

VinoView App Market Research

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Initial app idea

VinoView is a mobile application for iOS & Android devices that returns data about a restaurants wine list. Users can easily access the information by simply using the camera on their phone to highlight a wine on the list. The data returned includes current market price of the bottle, ratings from Wine Spectator and other sources as well as recommended food pairings. The app will also allow users to save selected wines with their own rating and comments for later use.

Competitors

There is currently only one other app on the App Store that uses the same idea. The top competitors for wine reviews are also listed below.

App	Price	Reviews	Comments
WineGlass	4.99	4.5 (41)	Many good reviews that claim high accuracy and ease of use. Released in June, 2014. Very similar idea.
Vivino WineScanner	Free / 4.99	4 / 4.5 (1035 /138)	Takes photo of wine label to educate user about the wine. 4 million users review the wine themselves as well.
Delectable - Wine Scanner & Journal	Free	4.5 (1025)	Similar concept as Vivino. Users take a photo of wine label to return reviews and descriptions. iOS 7+ req.
WineSimple	Free	3.5 (15)	Offers customizable wine and food pairings. Uses filters instead of a search. Rating wines improves the custom results.

Note: There has been no research conducted on the Google Play store, however the results are believed to be similar. WineGlass, the only true competitor, is only available for iOS.

Target market

The wine market is a large, mostly wealthy and expanding regularly.

- Worldwide, there are over 24 million liters of wine consumed annually.
 - The United States leads this market, consuming over 13% of the world's wine.
 - The % change in consumption has gone up at close to 1% each year, worldwide.
 - The United States, France and Italy are the three largest consuming countries of wine. Italy saw an 11.9% increase from 2008/2011.
- Median age of wine drinkers in the U.S. is 48
 - Median age of the Millennial generation is 28
- The average disposable income of wine drinkers is \$63,000
 - Savvy consumers have a median income of \$80,000
 - Over half have college degrees and over 33% have graduate degrees
- The current value of global wine consumption is over \$198 billion dollars
 - Revenue went up over \$12 billion from 2010 - 2014
 - California wine shipments in the U.S. rose 5% in 2013 to \$23.1 billion
 - Americans spent \$1.46 billion on wine shipped to their homes in 2012

Target niche

Our research has concluded that the target niche for this app would be those in the 25-40 age group with a college degree and in a relationship.

We will direct our product towards the core wine drinkers who consume weekly, as they represent 50% of all wine consumers.

- Ages 25-50, male and female
- Income \$30k+

The initial release of the application will be in the U.S. and then expand to Europe and Australia as funding increases.

Market size

The market of wine drinkers in the U.S. is estimated to be 100 million. The U.S. only accounts for 13.47% of the world market. Core consumers account for 35% of consumption. Our goal is to attain 10% of the U.S. market and 1% globally. The customer base would be as follows:

	USA	World
Core Drinkers	3,500,000	3,028,550,000
Other	96,500,000	5,624,450,000
Total	100,000,000	8,653,000,000

Target customer

Our target customer for this app are those who fall into the ages between 25-50 and also in the core wine consumer category.

There is no denomination between male or female , as there is only a 2% gap (women 51%,men49%) in consumption. These are those who have a steady income and have finished college. They are also interested in wine and dine out regularly.

- Ages 25-50
- Income of \$30k+
- College graduate
- Is in a relationship or married
- Spends over \$5,000 a year on wine
- Dines out over 75 times a year
- Has interest in wine as a hobby, not an intoxicant
- Is concerned about restaurants that up-charge for bottles of wine
- Has consumed wine for over five years
- Owner of an iPhone or Android and proficient with it

Required features

VinoView must include the following features:

- iOS compatibility across all Apple mobile devices
- Support for Android
- Manual search of wine by name ,category and region
- Ability to recognize and interpret text,even in low light from menus and labels
- Pull reviews and current market prices from data API' s around the world
- Ability to store user reviews and share them if desired
- Push notifications about new restaurants and wine they may be interested in
- Present little battery drain and minimal permission requests

USPs

- Technical: Text recognition software has never been used in such an intuitive way to empower wine enthusiasts. Instead of wasting time confused over the wine list, this app will allow users to spend more time enjoying their meal. Push notifications will inform them of new and exciting wine and places to discover based on their personal preferences.
- Marketing: Our target customer has knowledge of wine and enjoys it with their meal. They also dine out weekly as well as spend a good amount of money on wine for the home. The experience and interface will be elegant and grant them the luxury of having a wine sommelier in their pocket.

Conclusions

VinoView is a strong candidate to be a viable mobile app in the target market.

With a possible customer base that reaches as many as 100 million people in the U.S. alone, the possible success of this app is very high. If it was to gain popularity around the world, the potential for growth is indisputable.

Recommendations

- The initial release should be for iOS only, as the amount of money spent on the App Store is much higher than Google's Android Play Store.
- The development time spent on accurate text recognition should be paramount in the beginning of development stages to ensure a proper candidate for release.
- Features such as social integration can be added later, it is more important that the app does not fail at text recognition and API data pulls.
- User ratings and comments are not as important as the accuracy, which will make or break the release.
- The UX and UI need to be focused on high-class individuals with expensive taste, used to nothing but the finest products. A streamlined, elegant yet simple UI is very important.
- Research as to which API to use for the data should be tested among potential users to see which format they prefer.

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