

Good Student

Assignment #2

WRITG 393: Advanced Technical Writing

UMGC

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

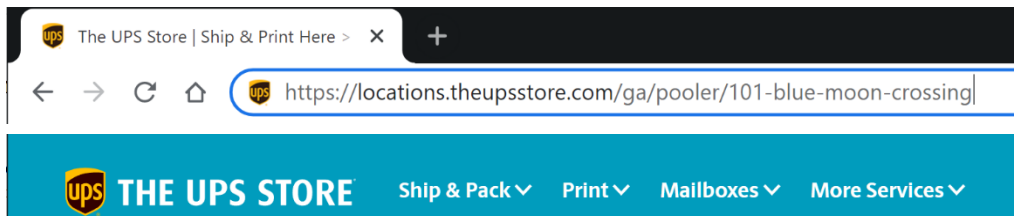
Global shipping giant UPS, also known as “Big Brown,” entered the retail space in 2001 with the purchase of Mail Boxes Etc. Today, there are 5,290 UPS Stores in the United States (“Number,” 2022). These locally owned franchises are a one-stop bonanza for all things mailing, packing, shipping, shredding,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

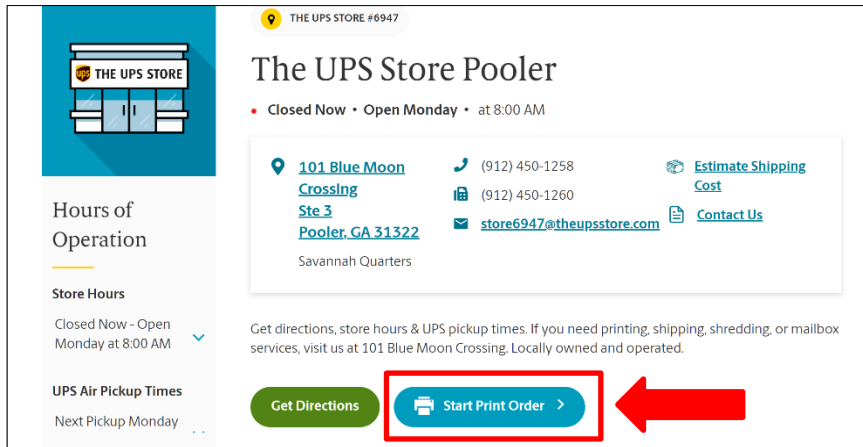
*Home Page of UPS Store #6947*



2. Select **START PRINT ORDER** from the bottom option.

**Figure 2**

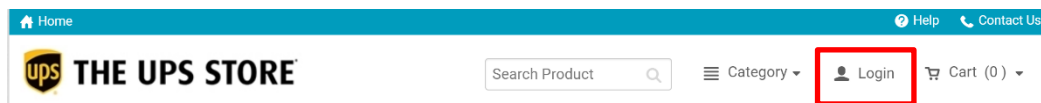
*Start Print Order button*



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**

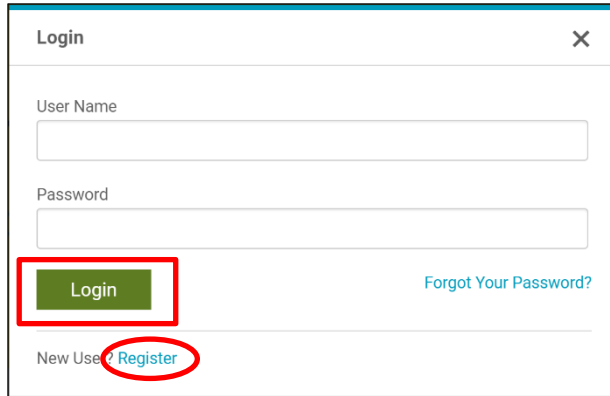
*Option to Login or Create an Account*



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.*

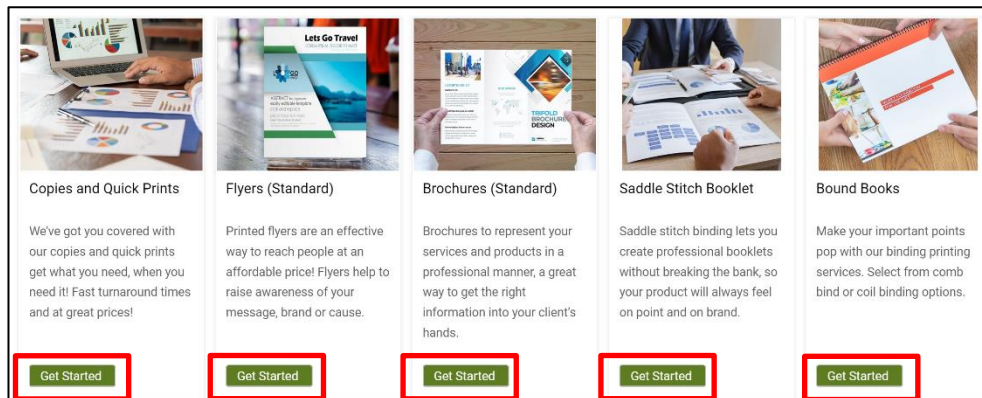


The screenshot shows a 'Login' form with a title bar containing 'Login' and a close button 'X'. Below the title bar are two input fields: 'User Name' and 'Password'. At the bottom left, there is a green 'Login' button highlighted with a red rectangle. To its right is a blue link 'Forgot Your Password?'. At the bottom left, there is a link 'New User?' followed by a blue 'Register' link, which is also highlighted with a red circle.

