

## DAVIDsTEA

### Overview and Philosophy

DAVIDsTEA is a Canadian-based specialty tea and tea accessory retailer. DAVIDsTEA is the largest Canadian-based specialty tea boutique in the country and overtime the company has grown to have many locations all over North America. The company also works alongside many charities and seems to have a positive attitude that spans over everything that they do.

#### Design Philosophy

The plan for the site is to keep it as clean and minimalist as possible but still able to capture the user's attention through use of colour and images. The focus for the site will be on the company's products, therefore the less distractions from other elements on a page, the better the ability to sell product.

#### Branding

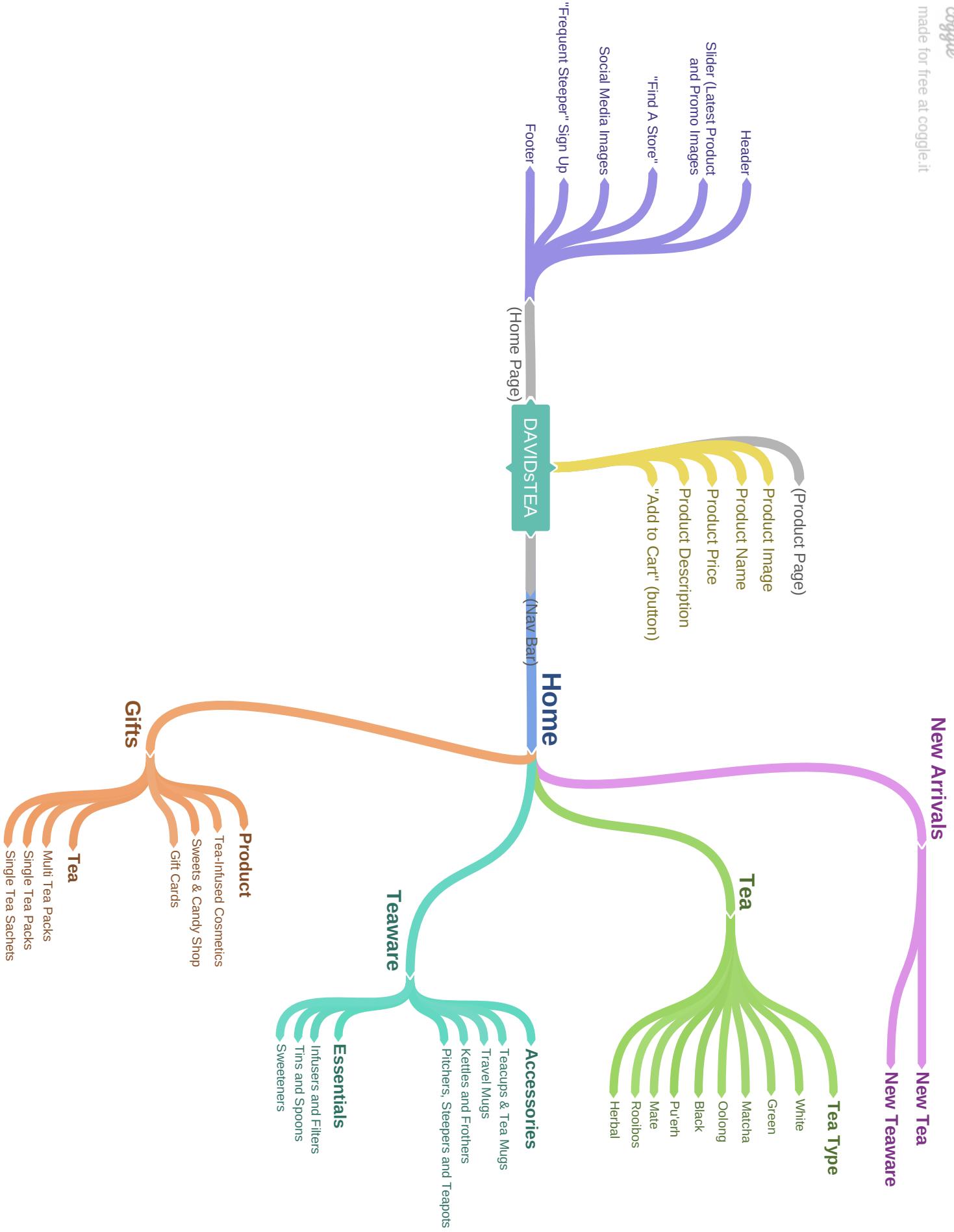
There are not many big companies in Canada that carry such a wide variety of teas the same way that DAVIDsTEA does. The competing companies go for more warm colour schemes. DAVIDsTEA distinguishes itself, its stores and product packaging through the use of a bright and exciting colour scheme. The website will distinguish itself the same way through the use of bright colours. Not only does DAVIDsTEA appeal to the experienced tea drinker but they also aim to please a younger market as well, the use of bright colours achieves this successfully.

