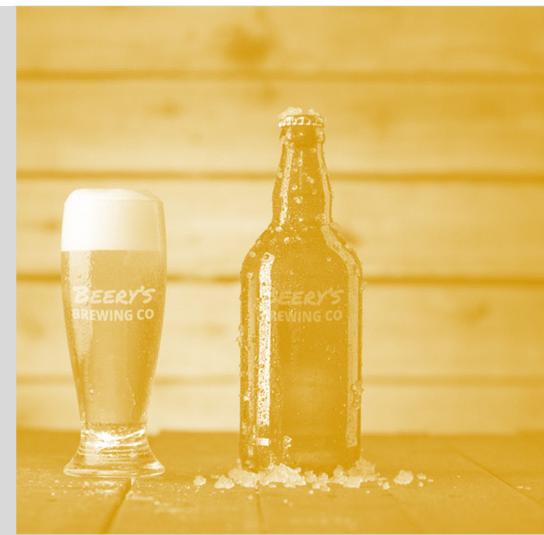


Experience Design Strategy

BEERY'S BREWING CO

by Brooke Ottley



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Executive Summary

Beery's Brewing Co has developed a range of unique craft beer products, using 'wild' yeast. Their technique results in sour and bitter-tasting ales and is known in the industry as 'mixed fermentation'. Their products are available for purchase direct from the brewery, at brewery events, at dozens of pubs and bars in Queensland and interstate, and through their website. The brewery's location along a stretch of craft breweries in Brisbane and their Australia-wide online sales distribution means competition is strong. Their customers are generally aware of, and patrons of similar breweries (Appendices A, B). Thus, it is imperative that Beery's promote their brand, unique value proposition (UVP) and improve their customer experience in order to remain competitive and boost online and offline sales.

A variety of user research methods were employed to inform Beery's strategy in achieving these goals, including a content audit (Appendix C), heuristic evaluation (Appendix D), surveys (Appendices A, B), interviews (Appendices E, F, G, H, I) and contextual inquiries (Appendices J, K, L). The research findings revealed that communication of key messages such as Beery's UVP, free shipping offer and essential product information was unclear or ineffective.

Branding inconsistencies and legibility issues with its website (Figure 1), social media and brewery signage were also identified. Other pain points included their limited opening hours, outdated menus, product cost, bottle size and use of jargon. Beery's is providing an excellent face-to-face experience (Appendices J, K), but their social media and website presences are less impressive. Their website provides comprehensive information but is organised in a way that is not visually engaging (Appendix F) and does not necessarily make the most sense to their users (Appendices C, D, F).

The proposed strategy comprises a series of simple adjustments to Beery's face-to-face and online services and an update of its visual branding, which is expected to produce a noticeable overall improvement in its customer experience. Consolidating the number of fonts and colours used in Beery's promotional material is highly recommended, as it will create a more professional and recognisable identity for their business, as well as compliment the 'premium' feel of their product offering (Appendix H). A more visually appealing and efficient Shopify theme along with a restructure of the business's information architecture could complement this branding refinement. It would also address Beery's goal of encouraging online purchases.

Promoting Beery's online store and stimulating user-generated content among its brewery visitors – some of whom are first-time visitors and not part of Beery's social media audience (Appendix A) – could generate ongoing engagement with the brewery, exposure to new customers through earned media (WayIn n.d., p.



Figure 1: An example of the legibility issues on Beery's website

24) and sales outside of their restricted opening hours. Furthermore, enhancing the prominence of Beery's perceived strengths and existing customer incentives may persuade disinterested potential customers to complete a purchase or become more involved with the brand.

Discovery

A set of specific research methods were employed to support the strategy. A content audit was conducted to gain an understanding of the client's current information architecture, as well as identify duplication of content (Spencer 2014), while a heuristic evaluation helped identify a range of opportunities for Beery's to improve the user experience of its website and social media presence (Borchert 2018). Surveys generated insights into Beery's current user demographics, behaviour and needs, and were used to identify possible interviewees (Usability Matters Inc. 2015, 19:06). Interviews supplemented the survey data, challenged assumptions and provided richer information on user attitudes (12:30), and contextual inquiries enabled the exploration of user behaviours within the circumstances that they would normally interact with Beery's (Garrett 2003, p. 52).

Customer feedback and expert analysis of Beery's products and services was overwhelmingly positive, with no critical issues. Current customers, including first-time visitors, expressed a high level of satisfaction with their products and brewery experience (Appendix G, J, K).

Users

All but one survey respondent was over 30 years of age (Appendices A, B), which is consistent with a prospective customer's perceptions of the brand (Appendix F). Only two out of ten respondents said they drank beer exclusively; a majority said they also drank acidic beverages like cider or kombucha (Appendices A, B), which mirrors the two brewery customers who described themselves as 'non-beer drinkers' (Appendices K, L). 70% of respondents were male, half lived more than 50km away from the brewery, and the most common place to drink Beery's beer was at the brewery or at home (Appendices A, B).

Customers' appreciation for the brewery's innovative technique was evident in survey responses (Appendices A, B) and an interview and contextual inquiry showed that beer connoisseurs had a thorough understanding of Beery's UVP (Appendices I, J). One international visitor discovered Beery's through popular beer social network, *Ontap*, where the brewery is the highest rated in Australia (Appendix J).

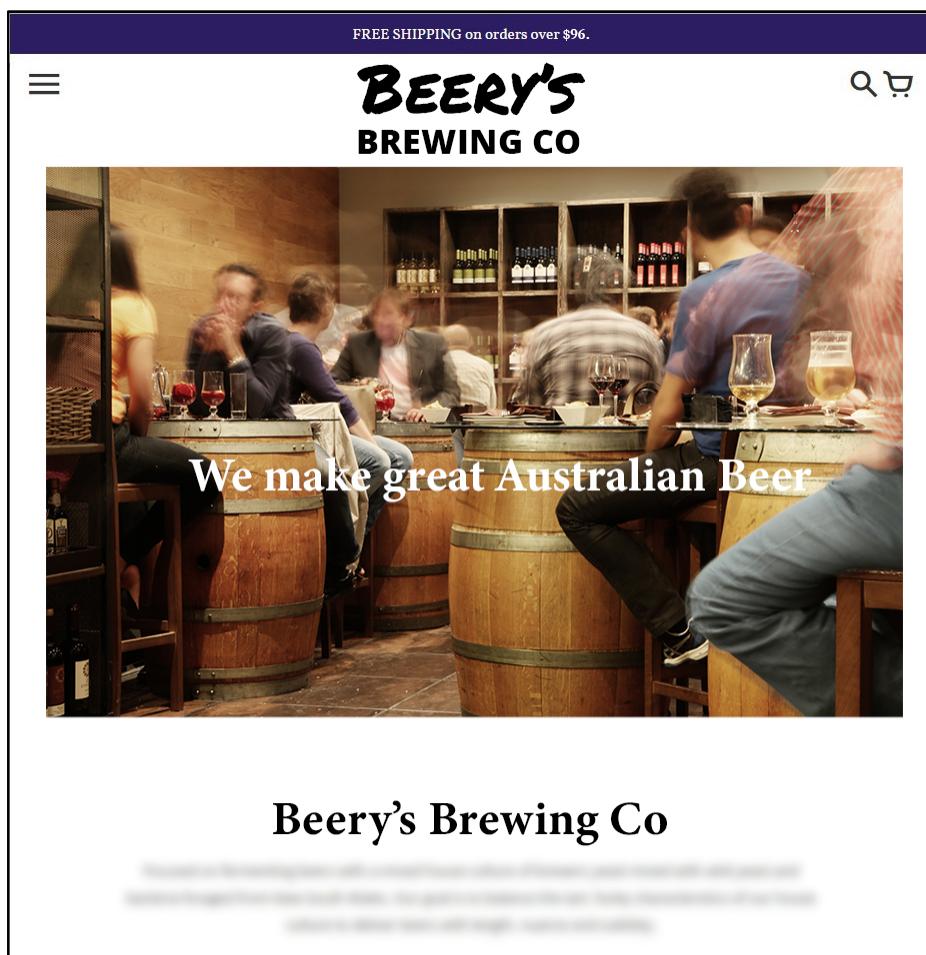


Figure 2: Beery's website and 'free shipping' banner (Beery's Brewing Co & Blending 2019d). The site was interpreted as targeting 'Maybe ... late 20s, early 30s kind of age group' (Appendix F)

Pain points

In an interview with a prospective customer, they experienced difficulty locating the volume of Beery's bottles and did not notice the 'free shipping' site banner at first (Appendix F; Figure 2). Similarly, an American customer was unable to find information about Beery's United States (US) distributor (Appendix J), and interviews with a target customer and previous customer demonstrated that Beery's UVF was not obvious to non-experts (Appendices E, H). A contextual inquiry participant was observed squinting at the brewery's handwritten wall menu (Appendix K, Figure 3), while another said, 'looking at the wall menu was a bit difficult' (Appendix L). A beer blogger also critiqued the frequency of Beery's blog and social media posts and recognised their lack of engagement with their audience (Appendix I). Further issues were raised in the content audit (Appendix C), such as duplicated pages and confusing labels, and are listed in Table 1.



Figure 3: Left: The handwritten wall menu that customers found difficult to read.
Right: the more detailed handheld menus

Research participants did not appear to notice the font legibility issues identified in the heuristic evaluation (Appendix D; Figure 1). In fact, they liked its ‘emerald’ green colour (Appendix H). Several participants discussed Beery’s opening hours in a negative light (Appendices E, G, I, L), while the unusually large volume of their bottles drew mixed responses (Appendices E, F, H).

Table 1: Pain point prioritisation

Ref #	Pain point/issue detail	Frequency (1 rarely – 4 always)	Severity (1 low – 4 extreme)	Priority (1 low – 4 critical)
1	Opening hours are too restrictive	3	4	3 - Serious
2	‘Free shipping over \$96’ banner not noticeable enough	4	2	3 - Serious
3	UVP not obvious to prospective customers	3	3	3 - Serious
4	Wall menu difficult to read	3	2	2 - Medium
5	Navy font colour and choice is not legible against dark backgrounds e.g. beer bottles	2	3	2 - Medium
6	Visual branding is inconsistent and at times, illegible	4	1	2 - Medium
7	Low interaction/response rate for social media comments	3	2	2 - Medium
8	Hyperlink formatting on website is consistent and sometimes inconspicuous	3	2	2 - Medium
9	Some important product information is difficult to find	2	2	2 - Medium
10	Large bottles are too expensive	1	2	1 - Low

Table 1: Pain point prioritisation

Ref #	Pain point/issue detail	Frequency (1 rarely – 4 always)	Severity (1 low – 4 extreme)	Priority (1 low – 4 critical)
11	Some user interface (UI) elements do not change appearance when clicked/tapped	1	2	1 - Low
12	Website beverage menus are illegible/out of date and inaccessible to vision impaired users	1	2	1 - Low
13	Industry-specific jargon used in social media posts and on website	1	1	1 - Low
14	No indication of if/when ‘unavailable’ items will be restocked	1	1	1 - Low
15	Website navigation and information architecture is inefficient and sometimes confusing	1	2	1 - Low
16	Some web pages contain no information, only unexplained form fields	1	1	1 - Low

Technological landscape

Several customers were observed using their smartphones at the brewery (Figure 4). This is in line with Deloitte’s research listing smartphones as the most popular device amongst Australians, at 89% ownership (Corbett et al. 2018, p. 6). Additionally, while Australians still prefer to use a computer for online purchases, use of mobile phones for online shopping has increased by 26% each year (p. 28).

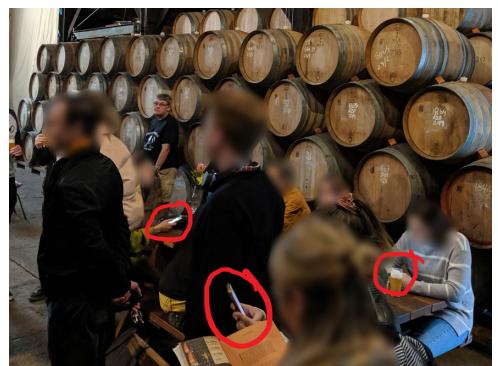


Figure 4: Customers using their smartphones at the brewery

Personas

Figures 5 and 6 depict two important archetypal users which emerged from the user research (Kuniavsky, Goodman, & Moed 2012, p. 482), based on commonalities between research participants (p. 485). The knowledgeable craft beer enthusiast and social media influencer bears strategic importance while the ‘non-beer drinker’ – a first-time customer who visits the brewery for social reasons and enjoys both the experience and the product – was selected for their potential ongoing revenue (p. 486). Scenarios were also developed to contextualise how each of these personas would use Beery’s products and services (p. 503-504).

