

Module #2

Seeing



TEAM #5.
MARTY NEUMEIER'S
METASKILLS CHALLENGE



BrewDog

“Beer for punks”. A beer brand with a difference.

PURPOSE:

To make other people as passionate about great craft beer as we are¹

VALUES:

World class craft beer, community ownership, independence, that a business can be a force for good, radical transparency, being a great employer, in taking a stand and that good people drink good beer.²

¹ Source: www.brewdog.com/uk/

² Source: <https://www.brewdog.com/uk/community/brewdog-believe>



Brand system

BrewDog runs a complex business eco-system which has caused it to become the No. 1 craft brewery in Europe¹.

Each element & its interconnections demonstrates the brands values and thus makes the brand successful. The company invests in its people and is part fan owned (investors are called “punks”) ensuring customers are at the heart of daily decision making.

¹ Source: <https://www.entreemagazine.nl/brewdoginterview> Oct. 2019

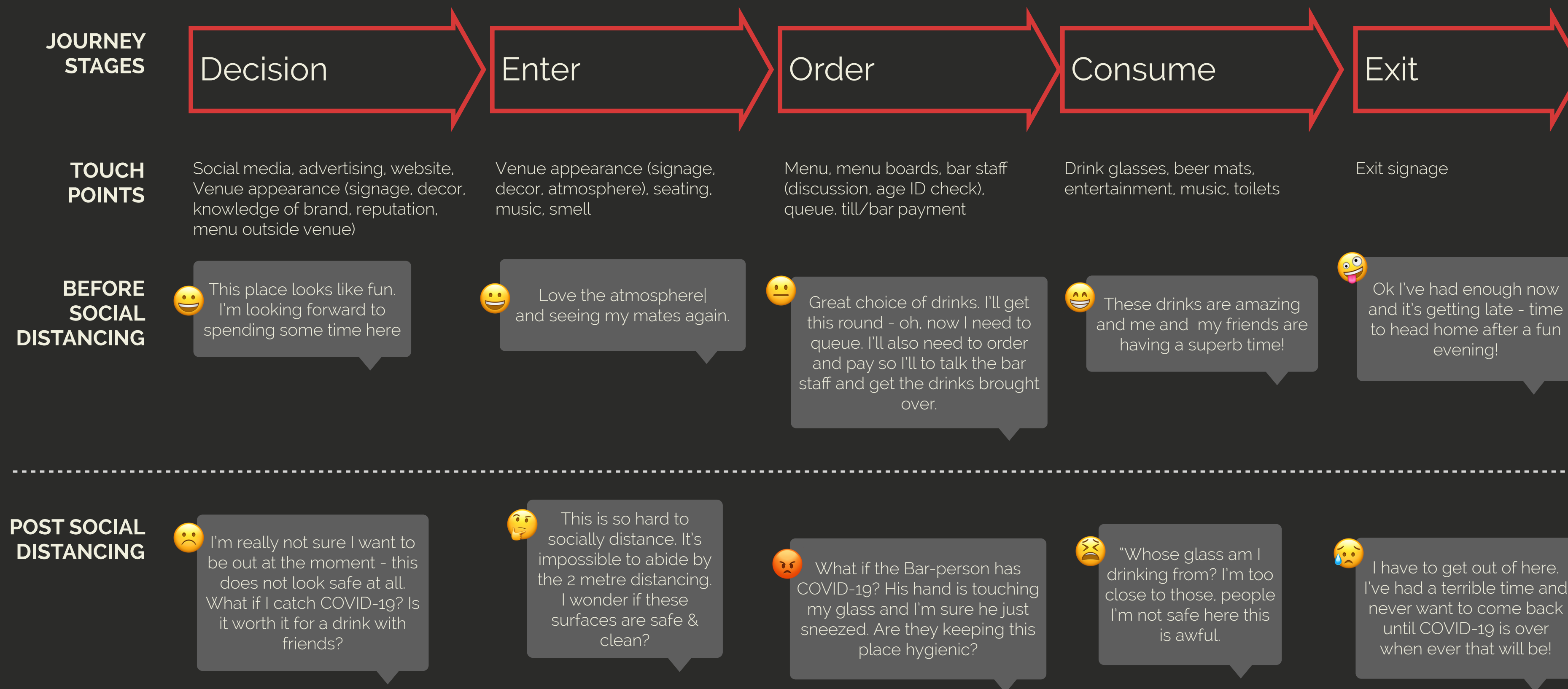
² <https://www.who.int/emergencies/diseases/novel-coronavirus-2019/advice-for-public>



Following the unanticipated problem of COVID-19 & the introduction of social distancing² we believe the customer experience of the BrewDog Bars aspect of the system will need to be redesigned.

