



**SABRINA COLONESE-DIBELLO**

## PRODUCT REVIEWS

The first step in the redesign process for CT Farm Wine, was to conduct research. I began initial research by reading product reviews. Overall, it appeared that the reviews all reflected the same message. All of the users liked the idea of the app, however, it did not function properly. For example, users mentioned multiple glitches and bugs. One of the main features of the app is that users are able to create a profile and collect stamps from wineries across the state. However, the profile part of the app does not work, users said this function left them in loop or would not save.



### CT FARM WINE

Likes:

- Good idea
- If it worked it would be great!

Wants:

- Be able to create a profile
- QR codes to work
- Collection of stamps

1.6 ★  
19 RATINGS

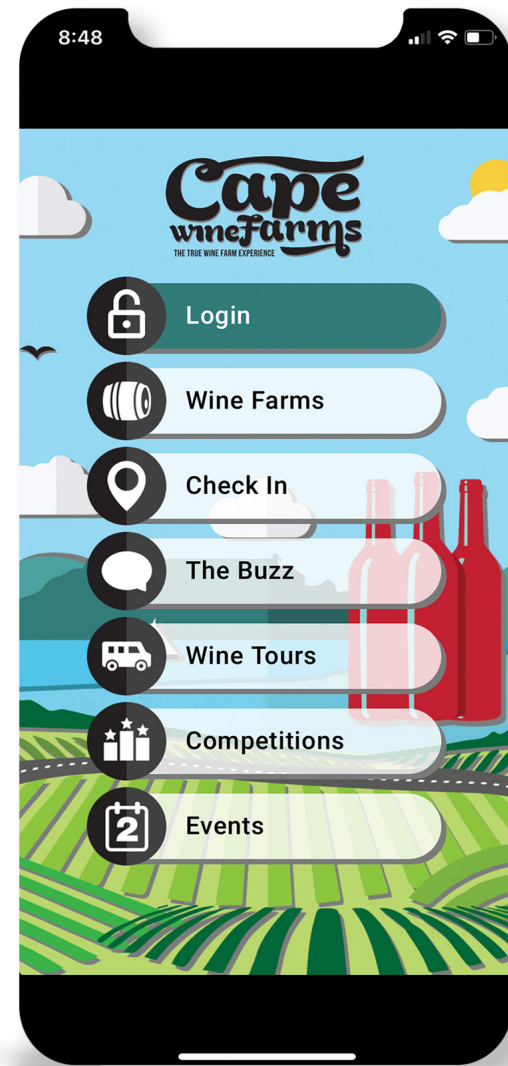
Dislikes

- Search glitch
- Cannot create a profile
- Profile loop problem
- Does not recognize QR codes
- Profile issues
- Should be a place of the collection of stamps
- Should put a map
- Doesn't save
- Unable to log in
- What to do if you visited previous wineries
- "app broken"
- "poor app"
- "doesn't work"
- "nothing works"
- "good idea"

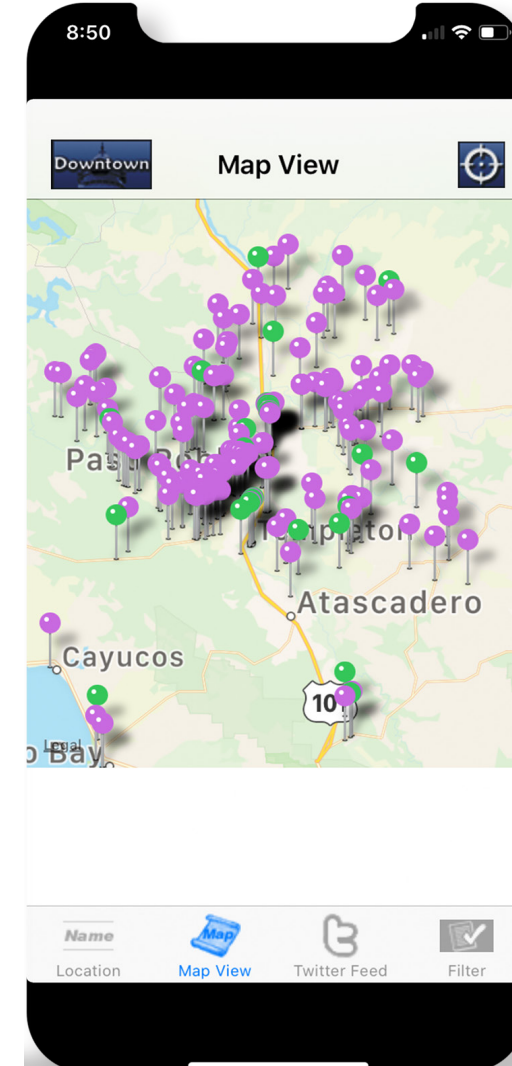


# TOP COMPETITORS

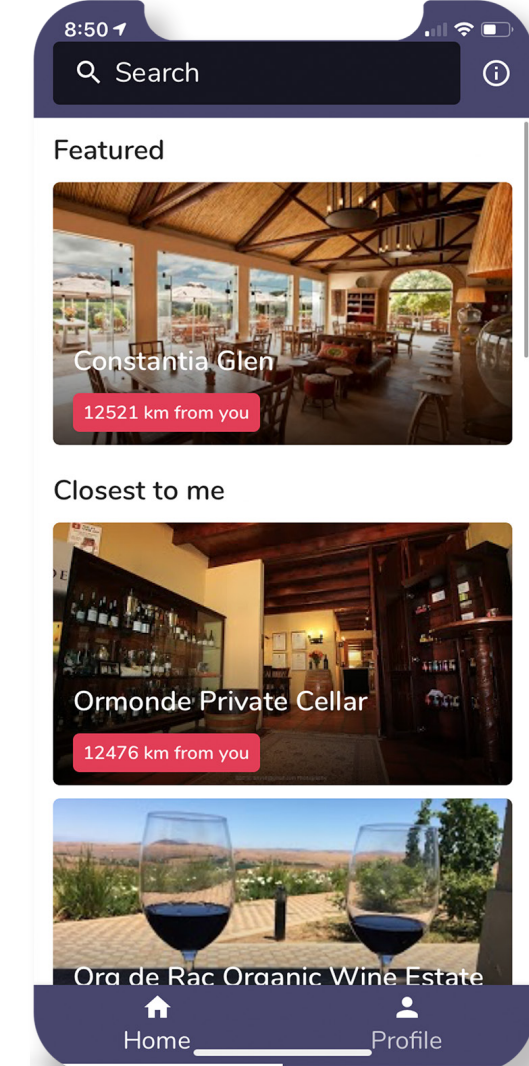
When taking a look at CT Farm Wine's competitors, it was clear they all had a few aspects in common. First of all, the UI on each of the apps were very poor designed and appeared very dated. WineMe's designed was superior to the rest however the functions were extremely limited. For example, the only function of the entire app is to find wineries nearby then to collect a stamp at each venue. On the other hand, Cape Wine Farms offered various functions such as "the buzz" also known as news of the wine world, available wine tours, competitions and events. Moreover, PassoTours offered users a map view of the locations of the various wineries, as well as a twitter feed and filter so user could choice what they want their winery to have. Overall, the competition allowed me to gain knowledge and inspiration for the possible functions I will want to include for CT Wine Farm.



CAPE WINE FARMS



PASSOTOURS



WINEME

# USER INTERVIEWS

## Paul DiBello | Father

### 1. What do you like about the app?

"I like the ability to search for wineries in the area by putting in a town"

### 2. What don't you like?

"The design is awful"

### 3. What would you change?

"I would change the design and I would also like it to be more user friendly"

### 4. Was it easy to find stuff in the app?

"fairly easy but I wasn't able to do much"

## Maeve Winkler | Roommate

### 1. What do you like about the app?

"I like the idea of the app, it would be cool if you could earn different prizes or discounts if you visit more wineries across the state. Something to encourage people to use the app more than just collect stamps."

### 2. What don't you like?

"The design took me back to middle school, I honestly don't think I would use the app just because it's so ugly"

### 3. What would you change?

"I would change the design for sure. Also, like I said something to encourage people to go to wineries and use the app, something that will make using the app unforgettable."

### 4. Was it easy to find stuff in the app?

"ya"

## Dawn Colonese | Mother

### 1. What do you like about the app?

"It's a really cool idea!"

### 2. What don't you like?

"Creating a profile did not work for me and the design seems outdated"

### 3. What would you change?

"I would like the profile section of the app to work and I wish the design would look more up to date"

### 4. Was it easy to find stuff in the app?

"I was able to search for different wineries around CT so yes"

### 5. What do you think of the design?

"Like I said before, the design feels really outdated, however, I feel like this could be a very fun app if it works properly."

**TYPE STUDIES**

**CONNECTICUT FARM WINE**

**CONNECTICUT FARM WINE**

**CONNECTICUT FARM WINE**

*Connecticut Farm Wine*

**CONNECTICUT FARM WINE**

**CONNECTICUT FARM WINE**

*Connecticut Farm Wine*

*Connecticut Farm Wine*

*Connecticut Farm Wine*

CONNECTICUT FARM WINE

CONNECTICUT FARM WINE

**CONNECTICUT FARM WINE**

LOGO IDEAS:





USER PERSONA  
**Jess Something**

## About

Jess is a project manager at an insurance company in Hartford. She works hard but also likes to enjoy life. She is looking to try out some new wineries and breweries across the state.

**Age** 26  
**Occupation** Project Manager  
**Location** Hartford

## Goals

- to enjoy her weekends with friends
- try out new places in Connecticut
- Try new wines and beers

## Frustrations

- lack of entertainment in CT
- difficult to find new places to go
- cost of wineries and breweries

## Personality

adventurous

motivated

fun

curious



USER PERSONA  
**Mary Something**

## About

Mary is a recently retired grandmother. She and her husband are looking for new places to try out with their free time.

**Age** 67  
**Occupation** Retired  
**Location** Fairfield

## Goals

- to some have fun and try out new places with her free time
- try new wines

## Frustrations

- not sure what wineries are the best for her
- not sure how to find out which wineries are closest to her

## Personality

outgoing

friendly

realistic

peaceful



USER PERSONA  
**Mark Something**

## About

Mark is a data scientist in New Haven. He is looking to date his wife to do new winery for their 10th year anniversary.

