





Team
Build-A-Beer

Persona Type		Marketing	
1 User/Customer Name	2 Job Title/Functional Role	3 Customer/User segment	
Robert Atkins	Mechanical Engineering Manager	Connoisseur	
4 Photo	5 Key Demographic Details	6 Personality & Behavioral Characteristics	
	<p>Age: 44 years</p> <p>Gender: Male</p> <p>Family: Married, with 2 boys</p> <p>Education: Masters in Engineering</p> <p>Location: Calgary, AB</p> <p>Income: \$132,000</p> <p>Organizational details: Works on upstream oil and gas projects</p> <p>Employment: 15 years, 4 in current role.</p>	<p>Has a tendency to micromanage people and situations.</p> <p>May waffle on decisions that he is not familiar with.</p> <p>Usually researches topics thoroughly, and is confident in his decisions once he has researched them.</p> <p>Has a wide range of interests that he researches for the sake of knowledge.</p> <p>Is slightly introverted and has a few good friends. Many acquaintances through boys involvement in hockey.</p> <p>Comes off to others as a know it all.</p> <p>Slightly clueless to how others 'actually' perceive him.</p>	
7 Representative Quote	8 Pain Points	9 Drivers & Influencers	
"I want it done right, and these things are worth exploring and tweaking."	Finds he is always wanting more details and abilities to customize.	<p>Wants to show his intellectual superiority.</p> <p>Enjoys the intricacies of brewing the flavours and how they interact. Likes to talk and explore options with others.</p>	

10 Purchase/User Experience Goals	11 Motivations	12 Perceived Obstacles
<p>Reduce time spent on manually extracting key talent management reports.</p> <p>Shift focus to building data-supported recommendations.</p>	<p>Wants to be able to fine tune options</p> <p>Would like to have information available should he choose explore further</p>	<p>Will not have new cool ingredients/options to try new creations</p> <p>Application does not proceed through steps logically. If changes are required at any stage, is there the ability to jump to that option, and return to current usage without losing place.</p>
13 Relationship to Brand/Product	14 Technology Expertise	15 Preferred Channels / Devices / Platforms
<p>Priorities is the final quality of product, but is also cost conscious.</p> <p>Will stick with product as long as the features and options exceed competing nearby products</p>	<p>Proficient in current OS and browsers in use.</p> <p>Expert in spreadsheets and word processing.</p> <p>Limited exposure to collaboration and text messaging.</p>	<p>Will use whichever platform fits him best. Prefers a laptop computer</p>

Persona Type		Marketing	
1 User/Customer Name	2 Job Title/Functional Role	3 Customer/User segment	
John Smith	Accountant	New to craft beer	
4 Photo	5 Key Demographic Details	6 Personality & Behavioral Characteristics	
	<p>Age: 33 years</p> <p>Gender: Male</p> <p>Family: Single</p> <p>Education: Bachelors in Commerce</p> <p>Location: Seattle Washington, United States</p> <p>Income: \$95,000</p> <p>Organizational details:</p> <p>Employment: 8 years, 6 in current role.</p>	<p>Detail oriented during his workday.</p> <p>Tendency to work overtime to complete tasks.</p> <p>Enjoys social events with family and work friends.</p> <p>Drinks from a selection of craft beers brewed at local breweries, and has other alcoholic beverages at events.</p> <p>Enjoys reading during his free time.</p> <p>Is frugal with money and rarely splurges on items.</p> <p>Purchases occasionally from Amazon.</p>	
7 Representative Quote	8 Pain Points	9 Drivers & Influencers	
	<p>Doesn't have enough free time brew craft beer.</p> <p>Doesn't have the knowledge and experience to have a home brewery, nor does he want to spend the time learning it.</p>	<p>Enjoys craft beer offered at local breweries.</p> <p>Is influenced by colleagues who have home breweries.</p>	

10 Purchase/User Experience Goals	11 Motivations	12 Perceived Obstacles
Hasn't produced his own craft beer, but has seen a number of home breweries of colleagues Occasionally purchases local craft beer.	Wants to be able to craft personalized beer without all of the equipment, time, and learning required with a home brewery	Doesn't easily trust online/mobile applications that require purchases Doesn't enjoy waiting long periods for a product; wants to be involved in the process
13 Relationship to Brand/Product	14 Technology Expertise	15 Preferred Channels / Devices / Platforms
Doesn't enjoy mainstream beer brands	Frequent user of mobile applications. Uses Excel, Word and Powerpoint regularly during work hours. Solid understanding of general website navigation, online purchasing, etc.	Uses Android mobile OS. Uses Windows desktop OS.

