# CRAFT FARE

Helping you find the perfect ale to match your meal

**Because beer goes better**

## ABOUT

***Craft Fare*** is an app where you can match the beer and food you love. From your phone, you can search, browse, find most popular and even add your own matches.

**The idea is born from the belief that beer is more versatile than wine and we'd like to help people find the food to match.**

The app would be free to download. It would become monetised once we have multiple user sign-ups and can charge vendors for analytics and tailored promotions to customers.

## STARTING OUT: The perceived problem we're testing

***The why***
People can't find recipe ideas to match the beer they are drinking

***The who***
People who love craft beer and are holding dinner parties or events

***The when***
When they are at shops, or at home.

***The what***
A list of of recipes or beers where they could choose one and find a match

***The how***
A desktop website that is optimised for mobile.

## THE PAIN POINTS DISCOVERED

**6 people interviewed: A bar owner, a bottle shop manager, a brewer and 3 craft beer drinkers.**

- People don't order beer with their meal, because they don't even know the basics of matching, as they would with wine. They struggle to find information quickly, especially when out dining.

- Brewers and bottle shop owners can't point customers to a resource that pairs food with their beer they sell.

- People struggle to find reviews and ratings by others - only by brewers and critics themselves.

- People are confused by the labels, and can't easily find information on what they are drinking.

**AFTER RESEARCH: The problems people are *actually* experiencing**

***The why***
People can't find food or beer matches when they are dining out.
People can't share their experiences with others.
People can't find information on the beer they're drinking when out.

***The who***
People who don't drink beer with their meal, because they are unaware of basic matches.
People who want to talk about their own pairing experiences.
People who want to find trusted reviews.
People who want to know more about the beer they're drinking.

***The when***
When they are dining out or ordering takeaway.
When they are buying beer at the bottle shop.

***The what***
A resource where you can find trusted matches created by other users.
A resource where you can find the most popular matches, rated by other users.
A resource where you can add your own matches.
A resource where you can find more information about the beer you're drinking.

***The how***
A mobile app. With search and filtering functionality throughout.

*"I need to get past the perception that Beer is just for dude food"*

## John

**AGE:** 26
**GENDER:** Male
**PROFESSION:** Marketing

**SCENARIO**

John drank socially in his early 20s, but nowadays enjoys beer more for the taste. He loves the new range of craft beers that have become available in recent years and looks for new brands and flavours when ordering at a bar or restaurant. He usually orders wine with his meal though, due to his general knowledge of which wine to pair with his food.

One night when out with friends enjoying a beer, John orders fish for dinner. He would like to know which type of Beer goes well with his fish, instead of switching to white wine just for his meal, however the waiter is not a beer drinker and can't offer advice. His friends have differing opinions. He would like something that pairs Beer with the type of food he's having.

**JOHN'S BEHAVIOURS**

• Goes to pubs and bars at least once a week with friends, tries different varieties.
• Drinks wine with meals often, would like to try beer with meal.
• Likes keeping up to date with new beers and interesting foods.

**JOHN'S NEEDS**

• To find a definitive answer to what type of beer to have with his meal, based on multiple opinions.
• Can find out information on the beers on the menu quickly.
• Easily accessible, searchable. Can find an answer in moments, while ordering food.

## Leonard

**AGE:** 45
**GENDER:** Male
**PROFESSION:** Bottle shop manager

*"Craft beer drinkers don't just want to buy a slab and get drunk"*

### SCENARIO

Leonard is a beer enthusiast that runs his own bottle shop, bringing in new beers every fortnight. He loves talking about the beers to his customers and telling them what's coming up. He also finds customers are reading beer websites and asking for the latest beer recommendation when they come in. They also often ask for which food to go with their beer of choice, but he can't always recommend as he's not up to date with the latest releases. He also finds he discusses with customers about his experiences with beer and food and listens to their opinions and would like to do more of that with a wider community online.

### LEONARD'S BEHAVIOURS

· Beer enthusiast, reads online websites and tries new beers often.
· Drinks beer for taste over need to get drunk.
· Enjoys eating out and often has beer with food. Likes to discuss.

### LEONARD'S NEEDS

• To share beer and food experiences with others, where he can gain feedback.
• To have a resource he can point customers to when they ask about which food to go with their beer.
• To have a general resource where he can find further information on individual beers and food matches.

## Barry

**AGE:** 37
**GENDER:** Male
**PROFESSION:** Brewer

*"Beer has a bigger range of flavours than wine, yet people choose wine first with their meal"*

**SCENARIO**

Barry lives and breathes craft beer! He brews his own specialist, award winning beer and keeps up to date with the latest releases and events.

He wants to be able to engage with his customers more and see how they are enjoying his beer. Currently he recommends what food to eat with the beer on the company website and runs nights at his brewery, but he finds only the hardcore craft drinkers reference these and wants to see where and how customers are enjoying his beer and what food they are eating with it. He'd also like to engage with customers when they give feedback on his beer and solve their pain points when they have them.

**BARRY'S BEHAVIOURS**

• Beer geek! Loves beer so much he made his own.
• Loves trying out new beers and seeing what the competition are up to.
• Visits beer websites to get more information on his choice.

**BARRY'S NEEDS**

• Customers can check in and upload photos while out drinking his beer.
• A way to get the message out for pairing food with his beer.
• Wants to see customer reviews of his beer and engage with them if they are having problems or giving praise.

"I am a craft beer enthusiast. Rather than just drinking beer to get drunk, I would love to know more about the variety of beers I drink and what flavours of food go best with each of them. I look for information when out ordering meals, but find people generally only think about beer with pub food. I also try on my phone, but find there's a lack of resources online and they are hard to search. This leaves me feeling unsophisticated, and annoyed that there is a preconception amongst people that you can only have wine with food."

