



THREE TREE TEA COMPANY

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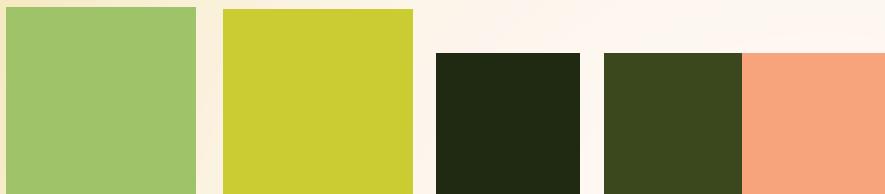
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MOOD BOARD I



MOOD BOARD II

SAMPLE COLOR PALETTE:



SAMPLE ILLUSTRATIONS & PHOTOGRAPHY:



SAMPLE TYPOGRAPHY:

azuki font
Futura

I-PHONE APP INTERFACE CREATIVE BRIEF

BACKGROUND:

Their mission is to present to you our line of superior, hand-picked and carefully blended teas. We sincerely hope that you will enjoy our teas not only to relax but also for their flavor and beauty.

This is small business in Seattle started in 1995. They operated a unique and Asian-inspired tea house that blended the natural and organic elements with the tradition of tea, but in a non-intimidating way.

TARGET AUDIENCES:

Wholesale such as coffee and teashops as well as for resale in grocery stores and specialty/ gift shops. However, this project is targeting more toward individual shoppers of the company and their wholesales. People who are into natural and organic product especially middle age group women.

OBJECTIVE:

I like to add playful and fun atmosphere, but also give an organic and natural feeling of their product.

KEY BENEFIT:

Focus of this iPhone app would be the "steep timer" option that users could use when they make tea from the company, and each tea will have proper length of steeping time. It would also give some tips for each product such as amount and temperature of hot water.

SUPPORT STATEMENT:

Tea market is glowing in the United States, but it could be better. There are some simple easy steps you could do to make your tea much more enjoyable in everyday life. I hope this application will help users to buy good tea, steep more flavorful tea at home, and making and drinking tea as their part of life style.

COMPETITIVE ANALYSIS I



1. App Name: Tea Forte Tea Timer
2. Tea Forte
3. iTune Adress:
<http://itunes.apple.com/us/app/tea-forte-tea-timer/id365681970?mt=8>



1. App Name: Aromatic
2. Alster Touch
3. iTune Adress:
<http://itunes.apple.com/us/app/aromatic/id322850849?mt=8>



1. App Name: My Tea Timer
2. Chevol.com
3. iTune Adress:
<http://itunes.apple.com/us/app/my-tea-timer/id305391828?mt=8>

COMPETITIVE ANALYSIS II

	 Tea forte	 Aromatic	 My Tea Timer
1. PRICE	Free	\$0.99	Free
2. NUMBER OF MAIN SECTIONS	5	4	4
3. IMAGES	Photos	Photos	Photos
4. CATEGORY	Lifestyle	Reference	Utilities
5. SHOPPING OPTION	No	No	No
6. TEA KNOWLEDGE PAGE	Yes	Yes	Yes
7. TEA TIMER OPTION	Input your time	Input your time from their reference	Works for their tea product and other brand
8. OTHER OPTIONS	Lifestyle	Reference	Utilities

PERSONA I



RENEE JORDAN

53 year-old

2 daughters who are 24 and 19 year-old

1 grandson

Married for 26 years

Accountant for 25 years

She was born in California

Living in Seattle for 30 years

She is coffee drinker who goes to Starbucks everyday

PERSONA II



SARA LEE

20 year-old

College student who is studying natural medicine

Renting house with two roommates

She was born in Hong Kong, and raised in Seattle by her parents who are originally from Hong Kong