Craft beer enthusiast - Jamie Dawbin

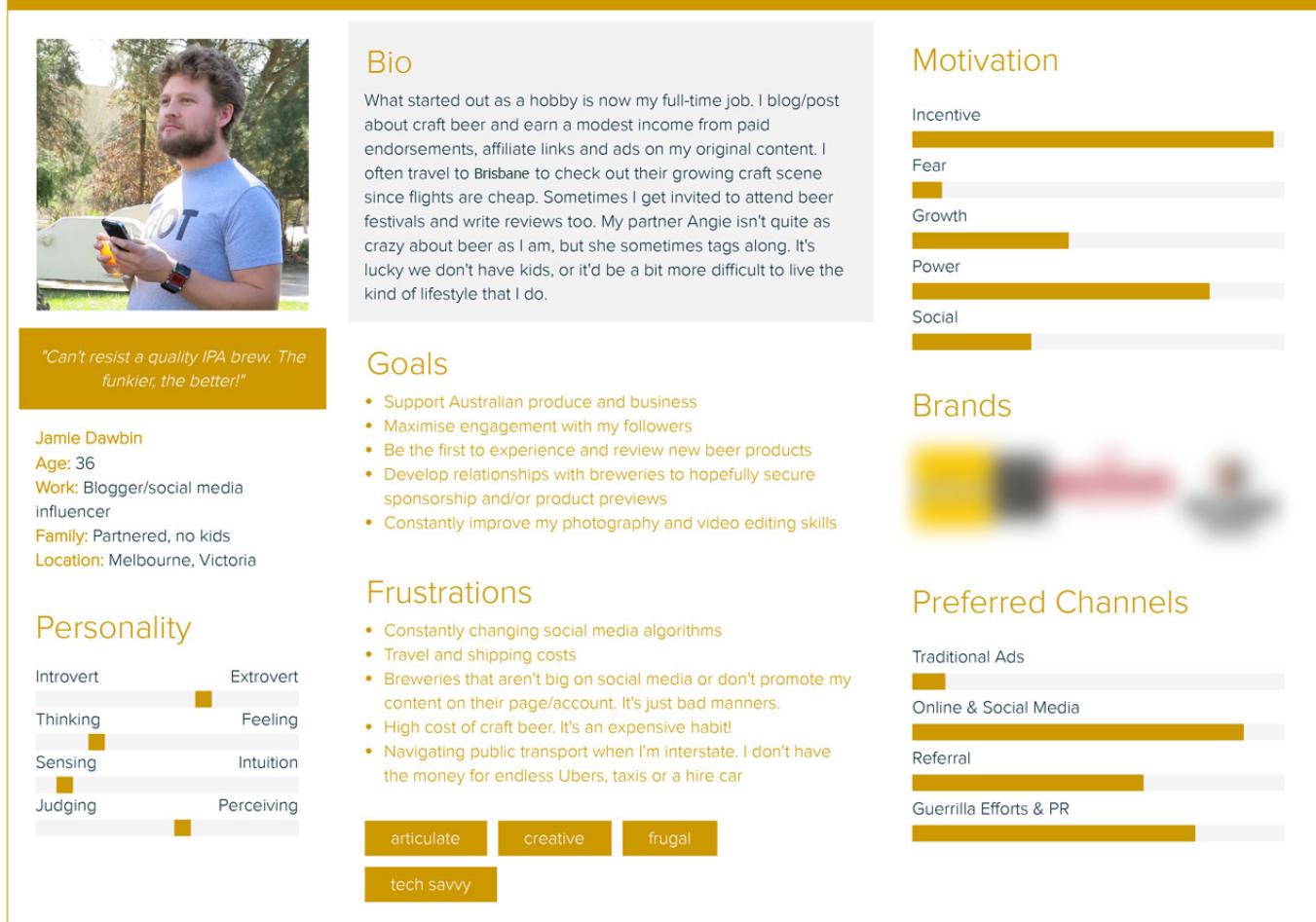


Figure 5: Craft beer enthusiast persona (Verive 2013)

Scenario: Reviewing new release beer

Jamie has secured a couple of cheap flights in a Jetstar sale and is off to Brisbane for the weekend with his partner, Angie. He needs some fresh content for his blog, Instagram and Facebook page – his engagement levels are down after Instagram changed their algorithms AGAIN. Maybe some of those new blends from the craft breweries will do the trick. They dump their backpacks at their Airbnb and catch the bus out to the craft brewery strip. First stop: Beery's Brewing Co! Jamie orders a glass each of Blend #1 and Blend #3, and Angie gets the new Blend #2. Angie rolls her eyes as Jamie does his usual photoshoot with the beers and gets distracted chatting to brewery owner John before she's allowed to take a sip. John gives Jamie the heads up about the next beer festival and the rundown of tweaks to these latest batches. Jamie discusses the beers with Angie as he takes notes for his *Ontap* review later. Jamie reckons they've got just the right balance of yeasts this time. Absolute perfection! Better order some more online, since they only have carry-on luggage for the trip home.

"Non-beer drinker" - Amber Nicholson



"I'm not usually a beer drinker..."

Amber Nicholson

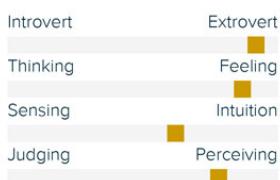
Age: 31

Work: Hairdresser/salon owner

Family: Single, no kids

Location: Brisbane, Queensland

Personality



Bio

I guess I got into hairdressing because I'm a real people person. I just love getting to know my clients. Running my own business can be challenging and demanding, and I don't get a lot of time off. I feel like there's always a new cafe or bar to check out when I do get some downtime, so that's what I usually get up to. Checking out somewhere new and relaxing with a few friends. I like the tangy taste of cider and kombucha, but I don't mind the occasional wine too.

Goals

- Try new things, get out of my comfort zone
- Relax after my work week (usually Tuesday - Saturday)
- Reduce my environmental footprint where I can

Frustrations

- I'm usually in the salon on Saturdays, which means I miss out on a lot of social stuff with my friends
- All this hipster stuff confuses me. Like it's good that it's here in Brisbane but I don't really understand the hype, half of the time
- Having to leave my dog at home. She has pretty bad separation anxiety and frets when I'm away

animal lover creative outgoing
technically challenged

Motivation

Incentive

Fear

Growth

Power

Social

Brands



Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR

Figure 6: 'Non-beer drinker' persona (Monroy 2014)

Scenario: The brewery trail

Amber's friend Jenny lives in Hawthorne and has been raving about a brewery trail nearby. Amber doesn't drink beer, so needs some convincing. Jenny says the vibe is really friendly and the breweries make a different kind of beer, not the usual stuff. Plus, it was Amber's Saturday RDO (rostered day off), and how often does she get a Saturday off work? The pair decide to bring Amber's housemate Thomas and dog Roxy along for the ride, since many of the breweries are dog-friendly. Amber is pleasantly surprised by the tart taste of the beers at Beery's Brewing Co – she actually likes it! She might even make this a regular thing. But this brewery is only open on Fridays and Saturdays – usually the busiest days of Amber's week. And it's not exactly close to her home, so Amber grabs a few takeaway bottles as they leave the brewery instead. She has no further engagement with Beery's Brewing Co.

Limitations

Several research limitations may have affected the integrity of the data collected. For example, online survey participants were recruited from Beery's social media accounts, so their responses to the 'Do you follow Beery's Brewing Co on any of these [social media] platforms?' question (Appendix B) would have been biased. During interview #3 (Appendix G), the researcher forgot to turn the page and read approximately half of the interview questions. This meant the data from this interview was incomplete, and some questions were asked out of context. A poor-quality audio recording of interview #2 (Appendix F) meant that some of the interviewee's responses were not fully understood and could not be used in the findings. The researcher responsible for this report does not drink beer, either, so may have missed or overlooked some information which is important to beer drinkers. The ten survey responses collected during this research were not a randomised or representative sample of Beery's customers, so cannot be used to make generalisations about all of its customers.

Interviewee #1 (Appendix E) was asked questions designed for target customers because they had advised the researcher they had not bought Beery's products or visited their brewery before. However, in the interview they revealed they had visited and purchased beer at the brewery. This affected the types of conclusions that could be drawn from the interview data. Finally, the research did not include any questions about device usage, meaning limited information was available to support findings on the technological landscape of Beery's users.

Strategy

The following strategy was devised to address users' pain points, Beery's business goals, and strengthen the connection between its face-to-face and digital services.

Branding refinement and website update

Given that Beery's is already using the Shopify platform for their e-commerce facilities and website theme, it is expected that several formatting, information architecture and UI issues – specifically, pain points 2, 5, 6, 8, 9, 11, 12 and 15 (Table 1) – could be addressed by switching to a more visual and professional theme such as *Empire* theme by Pixel Union. Like the current website, *Empire* supports the technological landscape of Beery's users, prioritising mobile devices but accommodating most other device screen resolutions (Levin & Masibov 2017).

However, it also provides flexible design options, large image tiles and advanced product filtering with no ongoing costs (Pixel Union 2019). These filtering options could assist users in quickly locating products of a specific volume, blend or price (Appendix N). It is recommended that Beery's merge product listings for the

same blend and represent them as one product listing with a variety of options (Appendix O) to minimise user confusion. During the website redesign, all beverage menus should be updated and converted from images to text. This will address pain point #12 (Table 1) have a dual benefit of improving accessibility for vision-impaired users as well as the user experience for all potential customers (Ilama 2015; Kuniavsky, Goodman, & Moed 2012, p. 493).

A set of fonts and colours were selected for their relevance to Beery's UVP and current Instagram account content (Figure 7; beerybrewing 2019). Free design tools such as Canva should also be utilised to create professional, consistent social media graphics. The handwritten wall menu should be abandoned as the handheld menus were serving users' needs better (Appendix L) and Beery's 'on pour' menu changes too often to justify a professionally produced wall menu.

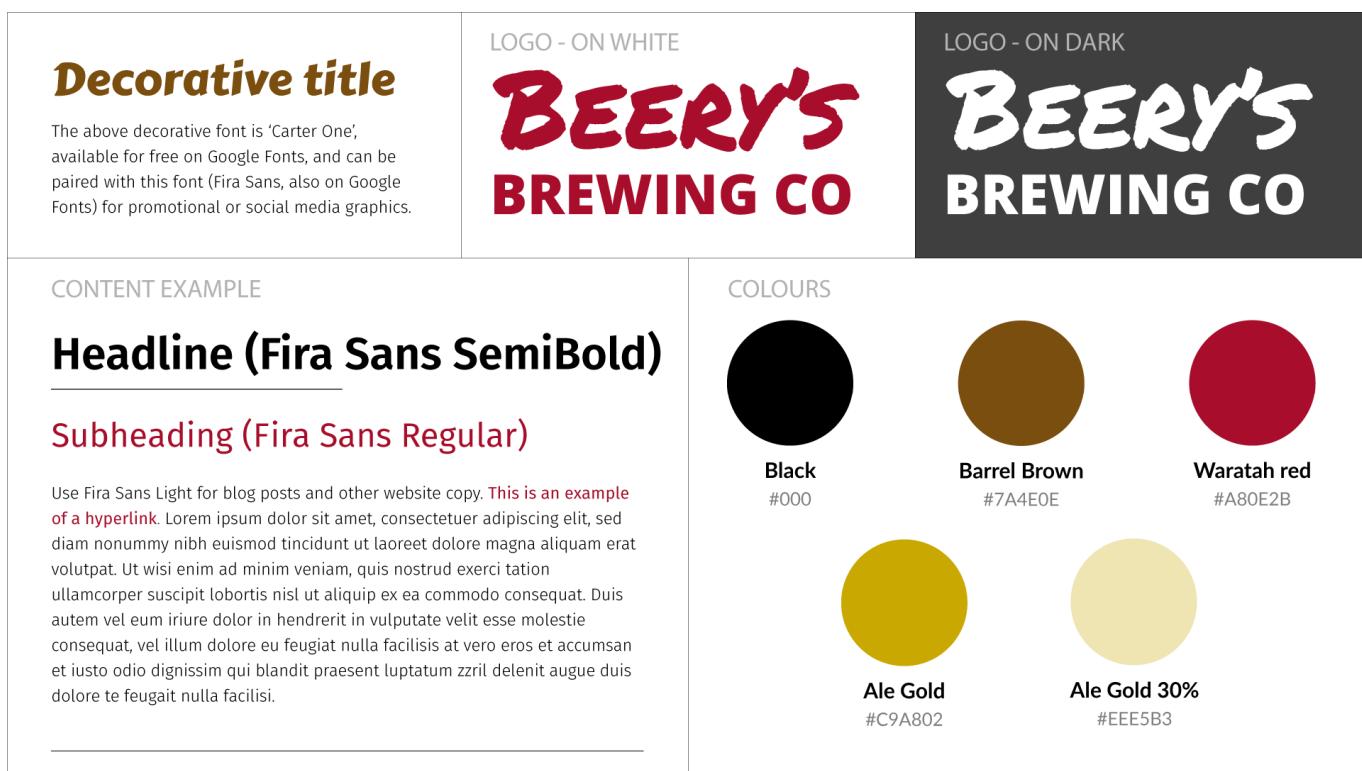


Figure 7: Design style tile (Adams n.d.; Carrois Apostrophe n.d.)

