

## Project2

# Drinkin Studio



*With the continuous development of modern economy and increase in residents' disposable income, mass consumerism and modern lifestyle have made milk tea more popular, the market of milk tea continues to expand. Milk tea, as a trendy drink, it entails special modern culture elements. it has been regarded as a "social" beverage. Young people post selfies with milk tea on their facebook, wechat etc. Frequent exposure on social networksing sites make milk tea even welcomed by more consumers, radiative effect indicates the great market potential.*

**Self-initiated project**  
**2019.6—2019.10**



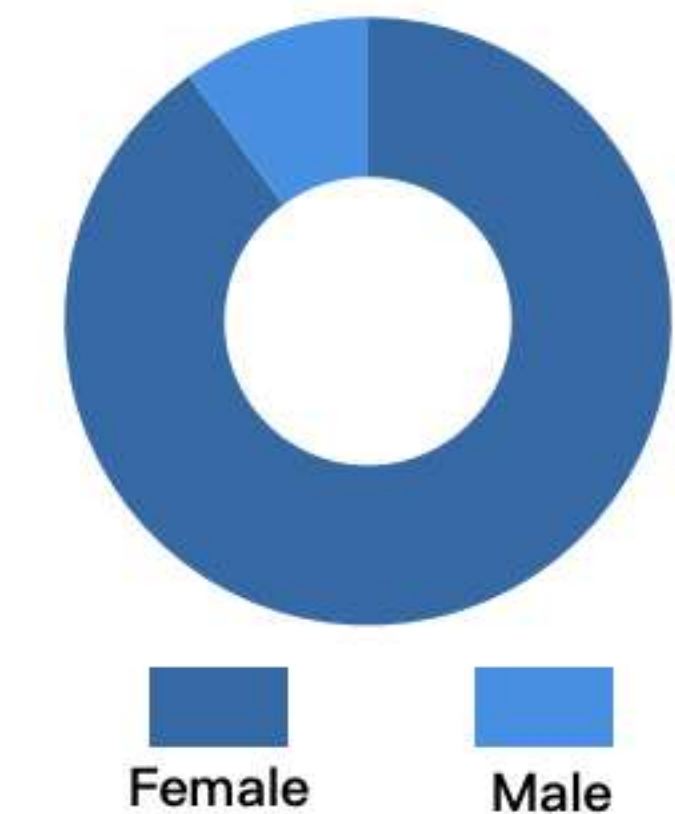
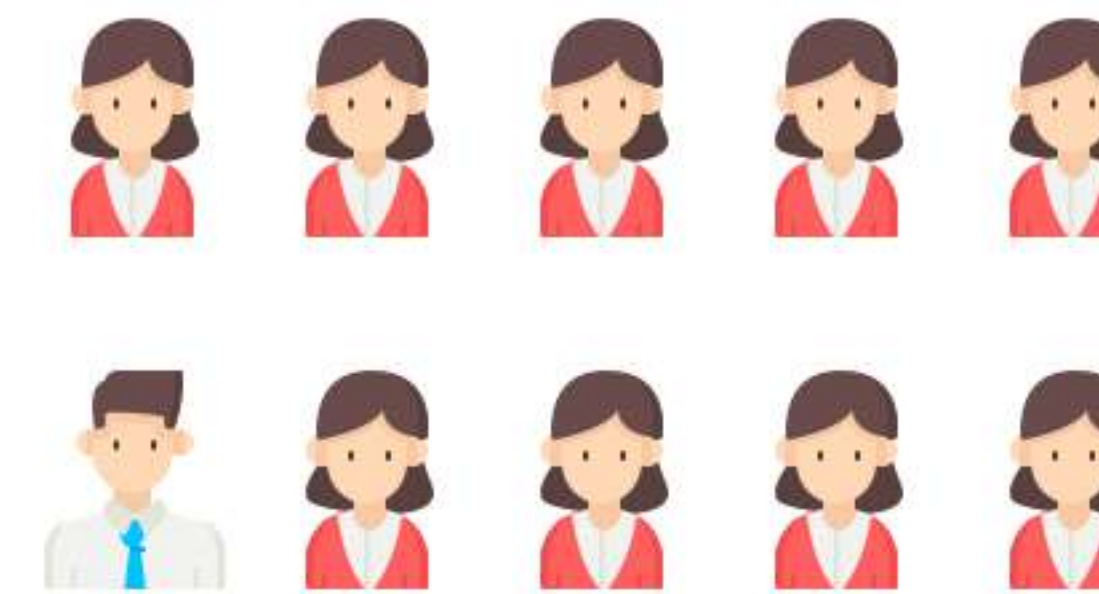
# BACKGROUND RESEARCH

## Estimation of market capacity of the Chinese milk tea industry. (2019)



Source: Prospective Industry Research Institute

## The traditional beverage market is dominated by women and young people

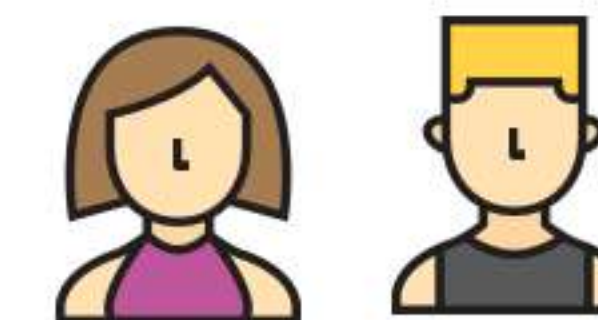


## Categories become blurred

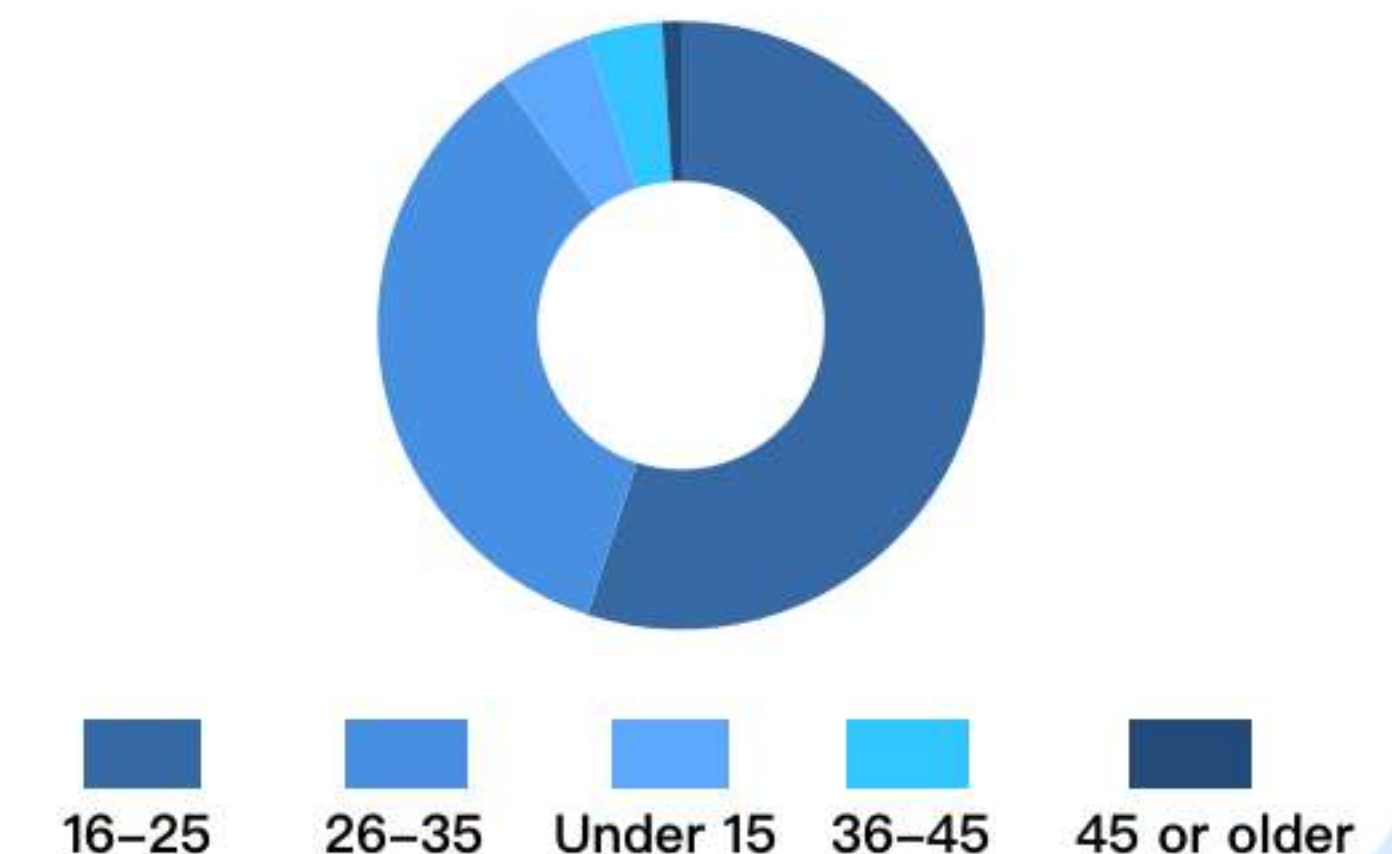
Nearly 40 percent of coffee shops sell tea or fruit-flavored drinks. Nearly 30 percent of tea shops sell coffee drinks. Category boundaries are blurring.



## More than 90% of consumers – 16-35 years old.



Young people are the largest consumption group.





# MARKET RESEARCH -SERVICE CONTRAST

By comparing the market value and relevant services with film industry, it is found that the market value of the milk-tea industry alone is higher than that of the film industry. The beverage industry has huge room for development but lacks related services. So a professional app will be able to fill the gap in the market.





# OBSERVATION



Consumers not only treat the milk tea shop as a casual chat scene, but also often share and exchange the taste of various drinks with their friends.



Milk tea is more than a tasty drink, the unique milk tea cultural atmosphere stimulates drinkers to socialize, communicate and have fun with friends.



Many young women like to take selfies with the theme of milk tea.



Although there are many shop assistants, the low efficiency of ordering and the long waiting time of consumers are still unresolved problems.



I conducted ten interviews online and offline, interviewing young people in first-tier and second-tier cities in China. I try to understand customers' consumption psychology, figuring out their concerns and unfulfilled demand. I also introduce my concept of Drinkin studio with them and ask if they would like to use it.



**You Qingshun, 23**  
**Guangzhou**

// I love to drink milk tea! but I always fear to buy untried drink with awful taste. //

#### Findings:

Consumers want to try more types of drinks, but afraid to drink something that tastes awful.

#### Frustrations:

Wait in line; Awful-taste drink.

