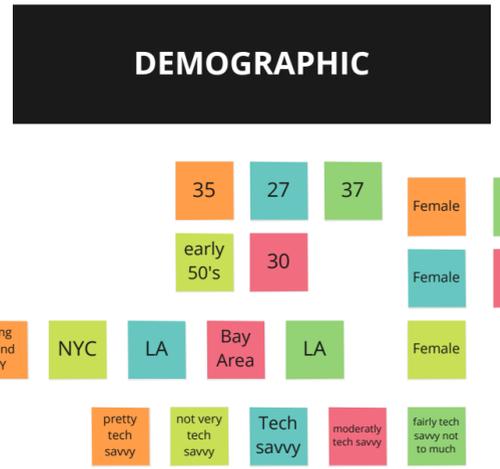
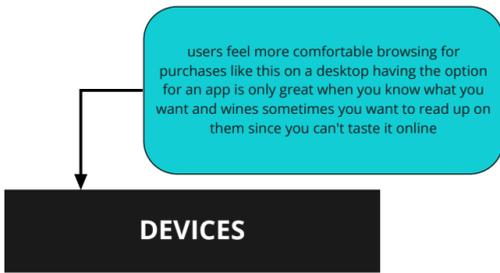
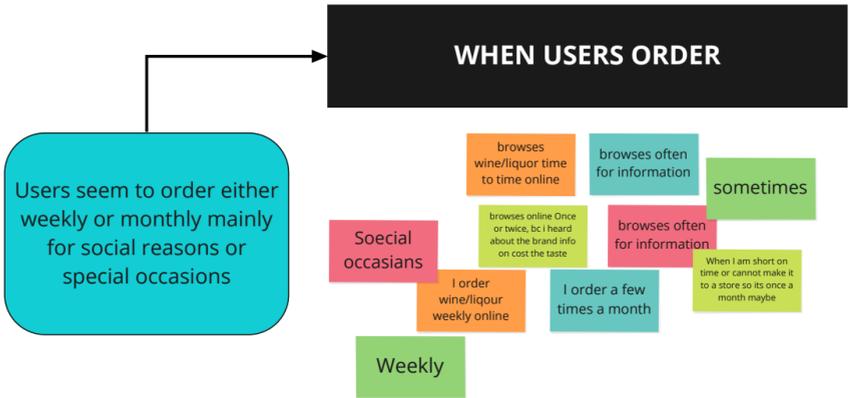
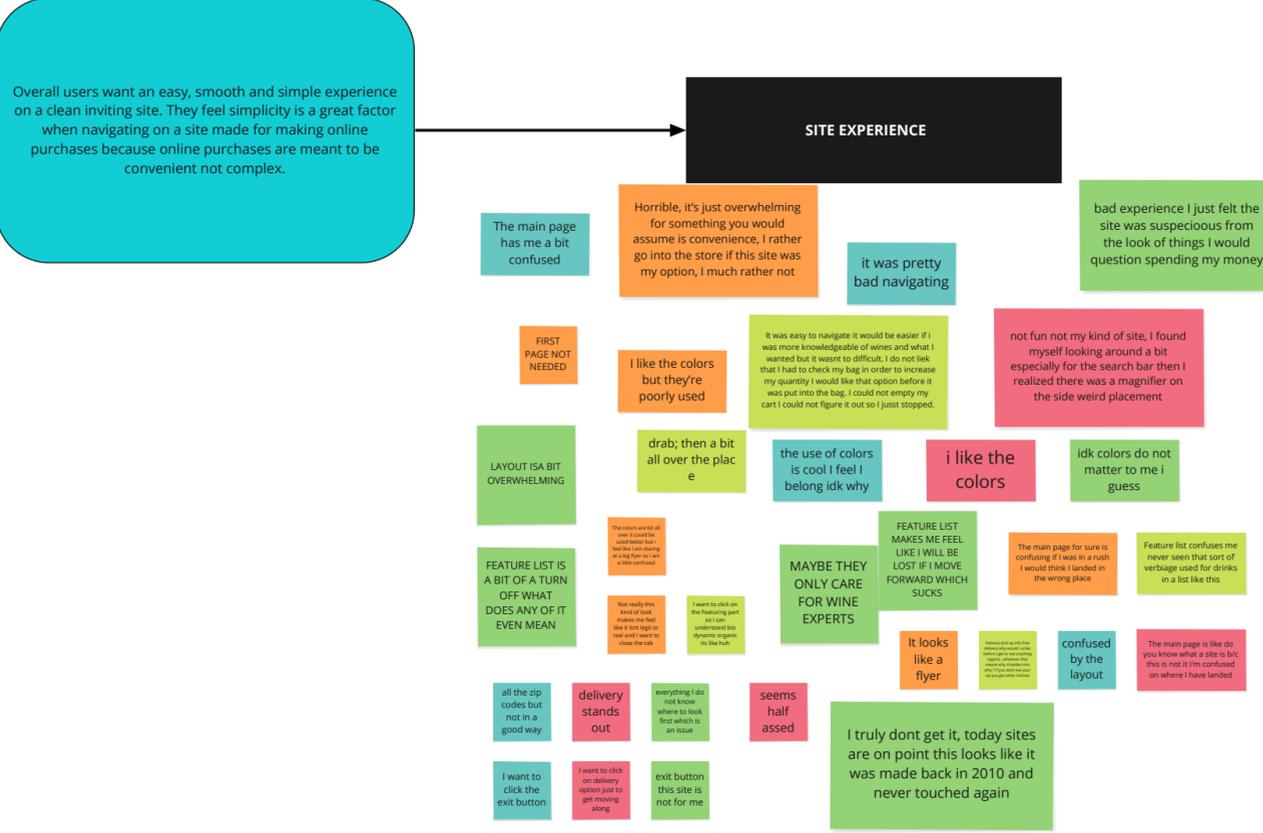
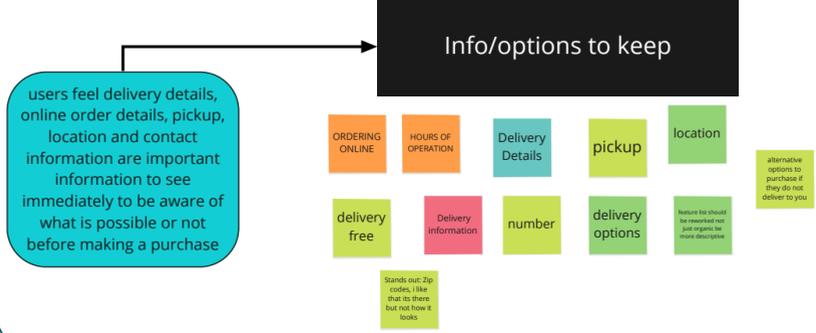
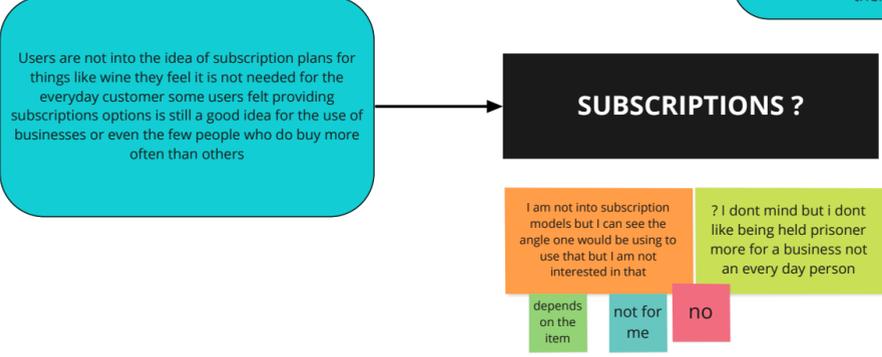


- user 1
- user 2
- user 3
- user 4
- user 5



Users age, gender and understanding of devices vary so making sure the website keeps all these factors in mind is important for its success



## Insights

users feel delivery details, online order details, pickup, location and contact information are important information to see immediately to be aware of what is possible or not before making a purchase

users feel more comfortable browsing for purchases like this on a desktop having the option for an app is only great when you know what you want and wines sometimes you want to read up on them since you can't taste it online

Users seem to order either weekly or monthly mainly for social reasons or special occasions

Users are not into the idea of subscription plans for things like wine they feel it is not needed for the everyday customer some users felt providing subscriptions options is still a good idea for the use of businesses or even the few people who do buy more often than others

Silver Lake Wine's competitors have easy sites with no learning curves, provide extensive information about their products in an easy to use way and have many delivery options and the site is set up for quick easy use, these reasons are why users have used them in the past

Users expect to be provided details of products, in depth information overall about delivery and locations items can be purchased if not available to them to order, ordering online, and to be able to figure things out fairly quickly because shopping online should be simple as an alternative to in person shopping

Overall users want an easy, smooth and simple experience on a clean inviting site. They feel simplicity is a great factor when navigating on a site made for making online purchases because online purchases are meant to be convenient not complex.