



01 Proposal

Abstract

For my thesis project, I will be building a Chinese herbal tea pop-up shop that promotes Cantonese's traditional Leung-cha drinking culture in the New York area. The brand incorporates cultural elements from the old T.V series *Seventy-Two Tenants* (2008) and *Scavengers' Paradise* (2005), Eastern medicine packaging, artifacts, packaging art, and everyday life items from the mid-20 century in Guangdong, China. Many traditional herbal tea shops have gradually disappeared in China, and fewer shops contain Guangdong characteristics (Eight immortals table, big gourd, a big bowl of tea). Less known local brands struggle to survive and are replaced by larger corporations, like milk tea brands and tea beverage brands. Leung-cha is a unique bittersweet drink made from traditional medicinal herbs that provide a soothing and comforting healing effect. This project aims to protect and bring back the disappearing Leung-cha drinking culture by incorporating contemporary style and traditional Chinese icons to catch young audiences' eyes. My target audiences range from locals to tourists between 18 and 29 years old in New York City. It is important for New Yorkers to learn about and appreciate this culture because it encourages people to make good beverage choices and maintain a healthy lifestyle. Leung-cha has health properties that help to relieve early symptoms of flu and head-off illness. It can also quench the thirst, reduce body heat, and refresh the breath. I am bringing Leung-cha to New York, a culturally diverse city, to give a broader audience an understanding of the Leung-cha drinking culture.

My deliverables will include a Pop-up shop (Menu / Wallpaper / Packaging bags / Herbal tea sets / Tablecloths / Napkins / Signage / Teacups sleeves / Plates / Apron / Tea Pot Set / Pop-up shop cart / Environmental graphic mockups), Interactive (UX / UI app for users to order products from the pop-up shop and learn short lessons about the culture / Website), Social media (Instagram), Branding (Logo / Business Card / Letterhead / T-shirts / Tote bags / Brand Style Guide / Pins / Stickers), UX/UI infographic posters, and a project progress book.



Expanded statement

Leung-cha (涼茶) is translated literally as “cooling tea,” known in English as herbal tea. It is made with medicinal herbs, like Canton Abrus Herb (雞骨草) and Rorippa Indica (野葛菜), from the traditional recipe. It has been deep-rooted in the Canton regions (Southern China) for more than 200 years. The traditional Chinese herbal tea shops were places for drinking herbal tea and used for leisure and social interaction in the Canton regions in the 1940s-1960s. It’s also a good way to get to know the people in the same community. During the Cultural Revolution (1966-1976), many traditional herbal tea shops have gradually disappeared in China, and fewer shops contain Guangdong characteristics (Eight immortals table, big gourd, a big bowl of tea). Less known local brands struggle to survive and are replaced by larger corporations, like milk tea brands and tea beverage brands. Those who insisted on manual brewing are forced to shut down due to rare raw materials and rising rents in the neighborhood.

For my thesis project, I will be building a pop-up shop that promotes Cantonese’s traditional Leung-cha drinking culture in the New York area. It’ll be beneficial for people who live a pressured lifestyle, the ones that tend to eat a lot of junk food, stay up late, and work overtime. For many Cantonese people, herbal tea conveyed not only the traditional herbal flavor but also memories between the old and new generation. The brand incorporates cultural elements from the old T.V series *Seventy-Two Tenants* (2008) and *Scavengers’ Paradise* (2005), Eastern medicine packaging, artifacts, packaging art, and everyday life items from the mid-20 century in Guangdong, China.

The title for this project is *Ah-Ma Herbal Tea* (阿嬤涼茶鋪), “Ah-ma” means grandma in Cantonese. I want to use Ah-ma as the brand icon to tell the story of a cup of herbal tea all the way back the persistence of the old craftsman who is doing manual brewing. We live in an oversaturated world of technology that we all want instant results immediately. Our brand vision is to invest time to emulate grandma for health advice, wellness, and medicinal tips. The traditional herbal tea shop is a family run business; each shop has its family historical secret. These traditional formulas are passed down from generation to generation, and the manual brewing process may take months to complete. It is made from an infusion of hot water and one or more herbal ingredients, including dried flowers, fruits, roots, leaves, seeds, and powdered minerals. Leung-cha falls into two categories of bitter and sweets teas. Leung-cha is described as bitter-sweet because of the use of ingredients extracted from plant roots and bark. It’s a popular daily drink in the Southern region, where it is incredibly hot and humid in Guangdong, Hong Kong, and Macau. Leung-cha was an affordable and effective remedy for the Cantonese to treat and prevent disease. Leung-cha is recommended based on the person’s health goals and needs.

Target audience

My target audiences are locals and tourists between 18 and 29 years old from different backgrounds, cultures, and color in New York. They are interested in Chinese culture or curious about Chinese herbal tea. They may be people who believe there’s a healing effect in herbal drinking tea. They may be

people who are looking for a unique experience to learn and absorb cultural differences. My target audiences can be someone who likes to explore pop-up stores’ unique themes but is not necessarily a tea drinker. They can be looking to buy gifts and happen to come across the pop-up shop. My target audience may also be someone who likes artistic, conscious, and exclusive design items. Someone who often uses Instagram to share pictures and Instagram stories.

I am bringing Leung-cha to New York, a culturally diverse city, to give a broader audience an understanding of the Leung-cha drinking culture. This is a unique pop-up shop experience of traditional herbal tea shops from the Canton regions between the 1940s to 1960s. The golden age of the herbal tea trade was after the second world war. During that time, herbal tea shops could be visible in the neighborhood. The old shops installed television to attract consumers since not many households

had a television at that time. It’s a popular place to spend time with family and friends to enjoy the TV while drinking herbal tea. The pop-up shop will educate the audiences on the Eastern view of the body’s systems. ‘Yeet-hay’ (热气) literally translated as “hot air,” known in English as the inflammation in the body when consumed greasy foods, like potato chips, fried chicken, barbecue, and spicy food. The symptoms of Yeet-hay can vary depending on the level of slightly, moderately, or overly. “If you are only slightly Yeet-hay, you will probably have a slight sore throat and some pimples but if you are overly Yeet-hay, mouth sores and nose bleeds are not uncommon.” So the cure will be to drink or eat something “cool.” The most common drink for balancing Yeet-hay is Leung-cha.

Ah-ma brings some insight into Cantonese family thinking and traditions. In the shop, people will learn about the unique formulas of herbal teas that have been passed down from generation to gen-



Fig 1: Chinese herbal tea manual brewing



eration. The herb “round-leaved holly” can help with inflammation. Five flower tea can soothe sore throats and inflammations. Ah-ma used to say food and herbs are categorized as heaty and cooling to a person’s metabolism. The examples of “heaty food” are lychee, mango, nuts, cherries, onions, durian, etc. The cooling foods are seaweed, tofu, pear, watermelon, herbal tea. The traditional formulas have a soothing and comforting healing effect that promotes health and wellness.

The cooling benefits of Leung-cha will help people that feel pressure and stress from urban lifestyles in New York. It is suitable for college students who often stay up late. Leung-cha also has health properties that can relieve minor ailments like early flu and head-off illness symptoms. As the temperatures get warmer in New York, people desire to drink cold and refreshing beverages. Leung-cha will help quench the thirst, heat relief, and refresh the breath. The brand encourages people to make good healthy herbal teas without experiencing any side effects. The long-term use of natural herbs to stay healthy is thought to strengthen the immune system and overall well-being.

Deliverables

My deliverables will include a Pop-up shop (Menu / Wallpaper / Packaging bags / Herbal tea sets / Tablecloths / Napkins / Signage / Teacups sleeves / Plates / Apron / Tea Pot Set/ Pop-up shop cart/ Environmental graphic mockups), Interactive (UX/ UI app for users to order products from the pop-up store and learn short lessons about the culture/ Website), Social media (Instagram), Branding (Logo / Business Card / Letterhead / T-shirts / Tote bags / Brand Style Guide / Pins / Stickers), UX/UI infographic posters, and a project progress book.

POP-UP SHOP

The interior design is inspired by the old streets of China and themed around 1940s to 1960s Cantonese T.V series, including *Seventy-Two Tenants* (2008) and *Scavengers' Paradise* (2005) in the Canton regions. It is a unique experience to stop by and spend your free time. On the counter will display several porcelain bowls and several iron pots. The branding guide consistently follows the information that is displayed. People come to the shop to learn about the place, the background, the story of Cantonese Leung-cha culture.

The menu will be square 8x8-inch made with vintage old parchment sheets, which creates an old and traditional atmosphere. The drinks on the menu are described in both English and Chinese. They are keeping the menu minimal, highlights the importance of herbal teas as the main focus. Tablecloths and wallpaper feature the branded Hong Kong-style floor tiles patterns, often used in Canton tea shops and restaurants. The napkins will be 8x8-inch with the brand logo provided for the customers. The 8x10 inch shopping bag will include the Ah-ma Herbal Tea logo, which embodies a pattern of Chinese typography. The 2.5x6-inch teacups will have interchangeable sleeves. The design of the sleeves will consist of the brand logo and two-color design.

BRANDING

The brand Logo of *Ah-Ma Herbal Tea* is a stylish grandma wearing traditional Chinese clothing. The logo also integrates a local symbol of a bowl of Leung-cha. The gracious smile on Ah-ma conveys the shop’s friendly, healthy, and authentic culture. Ah-ma logo is a well-proportioned figure to express the traditional Chinese medicine wisdom embodied in herbal teas. The tradition of Chinese herbal tea provides credibility to valuable customers. “Indeed the idea of helping a person in need is a pleasure,

and to heal and dispense medicine altruistically to the poor is a traditional moral virtue.” Bringing the idea of helping a person to relieve minor ailments is a form of trust and satisfaction. The shop will use a droplet as the main branding element. The droplet can transform into the copper gourd, herbal leaves, flower, and floor tiles patterns. These elements are especially associated with grandmas and are rooted in Cantonese cultural identity. The droplet represented the pure water that Ah-ma used to brew every day. The copper gourd is used for herbal tea storage, and it symbolizes peace and health. The herbal leaves represent the teas are made of medical leaves with a lot of health properties. Chinese grandmas love red flowers, especially flowers printed in clothing, cups, and their belongings. The droplet can turn into Ah-ma’s favorite flowers. These flowers can also turn into Hong Kong-style floor tiles patterns, often used in Canton tea shops and restaurants.

The brand incorporates cultural elements from the old T.V series *Seventy-Two Tenants* (2008), a Cantonese T.V show; the play tells 72 tenants living in Taiping Street, Guangdong in the 1940s. The brand incorporates artifacts of everyday items like the porcelain bowls, porcelain bowls, several iron pots, and several small signs from the mid-20 century, which will be presented as Ah-ma’s personal belongings. *Scavengers' Paradise*(2005) is a drama series about the struggle of life for the working class in Hong Kong during the 1950s and 1960s. The herbal tea shop serves as a setting for daily activities, group gatherings, and socializing. I incorporate the different brick design patterns that appeared in the series. It will give a sense of the period and environment that Ah-ma lives in.

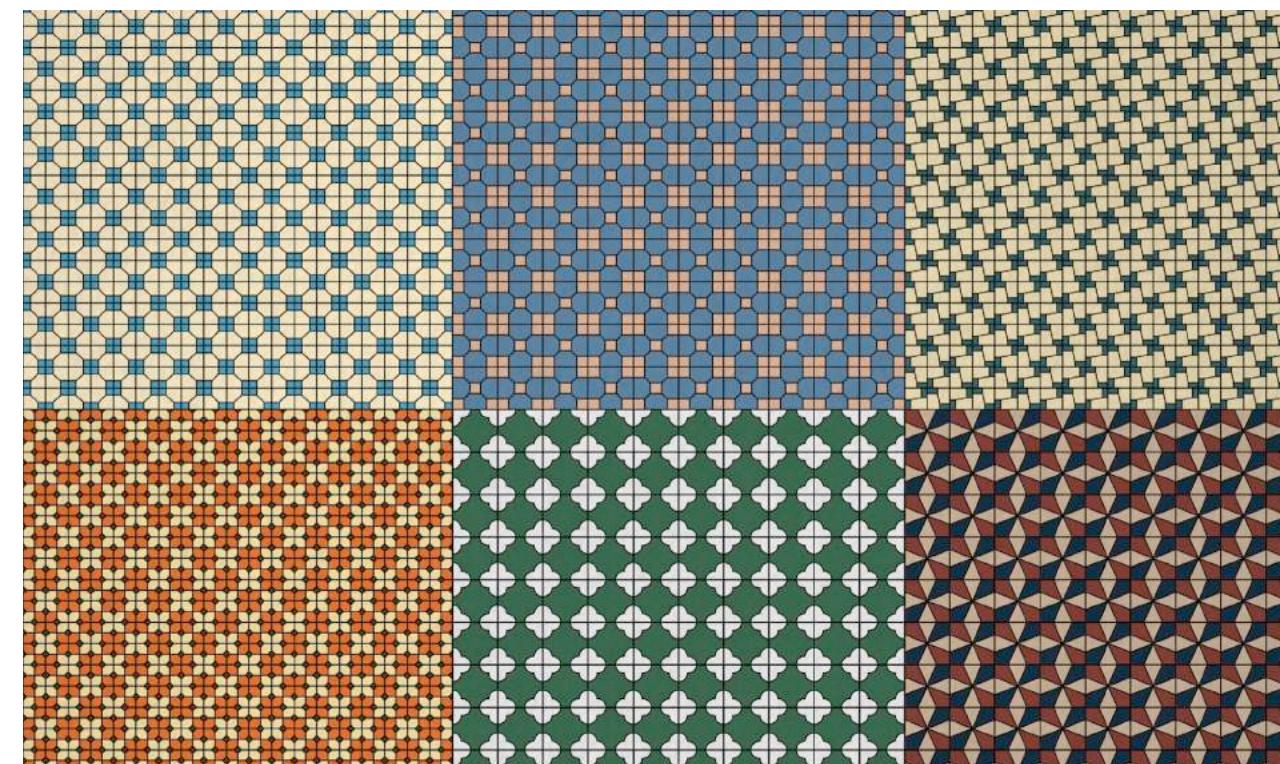


Fig 2: Hong Kong-style floor tiles patterns by Jacky Ching



I will be exploring Chinese typography with unique and playful characteristics. It should give a sense of personalized style but also give a traditional feel. Spicy Rice is a Google font that is designed by Astigmatic. The extra heavy letterforms give a playful brand visual image, which is applied to tea packaging, merchandise, online platforms and is intuitively transmitted to more young audiences. Google fonts are easy to implement for print and digital because they have quick access to use without experiencing any license issues.

For the color, I will be exploring vibrant, eye-catching colors. It will reflect on the preservation of Chinese medicine's vibrant culture. Besides the vibrant color, I will research the colors (red, yellow, and green) that Chinese people consider lucky in their daily lives. These powerful colors will influence people's interest in a medical tea shop.

The grid structure is incorporated from the Chinese medicine packaging, including Gou (plasters), Dann (pellets), Yun (Pills), Sann (powders), Medicinal oils, and herbal tea. I will be exploring the creative hexagonal border that appears inside the package. I will include a guaranteeing coupon and instruction leaflets to provide useful information like benefits, directions for use and contents.

The letterhead and envelope are part of Ah-Ma Herbal Tea's identity system. This mailing system will bring back times where handwritten letters were important for family members to communicate overseas. It is a uniquely personal form of communication to express gratitude, life updating, thoughts, and caring for loved ones. Often, the younger generation asks the grandmother for life and health advice that can be integrated into our lifestyles for the long-term.

BRAND GUIDE

I will divide sections into About Us, Master Logo, Logo variations, Typography, Color Palette, Geometry, Project elements, and Environment mockups for the branding style guide.

I will include the brand's name, *Ah-Ma Herbal Tea*, description, and a pop-up shop mockup. For typography, I will be using Chinese typeface and sans serif typeface, including paragraph font (A-Z) and typeface style (Regular, Oblique, and Bold) for given how the fonts will be used. The color palette includes primary colors and supporting colors in HEX, RGB and CMYK values. Project elements will consist of a Pop-up shop, Interactive, and Branding assets. The style guide's look and feel will be inspired by *Compendium of Materia Medica* (本草纲目) book that used for records of Chinese Medicine history. I will be doing DIY kettle-stitch binding, so it looks like a traditional medicine book that is open to 180-degrees and lies flat.

MERCHANDISE

I will be referencing the contemporary oriental design elements of Chinese medicine packaging for the herbal tea sets. The herbal tea is wrapped in brown paper and turned into a rectangle. There will be a brown string wrapping around each package. I will determine the size of the paper after the workshop in class. The 3x2-inch sticker will be placed on top. Although it is just a simple text arrangement, it also highlights the beauty of Chinese tradition. There will be five packagings samples: *Canton Abrus Herb* (鸡骨草), *Dried Fruit Spike* (夏枯草), *Golden Orchid* (金兰花), *Mulberry Leaf and Chrysanthemum* (桑菊), and *24 Flavors Tea* (廿四味). The samples are based on traditional herbal tea flavors.

The material of the pins will be nickel-plated brass. There will be four different design pins, including logo mark, porcelain bowl, mini herbal teacup, and mini style guide book cover. The rubber pin clutch, which is 2x2-inches in size, will be inspired by the *U-I-Oil Medical Tract design* (c1930s-1940s). The design evokes history from important documents, as they often were framed by an official-looking border. The pins can be placed on a tote bag, hat, and a T-shirt.

The t-shirts are available in three sizes. The front design will have a brand logo on the upper right.

The laptop stickers are perfect for laptops, phones, water bottles and journals. Each sticker is approximately 2½-inch. The design includes an illustration of the herbal teacup, eight immortals tables, a big gourd, and a big tea bowl.

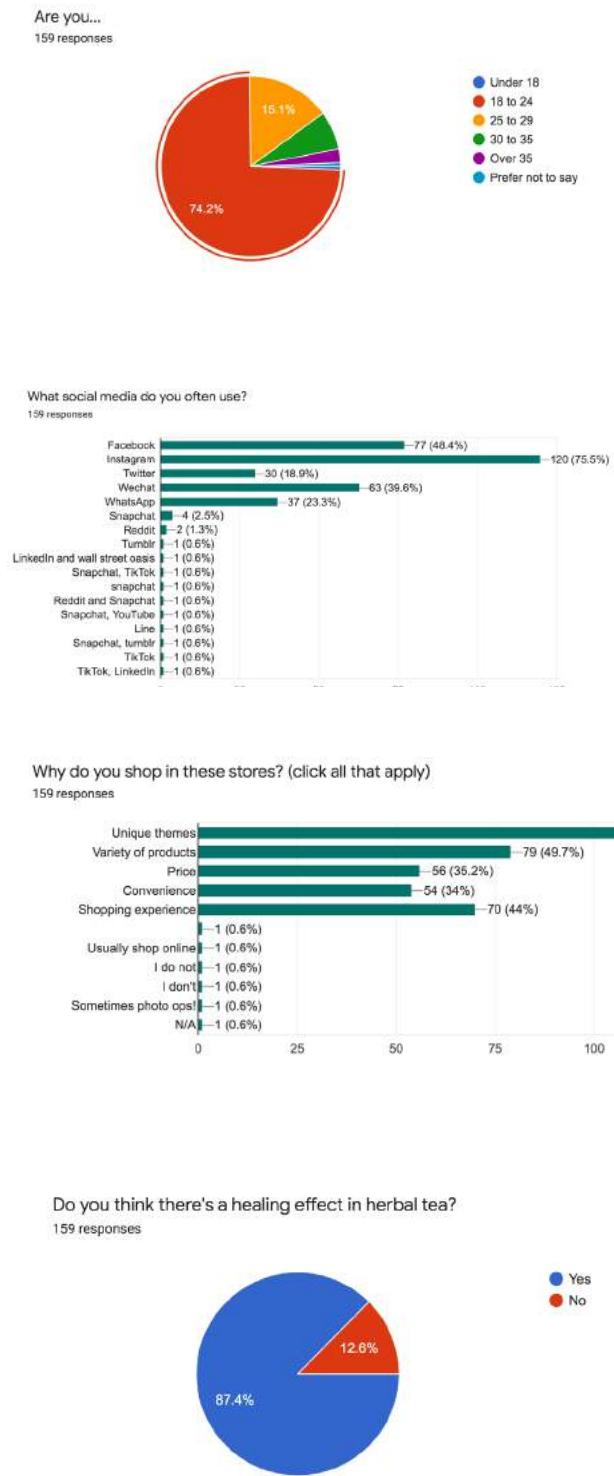
APP / INTERACTIVE

I am building a UX/UI app to order products from the pop-up store and learn about the brand. The primary goal is to educate users about the Cantonese Leung-cha drinking culture. There will be collections of short and enjoyable lessons about history, culture, and tradition. The secondary goal is to optimize the order checkout experience from the pop-up shop. When users check out, they will see the ingredients, health benefits, and icons that scale each drink's bitterness. So the users are able to know what they are getting. To get more insight, I carried out a mini survey that targeted the students and working-class (ages 18–29).

Here are some of the relevant questions I asked and some feedbacks:

1. Age/gender/ethnicity
2. What social media do you often use?
3. For what occasions do you shop at pop up stores (temporary storefronts that brands will open for a short time)?
4. Why do you shop in these stores?
5. What do you buy at pop-up Stores?
6. How likely are you to shop at a pop-up store rather than a mass retailer like Walmart, Target?
7. How often do you drink hot or ice tea?
8. Do you know anything about Chinese herbal tea? What do you know about herbal tea?
9. Do you think there's a healing effect in herbal tea?
10. How do you feel about bitter tea that is good for your health?
11. What part of the drink shop do you like the most?

As of August 31, 2020, there are 150 survey responses. About 76% of the participants are 18-24 years old, which helped me narrow down my target audiences. I found that 74% of the participants often use Instagram, so it will be an ideal platform to engage with my targeted audience. About 70% of participants are likely to go to pop-up stores for unique themes and buy gifts. Nearly half the participants don't know about Chinese herbal tea. About 87% of participants believe there's a healing effect in herbal tea. The survey results enabled me to arrive at relevant conclusions that my targeted age ranges might not know about Chinese herbal tea. For my app, I will have introductory teaching sections regarding What's Leung-cha, History and health of Chinese herbal tea, The Eastern view of the body's systems, and How to make it at home.



THE IDEATION

The app architecture includes home, order, explore, and profile. The home section features the promotional drink of the week. Next up, an overview of the sections of Signature herbal tea, Classic Tea, Secret Drinks, Ancient Healthy Drink, and Merchandise. Every drink will have a page with an explanation of the ingredients and health benefits. There will be a droplet icon indicating the level of bitterness of each drink. The features were designed to be the collection of short lessons with visual icons and showing the approximate time it takes to read. These lessons include history, culture, and tradition. Users are able to access their orders and edit their profile. Once the order is placed, there will be a confirmation number for pick up. There will be multiple rounds of process documenting, wireframing, and prototyping.

WEBSITE

The goal is to create an online platform to promote the pop-up shop and attract more people to know the brand. The website brings all the project elements together, like the herbal tea drinks menu, products, app, and Instagram. The website will be responsive through mobile, tablet and desktop. The sections include a landing page, About us, Menu, App, Merchandise, and Recipes. The website will have a system of icons that specifically targets the individual body part.

When users enter the website, there will be a welcoming and inviting atmosphere on the landing page. As the user scrolls down, there will be sections of pop-up shop images and featuring the Instagram account.

The menu page, the herbal teas are divided into sections of Signature Herbal Tea, Secret Drinks,

Ancient Healthy Drink, and Classic Tea Collection. Each drink will have an English and Chinese name and the price.

On the About Us page, the following statement appears: [Ah-Ma Herbal Tea] is a New York-based Chinese herbal tea pop-up shop, offering a large variety of traditional recipe herbal teas. We're fascinated by the remedy of Leung-cha. It's natural, healthy, and has a variety of tastes, especially bitter-sweetness. Preparing Leung-cha can be as complex as discovering the medicinal herbs. Each tea has its specific proportions of each ingredient, time, and temperature for the perfect bowl of herbal tea. Please enjoy our simple DIY herbal tea at home, or visit our pop-up shop next time you're in New York City!]

On the App page, there will be preview images of the app features. The brand suggests users download the app before coming to the shop because they can learn the basics of the Leung-cha culture, the different types and benefits of Chinese herbal tea. It's better to know the history before coming to the shop, so users enjoy the pop-up experience and bring a deeper conversation with friends. Users can also order ahead using the app without waiting for checkout.

The Merchandise page will be featuring the herbal tea sets, t-shirts, tote bags, die-cut stickers, and acrylic pins. Each design will have an image with a description. These merchandise displays served to promote the pop-up shop and invite people to purchase from the shop.

The Recipes page will include two simple traditional herbal tea recipes that teach people to make their tea variation step by step.

SOCIAL MEDIA

Based on my survey, 74% of the participants/targeted audiences are often using Instagram. I will be creating an Instagram account to promote the pop-up shop. During week 7, I will start posting educational information to inform people about Chinese herbal tea. There will be 10-15 posts on the cultures, herbal teas, health effects, DIY recipes and project elements. The account style will follow the branding style of color palette, patterns, and layout. Without clicking on a single post, the Instagram grids will look cohesive. It sets up a tone and overall feeling of the brand. When the followers see the unique branding style, they will recognize the brand's content immediately. People would come with their friends in the pop-up shop, snap a photo, and share through Instagram stories and hashtags (#ahmaherb-altea). They can leave great reviews and thoughts after their visit.

Background

I grew up in Guangdong, and Leung-cha is a must-have in my household. Cantonese people often like bitter herbal tea because there's an old misconception that says the bitter the herbal tea, the better its effects, but I refuse the bitterness. In every old herbal tea shop, there are the medicine pots, cups, and red signs. Grandma and grandpa spend days and days in the shop to repeatedly brew different herbal teas and pour them into different pots. A good bowl of herbal tea takes long hours to brew and requires a lot of effort. When I have a sore throat, my mother always convinced me to pass by the traditional herbal tea shop to purchase a bowl of herbal tea. After drinking, we can just leave the empty bowl and coins on the table.

Fig 3: Survey results diagrams



Two years ago, I went back to my hometown. I realized there are fewer traditional shops around the area. The streets and signs become modernized and reconstructed. In the past, the herbal shop was like a convenience store where you can find it across the street. Nowadays, the younger generation is likely to buy herbal tea cans from the supermarket that contain a high sugar level. Due to inconvenience and the reduced number of customers, more traditional herbal tea shops are being shut down. This is something I am guilty of, as well. Knowing that the herbal tea cans are incompatible with the fresh brewed Chinese herbal tea, I still bought the herbal tea cans with the mindset that it will soothe my sore throat.

I am bringing the culture overseas from China to the United States because it's almost impossible to find an authentic Chinese herbal tea shop. I think more people should know the greatness of traditional Chinese formulas and herbal teas. It's not to cure medical diagnoses illness but instead focuses on prevention by maintaining the balance physically, mentally, and spiritually. I always drink herbal tea before or after I eat fried food and unhealthy snacks. The concept of Yeet-Hay comes naturally to me when I was little and taught by my Cantonese family members.

As a kid, I loved the touch and feel of Chinese medicine packaging; it's unique and visually appealing. Most of the herbs in the package smell very good and have a strong odor. The use of bold typography on Chinese medicine packaging is something I haven't tried before. I want to challenge myself to incorporate it into my work.

I grew up watching Cantonese TV series from an early age. After school, I was looking forward to watching the next episode of the series. *Seventy-Two Tenants* (2008) and *Scavengers' Paradise* (2005) are

my favorite series of all time. My family and I enjoy watching TV together when dinner time comes. We usually communicate through a regional Chinese dialect at home, and learning Mandarin is mandatory in school. Most people, including myself, learn Cantonese through watching Cantonese T.V series. It was a way for me to practice my Cantonese listening skills and, at the same time, learn about life and living conditions during the mid-twentieth century. The series gives me insight into how herbal teas rise in price from one cent to ten cents, and now between six and ten dollars.

