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agenda

- Our task
- Developing our idea
- Building Hey Bartender
- Defining & achieving success
- What we've learned
- Final Thoughts

5 interns

- + 3 mentors**
- + 10 weeks**
- + \$750/week**
- + looooooots of data**

???

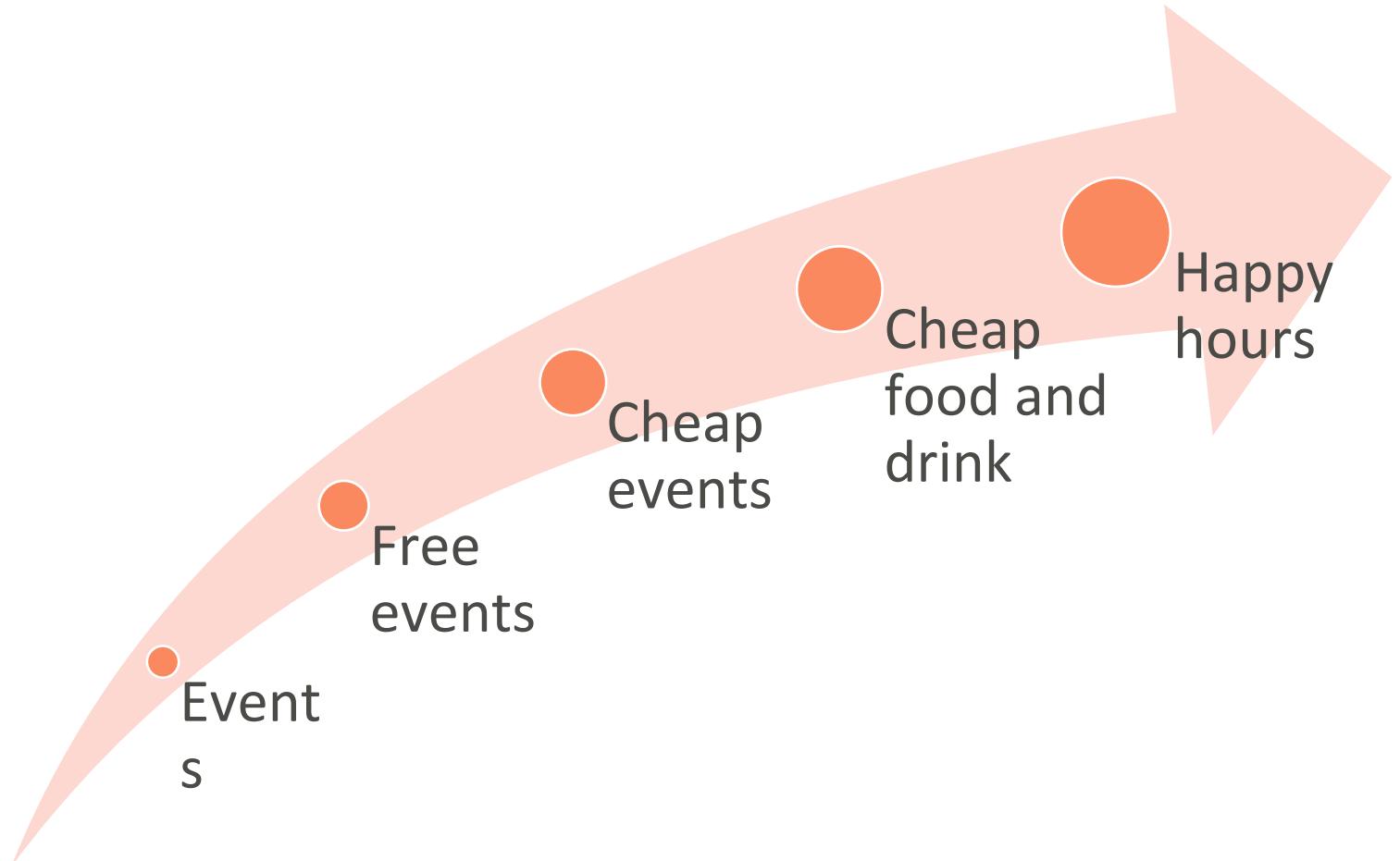
- 5 interns**
 - + 3 mentors**
 - + 10 weeks**
 - + \$750/week**
 - + looooooots of data**
-



developing our idea

brainstorming

happy my hour
budget bars
bar explorer
swings ; shakers
vitelife
hey bartender
explor
drink o'clock
5 pm somewhere
deal o'clock
when? where
martini in a minute



totalhappyhour.com

IT'S HAPPY HOUR SOMEWHERE...

explore cities and neighborhoods

Abilene, TX
4 Neighborhoods

Agoura Hills, CA
View Happy Hours

Akron, OH
2 Neighborhoods

Albuquerque, NM
14 Neighborhoods

Alexandria, VA
10 Neighborhoods

Allentown, PA
6 Neighborhoods

happyhourfinder.com

HAPPY HOUR
finder

Place Name (e.g. 1st Street Bar, Saloon)

Near (Address, City, State, Zip)

New York City, New York

Day of week

Tuesday

Search

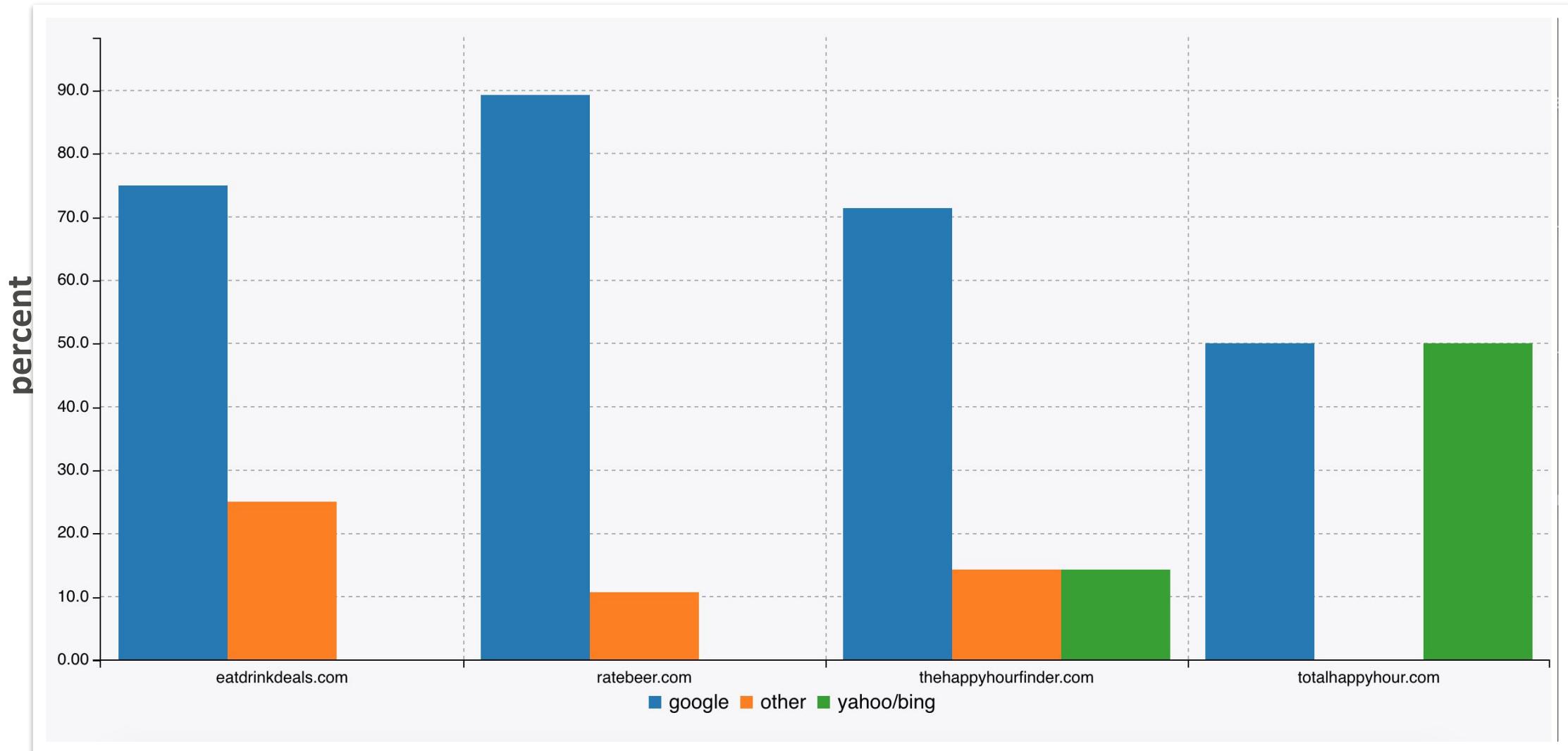
All Happy Hours in New York City, NY

Like 1 Tweet Share 21

0.5 miles away

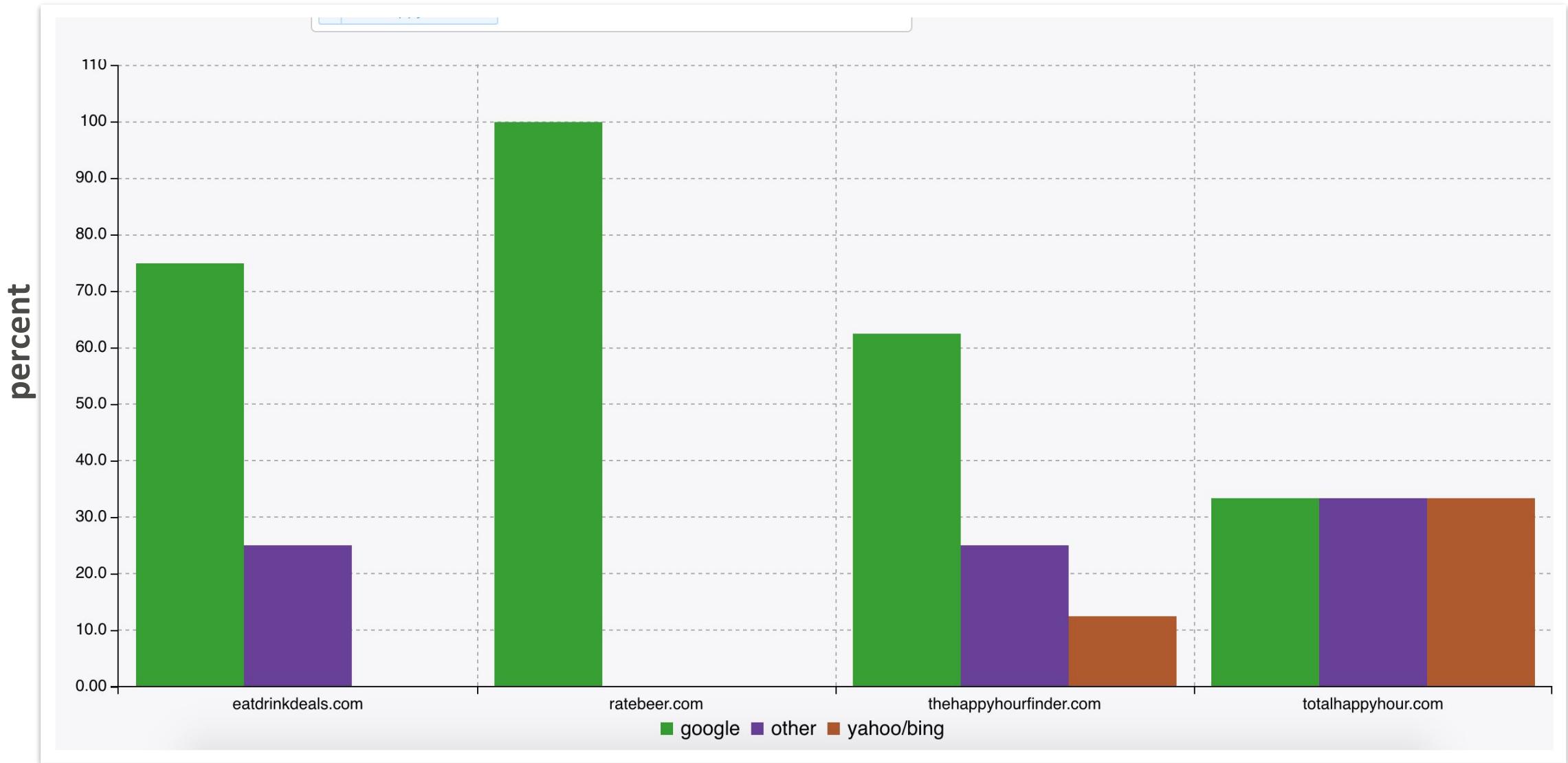
-  **Kori**
Lunch Specials
-  **Kori**
Lunch Specials
-  **South**
4:00pm - 8:00pm: Drink Specials
-  **B Flat**
5:00pm - 7:00pm: Drink and Appetizer Specials
-  **Jeremy's Ale House**
8:00am - 10:00am: Early Bird Special

