

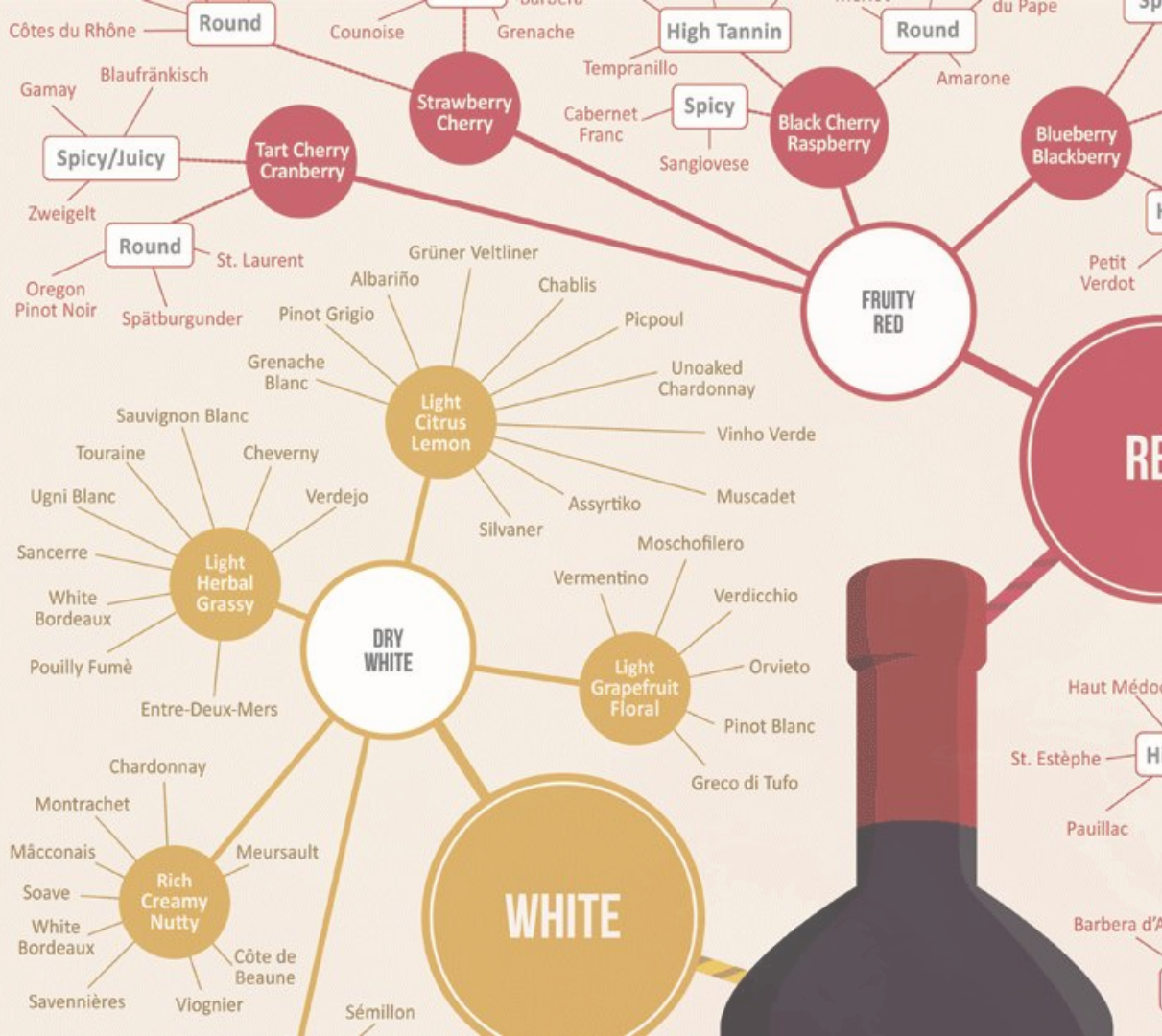
What's your VinoType?





