



MyVineyard

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Problem Statement

- ❖ Create a site that helps users choose a good wine based on their particular tastes and needs.



Wine of the Week



Latcham Zinfandel Special Reserve (2002) ★★★★★

Winery : Granite Springs Winery
 Varietal : Zinfandel
 Region : El Dorado County, CA
 Type : Red Wine



BEST PRODUCT



Best Selling Reds (6 Reds)
 This pack was designed with red wine lovers in mind.

Search Recommendations

Appellation:

Reviewer:

Varietal:

Winery:

Buy Wine

Order Direct
 from Wineries



What's Hot

Wineries

1. Caymus Vineyards
2. GTS Vineyards
3. Caduceus Cellars
4. Marcassin Vineyard
5. Cakebread Cellars
6. Hazlitt 1852 Vineyards
7. Hermann J. Wiemer Vineyard

Research

- ❖ Bricks and mortar
- ❖ Directed storytelling
- ❖ Competitive analysis



Bricks and Mortar

Novice

- ❖ 'Sounded' good
- ❖ Interesting flavor
- ❖ Friend recommended

Intermediate

- ❖ Type of grape
- ❖ Current mood
- ❖ Winery
- ❖ Social interaction

Directed Storytelling

Novice

- ❖ Read labels/descriptions
- ❖ Ask server for advice
- ❖ Friend recommendations

Intermediate

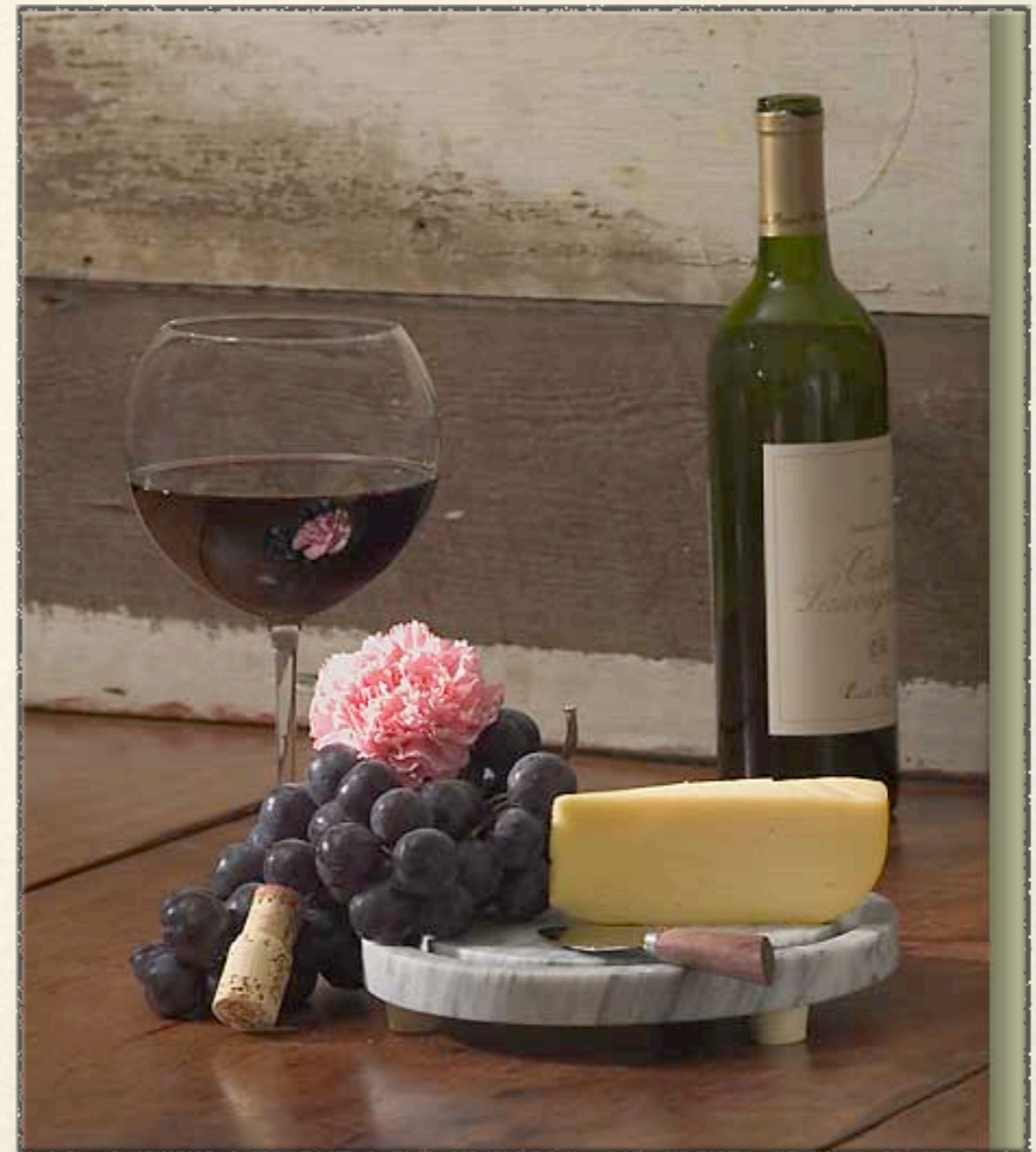
- ❖ Consider what it will be paired with
- ❖ Rely on past experience
- ❖ Want more information