She drinks tea in bags from grocery store

Her hobby is yoga

PERSONA III



STEVE WILSON

31 year-old

Graphic Designer

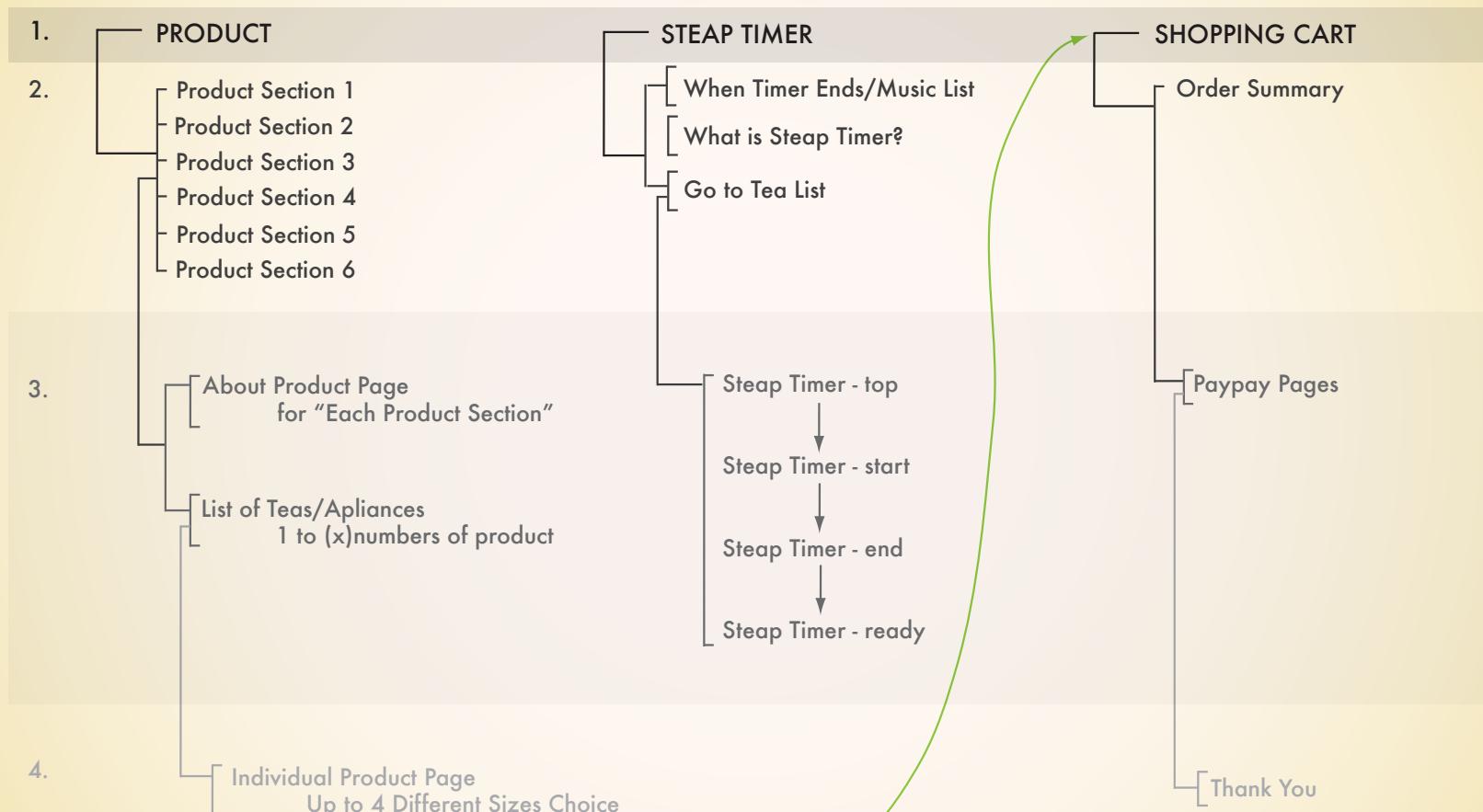
He is born and raised in Seattle

Recently became house and dog owner

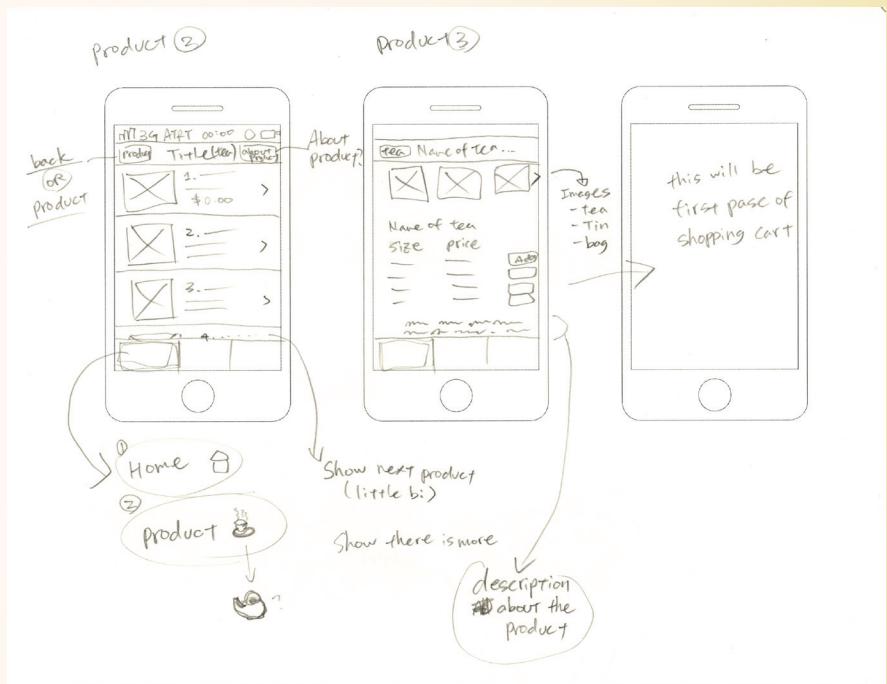
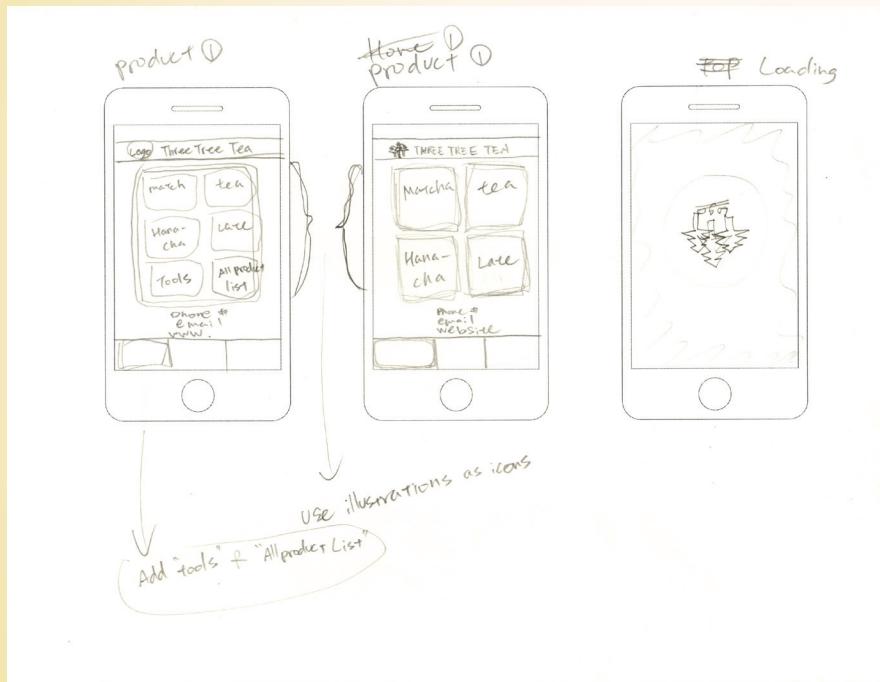
Loves cooking for his friends and family