#### Target Audience

The target audience of the company is anyone that enjoys tea, from young to old, whether you are an experienced tea enthusiast or new to the extensive tea scene. This is the reason why their site should be clean and easy to navigate so that no matter who is using it, a task can be easily completed; whether that task is discovering new product or purchasing the perfect gift.

#### User Experience

The user experience of the site should be one that is clean, simple and easy to navigate. The end goal of the user should be easily accomplished. A user would come to the site for a few reasons, these reasons could be any of the following: to research DAVIDsTEA (a new customer), to find new and exciting products or to find old favourite products (existing customers). Due to the target audience of DAVIDsTEA being anyone from young to old, single or a family, the site needs to be one that appeals to all and is easy for all to use. This is why a minimalistic approach to the site along with the use of bright, high energy colours and images helps catch the eye of the user and can appeal to many.

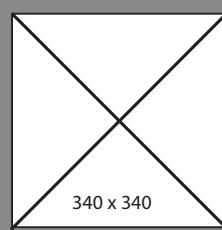
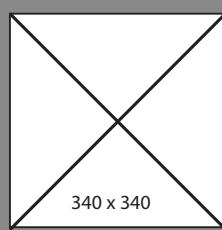
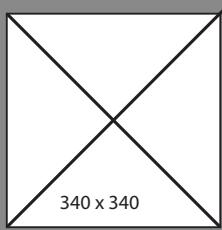


Drop down message (1440 x 77px)

Header (1440 x 184px)



Carousel Slider (1440 x 541px)



"Whats Brewing" Section(1440 x 517px)

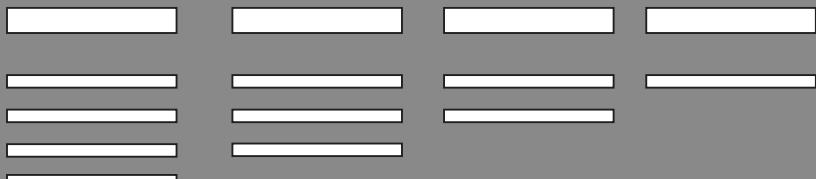


"Find a Store" (1440 x 400px)

1150 x 391.31 px

Feature Images from Social  
Media (1440 x 615px)

