



THREE TREE TEA COMPANY

CONTENT

TOP PAGE.....	1
CONTENT.....	2
MOOD BOARD	
MOOD BOARD I.....	3
MOOD BOARD I.....	4
IPHONE APP INTERFACE CREATIVE BRIEF.....	5
COMPETITIVE ANALYSIS	
COMPETITIVE ANALYSIS.....	6
COMPETITIVE ANALYSIS.....	7
PERSONAS	
PERSONA I.....	8
PERSONA II.....	9
PERSONA II.....	10
SITE MAP.....	11
SKETCHES	
SKETCHE I.....	12
SKETCHE II.....	13
SKETCHE III.....	14
LO-FI	
LO-FI I.....	15
LO-FI II.....	16
LO-FI III.....	17
LO-FI IV.....	18

LO-FI V.....	19
LO-FI VI.....	20
LO-FI VII.....	21
LO-FI VIII.....	22
LO-FI IX.....	23
LO-FI X.....	24

HI-FI

0. OPENING/LOADING PAGE.....	25
1. PRODUCTS	
PRODUCTS I.....	26
PRODUCTS II.....	27
PRODUCTS III.....	28
2. STEEP TIMERS	
STEEP TIMERS I.....	29
STEEP TIMERS II.....	30
STEEP TIMERS III.....	31
STEEP TIMERS IV.....	32
STEEP TIMERS V.....	33
STEEP TIMERS VI.....	34
STEEP TIMERS VII.....	35
3. SHOPPING CARTS	
SHOPPING CARTS I.....	36
SHOPPING CARTS II.....	37
SHOPPING CARTS III.....	38

ENDING PAGE.....	39
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MOOD BOARD I



MOOD BOARD II

SAMPLE COLOR PALETTE:

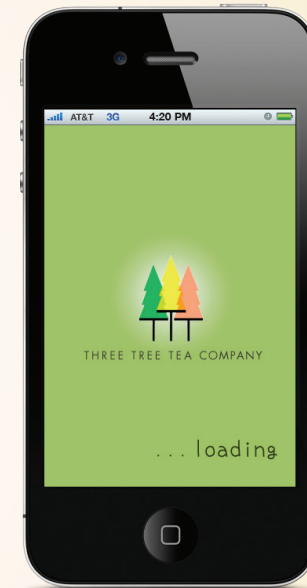


SAMPLE ILLUSTRATIONS & PHOTOGRAPHY:



SAMPLE TYPOGRAPHY:

azuki font
Futura



I-PHONE APP INTERFACE CREATIVE BRIEF

BACKGROUND:

Their mission is to present a line of superior, hand-picked and carefully blended teas. They sincerely hope that you will enjoy our teas not only to relax but also for their flavor and beauty. This is a small business in Seattle. Since 1995, they operate a unique Asian-inspired tea house that blends the natural and organic elements with the tradition of tea.

TARGET AUDIENCES:

Wholesalers such as coffee and teashop vendors, resale grocery stores, and specialty/gift shops. This project is targeting more towards the individual shopper of the company and their wholesale vendors. People who are into natural and organic products, especially middle-aged women.

OBJECTIVE:

To add a playful and fun atmosphere but to also give an organic and natural feeling of their products.

KEY BENEFIT:

The focus of the iPhone app would be the “steep timer” option that users will use when they make tea from the company. Each tea will have a proper length of steeping time. It would also give some tips for each product, such as amount and temperature of hot water.

SUPPORT STATEMENT:

The tea market is growing annually in the United States. There are some simple easy steps you could do to make your tea much more enjoyable in your daily life. I hope this application will help users to buy good tea, steep more flavorful tea at home, and drink more tea as part of their daily lifestyle.

COMPETITIVE ANALYSIS I



1. App Name: Tea Forte Tea Timer
2. Tea Forte
3. iTunes Adress:
<http://itunes.apple.com/us/app/tea-forte-tea-timer/id365681970?mt=8>



1. App Name: Aromatic
2. Alster Touch
3. iTunes Adress:
<http://itunes.apple.com/us/app/aromatic/id322850849?mt=8>



1. App Name: My Tea Timer
2. Chevol.com
3. iTunes Adress:
<http://itunes.apple.com/us/app/my-tea-timer/id305391828?mt=8>

COMPETITIVE ANALYSIS II

	 Tea forte	 Aromatic	 My Tea Timer
1. PRICE	Free	\$0.99	Free
2. NUMBER OF MAIN SECTIONS	5	4	4
3. IMAGES	Photos	Photos	Photos
4. CATEGORY	Lifestyle	Reference	Utilities
5. SHOPPING OPTION	No	No	No
6. TEA KNOWLEDGE PAGE	Yes	Yes	Yes
7. TEA TIMER OPTION	Input your time	Input your time from their reference	Works for their tea product and other brand
8. OTHER OPTIONS	Lifestyle	Reference	Utilities

PERSONA I



RENEE JORDAN

53 year-old

2 daughters who are 24 and 19 year-old

1 grandson

Married for 26 years

Accountant for 25 years

She was born in California

Living in Seattle for 30 years

She is a coffee drinker who goes to Starbucks everyday

PERSONA II



SARA LEE

20 year-old

College student who is studying natural medicine

Renting house with two roommates

She was born in Hong Kong, and raised in Seattle by her parents who are originally from Hong Kong

