



By:

Alyssa Prichard

Dylan Provenzano

Garret Robinson

Mike Ryske

Shelley Shelton

Scented Leaf is creating **personalized rewards** and **seamless purchase tracking** for college students by **launching a loyalty app** that **captures transaction data** and **enables direct engagement**, resulting in increased repeat purchases and deeper customer relationships.



Company Overview & Rationale

Shane and Nin Barela opened Scented Leaf more than 10 years ago after discovering wonderful teas during their honeymoon trip to Granada. It is a Tucson-based company with four locations around town, including one on University Blvd by the UofA. They offer loose-leaf tea, accessories, and gifts, as well as catering services. They do have a rudimentary reward program and a fairly up-to-date Instagram profile. (Their website could use an information update.) They offer an email newsletter.

While tea is somewhat niche, they still face competition from the likes of the much-larger Starbucks, Ike's Coffee right on campus, and their own neighbor, Caffe Luce. All these places also sell tea.

So how can we help Scented Leaf keep up?



Existing Customer Journey

- **Study session (in-store)**
- **Trigger:** needs quiet+caffeine between classes
- **Arrive:** find seat/outlet; join the queue
- **Order:** ask for recs; choose size/sweetness/add-ons; place order
- **Pay + loyalty:** present/get **punch card**; stamp; tap payment/cash
- **Settle:** pick up drink; Wi-Fi; study ~60–120 min; maybe reorder
- **Leave:** tidy up; plan return; leave



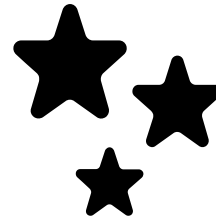
Information Flow in the Current Journey



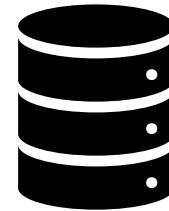
Customer orders drink



Customer links
account at register via
phone number or
credit card



Customer earns
"stars" for their
purchase



Scented Leaf gets
customer data from
the customer account



Value Improvement Opportunities

- **Menu Enhancements** – Offer light baked goods, pre-made sandwiches, and snacks that will increase time inside the business.
- **Events** - Host local events such as tastings to bring a new audience in.
- **Add Merchandise** – more small-merchandise options will attract more impulse buys at the checkout.
- **Subscriptions** - Adding a subscription box or tea of the month will help boost sales and keep return customers coming back.



From Fragmented Data → Fast, Useful Data

Problem today:

- **Paper punch cards** (hard to track)
- **Search is manual** ("What did they buy last time?"), slow, and unreliable
- **Offers are broad**; little learning from outcomes



After Changes:

- **All-In-One Customer** profile (login, card-on-file, consent): orders, visits, time, location, device
- **Event Stream**: Order Placed, Reward Redeemed, Challenge Completed, Table Check, ext.
- **Quick Lookups** that surface the right info at the right moment for each customer



Resulting Retrieval Improvements

- **Precision:** show the perk they're most likely to accept—for example, “Free size upgrade on your usual?”—the moment they scan to pay
- **Context:** retrieve by **who + where + when** (Campus, 1–3pm, exam week)
- **Completeness:** combine in-store + in-app signals (favorites + dwell time + table availability)



Intelligence Loop

Better Data

(what we collect):

- **Orders** (app + counter), optional location, study time
- **Perks/challenges (loyalty)** : free drink from points + free table = **good vibes**
- **One-tap feedback** ("Loved it" / "Not today") so the menu learns—optional

Better Insights

(what we learn):

- **Who comes when;** seasonal favorites
- **Smart nudge:** "You're nearby at your usual time—want your go-to?"
- **Test & compare:** BOGO vs double leaves; morning vs afternoon; push vs banner

Better Experiences

(what we do):

- **When they're nearby:** one-tap "the usual" + a little perk
- **When visits slow down:** nudge a 3-cup streak
- **When it's a hot outside:** suggest an iced upgrade + bonus point

Critical Enabler's Triangle

Data Analytics:

Utilize purchase history as main source of new information



Hypertargeting:

Focused on existing college student target market

Connected Experience:

Coach Behavior, Respond to Desire, Curated Offering



Garret 10

Order History

- | | | | | | | | |
|---|--|---|---|---|---|--|---|
| GREEN TEA MANGO

CHINESE GREEN TEA,
SUN-DRIED MANGO FLAVOR | GREEN TEA PEACH

BLEND OF CHINESE GREEN TEA,
NARANGE, PEACH FLAVOR | GREEN TEA POMEGRANATE

CHINESE GREEN TEA, ROSE PETALS,
POMEGRANATE FLAVOR | GUNPOWDER TEMPLE OF HEAVEN

HIGH GRADE CHINESE
ROLLED TEA | JASMINE LEAF

CHINESE GREEN TEA SCENTED
WITH JASMINE PETALS | LEMON LEMON

CHINESE GREEN TEA, LEMON RIND,
LEMON GRASS, LEMON MYRTLE | MATCHA

PREMIUM JAPANESE CULINARY MATCHA | GENMAICHA

SAKICHI WITH ROASTED RICE
AND MATCHA |
| HUANG JIN GUI

CHINESE COLDING TEA | BLACK CHERRY

BLACK TEA, FRESH DRIED CHERRIES,
VANILLA, BLACK CHERRY FLAVOR | NEPAL BREAKFAST

BLACK TEA, DARK, BLACK CARDAMOM,
CARDAMOM TEA, BLACK PEPPER | CHAI

INDIAN BLACK TEA, CARDAMOM,
CINNAMON, GINGER, ROSE,
BLACK PEPPER, CLOVES | DARJEELING

INDIAN BLACK TEA | EARL GREY

INDIAN BLACK TEA, BERGAMOT
ESSENTIAL OIL | EARL GREY CREME

INDIAN BLACK TEA, BERGAMOT ESSENTIAL
OIL, FRENCH VANILLA, COCONUT OIL | ENGLISH BREAKFAST

BLEND OF INDIAN
BLACK TEA |
| PEACH BLACK

INDIAN BLACK TEA, PEACHES | CHOCOLATE COVERED STRAWBERRY PU'ERH

CHINESE PU'ERH TEA, DARK CHOCOLATE,
STRAWBERRIES, LEMON IN MIDDLE,
CHOCOLATE, VANILLA,
CHOCOLATE COIL SHIP | DARK ROSE

ROSE AND ORANGE TO FINE IN THE WEST DARK TEA TO
SHINE UP PU'ERH TEA, LEMON IN LAYER AND
BODY, PEACH, VANILLA, VANILLA PETALS | TUO CHA

PU'ERH ROAST, TEA | YERBA MATE

SOUTH AMERICAN MADE | CINNAMON BEAR

HONDURIEN, SASSON CINNAMON,
NATURAL FLAVOR, CLOVES, ORANGE PEEL | CHOCOLATE MINT

SOUTH AFRICAN ROOBOS, HONDURIEN,
MINT, APPLE, CACAO BEAN, ORANGE
CHOCOLATE, COCONUT OIL, LEMON | GREEN ROOBOS

SOUTH AFRICAN GREEN ROOBOS |
| BLUEBERRY BLISS

HONDURIEN FLAVORS, ROSE HIP, ORANGE
PEEL, CORNELLOR PETALS, BLUEBERRIES | BUTTERFLY TEA

NATURAL PU'ERH | CHAMOMILE

WHOLE FLOWER CHAMOMILE | GINGER ROOT

CHINESE GINGER ROOT | HERBAL RELAXATION

LEMON BALM, ROSE PETALS,
CARAMEL, STRAWBERRY PEELS,
LEMON MYRTLE, NATURAL ROSE | HIBISCUS BREEZE

HIBISCUS, ORANGE,
LEMONGRASS, STEVIA LEAVES | EVENING IN MISSOULA

CHAMOMILE, MINT, APPLE, NATURAL LEMON
TEA, NATURAL LEMON, NATURAL LEMON, NATURAL
PEACH, ORANGE, VANILLA, COCONUT OIL, LEMON | RASPBERRY ROSE

HIBISCUS FLOWER, LEMON PEEL,
ROSE ROSE PETALS, ROSE HIP,
APPLE PEELS, BLUEBERRY |



College Students are Our Ideal Target

Tailoring customer initiatives towards our best customers

Challenge-based loyalty program

- Leverage client data to offer customized rewards based on previous drink history
 - Ex: 3x Fruit Bomb in next 7 days = 50 bonus leaves

