

# **SPECIALTY STORE DESIGN: BOBOP**

Kaylyn Mok

*The project consists of a made-up specialty store called Bobop. This document consists of the process in which I came up with the store. I also created physical models of the ideas - from the stationary layouts to the cups and t-shirt. From this experience, I learned craftsmanship and that design is not just about computer graphics, but the process and brainstorming of the ideas.*

# bobop

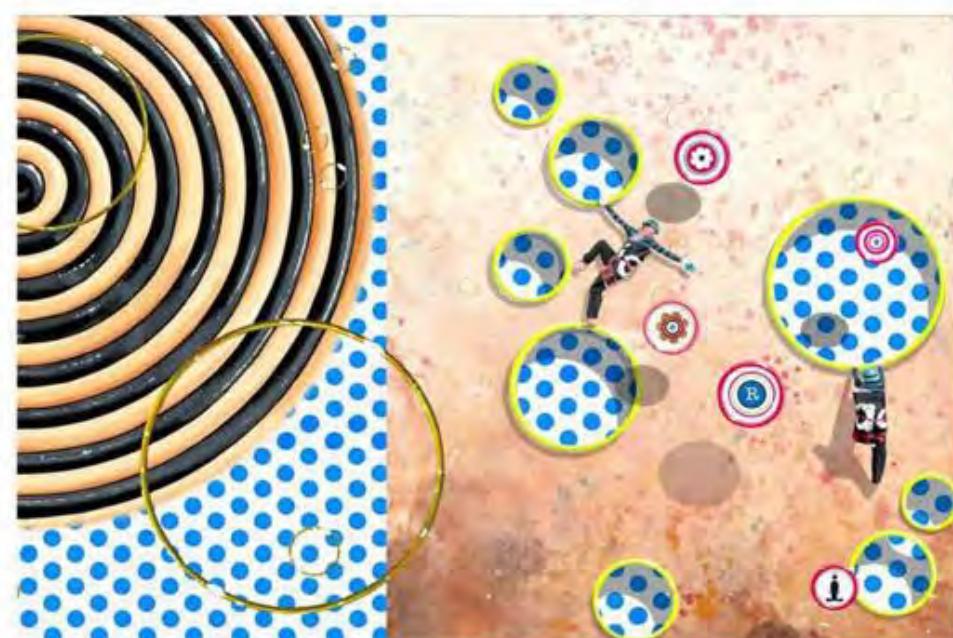
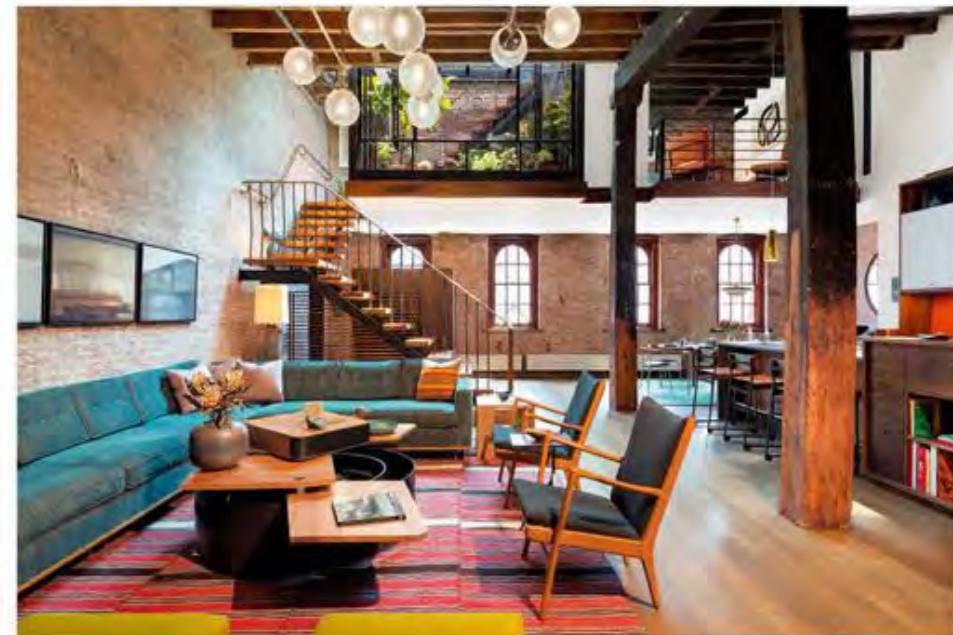
Bobop is a cafe centered around the enjoyment of listening to good music while enjoying great drinks. Specializing in boba drinks (drinks containing tapioca balls), Bobop offers costumers the chance to explore new music with each purchase of a drink. Centered around music, the cafe is decorated with past musical artifacts which create a contemporary environment.

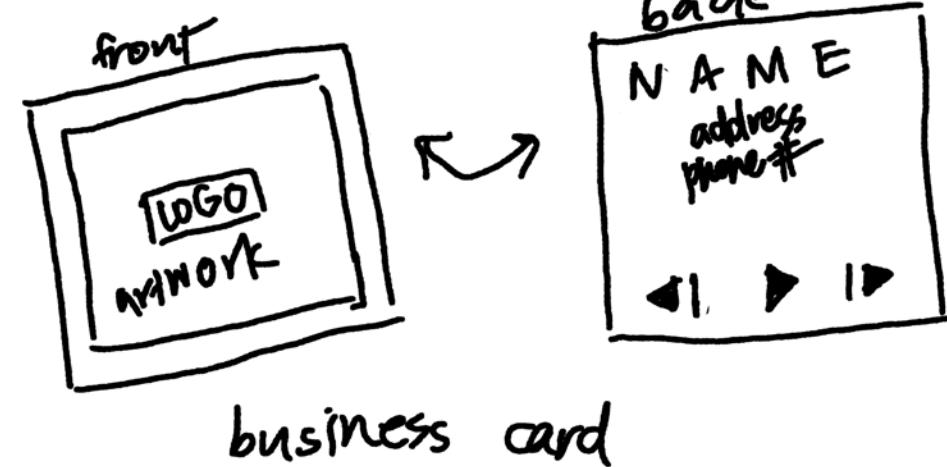
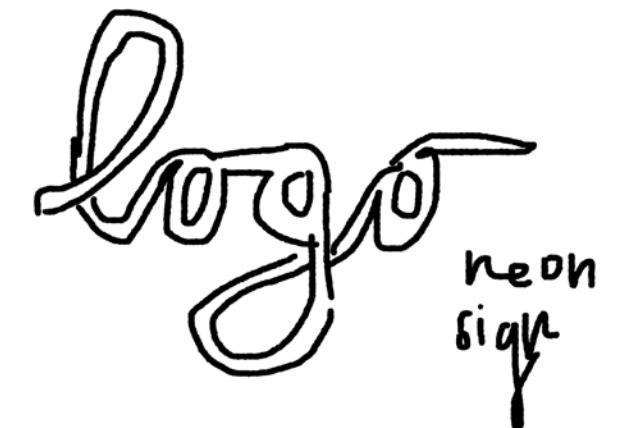
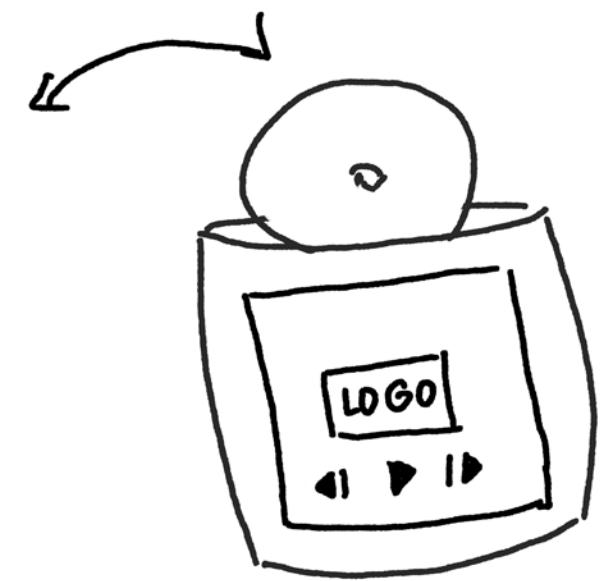
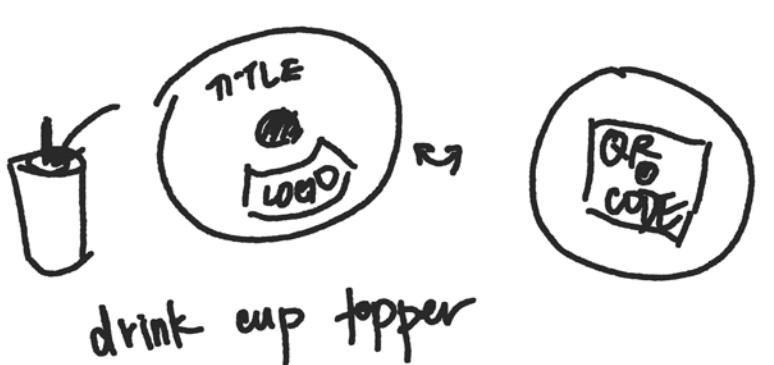
Bobop is for those interested in music and are open to exploring new music and artists. With the environment centered around music and the social exploration of artists, we hope our constumers are willing to converse with new people about their music tastes and love for artists or genres. Bobop is a safe space to share muscial interests and expand musical libraries. Based in Boston, Massachusetts, Bobop grounds itself in the location's deep connection to music. Renown for its rich music culture, Boston hosts multiple cafes but none that combine both music and cafes. With this in mind, Bobop is at the forefront of partnering music and artisan drinks. Join Bobop for some pop n' boba!