She drinks tea in bags from grocery store

Her hobby is yoga

PERSONA III



STEVE WILSON

31 year-old

Graphic Designer

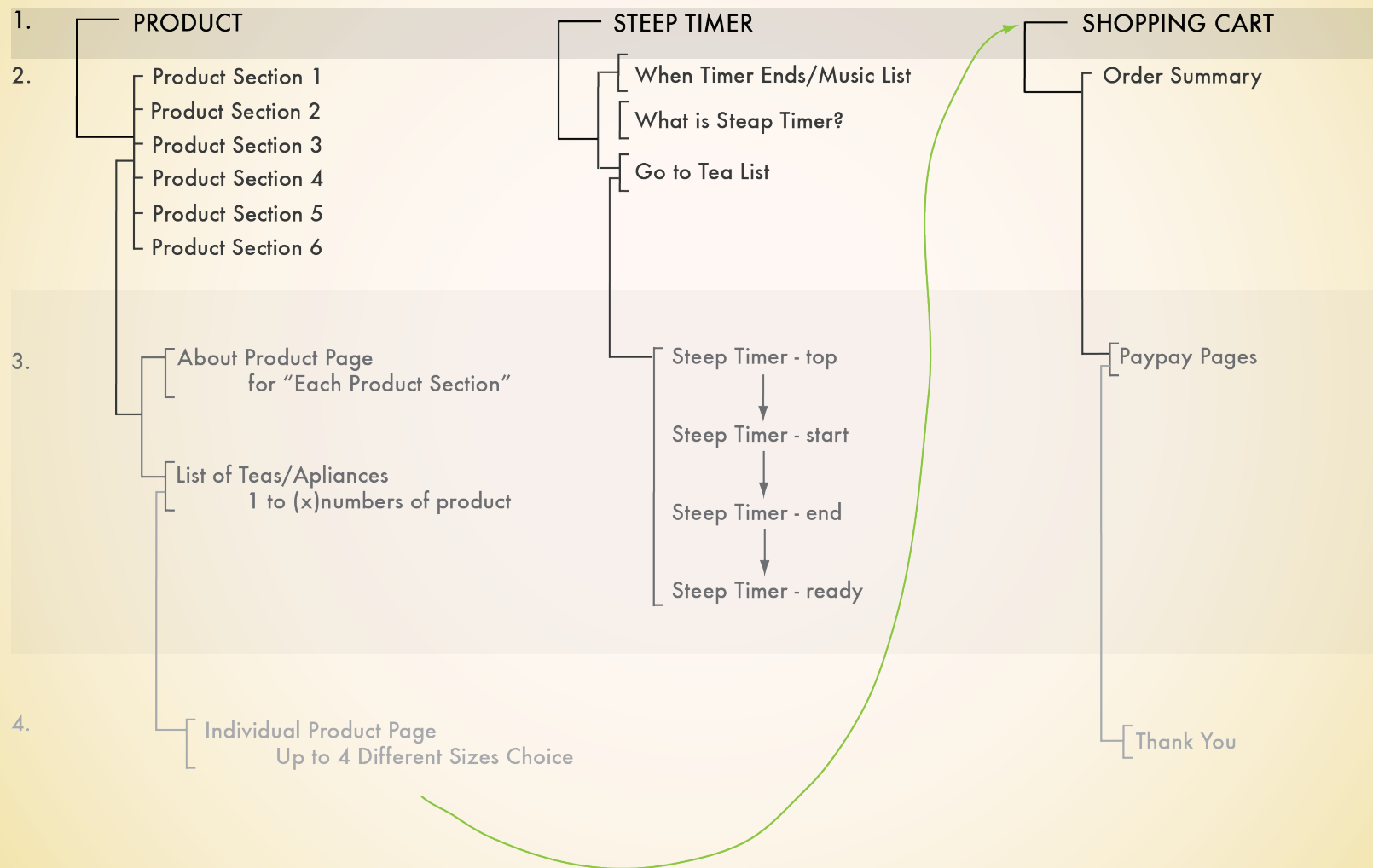
He was born and raised in Seattle

Recently became a house and dog owner

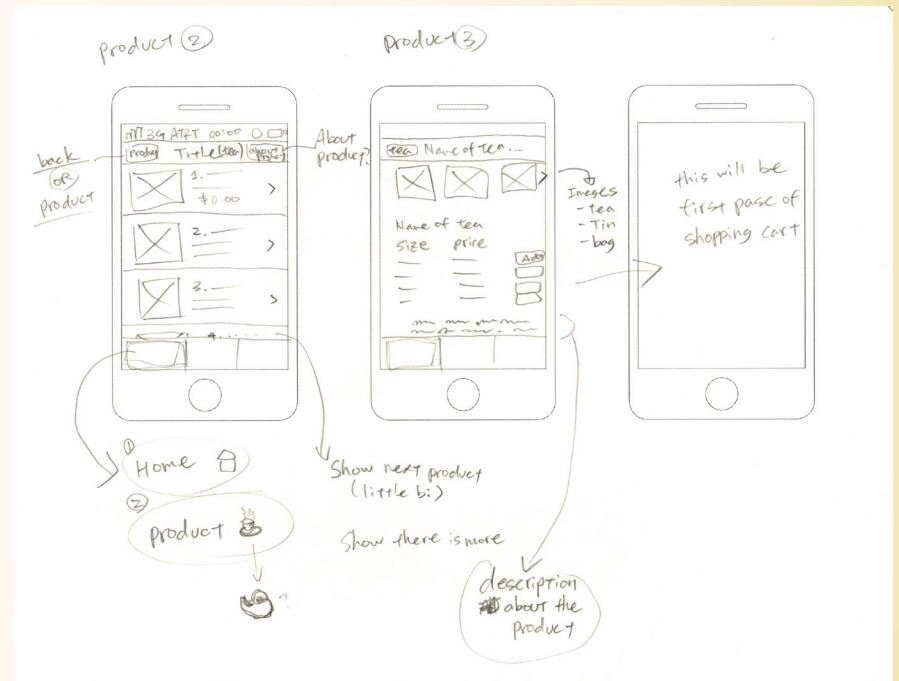
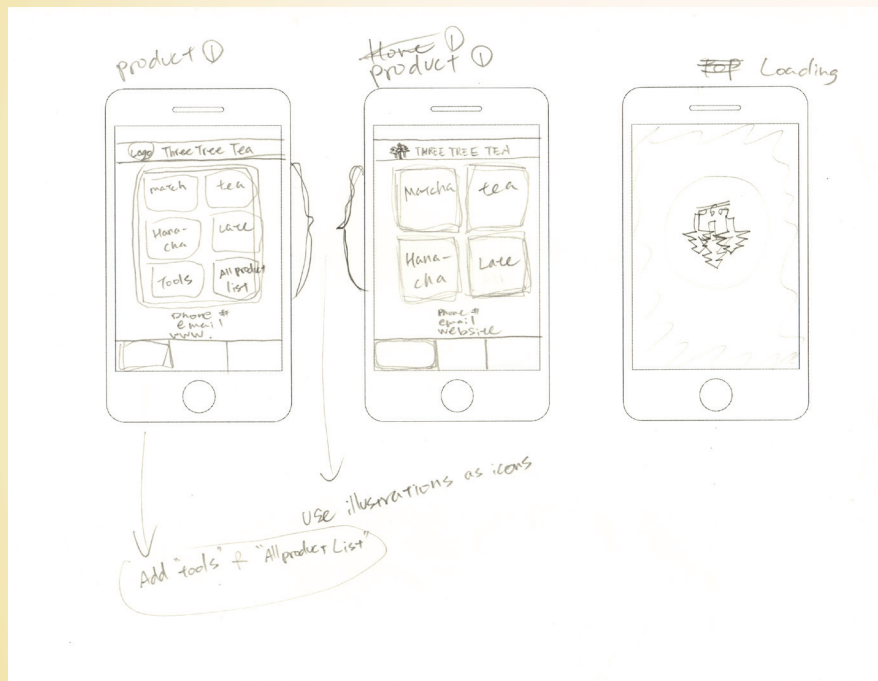
Loves cooking for his friends and family

