

Title	Design of "Deli-bar" : a cocktail-kit delivery service supporting home drinking experience during COVID-19
Sub Title	
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Publisher	慶應義塾大学大学院メディアデザイン研究科
Publication year	2021
Jtitle	
JaLC DOI	
Abstract	
Notes	修士学位論文. 2021年度メディアデザイン学 第883号
Genre	Thesis or Dissertation
URL	<a href="https://koara.lib.keio.ac.jp/xoonips/modules/xoonips/detail.php?koara_id=KO40001001-00002021-0883">https://koara.lib.keio.ac.jp/xoonips/modules/xoonips/detail.php?koara_id=KO40001001-00002021-0883</a>

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Master's Thesis  
Academic Year 2021

Design of "Deli-bar": A Cocktail-Kit Delivery  
Service Supporting Home Drinking Experience  
during COVID-19



Keio University  
Graduate School of Media Design

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A Master's Thesis  
submitted to Keio University Graduate School of Media Design  
in partial fulfillment of the requirements for the degree of  
Master of Media Design

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Abstract of Master's Thesis of Academic Year 2021

Design of "Deli-bar": A Cocktail-Kit Delivery Service  
Supporting Home Drinking Experience  
during COVID-19

Category: Design

Summary

The outbreak of coronavirus hit the world unexpectedly with an intimidating spreading speed and horrifying death rate. In order to prevent the spread of virus, the state of emergency has been declared in Japan. People were asked to refrain themselves from going outside unless for necessary occasions. As more companies introduced working-from-home policy and the schools are conducted remotely, people's time of staying at home significantly increase, and hence derived a new demand for products and services that can help making the time of staying at home more enjoyable.

This paper, based on the related work and various research, designs a solution to the emerging market demand for premium home drinking experience during the pandemic by developing a delivery service called "Deli-bar" that delivers fresh cocktail-kits to the consumer's door. Allowing consumers to enjoy the experience of staying at home through making and drinking authentic cocktails at home.

Keywords:

design thinking, service design, food delivery, home drinking, COVID-19

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# Acknowledgements

I am indebt to Professor Kishi for guiding not only about my research but with many aspects of my life. Because of Professor Kishi firmly believed in my concept of cocktail-kit delivery service from the beginning and introduced me to Bacardi Japan, this research was made possible. And I want to thank Professor Chihiro Sato, for always being supportive and being patient with me.

I would also like to thank Bacardi Japan for allowing me joining the project, and our project partners—the SG Club and Chompy for investing so much time and effort making this service come true.

I further want to thank my friends and all the people I have encountered during the research. Thank you for all the love and support, and for having faith in me in the first place.

Lastly, I would like to show my gratefulness to my family, for granting me the chance of studying at Keio Media Design. And my partner Kentaro Tanaka, for always being there for me.

As someone who was born and raised in Wuhan, this had been a difficult time for me. But because of having all these amazing people around, I was not only able to recover from the frustrations, but also contribute to the society by developing and launching a service that is actually supporting people's daily lives during the pandemic. My gratitude and appreciation for everyone who has helped and inspired me along the journey can never be stressed enough.

# Chapter 1

## Introduction

### 1.1. Background

The outbreak of coronavirus hit the world unexpectedly with an intimidating spreading speed and horrifying death rate. In order to prevent the spread of virus, the state of emergency has been declared in Japan. People were asked to refrain themselves from going outside unless for necessary occasions. As more companies introduced the working-from-home policy and the schools are conducted remotely, people's time of staying at home significantly increased, and hence derived a new demand for products and services that can make the time of staying at home more enjoyable.

Meanwhile, as people started to decrease their frequencies of dining out, restaurants and bars are suffering from the decrease in customers and therefore drops in revenue. This consequently affected the suppliers too. Alcohol suppliers such as spirits manufacturers being one of them. Bacardi Japan, as a spirits manufacturer, suffers from the decrease in revenue as the demand from the food and hospitality industry dropped drastically [1] and empathize with the difficult business situation bars are facing, they decided to develop a service to better accommodate the emerging demand for "Stay-at-Home" consumption during the pandemic, and help the local bars in Tokyo. In addition, cultivate the new generation of cocktail consumers.

### 1.2. Concept of Deli-bar

"Deli-bar" is a cocktail-kit delivery service that supports home cocktail making and drinking, making the time of staying at home more enjoyable. Consumers can recreate authentic cocktails at home with recipes developed by one of the best

bartenders in the world, and enjoy the cocktails as if they are dining out to enrich the experience. “Deli-bar” is comprised of two parts: “Delinkage” and “Home Bar”. “Delinkage”, derives from combining the two words “delivery” and “linkage”, refers to leveraging a well-established food delivery platform to promote the cocktail-kits at the front page or provide cocktail pairing recommendations when users were about to order their dinner, and deliver the cocktail-kits to the users home. “Home Bar” refers to the home cocktail making and drinking experience, which is supported by the cocktail-kits and the instructions designed to guide the users for a better experience.

“Deli-bar” service is available on a premium food delivery platform called Chompy whose service is widely available in Tokyo. When the user of Chompy goes on the application looking for potential dinner options, they will be informed about the existence of the “Deli-bar” service when they enter the front page of the application or when they are about to pay for an order. By clicking on the thumbnail promotion images of the “Deli-bar” service, the user will be directed to the vendor page of the SG Club, on which three types of cocktail-kits are for sale. According to the description, the user can make fresh cocktails at home with the special recipes developed by the SG Club. The user might find this experience interesting, and also out of cravings for premium alcoholic drinks and something to pair with their dinner, hence ordering the kits. After a while, the user’s orders of food and the cocktail-kit get delivered. Inside the cocktail-kit, all the ingredients needed apart from ice cubes have been included, along with a jigger, instruction cards, and the SG Club novelty stickers. The user can check out the procedures suggested by the instruction cards, make cocktails by following the tutorial video instructed by the head bartender of the SG Club, while listening to the selected songs sorted in themed playlists. And finally, enjoy the cocktails with the dinner they ordered. Through the experience, the user can enjoy the fun of recreating authentic cocktails and have an enriching dining experience at home. Moreover, increase their interest in the spirits brand, the SG Club, and cocktail culture in general.

### 1.3. Expectation of This Research

The main reasons for initiating this project is to help people to enjoy their time of spending at home better through supporting the experience of making and drinking authentic cocktails at home. Meanwhile, financially supports spirits manufactures, local bars and food delivery platforms by proposing a new source of revenue. And hopefully, cultivate a new generation of cocktail consumers by raising awareness towards bars and the spirits brands, and helping the consumers form a consumption habit of drinking cocktails by increasing the accessibility of cocktails and introducing the consumption scenes of "mealtime home drinking" during the pandemic.

### 1.4. Contribution

The research contributes to several aspects illustrated below:

- It designs and introduce a new service to allow people to enjoy their time of spending at home better, encourages people to refrain themselves from going outside by bringing "the outside" to their home tables, hence helping the execution of the COVID-19 measures taken by Japanese government.
- It provides opportunities for people to have first-hand experiences with cocktails, and is expected to help the consumers forming a consumption habit of drinking cocktails by increasing the accessibility of cocktails and the introducing the consumption scenes of cocktails during the pandemic, therefore contribute to the long-term growth of bar and alcohol industries.

### 1.5. Thesis Structure

This paper consists of five chapters. Following this chapter, in Chapter 2, the author conducts a series of evaluations of research on the shifting consumer behavior and needs in Japan during COVID-19. The author will also discuss related works regarding some of the newest products derived from the emerging demands existing in the current market. After the evaluation and discussion, the author

will explain how these research can help contribute to the design of "Deli-bar" service. In Chapter 3, the design and implementation of "Deli-bar" is going to be illustrated using the design thinking method introduced by Dr. Naoto Okude, former Professor of Keio University Graduate School of Media Design, in his book "Design Thinking and Business Strategy" in 2012 [2]. The author extracted Mental Models and designed the Target Personas based on the ethnographic studies, and came up with the final design for "Deli-bar" after completing the ideation process, and the design for skit, narrative, and use case. In Chapter 4, the author talks about the validation process of having several experiment participants who match with the target persona trying the service and share their feedback. In Chapter 5, the author summarizes the project and shares her comments on the future challenges and work needed for the service.

# Chapter 2

## Literature Review

In this chapter, the author will evaluate some research on the shifting consumer behavior and needs in Japan during COVID-19. The author will also discuss several related works regarding some of the newest products derived from the emerging demands existing in the current market. From the evaluation and discussion, the author will explain how these research can help contribute to the design of "Deli-bar" service.

### 2.1. Stay-at-Home Consumption

#### 2.1.1 Emerging Demand for DIY Products

According to a market research report published by Business Sensor [3], due to the declaration of the state of emergency in Japan, people refrained themselves from going out, hence their time of staying at home becomes longer. This phenomenon has greatly affected people's demand. The concept of "Stay-at-Home Consumption" was derived. As people spend more time at home, there has been an increase in demand for making things with their own hands, such as baking, sewing, DIY (Do-It-Yourself), and vegetable gardening. For example, the amount spent on flour, fabric, and thread has been increasing, and there are reports that tools and seeds are selling well at home centers.

In addition to the research mentioned above, Hiroyuki Hayashi of Nomura Research Institute's Marketing Science Consulting Department, who conducted a survey regarding this new pattern of consumer behavior [4], specifically addressed that during the declaration of the state of emergency, more people bought home bakers to bake bread with their children, or dared to buy an expensive whole fish to fillet it by themselves. "Convenience and shortening time were the long-term

trends, but many people wanted to try something that takes the extra effort to make and even time-consuming rather than focusing on efficiency,” he said. And he believes this is one of the reasons for a new type of premium consumption. From which we can see the demand for products that can make people enjoy the time spent at home better, and people are willing to pay for premium prices.

### 2.1.2 Related Work

According to Nikkei [5], with the declaration of the state of emergency, people are refraining from going out and working from home, hence the opportunities for home cooking are increasing. The famous meal-kit vendor in Japan—Oisix has developed new kits such as homemade miso [6] (Figure 2.1) and pizzas so that children who are home-schooling and couples who are working at home can enjoy the experience of cooking with their loved ones.



(Source: PR Time [6])

Figure 2.1 miso kit developed by *Oisix*

Meanwhile, Oisix also developed meal-kits through collaborating with famous chefs [5], bringing restaurant dishes to home tables. Such kits attracted a lot of demand. In Japan, meal-kits still have a strong image of being provided by food retailers like supermarkets. However, meal kits developed by restaurants and distributed by food delivery platforms like Ubereats are attractive to consumers



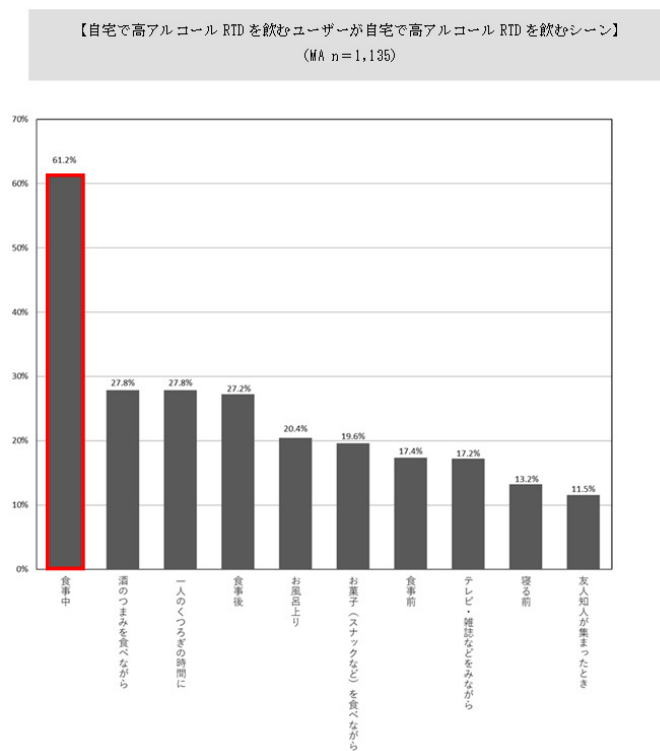
during the state of emergency as it is a great way to enjoy authentic popular restaurant dishes at home, and also provides opportunities to enjoy home-cooking together with family members [7]. The development of such products does not only meet the emerging demand derived from the pandemic, but also supports the restaurants as a new source of revenue. Hence, the author believes that similar chances lie in the bar and alcohol industry as well.

## 2.2. Home Drinking

### 2.2.1 Consumption Scenes

According to a report published by Suntory [8], when consumers (sample size of 1,35) who drink RTDs (Ready-to-Drink alcohol) at home were asked about the occasions when they drink RTDs at home, "during meals" came in first at 61.2%. Even though this research was conducted right before the pandemic hit Japan, the research was able to reflect the increasing trend of drinking at home and explained the consumer's behavior patterns when drinking at home. The following popular consumption scenes ranked the second and third are "while eating otsumami (finger food or appetizers that go well with alcohol)" and "for my own relaxation time", with the same percentage of 27.8 (Figure 2.2).