# COMPETITIVE ANALYSIS

| Now Tapped | Pintley | Pocket Pairings | Rate Beer | Untappd |
|---|---|---|---|---|
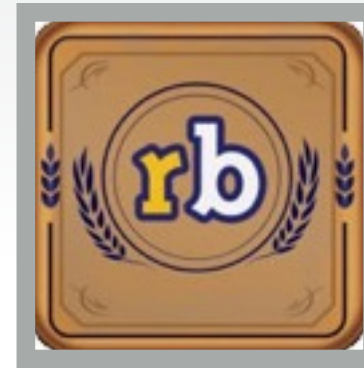
**WHAT'S ALREADY DONE WELL**

- Give people a way to access beer information while out

- General food to beer matchings (not brand or dish specific)

- Check ins for the beer you're drinking

- Beer reviews & ratings

- Connecting with friends

**WHAT WE CAN IMPROVE ON**

- Searchability

- User generated beer and food matches

- Food and beer matchings by specific brand and dish

- Likes and comments on user reviews

# STORY BOARDING



**RESTAURANT**
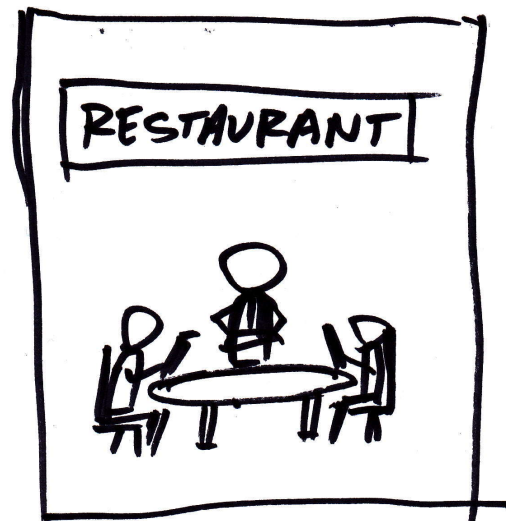
A PERSON IS OUT WITH FRIENDS, ORDERING FOOD. WOULD LIKE TO MATCH IT WITH HIS/HER BEER. WAITER CAN'T HELP.

**BEER SEARCH**

THEY ARE RECOMMENDED AN APP WHICH SHOWS BEER AND FOOD MATCHES
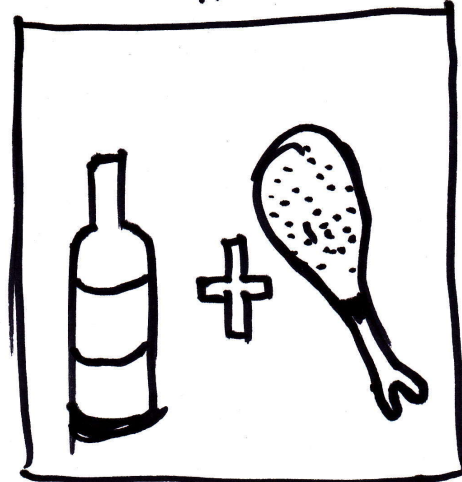
THEY SEARCH BY THEIR BEER NAME AND ARE PROVIDED A LIST OF FOOD TYPES, THEN DISHES
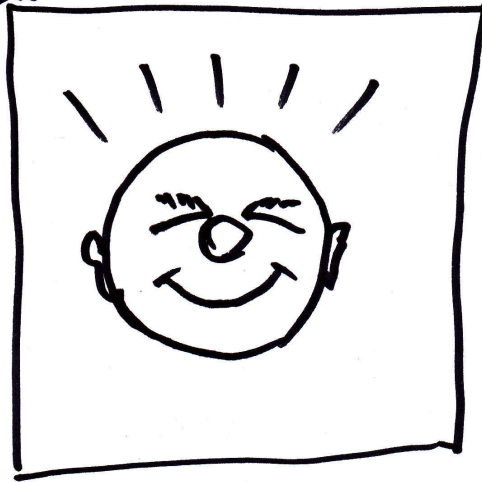
THEY NOW ORDER MEAL THAT MATCHES THEIR BEER. THEY CAN ALSO READ MORE ABOUT THEIR BEER. NOW HAPPY!

## PERSONA NEEDS MET

### JOHN

Can find out information on the beers on the menu quickly.

Easily accessible, searchable. Can find an answer in moments, while ordering food.
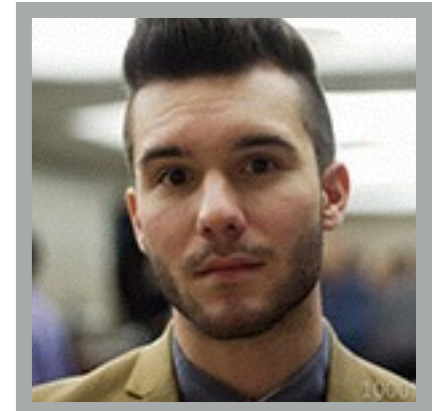
### LEONARD

To have a resource he can point customers to when they ask about which food to go with their beer.

To have a general resource where he can find further information on individual beers and food matches.

### BARRY

A way to get the message out for pairing food with his beer.
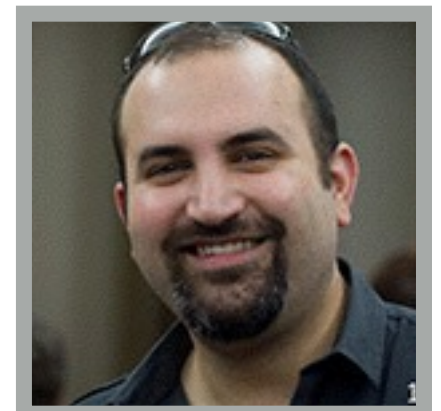
**LIST OF GOALS**

- Users need to find what food matches the beer they are drinking.

- Users need to find what beer matches the food they are eating.

- Users need to share their beer and food experiences.

- Users need to login.

- Users need to create account.

- Users need to find information on the Beer they're drinking.

# CONTENT STRATEGY

**THE CONTENT**

- A website that helps people find out the types of food that go with craft beers.

- The message is that craft beer isn't just for "dude food", it is more versatile than wine.

- The audience would be beer lovers, beer novices & wine drinkers who want to know more about pairing.

- The content is largely user driven, so the tone is as ambiguous as possible.

