BEERDEX

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EXECUTIVE SUMMARY

Our team's proposed web-application, BeerDex, will present users with an simple and fluid application that will allow users to create their own personal library/ diary of beers that they have tried. This application will target two main user groups, those looking to keep track of their beer collection, and those looking to record what beers they've tried and share their experiences with their friends/ peers. Unlike others applications on the market, BeerDex provides users the ability to see what they have tried and to share amongst friends; and allowing beer-collectors to trade their collective beers with other amongst the community.

Motivation

After researching different user personas and discussing some needs of a beer application from our personal experiences, we thought of a list of possible functionalities that were missing in beer applications today.

- People or beer lovers need a way of tracking the beers they have tried in a more organized way.
- Beer collectors want a way to keep track of their collectable beers they own and the beers they've tried.
- Beer collectors want to be able to share their collectables with other beer collectors.
- Beer collectors want a way of trading beers they have in their collection for other collective beers.
- Beer lovers want a way of acquiring limited available beers that they cannot find at bars, breweries, and bottle shops.
- Beer lovers want a way to record and discover beers that they want to try in the future.

- Craft beer novices want the ability to find a highly rated / popular beer while at a bar or brewery.
- Craft beer novices want the ability to learn about different types of craft beer.

Features

- Browse through a library of beers, with their description, where users will be able to create their own reviews and update the library with new seasonal entries.
- Users will be able to create their own personal diary of beers that they have tried; where the diary will be categorized by beer type (i.e: IPA, Amber, Pale Ales.. etc).
- Each entry will have the following data points:
  - Picture of bottle / brewery / etc. (optional)
  - String : Brewery Name (required)
  - String : Beer Name (required)
  - String[ ] : Description-tags (required)
  - Number : Rating (required)
  - Ordinal Field : Style (IPA, Stout, etc.) (required)
  - Number : ABV (optional)
  - Number : IBU (optional)
  - Boolean : Would get again (optional)
- These entries could be either created by the user or can be searched for using one of the pre-existing API's database.
- Users will be able to share their "Wish List" and tried beers with other users/ friends, in the form of a message.
- Users will be able to create a "To-Try" entry where they can browse through the library and make a 'wish-list'/ bookmark the beers they want to try in the near future.
- Users, more specifically beer collectors, will be able to trade their collectable beers with others amongst the community.
- Provide users, more specifically beer collectors, a community of other beer collectors across the country.
- Allow users to research and further expand their knowledge on craft beers.

USER PERSONAS

User	Goals	Needs	Interests
 • **Taylor** • **Age: 22** • **Title: New to craft beer** • **Low Budget for beer**	• Learn what she likes • Eventually impress people with her knowledge of craft beer.	• Keep track of beers she's tried and the one's she's enjoyed • Staying 'hip' with other beer drinkers	• Pinterest • Being on top of social media • Trendy cafes • Music festivals. • Likes to take pictures with beers to be trendy