He has 2 sisters and 1 brother

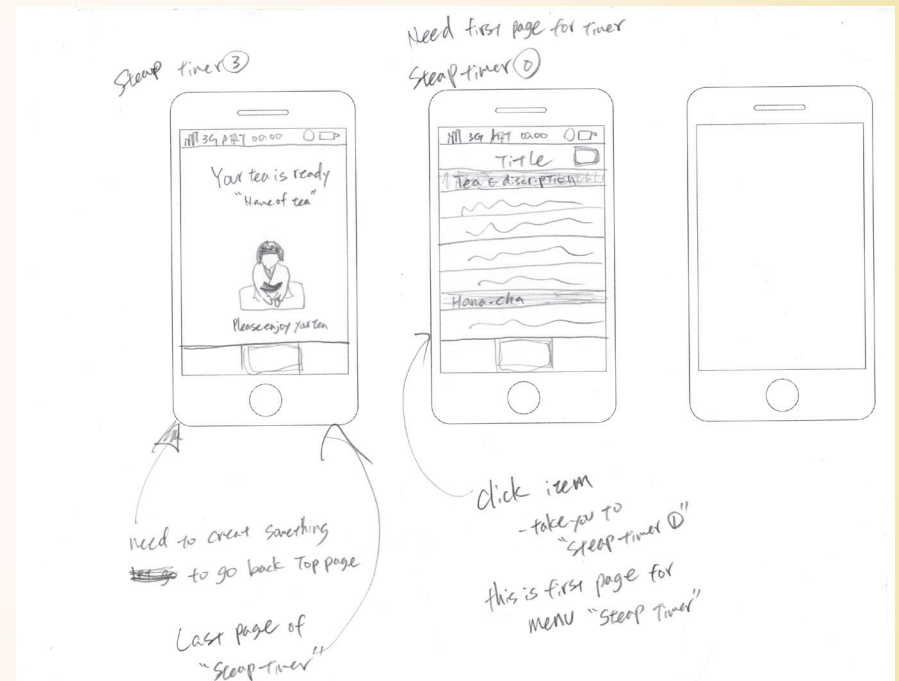
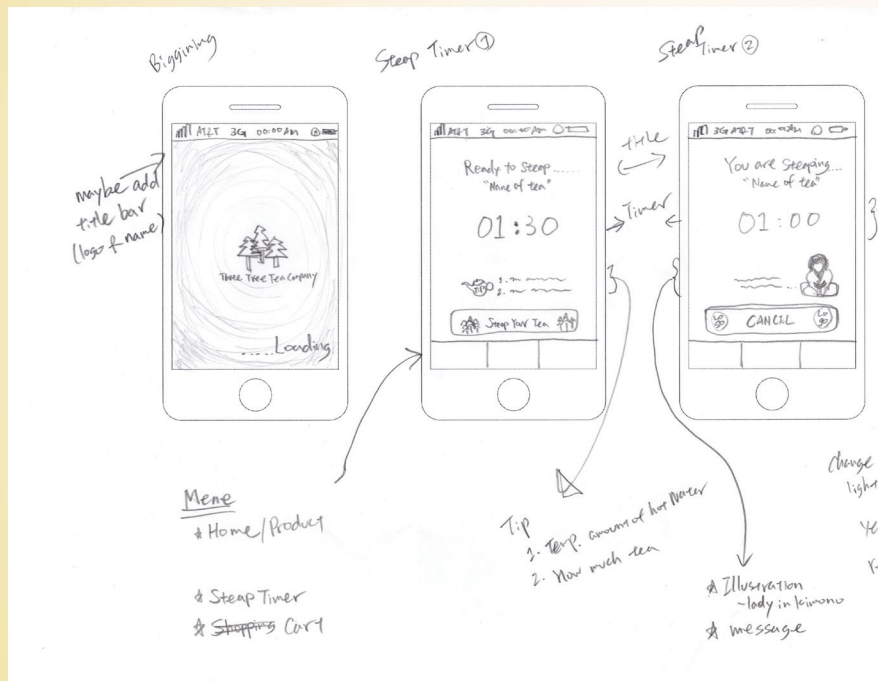
SITE MAP