Current system

BrewDog Pub Customer Experience Empathy Map



The customer experience system is completely broken with social distancing in place. We see a need to fix this.

We believe people will still need to connect and socialise.

What could be done to help customers have an enjoyable time in a safe environment?

Introducing our reimagined
pub experience:

PubUP

OUR VISION:

People, socialising
and enjoying craft
beers together in
contactless, safe,
'pop-up' pub
experiences.

Design

Created to sit
alongside
BrewDog's
existing
visual
language,
tone of our
voice and
rebellious
nature in
order to be a
recognisable
extension of
the brand's
purpose.



Safety built in

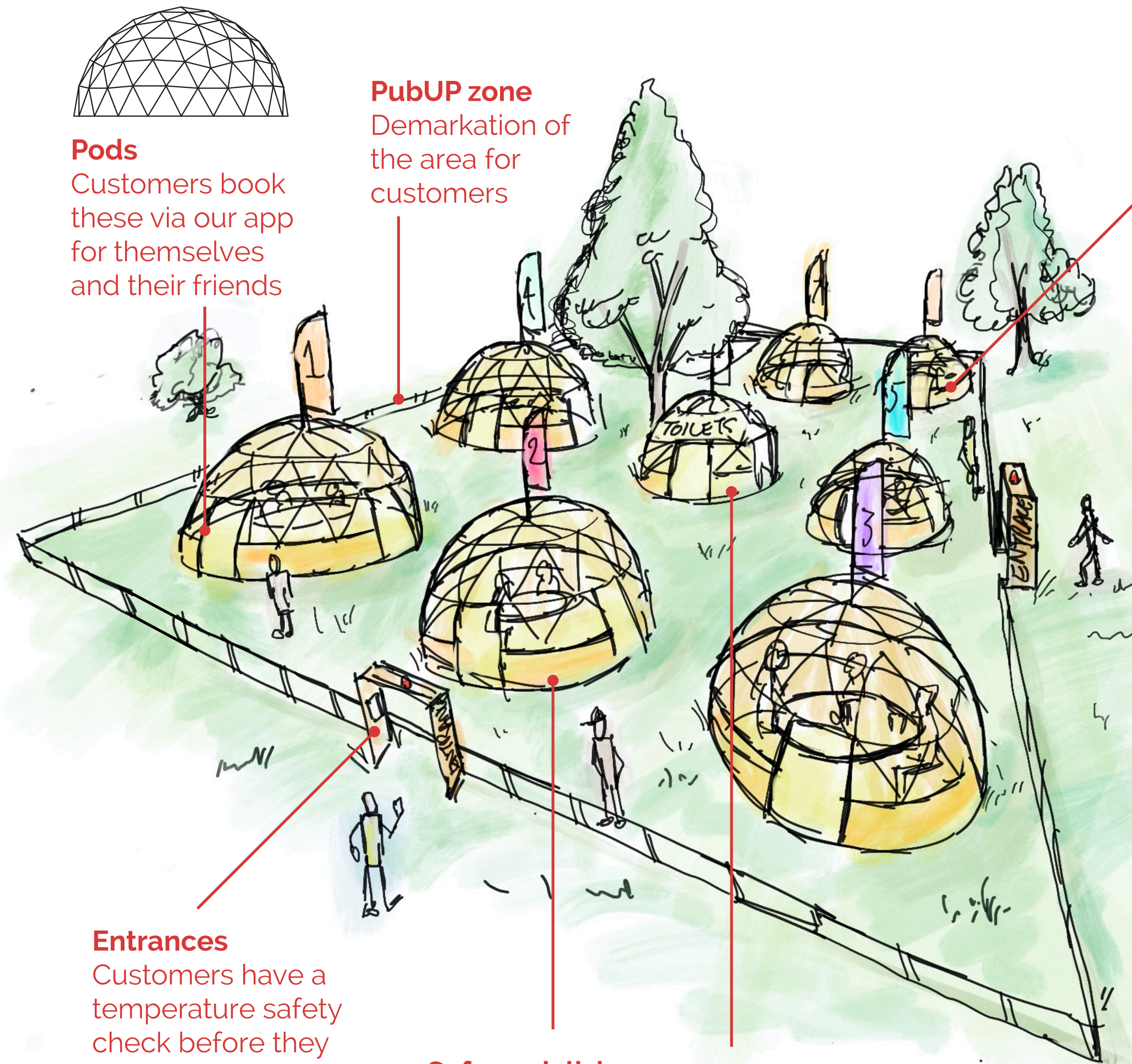
From the socialising pods to the
personalised cups we have built safety into
every aspect of our system solution.



