

(Matt and Calvin walking.)

Matt: Dude, so like, I don't know about you but that 160 midterm... FAILLED.

Calvin: Dude, it was killer. I don't even know how to spell 'qualitative' and 'quantitative'.

Matt: It-what even IS that?

Calvin: I don't even know. Dude let's... we need a beer.

Matt: Beer?!

Calvin: We need to get a beer.

Matt: At 8 in the morning?

Calvin: Yeah, right now. Let's go!

Matt: Alright. Let's go.

(Calvin and Matt walk into Henry's.)

Nat: Alright gentlemen. Guinness and Noble Pilsner. Enjoy.

Matt: Thanks waiter-man.

(Next scene)

Matt: Dude, Calvin. Are you sure I should drink this beer? 'cause I have class at 9 AM. Even though it looks really good and I've never tried it before.

Calvin: (sips beer) Absolutely dude.

Matt: (sips beer) Whoa, this is so good!

Nat: (appears) So good! (disappears)

Matt: I totally wish I had a way to document the elegant taste of this beer right now.

Nat: (appears with iPhone) You do!

Matt: (takes iPhone) Thanks man! (hits app on iPhone)

(Switches to home page of I Am Beer.)

Brandon: To start documenting a new beer, open up the I Am Beer app and press new review.

(Switches to General Info view.)

Brandon: A new page will open up where you can fill out general information about the beer. Let's start with taking a photo of your beer.

(Matt takes a photo of the beer. Photo appears on upper left part of screen.)

Brandon: Now that you have a photo, let's fill out the beer's name... the location of where you're having the beer... how much it costs... and your overall rating. That was one pretty good beer. After filling out the general info, we can put in a detailed information about the beer.

(Switches to Details view.)

Brandon: This beer is brewed by Guinness so let's fill that in under the brewery and Ireland for its country of origin. Next, we'll move the slider to say Guinness looks really dark and has a slightly mild aroma. We have the option of noting if the beer is seasonal. In this case, it isn't, so we'll jot down that it's a non-seasonal beer.

(Switches to Matt using the iPhone.)

Matt: Wow, this app is so intuitive. I can do it with one hand. (switches to one hand and sips beer)

(Switches to Tag view on iPhone.)

Brandon: On this page, we can add tags for the beer. Guinness is creamy, so let's add that tag into the box. It's also dark but that tag doesn't exist yet, so let's add it. After typing in 'dark', click done and the 'dark' tag shows up. We can now drag it into the box like we did with the 'creamy' tag.

(Switches to Matt sipping beer while using the Taste Wheel.)

(Switches back to Taste Wheel screen on iPhone.)

Brandon: Now open the taste wheel tab as you begin tasting your beer. Whenever you taste a particular style of beer, hold your finger down at the center of the wheel and fill up that section of the wheel by dragging towards the edges of the wheel. Now lift your finger when you're finished. You can do this to each style listed on the wheel or leave it empty. After you finish tasting your beer and recording it on the wheel, a results page will show up describing what you thought of that beer.

(Switches to Matt holding iPhone.)

Matt: Aaaaand done with my review. Awesome, dude. Hey, did you know about this app? It's so cool.

Calvin: Yeah dude. I use it all the time. I got it right here on my phone. (takes out iPhone)

Matt: Really?

Calvin: Yeah. In fact, this is the best beer I've had at Henry's. I'm going to rank it.

Matt: Show me!

(Calvin opens up app. Switches to iPhone screen.)

Brandon: Start by selecting 'rank by category'. (changes to Beer Ranking page) We have the option to sort our previous beer reviews by a particular tag, brand, and location. A list of all the beers we reviewed at Henry's shows up. Since you thought Guinness was the best, hold down on Guinness and drag it to the top.

(Switches to Calvin holding iPhone.)

Calvin: And that's how you rank your beers.

Matt: Oh.

Calvin: Dude, its 9 o'clock. You gotta go to class!

Matt: Oh man, alright alright. Well, to another failed midterm.

Calvin: 'til next time.

Matt leaves.

Calvin: Waiter, another beer!

END