



Customizable Bubble Tea

Restaurant Concept

NAME & URL

One Two Tea — Customizable Bubble Tea
www.onetwo.tea

FOOD & DRINK

Custom Bubble Milk Tea

Customization:

Drink: Milk Tea, Green Tea, Thai Tea, Cocoa, Fresh Milk
Bubble: Black Pearl, Golden Pearl, White Pearl
Topping: Whipped Cream, Choc Mousse, Cream Cheese
Sugar Level: None, Half, Regular, Extra

LOCATION

Bangkok, Thailand (Urban)
 Delivery Radius: Bangkok area

MAIN TARGET AUDIENCE

College students
(Restaurant is open from 10 AM to 9 PM)

COST

\$ - Affordable

ELEVATOR PITCH

"The Next Level of Bubble Tea"

We have aimed to open an online bubble tea delivery that would serve the finest bubble tea made with the next-level quality ingredients right at your door. Every cup of *One Two Tea* is always made with fresh real milk and freshly brewed tea. Once you taste *One Two Tea*, you will know why it is the best one you will ever try!

Strategy

Target Audience

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

ROLES (GROUPS OF PEOPLE WITH SIMILAR GOALS)

- Bubble tea lover who is looking for customizable drinks
- People who have never try bubble tea but always welcome to new kind of drinks

DEMOGRAPHICS

- **Gender** – Both male and female
- **Education** – College education or higher
- **Occupations** – College students
- **Age** – 18 to 25 years old
- **Location** – Bangkok, Thailand (Urban)

PSYCHOGRAPHICS (PERSONALITY, VALUES, ATTITUDES, INTERESTS, LIFESTYLES)

- **Personality & Attitudes:**
 - Fun
 - Youthful
 - Friendly
 - Cheerful
 - Confident
- **Values:**
 - Open-minded
 - Liberal
 - Imaginative
 - Creative
 - Logical
- **Lifestyles:**
 - Active
 - Spend time with friends
 - Outgoing
 - Love shopping
 - Sweet tooth

Strategy

User Personas

Sarah Lee (19)

- 19 years old computer science student
- Primary bubble tea consumer (>3 per day)
- Usually ordering fast food from delivery services
- Live in dormitory with friends in Bangkok, Thailand
- *"Life is short, drink bubble tea first."*



James Jirayu (23)

- Single, fresh graduate student
- Works as a freelance graphic designer
- Homebody, prefer eating frozen food and ordering online
- Live in condo with girlfriend in Bangkok, Thailand
- *"Full time lover, Part time eater, Freelance designer"*



Meen Nicha (25)

- Works as a software developer for 2 years
- Outgoing, love to try new restaurant and street food
- Live in a house near Silom, Bangkok
- Never tried bubble tea before, prefer less sugar drinks.
- *"The food's value is based on how good its taste"*



Strategy

User Needs

The website needs to enable the user to:

- Find out if the delivery service is available their area
- Order food online
- Customize the order or pick from a list of popular bubble tea
- Provide a mobile-first experience since most people will access from mobile device
- Follow the order in real-time after it has been placed

Client Needs

The website needs to enable the client to:

- To sell food online that will be delivered
- Provide a system for order customization
- Communicate fast service
- Communicate affordability
- Recommended bubble tea menu to someone who have never try

Outline of Scope

Content Requirements

Content (text, images, video) that the user will need.

"The user will be looking for..."

- **Drinks menu**
 - Recommended menu
 - Product images
 - Price
- **About us**
 - Our story
 - Opening time
 - Store locations
 - Delivery radius
- **Contact us**
 - Follow us
- **FAQ**
 - What is bubble tea?
 - How bubble was made?
 - Can I order online?
 - What is your delivery radius?
 - Do you have a minimum order?
 - Do you charge for delivery?
 - How to see my delivery status?

