

# Refresh Culture

Where we believe YOU'RE the  
good time, booze not required!





# Let's get fresh!

Refresh Culture is an app for those who love to get social without alcohol and the "typical" drinking scene..

A refreshing take on social gatherings, Refresh Culture helps people find new venues and experiences that match their personal idea of a good time, no booze required!



# Problem vs Goal



## The Problem

With the uprising trend of mocktail bars and the health benefits of leading a sober-curious lifestyle, users are left in the dark when searching for locations and activities that are alcohol-free.



## The Goal

- Provide a valuable resource to users of locations & activities that support a sober lifestyle
- Lists of “bars”, restaurants, cafes & activities that do not include alcohol

## Team



### Dahli Durley

Lead Information Architect  
UX Designer



### Ashley McNeill

Lead UX Researcher  
UX Designer



### Beth Culp

Lead UX Designer  
UX Researcher  
Front End Developer



### Meghan Fasano

Lead UI Designer  
UX Designer



### Marvin Acha

Lead UX Researcher  
UX Designer

## Timeline

2 week sprint

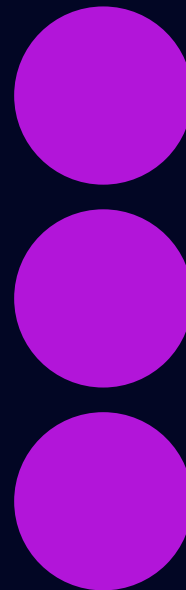
## Deliverables

High-fi Prototype  
Style Guide  
Responsive Webpage

## Tools



zoom



# The Process

01

## Discover

- Proto-persona
- User interviews
- User Survey
- Competitor Analysis
- Affinity Diagram
- User Persona

02

## Define

- Problem Statement
- UX Hypothesis
- Value Proposition

03

## Ideate

- I like, I wish, What if
- Feature Prioritization
- Storyboarding
- Journey Map
- User Flow
- Sketching

04

## Design

- Paper Prototype
- Mid-Fidelity Prototype
- Style Guide
- Hi-Fidelity Prototype

05

## Test

- Usability Testing
- Guerilla Testing

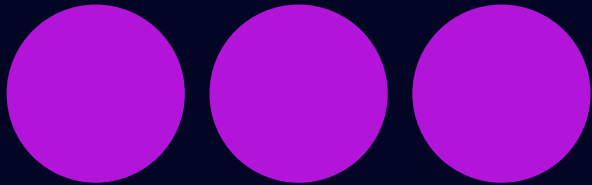


**Discover**





# Secondary Research



# Laura Silverman Interview

Founder of [Booze Free in DC](#) & [Zero Proof Nation](#)

- Lots of people in community who don't drink
  - in recovery, sober but not in recovery, dry January/healthy lifestyle, mindful drinkers
- Instead of being in recovery, alcohol-free becomes your lifestyle
- "Sober-curious" tends to be open-minded, a curious approach to living



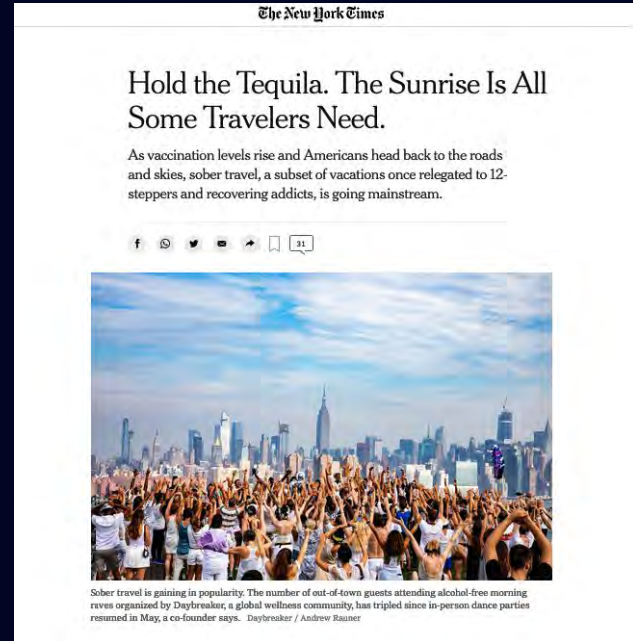


# “Hold The Tequila. The Sunrise is All Some Travelers Need.”

New York Times - June 2021

- **29%** planned to take alcohol-free trip after the pandemic
- Mentions “sober vacation” jumped **100%** over Memorial Day weekend
- Alcohol-free fun are expanding in many large cities

[View article](#)



# “Make Mine a Mocktail: Why the Non-Alcoholic Drinks Trend is Here to Stay”

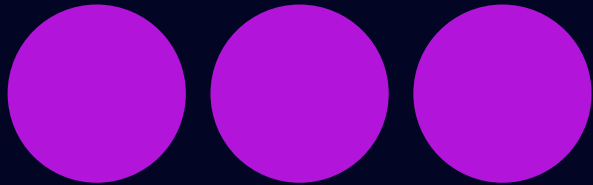
Forbes - May 2019

- Online searches for the word "mocktail," are up **42%** over the past year
- “non-alcoholic” is up **81%** across global searches
- “Over **40%** of restaurants surveyed in Los Angeles featured their own non-alcoholic drinks menu, compared to **30%** of New York premises.”

[View article](#)



# Primary Research



# Research Plan

*Test accuracy of our proto-persona, perceived problem and user pain points by interviewing our target audience*

**Research Objective:** As a user researcher, I want to understand nondrinkers' past experiences with finding convenient and local social activities.

**Interviewees:** Self identified nondrinkers between 23-34 years old

**Survey Respondents:** A mix of drinkers & nondrinkers

5 interviews

130 survey responses



# Insightful Interviewee Quotes



"We live in DC. The first thing you think about for a weekend activity is going out drinking."



"My friends don't judge my drinking because they're not 5 years old."



"Those who want to drink, drink. Those who don't, don't."



"Drinking is the assumption and therefore if you're not drinking you're a variant. You're abnormal."



"It is really odd that people feel that like...people feel this desire or need to be somehow impaired to socialize."



# Affinity Map Findings



## Major Pain Points

01

Feeling Ostracized

02

Most social events revolve around alcohol

03

Lacking non-alcoholic beverage options



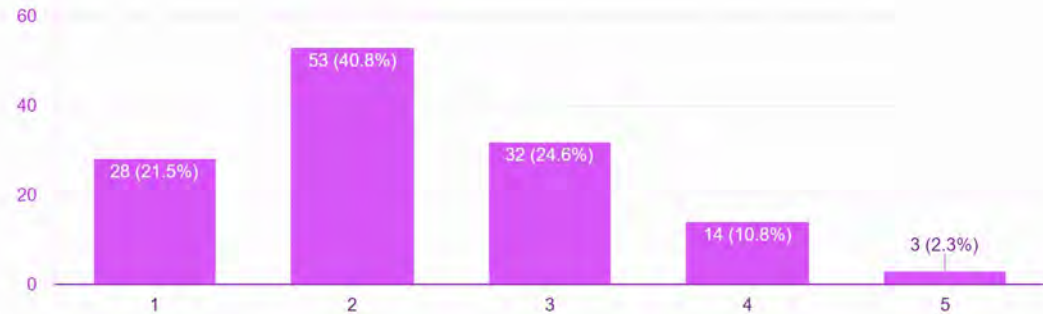


# Survey Findings

**4/5** interviewees and **86%** of survey respondents felt that nondrinkers needs were **NOT** accommodated at social events/activities

How well do you believe social events accommodate the needs of nondrinkers?

