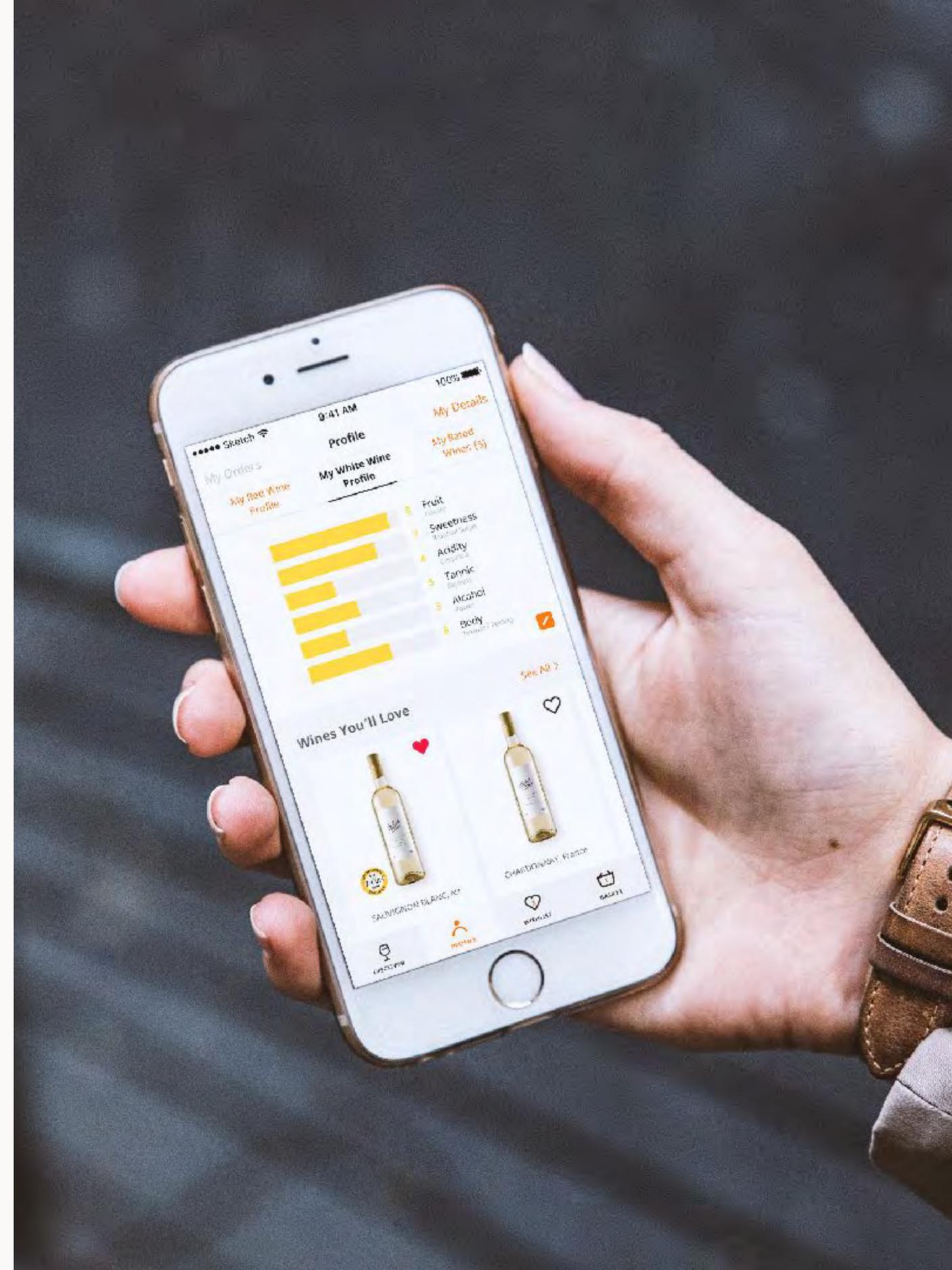


GENERAL ASSEMBLY - UXD31 LONDON - JULY 2017

BERRY BROS. & RUDD WINE STEWARD

MATCHING YOU WITH WINES THAT YOU WILL LOVE

JAY SUTHAR



CONTEXT

BERRY BROS. & RUDD

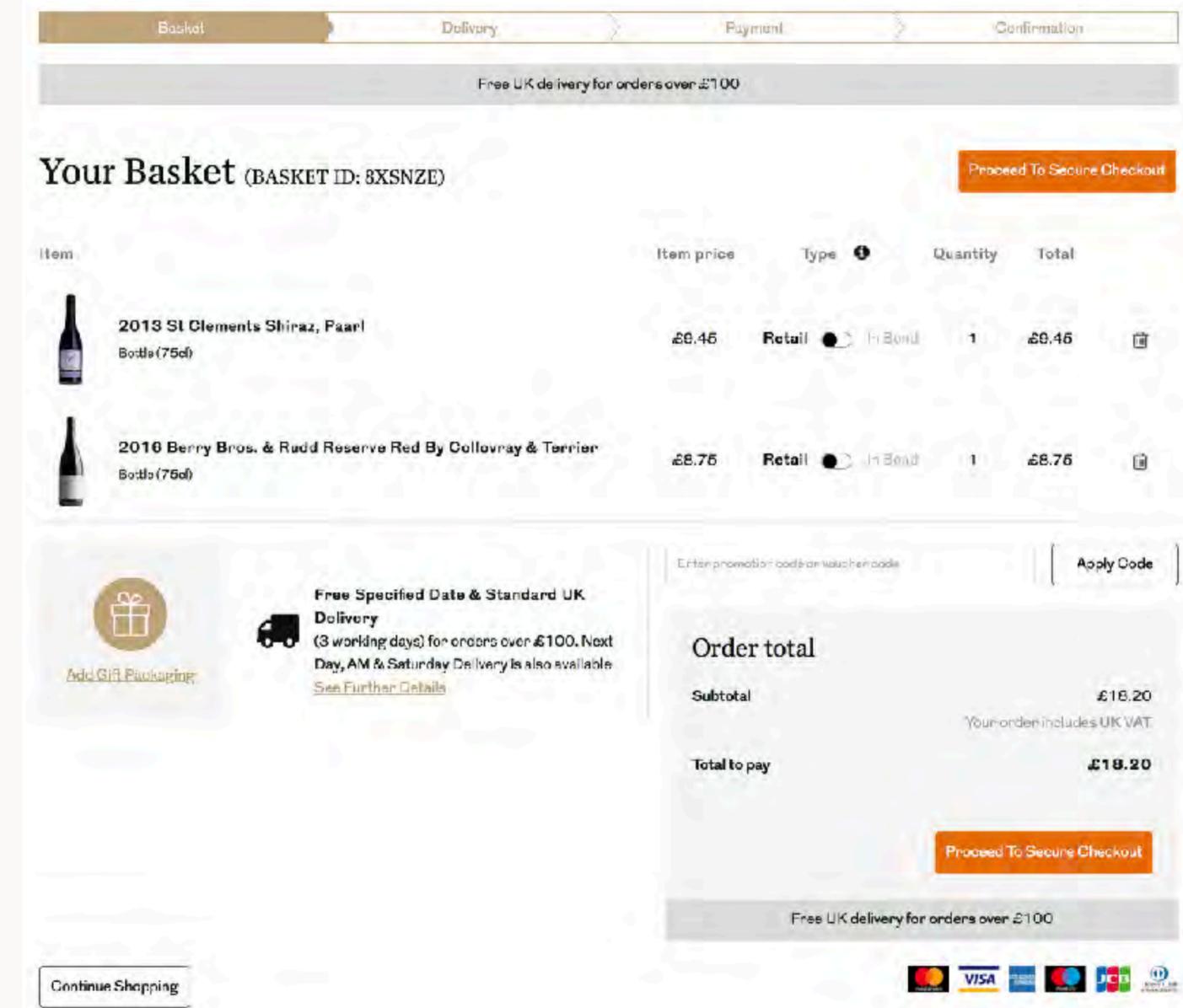
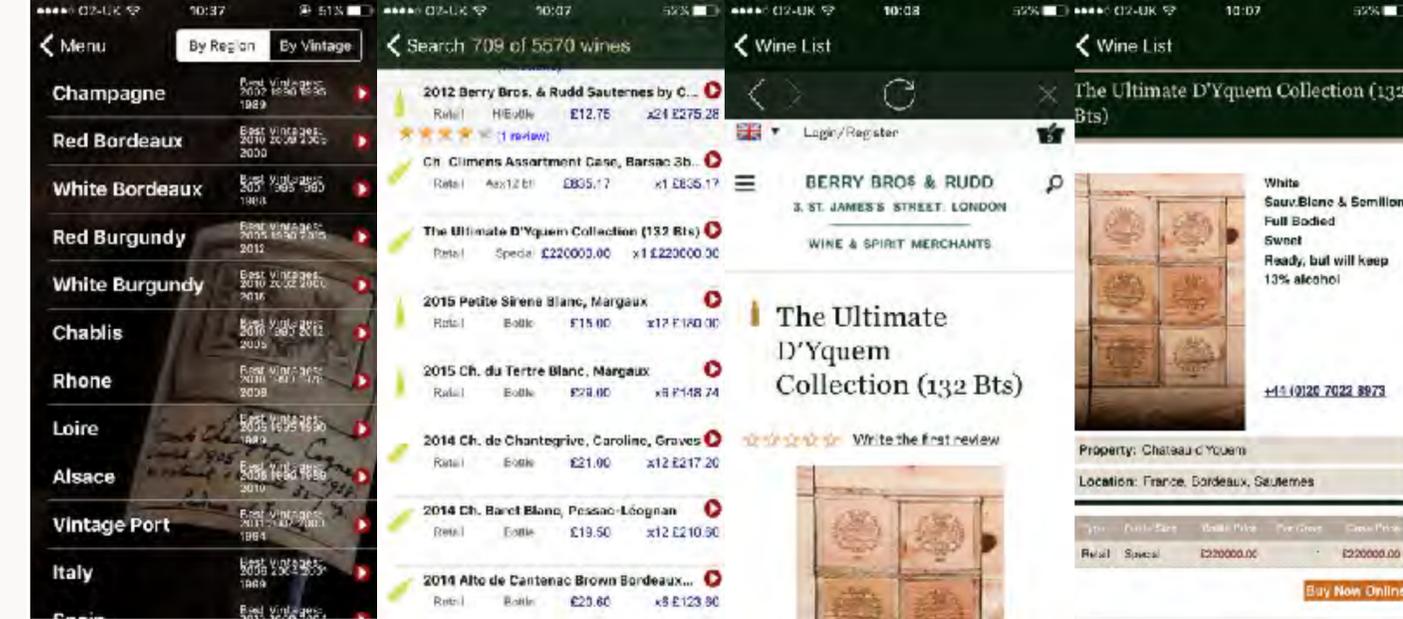
- Britain's oldest wine and spirit merchant, trading from St James's Street, since 1698
- First wine merchant to open an online wine shop in 1995
- Over 4000 wines from around the world for sale



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

The screenshot shows a wine e-commerce website interface. On the left, there is a sidebar with various filters: 'Remove' (Red), 'Filter By' (New Wines: 1 Day (29), 2 Days (42), 3 Days (42), 7 Days (103); Ratings: 5 (281), 4 (202), 3 (40), 2 (5), 1 (4)); Regions (Argentina (16), Australia (172), Austria (2), Bulgaria (3), Canada (1), Chile (29), Show more); Colour (Red (8,222), Rose (28), White (1,642)); Price Per Bottle (up to £10 (3), £10-£14.99 (47), £15-£19.99 (102), £20-£49.99 (274), £50-£99.99 (408), £100 and up (26)); En Primeur (En Primeur (281), Non En Primeur (5,197)); Maturity; Vintage; Grape Variety; Case Size; Bottle Size; Sweetness; Alcohol Percentage; Closure Type).

The main content area displays a list of wine products. The first product is '2016 Berry Bros. & Rudd Reserve Red by Collovray & Terrier'. It features a bottle image, a description: '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. Finally crafted, and reassuringly gregarious, the wine is impressively structured and beautifully made. Simon Field MW - Wine Funder...', a price of £8.75 per bottle, and an 'Add Bottle' button. Below it, the case price is £94.44 (Saving £10.50) with an 'Add Case' button.