- It will launch with a number of pairings created by a respected Cicerone.

- Reviews would not be moderated, with people being able to report issues with any posts.

# INFORMATION ARCHITECTURE – Card Sort

**31 Participants in total**
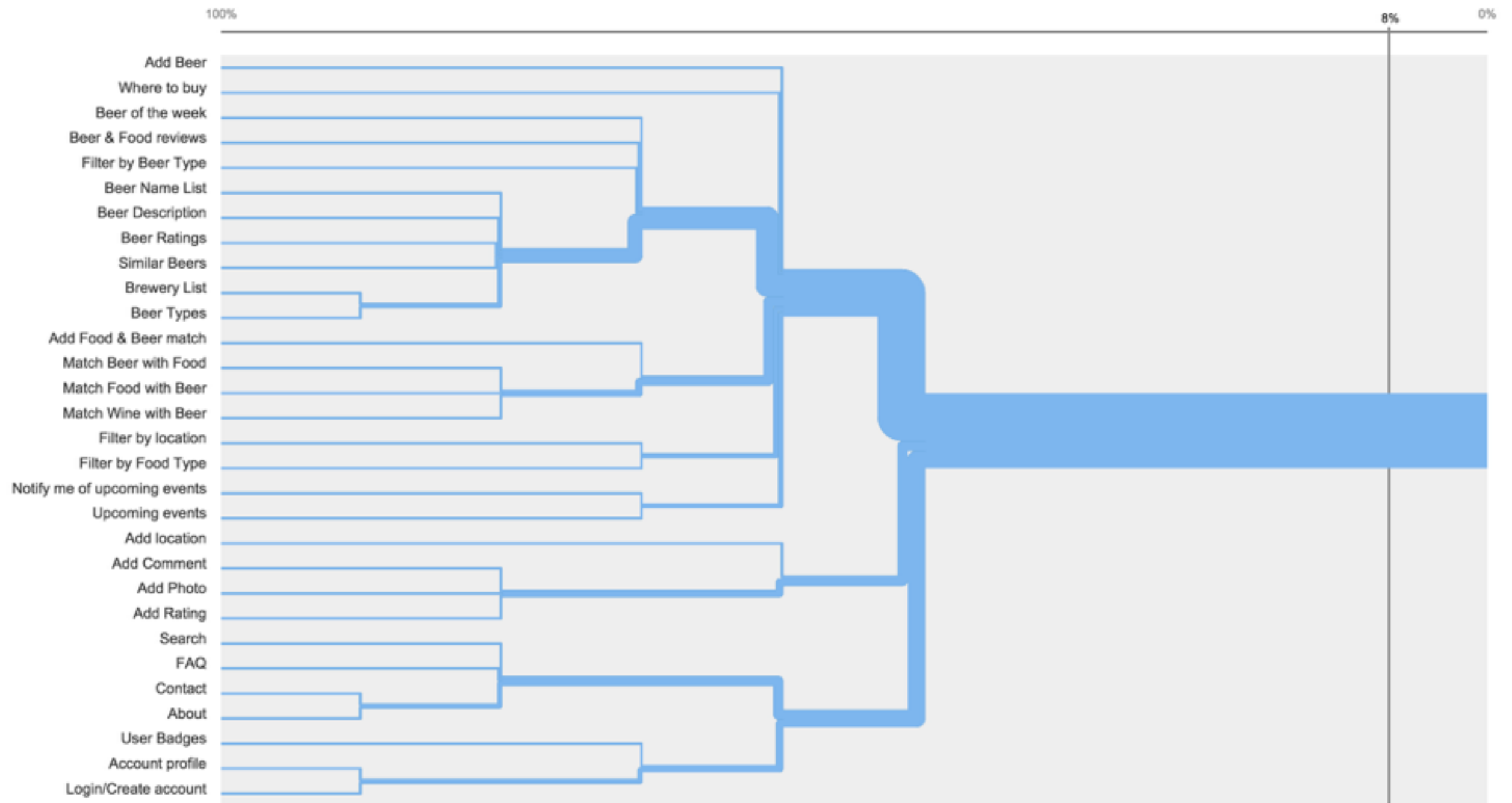
# USER FLOWS

## USERS NEED TO FIND WHAT FOOD MATCHES THE BEER THEY'RE DRINKING
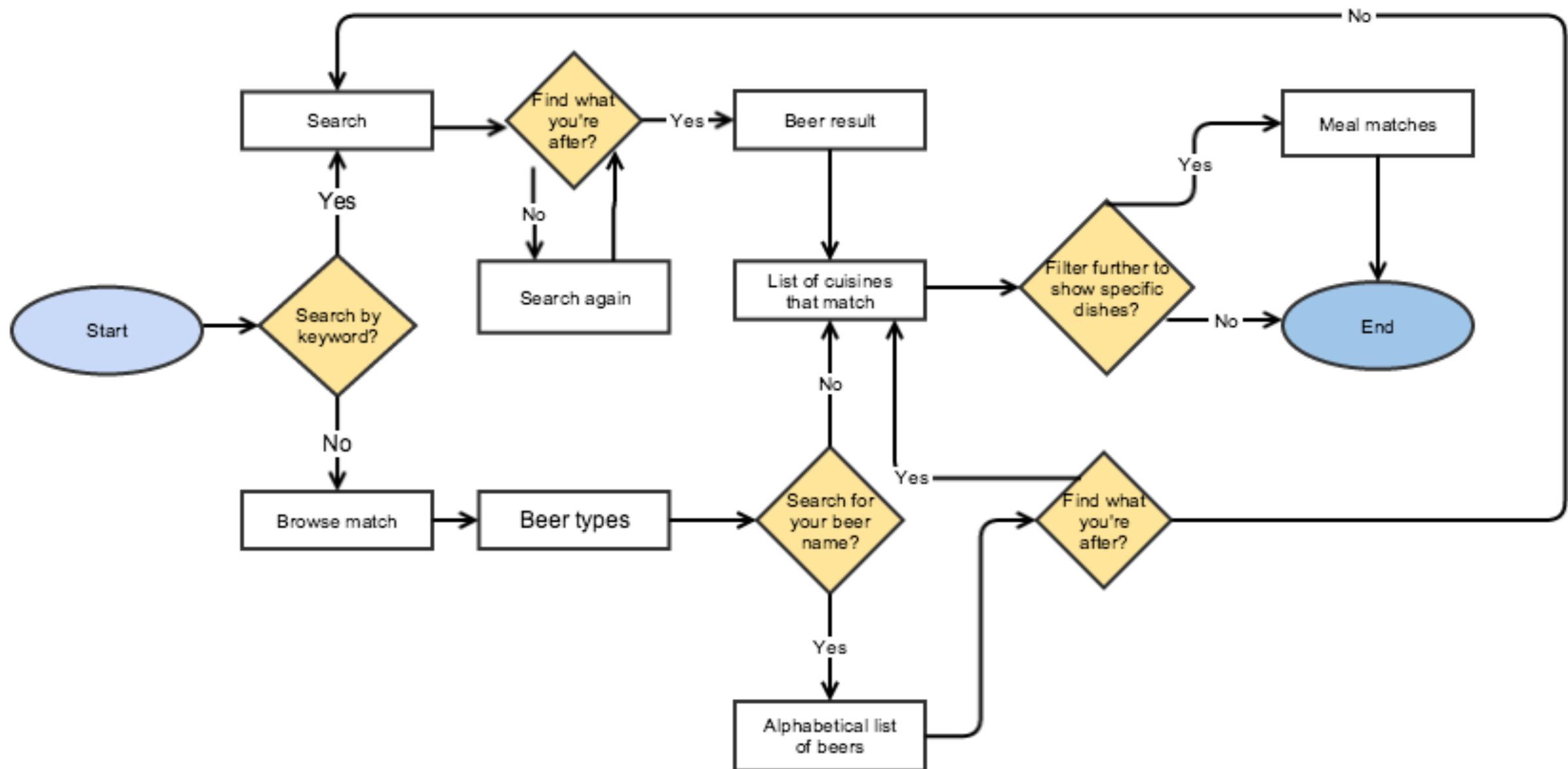
# NAVIGATION

**MAIN NAVIGATION**
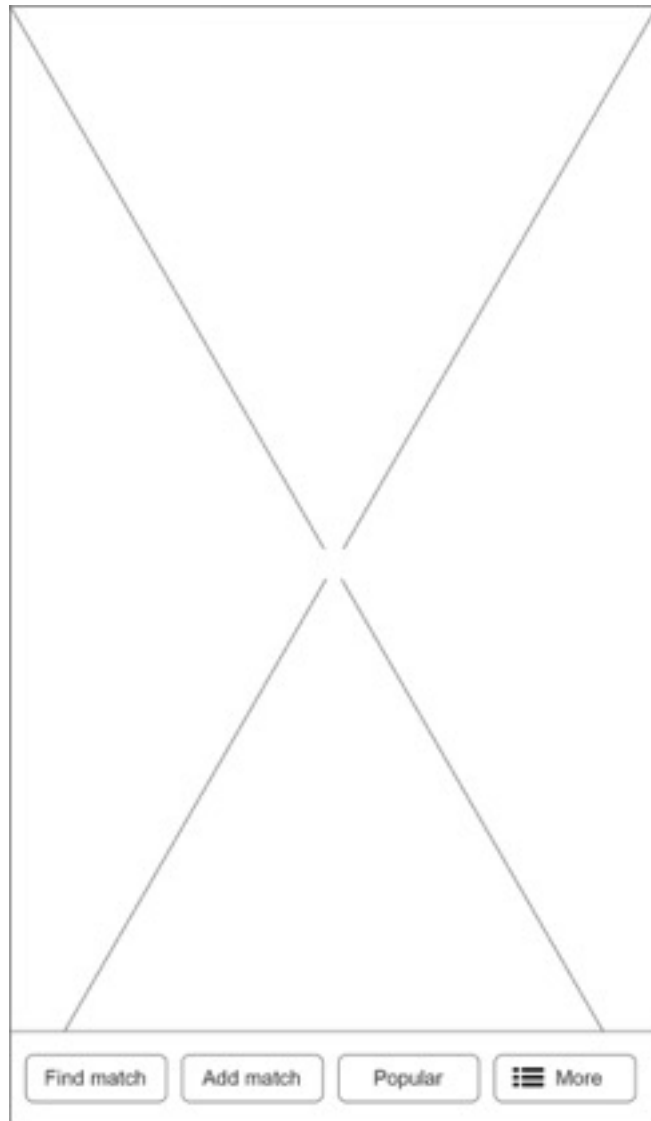
