

common use case

Taaling Tea is for a socially aware consumer perhaps looking for tea for personal or wholesale consumption.

This consumer would arrive to the home page, and see immediately an nice amount of clean white space, relating to the minimalist message of the company. The images of the product most importantly are next to the menu and are the first elements on the webpage.

After reading the social mission message underneath, the consumer might click on the hyperlinked image to the shop page. At the shop page the 4 products are clearly displayed and the consumer hovers on an image to click on it's product page, and the product name appears.

After clicking on the product page, if the consumer wants the product, they find the buy now button after a validating description of the product. This button redirects them to shopify forms to purchase the product.