He has 2 sisters and 1 brother

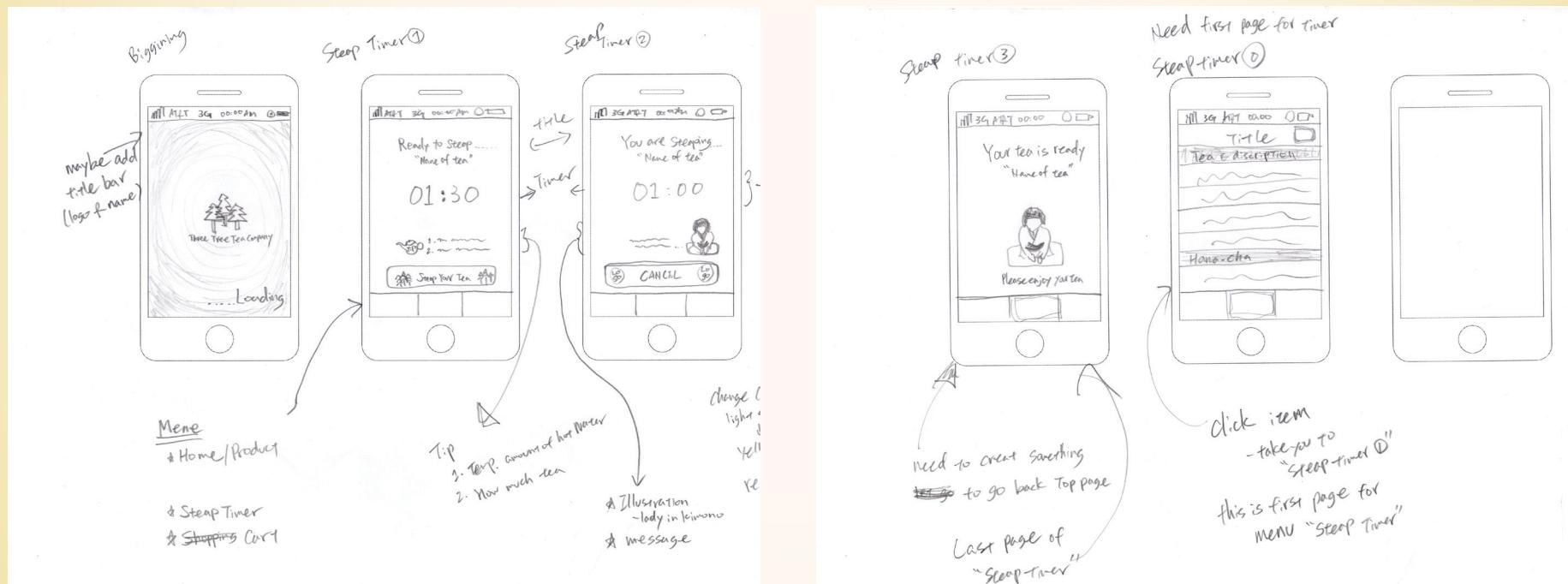
SITE MAP



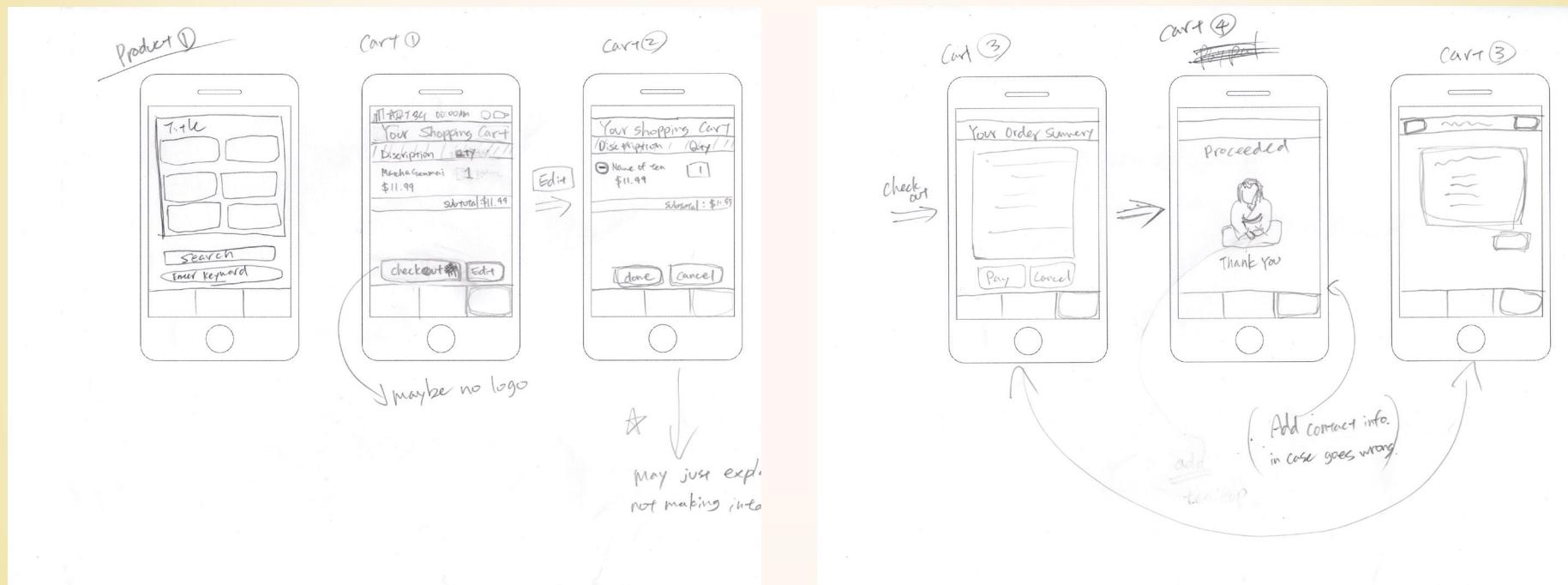
SKETCHES I



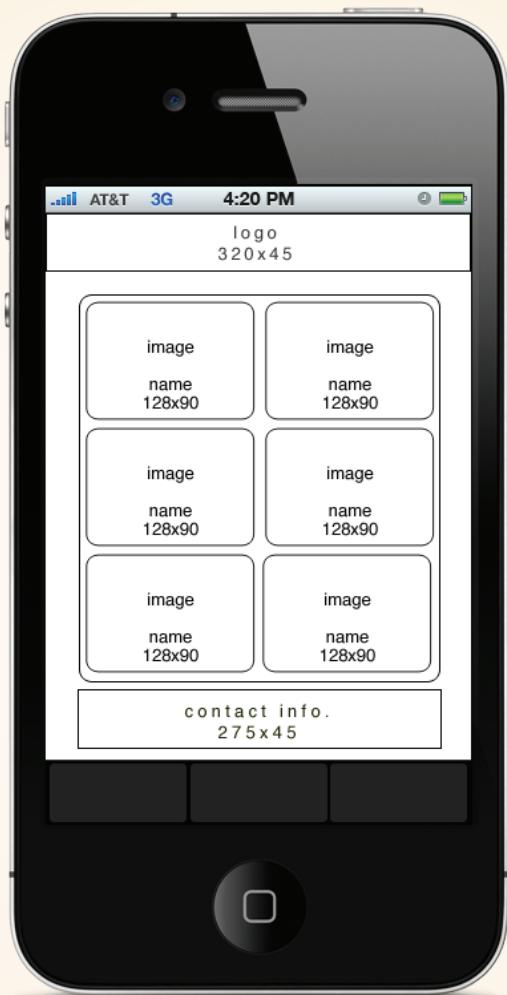
SKETCH II



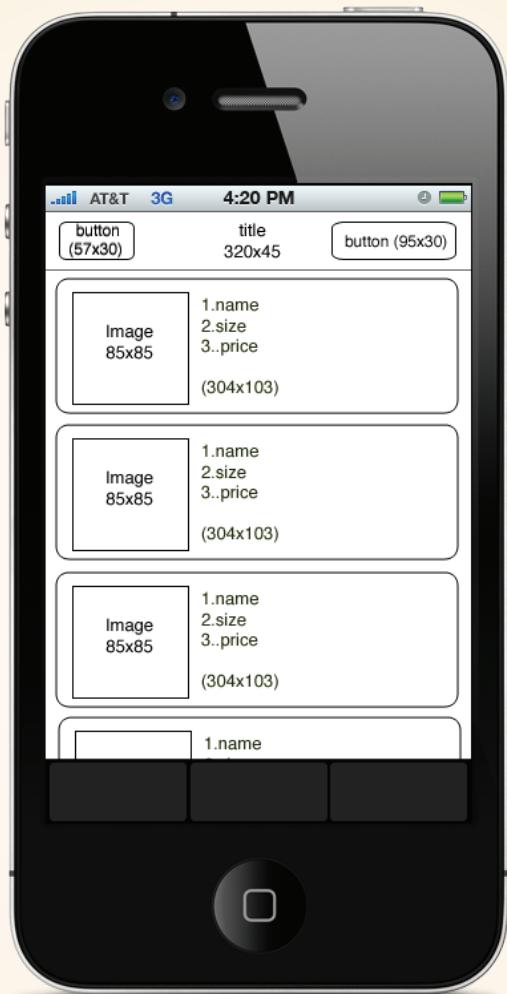