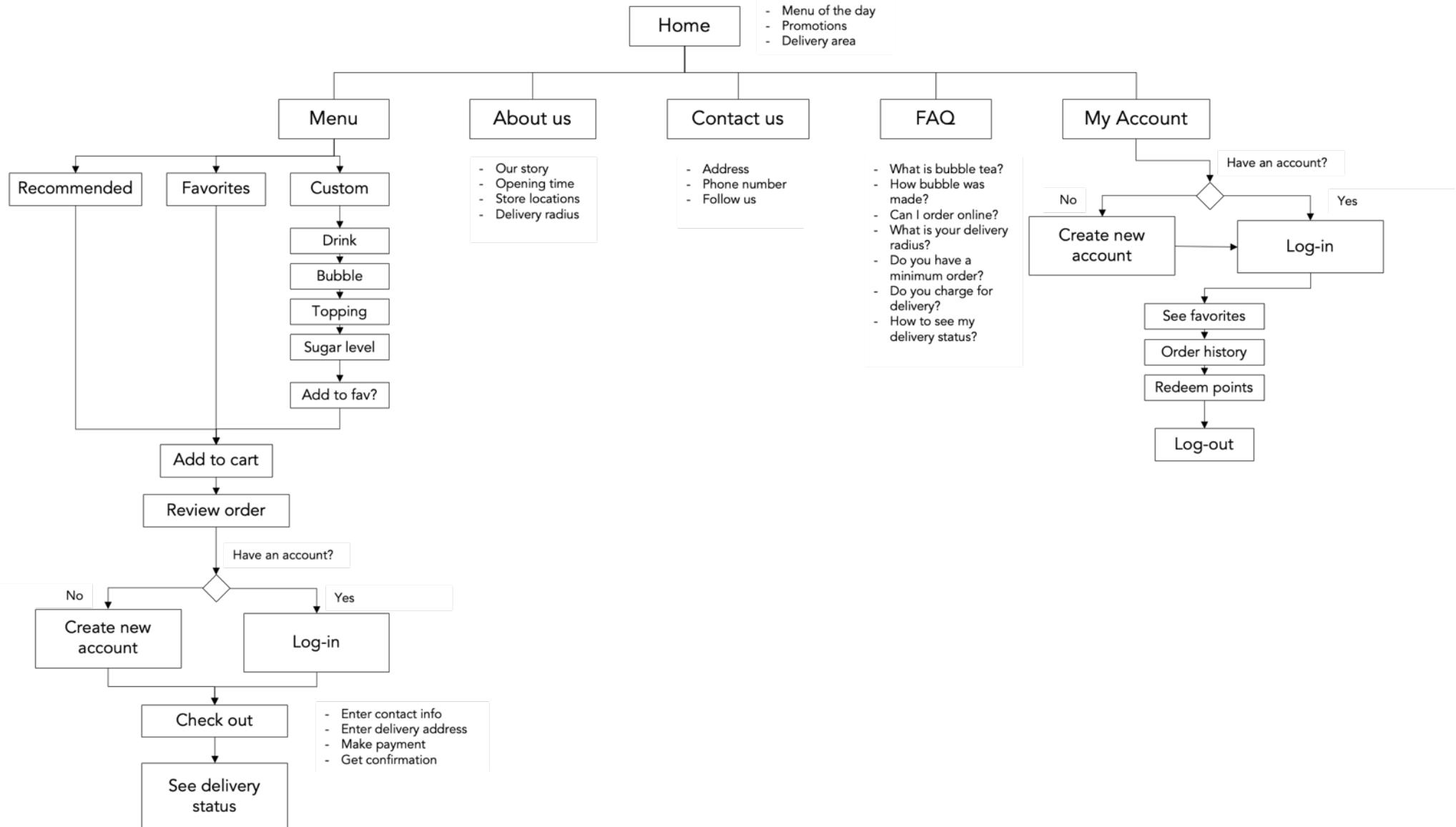
Functionality Requirements

Systems that will allow the user accomplish tasks.

"The user will be able to..."

- Order a recommended menu
- Create customized bubble tea
 - Drink
 - Bubble
 - Topping
 - Sugar level
- Add item to shopping cart
- Add item to favorites
- Place order
 - Enter contact info
 - Enter delivery address
 - Make payment
 - Get confirmation
- See real-time delivery status
- Log-in or create an account
 - See favorites
 - View order history
 - Redeem points

Sitemap



Wireframes

Home

(User not log-in)

Desktop

The screenshot shows a desktop browser window with a wireframe border. At the top, there's a header bar with three dots on the left, a 'YOUR CART' section in the middle, a 'Free Delivery Until 30 Mar' message, and a 'LOG-IN' button on the right. Below the header, the main content area has a dark background. In the center, the 'One Two Tea' logo is displayed above the text 'The Next Level of Bubble Tea'. Below this, a white button contains the text 'ORDER NOW'. The bottom portion of the page has a white background with the heading 'Our Story' and some placeholder text.

YOUR CART

Free Delivery Until 30 Mar

LOG-IN

Menu About Us One Two Tea Contact Us FAQ

The Next Level of Bubble Tea

ORDER NOW

Our Story

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum

Home

(User logged-in,
order on the way)
Desktop

YOUR CART
Your order is on the way (3/4)

HI, WUTIPAT

Menu About Us One Two Tea Contact Us FAQ

The Next Level of Bubble Tea

ORDER NOW

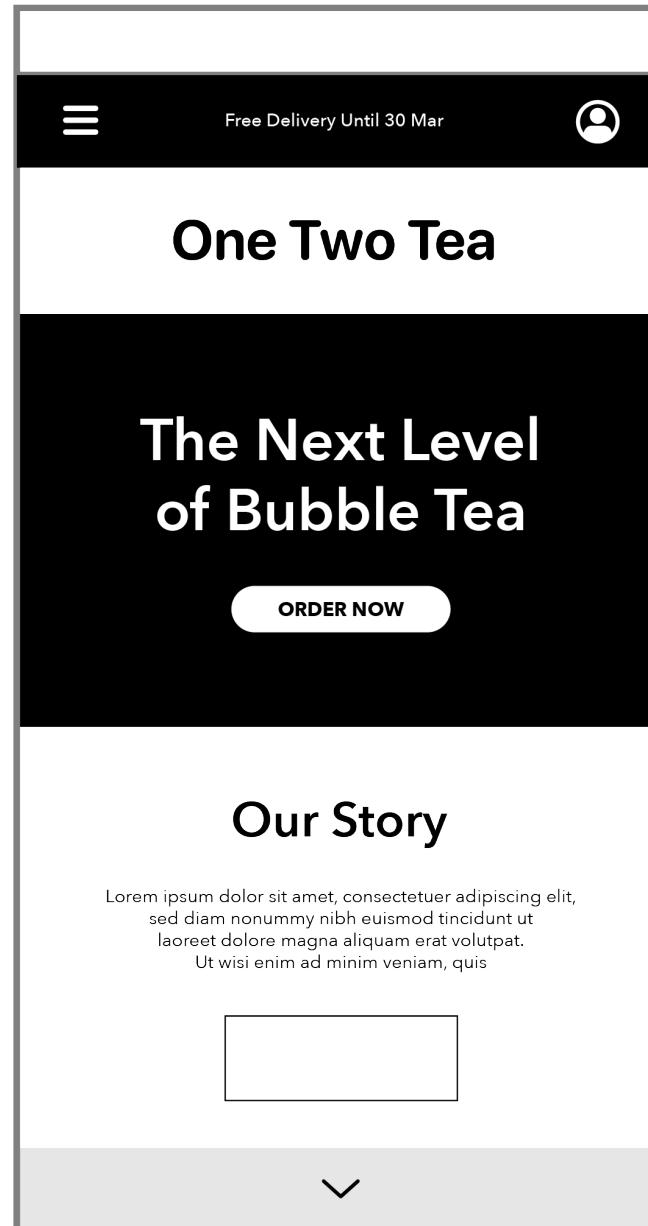
Our Story

Placeholder text: Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum

Home

(User not logged-in)

Mobile



About Us

(Additional)

Desktop

YOUR CART

Free Delivery Until 30 Mar

LOG-IN

Menu

About Us

One Two Tea

Contact Us

FAQ

Our Story

Lore ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum

Our Signature Drinks

Lore ipsum dolor sit amet

Lore ipsum dolor sit amet

Lore ipsum dolor sit amet

ORDER NOW

User clicks
'Order Now >

Ordering Process

Desktop

The diagram illustrates a desktop ordering process for a tea shop, featuring a header, navigation, a main product section, and two side sections.