So many people think that they're intimidated by wine when in fact they're intimidated by the language of wine.

Emily Timberlake, Punch



Goal

Make sense of the complex & jargon-heavy wine industry.

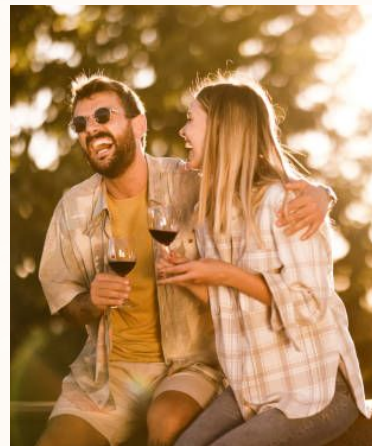


Interactive website



Simple language and visuals

Audience



Why me?

- Wine lover
- Product manager
- Data visualizer



Data & Analysis

Data

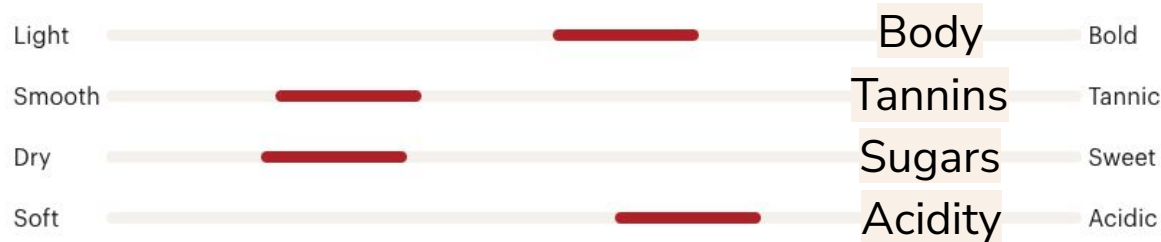
45k red wines scraped from Vivino.com

130k expert reviews from Wine Enthusiasts

Vivino Analysis

winery | varietal | region | price | # of reviews | tasting notes

What does this wine taste like?



WINE LOVERS TASTE SUMMARY

The taste profile of Meiomi Pinot Noir is based on 28033 user reviews

Vivino Analysis

Myers Briggs Type Indicator



Vivino Analysis

Wine Personas = VinoTypes

L	Light	Bold	B
V	Smooth (Velvet)	Tannic	T
D	Dry	Sweet	S
M	Soft (Mellow)	Acidic	A

Wine Reviews Analysis

Extracted the most commonly used words

- Omitted common stop words & wine stop words
- Summarized by varietal & persona

A beautiful shade of reddish purple in the glass, this exquisite, three-barrel bottling begins with aromas of black raspberry, lilac extract and rose oil, proving pure and rich, while bright. The palate plays a similar trick, lifting up boysenberry and raspberry-jam flavors atop a granular texture into the fascinatingly long finish.

—MATT KETTMANN

RATING

98
POINTS

Designs & Iterations

Four Key Components

1. Survey
2. Personas
3. Recommendations
4. Common words

Survey

Body is bold. Think of a bolded word.

Bold

Next up is **tannins**.

Tannins are naturally occurring polyphenols found in plants, bark, leaves and fruit skins and are known to have various health benefits. A wine with a high amount of tannins will give off that astringent "dry" feeling that makes your lips stick to your teeth.

Less Tannic

Do you prefer wines that are **more or less tannic?**

More Tannic

Next, let's look at **sugar**.

Sugar seems like it should be a pretty easily identifiable characteristic. However, in wine, other characteristics such as tannins and acidity can distort the actual amount of residual sugar. A wine with a lower amount of residual sugars is considered dry, while wine with a larger amount of sugars is considered sweet.

Dry

Do you prefer wines that are **sweeter (more sugar) or drier (less sugar)?**

Sweet

Last but not least, **acidity**.

