



2ND SEM.-EXAM
MMD S2022
MULTIMEDIA DESIGN SOLUTION
FOR AN ARTIST, AN ARTISAN OR A SMALL BUSINESS

52.966 characters
including spaces

22 standard pages

Team 13 – Bubble Team

Alessia Cibrario [AC]
Ema Baltić [EB]
Line Drejer [LD]
Marine Dekoninck [MD]
Thordur Thorhallsson [TT]

Website URLs

https://alessiacibrario.online/gotcha_website
https://emabalticdesign.com/gotcha_website/
https://linedrejer.dk/gotcha_website/
https://www.marinedekoninck.com/gotcha_website/
<https://thordurfrimann.dk/gotcha/>

[Github](#)

[Website Video](#)

[Facebook Video](#)

[Instagram Video 1](#)

[Instagram Video 2](#)

Table of Contents

Case Description [LD]	3	Prototyping	30	3rd Think Aloud Test [EB]	57
Problem Area & Formulation [LD]	4	Moodboard [MD, TT]	30	Outcome of our Think Aloud Tests [MD]	58
Sender Research [LD]	5	Style Tile [LD]	31	Video Development [MD]	59
Client Interview [LD, TT]	6	Moodboard and Style Tile Conclusion [LD]	32	Video Concept [EB]	60
Clients Current Website [LD]	7	Style Guide [LD, TT]	33	Website Video [MD, EB]	60
Heuristic Evaluation [AC]	7	Who are we [LD, TT]	34	Facebook Video [MD, EB]	61
5-Second Test [TT]	8	Values [LD, TT]	35	1st Instagram Video [MD, EB]	62
Sender Research Conclusion [LD, TT]	9	Tone of Voice [LD, TT]	36	2nd Instagram Video [MD, EB]	63
Market Research [LD]	10	Colours [LD, TT]	37	Technical Documentation	64
Competitors Analysis [EB, LD, TT]	11	Logo [LD, TT]	38	The Website [TT]	64
Competitors Analysis Conclusion [LD, TT]	13	Typography [LD, TT]	39	Github [LD, TT]	66
User Research [LD]	14	Illustrations [LD, TT]	40	HTML & CSS [LD]	67
User Interviews [AC, MD]	15	So-Me [LD, MD]	41	Database [LD]	68
Interviews Conclusion [AC]	16	So-Me: Purpose and relevance [LD, MD]	42	Javascript [TT]	70
Personas [EB, LD]	17	So-Me: Platforms and how to use them [LD, MD]	43	SEO [TT]	71
UX and UI considerations [AC, TT]	20	So-Me: Content types and content style [LD, MD]	44	Video Editing [LD]	72
User Research Conclusion [LD, TT]	21	Examples of So-Me [LD]	45	Video Editing – Music [LD]	73
Translation	22	Examples of Website [LD]	46	Final conclusion [EB]	74
HMW Statements [MD]	22	Sketches and Wireframes [AC, LD, TT]	47		
User Journey Map [TT]	23	Prototype [TT]	52		
OMD Model [LD]	25	Trunk Test [TT]	54		
Business Model Canvas [LD]	27	Think Aloud Tests [AC, EB, MD, LD]	54		
Content and SoMe Strategy [EB, MD, LD]	28	1st Think Aloud Test [LD]	55		
The Concept [AC]	29	2nd Think Aloud Test [MD]	56		

Case Description

We have chosen to work with a newly opened bubble tea place located on Nørrebro called Gotchabubble tea. It's a small cafe selling drinks with a focus on bubble tea. Since it's a new café there's a lot of work we could do, but we have chosen to focus on the website and videos for social media and/or website. To succeed we have started with interviewing the owner to know more about his thoughts and needs and through good communication between us and the client we can come up with solutions.



Problem Area & Formulation

After this initiating interview with the owner of Gotcha bubble tea and a bit of research on the market in general, basically consisting of a quick view around Copenhagen to realize, that bubble tea has become a thing and you can find small bubble tea cafés all around Cph., we have encountered the following problems that would be relevant for us to look into when trying to help Gotcha bubble tea with their digital presence.

According to our initiating interview with Gotcha bubble tea, their audience is mainly teens and younger parents with their kids. This age group uses social media and the internet a lot to find the places they want to go to, there-

fore a good social media presence is important and a website that is engaging so people choose this café over others. A good SoMe representation of Gotcha bubble tea will also help them to stand out a bit and make it more likely for them to get customers, since not many of their competitors seem to be very well represented digitally – both SoMe

Based upon Gotcha bubble tea's present situation, struggling so find customers and be recognized, we have decided to work with the following problem:
How can we enhance Gotcha bubble tea's business opportunities and ability to survive in an immediate highly competitive market by improving social media presence and making an engaging website that is matching with the store itself.

Sender Research

The client is a 25 year old who wanted to start up his first business. His wife loves bubble tea and therefore that became his business ideas, and now the drink has also grown on him. He cares a lot about quality and wants to make bubble tea for all. He also sells coffee, which he is also really proud of. He has chosen some coffee beans he thinks are amazing and has gotten a lot of good feedback on, but bubble tea is the main focus here. He wants to have a café open that is inviting and variations of bubble tea to suit everyone.

One of the first days after our client had said yes to be a part of the project we went to his café

and did an interview with him to figure out what his needs were and get an understanding of what he wants his café to be, and how he wants his online presence to match his physical store.

Mission – To stand out from other bubble tea places and help every customer have a positive and memorable experience.

Vision – To have a positive impact on the customer

Values – To be open, honest and fair about the products. The customer is always right.

Client Interview

To begin the development of our solution for our client, we took a trip to his café to ask him some questions. We began our interview by asking general questions about his establishment. We had noticed that he might have already hired a designer for the logo which he confirmed. We then asked him what he was satisfied with and what he thought needed improvement. He said he was very happy with the colors he chose which include the turquoise blue in the logo, beige brown on the walls dark gray on the menu card inside, and white font. He was also happy with the wooden panels on one side of the wall and the counter which he thought made the cafe feel warm and welcoming.

When asked about how he has thought of differentiating himself from his competitors, he said that he had done some research himself and thought that these colors could make him stand out from other competitors who often go overboard with colors. He also mentioned that by offering coffee drinks and other warm beverages, together with a wide selection of bubble tea options, he hoped that it would bring a wider audience to his café. We then asked him about his target audience and if that is something he had thought of. He said that he saw the café as having a broad audience and it is also what he has experienced since opening. After listing things he liked and thought were working out for him,

he mentions that the café's online presence is lacking severely. He has an Instagram account which he created around the same time as the café opened. He has been posting some content there in the form of drinks and reposting other user's posts of their experience. He wanted to expand his social presence on Facebook since a lot of people are not using both platforms but rather on or the other. We then proceeded to ask him about a website and if he had given it any thought, which he responded with a need for it to represent his physical café. As a final question we asked him about content for the website and social media. He was mostly interested in videos, product photos and a clear menu for the website.

Clients Current Website

In order for us to find out about how we can improve Gotcha bubble tea's digital presence, we looked into their present web site and SoMe. The current website consists only of the logo, a short text welcoming you to the site and it being a work in progress, address, a map and opening hours. Our client told us it included outdated opening hours and it did not have the correct background color which can be found in the store



Heuristic Evaluation

- The visibility of system status is not fully archived considering that there's only one page, so there's not enough material in which the user can go through.
- The website can be considered a match between system and the real world.
- As for the user control and freedom, we would state the same thing that we stated in regards to the visibility of system status
- We would say that there's not a lot of consistency in regards to the industry and platform conventions
- There aren't any error messages
- There's not enough information that the user need to recall in terms of recognition or to determine the efficiency of use of the website
- The website do not match any type of specific aesthetic

5-Second Test

Before we made any further development, we wanted to make sure that our client's existing brand image represented their business. In our initial discovery of the café, we found the logo very fitting and eye-catching and immediately thought of bubble tea since it has an illustration of one in it. The logo also has the words "bubble tea" below their name but for the purpose of the test did we decide to remove it to see if the name itself would be enough. We conducted a 5-second test through Usabilityhub's website, using our client's logo and asked our classmates and friends to participate in it. We asked them if they could guess what kind of company it is, if they found it eye-catching and if they

found the colors, font and style fitting. An overwhelming majority or around 91% guessed that this establishment was a bubble tea café. Around 77% found the logo eye-catching and the majority found it fitting. We also received comments stating that it was playful, fresh and informal which is usually how other brands try to portray themselves, according to our competitor analysis.

<https://app.usabilityhub.com>

5-second test



22 participants

91% thought it was a bubble tea shop
Thordur

77% found the logo eye catching
Thordur

77% liked the colour and font
Thordur

around 55% liked the colour, font and name
Thordur

22% said the name didn't fit
Thordur

27% said the colour didn't fit, could be altered or could have more colours
Thordur

95% liked the font
Thordur

Comments

"Font gives tech start-up vibe"
Thordur

"Colour could be a bit more desaturated"
Thordur

"Playful font and colour suit the business"
Thordur

"It has fresh and informal vibe, if that was the aim than it fits"
Thordur

Sender Research Conclusion

Gotcha bubble tea is our client's first business and he seems to be very passionate about it. In the little space he has to run the café, he has put a lot of effort into making it welcoming and hopes it is inviting to a wide audience with his variety of bubble tea options and coffee drinks. He has given the overall design of the café a lot of thought and it is undeniably succeeding in standing out among neighboring businesses. He told us how happy he was with the colors and logo and argued also for them by saying that it is not over the top like some of his competitors. We decided to test his arguments by conducting a 5-sec test on his logo and can safely say that it has proven successful with over 90% guessing the logo was for a bubble tea café and the majority thought the design fitting. We then proceeded with those things in mind to develop his online presence. Since both the website and

so-me content was very lacking, we had a lot of work in front of us. The website only displayed absolute minimum information and their Instagram account could be more active with some guidelines for them to follow to reach a cohesive so-me presence.

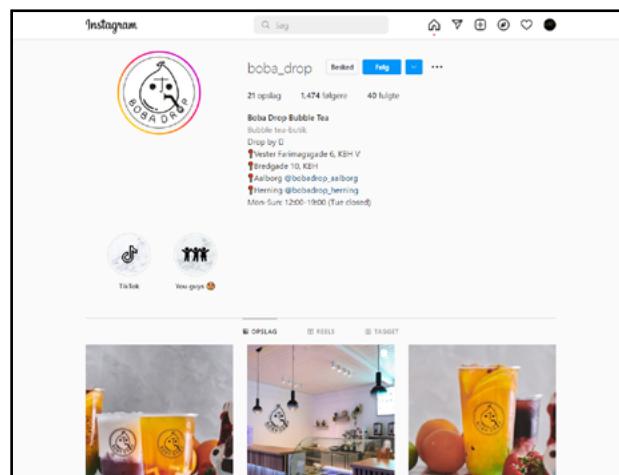
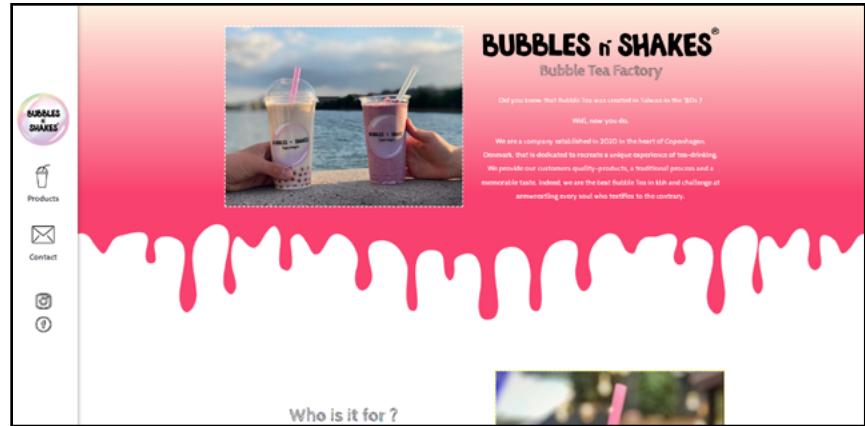
Market Research

We did market research by doing competitor analysis through their websites and social media. It helped us find relevant data related to our task and even though it might not have answered all of our questions, it provided us with useful information that was easily accessible on the internet. We looked into bubble tea places in the Copenhagen area to find out some information about them. We looked into the website and SoMe to see how they showed off their products and their cafés, but also to see what information they had on their website, in order to help our client to stand out. It is also a good way for us to see what things work and what does not work for a website and SoMe.

Competitors Analysis

To research and have a better understanding of what Gotcha Bubble Tea café's competitors have in common, what makes them stand out and how they chose to present themselves in a way that is relevant to the trends of bubble tea cafés, we also gathered notes to form a collective analysis. We looked into search results on tripadvisor and then by googling Copenhagen based bubble tea cafés to see what google maps offered. The research was made that way to test the initial website's SEO and to research from a POV of a potential customer.

- Most have clear navigation but some things could just be in the footer.
- You can easily see on the frontpage on most of them what they sell.
- Some of their subpages do not follow a cohesive design.
- The ones using illustrations and icons also don't always follow the same style
- Colorful illustrations, bright or white backgrounds
- They rarely showcase coffee like our client
- All of them have an Instagram account
- Some are active on Facebook and even TikTok
- Images: close-ups of the products, people holding the drinks
- Often follows Asian aesthetics for bubble tea promotion
- Informal, inviting language used on the website and captions.
- The showcase of bubble flavors has more interactions on SoMe
- Most of them go for bright colors



<https://www.tasteoftaiwan.dk/>
<https://www.tealiciouscph.dk/>
<https://www.themadhatter.dk/>
https://www.instagram.com/boba_drop/
<https://bubblesnshakes.com/>

Competitors Analysis Conclusion

Based upon our findings about the competitors; how they look like, what they offer, how their websites work and how they are representing themselves on social media, it was concluded that Gotcha Bubble Tea café needs a digital presence that will make it clear to potential users that they are a bubble tea café that's ready to meet the trends of the bubble tea market by continuing to use the cute style of illustrations, that values customer's social media interactions and continues to give the most recent updates through Instagram. A lot of the analyzed competitors are using social media, almost all are active on Instagram and some on Facebook as well as TikTok and it has been decided to be useful to support the client's wish of promoting the café through Facebook as well which he stated in the interview that was conducted with him, hence why the team is adding a Facebook promotional solution to the concept. The theme that a lot of other Copenhagen bubble tea cafés use includes

a lot of bright colors, illustrations and has a cheerful, fun, sometimes childish atmosphere and while the digital presence of Gotcha bubble tea café will use some of those as mentioned above, it has also come to our attention through this research how we can use the café's originality of combining a mellow theme with one that attracts attention like the primary blue color they use in the physical café. It will strongly promote their values and add a flair of originality all while we use the gathered information of the research to avoid repeating the weaknesses of the competitors in the case of promoting Gotcha Bubble Tea brand and simultaneously use their promotional strategies as inspiration.

User Research

We wanted to do some user interviews to get information on the knowledge people have about bubble tea, if they have or have not tried it, how they find a place to go to, if a website and SoMe plays a part if they want to go to a place and who influences them to go to places. We asked people in the age group 14-30 these questions, one of the interviews is shown below. We did the user interview in that age group because that was one of the groups that the client talked the most about so we based the interview and the personas (the personas are under the user interview) on what information we had gotten from the client.

