SipNrate: Mobile Application for New York State Wines

A Master's Project

Presented to

School of Arts and Science

State University of New York

Polytechnic Institute

Utica, NY

In Partial Fulfillment

of the Requirements for the

Master of Science Degree

by

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December 2015

SUNY POLYTECHNIC INSTITUTE

DEPARTMENT OF COMMUNICATION AND HUMANITIES

CERTIFICATE OF APPROVAL

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ABSTRACT

It is estimated that 893 million gallons of wine were consumed in 2014, according

www.wineinstitute.org, which is an increase of 228 million gallons from ten years ago. In

addition mobile phone usage has soared with 90% of American adults owning a cell phone and

50% of those cell phone users, use their phones to download mobile applications, according to

the Pew Research Center. Due to increases in both wine consumption and cell phone

usage/mobile downloads it showed a clear need for a mobile application to assist consumers in

making an informed decision prior to purchasing wine. The prototype was created using

mokeupphone.com, a free online tool. Cooley's theory of Human Centered Design was used

during the creation of this mockup to insure that it would be all around user friendly. The

mockups created aide in the understanding of why this mobile application is needed, furthermore

this paper explores the need for this mobile application through research in wine consumption,

wine marketing and cell phone usage. The protoypes created for this project are embedded as

images throughout the paper with clearly labeled image numbers to coincide with the labeling in

the paper.

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Introduction

Problem Statement

There should be an easy way for wine consumers to gather information about wine prior to purchasing. The existing mobile applications lack features that could be very beneficial to users. Although there are mobile applications that exist they are not easy to navigate and are not user friendly. The frustration of using other wine applications is what led to the following research questions:

"What features would wine consumers and mobile application users want to see in a user friendly wine mobile application?"

"Would users want the option to scan the barcode or type in the name of the wine"

"Should the app archive wines in order from the highest rate to the lowest rated?"

The research questions developed are the drive behind the creation of this prototype. There is a need for a wine mobile application that provides a one stop shop for consumers to go to gather all the information they need prior to purchasing a bottle of wine.

Limitations

There are limitations to this mobile app, the first limitation is audience; because it is geared toward twenty-one and older it limits who we can target too. Another limitation is the region, to begin it would not be the entire United States, and it would not include international wines therefore potentially limiting the number of downloads. The app is also limited in its capabilities, it would not save information of wines rated under three glasses which could potentially cause issues if the user couldn't remember if they had liked a wine if they did not rate it three glasses or better. With reviewing the limitations there could be changes to combat those limitations one the app has been developed and gone live to insure that the original idea has merit.

Literature Review

Marketing in the Wine Industry

Choosing wine can be a challenging task for consumers. According to "Marketing Study on Wine Consumers' Behavior" from Iasi, "Wine is a product that generates confusion among consumers, due to the large number of indexes on the label, such as brand name, region or grape variety. Unlike most food products, wine taste may vary in a given year depending on the harvest, even if the brand and other extrinsic information remain the same" (Jitareanu and Gindu, p. 201, 2014). To put it another way, while wine selection provides a myriad of information for consumers to consider when choosing a wine, this information can complicate rather than ease the process of wine selection.

Complexity of Wine Choices

The variety of choices is not the only factor that complicates marketing wine to consumers; according to "Studies on Global Trends in Wine Marketing," "research has only recently begun to understand wine consumer behavior" (Jitreanu, p. 89, 2012). While there are some challenges in marketing wine, there is some information about the process that is helpful in determining how to most successfully market wine. For example, in "Millennials: The Great White Hope for Wine Industry," Schultz writes, "research indicates that a significant percentage of young adults prefer wine to other alcoholic beverages" (Schultz, p.3, 2010). The Literature suggests that because of the complex nature of choosing a wine, it is difficult to market and target consumers, as Jitareanu states: "Wine is a difficult and confusing product for consumers to choose due to number of cues on the label, such as brand name, region, grape variety" (Jitareanu, p.90, 2012). Purchasing wine can also be overwhelming because of the varieties available from red to white, and a wide variety of regions, and this is without taking into consideration sparkling

wines versus champagne. There should be an easier way for the consumer to choose wine based on his or her specific palette; however, "…consumers cannot usually taste the wine before purchase, so they must make their decision based on the available information on the label and bottle." (Jitareanu,p. 90, 2012). Since consumers cannot taste the wine before purchasing, the next best thing would be to have a mobile application that allows the consumer to get reviews and additional information about the wine prior to purchasing. For the purposes of this review, that mobile application will be referred to as "SipNrate."