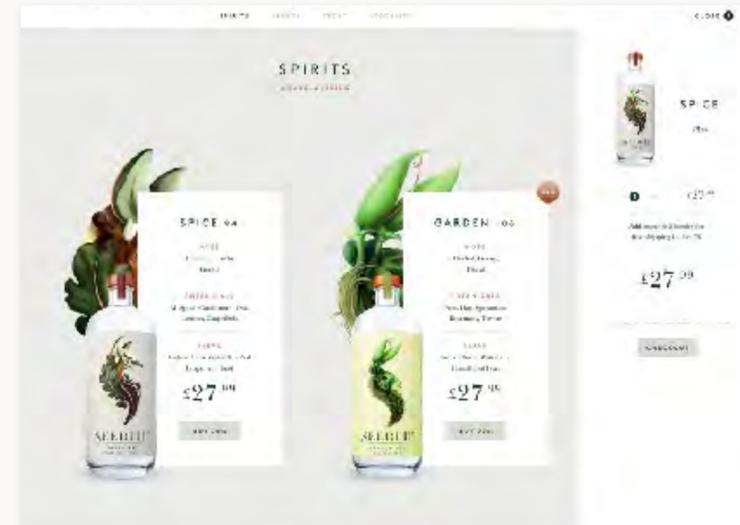
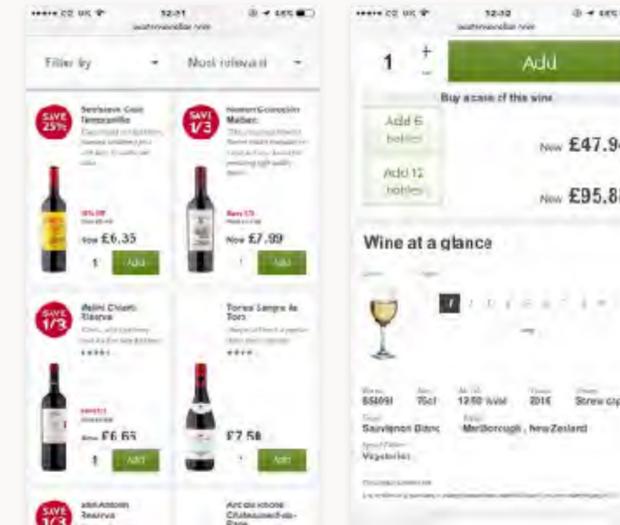
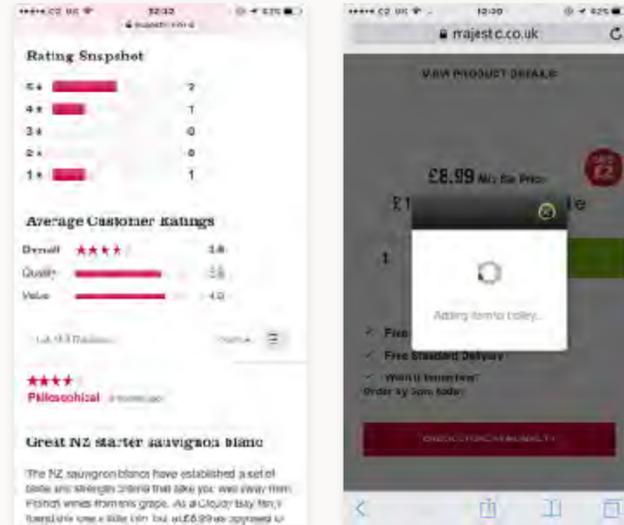
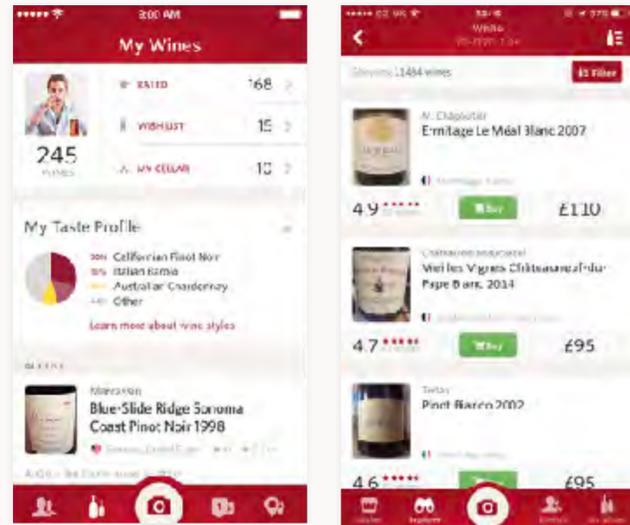
The second product is '2013 St Clements Shiraz, Paarl'. It features a bottle image, a description: 'Medium ruby colour, the nose instantly provides a wave of dark fruit, red cherry and spice. The juicy palate is filled with black fruit and soft tannins. Drinking well now, sip to a perfect midweek bottle alongside barbecued meats.', a price of £9.45 per bottle, and a '4 Reviews' rating. Below it, the case price is £102.00 (Saving £11.40) with an 'Add Case' button.

The third product is '2015 Montepulciano d'Abruzzo, Il Roccolo Natale Verga, Abruzzo'. It features a bottle image, a description: 'This wine is a blend of Merlot, Cabernet Sauvignon and Syrah. The nose is filled with dark fruit, red cherry and spice. The juicy palate is filled with black fruit and soft tannins. Drinking well now, sip to a perfect midweek bottle alongside barbecued meats.', a price of £9.50 per bottle, and a '4 Reviews' rating. Below it, the case price is £102.60 (Saving £11.40) with an 'Add Case' button.

The fourth product is '2015 Montepulciano d'Abruzzo, Extra Special, Colle del Sole, N. Verga'. It features a bottle image, a description: 'This wine is a blend of Merlot, Cabernet Sauvignon and Syrah. The nose is filled with dark fruit, red cherry and spice. The juicy palate is filled with black fruit and soft tannins. Drinking well now, sip to a perfect midweek bottle alongside barbecued meats.', a price of £9.50 per bottle, and a '4 Reviews' rating. Below it, the case price is £102.60 (Saving £11.40) with an 'Add Case' button.

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



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

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 |
-
- ```
graph TD; A[1. Discover her tastes?] --> B[2. Help her explore new wines?]; B --> C[3. Increase her wine knowledge?];
```

STRATEGY

## PROJECT GOALS

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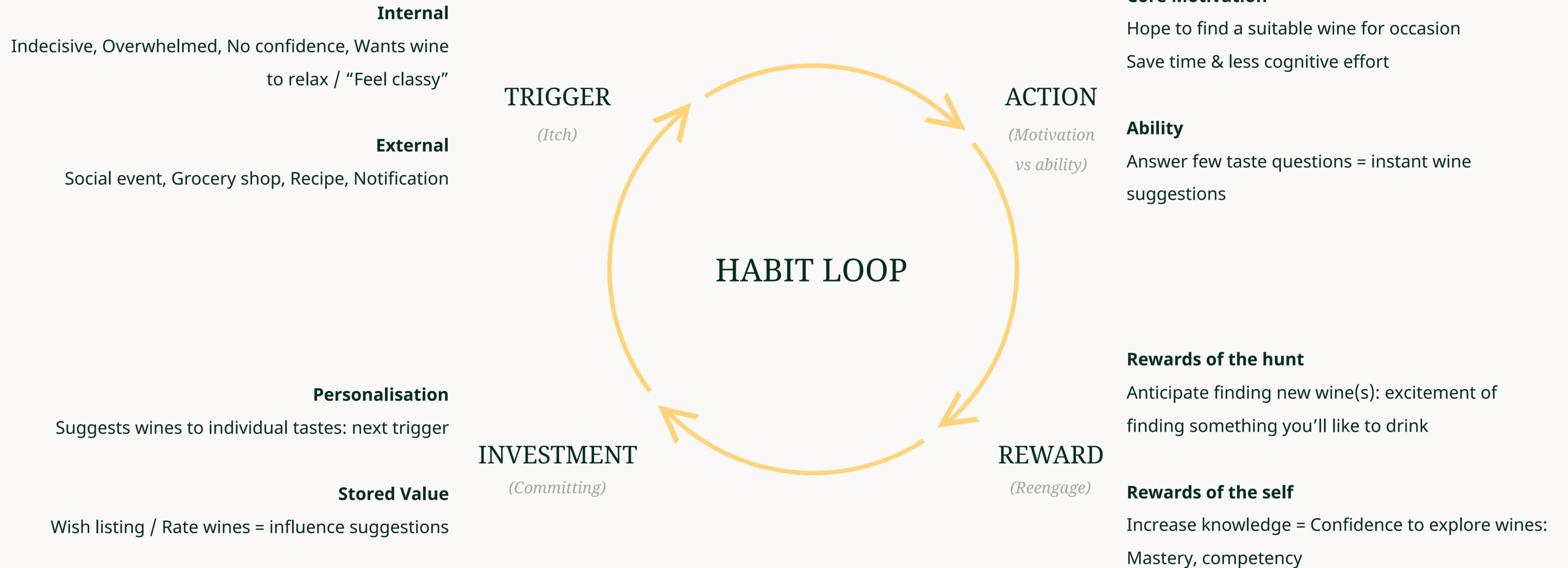
**What if we produced an mobile app that...**

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)

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## 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

