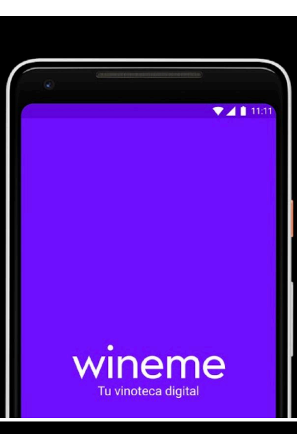
WINEME

PORTFOLIO

PRODUCT DESIGN

WELCOME TO YOUR PERSONALIZED DIGITAL WINE CELLAR.

You will be able to experience the unique journey of describing your palate, discovering your tastes, and starting to enjoy wine in your own way.



THE ISSUE, OUR TRIGGER: "I DON'T KNOW HOW TO CHOOSE A WINE"

Choosing a wine is not an easy task. Has it ever happened to you that you felt lost in front of a wine rack filled with varieties and offers? And you start asking yourself a lot of questions:

- Should I choose by winery?
- Is the most expensive wine the best?
- Will I like it?
- Should I choose by varietal?
- If it's imported, is it better?
- Should I choose based on the bottle design?
- How do I choose a wine?

A HYPOTHESIS THAT GUIDED OUR RESEARCH: "PEOPLE FIND IT DIFFICULT TO CHOOSE A WINE."

We conducted surveys!

We conducted two online surveys, which provided us with valuable data to continue our research: The first survey focused on the moment of purchase, and the second on consumption.
These quantitative data allowed us to identify some patterns and begin to understand certain user needs.

160 TOTAL RESPONDENTS.

90% OF RESPONDENTS CONSUME WINE.

70% FEEL CONFUSED IN FRONT OF THE WINE RACK.

66% HAVE AN INTEREST IN LEARNING ABOUT WINES.

We empathized with the users!

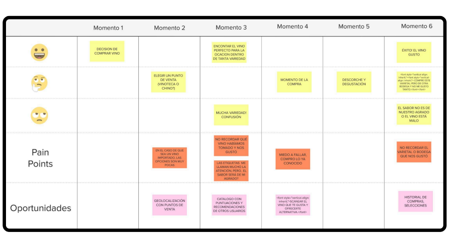
We interviewed 10 people who gave us important insights and helped us understand the main pain points. This allowed us to better grasp people's needs and create accurate user personas.

Some pain points we identified:

- They struggle to remember which wine they liked.
- Wine is perceived as a formal and complex product.
- The wide variety and offers of wines confuse them.
- They don't want to take the risk of trying a new wine for fear it won't be to their liking, so they always buy the same wine.
- Uncertainty when it comes to pairing wines.
- Fear of making bad wine recommendations.
- Is a cheap wine a bad wine? Is an expensive wine a good wine?

User Journey Map

We visually captured everything observed and learned during the research phase! We divided it into 6 key moments that we believe a person goes through when choosing a wine.



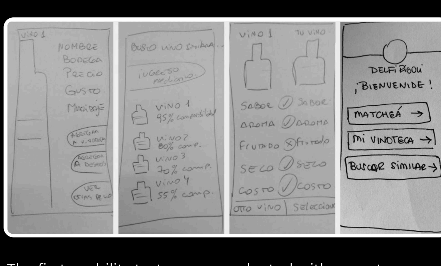
User Personas

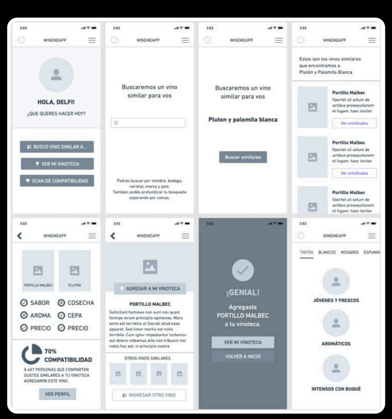
We created 4 potential personas with distinct needs and problems when choosing a wine.

WITH ALL THE INFORMATION GATHERED DURING THE RESEARCH PHASE, I DESIGNED **WINEME, A POTENTIAL SOLUTION TO THE PROBLEM.**

LOW-FIDELITY PROTOTYPE + WIREFRAMES

We created a low-fidelity prototype and wireframes to visualize the structure and functionality of WineMe, ensuring the design aligned with the identified user needs and pain points.