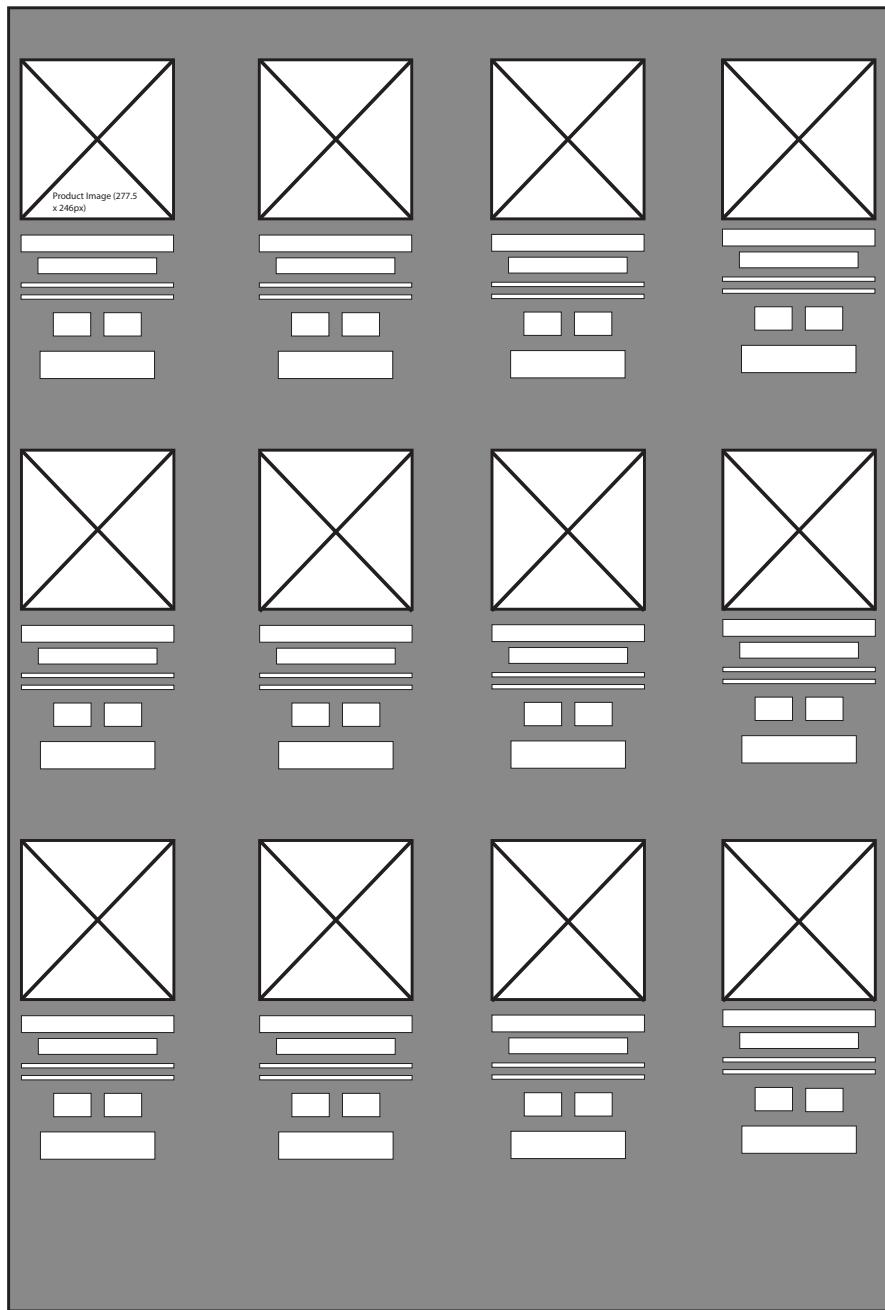
"Frequent Steerer" Sign up(1440 x  
415px)



Footer (1440 x 510px)

Drop down message (1440 x 77px)