**SLIDEUP NAVIGATION**

**SECONDARY NAVIGATION**

| Find match | Add match | Popular | ☰ More |

About

Account

🔍 Search

| Find match | Add match | Popular | ☰ More |

‹ Back    🏠
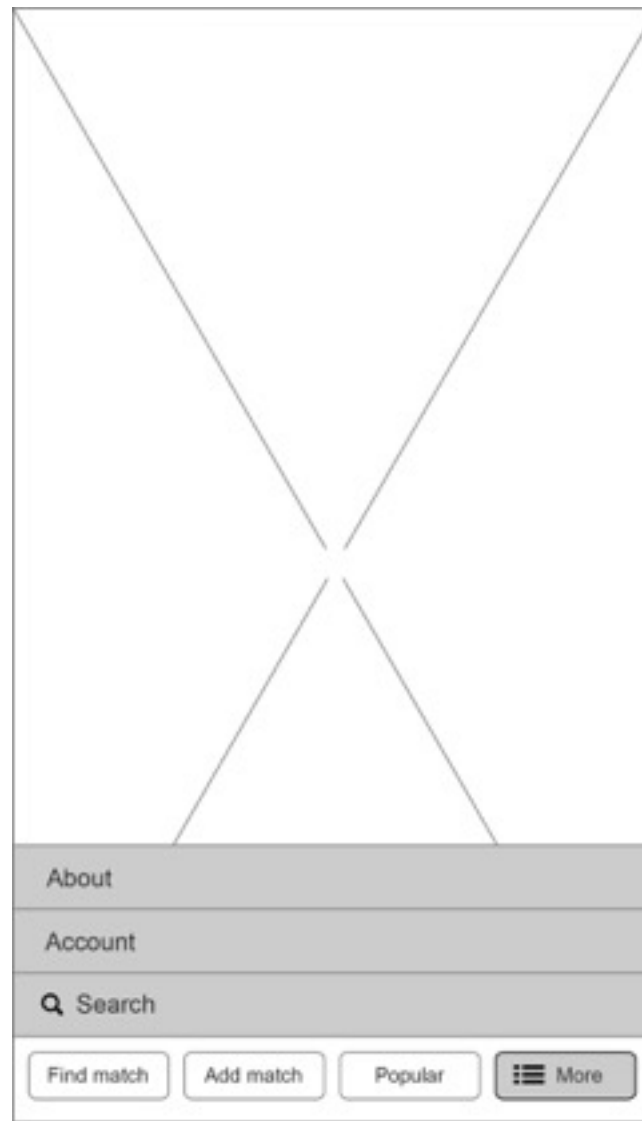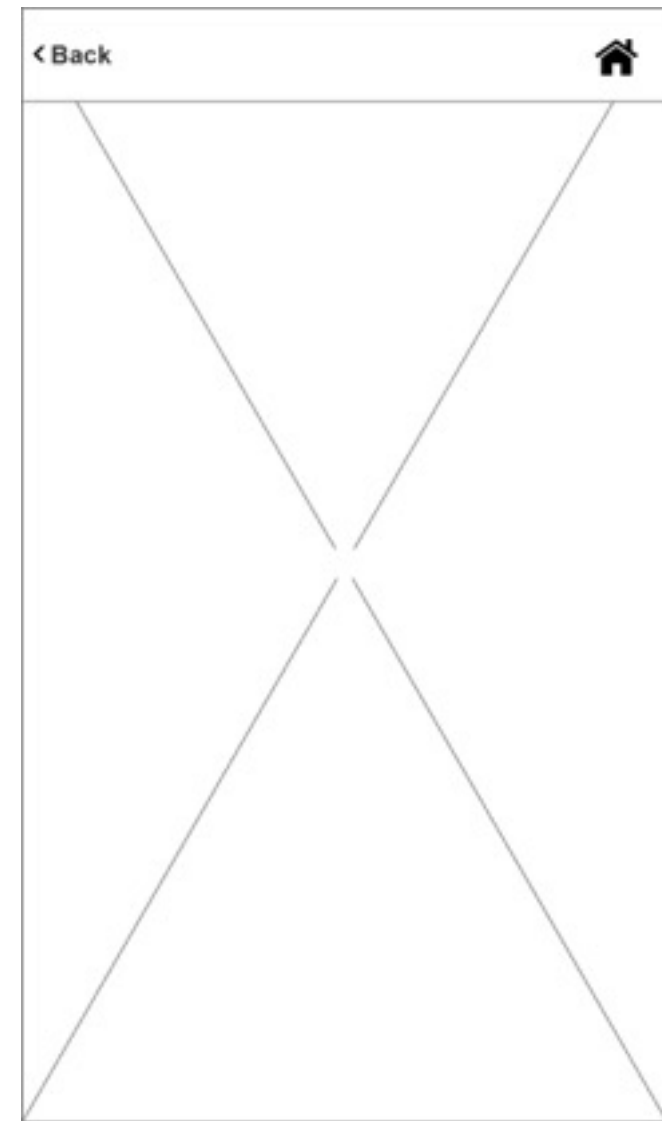
# WIREFRAMING & PROTOTYPING

**RESULTS OF PROTOTYPING: 5 people tested**

**HERE IS WHAT CHANGED, BASED ON MY RESEARCH**

• Made "add your match" one option on homepage, as the two options confused people.

• Added a popular matches button on homepage, as people don't immediately look for menu.

• Change the label on write review page to make more sense. Looking around at other sites, they call it "title for your review", not just "title". Also make it compulsory.

• Remove "add your own" from search results page for find a match, it confused people.

• Show username on page when adding a review.

• Add text to say "* marks compulsory fields", not everyone recognised the star on it's own as a compulsory field without explanation.

• Make "user reviews" text larger font, people didn't notice the title.

