

weTea

Liam Lee - Mariana Martinez - Zhiyu Xue

Brief

Create a sense of **fellowship** in **households** and **workplaces** that stock Yogi Tea using the tea bag inspirations.



Yogi Principles

- ~ Tasting great is essential, but it isn't enough. If what we make doesn't taste great and leave you feeling great, we won't make it.
- ~ We think before we blend. How will our recipes work with body and mind?
- ~ Health is found in nature. We work with what nature already offers rather than trying to concoct it. We don't have laboratories. We have kitchens.
- ~ Creative combinations can optimize what nature has to offer. Ever added peppermint to ginger? They work together to produce a remarkably fresh and invigorating taste and a remarkably invigorating experience.
- ~ Whenever possible, we work with wholes, not parts. We blend with whole spices and botanicals for their natural goodness - we don't supplement with vitamins and minerals.

yogi

yogi
Kava Stress Relief®
EASES TENSION AND
PROMOTES RELAXATION™
HERBAL SUPPLEMENT | 1 TEA BAG

Questions & Concerns

It might not be as targeted toward the household.

Does it become boring after a few times after playing?

How might we utilize the materiality more to use it toward our advantage?





Play Testing





CALIFORNIA
DONOR HONOR WALL



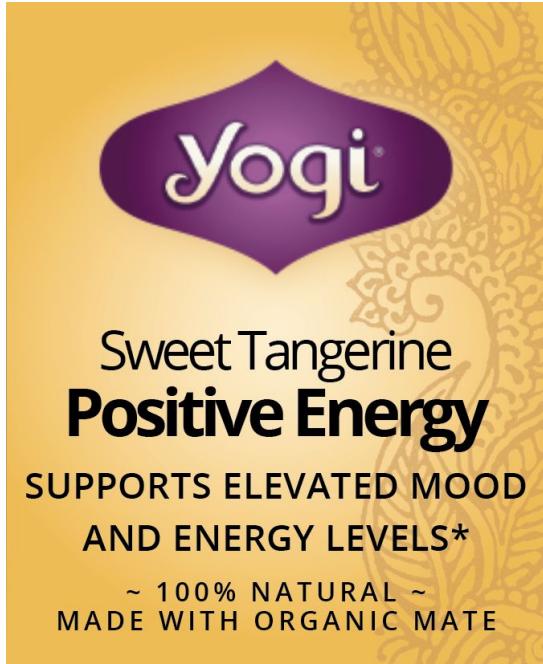
"It became really fun once I warmed up." - Kris



"There was definitely some bonding that happened." - Miho



"I talked to someone I normally wouldn't... " - Shixiang



PUT YOUR TEA
BAG ON YOUR
FOREHEAD AND
FLIP OPEN HERE

↓

Organic Lemon grass, Green Tea Leaf Extract, Organic Lemon Myrtle Leaf, Natural Orange Flavor, Natural Tangerine Flavor, Natural Lotus Flower Flavor, Stevia Leaf, Organic Orange Peel Oil, Citric Acid, Organic Ashwagandha Root, Organic Tulsi Leaf, Organic Shankpushpi Leaf, Ginseng and Eleuthero Root Extracts (Asian Ginseng, American Ginseng and Eleuthero).

WARNING

Consult your health care provider prior to use if you are pregnant or nursing, taking any medication or if you have a medical condition.

Act out the following prompt
with your partner..

KONG-FU PANDA

CONTAINS CAFFEINE

DIRECTIONS

To get the most out of every cup, bring water just to boiling and steep 4 to 6 minutes. For a stronger tea, use 2 tea bags. Enjoy 2 to 4 cups daily.

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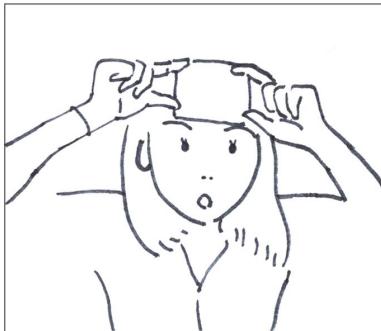
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What is it?



