



The People, Our Users

Persona evaluation

Nancy Wells

Works at corporate owned and operated winery



I love talking about wine all day with all sorts of new faces from all over the world.

Wine Educator

Location: Napa

Age	35
Years in industry	6
Family	Married
College Graduate	Yes

Loves most about working at winery

I grew up in Napa and simply love flowers and wine. After college, where I majored in English Literature, I came back home because I missed the Napa lifestyle that is here. I work for this winery because I really love the Cabernet we have. I love it when we host events and flowers get left behind, they last for a week or so.

Importance of guest area aesthetics



Green and sustainable importance



Educating about wines importance



General job stress



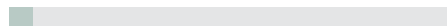
General job satisfaction



Time spent talking to guests



Time spent up-keeping space



Goals

- * Make sure everyone is greeted.
- * Sell at least 1 bottle of wine to every group that comes in.
- * Keep the place clean and appearances up for the guests.

Frustrations

- * Walk-ins when we are busy.
- * That we **have** to make wine sale goals.
- * Flowers on tables aren't always fresh.

Needs

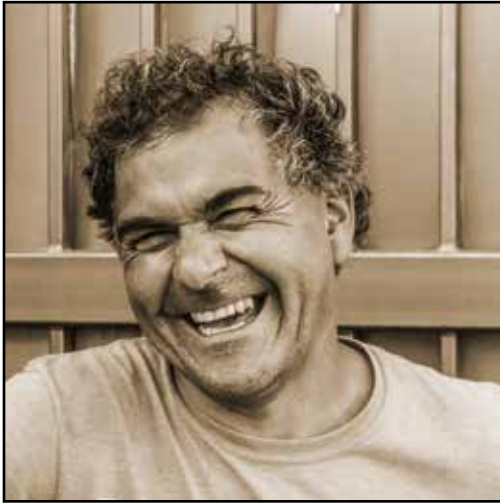
- * To be able to accommodate walk-ins without feeling like I am neglecting something or someone else.
- * I don't know, we are corporate.

Social media used



Mark deLeuze

Works at large commercial but family owned winery



Those other guys say they have the best wine because they haven't tried ours. Our soil is better for the grapes.

Hospitality & Wine Club Manager

Location: Rutherford

Age	52
Years in industry	33
Family	Married, grand-kids
College Graduate	No

Loves most about working at winery

My family has been in the wine industry for three generations, on this exact plot of beautiful land. My father's father figured out the soils secrets to growing better grapes. It's amazing how things have both changed and not changed around here. I love the rich family history this place has, I could never leave it.

Importance of guest area aesthetics



Green and sustainable importance



Educating about wines importance



General job stress



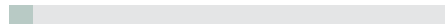
General job satisfaction



Time spent talking to guests



Time spent up-keeping space



Goals

- * We want our guests to have a nice time and come back.
- * Making sure we are giving the best quality wines and services we can provide.

Frustrations

- * Working with family can be tough, we all have different opinions on everything.
- * Food and Floral vendors charge a lot and don't always follow through with what the promised in terms of quality for the cost.

Needs

- * Less expensive floral vendors for events that do a good quality job.

Social media used



Robyn Davies

Works at small family owned and operated winery



***Farm poor, wine rich.
I love working with the original owners of this winery, they are sweet and sharp as tacks.***

Director of Hospitality

Location: Napa

Age	37
Years in industry	16
Family	Married, 2 kids
Collage Graduate	Yes

Loves most about working at winery

I love working at this winery because we are authentic, no swag, no bells and whistles. There are no barriers here, everyone communicates and works together. We all learn from each other and how we do what we do. Everyone knows everyone here, we feel like a true family. This is home. This is my dream job.

Importance of guest area aesthetics



Green and sustainable importance



Educating about wines importance



General job stress



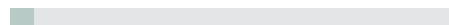
General job satisfaction



Time spent talking to guests



Time spent up-keeping space



Goals

- * Our guests understand something new about wines.
- * Guests have fun and try something new
- * We give good hospitality and the come back.

Frustrations

- * We don't have the budget to spend updating and maintaining the furniture or flowers, which really could use.

Needs

- * A way to make the place look more inviting and friendlier on a tight budget.
- * More of a marketing and social media presence.

Social media used



Steve Marks

Works at small “back yard” winery



Sometimes the simple life is best, I can spend more time with my kids and watching them grow up.

Founder & Proprietor

Location: Saint Helena

Age	36
Years in industry	10
Family	Married, 3 kids
Collage Graduate	Yes

Loves most about working at winery

I used to have a fancy tech job in the city, but felt it was time for a change. I was missing out on so much of my kids growing up. Owning a winery has always been my dream. Brought the wife and kids out here, and we are starting our own winery. It’s great to be working out here and “away from it all” and starting our own family business.

Goals

- * Make something that tastes good.
- * Make enough wine to make a profit.
- * Have a store or restaurant purchase and sell my wine would be nice.

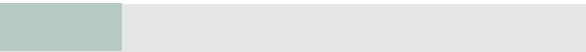
Frustrations

- * Feels like there is more work then can be done in a day.
- * Always feel short handed.

Needs

- * More hands on deck to help make more wine and accommodate more visitors.

Importance of guest area aesthetics



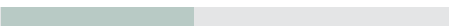
Green and sustainable importance



Educating about wines importance



General job stress



General job satisfaction



Time spent talking to guests



Time spent up-keeping space



Social media used



Summary of our users



What our users all have in common

Most of the users were focused more on their wine business and selling wine to guests, floral decor is more of an afterthought. Current floral arrangements are either left over from an event that had a florist for it, picked up from the local grocery store, or from the neighbor's yard.

All of our users are busy with paperwork, sales meetings, and giving wine tours with little to no time for floral arrangements and the maintenance of.

Importance of guest area aesthetics



Guest hospitality importance



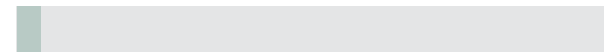
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Desire for decor environment upgrade