Header: Includes a top bar with three dots, a "YOUR CART" section, a "Free Delivery Until 30 Mar" notice, and a "LOG-IN" button.

Navigation: Features a horizontal menu with "Menu" (underlined), "About Us", "One Two Tea" (the main logo), "Contact Us", and "FAQ".

Main Section: Titled "Drinks of The Day", it displays three placeholder cards for drinks, each labeled "Lorem ipsum dolor" and featuring an "ADD TO CART" button. Navigation arrows on either side allow users to view more items.

Customize Section: Titled "Customize", it includes a sub-instruction "Create your favorite drinks with a few clicks" and a "CREATE YOUR OWN" button.

Your Favorites Section: Titled "Your Favorites", it includes a sub-instruction "Log-in to order your favorite drinks" and a "LOG-IN" button.

User Interaction: A callout on the left indicates that "User clicks 'Create your own' >".

Ordering Process

Desktop

YOUR CART

One Two Tea

LOG-IN

Customize

Drink > Bubble > Topping > Sugar Level

< Extra
< Regular
< Half
< None

NEXT >

User selects a drink
And click 'Next' >

Ordering Process

Desktop

YOUR CART One Two Tea LOG-IN

Customize

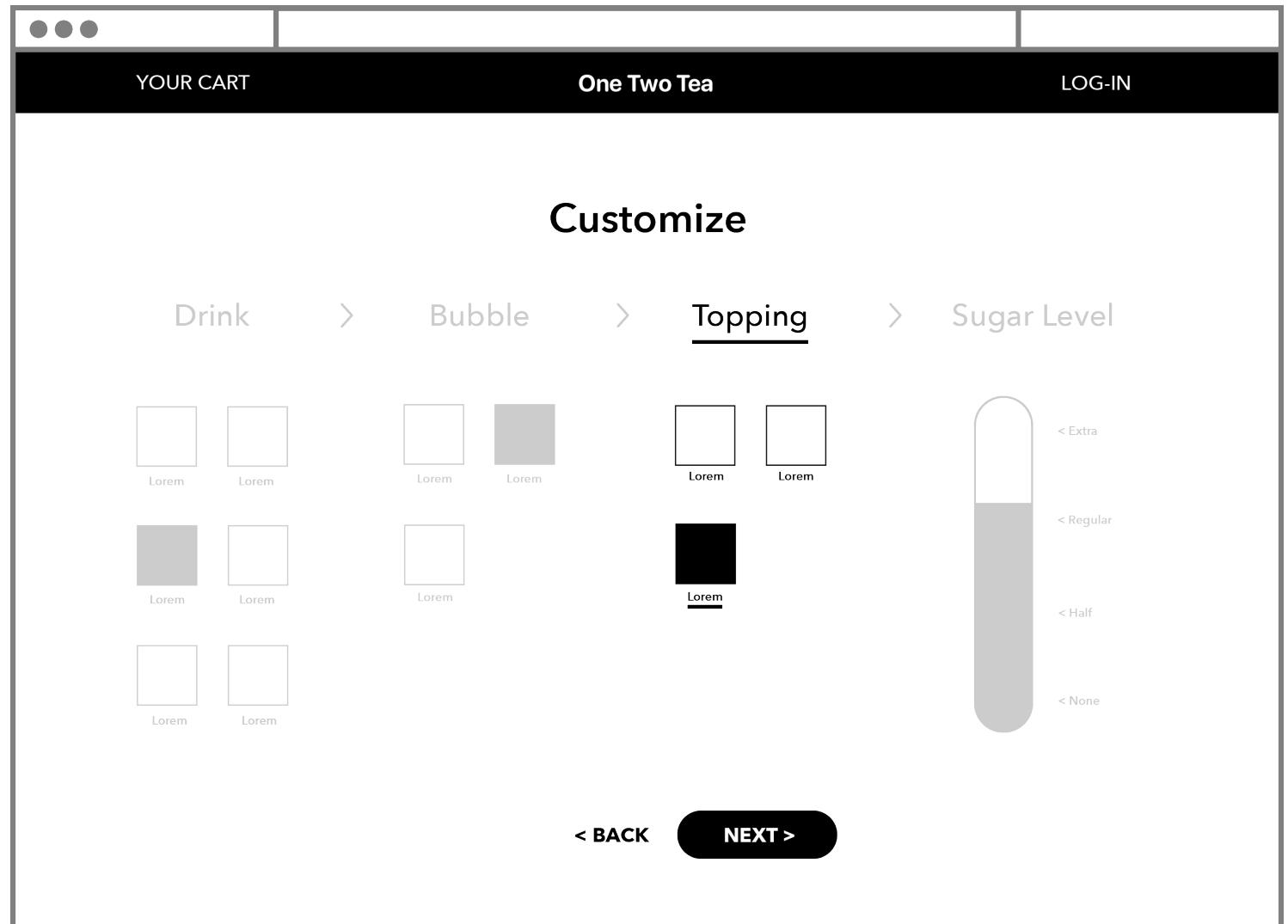
Drink > Bubble > Topping > Sugar Level

User selects a bubble
And click 'Next' >

< BACK NEXT >

Ordering Process

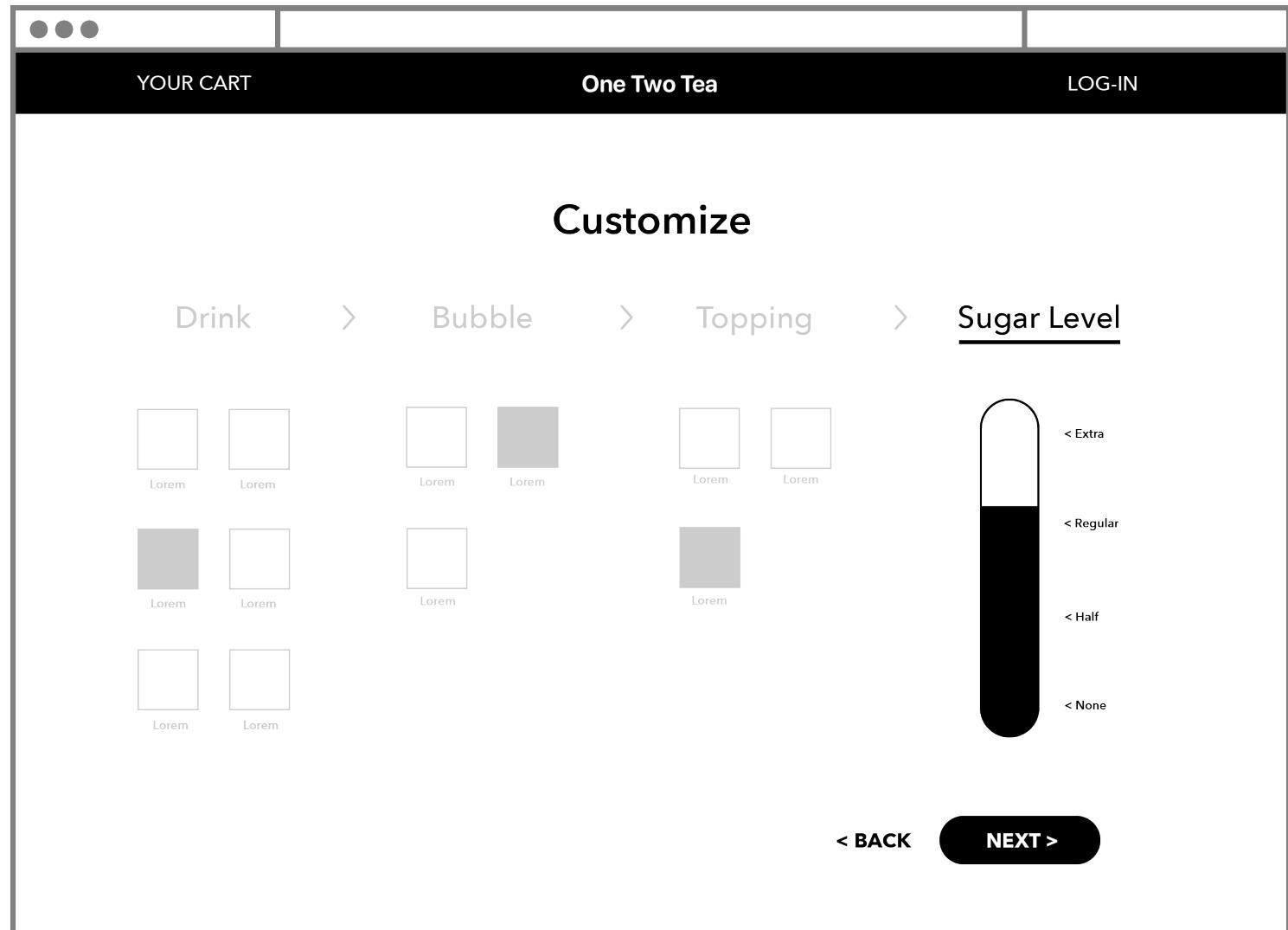
Desktop



User selects a topping
And click 'Next' >

Ordering Process

Desktop



Ordering Process

Desktop

User clicks 'Add to cart' >

YOUR CART One Two Tea LOG-IN

Summary

100% Regular

Your Drink

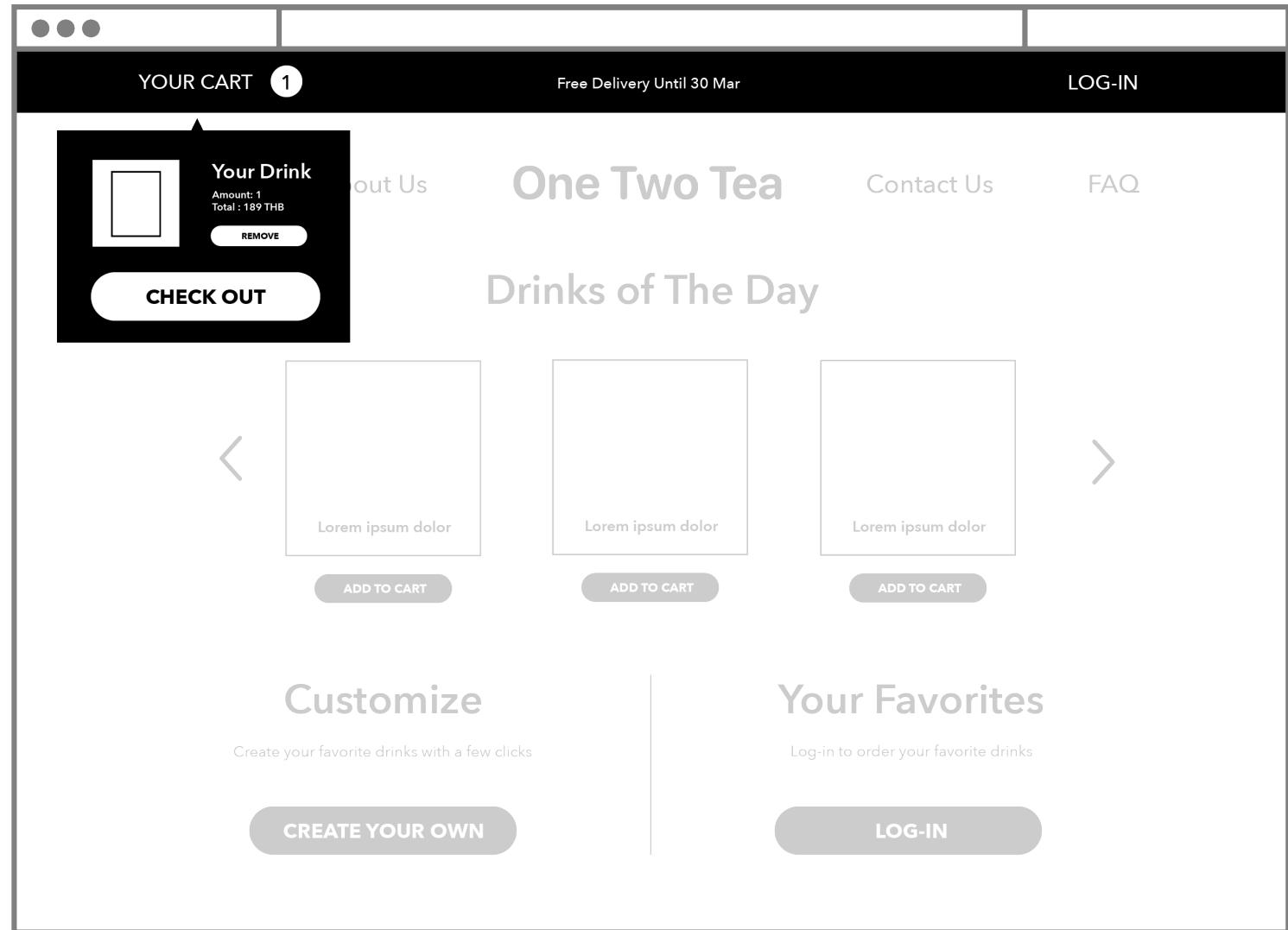