Boba Tone  
Shuffle Bubble  
Tea Tone  
Tea-List  
Tappy Tone  
Tea Label  
Teachord  
Repeatead  
Andantea  
Chromateac  
Fortea  
Moteaf  
Tea In Key  
Tea Party  
Teasco  
Tea Sound  
Tempoca

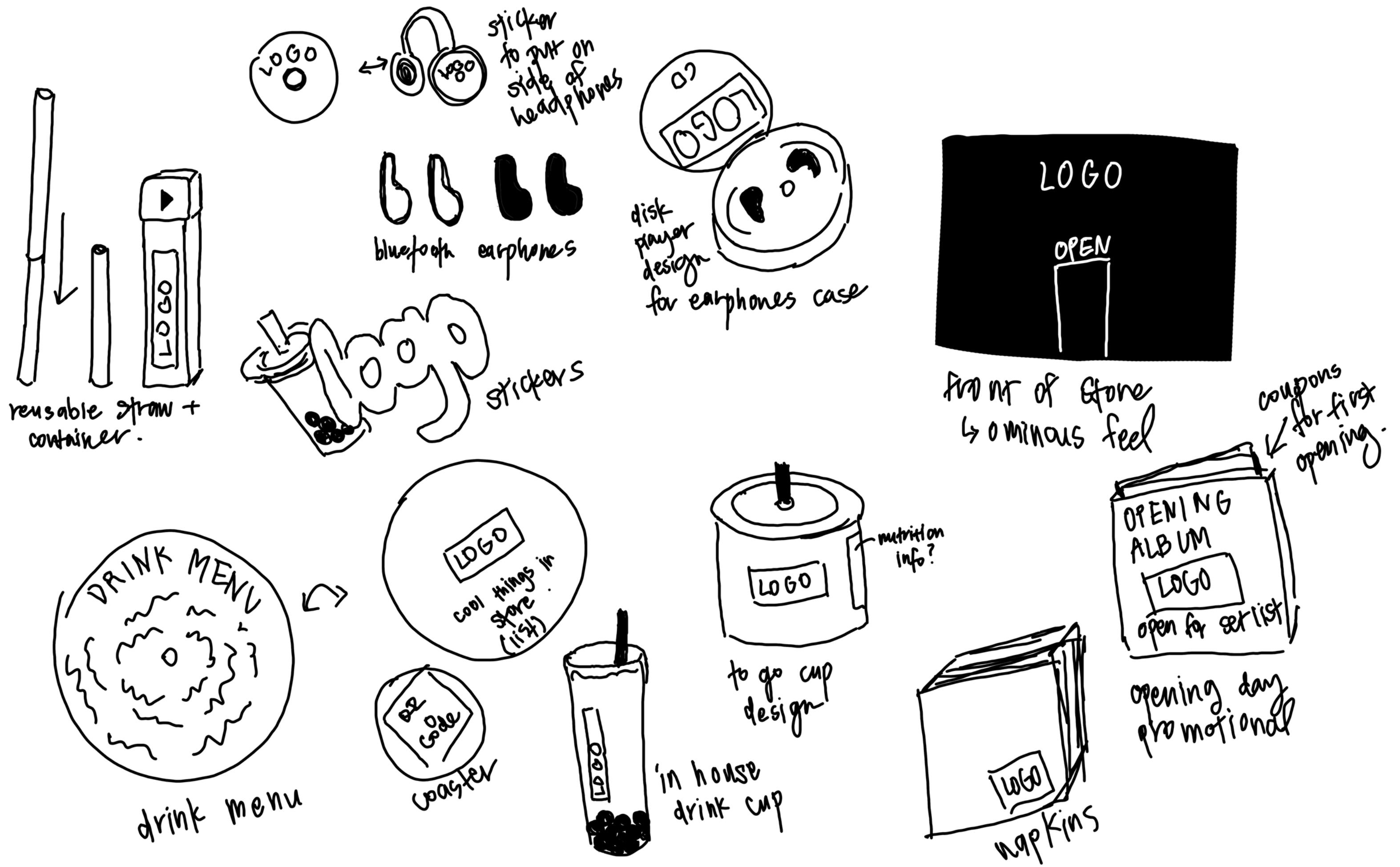
Boba Note  
Bobeat  
Play Ball!  
Shuffle  
Tea Modern  
Tea Pitch  
Melotea  
Melotone  
Ball and Stick  
Tonalitea  
Bubble Note  
Blow a Note  
Teanote  
Pitch in Bubble  
The Bubble  
A-Track-Tea-d  
Ballume

Sip Sound  
Sample  
Beat Drop  
Swig  
Upbeat  
Pearl Jam  
Bobop  
Boston Tea Party



