

IAT 334 - D102

CRAFT BREWER PERSONAE

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SUMMARY OF DESIGN DOMAIN

INTERVIEWEES



DAVE BOWKETT
Powell Street Brewing



BRENT MILLS
Four Winds Brewing



GARY LOHIN
Central City Brewing

Our research domain was **craft brewers** - more specifically, we interviewed and observed three **brewmasters at their respective breweries**, which ranged in size (from Powell Street Brewing, a “nanobrewery” with only three employees, to Central City Brewing, a much larger brewery with plans to expand distribution to the United States).

Craft brewing, typically carried out in “**microbreweries**”, is a form of beermaking that **focuses on artisal craftsmanship and high-quality products** rather than efficiency and volume. The head brewers at these breweries are typically either founding members or in some other sort of managerial position, meaning that their **goals and tasks** relate not only to the actual act of **making and brewing beer**, but the **operation of the business** and other employees.

Based on the research we gathered from these brewers last week, we have synthesized and created two primary personas that can guide potential design opportunities for craft brewers.



Age: 27
Location: Vancouver, BC
Brewery: MasEast Brewing Company
Brewery Capacity: 1,000 hL/year
Brewery Open Since: June 2012

“I want to create flavourful beer and find unique ingredients to experiment with.”

Mason is a Vancouver-based brewmaster at MasEast Brewing Company and is constantly on the hunt for different ways to make an impact in the brewing industry. He is always experimenting and testing new flavours. As a young brewer, Mason has been able to travel the world in the hunt for unique flavours. It is through this exploration with beer that Mason aims to create a better tasting beer.

End Goals	Experience Goals	Life Goals
<ul style="list-style-type: none">• Provide customers with flavourful, unique, and better tasting beer• Use the best and most unique tasting ingredients• Foster a community with other local brewers	<ul style="list-style-type: none">• Experiment with different flavours, find the right mixture of tastes, and document them	<ul style="list-style-type: none">• Expand the brewery size• Grow the customer base through methods such as social networking

Experience and Skills

Mason has plenty of hands-on experience and understands the brewing process, as well as how to expertly operate the machinery. He is able to multitask well and can keep track of many things.

His technical expertise involves him using basic apps such as his phone calculator, and he knows how to utilize social media platforms to reach out to customers.

Frustrations

Because of the importance of Mason’s phone to his work, it can become frustrating when his phone provides him with too many notifications or when his hands are too dirty to utilize his phone.

Mason can also become frustrated when he loses things such as recipes, and when he cannot find quality ingredients at fair prices.

Work Environment

Mason’s work environment is loud and constantly surrounded by machinery. He often becomes wet and sticky due to the amount of liquid substances present in the brewing area. The environment is complex and demands a lot of his physical attention.

Touchpoints

Mason creates exposure for his product to customers at local brewing events, as well as within pubs and bars in Vancouver. He also indirectly interacts with customers through their purchase of his products. He also mans the brewery’s social networks to interact with customers there.



Age: 52
Location: Portland, OR
Brewery: Alberta Street Brewing
Brewery Capacity: 40,000 hL/year
Brewery Open Since: October 2007

“I brew the beer that I want to drink.”

Joshua Miller is the brewmaster and partner at Alberta Street Brewing. He loved beer even before was legally allowed to drink it, and decided to create high-quality beer that he would love to drink. As a result he began homebrewing at the age of 21, and worked at other breweries and brew pubs for almost 20 years before becoming brewmaster at Alberta Street Brewing.

End Goals	Experience Goals	Life Goals
<ul style="list-style-type: none">• Brew high quality beer that he himself would love to drink using traditional techniques• Brew consistent capacities of beer each day to meet demand• Efficiently manage inventory• Maintain clean equipment throughout brewing process• Buy and use quality ingredients that are appropriate for the beer• Brew a mix of year-round beers and specialty seasonal beers	<ul style="list-style-type: none">• Enjoy the physical labour of actually making beer• Remain alert during long work days• Enjoy social aspect of craft brewing community	<ul style="list-style-type: none">• Increase brewing capacity to become an even larger brewery• Develop reputation as a high-end brewery, not a macrobrewery• Become more involved with brand development• Become known for distillation in addition to brewing

Experience and Skills

Joshua began homebrewing at 21 and had over 20 years of professional brewing experience before becoming brewmaster at Alberta Street. His industry experience is extensive, as he has worked as a bartender and brewer at various breweries and brew pubs.

He is very skilled with the physical interfaces that allow him to make beer, such as the vats, grain feeders, and fermenters. He is also fairly computer literate, knowing how to operate Word, Excel, and inventory software, and can field phone calls and emails comfortably.

Work Environment

The brewing area is loud, as machinery is constantly running, and the work is messy and sticky - it requires boots and gloves. The brewing area is transparent, and easily viewed by customers.

Frustrations

The constant cleaning of machinery and the fact that brewing requires a lot of waiting can sometimes frustrate Joshua.

Administrative tasks can also frustrate Joshua, including inventory counts and numerous meetings. He would prefer to be engaging in the physical process of brewing beer.

Touchpoints

Joshua interacts with other brewers and beer drinkers at festivals and competitions. Although the brewery has a taproom and is customer-facing, Joshua’s administrative duties means he doesn’t typically deal with customers, although he does field emails and phone calls. He focuses on reaching out to customers through distribution of beer to liquor stores.

THANK YOU!