Good Student

Assignment #2

WRTG 393: Advanced Technical Writing

UMGC

How to Place a Print Order at The UPS Store #6947

Global shipping giant UPS, also known as "Big Brown," entered the retail space in 2001 with the purchase of Mail Boxes Etc. Today, there are 5,290 UPS Stores in the United States ("Number," 2022). These locally owned franchises are a one-stop bonanza for all things mailing, packing, shipping, shredding, notarizing, fingerprinting, faxing, scanning, and printing.

Convenience, speed, and expertise are a UPS Store's primary selling points. Located in shopping centers and malls, the UPS Stores tout personnel who are "expert" packers and printers. All the websites of the U.S. stores are templated the same for the national brand. However, because the stores are individually owned and operated, the quality of service at the point-of-sale will vary.

1. From your preferred web browser, access the secure site https://locations.theupsstore.com/ga/pooler/101-blue-moon-crossing
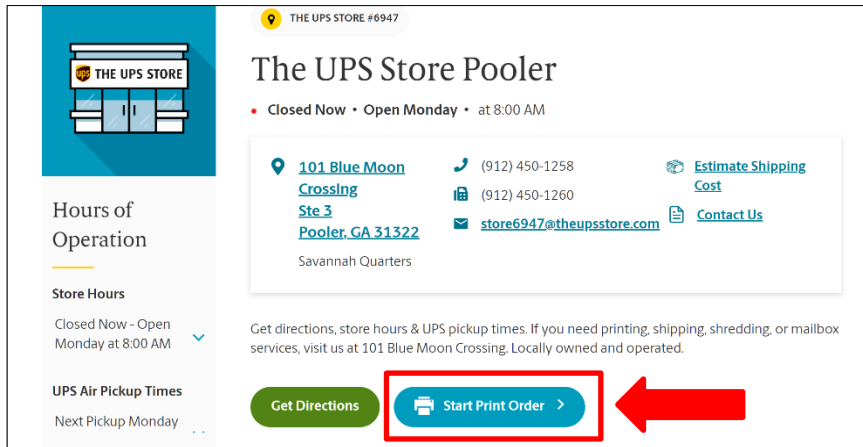
Figure 1

Home Page of UPS Store #6947
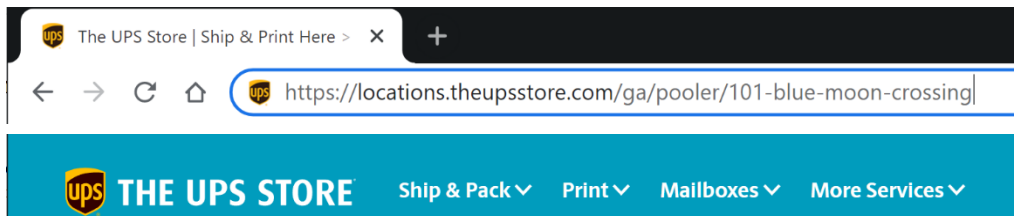
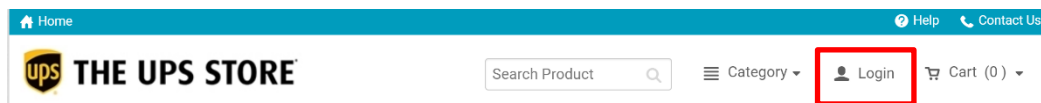2. Select **START PRINT ORDER** from the bottom option.

Figure 2

Start Print Order button

3. If you would like to login to an existing account or create an account to make future ordering easier, select **LOGIN** in the upper right corner of the home page. **If not, please go to step #5.**
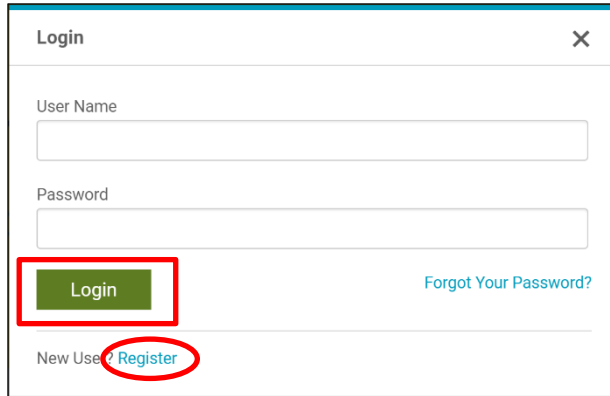
Figure 3

Option to Login or Create an Account

4. **LOGIN** to your existing account or select **REGISTER** to create a new account.