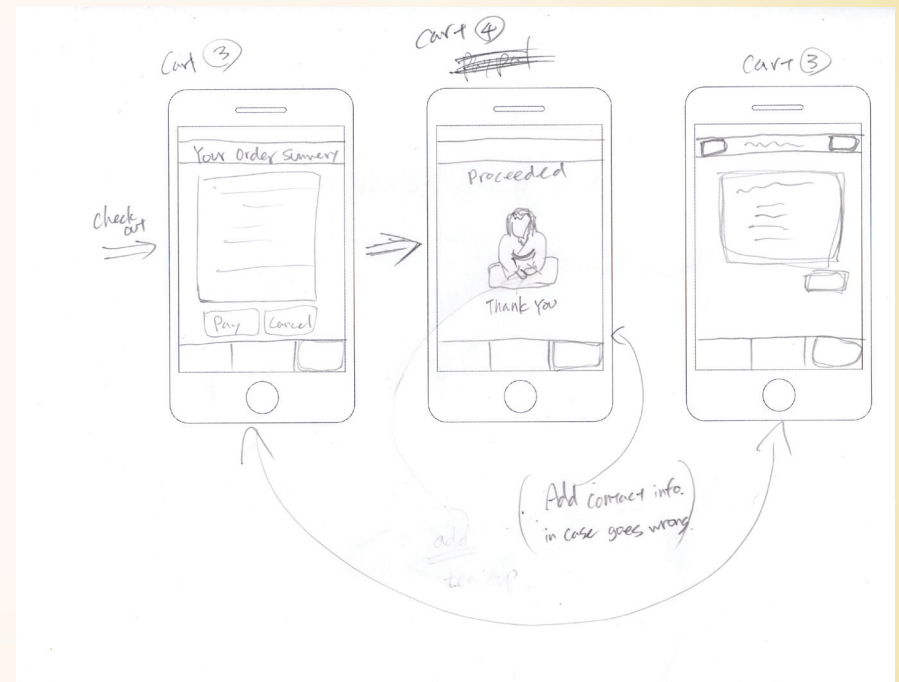
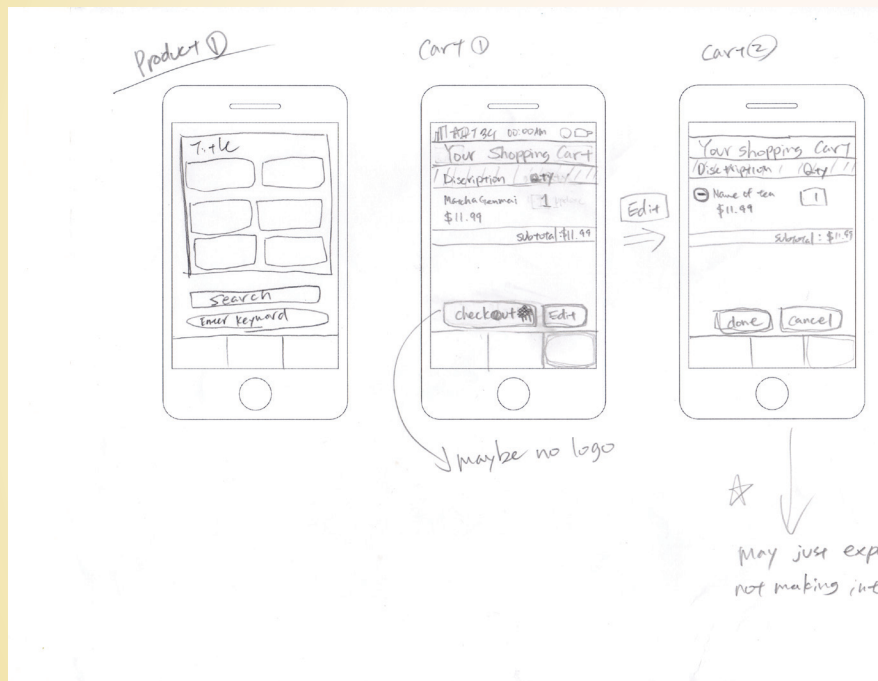
SKETCH I



