DESIGN PROCESS

Defining the project

To redesign the website for Half & Half Tea Express. It is a boba shop that sells tas and snacks. Their website is used to show the locations, about the store, and the menu. Their competitors are other boba shops for example, 7 Leaves, Tastea, and Sharetea. All of their websites are up to date and easy navigable. On the other hand, half & half's website is out-dated and needs a redesign.

Understanding your audience

The primary audience is the consumers of the boba shop. It ranges from kids to adults. The most popular age group is probably high school and college students. This age group is internet and tech savvy - which means the companies website should be up to date and look good. Website should also be responsive and be mobile-friendly.

Developing Site Structure

Needs to have the following pages: 1. Home - has pictures of drinks to advertise, 2. Menu - consists of all of their drinks that are separated into categories, 3. About - What boba is and the history of the store and why they named it that way, 4. Locations - displays all of the locations so people can easily find the store.

Visual Design

My goal of this site is to redesign it to be more current and up to date. It should have high quality images and good typography. It should make people want to go to the store and buy their products. I want to also redesign their logo to be used online - on their social media pages - and to be printed on the cups.

USER INTERVIEW

Joseph Bui

16 / High School Student

Joseph is a high school student. He says that he is the coolest person ever. He is very tech savvy and uses his technology every day. He enjoys boba when he has the money. His favorite boba places is 7Leaves, Banh Mi Che Cali and Class302, sometimes.

He has visited a boba shops website before. He expects the locations, menu, address, hours, testimonials, reviews, mission statements, and their team to be on their website. He would click their location and hours first and then their menu after.

Social Media

Mobile Apps

Internet / Websites

Average Monthly Boba Purchase

0   30

Caitlin Nguyen

21 / College Student

Caitlin is a full time student at UC Irvine. She is tech savvy and uses her phone and laptop every day. Her favorite boba places are 7Leaves, Half & Half, and Tastea. Caitlin drinks boba every day.

She has never visited the half & half website before. She expects the menu, hours, address, locations, FAQ, mission statement to be on their website. She would visit their menu first on their website. She wants to see their full menu on their website that shows all their drinks and snacks.

Social Media

Mobile Apps

Internet / Websites

Average Monthly Boba Purchase

0   30

John Jane

57 / Locksmith

John has been a locksmith for 27 years. He is not very tech savvy and has a Nokia. He does not know what boba is but is aware of what tapioca is. He drinks boba once every few weeks. He loves hot tea.

He has never visited a boba shop's website before. He wants coupons and discounts on their website and would visit that first. He would also want their menu and about the shop and their history and how it was founded and who is the founder.

Social Media

Mobile Apps

Internet / Websites

Average Monthly Boba Purchase

0   30

LOGO

Color is unattractive

Logo is confusing and outdated

Should be incorporated into the logo and not a separate logo

Unnecessary to be in logo

LOGO BREAKDOWN

History of Their Name and Logo

Half and Half combines the best elements from different cultures, eastern and western, to create a new and fusion gourmet drink experience. The logo is made up of three Chinese words, "ban, ban, tong," that represent human characters drawn by creative Chinese calligraphy. A man with a spoon, a women and a pair of chopsticks, a laughing and jumping child with a knife and fork (from left to right). Together these characters represent the mission of Half & Half, to create and offer the best possible drink experience to every man, woman, and child from any background and any culture.

Problems I Have With Their Logo

The Half & Half chain has different names for locations that serve different things. For example, Half & Half Tea Express serves drinks and only some snacks and Half & Half Good Old Time serves a lot of food dishes and drinks. The chain has 4 different names and also, 4 different logos. Another problem is that the chain's name, Half & Half, is really small on their logo and does not stand out. Another problem is that it is unclear that their logo is a man, woman, and baby.

