



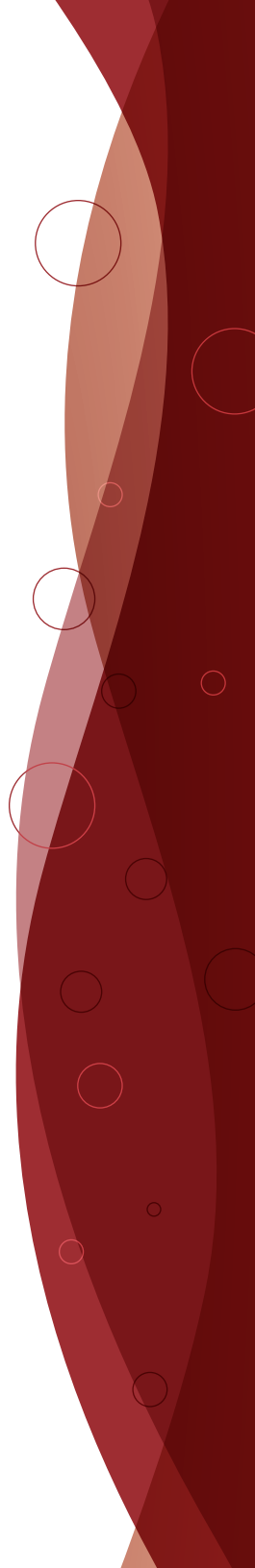
Interviews and Findings Report

Wine Drinkers

Introduction	2
Summary of Findings and Features	3
Prioritized Features List	4
Personas and Scenarios	5
Research Overview	9
Purpose	9
Research Goals/Objective	9
User Domain	9
Research Plan	10
Method	10
Collected Information	10
Appendix	11
Interview Protocol	11
Interview Question Log Sheet	12
Findings Matrix	13
Raw Interview Data	15
Contributions	32

Maggie Hong
Chris Kanellakes
Melissa Schulte

HCI 445—Inquiry Methods and Use Analysis
Winter 2009 | Project 1





“Wine should be fun,
not formidable!”

... said a local Chicagoan who recently opened a small wine store in the up and coming Noble Square neighborhood. He sells affordable, approachable wines, and promises to do his part to dismantle the conventional perception of the pretentious wine expert and intimidating wine selection.

People who enjoy drinking wine were interviewed on their wine drinking experiences and preferences. These men (4) and women (5) all live in the Chicagoland area and purchase wine at restaurants and stores. The purpose of this research is to determine what these people require and desire in a wine-related technology tool. This report summarizes the primary findings of this research in the form of personas with individual user scenarios, a prioritized list of desired features, and a summary of primary findings.

Summary of Findings and Features

Significant Findings

Interviews with nine research participants garnered relevant and useful data. Some significant findings are listed below. (See *Appendix page 13* for complete findings matrix.)

- ✦ All 9 of those interviewed drink wine while at home, and while out to dinner, 8 of which drink wine with dinner when eating at home [D13, D14, D15]
- ✦ 7 out of 9 would be interested in visiting local wineries [D50]
- ✦ 7 out of 9 participants listed the price point of a wine as a major influencer for choosing a wine at a store or restaurant [D64]
- ✦ 6 out of 9 generally purchase wine at grocery stores, while 4 out of 9 also go to local specialty wine stores [D58, D61]
- ✦ 5 of the 9 participants usually have no idea which bottle(s) of wine they will purchase prior to going to the store [D59]
- ✦ 4 of the participants noted that they enjoyed the social aspect of drinking wine and 5 find wine to be relaxing [D39, D43]

Recommended Features

The features list is prioritized based on the reliability (participant support), feasibility (ease of implementation), and potential impact. It will help determine what functionality to include in this website or application and how information should be organized and presented. The most prominent recommendation that was gleaned from user research is that this tool should have a friendly and approachable tone in order to be inviting to those who are turned off by the pretentiousness of the wine culture.

The highest priority functional features include:

1. A wine database with robust search capabilities—user will input search criteria including what type of food s/he is planning to eat or prepare among other criteria (i.e. price, region, variety, etc.), which returns a list of specific wine matches, along with information such as consumer/expert reviews, price, flavor profile, food pairing suggestions, etc. [F1]
2. The ability to read expert reviews in some capacity is also a high priority for our users. [F2]
3. A mobile application that allows users to scan wine by taking a picture of the UPC (Q code), which would then look up wine bottle and return information [must be easy to use and must look good/good interface (ala delicious library)] [F3]
4. Listing of wine-related events that can be filtered based on location, timeframe, price, date range, etc. [F4]
5. A mobile and/or web application that would assist users in remembering a specific wine and allow notes to be added in order to record additional details. [F5, F6]

Prioritized Features List

F#	Feature	Priority	Impact	Feasibility	Interview	Reliability
F1	wine database with robust search capabilities—input search criteria including what type of food you are eating, returns a list of matches that you can drill into to find consumer/expert reviews, price, flavor profile, food pairing suggestions, etc.	high	high	medium	1, 2, 4, 8, 7, 6	6/9
F2	ability to read expert reviews	high	high	high	1, 2, 8, 4, 7	5/9
F3	scan wine into mobile device to look up wine label and information [must be easy to use and must look good/good interface (ala delicious library)]; would be cool if mobile app were able to tap into phone's camera for label recognition	high	high: people with scan capability on mobile device; low: people without	low	3, 4, 6, 8	4/9
F4	listing of wine related events based on area that can be filtered based on multiple criteria (i.e. timeframe, price, date range, etc.)	high	high	medium	8, 3, T, 7	4/9
F5	program on mobile device to assist memory and categorization	high	medium: experts; high: novices	high	T, 3, 6	3/9
F6	notes field to remember personal details about a wine.	high	low	high	3, 4, 5	3/9
F7	a mobile app (for GPS enabled phones) that tells which store within a certain mile radius carries that brand/variety	medium	medium	low	1, 8, 6	3/9
F8	self-rate wines in recorded list to remember if it was good or not (ala netflix/itunes)	medium	low	high	3, 5, 7	3/9
F9	ability to read and write consumer reviews about specific wines	medium	medium	high	1, 2, 4	3/9
F10	input specific wine brand to determine which stores carry it locally	medium	medium	medium	T, 1	2/9
F11	synchronize between computer and handheld (e.g. mac and iPhone)	medium	high: people with synchronizable phones	medium	3, 4	2/9
F12	information on tastings, classes, winery visits for experiential learning	medium	medium	medium	5, 7	2/9
F13	wine site: wish list (ala amazon.com)	low	low	high	T	1/9
F14	tool to track promotions (e.g. 10-15% discount plus free shipping)	low	low	low	T	1/9
F15	weekly newsletter that can be subscribed to (or rss feed?) describing local news regarding wine	low	low	medium	1	1/9
F16	social networking site for wine lovers	low	low	low		0/9

Personas and Scenarios

Three categories of wine drinkers emerged from the interview data. Each of the following personas reflects different perspectives on a person's approach to wine. All three personas share a common interest to learn more about wines and become more comfortable in social setting when purchasing wine, pairing it with food, or suggesting local wine bars. In addition, all three personas are users of the Internet and prefer to use it for research.

Each persona is followed by a scenario, which takes place in a social setting with friends or significant others. In these scenarios, the personas are seeking additional information related to wine. All three scenarios present user requirements for a web-based tool that could help someone in a similar situation, with a similar need. These scenarios provide a sample context to illustrate the benefits of a helpful, wine-related website, application, or widget.

Mike Garcia

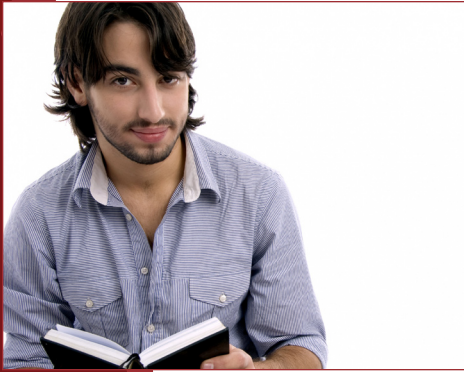
- does not know very much about wine and wouldn't put much effort into seeking it out
- interested in having some way to make wine buying easier and less stressful
- needs mobile application that lists expert reviews [F2]
- would like access to a database of wine names and labels with ability to note personal details [F1, F5, F6]

Julie Anderson

- drinks wine regularly, enjoys wine, but doesn't have an extensive knowledge about wine
- interested in learning more, as long as the process isn't too time-consuming
- needs a one-stop-shop website to find information about wines such as taste profile, food pairings (including recipes), price, which stores in her area carry a particular wine, photos of the wine bottle/label, wine events (tastings, promotions, wineries), possibly some general resources about wine varieties. [F1, F4]

Jacob Callaghan

- knows a lot about wine
- always seeking more information through magazines and newsletters, tastings and events, or online resources
- needs application to be easy, quick, convenient, and discreet to use, not cumbersome that it may hamper a social moment [F3]
- would like a database of wine knowledge (label image, region, wine maker, taste profile) [F1]



Mike Garcia

Background

- † Location: South Loop, Chicago, Illinois
- † Age: 30
- † Job: Online Sales Representative
- † Only child
- † Single
- † Interests Include: Exercising, Surfing the net, Watching TV, and Dinning out.