Age 42

Occupation data scientist

Location New Haven

## Goals

- Find a place that both him and his wife will enjoy.
- try new wines

## Frustrations

- not sure which winery is best
- is willing to drive far if it is worth it
- can't find wineries reviews online

## Personality

helpful

confident

organized

planful

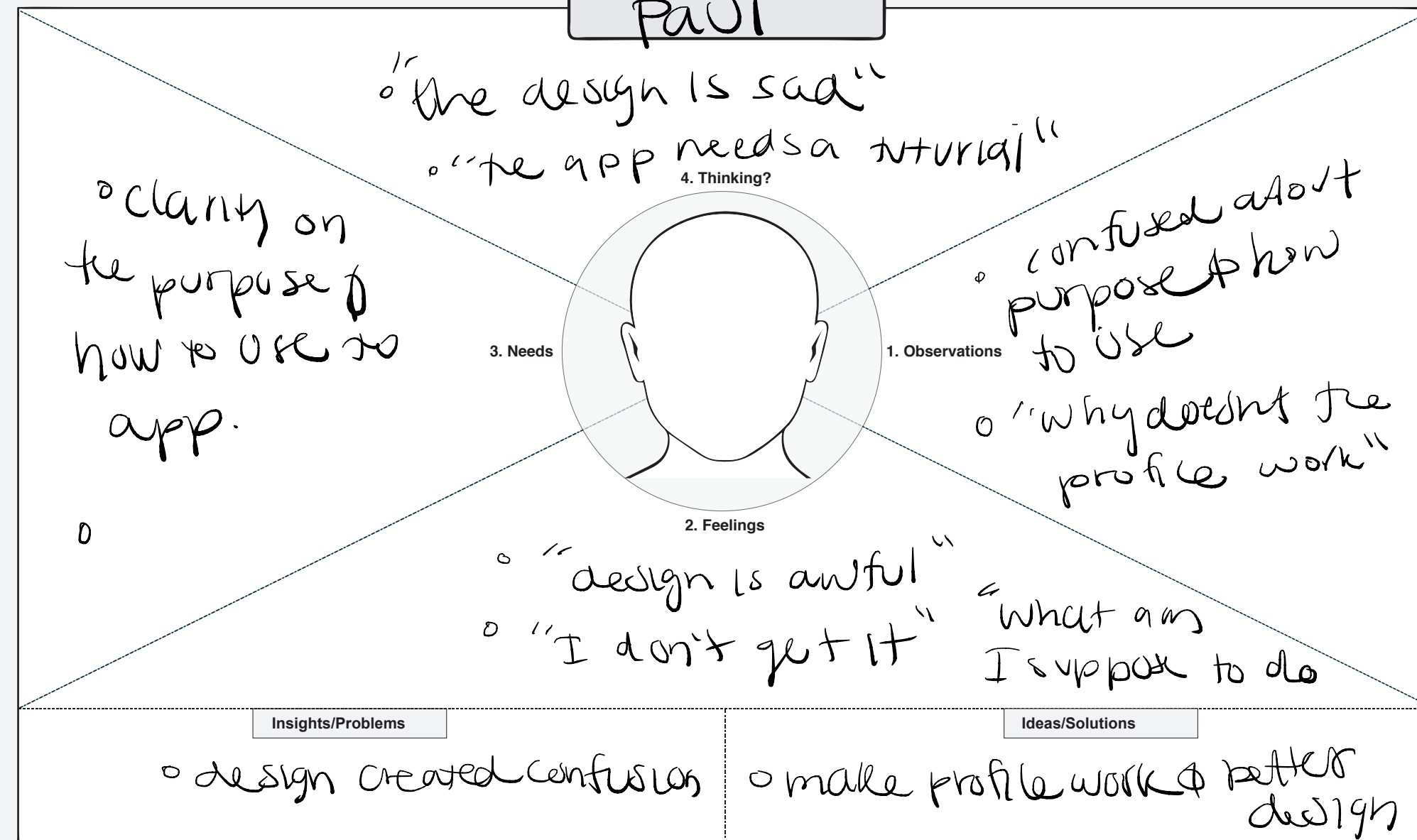
## Empathy Map

Situation/Event:

CT Farm Wine App

Person:

PAUL





# Empathy Map

Situation/Event:

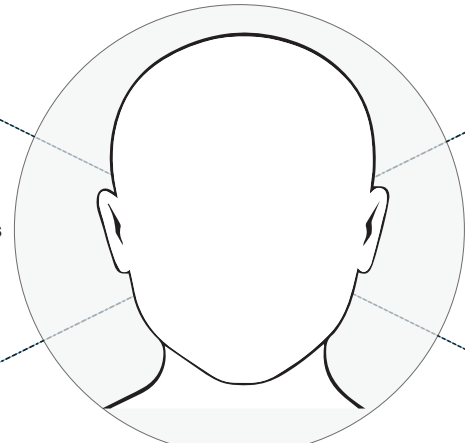
CT Farm Wine App

Person:

Mave

"the idea is cool but the app doesn't work"

4. Thinking?



3. Needs

1. Observations

2. Feelings

- o profuse
- o new design
- o more clarity

- o profile function doesn't work

- o looking to find wineries

- o confused,
  - o ugly design
- "app needs something to make it unforgettable"

Insights/Problems

should be able to search.

Ideas/Solutions

- o winery reviews, location

# Empathy Map

Situation/Event:

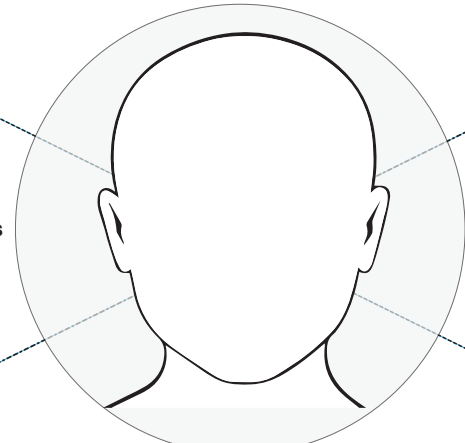
CT Farm Wine App

Person:

Dawn

"not the best app, needs more useful functions"

4. Thinking?



3. Needs

1. Observations

2. Feelings

- o "I want to see pictures of the wineries"
- o "I want the menu"

- o looks up wineries

- o wants to see the menu & prices

- o "design is outdated"
- o "I need more information"

