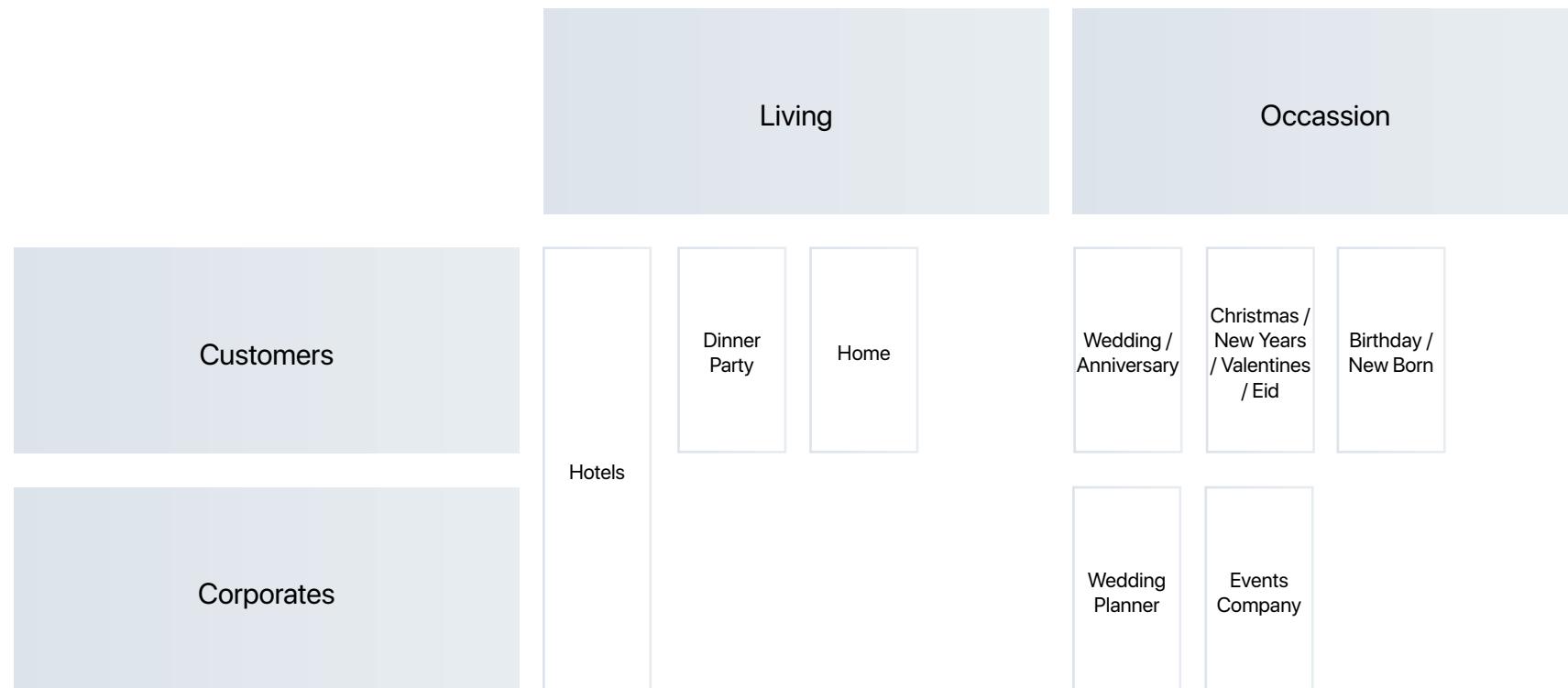


Fine Blooms Products

Product Discovery

In order to think of flowers as broadly as possible it is important to define the reason why people purchase flowers.



Fine Blooms Products

Product Discovery

In this document we look at exploring ideas for various products we can introduce for the Fine Blooms boutique. These will include fresh, artificial, preserved and dry flowers, bouquets, vases, pots, planters, plants and some additional products.

Possible Categories

Fresh Flowers (68)	Plants	Boxes
Artificial Flowers	Planters	Packaging Materials
Preserved Flowers	Vases (20)	Trays (3)
Dried Flowers	Pots (2)	Subscriptions
Bouquets	Bowls (1)	
Succulents	Tubes	

Narrowed Category List

Individual Flowers

Bouquets ([includes boxes](#))

Succulents

Plants ([includes planters and stands](#))

Design ([includes vases, pots, bowls and trays](#))

Fine Blooms Products

Product Discovery

Category Explanations

Individual Flowers:

Customers can place a minimum of 5 pieces of a specific flower. There will be three options for packaging: 1. in a gift bag 2. in a corrugated cardboard box (each box can hold up to 20 flowers) 3. in a vase.

Bouquets:

Customers can order from the selection of bouquets that are available on e-commerce. They are able to choose the size: S, M, L, XL, XXL. They are able to add a clear vase. There will be no box available for the clear vase. Customers will also be able to order the bouquet in the vases available under the "Vases" category. Customers are also able to have the bouquet in a box. These products will always be sent in a gift bag. Customers can also add a card during checkout.