A user journey map (Figure 8) was designed to illustrate the task of making a purchase on the new website. It shows persona Jamie's emotions as he interacts with the redesigned website, and that known pain points have been eliminated (Baraniak 2018, para. 4).

In-store promotion of digital services

Although brewery opening hours were identified as a 'serious' pain point, Beery's owner has explained at length that they are not willing to increase their hours (beerybrewing 2018), so this suggestion has been excluded from the strategy. Beery's therefore needs to promote their website and social media accounts intensively to reduce reliance on their cellar door and accommodate the needs of their non-local customers.

This could be achieved by placing laminated flyers (Appendix P) at each table informing face-to-face customers of the online ordering facilities, incentivising them with a discount and making it easy for them to access the website while having a drink at the brewery.

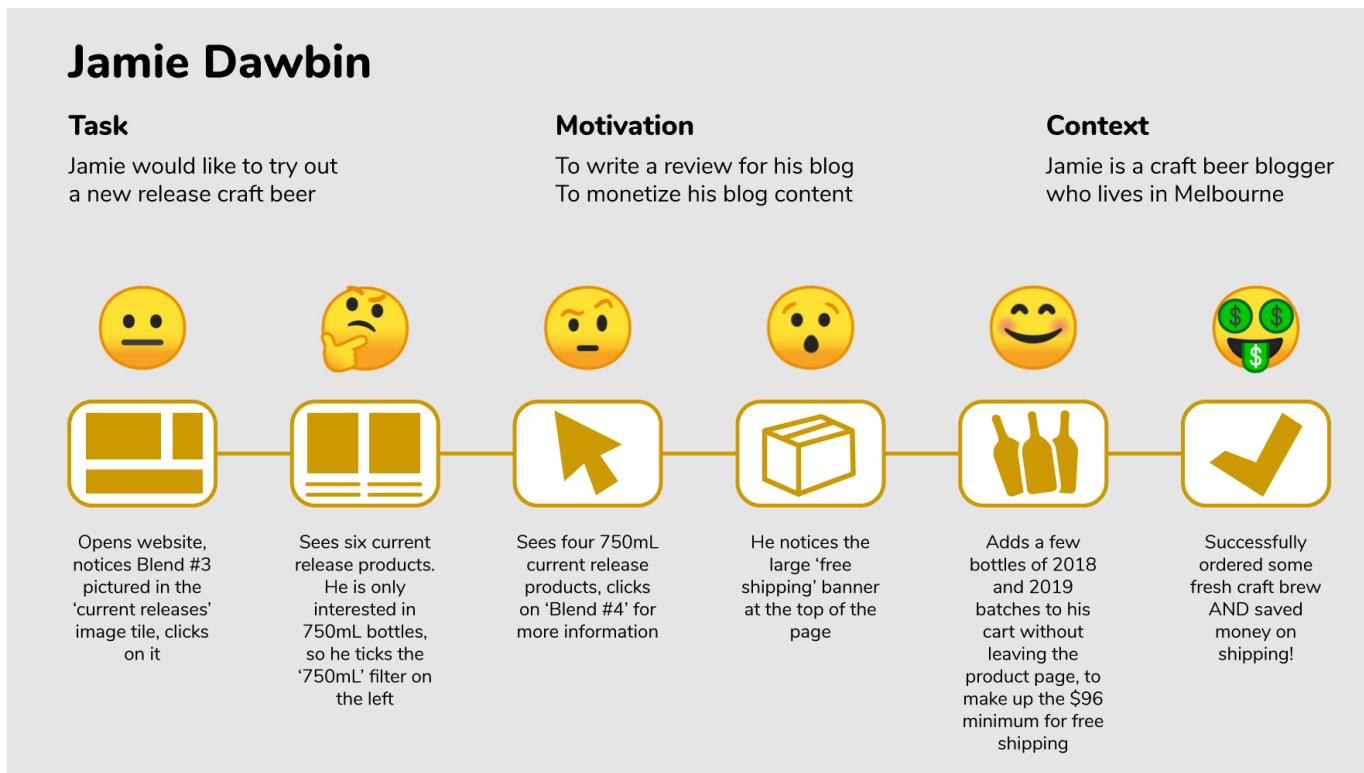


Figure 8: Making a purchase on the redesigned website (Google 2018a; 2018b; 2018c; 2018d; 2018e; 2018f)

The flyer could also promote the brewery's excellent reputation on *Ontap* and encourage visitors to follow their social media accounts. Combined with the branding and website revisions, these changes are expected to increase Beery's conversion rate, turning potential or one-off customers into regular customers and in return, increasing Beery's revenue (Garrett 2003, p. 15-16). This solution complements the technological habits of Beery's customers (Figure 4) and responds to pain points 1, 2, 6 and 9 (Table 1).

Promotion of business strengths

Beery's is advised to leverage the many strengths identified by its current customers to attract new customers. For instance, it could add photos on its website of dogs at the brewery (Appendix L; Figure 9), as well as publicise its status as the highest rated Australian brewery on *Ontap* and target people who do not typically drink beer. Beery's could use social media advertising to appeal to Australian users who have a demonstrated interest in kombucha and cider (Facebook 2019b), employing the expressions of existing satisfied customers (Mullin 2019) with phrases such as 'even non-beer drinkers love it', or 'if you like [kombucha/cider], you'll love our beer'.



Figure 9: A friendly dog seen at the brewery.

Focussing on particular users in this way could entice new customers without diminishing Beery's value to beer enthusiasts.

Beery's should inform its users of its US distributor when it is most relevant to the user. The address input page in the checkout process would be ideal, as users may wonder why they cannot select a country other than Australia. Alternatively, the message could be displayed in a lightbox popup to all users with an American internet protocol (IP) address, to avoid annoying or distracting non-American users. Other aspects worth promoting visually on Beery's website are crowds of customers enjoying their weekly open days, and wheelchair accessibility.

Finally, a revised value proposition is proposed, which places stronger emphasis on Beery's unique offering and differentiates them from their competitors:

Beery's: A little bit wild!

Incentivising user-generated content

User-generated content (UGC) presents another opportunity for Beery's to reach new markets and potential customers. It could encourage UGC with incentives, such as free, branded coasters or discounted beer glasses for visitors who post UGC on social media. Public photos with the brewery's location listed, or a branded hashtag such as #beerybrewing are preferred and should be rewarded. The brewery could also direct more of its resources towards responding to audience comments and asking questions in its social media posts, to increase engagement levels and consumer trust (Yellow 2018, p. 36). Staff should regularly browse for UGC, comment on the posts and share the best content to Beery's story or timeline. A tablet could be placed near the point of sale, with a slideshow of photos posted under Beery's hashtag, to stimulate customer interest in the UGC.

Beery's could also invite beer bloggers and social media influencers to try their new release products before public release. This would satisfy the influencers' desire for new, exclusive and engaging content, as well as drive traffic to Beery's website, blog and brewery. Depending on budget constraints, Beery's could subsidise the influencers' travel costs to boost the invitation's appeal.

Experience maps

Experience maps in Figures 10 and 11 represent the complete customer journey (Turner n.d.) with Beery's under this new strategy.

CUSTOMER EXPERIENCE MAP - face-to-face experience with Amber Nicholson

STAGES	Planning	Visiting	Buying/consuming	Post-visit	Delivery	Post delivery
BEERY'S BREWING CO	<ul style="list-style-type: none"> No direct involvement from/with Beery's at this stage 	<ul style="list-style-type: none"> Meet staff at brewery Discussing product with staff 	<ul style="list-style-type: none"> Confirm purchase choice Browsing brewery's social media accounts and website on smartphone 	<ul style="list-style-type: none"> Placing an online order via desktop computer Interacting with Beery's via social media 	<ul style="list-style-type: none"> unpacking order posting photos on personal Instagram, tagging Beery's 	<ul style="list-style-type: none"> following and interacting on social media considering booking a brewery tour
DOING	<ul style="list-style-type: none"> Discussing weekend plans with friends Look up opening hours Googling address and directions Skim-reading online reviews 	<ul style="list-style-type: none"> Browsing on-site product range Introducing Roxy to other customers Discussing product with staff 	<ul style="list-style-type: none"> Drinking beer Chatting with friends Trying different blends Patting Roxy Buying takeaway alcohol 	<ul style="list-style-type: none"> Working at/managing the salon Spending time with family, friends & Roxy 	<ul style="list-style-type: none"> inviting some friends over for drinks buying a cheese platter to go with the drinks 	<ul style="list-style-type: none"> sharing photos of product/s with friends posting a short Google review looking up event and brewery tour info
THINKING	<ul style="list-style-type: none"> I don't like beer. Is this really a good idea? What makes this different from 'normal' beer? When is the brewery open? How far away is the brewery? 	<ul style="list-style-type: none"> There are other dogs here too! Cute! Love the decor! The barrels are a nice touch Why don't they serve food here? Why is it so dark? 	<ul style="list-style-type: none"> This beer actually tastes good! Oh they have online ordering as well! What other blends should I try? I'd better get a few takeaway bottles since I don't know when I'll be here next Why are their opening hours so limited? 	<ul style="list-style-type: none"> This website looks very 'clean' and it's easy to find the products I want I might as well order enough to get the free shipping I wonder how long my order will take to arrive, since I'm in Brisbane too? Hmm, Google is asking me to post the photos I took at the brewery 	<ul style="list-style-type: none"> I think I ordered too much! It looks like this was very carefully packaged What do I do with all this beer? 	<ul style="list-style-type: none"> I don't usually review stuff, but this beer is surprisingly good I might pop in to the brewery on my next Saturday off work
FEELING	<ul style="list-style-type: none"> I'm glad they're dog friendly. I can bring my dog Roxy with me So the beer has more of a sour/tangy taste... maybe I will like it It's my only Saturday off this month - why not? 	<ul style="list-style-type: none"> This place is really nice! The people are friendly too Love the decor! For a craft beer brewery, this place doesn't feel snobby at all. It feels inclusive and friendly 	<ul style="list-style-type: none"> It would be nice to have some food to go with this beer It's disappointing they're only open on Fridays and Saturdays Soooo relaxed right now 	<ul style="list-style-type: none"> 10% off and free shipping isn't bad. I love saving money! Hmmm, no phone number. That's a bit concerning Disappointed that they only deliver on Tuesdays and Thursdays 	<ul style="list-style-type: none"> Only 2 days to arrive - not bad! Ordering online is so convenient. It's the next best thing, since I can't easily get to the brewery Beer delivered to my doorstep - love it! 	<ul style="list-style-type: none"> Beery's liked my photos! So cool! I wasn't expecting much, but I am very impressed with Beery's Supporting local businesses makes me feel good
EXPERIENCE	<div style="background-color: #f0e68c; width: 100px; height: 10px;"></div> <div style="background-color: #ffd700; width: 100px; height: 10px;"></div> <div style="background-color: #ffd700; width: 100px; height: 10px;"></div>	<div style="background-color: #f0e68c; width: 100px; height: 10px;"></div> <div style="background-color: #ffd700; width: 100px; height: 10px;"></div> <div style="background-color: #ffd700; width: 100px; height: 10px;"></div>	<div style="background-color: #f0e68c; width: 100px; height: 10px;"></div> <div style="background-color: #ffd700; width: 100px; height: 10px;"></div> <div style="background-color: #ffd700; width: 100px; height: 10px;"></div>	<div style="background-color: #f0e68c; width: 100px; height: 10px;"></div> <div style="background-color: #ffd700; width: 100px; height: 10px;"></div> <div style="background-color: #ffd700; width: 100px; height: 10px;"></div>	<div style="background-color: #f0e68c; width: 100px; height: 10px;"></div> <div style="background-color: #ffd700; width: 100px; height: 10px;"></div> <div style="background-color: #ffd700; width: 100px; height: 10px;"></div>	<div style="background-color: #f0e68c; width: 100px; height: 10px;"></div> <div style="background-color: #ffd700; width: 100px; height: 10px;"></div> <div style="background-color: #ffd700; width: 100px; height: 10px;"></div>

Figure 10: Face-to-face customer experience after implementation of strategy. Based on example by Adaptive Path (2011)

