

PLENTEA

SMALL BUSINESS WEBSITE

Esther Chin, Natasha Sherbaf

PLENTEA



Business Description

San Francisco's handcrafted, uniquely sourced bubble tea. Only the highest ingredients are used and each drink is handcrafted to order and made.

Position Statement

Plentea serves their milk tea in glass bottles in order to reduce waste.

Location(s)

San Francisco, Berkeley

Goal

Simplify and elevate the website with more useful information for the customers to access.

Target Audience

Ages 19-30

Tone

Minimal, simple, user-friendly

COMPETITIVE ANALYSIS

BOBA GUYS



Business Description

Boba Guys serves the highest quality bubble milk tea. Their drinks are free of artificial ingredients and they never use powders. They also use Straus Family Creamery organic milk and house-made syrups instead of non-dairy creamers and fructose.

Position Statement

Stands for quality, customer service and sustainability.

Location(s)

Bay Area, Los Angeles, New York

Platform	Cost	Target Audience
Website	\$4-6	Ages 13-25

Main Features

Drink options are stated clearly. Great amount of information on the "About" page. They offer catering, tea latte and customers can shop their accessories and apparel.

Main Pain Points

Home page is a little too congested. Prices are not displayed online. "How To Order" section is hard to read.

Visual Style

Simple, large fonts, many photos and customer statements

COMPETITIVE ANALYSIS

GONG CHA



Business Description

At Gong Cha, they serve freshly brewed premium quality bubble teas. Drinks can be blended with a variety of fruits, toppings and creative mixes. Their teas and tapioca pearls are kept fresh every four hours.

Position Statement

One of the most recognized bubble tea brands around the world. Known for quality tea and service, Gong Cha has withheld its reputation against many existing competitors.

Location(s)

California, New York, Massachusetts, Texas, New Jersey

Platform	Cost	Target Audience
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Website	\$4-7	Ages 13-30
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Main Features

Prices of the drinks are stated. Allow customers to download menu. Able to check gift card balance at the top right as soon as website page opens.

Main Pain Points

Not all locations are listed under "Locations". On the home page, the paragraph is way too close to the slideshow.

Visual Style

Simple and minimal, color palette is narrow: gray, white, black, and red

COMPETITIVE ANALYSIS

TPUMPS



Business Description

At Tpumps, they serve freshly brewed premium teas; loose leaf teas are used and are individually selected to ensure the best quality.

Position Statement

Use a digital loyalty program to engage customers in a fun way.

Location(s)

Bay Area, Los Angeles

Platform Cost Target Audience

Website \$1.50-5 Ages 16-24

Main Features

Colour scheme on the "Menu" page pops.

Main Pain Points

Site is not responsive, bad quality photos.

Visual Style

Outdated, a lot going on

INTERVIEWEE 1



Samuel

Gender: Male

Age: 22

Occupation: Graduate Student

Residence: San Francisco

Defining Adjectives: Down to Earth, Funny,
Boba Addict

Sam is a newly graduated student. During his free time, he enjoys hanging out with his friends, playing his PlayStation 4 as well as watching TV shows. He also loves exploring the area and tries out different boba places; his standards of boba are high quality tea and tapioca balls.

Interview Questions

What device(s) do you use?

iPhone 7, MacBook Air.

Have you ever had boba tea? If yes, which establishments do you go to and why?
Yes, I've had boba tea. The establishments that I've been to would be Boba Guys and My Cup of Tea. In terms of Boba Guys, they really go out of their way to explain why their boba is different and how it's of high quality! For My Cup of Tea, it's great too in terms of their milk tea but the size difference between each cup is so tremendous (with only \$0.50 of a difference). Seriously, a bargain!

Have you ever used/visited a website/mobile app of a boba place? If yes, what do you look for when you are on the site?

I normally use Yelp as it tells me the ratings of boba shops. Through that, I would use that list as a baseline of what's good and try the shops to gauge which stores have better drinks.

Have you tried/heard of Plentea?
I've never tried Plentea.

