



# CLIENT DOCUMENTATION

By Joanna Yee



**CLIENT:** Yu Chang Su

**BRIEF SUMMARY:**

Taste Tea was established in 2012, known as Best of Honolulu 2014 because of their quality and uniqueness of their drinks. There are varieties of different flavors and toppings for customers to choose from. Also, customers can customize the sweetness of their drink and sample to adjust the sweetness if not enough.

**PRIMARY OBJECTIVES:**

- Need a website
- Informative
- Simple and clear
- Organized
- Appealing visuals

**TARGET AUDIENCE:**

- Youth (mainly middle and high schoolers)
- College students
- Adults
- Families
- Tourists

**FEATURES AND FUNCTIONALITY:**

- Easy way to show locations information
- Simple and clear menu (tells people that there are many options/customizable)

**ASSETS NEEDED:**

- Feature/What's new
- Locations
- Map
- Menu
- Photos
- Social media links
- Contact Us





909 KAPIOLANI BLVD SUITE A, HONOLULU, HAWAII, 96814, USA  
(808)593-2686  
INFO@MRTEACAFE.COM

## COMPETITIVE ANALYSIS:

### -Mr. Tea Cafe

- Pros: -Click-able menu
- Looks Modern and chic
- Navigation bar change location when minimized
- Simple and clear
- Has an About Us page
- Informative Locations page

- Cons: -Text in the Home page doesn't contrast well with the gray background

### -Teapresso Bar

- Pros: -Simple and clear
- Informative menu
- Links to social media

- Cons: -Navigation bar doesn't appear when minimized
- Questionable Purpose of Partnership Opportunities and Premium Quality Tea page
- Video stretches when minimized
- Locations shouldn't be on the menu when there already is a section for it



FIRST BREWED-TO-ORDER BOBA MILK TEA & ORGANIC BEVERAGES IN HAWAII

Non-Powder, Non-GMO, Gluten Free, Vegan & Organic options



# USER PROFILE #1



<b>Name</b>	Jimmy Lee
<b>Age</b>	17
<b>Gender</b>	Male
<b>Location</b>	Honolulu, Hawaii
<b>Education</b>	McKinley High School
<b>Family</b>	Parents
<b>Occupation</b>	Student/YouTuber
<b>Hobbies</b>	Playing video games and video editing
<b>Income</b>	\$3,000 Annual Salary
<b>Disabilities</b>	None

## User-site Interaction Episode:

Jimmy is a student at McKinley, he recently moved from Florida. His new friends want to invite him to hang out after school at Taste Tea. He goggles Taste Tea to see what's great about it. He wasn't able to find a Taste Tea's website, so he clicks on Yelp and browses through the reviews.



## USER PROFILE #2



<b>Name</b>	Selina Collins
<b>Age</b>	40
<b>Gender</b>	Female
<b>Location</b>	Orange County, California
<b>Education</b>	University of California
<b>Family</b>	Husband and two kids
<b>Occupation</b>	Housewife
<b>Hobbies</b>	Baking
<b>Income</b>	None
<b>Disabilities</b>	None

### User-site Interaction Episode:

User-site Interaction Episode: Selina is on a vacation with her family, she wants to know where is a good place to get drinks. The tour guide recommends Taste Tea because it's popular with the locals and tourists enjoyed the drinks. She decides to look up Taste Tea and check Yelp reviews. After scrolling through the reviews, she wonders if there is a better way for an overall view of Taste Tea

## USER PROFILE #3



<b>Name</b>	Karen Nakamura
<b>Age</b>	32
<b>Gender</b>	Female
<b>Location</b>	Honolulu, Hawaii
<b>Education</b>	University of Hawaii
<b>Family</b>	Husband
<b>Occupation</b>	Allstate Insurance
<b>Hobbies</b>	Music and wine
<b>Income</b>	\$46,000 Annual Salary
<b>Disabilities</b>	None

### User-site Interaction Episode:

Karen works at an insurance company. Her manager wants her to buy the team drinks from Taste Tea. She uses her phone to search for Taste Tea's menu, but she found multiple menus. After looking through Yelp for several minutes, she manages to find the right menu and drive to Taste Tea.