CUSTOMER EXPERIENCE MAP - digital experience with Jamie Dawbin

STAGES	Research	Shopping	Buying	Post-purchase, pre-delivery	Delivery	Post delivery
BEERY'S BREWING CO	<ul style="list-style-type: none"> • current releases • tasting notes • shipping cost 	<ul style="list-style-type: none"> • enter quantity • review total amount 	<ul style="list-style-type: none"> • confirm order • enter payment info 	<ul style="list-style-type: none"> • wait for order to arrive 	<ul style="list-style-type: none"> • tagging Beery's Brewing Co in social media posts 	<ul style="list-style-type: none"> • Discussing experience with Beery's on Instagram
DOING	<ul style="list-style-type: none"> • comparing craft beer products • reading reviews, tasting notes, skimming social media posts/comments 	<ul style="list-style-type: none"> • browsing similar Beery's products • changing quantity in shopping cart • calculating cost of product/s + shipping 	<ul style="list-style-type: none"> • reading shipping terms • checking bank balance • looking for credit card/ trying to remember Paypal login details 	<ul style="list-style-type: none"> • checking Australia Post tracking • checking Beery's social media posts 	<ul style="list-style-type: none"> • unboxing, taking photos of products • writing review, posting on blog/social accounts 	<ul style="list-style-type: none"> • promoting review and social media posts • commenting on Beery's social media posts • Looking at Beery's 'on pour' menu
THINKING	<ul style="list-style-type: none"> • What makes this craft beer better than others? • Not sure if I want a large bottle... • Are my followers interested in it? • How different is it from their last batch? • How much will it cost to ship to Melbourne? 	<ul style="list-style-type: none"> • I might order a few more bottles to qualify for free shipping • They do have some blends in smaller bottles • It doesn't seem so expensive if I get free shipping 	<ul style="list-style-type: none"> • They don't deliver on public holidays... are there any public holidays coming up in Queensland? • Do I have enough money in my bank account? Do I need to transfer money? 	<ul style="list-style-type: none"> • Where is my parcel? • What is Beery's up to? • What if the packaging isn't done well and the bottles smash in transit? • Since Melbourne is reasonably close to Brisbane, surely it won't take the full "7 business days" to arrive? 	<ul style="list-style-type: none"> • It would be good to visit Beery's brewery in person one day • I wonder how long it'll be till these sell out? Should I order some more? • I wonder if Beery's will see or respond to my review/social media posts? 	<ul style="list-style-type: none"> • I really should book a trip to Brisbane and do a tour. My followers would love that content • Are Beery's coming to any Melbourne events any time soon?
FEELING	<ul style="list-style-type: none"> • I might not be able to afford a big order • I'm impressed with how many craft beer breweries are in Brisbane now! • I don't want to waste money on a beer I won't like 	<ul style="list-style-type: none"> • Supporting Australian businesses makes me feel good • I'm really liking this new layout/website design • Yeast collected from Australian flowers? I'm intrigued 	<ul style="list-style-type: none"> • Well that was easy! Only took, what, 20 minutes? • What? They only ship on Tuesdays and Thursdays? • Oh they won't deliver if I'm not at home. That's annoying 	<ul style="list-style-type: none"> • Excited to try the latest Beery's brew! • Frustrated that Australia Post tracking info isn't up-to-date • Worried that Beery's don't have a phone number listed 	<ul style="list-style-type: none"> • Only 4 days to arrive - not bad! • This beer is soooo tasty! Even my housemate likes it! 	<ul style="list-style-type: none"> • Beery's shared my post on their story AND followed my account! Winning!
EXPERIENCE	<div style="background-color: #f0e68c; width: 100px; height: 10px;"></div> <div style="background-color: #d9c38c; width: 100px; height: 10px;"></div> <div style="background-color: #c8a28c; width: 100px; height: 10px;"></div>	<div style="background-color: #f0e68c; width: 100px; height: 10px;"></div> <div style="background-color: #d9c38c; width: 100px; height: 10px;"></div> <div style="background-color: #c8a28c; width: 100px; height: 10px;"></div>	<div style="background-color: #f0e68c; width: 100px; height: 10px;"></div> <div style="background-color: #d9c38c; width: 100px; height: 10px;"></div> <div style="background-color: #c8a28c; width: 100px; height: 10px;"></div>	<div style="background-color: #f0e68c; width: 100px; height: 10px;"></div> <div style="background-color: #d9c38c; width: 100px; height: 10px;"></div> <div style="background-color: #c8a28c; width: 100px; height: 10px;"></div>	<div style="background-color: #f0e68c; width: 100px; height: 10px;"></div> <div style="background-color: #d9c38c; width: 100px; height: 10px;"></div> <div style="background-color: #c8a28c; width: 100px; height: 10px;"></div>	<div style="background-color: #f0e68c; width: 100px; height: 10px;"></div> <div style="background-color: #d9c38c; width: 100px; height: 10px;"></div> <div style="background-color: #c8a28c; width: 100px; height: 10px;"></div>

Figure 11: Digital customer experience after implementation of strategy. Based on example by Adaptive Path (2011)

Feasibility

The recommendations presented have taken the client's small business status into consideration and are intentionally inexpensive and uncomplicated. They require little to no specialist assistance; the required technical skill level is similar to that which Beery's has already utilised to establish their current customer experience. The strategy also allows for flexibility in the number and cost of changes Beery's wish to undertake. Expected costs are between \$380 to address only 'serious' pain points, to approximately \$3,600 to address all pain points and carry out all recommendations (Table 2).

Table 2: Basic budget

Item	Estimated cost	Source/method
Empire website template	\$180.00	(Pixel Union 2019)
Staff time to roll out website update	\$200.00	8 hours x \$25
Printing + laminating of in-store flyers	\$12.20	\$0.69 A4 colour printing + \$1.75 laminating x 5 flyers (Officeworks 2019)
10% discount for all first-time customers over 3 months	\$370.29	10% of \$96 minimum order x 3 orders from new customers per week x 3 months
Social media advertising for 3 months	\$500.00	Recommended amount. Budget is completely customisable
Discounted glasses for customers posting UGC over 3 months	\$642.86	\$5 off each glass x 10 customers per week x 3 months
Coasters for customers posting UGC	\$540	20 sets of 6 custom cork coasters (Zazzle 2019)
Tablet for UGC slideshow	\$169	(JB Hi-Fi 2019)
Flights for influencers (on sale)	\$1,000.00	\$200 average cost budget return flights from major Australian capital cities x 5 influencers
<i>Total cost for all recommendations</i>	<i>\$3,614.35</i>	

Word count: 2,976 words

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Appendix

Appendix A – Handwritten survey responses

Beery's Brewing Co customer survey

All questions are optional.

Beery's Brewing Co is not affiliated with the researcher.

1. What is your age?	<input type="text" value="34"/>	10. Did you read any reviews before visiting or purchasing from Beery's Brewing Co? Tick all that apply.
2. What is your gender?	<input checked="" type="radio"/> Male <input type="radio"/> Female <input type="radio"/> Indeterminate/unspecified/intersex	<input type="checkbox"/> Did not read reviews <input type="checkbox"/> Facebook <input type="checkbox"/> Google <input type="checkbox"/> Untappd <input checked="" type="checkbox"/> Somewhere else: <input type="text" value="Gabs Brochure"/>
3. What is your highest level of education? (No judgement!)	<input type="radio"/> Did not finish school <input type="radio"/> Grade 10 <input type="radio"/> Grade 12 <input checked="" type="radio"/> VET/TAFE certificate or apprenticeship <input type="radio"/> Undergraduate degree <input type="radio"/> Postgraduate degree	11. What was your main reason for your last visit to/purchase from Beery's Brewing Co? Please select one option. <input checked="" type="radio"/> The brewing process e.g. wild yeasts, use of local flora <input type="radio"/> The look and feel of the brewery <input type="radio"/> A promotion e.g. Facebook post, special release beer <input type="radio"/> Unique taste of their beer range <input type="radio"/> Something else: <input type="text"/>
4. Where is your home in relation to Beery's Brewery?	<input checked="" type="radio"/> Within about 5km <input type="radio"/> About 5-10km away <input type="radio"/> About 10-50km away <input type="radio"/> More than 50km away	12. Do you follow Beery's Brewing Co on any of these platforms? <input type="checkbox"/> Facebook <input type="checkbox"/> Instagram <input type="checkbox"/> Twitter <input type="checkbox"/> Beery's blog
5. Where do you usually consume Beery's products?	<input checked="" type="radio"/> At Beery's Brewery <input type="radio"/> At a pub <input type="radio"/> Home <input type="radio"/> Party <input type="radio"/> Friend's place <input type="radio"/> Somewhere else: <input type="text"/>	13. Which of these breweries are you familiar with? Competitor A <input type="checkbox"/> Heard of them I've bought their beer: <input type="checkbox"/> Previously <input type="checkbox"/> In last 7 days Competitor B <input checked="" type="checkbox"/> Heard of them I've bought their beer: <input checked="" type="checkbox"/> Previously <input type="checkbox"/> In last 7 days Competitor C <input type="checkbox"/> Heard of them I've bought their beer: <input type="checkbox"/> Previously <input type="checkbox"/> In last 7 days Competitor D <input checked="" type="checkbox"/> Heard of them I've bought their beer: <input checked="" type="checkbox"/> Previously <input checked="" type="checkbox"/> In last 7 days Competitor E <input checked="" type="checkbox"/> Heard of them I've bought their beer: <input checked="" type="checkbox"/> Previously <input checked="" type="checkbox"/> In last 7 days Competitor F <input checked="" type="checkbox"/> Heard of them I've bought their beer: <input type="checkbox"/> Previously <input type="checkbox"/> In last 7 days
6. Including today, how many times have you visited or purchased products from Beery's Brewing Co?	<input type="radio"/> Once <input checked="" type="radio"/> 2-5 times <input type="radio"/> 6-10 times <input type="radio"/> More than 10 times	14. What types of beverages do you usually drink? Tick all that apply. <input type="checkbox"/> Cider <input type="checkbox"/> Kombucha <input type="checkbox"/> Wine <input checked="" type="checkbox"/> Spirits <input type="checkbox"/> Commercial beer: <input type="checkbox"/> Craft beer: <input type="checkbox"/> Full strength <input type="checkbox"/> Mid strength <input checked="" type="checkbox"/> Light
7. Have you attended Beery's Brew events, tours or tastings?	<input checked="" type="radio"/> No <input type="radio"/> Once <input type="radio"/> 2-5 times <input type="radio"/> More than 5 times	
8. Have you taken any photos or videos of the brewery or the products you bought?	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes, and: <input type="checkbox"/> I posted them to my personal social account/s <input type="checkbox"/> Posted them in an online review, on (name of website/s): <input type="text"/>	
9. Did you know you can buy Beery's Brew products on their website?	<input type="radio"/> No <input type="radio"/> Yes, and have done before <input checked="" type="checkbox"/> Yes, but have no reason to (buying in person is convenient enough)	

Beery's Brewing Co customer survey

All questions are optional.

Beery's Brewing Co is not affiliated with the researcher.

1. What is your age? <input type="text" value="30"/>	10. Did you read any reviews before visiting or purchasing from Beery's Brewing Co? Tick all that apply.
2. What is your gender?	<input checked="" type="checkbox"/> Did not read reviews <input type="checkbox"/> Facebook <input type="checkbox"/> Male <input checked="" type="checkbox"/> Female <input type="checkbox"/> Indeterminate/unspecified/intersex <input type="checkbox"/> Untappd <input type="checkbox"/> Google <input type="checkbox"/> Somewhere else:
3. What is your highest level of education? (No judgement!)	
<input type="checkbox"/> Did not finish school <input type="checkbox"/> Grade 10	
<input type="checkbox"/> Grade 12	
<input type="checkbox"/> VET/TAFE certificate or apprenticeship	
<input checked="" type="checkbox"/> Undergraduate degree <input type="checkbox"/> Postgraduate degree	
4. Where is your home in relation to Beery's Brewery?	
<input checked="" type="checkbox"/> Within about 5km <input type="checkbox"/> About 5-10km away	
<input type="checkbox"/> About 10-50km away <input type="checkbox"/> More than 50km away	
5. Where do you usually consume Beery's products?	
<input checked="" type="checkbox"/> At Beery's Brewery <input type="checkbox"/> At a pub	
<input type="checkbox"/> Home <input type="checkbox"/> Party	
<input type="checkbox"/> Friend's place <input type="checkbox"/> Somewhere else:	
6. Including today, how many times have you visited or purchased products from Beery's Brewing Co?	
<input type="checkbox"/> Once <input checked="" type="checkbox"/> 2-5 times	
<input type="checkbox"/> 6-10 times <input type="checkbox"/> More than 10 times	
7. Have you attended Beery's Brew events, tours or tastings?	
<input checked="" type="checkbox"/> No <input type="checkbox"/> Once	
<input type="checkbox"/> 2-5 times <input type="checkbox"/> More than 5 times	
8. Have you taken any photos or videos of the brewery or the products you bought?	
<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes, and:	
<input type="checkbox"/> I posted them to my personal social account/s	
<input type="checkbox"/> Posted them in an online review, on (name of website/s): <input type="text"/>	
9. Did you know you can buy Beery's Brew products on their website?	
<input type="checkbox"/> No <input type="checkbox"/> Yes, and have done before	
<input checked="" type="checkbox"/> Yes, but have no reason to (buying in person is convenient enough)	
10. Did you read any reviews before visiting or purchasing from Beery's Brewing Co? Tick all that apply.	
<input checked="" type="checkbox"/> Did not read reviews <input type="checkbox"/> Facebook	
<input type="checkbox"/> Google <input type="checkbox"/> Untappd	
<input type="checkbox"/> Somewhere else:	
11. What was your main reason for your last visit to/purchase from Beery's Brewing Co? Please select one option.	
<input type="checkbox"/> The brewing process e.g. wild yeasts, use of local flora	
<input type="checkbox"/> The look and feel of the brewery	
<input type="checkbox"/> A promotion e.g. Facebook post, special release beer	
<input checked="" type="checkbox"/> Unique taste of their beer range	
<input type="checkbox"/> Something else:	
12. Do you follow Beery's Brewing Co on any of these platforms?	
<input type="checkbox"/> Facebook <input checked="" type="checkbox"/> Instagram	
<input type="checkbox"/> Twitter <input type="checkbox"/> Beery's blog	
13. Which of these breweries are you familiar with?	
Competitor A	<input type="checkbox"/> Heard of them <input type="checkbox"/> Previously <input type="checkbox"/> In last 7 days I've bought their beer:
Competitor B	<input type="checkbox"/> Heard of them <input checked="" type="checkbox"/> Previously <input type="checkbox"/> In last 7 days I've bought their beer:
Competitor C	<input type="checkbox"/> Heard of them <input type="checkbox"/> Previously <input type="checkbox"/> In last 7 days I've bought their beer:
Competitor D	<input type="checkbox"/> Heard of them <input checked="" type="checkbox"/> Previously <input type="checkbox"/> In last 7 days I've bought their beer:
Competitor E	<input type="checkbox"/> Heard of them <input checked="" type="checkbox"/> Previously <input type="checkbox"/> In last 7 days I've bought their beer:
Competitor F	<input type="checkbox"/> Heard of them <input type="checkbox"/> Previously <input type="checkbox"/> In last 7 days I've bought their beer:
14. What types of beverages do you usually drink? Tick all that apply.	
<input checked="" type="checkbox"/> Cider <input checked="" type="checkbox"/> Kombucha	
<input type="checkbox"/> Wine <input type="checkbox"/> Spirits	
<input type="checkbox"/> Commercial beer: <input checked="" type="checkbox"/> Craft beer:	
<input type="checkbox"/> Full strength <input type="checkbox"/> Mid strength <input type="checkbox"/> Light	