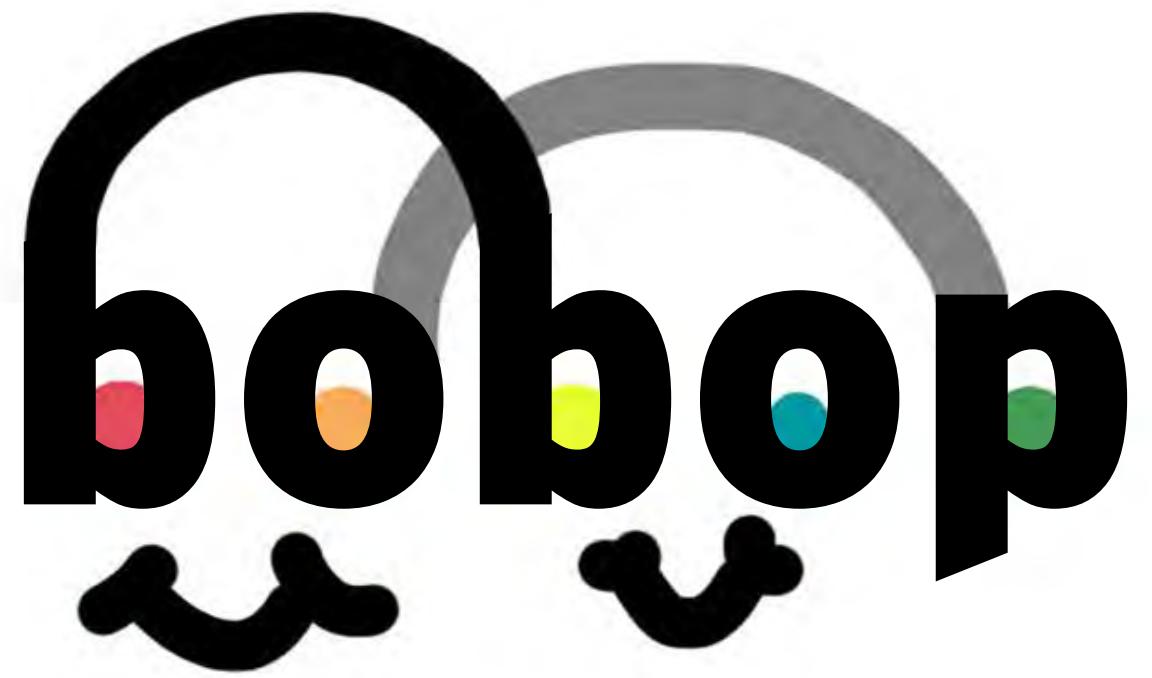


business card

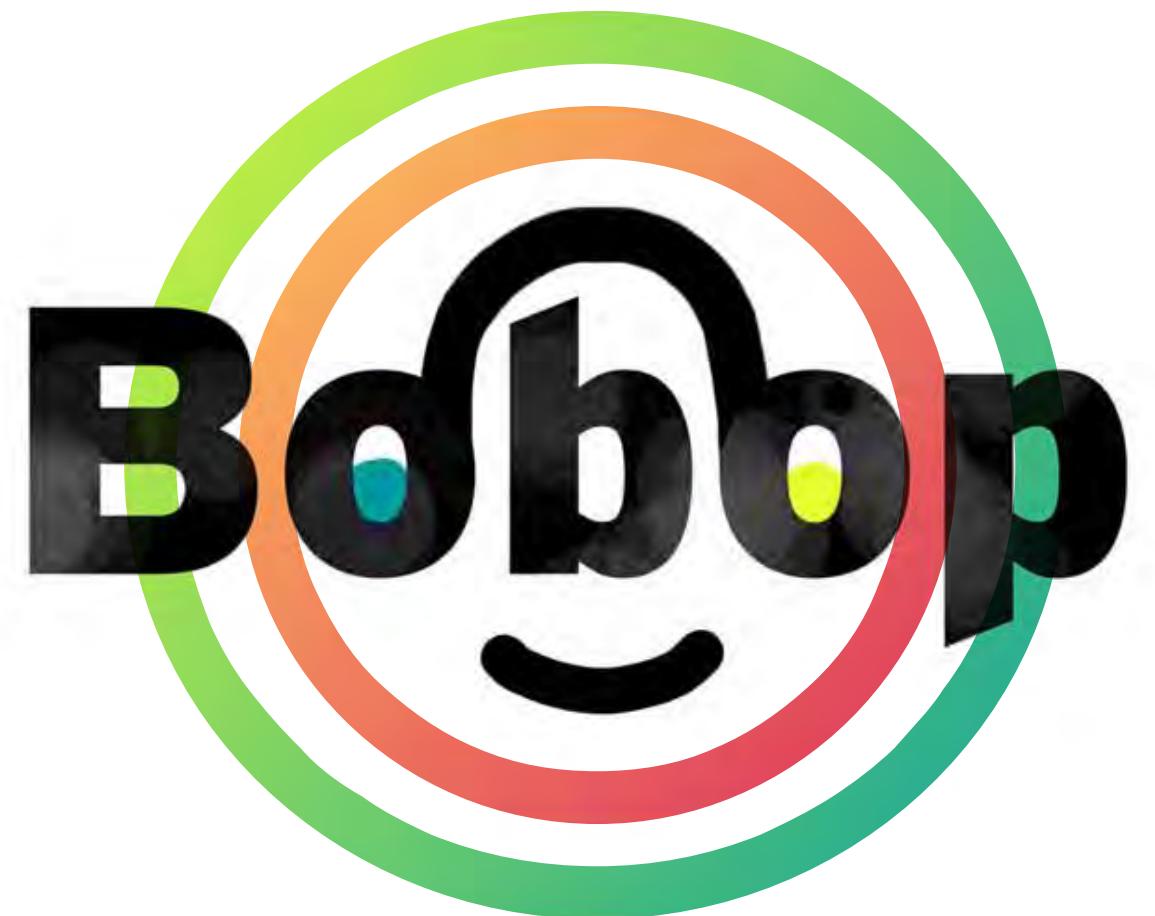




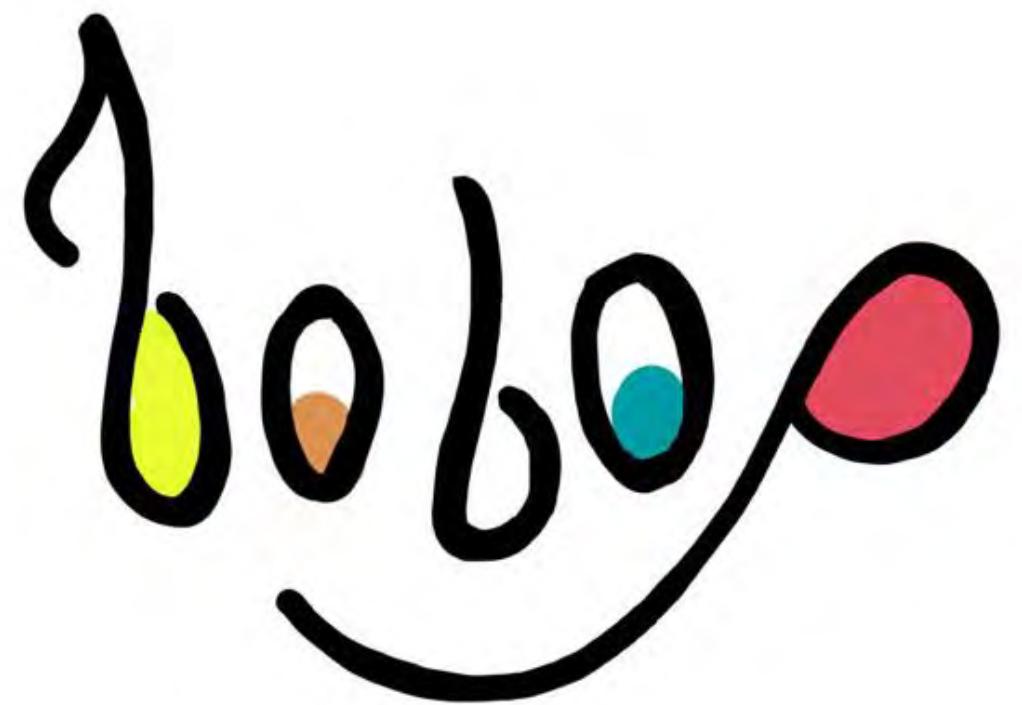
**Bobop**



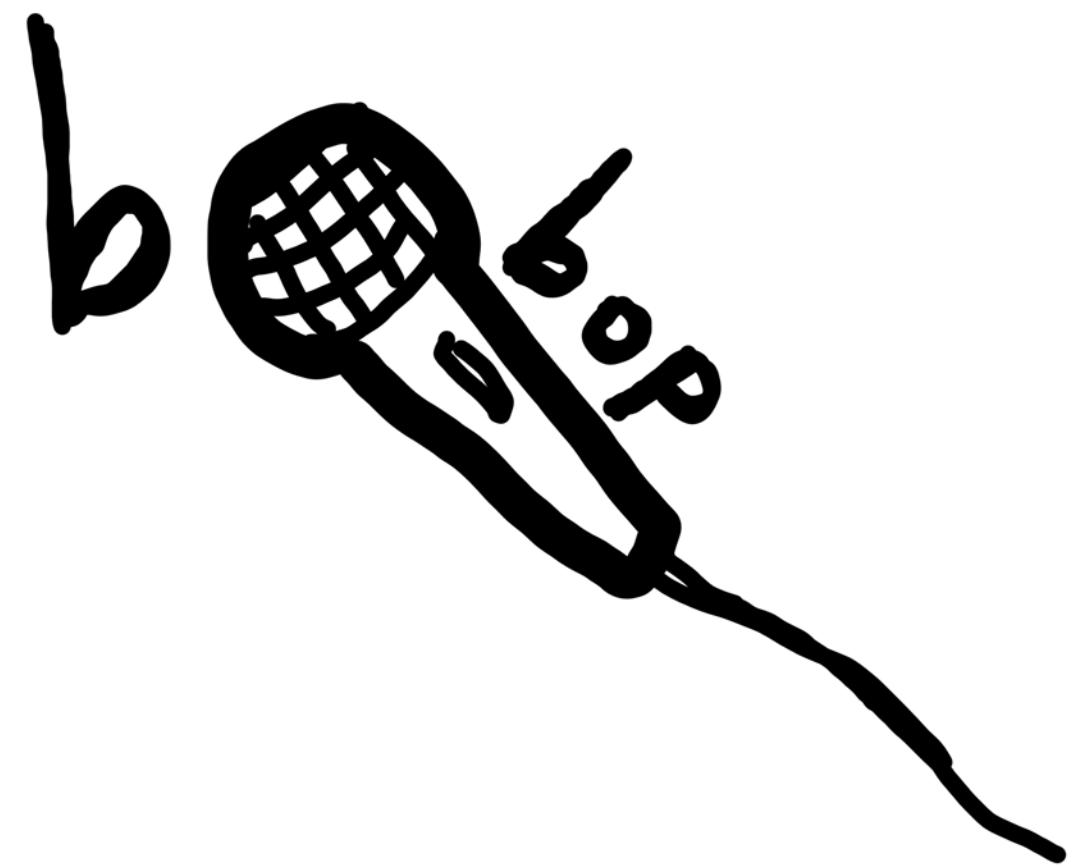
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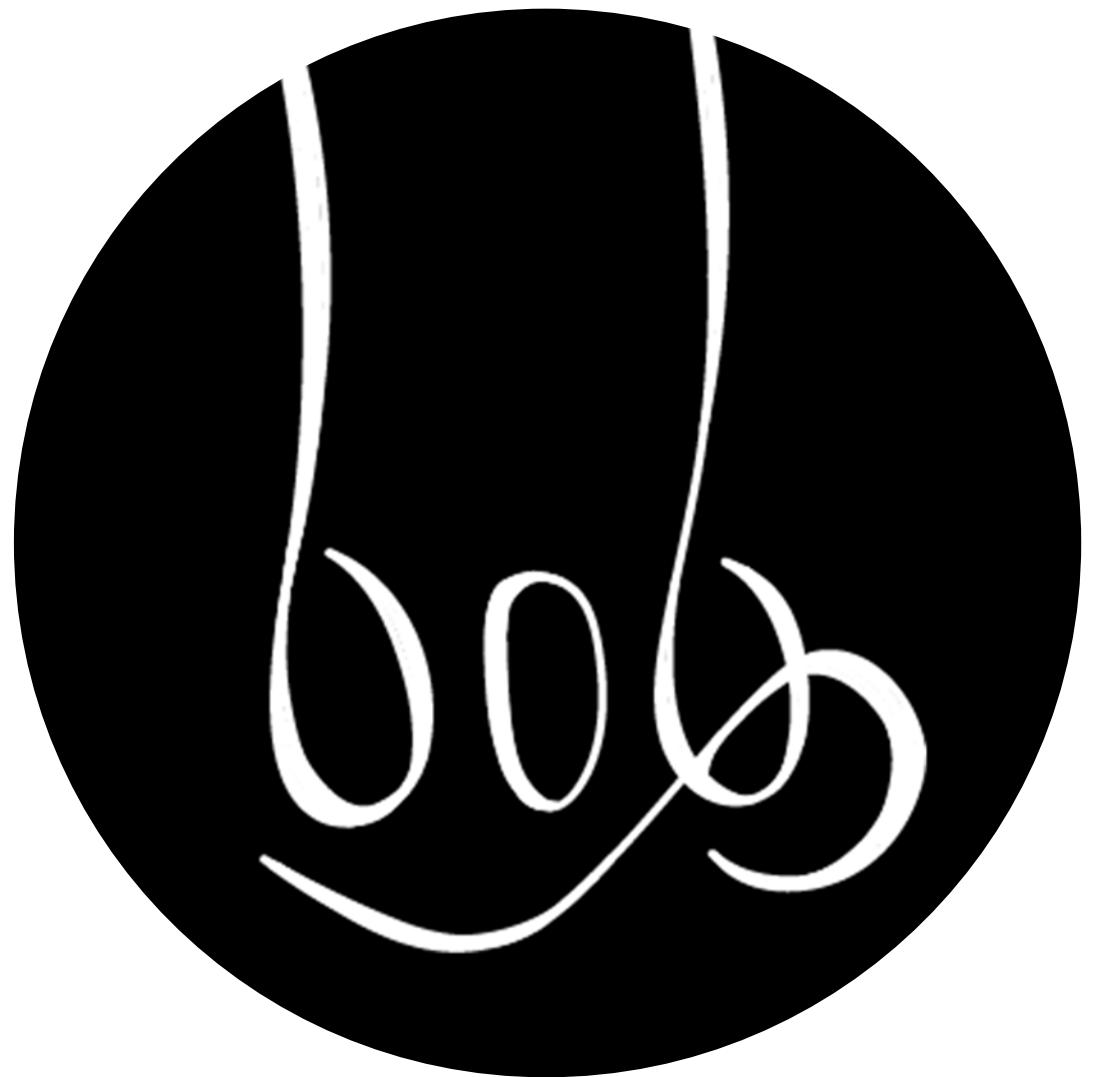