> **Figure 4**
>
> *Login to an existing account. Or create a new account.*
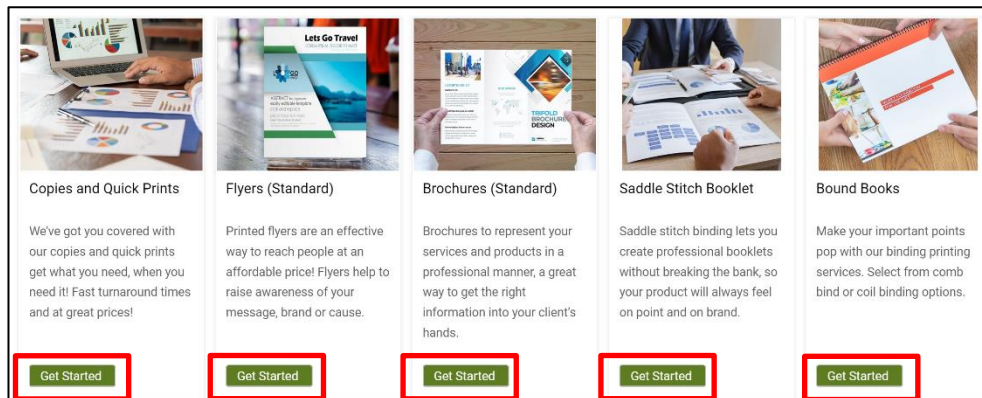
5. Choose the type of document to be printed and **SELECT** the green "Get Started" button below your selection.
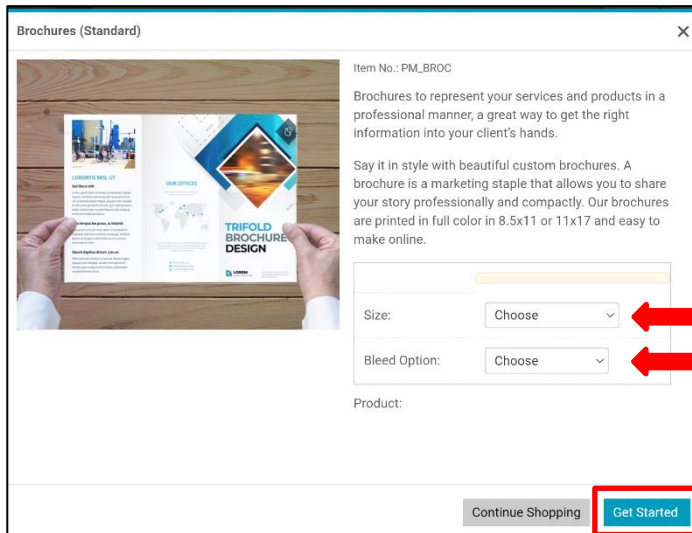
> **Figure 5**
>
> *Available Print Products*

6. **CHOOSE** a size and bleed option from the dropdown menus, then click **GET STARTED**.
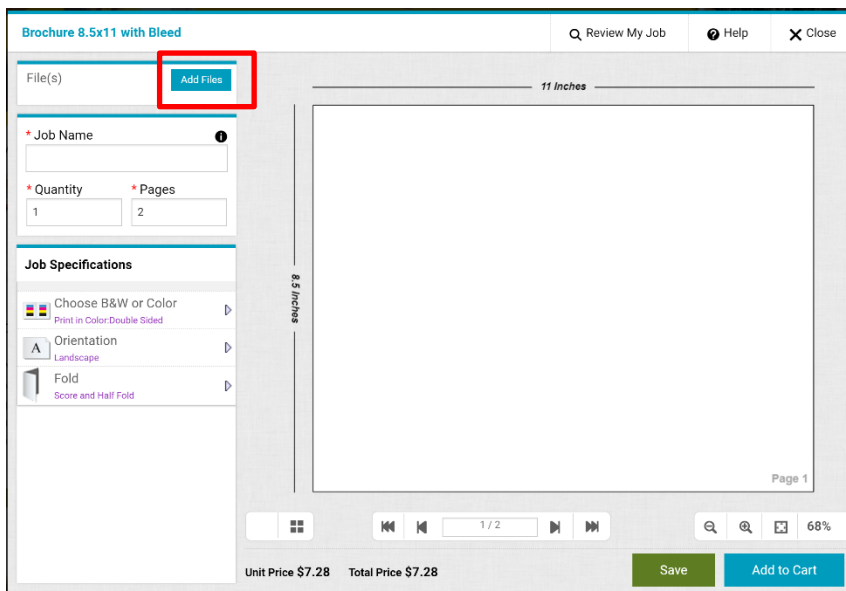
Figure 6