Competitive Analysis

- ❖ Generally, sites geared towards to more informed drinker
- ❖ Some filter between novice and advanced info
- ❖ Survey based vs ranking based
- ❖ Focus on varietals, less on wineries

Synthesis

- ❖ Model and target group
- ❖ Persona: Clayton Phillips
- ❖ Persona: Tina Furlong



Intermediate

Novice

Past Experience

- varietal
- vintage
- body
- winery/region

-specific characteristics

Pairing
with Food

Cooking vs
Drinking

Recommendations from
others

- friends
- server
- experts

Taste

Red vs. White

Interesting Flavor

Label/Description

Pleasant Experience

Alcohol Content



Persona



Clayton

- ❖ Clayton Phillips (Male, 26 years old, Single)
- ❖ Recent graduate, works at start-up in Bay area
- ❖ Extremely social, enjoys 'Fine Dining'
- ❖ With his new job he has more disposable income and wants to learn more about the intricacies of wine
- ❖ Knows the basics; knows the characteristics and some of the components that he likes
- ❖ Wants to be informed on the other things to look for in a wine, how to pair wines with food to maximize the flavor; wants to make his own informed decision

Persona



Tina

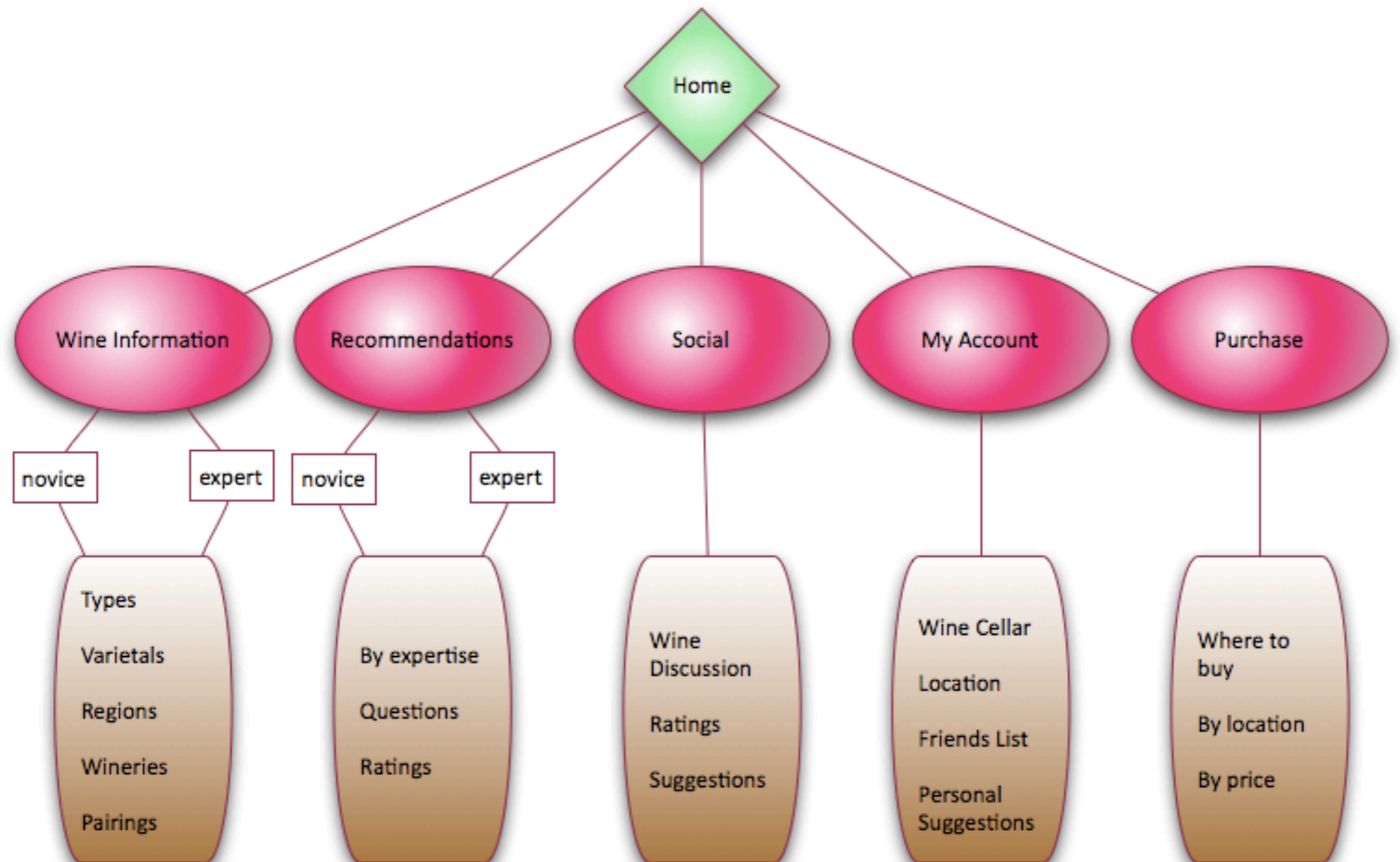
- ❖ Tina Furlong (Female, 53 years old, Married)
- ❖ Account Executive for a PR firm in Fort Wayne, IN
- ❖ Enjoys reading, spending time with her new grandson, and her morning coffee
- ❖ Frequently attends dinner parties and is occasionally asked to bring a bottle of wine along
- ❖ Knows nothing about wine, doesn't drink much (if at all) and isn't really concerned with learning about wines
- ❖ Wants to be able to bring something along that others will enjoy, based on recommendations and maybe knowing the type of food that will be served

