TEA LOVERS

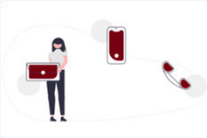
Scenario:
Catering Requests

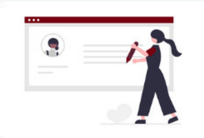
Relevant personas

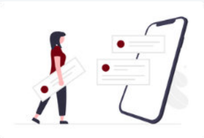
- Lily (Customer)
- Dan (Owner)
- Toni (Staff)

Enter		Engage (Fill out form)				Exit			Extend
Greeted with Welcome page	Click on the Catering section (in the navigation bar)	Enter contact details	Fill in event details	Choose catering bundle	Add additional notes (special requirements, etc.)	Confirmation screen appears with quote	Confirmation email sent with quote (and mention that they will be contacted to organise)	Phone call from Tea Lovers' staff finalising purchase	Reminders close to event date

Storyboard







Experience

Customer actions

Enter

- Looking for catering button/section immediately
  Easy to find in menu bar
  Need
- Let me learn a little bit about what this company offers
  Instills more confidence in company
  Gain
- Promote specific teas/bundles/promotions
  Effective as it is the first suggestion customers see
  Gain

Click on the Catering section (in the navigation bar)

- Finds catering
  Includes information on bundles, basic prices and sizes
  Need

Engage (Fill out form)

- Enter personal information
  Must be simple to fill in
  Need
- Ensure necessary event information is added
  Must be simple to fill in
  Need
- Able to choose between several options
  Provide choice for customers
  Gain
- Able to include individuals in group with special requirements
  Allows for consideration of diet choices
  Gain

Exit

- Able to see order has gone through
  Gain
- Order confirmation that can be saved
  Can be saved, and provides information on next steps
  Gain
- Information on order sent to Tea Lovers
  Owner/staff able to organise order
  Need

Extend

- Catering order finalised
  All information confirmed, payment finalised
  Need
- Ensuring event details are the same
  Reminds customer of catering order, and details including pick-up or delivery
  Gain

Touchpoints

Website
Email
Phone

Opportunities

Enter

- Customer values convenience, so the catering section must be easy to find
- Include advertisement/promotion on any tea or bundle that Tea Lovers wants to focus on

Click on the Catering section (in the navigation bar)

- Informative section on what is included in bundles, but should be quick and easy to read

Engage (Fill out form)

- Mandatory fields so necessary information is available to Tea Lovers' owner and staff
- Minimal fields so form is quick to complete, and so little sensitive information needed to be saved
- Mandatory fields so necessary information is available to Tea Lovers' owner and staff
- Choice and customisation options will allow Tea Lovers to stand out from competitors
- Bundles provides ease of choice, but not overwhelming for customer
- Increases inclusivity for customers

Exit

- Customer requires confirmation so that they can be confident that order has been received
- Providing quote would allow customers to get an idea of what the cost will be before detailing order with
- Sending confirmation via email allows customer to refer back to what was submitted to Tea Lovers

Extend

- Allows payment to be finalised for order and adjusted if necessary by staff, without having to save sensitive…
- Ensures that staff members confirm and fully understand customer expectations for catering event
- Ensures that catering order is open to some changes before event