



Mesotopia Beer App | Web Integration Proposal Tony Nguyen

Table of Contents

Introduction

1 | Creative Brief

Overview Walk-Through

2 | Daily Beer - Overview

Daily Beer - Info

3 | Nearest Bars

Friends | People

4 | Track & Rate

Suggested Beer

5 | Celebrities

Profile UI

6 | Messenger

Profile

7 | Map of Check-Ins

Order

8 | Payment Platform

Beer Notification

9 | Redeem

Logic Map

Mockup Sequences

10 | Today's Beer

11 | Yesterday's Beer

12 | Nearest Bars

13 | Nearest Bars | Details

14 | Friend's Activities

Web Integration

15 | Daily Beer

16 | Bar List

17 | User Profile

18 | Order

1 Background

The company brand “Mesotopia” was derived from two words. The Meso is from an ancient region in the eastern Mediterranean called Mesopotamia, where the oldest evidence of beer is believed to be originated from. The second word being utopia which symbolizes a community or society possessing highly desirable or perfect qualities.

2 Target Audiences

- Beer Enthusiasts | Connoisseurs
- Social Networkers
- Ages 24-36
- Restaurant | Bar Directors

3 Objectives

- Encourage Audiences to Explore New Drinks
- Include Ratings to Help them make Decisions
- Suggestions that Relates to their Taste Paleta
- Make People more Sociable
- Reward Consumers who are Regulars

4 Obstacles

There are people who sometimes are afraid of trying new things. Some people are just more comfortable with what they are more familiar with. Or simply they do not want to spend the money for something unknown to themselves.

5 Key Benefits

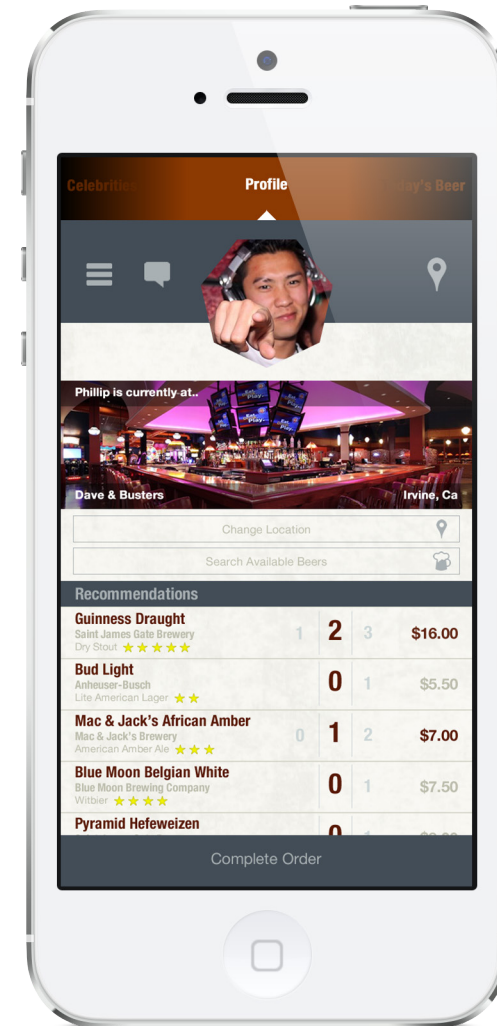
- Can Produce more Traffic to Restaurants & Bars
- Ordering Drinks for Non-Local Friends
- Promote a Specific Venue that Carries Unique Craft Beers

6 Tone

Offers engaging interactivity, fun knowledgeable facts, and rewarding social aspects.

7 Media

Mobile Application | Website Integration



Daily Beer - Overview



- 1 Main Navigation
- 2 Beer Name
- 3 Beer Type
- 4 Previous Daily Beers

- 5 Displays more Info About the Beer
- 6 Tap to see who are drinking this beer today closes to your GPS Proximity

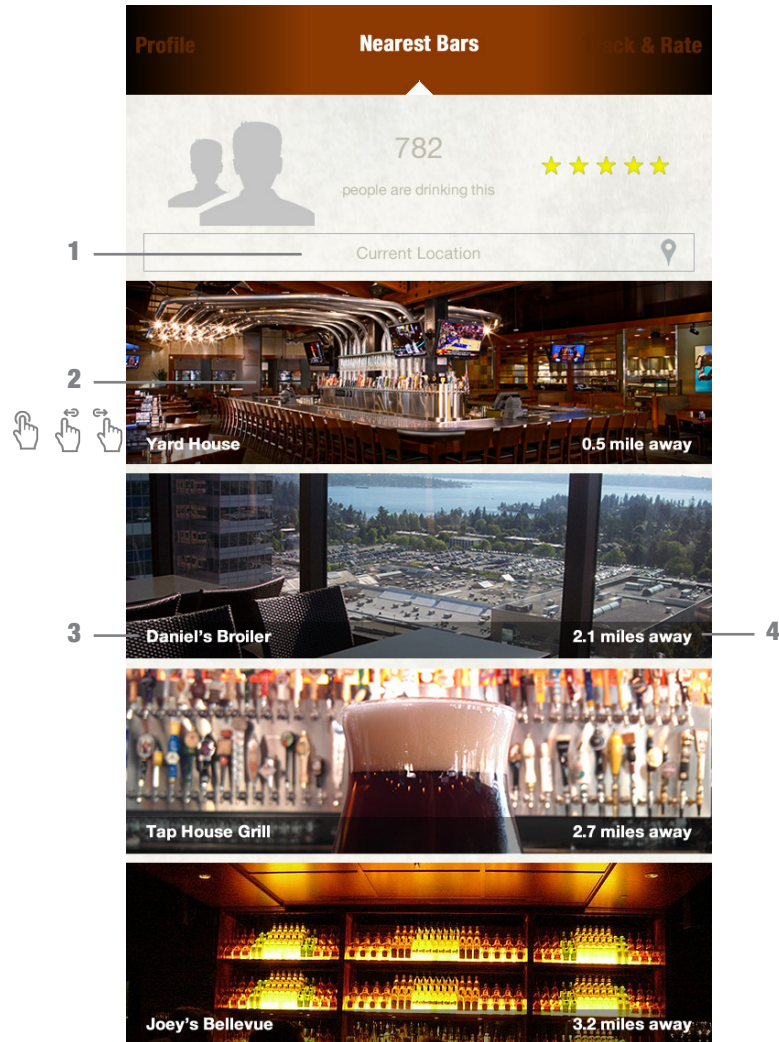
Daily Beer - Info



- 7 Find the Nearest Bars Serving this Beer
- 8 Swipe down to empty Glass to Track & Rate
- 9 Brewer/Company

- 10 Location
- 11 Alcohol % and Calories
- 12 Beer Rating

Nearest Bars



- 1 | Default Current Location within 10 Miles or Search other Areas
- 2 | More Info of Restaurant | Bar such as Hours & Address
- 3 | Name of Restaurant | Bar
- 4 | Distance from current Location

Friends | People



- 5 | Search within Friends or Other People
- 6 | Profile Photo Tap General Area to look at Profile
- 7 | Tap General Area for more Info and Directions
- 8 | Quantity of Beer
- 9 | Name & Type of Beer
- 10 | Tap or Swipe Left-Right to View more Beers drank

