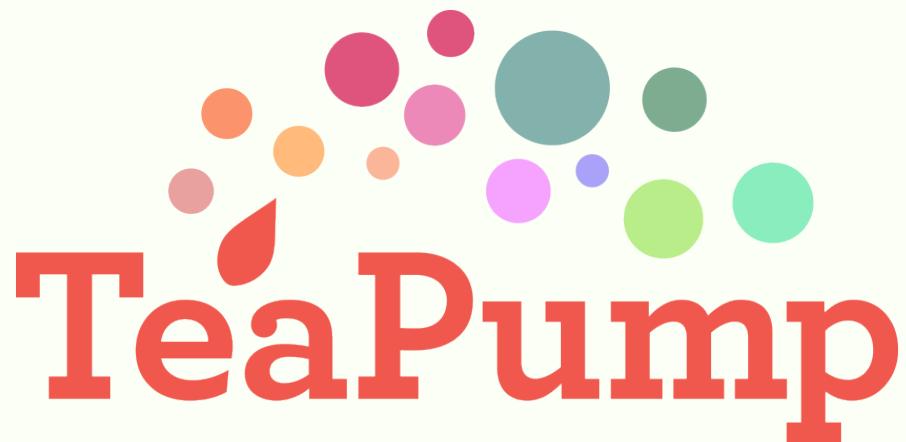


Dominic Pedruco

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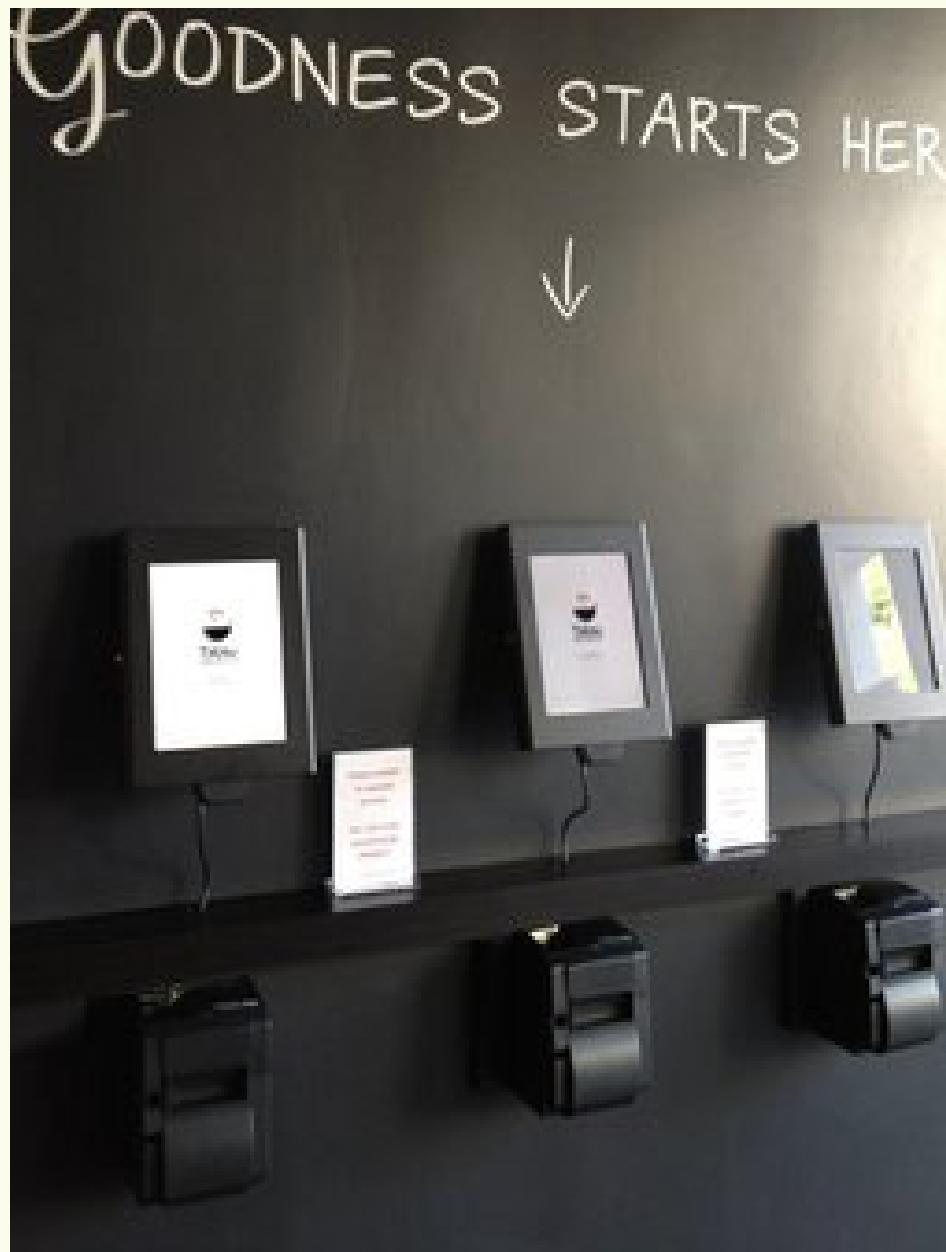
# Project Overview

## Problem

There is always a constant long line at a local boba teashop, TeaPump, sometimes being an hour wait for a drink. It causes sidewalk congestion and neighboring businesses are frustrated with the TeaPump customers loitering on the sidewalk waiting for their drink to be made. Another problem is that customers can't see how many loyalty points they've collected because it's collected by phone number. Occasionally orders are mixed up because of name (human error)



# Project Overview



## Solution

1.) Mobile Application: customers can order/pay, be notified how long it's going to take for drinks to be made, gain loyalty points, and be notified of promotions.

- Order products from a menu and customize drinks
- Make a mobile payment transaction with credit/debit cards
- Be notified when their order is ready for pickup. Also customers would be given an estimated time of how long it would take.
- Gather coupons and promotions to keep users checking in through the app.
- Keep the app secure with a pin

2.) Ordering System with iPads: Rather than having a cashier, there could be a system where customers can order from an iPad and be given a receipt that tells them when their order will be ready. This ordering process can also be linked to the mobile application account where the customer collect stamps through their phone number. Rather than having a few cashiers, there can be just one customer assistant like a self check out to manage the flow of service. Workers can be utilized elsewhere and focused on making more drinks.

By regulating the ordering process and cutting down on lines, there could be tables and seats with the free space.

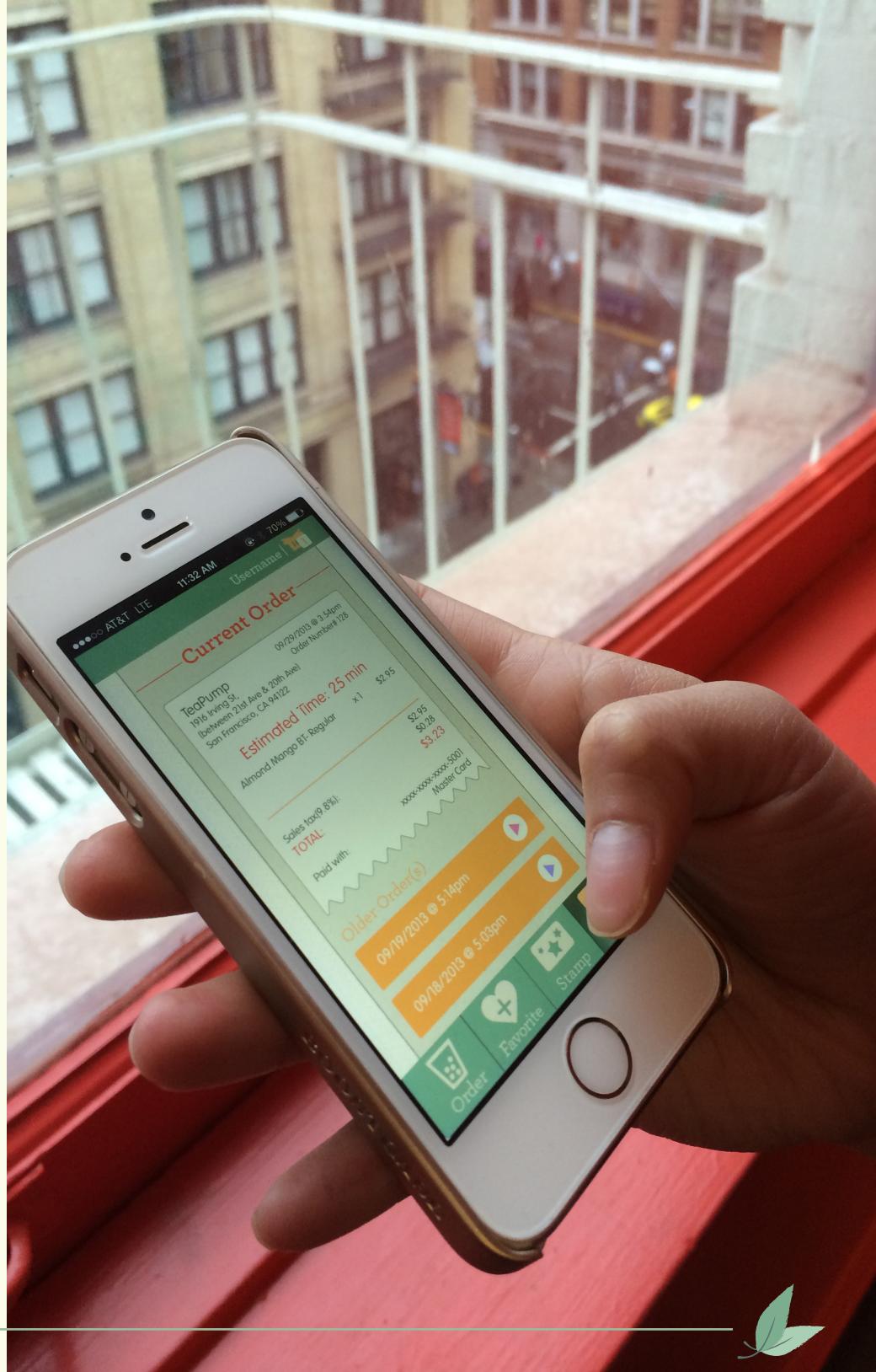
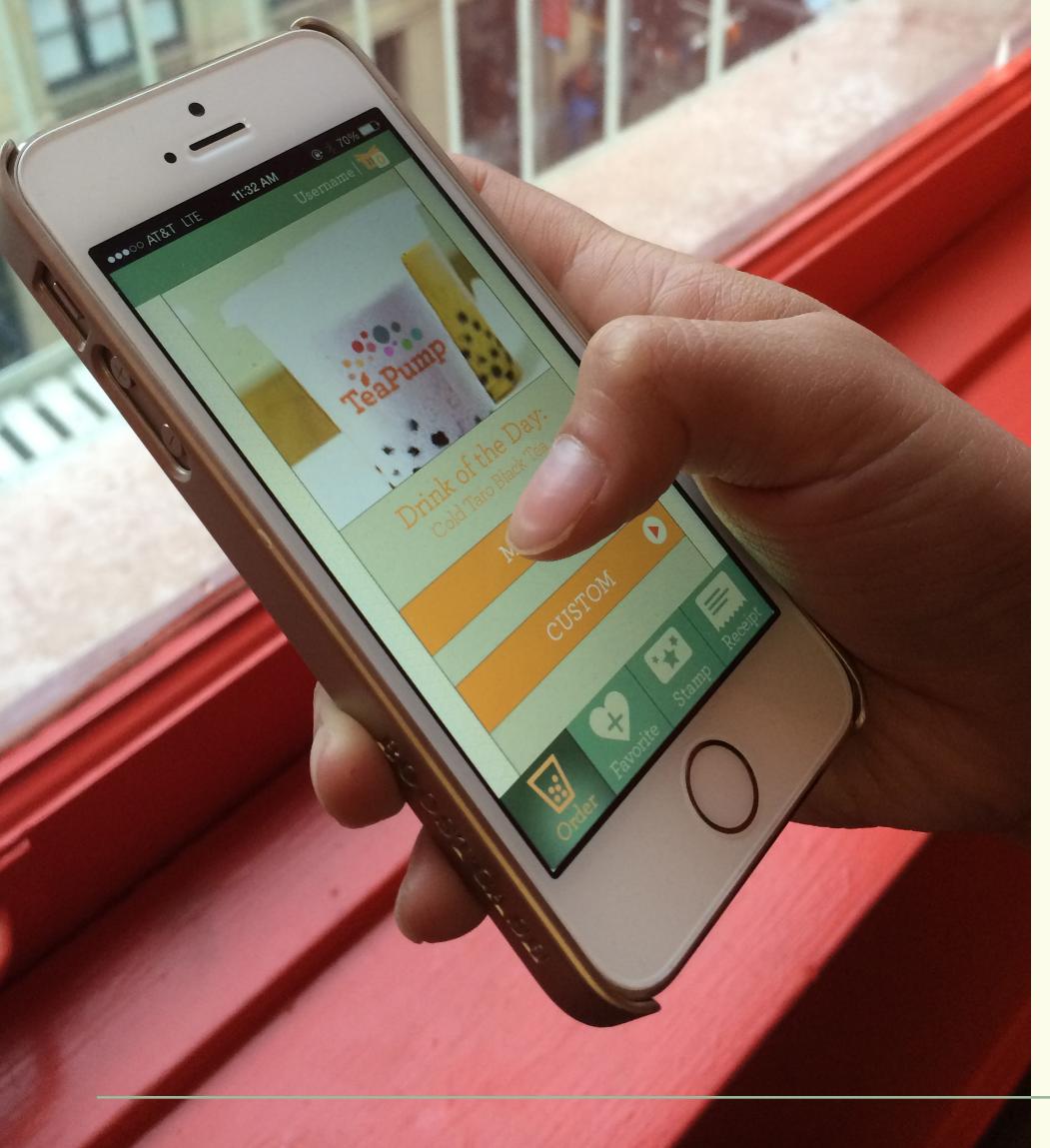