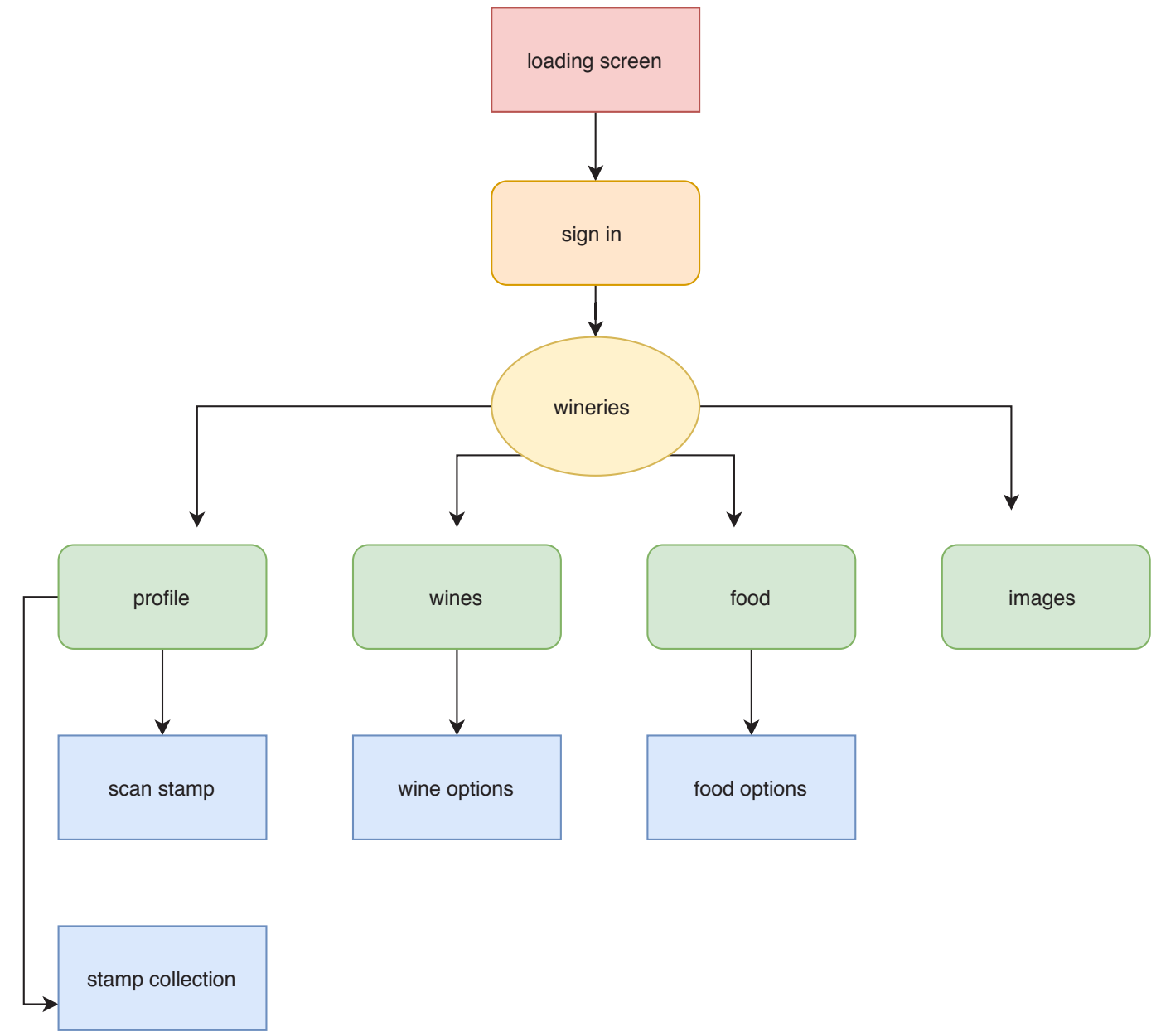
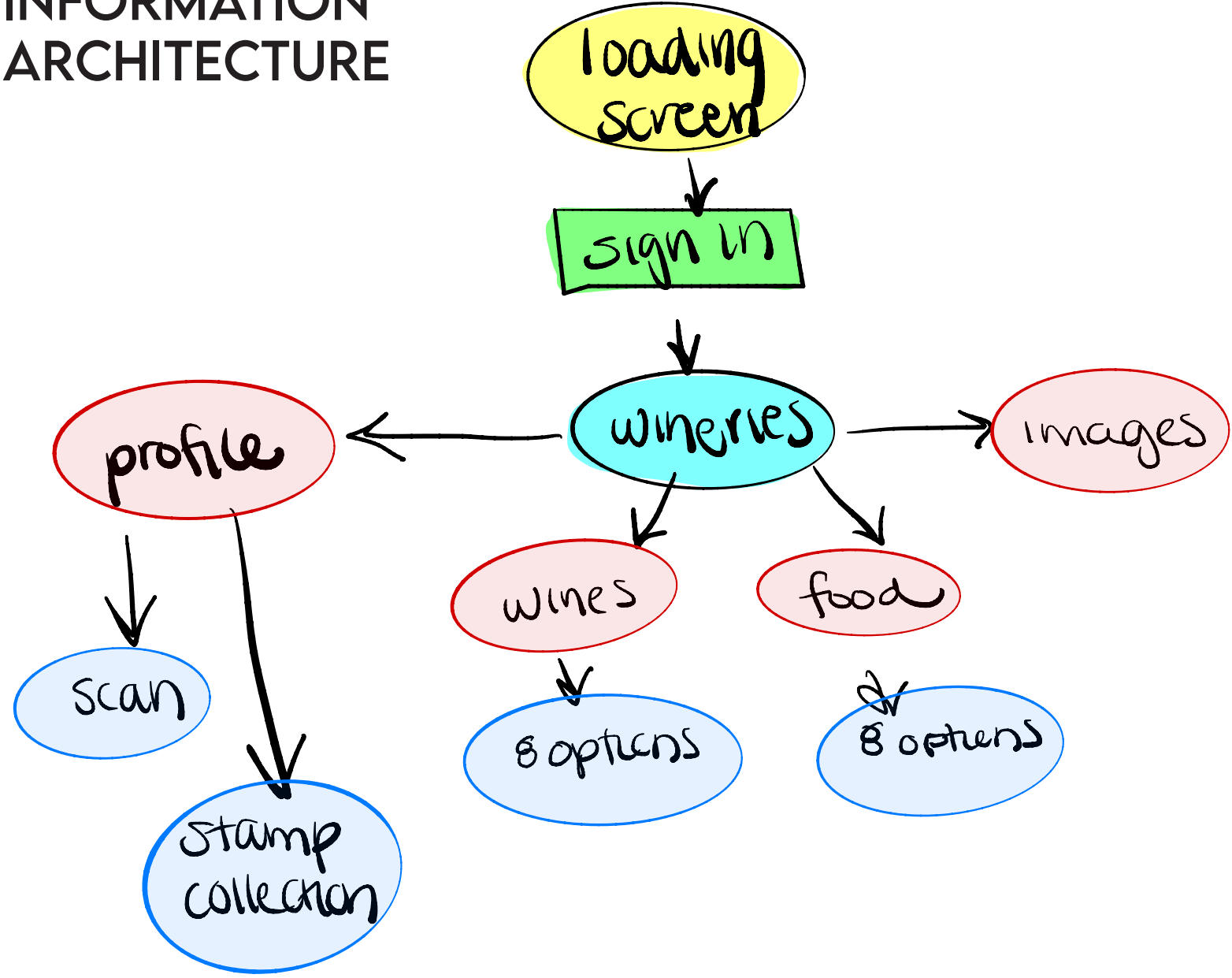
Insights/Problems

no prices, menus, etc.

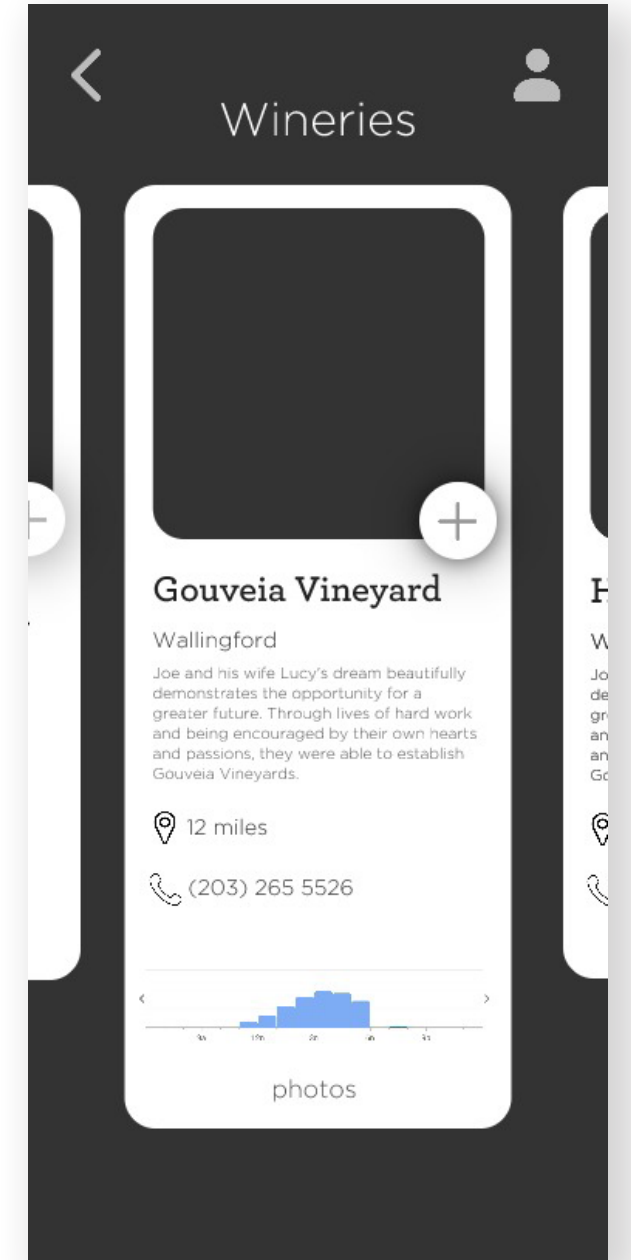
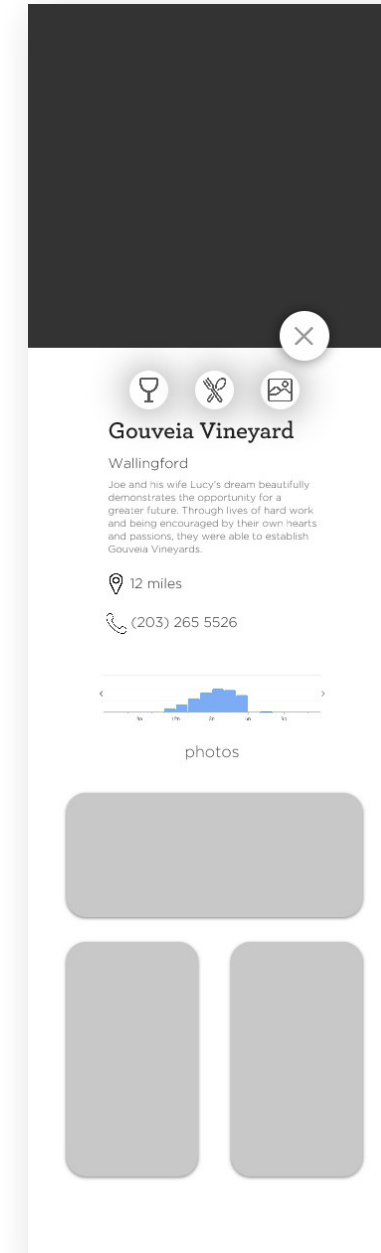
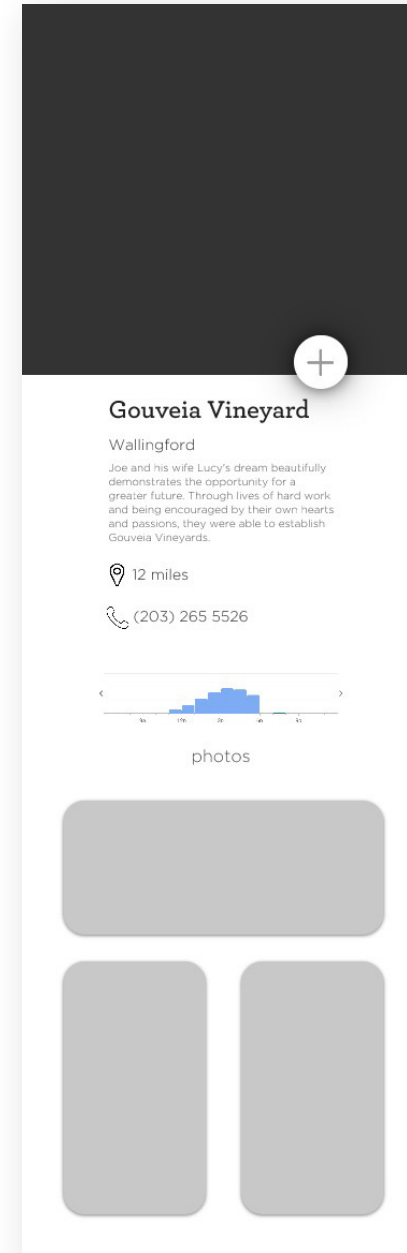
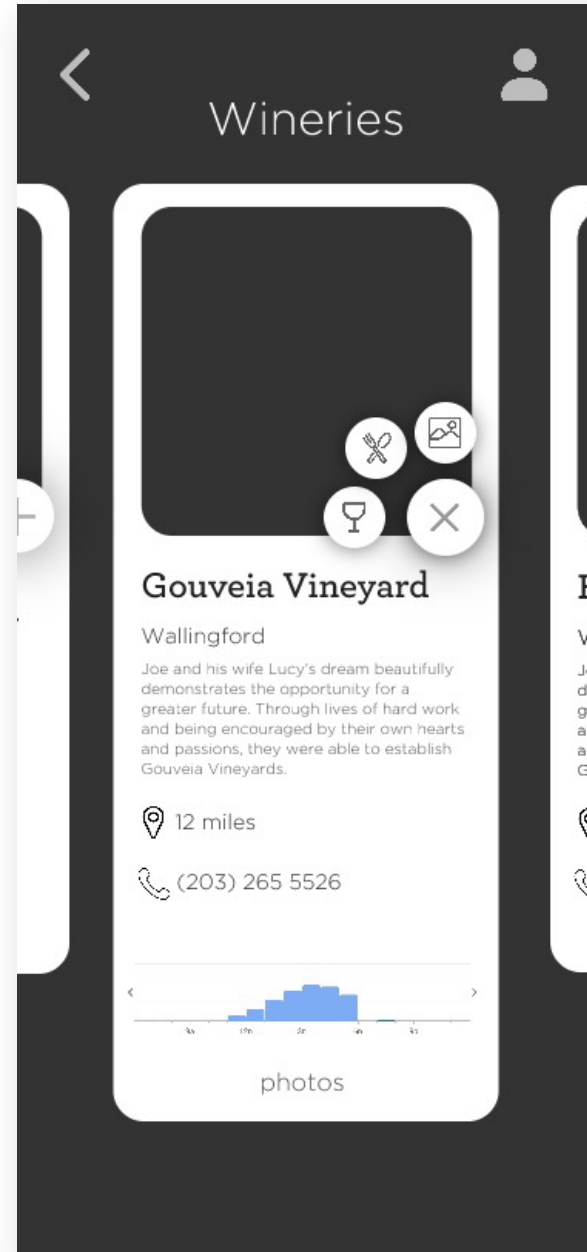
Ideas/Solutions