The name

"PubUP" is a name which
combines the concepts of
a "pub" and a "popup".
The solution can 'pop-up'
in any place where there
is space (parks / streets /
beaches / events /
venues / gardens).





Pods

Customers book these via our app for themselves and their friends

PubUP zone

Demarcation of the area for customers

Entrances

Customers have a temperature safety check before they are permitted entrance to limit the chances of those infected entering the PubUP

Safe socialising

Sit with your friends but also experience wider human connection by seeing other groups socialising in their pods

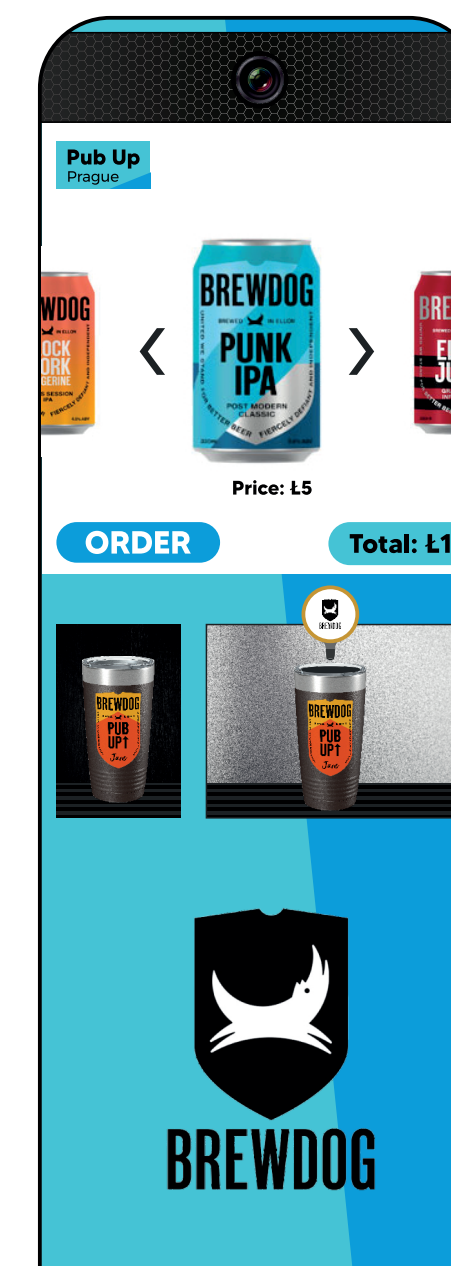
Toilets

Toilets can also be installed in centralised Pods

In-Pod experience



Voice, motion and app activated purchasing and entertainment - contactless and safe



Custom cups printed and dispensed within each Pod

PubUPs are pop-up pub experiences that allow people to meet with friends in a safe environment.

System traps we have endeavoured to mitigate against:

Information delay - To reduce the risk of a latency trap (see Metaskills page 100) we would collect customer feedback and data digitally.