Succulents:

Customers can choose from the choice of succulents that are available on e-commerce. They are able to choose the pots from the ones that are available (a selection of 3). These will be delivered in a gift bag and the box for the pot will be provided in the bag.

Plants:

Customers can choose from a small range of plants. They will be able to choose 2 different planters for the plants to be delivered in. Customers will also be able to order a stand for the planter to sit on.

Living:

[Vases](#)

Customers can choose from the vases available. They will be able to accompany the vases with a choice of either individual flowers or bouquets depending on the size of the mouth of the vases. If vases are chosen alone (without flowers) they will be packaged in a box and sent in a gift bag. If they are ordered with flowers they will be delivered with the flowers in them, and an empty box for the vase will also be included in the gift bag.

[Pots, Bowls, and Trays](#)

Customers can choose from the home decor products available. They will be able to add succulents and orchids to the pots. They will be able to add one small signature arrangement to the bowl. The trays will also be available alone or with a small arrangement with colour options available.

02/04/19

Fine Blooms Products

Product Discovery

Timeline

February 2019



March 2019



April 2019

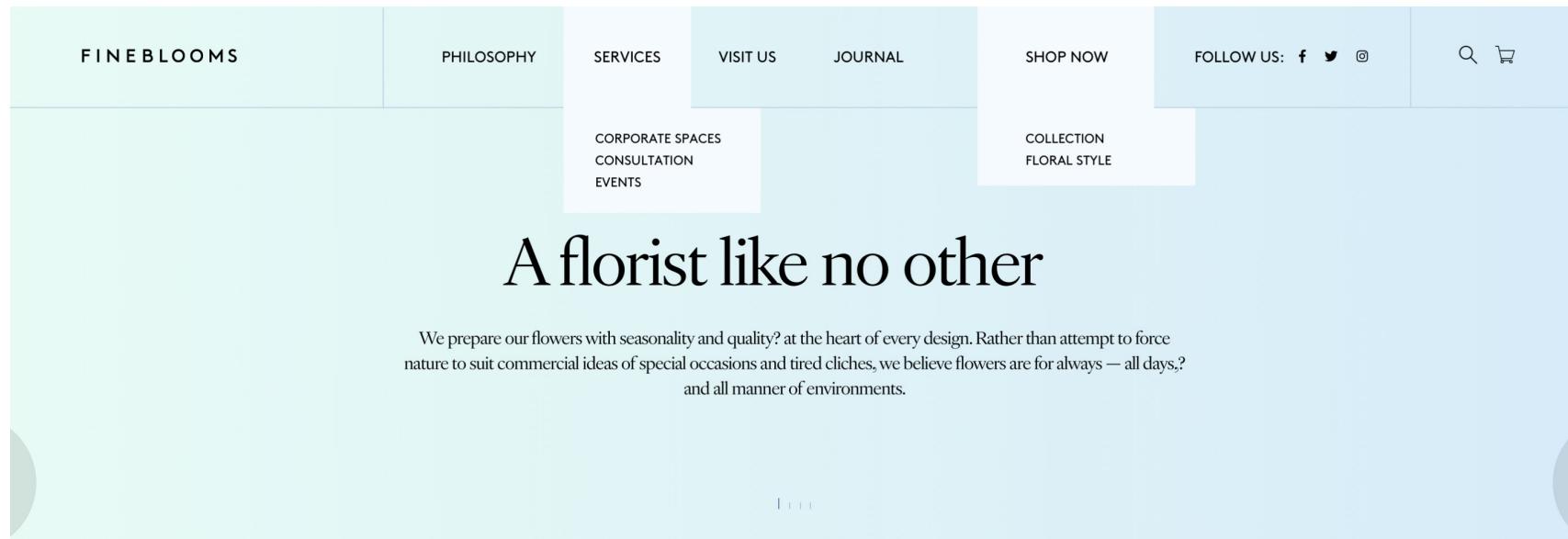


Fine Blooms Products

Product Discovery

Re-Designed Homepage

The screenshot below shows how the homepage will look. Under Shop Now we will ask Crowd to fill the dropdown list with the 4 menu items in the previous page.

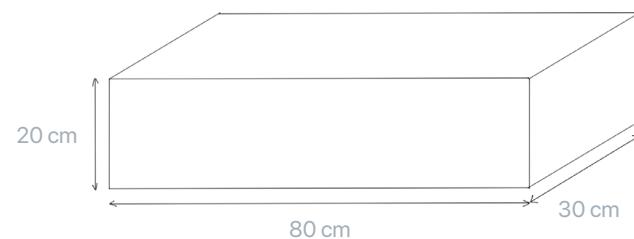


Fine Blooms Products

Product Discovery

Packaging for Individual Flowers

Below are some reference images from a customer who ordered some flowers from FlowerBx in London.