ADD TO FAVORITE

< BACK Amount: 1 Total: 189 THB ADD TO CART >

Ordering Process

Desktop

User clicks
'Check out' >



Ordering Process

Desktop

The screenshot shows a desktop browser window for the 'One Two Tea' website. At the top, there's a navigation bar with three dots on the left, 'YOUR CART' in the center, the 'One Two Tea' logo, and 'LOG-IN' on the right. Below the navigation, the page title 'Check Out' is centered. Underneath it, a horizontal navigation bar shows 'Summary' (underlined), followed by arrows pointing to 'Payment' and 'Complete'. On the left side, there's a summary box titled 'Your Drink' containing a placeholder image of a drink, the text 'Amount: 1 Total : 189 THB', and a 'REMOVE' button. On the right side, there's a 'Your Account' section with fields for 'Username' (containing 'wutipat@onetwo.tea') and 'Password' (containing '*****'). Below these fields are two buttons: 'LOGIN' (in a dark button) and 'OR CREATE NEW ACCOUNT' (in a light button).

User clicks
'Log-in' >

Ordering Process

Desktop

The screenshot shows the 'Check Out' process on a mobile device. At the top, there are three dots in a row, followed by 'YOUR CART' on a black bar, the brand name 'One Two Tea' in white, and a user profile icon with the text 'HI, WUTIPAT'. Below this, the word 'Check Out' is centered in large, bold, black font. Underneath, a navigation bar shows 'Summary > Payment < Complete'. The 'Payment' tab is underlined.

Payment

Name: Wutipat Khamnuansin

Card Number: 1111 222 3333 1231

CVV: 123

MM / YY: 12 / 23