Beer Notes/ Journal

Rating _____
 Description _____
 Name _____
 Brewer _____
 Community Rating _____
 Brewer Rating _____
 Type _____

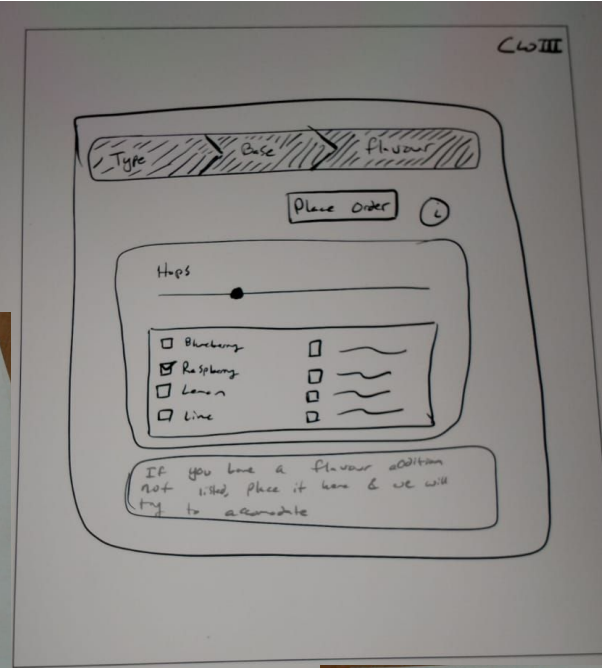
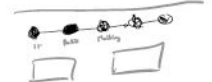
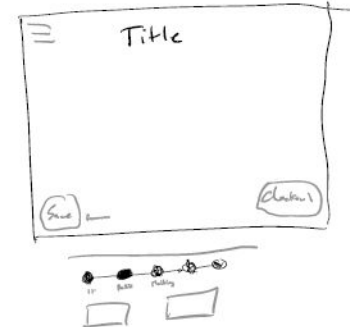
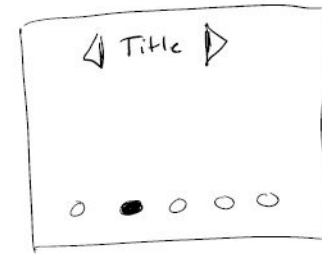
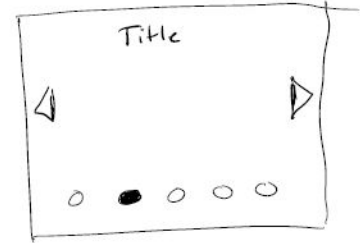
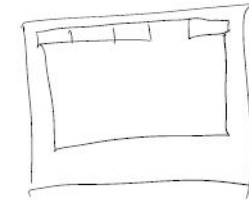
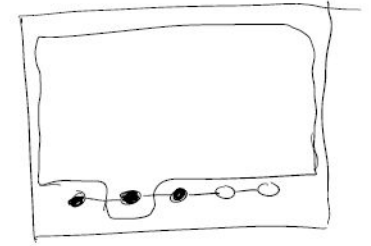
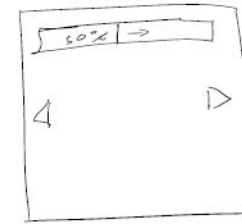
Recipe _____

Brewing notes _____

Tasting notes _____

2 (comment)

Build-A-Beer: Sketches for ideation



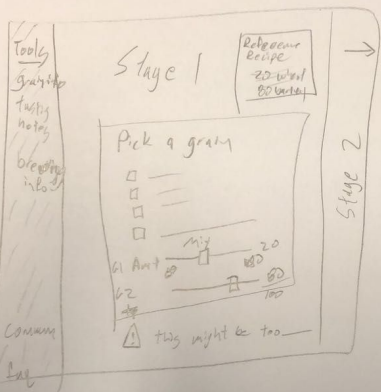
BUILD-A-BEER

Step 1: _____
 Step 2: _____

Horizontal scroll

confirmation screen

JD



Our Process

- Overview
- Quality...
- What makes us unique
- Summary of process...