The project idea comes along when seeing a few herbal tea packs around my house (fig 4). At that moment, I knew this was the topic. Although I already started working on my other thesis idea, I decided to change it and start over again. I always have Leung-cha, but I don't know what the ingredients are within the tea blend. This project helps me understand the history of herbal tea. I will be researching to learn from old herbal tea shops, allowing me to understand Chinese herbal teas' golden age better. And bring back the culture to a broader audience to educate the history and powerful benefits of Leung-cha.



Fig 4: Traditional Chinese Herbal Tea

Research Television / Media

My biggest inspirations are from my childhood classic T.V series that took place in herbal tea shops. To achieve the atmosphere vibes, I will be studying *Seventy-Two Tenants* (Chinese: 七十二家房客), a Cantonese T.V show the play tells the story of 72 tenants living in Taiping Street, Xiguan, Guangzhou, Guangdong in the 1940s. It was about how the tenants tried to fight back for their rights with the landlord and cheerios their friendship with the neighbors. I notice that an old-fashioned herbal tea shop can always be found in a more spacious old street. The small shop only has simple facilities. It is a great example of how a traditional herbal tea shop looks like. On the counter are several porcelain bowls or glasses, several iron pots, and several small signs with herbal tea types. At that time, many people did not have a TV in their homes, and herbal tea shops became a place for collective watching TV in near-

by neighborhoods. In the series, all the herbal tea shops have the same eight immortals table and red decorations. For my project, the pop-up shop will have a counter window for viewers to interact with the representative. The counter will be built from a standing height table covered with the branding pattern tablecloth. It served as the display for paper teacups and business cards. The brand name signage will be visible when the visitors walk in. The app will incorporate the red name signs, the copper gourd, and the ceramic bowl as visual icons.

Moreover, the nostalgic scenes from *Scavengers' Paradise* (Chinese: 同撈同煲) is a Hong Kong drama series broadcast in April 2005 (Fig 5). This story was about the struggle of life for the working class in Hong Kong during the 1950s and 1960s. In the scene, Cantonese people come to the tea shop for herbal teas, breakfast, Dim-sum (Cantonese-style meal), and dessert. It was a place for casual and daily hangout. Herbal tea used ceramic bowls with



Fig 5: Scavengers' Paradise (同撈同煲)



lids to served their customers. The shop had green and red flower Hong Kong-style wall tiles. These patterns are commonly used in old shops, restaurants, dining rooms, kitchens, etc. Unfortunately, these tile patterns were about to disappear. I will incorporate Hongkong style inspiration wall and floor tiles into my design. I think it's essential to preserve the old tiles because it's part of the Canton tradition and memories.

Branding

Wang Lao Ji (Chinese: 王老吉) is the oldest Chinese herbal tea brand, which originated in 1828 during the Qing Dynasty in China's Guangdong provinces. They are known for their herbal tea beverages, herbal tea bags, and herbal tea powders. In addition to herbal tea, they also introduced traditional Chinese medicine into healthy desserts such as Guiling Gao (Herbal jelly). **Wang Lao Ji**'s most recognizable tea cans have distinct designs of yellow typefaces against a red background. The brand name and description were written vertically, read from top to bottom, and left to right. It can also be easily found in Asian supermarkets and restaurants in the United States. In Wang Lao Ji shop in Hong Kong during 2010, they used mostly dark brown and yellow from the environmental architecture to promotion graphic elements. The menu items are listed vertically with each sheet and hang on the left side. The design's structure follows the herbal tea name for the promotion poster series, its benefits lowering blood pressure, blood sugar levels, relieving stress, etc. and its image. The brand uses its name as a repetitive element without feeling overwhelmed. They don't have a logo mark, and they are mainly known for their logotype. For my project, I will explore logo marks that are fun, playful, bright and diverse. I will be using warmer colors than using dark brown and yellow.

Hung Fook Tong (Chinese: 鴻福堂) has been dedicated to promoting traditional Leung-cha culture for 30 years. The brand has transformed from a traditional Chinese herbal tea shop to a healthy modern wellness concept. They offer various products, such as Chinese herbal drinks, Chinese-style soups, tortoise herbal jelly and other food products. Their brand slogan is "Naturally Made, Wholeheartedly Good (真心製造,自然流露)," where they insist on using natural ingredients and making constant innovation. In the shop, the herbal beverages are long shelf-life drinks stored in the smart vendors. The shop becomes more westernized, and it's convenient just to grab and go. I like their concept of using Chinese tradition for modern living. I will borrow some of the brand's value, like using natural ingredients, wellness concepts, traditional and healthy lifestyle.

Flank Shop is a branding identity of a Beef Brisket restaurant on Behance. This project influenced me to think outside of the box when I think of an object turning into different meanings. Flank Shop's logo is designed with its brand name with a smiley face. The smiley face on the logo can also read as the symbolism of the cow. The brand's icon is an illustration of a cow holding an axe, a knife and a fork, which represent the process from "cutting" to "roasting" to "eating." This clean design style also attracts the younger audience. The brand has powerful colors of tomato red, dusty blue, aqua blue, and mustard yellow. These colors work effectively together, showing logo variation and different banners. The project presented an excellent quality showcase of the project elements from packaging design, tote bag, T-shirt, App, stickers. For my project, I will bring a versatile idea that's appropriate to my pop-up shop. I will be implementing the logo variation and study the way the designer presents the work.

Packaging

Museum of Herbal Tea, **Wang Lao Ji**, in New York, tells the story of their creator and brand by providing the old traditional artifact and learning about how people used to use herbal clay pots to boil back then evoked (Fig 6). And how it has expanded to a worldwide brand that is recognized for its health benefits. I can use it as a reference for the Retro Chinese typography, old tea packaging.

For more visual exploration, I purchased the book by Simon Go, "Hong Kong Apothecary: A Visual History of Chinese Medicine Packaging," on how the Chinese medicine of packaging evokes since the mid-19 century. The use of color, typeface, material, graphics, and composition of the packaging will influence my design decision. The herbal tea section showed how the herbal teas were sold in packages of small rectangular packs of tens. These sachets packs would bind with the string. It's easy to carry herbal tea packs home without using a plastic bag. They are made with two-tone ad paper, which

is glossy and matte. The second type of packaging was using thicker cardboard and turning it into a rectangular box. The purpose of the change was to protect the delicate herbs, leading to an increase in production cost. For my project, I will be workshopping these two herbal tea packaging methods that famous brands **Wang Lao Ji** and **Kung Wo Tong** have used from the golden age of herbal teas.

Website

Bibble & Sip is a bakery cafe that serves gourmet coffee and handcrafted pastries in New York. Their website's architecture breaks down into pages of Home, Menu, Our Work, About Us, Shop, and Social media icons (Facebook/ Instagram/ Twitter). First, I like how they implement transparency sticky navigation, where users can scroll down and navigate to a different page. The home page has a clean layout with high-quality photos of their signature items. Their choice of pictures helps to enhance the brand's culture. The home page also has subsections of call-to-action buttons, which leads to other pages (Menu/About/Our Work). I think it's



Fig 6: Wang Lao Ji shop in Hong Kong during 2010



unnecessary because the repetition would be frustrating for the users. Second, there are two options in the menu section: "Order to pick-up" and "Order for delivery." I think it should name "Order" instead of "Menu." Third, I like the color and design of the banner pattern for the "About" page. I will take inspiration from how they structure the homepage and the relationship between typography and images for my website design. I will also add a sticky navbar but change the transparent color into a solid color. In the menu section, I will have separate sections for the menu and order for pick-up/delivery. I will incorporate a banner design at the beginning of each page.

Kung Fu Tea is the largest bubble tea brand in the U.S. They offer a variety of beverages such as classic teas, milk teas, fruit teas, slushies, and more. Their website's architecture breaks down into About, Menu, App, Franchise, Partnership, Locations, and Merch. I like that the "Our menu" page is organized and clean. It is divided into different categories of the drink with images. However, I don't like the same photos, with the change of color. I would like to have a different design to differentiate each category. There are two redirect links in the app section to download on the App Store and Google Play. It includes steps on using the app and an FAQ page about the APP for the users. The condensed and upper case typeface of the description makes it hard to read. For my design, I will change the description's font to normal and lowercase. I will incorporate their design structure to explain app features, loyalty programs, and rewards. They have clothing, mug, tea sets, pins, stickers, and magnets with a filter and search bar. I like how the nickel-plated brass pin includes a black rubber pin clutch. I will be designing the pin clutch to match the pins (Fig 7).



Fig 7: Kung Fu Tea's nickel-plated brass pin

Pop-up shop

I will be researching the pop-up store of Asian culture and tea culture in general. A project on Behance *TAÍ WEÌ HÀO LÌ* by Yu-Hao Chang of a Taiwanese Flavors Pop-up Store in Taiwan. The author depicts his childhood by using the characters of children, adults, and elders. The characters' combination with Taiwanese childhood snacks created a distinctive and bold pattern throughout posters, wallpaper, packaging, and tote bag. The effective use of yellow and green is recognizable through the branding elements. I like the powerful and eye-catching wallpaper, which highlights merchandise promotion. I wish there was more showcase of the pop-up store space and products on display. I like the overall mockup presentation of the project. I will use it as reference on how I will mockup the pop-up shop.

Methodology

In week 1, I will continue to revise my proposal and search for references. I will be preparing 12 questions for users research and sending the surveys to participants through google form by August 30. I am documenting the UX/UI process in a google document. This week's goal is to define the Goals and Objectives, Target Audience, Understanding the problem and Challenge. At the same time, I plan out the project process book and develop a grid system.

In week 2, I will continue to revise my proposal and do 3-5 prototype logos in Adobe InDesign. There will be three revisions for logo refinement. Next, I will sketch the personas, site maps, and user flows. I will be scanning all the sketches and revisions for future reference. I will be analyzing the survey result and drawing relevant conclusions.

In week 3, I will refine my logo design and work on the brand's patterns. At the same time, I will start wireframing by transferring my sketches to Figma. The Lo-Fi prototype will include the key elements of content, basic visual hierarchy, and interactivity. I will connect the wireframes. A list of things that are needed to change: add/delete, error, and confusion. I will start to work on my UI libraries, such as typography, color, buttons, icons, and visual elements.

In week 4, I will focus on the pop-up store deliverables (Wallpaper, Menu, Packaging bags, Tablecloths, Napkins). Next, I will do Hi-fi wireframes after my UI libraries are developed. I will be updating and revising as well. I will start working on the branding style guide by creating the structure and content. It should be included: the overview, logo, typography, color, patterns. I would leave the

project elements and mockups section for week 12. I will be researching examples of style guides and bookbinding techniques.

In week 5, I will start my website development while overlapping with the app. For the responsive website, I will use HostGator's start plan. I will get a specific domain for this app. The purpose of the site is to promote the app. There will be more information about the app on the site, such as interfaces, functions, and branding. Users can download the app through a QR code. It will be a one-page scroll, which includes the Home page, Product, and About us. After registering for the domain, I can access the c-panel. On the control panel, I can download the WordPress Installer for free. After the installation, the theme that I am planning to use is called Astra. They have more than 1,000 built-in templates available. I choose this specific theme because it supports the Plugin called Elementor. It's a page builder that's flexible to add and remove every aspect of the visual design. After resolving the technical issues, I will do the information architecture and wireframing in Figma. Next, I will transfer the design into WordPress. I will work on the home page design, secondary pages, and responsive design. After the visual design is done, I will be adding the content to the pages. As for the app, I will continue to work on my Hi-Fi wireframe and updating UI libraries. I will be adding the Lo-Fi and Hi-Fi wireframe into the UX/UI document. The hi-Fi wireframe should be already for next week for user testing.

In week 6, I will focus on the branding deliverables (BusinessCard, Letterhead, T-shirt, teacups sleeves). Next, user testing and feedback are implemented. I will be sending the Figma prototype along with the surveys to 10 users.



Questions:

1. Age and gender?
2. Occupation?
3. Was there anything surprising or unexpected about this?
4. What could be done to improve this product?
5. What's the hardest part about using this product?

In week 7, after hearing the feedback, I will organize the answers and analyze the results. I will make any adjustments for a better user experience. I will continue to revise pop-out shop and branding deliverables.

In week 8, I will do a second round of user testing for two days. Similar to week 5, I will be sending the Figma prototype along with the surveys to 5 new users and five old users. For the rest of the days, I will make the adjustment based on the feedback.

In week 9, the app prototype should be 80% done. I will start making small revisions and updating the UI library, UX/UI document, and process book.

From weeks 10-13, I will be dedicated to other final deliverables. Next, I will be working on the final presentation of the app, including images to highlight the features; there will be previews of the app screenshot similar to the preview on the app store.

By week 11, the aim is to have the app and website completed. The UX/UI documentation will also be completed. I will start designing the poster that includes the overview, problem, solution, design process, discovery and research (value proposition canvas, in-depth interview, customer journey map, feature prioritization, user flow, information architecture), Ideate & prototype (hi-fi wireframe, style guide, mobile version).

In week 14, all the design elements are ready for week 15. All the digital and print copies are prepared. I will make sure the print's elements arrive on time.

In week 15, it will be the installation week.

The difficulty I expect to have to overcome in doing my project is time management. This project required a lot of user research, user testing, and multitasking. It will be time-consuming as weeks come and get everything done before the deadline. Also, I am concerned about the translations from Chinese to English of Chinese medicine, herbs, and medical terms.

Project elements

I will produce the app prototype through Figma. For visual elements and illustration, I will be using Adobe Creative Suite (InDesign and Illustration). I will be using WordPress for website development. I will be using Photoshop for digital mockups. My deliverables will include: Progress Book: 1pc, 8-1/4 x 11-3/4", Print at Staples.

Interactive

App prototype	iPhone SE view	1
UX/UI posters	24 x 36"	4
Website	Responsive	1

Branding

Business card	2 x 3½"	50
Letterhead	8½ x 11"	1
Envelope	4-1/8 x 9½"	1
Styleguide book	11x 8½"	1
T-shirts	Size M	3
Tote bags	o/s	3
Pins	1½ x 1½"	50
Stickers	2x2"	150

Pop-Up Shop

Menu	8 x 8"	1
Wallpaper	6-ft x 10-ft	1
Packaging bags	8 x 10"	2
Tablecloths	6-ft	1
Napkins	6 x 6"	3
Signage	12x24"	1
Herbal tea sets	8x8"	5
Tea cups	2.5x6"	3
Plates	9" diameter	2
Apron	o/s	1
Tea pot set	-	1
Pop-up shop cart	-	1

Social media

Instagram	-	1
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Goals

The pop-up shop aims to bring attention to the young adults who live in New York on the Cantonese Leung-cha drinking culture. I hope to share and pass the Cantonese cultural value and health benefits of Chinese herbal teas. Featuring the popular herbal teas that the Cantonese people enjoy and love. The brand encourages people to make good healthy herbal teas without experiencing any side effects. The long-term use of natural herbs to stay healthy is thought to strengthen the immune system and overall well-being.

My personal goal is to deeply understand the creative process in branding, UX/UI design, and print production. I learned through the importance of creative thinking and methodology before starting the design. I also want to improve my problem-solving skills by understanding the goals and making an intentional design decision. To build my project management system and meet my project deadlines. This project also aligned with what I enjoy doing, including branding identity, UX/UI design, website design, layout design, and packaging design. I hope to have quality portfolio work, enabling a greater chance to get a job and internship opportunity.



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02 Inspiration

阿嬷凉茶铺 ah-ma
herbal tea

Food companies with grandma logos



阿嬷の饭
GRANNY'S RECIPE



浙外婆



管阿嬷
GUAN A MO



胡婆婆卤肉饭
HUPOPOLUROUFAN



凉婆婆
LIANG PO PO



外婆小面
CHONG QING



徽外婆
HUIWAIPO



米婆婆
MI PO PO

Top left to right:
FB: Granny's Recipe 阿嬷の饭, 浙外婆 by 鸭梨创意, 管阿嬷芋圆甜品

Middle left to right:
Hupopo Lu Rou Fan, 凉婆婆 by AaronGuu, 外婆小面 by www.78cyjm.com

Botton left to right:
徽外婆 by m.lsyt.net, 米婆婆



Stylish grandma portraits

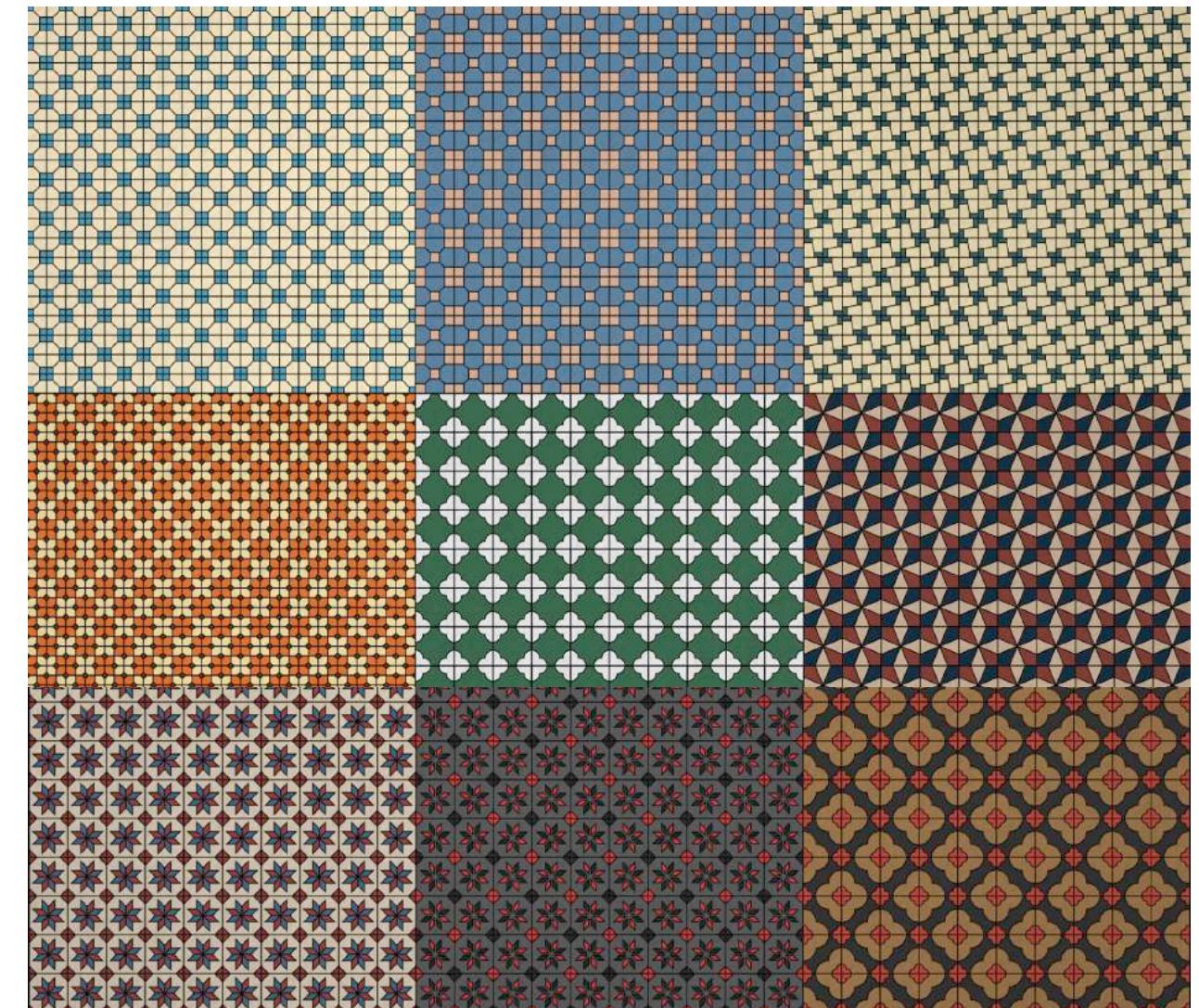
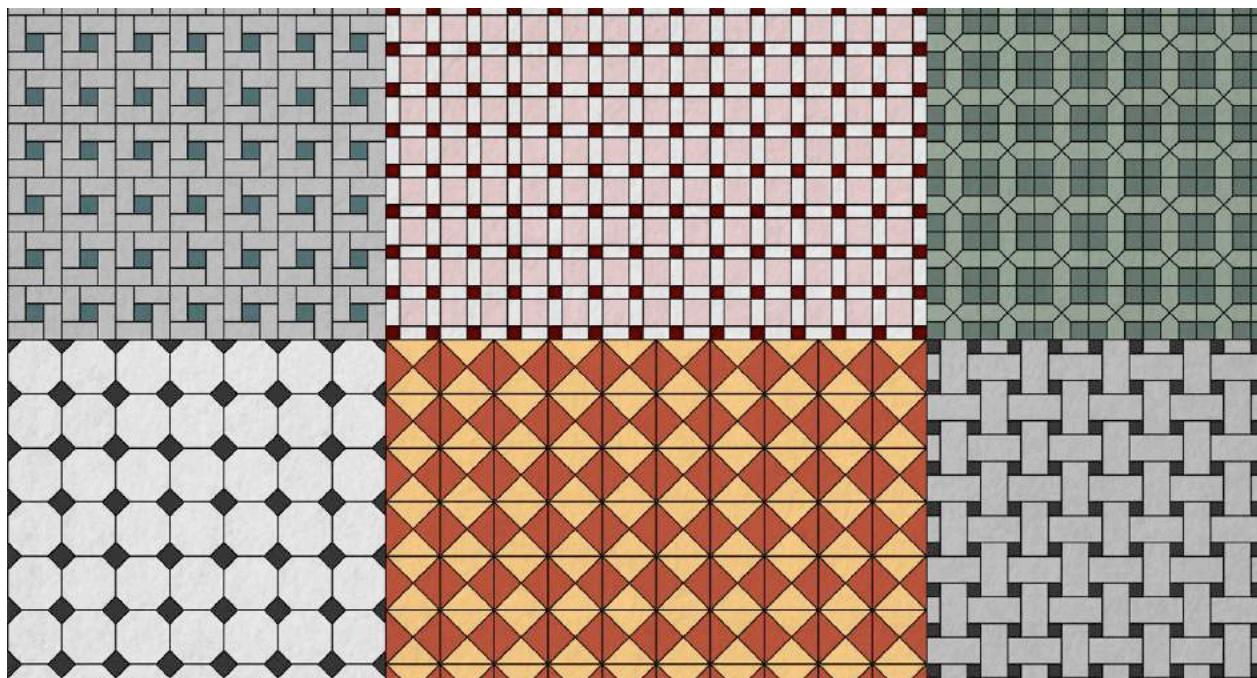


Page 24-25:
Tai Hang's most stylish granny
by CNN Travel

"One 70-something proponent
of the samfu, a traditional
Chinese outfit from the Qing
dynasty, has been turning
heads in a quiet Hong Kong
neighborhood for 40 years"



Floor tiles patterns



Top left:
Hong Kong-style tiles from yoycart.com

Top right:
Hong Kong-style imitation mosaic tile tea restaurant from zoppah.com

Bottom:
Hong Kong Days by Jacky Ching

Top:
Hong Kong Days by Jacky Ching



Logo & trademarks



Top left to right:

Logos and trademarks of tea companies based in Canton and Hong Kong, 1930s-1950s.

Bottom left:

Parrot Brand ointment tin. Sui Cheong Medicine Co. Hong Kong, c.1950s

Bottom right:

Woo Kee Hong face powder trademark Hong kong, 1941

Tea packaging design



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Bottom:

Na Oak Leung Cardboard box, circa 1960



TV series



Pg 30:
Images from *Seventy-Two Tenants* (七十二家房客) and *Scavengers' Paradise* (同撈同煲)

Ah-ma's belonging



Top left:
Chinese teapot

Top right:
Pestle traditional Chinese Medicine
Chinese Medicine & Health
www.internalartsinternational.com