The tragedy of the commons

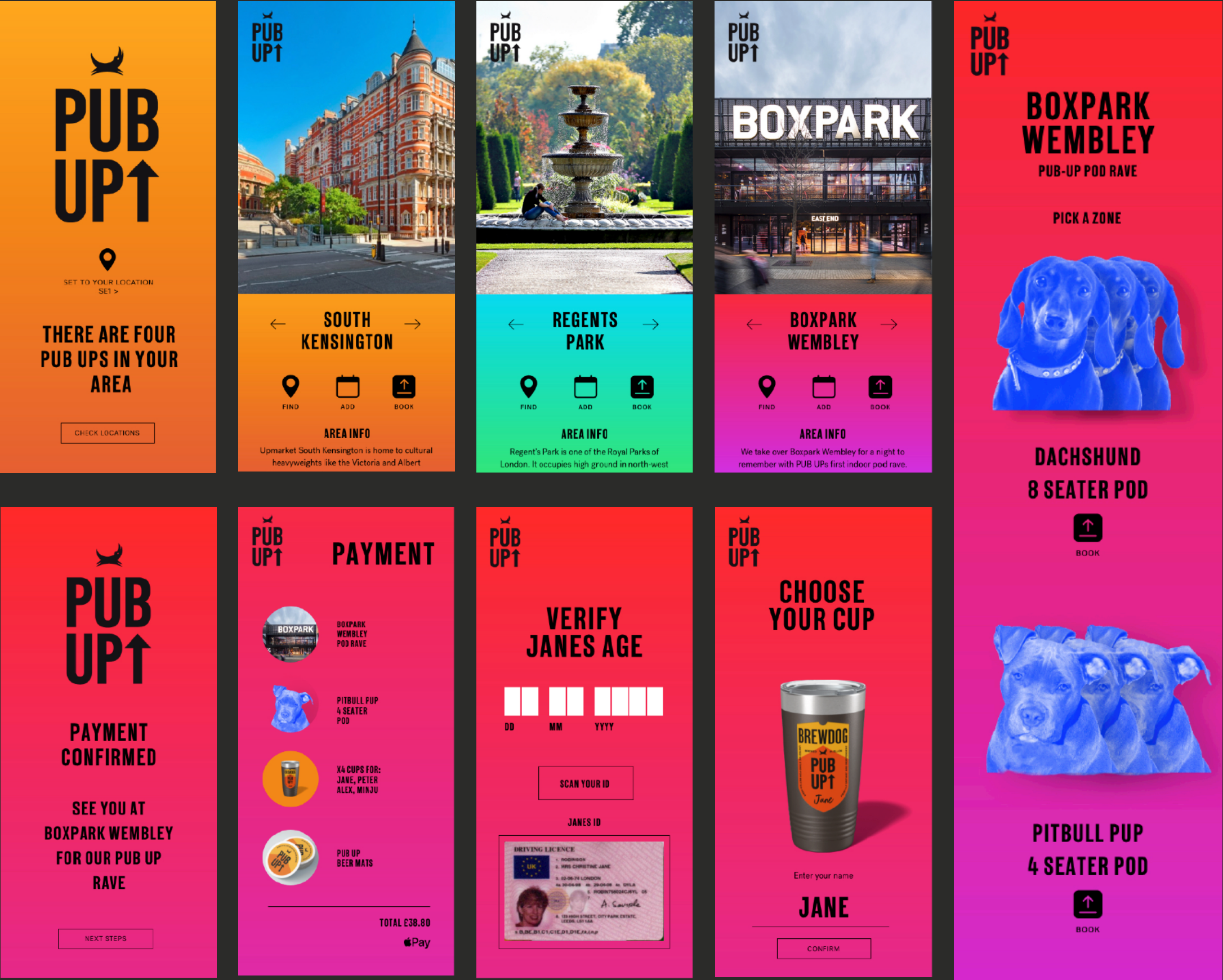
- one trap could be overuse and therefore customers become frustrated due to not having access to a Pod when they want it and environments becoming worn out. The idea would be to have the PubUP for a temporary amount of time (2 weeks) in one area before closing to be used in another area - thus overuse will not be a problem and environments (e.g. parks) will remain looking at their best.

Addiction - due to the tracking of customer behaviour, when our app believes a customer has drunk too much they will be warned. We will also use the app to ensure customer's are within age-limit drinking laws.

The wrong goal - This system has been designed around the brands purpose ("To make other people as passionate about great craft beer as we are"). This goal can only work if we keep the customers safe. To minimise the spread of infection, each aspect has been designed to be as contactless as possible. Customers book a pod for themselves and their friends via our PubUP app. Drinks are also purchased through the app and dispensed robotically within each pod. Cups are personalised to avoid swapping (and for sustainability). Added safety includes pods being cleaned and disinfected after each session and customers having their temperature checked before entrance.