We had a meeting with the client about his experience with customers. He informed us that there are a lot of different people coming in the café in all age groups. He told us that a lot of teens from 14 and up comes in, but also younger adults with their kids, where the kids get a bubble tea and if the parent don't want that they get a coffee. The owner, thinks that the reason behind the variation in the age group of people that come to the café is the big variation of drinks he can offer.

User Interviews

This was conducted in person.

The person interviewd is a 21 year old man who lives in Copenhagen but is a foreigner. He is a student and has bubble tea once in a while.

Do you know what boba/bubble tea is? Have you ever tried it?

Yes, I tried it

What made you want to try it if you have?

My friends told me I should try it

What makes you go get drinks at a place?

-A website: yes

-Social media: yes

-Words from friends: yes

If it's cosy to sit in and has a good aesthetic

-The place looks good when you walk by

Would you travel to a distance to get a drink at a place if you like what you saw on social media?

Yes

Would you travel to a distiens to get a drink if you like the web-site?

If i can see the place on the web-site and the drinks yes

What is your favorite flavor/bubbles etc? What do you usually order?

Usually order classic, but my fav is mango/passionfruit

What kind of aesthetic would you look for in a bubble tea place?

Modern/ bright colors/ neon/ asian/ Funky... same for SoMe

What kind of advertisement would make you want to buy bubble tea?

Videos of the way they prepare the product/ new flavors coming/ clients stories/ pics of clients/ discounts/ events

What kinds of posts on social medias make you most interested in going to a place/ buying something?

Videos edits

Interviews Conclusion

We found out that there are few factors that make them decide to try a café out. Both a good looking website and some content play a vital role. Photos of drinks and photos of the place itself also seem to be attracting them even if they need to travel some distance to get there. They said that they also looked for modern, bright colors and asian aesthetics. Concerning some content they found that seasonal drinks, new flavours, customer stories and videos of the production of drinks, makes them intrigued.

Personas

Upon conducting an interview with our client and forming insights about his current target audience for the business, our next step was to transform the given information into a valuable solution for our redesign. We decided that making personas for our ideas would help us further in making a hypothetical vision of what are our target audience's wishes, needs and expectations all while still having various points of view by making the two personas have different experiences, ages and priorities when interacting with the café. To get that perspective, we needed the templates used to create the personas to be detailed and have parameters that could be essential to our concept-making. Personality points and general info on each of them are to be useful when getting to acknowledge what kinds of different people could be the target audience. Goals, motivations and interests are there to help us give an overview of what might attract the audience to visit a

business. Influences and a descriptive bio help us form an idea of how we might do that, while frustrations warn us about what to avoid in our development of a solution. The needs and expectations part acted as essential to know how the café's digital presence might help in making the customer's visit as pleasant as possible.v

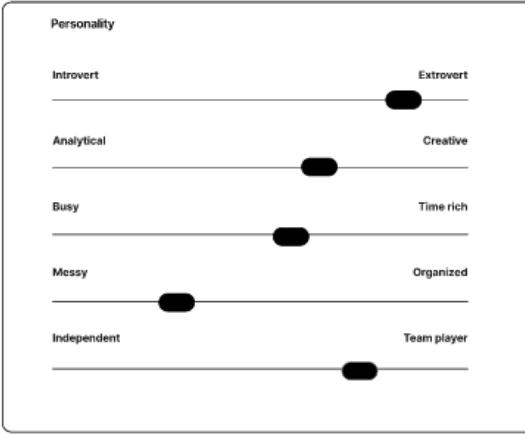


Jacob

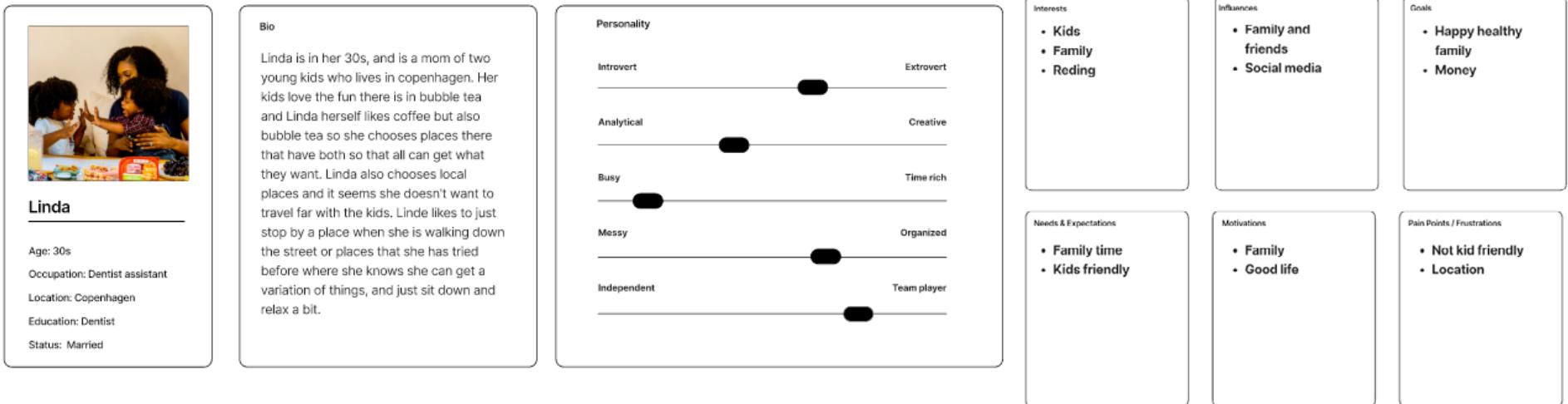
Age: 15
Occupation: Student
Location: Copenhagen
Education: Middel School
Status: Single

Bio

Jacob is 15 years old and loves hanging out with his friends in the city of Copenhagen. When they hang out they love going to small cafes to get some food or something to drink, but since they often are a bigger group they want to go to places with a lot of variation. So when they all are hanging out they often go online to find a good place nearby where they have a big variation of things, or they take a walk down the street and find the perfect place for them with a big variation and a place for them to set together all of them.



Both personas ended up influencing our ideas and creations for the website and social media design as much as for the video idea. Given that the video has a story where the customers are shown using the café's services, it was decided that we will use Jacob as our motivation as his most common situation in which he would appear as a customer in a bubble tea café like the ones whose design we're working on is if he was visiting the café with a friend or a group of friends while they're out in the city spending time together. A story like that was used in our Facebook promotional video. Lack of options was one of his pain points so we used that as a motivator to clearly display all of the variations in our menu web design - a subpage of the website solution. When deciding which of the cafés to pick he looks at places that will make it possible for him and his friends to sit down after ordering and we imagined many potential customers would have the same priority so both the web solution's pictures and the promotional video for social media shows the tables and benches in front of the store.



Meanwhile Linda – the second persona – represents a target audience the client itself mentioned: a parent who comes to the café with their children and has needs of both herself and the children to satisfy. The location of our client's café is quite central and we highlighted that in our solution's footer which is important to a mother like Linda who might want to get drinks on the way. She looks for kid-friendly places so to satisfy both the modern trends and wishes of kids like hers who would be attracted to cheerful promotional content, our web design has cute illustrations and many colors in the images that show variations of flavors that would attract children. She gets influenced by social media as well as family and friends and we took that as an advantage to further amplify the café's SoMe strategy of reposting the customer's images of their experience in the café that could make people like Linda imagine themselves there. That is how a detailed persona helps in developing a prototype.

UX and UI considerations

Based on our research we have found that our target audience is mostly younger people who are comfortable with their smartphones. They might not have the same attention span as older people which is why we have made the website very straightforward and easy to navigate.

"Attention Span Research: Man versus Goldfish"

"Research shows that in 2000, the average attention span of a person was 12 seconds. Nowadays, it's 8 seconds. Research also shows that the average attention span of a goldfish is 9 seconds. So, the ugly truth of the matter is that we, as a society, have a shorter attention span than a goldfish."

<https://yourteenmag.com/teenager-school/teens-high-school/teenage-attention-span>

User Research Conclusion

The interviews gave us helpful insights into what attracts our concluded target audience to a bubble tea café via so-me and the website. The type of content displayed can have a big impact on a potential customer and can even prompt them to travel longer distances. Both from the user interviews and the interview with the client did we manage to come up with these personas. It has helped us to get a better understanding of the target audience's interests and what triggers them to look further into a business.

Treatment

HMW Statements

HMW redesign the website while matching the style of the café?

Use the colors of the café (blue and beige) , keep it simple but young, fun, with colorful drawings.

HMW film a simple video that makes our customer want to go to the café?

Personalize the video, film it from the customer perspective

HMW create a website that is easy to navigate through?

HMW make a video that makes our target audience interested?

HMW interact with our costumer through social medias?

polls and quizzes about bubble tea

location stickers

ask the followers what new flavors they would want to get

staff filming clients/ scenes in the café

repost posts in stories

HMW make the customers understand how to order bubble tea in an easy way?

-Display a menu with different options on the website

User Journey Map

The user journey map takes you through all possible steps from a potential customer's discovery of the café to what they want out of a purchase.

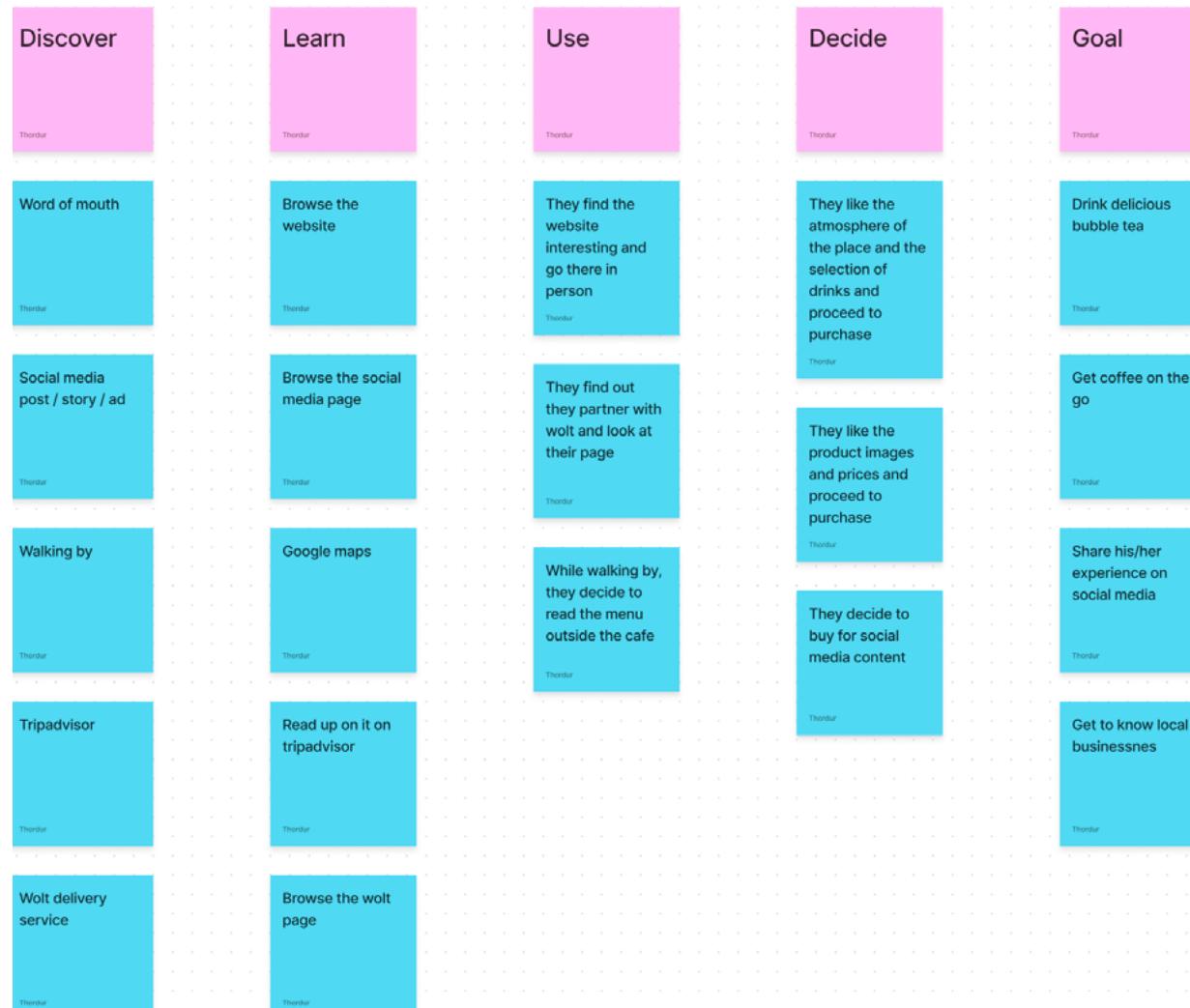
Gotcha bubble tea can be discovered by 5 main means. Three of them include the internet via social media, a traveling website like Tripadvisor, and the delivery service Wolt. Others include word of mouth or simply walking by, like we did.

If a customer wants to learn more about the café, they can read reviews, posts and comments on so-me or browse their website. Before a customer can enter the phase of whether to purchase a product or not, can they either go there in person and look at their menu, look through the menu on the website or their selection of products on Wolt, if a pre-order or a delivery is preferable.

There are multiple factors that go into the decision making of buying a product but most common would be that the customer likes their selection of options, likes the atmosphere of the café, they find the prices reasonable and some might even purchase a drink for their own social media content.

Arguably the most common goal a customer might have when buying their product would be to get delicious bubble tea, or since they offer coffee as well, they might want coffee on the go.