After coronavirus hit Japan, a market research [9] was conducted to understand the people's new home drinking experience, by interviewing 123 frequent alcohol drinkers (80% consume alcohol at a frequency of more than four times a week). According to the feedback gathered, there are people who make appetizers to go with alcohol as they have more time since the lock-down because they no longer need to commute between home and office, and couples and family members drinking together and having light conversations. In addition, there is also a rising trend of remote nomikai (drinking parties), during which people would drink with each other on video calls.

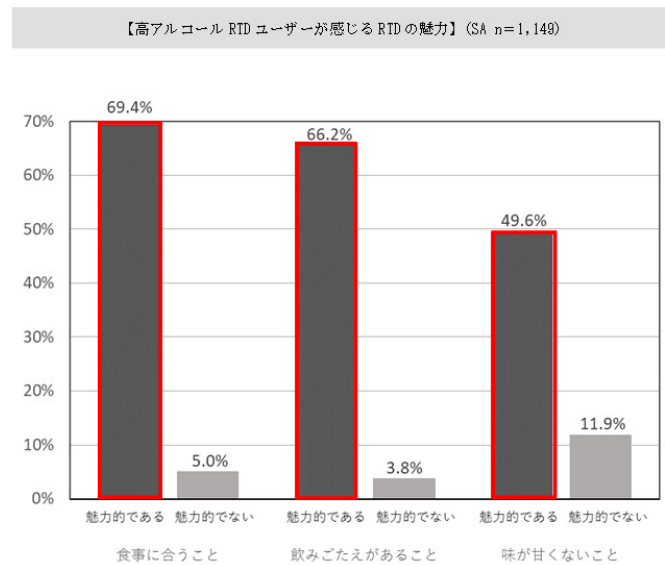


(Source: Suntory [8])

Figure 2.2 consumption scenes when users consume RTDs at home

### 2.2.2 Emerging Demand for Specific Types of Alcoholic Drinks

When RTD users were asked about the appealing character of RTD [8], 69.4% of the 1,149 research participants recognize "go well with food" being the most appealing character of RTDs, and 66.2% "satisfying quality" being the second (Figure 2.3).



(Source: Suntory [8])

Figure 2.3 appealing characters of RTDs to users when they consume RTDs at home

In addition, after-COVID-19, people show higher tendency of consuming alcohol that are more premium than before-COVID-19 [9]. Therefore, the author believes that the result suggests room for premium home drinking options that pair well with food.

### 2.2.3 Related Work

In order to accommodate the emerging demand for home drinking, especially remote drinking party purposes, Suntory launched a new catering service [1] by

collaborating with a catering company called Nonpi(Figure 2.4). The user of the service will receive a remote drinking set which contains several cans of beer and some appetizers to have while drinking. However, this catering model was only designed to meet the need of people who want to drink with their friends or colleagues remotely, but did not consider the need of families that want to spend quality interaction time with their members nor the individuals who enjoy DIY consumption mentioned in the previous sections. The drink was not "premium" enough as it was commonly available everywhere in supermarkets and convenience stores, nor did people have strong control over the selections of the food pairing. The author believes that this related work provides a good concept to begin with, but still has room for improvements.



(Source: Suntory [1])

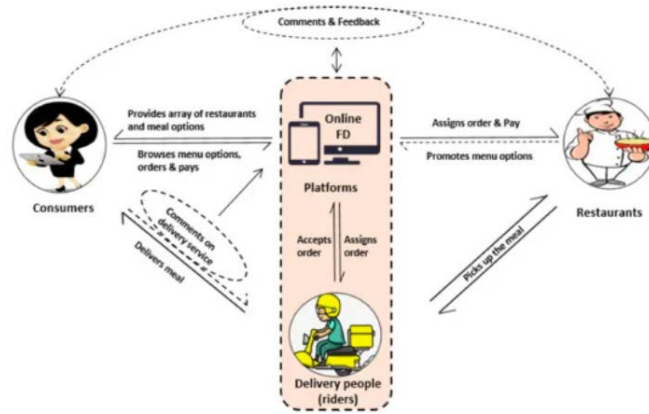
Figure 2.4 new catering service for remote drinking party purposes

## 2.3. Food Delivery

### 2.3.1 Online Food Delivery Platforms

During the COVID-19 outbreak, the advantages of online food delivery (FD) were obvious, as it facilitated consumer access to prepared meals and enabled food

providers to keep operating. A paper written by Charlene Li discusses the models of online food delivery platforms [10]. Online FD refers to the process whereby food that was ordered online is prepared and delivered to the consumer. The development of online FD has been underpinned by the development of integrated online FD platforms—Uber Eats being a great example. Online FD platforms perform a multitude of activities, including presenting consumers with a wide range of food options, receiving orders and sending these orders to the food producer, managing payment, organizing food delivery, and providing tracking capabilities. (Figure 2.5). Food delivery applications (FDA) function within the wider context of online FD as they enable users to order food through mobile applications.



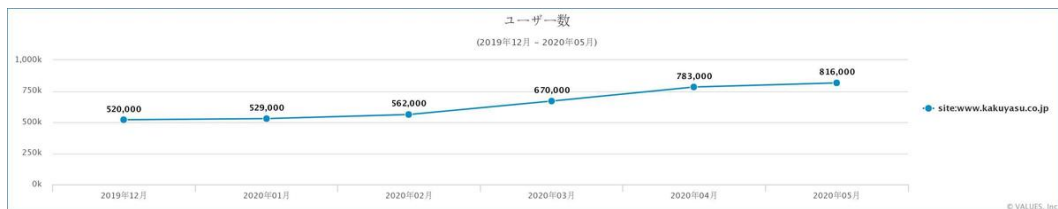
(Source: Review of Online Food Delivery Platforms and their Impacts on Sustainability [10])

Figure 2.5 The functions associated with online food delivery (FD) platforms. Arrows indicate movement of information or logistic; lines indicate necessary routes; dotted lines indicate optional routes

According to the Ministry of Economy, Trade and Industry [11], Spending on delivery was particularly notable, experiencing a 111.5% increase, doubling from the previous year, reflecting the rapid expansion of the food delivery market during the pandemic.

### 2.3.2 Alcohol Delivery

Among increase in use of the food delivery services, alcohol delivery service in particular gained a huge increase of usage as well. A marketing consulting agency Value Inc. did a data analysis regarding the increase in users of the famous liquor retailer in Japan—Kakuyasu [12]. Comparing the data for May 2020 with three months earlier, the number of users increased by about 1.5 times. In particular, the number of users increased significantly in March, when COVID-19 measures such as avoiding "3-dense" were announced for the first time, and in April, when the state of emergency was declared (Figure 2.6). The reasons behind this were account for the result of people getting familiar with purchasing goods online during the pandemic, the concern of shopping outside, and the need to consume alcohol to keep themselves relaxed during such stressful times.



(Source: How has the pandemic changed the purchasing behavior of alcoholic beverages? A study based on data from Kakuyasu, a major e-commerce Liquor Retailer [12])

Figure 2.6 the number of users increased by about 1.5 times during the time between February 2020 to May 2020

### 2.3.3 Related Work

Uber Eats is the most popular food delivery app that has the most users among all the other apps in Japan [13], which has grown about 2.6 times in one year in terms of number of users (Figure 2.7). Most of the users are unmarried (which makes up 56.2% of the users), and are in their 20s (which makes up 43% of the users).

The using process of Uber Eats comprises three steps. First, the user browses on the app looking for potential food or beverage options by scrolling through

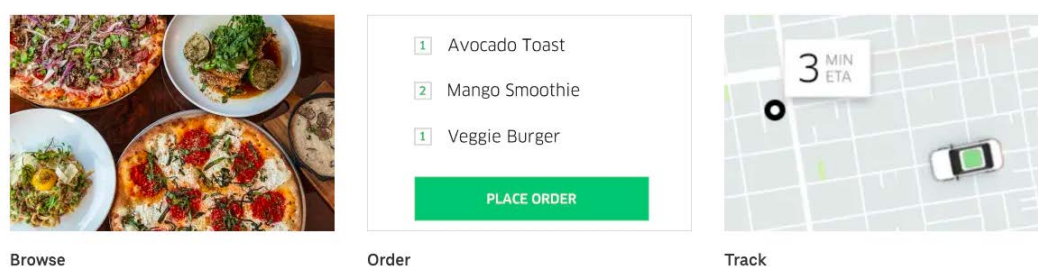


(Source: How has the pandemic changed the purchasing behavior of alcoholic beverages? A study based on data from Kakuyasu, a major e-commerce Liquor Retailer [13])

Figure 2.7 the number of users of each food delivery platform from April 2019 to March 2020

for inspiration or search for a particular restaurant or cuisine. Once the user decides what to have, he or she can tap to select the items and proceed to the ordering stage. The check out detail will demonstrate the user's delivery address, the estimated delivery time, and the price of the order including tax and delivery fee. The user then can place the order and keep track of the order. The restaurant will first accept the order and begin preparing it. When the order is almost ready, a nearby delivery person will arrive at the restaurant (mostly on a bike) to pick the order up. Then they will ride to the delivery address. The user is able to view the name and profile picture of the delivery person on the map, as well as track the delivering journey (Figure 2.8).

### How to use the Uber Eats app



(Source: Uber Eats [14])

Figure 2.8 How to use the Uber Eats app

The previously mentioned famous liquor retailer in Japan Kakuyasu started collaborating with Uber Eats since April 28th, 2020 in order to meet the surging demand (Figure 2.9). Kakuyasu gradually introduces Uber Eats at some of its stores in Setagaya, Shibuya, and Minato wards. About 400 items became available on the app, including alcoholic beverages, soft drinks, and snacks.



(Source: Liquor store "Kakuyasu" collaborates with Uber Eats. Due to increased demand for deliveries [15])

Figure 2.9 Kakuyasu available on Uber Eats



# Chapter 3

## Design

### 3.1. Concept

“Deli-bar” is a cocktail-kit delivery service that supports home cocktail making and drinking. Consumers can recreate authentic cocktails at home with recipes developed by one of the best bartenders in the world, and enjoy the cocktails as if they are dining out to enrich the experience of staying at home.

“Deli-bar” is comprised of two parts: “Delinkage” and “Home Bar”. “Delinkage”, derives from combining the two words “delivery” and “linkage”, refers to leveraging a well-established food delivery platform to promote the cocktail-kits at the front page or provide cocktail pairing recommendations when users were about to order their dinner, and deliver the cocktail-kits to the users home. “Home Bar” refers to the home cocktail making and drinking experience, which is supported by the cocktail-kits and the instructions designed to guide the users for a better experience.

The design of the “Deli-bar” concept is based on the two ethnographic studies conducted, which are illustrated in the following sections. “Deli-bar” service is available on a premium food delivery platform called Chompy whose service is widely available in Tokyo. When the user of Chompy go on the application looking for potential dinner options, they will be informed about the existence of the “Deli-bar” service when they enter the front page of the application or when they are about to pay for an order. By clicking on the thumbnail promotion images of the “Deli-bar” service, the user will be directed to the vendor page of the SG Club, on which three types of cocktail-kits are for sale. According to the description, the user can make fresh cocktails at home with the special recipes developed by the SG Club. The user might find this experience interesting, and also out of cravings for

premium alcoholic drinks and something to pair with their dinner, hence ordering the kits. After a while, the user's orders of food and the cocktail-kit get delivered. Inside the cocktail-kit, all the ingredients needed apart from ice cubes have been included, along with a jigger, instruction cards, and the SG Club novelty stickers. The user can check out the procedures suggested by the instruction cards, make cocktails by following the tutorial video instructed by the head bartender of the SG Club, while listening to the selected songs sorted in themed playlists. And finally, enjoy the cocktails with the dinner they ordered. Through the experience, the user can enjoy the fun of recreating authentic cocktails and have an enriching dining experience at home. Moreover, increase their interest in the spirits brand, the SG Club, and cocktail culture in general. In the next section, the author will discuss the details of the ethnographic research conducted and the service design of "Deli-bar".

## 3.2. Ethnographic Study and Analysis

### 3.2.1 Bar Ethnographic Study and Analysis

In order to better design Deli-bar, the author conducted ethnographic research in a cocktail bar called the SG Club located in Shibuya, Tokyo, on December 28th, 2020, to gain a deeper understanding of the context of cocktail providers – bartenders. My mission was to observe how Yuya Nagamine (Figure 3.1), the head bartender of the SG Club, interacts with customers, and how the atmosphere of the bar enriches customers' cocktail drinking experience.

As it was approaching the end of the year, the bar was packed with customers. Most of the people were there in groups. Very few people were drinking by themselves. The head bartender, Yuya, was very busy as the orders kept coming in. His shaker barely had a second to rest, so did he. His assistant, a young Thai bartender called Pae, was fully supporting him. Pae took orders from customers, went to the cashier, typed in the orders, printed the orders out, put notes on the order sheets, and put the order sheets on the counter where Yuya could check them easily.