My Solution

My goal is to create a logo for Half & Half that is consistent with all of their franchises. I want to make their name stand out and legible. I want to also either make the logo of a man, woman, and baby more clear - or remove it and get their mission across through another approach.
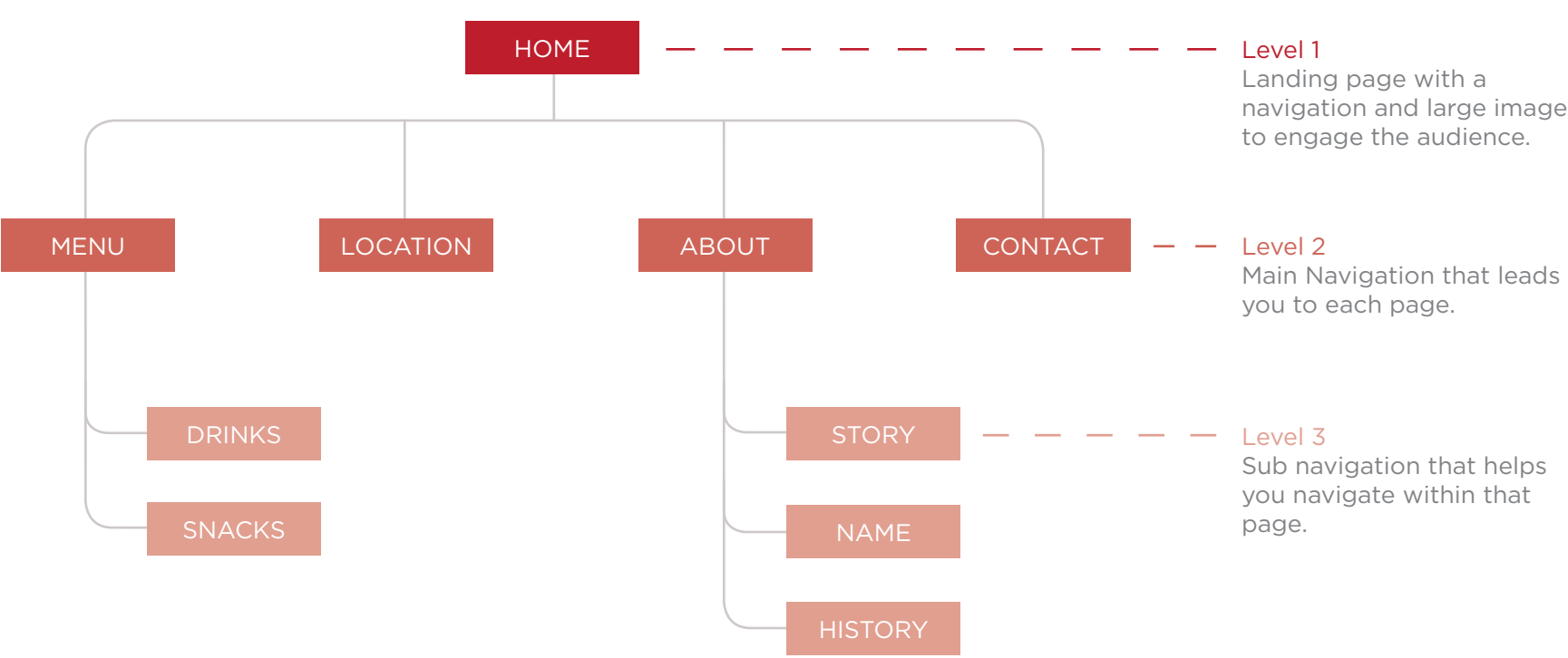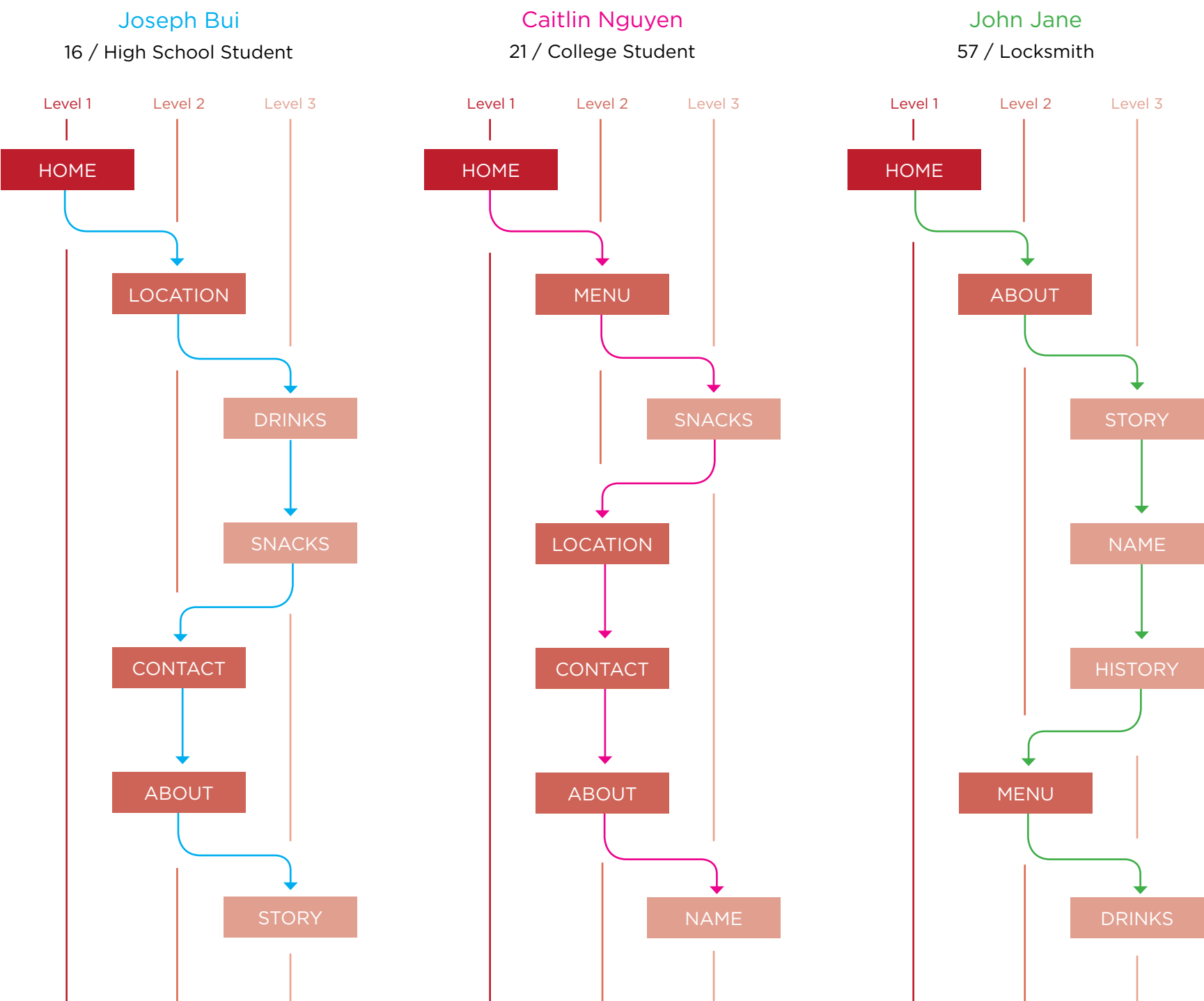
MY LOGO IDEAS