130 responses





## Demarcus Wilson

*"If more places catered to non-drinkers, you wouldn't have to worry about that awkwardness of ordering a non-alcoholic drink."*

# User Persona

*Our team created our persona based on our research synthesis of secondary research, user interviews, affinity mapping and survey results.*

### GOALS & NEEDS:

- Doesn't drink, but still wants to be able to hang out with friends who do drink alcohol
- Wants to go out on the weekend
- Can have a good time if there is something to do besides drink alcohol

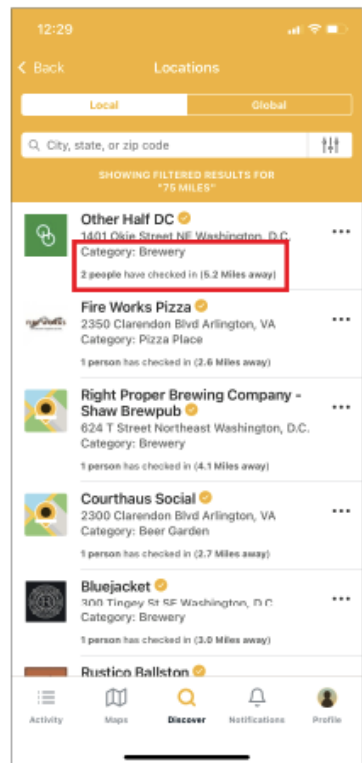
### PAIN POINTS:

- Awkward questions/interactions with the server/bartender
- Frustrated that people think he "has a problem"
- All the work is on him to think of date ideas that are more creative than bars

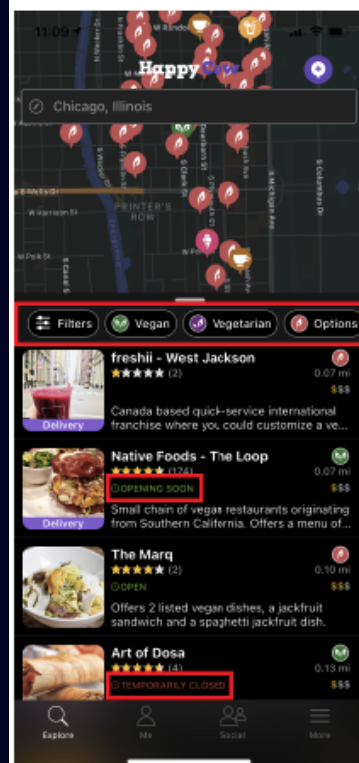


# Competitor Analysis

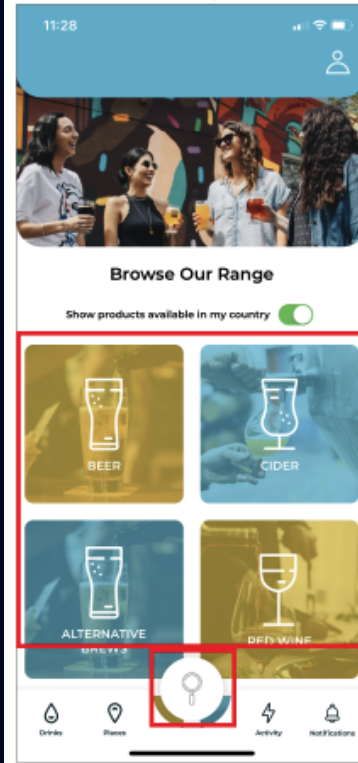
Venues nearby with categories and number of users



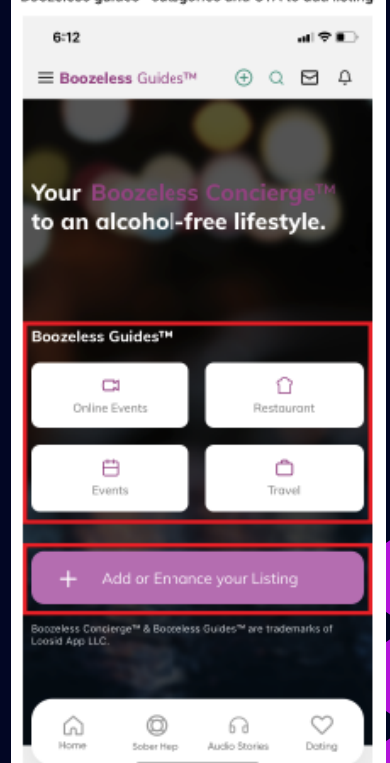
Home screen - map and list with venue status



Home screen with drink categories and search



Boozeless guides - categories and CTA to add listing





**Define**



# Problem Statement

Demarcus, a **social millennial non-drinker**, needs to find **inclusive** social environments in DC where drinking alcohol **isn't the focal point**, so he can more easily socialize **without feeling ostracized**.

He **doesn't know where to easily find** such environments. He ends up **settling** for places his friends choose, which are usually alcohol-centered.

***How might we provide a convenient way to find experiences and locations in the DC area that meet his needs?***



# UX Hypothesis

We believe that creating an app that **provides information** on **inclusive social environments** that **aren't centered around drinking** allows individuals to enjoy socializing **without feeling ostracized.**





A woman with long brown hair and sunglasses is dancing in a crowd at a festival. She is wearing a black t-shirt and has her right arm raised. The background is bright and out of focus, showing other people and structures. A dark blue rounded rectangle with a purple border is overlaid on the right side of the image, containing the word "Ideate" in white. Below the rectangle are three yellow circles and a smartphone held up by someone in the crowd.

**Ideate**

# I Like, I Wish, What if Ideation

- Brainstormed possible features for based on...
  - user interviews/user persona
  - competitor analysis
  - problem statement
  - UX hypothesis.