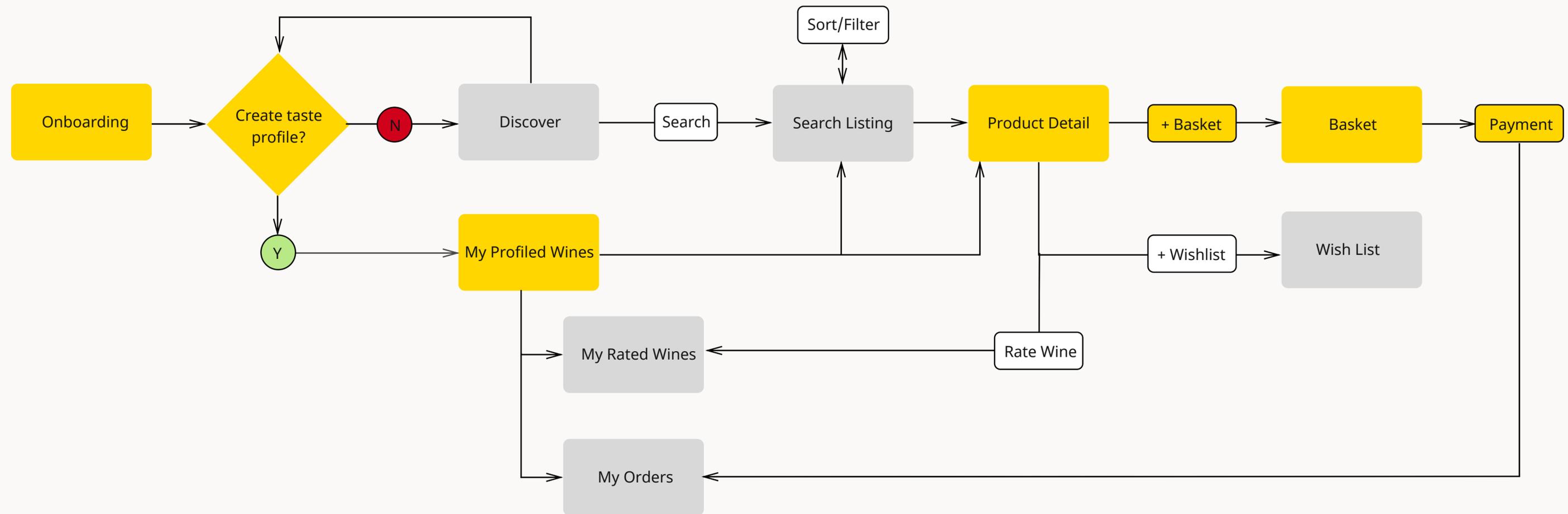
Compare Wines

Grid/List view

# STRATEGY

## USER FLOW

---

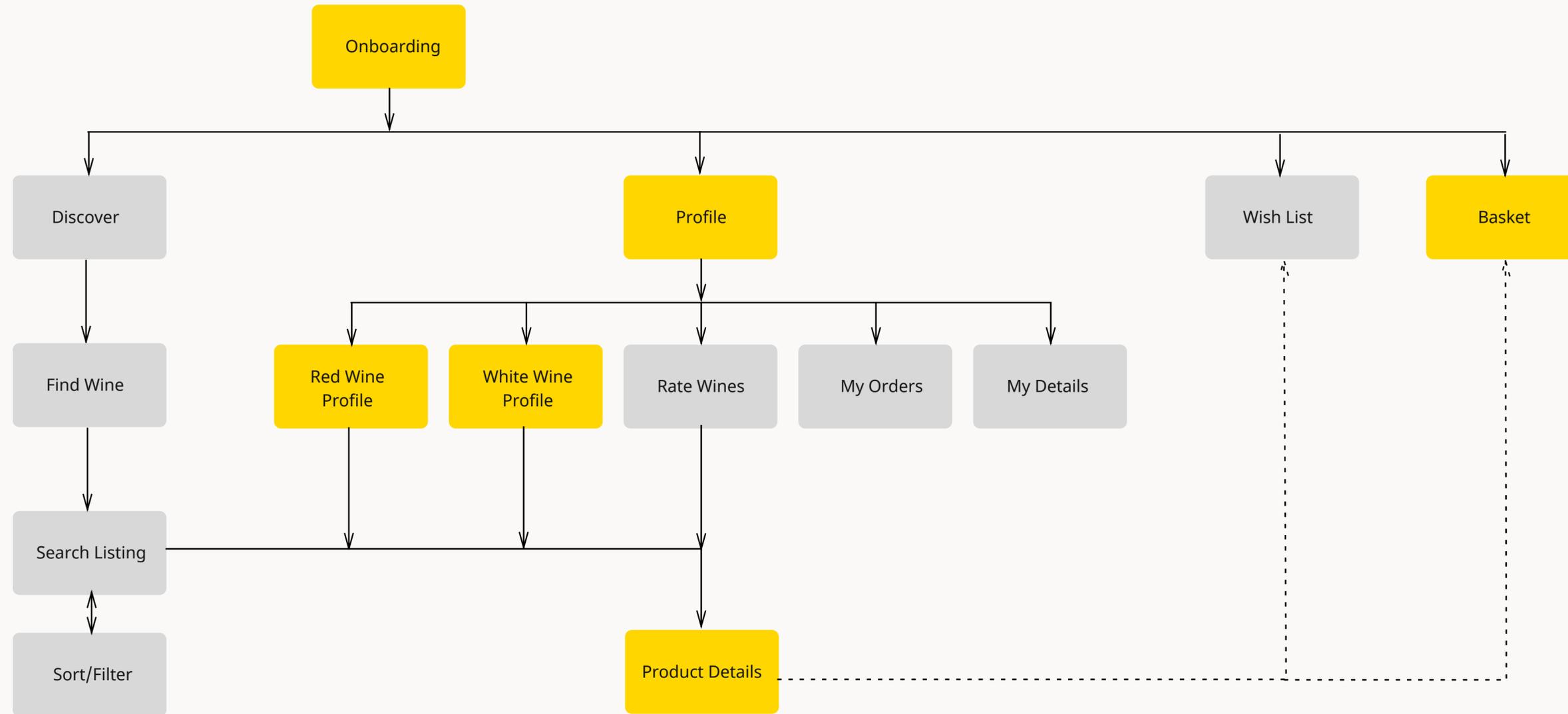


■ Happy personalisation path

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

## SKETCH: SEARCHING

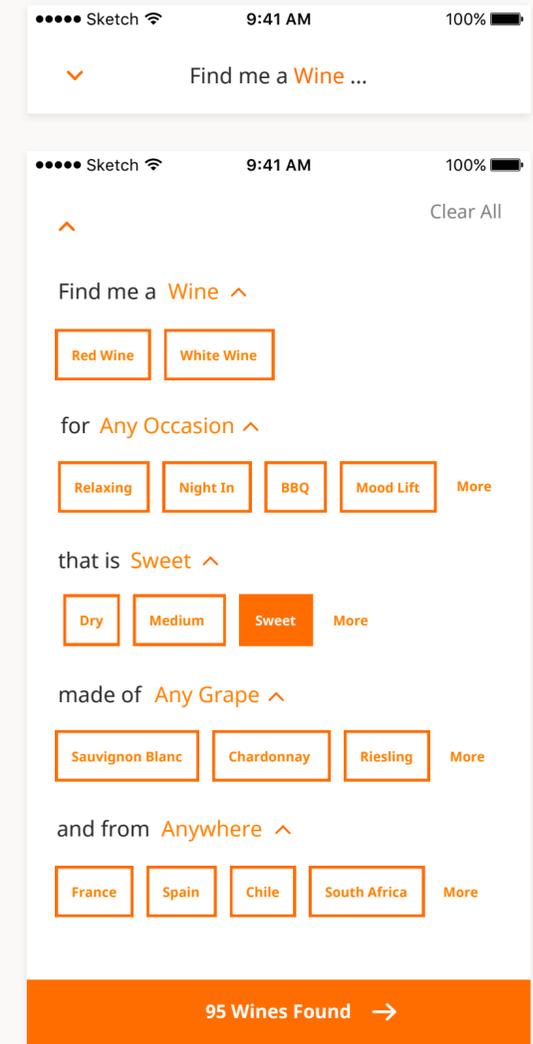
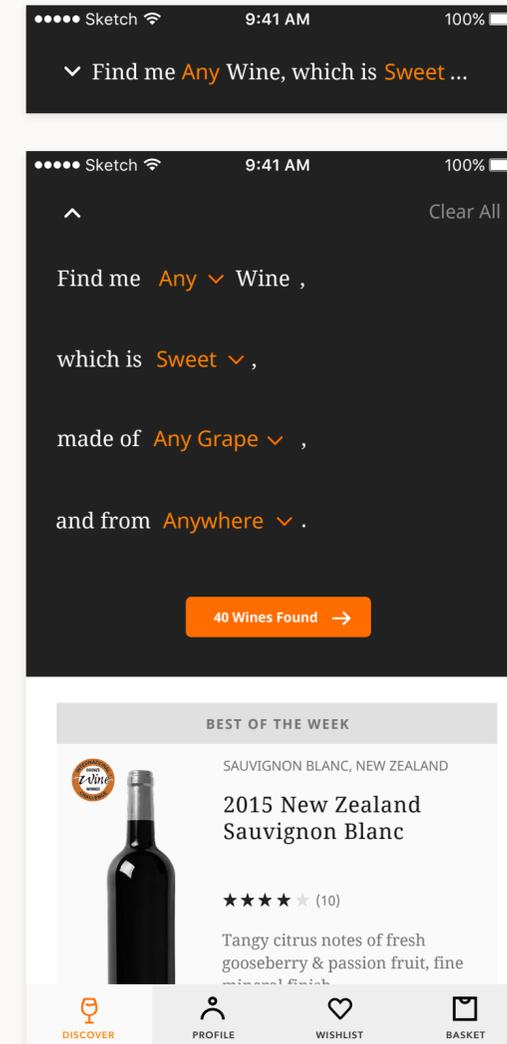
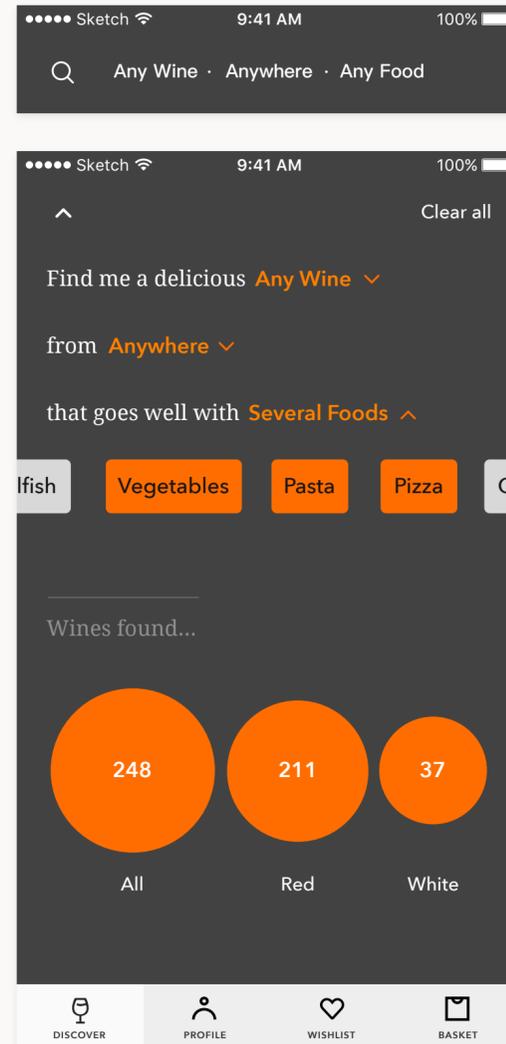
Find me a <sup>delicious</sup> any wine from anywhere (for ~~that~~) less than £40 and goes well with any food \*

---

I feel like having a <sup>delicious</sup> Red wine from France, <sup>maybe</sup> at least 5 years old, in the price range of £10 - 20, (with <sup>any</sup> customer ratings) <sup>at least</sup> 3 stars.

---

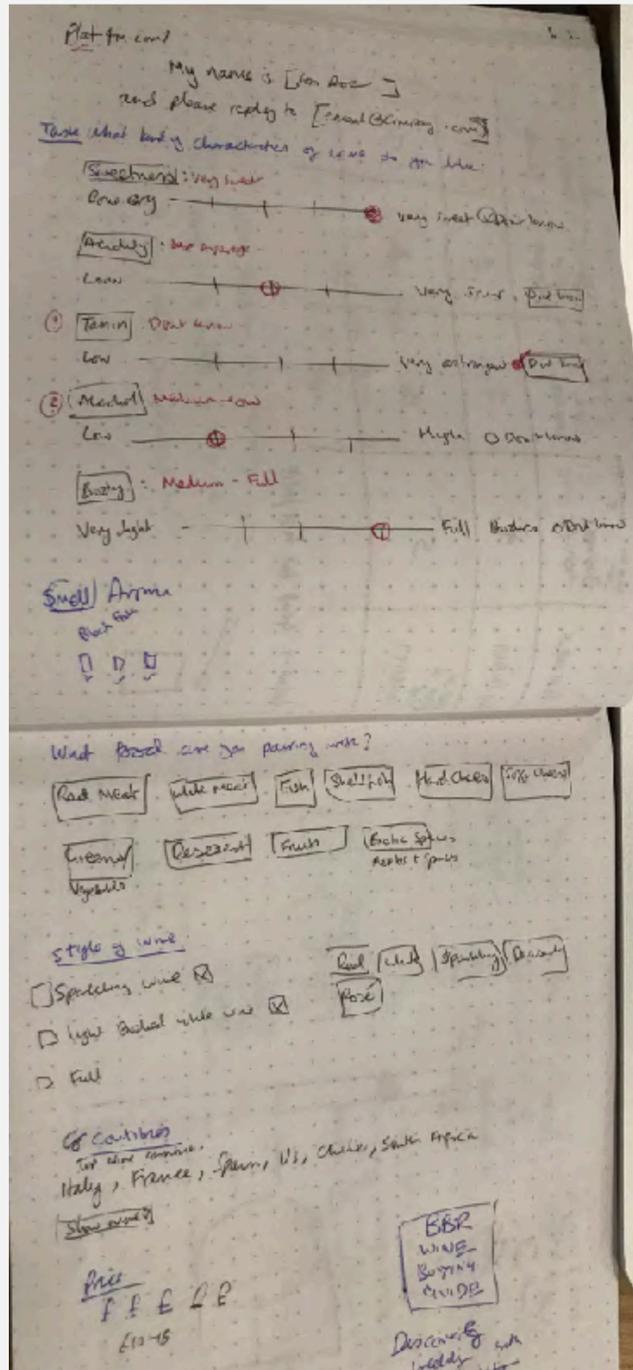
Find me a delicious red wine from France that is maybe 5 years old for less than £40, is 3 star rated and goes well with any food.  
given 4 stars in customer ratings and compliments any dish



