

ou*P*Craft!

our craft compass



My friend Jordan is coming to Chicago. He loves local craft beer, and would like to have a truly local, non-touristy experience. Can you quickly help me find a place to take him?

WHAT IF...

a small, freshly brewed
batch of locally crafted
beers, paired with local food
and music or art was just
one click away?



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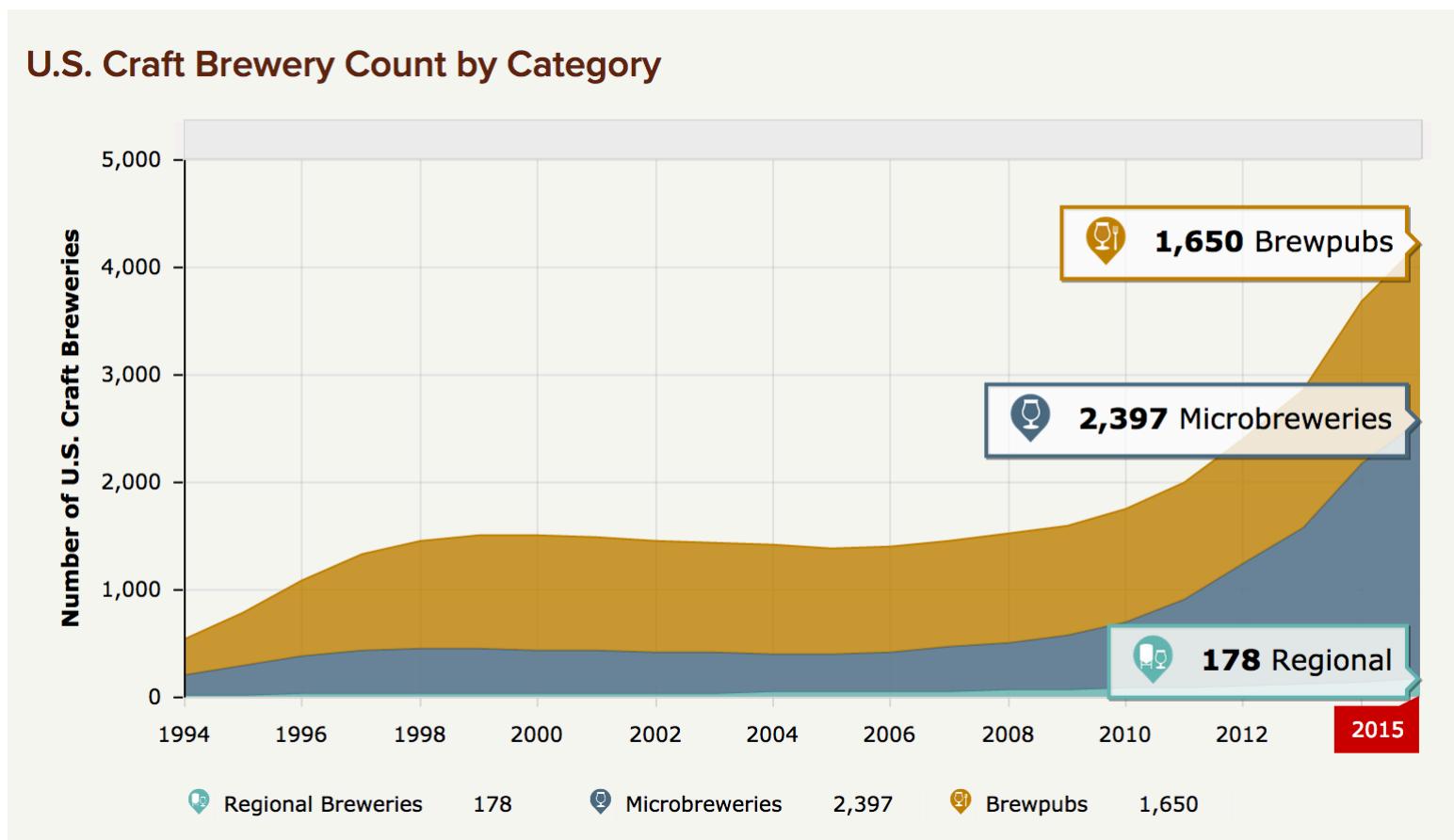
VALUE PROPOSITION

For urban explorers who are eager to discover hyper-local experiences,

OuiCraft! is a responsive digital platform that provides curated and playful navigation to local craft brews, eats and beats on the go.

Unlike Trip Advisor and Yelp, OuiCraft! knows your tastes and location, and proposes a finite number of specific, local options.

