

BevBreak

SIP. SAVOR. SHARE.

OBJECTIVE

BevBreak is your trusted companion for exploring the best coffee, matcha, tea, and boba spots in your area. Whether you're in the mood for something familiar or eager to try something new, BevBreak simplifies the journey from craving to enjoying. Discover, enjoy, and share every sip with BevBreak.

BUSINESS GOALS

Design an app that is visually pleasing and easy to use

Keep user experience at forefront of priorities

User engagement and growth

Expand market to 10 major cities in first 6 months of launch

Use advertisements to generate revenue

Use user feedback throughout design process as well as after launch to continually reiterate and improve



STRATEGY

PHOTO PERSONAS

USER NEEDS

01. The user will want to search by reviews
02. The user will want to search by proximity
03. The user will want to search type of beverage
04. Map located searched establishments
05. The user will want to see photos of beverages
06. The user will want establishment information (address, phone number, clickable website URL)
07. The user will want to see establishments ranked by 1-5 stars

TRENTON



AGE: 18

LIFE STAGE:
COLLEGE STUDENT

MARITAL STATUS
SINGLE

GENDER
MALE

PROFESSION
SOFTWARE ENGIN. STUDENT

FINANCIAL STATUS
MIDDLE CLASS

PERSONALITY
Trenton enjoys learning and is eager to step into the world of tech. His hobbies include singing and arts and crafts. He is very caring and kind.

MOTIVATORS

FREQUENT CAFFEINE
CONSUMPTION

FRUGALITY

EFFICIENCY

USE FOR THIS APP

Trenton will be able to check prices of products before going, and the app will provide efficiency in finding an establishment whether it be on the way to or between classes.

AINA



AGE: 25

LIFE STAGE:
GRADUATED AND EMPLOYED

MARITAL STATUS
SINGLE

GENDER
FEMALE

PROFESSION
PR AND SOCIAL MEDIA

FINANCIAL STATUS
MIDDLE CLASS

PERSONALITY

Aina enjoys pilates, reality tv, and taking care of her dog. She also likes to watch social media influencers and dabbles in it herself. Her favorite thing to blog about is drinks and food.

MOTIVATORS

LOYALTY PROGRAMS

AUTHENTICITY

SMALL BUSINESSES

USE FOR THIS APP

Aina will be able to find authentic matcha and shops that are small businesses on BevBreak. She will be able to see others' reviews to decide whether or not an establishment is worth her time and money. Because she herself is a blogger, she might be inclined to add reviews herself.

LUIS



AGE: 30

LIFE STAGE:
SENIOR ENGINEER

MARITAL STATUS
MARRIED

GENDER
MALE

PROFESSION
ENGINEERING SALES

FINANCIAL STATUS
UPPER CLASS

PERSONALITY
Luis is very career orientated and spends most of his time in his office. He is very scheduled and structured, and values efficiency in his everyday tasks. He frequently takes coffee breaks throughout his work day.

MOTIVATORS

EFFICIENCY

REVIEWS

PROXIMITY

USE FOR THIS APP

Because he gets coffee or tea multiple times throughout the day, Luis would appreciate that the app allows him to find his perfect beverage, with reviews to prove so, that is nearest to him. This will allow an efficient pick up during his short breaks.

EMILY



AGE: 22

LIFE STAGE:
GRADUATE STUDENT

MARITAL STATUS
SINGLE

GENDER
FEMALE

PROFESSION
PHYSICAL THERAPY AIDE

FINANCIAL STATUS
LOWER CLASS

PERSONALITY
Emily values her health and wellness above anything else. She takes responsibility in taking care of her family, as she has a hospitable and amiable personality. She would personally call herself a "foodie".

MOTIVATORS

HEALTH

ECONOMICS

REAL INGREDIENTS

USE FOR THIS APP

Since Emily is very health conscious, she values knowing what she is consuming. With BevBreak, she will be able to research and find beverages that meet her health standards as well as satisfy her love of treats and pick-me-ups.

