

# Tempourum

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## THE PROBLEM

Users need an at-home sommelier with an extensive knowledge of movies and drinks that could take the guesswork out of hosting.

## WHAT IS A SOMMELIER?

*/somol-yay/*

The literal definition of "sommelier" is a wine steward. This is a french term for someone who has an extensive knowledge of wine and its components, usually employed by high-end restaurants to offer suggestions to diners of what to pair with their dinner course.

# CONTEXTUAL RESEARCH

We conducted user surveys through Instagram to determine who our audience was and what exactly they were looking for. Displayed below are the results. (1/2)

## How often do you consume alcohol?

- Never (0)
- Occasionally (3)
- Often (10)
- Very Often (1)

## What is your age?

- 21-30 (1)
- 31-40 (13)
- 41-50 (1)
- 51+ (0)

## What is your favorite kind of alcohol?

- Liquor (5)
- Wine (6)
- Beer (1)
- Other (2)

## Would you enjoy an app that recommends movie/book/music and wine pairings?

- Yes (12)
- No (2)

## Would you enjoy an app that offers themed( 4th of July, Christmas, etc. ) packages containing food and wine pairings based on that theme?

- Yes (12)
- No (2)

## Would you enjoy an app that keeps track of your favorite wine pairings?

- Yes (10)
- No (4)

## Would you enjoy an app that recommends food/wine/activities special to a specific location?

- Yes (13)
- No (1)

## Would you enjoy an app that acts as a sommelier, and suggests food and wine pairings and suggests wines based on personal taste preferences?

- Yes (8)
- No (6)

# MARKET RESEARCH

## Apps

**Delectable:** An app that features a label scanner. Whenever you scan the bottle the app will connect you to reviews and ratings for that particular wine **Con:** it does not connect you to sellers or to different life pairings.

**Vinebox:** An app that allows you to track your wines that you've tried and discover new varieties. It allows you to match different wine notes to certain food flavors for the best pairing. **Con:** This app only offers a minimal selection of foods and does not connect with beers, liquors, events, or themes.

**Untapped:** An app that allows you to track and rate your craft beers and connect to other craft beer lovers within your area **Con:** It is only limited to beers.

**Mixtura:** is an app that tells you what cocktails you can create with the ingredients that you have on hand. **Con:** It mostly focuses on liquor classics such as an old-fashioned or martini.

## Subscriptions

**Winc:** a membership subscription that sends you bottles starting off at \$13 a piece. **Con:** This service is great but they take away the excitement of personalizing your experience and catering it to you.

**Vinebox:** \$29 for the first month and sends you wines by the glass to try and taste. **Con:** Weaknesses are that you only receive a single glass of 3 separate wines making it tough to share with others.

## DESIGN CRITERIA

- How may we make it easy-to use?
- How may we make it engaging?
- How may we make it customizable?
- How may we make it enjoyable?
- How may we make it helpful?
- How may we boost the user's confidence?

## BRAND PROMISE

We guarantee a perfectly curated experience for your night at home, whether it's hosting an event or relaxing with a loved one. We do the hard part so you can focus on the best part.

## DESIGN GOALS

- to give users easy access to a specialized knowledge they wouldn't normally be able to get from other search engines or platforms
- an expertise on movies and beverages in the palm of your hand
- to keep the design very simple so that the information would stand out
- to mimic the fluidity of liquid by using abstract, organic shapes

## FEATURES AND FUNCTIONS

- digital cellar to store your favorite pairings for later
- camera scanner with options to scan bottle labels or movie barcodes
- search bar
- profile customization
- home screen recommendations for favorite pairings
- buttons on the bottom menu that the user can access from any screen
- camera slider so that you can move between bottle labels or movie barcodes and covers
- "swipe up options" to view the different pairing information

# FLOW CHART

## TEMPOURUM



IDENTITY DEVELOPMENT



## BRAND IDENTITY

Our app name is derived from the Latin word, "temporum" which has a few different meanings.

