Survey and Findings Report
Wine Drinkers

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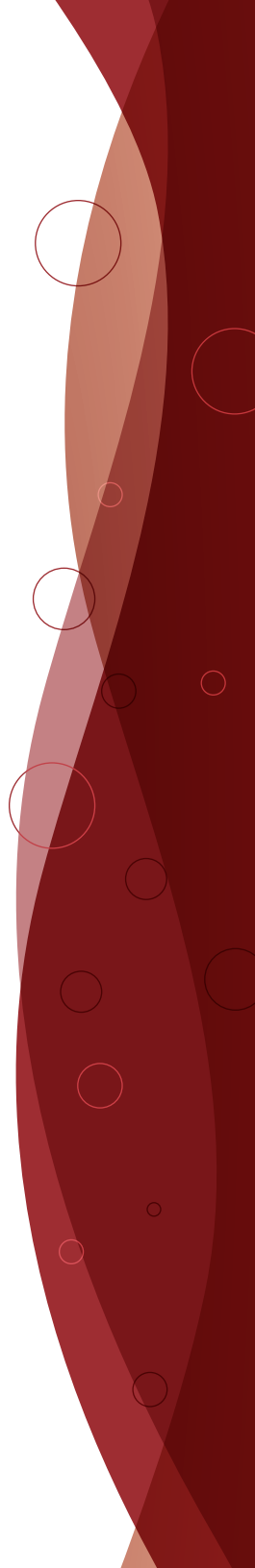
Executive Summary

Introduction

In previous research, interviews were conducted with wine consumers to learn about their wine-related behavior, experiences, and needs. In order to learn more about this user domain and to gather quantitative data to support previous findings, a survey was developed and distributed. Questions were asked about demographic information, technology, and wine drinking behavior. If the participant did not fit the user domain, the survey was ended. If participants fit the wine drinker domain, they were asked to rate the usefulness of 15 potential features (gleaned from the initial interview research). Additionally, participants were asked whether they would find each of these features useful on a website, a mobile device, neither, or both. This report presents the data collected from the survey and the implications of these results for the design for a wine-related tool. Furthermore, a discussion of limitations and potential biases is included.

Summary of Findings

Comparing priority levels between the initial interview research and the survey research presented here, it is evident that wine drinkers have high interest in **learning about wine-food pairings** and **reading expert reviews.** Some features which only had medium priority judging by interview data turned out to be of much interest to users. These included **creating a personal favorites wine list** and **searching for nearby stores that carry a specific wine.** Though not many people mentioned **searching for local promotions** during interviews, surprisingly, the people surveyed displayed interested in it.

In general, most of those surveyed required that the following features should be included in a searchable database available through both the website and the mobile application:

- wine-food pairings **[F1]**
- wine-related events **[F4, F12]**
- expert reviews **[F2]**
- consumer reviews **[F9]**
- nearby stores that carry specific brands **[F10]**
- local promotions at bars/stores/restaurants **[F14]**

The following features should *not* be included in the design of either the website or the mobile application:

- An e-newsletter on various wine topics **[F15]**
- Social networking site for wine-drinkers **[F16]**
- A wine-related blog **[F17]**

Prioritized Features List

Initial research indicated that features F1 thru F16 could potentially be included in the wine-related website and/or mobile application. The research presented in this report was used to determine which of these features are most desired by a large number of users. Feature descriptions were reworded for clarity in the survey. The support for these findings are presented in more detail in the data analysis tables of the appendix.