traffic sources



Source: <http://alachart.cogolo.net/charts/19407>

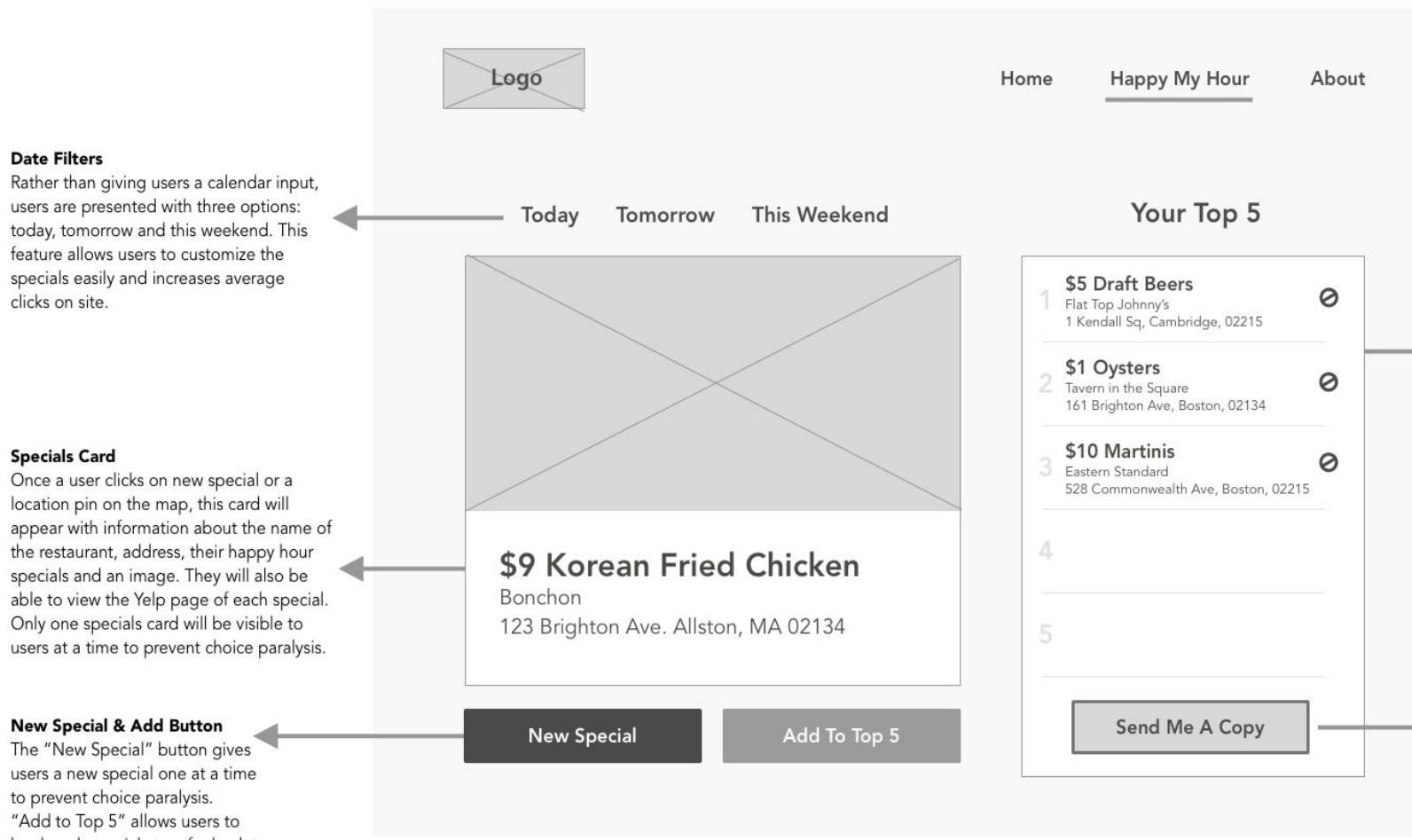
traffic sources for new users



Source: <http://alachart.cogolo.net/charts/19533>

building hey bartender

functionality

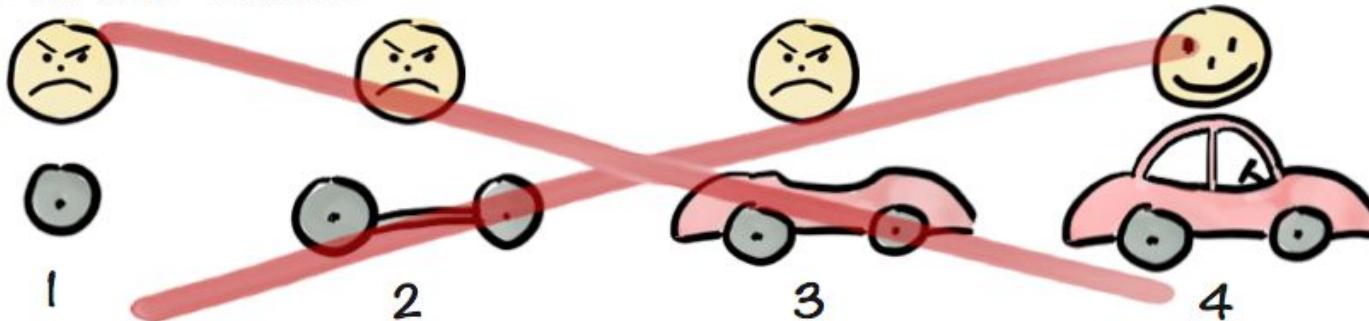


Top 5 List
List of 5 bookmarked specials so users can compare their options that they've already curated. List is limited to 5 to make users think more about what they want and to prevent an overwhelming list of options.

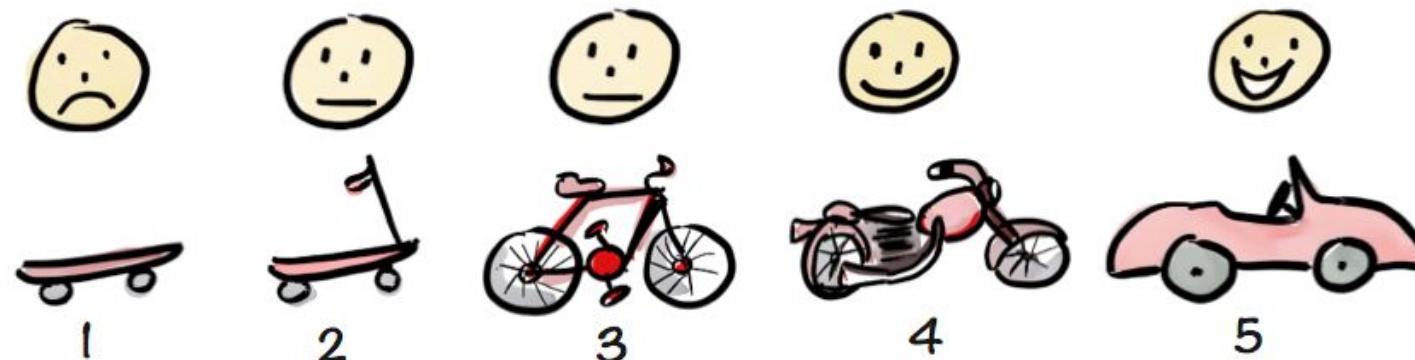
Send Me a Copy Button
Clicking on this button prompts their email messenger to popup with a list of their top 5 bars. This can be used to send to friends or themselves.

mentality

Not like this....



Like this!



by Henrik Kniberg

mvp

**hey
BARTENDER**

**EVERY HOUR
SHOULD BE HAPPY**

Tell us when, and we'll tell you where in New York City*

[Today](#) [Happy Hour](#)

*We're expanding! Be on the lookout for your city next.



Discover

Explore all food and drink specialists in your area

Favorite

Too many choices? Narrow it down to your top 5

Experience

Create memories without breaking the bank

Home Happy Hour Facebook Instagram

**hey
BARTENDER** ≡

Nurse Bettie
106 Norfolk St New York, NY 10002

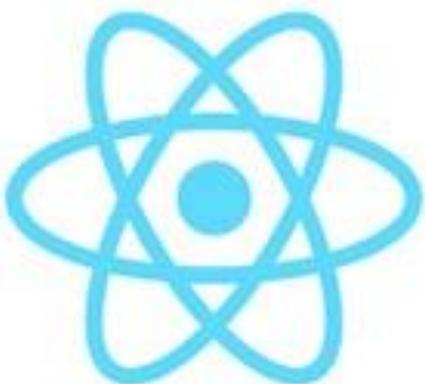


\$4 draft beers, well cocktails

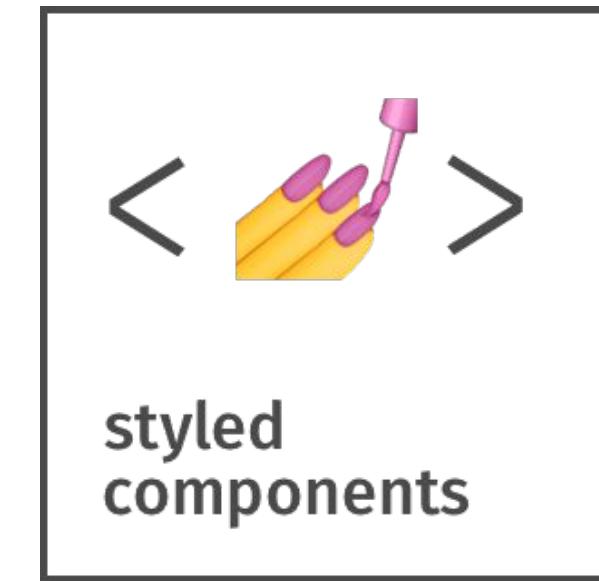
Tuesday thru Thursday 6:00 PM - 10:00 PM

