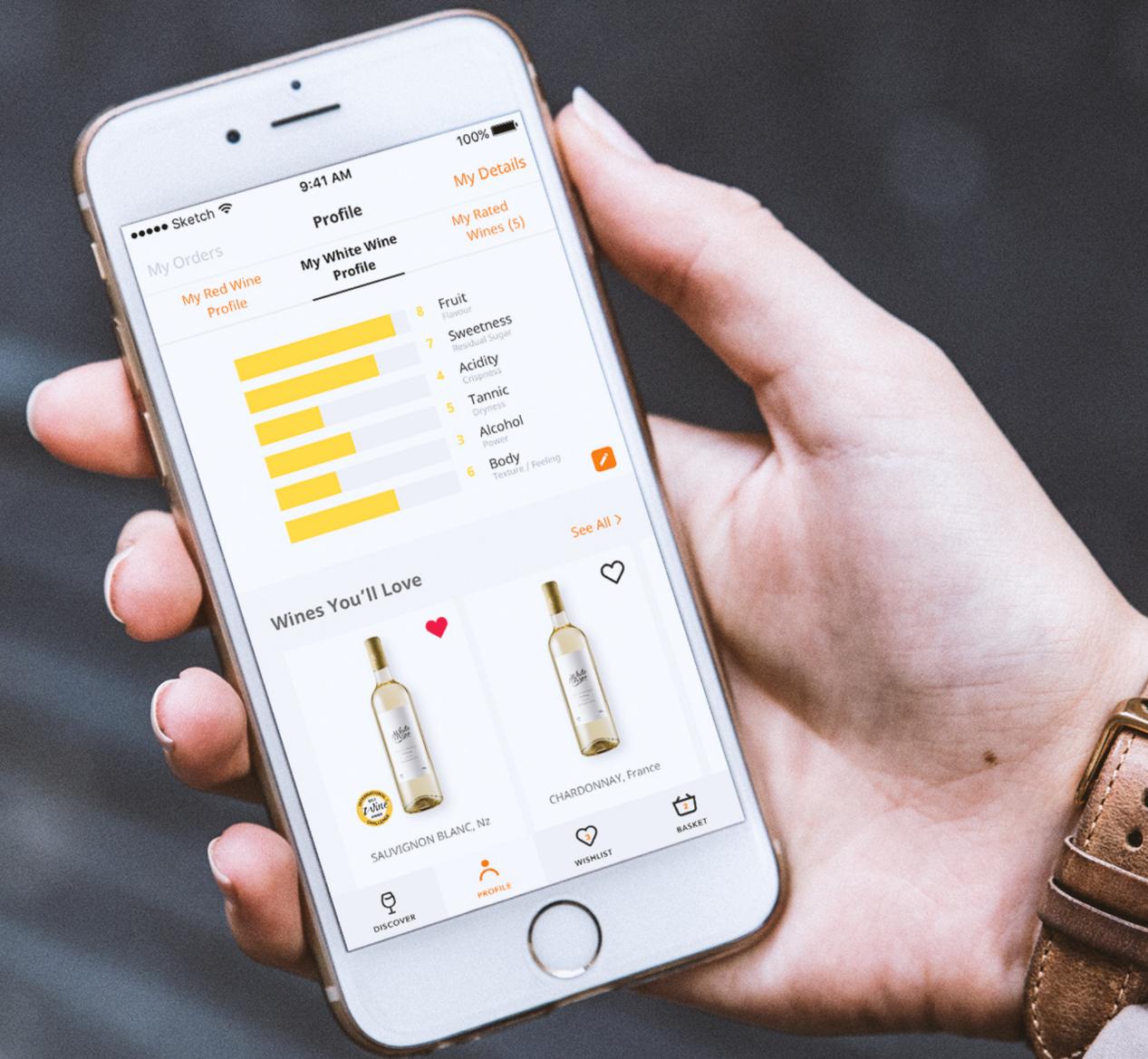


GENERAL ASSEMBLY - UXD31 LONDON - JULY 2017

BERRY BROS. & RUDD WINE STEWARD

MATCHING YOU WITH WINES THAT YOU WILL LOVE

JAY SUTHAR



CONTEXT

BERRY BROS. & RUDD

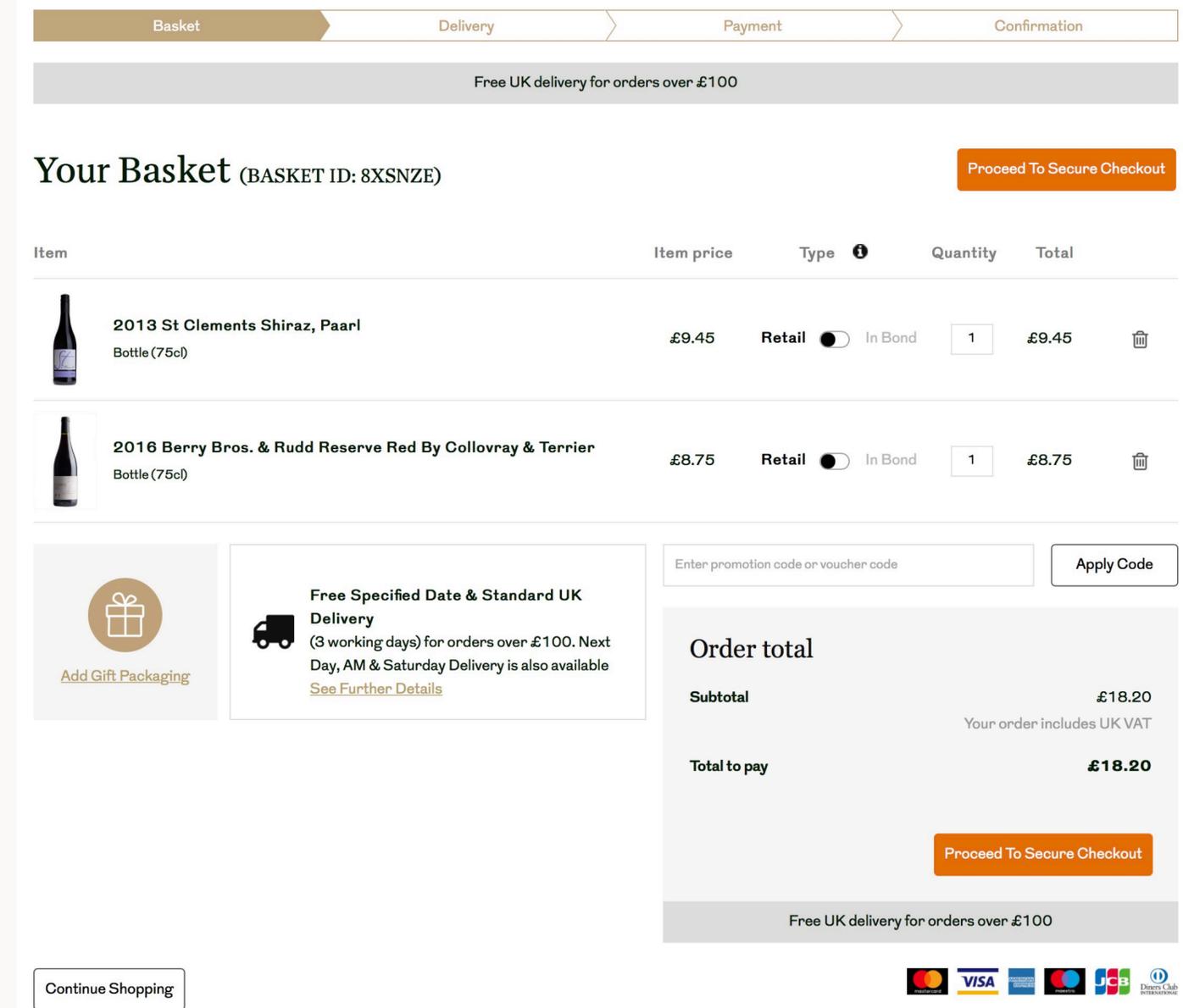
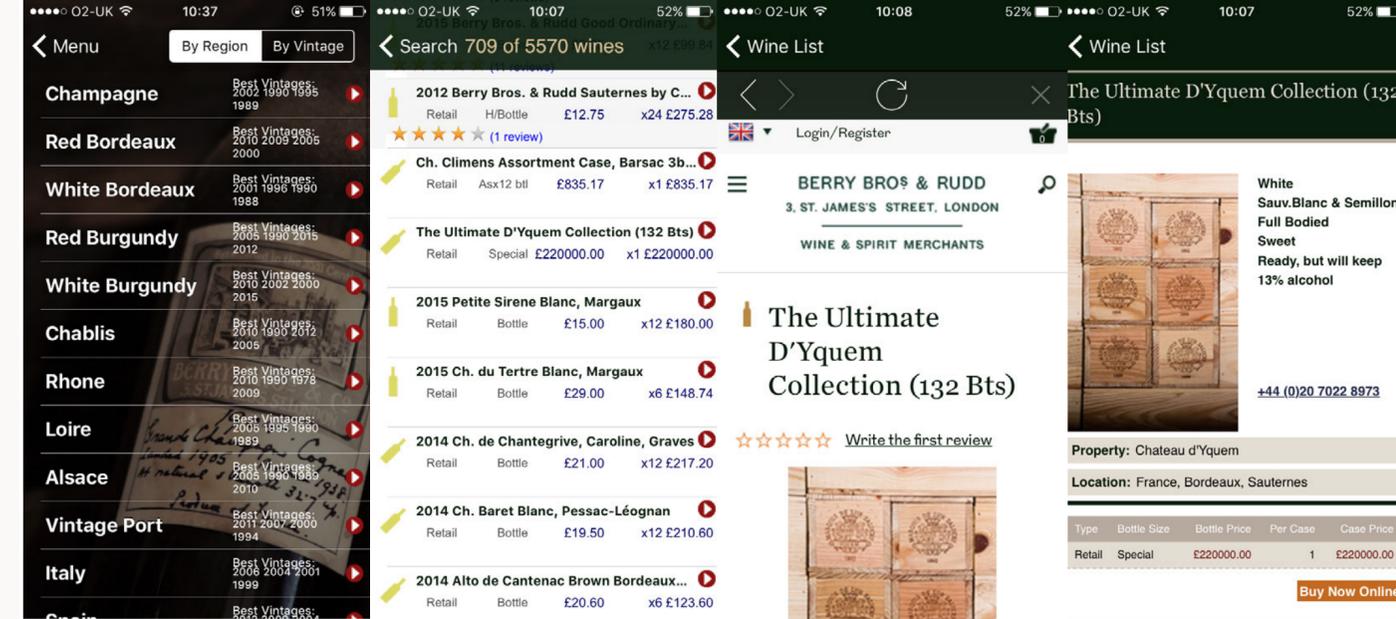
- Britain's oldest wine and spirit merchant, trading from St James's Street, since 1698
- First wine merchant to open an online wine shop in 1995
- Over 4000 wines from around the world for sale



CHALLENGES

THEIR DIGITAL BUSINESS

- Poor online customer retention
- Low order frequency from new and returning customers
- Current dated iOS app will be technically obsolete as part of digital transformation project
- Complex, heavy responsive website = ux suffers
- Complex product offerings (fine wine, wine broker, investment)
- Target drinking wine customer segment spending £10-30



HYPOTHESIS

USER ASSUMPTIONS

The problem we suspect is consumers are:

- Overwhelmed by choice
- Don't know how to pick a wine right for them
- Understand why they would need a specific wine

Remove

Red

Filter By

New Wines

- 1 Day (26)
- 2 Days (42)
- 3 Days (42)
- 7 Days (123)

Ratings

- ★★★★★ 5 (364)
- ★★★★☆ 4 (202)
- ★★★☆☆ 3 (40)
- ★★☆☆☆ 2 (3)
- ★☆☆☆☆ 1 (4)

Regions

- Argentina (16)
- Australia (172)
- Austria (2)
- Bulgaria (2)
- Canada (1)
- Chile (23)
- [Show more](#)

Colour

- Red (5,282)
- Rose (69)
- White (1,547)

Price Per Bottle

- up to £10 (9)
- £10-£14.99 (47)
- £15-£19.99 (102)
- £20-£49.99 (574)
- £50-£99.99 (406)
- £100 and up (359)

En Primeur

- En Primeur (291)
- Non En Primeur (3,790)

Maturity

Vintage

Grape Variety

Case Size

Bottle Size

Sweetness

Alcohol Percentage

Closure Type

Sort by: Relevance 1 2 3 4 5 of 140 Showing 1-30 out of 4181 items

Hide Details Retail In Bond / En Primeur Prices:

2016 Berry Bros. & Rudd Reserve Red by Collovray & Terrier

Fruits of the 2016 vintage, which was so much kinder in the South of France than elsewhere, our blend this year marries plots of Merlot from varying altitudes, together with uplifting Syrah and ripe, generous Grenache. Finely crafted, and reassuringly gregarious, the wine is impressively structured and beautifully made. Simon Field MW - Wine Buyer,...

France → Vin De Pays → Vin De Pays D Oc → Vdp De L Aude

	Bottle	£8.75	<input type="text" value="1"/>	<input type="button" value="Add Bottle"/>
	Case price (12)	£94.44 Saving: £10.56	<input type="text" value="1"/>	<input type="button" value="Add Case"/>

2013 St Clements Shiraz, Paarl

Medium ruby colour, the nose instantly provides a wave of dark fruit, red cherry and spice. The juicy palate is filled with black fruit and soft tannins. Drinking well now, sip this perfect midweek bottle alongside barbecued meats.

South Africa → Paarl ★★★★☆ 4 Reviews

	<input type="checkbox"/> Screwcap Bottle	£9.45	<input type="text" value="1"/>	<input type="button" value="Add Bottle"/>
	Case price (12)	£102.00 Saving: £11.40	<input type="text" value="1"/>	<input type="button" value="Add Case"/>

2015 Montepulciano d'Abruzzo, Il Rocolo Natale Verga, Abruzzo

Italy → Abruzzo → Montepulciano D Abruzzo

	Bottle	£9.50	<input type="text" value="1"/>	<input type="button" value="Add Bottle"/>
	Case price (12)	£102.60 Saving: £11.40	<input type="text" value="1"/>	<input type="button" value="Add Case"/>

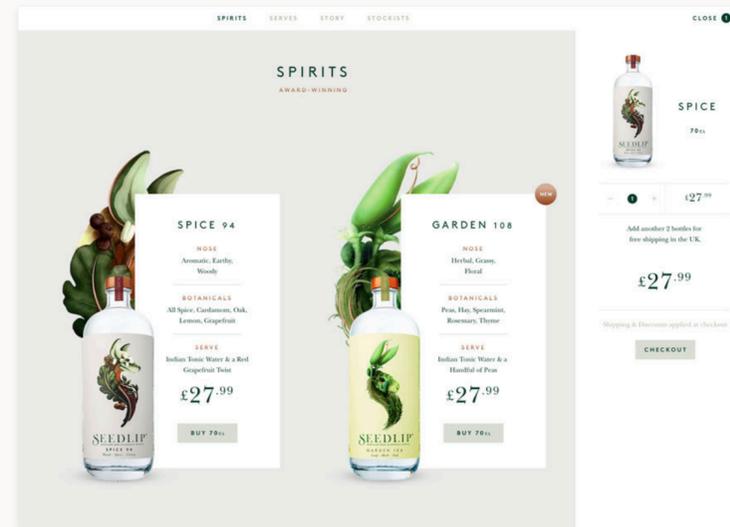
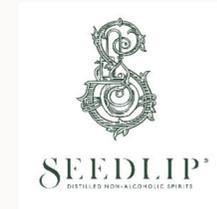
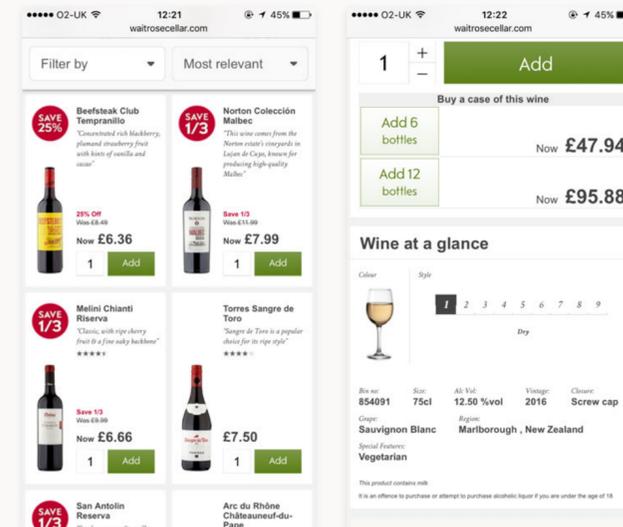
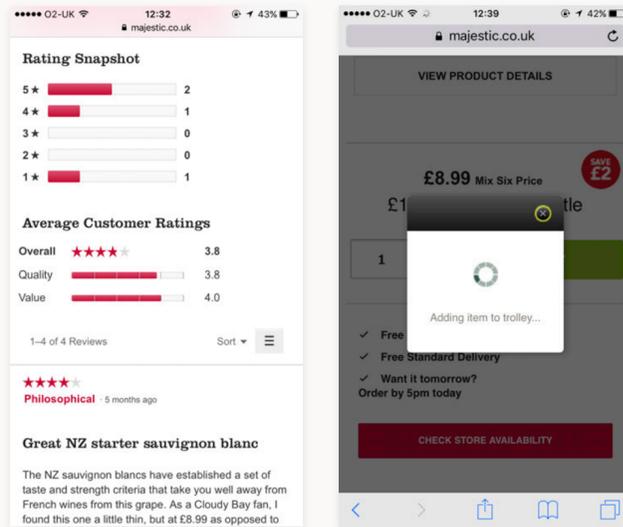
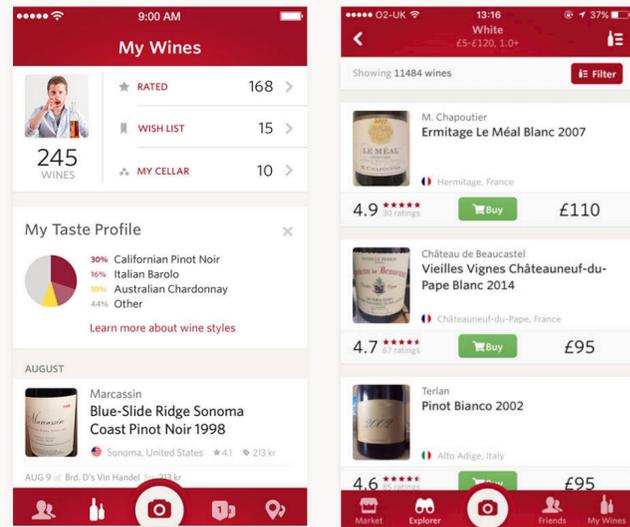
2015 Montepulciano d'Abruzzo, Extra Special, Colle del Sole, N. Verga

