

## Wine and Interaction Design

OZCHI 2016

“Wineries don’t need tasting rooms or events to sell wine. They can sell on the internet,” is hyperbole debunked by Rob McMillan (2015) in his article [“How important are tasting rooms to success?”](#) Silicon Valley Bank and Wine Business Monthly combined on a wine industry survey to get a view of the current activity in the direct business (Figure 1). Almost half of direct wine sales come through the visitor centre. Even though these figures are based on American data, Australian wine cellars should take heed and ensure the experience of visitors to their cellars maximise their opportunity for sales and the promotion of Australian wineries in general.

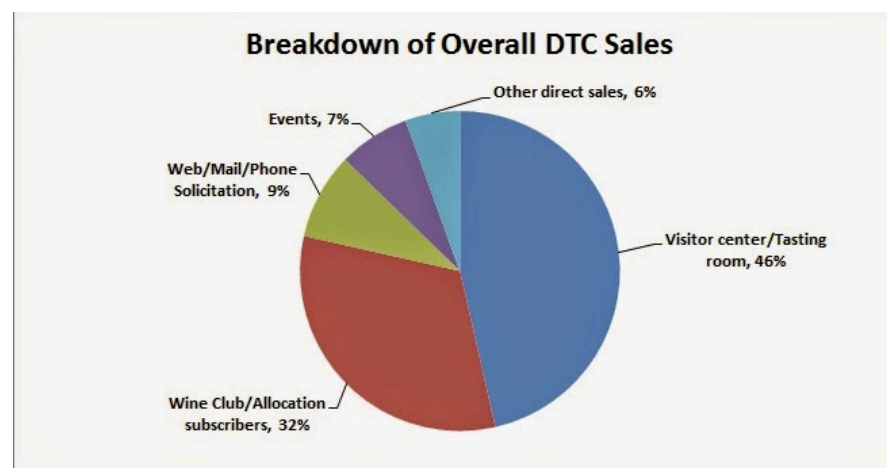


Figure 1 - Breakdown of Direct to Consumer Sales

There are many factors which contribute to a fabulous experience to a winery’s tasting room. Amongst the variables, Jason Haas (2010) mentions the importance of focus on customer interactions in [building a successful winery tasting room experience](#). This is only part of the puzzle with other factors such as parking, cost, amenities to mention just a few impacting on the experience.

As an interaction designer I am interested in how we can work with wineries to ensure their visitors have a delightful experience, in order to realise all the benefits of a happy visitor. I have not had the opportunity to work with wineries before, more recently you’d be more likely to find me in a mobile phone store. However, the research, observation, and design skills I have practiced for during my career as User Experience designer could be leveraged to learn from the winery visits and could be used to explore the relationship between visitors and the winery, in order to imagine a wonderful experience during a visit. One possible output would be a customer journey map which tells the story of the visitor’s experience (see [example](#), Figure 2). It is useful to help identify gaps or points in the customer experience that are disjointed or painful, and once exposed, can be addressed.

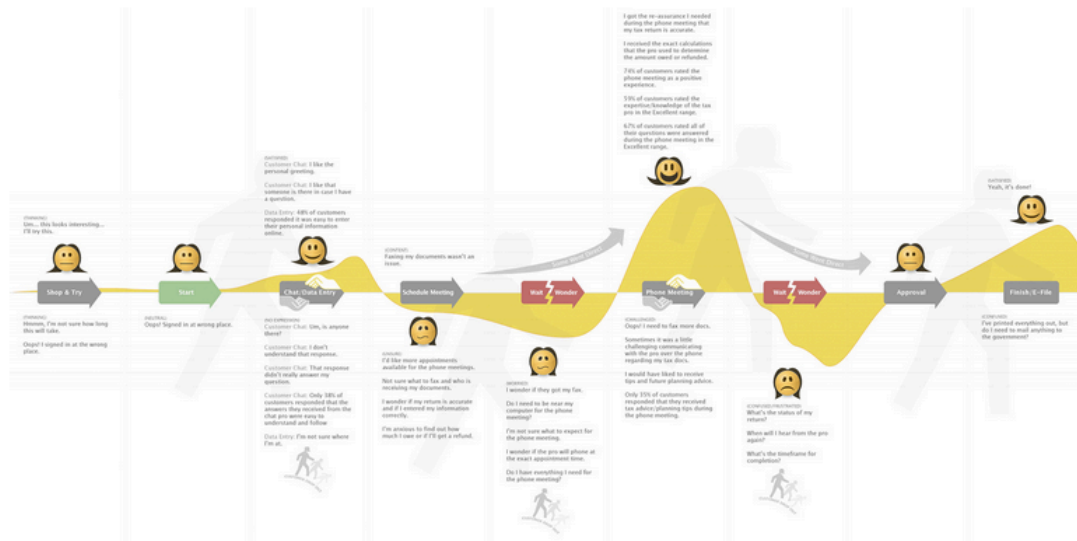


Figure 2 Example of customer journey map showing positive parts of the experience and opportunities for improvement

I look forward to the opportunity to visit the wineries in Tasmania and to considering how we could have input into creating a delightful experience in the tasting rooms (assuming there is room for improvement!)

Ilana Kaplan  
 Director and UX Principal, Bayfront UX  
[www.bayfrontux.com](http://www.bayfrontux.com)  
[ilana@bayfrontux.com](mailto:ilana@bayfrontux.com)  
 +61425328003