Beery's Brewing Co customer survey

All questions are optional.

Beery's Brewing Co is not affiliated with the researcher.

1. What is your age? 22
2. What is your gender?

Male Female

Indeterminate/unspecified/intersex
3. What is your highest level of education? (No judgement!)

Did not finish school Grade 10

Grade 12 VET/TAFE certificate or apprenticeship

Undergraduate degree Postgraduate degree
4. Where is your home in relation to Beery's Brewery?

Within about 5km About 5-10km away

About 10-50km away More than 50km away
5. Where do you usually consume Beery's products?

At Beery's Brewery At a pub

Home Party

Friend's place Somewhere else:
6. Including today, how many times have you visited or purchased products from Beery's Brewing Co?

Once 2-5 times

6-10 times More than 10 times
7. Have you attended Beery's Brew events, tours or tastings?

No Once

2-5 times More than 5 times
8. Have you taken any photos or videos of the brewery or the products you bought?

No Yes, and:

I posted them to my personal social account/s

Posted them in an online review, on (name of website/s):
9. Did you know you can buy Beery's Brew products on their website?

No Yes, and have done before

Yes, but have no reason to (buying in person is convenient enough)
10. Did you read any reviews before visiting or purchasing from Beery's Brewing Co? Tick all that apply.

Did not read reviews Facebook

Google Untappd

Somewhere else:
11. What was your main reason for your last visit to/purchase from Beery's Brewing Co? Please select one option.

The brewing process e.g. wild yeasts, use of local flora

The look and feel of the brewery

A promotion e.g. Facebook post, special release beer

Unique taste of their beer range

Something else:
12. Do you follow Beery's Brewing Co on any of these platforms?

Facebook Instagram

Twitter Beery's blog
13. Which of these breweries are you familiar with?

Competitor A

I've bought their beer: Heard of them Previously In last 7 days

Competitor B

I've bought their beer: Heard of them Previously In last 7 days

Competitor C

I've bought their beer: Heard of them Previously In last 7 days

Competitor D

I've bought their beer: Heard of them Previously In last 7 days

Competitor E

I've bought their beer: Heard of them Previously In last 7 days

Competitor F

I've bought their beer: Heard of them Previously In last 7 days
14. What types of beverages do you usually drink? Tick all that apply.

Cider Kombucha

Wine Spirits

Commercial beer: Craft beer:

Full strength Mid strength Light

Beery's Brewing Co customer survey

All questions are optional.

Beery's Brewing Co is not affiliated with the researcher.

1. What is your age? 28
2. What is your gender?
 Male Female
 Indeterminate/unspecified/intersex
3. What is your highest level of education? (No judgement!)
 Did not finish school Grade 10
 Grade 12
 VET/TAFE certificate or apprenticeship
 Undergraduate degree Postgraduate degree
4. Where is your home in relation to Beery's Brewery?
 Within about 5km About 5-10km away
 About 10-50km away More than 50km away
5. Where do you usually consume Beery's products?
 At Beery's Brewery At a pub
 Home Party
 Friend's place Somewhere else:
6. Including today, how many times have you visited or purchased products from Beery's Brewing Co?
 Once 2-5 times
 6-10 times More than 10 times
7. Have you attended Beery's Brew events, tours or tastings?
 No Once
 2-5 times More than 5 times
8. Have you taken any photos or videos of the brewery or the products you bought?
 No Yes, and:
 I posted them to my personal social account/s
 Posted them in an online review, on (name of website/s):
9. Did you know you can buy Beery's Brew products on their website?
 No Yes, and have done before
 Yes, but have no reason to (buying in person is convenient enough)
10. Did you read any reviews before visiting or purchasing from Beery's Brewing Co? Tick all that apply.
 Did not read reviews Facebook
 Google Untappd
 Somewhere else:
11. What was your main reason for your last visit to/purchase from Beery's Brewing Co? Please select one option.
 The brewing process e.g. wild yeasts, use of local flora
 The look and feel of the brewery
 A promotion e.g. Facebook post, special release beer
 Unique taste of their beer range
 Something else:
12. Do you follow Beery's Brewing Co on any of these platforms?
 Facebook Instagram
 Twitter Beery's blog
13. Which of these breweries are you familiar with?
Competitor A
 Heard of them
I've bought their beer: Previously In last 7 days
Competitor B
I've bought their beer: Previously In last 7 days
Competitor C
I've bought their beer: Previously In last 7 days
Competitor D
I've bought their beer: Previously In last 7 days
Competitor E
I've bought their beer: Previously In last 7 days
Competitor F
I've bought their beer: Previously In last 7 days
14. What types of beverages do you usually drink? Tick all that apply.
 Cider Kombucha
 Wine Spirits
 Commercial beer:
 Full strength Mid strength Craft beer:
 Light

Beery's Brewing Co customer survey

All questions are optional.

Beery's Brewing Co is not affiliated with the researcher.

1. What is your age?	<input type="text" value="53"/>	10. Did you read any reviews before visiting or purchasing from Beery's Brewing Co? Tick all that apply.
2. What is your gender?	<input checked="" type="radio"/> Male <input type="radio"/> Female <input type="radio"/> Indeterminate/unspecified/intersex	<input checked="" type="checkbox"/> Did not read reviews <input type="checkbox"/> Facebook <input type="checkbox"/> Google <input type="checkbox"/> Untapped <input type="checkbox"/> Somewhere else: <input type="text"/>
3. What is your highest level of education? (No judgement!)	<input type="radio"/> Did not finish school <input type="radio"/> Grade 10 <input type="radio"/> Grade 12 <input checked="" type="radio"/> VET/TAFE certificate or apprenticeship <input type="radio"/> Undergraduate degree <input type="radio"/> Postgraduate degree	11. What was your main reason for your last visit to/purchase from Beery's Brewing Co? Please select one option. <input checked="" type="checkbox"/> The brewing process e.g. wild yeasts, use of local flora <input type="checkbox"/> The look and feel of the brewery <input type="checkbox"/> A promotion e.g. Facebook post, special release beer <input type="checkbox"/> Unique taste of their beer range <input type="checkbox"/> Something else: <input type="text"/>
4. Where is your home in relation to Beery's Brewery?	<input type="radio"/> Within about 5km <input type="radio"/> About 5-10km away <input checked="" type="radio"/> About 10-50km away <input type="radio"/> More than 50km away	12. Do you follow Beery's Brewing Co on any of these platforms? <input checked="" type="checkbox"/> Facebook <input checked="" type="checkbox"/> Instagram <input type="checkbox"/> Twitter <input checked="" type="checkbox"/> Beery's blog
5. Where do you usually consume Beery's products?	<input checked="" type="checkbox"/> At Beery's Brewery <input type="radio"/> At a pub <input type="radio"/> Home <input type="radio"/> Party <input type="radio"/> Friend's place <input type="radio"/> Somewhere else: <input type="text"/>	13. Which of these breweries are you familiar with? Competitor A I've bought their beer: <input type="checkbox"/> Heard of them <input checked="" type="checkbox"/> Previously <input type="checkbox"/> In last 7 days Competitor B I've bought their beer: <input type="checkbox"/> Heard of them <input checked="" type="checkbox"/> Previously <input type="checkbox"/> In last 7 days Competitor C I've bought their beer: <input type="checkbox"/> Heard of them <input checked="" type="checkbox"/> Previously <input type="checkbox"/> In last 7 days Competitor D I've bought their beer: <input type="checkbox"/> Heard of them <input checked="" type="checkbox"/> Previously <input type="checkbox"/> In last 7 days Competitor E I've bought their beer: <input type="checkbox"/> Heard of them <input checked="" type="checkbox"/> Previously <input type="checkbox"/> In last 7 days Competitor F I've bought their beer: <input type="checkbox"/> Heard of them <input checked="" type="checkbox"/> Previously <input type="checkbox"/> In last 7 days
6. Including today, how many times have you visited or purchased products from Beery's Brewing Co?	<input type="radio"/> Once <input type="radio"/> 2-5 times <input type="radio"/> 6-10 times <input checked="" type="checkbox"/> More than 10 times	14. What types of beverages do you usually drink? Tick all that apply. <input type="checkbox"/> Cider <input type="checkbox"/> Kombucha <input checked="" type="checkbox"/> Wine <input type="checkbox"/> Spirits <input type="checkbox"/> Commercial beer: <input checked="" type="checkbox"/> Craft beer: <input type="checkbox"/> Full strength <input type="checkbox"/> Mid strength <input type="checkbox"/> Light
7. Have you attended Beery's Brew events, tours or tastings?	<input type="radio"/> No <input type="radio"/> Once <input type="radio"/> 2-5 times <input checked="" type="checkbox"/> More than 5 times	
8. Have you taken any photos or videos of the brewery or the products you bought?	<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes, and: <input checked="" type="checkbox"/> I posted them to my personal social account/s <input type="checkbox"/> Posted them in an online review, on (name of website/s): <input type="text"/>	
9. Did you know you can buy Beery's Brew products on their website?	<input type="radio"/> No <input checked="" type="checkbox"/> Yes, and have done before <input type="radio"/> Yes, but have no reason to (buying in person is convenient enough)	

Appendix B – Online survey results

Beery's Brewing customer survey

5 responses

What is your age?

4 responses

38

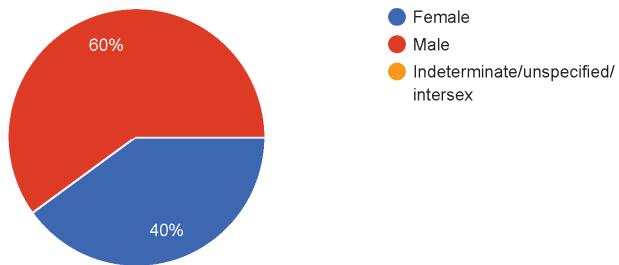
37

35

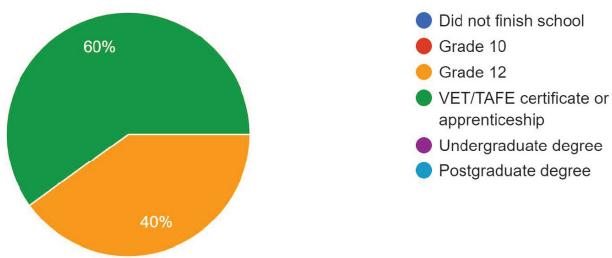
36

What is your gender?