RELEVANT TRENDS

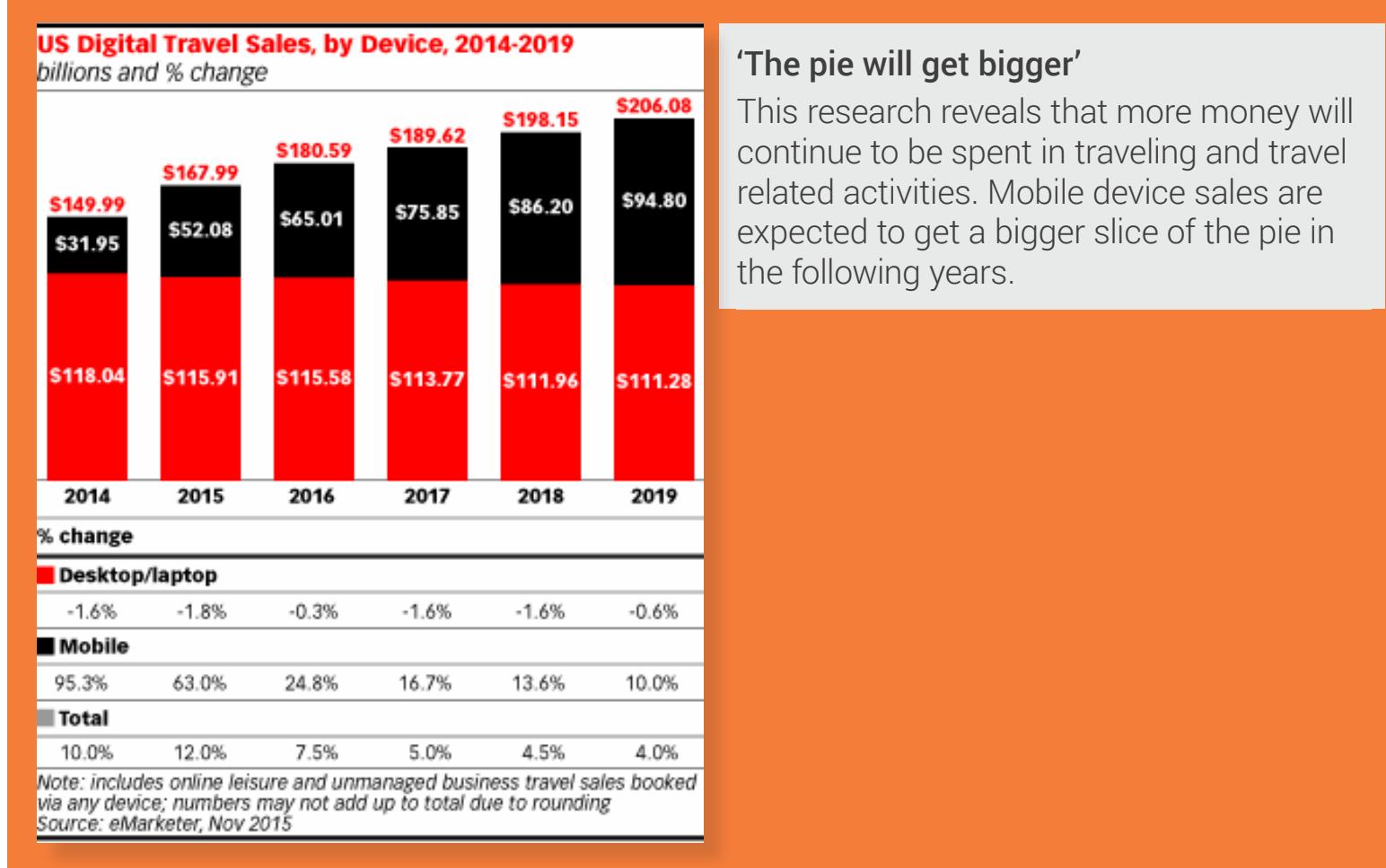


INSIGHT #1

U.S. craft beer industry growth

Since 2008, Microbreweries and Brewpubs have grown at an increasing rate, and are expected to continue growing in the years to come.

RELEVANT TRENDS



'The pie will get bigger'

This research reveals that more money will continue to be spent in traveling and travel related activities. Mobile device sales are expected to get a bigger slice of the pie in the following years.

INSIGHT #2

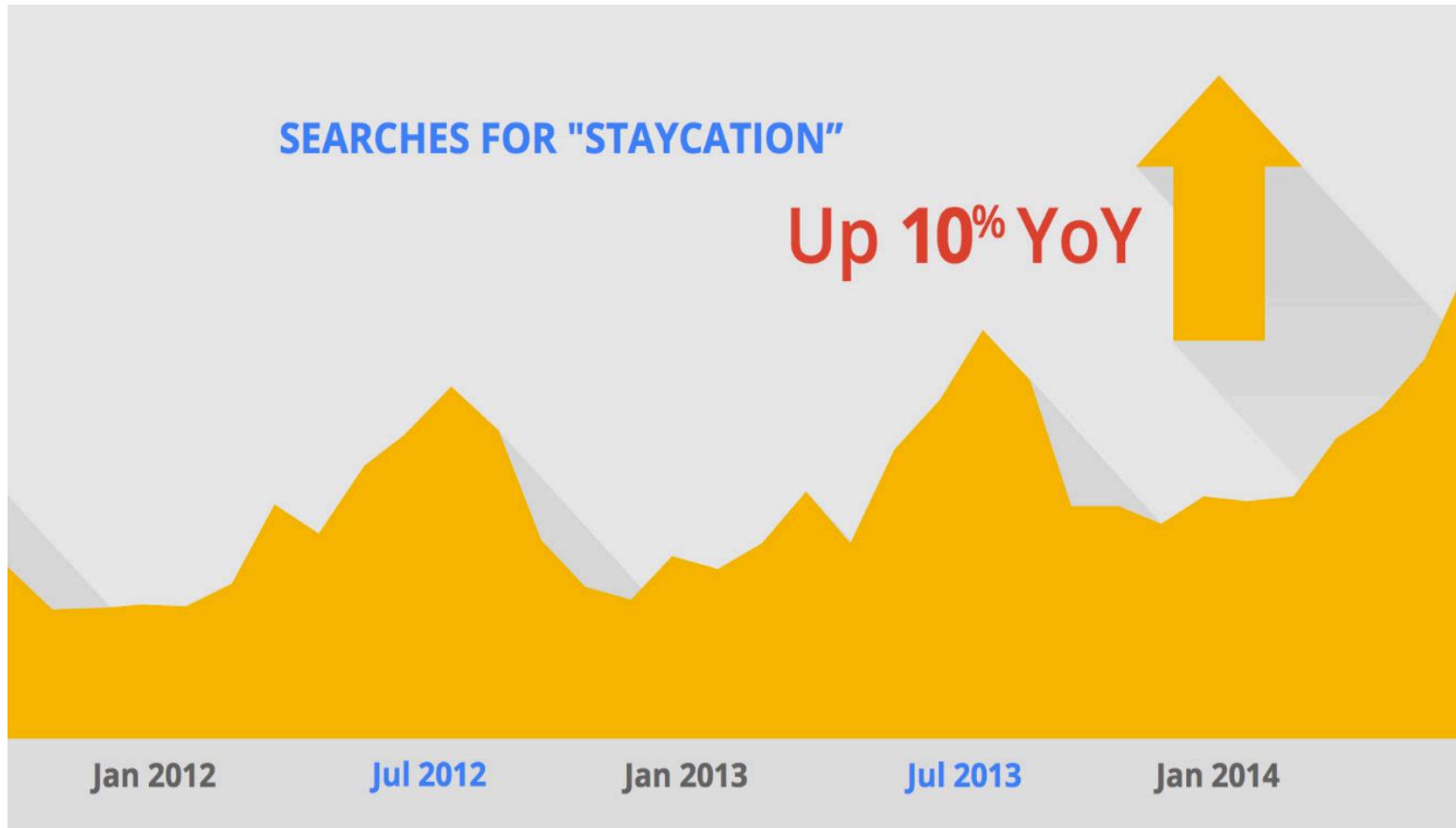
Experiences 'on-the-go'

'Micro-moments' is a term coined by Google to describe the moment when someone acts on a need "on the go".