Italy → Abruzzo → Montepulciano D Abruzzo

	Bottle	£9.50	<input type="text" value="1"/>	<input type="button" value="Add Bottle"/>
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RESEARCH

COMPETITIVE ANALYSIS



- + **PLUSES**
- + Taste profile from wines user scans/rates
- + Clean, simple search

- + In store staff write down purchased wine
- + Staff explain wine history, the experience
- + Customer ratings to guide purchase

- + Offers clear marked on items
- + Wine notes help differentiate items
- + Valuable wine summary

- + Beautiful, visual, single page responsive site. Sophisticated branding.
- + Quick checkout: Apple Pay & Amazon Pay
- + 3 step checkout powered by Shopify

- Δ **DELTA**
- Search results not always available in your criteria
- Expensive wines (challenge to search for £10-30 wines in app)
- Tedious checkout (no indication of required fields, postcode lookup)

- Unnecessary scrolling to find main content/items
- Limited wine details
- Slow mobile performance (even on WiFi)

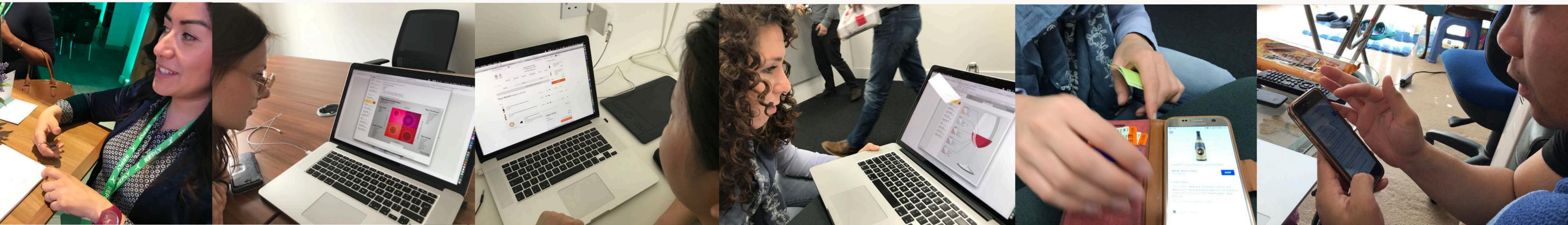
- Customer ratings not optimised for mobile experience

USER RESEARCH

GOAL FOR INTERVIEWS

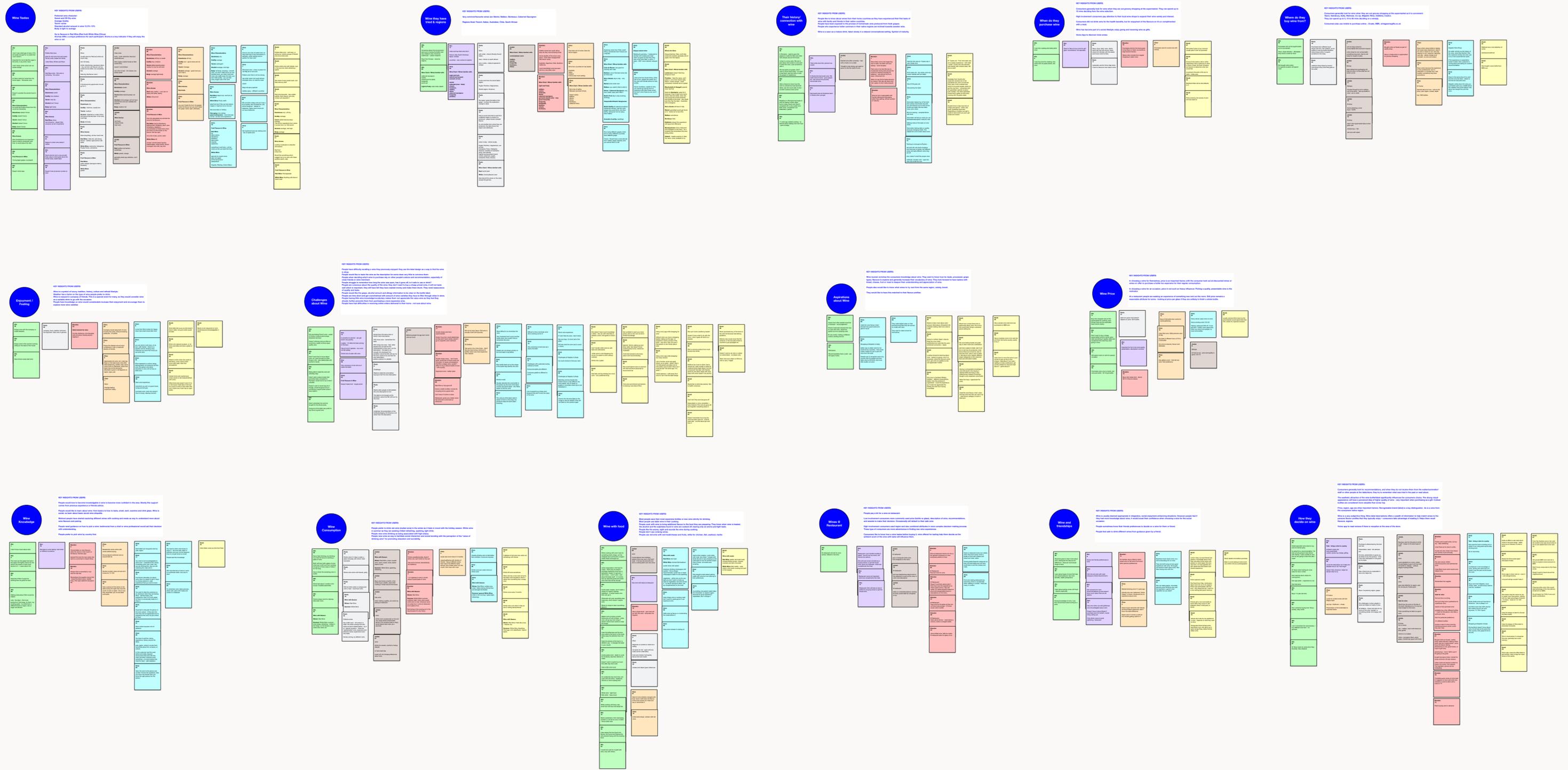
1. Why do people buy / drink wine?
2. How do they decide on a wine?
3. What challenges do they face when buy a wine?

Interviewed 7 Wine Drinkers from 25-40 years



USER RESEARCH SYNTHESIS

GATHERING INSIGHTS: AFFINITY MAP



KEY FINDINGS

"I like to drink wine...but don't understand much about it"

Wine symbol of class, luxury and maturity. Relaxation drink.

Lack of wine knowledge - makes people appreciate the wine less, less confident in future selections

Descriptions on wine labels help recall previous experiences or flavours they are seeking

"I don't know how to describe what I'm tasting in the wine"

Pair wines with meal to explore richer flavours

Adventurous drinkers seek new wines tastes and experiences

"I usually drink the same wines as before"

Time short, overwhelmed by wine varieties, frustrated - 10 mins deciding on a wine bottle.

Recommendation from friend, staff or media when picking wines.

Fall back on a tried wine when no guidance available.

USER RESEARCH SYNTHESIS
PRIMARY PERSONA



FRANCESCA MILANO

27 years old

“I want some guidance to find and try wines to my taste and become more knowledgable about different wines.”

Goals

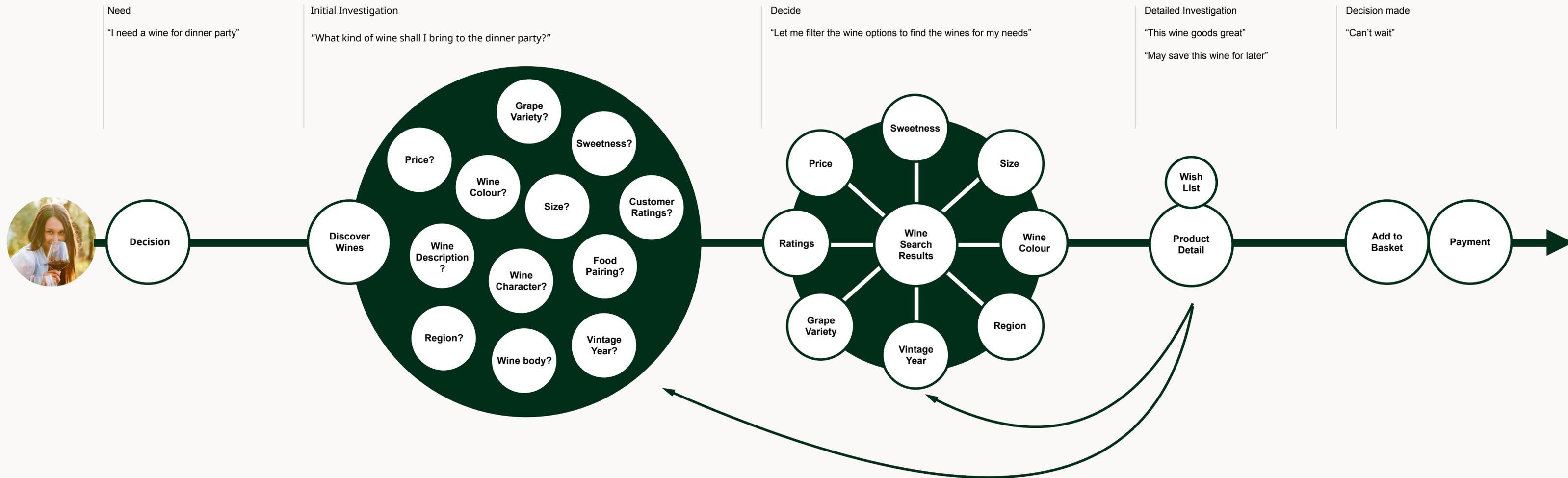
Find wines easily to experience
Mature her wine tastes
Personal interaction
Remember wines

Frustrations

Lack of knowledge
Overwhelmed by wine choices
Understanding what she is tasting in the Wine

USER RESEARCH SYNTHESIS

CURRENT USER TASK MODEL



STRATEGY

PROBLEM REVISITED

How can we help Fran:

- | | | |
|---------------------------------|---|--|
| 1. Discover her tastes? | → | What if we understood taste's she liked? |
| 2. Help her explore new wines? | → | Then we can suggest wines matching her tastes... |
| 3. Increase her wine knowledge? | → | To provide her with key details needed to confidently make a purchase decision |
-

STRATEGY

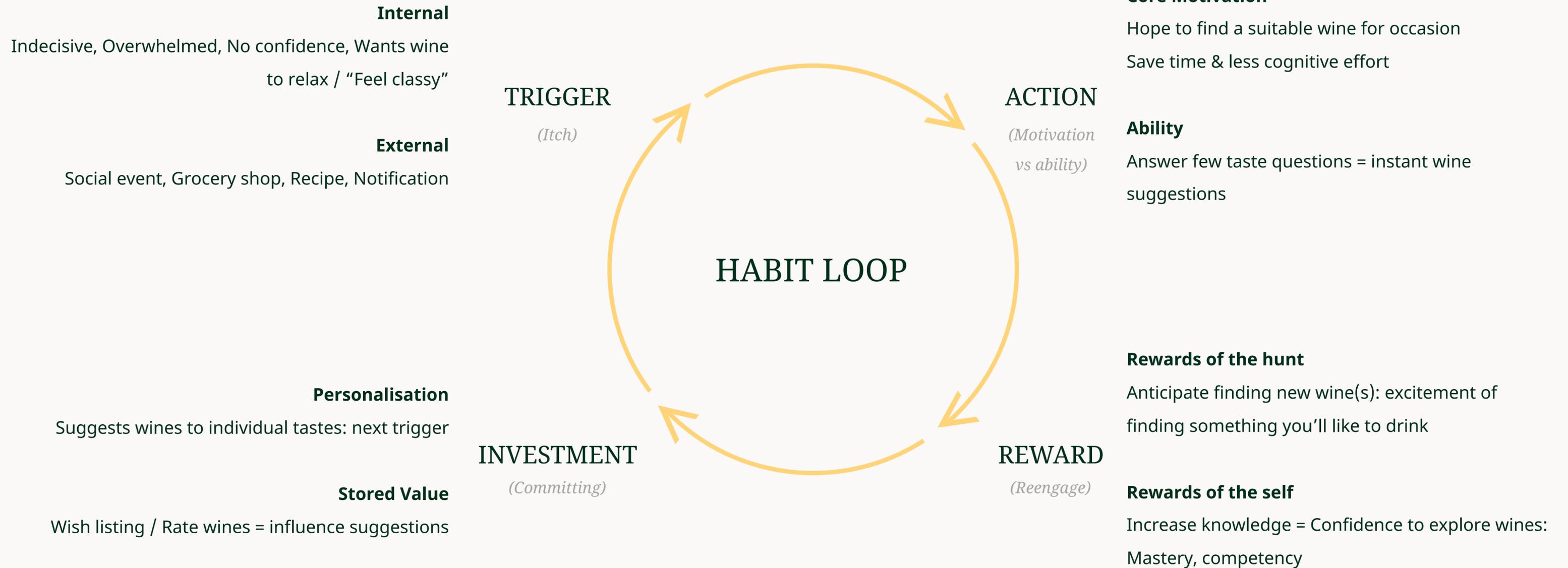
PROJECT GOALS

What if we produced an mobile app that...