User Journey Map



OMD Model

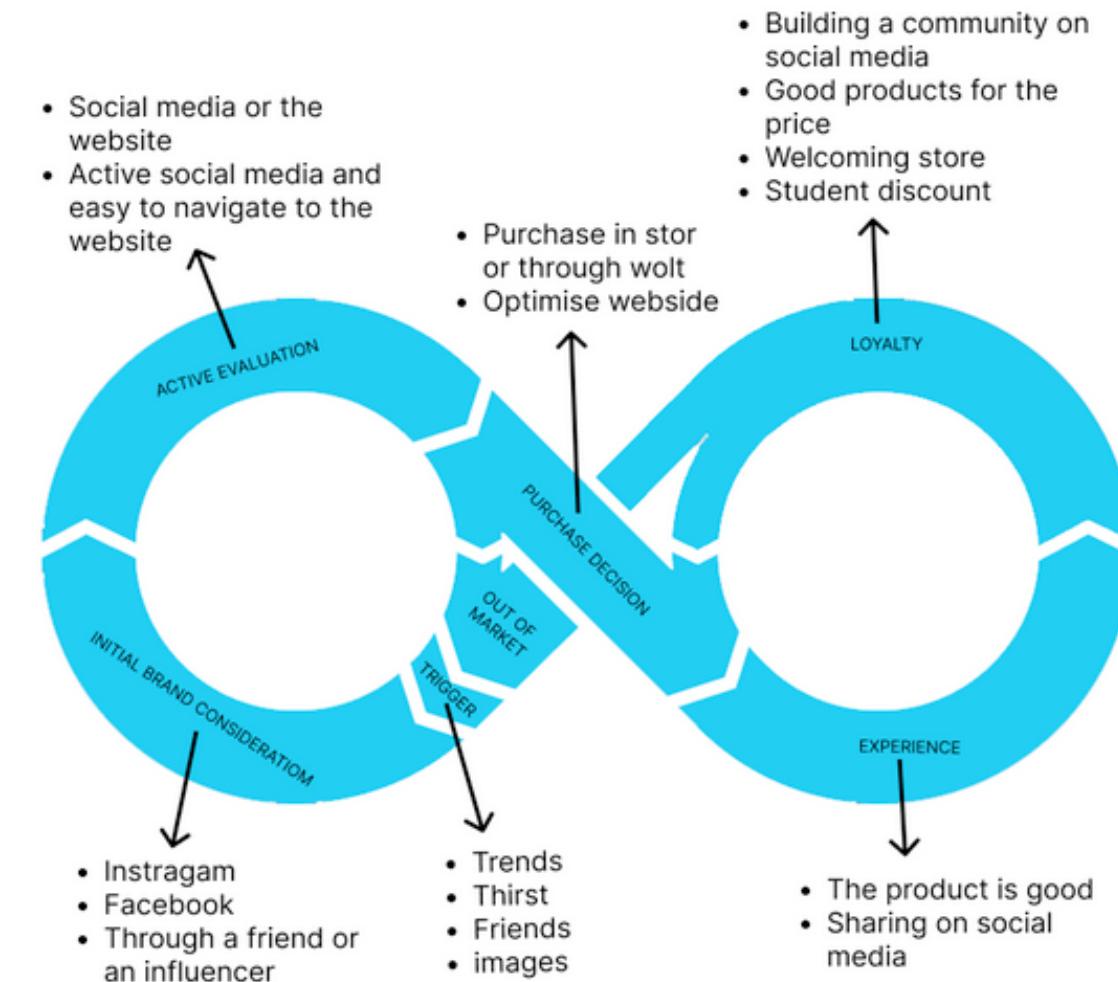
When you look at the OMD model, you look at the connection between interest, buying and keeping the buyer interested so that they come again.

The first thing is the trigger, we looked into what we would get triggered by in order to buy something to drink. If you are out with friends, you get thirsty and you or a friend suggests to get something to drink, walking by you see a drink and then get thirsty, someone tells you about a good place you want to try, or it could be a trend and you see it and you want to try it.

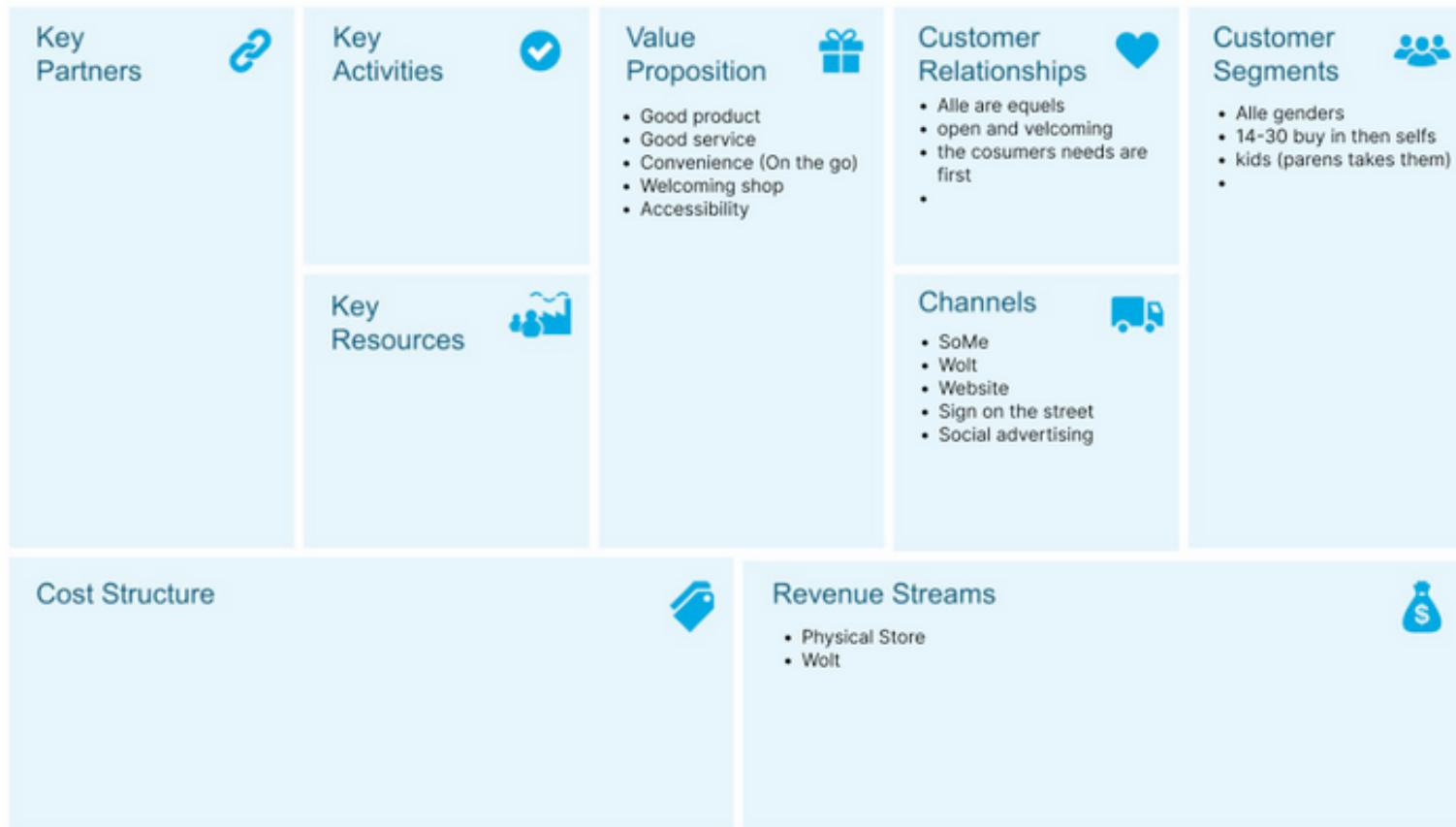
After something has triggered you to find a place to purchase a drink, you may ask your friend for suggestions, you go online to see influencers talk about a good place or you see something on so-me that then makes you go online to look at a specific place. Then you look at their social media, and that is why so-me platforms are important to show off some really good products and people liking them. You also need a website that displays the right information and is easy to navigate. After you get tempted to try out the products, you then feel like you have

to try it and if you are not close by you go to Wolt, or you have seen photos of the beautiful store online and decide to go there to get a drink. When you get there it all looks so good, so you decide to buy. The product is so good you take a picture and post it for your friends and followers to see. The experiences in the store therefore needs to be good together with the product so the customer comes again and maybe influences others. Therefore building a community on so-me platforms is important, the products themselves are important, the price is important and the physical store itself. And if people are happy with what they get, they might come back and the first three steps in the OMD model are not necessary.

OMD Model



Business Model Canvas



Content and SoMe Strategy

We had a talk with the client on what social media he was using or was planning on using and looking into what he already had, which was not a lot, so we want to make some content for him to get ideas from or use. We started the process by looking into other bubble tea places to see what kind of content they had, what hashtags to use, aesthetics and so on.

In our SoMe style guide, we tried to find ideas of posts for each social media platform, adapting to different target audiences, trends, and looked for ideas that corresponded to the café.

We also worked on personas, to help create content that would match our target audiences interests and that people could identify with.

Platforms

Facebook:

Helps them to present their café, introduce the staff, the products (different tastes), inform their followers of events and promotions.

Instagram:

Helps them to become more known, to share nice clients stories and feedback on their product, to reach their younger target audience, to become "trendy", to post edits, share nice aesthetic posts.

Tone of voice:

We agreed that the café's tone of voice would be cheerful, young, friendly and fun.

Posts for Facebook

- A picture of a client with some text on the side of the picture, telling why they came to the café, their experience and what they think about it
- A video with a presentation of the café, the bubble tea flavors, the staff, and some client's stories and clients feedback

Posts for Instagram

- A client holding a bubble tea, and some drawings around them
- A client holding a bubble tea, and some text around them
- Very short video with clients stories/ feedback/ favorite drink
- video with a presentation of the drinks/flavors:
- Advertisements/ promotions with some cute drawings for special occasions/ special series

Tags

bubbletea, boba, bubbleteacafé, tea, taiwan, matcha, bubble, milktea, fruittea, bobler, copenhagen, cph, norrebro,

Purpose

- Appear more professional and create fun, complete, interactive, diverse content on Facebook and Instagram
- Post aesthetically appealing content, that matches the mood of the café
- Become more referenced and known through social medias
- Reach their target audience through content that corresponds them

The Concept

Based upon our previous research and findings about the senders requirements, the market situation and the users needs and expectations. We ended up with a concept that it's based on making the customer experience the café before being actually there. We made this possible by making the website resemble the café in terms of colors, textures and typography and by showing how the bubble tea is made with a video.

Prototyping

Moodboard

Moodboards are a nice way to make sure of having a common understanding of the aesthetic we are looking for, without having to translate it into words. We made them according to conversations we had with the owner of Gotcha bubble tea. He told us that he wanted the website to look like his café, with a specific color palette (beige, blue, black, white). We made the aesthetic of the moodboards to be trendy, fun, young, but also soft and pastel, just as we wanted our website to look.

It is also an aesthetic that matches the taste of the café's main target audience, and the bubble tea style.

We got inspired by some other bubble tea cafés websites that we liked, Gotcha's café aesthetic, and Pinterest.



Style Tile

The style tile is based on what our client has that was really important for him to keep. The client informed us that him, and his wife together with a designer had come up with the consent for the logo, the owner himself loves the blue color, and wanted the other colors to be toned down to stand out from a lot off other bubble tea places there has a lot of colors, he wanted it to be more simelt, vorm and welcoming. When it comes to the typeface we designed to stick with one that looks just like his logo, we thought that was the best way to keep the simpel for it all to look like one unet. The clines biggest wish was for the website to look just like his store, so all the inspiration and elements comes from the physical store and the owners ideres that we then put together in a visual form of a style tile.



Moodboard and Style Tile Conclusion

We started with the moodboard to get ideas and inspiration for the website designs and SoMe. We did one for bubble tea over all and one just for the café to see if there were some similarities to think about in the designing process. After we had done the moodboards we did the Style tile based on conversations we had with the client. We used the Style tile as a visual reference to the design language of a website. It helps us when it comes to the overall design of the prototype with fonts, color and illustrations. When viewed in combination with wireframes, site-maps and other UI elements, they define that story in an accessible, client-friendly manner, and help us in the overall design for the website and SoMe content and design.

Style Guide

Who we are

Gotcha Bubble Tea is a bubble tea café located the heart of Nørrebro. We aim to deliver quality bubble tea and other beverages to customers who are either on the go or looking for a place to relax and enjoy a nice bubble tea treat.



Values

Welcoming

Gotcha wants all its customers to feel warm and welcome when visiting.

Courtesy

Treating all customers equally and respecting their time (regardless of rank or title).

Simple

We strive to keep the place simple to not shift the focus from the product.

Classic

Honouring bubble teas origins by serving the classic bubble tea experience.

Tone of Voice

Confident

Gotcha wants all its customers to feel warm and welcome when visiting.

Friendly

We are all equals.

Helpful

Simple guidance to both new and experienced customers but not overbearing.

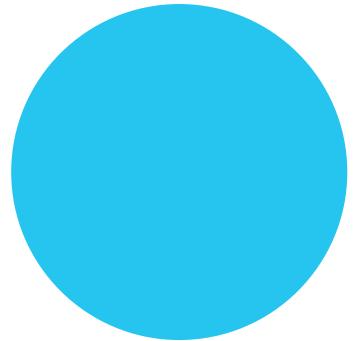
Patient

Respecting everyone's time.

Playful

Life's about having fun, and bubble tea.

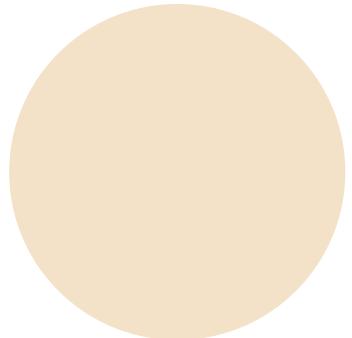
Colors



#25C5F0

rgb(37, 197, 240)

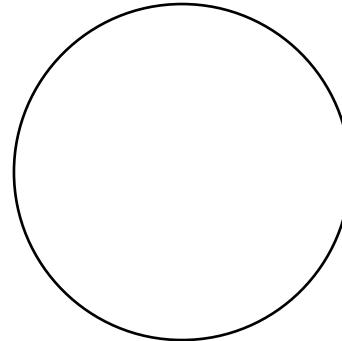
Light blue is associated with health, healing, tranquility, understanding, and softness.



#F4E2C8

rgb(244, 226, 200)

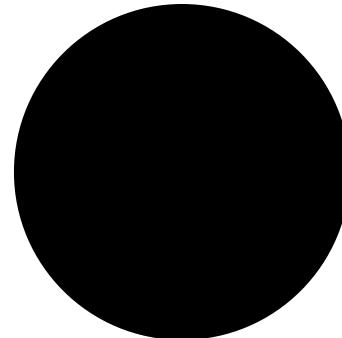
A neutral and warmth appearance.



#FFFFFF

rgb(255, 255, 255)

White stands for purity, its simplicity untainted by any other hue. White stands for everything good and right.



#1B1B1B

rgb(27, 27, 27)

It provides comfort and therefore works good for text and light colors.

Logo

The logo includes the name with the “o” being comprised of a cute illustration of a bubble tea drink.



Typography

Headlines, text and paragraph text are set in Poppins. It is a clean and modern looking sans-serif which supports the logo and suits the overall brand.

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Xx Yy Zz Æœ
Øø Åå 0123456789

Thin	lorem ipsum
<i>Thin Italic</i>	<i>dolor sit amet</i>
Light	consectetur adipiscing elit
<i>Light Italic</i>	<i>sed do eiusmod</i>
Regular	tempor incididunt ut
<i>Regular Italic</i>	<i>labore et dolore</i>
Medium	magna aliqua
<i>Medium Italic</i>	<i>Medium Italic</i>
Bold	Ut enim ad minim
<i>Bold Italic</i>	<i>veniam, quis nostrud</i>
Extrabold	exercitation ullamco
<i>Extrabold Italic</i>	<i>laboris nisi ut</i>

Illustrations



So-Me Guide

So-Me: Purpose and relevance

- Appear more professional and create fun, complete, interactive, diverse content on facebook and instagram.
- Post aesthetically appealing content, that matches the mood of the shop.
- Become more referenced and known through social medias.
- Reach their target audience through content that corresponds them.

Instagram

Helps them to become more known, to share nice clients stories and feedback on their product, to reach their younger target audience, to become “trendy”, to post edits, share nice aesthetic posts.

Facebook

Helps them to present their shop, introduce the staff, the products (different tastes), inform their followers of events and promotions.

