

My Brew Log Creative Brief



Beer Mug – <https://www.flickr.com/photos/76135747@N00/4000688436/>

By: Elijah Freestone

For: Full Sail University

IPV 1503

March 10th, 2015

Vision Statement

My Brew Log is set to revolutionize the way homebrews keep track of their brews, no matter what it is they are making. It's only a matter of time before My Brew Log is a must have application for homebrewers everywhere to track their recipes.



Homemade Carboy –

<https://www.flickr.com/photos/29172291@N00/3588084343>

Problem Statement

Brewing beer and wine at home can be a fun and rewarding process. You get to experiment with various little details that can have a huge impact on the end result. Some experiments don't work so well and can be forgotten while others work out pretty good (1). Just a little tweak and it could be



Wine Poor –
<https://www.flickr.com/photos/72787861@N00/5130730193>

great. You need to be able to recreate the recipe before you can try any modifications though (2). Did you write down all the ingredients? How about notes on when each part took place or the total time? Each of these plays a part in making the end product so you need good notes. You need a recipe to work from in order to recreate it or make it better (3).

My Brew Log will allow you to save your recipes and notes so you can create that brew again. Easily edit or create a new version as you experiment.

Keep track of what adjustments you've tried and how they turned out. Have a recipe you really love? Share it with the world. Browse user recipes and give them a try.

Target Audience

Demographic Profile

Young adult or middle aged, 25-54 years old. Likely college educated and employed full time. Married or in a partnership with a household income of \$75k or greater per year. Located throughout the United States (4).



Empty Glasses –

<https://www.flickr.com/photos/8176740@N05/4039000285>

Audience Profile

Our target audience is a home brewer of products such as beer and wine. The audience consists of individuals 25-54 years old. 31.7% of people in the US have earned a Bachelors degree by age 25 (5). Individuals over 54 may still brew beer or wine, however smartphone usage begins decreasing at 55 (6). 60% of beer home brewers are in the age range of 30-49, with a median age of 40 according to the *American Homebrewers Association* (4). They are located throughout the US, but with slightly higher densities in the Southern and Western United States (7). Some of these individuals will have been homebrewing in one form or another for many years, but around two-thirds will have around 10 years experience (4). Members of this audience will be independent and adventurous (8). The target audience is likely married or in a partnership, with a household income range of \$45k-100k per year (13, 14). A large portion of this group is College educated (4) and the average salary for a 25-year-old college graduate is \$45k (13). The upper end of annual incomes for a household possessing a Bachelors Degree is around \$100k (14). No particular profession is common within this group.

Personas

Derek, Age 35	Derek is the owner/operator of a small custom cabinetry shop in Baton Rouge, LA. He has a Bachelors Degree in Business Management and is a journeyman carpenter. Derek is married with two younger children. Their household income is \$78,000 per year. Derek has been homebrewing his own beer for at least 15 years. He has been making wine and mead for the last 3 years. His wife just recently joined him in making wine. They like to experiment with different types of fruit wines, dry pineapple wine being his favorite. Derek would like to be able to reproduce the recipes he has made because some of them are rather good.
Rebecca, Age 48	Rebecca is a Holistic Healer form Flagstaff, AZ and is in to all things spiritual. She has no college degree, however she has received certificates and training from several holistic and spiritual teachers. Rebecca is divorced and has three children, one of which is in college. Her household income is \$54,000 per year. She has been making homemade wine for many years and still likes to try new recipes. She has also been making kombucha and sour dough bread for the last 5 years. Rebecca would like to be able to track her current recipes as well as discover new ones.
Chris, Age 30	Chris is an accountant for a large corporation located in Portland, OR. He has a Masters in Accounting. Chris is unmarried and has no children, however he recently moved in with his long-term girlfriend. Their household income is \$83,000 per year. Chris has been brewing beer for only a couple years now, but he is getting comfortable enough with the process that he is starting to experiment. Some of these experiments have been disastrous so far. Chris thinks the biggest problem is he may not be making the base recipe the same way each time. He would like a way to set up a base recipe and keep track of his experiments, including how they turned out.

Target Platform

My Brew Log will be available for both Android and iOS in the future. We will initially be targeting the iOS platform, with an Android version released at a later date. The reasons are as follows.

1. More of the target audience is using an iOS device.
 - a. 40% of iOS users have a household income of \$75k or more versus 31% on Android (9).
 - b. 38% of iOS users are College Graduates. In comparison, 29% of users on the Android platform are (9).
2. Android has a slight lead in market share within the United States (10), however iOS applications earned 85% more revenue in Q1 of 2014 according to App Annie (11).

Given the projected release schedule, focusing on iOS first will allow me to create a much more polished and tested application in the timeframe given. The maturity of the development environment and SDK for iOS will aid in producing a clean, intuitive, and easy-to-use interface for the application as well (12).