5. Choose the type of document to be printed and **SELECT** the green “Get Started” button below your selection.

**Figure 5**

*Available Print Products*



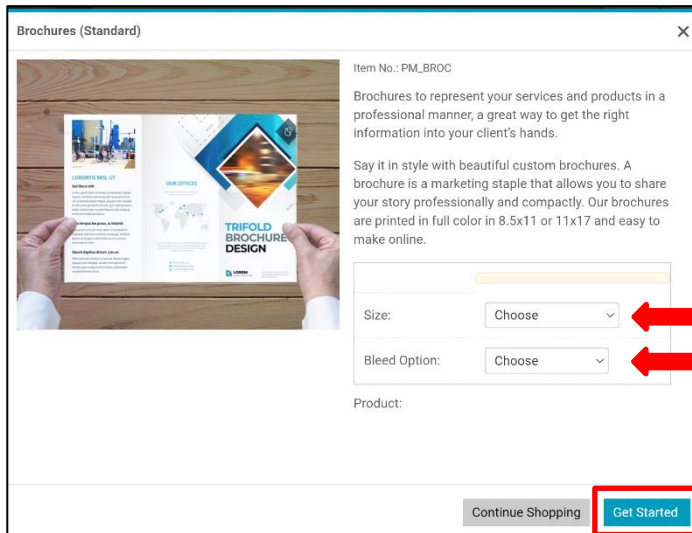
The screenshot displays five product categories in a grid. Each category has a representative image, a title, a short description, and a green 'Get Started' button highlighted with a red rectangle.

Product Category	Description
Copies and Quick Prints	We've got you covered with our copies and quick prints get what you need, when you need it! Fast turnaround times and at great prices!
Flyers (Standard)	Printed flyers are an effective way to reach people at an affordable price! Flyers help to raise awareness of your message, brand or cause.
Brochures (Standard)	Brochures to represent your services and products in a professional manner, a great way to get the right information into your client's hands.
Saddle Stitch Booklet	Saddle stitch binding lets you create professional booklets without breaking the bank, so your product will always feel on point and on brand.
Bound Books	Make your important points pop with our binding printing services. Select from comb bind or coil binding options.

