

## Users' Needs

- Ease of accessing the website and looking for the products and services that they want
- To be able to find unique and customisable products and services catering to their needs
- To play their part in being environmentally sustainable
- To be able to gain valuable information regarding the products purchases and general FAQs
- To be assured on the quality of their purchase
- To be able to contact Aspect Florist's staff for more informations and queries

## Client's Goals

- Increase market penetration and gain more visibility and awareness
- Increases online presences and website traffic
- Increase revenue earned
- Increase loyal customer base
- Market themselves as an eco-conscious brand
- Have an impact on creating more admiration and affection towards plants
- Have a positive impact and contribution in the floral industry

**UX**



- Provide QR codes on traditional marketing resources and direct links on online marketing resources for ease of accessing the website
- Have an FAQ page for general information such as delivery terms, payment methods and return policy
- Have a loyalty programme and subscription list
- Implement social media marketing strategies and interact with their followers on their respective social media platforms
- Implement strong SEO strategies to increase visibility of on popular search engines
- Have an 'About Us' page with contact information
- Have a page to inform viewers on their sustainable efforts