



Customizable Bubble Tea

Restaurant Concept

NAME & URL

One Two Tea — Customizable Bubble Tea
www.onetwo.tea

FOOD & DRINK

Custom Bubble Milk Tea

Customization:

Drink: Milk Tea, Green Tea, Thai Tea, Cocoa, Fresh Milk

Bubble: Black Pearl, Golden Pearl, White Pearl

Topping: Whipped Cream, Choc Mousse, Cream Cheese

Sugar Level: None, Half, Regular, Extra

LOCATION

Bangkok, Thailand (Urban)

Delivery Radius: Bangkok area

MAIN TARGET AUDIENCE

College students

(Restaurant is open from 10 AM to 9 PM)

COST

\$ - Affordable

ELEVATOR PITCH

"The Next Level of Bubble Tea"

We have aimed to open an online bubble tea delivery that would serve the finest bubble tea made with the next-level quality ingredients right at your door. Every cup of *One Two Tea* is always made with fresh real milk and freshly brewed tea. Once you taste *One Two Tea*, you will know why it is the best one you will ever try!

Strategy

Target Audience

The website/app will focus on the following target audiences:

ROLES (GROUPS OF PEOPLE WITH SIMILAR GOALS)

- Bubble tea lover who is looking for customizable drinks
- People who have never try bubble tea but always welcome to new kind of drinks

DEMOGRAPHICS

- **Gender** – Both male and female
- **Education** – College education or higher
- **Occupations** – College students
- **Age** – 18 to 25 years old
- **Location** – Bangkok, Thailand (Urban)

PSYCHOGRAPHICS (PERSONALITY, VALUES, ATTITUDES, INTERESTS, LIFESTYLES)

- **Personality & Attitudes:**

- Fun
- Youthful
- Friendly
- Cheerful
- Confident

- **Values:**

- Open-minded
- Liberal
- Imaginative
- Creative
- Logical

- **Lifestyles:**

- Active
- Spend time with friends
- Outgoing
- Love shopping
- Sweet tooth

Strategy

User Personas

Sarah Lee (19)

- 19 years old computer science student
- Primary bubble tea consumer (>3 per day)
- Usually ordering fast food from delivery services
- Live in dormitory with friends in Bangkok, Thailand
- *"Life is short, drink bubble tea first."*



Meen Nicha (25)

- Works as a software developer for 2 years
- Outgoing, love to try new restaurant and street food
- Live in a house near Silom, Bangkok
- Never tried bubble tea before, prefer less sugar drinks.
- *"The food's value is based on how good its taste"*



James Jirayu (23)

- Single, fresh graduate student
- Works as a freelance graphic designer
- Homebody, prefer eating frozen food and ordering online
- Live in condo with girlfriend in Bangkok, Thailand
- *"Full time lover, Part time eater, Freelance designer"*



Strategy

User Needs

The website needs to enable the user to:

- Find out if the delivery service is available their area
- Order food online
- Customize the order or pick from a list of popular bubble tea
- Provide a mobile-first experience since most people will access from mobile device
- Follow the order in real-time after it has been placed

Client Needs

The website needs to enable the client to:

- To sell food online that will be delivered
- Provide a system for order customization
- Communicate fast service
- Communicate affordability
- Recommended bubble tea menu to someone who have never try

Outline of Scope

Content Requirements

Content (text, images, video) that the user will need.

"The user will be looking for..."

- **Drinks menu**
 - Recommended menu
 - Product images
 - Price
- **About us**
 - Our story
 - Opening time
 - Store locations
 - Delivery radius
- **Contact us**
 - Follow us
- **FAQ**
 - What is bubble tea?
 - How bubble was made?
 - Can I order online?
 - What is your delivery radius?
 - Do you have a minimum order?
 - Do you charge for delivery?
 - How to see my delivery status?

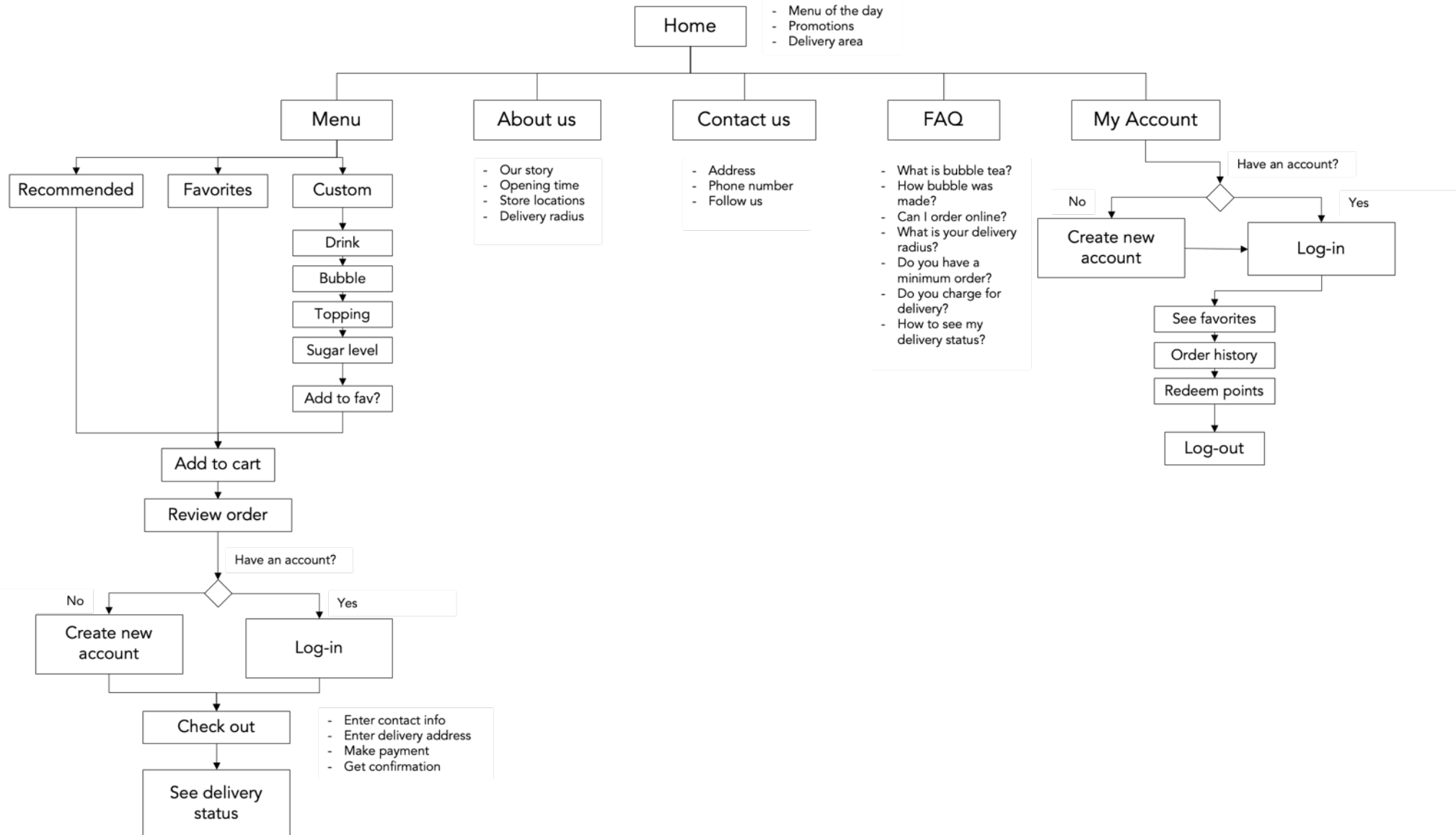
Functionality Requirements

Systems that will allow the user accomplish tasks.

"The user will be able to..."

- **Order a recommended menu**
- **Create customized bubble tea**
 - Drink
 - Bubble
 - Topping
 - Sugar level
- **Add item to shopping cart**
- **Add item to favorites**
- **Place order**
 - Enter contact info
 - Enter delivery address
 - Make payment
 - Get confirmation
- **See real-time delivery status**
- **Log-in or create an account**
 - See favorites
 - View order history
 - Redeem points