Table 1 Prioritized Features List

F#	Survey Ques.	Feature	Initial Priority Level	New Priority Level
F7, F10	R1.8	Search which stores near a specific area carry a specific wine brand	medium	high
F1	R1.5	Search for Wine-Food Pairings	high	high
F8	R1.4	Create a Personal Favorites Wine List (ala Netflix's "rate what you love")	medium	high
F9	R1.2	Read Consumer Reviews	medium	high
F14	R1.12	Search for Local Promotions on Wine at Stores/Bars/Restaurants	low	high
F2	R1.1	Read Expert Reviews	high	high
F4, F12	R1.6	Search for Wine-related Events	high	medium
F6	R1.15	Ability to add notes/comments about a specific wine	high	medium
F3, F5	R1.14	Scan UPC Code of wine bottle to record and keep track of wines	high	medium
F13	R1.13	Create a Wine "Wish List" (ala Amazon's "Wish List")	low	low
F3	R1.9	Search Image Database of Wine Bottle Labels	high	low
F9	R1.3	Write Consumer Reviews	medium	low
F15	R1.7	Subscribe to an e-newsletter on various wine topics	low	very low
F17	R1.11	Read or Post Comments to a Wine-related Blog	N/A	very low
F16	R1.10	Create a Profile on a Wine-related Social Networking Site	low	very low
F11	R2	synchronize between computer and handheld (this feature was not explicitly surveyed with question R1, Feature Ratings, but was implicitly addressed through computer/mobile preferences in question R2.)	medium	N/A

Research Plan

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. Primarily, this additional research will provide more granular detail on the needs of these wine drinkers.

What's been done?

In the initial research[*], 9 participants were interviewed on their wine drinking behavior and experiences. They were asked about their technology needs related to wine drinking. Ideas and trends for features emerged from the interview data. The most prominent recommendation gleaned from the interviews is that the 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.

Possible features found are listed in Table 1, features F1 through F16. The highest priority functional features gleaned from this initial research included:

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, time frame, 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]**

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*   The full document is available at http://melissaschulte.com/Documents/WineConsumerResearch1.pdf.

Research Goals/Objective

- To determine prospective users' perceived need for each of the potential features listed in Table 1 (*page 3*). Some of these features include:
    - » wine database
    - » expert and/or consumer reviews
    - » wine-related events listings
    - » wine memory aid/journal—notes, personal details about wine, personal rating
    - » scanning wine UPC code for easy wine data look-up and record
- To find statistical evidence to support the features recommended in the initial research.
- To determine whether it is most appropriate to build a website, a mobile application, or both as a tool that would be targeted to this domain of users.

Method

Participants

Participants fitting the requirements below were surveyed.

- People who enjoy drinking 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 mobile application, participants will need to be comfortable using the internet. Basic computer knowledge and use of a web browser at least 3–4 times per week will be expected.

Participants were invited to take our survey via e-mail sent by each team member with a link to the survey. A short, personal greeting was sent along with the survey link. Team members also posted the survey link on Facebook and in various other status updates of chatting and social networking sites. (*See page 12 for recruitment e-mail.*)

Survey development

The process for developing the survey questions was based on previous research, which presented a prioritized list of features. The initial features were listed in words similar to those recorded from interviewees' actual suggestions. For the purposes of the survey, the authors of this report modified the list of features to enable better scanning and clarity. Feature numbers (F#) between the initial interview research and this survey report correlate based on the main idea of the feature. It should be noted that some features listed in the initial research were separated into multiple features for the survey.

Each question of the survey sought support for the usefulness of each feature discovered in the initial research. The questions were grouped to identify specific information about the participants. *(See page 13 for survey questions.)*

* Group 1 gathered demographic information about the participants.
* Group 2 focused on gathering Internet and mobile device use and information.
* Group 3 focused on wine related behaviors of those surveyed.
* Group 4 gathered information about which website and mobile application features a participant may find most practical and beneficial and the preferred implementation method.

The survey was tested and feedback was obtained for several iterations of the survey before widespread distribution.

Survey distribution and collection

The survey was developed using a web-based survey application called SurveyMonkey. SurveyMonkey offers tools to implement the survey in HTML, therefore participants could take the survey from anywhere and submit it online. The survey was distributed via a link that was posted on Facebook and also sent via individual e-mails to family, friends, and co-workers. Collected data was stored for future analysis on the SurveyMonkey system as participants completed the survey.

Measures

Questions were formatted using multiple choice, rating scale, and free-response. The questions that asked a participant to rate which Internet and mobile application features they would find useful helped identify reliability of each of these features. Each question was formatted to help capture as much detail about the participants as possible. In addition, the format provided the ability to filter questions, which was useful for data analysis.

