

Pink Pink Tea Shoppe



Rainie Dang & Raquel Gonzalez



Design Brief

Pink Pink Tea Shoppe



Goal:

Rebrand Pink Pink Tea Shoppe's website. Making the website easy to use and catch the attention of others, and help those who need to look at the menu beforehand. This new website will make people want to drink healthier boba drinks on any occasion. Whether people want a snack or crave something sweet, it will make them want to go back.

Target Audience

Boba lovers and shoppers at Downtown of San Francisco. Age Range: 18-35 years old.

Delivered

Preproduction, HTML, CSS, and media such as images, audio, and video

Timeline

April 12th 2021 to May 17th 2021

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DES 327.03

Stakeholder Research - Pink Pink Tea Shoppe

Summary: For our small business, we chose Pink Pink Tea Shoppe. This small business is located inside Westfield Mall here in San Francisco. We were only able to get a hold of the marketing manager, Shayna, since the owner is busy according to her.

What we learned from Pink Pink Tea Shoppe, based on the answers, is that they sell healthy boba drinks with less sugar and the tea is brewed the same day and not like other stores that brew the tea for the next day. They like being fresh. Their target audience is young people who enjoy city life and are active on social media, and appreciate the quality of drinks instead of price. Their website is used for introducing the products, updating what's coming soon and telling the brand story. Currently, what they like about their website is that it's simple and gets to the point which we like seeing. On this new website, they want us to keep it simple and cute by using a pink palette, less words, and more big pictures. They want to add new features to their website which will be able to order directly, leave comments, and link to multiplatform social media. The thing that is working on their current website is that they can display videos and pictures and what isn't working is that their website uses a template and can't customize it. At the moment, their main competitors are Yifang and Boba Guys. What makes them different is that Pink Pink Tea Shoppe uses less sugar than other boba shops. Also, their red bean filled boba is unique, and can't find it anywhere else, yum. They hope their customers remember their logo and cheese foam after buying their drink.

Overall, we learned what features and styles the business wants to keep and add to their website. We can use this information to come up with new ideas for rebranding the website.

Competitive Analysis

Company	Pink Pink Tea Shoppe	Boba Guys	Tpumps	Yifang
Brief History of the Company	Local woman-owned small business with a passion for creating fresh and healthy tea drinks.	Two Friends founded Boba Guys to bring quality boba drinks and source responsibly, pride themselves on customer service, and care about what people think	Use loose leaf teas to brew all of their high quality teas and brews them daily to have the best quality tea experience for our Tpumps fans.	Old-fashioned Taiwanese premium tea made with love & real ingredients
Features of the business	- Red Bean Boba - Healthier Boba Drinks - Less Sugar	- Offers Milk and Fruit Teas - Sells Apparel - Boba Kits	- Social Media connected to website - Promotions - Customer Favorites Section	- Offers traditional teas - No Artificial Syrups or Powders
Pain Points of the Business	- Too little pink - Generic - Takes time to load	- Too wordy - No menu - Not enough images	- No pictures of drinks - Squeezed together - Not enough color	- Hard to see - Too much words - No prices
Website Features	- Order option - Pictures and prices of drinks - Simply	- Order Ahead - Direction to Locations - Sections Organized	- Order Ahead - Instagram on the main page - Accessibility menu	- Order Ahead - Option to order through third party - New mobile app

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Bubble Tea User Research

Google Form survey questions:

https://docs.google.com/forms/d/e/1FAIpQLScEOtt9aJ_-bYEjU8oyUefkR7YmC4jbHs2aNJH42SXB_YLb6lw/viewform?usp=sf_link

We had 20 survey participants in this research from different working fields. Most of them are still low-income students. For research on bubble tea drinking frequency, there are 15% who always drink bubble tea, 25% of people often drink bubble tea and 35% drink it sometimes. Their favorite boba stores include Ume, Boba Guys, Plentea, TP Tea, Happy Lemon, Tpumps, 7 Leaves, and Urban Ritual, which are all located around the Bay Area. What users expect to have on boba websites is providing information about the business such as business story, contact, open hours, and locations. They want to see the beautiful menu and pictures of the drinks so they can get a sense of what the drink would look like. For the style, the users want the website to look simple and easy to navigate especially if the store offers online orders. Users don't like some boba websites if they are complicated and spend more time to get to what they are trying to find. Some websites won't update their new menu and information. What attracts users from the current website of Pink Pink Tea Shoppe is the cuteness of the branding and unique drink on their menu; they also like the picture and video on this website. From this research, we learned about the users expectations of a bubble tea website in general and figured out what we should avoid when redesigning a new website. As well as what should be kept from the current website for a good user experience and what should be improved.