Track & Rate



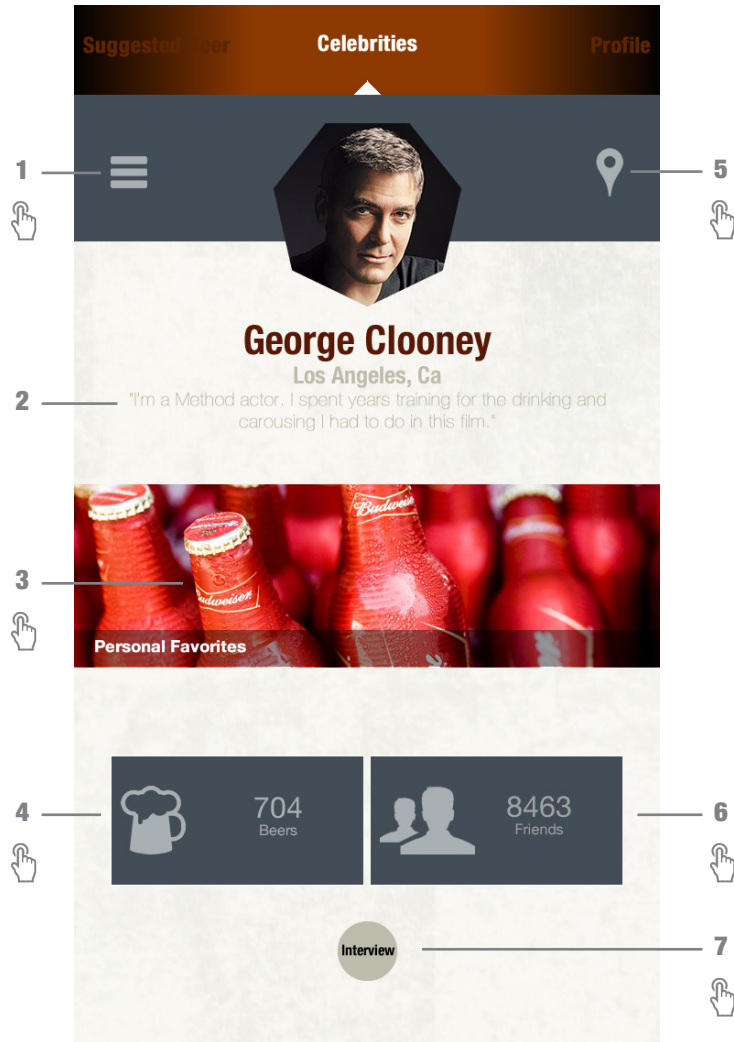
- | | |
|--|--|
| 1 Search for other Beers to Track & Rate | 4 Comment on the Beer |
| 2 Rate the Beer out of Five Stars | 5 Swipe Up or Down to Input Quantity of Beers Consumed |
| 3 Share your Tracked Beer VIA Facebook & Twitter | 6 Check-In & Track |

Suggested Beer



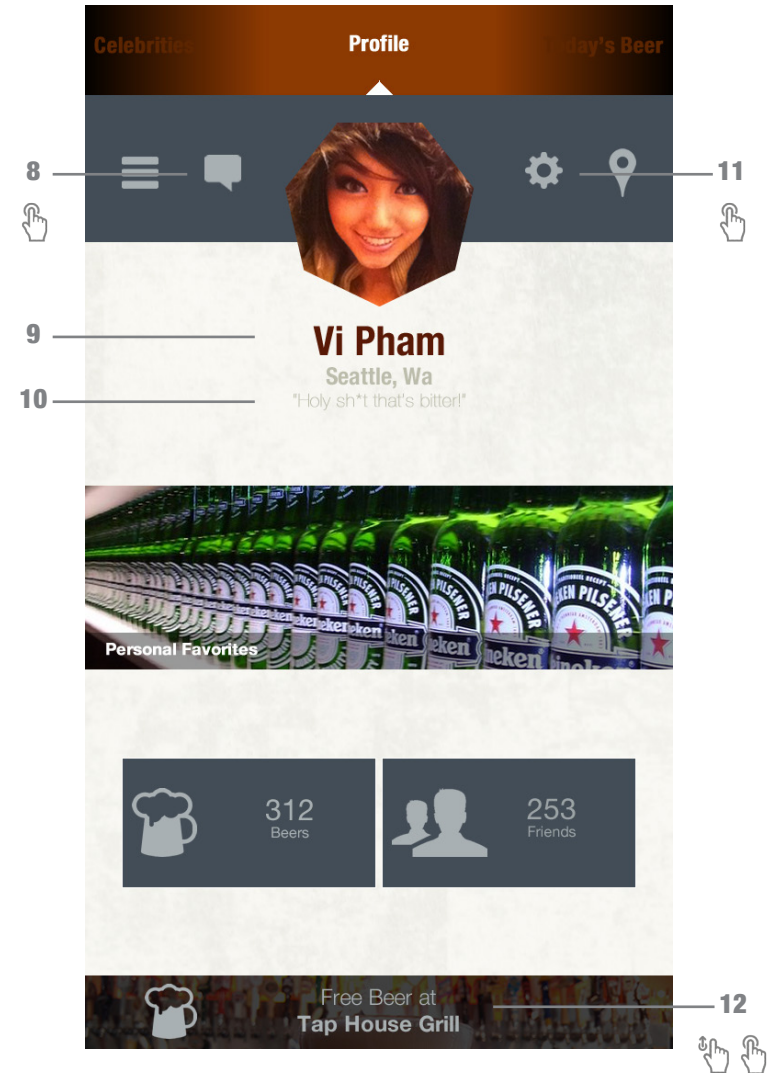
- | | |
|--|--|
| 7 Tap User's Profile Picture to go to Profile Page | 10 Change Preferences by Type of Beer Liked |
| 8 Name & Type of Suggested Beer | 11 Swipe down to empty Glass to Track & Record |
| 9 Accuracy Based on Beers Tracked & Rate | 12 Displays more Info of Beer |

Celebrities



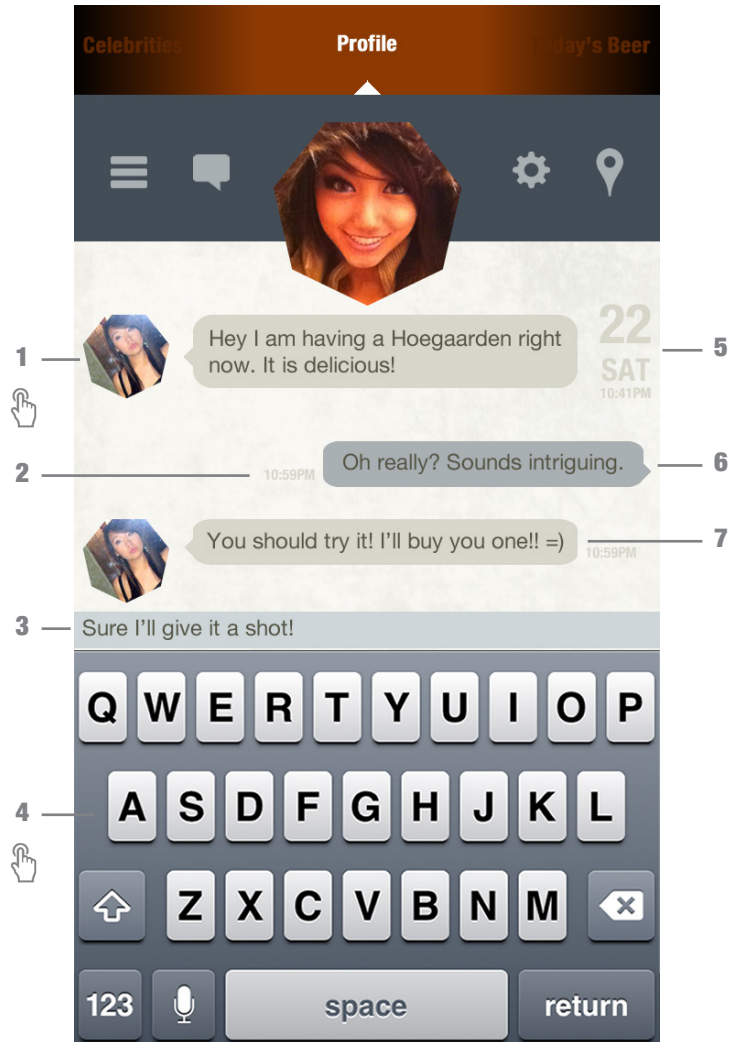
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|--|----------------------------------|
| 1 Displays Main Profile Screen | 5 Displays Map of Check-Ins |
| 2 Celebrity's Quote | 6 Shows Celebrity's Friends |
| 3 Cover Photo of Personal Favorites, Tap to see more | 7 Displays Celebrity Interview |
| 4 Displays Celebrity's Beers Tracked | |

