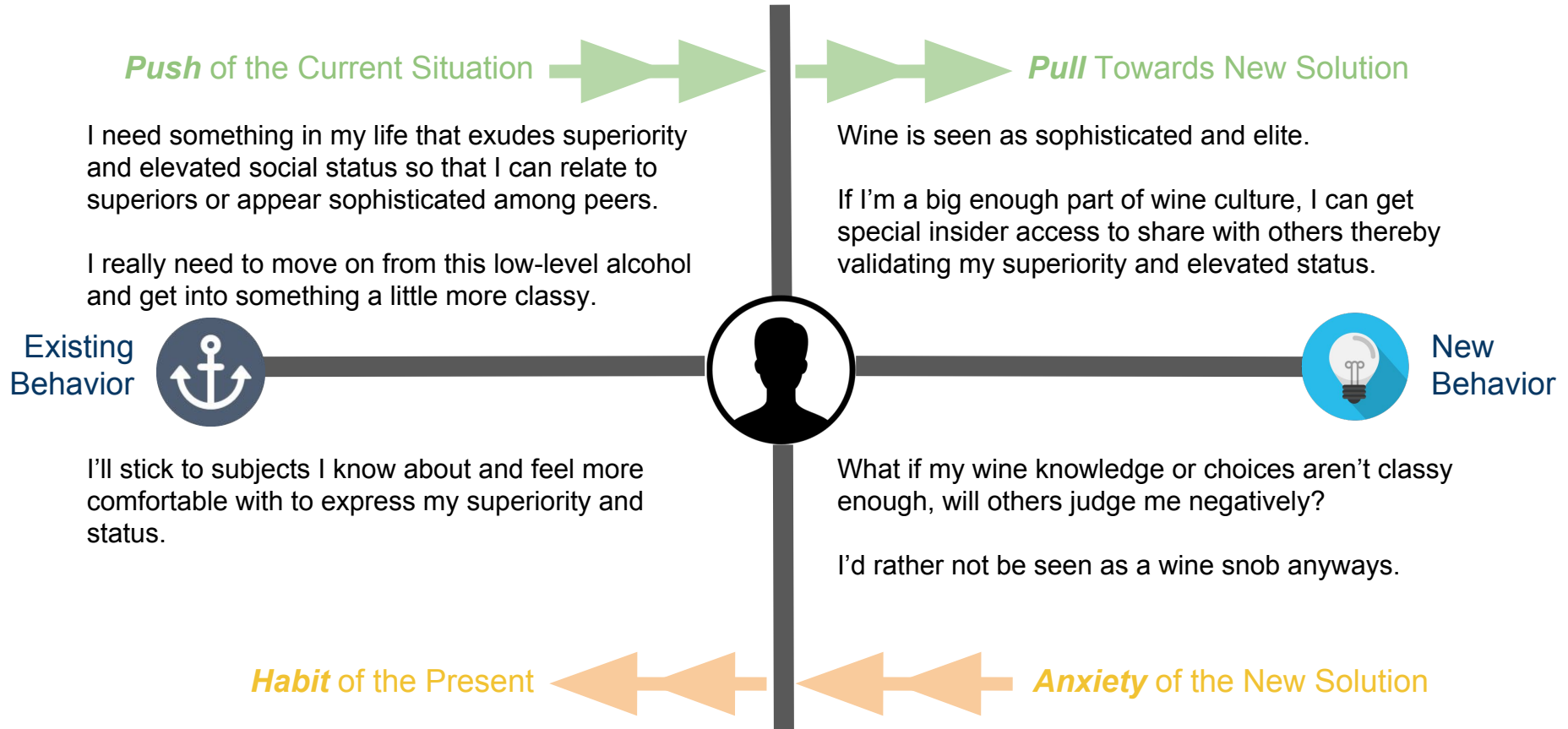


The Whys of Wine: Design Forces Diagrams

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