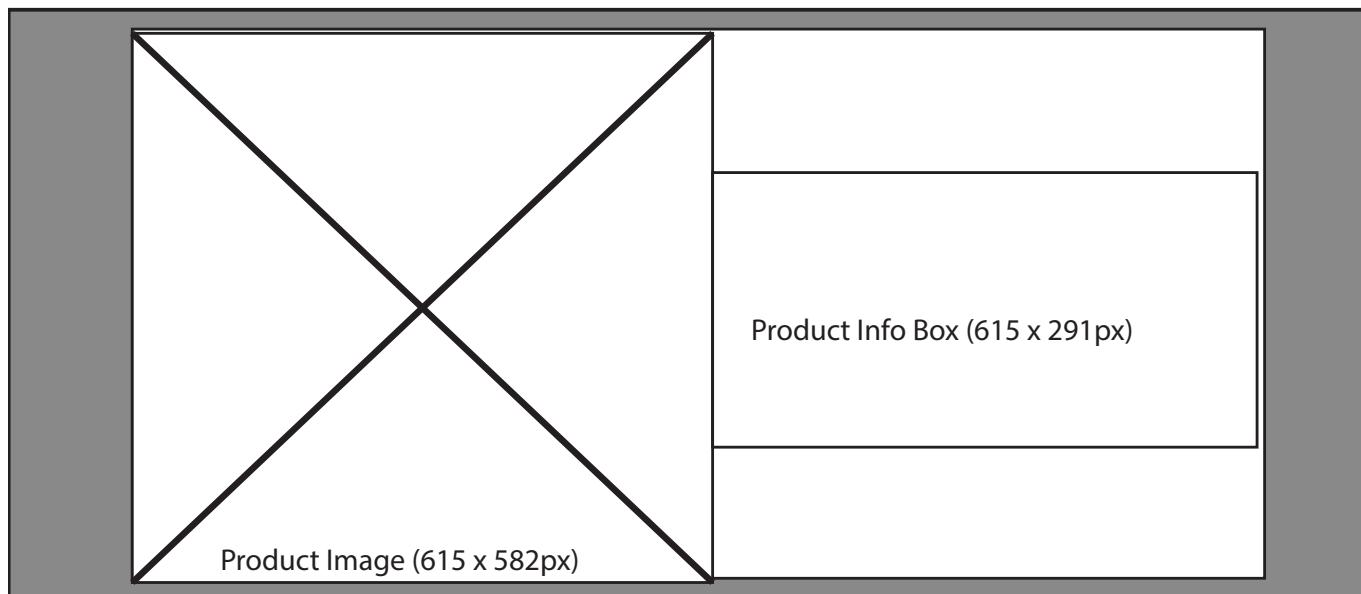
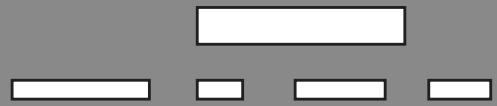
Header (1440 x 184px)



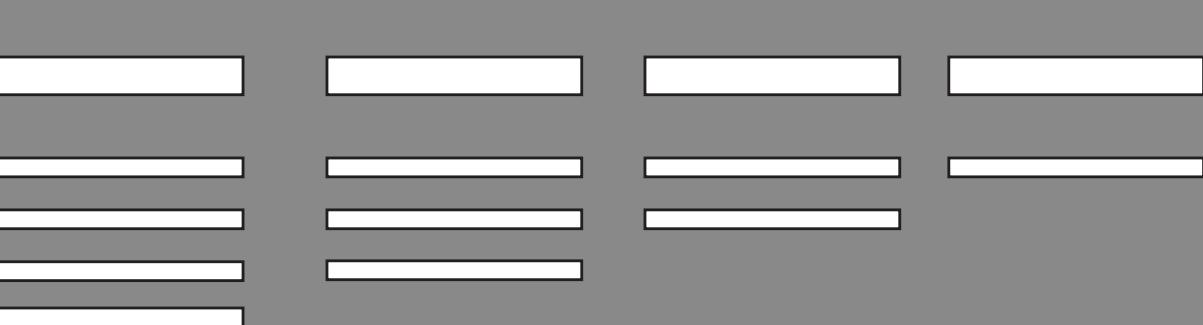
Footer (1440 x 510px)

Drop down message (1440 x 77px)

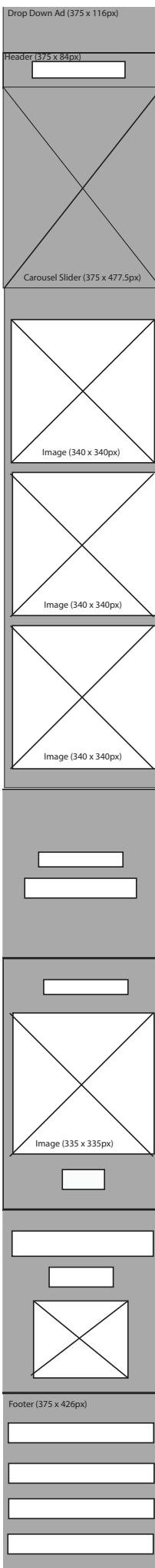
Header (1440 x 184px)