- "harmony", we felt this was an appropriate connection because it emphasizes this idea of two things (in our case, drinks and movies) working together to balance each other out.
- "to cut time", we also felt that this was appropriate because the basis of our app is to save the user time when they are hosting or entertaining.

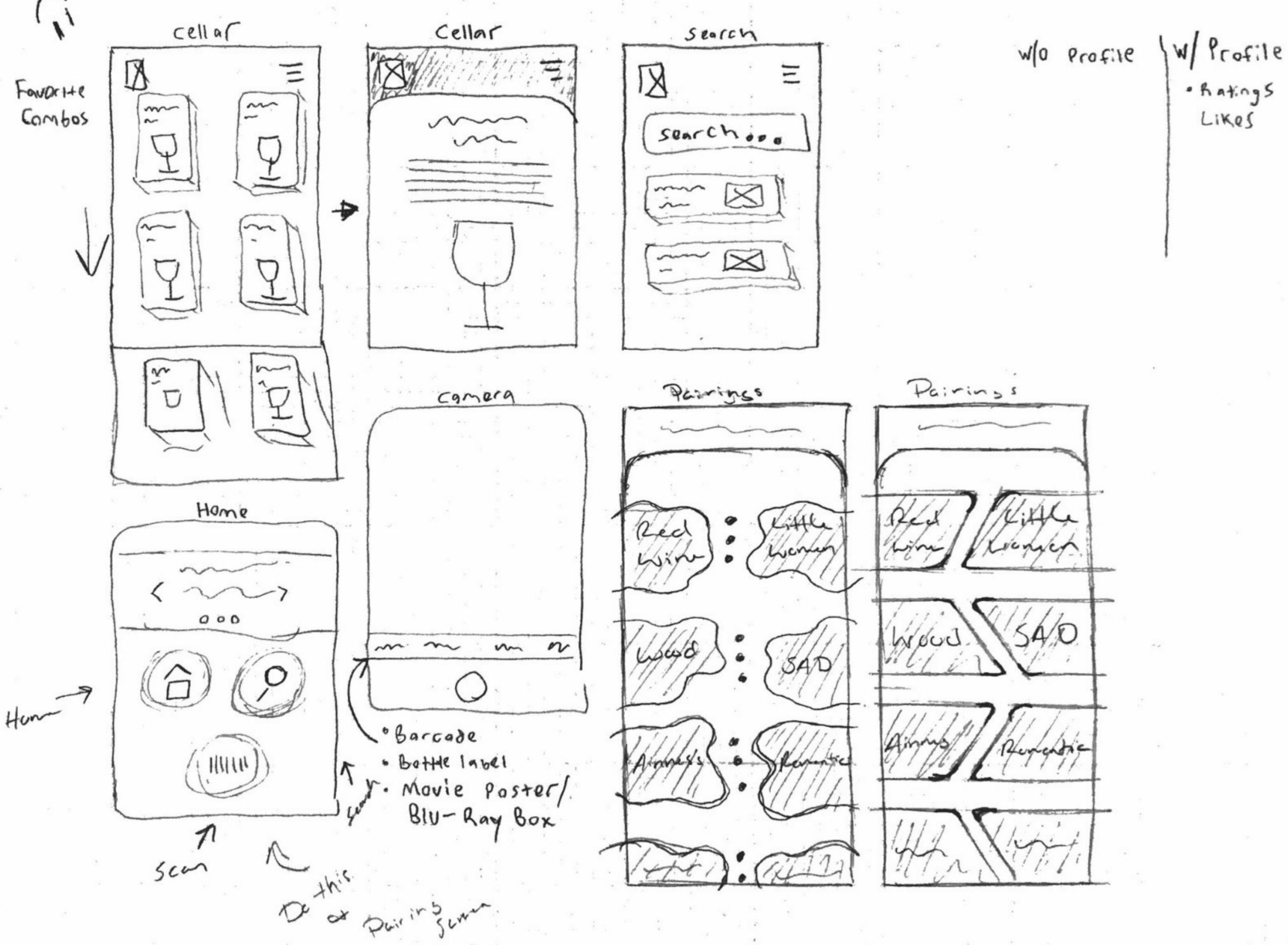
