TEA LOVERS MELBOURNE

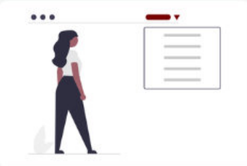
Scenario:
Admin catering requests

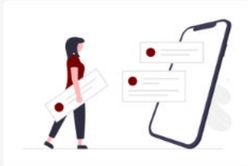
Relevant personas

- Dan (Owner)
- Toni (Staff)

Enter			Engage (Manage Orders)			Exit	Extend
Secured by log in credentials	Greeted with Home page	Click on 'Catering Orders'	View all catering orders	Contact customer to finalise order	Take payment for catering order	Change status of order to keep track of who's been contacted	Receive notifications close to event date

Storyboard





Experience

Customer actions

Ensure that admin side can only be accessed by staff
Password protected section
Need

Looking for catering order list
Wants to ensure that they are on the admin side of the website to complete their workflow tasks
Need

Finds catering section
Easy to understand and navigate, as it will be checked regularly
Need

Incoming orders from customers can be managed
Orders can be conveniently viewed and comprehended with just a quick glance
Need

Any questions or specific requests can be confirmed
Allows staff to fully understand customers' request and what they need for their event
Gain

Minimal sensitive information is held by system
Staff can complete the order without holding sensitive user data
Gain

Actions taken on orders can be tracked
Allows all staff to understand each orders' status, and that all customers are contacted
Gain

Reminded of which orders need to be made
This allows staff to stay organised, and that all necessary orders are fulfilled
Gain

Touchpoints

Website
Phone
In-store

Opportunities

- Added layer of security that means that external users are not able to use or access the administrative side of the…
- Could add a summary dashboard on home page to give quick overview illustrating how the business is performing
- Create a significantly different interface to ensure it is easily distinguishable from customer-facing system
- Adding sections on navigation bar will allow staff to easily see what can be accessed through the admin system
- Viewing the catering requests through the system creates an easy platform to organise orders and plan around them
- Basic information should be seen first, but can be edited by staff member if necessary
- Direct contact can allow for review of form and system, as it opens line with customer for feedback
- Organising with customer for payment allows Tea Lovers to accommodate depending on individual situations
- Having a status column allows staff to know which orders have been followed up or paid, and generally if any steps still…
- Having reminders of which catering order events are coming up allows for planning with orders and staffing on those days