

# Bubble Tea Bakery

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# Restaurant Concept

## Restaurant Name & URL

Bubble Tea Bakery & [www.bubbletbakery.com](http://www.bubbletbakery.com)

## Food & Drink

The Bubble Tea Bakery is a cafe that serves customizable bubble teas and sugary treats.

### Custom Bubble Teas

#### 1. Base Teas

- Milk Tea
- Fruit Tea
- Taro Tea
- Black, Green, White, Oolong Tea

#### 2. Flavors

- Citrus
- Tropical
- Berries
- Melons
- Stone Fruit

#### 3. Add Ons

- Pearls
- Jelly
- Popping Boba
- Syrup

# Restaurant Concept

**Describe the country, city, and neighborhood where the restaurant and its customers will be located.**

South Brunswick, New Jersey (Suburban)

This location was chosen since the closest boba shop is a couple miles away. Having this cafe in this location, will make it easy for all of South Brunswick and West Windsor residents to drink boba and eat sweets.

**Choose a main target audience that your restaurant is focusing on.**

The main target audience are teenagers and college students. Since its close by to the South Brunswick High School, a majority of the customers will be high schoolers.

**Estimate how much your restaurant's food will cost.**

\$ - Very Affordable

**Write an elevator pitch for your restaurant.**

Students need a local place where they can study, hang out, or decompress with their friends. Bubble Tea Bakery is an affordable after school cafe where customers can enjoy a nice refreshing tea with a sweet treat!

# Other Project Ideas

## Customizable Sushi

- Aimed for everyone (large audience)
- In a suburban area in a strip mall
- \$\$ - Moderate
- “Sushi Bar”
- **Problem:** Only have had vegetarian sushi, so I don’t really know too much about the customizable features with it

## Customizable Sandwiches

- Aimed for everyone, quick and easy food option
- Princeton (city area)
- \$\$ - Moderate
- “Hot Press”
- **Problem:** Many sandwich and burger places in and near the location

# Strategy

## Target Audience

The website/app will focus on the following target audiences:

### Roles:

- Students
- People that want to hang out after school
- People that like bubble tea
- People who want to listen to local singers and sing karaoke

### Demographics:

- **Gender:** Female and Male
- **Education:** Middle & High School Students
- **Income:** Limited Budget
- **Age:** 10 - 18 year olds
- **Location:** Suburban/Monmouth Junction

### Psychographics (personality, values, attitudes, interests, lifestyles):

- Personality & Attitudes: Extroverted, Youthful, Energetic
- Values: Liberal, Open Minded
- Lifestyle: Spending time with friends, going on dates, doing homework, having fun

# Strategy

## User Personas



Lauren Smith

14 year old South Brunswick Middle School Student

Kind, Naturally smart, Reserved

"I like to listen to new artists and I play the piano."



Kenny Applebottom

11 year old South Brunswick Middle School Student

Happy, Extroverted, Loud, Carefree

"I love anything with sugar!!"



Anna Lin

17 year old South Brunswick High School Student

Class President, Sporty, Friendly

"Love to hang out with my fellow peers, and always down up for coffee."



Cody Baker

18 year old South Brunswick High School Student

Timid, Peaceful, Soft-spoken

"Being alone but in a room full of people is comforting."

# Strategy

## User Needs

The website needs to enable the user to:

- Check out the different teas and baked goods that are available at the cafe
- See the local singers and fun events that take place
- Provide a strong mobile platform to view the website
- Find out the timings of the cafe
- Ability to be informed about dietary needs/restrictions

## Client Needs

The website needs to enable the user to:

- Show the customizable menu options that the cafe offers
- Communicate affordability
- Have customers be able to pre-order online
- Communicate freshness
- Communicate a safe, happy, thriving environment
- Showcase the specials or limited edition items



# Outline of Scope

## Content Requirements

Content (text, images, video) that the user will need. “The user will be looking for...”