Anna works at a design agency. She wants to take a tea break, so she goes toward the snack bar.

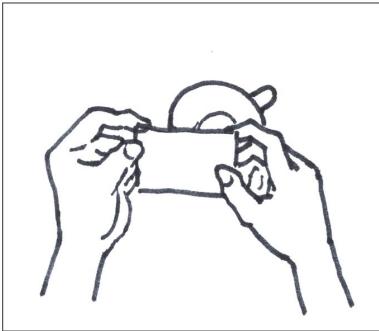


When Anna gets her Yogi tea, John also comes for a cup of tea. Ana is really into John, but John does not know this. She realizes there is a game on Yogi tea, so she decides to play with John.

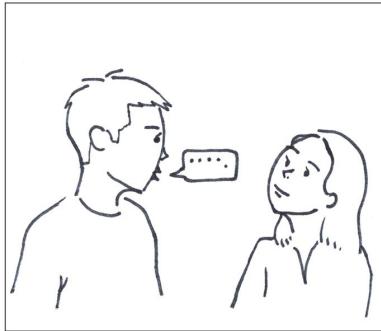


John acts out the prompt, and Anna gets it correct. If it weren't for Yogi Tea, they wouldn't know they worked well together.

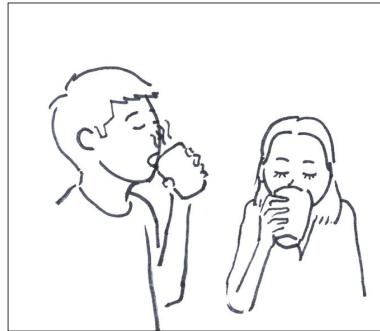
What is it?



John goes back to his seat. He opens his tea bag, and he sees a prompt that ask him to share his a childhood memory with someone he likes very much.



"That's Anna!" John says. He goes to Anna, and tells her about his camping trips with his grandpa. Anna is really into his stories and they have a long conversation.



Now John and Anna have become tea buddies!

How do we play?

WHAT DO WE NEED?

- Two players
- Yogi Tea

WHAT DO WE DO?

- Take a break with someone!
- Take a tea bag!
- Play by flipping the paper up on your forehead!
- Your buddy acts out the prompt until you get it right!

Play Values

Provide players with **fellowship** through **encouraging players to respond to each other** by **reading text and following instructions**.

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Play Values

Provide players with **fellowship** through **encouraging players to respond to each other** by **reading text and following instructions**.

Provide players with **narrative** through **sharing a personal story with the other players** by **responding to conversation prompts on the tea bags**.

Provide players with **expression** through **revealing more about themselves with others** by **sharing dialogue to become familiar with each other**.

Next Steps(Future State)

Letting players win virtual gift by scanning QR code on tea tags

Making Prompts based on the theme and flavor of the tea.

Thank You!

Appendix

Aesthetics

Fellowships

Narrative

Expression

Discovery

Dynamics

Response

Conversation

Performance

Understanding

Tea Tag

Text Prompts

Mechanics

Tea Tags

Text Prompts

Tea bags

ppl that have helped: Brodie, Zoe, Alessandro, Chris, Danielle, Trey

Response

Conversation

Play Values

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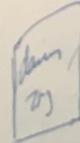
Provide players with **narrative** through **sharing a personal story with the other players by prompting conversations on the tea tags.**

Provide players with **narrative** through **performance and by prompting on the tea tags.**

