



# TEA · PARTY

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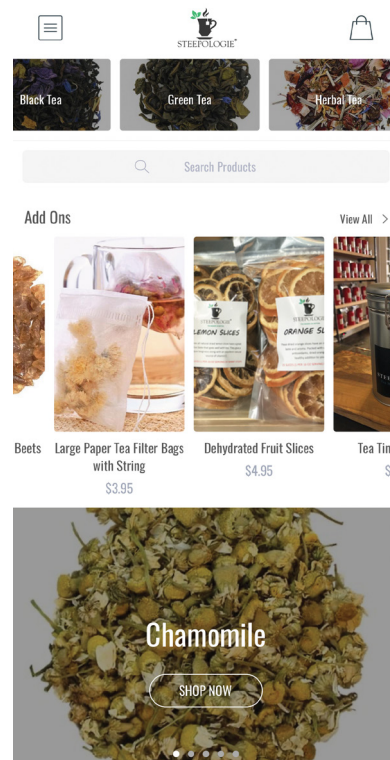
# PRECEDENTS



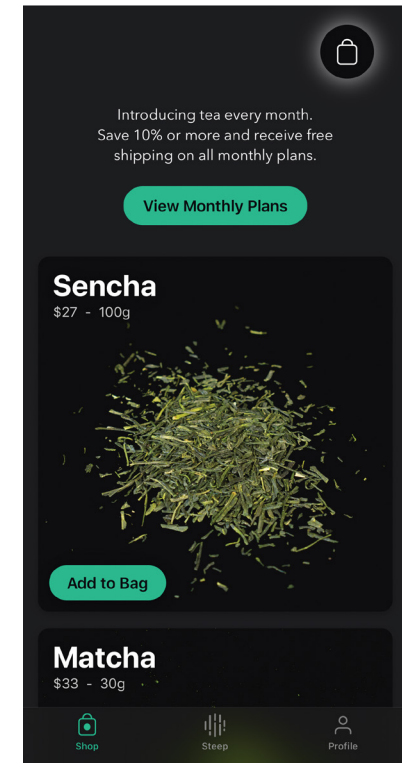
**Harney & Sons** specializes in loose teas and herbal teas, as well as organic and certified kosher products.



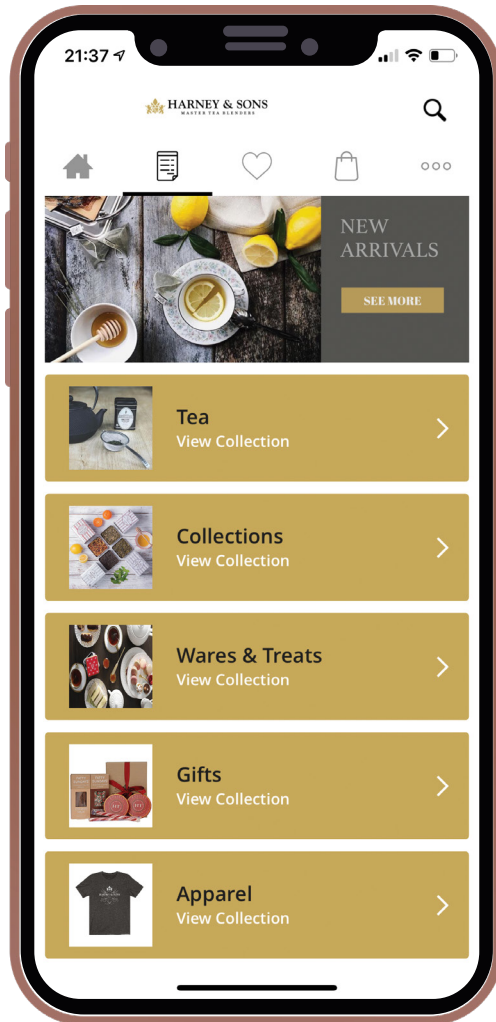
**Steepologie** offers over 300 options of loose leaf tea and herbal blends.



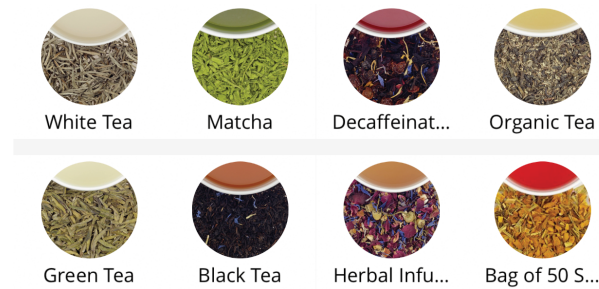
**Sencha** represents a range of tea flavors, some vegetal, some grassy, and some like seaweed.



## PRECEDENTS - HARNEY & SONS



The app has five main tabs (Home, Shop, Favorites, Bag, and More) and the contents are well-organized. There is also a Search function which comes in handy when you can't find what you're looking for.