# WIREFRAMING & PROTOTYPING

## HOMEPAGE

### BEFORE TESTING
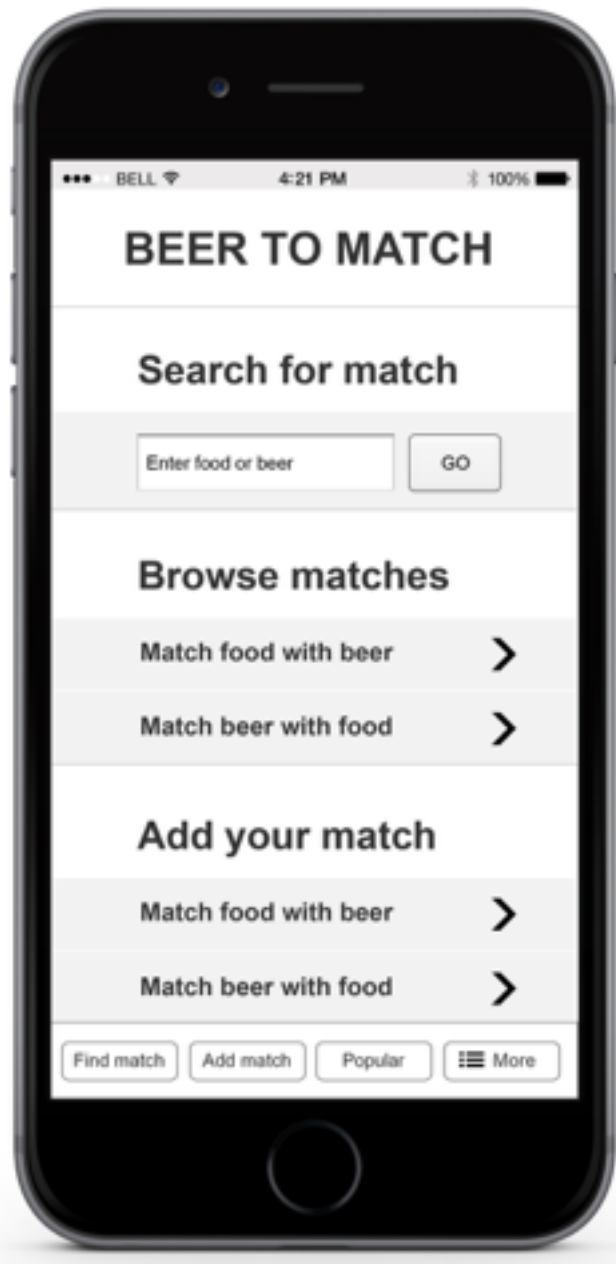


### AFTER TESTING
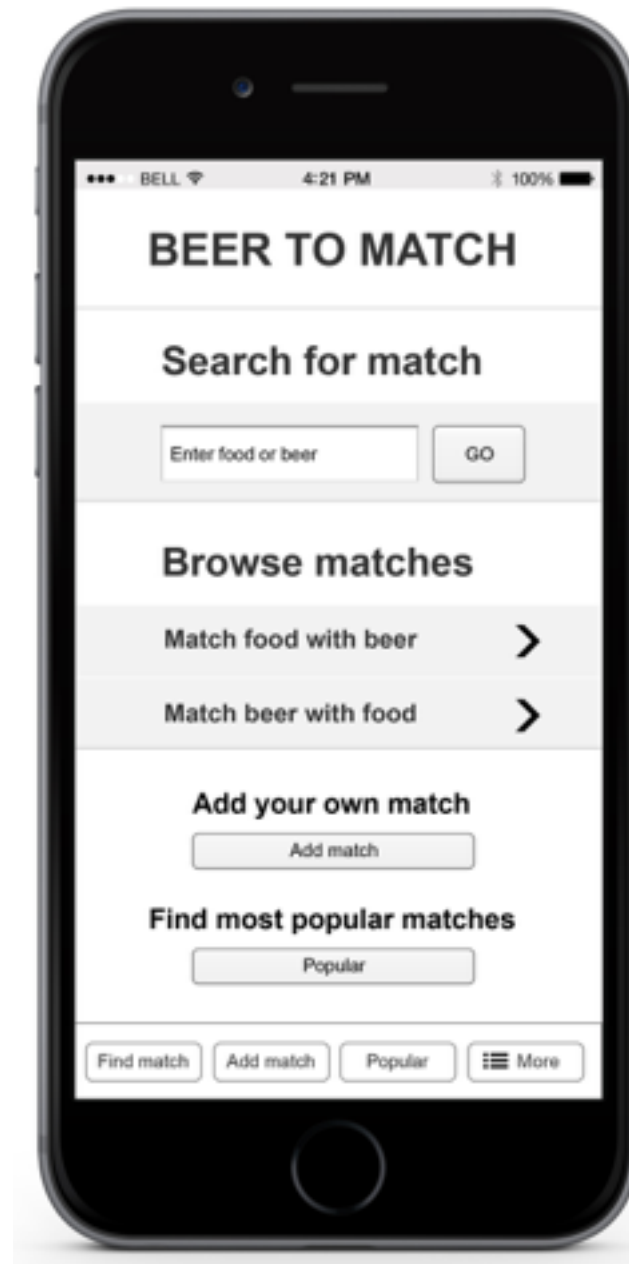


## PERSONA NEEDS MET

### JOHN



To find a definitive answer to what type of beer to have with his meal, based on multiple opinions.

Can find out information on the beers on the menu quickly.

Easily accessible, searchable. Can find an answer in moments, while ordering food.

### LEONARD



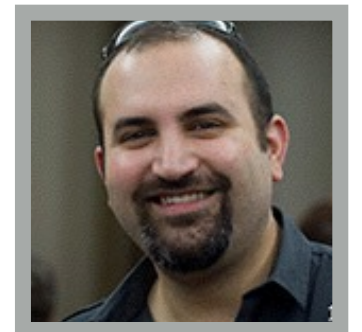To share beer and food experiences with others, where he can gain feedback.

To have a resource he can point customers to when they ask about which food to go with their beer.

To have a general resource where he can find further information on individual beers and food matches.

### BARRY



A way to get the message out for pairing food with his beer.

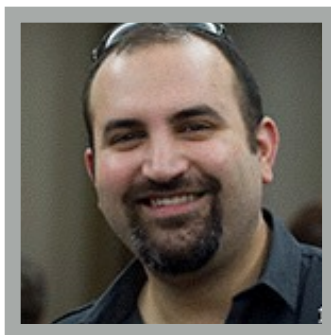# MATCH RESULTS

## PERSONA NEEDS MET
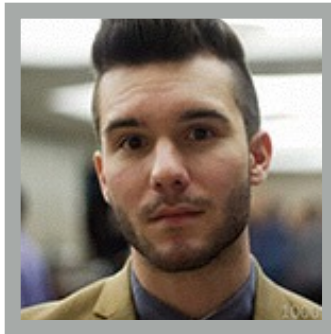
### JOHN

To find a definitive answer to what type of beer to have with his meal, based on multiple opinions.