Best Forms of Marketing and Target Audiences

The table below found (Jitareanu, p. 91, 2012) supports the idea that recommendations from friends and family are one of the best forms of marketing followed by websites.

Communication Channel	Reach	Wine Price	Wine Quality	Wine product Information
Television	High	Good	Moderate	Moderate
In-Store Advertising	High	Moderate	Moderate	Moderate
Radio	High	Poor	Poor	Poor
Newspaper	High	Moderate	Moderate	Moderate
Magazine	High	Moderate	Moderate	Moderate
Internet Advertising	High	Moderate	Poor	Poor
Websites	High	Good	Moderate	Good
In-store Retail market samples	Medium	Excellent	Excellent	Good
Coupons and price promotions	Medium	Moderate	Poor	Poor
Home mailings	Medium	Poor	Poor	Poor
Friends/Family Recommendations	Medium	Excellent	Excellent	Excellent
Magazine/newspaper inserts	Medium	Moderate	Poor	Poor
Cinema advertising	Medium	Poor	Poor	Poor
Toll free numbers	Medium	Poor	Poor	Poor

Emails	Medium	Poor	Poor	Poor
Event Sponsorship	Low	Poor	Moderate	Poor
Experts recommendations	Low	Moderate	Excellent	Good
Restaurant table promotion	Low	Poor	Moderate	Moderate
Travel by public transport	Low	Poor	Poor	Poor
Travel by airplane	Low	Poor	Moderate	Poor

Figure 1.0: Best Forms of Marketing

Creating SipNrate would allow the consumer to gather relevant information from two highly regarded sources in one location. The ability to see what other wines people prefer, we will label them as friends, and what the winemaker, the website host, would allow consumers to feel confident in their purchasing decisions. Because a wine consumer cannot legally purchase a beverage until the age of twenty-one, marketers need to be more aware of the upcoming legal consumers so they can be proactive in marketing to the next target audience; this need for proactivity is supported by Schultz who writes, "The test for marketers is to gain loyalty from young drinkers whose tastes are only now emerging." (Shultz, p.3, 2010). With SipNrate, set-up as a social media site, consumers will have the ability to scan barcodes, get and leave reviews, and also see what the wine producers and distributors provide as a description; SipnRate would open a new world to wine marketing. While numerous social media sites are attempting to fill the gap as a resource for wine information, a social media source offering exclusively wine information is absent. Based on the research from Schulz, not taking advantage of such an opportunity is leading to a loss, as he explains: "Experts say millennials, as opposed to other generations, have no fear of asking for wine advice, but a lot of them seek it from Facebook friends and on Twitter-which is leading winemakers to invest in social media" (Schultz, p. 3, 2010).

Mobile Wine Application

In an article written by Thach in regards to wine 2.0, she writes about an emerging form of wine marketing called "wine 3.0" she refers to this as not yet available but defines it as a "new and unique way of integrating wine data on the Internet. For example, wine reviews from consumers and wine critics around the world could be quickly uploaded by scanning the wine bottle barcode label with an Internet-connected cell phone or other PDA (personal data accessory)" (Thach, p.144, 2009). This idea of "Wine 3.0" would allow consumers to have information at their fingertips.

The data that Thach gathered during her research supports that wine 3.0 is needed. Thach sent a simple email requesting information from 208 wineries. 83 of the wineries never responded to the email. The 83 wineries that did not respond to the email lost out on gaining a customer, but if "Wine 3.0" existed these consumers would have had the information at their fingertips when they were ready to purchase. According to Thach's results it took an average of 1.84 days for the winery to respond; in that time, the consumer has most likely already purchased a different kind of wine or believed they would never receive a response. Since "consumers are attracted to online marketing that is entertaining" (Thach, p. 152, 2009), SipNrate would also act as a social media platform that would provide the consumer with a space that is entertaining and engaging. SipNrate would allow consumers to receive alerts if someone asked a question about their review and would create a sense of community within the application. The consumers would be the driving force of the application with scanning barcodes and rating the wines.

