

Lily Van der Woodsen



Age: 51

Gender: Female

Occupation: Socialite

Education: Masters

Ethnicity: White

Marital Status: Married

Location: Beverly Hills, CA

Personality: Social, popular

Favorite Activities:

- Dinner Parties
- Vacationing in Hamptons
- Fashion Design

GOALS

- To host successful and exiting parties for her close friends and family.
- To become more tech-savvy and online shop more.
- To try things out of her comfort zone that she might enjoy more.

MOTIVATIONS/ NEEDS

- To impress her peers with her party planning abilities.
- To enjoy her elite lifestyle as much as she can.
- To find ways to save time, even if it costs her a bit of money.

CHALLENGES

- Lily is usually busy and does not have time to run down to the store. She uses grocery delivery services most of the time.
- Lily knows how to online shop but gets overwhelmed when she cannot figure out a website.

LILY'S STORY

Lily is currently a Beverly Hills socialite who comes from a very wealthy family. Lily is very used to spending her money on convenient services. She often throws dinner parties for her friends and family and grows stressed when her party shipments do not arrive on time. She loves ordering clothing and home goods online as well as her groceries and beauty supplies. She dislikes going to crowded stores and markets.

" If I can save myself any time at all, I will. I am always extremely booked and prefer things brought to me if possible."

SAYS

" I wish everything was delivered to me, I do not enjoy going on tedious trips."

" I hope my food and alcohol service arrives in time for my 52nd birthday celebration."

"I have so much to do today, I have to order lunch and dinner for myself."

THINKS

- How can I use internet services to make my life easier?
- I am annoyed at past services that do not deliver my shipments on time.
- I hate crowded websites, they are too complicated and I can never find what I want.



DOES

- Keeps up with appearances and expectations, dislikes looking bad in front of her friends.
- Easily gets overwhelmed when her planning does not go her way.
- Enjoys alcohol, especially fine wine, with her friends and husband.

FEELS

- Irritated: She easily becomes annoyed when things don't workout or something unexpected happens.
- Prideful: Although she grows upset with situations, she continues to solve her problems and find ways to improve her life.
- Excited: Lily is a happy person who loves taking a deep breathe and enjoying her life when things work out.

GOALS

- To host successful and exiting parties for her close friends and family.
- To become more tech-savvy and online shop more.
- To try things out of her comfort zone that she might enjoy more.