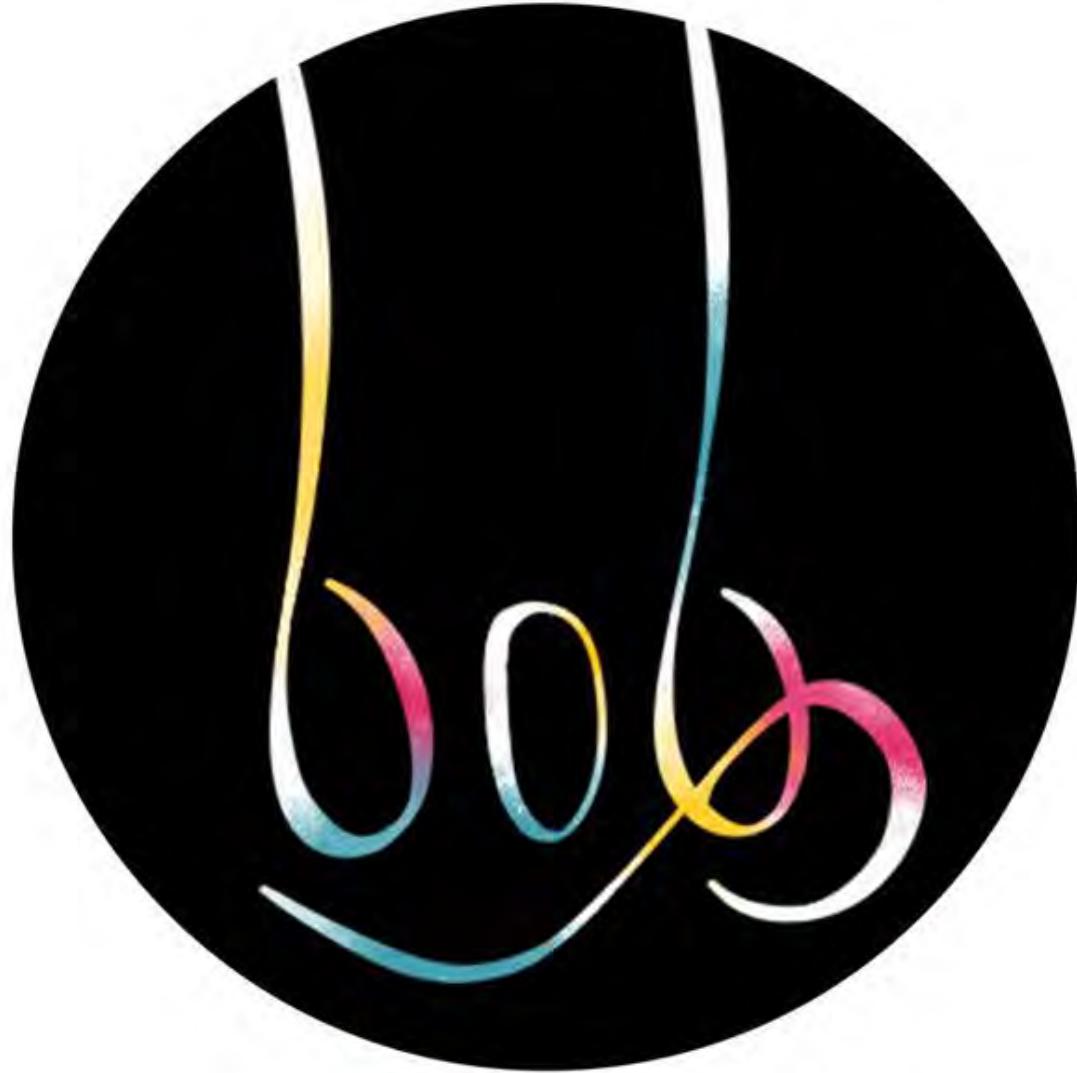


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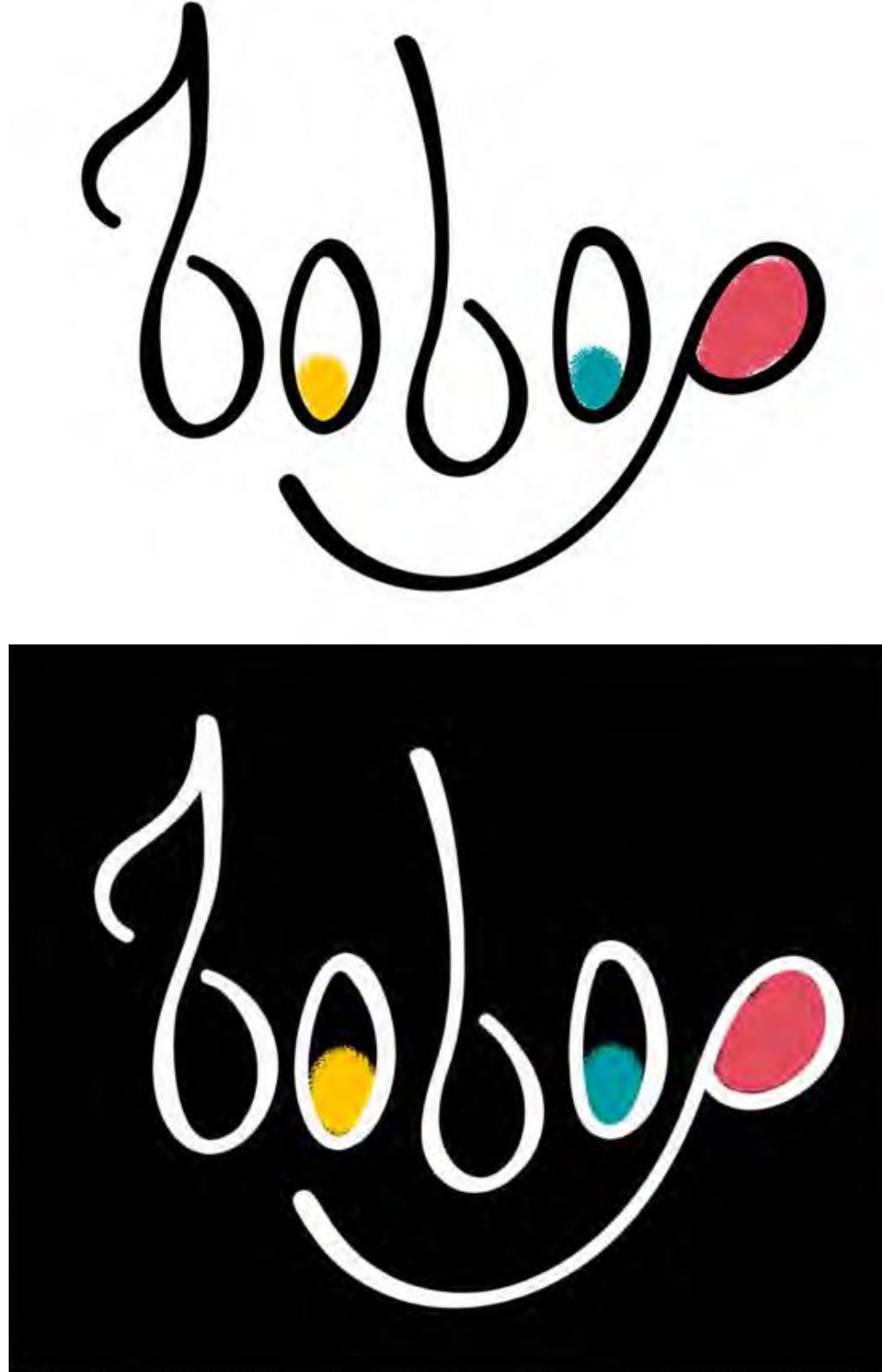




bo**o** op



# logo



## colors



#e24c5f



#ffc600



#009ba2

## fonts

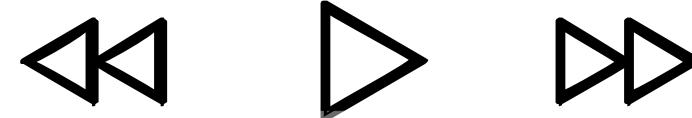
headline:  
cochin regular  
abcdefg

text:  
avenir light  
abcdefg

## designs



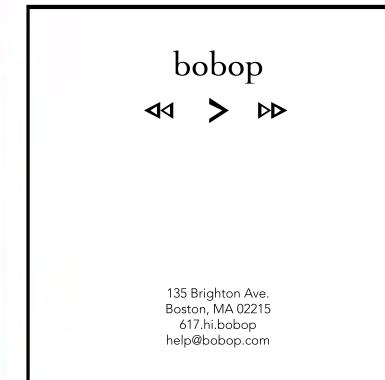
