

# BeerMe

Helping people discover, locate and receive new beers they'll love

## Background

It all started with a well-crafted beer menu at a nearby restaurant. Rather than organizing beer by type (ale, lagers), nationality (domestic, imported) or container (draught, bottled), this restaurant organized beer by flavor profile. I immediately gravitated to the "Sour and Funky" category and felt confident enough to order an unknown, \$20 bottle called Saint Dekkera Poire. It turned out to be the best beer I ever drank.

I spent the next several weeks perusing every grocery and liquor store for Saint Dekkera, but nobody seemed to carry it. Finally, I found myself back at that same restaurant, buying every closed bottle they had in stock (all 5 of them). At the restaurant bar, I noticed the man next to me drinking Not Your Father's Root Beer and we struck up a conversation about soda beers and their growing popularity. We swapped a few recommendations and went our separate ways.



This entire experience really made me wonder – how do people discover new beers? Better yet, how can people discover, locate and receive new beers they'll really love?

## Hypotheses

### Target Audience

- Ages: 21 – 50
- Beer drinkers – casual or avid, interested in expanding their choices
- Within United States

### Design (see mind map on page 2 for additional details)

- Mobile app – available wherever you may be selecting beers
- Beer recommendations – from friends, users with similar tastes, preferences, scans or searches
- Beer locations – from searches, nearby locations or notifications when you're around beer you love
- Receive beer – from delivery, online ordering, or from friends

### Validation

These hypotheses will be tested and refined initially through interviews, surveys and a competitor analysis. From there, personas and an empathy map will be developed, followed by additional UX deliverables.

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