prices, menu, distance

# INFORMATION ARCHITECTURE



# WIREFRAMES




< Menu 

## Peppers and Eggplant

This humble Mediterranean dish makes a great vegetarian main with your favorite grain or warm pita bread.


*goes well with...*

< 

## Rombauer

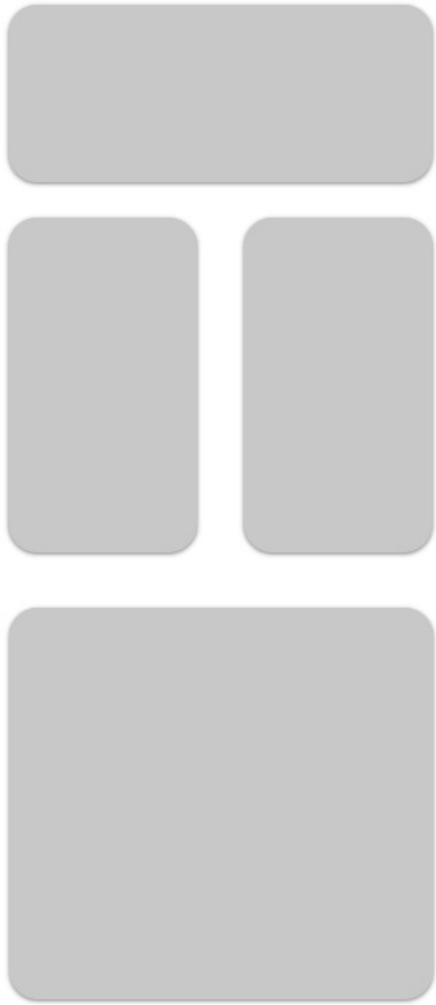
*Chardonnay*

Juicy peaches, pineapple and citrus greet the nose, followed by vanilla and toasty oak. Ripe tropical fruit, pear and apple flood the lush, silky palate. Soft spice, vanilla and nectarines mark the lengthy finish, and fresh, mouthwatering acidity leaves you longing for another.


 3.5

CT Farm Wine

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< Hi Jess!




scan stamp

red wines tasted  +


white wines tasted  +


+ Notes

Wineries visited in CT

 11 wineries

Stamp Collection





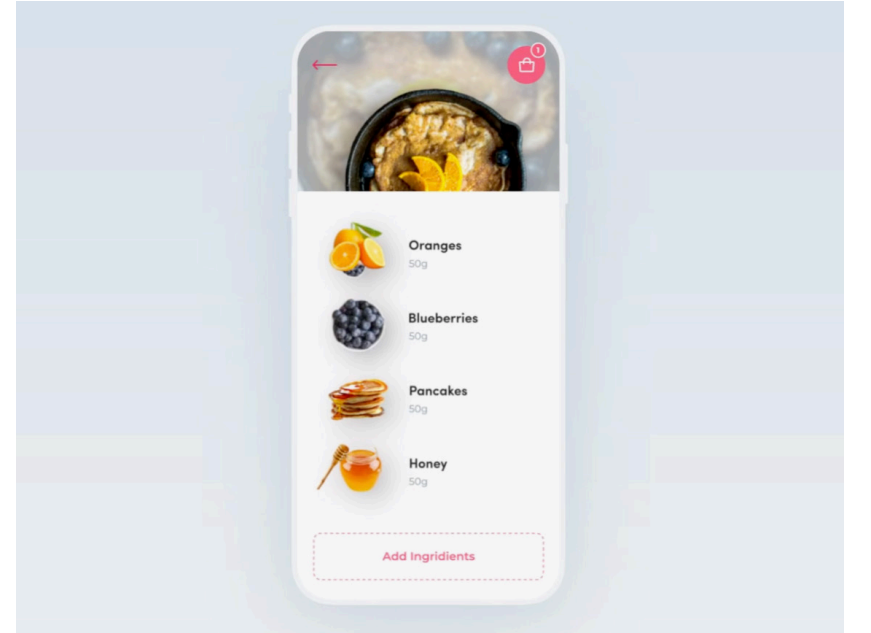
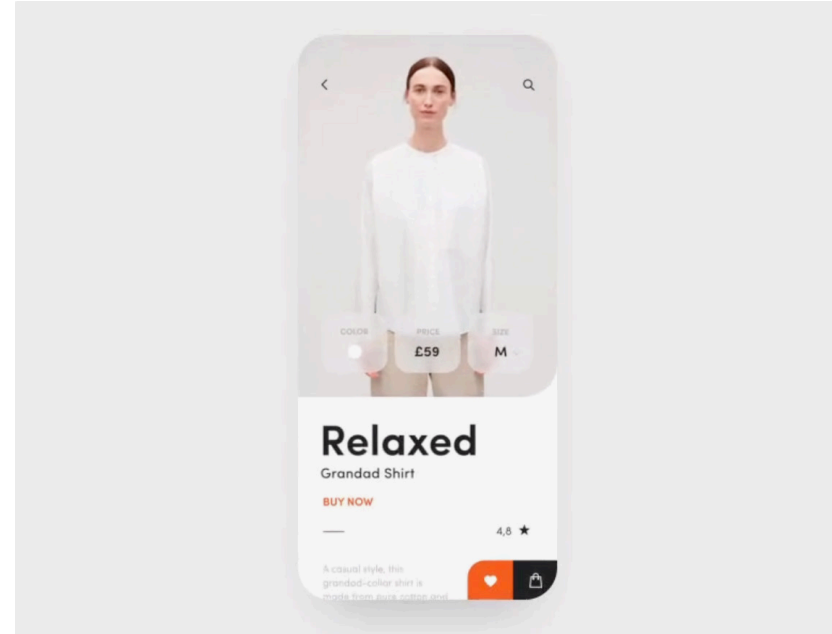
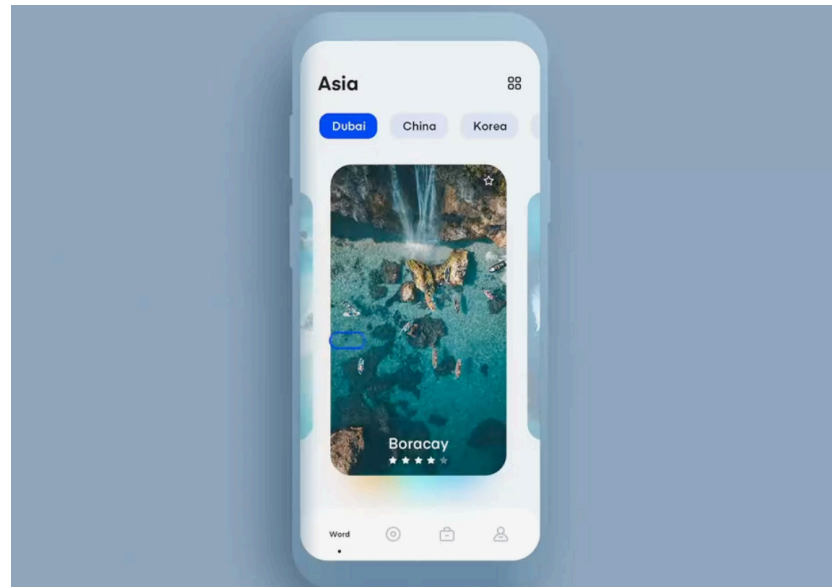
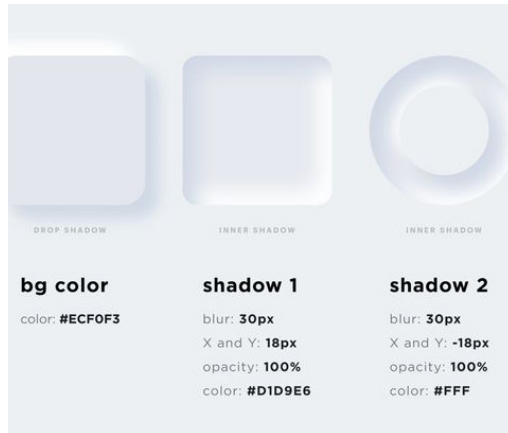
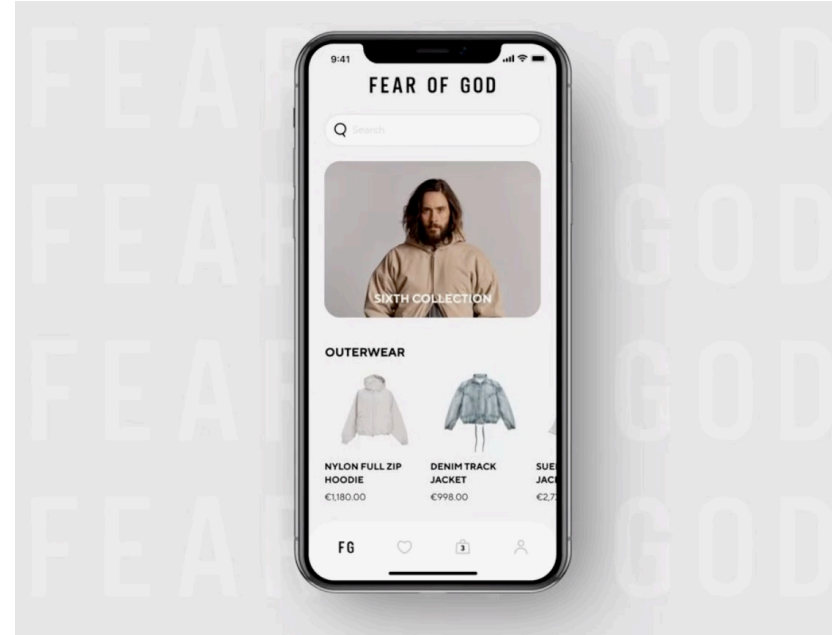
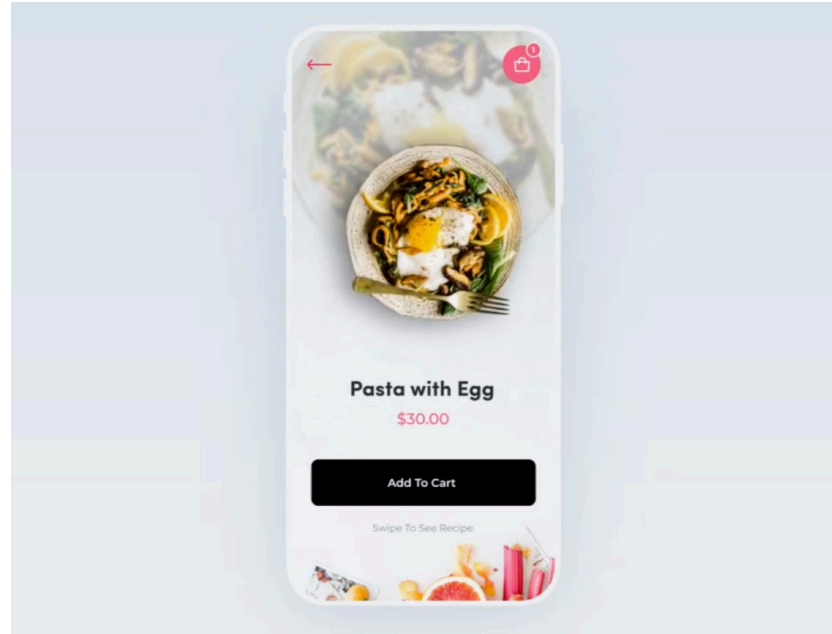
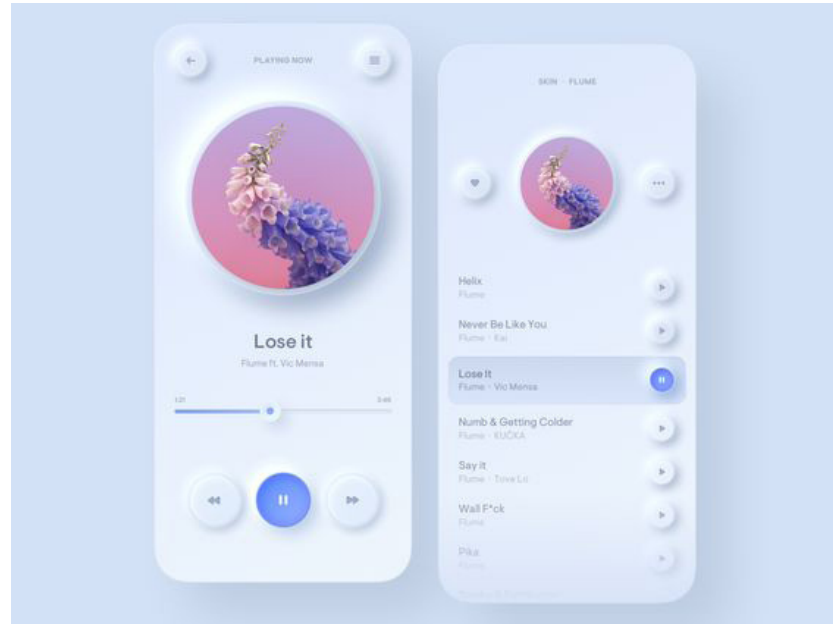
Sign up