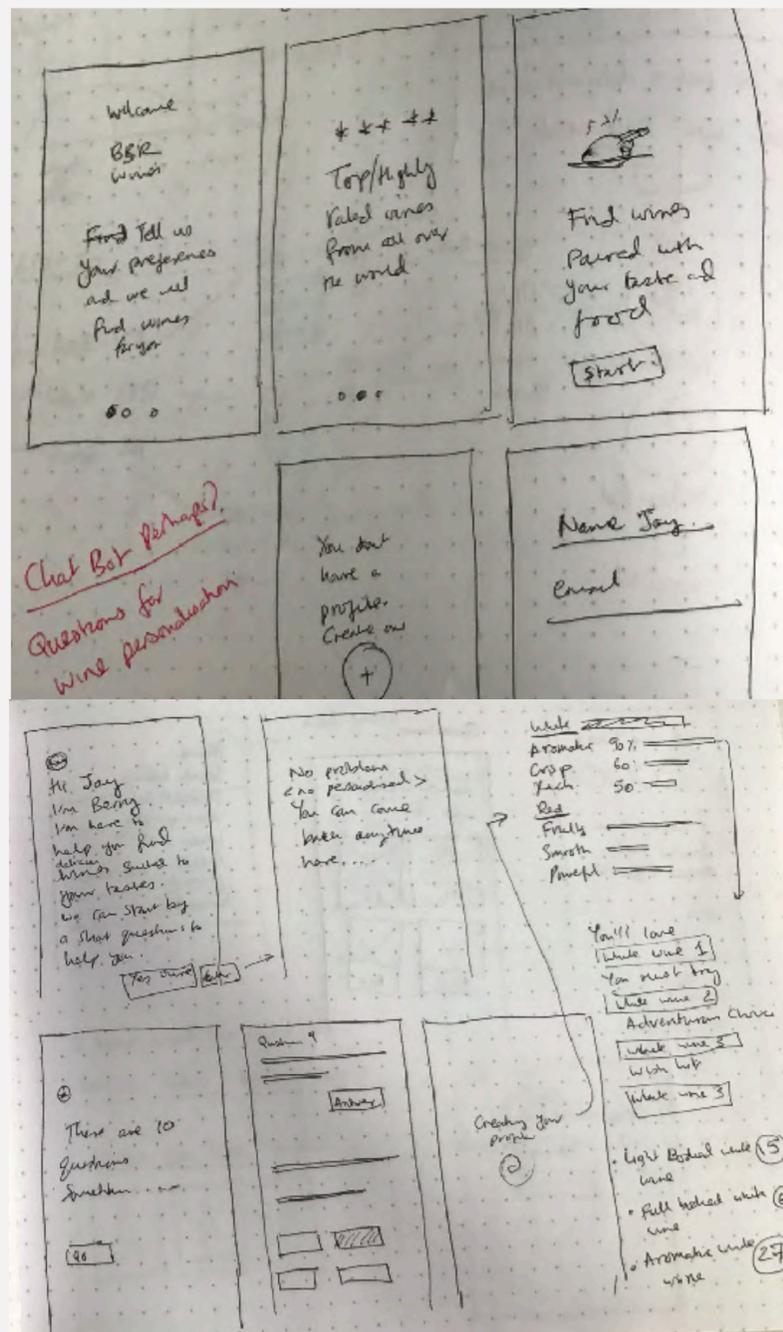
# EXECUTION

## EARLY ONBOARDING THOUGHTS TO CREATE TASTE PROFILE

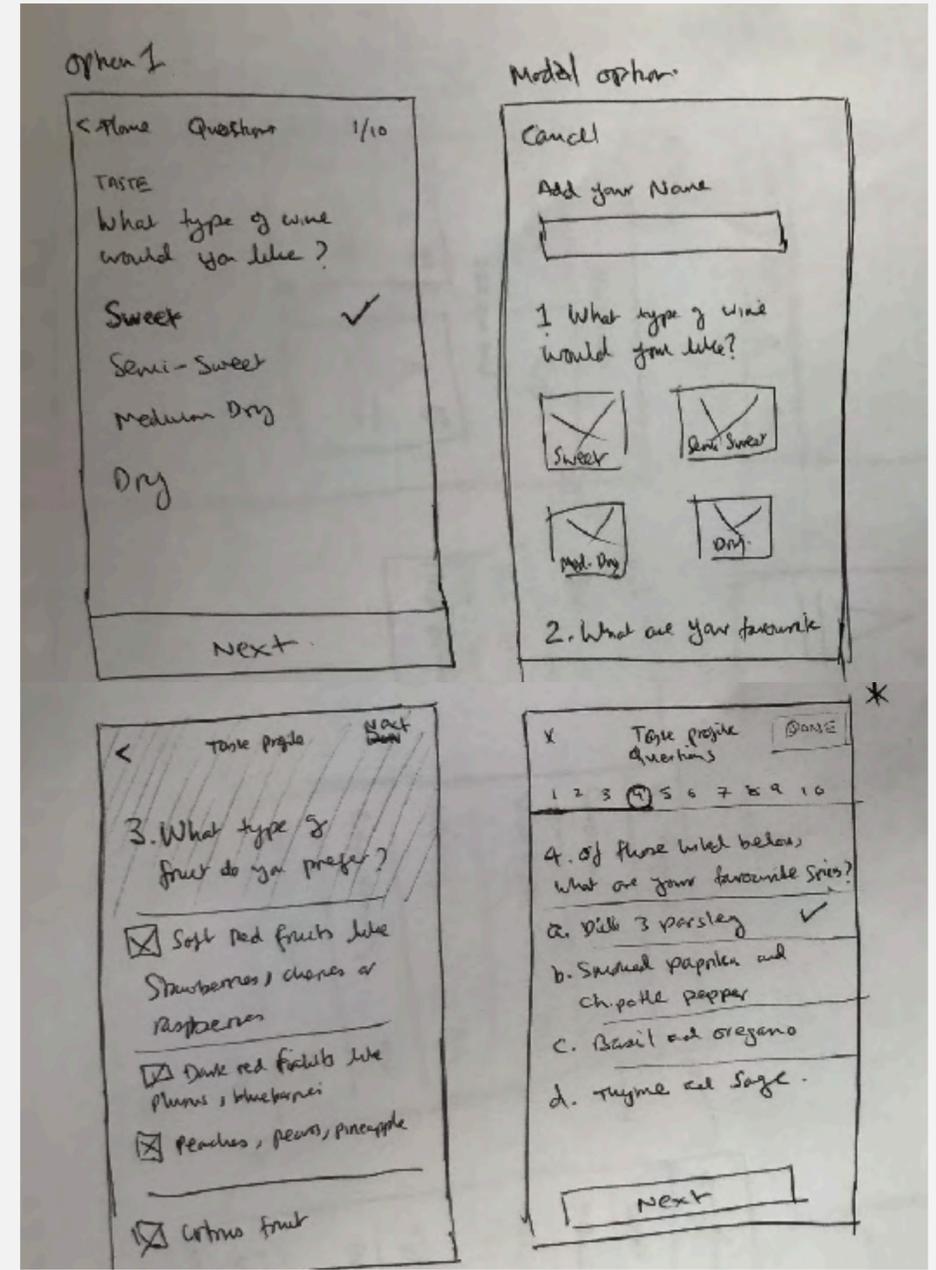
SLIDERS & SELECTION



CHATBOT



QUESTIONNAIRE STYLE



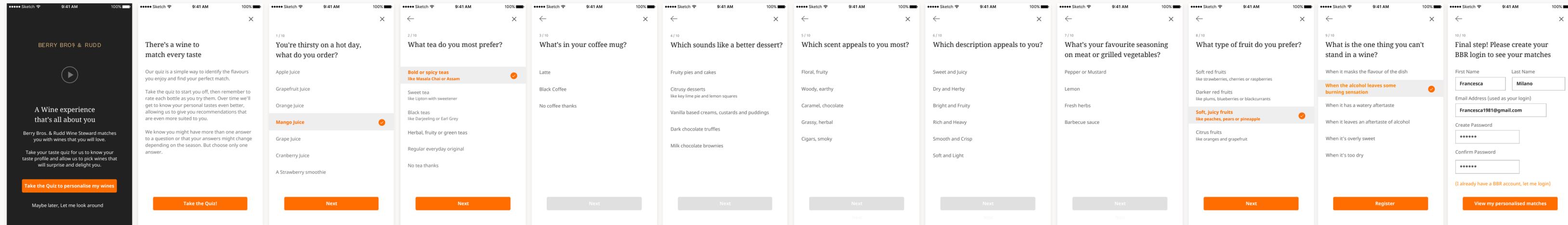
## EXECUTION

# WIREFRAMES: ONBOARDING & PROFILE V1 USABILITY FINDINGS



“Is that a video in the background?”

“I don’t understand the question clearly”



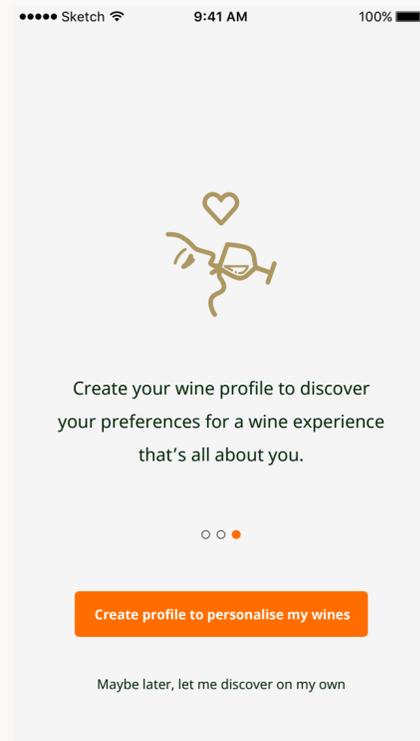
Users didn't read the welcome instructional text...

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

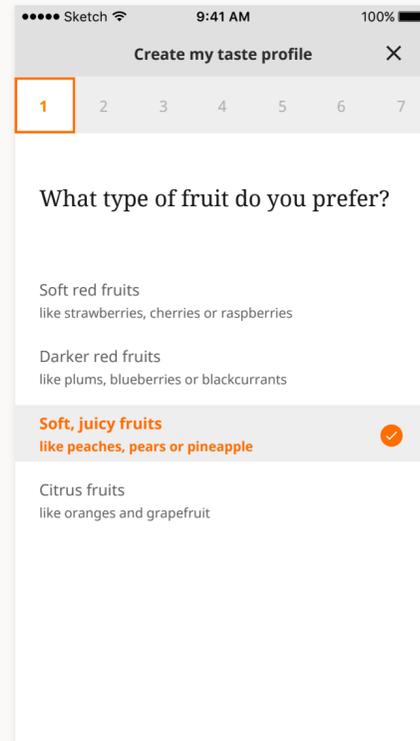
“Signup - I would like social like FB”

# PROTOTYPE: FINAL KEY SCREENS\*

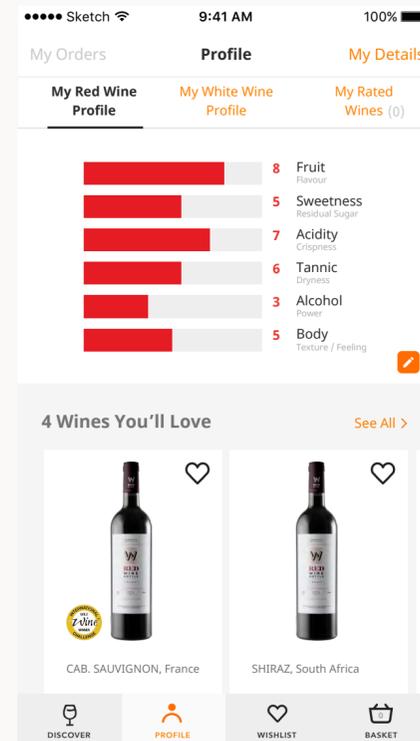
ONBOARDING



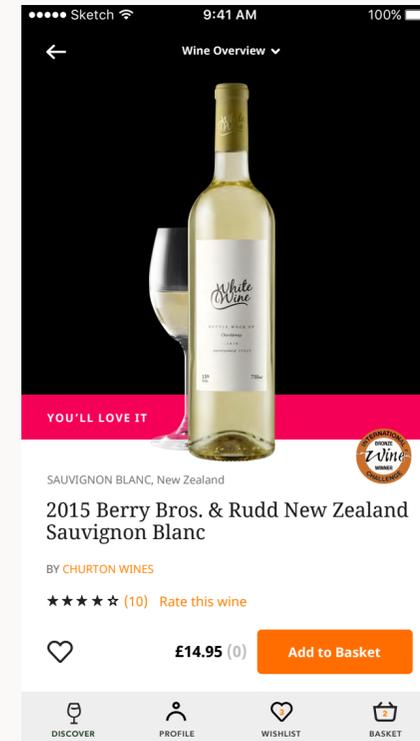
TASTE PROFILE QUESTIONS



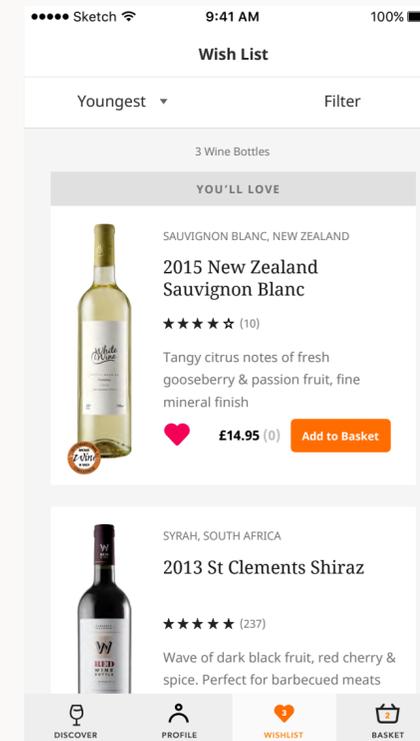
PROFILE (RED WINES)