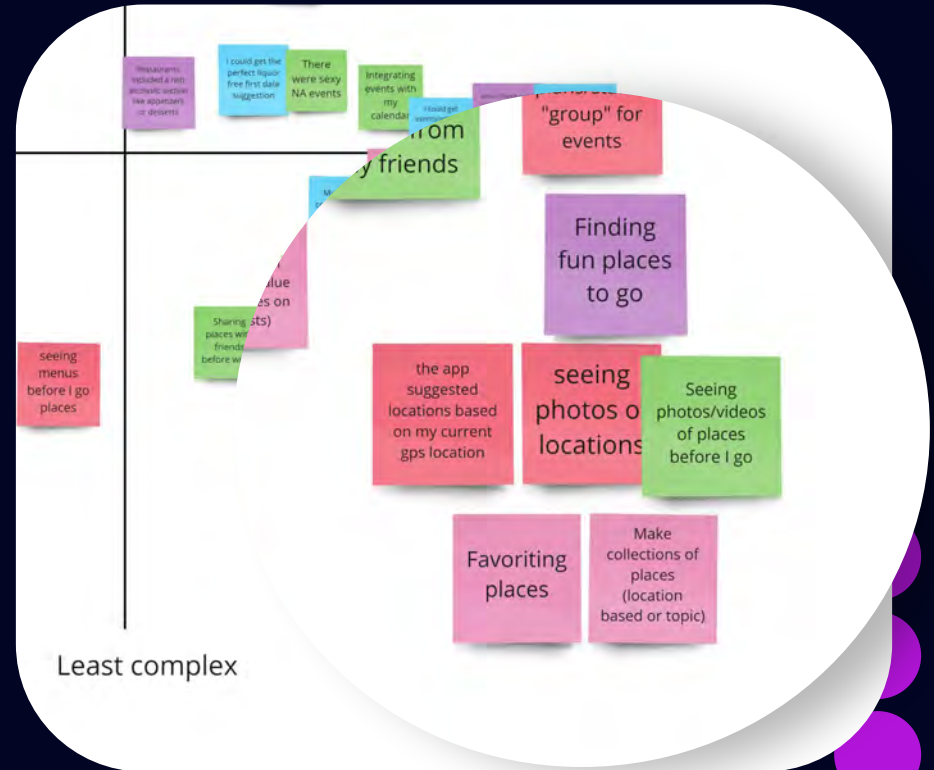


# Feature Prioritization Matrix

Prioritized "I Like, I Wish, What if" brainstormed features based on...

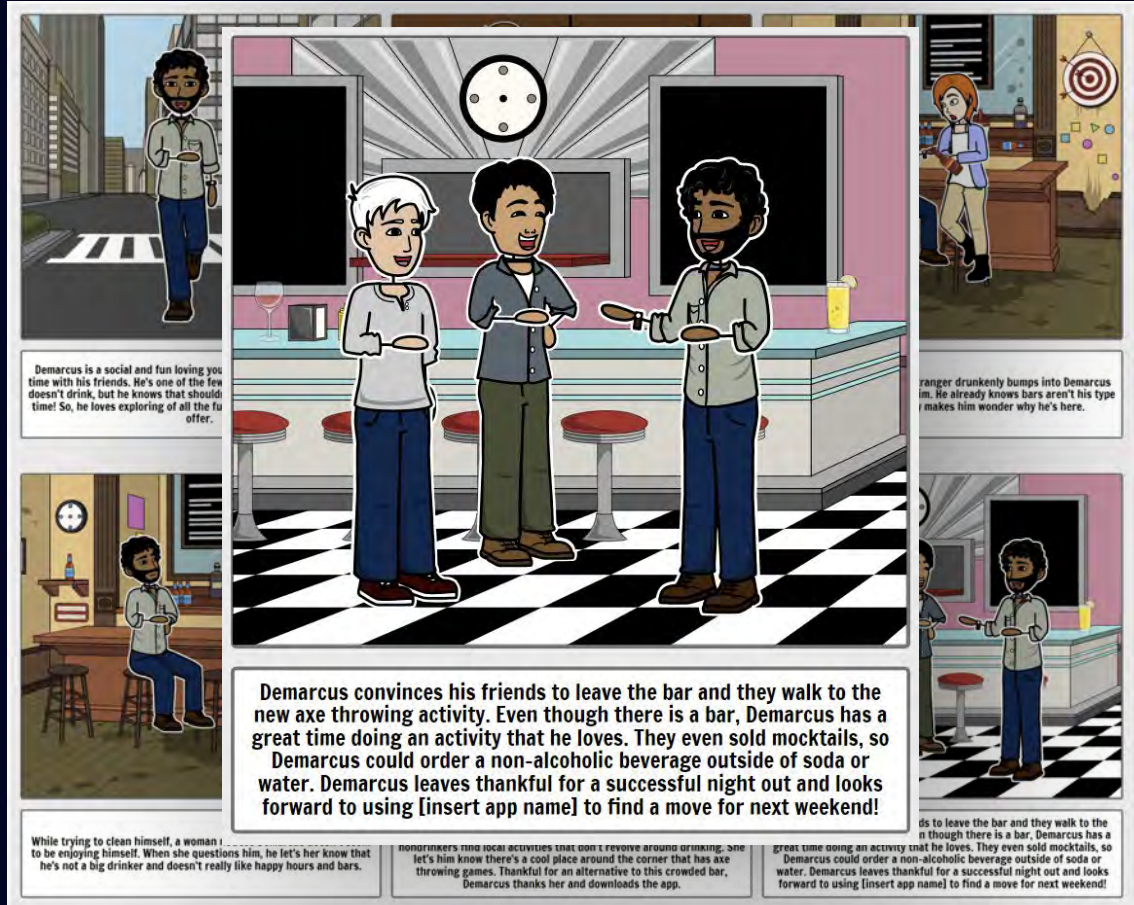
- **Complexity**
- **Value**

Chose to create features that provided the **most value** to users and the **least complexity** for our team to create our **minimal viable product** (MVP)



# Storyboard

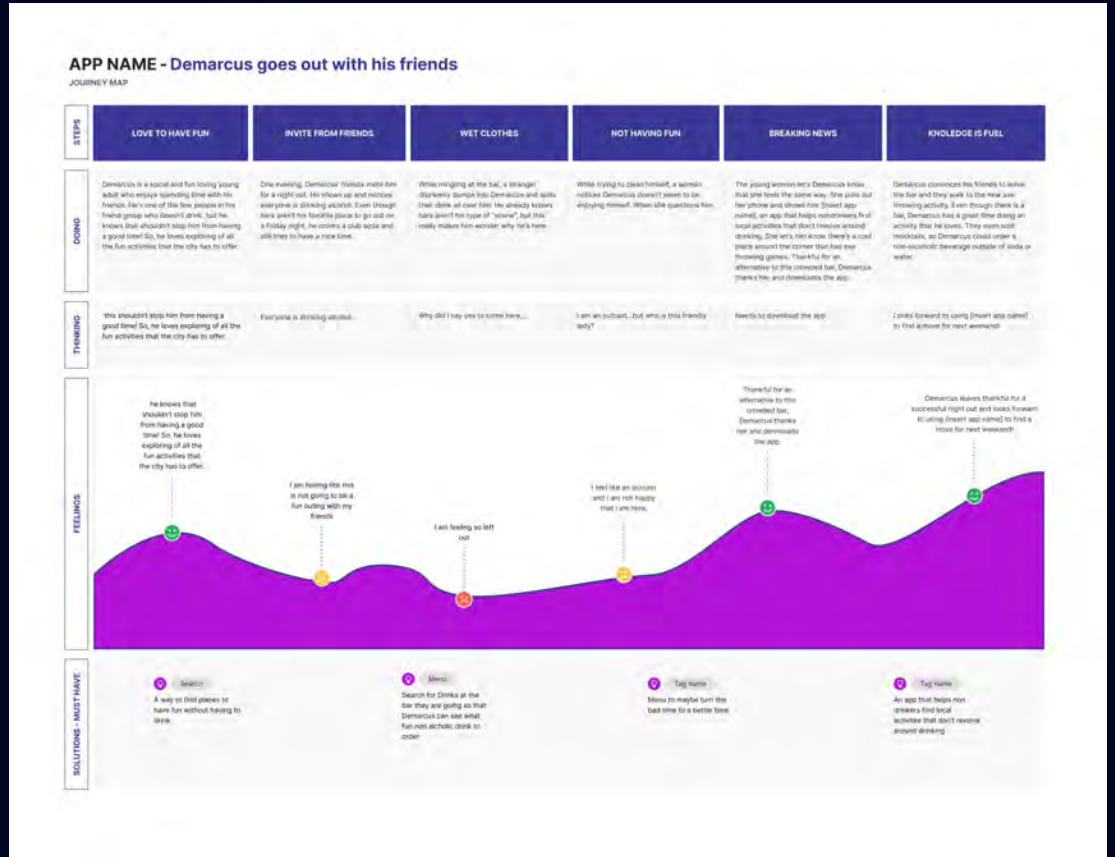
- Inspired by...
  - user interviews
    - Enjoys spending time with friends
    - Feels ostracized at times
    - Not accommodated
  - important app features
    - Location/nearby feature
    - Mocktail friendly
    - Suggestions based on interests