Results

There were a total of 79 participants. Of the 79, only 61 people completed the survey. 17 people did not fit the target group and were filtered out as not being part of the user domain (i.e., they were under 21, never drink wine, or do not live in the Chicagoland area) and one exited the survey without completing. Of the 61 who completed the survey, 55 completed the feature rating question [R1] and 52 completed the website/mobile preference question [R2]. The graphs below show only the number of people who answered the questions.

Average Feature Ratings

Figure 1 shows the average rating of each of the features asked about in the survey. Average ratings below 3 are considered undesirable, while average ratings of 3.5 and higher are desirable.*

Figure 1 Average Ratings from Survey
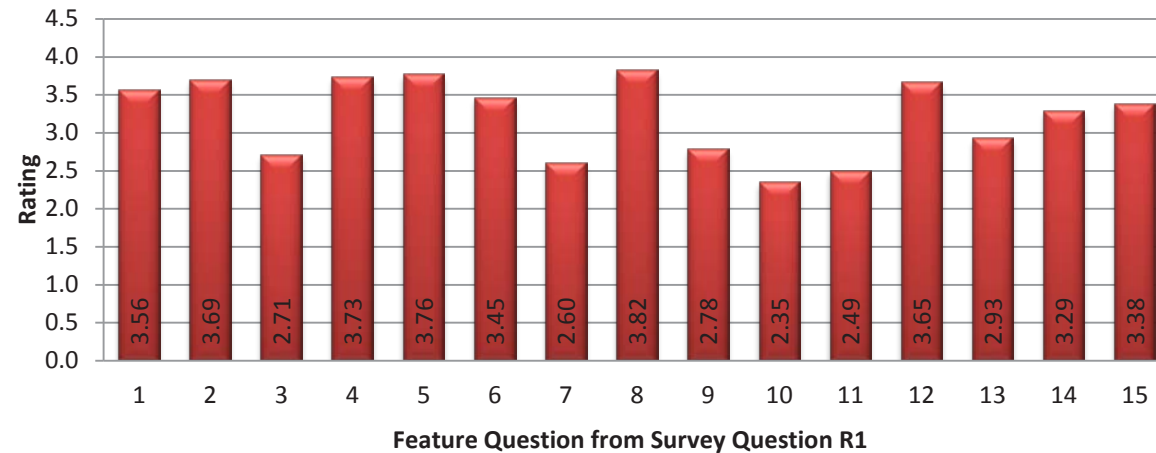
The most desirable features include the following, beginning with the highest average rating:

R1.8 Search which stores near a specific area carry a specific wine brand

R1.5 Search for Wine-Food Pairings

R1.4 Create a Personal Favorites Wine List (ala Netflix's "rate what you love")

R1.2 Read Consumer Reviews

R1.12 Search for Local Promotions on Wine at Stores/Bars/Restaurants

R1.1 Read Expert Reviews

Features with neutral appeal:

R1.6 Search for Wine-related Events

R1.15 Ability to add notes/comments about a specific wine

R1.14 Scan UPC Code of wine bottle to record and keep track of wines

Features with least desirability:

R1.13 Create a Wine "Wish List" (ala Amazon's "Wish List")

R1.9 Search Image Database of Wine Bottle Labels

R1.3 Write Consumer Reviews

R1.7 Subscribe to an e-newsletter on various wine topics

R1.11 Read or Post Comments to a Wine-related Blog

R1.10 Create a Profile on a Wine-related Social Networking Site

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*   See Appendix Table 2 for confidence intervals for the averages of each feature. *(page 19)*

Implementation Preferences

Figure 2 shows user preference for implementation of the tool on a website, a mobile application, or both.

