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Teapot will be a responsive mobile friendly e-commerce website to sell tea and tea accessories, function as a place to learn about tea for newcomers, and provide a tea related blog not strictly related to product updates. The proposed website will utilize a well-arranged layout to emphasize easy navigation and maximize user exposure to all tea related items.

While tea is perceived as a relatively simple drink there are many aspects to tea that betray its simple nature. The complexities of tea come from various aspects such as the general confusion of what constitutes real tea versus tisanes, the different categories of tea and the various types under those categories, the various brewing techniques, and the variety of tools associated with different brewing techniques and preferences.

The primary audience of Teapot will be those already exposed to the various aspects of tea, but Teapot aims to be as holistic of a resource as possible. The homepage of Teapot will serve as an accessible entry point for both experienced tea enthusiasts with an idea of what they want in mind as well as those new to tea. Given the underlying complexity of tea discussed earlier the navigation of the website will provide a prominent pathway to a portion of the website that will provide the necessary information in a concise manner. This information will not be provided as an information dump but will be presented to guide the user towards the primary purpose of the website which is the sale of tea and tea accessories.

The shop will be divided into five different categories with each having their own different link in the primary page navigation. The five different categories are: green tea, white tea, black tea, tisanes, and tea accessories. As well as providing basic sale information such as pricing each tea will display which season the tea was harvested, the tea’s origin, and recommended brewing time and temperature.

The proposed website will be comprised of eight different pages. One page will be the homepage which will contain a few featured teas for sale displayed in a grid. The homepage will essentially be a stripped-down version of the shop. There will be a primary navigation bar at the top of all the pages providing links to all eight different pages. Five of the eight pages will be for the five different shop categories. Another page will be the contact page that will provide a contact form. The eighth page of the website will be the page that will serve as a basic course on tea.

In providing this service Teapot will be designed to provide a sense of status and luxury. The website will utilize white, a dark muted blue, and a subtle gold to emphasize a modern and sophisticated feeling. The gold will serve as an accent color allowing the other colors to fill the primary spaces.

Teapot should serve not only as a shop but should help provide a more complete tea experience by providing a discovery service. Many e-commerce websites utilize analytics and user behavior to provide suggestions and offer a wish list feature. This along with a collection feature that contextualizes previous purchases, integrates a wish list, and a review system into a single view will allow customers to expand their range of experienced teas. Due to the complexity of such a system these features will not be implemented at this time.