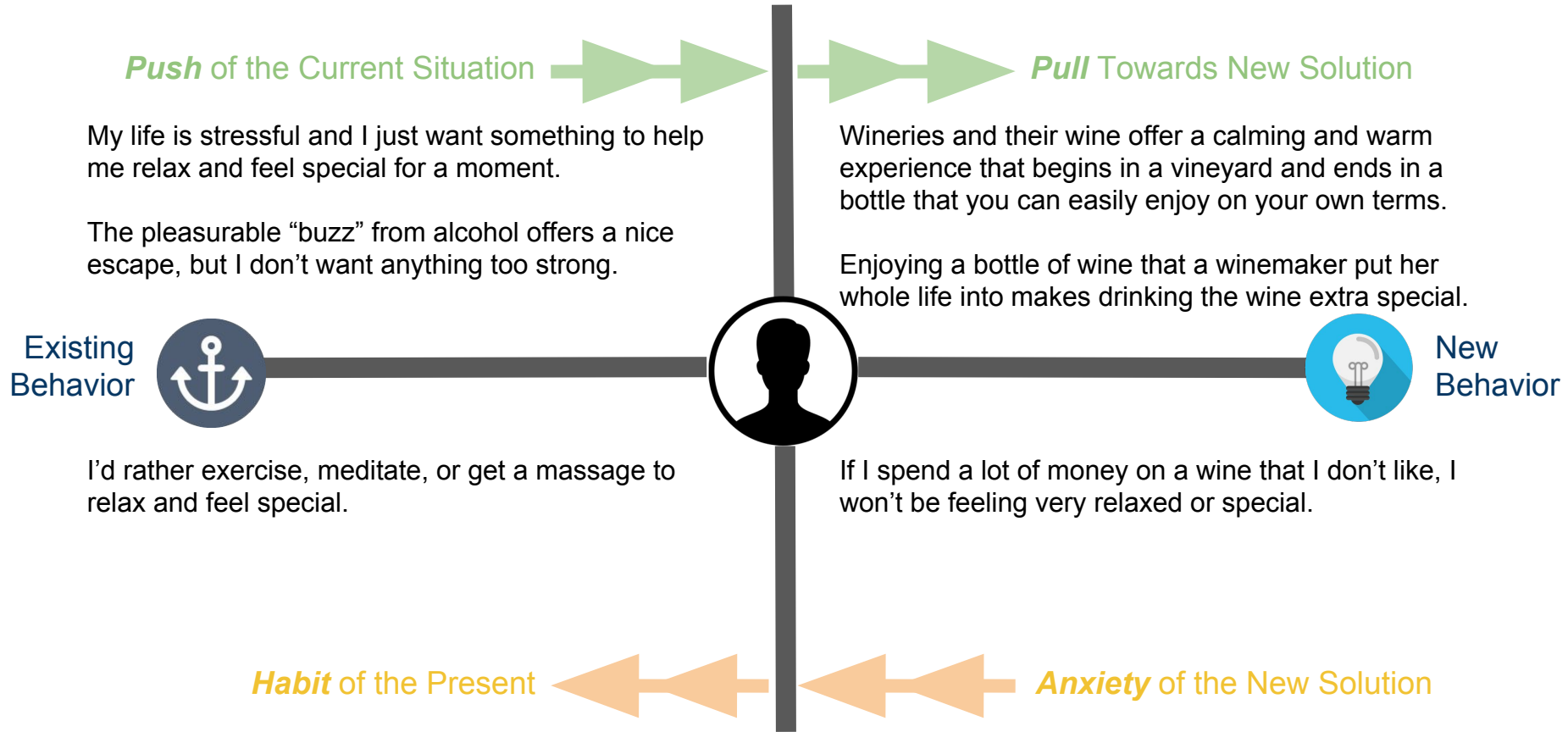
JTBD 1: Wine is Classy

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