Increases in Mobile Phone Usage

As technology changes, having a mobile phone or smartphone has increased in popularity. With smartphone usage on the rise, marketing companies are now looking for the

best way to market to mobile phone users. According to Pophal, in January 2014 90% of

American adults had a cellphone, 58% of which had smartphones (Pophal, p.10, 2015). Making

sure that content can go from desktop to mobile effortlessly is a crucial part of marketing. In

addition, marketers have had to learn to reach mobile users in a variety ofp.1 ways from pop-up

ads to videos to in-app advertising (Pophal, p.11, 2015). Since most consumers would like

instant gratification, purchasing items directly from a mobile device is becoming easier, and

according to Pophal, mobile traffic increased 120% from 2013 to 2014 (Pophal, p.10, 2015).

This increase simply means that if you want your company or business to grow and have more

exposure, involving mobile components is necessary.

Low Cost Marketing Strategy and Facing Privacy Challenges

One of the challenges that businesses are faced with is that consumers do not want to share their

credit card information, 69% (Pophal, p.11, 2015). With so many security breaches happening,

such as the Target security breach and many others, it is easy to understand why consumers

would be apprehensive; however, the advantages of mobile phone use often outweigh the

drawbacks. For example, "Mobile devices offer opportunities to combine information search,

phone functionality and interaction while shopping in-store or using a product" (Strom,Vendel,

and Bredican, p.1001, 2014). Allowing consumers to have everything at their fingertips enables

them to make quick decisions. Creating SipNrate will allow users to quickly search wines, rate

their favorite wines, and see what others rated a specific bottle all with the scan of a barcode.

Looking at all of the variables a SipNrate could help drive wine sales and also allow local

wineries and liquor stores to get their information out to more people in a short time frame and

decrease dollars spent on advertising. Understanding what the consumer is getting out of

SipNrate is important. The perceived value benefits of the app, a consumer will want to know

what they gain as a consumer for downloading and using the app. Although it might be a low cost marketing strategy, ensuring that customers feel safe using providing their private information is crucial.

Information Design and the application of Coherence

Designing a mobile app can be difficult; considering Mike Cooley's Human Centered Design Theory when conceptualizing SipNrate was helpful because there are many variables that need to be considered when creating a user friendly mobile app. Human Centered Design (HCD) takes into account nine separate components: coherence, inclusiveness, malleability, engagement, ownership, responsive, purpose, panoramic, and transcendence (Jacobson, p. 67, 1999). Creating an app based on the nine components of HCD will enable users to feel that their behaviors within the app are taken into consideration. Coherence is the idea of having items highly visible (Jacobson, p. 68, 1999), SipNrate allows the user to clearly navigate through the app. Whether it is to scan a barcode, rate a wine, or comment on another review. The user is at ease when navigating SipNrate due to the transparency.

Inclusiveness, Engagement, Malleability, and Responsiveness in SipNrate

Inclusiveness is key when creating a solid app; otherwise, users will not feel like they are involved in anything. There is a strong link between inclusiveness and engagement, which is another component that is a focus in Human Centered Design. The app will engage users by allowing them to scan barcodes, which will then bring them to a description of the wine along with reviews and ratings that other users have posted. Users can then comment on reviews or ratings keeping them involved and engaged in the app. Malleability is important for a myriad of reasons but mainly it allows the user to use the app the way that works best for them (Jacobson, p.68, 1999).

Importance of Ownership and Purpose in Mobile Applications

Creating an app that allows users to feel as though they can take ownership of the app makes them feel validated. According to Jacobson ownership is "a feeling that you have created and thereby own parts of the system" (p. 70, 1999). Allowing the user to post, comment, and rate wines gives them the feeling that they own that portion of the app. If they post a review and rating, that information came from them creating a stake in the app.

