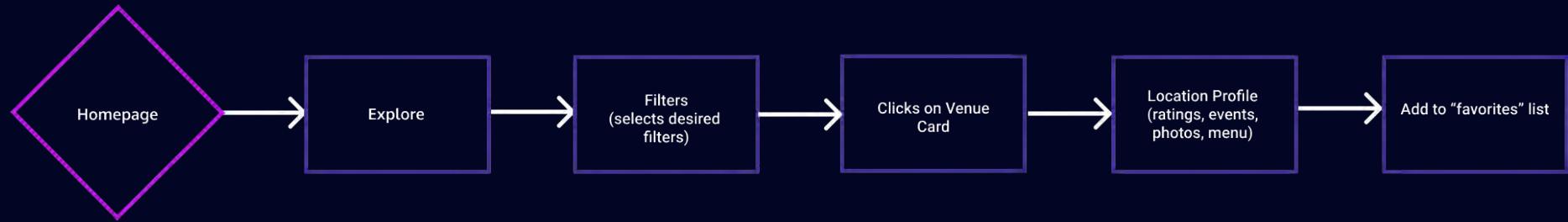
- Could not easily identify drop-down for hours of operation
- Not sure what list icon is
- Could not easily find address and website link



Iterated User Flow: Account Creation



Iterated User Flow: Explore



Moodboard



Moodboard Concept	
ADJECTIVES	Fun, party, celebrate, wellness, included, dancing, exploring, happy, Adventurous, inclusive
DESCRIPTION	A guide for travelers and locals alike can have a collective place to discover all that the DMV has to offer from a booze-free lens, food, beverages, things to do, ways to renew the soul.
THINGS	mocktail, fun drinks, clubs, bars, meetups, coffee shop, happy people



Style Guide

Our UI design lead created a style guide based on Refresh Culture's mood board.

Typefaces

Oxygen

Mulish

Oxygen

Text Hierarchy

Name	Font weight	Font size	Line height
Display 1	Light	48px	1.3 x font size
Display 2	Light	40px	1.3 x font size
Heading 1	Bold	44px	1.3 x font size
Heading 2	Bold	36px	1.3 x font size
Heading 3	Bold	28px	1.3 x font size
Heading 4	Bold	24px	1.3 x font size
Heading 5	Bold	20px	1.3 x font size
Heading 6	Bold	16px	1.3 x font size
Lead Paragraph	Regular	22px	1.5 x font size
Body Large	Regular / bold	20px	1.7 x font size
Body Medium	Regular / semibold	18px	1.7 x font size
Body Normal	Regular / semibold	16px	1.7 x font size
Body Small	Regular / semibold	14px	1.7 x font size