Figure 2 Website/Mobile Preference
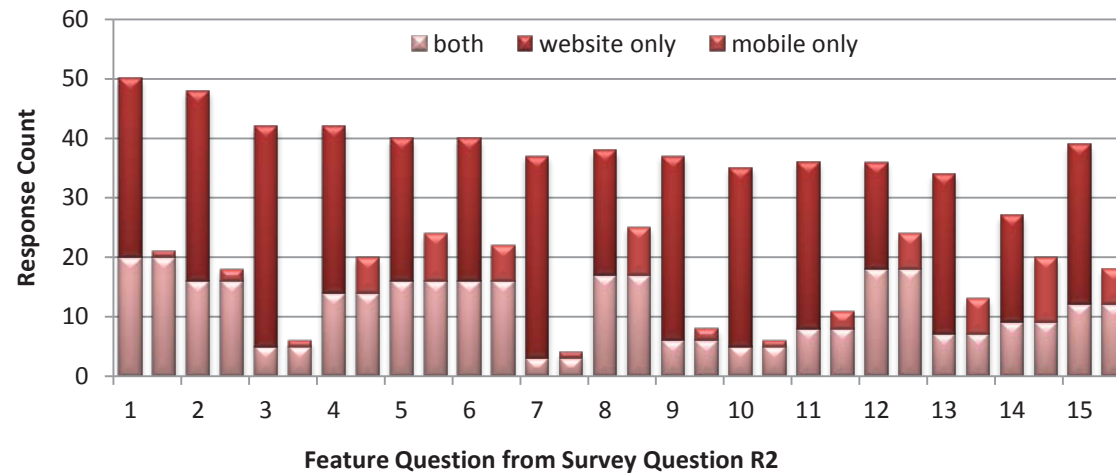
There is much higher demand for website implementation than mobile implementation overall. However, approximately 33–50% of participants who expressed interest in the website, for specific features, wanted implementation on both website and mobile application, including:

- Read Expert Reviews **[R1.1/F2]** (40%)
- Read Consumer Reviews **[R1.2/F9]** (33%)
- Create a Personal Favorites Wine List (ala Netflix's "rate what you love") **[R1.4/F8]** (33%)
- Search for Wine-Food Pairings **[R1.5/F1]** (40%)
- Search for Wine-related Events **[R1.6/F4]** (40%)

- Search which stores near a specific area carry a specific wine brand **[R1.8/F10]** (45%)
- Search for Local Promotions on Wine at Stores/Bars/Restaurants **[R1.12/F14]** (50%)
- Scan UPC Code of wine bottle to record and keep track of wines **[R1.14/F3, F5]** (33%)

Features with low interest for implementation on a mobile version are:

- Write consumer reviews **[R1.3]**
- Subscribe to a wine-related e-newsletter **[R1.7]**
- Search a database of wine labels **[R1.9]**

- Wine-related social networking sites **[R1.10]**
- Read or post to a wine-related blog **[R1.11]**

Discussion

What are the implications for design?

1. Should a website and mobile application be developed?

   Yes. The survey data supports that we should include both mobile and web features. The accessibility and interest in mobile applications is relatively high in this user domain (about 73% of those surveyed have mobile internet access and about 45% of the participants regularly install mobile applications and generally find them useful). **[T4]**

   Also, as presented in the implementation preferences results, 33–50% of people would like the features to be available on both mobile and website *(page 8)*. Though desirability of the low interest mobile features tend to correlate with low average ratings in Figure 1, website preference for these features are much higher and comparable to most of the other features.

   This tells us that some features should be website-only features. They tend to be features involving user input or extensive reading (e.g. writing consumer reviews, reading/posting to blogs, e-newsletter), which makes sense given the limited nature of a mobile device.

2. Which features should be included in design of product?
   - The features found to be most useful to those surveyed, and which should be included in the design of this web-based tool, are to **read expert and consumer reviews [F2, F9]** and to **search which stores near a specific area carry a specific brand of wine [F10]**.
   - Some other features that were deemed useful by the participants of the survey were to **search for local promotions on wine at stores/bars/restaurants [F14]**, the ability to create a **personal favorites wine list [F8]**, and having the ability to **add notes/comments about a specific wine [F6]**.
   - Specifically for a mobile application, the ability to search for **wine-food pairings** and for **wine-related events [F1, F4]**, as well as the ability to **scan the UPC code of a wine bottle to record and keep track of wines [F3]** were deemed useful to the survey participants.