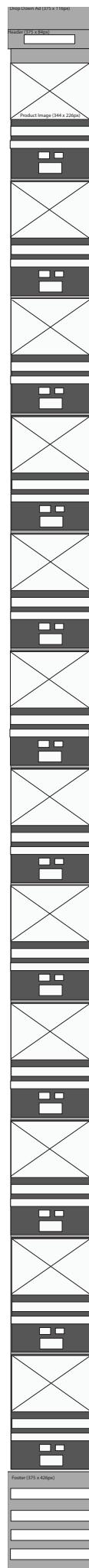


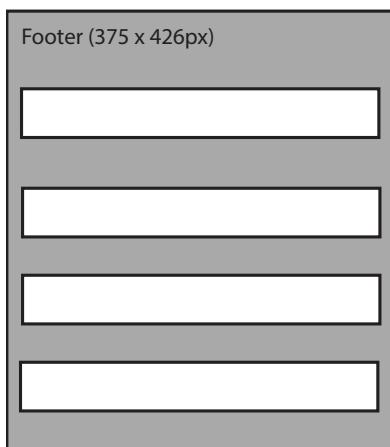
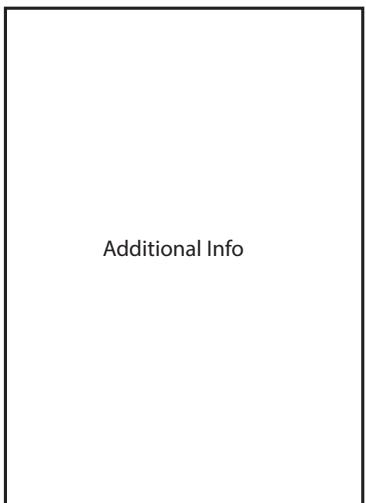
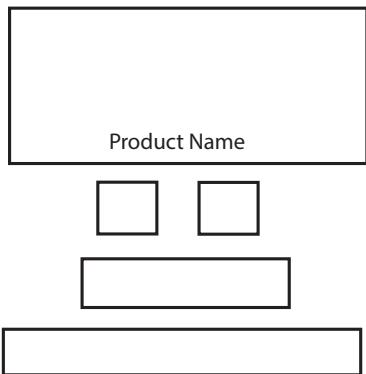
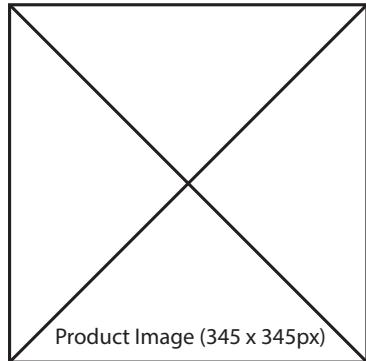
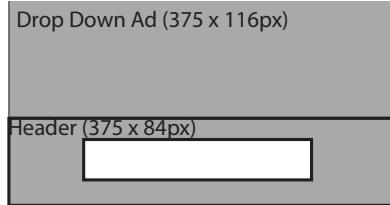
Text box (Product Description)

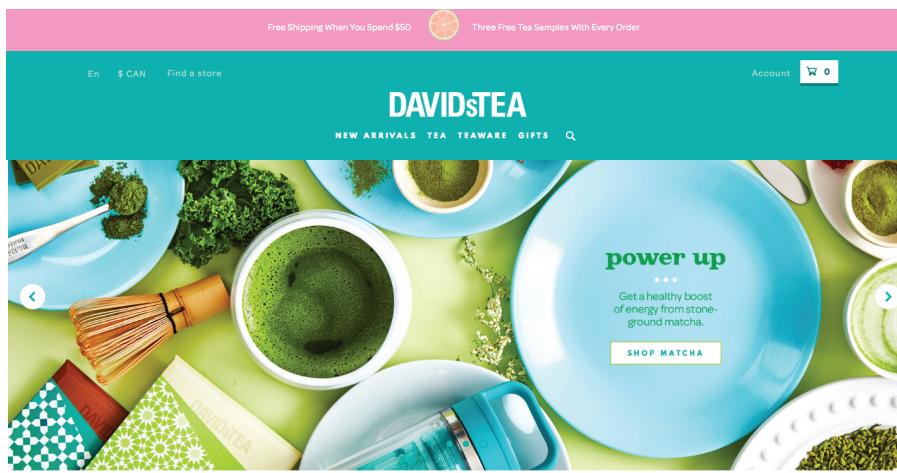


Footer (1440 x 510px)