#### Professional APP demand:



**Judy, 21**  
**Shenzhen**

// I don't like to drink milk tea, but I often go to convenience stores to buy milk. //

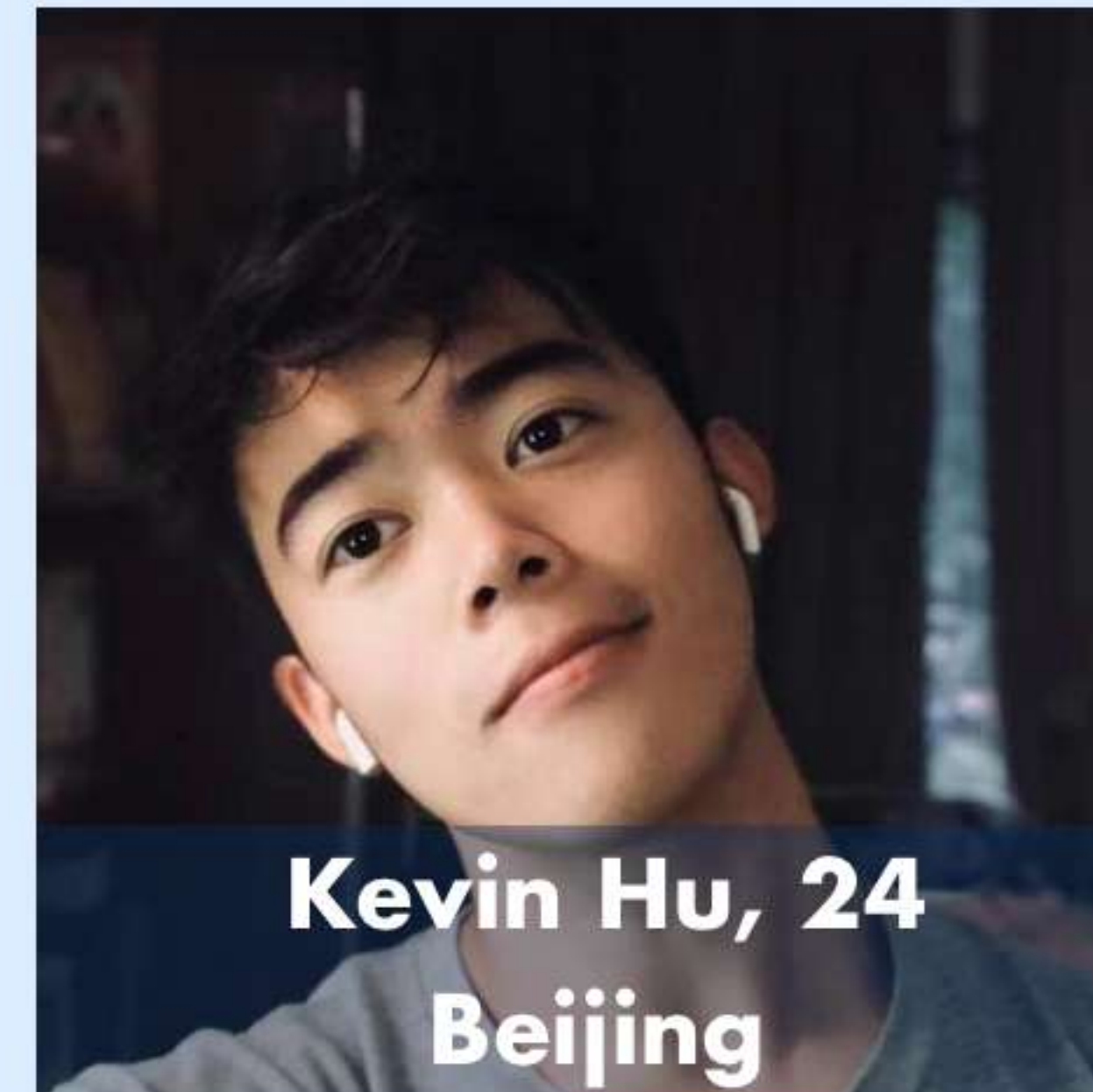
#### Findings:

Not only milk tea, consumers have a recommended demand for other types of drinks.

#### Frustrations:

Suffer from decidophobia.

#### Professional APP demand:



**Kevin Hu, 24**  
**Beijing**

// I like to drink milk tea, but I feel that it is not healthy. //

#### Findings:

Consumers are very concerned about the sugar content of drinks.

#### Frustrations:

worried that sugar content is too high.

#### Professional APP demand:



**Zhao Yuan, 25**  
**Shanghai**

// I like to drink milk tea, and I also like to share my favourite milk tea with my friends. //

#### Findings:

Consumers want their favorite drinks to be known to more people.

#### Frustrations:

The recommendation is too scattered.

#### Professional APP demand:





# PERSONA

## Hobbies

Clothing, chatting on wechat, buying milk tea.

## Purchase Frequency

5-6 times a week.

## Unmet Demands

- 1.Accurate personalized recommendation.
- 2.The popular tendency about beverage.
- 3.A special place to share mood and release pressure.

26, Female



"Drinking milk tea always helps me release pressure."

Which way do you usually get recommendations from?

Weibo、Wechat、Recommended by friends.

## Hobbies

Shopping, browsing weibo/Red, reading

## Purchase Frequency

1-2 times a week.

## Unmet Demands

1. Health problems and sugar content of milk tea.
- 2.I want my favorite drinks to be known by more people.
- 3.Credible rating of milk tea.

21, Female



"I often try different milk tea while shopping or studying in the library."

Which way do you usually get recommendations from?

RED (APP)、Weibo、Wechat、Recommended by friends.

# INSIGHTS



## SHOPPING BEHAVIOR

With the increasing variety of drinks, consumers' choices become more diversified. Using big data and algorithm to provide them with accurate personalized recommendation will satisfy customers' demand.



## PLATFORM

Through observation, I found that not only do consumers need help, but companies also need corresponding help. We can help merchants conduct accurate advertising, new product testing, and reduce trial and error costs. At the same time, we also provide a professional platform for bloggers to share their tactics in drink selection.



## BUSINESS MODEL

Combine user review function in new retailing, establish an algorithm-driven app to provide service to both buyers and sellers, achieving mutual benefits while establishing brand reputation and credibility.



# EXPERIENCE MAP

Stage	Want milk tea	Tips & Plan	Buy milk tea	Type selection	Enjoy	Evaluation
Acting	<ul style="list-style-type: none"> <li>·Check out nearby shops</li> <li>·Search for information about drinks</li> <li>·and get recommendations (APP, recommendation from friends)</li> <li>·Check nutrition facts and compare prices</li> </ul>		<ul style="list-style-type: none"> <li>·Offline purchase</li> <li>·Online purchase</li> </ul>	<ul style="list-style-type: none"> <li>·Frequently purchased</li> <li>·Try new product</li> </ul>	<ul style="list-style-type: none"> <li>·Eat in</li> <li>·Take out</li> </ul>	<ul style="list-style-type: none"> <li>·Share to friends circle</li> <li>·share on social networking apps</li> </ul>
Thinking	1.What milk tea tastes good? 2. Healthy or not? Is it high in sugar? 3. Is it more expensive than others? 4. Which milk tea shop is near me?	1. Check others' recommendations on RED? 2. Check others' recommendations on weibo and TikTok? 3.What did my friend recommend?	1. How long do I have to queue? 2.Are take-out orders expensive?	1. I really want to try the new taste, but will it frustrate me? 2. Should I buy the beverage I have tried before?	1.Do I like the environment of the store? Is it comfortable? 2.Drinking here or taking out?	1. How long does it take to write a review? 2. Will anyone read my writing?
Feeling	<ul style="list-style-type: none"> <li>· I really want to drink milk tea!</li> <li>· I'm afraid of getting fat!</li> <li>· Drinking milk tea will make me feel better~</li> </ul>	<ul style="list-style-type: none"> <li>· I remember I saw some recommendations before, but now I can't find it.</li> <li>· Are these recommendations highly credible?</li> </ul>	<ul style="list-style-type: none"> <li>· If I order takeout, the delivery fee is too expensive.</li> <li>· I found a milk tea shop near my home!</li> </ul>	<ul style="list-style-type: none"> <li>· The new beverage I try tastes is awful, I'll never come again.</li> <li>· I lost interest in this store because I always drink the beverage that I tried before.</li> </ul>	<ul style="list-style-type: none"> <li>· The store environment is different from what I imagined.</li> <li>· I don't really like the takeout pack.</li> </ul>	<ul style="list-style-type: none"> <li>· OMG! This is the most amazing drink I tried! I must tell everyone!</li> <li>· This tastes awful! I really want to give bad comment!</li> </ul>
Experiencing	<p>Legend:   <span style="color: lightblue;">■</span> Future(If the consumer has a professional drink app)   <span style="color: darkblue;">■</span> Now         </p>					
Opportunities for improvement	<ul style="list-style-type: none"> <li>·Check the ingredient list and pay attention to health issues.</li> </ul>	<ul style="list-style-type: none"> <li>· Provide users with credible rating reference on drinks.</li> </ul>	<ul style="list-style-type: none"> <li>· Easy search of drink shops.</li> </ul>	<ul style="list-style-type: none"> <li>· Provide users with accurate personalized recommendations.</li> </ul>	<ul style="list-style-type: none"> <li>· Enable users to check the shop environment on the APP.</li> </ul>	<ul style="list-style-type: none"> <li>· Provides a platform for users to post and view comments</li> </ul>



# DESIGN CRITERIA

## Design Goal

Drinkinn Studio will have a scalable, Internet-based solution for drink selection addressing the following customer pain points.

- A platform where users can check drink scores and remarks before they make a purchase decision.
- Provide users with accurate and personalized recommendations in drink selection, Provide a channel to check the nutritional content of drinks.
- Set up a socially interactive drink community where customers post and check drink selecting guidance.

## Target User

Young white-collar group, university students, females

## User Perception

- Healthy control
- Ease of use
- Recommendation accuracy
- Credibility of rating

## Solution Attributes

- Any individual user must be able to find the drink she/he wants.
- Any particular information about drinks and selection guidance must be gathered and integrated on one platform.
- Generate a network effect to attract more target users to level up the credibility of rating and increase user platform stickiness.
- Provide services to interested companies and transfer gathered information of user preferences into business profits. E.g. Help enterprises to carry out accurate and wide advertising, new product testing, etc.

## Physical Attributes

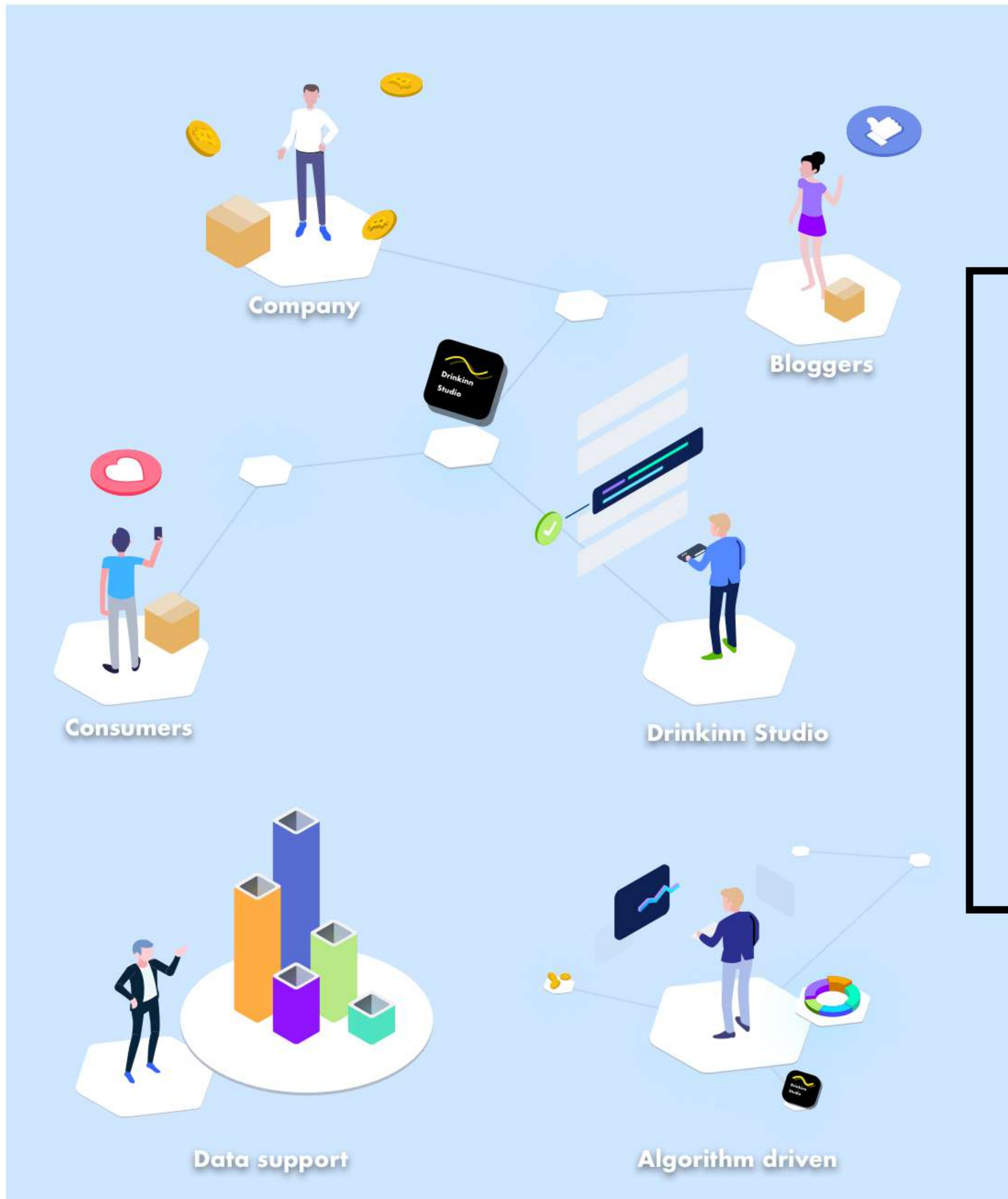
- Simple and beautiful operation interface
- specific and targeted content.
- Fine functions with direct and simplified manipulation of onscreen content, which enhances the usability and appeal of the app.