[New Special](#)

front end



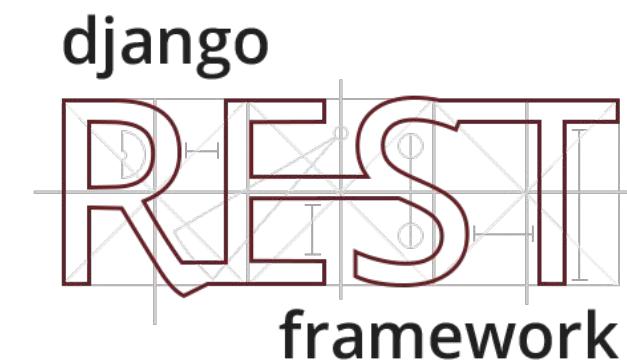
React + Redux



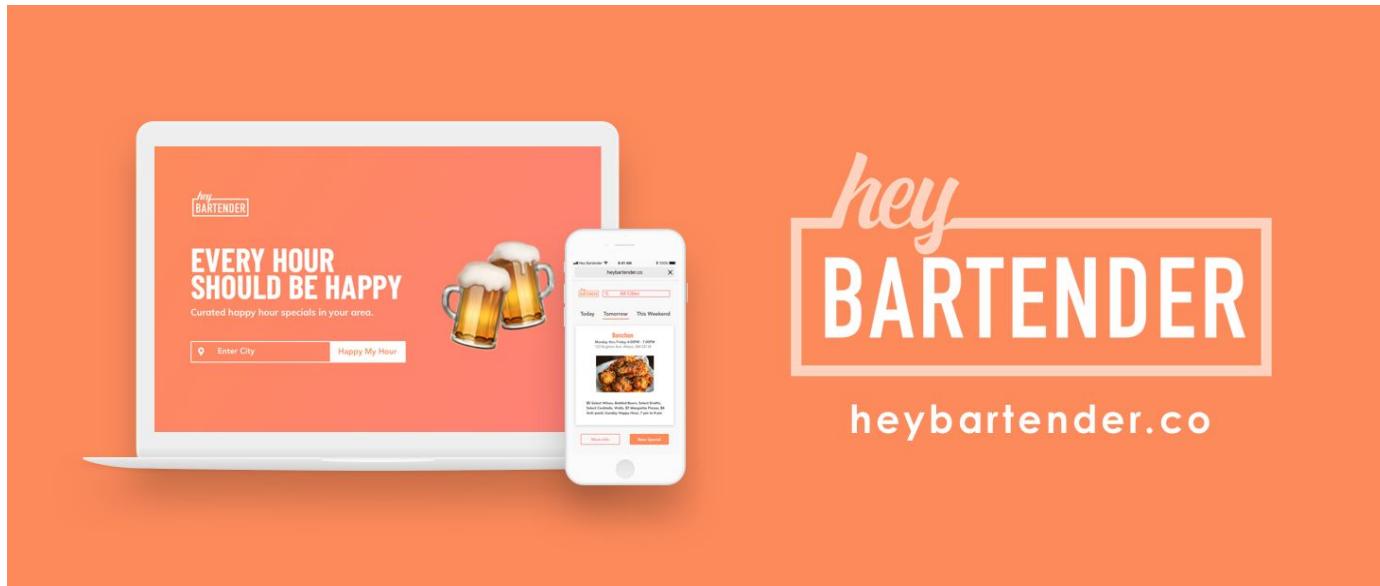
backend



webscraper.io

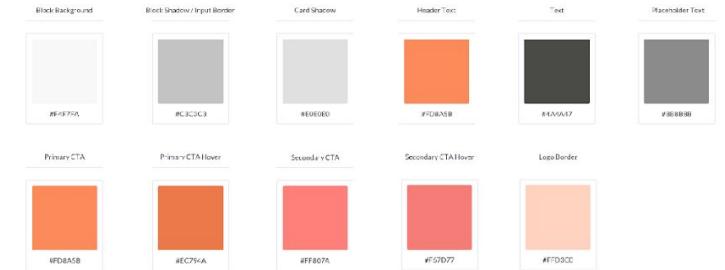


branding



COLORS

All colors used in our project



TYPEFACE

All typefaces used in our project

Barlow Condensed Bold **AaBbCcDd** **AaBbCcDd** **AaBbCcDd** **AaBbCcDd**
Ubuntu **AaBbCcDd** **AaBbCcDd** **AaBbCcDd** **AaBbCcDd**
Muli Regular **AaBbCcDd** **AaBbCcDd** **AaBbCcDd** **AaBbCcDd**
Muli Regular Italic **AaBbCcDd** **AaBbCcDd** **AaBbCcDd** **AaBbCcDd**
Muli Script **AaBbCcDd** **AaBbCcDd** **AaBbCcDd** **AaBbCcDd**

Source: <https://cogolabs.box.com/s/ems3e7a4m1c5sed4f7y35aea3lg7hmsv>

social media

The screenshot shows the Hey Bartender Facebook page. The cover photo features the Hey Bartender logo and the website URL heybartender.co. The page has a sidebar with links to Home, Posts, Reviews, Photos, Community, About, and Info and Ads, along with a 'Create a Page' button. A post from 'Hey Bartender' dated August 7 at 11:19 AM encourages users to visit Devil's Alley Bar and Grille for \$4 craft beer bottles and cans, with a link to <https://www.heybartender.co/finder/9193>. The post also includes a tip about new daily specials.

The screenshot shows the Hey Bartender Instagram profile (@heybartender.co). It features a profile picture with the 'hey BARTENDER' logo, a 'Follow' button, and a bio describing them as a curated food and drink specials account across the US. The bio also includes the link bit.do/HeyBartenderInsta. Below the bio are three circular icons labeled 'food', 'drinks', and 'fun'. The profile statistics show 20 posts, 107 followers, and 19 following. Three recent posts are previewed: a pink cocktail with rosemary, two tacos, and another pink cocktail.

first ads



Hey Bartender

Sponsored

Every Hour Should Be Happy, Find Yours On HeyBartender.co.

slide into happy hour

discover specials

on **hey BARTENDER**

Hey Bartender Website

490 people like this

2



Hey Bartender

Sponsored · 2

...

Every hour should be a happy one for you and your wallet. At HeyBartender, we curate happy hour specials at:

- ✓ The Best Bars and Restaurants
- ✓ In Your Area
- ✓ Based on Your Interests

slide into happy hour

discover specials

on **hey BARTENDER**

heybartender.co

Hey Bartender

LEARN MORE

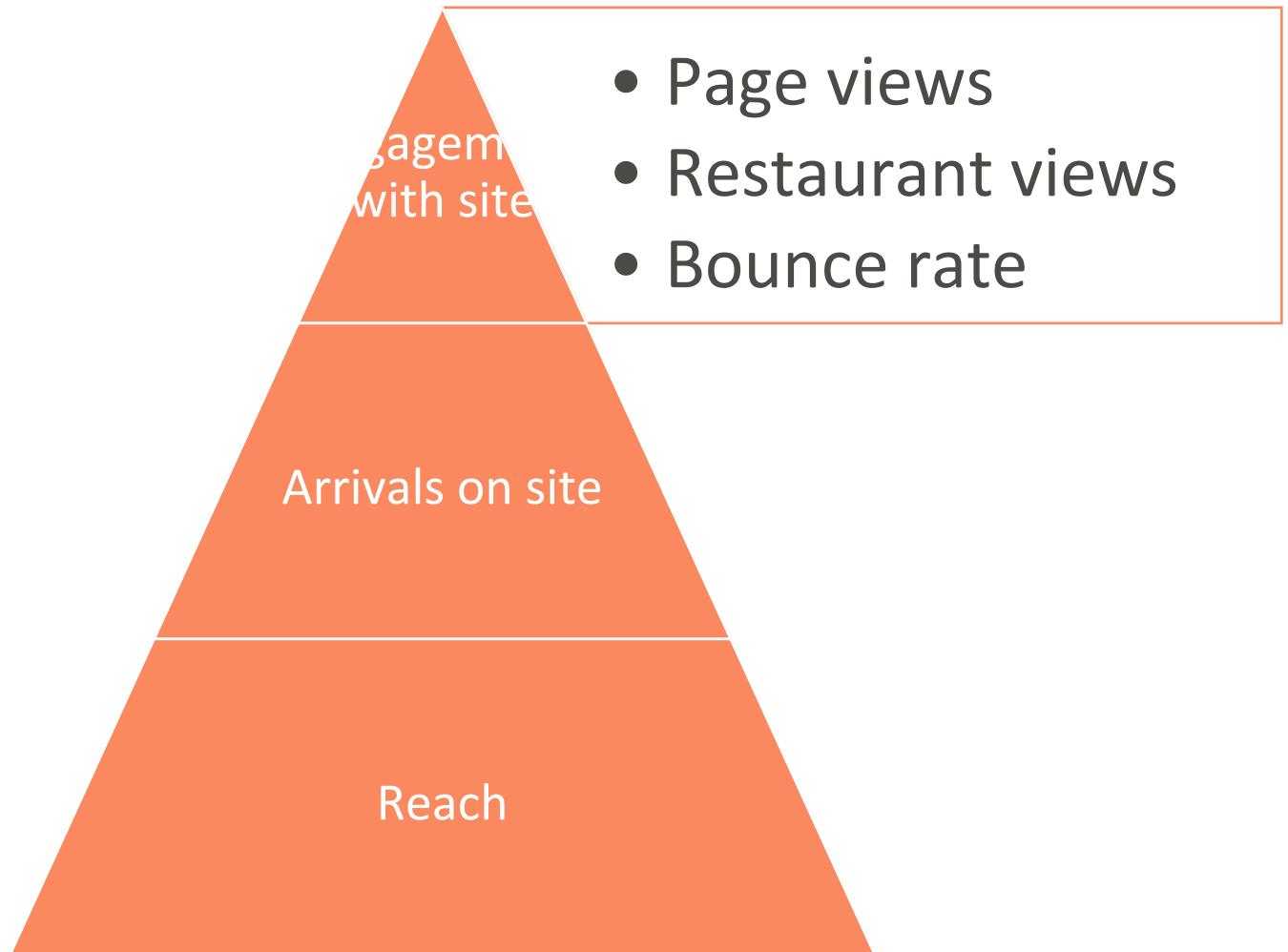
2

**defining & achieving
success**

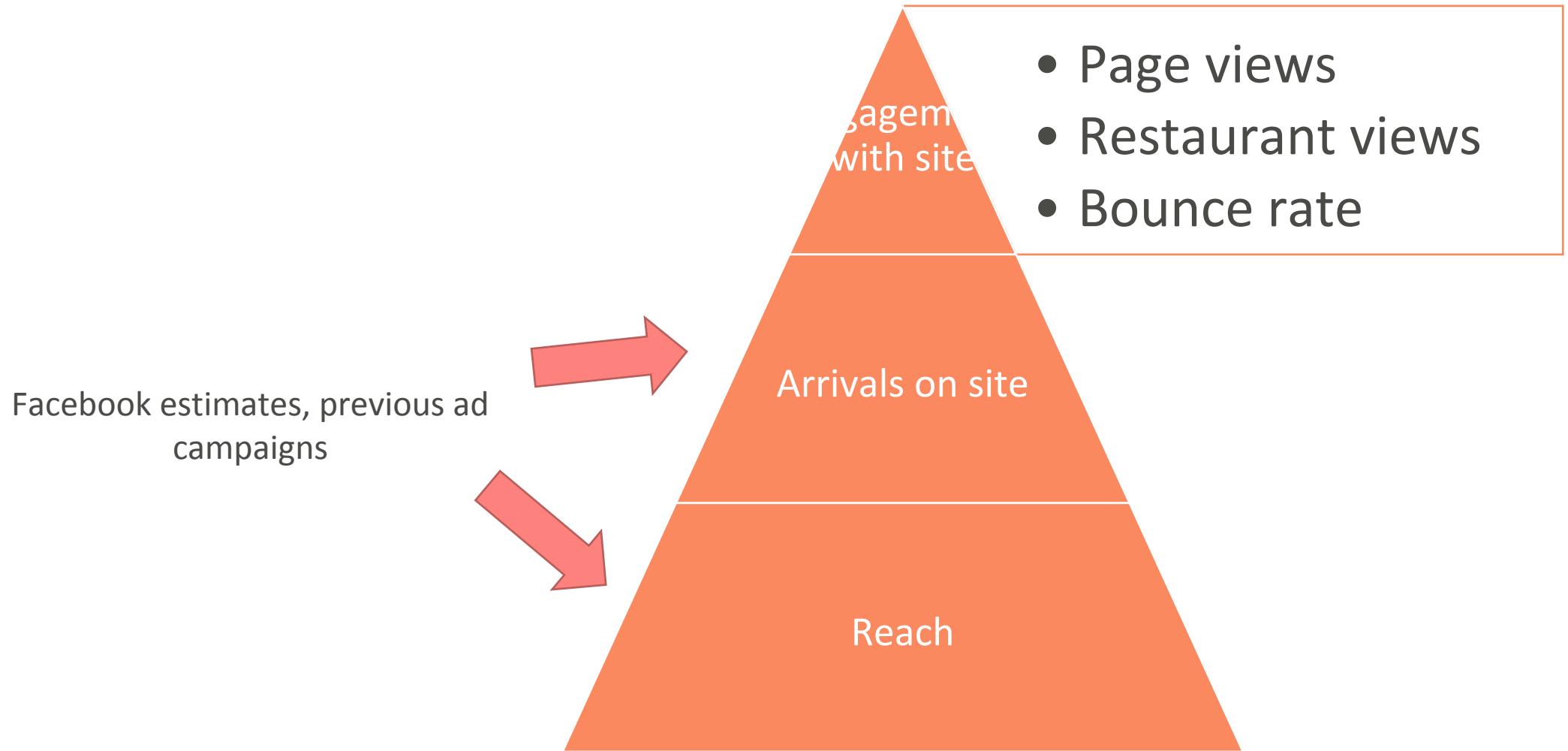
prioritized metrics

Metric
Total Visits
Bounce rate
Page views per visit
Returning visitors
Peak arrivals
Best Ad (CPC)

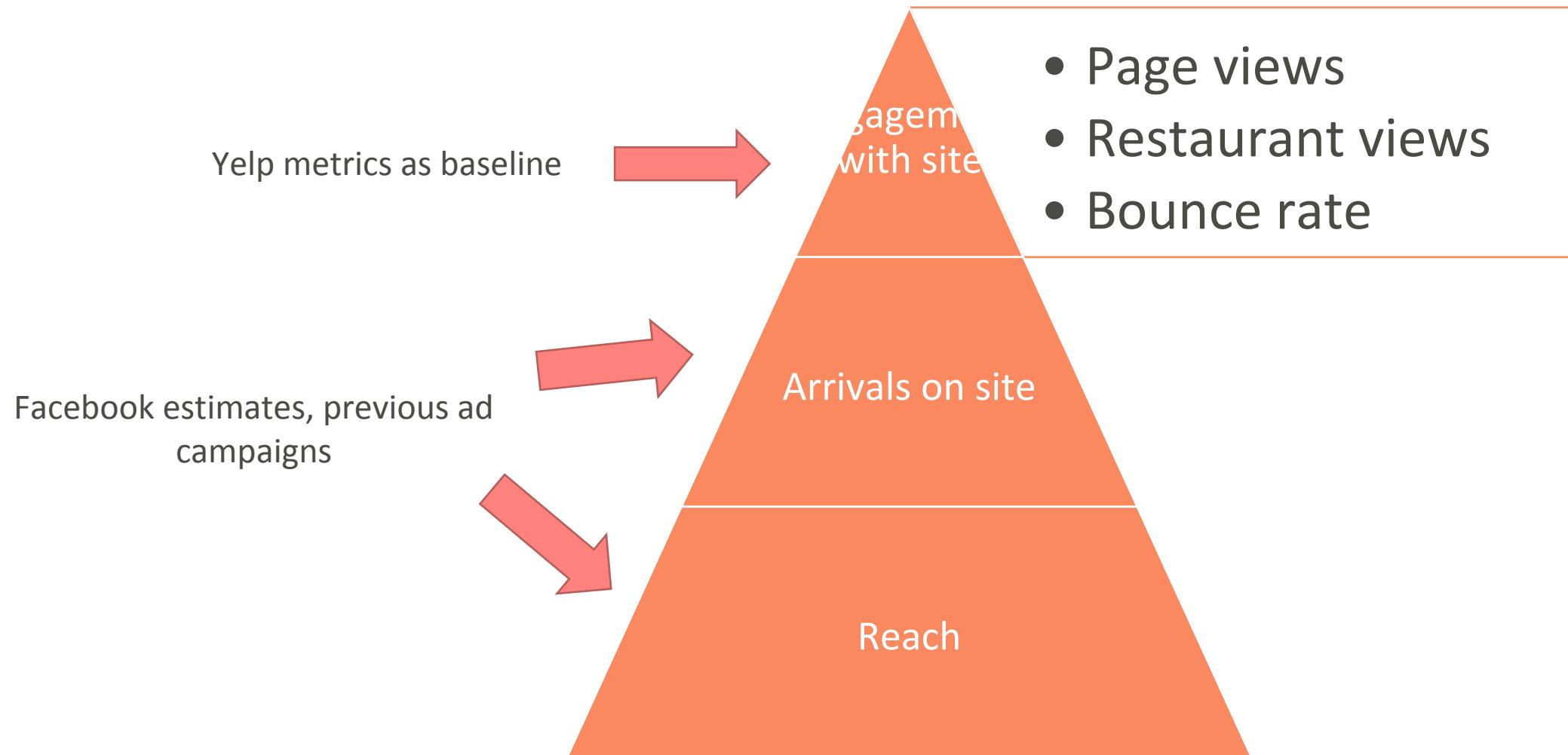
estimating eos metrics



estimating eos metrics



estimating eos metrics



engagement metrics

Bounce rate

Yelp: 41%*

Businesses
clicked on per
day(time on site)

Yelp: 4*

Page views per
day

Yelp: 6*

* Median for all FERB users since June 1st

restaurants per visitor per day: <https://quake.cogolo.net/query/ferb-presto/yelp-restaurant-count/10563343>
page views per visitor per day: <https://quake.cogolo.net/query/ferb-presto/yelp-page-views/10563427>
bounce rate: <https://quake.cogolo.net/query/ferb-presto/yelp-bounce-rate/10709881>

prioritized metrics

Metric	Goal
Total Visits	~ 7,000 (new goal: 10k)
Bounce rate	50%
Page views per visit	9
Returning visitors	~ 700
Peak arrivals	~ 1,000
Best Ad (CPC)	\$ 0.50

user testing

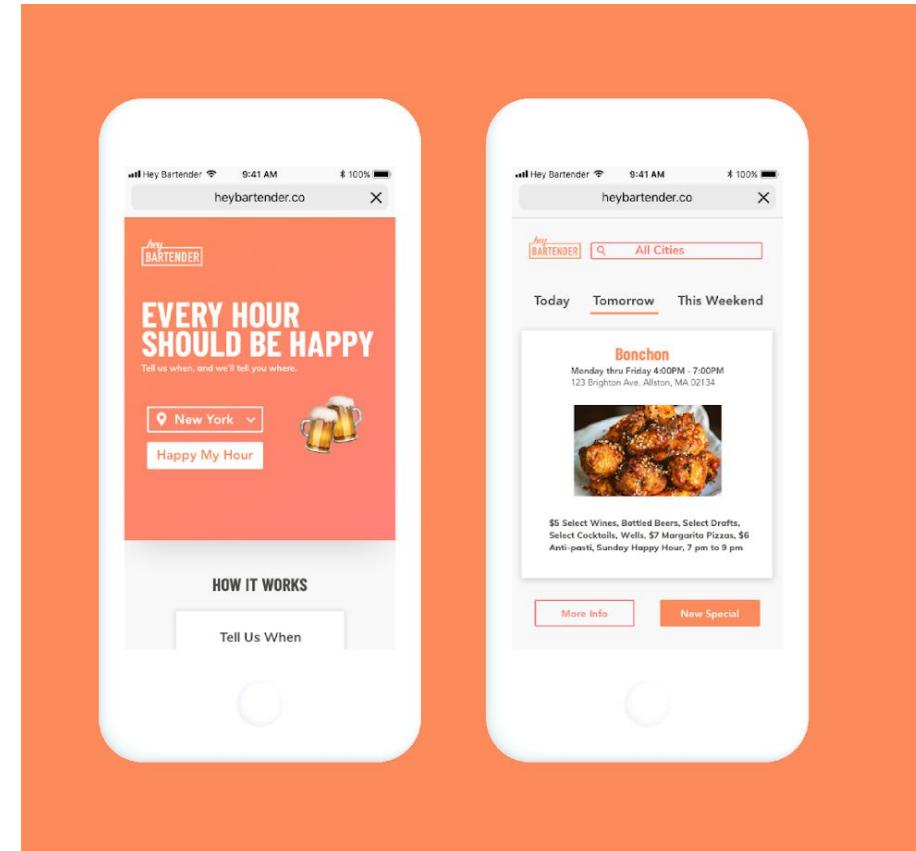
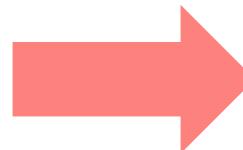
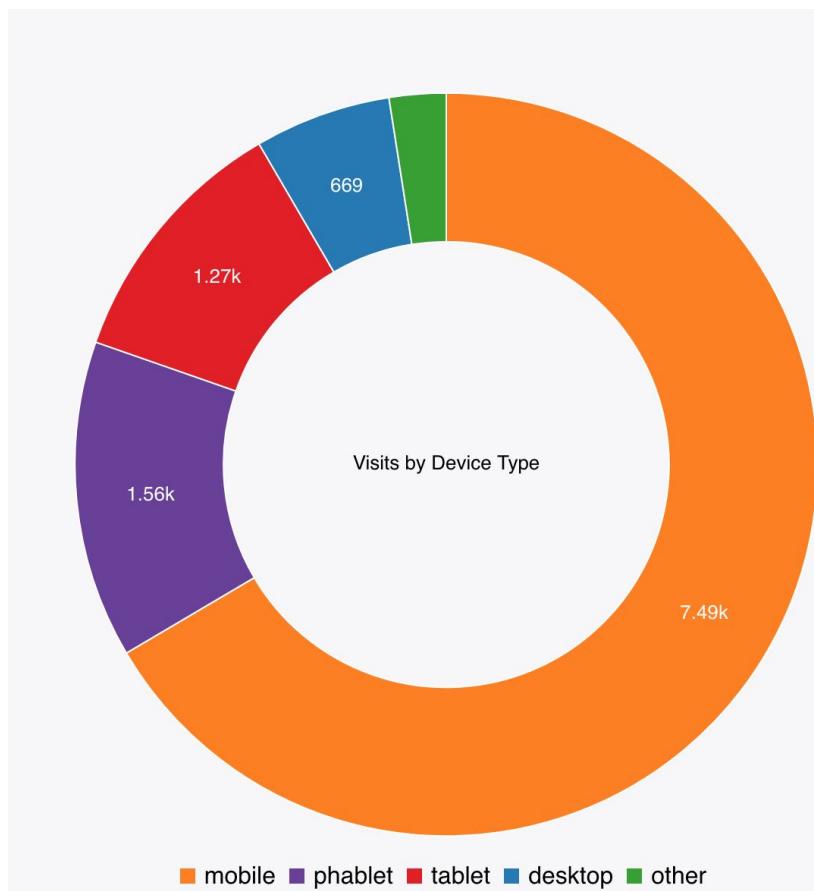
Pros

