WineQuest Functional Specification

Team 6: Fang-Ju Chou, Tony Corneto, Thuy Duong, Michael Gelon, Kimberly Lambert

High level summary

WineQuest is an exciting new mobile wine application unlike any other in the market place. Do you love wine but are unsure how to go about discovering great new bottles and wineries? Are you tired of the guessing game associated with picking out a new wine to try which can often be disappointing and costly? WineQuest solves these problems by helping you discover amazing new wines in a fun and interactive way by challenging you and your friends to an old fashioned scavenger hunt. Find the wine!

Overview & goals

The main features of WineQuest are scavenger hunts and social functions designed especially for wine lovers. Wine scavenger hunts (known in the app as wine quests) will be sponsored by partner wineries, wine bars, and restaurants, and will challenge users to seek out and try wines associated with each quest. Users can search for wine quests to join using filters including location, wine type, winery name, and quest difficulty level. A user can choose sign up for a wine quest on their own, or use the app to ask their friends to join and complete the challenge together.

Collecting wines for quests is very easy – the user simply scans the wine label or barcode on the bottle of wine they tasted and records their rating of the wine and any notes they want to keep. All collected wines are added to the user's wine journal, so they can be referenced at any time. The social function in the app allows users to share their wine quest progress to a social feed, add comments and "cheers" (similar to the "Like" function on Facebook) their friends. Users can even compete with all other WineQuest users and become a wine quest master!

The main goal of WineQuest is to provide a fun and exciting way for wine lovers to explore the wine, bars and restaurants in their neighborhood.   WineQuest will create an interactive experience for both app users and local business partners, and will help our partners better understand the needs of their clients.

We are currently focused only on the US market and will not be developing an international app at this time. The wine culture is very different in other parts of the world, and the scavenger hunt may not be an appropriate feature in other countries.

Problems & value proposition

Our product solves three main problems for users:

1.) I don't know where to look for exciting new wines
    Solved by: Wine quest hunt and recommendations
2.) It takes too long to search for information about a wine
    Solved by: Identification feature
3.) I can't remember the wines I've been drinking lately
    Solved by: Personal journal feature

Users would choose WineQuest over other apps because it provides invaluable identification and logging features tied to a dynamic scavenger hunt. Other apps provide label scanners and/or logs, but they are not integrated with a larger discovery mechanism like WineQuest.

WineQuest also allows business owners to promote their wines through the hunt feature for a price.

Risks & open issues

Although WineQuest provides value to wine enthusiasts, like all other products, WineQuest also has risks related to its success.

Finding initial partners: WineQuest starts as an unproven system. Businesses might be allowed free promotion as early adopters. The wine scavenger hunts depend on the selection of wines promoted by businesses, therefore the app relies heavily on the involvement of businesses.

Is the idea fun? Before testing, it is hard to say whether the idea is as fun in execution as it sounds on paper. Will users respond to the concept?

Is the idea too complex? Will users care enough to get on board with what this new genre of drinking app? Would users find the wine scavenger hunt challenging?

Regulations related to the promotion of drinking: WineQuest promotes drinking, and it promotes drinking outside of the home. Are there any regulations about how this can be presented in a public app?

User cheating: It is possible for users to cheat the system and scan in wines remotely. Will users want to do this? Are there ways to check GPS location to spot potential cheaters?

Wine database: It is important that the wine identification works better or on par with competing apps. This is not a simple process– will enough resources be allocated towards the development of this feature?

Feature Requirements

#	Requirement	Priority
1	Social Platform	1
2	Wine Scavenger Hunts	2
3	Barcode/Label Scanner	3
4	Wine Journal	4
5	User Profile	5
6	Business Profile	6
7	Geo Location	7

Scenarios and user stories

Social Platform: As a social wine drinker, I want to connect with friends and other wine drinkers to share my experiences and discover new wines.

Wine Scavenger Hunt: As a wine enthusiast, I want to find and taste all special wines featured in the Wine Scavenger Hunt so that I can experience new local wines.

Barcode/ Photo Scanner: As a wine enthusiast, I want to easily identify the wines I drink so that I can learn more about them and document my wine history.

Wine Journal: As a recreational wine enthusiast I want to track the bottles of wine I drink so that I can reference back to the wines I most enjoyed.

Business Profile: As a business owner, I want to have and manage my own business page in the wine app.

Geolocation: As a wine enthusiast, I would like to use the geolocation feature on my phone to easily find wineries, wine bars, and events related to wine industry near me.