   In conclusion, a database where a user can search for the following should be available on both the website and mobile application:

   - wine-food pairings **[F1]**
   - wine-related events **[F4, F12]**
   - expert reviews **[F2]**
   - consumer reviews **[F9]**
   - nearby stores that carry specific brands **[F10]**
   - local promotions at bars/stores/restaurants **[F14]**

The following features should *not* be included in the design of either the website or the mobile application:

- An e-newsletter on various wine topics **[F15]**
- Social networking site for wine-drinkers **[F16]**
- A wine-related blog **[F17]**

3. Which features should sync between mobile device and laptop/desktop website version of the product?

- Since users will be inputting information into their **personal favorites wine list [R1.4/F8]** and adding **comments about the wine [R1.15/F6]**, these two features would need to synchronize between the mobile application and the website version.
- The ability to **read expert and consumer reviews [R1.1/F2, R1.2/F9]** should be available on both the mobile application as well as the website version, however, the ability to write consumer reviews **[R1.3/F9]** only needs to be available to those using the website version of the product.

What are the limitations of the data?

1. Due to the inherent nature of surveys, it is unclear as to whether the participants were rating the usefulness of the features listed based on whether their current technical devices allow them access to specific features, or simply on whether they would find a feature useful if they had the appropriate technology.

   The usefulness rating for the ability to scan the UPC Code of a wine bottle to record and keep track of wines **[R1.14]** is equally not useful and very useful. The authors of this report believe that the feature, as stated in the survey, may have caused confusion for the participants. Offering a better explanation of the feature would have provided an example or context in which this type of functionality could be used, which may have encouraged more accurate response.

2. This survey didn't take into account which wine-related websites or mobile applications the participants have previously used. This information could have been helpful in determining the level of wine expertise/interest for certain users so that the designers of this new product could better design and offer features based on different user subgroups. Having data to categorize each user from the sample set into one (or two) of the three personas defined in the initial research* would have helped in determining the usefulness of the features according to user segment.

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* See interview research at http://melissaschulte.com/Documents/WineConsumerResearch1.pdf.

3. Invitations were sent via e-mail and invitation to take the survey was also posted on Facebook and away messages. There's a selection bias using the latter two methods of recruitment since the participants were self-selected. Those who were asked to take the survey via e-mail may or may not have chosen to take the survey as well. To keep some control over the sample group, there were a couple questions at different points of the survey that ended the survey for those who did not fit into the target sample.

What are some unanswered questions?

1. Which wine-related websites or mobile applications have the participants used in the past, if any?

2. What are the participants' needs when it comes to a wine-related tool?

3. What is the level of interest in wine?

4. Would there be wine-drinkers outside of the Chicagoland area who might find this application useful?

Appendix

Recruiting E-mail

Hello! I am working on designing a web-based product for people who enjoy drinking wine. My team is interested in finding out more about wine consumers and their needs. Please take the time (about 5 minutes) to complete this survey: http://www.surveymonkey.com/s.aspx?sm=iRokDYjNcPffDJlZwVG80w_3d_3d

We appreciate your input! Please feel free to forward this survey on to anyone else you might know who enjoys wine.

Thanks,

[name of sender]

Informed Consent

Before participants began taking the survey, the first screen they came to informed them of the survey purpose and their rights. It then asked them for consent.

Hello:

You are invited to participate in a survey for people who enjoy drinking wine. The purpose of this survey is to assist in the development of a web based product that would be useful for consumers of wine. The information you provide is anonymous and will be kept confidential so feel free to be candid with your replies. You will not be contacted in the future or asked for any additional follow up. In addition you will not be paid for this survey or receive any other benefits. However, your participation is greatly appreciated and will benefit fellow wine enthusiasts.

This survey should take approximately 5 minutes, however, you can exit the survey at any time by clicking the "Exit this Survey" link in the top right corner of each page.

Thank you very much for your time and support. If you should have any further questions about this survey or the information gathered from it, please contact Chris Kanellakes at ckck75@gmail.com.

If you agree to share your comments and insight with us, please start the survey now by clicking on the NEXT button below.

Survey Questions and Raw Data

Demographic Information

D1. What is your age?

Answer Options	Frequency	Count (n=79)
Under 21 years old	1.3%	1
21-29 years old	41.8%	33
30-39 years old	39.2%	31
40-49 years old	7.6%	6
50-59 years old	8.9%	7
60 years or older	1.3%	1

D2. Gender

Answer Options	Frequency	Count (n=79)
male	45.6%	36
female	54.4%	43

D3. Where do you live?