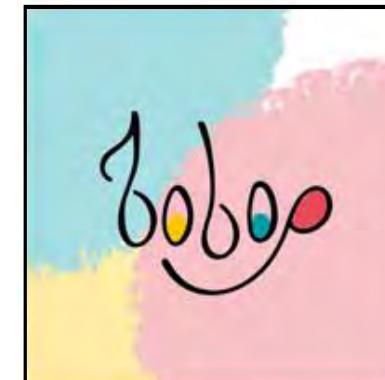
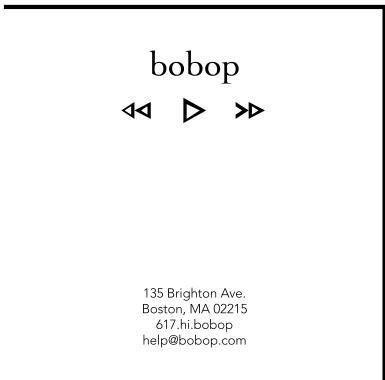
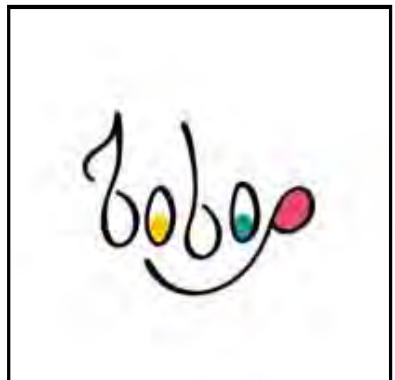
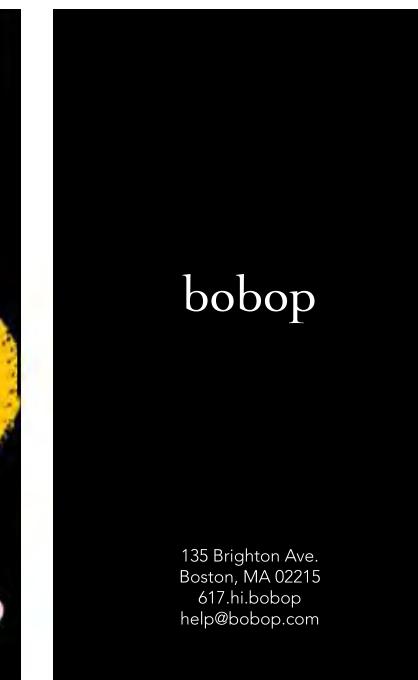
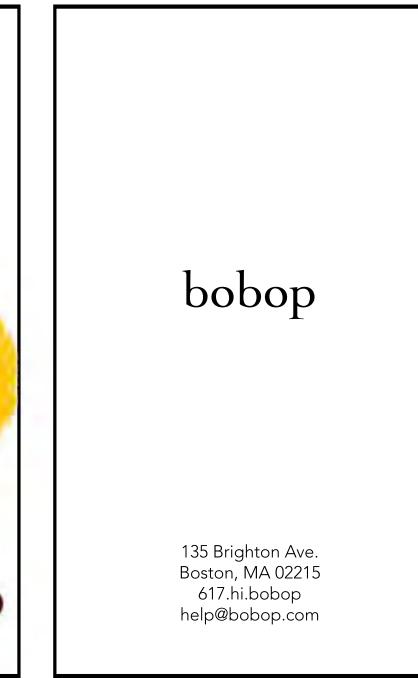
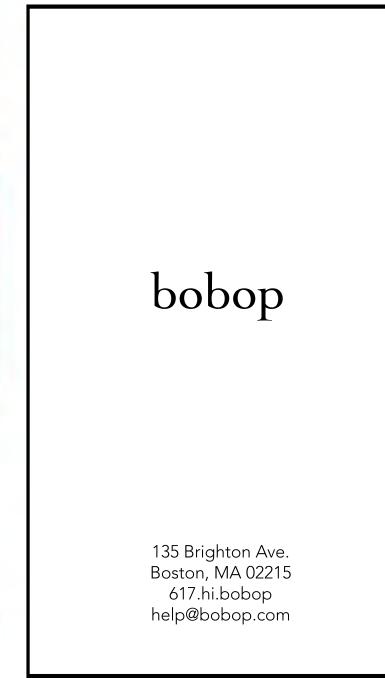
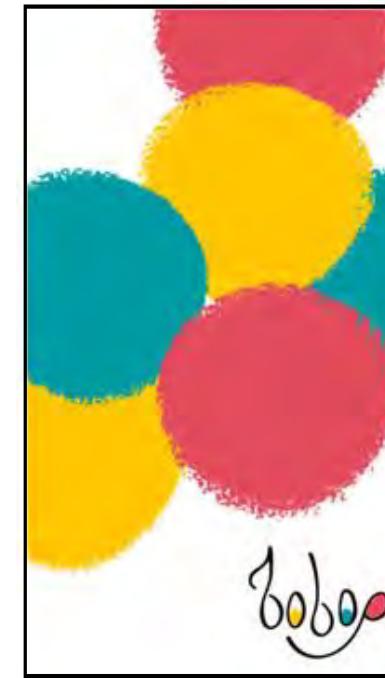
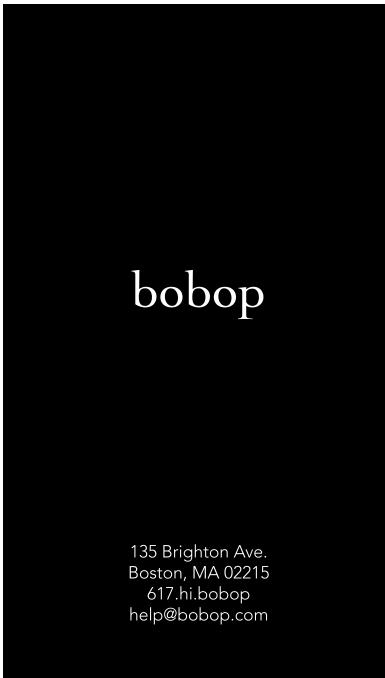
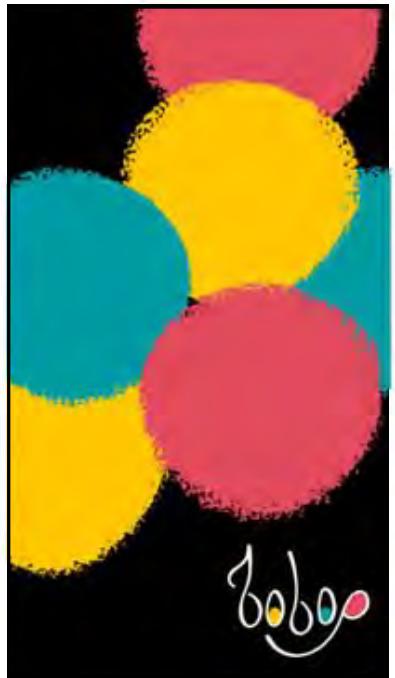
chalk stroke used  
to make bubbles