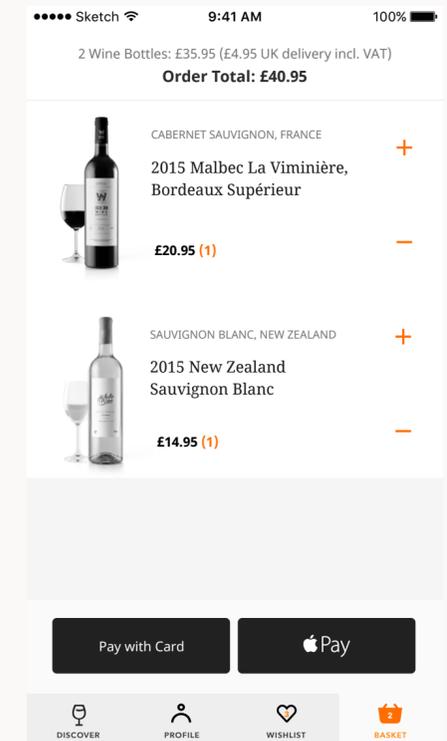
PRODUCT DETAIL



WISHLIST

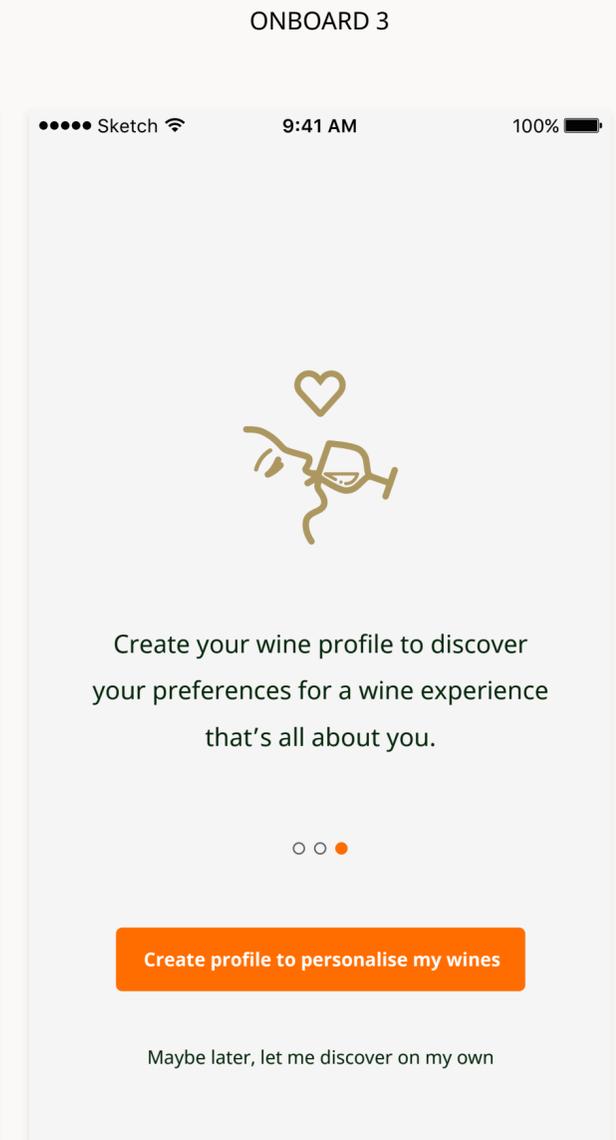
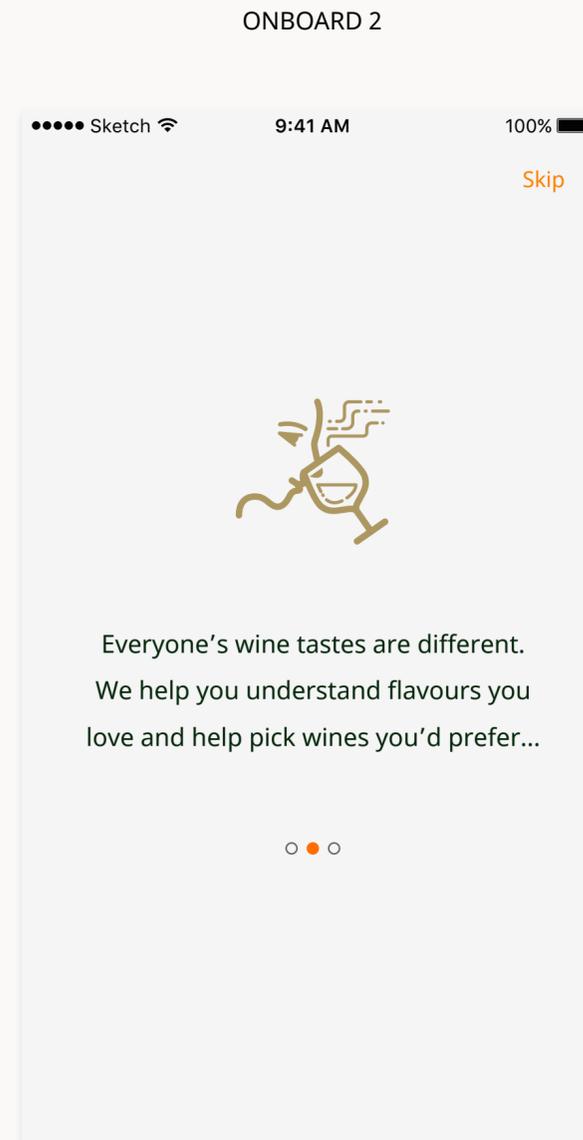
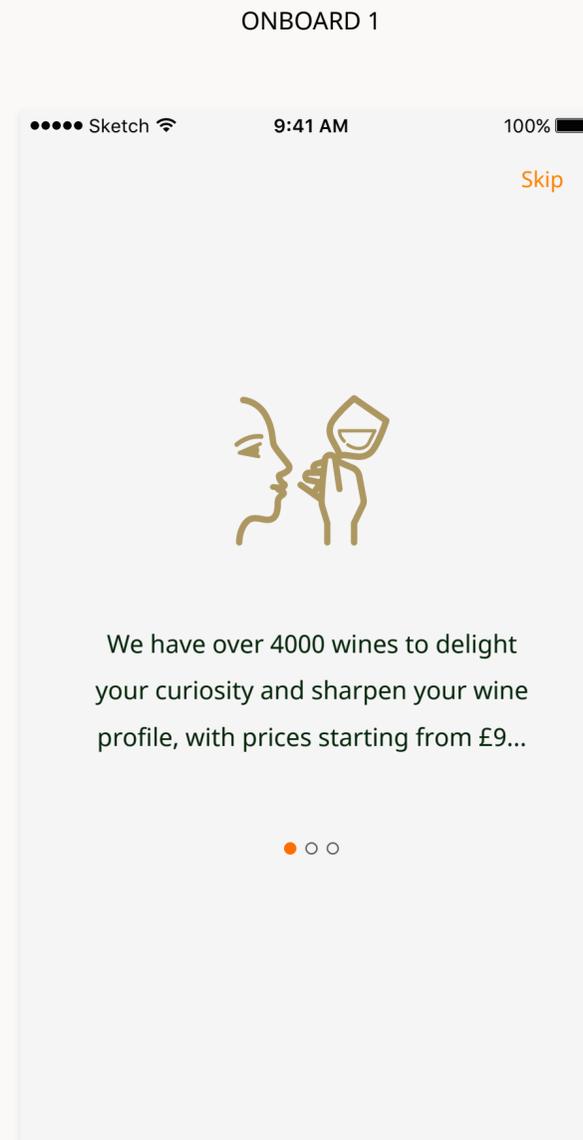
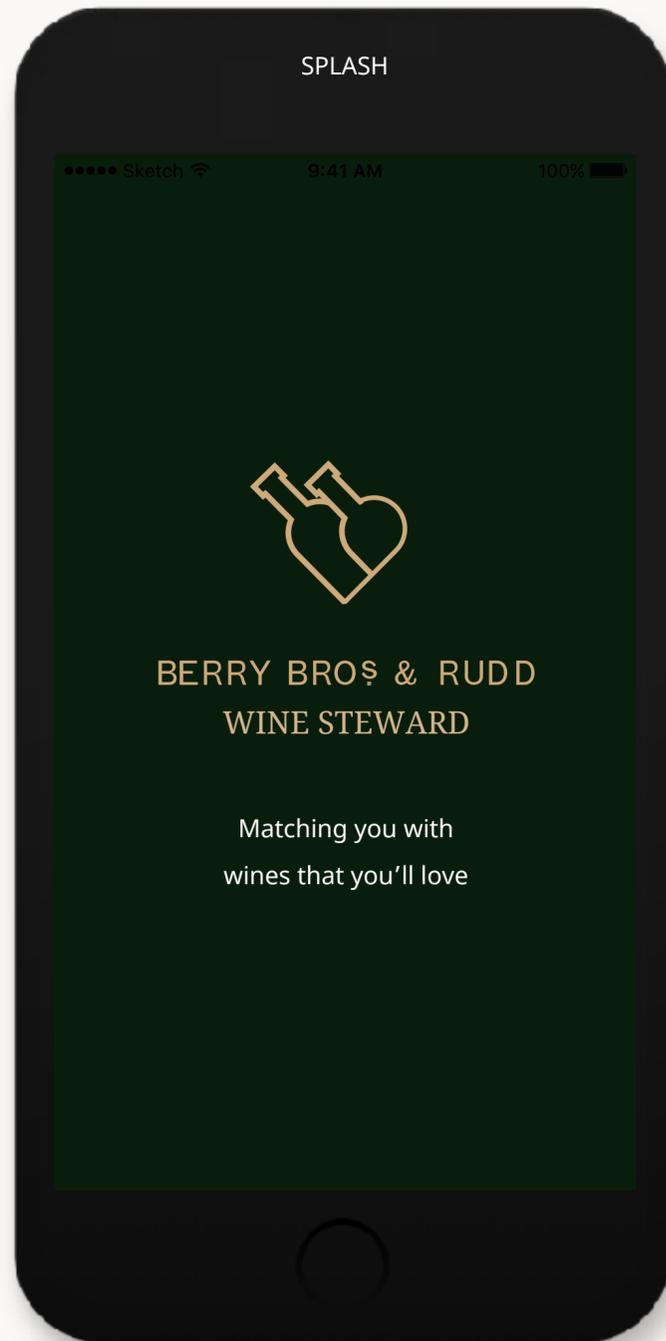


BASKET

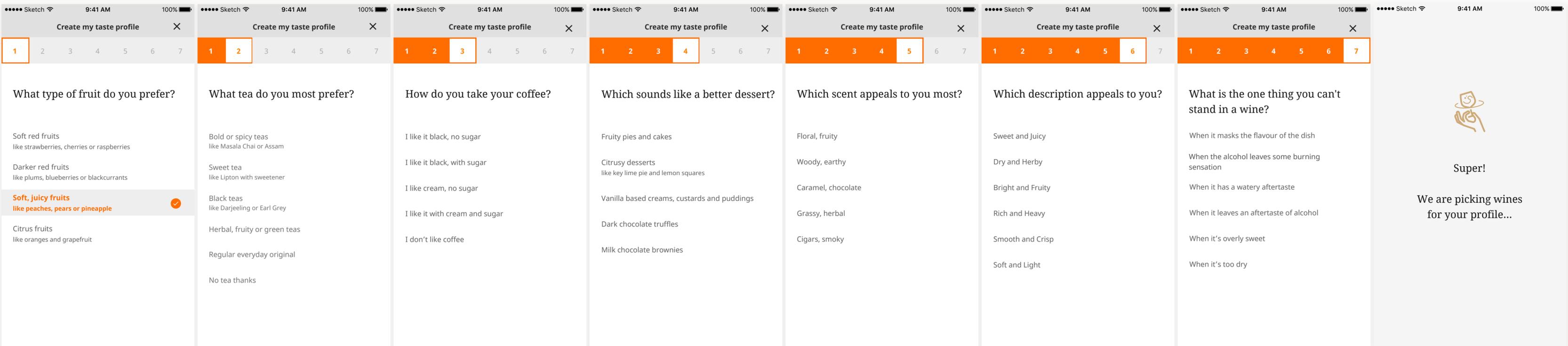


\* Happy personalisation path

# PROTOTYPE: FINAL BENEFITS-ORIENTED ONBOARDING



# PROTOTYPE: CREATING A TASTE PROFILE QUESTIONS



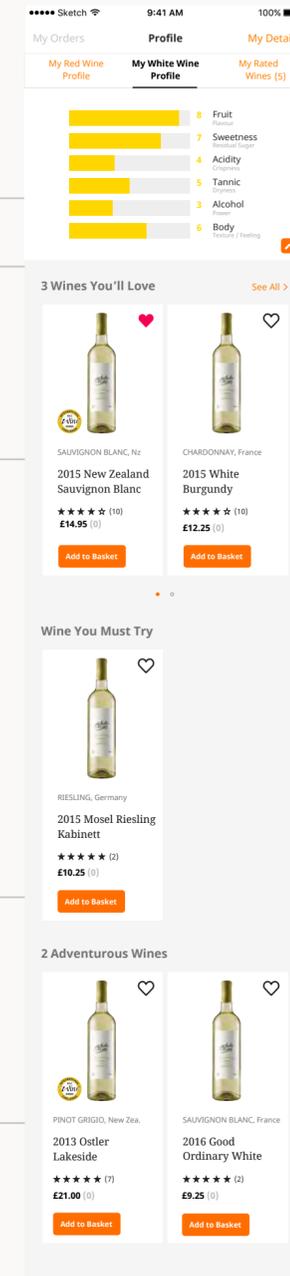
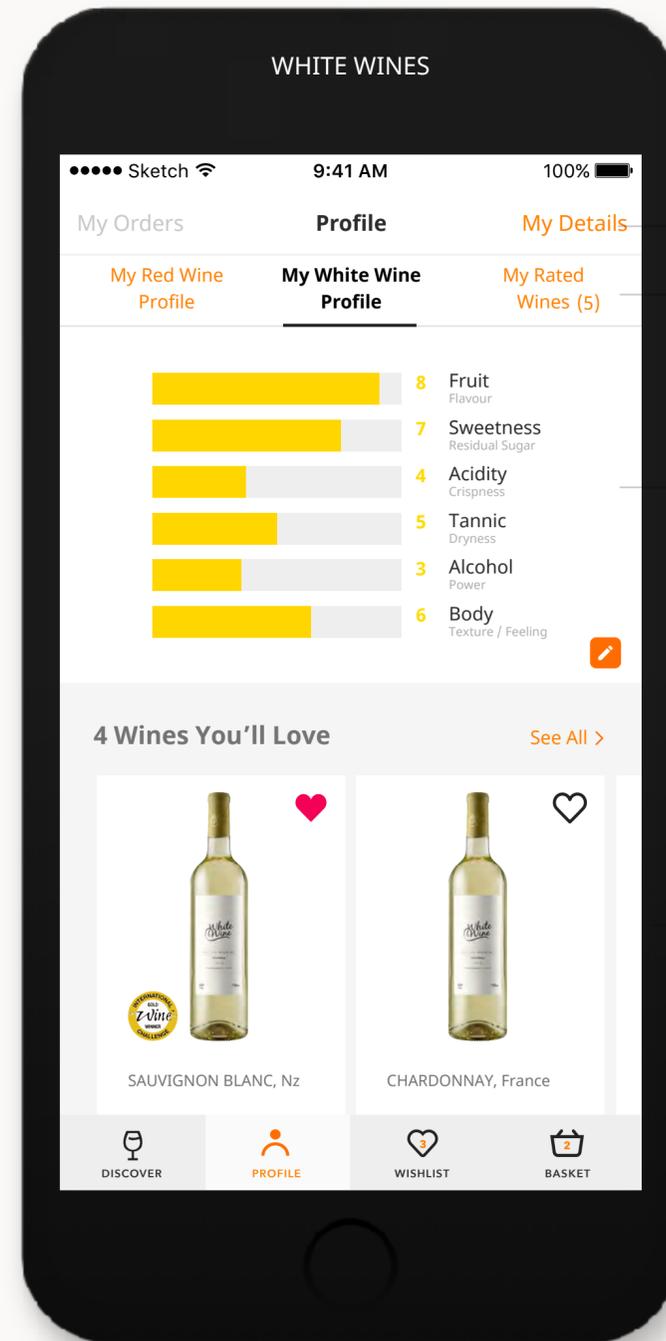
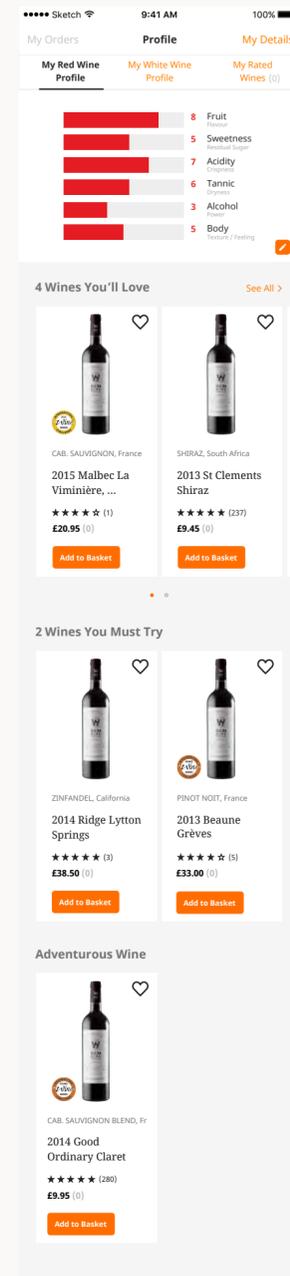
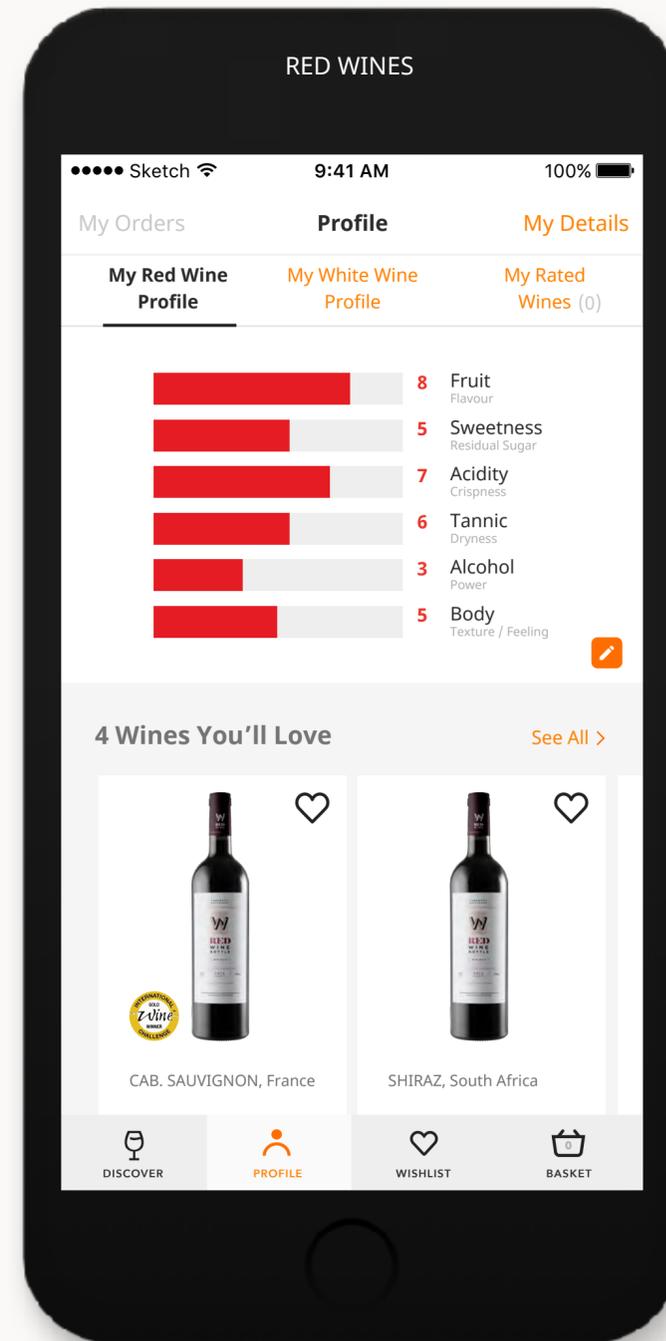
Questions 1 to 7 →