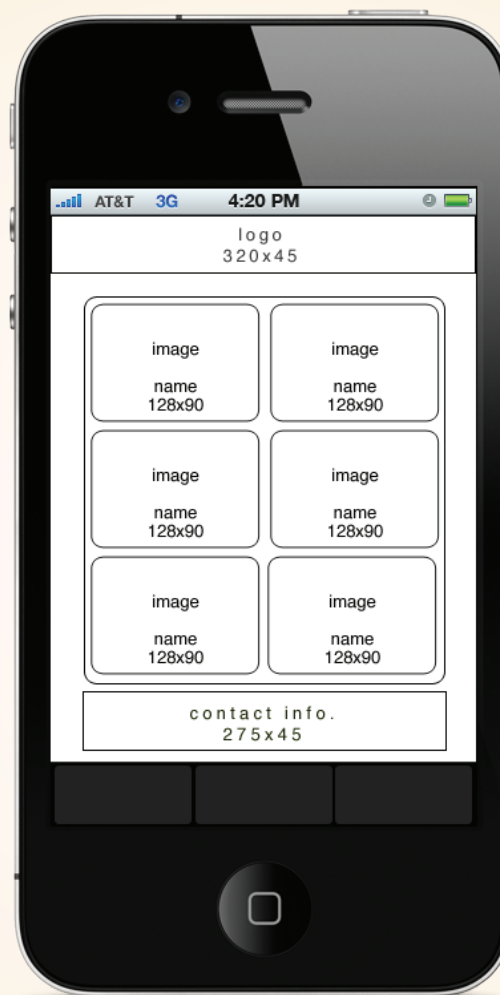
SKETCH II



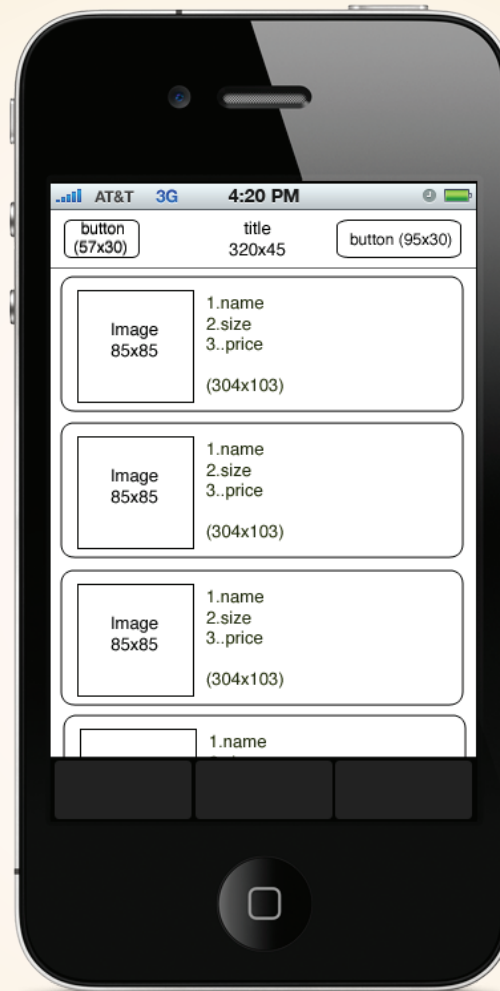
SKETCH III



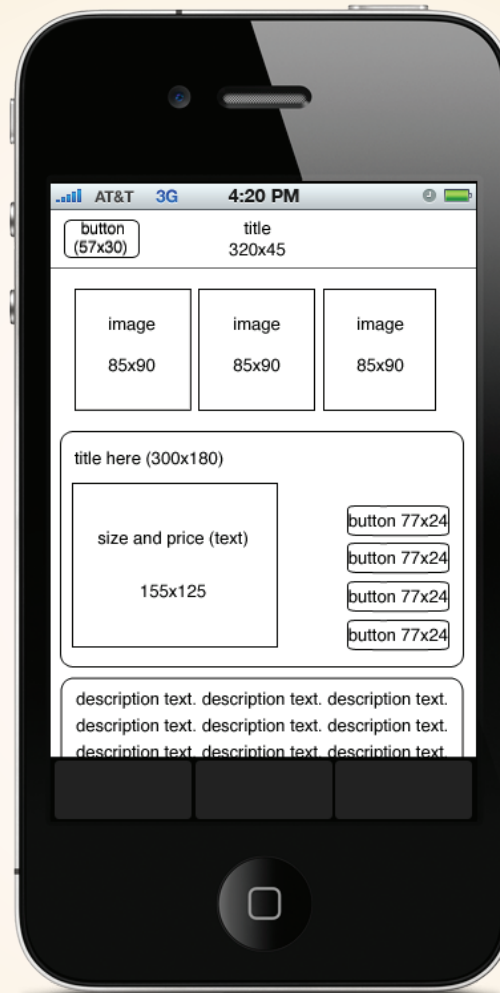
LO-FI I



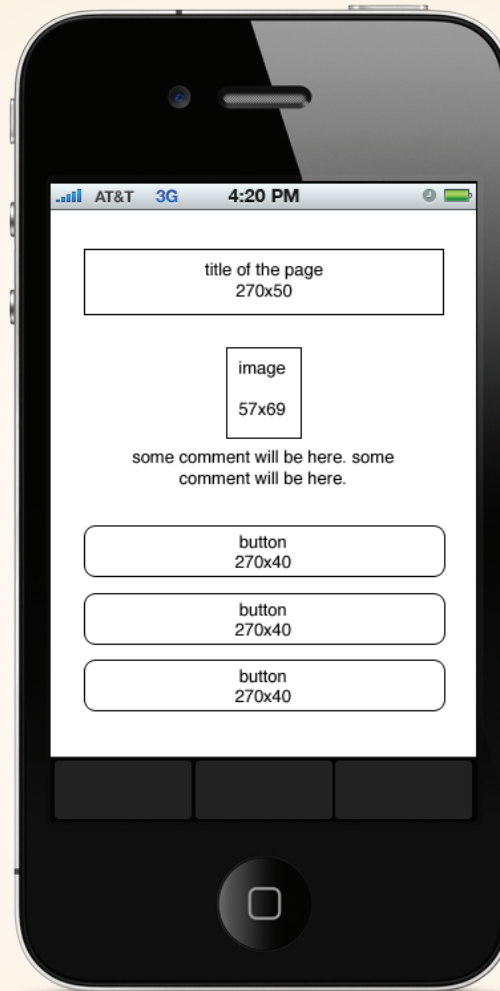
LO-FI II



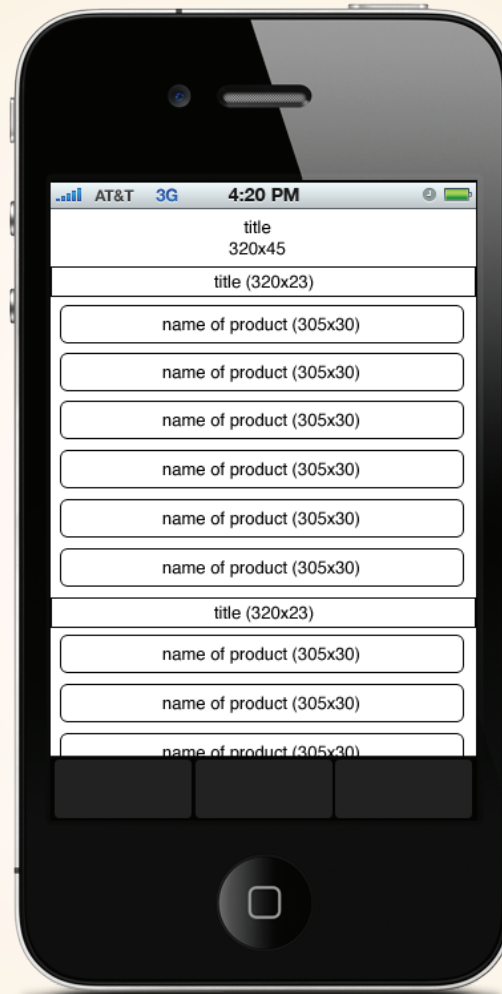
