



BID Spring 2009, A3: Personalized web experience
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problem statement

good teahouses have hundreds of tea varieties.
customers often have a hard time picking a tea.
the tea barista is the sole source of knowledge.
often baristas are busy.

sneak peek

since most tea selection happens in the store, the value of recommendation is in the store and not online.



user research

directed storytelling

6 customers, 6 baristas

brick and mortar observation

20+ tea selection orders, 10 tea-houses

competitive analysis

teavana, tea forté, adagio teas ...

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- Depends on the



\$5.95 **POT FOR 1**
 \$8.95 **POT FOR 2**

ADD \$0.50
HEALING TEAS
 GET WELL KICK (mint)
 SPICE KICK (cinnamon)

COFFEES

ESPRESSO	\$2.75
+ EXTRA SHOT	\$.50
AMERICANO	\$3.25
CAFE LATTE	\$3.75
CAPPUCINO	\$3.75
CAFE MOCHA	\$4.25

ADD \$0.50
 GET WELL KICK (mint)
 SPICE KICK (cinnamon)

COFFEES

ESPRESSO	\$2.75
+ EXTRA SHOT	\$.50
AMERICANO	\$3.25
CAFE LATTE	\$3.75
CAPPUCINO	\$3.75
CAFE MOCHA	\$4.25

MILK OR SOY
DRINKING CHOCOLATE \$4.50
 + MINT / ORANGE / GINGER
 ADD \$0.50

CHOCOLATE EARL GREY
 POT-FOR-1 \$10.25
 POT-FOR-2 \$13.25

to blend a custom tea to satiate you

ICED DRINKS

ICEES
 STRAWBERRY
 CHERRY
 GR
 CH
 GO

REG OR CHERRY
CHINA COLA
 \$2.25

CHOOSE

LEAF	BUZZ	STEEP	NOTE
BLACK	○	3-4 MIN	Black tea has a slow the bloodstream, making it a better choice than its coffee counterpart.
CHAI	○	3-4 MIN	Chai's are great for immune system. Great at Sympathy for the
OO LONG/PUERH	○	VARIABLE	Polyphenols in Oolong reduce body fat! Drink after hangover! Multiple s
GREEN	○	2-3 MIN	Green Tea is great reduces bacteria this tea is definitely
MATE	○	ENDLESS!	Maté does not have caffeine, a similar stimulant on the nervous system
WHITE	A TAD	ENDLESS!	The subtle and complex most precious as the leaves that are plucked
HERBAL		VARIABLE	Herbs were used for before the dawn of
ROOIBOS		3-4 MIN	Dutch imperialists used as a substitute for h

KYOTO CHERRY ROSE	
MOTHER'S CHINA	SFTK
GREEN CITRUS AND GINGKO	
MOROCCAN MINT	
PASSION FRUIT GREEN	
STRAWBERRY PAPAYA GREEN	
GREEN BLOSSOM	
SILVER NEEDLE	
WHITE PEONY / MUDAN	
CHINESE REMEDY	SFTK
WHITE DARJEELING	
WHITE STARS	+
CEYLON SILVER TIPS	+
WHITE PEACH	
WHITE TEA GARDEN	
YERBA MATE ROYAL	
ROASTED MATE	
MATECHINO	
MATE SPICE	
CHRYSANTHEMUM	
EGYPTIAN CHAMOMILE	
ROMAN CHAMOMILE	
DETOX BREW	
FRENCH VERVEINE	
HIBISCUS	
LICORICE ROOT / PEPPERMINT	
LICORICE ROOT	
PEPPERMINT	
PURPLE CANARY	SFTK
SPEARMINT	
SERENE	
ROOTS	
LAVENDER	
ROSE PETALS	
RASPBERRY LEAVES	
BLUEBERRY CREAM	
FRUIT MEDLEY	
SCARLET	
ROOIBOS	
ROOIBOS PROVENCE	
BERRY DREAM ROOIBOS	
PASTIS ROOIBOS	
LADY BALTIMORE ROOIBOS	
BOURBON VANILLA ROOIBOS	
ALMOND ROOIBOS COOKIE	
GREEN ROOIBOS	
GINGER LIME ROOIBOS	
HERBAL CHAI ROOIBOS	

