



# AMITY





# OVERVIEW

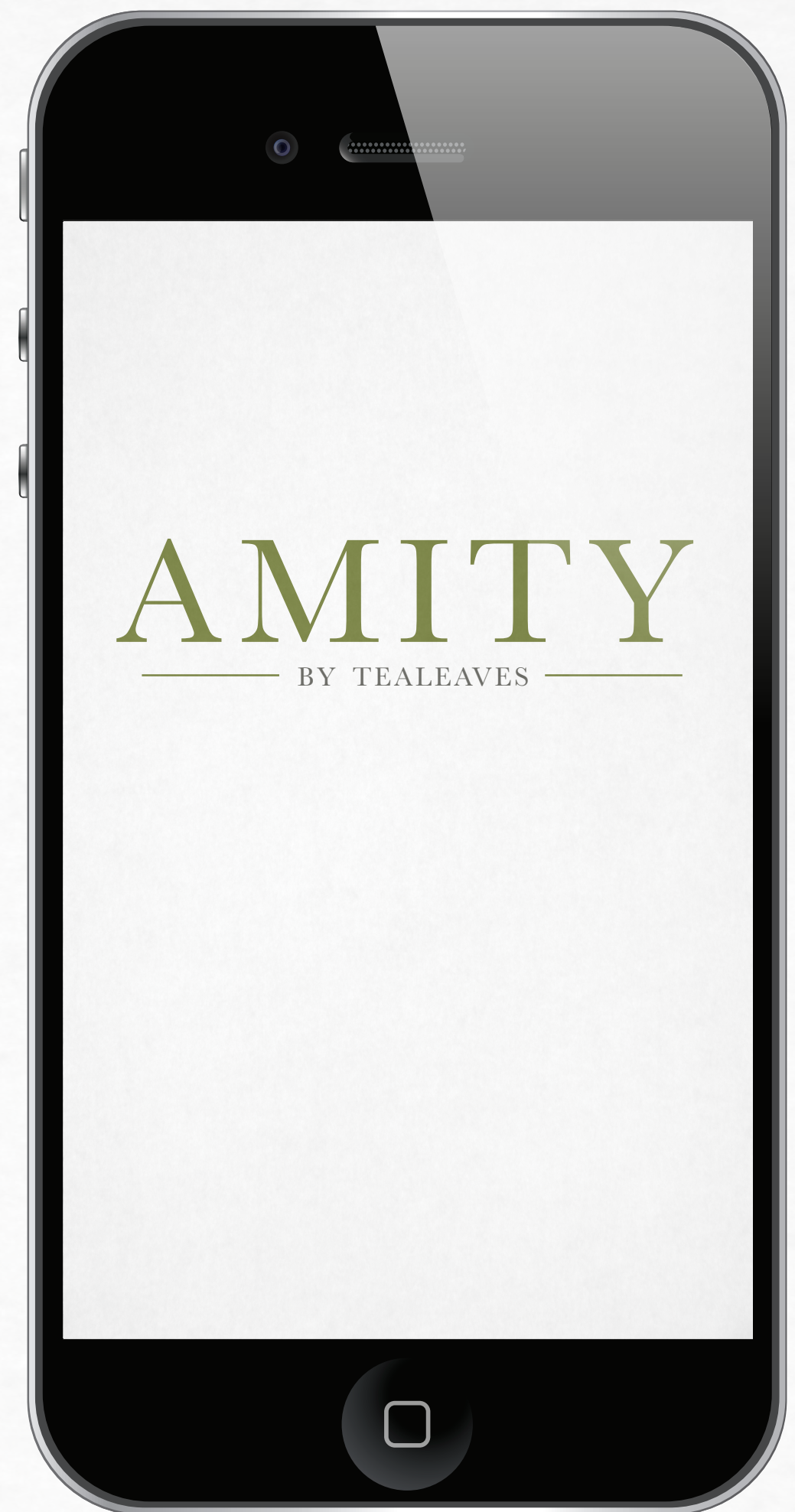


Elevator Pitch  
Tea Leaves  
Tea Leaves Brand Values  
Amity Objectives  
Demographic  
Opening  
Precedents  
Amity  
Touchpoints  
Ecosystem  
Customer Journey  
Why It Matters



# AMITY

**Amity** is a mobile application designed to create an intimate experience for tea enthusiasts who value choosing the very best for themselves by allowing them to engage in an intimate dialogue and immerse themselves in a luxurious culture through a digital platform.





