

# Surveys & Interviews | Hey! Sommelier

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Bill Franks

## Survey Goals:

- Determine the most desirable features of my app.
- Gain insights to further the develop the features of my app.

## Survey Questions:

1. What would you do if you were confused about what wine to order or buy?
  - Research it online
  - Ask a friend
  - Ask a stranger
  - Ask a store employee
  - Try to remember past experiences and which ones you liked
  - Other, please describe: \_\_\_\_\_
2. When would you most likely need advice about choosing a wine?
  - When selecting a wine to drink to relax
  - When selecting a wine to pair with you meal at a restaurant
  - When selecting a wine to pair with a meal you were making at home
  - When selecting a wine to pair with food at an event you were hosting
  - Other, please describe: \_\_\_\_\_
3. Which of the following features would you find useful in an app to help you pick a wine to drink and/or pair with food?
  - General documentation on the types of wine and the food they go with.
  - A journal feature that would allow you to save, rate and take notes on wines you've tried and your experiences on pairings
  - A feature to purchase wine directly from the app
  - The ability to contact a sommelier via call, video call, or chat
  - The ability to scan the label of a bottle of wine to find out more information about the wine.
  - Other, please describe: \_\_\_\_\_

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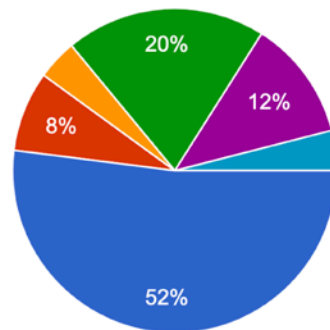
4. If you were to seek advice on picking a wine, what is your preferred method of communication?
- Live Chat through a website or app
  - Video Call
  - Telephone Call
5. Which of the following abilities would you like to have in a “journal” feature of a wine app?
- Add your own wine rating
  - Write personal notes about what you thought and what it was paired with
  - Add price of the wine & where you purchased it (ie. store, restaurant, online, etc.)
  - Take a picture of the wine label
  - Sort/filter your entries
  - Classify the wine (ie. white, red, sparkling etc.)
  - Save chat sessions regarding wine/food pairing
  - Other, please describe: \_\_\_\_\_
6. When using a feature to connect directly with a Sommelier how would you prefer to be billed?
- Per call basis (set amount of time)
  - Bulk deal (certain amount of timed calls per month)
7. How would you prefer to pay for a feature to connect directly with a Sommelier?
- Credit Card
  - PayPal
  - Other, please describe: \_\_\_\_\_
8. Which of the following abilities would you like to have in a “chat” feature with a Sommelier?
- Send pictures (ie. menus, wine list, etc)
  - Send links (ie. recipes, restaurant website, etc.)
  - Quickly select food types/ingredients from a list.
  - Select a restaurant from a prepopulated list
  - See a timer during the chat to determine duration of chat
  - Other, please describe: \_\_\_\_\_

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Survey Results: 64 hrs. active | 25 responses | Promoted on Slack and Facebook

What would you do if you were confused about what wine to order or buy?

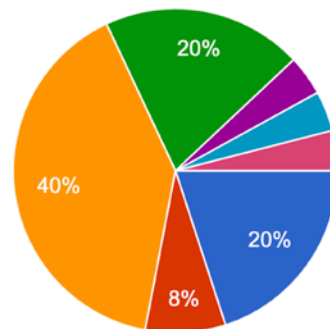
25 responses



- Research it online
- Ask a friend
- Ask a stranger
- Ask a store employee
- Try to remember past experiences and which wines you liked
- I will first go with past experience. If I want to buy new one than I google it else check in the store which is most bought.