Sitemap

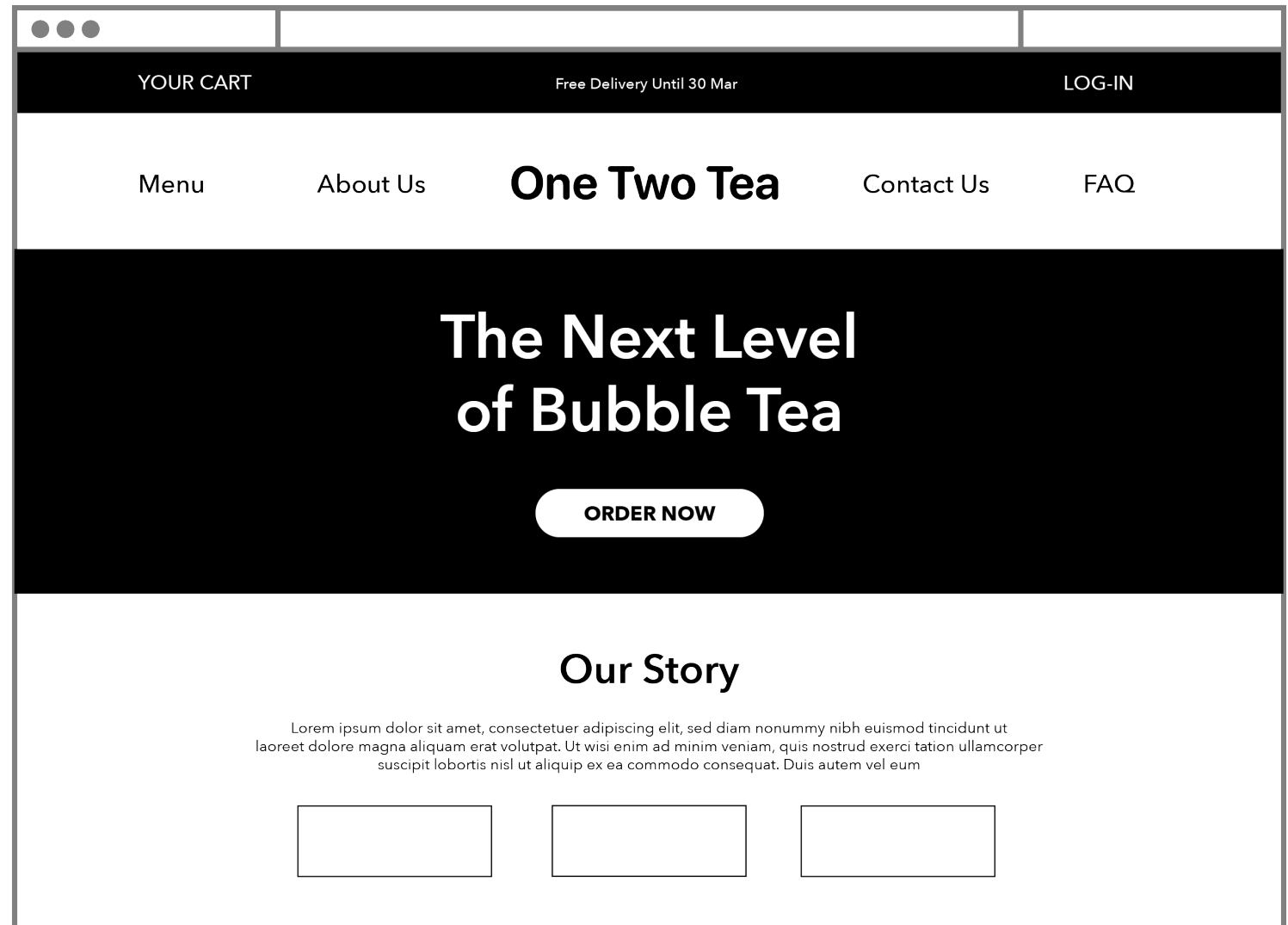


Wireframes

Home

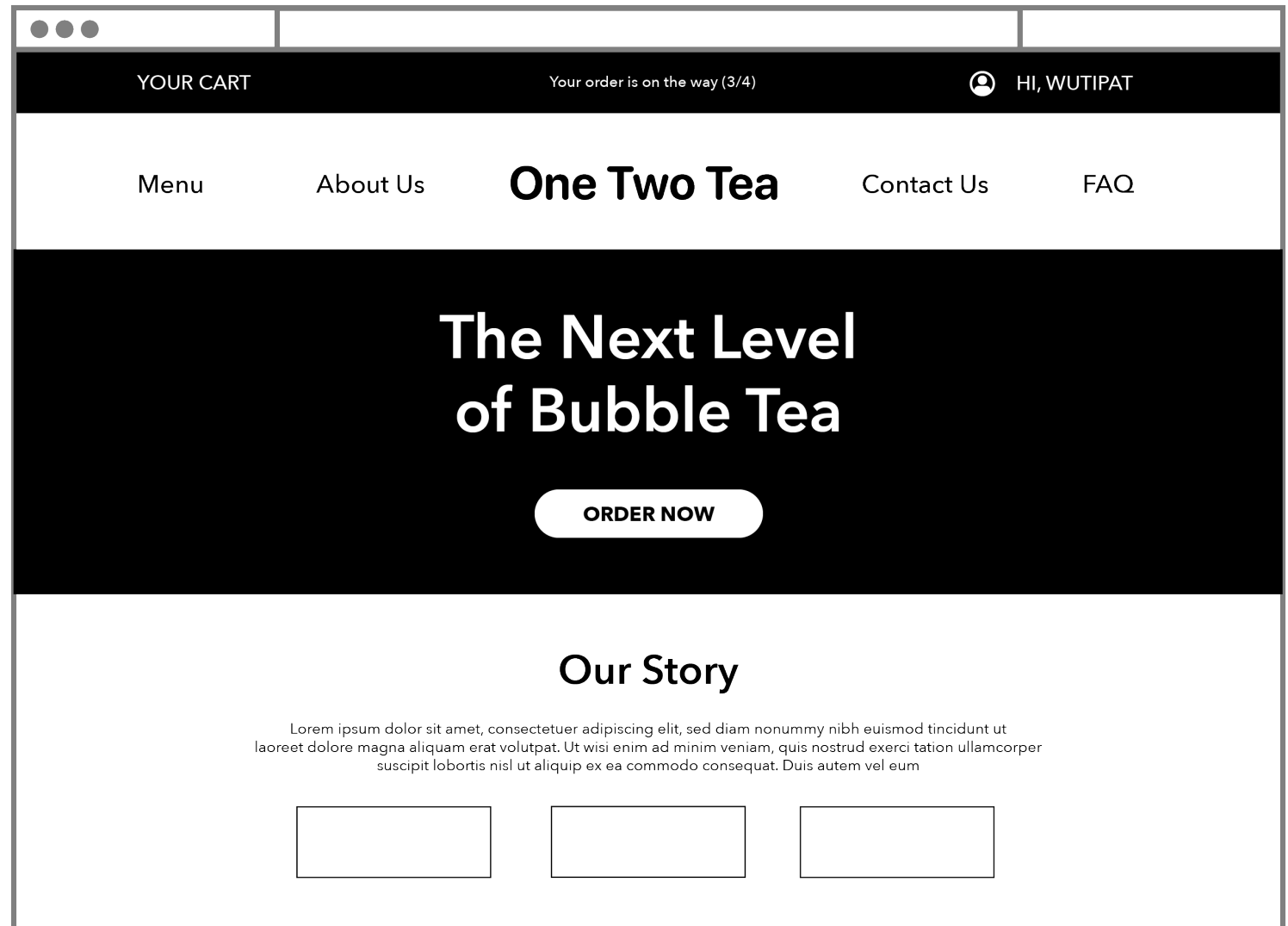
(User not log-in)

Desktop



Home

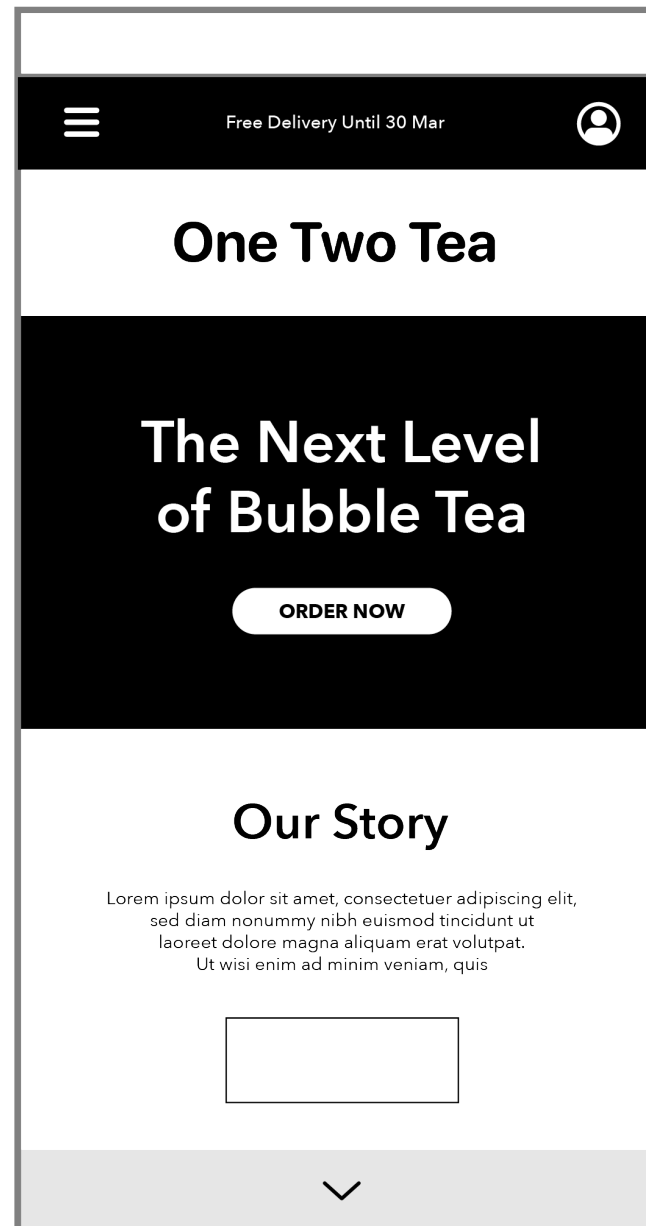
(User logged-in,
order on the way)
Desktop



Home

(User not logged-in)

Mobile

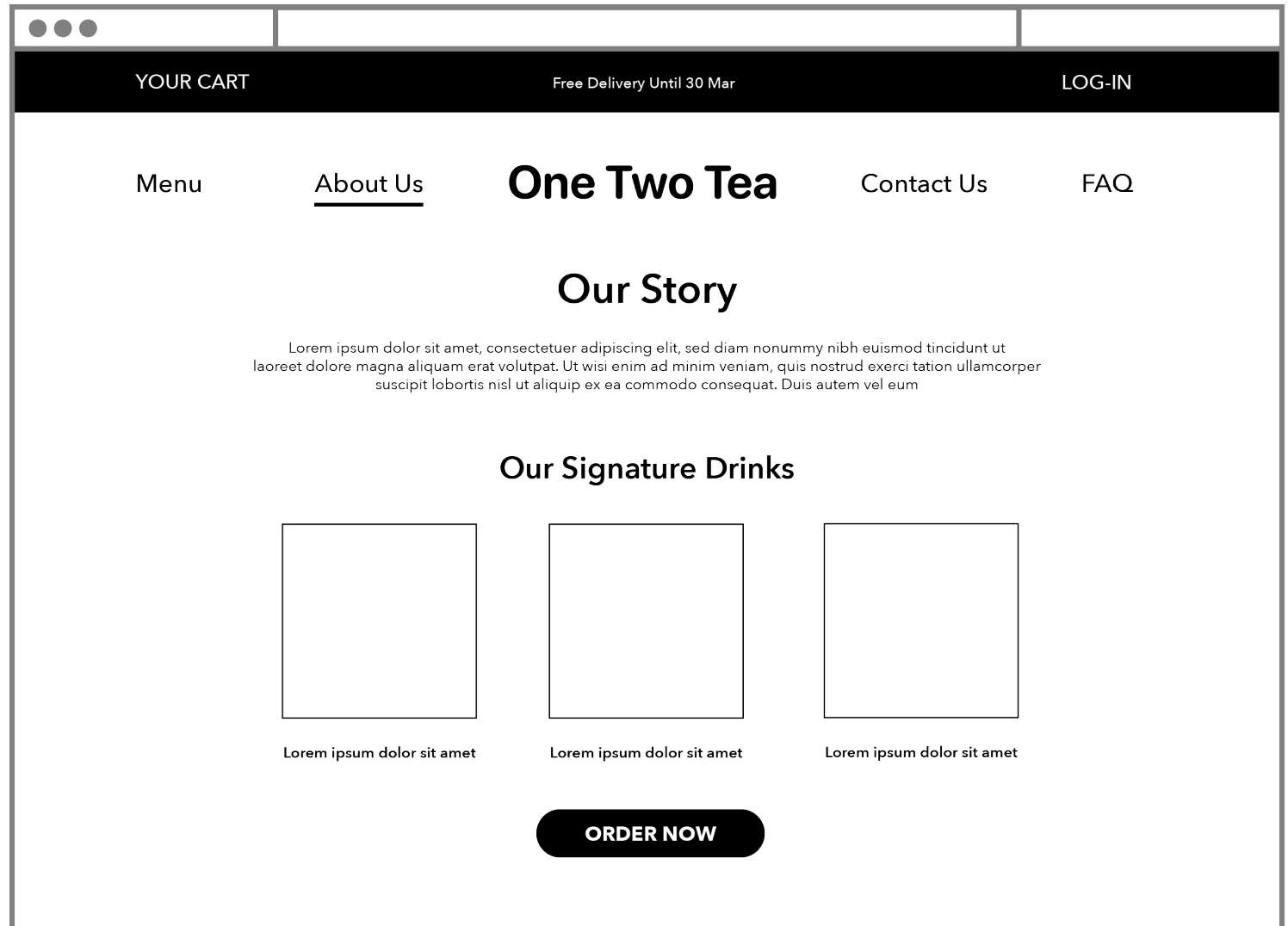


About Us

(Additional)