Barrels – <https://www.flickr.com/photos/86083886@N02/8141106490>

SWOT Diagram for My Brew Log

Strengths	My Brew Log will have a clean and intuitive interface. Using Parse for backend provides easy multi-device use and cross-platform login compatibility in the future. Interface offers an open format for recipes to facilitate multiple types of products or styles.
Weaknesses	Lack of user base due to being a new application. Relies heavily on user created content for secondary feature of browsing recipes. No suitable recipe API found yet.
Opportunities	A majority of competitive apps are specific to beer only. Giving the user the option of tracking recipes of other products such as wine or yogurt will position the application as a unique offering. Sharing recipes via Social Media will provide another unique feature as well as advertising by the user for the application.
Threats	Reliance on third-party backend services that could potentially go down. Competitive applications are well established with large user bases.

Competitive Analysis

Similar applications are available on both platforms as well as desktop solutions. Almost all competitive apps found are specific to beer making,



however. As iOS will be the focus of the first release, I will analyze similar applications for that platform only with mention if other platforms are available. Some competitive applications are as follows:

Competitor 1: iBrewMaster 2

iBrewMaster 2 is a full-featured beer brewing application available for iPhone, iPad and Android. Focused on both recipe creation and brewing sessions. The feature set is extensive and it costs \$9.99.

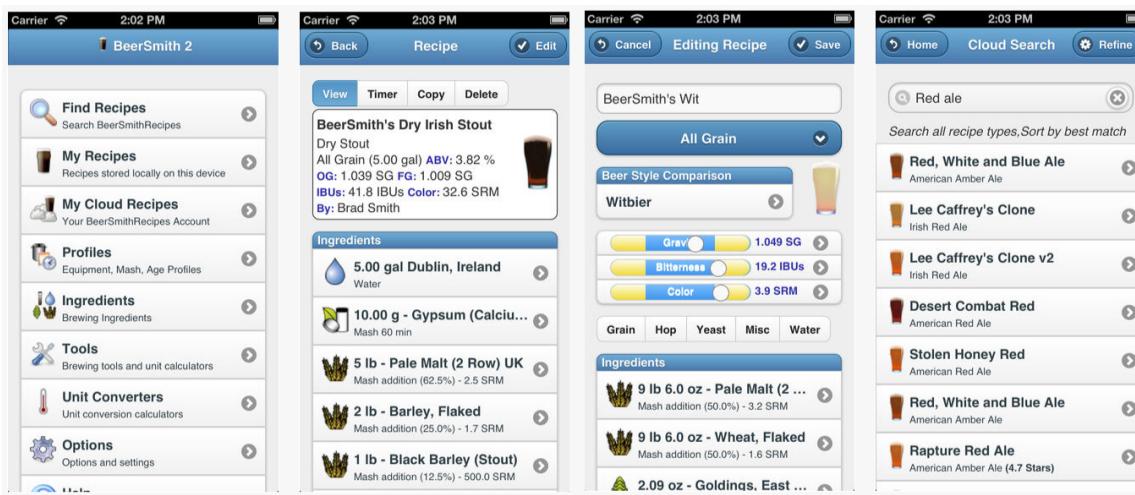
The screenshot displays the iBrewMaster 2 application interface across four main sections:

- Schedule:** Shows a list of brew sessions with details like name, type, and brew date.
- Recipes:** A detailed view of a recipe for "Zoso White" Belgian Blond Ale, including style, type, estimated values, and ingredient breakdowns for grains, adjuncts, hops, and yeasts.
- Batches:** A list of 9 batches, each with a preview of its name, date, and type.
- Setup:** A navigation menu for yeast flocculations, additions, addition types, water profiles, mash profiles, equipment profiles, carbonation steps, and recipe styles.

Strengths	<p>Full-featured interface with very detailed recipes. Extensive user base. Several profiles available for key ingredients of beer. Various calculators. Has 600 recipes pre-installed. Web interface with extra resources available to registered users, including brewery and supplier directories.</p>
Weaknesses	<p>Specific to beer only. Complicated interface with limited customization. Social features limited to in-app or website sharing of recipes. UI is dated.</p>
Opportunities	<p>Is very specific to beer making only where My Brew Log is not. Formatting is fairly rigid for recipes. Limited notes space available.</p>
Threats	<p>Well established company. Extensive feature set and user base. Very large number of recipes available.</p>