Delivery Address

Address: 123 T-Center, Boba 3 Road, Ohayo Condo

District: Silom

Zip Code: 12300

OR USE YOUR CURRENT LOCATION

NEXT >

User clicks 'Next' >

Ordering Process

Desktop

The screenshot shows a desktop ordering process flow. At the top, there's a header with three dots, 'YOUR CART' (underlined), 'One Two Tea', and a user profile 'HI, WUTIPAT'. Below the header, the main title 'Check Out' is centered. Underneath it, a navigation bar shows 'Summary > Payment > Complete' where 'Complete' is underlined. On the left side, a message says 'Have a Nice Day, Wutipat!' and thanks the user for ordering, stating they will receive a receipt and notifications. A 'BACK TO HOME' button is at the bottom. On the right, a 'Delivery Status' section shows four status points: 'Your order has been received' (black dot), 'Restaurant is preparing your drinks...' (grey dot), 'Your order is on the way' (grey dot), and 'Order arriving at your destination soon' (grey dot). A checked checkbox for 'NOTIFY ME WHEN ORDER ARRIVES' is also present.

User clicks
'Back to home' >

Check Out

Summary > Payment > Complete

Have a Nice Day,
Wutipat!

Thank you for ordering with us.
We will email you a receipt and
will notify you when an order
reach your destination

BACK TO HOME

Delivery Status

- Your order has been received
- Restaurant is preparing your drinks...
- Your order is on the way
- Order arriving at your destination soon

NOTIFY ME WHEN ORDER ARRIVES

Ordering Process

Desktop

>
Cart empty
And order status shown

YOUR CART

Your order is on the way (3/4)