Profile UI



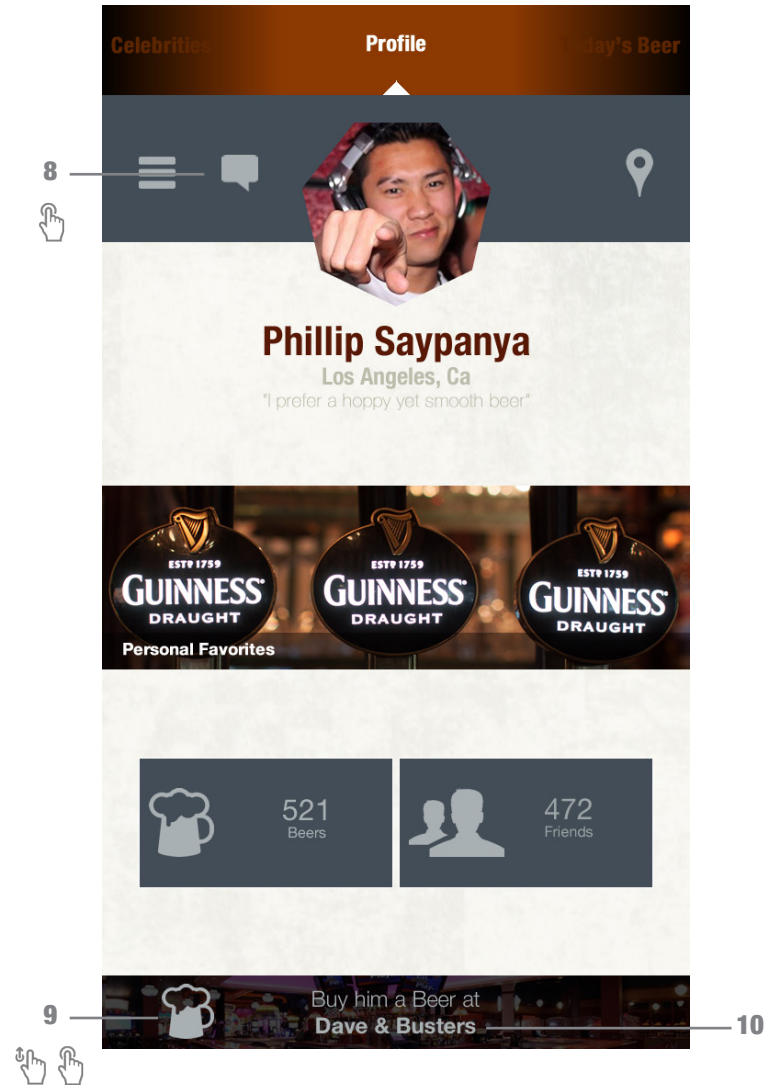
- | | |
|-------------------------------------|--|
| 8 Brings Up Message & Chat Screen | 11 Change User's Settings |
| 9 Name of User | 12 Tap or Swipe Up to see Rewards & Vouchers Accumulated |
| 10 User's Quote | |

Messenger



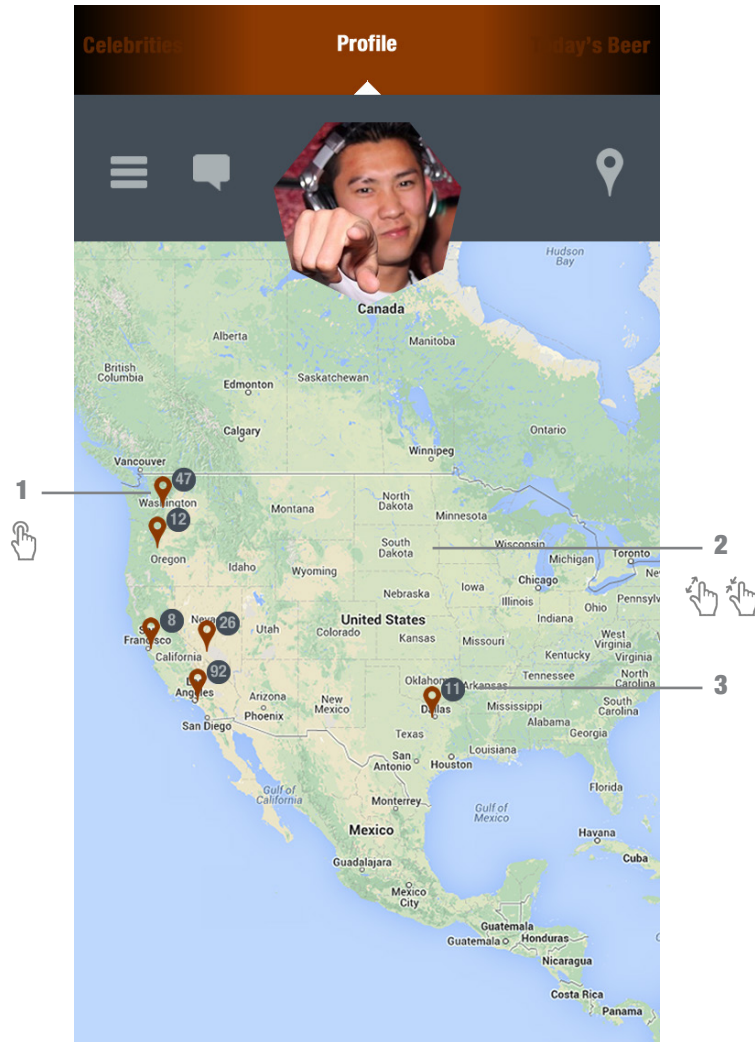
- | | |
|------------------------------|--------------------------|
| 1 Tap to see Profile | 5 Date of Message |
| 2 Time of Message | 6 User's Text Bubble |
| 3 User's Text Input | 7 Friend's Text Bubble |
| 4 Standard iPhone Keyboard | |

Profile



- | | |
|--|---|
| 8 Message or Chat with this Current Profile | 10 Shows the Current Checked-In Location of this Person |
| 9 Tap or Swipe Up to Buy this Person a Drink | |