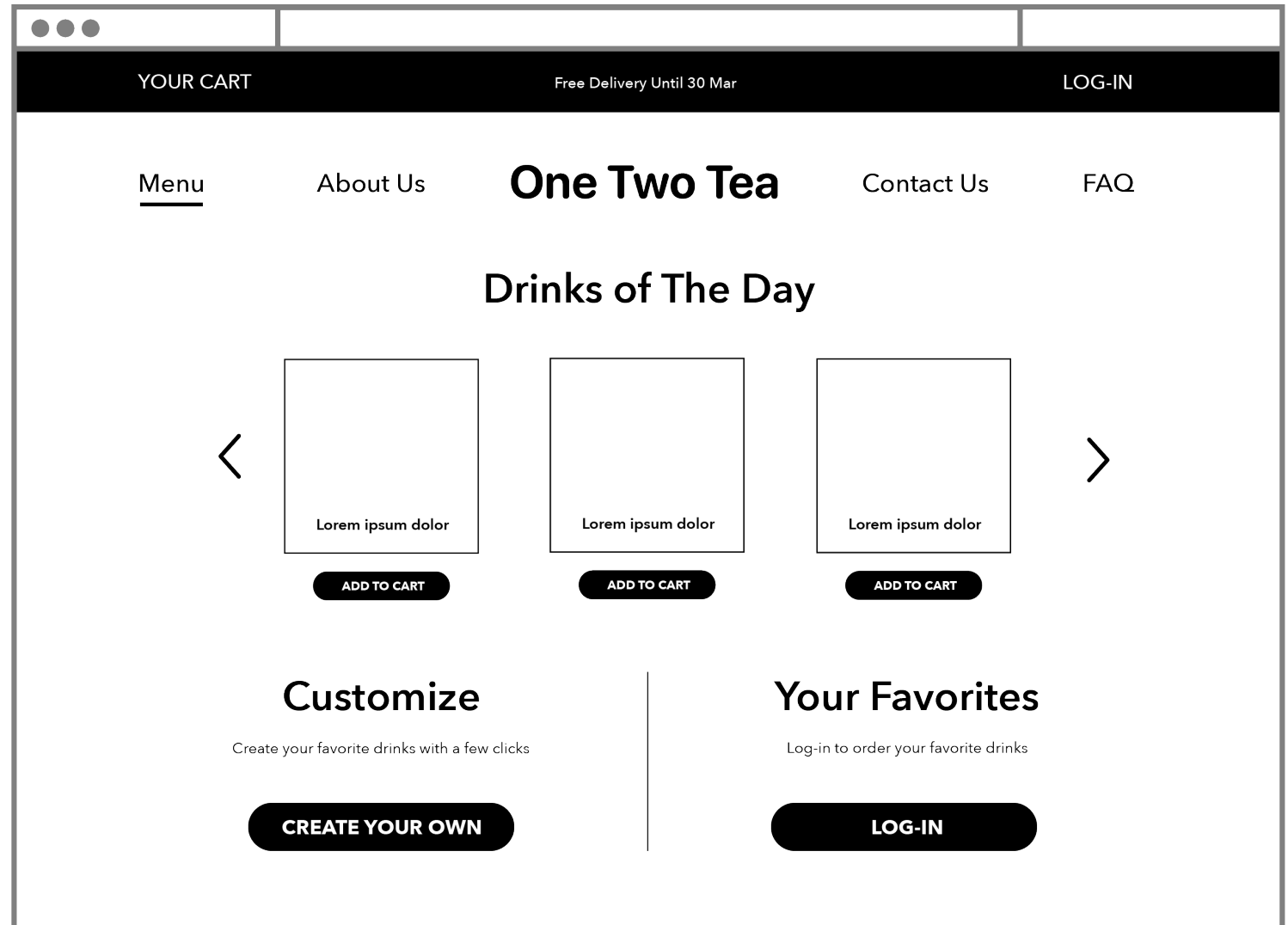
Desktop

User clicks
'Order Now >



Ordering Process

Desktop



User clicks
'Create your own' >

Ordering Process

Desktop

YOUR CART One Two Tea LOG-IN

Customize

Drink > Bubble > Topping > Sugar Level

Lorem

Lorem

Lorem

Lorem

Lorem

Lorem

Lorem

Lorem

Lorem

Lorem

Lorem

Lorem

Lorem

Lorem

< Extra

< Regular

< Half

< None

User selects a drink
And click 'Next' >

Ordering Process

Desktop

User selects a bubble
And click 'Next' >

YOUR CART One Two Tea LOG-IN

Customize

Drink > Bubble > Topping > Sugar Level

☐ Lorem ☐ Lorem ☐ Lorem ☒ Lorem ☐ Lorem ☐ Lorem
☐ Lorem ☐ Lorem ☐ Lorem ☐ Lorem ☐ Lorem ☐ Lorem
☐ Lorem ☐ Lorem ☐ Lorem ☐ Lorem ☐ Lorem ☐ Lorem