- Location affects decisions
- Clean UI
- All required info is present
- Quick load times
- Preference for food specials

Cons

- Lack of location services
- Confusion with Yelp integration
- No back button
- Too much scrolling

device breakdown



Source: <http://alachart.cogolo.net/charts/21013>

features timeline

v1.1 Done by 7/17

- Fix mobile version
- Fix ad integration
- Clean data
- Today/Tomorrow/This Weekend feature
- Button to Yelp

v1.2 Done by 7/20

- MVP Iterations
- Filter by location
- Automate scraping
- Expand nationwide

v1.3

- Push Notifications
- ~~User login~~
- Deal in URL
- ~~Bookmark deal~~
- ~~Instagram feed~~
- Yelp integration (Restaurant Yelp URLs)
- Location to homepage

v1.4

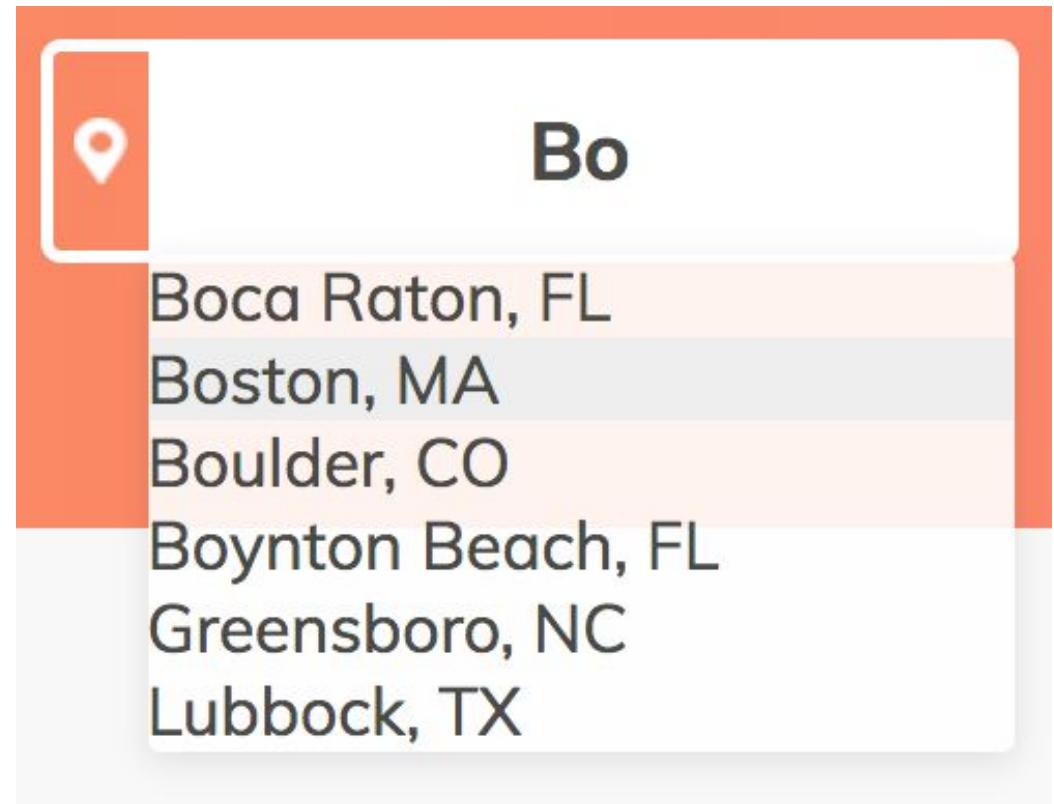
- More info feature

Removed

- ~~Top 5~~
- ~~Back button~~
- ~~Image quality~~
- ~~Internal reviews~~

expansion

- Increase total visits
- "Think Big."
- Many advantages
- Standardize scraping
- UI to choose location