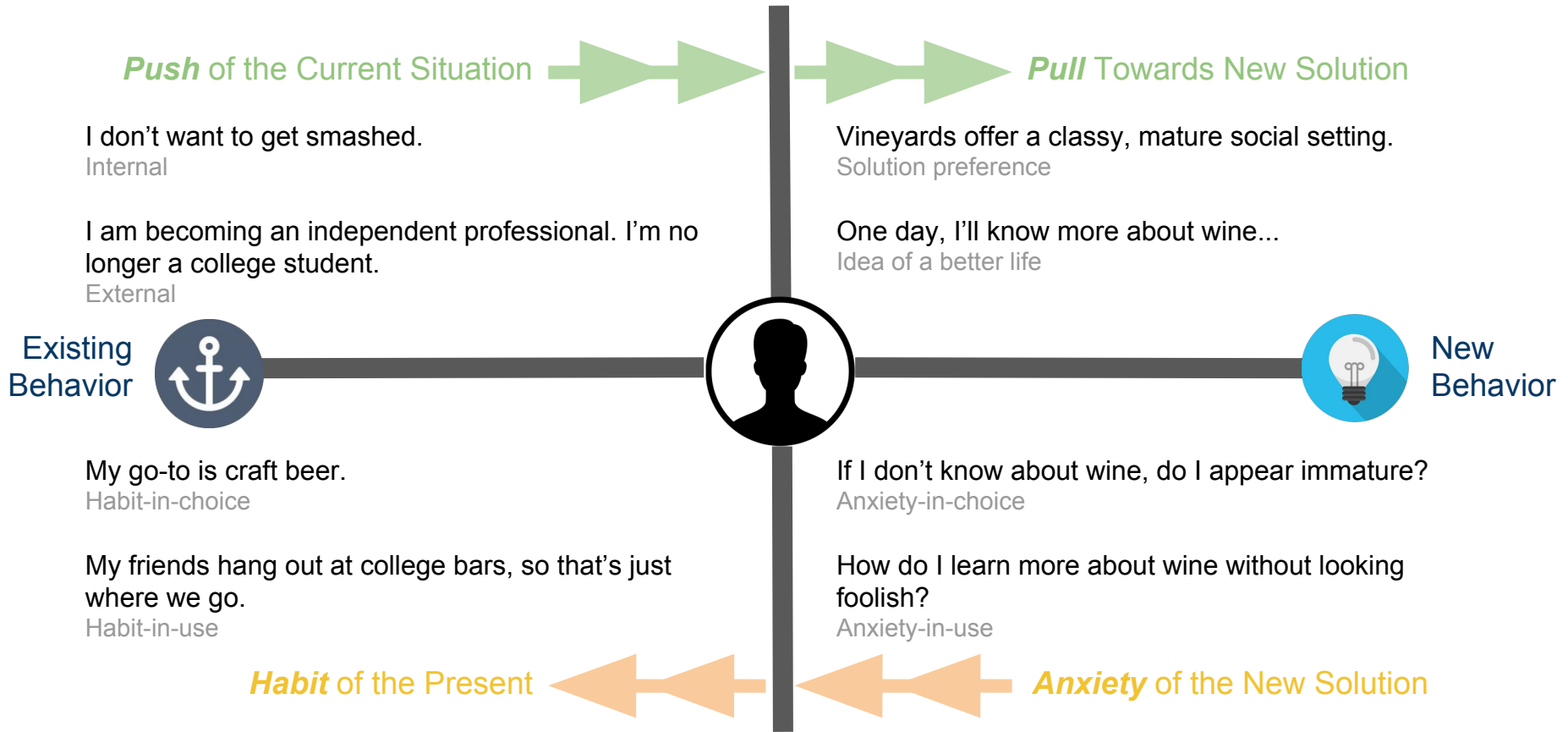
JTBD 2: Wine is Relaxing

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