## Constraints

- Any solution must be positioned in a way that helps the existing ecosystem of delivery rather directly competing with it or hindering it.
- The design must fulfill regional standard of recommendation and rating about drinks in Asia.



# CONCEPT



## Drinkinn Studio

Drinkinn studio is an APP that offers personalized drink recommendations and guidance. It not only allows users to easily find all kinds of drinks on the APP, but also has a public rating function that can provide users with valuable reference data before purchasing.

The primary purpose of drinkinn studio is to serve beverage consumers, but it also provides a platform for bloggers to write their drink selection guidance. At the same time, Platform can use the data to help businesses to carry out accurate advertising and new product testing for target consumers.



Comment



Beverage  
guidance



Popular  
trend



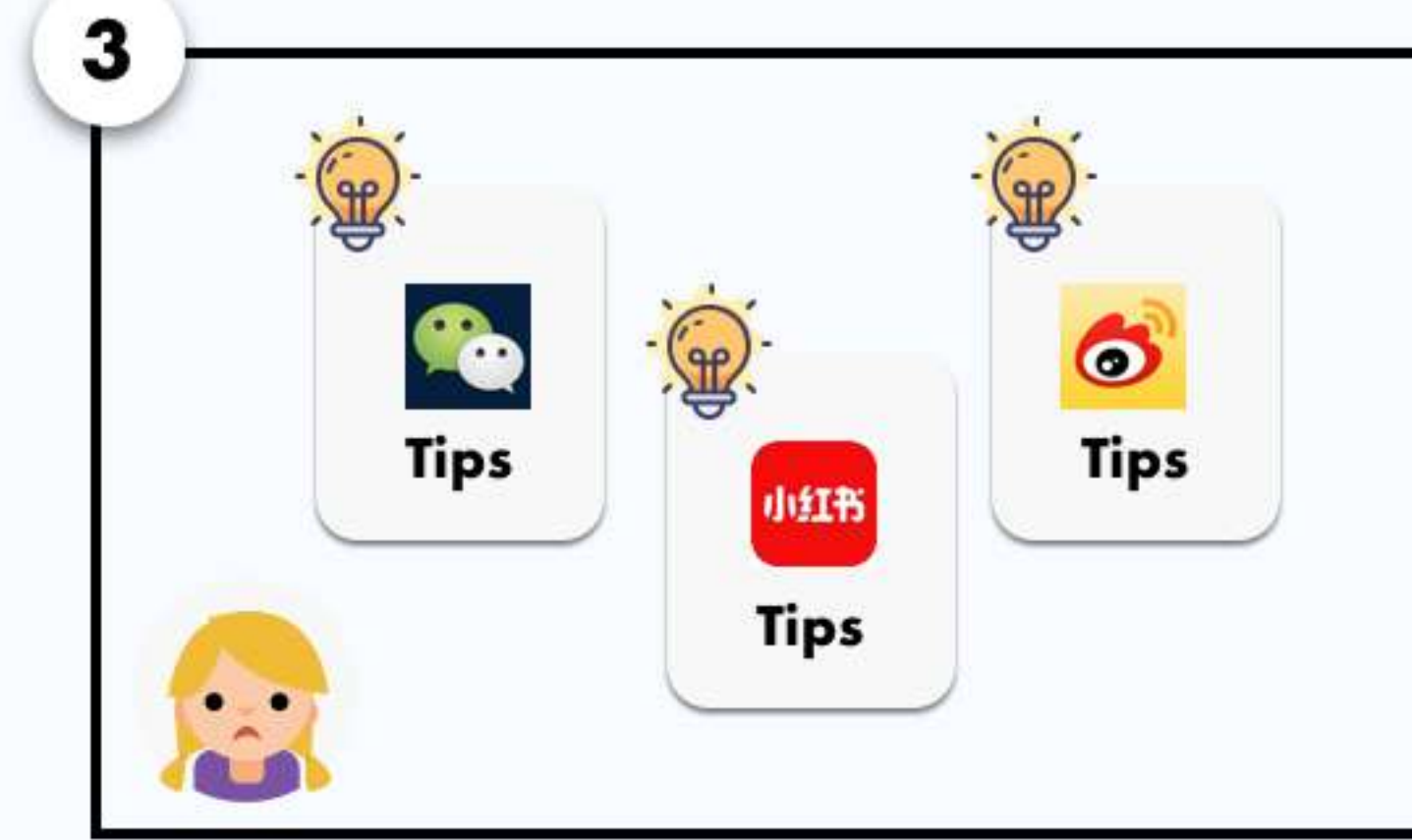
# STORYBOARD



Sherry is a college student who is passionate about milk tea. Every time she goes shopping, she always buys a cup of milk tea.



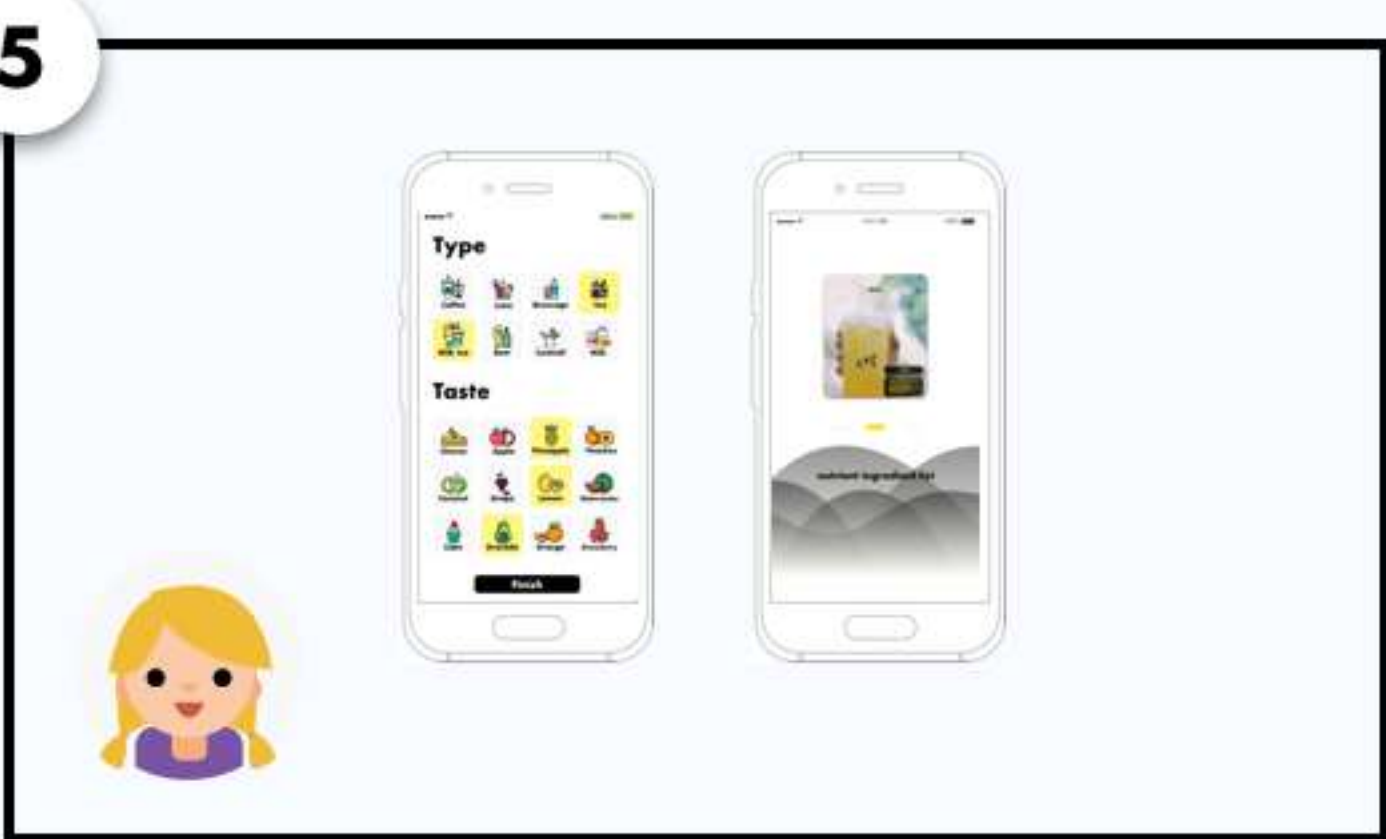
Although there are numerous tea shops offering a variety of choices, she hardly tries new flavor, as she doesn't want to be frustrated by an unfavorable taste.