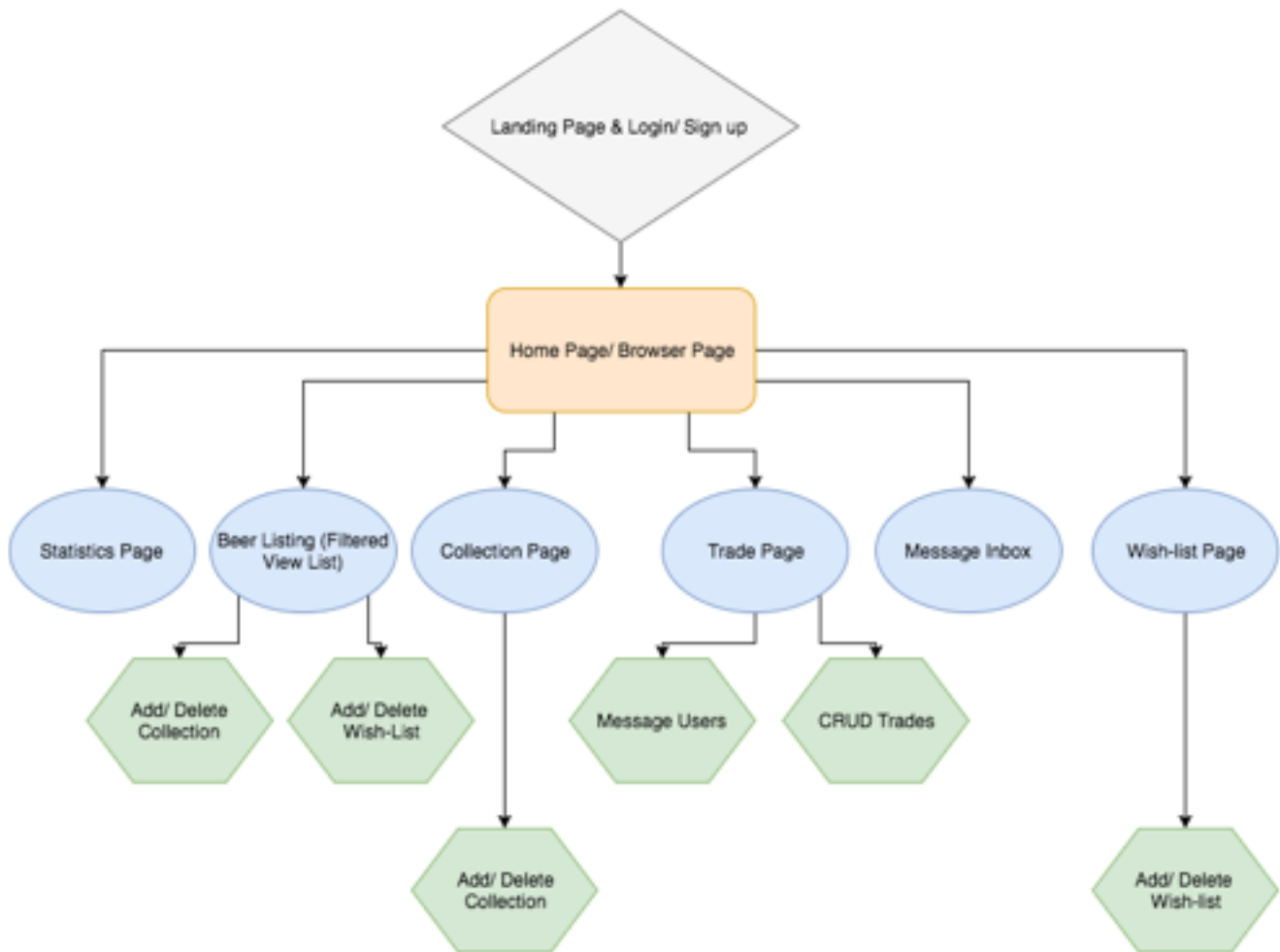| User	Goals	Needs	Interests
 • **Thomas** • **Age: 41** • **Title: Craft beer collector and connoisseur** • **Very high budget for beer**	• Try every beer out there, no matter how obscure. • Maintain a selection of rare and exotic beer.	• A way of organizing and keeping inventory of his extensive collection. • Efficiently trading parts of his collection to other connoisseurs to sample and collect other beer.	• Going to local breweries. • Homebrews. • Admin of an online beer forums • Admin/Moderator of Facebook/forum Beer Appreciation Groups • To try and collect new seasonal beers • Hates "big beer"

User	Goals	Needs	Interests
  • **Seth** • **Age: 34** • **Title: Craft beer drinker** • **Moderate - High budget for beer**	• Try new and different beers • Learn about more exotic and less common beers	• A means of obtaining information on underground popular beers • A means of obtaining desired beers to taste	• Trendy Bars • Social Media • Gastropubs • Whole Foods • Craft coffee • Beer festivals

LOGICAL FLOW DIAGRAM

WIREFRAMES

Sign up/Login / Landing Page

Browser / Homepage
- Users will be able to use the filter side bar to filter the type of beers they're searching for.
- Upon searching, users will be able to populate their searches to either their wish-list page or collection page.

Add Beer to Collection

Brewery	Ballast Point
Name	Victory at Sea
Style	Imperial Porter
Flavors	Vanilla Coffee
Rating	☆☆☆☆☆
Buy Again	⬤
Quantity	3

Add

Creating Collection Form
 - Users will be able to include tag fields under the flavor section

Collections   Trades   Wishlist   Statistics

Ballast Point
Stout

Breweries
☐ Stone
☑ Ballast Poi
☐ Alesmith

Style
☐ IPA
☑ Stout
☐ Hefeweize

Ballast Point

Victory at Sea

Quantity 3
★★★★☆

Ballast Point

Generic Stout #2

Quantity 1
★★★★☆

Collection Page
 - Users will be able to manually input their collection from this page, which will lead to the collection form

Create Trade Request

Trading From

Beer 1

Beer 2

➕ Add More...

Trading To

Beer 1

Beer 2

➕ Add More...

Create   Cancel

Create trade request

A Web Page

http://

Collections   Trades   Wishlist   ...