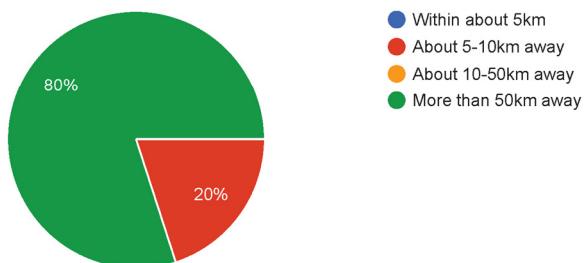
5 responses

**What is your highest level of education? (No judgement!)**

5 responses

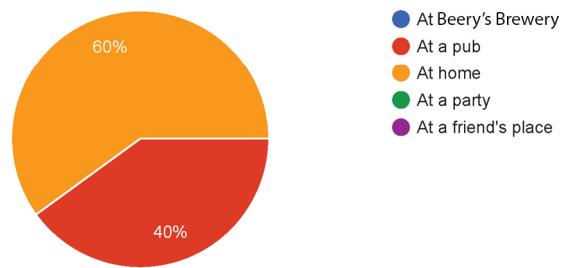
**Where is your home in relation to Beery's Brewery?**

5 responses



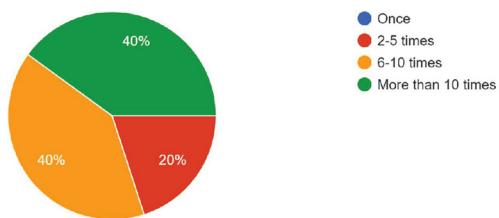
Where do you usually consume Beery's products?

5 responses



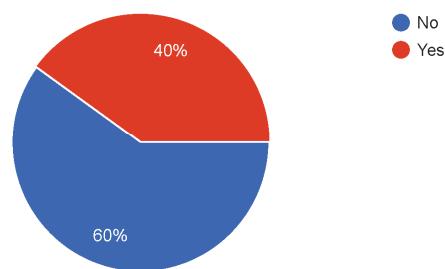
Including today, how many times have you visited Beery's brewery or purchased their products?

5 responses



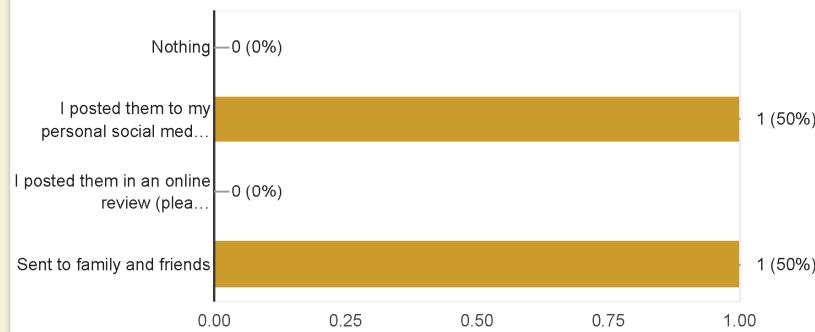
Have you taken any photos or videos of the brewery or the products you bought?

5 responses



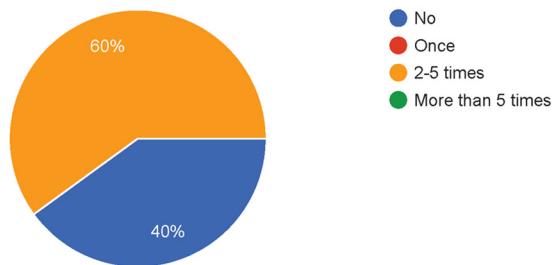
What did you do with the photos/videos?

2 responses



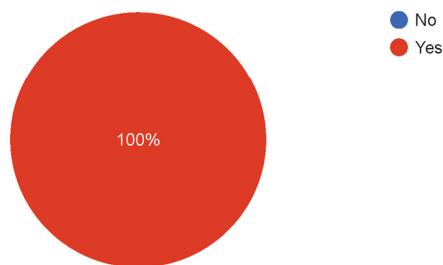
Have you attended Beery's events, tours or tastings?

5 responses



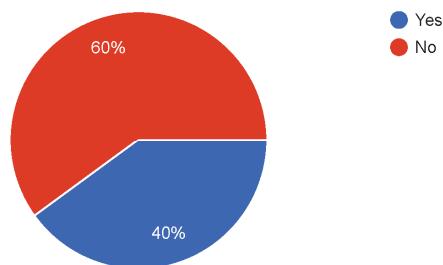
Did you know you can buy Beery's products on their website?

5 responses



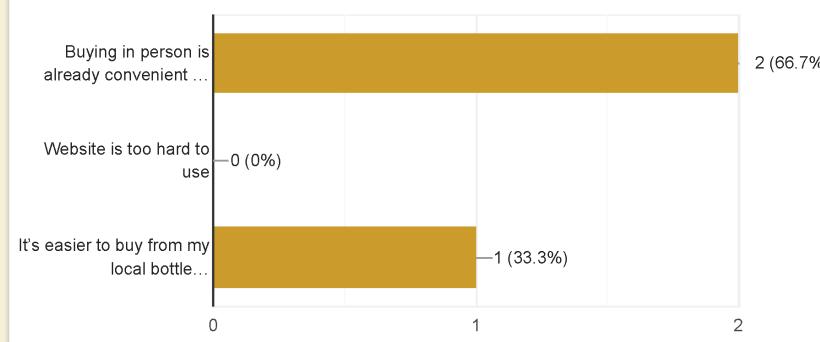
Have you purchased their products online before?

5 responses



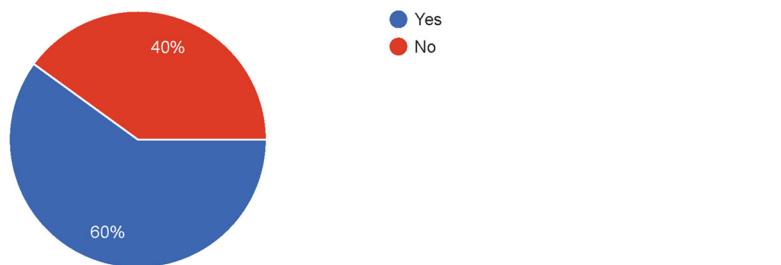
Are there particular reason/s you haven't purchased online? Tick all that apply.

3 responses



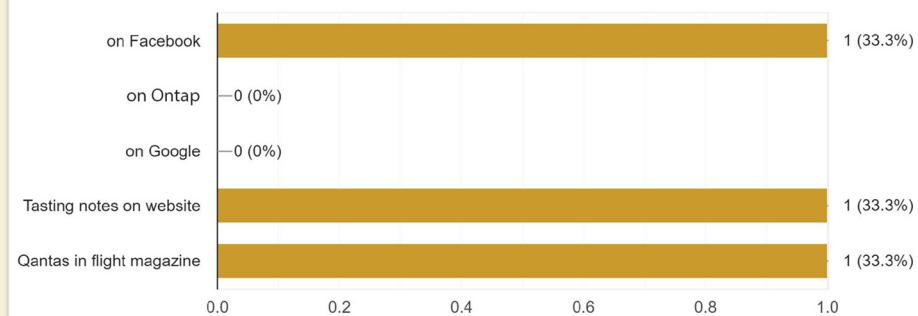
Did you read any reviews before visiting or purchasing from Beery's Brewing?

5 responses



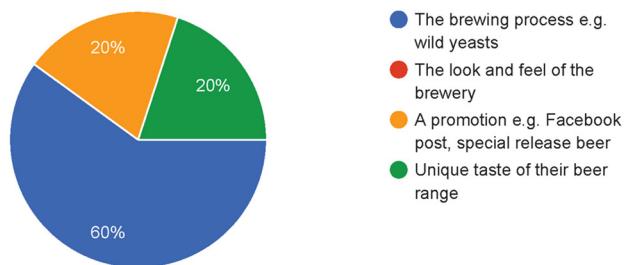
Where did you read the reviews? Tick all that apply.

3 responses



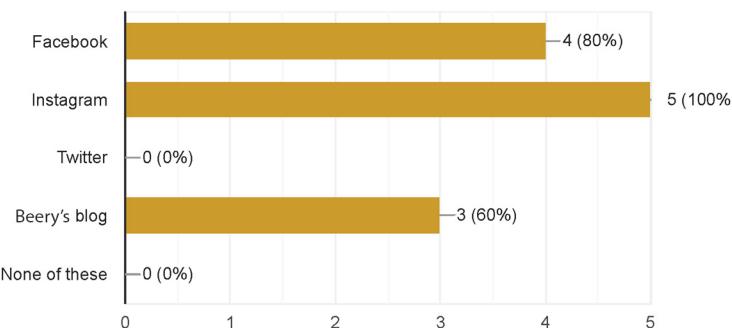
What was your main reason for your last visit to/purchase from Beery's Brewing? Please select one option.

5 responses

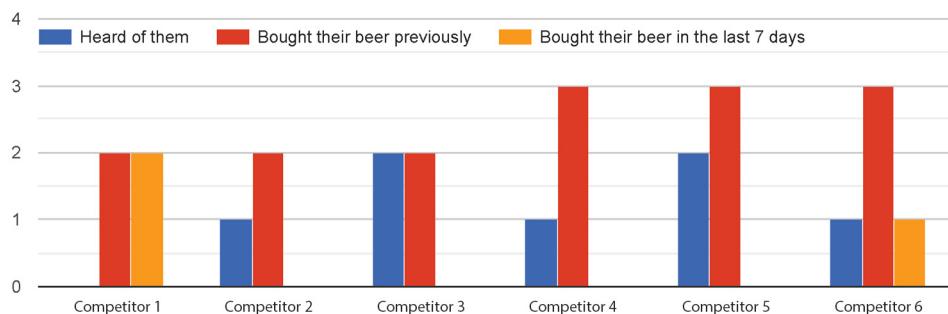


Do you follow Beery's Brewing on any of these platforms?

5 responses

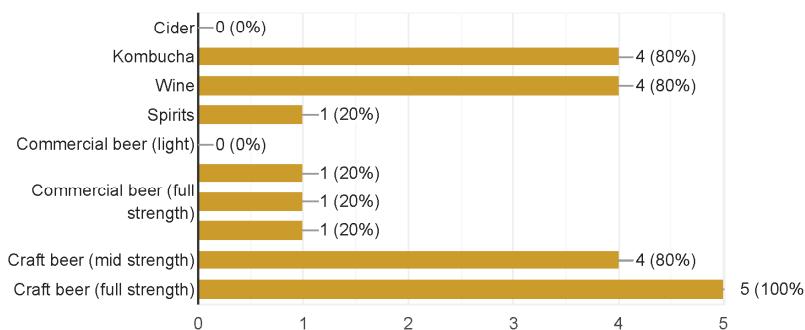


Which of these breweries are you familiar with? Tick any/all that apply.



What types of beverages do you usually drink? Tick all that apply.

5 responses



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Google Forms

Appendix C – Content audit

	Navigation title	Page title	Last updated	Owner	Comments	Delete?
0.0	Home	Beery's Brewing Co	Not specified	John Beery		
1.0	Blog	Blog	Not specified	John Beery	Blog posts displayed in chronological order, as image tiles	
1.1	Introducing Blend #9	Introducing Blend #9	Not specified	John Beery		
1.2	Beery's Blend #3- Tasting Notes	Beery's Blend #3- Tasting Notes	Not specified	John Beery		
1.3	Beery's Blend #1- Tasting Notes	Beery's Blend #1- Tasting Notes	Not specified	John Beery	Detailed description of product, its brewing process, brief tips for consumption	
1.4	Beery's Blend #2 - Tasting Notes	Beery's Blend #2 - Tasting Notes	Not specified	John Beery		
1.5	...					
2.0	Beer/Shop	Collections	Not specified	John Beery	Product categories displayed as image tiles	
2.1	Current releases	Collections / Current releases	Not specified	John Beery	Products displayed as image tiles	
2.1.1	\$22.00 Blend #2	Blend #2	Not specified	John Beery	Description of product, links to several tasting notes blog posts, full ingredients list, suggested food pairings, related products	
2.1.2	\$22.00 Blend #1	Blend #1	Not specified	John Beery		
2.1.3	\$22.00 Beery's Blend #3	Beery's Blend #3	Not specified	John Beery		
2.1.4	\$20.00 Beery's Blend #8	Beery's Blend #8	Not specified	John Beery	Brief description of product, related products, links to tasting notes blog posts, no ingredients list or food pairings	