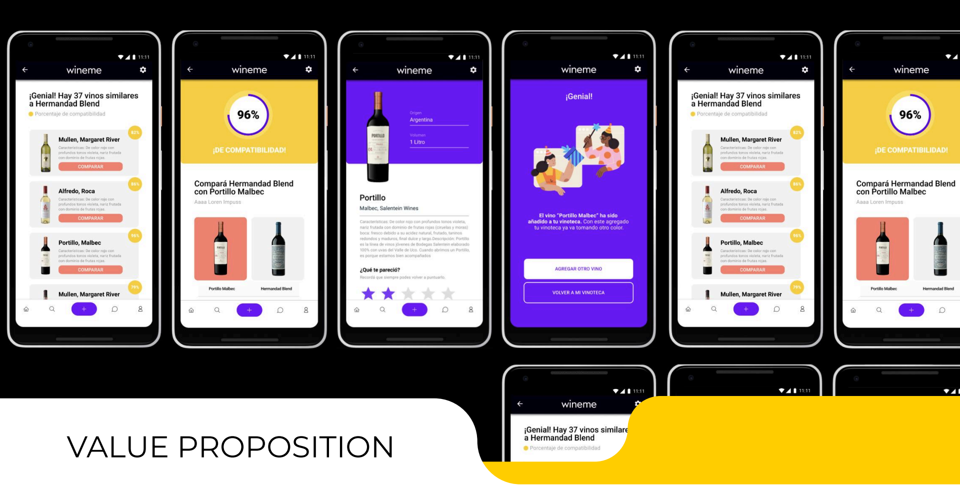




The first usability tests were conducted with users to reinforce and iterate on the app.

WE BROUGHT OUR APP TO LIFE!

We created the **first high-fidelity prototype**, defining a style guide that outlined the colors, fonts, images, and icons we would use to convey the essence of the site.



VALUE PROPOSITION

01 WINE CELLAR

02 QUICK SCAN

03 QUICK SEARCH

BEFORE DEVELOPING THE APP, WE PERFORMED ADDITIONAL **USABILITY TESTS**

Results obtained from the usability testing metrics:

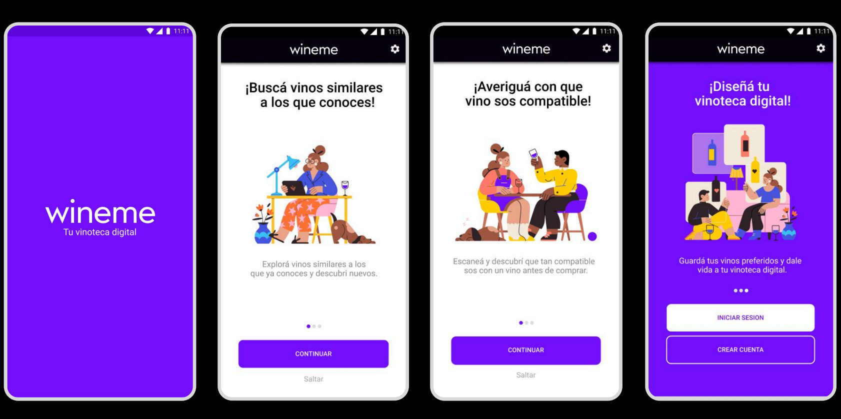
- Low contrast between yellow and white affected readability.
- Font size was too small for comfortable reading.
- The compatibility percentage was unclear to users.
- Illustrations didn't align well with the text.
- Users tended to act on intuition rather than reading instructions carefully. We often had to prompt them to re-read to understand their actions and interpretations.

50% NPS

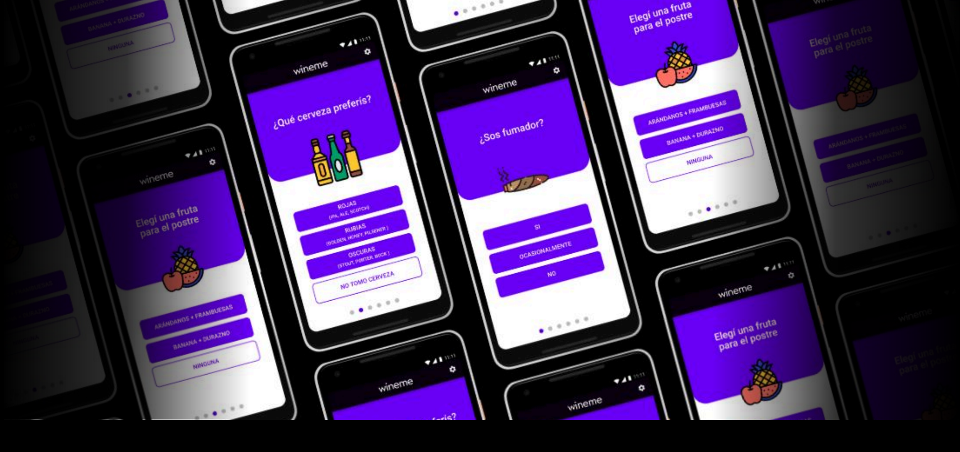
81% SUS

FINAL HIGH-FIDELITY PROTOTYPE

We present the final prototype of WineMe, with the iterations we've made since the last user test.