YIELDS
 2 OUNCES: 17 - 19 CUPS
 4 OUNCES: 34 - 36 CUPS

DON'T SEE WHAT YOU'RE LOOKING FOR? JUST ASK - WE MAY HAVE IT

TEA a HEALTHY N

Passion Fruit



Mango



Peach



Lemon



Raspberry



MIX



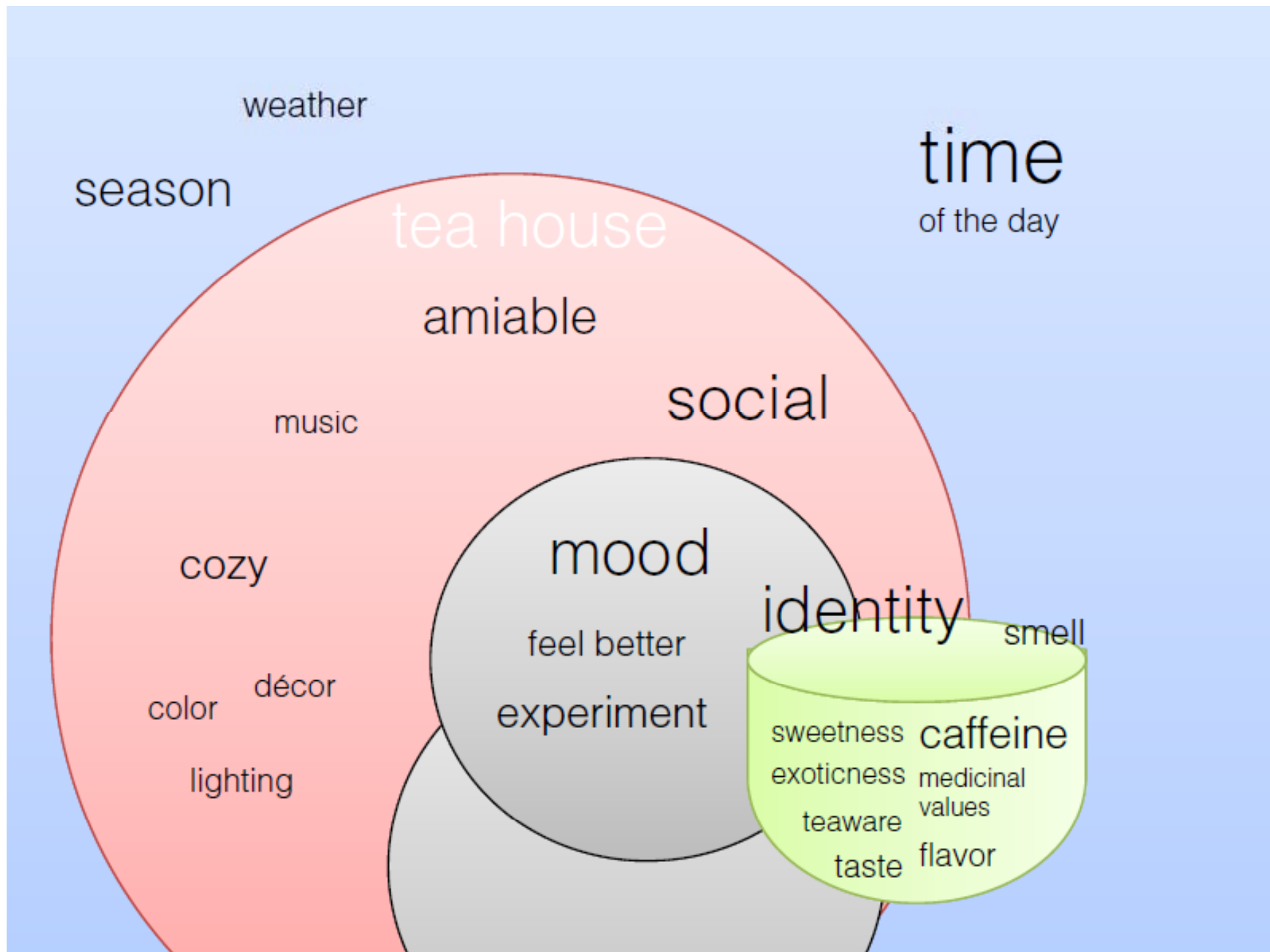
Fruit

Jasmi

Gin

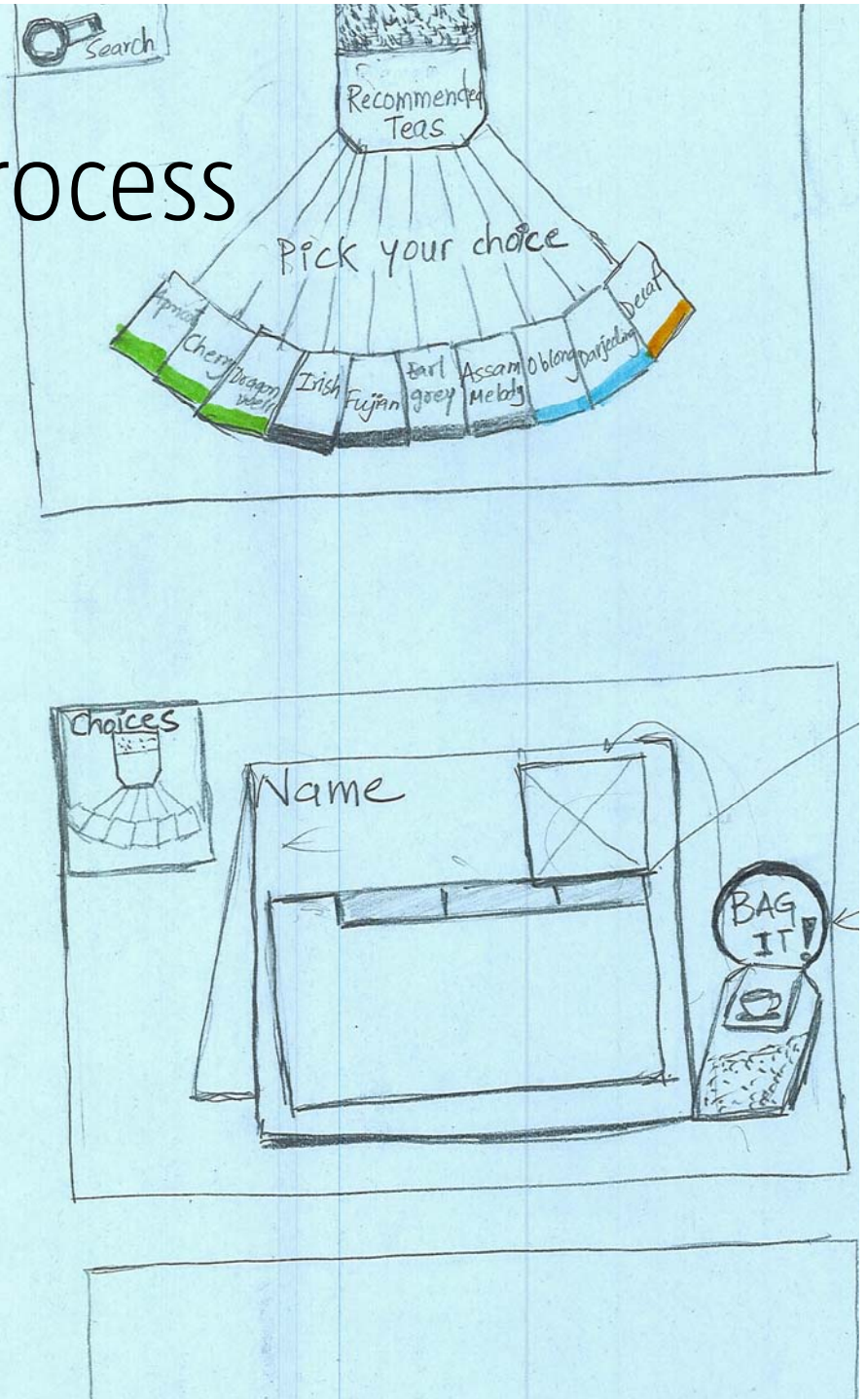


PS: science has confirmed: lower rate of cancer, better breath, lower cholesterol, weight loss and



design process

brainstorming
analysis and selection
low-fi prototyping
analysis and selection
hi-fi prototyping
review and fix



target

exotic tea is mostly not bought from the web.
tea-bag recommendation is rarely available.
no experimentation at online purchase scale.

