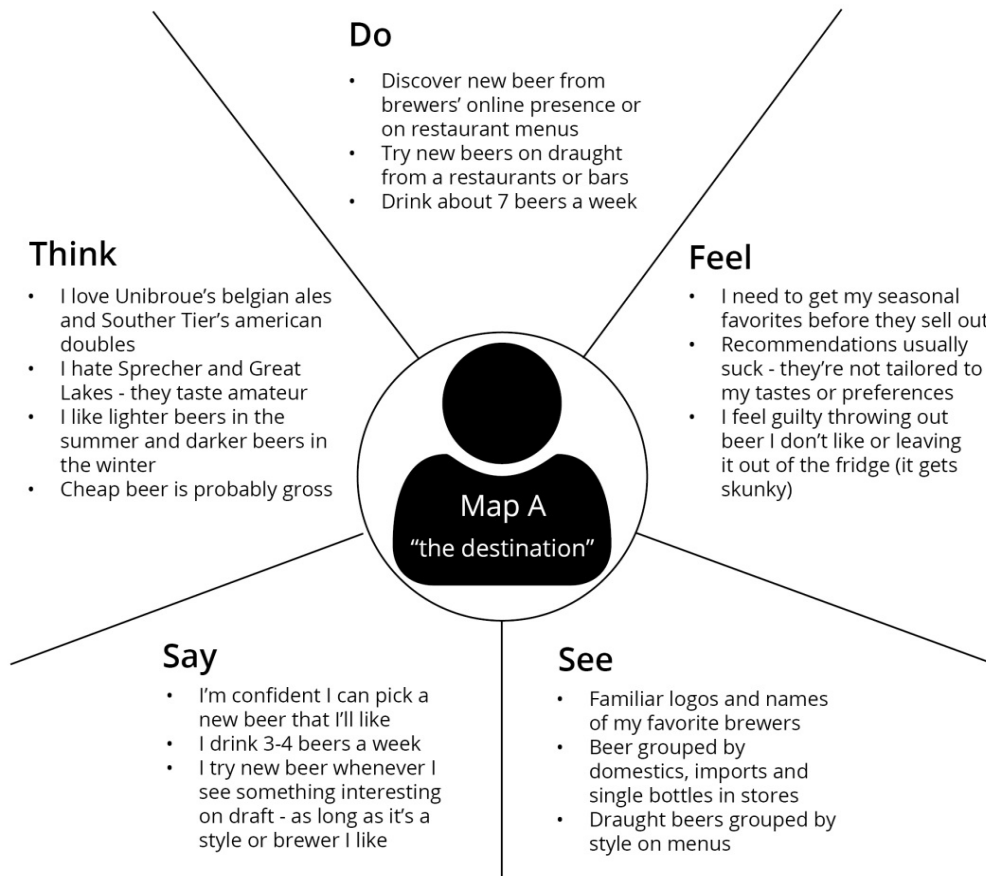


### Empathy Maps

Two clear motivations emerged after interviewing craft beer drinkers: reaching a destination (being a beer expert, escaping reality) and enhancing the journey (having new experiences, socializing, having fun).



#### Goals

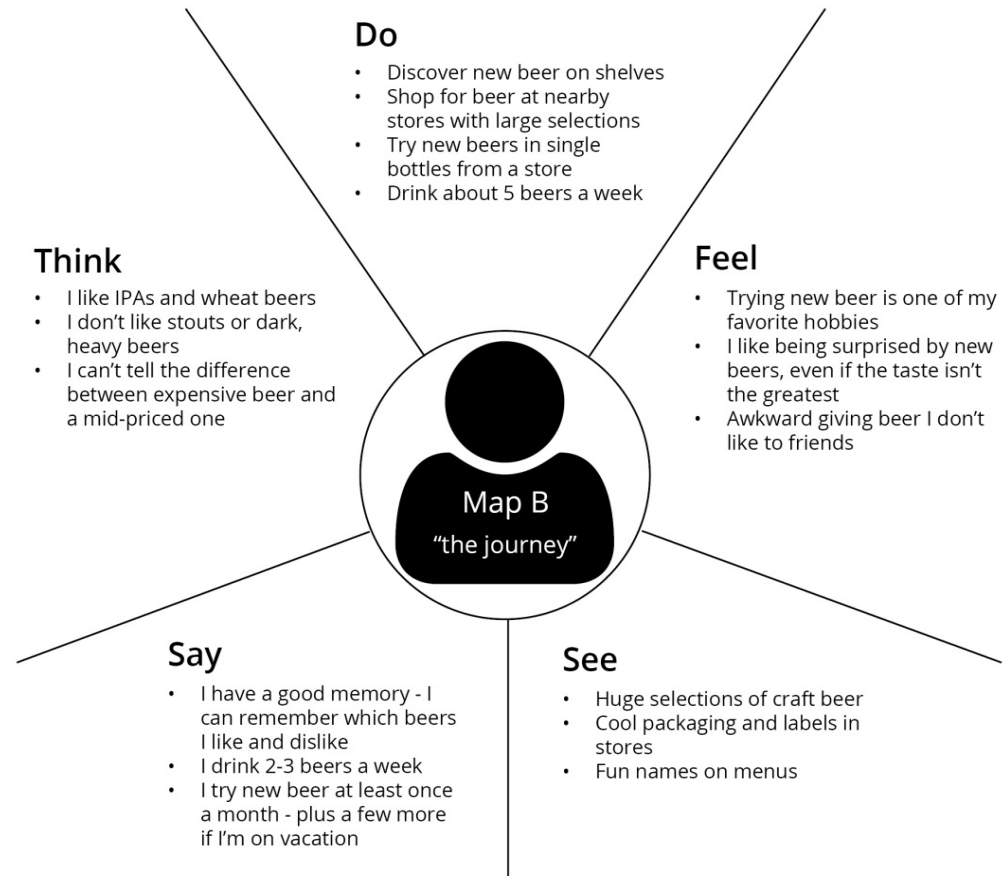
- Buy my favorite beer
- Become a beer expert
- Escape reality
- Relax