So-Me: Platforms and how to use them

Events

- Post on FB as a post
- Story on Insta
- Photos from the event as post on insta

Instagram

Insta: [Picture with date and drink]
“Come by for this limited edition drink!”
Hashtags #####

Facebook

FB: [Picture of drink]
“The summer solstice is right around the corner, we have a special limited edition drink available [date].
Come by and enjoy the sun”

So-Me: Content types and content style

Both Insta and FB should have the same kind of

- voice of tone
- photography style
- graphics.

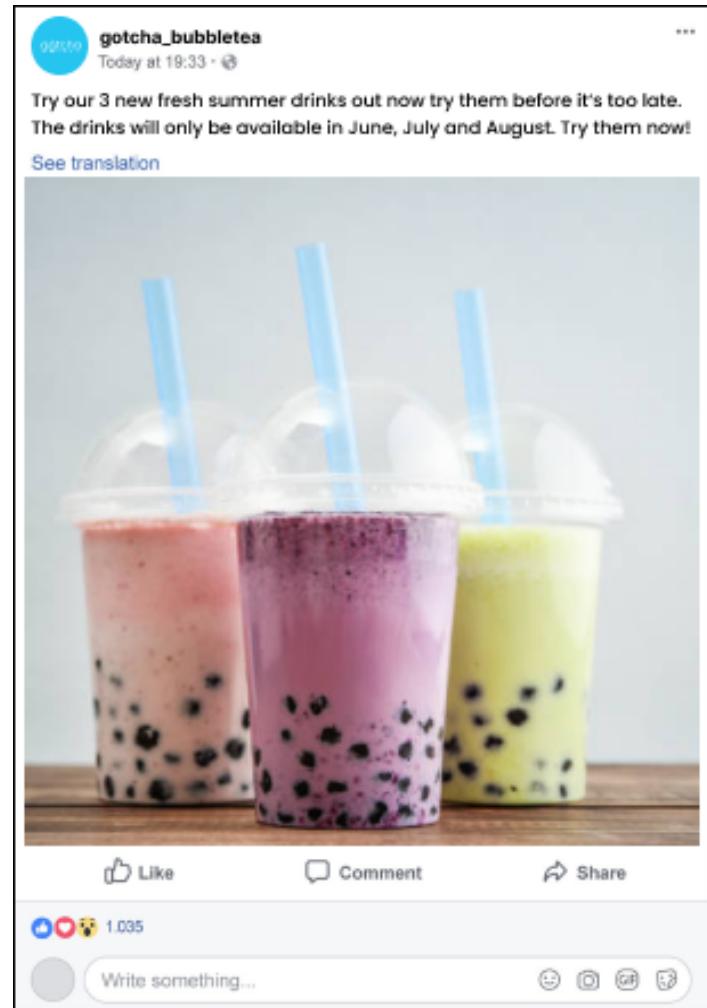
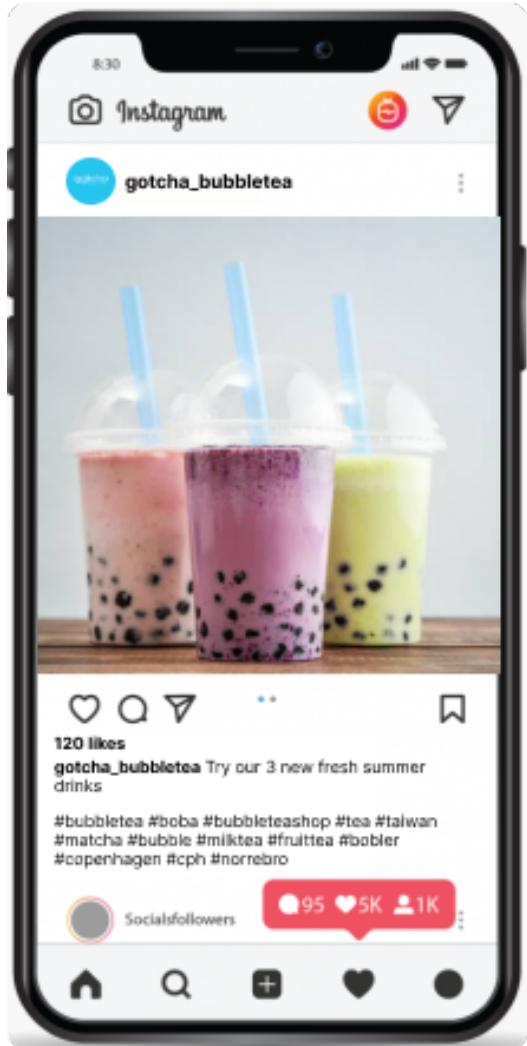
Difference

Both should have the same content.

Both for image and video content.

Facebook for text based posts, longer versions of posts

Examples of So-Me

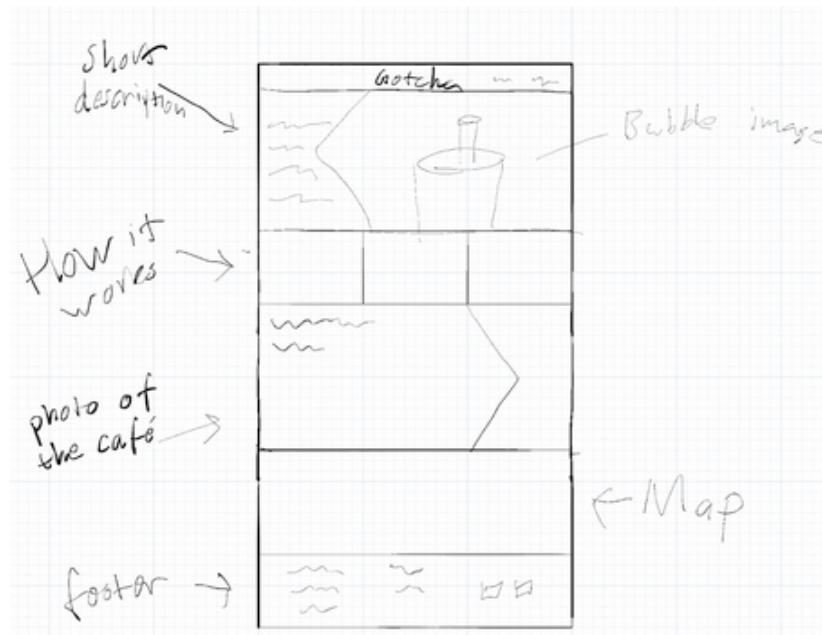


Examples of Website

Sketches and Wireframes

Followed by our moodboards and a style tile, we began sketching lo-fi wireframes. According to our desk research, we found out that many of our client's competitors have extensive information and impractical layout on their websites. That is why we opted to create a design that is easy to navigate and only includes the necessary information a user from the target group might look for. It is made of two wireframes which combine different elements. The design is based around it being more visual than text based to really show off how colorful and fun bubble tea is by using a video and photos. The website includes three pages, front, menu and about page. The front page with a short video showing the making of a bubble tea drink, introduction to the café, a section with illustrations showing how to order and a few photos of the café, drinks and ingredients. The menu page expands on their current design solution of the menu at the café by showing step by step how to order a bubble tea with included illustrations of all of their options. The about page includes further information about the café and more photos.

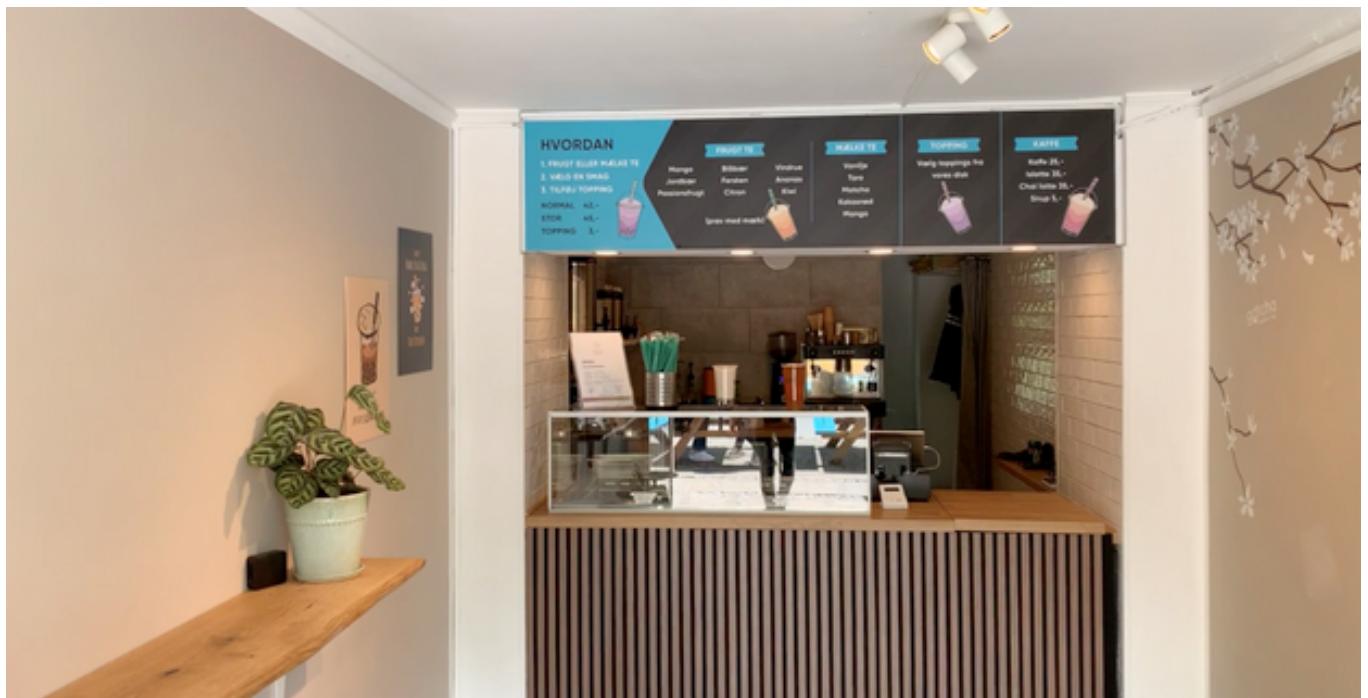
The header is made simple by only showing the logo and links to the two other pages. The footer shows important information about their opening hours, address, phone number, social media links and a map. We chose to display all that information in the footer so it could be accessed regardless of which page the user would be on.

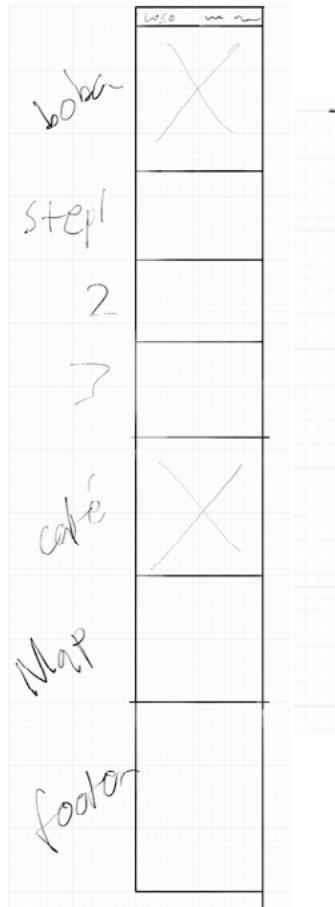


Early sketch of the frontpage

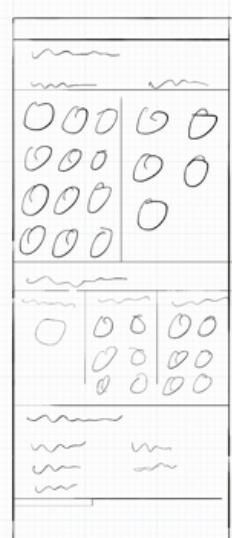
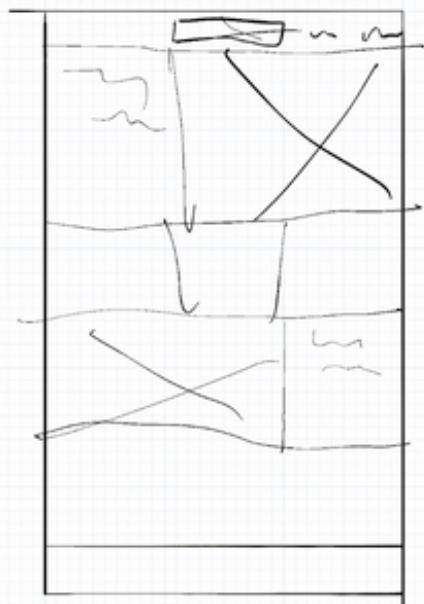


Our main inspiration comes from the café's menu.

