Reading Guide

Collaboration Drinkers Pub
& DriveMKB Lectoraat

Reading Guide
Group Project

Groupmembers

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Goal of the project:
The goal of the project for the Drinker's Pub is to come up with a data-driven technological solution to improve the overall experience of the Drinker's Pub for staff and customers.

Within this project we will aim on improving the overall experience and service by digital transformation (open-source platform) on the following pillars:
- Take the tailored beer experience to a next level.
- Optimize the customer service by supporting the staff.
- Improve upon the customer engagement.

Problem analysis:
Now, the Drinkers Pub is a classic pub with a very large beer selection (over 800+ beers). Therefore, it is hard to be well informed and support the beer selection for both customers and staff.

The Drinkers Pub currently does not do a lot in online/offline branding and there is no consistency across various media channels. The website is working but does not show information besides the opening hours and links to their social media accounts. They are working on a new website which uses WordPress but the communication with the developer is poor. Their social media accounts lack consistency because they lack a distinct visual identity to the outside world. Inside the bar they have 4 medium sized TV screens installed and a large screen which is being used to show the draft beer menu which is being supported by WordPress.

Because of this it is hard for the customer to know what pub it is and what they have to offer. By supporting their digital transformation, we can improve the customer's pre/during/after-visit experience.

On top of that the workload on staff currently varies highly based on customer attendance. On busy days, the staff has very high workload while on less busy days the staff has quiet moments and must do work in the back of the pub. The Drinkers Pub really values high quality customer service, which is compromised/jeopardized on busy nights. The digital transformation could optimize service based on customer attendance. By making part of the service digitally supported we can take some of the workload off the staff's shoulders, especially on busy nights and improve the customer experience as well.

Research Question:
We came up with the following design challenge: ***"How can the Drinkers Pub be supported through data-driven digital transformation in order to create a consistent and enhanced experience for both staff and customer."***

For the methodology we will be using the dot-framework, all our research will be based on the dot-framework and the related strategies and methods. We divided sub questions in our group that we individually working on.

To get structured research, we came up with multiple sub-questions to support our main research question/design challenge. These sub-questions are based on the 3 main points within this project. 1. the customer. 2. the staff. 3. the design and development of the solution.

These are the research questions I am going to lookout for, and they can be both mostly combined in the same research profile:

1.4 How can we make the brand and its distinctive assets more consistent and recognizable for customers?

2.4 How can we support the staff with a consistent online presence?

How was the execution planned and how did it go?

To ensure that the research is structured and proceeds in the correct manner, various research methods will be used. All research methods are based on the dot-framework, with a choice of cmd-methods. The methods that will be used will be explained briefly in this section.

For the sub research questions I started with a library research to know more how to work with branding, social media, visuals & available product analysis and how to apply this on the Drinkers Pub. In the literature study document, you see the differences with how it is now and how it should be done. The way we can support the staff with a consistent online presence.

After the first demo we found out that we also had to research the existing app Untappd that could help us inspire. This is one of the most used apps for pubs with a lot of beers. Further on this project we developed more concepts that could help the pub. We combined a few of these concepts together for our end product.

After the literature study we started with the field research to interview the customers with a survey. Out of these results became very clear that the target group was mostly between 18-34 years old. These are the kind of customers that are mostly social media active. The total of the customers did not really visit any social media from the Drinkers Pub while 25% did ever posted something about the Drinkers Pub. This is a very good result to see that there could be more interaction with their social media if this would be handled right. Also, we found out that some people did not really see very clear from the outside walking by that this is the Drinkers Pub. See image below how it looks right now.

We also found out that most people strongly agreed with a digital improvement for the Pub to order beers and get more information. So, we went also on with all our first concepts and choose which ones are going to provide the best use and create a new bigger concept with more features. The features we added to our new application are added in the taste recommendation app user stories. I am working on these two user stories: _Userstory 6:_ Bartender wants to see overview of tables. _Userstory 7:_ Owner has full control over the app.

For my research question _How can we make the brand and its distinctive assets more consistent and recognizable for customers?_ I wanted to test my projector concept for the front of the Drinkers Pub. I created a A/B test with 4 different projection films to try out which transparency gave the best result. You can view my proof of concept how it would look like. This would fit perfectly in the city of light, Eindhoven! This would be a great eye catcher.

For both sub research questions I also worked on a brand guide to have an essential tool for establishing brand identity. A brand style guide (also known as a brand book or brand guide) acts as a key document that helps content creators communicate a consistent message to your audience, so it is a great asset for creating consistent, on-brand content. In this brand guide we show how the new style can be used in different ways. On the brand guide page, you can also see a visual iteration how the website could look like.

For the application that we had in mind after choosing some first concepts I also made UX/UI prototypes related to the two user stories I have. I worked on the staff wireframes for the prototype to make sure everything was visually there. I also helped Christian create the app flow within the diagram to have a good view how the staff side application will work.

More in-depth information per subject:

Projectplan
Research
Student Survey
Brand Guide
User Stories (New app)
Concepts
Proof of Concepts
UX/UI
Demo's