Scroll...

Fermentation

- Best products/ingredients...
- Alc
- Water

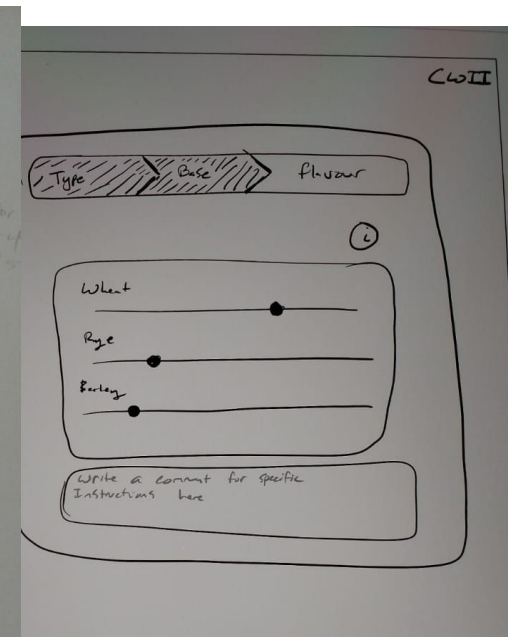
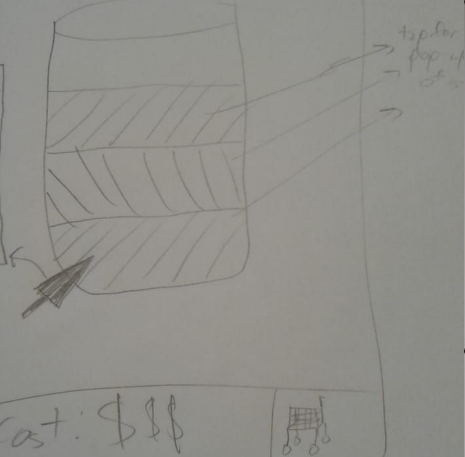
Scroll...

Picture

Picture

BUILD-A-BEER

Customize:

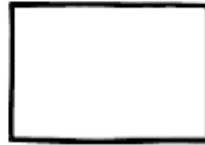




Build-A-Beer

My Build-A-Beer

Sign-Up



Start From Recipe



Start From Scratch



Find a Beer

[Home](#) | [About](#) | [Forum](#) | [Order Status](#) | [FAQ](#)

About Build-A-Beer

Build-A-Beer is a website that allows you to create your own beer. You can choose from a variety of recipes and ingredients to create a unique beer. The website is easy to use and provides a lot of information about the brewing process. You can also find a lot of information about the different types of beer and the different ingredients used in them. Build-A-Beer is a great resource for anyone who is interested in brewing beer.

What We Do

Build-A-Beer is a website that allows you to create your own beer. You can choose from a variety of recipes and ingredients to create a unique beer. The website is easy to use and provides a lot of information about the brewing process. You can also find a lot of information about the different types of beer and the different ingredients used in them. Build-A-Beer is a great resource for anyone who is interested in brewing beer.

Location

Build-A-Beer is a website that allows you to create your own beer. You can choose from a variety of recipes and ingredients to create a unique beer. The website is easy to use and provides a lot of information about the brewing process. You can also find a lot of information about the different types of beer and the different ingredients used in them. Build-A-Beer is a great resource for anyone who is interested in brewing beer.