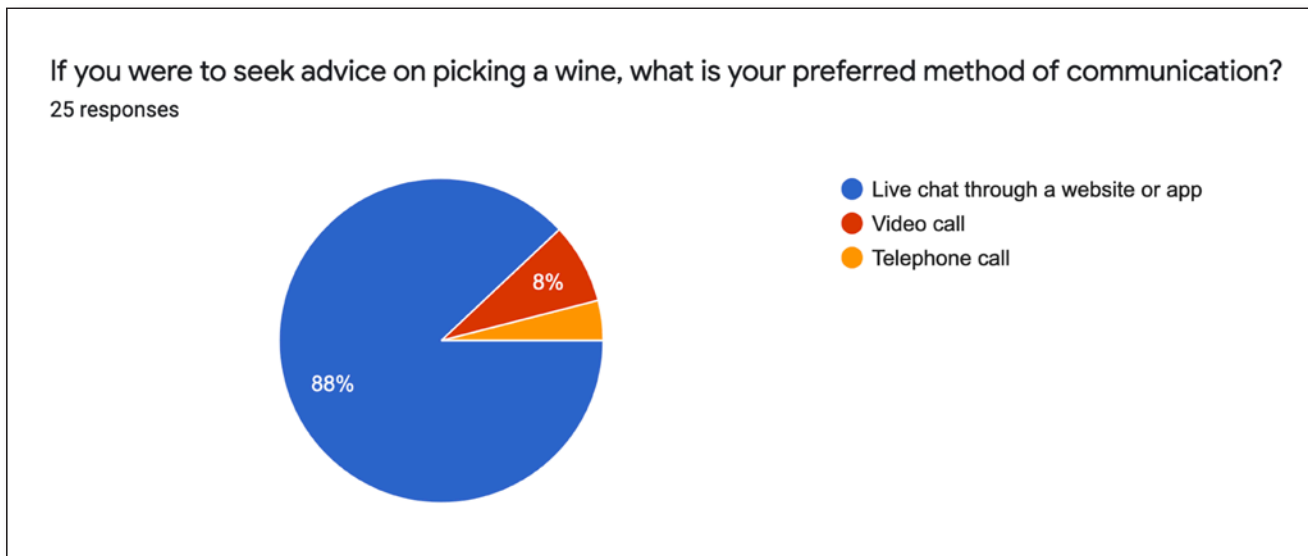
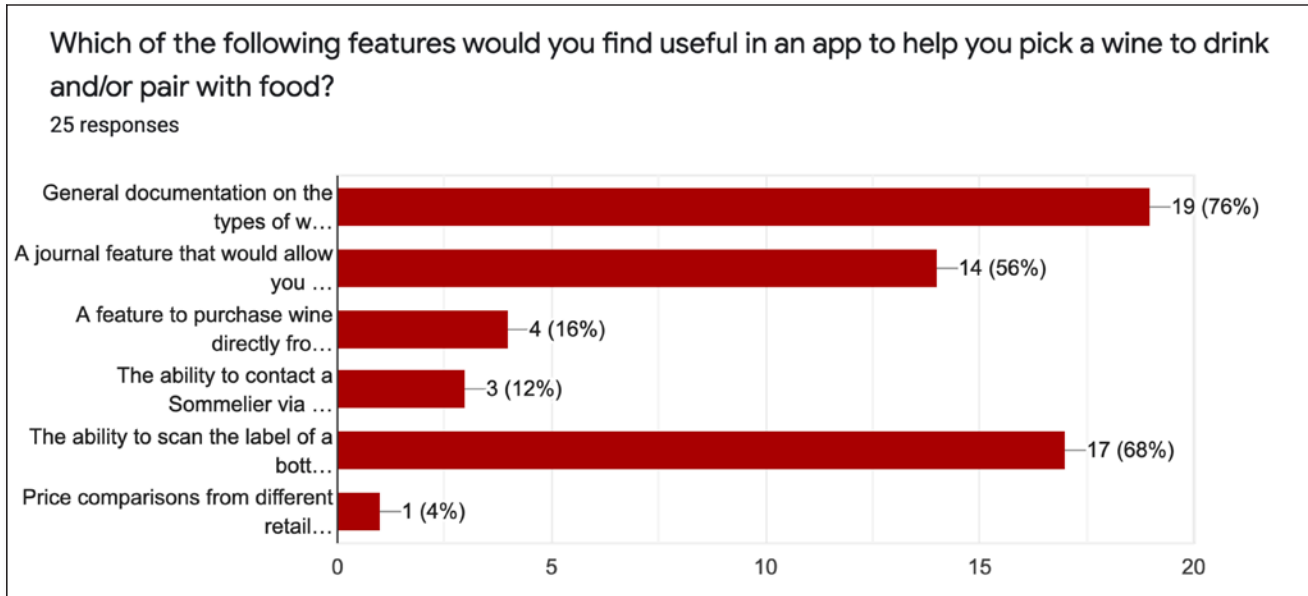
When would you most likely need advice about choosing a wine?