SKETCHE III



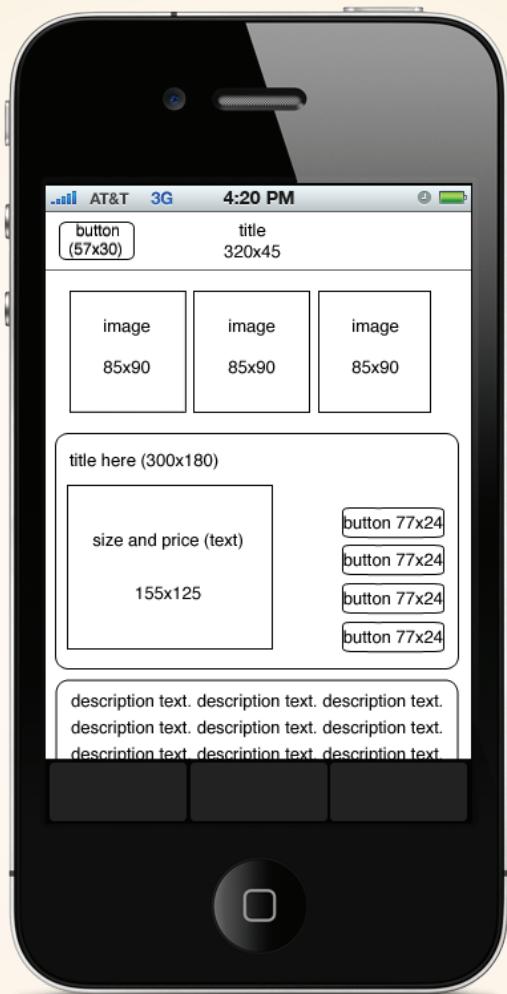
LO-FI I



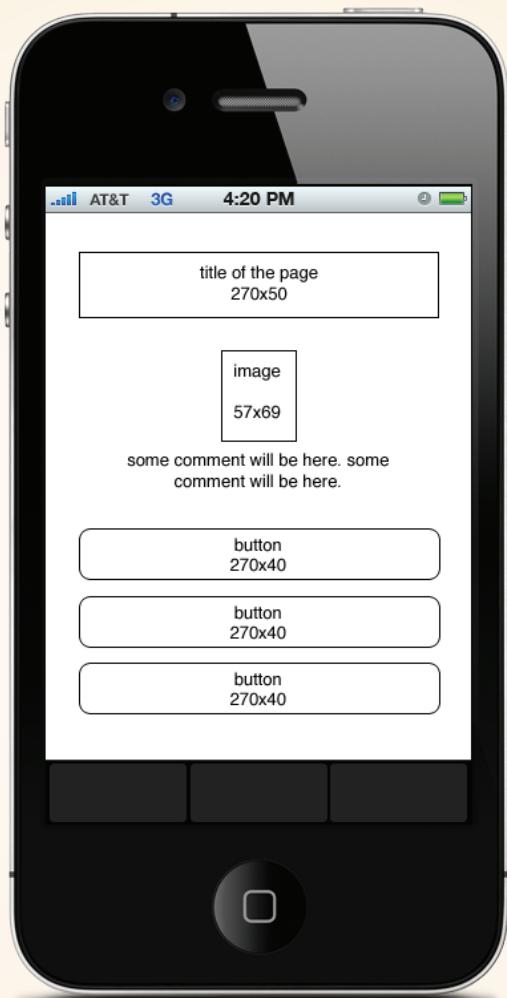
LO-FI II



LO-FI III



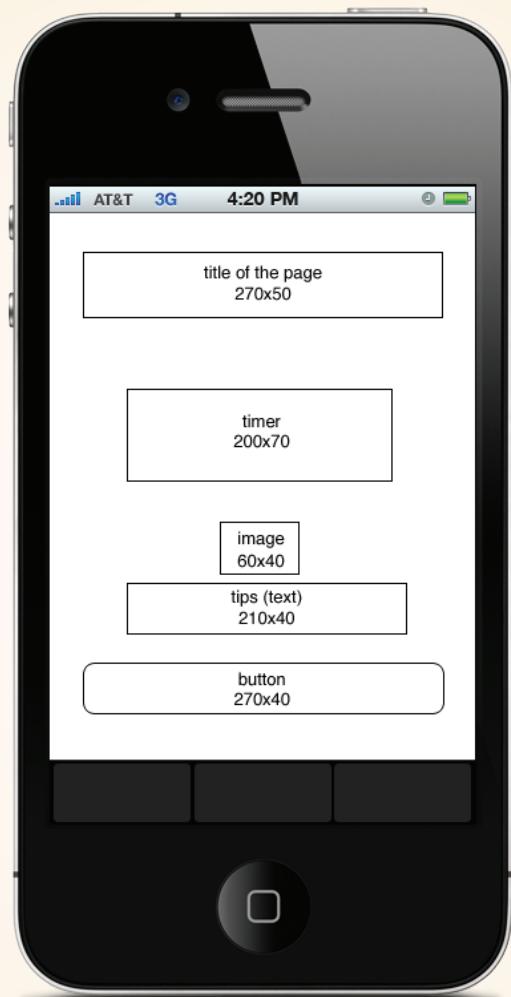
LO-FI IV



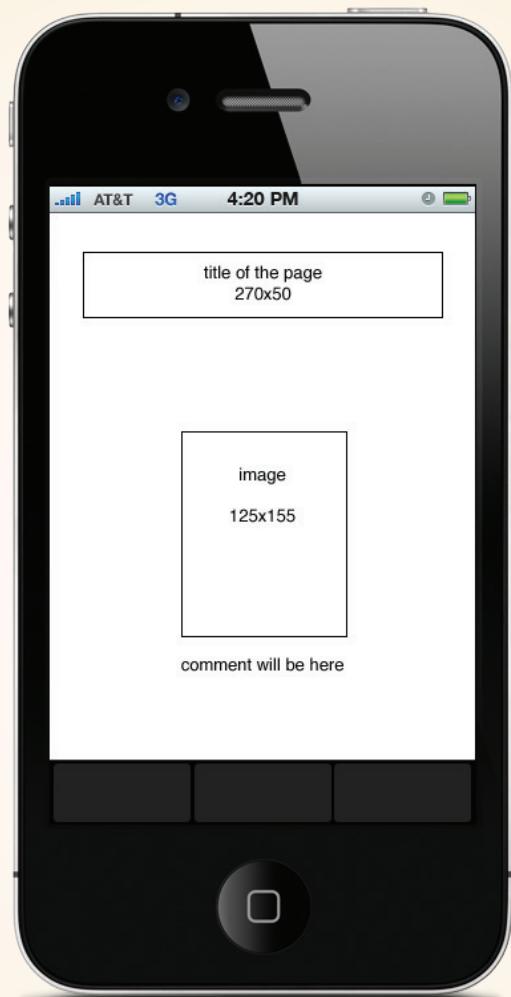
LO-FI V