Answer Options	Frequency	Count (n=79)
City of Chicago	62.0%	49
Suburbs of Chicago	16.5%	13
I do not live in or around Chicago	21.5%	17

D4. Where do you primarily work?

Answer Options	Frequency	Count (n=79)
City of Chicago	64.6%	51
Suburbs of Chicago	12.7%	10
I do not primarily work in or around Chicago	22.8%	18

Internet Use and Mobile Device Information

The next few questions are intended to understand your internet use and what type(s) of mobile devices, if any, you have/use.

T1. How often do you use the internet for personal (non-school or work related) purposes?		
Answer Options	Frequency	Count (n=61)
Very Rarely (some days not at all, others, less than an hour)	0.0%	0
Less than an hour every day	4.9%	3
1-3 hours per day	52.5%	32
3-6 hours per day	32.8%	20
More than 6 hours per day	9.8%	6

T2. Which activities do you use the internet for personally (non-school or work related)? (Check all that apply)		
Answer Options	Frequency	Count (n=61)
Check E-mail	98.4%	60
Online Chat/video chat (e.g. AIM, GTalk, Skype)	57.4%	35
Social/Professional Networking Sites (e.g. Facebook, MySpace, Dating Services, LinkedIn)	85.2%	52
Online Gaming (e.g. World of Warcraft)	16.4%	10
Consumer Reviews (e.g. Yelp, epinions)	44.3%	27
Shopping (e.g. Amazon, drugstore.com)	78.7%	48
Streaming Radio (e.g. Pandora, Slacker)	37.7%	23
Read News (e.g. NYTimes.com, bbc.co.uk)	73.8%	45
Read Blogs	49.2%	30
Write Blogs	13.1%	8
Subscribe to RSS Feeds	19.7%	12
Manage Accounts/Bills (e.g. online banking, utilities, wireless phone)	77.0%	47
Product Research (e.g. "I want to find a wireless router that best fits my needs")	68.9%	42
Event Research (e.g. "Which concerts are going on in my area this weekend?")	59.0%	36
General Research (e.g. "Does green tea or white tea have more antioxidants?")	73.8%	45
Look Up Location of a company or Find Directions (e.g. mapquest, Google maps)	85.2%	52

T2. Which activities do you use the internet for personally (non-school or work related)? (Check all that apply)

Answer Options	Frequency	Count (n=61)
Other (please specify)		
1. watch/download tv shows and music		
2. online episodes of tv		
3. Travel reservations		

T3. Which functionality do you have on your mobile device? (Check all that apply)

Answer Options	Frequency	Count (n=61)
Camera	86.9%	53
GPS-enabled	39.3%	24
QWERTY Keyboard	50.8%	31
Internet Access	72.1%	44
I do not have a mobile device	0%	0
skipped question	3.3%	2

T4. Do you use applications on your mobile device? (e.g. Google Maps, Facebook Mobile, Shazam, etc.)?

Answer Options	Frequency	Count (n=61)
I install mobile applications and generally find them useful.	44.3%	27
I install mobile applications, but do not generally find them useful.	9.8%	6
I never install mobile applications.	44.3%	27
Other (please specify)		
the apps I have installed are just simple games because the browser I have isn't that good	1.6%	1

Wine Consumer Information

In the next few questions, we are interested in learning about your wine consuming behavior, such as how often and where you drink/purchase wine.

W1. How often do you drink wine?		
Answer Options	Frequency	Count (n=61)
I never drink wine	0.0%	0
Very rarely - special occasions or very specific circumstances	23.0%	14
About 1 day/week	31.1%	19
2-3 days/week	27.9%	17
4-5 days/week	9.8%	6
Most every day	8.2%	5

W2. Where do you generally purchase wine? (Check all that apply)		
Answer Options	Frequency	Count (n=61)
I purchase wine at restaurants and/or bars.	60.7%	37
I purchase wine at grocery stores, liquor stores, and/or wine specialty stores.	93.4%	57
I purchase wine online.	16.4%	10
Other (please specify)		
1. Wine tasting events		
2. Binnys Beverage Depot		

Wine Related/Mobile Application Features Ratings

The following question asks you to tell us how useful you would personally find each of the features listed.