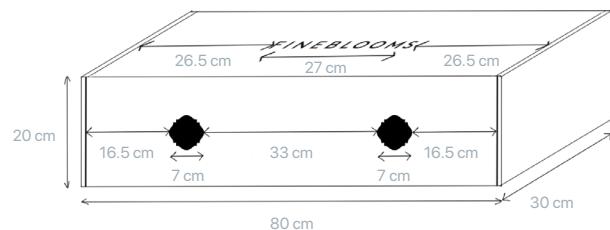
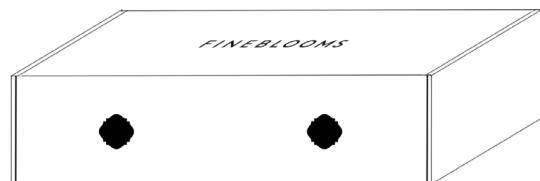


Fine Blooms Products

Product Discovery

Packaging for Individual Flowers

Below are some reference images from a customer who ordered some flowers from FlowerBx in London.



Fine Blooms Products

Product Discovery

Packaging for Vases

de bouteilles, a premium vase manufacturing company in Paris has simple and effective packaging for their glass vases:



Fine Blooms Products

Product Discovery

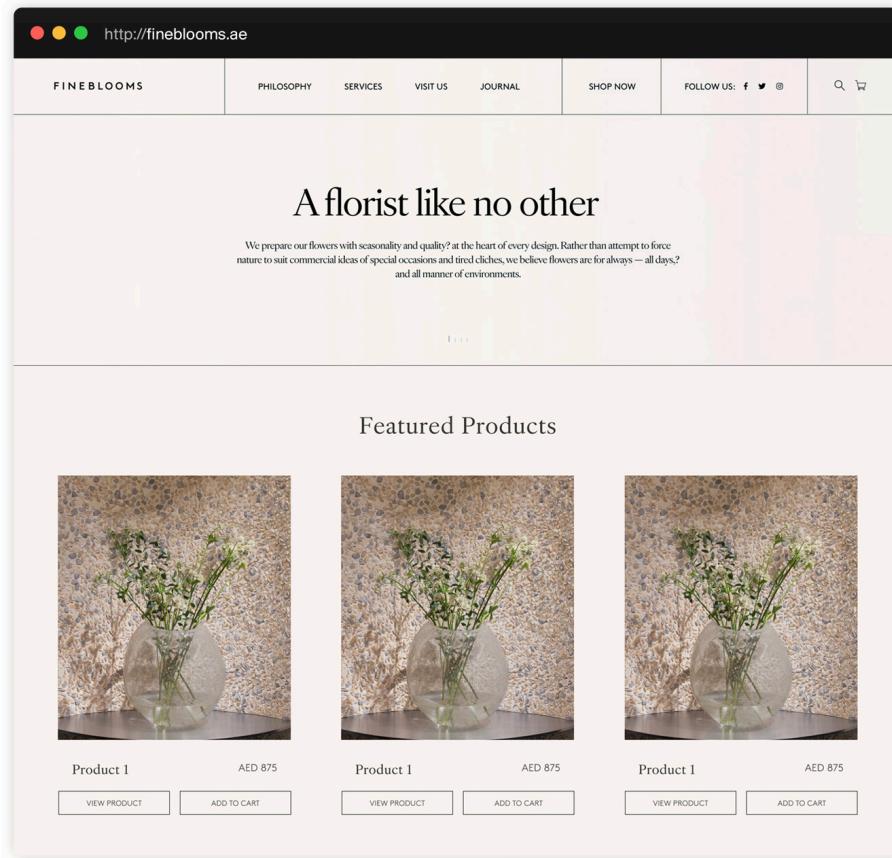
Ideas for New Products



Fine Blooms Products

Product Discovery

Displaying Bouquets on E-Commerce Website



Fine Blooms Products

Product Discovery

Fresh Flowers

P1	Rosa	P5	Hydrangea macrophylla
P2	Rosa	P6	Rosa
P3	Gerbera jamesonii, 'pasta rosata', transvaal daisy	P7	Rosa
P4	Rosa	P8	Rosa