#### Problems

- Not knowing when (or if) my favorite beer will return
- State distribution laws
- Driving long distances to get my favorite beer, and it's sold out

#### Influences

- Breweries and styles
- Seasonality
- Familiarity
- Food pairings
- Draught selection



#### Goals

- Buy new beer nearby
- Experience new things
- Socialize
- Have fun

#### Problems

- Buying a 6-pack of something new and not liking it
- Nearby beer selection

#### Influences

- Fun packaging and names
- Ratings and reviews
- Local options
- ABV
- Cost
- Calories

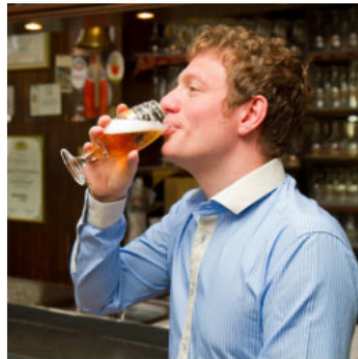
## Personas

Behavior patterns analyzed across multiple variables supported the initial empathy maps.

The clearest behavior pattern indicated a user with a high-level of beer knowledge, strict definitions of brewers and beers they like/dislike, and purchase decisions made carefully based on variables including seasonality, rarity, local options, value and current preferences.

For this user, beer is a serious hobby where they invest a lot of time and money. They may also be creating a secondary life as a beer expert to escape their day-to-day life.

# Ethan



*"I bought my house because it's near the largest specialty beer store in the country. They have 25 rotating taps!"*

**Age:** 39

**Work:** IT Manager

**Family:** Married, young kids

**Location:** Portland, OR

**Character:** Primary

## Personality



## Story

Ethan is a beer enthusiast that carefully selects beers based on his current preferences and vast knowledge. He tries new beers on tap whenever he can, usually after work or while out with his friends or family. Beer is one of Ethan's favorite hobbies, and he likes the confidence beer expertise gives him.

## Goals

- Beer expertise
- Escape reality
- Drink his favorite beers
- Try new, seasonal beers on draught
- Buy beer that meet his tastes and current preferences

## Frustrations

- When his favorite beers return and sell out before he can buy any
- Restaurants with bad tap selections and overpriced bottles
- State distribution laws
- Driving long distances to get his favorite beers

## Behaviors

- Drinks 7 beers a week
- Buys beer from brewers & in styles he likes, mostly at large stores
- Tries new beers monthly, on draft
- Discovers new beer from emails (from brewers and BeerMenus)

## Needs

- First access to seasonal and limited release beers
- Updates about his favorite brewers and styles of beer
- Good tap selections
- To remember beers he's tried and their advanced tasting notes

## Influences

Cost

Calories

Local beers

Seasonal and limited release

Reviews and recommendations



## Personas (cont'd)

A second behavior pattern pointed to a person with little beer knowledge and a try-anything-once approach to new beer. They are primarily motivated by a need for new experiences and fun, and usually purchase beer based on nearby selection and fun appeal (cool names and packaging).

For this person, beer is an enhancement to another experience, like a social outing, a relaxing night in, or even chores.

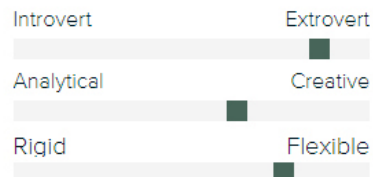
# Nikki



*"I picked 'Galaxy Hops' because I liked the name. Even if the taste isn't great, the surprise will be fun!"*

Age: 24  
Work: Junior Copywriter  
Family: Single  
Location: Woodside, NY  
Character: Secondary

## Personality



## Story

Nikki loves trying new beer on the weekends with her roommates. After work on Fridays, she stops at a nearby store and makes a custom 6-pack of beer to share. She picks whichever beers seem interesting based on the labels. Beer is an enhancement to Nikki's weekend plans, and something she looks forward to.

## Goals

- New experiences
- Have fun
- Drink new beer (and hopefully like it)
- Try interesting and exotic beers
- Buy new beer nearby

## Frustrations

- Buying a 6-pack and not liking it
- Carrying 6-packs on the subway
- Nearby beer selection
- Wasting calories on crappy beer

## Behaviors

- Drinks 4 beers a week
- Buys new beer that looks interesting or unique, in stores and in bars
- Tries new beers weekly, in single bottles or by sampling her friends' beers
- Discovers new beer on store shelves

## Needs

- New, inexpensive, nearby beer
- Fun, seamless experiences
- Beer that's worth the calories
- Beer that doesn't suck

## Influences



## Amber Ales

Anchor Steam...\$5.25  
Laughing Skull...\$6  
Monk in the Trunk...\$6  
Rogue Dead Guy Ale...\$7  
Shiner Bock...\$5  
Third Shift...\$5