There was a lady around 28 years old, entered the bar alone. Pae greeted

her, asked if she's alone. After getting a confirmative answer, he guided her to a seat by the counter and gave her the menu. As Pae was also busy with other customers, he went to other tables and let the lady read the menu. The lady looked a bit confused and overwhelmed by the menu (probably because there were no pictures and it was hard for her to visualize the cocktails and she had no idea what to expect). She began checking her phone instead of looking at the menu. Yuya noticed this, and approached her from the inside of the counter and greeted her "Good evening", and asked if it was her first time here. The lady said yes. Yuyan asked her, "Do you have any taste preference in terms of alcohol? For example, sweet or bitter, refreshing or sophisticated...". The lady answered that she prefers something sweet and refreshing. "Sweet and refreshing!" Yuya repeated and slightly nodded. "Is there anything that you dislike?" Yuya asked. "No." The lady said. Yuya nodded again and went back to his working counter and began to prepare the cocktail. He chose some spirits and liquors, picked them out from the shelves and aligned them in a line on his working counter. He put some ice in the shaker, used a jigger to measure each type of spirits and liquor needed, poured them in the shaker, put the cap on the shaker, and began to shake.

After about 10-15 seconds, he slowed down and put down the shaker and poured the liquid out while using a strainer to filter the liquid above a saucer champagne glass. He then garnished the cocktail with a lychee on a bamboo pick. He walked towards the lady from the inside of the counter, served her the cocktail while saying "sorry for the waiting", introduced her the base spirits and liquor used, and gave a vague description of the flavor that she would be experiencing. His eyes remained on the lady and the cocktail he just served while gradually moving back to his working counter. After a while of observing the lady's reaction with the drink (she seemed satisfied), he smiled and nodded and went back to make the next cocktail for a new order.

After conducting ethnographic research at the SG Club, the author applied the 5 models (Flow Model (Figure 3.2) , Sequence Model (Figure 3.3) , Artifact Model (Figure 3.4) , Physical Model (Figure 3.5) , Cultural Model (Figure 3.6) ), and Mental Model A (Figure 3.7) , Mental Model B (Figure 3.8) , and Mental Model C (Figure 3.9) to analyze what the author has observed.

**PERSONAL PROFILE**

Born and raised in Kagoshima prefecture. Played for school soccer teams until graduating from high school. He loves discovering good restaurants during his day offs, not only just to enjoy the food but also to find inspirations for cocktail food pairing.

**WORKING PROFILE**

After graduating from high school, he joined the Japan Self-Defense Forces as a nurse. However, out of the longing for working in the hospitality industry, he began to work as a bartender at a bar in Yokosuka. Three years later, he joined the Bar Amber (Nishi-Azabu, Tokyo) and worked as the bar manager. In 2018, after working at Bar Amber for six years, he joined the SG Club (Shibuya, Tokyo) as the head bartender and have been working there ever since.

**Name** Yuya Nagamine  
**Age** 34  
**Home Town** Kagoshima  
**Occupation** Bartender

**GOAL**

- Make every customer feel welcomed and satisfied;
- Demonstrate his expertise in mixology;
- Gather feedback from customers and improve his cocktails;
- Promote cocktail culture.

Figure 3.1 Fieldwork Master: Yuya Nagamine

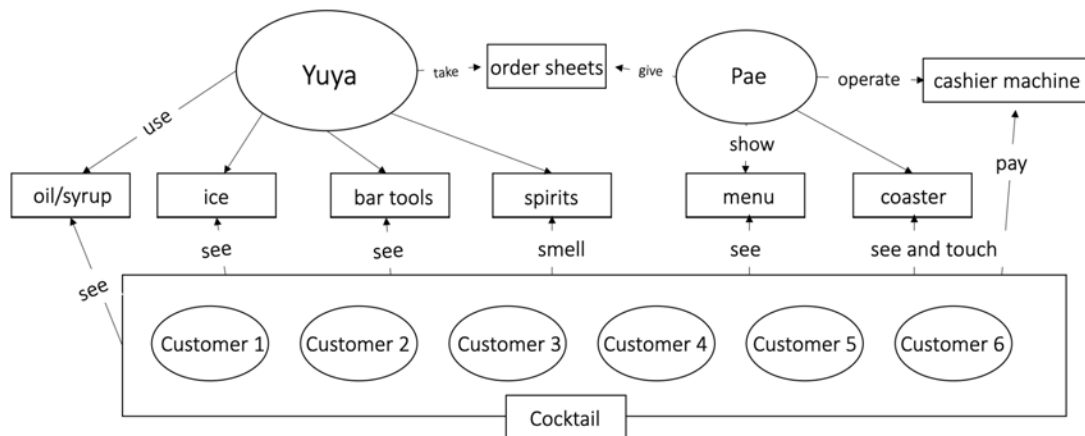


Figure 3.2 Flow Model of Yuya

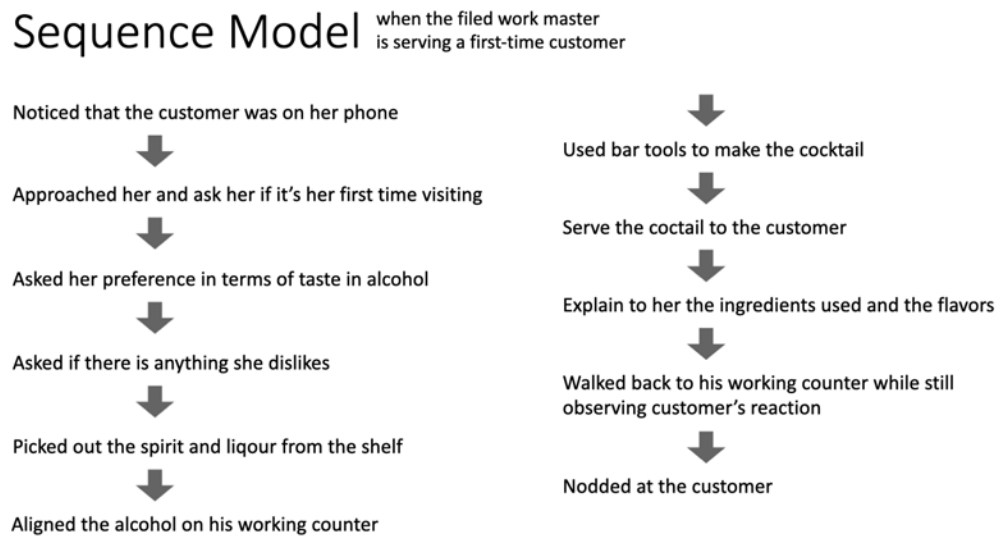


Figure 3.3 Sequence Model of Yuya

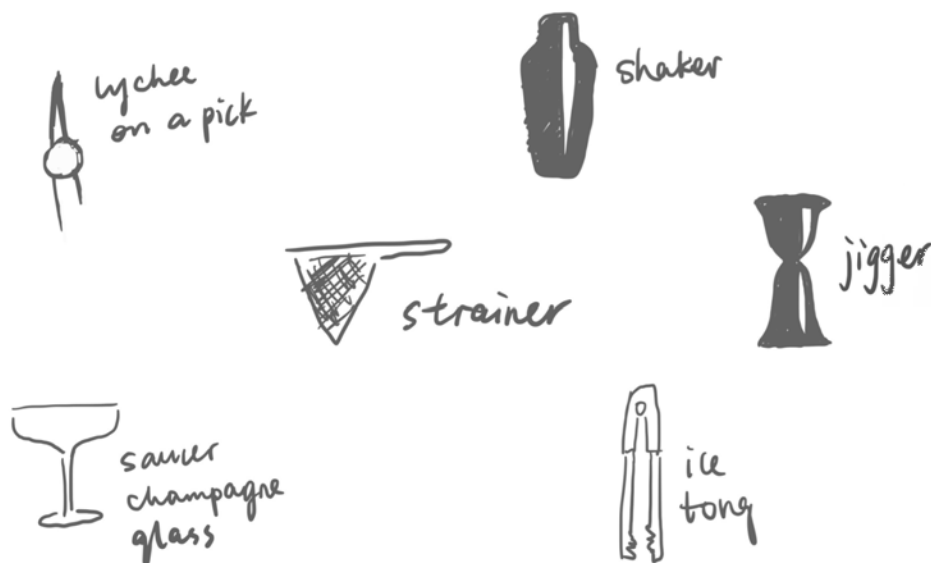


Figure 3.4 Artifact Model of Yuya

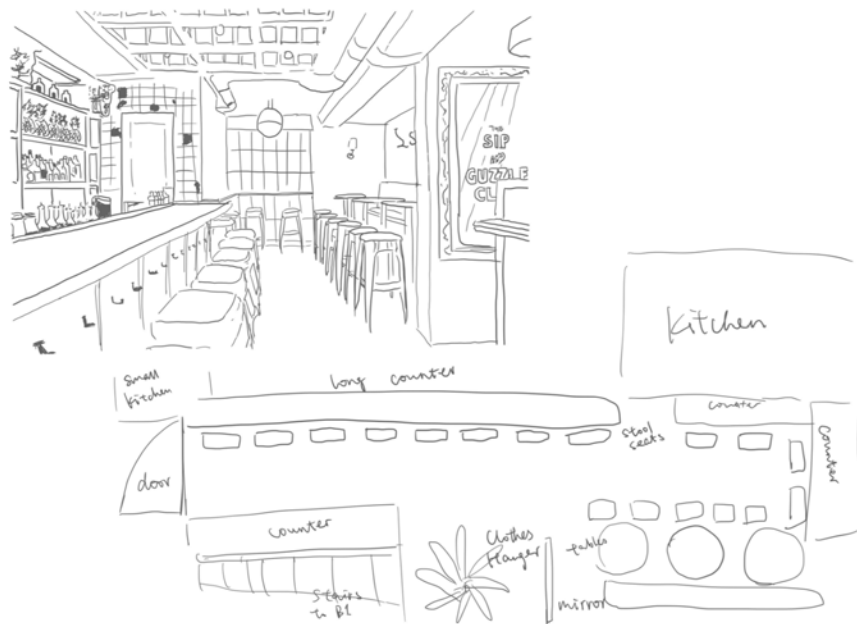


Figure 3.5 Physical Model of Yuya

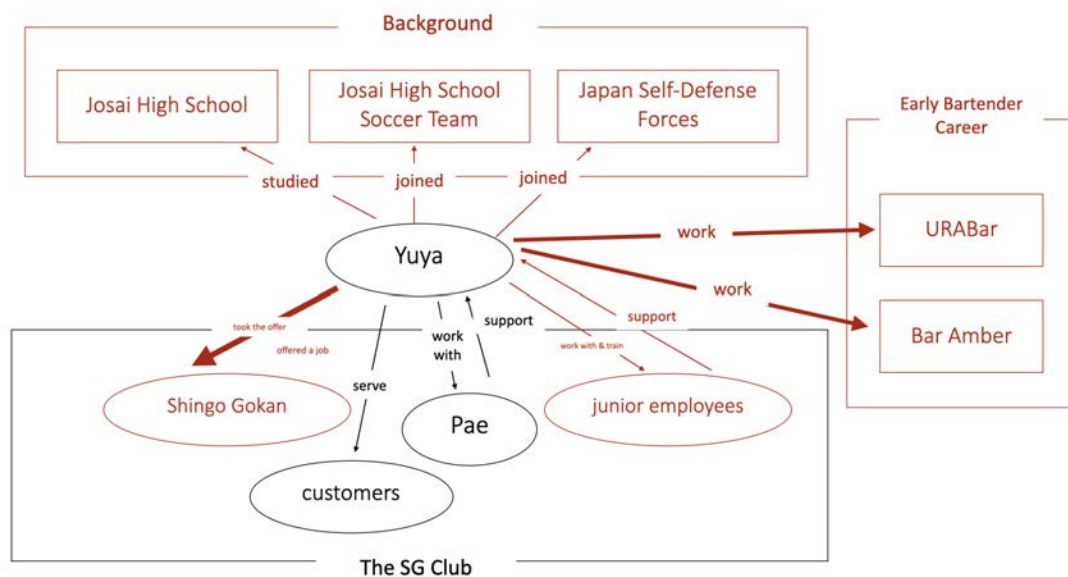


Figure 3.6 Cultural Model of Yuya

# Mental Model A

When he notices a customer looking confused with the menu, he asks the customer his/her preference in drinks.
When he learns it's the first time of the customer trying the cocktail, he explains the ingredients used.
When he is asked what is the spirit/liquor used, he shows the bottle to the customer.
When he notices a customer is drinking alone by the counter, he talks to the customer.
When he notices a customer is finishing his/her current drink, he asks the customer whether he/she has decided what to have next.
When he notices a customer's water glass is not full, he refills the glass.

Figure 3.7 Mental Model A of Yuya

# Mental Model B

COGNITION	ACTION
When he notices a customer looking confused with the menu	he asks the customer his/her preference in drinks.
When he learns it's the first time of the customer trying the cocktail	he explains the ingredients used.
When he is asked what is the spirit/liquor used	he shows the bottle to the customer.
When he notices a customer is drinking alone by the counter	he talks to the customer.
When he notices a customer is finishing his/her current drink	he asks the customer whether he/she has decided what to have next.
When he notices a customer's water glass is not full	he refills the glass.

