

# DEMOGRAPHICS

Women

Ages  
25-35

Living in  
the East  
London

freelance  
artist

# SAYS

There's no  
one place to  
find wine bars  
in my  
neighborhood

"I want to  
explore  
new wine  
bars"

# THINKS

there should be a  
single place where  
wine lovers in the  
city can find wine  
bars

there are new  
unvisited  
places that are  
not being  
advertised

# GOALS

explore  
her city

spend time  
with her  
partner and  
friends out

try new  
wines

# PAIN POINT S

Not being able  
to find new  
wine bars on  
google

being told about  
niche wine bars  
but none are near  
her or are not  
close to one  
another

# DOES

goes out on  
dates with  
her partner  
to wine bars

doesn't know  
where to go to  
look for new  
places to visit

# FEELS

overwhelmed  
by all of the  
options  
surrounding  
her

exhausted from  
saving options  
from various  
users on different  
platforms



Lydia

## Journey phases

### Discovering the site

### Discerning location

### Browsing options

### Finding physical location



#### Jobs to be done

- Seeking socials and web for options
- Asking others for advice

- Making clear which wine bars are in which location (neighborhood)

- create an option to search by location and or type of bar

- adding an accessible map to each attached bar



#### Context & Touchpoints

- What pops up on their fyp or quick search
- what key words do they enter in when searching

- button/link to wine bars under that neighborhood
- clearly labeled

- search bar
- button/links

- making it clear and visible to see
- maybe an illustrated one on the neighborhood main pg, but a legit google one on individual pgs



#### Gains

- It could lead them to discover new wine bars in the area, easy access

- quick way to look for wine bars in a specific neighborhood

- gives the user multiple options to find what they are seeking on the site

- will give the user a clear view of where the location is and directions



#### Pains

- It could seem untrustworthy as it is a new site
- lack of usage

- limits user to a few neighborhoods

- it could overcomplicate things if there is only a limited amount of options

- could overstimulate or overcomplicate the page for the user