Home

FAQ

Ask Brewmaster

Check-out

<Items when Logged in>

Recipe Book

Order Status

My Beer Journal

Save My Creation

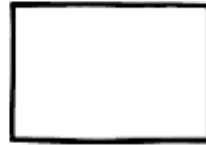
-

Log-out

Build-A-Beer

My Build-A-Beer

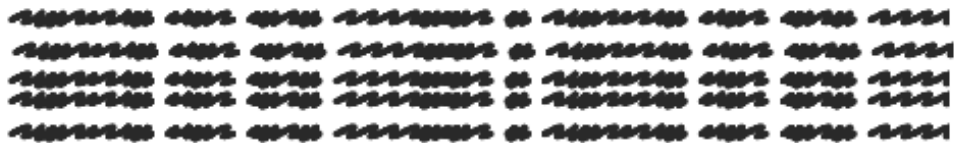
Sign-Up



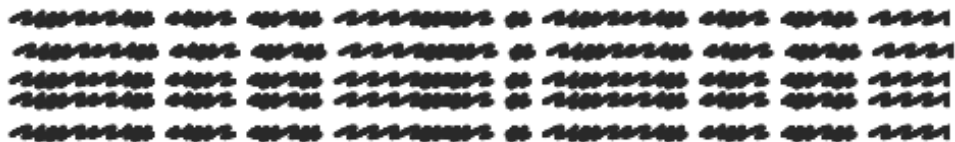
Start From Recipe

Start From Scratch

Find a Beer



What We Do





Recipe

Pick your favorite to brew or modify

Basic

Name	Brew	Customize	My Favorites	Info
Basic Ale	Brew	Customize	Add Favorites	Info
Basic Lager	Brew	Customize	Add Favorites	Info

Links will be icons



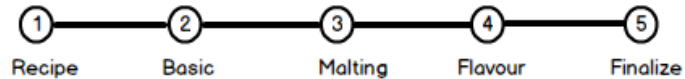
My Recipes

Name	Brew	Customize	My Favorites	Info
Ales fair in love and war	Brew	Customize	Add Favorites	Info
Lager than life	Brew	Customize	Add Favorites	Info

Find Other

Name	Brew	Customize	My Favorites	Info
The Ale Next Door	Brew	Customize	Add Favorites	Info
Another Lager	Brew	Customize	Add Favorites	Info

Save



Check-out

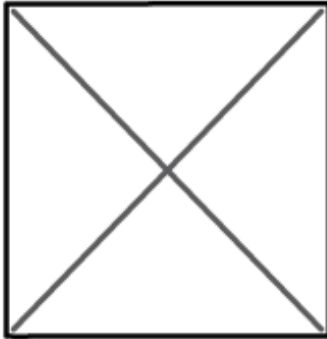


Basics



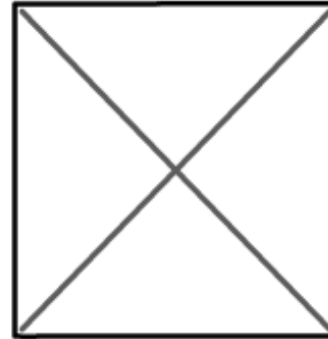
Pick your favorite to brew or modify

Select One:



Ale

117861 07261 00012 702 00002
000170007007070 0000700000 00002 70000
001 00070000 7000702 00000000002 02
10000700 002 00000700 100000 00007000 02
00001 000 10001 0000001 70002 100007000
00007000700001 00000001 100007002 10002
02 00007002 001 000 000000001
000170070002 00002 000700 070700 000012
00 700070000000002 00 00007000700



Lager

117861 07261 00012 702 00002
000170007007070 0000700000 00002 70000
001 00070000 7000702 00000000002 02
10000700 002 00000700 100000 00007000 02
00001 000 10001 0000001 70002 100007000
00007000700001 00000001 100007002 10002
02 00007002 001 000 000000001
000170070002 00002 000700 070700 000012
00 700070000000002 00 00007000700

Save

1

Recipe

2

Basic

3

Malting

4

Flavour

5

Finalize

Check-out





Malting ⁱ



Pick your favorite to brew or modify

Wheat ⁱ

60%

Rye ⁱ

60%

Barley ⁱ

60%

Basic Malting Info - Changes to grain info if info buttons pressed

Basic Malting Info - Changes to grain info if info buttons pressed

Save

1 2 3 4 5
Recipe Basic Malting Flavour Finalize

Check-out

Basic Malting Info - Changes to grain info if info buttons pressed

740017024005	040012	040705	740017024005	05	740017024005	040012	040705	740017024005
740017024005	040012	040705	740017024005	05	740017024005	040012	040705	740017024005
740017024005	040012	040705	740017024005	05	740017024005	040012	040705	740017024005



Finalize



Pick your favorite to brew or modify

Something

Quantities

Bottles (2 Doz) \$225.00 ea

Keg (1/4) 400.00 ea

Labels

- ☐ Standard
☒ Custom

Some text



Brewer Notes

Recipe Summary

1. Select a recipe to modify or create a new one. The recipe summary will show the ingredients and quantities for each recipe. You can also view the recipe details for each recipe.