Competitor 2: BeerSmith Mobile

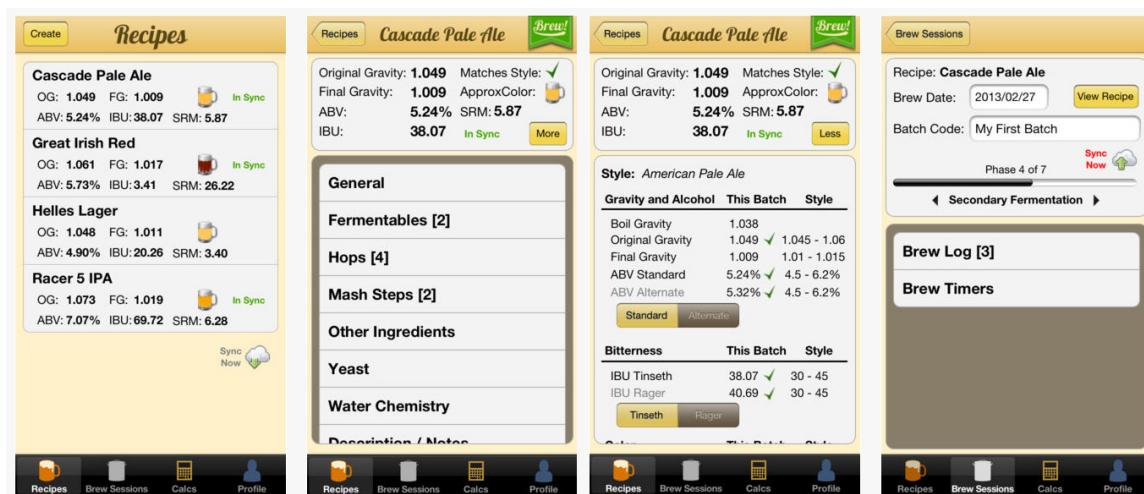
BeerSmith Mobile is the mobile version of the desktop application BeerSmith 2. It is available for iPhone, iPad, and Android. Focused mainly on recipe creation, but includes brewing features. Currently costs \$7.99 for the full version. A Lite (\$3.99) version is also available. It is limited to recipe browsing and calculators, with no editing or recipe creation. It is designed as more of a companion app for the desktop version.



Strengths	Clean and relatively simple interface for the amount of information provided. Syncing with desktop version of the application.
Weaknesses	Dated UI with a fixed format. Lacking some advanced features that are available in the desktop app.
Opportunities	Also very specific to brewing beer. Creating recipes is very rigid in formatting. Difficult to duplicate recipes for experimentation.
Threats	Well established with very extensive user base. Desktop application is also very well known and has an extensive feature set.

Competitor 3: Brewers Friend

Brewers Friend is a companion app for the website BrewersFriend.com. It is available for iPhone only. The paid version can be used as a stand-alone application, however syncing requires a premium account on the website. The paid version costs \$8.99 and Premium membership to website is \$9.99 per year. Free version of the app is limited to 5 recipes and brews, lacks delete functionality and includes ads. The app is focused on brewing sessions and is meant to be more of a companion, however recipes can be created in the app.



Strengths	Clean and simple interface. Displays information in a clear and efficient manner. Includes various brewing calculators and multiple profiles. Offers some wine related features.
Weaknesses	Requires premium membership for syncing. Functionality no different than mobile website. No iPad or Android versions.
Opportunities	Difficult to create or duplicate recipes from the app. Although iPhone version can be installed, no iPad specific version is available.
Threats	Linked with very well established website. Very extensive user base on website with recipes available from the app.

Color Palette

F0E9E3

E6AA30

B80010

212121

Icon



Style Guide

Logo



Fonts

Cooper Black

Heading, Logo, CTAs

Calibri Regular
Calibri Bold

Paragraphs and text blocks

 Lorem ipsum dolor sit amet,
 consectetur adipiscing elit, sed do
 eiusmod tempor incididunt ut labore
 et dolore magna aliqua. Ut enim ad
 minim veniam, quis nostrud
 exercitation ullamco laboris nisi ut
 aliquip ex ea commodo consequat.