### LEONARD

To have a resource he can point customers to when they ask about which food to go with their beer.
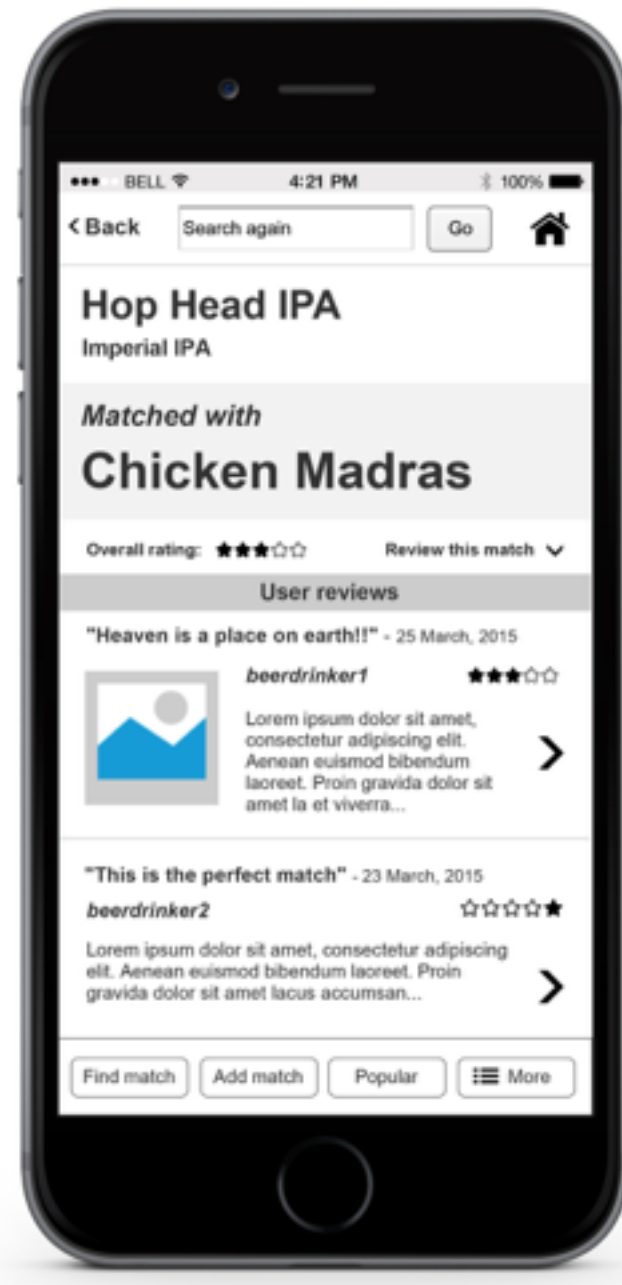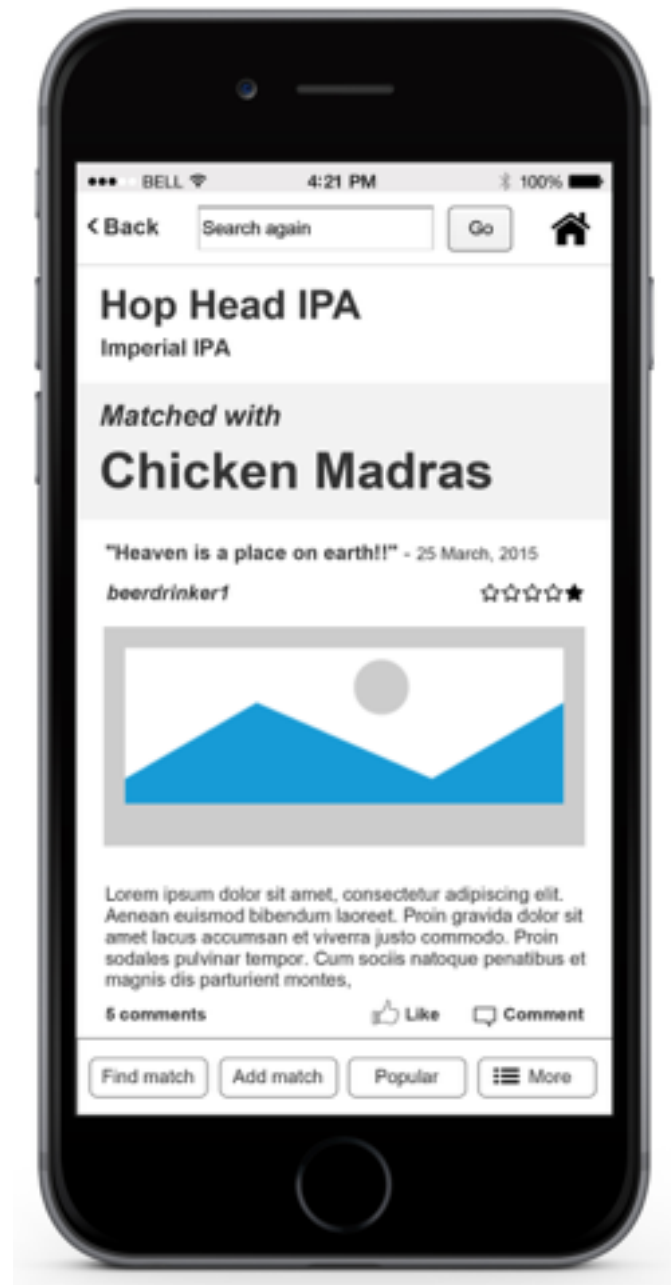
### BARRY

A way to get the message out for pairing food with his beer.

