TEA LOVERS MELBOURNE

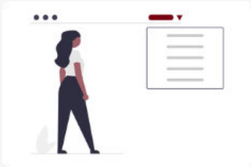
Scenario:
Individual orders

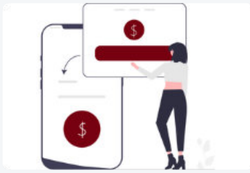
Relevant personas

Asuman (Customer)

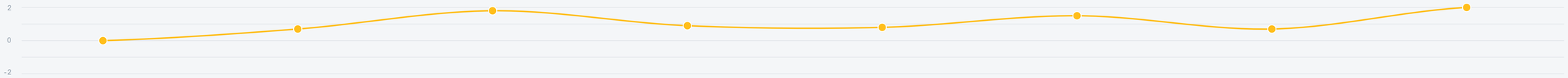
Enter		Engage (Explore menu)			Exit		
Greeted with Welcome page	Click on Menu page	View menu with all available teas	Click on individual drinks	Click on 'Order Now'	Selected third-party site is opened	Complete order through third-party online food ordering and delivery platform	Drink order is delivered to or picked up by customer

Storyboard





Experience



Customer actions

Enter

- Looking for ordering button/section immediately
  Easy to find in menu bar
  Need

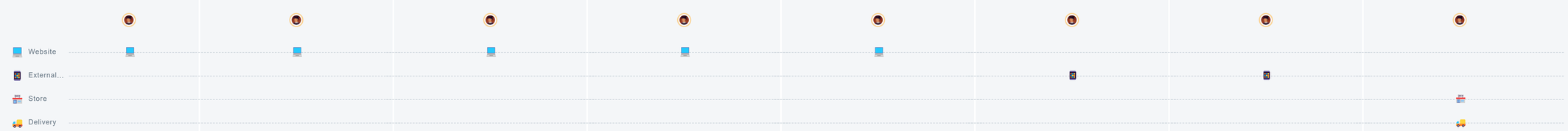
Engage (Explore menu)

- Greeted with a simple and attractive menu page
  Encourages customer to continue their journey to order
  Gain
- Goes through the menu to find their desired tea
  Find tea that customer wants by looking through information on teas, health benefits, and prices
  Need
- Filtering menu to find desired drink
  Allows customer to focus on any tea type that they are looking for
  Gain
- Is able to see in more detail the ingredients/benefits of the tea
  Allows customer to make an informed decision on which tea they want to select
  Need
- Is able to see brewing instructions for the tea
  Confidence in Tea Lovers' expertise grows, and gains knowledge on favourite teas
  Gain
- Easy to find button(s)
  Allows customer to easily find how to order
  Need
- User is able to find link to order page(s) at any stage during their journey
  Increases customer autonomy during ordering process, improving customer satisfaction
  Gain

Exit

- Customer gets the choice of ordering platform
  Increases autonomy of customer, and therefore customer satisfaction
  Gain
- Customer is able to order the teas they want
  Allows for big and small orders, sent directly to the store
  Need
- Customer uses a familiar service/process
  Allows user to streamline ordering process by choosing familiar/preferred ordering service
  Gain
- Customer can choose how they recieve their tea
  Allows user to fit ordering in their unique schedule, improving customer satisfaction
  Gain

Touchpoints



Opportunities

Enter

- Customer values convenience, so order now button must be eye-catching and easy to find
- Based on target demographic, customers will commonly order through a mobile device, so site should adapt to screen
- Owner can include advertisement/promotion on any tea or bundle that Tea Lovers wants to focus on

Engage (Explore menu)

- Capture customers attention with appealing imagery so they are encouraged to complete their order
- Easy to scroll/navigate section so that customers enjoy experience of viewing available products
- Allow users to filter through available teas, so that knowledgeable customers can focus their search on what they want
- Adding more detailed information on specific tea will allow users to make more informed decisions when purchasing
- Adding an 'order now' button in this section can help streamline ordering process, as it allows customer to start...
- 'Order now' button can go straight to selected drink in third-party platform to further improve customers' experience
- Multiple delivery partners can allow customer to use preferred delivery service, increasing probability of sale

Exit

- Using third-party services means that Tea Lovers does not need to handle sensitive customer data
- Being included in third-party delivery service provides a form of advertising and reaches more customers
- These established services allow for daily updates on available menu items to ensure customer orders are fulfilled
- Tea Lovers can use promo codes for customers to input at check
- Customer is able to decide which option suits them best at any given day (pick-up/delivery)
- Tea Lovers is able to prepare orders and not have to worry about delivery, as it is handled by established services