Wireframes

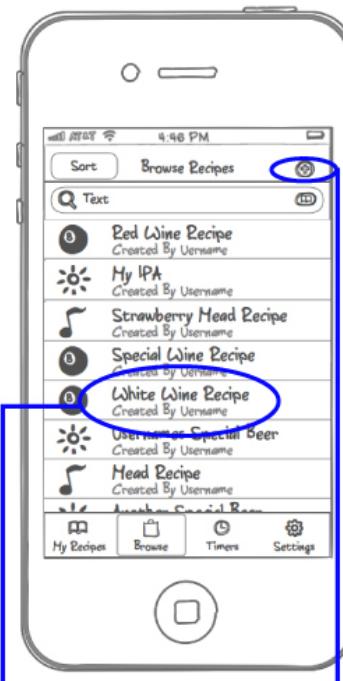
Login



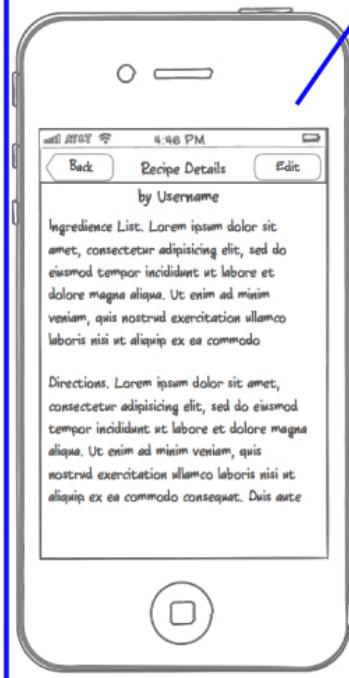
Sign Up



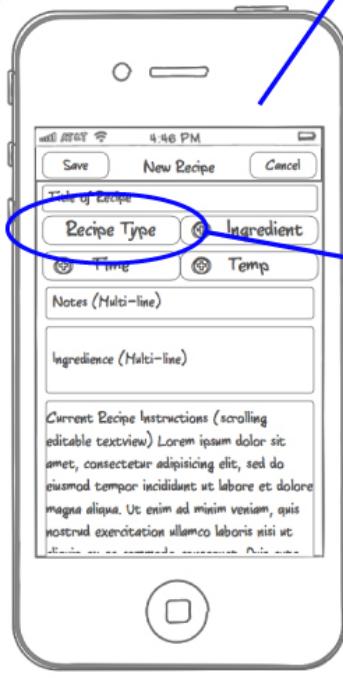
Browse



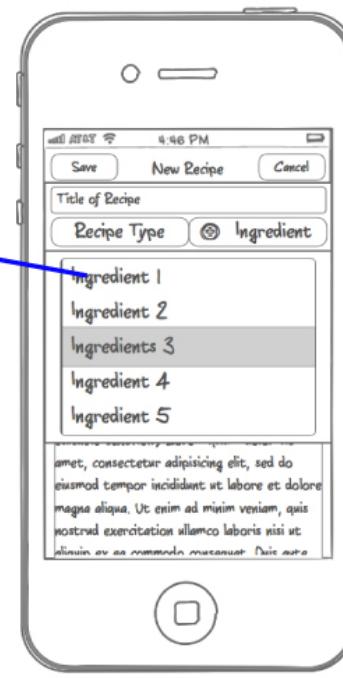
User Recipe



New

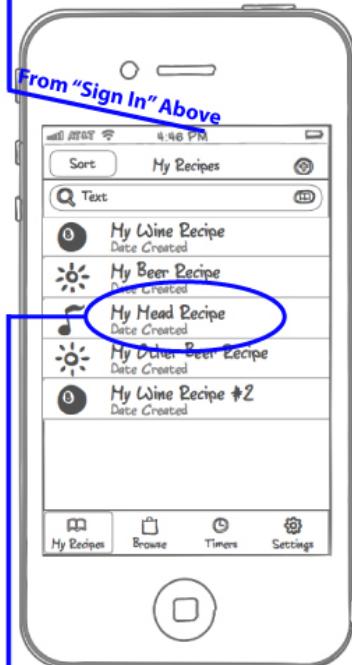


New Select

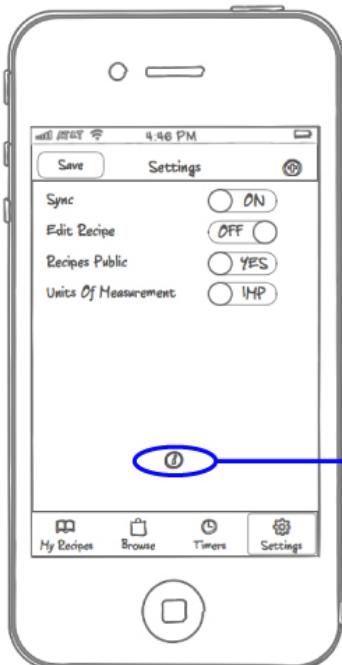


Wireframes (continued)