Sign in

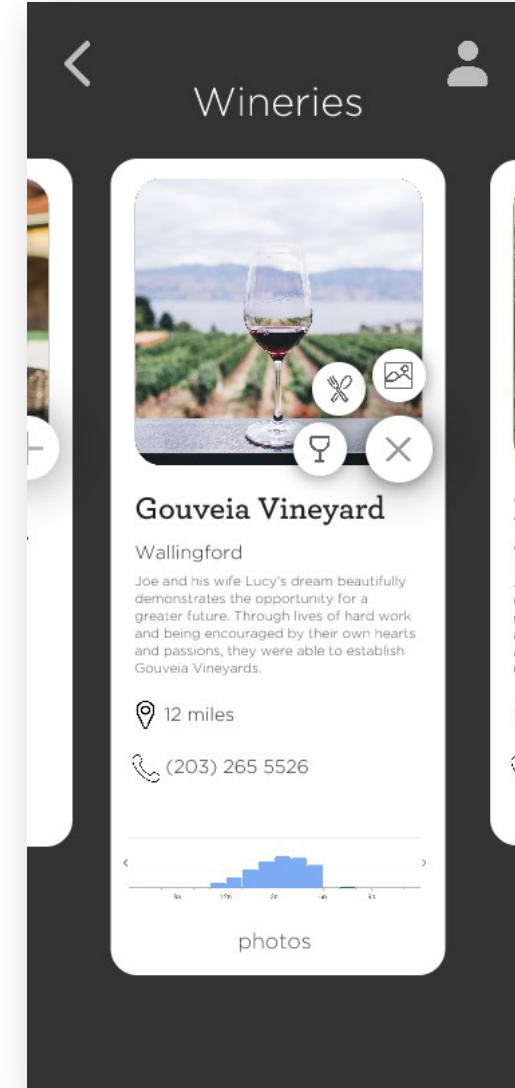
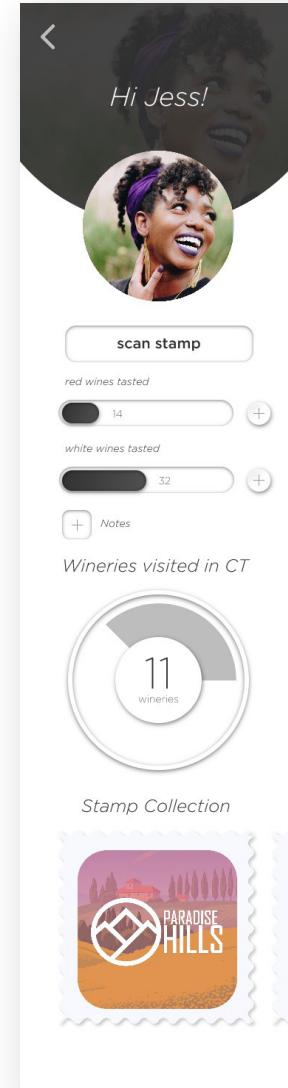
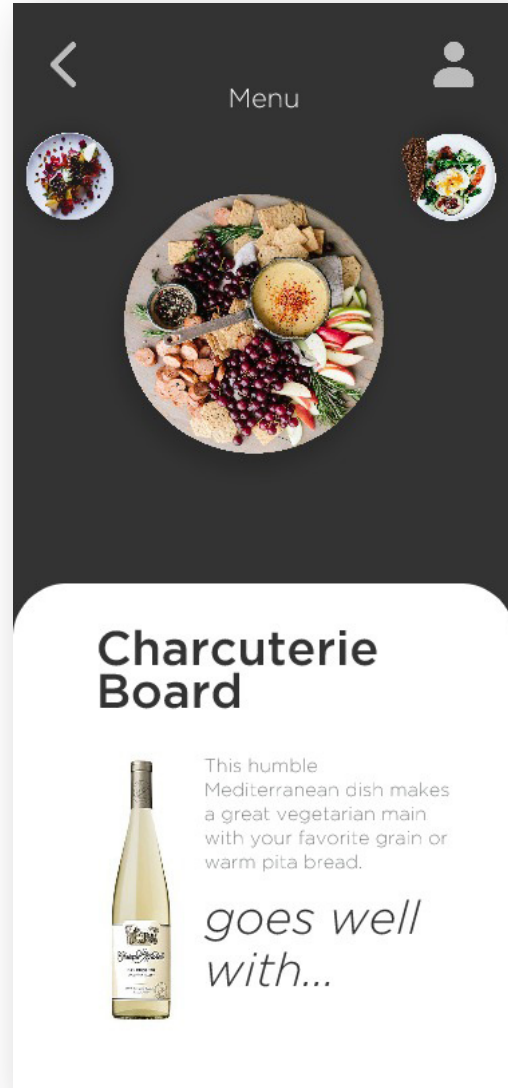
username