Bottom left:
Old tea thermos

Bottom right:
Coins, banknotes, money, currency, finance, cash



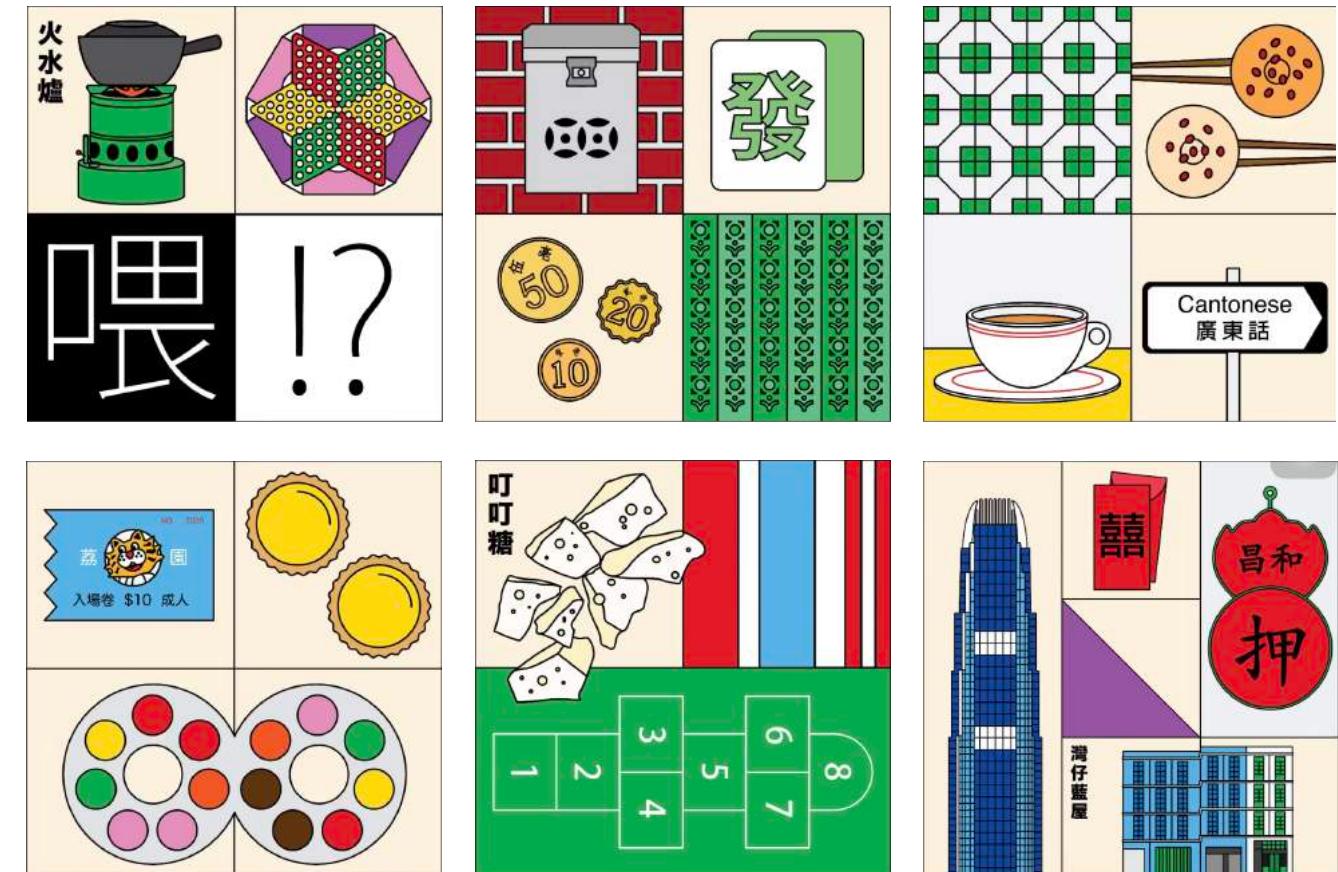
Logo variations



Top:
Behance - Ching'S Dak 程記德
rebranding by Dio

Bottom:
Behance-Flank shop brand
identity by Dio

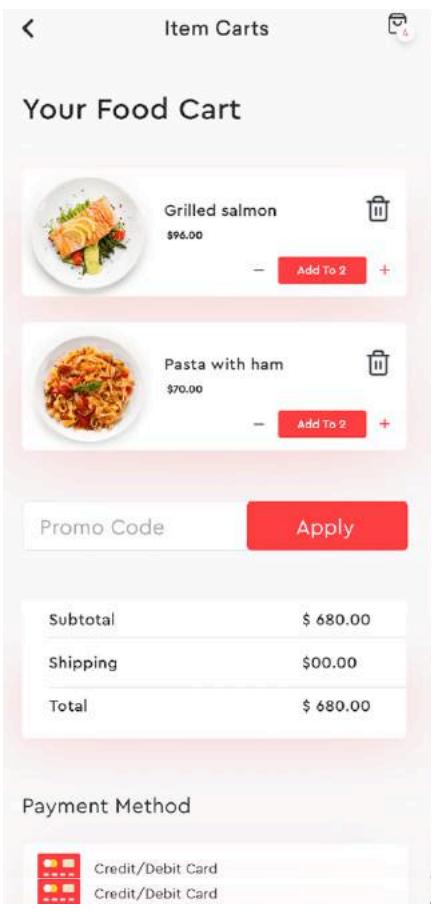
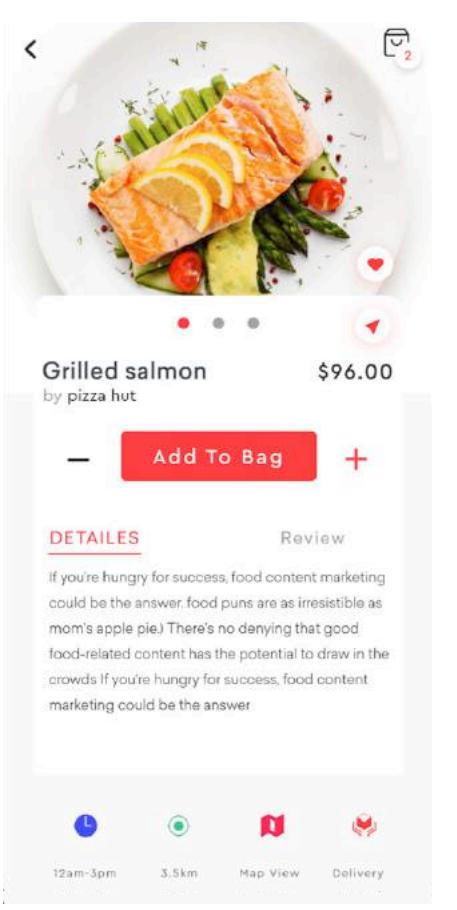
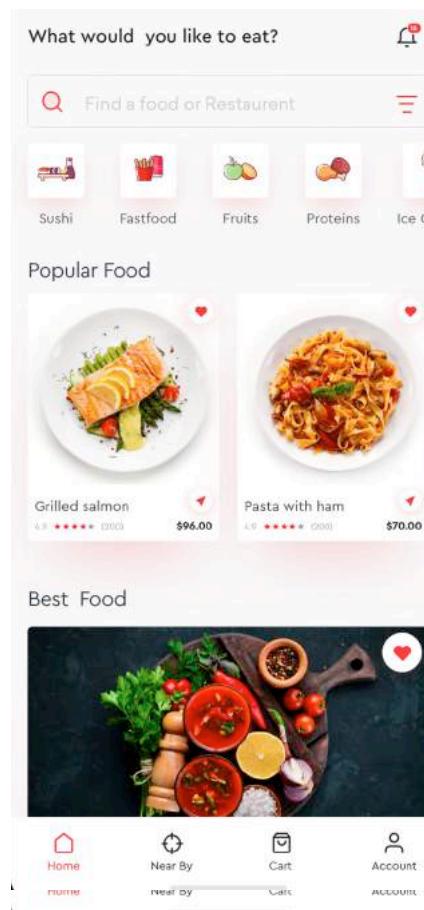
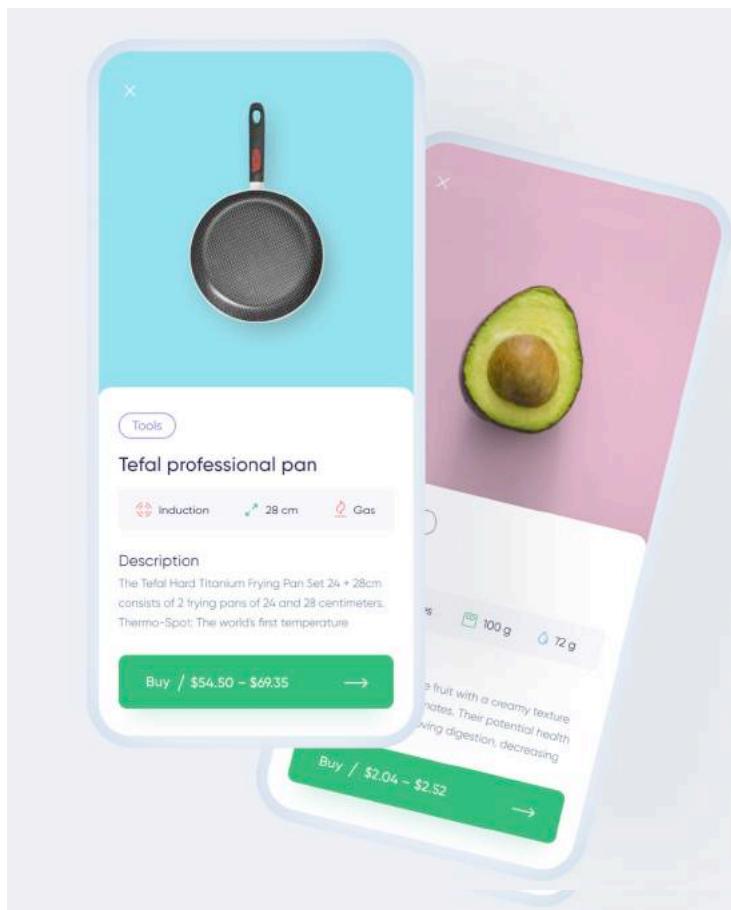
illustrations



Top:
Web banner for Ah Ma Recipe by Angela Chan



App



Top left:
Tasty — IOS Cooking App UX/UI Case Study

Top right:
Food Bit App — UI/UX design case study

Top:
Food Bit App — UI/UX design case study



Menu



Top:
Ching's Dak Rebranding by Dio

Bottom:
煮炒王 Restaurant Tze Char Wang
by Yong Wen Yeu

Uniform



Top left:
Behance—Flank Shop Brand Identity by Dio

Top right:
City of Air—Chinese character print T-Shirt from Yestyle

Bottom:
Socks appeal x Sticky Monster Lab Season 3



Tote bag



Shopping bag



Top left:
Geolte—Chinese Character Canvas Tote Bag
from yestyle.com

Top right:
Socks appeal x Sticky Monster Lab Season 3

Bottom left:
Tote bag from london.eater.com

Top:
Kyoto Shopping Bag by Kathrin Teh

Bottom:
RHRN Shopping Bag by Md Rakibul Anwar (Limon)



Die-cut stickers



Top and bottom:
Stickers from Ins @ _Simplymko

Enamel pins



Top left:
Red envelope Chinese New Year hong-bao pin by Ajarofpickles

Top right:
A worry gobbler enamel pin by Kate Elford

Bottom left:
Cup and spoon enamel pin by Kate Elford



Installation

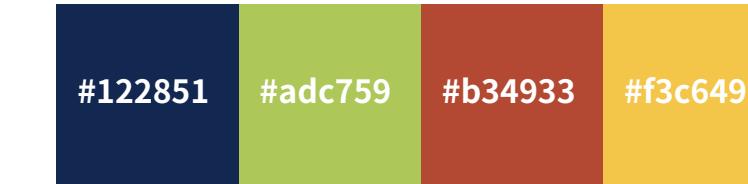


Top:
The Japanese pop-up restaurant,
Nihonjung by Mango Mingu and
Yonghun Cho

Bottom:
Flower stand from craftcuts.com

03 color

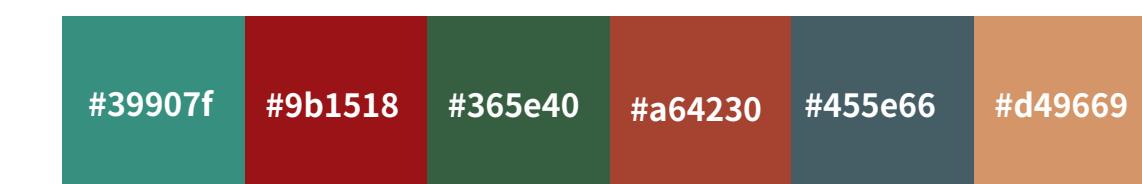
First palette test



Second palette test



Final color palette



04 Type study

Chinese display type

阿嬷凉茶铺

ZCOOL KuaiLe - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (,:?!\$&*)

阿嬷凉茶铺

PingFang HK - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (,:?!\$&*)

阿嬷凉茶铺

Noto Serif SC - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (,:?!\$&*)

阿嬷凉茶铺

Ma Shan Zheng - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (,:?!\$&*)

阿嬷凉茶铺

Long Cang - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (,:?!\$&*)



English display type

ah-ma herbal tea
Ah-Ma Herbal Tea

ah-ma herbal tea
Ah-Ma Herbal Tea

ah-ma herbal tea
Ah-Ma Herbal Tea

ah-ma herbal tea
Ah-Ma Herbal Tea

ah-ma herbal tea
Ah-Ma Herbal Tea

Spicy Rice - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,;?!\$&*)

Elsie - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,;?!\$&*)

Righteous - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,;?!\$&*)

Trirong - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,;?!\$&*)

IBM Plex Sans - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,;?!\$&*)

Final type

ZCOOL KuaiLe - Regular

阿嬷凉茶铺

一二三四五六七八九十百千
万上中下左右大小春夏秋
冬东南西北红橙黄绿蓝

Spicy Rice - Regular

ah-ma herbal tea
ABCDEFGHIJKLMNOPQR
STUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890 (.,;?!\$&*)

Noto Sans SC - Regular

body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,;?!\$&*)

阿嬷凉茶铺 ah-ma
herbal tea

Expanded Deliverables

Noto Sans SC, 10 pt, Regular, leading 15.2 pt, Aspg dvdddtatem nonsequi verferi taspeliqui blaut eaquis cullo tempora sitatquis dolupta quam, cus reria ipsae eium ulpa ipid que et, sit voletcup tatur? Arci tet eos simpos as esequibus res essinEcerchilla cumenessed que derum doluptae corepe sit, at imus, con parchil et, eserumq uaturi.

POP-UP SHOP

Noto Sans SC, 10 pt, Regular, leading 15.2 pt, Aspg dvdddtatem nonsequi verferi taspeliqui blaut eaquis cullo tempora sitatquis dolupta quam, cus reria ipsae eium ulpa ipid que et, sit voletcup tatur? Arci tet eos simpos as esequibus res essinEcerchilla cumenessed que derum doluptae corepe sit, at imus, con parchil et, eserumq uaturi.

BRANDING GUIDE

Noto Sans SC, 10 pt, Regular, leading 15.2 pt, Aspg dvdddtatem nonsequi verferi taspeliqui blaut eaquis cullo tempora sitatquis dolupta quam, cus reria ipsae eium ulpa ipid que et, sit voletcup tatur? Arci tet eos simpos as esequibus res essinEcerchilla cumenessed que derum doluptae corepe sit, at imus, con parchil et, eserumq uaturi cum valorib eaquam rerum rerrum evel molluptaecto minct.

05 Logo sketch

Initial sketches



阿嬤涼茶鋪 ah-ma
herbal tea



阿嬷凉茶铺 ah-ma
herbal tea

Second sketches

阿嬷
凉茶铺
ah-ma herbal tea

阿嬷
凉茶铺
ah-ma herbal tea

阿嬷凉茶铺
AH-MA HERBAL TEA

阿嬷凉茶铺
AH-MA HERBAL TEA

阿嬷
凉茶铺 ah-ma
herbal tea

阿嬷
凉茶铺 ah-ma
herbal tea

阿嬷凉茶铺 ah-ma
herbal tea

阿嬷凉茶铺 ah-ma
herbal tea

Third sketches



Fourth sketches



阿嬷凉茶铺
ah-ma herbal tea



Final logos

Logomark



Logotype



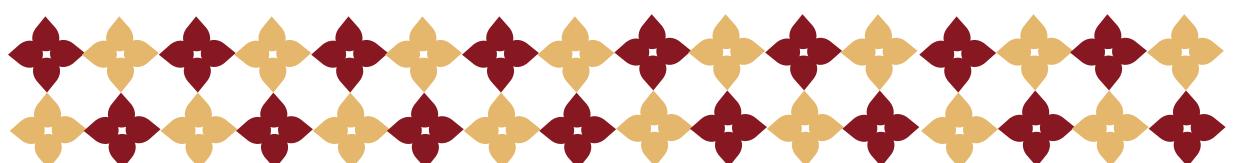
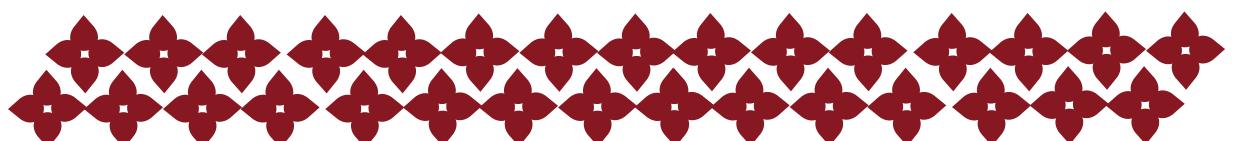
Combination



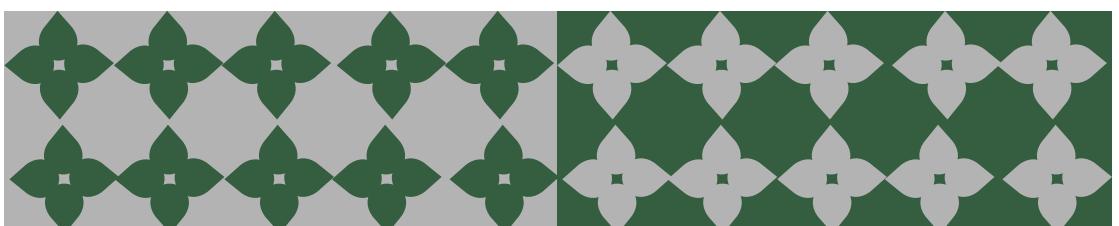
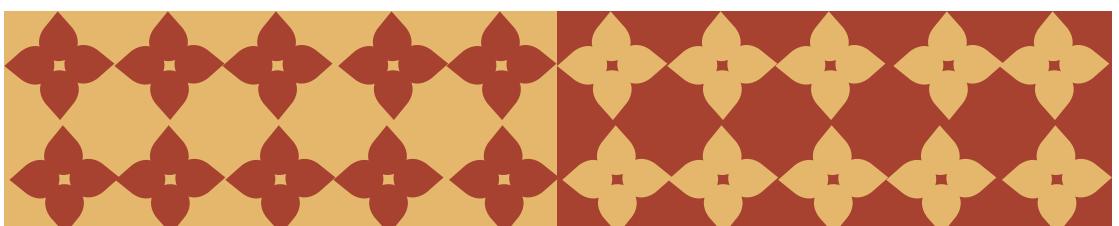
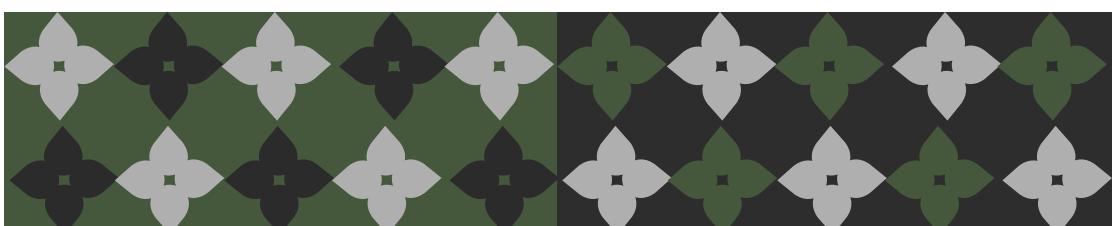
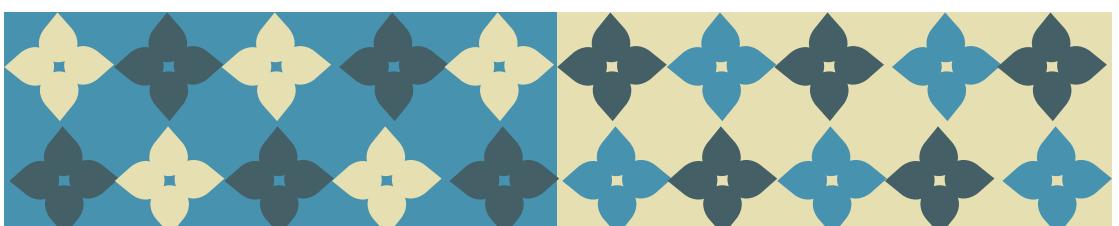
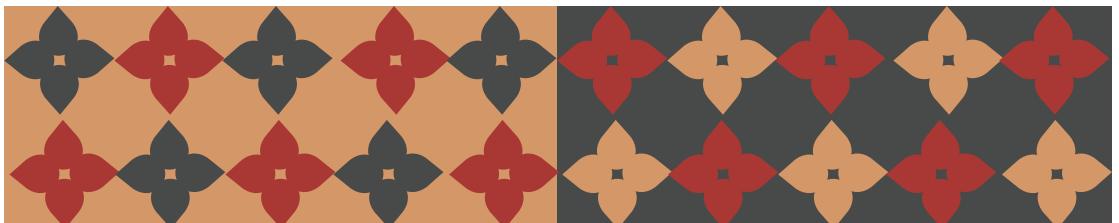
06 Patterns



Initial sketches

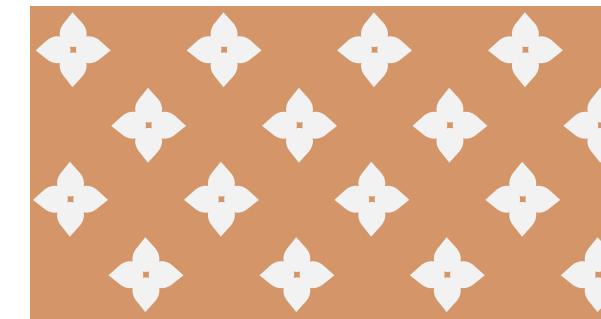
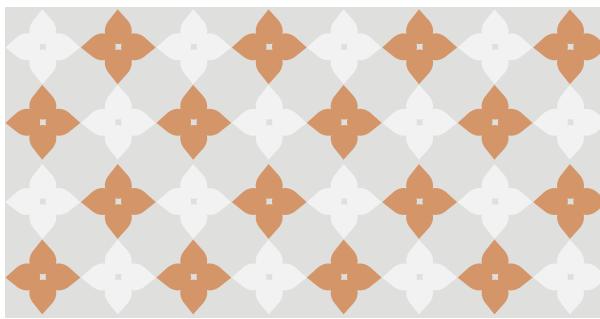
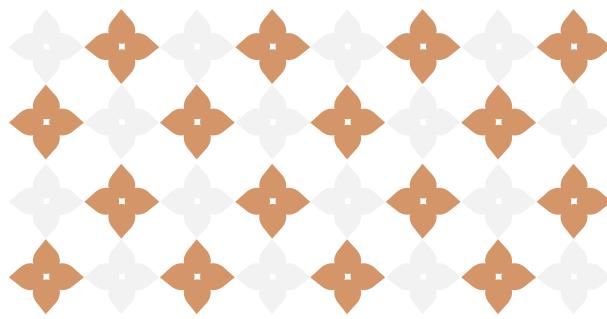
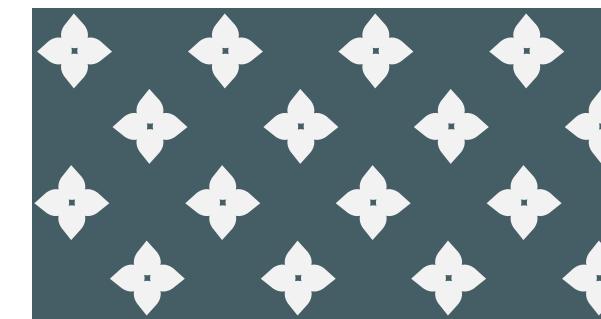
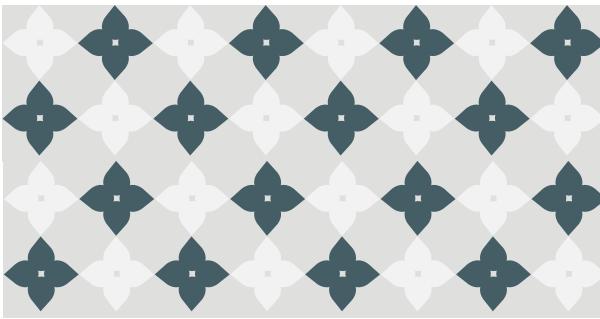
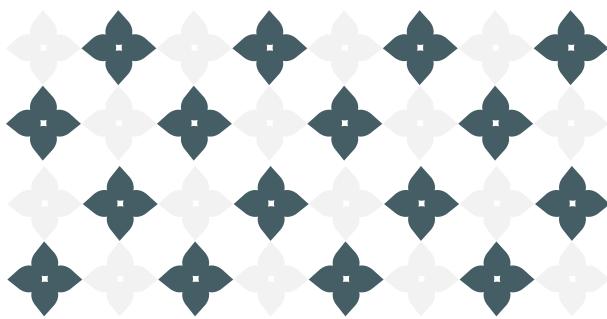
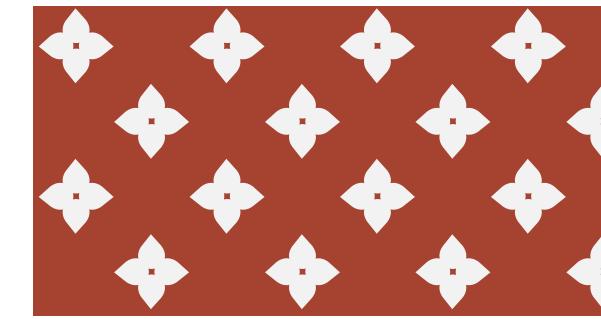
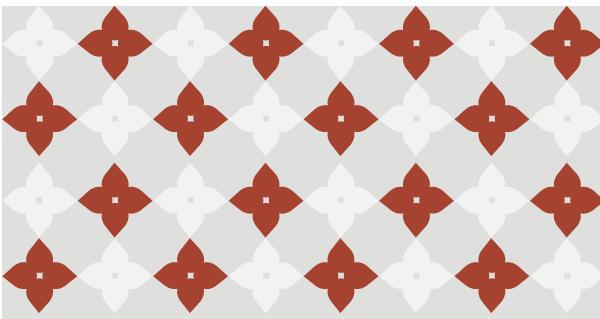
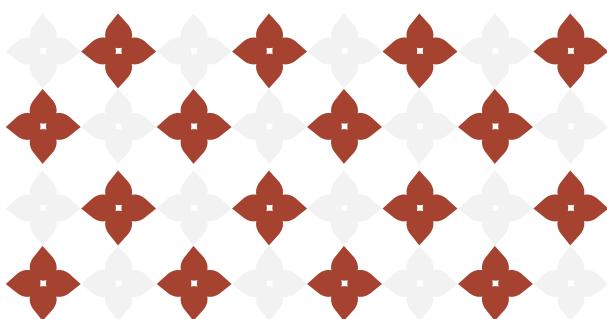
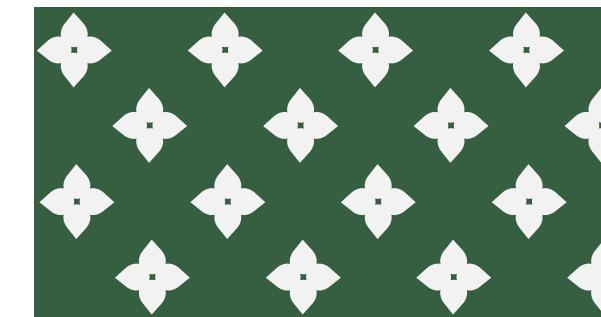
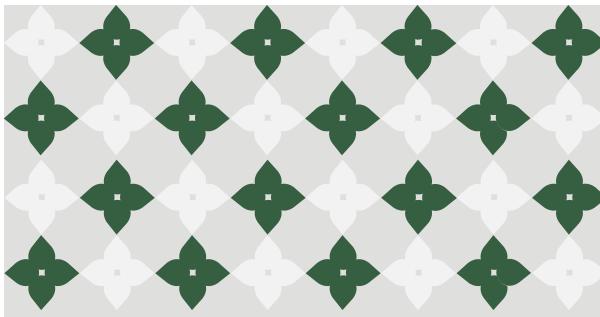
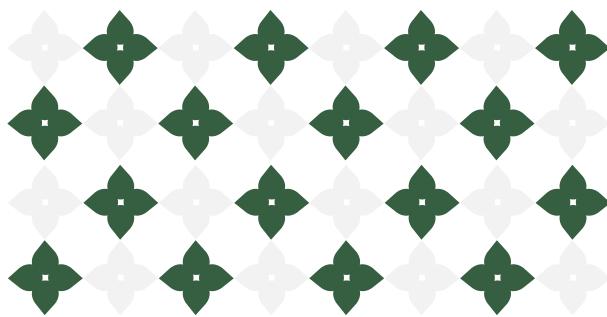


Second sketches



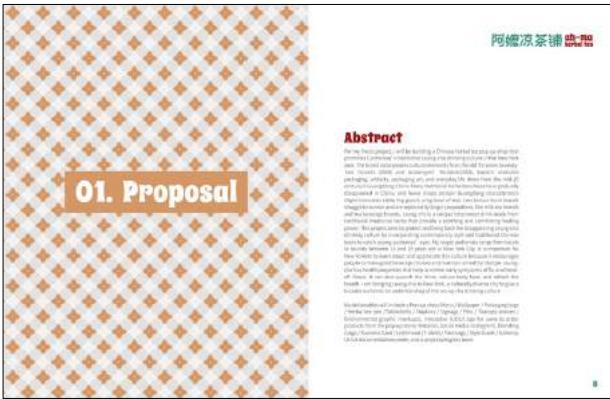


Final pattern

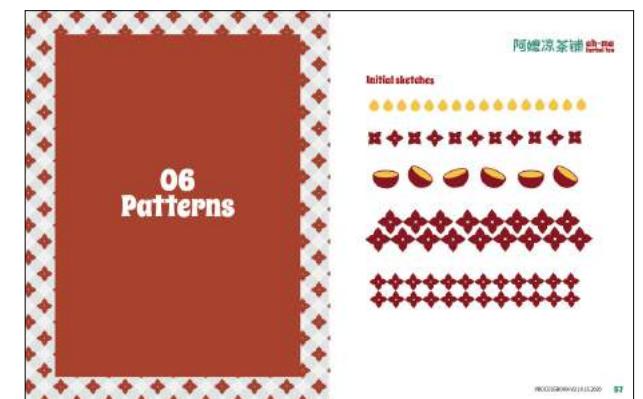
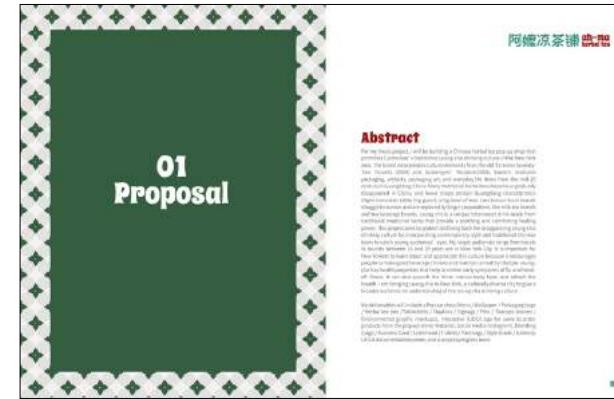