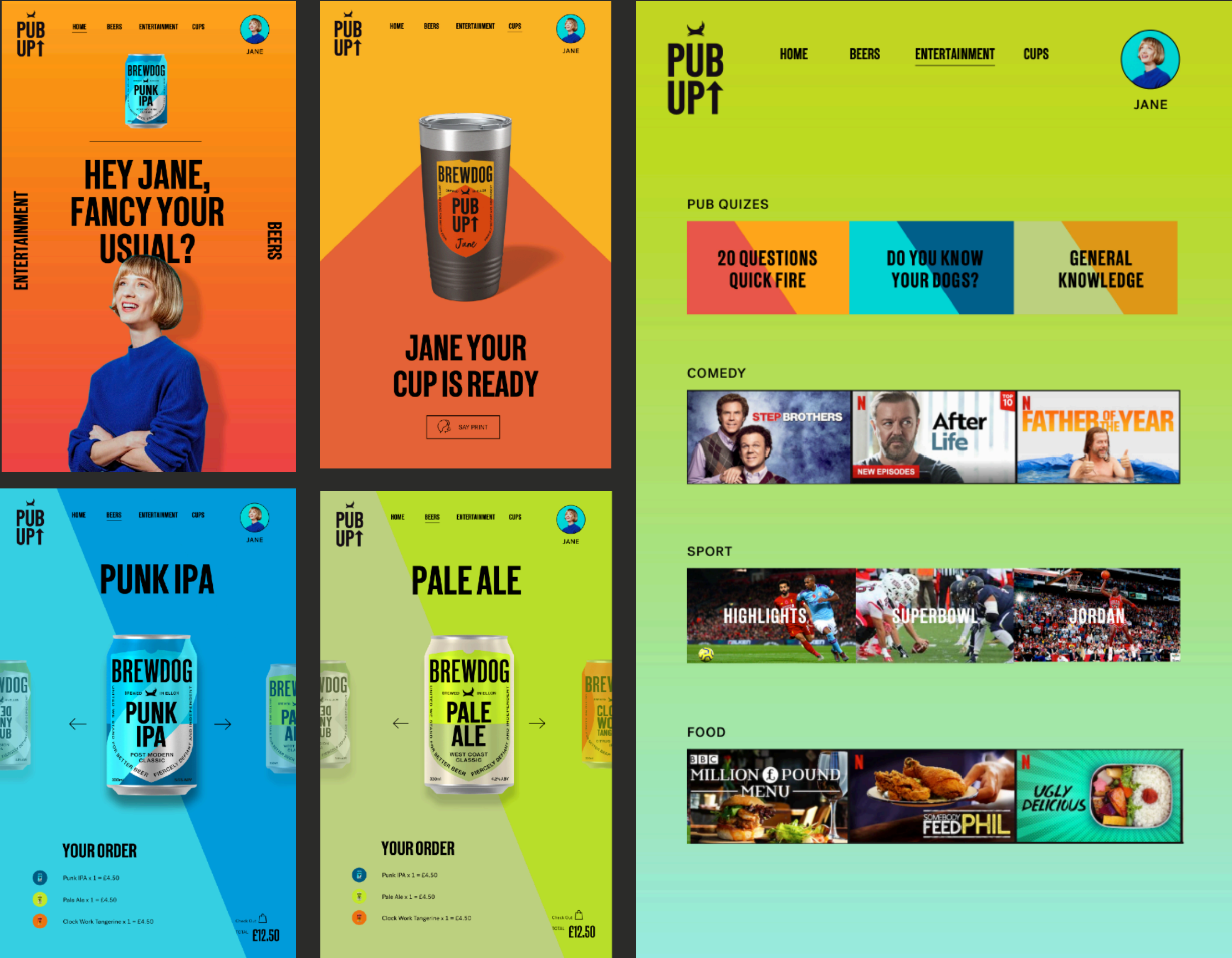
Limits to growth - we have designed this system so that it is scalable and can be used in a number of locations and situations. Pods include customisable entertainment allowing for groups to watch things like sports games or be entertained with things like pub quizzes. These to be constantly improved without limit.

PubUP app



Our app notifies users when a PubUP is in their area and allows them to book a pod and buy their drinks.