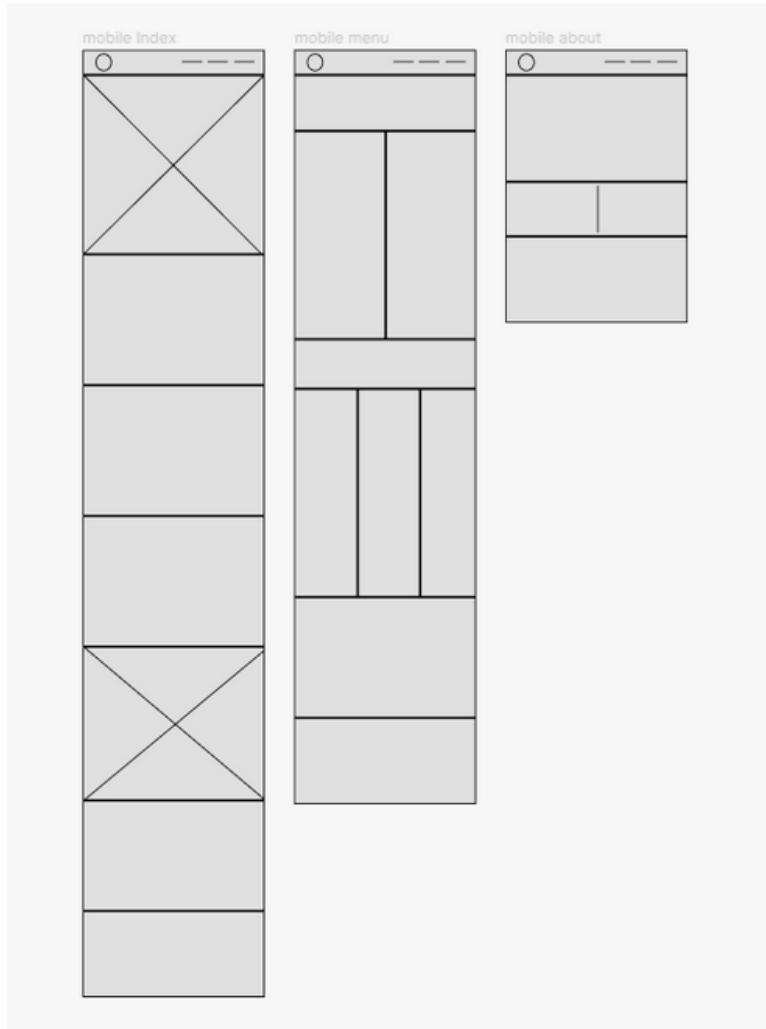




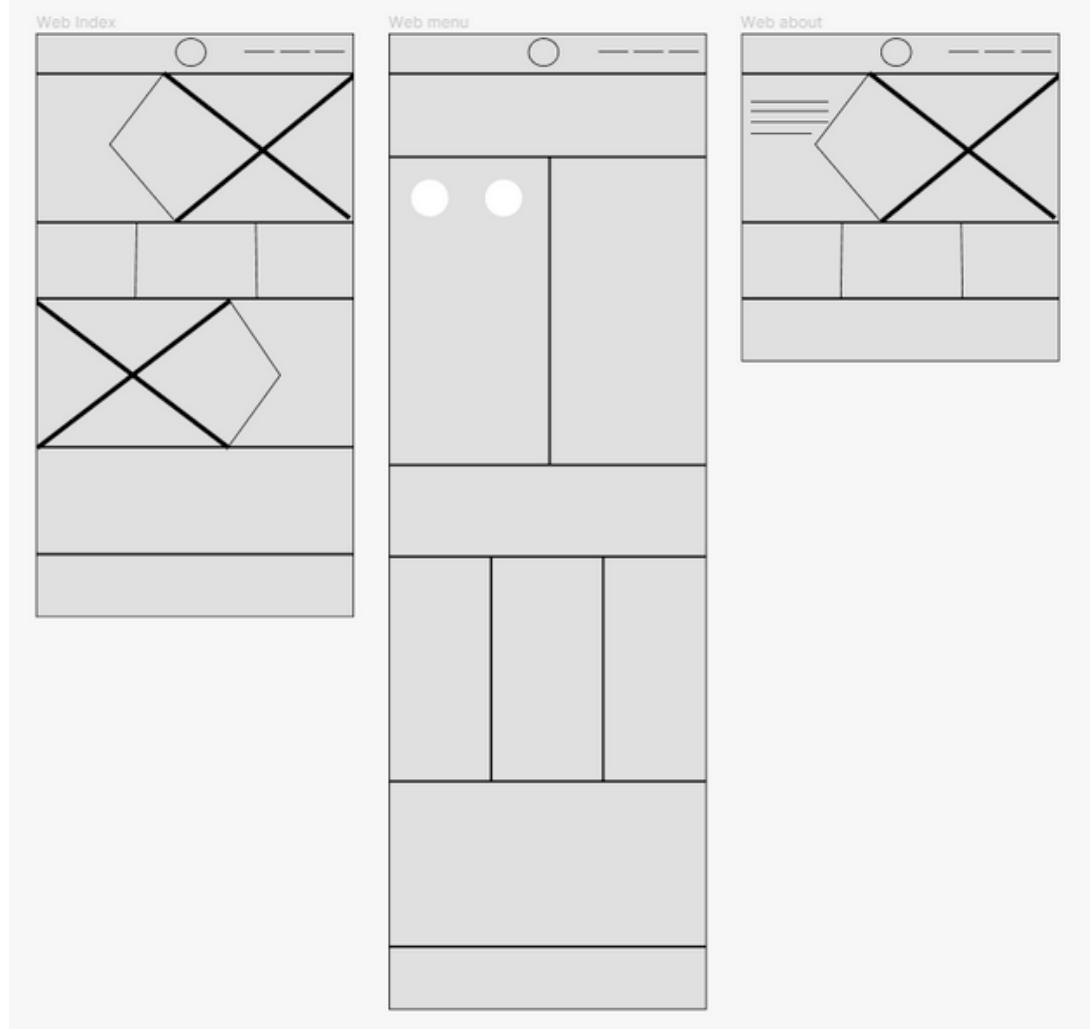
Early mobile and desktop frontpage sketch



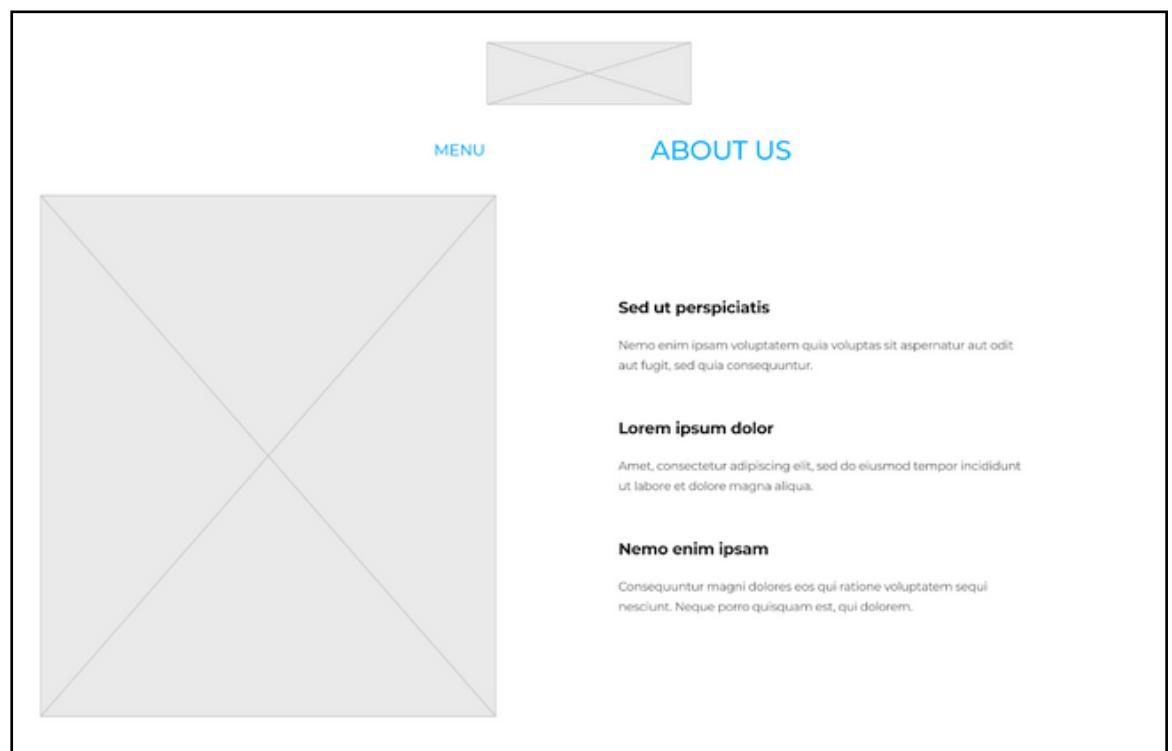
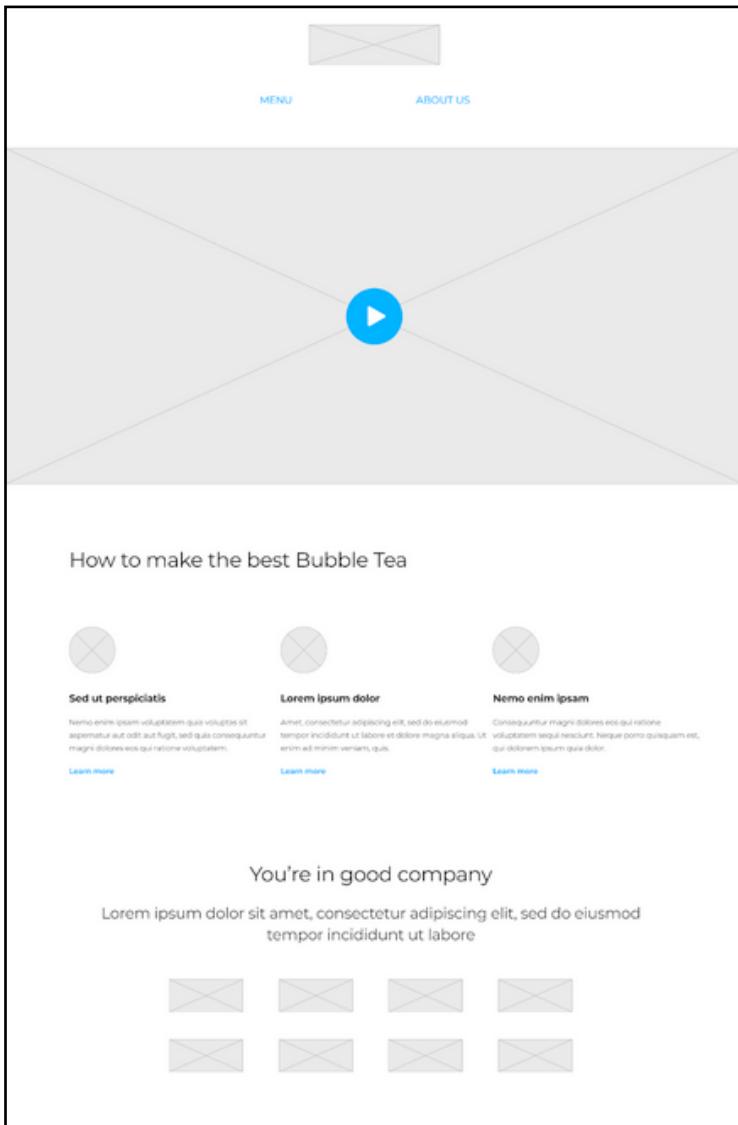
More detailed sketches for the menu page



Mobile lo-fi wireframe made in
figma



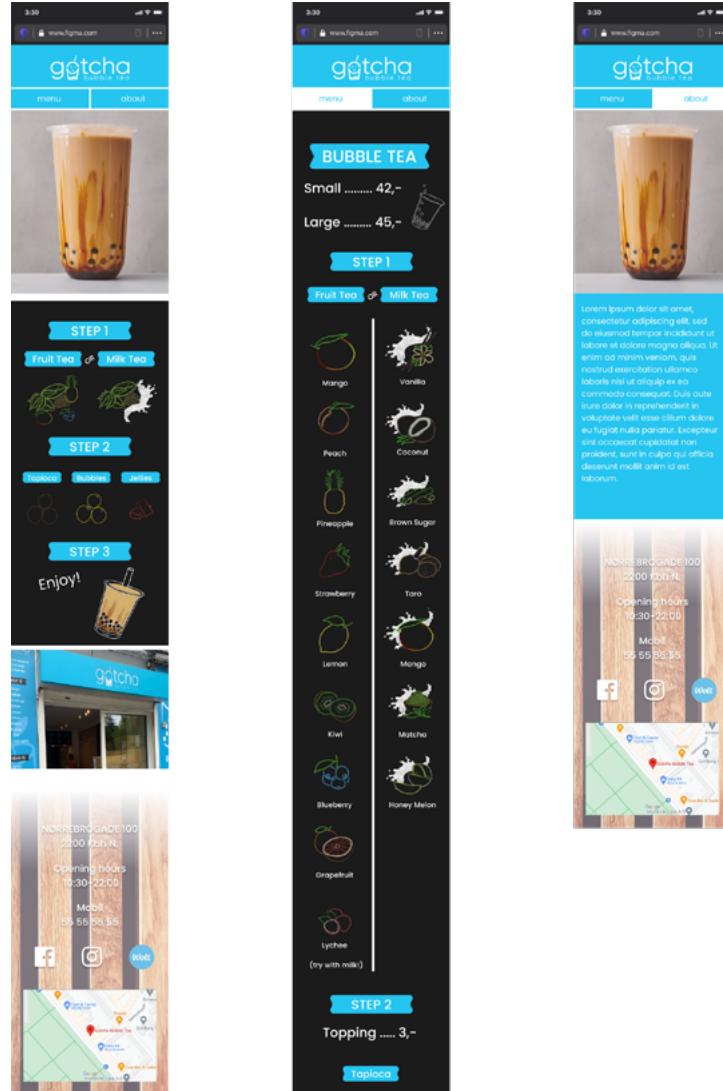
Desktop lo-fi wireframe made
in figma

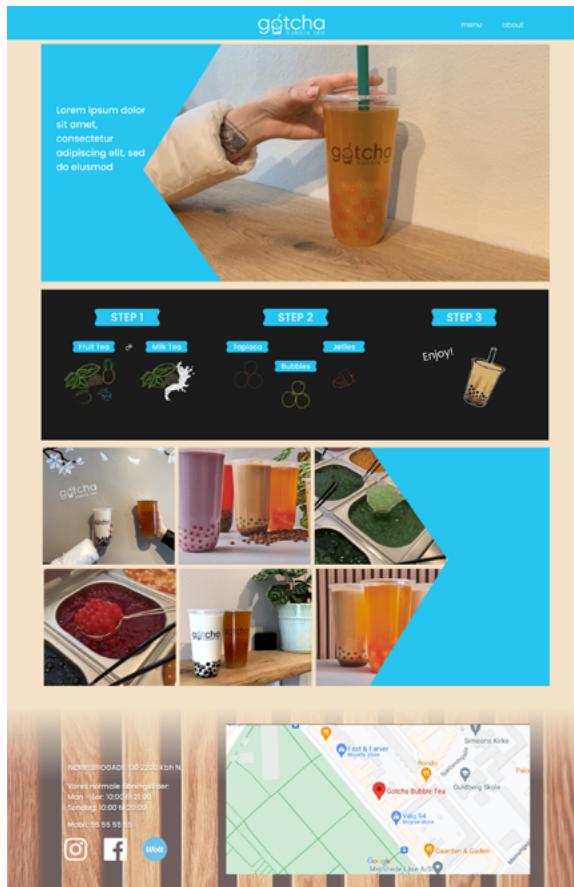


Another wireframe version of the desktop front and about pages

Prototype

The prototype stays true to the wireframes for the most part. We followed our style guide in terms of colors, font, illustration style and photography style. The user is greeted with the café's logo in white on the turquoise colored header and a short video showing how bubble tea is made. We decided to have the logo centered on both web and mobile to give it enough space. The navigation links are on the side on the desktop version but are moved below on mobile, unlike the wireframes. When the user is on either the "menu" or "about" page, the button will swap colors so the font becomes turquoise and the background white in order to highlight on which page the user is on. The sections are filled out with the content stated in the wireframes like photographs and illustrations. The headings have a banner-like background which corresponds to the client's menu. The footer background image represents the counter at the café, being below the options from which customers choose from and the footer being on the bottom of the page.





gotcha BUBBLE TEA

menu about

MENU

Small 42,-
Large 45,-

BUBBLE TEA

STEP 1

Fruit Tea OR **Milk Tea**

Mango	Strawberry	Blueberry
Peach	Lemon	Grape
Pineapple	Kiwi	Lychee

(try with milk)

STEP 2

Topping 3,-

Topioca	Bubbles	Jellies
Classic topioca	Mango strawberry blueberry	Passion fruit lychee
Pearl	Peach Lemon Grape	Green apple Peach
Pineapple	Kiwi Lychee	Raspberry Fruit mix

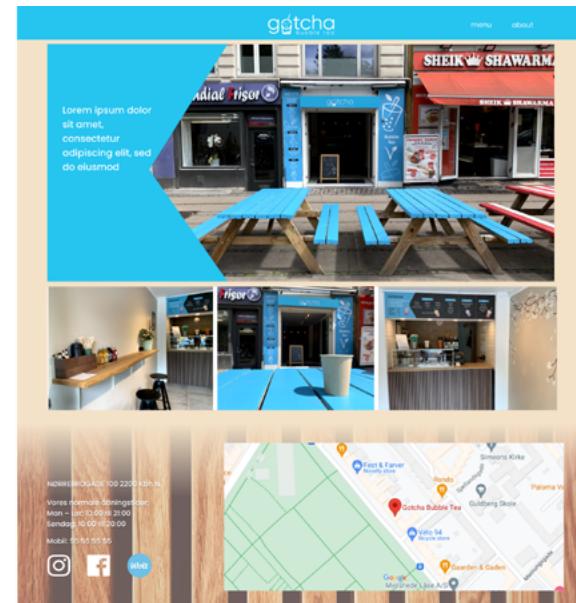
Coffee and other drinks

Coffee 25,-
Ice latte 35,-
Chai latte 35,-
Syrup 5,-

NØRREBJERGÅRD 100 2220 KØBENHAVN N
Vores normale åbningstider:
Mon - Før 10:00 til 21:00
Torsdag 10:00 til 20:00
Mobil: 55 55 55 55

[Instagram](#) [Facebook](#) [Twitter](#)

Map showing location in Copenhagen.