User Profile

Mike has a simple personal life and lives on his own. He dates on a regular basis and likes to socialize and entertain his friends. He is realizing to fit in at work and expand his social life he needs to expand his knowledge of cooking and wines. Mike doesn't want to have to ask his friends or co-workers how to further educate himself on cooking and wines because he is embarrassed. He decided to enroll in a cooking class to learn how to cook but is at a loss for learning more about wines. Mike has been spending numerous hours online researching wine sites, however he still feels he can't speak with friends on the topic and is finding this frustrating.

*Representative User Needs**

- † Widget that has a wine of the week and also provides a recipe of a dish to pair with that wine.
- † Mobile application that lists top ranked wine by category and affordability
- † Widget that allows the user to build a database of wine names and labels

Scenario

Mike is planning a dinner party this Saturday for a group of his fellow co-workers. He wants to impress them by providing a good wine to compliment his main pasta dish. He has a grocery list of all his items for his pasta dish, however does not know what type of wine to purchase. In addition his local grocery store has a small wine selection and he feels that because of this the clerks will not have the knowledge he is looking for. He could ask his friends but is embarrassed, as those are the people he wants to impress with his knowledge of wines.

Mike is aware of a nice red wine he has had at his local Italian restaurant however does not remember the brand. Since Mike is an experienced Internet user he turns to the web to learn more about wine and locate the wine he had at that Italian restaurant. After an hour of search he has no luck and needs to leave for the store in order to get home in time to start cooking. He's forced to go to the store and make a random selection, which he is not happy about. Mike wishes he had a website that would help him pair wine with the meals he cooks. In addition, he wishes he had a Mobile app. that allowed him to store wine names and labels to help him remember good wines that he has tasted in the past.

* See Interviews 5, 6, and 7 in Appendix

Julie Anderson

Background

- ✦ Location: Lincoln Square, Chicago, Illinois
- ✦ Age 41
- ✦ Graduated from University of Wisconsin, Madison B.A. in Economics with a minor in English
- ✦ Job: Business Journalist for a local newspaper
- ✦ Married for 7 years
- ✦ enjoys spending free time with friends and family, taking walks, doing yoga and pilates, playing with her Jack Russel Terrier (Mr. Magneto), gardening, reading or working on a crossword puzzle, and having occasional informal dinner parties
- ✦ Spends about 3 hrs/day online
- ✦ has access to high-speed internet at home and at work as well as on her smart phone

General Attributes

- ✦ uses internet to check email, do research for work, shopping occasionally, and check in on her facebook and other networking sites
- ✦ uses her phone's internet capabilities to occasionally check email and browse internet, but does not usually install applications
- ✦ enjoys white wine and lighter-bodied red wines, but always willing to try something new
- ✦ purchases wine at the grocery store while shopping for food, but also frequents the local wine shoppe because they have information about food/wine pairings and a knowledgeable and friendly staff
- ✦ has never been to a wine tasting in Chicago, but would be open to attending one, as long as it isn't pretentious
- ✦ interested in the value of wine—always looking for a good wine that is inexpensive

- ✦ A few years ago, while on vacation visiting friends in San Francisco, Julie visited some wineries in Napa. She wouldn't generally think to go to these types of places, but really enjoyed the experience. Would be interested in local wineries, but not sure where they are or what they are about.

*Representative User Needs**

- ✦ Generally doesn't use mobile applications. Will do (minimal) research online: website would be an ideal medium
- ✦ A one-stop-shop website to find information about wines such as taste profile, food pairings (including recipes), price, which stores in her area carry a particular wine, photos of the wine bottle/label, wine events (tastings, promotions, wineries), possibly some general resources about wine varieties.

Scenario

In two weeks, two of Julie's out of town girlfriends are coming to Chicago to visit. She hasn't seen Jamie and Sandra since last fall, so she wants to find something fun to do with them to make their weekend memorable, but laid back enough to be able to catch up on each others' lives. All three women enjoy drinking wine, so she thought she'd try to find a fun wine related activity, but doesn't know where to start. Since she is online regularly, she does a web search for chicago wine events and after spending about 20 minutes looking at various sites, nothing seems to fit her need. Ideally, she would like to find a site that has an aggregate listing of all these types of events from which she can add search criteria such as timeframe, dates, price, location, etc.

* See Interviews 2, 3, and 8 in Appendix





Jacob Callaghan

Background

- Location: Bucktown, Chicago, Illinois
- Age: 36
- Job: Marketing Consultant
- Oldest of three siblings
- Married for 3 years
- Enjoys going out to dinner and live shows
- Often relaxes at home with wife and/or a group of friends
- Surfs the internet about 3–4 hours per day
- Uses Blackberry to organize life—work and social

General Attributes

- Though laid back in character, prestige and status are important; appearances count
- Favorite wine: Pinot noir; favors red wines
- Usually has a glass of wine with dinner three days out of the week
- Visited vineyards in Napa and loves the experience of talking directly with the wine maker
- Magazine subscriptions: Wine Spectator and Food & Wine
- Values recommendations from trusted friends over reviews by the community or experts

*Representative User Needs**

- Most important: Needs application to be easy, quick, convenient, and discreet to use, not cumbersome that it may hamper a social moment
- Database of wine knowledge (label image, region, wine maker, taste profile)
- Resource for food and wine pairings at use point (restaurant wine lists, buying wine for specific cuisine—whether BYOB or take-out)

* See Interviews T, 1, and 4 in Appendix

- Exposure to new wines and information about them (wine maker, taste profile)
- Tool to watch for deals on wine & locate which stores carry the wine; wine purchasing wishlist
- Tool to record favorite wines (label image, event/date of drinking, short personal notes/opinions about the wine)

Scenario

Jacob and his wife are out to dinner for a special occasion. The wine list at the restaurant is not very expansive, but he'll choose a wine to match the food and price point. Though able to narrow his choices to the general taste he's looking for, he wants to know specifics before choosing one. He would like to quickly look up whether any of his top 2 or 3 choices from the list are from an especially good year before making his decision. He's willing to spend a couple extra dollars for a wine that's better than the next, though his wife doesn't tolerate frivolousness.

Among friends, he tends to know the most about wines, so they look to him for wine suggestions. When asked to bring a bottle to a potluck dinner with an intimate group of friends, he is able to be more creative in his choices and does a little research first. After reading about pairings and various wine varieties, he chooses one that he thinks will go well with the meal. Always willing to try new things, he is disappointed when the store doesn't carry the wine he found with his research. He wishes there was an easier way to find where he can purchase specific wines.

Research Overview

Purpose

To create a website or application that offers information for a wide range of wine drinkers, primarily focusing on those who enjoy drinking wine, but do not have expert knowledge of wine. To create a tool that will meet the needs of the users, we will need to find out more about them.

Research Goals/Objective

To determine what a community of wine drinkers are interested in and would expect to find on such a site, such as:

1. Local wine tasting events
2. Local wineries/vineyards
3. Resources about wine
4. Information about wine and food
5. Expert reviews of a particular wine
6. Consumer reviews of a particular wine

Additionally, there may be various types of wine drinkers who have different needs. This research should determine if/when there is this discrepancy.

User Domain

Participants fitting the requirements below were interviewed.

- People who enjoy drinking wine
- People who have preliminary knowledge of wine
- People who are interested in learning more about wine
- People who are over the age of 21
- People who live in the Chicagoland area

Since the end product will likely be a website or computer application, participants will also need to be comfortable using the internet for researching information. Basic computer knowledge and the use of a web browser at least 3–4 times per week will be expected.

Research Plan

Method

Participants were interviewed individually in person (with the exception of the Trial participant). The interview process was conducted as follows. (See Appendix for interview protocol.)

Greeting

The participant was greeted and the purpose of the interview session was explained.