Brand Colors

Main Color #4A008B

Darker #4A008B

Lighter #4A008B

Brand Colors

Secondary Color #A9F582

Darker #A9F582

Lighter #A9F582

Brand Colors

Secondary Color #E91E63

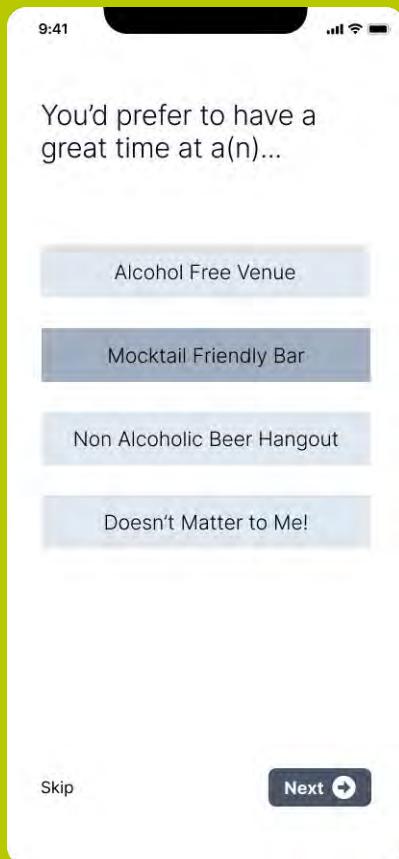
Darker #E91E63

Lighter #E91E63

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Onboarding Screen



BEFORE



AFTER

Confirmation Screen

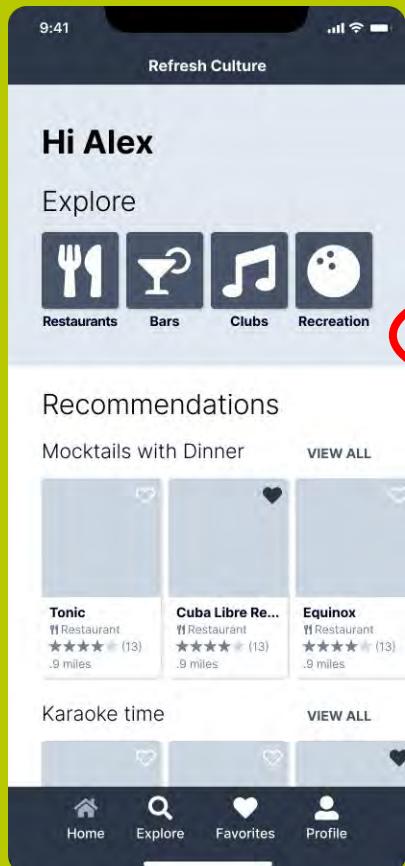


BEFORE

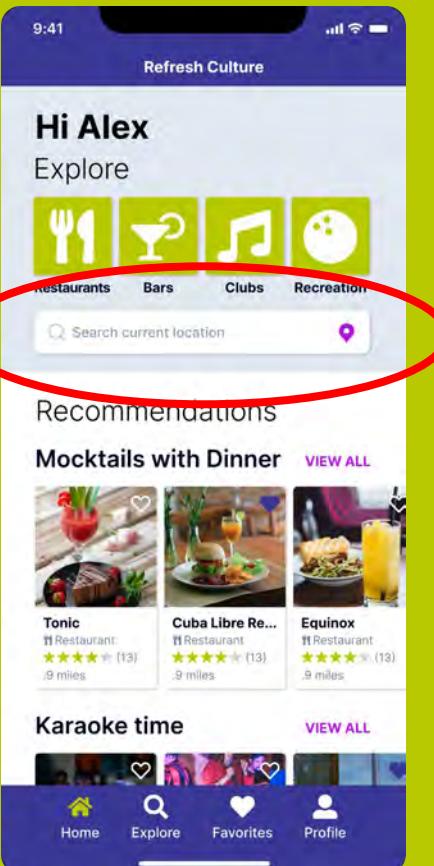


AFTER

Homescreen

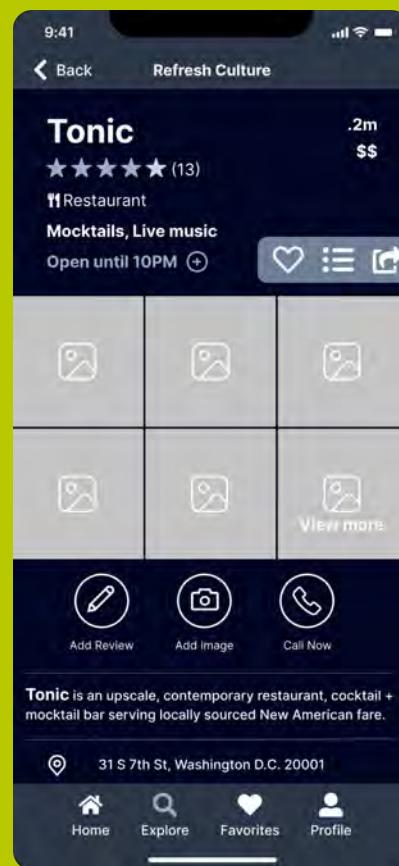


BEFORE



AFTER

Venue Profile

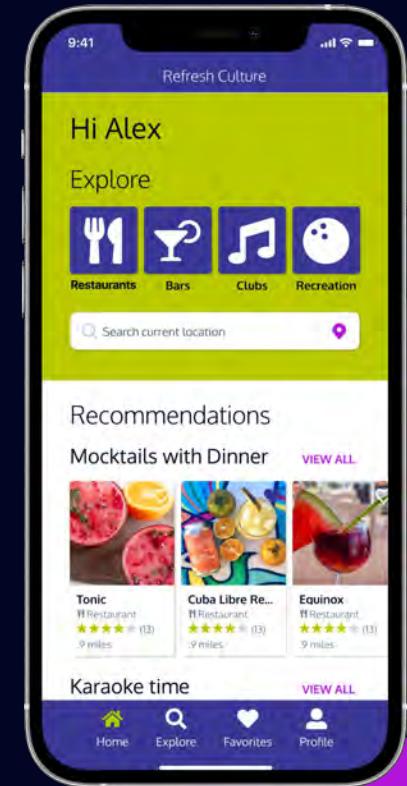
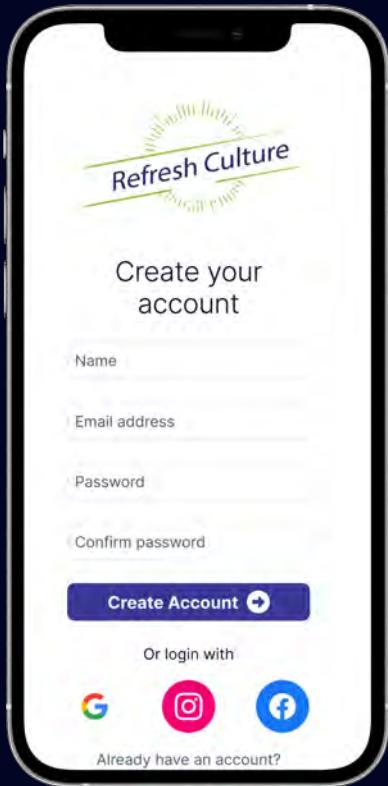