P1



P3



P5



P7



P2



P4



P6



P8



Fine Blooms Products

Product Discovery

Fresh Flowers

Flower 1

P9



P11



P9

Eustoma russellianum 'Falda apricot',
lisianthus / lisi

P13

Rosa
Rosa 'cafe latte'
Paeonia lactiflora 'Sarah Bernhardt'
Alstroemeria

P10

Rosa

P15

P11

Rananculus asiaticus

P16

P12

Rosa

P13



P15



P10



P12



P14



P16



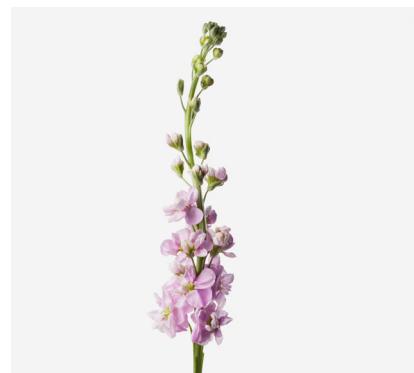
Fine Blooms Products

Product Discovery

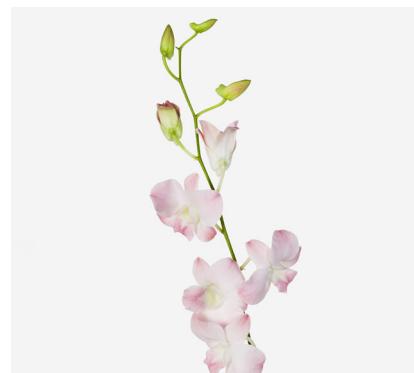
Fresh Flowers

P17	Matthiola Incana	P21	Protea neriiifolia, sugarbush
P18	Antirrhinum majus, snapdragon	P22	Rosa
P19	Dendrobie, Singapore orchid	P23	Genista fragans, planta genista
P20	Hyacinthus orientalis, hyacinth	P24	Hypericum inodorum, sugar flair, tustan

P17



P19



P21



P23



P18



P20



P22



P24



Fine Blooms Products

Product Discovery

Fresh Flowers

P25	Tulipa	P29	Ranunculus asiaticus, Persian buttercup
P26	Rosa	P30	Dianthus caryophyllus, carnation
P27	Anthurium andreanum, flamingo flower, painter's palette	P31	Genista fragans, planta genista
P28	Dianthus caryophyllus, carnation	P32	Spray rosa

P25



P27



P29



P31



P26



P28



P30



P32



Fine Blooms Products

Product Discovery

Fresh Flowers

Flower 1

P33



P35



P37



P39



P34



P36



P38



P40



Fine Blooms Products

Product Discovery

Fresh Flowers

P41	Tanacetum parthenium, tansy	P45	Astrantia major 'Million starts'
P42	Tanacetum vulgare, bitter button	P46	Astrantia major 'Roma', masterwort
P43	Amaranthus caudatus, yearning desert cream, cat's tail	P47	Limonium sinuatum, statice
P44	Anigozanthus flavidus	P48	Limonium sinuatum, statice

P41



P43



P45



P47



P42



P44



P46



P48



Fine Blooms Products

Product Discovery

Fresh Flowers

P49	Genista fragans, planta genista	P53	Sticherus Cunninghamii, umbrella fern
P50	Solidago, golden rod	P54	Eucalyptus cinerea, cinerea gum
P51	Trachelium caeruleum, throatwort	P55	Eucalyptus parvifolia, parvi gum
P52	Eryngium Orion, sea holly	P56	Eucalyptus pulvulerlenta, baby blue gum

P49



P51



P53



P55



P50



P52



P54



P56



Fine Blooms Products

Product Discovery

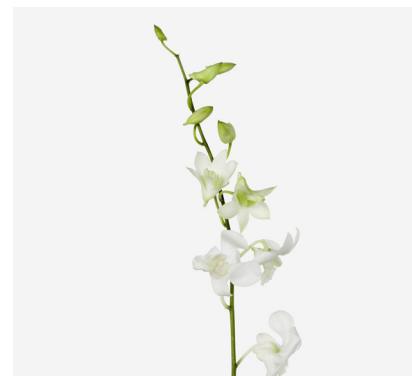
Fresh Flowers

P57	Hydrangea macrophylla	P61	Ranunculus asiaticus, Persian buttercup
P58	Delphinium ajacis	P62	Ranunculus asiaticus, Persian buttercup
P59	Dendrobiun, Singapore orchid	P63	Astromeria, Peruvian lily
P60	Rosa	P64	Anemone coronaria, wind flower, poppy flower

P57



P59



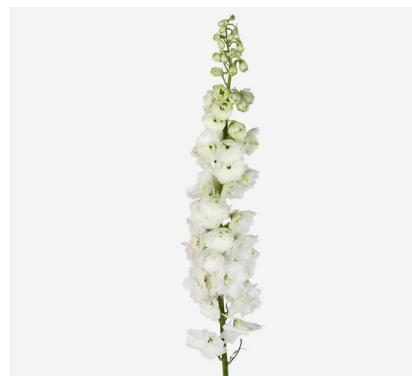
P61



P63



P58



P60



P62



P64



Fine Blooms Products

Product Discovery

Fresh Flowers

P65	Rosa
P66	Dianthus spray, spray carnation
P67	Freesia
P68	Hydrangea macrophylla

