Tabletop Alchemist

Transform ordinary into elegant

A business of custom flowers, antique silver, and luxury linens

Main Focus: Floral Service

MVP Features	Feature Purpose
1. Set appointment for floral consultation	Info gather to meet in person to hash out details of user needs, styles, and expectations
2. Our Work image gallery	Showcase the range of work that has been done to inspire conversion actions
3. Green House Info	Inform users of sources and floral types involved. (attraction)
4. About	Fimiliarize users with who opporates Tabletop Alchemist and why. Links to other social media.
5. Gone but Not Forgotton	Inform users where excess or surplus flowers go. Shows community involvement

	Users		Requirements
a	As a user I want to know how long an apointment will be	So I can plan my day around it	Information of why and what appointment is
a	As a user I want to know what will be covered in the appointment	So I can set my expectations and think of questions	
c	As a user I want to be able to communicate with the florist quickly and easily	So I can feel assured that I get what I need, when I need it	State turn around time for contact. Make it obvious where and how to contact
t	As a user I want to know about credibility	So I can trust this business	
t	As a user I want to know who the heck these people are	So I can deside to build a relationship with them	Build Trust by being personable and creditable
t	As a user I want to know if this company is community minded	So I can feel good about doing business with them	
ex	As a user I want to not have to jump through hoops	So I can get what I want quickly and easily	Minimze steps to aid users process
ex	As a user I want to find what I want/need quickly	So I can focus my time and energy on other things	
i	As a user I want to know what to expect	So I can not be surprised or disapointed	
i	As a user I want to know what my options are	So I can possibly change my mind	
i	As a user I want to know how long the flowers will last	So I can know when to toss them	
i	As a user I want to know what types of flowers get used	So I can avoid allergins and oder that may disrupt wine tasting	
i	As a user I want to know where the flowers came from	So I can keep green/sustainable practices	Information on bouquet expectations
i	As a user I want to know what the process is	So I can know what to expect	
i	As a user I want to know if I can order flowers other than for a winary	So I can give flowers to friends and family	
i	As a user I want to know if we can use our own flowers from our property	So I can have something to talk about with guests as I give a tour	
i	As a user I want to be able to have input or pick out what is in the arrangement	So I can have an arrangement I am happy with	
ip	As a user I want to know how long in advance I need to order	So I can plan acordingly	
ip	As a user I want to know what to do with the vases afterwards	So I can plan accordingly	
ip	As a user I want to know how quickly I can get flowers	So I can replace a broken, damaged, or dumped arrangement	
ip	As a user I want to know if I can order directly from the green house	So I can can get the freshest flowers	

	User Story	Purpose	Requirements
ip	As a user I want to know how many flower aggragments I can get at once	So I can plan for hoasting large events	Information on floral purchases and expectations
ip	As a user I want to know if there is a minimum I have to purchase	So I can plan accordingly	
ip	As a user I want to know if Tabletop Alchemist delivers	So I can plan arround that	
ip	As a user I want to know if Tabletop Alchemist will set up event flowers	So I can not have to worry about the set up myself	
ip	As a user I want to know if there are any special perks	So I can feel special and happy about this service	
p	As a user I want to order flowers	So I can have a nice centerpiece for guests	
p	As a user I want to know the price of flowers	So I can budget	Make sure to include upfront info about payment expectations
p	As a user I want to know if I will need to set up a subscription	So I can plan and budget	
p	As a user I want to know are there any fee's to being a member	So I can blan and budget	
p	As a user I want to know if a bartering system will be accepted	So I can trade wine for flowers instead of paying money	not mention this directly, but hint that alternative payment options exist
s	As a user I want to know why this is different from other floral businesses	So I can understand the value of what is offered	
s	As a user I want to know why I need this	So I can fully understand why and how it is important	Sales pitch
s	As a user I want to if and how it can improve my business	So I can get on board	
v	As a user I want to see in detail what kind of arrangements there are	So I can set my expectations and get compelled to act	Visual showcase

Secondary Focus: Eccommerce Boutique

MVP Features   **Feature Purpose**

1. Candle Accessories
2. Carystal
3. Luxury Linens
     a. Thomas Ferguson Irish Linen
     b. Tessitura Pardi
4. Silver
5. Tablewares
6. Vases

Users		Requirements
As a user I want to see the details of what I am buying	So I can not be surprised or disapointed when it arrives	
As a user I want to know what the return policy is	So I can not be frustrated when and if I have to return something	
As a user I want to	So I can	
As a user I want to	So I can	
As a user I want to	So I can	
As a user I want to	So I can	
As a user I want to	So I can	
As a user I want to	So I can	
As a user I want to	So I can	
As a user I want to	So I can	
As a user I want to	So I can	

As a user I want to	So I can	
As a user I want to	So I can	

Tertiary Focus: Members Only Rentals

MVP Features	Feature Purpose	
1. Member Profile		
2. Floral Auto Service		
3. Cake Stands		
4. Vases		

Users		Requirements
As a user I want to	So I can	
As a user I want to	So I can	
As a user I want to	So I can	
As a user I want to	So I can	
As a user I want to	So I can	
As a user I want to	So I can	
As a user I want to	So I can	
As a user I want to	So I can	
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As a user I want to	So I can	
As a user I want to	So I can	
As a user I want to	So I can	
As a user I want to	So I can	