People use mobile devices to get information and buy experiences as they need them, thus making decisions based on real-time data.

Source: <http://www.emarketer.com/Article/By-2016-Most-Digital-Travel-Bookers-Will-Use-Mobile-Devices/1013248>

RELEVANT TRENDS



Source: <http://skift.com/wp-content/uploads/2014/07/Google-Summer-Travel-Infographic-Staycations.pdf>

INSIGHT #3

Re-discovering my own city while on vacation

Google searches of 'staycations' went up by 10% every year since 2011 and are expected to continue in 2016.

Residents are looking to learn more about their local offerings, discover new haunts and become "insiders".

WHOSE PROBLEM ARE WE SOLVING?



Jordan, 26

Business Consultant
Visiting Chicago for 3 days
Enjoys craft beer happy hours



Stacey, 37

High School Teacher
Chicago born and raised
Loves to dance and discover

LIMITATIONS OF EXISTING SOLUTIONS

The screenshot shows the Yelp homepage with a search bar for "Find pale ale" and "Near Chicago, IL". Below the search bar are navigation links: Home, About Me, Write a Review, Find Friends, Messages, Talk, Events, Sign Up, and Log In. The main content area displays the results for "Best pale ale in Chicago, IL", showing 1079 results. The first three results are listed:

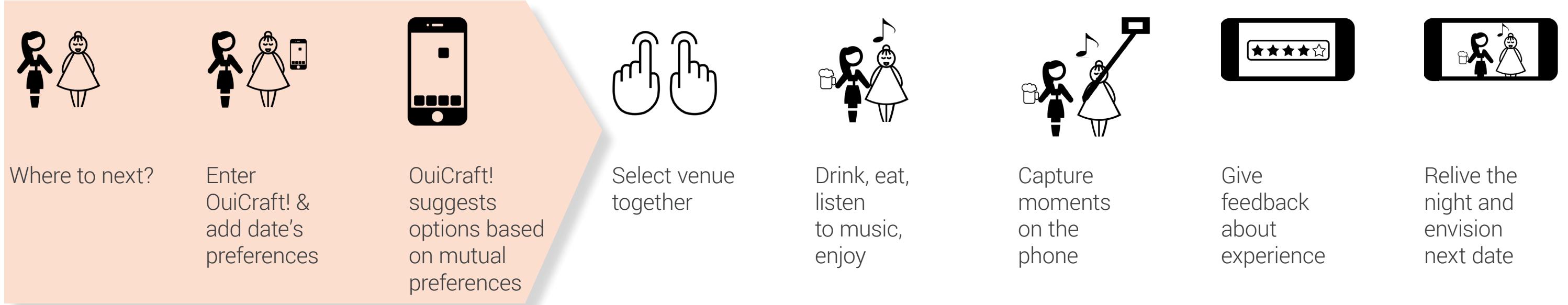
- 1. Half Acre Brewery** (North Center) - 247 reviews, \$\$\$, Breweries, Tours. Item offered: Double Daisy Cutter Pale Ale.
- 2. Revolution Brewing** (Logan Square) - 1812 reviews, \$\$, Breweries, American (New), Bars. Surprised with: Anti-Hero IPA Bottom Up Wit Cross of Gold Blond Ale Eugene Porter Double Fist Double Pale Ale Iron Fist Pale Ale Rosa Hibiscus Ale Red Scare Ale Rise American Stout...
- 3. Burnt City Brewing** (Lincoln Park, DePaul)

A sidebar on the right shows a map of Chicago with numbered pins (1-10) indicating the locations of the top-rated breweries. The map includes labels for Evanston, North Center, Logan Square, Cicero, and DePaul.

Limitations

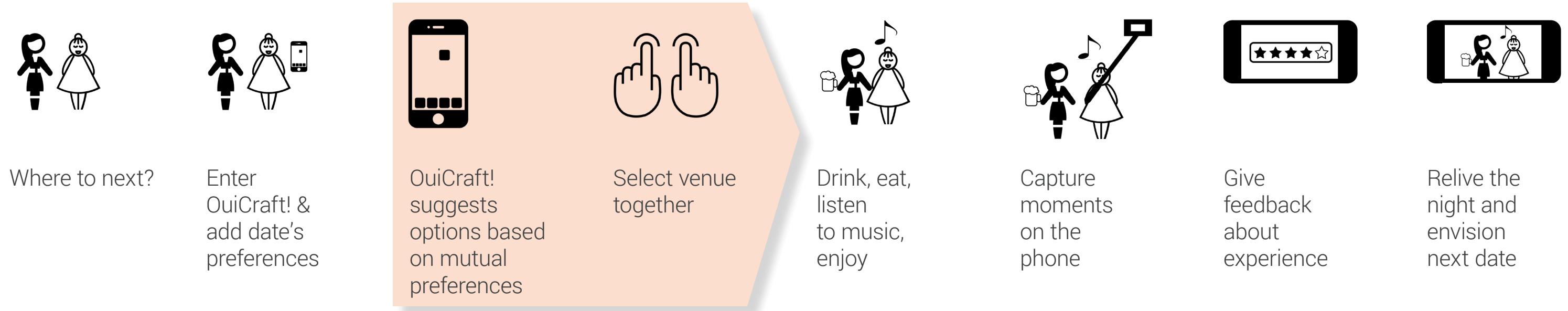
- 1 Guided to most 'popular' & touristy live music restaurant & bars
- 2 Miss out on "hyper-local" activities and special haunts
- 3 Options do not reflect the particular preferences of a given user.

USER JOURNEY



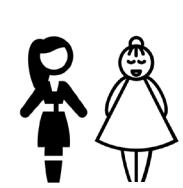
First date is going really well, let's keep the night going with a local, craft beer experience...

USER JOURNEY

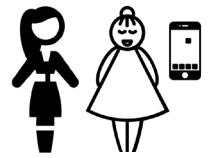


Ouicraft suggests 5 local options that meet our mutual beer and activity preferences.

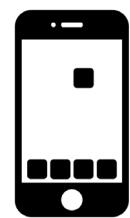
USER JOURNEY



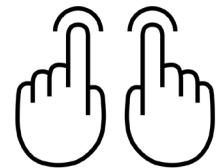
Where to next?