strata of tea places

- oriental tearooms

- teahouses or tea lounges

- gourmet tea and coffee shops

- pick-up or quick-stop cafés

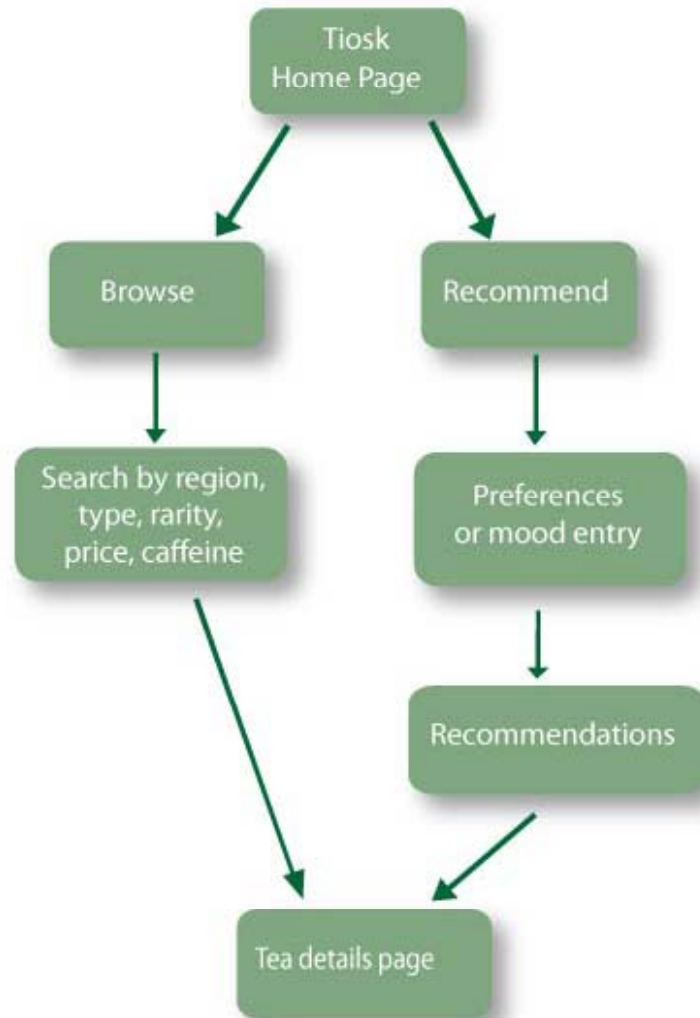
observations on tea selection

have their regular

ask barista for recommendation, and barista interrogates customer to determine one. often involves understanding what the customer liked before. sometimes, customer ends up picking regular despite this procedure.

experiment, which is largely mood and café atmosphere dependent

system navigation



Suzie: College Student on journey of self discovery

Life Goals: Discover her own identity, be a student of the world

Experience Goals: Try new and exciting things

End Goals: Learn about tea, discover interesting tea she can brew on her own

Suzie, a college student, is living away from her family for the first time. Suzie cares about her class work and spends much of her free time studying. Along with her academic curiosity Suzie likes exploring and seeking out new experiences. She sees college as a journey of learning as well as self discovery.

This year Suzie has started going to a local tea café every Sunday to read and study. She doesn't know a lot about tea and usually tries something she hasn't had before. She likes the mellow lounge atmosphere of the shop and has gotten to know Gabe, the owner of the shop who chats with her now every time she comes in. Suzie is starting to brew tea on her own but isn't impressed at the selection of teas at the local markets.



Linda: Knowledgeable tea partron and barista

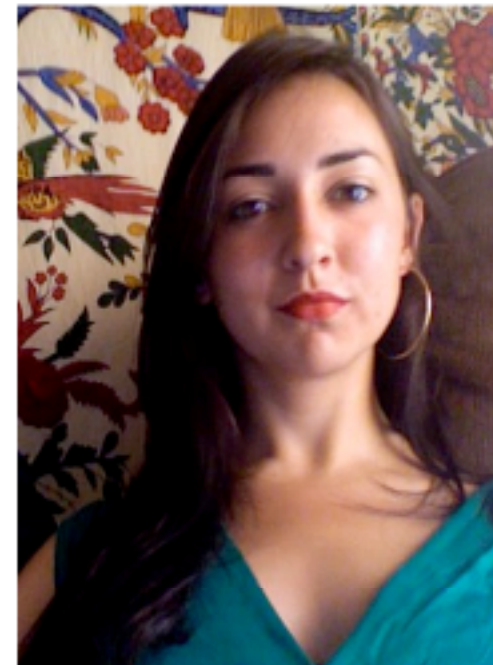
Life Goals: A calling, feel like I've made a difference