The barcode scanning portion of the app will recognize what action the user is performing. When a user scans a barcode the app will then populate information based on the barcode, which ties into the responsiveness portion of HCD. Every app created has a purpose, having the user understand the purpose will assist in driving app downloads. The purpose of this app is to create an informative and engaging place for people to visit when they are looking for assistance with wine choices. Whether it is a first wine choice or a purchase to impress someone important, the app will provide a fun and informative way of making a wine purchase.

Application of Panoramic and Transcendence in SipNrate

SipNrate does apply the concept of panoramic because it provides the user with a wider view into information about wine; it will provide a description of the wine along with reviews and ratings which can allow users to click on a profile and filter through other users' wine choices. Transcendence is the apps ability to push the user to go outside the normal boundaries (Jacobson, p. 70, 1999). The app applies the concept in many ways since, in the description of wine, there will be a link to the specific winery enabling the user to venture off the app and view the winery's website.

Human Centered Design as described by Cooley plays a large role in the creation of SipNrate because the principles behind the theory allow a designer to understand what a user wants out of a mobile app. If a user is not happy with the design of the app, they will then rate the app poorly, which will likely result in fewer downloads. It is important to look at each concept individually to create an app that will engage users and create buzz.

Mobile Application Difficulties in Design

Designing a mobile application can be difficult for a variety of reasons. Progressive disclosure is the concept that "keeps displays clean and uncluttered and helps people manage complexity without becoming confused, frustrated, or disoriented." (Lidwell, Holden, & Buttler p.435 2010). Research conducted by Harmut and Viswanath takes into account progressive disclosure and the importance of this concept while creating a mobile application. According to Harmut and Viswanath, there is a lack of mobile application usability (p. 436, 2015). Harmut and Viswanath continue on with stating that "many mobile applications do not prioritize the most essential aspects of the application and content is ineffectively presented which in turn negatively influences user interaction" (Harmut & Viswanath, p. 436, 2015).

Challenges with Operating Systems

In addition, since mobile devices have smaller screens, the content going from a website to a mobile device can become problematic because the content in the mobile application does not translate due to the overload of information from the website platform to the mobile application platform (Harmut & Viswanath, p. 436, 2015). Mobile application usability goes beyond the content within the app itself and starts at the base of creation which is the operating system used for the mobile application (Harmut & Viswanath, p. 437, 2015). What works on one operating system may not work on another operating system, which requires developers to check

usability on multiple platforms or requires a developer to use one platform to create the mobile

application, therefore alienating opportunities by not being user friendly across multiple

platforms.

One potential frustration that mobile application users have is when they are required to

input the same information more than one time; this creates a dissatisfied user (Harmut &

Viswanath, p.447, 2015), resulting in the potential for fewer downloads. The guidelines provided

by individual platforms (apple and android) are clear and concise on what is expected of a

mobile application. One item of key importance is user interface output, as Harmut and

Viswanath write, "standardized user interface elements should be employed" (Harmut &

Viswanath, p.450, 2015). Using standard elements allow a user to feel as though they have

already used the mobile application resulting in a satisfied user because they feel a higher level

of comfort due to the familiarity (Harmut & Viswanath, p. 450, 2015). Being aware of individual

platform guidelines plays an important part in the development of a successful mobile

application.

Conclusion of Literature Review

The research articles found support the notion that a mobile application is needed to assist

in marketing wine. The benefits of SipNrate range from educating potential buyers to assisting

wine producers in marketing their products. There are a wide variety of opportunities to market

within SipNrate from providing an informational description of the wine, to offering coupons, or

purchasing advertising space. As indicated, through the research, mobile phone usage is on the

rise and consumers are using their smartphones to stay connected and informed. The components

of Human Centered Design Theory would assist in creating a mobile application that was user friendly and aesthetically pleasing.

Since privacy is a possible challenge that SipNrate will face it will be important when piloting the mobile application to receive feedback on privacy and the comfort level of the user while engaging within SipNrate. Providing consumers with all the information with the touch of a button will allow wine producers to engage users and reach potential consumers at a higher rate.