- Customizable Bubble Tea Menu
  - Base Teas
  - Flavors
  - Add ons
- Bakery Menu
- Pricing
- Pictures of Location & Restaurant
- Restaurant Hours
- Exciting video to show the vibe
- Shows the Local singers calendar
- Description of Careers
- Dietary Restrictions

## Functionality Requirements

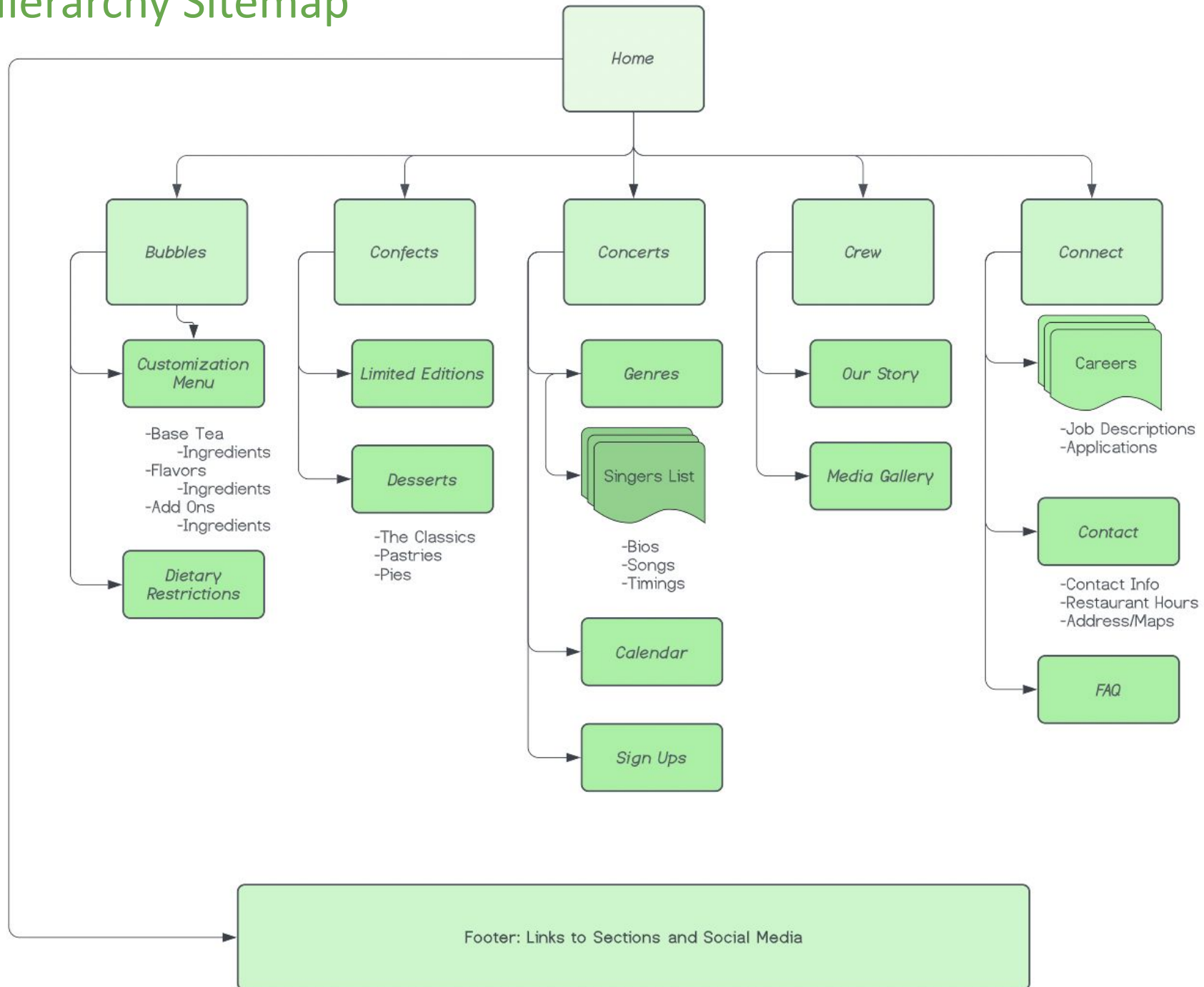
Systems that will allow the user accomplish tasks.

“The user will be able to...”