Enter
OuiCraft! &
add date's
preferences



OuiCraft!
suggests
options based
on mutual
preferences



Select venue
together



Drink, eat,
listen
to music,
enjoy



Capture
moments
on the
phone



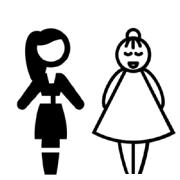
Give
feedback
about
experience



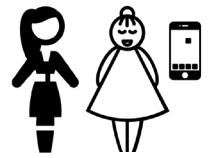
Relive the
night and
envision
next date

**We enjoy the music, the
beer, and one another.**

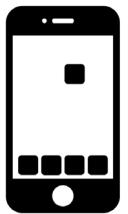
USER JOURNEY



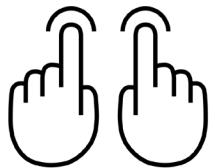
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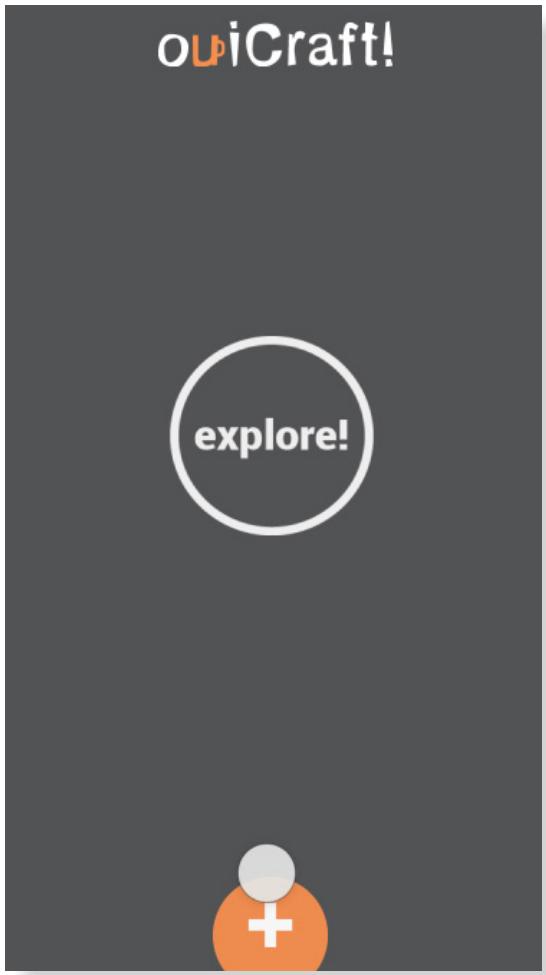
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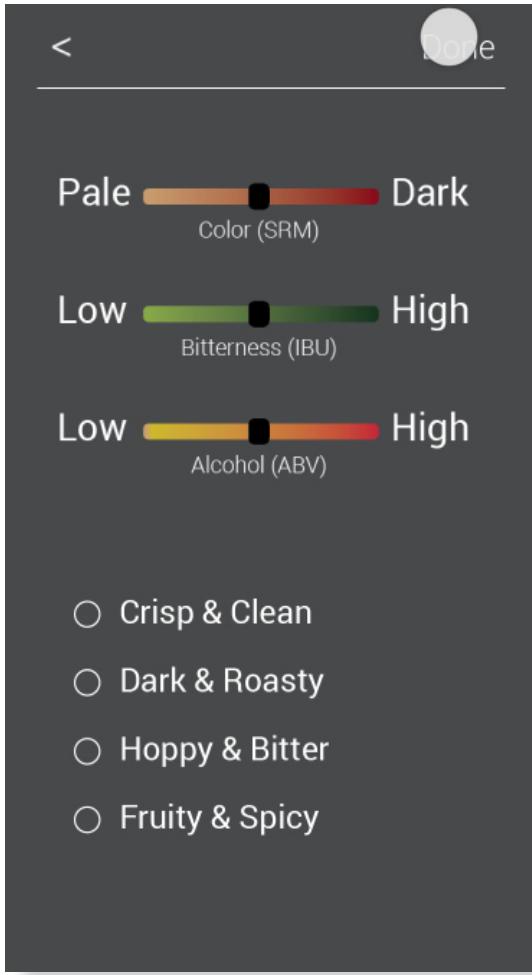
Relive the
night and
envision
next date

