

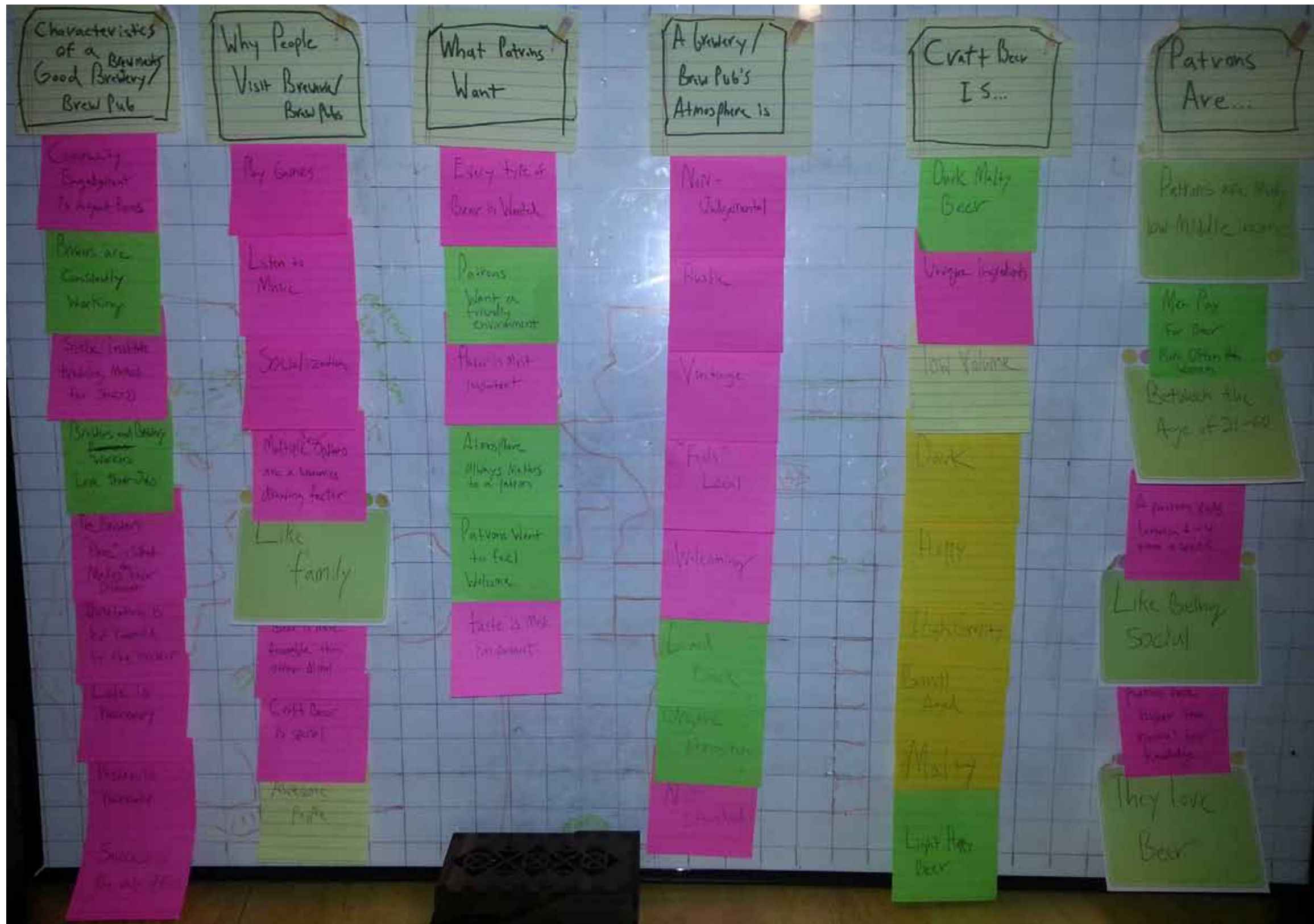
Course Project, Part 6: Insight Report
by Joshua Plotkin