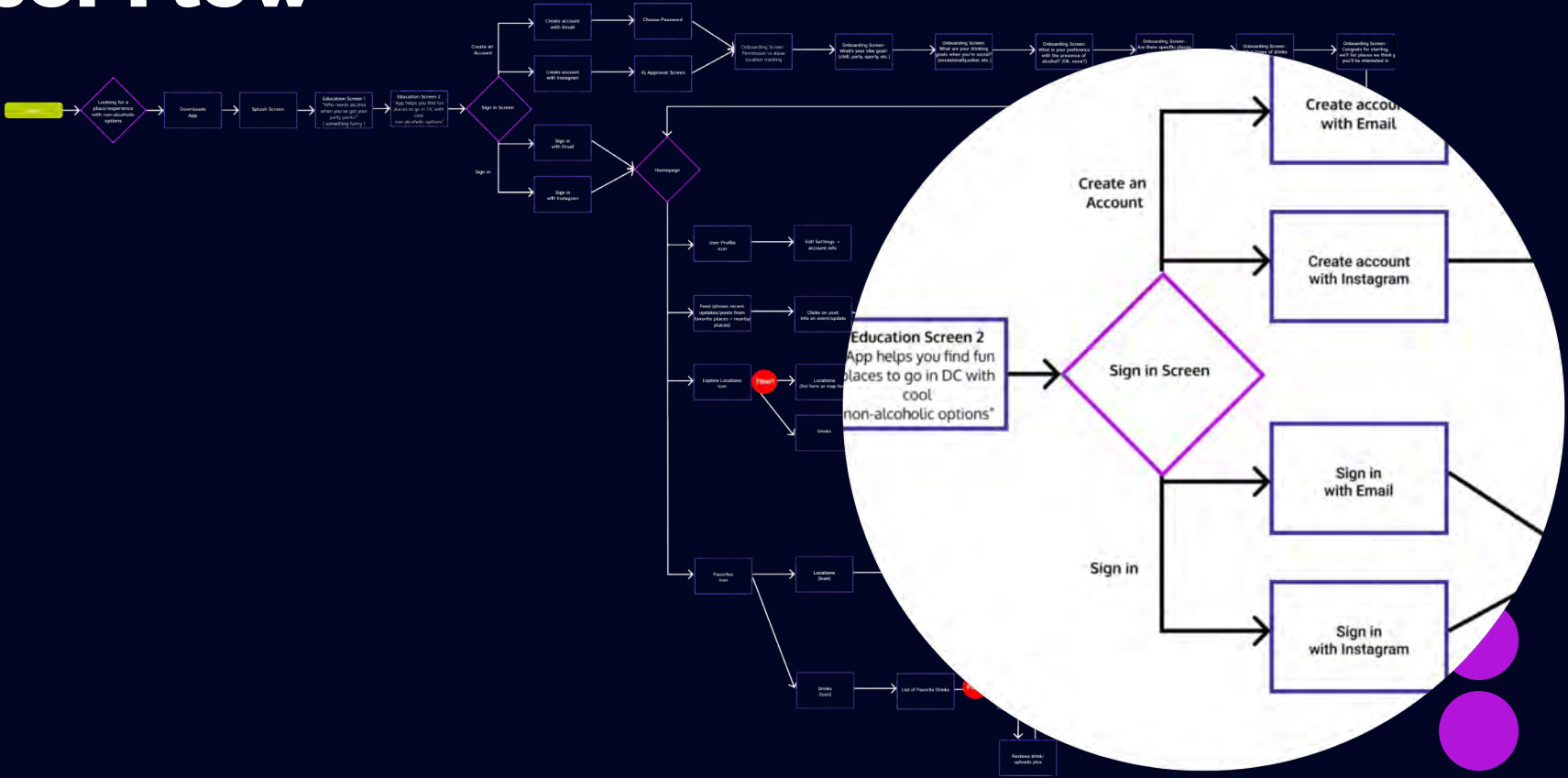


# Journey Map

- Inspired by storyboard
- Found opportunities based on pain points throughout Demarcus' experience
- Possible solutions:
  - Searching for drinks before going out & seeing the menu
  - Finding non-alcohol friendly venues

