

# SETTING GOALS

All the UX design decisions should map to reason and logic. Understanding different goals are important aspects that regard to the reason WHY you're solving a certain problem and HOW this solution intends to benefit the business. We have to track and measure over time if these solutions are helping the business achieve it's goals.



BUSINESS GOALS	PRODUCT GOALS	USERS & THEIR GOALS	THE STAKEHOLDERS	THE RISKS

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## BUSINESS GOALS

SALE MORE THEN 100 BOBA TEAS A DAY WITH OUR NEW ON-DEMAND SOFTWARE.

- PARTNER WITH A EXISTING DELIVERY SERVICE AND USE THEM TO DELIVERY BOBA TEA.
- MAKE ADDITIONAL REVENUE BY CHARGING A DELIVERY FEE FOR EVERY BOBA TEA THAT IS DELIVERED

## PRODUCT GOALS

HAVE USERS SIGN UP

- ALLOW 4 DIFFERENT FLAVORS OF BOBA TEA TO BE SELECTED
- ALLOW USERS TO SELECT MILK, SWEETNESS, ICE AND TOPPING PREFERENCES
- ALLOW FOR USERS TO ENTER ADDRESS, PHONE NUMBERS AND PAYMENT DETAILS
- SHOW A REAL-TIME UPDATE OF BOBA TEA BEING DELIVERED FROM BOBA CREATION STATION TO USER LOCATION

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## USER & THEIR GOALS

BOBA TEA LOVERS  
WITHIN SAN FRANCISCO  
-  
WHO WANT TO HAVE BOBA TEA  
DELIVERED TO THEIR HOME  
OR OFFICE.

## THE STAKEHOLDERS

AARON LAWRENCE  
-  
AVAILABLE 10:00AM - 5:00PM  
MONDAY - FRIDAY

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## THE RISKS

BOBA TEA MELTS AND DEOSN'T STAY FRESH UPON DELIVERY  
DUE TO NOT BE DELIVERED FAST ENOUGH

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BOBA TEA GETS SOMEONE SICK

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TOO MANY REFUNDS AND WE START LOSING MONEY  
DUE TO THE COST OF DELIVERY