Figure 3.8 Mental Model B of Yuya

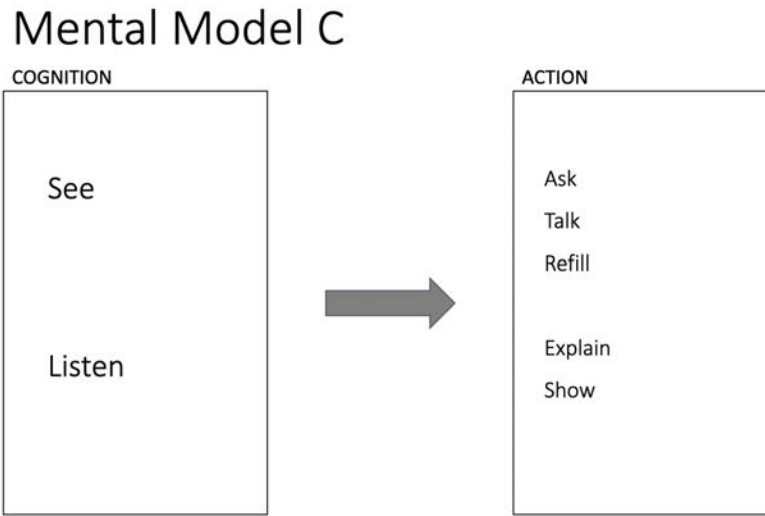


Figure 3.9 Mental Model C of Yuya

### 3.2.2 Home Drinking Ethnographic Study and Analysis

In order to better understand the context of people who drink at home, the author conducted another ethnographic research observing Viola Chen (Figure 3.10), a student from Keio University Graduate School of Media Design. After knowing that she started drinking at home lately because of the pandemic, the author wanted to see exactly how she enjoys home drinking. Hence the author did ethnographic research by joining her home drinking session on 26th October in 2020.

We met at Motosumiyoshi Station in Kanagawa. Viola told me she would decide what she is going to have for dinner and then decide the drink to match the food. So we started wandering on the market street, looking for a potential feast for tonight. We came across a specialized tofu store. Viola suggested that the kimchi tofu they sold there is very good, so we bought the kimchi tofu for dinner. After deciding the dinner menu, Viola started to think about what kind of alcohol she should get to pair with the kimchi tofu. Hence we went to a supermarket looking for alcohol candidates. Viola suggested that since the kimchi tofu has a salty and



spicy taste, it might go well with sweet sparkling alcohol. So she picked the grape flavored Horoyoi (a ready-to-drink sparkling cocktail with low alcohol content) as our drink for today. But she also said always drinking the same standardized thing is boring, so she went to see if there were other products that we could get in the supermarket that might help with adding extra touch to the Horoyoi. She came back with a pack of grape flavored Aisunomi, little ball-shaped fruit-flavored ice, to make the alcohol “fancier”: to make it look better and taste better. After getting all the things we needed for tonight’s home drinking, we headed to Viola’s home.

After arriving at Viola’s place, Viola started preparing for our home drinking session. She began with cutting the kimchi tofu into easy-to-bite size pieces, put them in a dish, and served the dish to the table. She later brought two glasses to the table, and put the Aisunomi into the glasses. As she was pouring, she explained the reason she bought Aisunomi was that she noticed that this combination was recommended by a lot of people on social media, and Aisunomi is very easy to get as it is available almost everywhere. In addition, because Viola often did home drinking alone, she needed to consider how much she would be able to consume before buying alcohol and the things that would match with it in order to avoid food waste. Hence options like Aisunomi was perfect for her as it comes with small packages and easy to store even when she couldn’t finish one pack at a time. After putting Aisunomi into the glasses, she opened the Horoyoi and poured them into the glasses that had been filled with Aisunomi. She then turned on the television, using it as a speaker, and started to play songs. She took out her phone, took some pictures of the drink and the dish, and said all the preparations for home drinking were done and we could enjoy. We started drinking, eating and talking while listening to the music.

After conducting ethnographic research on Viola Chen, the author applied the 5 models (Flow Model (Figure 3.11) , Sequence Model (Figure 3.12) (Figure 3.13) , Artifact Model (Figure 3.14) , Physical Model (Figure 3.15) , Cultural Model (Figure 3.16) ), and Mental Model A (Figure 3.17) , Mental Model B (Figure 3.18) , and Mental Model C (Figure 3.19) to analyze what the author has observed.



**Name** Viola Chen  
**Age** 23  
**Home Town** China  
**Occupation** Student

#### PERSONAL PROFILE

Born and raised in Wenzhou, China. She completed her undergraduate degree in the States, major in Marketing and Psychology. After college, she came to Japan to pursue further education, and became a student of Keio Media Design. She enjoys making and having good food and drinks, and loves sharing her original gourmet contents on social media. In order to keep up with all the lifestyle trends and gourmet updates, she follows a lot of social influencers. She sometimes recreates the dishes and drinks that are trending on social media using the recipes shared by the influencers she follows. Because of the pandemic, she reduced her frequency of visiting restaurants and bars, and started having drinking sessions at home.

#### WORKING PROFILE

She did several marketing internships in the States. She now works as a intern at a cosmetics exporting company, in charge of digital marketing.

#### GOAL

- Enjoy good food and drinks;
- Create and share original gourmet contents with her followers on social media;
- Try exciting recipes.

Figure 3.10 Fieldwork Master: Viola Chen

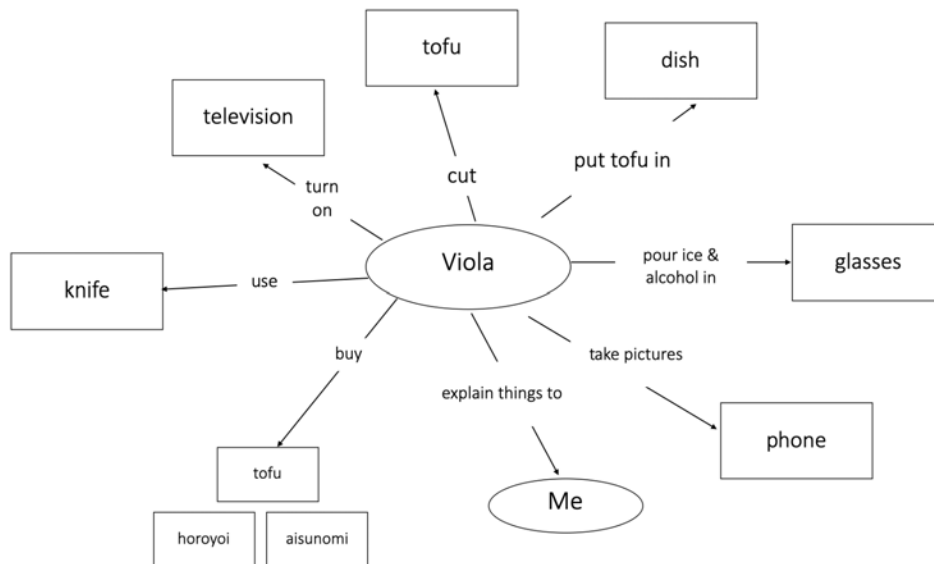


Figure 3.11 Flow Model of Viola

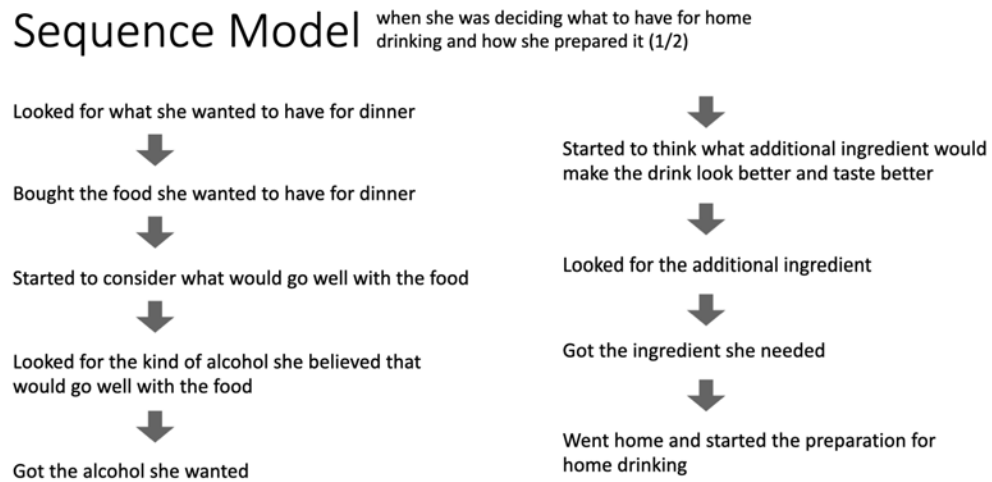


Figure 3.12 Sequence Model of Viola (1/2)

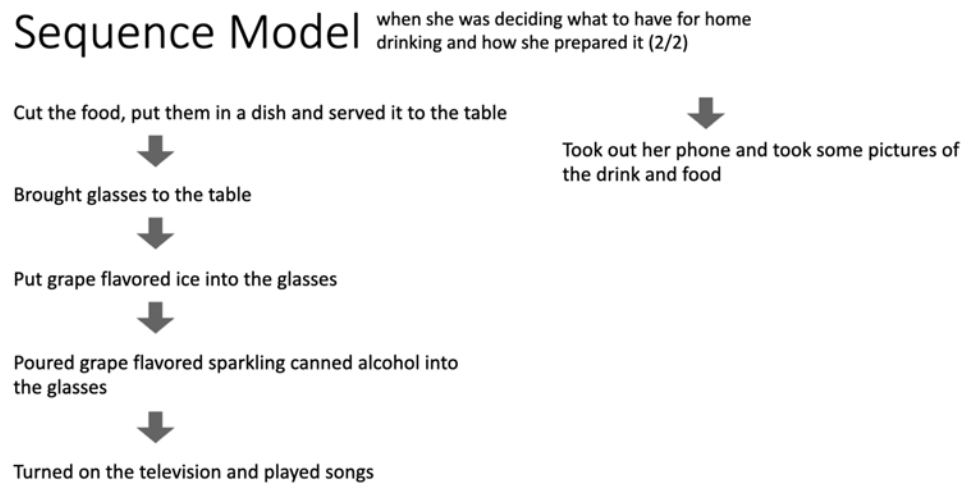


Figure 3.13 Sequence Model of Viola (2/2)



Figure 3.14 Artifact Model of Viola

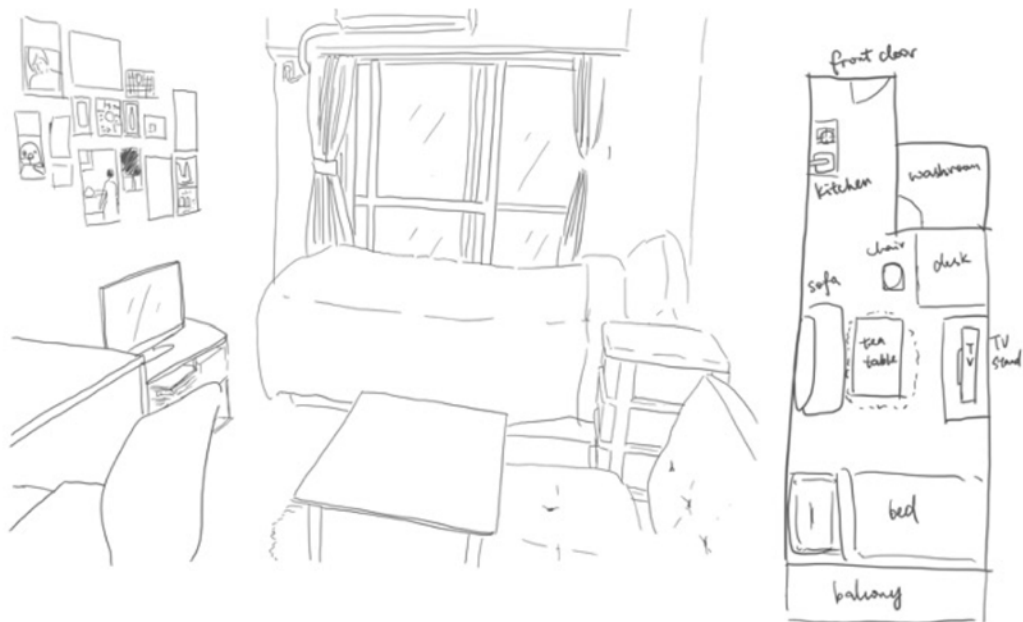


Figure 3.15 Physical Model of Viola

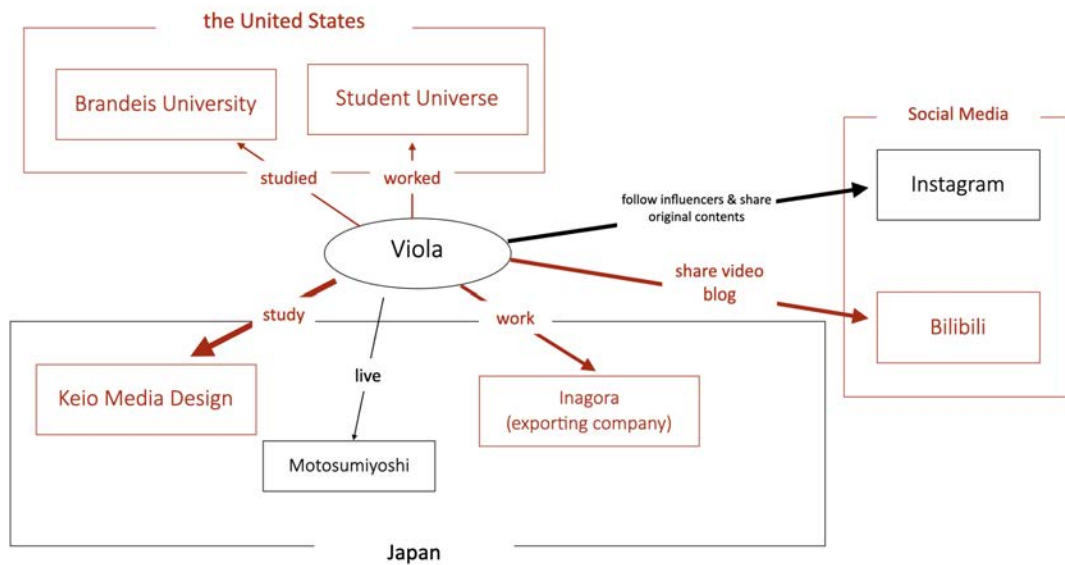


Figure 3.16 Cultural Model of Viola

## Mental Model A

When she wants to buy food for dinner, she checks the stores on the commercial street.