Have you been on Plentea's website? If yes, what do you like and don't like about it?
I just saw their website and it looks super simple and understandable! Definitely a place I want to visit and try!

INTERVIEWEE 2



Jin Hao

Gender:	Male
Age:	23
Occupation:	Graduate Student
Residence:	San Francisco
Defining Adjectives:	Fun, Good Listener, Deep Thinker

Jin is a new graduate student who enjoys spending time with nature. He loves to eat and explore different parts of San Francisco. Whenever he finds time, he will definitely hit the gym for a workout to stay fit and healthy.

Interview Questions

What device(s) do you use?

iPhone 7, MacBook Air.

Have you ever had boba tea? If yes, which establishments do you go to and why?
Yes, and if I have to choose, I would say Tancca, just because it is not a spot that is overcrowded with people and they serve decent boba at a reasonable pricing.

Have you ever used/visited a website/mobile app of a boba place? If yes, what do you look for when you are on the site?

Usually I just order off from Yelp, they have a pretty direct user interface. Personally I would love to see more product pictures instead of just a sentence of the product name; sometimes I get attracted by the name of the tea, but not knowing how the tea looks like frustrates me.

Have you tried/heard of Plentea?

Yes.

Have you been on Plentea's website? If yes, what do you like and don't like about it?
Yes. I like how simple it looks, and the color is vibrant, not too dark. The organization of the website is great, it has little description of the products that tells its benefits and its ingredients. Also the font and its size are perfect for my eyes. And if I have to be critical, maybe the quality of the products can be improved, so it matches the elegance of the webpage design and colors.

INTERVIEWEE 3



Mun Yee

Gender: Female

Age: 23

Occupation: Audio Analyst

Residence: San Francisco

Defining Adjectives: Social Media Addict,
Loud, Optimistic

Mun Yee is a college graduate and she is currently working at Google as an audio analyst. Aside from working, she usually spends her time at the gym.

Interview Questions

What device(s) do you use?

iPhone 7, MacBook Air.

Have you ever had boba tea? If yes, which establishments do you go to and why?

Yes, Boba Guys. They use natural ingredients for their teas and the tapioca pearls are chewy, not under or over cooked.

Have you ever used/visited a website/mobile app of a boba place? If yes, what do you look for when you are on the site?

No. But if I were to visit a boba place website, most likely to look for tea ingredients or catering services.

Have you tried/heard of Plentea?

No.

Have you been on Plentea's website? If yes, what do you like and don't like about it?

No.

INTERVIEWEE 4



Niaz

Gender: Female

Age: 26

Occupation: Transaction Coordinator

Residence: Los Gatos

Defining Adjectives: Outgoing, Empathetic,
Compassionate, Energetic

Niaz is very into fitness and health, she especially loves to hike and swim. She works a 9-5 job that may require working weekends and she is always very busy with running life errands, it eats away at her mind if she doesn't tackle them.

Interview Questions

What device(s) do you use?

Cell phone, laptop.

Have you ever had boba tea? If yes, which establishments do you go to and why?

Yes. I went to Jazen tea for my first boba experience and it was awful. Good customer service is a must.

Have you ever used/visited a website/mobile app of a boba place? If yes, what do you look for when you are on the site?

No.

Have you tried/heard of Plentea?

No.

Have you been on Plentea's website? If yes, what do you like and don't like about it?

No.

INTERVIEWEE 5



Quynh

Gender:	Female
Age:	33
Occupation:	Accounts Payable
Residence:	San Jose
Defining Adjectives:	Reserved, Picky, Happy, Caring

Quynh is a mother of a 1 year old girl, but also works full time. She loves food yet is very picky. When she is not at work, she is taking care of her baby girl, cooking at home, or trying delicious restaurants.

Interview Questions

What device(s) do you use?
iPhone, laptop, desktop.

Have you ever had boba tea? If yes, which establishments do you go to and why?
Yes. Gongcha, Tpumps, Teaspoon, Tea Era and Happy Lemon. I go to Happy Lemon the most because I like the quantity of their tea the best. Price does not matter to me.

