Wine and User Experience Design

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ABSTRACT

Wine is an experience. It engages all of our senses. Before we even taste wine we hold the bottle, admire the label, listen to it being poured in the glass, assess the colour and texture of the wine, swirl it around the glass, smell it and finally taste it. However, human pleasure in the experience can be designed to go far beyond the value of simply drinking the wine. What about the journey the wine has taken to reach you? Who made it, and why? Who else is drinking it now? Why does it taste the way it does?

The social, cultural and scientific aspects of wine making, marketing and drinking offer opportunities for designers and HCI researchers to enhance the user experience of wine. This workshop offers academics and practitioners interested in designing wine futures, to chance to envision new experiences, products and services. Through participative design activities we will explore ways for design and technology to push our knowledge and craft into this unexplored applied research area.

CCS CONCEPTS

• H.5.m. Information interfaces and presentation (e.g., HCI): Miscellaneous

KEYWORDS

Wine, UX, Interaction Design, Design, Architecture

1 Motivation

In designing for user experience of wine, we leverage knowledge from all disciplines involved in the business of improving human experience. "If we demand a holistic approach...we create stronger experiences, long-lasting memories and emotions" [6].

Drinking wine is an enjoyable and memorable experience. It is associated with social occasions, family get-togethers, romantic assignations, food pairing, coupled with music appreciation, and induces relaxation after a hard day at work. Wine also has a long history of use as an early form of medication [12]. Recent studies continue to indicate that there are health benefits in consuming moderate amounts of alcohol, as well as the proven antioxidant and resveratrol benefits of drinking red wine [8].

The wine industry is a significant contributor to the Australian economy through production, employment, export and tourism. Australia is the world's sixth largest exporter of wine [14], with 94 million cases of wine exported last year [4]. The latest international figures show that global wine consumption grew at 0.5 per cent each year for the past three years, which translates to an extra 250 million glasses of wine being enjoyed each year. This amounts to 2.4 billion cases of wine being consumed globally. Interestingly, the growth is in premium (>$15 per bottle) and imported wine consumption [13] indicating that the drinking of wine is a valued quality experience that people are willing to pay for.

Despite the popularity of wine, and its important economic role in the gross national product of countries such as Italy, France, Spain, USA, Argentina, Australia and South Africa, the innovative design of technologies to value add to this industry in terms of user experience is largely unexplored.

Recent HCI Research in wine tasting has studied: the influence of temperature and humidity on the ingredients and subjective taste of wine [5]; the analysis of descriptions of wines from various viewpoints to automatically predict and visualize the sensory sentiment characteristics described enabling those not knowledgeable in wine speak to compare the complex descriptions often found in expert tasting notes [3]; and the GeoDrinking service which allows worldwide users to publish

on social networks their wine consumption behaviour patterns, making spatial and time consumption data available for marketing purposes [7].

Technology applications covered in our past workshop papers include: wine recommendation applications to assist users in buying wines, finding and sharing wine information and identifying wines; online websites to buy wines, find out about wineries and cellar doors, learn about wine regions, and showcase different wines; digital installations that give in-place information about wines in bars and cellar doors; wine labels that provide linked digital information; and physical designs for supplementing the wine tasting experience through music or digital information [1, 10].

Although these interventions are interesting and definitely adding to the wine experience, there are many more opportunities for designers and HCI researchers to explore.

The user experience of wine has been expressed as being all about the story it holds. It is these stories, associated with the wine, part of the making of the wine, the giving and sharing of the wine, that makes the experience. In redesigning the wine experience, we need to be aware that, "So much of the culture of wine and the industry of hospitality that surrounds it offers up the earliest examples of delightful, user-focused experiences" [9]. As designers, we need to pay attention to "the emotional, anecdotal, and contextual attributes of the experience" [9].

Architects and designers are being engaged to create distinctive places for wine tasting and relaxing. In Australia, our designer wineries include the Rubik's Cube inspired d'Arenberg Cube in McLaren Vale, South Australia, and in Victoria, the moody hideout of the TarraWarra subterranean cellar, and the sculpture garden and panoramic cellar door views at Pt Leo Estate, and Willow Creek and partner hotel Jackalope, with custom designed furniture and experimental lighting, to name just a few examples exhibiting a focus on creative design of spaces for tasting wine [11].

"A good wine has a history that must not be forgotten. A good wine brings people together and changes lives" [2].

We have identified several aspects of wine and wine consumption that invite exploration and innovation toward creating additional value in the wine experience. These include:

- Traceability and provenance of wines
- wine miles and sustainability
- Labelling and point of sale design for retail
- Web links to on premise activities
- Connecting point of sale and web information with cellar door
- Narrative and storytelling in wine labelling and tasting experiences
- Narrative and storytelling with cellar door/point of origin experience and subsequent brand identification
- Technology supporting path to purchase

- Designing for loyalty and buyer retention
- Complete customer experience integrating digital technologies
- Opportunities for VR and AR technologies
- Understanding social interactions and wine

We anticipate more aspects emerging during the workshop.