A tart or sour taste along with a tingling or mouth-watering quality. Highly acidic wines may taste less sweet and may taste bolder and sweeter.

or **more mellow?**

Me

Survey

First, let's look at **body**.

Body is used to describe the feel of a wine's intensity or richness from light to bold. Think of coconut water versus coconut milk. A coconut milk is going to have a bolder, or fuller feel. The same concept goes for wine.



Do you prefer wines that are lighter or bolder (fuller)?

lighter _____ bolder

Next up is **tannins**.

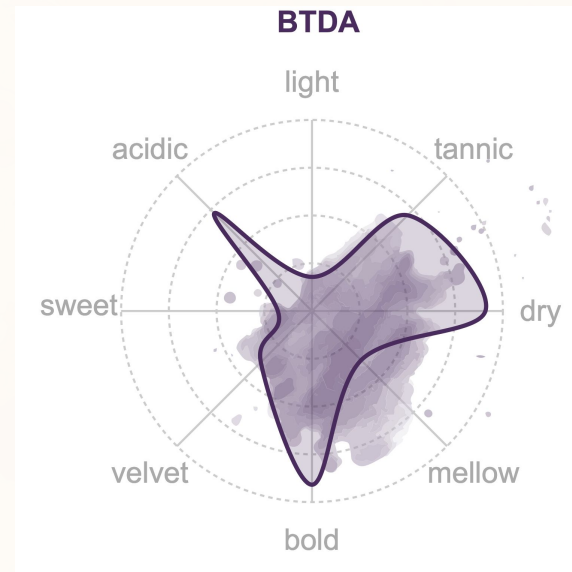
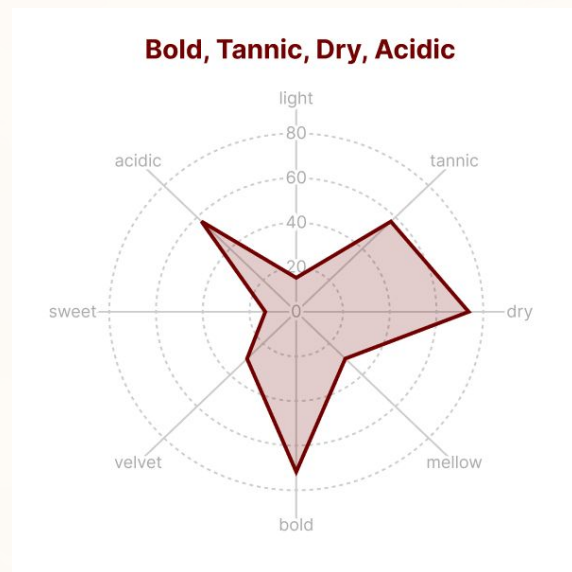
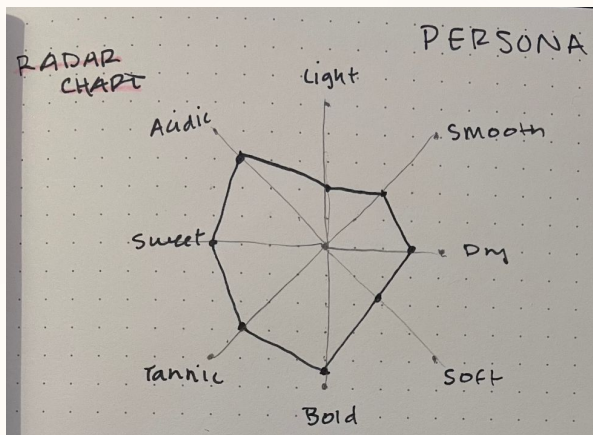
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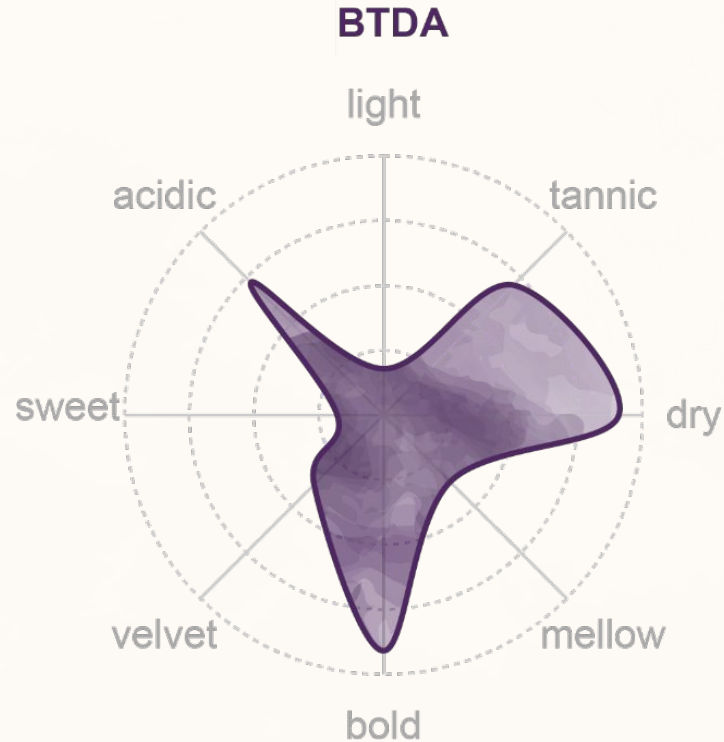
Do you prefer wines that have a velvety feel or a tannic feel?