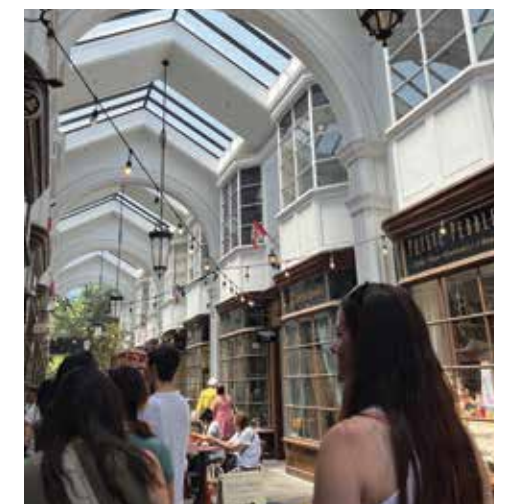
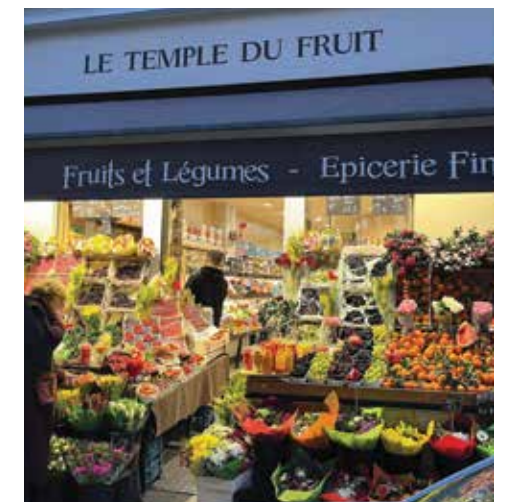
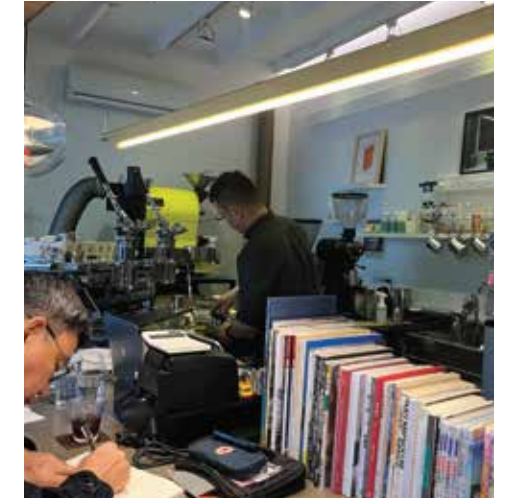
STRATEGY

USER | ENVIRONMENT

KEY IDEAS

- 01. AESTHETIC
- 02. URBAN
- 03. BEAUTIFUL
- 04. CITYSCAPE
- 05. THIRD SPACE
- 06. COMMUNITY

- 07. CONNECTION
- 08. CASUAL
- 09. ATTRACTIVE
- 10. ELEGANT
- 11. WELCOMING
- 12. SOCIAL



STRATEGY

COMPETITION

Yelp Inc.

NAME OF PRODUCT:
Yelp

WEBSITE:
<https://www.yelp.com/>

Alphabet Inc.

NAME OF PRODUCT:
Google (Reviews)

WEBSITE:
<https://www.google.co.uk/>

TripAdvisor, Inc

NAME OF PRODUCT:
Tripadvisor

WEBSITE:
<https://www.tripadvisor.com/>

ByteDance

NAME OF PRODUCT:
TikTok

WEBSITE:
<https://www.tiktok.com/explore>

KEY IDEAS

- 01. GOOD QUALITY
- 02. TRUSTWORTHY
- 03. HEALTHY
- 04. ORGANIC
- 05. ECO-FRIENDLY
- 06. SMALL BUSINESS

- 07. INFORMATIVE
- 08. EASY
- 09. CASUAL
- 10. MOBILE
- 11. TAKEOUT
- 12. DELIVERY

Meta Platforms, Inc.

NAME OF PRODUCT:
Facebook

WEBSITE:
<https://www.facebook.com/>

Facebook Inc.

NAME OF PRODUCT:
Instagram

WEBSITE:
<https://www.instagram.com/>

Foursquare Labs Inc.

NAME OF PRODUCT:
Foursquare

WEBSITE:
<https://foursquare.com/>

OpenTable, Inc.

NAME OF PRODUCT:
OpenTable

WEBSITE:
<https://www.opentable.com/>

1.



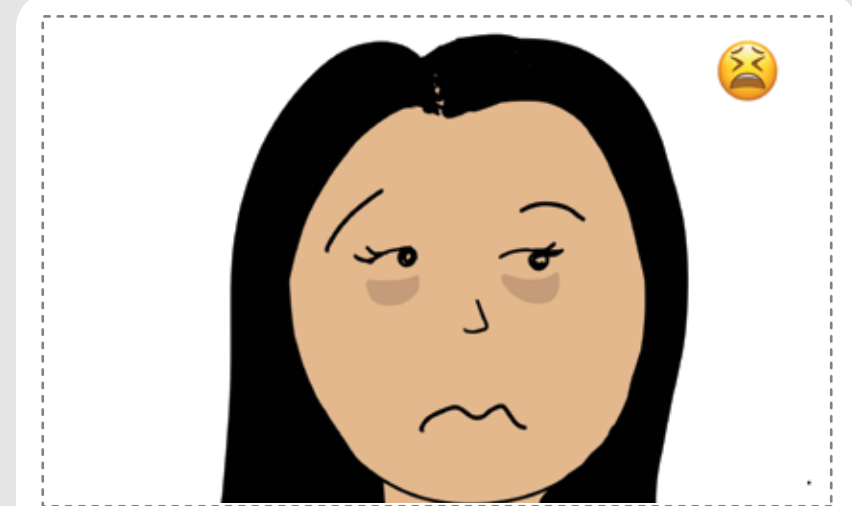
Kayla wakes up around 7:00AM.