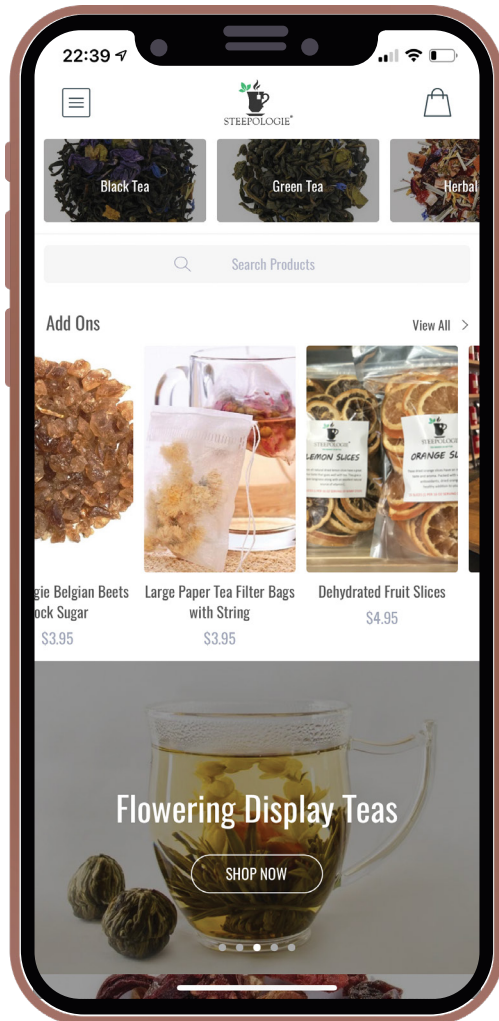


The Home tab gives a quick access to each category of tea and the Favorites tab is a helpful feature in saving a specific flavor or product.

When browsing the shop, the price is indicated on each product and there are quick links to either save (to favorites) or share the product, but not add to cart. The user will have to view the product page (which actually provides very informative description about the product) and choose either Add to Cart or Buy Now - which I find repetitive since it takes you to the same place.

The Order page has a very clean look which makes the process easier to understand. They offer different payment options and they allow checking out as a guest for customers who do not want to make a purchase but do not want to create an account.

## PRECEDENTS - STEEPOLOGIE



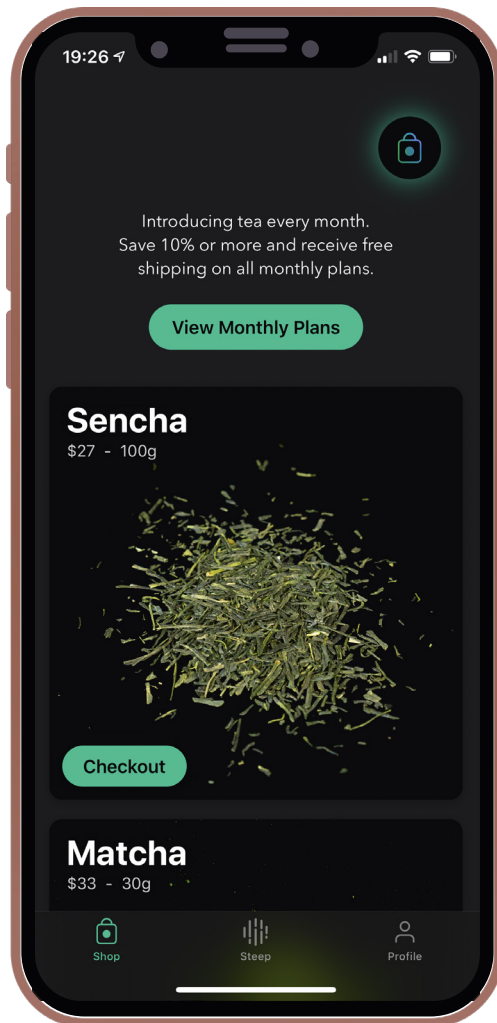
The homepage of the app is the Shop page. At the top, there are each category of tea which also serves as the main navigation. Below the tea categories, there is a Search function to look up products.



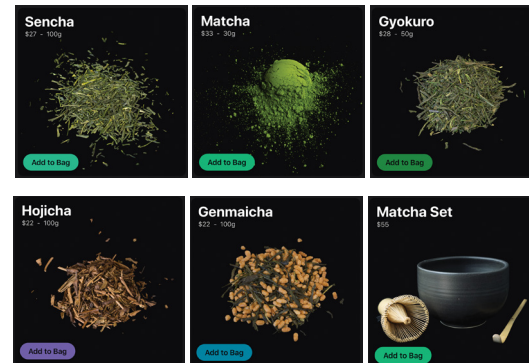
Each tea category takes you the list of products that falls under that classification and exhibits the products in a straightforward manner - it has the name of product, image and price. The product page is very minimal as well. It shows only a few but relevant information, including the option to choose the quantity or weight, product description, and the choice between Add to Cart or an easy checkout with Apple Pay. If you want to do other mode of payment, you would have to click on the Checkout option which is found in the cart. However, this option takes you to a new page which appears to be a web-view and not in-app.