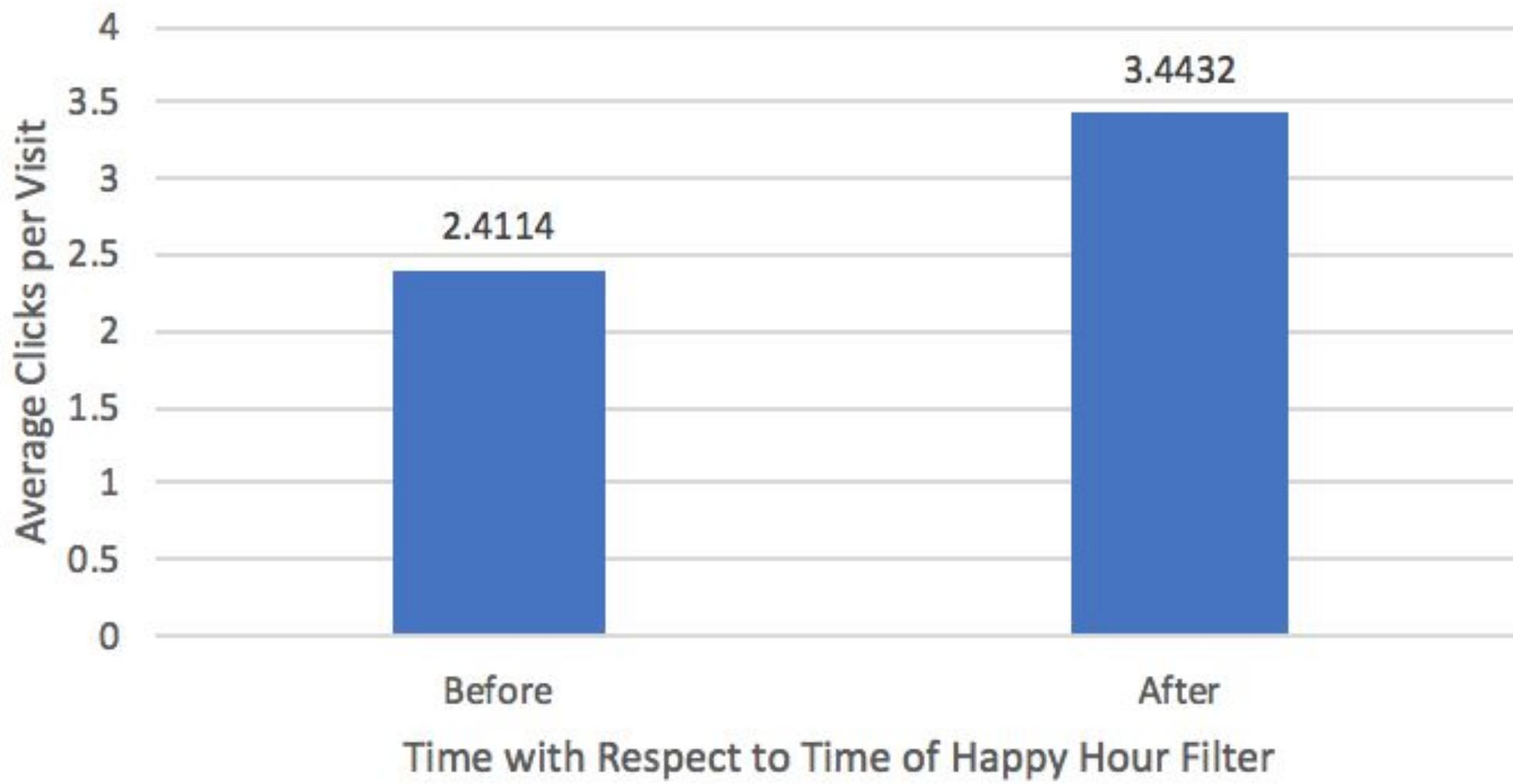


date filter

- Increase clicks per visit
- Improve user experience
 - Quick and easy

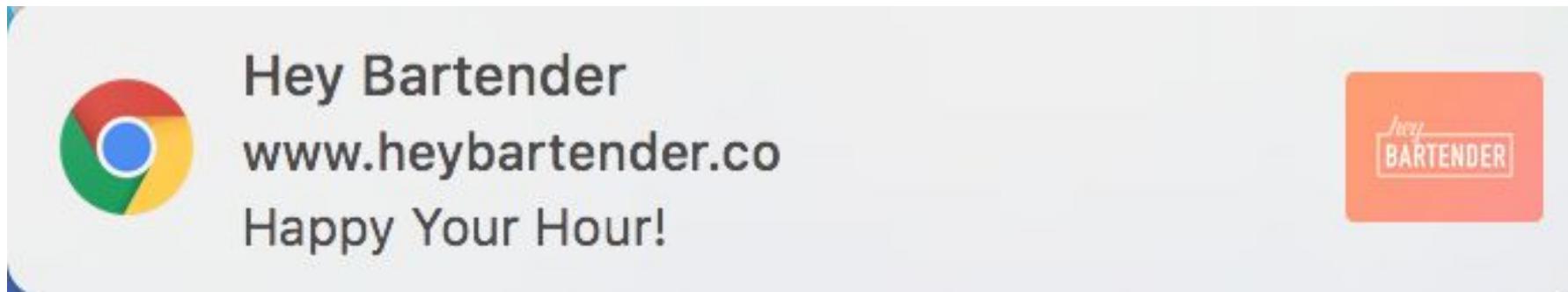


Clicks per Visit

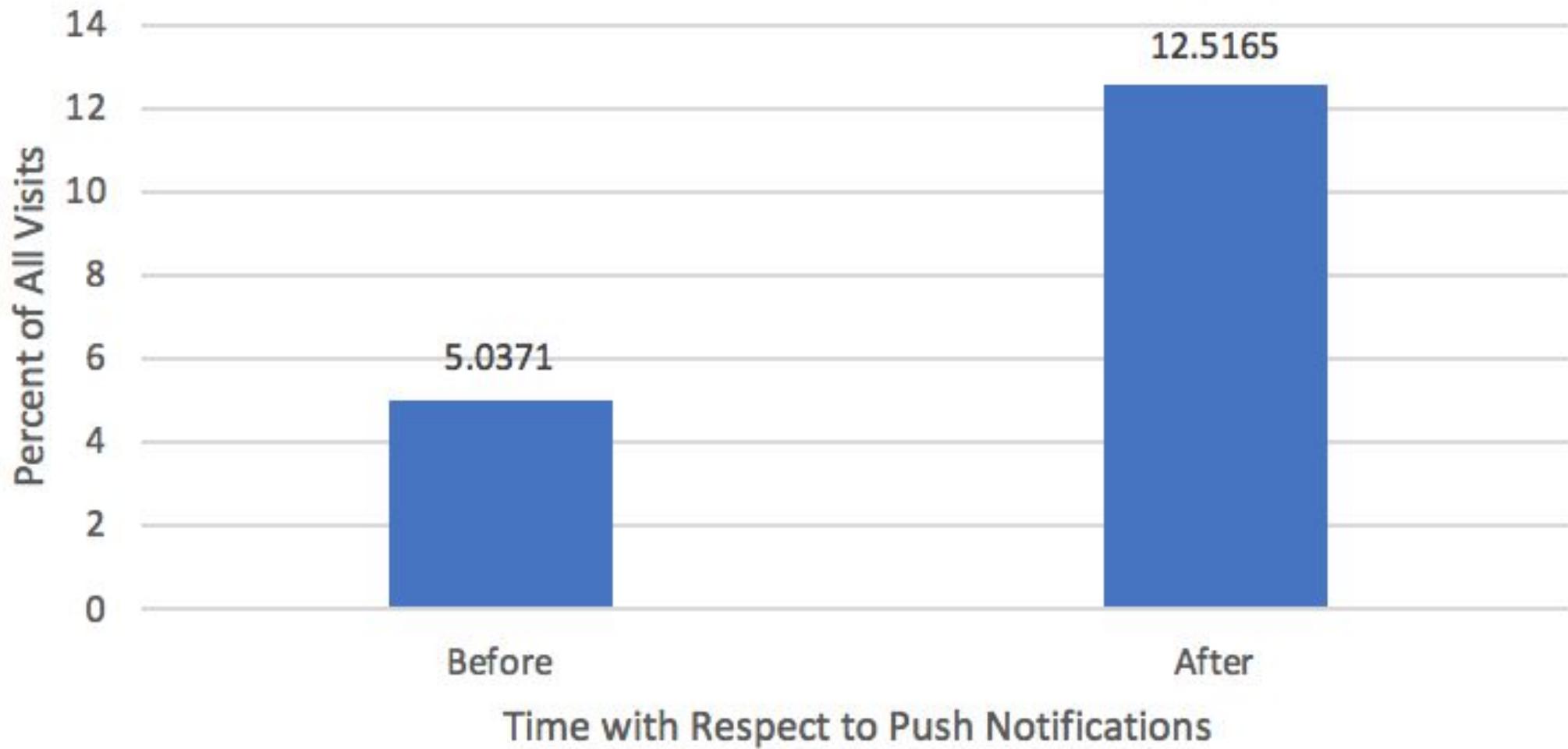


push notifications

- Increase # of returning visitors
- Google Firebase
- Firebase Cloud Messaging



Rate of Returning Visitors



scrolling: before

Today Tomorrow This Weekend

**Taverna
Aventine**

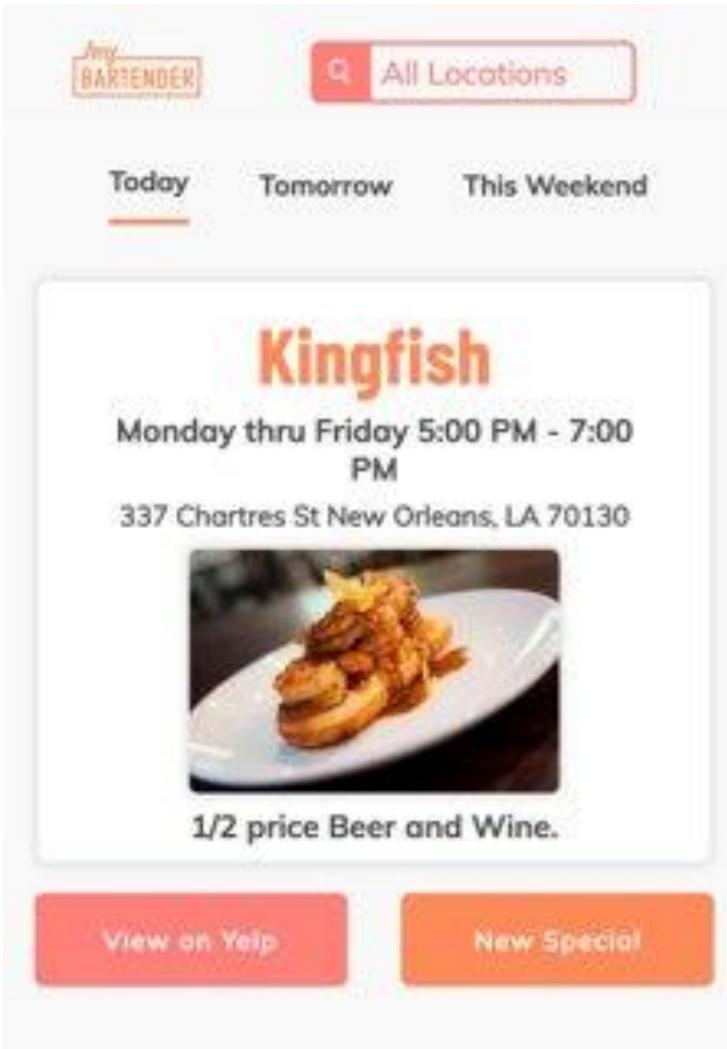
Monday thru
Friday 3:00 PM -
7:00 PM

582 Washington St San Francisco, CA 94111



[Source: https://quake.cogolo.net/query/piwik/bounce-rate-final/11013876](https://quake.cogolo.net/query/piwik/bounce-rate-final/11013876)
<https://quake.cogolo.net/query/piwik/piwik-bounce-rate-2/10825437>

scrolling: after



**Bounce rate
went from 70%
to 55%**

home page: before

The screenshot shows the homepage of Happy Bartender. At the top left is the logo "Happy BARTENDER". At the top right are navigation links: Home (which is underlined), Happy Hour, Facebook, and Instagram. Below the logo is a large orange banner with the text "EVERY HOUR SHOULD BE HAPPY" in white, bold, sans-serif font. Underneath the banner is a smaller line of text: "Tell us when, and we'll tell you where in New York City!" Below the banner are two buttons: "Today" (red) and "Happy Hour" (orange). To the right of the banner is a stylized illustration of a martini glass filled with yellow liquid and garnished with a green olive on a pick. Below the illustration is a small note: "We're expanding! Be on the lookout for your city next." At the bottom of the page is a red horizontal bar containing three white rectangular boxes. The first box is labeled "Discover" and features an emoji of a person wearing a fedora and holding a magnifying glass. The second box is labeled "Favorite" and features a large yellow five-pointed star emoji. The third box is labeled "Experience" and features an emoji of a city skyline at night. Below each box is a brief description: "Explore all food and drink specials in your area.", "Too many choices? Narrow it down to your top 5.", and "Create memories without breaking the bank".

Home Happy Hour Facebook Instagram

EVERY HOUR SHOULD BE HAPPY

Tell us when, and we'll tell you where in New York City!

Today Happy Hour

We're expanding! Be on the lookout for your city next.

Discover

Explore all food and drink specials in your area.

Favorite

Too many choices? Narrow it down to your top 5.

Experience

Create memories without breaking the bank.

home page: after

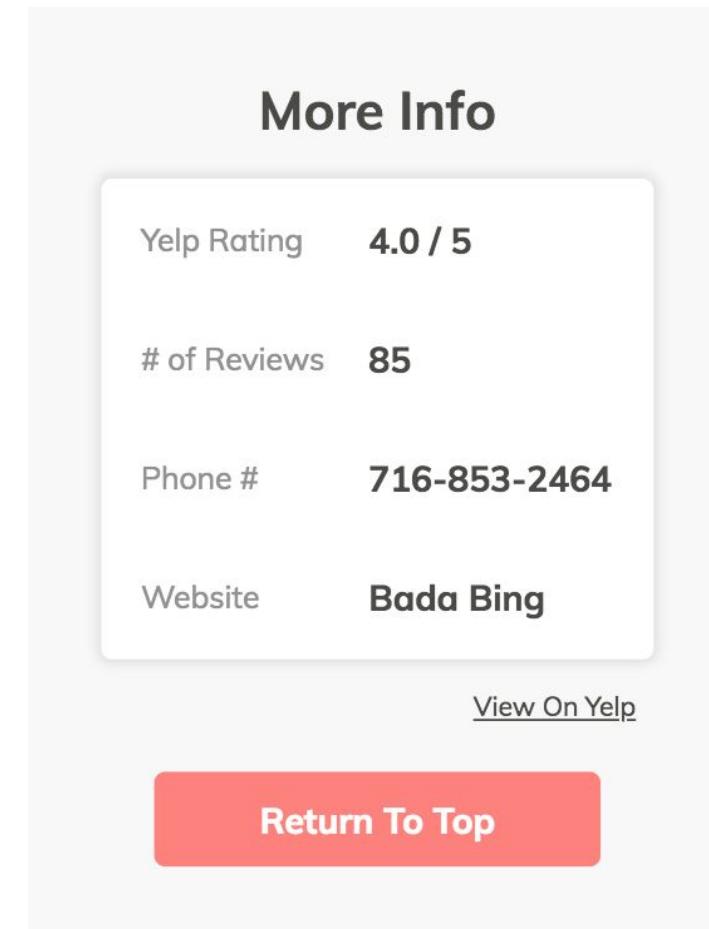


Click
through rate
went from
55% to 68%

Source: <https://quake.cogolo.net/query/piwik/gradient-switch-happy-my-hour-click-rate/11331375>

more info feature

- Increase time on our site
- Based on user testing
- Includes:
 - Rating
 - # of reviews
 - phone #
 - link to website



Facebook advertisements

Hey Bartender
Sponsored

Hey New York!
Sick of the heat? ☀
Hey Bartender has you covered with cool drink
specials in your area! 🍹



**Find Happy Hour
Specials in New York**

heybartender.co
Happy Hour Specials

LEARN MORE

1 Like

9

Like **Comment** **Share**

Hey Bartender
Sponsored

You don't have to go to the beach to have a
taste of the sea 🌊
Find oyster specials at Hey Bartender!



find specials in nyc

heybartender.co
Happy Hour Specials

LEARN MORE

Hey Bartender
Sponsored

Rosé 🍷 or a beer 🍺?
Why not both!
Find it on Hey Bartender!