1. Was convenient and instant for her
2. Provided a tailored experience and wines based on her personal interests, tastes and preferences
3. Delivered through a streamlined UX
4. Which increased her engagement and repeat purchases in the process

STRATEGY

BEHAVIOUR DESIGN (HOOKED MODEL)



STRATEGY

APP FEATURE PRIORITISATION

Must

Red and White Wines (MVP)
Browse
Search
Sort wines
Filter wines
Customer Ratings
Create taste profile
Profile wine recommendations
Wine food pairings
Wine tasting notes
Wine detailed information
Wishlist
Basket
Quick Checkout: Apple Pay

Should

Pay with Card
Hi-res Product Images
Tag wine (by occasion)
Most popular wines
Search results: brief wine description
2 Column list for carousel

Could

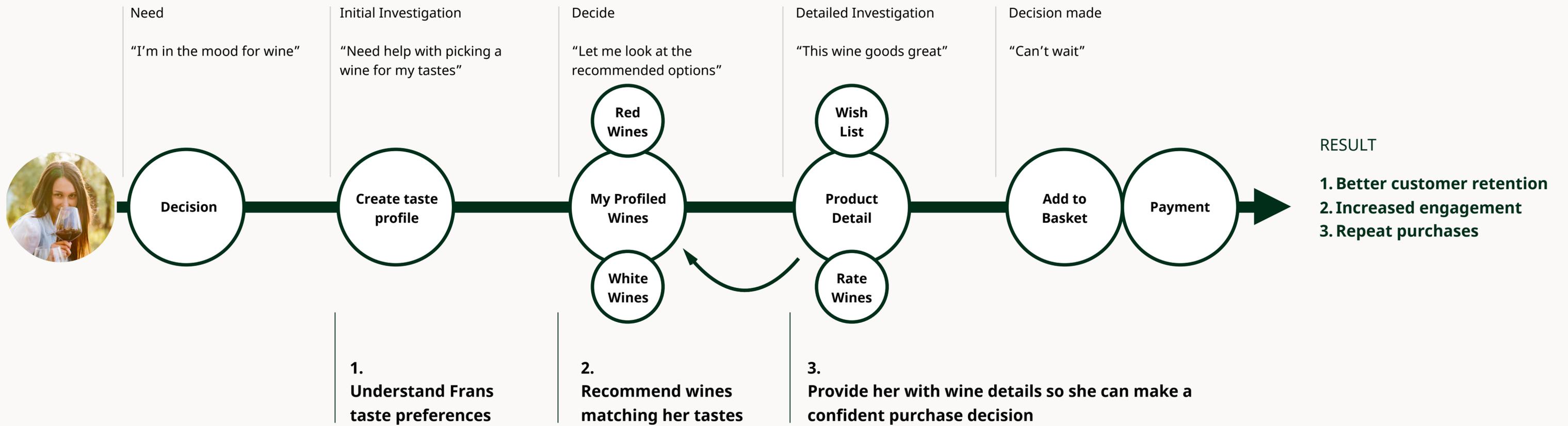
Paypal Payment
Pick Delivery Option
Awards badges
Occasions for wine
User rated wines
Historic Orders
Sharing

Won't

Add to different wish list
Show item available at local store
Live Help
User notes
Compare Wines
Grid/List view

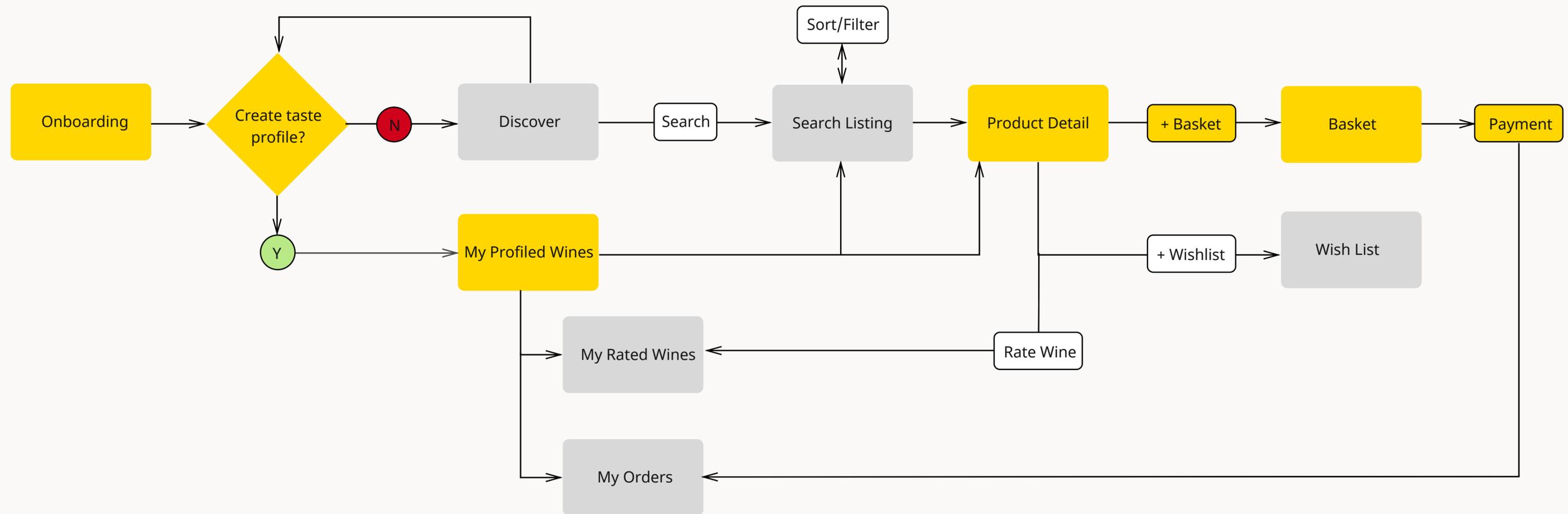
STRATEGY

NEW USER TASK MODEL



STRATEGY

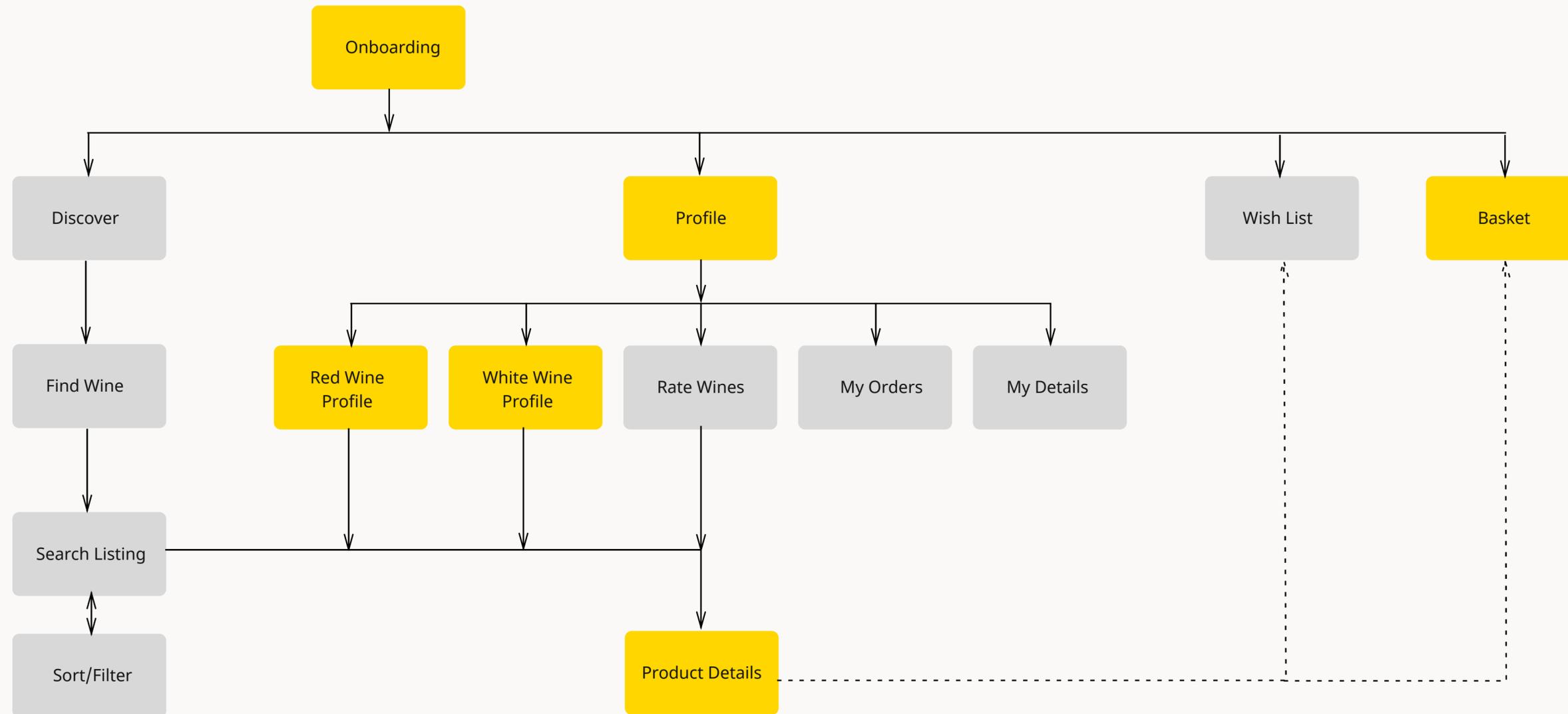
USER FLOW



■ Happy personalisation path

STRATEGY

APP SITE MAP

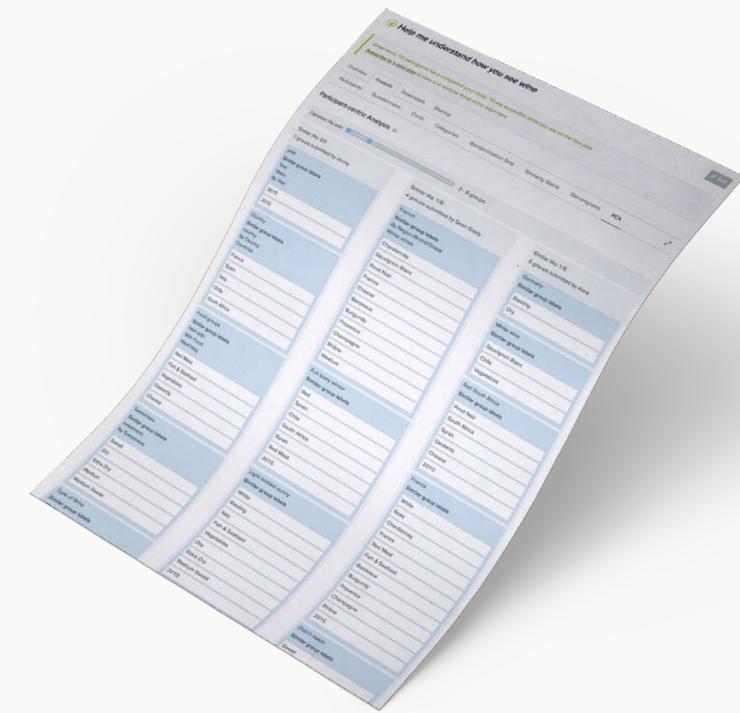


■ Happy personalisation path

STRATEGY

OPEN CARD SORTING INSIGHTS

From Optimal Workshop card sorting, common groups produced by users:



Country	Year	Colour	Sweetness	Food Groups	Grape
3/9 users	5/9 users	3/9 users	5/9 users	3/9 users	3/9 users
South Africa	2010	Red	Extra Dry	Vegetables	Riesling
Italy	2015	White	Dry	Desserts	Sauvignon Blanc
France		Rose	Medium	Cheese	Chardonnay
Spain			Medium Sweet	Red Meat	Pinot Noir
Chile			Sweet	Fish & Seafood	Champagne
					Syrah

Card sorting used for prototype content, filters, IA

EXECUTION

INITIAL PAPER SKETCHES

Home (first time) iOS

Create profile questions view (modal)

Profile View

Search Listing

Floating footer key CTAs

Feature area on top: swipe for bottle/wine profile or glass/wine colour

Tab: Origin & Other countries iOS: segmented control but style

Data viz.

Food pairing

Product Detail page structure

1 Search ↓ Pull down for search.

Create your wine profile and get personalised wine recommendations

Most Popular:

- Wine Name, Vets, Land, description
- Wine Name 2, description

Home Profile Favorites Cart

2 Questions

Task Profile Questions

1 2 3 4 5 6 7 8 9 10

A. OF THESE LISTED BELOW WHAT ARE YOUR FAVOURITE SPICES?

A. DILL & PARSLEY ✓

B. SMOKED PAPRIKA AND CHIPOTLE PEPPER

C. BASIL & OREGANO

D. THYME & SAGE

NEXT

3 Your Profile

Jay

Your v. Flavour Profile

Light & Bright vs Big & Concentrated

Light Fruity vs Big & Concentrated

Earthy

making your profile

Red wines 30 vs White wines 60

We recommend vs You'll love

You must try vs Adventurous choice

Home Profile Favorites Cart

Search Listing

Sort & Refine

230 wines found

£10.99	£12.99
£13.99	£14.99

Home Profile Favorites Cart

Refine

Sweetness All

Wine Style All

Country All

Grape Variety All

Vintage Year All

Price £40

DONE

Sweetness CLEAR

Sweet ✓

Medium Sweet ✓

Medium-dry / Semi-sweet

Off Dry

Dry

DONE

PRICE CLEAR

MAX PRICE £40

1	2	3
4	5	6
7	8	9

T * # 0

Sort

Refine

Search Listing / Refining

After Done

Jay Wine Flavour Task List

Home Profile Favorites Cart

Fruit Body Tannin Acid Alcohol

2015 Berry Bros & Rudd New Zealand Sauvignon Blanc by Churton Wines

Light-medium bodied wine with medium acidity and bold platinum glow

Fruit Body Tannin Acid Alcohol

DOMINANT FLAVOURS: Guava, Pear, Apricot, Pineapple

ORIGIN: OTHER COUNTRIES New Zealand (New World), Marlborough

ORIGIN	OTHER COUNTRIES
OLD WORLD	NEW WORLD
FRANCE	NEW ZEALAND
ITALY	USA
SPAIN	CHILE
ROMANIA	SOUTH AFRICA
MOLDOVA	AUSTRALIA

GRAPE & BLENDING: Sauvignon Blanc, Semillon, Muscadelle

WINE DRINKING TASTE COMPONENTS: ACID SWEET BITTER

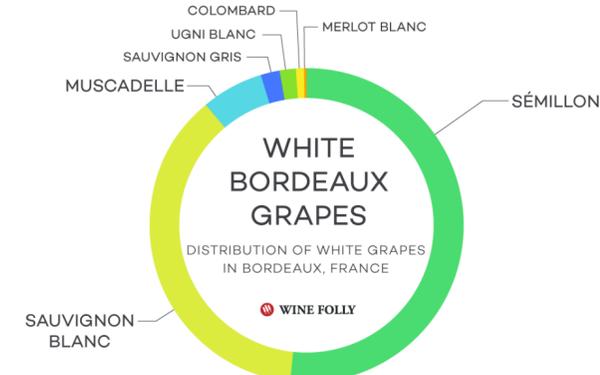
FOOD PAIRING: MEAT FISH Cheese Vegetables

Chicken Pork chops Turkey

Featured Dish: Tomato Salad

EXECUTION

BRAINSTORM: WINE INFORMATION



PINOT NOIR OREGON

TASTE PROFILE

Body: ○○○○○
Acidity: ○○○○○
Sweetness: ○○○○○
Fruit: ○○○○○

PRIMARY FLAVORS

Cherry, Cranberry, Forest Floor

PAIRINGS

Grilled Chicken, Salmon, Wild Mushrooms, Roasted Pork

FLAVOR PROFILE

Bold, Fruity, Earthy, Light

POPULAR REGIONS

Willamette Valley, Umpqua Valley, Columbia Gorge

FRUIT FLAVORS IN RED WINE

WINE FOLLY

BLACK FRUITS & BERRIES

- Blackberry
- Black currant
- Marionberry
- Black Plum
- Blueberry
- Black Cherry
- Black Raspberry
- Acai
- Jam
- Prune
- Fig
- Black Raisins

WINES KNOWN FOR BLACK FRUIT FLAVORS

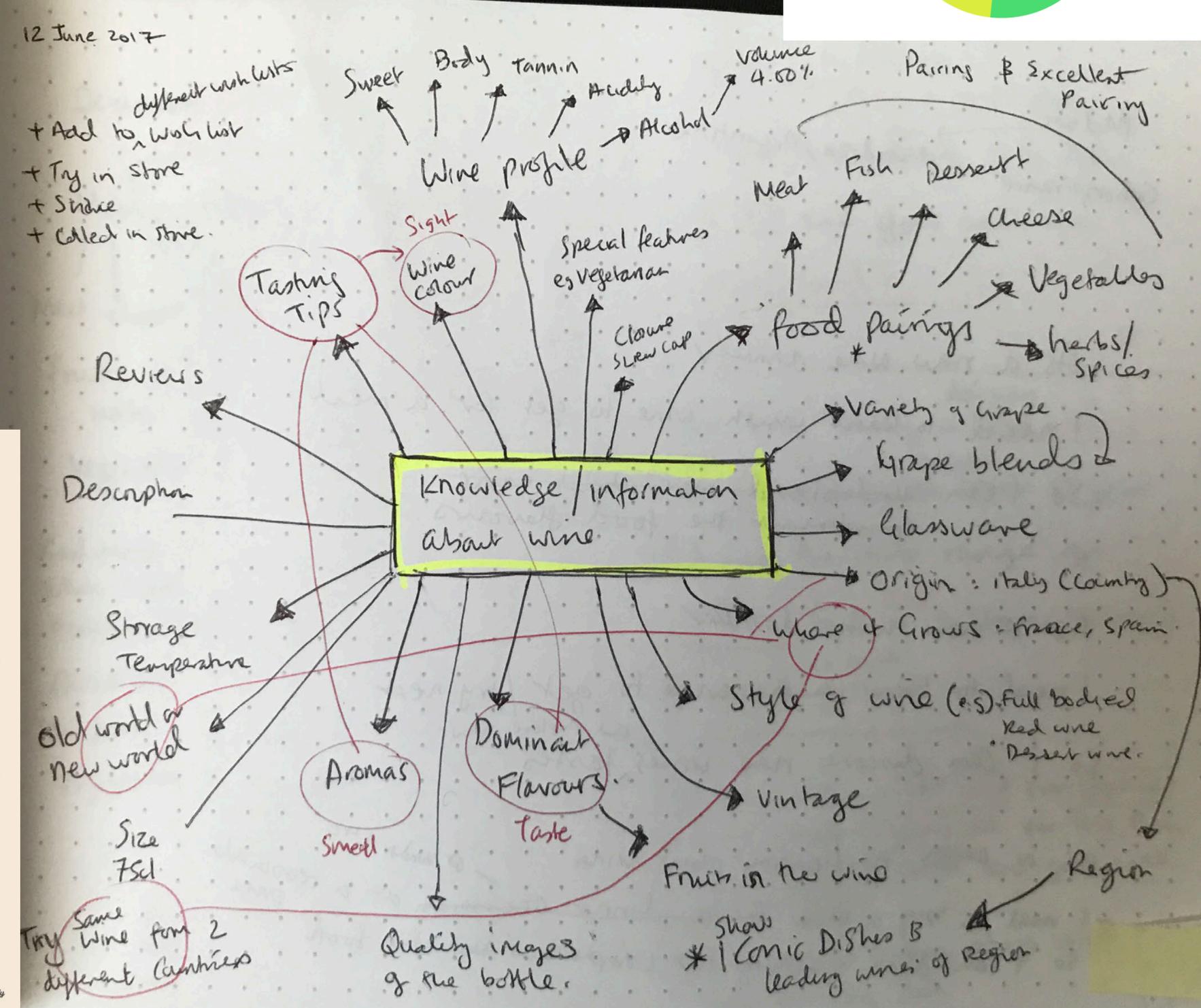
Cabernet Sauvignon, Malbec, Tempranillo, Syrah

RED FRUITS & BERRIES

- Cranberry
- Pomegranate
- Red Currant
- Bing Cherry
- Strawberry
- Cherry
- Raspberry
- Red Plum
- Goji Berry
- Dragon Fruit
- Candied Cherries
- Candied Berries

WINES KNOWN FOR RED FRUIT FLAVORS

Pinot Noir, Grenache, Sangiovese, Merlot, Nebbiolo



WINE FOLLY

PINOT NOIR

"Pee-no Nwar"

PROFILE

FRUIT: ██████████
BODY: ██████████
TANNIN: ██████████
ACIDITY: ██████████

GIN EMPORIUM

BALLS BROTHERS OF LONDON

SPICY

CITRIC

HERBACEOUS

FLORAL/FRUITY

1-18 numbered points on a grid.