HI, WUTIPAT

Menu About Us **One Two Tea** Contact Us FAQ

The Next Level of Bubble Tea

ORDER NOW

Our Story

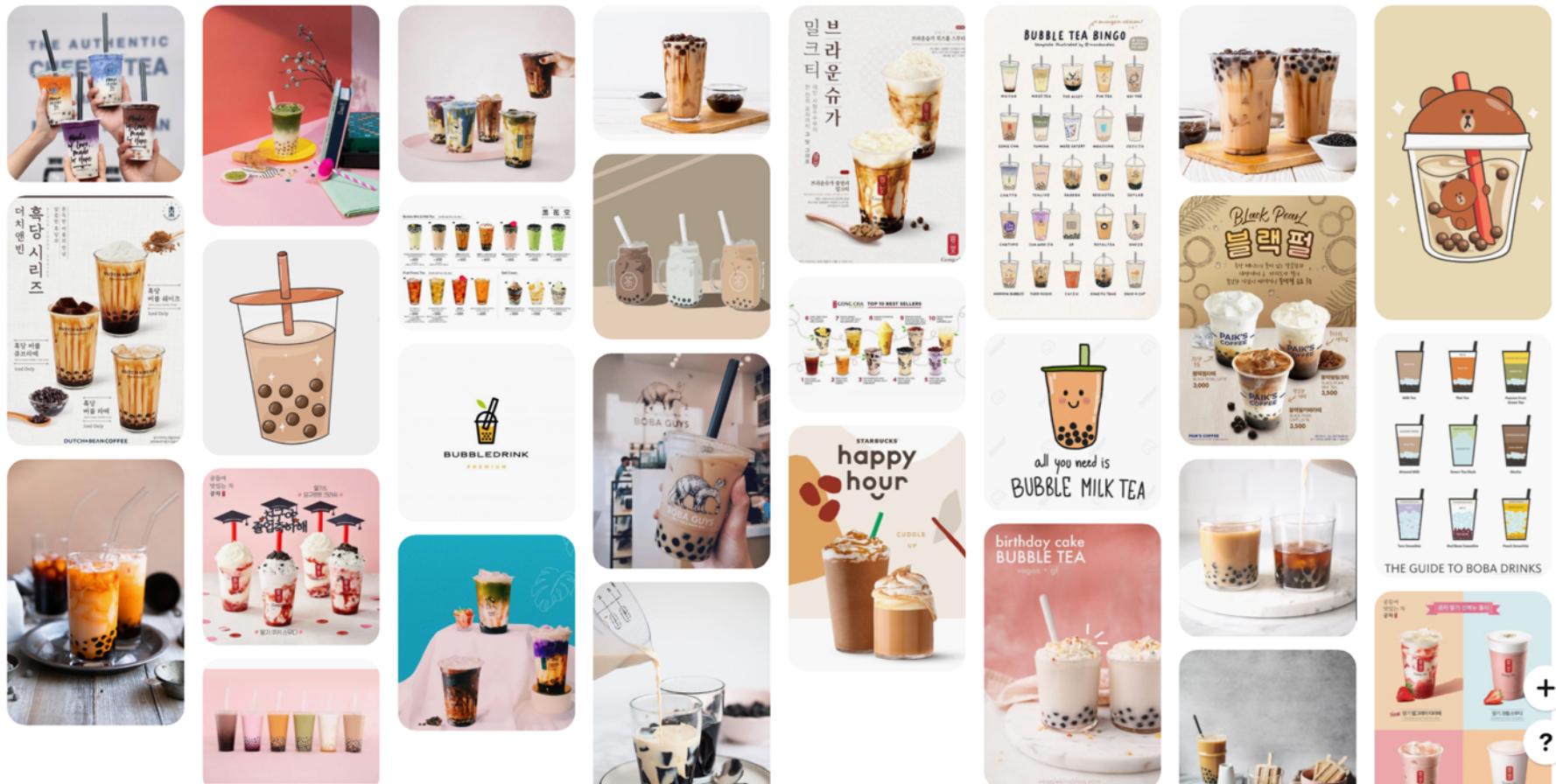
Placeholder text: Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercit tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum

Visual Mockups

Mood Board

Pinterest

<https://pin.it/6g7WgRu>



Home Page

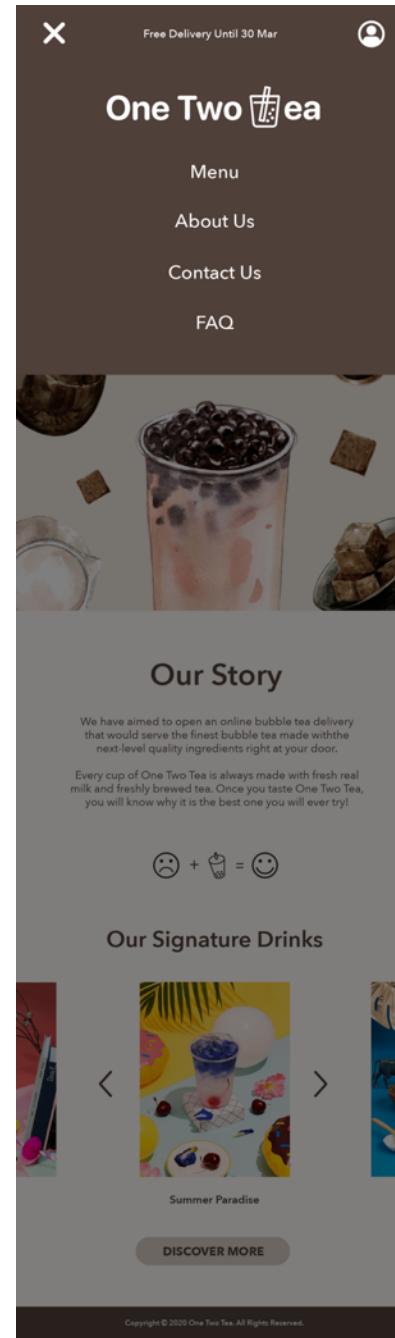
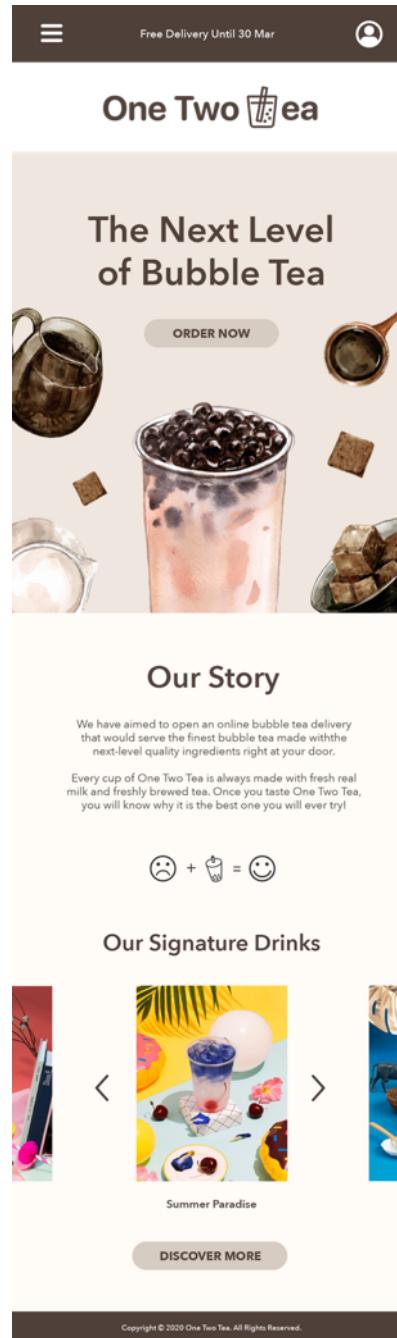
Visual Mockups
(Desktop)

The image shows a desktop view of the One Two Tea website's home page. At the top, there is a dark header bar with "YOUR CART", "Free Delivery Until 30 Mar", and a user profile icon "HI, WUTIPAT". Below the header, the main navigation menu includes "Menu", "About Us", "One Two Tea" (the logo), "Contact Us", and "FAQ". The central feature is a large banner with the text "The Next Level of Bubble Tea" and a "ORDER NOW" button. The background of the banner features various bubble tea ingredients like pearls, brown sugar cubes, and a milk tea cup. Below the banner, the "Our Story" section contains a short paragraph about the company's mission to provide the best bubble tea at home. It includes a small equation " + = ". The "Our Signature Drinks" section displays three drink options: "Summer Paradise" (blue drink with cherries), "Taste Of Hokkaido" (brown drink with toppings), and "Love You So Matcha" (green matcha drink). Each drink has a small description below it. A "DISCOVER MORE" button is located at the bottom of this section. The footer of the page contains the copyright notice "Copyright © 2020 ATM Tee Bar. All Rights Reserved.".