Trunk Test

After making a prototype, we conducted a trunk test to ensure that users knew what they were looking at and what to do after landing on the page. We asked the participants to answer, what website they were on and on what page, what are the main sections and what navigation options they have. The results turned out positive with 100% answering that it was Gotcha's frontpage. Over 90% could figure out their navigation options and understood the sections.

Think Aloud Tests

By doing these tests, we were able to find issues on our website solution that we would not have found ourselves, as we didn't have the necessary "step back".
Most of the issues were found by all the testers.
(three tests can be found on the next three pages)

1st Think Aloud Test

This test was done with a 30 year old woman. She didn't really know what bubble tea was. Lives in Sлагelse. The test was done in person.

What is the website for?

Bubble tea - its really clear to see

Can you find the map and the address?

Found it super fast

Can you find the menu?

Easy to find

Do you understand the menu and how it works?

Step 2 on mobile is hard to figure out but on the web it's good.
On Mobile did not get how it world but got it 100% on the web

Do you understand the illustrations?

Good illustrations, it's clear to see what it is.

Do you find the website easy to navigate?

Yes.

Where to go to order?

It is not easy to find for someone who doesn't know what Wolt is. Would like it one top with a test saying - Order via Wolt

2nd Think Aloud Test

This test was done with a 21 year old man. He is a student, and has bubble tea once in a while. He is a foreigner who lives in Copenhagen. The test was done in person.

What is the website for?

Bubble tea

Can you find the map and the address?

Yes, easily, but the address is not easy to read, because of the color

Can you find the menu?

Yes, but there is not a lot of contrast, cannot see much.

The white text is not very visible

Do you understand the illustrations?

Cannot really see well, I don't really know what the illustrations are about, but after a few seconds, I see that it is about the bubbles. The contrast is not really good either.

The illustrations could be larger. After a while, I figure that it's about the steps for your bubble tea.

Is the website easy to navigate?

It's great that everything is on the same page, even though I don't think the colors were very well chosen.

When looking at the website, do you know how to order your bubble tea?

Not really

3rd Think Aloud Test

This test was conducted with a 23 year old girl in Copenhagen. She buys bubble tea sometimes but only when she's hanging out with friends, doesn't have much knowledge in web design, occasionally orders food and drinks online Showed the mobile version of the prototype on the phone and desktop version on a laptop

What is the website for?

"Bubble tea store."

Can you find the map and the address?

"Before scrolling down on the front page I would have guessed to find the map on the About page, but since the footer is all the same everywhere it isn't a problem to find the information fast."

Can you find the menu?

"Yes, the navigation design is straight-forward."

Do you understand the menu and how it works?

"I am someone who doesn't order this drink often so I had some confusion but overall, yes. At first, I wasn't sure what 'try with milk' referred to."

Do you understand the illustrations?

"Yes."

Do you find the website easy to navigate?

"Yes."

Where to go to order?

"There isn't an online order option directly through the website so if I wanted to order online I would click the Wolt icon in the footer. I probably wouldn't think to go order from the footer on my first visit to the website, only after some scrolling and seeing that there is no other promoted option."

Outcome of our Think Aloud Tests

Overall, all the testers found the website easy to navigate and understandable.

They liked the drawings and did not struggle understanding what they represented, but we found problems with the visibility of those drawings, and some contrasts and visibility issues for the text in the header and the footer, as well as a confusion concerning the "try with milk" text.

Also, they all struggled to find the delivery option (Wolt). They would prefer to not have this option displayed on the footer, but rather on the main.

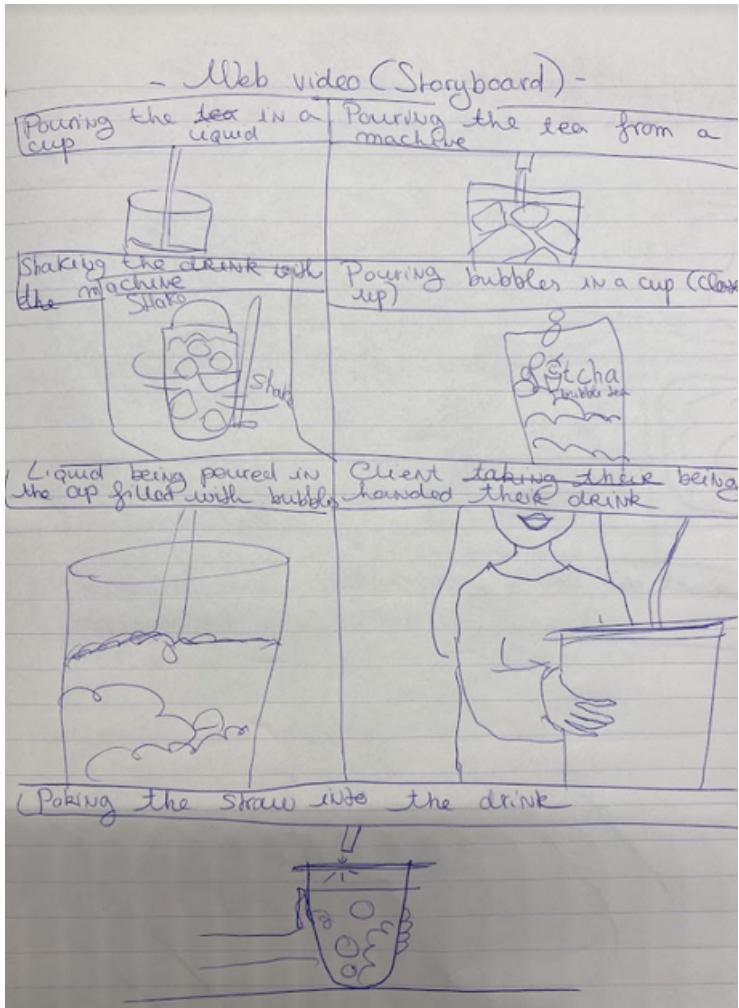
Video Development

Our ideas:

- Combination of many super short videos (0,10s) of different people with different drinks in the same pose, holding the drink the same way.
- Filming different flavors, and filming from the implois perspective, giving the drinks to a group of smiling people.
- People with outfits that match their drinks.
- A video with drinks with different flavors, and different backgrounds/ drawings around the drinks, according to their flavors.
- Slowmo and loop videos showing how the drink is made.
- Showing of the café and the location.

Video Concept

Website Video



Video Argumentation and Motivation

This video is good for the web because it shows the product you are looking for, its making (which automatically makes the client interested in the product), and also makes you able to identify yourself with the client's experience.

Explanation

Preparation of the drink starts with the camera focus on the cup and the bartender's hands (camera zoomed in: close-up shots) 1. the syrup being poured into the cup 2. the liquid being poured with the ice already in 3. slowed down shaking of the cup with the machine 4. changing to the bubbles being poured into another cup 5. the final liquid being poured after the bubbles (pedestal up - still a close-up shot) - the customer takes the drink from the owner's hand (close-up on the drink and the hand) - focus is on the drink that's on a table while the customer's movements of putting a straw in the cup are being filmed (the sound of the drink being opened is heard)

Web video link: <https://youtu.be/pGYOt8qm3mA>

Facebook Video



Video Argumentation and Motivation

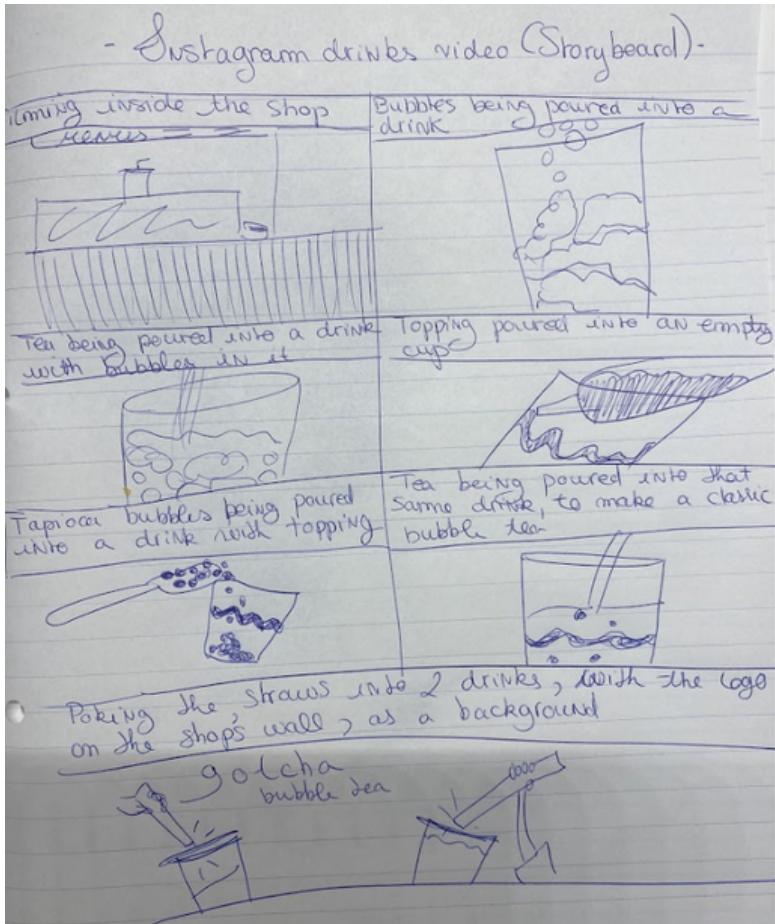
We want this video to represent what the ordering process is in Gotcha bubble tea. The video also aims to show the ambiance, the café and its surroundings, and of course the drinks and their preparation. It represents an experience.

Explanation

First shot: (full shot) view of the café from the outside - (middle shot) two customers are discussing their choice of drinks and turn to the employee/owner to speak (camera zooms out and it turns to an over the shoulder shot) to which the owner points to the menu and one of the customers nods - preparation of the drink starts with the camera focus on the cup and the bartender's hands (camera zoomed in: close-up shots) 1. the syrup being poured into the cup 2. the liquid being poured with the ice already in 3. slowed down shaking of the cup with the machine 4. changing to the bubbles being poured into another cup 5. the final liquid being poured after the bubbles (pedestal up - still a close-up shot) - the owner serves the two drinks by placing them on the counter (camera panning to right and then left following the owner's arms) to which the two customers take the drinks (middle shot) and start walking out (zoom out) - (potential CTA text on the screen starts) the two customers are sitting at the table and benches in front of the café, drinking the bubble tea and talking (camera tilting up) then the camera pans to the left showing the background with the logo on the screen

Facebook video link: <https://youtu.be/W5n-rZ-wYg8>

1st Instagram Video



Video Argumentation and Motivation

We want this video to represent essentially the process of a drink being made.

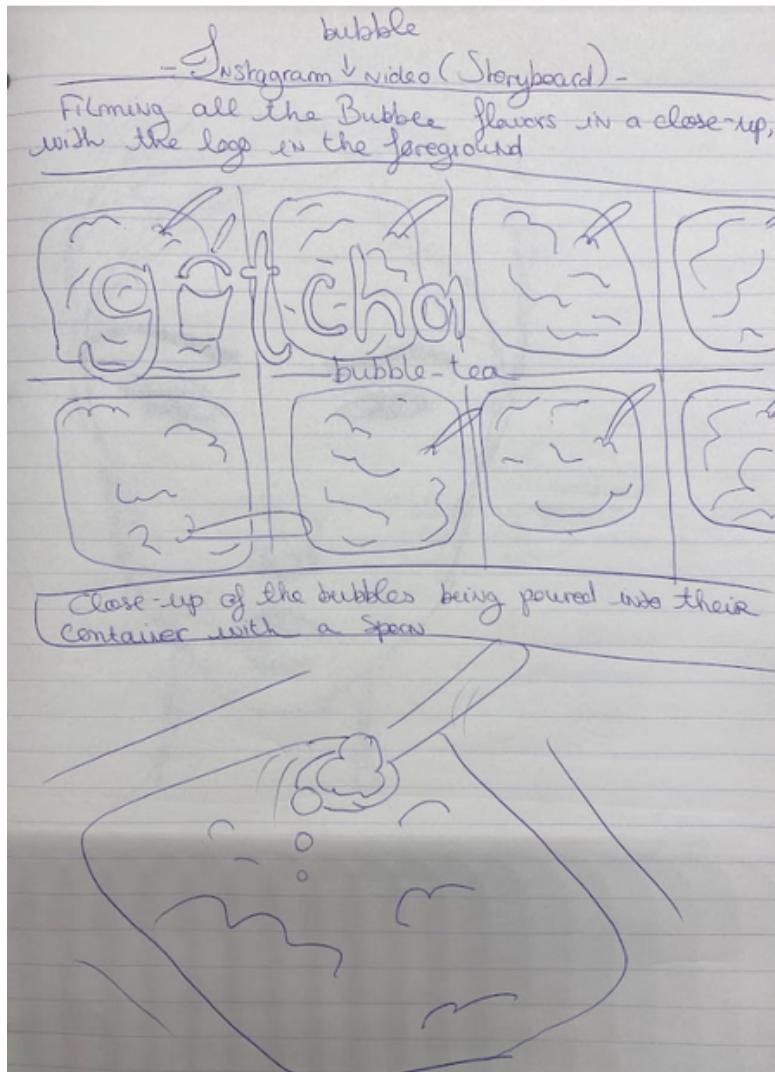
It is good content for instagram because it is short, and makes the costumers want to get a bubble tea when they see it.

Explanation

camera pans to show a view of the café from the inside – close-up of the bubbles being put into the cup – zooming in while the liquid is being poured in and then turns into a pedestal up – the owner starts preparing another drink by adding syrup into the cup in an aesthetic way (close-up of the cup and the hands) – the owner adds tapioca balls to the cup – the final liquid is being poured into the cup – two customers are opening the foil on the cup by popping it with the straw together at the same time (close-up of the arms holding the drinks with the background being the wall that shows the logo)

Insta drinks video link: <https://youtube.com/shorts/zGo8Bb-05CfQ>

2nd Instagram Video



Video Argumentation and Motivation

Filming the bubbles in a close-up.

This type of video is good for instagram because it is colorful, shows the variety of ingredients, and also makes you want to come get a bubble tea.