Supporting Wireframes

1A: FEED MAIN PAGE

1B: FEED COMMENT PAGE

1C: FRIENDS' OR BUSINESS PROFILE PAGE

1A: Feed Main Page

- Main Page shows a summary of the user's wine quests and the latest news from your friends or local business.
- Click on the photo or name of a friend or businees to get to 1C
- Click on "Comment" to get to 1B

1B: Feed Comment Page

- Shows the detailed comments or content of a certain message
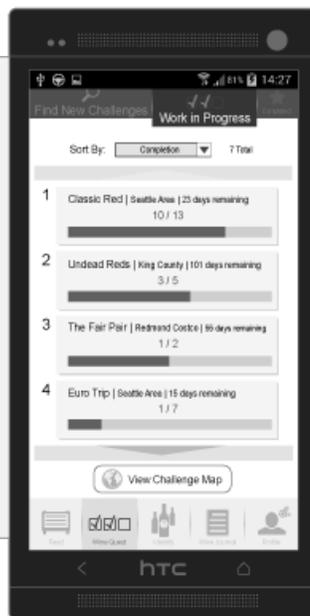
1C: Friends' or Business Profile Page

- Shows some basic information about the friend or business and their posts.

2A: SEEK

2B: IN - PROGRESS

2C: COMPLETED

Wine Quest

2A: Seek

- Shows available challenges
- Users filter with drop down at the top
- Two are shown at a time with basic info, picture, and description
- Users either tap the "up" / "down" bars to scroll of swipe their finger
- Weekly single shown at bottom (a time sensitive challenge with just one wine needed
- Touch "take" to add challenge, or swipe to the right

2B: In-Progress

- Accessed from top tab bar
- Similar sort function to 2A
- Hit "info" or swipe right for more info
- Bar shows progress
- "Challenge" map displays the overall areas the challenges take place in using transparent circles to indicate areas
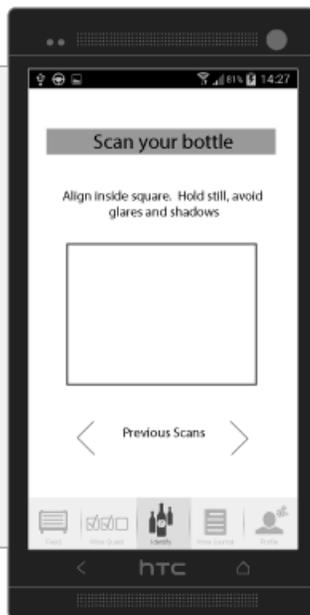
2C: Completed

- A list of completed challenges that operates similarly to the 2B list
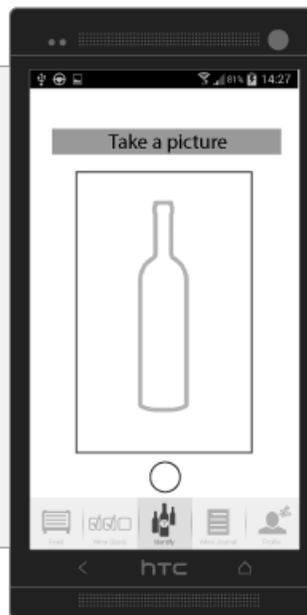- Text at bottom gives overall ranking

3A: IDENTIFY

3B: SCAN YOUR BOTTLE

3C: TAKE A PICTURE

Identify

3A: Identify

- User lands on Identify page from clicking Scan
- Is presented with two buttons as options
- Clicking Scan a Wine Bottle sends them t3B
- Clicking Take a picture sends to 3C

3B: Scan your bottle

- Text informs the user how to use the bottle scanner
- User aligns bar code and a sound and frozen pictures indicates sucess
- User can browse through previous scans

3C: Take a picture

- Standard image capture window with button to grab a picture

4A: USER JOURNAL

My Wine Journal

My Top Rated Wines:

Sipping History:

My Tasting Map:

4B: INDIVIDUAL WINE PAGE

Wine Name

Wine profile info + professional ratings

Description of wine from winery
xxxxxx xxxxxxx xxxx xxxxxxxx
xxx xxx xxxxx xxxx xxxx.....more

My Rating: ★ ★ ★ ★ ☆

My Notes:

4C: TASTING MAP

My Tasting Map

Seattle

4A: User Journal

- User profile picture at top left corner
- Shows small pictures of users top rated wines and wine tasting history. Pictures can be scrolled from right to left to show additional wines. Most recently tasted wine will be in the leftmost frame.
- My tasting map shows tasting locations. Click to open larger map view. (Tied to google maps).
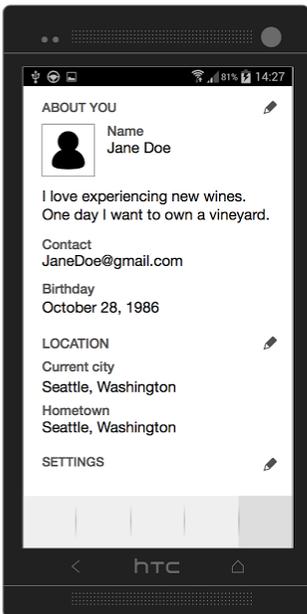
4B: Individual Wine Page

- Opens when user taps on a wine picture in thier wine journal.
- Picture of wine bottle or label.
- Wine tasting profile information and professional awards are listed to the right of the picture.
-Description of wine from winery with the ability to open a larger description on the same page.
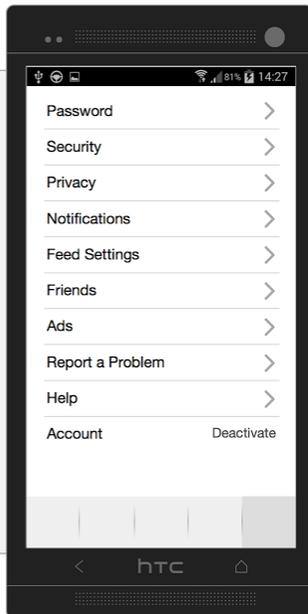
4C: Tasting Map

- Opens when user taps on map in wine journal.

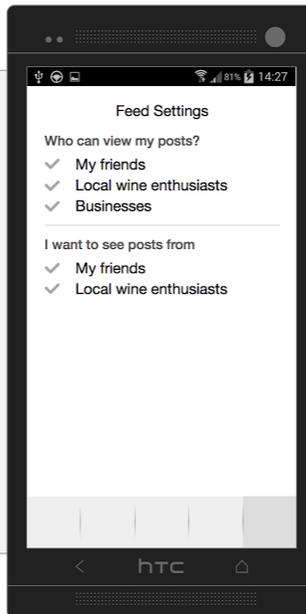## 5a: Profile

ABOUT YOU

Name
Jane Doe

I love experiencing new wines.
One day I want to own a vineyard.

Contact
JaneDoe@gmail.com

Birthday
October 28, 1986

LOCATION

Current city
Seattle, Washington

Hometown
Seattle, Washington

SETTINGS

5b: Settings

Password	>
Security	>
Privacy	>
Notifications	>
Feed Settings	>
Friends	>
Ads	>
Report a Problem	>
Help	>
Account	Deactivate

5c: Feed Settings

Feed Settings

Who can view my posts?
✓ My friends
✓ Local wine enthusiasts
✓ Businesses

I want to see posts from
✓ My friends
✓ Local wine enthusiasts

5A: Profile

- Basic info about user including name, photo, short blurp, birthday, contact and location

5B: Settings

- Configure app settings (e.g. changing password, setting notifications, finding help info)

5C: Feed Settings

- Set view authorities for posts that others can see and what user want to see from others

Journal

Profile / Settings

Dependencies

Dependency	Details
Wineries, Wine Bars, Restaurants	Business partners will pay for membership services allowing them to set up wine hunts, post advertisements, and set up a business profile.
Google Maps	Geolocation and user tasting map will be created using google maps.
Taxi Services and/or Uber	WineQuest does not support drinking and driving. Numbers to taxi services and/or uber will be linked in the application.
Wine Databases	Information about wine, winery, wine spectator ratings, etc will be pulled from partner and wine databases when a user adds a wine to their journal.

Telemetry

WineQuest will collect profile information (name, age, gender, zip code, email address, password) and wine drinking history from our users. The profile information will be used to create a WineQuest user profile which will allow users to access the social functions of the application and to sign up for wine hunts. The drinking history information will be used to create the user wine journal and mark a wine tasted in a wine hunt.

User wine ratings will be shared with our winery, bar, and restaurant partners. If allowed by the user (setup option), user comments will also be shared with our partners.

Contacts

Fang–Ju Chou
Tony Corneto
Thuy Duong
Michael Gelon
Kimberly Lambert