# TEALEAVES

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Tealeaves is a Vancouver based brand that provides tea to both luxury companies and through their online store. They value the complexity and culture found in tea to create a narrative.

TEALEAVES BELIEVES *that*  
PASSION *and* CARE CREATE *the*  
PERFECT TEA.



TEALEAVES.COM





# TEALEAVES

CRAFTSMANSHIP

Artists that take pride in their work and craft. Hand crafting every experience to be different then the rest, just like with their custom blends.

DIVERSITY

Mixing art, culture, and science from all corners of earth to create blends.

NARRATIVE

Context carries alot of weight. It's not about the end product, but its about the process and the story that drives the interaction and experience.

IDENTITY

The master blenders tell their story through the teas they make, and the customers tell their story through drinking them.

ASSOCIATION

Creating brand association with other luxury brands in order to increase the credibility and demographic of Tealeaves.

ADAPTIVE  
LUXURY

Creating a luxurious experience that can be repeated everyday without sacrificing the novelty or splendor.

AUTHENTICITY

Creating brand association with other luxury brands in order to increase the credibility and demographic of Tealeaves.



# OBJECTIVES

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## MAKE TEALEAVES PRODUCTS ACCESSIBLE.

Currently, Tealeaves primarily caters to other businesses, and as a result there is little access to Tealeaves products outside of the hotels or cafes.

## BUILD BRAND PRESENCE IN THE DIGITAL REALM.

Tealeaves is looking to attract more consumer clients, but there is little social media or digital information regarding the company.

## GENERATE A PURPOSE FOR PURCHASING TEA ONLINE.

For many tea drinkers, purchasing tea online seems offputting or intimidating as they would rather shop from retail stores.



# DEMOGRAPHIC

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AFFLUENT WEALTHY  
NEW AGE RICH  
HEALTH & WELLNESS  
HIPSTERS/AMATEUR CHEFS



People who choose the best for themselves. They believe that treating themselves well is a matter of meaningful details and brand transparency with no compromise.



# Opening

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Encouraging emotional expression



Cultivating Identity through Intimate Dialogue



Between business and consumer



# HUMANS OF NEW YORK

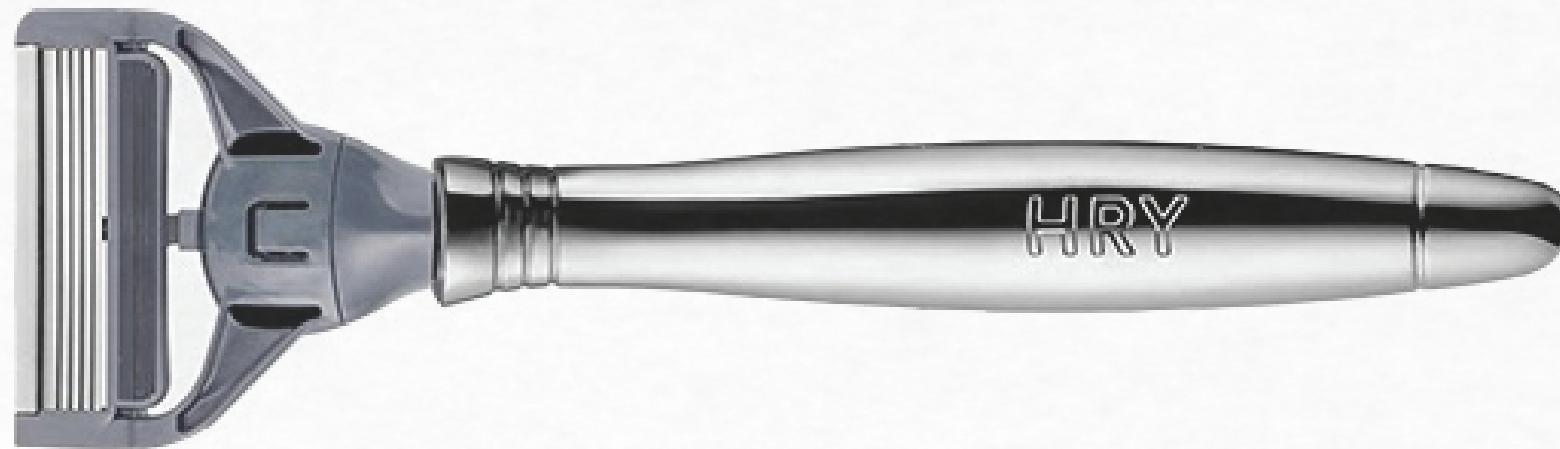


"What was the happiest moment of your life?"