What I noticed is that as seamless and promising as the app looks, there are a lot of links and functions that takes you to a new page outside the app which makes the experience a little less enjoyable.

## PRECEDENTS - SENCHA



The app is very unique and simple with only three pages - Shop, Steep and Profile. The Steep tab is a steeping timer feature to ensure that the tea steeps for the ideal duration, accompanied by a calming music. The Profile tab has a Tea Streak, Tea History, and Tea Experience logger. It also enables tea nutrition tracking with the Health app integration.



Meanwhile, the Shop is very effortless, with nothing else but the six kinds of tea flavors that they offer in the app. You can easily scroll down through the six options, and each item has their own Add to Bag button, which turns into Checkout once pressed. Once you are in the Bag/Order page, you have the option to quickly customize the quantity of each item before checking out. There is also a quick Apple Pay checkout, or to select another payment method which is also done through the app.

## TARGET AUDIENCE



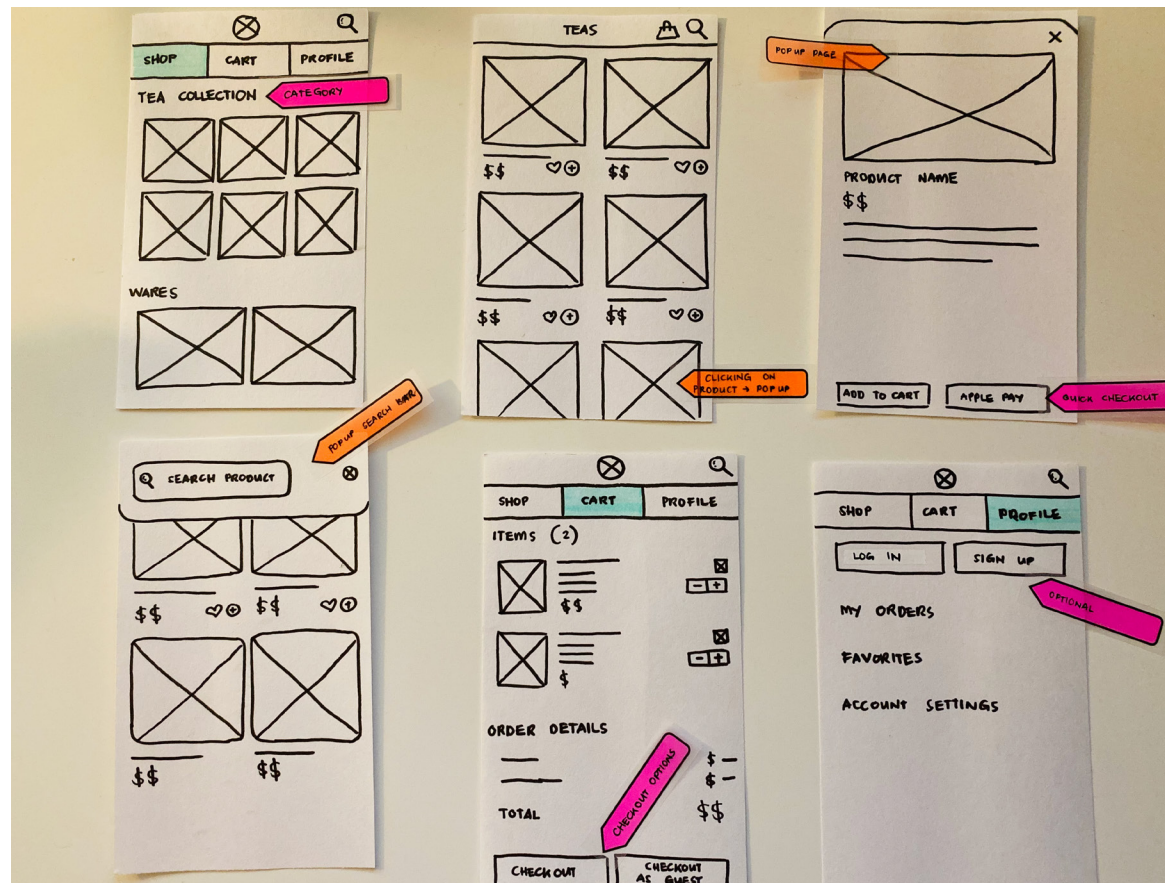
- Tea enthusiasts

- People who like loose leaf tea blends

- First time tea drinkers

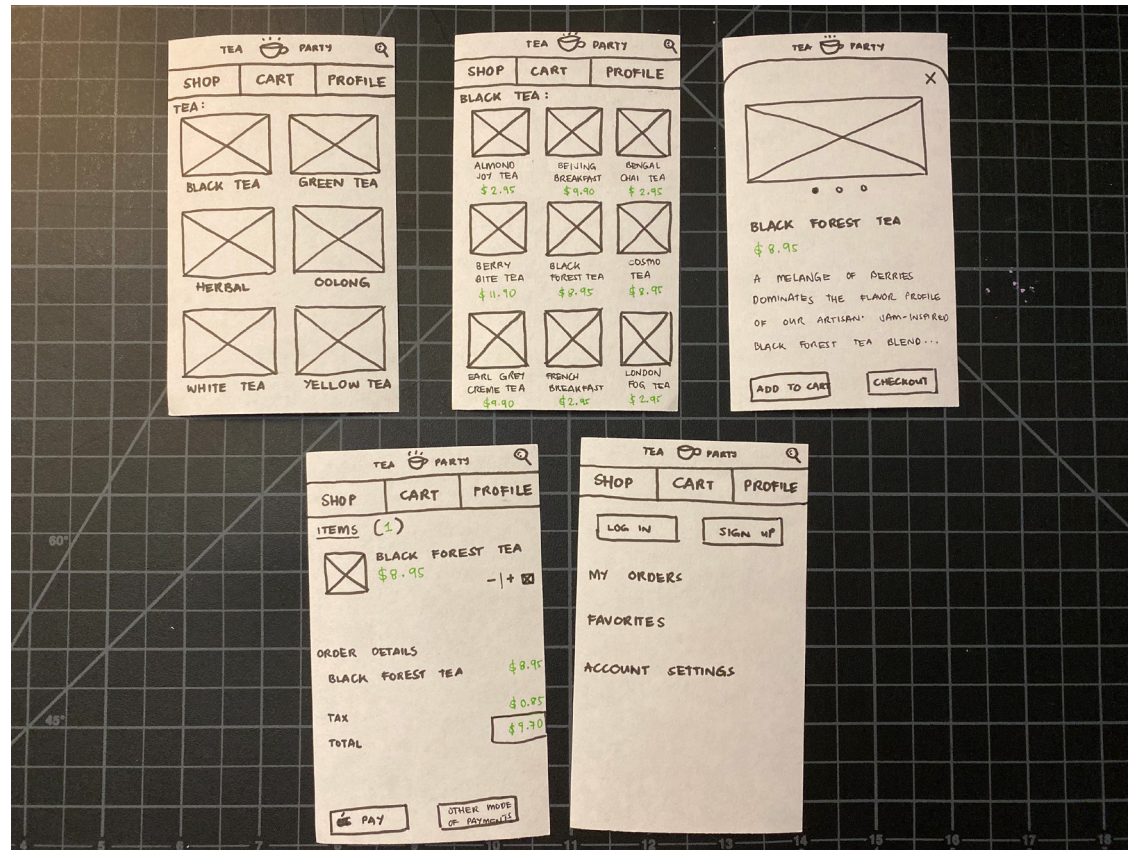
- Coffee drinkers who are looking for a healthier alternative

## INITIAL PROTOTYPES



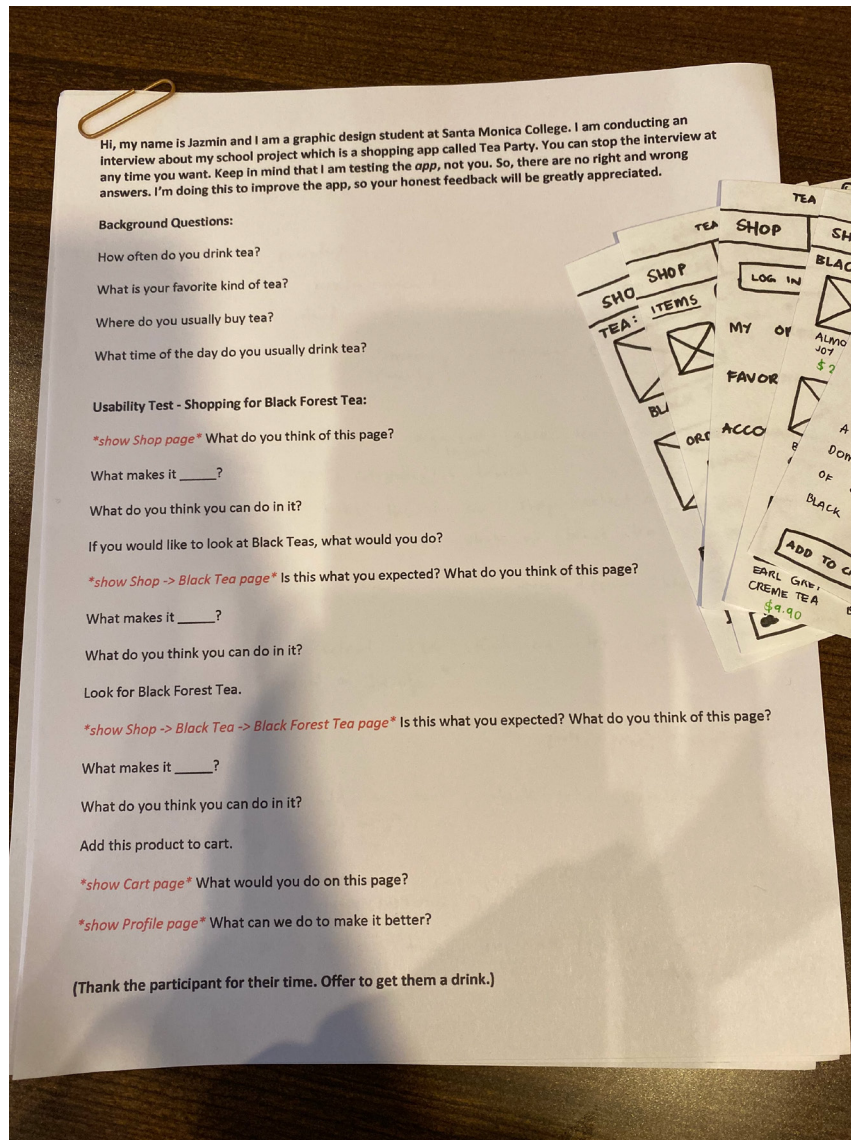
I was inspired by the simplicity of the existing apps in my domain. Since tea is my chosen product, and tea in general has a calming and relaxing effect, I would like to incorporate that ambiance (simple and calming) in my app as well. However, I immediately changed the way I laid it out due to the feedback I received from peers that I asked around regarding what they thought about the features and functions. Most of them brought up good points which made me reconsider my interface and features.