Methodology

Mobile Application Guidelines

There are a lot of guidelines for creating a mobile application whether it is for an Apple platform Android platform it is important to take the guidelines into consideration when creating a mobile application. Since the mockup would be for an iPhone 6, reviewing the guidelines for the Apple platform for crucial to understand. There are twenty-nine components to the guidelines for Apple mobile application developers and under the twenty-nine headers there are subcategories. Some of the components are as simple as "Apps that crash will be rejected" to items more complex such as "Video streaming content over a cellular network longer than 10 minutes must use HTTP Live Streaming and include a baseline 192 kbps or lower HTTP Live stream"

Existing Wine Apps

Vivino Wine Scanner provided insight into what could be beneficial in SipNrate. When logging into Vivino Scanner the user must create a profile, either through their Facebook account or through their email. The idea of linking back to Facebook is a nice idea because if the user

allows the app to post to their Facebook it gives the mobile app. more marketing. The profile is simple with a name, email, and state. Using Facebook to log into Vivino auto filled all of the users information and used existing information such as the users profile picture. When using the Vivino Wine Scanner, the user takes a photo of the label once you submit your picture it analyzes it and pulls the wine information. It took three attempts with one bottle of wine to get the label photographed perfectly so that the app. would accept the photo. Once the wine label has been found it states the origin of the wine, the year, and the average rating. Then you are able to rate the wine yourself by giving it stars, add a location where you bought/tried the wine, and then also add a price. It offers food pairing along with vintage comparison. Vivino Wine Scanner allows a user to perform a lot of tasks in one screen. It was a little busy and a lot of information to take in at one time. After reviewing Vivino Wine there were clear changes that needed to come into play with SipNrate to make it more user friendly.

Creating the Prototype

Mockupphone.com was used to create the final versions of the SipNrate, after piloting a few other options to see which platform would work best for SipNrate. iPlotz and InVision were the two other platforms tested. Ultimately neither gave the desired outcome like mockupphone.com. Since the Vinvio Wine App was review prior to creating SipNrate it provided insight on what worked and what did not work. When creating SipNrate for NYS wines, having something more streamlined and easier to use was very important. Since scanning a barcode seems more efficient than scanning label or typing in the name, due to user error, that was the direction the app went in. Scanning a label requires the perfect angle and lighting, scanning barcode simply requires the user to line up the barcode scanning area until it can read

the barcode. Since using Vivino Wine Scanner took me three attempts to get the perfect image, making it very time consuming to even get any information.

SipNrate Opening Screen and Scanning Barcode

Figure 1.1:Opening Screen, was designed as the home screen when entering the mobile application. It clearly welcomes the user the app along with allowing the user to select one of four options. Giving the user an option when they first enter the app allows them to feel included and involved in the process versus forcing them to a specific location. Figure 1.2:Barcode Scan is a mockup of what the user would get if the selected "scan barcode", if this option was chosen the user would like the barcode up within the blue box. The app would then scan the barcode and retrieve the information from the database.
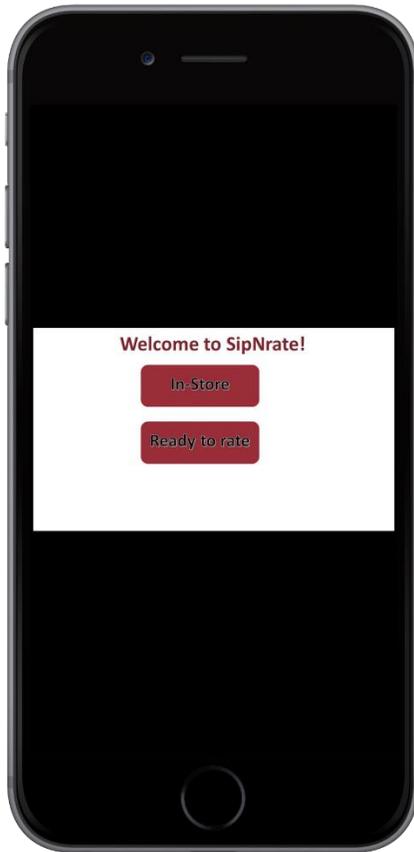
Figure 1.1: Opening Screen