velvety _____ tannic

Persona Visualizations



Persona Visualizations



Recommendations

Name	Varietal	Winery	Region	Country	Year	Vivino Rating	Popularity	Price
Cabernet Sauvignon Lot 1	Cabernet Sauvignon	Bonanza	California	United States		4.10		21.99
Diamond Collection Cabernet Sauvignon	Cabernet Sauvignon	Francis Ford Coppola Winery	California	United States	2016	3.90		14.32
Estates Seven Oaks Cabernet Sauvignon	Cabernet Sauvignon	J. Lohr Vineyards & Wines	Paso Robles	United States	2017	4.00		13.99
Cabernet Sauvignon Aged in Bourbon Barrels	Cabernet Sauvignon	Robert Mondavi Private Selection	Monterey County	United States	2016	4.10		12.95
Red Blend (Aged in Bourbon Barrels)	Red Blend	Cooper & Thief	California	United States	2014	4.10		27.99
Cabernet Sauvignon (Reserva)	Cabernet Sauvignon	Casillero del Diablo	Central Valley	Chile	2014	3.50		10.99
Dark (Red Blend)	Red Blend	Apothic	California	United States	2014	3.70		9.95
Hillside Cabernet Sauvignon	Cabernet Sauvignon	Juggernaut	California	United States	2017	4.20		16.99
ARTEMIS Cabernet Sauvignon	Cabernet Sauvignon	Stag's Leap Wine Cellars	Napa Valley	United States	2015	4.40		89.99
Koonunga Hill Shiraz - Cabernet	Shiraz	Penfolds	South Australia	Australia	2017	3.70		11.99
Tarima Monastrell	Monastrell	Volver	Jumilla	Spain	2016	3.80		9.99
Silk Soft Red Blend	Red Blend	Ménage à Trois	California	United States	2014	3.80		13.29
Gran Enemigo Single Vineyard Gualtallary Cabernet Franc	Cabernet Franc	El Enemigo	Gualtallary	Argentina	2015	4.70		99.99

Recommendations

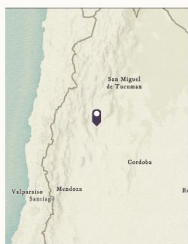
Top 5 varietals

Use the slider below to explore the top 5 varietals in this persona, along with the varietal origin and suggested pairings.