Prior to the creation and in preparation for the insight report, I created an affinity diagram for my findings (which can be seen on the following pages). I then looked over the diagram and developed 5 insights:

1. Any patron who goes to a brewery expects to be able to purchase “high quality” beer.
2. All brewers and brewery/brew pub owners and employees have a passion for quality beer, in its production and consumption
3. All patrons are looking for a safe, inviting, and socially beneficial environment when they visit a brewery or brew pub.
4. To those educated to how beer is made, Craft beer is viewed as art: special and unique.
5. When consuming beer at a brewery, people are looking for the affects of alcohol, but as a way to relax and to increase positive social interaction, rather than to become overly intoxicated, as with liquor.

On the pages following the affinity diagram, I will defend my reasons for these insights and further develop their relevance to this research project.

Affinity Diagram



Affinity Diagram Contd.



Insight #1

Any patron who goes to a brewery expects to be able to purchase “high quality” beer.

Description and References:

I feel this is rather self explanatory, but my research showed me a significant trend in a shared belief across my interviewees: they know that going to a brewery means that they will be getting finely crafted and great tasting beer.

Employee interview: Will



Q2. Amongst the different patrons that experience this breweries atmosphere, what is the common level of beer knowledge the “typical” patron withholds?

A. Non-beer enthusiasts come in and think that everything craft is super hoppy. People that come in are trying to learn. **At least one in a group knows what’s going on.**

Patron interview: BJ



Q7. Curious, what do you specifically like about this brewery’s (Bold City) beer.

A. Each is a **good quality example** of its style, without being standard. Their “one-offs” are always interesting and fun.

Unique method: Emotional response board



While the response was more limited than I had hoped, when you review them it’s easy to see a positive patron feeling for craft beer. When compared to a car, craft beer is not only seen as superior to mainstream beer, but warranted responses such as “64’ corvette” and “1970 Plymouth super bird 426 Hemi” which shows a relationship to craft beer being believed as the highest quality, and classic.

Opportunity Statements:

1. There is an opportunity to market the high quality beers more effectively to the patron, so they can “know” its quality rather than just expecting quality.
2. There is an opportunity to create a greater emotional investment in the consumer
3. There is an opportunity to create higher profit margins
4. There is an opportunity to use this assumption to pull in more patrons

Hypothetical Statements:

1. How might we display this quality to non-existing patrons?
2. How might we transfer this assumption to other products besides beer?
3. How might we reward the patron for this belief?

Design Ideas and Scenarios

1. Could a brand be created that leverages off of this assumption of quality?
2. What if a patron were to be rewarded for trying beers that they didn’t assume were quality?
3. Can this assumption be combined with an experience that can be sold or given to the patron separately from the beer? Similar to why a person goes to Dave & Busters, it’s not for the food, it’s not for the games, but it’s for the experience.
4. Can this “quality” be defined in order to create a superior product in the future?

Additional Information

Because ethnography and this research project are mainly qualitative in nature, it allows for insights such as this one, where normally you wouldn’t be able to use a statement such as “high quality” because of its connection to personal opinion and definition. It’s important to note that for this insight to become actionable, we would first need to define what “high quality” means for the whole craft brewery patron population.

Insight #2

Brewers and brewery/brew pub owners and employees have a passion for quality beer, in its production and consumption

Description and References:

All brewers and employees, from beer tender to warehouse employee to assistant brewer all care a great deal about beer and the making of great beer.

Employee interview: Luciano



Q5. At the end of the day, why do you prefer working at the brewery (Engine 15)?

A. I've always been entrepreneurial. Home brewer since college, always like the hospitality industry **but I really have a passion for the creation of the product.** I also like the business side of things; it's not just a necessary evil.

Employee interview: Will



Q8. What makes your beer different from other breweries' and/or brand name beers?

A. **The love.** The recipe and a good amount of luck. Quality is enjoyed by everyone. We try to put out something that we would drink ourselves.