**I get home late, lay in bed
and relive our night. Is it
too soon to ask her out
again?**

HOW OUCRAFT! WORKS



- 1** Add a user profile or hit 'explore!' to get a suggestion



- 2** Choose your craft beer preferences

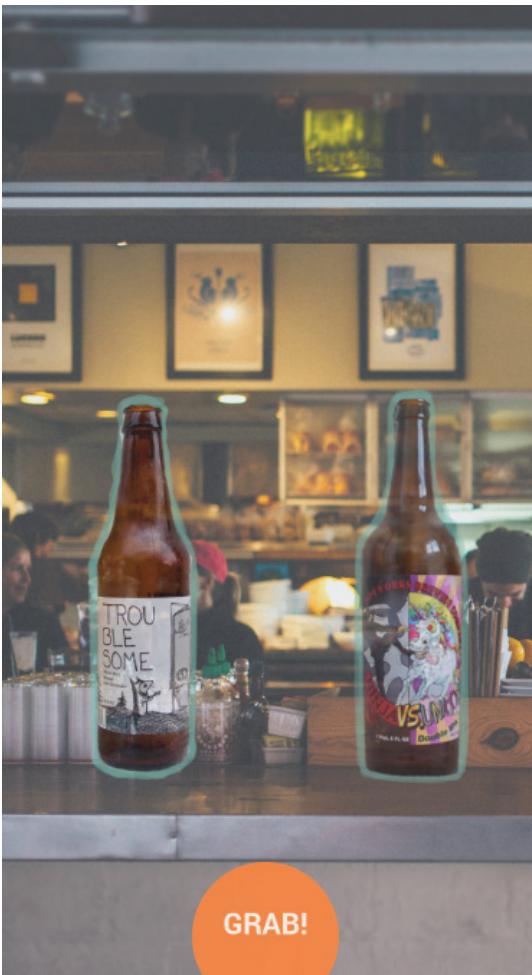


- 3** Select activities to pair with your favorite beer

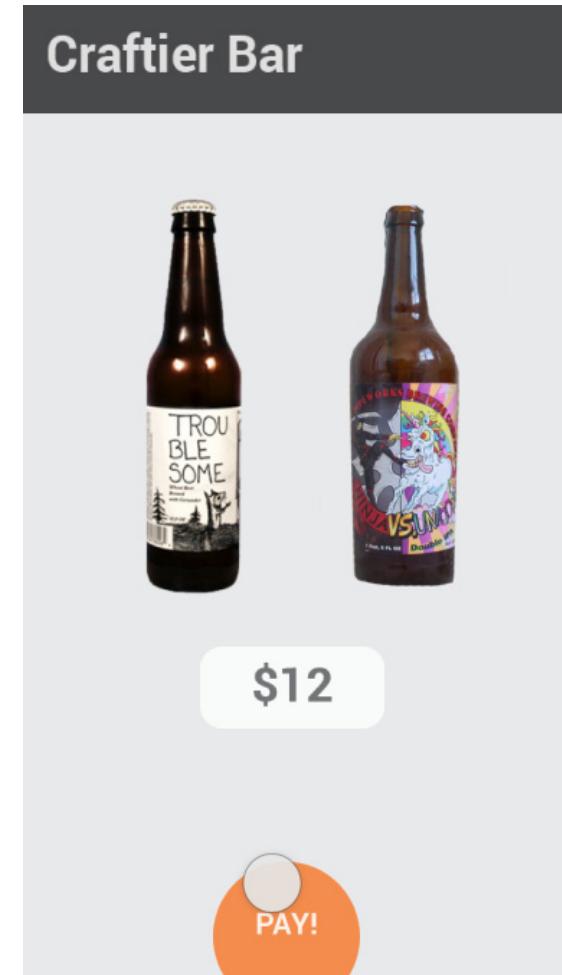
HOW OUCRAFT! WORKS



4 OuiCraft! suggests a bar according to your location and preferences

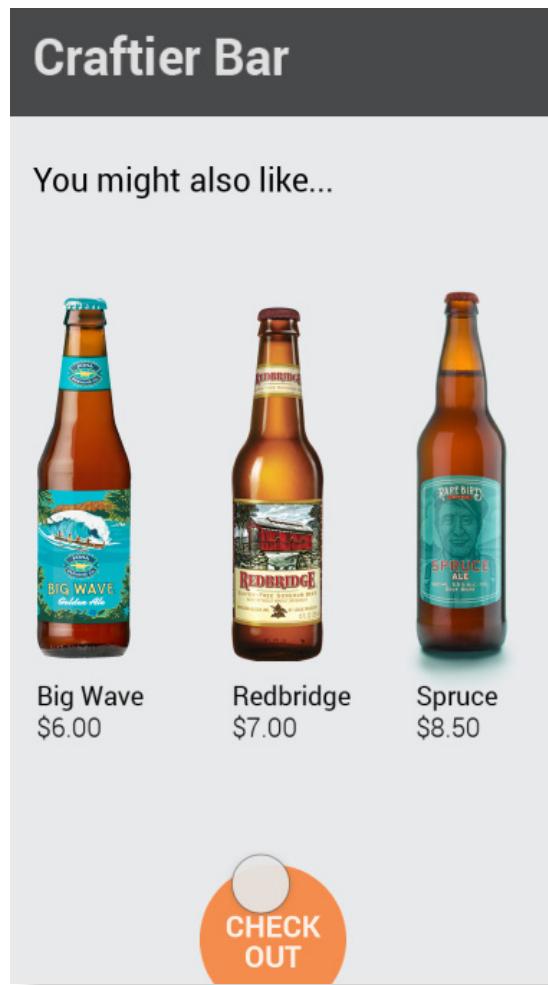


5 When you arrive, grab those beers in your app to pay for them!

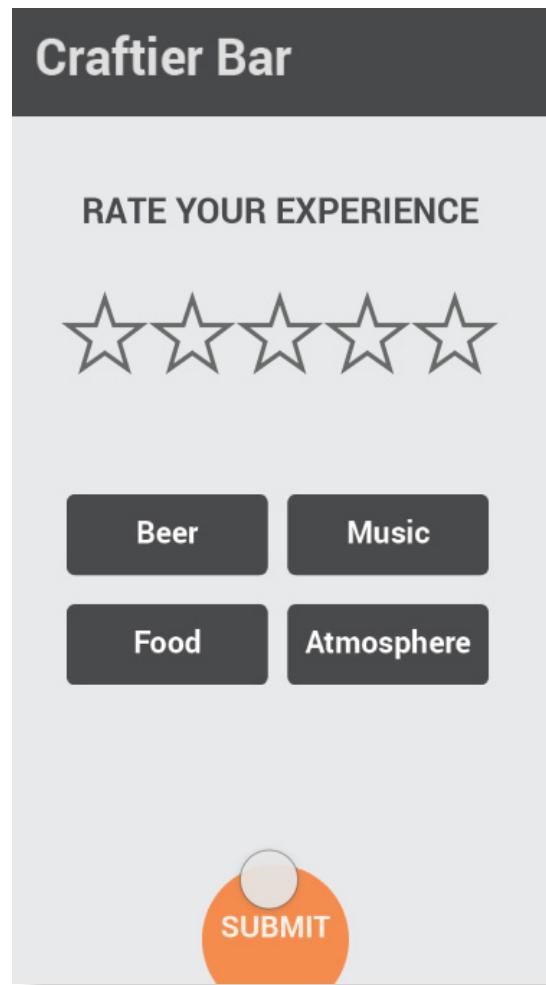


6 Pay and enjoy!