Home Page

Visual Mockups

(Mobile)



About Us

(Additional)

Visual Mockups

YOUR CART

Free Delivery Until 30 Mar

LOG-IN

Menu About Us Contact Us FAQ

One Two Tea

Our Story

We have aimed to open an online bubble tea delivery that would serve the finest bubble tea made with the next-level quality ingredients right at your door. Every cup of One Two Tea is always made with fresh real milk and freshly brewed tea. Once you taste One Two Tea, you will know why it is the best one you will ever try!

⌚ + 🍵 = ☺

Our Signature Drinks



Summer Paradise



Taste Of Hokkaido



Love You So Matcha

DISCOVER MORE

Ordering Process

Visual Mockups

YOUR CART
Free Delivery Until 30 Mar
LOG-IN

[Menu](#)
[About Us](#)
[One Two Tea](#)
[Contact Us](#)
[FAQ](#)

Drinks of The Day



Summer Paradise

[ADD TO CART](#)



Taste Of Hokkaido

[ADD TO CART](#)



Love You So Matcha

[ADD TO CART](#)

Customize

Create your favorite drinks with a few clicks

[CREATE YOUR OWN](#)

Your Favorites

Log-in to order your favorite drinks

[LOG-IN](#)

User clicks

'Create your own' >

Ordering Process

Visual Mockups

The image shows a digital ordering interface for a drink. At the top, there's a dark header bar with 'YOUR CART' on the left, the logo 'One Two Tea' in the center, and 'LOG-IN' on the right. Below the header, the word 'Customize' is centered in a large, bold, dark font. Underneath, there's a horizontal navigation bar with four tabs: 'Drink' (underlined), 'Bubble', 'Topping', and 'Sugar Level'. Each tab has a right-pointing arrow next to it. The 'Drink' tab is currently active, showing five options: Milk Tea, Green Tea, Thai Tea, Cocoa, and Fresh Milk. 'Thai Tea' is highlighted with a light gray oval around its icon. Below the drink selection is a large, rounded rectangular button labeled 'NEXT >'. To the right of the drink selection, there are three rows of bubble and topping icons. The first row contains Black Pearl and Golden Pearl. The second row contains White Pearl, Whipped Cream, and Choc Mousse. The third row contains Cream Cheese. To the right of these rows is a vertical slider for sugar level, ranging from 0% at the bottom to 150% at the top. The slider is divided into four segments: 0% (< None), 50% (< Half), 100% (< Regular), and 150% (< Extra). The slider handle is positioned between the 50% and 100% marks.

User selects a drink
And click 'Next' >

Ordering Process

Visual Mockups

The image shows a mobile application interface for ordering a drink. At the top, there is a dark header bar with three items: "YOUR CART" on the left, the brand name "One Two Tea" in the center, and "LOG-IN" on the right. Below the header, the word "Customize" is centered in a large, bold, black font. Underneath "Customize", there is a horizontal navigation bar with arrows pointing right between the words: "Drink", "Bubble", "Topping", and "Sugar Level".

The "Drink" section shows five options with small icons: Milk Tea (brown liquid), Green Tea (green liquid), Thai Tea (brown liquid with a white circle at the bottom), Cocoa (dark brown liquid), and Fresh Milk (white liquid). The "Thai Tea" icon is highlighted with a yellow oval.

The "Bubble" section is highlighted with a yellow rounded rectangle. It contains three bubble options with corresponding icons: "Black Pearl" (two black circles), "Golden Pearl" (two gold circles), and "White Pearl" (one black circle and one white circle).

The "Topping" section shows three options: Whipped Cream (cloud-like), Choc Mousse (cloud-like), and Cream Cheese (yellow blob). The "Sugar Level" section is a vertical slider with a gradient from light gray to dark gray. The scale marks are 0%, 50%, 100%, and 150%. Labels to the right of the slider indicate "*< None*", "*< Half*", "*< Regular*", and "*< Extra*".

At the bottom of the screen, there are two buttons: "< BACK" on the left and "NEXT >" on the right, both in white text on a dark background.

**User selects a bubble
And click 'Next' >**

Ordering Process

Visual Mockups

YOUR CART One Two Tea LOG-IN

Customize

Drink > Bubble > Topping > Sugar Level

User selects a topping
And click 'Next' >

Milk Tea Green Tea

Thai Tea Cocoa

Fresh Milk

Black Pearl Golden Pearl

White Pearl

Whipped Cream Choc Mousse

Cream Cheese

150% < Extra
100% < Regular
50% < Half
0% < None

< BACK NEXT >

Ordering Process

Visual Mockups

YOUR CART One Two Tea LOG-IN

Customize

Drink > Bubble > Topping > Sugar Level

Drink	Bubble	Topping	Sugar Level
Milk Tea	Black Pearl	Whipped Cream	150% < Extra
Green Tea	Golden Pearl	Choc Mousse	100% < Regular
Thai Tea	White Pearl	Cream Cheese	50% < Half
Cocoa			0% < None
Fresh Milk			