Explanation

2nd video doesn't have a story;

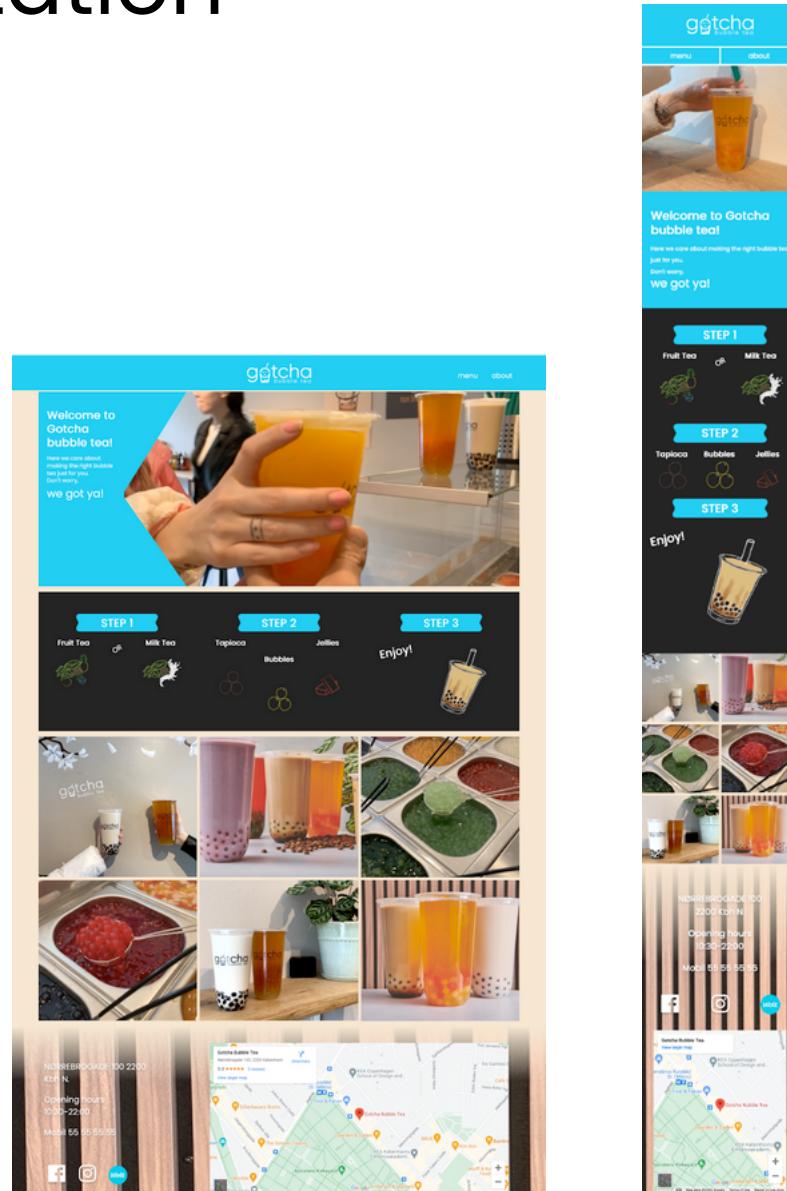
(logo in the center with potential motion graphics or illustrations changing for each shot) close-ups of the bubbles in different flavours (pedestal up and then down then up again)
- extreme close-up while the bubbles are in the spoon and are put back (4 shots with 4 different flavours)

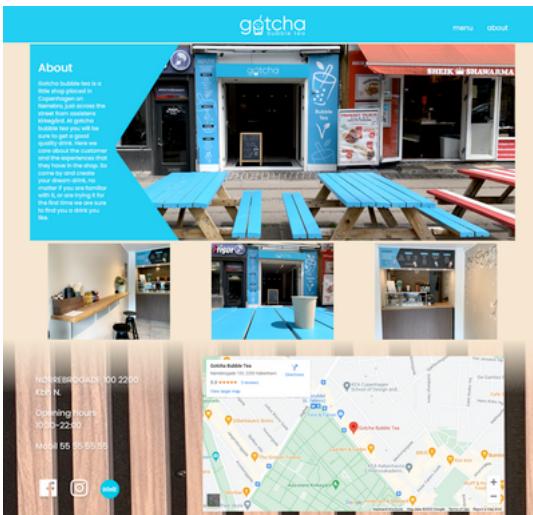
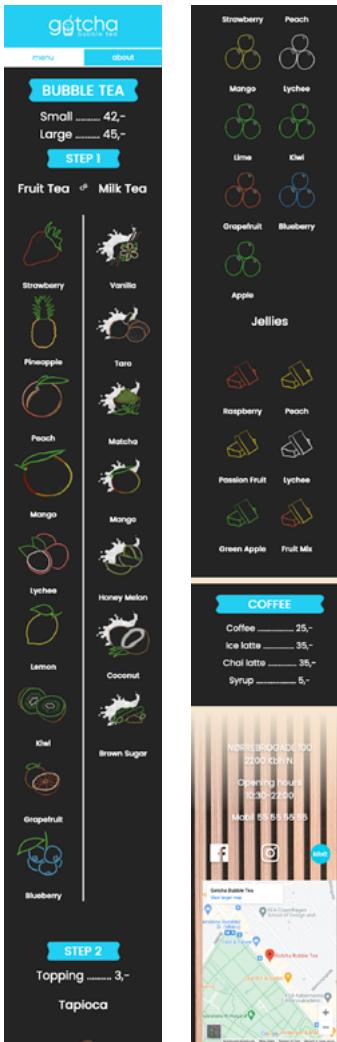
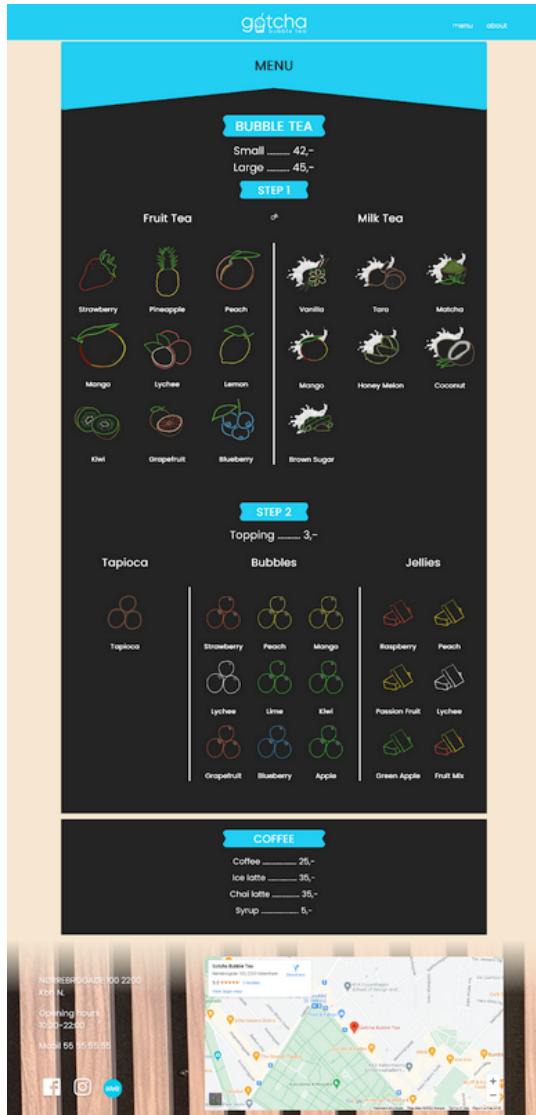
Insta drinks video link: <https://www.youtube.com/shorts/b9cjQG-IQlg>

Technical Documentation

The Website

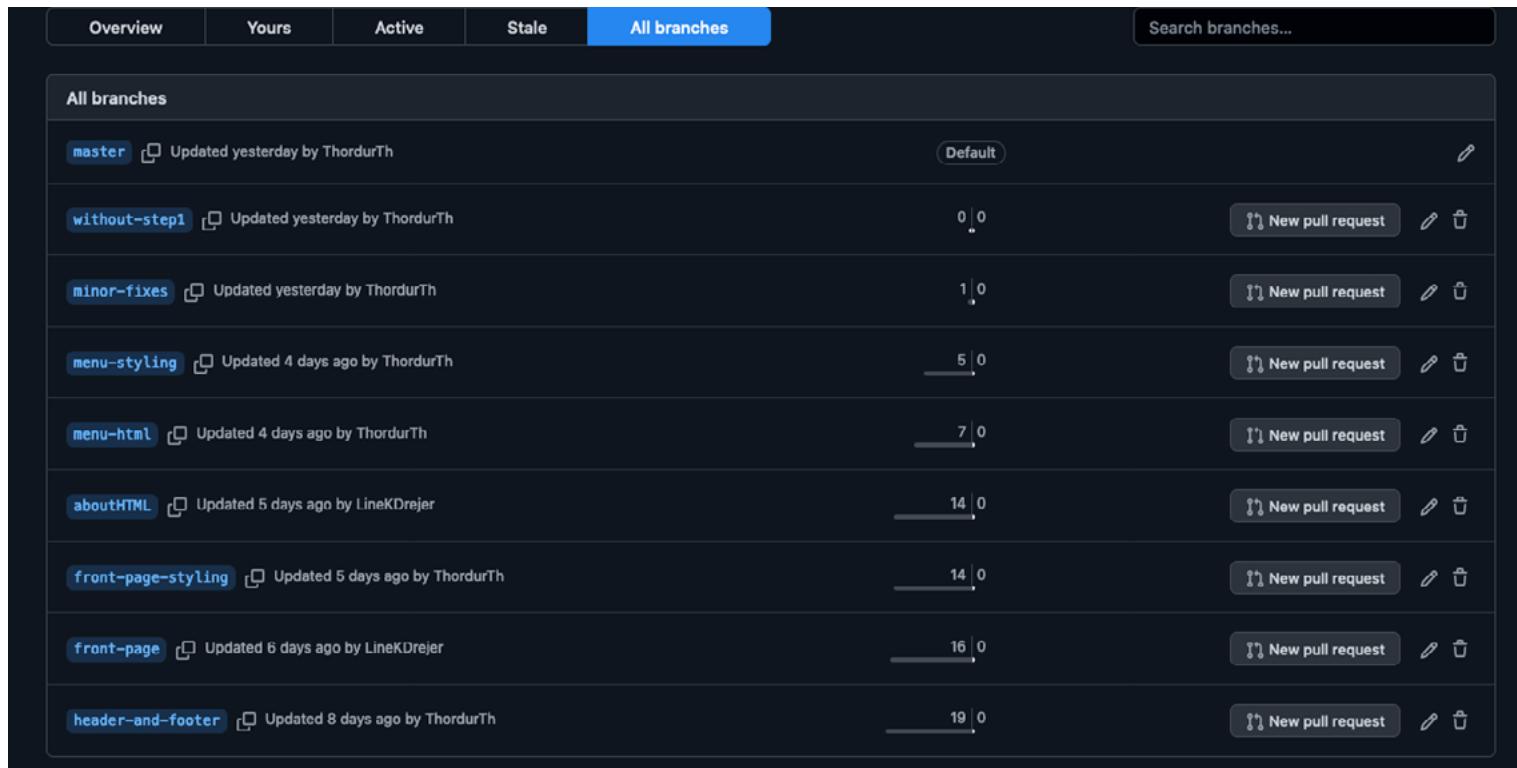
The coded result looks almost identical to the prototype apart from a few fixes. The font legibility has been improved in the footer and illus-





Github

We decided to divide the coding between us and each part was done in a separate branch before being merged into the master. We divided it into HTML for each page, overall styling and javascript for fetching data from wordpress.



The screenshot shows a GitHub repository interface with the 'All branches' tab selected. The repository contains several branches:

- master**: Updated yesterday by ThordurTh. Status: Default. 0 | 0. Actions: New pull request, edit, delete.
- without-step1**: Updated yesterday by ThordurTh. Status: 0 | 0. Actions: New pull request, edit, delete.
- minor-fixes**: Updated yesterday by ThordurTh. Status: 1 | 0. Actions: New pull request, edit, delete.
- menu-styling**: Updated 4 days ago by ThordurTh. Status: 5 | 0. Actions: New pull request, edit, delete.
- menu-html**: Updated 4 days ago by ThordurTh. Status: 7 | 0. Actions: New pull request, edit, delete.
- aboutHTML**: Updated 5 days ago by LineKDrejer. Status: 14 | 0. Actions: New pull request, edit, delete.
- front-page-styling**: Updated 5 days ago by ThordurTh. Status: 14 | 0. Actions: New pull request, edit, delete.
- front-page**: Updated 6 days ago by LineKDrejer. Status: 16 | 0. Actions: New pull request, edit, delete.
- header-and-footer**: Updated 8 days ago by ThordurTh. Status: 19 | 0. Actions: New pull request, edit, delete.

A search bar at the top right says "Search branches...".

HTML & CSS

Our website's design does not include much text but nonetheless we wrote semantic HTML to the best of our knowledge to give browsers additional information about the page. We also wrote in the alt attribute for relevant images, general information for accessibility reasons and respected the rules of muting videos that have the autoplay attribute. We also made use of the template element to help us display information from the database.

Since the website only consists of three pages, we only used a single style file. It is however split into parts by using comments to mark the beginning of new sections, pages or media queries. We took full advantage of everything we have learned so far and put flex and grid to good use. The menu page is a good example of that.

```
<video autoplay muted loop>
```

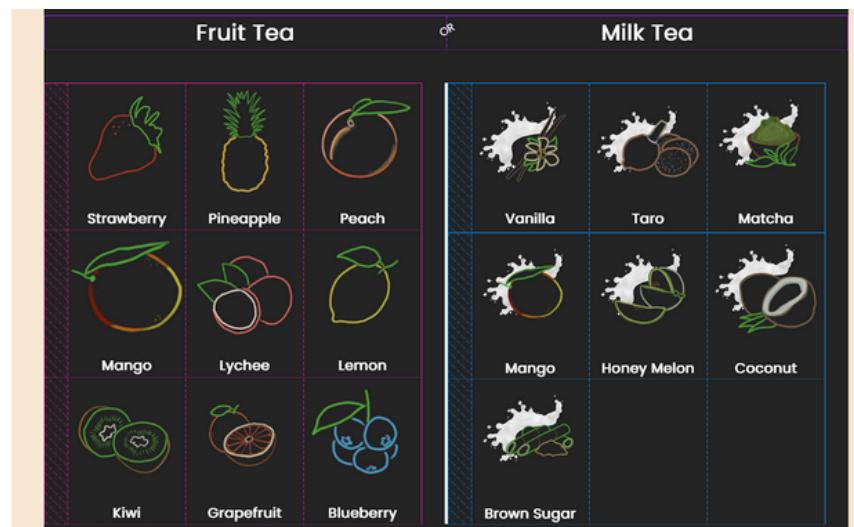
The "muted" attribute should always accompany the "autoplay" attribute.

```
117 ||| <div class="imageCollage">  
118 | | |   
119 | | |   
120 | | |   
121 | | |   
122 | | |   
123 | | |   
124 | | | </div>
```

Descriptive text in the "alt" attribute.

```
55 | | | <template class="fruit_tea_template">  
56 | | | | <div>  
57 | | | | | <img class="fruit_tea_img" src="" alt="" />  
58 | | | | | <h5 class="fruit_tea_name"></h5>  
59 | | | | </div>  
60 | | | </template>
```

The template element contains the "img" and "h5" that have data put in



Flex was used here for the headings and grid for the items.