LO-FI III



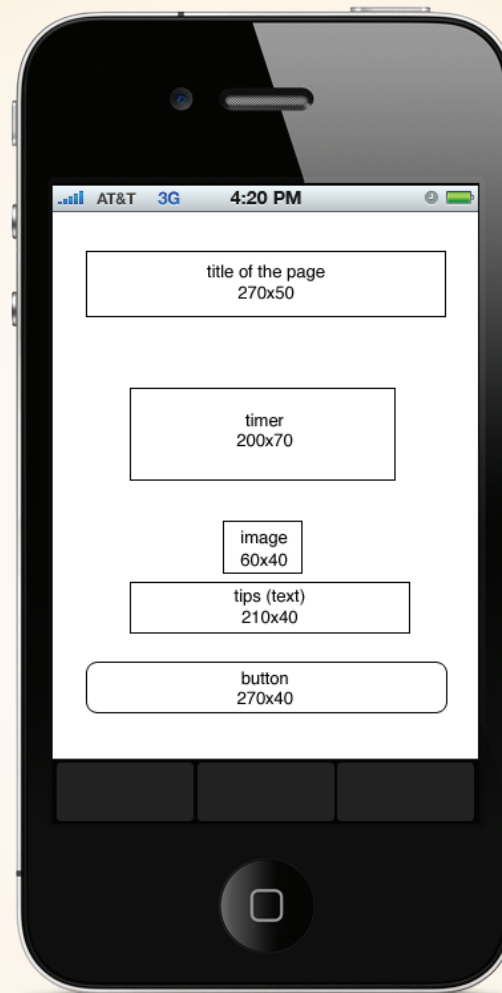
LO-FI IV



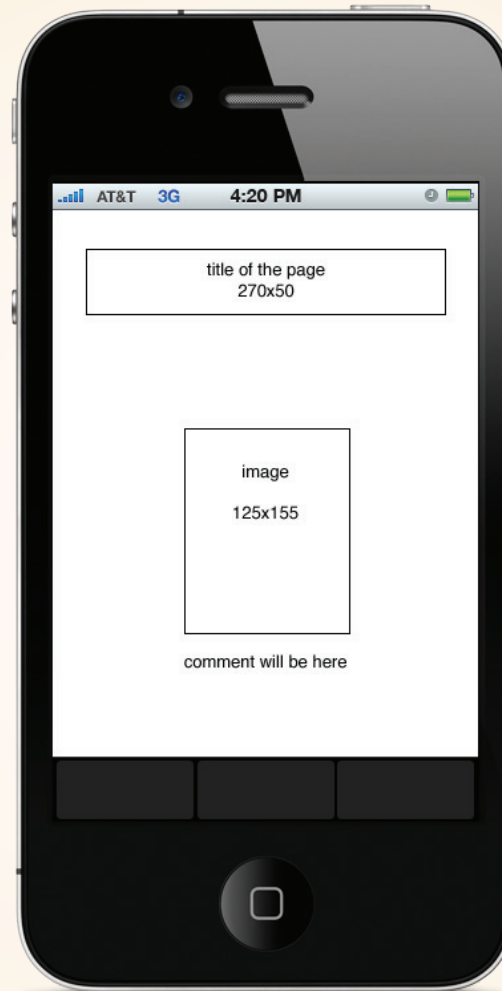
LO-FI V



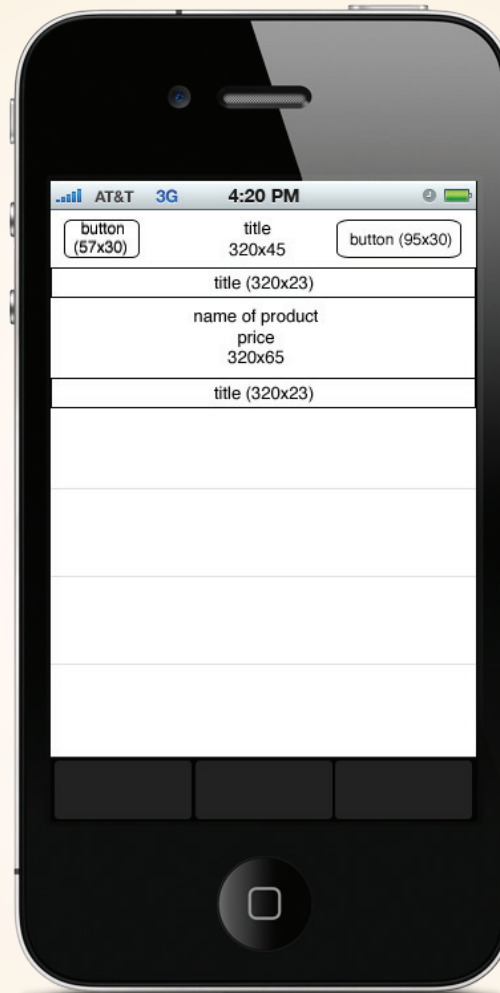
LO-FI VI



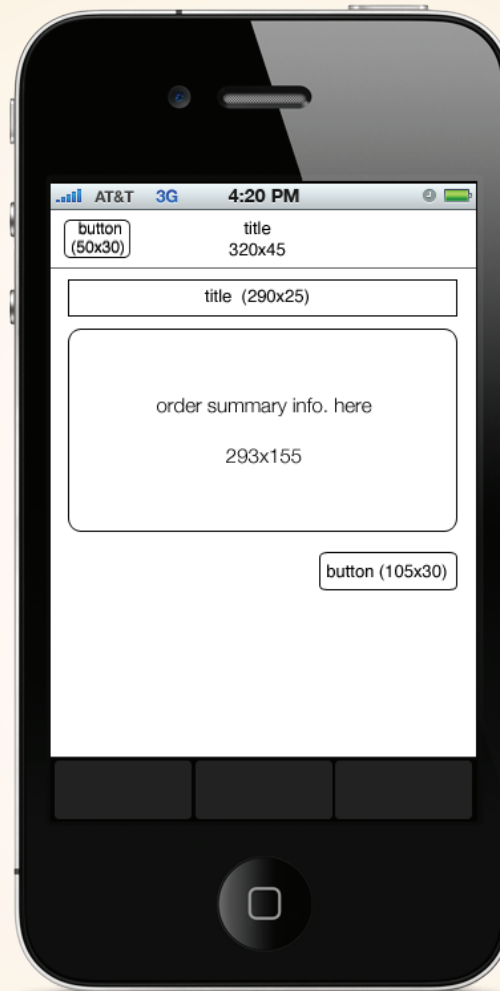
LO-FI VII