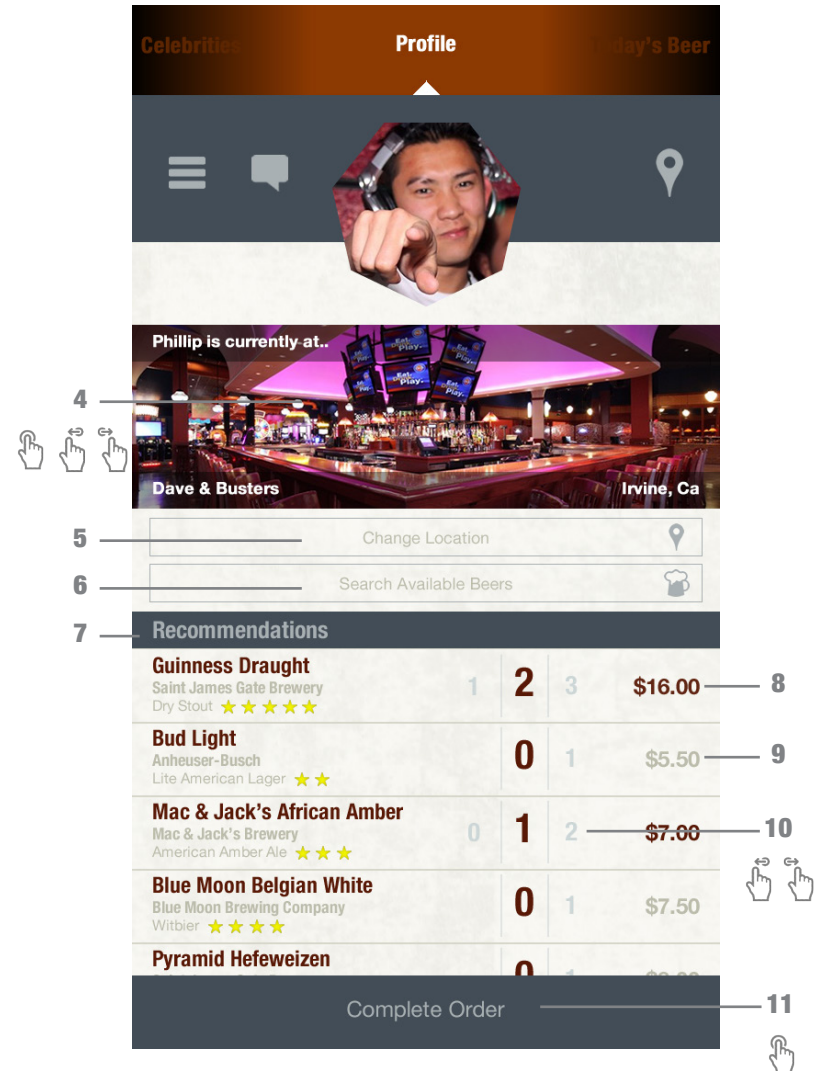
Map of Check-Ins



1 | Pin of General Area Checked-In, Tap to Expand That General Area

2 | Expand or Minimize Map Area
3 | Number of Places Checked-In that Area

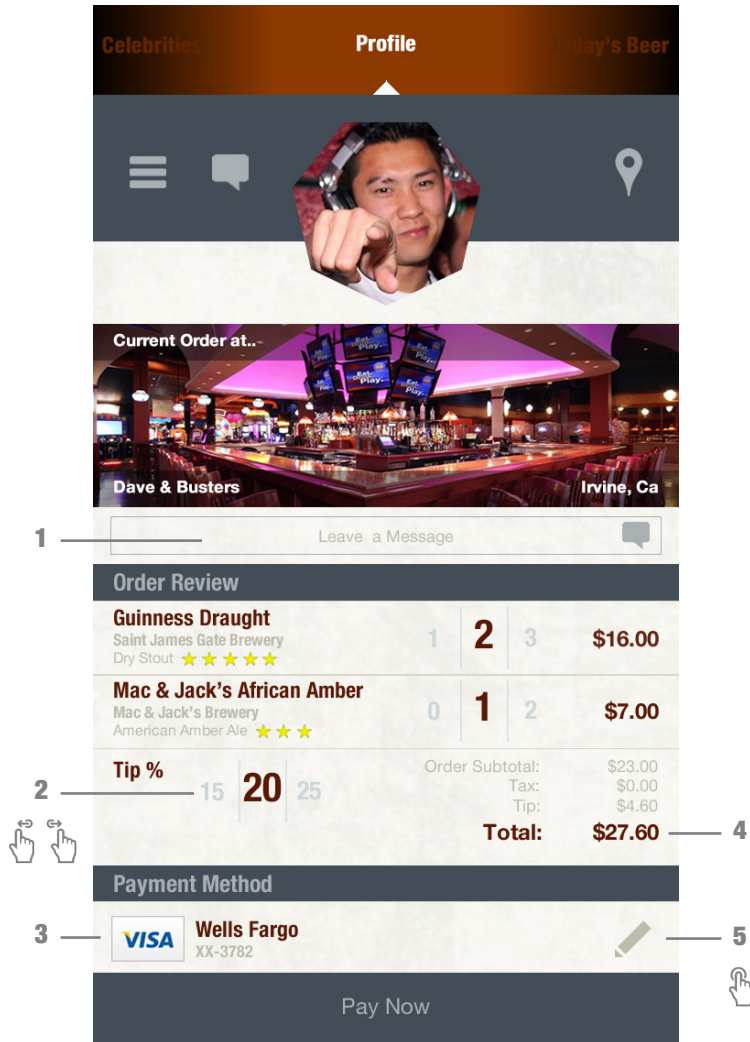
Order



4 | More Info of Venue
5 | Change Locations
6 | Search Specific Beer
7 | Recommendations Based on User's Preferences that are Available within this Venue

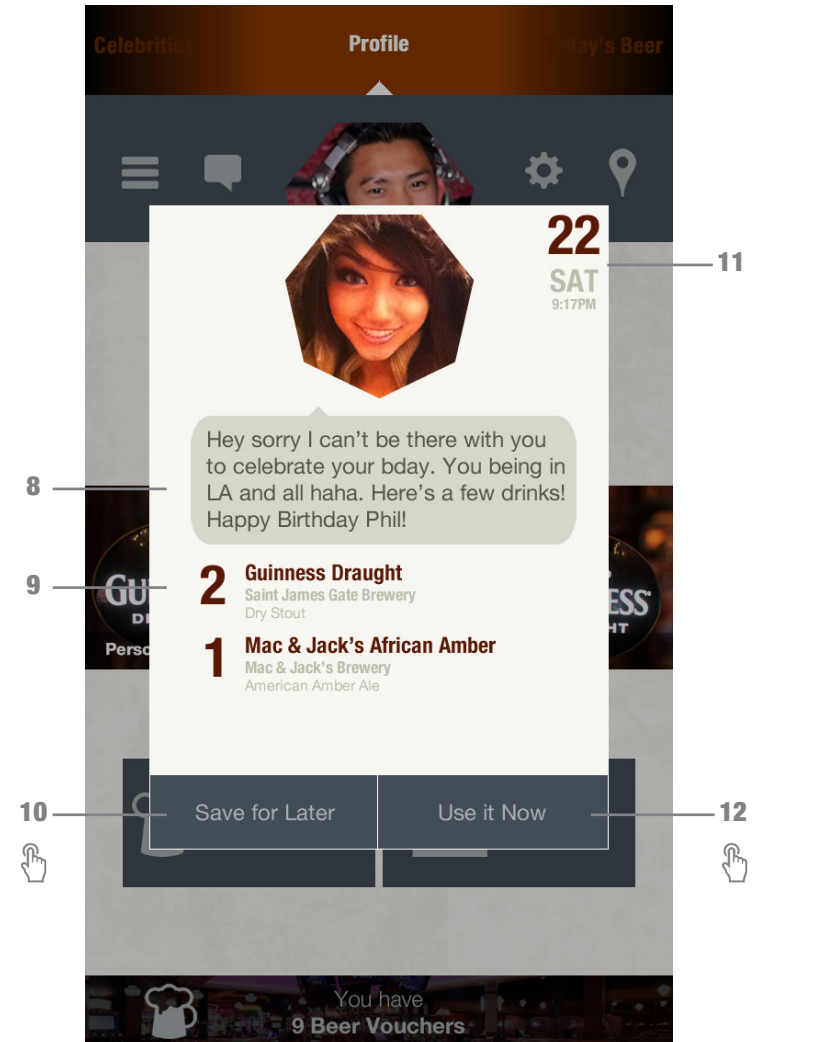
8 | Auto Update Prices Based on Quantity Selected
9 | Base Price
10 | Swipe for Amount Desired
11 | Complete Current Order