Staging

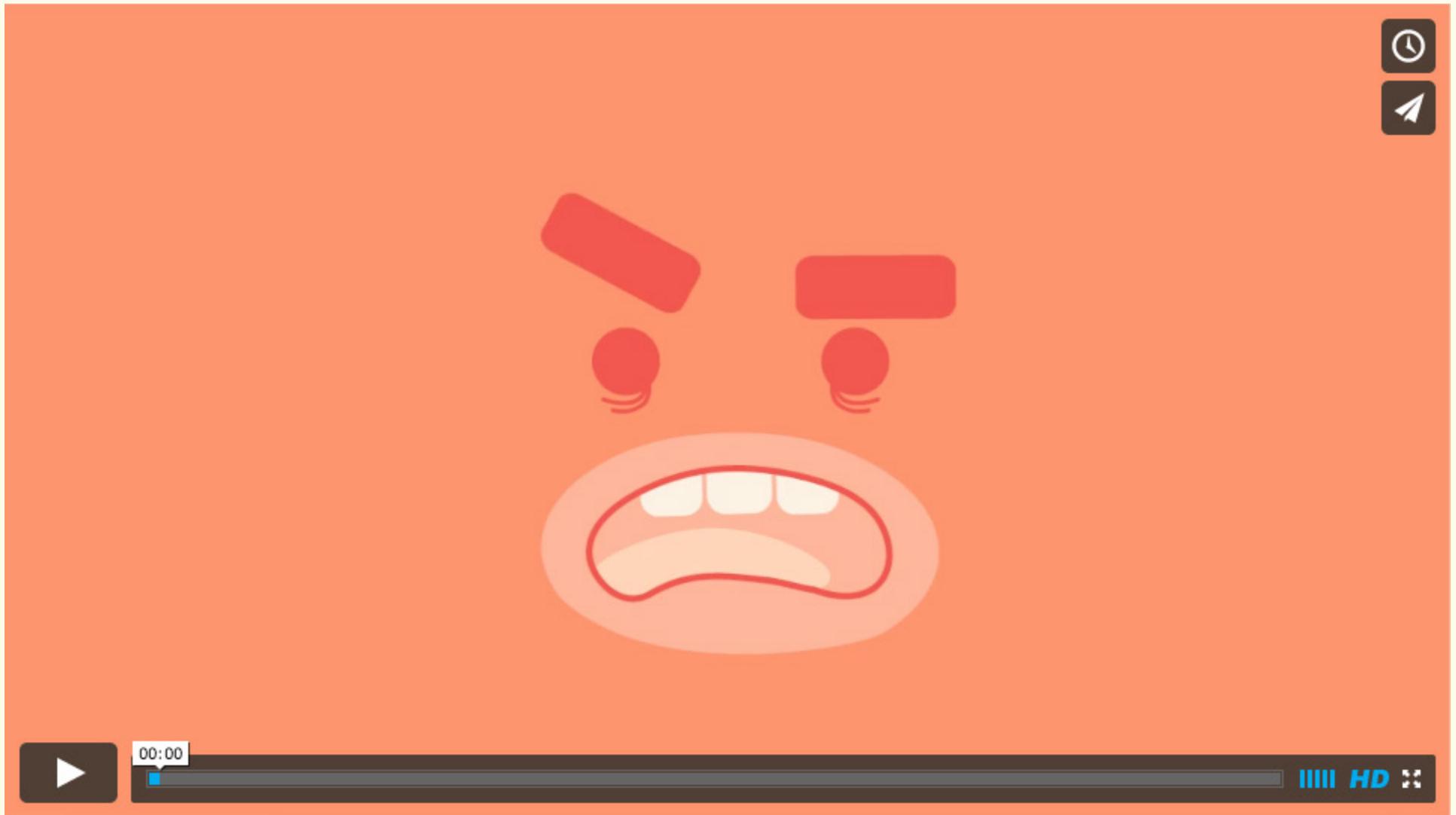
# Order Here



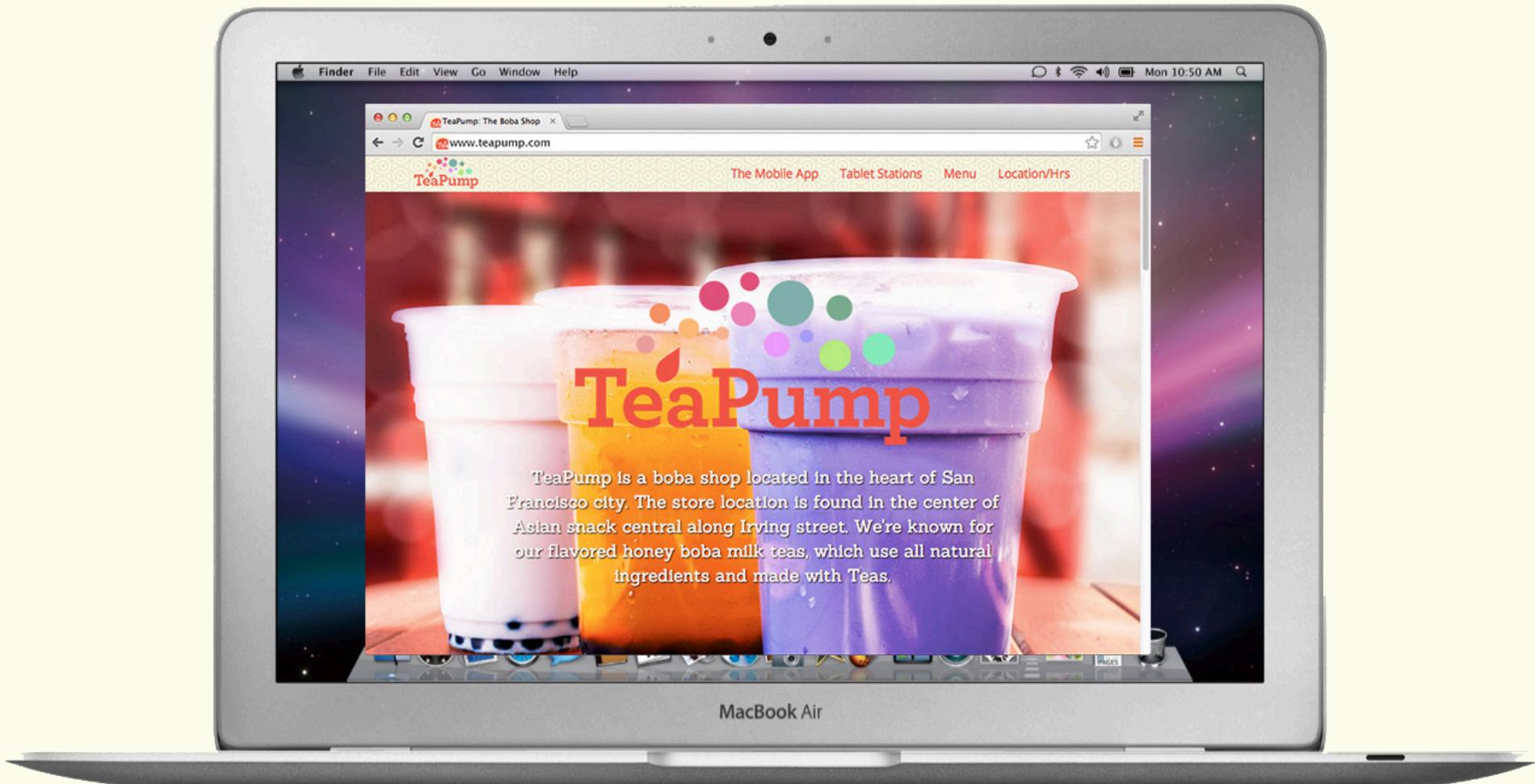
# Staging



# Walkthrough



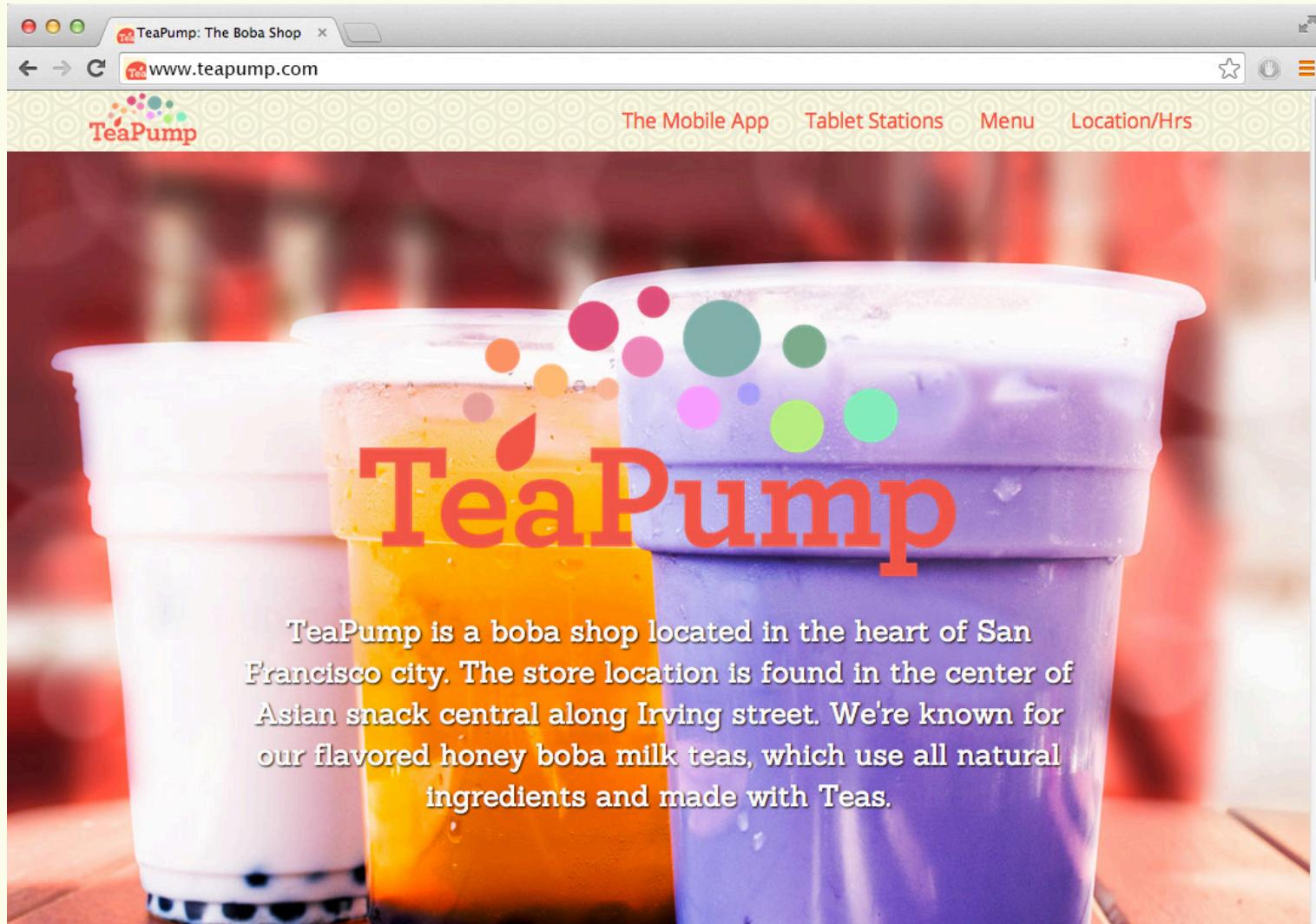
## Shop Website



MacBook Air



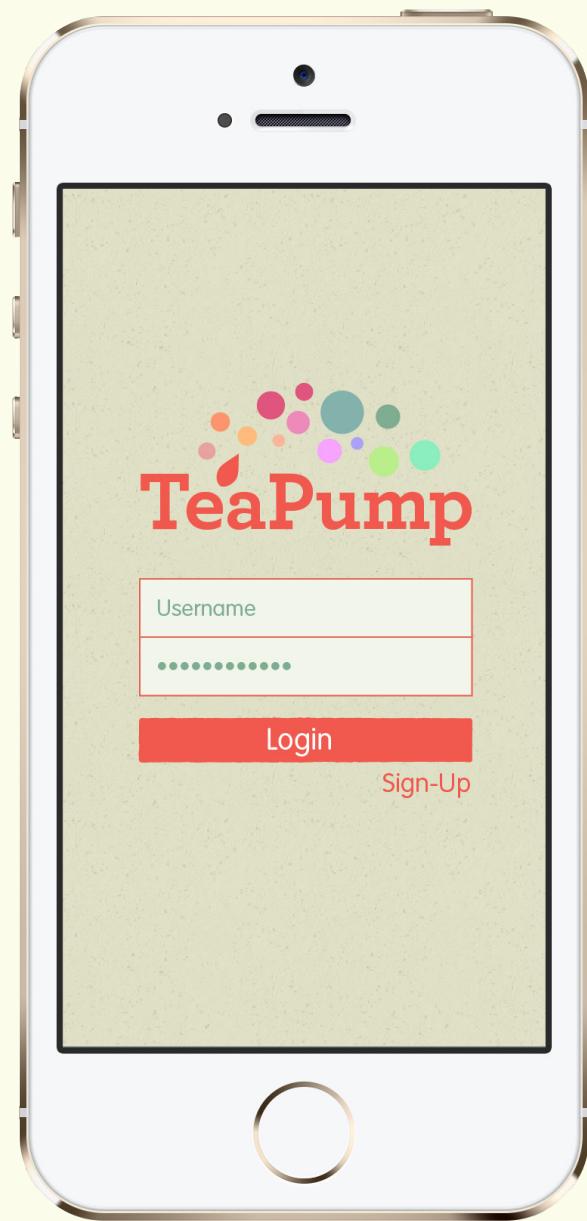
Shop Website



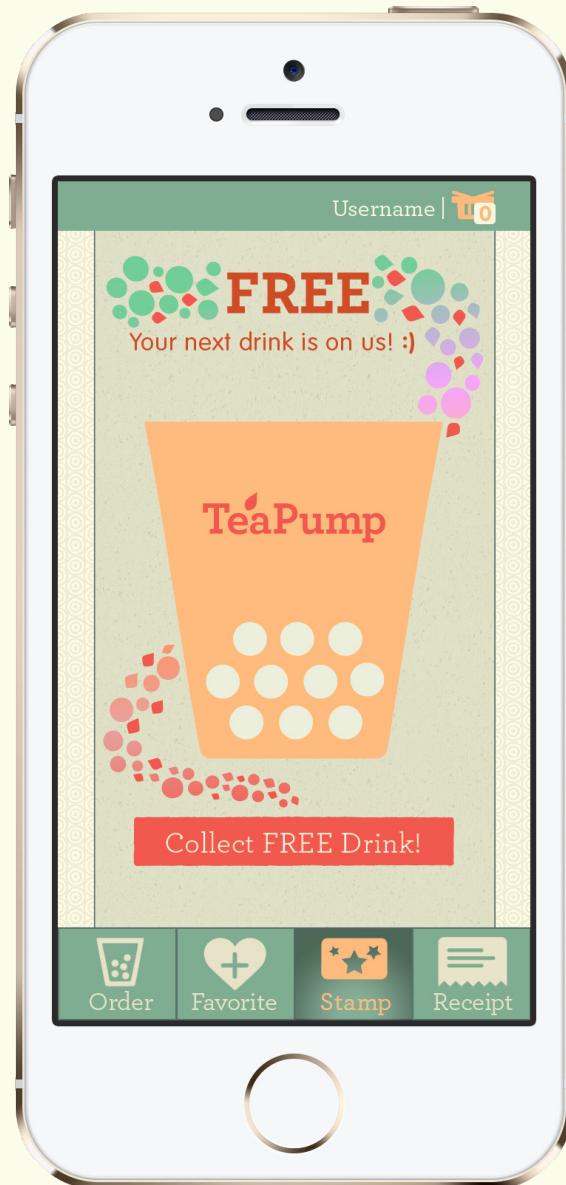
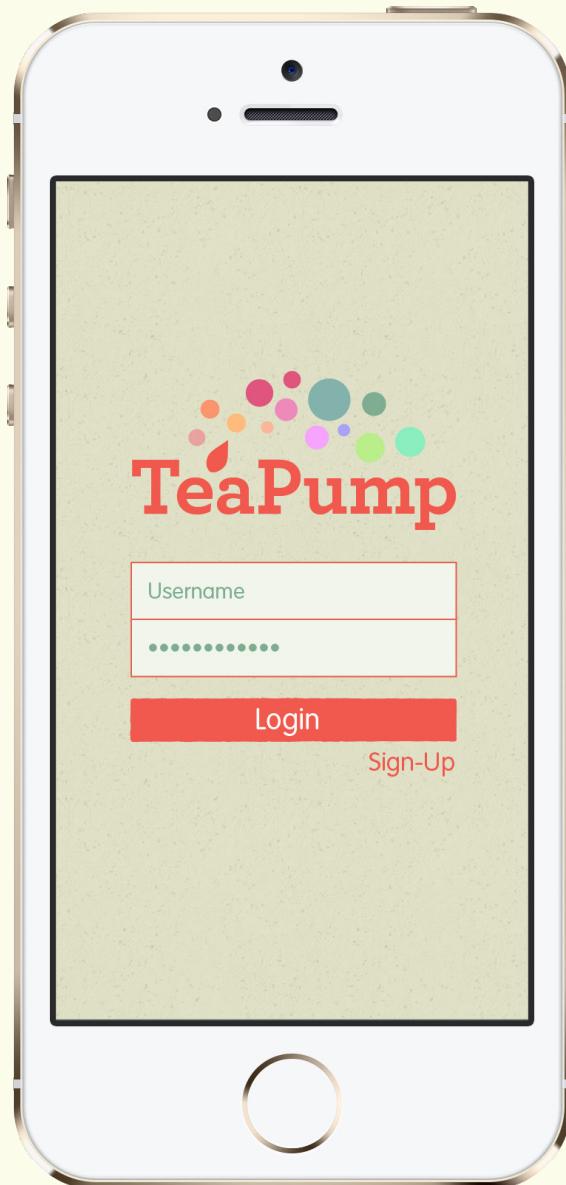
TeaPump is a boba shop located in the heart of San Francisco city. The store location is found in the center of Asian snack central along Irving street. We're known for our flavored honey boba milk teas, which use all natural ingredients and made with Teas.



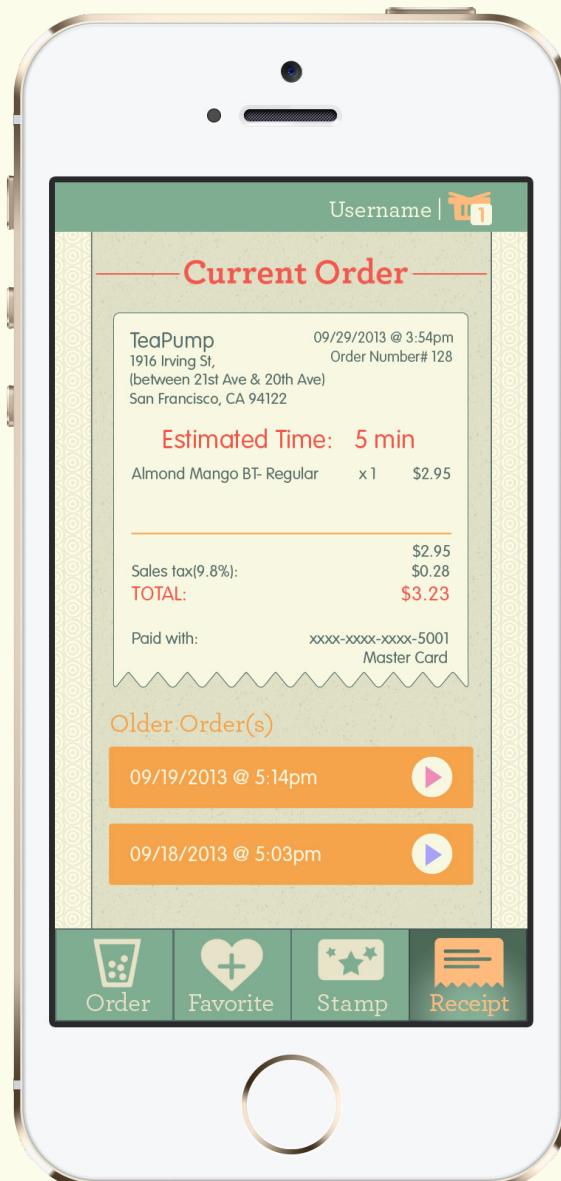
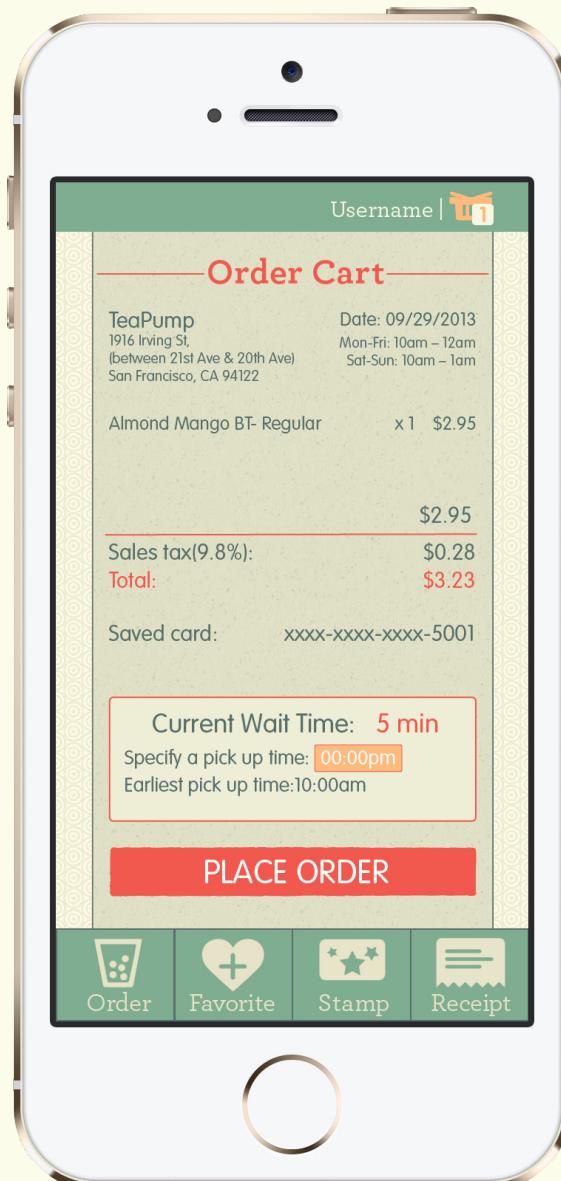
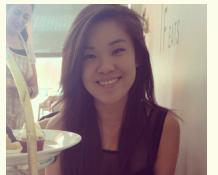
# App Prototype



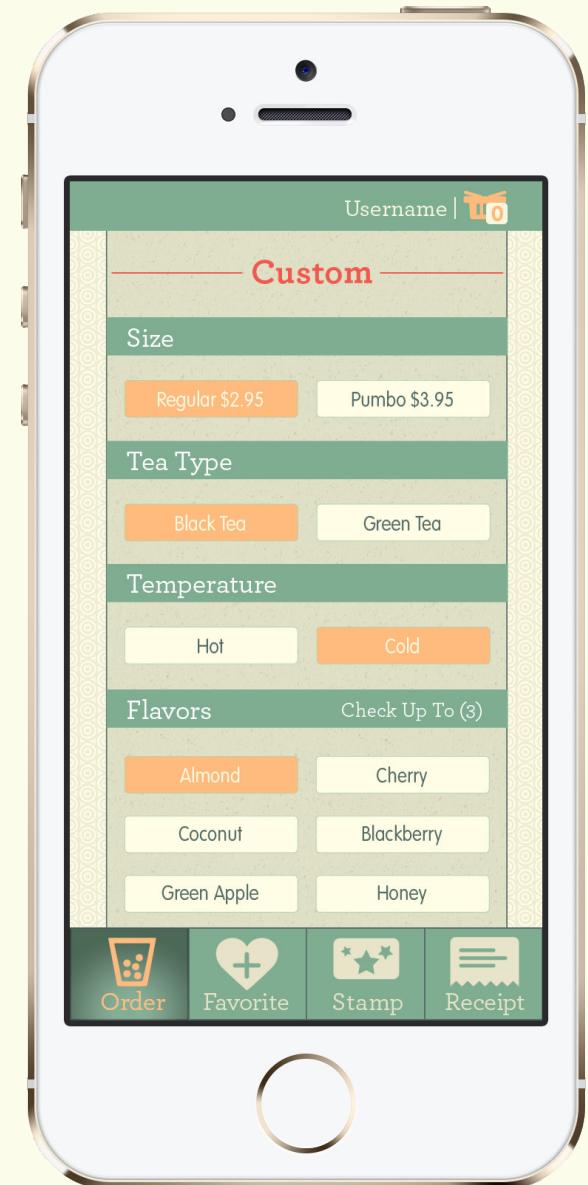
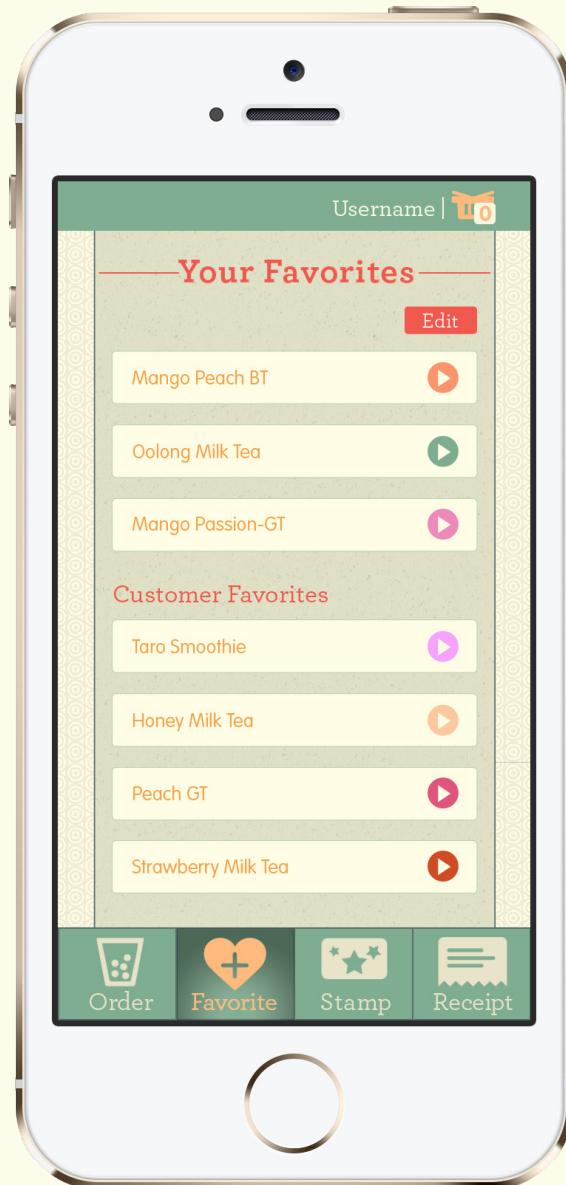