LO-FI VI



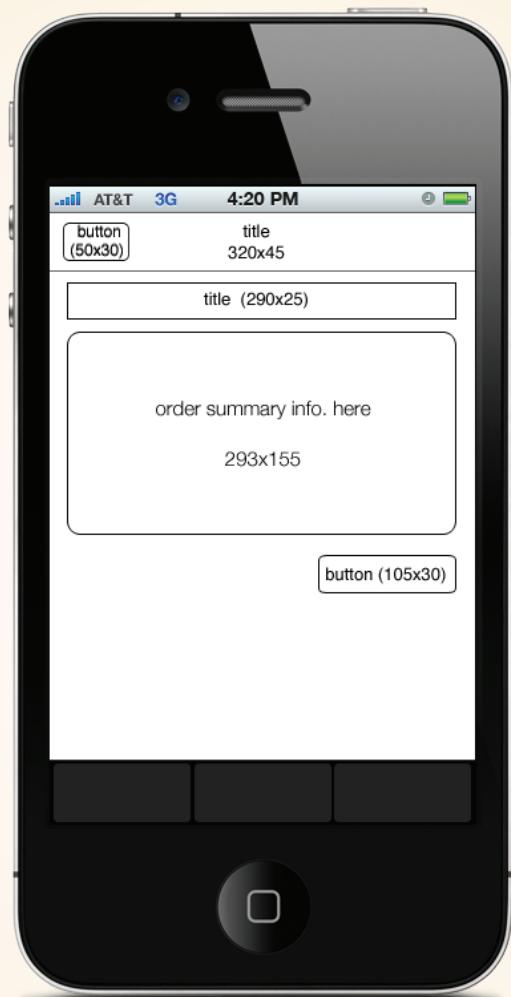
LO-FI VII



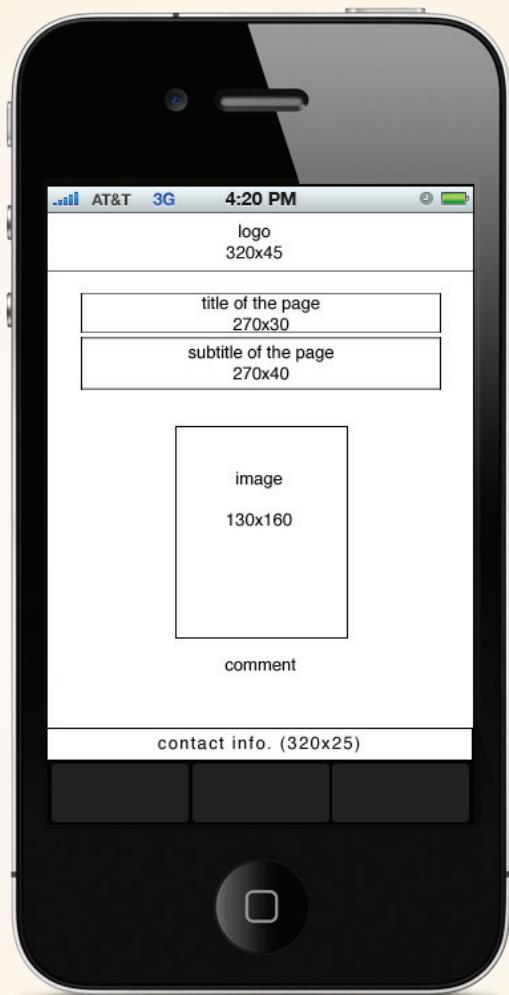
LO-FI VIII



LO-FI IX



LO-FI X



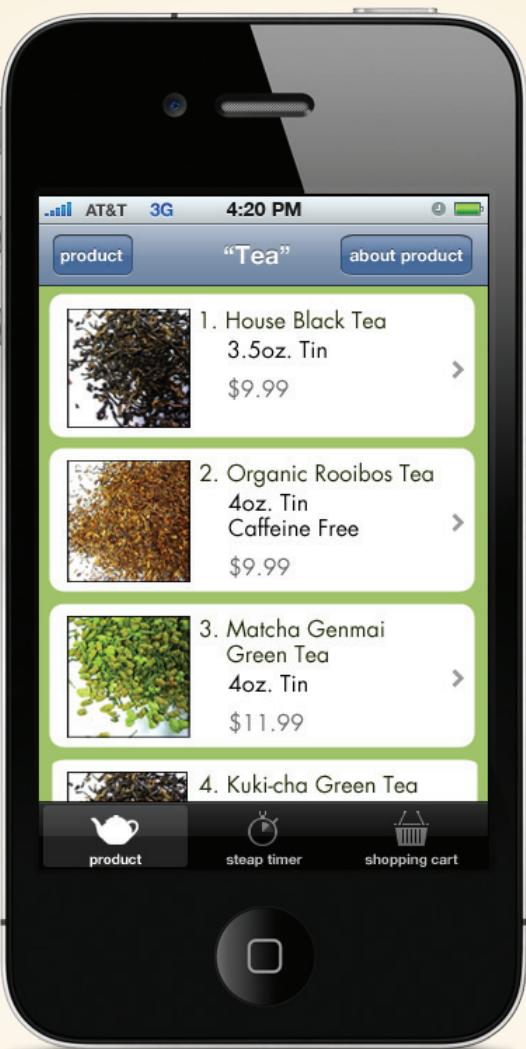
HI-FI: 0. OPENING PAGE