- Interactive build your own tea system: step by step takes you through the menu and helps you build the best tea for the users personal preferences
- Singers are able to sign up and choose times to perform during the week
- Media gallery of events and happy moments
- Shopping Cart system
- Place order
  - Payment Info
  - Billing
  - Shipping
  - Order Confirmation



# Hierarchy Sitemap



# Regular Sitemap



## Logo Sketches



Design #1

- Royalty
- Conservative
- Traditional
- Formal



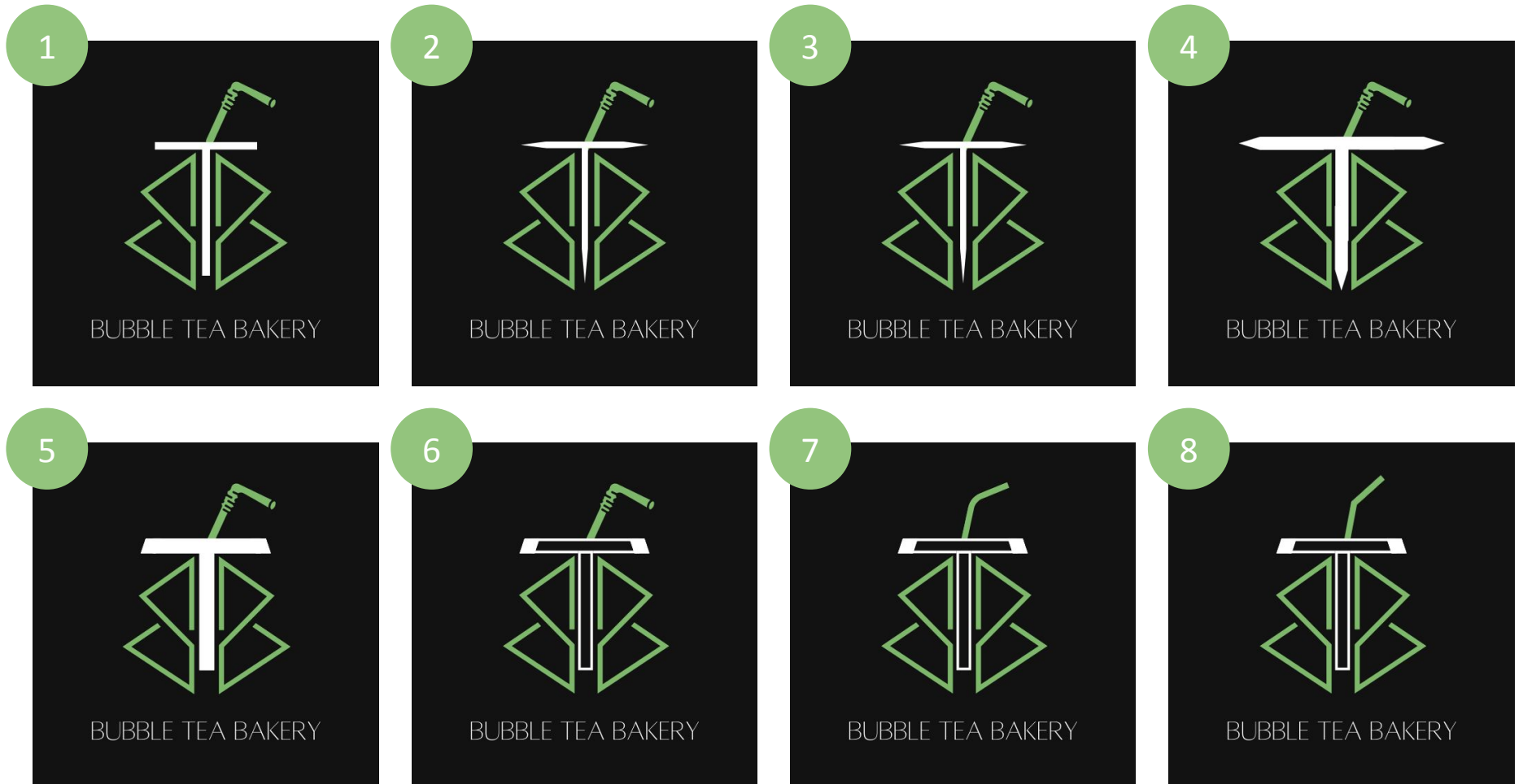
Design #2

- Contemporary
- Modern
- Young
- Futuristic

## Design 2 Logo Transition



## Design 2 Logo Timeline



## Final Design