Process book opener options

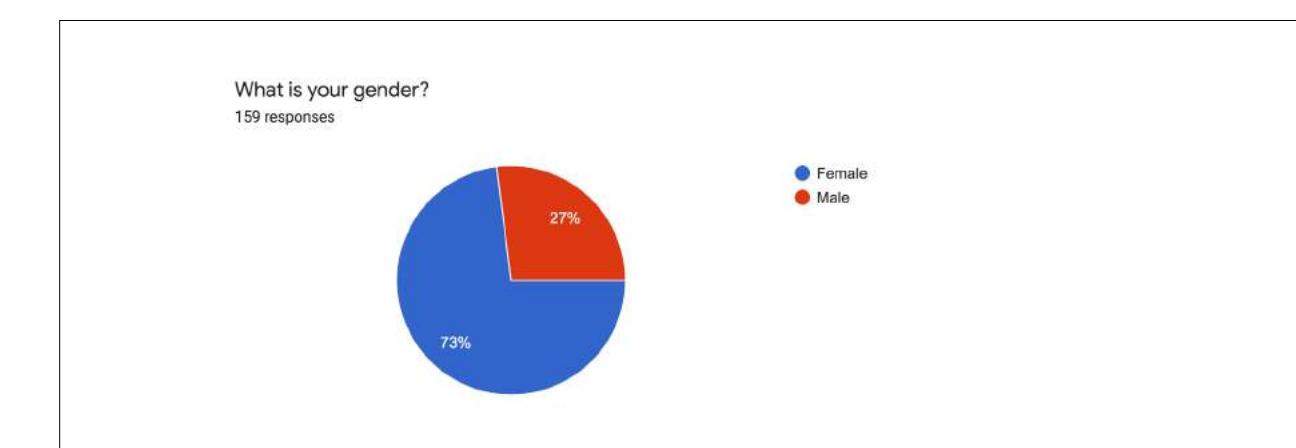
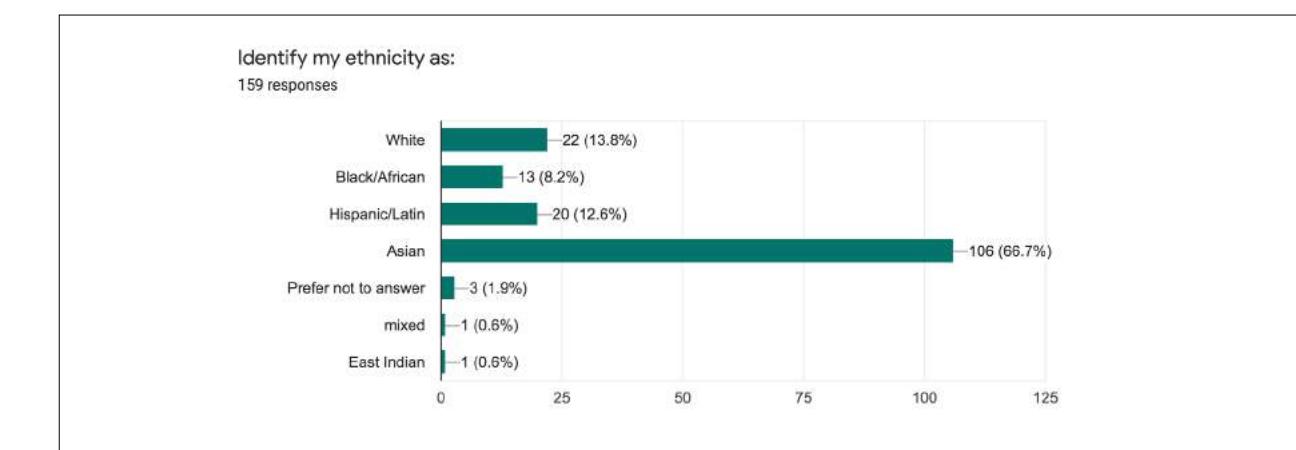
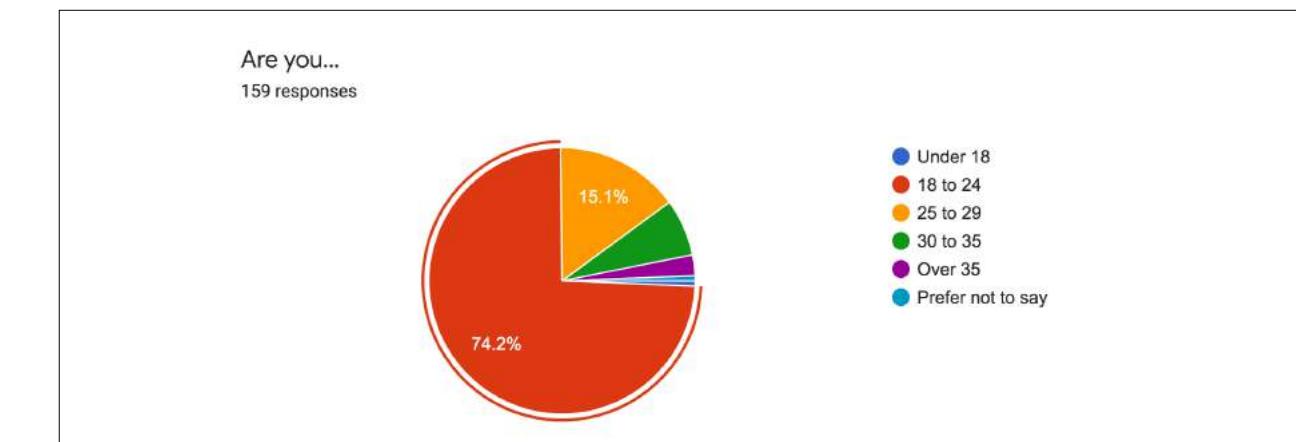


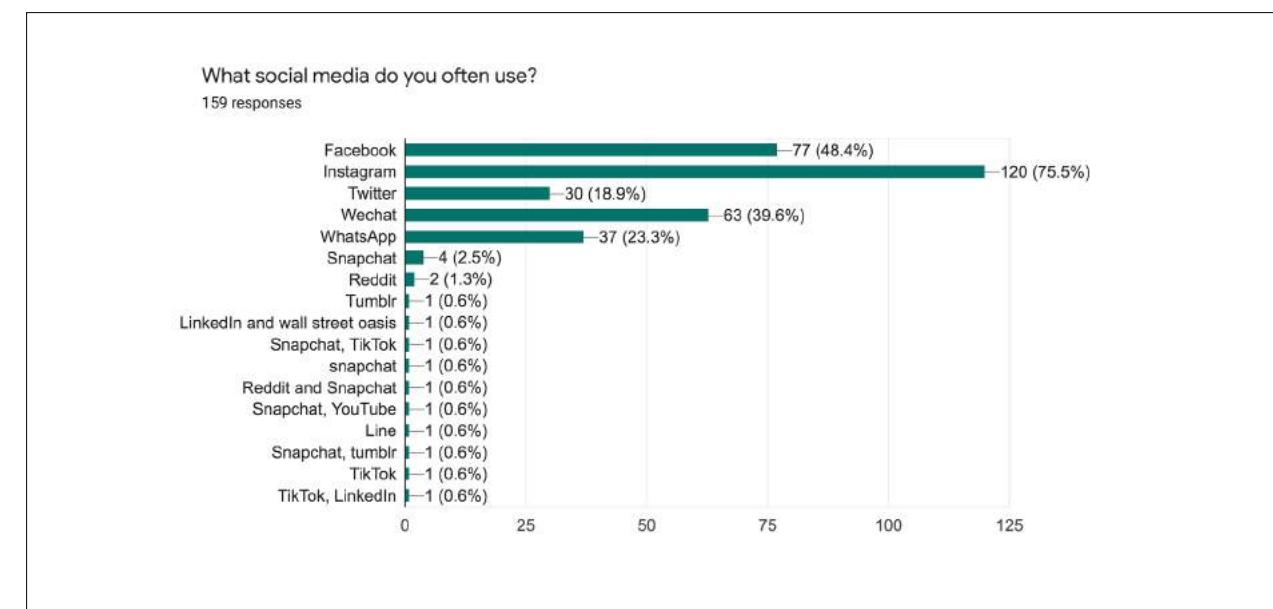
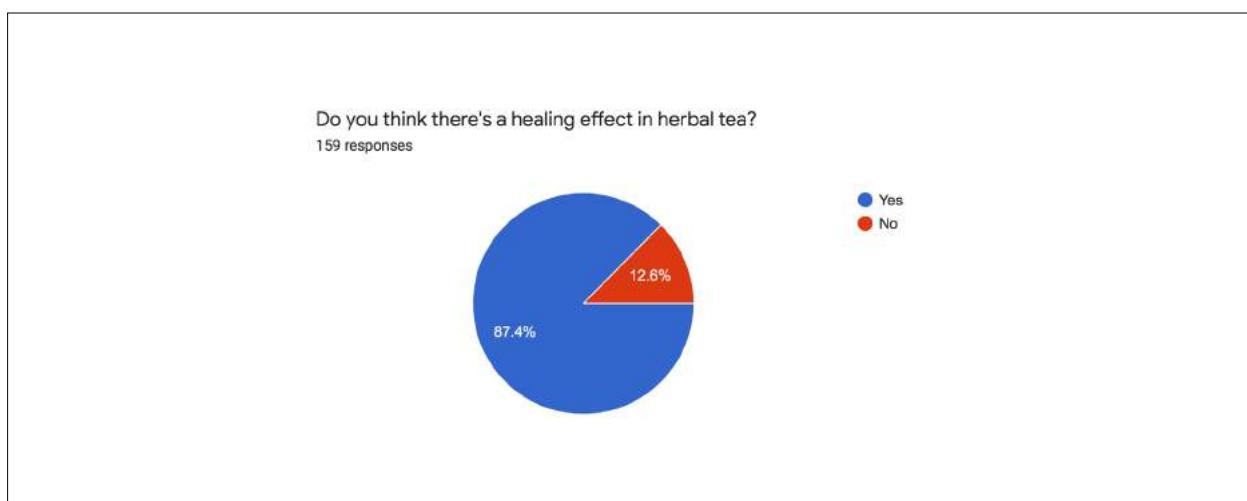
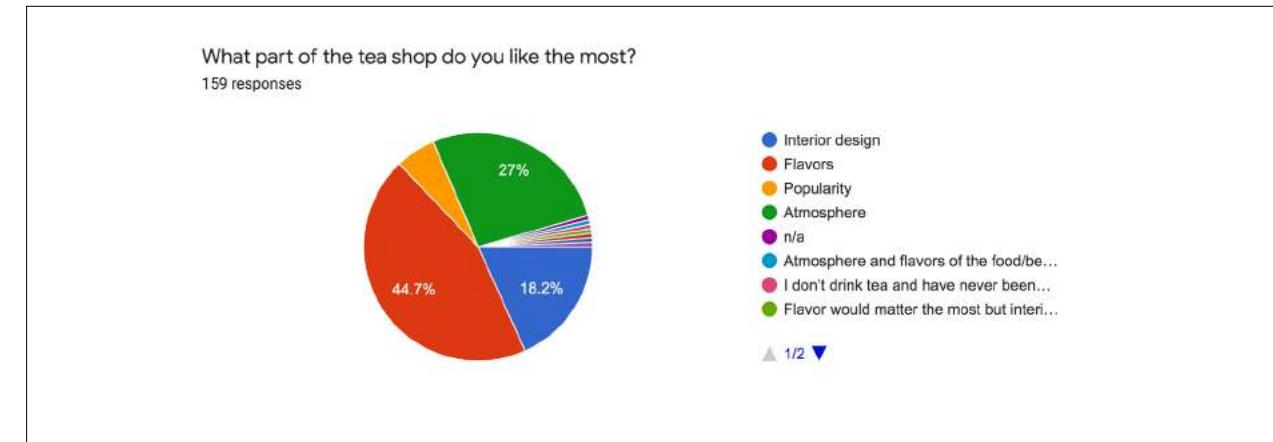
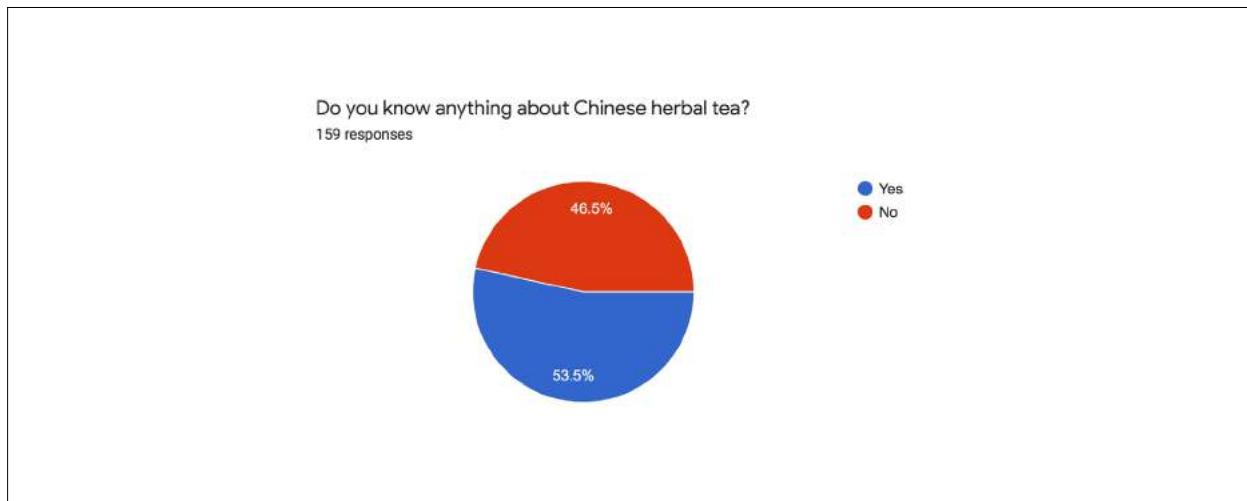
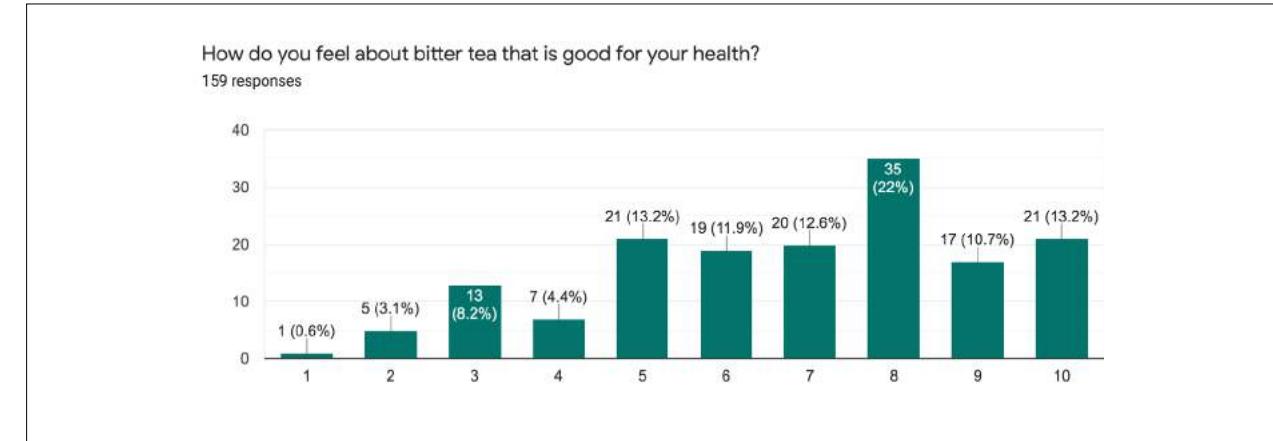
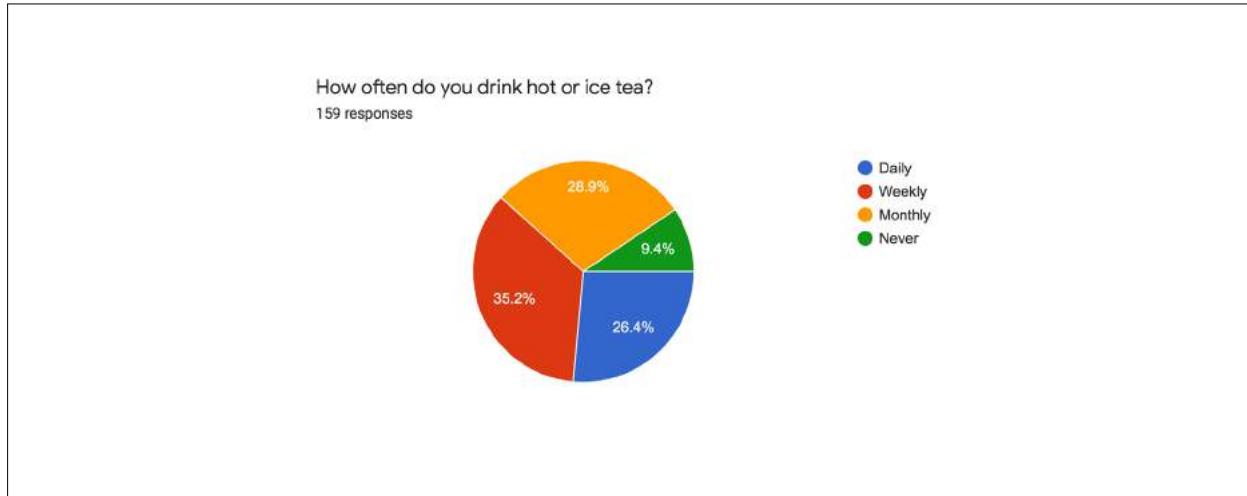
Final version

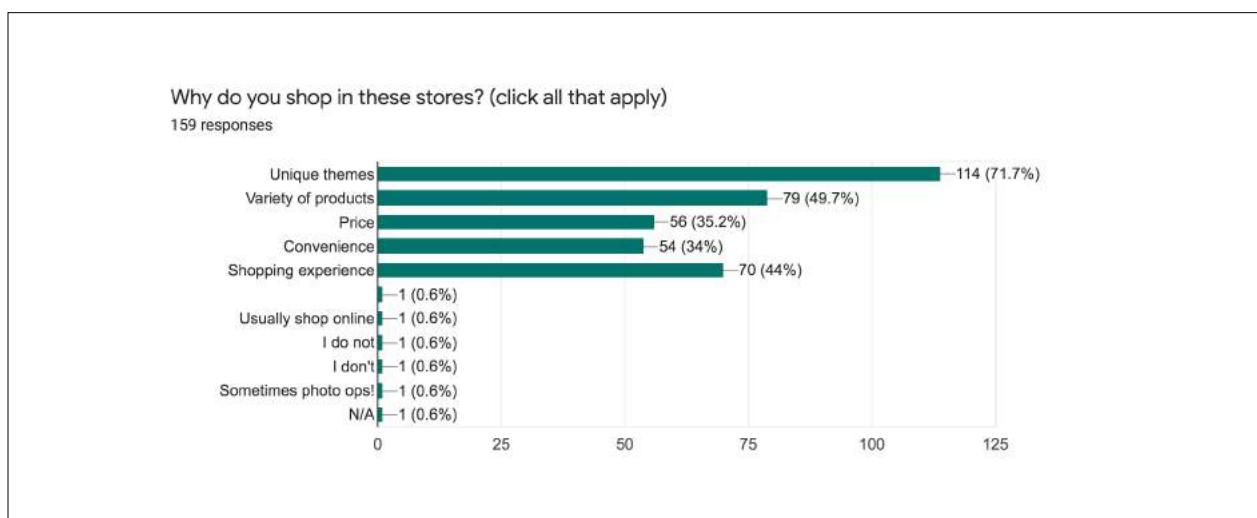
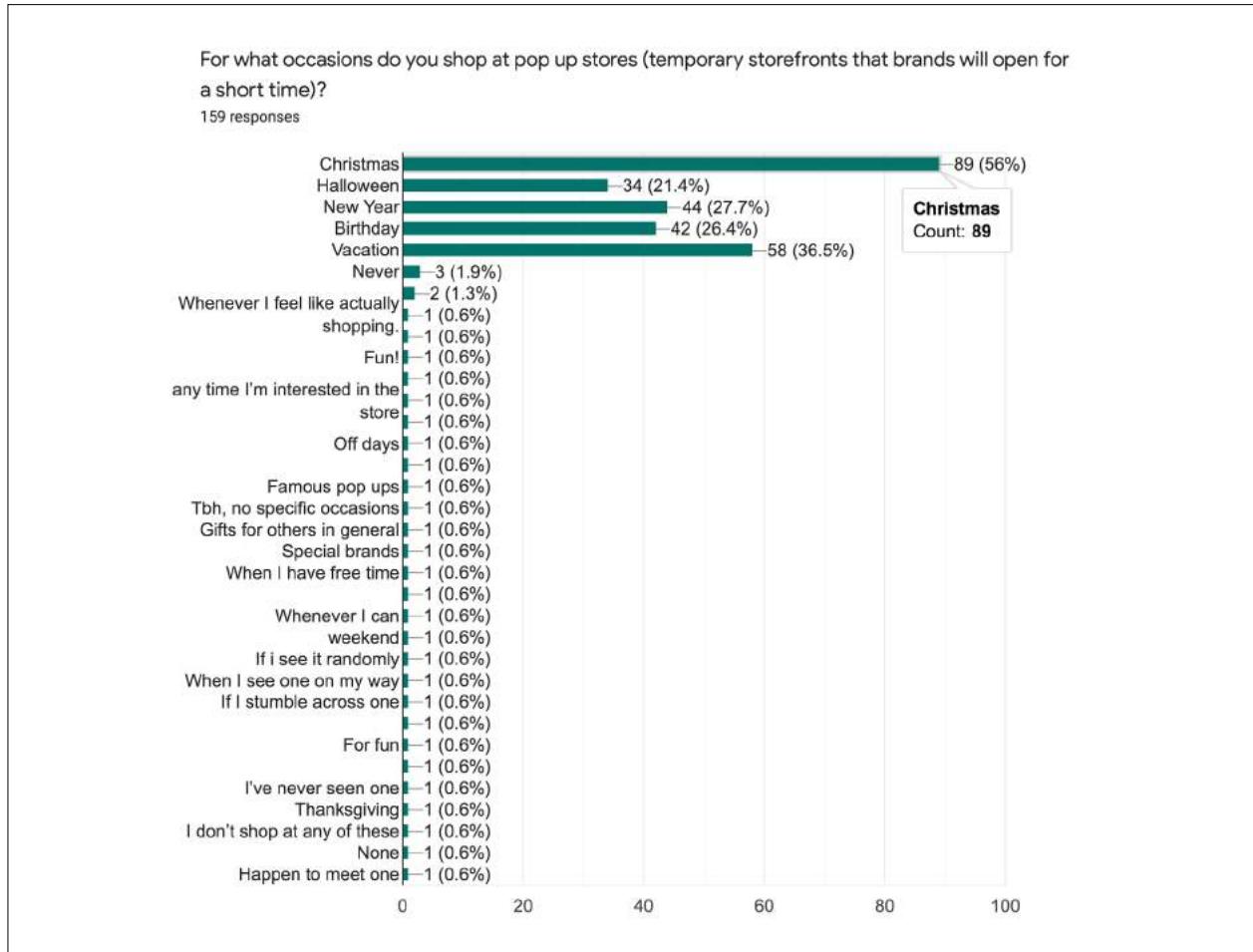


07 App

Research survey







Personas

Anna M.
Student | 22
New York, NY
College Student

Goal

- To learn about the historical background of herbal tea
- To learn how the herbal tea work

Frustration

- Visual learner
- Busy work schedule
- Doesn't like to read long passages

Needs

- Visual graphics
- Avoid the boring lecture

Eric K.
Engineer | 26
London, England
Self-employed

Goal

- To find a perfect drink after a big meal of spicy or fried foods
- To find a recipe for treating the first signs of a cold or sore throat

Frustration

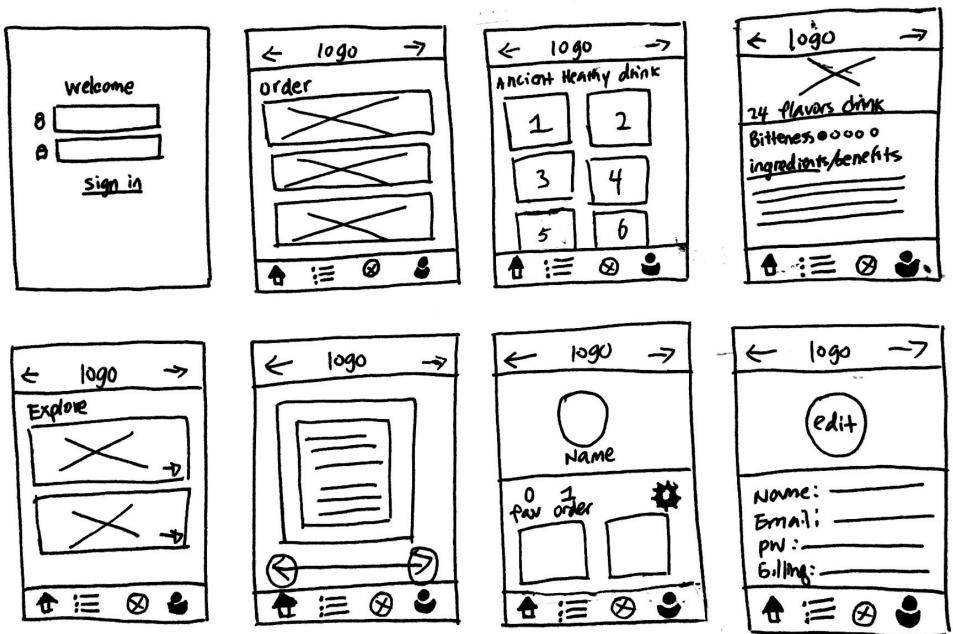
- Confusing ingredients list
- Hard to find Chinese Herbs
- Language barriers

Needs

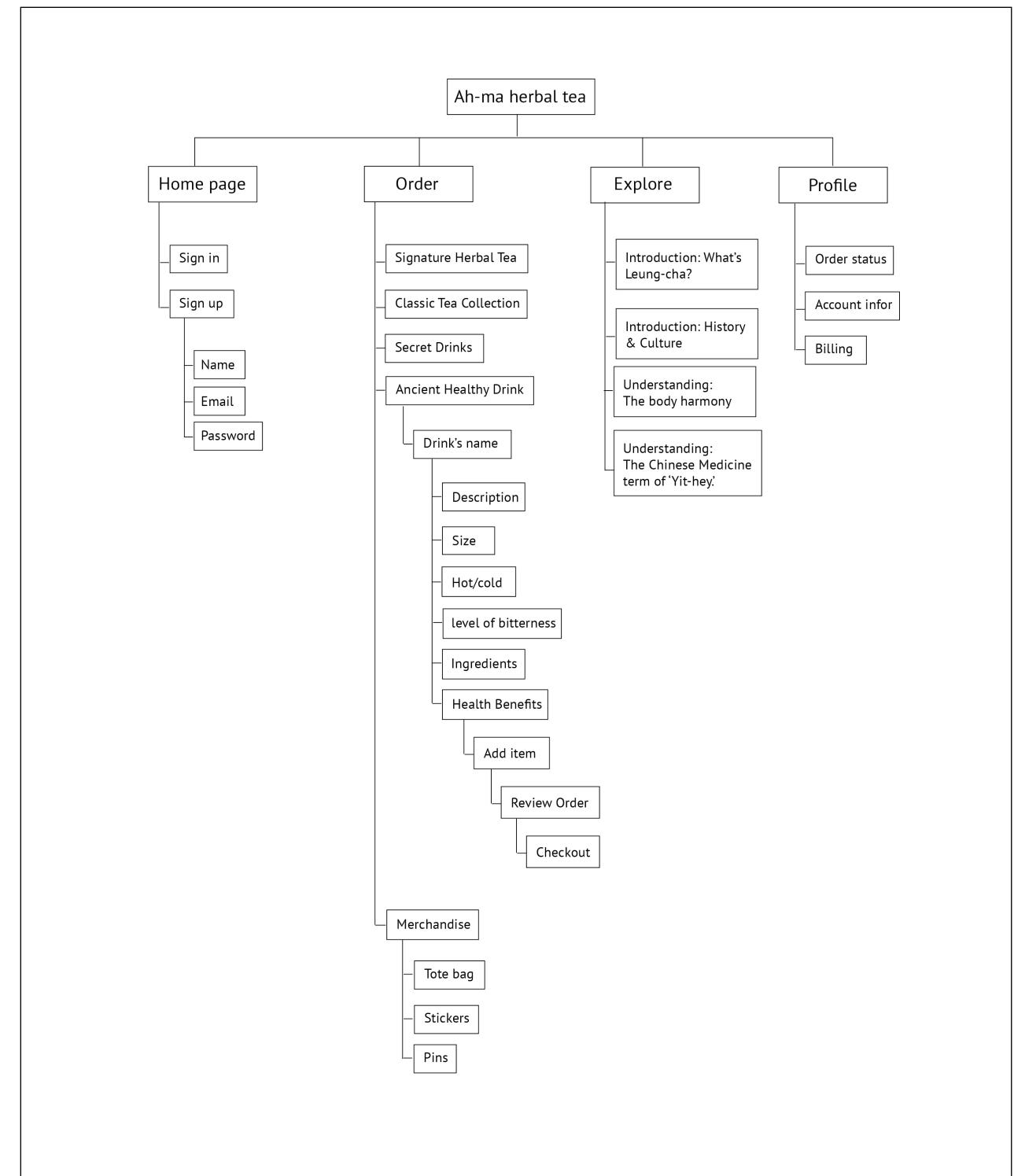
- Informational benefits
- Explanation of some of the symptoms that are suitable for each tea
- Quick & easy herbal tea recipes



Sketches



Initial site map





Final site map



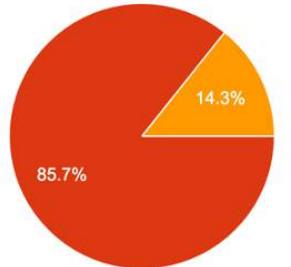
Wireframes





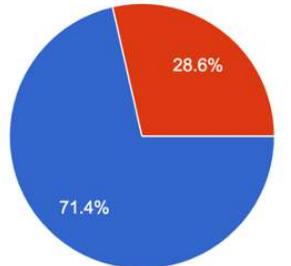
User testing survey feedback

Are you...
14 responses



- Under 18
- 18 to 24
- 25 to 29
- Prefer not to say

What is your gender?
14 responses



- Female
- Male

What's the hardest part about using this product?