Size and Bleed Options

7. **UPLOAD** file to be printed. For a list of acceptable file formats, click on "Supported File Formats."

Figure 7

Add file to be printed.

8. **PROVIDE** job name, quantity to be printed, and number of pages in the file to be printed.

Figure 8

Job Name, Quantity to be Printed, Number of Pages in File

9. Use the twirl-down menus to **SELECT** three specifications for B&W or color, orientation, and fold.

Figure 9

Specifications for Color, Orientation, and Fold

10. If printing on both sides in color, **CHOOSE** either Double Sided or Double Sided (Tumble). With Tumble, each page is upside-down in comparison to the front. **If not printing in color, skip this step.**
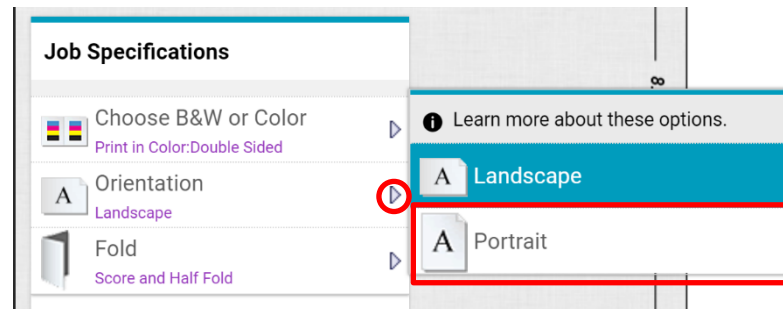
Figure 10

Double-sided normal or tumble.
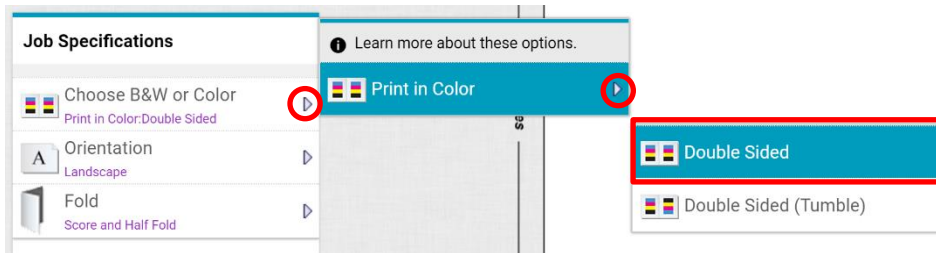
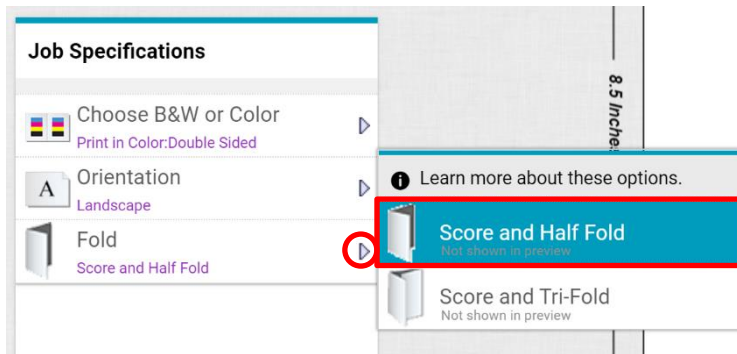11. **CHOOSE** either Landscape or Portrait orientation.