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

**Figure 6**

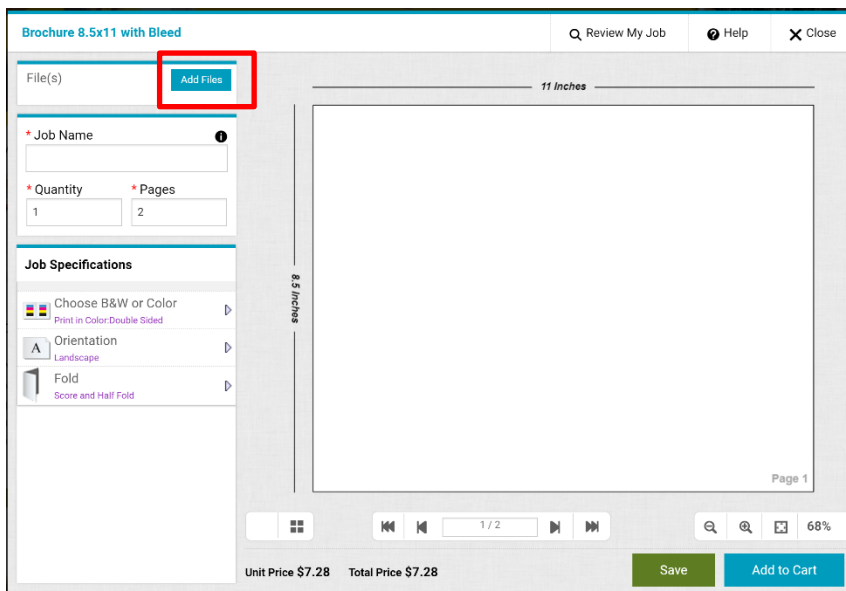
*Size and Bleed Options*



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*

Brochure 8.5x11 with Bleed

Review My Job Help Close

File(s) Add Files

\* Job Name

\* Quantity 1 \* Pages 2

11 Inches

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*

Job Specifications

Choose B&W or Color  
Print in Color: Double Sided

Orientation  
Landscape

Fold  
Score and Half Fold

8.5 In

Page 1

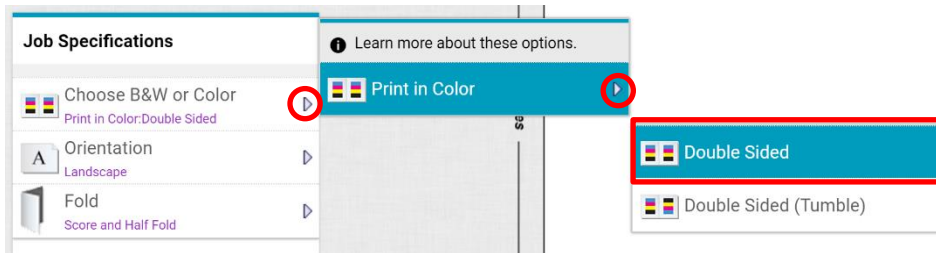
1 / 2 68%

Unit Price \$7.28 Total Price \$7.28 Save Add to Cart

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**

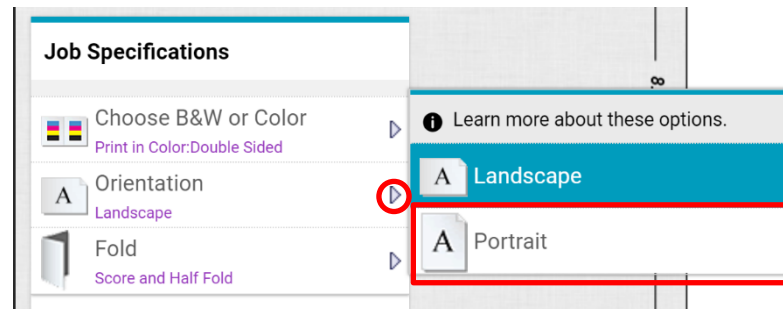
*Double-sided normal or tumble.*



11. **CHOOSE** either Landscape or Portrait orientation.