14 responses

Nothing was particularly hard to use; it's easy to navigate through the app.

The screen is kind of small. If you can, please make it bigger for better using experience. Overall, it is a good looking app with aesthetic designs.

Mobile compatibility is excellent. Love to see a web version.

Not really.

Not all the pages link back to home.

I don't find anything that is hard to understand about this product.

I feel like this is a unfinished project, for some parts I could not click on it.

What's the hardest part about using this product?

14 responses

Nothing was particularly hard to use; it's easy to navigate through the app.

The screen is kind of small. If you can, please make it bigger for better using experience. Overall, it is a good looking app with aesthetic designs.

Mobile compatibility is excellent. Love to see a web version.

Not really.

Not all the pages link back to home.

I don't find anything that is hard to understand about this product.

I feel like this is a unfinished project, for some parts I could not click on it.

the app is easy to understand beside unbale to create an user account

N/A

the product is only half finished so far so its hard to say what is the hardest part in using it, but so far the interface seems simple enough for anyone to use.

Everything seems great

I think for the "thank you for your order page", the add item is a bit confusing , is this suppose to be a confirmation page or an ordering page what would the add item link me to and I think it would be more user friendly if the users can edit the quantity of the team in the same line

I think this product is excellent, if it have to said the hardest part is that more images is better. The most important is why they don't have coupon.=)

Overall, I don't find any difficulty using the app. It runs smoothly from one step to another.



What could be done to improve this product?

14 responses

Maybe don't put the sign-in page as the landing page, you can put the sign in page when they confirm the order. I think one click on the name of the drink (the order page before customizing the drink) and is better than double clicking. Maybe instead of "thank you for your order" you can put "review order" so the user know it's in a bag and a bag icon at the footer for multiple orders?

There are some keys on the web that I cannot click on. Like the home or the Ancient health drink on the order page. Maybe you did not up to that part yet. But it made me feel a bit confused when I can't click on those.

What differentiates ordering from the site rather than other online stores? Why is this unique?

Real picture of the tea and more information about recipe.

1. Once the order is chosen, there's a large space that introduces the order and then the ingredients below. I'm not sure if an image is going to be added, but if not, I think the text and leaf emoji should be centered.

2. On Home the Signature Herbal Tea icon can be outlined in white like the two icons below.

3. Once the order is made, there is a typo that says "Comfirm" instead of "Confirm".

4. Add a Quantity button when ordering, or during check out.

5. Add a 'Done' section when editing the profile.

6. Will a user also be able to comment? If so, where?

Maybe have like a customer points for using the app. For example, Starbucks have a star system, where stars are accumulated by spending money via app. But this feature is optional/ extra.

For the "explore" section, I think the background is kind of monotonous. I think you can place some background images.

the app was unable to create the user account

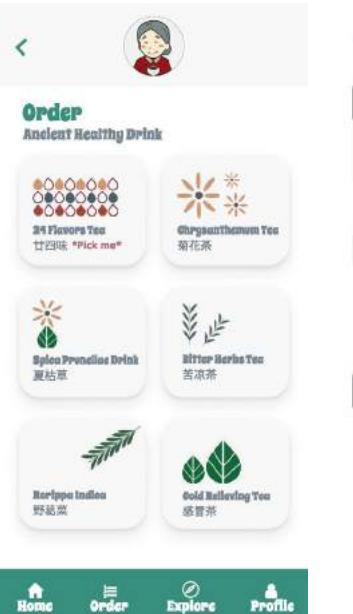
In the prototype, there are a lot of pages, not sure how to click button go to next page

Implementation

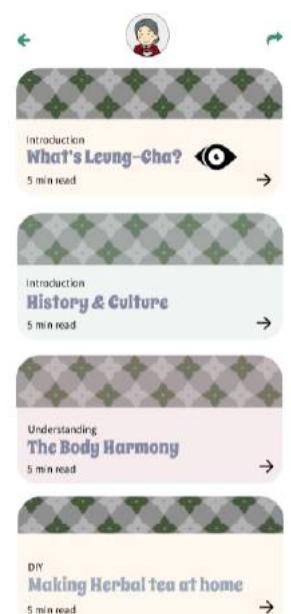
Before



After



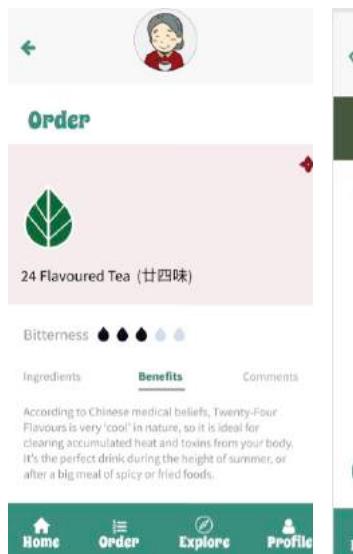
Before



After



Before



After





Prototype in Figma

Layers Assets Wireframe ▾

Pages +

Wireframe

UI Library

SiteMap

Logo

Login

Login-Password

SignUp-unfilled

SignUp-filled

Home page

Home page-drink1

Home page-drink2

Order Page

Ancient Healthy Drink-UnSelect

Ancient Healthy Drink-Select-01

Ancient Healthy Drink-Select-02

Ancient Healthy Drink-Select-03

Ancient Healthy Drink-Select-04

Ancient Healthy Drink-Select-05

Ancient Healthy Drink-Select-06

24 Flavors Tea-Herbal Tea

24 Flavors Tea-Ingredients

24 Flavors Tea-Benefits

24 Flavors Tea-Herbal Tea(add)

24 Flavors Tea-Ingredients(add)

24 Flavors Tea-Benefits(add)

24 Flavors Tea-Review order

24 Flavors Tea-Add card

24 Flavors Tea-Infor filled

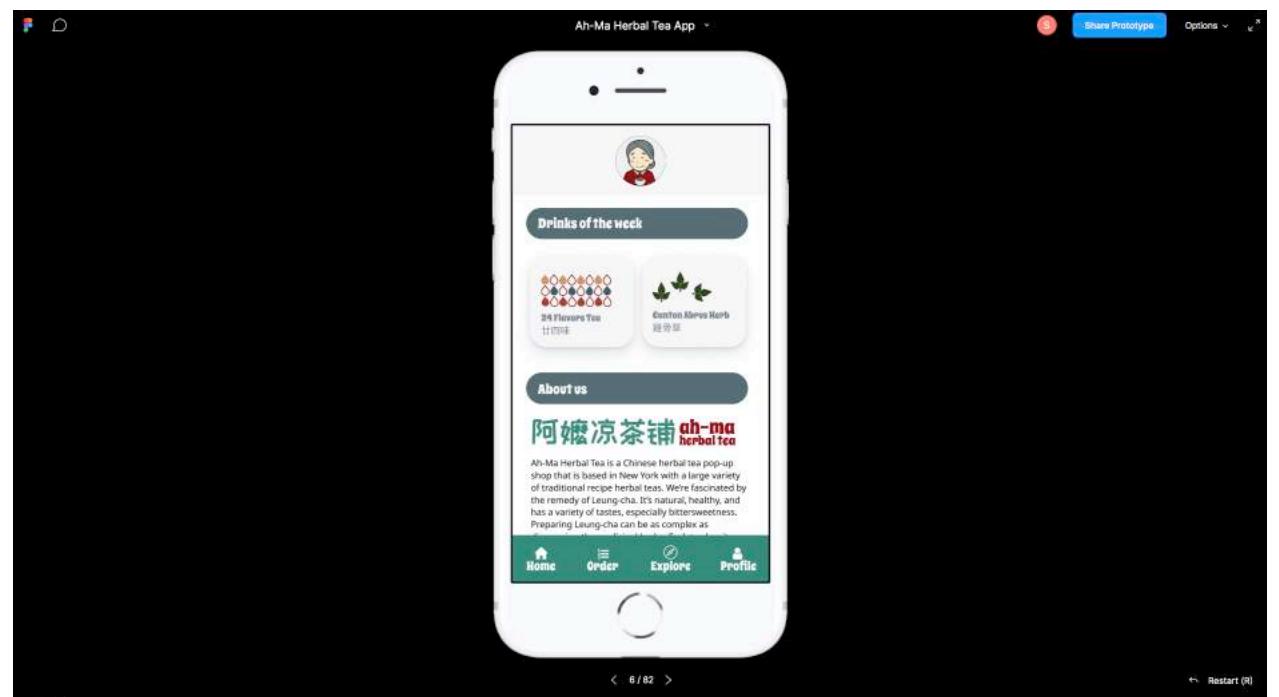
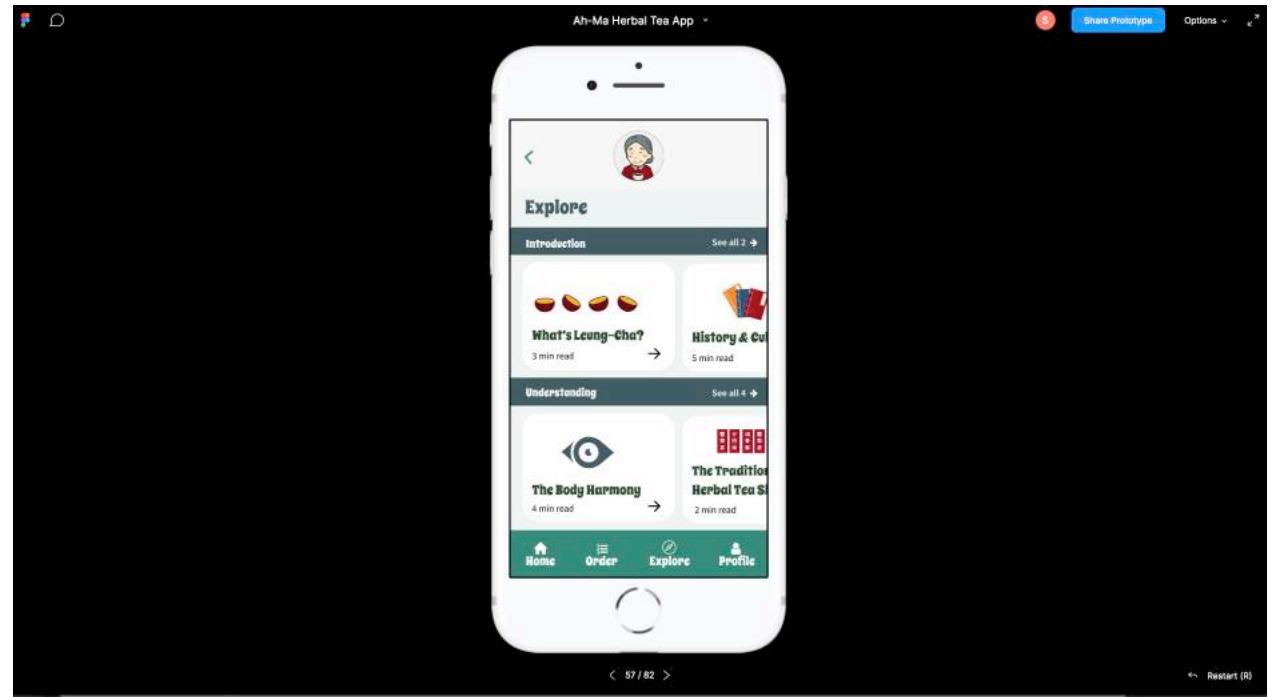
24 Flavors Tea-Confirm

24 Flavors Tea-Profile

24 Flavors Tea-Setting

Classic drinks-UnSelect

Classic drinks-Select-01





Visual (app design)



24 Flavors Tea 201 ❤
廿四味

Herbal Tea Ingredients Benefits
24 Flavors Tea is one of the most popular herbal teas in Guangdong. It is suitable for men, women, and children to drink throughout all seasons. The flavor can be sweet or salty and if you prefer cold drinks, the tea can be refrigerated as well.

Quantity 1
Size M L Hot
Sugar Level 100% 70% 50% 30% 0%
Bitterness ● ● ● ● ●

Add to order \$5.99

Review Order

Pickup location
262 Danny Thomas Place, New York, NY 10021-3678

Order Summary

1 24 Flavors Tea (廿四味) \$5.99
Medium, Hot, 30% Sugar
Sub-Total: \$5.99
Estimated Tax: \$0.42
Total: \$6.41

Link Card

12 / 25 123
11254
718-***-****
 Save this card for future use
Link Card

Add a card to place order

Home **Order** **Explore** **Profile**

What's Leung-Cha?
Leung-cha (涼茶) is translated literally as "cooling tea," known in English as herbal tea. It is made with medicinal herbs, like Canton Abrus Herb (雞骨草) and Rorippa Indica (野葛菜), from the traditional recipe. It has been deep-rooted in the Canton regions (Southern China) for more than 200 years.

Leung-cha (涼茶) is translated literally as "cooling tea," known in English as herbal tea. It is made with medicinal herbs, like Canton Abrus Herb (雞骨草) and Rorippa Indica (野葛菜), from the traditional recipe. It has been deep-rooted in the Canton regions (Southern China) for more than 200 years.

24 Flavors Tea 201 ❤
廿四味

It is made from twenty-four different herbs. The most popular herbal tea in the Guangdong region, Twenty-Four flavors tea originated as a fix-all remedy among the common people, so no authoritative recipe exists.

When to drink it:
It's the perfect drink during the peak of summer or after a big meal of spicy or fried foods.

Home **Order** **Explore** **Profile**

Confirm

THANK YOU FOR YOUR ORDER!

Order Total: \$5.99
1 24 Flavoured Tea (廿四味) \$5.99
Add item +
Sub-Total: \$5.99
Estimated Tax: \$0.42
Total: \$6.41

Profile
Shirley

Name: Shirley
Email: Shirley@gmail.com
Password: *****
Billing Information: *****
Card Information: ****-****-2342

Setting
Shirley

Done

Home **Order** **Explore** **Profile**

Chrysanthemum Tea 菊花茶 *

Chrysanthemum Tea is a staple of all Chinese herbal tea shops. It usually contains two or three ingredients, namely gold and silver chrysanthemum flowers and perhaps a splash of honey.

When to drink it:
Chrysanthemum Tea is 'neutral' in nature, so it can be drunk anytime you want. It is good for cooling off the body and is particularly beneficial to the eyes and liver.

Ha Song Gook 夏桑菊

This tea recipe can be traced back to the Qing Dynasty when a Chinese medical practitioner brewed this concoction to fight a raging plague in the Jiangnan area. Today, Ha Song Gook is widely drunk as a remedy for colds and sore throat.

When to drink it:
It can be drunk as a treatment for accumulated heat or toxins, although many swear by its effectiveness for treating the first signs of a cold or sore throat.

Sugar Cane Water 竹蔗水

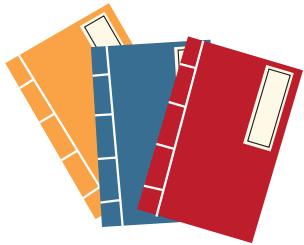
Sugar Cane Water is excellent for clearing the body of heat. Many Chinese herbal tea stores would add another ingredient, Perotis Indica, to the tea, but there's no significant difference in the flavor.

When to drink it:
Whenever you want, it's significantly reviving after a barbecue or hotpot.

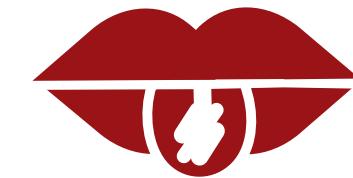
Home **Order** **Explore** **Profile**



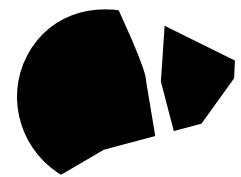
Icon system



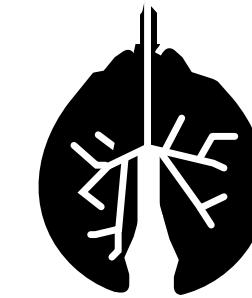
Improves vision



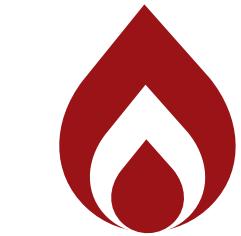
dry mouth



Improves liver function



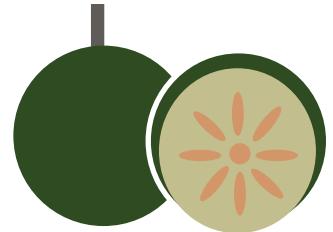
lubricates the lungs



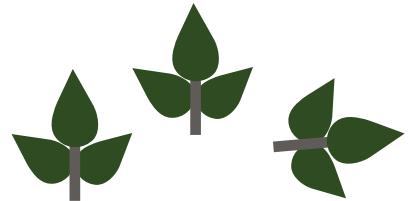
Yeet-Hay (inflammation)



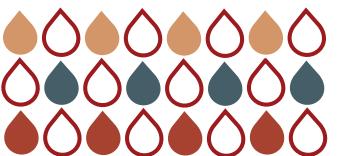
Detoxifies



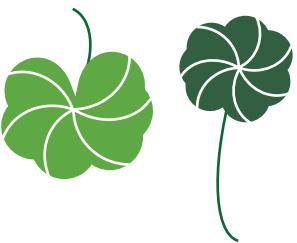
Arhat Fruit



Canton Abrus Herb



24 Flavors Tea



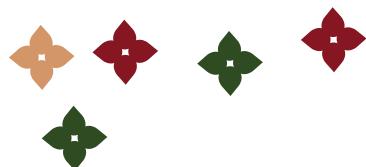
Asiatic pennywort



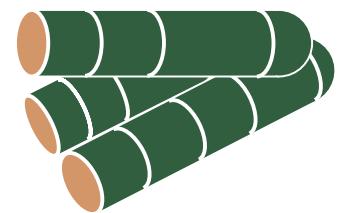
Hedyotis diffusa



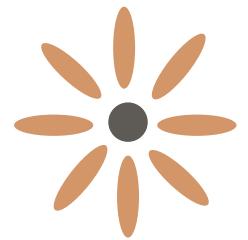
Sea coconut



Floral Herbal Tea



Imperatae Cane



Chrysanthemum



Chuan Bei



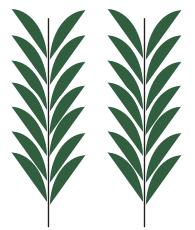
Kudzu



Pear



Herbs



Rorippa Indica

08

UX/UI Process

Poster

First sketches

UX/UI Process

Demographic

Research

User Journey

Challenge

Ideation & resolution

Persona

UI library

Prototype user flow

阿嬷凉茶铺 ah-ma
herbal tea

Second sketches

DISCOVER UX/UI PROCESS

DEFINE UX/UI PROCESS

DEVELOP UX/UI PROCESS

DELIVER UX/UI PROCESS

阿嬷凉茶铺 ah-ma
herbal tea



Final posters

DISCOVER UX/UI PROCESS user research

160 People Survey

I am building a UX/UI app to gather products from the pop-up shop and learn about the brand. The primary goal is to educate users about the Chinese Healing Tea drinking culture. There will be collections of short and explosive learning about Chinese culture, and the healing effects of different herbs. I will also include a user journey experience from the pop-up store. When users check out, they will see the ingredients, health benefits, and the reviews of the tea. I will also include a sitemap and wireframes for the website as well as getting. To get more insight, I carried out a mix to say that we need the audience and user testing (see pages 18-20).

Age
18-29 year old: 15%
10-24 year old: 74.4%
About 54% of the participants are 18-24 years old, which helped me narrow down my target audience.

Sex
There were 73 female participants in the pop-up shop survey.
73% female
27% male

Most used social platform
Facebook: 75.6%
Instagram: 75.6%
Twitter: 10%
Wechat: 5%
Weibo: 5%
Sina Weibo: 5%
Sina Weibo: 5%

Challenges
1. How will I introduce American audiences to Chinese herbal tea culture?
2. How am I going to inform people about the health impact of drinking Chinese herbal tea?
3. How will I get my audience to drink herbal tea as a consistent habit?

Identification & Resolution
1. The home screen has a section about the brand background.
2. Each page, or screen, of the application, each will have a page with an explanation of the ingredients and health benefits.
3. There will be a first order checklist experience.

Personas

Anna M. (Traditional Chinese Medicine Doctor)
Goal: To learn about the traditional Chinese medicine culture.
Fears: It's bitter but it works.
Personality: Visual learner, very organized, doesn't like long passages.
Needs: Visual graphics, short learning lectures.

Eric K. (Student of Traditional Chinese Medicine)
Goal: To learn about the traditional Chinese medicine culture.
Fears: It's bitter but it works.
Personality: Visual learner, very organized, doesn't like long passages.
Needs: Visual graphics, short learning lectures.

Jessica L. (Healthcare Worker)
Goal: To learn about the traditional Chinese medicine culture.
Fears: It's bitter but it works.
Personality: Visual learner, very organized, doesn't like long passages.
Needs: Visual graphics, short learning lectures.

User Journey

36"

36"

36"

36"

DEFINE UX/UI PROCESS persona - user journey - sitemaps

Target Audience

My target audience are locals and tourists between 10 and 29 years old from different backgrounds, cultures, and cities in New York. They are interested in Chinese culture and the healing effects of different herbs. They are looking for a unique experience to be drinking tea. They may be people who are looking for a unique experience to explore and discover the culture of the tea. They may be people who are looking to explore the streets' unique flavors or not necessarily a tea drinker. They can be looking to buy tea and happen to come across the pop-up shop. My target audience may often use Instagram to share pictures and Instagram stories.

Challenges

1. How will I introduce American audiences to Chinese herbal tea culture?
2. How am I going to inform people about the health impact of drinking Chinese herbal tea?
3. How will I get my audience to drink herbal tea as a consistent habit?

Identification & Resolution

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User Journey

Sitemaps

Discover UX/UI Process

Develop UX/UI Process

Sketches

Wireframes

UI Library

Icon System

Deliver UX/UI Process

User Testing Survey

Prototype User Flows

36"

36"

36"

36"



Final poster 1

DISCOVER UXUI PROCESS

User research

160 People Survey

I am building a UX/UI app to order products from the pop-up store and learn about the brand. The primary goal is to educate users about the Chinese Lucheng-Cha drinking culture. The secondary goal is to share our everyday stories about history, culture, and tradition. The secondary goal is to optimize the order checkout experience from the pop-up store. When users check out, they will see the ingredients, health benefits, and items that scale each drink's bitterness. So the users are able to know what they are getting. To get more insight, I carried out a mini survey that targeted the students and working-class ages 18-29.

Age

Age Group	Percentage
18-24 year old	74.4%
25-29 year old	15%

About 74.4% of the participants are 18-24 years old, which helped me to narrow down my target audiences.

Sex

Sex	Percentage
Female	73%
Male	27%

There were 73% female that participated in the pop-up shop survey.

Most used social platform

Platform	Percentage
Facebook	75.6%
Instagram	73%
Twitter	15%
WeChat	10%
WhatsApp	5%
Snapchat	2%

75.6% of the participants often use Instagram, so it will be an ideal platform to engage with my targeted audience.

Ethnicity

Ethnicity	Percentage
White	67%
Black/African	15%
Hispanic/Latin	10%
Asian	5%
Other	3%

About 67% of the participants are Asian.

87.4%

About 87.4% of participants believe there's a healing effect in herbal tea.

medicinal benefits

Response	Percentage
no	15%
yes	85%

It's bitter but it works healthy
many asian households swear by it traditional tea Chinese cultures

medicinal benefits

It's bitter but it works

health effect

many asian households swear by it

traditional tea

Chinese cultures

parents

It's full of antioxidants and good for you

healing and soothing factors

Canton tradition

Nearly half the participants don't know about Chinese herbal tea.

How do you feel about bitter tea that is good for your health?

Least	1	2	3	4	5	6	7	8	9	10	Most
0.6%	3.1%	8.1%	4.4%	13.1%	11.9%	12.5%	22.5%	10.6%	13.1%		

Occasions to shop at pop-up shops

Occasion	Percentage
Christmas	56%
Halloween	22%
New Year	27.7%
Birthday	26.4%
Vacation	36.5%

What part of the tea shop do you like the most?