Friend Leaderboard

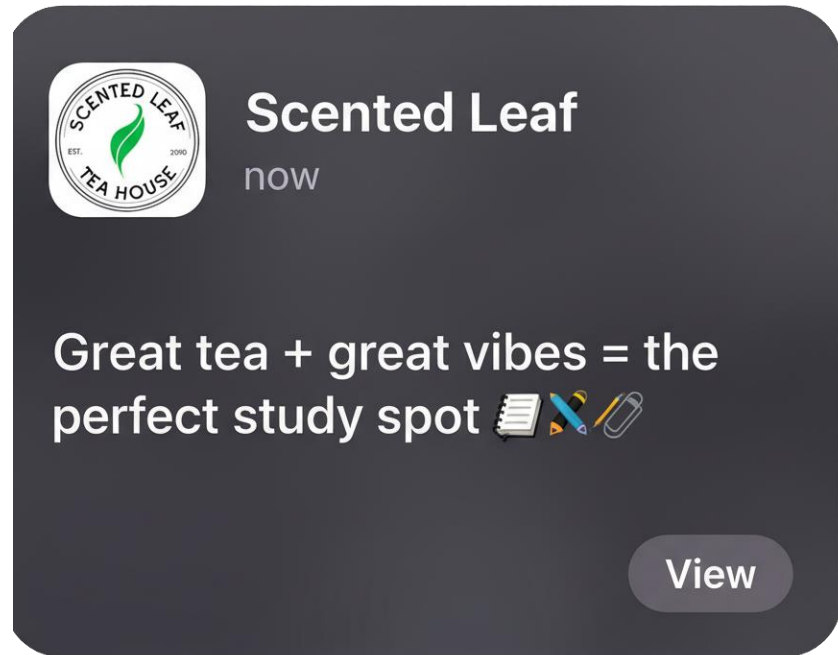
- App will allow for the creation of groups (with friends) and have an ongoing leaderboard for weekly tea consumption (voluntary)

"Straight A's. Straight Tea"

- Campaign that will encourage most frequent users (highly motivated college students) to spend additional study time at the physical location and reward with a free beverage



Location + Time Push Notifications Create Experiences That Feel Effortless to Customers



- Time data gathered from ordering history
- **When they're nearby:** one-tap “the usual” + a little perk
- **Smart nudge:** “You’re nearby at your usual time—want your go-to?”



Gamification, One-Click Payments, and Smart Curation Work Together to Drive Engagement and Loyalty



Coach Behavior:

- Purchasing-related challenges to earn "leaves" to be spent on exclusive merchandise and free tea

Respond to Desire:

- Buy with one click with stored credit card information, offering 2x "leaves" for digital presence

Curated Offering:

- Offer cold brew subscription packs based on previous order history



New and Improved Customer Journey

- **Study session (in-store)**
- **Trigger:** nudge from app at the usual time of day or when there's an open table, with offer to prepare the "usual" or order something else ahead of time in app
- **Pay + loyalty:** in app, which automatically tracks purchase for loyalty, no punch card to worry about losing
- **Arrive:** find seat/outlet; pick up order that's ready at the counter
- **Settle:** Wi-Fi; study ~60–120 min; maybe reorder
- **Leave:** tidy up; plan return; leave



How Data Will Be Used

- **Geo-fencing**

- By using location data from the application we will be able to see when customers are close to the store.
- By using this data we can suggest drinks for them or save their favorite drink.
- Using location data will also allow us to run local specials and allow customers to track local events.



Customer Profiles

- **Customer profiles**

- By using customer profiles in the application, it will allow a few things to happen.
- Using purchase data will allow us to see products that are selling and ones that are not.
- Allow the ability to track popular drinks to possibly run specials.
- Track favorites on a customer basis.
- Track points and allow for free drinks, tea, etc.



