

Target User Group

Our target users are beer drinkers - but not just ANY beer drinkers.

Our users thumb their noses at the macrobrewers - Budweiser, MGD, Coors - and instead seek out smaller-batch, craft-brewed beer with a much wider variety of nuanced flavors.

They have the passion and the income to frequently sample a wide variety of the beers available, from retailers as well as area brewpubs, gastropubs, beer gardens, etc.

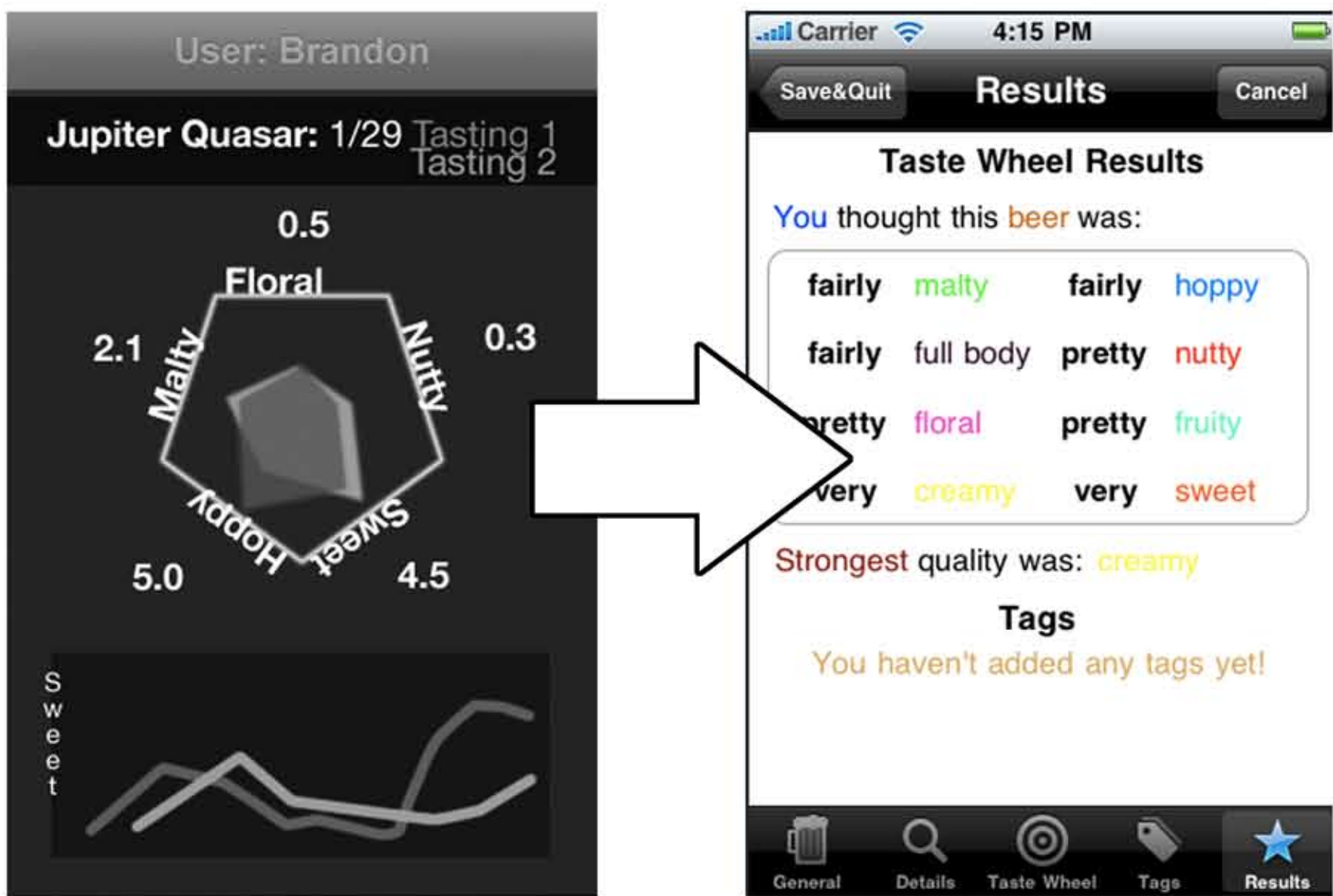
Solution

Beerpressions solves the beer lover's problem by providing a portable, natural, elegant, and fast method of jotting down the most important notes while the taste is still fresh in the drinkers' minds.

Our innovative Taste Wheel and Tag Bag interfaces allow fast, easy, and fun input of any and every aspect of a beer's taste with a few flicks of the finger.

The Taste Wheel provides a concise graphical input for rating eight of the most salient attributes of a beer on a single screen.

Our "Tag Bag" evolved from a simple way to add tastes to a drag-and-drop interface with customizable tags.



We originally planned to have visual "taste fingerprints", but these evolved into textual notes, based on our interviews.

Everything else goes in the Tag Bag - a way to "tag" beers with any attribute a user could want, just by tossing it into the bag.

Beers can even be rated relative to each other, using whatever criteria a user sees fit.

A natural fit for a mobile device, taste impressions can be jotted down or called up anywhere and anytime, whether perusing a menu, nursing a pint, or shopping at the corner store.