Mary Garcia



AGE: 21

GENDER: Female

OCCUPATION: Full-time Student

LOCATION: Nob Hill, San Francisco, CA

INCOME: \$18,000

STATUS: Single

DEVICE USE:

- Iphone 11
- Macbook Air

Bio:

I am Junior in San Francisco State University. I love having a sweet life. I often hang out with my friends for dessert or bubble tea after school or over the weekend. I love explore many bubble tea shops within Bay Area. Bubble tea helps refresh the day after a long school day. I am interested in trying new flavor of bubble tea and unique ingredients. However, I want to start start consuming healthier option food, snack and drink.

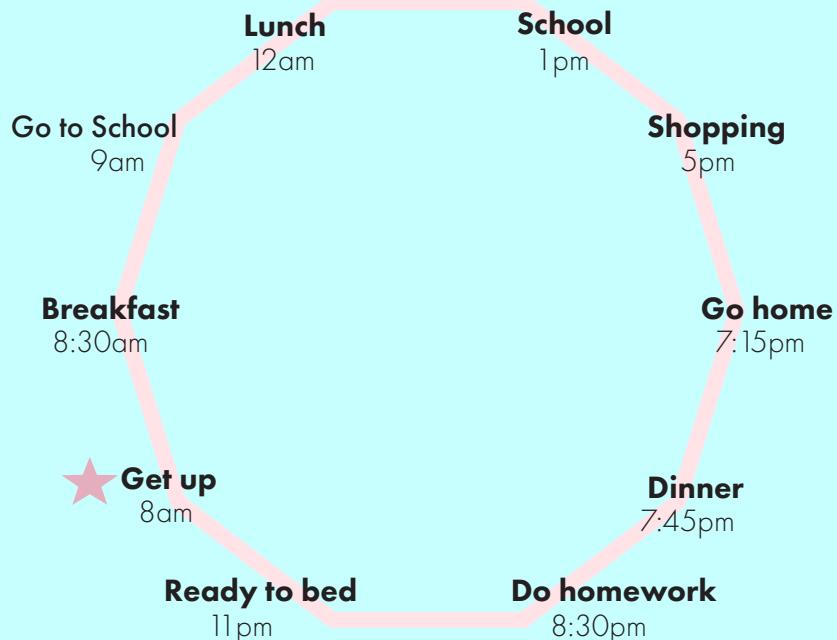
Goal:

- Comsume less sugar.
- Unique recipe drink and new bubble tea flavor.
- Able to order online and come to pickup for saving waiting time.

Frustration:

- The website is hard to use.
- Did not show any drink pictures to know what I am gonna order.

Daily Routine:



Banner

Menu

Add to Cart

Add to Cart

Banner

About Us

About Our Drinks

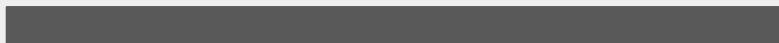
Banner

Contact

Location



Where to Reach Us



Style Tile - Pink Pink Tea Shoppe, Boba Shop



Colors:



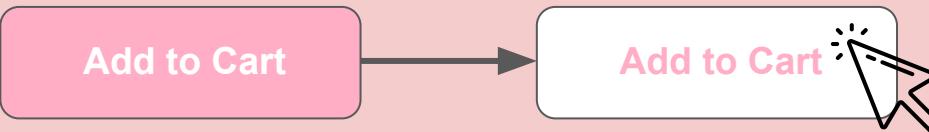
#ffaec5 #ffb5ca #ffbed1 #ffcfdd #ffc2ff

Textures:



Terms: Pink, Cute, Bubbly, Clean, Simple

Interactive:



Typography:

Headline:

Fredoka One 48pt

Subhead:

Futura PT 24pt

Paragraph:

Futura PT Book 12pt

*Lorem ipsum dolor sit amet,
consectetur adipisicing elit, sed do
eiusmod tempor incididunt ut labore
et dolore magna aliqua.*



Pink Pink Tea Shoppe is making best-looking, best-tasting and best-for-you drinks. Fresh fruits, cheese foam made with organic milk and high-quality tea brewed on the same day.

Menu

Cheese Foam Milk



Cheese Foam Milk Tea (\$6.00)

Topped with Tiramisu Cheese

[Add To Cart](#)

Cheese Foam Milk Tea (\$6.00)

Topped with Tiramisu Cheese

[Add To Cart](#)