R1. How useful would you find each of the features listed below within a wine-related website and/or mobile application? (1 = not useful, 5 = very useful)							
Answer Options	1 (not useful)	2	3	4	5 (very useful)	Average Rating	Count (n=55)
1. Read Expert Reviews	7.3% (4)	9.1% (5)	21.8% (12)	43.6% (24)	18.2% (10)	3.56	55
2. Read Consumer Reviews	7.3% (4)	7.3% (4)	18.2% (10)	43.6% (24)	23.6% (13)	3.69	55
3. Write Consumer Reviews	27.3% (15)	16.4% (9)	20.0% (11)	30.9% (17)	5.5% (3)	2.71	55
4. Create a Personal Favorites Wine List (ala Netflix's "rate what you love")	7.3% (4)	10.9% (6)	14.5% (8)	36.4% (20)	30.9% (17)	3.73	55
5. Search for Wine-Food Pairings	5.5% (3)	1.8% (1)	30.9% (17)	34.5% (19)	27.3% (15)	3.76	55
6. Search for Wine-related Events	9.1% (5)	9.1% (5)	29.1% (16)	32.7% (18)	20.0% (11)	3.45	55
7. Subscribe to an e-newsletter on various wine topics	21.8% (12)	25.5% (14)	29.1% (16)	18.2% (10)	5.5% (3)	2.60	55
8. Search which stores near a specific area carry a specific wine brand	3.6% (2)	7.3% (4)	25.5% (14)	30.9% (17)	32.7% (18)	3.82	55
9. Search Image Database of Wine Bottle Labels	16.4% (9)	23.6% (13)	34.5% (19)	16.4% (9)	9.1% (5)	2.78	55
10. Create a Profile on a Wine-related Social Networking Site	36.4% (20)	23.6% (13)	18.2% (10)	12.7% (7)	9.1% (5)	2.35	55
11. Read or Post Comments to a Wine-related Blog	29.1% (16)	14.5% (8)	38.2% (21)	14.5% (8)	3.6% (2)	2.49	55
12. Search for Local Promotions on Wine at Stores/Bars/Restaurants	12.7% (7)	5.5% (3)	14.5% (8)	38.2% (21)	29.1% (16)	3.65	55
13. Create a Wine "Wish List" (ala Amazon's "Wish List")	20.0% (11)	14.5% (8)	30.9% (17)	21.8% (12)	12.7% (7)	2.93	55
14. Scan UPC Code of wine bottle to record and keep track of wines (only available for computers with a webcam and/or mobile devices with a camera)	9.1% (5)	25.5% (14)	18.2% (10)	21.8% (12)	25.5% (14)	3.29	55
15. Ability to add notes/comments about a specific wine	9.1% (5)	10.9% (6)	27.3% (15)	38.2% (21)	14.5% (8)	3.38	55
Do you have any additional suggestions for potential features on a wine-related website?							
1. Have you seen snooth.com? Pretty decent wine site with an interesting approach.							
2. Contact information for wine tasting groups.							
3. This is more for question below - would want to sync between mobile and website.							
4. Need a general place to get flavor profiles of wine varietals.							