# USER TESTING - PROTOTYPE



The prototype I used for the user testing was the revised version of my initial prototype. My decision to make this prototype simple was due to the limited variety of products I was thinking about doing for my app. And all of the participants actually liked how simple the layout is. This helped them easily perform the task I asked them to do. I also liked the way my participants interacted with my paper prototypes (pressing on the buttons I drew as if it's actually interactive) whenever I asked them to do a specific task.

## USER TESTING - PROCESS



I prepared a set of background and high-level questions related to my prototype and I decided to go to a couple of boba places to ask some people that appeared to be between the ages of 18-30 years old if they would like to participate in my usability test interview.

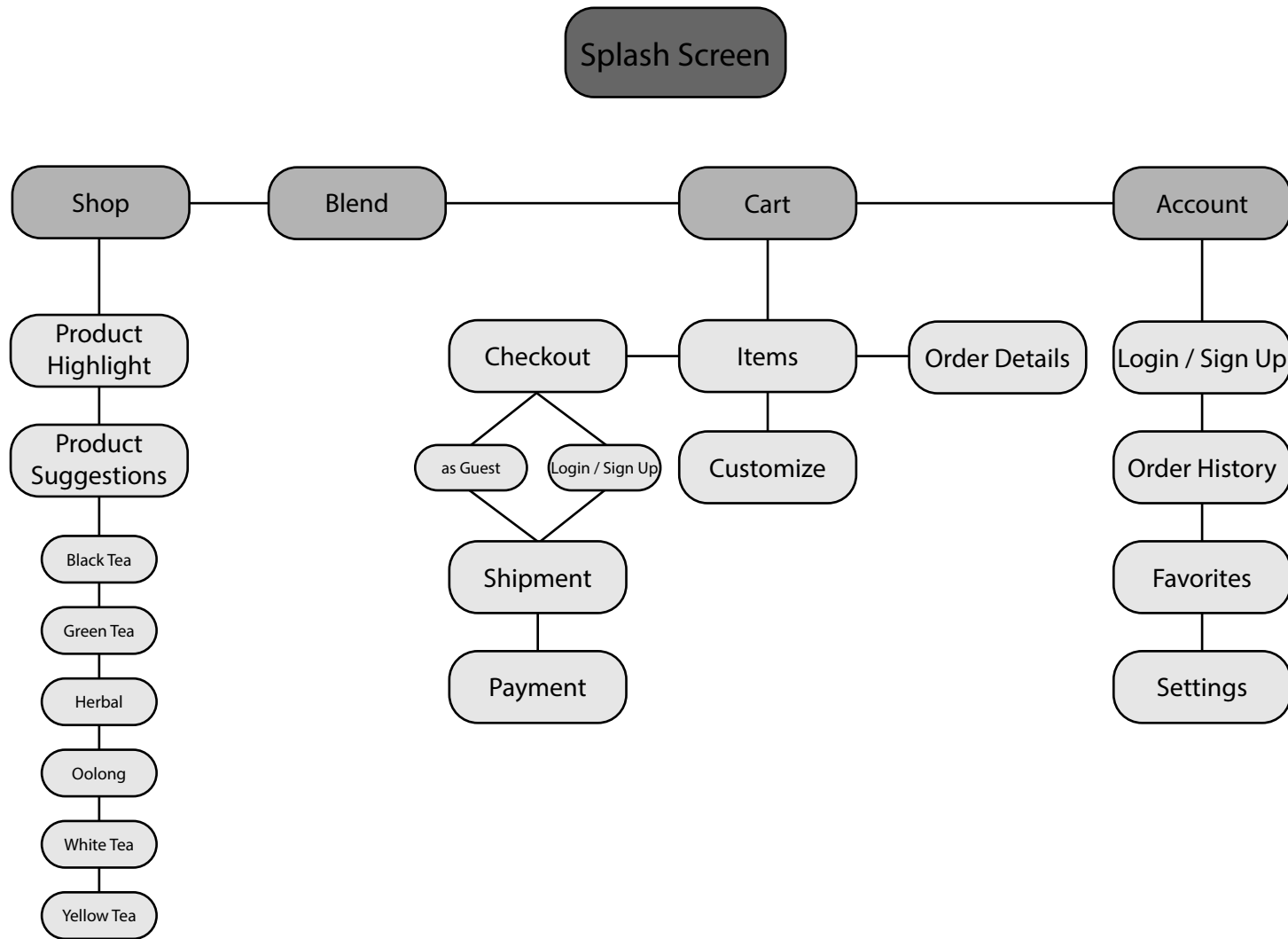
I struggled in approaching people because most of the people were either hanging out as a group or seem to be in the middle of something on their laptops. I also didn't want to seem like some stranger soliciting for something. But I decided to approach them in an extra polite manner and after the interview, I offered to buy the participant a drink or food from the shop in exchange of their participation. Most of them accepted my offer and I thanked them for their time.

