Jae Choi

Jason Tong

**Concept:**

Bubble Tea website

**Name:**

Boba-Holic

**LOGO:**



**COLOR PALLET:**

creme white / Hex: FEF7E1

dark beige / Hex code: EDD8BB

Black

**USER SCENARIO:**

User- any people in age range of 10-30s, income in range about $0- $50,000 a year

Demand of user on website- able to quickly search location, menu and contact

Goal- provide fast and quality drinks at an affordable price

WHO:

John Smith (21, single) attends college at Baruch college. He is a full-time student and pays for his tuition. He is very time sensitive and short on a budget. He’s Starbucks fan who is addicted to caffeine and lately, he decided to switch to drinking tea because he thought he was consuming to much coffee. He is interested in drinking milk bubble tea.

WHAT:

John is looking for great tasting milk bubble tea that is no more than cost of his regular Frappuccino of $6 his friend recommended. He visits boba-holic.com.

HOW:

John is computer savvy because he is an CIS major and because he is wants to maximize studying time, convenience is very important for him. He wants to find quickly where the location is and willing to walk at most half mile to grab the drink. He likes to know if there is a new drink or promotion offered.

WHY:

John used to go to Starbucks all the time because it was right across the street of his college and he just didn’t adventure enough to try other drinks. When his friend recommended Bubble Cup, he was interested in trying the new milk bubble tea. It was right by the school so there was no reason not to try it.