2. Select a recipe to modify or create a new one. The recipe summary will show the ingredients and quantities for each recipe. You can also view the recipe details for each recipe.

3. Select a recipe to modify or create a new one. The recipe summary will show the ingredients and quantities for each recipe. You can also view the recipe details for each recipe.

4. Select a recipe to modify or create a new one. The recipe summary will show the ingredients and quantities for each recipe. You can also view the recipe details for each recipe.

5. Select a recipe to modify or create a new one. The recipe summary will show the ingredients and quantities for each recipe. You can also view the recipe details for each recipe.

6. Select a recipe to modify or create a new one. The recipe summary will show the ingredients and quantities for each recipe. You can also view the recipe details for each recipe.

7. Select a recipe to modify or create a new one. The recipe summary will show the ingredients and quantities for each recipe. You can also view the recipe details for each recipe.

8. Select a recipe to modify or create a new one. The recipe summary will show the ingredients and quantities for each recipe. You can also view the recipe details for each recipe.

9. Select a recipe to modify or create a new one. The recipe summary will show the ingredients and quantities for each recipe. You can also view the recipe details for each recipe.

10. Select a recipe to modify or create a new one. The recipe summary will show the ingredients and quantities for each recipe. You can also view the recipe details for each recipe.

Add to Cart

\$420.00

Save

1 2 3 4 5
Recipe Basic Malting Flavour Finalize

Check-out

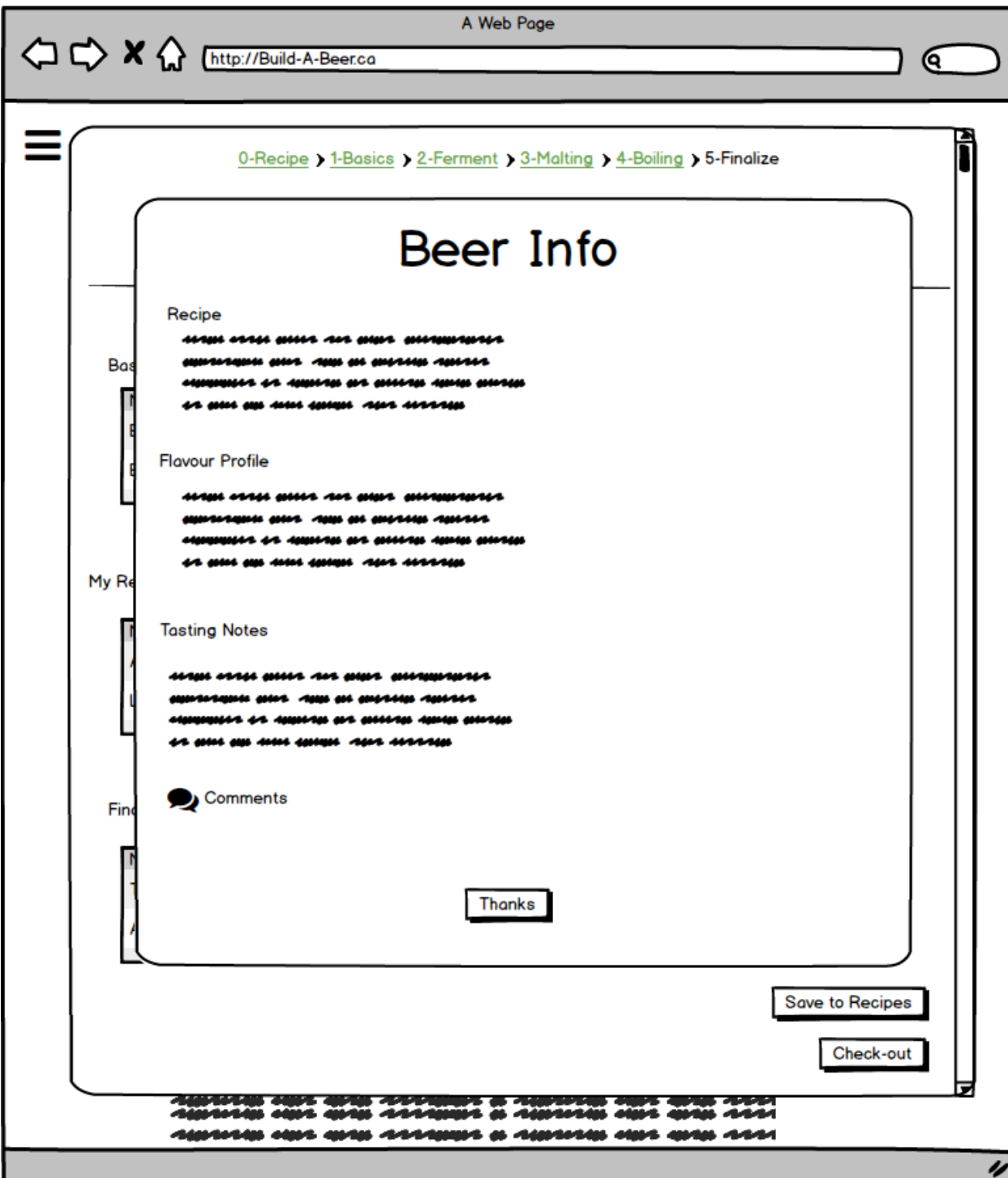
1. Select a recipe to modify or create a new one. The recipe summary will show the ingredients and quantities for each recipe. You can also view the recipe details for each recipe.