TONIC WATER

FRANKLIN & SONS NATURAL INDIAN	£2.00	FEVER TREE NATURALLY LIGHT	£2.20
FRANKLIN & SONS NATURAL LIGHT	£2.00	FEVER TREE MEDITERRANEAN	£2.20
FEVER TREE INDIAN	£2.20	1724 TONIC	£3.00



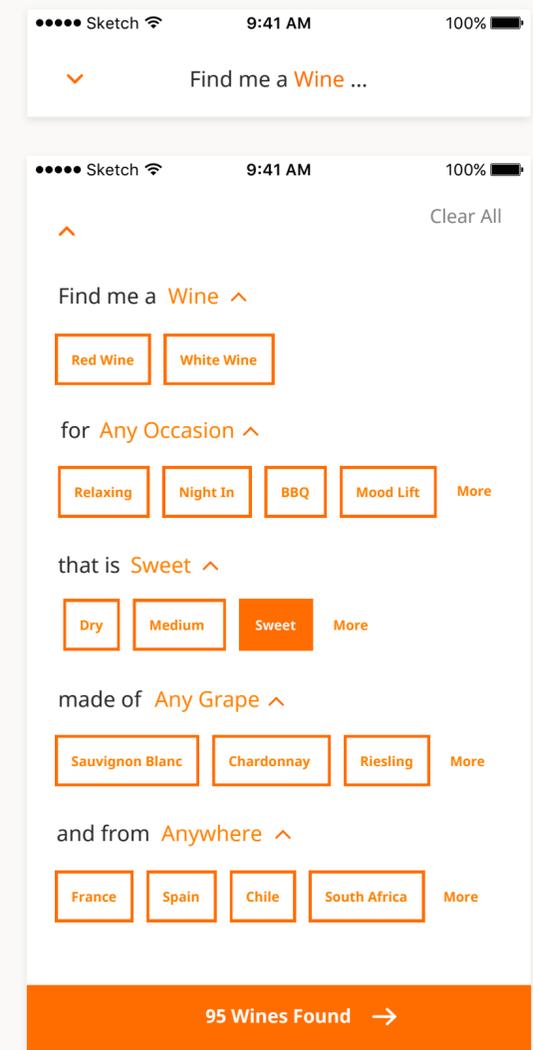
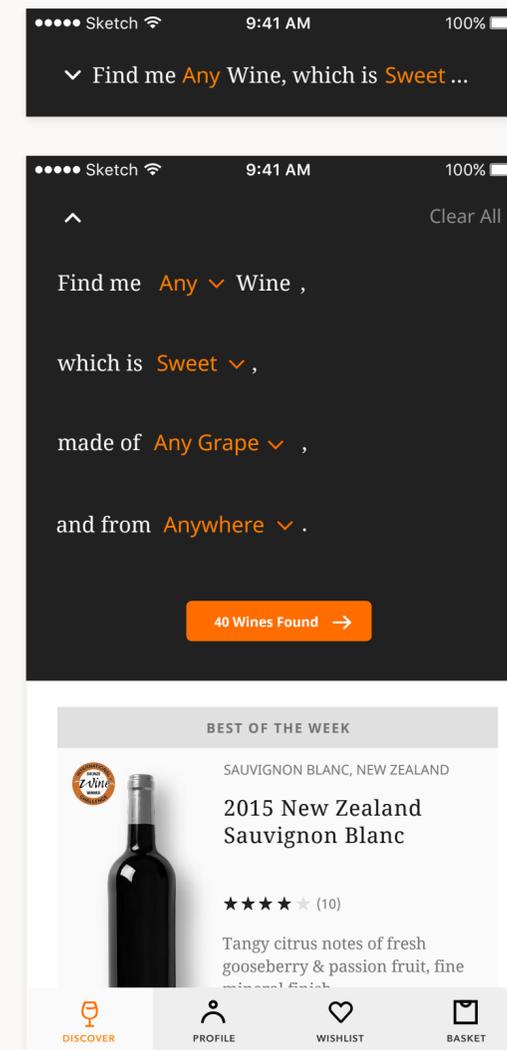
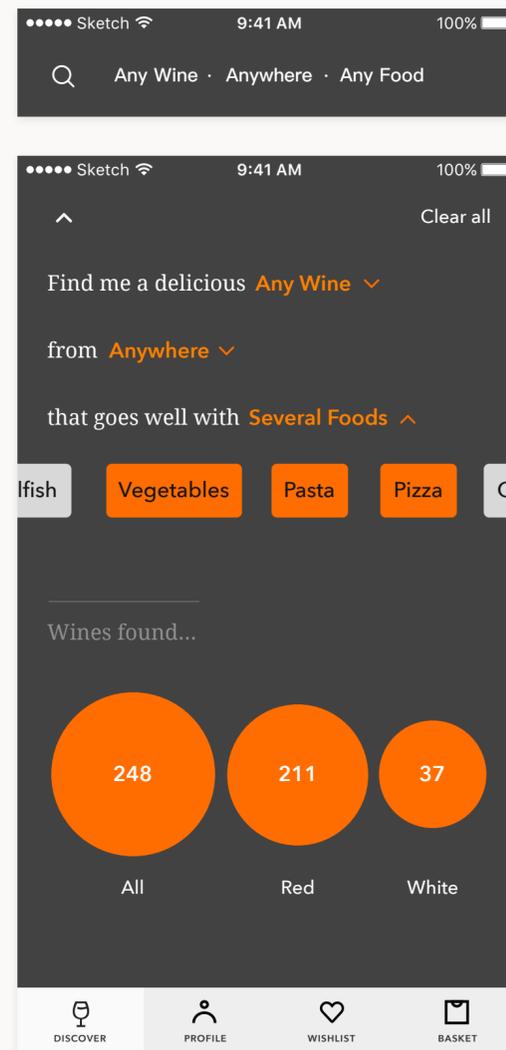
EXECUTION

SKETCH: SEARCHING

Find me a ^{delicious} any wine from anywhere ^{for} ~~(that's)~~ less than £40 and goes well with any food *

I feel like having a ^{delicious} Red wine from France ^{maybe}, at least 5 years old, in the price range of £10 - 20, (with ^{any} a customer ratings) ^{at least} 4 star rated 3 stars.

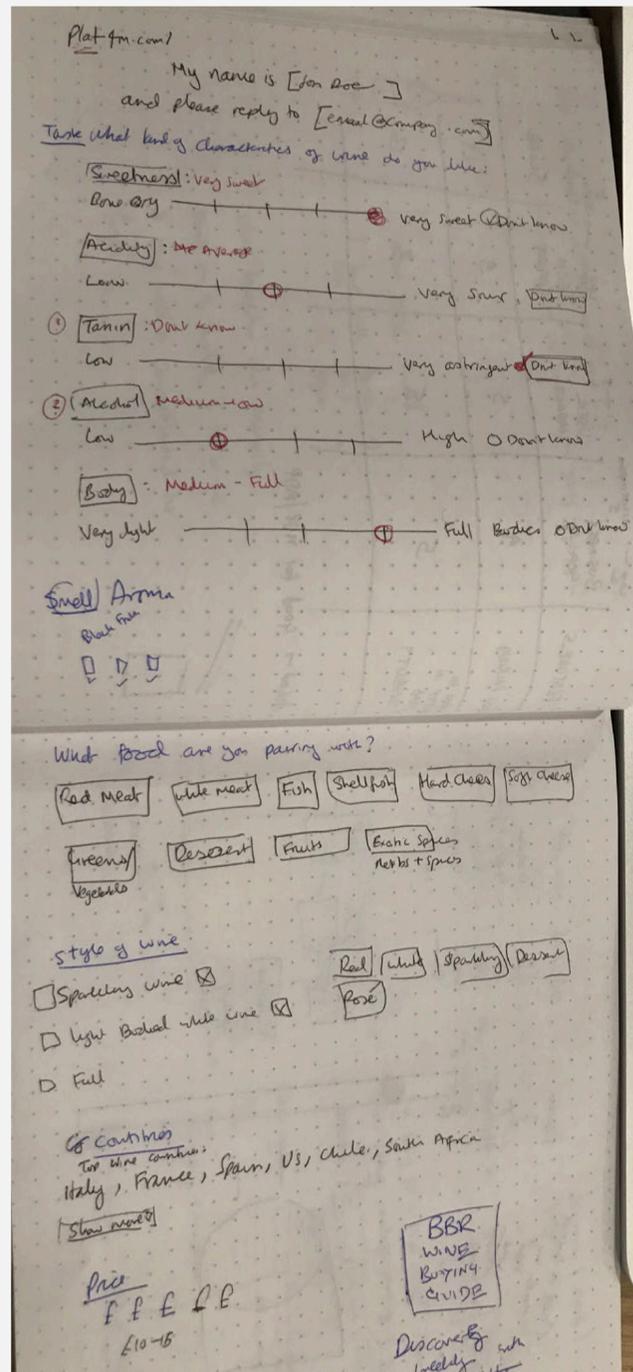
Find me a delicious red wine from france that is maybe 5 years old for less than £40, is 5 star rated and goes well with any food.
given 4 stars in customer ratings and compliments any dish



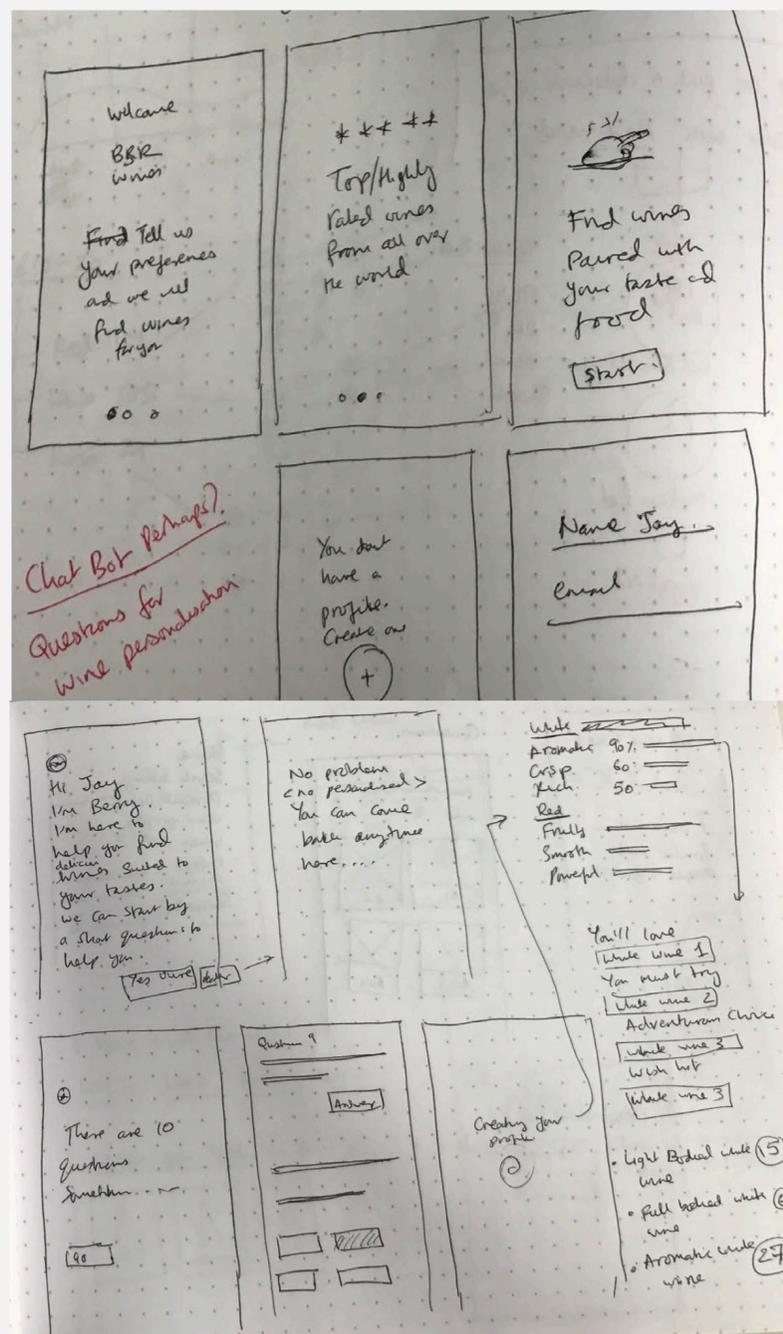
EXECUTION

EARLY ONBOARDING THOUGHTS TO CREATE TASTE PROFILE

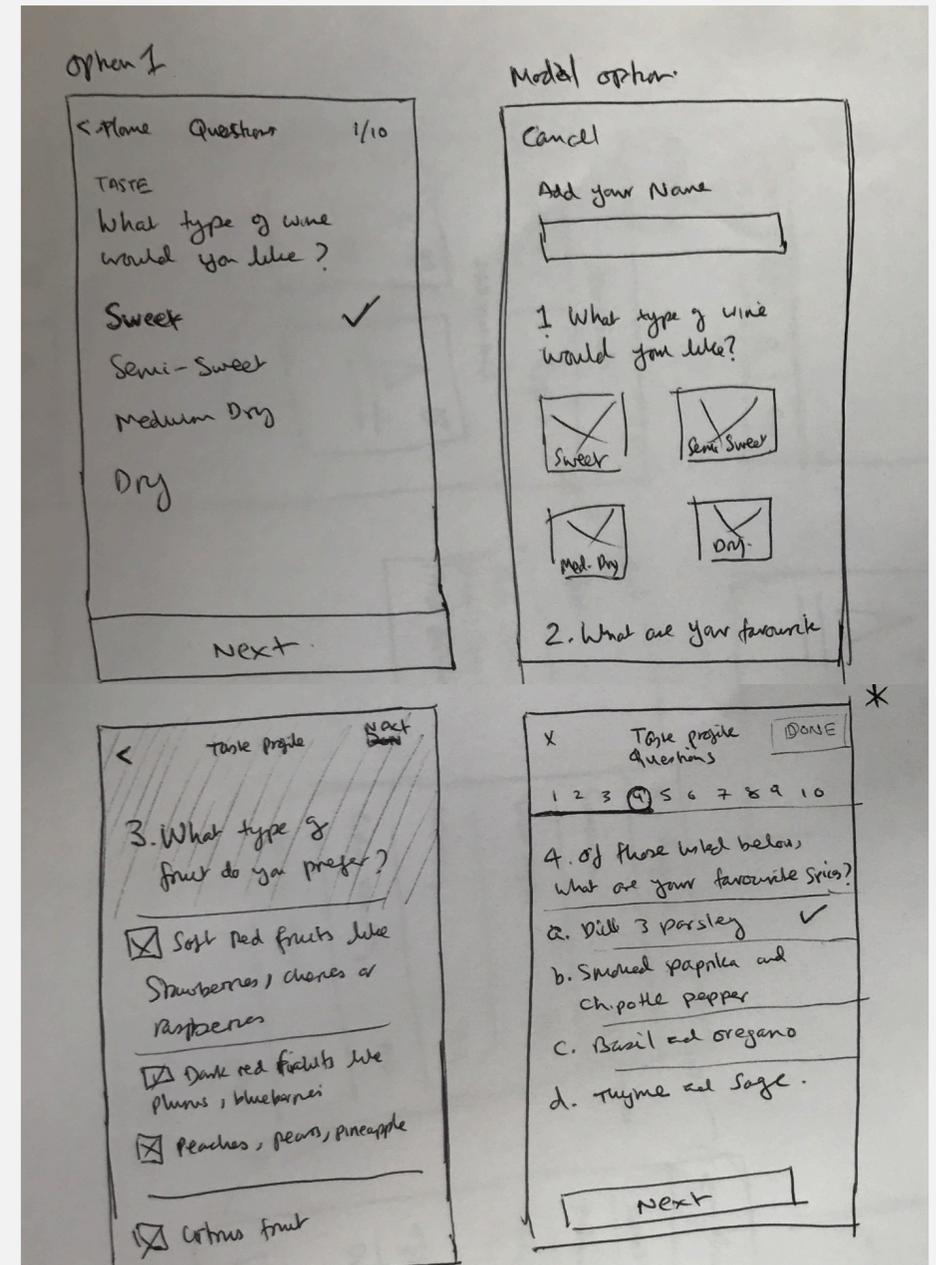
SLIDERS & SELECTION



CHATBOT

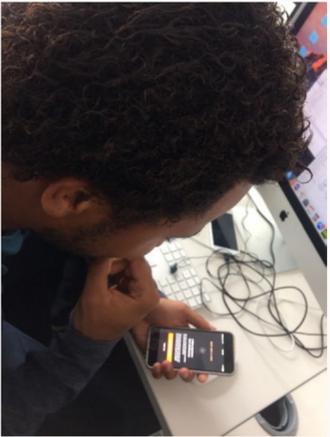


QUESTIONNAIRE STYLE



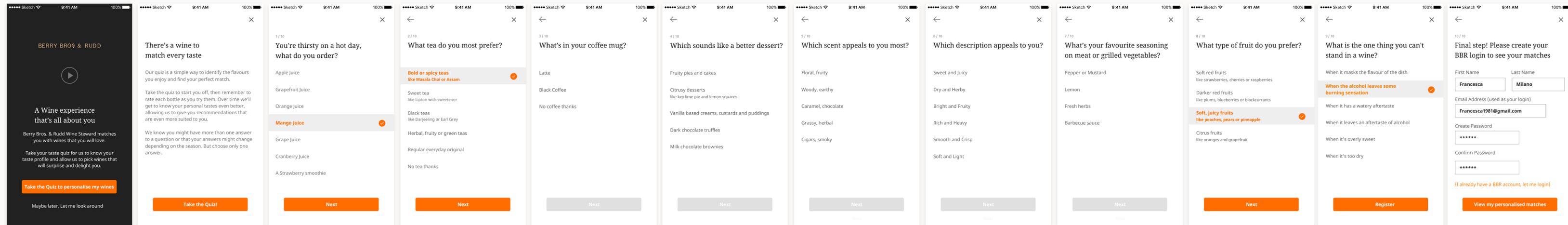
EXECUTION

WIREFRAMES: ONBOARDING & PROFILE V1 USABILITY FINDINGS



“Is that a video in the background?”