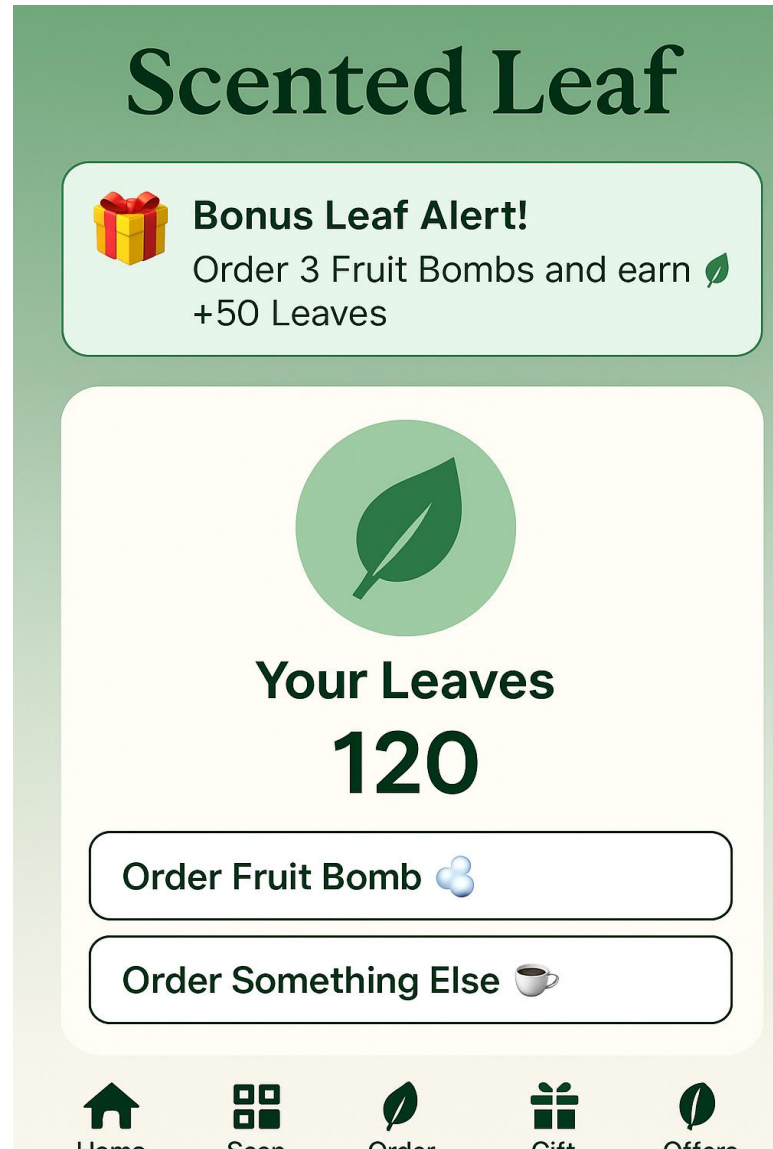
Points (“Leaves”)

- **Points**

- Using data from the application we can track customer points.
- Points can be redeemed for free drinks, tea, or any swag.
- By using points, we can also track when loyal customers and their buying habits.
- Can track surge times and plan workers accordingly.



Application Preview





By:

Alyssa Prichard

Dylan Provenzano

Garret Robinson

Mike Ryske

Shelley Shelton

Reviewing the Critical Enabler's Triangle

Data Analytics:

Capture transaction data via loyalty app → enables personalization



Goal: Seamless, data-driven connection between digital engagement and physical visits

Hypertargeting:

Focus on college students (core segment)

Connected Experience:

Coach behavior, respond to desire, curate offerings



Garret 2

Digital Acquisition Strategy: Acquiring Customers

- Focus is on students and young professionals in Tucson (18-30) with habitual study or café routines
- Using **Customer Lifetime Value (CLV)** to prioritize repeat buyers vs. occasional visitors
 - can use Teas per week * time in Tucson to calculate
- Digital acquisition goal: **convert in-store visitors into app users** and **expand digitally via referrals.**



Existing Zero Moment of Truth (ZMOT)

Best Tea in Tucson

best tea in tucson

All Shopping Forums Short videos Images Maps More Tools

Results for **Tucson, AZ** · Choose area

Places

Columbus Day might affect these hours

Seven Cups Fine Chinese Teas

4.9 ★★★★★ (359) · \$\$ · Tea house

2510 E Fort Lowell Rd · (520) 881-4072

Open · Closes 6 PM

"Their signature tea: Seven cups eight treasures is quite exceptional."



Website



Directions

Scented Leaf Tea House

4.8 ★★★★★ (437) · \$ · Tea house

943 E University Blvd #165 · (520) 624-2930

Open · Closes 8 PM

"Their House Black is AMAZING."



Website



Directions

Scented Leaf Tea House

5.0 ★★★★★ (25) · Tea house

2627 E Broadway Blvd · (520) 844-1468

Open · Closes 8 PM

"compared to most places who are charging an extra DOLLAR for oat milk!"