Design

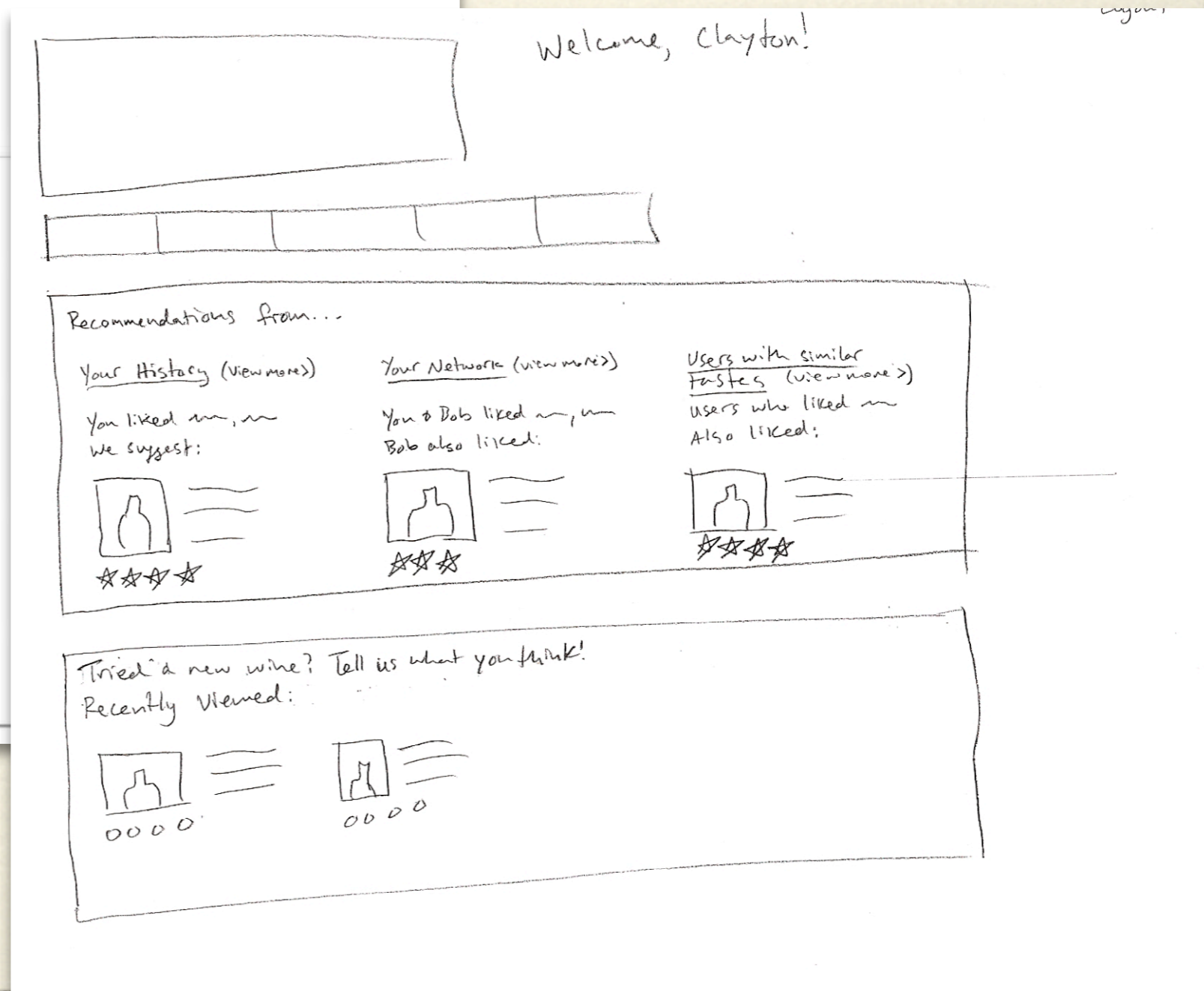
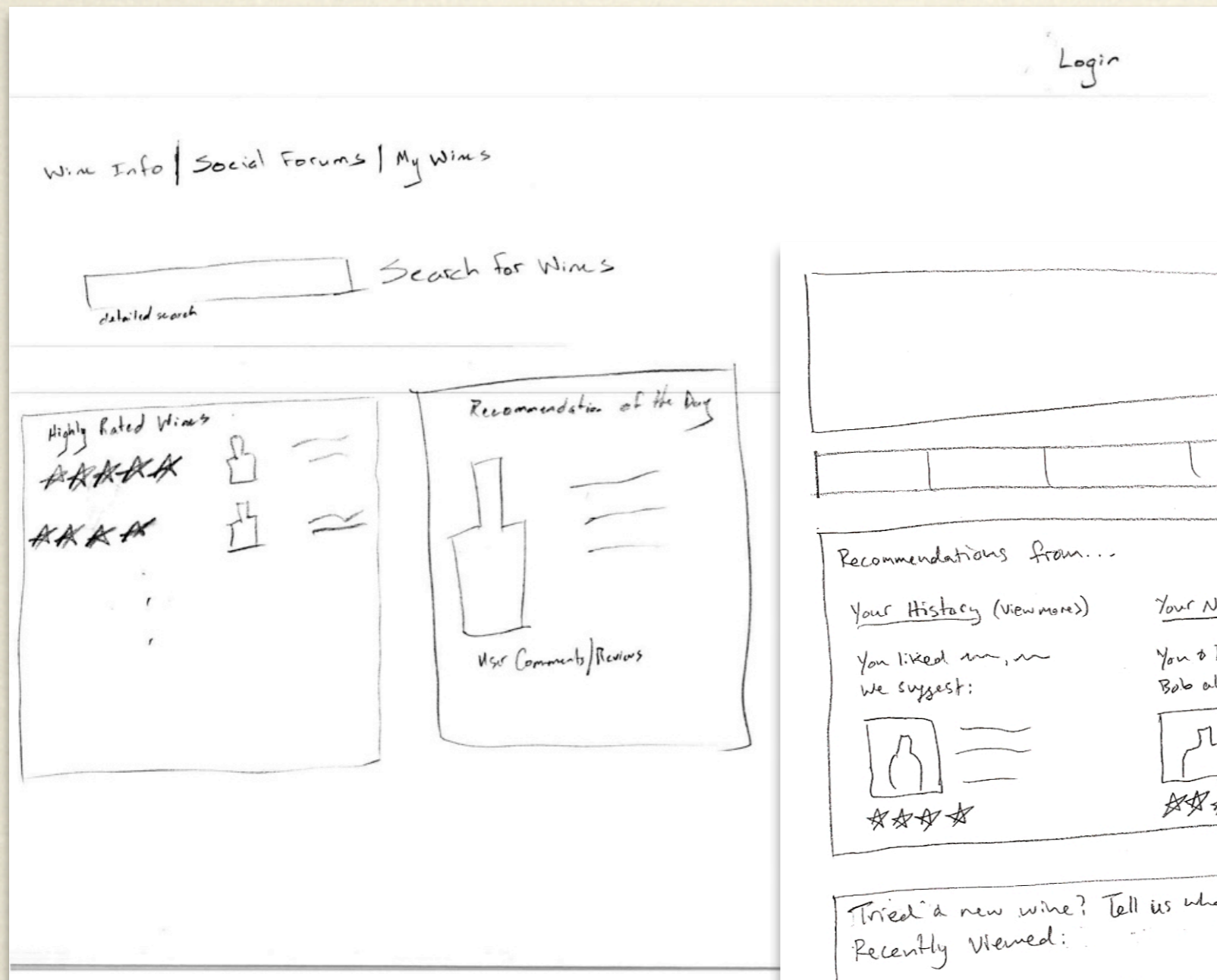
- ❖ Site structure
- ❖ Sketches
- ❖ Mood board/colors