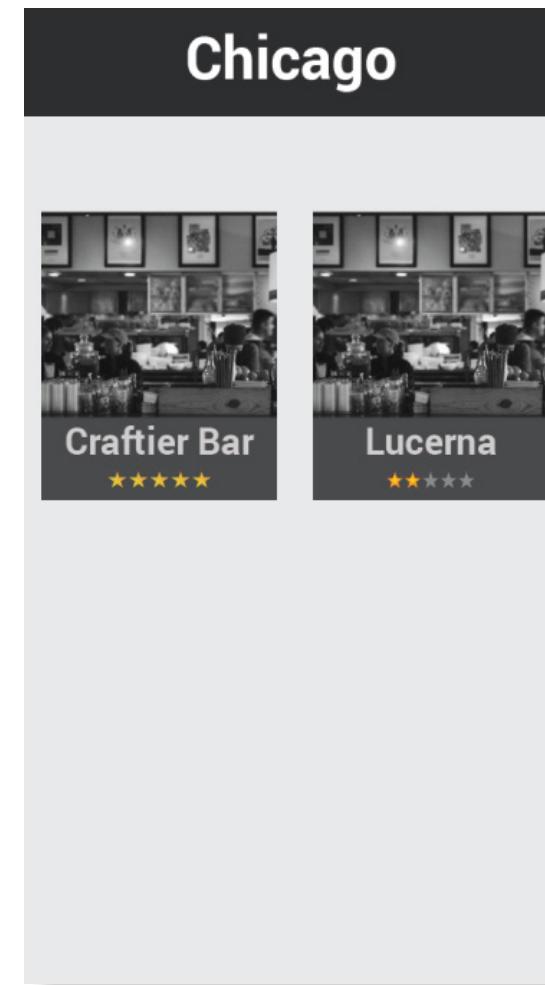
HOW OUCRAFT! WORKS



- 7** OuiCraft! suggests other local beers taking into account similar user behavior



- 8** Review your experience to continue enhancing future recommendations for you and others



- 9** Save all your pics, videos and more in your OuiCraft! memory crate

VALUE WEB



VALUE WEB



*What else, apart from beer, might I add to my service?
How can I reach more people?
What are people drinking, how much, when, and where?*

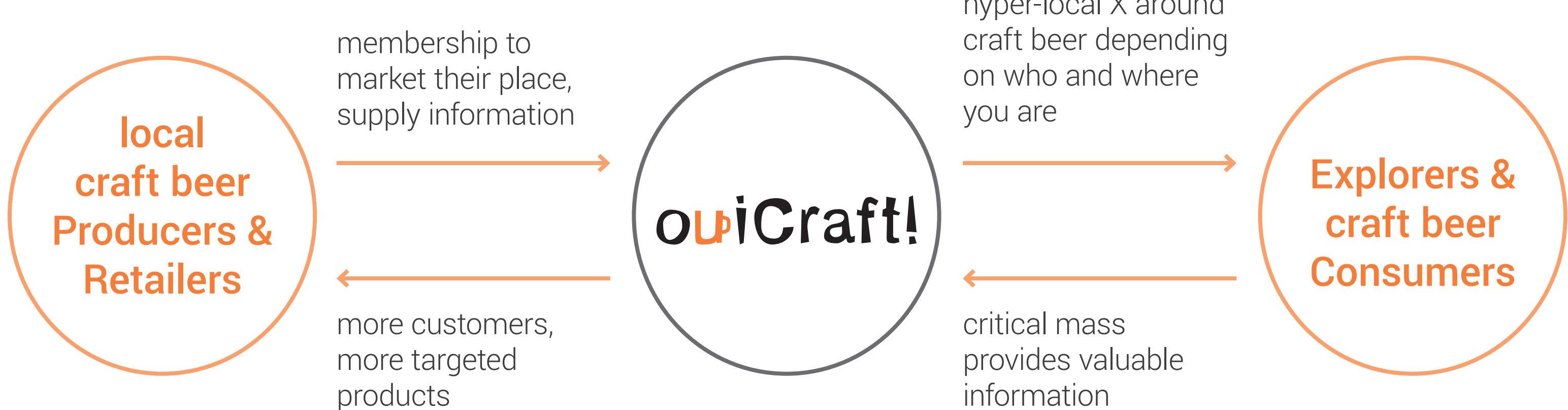
VALUE WEB

*Where can I find... small batches of craft beer?
a good bar with local music?
where the locals go?*