password

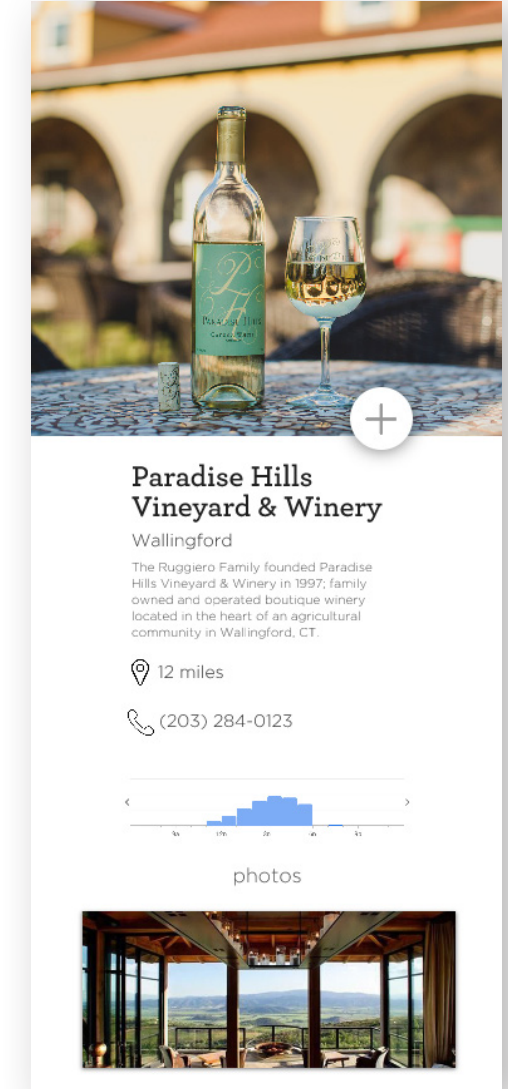
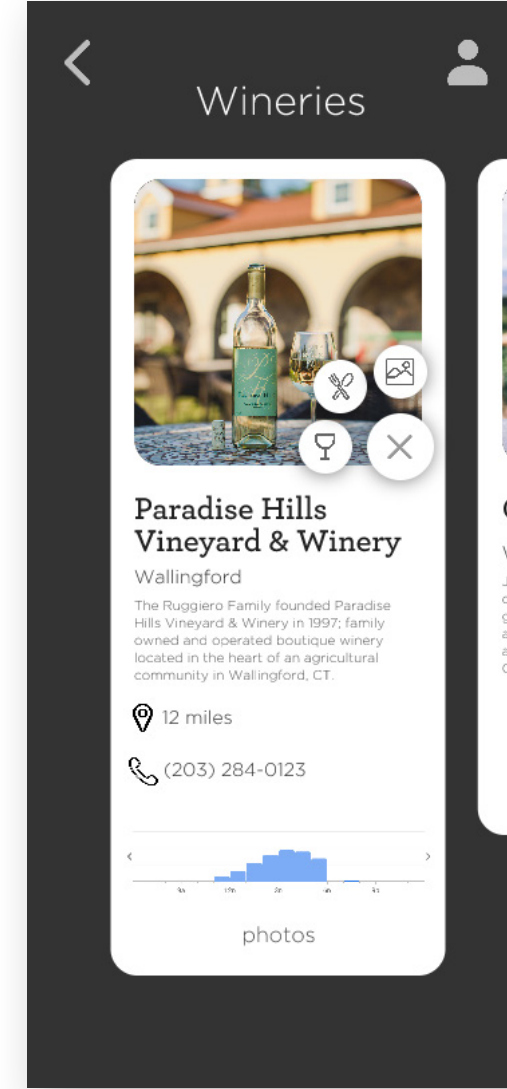
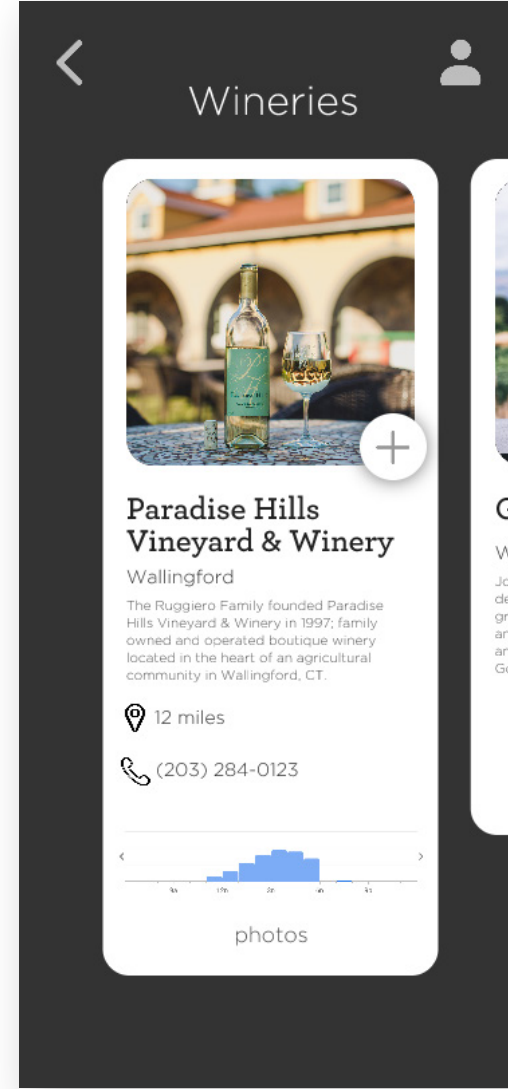
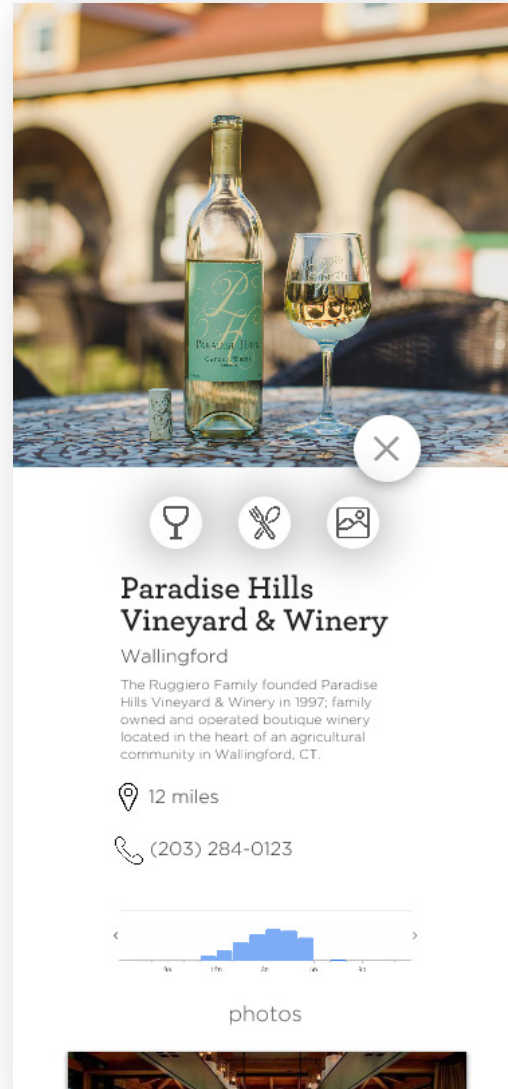
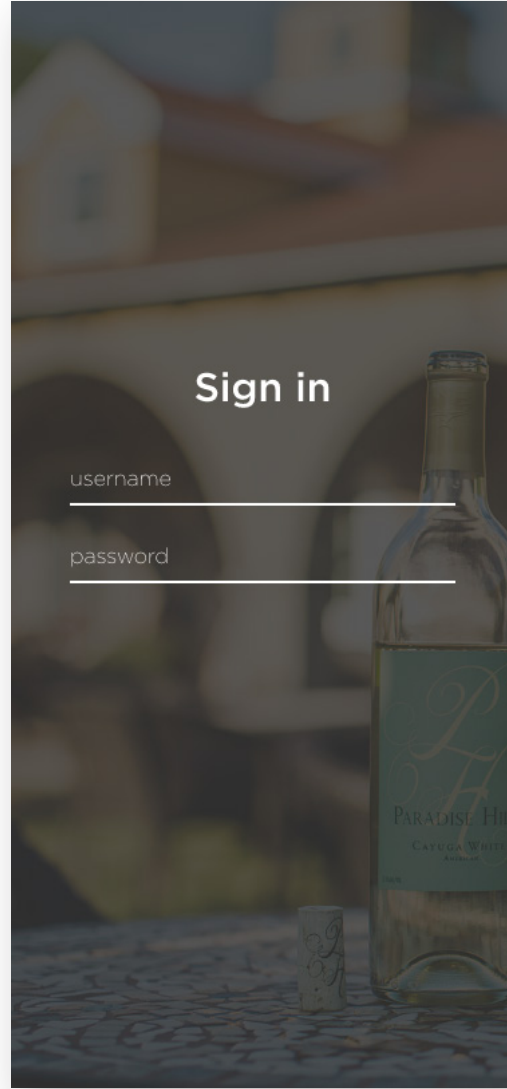
# INSPIRATION