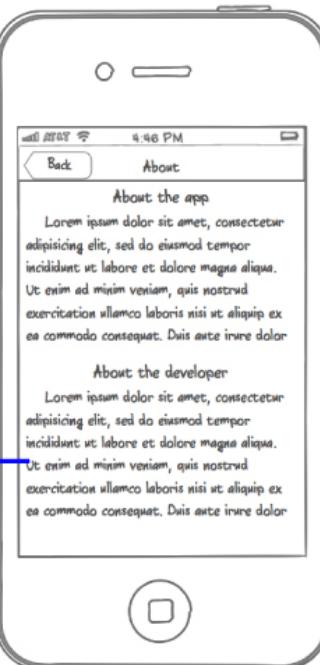
My Recipes



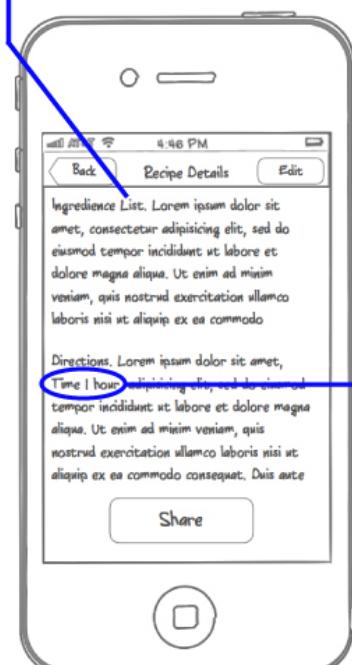
Settings



About

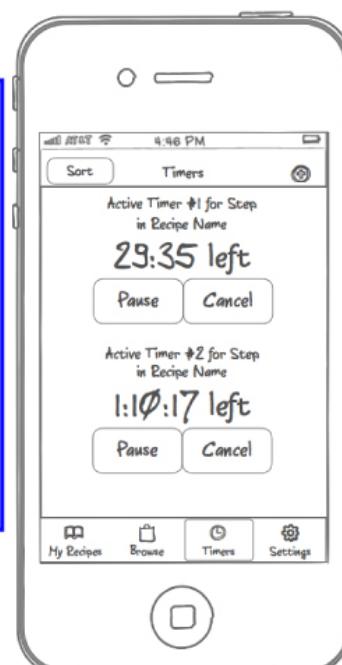


Details



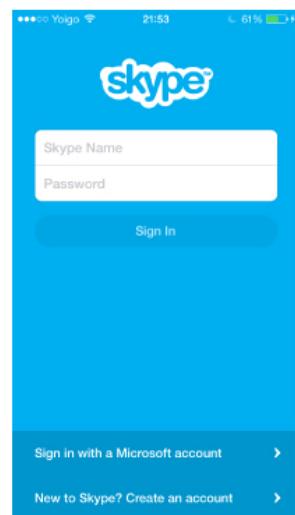
Touching times within a recipe that were added with the time picker will allow the user to start a timer. Times longer than 6 hours will be added to the devices calender upon approval by the user instead. These active timers can be viewed from the Timer tab. Timers can also be manually set up with a description.

Timers

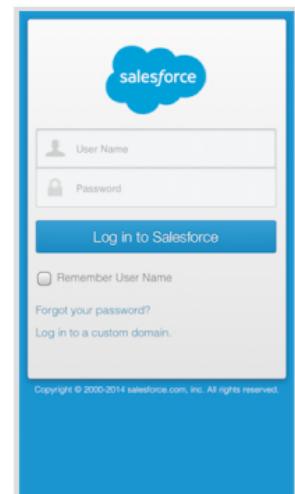
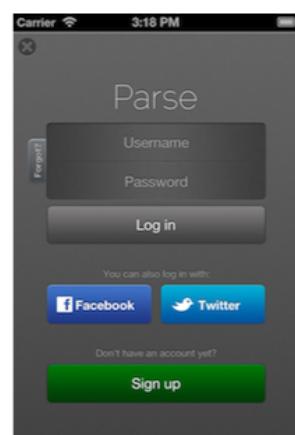


Login and Sign Up Mood Board

Login



Sign Up

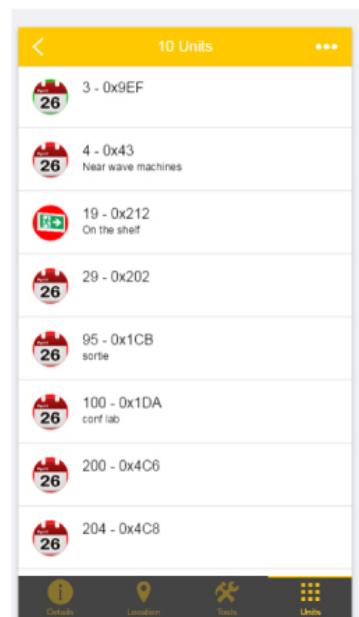
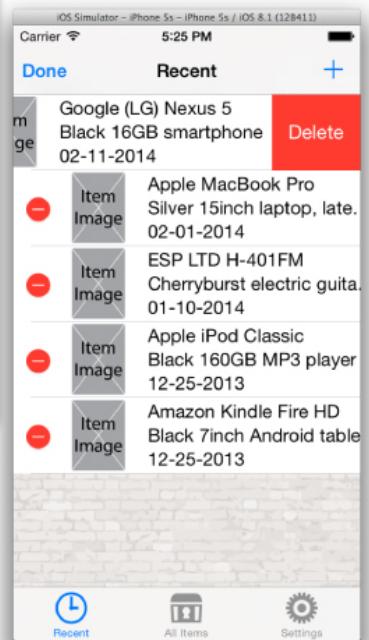
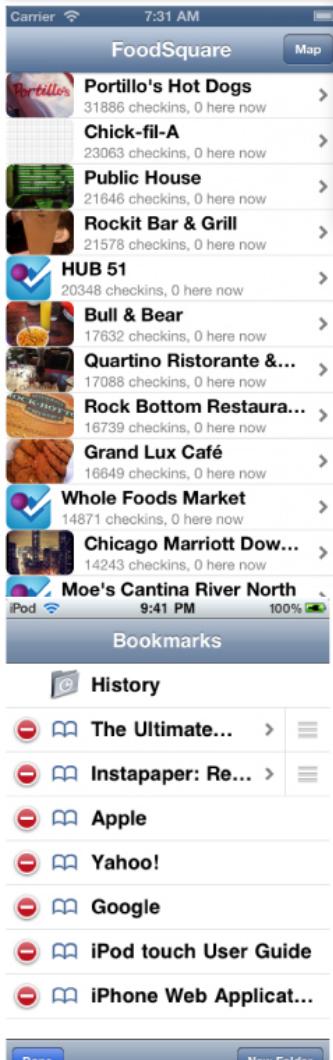
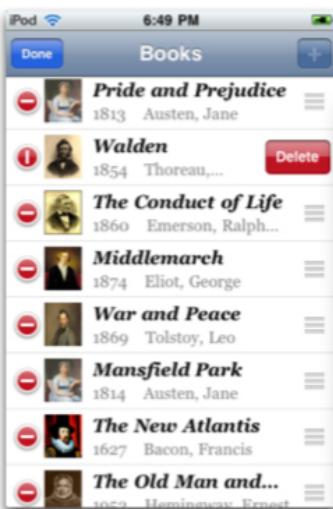
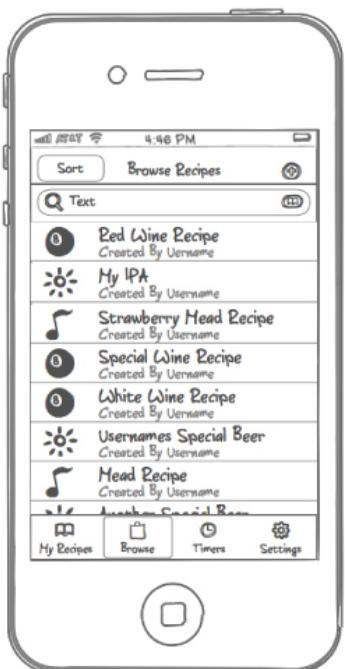