Background information & Interview

The interview began with a few basic questions about the participant's background. This was not only to make the interviewees comfortable with answering questions, but demographic information and personal preferences recorded were used to create personas.

The interviewer continues the interview with more focused questions about wine drinkers, their culture, and needs. (See Appendix for interview questions log sheet.)

Debriefing

If any answers in the main interview required expounding, interviewer probed to gather more information surrounding those points.

The interview took approximately 30 minutes.

Collected Information

The interview focused on finding out information about the following topics:

- + General wine drinker user profile
- + Familiarity level with wine (novice, expert, somewhere in between?)
- + Needs of a wine drinker
- + Do they need/want online resources?
- + Quantitative data includes demographics and frequency of specific behaviors.

Appendix

Interview Protocol

Greeting

Hello, my name is _____. I am working with a team to develop a product that would be useful for people who enjoy drinking wine. Because everyone has different drinking habits, it's important for us to understand these differences, so try to be open and just share about your experiences. The purpose of this interview will be to learn about your interests and needs regarding wine. The interview should take between 20 and 30 minutes, but we can stop at any time if you'd like.

Informed Consent

The information you give me will be kept confidential and only used for the purposes of our study. Would it be OK if I interviewed you?

[participant consents, continue with protocol]

Thank you for agreeing to participate in this interview. You may choose to withdraw your feedback from this study at any time. Before we begin, could you tell me a bit about your background?

Interview Questions

[Ask questions on Log Sheet and record answers]

Debriefing

[If there are any further questions about answers from interview questions, ask them now.]

Do you have any other comments or ideas you would like to add?

[record comments/ideas if interviewee offers them.]

Closing

Thank you for your time! This will help us get a better picture of what tools might be useful for a wine-drinker like yourself. Your answers have been very insightful!

Interview Question Log Sheet

Interview number:

1. How old are you?
2. Which neighborhood or suburb do you live in? Where do you like to hang out?
3. And, what do you do for a living?
4. What do you do for fun when you aren't working?
5. Do you spend a lot of time online each day? [get frequency for quantitative data]
6. So, while you are [doing/at fun activity mentioned above], are you sipping on some vino?
7. How much would you say you know about wine compared to other people?
8. What is your favorite variety?
9. What do you like most about drinking wine?
10. Say you're looking for wine to buy, are there tools that you use to find it? [e.g. like websites, magazines, or wine clubs]
11. What stores do you like to buy wine at? What makes this (these) store(s) so appealing?
12. Do you usually know what you're going to get before going to the store or do you decide when you get there?
13. Can you think of any occasions while choosing or buying wine that frustrated or stressed you out?
14. So do you think you drink wine recreationally or are you a full-fledged wino? (how often do you drink wine... no judgements... swear!!)
15. Where do you usually find yourself drinking wine? For instance, do you stay home, go to wine bars? during dinner? when you are out to dinner?
16. If you're out to dinner and are presented with a wine list to order from, how do you approach it?
17. Do you ever pair wine with certain foods? Are you interested in learning more about that?
18. Speaking of food, do you often cook with wine?
19. Have you been to a wine tasting? What did you think about it? Was it in Chicago? Are you interested in being notified of these types of events that are local to you?
20. Have you ever visited a vineyard or winery? What was that like? Did you enjoy the experience?
21. Would you consider going (or have you been) to a local vineyard or winery? Would you want to know more about the wineries local to Chicago?
22. Do you or would you consider researching more about wine through the internet? If so, where would you think to start? or Which sites do/have you visited?
23. If you're checking out wines online, what website features do you find most helpful when you're browsing or searching for information or pricing?
24. What influences you most on buying a specific wine? [e.g. word of mouth, label design, expert reviews, price, other]
25. What's your least favorite thing about your wine buying experiences?
26. Do you have a specific brand and/or variety that you purchase regularly?
27. How do you remember the wines that you would want to purchase again?
28. Do you ever wish you had some sort of application or widget that would make your experience with wine better?... what would it do?
29. How often do you purchase "featured" or "promotional" wines? [aka wines on sale]
30. Lastly, can you tell me about an interesting experience you had related to wine...

Findings Matrix

The interview data is summarized in the table below.

Findings Matrix			Interview								
D#	Category	Finding	T	1	2	3	4	5	6	7	8
D1	demographic	21-30	X				X	X			
D2	demographic	31-40		X	X				X	X	X
D3	demographic	51-60				X					
D4	demographic	female	X		X	X		X	X		
D5	demographic	male		X			X			X	X
D6	demographic	internet daily <= 2 hours	X		X	X					
D7	demographic	internet daily > 10 hours					X				X
D8	demographic	internet daily > 2 hours, <=5 hour		X				X			
D9	drink	1-2 times per week					X	X			
D10	drink	3-4 times per week		X					X		
D11	drink	more than 4 times per week			X	X					X
D12	drink	dinner at home	X	X	X		X	X	X	X	X
D13	drink	home	X	X	X	X				X	X
D14	drink	out to dinner	X	X	X		X	X	X		
D15	drink	likes to try new wines	X	X	X	X					X
D16	drink	prefer chardonnay (white)			X						
D17	drink	prefer sauvignon blanc (white)				X					
D18	drink	prefer white burgundy (white)	X								
D19	drink	prefer moscato (white)						X			
D20	drink	prefer malbec (red)			X						
D21	drink	prefer merlot (red)							X		X
D22	drink	prefer pinot noir (red)	X	X			X				
D23	drink	prefer shiraz (red)	X								
D24	entertainment	family			X	X					
D25	entertainment	friends		X	X						X
D26	entertainment	pets			X						
D27	entertainment	gardening				X					
D28	entertainment	exercise/work out/sports			X		X	X			X
D29	entertainment	home		X		X	X	X			
D30	entertainment	video/computer games					X	X			

Findings Matrix			Interview								
D#	Category	Finding	T	1	2	3	4	5	6	7	8
D31	entertainment	reading			X	X	X	X			X
D32	entertainment	home improvement				X					
D33	entertainment	internet				X	X				X
D34	entertainment	movies	X	X							
D35	entertainment	out to dinner	X	X	X		X				
D36	entertainment	photography									X
D37	entertainment	theatre	X								
D38	experience	enjoy taste		X		X	X	X			
D39	experience	relaxing experience drinking wine			X			X	X	X	X
D40	experience	visual experience: glass and color		X		X					
D41	experience	likes to learn about wine through tasting and experiencing, less about looking online for info.		X		X		X			
D42	experience	looks are important (label appearance), wine also associated with social status/prestige	X				X				
D43	experience	enjoys social aspect	X	X	X	X					
D44	experience	visited wineries	X	X	X		X	X		X	X
D45	information	want consumer ratings/community reviews		X			X				
D46	information	want expert ratings		X	X						X
D47	information	wants to be notified of local wine events/tastings				X	X				
D48	information	would like to know more about wine/food pairings			X	X	X	X		X	X
D49	information	would like to see local wine events/tastings in an aggregate way (not just from specific store or bar), but does not want to be notified		X							X
D50	information	would like to visit local wineries		X		X	X	X	X	X	X
D51	memory	jot down on blackberry/handheld device	X								
D52	memory	keeps corks/tops		X			X				
D53	memory	keeps labels				X	X	X			
D54	memory	tries to remember label appearance	X		X	X					
D55	memory	doesn't remember usually									X
D56	purchase	chain liquor store		X				X			
D57	purchase	doesn't like talking to sales reps		X							X
D58	purchase	grocery store			X	X	X	X	X	X	
D59	purchase	has an idea of what to get before going to the store	X	X		X	X				
D60	purchase	likes talking to sales reps				X				X	
D61	purchase	local wine specialty store		X		X	X				X
D62	purchase	purchase wine at a store or restaurant based on expert opinions (wine store employees)				X				X	

Findings Matrix			Interview								
D#	Category	Finding	T	1	2	3	4	5	6	7	8
D63	purchase	purchase wine at a store or restaurant based on label art						X	X		X
D64	purchase	purchase wine at a store or restaurant based on price	X	X	X	X	X			X	X
D65	purchase	purchases "promotional" wines often	X	X	X				X		X
D66	purchase	wine club	X								
D67	resources	wine; wine/food magazines	X								
D68	resources	interested in information, but will not seek it out.	X		X			X			
D69	resources	looks online	X	X			X		X		
D70	use	cooks with wine				X	X	X			