When she sees the tofu store, she recommends the kimchi tofu to me.

When she buys the tofu, she thinks about what can be the possible pairing drink.

When she wants to drink, she searches for potential options in the supermarket.

When she buys the drink, she thinks about what additional ingredients would go with the drink.

When she wants additional ingredients that would go with the drink, she recalls the recipes shared by the influencers she followed on Instagram.

When she prepares the food, she cuts the tofu.

When she prepares the drink, she puts the ice into the glasses.

When she prepares the drink, she pours the alcohol into the glasses.

When she prepares the drink, she explains things to me.

When she finishes, she turns on the music.

When she finishes, she takes pictures with her phone.

Figure 3.17 Mental Model A of Viola

# Mental Model B

COGNITION	ACTION
When she wants to buy food for dinner,	she checks the stores on the commercial street.
When she sees the tofu store,	she recommends the kimchi tofu to me.
When she buys the tofu,	she thinks about what can be the possible pairing drink.
When she wants to drink,	she searches for potential options in the supermarket.
When she buys the drink,	she thinks about what additional ingredients would go with the drink.
When she wants additional ingredients that would go with the drink,	she recalls the recipes shared by the influencers she followed on Instagram.
When she prepares the food,	she cuts the tofu.
When she prepares the drink,	she puts the ice into the glasses.
When she prepares the drink,	she pours the alcohol into the glasses.
When she prepares the drink,	she explains things to me.
When she finishes,	she turns on the music.
When she finishes,	she takes pictures with her phone.

Figure 3.18 Mental Model B of Viola

# Mental Model C

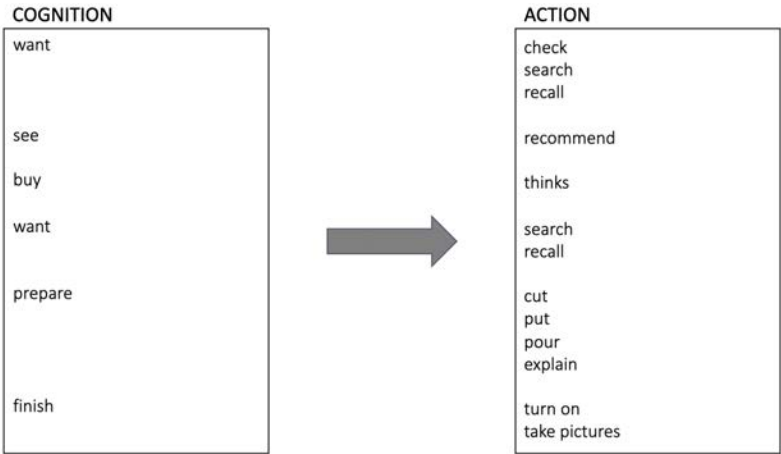


Figure 3.19 Mental Model C of Viola

### 3.2.3 Target Persona

The target personas are hypothetical stakeholder models derived from the ethnographic studies mentioned above. And by creating these personas, the design of the premium home drinking experience can reflect the perceptions and behaviors of the target audience and matches with the desired goals of these stakeholders.

The four target personas that have been designed are: the cocktail-kit designer, being the manager of a spirits manufacturer (Figure 3.20) ; kit co-developer and distributor, being a bartender and the founder of the bar at the same time (Figure 3.21) ; user, being someone who frequently uses food delivery platform and desperately needing for premium home drinking experience (Figure 3.22) ; and finally, the service-providing business actor, being a food ordering and delivery platform (Figure 3.23) , delivers the cocktail-kits to the final users—whenever ordered them through the platform.

#### Target Persona - Cocktail-kit Designer



**Name** Hayato Shimizu  
**Age** 45  
**Home Town** Tokyo  
**Occupation** Manager

##### PERSONAL PROFILE

Born and raised in Kyoto. His family owns and runs a hot spring resort. He grew up with people working in hospitality and food & beverage industries and hence inspired him to choose a career in alcohol industry. He enjoys discovering bars and have great relationships with the bartenders. Empathizes with the situation that a lot of his main clients especially bars are experiencing severe drop in revenue during the pandemic, he wants to come up with a solution to mitigate the situation and support the bar industry.

##### WORKING PROFILE

After graduating from Kyoto University, he joined a foreign spirits manufacturer's subdivision in Tokyo that import and distribute their spirits and liquor in Japan. He works as the advocacy group manager, hosting spirits and liquor tasting events targeting individual market, establishing and maintaining good relationships with hotels, restaurants, bars and supermarkets as they are the major clients.

##### MENTAL MODEL

See:

- Ask
- Talk
- Smell
- Touch
- Taste
- Take pictures
- Buy

Listen:

- Ask
- Touch
- Taste
- Buy

##### GOAL

- Establishing and maintaining good relationships with company's clients;
- Promote cocktail culture;
- Support spirits and bar industry;
- Bring more profit to the company.

Figure 3.20 Target Persona: Cocktail-kit Designer

## Target Persona - Kit Co-developer&Distributor



**Name** Shingo Gokan  
**Age** 38  
**Home Town** Kanagawa  
**Occupation** Bartender

### PERSONAL PROFILE

Born and raised in Kawasaki, Kanagawa. He went to the US alone in 2006 when he was 23 and won the world champion title of Bacardi Legacy in 2012 as the representative of the US. He became a globally well-known leading figure in the industry and has been shining on the world stage with his expertise in bartending ever since.

### WORKING PROFILE

After high school graduation, he worked at a bar in Kawasaki as a bartender. He then went to the US alone at the age of 23 and later became the head bartender of Angel's Share (NY). In 2014, he went to Shanghai and opened his first bar Speak Low and opened some other bars in Shanghai in the following years, many were in the top rankings of the World's 50 Best Bars. In 2018, he opened the SG Club in Shibuya Tokyo. It was recognized as the best bar in Japan and ranked as the 3<sup>rd</sup> place in Asia's 50 Best Bar List released in 2021. He also established his own shochu brand "SG Shochu" (hence holding alcohol distribution certificate) and launched three types of shochu, winning various awards.

### MENTAL MODEL

See:  
 - Ask - Refill  
 - Talk  
 Listen:  
 - Explain - Propose  
 - Show - Make

### GOAL

- Make every customer feel welcomed and satisfied;
- Demonstrate his expertise in mixology;
- Explore the possibility of cocktail food pairing;
- Promote cocktail culture;
- Build and maintain good relationships with spirits manufacturers;
- Generate more profit for the bar.

Figure 3.21 Target Persona: Kit Co-developer&Distributor

## Target Persona - User



**Name** Kenji Nishida  
**Age** 27  
**Home Town** Tokyo  
**Occupation** Sales

### PERSONAL PROFILE

Born and raised in Setagaya, Tokyo. Graduated from Keio University, major in Economics. He started living by himself after starting working. Because of his job, he used to go to good restaurants with clients. Not just doing it for the job, he personally enjoys nice food and drink very much. Ever since the Work From Home policy took place, he shifted dining outside to ordering takeouts through food ordering and delivery platform. Being actively on social media, he would always take and share the pictures of his food on his Instagram. Lately he gets bored of drinking the same ready-to-drink canned alcohol, and is open to try premium drinking options.

### WORKING PROFILE

After graduating from Keio University, he joined an investment bank as a sales. His job largely involves establishing and maintaining good relationships with the clients. Hence he used to visit nice restaurants all the time.

### MENTAL MODEL

See:  
 - Ask - Smell - Taste - Buy  
 - Talk - Touch - Take pictures  
 Listen:  
 - Ask - Taste  
 - Touch - Buy

### GOAL

- Enjoy good food and drinks;
- Share original contents on social media that can get him many likes and comments;
- Still have a good time when staying at home;
- Being recognized by others as someone who is cool, classy, and sophisticated.

Figure 3.22 Target Persona: User



### Target Persona - Service Provider

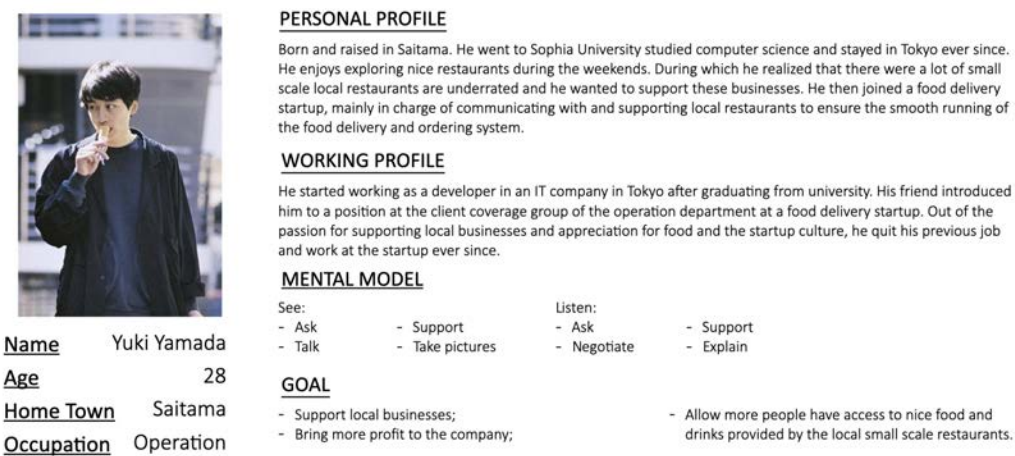


Figure 3.23 Target Persona: Service Provider

#### 3.2.4 A2A Analysis

A2A analysis was conducted to examine how the created target personas integrate their operand and operant resources in service exchanges and demonstrate the perceived value-in-context of each actor (Figure 3.24), (Figure 3.25), (Figure 3.26), (Figure 3.27).

#### 3.2.5 Service Ecosystem

Based on the A2A analysis, the service eco-system for “Delinkage” has been established (Figure 3.28).

#### 3.2.6 Ideation

Based on the aforementioned target personas, A2A analysis, and service ecosystem design, ideation has been conducted. During the ideation process, ideas have been generated based on design criteria that covered multiple facets including: “allow-