High Level Site Map



Sketches: Main Page



Sketches: Search

Win Info	Forums	My Wins (2)
Detailed Search		Sort by ▾
Price	_____	_____
Vintage	_____	_____
Varietal	_____	_____
Save Compare		
<input checked="" type="checkbox"/> 	AAA \$\$\$	_____ _____ _____
<input checked="" type="checkbox"/> 	AAA \$\$\$	_____ _____ _____

LOGO

SEARCH

Your Search SORT BY

Price from US \$0 to US \$20

Vintage wines from any vintage

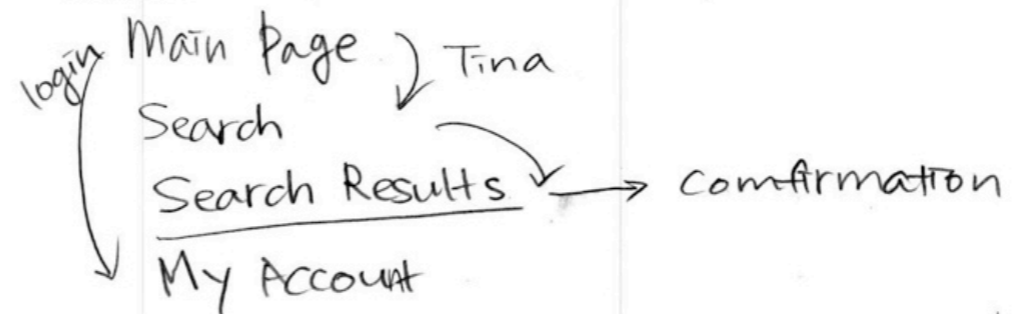
Show Wines Available in zip code SEARCH

	Title	2005	★★★★★ 4.5
 <input checked="" type="radio"/> Large	<ul style="list-style-type: none"> • Winery • Varietal • Region • Type 		<input type="button" value="BUY"/> \$16 USD
 <input checked="" type="radio"/> Large	<ul style="list-style-type: none"> • Title • Winery • Varietal • Region • Type 		★★★☆☆ 3.0 <input type="button" value="BUY"/> \$20 USD