play buttons

bobop

text version of  
bobop





To Whom It May Concern,

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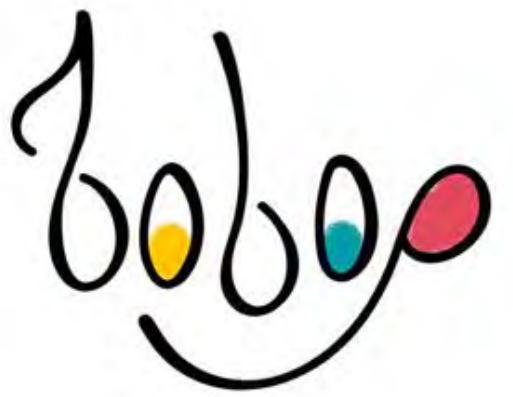
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Sincerely,  
Kaylyn Mok  
Bobop Owner  
[kaylyn@bobop.com](mailto:kaylyn@bobop.com)



pop n' boba





To Whom It May Concern,

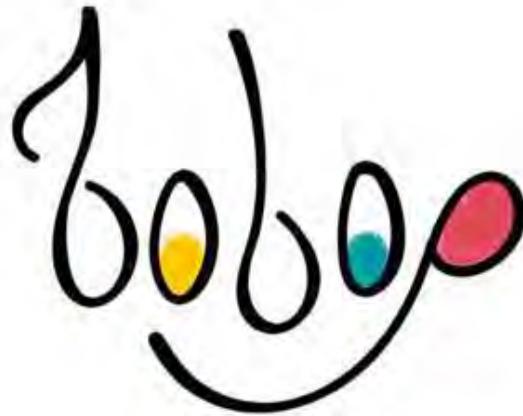
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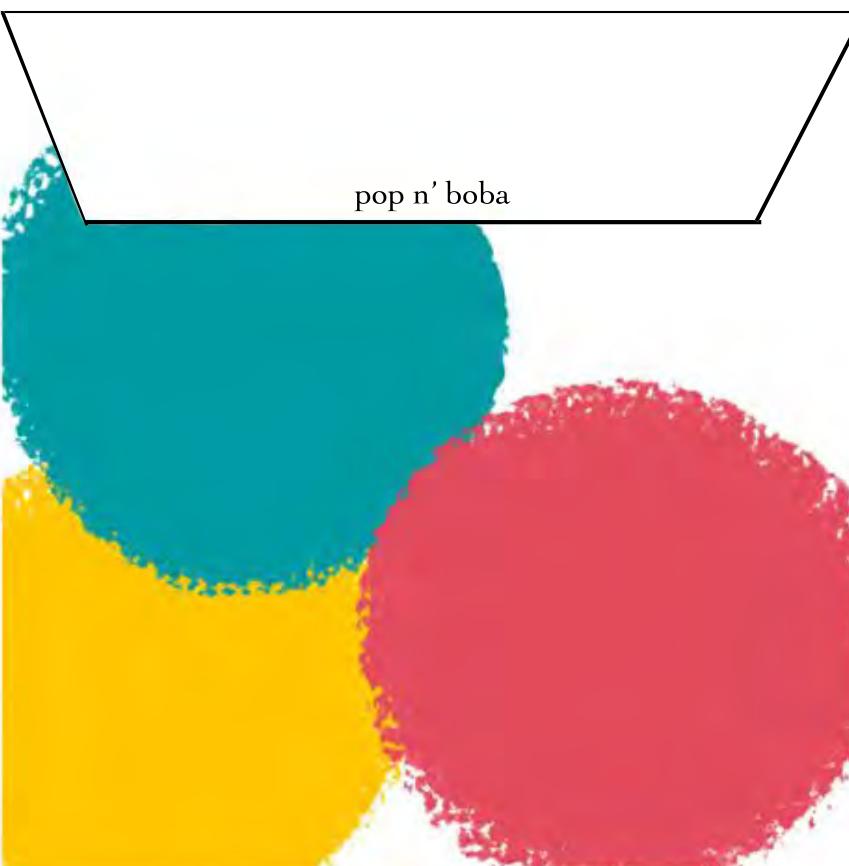
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Sincerely,  
Kaylyn Mok  
Bobop Owner  
kaylyn@bobop.com