P65



P67



P66



P68

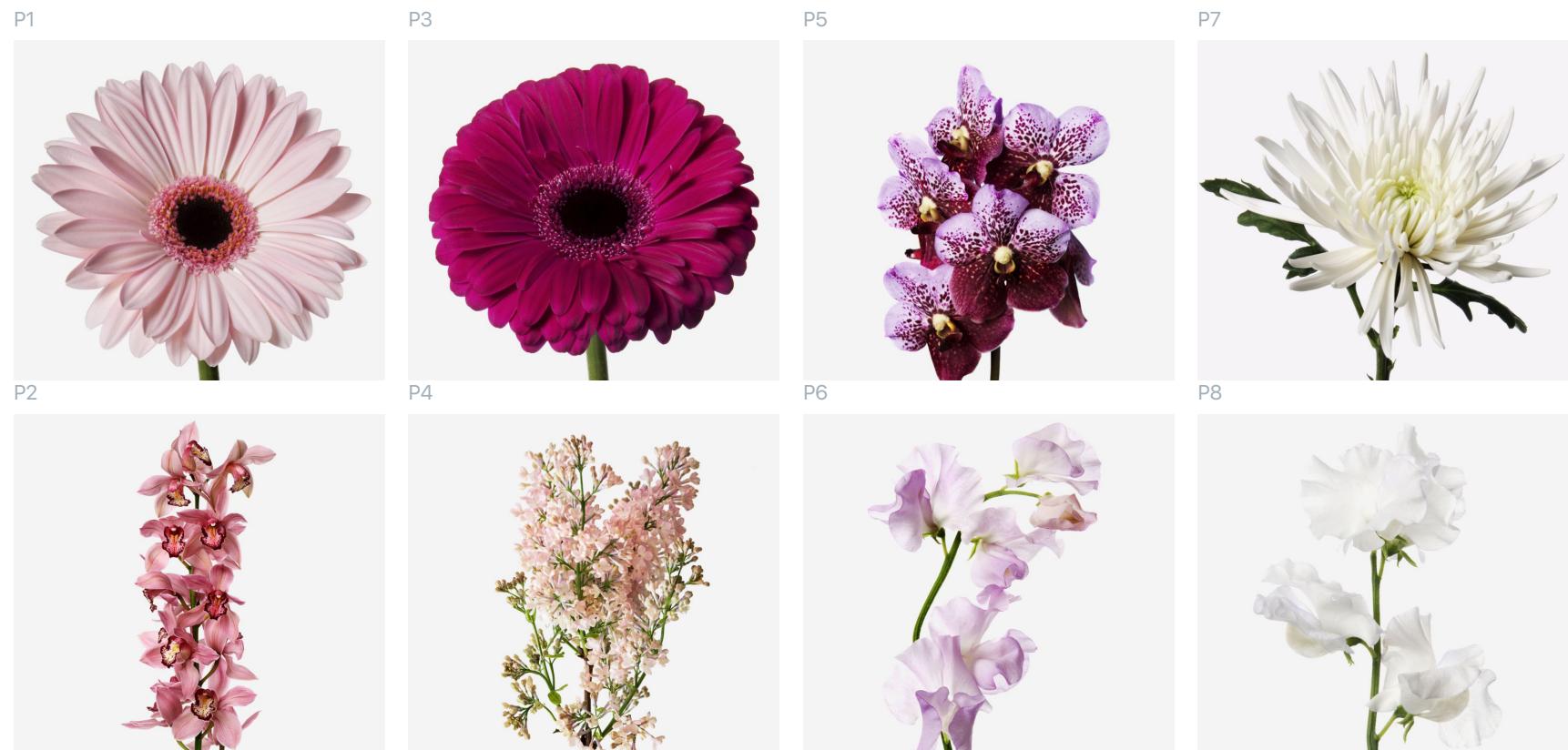


Fine Blooms Products

Product Discovery

Flower References from Flowerbx

P1	Gerbera daisy	P5	Pink vanda cut orchid
P2	Cymbidium cut orchid	P6	Frosted pink sweat pea
P3	Gerbera daisy	P7	White chrysanthemum
P4	Maiden's blush lilac	P8	White sweat pea



Fine Blooms Products

Product Discovery

Flower References from Flowerbx

P9 Parrot tulip

P10 Carnation

P11 Coffee rose

P12 Watermelon amaryllis

P13 Amaryllis

P14 Red long stem deluxe lily

P15 Frosted mauve chrysanthemum.

P16 Dust canda cut orchid

P9



P11



P13



P15



P10



P12



P14



P16



Fine Blooms Products

Product Discovery

Flower References from Flowerbx

P17	Wedwood muscari	P21	Peach avalanche rose
P18	Periwinkle delphinium	P22	Free spirit rose
P19	Twilight hyacinth	P23	Orange naranga rose
P20	Sunrise rose	P24	Chrysanthemum

P17



P19



P21



P23



P18



P20



P22



P24



Fine Blooms Products

Product Discovery

Flower References from Flowerbx

P25	Honecomb vanda cut orchid	P29	Apricot long stem deluxe lily
P26	Lemon drop Italian ranunculus	P30	Super green rose
P27	Pineapple snapdragon	P31	Dendrobium cut orchid
P28	Sunrise iris	P32	Bells of Ireland