Raw Interview Data

Interview T (Trial)		
Q#	Question	Answer
1	How old are you?	29, female
2	What is your profession?	management consultant
3	What neighborhood (if in chicago)/suburb (if not in chicago) do you live in?	bucktown, chicago
4	Can you tell me a couple activities or hobbies you enjoy in your free time?	theatre, go out for dinner quite a bit, movies
5	How many times per week do you access the internet for personal use? [a] < 5 hrs/week b) 6-10 hrs/week c) <11 hrs/week]	daily, 1-2 hours/ day
6	Do you consider your knowledge of wine as a) novice, b) intermediate c) expert?	intermediate
7	Do you have a favorite wine variety? What is it and why?	a couple favorites, white burgundy, pinot noir, shiraz
8	Do you purchase wine to drink at home?	yes
9	How do you shop for wine (on-line or in store)?	in a store, i typically go to the section that is region that i want to buy from. look at price points and look for 10-15 mins, and make selection. online, i don't spend as much time to browse, and make selection on price point faster
10	[if you do shop at a store...] Where do you generally go to purchase wine? Why? [a]closest store, b)best selection, c)price, d)other]	typically sam's wine and spirits, not closest option, but they do have good selection. i don't go to grocery store. i don't go to boutique stores because i like sam's and am satisfied
11	How often do you drink wine? (once per week, at every dinner, etc...)	couple times per week
12	Where do you most often drink wine? [a]home, b)bar, c)restaurant]	at home, with dinner or after work, or when i'm out having dinner. 60-70% of the time is with dinner, other time just to drink it
13	Do you use wine for cooking?	i don't cook
14	Are you interested in learning more about wine/food pairings?	i suppose so. i don't actively search out that information but if it is in a food and wine magazine, i might look at it

Interview T (Trial)		
Q#	Question	Answer
15	Have you attended, or would you be interested in attending wine tasting events?, then "why or why not?"	i have done them in the past. depends on how informative the person leading it is,... but it's a mixed bag. it is sometimes good and sometimes not good
16	Would you be interested in being notified of these types of events?	sure. i'm on a couple listservs right now.
17	Have you been to or would you like to visit local wineries or vineyards?	i do enjoy visiting wineries and vineyards but not excited about the ones in this area. it's not a high priority because i don't think the wine quality is that great
18	Do you or would you consider researching more about wine through the internet? If so, where would you think to start? or Which sites do/have you visited?	i don't do a lot of searching over the internet because there's a lot of sifting thru junk. subscribe to food and wine and wine spectator. if i choose to look for more info, that's where i would go and to those sites online
19	How do you decide, which wines to purchase? [a)word of mouth b)label design c) expert reviews d)price e)other]	if i have had a wine somewhere at a restaurant or friend's house. i will try to remember sometimes jot down on blackberry. if i don't have anything in mind, i will look at brands and descriptions written by staff, even though descriptions are fluffy, they tell you something. Robert Parker ratings are different palette from me, but if he's rated a wine at all, it denotes quality. i don't put a lot of thought on point ratings cuz it's not my taste profile
20	How do you remember the wines that you would want to purchase again?	blackberry, but sometimes i don't write it down and i wish i could remember the wine. if the blackberry is not convenient, i won't write the note. especially in social settings. but i'll remember certain things like the region or variety, e.g. pinot noir from australia... and i get a quick mental snapshot of the label and try to remember what it looks like.
21	Do you have a specific brand and/or variety that you purchase regularly?	we're part of a wine club and they send us stuff on a monthly basis, but i don't go to store to find the same thing. fans of winestilsoldout.com they have decent quantities of inventory that they want to move and they sell half off, we'll buy a case and drink for couple months and then purchase when it's gone. wine club is 6-12 bottles depending on the year. store: we might buy something we've seen before, but we don't necessarily repeat buy. we like to try new things. short answer: no not really
22	How often do you purchase "featured" or "promotional" wines? [aka wines on sale]	winestilsoldout.com; if you consider them promotional. if you're in the store, with descriptions are usually promoted... but we buy non promoted stuff as well
	Do you have any other comments or ideas you would like to add?	keeping track of new things or things that i've tried... dont' care enough, no challenge. if there is a program that is on my blackberry that helps to remember things more clearly and categorize things... or if a wine site offered that, that would search their inventory, add to wish list, like amazon... realistically i haven't search enough to see if there are apps like this for my blackberry. if you send me an email and let me know about things, i might be interested in buying or deciding not to buy. track promotions and let me know. if something is 10-15% discounted or free shipping... i would consider purchasing.

Interview 1		
Q#	Interview Question	Answer
1	How old are you?	35, male
2	Which neighborhood or suburb do you live in? Where do you like to hang out?	logan square; wicker park/bucktown
3	And, what do you do for a living?	entrepreneur; marketing and promotions

Interview 1		
Q#	Interview Question	Answer
4	What do you do for fun when you aren't working?	socialize with friends; see live music shows; nice dinners
5	Do you spend a lot of time online each day? [get frequency for quantitative data]	4hrs/day
6	So, while you are [doing/at fun activity mentioned above], are you sipping on some vino?	sometimes—usually dinner
7	How much would you say you know about wine compared to other people?	a lot
8	What is your favorite variety?	pinot noir; sparkling
9	What do you like most about drinking wine?	nuances of wine—either with food or without—each bottle is different and interesting—as well as the social aspects
10	Say you're looking for wine to buy, are there tools that you use to find it? [e.g. like websites, magazines, or wine clubs]	mags: wine spectator or food and wine; web: winewoot.com, wine.com; word of mouth; learning through tastings and dinings, many industry tastings
11	What stores do you like to buy wine at? What makes this (these) store(s) so appealing?	binny's, sam's, todd's, just grapes, wine discount center, rat cellar (most wine shops choose their inventory with the intention of making it obscure, but most real people want to buy wine based on price and label aesthetics)
12	Do you usually know what you're going to get before going to the store or do you decide when you get there?	depends on occasion—planning a dinner/byob/present, he'll have a wine in mind, but sometimes browse if just shopping for wine for himself
13	Can you think of any occasions while choosing or buying wine that frustrated or stressed you out?	can't think of any....
14	So do you think you drink wine recreationally or are you a full-fledged wino? (how often do you drink wine... no judgements... swear!!)	about 3 days/week
15	Where do you usually find yourself drinking wine? For instance, do you stay home, go to wine bars? during dinner? when you are out to dinner?	at home as well as wine bars and restaurants that have a good selection
16	If you're out to dinner and are presented with a wine list to order from, how do you approach it?	based on cuisine and price point—choose a varietal that is acceptable/palatable for everyone
17	Do you ever pair wine with certain foods? Are you interested in learning more about that?	Are you interested in learning more about that? yes, red wines tend to go well with pastas and red meats where as white tends to be good with poultry, fish and asian food. only knows basics, but laid back about it, will drink what tastes good mostly. (a good iphone app: like urban spoon app—choose type of food, choose red or white, shake, get wine choice...)
18	Speaking of food, do you often cook with wine?	occasionally, don't know how to do it well enough to do it right; sometimes pasta sauces
19	Have you been to a wine tasting? What did you think about it? Was it in Chicago? Are you interested in being notified of these types of events that are local to you?	two types: industry tastings—wine makers, less prescribed curriculum; educational tastings: more direction, more social; yes—notifications via newsletters or summaries, not a feed of info
20	Have you ever visited a vineyard or winery? What was that like? Did you enjoy the experience?	really incredible learning experience—get to talk directly to wine makers
21	Would you consider going (or have you been) to a local vineyard or winery? Would you want to know more about the wineries local to Chicago?	Would you want to know more about the wineries local to Chicago? yes—michigan and illinois—more fruit based, as opposed to grape-based; yes—def interested in learning more about local wineries and vineyards (many wineries import grapes and make wine in midwest)

Interview 1		
Q#	Interview Question	Answer
22	Do you or would you consider researching more about wine through the internet? If so, where would you think to start? or Which sites do/have you visited?	winevoot.com, wine.com, winesector.com
23	If you're checking out wines online, what website features do you find most helpful when you're browsing or searching for information or pricing?	expert and consumer ratings (more expert); info about wine maker; info about wine's taste profile;
24	What influences you most on buying a specific wine? [e.g. word of mouth, label design, expert reviews, price, other]	price, label, something new, word of mouth, don't like to talk to wine store sales reps!
25	What's your least favorite thing about your wine buying experiences?	talking to pretentious sales reps, the wine buying process can be intimidating when it shouldn't have to be that difficult. wine should be celebrated, not feared.
26	Do you have a specific brand and/or variety that you purchase regularly?	not really
27	How do you remember the wines that you would want to purchase again?	keep the corks or tops
28	Do you ever wish you had some sort of application or widget that would make your experience with wine better?... what would it do?	comprehensive database of all wines and tell which stores carry a certain wine along with general info about wine.
29	How often do you purchase "featured" or "promotional" wines? [aka wines on sale]	often, depending on if it's a good price, but also looks at the other selections
30	Lastly, can you tell me about an interesting experience you had related to wine...	it's always nice to have a nice bottle of wine saved for a special occasion—wine can create "special" moments