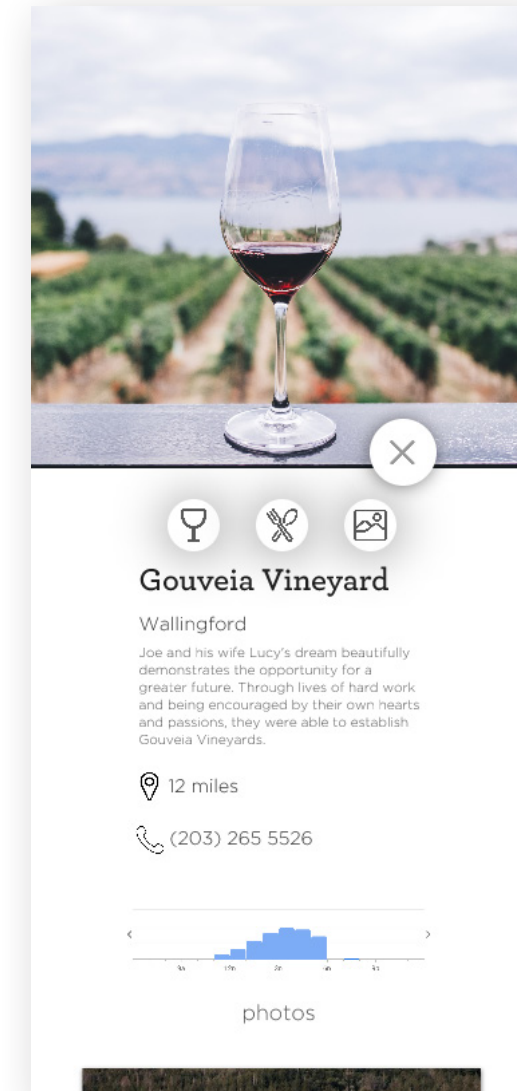
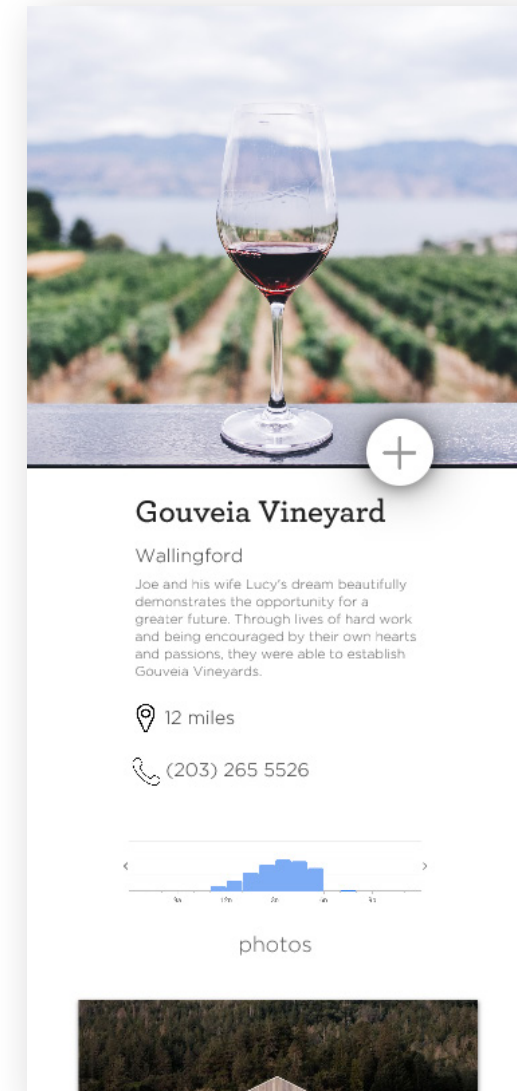
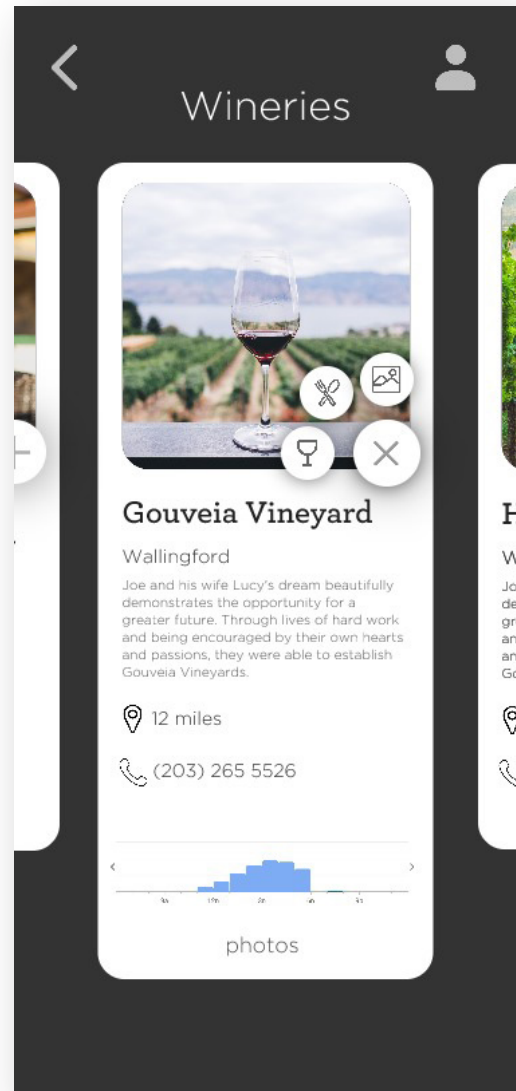
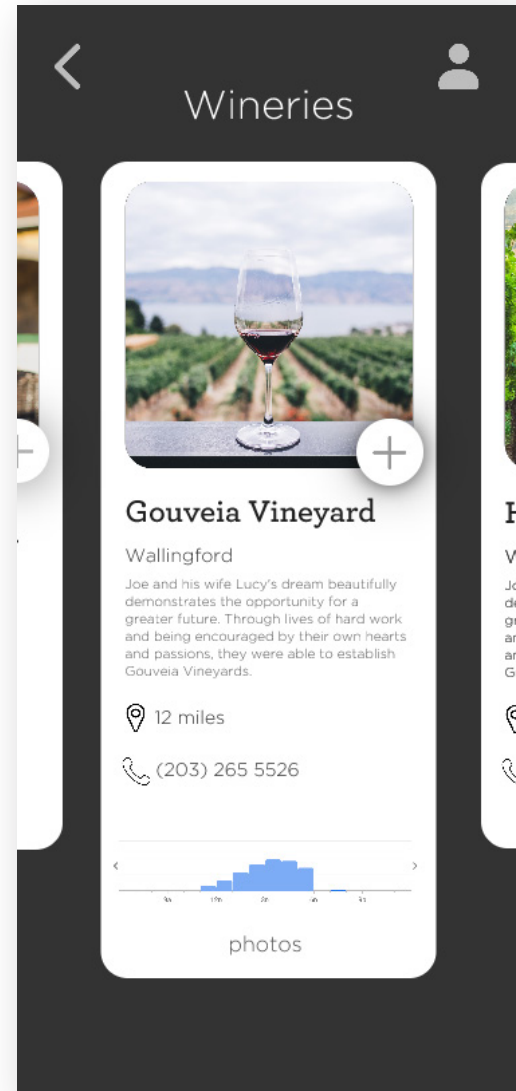


# DESIGN

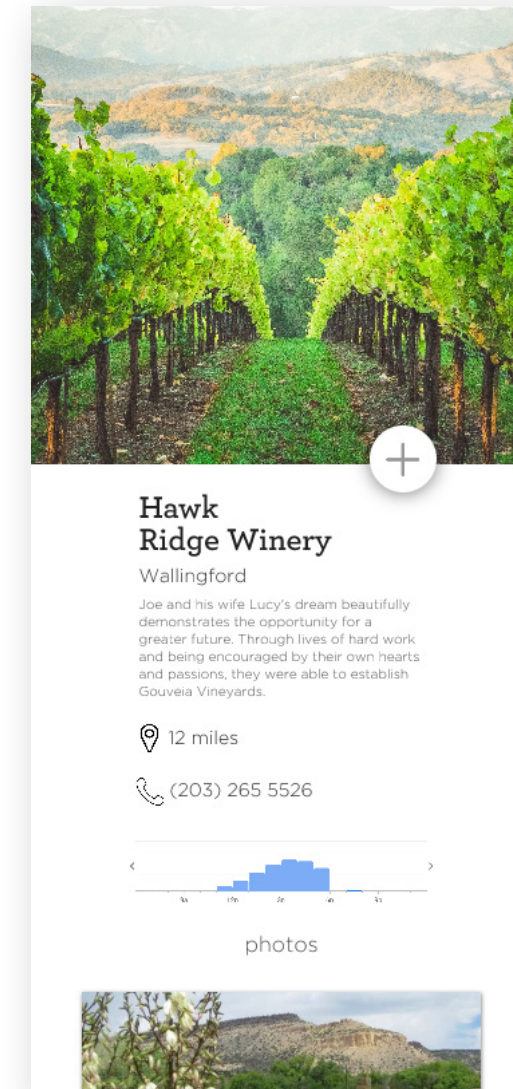
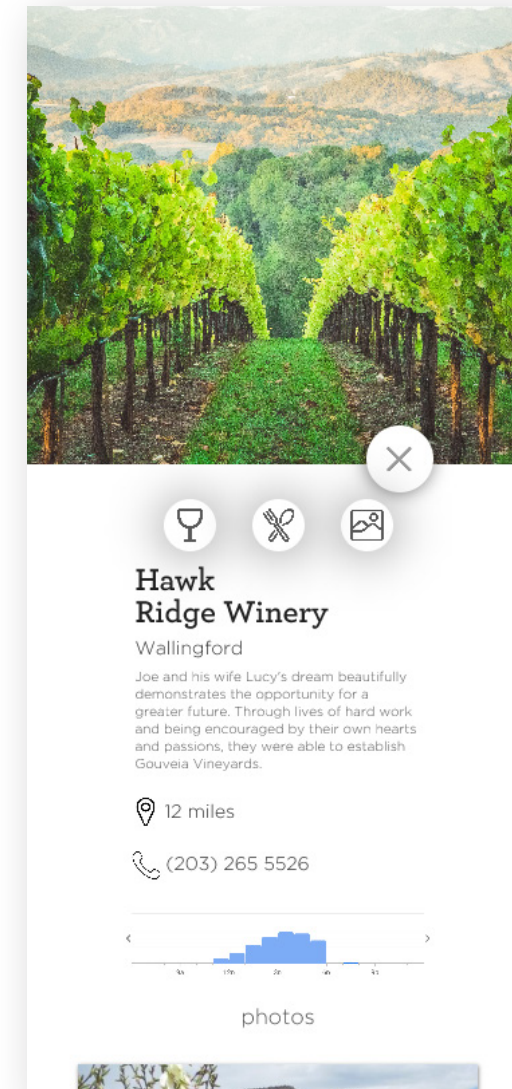
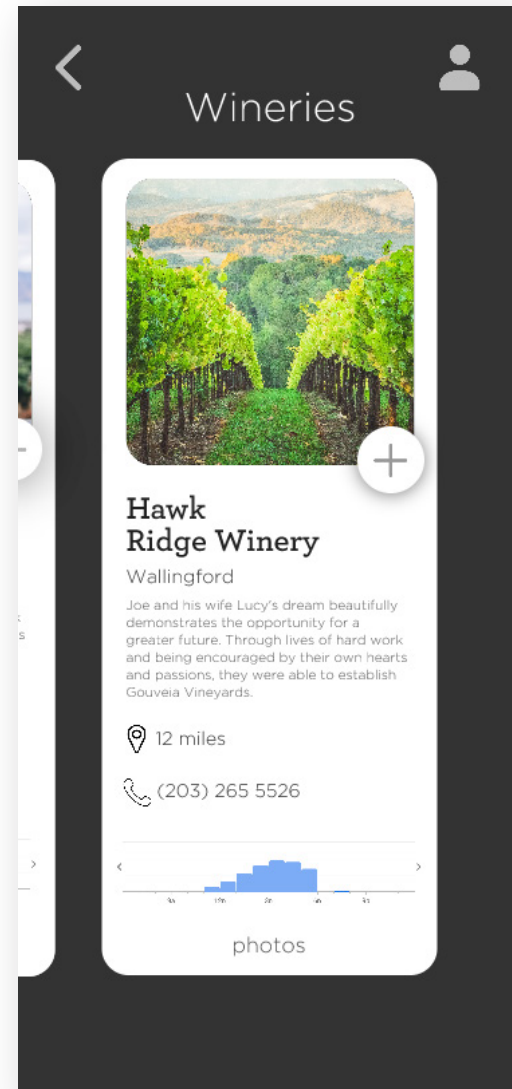
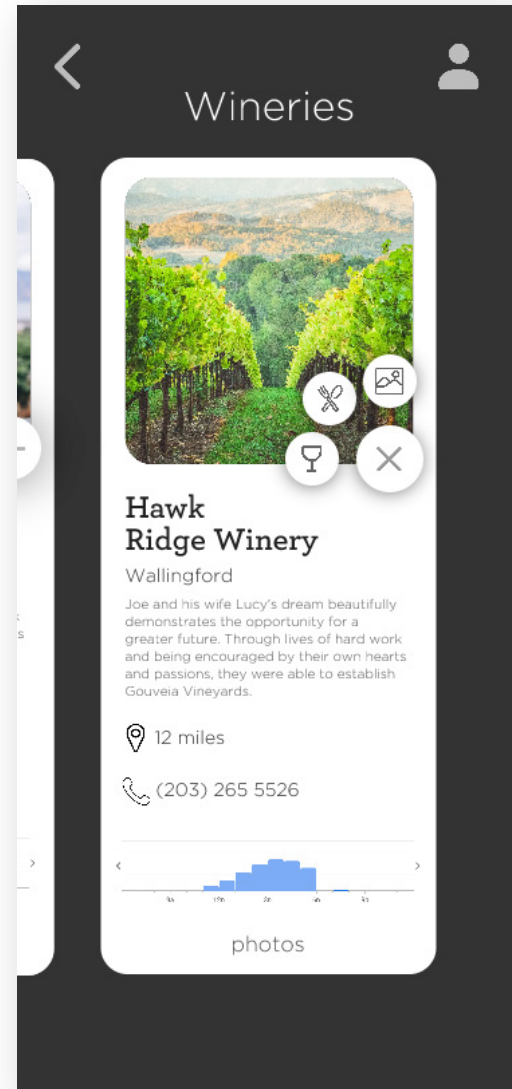