MarketPlace   Your Listings   ➕ Create Trade

Filter

Looking For / Trading For

Taste ▼

Rating ▼

Brewery ▼

Trading For:
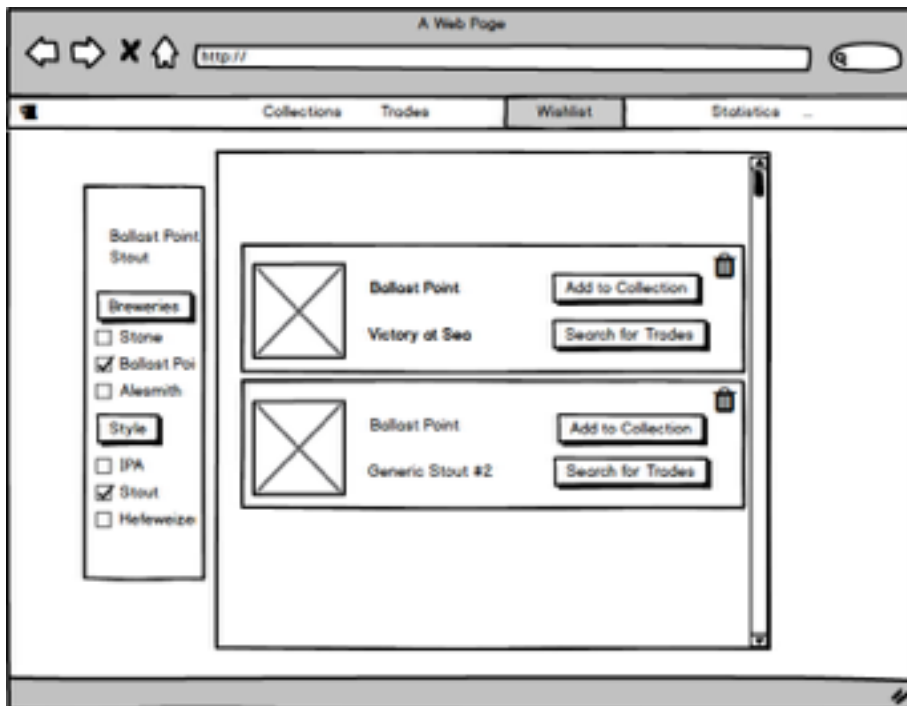ShockTop
Angry Orchard

Trading These:
ShockTop
Angry Orchard

💬

Trade Page

-Users will be able to filter and look for a specific type of beer that is being requested as a trade.

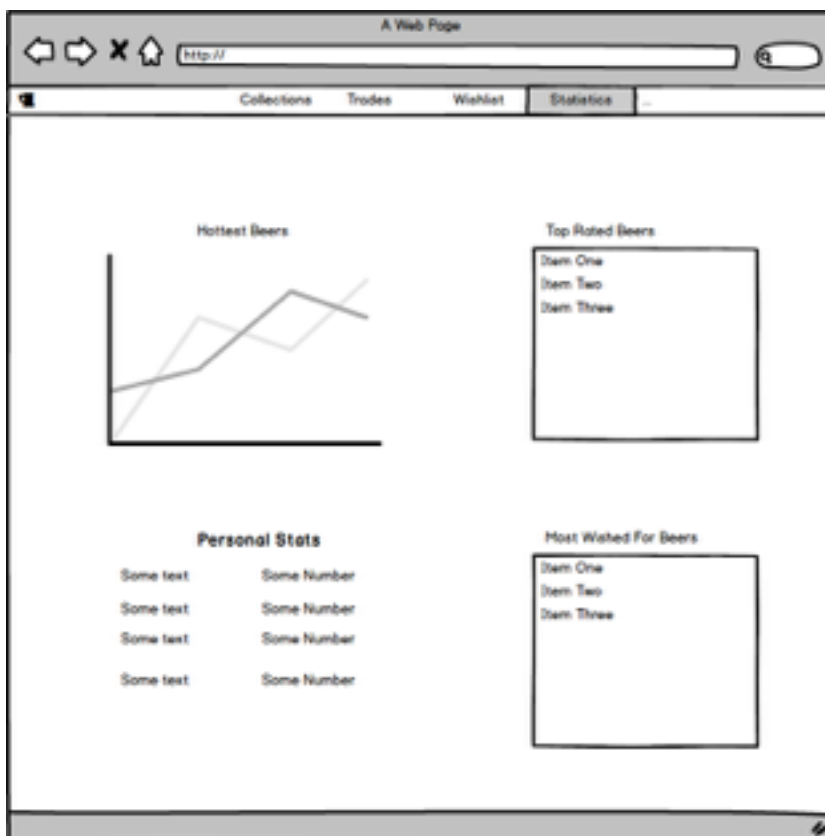-Users will be able to message trade requesters

Wish-List Page

-Once tried, users will be able to move their wish-list items to their collection form

-Users will be able to request trades from via their wish-list page

Statistics Page

PROJECT OVERVIEW

Strengths

- Targeting a large niche group that lack a commonly accepted place to handle their needs.

  - (See: https://www.facebook.com/groups/sdbeerfriends/)

Weaknesses

- Machine learning algorithms will improve the functionality of the application greatly, but are not possible due to time constraints.

Risks

- Lots of features to implement

- Database calls for filtering beers may become complex.

- Similar beer apps already exist, but with a greater emphasis on reviewing beer, and socially sharing beer experiences.

Execution

- Integrate Firebase Cloud Messaging to allow users to communicate when trading.

- We should a focus on modularity, decoupled and extensible code because a lot of components are repeated and similar.

- Users will most likely use on a phone at a bar/brewery, so responsive design is very important.

- Integrate a beer database/API to minimize manual typing for users.