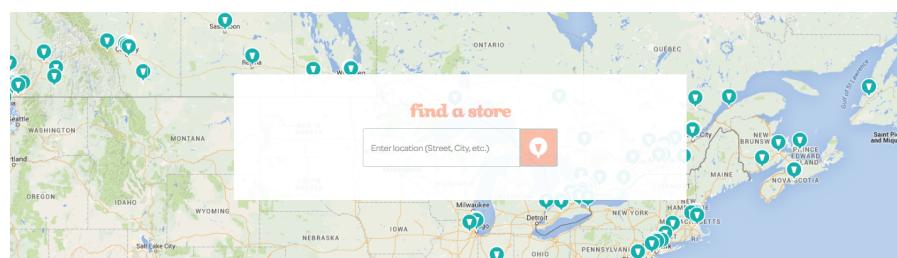




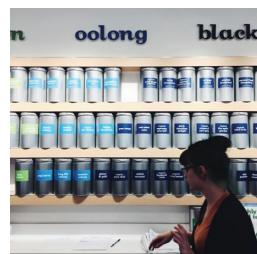




### what's brewing?



### show us your pies



Want to be featured on our wall of fame? Tag your pictures with #davidstea and upload them from here for your chance!

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earn points towards free  
tea with every purchase

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## matcha teas

Need a boost? Power up with matcha green tea. Matcha powder is made by finely grinding the entire tea leaf, so you get all the benefits of green tea with every sip. It's quick and easy to make and amazing as a hot or iced matcha latte. Skeptical? Try our delicious flavoured blends. Superfan? Our premium matchas will blow your mind.

**pumpkin pie matcha**

Stone-ground matcha with pure cane sugar and pumpkin pie spice.

50g  \$8.98**ADD TO CART****matcha "matsu"**

Mix this powdered green tea into smoothies, lattes and milkshakes.

50g  \$17.98**ADD TO CART****grand cru matcha**

This extra-fine, creamy matcha is one of the highest grades you can get.

50g  \$24.98**ADD TO CART****ceremonial matcha**

Calling all matcha lovers! This is our creamiest, sweetest, most delicate matcha yet.

50g  \$29.98**ADD TO CART****pumpkin pie matcha**

Stone-ground matcha with pure cane sugar and pumpkin pie spice.

50g  \$8.98**ADD TO CART****matcha "matsu"**

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Calling all matcha lovers! This is our creamiest, sweetest, most delicate matcha yet.

50g  \$29.98**ADD TO CART****mint matcha**

An all-natural blend of stone-ground matcha, pure coconut nectar and a hint of mint.

50g  \$9.98**ADD TO CART****vanilla matcha**

An all-natural blend of stone-ground matcha, pure coconut nectar and a hint of vanilla.

50g  \$9.98**ADD TO CART****SHOP**

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# DAVIDsTEA

NEW ARRIVALS TEA TEAWARE GIFTS



## pure pink gradient nordic mug

1 \$23<sup>00</sup>[ADD TO CART](#)

Brighten up your cup with this pure pink ombré mug.  
Includes lid and infuser.

### drinking by design

We think good design is a big part of great taste. Our favourite teas taste even better out of a good looking cup. Which is why we created this elegantly simple everyday mug. We wanted it to be clean, modern and sturdy. To hold a lot of tea without feeling clunky or oversized. And we like to think we nailed it. With a stainless steel infuser and a lid that doubles as a saucer, this one is all in good taste.

Capacity: 473 mL / 16 oz.

Hand wash only with mild detergent.  
Do not use abrasive sponges. Do not soak.  
Do not microwave.

#### SHOP

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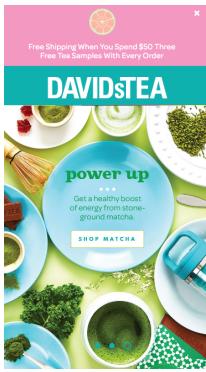
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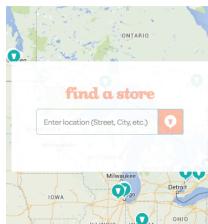
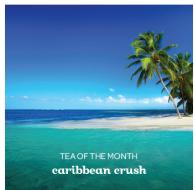
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earn points towards free  
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Free Shipping When You Spend \$50 Three Free Tea Samples With Every Order

DAVIDsTEA

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vanilla matcha

An all-natural blend of stone-ground matcha, pure coconut nectar and a hint of vanilla.