2.



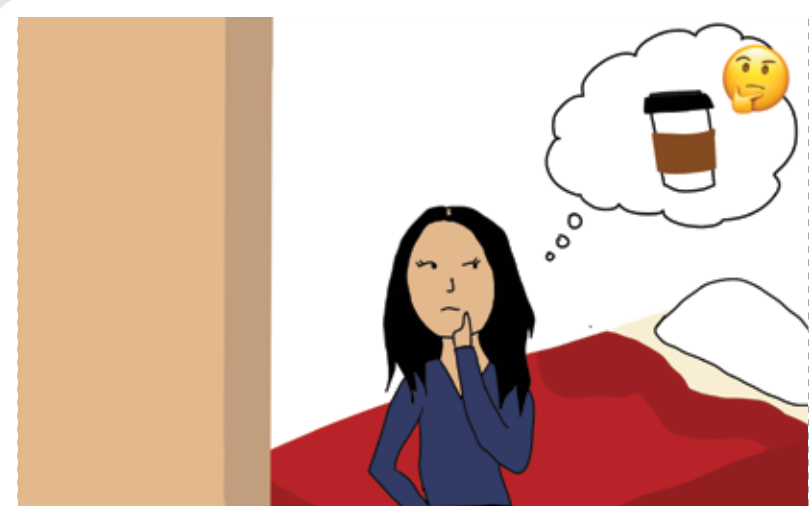
She realizes she only has one hour to get to work.

3.



Kayla is extremely tired, has dark circles from not sleeping enough, and does not want to go to work.

4.



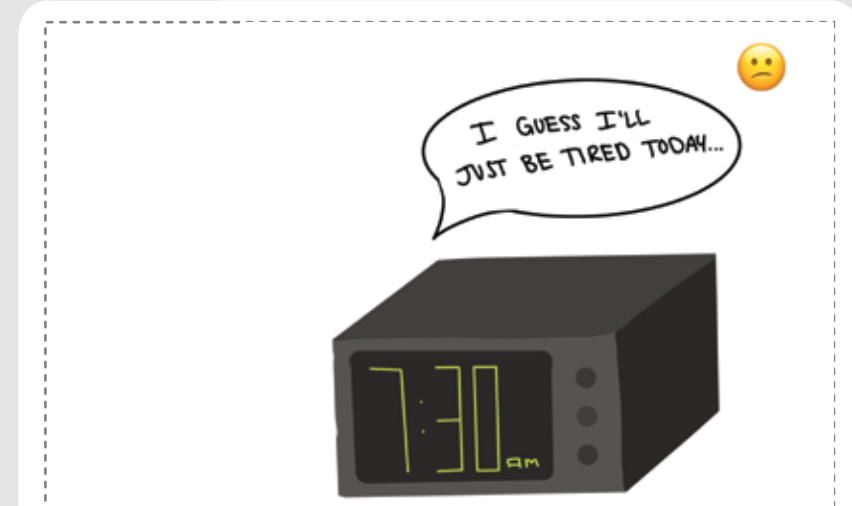
She thinks about getting coffee to help with her tiredness so she can be more prepared for work.

5.



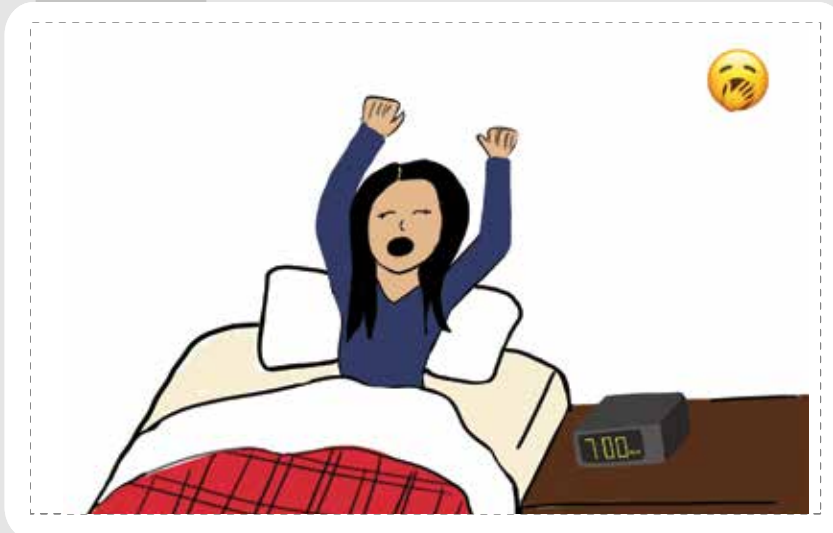
Since she just moved to a new city, she is unaware of any good coffee shops near, or on the way to work.

