



Presentation By:  
Megan Atwater, Kevin Lu, & Chris Milan

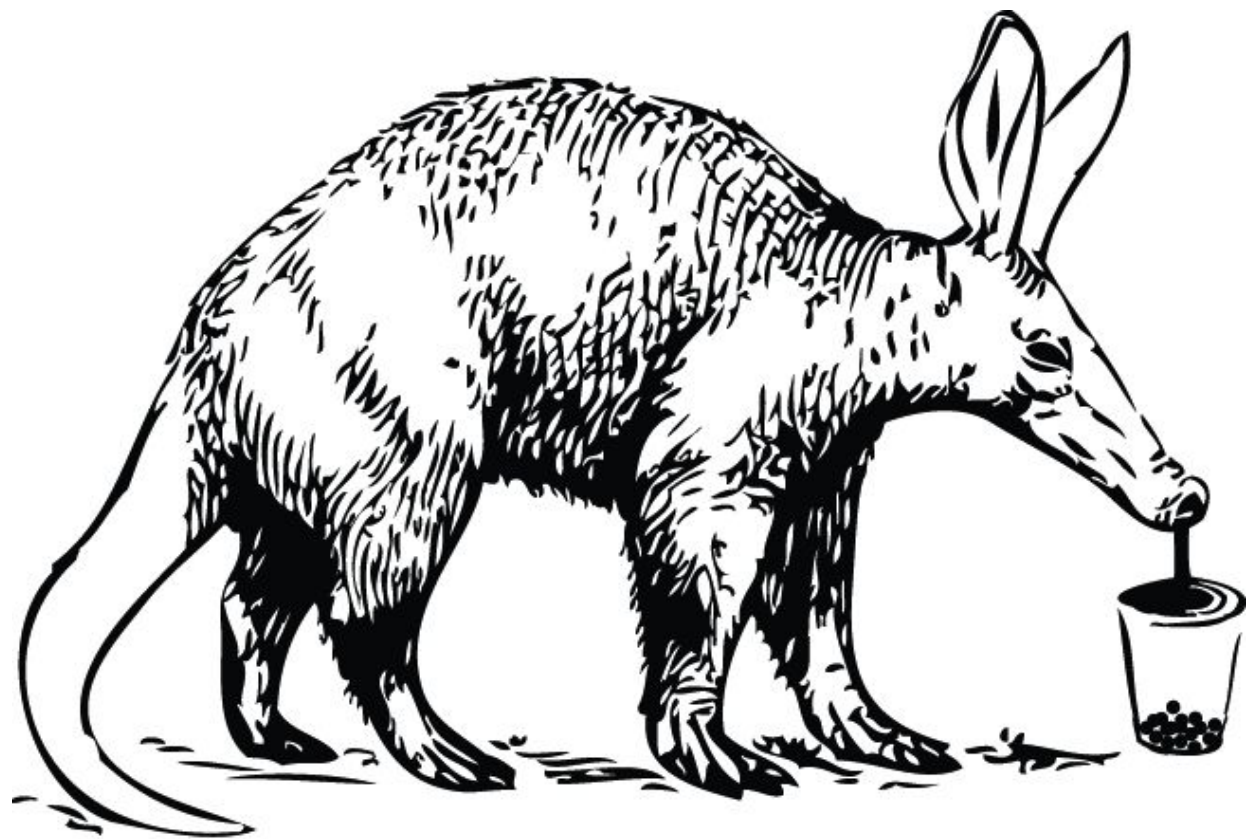
# DESIGN PLAN

SITE SUMMARY: The TPumps website will be a platform where customers can learn about the business as well as the products that they offer.

MISSION: To inform users of what the business is, how it operates, and what it has to offer. TARGET: The target audience will be users from the age of 13-30 who enjoy their products: boba tea.

VISUAL PERSONALITY: The site will feel clean, simplistic, and easily navigable

# COMPETITIVE ANALYSIS



**BOBA GUYS**

# **#1 Boba Guys**

One of the most well known boba establishments in San Francisco. Boba Guys is largely popular due to its large social media presence, as well as its high quality boba.

Platform: Boba Guys centers its brand upon the ideal of quality throughout the boba making process. Boba Guys advertises their use of actual brewed tea over the use of tea powder, which many other stores use. In addition, Boba Guys prides themselves on sustainability, working with locally sourced ingredients and using environmentally friendly cups and straws.

Cost: The cost of a classic milk tea with boba is \$4.50.

Target Audience: Boba Guys targets a younger audience, ages 18-30, that are conscious about how their foods or drinks are made. Boba Guys also targets people who enjoy using social media.

Major Pain Points: Cost, Small menu size, Longer lines and wait times due to popularity.

Visual Style: Artisanal, minimalist, sanitized

TEASPOON





Platform: Similar to boba guys, Teaspoon emphasizes the fact that they use fresh ingredients and a complex process to brew their tea.

Cost: Prices vary at every location, but you can buy a regular milk tea for \$4.00 at the SF location.

Target Audience: Teaspoon targets a younger audience ages 18-30. They also target an audience of boba enthusiasts.

Major Pain Points: Limited menu

Visual Style: Cutesy, Modern



A place for comfort dessert, coffee and tea

Platform: Purple Kow is known for its variety of drinks and unique special toppings. Purple Kow also specializes in snacks and desserts, making it a one stop dessert shop.

Cost: A regular milk tea is \$2.89.

Target Audience: Purple Kow targets a younger audience ages 18-30, and those who aren't too familiar with milk tea.

Major Pain Points: Milk tea is not as good as other places

Visual Style: Colorful, modern

PERSONA

# Persona



**Name: Susie Student**

**Age: 21**

**Occupation: Student/ Intern**

**Gender: Female**

**Lives in San Francisco, works in San Francisco**

**Uses a computer/ phone for communications and homework**

**Values layout, straightforwardness, and visual organization.**

**Dislikes difficult navigation on website, and unorganized structure.**

**Wants consistency with online and in-store information.**

WIREFRAME

LOGO

NAV BAR

BANNER/PROMOTION

PHOTO

PHOTO

PHOTO

SOCIALS

STYLE TILE





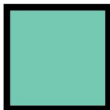
Project Name

SMALL BUSINESS WEBSITE DESIGN

Possible Colors



#74c9b3



#333333



#d02f19

Themes:

- clean
- organized
- simplistic

This is an example of a Button



## THIS IS THE HEADER FONT

Font: Montserrat (Medium) Size: 30pt

## This is the body font

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

Font: Rubik (Regular) Size: 20pt

<http://www.styletil.es>

Template by @Samanthatoy

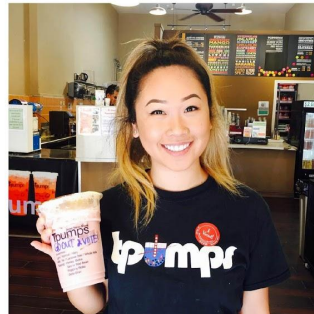
Be creative, don't just use this template as-is!

MOCKUP

[HOME](#)[ABOUT](#)[LOCATIONS/HOURS](#)[MENU](#)

# Tpumps Tuesday

Upgrade your Tpumps to  
PUMBO size every Tuesday for free!



LINK:

<https://kevinlu1.github.io/Website-327Backup/index.html>