Employee interview: Riley



Q5. At the end of the day, why do you prefer working at the brewery (Intuition Aleworks)?

A. Its autonomous and a field **I'm passionate about.** It's hard to call it work.

Opportunity Statements:

1. There is an opportunity to impart on a greater scale this passion to beer consumers as well.
2. There is an opportunity to improve a brewery's product by utilizing the employees' passion and taste to a greater degree.
3. There is an opportunity to better connect to consumers through the employees by actively increasing employees knowledge of the brewery's beer production.
4. There is an opportunity to leverage opposing (work for or own) brewers' passion to create a superior product.

Hypothetical Statements:

1. How might we reward this passion?
2. How might we use this passion to a greater degree of effectiveness?
3. How might we encourage those with this passion to utilize it for the brewery's benefit?
4. How might we greater impart this passion and love to the consumer?

Design Ideas and Scenarios

1. What if the employees' were on a schedule where they have to actively enter the "world" to spread their love of beer and the associated brewery's expertise in beer production?
2. In their free time, could employees gain use of the brewing facilities in order to educate themselves and reward themselves for their own hard work?
3. A brewers' passion is already portrayed in the quality of their product. Essentially this means that the brewer is the brand of the beer, could this actually be more well-defined so that maybe someday someone could refer to a beer by it's brewer rather than its brand?

Additional Information

Much like insight number one, insight number two is qualitative in nature because a brewer's passion for quality beer is opinion based. Unlike insight number one, this definition of quality is better defined because there is already a population of people (brewery patrons) that agree on what this high quality means, and so this insight is more actionable.

Something that must be noted, however, is that the definition of quality beer as defined by the brewer and employees does change depending on the brewery. Because of this fact, a complete blanket definition cannot be. One could, in effect, survey each brewery's patrons to develop this definition.

Insight #3

Patrons are looking for a safe, inviting, and socially beneficial environment when they visit a brewery or brew pub.

Description and References:

When a patron enters a brewery, they are not expecting a threatening, aroused, rowdy or sexually charged atmosphere like a bar or night club, they are expecting a place that they can have fun and talk to their friends.

Employee interview: Meagan (No picture)

Q7. Why do you believe your patrons prefer to come here (Engine 15), rather than a bar or purchasing the brewery's beer from a store?

A. The product, our product and selection is better. People can be educated here. **It's a quieter and more social "bar". We've had very few incidents. The people want to have a good time, not just get "shit faced".**

Patron interview: Courtney hardy



Q7. Curious, what do you specifically like about this brewery's (Bold City) beer?

A. They taste good. **I go there for the people, they are awesome.** And the 1901 is delicious (red Ale).

Observations:

I feel that my observations support this insight from the fact that I did not observe any uneasiness or negativity in any patron, and that I could confidently say that I observed lots of positivity. For the vast majority, the people I observed were socializing in groups. For the people that were by themselves, they usually ended up socializing with other groups of people or the brewery employees. No one was rowdy or crass.

Survey question:

Q. What Is It About That Favorite Place That You Most Like?

A. Atmosphere and quality of beer tied for the strongest reasons.

This shows how both features are important, but also that the Atmosphere does come into play with regards to a patrons decision. Combined with the interviews and observations, this insight has a strong defense.

Opportunity Statements:

1. There is an opportunity to market the breweries off of these features.
2. There is an opportunity to create an even greater environment for better socialization.
3. There is an opportunity to increase sales both at the brewery and at distribution by branding these aspects.
4. There is opportunity for non-breweries to start focusing on these aspects in order to turn the craft brewery patron into a club or bar patron.

Hypothetical Statements:

1. How might we increase these aspects to a greater degree at a brewery?
2. How might we encourage people with similar wants in an environment to seek out a brewery?
3. How might we show these aspects through visual branding?
4. How might we maintain these aspects while making a brewery a more attractive answer to a bar or nightclub patron?