Interview 2		
Q#	Interview Question	Answer
1	How old are you?	32, female
2	Which neighborhood or suburb do you live in? Where do you like to hang out?	jefferson park; hang in wicker park/bucktown
3	And, what do you do for a living?	yoga instructor
4	What do you do for fun when you aren't working?	hang out with friends; yoga; read; take walks (in the summer); hang with the kitties
5	Do you spend a lot of time online each day? [get frequency for quantitative data]	.5 hr/day (FB, email, shopping)
6	So, while you are [doing/at fun activity mentioned above], are you sipping on some vino?	in the evening, yes, usually
7	How much would you say you know about wine compared to other people?	a little—know varietals
8	What is your favorite variety?	chenin blanc and chardonnay, and malbec
9	What do you like most about drinking wine?	cozy/relaxing/
10	Say you're looking for wine to buy, are there tools that you use to find it? [e.g. like websites, magazines, or wine clubs]	nope
11	What stores do you like to buy wine at? What makes this (these) store(s) so appealing?	trader joes—cheap, good selection; sometimes target—the good quality of box wine; CVS—closest to home
12	Do you usually know what you're going to get before going to the store or do you decide when you get there?	decide when getting there; whatever is cheapest

Interview 2		
Q#	Interview Question	Answer
13	Can you think of any occasions while choosing or buying wine that frustrated or stressed you out?	when going to a party and bring a gift—trying to find valuable and what others will enjoy
14	So do you think you drink wine recreationally or are you a full-fledged wino? (how often do you drink wine... no judgements... swear!!)	full-fledged
15	Where do you usually find yourself drinking wine? For instance, do you stay home, go to wine bars? during dinner? when you are out to dinner?	at home; out to dinner;
16	If you're out to dinner and are presented with a wine list to order from, how do you approach it?	choose red or white; then price point
17	Do you ever pair wine with certain foods? Are you interested in learning more about that?	not really—but would be interested in learning more about it. Sometimes will purchase a bottle if it says on the label that it pairs well with certain foods.
18	Speaking of food, do you often cook with wine?	no—don't really cook
19	Have you been to a wine tasting? What did you think about it? Was it in Chicago? Are you interested in being notified of these types of events that are local to you?	never—would love to go to one, but doesn't want to be notified
20	Have you ever visited a vineyard or winery? What was that like? Did you enjoy the experience?	yes, in southern indiana—hubers winery. yes, enjoyed experience.
21	Would you consider going (or have you been) to a local vineyard or winery? Would you want to know more about the wineries local to Chicago?	no
22	Do you or would you consider researching more about wine through the internet? If so, where would you think to start? or Which sites do/have you visited?	yes—currently don't search for wine online
23	If you're checking out wines online, what website features do you find most helpful when you're browsing or searching for information or pricing?	information on varieties—which grapes, pairings with food, how made, etc.; input search criteria (i.e. looking for a red wine that is full-bodied, has flavors of black currant, etc.), and wine matches are displayed
24	What influences you most on buying a specific wine? [e.g. word of mouth, label design, expert reviews, price, other]	price; red or white; read the store's description
25	What's your least favorite thing about your wine buying experiences?	when the wine doesn't taste good—dissappointing
26	Do you have a specific brand and/or variety that you purchase regularly?	not really
27	How do you remember the wines that you would want to purchase again?	remember the label—hopefully unique enough!
28	Do you ever wish you had some sort of application or widget that would make your experience with wine better?... what would it do?	not a mobile application, but something online where you can enter info like from q23, and get appropriate wine matches
29	How often do you purchase “featured” or “promotional” wines? [aka wines on sale]	yes
30	Lastly, can you tell me about an interesting experience you had related to wine...	drinking wine with my mother is always an interesting experience—fun to see her tipsy!

Interview 3			
Q#	Interview Question	Answer	Clarification/Extra Info
1	How old are you?	56, female	
2	Which neighborhood or suburb do you live in? Where do you like to hang out?	evanston, i like to hang out at home, don't go out much	
3	And, what do you do for a living?	I'm a prepress specialist in production and design with a book publishing company	
4	What do you do for fun when you aren't working?	gardening, reading, though mostly audio books, playing w/ grandchildren when i have the chance, home improvement projects, photography, sitting in front of the computer	
5	Do you spend a lot of time online each day? [get frequency for quantitative data]	well, some, a good part of discretionary time. i do a lot of email, per day about 1-2 hours	
6	So, while you are [doing/at fun activity mentioned above], are you sipping on some vino?	often yes, in the summer, by the end of a nice day i will have a glass of wine. at the computer, i'll have a glass of wine at cocktail hour... not so much with the grand children.	
7	How much would you say you know about wine compared to other people?	i would say i'm probably average or slightly above average in knowledge. i know far less than people who know all the different grapes and regions and vineyards... but more than those who don't know	
8	What is your favorite variety?	sauvignon blanc	
9	What do you like most about drinking wine?	i like that it's not too sweet, no bubbles/carbonation, i can nurse a glass for a long time cuz temperature is not critical, no ice cubes, no watering down... it goes with food and also without nicely. what's not to like about wine?	
10	Say you're looking for wine to buy, are there tools that you use to find it? [e.g. like websites, magazines, or wine clubs]	yes, i have a local shop with a very knowledgeable wine staff and if i want something specific or special i ask them. i cut out articles (magazine/newspaper) about grapes and what is special about them and carry them around for a long time. if i enjoy a bottle, i soak the label off and save it and label it with the event name	
11	What stores do you like to buy wine at? What makes this (these) store(s) so appealing?	big trader joe's fan. lots of inexpensive but tasty wines. wine specialty store, Schaefer's near my house, convenient.	convenience and economy. schaefer's i don't spend more than \$5
12	Do you usually know what you're going to get before going to the store or do you decide when you get there?	i usually know, although i'll often try something different just to expand my favorites a little bit. Schaefer's has wine tastings every saturday, so if i find something there, i'll buy it and save for a special event	
13	Can you think of any occasions while choosing or buying wine that frustrated or stressed you out?	no. ... well, if i need something for a recipe, and it asks for something specific that costs a lot of money, i get frustrated. i spend less if i can, spend more if it is a special occasion.	
14	So do you think you drink wine recreationally or are you a full-fledged wino? (how often do you drink wine... no judgements... swear!!)	i have about a glass a day. very regular, but recreational. and it's my beverage with my dinner. it's a nice way to end the day	

Interview 3			
Q#	Interview Question	Answer	Clarification/Extra Info
15	Where do you usually find yourself drinking wine? For instance, do you stay home, go to wine bars? during dinner? when you are out to dinner?	i carry it around the house, and take it to the dinner table with me.	
16	If you're out to dinner and are presented with a wine list to order from, how do you approach it?	the price column... often i will look for whites because i prefer. lighter dryer whites. cheapest whitest lightest wine	
17	Do you ever pair wine with certain foods? Are you interested in learning more about that?	yes, certainly. if i were serving wine with a dinner i cooked, i will try to match, i read recommendations. Though i don't fancy reds so i will break the rule for myself.	
18	Speaking of food, do you often cook with wine?	sometimes a splash in for sauces or reductions. also if the recipe calls for it. i don't improvise as much	
19	Have you been to a wine tasting? What did you think about it? Was it in Chicago? Are you interested in being notified of these types of events that are local to you?	i haven't been to really great ones like in Cali. i go to casual wine tastings at schaefer's... i would be intimidated if i was expected to know everything, but they educate and teach. some restaurants offer flights of wine (~3 servings) of different wines in a similar family to experience the different wines. it's fun to taste them side by side and tell the difference.	eh... if it cost a lot of money, i probably wouldn't go. i don't want a lot of junk mail. i would be interested...depends on who's asking. i wouldn't randomly sign up
20	Have you ever visited a vineyard or winery? What was that like? Did you enjoy the experience?	no.. (sad face). i would like to. i would like to see the sun glinting off those acres of grapevines....	
21	Would you consider going (or have you been) to a local vineyard or winery? Would you want to know more about the wineries local to Chicago?	yes. why sure.	
22	Do you or would you consider researching more about wine through the internet? If so, where would you think to start? or Which sites do/have you visited?	eh... i would certainly do it if i wanted to... i would if i had a specific query. i generally don't. wine store next door is great resource. they are very accomodating. if i looked online, i might search for vineyard trip information... maybe one close enough for a weekend trip. i'd like to go to california	
23	If you're checking out wines online, what website features do you find most helpful when you're browsing or searching for information or pricing?	i like google. froogle to search by price... mostly google. i could see an iPhone app that would be a way of recording your favorite wines so you could remember which ones are my favorites. i tend to buy repeatedly. if i could scan the wine in and look it up to record on a list...	not sure if there's a barcode on wines, though...
24	What influences you most on buying a specific wine? [e.g. word of mouth, label design, expert reviews, price, other]	past experience and price. and recommendations if i'm asking.	
25	What's your least favorite thing about your wine buying experiences?	paying the bill. i don't really have bad experiences about it... but if i'm stocking up, it can get expensive.	
26	Do you have a specific brand and/or variety that you purchase regularly?	yes, i have several trader joe's specials that i buy. 3Buckchuck (charles shaw), and i get something called.... i can picture the label but can't remember the name... purple moon? chardonnay...	