- ↑ **Flavors** ☕
- Atmosphere**
- Interior design
- Popularity**
- Accessibility**

What do you buy at pop-up shop?

- ↑ **Gifts**
- Apparel**
- Home decorations
- Party favors
- Unique items
- Food

ah-ma
herbal tea

Final poster 2

DEFINE UX/UI PROCESS

persona • user journey • site map

Target Audience

My target audiences are locals and tourists between 18 and 29 years old from different backgrounds, cultures, and color in New York. They are interested in Chinese culture or curious about Chinese herbal tea. They may be people who believe there's a healing effect in herbal drinking tea. They may be people who are looking for a unique experience to learn and absorb cultural differences. My target audiences can be someone who likes to explore pop-up stores' unique themes but is not necessarily a tea drinker. They can be local tourists who gift their friends with a tea shop. My target audience may also be someone who loves artistic, conscious, and sustainable design items. Someone who often uses Instagram to share pictures and Instagram stories.

Challenges

- How will I introduce American Audiences to Chinese herbal tea culture?
- How am I going to inform people about the health impact of drinking Chinese herbal tea?
- How will I get my audience to drink herbal tea on a consistent basis?

Ideation & Resolution

- The home screen has a section about the brand and background.
- Next up, an overview of the drinks menu. Each drink will have a page with an explanation of the ingredients and health benefits.
- There will be a fast order checkout experience.

Personas

Cool

- To learn about the historical background of herbal tea
- To know how the herbal tea work

Frustration

- Visual learning
- Busy work schedule
- Doesn't like to read long passages

Needs

- Visual graphics
- Avoid the boring lecture

Cool

- To find a perfect drink after a big meal of spicy or fried foods
- To find a recipe for remedies after the first signs of a cold or sore throat

Frustration

- Confusing ingredients list
- Hard to find Chinese Herbs
- Language barriers

Needs

- Informational benefits
- Explanation of some of the symptoms that are suitable for each tea
- Quick & easy herbal tea recipes

Cool

- Spend quality times with friends
- Not spend too much money on food or drinks

Frustration

- Doesn't like too many options to take decisions
- Complicated menu
- Long waiting line

Needs

- Clean interface
- Avoid complicated menu
- Fast ordering

User Journey

```
graph LR; A[User finds the app] --> B[User looks through the herbal tea options]; B --> C[User places order from the app]; C --> D[User understands the benefits]; D --> E[Orders again, shares experience]
```





Final poster 3

DEVELOP UXUI PROCESS

sketches • wireframe • UI library

Sketches

Wireframes

UI Library

Icon System

Final poster 4

DELIVER UXUI PROCESS

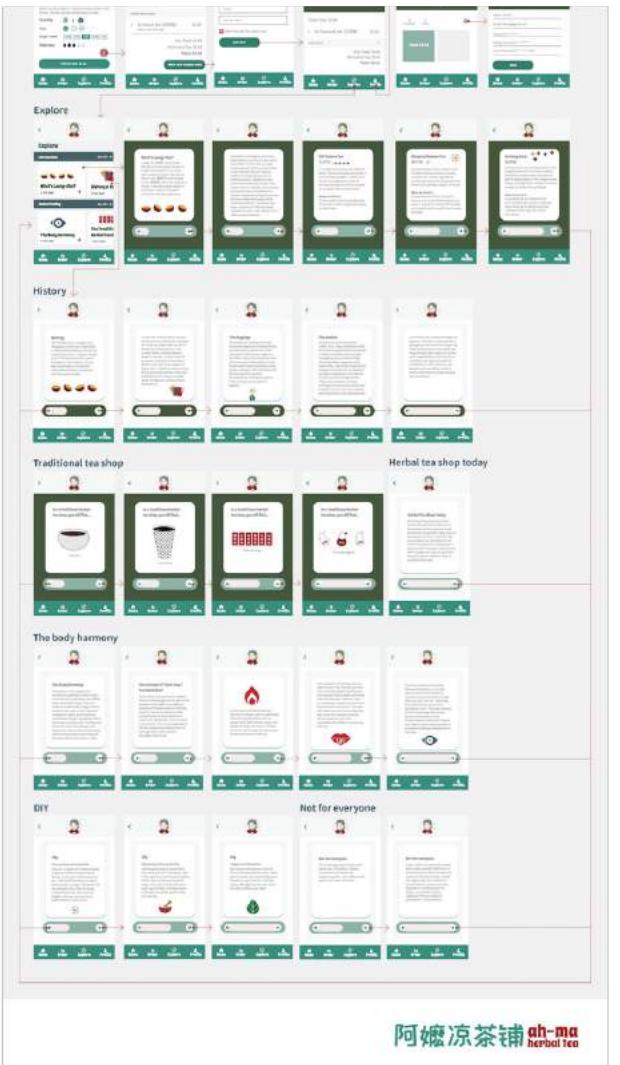
user test • prototype

User Testing Survey

Has there anything surprising or unexpected about this?
What could be done to improve this product?
What's the hardest part about using this product?

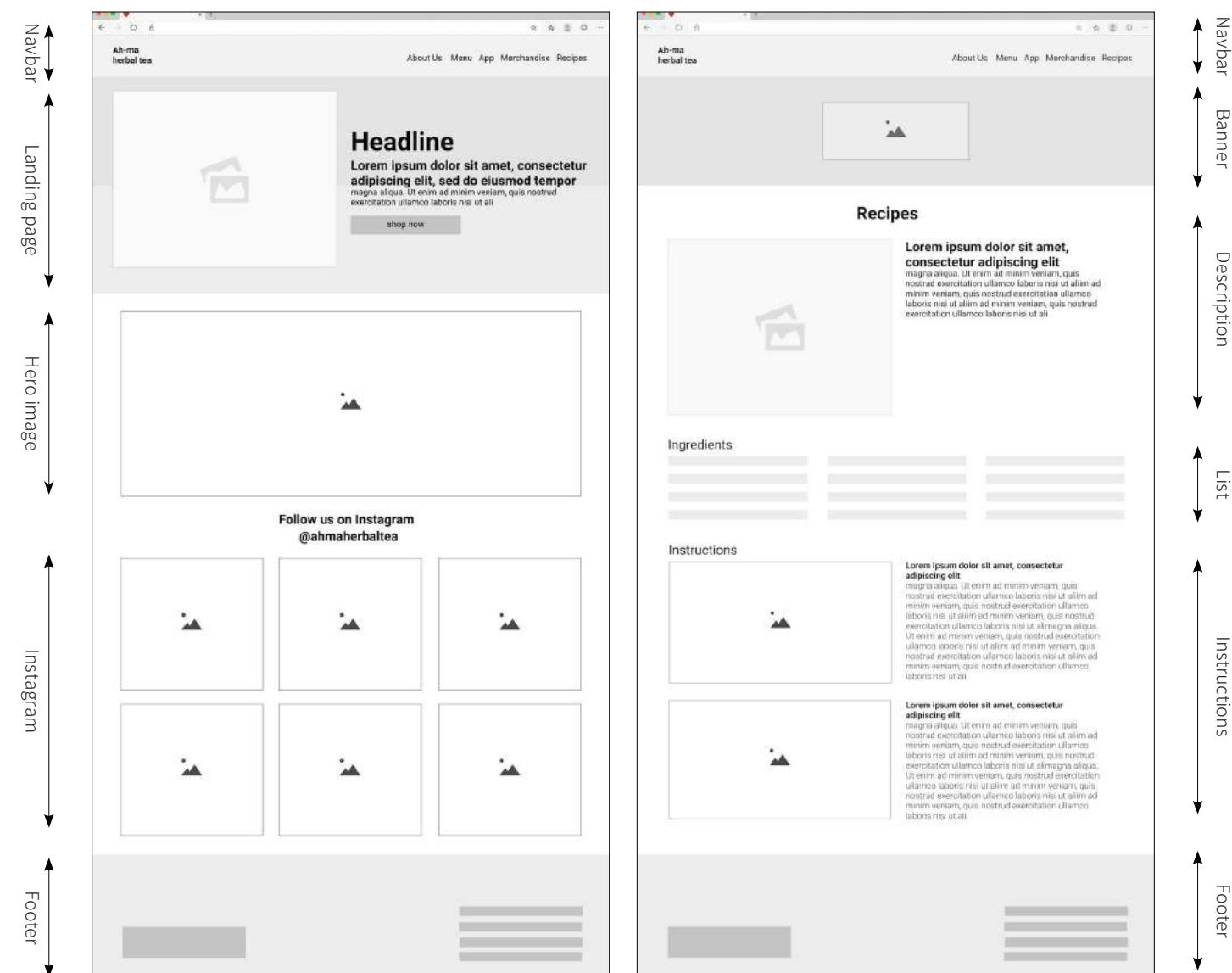
Prototype User Flows

**阿嬷凉茶铺 ah-ma
herbal tea**



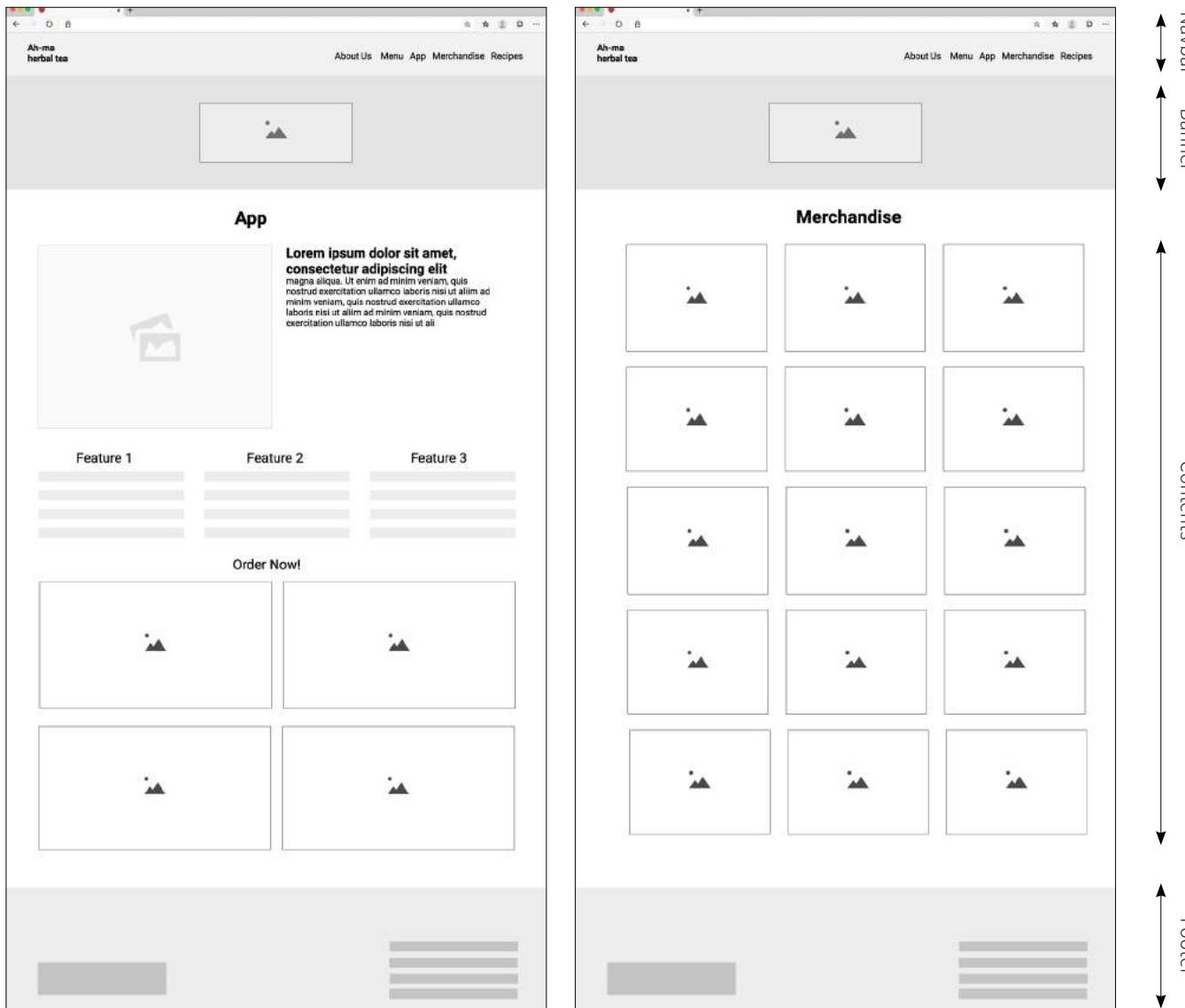
09 Website

Wireframes

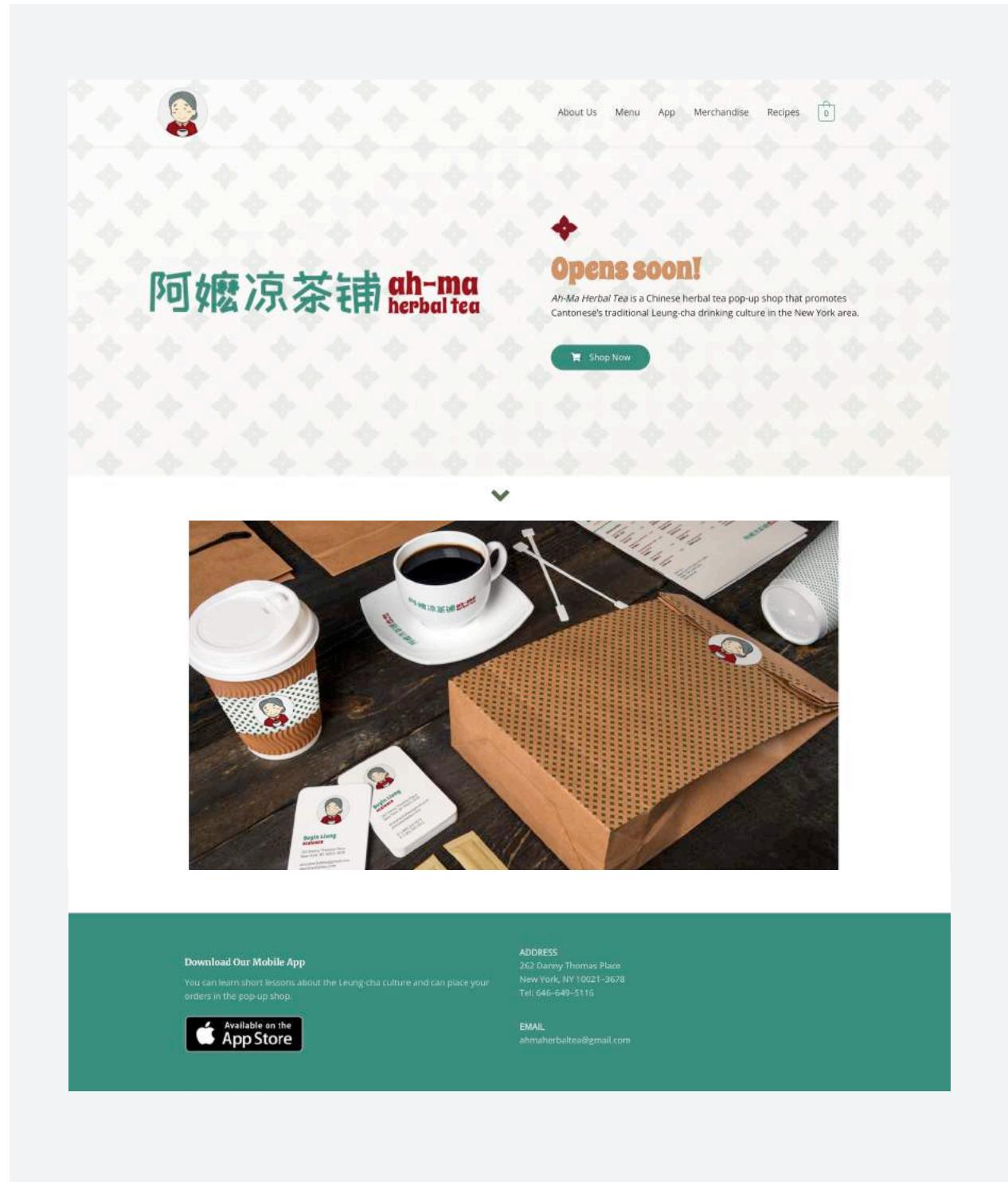




Navbar
Banner
Description
Features
Instagram
Footer



Final home page





Final about us page

We are your favorite shop

Ah-Ma Herbal Tea is a New York-based Chinese herbal tea pop-up shop, offering a large variety of traditional recipe herbal teas. We're fascinated by the remedy of Leung-cha. It's natural, healthy, and has a variety of tastes, especially bitter-sweetness. Preparing Leung-cha can be as complex as discovering the medicinal herbs. Each tea has its specific proportions of each ingredient, time, and temperature for the perfect bowl of herbal tea. Please enjoy our simple DIY herbal tea at home, or visit our pop-up shop next time you're in New York City!

Download Our Mobile App

Available on the App Store

ADDRESS

262 Darryl Thomas Place
New York, NY 10021-3678
Tel: 646-649-5116

EMAIL

ahmatherbaltea@gmail.com

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Final menu page

Menu

Classic drinks

Canton abrus herb	跟骨草	\$3.99
Floral herbal tea	五花茶	\$4.99
Sugar-free arhat fruit	罗汉果	\$4.99
Chrysanthemum with honey	银菊露	\$5.99
Pear tea	雪梨茶	\$4.99
Imperatae cane	竹蔗水	\$4.99

Ancient healthy drink

24 flavors tea	廿四味	\$4.99
Chrysanthemum tea	菊花茶	\$3.99
Spica prunellae drink	夏枯草	\$4.99
Bitter herbs tea	苦凉茶	\$5.99
Rorippa indica	野葛菜	\$4.99
Cold relieving tea	感冒茶	\$3.99

Download Our Mobile App

Available on the App Store

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Tel: 646-649-5116

EMAIL

ahmatherbaltea@gmail.com

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Final app page

The final mobile app landing page features a top navigation bar with links to About Us, Menu, App, Merchandise, and Recipes. A shopping cart icon shows 0 items. Below the navigation is a decorative header with a repeating diamond pattern. The main content area includes a section titled "Mobile app" showing a smartphone displaying the app's interface, followed by a "Download our app and order ahead now!" section with a description and a "Buy Now" button. At the bottom, there are two screenshots of the app's ordering screen, a "Download Our Mobile App" section with an App Store link, and a footer with copyright information and social media links.

Final merchandise page

The final merchandise page features a top navigation bar with links to About Us, Menu, App, Merchandise, and Recipes. A shopping cart icon shows 0 items. Below the navigation is a decorative header with a repeating diamond pattern. The main content area is titled "Merchandise" and displays a grid of six product categories: Logo T-Shirt (OUT OF STOCK), Tea Pot Set, Plates, Flower Pins, Sticker, and Leung-Cha Tote Bag. Each item has a small image, a title, a star rating, a price, and a "Buy Now" button. At the bottom, there is a "Download Our Mobile App" section with an App Store link, address information, an "Available on the App Store" badge, and a footer with copyright information and social media links.



Final recipes page

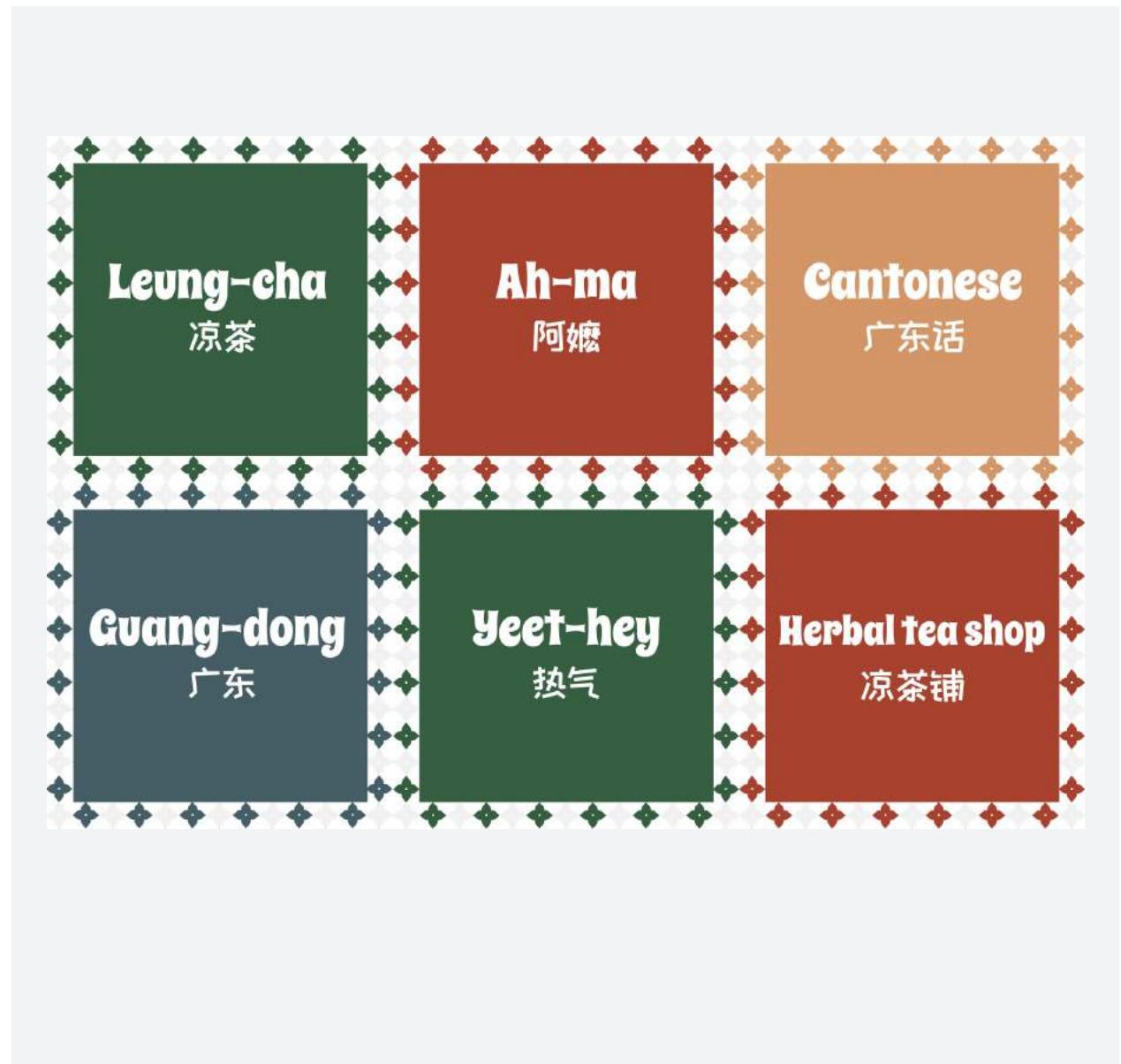
The screenshot shows a website page titled "Herbal Tea Recipes". At the top, there's a navigation bar with links for "About Us", "Menu", "App", "Merchandise", "Recipes", and a shopping cart icon showing "9". Below the navigation is a decorative header with a repeating orange diamond pattern. The main content area is titled "Herbal Tea Recipes" in red. It features two recipe sections: "Chrysanthemum herbal tea" and "Peppermint herbal tea". Each section includes "Ingredients" (with a bulleted list of items) and "Instructions" (with detailed steps). The "Chrysanthemum herbal tea" section includes a note about its health benefits. At the bottom, there's a teal footer bar with links for "Download Our Mobile App" (with an "Available on the App Store" button), "ADDRESS" (listing 262 Danny Thomas Place, New York, NY 10021-3678, Tel: (646) 649-5116), "EMAIL" (info@ahmaherbaltea@gmail.com), and social media icons for YouTube, Facebook, Twitter, and Instagram. The footer also contains a copyright notice: "Copyright © 2020 | Ah-Ma Herbal Tea".

10 Social Media



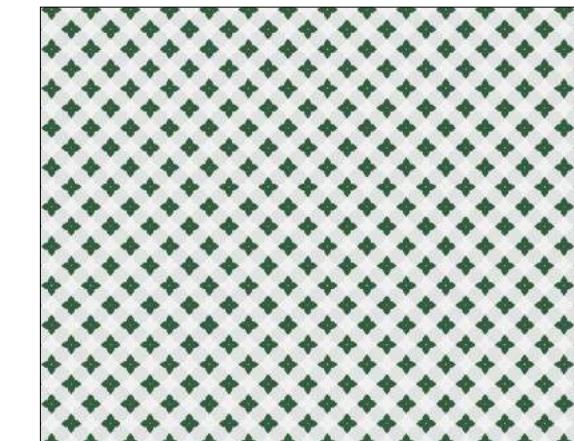
Instagram

The left screenshot shows the Instagram profile for **ahmaherbaltea**. It has 15 posts, 1332 followers, and 230 following. The bio reads: "Ah-Ma Herbal Tea (阿嬷凉茶铺) ✅ Pop-up Shop. Ah-Ma Herbal Tea is a Chinese herbal tea pop-up shop that promotes Cantonese's traditional Leung-cha drinking culture in the New York area. Coming soon #leungcha". The right screenshot shows a post from the same account. The post features a graphic with the text "Leung-cha" and "涼茶" in large white letters on a dark green background, surrounded by a decorative border of small diamonds. The caption below the graphic reads: "ahmaherbaltea Leung-cha (涼茶) is translated literally as "cooling tea," known in English as herbal tea. It is made with medicinal". The post has 31,968 likes.



11 Brand style guide

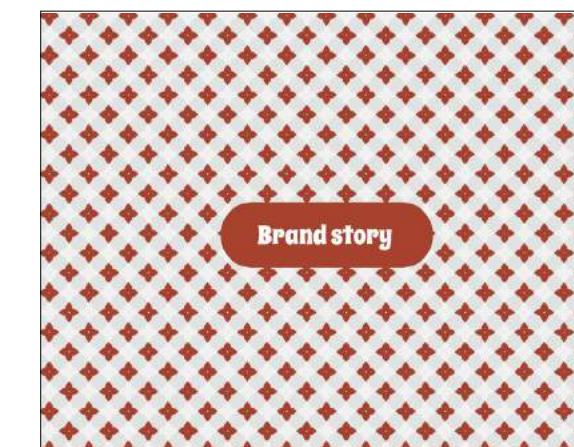
Final version



阿嬷凉茶铺 ah-ma
herbal tea

Table of contents

Brand story	7
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Digital collaterals	29
Printed collaterals	37



◆ Who are we?

Ah-Ma Herbal Tea (阿嬷涼茶) is a New York-based

Chinese herbal tea pop-up shop, offering a large variety

of traditional insect-herbal teas. We're fascinated by the

rich history of Chinese tea culture and its roots

from traditional medical texts that provide a soothing

and comforting healing process. It's natural, healthy,

and delicious. Our mission is to bring this knowledge

as complete as discovering the medicinal herbs. Each

tea has its specific properties of each ingredient, like

anti-inflammatory, anti-oxidant, and anti-bacterial.

Our brand incorporates culture elements from the old 100

series "Seventy-Two Friends" (七十二友) and "Immortals"

(八仙). This is where we derive our packaging, artwork,

and everyday life items. From the mid-20 century in

Guangdong, China.

Our brand vision is to invest time to cultivate goodness

in health, wellness, and medicinal type. "Ah-ma"

means grandma in Cantonese. As the brand, we

are here to pass down the knowledge and culture we've

been passed down to us from generation to generation.

However, through heat generations, the value of using

tea has lost its traditional value. Therefore, we hope

to share and pass on the Cantonese cultural value

and health benefits of Chinese herb-teas. Our brand

encourages people to make good health, herbal tea

and tea culture as part of their daily routine. These same

use of natural herbs to stay healthy is thought to

strengthen the immune system and overall well-being.