Generating Profile

# EXECUTION

## PROTOTYPE: PROFILE

INVIS.IO/RSCHU55W6



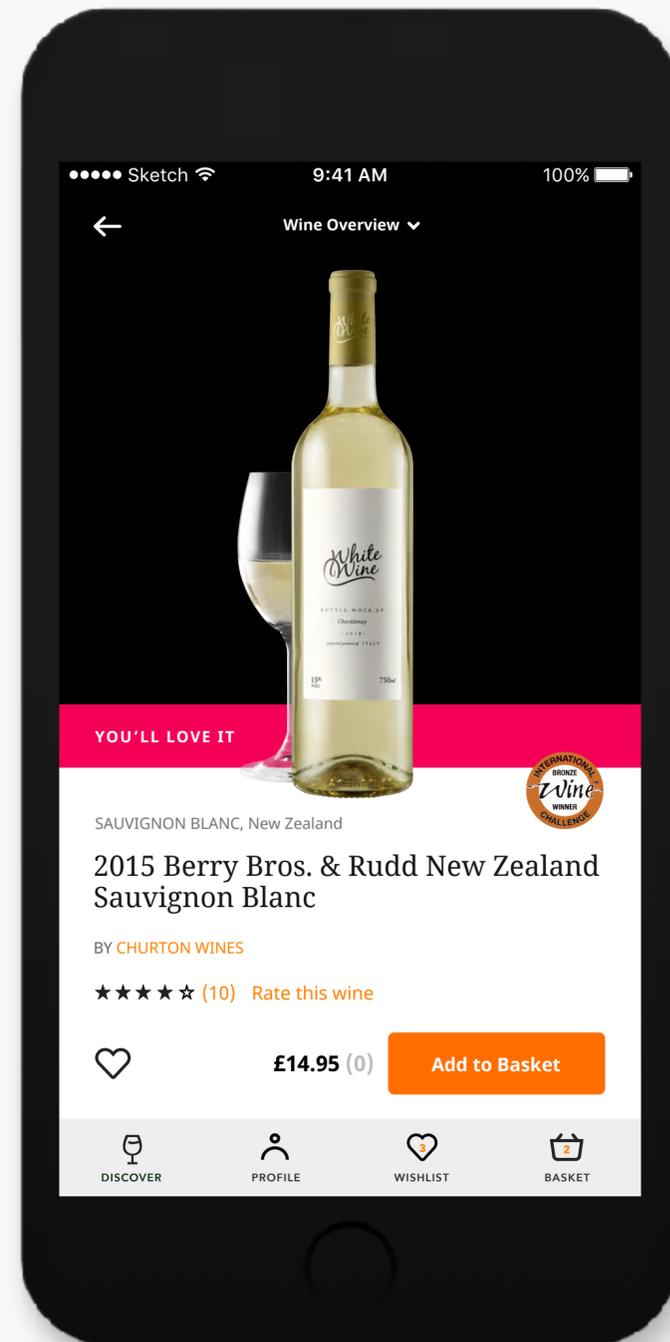
HEADER

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 nettle, gooseberry & passion fruit. Fine, dry mineral finish. This is a delicious wine with verve and vibrancy.

**Vanilla** (Toasty aromatic)  
**Butter** (Creamy scent)

**Passion Fruit** (Racy crispness of)  
**Gooseberries** (Full of fresh nettle)  
**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

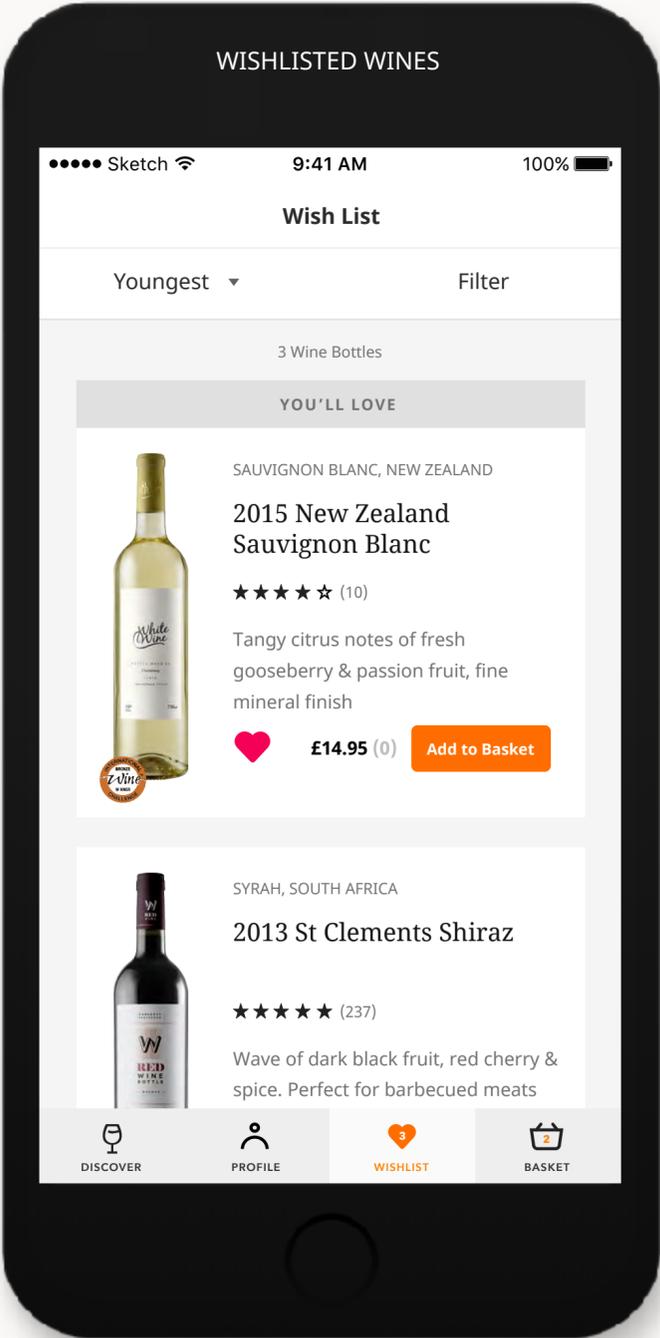
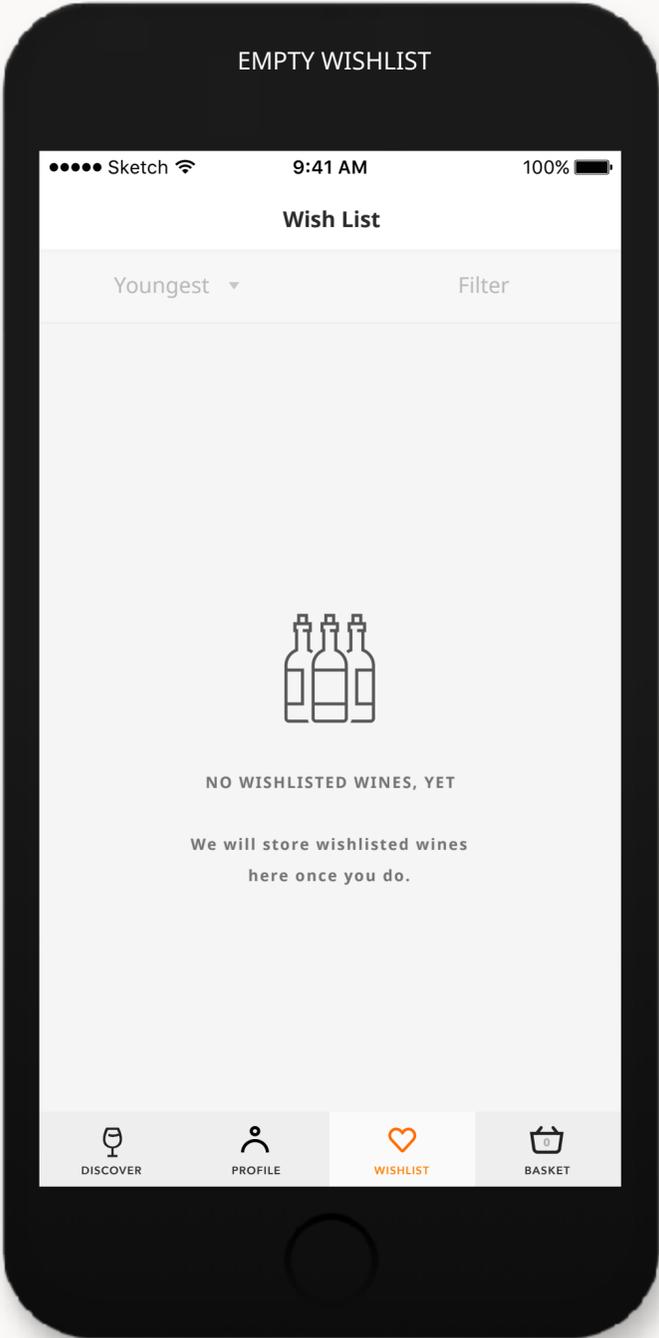
★★★★★ 2  
★★★★★ 7  
★★★★★ 1  
★★★★★ 0  
★★★★★ 0

Donut chart showing regional 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)