**Explorers &
craft beer
Consumers**

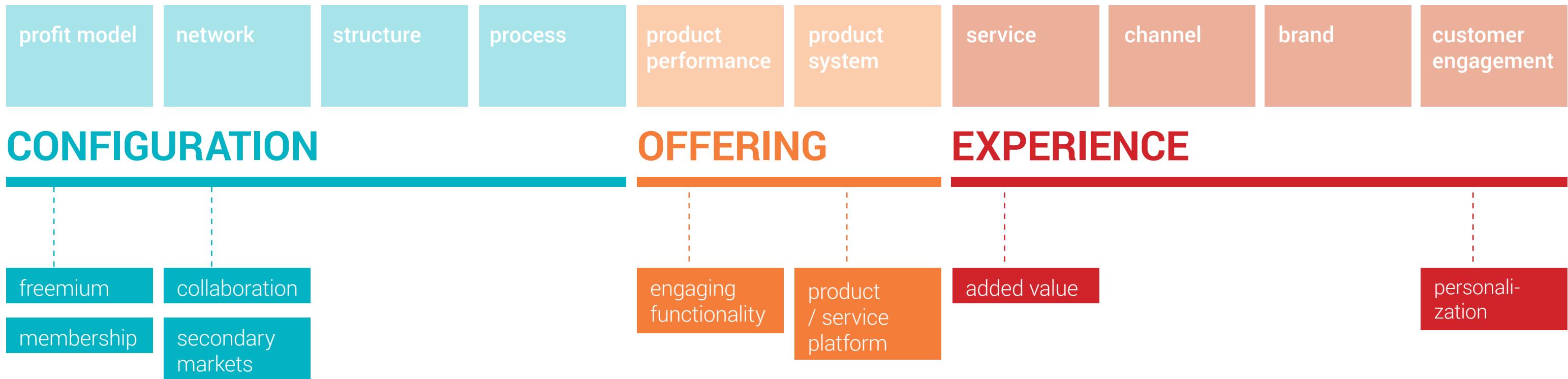
VALUE WEB



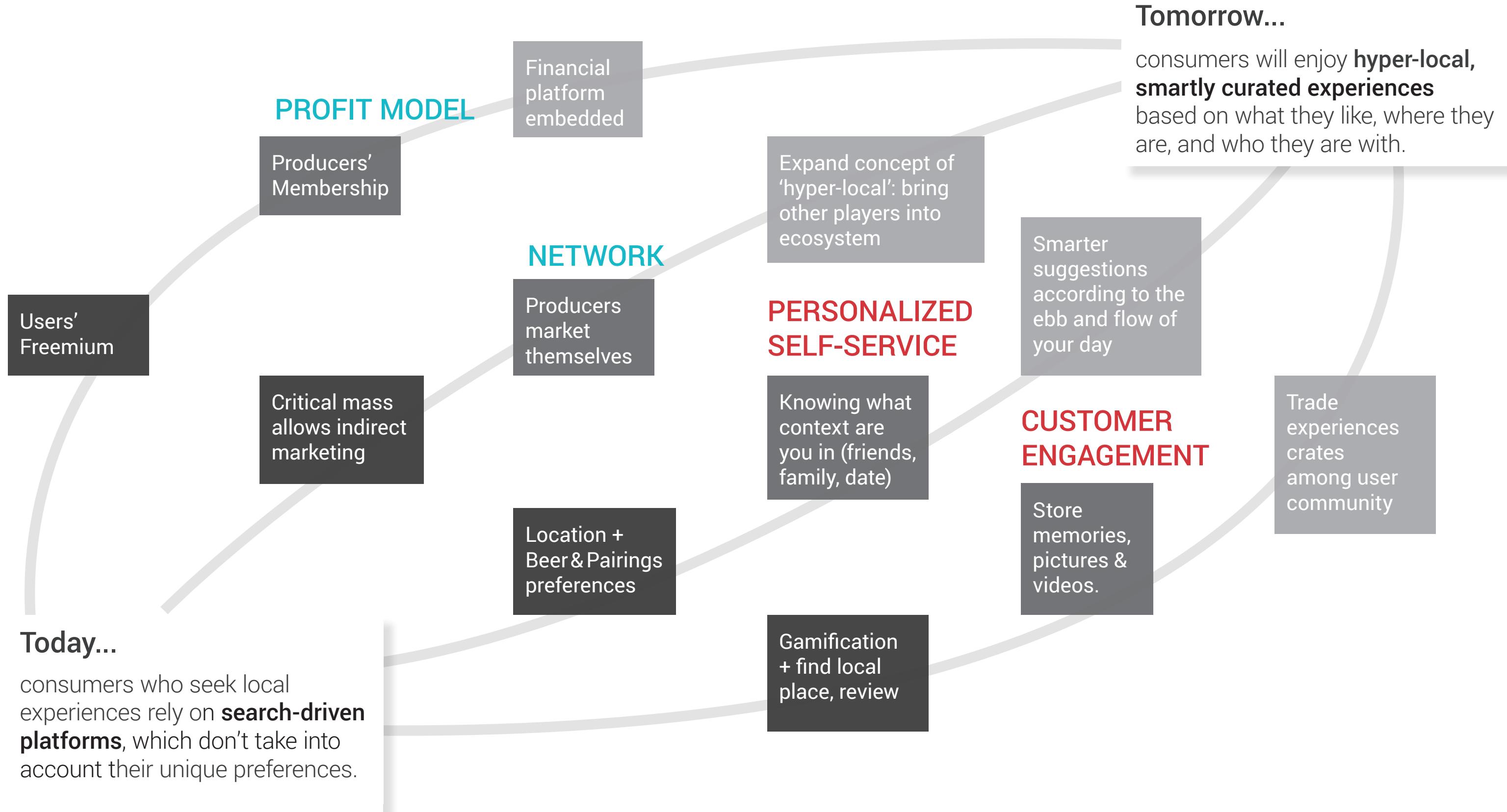
VALUE WEB



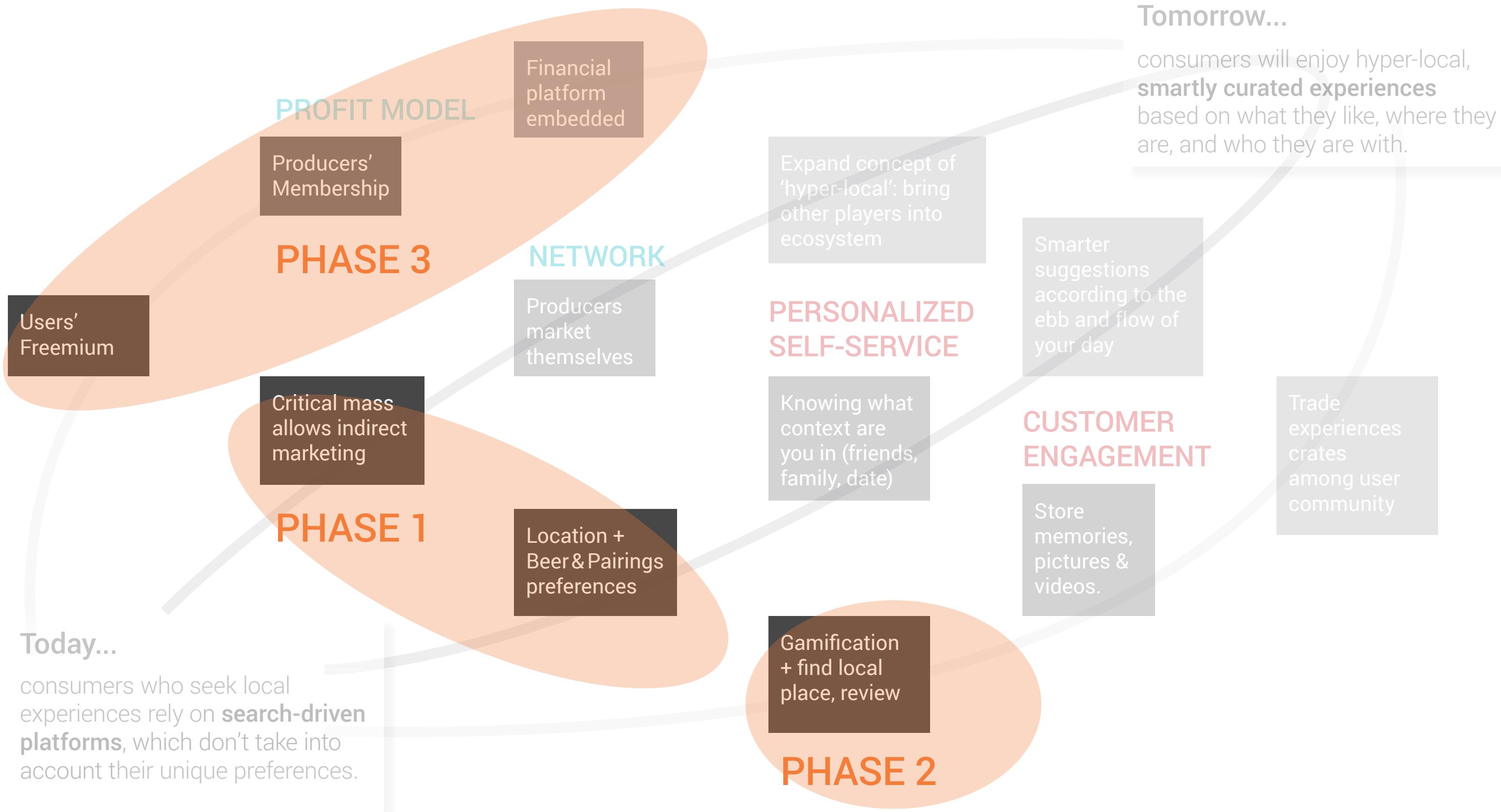
10 TYPES OF INNOVATION



ROADMAP



ROADMAP



TESTING PHASE #1: EXPERIENCE INNOVATION

WHAT?

Critical mass allows indirect marketing

Location + Beer & Pairings preferences

ASSUMPTIONS

Location & Pairings

Consumers will value a hyper-local, paired, spontaneous offering

Consumers will provide enough feedback behavioral data for the platform to grow and improve with critical mass of uptake.

HOW WILL WE TEST?

In-field consumer observations and interviews: conduct tests with individuals at local breweries and small restaurants (with more than just beer) to explore consumer needs, responses and engagement with prototypes

Concept video: create a simple, short video illustrating how the app works, and upload it to craft beer online communities, blogs, and craft beer organizations' websites. Track engagement and feedback.

TESTING PHASE #2: PRODUCT INNOVATION

WHAT?

Gamification
+ find local
place, review

ASSUMPTIONS

Gamification: virtual to real

Consumers will see value in the gamified experience, and try to capture as many beers as they can.

HOW WILL WE TEST?

In-field consumer observations and interviews: paper and digital prototypes to understand how people would interact with the app, and how they would navigate transitioning from something virtual (grabbing the beer) to something real (buying it).