Figure 11

Page orientation

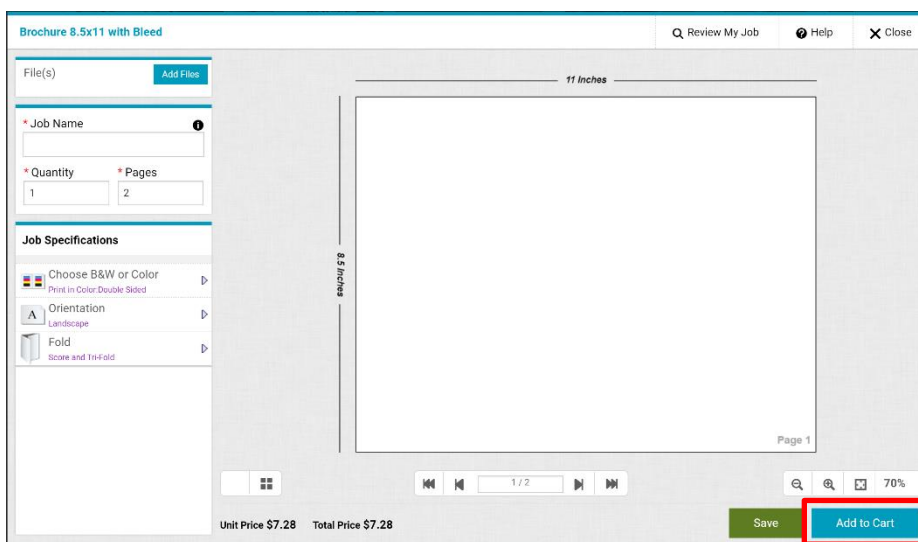12. **CHOOSE** either to half-fold or tri-fold the document

Figure 12

Half-fold or tri-fold

13. When finished entering job specifications, CLICK on "Add to Cart" to begin the check-out process.
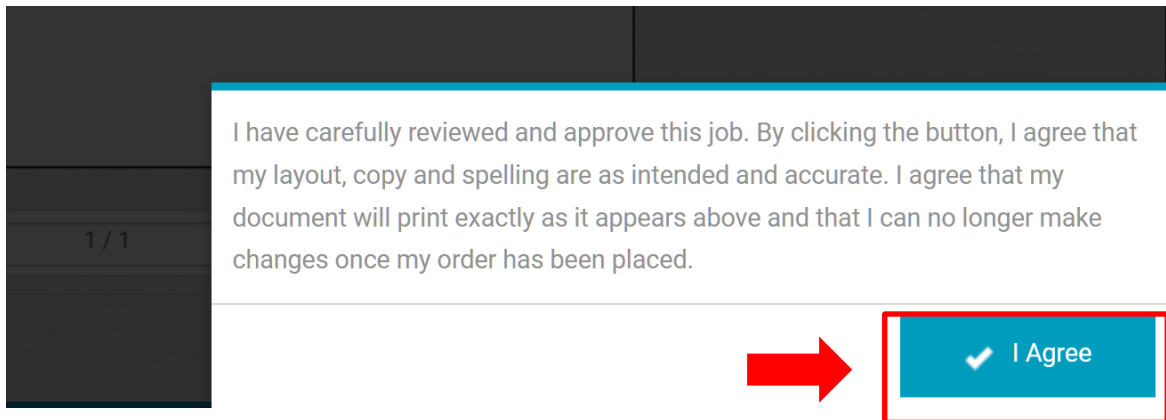
Figure 13