Design Ideas and Scenarios

1. A brewery could open their own restaurant or club, model it after the existing brewery in order to initially draw the same crowd, while giving newer patrons other options, such as food, liquor, or wine.
2. One would have to further define what makes a brewery have these socially encouraging aspects, but once completed one could use them to make a brewery's existing charity events even more attractive and lucrative.
3. A brewery could create a smart phone application that encourages meet-ups by existing friends at the brewery by offering special deals and free product. This would reinforce the concepts of friendly, welcoming, and safe environment.

Insight #4

To those educated to how beer is made, Craft beer is viewed as art: special and unique.

Description and References:

Everyone I spoke to about craft or microbrews made mention of the craft requiring skill and it being akin to artistry. Many people also mentioned that craft and micro brewed beers are defined by uniqueness, which is contrary to mainstream beer brewers like Budweiser or Miller.

Employee interview: Riley



Q8. What makes your beer (Intuition Aleworks) different from other breweries' and/or brand name beers?

A. Siebel institute in Chicago is where the brewmaster studied. The brewmaster has a background in wine. **So the brewmaster is very knowledgeable and skilled.** Good pallet.

Patron interview: BJ



Q3. What is your opinion of mainstream beers? - Why?

A. **High volume is pedestrian, boring.** Not a bad product, just not interesting or as good as beer can be. They aren't the worst, just have to be in a mood. It's very neutral.

Q4. How would you define craft of micro-brewed beers?

A. Micro-brewed beers are lower volume, regional or local distribution. Craft is even lower volume, possibly higher distribution. **Uses specialty ingredients, more**

Patron interview: Glenn



Q3. What is your opinion of mainstream beers? - Why?

A. I find that mass produced beers just taste bad, especially Miller and Bud. **Bland and awful.**

Q4. How would you define craft of micro-brewed beers?

A. Small, wide range of ingredients, lots of flavor, local, **It's artistic.**

Survey question:

Q. Do You Assume That Craft Beer Is Better Than Main Stream Beer?

A. 71.43% answered in the affirmative. While this isn't a strong defense for this insight, it gives a base support for the superiority and higher level of expertise associated with craft beer.

Opportunity Statements:

1. There is an opportunity to increase profits by having a brewery try more unique and harder to produce recipes that could warrant a more expensive price tag.
2. There is an opportunity to teach the patron community the artistic ways of a brewer through free classes and seminars.
3. There is an opportunity to increase the education level of the average consumer to grow their appreciation of craft beer which makes them more likely to buy the brewery's beer.

Hypothetical Statements:

1. How might we better educate the common beer consumer?
2. How might we further define craft beer as being a legitimate art?
3. How might we better display this art of craft beer to the community?
4. How might we progress this art form past the simple brewing of craft beer?
5. How might we develop advertising for a brewery based off this belief whereas no advertising currently exists?

Design Ideas and Scenarios

1. Consumers already define a good beer by how inventive its bottle wrapper is. Instead of just cartoons and entertaining illustrations, what if the wrapper of these craft beer bottles connected to the ingredients in and the brewing process of the craft beer?
2. What if the packaging of the beer was educational? This would then bring a better appreciation for the beer while also selling it.
3. Breweries could commission local artists to produce work to be displayed in the brewery which would reinforce the artistic tone of craft beer.
4. While unique bottles are used by large beer brands to sell their beer it's usually because they can't sell the beer off of taste or quality. What if a brewery also designed their beer bottles? They would then be able to sell their beer as art and their beer bottles as well.

Additional Information

This insight can almost exist without the input from a patron. As defined by the size of the brewery and the expanse of the distribution, when one takes those numbers and compares them to a mass beer producer, they define themselves as unique and "special" because of how limited they are. I find it intriguing when it comes to consumables, and in this case, it is craft beer, because it is so small, it is a benefit to itself because it imparts a sense of being special onto the person that is consuming it. Whereas if one mirrors the situation in technology (Zune versus iPod anyone?) or other product sections, it has the complete opposite effect.