Have you ever used/visited a website/mobile app of a boba place? If yes, what do you look for when you are on the site?
Yes, I order ahead of time mostly. Quick ordering options, customizations are important (sugar and ice levels, etc).

Have you tried/heard of Plentea?
No.

Have you been on Plentea's website? If yes, what do you like and don't like about it?
No.

PERSONA



Rachel

Gender:	Female
Age:	25
Occupation:	Administrator
Residence:	San Francisco
Defining Adjectives:	Down to Earth, Funny, Outgoing, Hardworker

Biography:

Rachel is a newly graduated student and a major foodie. During her free time, she enjoys hanging out with her friends, going on hikes and listening to music. She also loves exploring the area and trying out different food and boba joints. She lives on her own and works as an executive assistant at a highly recognized firm.

Goals:

- Quick and easy lifestyle.
- Healthy and natural ingredients in products consumed.

Frustrations:

- Complicated websites with too much going on.
- Not having visual aids for products.

Devices used:

iPhone 7, MacBook Air.

Influences:



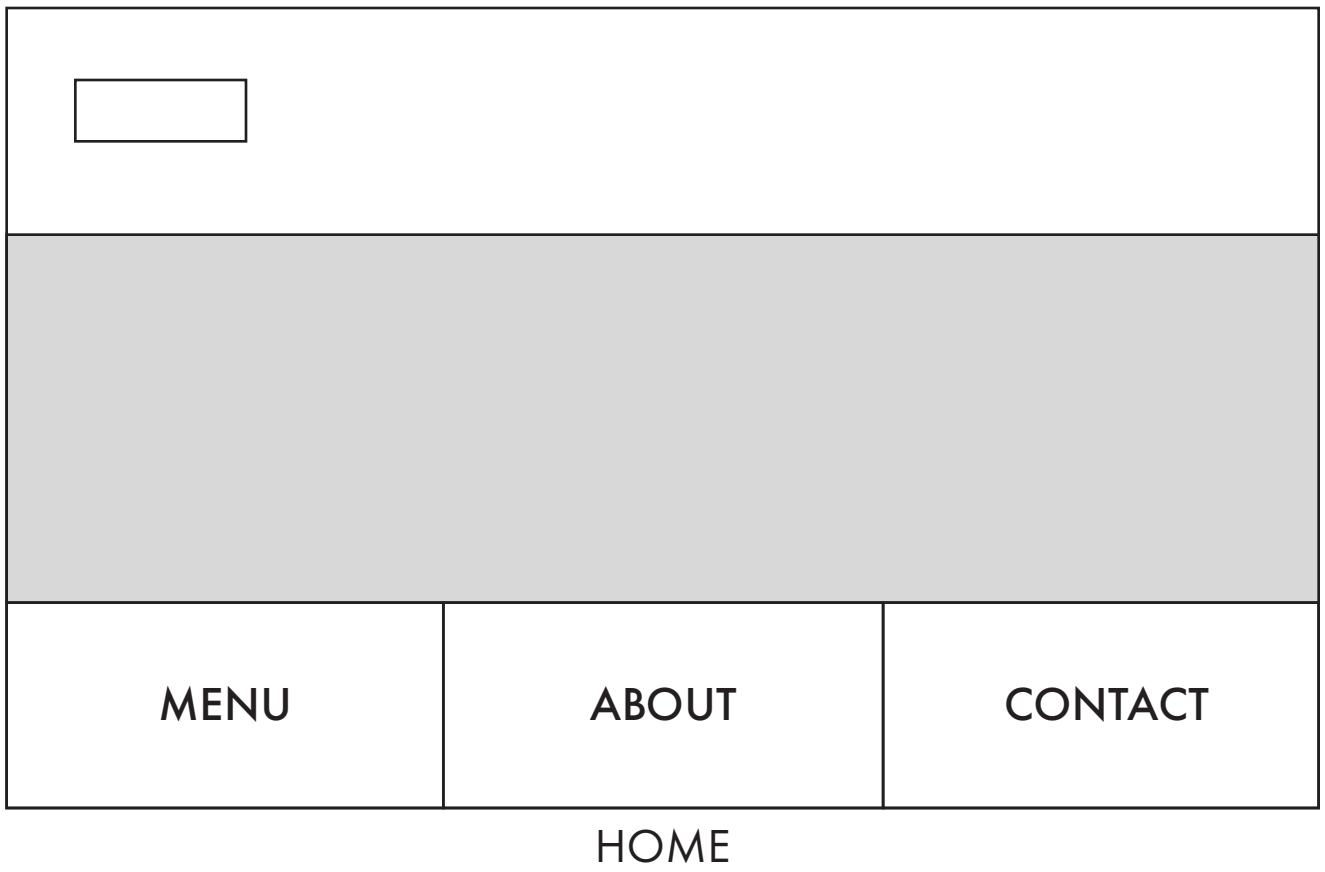
Favorite Websites/Apps:



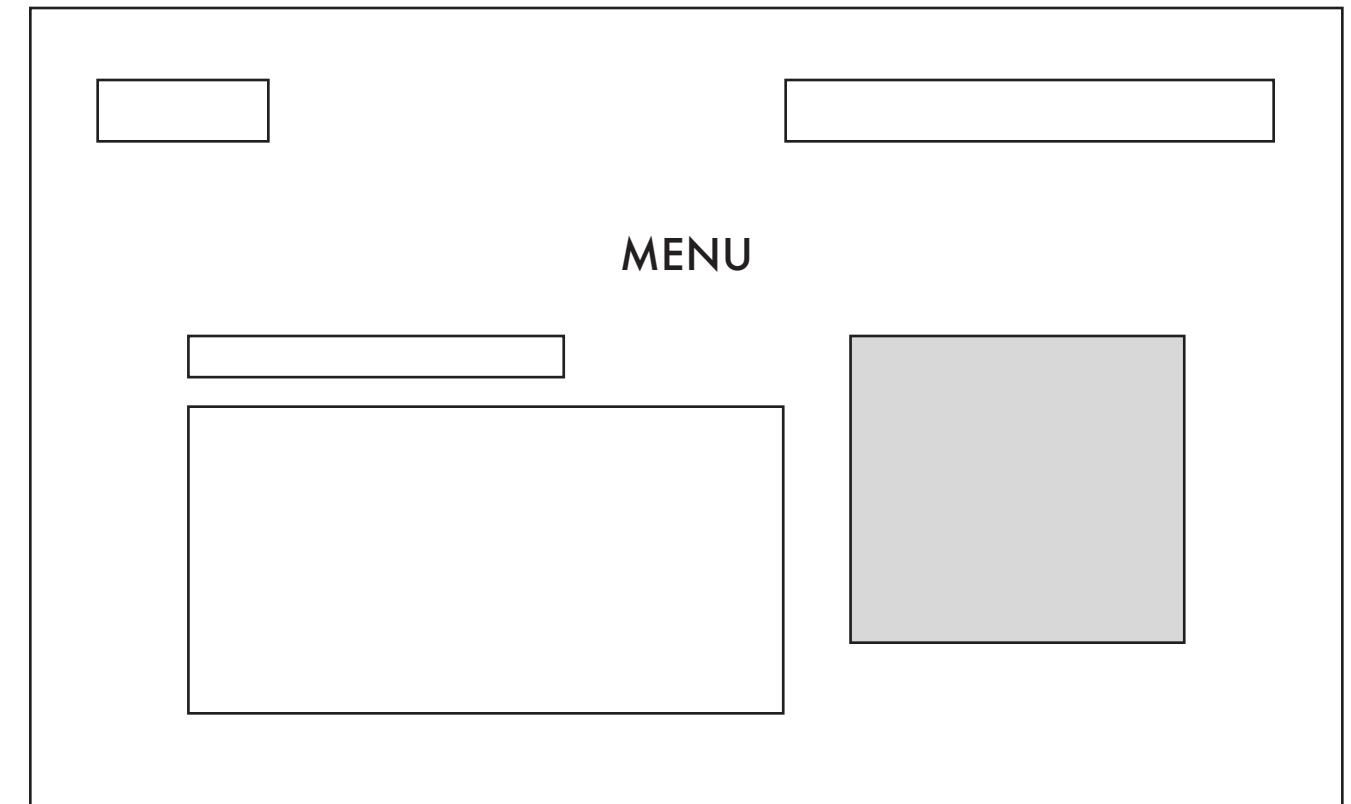
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