P25



P27



P29



P31



P26



P28



P30



P32



Fine Blooms Products

Product Discovery

Flower References from Flowerbx

P33	Green arum lily	P37	Chocolate hypericum
P34	Cordial viburnum	P38	Chocolate decadence vanda cut orchid
P35	Balthazar rose	P39	Black lisianthus
P36	Kangaroo paw branches	P40	Plum astrantia

P33



P35



P37



P39



P34



P36



P38



P40

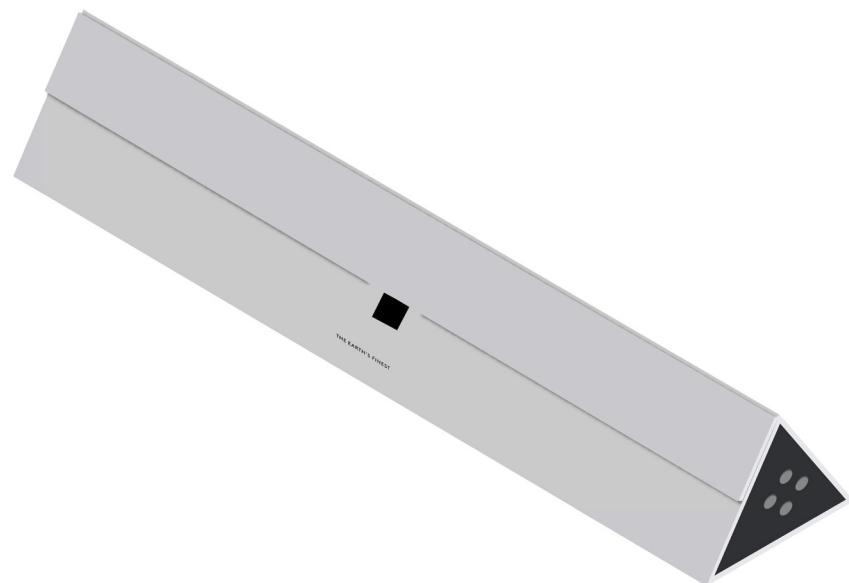


Fine Blooms Products

Product Discovery

Boxes

Triangular Boxes



Fine Blooms Products

Product Discovery

Trays

Minature Trays

Terrazzo Dimple Tray

Specifications: 4.8 cm diameter x 1.4 cm height

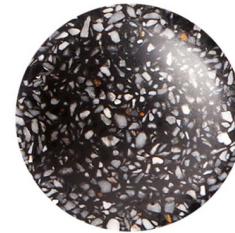
Link: <https://www.zakkia.com.au/terrazzo-dimple-tray-small-rose>



Small Rose



Small Snow



Small Black



Fine Blooms Products

Product Discovery

Trays

Minature Trays

Speckle Dish

Specifications: 7 cm diameter x 2 cm height

Link: <https://www.zakkia.com.au/speckle-dish-petite-pink>



Petite Pink



Petite Snow



Fine Blooms Products

Product Discovery

Trays

Minature Trays

Terrazzo Dimple Tray - Medium Seashell

Specifications: 9.7 cm diameter x 1.4 cm height

Link: <https://www.zakkia.com.au/terrazzo-dimple-tray-medium-seashell>



Fine Blooms Products

Product Discovery

Vases

Zakkia

V1 RRP: \$38.09

Terrazzo Vase - Snow Quantity: 3

Specifications: 21.5 cm height x 9 cm diameter Order placed on: 20/03/2019

Link: <https://www.zakkia.com.au/terrazzo-vase-snow> Estimated delivery date: 28/03/2019