	Navigation title	Page title	Last updated	Owner	Comments	Delete?
2.1.5	\$20.00 Beery's Blend #4	Beery's Blend #4	Not specified	John Beery	Description of product, links to several tasting notes blog posts, full ingredients list, related products, no food pairings	
2.1.6	\$18.00 Beery's Blend #5	Beery's Blend #5	Not specified	John Beery	Brief description of product, related products, links to tasting notes blog posts, no ingredients list or food pairings	
2.1.7	\$40.00 Beery's Tee	Beery's Tee	Not specified	John Beery	Duplicate of 2.3.3; belongs in 'merchandise', not 'current releases'	Yes
2.1.8	...					
2.2	Past releases	Collections / Past releases	Not specified	John Beery	Products displayed as image tiles	
2.2.1	\$22.00 Blend #1	Blend #1	Not specified	John Beery	Duplicate of page 2.1.2	Yes
2.2.2	\$22.00 Blend #2	Blend #2	Not specified	John Beery	Duplicate of page 2.1.1	Yes
2.2.3	\$30.00 Beery's Blend #6	Beery's Blend #6	Not specified	John Beery	Description of product (more in the style of their tasting notes blog posts), related products, no ingredients list or food pairings	
2.2.4	\$18.00 Beery's Blend #5	Beery's Blend #5	Not specified	John Beery	Duplicate of page 2.1.6	Yes
2.2.5	\$30.00 Beery's Blend #7	Beery's Blend #7	Not specified	John Beery	Description of product (more in the style of their tasting notes blog posts), related products, no ingredients list or food pairings	
2.2.6	...					
2.3	Merchandise	Collections / Merchandise	Not specified	John Beery	Products displayed as image tiles	

	Navigation title	Page title	Last updated	Owner	Comments	Delete?
2.3.1	\$10.00 Beery's Glass	Beery's Glass	Not specified	John Beery	Product description, dimensions, price etc. Currently unavailable for purchase	
2.3.2	\$12.00 Beery's Short Stem Glass	Beery's Short Stem Glass	Not specified	John Beery	Product description, dimensions, price etc	
2.3.3	\$40.00 Beery's Tee	Beery's Tee	Not specified	John Beery	Brief product description, sizing options, price etc	
2.3.4	\$12.00 Beery's Large Glass	Beery's Large Glass	Not specified	John Beery	Product description, dimensions, price etc	
2.4	The Collective 2019	No page title	Not specified	John Beery	Page contains only a password field. Could merge with 'sign in' page 5.0	Yes
3.0	Cellar Door/Events	Cellar Door/Events	Not specified	John Beery	Variety of info including: directions to brewery, opening hours, upcoming event list, tour terms and ticket purchase, FAQs about the brewery site. Only one image on this page	
4.0	Info	Info	Not specified	John Beery	Variety of info including: contact details, USP, list of stockists, media coverage, shipping terms, about the founders. No images on this page	
5.0	Sign In	No page title	Not specified	John Beery	Log in' and 'new account' fields only	
	Jobs	Jobs	Not specified	John Beery	Describes vacancy commencing May 2019. An old 2017 blog post links to this page, but it is not listed in the site's navigation	Yes

Appendix D – Heuristic evaluation

For Beery's Brewing Co's online presence (website and social media accounts)

0 = I don't agree that this is a usability problem at all

1 = Cosmetic problem only: need not be fixed unless extra time is available on project

2 = Minor usability problem: fixing this should be given low priority

3 = Major usability problem: important to fix, so should be given high priority

4 = Usability catastrophe: imperative to fix this before product can be released

Principle	Rating (0-4)	Comments
1. Visibility of system status	1	<ul style="list-style-type: none"> • Website generally satisfies the TRUNK test – has a logo (site ID), page name, hamburger menu navigation (sections and subsections), products/blog posts to browse (local navigation), and search field on nearly all pages (Krug 2005, chap. 6, para. 234) • Only indication of where user currently is within the website is the heading at the top of the page • No indication of where current page is in relation to other pages • Site navigation in footer is single level (no hierarchy shown) • Page loads quickly on an average internet connection, eliminating the need for any loading status icons • Progress of online order is visible during ordering process, using a 'breadcrumbs' like approach • Number of items currently in cart appears next to shopping cart icon • Opening hours are listed on website and Facebook page • New product releases and events are promoted on website, and Facebook page indicates recent and ongoing brewery activity • Users are clearly informed early in the online ordering process that orders are only shipped on Tuesdays and Thursdays. This helps manage customer expectations and minimise complaints • Out-of-stock items are simply listed as 'unavailable', with no indication of if/when they will be restocked

Principle	Rating (0-4)	Comments
2. Match between system and the real world	2	<ul style="list-style-type: none"> Site prompts user to confirm whether they are of legal age to consume alcohol before it will load. This is consistent with the real world experience of purchasing/viewing alcoholic products Familiar, easily recognised hamburger icon quickly communicates the location of navigation options to user Some industry jargon is used in website and social media posts, however users seem to understand this jargon as they are responding to it and using similar jargon themselves 'cl' (centilitre) unit of measurement is used on merchandise product listings. This is an uncommon term which users may not understand Some knowledge is assumed, e.g. that the user will know/remember who Hakim Witt is (the maker of some of Beery's merchandise) 'Info' label in navigation is a bit ambiguous; it is unclear from this label what information users might find if they click on it. There are no opening hours listed in the 'Info' page either; users are redirected to the 'Cellar Door/Events' page to obtain this information Labelling on 'Sign in' page is a bit confusing. Who is a 'client'? Is this page for returning customers to sign in? Is it for stockists to sign in?
3. User control and freedom	0	<ul style="list-style-type: none"> Logo at top of every page quickly takes users back to home page when tapped/clicked Hamburger menu and footer navigation present on every page gives user the opportunity to quickly navigate to any section of the website Shopping cart pops up as soon as an item is added, affording user freedom to remove items or increase item quantity if desired Two payment options – providing credit card details direct to website (powered with Shopify's ecommerce tools) OR choose from the popular payments platforms, PayPal and POLi for increased security Can complete checkout as a guest, without creating an account first Ships to any Australian state or territory

Principle	Rating (0-4)	Comments
4. Consistency and standards	3	<ul style="list-style-type: none"> Website is responsive and very consistent across desktop and mobile devices Latest Facebook event cover graphic looks very unprofessional and completely different from their other promo posts, like it was made in 5 minutes using Microsoft Word. Also features 'Comic Sans' font Other event cover graphics are very inconsistent with website branding and font use seems completely random, e.g. 'Old English Text' font, then 'Courier New' font, then a completely hand drawn cover graphic, then some other unidentified, but highly decorative and barely legible fonts. Website uses a sans-serif font Some website hyperlinks are a generic green colour with underline, while others do not have any formatting at all (i.e. no indication that they are an active hyperlink). Other words look like a hyperlink (blue and underlined) but are not an active hyperlink Facebook posts as well as website's blog posts seem to consistently feature chalk messages handwritten on barrels, as a theme Some cross-posting between platforms helps create consistency, but is balanced with a similar amount of 'native' content (posted directly to the platform rather than cross-posted or shared) Lots of unique photos on Twitter account Most photos are either of the product/s or brewery itself – this is consistent across their website and social media accounts
5. Error prevention	1	<ul style="list-style-type: none"> Some data validation is used in Beery's online order form. For example, valid addresses are suggested by Google as the user types, which minimises errors such as typos or spelling mistakes. However, users can easily ignore/override these suggestions, input an incorrect postal address and reach the final stage in the online ordering steps (payment) Users could, if they had online privacy concerns or wished to avoid potential marketing communication from Beery's, input a fake/disposable email address and successfully reach the final step in online ordering process 'Country' drop-down list is limited to just one option ('Australia'), because Beery's currently only ship to Australian customers

Principle	Rating (0-4)	Comments
6. Recognition rather than recall	2	<ul style="list-style-type: none"> • Beery's website does not include labels to explain its icons and guide the user, but the icons it has used are very common and easily understood by users • Does not appear to be any 'recently viewed products' feature in Beery's online store, or 'recently viewed posts' for their blog • Unable to ascertain whether order history is included as a feature in Beery's website as I did not place any orders • Users are advised at the checkout about key shipping terms (but not all terms), in case they missed the 'free shipping' banner while browsing the website, or did not see the list of shipping terms on their 'Info' page. This also serves as a reminder if users had seen this information but had forgotten about it by the time they get to the checkout page, and increases the salience of the message at a time where it is most relevant to the user (i.e. before committing to a purchase) • Some UI items do not change when clicked, e.g. the T-shirt options when viewing the 'Beery's Tee' product page. The user has no way of knowing what type of shirt they are adding to their cart, and is forced to remember what options they clicked
7. Flexibility and efficiency of use	2	<ul style="list-style-type: none"> • Suggested addresses (powered by Google) save the user time as users do not need to type out their postal address in full, and can use suggestions to autocomplete the form instead • Users are provided with the option to save their information for a faster checkout process with future purchases • Blog has an RSS feed option, which enables the most avid of craft beer enthusiasts to conveniently access their blog posts via an RSS reader (Volvovski 2018) • Proliferation of similar current and discontinued product listings (there are separate listings for each batch and bottle size of the same blend of beer) with no ability to sort or filter the product listings. However, the limited number of products currently available for purchase means this is not anticipated to be a major issue

Principle	Rating (0-4)	Comments
8. Aesthetic and minimalist design	4	<ul style="list-style-type: none"> Image of the Brewery's 'on pour' menu, which is subtly hyperlinked on the 'cellar door/events' page, is difficult to read due to the low resolution and image compression. It is also not accessible to vision impaired users, as screen readers cannot read from a low quality image Some important information (for example, that the brewery is open during the week for takeaway purchases, or that the beer is available for purchase in the US) are buried in blocks of text and easily overlooked Dark green text colour is barely legible against the images of dark brown beer bottles due to low contrast Beverage menus posted on Facebook and Twitter have different fonts/visual style to the menus on their website, and are barely legible due to small image size All product images in their online shop have a minimalist aesthetic, with just the product by itself against a white background
9. Help users recognize, diagnose, and recover from errors	0	<ul style="list-style-type: none"> Shopping cart pops up as soon as an item is added, affording freedom for the user to remove any items added by mistake Did not encounter any errors while testing Beery's website or social media accounts Website has a customised 404 'Page not found' web page, which describes the error and provides two options to recover from 404 errors – 'continue shopping' or 'open menu'
10. Help and documentation	1	<ul style="list-style-type: none"> Beery's are not providing any applications to users, and their website and social media accounts are not complex enough to warrant help documentation Beery's have provided explanations of their unique product and their online ordering terms on their 'Info' web page, as well as 'tasting notes' in their blog, although this could be presented in a way that makes it easier to find/view, at a time when it is most relevant to the user (Ohanian 2017)

Appendix E – Interview #1

Excerpt from transcript of audio recording:

- Interviewer Why do you think people might not want to engage with Beery's?
- Participant They're only open for like, a few hours on one day... of the week.
- Interviewer Is there anything you would do to improve [Beery's]?
- Participant They only make large bottles. ... They could make smaller bottles and ... sell them in other retailers. ... you're spending 30 bucks or something for a large bottle
- Interviewer Did you know that Beery's founders have sourced and cultivated their own wild yeast?
- Participant Pfffft, no! [laughing]

Appendix F – Interview #2

Excerpt from transcript of audio recording:

- Interviewer: Thinking about their products, the brewery, the website, does any of it appeal to you?
- Participant: I like- it's even got, wine bottle sized beers.
- Participant: That's cool. That's different. ... it does look a bit more for mature people. ... Maybe late 20s, early 30s kind of age group.
- Participant: Another thing that's taking a little while right now is I'm trying to see how much is in the bottle.
- Participant: I clicked on it, it says \$20 Beery's Blend #4, and I go to click on it and then it doesn't really clearly show how much
- Interviewer: And being in Darwin, you'd also need to factor in the delivery cost as well, right?
- Participant: If I was going to order online from there in Darwin, I'd probably be a little bit more hesitant. I'd probably just work out how much the shipping is
- Interviewer: Is there anything you would do to improve [Beery's]?
- Participant: It's pretty hard at the moment cause it says "free shipping on orders over \$96." ... that kind of hooks you in. ... Which is good for me, cause I live in Darwin.
- Participant: I reckon it would be cool to see people enjoying [the product]. ... I'd probably go off recommendations and seeing people enjoying it [would] just make the site a bit better.

Appendix G – Interview #3

Excerpt from transcript of audio recording:

- Interviewer: So what do you like or dislike about Beery's Brewing Co, and why?
- Participant: I guess I probably pretty much like everything about them.
- Participant: The majority of their beers I've absolutely loved.
- Interviewer: Why do you think other people might not want to engage with Beery's?
- Participant: I guess [they've] only got short opening hours, which might discourage people.

Appendix H – Interview #4

From audio recording:

- Interviewer: I'll give you a few minutes to have a look at their website.
- Participant: This strikes me as a really premium brand. ... the beers all have a uniform shape. Very, very classy. ... I can see from this that it feels like a wine company or a whisky company, not beer.
- Interviewer: What did you think of Beery's Brewing Co?
- Participant: They're not doing anything special compared to the Average Joe canning their beer, that sort of thing. ... They come in big bottles, [it] shows they might be environmentally conscious
- Interviewer: Was there anything surprising or unexpected about the website?
- Participant: They had just the bottles and \$22 a pop. ... that's quite unusual for beer. ... I thought the inclusion of ... that kind of teal, emerald, spinach-green is [a] really nice colour.
- Interviewer: Did you notice that Beery's founders have sourced and cultivated their own wild yeast?
- Participant: No, I did not see that.