bobop  
135 Brighton Ave.  
Boston, MA 02215

John Doe  
700 Commonwealth Ave.  
Boston, MA 02215

pop n' boba



pop n' boba  
◀▶

135 Brighton Ave.  
Boston, MA 02215  
617.hi.bobop  
help@bobop.com

pop u' bop a



**bobop**  
135 Brighton Ave.  
Boston, MA 02215

John Doe  
700 Commonwealth Ave.  
Boston, MA 02215



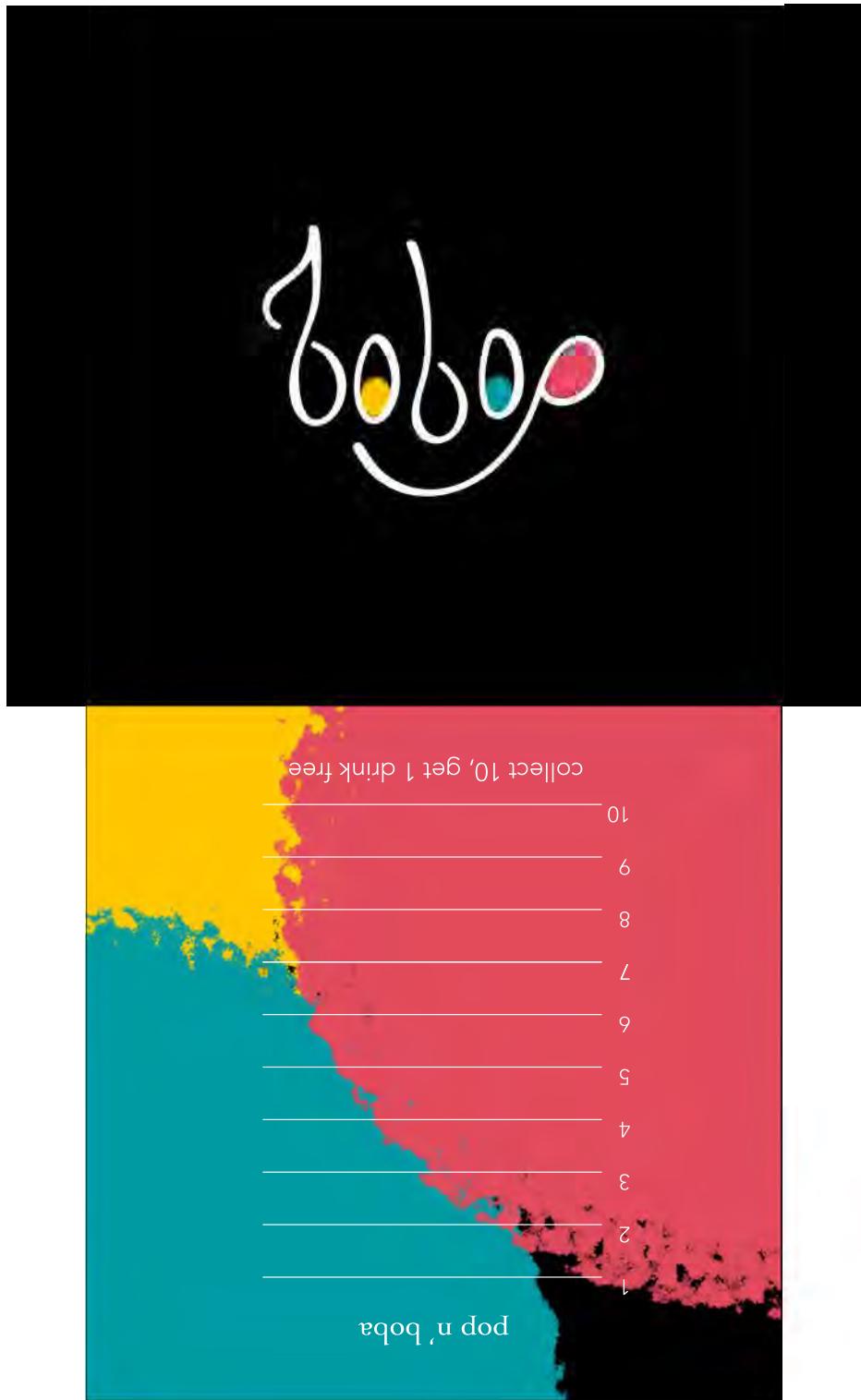
pop n' boba  
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Boston, MA 02215

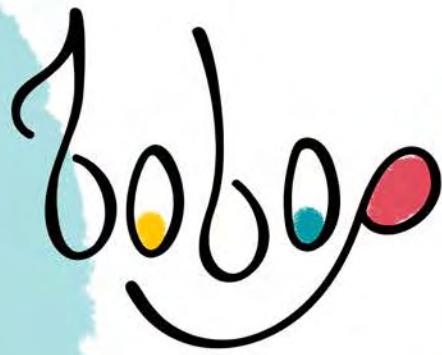


John Doe  
700 Commonwealth Ave.  
Boston, MA 02215

- 1** buy one get one free drinks  
All drinks are buy one, get one free on opening day.
- 2** live music  
Selected, local musicians will perform from 6-10 pm on opening day.
- 3** share music  
With every drink purchase, we recommend you a song by an artist who deserves more acknowledgement in the music community.
- 4** meet new friends  
The cafe is an open space to meet diverse, new people and discuss a variety of music interests.

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## MENU

### do-re-mi-fa-so-la-tea-do

The bobop special: Black milk tea made with loose leaf tea and premium brown sugar. An all organic drink, its sure to deliver a satisfying and delicious mix of black tea!

### matcha-cha real smooth

Creamy and uniquely sweet. All- natural, housemade matcha blend paired with silky and creamy organic milk ( or milk alternative).

### la -la- latte

A strong and smooth house blend perfectly balanced with Straus Family organic milk. Our special bobop latte delivers a delicate dose of caffeine for those days when you need a little boost.

### old town rose blend

Delicate, fresh rose petals mixed with the sweet and intense Lion milk tea. This tea has a very intricate delivery as the intense flavors of rose and milk tea mix to produce bold flavors and fragrants.

### bo - to the - ba

Our own very special fruity drink. A blend of lychee, passion fruit, and strawberry. This fruity mix delivers a fun combination of flavors to cool you down in the hot California weather!