2 Justification

This workshop is the third in a series of highly successful OZCHI workshops around designing technologies for the wine industry OZCHI 2016 in Launceston, Tasmania looked at all aspects of wine and interaction design and use of technologies in wine growing, wine making, wine marketing through to supporting wine tasting with technology [10]. OZCHI 2018 in Melbourne, Victoria, combined food and wine, to reimagine food and wine interactions by examining the ways in which current human experiences of food and wine can be extended through the use of interactive technologies. This workshop explored new practices in human-food interaction (HFI) and human-wine interaction (HWI), both on and off the table, including: playing with food, use of technology, digital and live storytelling, 3D food printing, music, sharing experiences [1].

In this proposed workshop we will bring together designers, architects, interaction designers, and HCI researchers to work with architectural processes, design methods, design futures and innovation methodologies to explore user experience in the context of wine.

Wine tasting involves ritual, exploration, experimentation and perception, and engages our senses. "Experiences create memories which are deepened by human connection. Whether a new relationship or a strong, old one, having a partner in crime brings out conversations - the fruit of thought and development." [6].

We believe that not only will we imagine new ways for people to experience wine, but also through reflection in design, we will learn more about enhancing human experience in our design practices through the lens of wine appreciation.

At the end of the workshop, we will discuss new research and design ideas to extend the role of user experience design in the wine industry. The outcome of the workshop will be the identification of new opportunities for Design and UX researchers and practitioners to forge a synergy between design, technology and wine, and embark on collaborative research and development projects together.

3 Participants

We invite participation of designers, HCI researchers, interaction designers, UX practitioners, wine scientists, stakeholders (consumers, restaurateurs, winemakers) and others interested in exploring ways to enhance the user experience of wine.

Participants in this workshop will be expected to contribute to hands-on in-situ design ideating and envisioning exercises, working in teams. We will use reflective practice, experiential learning and futurist thinking to explore new ideas and opportunities for creating new products, services and experiences within the end-user domain of the wine industry. We will also use critical practice to evaluate the wine experience and extend our understandings of user experience of designed artefacts and how this can be used to inform our design practices.

The ideas surfaced in this workshop will be evaluated and used to create collaborative funding proposals aimed at different wine and innovation funding opportunities where appropriate.

Potential participants must submit a one page capability and position statement, detailing their skills, experience and aspirations that make them a good candidate for this workshop. Acceptance to the workshop will be juried by the workshop organising committee.

4   Workshop Organisers

Jeni Paay is an interaction designer and Associate Professor in Interaction Design at Swinburne University of Technology, Melbourne. Jeni has a transdisciplinary background spanning architecture, computer science, and interaction design, publishing on Human-Computer Interaction. Her research areas include Interaction Design for Mobiles, and User Experience Design. Jeni likes to drink Champagne – especially rose.

Bridgette Engeler is a strategic foresight and design practitioner who works at the intersection of design, technology, culture and innovation. Before joining Swinburne she worked on NPD, brand and innovation projects in the FMCG, hospitality and wine sectors. Bridgette has a particular affinity with Semillon and Shiraz or Durif from north-east Victoria.

Mark Taylor is Professor of Architecture, and Head of Department of Architectural and Industrial Design at Swinburne. Mark holds inimitable knowledge on the history and theory of architecture and interior design, and the relationship between interior architecture and culture. Mark prefers a good hearty red with his signature homemade chickpea curry.

Kirsten Day is a practicing architect, and lectures in Technology and Practice at the Melbourne School of Design at the University of Melbourne. She is also director of Norman Day + Associates, Architects. Syrah is her wine of choice

Margot Brereton is Professor in Computer Human Interaction at Queensland University of Technology, Brisbane. Margot researches the participatory interaction design of ubiquitous computing technologies and their interfaces. She develops innovative designs, methods, and theoretical understandings by designing to support real user communities in selected challenging contexts. Margot likes to drink wine while camping.

Yvonne Rogers is Professor of Interaction Design at University College of London, UK. Her research interests are in the areas of ubiquitous computing, interaction design and human-computer interaction. A central theme in her work surrounds how to design interactive technologies that can enhance life by augmenting and extending everyday learning and work activities. Yvonne likes to drink wine all over the world, but especially with friends.

5   Workshop Schedule

This workshop will take place at various locations within the Swan Valley Wine Region. This will require the hiring of a bus for the day to accommodate the number of participants. Workshop spaces will be organized directly with the participating wineries.

09:30 Bus departs Hotel, Perth/Fremantle
10:30 Workshop at Tyler's Winery (label printing)
12:30 Lunch and discussion at Winery Café, Upper Reach Winery
13:30 Walk in Vineyard with marketing manager
14:00 Workshops at Olive Farm Wines (cellar door tech)
16:00 Discussion and Summary of Outcomes.
18:00 Bus returns to Hotel

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