Figure 1.2:Barcode Sanning

SipNrate Successful Barcode Can and Ready to Rate

The figure below, 1.3: Succesful Barcode Scan, would be the next screen after a barcode

has been successfully scanned. It would bring up the information about the wine that the winery

offers of the bottle such as the name of the wine, name of the winery, how sweet or dry the wine

is, and a brief description of what to expect of the wine. Once the user has gotten to this part of

the SipNrate if they are using the app for informational purpose they will probably choose to

connect with others that rated this wine to see what others had to say. If the user is scanning the

barcode to rate the wine they will be able to make that choice on this screen. Once the user has

clicked "Rate this wine" it will then take them to another screen (Figure 1.4: Ready to Rate)

where they will be able to rate the wine by choosing a number of glasses, similar to a star rating, five glasses means the wine is great where one glass means it left something to be desired. The colors chosen for the mobile application were chosen based off of colors associated with wine, six bottles if wine were looked over in detail when determing the colors of the mobile application. Wine labels tend to have burgundies, blues, greens, and black on either the front label or the back description.

In Figure 1.3: Successful Barcode Scan, the information and coloring was a direct interpretation of the label produced by Bully Hill. The radio buttons chosen were based off of other social media sites to assist with continuity, on social media sites such as Instagram and Twitter a heart is used as a "like" which is why it is associated with the wine cellar because those are the users favorited wines. The button chosen for rating the wine was chosen simply becase giving a star rating seemed the norm and providing wine glasses as a choice seemed logical in the sense of, how many glasses would you drink of this wine, as a gauge of rating. The connect radio button is colorful so it draws attention immediatley, hopefully creating curiosity of the user.
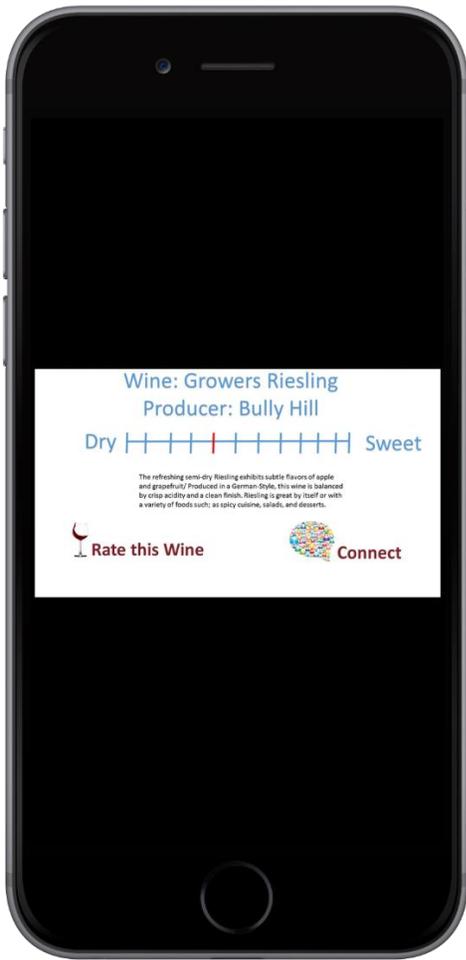
Figure 1.3:Successful Barcode Scan

Figure 1.4: Ready to Rate

Connecting with SipNrate

If a user wanted to connect with other users via SipNrate they would then be asked

to create a profile. It would be very simple username and email address. This would allow the

SipNrate to email the user with potential coupons from wineries. Since SipNrate would be user

for New York State wines only, wineries would be able to offer coupons when they received, for

example, 500 ratings. It would allow the wineries to directly engage with their customer base. In

addition SipNrate would allow the user to feel in control throughout their usage. Allowing the

user to choose a direction on every screen versus feeling bombarded with information and tasks in one screen.