2. Select a recipe to modify or create a new one. The recipe summary will show the ingredients and quantities for each recipe. You can also view the recipe details for each recipe.

3. Select a recipe to modify or create a new one. The recipe summary will show the ingredients and quantities for each recipe. You can also view the recipe details for each recipe.

4. Select a recipe to modify or create a new one. The recipe summary will show the ingredients and quantities for each recipe. You can also view the recipe details for each recipe.

5. Select a recipe to modify or create a new one. The recipe summary will show the ingredients and quantities for each recipe. You can also view the recipe details for each recipe.





[0-Recipe](#) > [1-Basics](#) > [2-Ferment](#) > [3-Malting](#) > [4-Boiling](#) > [5-Finalize](#)

Ale Wiki

Ale

Ale is a type of beer that is brewed with malted barley and hops. It is a traditional style of beer that has been brewed for centuries. Ale is typically brewed in a single batch, and the fermentation process is relatively simple. The resulting beer is often described as having a "clean" or "crisp" flavor, with a slight bitterness from the hops. Ale is a popular choice for those who enjoy a light, refreshing beverage.

There are many different styles of ale, each with its own unique characteristics. Some of the most popular styles include Pilsner, Lager, and Stout. Each style is brewed using different ingredients and techniques, resulting in a wide variety of flavors and aromas. Ale is a versatile beverage that can be enjoyed in many different settings, from a casual gathering with friends to a formal dinner.

Ale is a type of beer that is brewed with malted barley and hops. It is a traditional style of beer that has been brewed for centuries. Ale is typically brewed in a single batch, and the fermentation process is relatively simple. The resulting beer is often described as having a "clean" or "crisp" flavor, with a slight bitterness from the hops. Ale is a popular choice for those who enjoy a light, refreshing beverage.

The ale is brewed with malted barley and hops. It is a traditional style of beer that has been brewed for centuries. Ale is typically brewed in a single batch, and the fermentation process is relatively simple. The resulting beer is often described as having a "clean" or "crisp" flavor, with a slight bitterness from the hops. Ale is a popular choice for those who enjoy a light, refreshing beverage.

Thanks

Save to Recipes

Check-out

Ale is a type of beer that is brewed with malted barley and hops. It is a traditional style of beer that has been brewed for centuries. Ale is typically brewed in a single batch, and the fermentation process is relatively simple. The resulting beer is often described as having a "clean" or "crisp" flavor, with a slight bitterness from the hops. Ale is a popular choice for those who enjoy a light, refreshing beverage.



Confirm Cancel

Do you want to save before you cancel?

Cancel

Save

Add to Cart

\$420.00

Save

0

1

2

3

4

5

Check-out

Recip

Basi

Ferment

Malting

Boiling

Finalize