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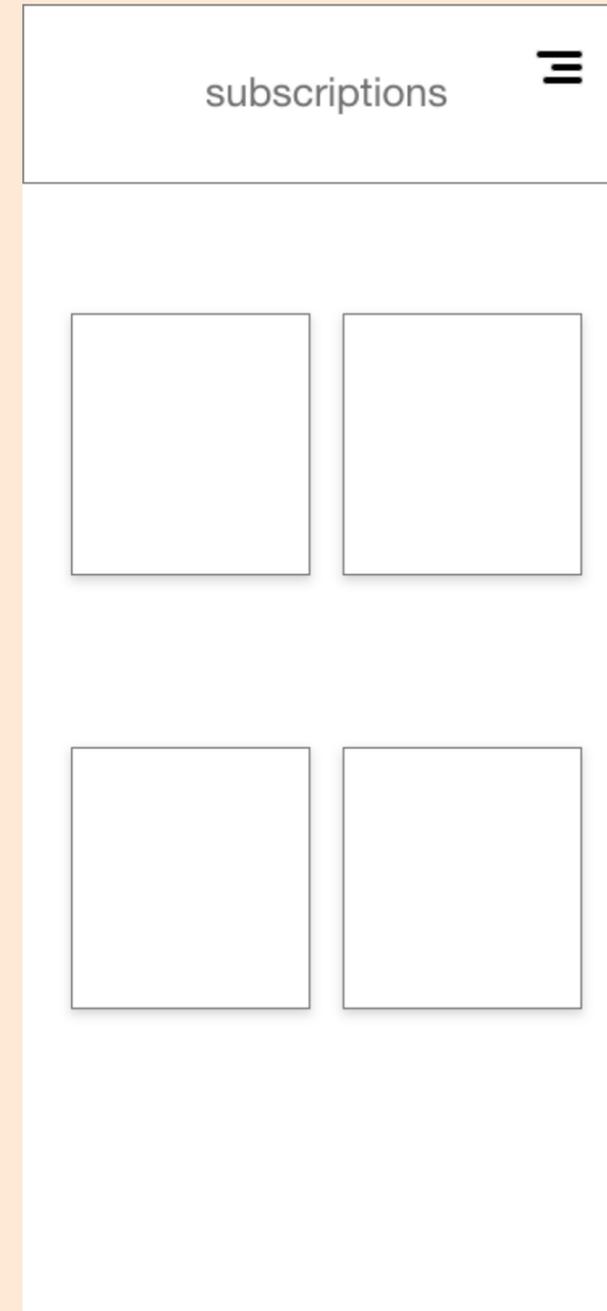
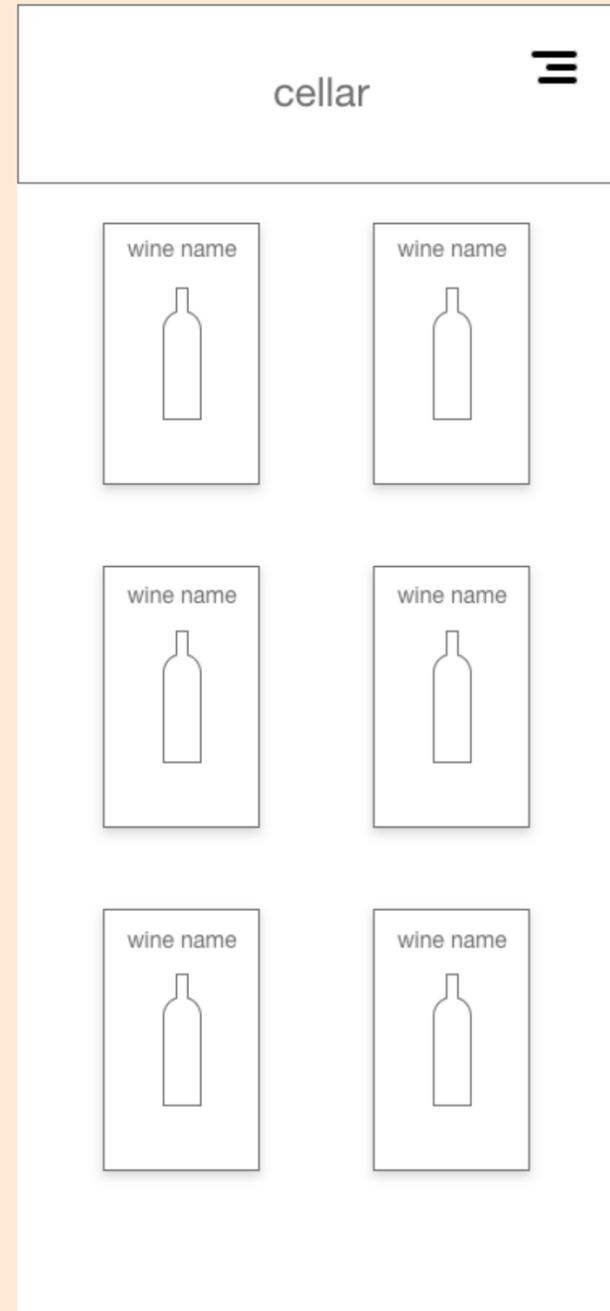
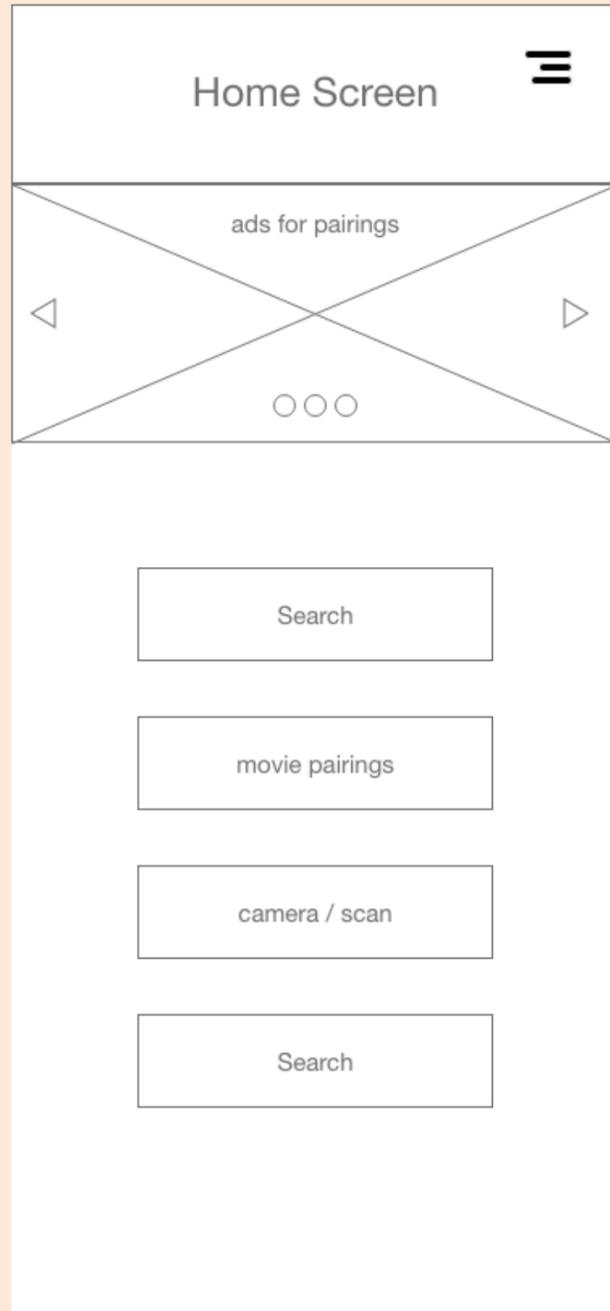
# Commercial Storyboard