"Seeing my mother and grandmother cry when I graduated from college."



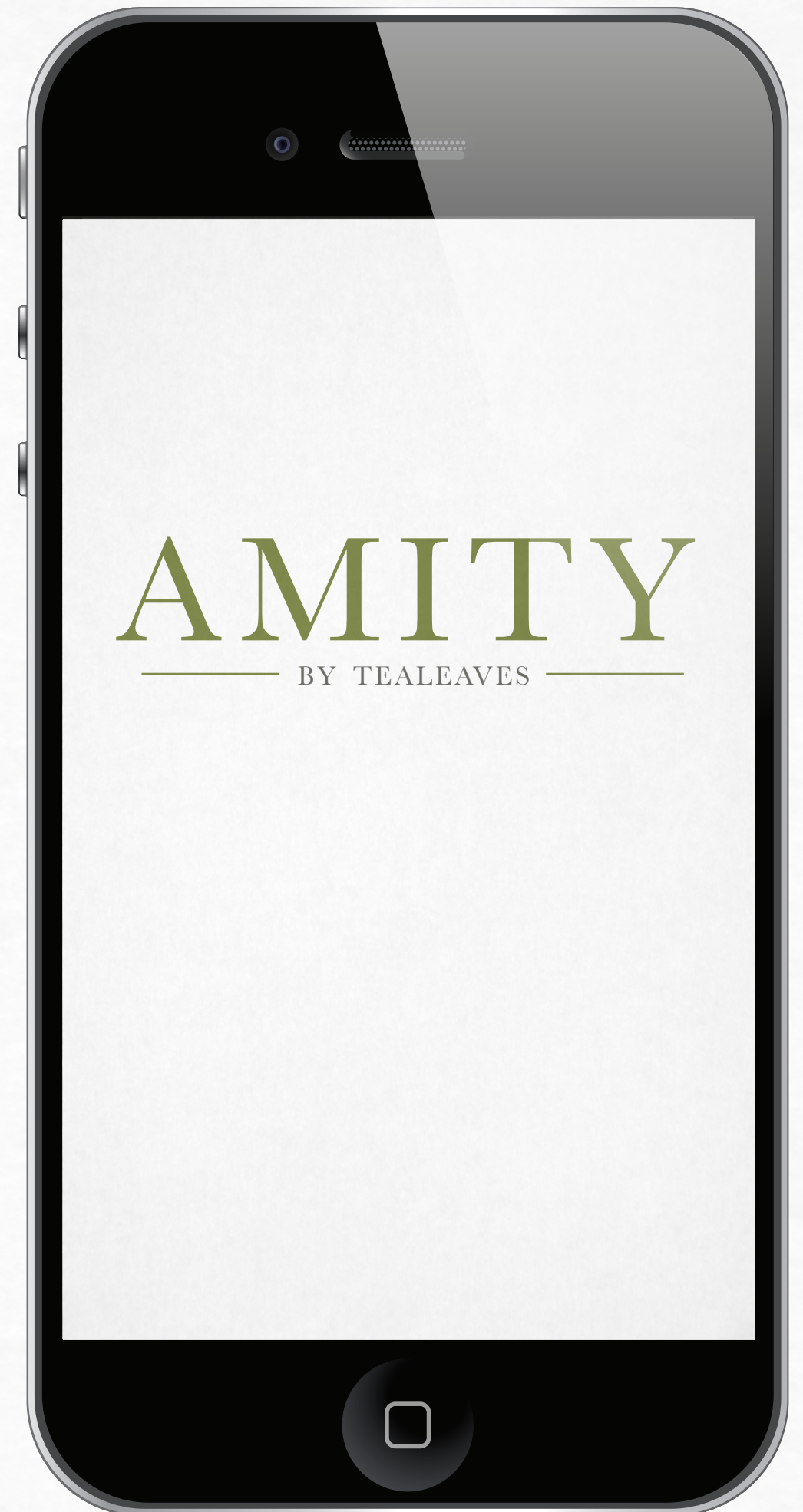
# HARRY'S RAZORS





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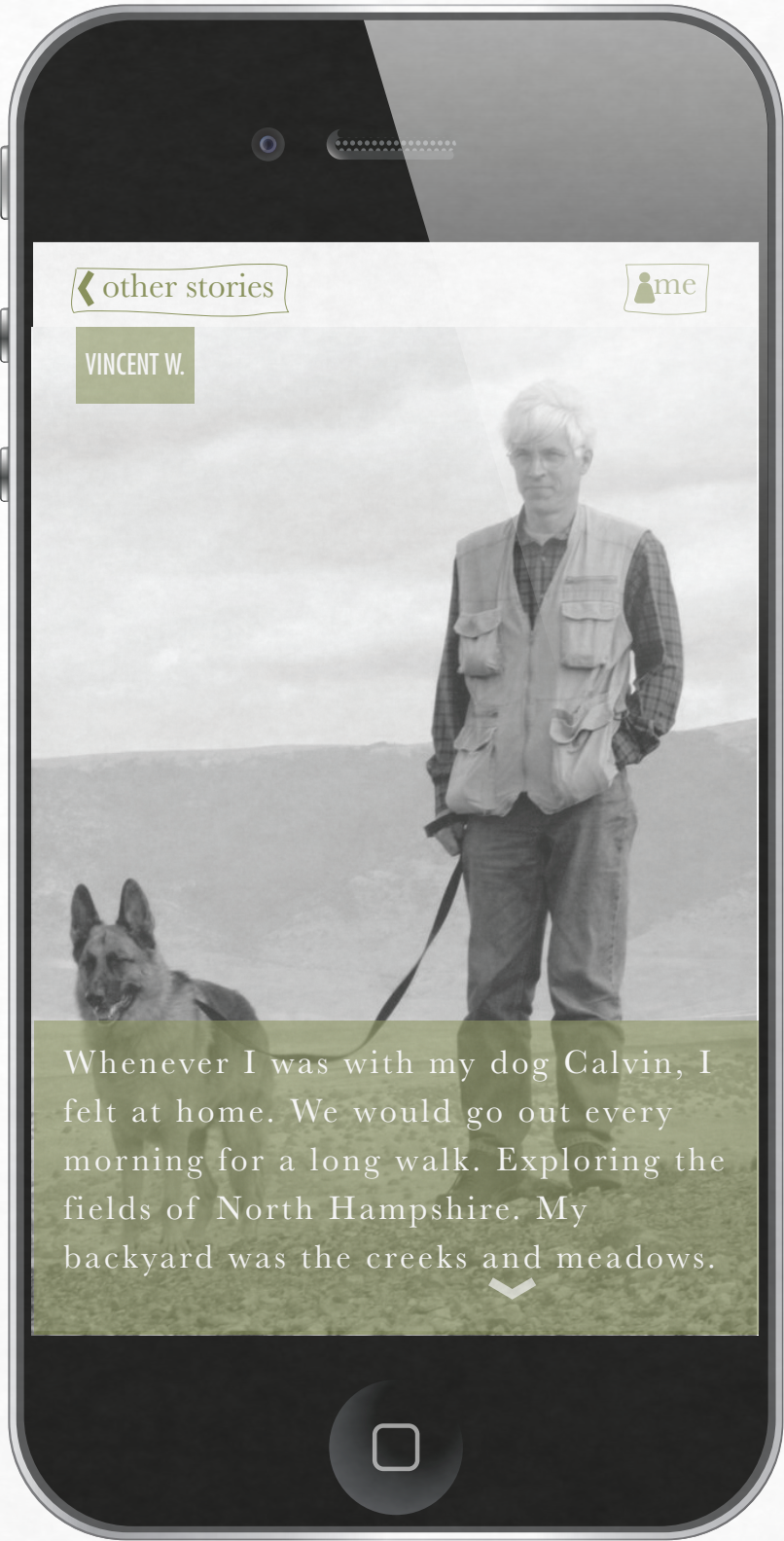


# THE CORE EXPERIENCE

Consumers are posed with a personal, emotion eliciting question that they can share with Tealeaves.



They are invited to see other posts as well as view their own answers.