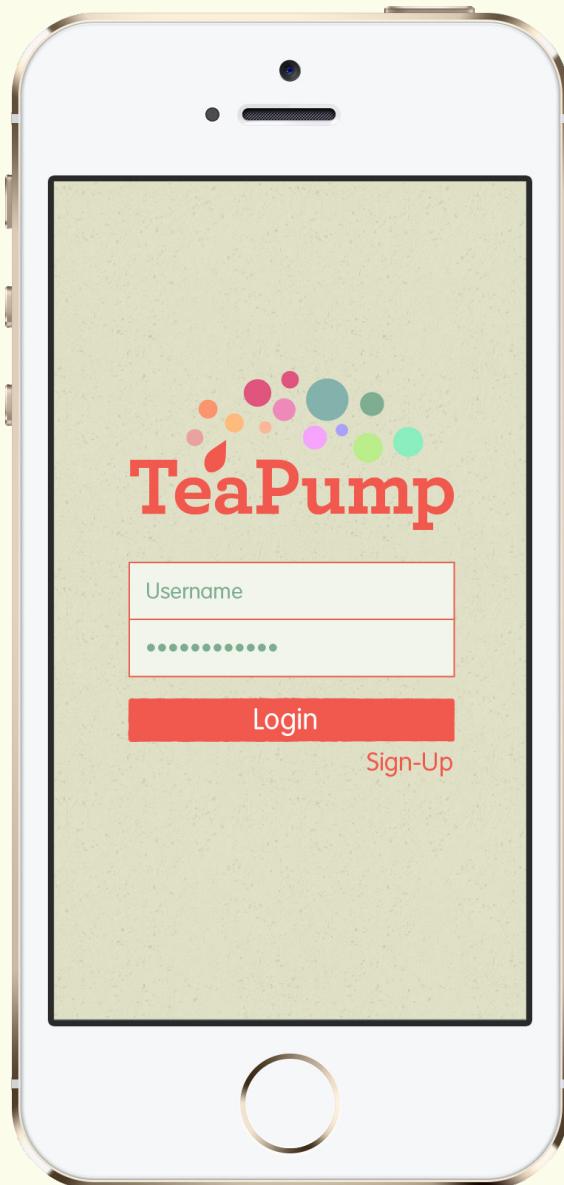
# Persona #1



# Persona #1



## Persona #2



# Persona #2



This screenshot shows the Order Cart page of the TeaPump app. At the top, there's a header bar with "Username | Tp" and a profile icon. Below it is a section for "Order Cart" with the following details:

**TeaPump**  
1916 Irving St,  
(between 21st Ave & 20th Ave)  
San Francisco, CA 94122

Date: 09/29/2013  
Mon-Fri: 10am – 12am  
Sat-Sun: 10am – 1pm

Almond Mango BT- Regular      x 1      \$2.95

**\$2.95**

Sales tax(9.8%):      \$0.28

**Total:**      **\$3.23**

Saved card:      xxxx-xxxx-xxxx-5001

**Current Wait Time: 5 min**

Specify a pick up time: **00:00pm**

Earliest pick up time: **10:00am**

**PLACE ORDER**

At the bottom are four buttons: Order, Favorite, Stamp, and Receipt.