< Extra
 < Regular
 < Half
 < None

< BACK NEXT >

Ordering Process

Desktop

User selects a topping
And click 'Next' >

YOUR CART One Two Tea LOG-IN

Customize

Drink > Bubble > Topping > Sugar Level

Lorem Lorem
 Lorem Lorem
 Lorem Lorem
 Lorem Lorem

Lorem Lorem
 Lorem

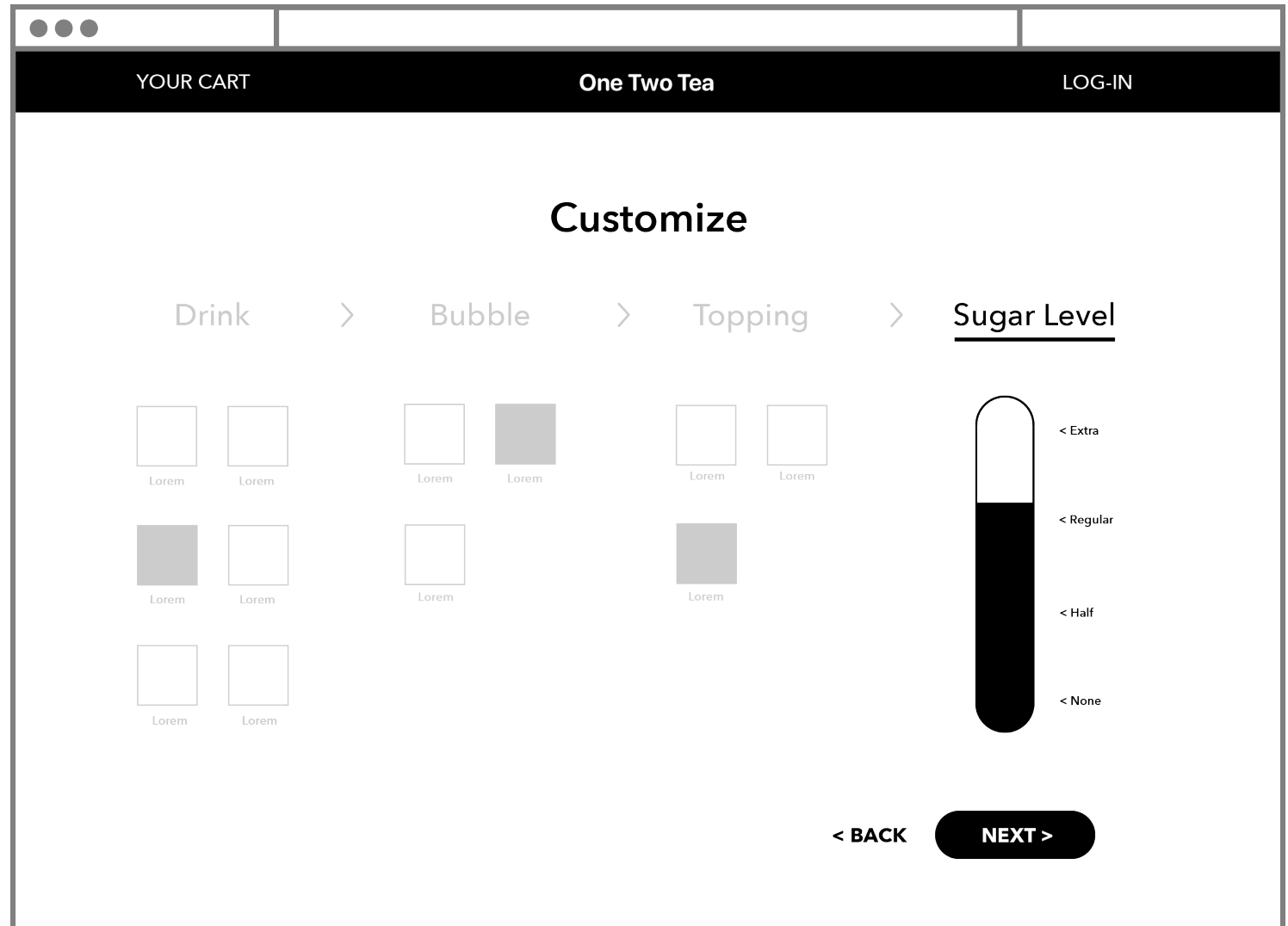
Lorem
 Lorem

< Extra
 < Regular
 < Half
 < None

< BACK NEXT >

Ordering Process

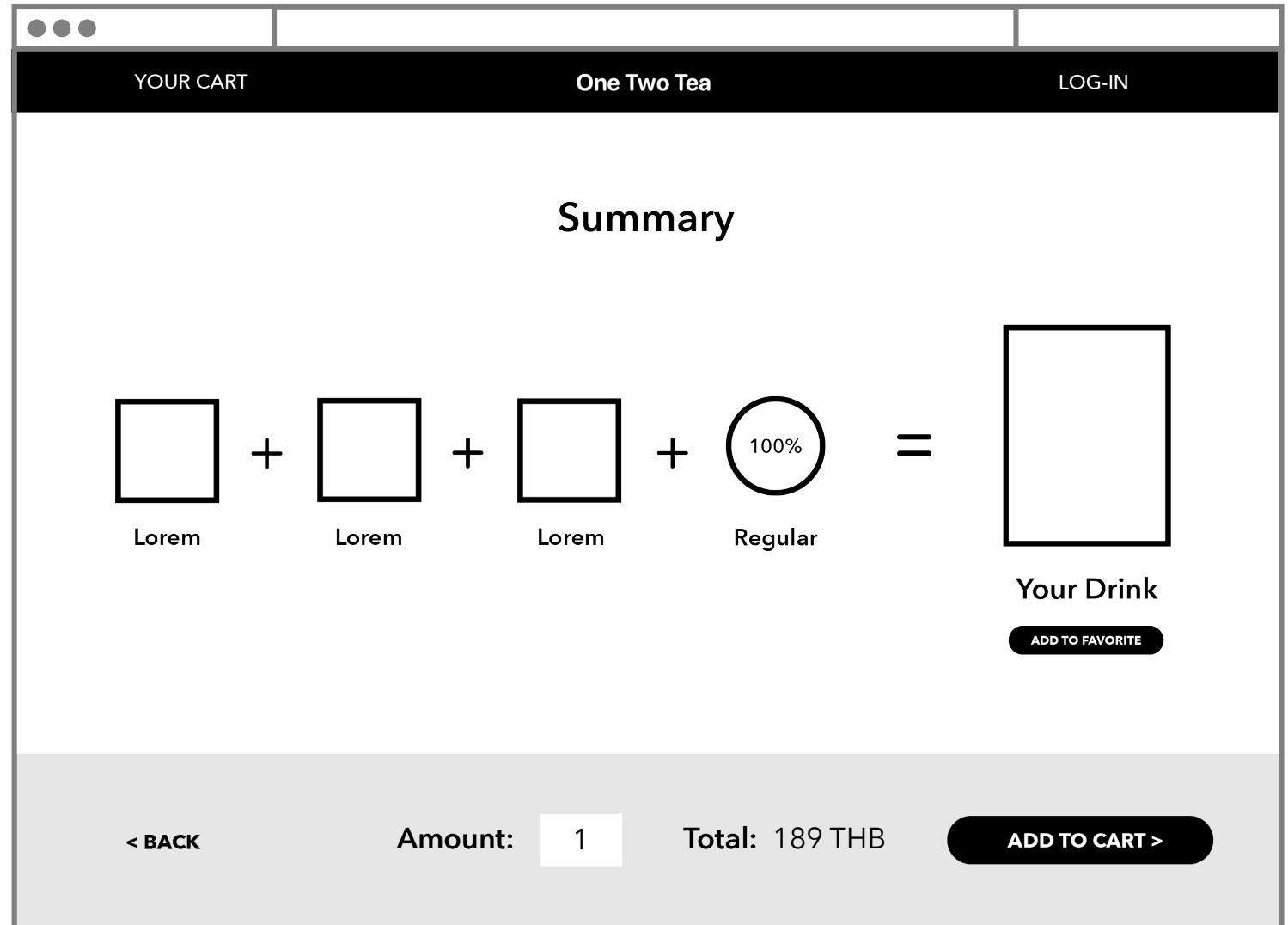
Desktop



User selects a sugar level
And click 'Next' >

Ordering Process

Desktop

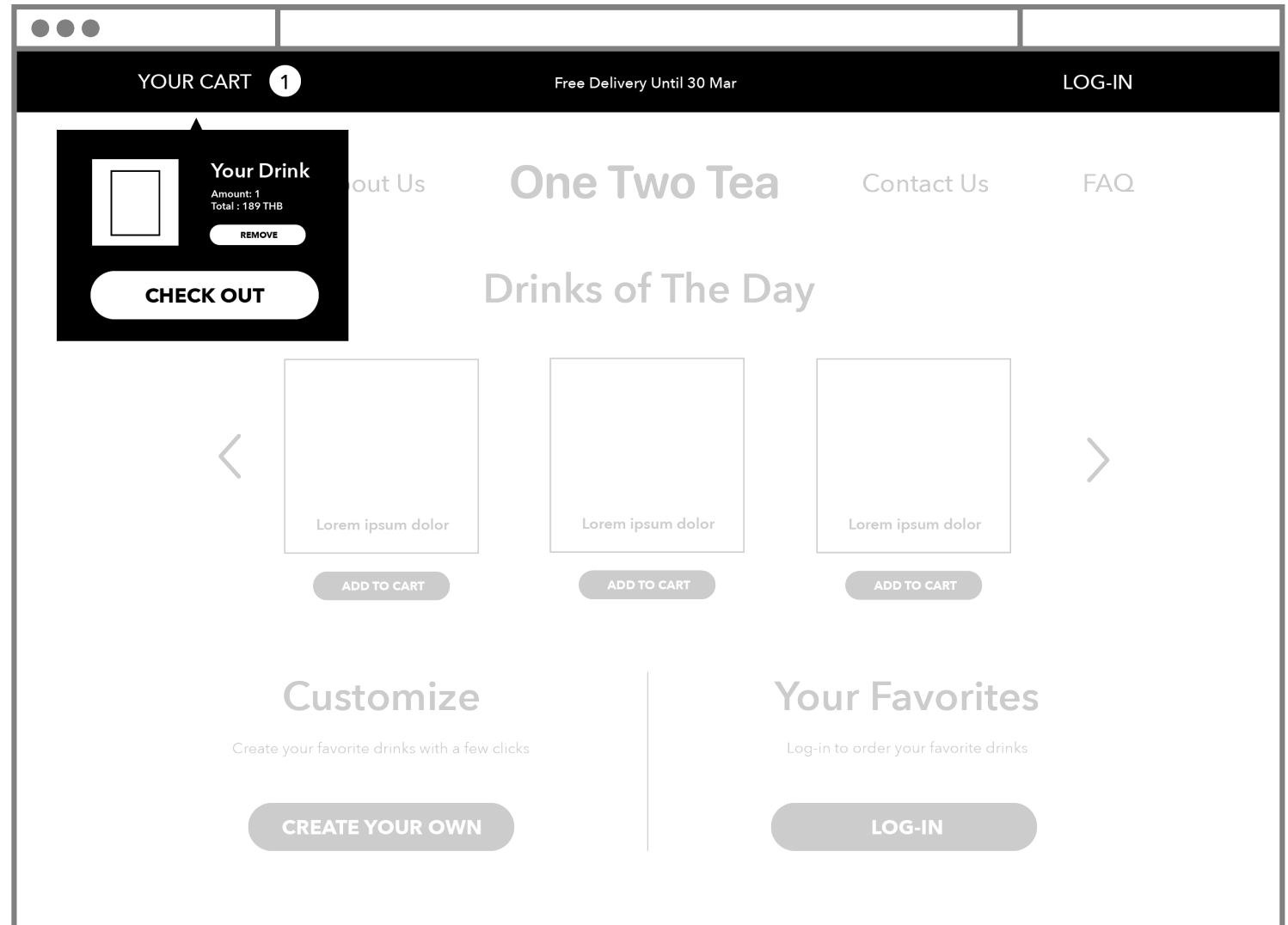


User clicks 'Add to cart' >

Ordering Process

Desktop

User clicks
'Check out' >



Ordering Process

Desktop

YOUR CART One Two Tea LOG-IN

Check Out

Summary > Payment > Complete

Your Drink

Amount: 1
Total : 189 THB

REMOVE

Your Account

Username