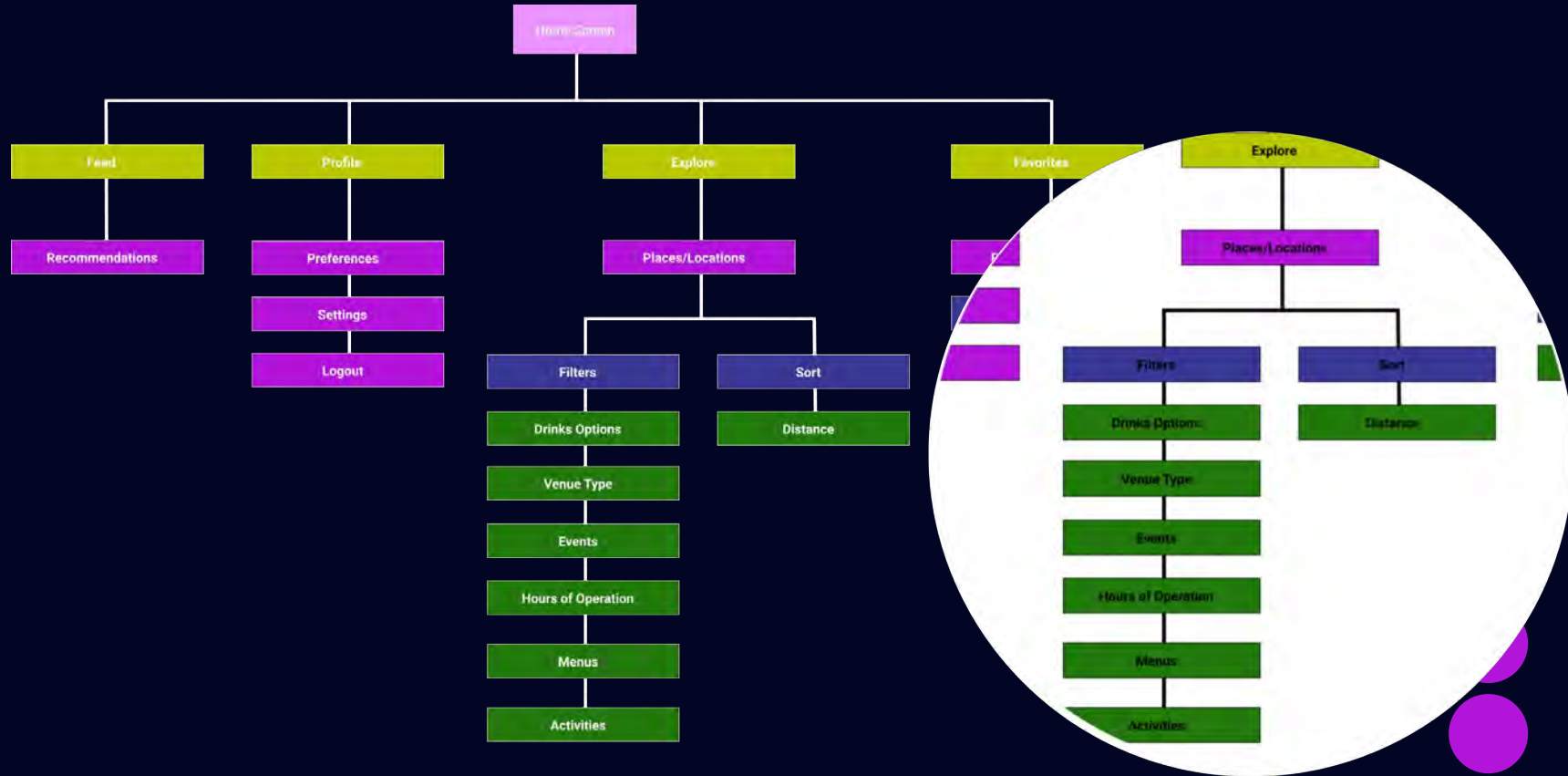



# User Flow





# Information Architecture

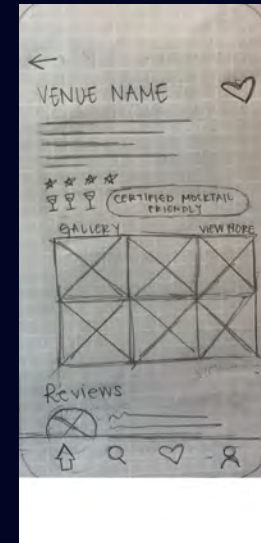
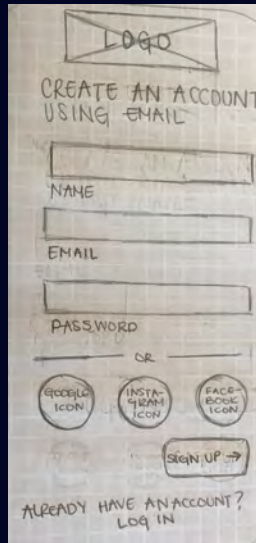
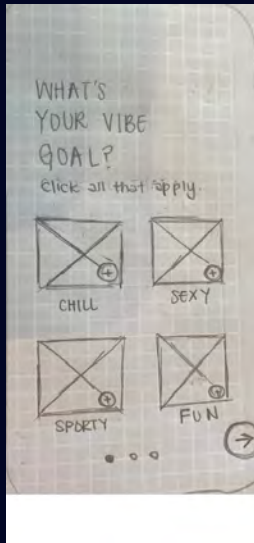


A vibrant, outdoor scene at a music festival. A diverse group of young adults is captured in a moment of joy, dancing and socializing. In the foreground, a man in a red and blue striped polo shirt has his arm raised, pointing towards the sky. Next to him, a woman with long brown hair and a purple headband is laughing heartily. To her right, a man in a pink button-down shirt is smiling and looking towards the woman. In the background, other festival-goers are visible, some with their arms raised. The setting is outdoors with lush green trees and a bright, sunny atmosphere. A dark blue rounded rectangle with a purple border is overlaid on the right side of the image, containing the text 'Design & Test'. Below the text, three bright green circles are arranged horizontally.

# Design & Test

# Paper Prototype

- **Combined layouts and components that would be...**
  - Easily discoverable to users
  - Follows common UI patterns
  - Display information that is most important to users



# Usability Testing

## Research Objectives

- Register a new account and get to home screen
- Find venues that have mocktails
- Explore a specific venue and favorite it

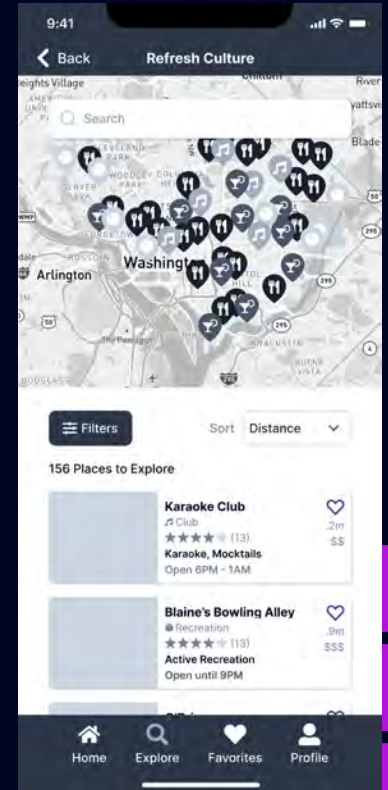
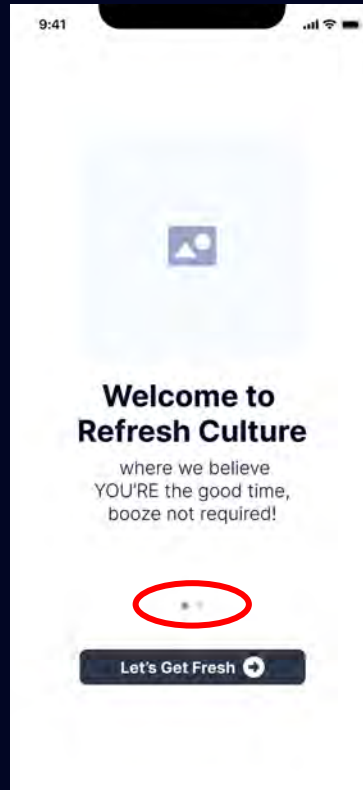
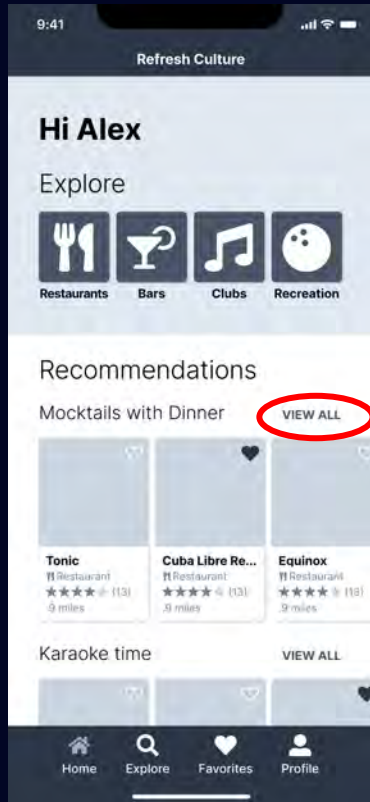