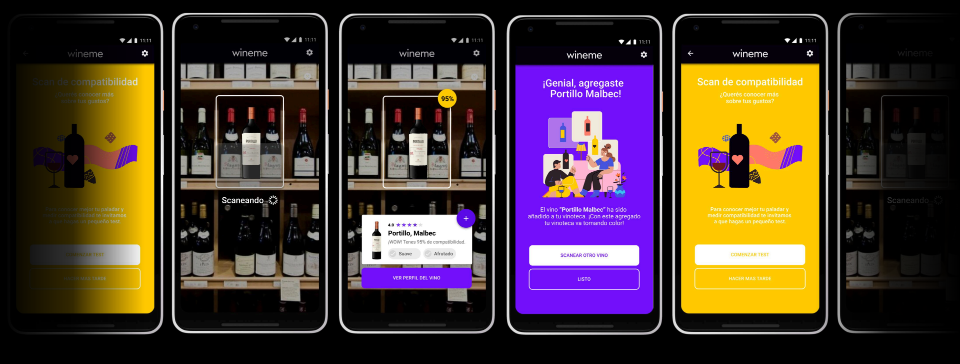


TAKE THE TEST TO DISCOVER YOUR PALATE!



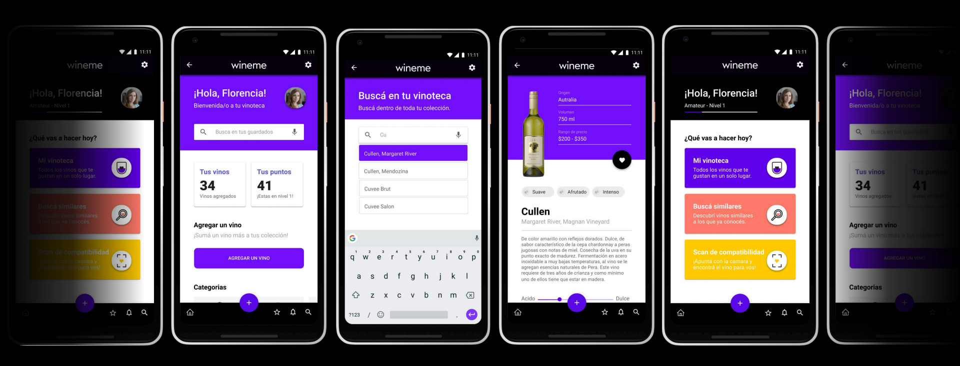
TASTE COMPATIBILITY SCAN

Use WineMe to scan bottles on the shelf and instantly find out how compatible you are with each one!



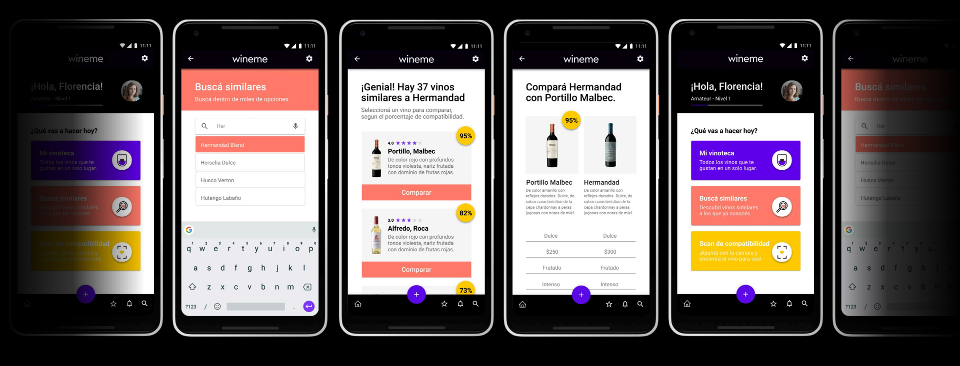
YOUR WINE CELLAR

You'll never forget those wines you loved, and you'll be able to take them with you wherever you go.



SIMILAR WINES SEARCH

Break the routine — discover new wines with our Similar Wines feature. If you like one bottle, we'll suggest plenty more you'll love.



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MAKE WINE YOUR OWN WAY.