Website



Directions

vs.

Best Study Spots in Tucson

best study places in tucson

X Micro Camera Search

All Forums Short videos Images Maps Shopping More Tools

Open now Top rated Cheap Upscale Beer Good for kids Delivery Wine Recently opened

Results for **Tucson, AZ** · Choose area

Places

Columbus Day might affect these hours



Sonoran House

4.7 ★★★★★ (122) · \$1-10 · Coffee shop

1610 N Tucson Blvd

"The environment is so calming and it's my perfect remote work spot."



Presta Coffee Roasters

4.8 ★★★★★ (207) · \$1-10 · Coffee shop

501 E 9th St

"Tiny space but doesn't feel cramped."



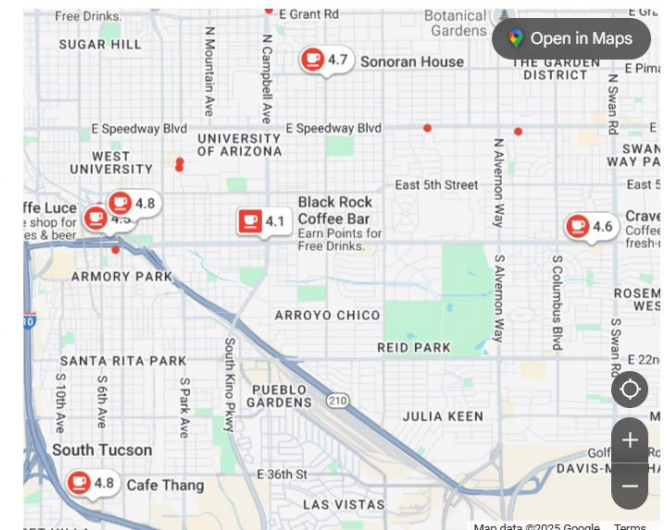
Cafe Thang

4.8 ★★★★★ (90) · \$1-10 · Coffee shop

2970 S 6th Ave

"I can definitely see this as a study spot for students."

More places →



Digital Acquisition Tactics

- **Big Seed Marketing**

- Launching a campaign through influencers and student ambassadors.
- Encourage sharing via leaderboards and referral rewards.

- **Influencer Amplification**

- Use "Tea Champions" who will be the student reps or influencers to share streaks or challenges.
- Use of TikTok or Instagram to spread the news and/or new "high score".



Digital Acquisition Tactics

- **Core Message**

- "Earn leaves. Sip Smarter."
 - This will reinforce behavioral coaching and data driven personalization.
 - Use of this message on social media will help to drive loyalty.

- **Tone and Call to Action**

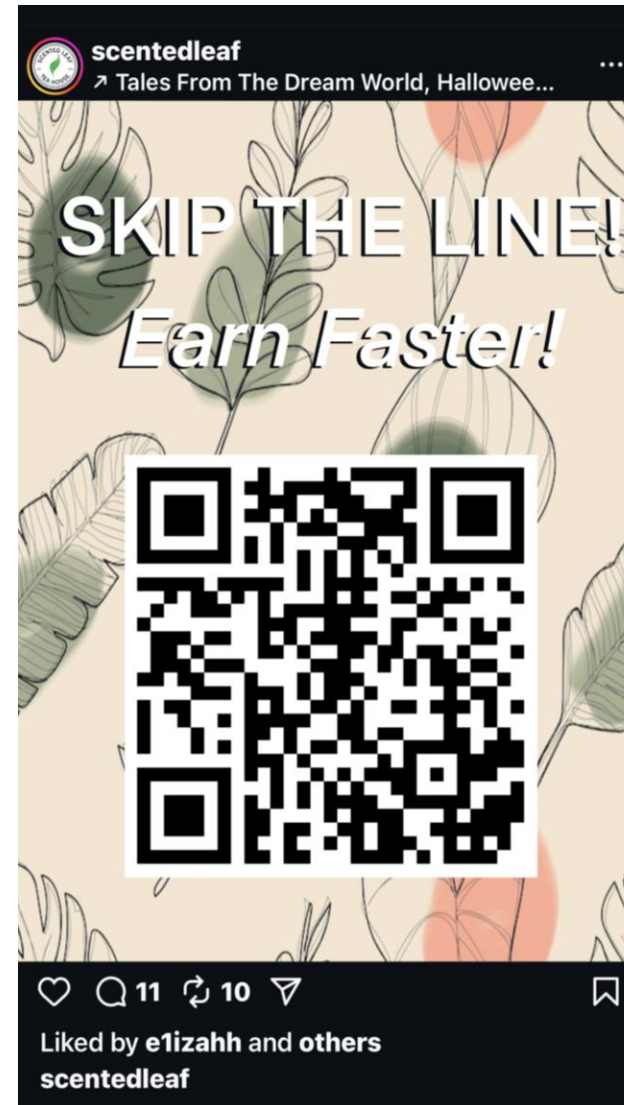
- Tone: will be smart, refreshing, and authentic.
- Peer-to-peer energy
- CTA: "Download. Join the leaderboard and get your next drink free."