Cabernet Sauvignon
Rhône Valley, France

pairs with: Steak, roasted meats, or strong cheeses



Malbec
Argentina

pairs with: Grilled meats, especially beef or lamb, or spicy Latin American dishes



Red Blend
Worldwide

pairs with: A versatile pairing that can go well with a variety of dishes, such as grilled meats, pasta dishes, or charcuterie

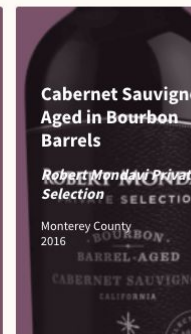
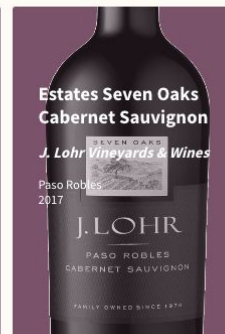


Shiraz
Aus

Top 10 suggested wines

Below are the top 10 most popular suggested wines for the BTDA persona. These suggestions are based on Vivino popularity and number of consumer reviews.

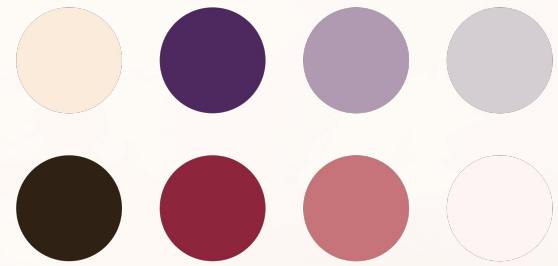
Varietal ■ Cabernet Sauvignon ■ Red Blend ■ Shiraz



Common Words



Design Inspiration



The Milk

There is no milk in this drink

Temperature & Sweetness

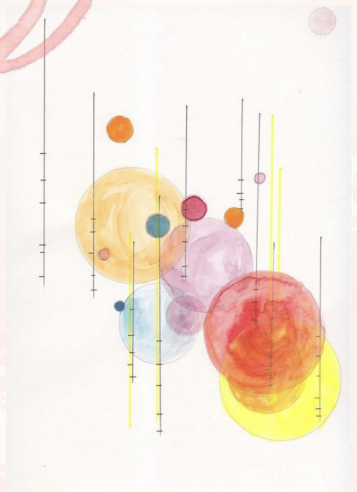
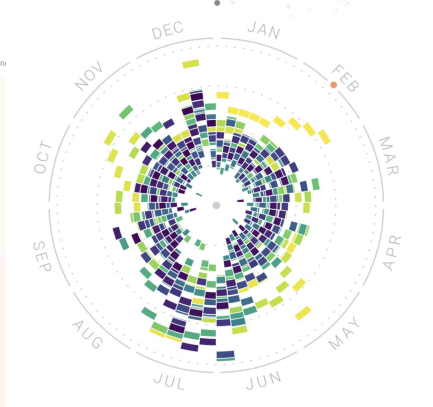
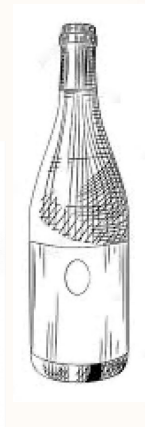
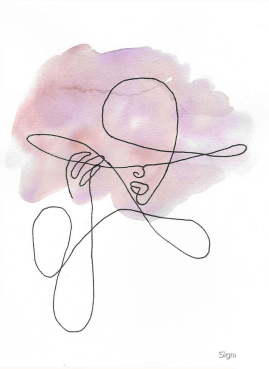


The Straw

You chose a wide boba straw to enjoy your toppings.

The Bag

You didn't take a bag. Thanks for doing one small step to save the planet.



Demo

<https://www.vinotype-viz.com/>

What's Next

- More comprehensive dataset
- Side by side survey & persona visualization
- Alternative audience - wine distributors

What's your VinoType?

Questions?