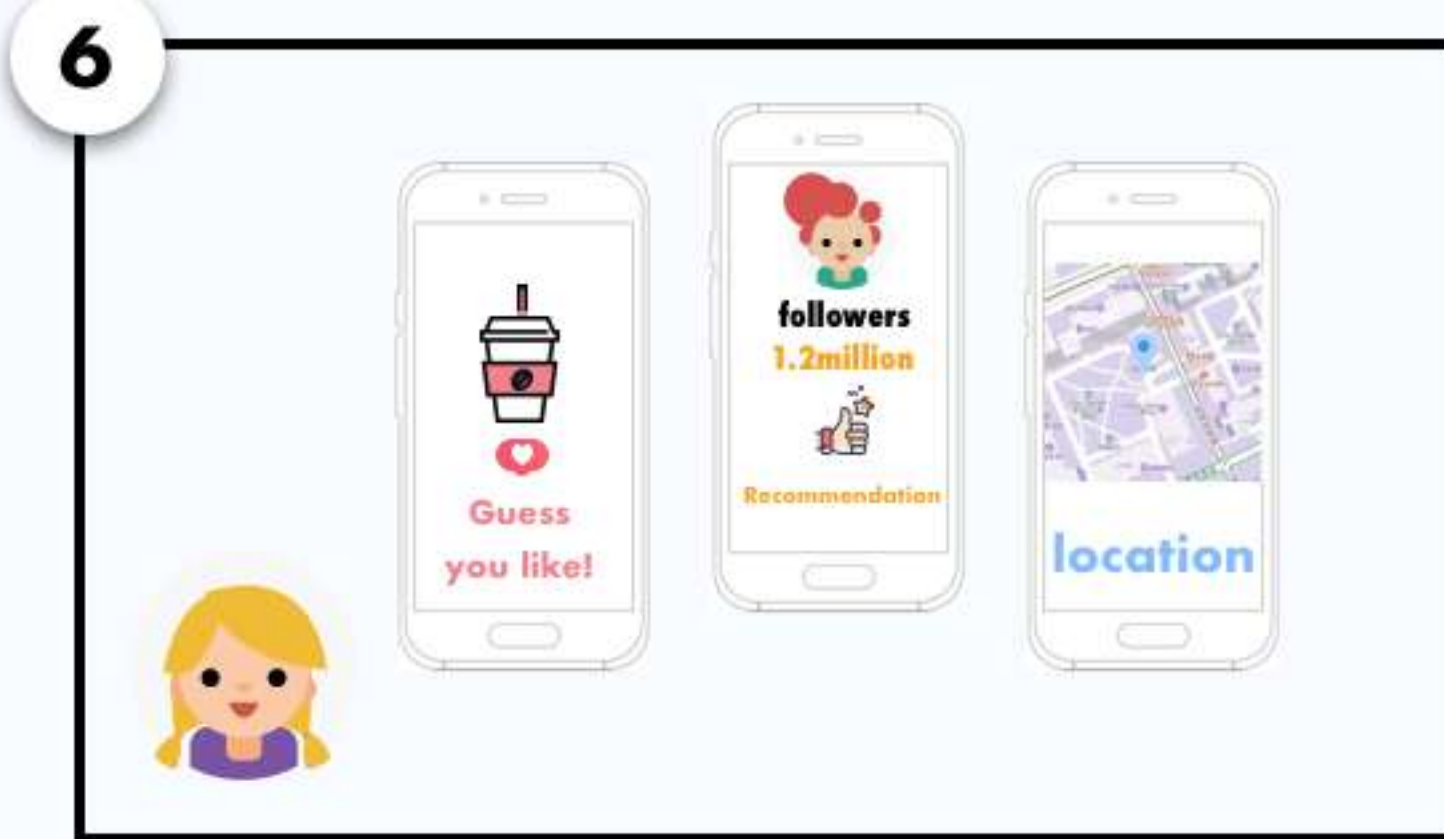
Sometimes she wants to find some tips and reliable guidance on drink selection, but she always feels very troublesome to collect information from different apps like RED, Weibo or wechat.



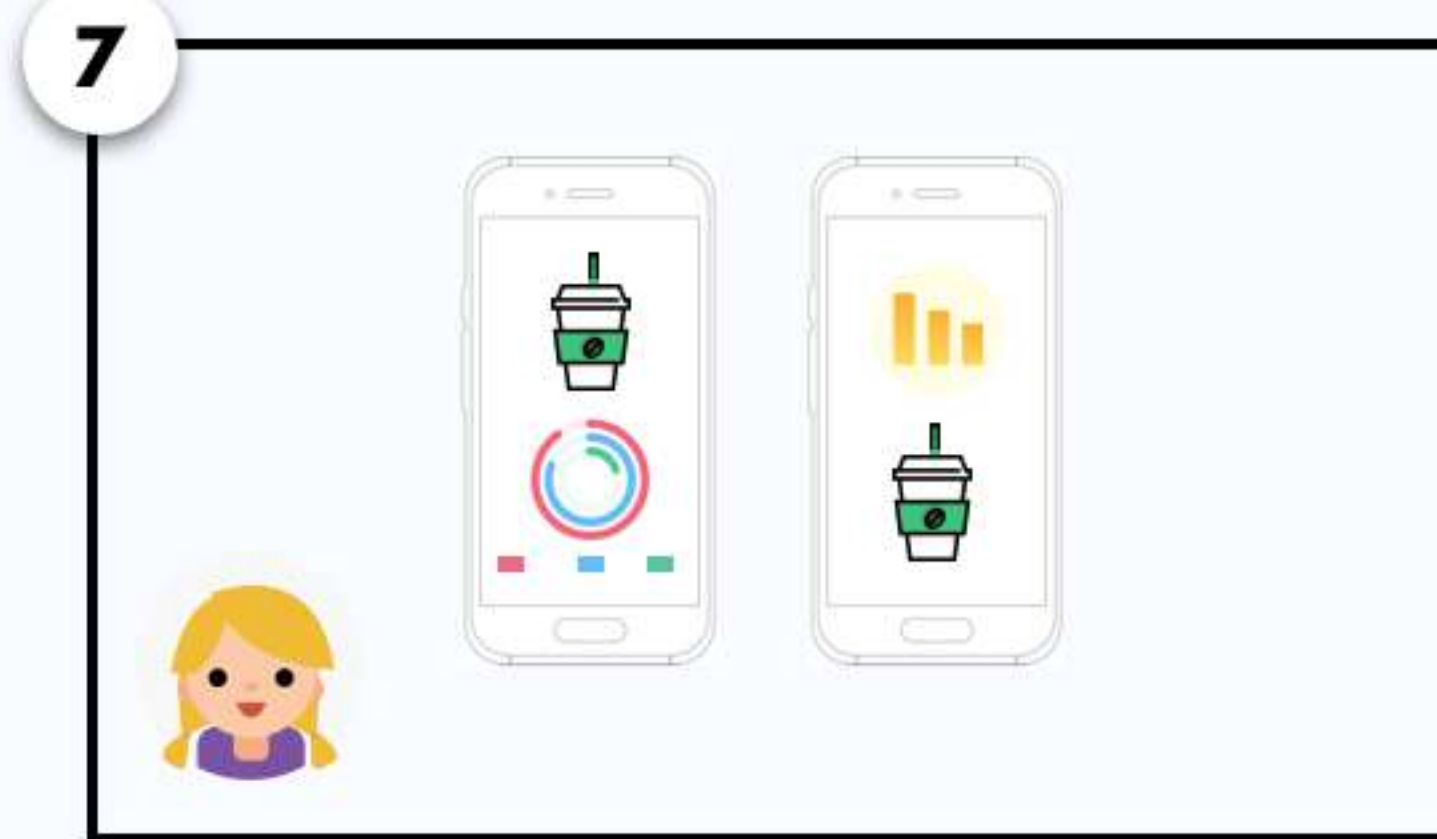
One time she accidentally discovered Drinkinn studio. She loves drinks and she was totally attracted by this app, with some curiosity, she downloaded the app.



After filling out her preferences, she accessed the homepage.



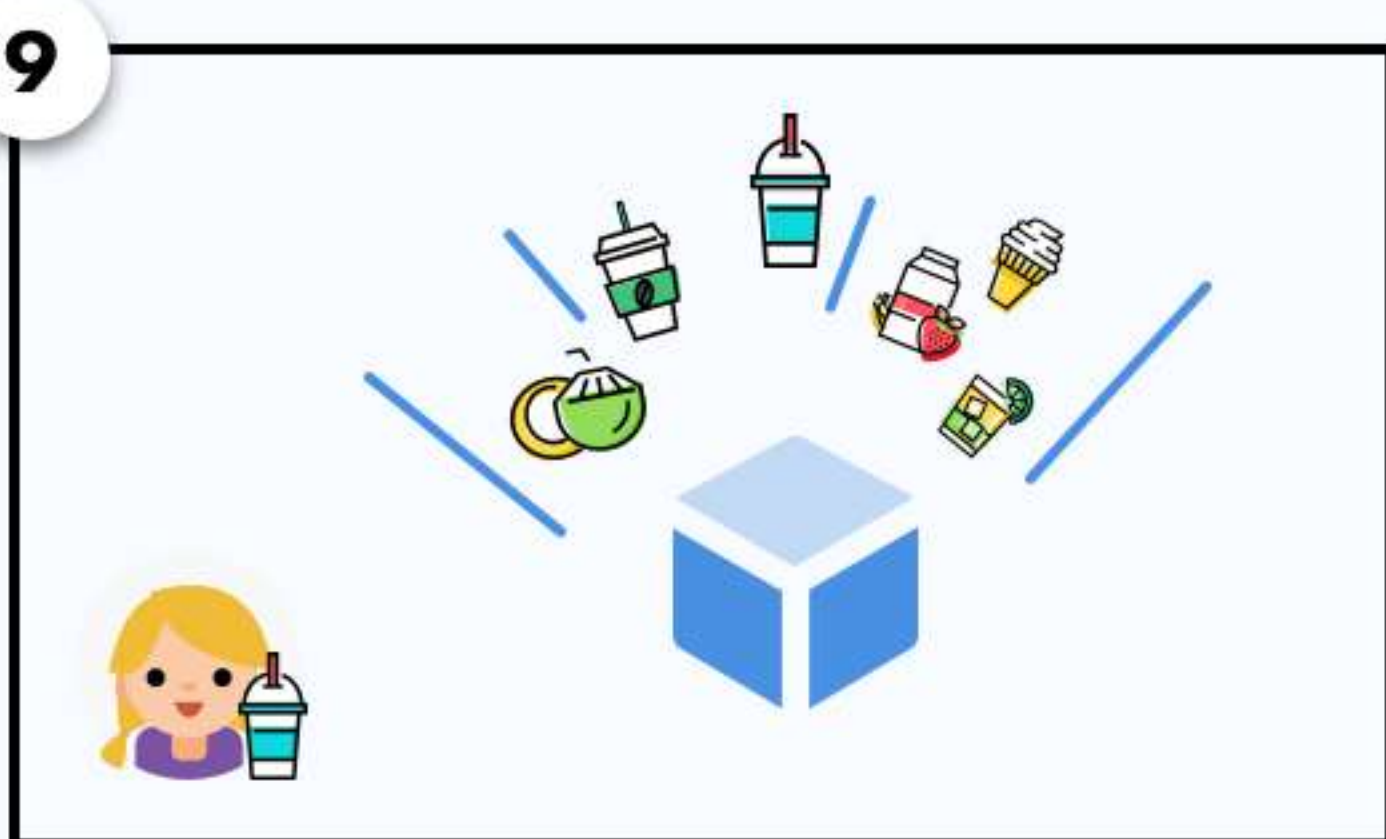
She surprisingly found that the recommendations on this app were highly personalized and totally catered to her taste!