wutipat@onetwo.tea

Password

LOGIN OR CREATE NEW ACCOUNT


User clicks
'Log-in' >

Ordering Process

Desktop

YOUR CART

One Two Tea

 HI, WUTIPAT

Check Out

Summary > Payment > Complete

Payment

Name

Card Number

CVV

MM / YY

Delivery Address

Address

District

Zip Code

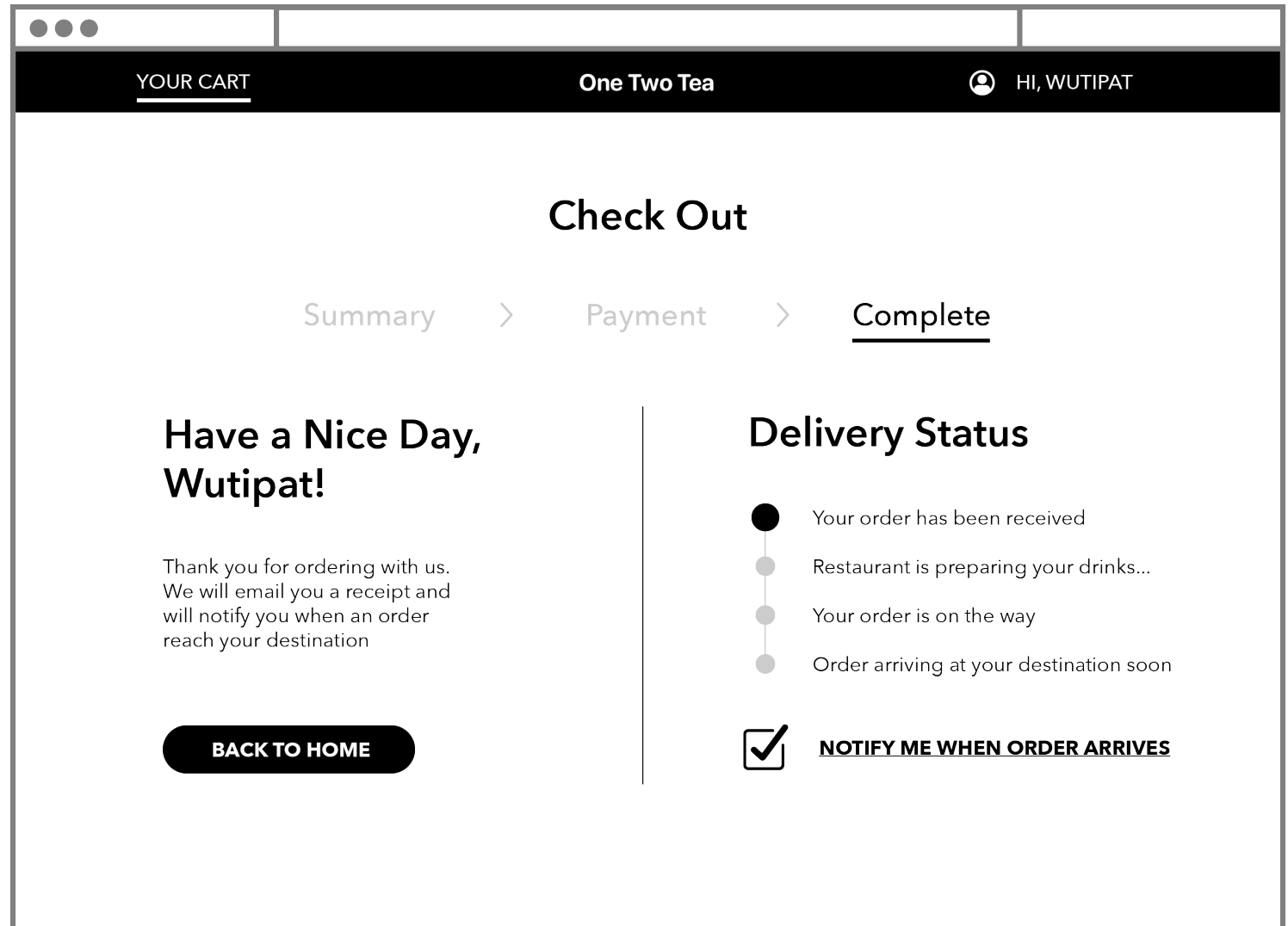
OR USE YOUR CURRENT LOCATION

NEXT >

User clicks 'Next' >

Ordering Process

Desktop



User clicks
'Back to home' >

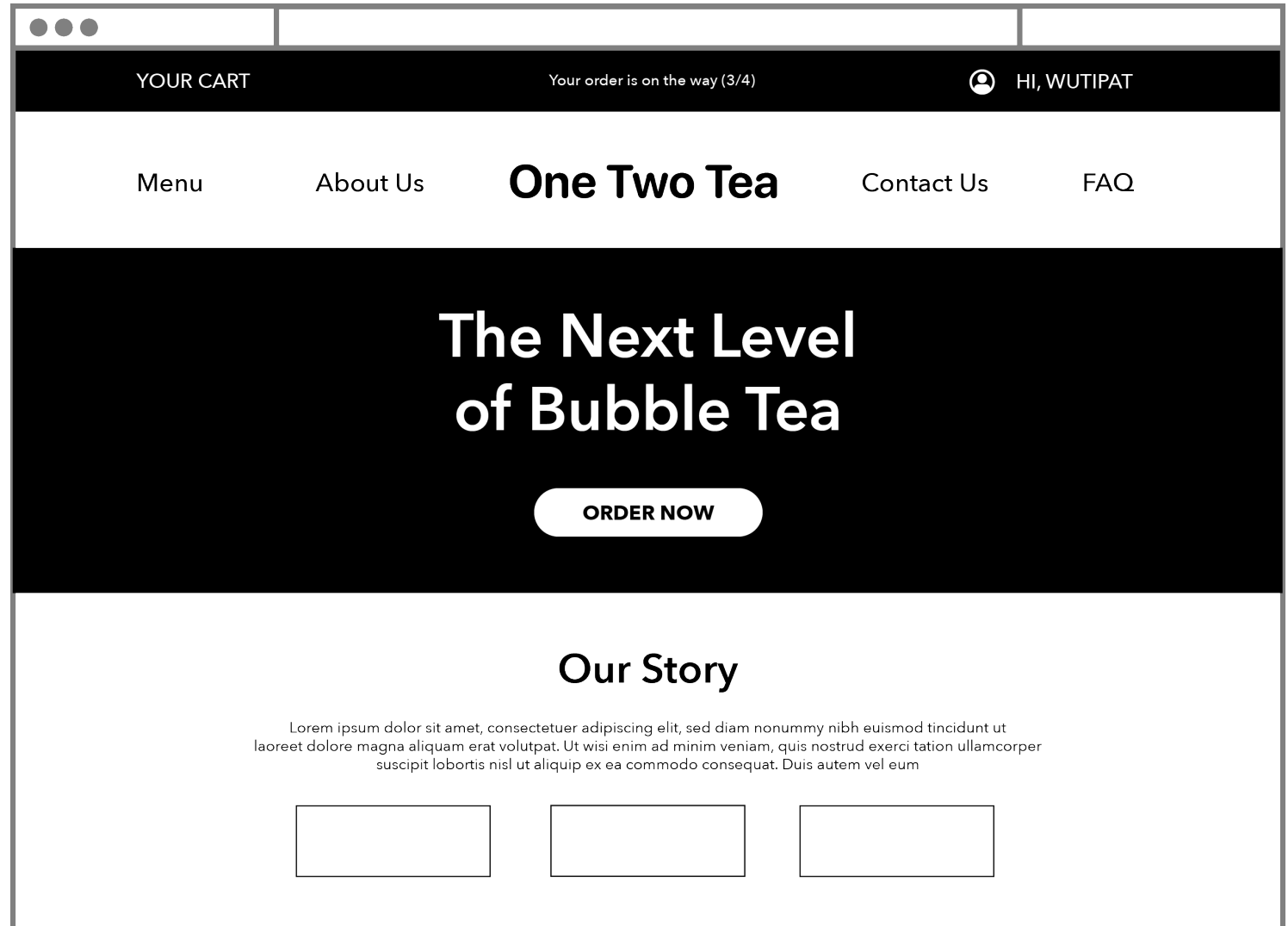
Ordering Process

Desktop

>

Cart empty

And order status shown

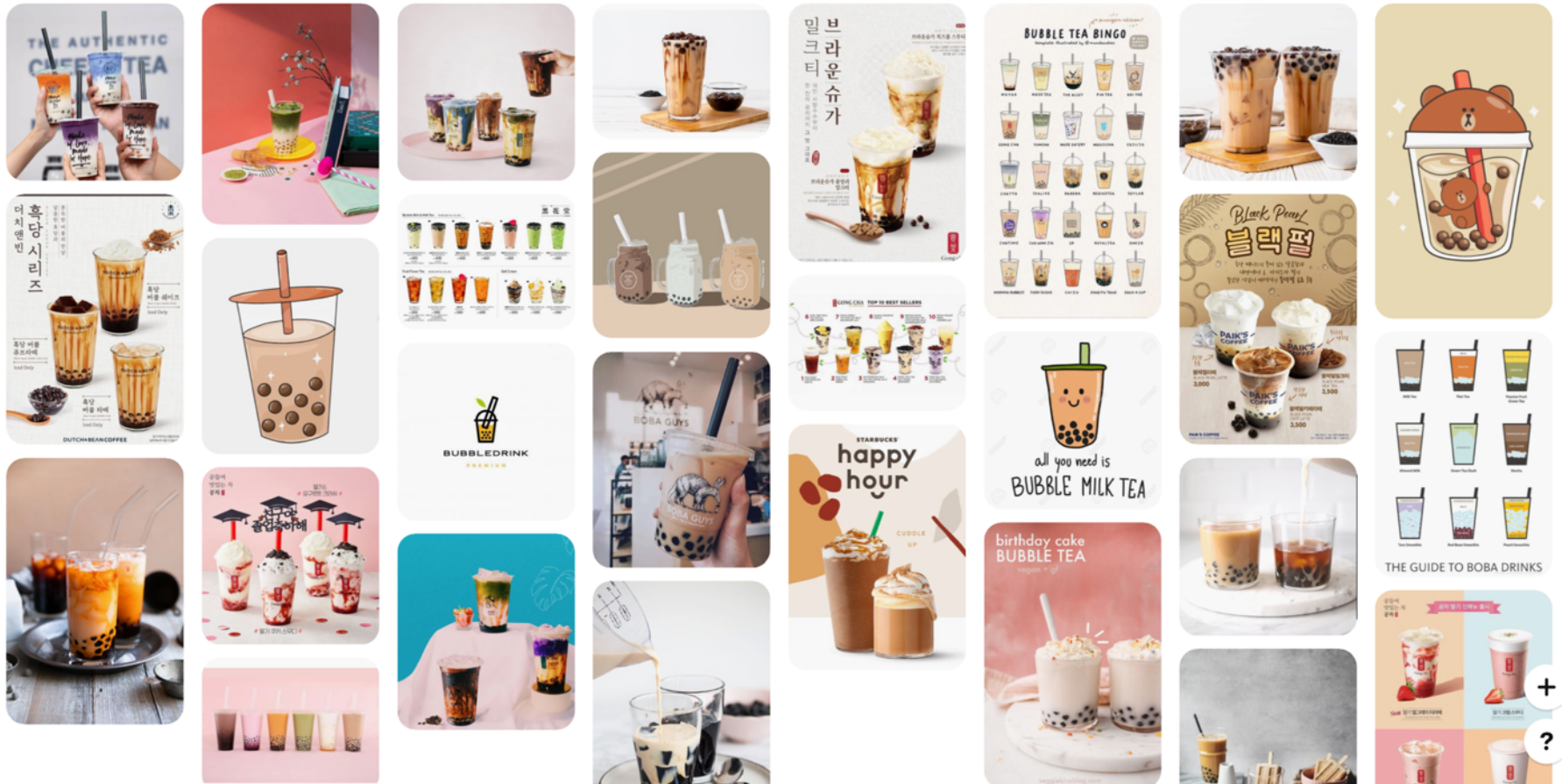


Visual Mockups

Mood Board

Pinterest

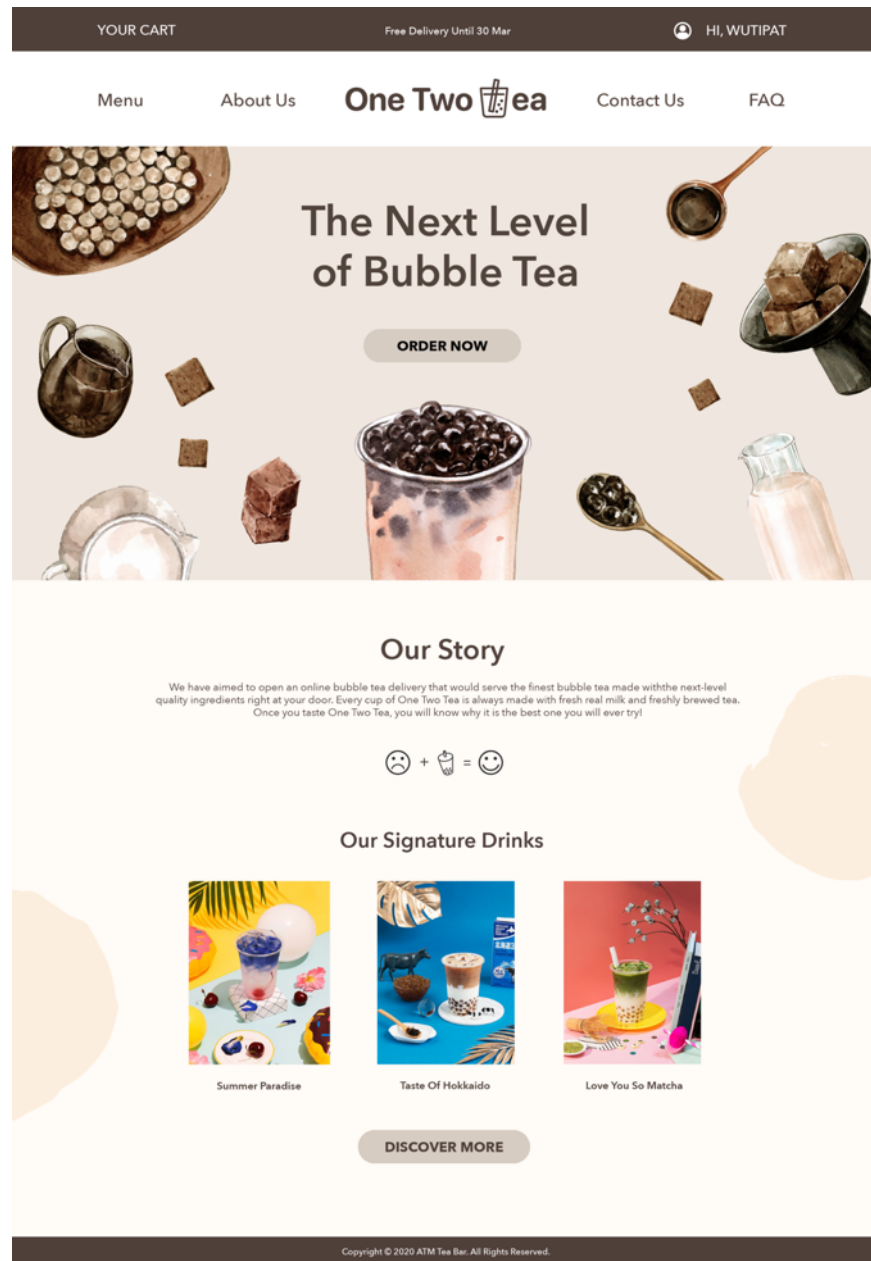
<https://pin.it/6g7WgRu>



Home Page

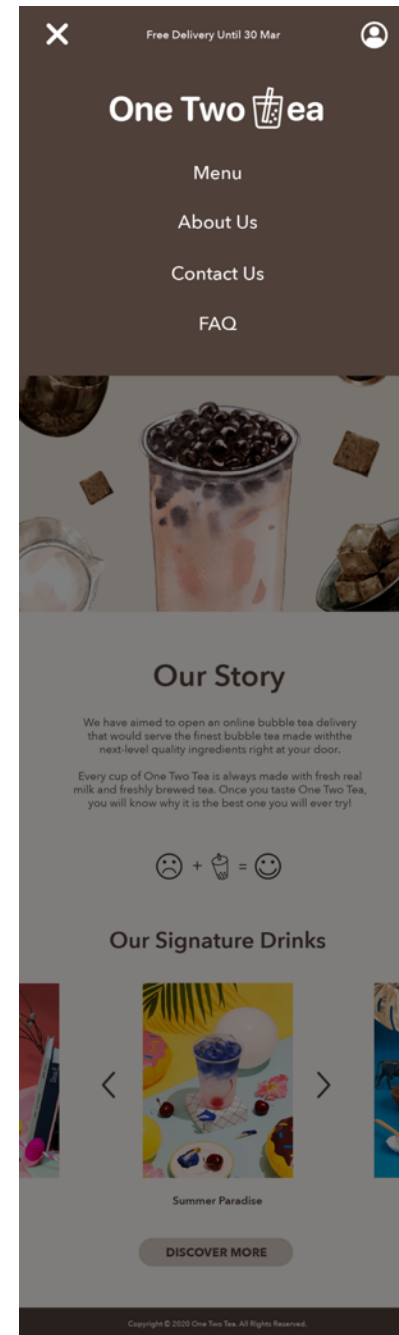
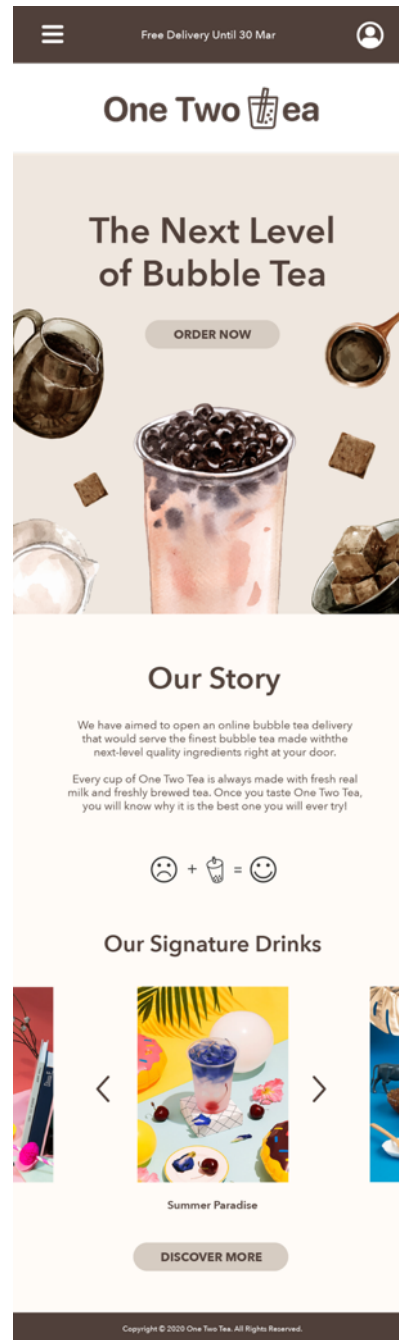
Visual Mockups

(Desktop)