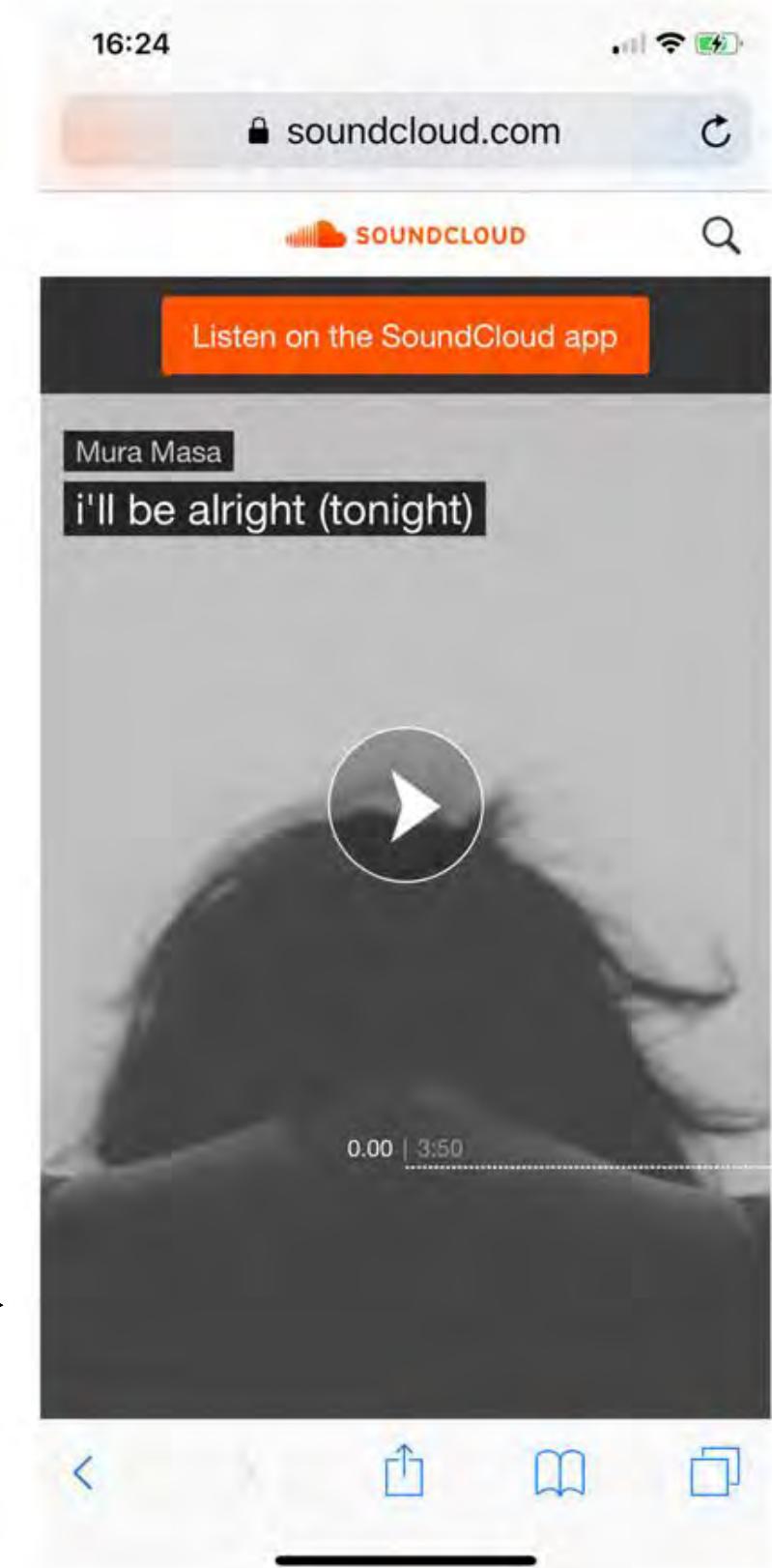
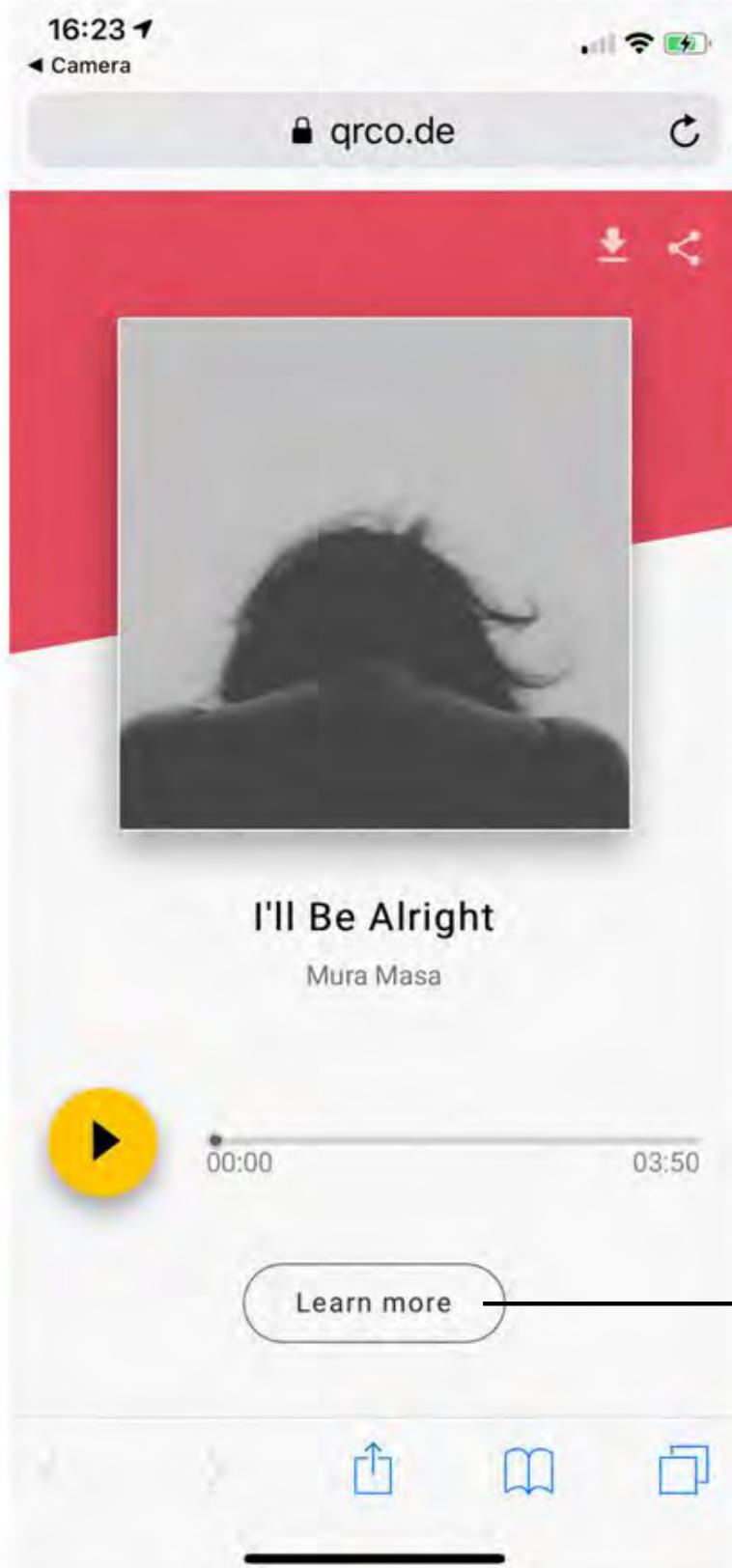
front

back





scan with  
phone



iOS: hover over with camera  
Android: download QR code reader  
from Play Store



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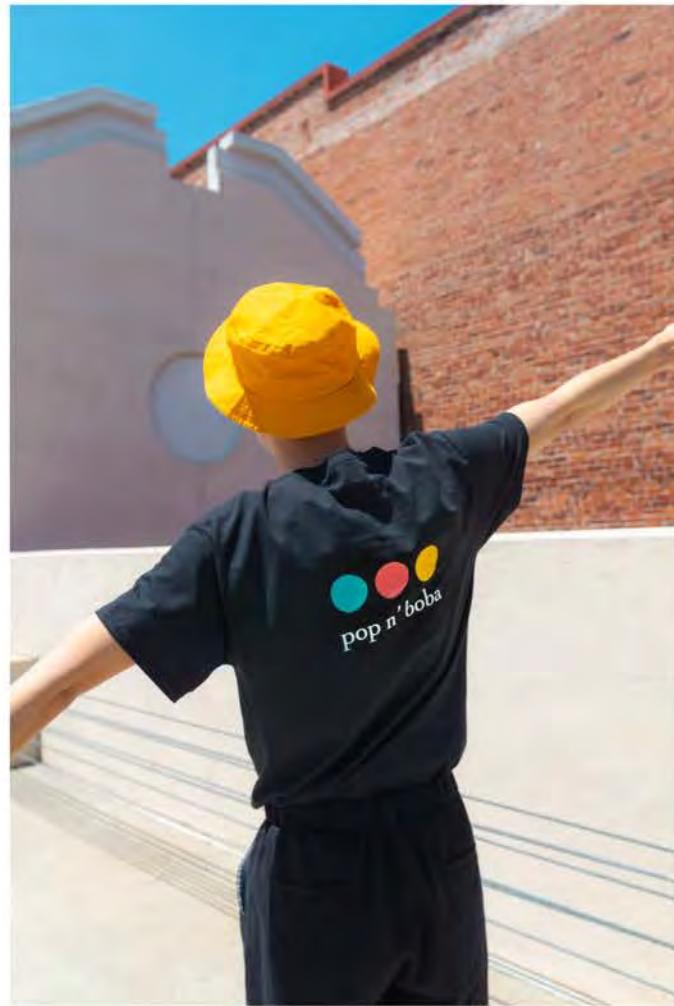
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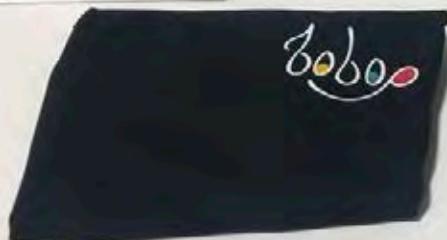


Photos taken by Kaylyn Mok  
Model: I Re Lee



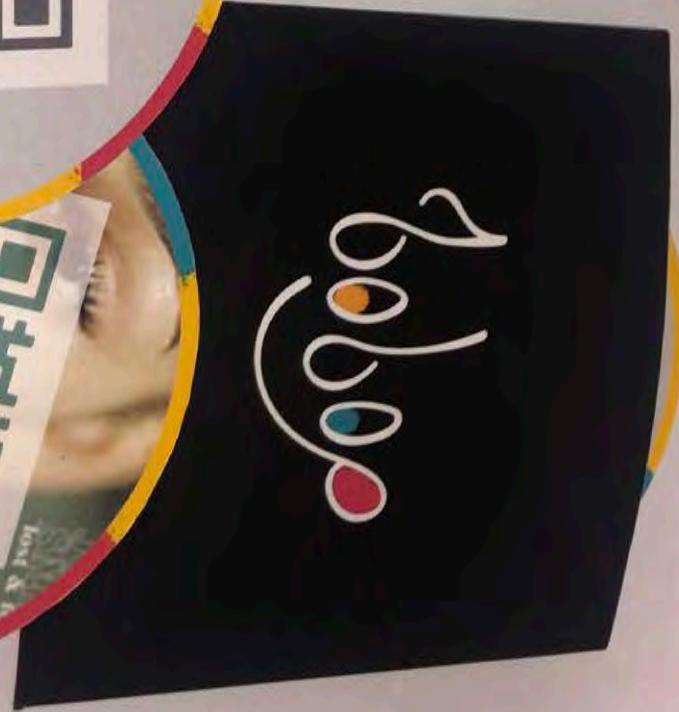
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Kaylyn Mok







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