Wine Cellar and Push Notifications within SipNrate

In addition once the user has rated the wine it will automatically fill in their wine cellar, the wine cellar feature will categorize favorite wines by how they were rated. Figure 1.5 Wine Cellar, shows how the wines will be categorized. The wine cellar will only save wines that rate three glasses or better. It will put white wines on top and red wines at the bottom for easy access along with color coding them, white wines will be a lighter pink where the red wines will be a merlot color. Figure 1.6: Push Notications, shows a reminder after the user scanned the wine, after 24 hours the app will alert the user to rate the wine they scanned. If the user did not purchase the wine they can ignore the alert or if they did purchase it, they can click on the alert and the app will open allowing them to rate the wine.
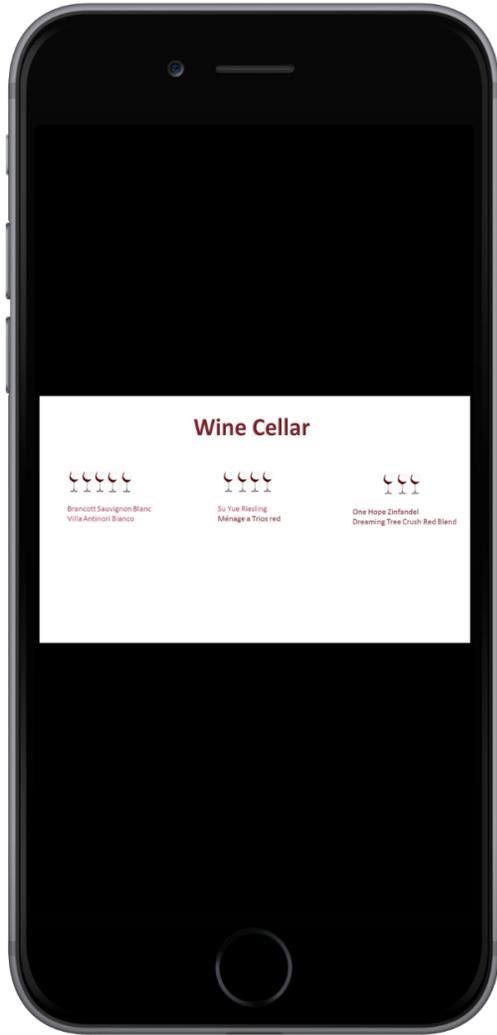
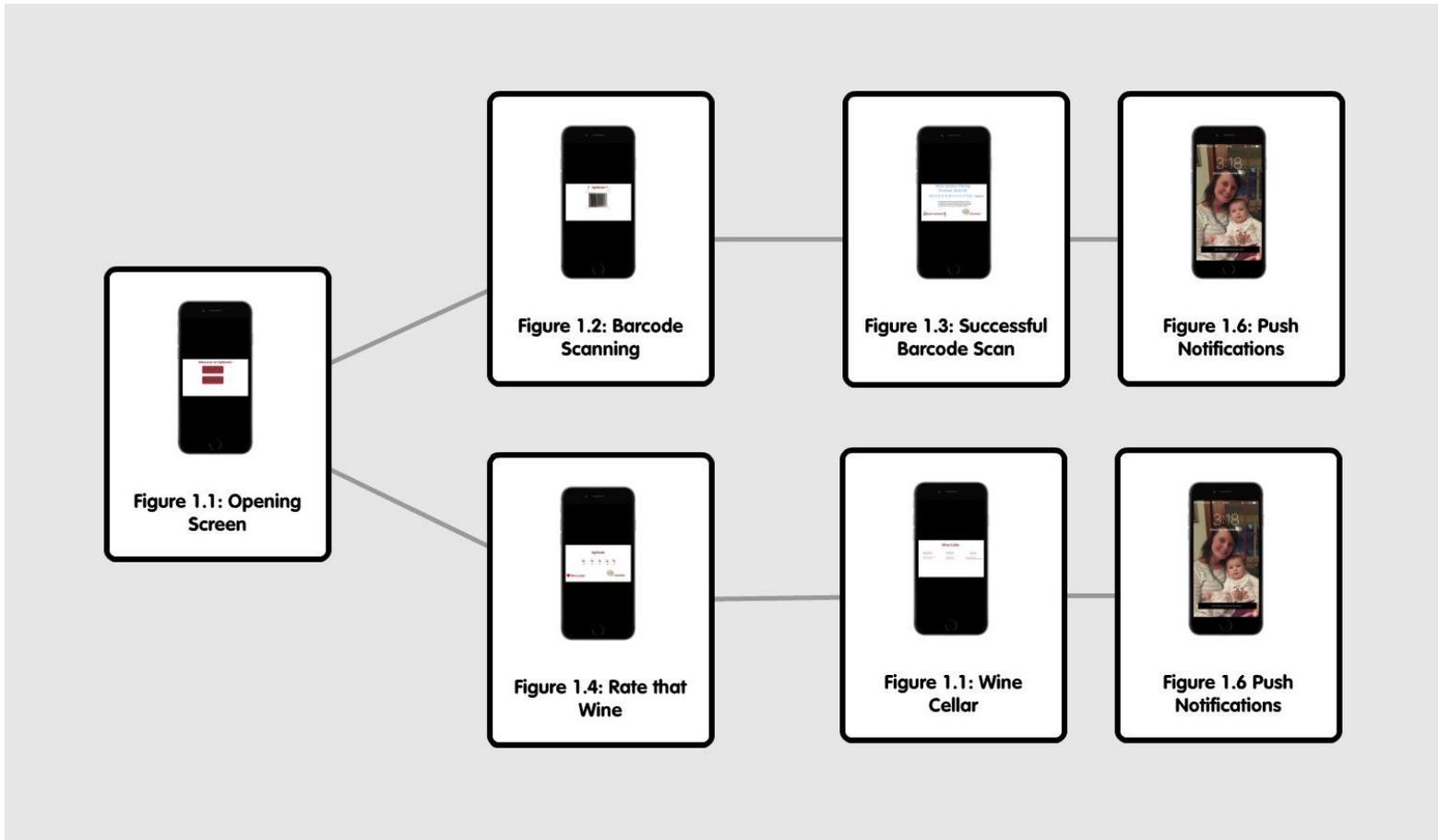Figure 1.5: Wine Cellar