## Pain Points

- Unable to view more venues from a homescreen category
- Unable to skip onboarding process
- Too many coaching screens



# Mid-Fidelity Prototype



# Mid-Fidelity Usability Testing

## Pain Points

### Onboarding

- Transition between onboarding to homepage is unclear
- More coaching requested
- Wishes she could select more than one drink preference

### Homescreen/Explore Page

- May want to look at venues outside of her current location

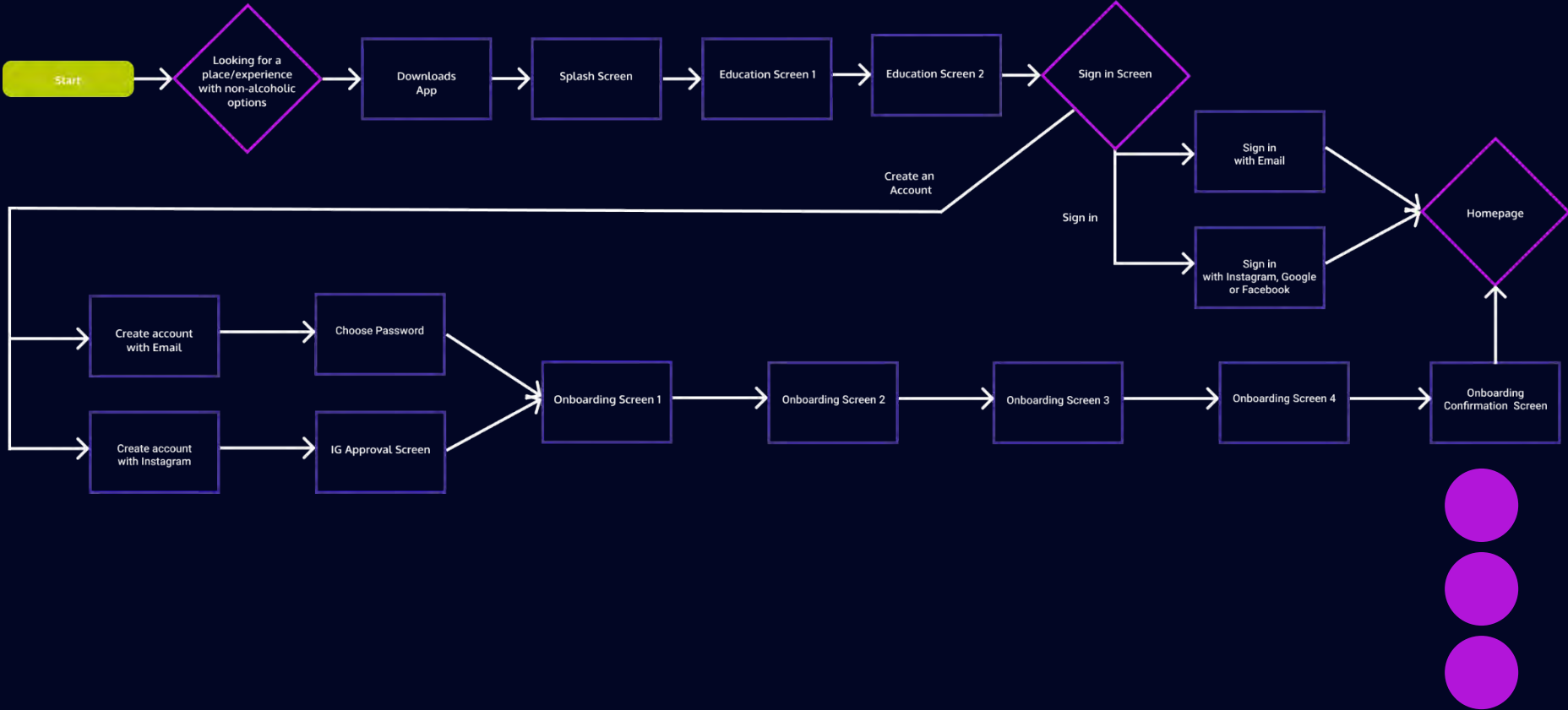
### Venue Page

- Could not easily identify drop-down for hours of operation
- Not sure what list icon is
- Could not easily find address and website link

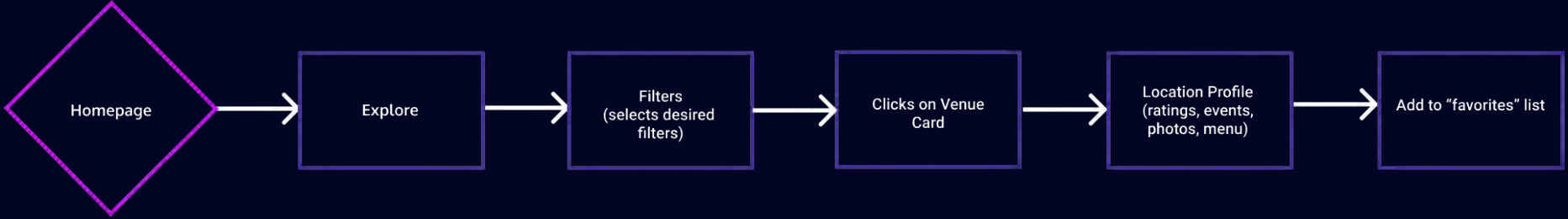




# Iterated User Flow: Account Creation

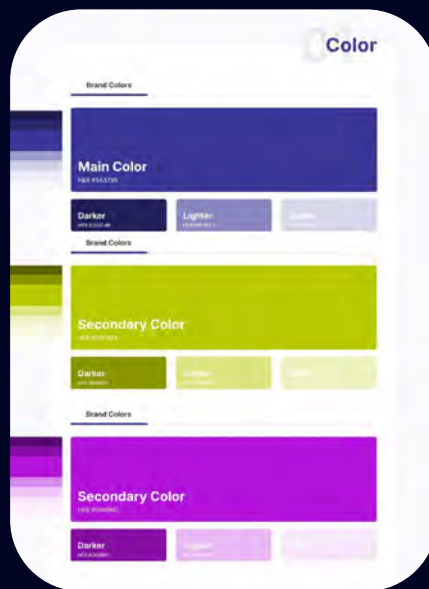
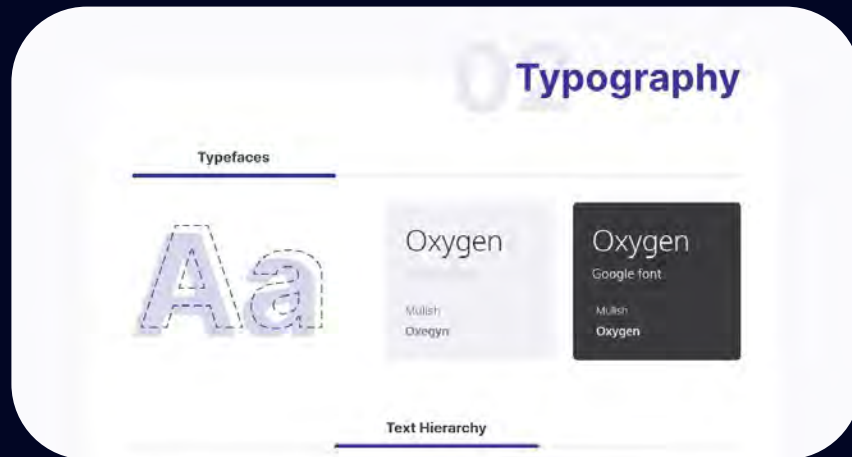