Home Page

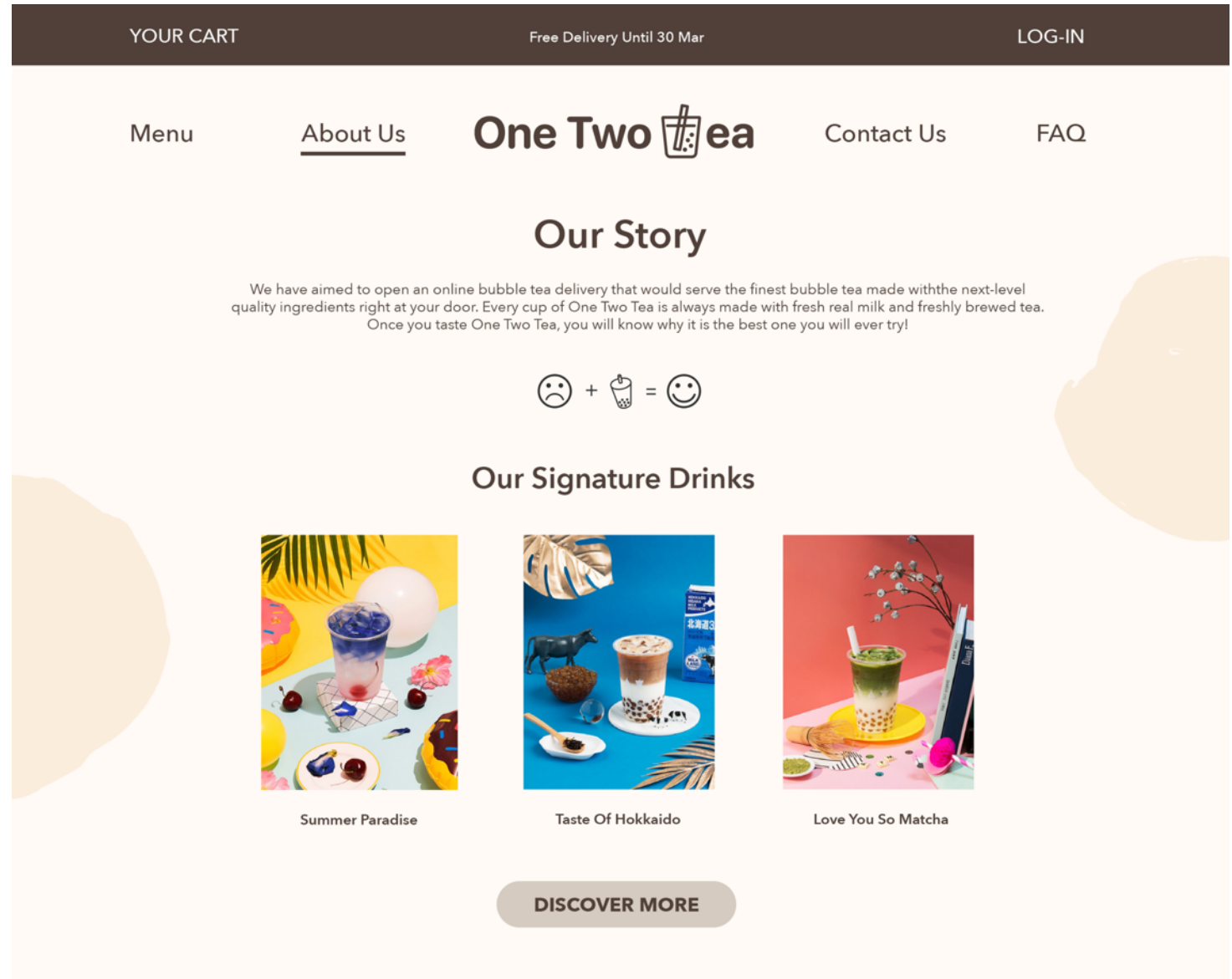
Visual Mockups
(Mobile)



About Us

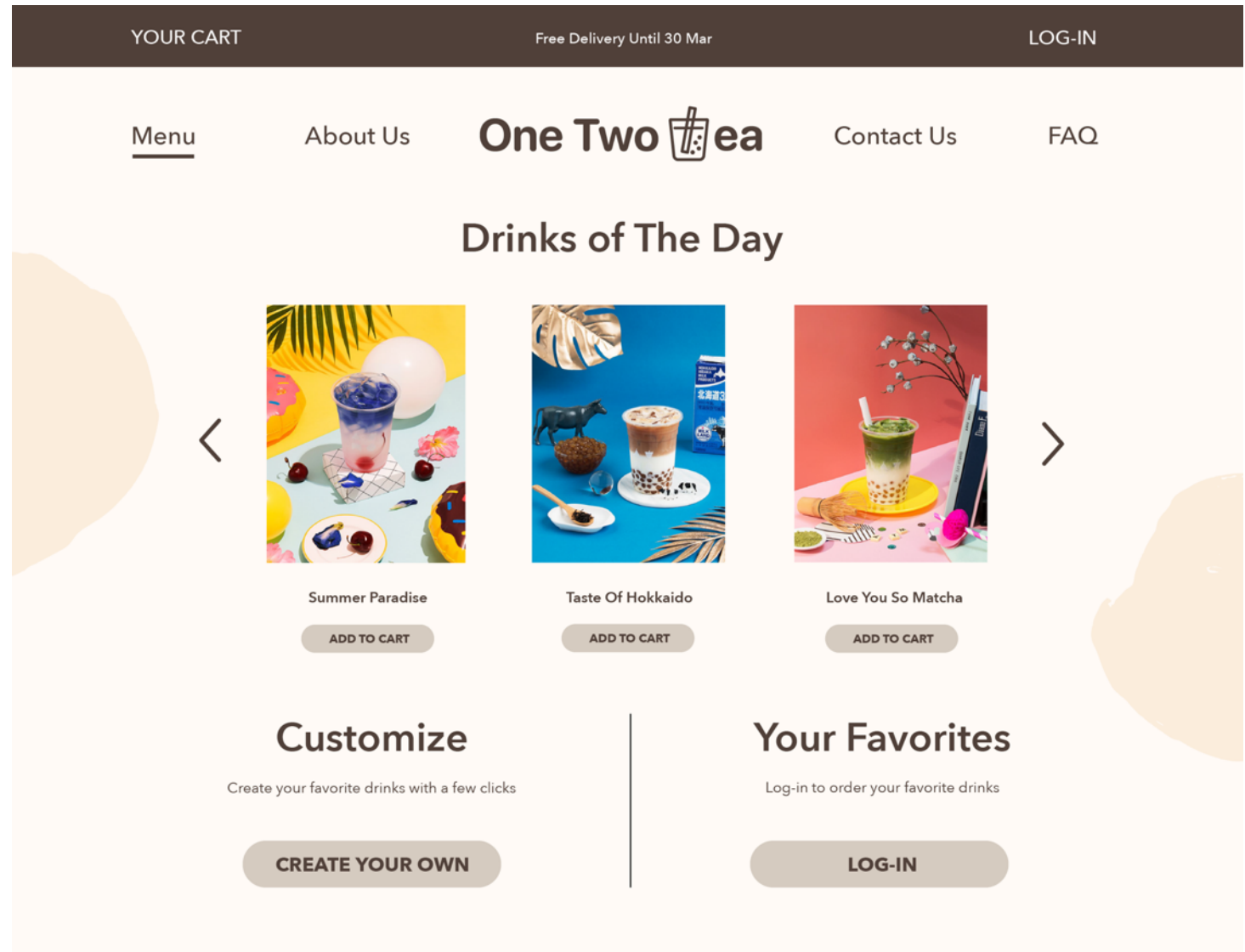
(Additional)