- **Platforms**

- Instagram – reels will be for influencer or "hero" content. Most active among college age audience.
- TikTok - Ideal for short challenge trends. With different hashtags this has the most chance to have a viral reach
- Campus Digital Boards - QR codes that will lead to an instant app download.
- Email – Mostly for retention that will offer personalized offers for high-engagement users.



Prototype Campaign with Mockups



TIKTOK Campaign with Mockups



- “Tucson, skip the line.”
- “Download the Scented Leaf app.”
- “Order ahead, and your punches track automatically.”
- “Your first digital order comes with a free size-up.”
- “I grabbed mine and was studying in three minutes.”
- “Try it today at Scented Leaf.”

@tucsonfoodie

@kimmyeatstucson

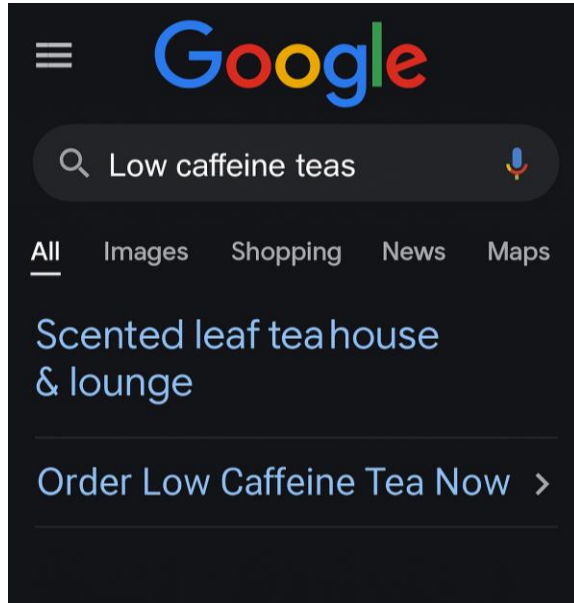
@happilypinkblog

@Baddiebenito



I Want to Know

Capture and convert *intent-driven moments* across the customer journey.



- What's a good focus tea?
- How much caffeine does black tea have?



I Want to Go

Capture and convert intent-driven moments across the customer journey.

Scented Leaf Tea House

4.8 ★★★★★ (437) · \$

Tea house · ♿ · 943 E University Blvd
#165

Funky teahouse with a loungey vibe

Closed · Opens 9AM Tue



👤 "... and exterior seating areas are both great for working/studying."