FINAL LOGO WITH COLOR

Legible, playful font

& is also a boba/tapioca ball which can act as an icon and logo

Bar displays the store name and can be switched out for affiliated stores

Red accent color is bold and inviting

SITEMAP

HOME — Level 1
Landing page with a navigation and large image to engage the audience.

MENU · **LOCATION** · **ABOUT** · **CONTACT** — Level 2
Main Navigation that leads you to each page.

DRINKS · **SNACKS** · **STORY** · **NAME** · **HISTORY** — Level 3
Sub navigation that helps you navigate within that page.

USER FLOW

Joseph Bui
16 / High School Student

Level 1   Level 2   Level 3

HOME → LOCATION → DRINKS → SNACKS → CONTACT → ABOUT → STORY

Caitlin Nguyen
21 / College Student

Level 1   Level 2   Level 3

HOME → MENU → SNACKS → LOCATION → CONTACT → ABOUT → NAME

John Jane
57 / Locksmith

Level 1   Level 2   Level 3

HOME → ABOUT → STORY → NAME → HISTORY → MENU → DRINKS

COLORS

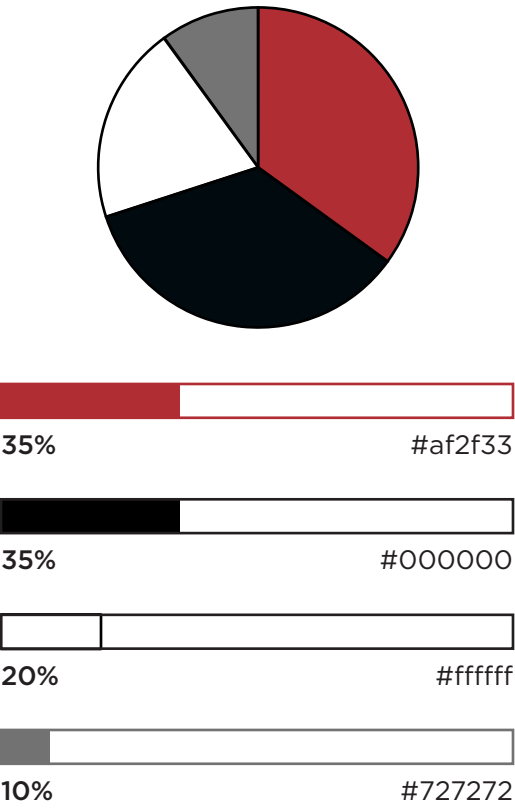|	
35%	#af2f33
35%	#000000
20%	#ffffff
10%	#727272