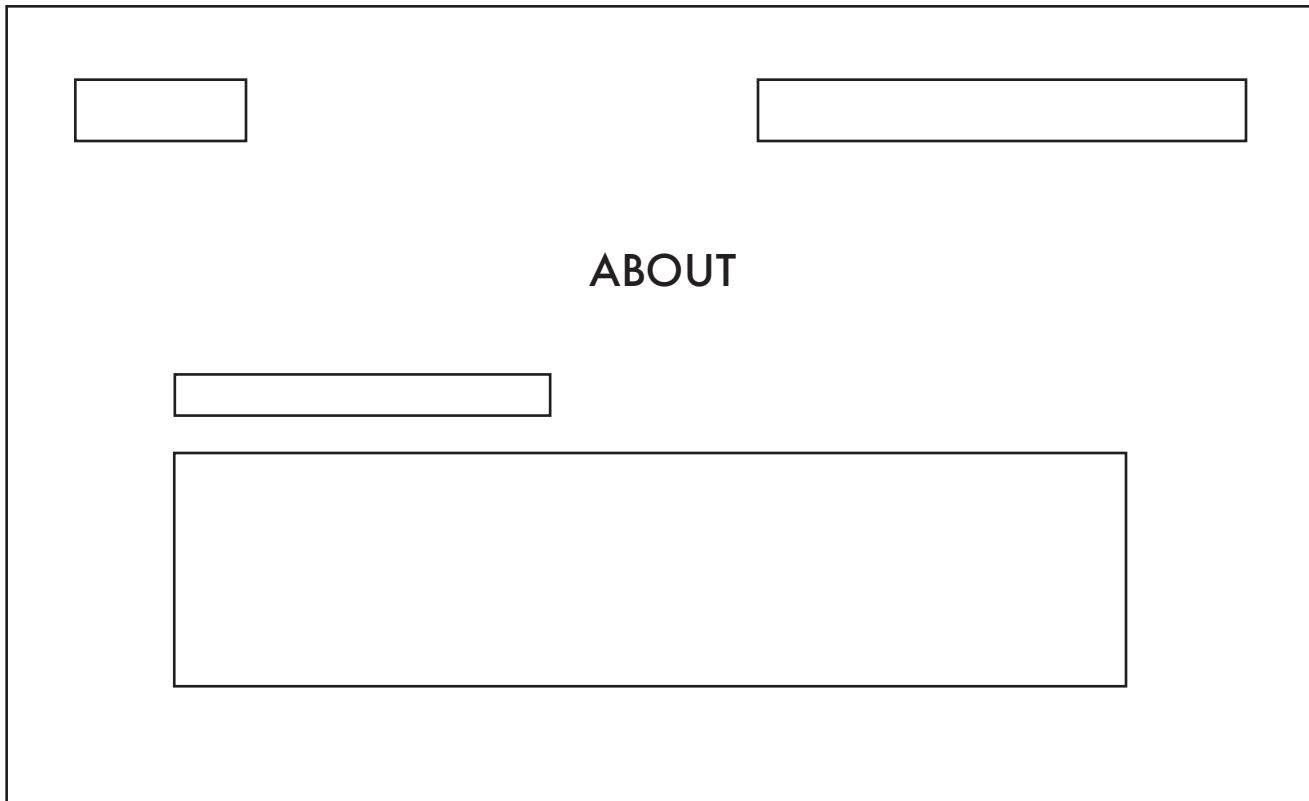
WIREFRAMES



