
La Tia

Smoke Shop



Designed by Wendy Umana



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About

At La Tia, we were inspired to open this shop to educate our community on cleaner and healthier ways of smoking, as well as support of all forms of art. Primarily introducing glass art, with aspirations to continue expanding our knowledge and selection. As consumers ourselves, we strive to provide top of the line products, and all the quirks of the item you are purchasing to ensure that you leave our shop well informed and fully satisfied with your new acquisition. We welcome any and all artists to visit us and explore the opportunity of displaying their creations at our shop.



Target



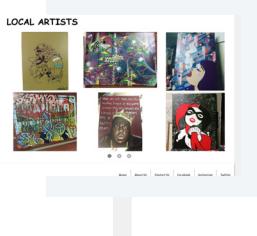
People who appreciate art
Artist looking to sell work
People looking for custom glass
People looking for custom items
People who smoke, vape, cigarette, etc.
Looking for hemp products
21 and up



Existing Website

At the moment La Tia does have a website but it is not frequently used. Most customers do not have any knowledge that it even exist, nor do the owners advertise it.

The site is very simplistic and the owner's have stated that " it looks more like a blog then a website for a store ."

A collage of screenshots from the website:

- A banner with the text "elevate your culture, knowledge, and life experiences with us." over a background of autumn leaves.
- Social media links for Home, About Us, Contact Us, Facebook, Instagram, and Twitter.
- A video player showing a video titled "Melting Tariffs Sully Reynolds" by "Sully Reynolds".
- A video player showing a "Glass Blowing Demo Sugarmatty's x Herbal Glass" at "134 Maverick street East Boston Ma".
- A video player showing a collection of colorful glass pipes and bongs.
- A video player showing a collection of e-liquid bottles.
- A section for payment methods including Visa, Mastercard, American Express, Discover, PayPal, and Cash.
- A section for "LOCAL ARTISTS" with a grid of artwork.

Purpose

HALLOWEEN COSTUME PARTY

Hosted by La Tia Smoke Shop &
Maverick Marketplace Cafe

LIVE
MUSIC, ART, &
GLASS BLOWING

SATURDAY | OCTOBER 28TH | 7:30PM
1ST EAST BOSTON, MA



La Tia host a wide variety of events and sales. They are also contentiously receiving original work from local artist.

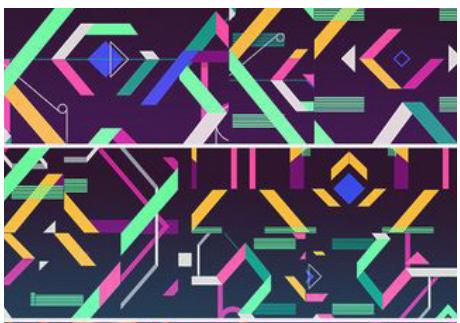


Success

After talking to Carolina and Anthony we came to the conclusion that website would be successful when more customers come into the store, and they see an increase of product being sold.

Both owners are very passionate about keeping products local and assisting local artist. The client has a wide variety of art currently and wish that they can give more opportunity to local artist. The client also wants a survey to see how they can improve.



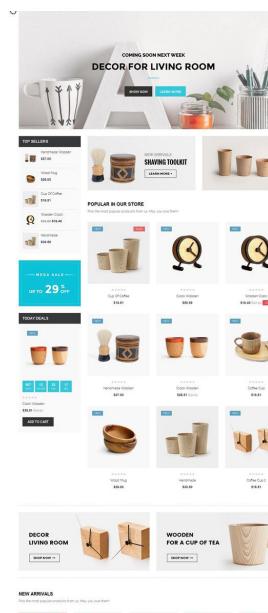
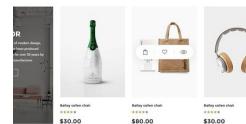
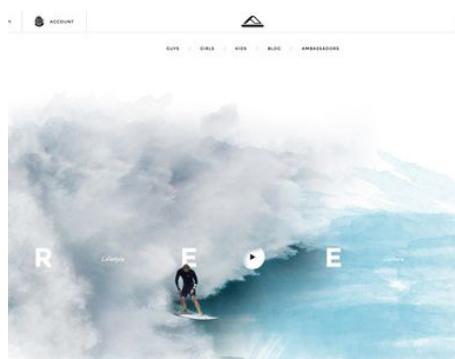


Looking For



Key Words

Relax
Fun
Casual
Local
Enthusiastic
Warm



The store is looking to gain more foot traffic and sales. While making products easier to access for customers, and giving more background information of each product. It is important for them to highlight local artist and their art work.



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