6.



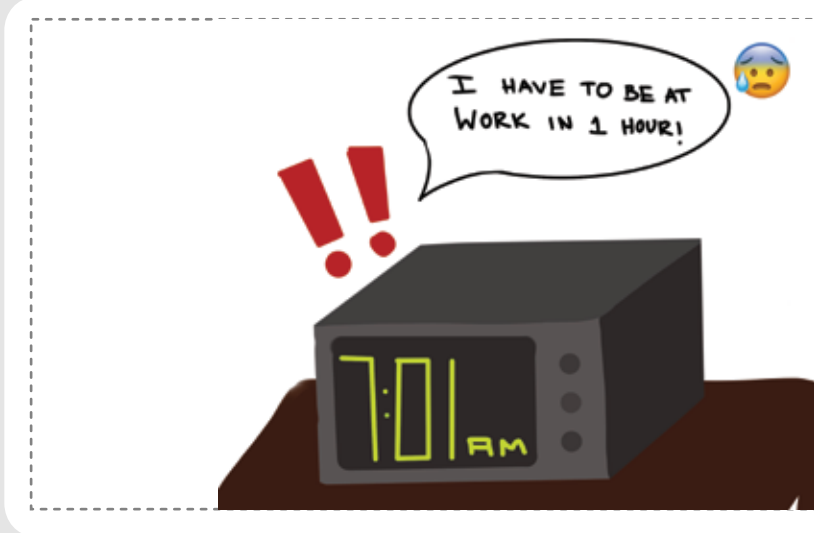
Kayla decides to go to work without getting coffee so she doesn't chance being late, but is bummed.

1.



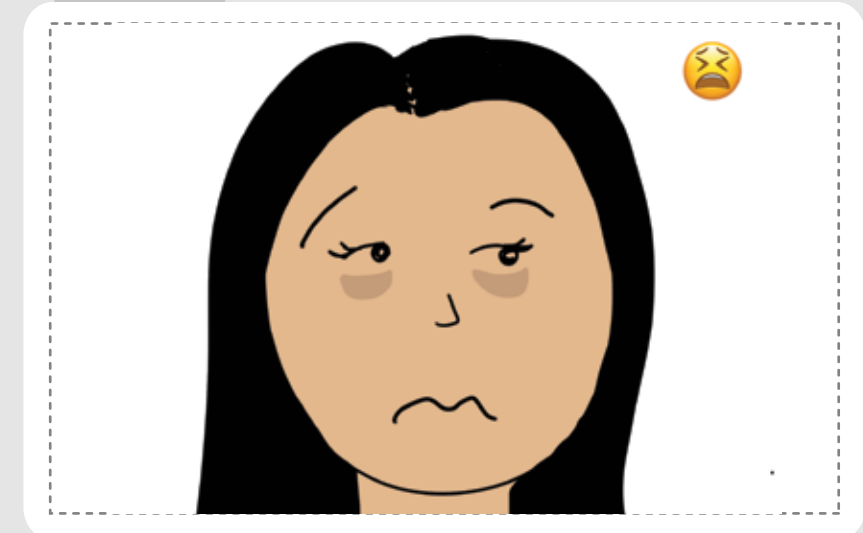
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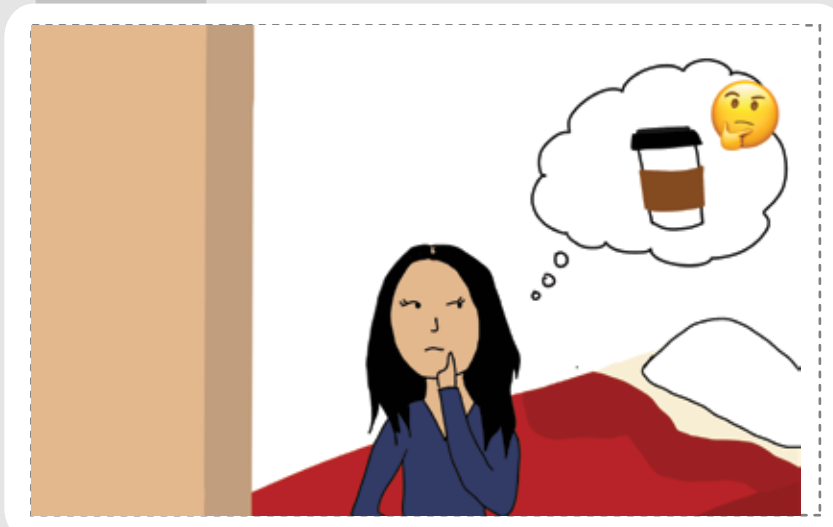
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4.



She thinks about getting coffee to help with her tiredness so she can be more prepared for work.

5.



Kayla remembers about an app called BevBreak that her friend told her about, which helps you find beverages like coffee near you.

6.



Kayla is very happy that she has found multiple options near her to satisfy her coffee craving.