Payment Platform



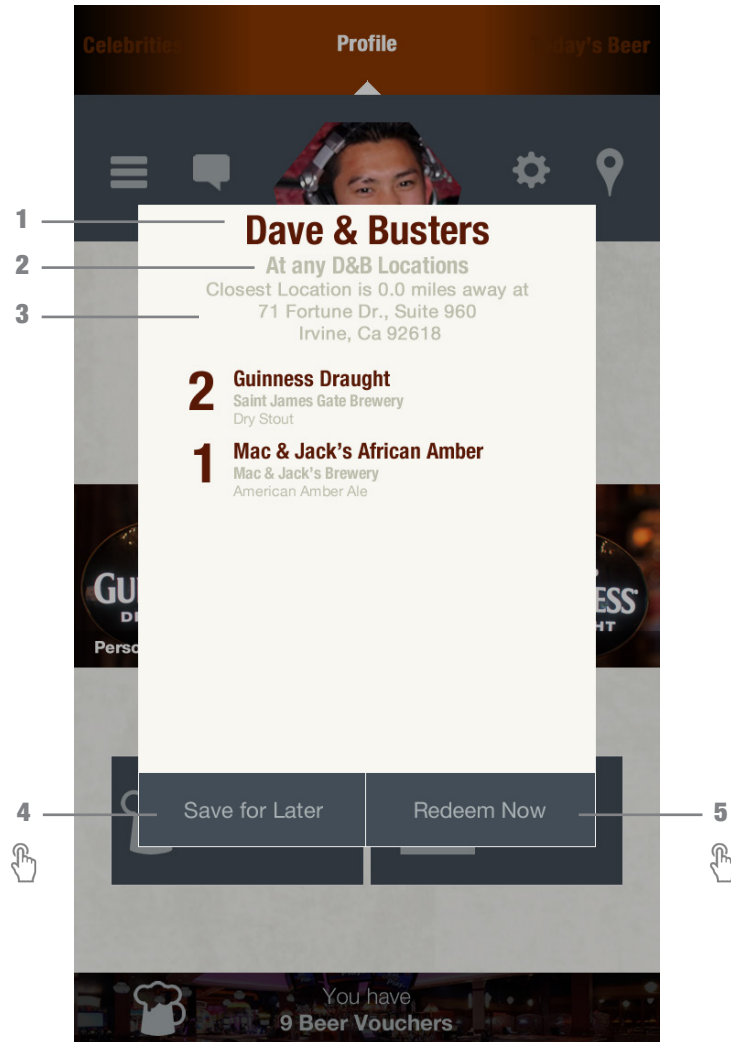
- | | |
|------------------------------|----------------------------------|
| 1 Leave a Personal Message | 4 Total Amount |
| 2 Adjust Tip Amount | 5 Edit Payment Method |
| 3 Saved Payment Method | 7 Displays Celebrity Interview |

Beer Notification



- | | |
|--|-------------------------------------|
| 8 Personalized Message from Buyer of the Voucher | 11 Date of Voucher |
| 9 Quantity of Beers | 12 Displays Authenticating Screen |
| 10 Save in the Accumulated Section of Rewards & Vouchers | |

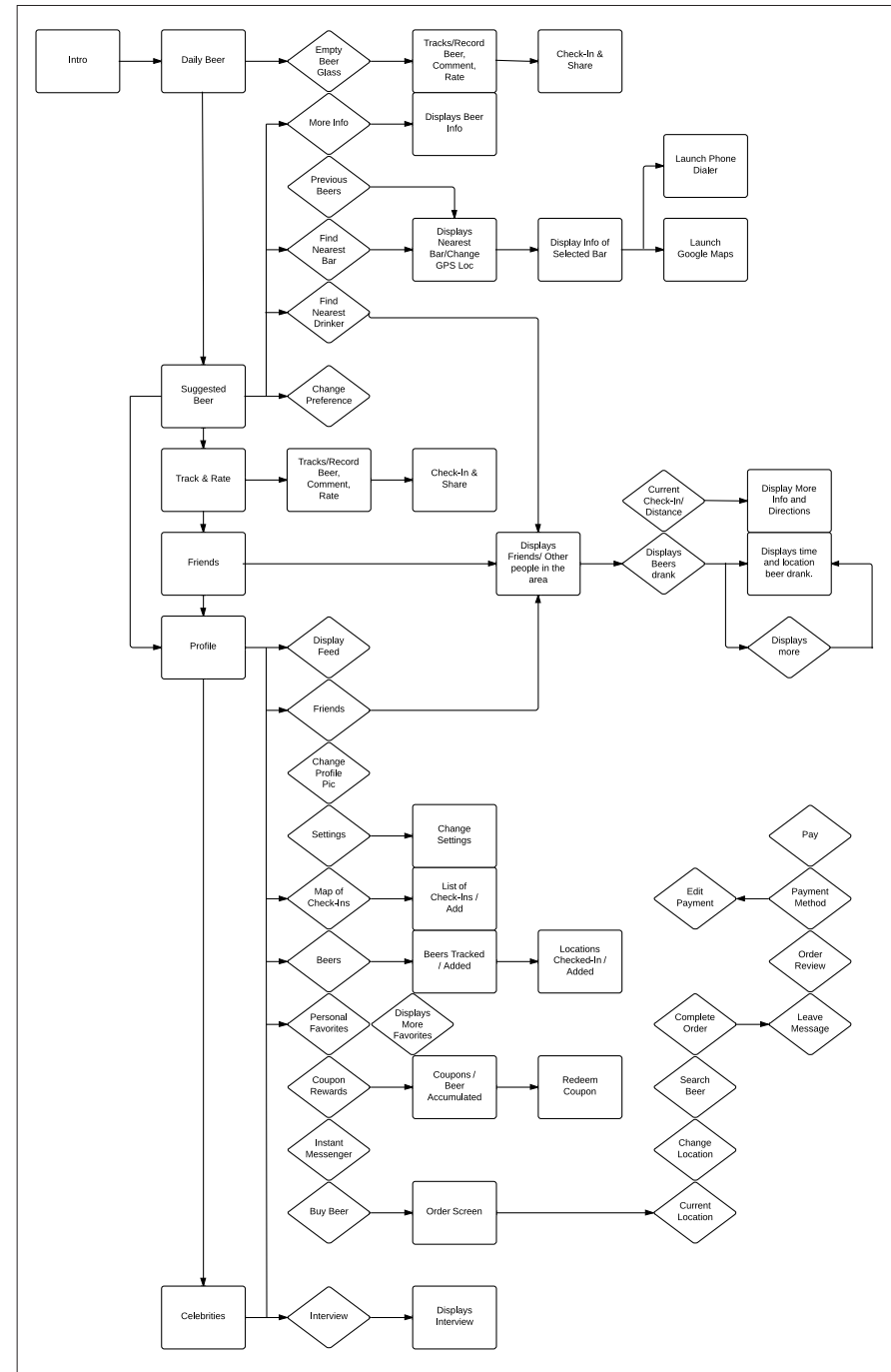
Redeem



- 1 Name of Location
- 2 Fine Print
- 3 Displays Closest Location to Current GPS
- 4 Save in the Accumulated Section of Rewards & Vouchers