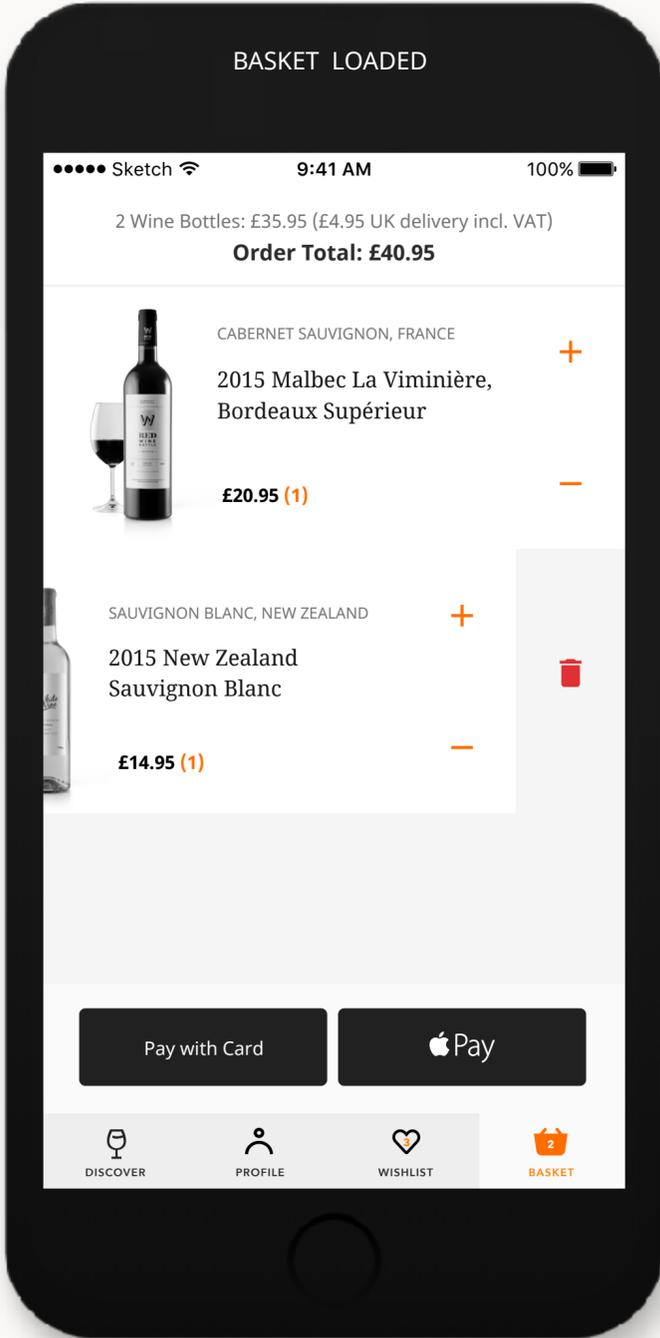
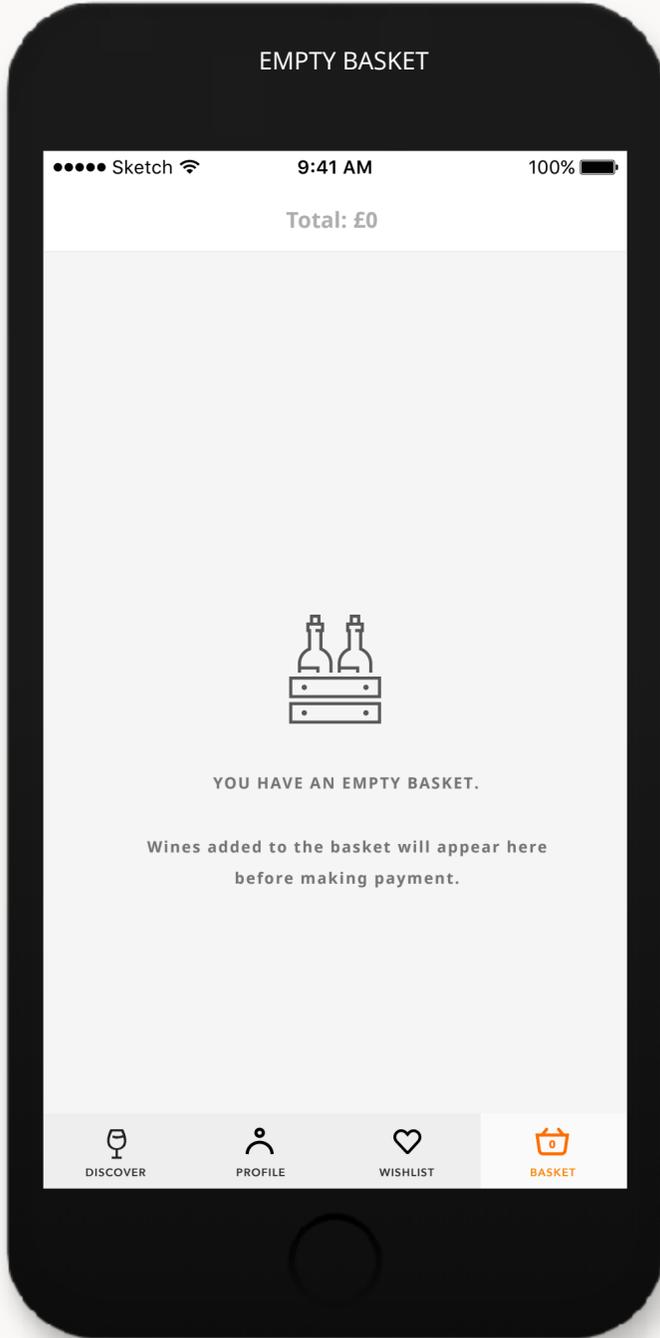
WISHLIST ICON FILLED  
(TAP TO REMOVE FROM LIST)

TAB BAR: SECTION HIGHLIGHTED + ITEM COUNT

EXECUTION

# PROTOTYPE: BASKET

INVIS.IO/RSCHU55W6



ORDER SUMMARY

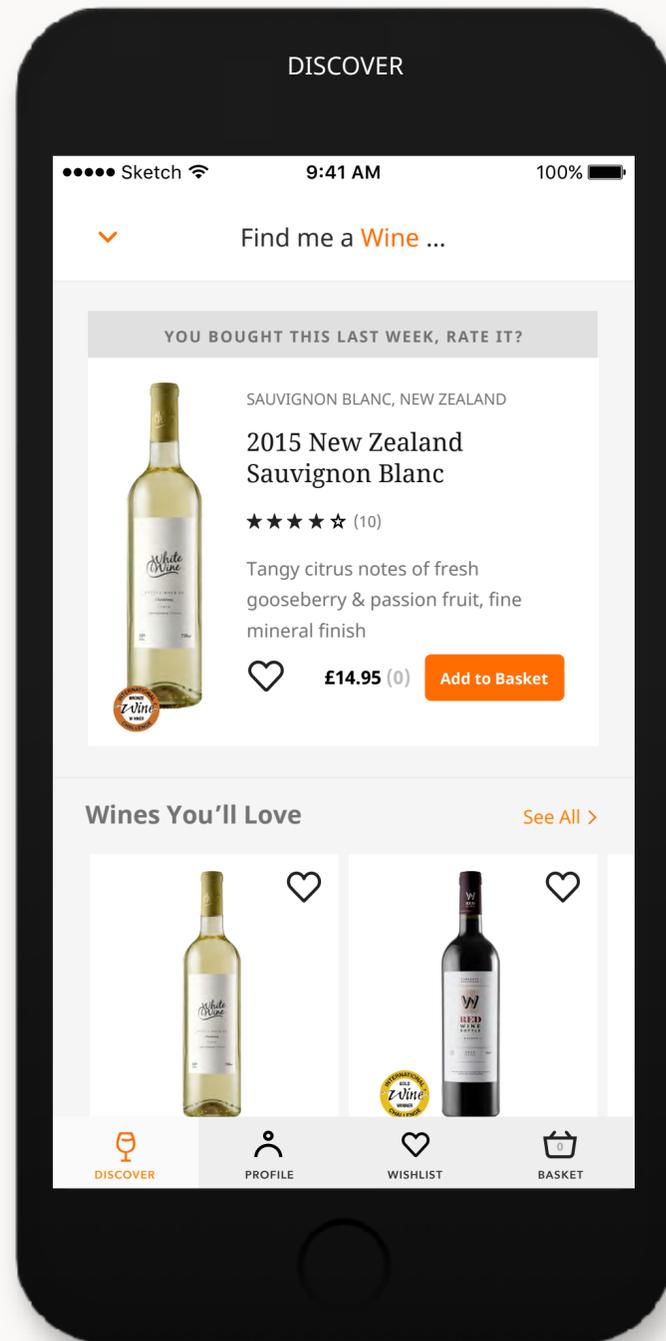
ITEM CARD: MANAGE QTY  
QTY AMOUNT NEXT TO PRICE

