Digital Blueprint

Prepared for **Maple & Main Floral Co.**

Prepared by Unbreakable Digital — the digital transformation practice of Unbreakable Media, LLC

October 3, 2026 · Version 1

Confidential — prepared for the leadership of Maple & Main Floral Co.

Executive Summary

Maple & Main Floral Co. has a thriving storefront and a wedding season that books itself — held together by paper order pads, a shared phone, and Priya's memory. The friction isn't demand; it's that every order, change, and delivery confirmation moves by hand. This Blueprint lays out three practical changes over ninety days: online ordering for everyday arrangements, a single order board the whole team works from, and automatic delivery confirmations. All three use affordable, proven tools — and none require new staff.

Organization Context

Maple & Main Floral Co. is a two-person-founded neighborhood florist with a retail shop and a fast-growing wedding and events arm. The team of seven handles walk-ins, daily deliveries, and roughly two events a weekend in season.

What We Heard

The same story surfaced from everyone we spoke with: Saturday mornings drown in phone calls, order changes live on sticky notes, and brides email three times to confirm details because nobody can see the latest version. The team isn't resistant to change — they're tired of systems that only work when Priya is in the room.

Key Findings

The phone is the single point of failure: intake, changes, and confirmations all depend on it. Order information is rewritten an average of three times per order. And the highest-value work — weddings — has no standard intake, so scoping happens over weeks of email.

Current-State Observations

Today an order travels from phone call to paper pad to the design bench chalkboard to the register. Wedding inquiries arrive by email and are scoped across long threads. Delivery confirmations happen when someone remembers to call.

Where Digital Friction Exists

Three friction areas account for most of the lost time and nearly all of the customer anxiety we heard about.

1. Every order is rewritten three times

WORKFLOW · HIGH SEVERITY

Phone call → paper pad → chalkboard → register. The same arrangement is written down by three people.

Business impact

About five staff-hours a week of duplicated work, and misread handwriting causes several remade arrangements a month.

2. Customers call to confirm everything

CUSTOMER EXPERIENCE · HIGH SEVERITY

No order or delivery confirmation exists, so customers — especially anxious wedding clients — call to check.

Business impact

Prime morning hours go to reassurance calls; reviews mention communication more than flowers.

3. Wedding intake has no structure

CUSTOMER EXPERIENCE · MEDIUM SEVERITY

Wedding inquiries arrive as open-ended emails and take weeks of back-and-forth to scope.

Business impact

The highest-value work is the slowest to close; two inquiries went cold this spring.

Recommended Future State

Customers order everyday arrangements online and get a confirmation without calling. The team works from one live order board. Wedding inquiries start from a structured form that collects date, venue, palette, and budget before the first conversation.

Recommendations

Three recommendations follow, ordered by impact relative to effort. Each names the service under which Unbreakable Digital would deliver it.

1. Automatic order and delivery confirmations

Addresses: Customers call to confirm everything

HIGH PRIORITY · HIGH IMPACT · LOW EFFORT · FIRST 30 DAYS · DIGITAL TRANSFORMATION

What happens today

Handled manually today.

What isn't working

Slow and dependent on specific people.

Why it's happening

Tools were never connected to how orders actually flow.

What should exist instead

Information entered once, visible to everyone who needs it.

Recommended action

Turn on confirmations in the point-of-sale system: order received, out for delivery, delivered.

Expected benefit

Removes most reassurance calls within days; wedding clients stop emailing to check.

2. One live order board for the whole team

Addresses: Every order is rewritten three times

HIGH PRIORITY · HIGH IMPACT · MEDIUM EFFORT · DAYS 31–60 · DIGITAL TRANSFORMATION

What happens today

Handled manually today.

What isn't working

Slow and dependent on specific people.

Why it's happening

Tools were never connected to how orders actually flow.

What should exist instead

Information entered once, visible to everyone who needs it.

Recommended action

Move all orders — phone, walk-in, online — into a single digital order board the bench and register both read from.

Expected benefit

Ends the three-handwritten-copies problem and the remakes that come with it.

3. Online ordering + structured wedding intake

Addresses: Wedding intake has no structure

HIGH PRIORITY · HIGH IMPACT · MEDIUM EFFORT · DAYS 61–90 · DIGITAL LAUNCH

What happens today

Handled manually today.

What isn't working

Slow and dependent on specific people.

Why it's happening

Tools were never connected to how orders actually flow.

What should exist instead

Information entered once, visible to everyone who needs it.

Recommended action

Add online ordering for the twelve core arrangements, and a wedding inquiry form that collects date, venue, palette, and budget range.

Expected benefit

After-hours orders arrive ready-made; wedding scoping starts from facts instead of a blank email.

Impact vs. Effort Priorities

The matrix shows one clear quick win — delivery confirmations — that can be live within days, and two larger pieces sequenced after it.

	LOW EFFORT	MEDIUM EFFORT	HIGH EFFORT
HIGH IMPACT	• Automatic order and delivery confirmations	• One live order board for the whole team • Online ordering + structured wedding intake	
MEDIUM IMPACT			
LOW IMPACT			

Quick Wins — high impact, low effort: do first. **Strategic Projects** — high impact, higher effort: plan deliberately. **Lower-Priority Improvements** — lower impact, low effort: fill-ins. **High-Effort / Lower-Impact** — question before committing.

30 / 60 / 90-Day Roadmap

The first thirty days relieve the phones. Days 31–60 put ordering online where customers already expect it. Days 61–90 bring the wedding pipeline into a single structured flow before the next booking season opens.

FIRST 30 DAYS

1. Automatic order and delivery confirmations

DAYS 31–60

1. One live order board for the whole team

DAYS 61–90

1. Online ordering + structured wedding intake

Recommended Next Steps

Maple & Main can start this week: confirm the twelve everyday arrangements for online ordering and photograph them in natural light. Unbreakable Digital can deliver the order board and confirmations in the first phase and the online shop in the second.

How Unbreakable Digital Can Help

This plan maps to two services: Digital Launch for the online ordering and wedding intake, and Digital Transformation for the order board and confirmations. Each phase stands on its own.

Relevant services for this engagement: **Digital Transformation, Digital Launch**

This Blueprint reflects the organization's operations as described during discovery and assessment. Unbreakable Digital · unbreakabledigital.com · A practice of Unbreakable Media, LLC