

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:

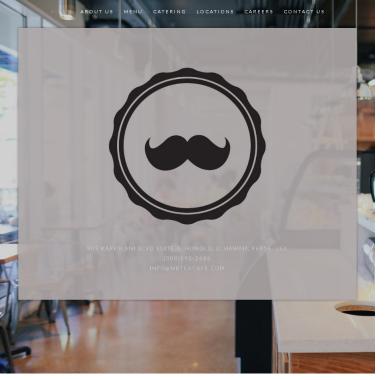
- -Easy way to show locations information
- -Simple and clear menu (tells people that there are many options/customizable)

ASSETS NEEDED:

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









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

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

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

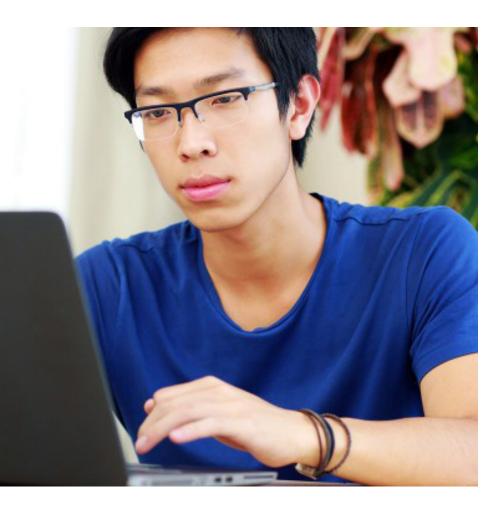
- -Informative menu
- -Links to social media

-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



USER PROFILE #1



Name Jimmy Lee

Age 17
Gender Male

LocationHonolulu, HawaiiEducationMcKinley High School

Family Parents

OccupationStudent/YouTuberHobbiesPlaying video games

and video editing

Income \$3,000 Annual Salary

Disabilities 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



Name Selina Collins

Age 40

Gender Female

Location Orange County,

Calfornia

Education University of

California

Family Husband and two kids

Occupation Housewife

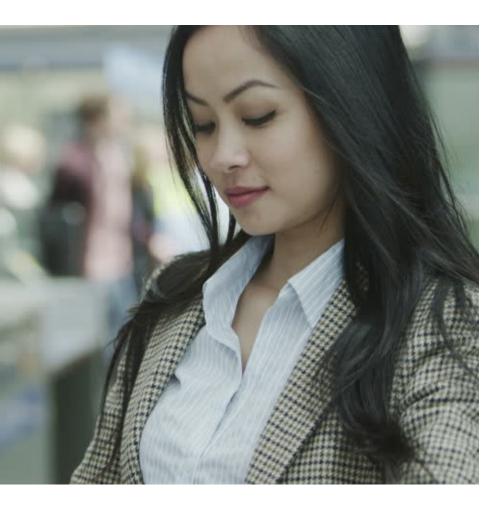
Hobbies Baking
Income None
Disabilities None

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



Name Karen Nakamura

Age 32
Gender Female

Location Honolulu, Hawaii **Education** University of Hawaii

Family Husband

OccupationAllstate InsuranceHobbiesMusic and wine

Income \$46,000 Annual Salary

Disabilities 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.