Interview 3			
Q#	Interview Question	Answer	Clarification/Extra Info
27	How do you remember the wines that you would want to purchase again?	not very well. badly. mostly by the look of the label and that's what i look for. so i forget at times, slightly frustrating, but there's always others that i buy. i can usually find what i want. I am frustrated by the fact that i can't remember some wines that i've loved.	
28	Do you ever wish you had some sort of application or widget that would make your experience with wine better?... what would it do?	yes. i only thought of it recently w/ the iphone thing... at the very least, a list that i can carry with me (of course i could carry a paper list but i've never done it)... how about.. the iphone scans the bottle of wine and makes a record of the label in an itunes-like gallery that you can flip through.... even know i could write a list in, but what would be nice is to get the label to have visual reinforcement. if i just saw the name i may not remember just by the name if i remember it. maybe a netflix-like thing... maybe the rating capabilities... wine-tunes... iwine. =) maybe even a notes field that you can remind yourself what occasion it was... like an electronic wine label scrapbook.	maybe use my mac camera that helps me transmit the list to my iphone... that i would do. it's hard to soak off the labels... half the time the labels won't come off well.
29	How often do you purchase "featured" or "promotional" wines? [aka wines on sale]	trader joe's never has promotional wines, but sometimes have featured wines... schaefer's has a feature and it's on sale... 5-10% of the time my purchase is based on a sale.	
30	Lastly, can you tell me about an interesting experience you had related to wine...	well, i was in my backyard having a blockparty meeting over a bottle of wine with two other neighbors, next door neighbor saw it and thought she was having a wine party without her... and joined the committee to be able to enjoy the wine with them. it's an awefully nice summer thing... to enjoy the summer evening.	the glass. the glass shape and color is so pretty. amber colored wines are beautiful. there's a visual experience...t he glass and color are elegant. if you take a picture of the food you cook... it always looks pretty with a glass of wine next to it... visual enjoyment. that's another good thing about it... it's a social thing.. see? wine goes with everything.

Interview 4			
Q#	Interview Question	Answer	Clarification/Extra Info
1	How old are you?	27, male, married	
2	Which neighborhood or suburb do you live in? Where do you like to hang out?	university village, chicago. i like to hang out at home and varios restaurants, and on the internet	
3	And, what do you do for a living?	software developer	
4	What do you do for fun when you aren't working?	videogames, going to the gym, reading	cooking
5	Do you spend a lot of time online each day? [get frequency for quantitative data]	heheh, yes, almost all waking hours, maybe 12-14	
6	So, while you are [doing/at fun activity mentioned above], are you sipping on some vino?	yes, sometimes	
7	How much would you say you know about wine compared to other people?	slightly above average	

Interview 4			
Q#	Interview Question	Answer	Clarification/Extra Info
8	What is your favorite variety?	pinot noir	sideways
9	What do you like most about drinking wine?	i like the complexity of flavor and variety; because it is a direct expression of where it was grown.	the earth it was grown in
10	Say you're looking for wine to buy, are there tools that you use to find it? [e.g. like websites, magazines, or wine clubs]	yes, the internet, winespectator.com, talking to friends, or cheap and looks delicious	it looks delicious when wife likes the bottle
11	What stores do you like to buy wine at? What makes this (these) store(s) so appealing?	sams, binny's, sometimes cost plus; they have giant selection and usually the people kind of know what they're talkinga bout	
12	Do you usually know what you're going to get before going to the store or do you decide when you get there?	usually we'll know roughly what we want to get, not specific wines but genearl idea	
13	Can you think of any occasions while choosing or buying wine that frustrated or stressed you out?	not really, no.. one time i was getting a really good wine for bro's bday, and they shipped me the wrong wine... but it was from a better year, so maybe it was good...	
14	So do you think you drink wine recreationally or are you a full-fledged wino? (how often do you drink wine... no judgements... swear!!)	recreationally. about once a week.	
15	Where do you usually find yourself drinking wine? For instance, do you stay home, go to wine bars? during dinner? when you are out to dinner?	either at home or restaurant. these days more likely at restaurant than at home.	
16	If you're out to dinner and are presented with a wine list to order from, how do you approach it?	first i think about the food we're going to have then i stry to match it. look for either half bottles and also price point and flavor we're looking for	
17	Do you ever pair wine with certain foods? Are you interested in learning more about that?	i do pair; always want to learn more about that	
18	Speaking of food, do you often cook with wine?	all the time	
19	Have you been to a wine tasting? What did you think about it? Was it in Chicago? Are you interested in being notified of these types of events that are local to you?	i have; it was fun they're a lot of fun. good to meet other people with similar interests. good to see differences between a number of different wines. laid back, good atmosphere. would like to be notified.	
20	Have you ever visited a vineyard or winery? What was that like? Did you enjoy the experience?	yes. napa valley. it was interesting. two were extremely different. one was giant corporate, well marketed, very smooth. they had a marketing team. the other vineyard was one guy and it was smaller, but the wines were much better and it was interesting to hang out with him and talk with him.	
21	Would you consider going (or have you been) to a local vineyard or winery? Would you want to know more about the wineries local to Chicago?	yes. sure... if there are any.	
22	Do you or would you consider researching more about wine through the internet? If so, where would you think to start? or Which sites do/have you visited?	yes, i already do. wine spectator, wine julist, egullet	

Interview 4			
Q#	Interview Question	Answer	Clarification/Extra Info
23	If you're checking out wines online, what website features do you find most helpful when you're browsing or searching for information or pricing?	community reviews, as long as the site is well organized, that's the most important thing. search database robust search features	
24	What influences you most on buying a specific wine? [e.g. word of mouth, label design, expert reviews, price, other]	probably word of mouth. even if the internet says one thing, if my brother recommends, i would go with his recommendation	
25	What's your least favorite thing about your wine buying experiences?	having to spend money.	
26	Do you have a specific brand and/or variety that you purchase regularly?	yes, a couple. saraocco moscato d'asti. special occasions piper-heidseck champagne, other than that, \$2 wines...	
27	How do you remember the wines that you would want to purchase again?	we keep the corks and a booklet of labels... but we rarely use that cuz we're too lazy and it's a pain to get the labels off. i like to write the date and what we were eating or what we were doing	
28	Do you ever wish you had some sort of application or widget that would make your experience with wine better?... what would it do?	it would be really cool to have something like delicious library to scan barcodes off the wines. other things like that exist, but they are not easy to use like Delicious library	most important is ease of use to enter the stuff... you don't want to type in a database. better to scan it and have all the info. must look good. can't be ugly cuz there's prestige related to wine
29	How often do you purchase "featured" or "promotional" wines? [aka wines on sale]	rarely.	
30	Lastly, can you tell me about an interesting experience you had related to wine...	strange upgrade wine. coolest is the one vineyard w/ the guy who talked passionately about all that he's done. also first learning how different wines pair with different foods. cheeses go well with reds, but not whites... but experimentation trying it was mind blowing. and awakening.	