This screenshot shows the Current Order page of the TeaPump app. It displays the following information:

**TeaPump**      09/29/2013 @ 3:54pm  
1916 Irving St,  
(between 21st Ave & 20th Ave)  
San Francisco, CA 94122

**Estimated Time: 5 min**

Almond Mango BT- Regular      x 1      \$2.95

**\$2.95**

Sales tax(9.8%):      \$0.28

**TOTAL:**      **\$3.23**

Paid with:      xxxx-xxxx-xxxx-5001  
Master Card

**Older Order(s)**

09/19/2013 @ 5:14pm      **[play button]**

09/18/2013 @ 5:03pm      **[play button]**

At the bottom are four buttons: Order, Favorite, Stamp, and Receipt.

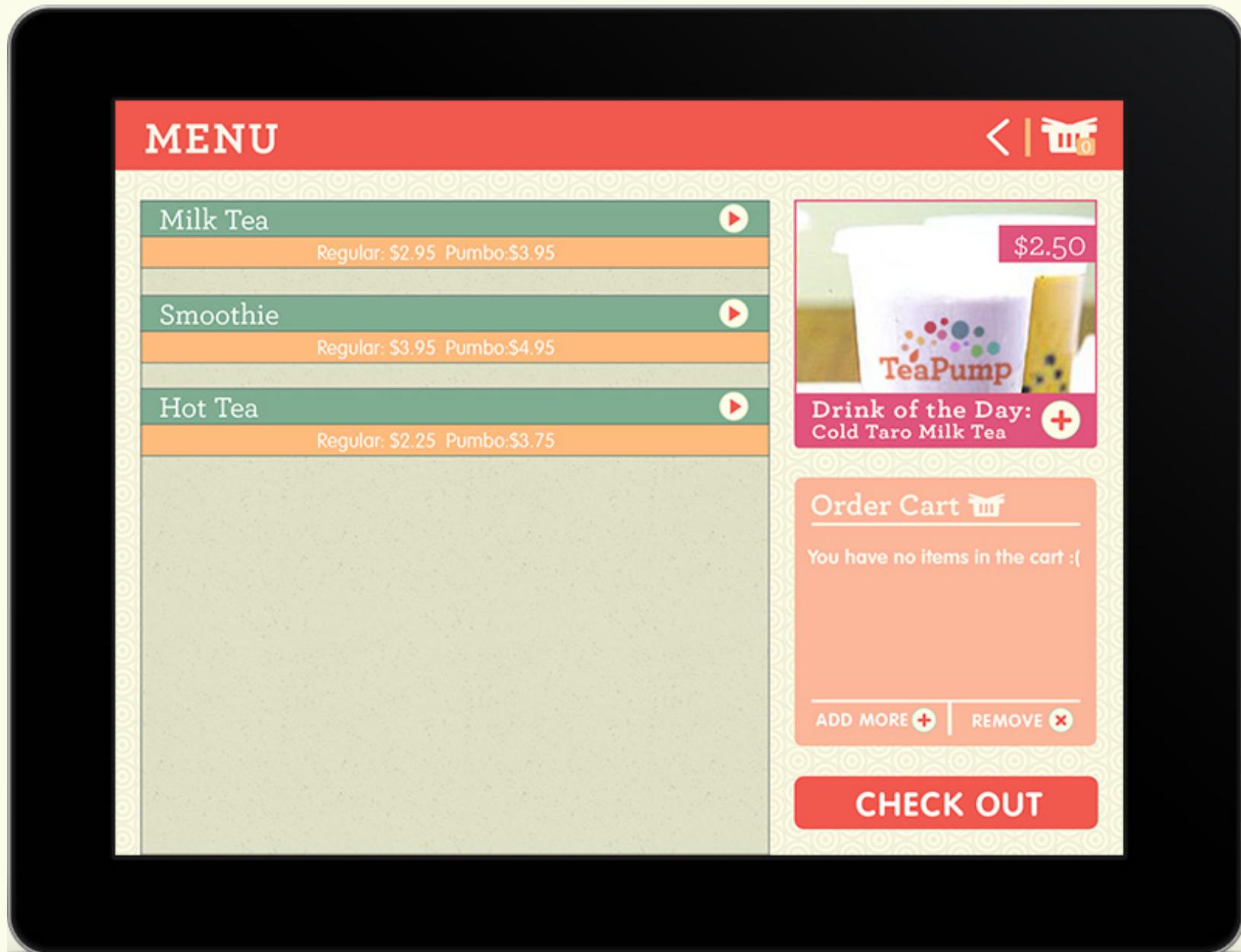
This screenshot shows the #TeaPump feed page of the TeaPump app. It features a header with "Explore" and "#TeaPump" and a post count of "23,429 Posts". Below the header is a grid of 12 thumbnail images showing various tea-related photos. At the bottom is a navigation bar with icons for Home, Star, Instagram, Heart, and List.



## Ordering iPad



# Ordering iPad



# Ordering iPad

## MENU

< | 

**Milk Tea**

Regular: \$2.95 Pumbo:\$3.95

Almond	Honey	Pomegranate
Blackberry	Honeydew	Raspberry
Blueberry	Lychee	Strawberry
Cherry	Mango	Tangerine
Chocolate	Passion Fruit	Taro
Coconut	Peach	Watermelon
Green Apple	Peppermint	Green Apple

**Smoothie**

Regular: \$3.95 Pumbo:\$4.95

**Hot Tea**

Regular: \$2.25 Pumbo:\$3.75

\$2.50



Drink of the Day: +  
Cold Taro Milk Tea

**Order Cart** 

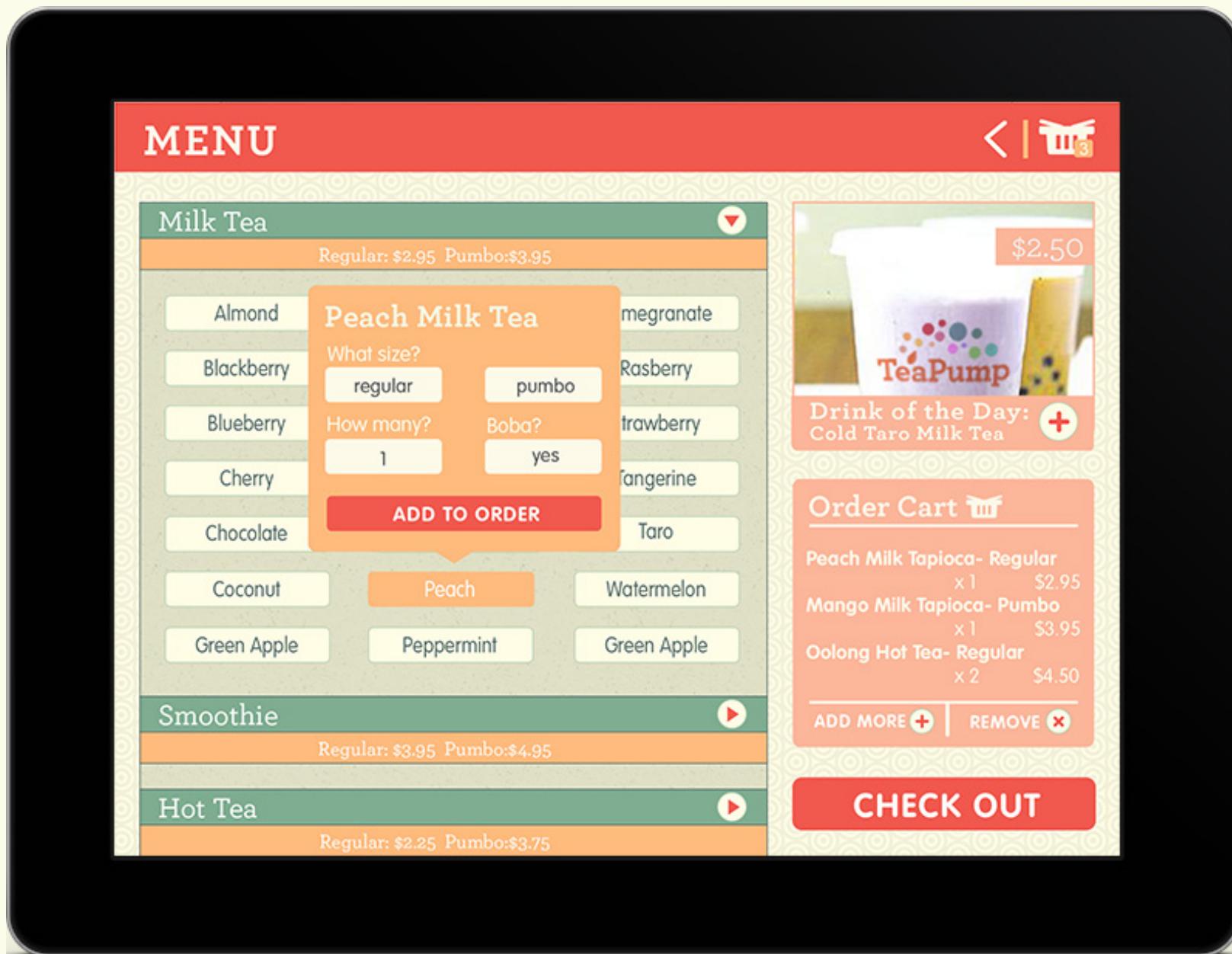
Peach Milk Tapioca- Regular	x 1	\$2.95
Mango Milk Tapioca- Pumbo	x 1	\$3.95
Oolong Hot Tea- Regular	x 2	\$4.50

**ADD MORE** + | **REMOVE** -

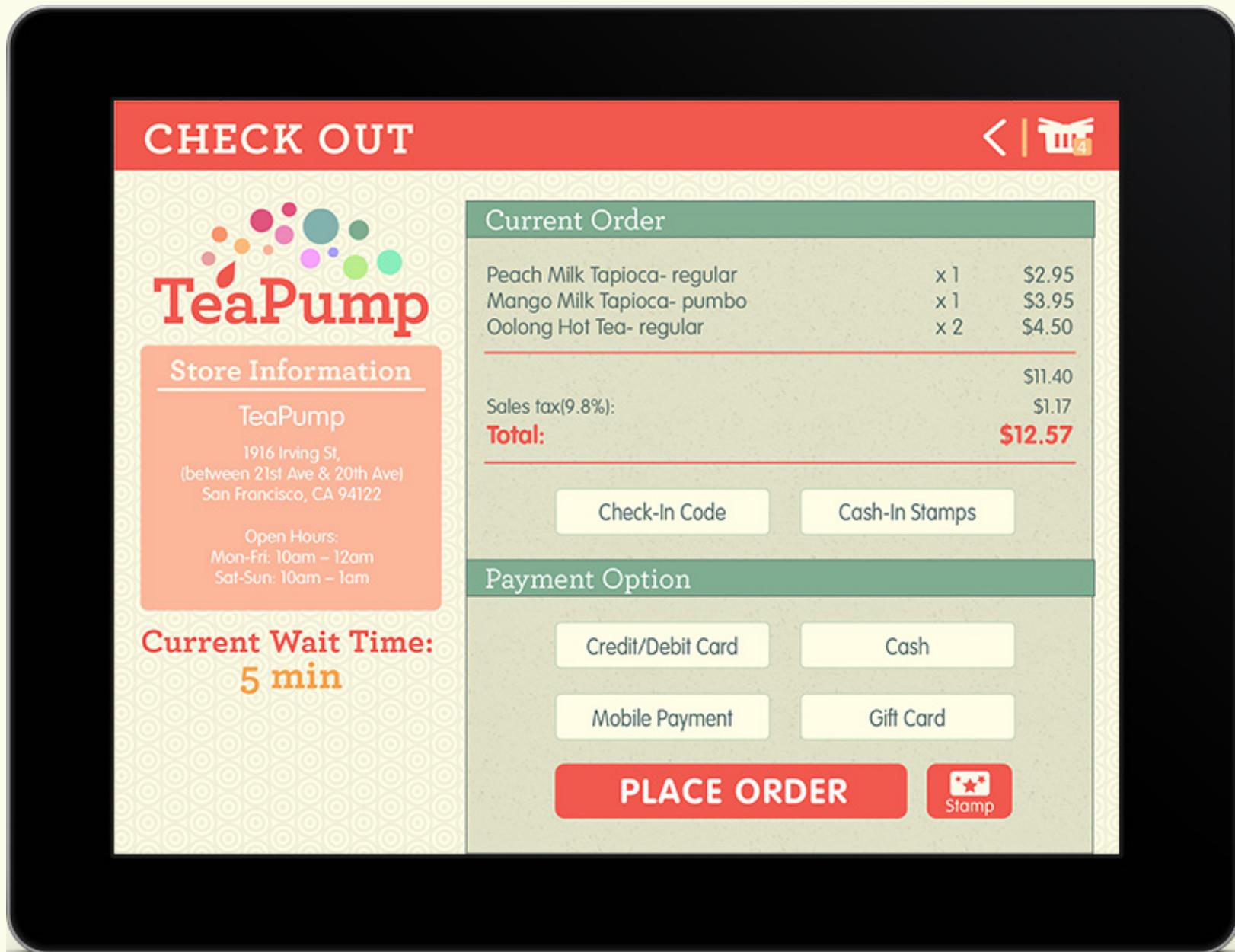
**CHECK OUT**



# Ordering iPad



# Ordering iPad





# Shop Menu

## STANDARD MENU

Milk Tea      \$3.95  
Regular(16oz)      \$4.95  
Pumbo(32oz)

Almond	Lychee
Cherry	Mango
Coconut	Passion Fruit
Blackberry	Peach
Green Apple	Pomegranate
Honey	Strawberry
Honeydew	Taro

Flavor Tea      \$3.95  
Regular(16oz)      \$4.95  
Pumbo(32oz)

Black Tea	Mango
Coconut	Peach
Green Tea	Strawberry
Lychee	Red Bean

Smoothie      \$3.95  
Regular(16oz)      \$4.95  
Pumbo(32oz)

Mango	Red Bean
Lychee	Strawberry
Peach	Taro

Hot Teas      \$2.25  
Regular(16oz)      \$3.25  
Pumbo(32oz)

Black Tea	Pu-Erh
Green Tea	Ti Kwan Yin
Peach	Red Bean

Add One Topping To Any Drink

Boba	Honey Boba
Grass Jelly	Red Bean

## CUSTOMIZE ORDER

1. Choose your size

Regular(16oz)	Pumbo(32oz)
\$2.95	\$3.95

2. Tea Type

Black Tea	Green Tea
-----------	-----------

3. Temperature

Hot	Cold
-----	------

4. Flavors (choose 3)

Almond	Lychee
Blackberry	Mango
Cherry	Passion Fruit
Chocolate	Peach
Coconut	Peppermint
Green Apple	Pomegranate
Honey	Strawberry
Honeydew	Taro

5. Sweetness

Light	Normal	Very
-------	--------	------

6. Toppings (choose 1)

Boba	Honey Boba
Grass Jelly	Red Bean



# Project Overview

## Target Audience

This is more of a niche market making a narrow target audience. The majority of people waiting in these lines are high school and college students 16 – 24. They have part-time jobs and work on wages. The secondary audience be the older demographic: parents of little kids who want boba tea.