25 responses



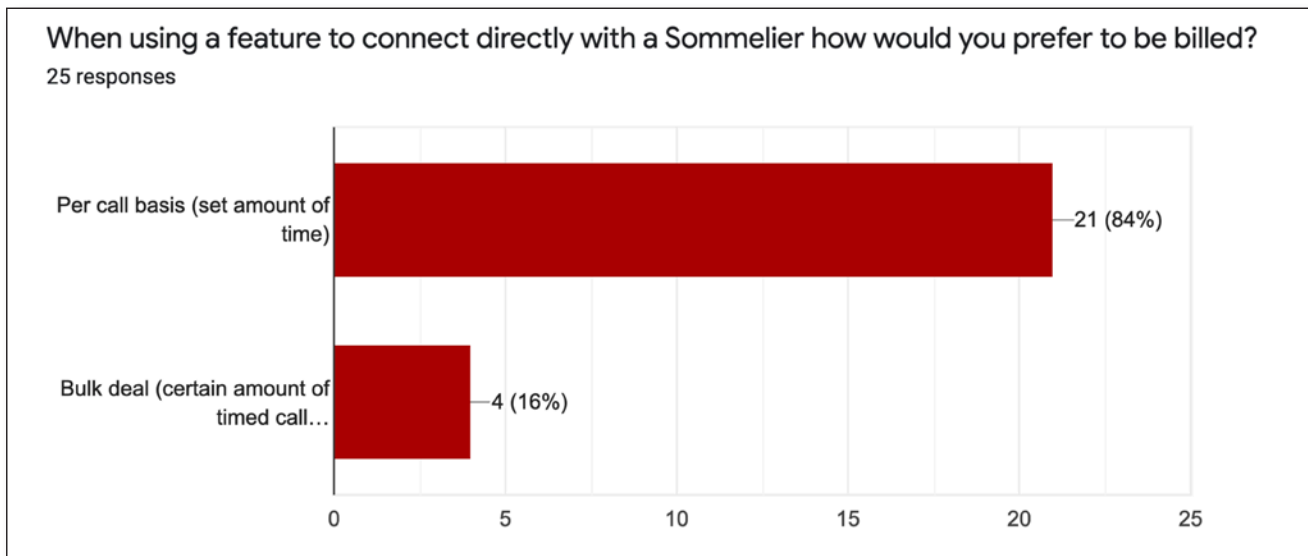
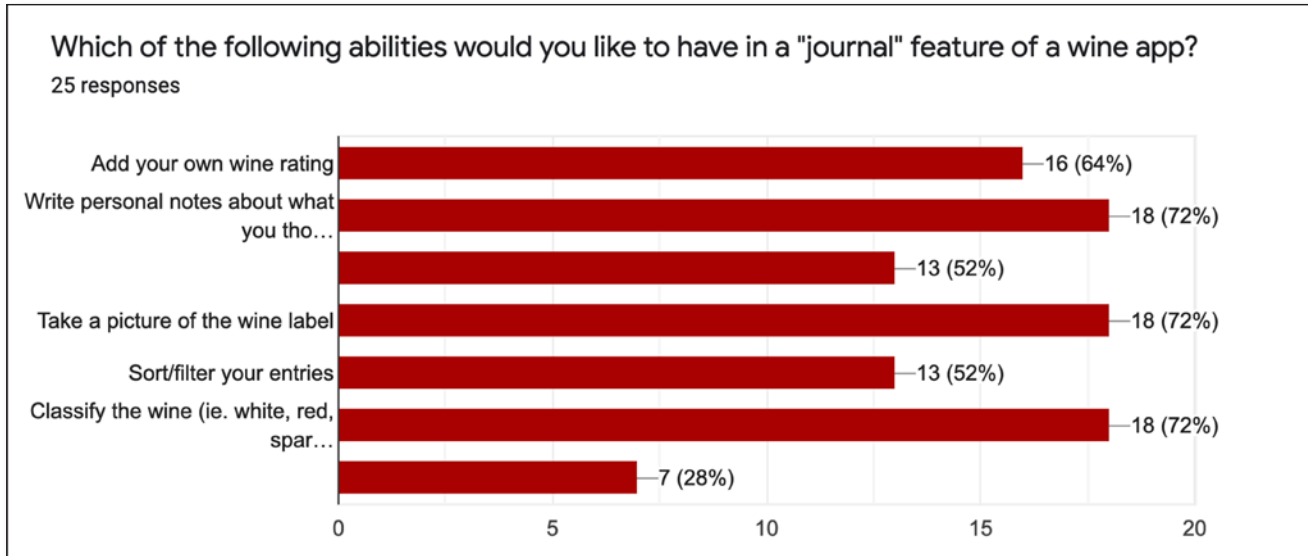
- When selecting a wine to drink to relax
- When selecting a wine to pair with your meal at a restaurant
- When selecting a wine to pair with a meal you were making at home
- When selecting a wine to pair with food at an event you were hosting
- When I am buying wine for a friend.
- When selecting a wine to give as a gift.
- all of the above

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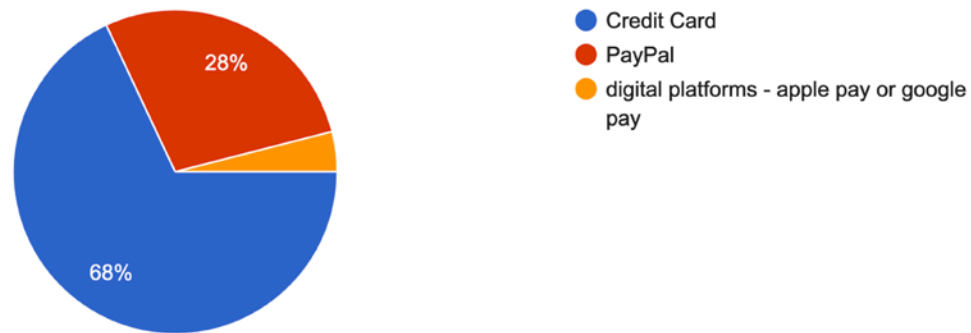


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How would you prefer to pay for a feature to connect directly with a Sommelier?

25 responses



Which of the following abilities would you like to have in a chat feature with a Sommelier?

25 responses