TESTING PHASE #3: CONFIGURATION INNOVATION

WHAT?

Users'
Freemium

Producers'
Membership

Financial
platform
embedded

ASSUMPTIONS

Membership

Small brewers and restaurants will pay a membership for our app in order to market themselves to a larger public.

Financial platform embedded

Financial aspect of app will simplify and increase amount of transactions between producers and consumers.

HOW WILL WE TEST?

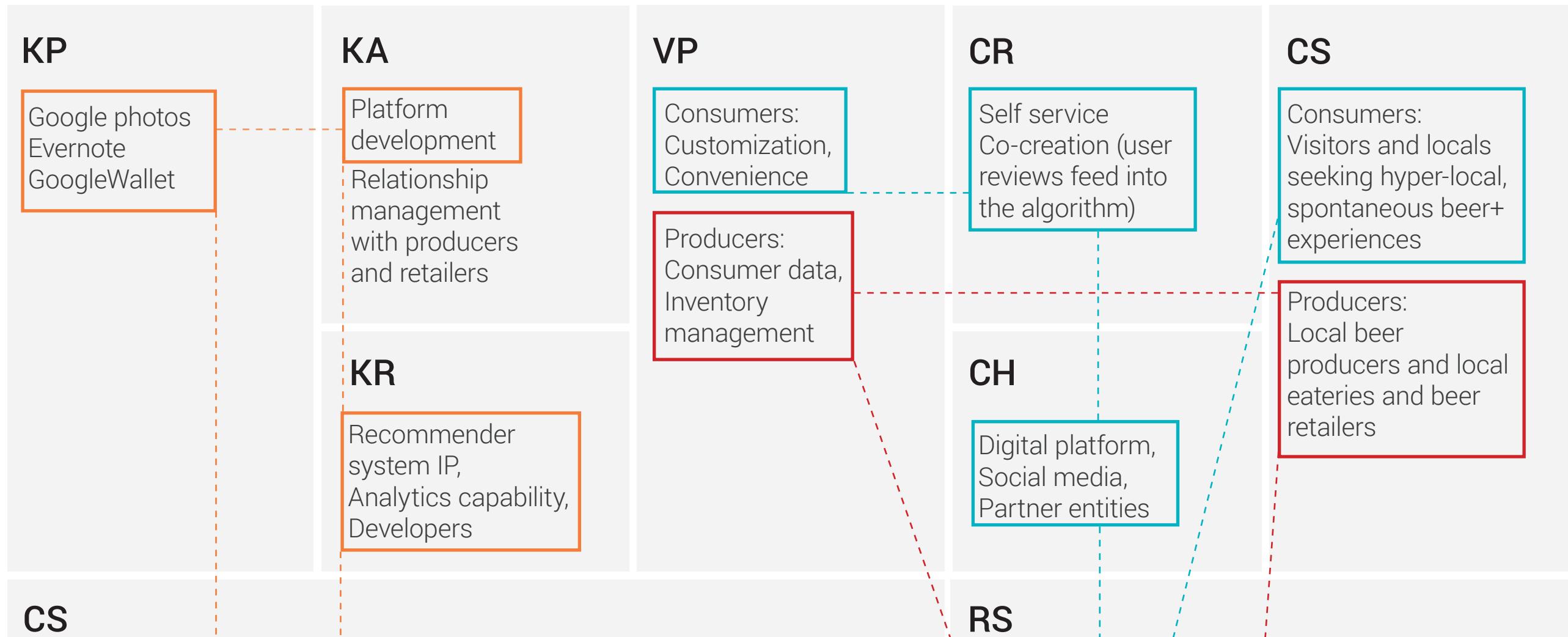
Producers co-creation sessions: meet with brewers and small restaurants at their places to conduct interviews and workshops and define concept with them.

Preliminary investigation: online and in-field research to find patterns on how local beer producers and small restaurants market themselves.

In-field consumer and producer observations and interviews: conduct interviews, and observe users (both producers and consumers), to understand how they deal with payments, pain points, and how these change according to different consumer use cases.

APPENDIX

BUSINESS MODEL CANVAS



Infrastructure management: key partners, activities and resources all dedicated to the platform development, management, and evolution. A critical mass of consumers need to be on-boarded from the beginning in order to make this desirable and feasible for both customer segments.

Multi-sided platform: two customer segments benefit from the platform with distinct value propositions