02/04/19

Page 29 of 56

Fine Blooms Products

Product Discovery

Vases

Zakkia

V2

Polished Cylinder Vase - Brass

Specifications: 19 cm height x 6.5 cm diameter

Link: <https://www.zakkia.com.au/polished-brass-vase>

RRP: \$34.86

Quantity: 3

Order placed on: 20/03/2019

Estimated delivery date: 28/03/2019



02/04/19

Page 30 of 56

Fine Blooms Products

Product Discovery

Vases

Zakkia

V3

RRP: \$40.02

Terrazzo Vessel Rounded - Snow Sprinkle

Quantity: 3

Specifications: 10 cm height x 8.3 cm diameter

Order placed on: 20/03/2019

Link: <https://www.zakkia.com.au/terrazzo-vessel-rounded-snow-sprinkle>

Estimated delivery date: 28/03/2019



Fine Blooms Products

Product Discovery

Vases

Zakkia

V4

Polished Cylinder Vase - Silver

Specifications: 19 cm height x 6.5 cm diameter

Link: <https://www.zakkia.com.au/polished-cylinder-vase-silver>

RRP: \$34.86

Quantity: 3

Order placed on: 20/03/2019

Estimated delivery date: 28/03/2019



02/04/19

Page 32 of 56

Fine Blooms Products

Product Discovery

Vases

Zakkia

P1

Terrazzo Pot - Snow

Specifications: 15.1 cm height x 14.9 cm diameter

Link: <http://www.zakkia.eu/terrazzo-pot-snow>

RRP: \$48.00

Quantity: 3

Order placed on: 20/03/2019

Estimated delivery date: 28/03/2019



Fine Blooms Products

Product Discovery

Vases

Zakkia

P2

Terrazzo Pot - Rose

Specifications: 15.1 cm height x 14.9 cm diameter

Link: <http://www.zakkia.eu/terrazzo-pot-rose>

RRP: \$48.00

Quantity: 3

Order placed on: 20/03/2019

Estimated delivery date: 28/03/2019



Fine Blooms Products

Product Discovery

Vases

Zakkia

T1

Round Tray Set of 2 - Brass

Specifications: S: 25 cm diameter x 1.5 cm height

L: 35 cm diameter x 1.5 cm height

RRP: \$109.10

Quantity: 3

Order placed on: 20/03/2019

Estimated delivery date: 28/03/2019

Link: <https://www.zakkia.com.au/polished-brass-vase>



Fine Blooms Products

Product Discovery

Vases

Zakkia

T2

Round Tray Set of 2 - Silver

Specifications: S: 25 cm diameter x 1.5 cm height

L: 35 cm diameter x 1.5 cm height

Link: <https://www.zakkia.com.au/round-tray-set-of-2-silver>

RRP: \$109.10

Quantity: 3

Order placed on: 20/03/2019

Estimated delivery date: 28/03/2019



Fine Blooms Products

Product Discovery

Vases

Zakkia

T3

Round Tray Set of 2 - Black

Specifications: S: 25 cm diameter x 1.5 cm height

L: 35 cm diameter x 1.5 cm height

RRP: \$109.10

Quantity: 3

Order placed on: 20/03/2019

Estimated delivery date: 28/03/2019

Link: <https://www.zakkia.com.au/round-tray-set-of-2-black>



Fine Blooms Products

Product Discovery

Vases

Zakkia

B1

Hammered Bowl - Brass

Specifications: 10.5 cm diameter x 3 cm height

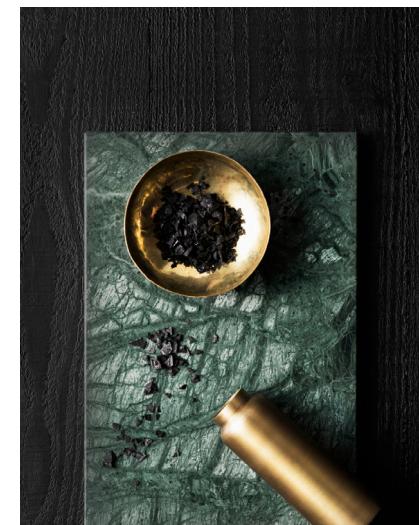
Link: <https://www.zakkia.com.au/polished-brass-bowl>

RRP: \$25.17

Quantity: 3

Order placed on: 20/03/2019

Estimated delivery date: 28/03/2019



Fine Blooms Products

Product Discovery

Vases

Bits and Pieces Vases

V5

Name?

Specifications: 20 cm diameter x 34 cm height

Designer?

Weight?

Link: [?](#)

Price: 1,365 AED

Quantity: ?

Order placed on: ?

Estimated delivery date: ? / how long will product take to deliver?



Fine Blooms Products

Product Discovery

Vases

Bits and Pieces Vases

V6

Price: 630 AED

Name?

Quantity: ?

Specifications: 15 cm diameter x 18 cm height

Order placed on: ?

Designer?

Estimated delivery date: ? / how long will product take to

Weight?

deliver?

Link: [?](#)



Fine Blooms Products

Product Discovery

Vases

Bits and Pieces Vases

V7

Name?

Specifications: 16 cm diameter x 26 cm height

Designer?

Weight?

Link: [?](#)

Price: 735 AED

Quantity: ?

Order placed on: ?

Estimated delivery date: ? / how long will product take to deliver?



Fine Blooms Products

Product Discovery

Vases

Bits and Pieces Vases

V8

Price: 950 AED

Name?

Quantity: ?

Specifications: 18 cm diameter x 50 cm height

Order placed on: ?

Designer?

Estimated delivery date: ? / how long will product take to

Weight?

deliver?

Link: [?](#)



Fine Blooms Products

Product Discovery

Vases

Bits and Pieces Vases

V9

Price: 750 AED

Name?

Quantity: ?

Specifications: 30 cm diameter x 25 cm height

Order placed on: ?

Designer?

Estimated delivery date: ? / how long will product take to

Weight?

deliver?

[Link: ?](#)



Fine Blooms Products

Product Discovery

Vases

Bits and Pieces Vases

V10

Price: 1,000 AED

Name?

Quantity: ?

Specifications: 20 cm diameter x 30 cm height

Order placed on: ?

Designer?

Estimated delivery date: ? / how long will product take to

Weight?

deliver?

[Link: ?](#)



Fine Blooms Products

Product Discovery

Vases

Bits and Pieces Vases

V11

Name?