# Iterated User Flow: Explore



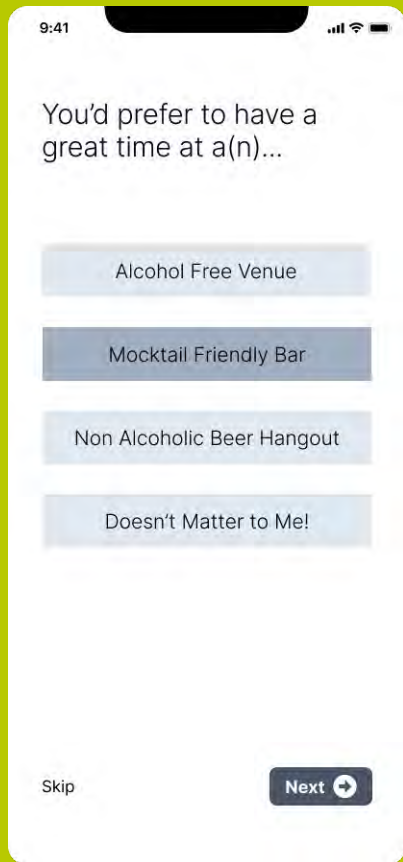
# Style Guide

Our UI design lead created a style guide based on Refresh Culture's mood board.

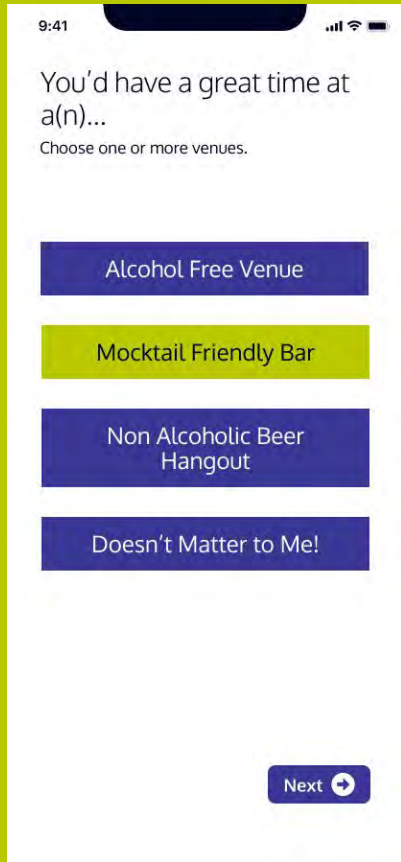


Name	Font weight	Font size	Line height
Display 1	Light	48px	1.3 x font size
Display 2	Light	40px	1.3 x font size
Heading 1	<b>Bold</b>	<b>44px</b>	1.3 x font size
Heading 2	<b>Bold</b>	<b>36px</b>	1.3 x font size
Heading 3	<b>Bold</b>	<b>28px</b>	1.3 x font size
Heading 4	<b>Bold</b>	<b>24px</b>	1.3 x font size
Heading 5	<b>Bold</b>	<b>20px</b>	1.3 x font size
Heading 6	<b>Bold</b>	<b>16px</b>	1.3 x font size
Lead Paragraph	Regular	22px	1.5 x font size
Body Large	Regular / bold	20px	1.7 x font size
Body Medium	Regular / semibold	18px	1.7 x font size
Body Normal	Regular / semibold	16px	1.7 x font size
Body Small	Regular / semibold	14px	1.7 x font size