Appendix I – Interview #5

From audio recording:

- Interviewer: What's your relationship like with Beery's Brewing Co?
- Participant: The reason I haven't been to the brewery is cause of their opening hours. ... it's often quite difficult to get there. They're only open for 4, 5 hours on Friday and Saturday afternoon.
- Interviewer: What do you like or dislike about Beery's Brewing Co, and why?
- Participant: They're doing some more interesting stuff than some other breweries. ... I think that whole, cultivated yeast and the blending ... is really interesting. I think it's not that it's 'more craft', but it takes a specific set of skills and knowledge and a lot of work.
- Interviewer: Is there anything you would do to improve [Beery's Brewing Co]?
- Participant: They do write some really interesting technical blogs, but it's really few and far between. Or their social media updates probably aren't quite as regular as they could be. ... I think they could be more engaged with people ... one of the things that can stand out on social media ... is the breweries that interact in return, vs the ones that don't. ... People do talk about it, even if the breweries don't realise.

Appendix J – Contextual inquiry #1

How did you hear about Beery's Brew

V. big into beer, W. consistently showed up
as the best brewery (high rating on Ontap).

Trail also appealing. Walked from downtown

Boston from Boston
Was aware of takeaway opening hours.
First visit

Tastings – would have wanted to book
did not know why unavailable.

Saw that you can order online – but not to US
can't order online in US

did not know about third party stockist

Competitor 1 – did not buy

Competitor 2 – passed but did not go in.

Really impressed with ~~bar~~ brewery, barrels are
nice to see. BYO food ^{policy} is great. Not pretentious
Everyone friendly. In US if you don't know what
you're talking about, not friendly

been to a lot of breweries and this is by far
the best
casual, friendly, no pressure to give up table

Decision process

- focussed on specialty and what I
like

- locally sourced, (5 types grains from Aus)
fermented using house culture

Appendix K – Contextual inquiry #2

Contextual Inquiry

- Chatted for approx 5 mins w/ staff
hugged, too-seemed formal/familiar w/ each other
- offered a menu each (participant was in group of 3)
- ~~offered~~ taste tests
looking at menu on wall quite a ~~bit~~ bit to, squinting at it
- Discussing beer tasters w/ friends
- Staff checked back w/ customers a few times before selection and purchase made.
- Decision making process
knew friend of a friend
- Don't normally like beer, staff ~~or~~ suggested product for "non-beer drinkers"
- only taste tested one product before purchase
- Don't follow on social or web (but maybe will)
- Positive experience, good atmosphere.
lot of space, not crowded or intimidating

Appendix L – Contextual inquiry #3

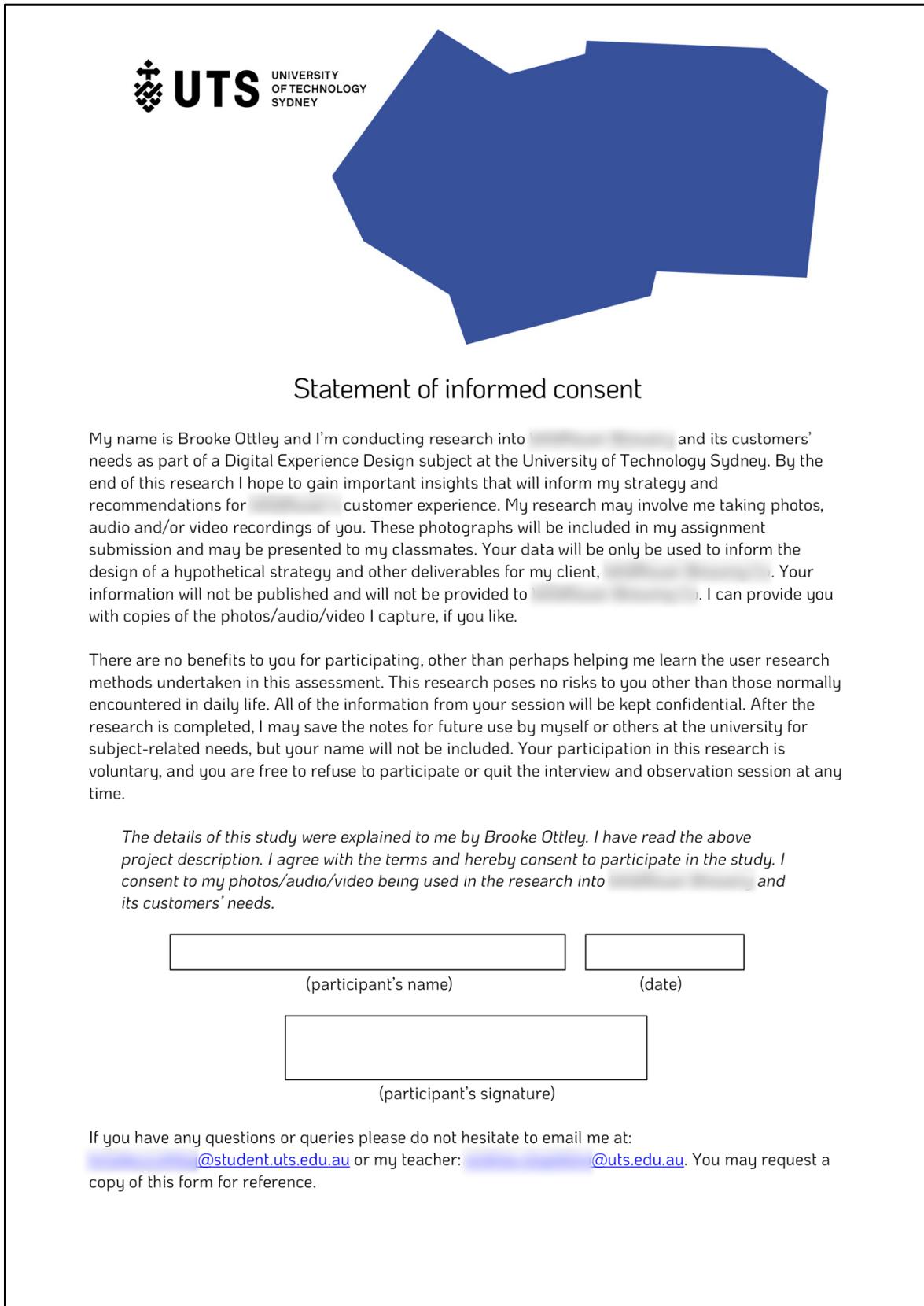
Contextual enquiry

- drank products at pub, bottle-o, Competitor X, restaurants.
- weird opening hours, first time here, attempted to visit a few times.
- only live 200m away.
- did not know about BDR.
- dog friendly - good.
- unique beer - most unique in BNE, have been to over 10 breweries in Brisbane
- Not a beer drinker normally.
 - Close mate in Canberra is a big fan and buys from bottle-o or retailer
- purchasing experience.
 - like a 'typical bar experience'
 - waited 2-3 mins
 - looking at wall menu a bit difficult
 - small menu has more detail - kind of need to look at this small menu.

Appendix M – Consent forms

Three interstate interviewees gave verbal consent. This can be heard at the start of the audio recordings.

Below is an example of the written consent form used in this research.



The form is a white rectangular document with a large blue polygonal redaction mark covering the top half. Below the redaction, the title 'Statement of informed consent' is centered. The text is in black font, with some parts redacted by blue boxes. At the bottom, there are fields for signature and date, and a final statement about email contact.

Statement of informed consent

My name is Brooke Ottley and I'm conducting research into [REDACTED] and its customers' needs as part of a Digital Experience Design subject at the University of Technology Sydney. By the end of this research I hope to gain important insights that will inform my strategy and recommendations for [REDACTED] customer experience. My research may involve me taking photos, audio and/or video recordings of you. These photographs will be included in my assignment submission and may be presented to my classmates. Your data will be only be used to inform the design of a hypothetical strategy and other deliverables for my client, [REDACTED]. Your information will not be published and will not be provided to [REDACTED]. I can provide you with copies of the photos/audio/video I capture, if you like.

There are no benefits to you for participating, other than perhaps helping me learn the user research methods undertaken in this assessment. This research poses no risks to you other than those normally encountered in daily life. All of the information from your session will be kept confidential. After the research is completed, I may save the notes for future use by myself or others at the university for subject-related needs, but your name will not be included. Your participation in this research is voluntary, and you are free to refuse to participate or quit the interview and observation session at any time.

The details of this study were explained to me by Brooke Ottley. I have read the above project description. I agree with the terms and hereby consent to participate in the study. I consent to my photos/audio/video being used in the research into [REDACTED] and its customers' needs.

[REDACTED] (participant's name) [REDACTED] (date)

[REDACTED] (participant's signature)

If you have any questions or queries please do not hesitate to email me at: [REDACTED] @student.uts.edu.au or my teacher: [REDACTED] @uts.edu.au. You may request a copy of this form for reference.

Appendix N – Desktop website mock-up with filters

BEERY'S BREWING CO

What are you looking for?

Free Shipping on all orders over \$88

Home Range ▾ Blog About Contact Theme Features **USD ▾**

Filters

Current releases Past releases

Volume

750mL 375mL

Blend

Blend #1 Blend #2 Blend #3 Blend #4 Blend #5

[See more](#)

Variety

Pinot Noir Sauvignon Blanc India Pale Ale Stout

Year

2019 2018 2017

Range

Category - Current releases

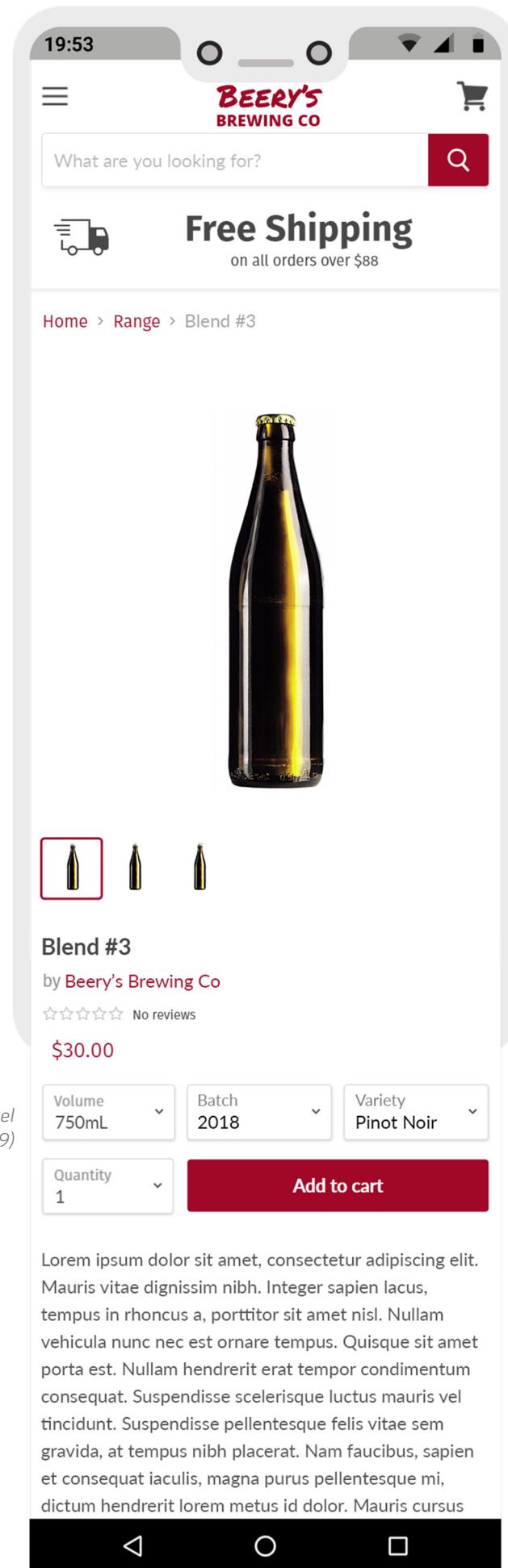
Sort by Best Selling

Show 24 36 48 **View as**

Image	Name	Brand	Original Price	Discounted Price	Review Rating
	Blend #1	Beery's Brewing Co	\$22.00	\$22.00	☆☆☆☆☆ No reviews
	Blend #2	Beery's Brewing Co	\$20.00	\$15.00	☆☆☆☆☆ No reviews
	Blend #3	Beery's Brewing Co	\$30	\$22	Save \$8.00 ☆☆☆☆☆ No reviews
	Blend #4	Beery's Brewing Co	from \$22	from \$22	☆☆☆☆☆ No reviews

The proposed filters on a desktop device, using the Empire Shopify theme. (Beery's Brewing Co 2019c; 2019f; 2019h; 2019j)

Appendix O – Redesigned product listing on mobile device



Appendix P – In-store promo flyer

This flyer includes a QR code to maximise customer ease of accessing the website (Neagu 2018).



(Adams n.d.; Carrois Apostrophe n.d.; Instagram 2019; Facebook 2019a; Twitter, Inc. 2019)