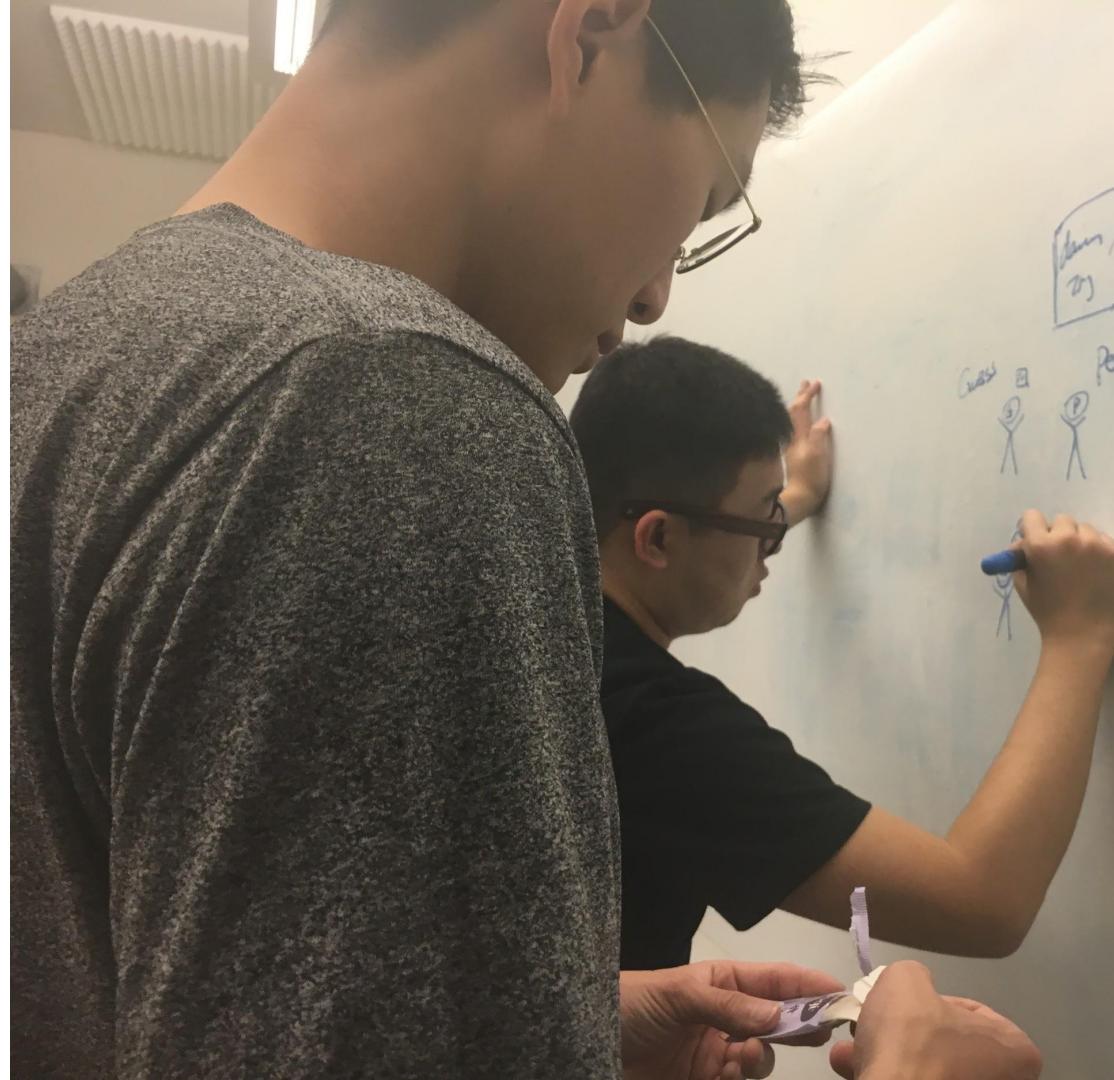
Provide players with **expression** through **revealing more about themselves with others by inspiring a dialogue.**