Find Happy Hour Specials

heybartender.co
Happy Hour Specials

LEARN MORE

24 Like

1 Comment

Like **Comment** **Share**

lowest cost per click (cpc) ad

Goal:

Link Clicks: 1,000

CPC: \$0.50

Our Best Ad:

Link Clicks: 2,674

CPC: \$0.29



ad strategy

1. Define Audience
2. Ad with food image and low # of words
3. Set bid price once ad hits ~1000 clicks
4. Monitor

Hey Bartender
Sponsored · 

Looking for a new happy hour spot? 🍺
Discover specials at Hey Bartender!



heybartender.co
Happy Hour Specials

LEARN MORE



7

1 Comment

testing everything

Test	Winner
Finder or Home Page	Finder Page
Facebook Connections	Friends of people who like our page
Image of food or people	Food
Parsed signals or not parsed signals	Depends on location
Different age demographics	25-34 year old
Male or Females	Females
Locations	Florida

peak arrivals

Source	Arrival
Connections	309
Youths	304
Whole Country	432
Parsed Signals	196
TOTAL 1,241	
13 other Ads	422
Organic Visitors	394
OVERALL TOTAL 2,057	



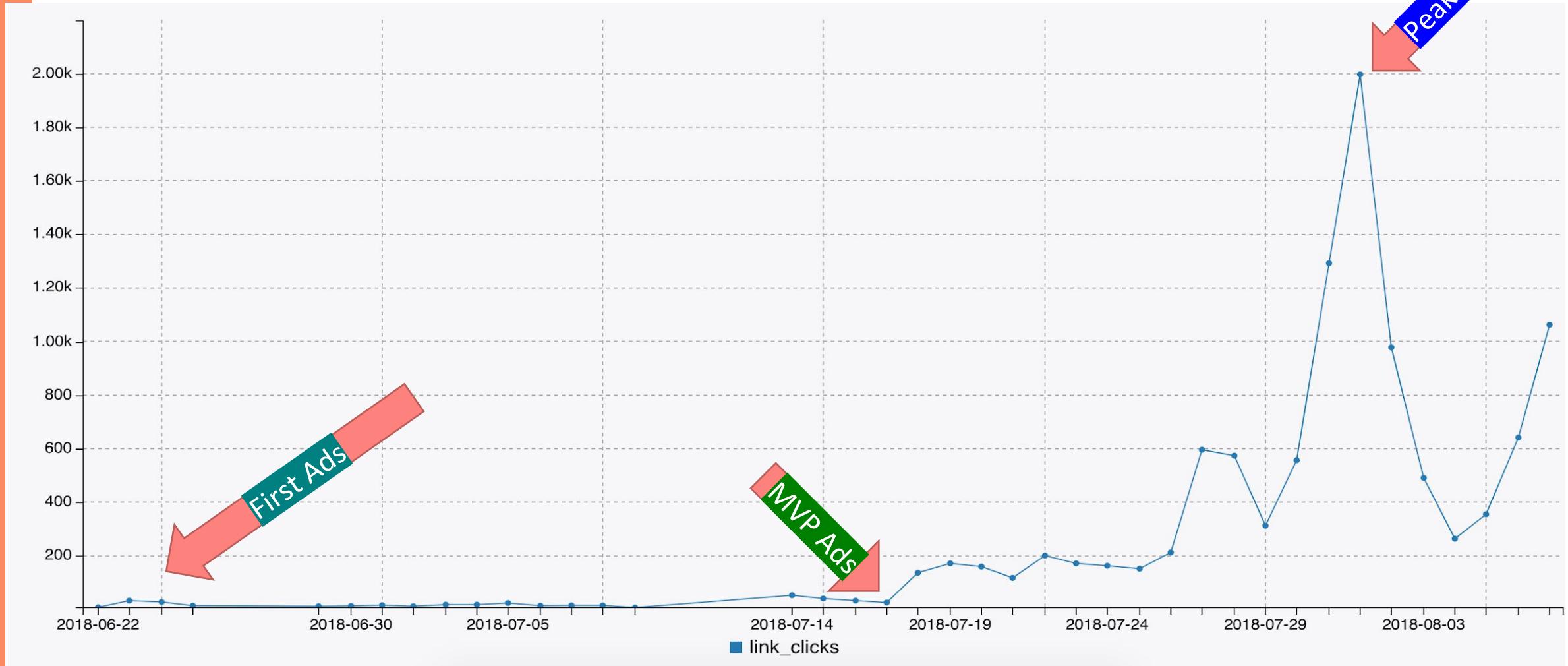
Source: Facebook Ad Manager

CPC throughout the summer



Source: <https://alachart.cogolo.net/charts/20005>

CPC throughout the summer



Source: <https://alachart.cogolo.net/charts/21026>

where we are now

EVERY HOUR SHOULD BE HAPPY

Tell us when, and we'll tell you where in your city



Enter City



Happy My Hour



HOW IT WORKS

Tell Us Where

SAT 00:07



hey! your app hey bartender
is sick. cannot wait for it to
launch, seriously a huge
thank you from every 20-
something year-old



Ronnie Wood My best happy hour....where ever I'm at during happy hour

[Like](#) · [Reply](#) · [Message](#) · 1w



Khephren Spigner Not all heroes wear capes



4

[Like](#) · [Reply](#) · 3d



Meggie Salomonsz When are you expanding to Amsterdam? I see business trip opportunities here!

Like · Reply · 5d





Tina Stojko Get the UK on there. GDPR - no worries. 😊😊😊



Like · Reply · 5d



Hello how do we add our bar to
this

prioritized metrics

Metric	Goal	Today
Total Visits	~ 7,000 (new goal: 10k)	
Bounce rate	50%	
Best Ad (CPC)	\$ 0.50	
Returning visitors	~ 700	
Peak arrivals	~ 1,000	
Page views per visit	9	

prioritized metrics

Metric	Goal	Today
Total Visits	~ 7,000 (new goal: 10k)	11,261
Bounce rate	50%	
Best Ad (CPC)	\$ 0.50	
Returning visitors	~ 700	
Peak arrivals	~ 1,000	
Page views per visit	9	

prioritized metrics

Metric	Goal	Today
Total Visits	~ 7,000 (new goal: 10k)	11,261
Bounce rate	50%	57.2%
Best Ad (CPC)	\$ 0.50	
Returning visitors	~ 700	
Peak arrivals	~ 1,000	
Page views per visit	9	

prioritized metrics

Metric	Goal	Today
Total Visits	~ 7,000 (new goal: 10k)	11,261
Bounce rate	50%	57.2%
Best Ad (CPC)	\$ 0.50	\$0.29
Returning visitors	~ 700	
Peak arrivals	~ 1,000	
Page views per visit	9	

prioritized metrics

Metric	Goal	Today
Total Visits	~ 7,000 (new goal: 10k)	11,261
Bounce rate	50%	57.2%
Best Ad (CPC)	\$ 0.50	\$0.29
Returning visitors	~ 700	719
Peak arrivals	~ 1,000	
Page views per visit	9	

prioritized metrics

Metric	Goal	Today
Total Visits	~ 7,000 (new goal: 10k)	11,261
Bounce rate	50%	57.2%
Best Ad (CPC)	\$ 0.50	\$0.29
Returning visitors	~ 700	719
Peak arrivals	~ 1,000	2,057
Page views per visit	9	

prioritized metrics

Metric	Goal	Today
Total Visits	~ 7,000 (new goal: 10k)	11,261
Bounce rate	50%	57.2%
Best Ad (CPC)	\$ 0.50	\$0.29
Returning visitors	~ 700	719
Peak arrivals	~ 1,000	2,057
Page views per visit	9	4.83

other eos metrics

Metric	Today
Average Time per Visit	1 minute 34 seconds
VPA (Revenue/Visits)	0.58
Total Organic Visits	1,204
Profit Margin	-11,992.61

next steps

map feature

**hey
BARTENDER**

Home Happy My Hour Facebook Instagram

Specials:

\$5 beers
\$9 wings
1-1 sake specials

Bon Chon
123 Brighton Ave, Allston

[View on Yelp](#)

Today Tomorrow This Weekend

Search Zip Code

Past Special New Special

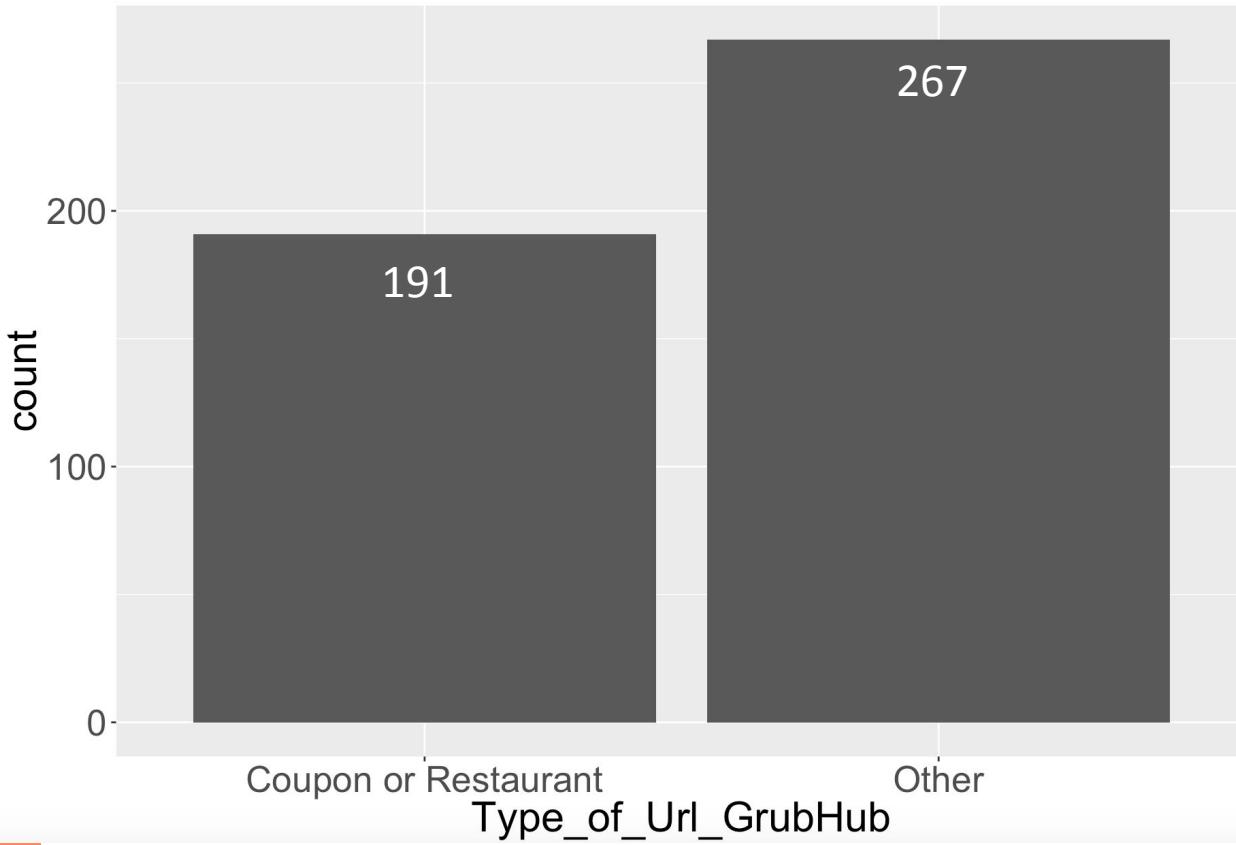
ad strategy

- Fewer ads with longer lifetime
- Target:
 - Women
 - 25 – 34
 - Florida
 - Work hours
- Specific deals