Final Prototype

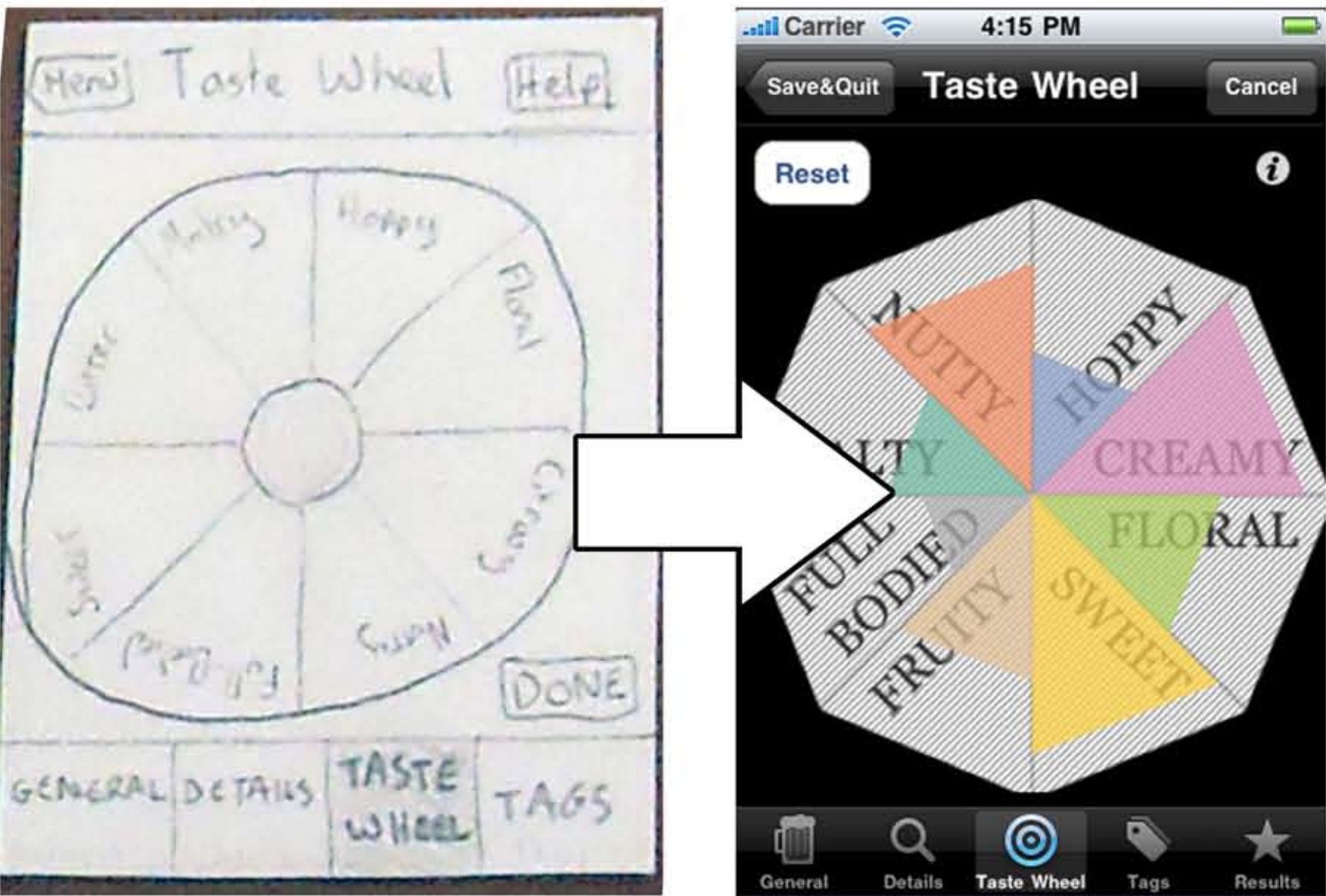
All of the most important features, based on user feedback, are implemented in our prototype.

Our Taste Wheel and Tag Bag screens have been visually enhanced, as well as the tabs that navigate a new review, since our initial prototype.

Data persistence and review / category ranking integration have been implemented as well.

One proposed feature ended up getting the ax - our "group rating" feature, while intriguing, was not supported by user enthusiasm and was de-prioritized.

One interviewee in our contextual inquiry phase suggested a "wine wheel for beers", which became the taste wheel.



Design Evolution

Proposal	Group Brainstorm	Competitive Analysis	Contextual Inquiry	Low-Fi Prototype	Interactive Prototype	Pilot Usability Study	Final Prototype
	<i>"an application to allow people to keep track of their own subjective feelings on a wide variety of beers."</i>	5-Star Rating	TASK 1: BEER INFO "record thoughts"	"adding tags"	"tag screen"	"custom tags" "pop-up adjectives"	TAG BAG
	Keep track of feelings	Bar Locations	TASK 2: SEARCH "try new drinks"		"ABV"		
	fade from memory	Beer-Map	TASK 3: VISUALIZING TASTINGS "compare tastings"	"beer fingerprints"	"natural language"		
	beer aficionados		TASK 4: BEER RANKING "What's my favorite?"	"drag and drop"		"brewery and location"	DRAG & DROP RANKING
	a social experience	Beer-Database	TASK 5: SOCIAL TASTING "synthesize impressions"	"group evaluation"			
	"rate this round!"	Online-Reviews	TASK 6: QUICK IMPRESSIONS "detailing subjective experience"	"taste wheel"	"customizable aspects"	"negative tastes"	TASTE WHEEL/TEXT OUTPUT
	quick impression	Soft Keyboard					
	adjust sliders		"wine wheel"				
		Beer and Food guide					