



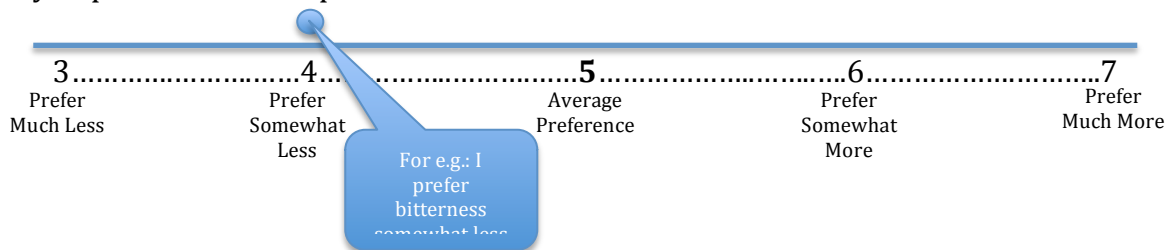
BrewHorn Instructions

User Registration

1. Enter all details as requested.
2. Experience Level- make an honest self-assessment of your craft beer drinking experience to date.

Create Your Taste Profile

Keep in mind, as you set your taste profile you are setting the button to how much you prefer that taste parameter.



1. Set the slider button for each taste parameter.
2. Make sure you also set the optional parameters when prompted.
 - a. Sour is for Sour Ales
 - b. Additive is for a beer that contains any additive ingredient beyond malt, yeast, and hops. For e.g., fruit, spices, barrel / wood aging, etc....
 - c. Booziness is for beers that have an 8% ABV or above as a general rule.
3. Your taste profile is not complete unless you have set all 9 parameters, 6 basic and 3 optional.

Your Taste Profile becomes the baseline against which a beer's taste profile will be measured.

Search for a Beer

BrewHorn is populated with over 15,000 beer records. Most searches should result in a match but there is still a chance that you are having a beer that is not in the database yet (see **Add a Beer** just below.)

1. You can search by the specific beer name (without the brewery name) but for generic beer names such as "Lager" or "Stout" the best search results come from preceding it with the brewery name.
2. Your search result will load in the result field and you simply tap on it to see its match to your taste profile.



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Add a Beer

You can add a new beer to BrewHorn but as of this phase, it is not integrated back to the master database at [brewerydb.com](http://www.brewerydb.com).

Please proceed with profiling your new beer with BrewHorn but I advise you to also submit your new beer at <http://www.brewerydb.com/add>.

1. Enter the brewery name, beer name, ABV, and IBU (if available).
2. If you add a beer, make sure you also enter values for Mood, Venue, Event, and Hype before proceeding to profile the beer.

NOTE on future enhancement: *A priority enhancement will be adding integration back to the beer database to add your new entries. Your entries are saved in the BrewHorn database until the integration is accomplished.*

Match Screen

If a beer has yet to be profiled, the bottle will appear empty and the alert “Be the first to profile this beer” will display for a couple of seconds.

If a beer has been profiled before, the bottle will fill according to the percentage match it calculates between your taste profile and the beer’s profile in the BrewHorn database.

A 70% match is the suggested threshold for proceeding to profile the beer.

VERY IMPORTANT DURING EARLY TESTING

As testers, we are ahead of receiving the full benefit of a beer having multiple profiles and thus being an average of multiple user profiles. At this point, you may receive a result under 70% for a style you know you like very well. This could result from a past profile that was not a good match. Over time, as multiple profiles are accomplished, outlying profiles will be averaged toward a profile mean.

Use your best personal judgment when deciding to profile a beer that is a low match during testing.

1. Proceed to profile the beer by tapping “Edit Beer Profile.”
2. If you decide not to profile the beer, simply hit the back button and perform another search.

Edit Beer Screen

The beer’s basic details will populate. These fields are not editable.

1. Make a mental note of the beer’s ABV now. If 8% or above, you will need it for the profiling stage.
2. The fields *Mood, Venue, Event, and Hype* will reset from the previous profile. Tap on the drop down of each and select the value that best describes your drinking situation and atmosphere.



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3. Tap on **Save**.

***Note on Mood, Venue, Event, and Hype:** All of these parameters can have an influence on your taste, to the point that the same exact beer tastes a little different in a different location, on a different day, or in a different mood.*

Profile the Beer

The key thought process here is, as you drink the beer consider how well each parameter met your baseline you created during your taste profile.

You will notice that the range for each parameter reset to 2 spaces above and below what you set during the creation of your personal taste profile.

1. Slide each taste parameter button according to how well that particular parameter met your taste profile baseline. If the parameter was a good match then leave it in on your baseline value. If the parameter is more or less than you prefer, is it somewhat or much more or less?
2. Tap on **Save** to advance to the next screen of parameters. There are two screens for the basic parameters found in all beers.
3. After the second parameter screen you will be prompted with an alert saying, "Would you like to add optional parameters?"
 - a. Tap **Yes** if you are drinking a Sour, Additive, or Boozy (8% or above) beer.
 - b. Tap **No** if Sour, Additive, or Boozy does not apply.
4. Tap **Save** and the beer profile will be saved to the BrewHorn database.

Community Screen

This is where you can share that you used BrewHorn to profile a beer. Since BrewHorn is more of a "Here's what I am doing right now" activity I recommend Tweeting but a Facebook link is also provided.

Tweeting

Tapping on the Twitter icon will load a screen that is prepopulated with details from your last profiled beer.

1. Edit details accordingly such as editing the brewery name if you know the brewery's twitter account.
2. After tapping **Share**, you will be prompted to select the platform to use.
3. Tap Twitter.
4. Twitter will load with the details you set in BrewHorn.



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5. If you desire, some space remains for you to add a brief summary statement of the profile. Keep any additional details tailored to your individual taste experience, not “rating” the beer.

Other Functions

Editing your taste profile

1. From the **Search for / Add a Beer** screen, tap on the person icon in the top right corner.
2. Tap on **View Profile** in the lower right corner.
3. Tap on the pencil icon in the top right corner.
4. Slide buttons accordingly to edit your taste profile.
5. Tap on **Save** if you only need to edit the base parameters.
6. Tap on **Proceed** if you need to edit the optional parameters.
7. Tap on **Save**.