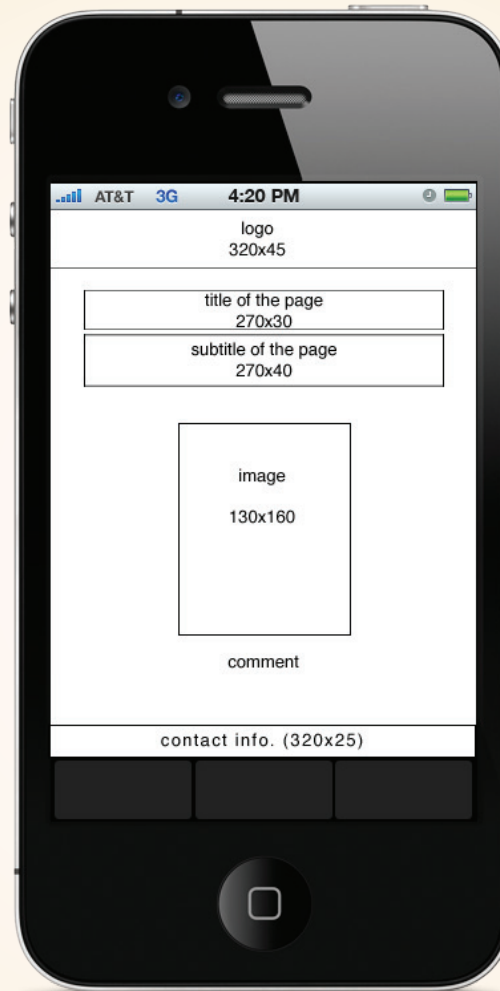
LO-FI VIII



LO-FI IX



LO-FI X



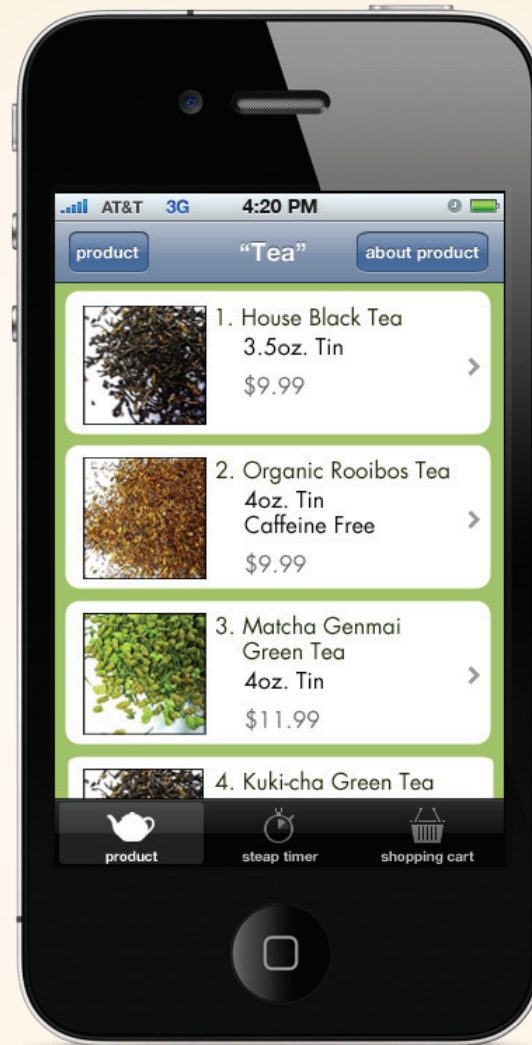
HI-FI: 0. OPENING PAGE



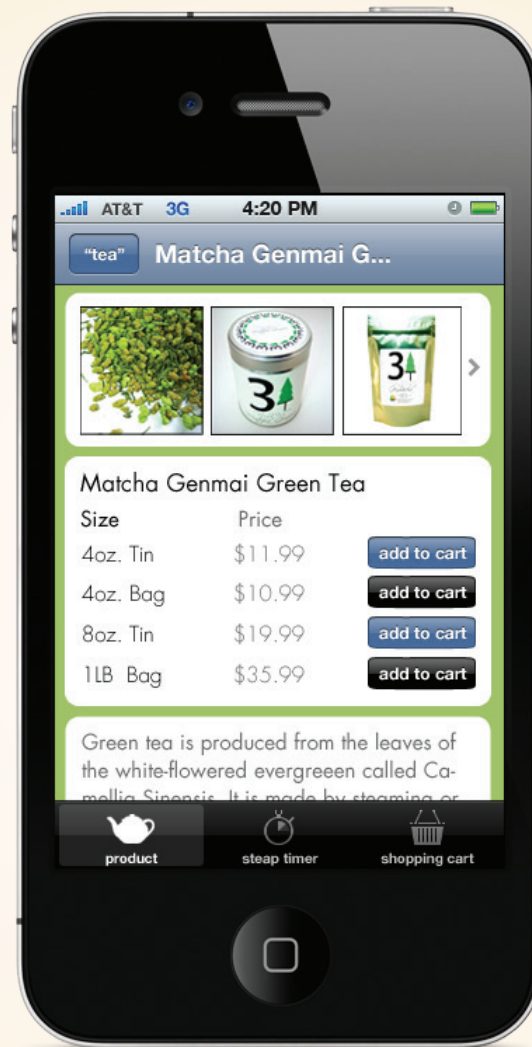
HI-FI: 1. PRODUCT I



HI-FI: 1. PRODUCT II