Specifications: 13 cm diameter x 21 cm height

Designer?

Weight?

Link: [?](#)

Price: 500 AED

Quantity: ?

Order placed on: ?

Estimated delivery date: ? / how long will product take to deliver?



Fine Blooms Products

Product Discovery

Vases

Bits and Pieces Vases

V12

Name?

Specifications: 20 cm diameter x 26 cm height

Designer?

Weight?

Link: [?](#)

Price: 450 AED

Quantity: ?

Order placed on: ?

Estimated delivery date: ? / how long will product take to deliver?



Fine Blooms Products

Product Discovery

Vases

Bits and Pieces Vases

V13

Price: 265 AED

Name?

Quantity: ?

Specifications: 9.5 cm diameter x 15.5 cm height

Order placed on: ?

Designer?

Estimated delivery date: ? / how long will product take to

Weight?

deliver?

[Link: ?](#)



Fine Blooms Products

Product Discovery

Vases

Bits and Pieces Vases

V14

Name?

Specifications: 12 cm diameter x 20 cm height

Designer?

Weight?

Link: [?](#)

Price: 370 AED

Quantity: ?

Order placed on: ?

Estimated delivery date: ? / how long will product take to deliver?



Fine Blooms Products

Product Discovery

Vases

Bits and Pieces Vases

V15

Name?

Specifications: 18 cm diameter x 11 cm height

Designer: Studio Sahil

Weight?

Link: [?](#)

Price: 3,200 AED

Quantity: ?

Order placed on: ?

Estimated delivery date: ? / how long will product take to deliver?

Description: Dubai sand bowl vase



Fine Blooms Products

Product Discovery

Vases

Bits and Pieces Vases

V16

Name?

Specifications: 20 cm diameter x 36 cm height

Designer: Studio Sahil

Weight?

Link: [?](#)

Price: 4,200 AED

Quantity: ?

Order placed on: ?

Estimated delivery date: ? / how long will product take to deliver?

Description: Dubai sand bowl vase



Fine Blooms Products

Product Discovery

Vases

Bits and Pieces Vases

V17

Name?

Specifications: 20 cm diameter x 10 cm height

Designer: Studio Sahil

Weight?

Link: [?](#)

Price: 3,820 AED

Quantity: ?

Order placed on: ?

Estimated delivery date: ? / how long will product take to deliver?

Description: Dubai sand bowl vase



Fine Blooms Products

Product Discovery

Vases

Bits and Pieces Vases

V18

Price: 2,670 AED

Name?

Quantity: ?

Specifications: 10 cm diameter x 12 cm height

Order placed on: ?

Designer: Studio Sahil

Estimated delivery date: ? / how long will product take to

Weight?

deliver?

Link: [?](#)

Description: Dubai sand bowl vase



Fine Blooms Products

Product Discovery

Vases

Bits and Pieces Vases

V19

Name?

Specifications: 20 cm diameter x 38 cm height

Designer: Studio Sahil

Weight?

Link: [?](#)

Price: 4,200 AED

Quantity: ?

Order placed on: ?

Estimated delivery date: ? / how long will product take to deliver?

Description: Dubai sand bowl vase



Fine Blooms Products

Product Discovery

Vases

Bits and Pieces Vases

V20

Name?

Specifications: 12 cm diameter x 9.5 cm height

Designer: Studio Sahil

Weight?

Link: [?](#)

Price: 2,670 AED

Quantity: ?

Order placed on: ?

Estimated delivery date: ? / how long will product take to deliver?

Description: Dubai sand bowl vase



Fine Blooms Products

Product Discovery

Vases

Bits and Pieces Vases

V21

Name?

Specifications: 30 cm diameter x 34 cm height

Designer: Studio Sahil

Weight?

Link: [?](#)

Price: 5,150 AED

Quantity: ?

Order placed on: ?

Estimated delivery date: ? / how long will product take to deliver?

Description: Dubai sand bowl vase



Fine Blooms Products

Product Discovery

Timeline

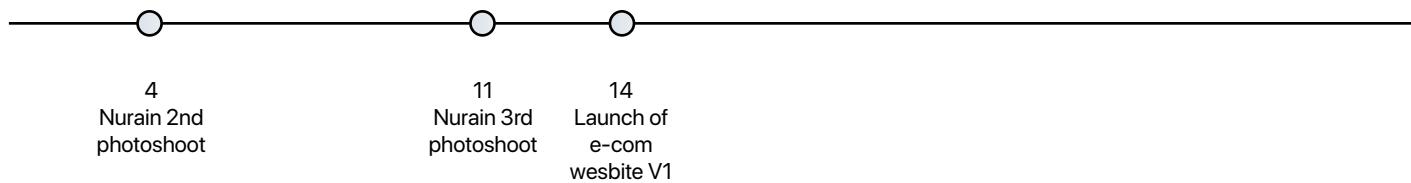
February 2019



March 2019



April 2019



1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

02/04/19

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