Visual Mockups



Ordering Process

Visual Mockups




User clicks
'Create your own' >

Ordering Process

Visual Mockups

User selects a drink
And click 'Next' >


YOUR CART


One Two ea


LOG-IN


Customize


Drink


Milk Tea


Green Tea



Thai Tea



Cocoa



Fresh Milk

NEXT >


> Bubble



Black Pearl



Golden Pearl


White Pearl

> Topping


Whipped Cream


Choc Mousse


Cream Cheese

> Sugar Level

150%

100%

50%

0%

< Extra

< Regular

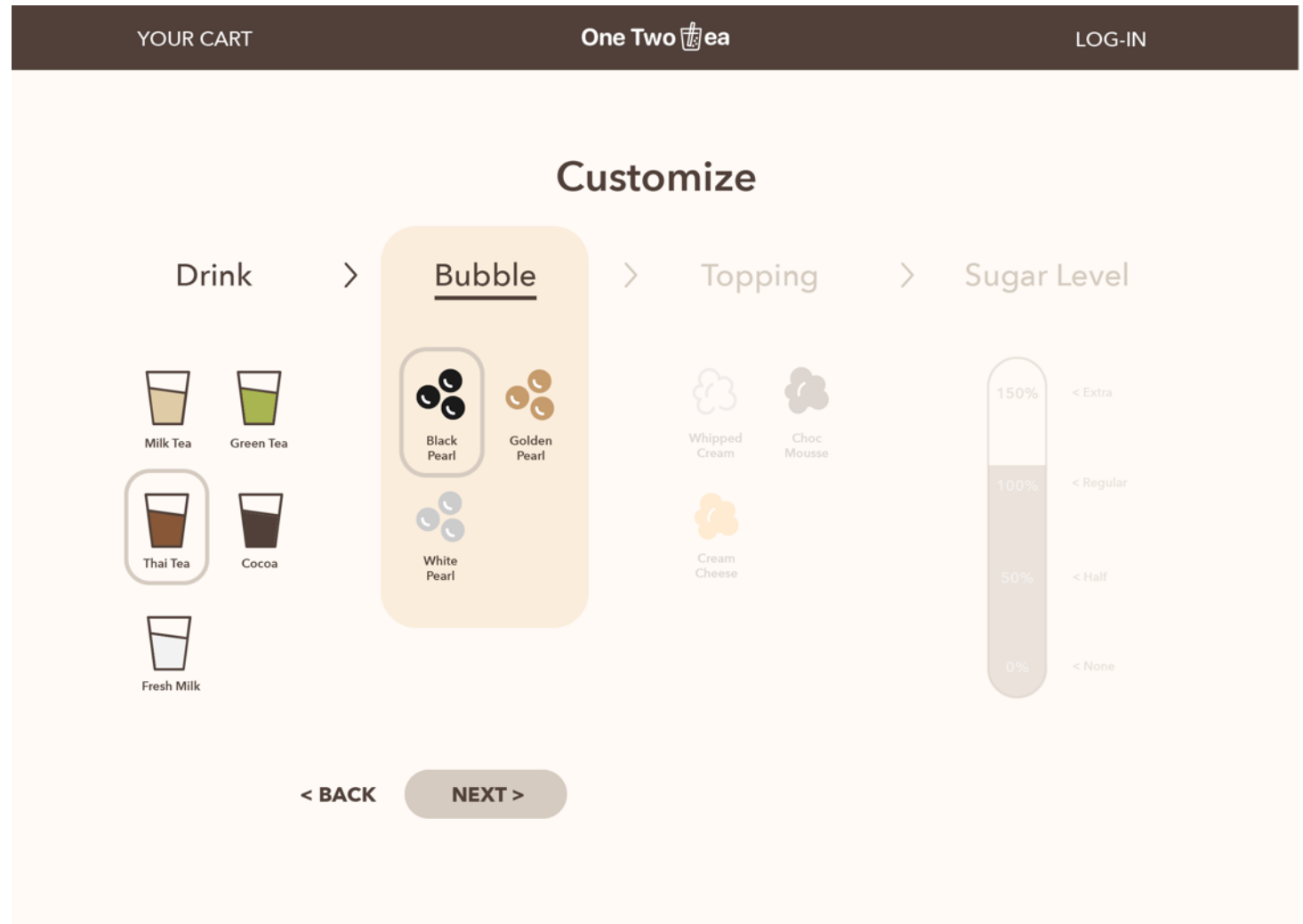
< Half

< None

Ordering Process

Visual Mockups

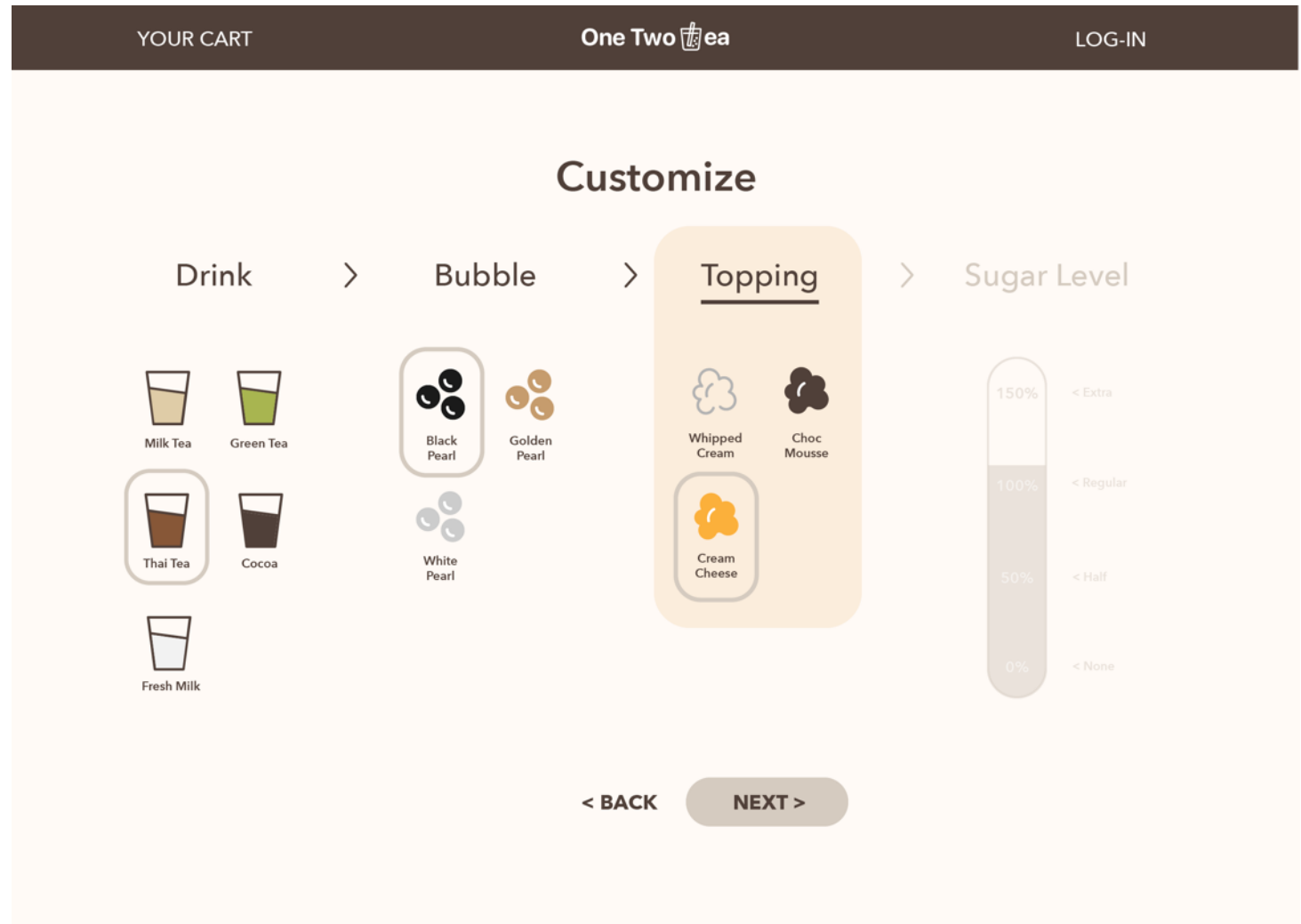
User selects a bubble
And click 'Next' >



Ordering Process

Visual Mockups

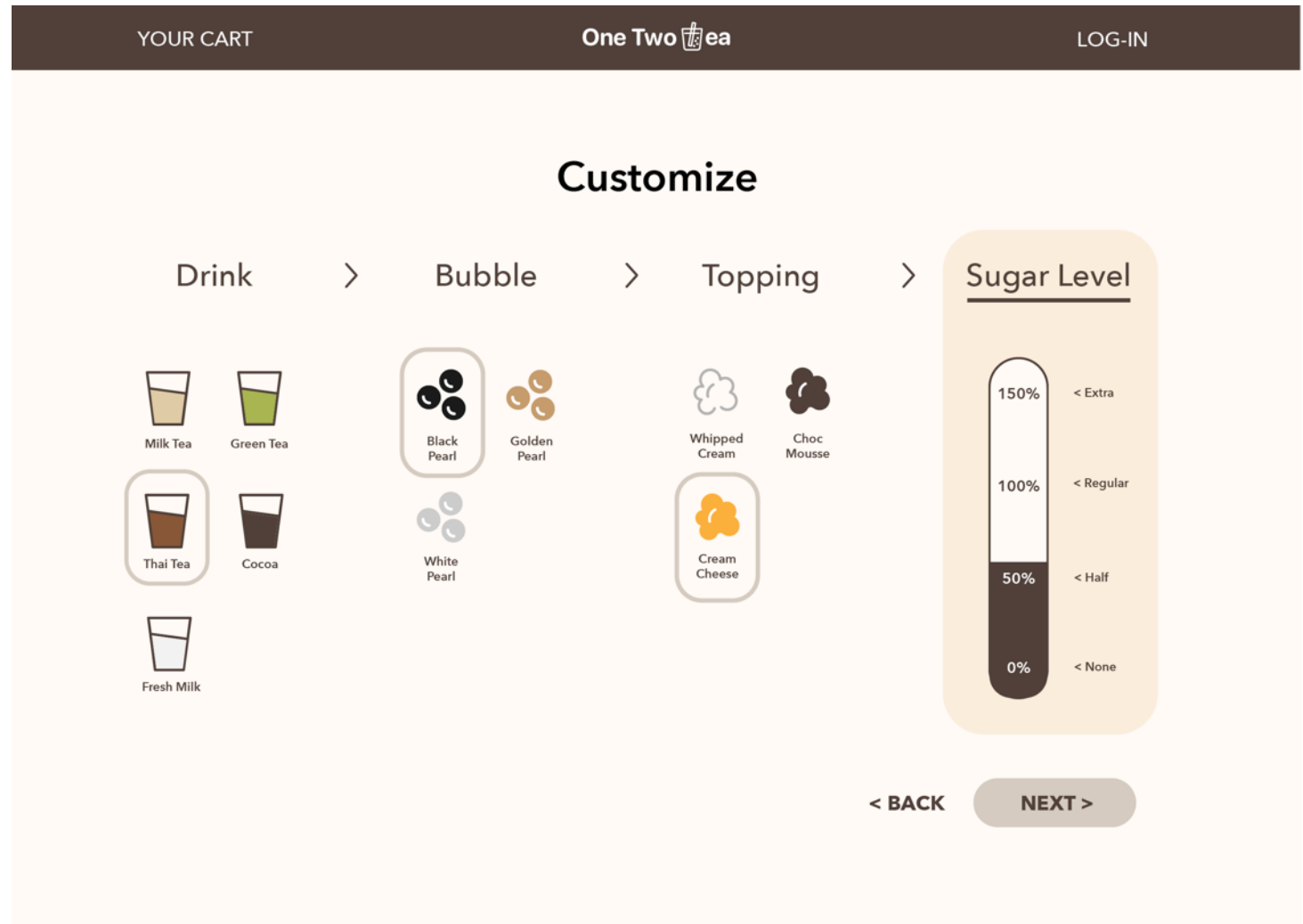
User selects a topping
And click 'Next' >