Add to Cart

14. After clicking Add to Cart, a pop-up window will ask you to **AGREE** that you cannot request any changes to the document prior to printing. **You must select "I Agree" to continue with your order.**
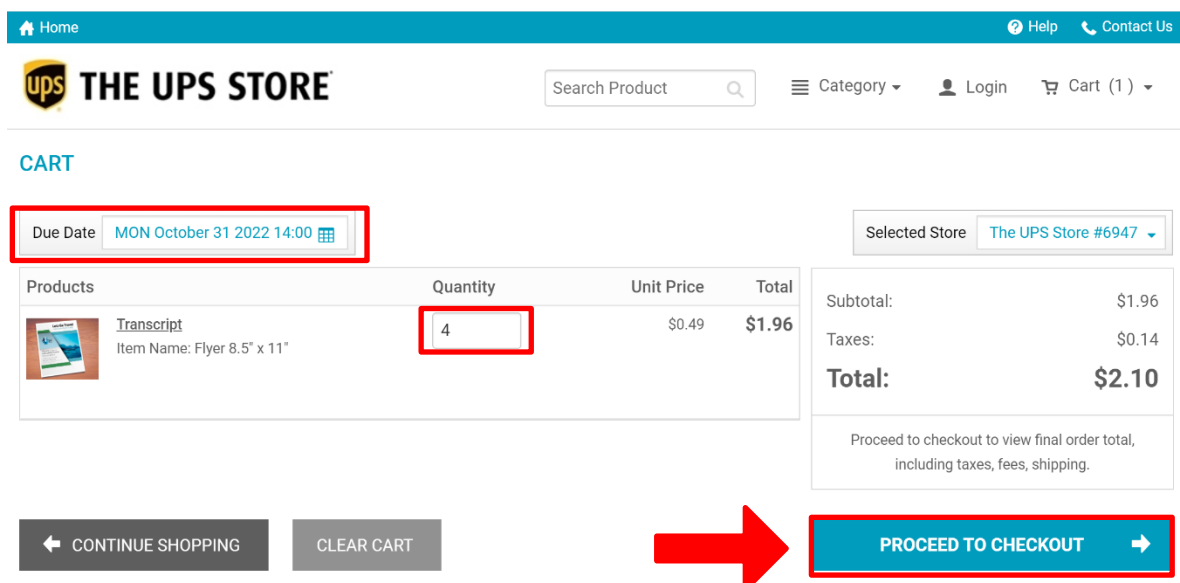
Figure 14

Print Agreement

15. In your shopping cart, **REVIEW** your order and make any necessary changes to the **Due Date** and **Quantity** before proceeding to **Checkout.**

Figure 15

Shopping Cart

16. To begin the checkout process you have three options: **LOGIN** to an existing account, **REGISTER** a new account, or check out as a **GUEST** (without an account).

Figure 16

Login to an existing account, register a new account, or checkout as a guest. To checkout as a guest, provide your email address and enter the captcha code before clicking Continue.

17. In your shopping cart, **CONFIRM** the delivery Due Date, Quantity, Store ID, and final Total before selecting Proceed to Checkout.

Figure 17

Confirm details of order in shopping cart before proceeding.

18. **CONFIRM** delivery method and **PROCEED** to the payment process. There is also the option to save this delivery method for future orders.

Figure 18

Delivery method.

19. **PROVIDE** your credit card information and shipping address, enter a valid promo code if you have one. Then **PLACE** your order. **NOTE**: Customers without a valid credit card cannot use the online print order form, but instead must place their order in-person at the store.

Figure 19

Enter payment information

Accommodation of Three Personas:

In the introduction, I provided details on how long these stores have been in existence and how many of them are there. This information is intended to make the stores seem familiar to Kathy and Brittany, both of whom are familiar with visiting stores in malls and shopping centers. I also assure Kathy and Brittany, both of whom are experts in their fields, that the UPS personnel are considered "experts" when it comes to packing and shipping.

Step 1 makes it clear that any web browser will do. This will help Reggie, who has not placed any online orders before, to feel more confident in the process. I mention that this UPS store is a "secure" site to reassure web-savvy Brittany and Kathy.

In Step 3, I emphasize that it is not necessary to create an account, but that ordering can be done as a Guest. This is important for a youngster like Reggie, who is not old enough to have credit-card accounts. However, the ability to create an account would be of interest to Kathy, who potentially will need more printing services in the future.

Step 10 makes a distinction between printing in B&W, color, or color with tumbling. These options come with different price points to accommodate the different budgets of a youngster, business owner and homemaker.

UPS printing is especially concerned that customers cannot make any changes to the document to be printed once that document has been submitted. While Brittany as a professional artist understands this important fact, Kathy, a homemaker, and Reggie, a minor, might not and thus would benefit from this extra warning in Step 14.

Step 16 provides multiple options regarding creating an account or checking out as a guest. Reggie, a minor, needs a non-account option, while Brittany and Kathy might have future printing needs.

The UPS Store allows only for credit card payment for online orders. That is why I added a note to the instructions for Step 19 that paying without a credit card means going to the store to pay in cash. The cash option would be valuable for Reggie or Kathy, who as a homemaker with children is cautious about credit card fraud.