Pod entertainment hub

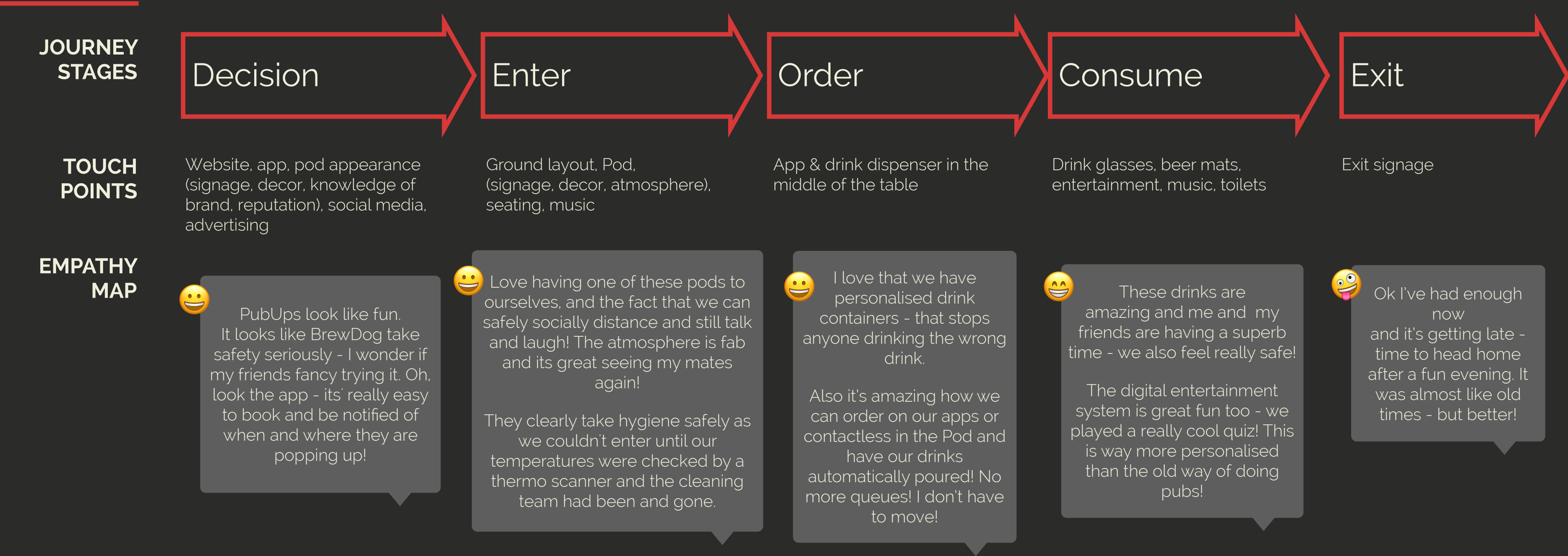


Within each pod, a voice and motion activated entertainment hub will allow for users to order more drinks or select entertainment.

➔ For full low fidelity prototypes & walk throughs visit: <https://bit.ly/2yo4NXd>

New system

BrewDog PubUP CX Empathy Map



The PubUP system transforms the whole customer experience into a positive, safe & fun experience. We believe that aspects of it (such as the eradication of queues) are even better than the current system from a customers perspective.

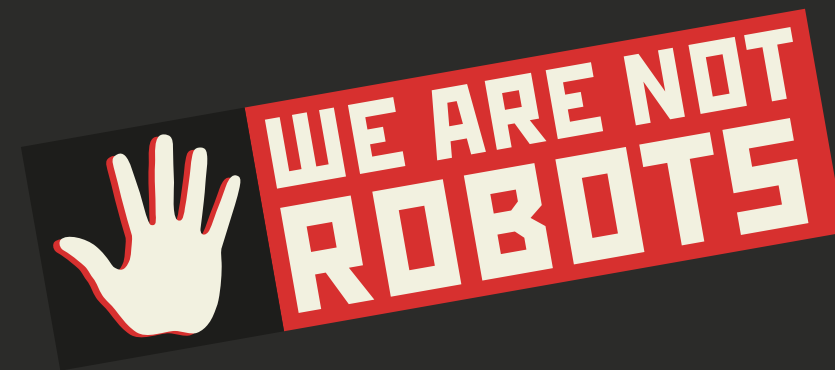
Assumptions

This new system is based on a number of assumptions - we assume people will still want to socialise and meet with friends - that they will want to go out instead of inviting friends to their homes and that they will feel safe in our environment.

However, the beauty of this solution is that we can start small, build prototypes and test - so the risk is low to the BrewDog business.

By using automation and robots to allow safe human socialising, the new PubUP system would enable BrewDog to remain relevant and stay true to its purpose whilst social distancing is necessary.

**Because we are not robots.
We're human.**





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Thank you!

JAKUB KANTOR

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**WE ARE NOT
ROBOTS**



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TEAM #5.

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