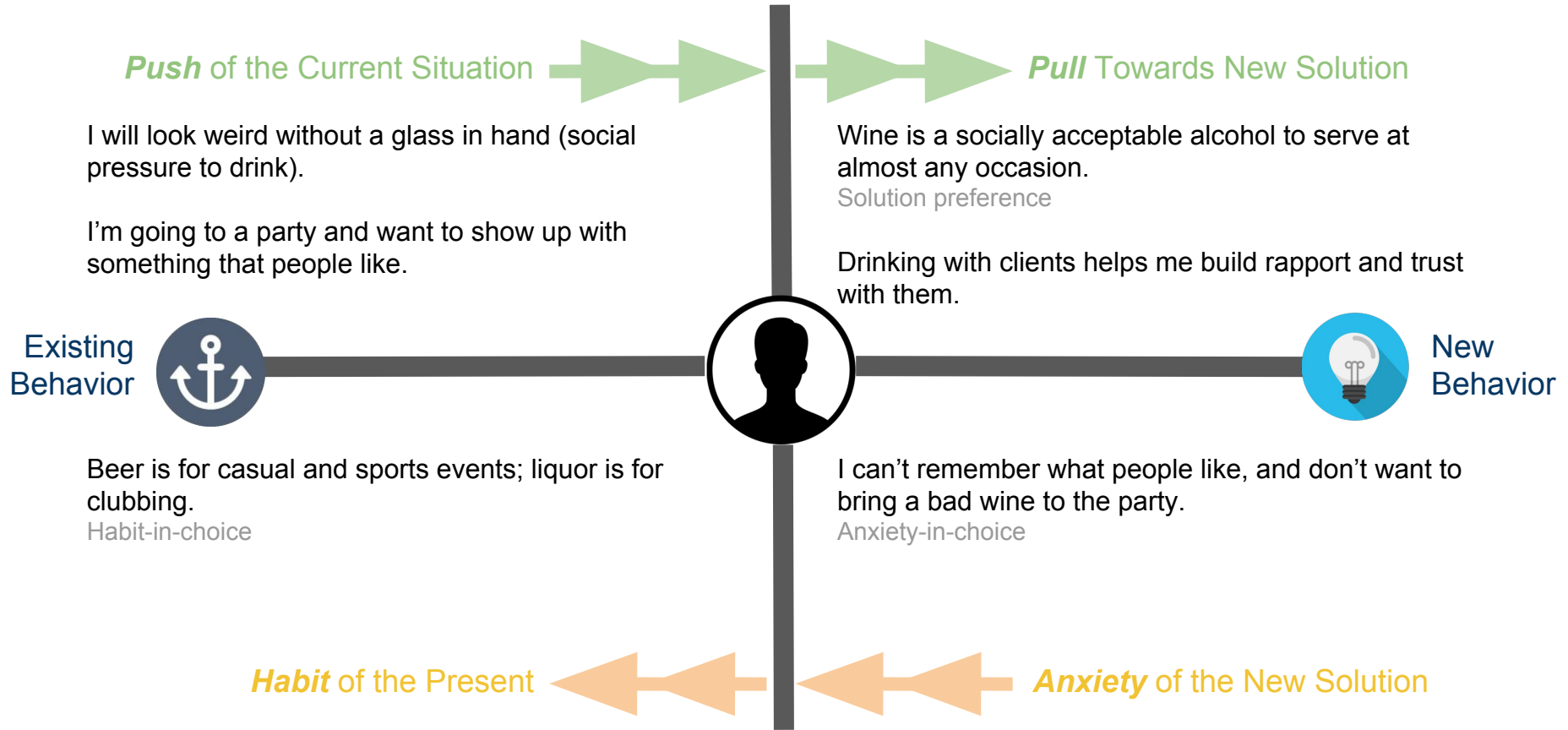
JTBD 3: Wine is Mature and Adult

Younger consumers hire wine to **act like adults**.