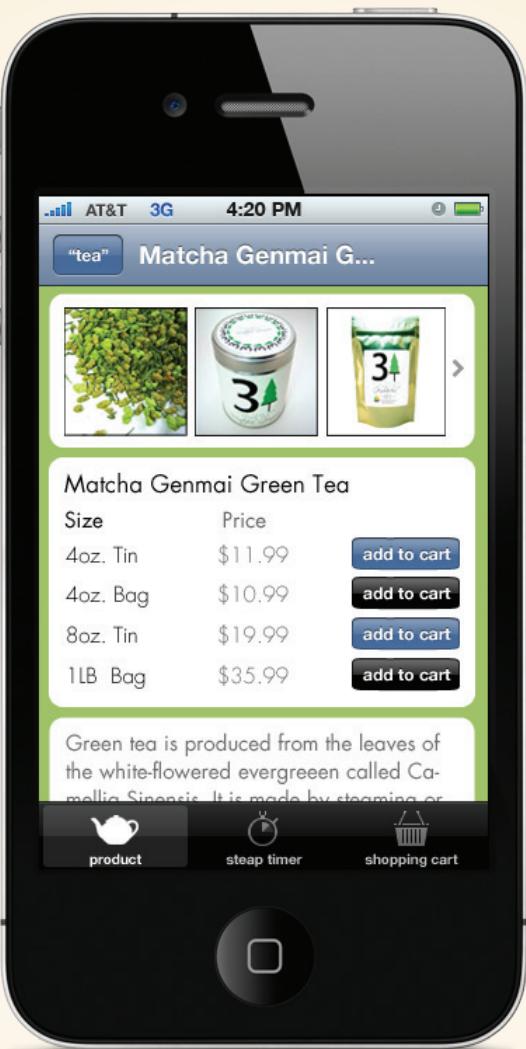
HI-FI: 1. PRODUCT I



HI-FI: 1. PRODUCT II



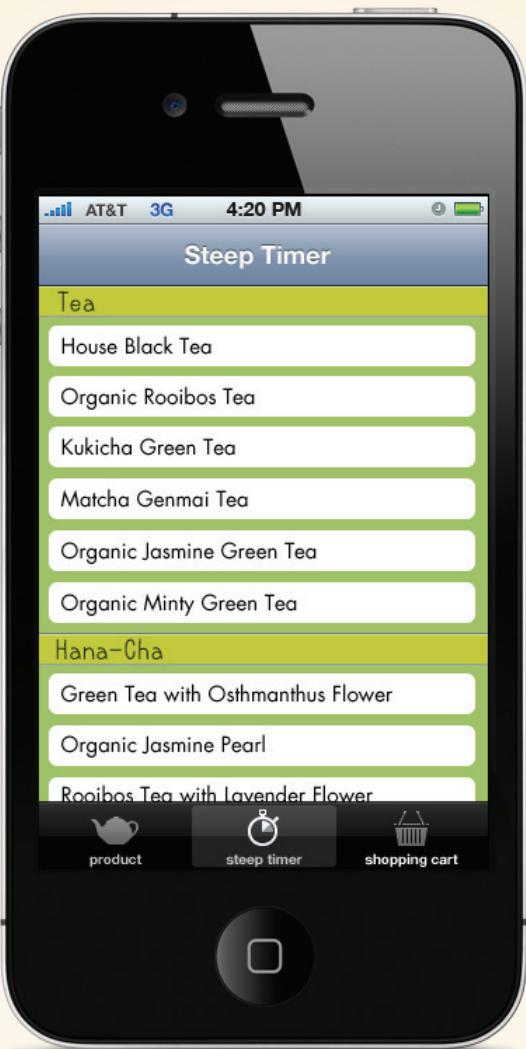
HI-FI: 1. PRODUCT III



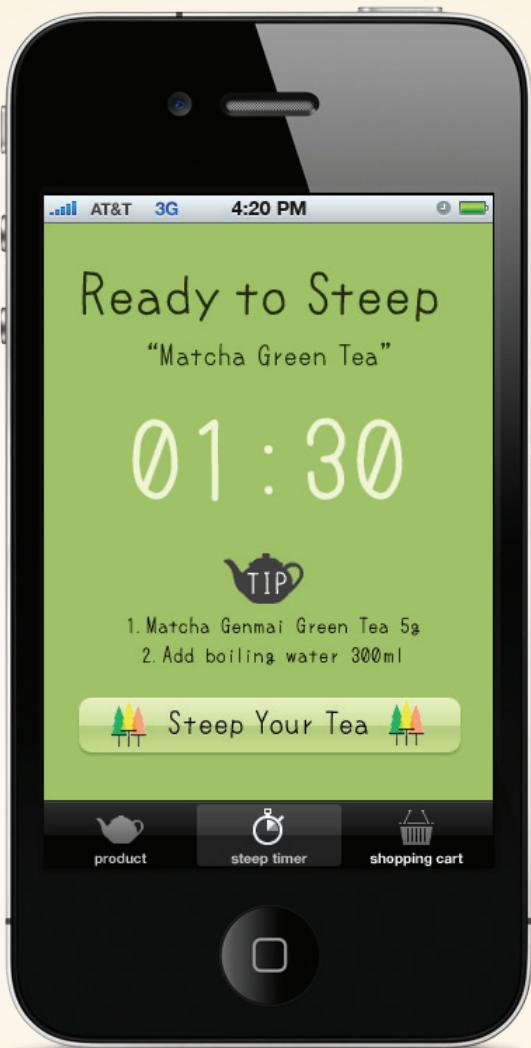
HI-FI: 2. STEEPING TIMER I



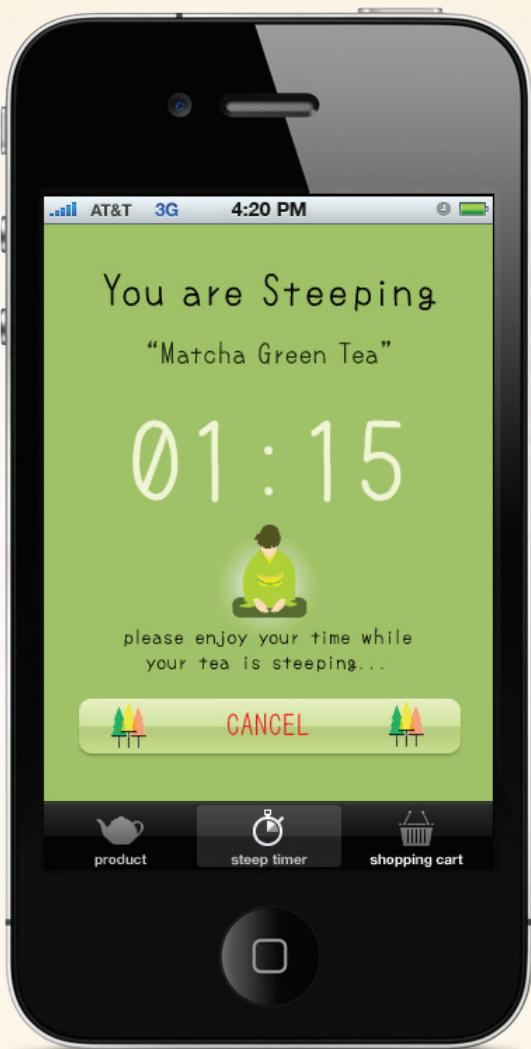
