

## Description

[liquorstore.com](http://liquorstore.com) is a family-owned and a single location liquor store that offers a curated selection of wine and liquor online. Our goal is to bring more customers through ease of use and convenience.

## Purpose Statement

The purpose of liquorstore.com is to make a wide selection of alcoholic beverages easy to browse, purchase, and deliver to consumers and grow the business.

## User Personas (Primary and Secondary)

John James

Age 35

Single

Lives in Queens

A local to the physical location

Drinks weekly

Enjoys rare and hard to find liquor

Is familiar with technology

Maria Smith

Age 57

Married

Lives in Queens

Unable to walk for long without pain due to injuries

Enjoys finding good deals and seasonal sales

Does not have deep product knowledge

Isn't as capable with technology

Frustration with cluttered or slow websites

## Top Five Functions of Product

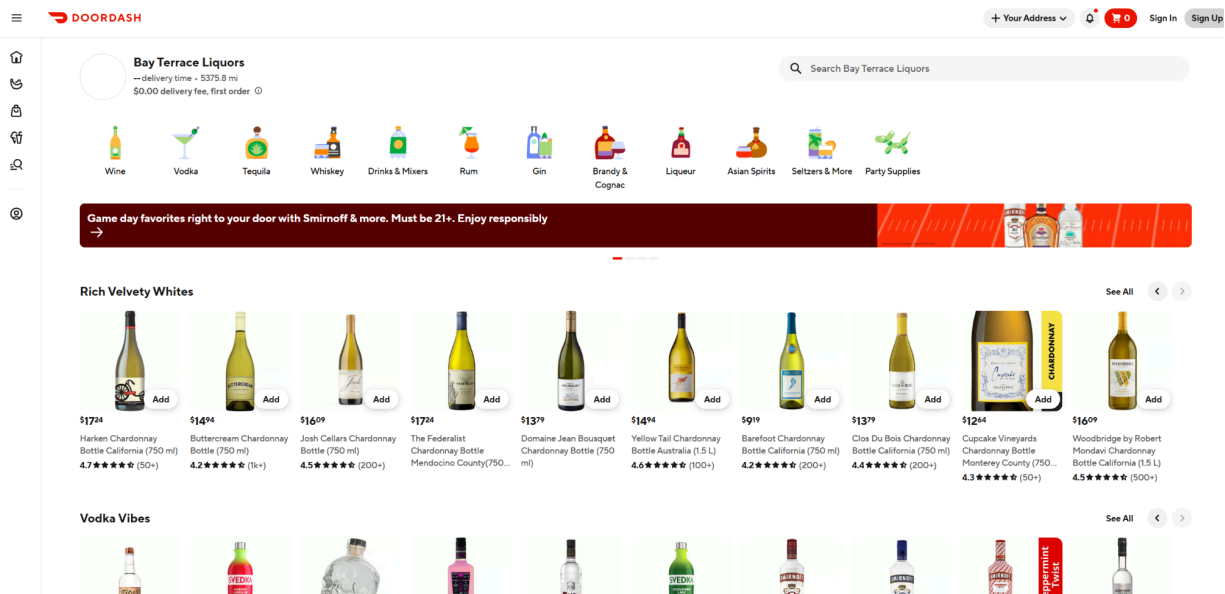
1. Will help customers find and browse a wide selection of wine and liquor
2. Will help customers purchase alcohol online for pickup or delivery
3. Will help customers discover new products through recommendations and reviews
4. Will provide discounts through limited-time promotions and seasonal sales
5. Will inform users of product restocks through email and in-site notifications

## Measures of Success

1. Will help customers find and browse a wide selection of wine and liquor
  - Products are searchable by category, brand, and price

2. Will help customers purchase alcohol online for pickup or delivery
  - 50% of customers successfully check out
3. Will help customers discover new products through recommendations and reviews
  - At least 20% of users interact with recommendations or reviews
4. Will provide discounts through limited-time promotions and seasonal sales
  - 30% of monthly orders use promotion deals/seasonal sales
5. Will inform users of product restocks through email and in-site notifications
  - Customers will return to the site within 48 hours to view or purchase the restocked items

