

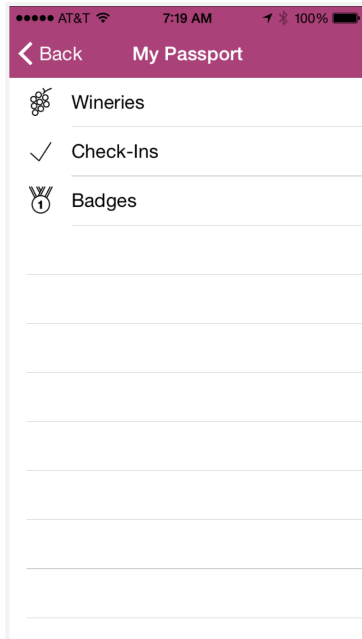
# Live App Screenshots

## Main Pages



### Home Screen

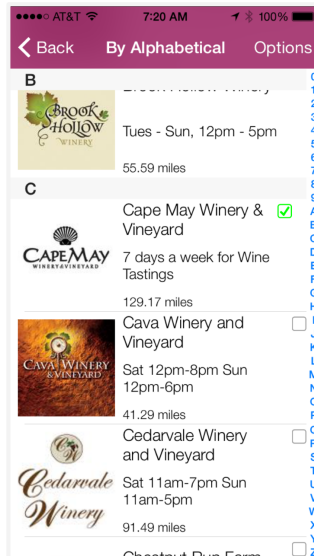
No account activation flow.  
Download the app/open/taken to home screen.



### My Passport

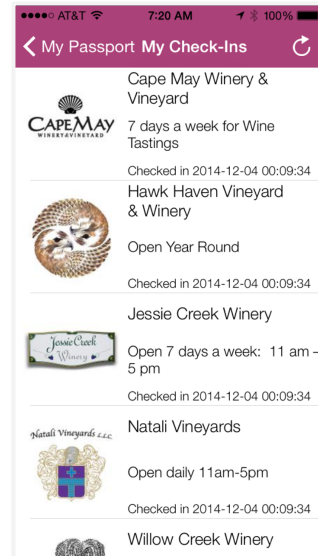
Wineries here and on the home screen.

## Sub Pages



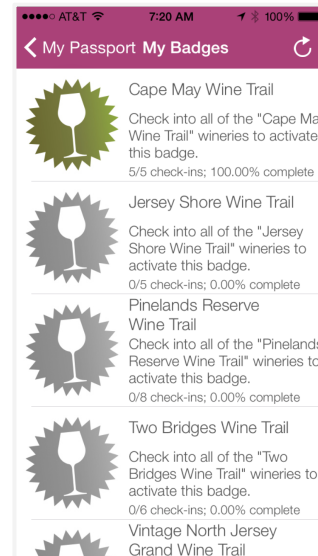
### Wineries

Can be reached from home screen or my passport screen. Sorting of list is by location or alphas. Check-ins are denoted by green box.



### My Check-ins

List of wineries you have checked into. This is not the only way to see how many wineries you have checked into.



### My Badges

You earn a badge every time you finish a wine trail. No notification of this.

**NOTE:** This is a location based app that automatically checks you into wineries when nearby. You are entered into a contest to win a trip when you check into all 43 wineries in a season. The app replaced a paper and stamp version.

# Personas



## John Cifelli “The Enthusiast”

**Age:** 32

**Occupation:** PR manager

**Profile:** Married, Wine enthusiast, Loves NJ, Outdoors all year, Wine club member, Travelled to multiple wine regions. “Attached” to his smartphone.