Listview Mood Board

My Recipes

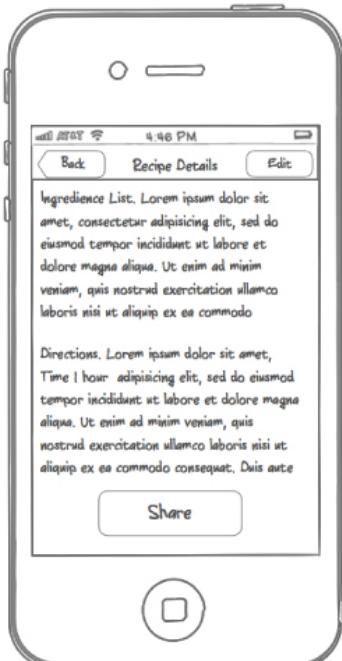


Browse

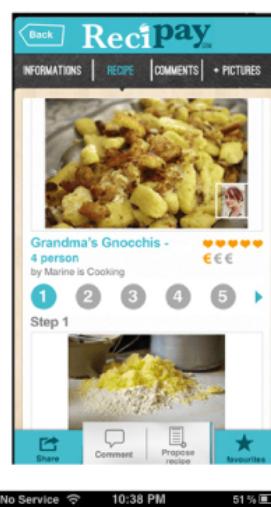
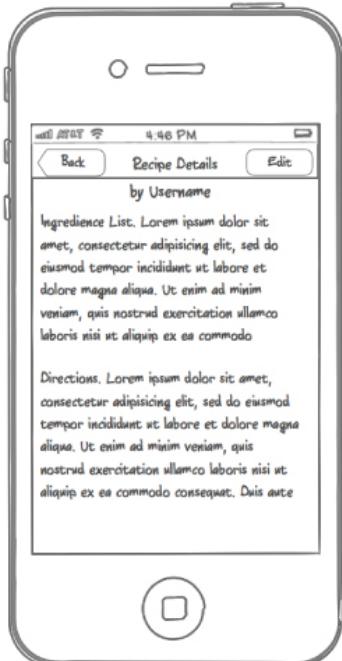


Details Mood Board

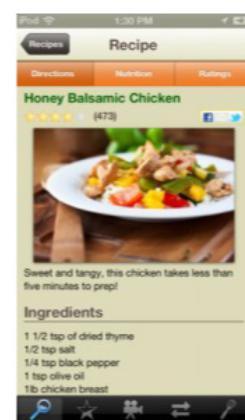
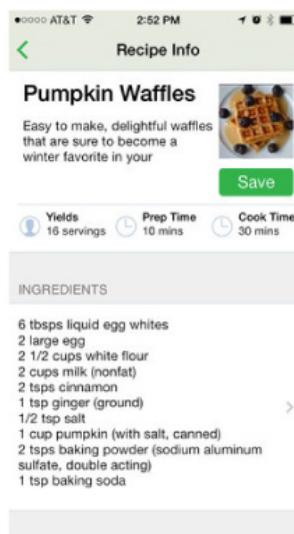
Details