HI-FI: 2. STEEPING TIMER II



HI-FI: 2. STEEPING TIMER III



HI-FI: 2. STEEPING TIMER IV



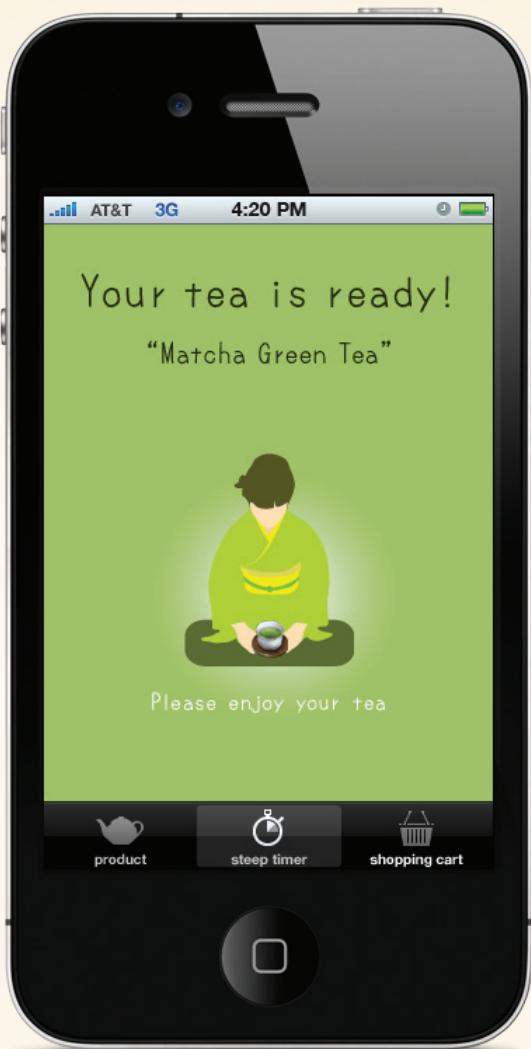
HI-FI: 2. STEEPING TIMER V



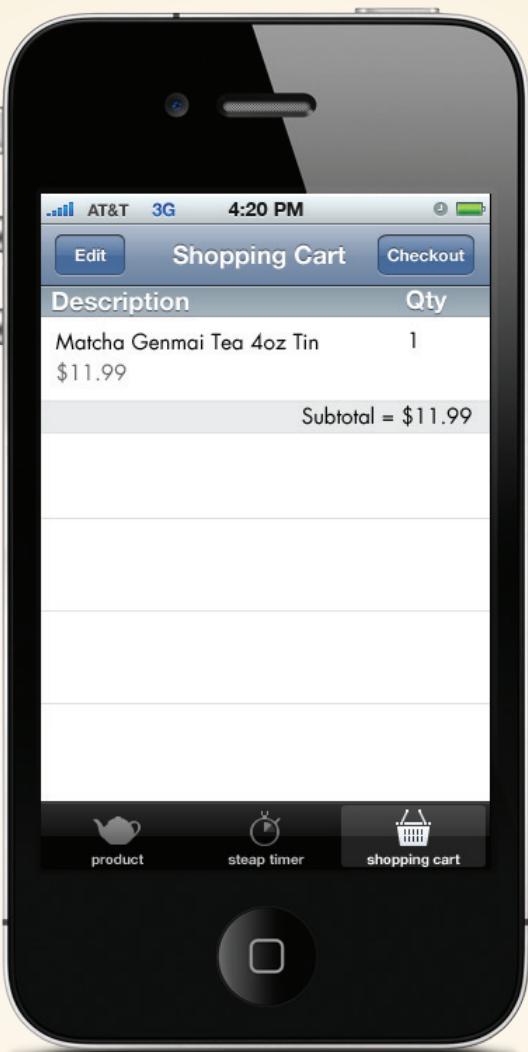