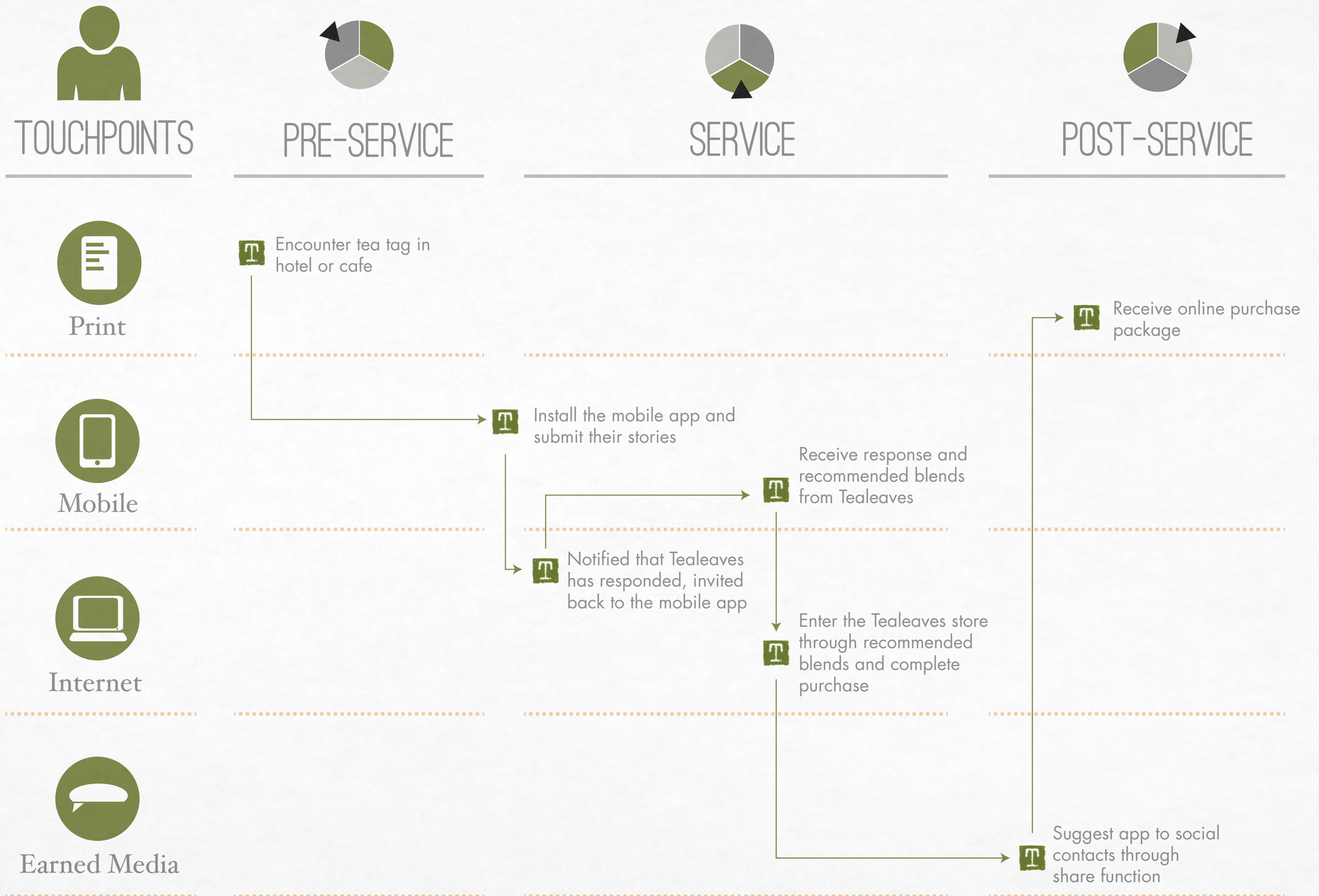
Tealeaves responds with a personalized message that tells their story and recommends custom engraving and blends





# Implementing Amity

In order to maximize the success of Amity, we have supplemented our core application platform with physical touchpoints in both the pre-service and post-service sections of the customer journey.





# ECOSYSTEM

By ordering online, tea tins become personalized to the client's story. This turns the product into a more intimate experience (as well as a collector's item) and creates an incentive for consumers to make a purchase online.







The tea tag acts as an invitation for consumers during the awareness phase of their customer journey.

The tea letter is a personalized package delivered after an order is in place to create a personalized post-purchase experience.



# CUSTOMER JOURNEY FRAMEWORK





# THIS IS WHY IT MATTERS.

AMITY MAKES TEALEAVES PRODUCTS ACCESSBLE.

AMITY BUILDS BRAND PRESENCE IN THE DIGITAL REALM.

AMITY GENERATES A PURPOSE FOR PURCHASING TEA ONLINE.

## EDUCATION

Consumers can learn about both Tealeaves and their products.

## ENLIGHTENMENT

Consumers can learn about themselves and others, allowing them to see the bigger picture.

## ENCHANTMENT

Reading other intimate stories and feeling a connection with Tealeaves keeps consumers returning.



# CITATIONS

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