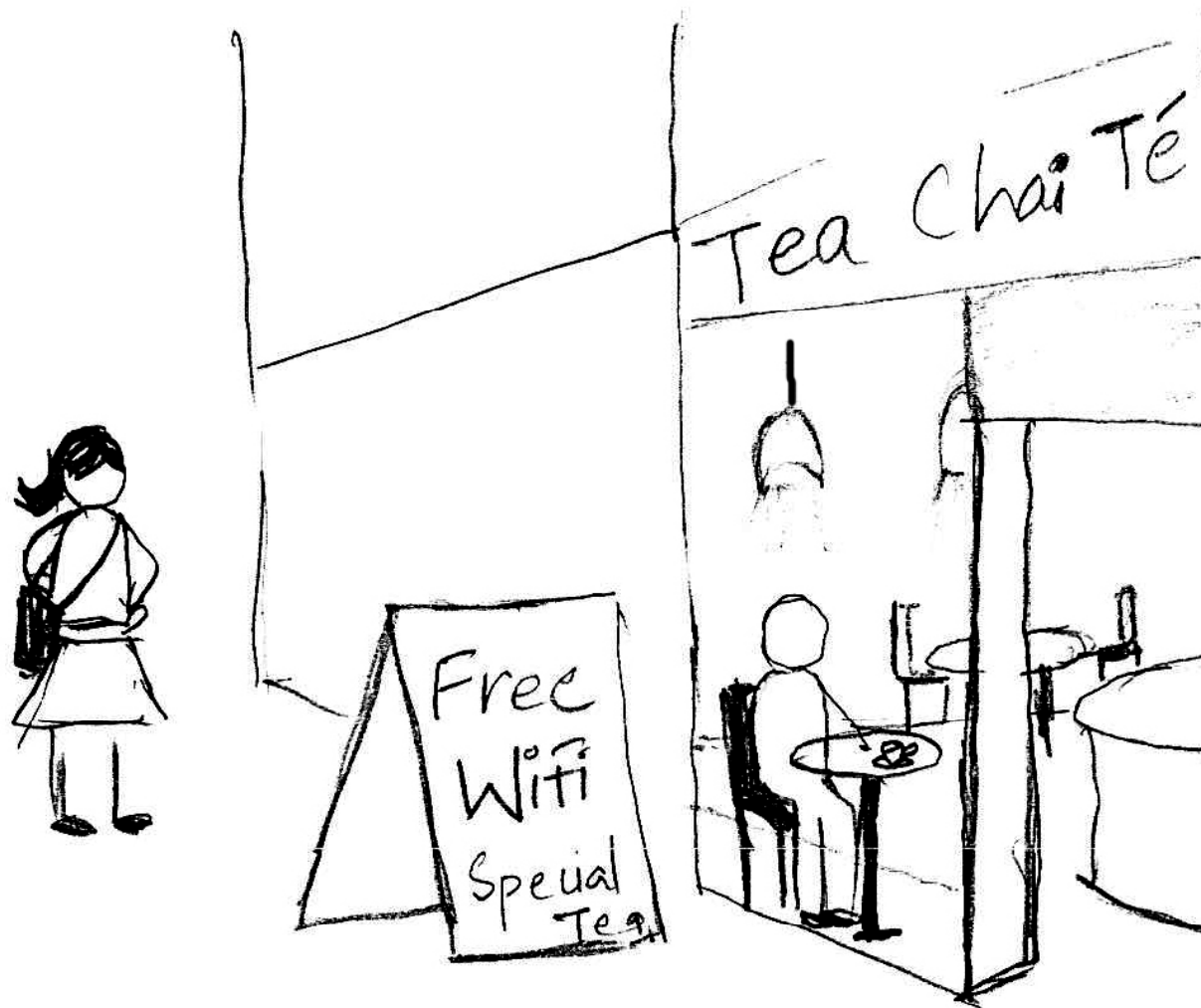
Experience Goals: Meeting interesting people, chat and keep up with friends, glad when people appreciate her tea choice

End Goals: Find high quality tea, work temporarily until she figures out what she wants to do down the road

Linda graduated from college two years ago and doesn't know exactly what she wants to do down the road. She spent last Summer traveling in France, teaching English, learning French and painting.

Linda is now back home in Portland and she still has a few friends from college she likes to hang out with. She has taken up the job of a barista at Tea Chai Te, a tea house. Every now and then, her friends come to the tea place after her shift ends or during her break to sit and chat with her. Linda has been brewing tea at home for years and is fairly knowledgeable. She likes to keep her knowledge up-to-date and feels happy when customers enjoy a choice she recommends.































interface design considerations

touch screen

experience with barista

no account or recording of preferences

closely reflect decision making

tea culture constructs

concept validation

validated with baristas

computers are there in tea houses

tea culture is not hurried

DIY tea culture

Advantages

explore and learn

easier way to browse tea catalog

reduce barista burden during peak times

make up for a lower quality barista

get people interested in different teas, & in buying them from the teahouse to take home to brew

Peace & Love

Peace & Love
CAFE