HI-FI: 2. STEEPING TIMER VI



HI-FI: 2. STEEPING TIMER VII



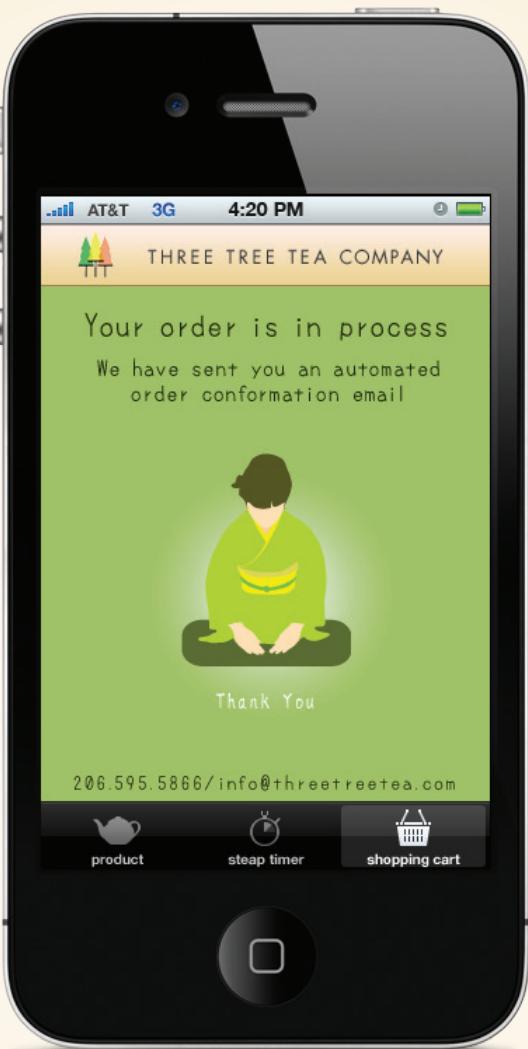
HI-FI: 3. SHOPPING CART I



HI-FI: 3. SHOPPING CART II



HI-FI: 3. SHOPPING CART III





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