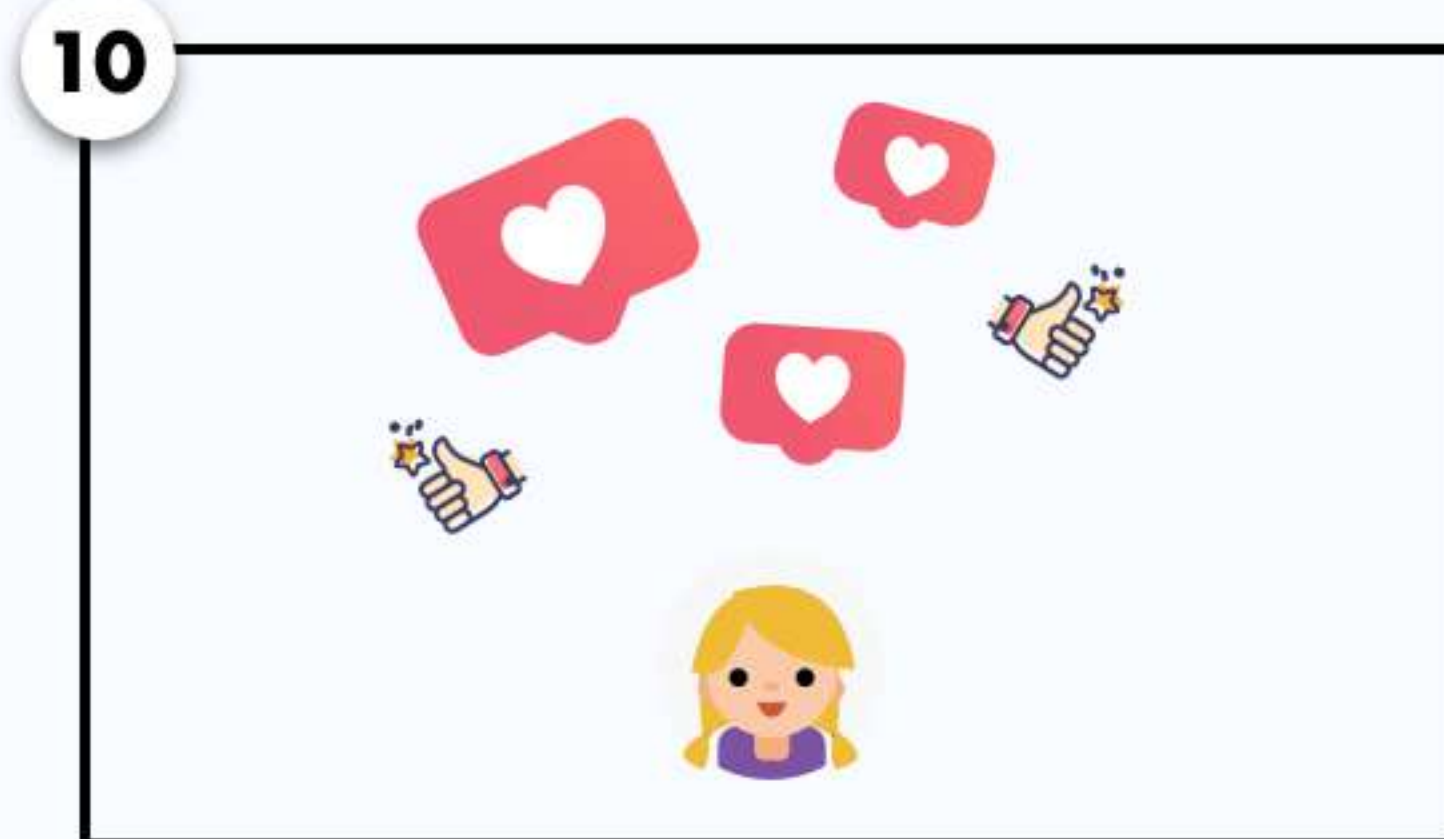
Each drink was scored at the drinkers' comment section, which informs her the latest trend on the level of popularity of different drinks.



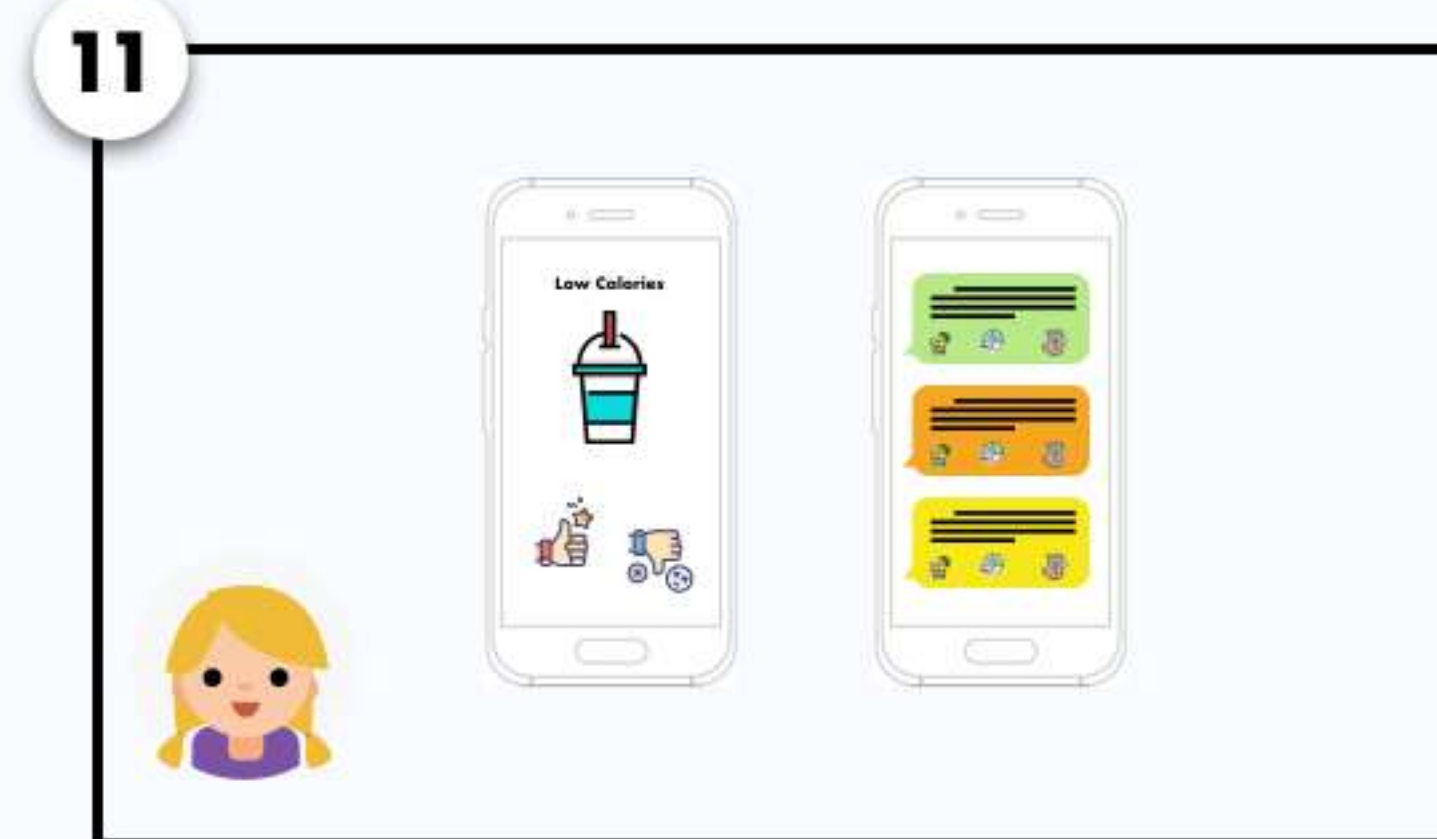
She was so delighted that she can also check the nutrients of the drink, which addresses her concern on sugar and fat level.



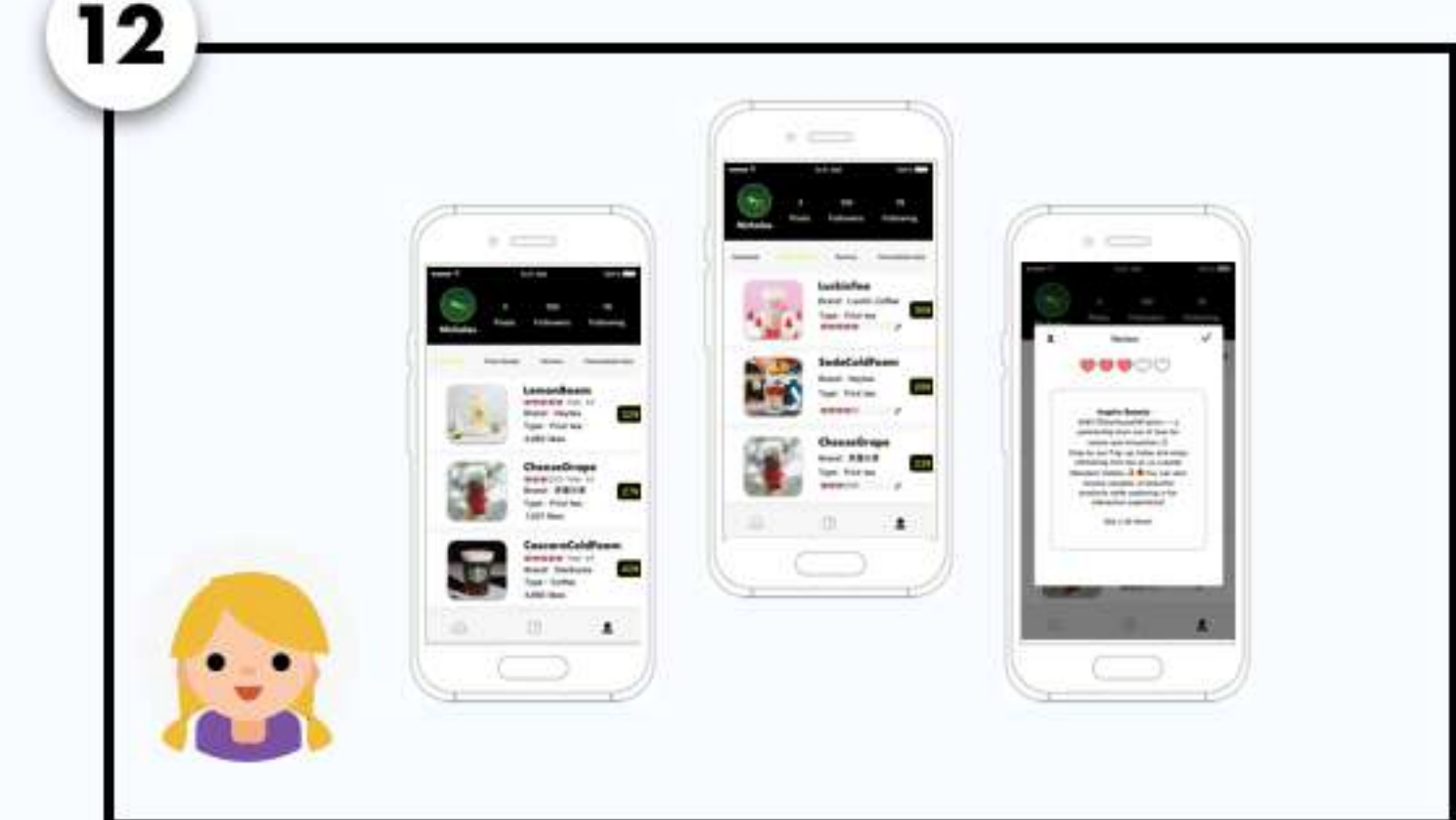
After that, she bought her most wanted drink from her collection on the app.



The purchase didn't frustrate her, she was satisfied with the taste of her new drink. And she is willing to try more new drinks now.