User selects a sugar level
And click 'Next' >

< BACK NEXT >

Ordering Process

Visual Mockups

YOUR CART One Two Tea LOG-IN

Summary

Thai Tea + Black Pearl + Cream Cheese + 50% Half Sugar = Your Drink

ADD TO FAVORITE

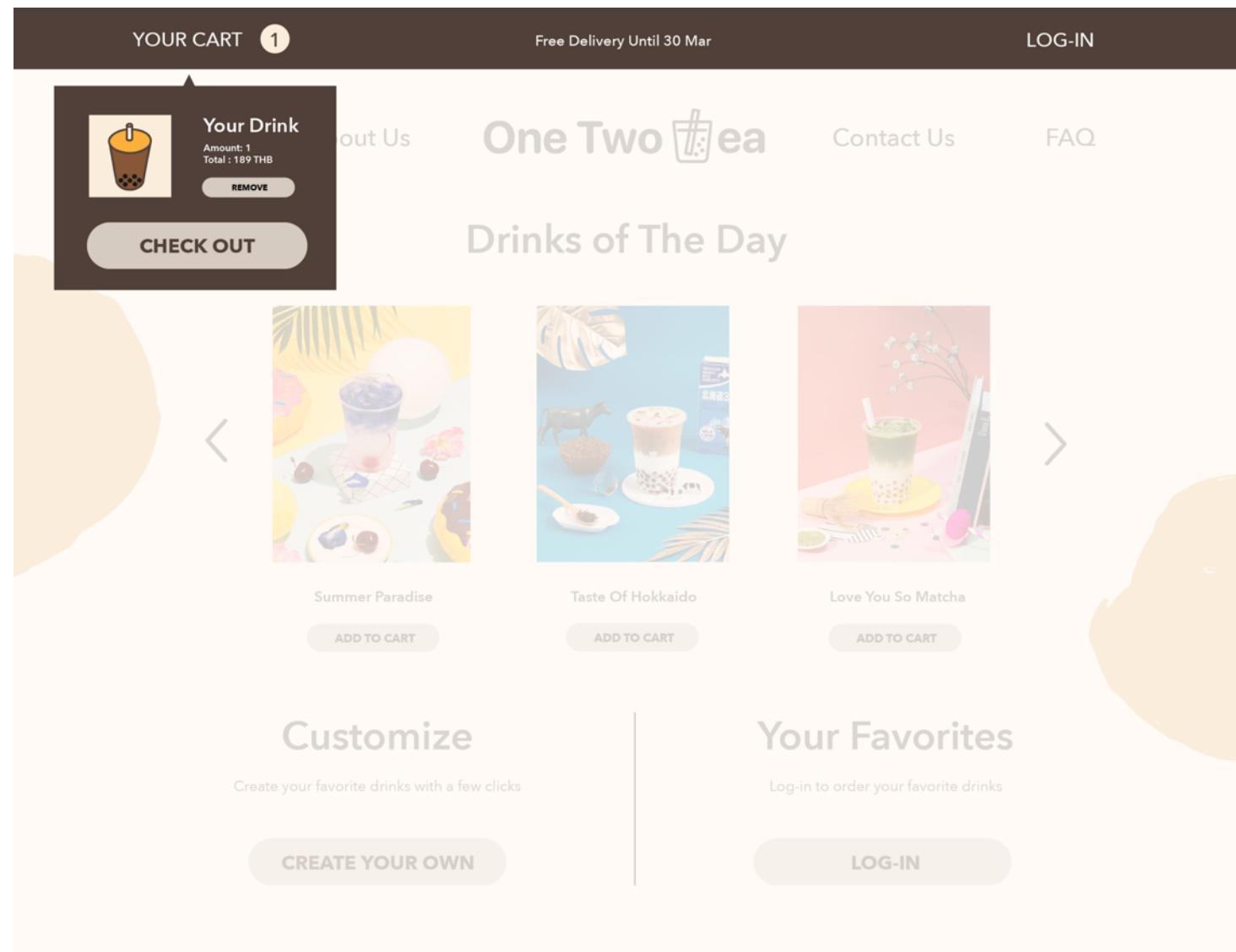
User clicks 'Add to cart' >

< BACK Amount: 1 Total: 189 THB ADD TO CART >

Ordering Process

Visual Mockups

User clicks
'Check out' >



Ordering Process

Visual Mockups

The image shows a visual mockup of a web application interface for 'One Two Tea'. At the top, there's a dark header bar with the text 'YOUR CART' on the left, the 'One Two Tea' logo in the center, and 'LOG-IN' on the right. Below the header, the main content area has a light beige background. In the center, the words 'Check Out' are displayed in a large, bold, dark font. Below 'Check Out', there are three tabs: 'Summary' (underlined), 'Payment', and 'Complete', separated by arrows. To the left of the tabs, there's a section titled 'Your Drink' showing an image of a bubble tea cup, the text 'Amount: 1 Total : 189 THB', and a 'REMOVE' button. Below this section is a 'ORDER MORE' button. To the right of the tabs, there's a section titled 'Your Account' with fields for 'Username' (containing 'wutipat@onetwo.tea') and 'Password' (containing '*****'). At the bottom right, there are buttons for 'LOGIN >' and 'OR [CREATE NEW ACCOUNT](#)'. The overall design is clean and modern.

User clicks
'Log-in' >

Ordering Process

Visual Mockups

YOUR CART

One Two Tea

HI, WUTIPAT

Check Out

Summary > Payment > Complete

Payment

Name
Wutipat Khamnuansin

Card Number
1111 222 3333 1231

CVV
123

MM / YY
12 / 23

Delivery Address

Address
123 T-Center, Boba 3 Road,
Ohayo Condo

District
Silom

Zip Code
12300

OR USE YOUR CURRENT LOCATION

< BACK NEXT >

User clicks 'Next' >

Ordering Process

Visual Mockups

YOUR CART

One Two Tea

HI, WUTIPAT

Check Out

Summary > Payment > Complete

**Have a Nice Day,
Wutipat!**

Thank you for ordering with us.
We will email you a receipt and
will notify you when an order
reach your destination

BACK TO HOME

NOTIFY ME WHEN ORDER ARRIVES

User clicks
'Back to home' >

Ordering Process

Visual Mockups

>
Cart empty
And order status shown

YOUR CART

Your order is on the way (3/4)

HI, WUTIPAT

Menu About Us One Two Tea Contact Us FAQ

The Next Level of Bubble Tea

ORDER NOW





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