### Habits and Daily Life

- White Wine drinker
- Twitter and Instagram user
- Loves sharing his wine pairings on social media
- Enjoys group outings

### Goals

- Find events and outings in NJ
- Visit more NJ Vineyards
- Earn rewards for being a frequent customer

### Frustrations

- Processes that take too long
- Out-of-date information
- No wifi, weak data signal



## Melissa Shah “The Chardonnay Girl”

**Age:** 27

**Occupation:** Marketing Manager

**Profile:** Single, very social, Wine club member, Travelled to multiple wine regions in college for fun, in the moment/doesn't plan

### Habits and Daily Life

- Work hard/play hard
- On social media all day
- Checks-in to places on social
- Wine is how she unwinds
- Enjoys outings with friends

### Goals

- Find events and outings in NJ
- Meet new people
- Discover great tasting wines

### Frustrations

- Hard-to-use apps
- Irrelevant content
- No wifi, weak data signal



## The Martins “The Entertainers”

**Age:** 38, 39

**Occupation:** Sales Rep, HR Director

**Profile:** Married, no children, love vacationing together, entertain often, started drinking wine recently, enjoying learning about how it's made and flavor notes.

### Habits and Daily Life

- Work long hours, don't get to see each other often
- Love cooking together
- Social circle is very important to them
- Not attached to technology

### Goals

- Find events/activities to do together
- Learn more about wines

### Frustrations

- Updating apps
- Hard-to-find information
- Too many marketing emails



## Nora Benic “The Easily Pleased”

**Age:** 45

**Occupation:** County Tax Assessor

**Profile:** Married, 3 children, Casual wine drinker, Late adopter Smartphone user

### Habits and Daily Life

- Red, White, Rosé drinker
- Doesn't care about labels or regions. Price is a concern.
- Likes drinking with friends.
- Busy home life, no time for her
- Doesn't use a lot of apps

### Goals

- Find local activities
- Discover affordable and palatable local wines

### Frustrations

- Apps that “don't work”
- Overly complicated processes
- Being “sold to”
- Wine vocabulary



## Richard McGovern “The Connoisseur”

**Age:** 67

**Occupation:** Retired Lawyer

**Profile:** Married, 2 children, 5 grandchildren, savors and appreciates wine, amateur collector. Loves technology.

### Habits and Daily Life

- Enjoying retirement
- Uses various mobile apps to keep up w/ family & current events
- Drinks wine every night.
- Likes building relationships