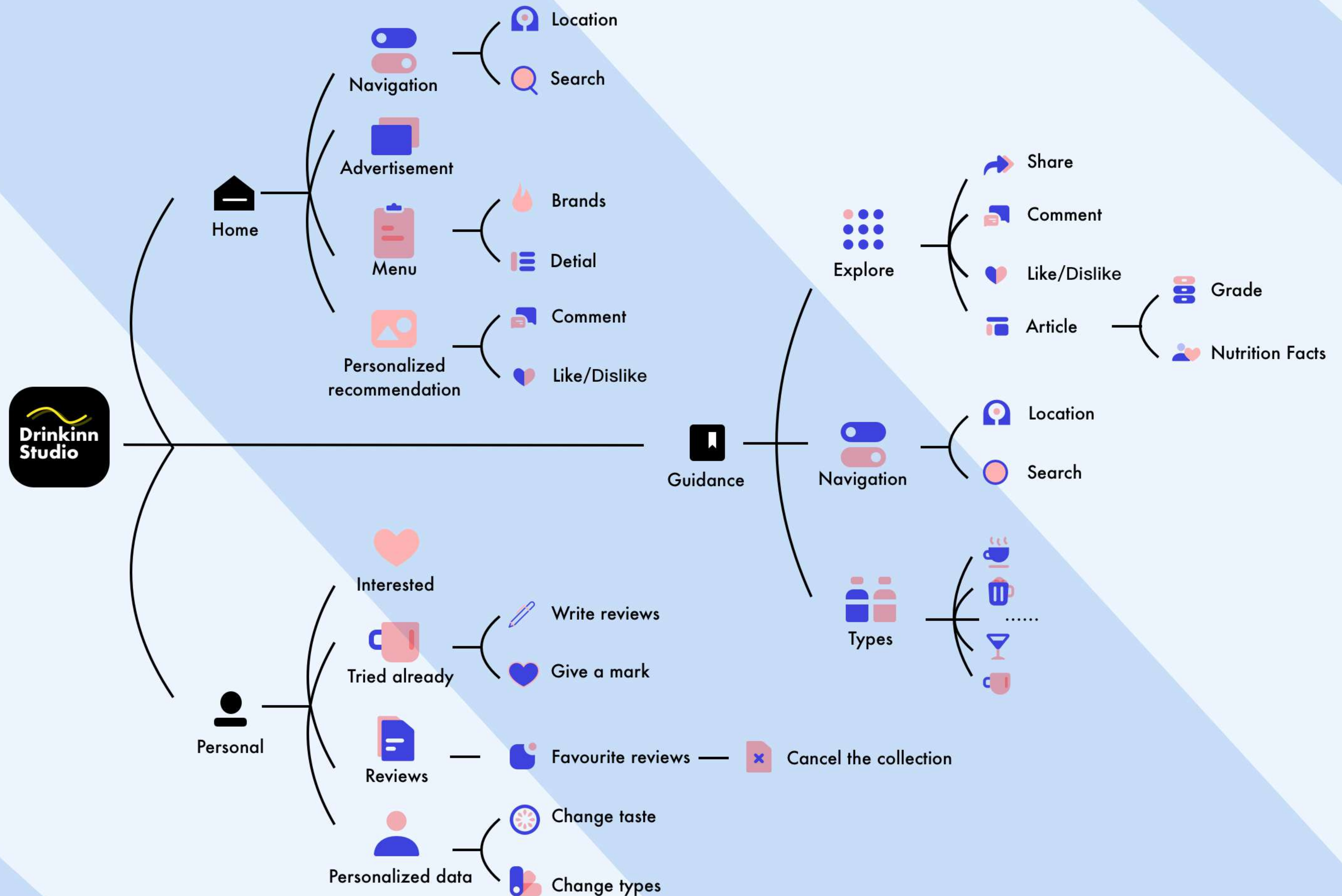
She wanted to share her favorite drinks with more people, so she rated and commented on her favorite drinks.



She accessed her homepage which showed her collection of drinks, guidance and record of drinks she had tried, these collections really gave her a sense of fulfilment and satisfaction.

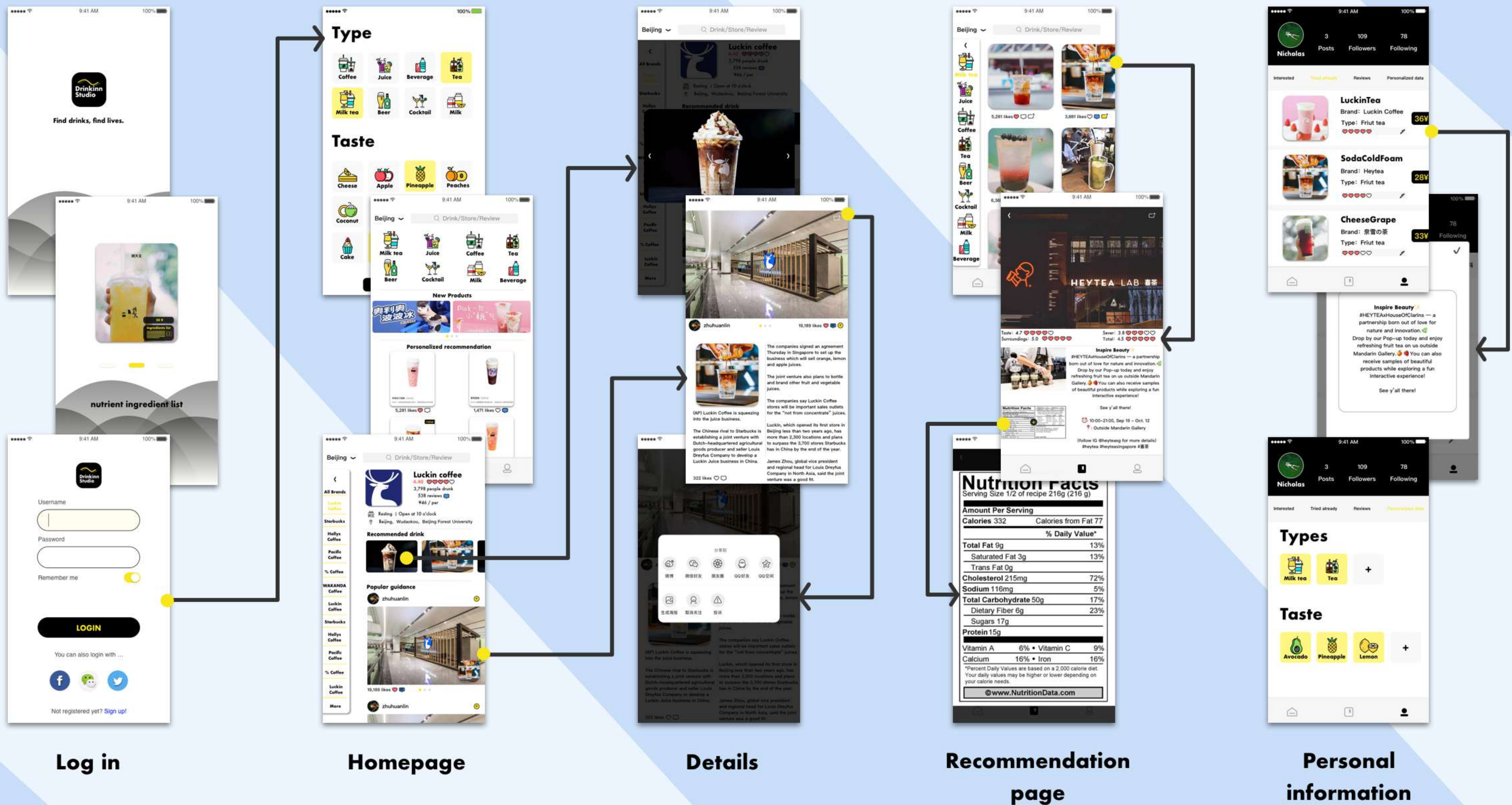


# FUNCTION DIAGRAM





# USAGE FLOWCHART





# APP DESIGN



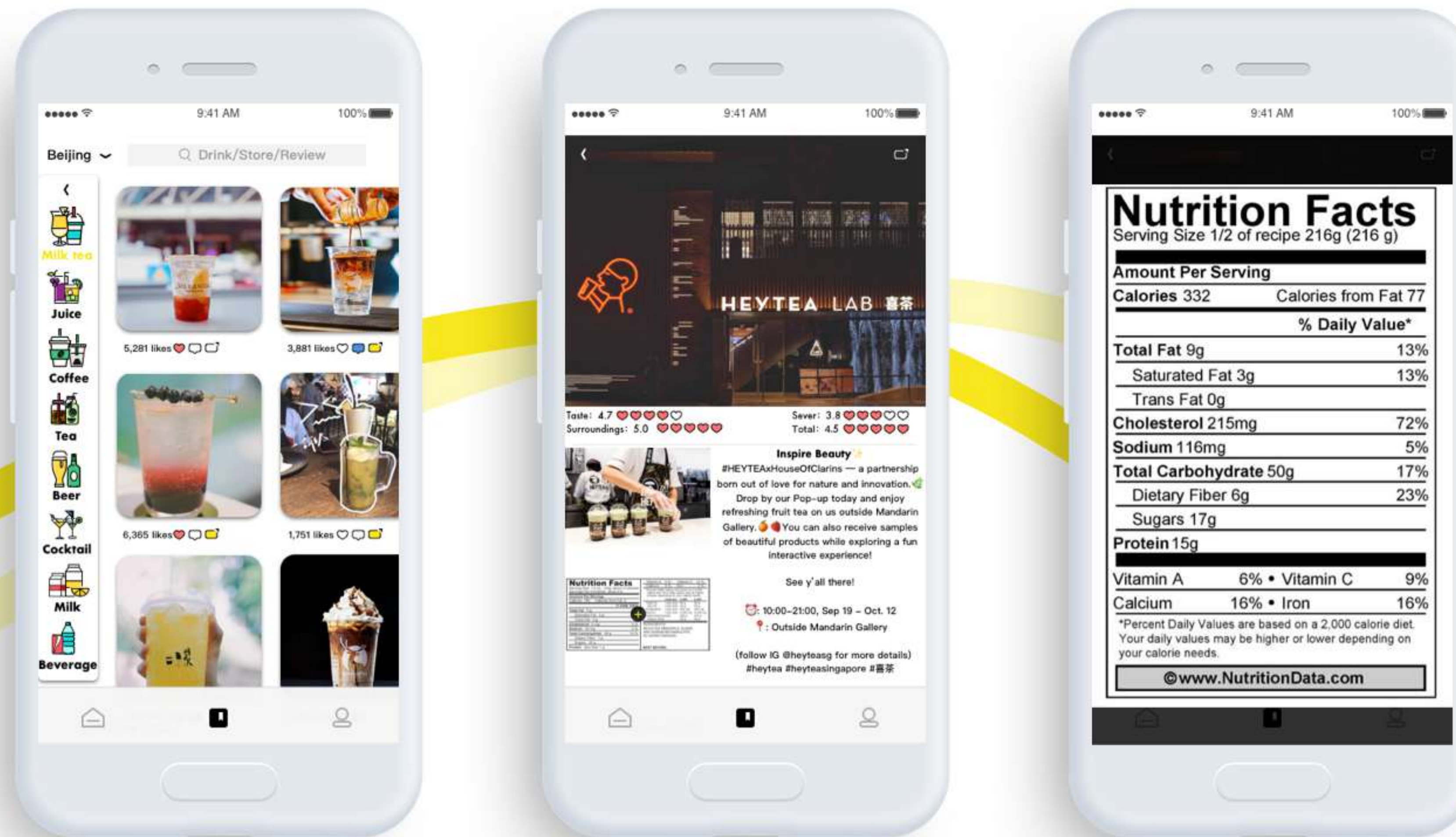
## Type & Recommendation

Drinkin studio allows users to find different types of drinks. Personalized recommendations are available to users based on user preferences. Users can also share their drink selecting tactics.