SCOPE

RESEARCH

PRODUCT DESCRIPTION

BevBreak is your trusted companion for exploring the best coffee, matcha, tea, and boba spots in your area. Whether you're in the mood for something familiar or eager to try something new, BevBreak simplifies the journey from craving to enjoying. Discover, enjoy, and share every sip with BevBreak.

USER NEEDS

1. Find beverages by proximity
2. Refine searches by ratings
3. Access location address and contact information

CLIENT NEEDS

PRODUCT OBJECTIVES

1. Revenue generation; net profit of \$10K in the first three months
2. User engagement and retention
3. Market expansion (new cities and countries over time)

FUNCTIONALITY REQUIREMENTS

Systems that will allow the user accomplish tasks. These tasks should also meet the objectives of the client's needs.

"The user will be able to..."

- Search specific beverage
- Search within location radius
- See location hours and address
- View ratings and post reviews
- View images of products
- Place order
- Filter search results
- Log in
- Create an account
- Get order confirmation
- Make payment
- View current/past orders

CONTENT AND HIERARCHY PER SECTION

SPLASH PAGE

Logo and Slogan

HOME PAGE

1. Search by Proximity
2. Search by Name
3. Search by Rating
4. Leave a review

SEARCH BY PROXIMITY

1. Adjust to current location
2. Markings on map pop up
3. Show pop up selections with hours, rating, and address

SEARCH BY NAME

1. Users type name of place or name of item
2. Option to adjust radius
3. Options pop up on map

SCOPE

RESEARCH
(continued)

CONTENT AND HIERARCHY PER SECTION

SEARCH BY RATING

- 1 Type minimum rating
2. Show selection by proximity on map

LEAVE A REVIEW

- 1 Location services allow prompting reviews after user has visited general area
2. User searches establishment
3. User rates establishment 1-5 stars
4. User adds comments and optional pictures
5. Upload

CONTENT IN ALL WINDOWS

All windows will include the following information:

TOP:

1. Branding
2. Section Name
3. Return

BOTTOM:

1. Search icon
2. Home button
3. Profile

SKELETON

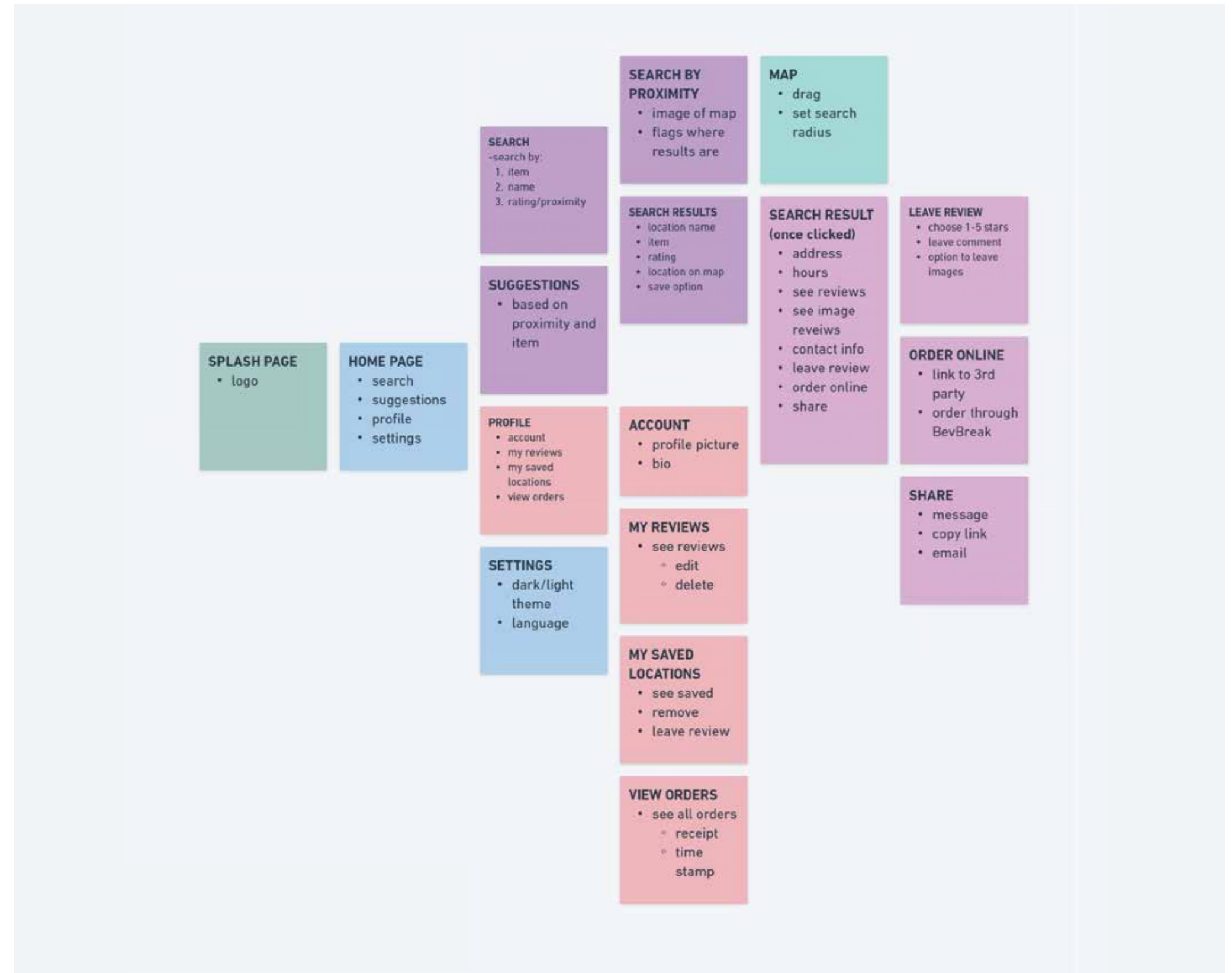
FLOW MAPPING DESIGN

Post It Note | Paper Diagram

PRIORITIZE

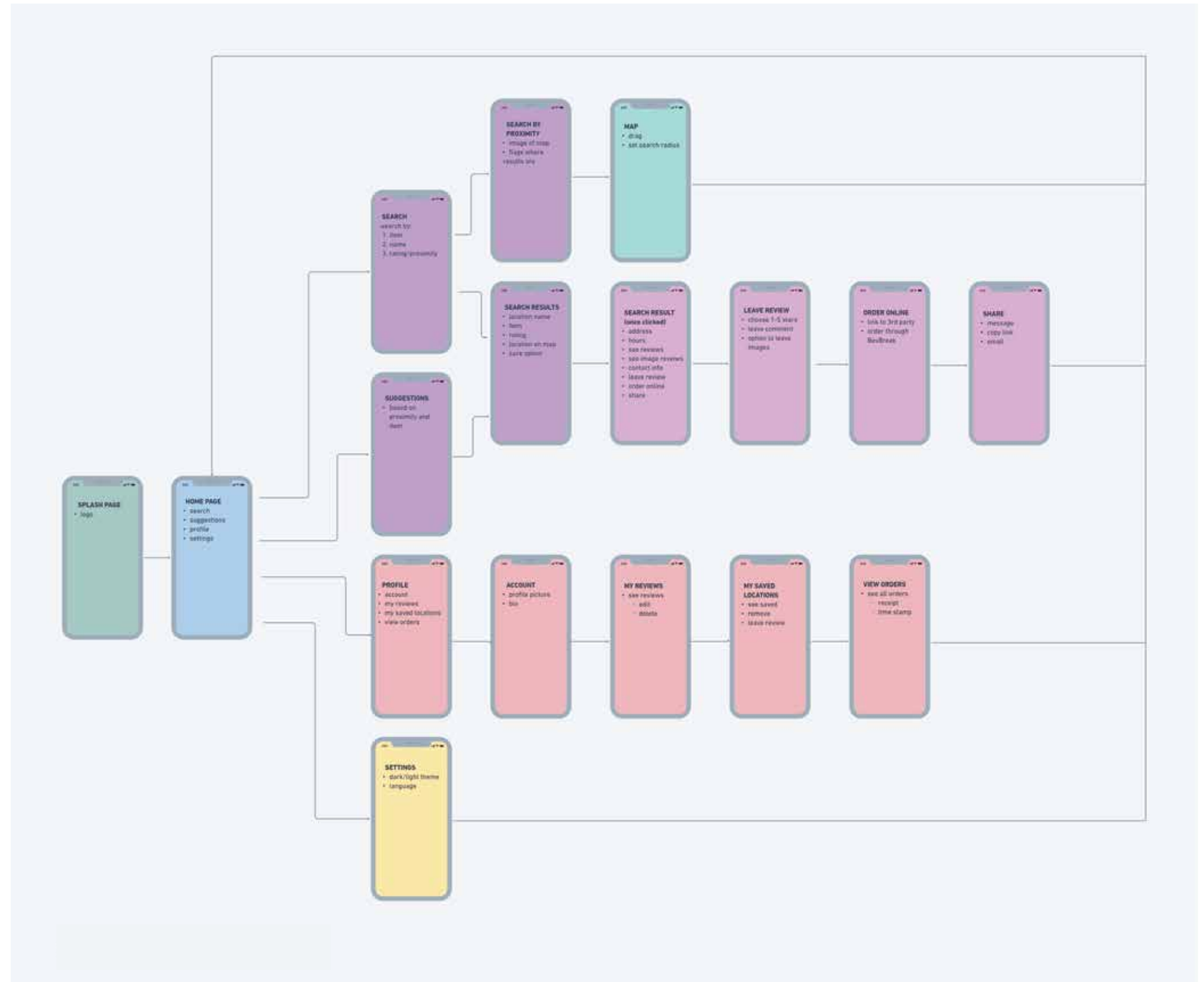
ORGANIZE

CATEGORIZE BY COLORS



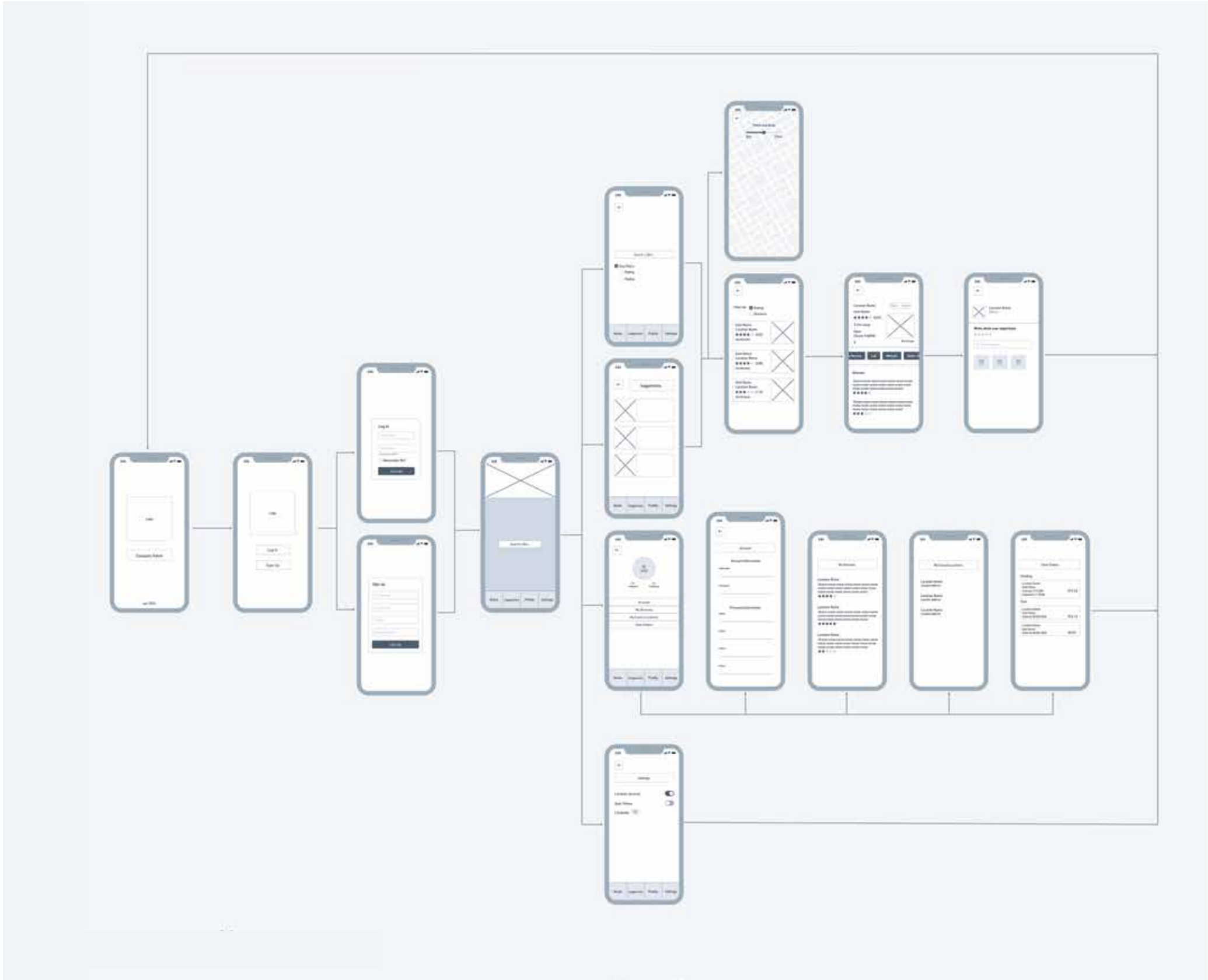
SKELETON

FLOW MAPPING DESIGN



SKELETON

WIREFRAME



NAVIGATION ICONS

UI

1. IMAGE ICONS

normal / passive



touch & hold



2. BUTTON WITH TEXT LABEL

normal / passive



touch / hold



tap / click



BRAND MARK

UI
Logo Design Process:
Concept and Photography

LOGO:

- UNIQUENESS
- BALANCE
- SIMPLICITY
- RECOGNITION
- PROPORTIONS
- CLARITY
- COLOR
- REPRODUCIBILITY
- MEANING



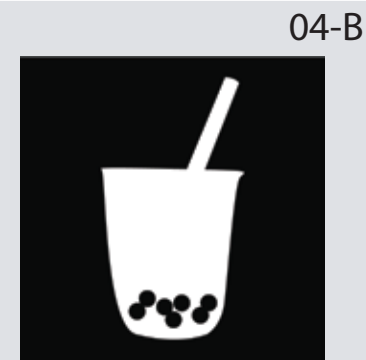
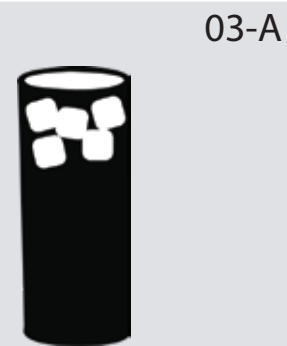
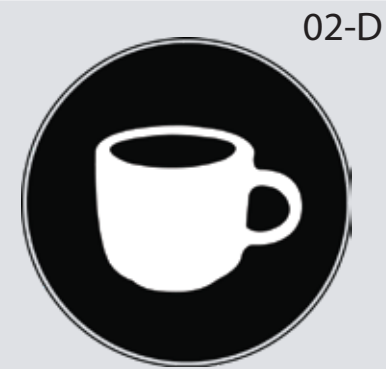
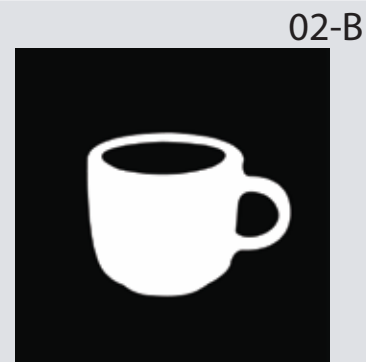
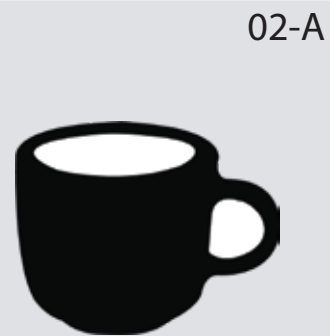
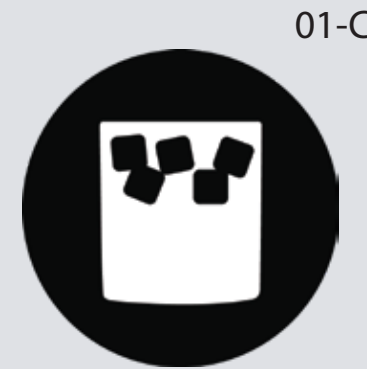
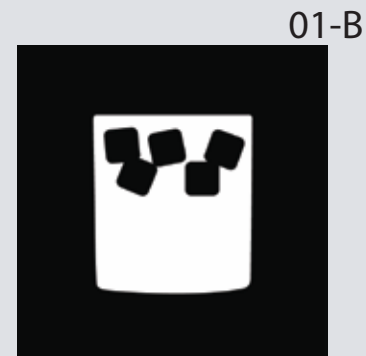
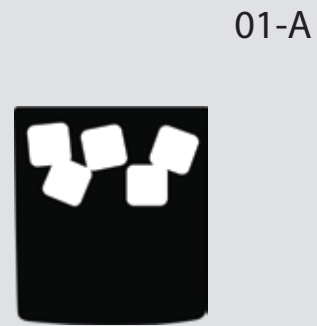
WORDS RELATED TO THE COMPANY

- FRIENDLY
- HAPPY
- SECURE
- SOLID
- NATURE
- EARTHY
- EXPENSIVE
- CLEAN

BRAND MARK

UI

Logo Design Process:
Positive & Negative Shapes Study



BRAND MARK

UI

Logo Design Process:
Positive & Negative Shapes Study

<p>05-A</p> 	<p>05-B</p> 	<p>05-C</p> 	<p>05-D</p> 	<p>05-E</p> 
<p>06-A</p> 	<p>06-B</p> 	<p>06-C</p> 	<p>06-D</p> 	<p>06-E</p> 
<p>07-A</p>	<p>07-B</p>	<p>07-C</p>	<p>07-D</p>	<p>07-E</p>
<p>08-A</p>	<p>08-B</p>	<p>08-C</p>	<p>08-D</p>	<p>08-E</p>

BRAND MARK

UI

Logo Design Process:

Comps:
Type & Color Exploration

LOGO:

UNIQUENESS

BALANCE

SIMPLICITY

RECOGNITION

PROPORTIONS

CLARITY

COLOR

REPRODUCIBILITY

MEANING

01



02



03



04



05



06



07



BevBreak

08



BevBreak

09



BevBreak

BRAND MARK

UI
Logo Design Process:

Comps:
Type & Color Exploration



BRANDING

UI

1. BRAND MARK

2. TYPEFACE

3. COLOR HARMONY



1. BRAND MARK

2. APP TYPEFACE

Futura -

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

3. BRANDING COLORS



MOOD BOARD

NIM



COLOR HARMONY STUDY