 Order online

Maps Search

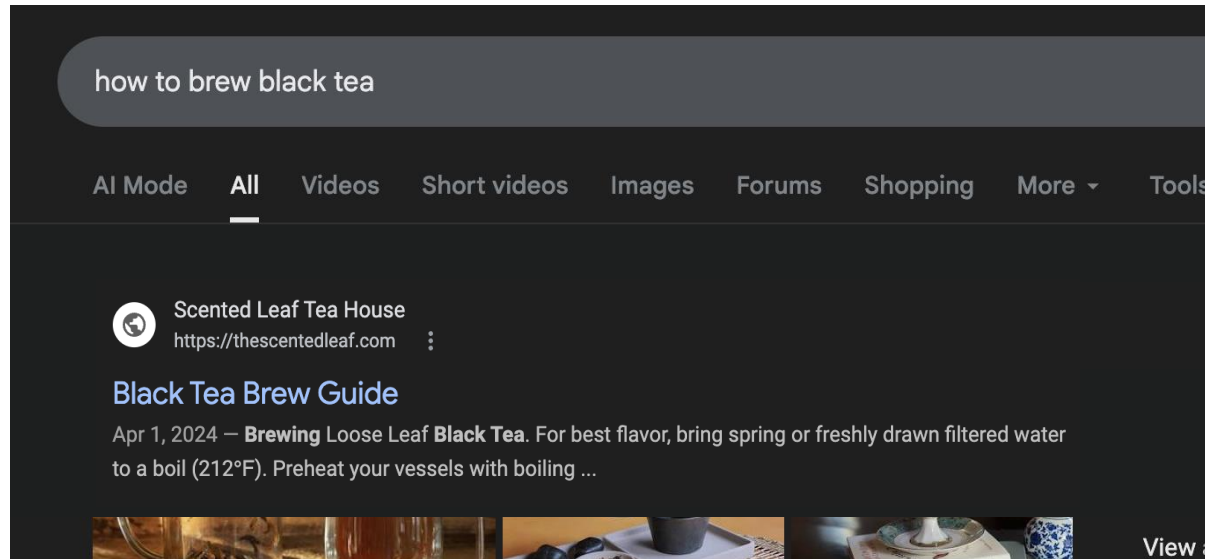
- "Study"
- "Starbucks"
- "Coffee"
- "Café"



Alyssa 10

I Want to Do

Capture and convert intent-driven moments across the customer journey.



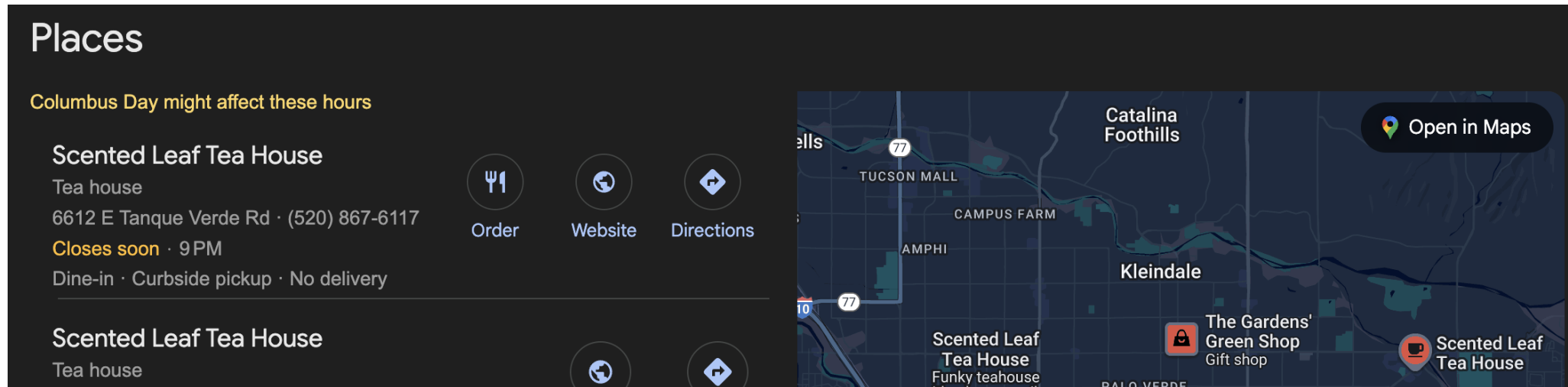
Source of Information for Customer:

- What temperature do I brew black tea at?
- How to make cold brew tea
- How to make a London Fog Latte



I Want to Buy

Capture and convert intent-driven moments across the customer journey.



- "Order Now" directly in search
- Recognition of device, "the usual" is one tap away



Evaluation / KPI

Metric	Description	Target
App Downloads	Digital campaign conversion	+30% in 8 weeks
Average Visits/User	Retention metric	+15%
Challenge Participation	Engagement health	500 users in first 4 weeks
Referral Rate	Amplification impact	2:1 referral-to-signup ratio



Conclusion

All these elements of our digital campaign come together to operationalize our connected strategy.

