

**Goals:** Client wants a website to attract Tigard residents and visitors to their teahouse as well as sell their all-natural teas and related products to a broader customer base online. The website should show what the teahouse looks like and get people to come in and order tea while studying or relaxing in their teahouse/lounge. The website also needs to be a platform for Client to promote, provide info on, and sell their products, so a product gallery and shopping cart (non-functional interface at this time) will be needed. Site visitors should have no trouble navigating whatever component of the website they're interested in.

**Messaging:** The website will highlight the business's standard of quality. The visitor should know how much the business cares about natural, unrefined ingredients and their openness about their product information. The website should appeal to online tea shoppers seeking a trustworthy brand that will help them make informed decisions. More broadly, the Client would like to emphasize how much their business cares about and listens to its customers. The promotion of their teahouse lounge ties into the personable and down-to-earth relationship they seek with their customer base. The website should look, feel, and sound as soothing as the tea they sell.