Figure 1.6: Push Notifications

Figure 1.7: SipNrate App Flow

Summary

Next Steps

While not a part of this project, in order to make sure this mobile app would meet the needs of the user, It would be important to first talk with wineries in New York State to get feedback from them on what they think would work and what might now work. These would be very basic conversations that would invovle me going through the app prototype step by step to see where changes would need to be made. In addition it would be necessary to see how they

would like to be involved, whether it would be offering a coupon for rating a specific number of their wines or if they would buy advertising space in the form of a banner ad within the app.

It might be more beneficial to SipNrate to tighten up region to only the Fingerlakes in order to narrow down my target audience and the best way engage those consumers. If the decision to tighten up the region was made, it would be important to do more research specifically on that regions wines, such as what they are known for making. It would also be easier to go to the Fingerlake Region and talk to wineries versus trying to go all over New York State. Narrowing in on what would work best, what consumers want, what producers want, and what functions the best SipNrate would then be able to move into the stages of development.

Conclusion

The purpose of creating this mockup was to provide users with a easy to navigate, user friendly mobile application to gather information about wine. The mobile application SipNrate would offer a new experience for New York State wine consumers and producers. It would allow users to engage with other users along with wineries. Wineries, in turn, would be able to engage directly with their consumers and provide specific offers to users. SipNrate would allow users to rate wines, read wine descriptions, read reviews, and connect with other users. It will allow users to remain engaged throughout the process and also feel as though they are in control.

The easy to use menu and clear direction and choices will also make the user feel comfortable while navigating through the app. The research found supports the need for a mobile app to be developed for wine consumers. There is a large audience that uses mobile devices and also consumes wine. In addition the increase in wine consumption and the increase in mobile phone usage shows that this app could be beneficial and also reach a large audience. Creating a

mobile app that will allow wine consumers to engage with eachother and with wineries could open new doors for many wine consumers to aide them in trying new wines and bringing new customers to the wine market. Based on the information gathered throughout this thesis from the literature review and the use of other similar applications scanning the barcode was the clear choice over inputting the wine information as user error could cause the app to not be user friendly if the user mispells the name of the wine.

In addition, providing users the option for their wine ratings to be saved allows them to have easy access to their highly rated wines, which through the research gathered is a function that users would want to have so they felt as though it was worth their time to rate the wine.

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