Interview 5			
Q#	Interview Question	Answer	Clarification/Extra Info
1	How old are you?	26, female	
2	Which neighborhood or suburb do you live in? Where do you like to hang out?	university village, chicago. i don't know, restaurants, people's houses, my own house.	
3	And, what do you do for a living?	speech therapist. speech language pathologist	
4	What do you do for fun when you aren't working?	watch tv, play mindless computer games, read, sometimes work out.	
5	Do you spend a lot of time online each day? [get frequency for quantitative data]	yes, 2-3 hours/day	
6	So, while you are [doing/at fun activity mentioned above], are you sipping on some vino?	not very often. maybe during dinner	

Interview 5			
Q#	Interview Question	Answer	Clarification/Extra Info
7	How much would you say you know about wine compared to other people?	not very much.	
8	What is your favorite variety?	i like moscato, yummy	
9	What do you like most about drinking wine?	i think it gets me relaxed. i like the taste of it, and sometimes i like the way it tastes with the food i'm eating	
10	Say you're looking for wine to buy, are there tools that you use to find it? [e.g. like websites, magazines, or wine clubs]	husband	
11	What stores do you like to buy wine at? What makes this (these) store(s) so appealing?	binny's, sams and spirits, world market, dominicks (for cooking wine)	
12	Do you usually know what you're going to get before going to the store or do you decide when you get there?	normally we know what we're going to get. i don't usually make the buying decisions. defer to husband he has good judgement and has and idea of what it goes with.	
13	Can you think of any occasions while choosing or buying wine that frustrated or stressed you out?	when husband is not there... left alone to get something for dinner, then i just have no idea. and sometimes i can't find what i want when i DO know what i want.	
14	So do you think you drink wine recreationally or are you a full-fledged wino? (how often do you drink wine... no judgements... swear!!)	definitely a recreational drinker, maybe once every one or two weeks i have a glass with dinner or something	
15	Where do you usually find yourself drinking wine? For instance, do you stay home, go to wine bars? during dinner? when you are out to dinner?	at restaurants. or sometimes if it's a special occasion, we'll buy a nice wine and take it home to drink with dinner.	
16	If you're out to dinner and are presented with a wine list to order from, how do you approach it?	i look for a moscato, if we order by glass we get different wines. or i ask husband what he thinks will be good fr me. most of the time i just let him order.	
17	Do you ever pair wine with certain foods? Are you interested in learning more about that?	yes. yes.	
18	Speaking of food, do you often cook with wine?	yes, i think so.	
19	Have you been to a wine tasting? What did you think about it? Was it in Chicago? Are you interested in being notified of these types of events that are local to you?	yes. there were a few in cali which were very fun overall, but def a difference between a huge winery vs. a smaller and more private winery. wine quality is also very different.	
20	Have you ever visited a vineyard or winery? What was that like? Did you enjoy the experience?	i did enjoy the experience. went to cali to napa(?) right at the season finishing up harvest and new batch in barrels. it was also raining during the time so we couldn't see the caves cuz it would have been wet maybe next time. it's a very different feel between different winerys. elaborate tour, don't remember wine. other: sitting in living room, dialoging, wine was great. we bought a good number of bottles.	
21	Would you consider going (or have you been) to a local vineyard or winery? Would you want to know more about the wineries local to Chicago?	yes, for sure. yes.	

Interview 5			
Q#	Interview Question	Answer	Clarification/Extra Info
22	Do you or would you consider researching more about wine through the internet? If so, where would you think to start? or Which sites do/have you visited?	um, not as much. i learn more about wine as the opportunity arises, but wouldn't look for it at internet. likes more hands on/experiential learning, take a class, or visit winery	
23	If you're checking out wines online, what website features do you find most helpful when you're browsing or searching for information or pricing?	if i were to look for wine online, i would look at descriptions of how it would taste. i tend to like fruitier taste than wines that taste like cedar/wood chips in your mouth. taste and price.	
24	What influences you most on buying a specific wine? [e.g. word of mouth, label design, expert reviews, price, other]	husband, for sure.	
25	What's your least favorite thing about your wine buying experiences?	just that i don't know enough about it to really make a conscientious choice	i do want to learn about it, but don't want to look for it. i would look for a winery or class online, but not actual wine facts/etc.. would want to experience and taste.
26	Do you have a specific brand and/or variety that you purchase regularly?	no, i don't think so. it depends on the occasion. default is the moscato, or a nice cidery wine.	
27	How do you remember the wines that you would want to purchase again?	we have a book that we try to take the labels off and put them in the book and write notes about it, what was good about it... when we had it... we haven't done it in a while. If it's a REALLY good wine we'll keep the bottle around (when we get lazy).	
28	Do you ever wish you had some sort of application or widget that would make your experience with wine better?... what would it do?	hard to say because i think wine has to be a very hands on experience. i think there's only so much you can learn by reading about it. you can learn so much more about it by tasting it and experimenting with food. application wouldn't do the wine justice.	i heard about wine enthusiast guides where the company takes a filled out checklist and wine would be sent to you to see if you liked certain types... they send different types of wines so you can try it. perhaps that would be something i would be interested in.... kind of like a netflix for wine. They separate by red/white/ or mixture.
29	How often do you purchase "featured" or "promotional" wines? [aka wines on sale]	hardly ever	
30	Lastly, can you tell me about an interesting experience you had related to wine...	i remember one of our first dates to ravinia. husband brought a riesling and we walked everywhere looking for ice cream to pour the riesling on to eat it. when we got the ice cream, it was really good.	

Interview 6		
Q#	Interview Question	Answer
1	How old are you?	31, female
2	Which neighborhood or suburb do you live in? Where do you like to hang out?	Wrigleyville. Likes to hang out in Oak Park
3	And, what do you do for a living?	Search Marketing
4	What do you do for fun when you aren't working?	Exercising, Dinning out at tappas restaurants
5	Do you spend a lot of time online each day? [get frequency for quantitative data]	4-6hours for work and 2 hours personal time.
6	So, while you are [doing/at fun activity mentioned above], are you sipping on some vino?	No, only when out to dinner
7	How much would you say you know about wine compared to other people?	Does not know much but listens to friends recommnedations
8	What is your favorite variety?	Melot is what I like best (red wines)
9	What do you like most about drinking wine?	It makes me relaxed, tastes good
10	Say you're looking for wine to buy, are there tools that you use to find it? [e.g. like websites, magazines, or wine clubs]	I like to research website since I spend alot of time on the web
11	What stores do you like to buy wine at? What makes this (these) store(s) so appealing?	Trades Joes is my favorite becuase I can grocery shop at the same time.
12	Do you usually know what you're going to get before going to the store or do you decide when you get there?	I make a list before I go to the store. If I don't I know I will forget.
13	Can you think of any occasions while choosing or buying wine that frustrated or stressed you out?	When I was underage and using my sisters ID.
14	So do you think you drink wine recreationally or are you a full-fledged wino? (how often do you drink wine... no judgements... swear!!)	I am not a wino however; do like to drink wine recreationally.I drink wine about 3 times a week
15	Where do you usually find yourself drinking wine? For instance, do you stay home, go to wine bars? during dinner? when you are out to dinner?	I usually drink while out to dinner and maybe once a week at home.
16	If you're out to dinner and are presented with a wine list to order from, how do you approach it?	I usually ask a friend or my date to make a recomendation for me or place the order.
17	Do you ever pair wine with certain foods? Are you interested in learning more about that?	Not really I just enjoy drinking wine while out to dinner no matter what the meal is
18	Speaking of food, do you often cook with wine?	Almost never I am not a good cook
19	Have you been to a wine tasting? What did you think about it? Was it in Chicago? Are you interested in being notified of these types of events that are local to you?	I attended the Old Town wine tasting. It, was ok not sure if I would go again. Would not want to be notified.
20	Have you ever visited a vineyard or winery? What was that like? Did you enjoy the experience?	Never
21	Would you consider going (or have you been) to a local vineyard or winery? Would you want to know more about the wineries local to Chicago?	I would go if I did not have anything else planed that day. I would rather do someting else if I had a choice.
22	Do you or would you consider researching more about wine through the internet? If so, where would you think to start? or Which sites do/have you visited?	I would consider using the internet if there was a site that could help me learn more without having to read alot of marketing fluf

Interview 6		
Q#	Interview Question	Answer
23	If you're checking out wines online, what website features do you find most helpful when you're browsing or searching for information or pricing?	A price widget and a knowledge base of about wines with a search function
24	What influences you most on buying a specific wine? [e.g. word of mouth, label design, expert reviews, price, other]	I would say price and label design I am into art and always love a good label
25	What's your least favorite thing about your wine buying experiences?	Paying for a wine that I brought home and did not like.
26	Do you have a specific brand and/or variety that you purchase regularly?	I usually drink red wines that are on sale.
27	How do you remember the wines that you would want to purchase again?	Hardly ever
28	Do you ever wish you had some sort of application or widget that would make your experience with wine better?... what would it do?	I wish there was a mobile device for my blackberry that would provide top ranked affordable wines.
29	How often do you purchase "featured" or "promotional" wines? [aka wines on sale]	I usually only purchase wines on sale.
30	Lastly, can you tell me about an interesting experience you had related to wine...	There are several but I guess it would be the first time I drank wine when I was in high school. Long story short I got sick and thought I would never drink it again. I love it now

