

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 sales.

Purpose Statement

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

User Personas (Primary and Secondary)

John James

Age 35

Single

A local to the physical location

Drinks weekly

Enjoys rare hard to find liquor

Is familiar with technology

Maria Smith

Age 57

Married

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
 - o Products are searchable by category, brand, and price
2. Will help customers purchase alcohol online for pickup or delivery
 - o 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

Rich Velvet Whites

Product	Price	Rating
Harten Chardonnay Bottle California (750 ml)	\$1724	4.7★★★★★ (50+)
Buttercream Chardonnay Bottle (750 ml)	\$1494	4.2★★★★★ (1k+)
Josh Cellars Chardonnay Bottle (750 ml)	\$1609	4.5★★★★★ (200+)
The Federalist Chardonnay Bottle Mendocino County(750 ml)	\$1724	4.5★★★★★ (100+)
Domaine Jean Bousquet Chardonnay Bottle (750 ml)	\$1379	4.6★★★★★ (100+)
Yellow Tail Chardonnay Bottle Australia (1.5 L)	\$1494	4.6★★★★★ (200+)
Barefoot Chardonnay Bottle California (750 ml)	\$919	4.2★★★★★ (200+)
Clos Du Bois Chardonnay Bottle California (750 ml)	\$1379	4.4★★★★★ (200+)
Cupcake Vineyards Chardonnay Bottle Monterey County (750 ml)	\$1254	4.3★★★★★ (50+)
Woodbridge by Robert Mondavi Chardonnay Bottle California (1.5 L)	\$1609	4.5★★★★★ (500+)

Vodka Vibes

Product	Rating
Smirnoff vodka	4.5★★★★★ (500+)
Svedka vodka	4.5★★★★★ (500+)
Grey Goose vodka	4.5★★★★★ (500+)
Malibu rum	4.5★★★★★ (500+)
Smirnoff vodka	4.5★★★★★ (500+)
Grey Goose vodka	4.5★★★★★ (500+)
Malibu rum	4.5★★★★★ (500+)
Smirnoff vodka	4.5★★★★★ (500+)
Grey Goose vodka	4.5★★★★★ (500+)
Malibu rum	4.5★★★★★ (500+)

DoorDash

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

UberMove Text

Font-size: 14px

The screenshot shows the Uber Eats platform interface for the "Joy Wine and Liquor" store. At the top, there's a promotional banner for saving \$8 on orders of \$40 or more. Below it, a sidebar lists categories like Tequila, Wine, Vodka, etc. The main content area displays a grid of liquor bottles. In the Tequila section, products include 1800 Blanco Tequila, Jose Cuervo Especial Blue Agave Gold Tequila, Don Julio Añejo Tequila, Don Julio Reposado Tequila, Del Maguey Vida Single Village Mezcal Clasico, and LALO Blanco Tequila. In the Wine section, there are several white wine bottles. A cookie consent banner at the bottom right states: "This website uses third party advertising cookies to serve you relevant ads. You may opt-out from these third party ad cookies by clicking the 'Opt-out' button below. If you have an Uber account, you may opt-out of the 'sale' or 'sharing' of your data [here](#)." It includes "Opt out" and "Got it" buttons.

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

Shop

Shop your list

Tequila

Wine

Vodka

Brandy & Cognac

Seltzers & More

Asian Spirits

Whiskey

Liqueur

Gin

Rum

Drinks & Mixers

See all

1800 Blanco Tequila (1.75 L)
1.75 L - 40% ABV

\$57.49

BLANCO TEQUILA

Jose Cuervo Especial Blue Agave Gold Tequila (1 L)
1 L - 40% ABV

\$27.59

GOLD TEQUILA

Don Julio Añejo Tequila (750 ml)
750 ml - 40% ABV

\$73.59

Añejo

Don Julio Reposado Tequila (750 ml)
750 ml - 40% ABV

\$68.99

Del Maguey Vida Single Village Mezcal, Clasico (750 ml)
750 ml - 42% ABV

\$43.69

VIDA

LALO Blanco Tequila (750 ml)
750 ml - 40% ABV

\$51.74

LALO Blanco Tequila (750 ml)

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Opt out Got it

UberEats

Color Palette: White (#FFFFFF) Gray (#4B4B4B)

DD Norms

Font-size: 14px, 12px