50g ▾ 19\$

ADD TO CART



matcha "matsu"

Mix this powdered green tea into smoothies, lattes and mocktails.

50g ▾ 41\$

ADD TO CART



kale matcha

Get a superfood boost with this energizing blend of stone-ground matcha and kale.

50g ▾ 41\$

ADD TO CART



peach matcha

An all-natural blend of stone-ground matcha, pure cane sugar and fruity peach.

50g ▾ 39\$

ADD TO CART



mint matcha

An all-natural blend of stone-ground matcha, pure coconut.

50g ▾ 39\$

ADD TO CART



ceremonial matcha

Calling all matcha lovers! This is our ceremonial, sweetest, most delicate matcha yet.

50g ▾ 29\$

ADD TO CART



grand cru matcha

This extra-fine, creamy matcha is one of the highest grades you can get.

50g ▾ 24\$

ADD TO CART



matcha genmaicha

An iconic blend of buttery green tea and toasted rice, with a hint of matcha powder.

50g ▾ 22\$

ADD TO CART

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Free Shipping When You Spend \$50 Three Free Tea Samples With Every Order

DAVIDsTEA



## pure pink gradient nordic mug

1 ▾ \$23<sup>00</sup>

[ADD TO CART](#)



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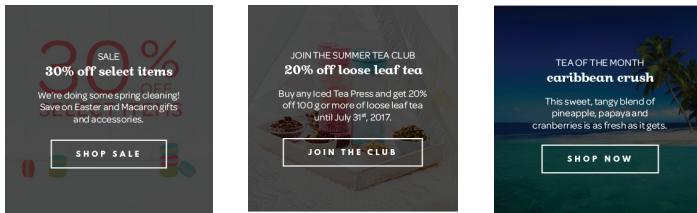
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## Components

### Home Page Components

#### Static Button



Button when Hovered Upon

### Components Consistent Through All Pages

#### Static Button



Button when Hovered Upon



#### ESSENTIALS

Infusers & Filters  
Tins & Spoons  
Sweeteners  
Pitchers, Steepers and Teapots

#### ACCESSORIES

Tea Mugs & Tescups  
Iced tea press  
Travel mugs  
Kettles and frothers  
Pitchers, Steepers and Teapots



Examples of Nav Bar Drop Down



### Product Page Components

#### Static Button

ADD TO CART

ADD TO CART

Button when Hovered Upon

## Primary Company and Site Colours



#1FB3AF



#FFFFFF

The colours seen above are the colours found in the logo of the company and are the main colours found in packaging and advertising.

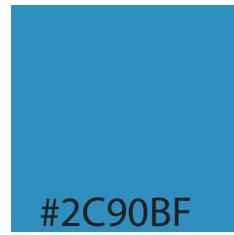
## Secondary Site Colours



#B7E1D9



#B8D887



#2C90BF



#163A62



#6D1A43



#D02169



#F68D41



#F6DD60

The secondary site colours are used for the advertisements and specific product pages. Each colour is representative of the different types of tea that DAVIDsTEA carries.

## Colours Shown Through Website Examples

**white teas**

**pu'erh teas**

**green teas**

**maté teas**

**oolong teas**

**rooibos teas**

**black teas**

**herbal teas**

## Company and Site Fonts

There are two main fonts found in all of the packaging and advertising on the DAVIDsTEA site. The two main fonts are "Oxtail" and "Univers Condensed Bold". Oxtail is used in main advertisements, headings and product names on the specific product pages. In advertisements the size can vary. In product page names the size should be 55px, and 40px for page headings. Univers Condensed Bold is used in the logo and in the links in the nav bar. The font used in the body copy is Helvetica Neu and should be used in 14pt.

Examples of Universe Condensed Bold

**AaBbCcDdEeFfGgHhIiJj  
DAVIDsTEA**

Examples of Oxtail

**a b c d e f g h i j k l m n o p q r  
what's brewing?**

Examples of Helvetica Neue

**AaBbCcDdEeFfGgHhIiJj**