Wants to see customer reviews of his beer and engage with them if they are having problems or giving praise.
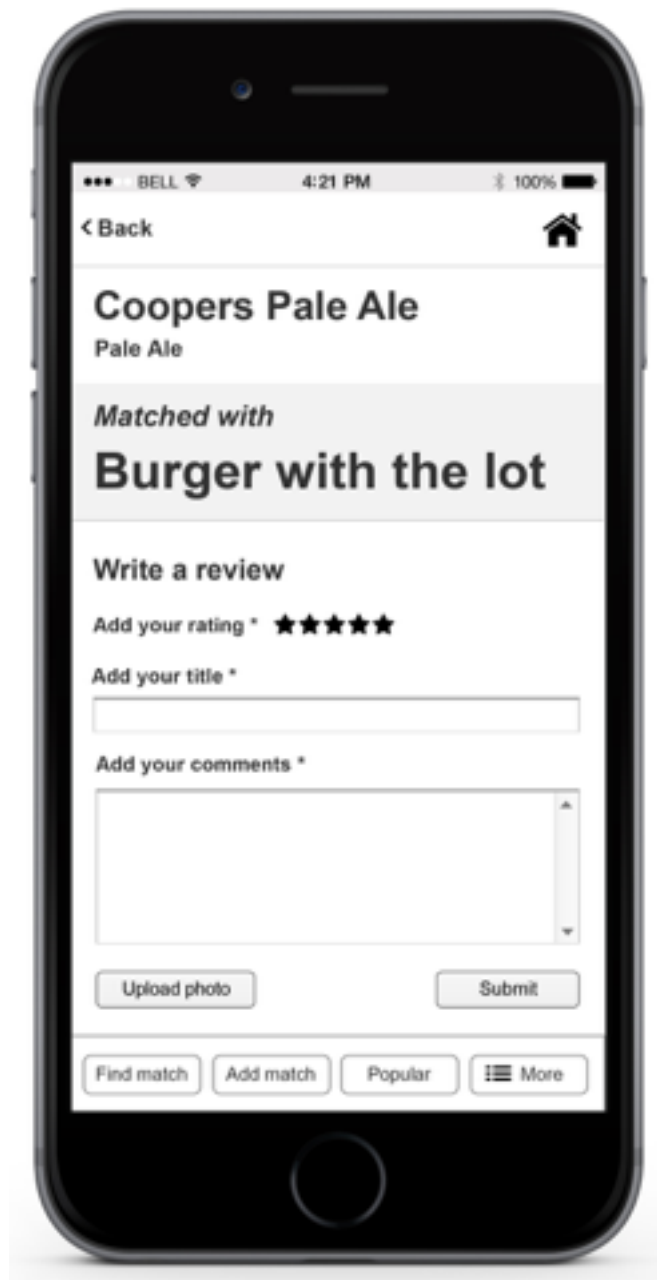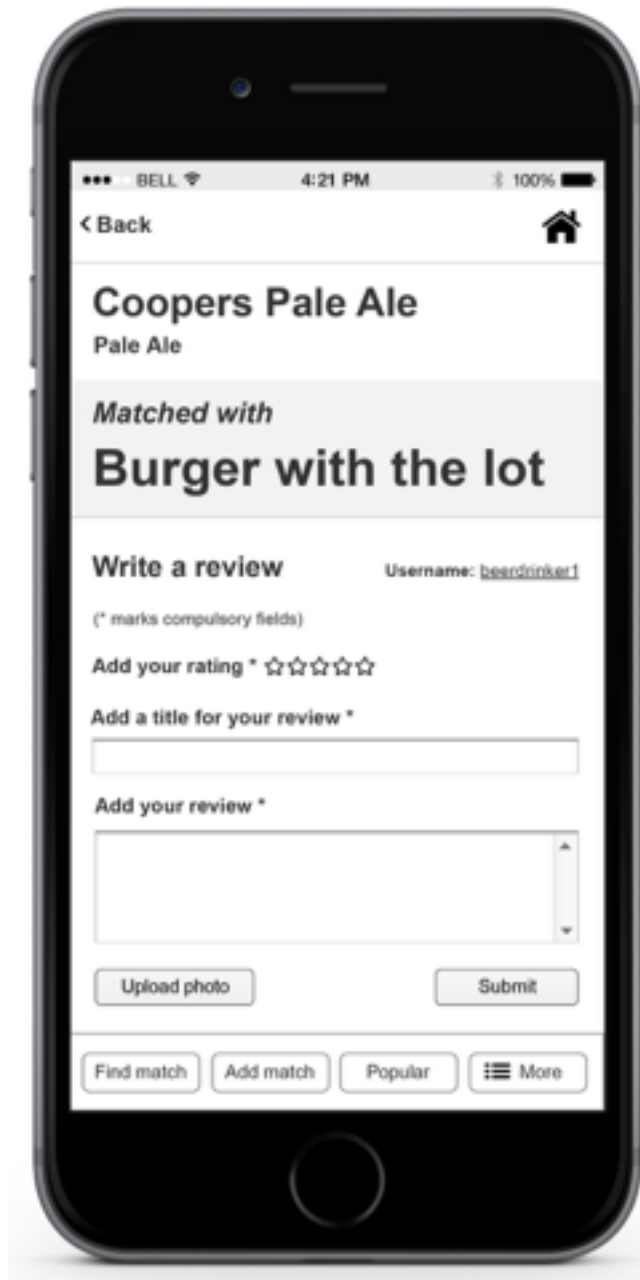
## ALL REVIEWS



## SINGLE REVIEW

## ADD MATCH

**BEFORE TESTING**

**AFTER TESTING**
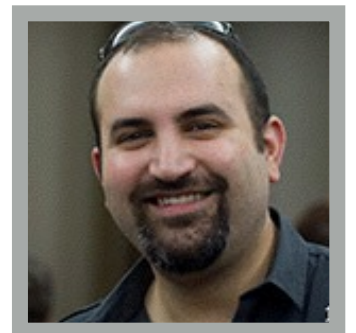
**PERSONA NEEDS MET**



**LEONARD**

To share beer and food experiences with others, where he can gain feedback.

**BARRY**

Customers can check in and upload photos while out drinking his beer.

A way to get the message out for pairing food with his beer.

**WHAT I WOULD LIKE TO HAVE IMPROVED ON,**
**GIVEN MORE TIME**

- More broader user research. Talk to females, wine drinkers, people who don't drink beer and ask what would it take for them to try.

- Redo the card sorting with my own category titles, so it makes more sense to people of where to go.

- Online surveys, to gain more statistics.

## FEATURES I'D LIKE TO ADD

- More information for Wine Drinkers to make the switch to beer
- More detailed information about the beer itself, with beer specific user ratings
- Could search by other alcohol type you like (EG - Red Wine) and get a match according to beer
- Location based features. Check in at a place when you're drinking/dining.
- Information on where to buy the beer or food.
- Allow breweries, bottle shops and venues analytics & tailored ways to contact people about events and promotions, based on the beer & food they are rating and the location they are checking in at.
- Bar code recognition - scan your beer and get matches.
- Calories total for meal and beer

CHEERS!