R2. In which context(s) would you find each feature listed below useful? (a website accessed via laptop or desktop computer and/or a mobile application) Choose all that apply.				
Answer Options	WEBSITE accessed via a laptop or desktop computer	MOBILE APPLICATION accessed through your mobile device	WEBSITE and MOBILE accessed through both	Count (n=52)
1. Read Expert Reviews	96.2% (50)	40.4% (21)	40.4% (21)	51
2. Read Consumer Reviews	92.3% (48)	34.6% (18)	32.7% (17)	50
3. Write Consumer Reviews	80.8% (42)	11.5% (6)	9.6% (5)	43
4. Create a Personal Favorites Wine List (ala Netflix's "rate what you love")	80.8% (42)	38.5% (20)	28.8% (15)	48
5. Search for Wine-Food Pairings	76.9% (40)	46.2% (24)	32.7% (17)	48
6. Search for Wine-related Events	76.9% (40)	42.3% (22)	30.8% (16)	46
7. Subscribe to an e-newsletter on various wine topics	71.1% (37)	7.7% (4)	5.8% (3)	38
8. Search which stores near a specific area carry a specific wine brand	73.1% (38)	48.1% (25)	32.7% (17)	46
9. Search Image Database of Wine Bottle Labels	71.1% (37)	15.4% (8)	11.5% (6)	39
10. Create a Profile on a Wine-related Social Networking Site	67.3% (35)	11.5% (6)	9.6% (5)	36
11. Read or Post Comments to a Wine-related Blog	69.2% (36)	28.2% (11)	15.4% (8)	39
12. Search for Local Promotions on Wine at Stores/Bars/Restaurants	69.2% (36)	57.1% (24)	34.6% (18)	42
13. Create a Wine "Wish List" (ala Amazon's "Wish List")	65.4% (34)	25.0% (13)	13.5% (7)	40
14. Scan UPC Code of wine bottle to record and keep track of wines (only available for computers with a webcam and/or mobile devices with a camera)	51.9% (27)	38.5% (20)	17.3% (9)	38
15. Ability to add notes/comments about a specific wine	75.0% (39)	34.6% (18)	23.1% (12)	45

Data Analysis Tables

Table 2 Average Feature Rating Descriptive Statistics for Question R1

Ques.	Features	Mean	Std Error	Median	Mode	St Dev	Sample Variance	Confidence Level (95.0%)	Lower	Upper
R1.1	Read Expert Reviews	3.56	0.15	4.00	4.00	1.12	1.25	0.30	3.26	3.87
R1.2	Read Consumer Reviews	3.69	0.15	4.00	4.00	1.14	1.29	0.31	3.38	4.00
R1.3	Write Consumer Reviews	2.71	0.18	3.00	4.00	1.31	1.73	0.36	2.35	3.06
R1.4	Create a Personal Favorites Wine List (ala Netflix's "rate what you love")	3.73	0.17	4.00	4.00	1.22	1.50	0.33	3.40	4.06
R1.5	Search for Wine-Food Pairings	3.76	0.14	4.00	4.00	1.05	1.11	0.28	3.48	4.05
R1.6	Search for Wine-related Events	3.45	0.16	4.00	4.00	1.18	1.40	0.32	3.13	3.77
R1.7	Subscribe to an e-newsletter on various wine topics	2.60	0.16	3.00	3.00	1.18	1.39	0.32	2.28	2.92
R1.8	Search which stores near a specific area carry a specific wine brand	3.82	0.15	4.00	5.00	1.09	1.19	0.29	3.52	4.11
R1.9	Search Image Database of Wine Bottle Labels	2.78	0.16	3.00	3.00	1.18	1.40	0.32	2.46	3.10
R1.10	Create a Profile on a Wine-related Social Networking Site	2.35	0.18	2.00	1.00	1.34	1.79	0.36	1.98	2.71
R1.11	Read or Post Comments to a Wine-related Blog	2.49	0.16	3.00	3.00	1.17	1.37	0.32	2.17	2.81
R1.12	Search for Local Promotions on Wine at Stores/Bars/Restaurants	3.65	0.18	4.00	4.00	1.31	1.71	0.35	3.30	4.01
R1.13	Create a Wine "Wish List" (ala Amazon's "Wish List")	2.93	0.18	3.00	3.00	1.30	1.70	0.35	2.57	3.28
R1.14	Scan UPC Code of wine bottle to record and keep track of wines (only available for computers with a webcam and/or mobile devices with a camera)	3.29	0.18	3.00	2.00	1.34	1.80	0.36	2.93	3.65
R1.15	Ability to add notes/comments about a specific wine	3.38	0.15	4.00	4.00	1.15	1.31	0.31	3.07	3.69

Table 3 Website/Mobile Preference Data

Preference	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
						R2 Question Number (n=52)									
website total	50	48	42	42	40	40	37	38	37	35	36	36	34	27	39
mobile total	21	18	6	20	24	22	4	25	8	6	11	24	13	20	18
website only	30	32	37	28	24	24	34	21	31	30	28	18	27	18	27
mobile only	1	2	1	6	8	6	1	8	2	1	3	6	6	11	6
both	20	16	5	14	16	16	3	17	6	5	8	18	7	9	12

Contributions

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