HOME

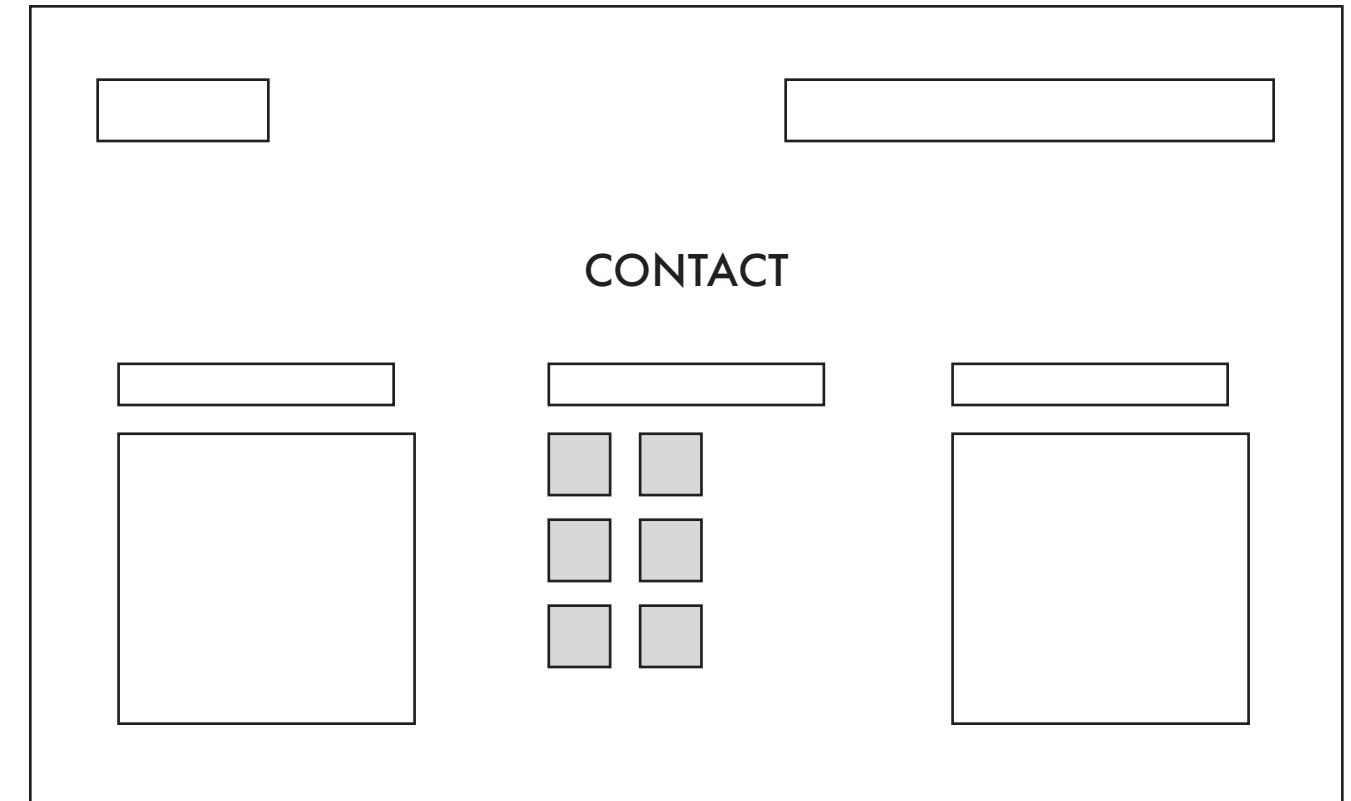


MENU



ABOUT

ABOUT



CONTACT

CONTACT

STYLE GUIDE

HEADLINE

Futura PT Demi 40pt

SUBHEAD

Futura PT Demi 25pt

Futura PT Heavy

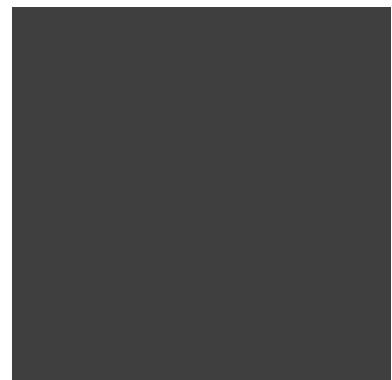
Futura PT Demi

Futura PT Medium

Futura PT Book

Here is an example of paragraph. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec quis tempor tortor. Suspendisse a tristique ante. Praesent semper tincidunt faucibus. Proin condimentum vestibulum enim, ac mollis ligula.