***From punch cards to personalized connections:
Scented Leaf is now brewing digital loyalty.***



Platform Strategy and Network Analysis



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Mike Ryske

Shelley Shelton

From Pipeline to Platform

- Traditional Café (Café Lucce): pipeline business
 - Source --> brew --> sell
- Platform App (the goal): enables interaction between students, tea providers, advertisers, and Scented Leaf
- Value grows based on Network Effects. Demand-side economies of scale result in an exponential increase in adoption potential



Direct Network Effects



Features Creating Direct Effects:

1. Review and Rating System
 - Stronger ties between users
2. Personalized Tea Recommendations
 - Based on order history data collected
3. In-app feed showcasing "tea of the day" and other student generated content



Indirect Network Effects

More users attract more complementors and more complementors attract more users (feedback loop)

Complementors that benefit from our app:

- Tea providers
- Advertisers targeting Gen Z
- Local Tucson Businesses (No Anchovies, Illegal Petes)
- Campus Organizations (ASUA, Greek Life, Think Tank)



Strength of Ties

Goal: Increase emotional and habitual dependence on Scented Leaf

How we strengthen ties:

- Review/recommendation engine (peer validation)
- Loyalty programs: bonus "leaves", streaks
- Community appeal: posts, clubs, campus events
- Highly personalized tea profiles that drive loyalty and switching costs



Clustering (Campus-Centric Advantage)

Scented Leaf's network is naturally clustered around the University of Arizona ecosystem.

Implications:

- Campus = dense, local population of like-minded people
- Highly correlated preferences (studying, caffeine habits, routines)
- Events & promotions can be tailored to micro-communities (Greek life, major-specific)
- Highly personalized tea profiles that drive loyalty and switching costs

Result: Clustering accelerates adoption because students influence each other heavily



Disintermediation

Risk: Students bypass our app and buy tea directly from Amazon

How we prevent disintermediation:

- Exclusive partnerships with tea suppliers
- App-only bundles and seasonal drops
- Integrated reward system that Amazon can't replicate
- Campus delivery and pickup
- Subscription model tailored to academic schedules ("Finals Box")

The platform provides more value than the product alone



Bridging

Connecting previously separate networks to expand value

Bridges Scented Leaf can build:

- Academic networks: free tea for a different major each week, tutor integration
- Creator/artist network: local musicians/art pop-ups monthly
- E-commerce network: expands consumption beyond Tucson



The Scented Leaf Improved Ecosystem

Students (Primary Users)

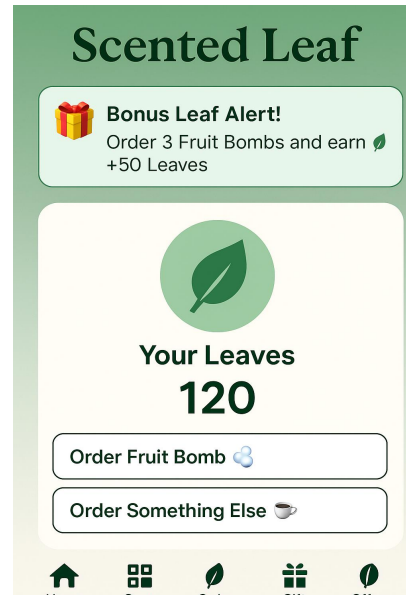
- Reviews, posts, recommendations
- Loyalty and tea "leaves"

Campus Organizations

- Clubs, fraternities/sororities
- "percentage days" to fundraise

E-Commerce & Delivery Partners

- Extend platform outside Tucson brick and mortar
- Subscription boxes



Tea Providers

- Sell specialty blends (Ex: Fruit Bomb)
- Pay Scented Leaf % of each sale

Advertisers Targeting Students

- Meal kits, student housing
- Gyms & wellness brands
- Local restaurants
- Concerts & events

Creators & Influencers

- Social content

Local Tucson Businesses

- Partner drops, shared events
- Co-branded drinks (ex: Illegal Pete's could do a prickly pear tea to pay homage to their prickly pear margarita)



Solving the "Cold Start" Problem

1. Start with core feature : reviews and personalized rec engine
2. Incentivize Students: "leaves" + other rewards
3. Bring in providers with that can meet student demand
4. Enable advertisers once scale builds
5. Ensure app is free to encourage downloads



Why This Platform Wins

- Direct Network Effects = stronger with reviews & personalization
- Indirect Network Effects = advertisers and providers become part of ecosystem
- Ecosystem approach means that Scented Leaf is scalable beyond Tucson
 - Therefore, students become lifelong customers even after graduation



Why This Platform Wins

Scented Leaf becomes more than a tea shop. It becomes a platform, a community, and an ecosystem.