## Attract and Retain

There's already a consistent market that is buying into TeaPump. However, to expand the market there could be social media marketing where a customer will get a small discount for checking into the establishment. To retain customers, the application can show weekly promotions.

## Benefits:

**Merchants:** By being able to increase productivity, it would increase the profit margin, and raising customer satisfaction with the quality of their products and fast efficient service. The merchant can reutilize their employees for drink preparation instead of being solely cashiers. The merchant can add seats or tables instead of reserving spaces for the customer's queue (TeaPump).

**Customers:** Less waiting time for customers - no more getting in line to order, make payments, and wait for their order to be ready. Which can average 40 minutes or more at their busiest. Customers can order and pay for their order using your phone app, and would be notified through their phone app that they can come in to pick up their order when it's ready.

2) Merchant can utilize their employees toward preparing the customer's orders, and or invest on additional equipment, to facilitate a faster turn around time.



# SWOT Analysis

## STRENGTH

- Customize your tapioca drink with different kinds of flavors
- Order and pay through the mobile application
- Be notified when your drink is ready so you don't have to wait in line
- Be notified of promotional deals
- Collect your stamps through your phone so you can see when you'll be able to get a free drink

## WEAKNESS

- Not enough human interaction as some people might like
- People are skeptical of sharing their credit/debit card information in fears of hackers.

## OPPORTUNITY

- Mobile payment is still fairly new and there are other services that currently have similar services
- There are no mobile application that offer a more localized focus of ordering/paying
- Mintel predicts the key will be the consumers and whether they feel comfortable with the security of the mobile payment method.

## THREATS

- LevelUp: Pay for items in store by having participating merchants scan your phone with a QR code that is linked to your credit card information.
- Starbucks: Able to collect loyalty points and pay with gift cards or Paypal. There is no option for ordering a drink through the application.
- GoPago: Order and pay to restaurants in big cities. The audience and service they offer is a lot more broad.



# Research

## Mintel Forecast:

Mobile payments is probably one of the most innovative industries in the business world right now. Hundreds, if not thousands of small start-ups have jumped in along with the big players, which means that it is still too soon to tell how everything will shakeout. Ultimately, the key will be the consumer and whether they see the value in the product, as well as feel comfortable with the protections against security and ID theft. It could be that it will be necessary for mobile payments providers to go the extra step and include features beyond just payments to make it worthwhile for consumers to give up their plastic payment cards. Merchants too will have a say—they are unlikely to invest in the technology necessary for payments to be successful at the point of sale until they see a real commitment from the consumer. All in all it will be a tough sale for everyone, but a lot can happen over the next 2-3 years.

According to the consumer survey for this report, smart-phone sales will continue strong growth (half of remaining feature phone users say that they plan to upgrade to a smart-phone in the next twelve months), but the rate of growth will likely slow. Strong smart-phone penetration is extremely important for the success of mobile payments.

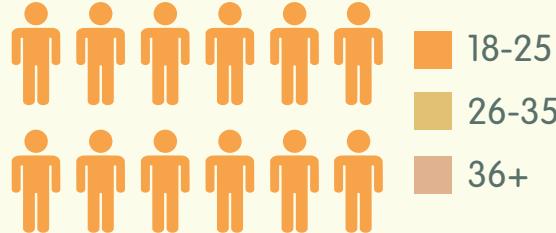
## Summary of Statistics:

- 45% of the U.S. market currently has own smart phones (25% android and 20% apple).
  - More than half (53%) of respondents who shop online have used an online payment (checkout) service in the last month.
  - Paypal is the dominant checkout service, used by nearly half (47%) of respondents who shop online.
  - Online shoppers age 25-34 take up 59% use paypal and 20% use Google checkout as an checkout service.
  - 32% of people who own mobile phones use their phone instead of a credit card to pay for merchandise at the point of sale.
  - 39% of people use pay by phone systems receive coupons at check out for their next purchase.
- Bill Hulkower Senior Technology Analyst at Mintel

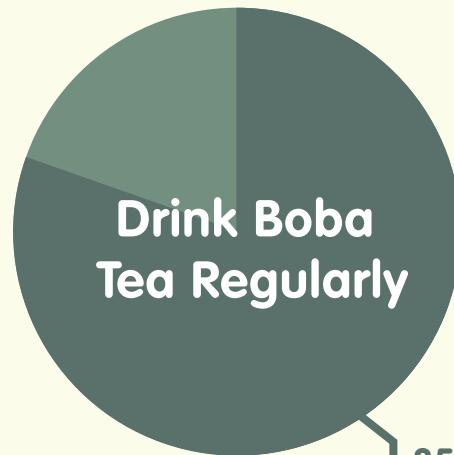


# Infographic

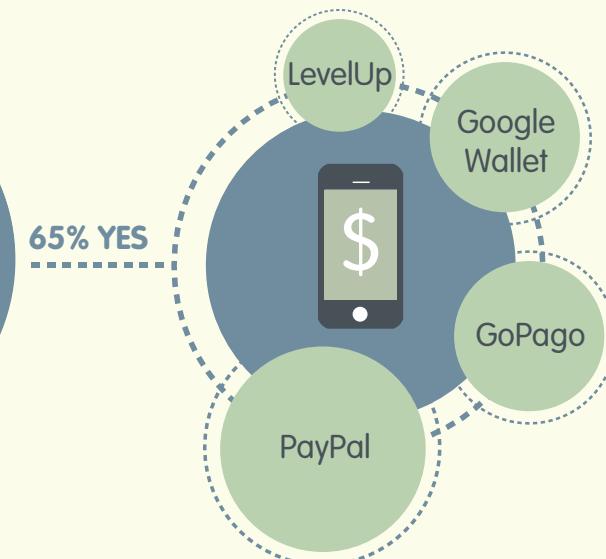
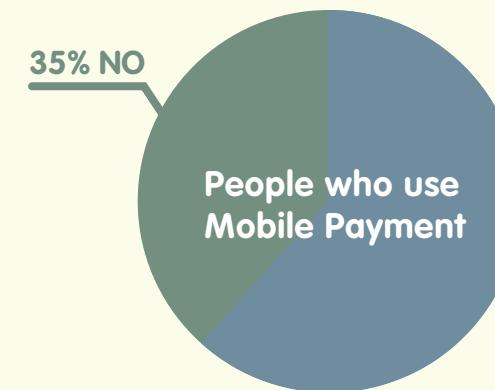
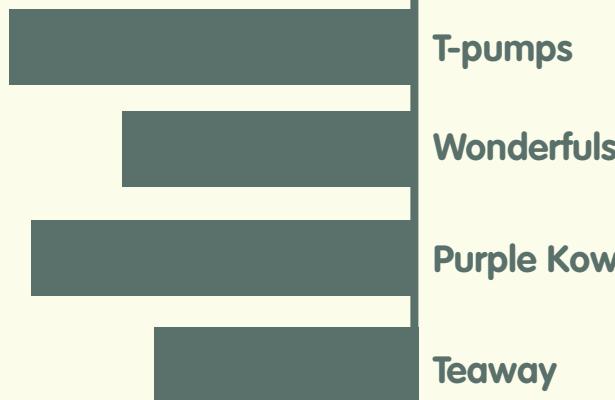
Age group of people who took the survey:



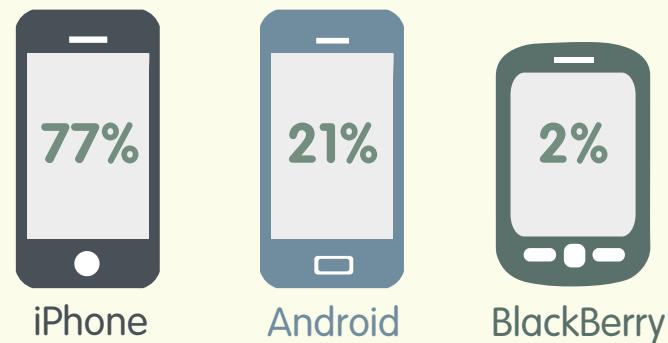
This survey was taken by 48 people online via word of mouth and facebook. The results were taken 33/48 surveyors that actually lived in San Francisco.



Establishments people have gone to:



Waited in line for a to-go drink (coffee or tea)



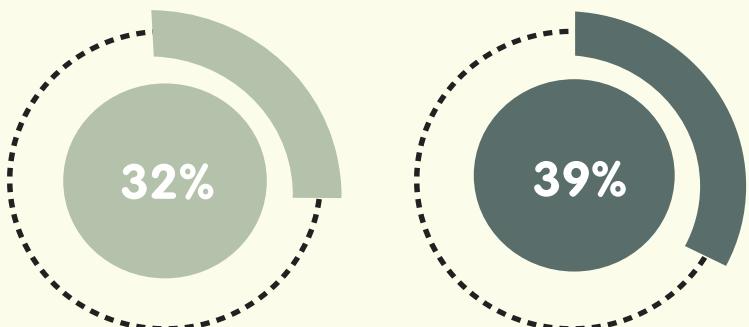
# Infographic

The green icons are statistics taken from Susan Menke (Mintel) and Bill Hulkower (Mintel). The blue icons are statistics taken from:  
<http://blog.hostgator.com/~tmp/wp-uploads/2013/06/kids-of-the-past-vs-internet-generation-infographic.png>

## Millenials



- Have graduated college with a degree
- Are currently attending a college
- Plan to someday earn a college degree

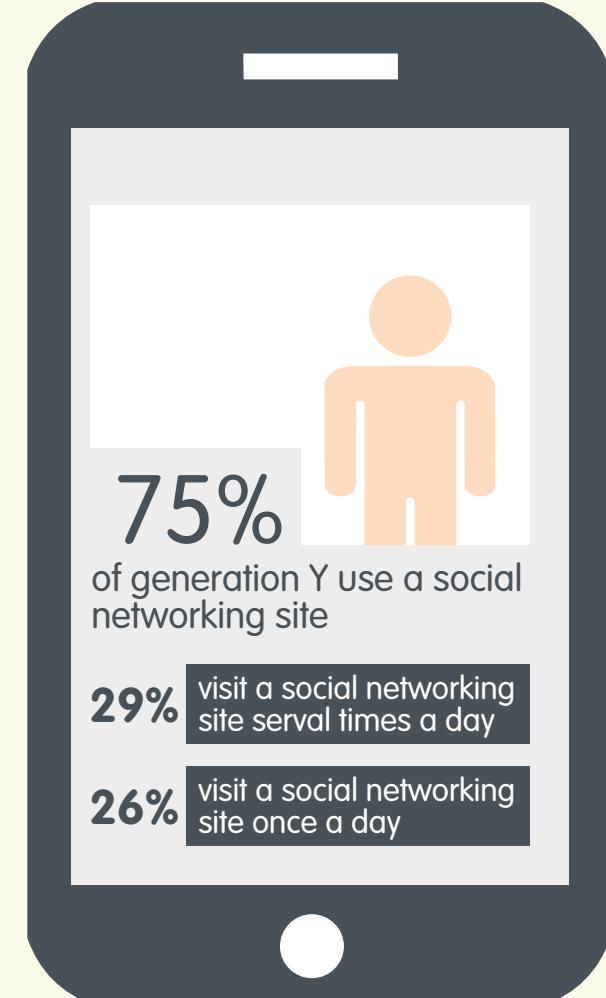


- Using a mobile phone instead of a credit card to pay for merchandise at point of sale.
- Using a mobile phone to make payments if customer receives a coupon at check out

## Income of iphone Users in America on February 2012



Middle and high school students use other media (TV, games, Instant messaging, emailing, web surfing) while reading.



# Competitors



## Level Up

The LevelUp mobile application uses QR code technology to allow for mobile transactions to be made at local businesses via iPhone and Android phone. Users securely link their debit or credit card to a unique QR code displayed within the app.

### Pros

- Works for both iPhone and android phones
- Users are given monetary specials the first time they make a transaction at the merchant's location.

### Cons

- Geared mostly towards food establishments
- Doesn't support any other cards besides a credit/debit card.
- Only allows one credit/debit card to be stored.



# Competitors



## Starbucks App

The Starbucks app allows you to use your phone to pay for your food and drinks at any Starbucks location. I've been using it over the past few months, and I've found it to be easy to use and very convenient.