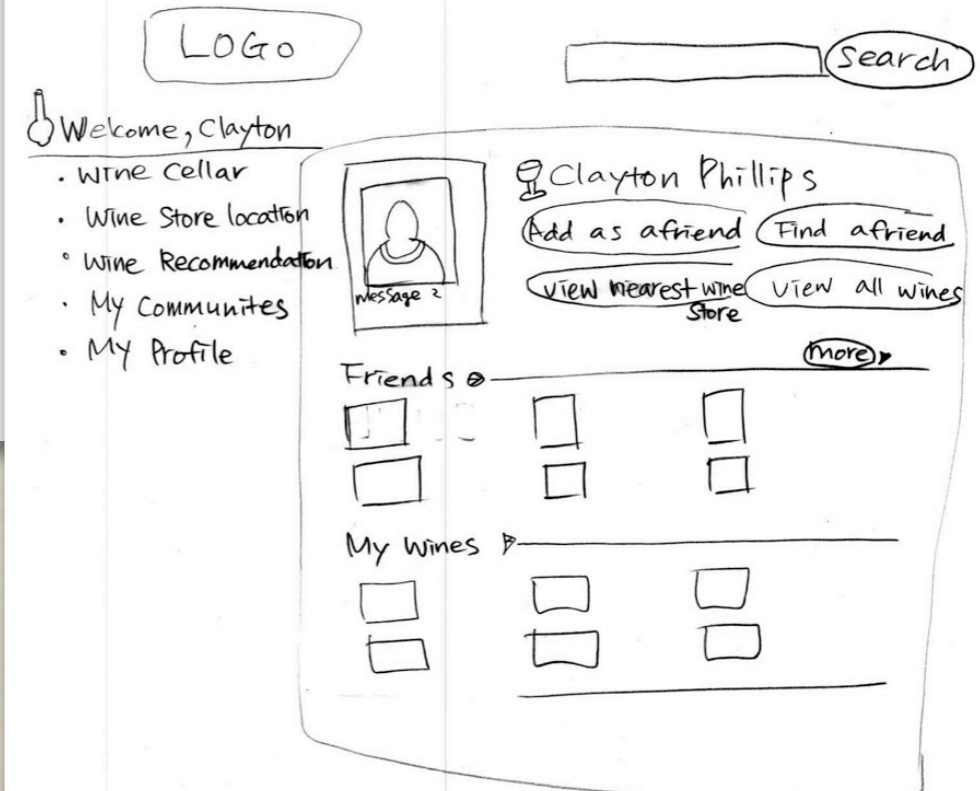
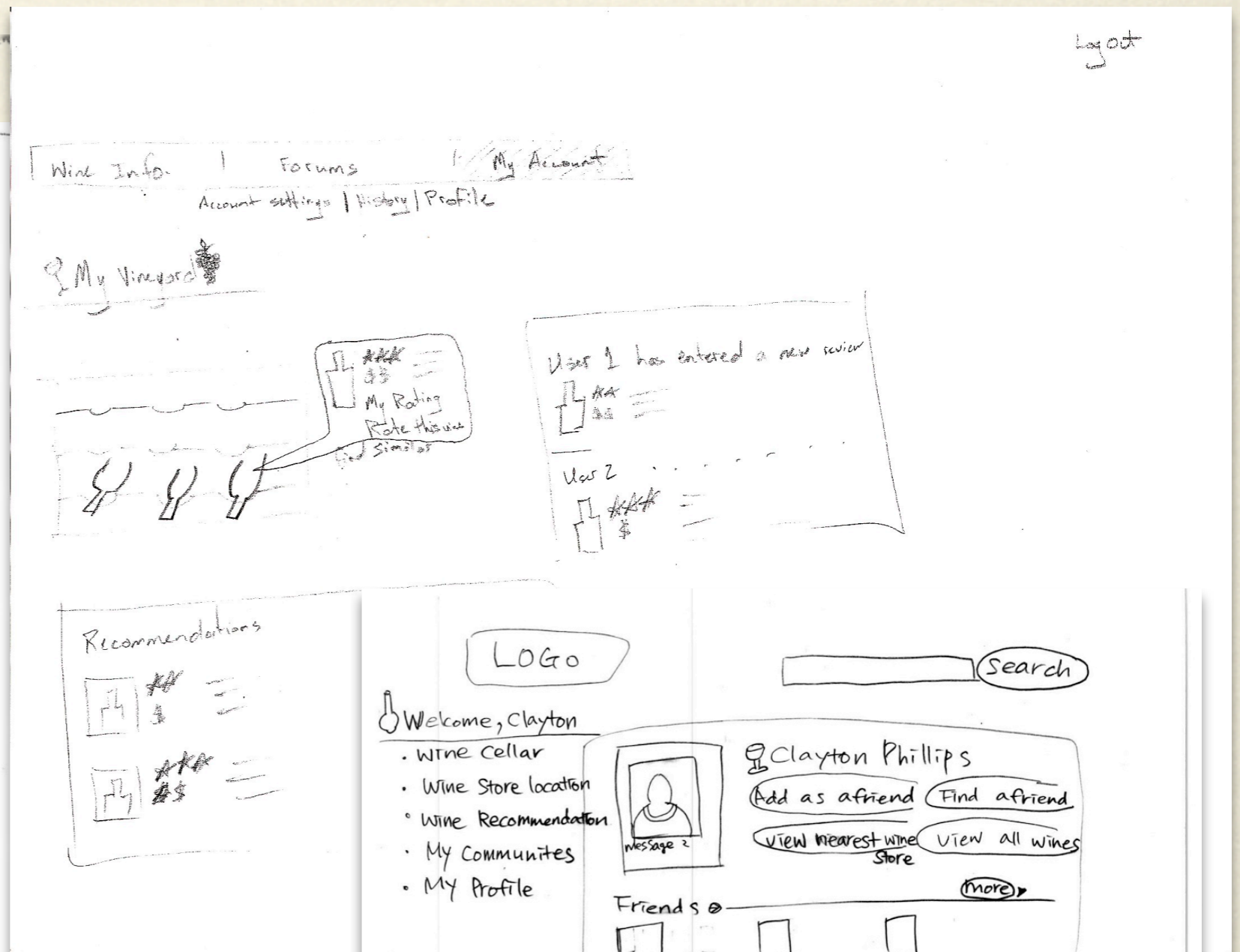