## A2A

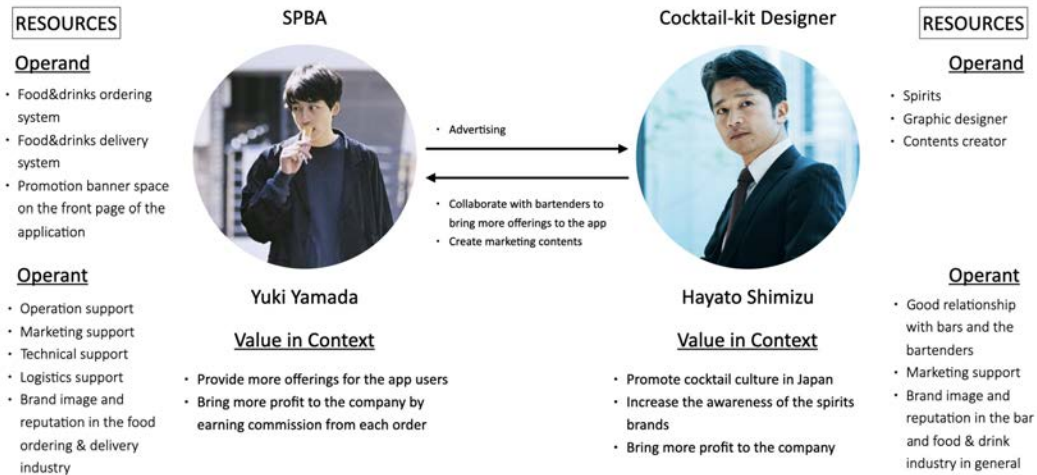


Figure 3.24 A2A Analysis: Service Provider and Cocktail-kit Designer

## A2A



Figure 3.25 A2A Analysis: Service Provider and Kit Co-developer&amp;Distributor

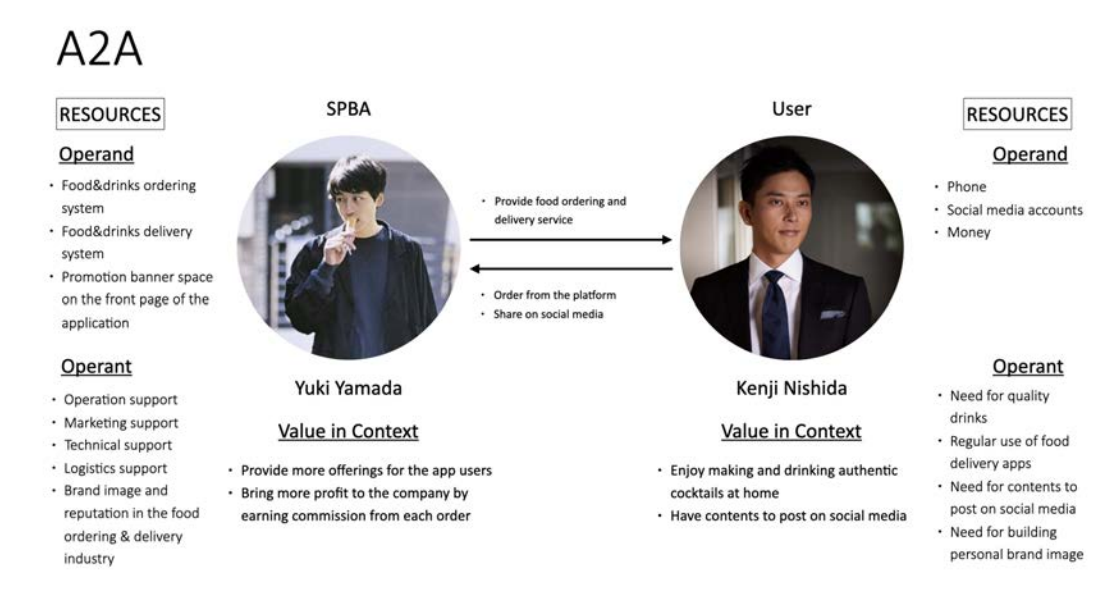


Figure 3.26 A2A Analysis: Service Provider and User

ing people to enjoy authentic cocktails at home”, “creating a fun, smooth and ‘instagramable’ experience”, and “operationally feasible for every stakeholder”.

Through brain-storming, co-researchers came up with ideas to help the target personas achieve their goals and wrote the ideas down on Post-its. After the post-it ideation session, I used soft clays to visualize the ideas. Through repeating these processes, the author was able to come up with the general idea of what kind of service “Deli-bar” should be (Figure 3.29).

3.2.7 Concept Scheme and Concept Skit

In the first half of this section—concept scheme (Figure 3.30), the author identified the operant and operand resources that each actor has, and came up with the proposing value, which is the value proposed to the actor by combining these resources, and the value-in-context, which is the value perceived by the actor. In the second half of this section, the author performed a skit (Figure 3.31) in which the author played the role of user to confirm whether the value-in-context had



Figure 3.27 A2A Analysis: Kit Co-developer&Distributor and Cocktail-kit Designer

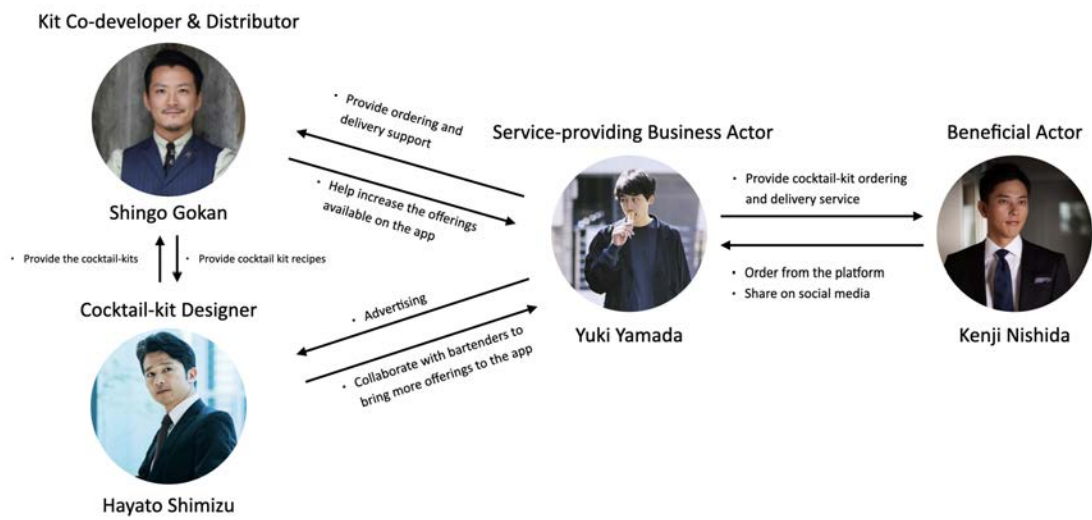


Figure 3.28 Service Ecosystem of Deli-bar



Figure 3.29 Ideation: post-its and soft clays

been achieved or not.

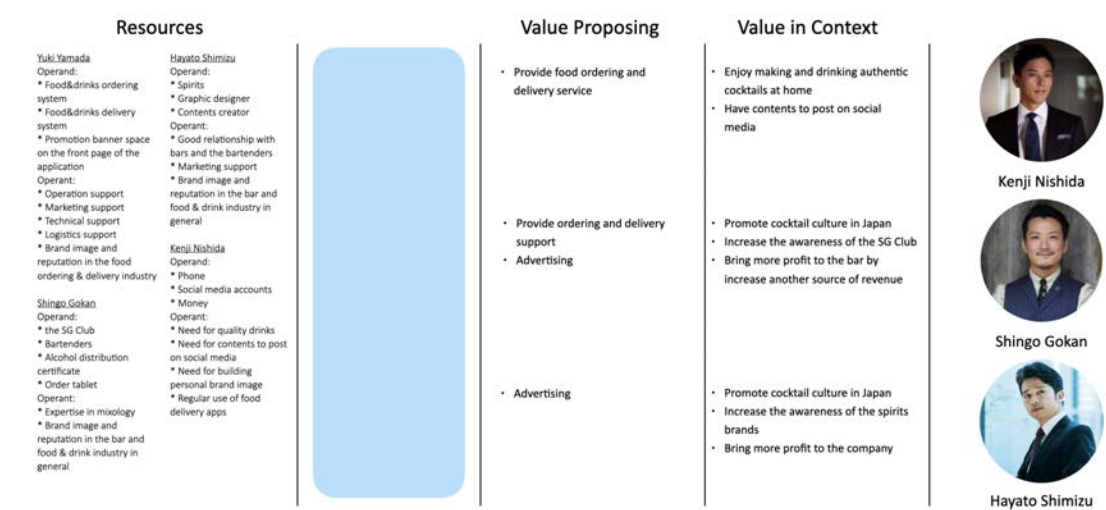


Figure 3.30 Concept Scheme

3.2.8 Concept Sketch

Based on the studies and analysis conducted, a concept sketch (Figure 3.32) was created to show the overall image of the “Deli-bar” concept. In the concept sketch, two patterns of letting the user aware of the availability of “Deli-bar” have been illustrated. Both lead to the same result.

3.3. Design

3.3.1 Making Narrative

Narrative was created to better understand what specific experiences the actors who use deli-bar service would have, and how the actors would interact with each





Figure 3.31 Concept Skit

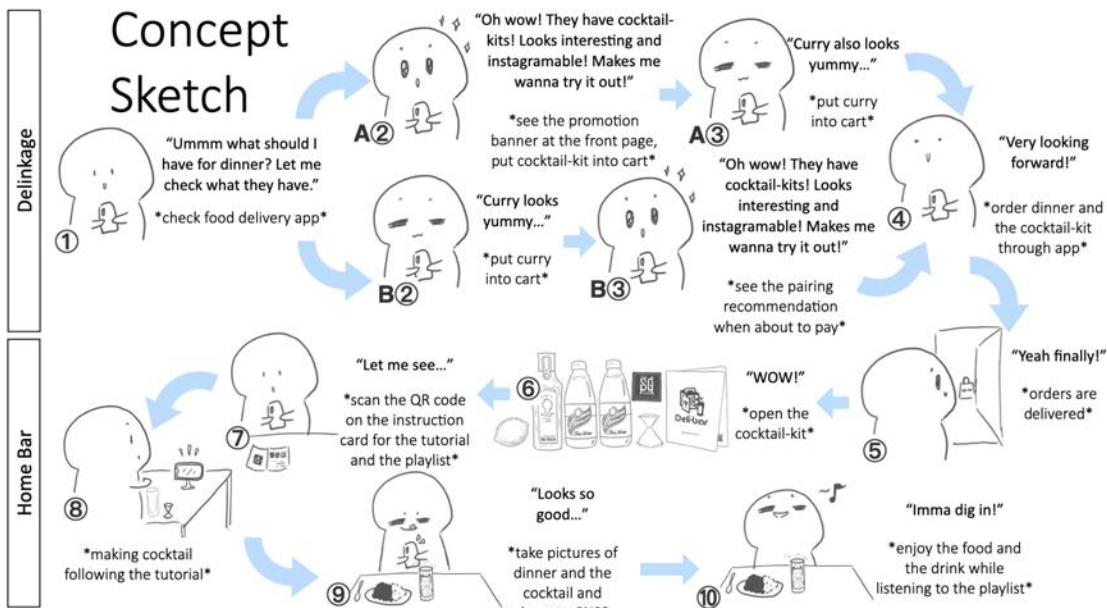


Figure 3.32 Concept Sketch

actor to co-create value. In the concept sketch section, two patterns have been described. In this narrative, pattern B is going to be illustrated.

After a long day of working from home, Kenji Nishida decided to have a nice dinner to recover from the exhaustion. Ever since the pandemic hit Tokyo, he has been limiting his frequency of dining outside, and shifted to ordering food delivery instead. Living in Nishi-Azabu, he has access to all the nice and popular restaurants in Shibuya and Minato. He opened the food delivery application he used the most frequently, and started his exploration.

After going through several restaurants' menus, he decided to go for curry. He put the curry in the cart and proceeded to the payment interface. When he was checking the order information, he noticed that a cocktail-kit option popped up in the pairing recommendation section at the bottom of the interface. "It allows people to recreate cocktails at home? Interesting..." he thought to himself. And by clicking on the option, he learnt that the recipes were created by the bartenders from the SG Club—one of the most famous bars in Japan. He has been dying to visit the SG Club for some time, but never got the chance as the pandemic happened. Hence this is a great chance to find out how good the cocktails are without taking the risk of getting infected if he actually visits the place.

According to the description, the kit contains almost everything needed, apart from ice cubes and glasses. "Well, I have some ice cubes in my fridge and I do have glasses. Might as well just give it ago." As someone who loves quality drinks and recently got tired of canned alcohol, he decided to give it a try. He ordered the curry and a Gin&Tonic cocktail-kit, and waited for the delivery to come.

After around 25 minutes, his cocktail-kit and curry came one after another. He opened the cocktail-kit, and discovered that there were two bottles of tonic water, one bottle of gin, one bottle of syrup, a whole lime, an instruction card, a jigger, and a novelty sticker of the SG Club. He was impressed by the amount of ingredients one kit contained and the delightful design, so he took out his phone and took a picture for later use.

"Ummm interesting... Let me check the instruction card first." Kenji opened the instruction card: there were recipes of Gin&Tonic, Mojito, and Coffee Tonic illustrated in easy-to-understand infographics. A QR code for a tutorial for each recipe was also available. He also noticed that there was a section for "How



to Enjoy Deli-bar”, in which an infographic illustration of a suggested way of enjoying the kit, and four playlists each presents a different vibe or mood. “I see... Four moods... Calming, Cuba Caribbean, Hype, and Sophisticated... Sophisticated sounds nice.” Kenji took his phone out and scanned the QR code for the Sophisticated playlist. The QR code directed him to Spotify at where he could have access to the songs included in the playlist. He then scanned the QR code to get access to the tutorial video for Gin&Tonic. In the video, Yuya Nagamine, the head bartender of the SG Club, was demonstrating how to make an authentic Gin&Tonic. Kenji followed the instructions and managed to make his own Gin&Tonic under 5 minutes. “This is fun! I feel like a bartender myself!” he thought.

He brought the Gin&Tonic and his curry to the dining table, along with the SG Club sticker on the side to the Gin&Tonic to imply it was from the SG Club, took out his phone again for a nice picture. He then enjoyed the curry with Gin&Tonic while listening to the playlist. After dinner, he edited the pictures he took earlier and shared them on his Instagram account. A lot of people liked and commented on his posts, which brought him satisfaction.

He later took a closer look at the gin bottle, “Bombay Sapphire... So that’s the type of gin the SG Club uses for Gin&Tonic... I wonder which company manufactured it.” He started doing his research, and got to know more about the brand and the manufacturer. “Interesting... I wonder if the SG Club serves other cocktails that use Bombay Sapphire. Feel like checking the SG Club out after the pandemic is over.” He thought to himself. “Meanwhile trying other cocktail-kits from them at home.” He decided to try the Mojito kit next time.

### 3.3.2 Key Path Scenario

In order to better design the interactions users may have with Deli-bar service, detailed key scenarios for value co-creation were extracted from the created narratives and illustrated below (Figure 3.33).