◆ Our audience

We target New Yorkers and tourists between 18 and

25 years old who are from different backgrounds,

cultures, and races. We also welcome those who are

interested in learning more about the traditional

and successful benefits in herb-teas. Our mission is

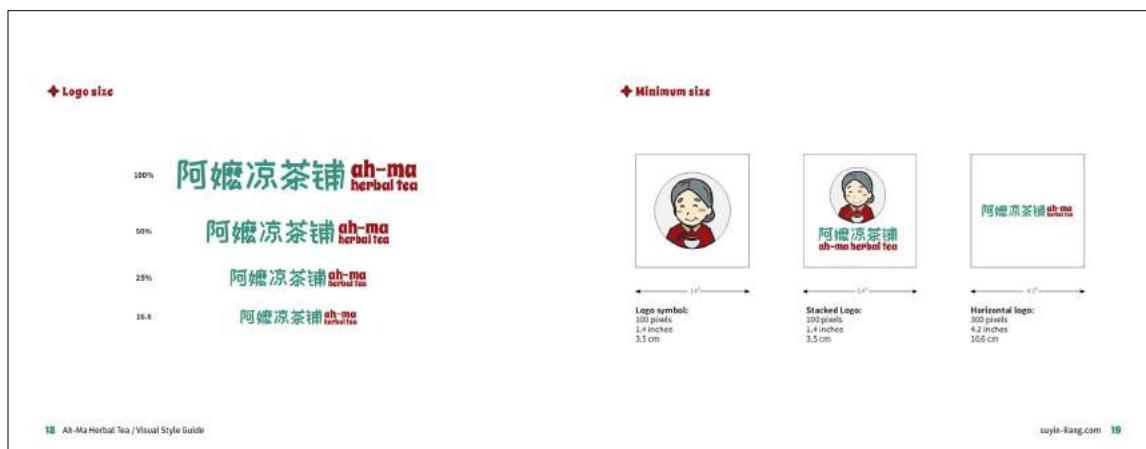
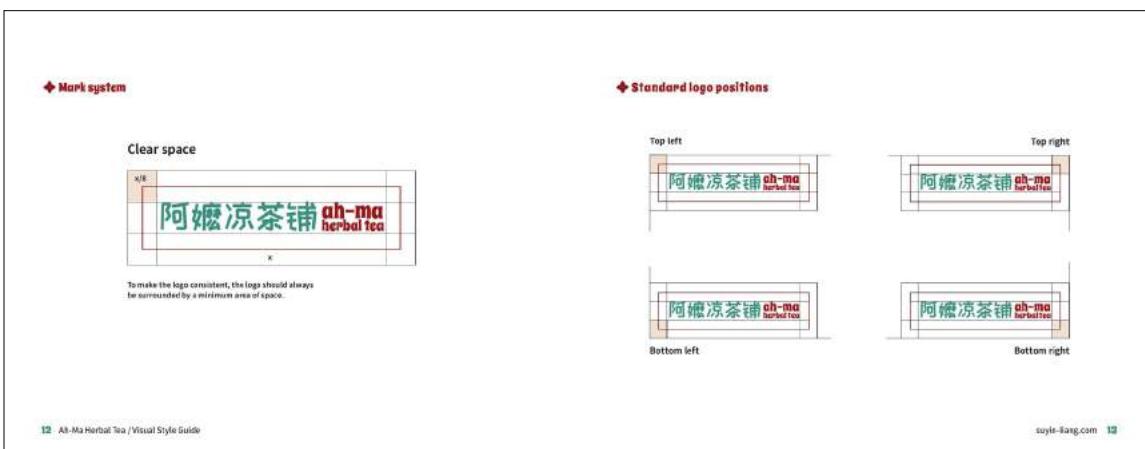
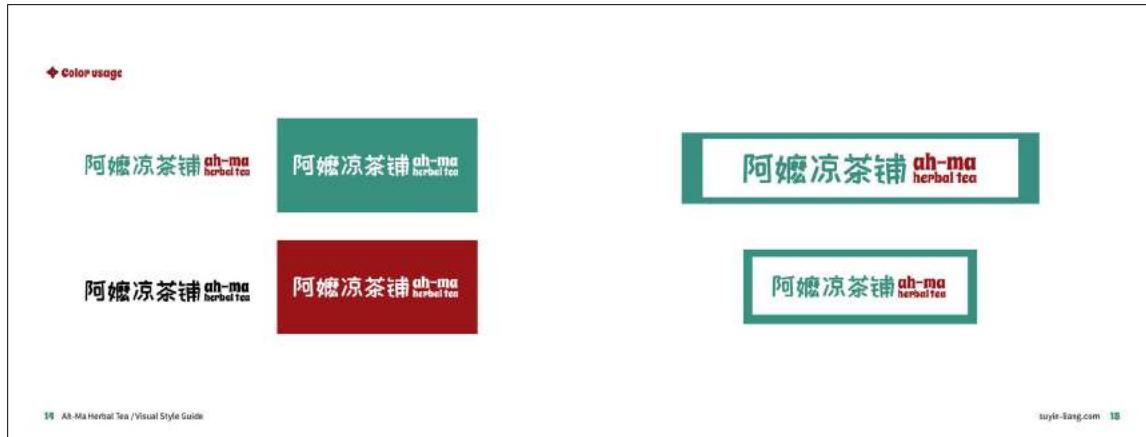
to protect and bring back the disappearing culture of

drinking tea by incorporating contemporary

style and traditional Chinese icons to cater young

adults.

suyle-hang.com 7





Typography

Typefaces

English headline
We are using Spicy Rice Regular for headlines. It's a modern sans-serif font that is digital and very simple. It's a Google font that is designed by ZCOOL, Liu Jingke, Ning Tang and Wu Chang. It's paired with Spicy Rice.

Spicy Rice Regular

Aa Bb Cc
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ZCOOL KuaiLe Regular

阿嬷凉茶铺
一二三四五七八九
上中下左右六小番
冬东南西北红橙黄绿
nopqrstuvwxyzwxgz

suyin-liang.com 23

Digital collaterals

Web icons and symbols

The doctor can transform into the copper guard, herbal leaves, leaves, and flower patterns. Our icon system is especially associated with medicine. It's used in Chinese culture 800 years.

Herb patterns

suyin-liang.com 24

Headline rule

Sentence case only

We are your favorite shop

We Are Your Favorite Shop

Opens soon!

OPEN SOON!

Download our mobile app!

download our mobile app!

Body copy

No align center

No align right

suyin-liang.com 25

Mobile app

Our mobile app includes personalized Chinese herbs and enjoyable lessons about history and culture.

suyin-liang.com 31

Patterns

Patterns

Our brand pattern is inspired in a droplet shape and the traditional Chinese medicine. It's often known as transform via Hong Kong style floor tiles pattern which are often used in Canton tea shops and restaurants.

suyin-liang.com 27

Website

Our website consists of a few sections: a landing page, About us, Menu, App, Merchandise, and Recipes. Each section's web banner must use a repeating pattern of dots and alternating colors. The website will be accessible through mobile, tablet and desktop.

suyin-liang.com 32



◆ Instagram

Our Instagram account will follow our branded color palette, typography, patterns, and layout.

Alternating the color

Square framed Content

Our branded patterns

Leung-cha 涼茶 Ah-ma 阿嬤 Cantonese 广东话 Guang-dong 广东

suyin-liang.com 38

◆ Stationery

阿嬤涼茶鋪 ah-ma
herbal tea

suyin-liang.com 40

Printed collaterals

suyin-liang.com 37

◆ Logo T-shirt

Front Back

suyin-liang.com 42

◆ Business card

Front Back

阿嬤涼茶鋪 ah-ma
herbal tea

SUYIN LIANG
SERVICES

202 Irving Thomas Place
New York, NY 10011-3019
ahmaherbaltea.com
P: 1.844.441.1076
E: 1.332.252.2021

suyin-liang.com 39

◆ Wallpaper

suyin-liang.com 44



◆ Packaging bags

The diagram shows four types of packaging bags with dimensions: 10" x 10" x 10" for the first two, and 10" x 10" x 12" for the last two. The image shows two bags on a green background.

46 Ah-Ma Herbal Tea / Visual Style Guide suyl-ang.com 47

◆ Tablecloths

The diagram shows a tablecloth with dimensions 10' x 10' and a red table runner with dimensions 10' x 12". The image shows a table set with chairs and a tablecloth on a green background.

52 Ah-Ma Herbal Tea / Visual Style Guide suyl-ang.com 53

◆ Napkins

The diagram shows four types of napkins with dimensions: 10" x 10" for the first two, and 10" x 12" for the last two. The image shows a stack of napkins on a green background.

48 Ah-Ma Herbal Tea / Visual Style Guide suyl-ang.com 49

◆ Menu

The diagram shows a menu with dimensions 10" x 10". The image shows a standing menu board on a green background.

54 Ah-Ma Herbal Tea / Visual Style Guide suyl-ang.com 55

◆ Cups and sleeves

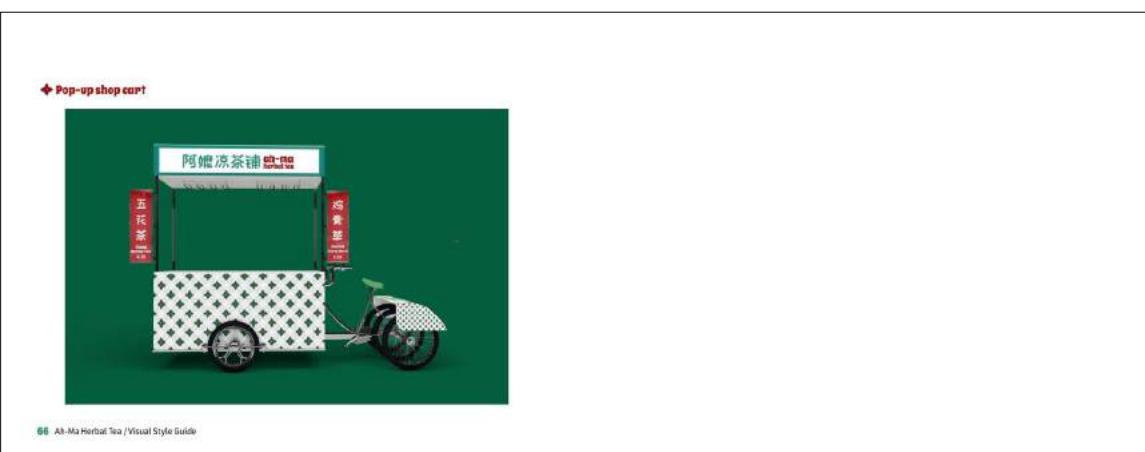
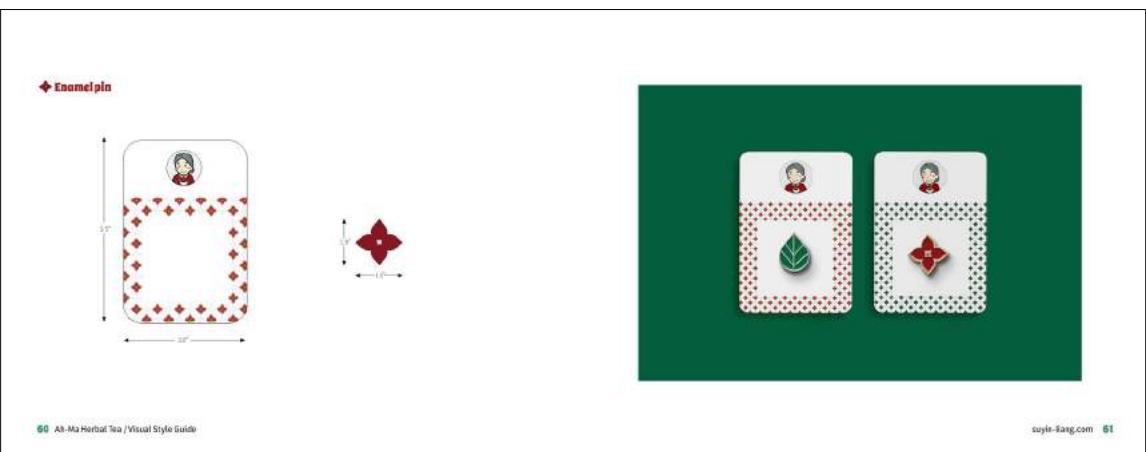
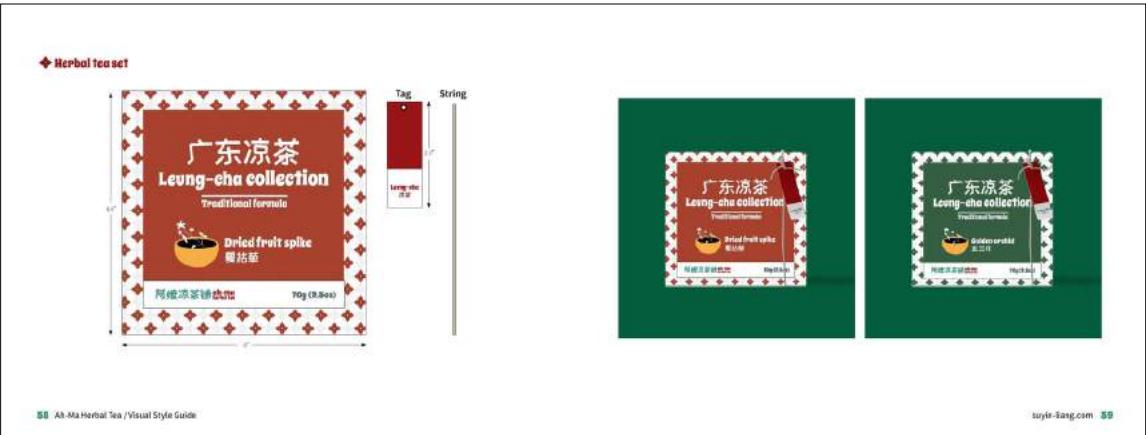
The diagram shows a white paper cup with dimensions 10" x 10" and a paper sleeve with dimensions 10" x 10". The image shows two cups on a green background.

56 Ah-Ma Herbal Tea / Visual Style Guide suyl-ang.com 57

◆ Signage

The diagram shows horizontal and circular signage options. The horizontal sign has dimensions 10" x 10" and features the text "阿嬷凉茶铺 ah-ma herbal tea". The circular sign features a portrait of an elderly woman. The image shows a vertical sign on a green background and a circular sign mounted on a wall.

58 Ah-Ma Herbal Tea / Visual Style Guide suyl-ang.com 57



12 Assets

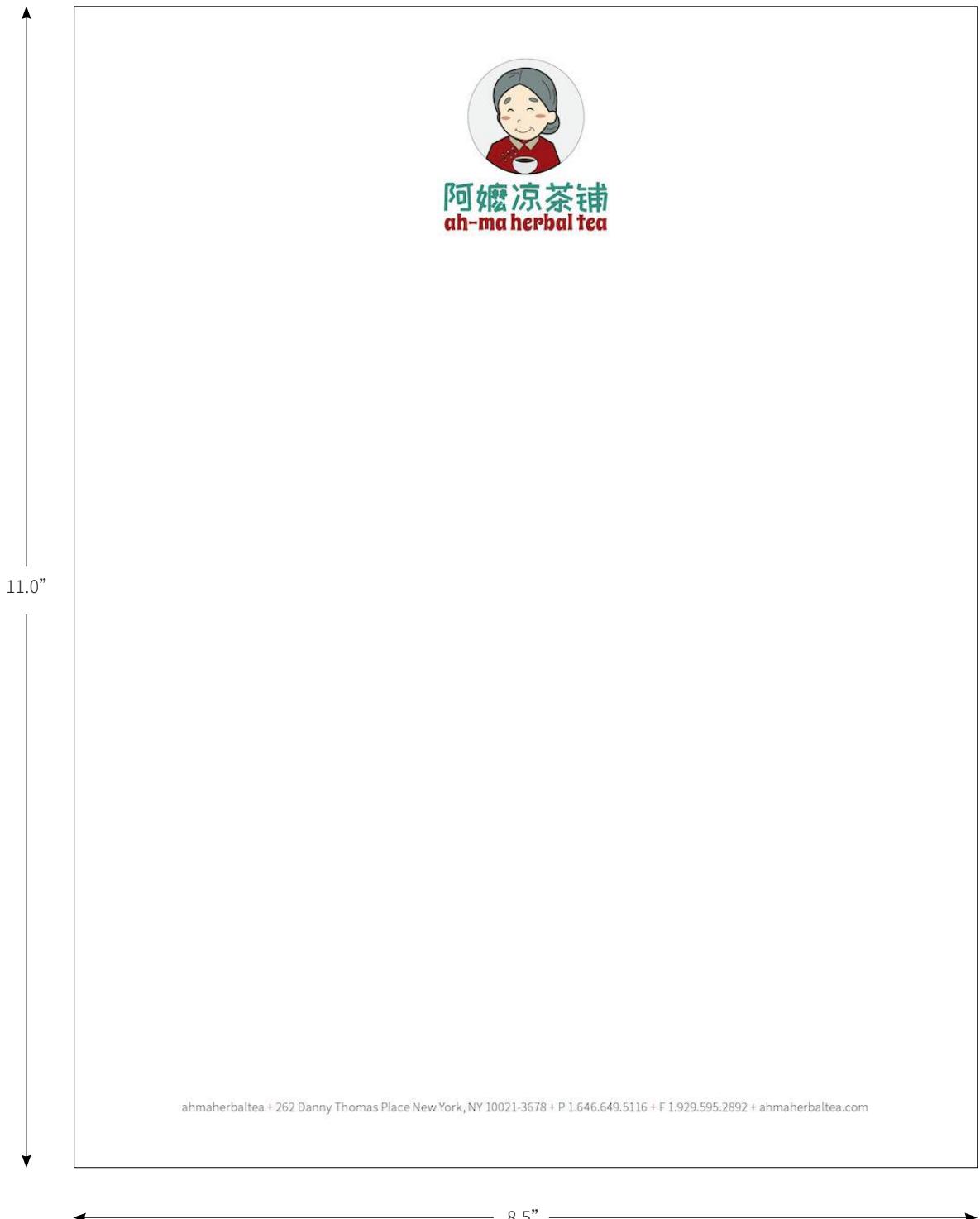
阿嬷涼茶舖 ah-ma
herbal tea

Business card & envelope

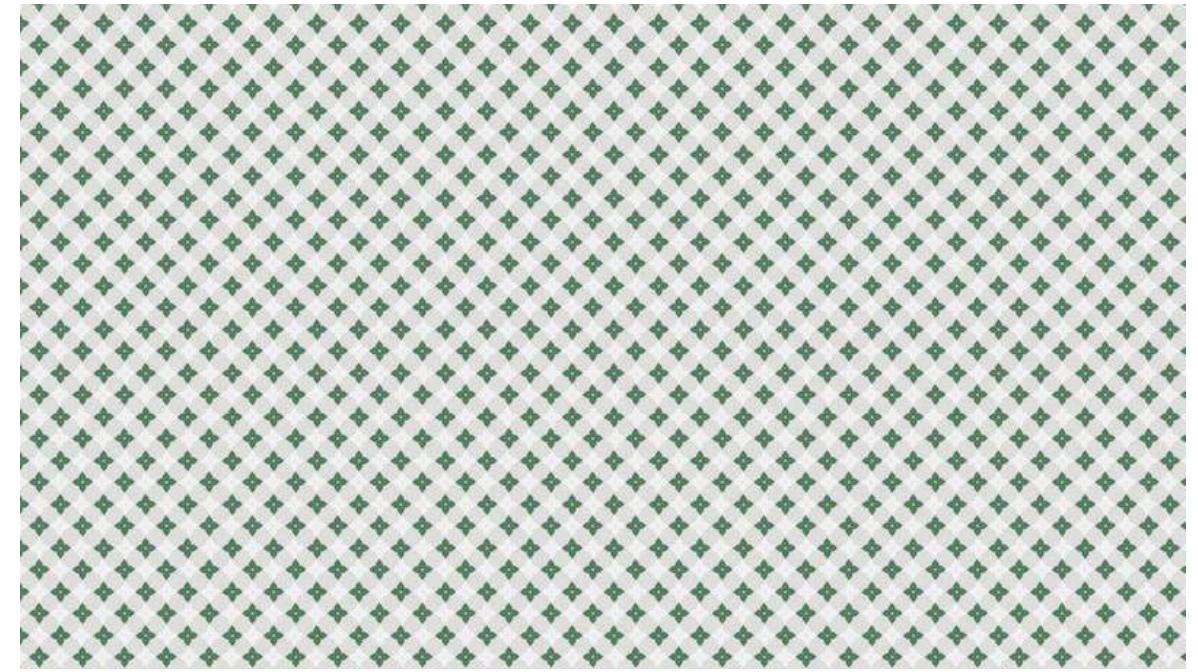




Letterhead

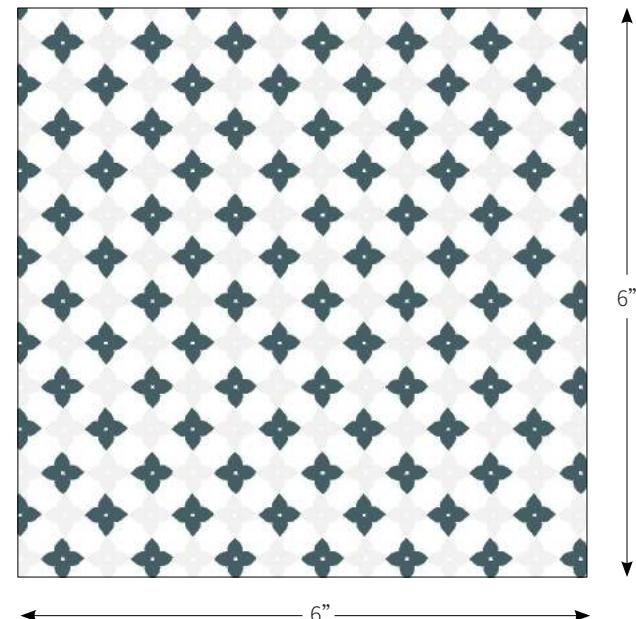
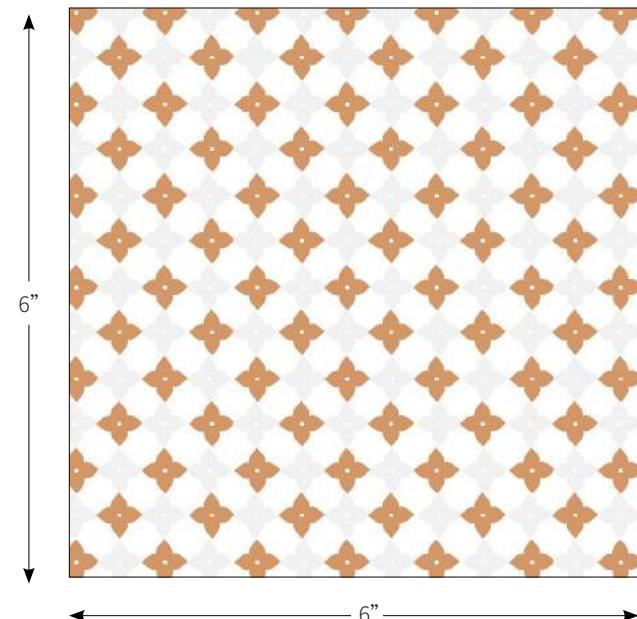
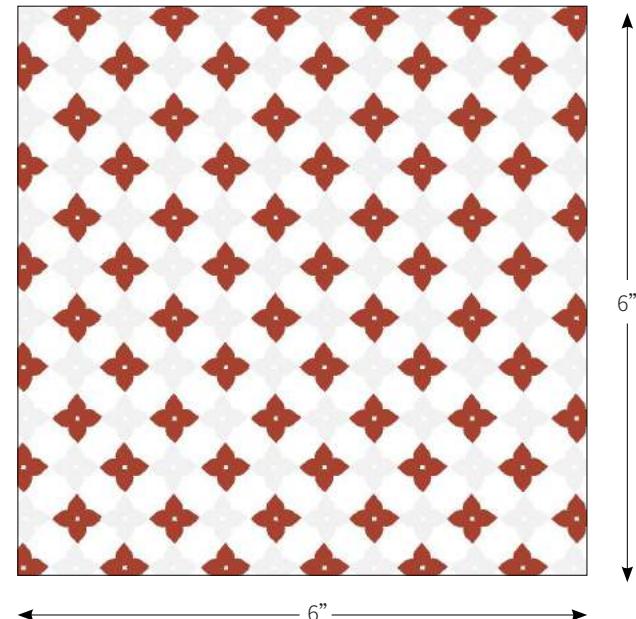
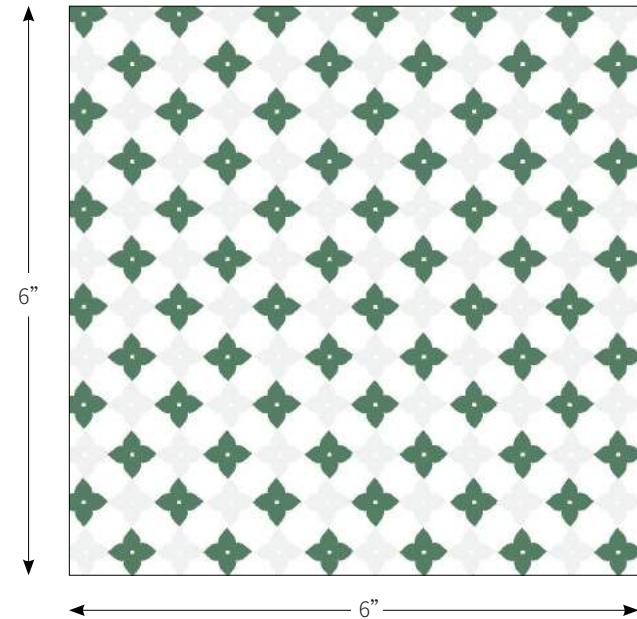


Wallpaper & packaging bag

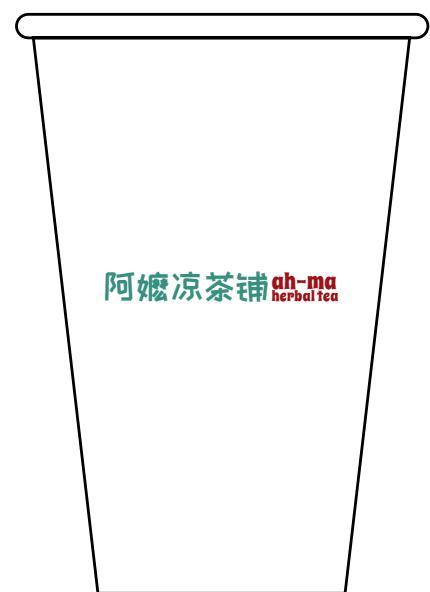
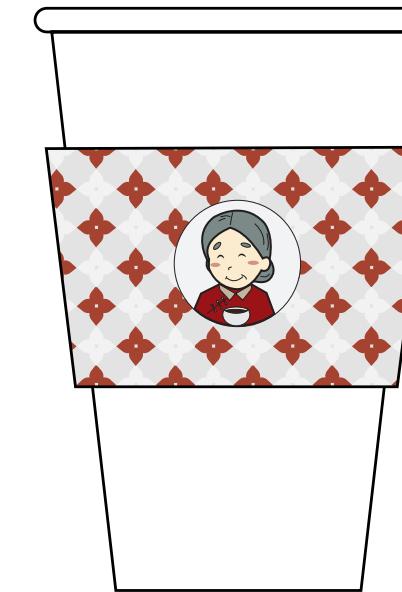
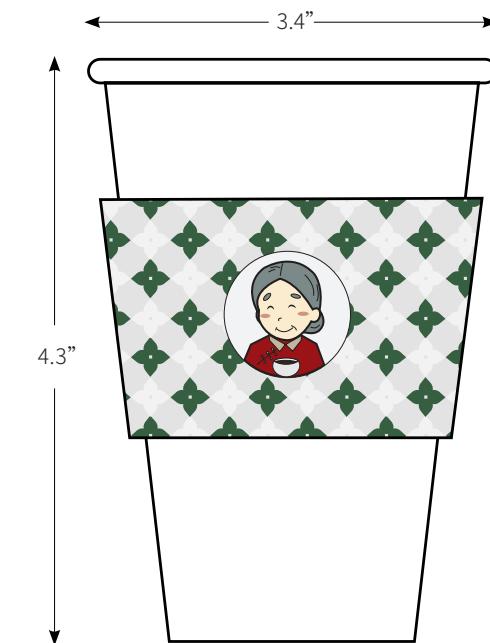