“I don’t understand the question clearly”



Users didn't read the welcome instructional text...

“Wow too many questions - I know why you’re asking me about them...but still”

“Signup - I would like social like FB”

EXECUTION

PRODUCT CARDS STUDIES: SINGLE COLUMN



2014 EXTRA ORDINARY CLARET
by Chateau Villa Bel-Air

★★★★★ 50 Reviews

"Heady, cherry-laden fruit & sweet, dark chocolate aromas"

£15.50

You'll love



2015 New Zealand Sauvignon Blanc
by Churton Wines ~ New Zealand, Marlborough

★★★★★ (10)

SAUVIGNON BLANC | Tangy citrus notes of fresh gooseberry & passion fruit, fine mineral finish

£14.95

Adventurous choice



CABERNET SAUVIGNON, NEW ZEALAND

2015 Malbec La Viminière, Bordeaux Supérieur

★★★★★ (10)

Tangy citrus notes of fresh gooseberry & passion fruit, fine mineral finish

£ 14.95



★★★★★ (10)

2015 Malbec La Viminière, Bordeaux Supérieur

SAUVIGNON BLANC, NEW ZEALAND

Full of fresh gooseberries, hints of tomato leaf and passion fruit provide tangy citrus notes and a fine, mineral finish.

£ 14.95

ADVENTUROUS CHOICE



CABERNET SAUVIGNON, FRANCE

2015 Malbec La Viminière, Bordeaux Supérieur

★★★★★ (1)

Ripe blackberry & blueberry, smoky tobacco hints & peppery notes

£ 20.95 **Buy**

1 in Basket

1 Bottle

£14.95 per bottle
Total £14.95

£4.95 delievery in the UK including VAT

Cancel **Add To Bag**

ADVENTUROUS CHOICE



CABERNET SAUVIGNON, FRANCE

2015 Malbec La Viminière, Bordeaux Supérieur

★★★★★ (1)

Ripe blackberry & blueberry, smoky tobacco hints & peppery notes

£ 20.95

1 x £ 20.95

ADVENTUROUS CHOICE



CABERNET SAUVIGNON, FRANCE

2015 Malbec La Viminière, Bordeaux Supérieur

★★★★★ (1)

Ripe blackberry & blueberry, smoky tobacco hints & peppery notes

£ 20.95 x1

YOU'LL LOVE



SAUVIGNON BLANC, NEW ZEALAND

2015 New Zealand Sauvignon Blanc

★★★★★ (10)

Tangy citrus notes of fresh gooseberry & passion fruit, fine mineral finish

£14.95 (0)

YOU'LL LOVE



SAUVIGNON BLANC, NEW ZEALAND

2015 New Zealand Sauvignon Blanc

★★★★★ (10)

Tangy citrus notes of fresh gooseberry & passion fruit, fine mineral finish

£14.95 (0)

YOU'LL LOVE



SAUVIGNON BLANC, NEW ZEALAND

2015 New Zealand Sauvignon Blanc

★★★★★ (10)

Tangy citrus notes of fresh gooseberry & passion fruit, fine mineral finish

£14.95 (0) **Add to Basket**

EXECUTION

PRODUCT CARDS STUDIES: 2 COLUMN

2014
EXTRA ORDINARY CLARET
★★★★★
"Heady, cherry-laden fruit & sweet, dark chocolate aromas"
£15.50



2015
NEW ZEALAND SAUVIGNON BLANC
★★★★★
"Fresh gooseberry & passion fruit, tangy citrus notes and a fine mineral finish"
£14.95



Adventurous choice



2015 Malbec La Viminière, Bordeaux Supérieur
£20.95
★★★★★ (10)

You'll Love



2015 Malbec La Viminière, Bordeaux Supérieur
★★★★★ (10)
Tangy citrus notes of fresh gooseberry & passion fruit, fine mineral finish

♥ - + 1 x £20.95

10 Popular Wines

 <p>SAUVIGNON BLANC, Nz 2015 New Zealand Sauvignon Blanc ★★★★★ (10) £14.95</p>	 <p>CAB. SAUVIGNON, France 2015 Malbec La Viminière, Bordeaux Supérieur ★★★★★ (1) £20.95</p>
 <p>SHIRAZ, South Africa 2013 St Clements Shiraz ★★★★★ (237) £9.45</p>	 <p>CHARDONNAY, France 2015 White Burgundy ★★★★★ (10) £12.25</p>
 <p>PINOT GRIGIO, New Zea. 2013 Ostler Lakeside ★★★★★ (7) £21.00</p>	 <p>RIESLING, Germany 2015 Mosel Riesling Kabinett ★★★★★ (2) £10.25</p>
 <p>ZINFANDEL, California 2014 Ridge Lytton Springs ★★★★★ (3) £38.50</p>	 <p>PINOT NOIR, France 2013 Beaune Grèves ★★★★★ (5) £33.00</p>

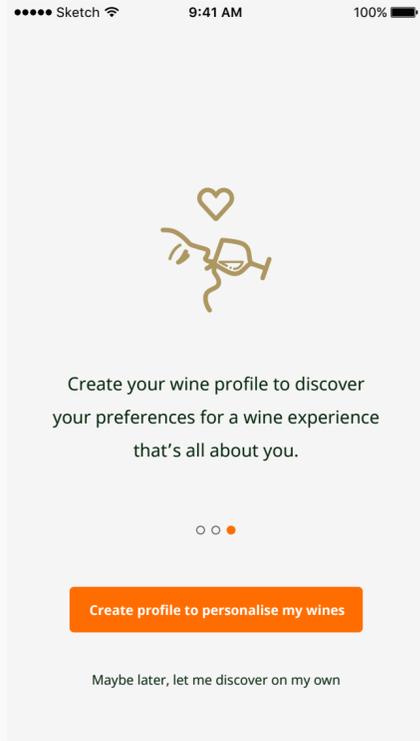
Wines You'll Love

[See All >](#)

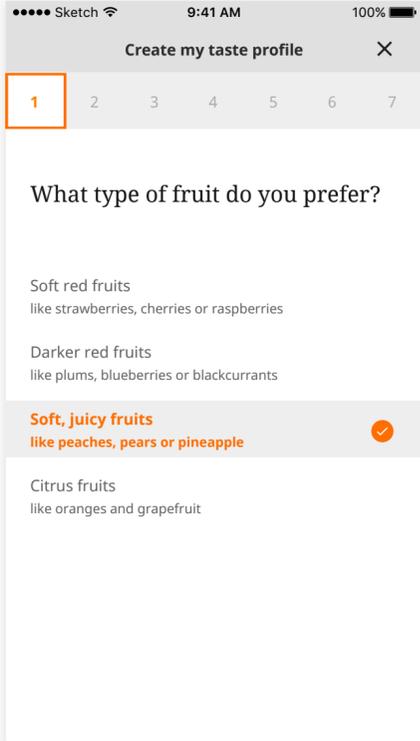
 <p>SAUVIGNON BLANC, Nz 2015 New Zealand Sauvignon Blanc ★★★★★ (10) £14.95 (0) Add to Basket</p>	 <p>CAB. SAUVIGNON, France 2015 Malbec La Viminière, ... ★★★★★ (1) £20.95 (0) Add to Basket</p>
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PROTOTYPE: FINAL KEY SCREENS*

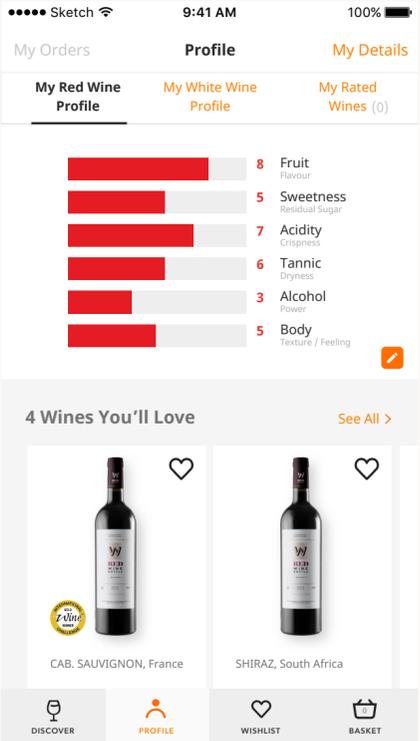
ONBOARDING



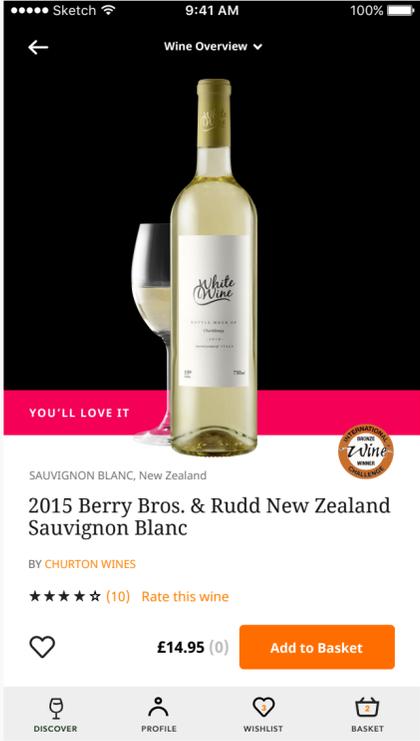
TASTE PROFILE QUESTIONS



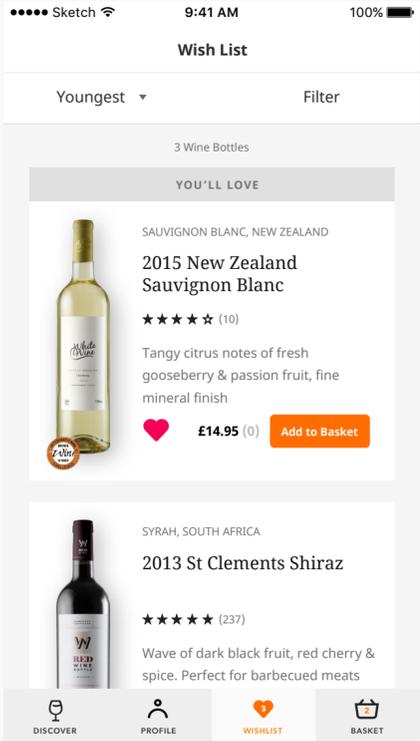
PROFILE (RED WINES)