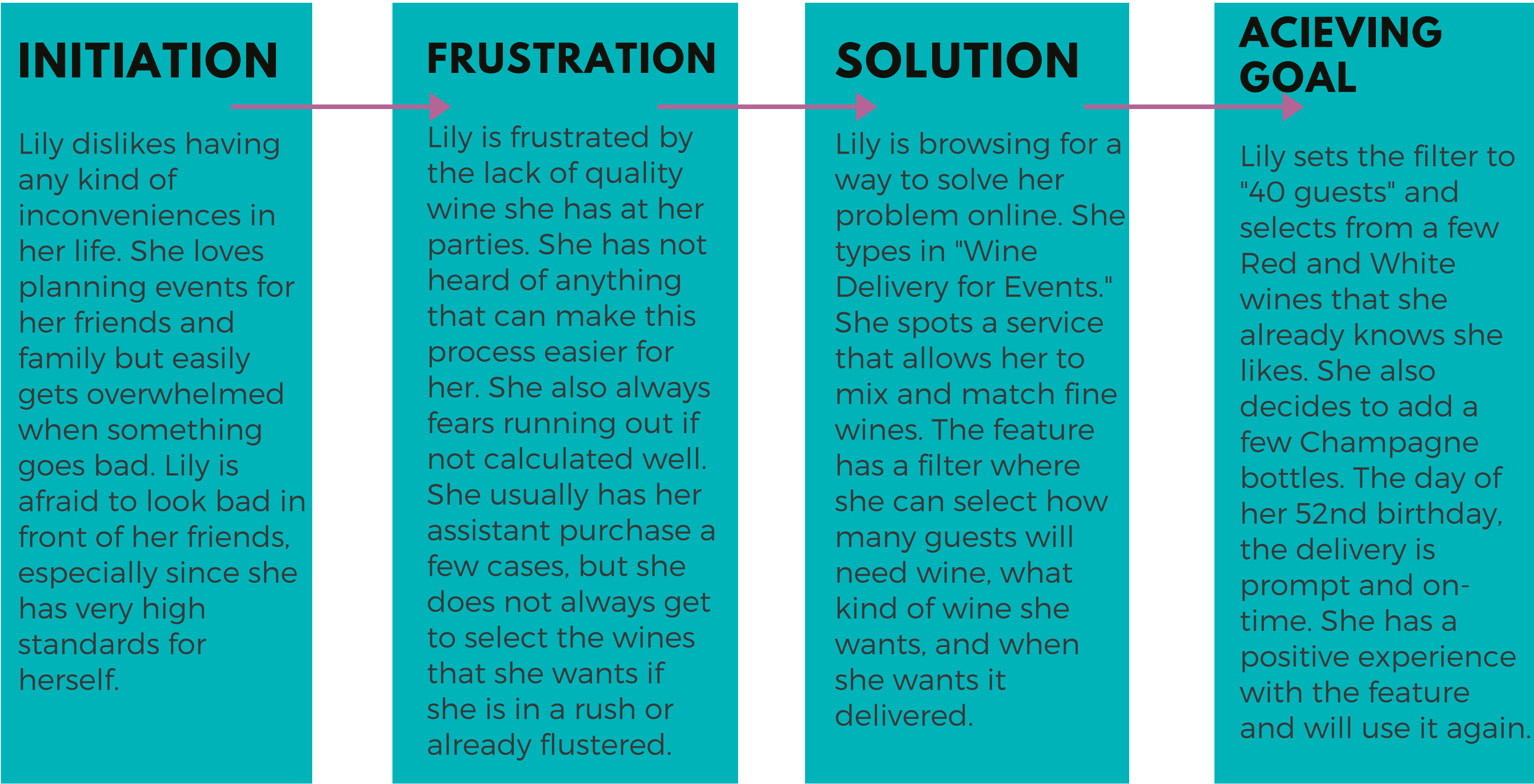
Lily Van der Woodsen's Scenario & Journey Map

WHY?

Lily is a very popular socialite and event planner who holds herself at very high standards. She is often busy planning fancy parties and dinners for her circle of friends and family. Lily often relies on technology to deliver decorations and supplies for her events. She usually has food catered or made by her personal chef. However, she has recently been struggling with having enough fine wines to serve to her guests. She often has her assistant purchase a few cases of nice wine, but the slim selection hasn't been enough for her high expectations recently. Lily would benefit from an online service where she can select from many different fine wines to have at her parties. She also needs the service to be reliable and delivered in time for her events.

HOW?

Since Lily is already familiar with using online services to deliver items for her parties, using On Cloud Wine will be no problem. However, Lily dislikes websites that are overwhelming and not straight to the point. The feature I want to design will allow Lily to easily have her wine delivered for her party. This feature "DELIVERY FOR EVENTS" will allow her the option to mix and match different wines for a great price. She will also be able to schedule the delivery in advance so that everything runs smoothly the day of the event. In addition, event delivery will help her move the cases and unpackage them at no extra cost. By inserting this feature on the website, busy event planners like Lily will easily be able to schedule a successful wine delivery for their event.



Brock Davis



Age: 28

Gender: Male

Occupation: Writer

Education: Bachelors

Ethnicity: European American

Marital Status: Single

Location: Seattle, WA

Personality: Introverted

Favorite Activities:

- Reading a good book
- Relaxing nights in
- Fine food and drinks
- Painting and drawing
- Cooking

GOALS

- To try new food and alcohol from the comfort of his own house.
- To have something or someone suggest things he will like if he tries.
- To try things he isn't used to because he is introverted and doesn't like change.

