

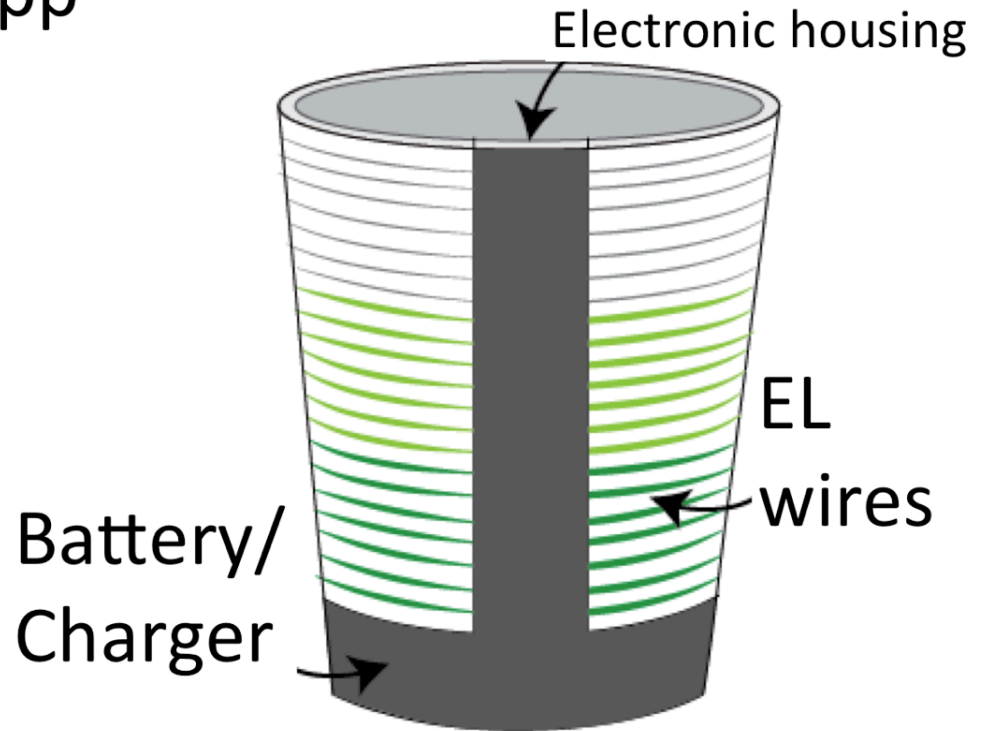
Master Mixer



GREEN B

The Idea

Companion App



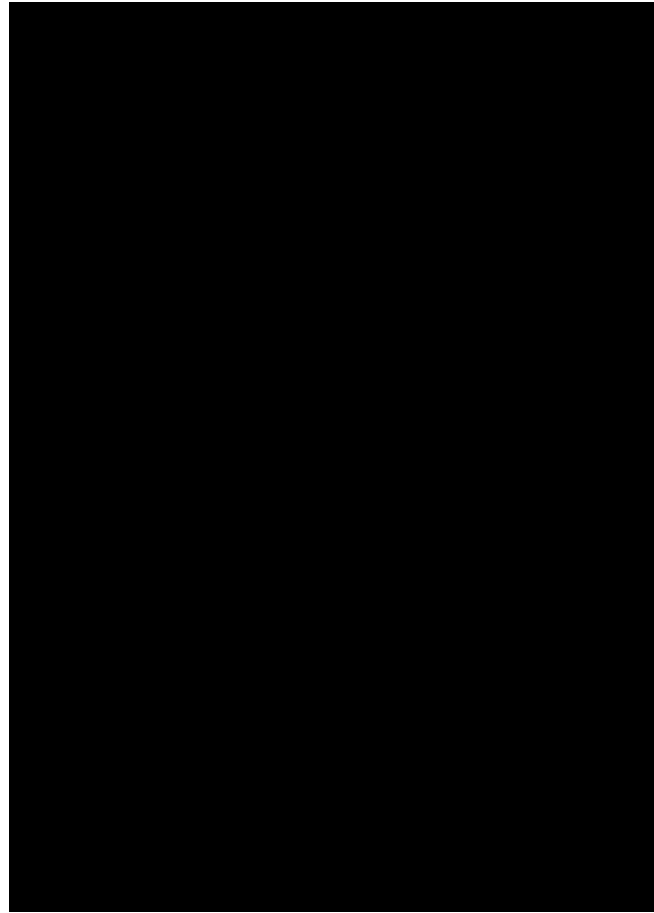
The Sketch Model

Critical Questions:

- How do we communicate the different volumes to the user?
- How do we control the display to make it easily changeable?
- What resolution of volume can be achieved?



The Sketch Model



Appendix

- Consumers
- Market
- Statistics



The Consumers

Adventurous, drink enthusiasts

Young professionals with ever expanding social networks



The Market



\$600/year per capita on alcohol
>200 drink recipe apps



The Statistics

- **37%** of the alcoholic beverage market in the US is distilled spirits
- This translates to **\$33 billion** spent on take-home spirits by individuals annually

Alcoholic Beverages (2014)