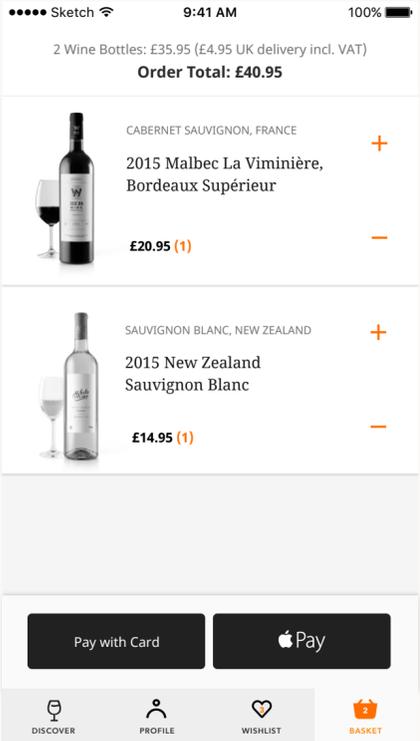
PRODUCT DETAIL



WISHLIST

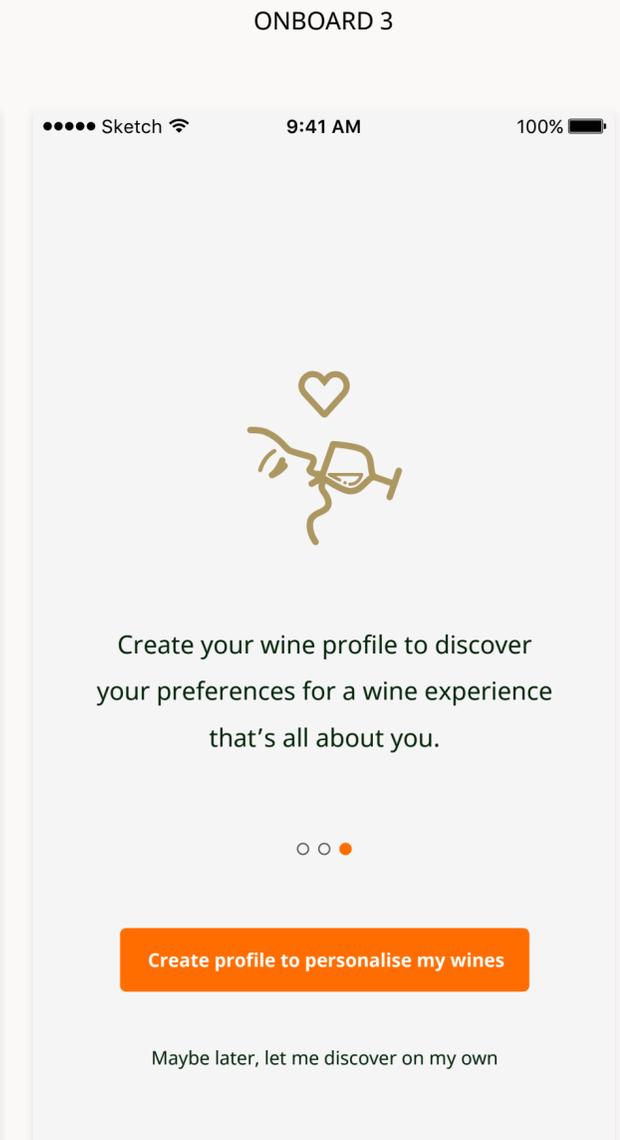
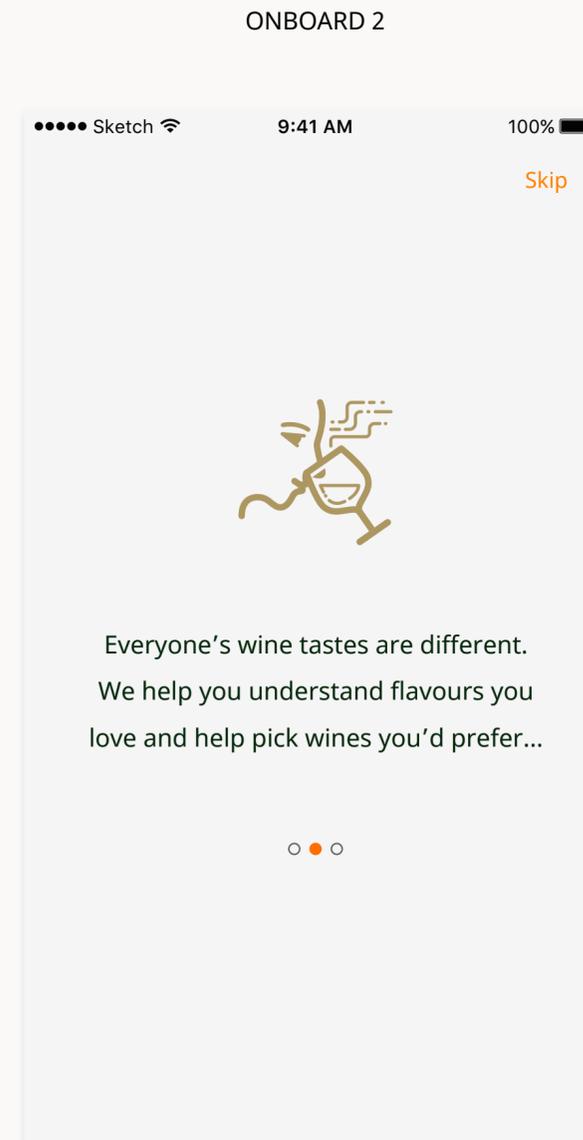
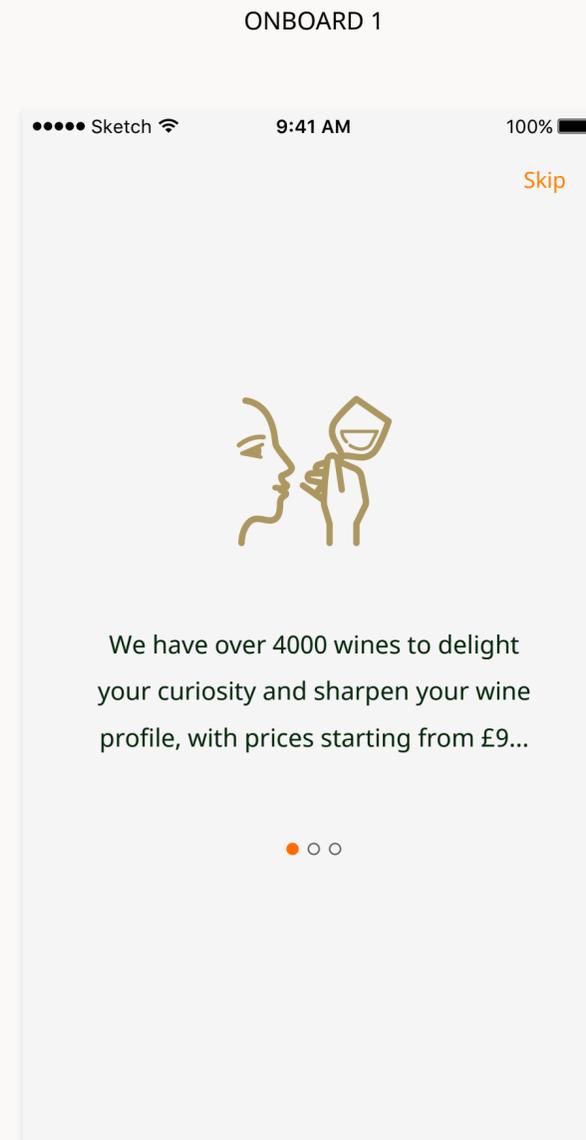
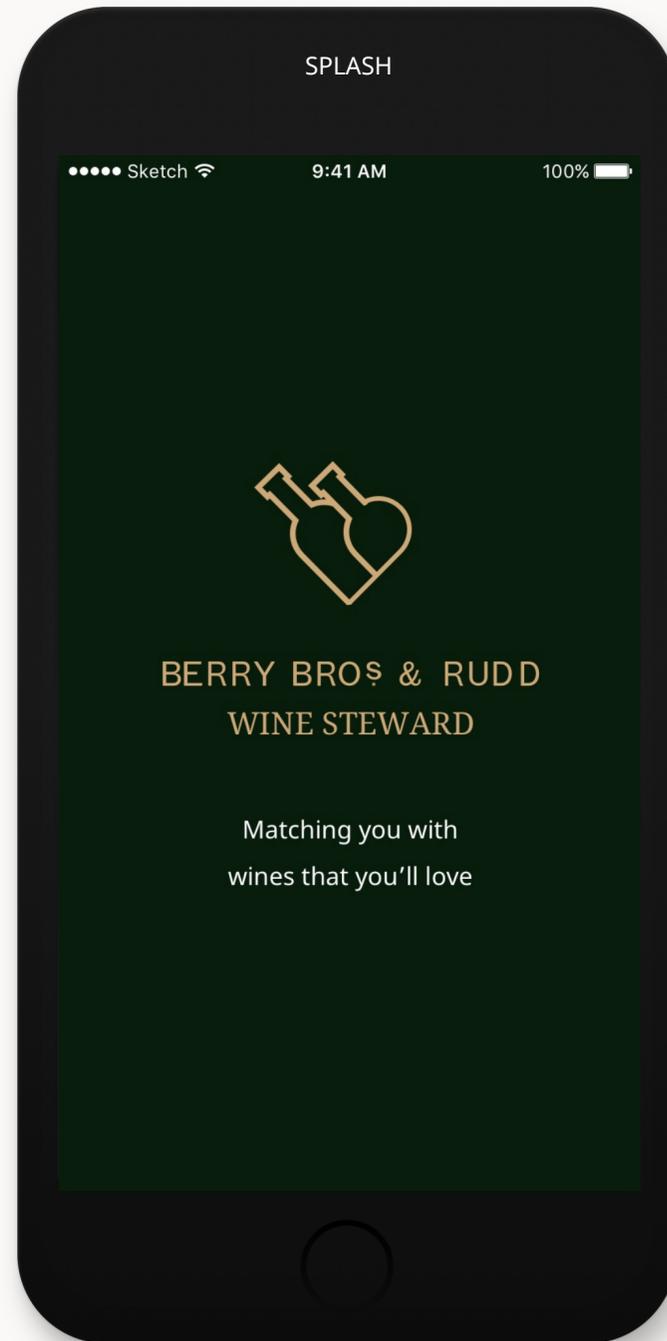


BASKET

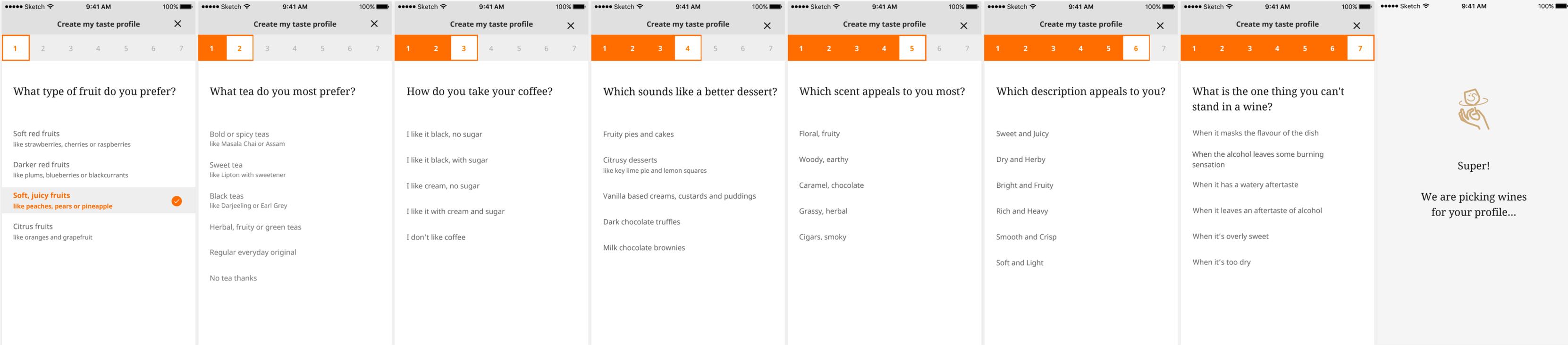


* Happy personalisation path

PROTOTYPE: FINAL BENEFITS-ORIENTED ONBOARDING



PROTOTYPE: CREATING A TASTE PROFILE QUESTIONS

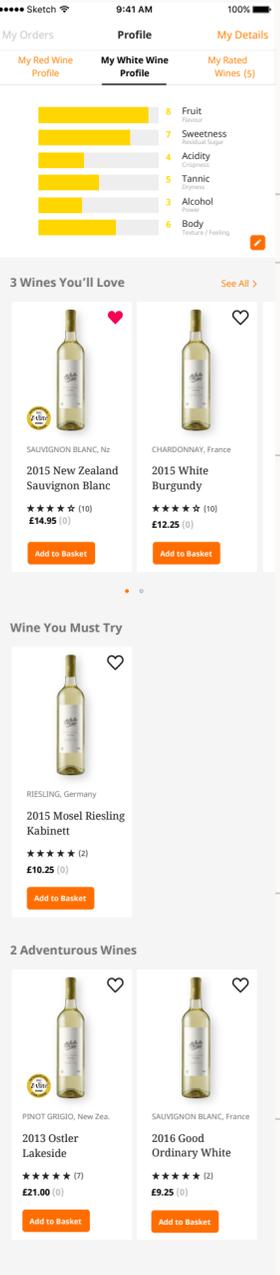
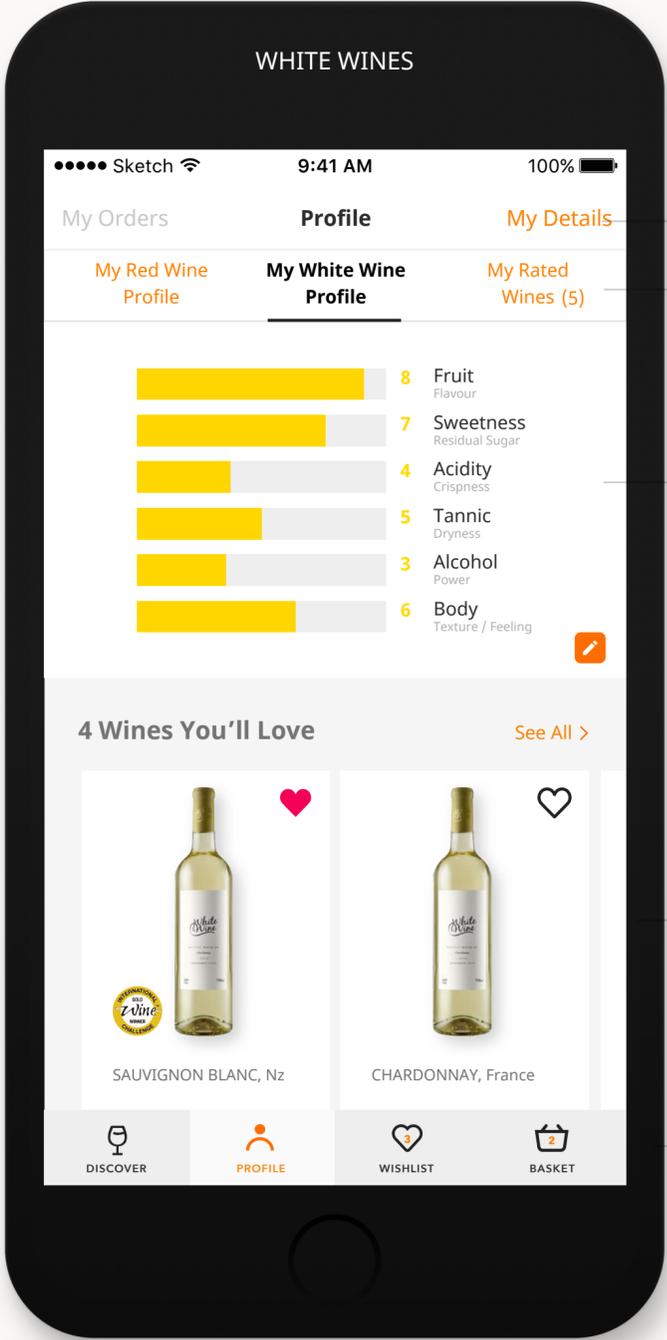
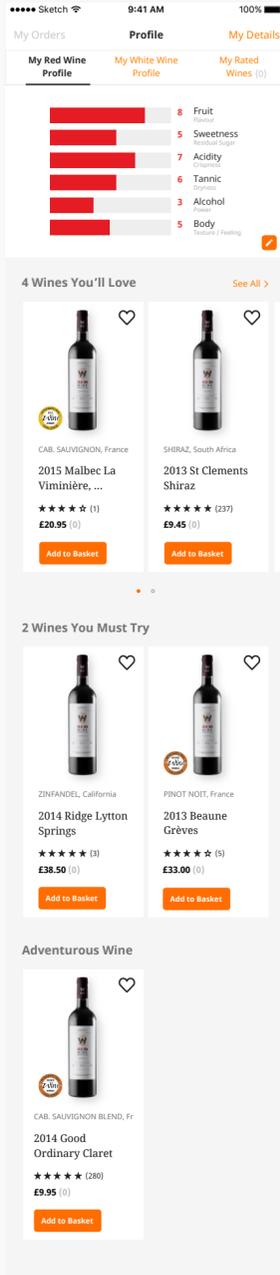
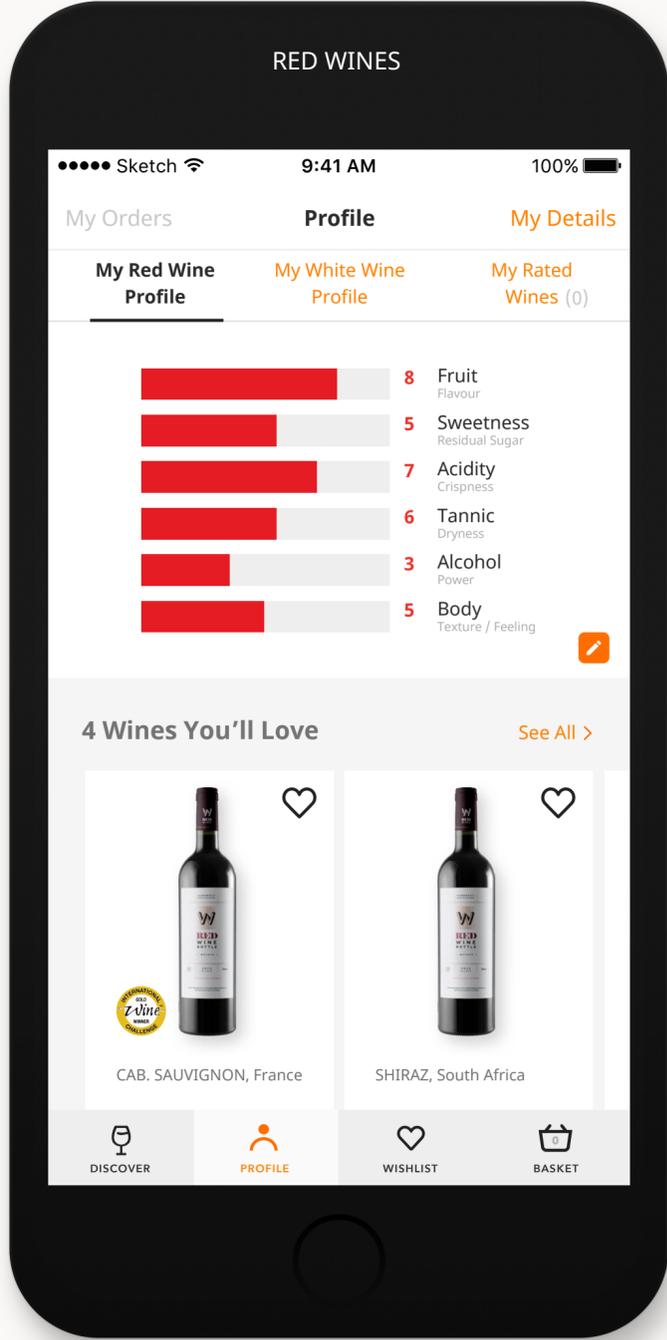


Questions 1 to 7 →

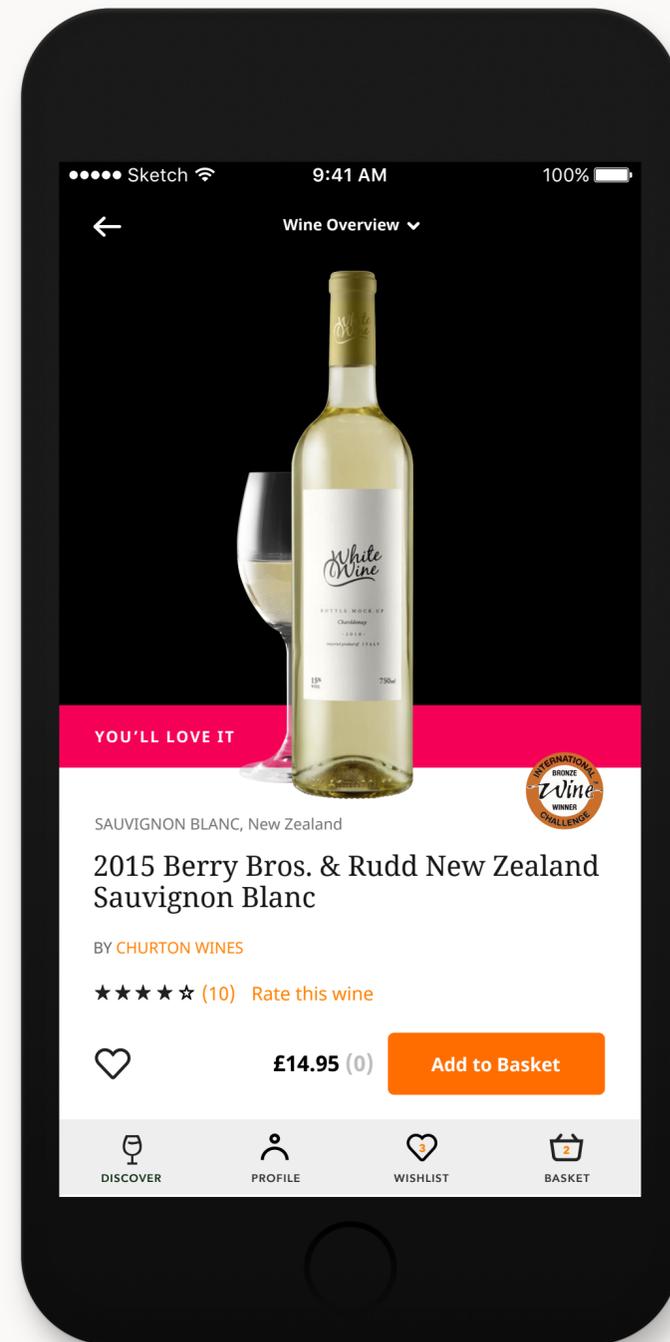
Generating Profile

EXECUTION
 PROTOTYPE: PROFILE

INVIS.IO/RSCHU55W6



- HEADER
- TABS / SEGMENTED CONTROL
- USERS WINE PROFILE LEVELS VISUALISED
- 2 COLUMN PRODUCT CARD CAROUSEL
- TAB BAR: SECTION HIGHLIGHTED



PAGE SCROLL CONTENT

WINE PROFILE

Wine Type
Light-medium body white, dry, high acidity

Summary

10	Fruit Flavour
5	Sweetness Residual Sugar
9	Acidity Crispness
6	Tannic Dryness
3	Alcohol Power
2	Body Texture / Feeling

Ideal for
#Aperitif, #Summer, #Family lunch, #Barbecue, #Picnic

Perfect Match
Cod cooked with butter & white asparagus

OTHER WINES YOU MUST TRY [See All >](#)

TASTING NOTES

Visual
The wine is a pale gold with green flashes, with a silvery shine that suggests vibrancy and freshness.