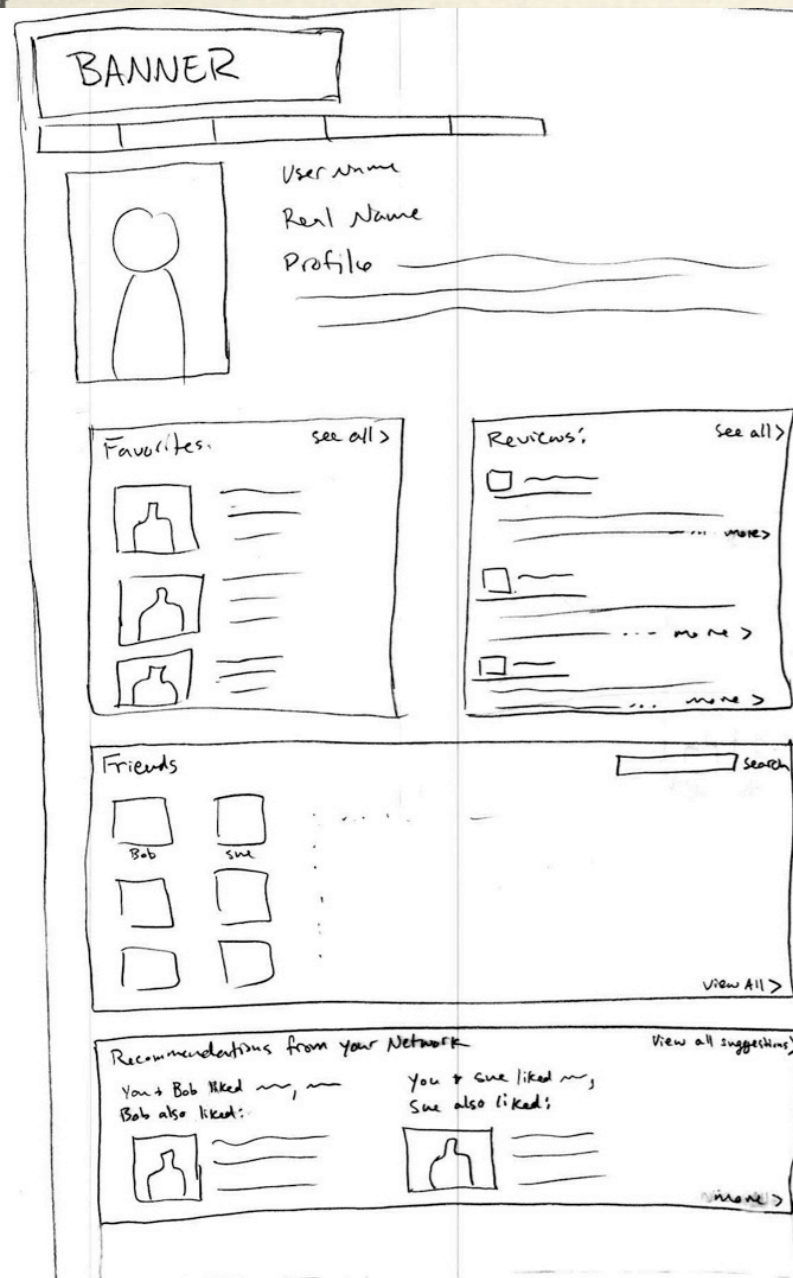
PREV NEXT

