

# The Well

For Shopify's Digital Product Design Intern Application | Summer 2021

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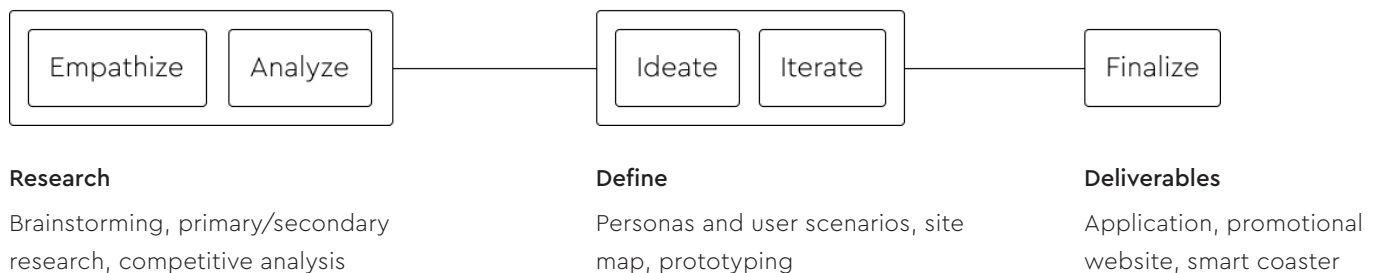
## The Problem

Mixology is defined as *"the skill of mixing cocktails and other drinks"* and usually encompasses sophistication, precision and consistency. For someone who wants to learn this skill, it can be hard to know where to start.

*How can an application teach beginner mixology in a proper, yet unintimidating & educational way?* The task was created through my love of mixology and cocktails, as well as my experience bartending. The goal is to create a way for people to practice mixology in their own home. Some constraints included: time, as this was only a 3 month project; technology, as the solutions of this product could not be created in that time which meant that the "coaster" part of the project is speculative.

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## Process



## Solution

The Well is a smart coaster that lets users become bartenders at home. With the paired app, the coaster is a scale that allows you to pour with ease to ensure that you create perfectly crafted drinks. The app also has other feature to make learning mixology easier such as outlining a drinks flavour profile and tasting notes, as well as allowing users to find recipes based on what ingredients they already have at home. The final output also includes a marketing website as a way to showcase the product to consumers.

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## Reflection

### Learning Outcomes

The main learning outcome throughout this process is understanding the importance of the app softwares that I use for a project. One outcome I wanted to create was a walk-through of the app on the website, but creating the animation was tough since I used Sketch for the app design and had trouble importing this file type to an animation software. These were a lot of extra steps, and a lot of time trying to figure out how to make it work, which could have been avoided if I planned my end goals of the project better.

### Next Steps and Revisions

This project is purely speculative. In the future, user-testing a wider audience will allow me to fully understand the usability of the app and gain more insights on whether this is a product many people would use.

Also, I want to create another product that is geared towards restaurants in order to make service more efficient but still maintaining the proper measurements and preciseness. With this in mind, I think that redesigning the bar-mat that bartenders use, but making it a light up scale will increase the target audience and the scope of this project.