

Description

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

The screenshot shows a DoorDash storefront for "Bay Terrace Liquors". The top navigation bar includes links for "Your Address", "Sign In", and "Sign Up". Below the header, there's a search bar and a promotional banner for Smirnoff. The main content area features a grid of liquor bottles categorized by type (Wine, Vodka, Tequila, Whiskey, etc.) and a specific section for "Rich Velvet Whites" and "Vodka Vibes". Each bottle listing includes its name, price, and rating.

Category	Bottle Name	Price	Rating
Rich Velvet Whites	Harken Chardonnay	\$1724	4.7★★★★★ (50+)
	Buttercream Chardonnay	\$1494	4.2★★★★★ (1k+)
	Josh Cellars Chardonnay	\$1609	4.5★★★★★ (200+)
	The Federalist Chardonnay	\$1724	
	Domaine Jean Bousquet Chardonnay	\$1379	
	Yellow Tail Chardonnay	\$1494	4.6★★★★★ (100+)
	Barefoot Chardonnay	\$919	4.2★★★★★ (200+)
	Clos Du Bois Chardonnay	\$1379	4.4★★★★★ (200+)
	Cupcake Vineyards Chardonnay	\$1244	4.3★★★★★ (50+)
	Woodbridge by Robert Mondavi Chardonnay	\$1609	4.5★★★★★ (500+)
See All < >			
Vodka Vibes < >			

DoorDash

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

UberMove Text

Font-size: 14px

☰ Uber Eats ⌂ Enter delivery address ▾

Log in Sign up

Savings and more

Save \$8 when you order \$40 or more
Valid for current order while ...

Tequila

See all ← →

Image	Name	Price	Description
	1800 Blanco Tequila (1.75 L)	\$57.49	1.75 L - 40% ABV
	José Cuervo Especial Blue Agave Gold Tequila (1 L)	\$27.59	1L - 40% ABV
	Don Julio Añejo Tequila (750 ml)	\$73.59	750 ml - 40% ABV
	Don Julio Reposado Tequila (750 ml)	\$68.99	750 ml - 40% ABV
	Del Maguey Vida Single Village Mezcal, Clásico (750 ml)	\$43.69	750 ml - 42% ABV
	LALO Blanco Tequila (750 ml)	\$51.74	750 ml - 40% ABV

Wine

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

718.222.0100

THE LIQUOR STORE .COM

Red Wine ▾ White Wine ▾ Other Wine ▾ Champagne Liquor ▾ Whiskey ▾ Accessories Sale

CHOOSE WINES

Choose wines From Our Extensive Range of Flavors.

To meet your specific tastes, we provide a wide selection of wines and spirits.

Red wine
Stack solves business problems from simple to complex

White Wine
Stack solves business problems from simple to complex

SAVE 10%

Rewards

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