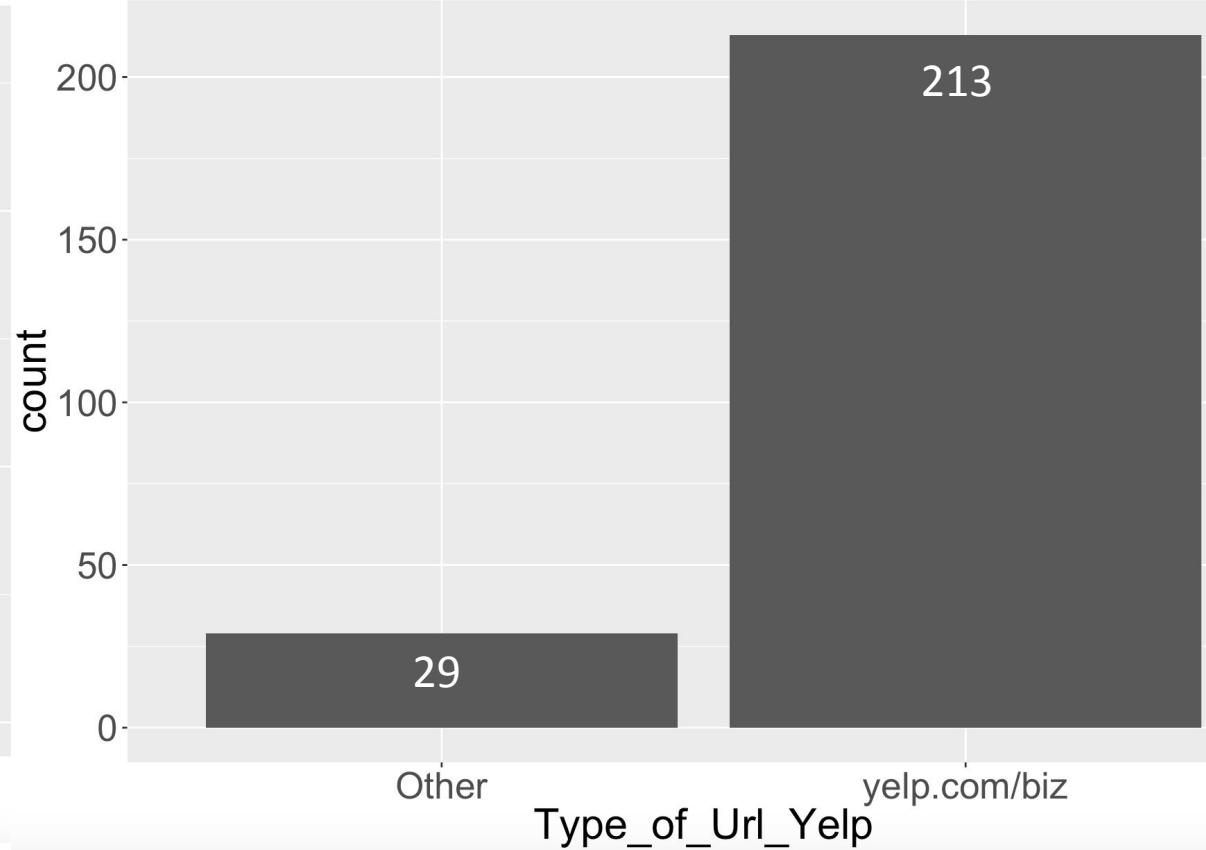
more expansion

- Find more sources of information
- Expand to new locations
- Find more specials

GrubHub PlacementUrls from Facebook



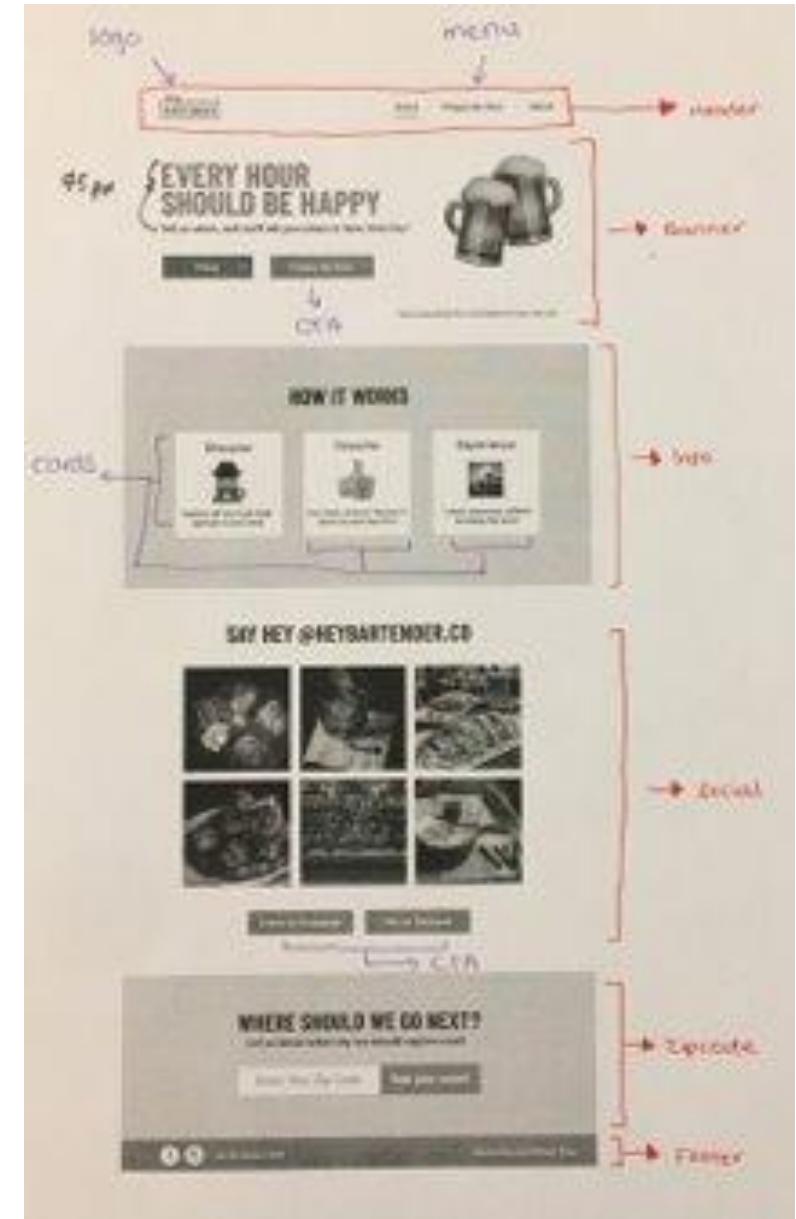
Yelp PlacementUrls from Facebook



what we learned

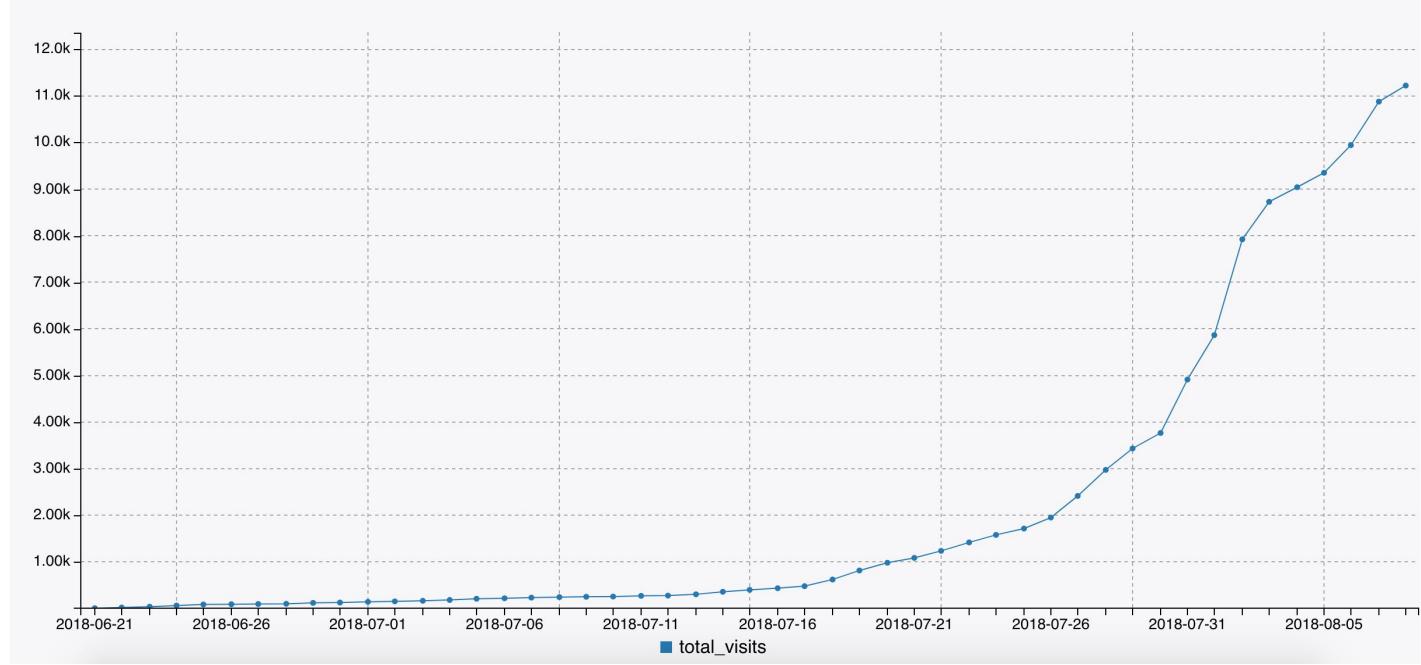
design

- Creative process 'versus' deadlines
- Naming conventions
- React



analytics

- Tools
- Data Visualization
- Facebook
 - Researching
 - Targeting
 - Analyzing



Source: <http://alachart.cogolo.net/charts/19781>



heybartender-stats APP 10:30 AM

Hi, Team Desert! Since my last message, heybartender.co had 1595 visitors! Here is a summary of traffic from your ad campaigns:

california-ad: 15 visitors.

connections1-ad: 184 visitors.

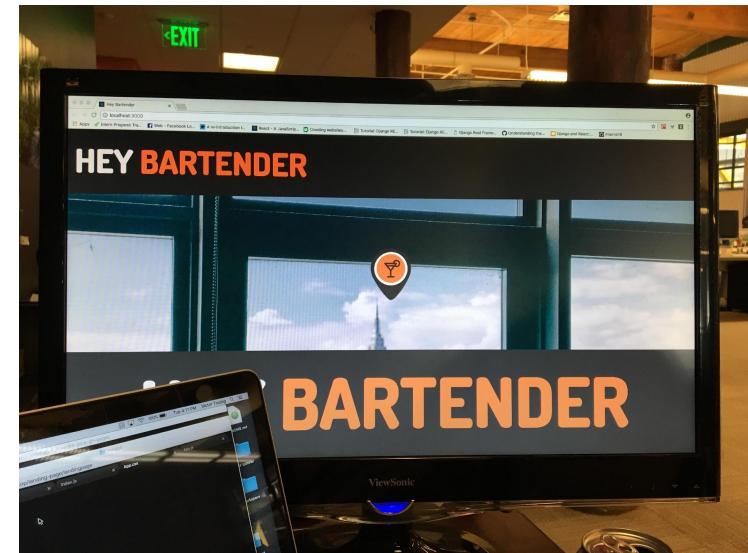
florida-ad: 25 visitors.

illinois-ad: 18 visitors.

lowcpc-ad: 166 visitors.

engineering

- front end web development
 - React Libraries
- back end web development
 - Django-REST
 - web scraping
 - APIs
- other
 - Git, Docker/Fleet



all: soft skills

- Working in a multi-disciplinary team
- Communicating technical concepts
- Goal setting
- Cogo culture



thank you, mentors!



conclusions

questions, comments, concerns?



appendix

- Portal with EOS queries:
<http://portal.cogolo.net/team-desert>
- Visitors by device type:
<https://quake.cogolo.net/query/piwik/visitors-by-device-type/11030680>
- User testing report:
<https://cogolabs.box.com/s/73vbj7hkauwa1y9csvuvhi7igl2hc4ia>
- Style guide:
https://cogolabs.box.com/s/ems3e7a4m1c5sed4f7y35aea3lg7hm_sv