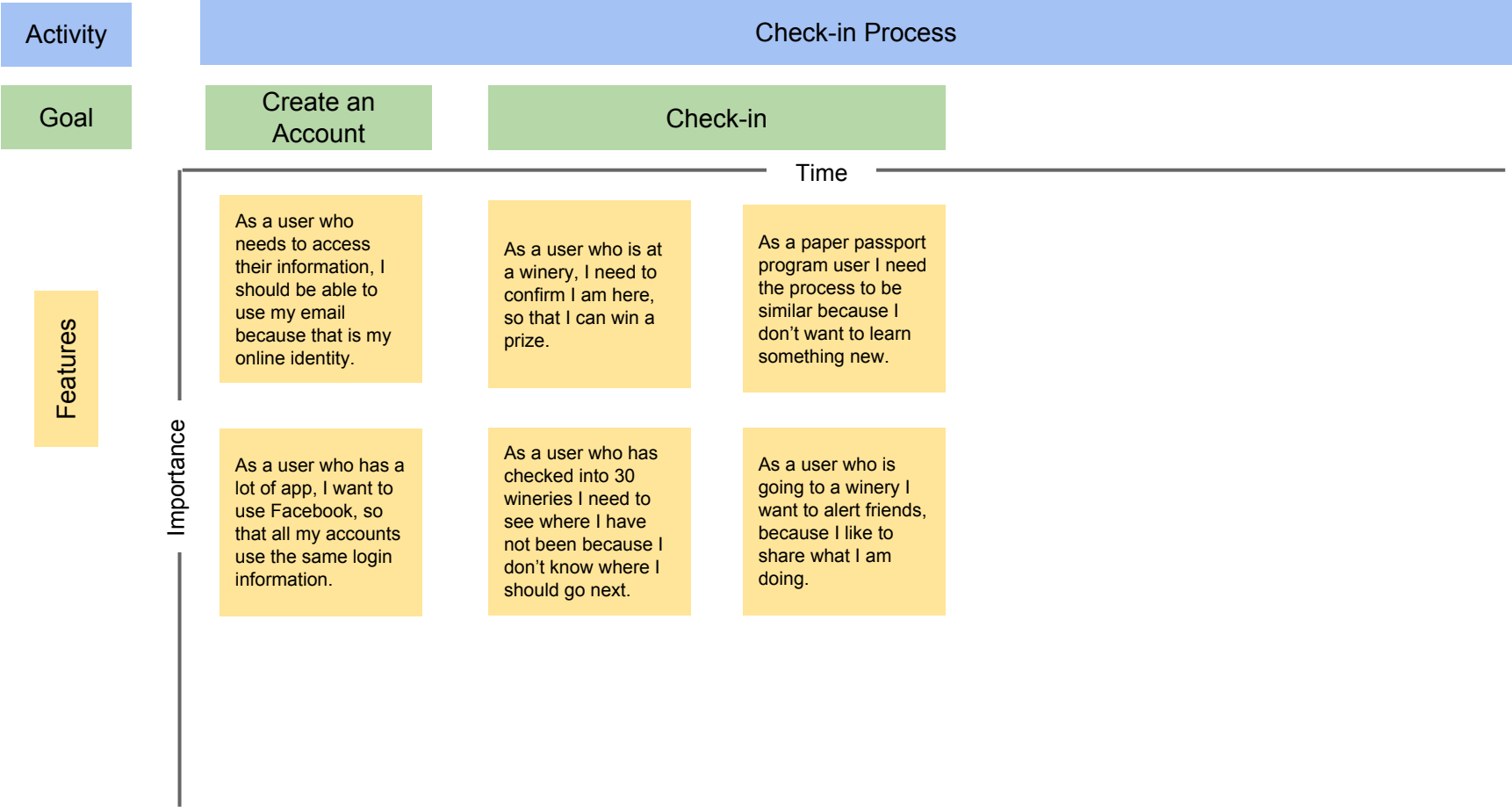
### Goals

- Discover and visit wineries
- Build casual relationships with winemakers.