MOTIVATIONS/ NEEDS

- To make as little decisions as possible, he is not good at choices.
- To have Ads and services tell him what he wants and likes.
- To discover new things he enjoys and wants to do.

CHALLENGES

- Brock has social anxiety and does not like going out to eat and drink very much.
- Brock also dislikes decision-making and is usually persuaded by others. He often looks for suggestions and reviews that can make a choice for him.

BROCK'S STORY

Brock is a current writer for The Seattle Times. He is introverted and enjoys staying home for most activities. He is often busy with his work intensive job but enjoys cooking, painting, and drawing. He is single but enjoys having friends over for dinner and game nights. Brock is very indecisive and enjoys when decisions are made for him. He loves having a beer or glass of wine on nights when he has to write a new piece for The Seattle Times.

" I really enjoy trying new things, I just dislike having to pick what those things are."

SAYS

"I would love to go out to a bar with my friends but prefer to have a glass of wine at home."

"I don't like putting myself in situations where I have to socialize much."

"I never know what I like and am too shy to ask others for their recommendations."

THINKS

- How can I find things I want to try without asking others?
- I dislike confrontation and displeasing my peers.
- I love cooking at home and trying different drinks with my meals.

DOES

- Is currently subscribed to Blue Apron, where he gets new meals delivered to him weekly.
- Easily gets flustered when presented with too many choices.
- Enjoys wine with every meal he cooks and relaxing activity he does.

FEELS

- Overwhelmed: Does not like situations where he does not know what to do.
- Persuasive: Brock is easily persuaded to buy products and services if he feels a connection to them.
- Calm: Brock is very peaceful and dislikes any kind of inconvenience. He has many friends similar to him.

GOALS

- To try new food and alcohol from the comfort of his own house.
- To have something or someone suggest things he will like if he tries.
- To try things he isn't used to because he is introverted and doesn't like change.



Brock Davis Scenario & Journey Map

WHY?

Brock is a busy writer who is introverted and enjoys doing most things from the comfort of his own home. He is indecisive and likes when others persuade him to do things. Brock loves cooking his own meals and is subscribed to the at home chef service, Blue Apron. He likes how Blue Apron customizes his meals based off of a frequent survey he completes on his meal preferences. Brock drinks wine very often, especially after a long day of work. He usually goes to his local liquor store and purchases a few bottles. Recently he has not liked the social anxiety he gets when he stares at a new bottle for too long. Brock is looking for a service similar to Blue Apron, where the service picks items for him based off of his preferences.

HOW?

Since Brock is already familiar with online subscription services, he will understand how to use On Cloud Wine. Brock dislikes going on websites where there are no recommendations or descriptions that he can understand. As he goes on the website, he will immediately spot the "Tailored for You" survey. This survey will allow him to fill out his taste preferences and will generate different wines that he can try. After he receives his first batch, he can review the wines and his personal profile will adjust to his new preferences based on what he just tried. Brock likes how the website makes a decision for him, especially since he wants to try new bottles but wasn't sure how.

INITIATION

Brock is very content with his meal subscription service, Blue Apron, and would like to find something similar for his alcohol. Brock does not enjoy going to stores to purchase his groceries and liquor since he has social anxiety. However, he often needs to since those are necessities to him.

FRUSTRATION

Brock is frustrated that he has to go to a store and purchase wine he may not like every time he runs out. He also dislikes that he has to select bottles when he is not the most knowledgeable about wine. Brock wishes there was a way to avoid these steps but still acquire his wine.

SOLUTION

Brock is browsing for wine subscription services that he will enjoy. As he goes On Cloud Wine, he immediately spots a pop up that reads "Not sure what you like? We will tailor wines to you." After clicking on the pop up, Brock completes a survey based on his wine preferences and is excited that the website has generated suggestions.

ACIEIVING GOAL

Brock completes the wine survey and shortly receives his first box of wine. He enjoys pairing them with the food the website recommends. Brock now has something to look forward to every month and is finding his new favorite bottles that he can enjoy at home.