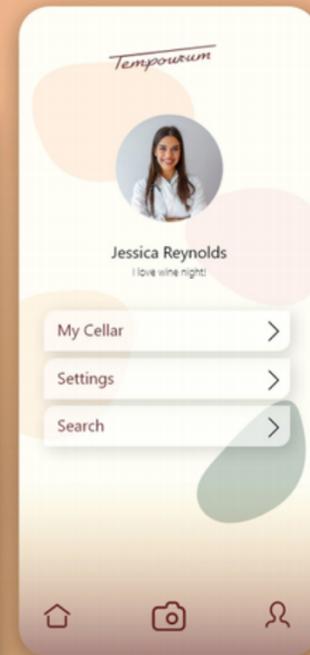
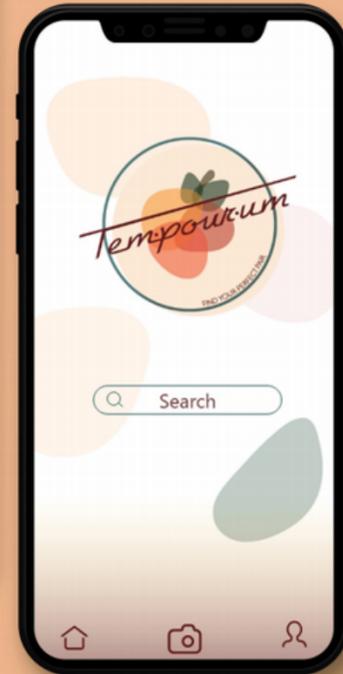
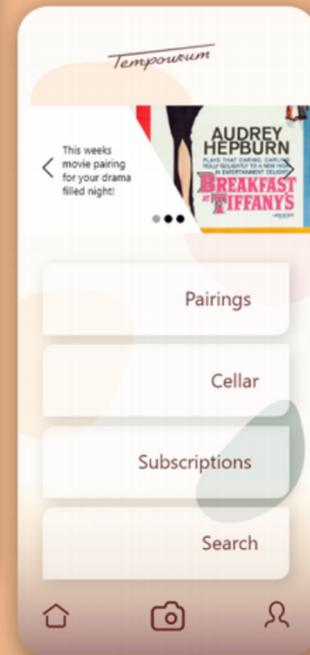
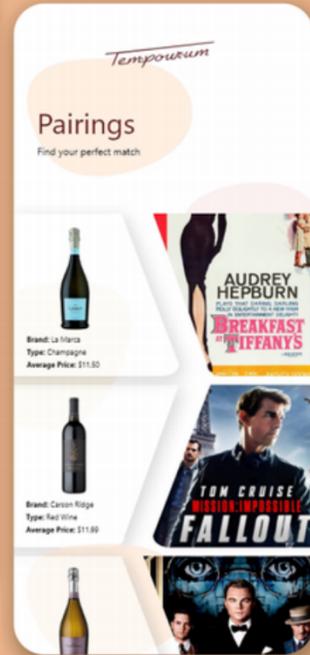
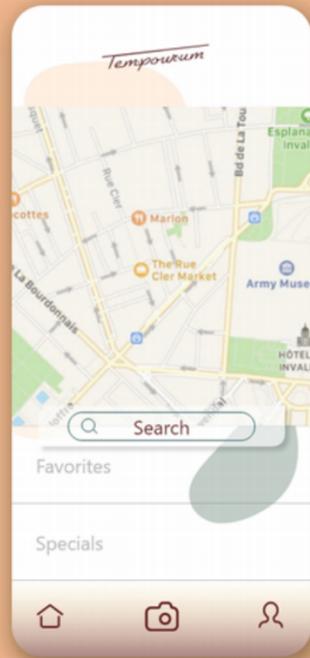
# Lo-Fi prototypes



# Mid-Fi prototypes



# Final Screens



# CITATIONS

## Filming location

- Johnnie Ganem Package Shop
  - 501 Habersham St, Savannah, GA 31401