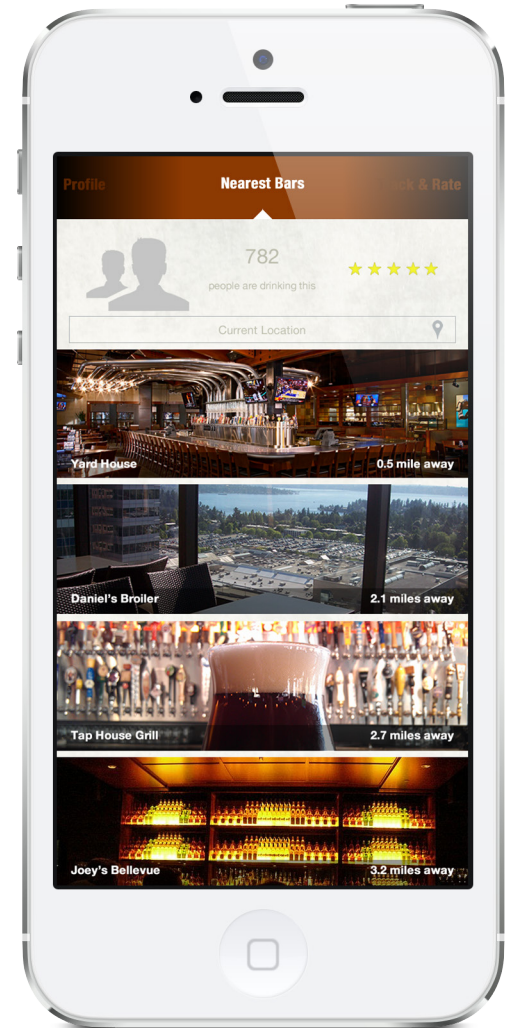
- 5 Confirm with Server to complete the Use of WW Voucher

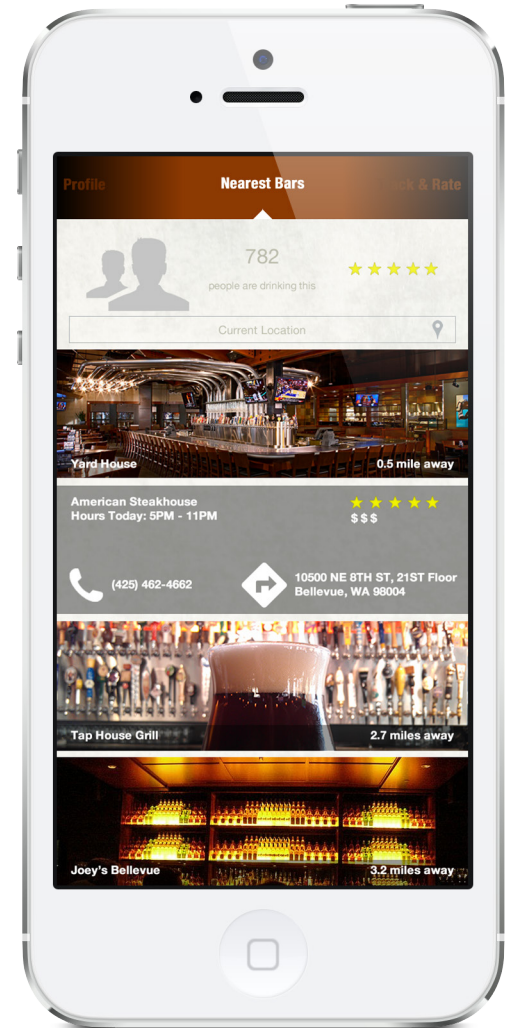
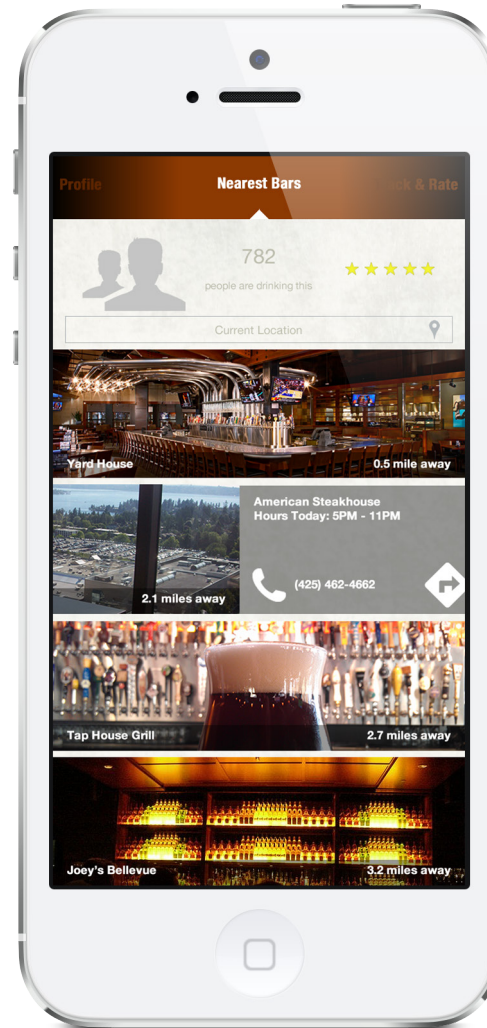
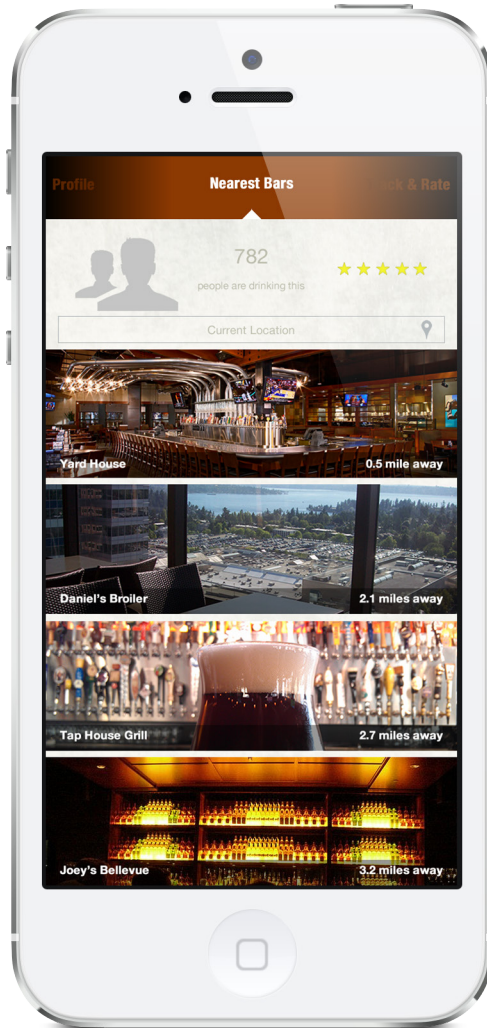
Logic Map