### Pros

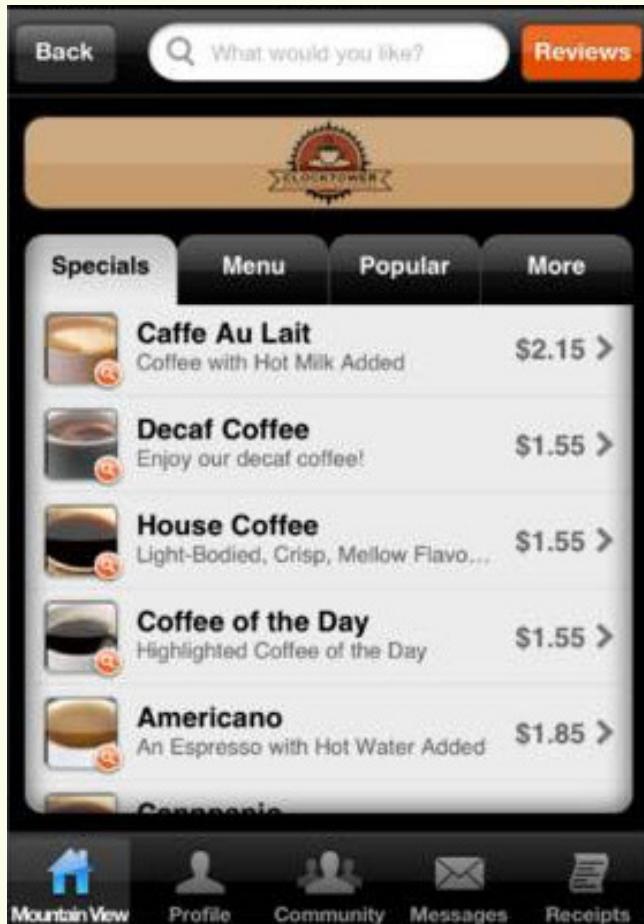
- It conveniently locates nearby Starbucks around you
- Pay for your item(s) with your phone
- Collect loyalty points with your phone
- Browse through menu items

### Cons

- Can't place an order through your phone
- 2 payment options of either Paypal or gift cards



# Competitors



## GoPago

GoPago is a cloud-based mobile payment platform with an integrated point of sale system. GoPago's payment platform allows customers to purchase orders in advance of arriving at brick-and-mortar merchants and merchants to manage orders in real-time.

### Pros

- Able to view menus and order with participating restaurants
- Acts as a small mobile community where customers can talk review restaurants (like yelp).
- Stores your receipts
- Save your credit card
- Provides a map of which establishments provides this payment service

### Cons

- It's not focused on a vendors menu
- Doesn't collect your loyalty stamps
- There are few options outside of San Francisco and Mt. View.
- Currently buggy and shows establishments as closed, but they're not.



# Persona #1



## Vivian

Age: 22

Occupation: Student at S.F. State

Salary: 15,000 (wage)

Location: San Francisco

Tech: Savvy

### Story:

She lives in the sunset district a block away from Irving where all the boba establishments are located. She's a boba tea fanatic. Her favorite boba teahouse is TeaPump, but because of the constant out of the door lines she goes to another teahouse nearby.

### Interview:

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

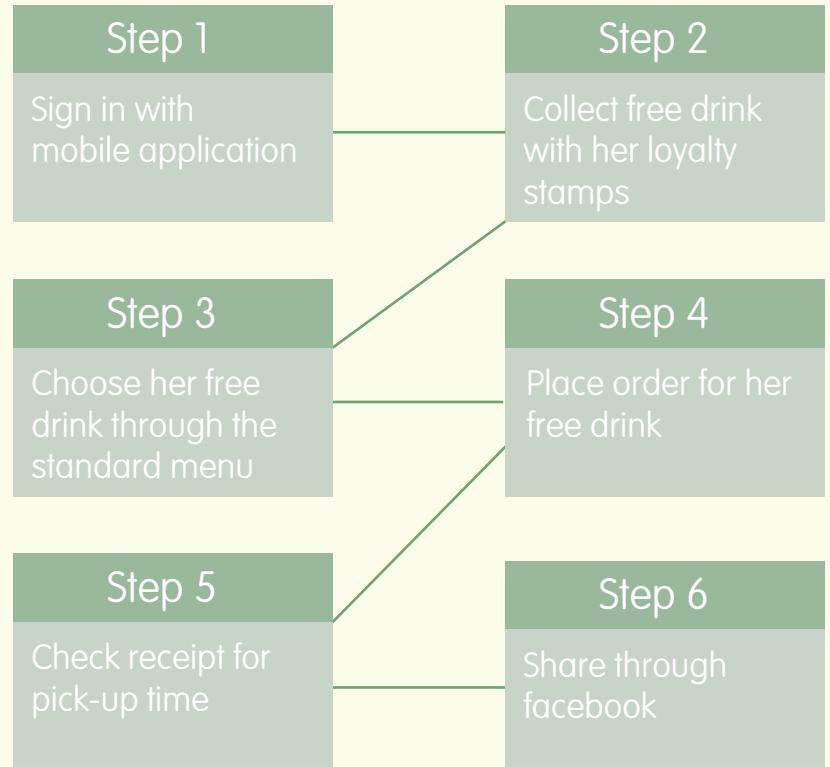
- Yea, I have boba tea on a regular basis. I go to vv, Purple Kow, Teaway, Quicklys, and such. My favorite is TeaPump because they use real tea, but i only go when the line is bearable. If it's too crowded i head on over to Teaway.

Have you used a mobile payment before?

- I've used the Starbucks app via Paypal to pay for my coffee before. I stopped using it because I couldn't order from my phone and i didn't see a point if i already had a credit card.

**Goals:** Vivian finally collected 15 stamps for her free drink. She collects her drink and orders something from the standard menu and wants to share it through Facebook.

### User Task:



## Persona #2



### Jeffrey

Age: 17

Occupation: Student at Lincoln HS

Salary: 600 (allowance)

Location: San Francisco

Tech: Savvy

#### Story:

He goes to a local high school and has the option to go off campus for lunch. He would like the option of ordering his boba tea for pick up, so he could use his time to get lunch close by. He doesn't like to talk on the phone and he's an avid texter. He's very into his smart phone and always playing games.

#### Interview:

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

- Yes, I go to school close by to Irving Street, it's a short 3 minute drive and there are many boba tea vendors. I usually get my lunch on Irving Street and then drive back. I don't mind waiting in line most of the time because I don't have anywhere to go. My only complaint is the lack of seating in the store.

Have you used a mobile payment before?

- No, I think I used Square once at a food truck

**Goals:** Jeffrey wants to order his favorite custom drink that he favorited. He wants to specify a time for pick up, so he can pick it up at lunch during his lunch period. He also wants to share a photo of his drink through instagram: #TeaPump.

#### User Task:

##### Step 1

Sign in with mobile application

##### Step 2

Favorite - saved drink: custom mango and peach

##### Step 3

Custom- customize flavor of drink: mango and peach

##### Step 4

Place order through his phone and pay.

##### Step 5

Pick-up order at the specified time given time

##### Step 6

Share through with instagram



# Persona #3



## Thomas

Age: 28  
Occupation: Pharmacy Technician  
Salary: 42k  
Location: San Francisco  
Tech: Savvy

### Story:

He moved here from Bakersfield to work at as a pharmacy technician in San Francisco. He is new to the area, so he wanted to see what the city has to offer. His coworkers are constantly telling him about boba tea from TeaPump, but he has yet to try it.

### Interview:

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

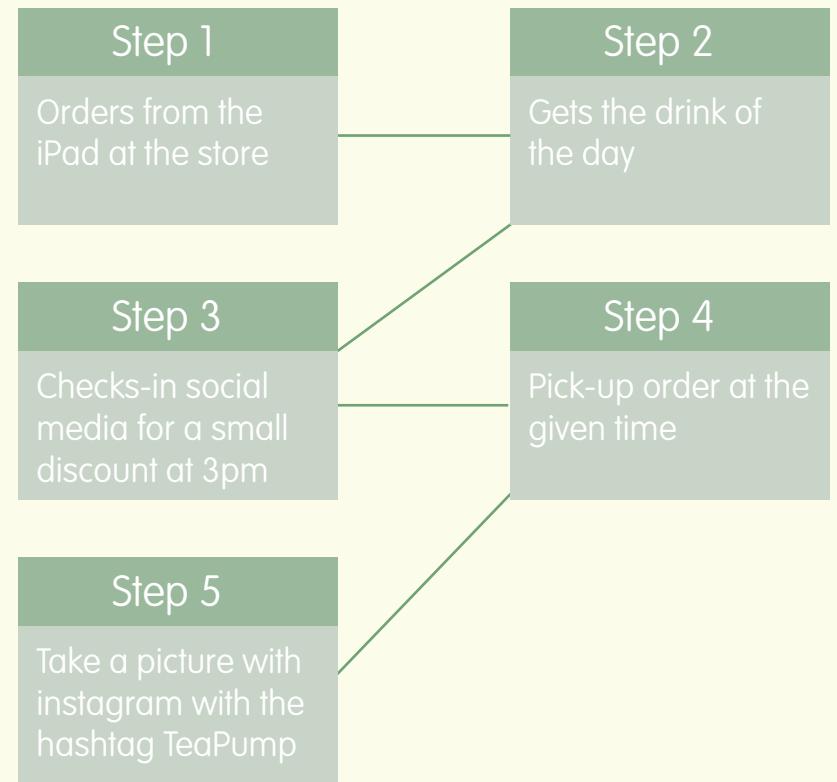
- No, I haven't but my Asian coworkers always talks about it and I would love to try.

Have you used a mobile payment before?

- Yes, I currently use gopago to order food at some restaurants close to my house.

**Goals:** Thomas wants to try boba tea and decides to head to TeaPump because he hears good things about it. He doesn't know what to get so he goes with the drink that they're sampling at the store.

### User Task:



## Persona #4



### Kelly

Age: 47

Occupation: Housewife

Salary: 150k (household)

Location: San Francisco

Tech: not-savvy

#### Story:

She has 2 daughters (6 and 11) who love TeaPump. Before she picks her kids up from school, she wanted to surprise her daughters with some drinks. She is a housewife who has little experience with technology and runs a tight schedule.

#### Interview:

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

- Quickly's because it's cheaper and less of a line and I'm always in a hurry to drop off my daughters at their dance class. Quickly's isn't as good as TeaPump, but it's more convenient for my busy schedule.

Have you used a mobile payment before?

- No, I don't know what that is.

**Goals:** Kelly wants to get a couple of drinks for her daughters. Her daughters always have specific orders: lychee and taro. She wants to place her order through a menu at the store.

### User Task:

#### Step 1

Orders from the iPad at the store

#### Step 2

Orders a couple of drinks from the menu

#### Step 3

Prints receipt to come back for order

#### Step 4

Pick-up order at the given time



# Word List

Virtual  
Order  
Pay by Phone  
Payment  
Futuristic  
Credit Card  
Pay  
Convenient  
Boba  
Milk Tea  
Teahouse  
Tea leaf

## Organic

Metal  
Modern  
Twenty First Century  
Contemporary  
Mobile Payment  
Tap  
Small Business  
Smart-phone  
iPhone  
Android  
Cellular phone  
Mobile  
Present  
No more plastic  
Coupons  
Loyalty rewards

Mobile money  
Direct Mobile Billing  
Direct payment  
Security  
Cloud  
Online  
Electronic money  
Pay Online  
Online Shopping  
Establishments  
Scan  
No plastic  
No Cashier  
Clean  
Pick-up  
Irving Street  
Sunset District  
Coupons  
Promotions  
Mixology  
Tea  
Green

## Flavorful

Spices  
Tasty  
Water  
Teaway  
One stop  
Quickly's

Pearl  
Balls  
Stamp  
Receipts  
Orderly  
No foot traffic  
Manageable  
Social Media Marketing  
Fat Straws  
Root  
Round shape  
Colorful  
Jelly  
Exotic  
Happy customers  
Caffeine  
Black tea  
Green tea  
Sweetness  
Sugar  
Social aspect  
Discovery  
Irving Street  
Sunset district  
Happy hour

## Asian

Oriental  
Chewy  
Passion

Lychee  
Loitering  
Cafe  
Coffee  
Taiwanese  
Small business  
Ugly decor  
Lines  
Mass  
Stale air  
Fresh  
Teaway  
Leaves  
Shaking machine  
Push  
Pump  
Customize

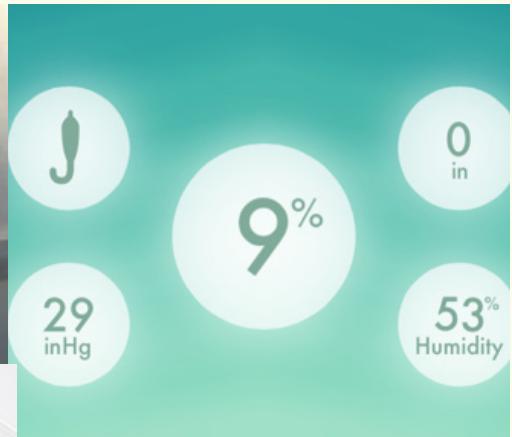
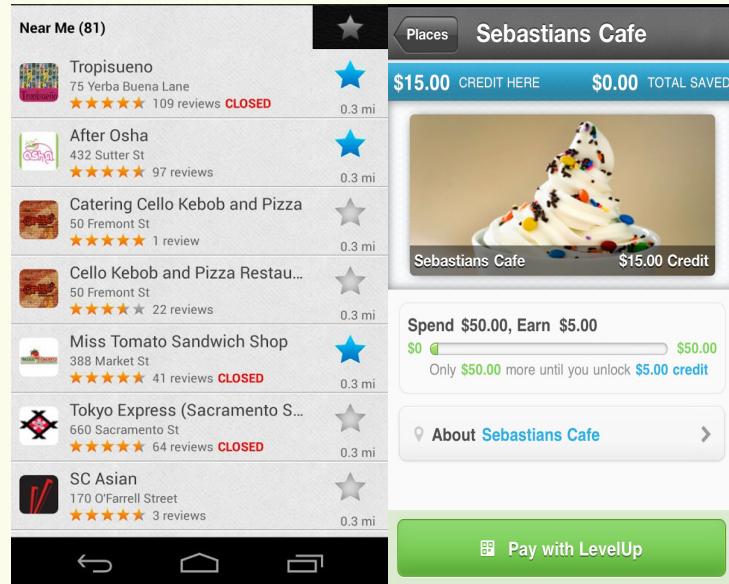
## Playful

Customer service  
Happy  
Fast service  
Turn around time  
Mixer  
Organic  
From scratch  
Crowds  
Milky  
Watered down  
Favorites