**Figure 11**

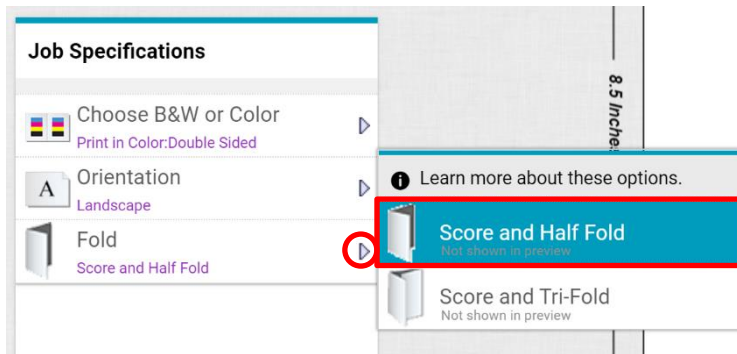
*Page orientation*



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

**Figure 12**

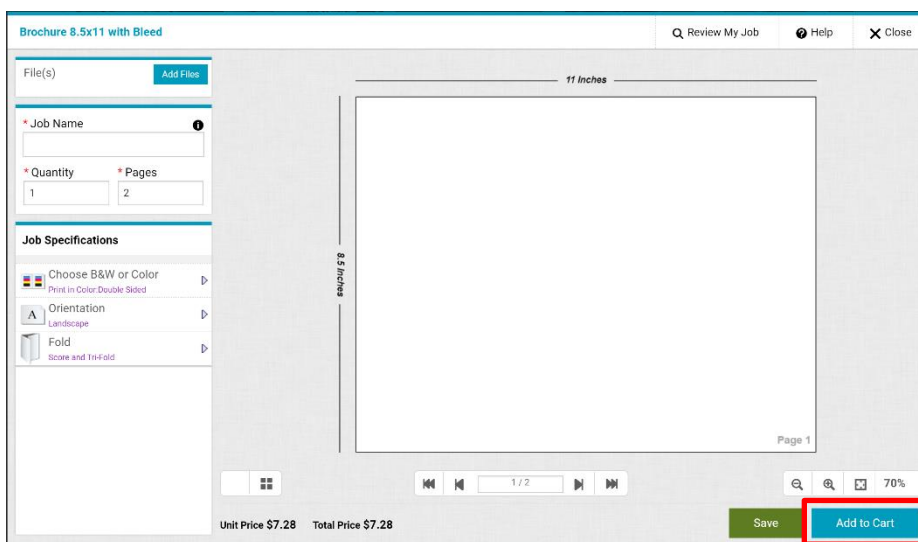
*Half-fold or tri-fold*



13. When finished entering job specifications, **CLICK** on “Add to Cart” to begin the check-out process.

**Figure 13**

*Add to Cart*

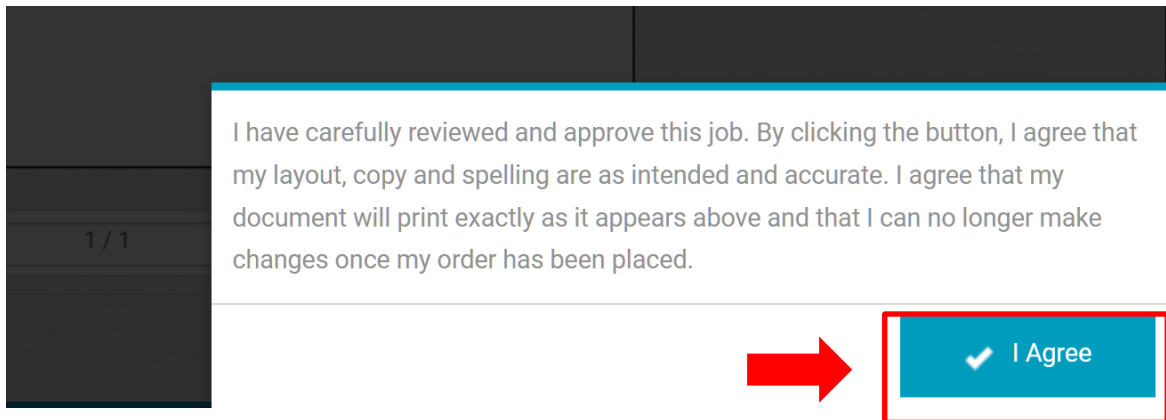




14. After clicking Add to Cart, a pop-up window will ask you to **AGREE** that you cannot request any changes to the document prior to printing. **You must select "I Agree" to continue with your order.**