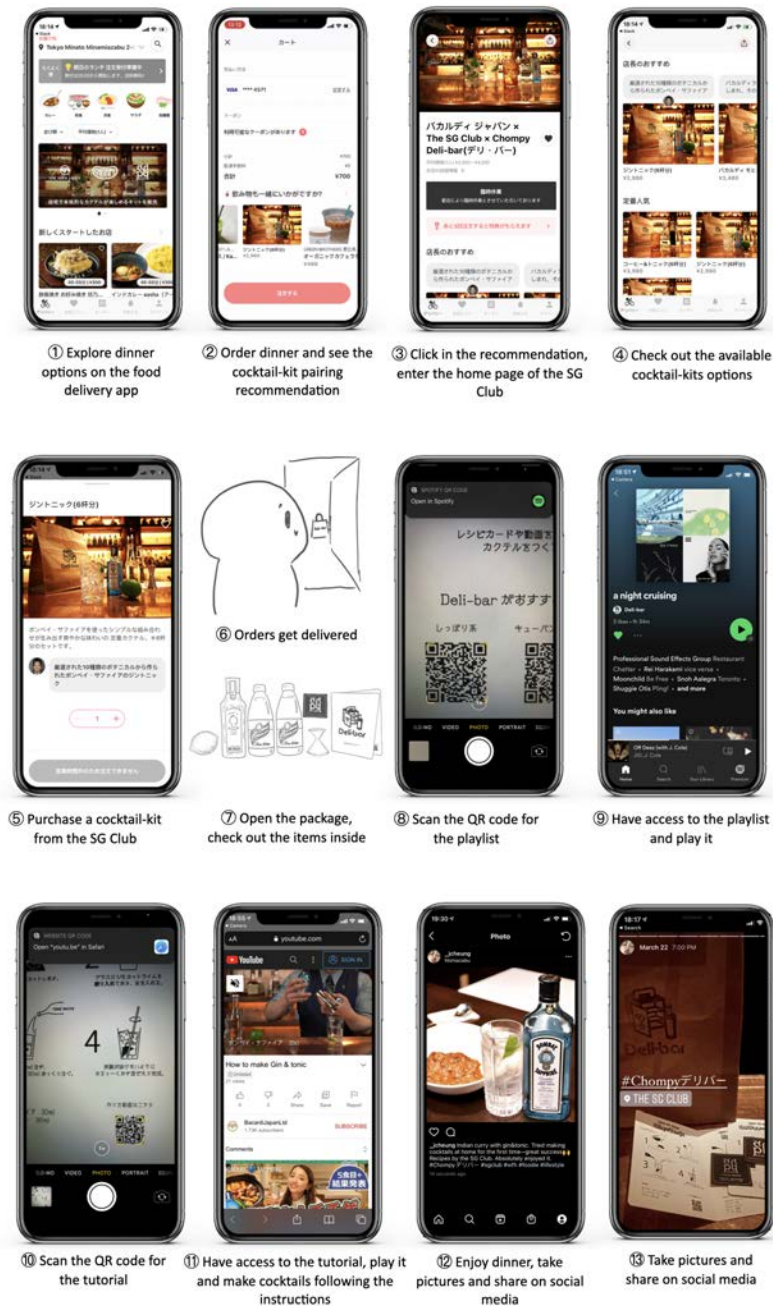


Figure 3.33 Key Path Scenario

### 3.3.3 Implementation

Based on the research and analysis conducted, the author held workshops with the target personas (apart from User) to communicate out the findings and help each stakeholder understand the proposing value of other stakeholders. The cocktail-kit designer was represented by the spirits manufacturer Bacardi Japan, the kit co-developer and distributor was represented by the bar the SG Club, and the service provider target persona was represented by the food delivery platform Chompy. Keeping the value-in-context of each stakeholder within the service ecosystem in mind, the project members collectively worked on the development of the cocktail-kits and the service.

### 3.3.4 Development of "Home Bar"

Consider the consumption context of the users being "dinner at home", the bartenders from the SG Club and Bacardi Japan proposed a dinner pairing cocktail menu comprising three types of cocktails: Gin&Tonic (Figure 3.34), Mojito (Figure 3.35), and Coffee&Tonic (Figure 3.36), believing it to be able to go well with most types of takeouts available for food delivery service. In these kits, all the ingredients (apart from ice cubes) needed to make cocktails have been included. Consider most people do not have liquid measuring tools at home, a jigger has also been included for users' convenience.

Understanding the importance of providing an enjoyable and smooth experience for the users, designers from Bacardi Japan established the design criteria of "premium authentic cocktails", "easy-to-make but still allow users to enjoy the process", and "enjoy the time of staying at home".

In order to deliver authenticity and premium experience to users, apart from collaborating and co-branding with the SG Club, Bacardi Japan decides to incorporate fresh ingredients into the kits such as lime and mint, the ingredients that account for the premium tastes that cannot be substituted nor out-competed by ready-to-drink alcohol drinks like canned cocktails.

Aim to provide a smooth experience, simple infographics and tutorial videos have been made. The designer of Bacardi Japan, Junya Kimura came up with the design of the instruction cards (Figure 3.37), (Figure 3.38) with simple recipes, the



Figure 3.34 Gin&Tonic Cocktail-kit



Figure 3.35 Mojito Cocktail-kit



Figure 3.36 Coffee&Tonic Cocktail-kit

QR codes to the tutorial videos, and the suggested way of enjoying the cocktail-kits printed on.

Finally, in order to enrich user experience of staying at home, combining with the experience learned through conducting the ethnographic research understanding that music plays an important role in enriching drinking experience, Bacardi Japan designed four Spotify playlists to help create a themed environment for the user to better enjoy the food and the pairing drink at home.

Also taking the operational feasibility of the SG Club to prepare and distribute the kits into account, the designer determined that the portion of each cocktail-kit to be 6-servings. Therefore the SG Club does not have to process the lime and mint into smaller portions for smaller servings.

### 3.3.5 Development of "Delinkage"

In order to raise users' awareness towards "Deli-bar", Chompy put the advertising poster of "Deli-bar" at the front page banner section. Meanwhile, also would recommend users the cocktail kits as drink pairing recommendations when the user is about to pay for the dinner order (Figure 3.39). After the user ordered



Figure 3.37 Instruction Card 1



Figure 3.38 Instruction Card 2



the cocktail-kits from the app, Chompy will send an order notification to the SG Club to inform them about the order detail and the estimated time for a delivery man's in-store pick up, so the staff of the SG Club can prepare the packages and have the delivery man deliver the kits to the user.

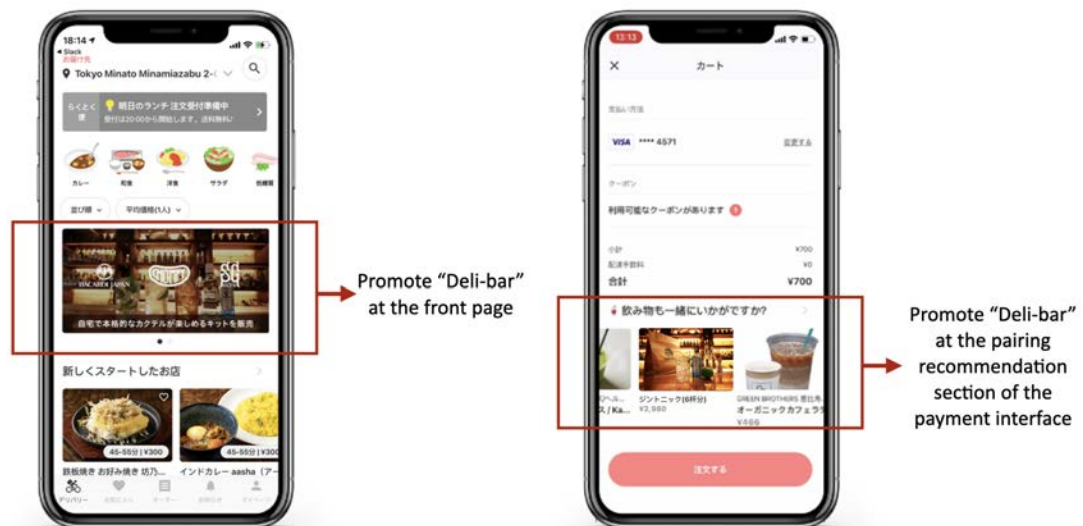


Figure 3.39 Delinkage

# Chapter 4

## Validation

In this chapter, the effectiveness of the design of “Deli-bar” will be verified by walking the participants through the “Delinkage” journey through explanation and having the participants use the kits and asking for their feedback regarding their “Home-bar” experience (Appendix A). During the time when the validation process took place, the state of emergency had been declared in Tokyo and the distribution of alcohol by restaurants and bars had been prohibited, causing “Deli-bar” to be suspended. Hence, apart from one participant who tried the Mojito kit of 6-servings before the regulation took place, the other participants were tested with the Gin&Tonic mini sample kits which are 1-serving in size.

### 4.1. Target User

As described in the target personas of User in the Design section of this paper, the author perceives the users of “Deli-bar” being someone who enjoys drinking and used to drink frequently when dining out, but were forced to start drinking at home since the pandemic started, and started to get tired of the alcohol options available in the supermarkets and convenience stores. The author selected the test participants whose behavior matches such description.

### 4.2. Validation Part A: test using the 6-servings Mojito cocktail-kit

In order to test out the experience of “Deli-bar” and to understand whether the value in context of each actor within the service ecosystem will be realized, one participant was asked to use a 6-servings Mojito cocktail-kit (Figure 4.1) at home



without given further instructions, and to share his experience with the kit through having an interview with the author.



Figure 4.1 6-servings Mojito cocktail-kit

#### 4.2.1 Participant Profile

The participant Mr. K is a middle-aged working professional who used to drink wine and sake frequently when dining out. Ever since the pandemic, he has been refraining himself from dining out, which led to reduction in chances of having alcoholic drinks. However, he still finds alcohol intake necessary as he has already formed the consuming habit of eating while having alcoholic drinks. Hence he started home drinking, which was something he never tried before the pandemic. He started having canned beer and high-balls at home, but got bored after a while. So he is looking for new options and solutions for a better home drinking experience.

### 4.2.2 Feedback

According to Mr. K, he tried the Mojito kit with his wife at home during dinner. The experience was very smooth and enjoyable. The fresh ingredients included in the kit contributed to the premium taste of the final drink and outperformed the canned alcohol in every way. The kit provided great convenience by gathering most of the ingredients and tools needed to make Mojito and delivering them straight to the user's place.

Before trying the kit, he had never imagined himself being able to make cocktails at all. But with the kit, he could. He followed the tutorial video and successfully made his own Mojito. He said because he had the sense of achievement of making his own drink, the drink simply tasted better. At the same time, the kit gave him a chance to perform some interesting tasks with his wife, increased their interactions and made the time of them being together at home more enjoyable. He believed the kits would be very popular during home parties.

He also enjoyed the music playlists. The playlists consisted of songs that were quite different from the ones he usually listens to, more like the background music played at decent restaurants and bars, hence helped create a new ambience, making them feel as if they were dining outside rather than at home.

He mentioned that the fact that the recipes and the tutorial video were developed by the SG Club definitely helped adding value to the kit. The expertise ensured the quality of the final product and the overall user experience. He also said he became more interested in knowing more about cocktails and visiting the SG Club after the pandemic situation is under-controlled. Meanwhile he is looking forward to seeing more types of cocktails' cocktails-kits to be developed and become available through "Deli-bar" service.

## 4.3. Validation Part B: test using the 1-serving Gin&Tonic mini sample kit

In order to test out the experience of "Deli-bar" and to understand whether the value in context of each actor within the service ecosystem will be realized, each of the two participants was asked to use a 1-serving Gin&Tonic mini sample

kit (Figure 4.2) at home without given further instructions, and to share their experience with the kits through having interviews with the author.

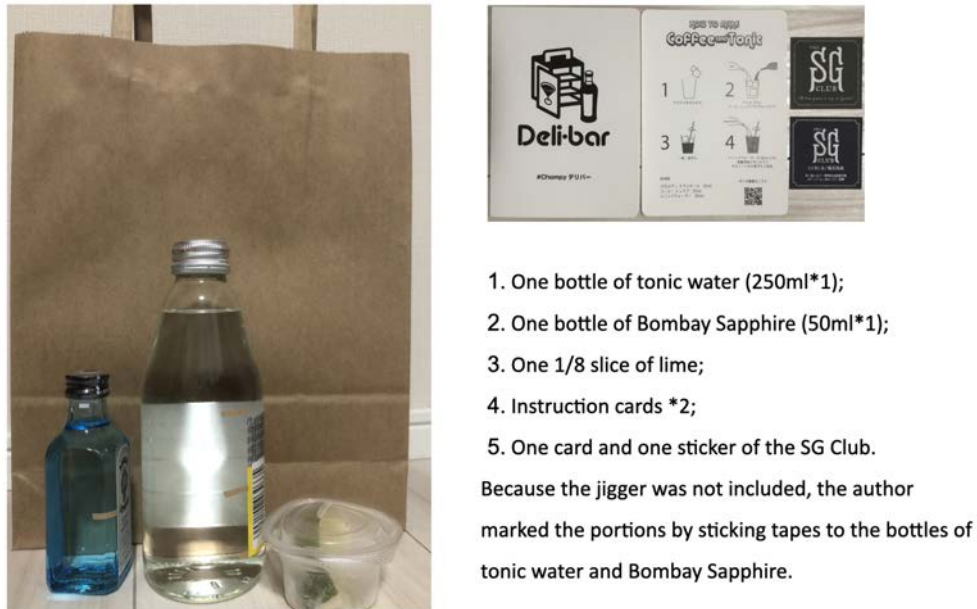


Figure 4.2 1-serving Gin&Tonic mini sample kit

### 4.3.1 Participant Profile

Two participants, Ms. M and Mr. R participated in the validation research. Both are in their early 20s. They used to frequently dine and drink out before the pandemic.