## USER TESTING - RESULTS



The main task I asked my participants to perform was to find and purchase a particular product. All of them were able to locate the product easily. The consistent feedback I received was the simplicity and organization of the structure. Most of them liked how easy it was to find something. I also found it interesting the way my participants interacted with my paper prototypes (pointing on the buttons as if it was really interactive) which implies that they know how the features are supposed to function even it was just a low-fidelity prototype.

# INFORMATION ARCHITECTURE



## Typography

### TITLE 1

Mango Tango - Regular  
48 pt

### TITLE 2

Mango Tango - Regular  
20 pt

### Body Text

Helvetica - Regular  
10 pt

### Caption

Helvetica - Regular  
8 pt

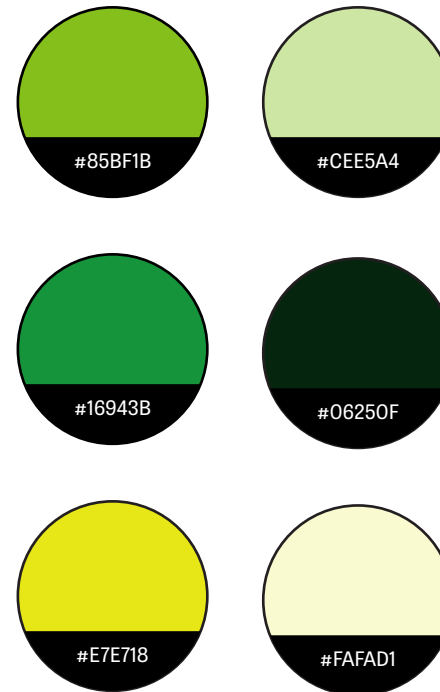
### BUTTON TEXT

Helvetica - Bold  
10 pt

## Buttons



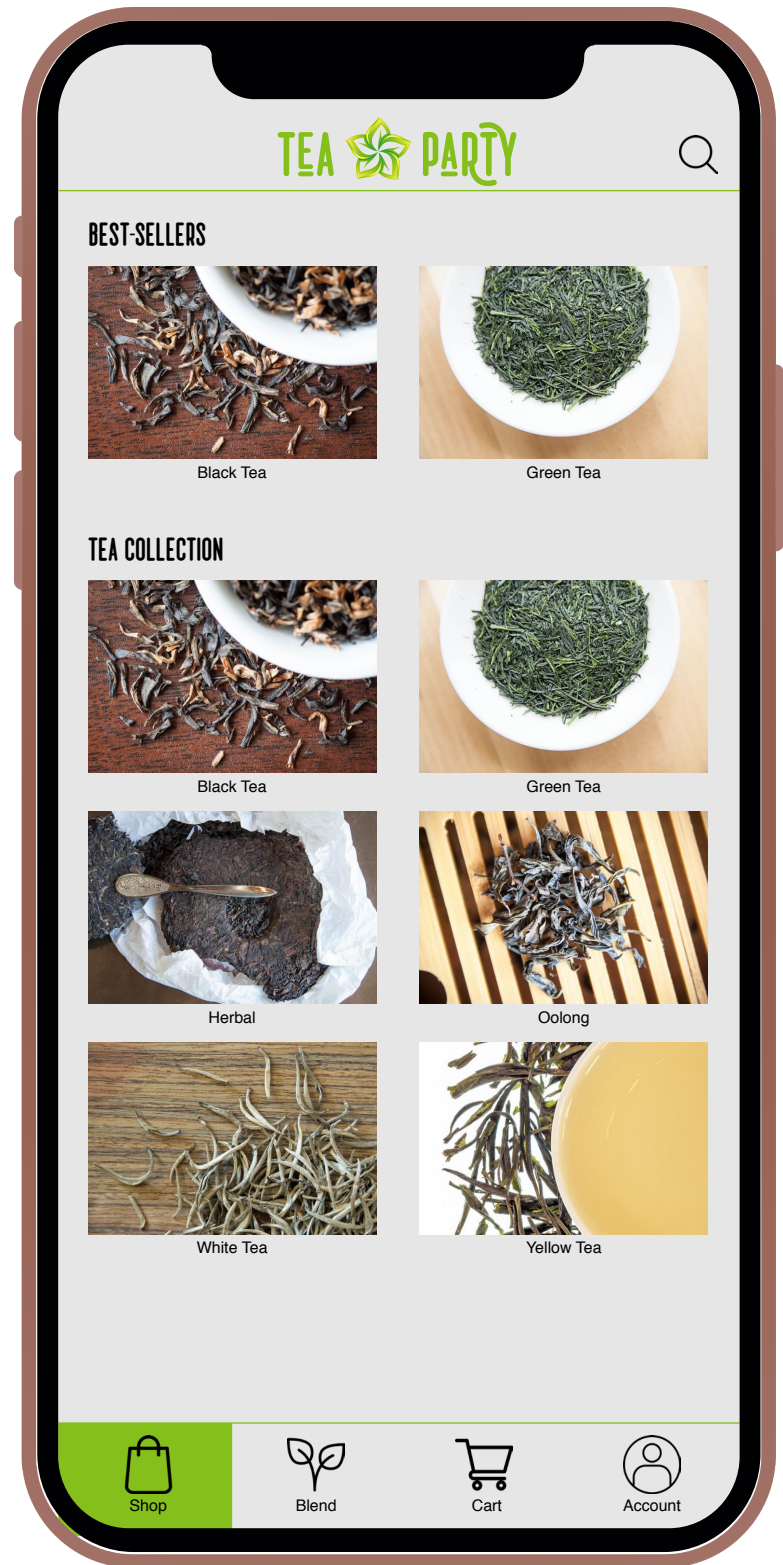
## Colors



## HIGH-FIDELITY PROTOTYPE

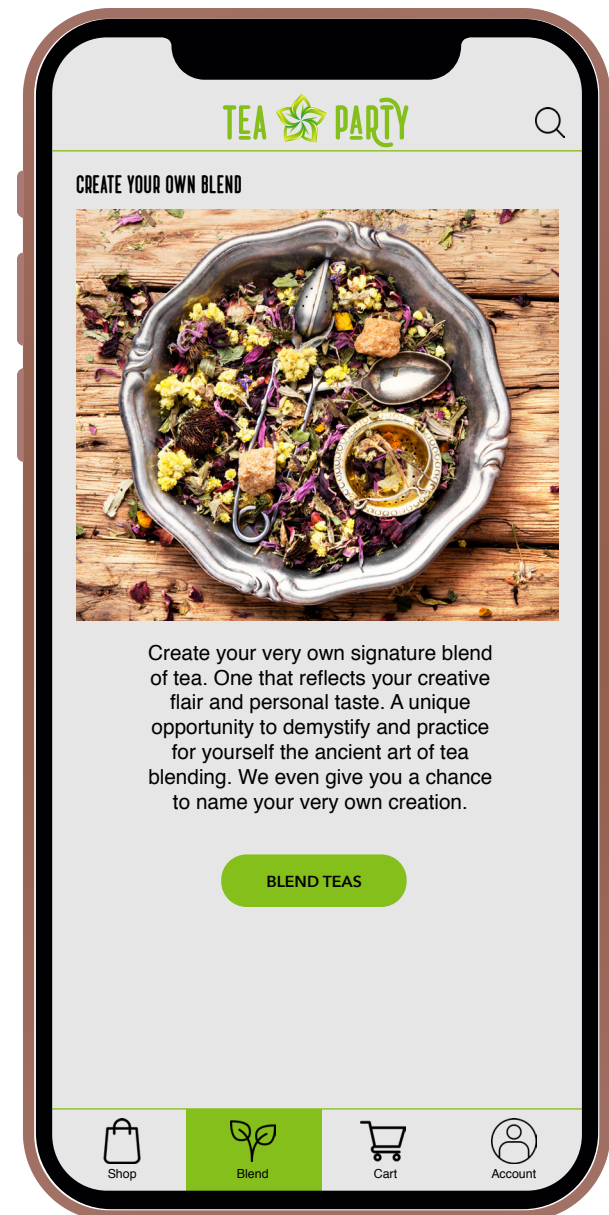
Upon opening the app, users will be welcomed by a splash screen which has the brand logo. Shortly, they will be redirected to the **Shop page** which also serves as the homepage.

I decided to add a product highlight (best-sellers) section because I noticed a pattern from my user test wherein users were interested in seeing suggestions of what kind of tea to get. This can be helpful for new customers or non-tea drinkers.