**Figure 14**

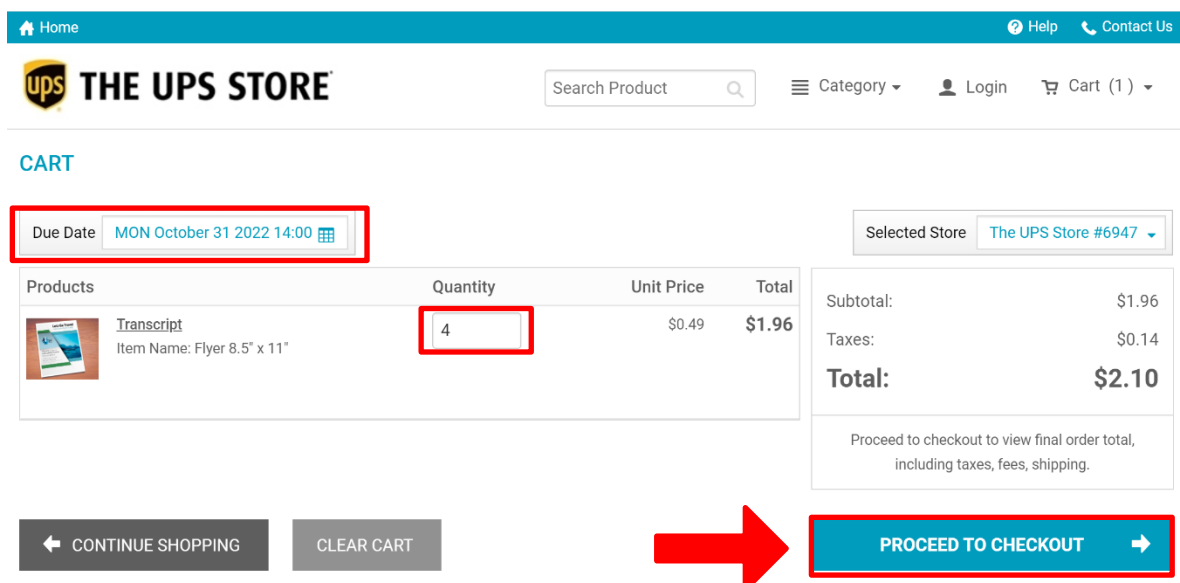
*Print Agreement*



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.*

The screenshot shows a 'Login' modal window with three options: 'Option 1: Login to your account', 'Option 2: Checkout as Guest', and 'Option 3: Register'. The 'Login to your account' and 'Checkout as Guest' buttons are highlighted with a red box. Below these is an 'E-Mail' field containing 'comptaylor@gmail.com' and a captcha field with the code '79TVJ'. A red arrow points from the 'Checkout as Guest' button to the captcha field. Below the captcha is a green 'Continue' button with a red arrow pointing to it. At the bottom, the 'Register' link is circled in red.


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.*

The screenshot shows a shopping cart with the following details:

- Due Date:** SAT November 5 2022 10:00 (indicated by a red arrow)
- Selected Store:** The UPS Store #6947 (indicated by a red arrow)
- Products:**

Products	Quantity	Unit Price	Total
 CV Item Name: Flyer 8.5" x 11"	1 (indicated by a red arrow)	\$0.98	\$0.98
- Summary:**
  - Subtotal: \$0.98
  - Taxes: \$0.07
  - Total: \$1.05**
- Buttons:** CONTINUE SHOPPING, CLEAR CART, and PROCEED TO CHECKOUT (indicated by a red arrow)

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.*

The screenshot shows the UPS Store checkout process. At the top, the UPS logo and 'THE UPS STORE' are visible, along with a 'Guest User' dropdown. A progress bar at the top indicates three steps: 1. Shipping, 2. Payment, and 3. Finish. The current step is 'Shipping', with the heading 'Select a shipping address & shipping options'. Below this, there are two main sections: 'DELIVERY METHOD 1' and 'Products'. The 'DELIVERY METHOD 1' section has a red arrow pointing to the 'Customer Pick-Up' option. Below the delivery method, there is an 'ADDRESS' section with details for 'Guest User' at '101 BLUE MOON CROSSING STE 3 POOLER United States GA - Georgia - 31322 (912)450-1258 comptaylor@gmail.com'. To the right of the address is the 'Hours Of Operation' for the store. Below the address and hours are 'Save' and 'Cancel' buttons. The 'Products' section shows a table with one item: 'Flyer 8.5" x 11"'. Below the table is a summary of costs: Subtotal: \$0.98, Shipping: \$0.00, Taxes: \$0.07, and Total: \$1.05. At the bottom of the page, there are two buttons: 'CONTINUE SHOPPING' with a left arrow and 'PROCEED TO PAYMENT' with a right arrow. A red arrow points from the 'PROCEED TO PAYMENT' button back to the 'DELIVERY METHOD 1' section.

**ups THE UPS STORE** Guest User

1 Shipping 2 Payment 3 Finish

Select a shipping address & shipping options

**DELIVERY METHOD 1**

Please select a shipment type.

- Customer Pick-Up

**ADDRESS**

Guest User  
101 BLUE MOON CROSSING  
STE 3  
POOLER  
United States  
GA - Georgia - 31322 (912)450-1258 comptaylor@gmail.com

**Hours Of Operation**

Sun : Closed  
Mon-Fri : 8:00 AM-6:30 PM  
Sat : 9:00 AM-3:00 PM

Save Cancel

**Products**

cv

Item Name: Flyer 8.5" x 11"

Qty	Unit Price	Total
1	\$0.98	\$0.98

Subtotal: \$0.98  
Shipping: \$0.00  
Taxes: \$0.07  
**Total: \$1.05**

← CONTINUE SHOPPING PROCEED TO PAYMENT →

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*

How would you like to pay?

**PAYMENT METHOD**  
Please select a payment type.

Credit Card

**CREDIT CARD**  
Secure Credit Card Payment

\* Card Type  
 

\* Card Number

\* Expiration Date

\* CVV Number

Billing Address

\* First Name:

\* Last Name:

\* Address Line 1:

Address Line 2:

Address Line 3:

\* City:

\* State/Province/Region:

\* Zip/Postal Code:

\* Country:

\* Phone Number 1:

**Products**

cv

Item Name: Flyer 8.5" x 11"

Qty	Unit Price	Total
1	\$0.98	\$0.98


Subtotal: \$0.98

Shipping: \$0.00

Taxes: \$0.07

**Total: \$1.05**

Apply a Promo Code



**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.