User Recipe

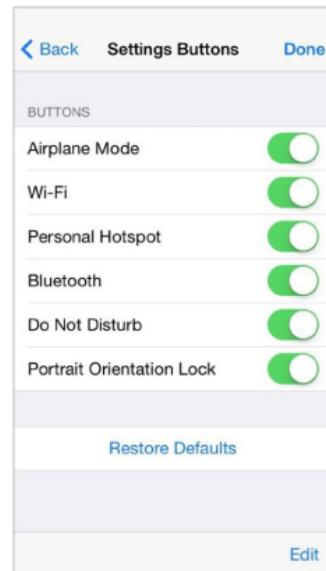
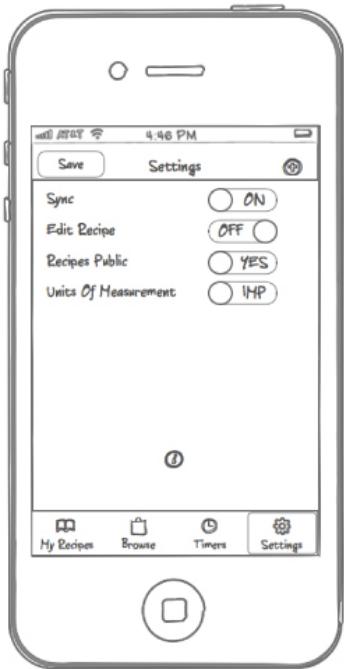


1. Preheat oven to 300°F.
2. Toast the sesame seeds by spreading them over the bottom of a pie tin.

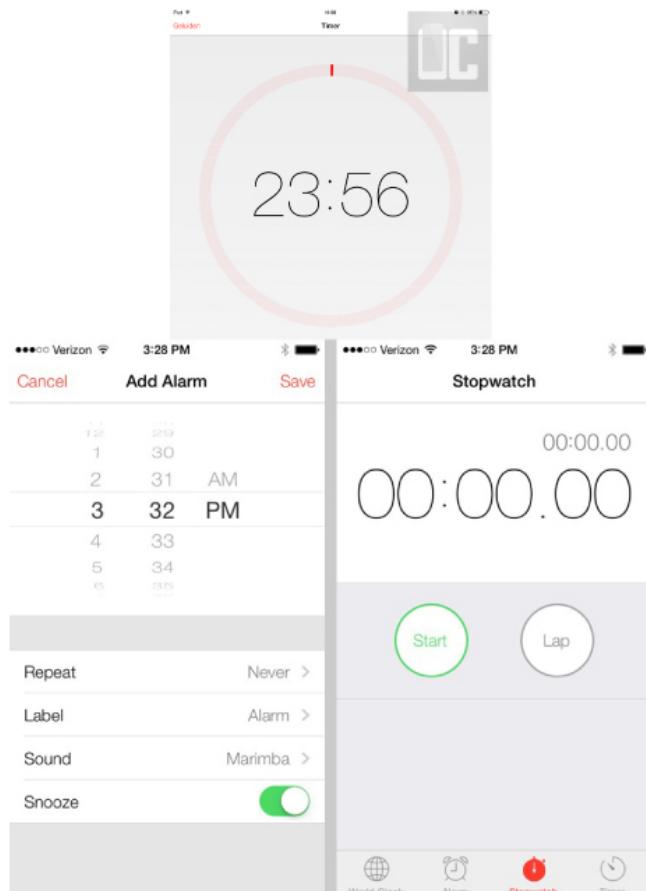


Timers and Settings Mood Board

Settings



Timers



Features List

- Log in to or create account
- Create, edit, duplicate (for experimentation), or delete recipes
- Open layout for recipe creation
 - Selecting an add button pulls up a picker to select from. A second picker is displayed to select amount.
 - Selecting “Other” in a picker provides a text input to manually add ingredients and still use second picker for amount.
- Keep recipes private until ready to share
- Multi-device syncing
- Browse other users recipes
- Copy recipes to My Recipes from other users
- “Like” or favorite recipes from other users
- Sort browsed recipes by date, favorites, or user
- Share recipes via Facebook and Twitter
- Start timers directly from recipes
- Longer timers (over 6 hours) will be added to calendar instead
- Manually set timers with description



Development Timeline

Week 1 & 2: Proof of Concept/Functional Prototype

- Screens will be laid out, including a non-functional login
- Navigation between screens will be functional
- Data on screens will be static only
- Work on finalizing layout, design and branding

Week 3: Alpha Build

- Backend (Parse) set up and populate with some data
- Functional login/sign up
- Main functionality will be built, although may still have bugs
 - Creating account and logging in
 - Creating, editing, duplicating and deleting recipes
 - Saving recipes to Parse
- Details view of recipes will be functional
- Secondary functionality (browsing recipes) will be set up, but may have bugs. Will be limited to those uploaded to Parse if a suitable API hasn't been found
- Internal alpha testing completed