SWIPE GESTURE  
TO REMOVE

PAYMENT CTA

TAB BAR: SECTION HIGHLIGHTED + ITEM COUNT

# PROTOTYPE: DISCOVER



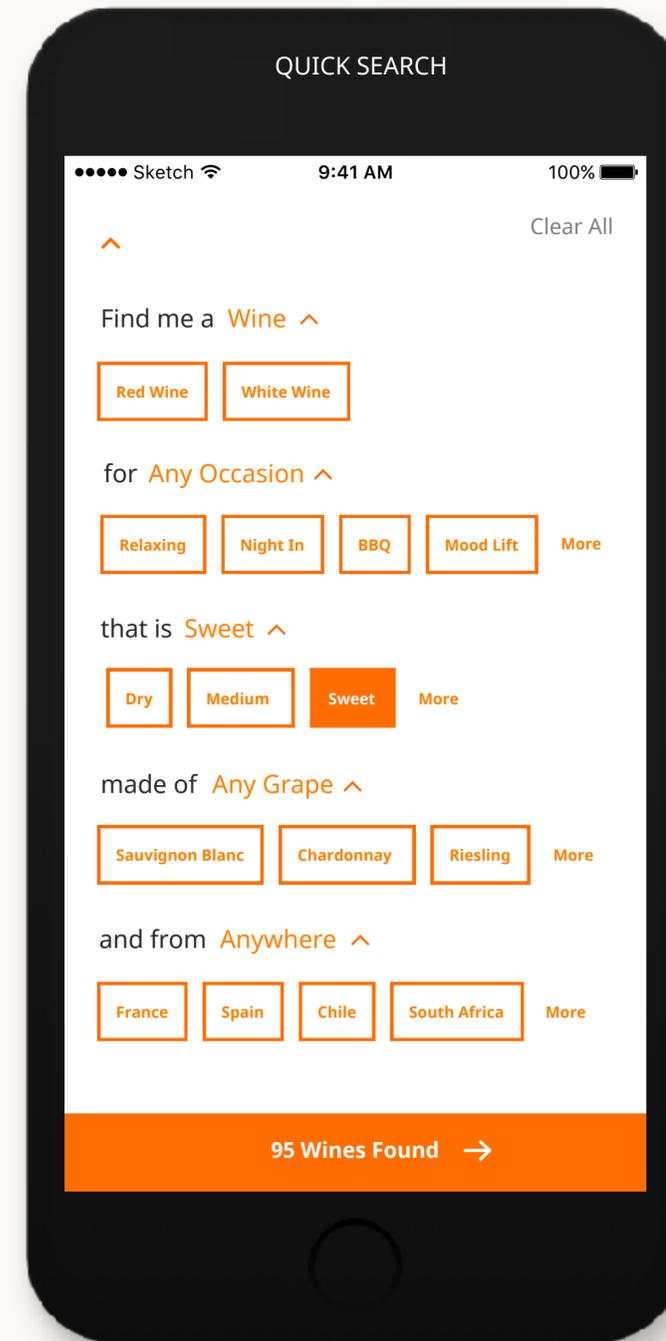
## QUICK SEARCH

FOR USERS WITH VERY LITTLE WINE KNOWLEDGE

## FEATURED WINE

2 COLUMN PRODUCT CARD CAROUSEL

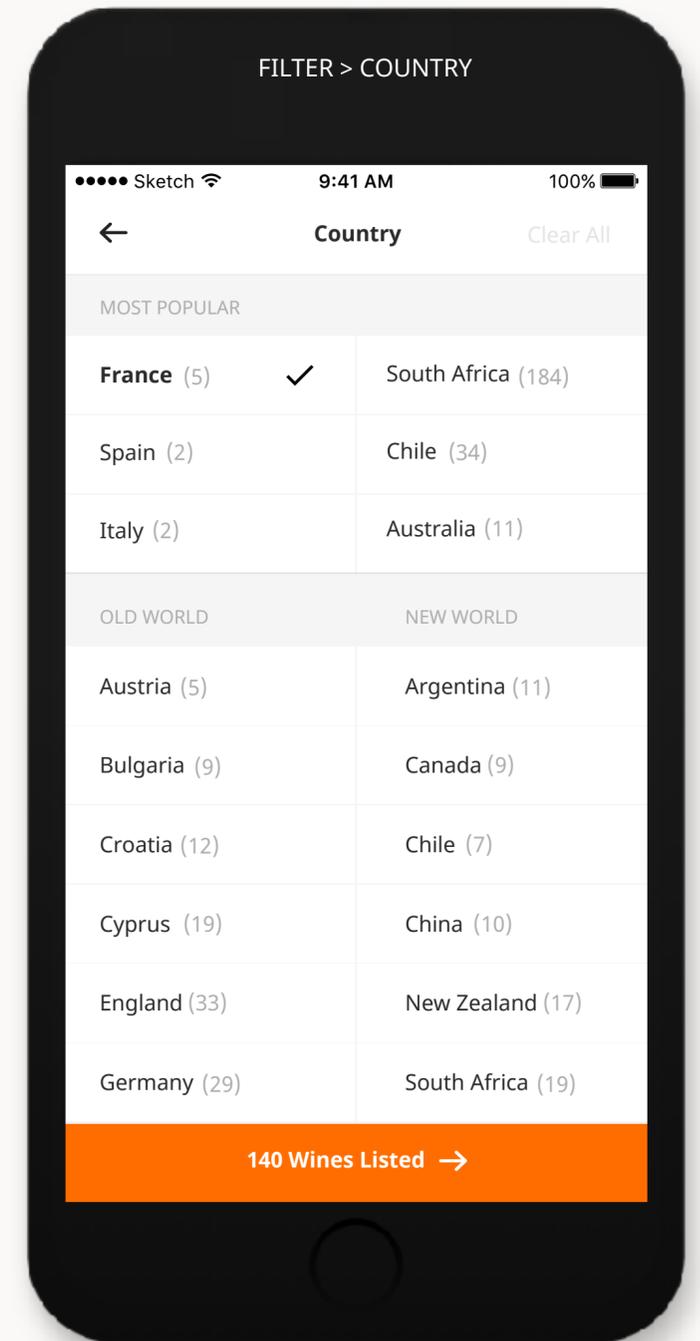
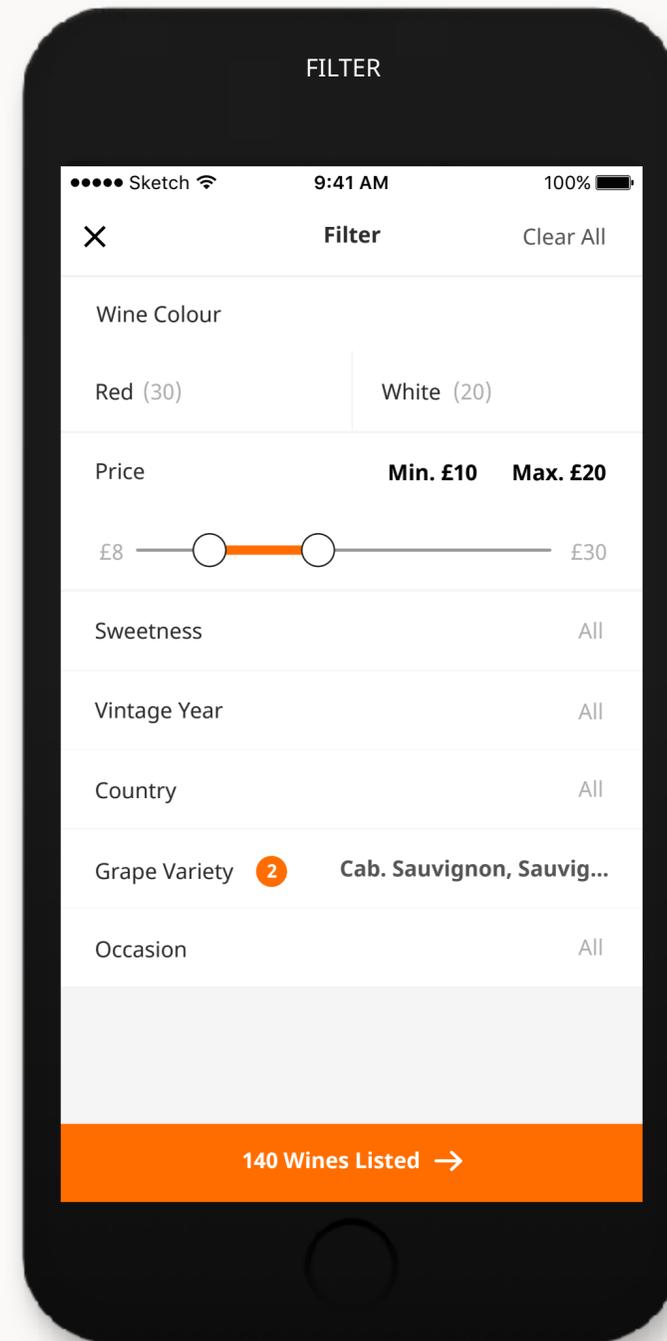
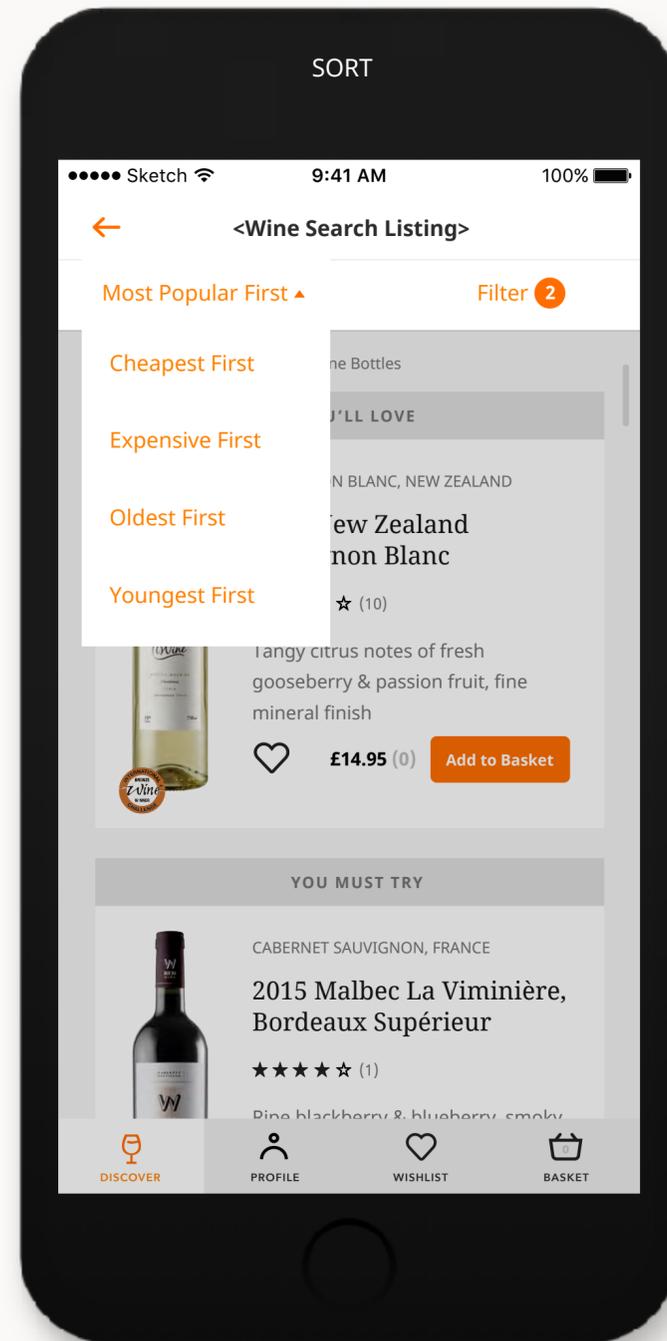
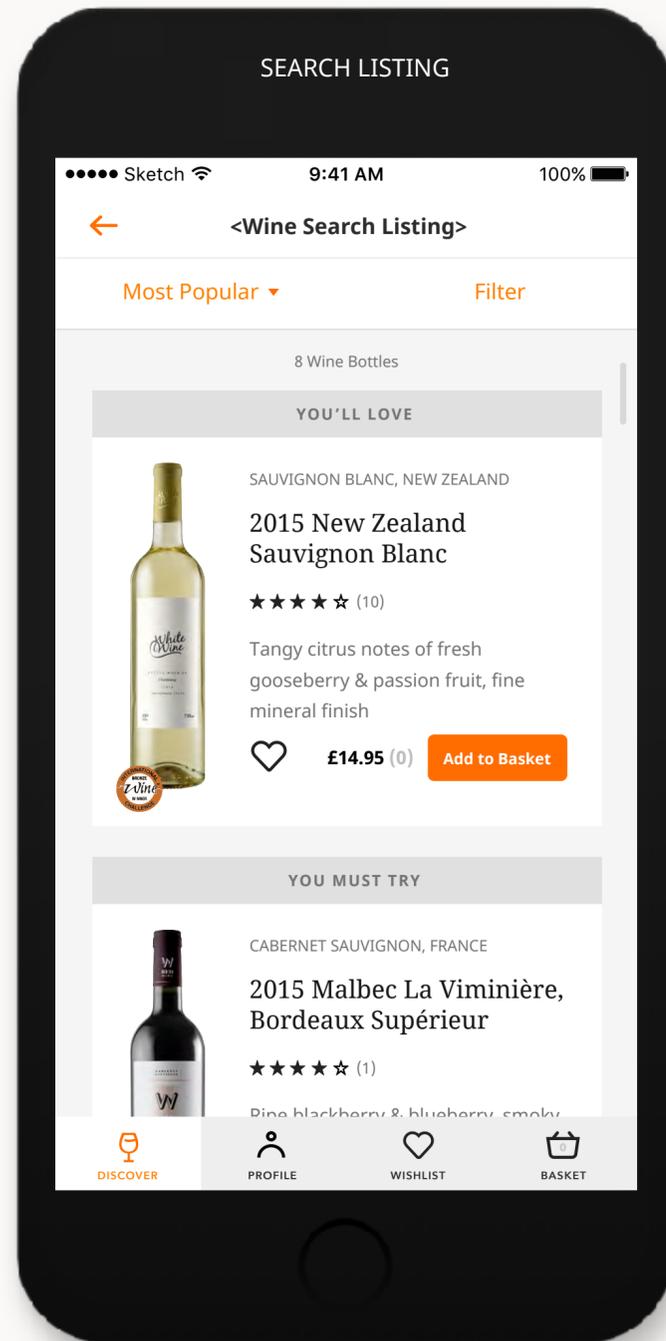
TAB BAR: SECTION HIGHLIGHTED



# EXECUTION

## PROTOTYPE: SEARCH LISTING / SORT & FILTER

INVIS.IO/RSCHU55W6



## EXECUTION

# USABILITY TESTING

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### **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

---

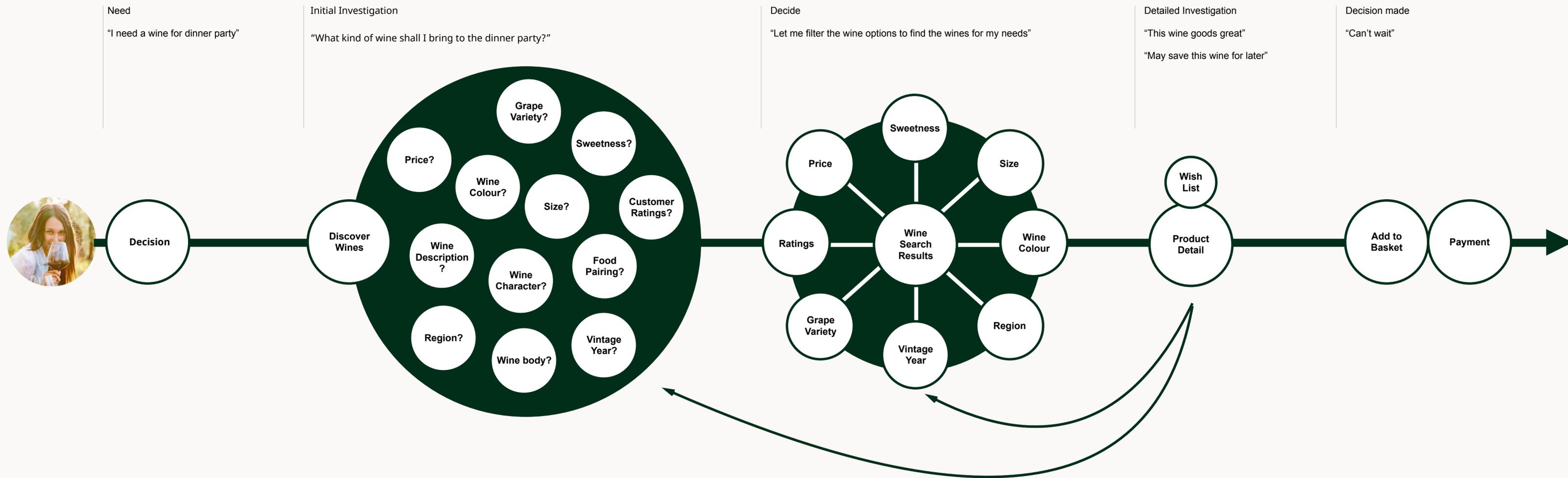
THANK YOU  
Q&A

---

# APPENDIX

# USER RESEARCH SYNTHESIS

## CURRENT USER TASK MODEL



# 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

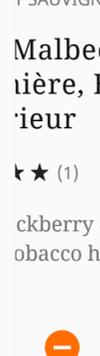
**2015 Malbec La Viminière, Bordeaux Supérieur**

★★★★★ (1)

Ripe blackberry & blueberry, smoky tobacco hints & peppery notes

£ 20.95

ADVENTUROUS CHOICE



CABERNET SAUVIGNON, FRANCE

**2015 Malbec La Viminière, Bordeaux Supérieur**

★★★★★ (1)

Ripe blackberry & blueberry, smoky tobacco hints & peppery notes

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



CABERNET SAUVIGNON, NEW ZEALAND

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

### Wines You'll Love

[See All >](#)

|                                                                                                                                                                                                                          |                                                                                                                                                                                                                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p>SAUVIGNON BLANC, Nz<br/><b>2015 New Zealand Sauvignon Blanc</b><br/>★★★★★ (10)<br/><b>£14.95 (0)</b><br/><b>Add to Basket</b></p> |  <p>CAB. SAUVIGNON, France<br/><b>2015 Malbec La Viminière, ...</b><br/>★★★★★ (1)<br/><b>£20.95 (0)</b><br/><b>Add to Basket</b></p> |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

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