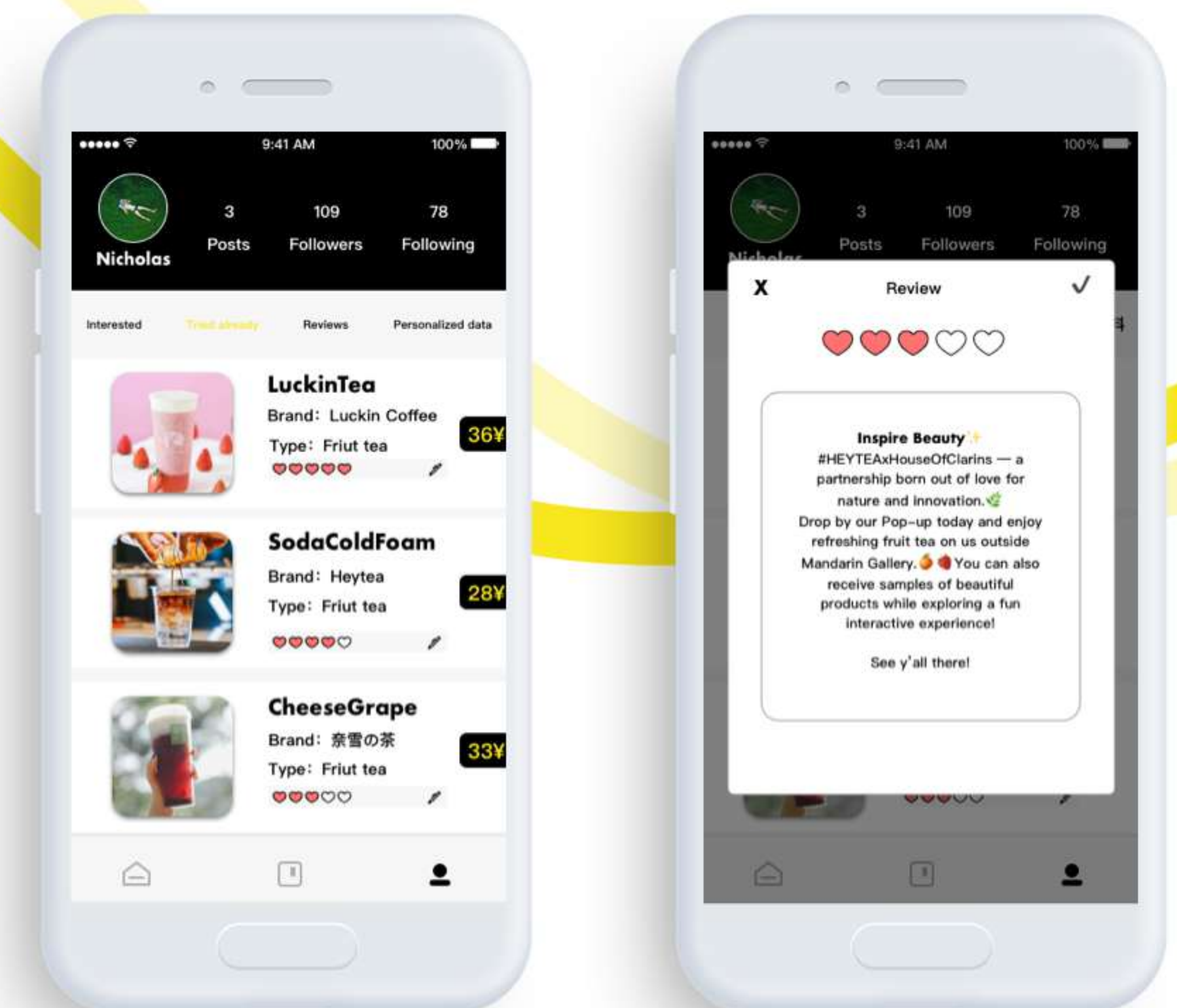
## Favorites & Reviews

Users can collect their favorite drinks at the personal interface, comment on the drinks they drink and give them a rating.



## Guidance&Health

Users can find blogger's guidance in Drinkin Studio. At the same time, health-conscious users can view the Nutrition Facts of related drinks to help users make better choices.





# BUSINESS MODEL CANVAS



## Key Partners

- Brand partnership
- KOL Recommendation
- Beverage companies
- Potential sellers



## Key Activities

- Platform operation
- Content operation
- User operation
- Data analysis
- Advertising cooperation
- Investment maintenance



## Value Propositions

- A trendy social-networking platform for young people
- A tool for better decision making in beverage selection
- A rating platform for quality reference on drinks



## Customer Relationships

- Content generation
- Build community
- Sellers appeal
- KOLs appeal
- Technical support
- Customized service



## Customer Segments

- White collar women
- Students
- Drink lovers



## Key Resources

- Registered Users
- Drink KOL recommendation
- Value of content
- Brand/credit endorsement
- Data processing&analysis



## Channels

- APP
- mini programs
- WeChat public account
- Weibo
- Website

## Cost Structure



- Personnel cost
- Platform optimization
- Cooperative expenses
- Advertising expenditure

## Revenue Steams

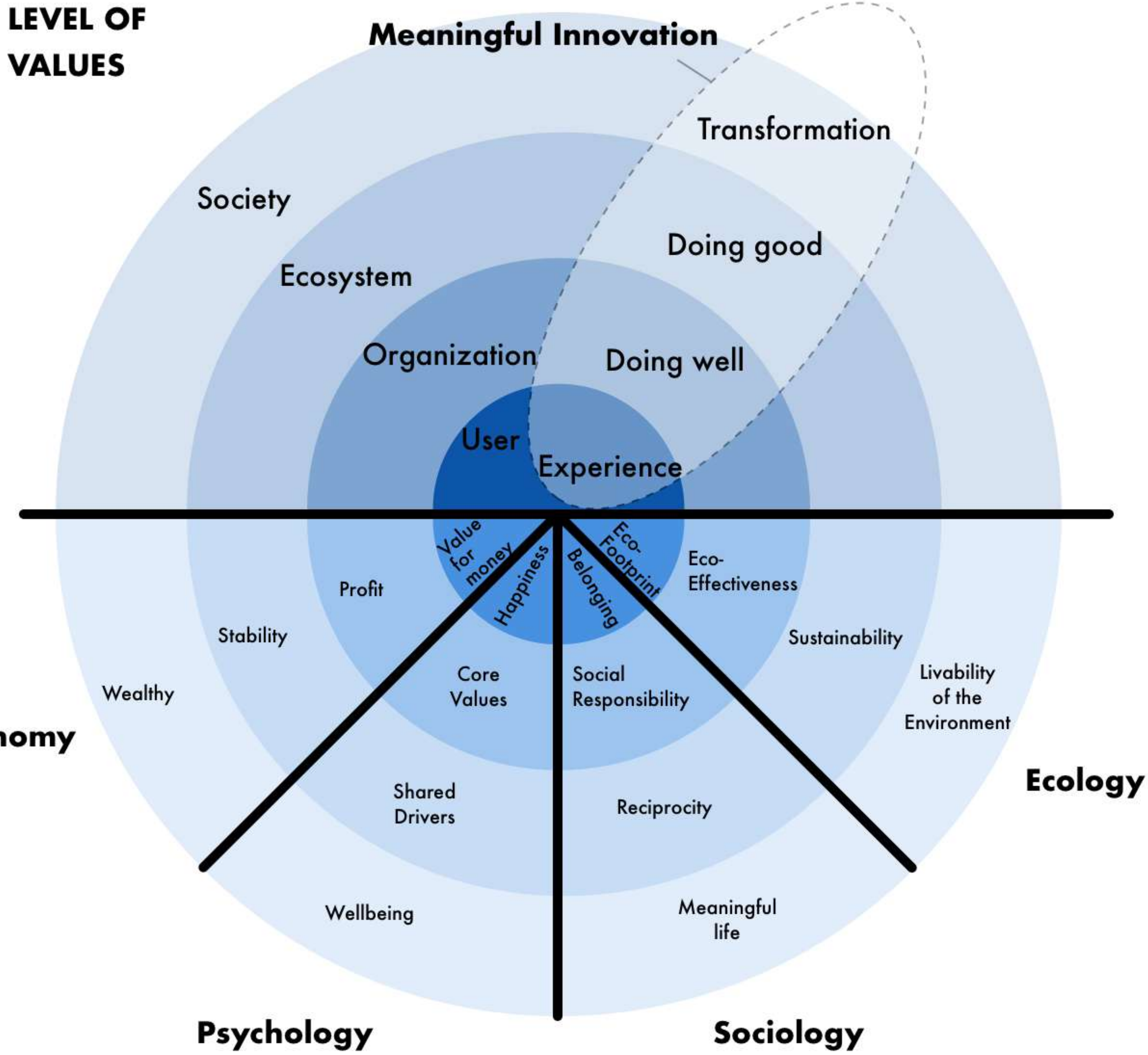


- Brand/individual entry
- Helping companies in new product testing
- Advertising



# VALUE FRAMEWORK

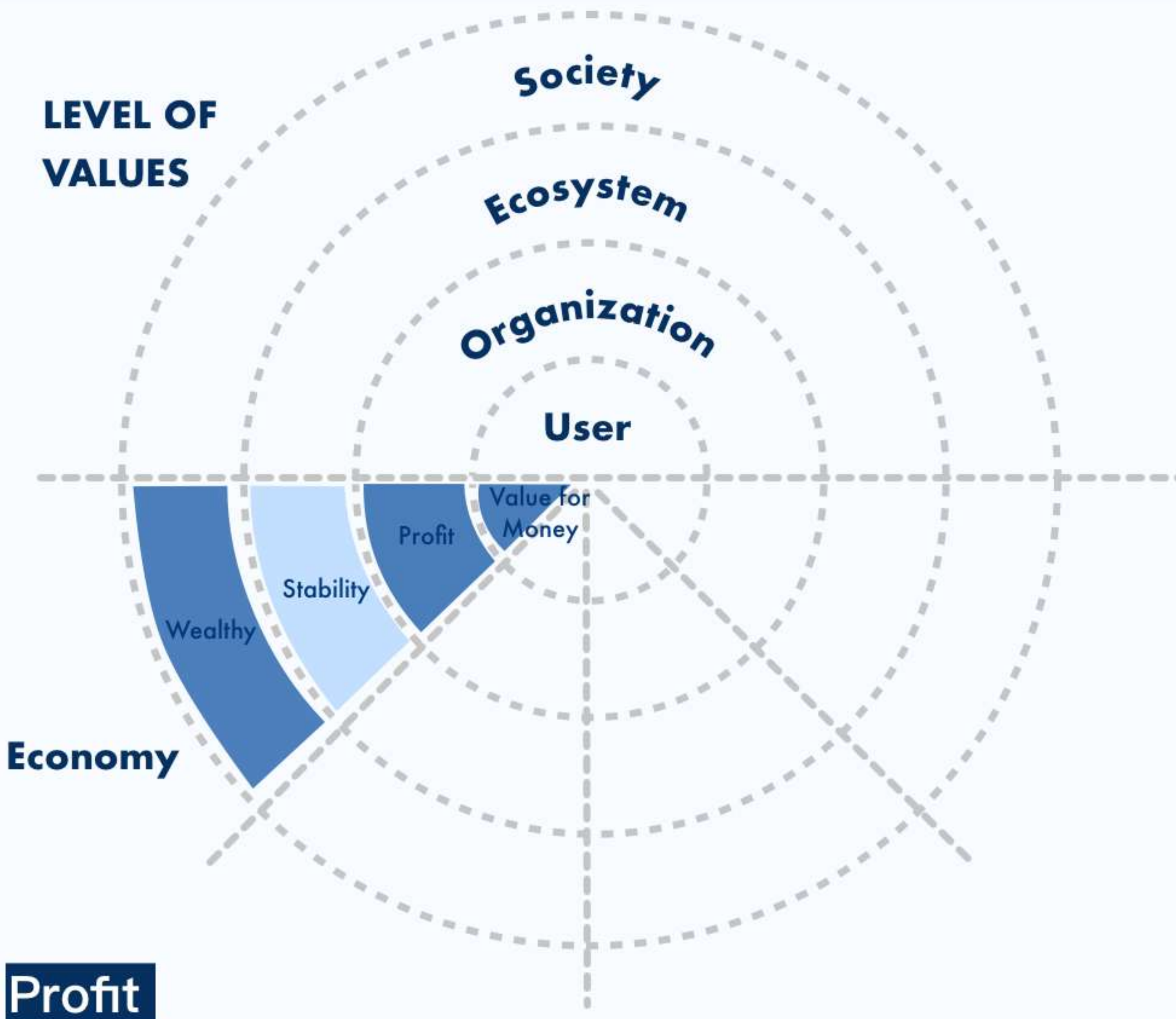
LEVEL OF  
VALUES



## Values for money

Drinkinn Studio is a free APP. By gathering and analyzing user records of their past drinking experience, we can provide accurate and personalized beverage recommendation for users. Meanwhile, we can integrate related guidance and information of drinks to enhance platform credibility and user loyalty.