EB Garamond



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#badc8b



#8cc63f



#384f19

CLEAN

COMPREHENSIVE

INFORMATIVE

INTERACTIVE

SIMPLE

MOCKUPS - HOME



The Original Glass Bottle Milk Tea

MENU

ABOUT

CONTACT

MOCKUPS - MENU



[Menu](#) [About](#) [Contact](#)

Menu

Classic Milk Tea

Organic loose leaf tea hand shaken with housemade simple syrup and your choice of dairy. We carry Clover Stornetta, Silk, and Califia dairy. Sweetness can be adjusted to your personal preference.

House Blend

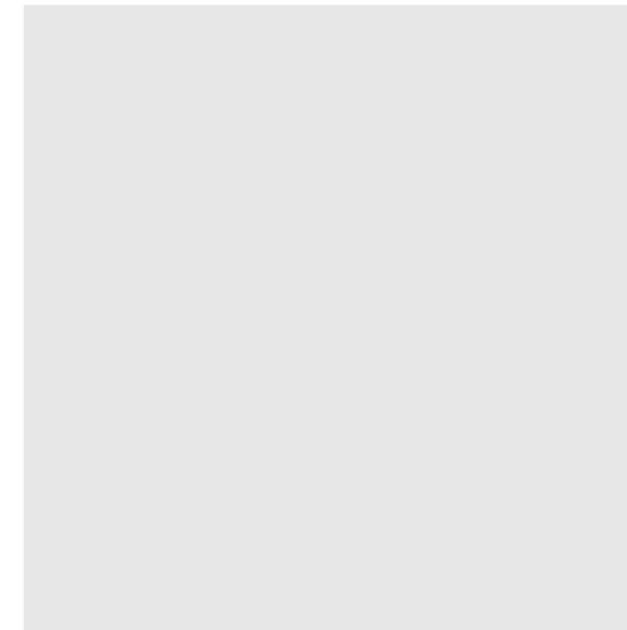
Organic black tea. Notes of chocolate, full bodied, with a sweet finish. 4.50

Jasmine Green

Organic green tea scented with jasmine. Sharp, refreshing, with light floral notes. 4.50

Roasted Oolong

Organic green oolong. Lightly roasted, nutty, with a smooth, mild finish. 4.50



MOCKUPS - ABOUT



Menu

About

Contact

About

Our Story

San Francisco's Handcrafted, Uniquely Sourced Bubble Tea

Henry Tang always wanted to share his love of handcrafted things with the world. Growing up in China, he witnessed people making everyday items with loving care. High quality ingredients were also cherished — especially when it came to tea.

It's no wonder that San Francisco, with its artisan shops and foodie culture, held a particular appeal to Henry. When Henry began dating his wife, Yan, one of their favorite pastimes was exploring the various milk tea shops in San Francisco. Yan loved milk tea and would sometimes drink two cups a day!

However, Henry's first sip of milk tea in San Francisco left him unsatisfied and disappointed. "Is this what people think milk tea tastes like?" He was even more dismayed when he researched the ingredients and learned that most milk tea contained harmful preservatives, artificial ingredients, and synthetic chemicals. He worried that the milk tea that brought his wife so much joy was actually doing her harm.

MOCKUPS - CONTACT



[Menu](#) [About](#) [Contact](#)

Contact

Location

San Francisco

341 Kearny Street
(415) 757-0223
Monday-Sunday: 11 a.m. – 11 p.m.

Berkeley

2430 Durant Avenue
(510) 280-5678
Monday-Sunday: 12 p.m. – 10 p.m.

Social



Join Our Team

Positions available at both San Francisco and Berkeley locations. Please email plenteaus@gmail.com or submit your application here and specify which location you are interested in.

Catering

We would love to be a part of your next event! Please submit your inquiry [here](#).

Plentea URL - <http://esthchin.github.io/index.html>