## Competitor's Visual Audit

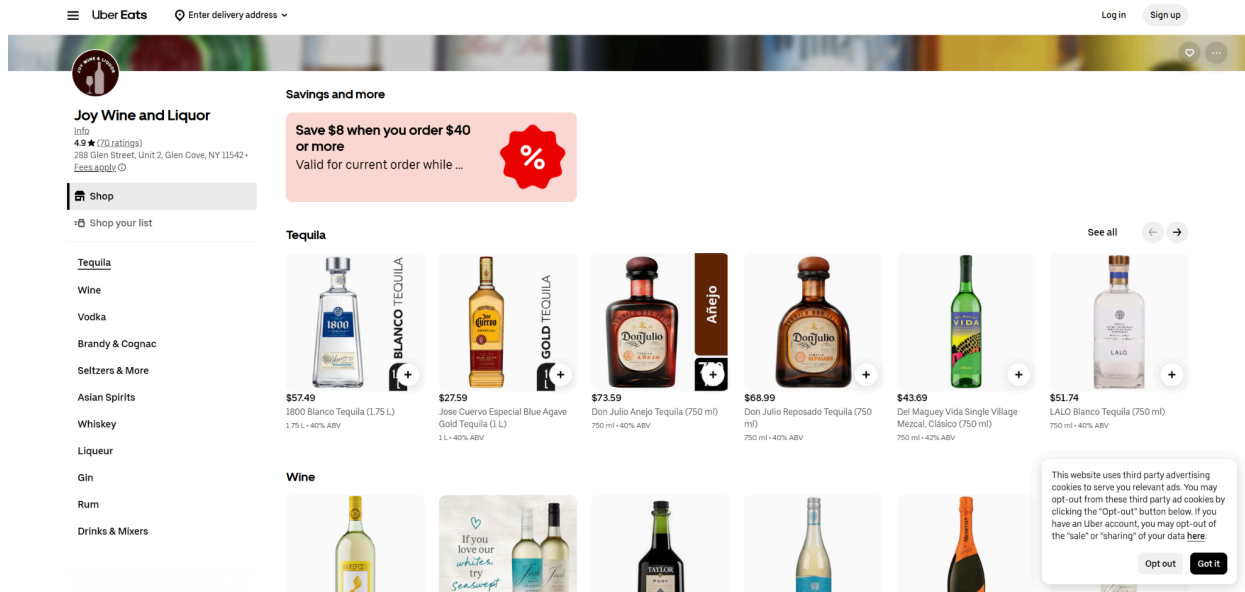


DoorDash

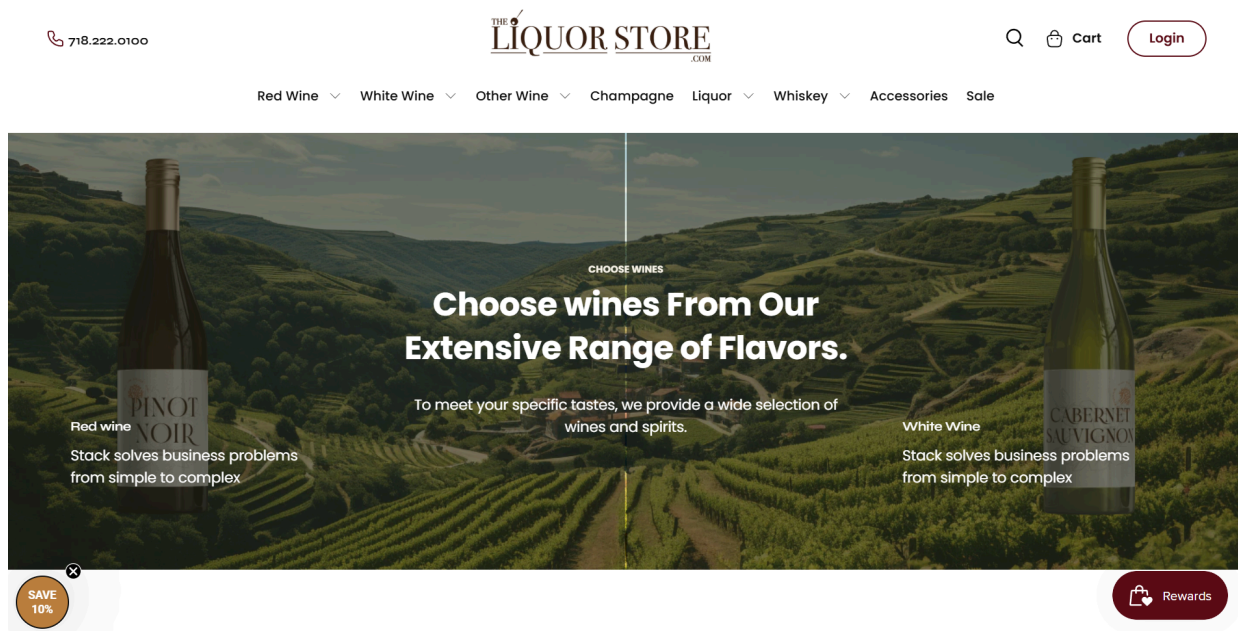
Color Palette: White (#FFFFFF) Red(#EB1700) Gray (#606060) (#191919)

UberMove Text

Font-size: 14px



UberEats  
 Color Palette: White (#FFFFFF) Gray (#4B4B4B)  
 DD Norms  
 Font-size: 14px, 12px



TheLiquorStore  
 Color Palette: Black (#F121212) White (#FFFFFF) Red (#5C0B17) Orange (#BB803D)  
 Poppins  
 Font-size: 14px  
 Media type: Image