#### Ms. M

Before COVID-19, Ms. M usually drinks at restaurants with friends, at home, or at cocktail bars. Even though her frequency of drinking at home has not changed much since the pandemic, her use of delivery platforms like Ubereats increased. And through which she discovered that ordering alcohol from such food delivery platforms is more convenient as more alcohol selections are available, and she does

not need to carry the heavy bottles and cans all the way from the stores to her home as they can be delivered straight to her door. Hence now she often orders alcohol on food delivery platforms.

#### **Mr. R**

Mr. R enjoys drinking at home very much. He often drinks beer or wine when having dinner or watching movies.

### **4.3.2 Feedback**

#### **Ms. M**

According to Ms. M, the instructions illustrated on the instruction cards were simple to understand and easy to follow, so she did not watch the tutorial video. But when she was trying to get access to the playlist, the four QR codes were placed too closely for the phone camera to stay focused on the right one she wanted to scan.

She also had a hard time figuring out how big of a glass was needed. She had to take guesses based on the measurements suggested by the recipe. Hence she suggested designing the instruction card to be the approximate 1:1 size of a suggested size of glass needed for clearer reference.

She was satisfied with the fact that most of the ingredients needed were included. And appreciated that the measurements were easy to grasp with the tape markings on the bottles, and that the lime slice was pre-cut.

When making the Gin&Tonic, she was a little worried about whether the wooden chopstick she used to stir and mix the ingredients would interfere with the taste of the cocktail. She was also a little worried about how the final drink would turn out because she had little confidence in her cocktail-making skill. But luckily, it turned out delicious.

After the experience, she did not become more interested in Bombay Sapphire, as it is just another regular type of gin that is available almost in every liquor corner of supermarkets and convenience stores. She did grow some interest towards the SG Club, however at the same time she pointed out that for the Gin&Tonic kit, as the ingredients are widely available in supermarkets, she barely felt the

uniqueness of the kit, nor the “SG Club style” she was looking for. She would love to see more differentiated and signature offerings to be developed and included in the menu. In addition, she said she would like to know more about the cocktail and the spirits used, possibly presented by the bartenders of the SG Club.

When being asked the question whether she would prefer the 6-servings or the 1-serving better, she said if she was having home parties with friends she would go for the 6-servings, but since she was drinking alone, 1-serving was just about the right size for her.

### **Mr. R**

Before trying the kit, Mr. R had always believed that cocktails are something that can only be made and served by people with expertise such as bartenders. After trying the kit, his perception has been changed. And he really enjoyed the process.

As consumed after dinner, Mr. R felt solely drinking the cocktail was a little dull. Hence he suggested to include otsumami (tapas or snacks that would go with the drink) and drinking games in the kit, such as fortune cookies with drinking games notes in them, so he can play games with his friends when he uses the kits for home parties.

Largely similar to the feedback received from Ms. M, apart from the appreciation for the convenience the kit provided, Mr. R also mentioned that he was looking forward to more explanations from bartenders about the cocktail and the spirits used, and he would like to see more of the “SG Club style” to be incorporated into the kit, as right now it is not well-differentiated enough other than having all the ingredients sorted and can be delivered straight to the user’s door.

Mr. R also said that the steps for making the Gin&Tonic was a little too easy, even though he enjoyed the process but the sense of achievement was not as strong. He would like to try kits of cocktails that require a little more effort to make.

At last, Mr. R said he would definitely use the service for home party purposes and he would purchase the 6-servings Mojito cocktail-kit as it comes with more servings and is more fun to make.

### 4.3.3 Result

After gathering feedback from the participants, the author reflected on to what extent the value-in-context of each stakeholder in the service ecosystem had been met. For users, their need for enjoying authentic cocktails at home has been met. For Chompy, they earn commission based on each cocktail-kit ordered through their platform. For the SG Club, they have one extra source of revenue from distributing the cocktail-kits, and make the users interested in visiting the SG Club after the pandemic is more undercontrolled. For Bacardi Japan, users are more interested in knowing more about the spirits included in the kits. Hence overall, the value-in-context of each stakeholder has been met.

### 4.3.4 Reflection

However, also as seen in the received feedback, there are still some parts of the customer journey that can be improved to enrich user experience. For instance, for family users or home party hosts, compared to people who live alone or drink alone, they value the time they share with their loved ones at home more. Hence, it is important to make sure the process of cocktail making is challenging, collaborative and interactive. In addition, the ambience also helps enrich their experience by transforming everyday living space to somewhere more exotic by washing off the original associations with home through changing the external environment—the ambience, starting with background music. For individual users, they do value similar things family users do, but at the same time pay more attention to the quality of the cocktails, the recipes and the ingredients used, the easiness of processing the ingredients such as whether cutting is needed or whether tools are needed, and the portion the kits contain. And instead, focus less on theming the ambience as they often consume the cocktails when watching shows or movies so they have little need for background music.

In addition to the reflection mentioned above, some of the values the author used to believe to be relatively important for the stakeholder were actually not as important: the participants did not feel the need nor the urge to share their experience with the kits on social media. The level of importance in fact largely depends on ones' activeness on social media.

## Chapter 5

# Conclusion

This paper describes the design of “Deli-bar”, a service that supports people with the need for premium home drinking experience by delivering fresh cocktail-kits to the users allowing consumers to enjoy the experience of making and drinking authentic cocktails at home. The author was able to confirm the effectiveness of the experience provided by the service through validation. The participants were able to enjoy the fun of creating and drinking cocktails at home, and become more interested in exploring more about the bar and the spirits consumed. However, “Deli-bar” still has room for further development. In this chapter, the author will discuss the future challenges and future work.

### 5.1. Future Challenges for ”Home Bar”

#### 5.1.1 Menu Development

The three cocktails that were chosen to develop kits were selected based on the criteria “cocktails that go with dinner”. However, the cocktails that fit in this category are limited (mostly carbonated and acidic based), and hard to deliver the true beauty of mixology which is the creative combination of various spirits, liquors and mixers, which is also where the core expertise of the SG Club lies. This need has also been reflected from the feedback received from the participants when conducting validation. The participants felt that current kits are not “SG Club-ish enough” for them to feel the value the SG Club brings to the table other than distributing the product. Hence, menu development of cocktails that can better demonstrate the expertise of the SG Club is needed. Meanwhile, as seen in the validation feedback section, two out of three users stated that they consume cocktails after dinner instead of while having dinner. And the users

would use food delivery platforms only for alcohol shopping. Therefore we can consider developing new cocktails without putting the criteria "cocktails that go with dinner" first, but "cocktails that deliver the beauty of mixology and show the expertise the SG Club holds".

### 5.1.2 Experience Development

As understood from the feedback received from the participants, there is still room for enhancement for the "Home-bar" experience. Consumers with different consumption contexts have different needs for the experience they want to get from using the kits. For the users who purchase the kits for home party purposes, they want to share some quality time with their families and friends through making and drinking cocktails together.

Hence, it is important to design the process of cocktail making challenging, collaborative and interactive by developing cocktail-kits that require more effort to make, and more suitable for group consumption. Meanwhile, add more fun to the drinking experience by adding drinking games, which still needs more research to discover the possibilities.

In terms of individual users, apart from wanting some similar things mentioned above, they pay more attention to the quality of the cocktails, the recipes and the ingredients used, the easiness of processing the ingredients such as whether cutting is needed or whether tools are needed, and the portion the kits contain. These findings provide more parameters to be taken into when designing kits for this type of users.

Both two types of participants commented on their need for contents that are more informative about the cocktails and the "perspectives of a know-how". In order to respond to such demand, Bacardi Japan is considering developing new content based on such requests.

## 5.2. Future Challenges for "Deli-bar"

Currently the service is only available in Shibuya area (anywhere within 4km radius from the SG Club). We are actively working on developing solutions to allow more people to have access to our service.



### 5.3. Future Work

The author believes “Deli-bar” is one effective way to bring cocktail culture closer to Japanese consumers, to spread the beauty of mixology and the expertise Japanese mixologists hold, and to make Japanese consumers more comfortable in drinking cocktails, and more interested in visiting bars. The author is excited to see “Deli-bar” service becoming available in more areas, collaborating with more bars and mixologists, cultivating new generations of cocktail consumers and benefiting the bar and alcohol industry in general.

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# Appendices

## A. Research Instructions

---

Hi, I am Karen. Thank you so much for participating in our research. This research is aimed to understand users' overall experience with "Deli-bar" service. Please kindly take a few minutes to go over the contents below and start your experience with our mini sample kits, and share your thoughts and feedback with us.

(In this research, you may need ice cubes, a glass, and a tool to stir.)

If there is anything you find confusing or need further clarification, please feel free to contact me through email: [kashin@keio.jp](mailto:kashin@keio.jp)

### About "Deli-bar"

"Deli-bar" is a cocktail-kit delivery service that supports premium home drinking during the pandemic by providing home cocktail making and drinking experience. Consumers can recreate authentic cocktails at home with recipes developed by one of the best bartenders in the world, and enjoy the cocktails with food as if they are grabbing drinks in a decent restaurant or bar.

Here is an article about our service published in Japanese.

<https://prtimes.jp/main/html/rd/p/000000039.000039025.html>

### Gin&Tonic Cocktail-kit



The Gin&Tonic cocktail-kit (approximate 6-servings) originally comes with the following items:

1. two bottles of tonic water (250mmℓ\*2);
  2. one bottle of 200ml Bombay Sapphire gin;
  3. a whole lime;
  4. a jigger (a measuring tool);
-

5. instruction cards \*2;
6. a card and a sticker of the SG Club.

In this research, we use the mini sample kits (that you have received) instead of the 6-servings ones because of the suspension of the project due to the alcohol prohibition law in Tokyo. We understand that your feedback can only represent your experience with the mini sample kits, but we'd like to have you imagine yourself using the 6-servings Gin&Tonic kit and we will ask you questions like "do you think you would enjoy the kit if it's 6-servings?" "do you think you would prefer the 6-servings Gin&Tonic kit or the sample mini kit? Why?" at the end of the research.

#### Target User Persona

Someone who enjoys drinking (used to drink frequently when dining out) but were forced to start drinking at home since the pandemic started, and started to get tired of the alcohol options available in the supermarkets and conbinis (such as canned beer and high-balls).

#### User Narrative

We imagine our users order our cocktail-kits through a food delivery platform, possibly along with some food, and enjoy our kits with the food.

#### User Journey

Our service is available on a food delivery service called "Chompy". Detailed user journey is illustrated with interfaces below (step 1-6).



① Explore dinner options on the food delivery app



② Order dinner and see the cocktail-kit pairing recommendation



③ Click in the recommendation, enter the home page of the SG Club



④ Click in the recommendation, enter the home page of the SG Club



⑤ Purchase a cocktail-kit from the SG Club



⑥ Orders get delivered

### What We Need You to Do

1. Imagine you have gone through the previous steps, and you are at step 6 now. Please use the kit however you want. Just relax and enjoy the experience!
2. After you have finished using the kit, please share your experience with us through answering some questions written in the following section. There are no correct

answers nor specific answering structure to these questions. Your answers don't need to be limited by how the questions were structured or directed. We would like to know your true experience and feedback beyond what we ask you. (Please try to be detailed when answering the questions. Thank you!)

#### Questionnaire

1. Please briefly introduce yourself.
2. Where did you often go for drinking before the pandemic, and what did you normally order?
3. How did you start home drinking?
4. Please share with us your home drinking experience before you tried our kits. e.g. What are the products you often purchase? When do you often drink at home (for what purpose/occasion, with whom, do you drink while eating food, if so what kind, etc)
5. How did you use the kit? Did you follow the instructions of the suggested way of using the kit? Did you watch and follow the video tutorial? Did you try playing the playlist?
6. How was your experience with the kit? Please try to describe your answer from the following perspectives: the experience of making the cocktails, the experience of drinking the cocktails (with food, music, etc).
7. What was the part of the experience you enjoyed the most?
8. What was the part of the experience you enjoyed the least?
9. After this experience, do you want to know more about Bombay Sapphire gin or more about gin in general?
10. After this experience, do you want to know more about the SG Club or visit the bar after the pandemic is over?

11. Do you think you would enjoy the kit if it's 6-servings?
12. Do you think you would prefer the 6-servings Gin&Tonic kit or the sample mini kit?  
Why?
13. Do you have any other comments or suggestions towards this service?

That will be everything we need for this research. Thank you so much for your participation and wish you a nice day!