# The Whys of Wine: Design Forces Diagrams

Understanding Push, Pull, Habit, & Anxiety according to the Jobs-to-be-Done Methodology

# JTBD 1: Wine is Classy

Consumers of all experience levels hire wine to express superiority and status.

## **Push** of the Current Situation

I need something in my life that exudes superiority and elevated social status so that I can relate to superiors or appear sophisticated among peers.

I really need to move on from this low-level alcohol and get into something a little more classy.





I'll stick to subjects I know about and feel more comfortable with to express my superiority and status.



**Pull** Towards New Solution

Wine is seen as sophisticated and elite.

If I'm a big enough part of wine culture, I can get special insider access to share with others thereby validating my superiority and elevated status.





New **Behavior** 

What if my wine knowledge or choices aren't classy enough, will others judge me negatively?

I'd rather not be seen as a wine snob anyways.

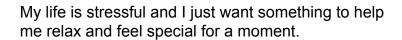
**Habit** of the Present



## JTBD 2: Wine is Relaxing

Consumers of all experience levels hire wine to *relax and feel special*.

## **Push** of the Current Situation



The pleasurable "buzz" from alcohol offers a nice escape, but I don't want anything too strong.



I'd rather exercise, meditate, or get a massage to relax and feel special.



## **Pull** Towards New Solution

Wineries and their wine offer a calming and warm experience that begins in a vineyard and ends in a bottle that you can easily enjoy on your own terms.

Enjoying a bottle of wine that a winemaker put her whole life into makes drinking the wine extra special.



New Behavior

If I spend a lot of money on a wine that I don't like, I won't be feeling very relaxed or special.

**Habit** of the Present



## JTBD 3: Wine is Mature and Adult

Younger consumers hire wine to *act like adults*.

## **Push** of the Current Situation

I don't want to get smashed.

Internal

I am becoming an independent professional. I'm no longer a college student.

External



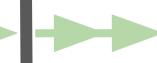
My go-to is craft beer.

Habit-in-choice

My friends hang out at college bars, so that's just where we go.

Habit-in-use

**Habit** of the Present



**Pull** Towards New Solution

Vineyards offer a classy, mature social setting. Solution preference

One day, I'll know more about wine...





If I don't know about wine, do I appear immature? Anxiety-in-choice

How do I learn more about wine without looking foolish?

Anxiety-in-use



## JTBD 4: Wine is Social Glue

Consumers at all experience levels hire wine to bring people together.

### **Push** of the Current Situation

I will look weird without a glass in hand (social pressure to drink).

I'm going to a party and want to show up with something that people like.



Beer is for casual and sports events; liquor is for clubbing.

Habit-in-choice



**Pull** Towards New Solution

Wine is a socially acceptable alcohol to serve at almost any occasion.

Solution preference

Drinking with clients helps me build rapport and trust with them.





I can't remember what people like, and don't want to bring a bad wine to the party.

Anxiety-in-choice

**Habit** of the Present



# JTBD 5: Wine is a Conversation Topic

Consumers at all experience levels hire wine to have **something to talk about**.

### **Push** of the Current Situation

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People at work are talking about wine and I feel left out. External

I've started learning about wine and I have a lot of questions.

Internal



Age-old conversation topics like the weather, sports, pop culture, politics, etc.



**Pull** Towards New Solution

I need a ticket to talk with people I want to impress (boss, in-laws, dates).

Better life



New Behavior

I don't know the "wine words," so I might sound stupid if I ask questions or join the conversation.

**Habit** of the Present



# JTBD 6: Wine Appreciation is a Journey

Enthusiasts hire wine knowledge to help them *learn and grow*.

## **Push** of the Current Situation



I just tasted a wine I love and now I'm curious to find more like it.

Internal

My friends or co-workers are learning about wine. External



I already know something about beer, and it's easier to learn about craft beer than wine.

I already know the wines I like; I'll just stick with those.



#### **Pull** Towards New Solution

The joy of the hunt for the next good wine is like chasing a wave.

The satisfying feeling of mastering a new skill or leveling up (sommelier pins)





Fancy wine is too expensive for me. Why learn about it? Anxiety-in-choice

Wine enthusiasts are snobs. I'm not like them. Anxiety-in-use

**Habit** of the Present