# Mood Boards

# User Experience



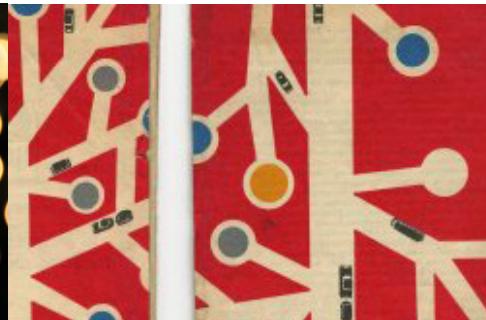
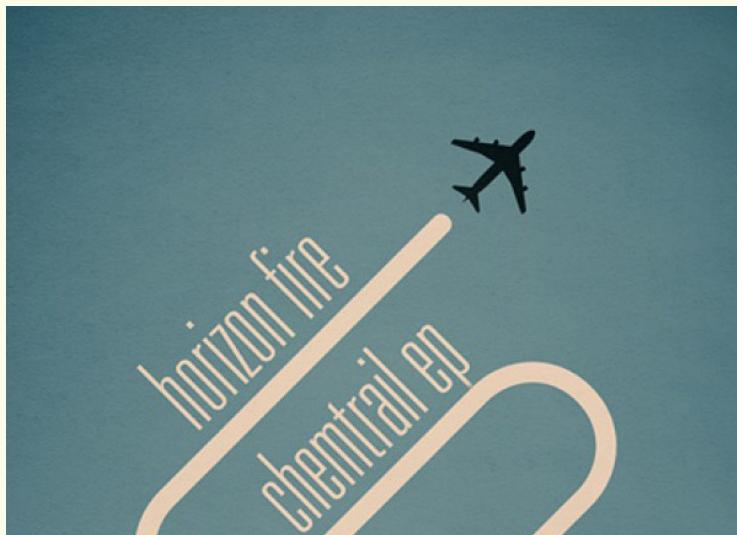
# Mood Boards

# Expressions

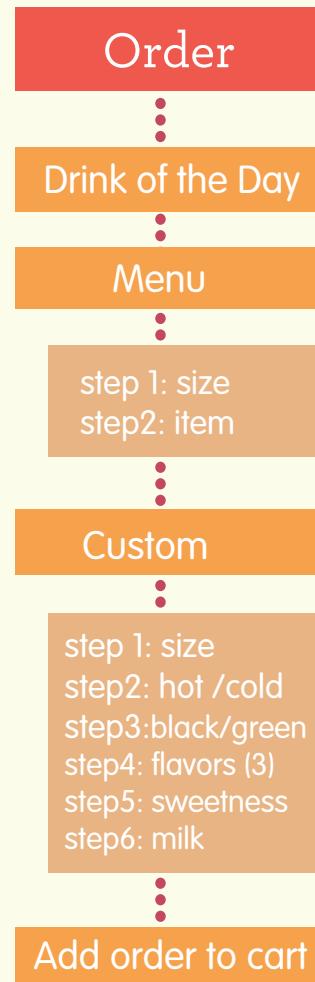


## Mood Boards

## Shapes and Textures



# Flow Chart: App



## Home: sign in/sign up

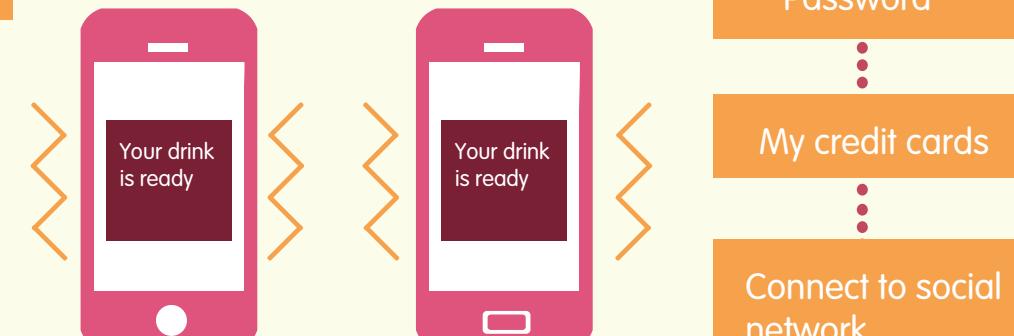
### Favorite

### Loyalty

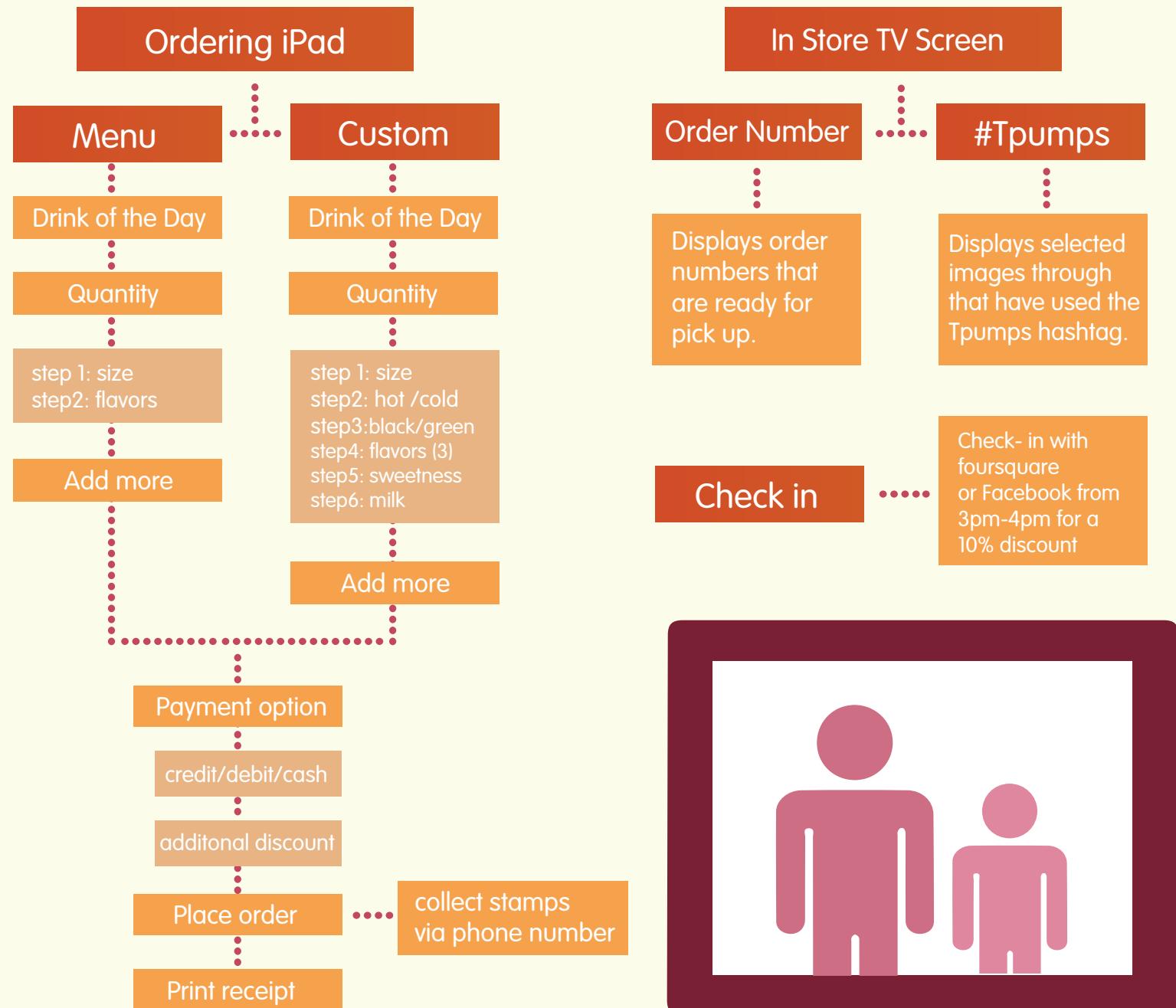
### Username/ Settings

### Receipts

### Ordering Cart



# Flow Chart: iPad



# Wireframes

Order

(logo)	Username 	\$2.50	
( picture of the drink of the day)			
Drink of the Day: Hot Passion Peach Black Tea			
<a href="#">Menu</a>  <a href="#">Custom</a> 			
<a href="#">Order</a>	<a href="#">Favorite</a>	<a href="#">Stamp</a>	<a href="#">Receipt</a>

Order -> Custom

(logo)	Username 		
Custom:Milk Tea Drink:1			
<b>Size</b>			
<input type="button" value="regular \$2.95"/>	<input type="button" value="pumbo \$3.95"/>		
<b>Tea Type</b>			
<input type="button" value="black tea"/>	<input type="button" value="green tea"/>		
<b>Temperature</b>			
<input type="button" value="Hot"/>	<input type="button" value="Cold"/>		
<b>Flavors</b> check (3)			
<input type="checkbox"/> Strawberry	<input type="checkbox"/> Honey		
<input type="checkbox"/> Mango	<input type="checkbox"/> Green Apple		
<input type="checkbox"/> Peach	<input type="checkbox"/> Tangerine		
<input type="checkbox"/> Lychee	<input type="checkbox"/> Almond		
<input type="checkbox"/> Coconut	<input type="checkbox"/> Peppermint		
<input type="checkbox"/> Passago	<input type="checkbox"/> Blackberry		
<input type="checkbox"/> Taro	<input type="checkbox"/> Cherry		
<input type="checkbox"/> Red Bean	<input type="checkbox"/> Pomegranate		
<input type="checkbox"/> Honey Dew	<input type="checkbox"/> Passion		
<b>Sweetness</b>			
<input type="button" value="light"/>	<input type="button" value="regular"/>	<input type="button" value="very"/>	
<b>Toppings</b>			
<input type="button" value="boba"/>	<input type="button" value="honey boba"/>		
<input type="button" value="grass jelly"/>	<input type="button" value="red bean"/>		
<input data-bbox="692 1351 734 1383" heart="" icon"="" type="button" value="add &lt;img alt="/>	<input type="button" value="place order"/>		
<a href="#">Order</a>	<a href="#">Favorite</a>	<a href="#">Stamp</a>	<a href="#">Receipt</a>

Order -> Menu

(logo)	Username 		
<b>Menu</b>			
<b>Milk Tea</b> regular: \$2.95 pumbo:\$3.95			
<input type="checkbox"/> Strawberry	<input type="checkbox"/> Honey		
<input type="checkbox"/> Mango	<input type="checkbox"/> Green Apple		
<input type="checkbox"/> Peach	<input type="checkbox"/> Tangerine		
<input type="checkbox"/> Lychee	<input type="checkbox"/> Almond		
<input type="checkbox"/> Coconut	<input type="checkbox"/> Peppermint		
<input type="checkbox"/> Passago	<input type="checkbox"/> Blackberry		
<input type="checkbox"/> Taro	<input type="checkbox"/> Cherry		
<input type="checkbox"/> Red Bean	<input type="checkbox"/> Pomegranate		
<input type="checkbox"/> Honey Dew	<input type="checkbox"/> Passion		
<b>Smoothie</b> regular: \$3.95 pumbo:\$4.95			
<input type="checkbox"/> Mango	<input type="checkbox"/> Passion		
<input type="checkbox"/> Strawberry	<input type="checkbox"/> Taro		
<input type="checkbox"/> Peach	<input type="checkbox"/> Red Bean		
<input type="checkbox"/> Lychee	<input type="checkbox"/> Honey Dew		
<input type="checkbox"/> Coconut			
<b>Hot tea</b> regular: \$2.25 pumbo:\$3.75			
<input type="checkbox"/> Premium Oolong	<input type="checkbox"/> Strawberry		
<input type="checkbox"/> Ti Kwan Yin	<input type="checkbox"/> Lychee		
<input type="checkbox"/> Premium Pu-Erh	<input type="checkbox"/> Coconut		
<input type="checkbox"/> Tpumps Black	<input type="checkbox"/> Passion		
<input type="checkbox"/> Tpumps Green	<input type="checkbox"/> Taro		
<input type="checkbox"/> Peach	<input type="checkbox"/> Red Bean		
<a href="#">Order</a>	<a href="#">Favorite</a>	<a href="#">Stamp</a>	<a href="#">Receipt</a>

Order -> Menu ->Quantity

(logo)	Username 		
<b>Menu</b>			
<b>Milk Tea</b> regular: \$2.95 pumbo:\$3.95			
<input type="checkbox"/> Strawberry	<input type="checkbox"/> Honey		
<input type="checkbox"/> Mango	<input type="checkbox"/> Green Apple		
<input checked="" type="checkbox"/> Peach	<input type="checkbox"/> Tangerine		
<input type="checkbox"/> Lychee	<input type="checkbox"/> Almond		
<input type="checkbox"/> Coconut	<input type="checkbox"/> Peppermint		
<input type="checkbox"/> Passago	<input type="checkbox"/> Blackberry		
<input type="checkbox"/> Taro	<input type="checkbox"/> Cherry		
<input type="checkbox"/> Red Bean	<input type="checkbox"/> Pomegranate		
<input type="checkbox"/> Honey Dew	<input type="checkbox"/> Passion		
<b>Smoothie</b> regular: \$3.95 pumbo:\$4.95			
<input type="checkbox"/> Mango	<input type="checkbox"/> Passion		
<input type="checkbox"/> Strawberry	<input type="checkbox"/> Taro		
<input type="checkbox"/> Peach	<input type="checkbox"/> Red Bean		
<input type="checkbox"/> Lychee	<input type="checkbox"/> Honey Dew		
<input type="checkbox"/> Coconut			
<b>What size?</b>	<input type="button" value="regular"/>	<input type="button" value="pumbo"/>	
<b>How many?</b>	<input type="button" value="1"/>	<input type="button" value="yes"/>	
<input type="button" value="Add to Order"/>			
<a href="#">Order</a>	<a href="#">Favorite</a>	<a href="#">Stamp</a>	<a href="#">Receipt</a>



# Wireframes

Home/ Login/ Sign up

(logo)

username/phone number

password

login

sign up

Favorite

(logo) Username

Your Favorites

- Custom: Mango-Strawberry
- Mango Milk Tea
- Custom: Mango- Passion GT

House Favorites

- Avocado Smoothie
- Honey Milk Tea
- Peach Milk Tea

Order Favorite Stamp Receipt

Stamp

(logo) Username

3 more stamps for FREE drink

collect drink

Order Favorite Stamp Receipt

Receipt/ Pick Up Time

(logo) Username

Current Order

Tpumps 09/29/2013 @ 3:54pm  
1916 Irving St,  
(between 21st Ave & 20th Ave)  
San Francisco, CA 94122  
Order Number# 128

Estimated Time: **25 min**

Peach Milk Tapioca- regular	x 1	\$2.95
Mango Milk Tapioca- pumbo	x 1	\$3.95
Oolong Hot Tea- regular	x 2	\$4.50