Wine Cellar
Location
Friends List
Personal Suggestions

Recommended for you
Your Profile
Your Communities



Sketches: User Page

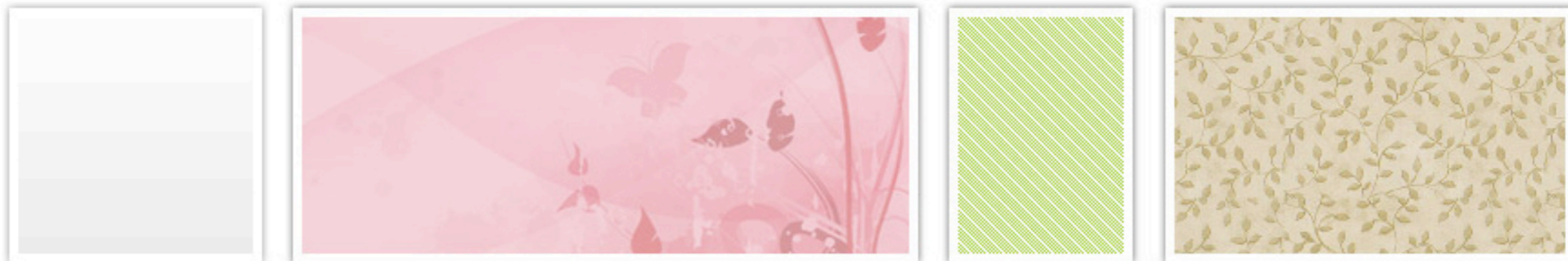


Mood Board

Sample Color Palette



Sample Patterns & Textures



Sample Photography



The Site

My Vineyard demo

❖ MyVineyard demo