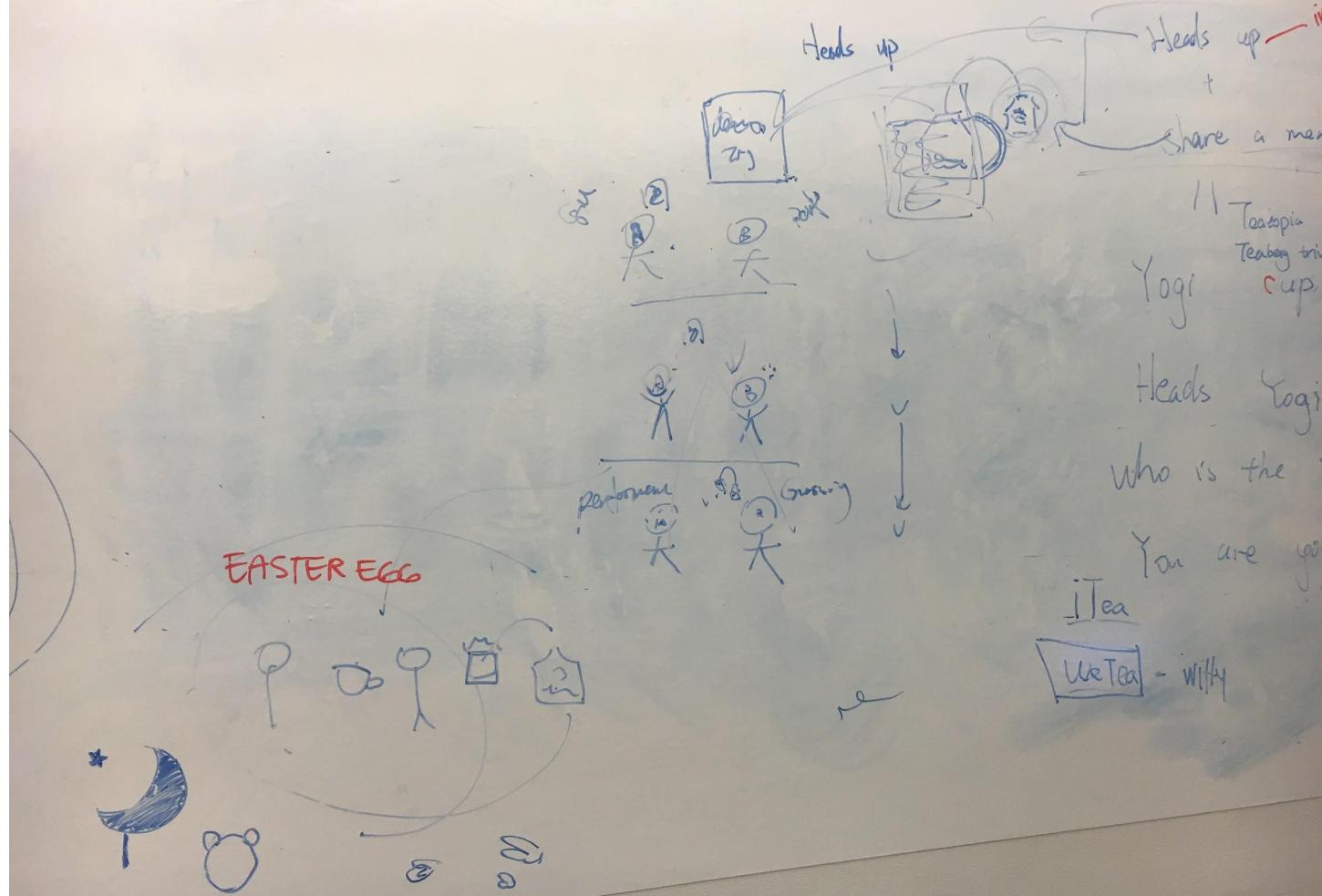
Provide players with **discovery** through **getting to know each other by acting upon the suggestions.**

Heads UP



Guts
Performance.





memere

spin
eg true
up

What up Yogi?

ogi

Tic Tock

Yogi?

Tea Tock
Tea TALK
Tea TAK TALK

yogi!

Yogi yoga

TO DO :

• PRESENTATION

- INTRODUCTION ✓
- Proposal ✓
- PITCH - WHAT IS IT? L

★ PLAY VALUES - M

- RULES R/M
- QUESTIONS - Monday
- DATA COLLECTION ? WTF M/R
- NEXT STEPS
- PROCESS - L
- EASTER EGG L

Barcode thing M/R

• PROTOTYPE

- simple, yet elegant
- demonstrates at least one core dynamic.

R