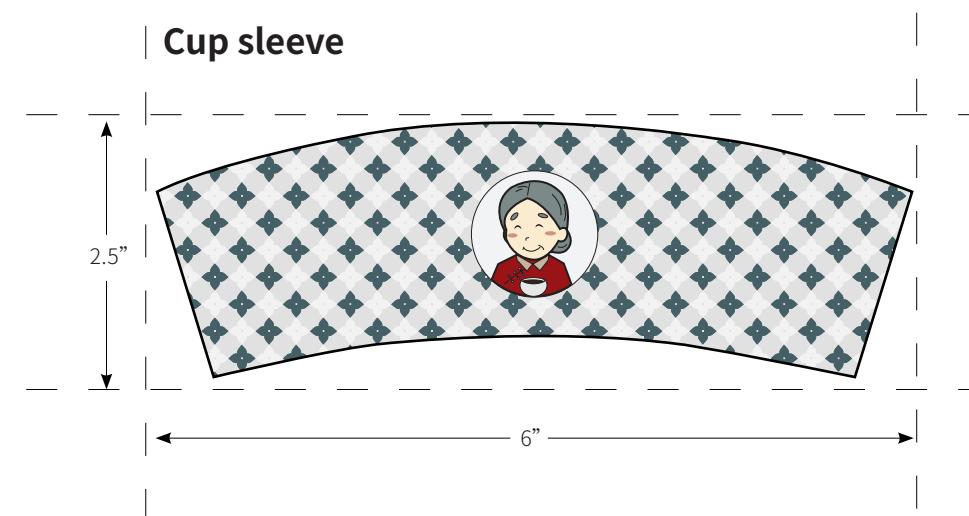
Napkins



Cups



Cup sleeve





Menu

Menu 

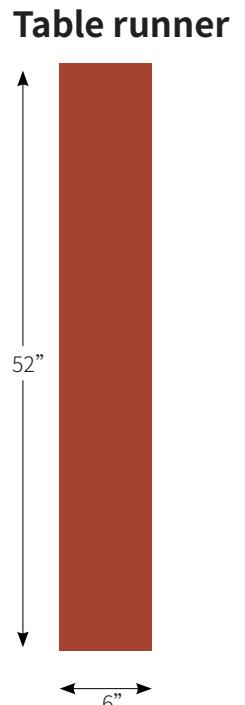
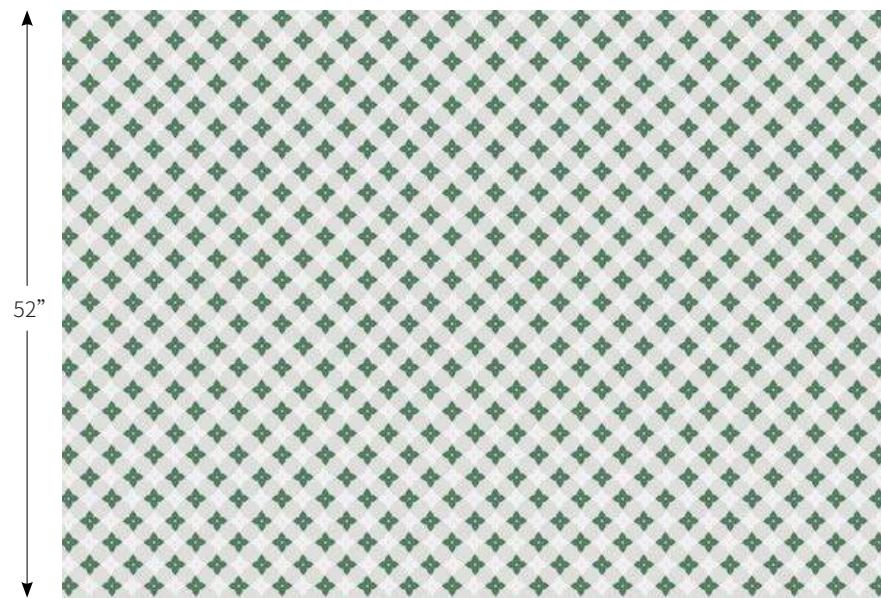
• Traditional formula • Healing herbal remedy • Restoring balance • Healthy tea •

Classic drinks	Ancient healthy drinks	Signature herbal tea
Canton abrus herb 雞骨草 3.99	24 flavors tea 廿四味 4.99	Cough relieving tea 咳嗽茶 4.99
Floral herbal tea 五花茶 4.99	Chrysanthemum tea 菊花茶 3.99	Kudzu juice 野葛菜水 2.99
Sugar-free arhat fruit 罗汉果 5.99	Spica prunellae drink 夏枯草 4.99	Hedyotis diffusa 白花蛇舌草 4.99
Chrysanthemum with honey drink 銀菊露 3.99	Bitter herbs tea 苦涼茶 5.99	Asiatic pennywort 崩大碗 5.99
Pear tea drink 雪梨茶 4.99	Rorippa indica 野葛菜 4.99	Chuan bei pipa with honey 川贝枇杷蜜 4.99
Imperatae cane 竹蔗水 4.99	Cold relieving tea 感冒茶 3.99	Sea coconut drink with chuan bei and pear 川贝百合海底椰 3.99

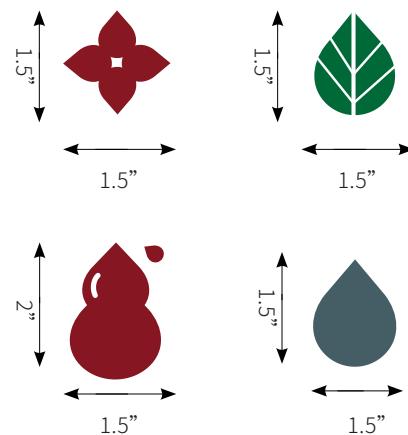
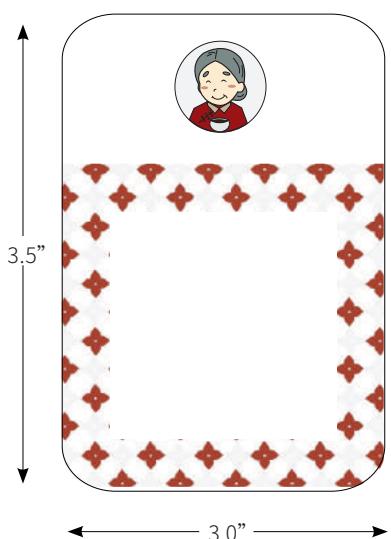
Size: M, L
Sugar level: 25%, 50%, 75%, 100%
Style: Hot/Cold / Warm
Bitterness: ●

阿嬷涼茶鋪 ah-ma
herbal tea

Tablecloths

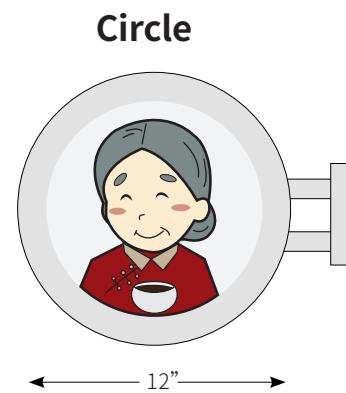
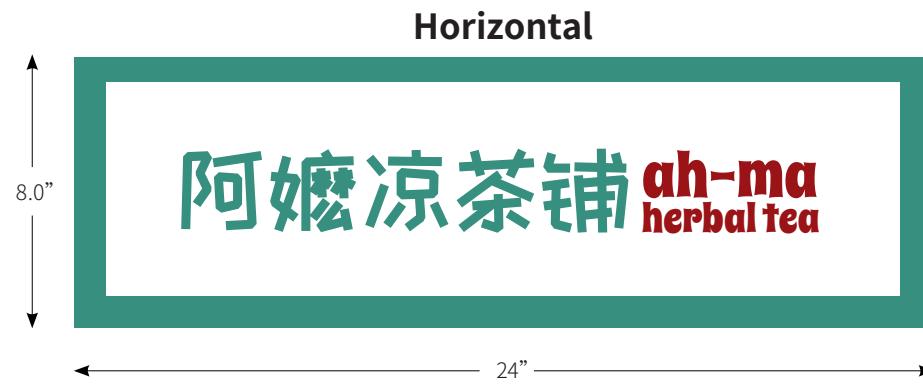


Enamel pins

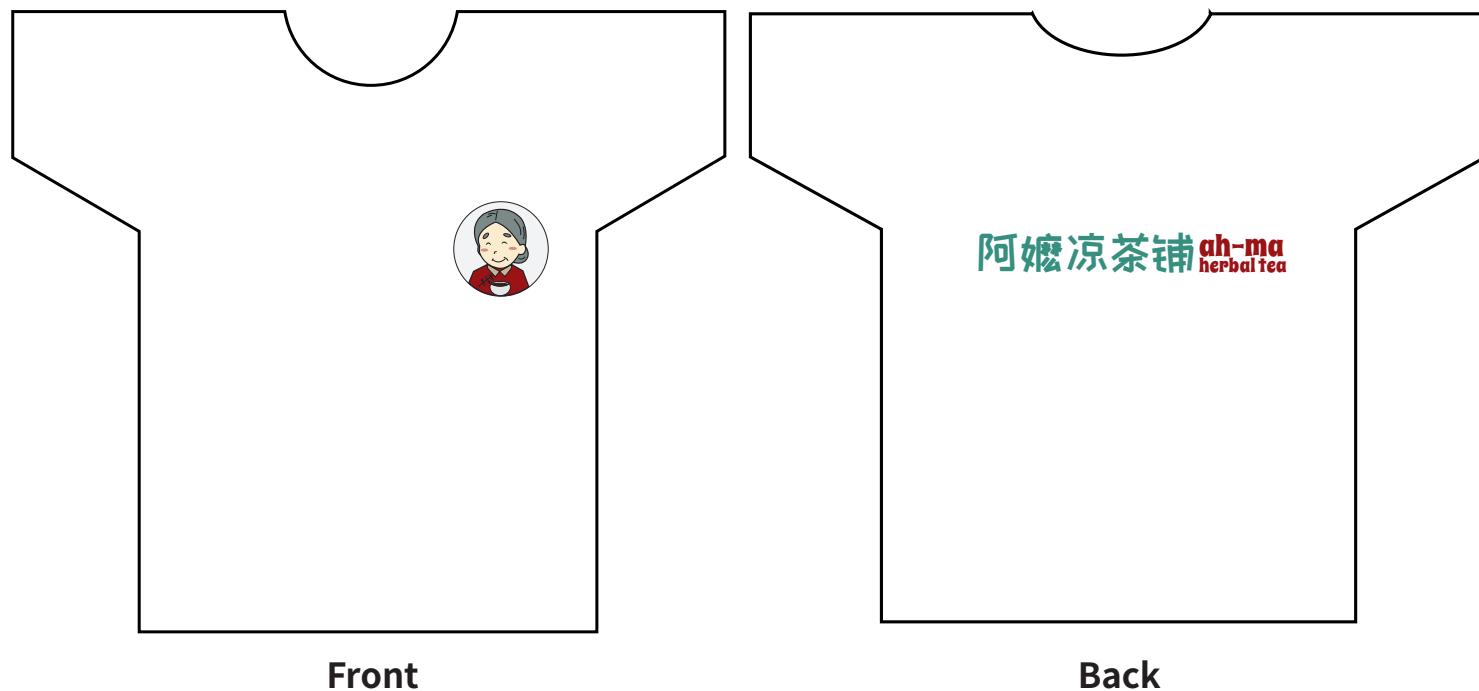




Signage



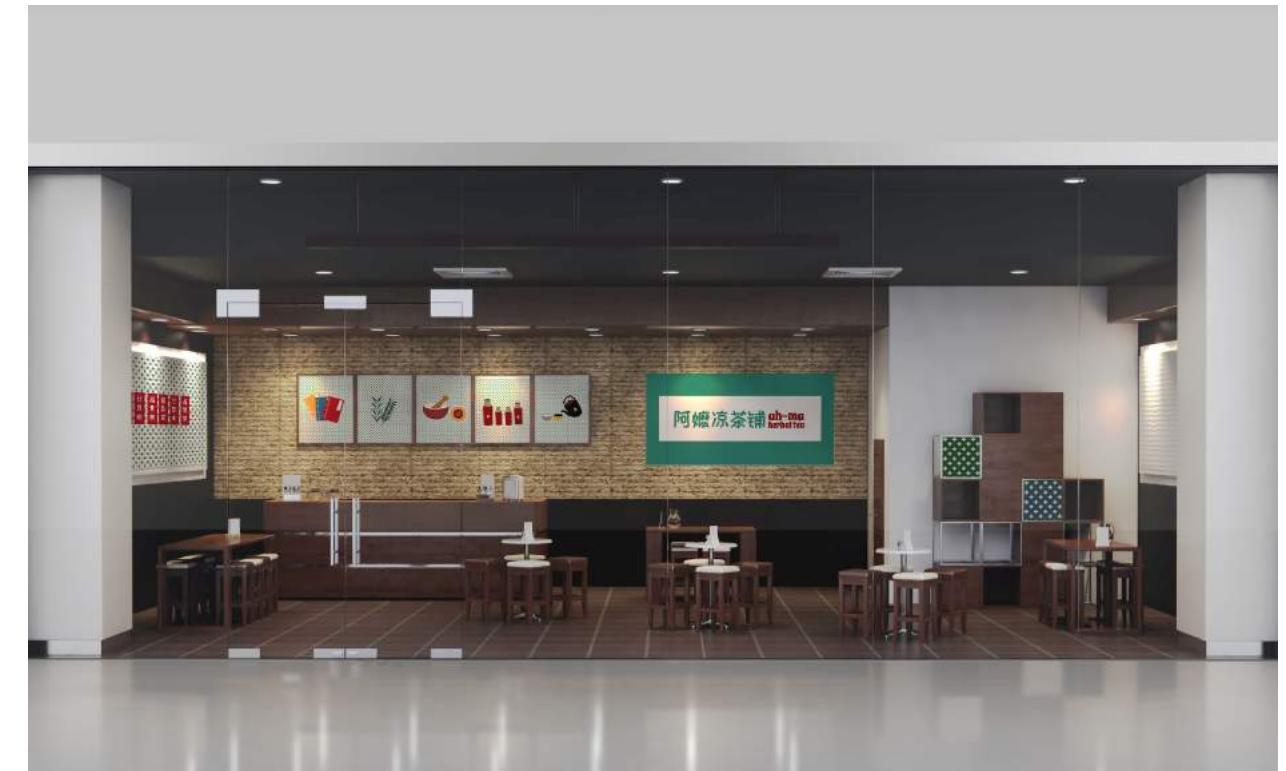
Logo T-shirt



Herbal tea set



13 Mockups





阿嬷凉茶铺 ah-ma
herbal tea





阿嬷凉茶铺 ah-ma
herbal tea





阿嬷凉茶铺 ah-ma
herbal tea





阿嬷凉茶铺 ah-ma
herbal tea





阿嬷凉茶铺 ah-ma
herbal tea



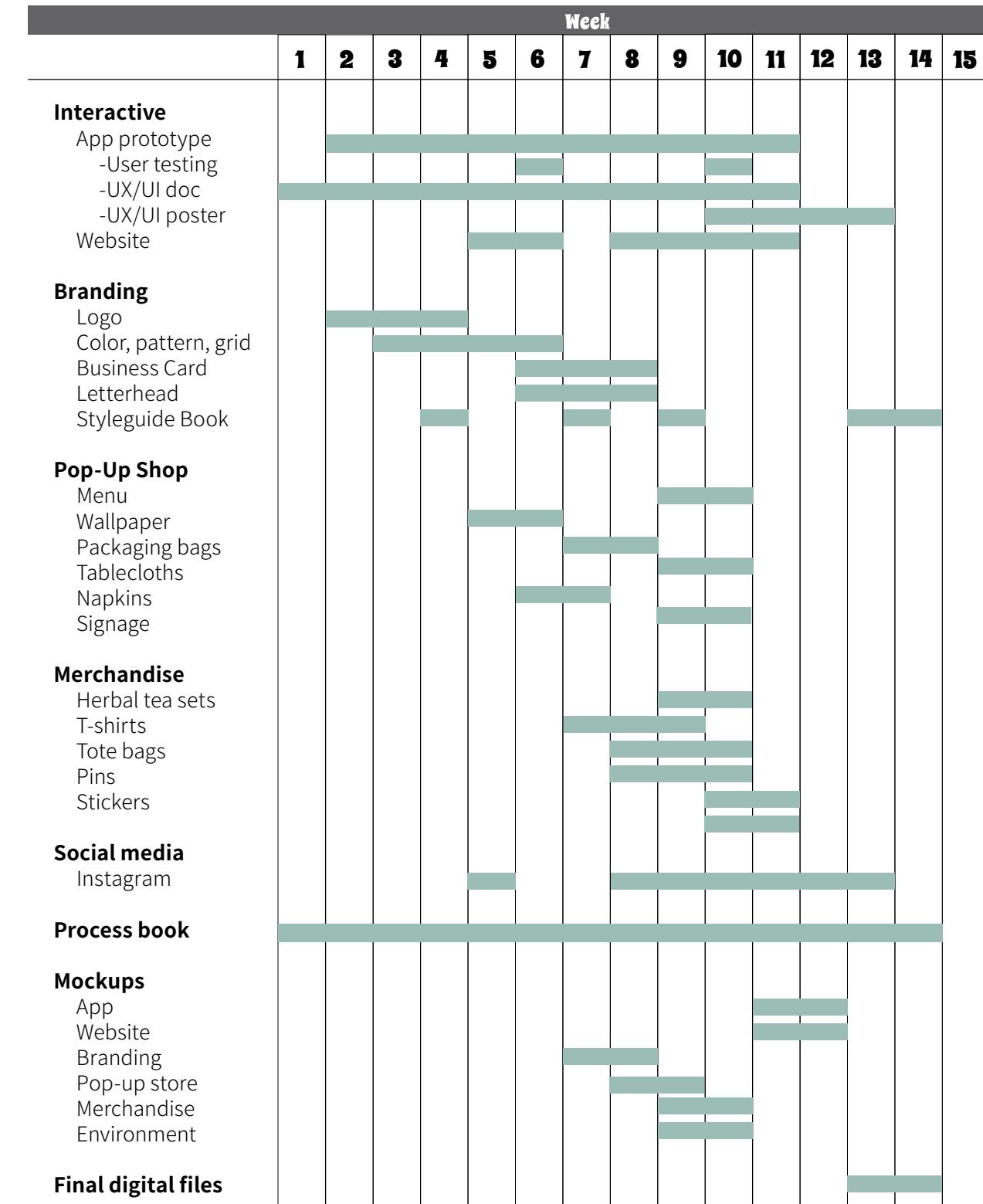


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14 Production planning

Visual calendar





Production schedule

Week 1 (09.03.2020)

- Create process book grids
- Start on process book layout with 3 spreads of research
- Send survey #1 for user research
- UX/UI documentation

Week 2 (09.10.2020)

- Continue revising the thesis proposal
- Continue collecting research material
- List of 15 Inspiration topics
- Initial color palette, type study, Logo
- Updates process book layout
- Analyzed the survey
- App section, Sitemap, Wireframe, personas
- UX/UI documentation

Week 3 (09.17.2020)

- Continue collecting research material
- Second sketches: symbols, color, type study, Logo
- Illustrations icons for app

Week 4 (09.24.2020)

- Continue collecting research material
- Third sketches
- Push logo mark/logo symbol
- Start on laying out style guide
- Work on UI library and User flow
- UX/UI documentation
- Design a visual calendar page

Week 5 (10.01.2020)

- Design a week by week
- production page
- Start on website development:
- Website domain, wireframe, prototype
- Fourth sketches
- Logo designs are finalized
- Shopping bag
- Wallpaper patterns
- Add a budget list page
- Create an Instagram account

Week 6 (10.08.2020)

- Send the Figma prototype along with the surveys to 10 users for user testing
- Website design replace all real text and images
- Finalized Branding pattern
- Wallpaper & Napkin Design
- Business card & Letterhead & Envelope
- Mock-ups for Wallpaper, Napkin and Business card
- Production planning

Week 7 (10.15.2020)

- Analyze the survey #2 results and feedback are implemented
- Continue to do revision on pop-up stores and branding deliverables
- Revision of production schedule
- Add a thesis elements page
- Create a concept sketch for the BFA show postcard/poster
- Create a web banner for my project

Week 8 (10.22.2020)

- Continue revising website
- Continue to work on icons and wireframe
- Continue to do revision on pop-up stores and branding deliverables
- Post 3 Instagram posts

Week 9 (10.29.2020)

- Continue revising website
- Continue revising style guide
- App should be 80 % done
- Revising UX/UI documentation
- Post 3 Instagram posts

Week 10 (11.05.2020)

- Send survey for second user testing
- Start working on ux/ui poster
- Continue revising website
- Continue revising style guide
- Finalize app prototype
- App prototype mockups
- Post 3 Instagram posts

Week 11 (11.12.2020)

- Installation layout
- Start final printing
- Continue revising ux/ui poster
- Finalize website design
- Finalize all pop-up stores and branding deliverables, include mockups
- Post 3 Instagram posts
- Continue revising style guide

Week 12 (11.19.2020)

- Outline final thesis paper
- Continue revising ux/ui poster
- Post 3 Instagram posts
- Continue revising style guide

NO CLASS (11.26.2020)

- College Closed
- Finalize ux/ui poster
- Finalize style guide
- Catch up week

Week 13 (12.03.2020)

- Files due for the website: Monday, December 7th, 9:00 A.M

Week 14 (12.10.2020)

- Final presentation

Week 15 (12.10.2020)

- Artist's talk rehearse
- Install exhibit
- Prepare final Thesis book
- Complete the Thesis paper
- Final Thesis Paper due Saturday, December 19th via Dropbox

Week 16 (12.17.2020)

- Zoom artist's talk, 5pm-7pm



Thesis elements

Interactive		
App prototype	iPhone SE view, (375x812)	1
UX/UI poster	24 x 36"	4
Website	Responsive website	1
Branding		
Business card	2 x 3½"	50
Letterhead	8½ x 11"	1
Envelope	4-1/8 x 9½"	1
Styleguide book	11x 8½"	1
T-shirts	Size M	3
Tote bags	o/s	3
Pins	1½ x 1½"	50
Stickers	2x2"	150
Pop-Up Shop		
Menu	8 x 8"	1
Wallpaper	6-ft x 10-ft	1
Packaging bags	8 x 10"	2
Tablecloths	6-ft	1
Napkins	6 x 6"	3
Signage	12x24"	1
Herbal tea sets	8x8"	5
Tea cups	2.5x6"	3
Plates	9" diameter	2
Apron	o/s	1
Tea pot set	-	1
Pop-up shop cart	-	1
Process book		
	8-¼ x 11¾"	1
Social media		
Instagram	-	1

Budget

	Size	Qty	Cost per item	Price	Service provider
Website domain	-	1	\$12.95	\$12.95	Hostgator
T-shirts	Medium	3	\$20.87	\$62.61	Vistaprint
Tote bags	O/S	2	\$9.95	\$19.90	Zazzle
Acrylic pins	1½ x 1½"	20	\$1.80	\$36	Stickermule
Die-cut Stickers	2x2"	20	\$1.70	\$34	Stickermule
Process Book	8-¼ x 11¾"	2	\$15	\$30	Staples
Itoya Original	8½ " x 11"	2	\$11.50	\$23	Amazon

Artist's talk materials

App prototype	iPhone SE view	1
Die-cut stickers	2x2"	10
Logo t-shirts	S/M/L	3

Total budget: \$219



Online exhibition layout

BFA show pages SuYin Liang

SuYin Liang
Ah-Ma Herbal Tea

Ah-ma has designed a Chinese herbal tea shop and its website. This project aims to introduce traditional Chinese tea culture to the world. The tea shop is located in Hong Kong, China. Many traditional elements are used in the design, such as red colors, white cups, and saucers, and traditional Chinese patterns. The website is a simple one-page design with a clean layout, featuring a large image of the tea shop, a brief introduction, and a contact form.

Check out our website style guide

Brand Style Guide

Branding guidelines for the Ah-ma Herbal Tea shop, including color palette, typography, and visual identity.

BFA show pages SuYin Liang

SuYin Liang

Plates, Tea Pot Set, Herbal Tea Sets, Wallpaper, Pop-up Shop Cart, Packaging bag

These products are designed to reflect the traditional Chinese tea culture. The plates have a simple, elegant white design. The tea pot set includes a teapot, a small cup, and a saucer. The herbal tea sets feature traditional Chinese patterns. The wallpaper features a repeating pattern of the tea shop's logo. The pop-up shop cart is a compact, foldable cart with wheels. The packaging bags are made of paper with a subtle texture.

BFA show pages SuYin Liang

SuYin Liang

Website

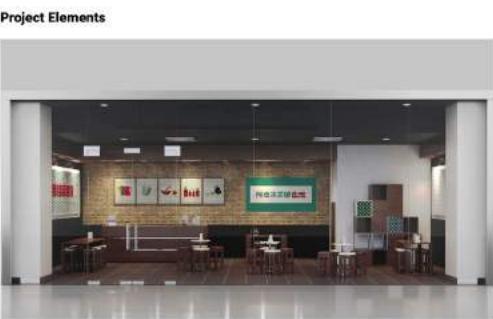
The website is a clean, modern design with a focus on user experience. It features a header with the logo and navigation links, followed by a hero section with a large image of the tea shop. Below this are sections for products, reviews, and a contact form. The design is minimalist and easy to navigate.

BFA show pages SuYin Liang

Leung-cha, Ah-ma, Cantonese, Guang-dong, Yeet-hay, Herbal tea shop

Instagram

These cards represent different dialects and regions where Ah-ma Herbal Tea is popular. They feature the brand's logo and a small illustration of the tea shop's character.



Pop-up shop



Signage, Menu, Cups and sleeves

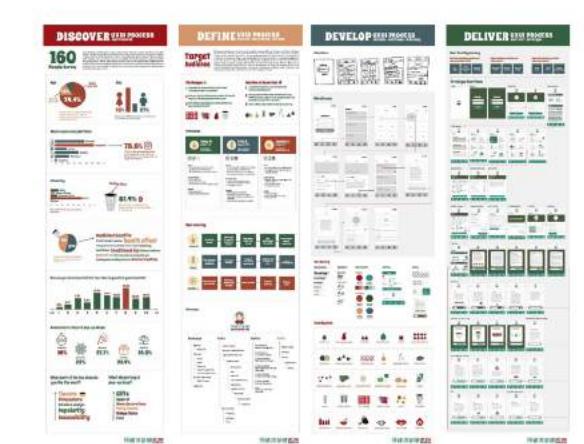


Apron, Tablecloths, Napkins



App Prototype

This is a wireframe prototype for the mobile application. It shows the main screen with a placeholder for the tea shop's logo.



UX/UI Infographics



Identity System



Business Cards, Stationery, T-shirt



Tote Bag, Stickers, Pins