Week 4: Beta Build

- Alpha testing changes completed, if needed
- Duplication of recipes from other users will be finished
- Images for recipes will be finished

Week 5: User Testing

- User testing begins, collecting feedback and bug reporting
- Prioritize data received apply updates and fixes as needed
- Redistributing build to testers and repeat as needed

Week 6: Release

- All reported bugs and issues have been fixed
- Application is market ready
- Produce signed app release for submission to marketplace
- Produce and package all required final developer documentation and assets for submission

About the Developer



Elijah Freestone is a Software Developer specializing in Mobile Development on the iOS and Android platforms. Currently residing in Loveland, CO, he is currently finishing up a Bachelors Degree in Mobile Development from Full Sail University. Although he does not have any applications released to either marketplace as of now, Elijah has several candidate applications and one game created for school that will be released after graduating in May of 2015.

References:

- (1) Oliver, J. (1999). *20 Facts You Should Know About Brewing*. Retrieved from <http://byo.com/hops/item/29-20-facts-you-should-know-about-brewing>
- (2) Trougakos, N. (2014). *Homebrew kit gets hobby back on track*. Retrieved from <http://newsok.com/homebrew-kit-gets-hobby-back-on-track/article/5363207>
- (3) Smith, B. (2009). *Ten Reasons to use Beer Brewing Software*. Retrieved from <http://beersmith.com/blog/2009/03/01/ten-reasons-to-use-beer-brewing-software/>
- (4) Author Unknown/AHA (2013). *Who is the American Homebrewer?* Retrieved from www.homebrewersassociation.org/membership/homebrewing-stats/
- (5) Author Unknown/NCES (2013). *Education Outcomes*. Retrieved from http://nces.ed.gov/programs/digest/mobile/EducationalOutcomes_Educational_Attainment.aspx
- (6) Author Unknown/Nielsen (2014). *Mobile Millennials: Over 85% of Generation Y Owns Smartphones*. Retrieved from <http://www.nielsen.com/us/en/insights/news/2014/mobile-millennials-over-85-percent-of-generation-y-owns-smartphones.html>
- (7) Meyer, J. (2013). *Homebrewing continues to grow in popularity among rich, married white men*. Retrieved from <http://blogs.denverpost.com/beer/2013/11/13/survey-discovers-the-truth-behind-americas-homebrewing-culture/12229/#more-12229>
- (8) Graves, L. (2013). *The Beer Guy: Homebrewing demographic is changing*. Retrieved from http://www.richmond.com/food-drink/article_67aa0187-ca90-52f9-b98e-4c9d176ea1ba.html
- (9) Smith, A. (2013). *Smartphone Ownership 2013*. Retrieved from <http://www.pewinternet.org/2013/06/05/smartphone-ownership-2013/>

- (10) Keizer, G. (2015). *iPhone 6 boosts iOS market share; Android slips.* Retrieved from <http://www.computerworld.com/article/2866441/iphone-6-boasts-ios-market-share-android-slips.html>
- (11) Author Unknown/App Annie (2014). *App Annie Index – Market Q1 2014: Revenue Soars in the United States and China.* Retrieved from <http://blog.appannie.com/app-annie-index-market-q1-2014/>
- (12) Evans, J. (2013). *Android vs. iOS Development: Fight!* Retrieved from <http://techcrunch.com/2013/11/16/the-state-of-the-art/>
- (13) Author Unknown/NCES (2014). *Annual Earnings of Young Adults.* Retrieved from https://nces.ed.gov/programs/coe/indicator_cba.asp
- (14) Fry, R. (2013). *The growing economic clout of the college educated.* Retrieved from <http://www.pewresearch.org/fact-tank/2013/09/24/the-growing-economic-clout-of-the-college-educated/>

Images Credits:

Beer Mug – <https://www.flickr.com/photos/76135747@N00/4000688436/>

Homemade Carboy –

<https://www.flickr.com/photos/29172291@N00/3588084343>

Wine Poor – <https://www.flickr.com/photos/72787861@N00/5130730193>

Empty Glasses –

<https://www.flickr.com/photos/8176740@N05/4039000285>

Barrels – <https://www.flickr.com/photos/86083886@N02/8141106490>

Bottles of Wine –

<https://www.flickr.com/photos/22341616@N05/3476317889>

Hops – <https://www.flickr.com/photos/24928513@N00/3845353725/>

Competitive Applications (screenshots taken by me on app pages):

iBrewMaster 2 – <https://itunes.apple.com/us/app/ibrewmaster-2/id579554132?mt=8>

BeerSmith Mobile – <https://itunes.apple.com/us/app/beersmith-mobile-home-brewing/id640670118?mt=8>

Brewers Friend – <https://itunes.apple.com/us/app/brewers-friend/id600569349?mt=8>