Database

We chose to use Wordpress to make a database since it offers some advantages. Its user interface is designed with people in mind that are not necessarily familiar with coding. It provides an easy way of adding data to the database with only a few clicks and Javascript and CSS will work together to add the data in without having to modify the code. The data we added were all of the options displayed on the menu page. It is categorized into fruit tea, milk tea, tapioca, bubbles and jellies and each item has a name and an image. The only thing our client would need to do is to log on to wordpress, click on "add item", write in the name and upload an image, select a category and publish.

The database in JSON
<https://linedrejer.dk/Gotcha-db/>



A screenshot of a JSON viewer application. The JSON structure represents a list of menu items, likely from a WordPress database. The list contains four items, indexed 0 to 3. Item 3 is expanded to show its properties:

```
▶ 0: {}
▶ 1: {}
▶ 2: {}
▼ 3:
  id: 54
  date: "2022-05-31T16:13:49"
  date_gmt: "2022-05-31T16:13:49"
  guid: {}
  modified: "2022-05-31T16:13:49"
  modified_gmt: "2022-05-31T16:13:49"
  slug: "mango-3"
  status: "publish"
  type: "menu"
  link: "https://linedrejer.dk/go.../wordpress/menu/mango-3/"
  ▶ title:
    rendered: "mango"
  ▶ content:
    template: ""
  ▶ categories:
    [ ]
    option: ""
  ▶ image:
    ID: 55
    post_author: "1"
    post_date: "2022-05-31 16:13:34"
    post_date_gmt: "2022-05-31 16:13:34"
    post_content: ""
    post_title: "Mango"
    post_excerpt: ""
    post_status: "inherit"
    comment_status: "open"
    ping_status: "closed"
    post_password: ""
    post_name: "mango-3-2"
    to_ping: ""
    pinged: ""
    post_modified: "2022-05-31 16:13:49"
    post_modified_gmt: "2022-05-31 16:13:49"
    post_content_filtered: ""
    post_parent: "54"
    guid: "https://linedrejer.dk/go.../uploads/2022/05/Mango.png"
```

The screenshot shows the WordPress admin interface with the 'menus' section selected in the sidebar. The main area displays a list of menu items under the heading 'All (32) | Published (32) | Trash (1)'. The columns show 'Title', 'Categories', and 'Date'. The menu items listed are: raspberry, peach, passion fruit, lychee, green apple, and fruit mix, all categorized under 'jellies'. At the bottom right of the list area, there is a toolbar with icons for save, preview, publish, and settings.

The Wordpress interface showing the list of bubble tea options and where to add a new one in.

The screenshot shows the WordPress block editor interface. A new block titled 'menu' is being added. The block configuration panel on the right includes fields for 'Status & visibility' (Visibility: Public, Publish: Immediately), 'Template: 404', 'Permalink', and 'Categories' (with checkboxes for bubbles, fruit tea, jellies, milk tea, tapioca, and Uncategorized). The 'Add New Category' button is also visible. The main editor area has a placeholder 'Add title' with a red underline and a 'Type / to choose a block' instruction below it. A 'More Fields' section at the bottom contains an 'image' field with an 'Add File' button, also highlighted with a red underline.

The red lines indicate where information is put in.

Javascript

Now that we have a database with all of the options, we used Javascript to get that information. We used the “fetch” method which fetches the data as JSON from the URL provided. Then a function is called that selects the relevant elements inside the HTML template element, and the JSON data is added in.

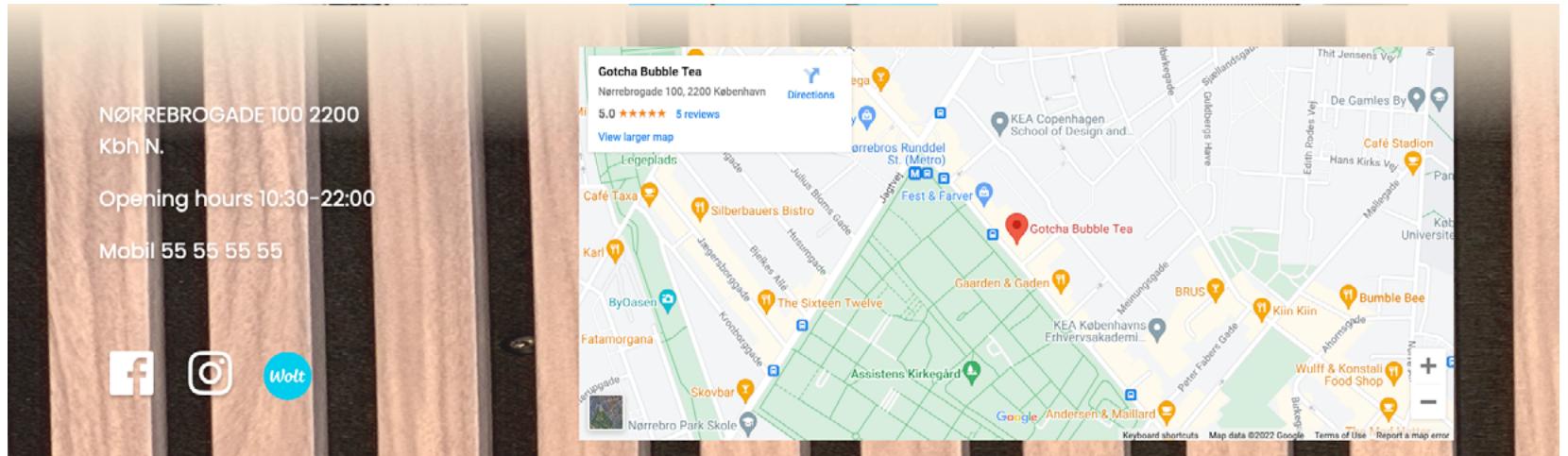
This code snippet provides the fruit tea sections with the data.

```
1  const fruitTea = "https://linedrejer.dk/gotcha-db/wordpress/wp-json/wp/v2/menu?categories=3";
2
3  getFruitTea();
4
5  function getFruitTea(){
6      fetch(fruitTea)
7          .then(res=>res.json())
8          .then(setupFruitTea);
9  }
10
11 function setupFruitTea(fruitTea){
12     const template = document.querySelector(".fruit_tea_template").content;
13     const parentElement = document.querySelector(".menu_fruit_tea");
14     fruitTea.forEach(tea=>{
15         const copy = template.cloneNode(true);
16         copy.querySelector(".fruit_tea_img").src = tea.image.guid;
17         copy.querySelector(".fruit_tea_name").textContent = tea.title.rendered;
18
19
20         parentElement.appendChild(copy);
21     })
22 }
23
```

SEO

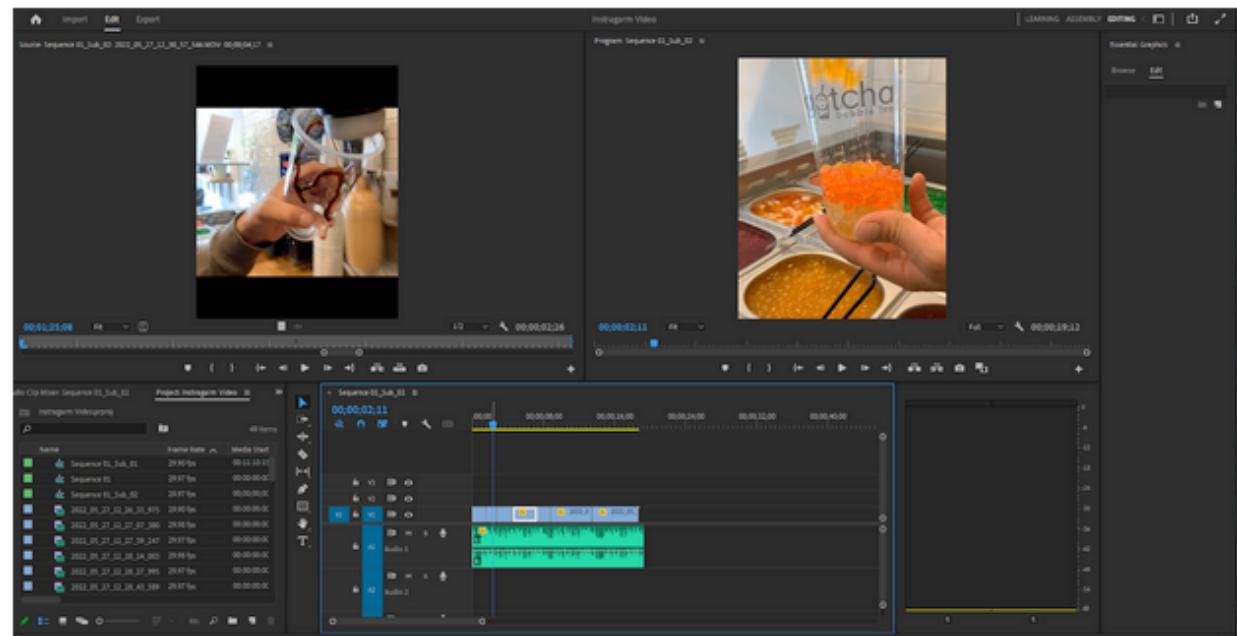
Our design does not have an enormous amount of text but we wrote it as descriptive as possible. It uses keywords that suit the business like their main product “bubble tea”, their location and address. We ran the website through a light-house test on webpagetest.org that had positive results. The main issues the test concluded were those connected to fetching fonts and a map embed from google.

⚠ `google.maps.event.addDomListener()` 5 `js:276:118`
is deprecated, use the standard
`addEventListener()` method instead:
<https://developer.mozilla.org/docs/Web/API/EventTarget/addEventListener>
The feature will continue to work
and there is no plan to
decommission it.



Video Editing

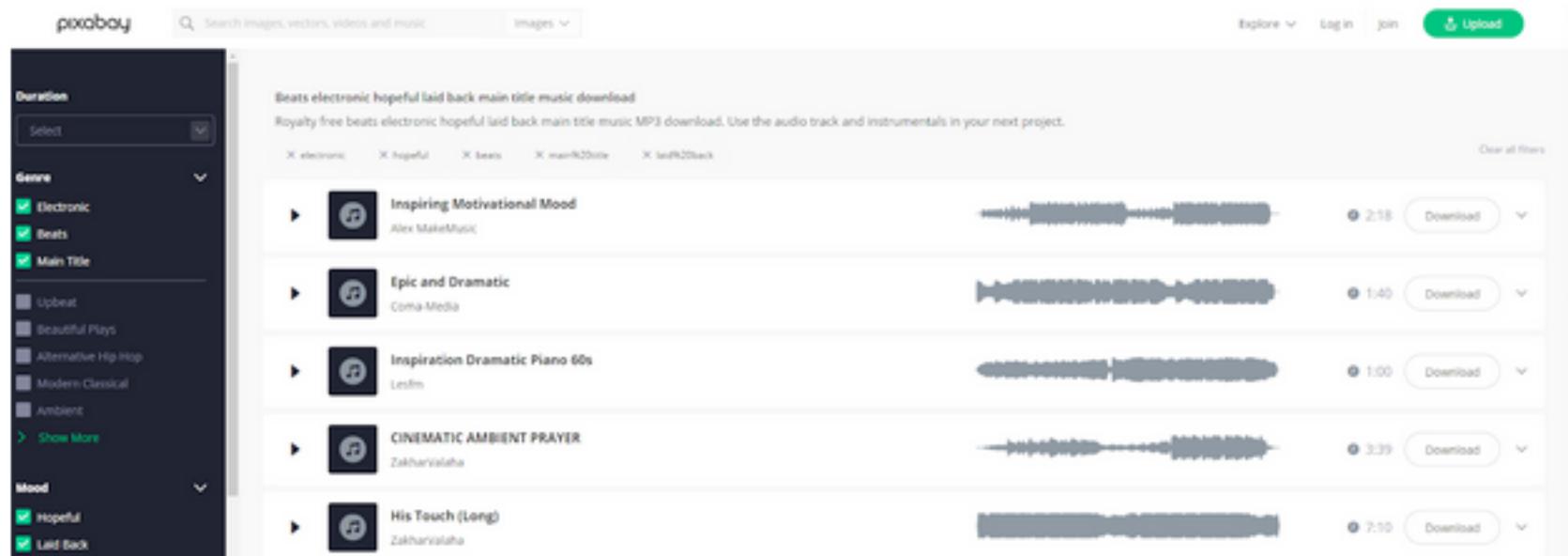
For the video editing we used Premier Pro. We had a folder made with all the klips we had filmed so they were easy to put into the program. We had some good storyboards and ideas for the video which made it much easier to know what to do with the video and clip when all the editing started. One of the tools that was used the most was the razor tool, it was used to make the clips smaller and cut out just their best parts, to do some jump cuts. Another thing that was used mostly for the web video was the steed/duration. We used it to slow down the video so it is clear to see what is happening in the video and make it a bit sensuel. In the videos you also see the logo a lot, even in on of the instagram video we chose to put in the logo together with some of the illustrations we hade mad, the logo it important in the video so people get to know the name, and that's why it is there a lot.



Video Editing – Music

We used Pixabay.com to find music for the 3 video we made there needs music. Pixabay is a free stock photography and royalty-free stock media website. It contain a lot of stuff all from sharing photos, illustrations, vector graphics, film footage, and music, exclusively under the custom Pixabay license, which generally allows the free use of the material with some restrictions.

<https://pixabay.com/music/>



Final conclusion

To conclude the long process of building a new digital presence strategy for our client, our solution should be able to enhance the engagements on all platforms that the business is already using such as Instagram and the website as much as potential platforms, in this case, Facebook to which the client expressed the desire to expand to. It isn't an easy process and the lack of data and lack of an already securely established audience made it more complicated. Still, as the café is newly opened and it's a small business we were dealing with, we knew to use the fresh start as an advantage in all the possible ways we could imagine. As an answer to the problem formulation, we had to wrap everything in layers of research to have a better understanding of how the client's visions and values could help in our solution of promotions. The visually pleasing way the website solution displayed what the café had to offer both resolved the question of how we are going to match the physical store with the online presence and how we could provide important information to potential customers. The addition of more text and subpages was created to help with SEO, meanwhile categorizing the information on the subpages and the front page itself gave a neat

and professional look. Supporting that, we needed a lot of images and illustrations to add credibility and interest beyond just text. The 4 video solutions were made with the intent to showcase what kind of experience could be offered to new clients during their time in the physical café. They could have a better understanding of how their product is made which adds to the transparency factor and at the same time gives them a point of view of both the person providing them the service and the point of view of them as a customer which easily helps the customers imagine themselves interacting with the café and its services. Social media solutions and ideas were there to visually spark interest in people in ways that will also make the audience know what to expect. We did our best to go through these steps so that the client's business is shown with originality and hospitality, but with professionalism and orientation towards selling the product. Everything was supported by testing that showed the imperfections and let us know where it's possible to improve, but at the same time showed us that we're going on the right track and everything we worked on is more than likely usable and useful to the business.