## Onboarding Screen



BEFORE



AFTER

## Confirmation Screen

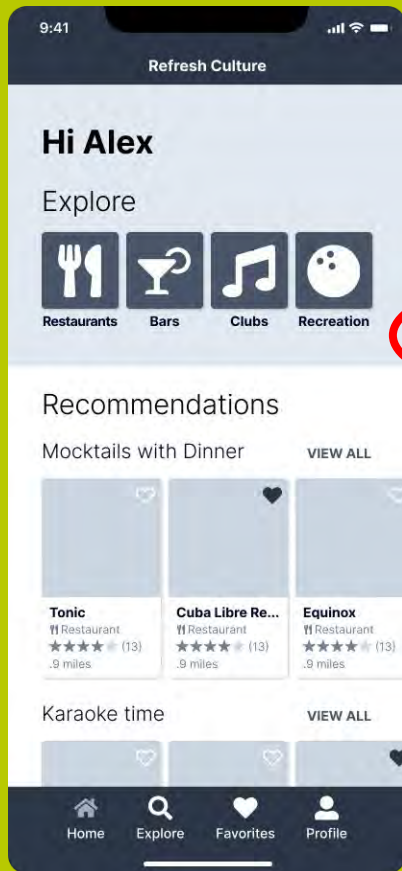


BEFORE

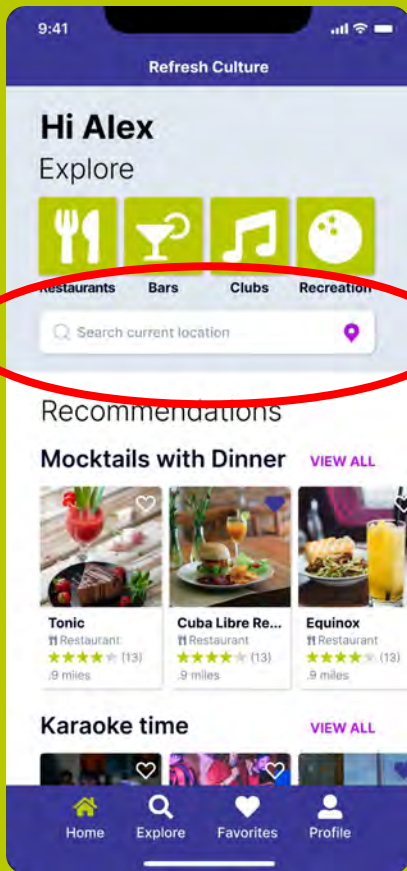


AFTER

## Homescreen

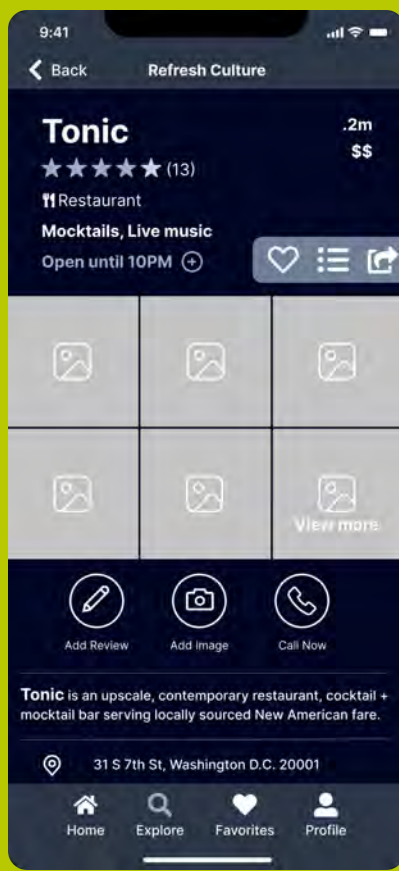


BEFORE



AFTER

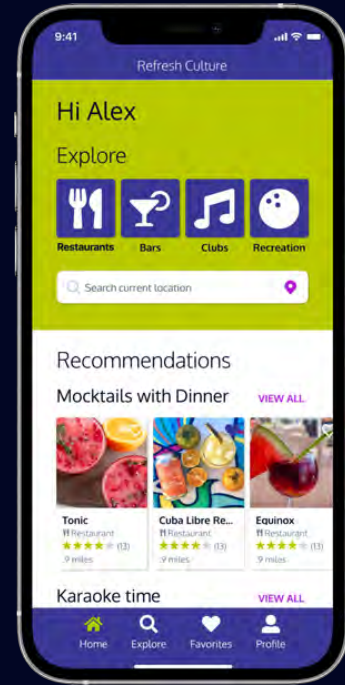
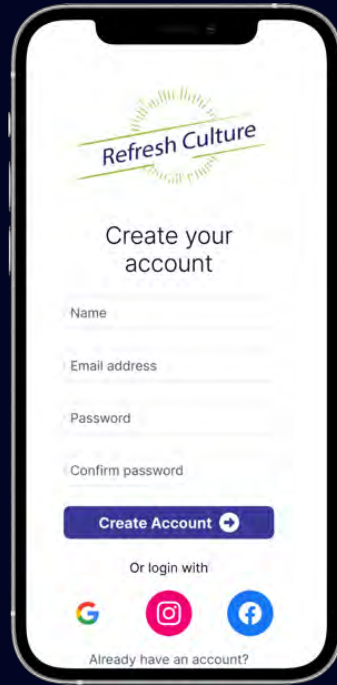
## Venue Profile



BEFORE



# High Fidelity Prototype

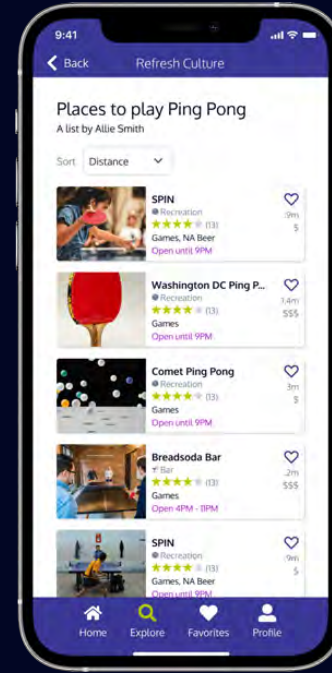
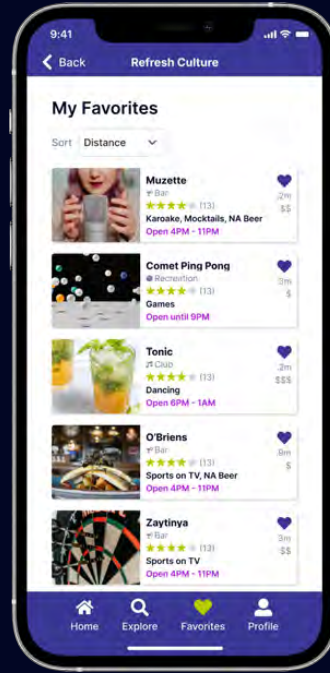
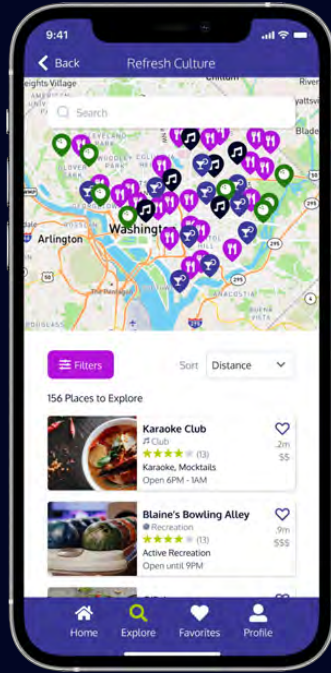


[View Prototype](#)





# High Fidelity Prototype

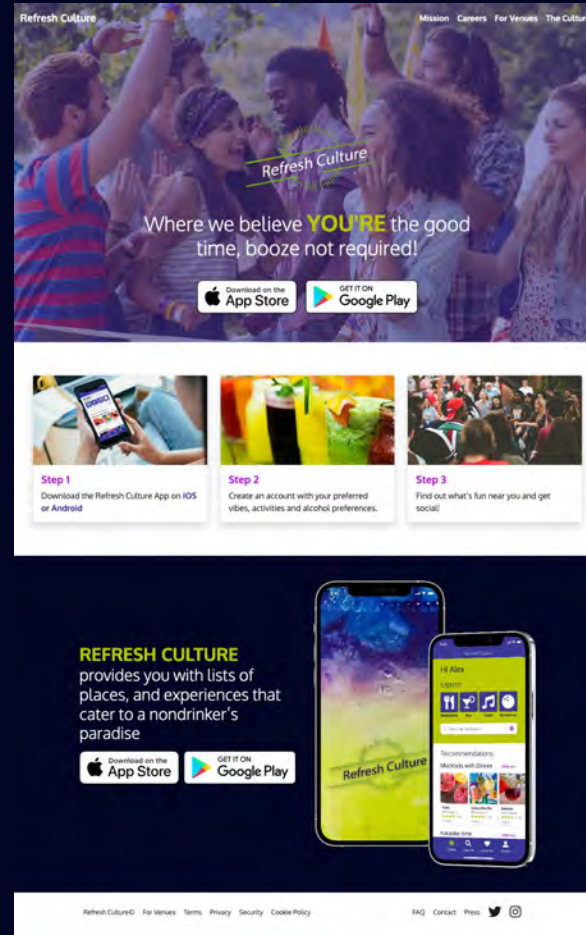


[View Prototype](#)



# Refresh Culture Desktop Website

- Created website to advertise app & educate possible users
- Maintained consistent branding through...
  - Imagery
  - UX Writing
- Journey Map inspired
- Coded in HTML & CSS with Bootstrap
- [View homepage](#)





# Future Iterations

- “Friends”/“Follow” Feature
- Feed Layout
- Events integration
- User flow/process for venues



**Thanks!**