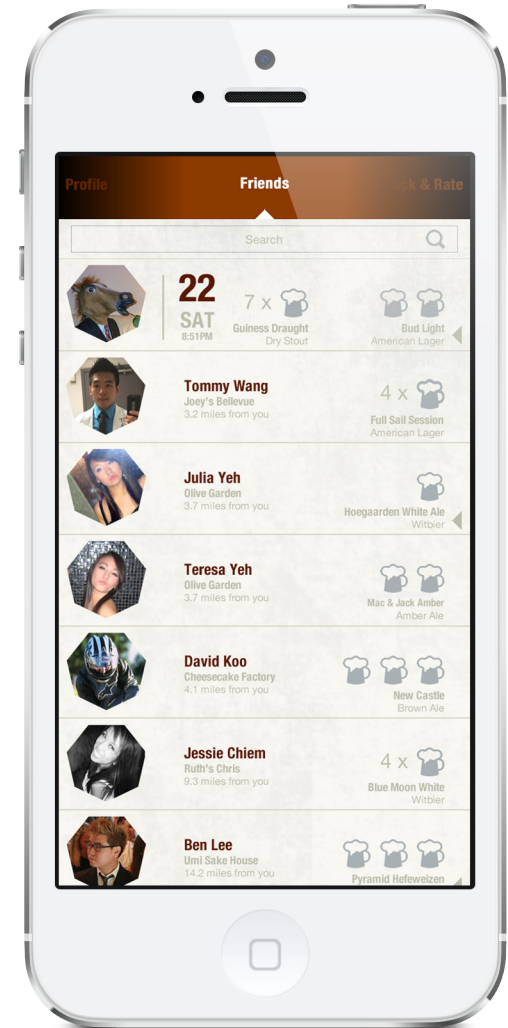
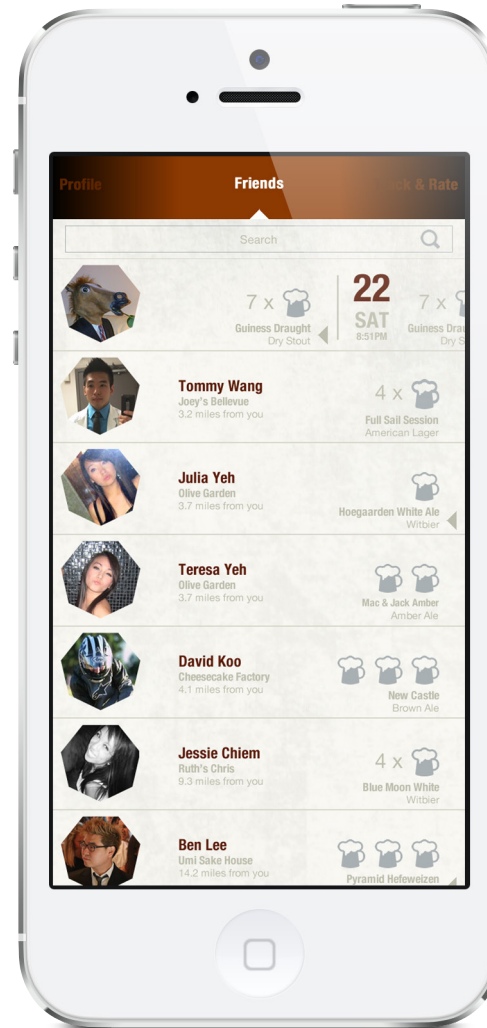
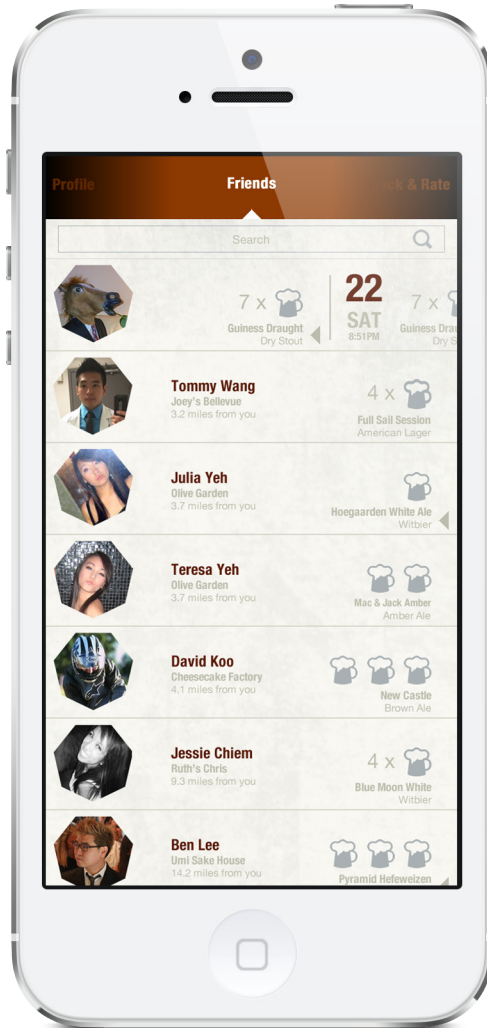