Ordering Process

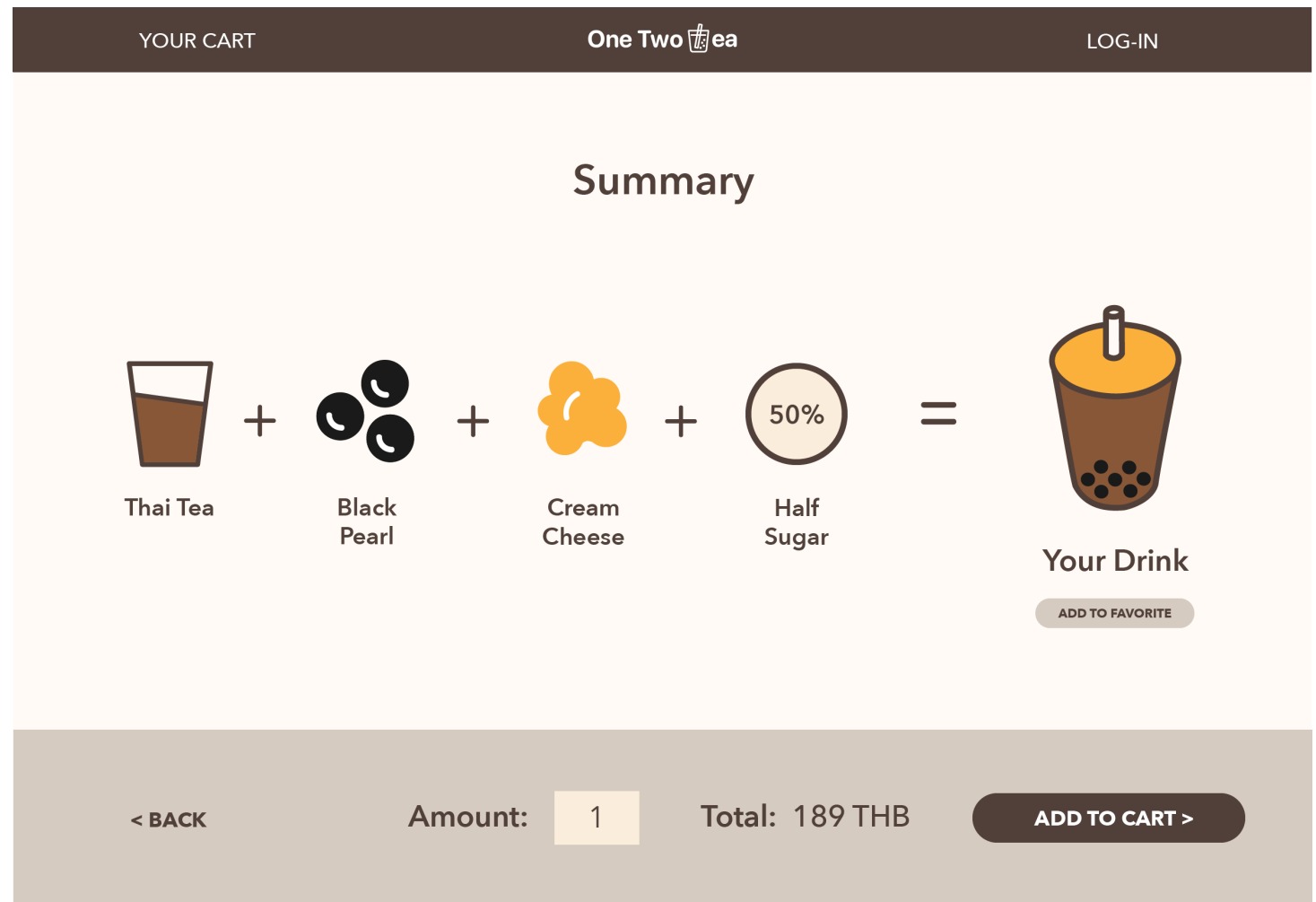
Visual Mockups

User selects a sugar level
And click 'Next' >



Ordering Process

Visual Mockups

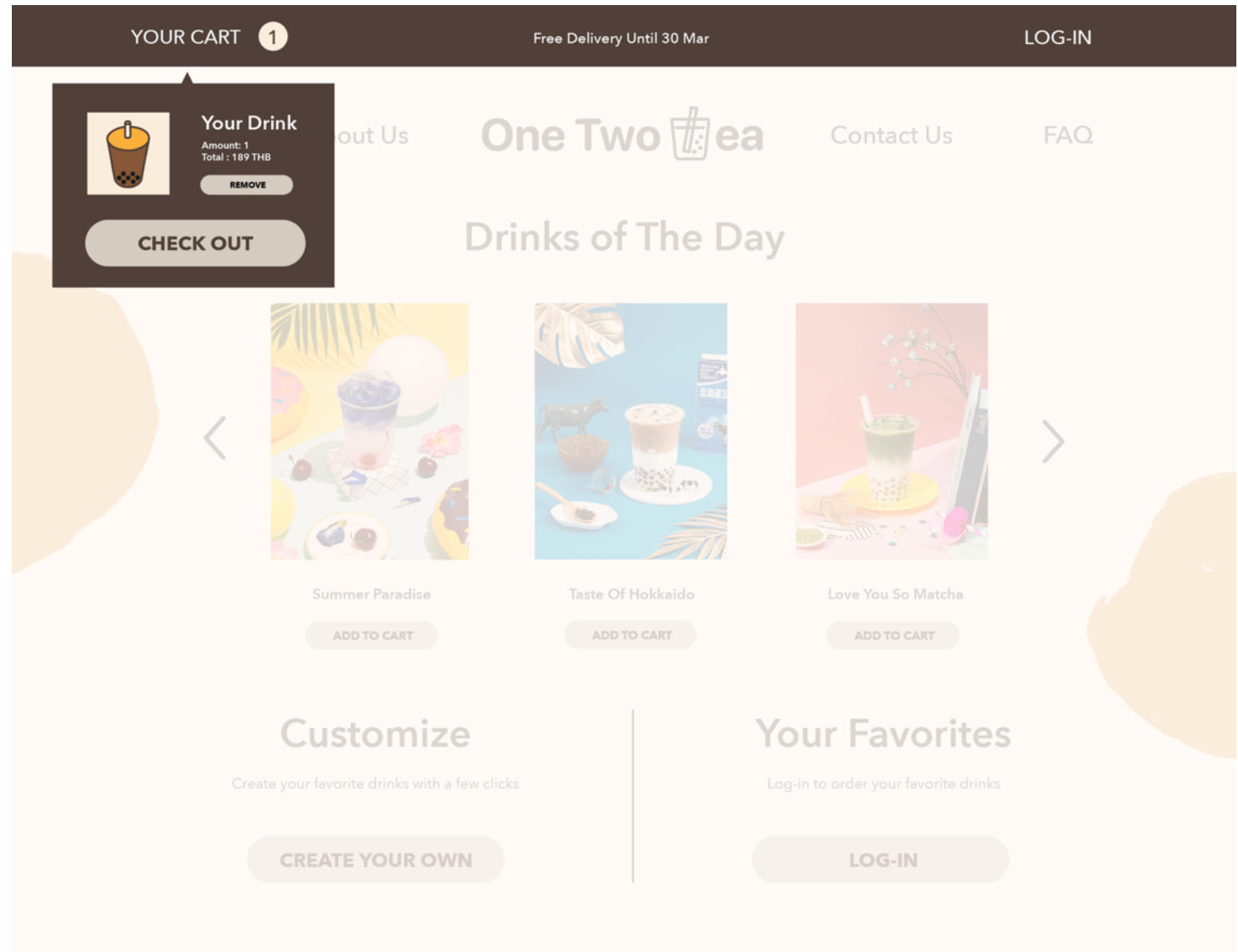


User clicks 'Add to cart' >

Ordering Process

Visual Mockups

User clicks
'Check out' >




Ordering Process

Visual Mockups

[YOUR CART](#)[One Two !\[\]\(066fd00a512afefb0c0bec9ad5a7bf2c_img.jpg\) ea](#)[LOG-IN](#)

Check Out

[Summary](#) > [Payment](#) > [Complete](#)



Your Drink

Amount: 1
Total : 189 THB

[REMOVE](#)

[ORDER MORE](#)

Your Account

Username

Password

[LOGIN >](#) [OR](#) [CREATE NEW ACCOUNT](#)

User clicks
'Log-in' >

Ordering Process

Visual Mockups

[YOUR CART](#)[One Two Tea](#)[HI, WUTIPAT](#)

Check Out

Summary > Payment > Complete

Payment

Name

Wutipat Khamnuansin

Card Number

1111 222 3333 1231

CVV

123

MM / YY

12 / 23

Delivery Address

Address

123 T-Center, Boba 3 Road, Ohayo Condo

District

Silom

Zip Code

12300

OR USE YOUR CURRENT LOCATION

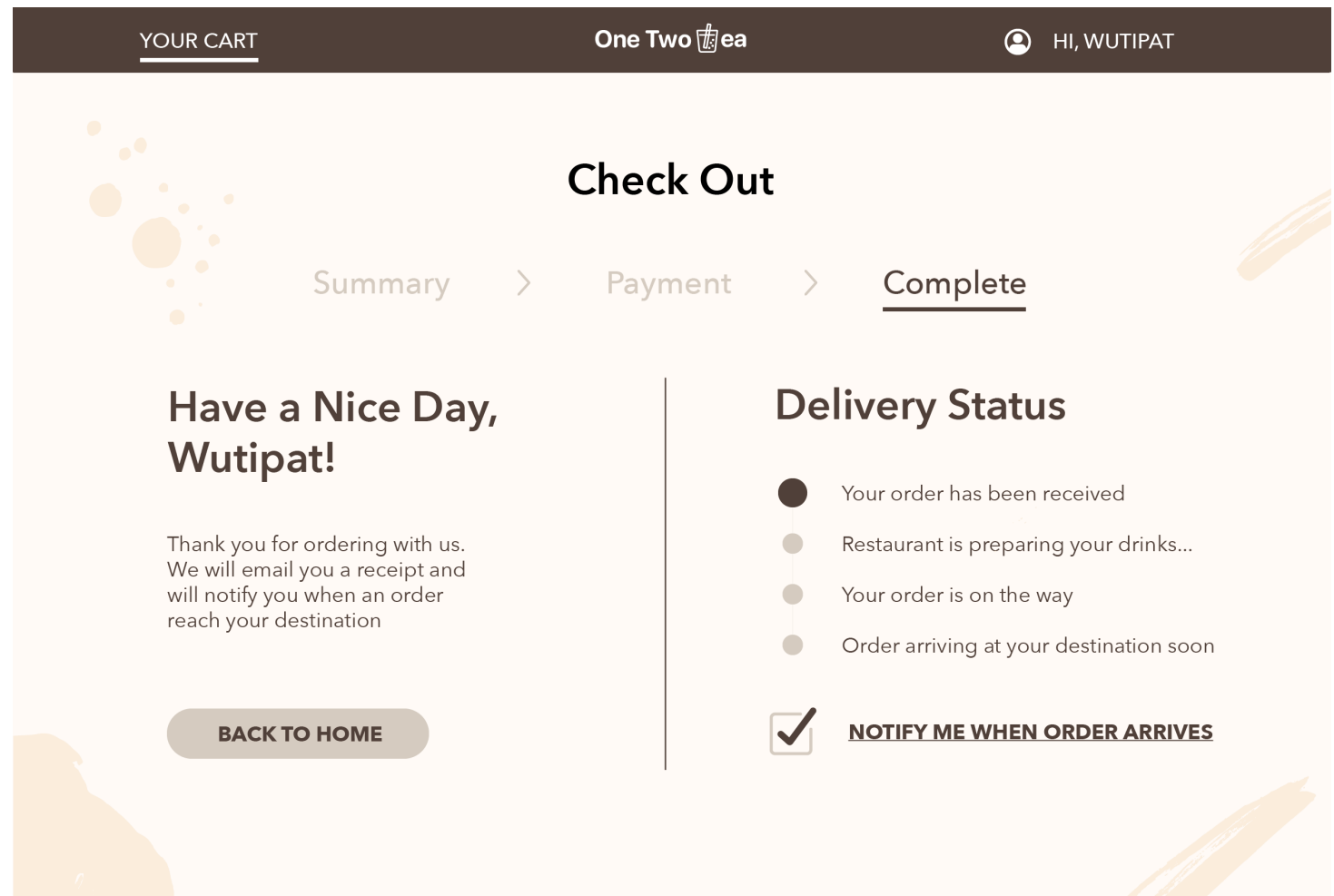
< BACK

NEXT >

User clicks 'Next' >

Ordering Process

Visual Mockups



User clicks
'Back to home' >

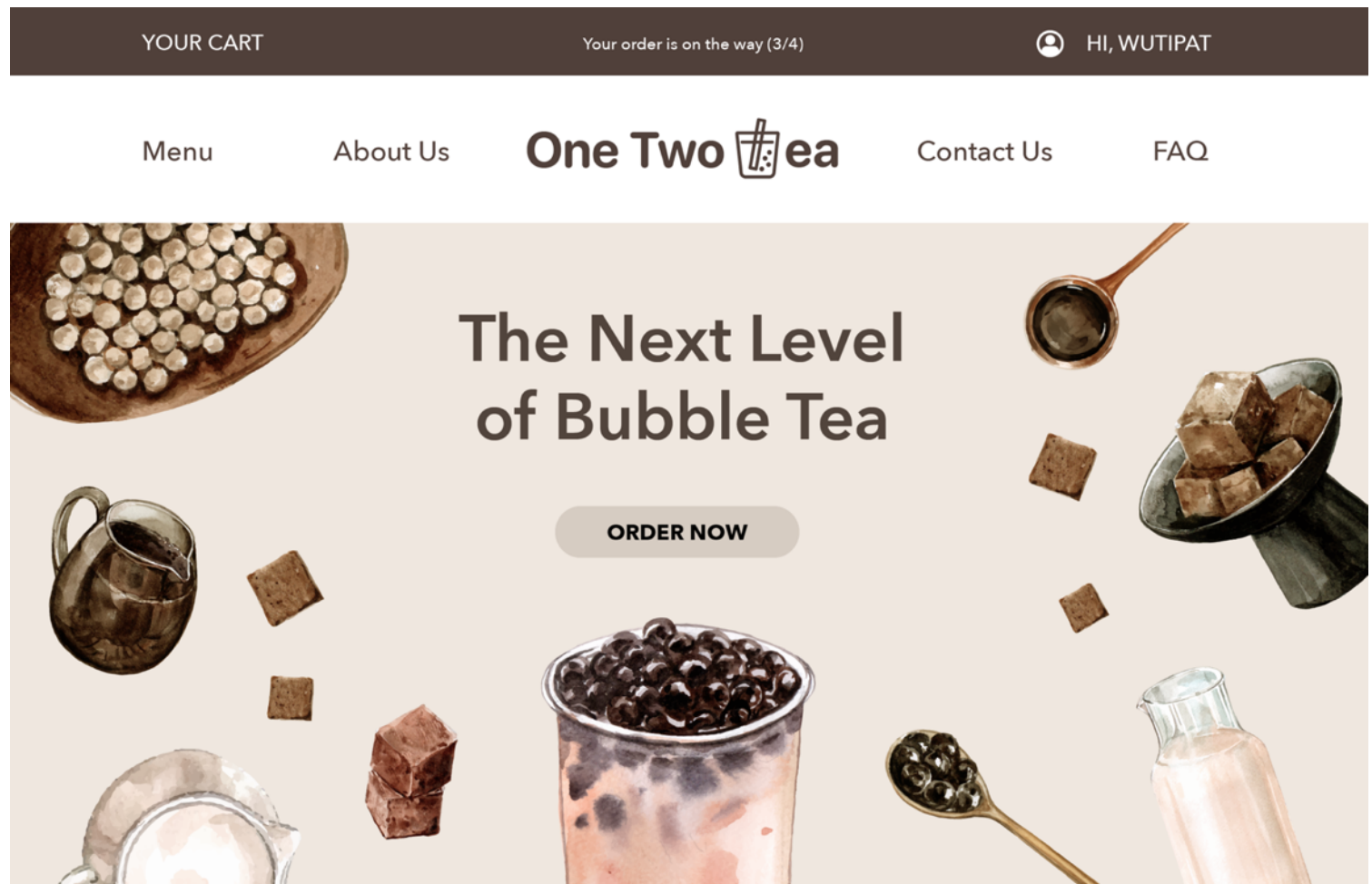
Ordering Process

Visual Mockups

>

Cart empty

And order status shown





One Two  ea

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