BEFORE

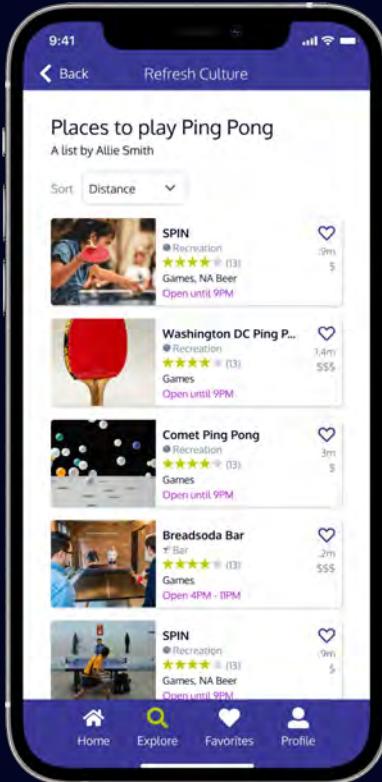
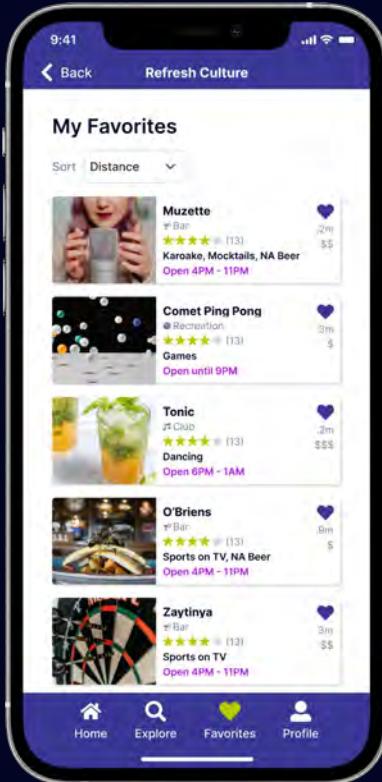
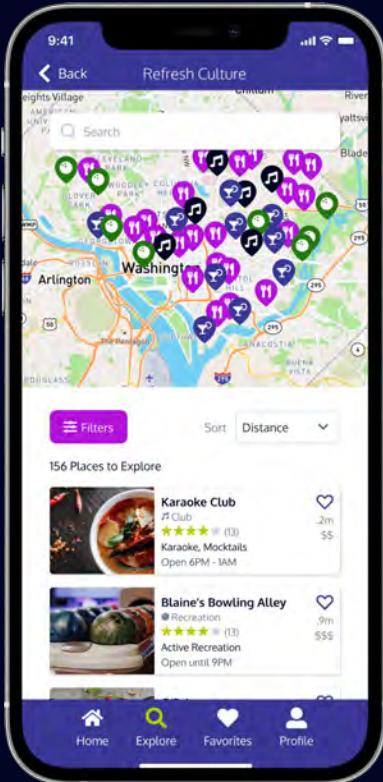


"Nice atmosphere, and great mocktail selection."
"It was pretty good, I'd go back again! The vibe felt right."

High Fidelity Wireframes

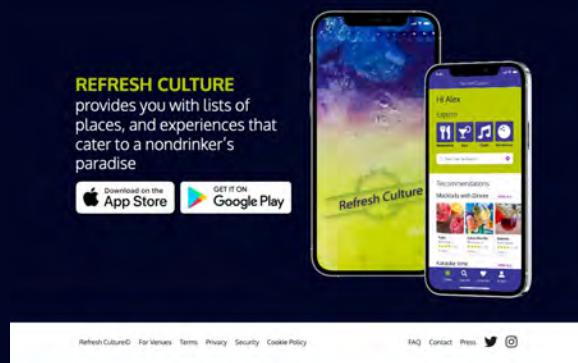


High Fidelity Wireframes



Refresh Culture Desktop Website

- Created website to advertise app & educate possible users
- Maintained consistent branding through...
 - Imagery
 - UX Writing
- Journey Map inspired
- Coded in HTML & CSS with Bootstrap
- [View homepage](#)





Future Iterations

- “Friends”/“Follow” Feature
- Feed Layout
- Events integration
- User flow/process for venues



Thanks!