LEVEL OF  
VALUES



## Profit

By collecting personalized information from users, Drinkin Studio can help provide accurate AD delivery services and new product testing for target users, reduce trial-and-error costs, improve AD delivery accuracy, and ultimately create greater market value for enterprises.

## Wealthy

Provide a professional platform for those who are interested in drinks and bloggers, and create new service market to provide more jobs for people.



## Core Values



·Improve advertising efficiency



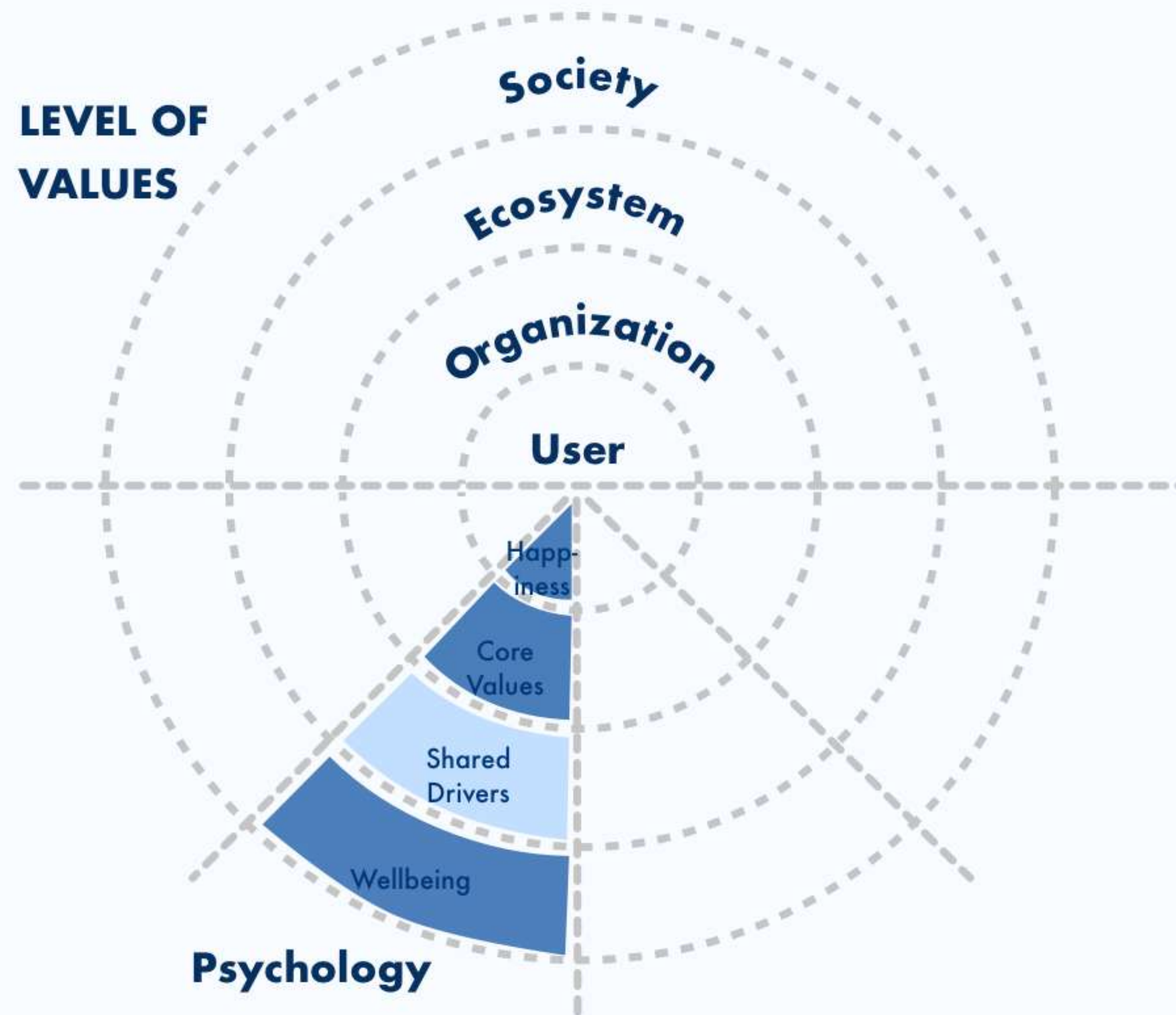
·Purchase process optimization



·Reduce trial-and-error costs



·A platform to facilitate business cooperation.



## Happiness

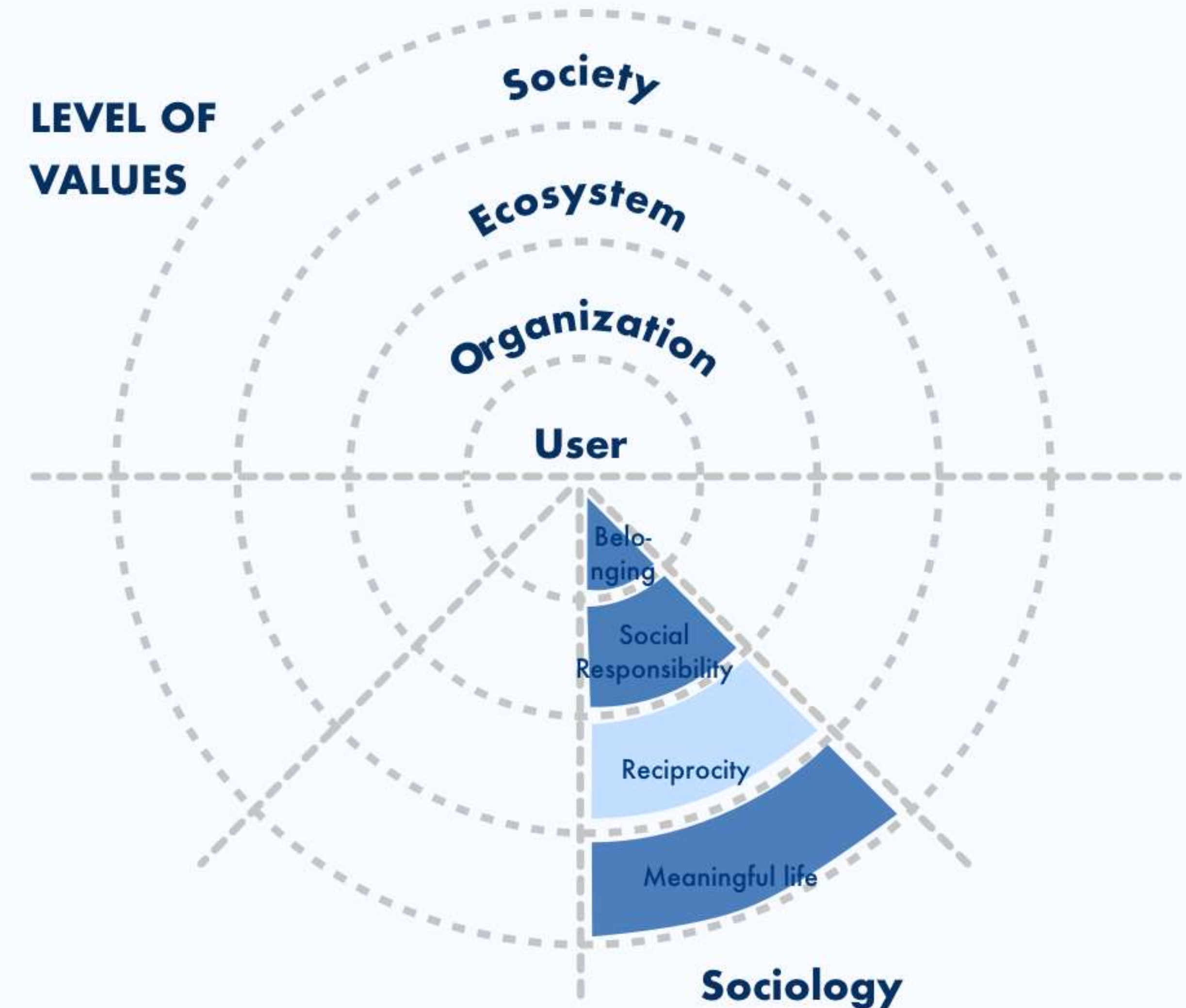
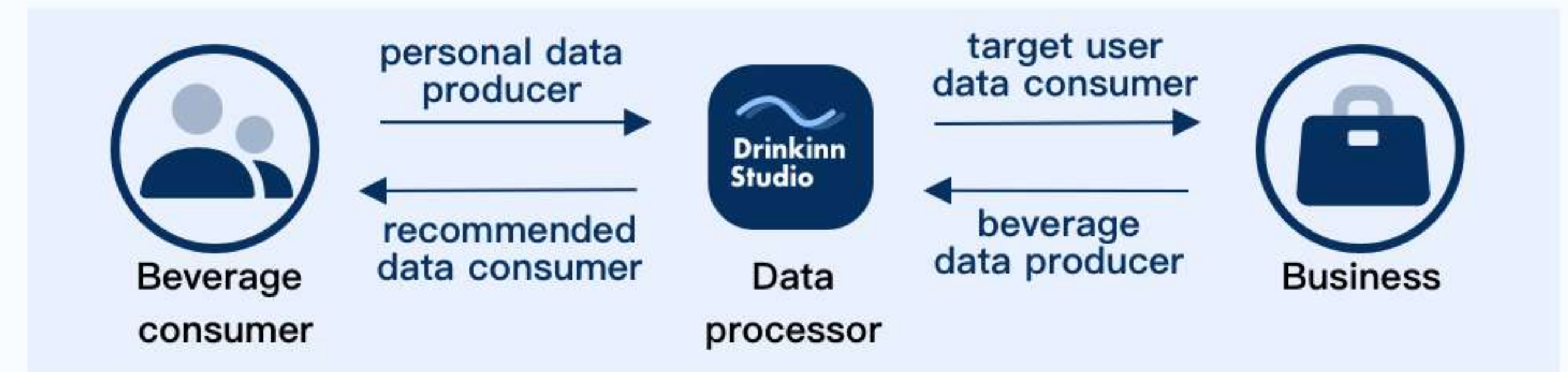
Users can find more drinks on the app, and minimize the possibility for trying undesirable bad drinks. At the same time, the platform collects and collates existing fragmented information to help users make better decisions in trying new drinks.

## Wellbeing

Drinkin Studio pay attention to the health of consumers -- provide consumers with information about the ingredients of drinks and help them make better choices.

## Meaningful life

Achieving mutual benefits for both sellers and consumers by maximizing the value of data.



## Social Responsibility



Accurate and algorithm-based recommendation satisfy customer needs, nutrition information helps customers with special health concern.

## Belonging



Drinkin Studio provides a platform for beverage opinion exchange, gathering drink lovers, and build small communities where drinkers interact.