**Total:** \$11.40  
Sales tax(9.8%): \$1.17  
Paid with: master card xxxx-xxxx-xxxx-5001

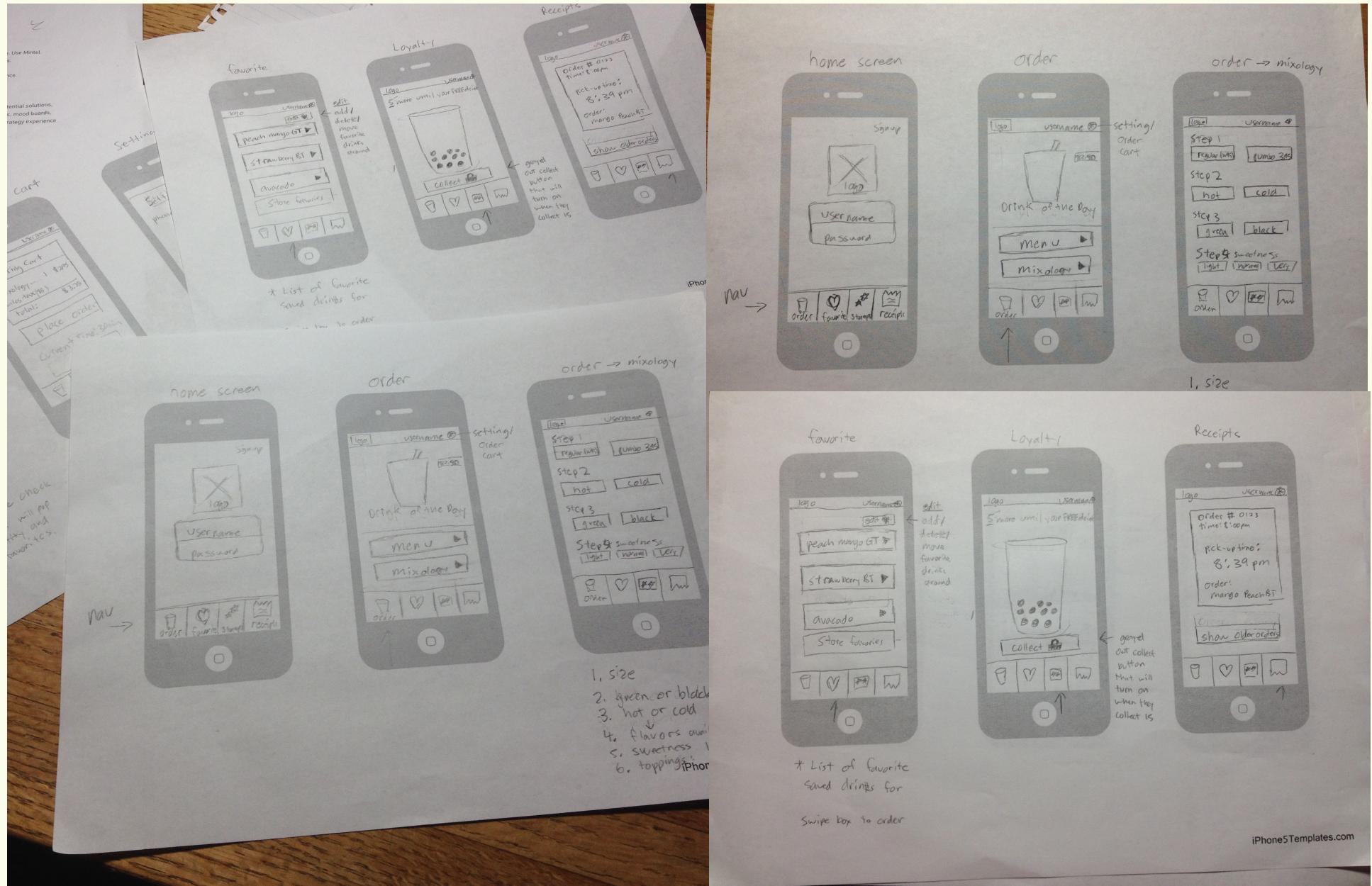
Older Order(s)

- 09/19/2013 @ 5:14pm
- 09/18/2013 @ 5:03pm
- 09/16/2013 @ 5:45pm

Order Favorite Stamp Receipt



# Paper Prototype



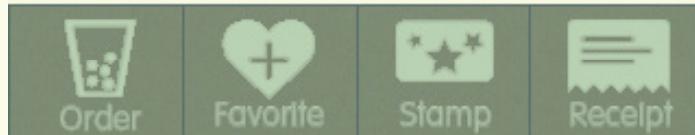
# Rough Designs



Username/Phone Number
Password

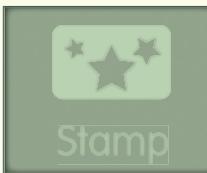
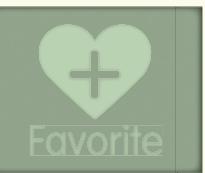
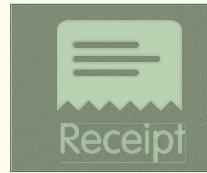
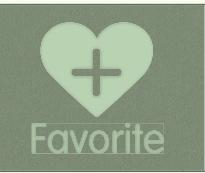
**Login**

**Sign-Up**



# UI Elements

## UI Elements



Size

Tea Type

Temperature

Sweetness

Toppings

Collect Drink

Menu

Add PLACE ORDER

Collect Drink!

Custom

Mango-Strawberry

Mango Milk Tea

Mango- Passion GT

Avacado Smoothie

Honey Milk Tea

Peach Milk Tea

Username

Peach Milk Tea

What size?

regular

pumbo

How many?

Boba?

1

yes

Add to Order

1

Username/Phone Number

Password



## Color Pallete/ Type

R:255  
G:187  
B:125

R:237  
G:187  
B:185

R:131  
G:177  
B:172

R:185  
G:237  
B:137

R:127  
G:173  
B:145

R:240  
G:88  
B:78

## Typography:

### Archer - Bold

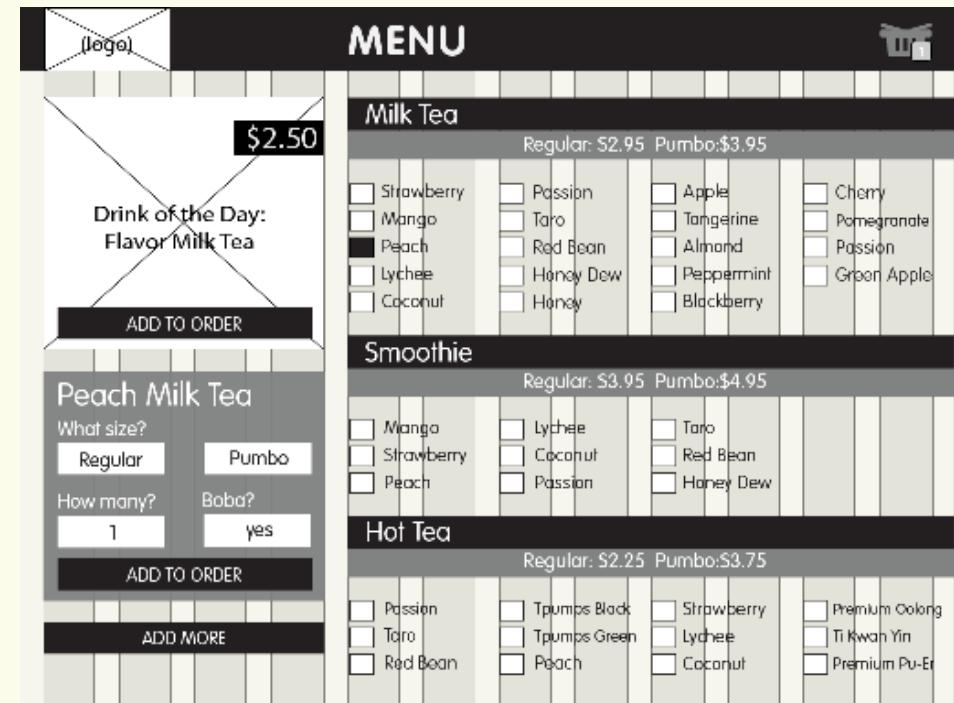
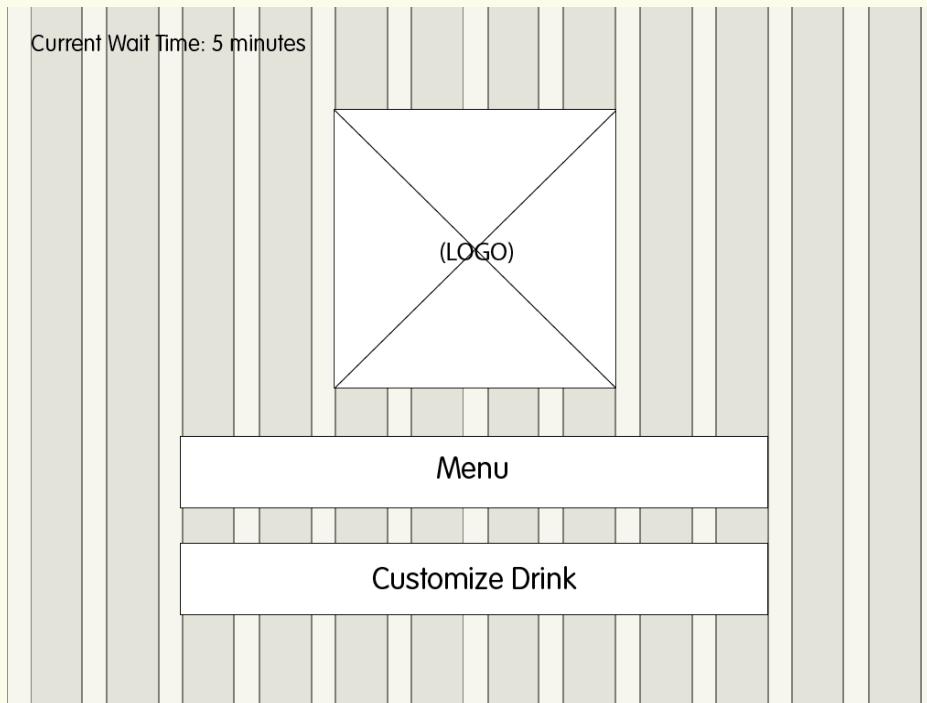
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

### Vag Rounded- Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9



# Wireframe: iPad



# Wireframe: iPad

(Logo)

## Ordering Cart

Current Order:

Peach Milk Tapioca- regular	x 1	\$2.95
Mango Milk Tapioca- pumelo	x 1	\$3.95
Oolong Hot Tea- regular	x 2	\$4.50
		511.40
		51.17
		<b>\$12.57</b>

Sales tax(9.8%):

Total:

Check-In Code      Discount Code

Payment Option

Credit/Debit Card	Cash
Mobile Payment	Gift Card

**PLACE ORDER**

Loyalty: (xxx) xxx-xxxx

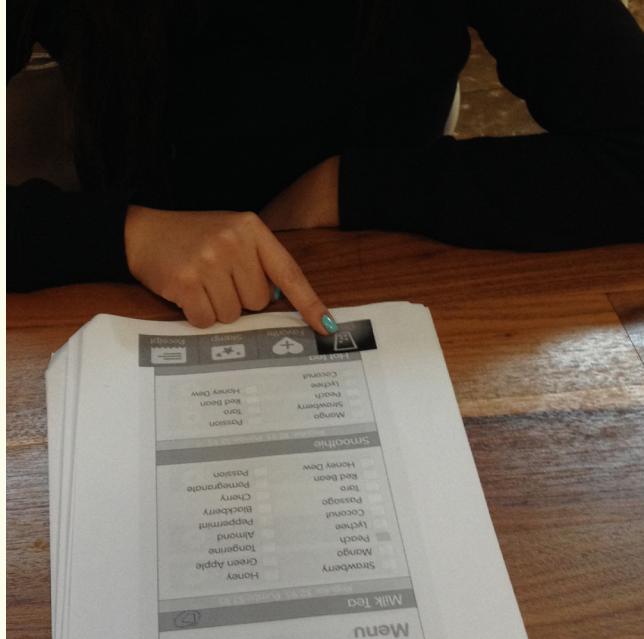
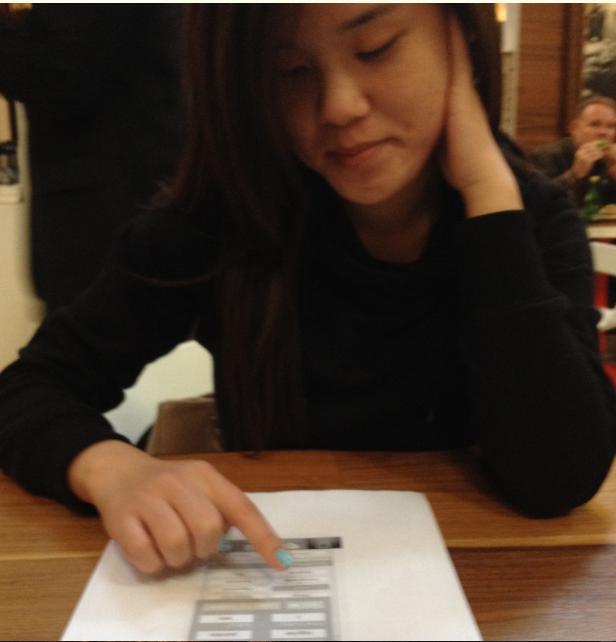
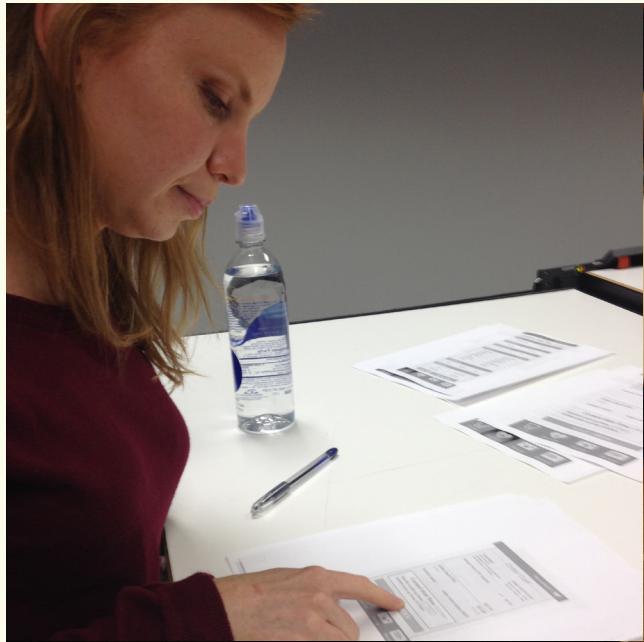
(Logo)

**THANK YOU!**  
You're Order Number: **XXXX**

Print Receipt

Text Receipt

# User Testing



## Summary:

From conducting my user testing, I found that some UI elements were too small for the user's fingers. For the most part the participants didn't have a problem searching for specific tasks. However when asked "Where would you go to edit your saved credit card?" One participant thought it would be in the receipt section with older orders. From learning this, I changed the color of the "username" to a color that signifies that it's clickable.