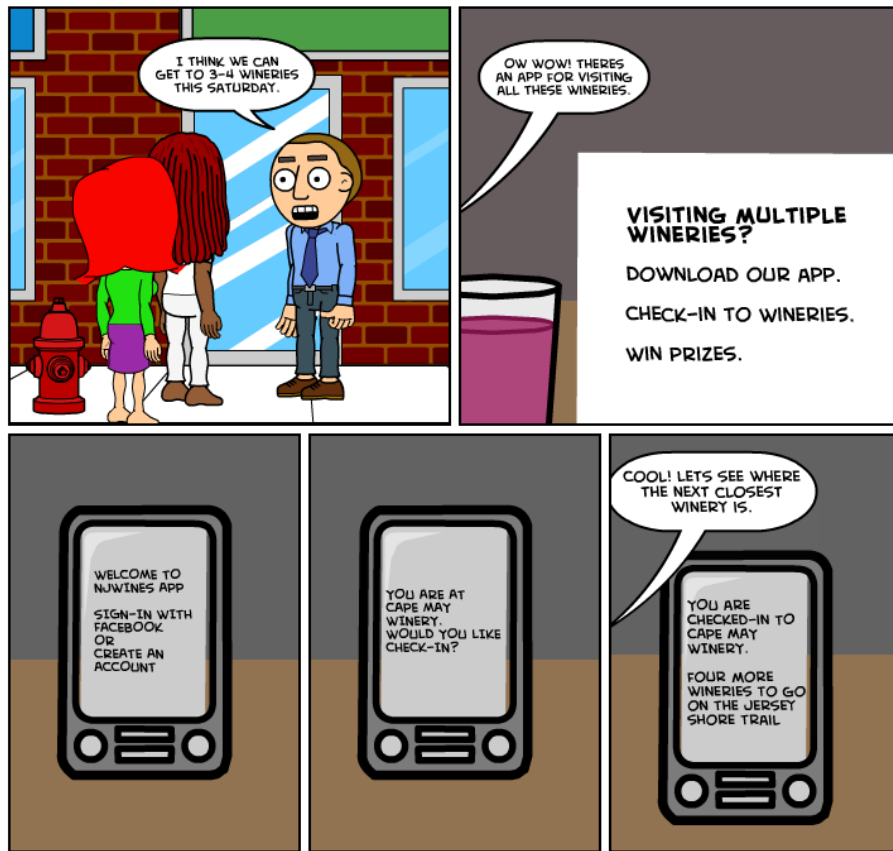
### Frustrations

- Poor customer service
- Out-of-date information

# Story Mapping

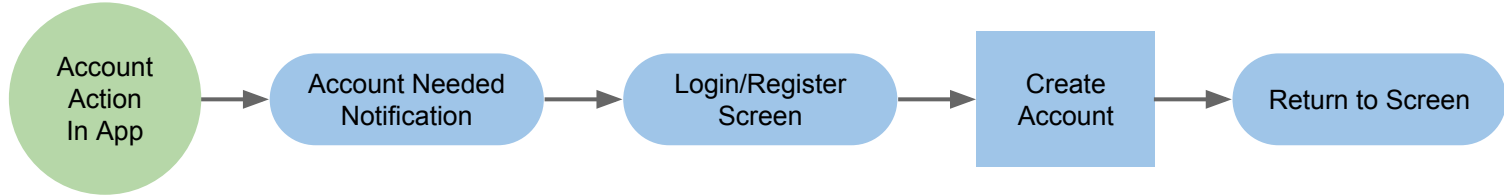


# Storyboard

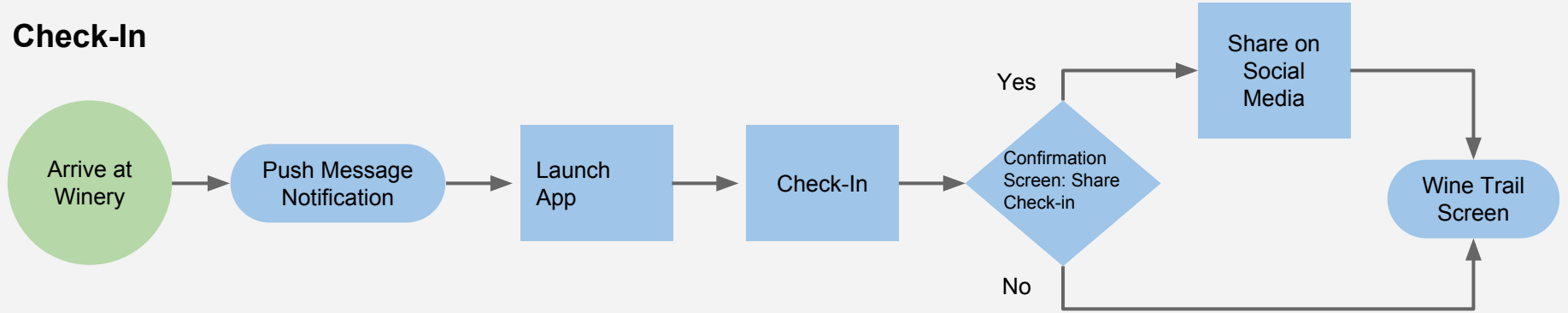


## User Flows

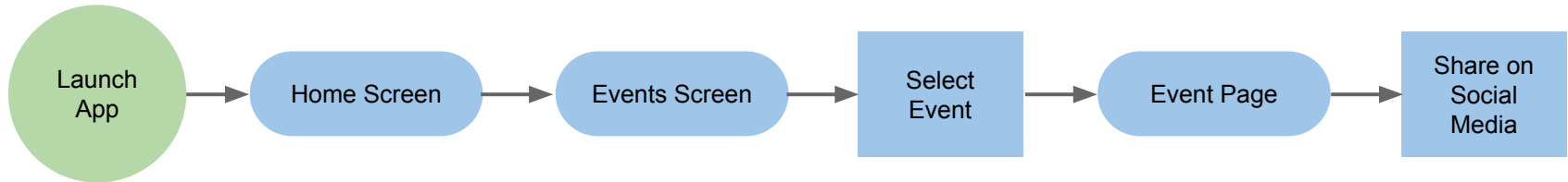
### Create an Account



### Check-In



### Find an Event



# Sketches/Flows