Aroma
On the nose, the wine is highly aromatic, combining notes of white fruits, citrus with grassy and smoky, gunflint-like nuances.

Taste
The typical Marlborough pungency is held in check by tangy citrus notes of intense nettly, gooseberry & passion fruit. Fine, dry mineral finish. This is a delicious wine with verve and vibrancy.

Flavor Notes:
 - **Vanilla**: Toasty aromatic
 - **Butter**: Creamy scent
 - **Passion Fruit**: Racy crispness of
 - **Gooseberries**: Full of fresh nettly
 - **Tomato Leaf**: Intense hints of

WINE AND FOOD PAIRING

Meat
Grilled pork, veal medallions, charcuterie, beef carpaccio

Fish
Grilled fish and seafood, oysters, monkfish curry

Cheese
Goats cheese, soft cheese with herbs

Vegetables
White asparagus, Grilled Pizza

Desserts
Perfectly matched with most classic fruit based desserts. Dark Chocolate.

DETAILS

Grape Blend
 - Sauvignon Blanc (70%)
 - Semillon (20%)
 - Muscadelle (10%)

Winery
Marlborough, New Zealand

Colour
Deep yellow - gold

Serving Temperature

Closure
Cork

Sulfite
Yes

THE ESTATE
Churton Winery
 Marlborough, New Zealand (New World Region Wine)
 Churton is a small Marlborough winery, owned and operated by Sam and Mandy Weaver. They focus on producing Sauvignon Blanc and Pinot Noir that combines the renowned flavour and aromatic intensity of Marlborough fruit with the finesse and complexity characteristic of fine European wines.

THIS WINE FROM OTHER REGIONS
 - France >

REVIEWS

Have you tried it? Rate this wine
Update my profile
★★★★★
For #Occasion

4.0 ★★★★★
10 Customers

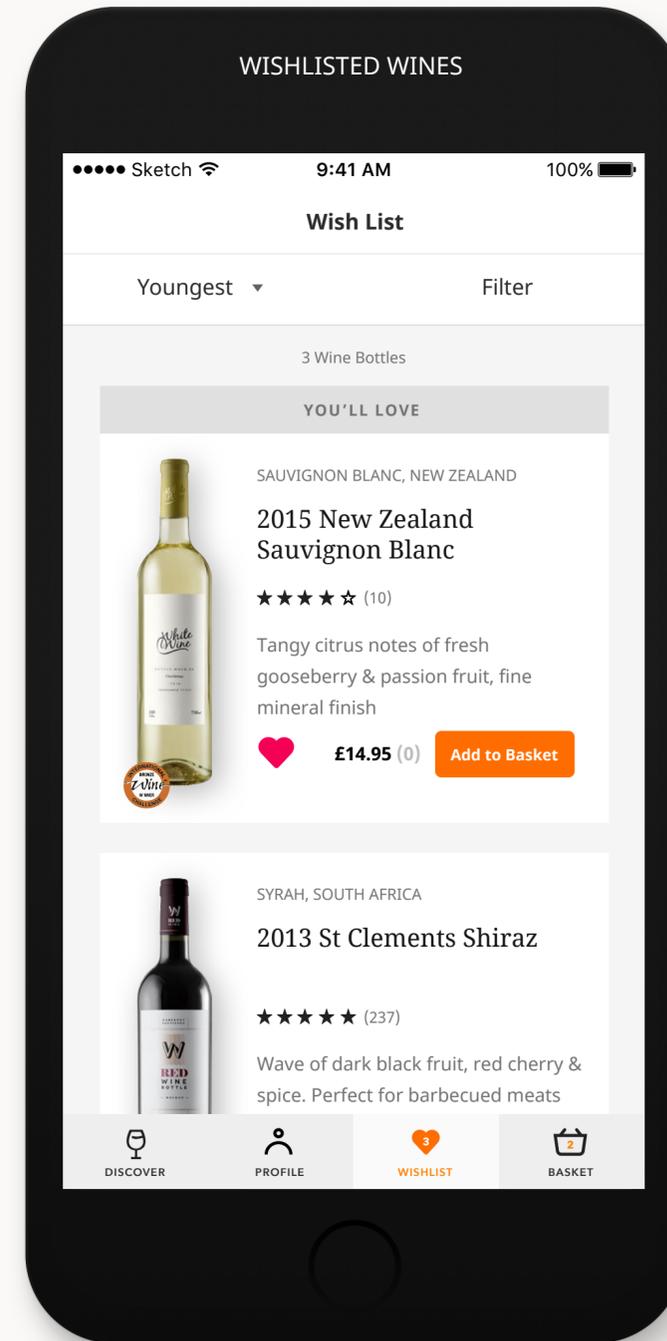
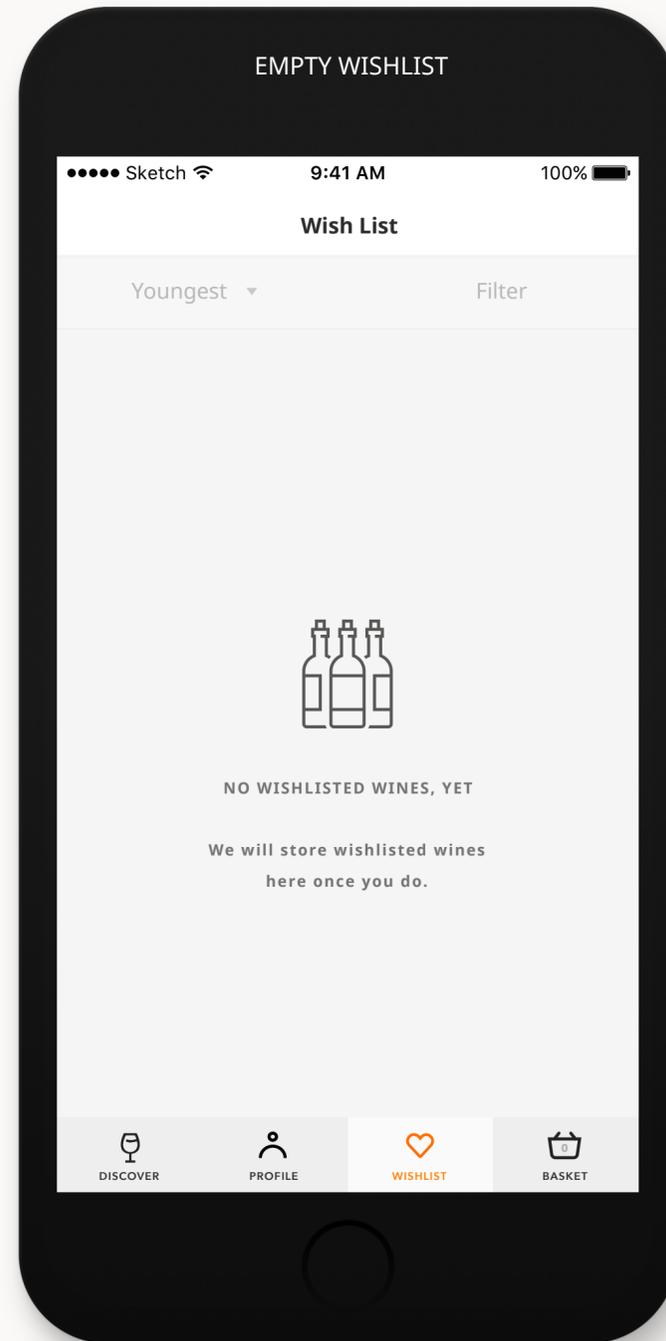
★★★★★ 2
★★★★★ 7
★★★★★ 1
★★★★★ 0
★★★★★ 0

Geographic Distribution:
 - France >
 - Italy >
 - New Zealand >
 - USA >
 - Chile >
 - South Africa >
 - Australia >
 - Spain >

EXECUTION

PROTOTYPE: WISHLIST

INVIS.IO/RSCHU55W6



SORT AND FILTER

PRODUCT CARDS
(WITH RECOMMENDATION CUES)

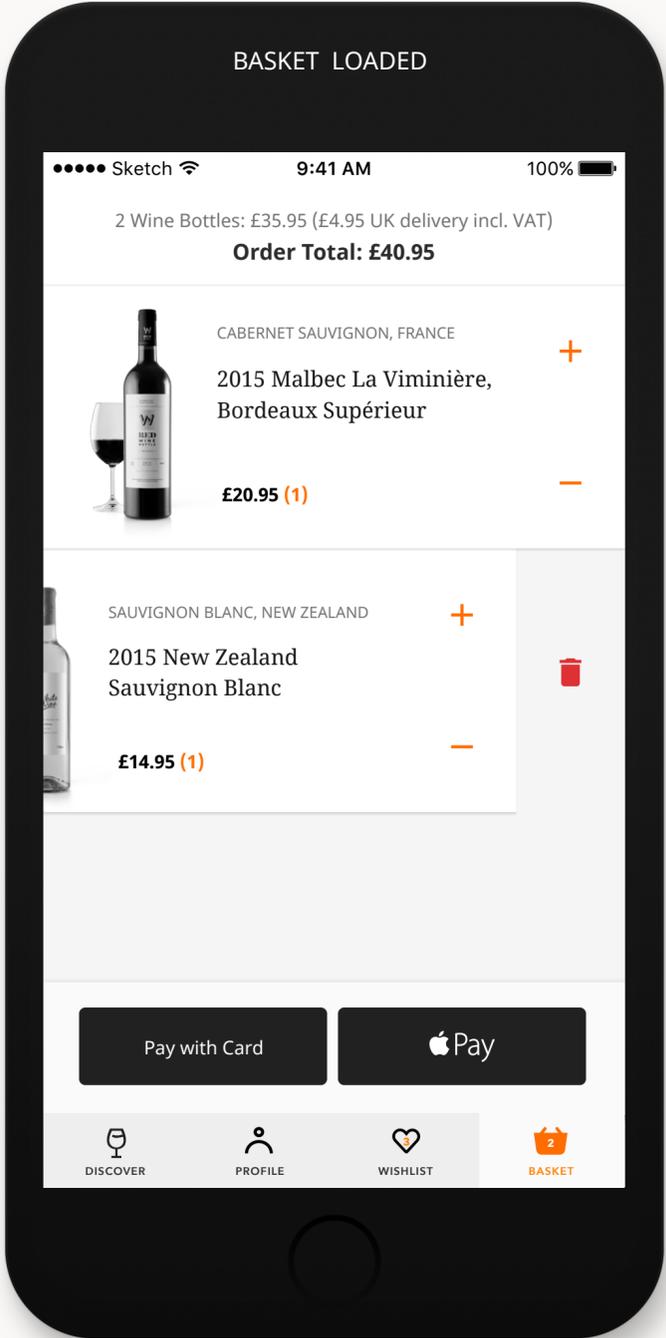
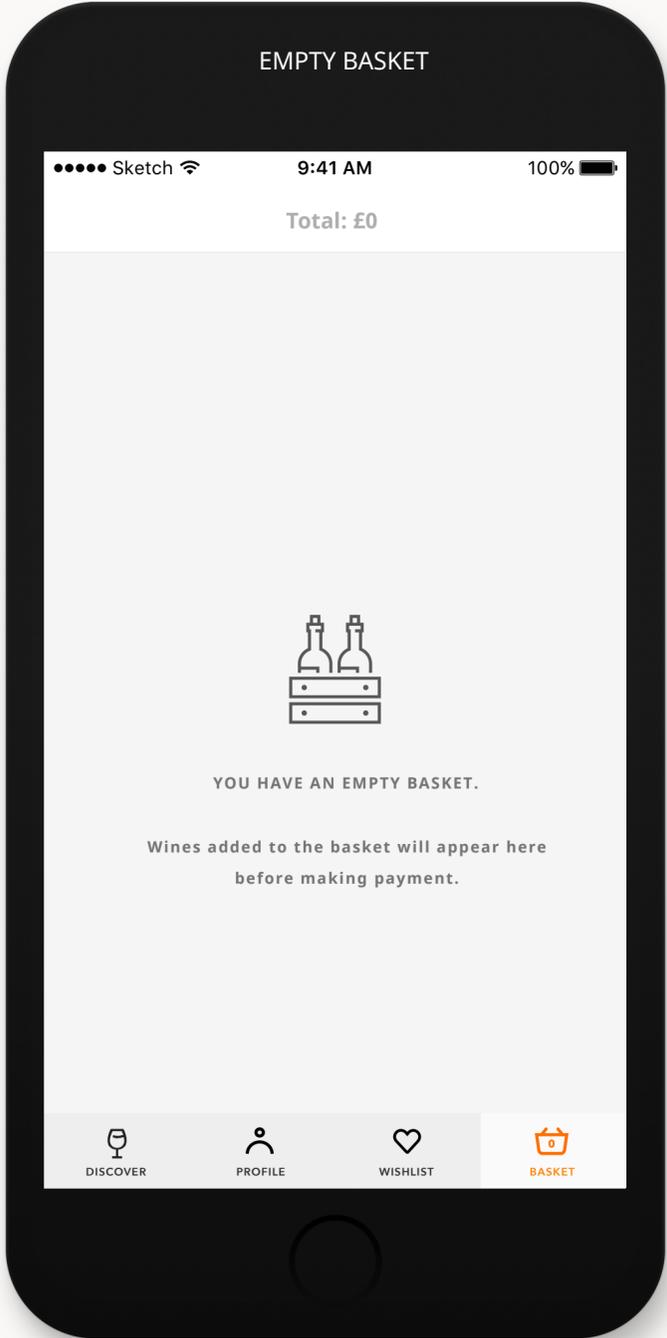
WISHLIST ICON FILLED
(TAP TO REMOVE FROM LIST)

TAB BAR: SECTION HIGHLIGHTED + ITEM COUNT

EXECUTION

PROTOTYPE: BASKET

INVIS.IO/RSCHU55W6



ORDER SUMMARY

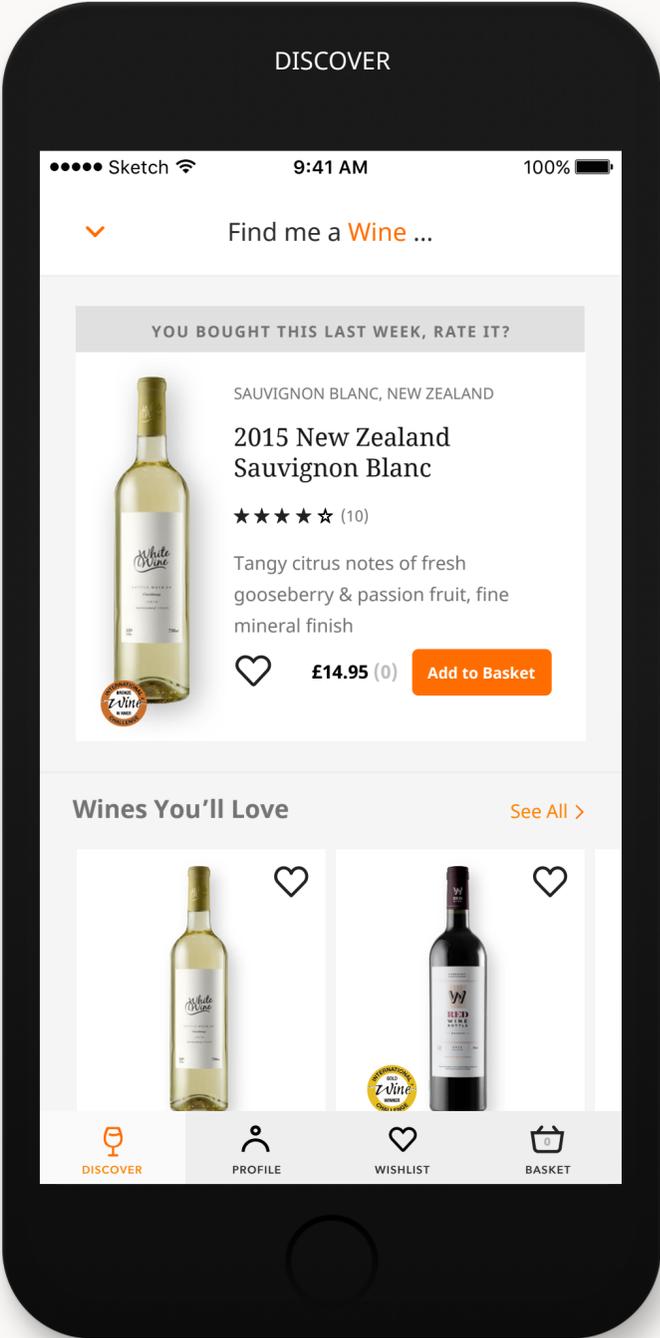
ITEM CARD: MANAGE QTY
QTY AMOUNT NEXT TO PRICE

