Planet J Corporation

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case study Let's Do Tea

Let's Do Tea of Denton, TX brings good quality tea and tea related products to the home through a nationwide network of over 200 consultants. To place orders, customers had to find a local consultant who would then place an order to headquarters. This was done primarily through phone and fax. Clearly, Let's Do Tea needed a modern solution to streamline this process.



Company Profile

Name: Let's Do Tea, LLC.

Industry: Direct Selling

Headquarters: Denton, TX

URL: http://www.letsdotea.com

Product:

PlanetJ's WOW Enterprise 6.4

The Challenge

Meredith Tieszen, owner of Let's Do Tea, was seeking a solution for her consultants to order merchandise over the web. Orders were being taken over the telephone or fax with time consuming overhead and paperwork. This solution would also need to scale well with her rapidly expanding consultant network. Tieszen requested that all applications be created with the same look and feel of the existing company website.

The Solution

PlanetJ worked with Let's Do Tea staff on an ecommerce solution that allows consultants and customers to pay for orders with a credit card using PayPal[™] payment services. WOW (Web Object Wizard) software was used as the framework of the project to access data from a MySQL database. The applications were linked directly with a URL to the existing Let's Do Tea website and customized by PlanetJ developers to have look and feel desired.

Requirements Details

In addition to the goal of consultant order and consultant lookup, Let's Do Tea required that their applications would be flexible enough to handle steady company growth. Requirements included features like: The ability to link from the current site and open a new browser window allowing shopping or product browsing; product searches based on multiple fields; products shown in a tabular view along with images; drill down to item details; add to and edit cart, continue shopping, or proceed to checkout with each step; and store order information in MySQL database pending approval. The application also needed checkout process flow control, a screen for shipping/billing/payment information entry, and the ability to accept credit cards and issue an order confirmation. In addition there needed to be an Administration application that allowed any Let's Do Tea staff member without any technical knowledge to add, manage and delete information.

How It Works

a ¥ #		
OUR MENU		ADVE / EVENTS
OOR MENO		
Home	letsdotea	Summer Seasonal Tea
Opportunities Hostess Rewards	letsaotea	
Contact Uni	ic coqe icq	Magnual Garden
Compensation Plan		(Green and Black Tes, Letter Grace, Heather
Consultants	We made you to browie our website	Bloosini, and
ORDER ONLINE!	and learn more about our sompany.	Plansurings). Cost is \$9.35 each: Trepic al
ORDER ORLINE)	Whather you are an avid tea lover, or	Flamers (Green Yes, Harins Bits, Flamers of
Frends	an oppositional tag drinker, you will	Sandy, Stonortalies, Saffineers, Harisold
	find teas from all over the world and	Biresome, and
LOT ANNUAL CONFERENCE - MINE	highest grade and come with a money back quality quarantee.	Playsurings). Cost is \$9.55 each; Exeter
22-24, 2006	Unique teapols, muga and accessives	Dreads(Hilpinitor Simplement Apple 574
As my start the count	are featured to make your experience the best ever and late of fun.	Currant, Rosetio Feels
down to our annual		Pinespole Bits, Papaya Bits, Camforner
conference, here is a planas of the schedule.	Lef's Do Teo was conceived after	Biosports, and
group to the stargers,	seeing the need for people to learn about the benefits of ten and cample	Placeuringe]. Cost is \$3.05 each:
Day One - Thursday	different types and flavors of tea in a fun, reliaving parts . hence, the Let's	
June 22, 2006: Registration opens at	Do Tea party plan was horn.	Call and of our

From the Let's Do Tea home page, a consultant or customer can access the shopping application through the "Order Online!" button on the left side of the page.

After clicking the "Order Online!" button, the following screen will appear:



"We had great communication and service from Planet J and would recommend them to any others who might be thinking of going online with their website and/or products."

Meredith Tieszen Owner Let's Do Tea

CASE STUDY

essories China Condiments Coz	ties Entertainment	Mags with In	lusers Sale	Scones and Muffers	Silver Products	Tea Teapots and Sets
viewCart						
Please check your shopping cart b change quantities or continue sho		necessary o	hanges. You	may		
		Upde	te Cat	Check Out		
			100			
Product Description	Price	Quantity	Remove	Amount		
			Total:	\$60.00		
		Upda	de Cart	Check Out		

Accessories China Condiments Cozies Entertainment Mags with Influsers Sale Scores and Muffins Silver Products Tea Teapets and Sets

If an item is added to the shopping cart, the user will be directed to the View Cart page. From here they can easily remove items, change item quantities, check out, or continue shopping.

Returning customers can then returningCustomers log on or new customers can create an account. New User? Register or Log In letsdotea Search: go! 1 item in your cart | View Cart | Checkou Mugs with Infusers Sale Scones and Muffins Silver Products Tea Teapots and Sets newCustomers o create your newCustomers First Name Last Name If you are a new customer, please REGISTER HEREI Phone Numbe E-mail Passwo Address City State - 2 Ζīp Rec xit Can



Once signed on, a user can choose a consultant to work through.

seres Care Color Color Infertance Mage with Mar	-Wetcume Nicole - [Sop Out] Search:	Typical of most web based ordering systems, the user may then verify shipping and billing address and proceed to
Please enter your shipping address below:		enter in payment information.
Name": [Ncole Jensen Address": [2012 Min Ede Cr. Suite 203 Citty": [Sen Diego State": [CA.]	nation.	The entered information is then processed and verified by PayPal™.
Zip Code": <u>92126</u> Contract	let'sdotea	- Wildcome Nicole - [Sign Out] Search:
	billing Address Name": Nicole Jansen Address": 1912 Min Else O. Suite 203 cry": San Diego state": [A] zer code": 1912	

Hardware and Software Overview

Application Server: Apache Tomcat on Windows 2000 Server Processor: 1.8 GHZ RAM: 2 GB Database Server: MySQL on Windows 2000 Server Security: SSL, Integrated with VeriSign[™] through PayPal[™]

paymentinfo Type*: Visa Cardholder's Name*: Credit Card No.*:

Expiration Date: 01 ¥ 2006 ¥ Card Verification

Help finding your Card Ve

Summary

Let's Do Tea enlisted the help of WOW Enterprise 6.4 to build their online e-commerce site, shortening development time significantly over any other custom web application solutions. The consultants and customers now have convenient access to ordering 24 x 7 via the internet and payment is handled securely through PayPal[™] and Verisign[™].

References

www.planetjavainc.com

www.letsdotea.com

Additional case studies can be found at: <u>www.planetjavainc.com/casestudies/</u> To purchase PlanetJ products visit <u>www.planetjavainc.com</u> or call us directly. In North America, call **760-432-0600**. Elsewhere, call **+1-760-432-0600**.