FONTS

Dosis

Extra Light
Light
Regular
Medium
Semi Bold
Bold
Extra Bold

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

```
h5 {
    font-family: Dosis;
    color: #EF6E8C;
    font-weight: lighter;
    font-size: 10px;
}

h3 {
    color: #FFFFFF;
    font-family: Dosis;
    font-weight: 700;
    letter-spacing: 1px;
    font-size: 15px;
}

p {
    font-family: Dosis;
    font-size: 14px;
}
```

```
h2 {
    font-family: Dosis;
    font-size: 14px;
    font-weight: bolder;
    letter-spacing: 1px;
}

h4 {
    color: #FFFFFF;
    font-family: Dosis;
    font-style: normal;
    font-size: 25px;
    font-weight: bolder;
    letter-spacing: 1px;
}
```
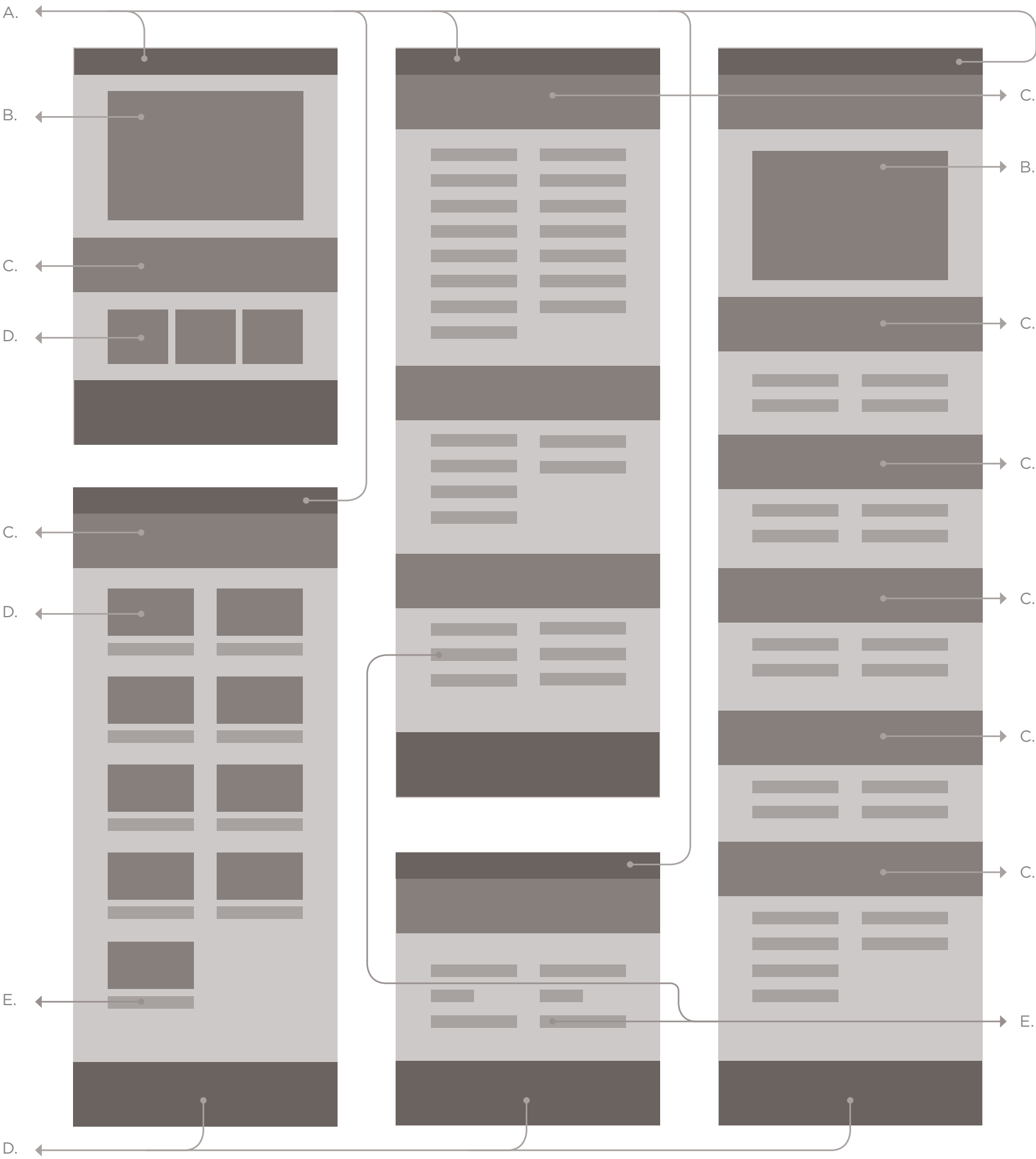
LOW FIDELITY MOCKUP

A.

B.

C.

D.

C.

D.

E.

D.

C.

C.

C.

B.

C.

C.

C.

C.

C.

E.

A. Header

Contains logo and navigation. It is fixed to the top of the page and is on every page for users to navigate through the website.

B. Large Image

Large fill width image that is used for users to visualize and be interested in the website.

C. Full Width Title

Title is used to divide sections and for users to understand the content. It is also used so users can easily read through the website and acts as a sub-navigation within the page.

D. Footer

Footer is fixed to the bottom of the page and displays the privacy statements and copyright information. It also has navigation so users can easily access any part of the website.

E. Paragraph

Used to display information and paragraphs. It should be not too prominant and should be pushed back in hierarchy.

HIGH FIDELITY MOCKUP