SWIPE GESTURE
TO REMOVE

PAYMENT CTA

TAB BAR: SECTION HIGHLIGHTED + ITEM COUNT

PROTOTYPE: DISCOVER

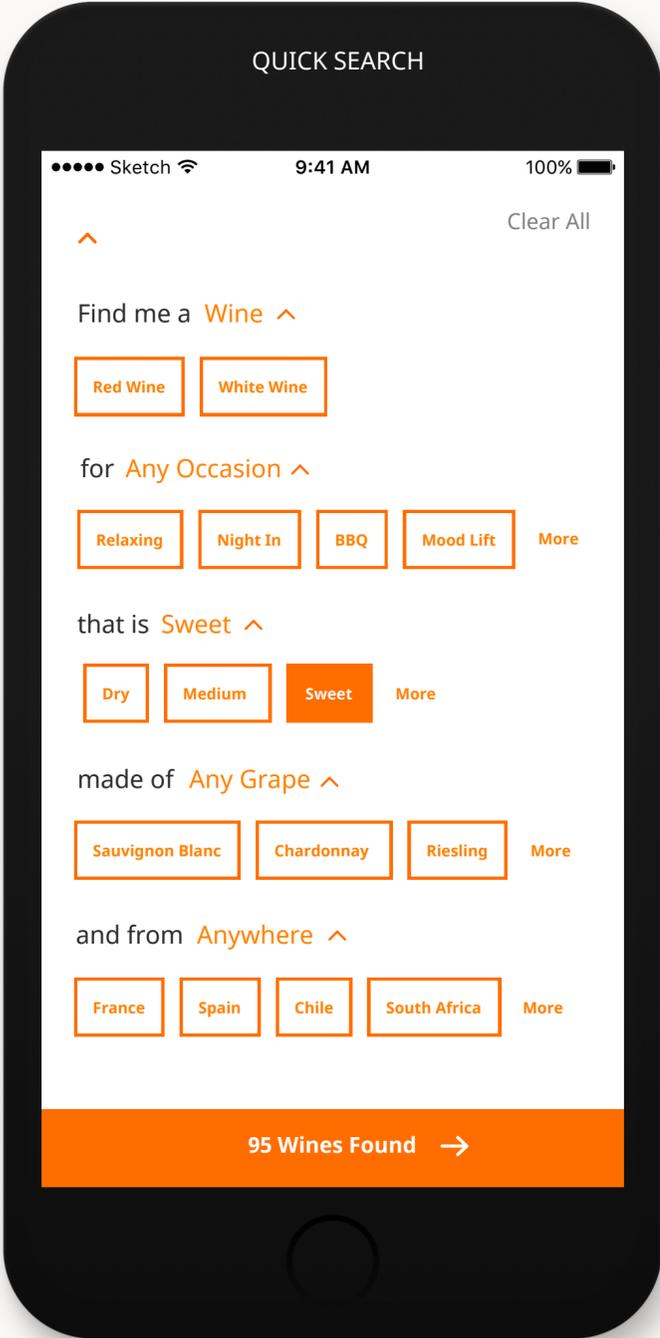


QUICK SEARCH
FOR USERS WITH VERY LITTLE WINE KNOWLEDGE

FEATURED WINE

2 COLUMN PRODUCT CARD CAROUSEL

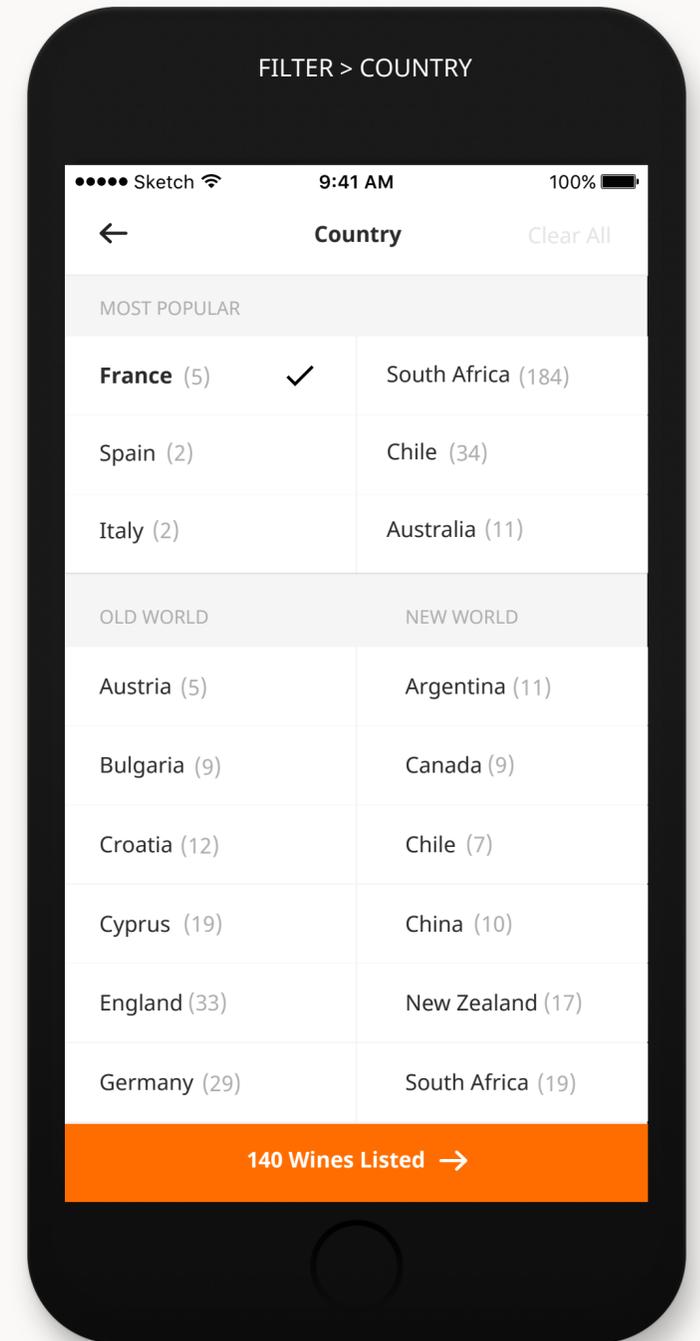
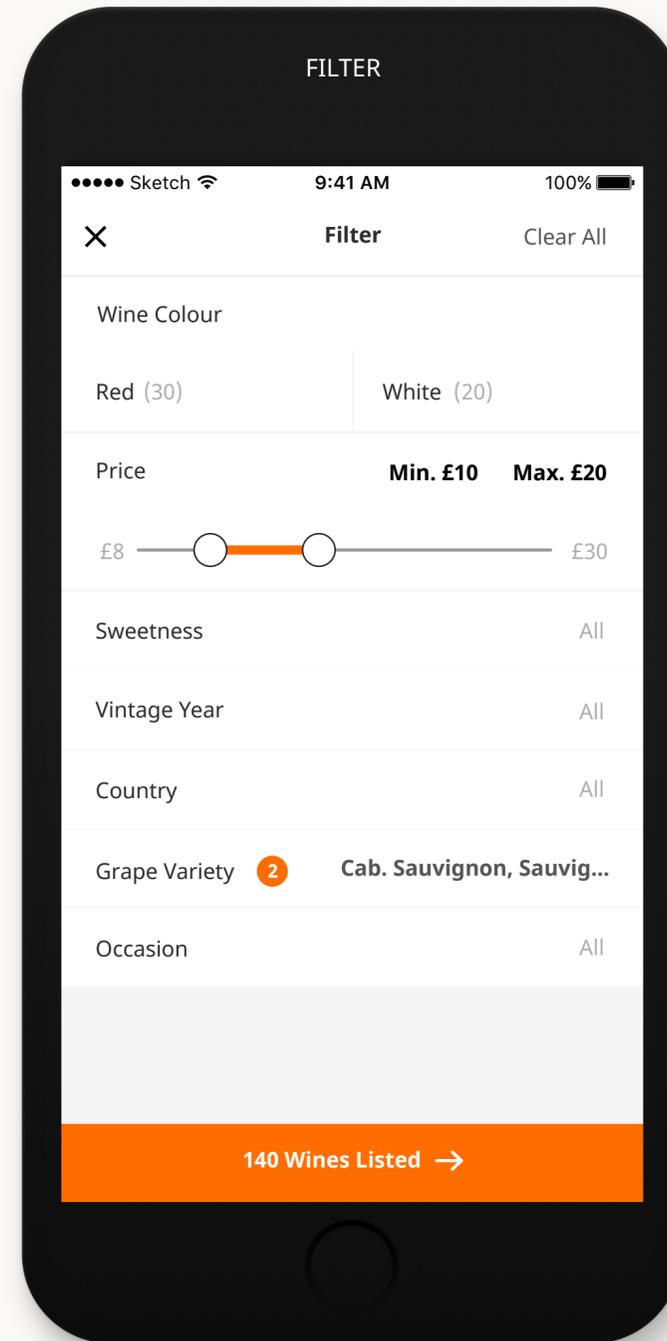
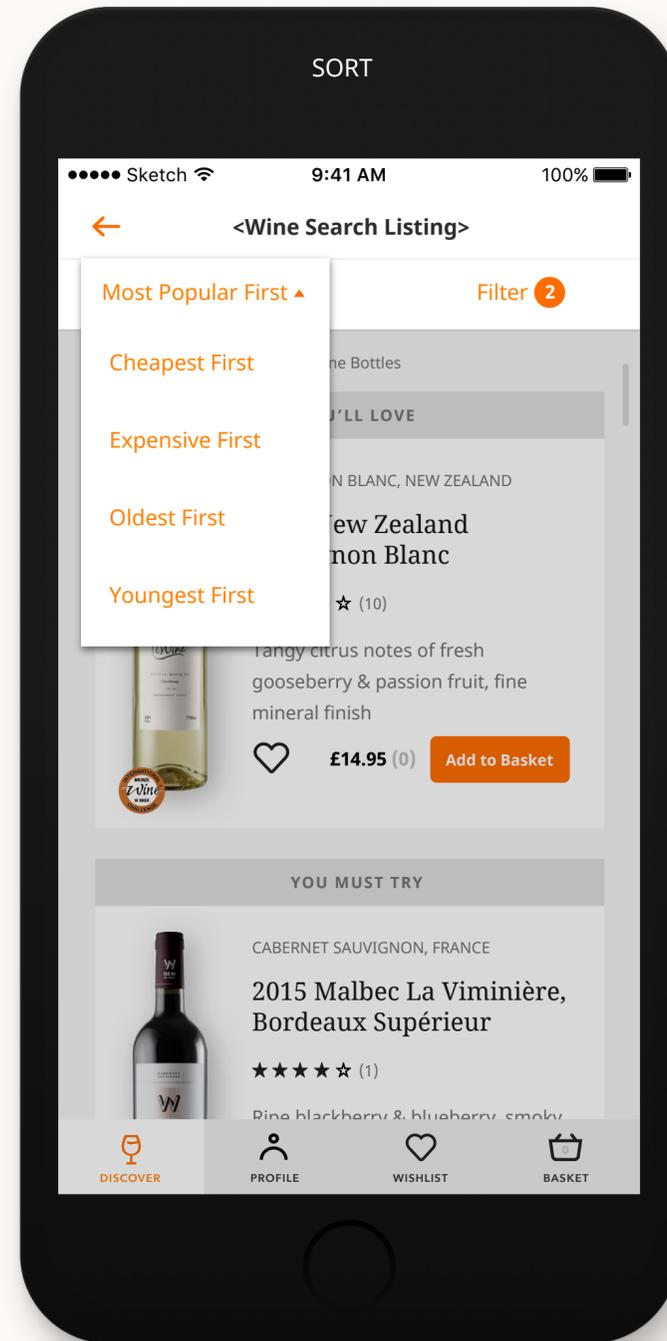
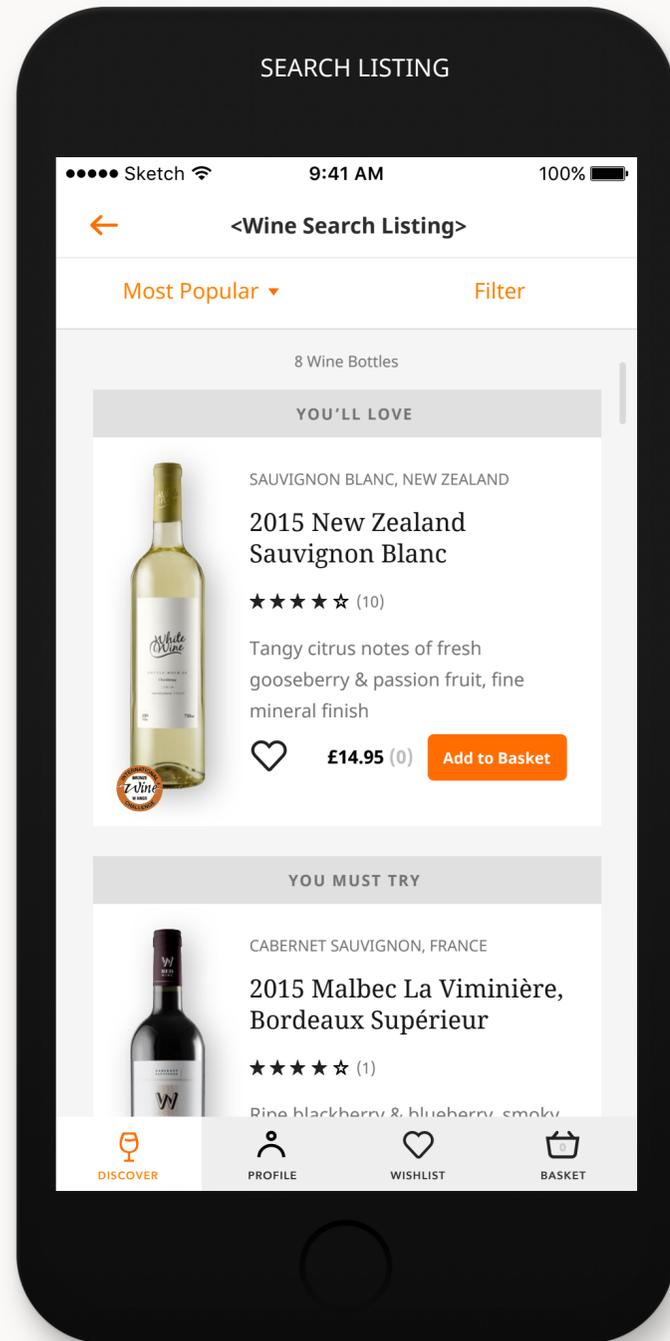
TAB BAR: SECTION HIGHLIGHTED



EXECUTION

PROTOTYPE: SEARCH LISTING / SORT & FILTER

INVIS.IO/RSCHU55W6



EXECUTION

USABILITY TESTING

Presentation, content, visuals and style extremely well received.

- Users successfully created profile
- Positive reaction to personalisation aspect
- Searched wines easily
- Loved the PDP which gave them confidence to purchase with intent for repeat use

11 User Tests (Beginner to expert knowledge) + BBR

"8/10; Clean process to select and buy wines, intuitive, user friendly, visuals are perfect"

Nasir Altaf, Web Developer
(doesn't drink, beginner wine knowledge)

"7/10; Would use again. App looks polished, sharp. Like the personalisation feature. Valuable IP"

Vikas Khera, Sony BA
(Wine Novice)

"8/10; This is simple elegant app. The PDP has rich detail, I didn't need to know anything else - loved the perfect food matching, want the recipe (lol). "

Anna Kondratiuk, Sony PMO
(Wine Expert)

"You have a great lean product - has a strong, focused functionality, looks presentable. We need to bring in front of business (strategy and creative)."

BBR: Charlie Bennet (Head e-Com),
Robert Hall (Solution Architect),
Dan Henderson (Solution Architect)



PROJECT RETROSPECTIVE

NEXT ITERATIVE IMPROVEMENTS

Now

Add microinteractions (e.g feedback, notifications, confirmations)

Reword “Creating a profile” as users were misled into thinking sign up.

Include open search option. Combine with “Find me a Wine”.

PDP: Group taste notes with perfect match. Details with Wine profile.

Basket: Total order summary at bottom near CTAs.

Basket: select delivery option in basket

Next

Search Listing: Allow users to see the wines they have rated

Profile: find wines by each attribute level set by user

PDP: More images of the wine: label, lifestyle, wine colour

Wishlist: More than 5 items in wishlist need to create a account

Basket: Paypal

Later

Rating wines: Allow user to add notes to wine when rating. Rate also on Cost, Visual, Aroma and Taste of wine.

In depth customer reviews