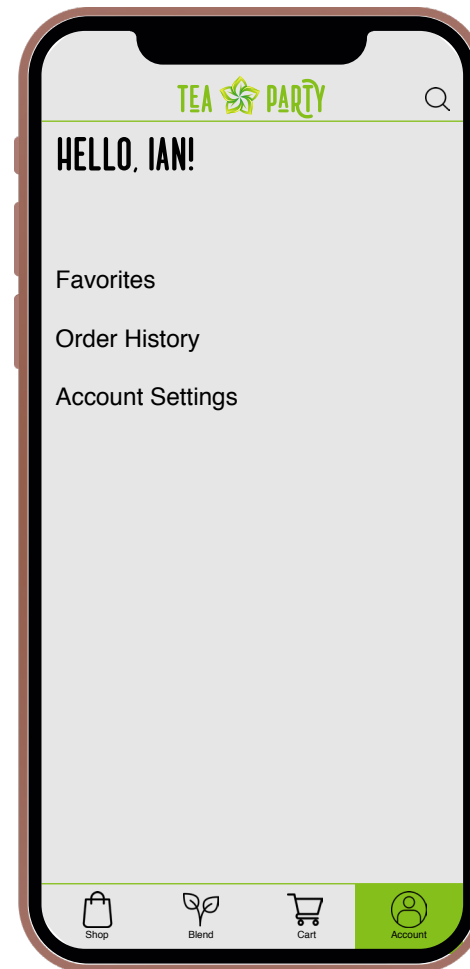
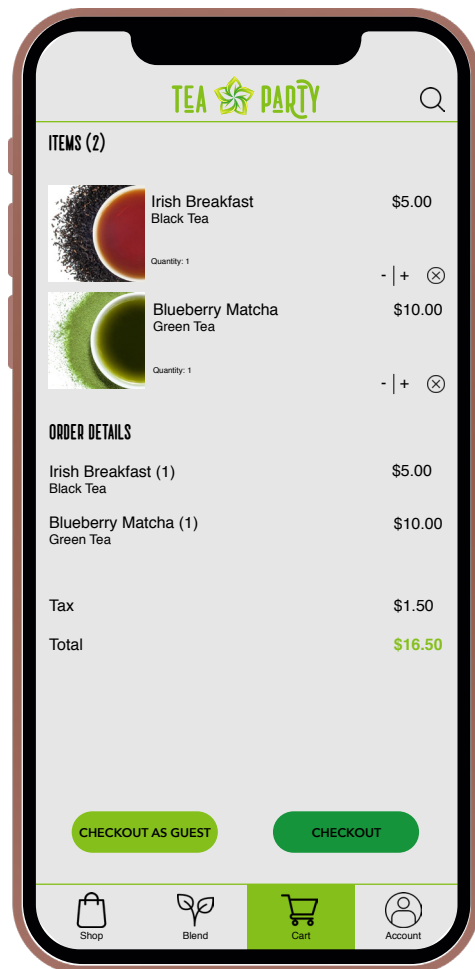
## HIGH-FIDELITY PROTOTYPE

The **Blend page** will allow users to be able to mix and create their own tea blend. This feature is something I just added after my research on the precedents and after conducting the user interviews. One factor is that I was inspired by the idea of going to a tea shop and being able to sense what the tea blend looks, smells, and feels like. And since this idea has to be done through the mobile device, I thought it would be an interesting idea for the user to be able to create their own mixture of tea based on their liking, and see how can they explore this feature despite the limitations of the senses they can use. Another factor that influenced this idea was the response of one participant wherein she said that the shop page looks like a page where you can “mix and match” your tea.



## HIGH-FIDELITY PROTOTYPE

**Cart page** is a shopping cart functionality wherein users will be able to review the items that they would like to purchase and securely checkout with ease. While the **Account page** is where users can choose to login or create an account, review their order history, view their favorited products, and customize the app and account settings. Since there is an option to checkout as a guest, this page will mainly be utilized by users who opt to create a Tea Party account. In fact, one of my participants pointed out that this page would be a waste for people who choose to not create an account.



## FUTURE POSSIBILITIES

**Accounts Page Revision:** For the sake of the assignment, I can just say that users will have to create an account if they want to purchase. But in real life, I personally don't think enforcing such rule makes a good user experience either. I wish I had more time to explore on this, but I will just leave as future possibility for my app. But it is something I definitely would have to re-test again and explore more on.

**Social Feature:** As suggested by my professor, adding a social feature to interact with other users and share favorite flavors or blends can be a good consideration for my app. Since the name of my app is tea party, it would be interesting to actually have some kind of virtual tea party community with other users.

**Subscription:** A feature that will benefit returning customers to easily re-order recently purchased products or automatically order a product every certain period of time. It will give users a sense of personalization.

**Ratings and/or Reviews:** This feature somehow goes hand in hand with the Social Feature. For returning users who would like to leave a review or share their experience with the tea or for new users who would like to read or learn more about a product based on what other users are saying about it.