Interview 7		
Q#	Interview Question	Answer
1	How old are you?	34, male
2	Which neighborhood or suburb do you live in? Where do you like to hang out?	Roscoe Village, likes to hang out in Lakeview
3	And, what do you do for a living?	Sales Rep
4	What do you do for fun when you aren't working?	Hang out with friends and family, read
5	Do you spend a lot of time online each day? [get frequency for quantitative data]	Good amount; 2-4 hours/day depending on the week
6	So, while you are [doing/at fun activity mentioned above], are you sipping on some vino?	Sometimes, usually have a glass or 2 with dinner
7	How much would you say you know about wine compared to other people?	Not much. Usually go with whatever red wine is below \$10
8	What is your favorite variety?	Shiraz, but I like any red type
9	What do you like most about drinking wine?	Puts me in a relaxing mood, and a good complement to many meals.
10	Say you're looking for wine to buy, are there tools that you use to find it? [e.g. like websites, magazines, or wine clubs]	If I was looking for a new type of wine, I would probably use Google to find pertinent websites, blogs, etc. to research.
11	What stores do you like to buy wine at? What makes this (these) store(s) so appealing?	Grocery/liquor stores b/c they're usually the cheaper options.
12	Do you usually know what you're going to get before going to the store or do you decide when you get there?	Usually know
13	Can you think of any occasions while choosing or buying wine that frustrated or stressed you out?	If going over to a friend's place for dinner or family activity in which I need to bring wine and I'm not sure what type(s) to bring.

Interview 7		
Q#	Interview Question	Answer
14	So do you think you drink wine recreationally or are you a full-fledged wino? (how often do you drink wine... no judgements... swear!!)	Recreationally, with sometimes bordering on a wino.
15	Where do you usually find yourself drinking wine? For instance, do you stay home, go to wine bars? during dinner? when you are out to dinner?	Mainly from home with dinner, but will order a glass once in a while when dining out.
16	If you're out to dinner and are presented with a wine list to order from, how do you approach it?	Look for the red wines, mainly Shiraz, and then hit the price points after that.
17	Do you ever pair wine with certain foods? Are you interested in learning more about that?	I don't real pair wines, but would like to know more about how to do that.
18	Speaking of food, do you often cook with wine?	Not really
19	Have you been to a wine tasting? What did you think about it? Was it in Chicago? Are you interested in being notified of these types of events that are local to you?	I have not been in a wine tasting, but would be interested in getting in on things like that.
20	Have you ever visited a vineyard or winery? What was that like? Did you enjoy the experience?	I have visited a winery, and it was an enjoyable experience.
21	Would you consider going (or have you been) to a local vineyard or winery? Would you want to know more about the wineries local to Chicago?	I would definitely consider it and would love to go to some local vineyards/ wineries.
22	Do you or would you consider researching more about wine through the internet? If so, where would you think to start? or Which sites do/have you visited?	I haven't really considered using the Internet to research wines since I already know what kinds of wine I like.
23	If you're checking out wines online, what website features do you find most helpful when you're browsing or searching for information or pricing?	If I was researching wines online, I would look for information on taste, etc. and then look at the pricing after that.
24	What influences you most on buying a specific wine? [e.g. word of mouth, label design, expert reviews, price, other]	Mostly price, and if it's a wine I haven't had before, I'll usually hit up someone working at the liquor store for their feedback.
25	What's your least favorite thing about your wine buying experiences?	Trying to figure out what's good based on price, and other people's perspective since everyone has different tastes.
26	Do you have a specific brand and/or variety that you purchase regularly?	Fat Bastard, if it's in stock. If not, some other type of Australian Shiraz
27	How do you remember the wines that you would want to purchase again?	Usually make a note of it or try to remember for next time.
28	Do you ever wish you had some sort of application or widget that would make your experience with wine better?... what would it do?	That would be nice. Maybe a widget that has a wine of the week and an easy recipe that would pair nicely with that type of wine.
29	How often do you purchase "featured" or "promotional" wines? [aka wines on sale]	Once in a while, depends on the type of wine
30	Lastly, can you tell me about an interesting experience you had related to wine...	After drinking wine, many interesting experiences. Haha, not really though.

Interview 8		
Q#	Interview Question	Answer
1	How old are you?	32, male
2	Which neighborhood or suburb do you live in? Where do you like to hang out?	Bucktown; hang in bucktown or wp
3	And, what do you do for a living?	google—web analytics
4	What do you do for fun when you aren't working?	bike, throw frisbies, take pictures, hang out with melissa
5	Do you spend a lot of time online each day? [get frequency for quantitative data]	12+hrs/day
6	So, while you are [doing/at fun activity mentioned above], are you sipping on some vino?	yes—most of the time I'm drinking wine
7	How much would you say you know about wine compared to other people?	on a scale of 1-10 (10 is knowing the most), i'm a 3. know what tastes good to me, knows certain varieties, etc.
8	What is your favorite variety?	merlot
9	What do you like most about drinking wine?	the experience, it's very relaxing
10	Say you're looking for wine to buy, are there tools that you use to find it? [e.g. like websites, magazines, or wine clubs]	discount wine center newsletter—i usually pick it up, but don't usually read it
11	What stores do you like to buy wine at? What makes this (these) store(s) so appealing?	discount wine center; likes the charts and info and comments on certain wines, it's also cheaper
12	Do you usually know what you're going to get before going to the store or do you decide when you get there?	never
13	Can you think of any occasions while choosing or buying wine that frustrated or stressed you out?	it's usually pretty overwhelming experience most of the time because there is so much to know
14	So do you think you drink wine recreationally or are you a full-fledged wino? (how often do you drink wine... no judgements... swear!!)	4 nights/week
15	Where do you usually find yourself drinking wine? For instance, do you stay home, go to wine bars? during dinner? when you are out to dinner?	at home or at melissa's house, rarely drink wine at dinner, not at bars (usually drinks beer)
16	If you're out to dinner and are presented with a wine list to order from, how do you approach it?	price point
17	Do you ever pair wine with certain foods? Are you interested in learning more about that?	yes—i drink red wine with a steak, but other than that, not really. yes, if the information was available to read when purchasing wine. Maybe a mobile app where you can take a picture of the UPC (Q code), which takes you to a site that has info about pairings and qualities of that wine.
18	Speaking of food, do you often cook with wine?	no
19	Have you been to a wine tasting? What did you think about it? Was it in Chicago? Are you interested in being notified of these types of events that are local to you?	a couple in chicago, others in napa and sonoma; likes the experience, but doesn't usually use the information; if it was an aggregate results of all the local bars, restaurants, wine shops' wine-related events, not just a particular store or bar's events/
20	Have you ever visited a vineyard or winery? What was that like? Did you enjoy the experience?	yes—in napa and sonoma, australia, not locally in mich or illinois or midwest.
21	Would you consider going (or have you been) to a local vineyard or winery? Would you want to know more about the wineries local to Chicago?	absolutely—seems more relevant

Interview 8

Q#	Interview Question	Answer
22	Do you or would you consider researching more about wine through the internet? If so, where would you think to start? or Which sites do/have you visited?	i don't currently
23	If you're checking out wines online, what website features do you find most helpful when you're browsing or searching for information or pricing?	recommendations are very important—strong selling point; would want an app where you can enter search criteria and return matches
24	What influences you most on buying a specific wine? [e.g. word of mouth, label design, expert reviews, price, other]	recommendations; price; label
25	What's your least favorite thing about your wine buying experiences?	talking to people
26	Do you have a specific brand and/or variety that you purchase regularly?	nope
27	How do you remember the wines that you would want to purchase again?	i don't
28	Do you ever wish you had some sort of application or widget that would make your experience with wine better?... what would it do?	see Q17; an app that can tell which stores sell a specific bottle of wine
29	How often do you purchase "featured" or "promotional" wines? [aka wines on sale]	often
30	Lastly, can you tell me about an interesting experience you had related to wine...	



Contributions

All Members

Research plan, Interview questions
Findings, Prioritized Features
Document writing, editing, revising

Maggie Hong

Interviews T, 3, 4, 5
Persona and Scenario: Jacob Callaghan
Document compilation/design

Chris Kanellakes

Interviews 6, 7
Persona and Scenario: Mike Garcia

Melissa Schulte

Interviews 1, 2, 8
Persona and Scenario: Julie Anderson