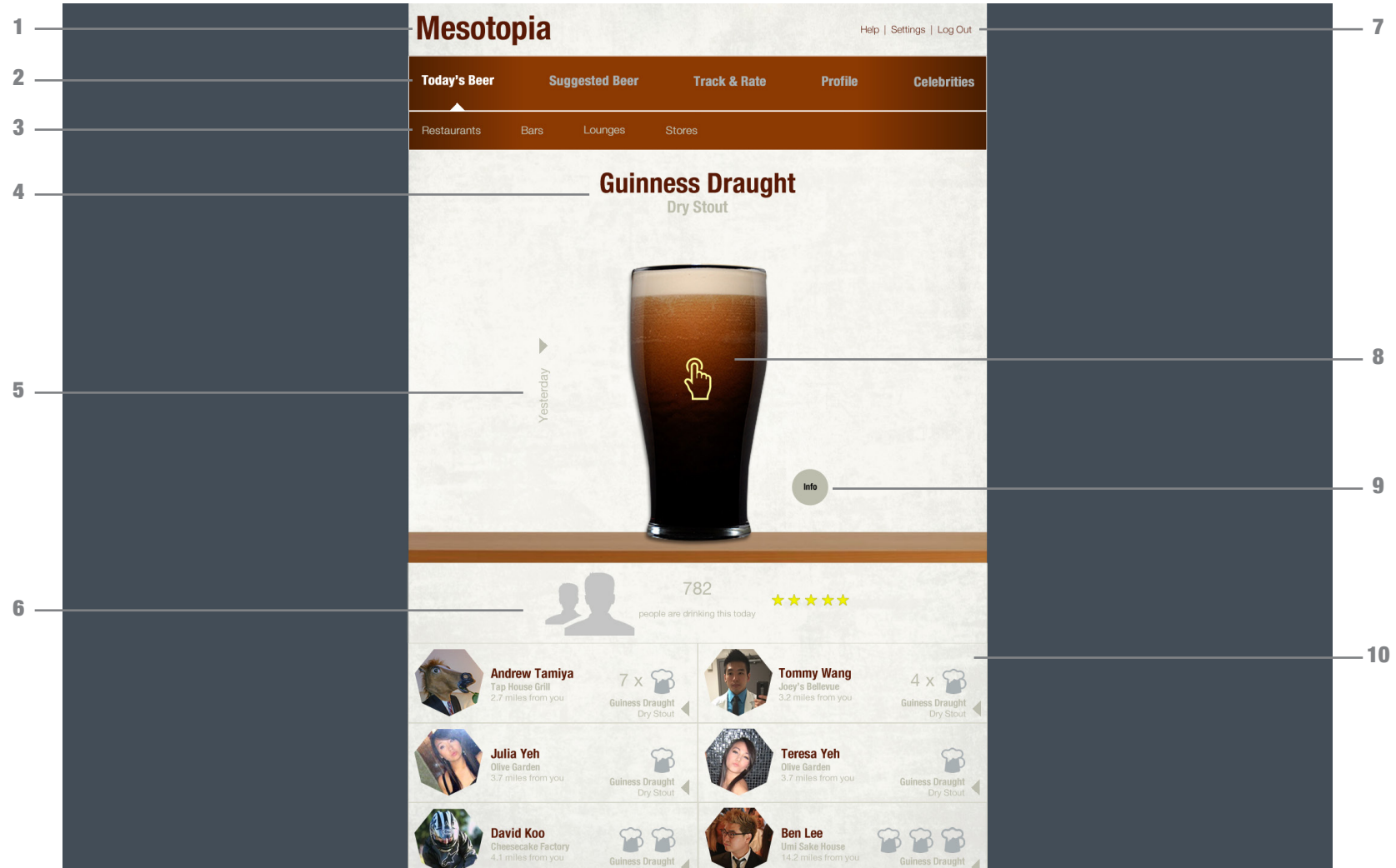












1 | Logo

2 | Main Navigation

3 | Sub Navigation

4 | Beer Name & Type

5 | Previous Daily Beers

6 | Click to Toggle between Friends or other people.

7 | Header

8 | Click to Track & Rate

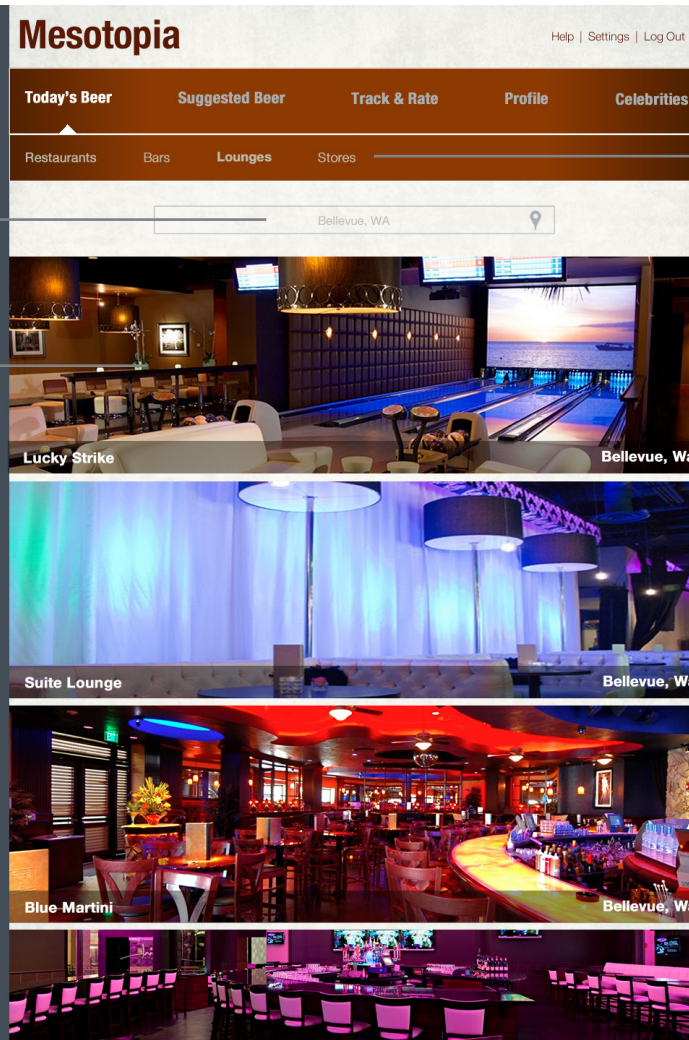
9 | Click for more Info

10 | Friends who are Drinking this Beer Today (Defaulted)

1

2

3



1 | Type in Zip Code or City & State for General Area

2 | Click anywhere on Photo for more Info on Specific Venue

3 | Choose Type of Venue Desired for Beer Experience

The screenshot shows the Mesotopia user profile for Vi Pham. The page layout includes a top navigation bar with links like 'Today's Beer', 'Suggested Beer', 'Track & Rate', 'Profile', and 'Celebrities'. Below this is a sub-navigation bar with 'Beers', 'Friends', 'Order', and 'Vouchers'. The profile section features a user photo, name 'Vi Pham', location 'Seattle, Wa', and a bio. A 'Personal Favorites' section shows a carousel of beer bottles. Below this are statistics for '312 Beers' and '253 Friends'. The 'Rewards & Vouchers' section lists several offers with associated counts and expiration dates. Numbered callouts 1 through 10 point to specific elements: 1. User Profile, 2. Cover Photo of Personal Favorites, 3. Click to see Beers Tracked, 4. Acquired Free Beer Voucher, 5. Beer Voucher a Friend Bought, 6. Possible Rewards, 7. Click to See Friends, 8. Expiration Date, 9. Required Check-In's to Acquire Rewards Voucher, 10. Required Orders made to Acquire Rewards Voucher.

- 1 | User Profile
- 2 | Cover Photo of Personal Favorites, Click to see more
- 3 | Click to see Beers Tracked

- 4 | Acquired Free Beer Voucher
- 5 | Beer Voucher a Friend Bought
- 6 | Possible Rewards

- 7 | Click to See Friends
- 8 | Expiration Date
- 9 | Required Check-In's to Acquire Rewards Voucher

- 10 | Required Orders made to Acquire Rewards Voucher

1
2
3
4
5

Mesotopia

Help | Settings | Log Out

Today's Beer

Suggested Beer

Track & Rate

Profile


Celebrities

Beers

Friends

Order

Vouchers




Phillip Saypanya

Los Angeles, Ca

"I prefer a hoppy yet smooth beer"

Phillip is currently at..



Dave & Busters

Irvine, Ca

Change Location

Search Available Beers

Recommendations

Guinness Draught

Saint James Gate Brewery

Dry Stout ★★★★★

2

\$16.00

Bud Light

Anheuser-Busch

Lite American Lager ★★

0

\$5.50

Mac & Jack's African Amber

Mac & Jack's Brewery

American Amber Ale ★★★

1

\$7.00

Blue Moon Belgian White

Blue Moon Brewing Company

Witbier ★★★★★

0

\$7.50

Pyramid Hefeweizen

Saint James Gate Brewery

Hefeweizen ★★★★★

0

\$8.00

6
7
8

- 1 | Friend's Current Location
- 2 | Photo of Current Location's Venue
- 3 | Change Location

- 4 | Search Available Beer
- 5 | Recommendations Based on User's Preferences that are Available within this Venue

- 6 | Adjusted Total Price Based on Quantity
- 7 | Price for One
- 8 | Quantity