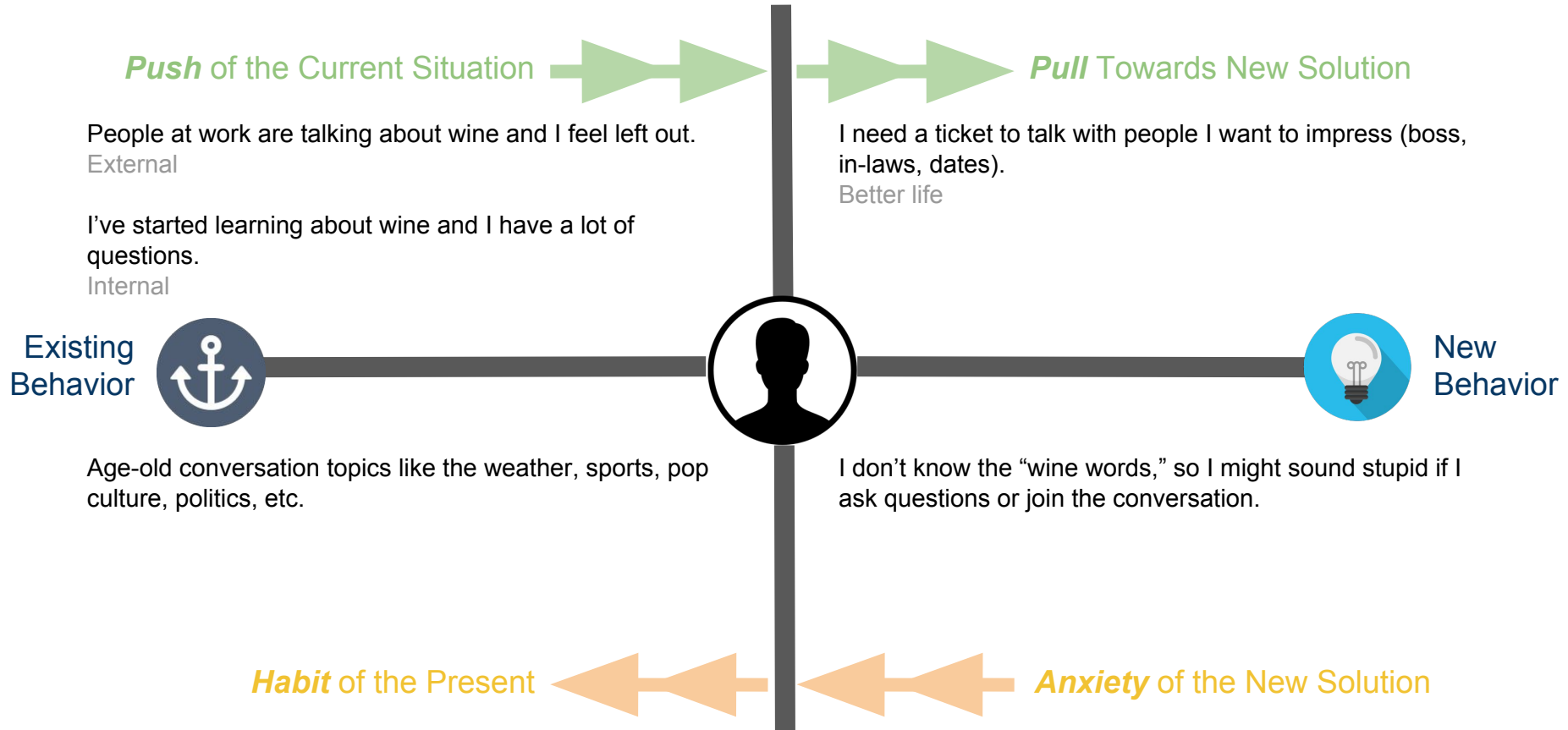
JTBD 4: Wine is Social Glue

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



JTBD 5: Wine is a Conversation Topic

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



JTBD 6: Wine Appreciation is a Journey

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