Insight #5

When consuming beer at a brewery, people are looking for the affects of alcohol, but as a way to relax and to increase positive social interaction, rather than to become overly intoxicated, as with liquor.

Description and References:

Almost everyone I observed and spoke to was either enjoying the effects of alcohol or mentioned their desire for it. No one made mention of getting overly intoxicated as their goal, some even stated that they did not drink beer for that effect, but for the social aspect and prolonged time it takes to drink a beer as compared to other alcoholic beverages.

Employee interview: Sean



Q7. Why do you believe your patrons prefer to come here, rather than a bar or purchasing the brewery's beer from a store?

A. The ambiance and the trend to drink at the source. We also have a lot of selection a variety. Music selection and **the quality of clientele, they are not rowdy and are more responsible.**

Patron interview: Tobias



Q2. Why do you prefer beer to wine or a spirit?

A. It's a more accessible drink. Men don't drink wine. **It's more of a social drink and a family practice.**

Q9. What type of environment do you prefer when consuming beverages- bars, breweries, pubs, clubs, or at home? - Why?

A. Family operated atmosphere. **Friendly, social, like I'm allowed to hang out.**

Patron interview: Glenn



Q10. What type of activities do you participate in while drinking beer?

A. Billiards, lots of beer pong, **watching sports, socializing, listening to music with friends.**

Observations:

Similar in nature to insight #3, I feel that my observations support this insight because I observed a lot of activity that could be seen as a patron being intoxicated, but it only increased the level of social interaction, such as a group of patrons sitting down quietly breaking out into frenzied conversation after a couple of rounds. At no point did I see anyone falling over themselves, passed out, or starting a fight which would indicate being overly intoxicated.

Survey questions:

Q. When Consuming Craft Beer, Around How Many People Do You Feel Most Comfortable?

A. 53.57% answered 6-15 tables, denoting a majority accepting a decent sized crowd, but not an over or underwhelming crowd.

Q. When Did You Try Your First Craft Or Micro-Brewed Beer? ...Was It A Positive Or Negative Experience?

A. 67.85% answered it as a positive experience which can be connected to a continuing positive experience with craft beer presently.

Opportunity Statements:

1. There is an opportunity to further differentiate the social effects of craft beer versus that of other alcohols.
2. There is an opportunity to market craft beer at a brewery to be better for socialization rather than buying a mass-produced beer or craft beer at a distribution point.
3. There is an opportunity to leverage positive socialization to sell a questionable product (a new beer, a new beer flavor, or a new brewing process).
4. There is an opportunity to define a specific beer for its positive social effects which can be leverage when attempting to increase distribution practices of the craft beer.

Hypothetical Statements:

1. How might we differentiate craft beer's alcoholic effects to that of beer and wine?
2. How might we market the positive social attributes of craft beer as its' main selling point rather than the alcohol it contains?
3. How might we increase these already existing positive social attributes of craft beer?
4. How might we increase a brewery's distribution growth through the positive social effects of craft beer?
5. How might we impart the positive social benefits of craft beer onto liquor?

Design Ideas and Scenarios

1. Board games, darts, and billiards are all standard activities that people do while drinking a craft beer. What if the breweries themselves created games that worked specifically to that brewery's location to further increase positive social activity and enhance the social benefits of drinking craft beer?
2. What if we were to create a liquor that is branded like a craft beer in an attempt to sell its' social aspects rather than its' alcoholic effects?
3. A patron enters a brewery they've never been to before and the brewery is hosting a special type of mix and mingle event. They are told to pick a certain craft beer and then told to sit at a specific table composed of people that also chose that beer. There is then a small trivia contest sectioned off by table for prizes.

Additional Information

I made this insight with the full understanding that the people I interviewed are not robots. They have moods and lives that change their opinions, wants, and motivations for drinking. There is no way to say positively that someone never wants to go out drinking just to get over intoxicated, but it does not mean that the same person for the majority of their life will choose to actually drink sparingly. And so I thought this insight was still valid.