# FULL FINAL DESIGN










<

Hi Jess!



scan stamp

red wines tasted

14

white wines tasted

32

+ Notes


Wineries visited in CT

-intense  
LOVED the rosé  
-fun  
-fresh

Wineries visited in CT

11 wineries

Stamp Collection



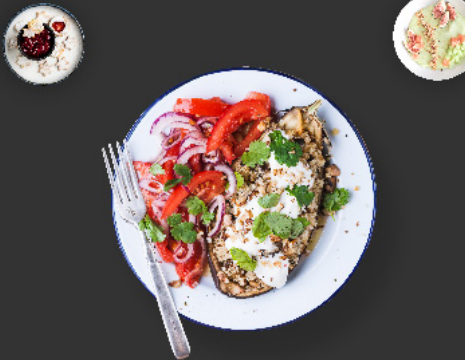
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Stamp Collection





<

Menu



**Peppers and Eggplant**




This humble Mediterranean dish makes a great vegetarian main with your favorite grain or warm pita bread.


goes well with...

<

Menu



**Melon Açaí Smoothie Bowl**




This humble Mediterranean dish makes a great vegetarian main with your favorite grain or warm pita bread.


goes well with...

<

Menu




**Chicken with Vegetables**



This humble Mediterranean dish makes a great vegetarian main with your favorite grain or warm pita bread.


goes well with...

Menu




### Cheddar Soup

This humble Mediterranean dish makes a great vegetarian main with your favorite grain or warm pita bread.




*goes well with...*

Menu




### Charcuterie Board

This humble Mediterranean dish makes a great vegetarian main with your favorite grain or warm pita bread.




*goes well with...*

Menu




### Avacado Egg Sald

This humble Mediterranean dish makes a great vegetarian main with your favorite grain or warm pita bread.




*goes well with...*

Menu




### Biscuits & Jam

This humble Mediterranean dish makes a great vegetarian main with your favorite grain or warm pita bread.




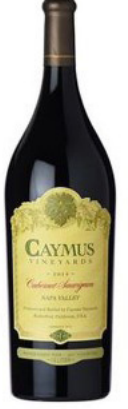
*goes well with...*



### Rombauer

*Chardonnay*


Juicy peaches, pineapple and citrus greet the nose, followed by vanilla and toasty oak. Ripe tropical fruit, pear and apple flood the lush, silky palate. Soft spice, vanilla and nectarines mark the lengthy finish, and fresh, mouthwatering acidity leaves you longing for another.





### Caymus

*Cabernet Sauvignon*


Caymus Cabernet Sauvignon has a dark, scarlet red color, with powerful aromas of sweet ripe cabernet grapes. Initial impressions are fantastically appealing, brooding to expansive textural sensations of finely grained cacao tannins. The whole of the wine is balanced, rich, expressive and impressively complex. The backbone of fine tannin and sweet ripeness is a carry-over from perfectly mature fruit.






**Colomé**  
*Torronté*

Torrontés is the emblematic white grape of Argentina because it is native to the country. Reaches its peak in northern Argentina where the microclimate Calchaquí Valley offers a wide range of temperatures and increased sunlight exposure allow the grapes to develop a single aromatic expression, with great freshness and excellent acidity. Colomé Torrontés is a delicate, elegant and sophisticated interpretation of this variety, with floral notes of roses combined with citrus aromas and a spicy touch that makes it ideal for ethnic foods, such as Mexican, Peruvian and even seafood partner.




4.3




**Viña Real**  
*Rosé*

Viña Real Rosado is a clete blend that mixes red and white grapes—30% Tempranillo and Garnacha and 70% Viura. It's a fresh and light rosé with fruit and acidity. ... This goes more in the direction of a white, and in this cool, year it has a vibrant palate.




4.3




**Tascant II**  
*Tascante*

A wine-producing area of Sicily that is unlike any other in the collective imagination, a territory with powerful energy, the grape variety that represents the Volcano. Wines weak in colour, with an extremely rich tannic structure and unique aromatic intensity. Black terrain, dry stone walls in lava stone, biodiversity in the forests of chestnut and oak, hardened lava from various eras. Tascante is our point of view on Nerello Mascalese, from the oldest vines of the Contrada Sciaranova estate, located on the north-east slopes of the volcano.




4.3



**Yalumba**  
*Viognier*

Viognier is a wine like no other. It offers a wonderful sensory experience full of vast nuances of flavour. Viognier is seductive, luscious and unctuous. A veritable flavour bomb of exotic musk, rose pétal, apricot, white peach, ginger, citrus blossoms and a rich and unctuous, silky texture.



4.9



**Chateau Ste Michelle**  
*Dry Riesling*

The Chateau Ste. Michelle Dry Riesling is a dry, refreshing style of Riesling with beautiful fruit flavors, crisp acidity and an elegant finish. It offers inviting sweet citrus aromas and flavors. This is an incredibly versatile food wine and my favorite with oysters.



4.9

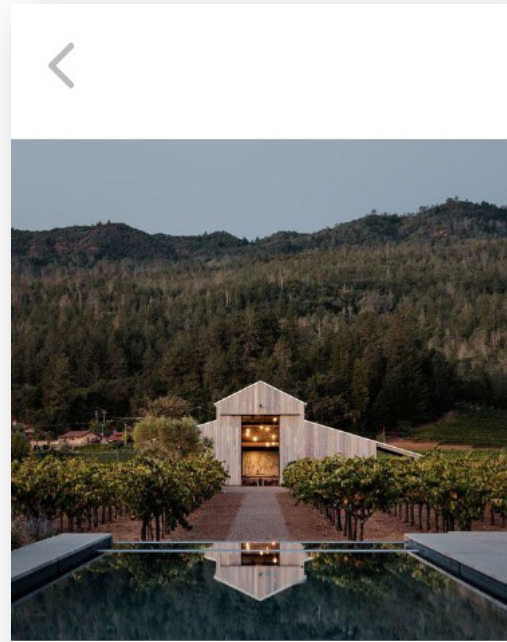
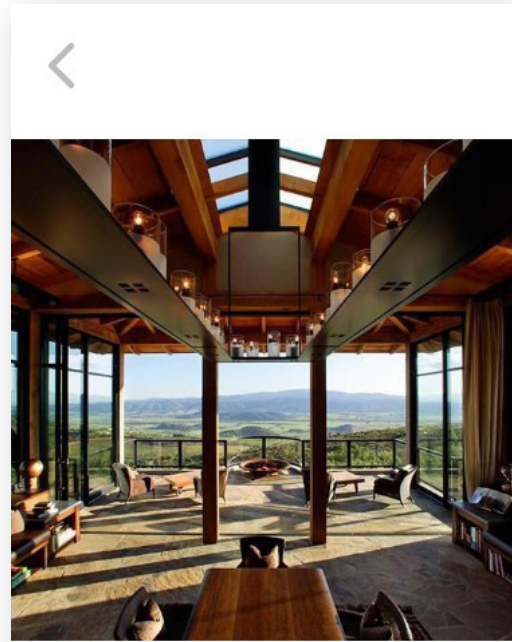


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4.9



FINAL  
PROTOTYPE

<https://sabinacolonesedibel-lo596932.invisionapp.com/prototype/CT-Farm-Wine-Redesign-ck92z5nif0099qz01ho1ht3zm/play/8adbd256>