

Story

TasteTester

If you're a traveling beerknurd (roadwarrior consultant) like me, then maybe TasteTester will be of help to you. I like trying a wide range of different beers, and a lot of my coworkers do as well. TasteTester is backed by a dictionary of beers of sorts. In conjunction with the beer list - breweries, brew pubs, restaurants, stores, etc are able to publish their inventories. This provides me with a traveling beer list that helps me find my favorite beers or discover new suggested beers along with the nearest locations to locate them while I'm off traveling (or home for a night on the town). I'm able to rate my favorites and dislikes, see other's ratings & comments, see which friends have the same tastes as me, or which friends I can't split a six pack with. TasteTester can easily be expanded to encompass wine connoisseurs or whisky aficionados as well.

Persona



Carl S. Berg

“The Beerknurd”

ABOUT

34, married, many years of experience as a road warrior

Being the person who makes the consumption decisions in my life, I have to ensure the work life balance is kept in check.

WORKS WITH

Average Joe, Bart Ender, Char D’nay

JOB RESPONSIBILITIES

- Weekly travel to new locales
- Wind down from a long day of work
- Get a full belly
- Consume some joy juice
- Make it back to the hotel

NEEDS

- Find an after-work watering hole at a new location
- Find a beer I like or a new beer
- Quick and painless process to find a beer and locale

MAIN GOALS

- Relax and wind down
- Enjoy some beer

PAIN POINTS

- New locations – don’t know where to go
- Can’t find my favorite beers
- If I can’t find my favorite beers, can’t find good substitutes

Current User Experience Journey

Duration of the Journey: 14 minutes

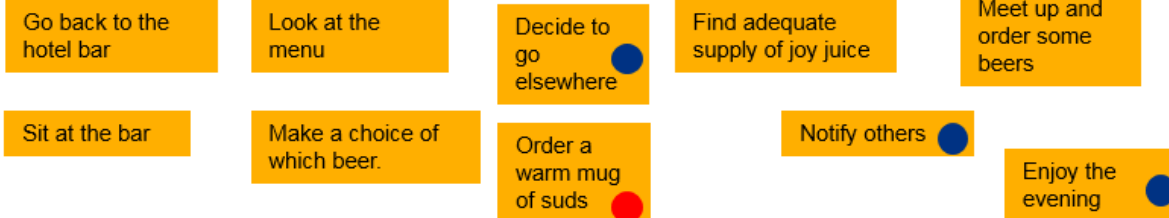
Mindset

What is on the Persona's mind while taking the actions of their journey? How do they feel each step of the journey?



Actions

What actions and activities does the Persona take while going thru the journey to achieve their goal?



Touch points

What touch points does the Persona have? (Tools, channels, devices, conversations, and so on.)



Point of View

Carl S. Berg, the beerknurd, needs a way to quickly find his favorite beer nearby so that he can concentrate on his work duties and make it through the day.

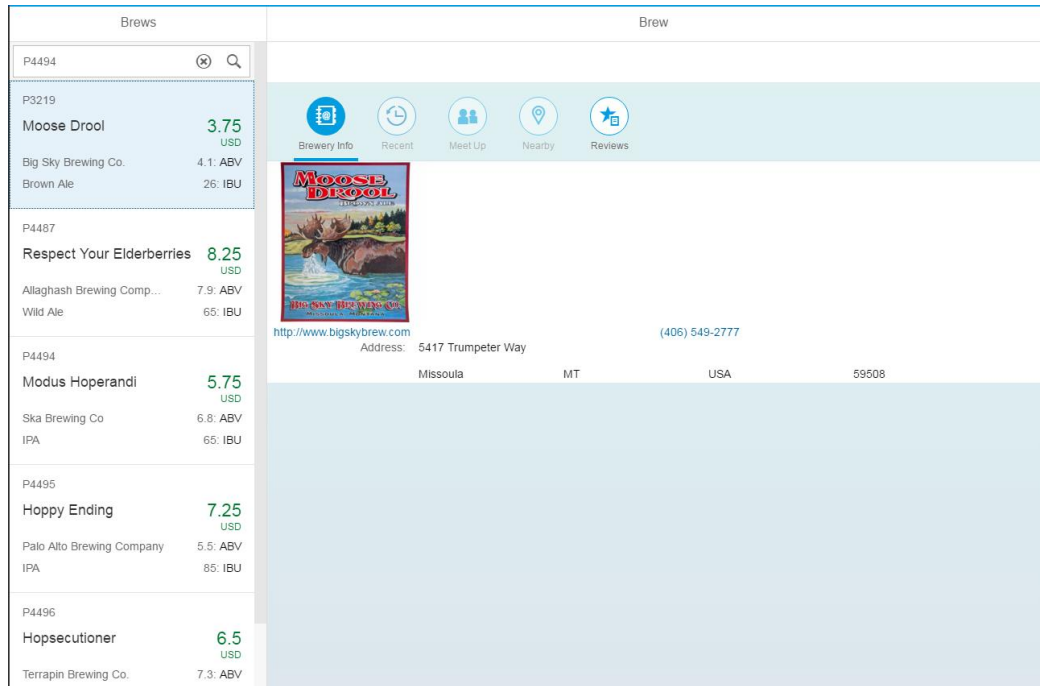
Carl S. Berg, the beerknurd, needs a way to quickly find a substitute beer nearby so that he can continue relaxing.

Carl S. Berg, the beerknurd, needs a way to efficiently find a watering hole that satisfies most everyone's likes.

Carl S. Berg, the beerknurd, needs a way let his friends know where to meet him to avoid any confusion.

Carl S. Berg, the beerknurd, needs a way to easily let others know his opinion of the current beer.

SAP Splash/BUILD Mock Up



YouTube video of app walkthrough: (3:53)

<https://youtu.be/5T4zIE1AGfY>