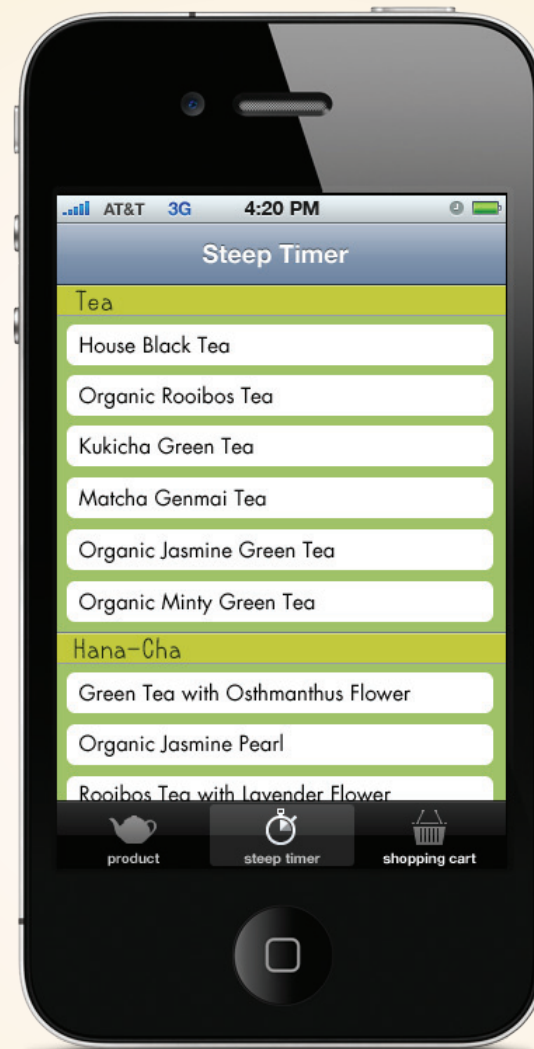
HI-FI: 1. PRODUCT III



HI-FI: 2. STEEPING TIMER I



HI-FI: 2. STEEPING TIMER II



HI-FI: 2. STEEPING TIMER III



HI-FI: 2. STEEPING TIMER IV



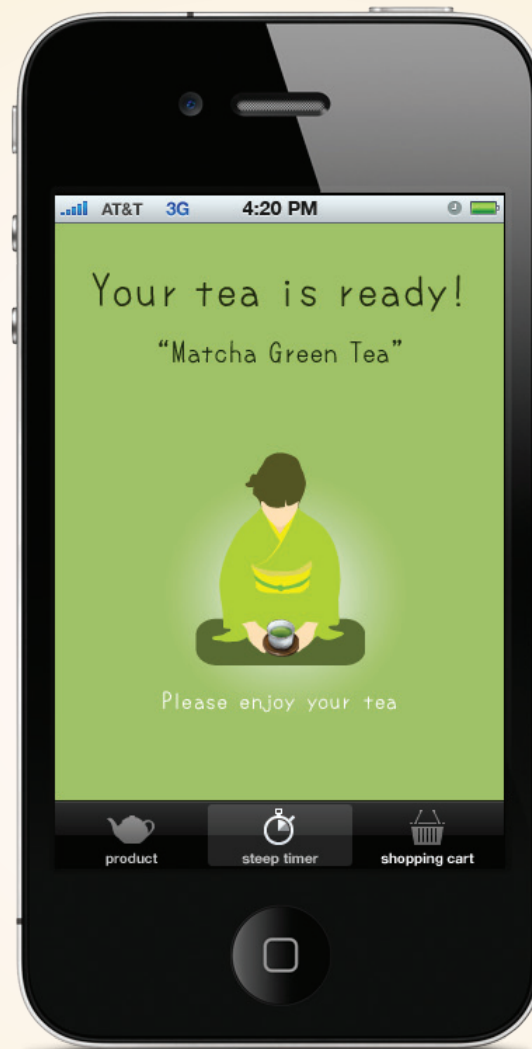
HI-FI: 2. STEEPING TIMER V



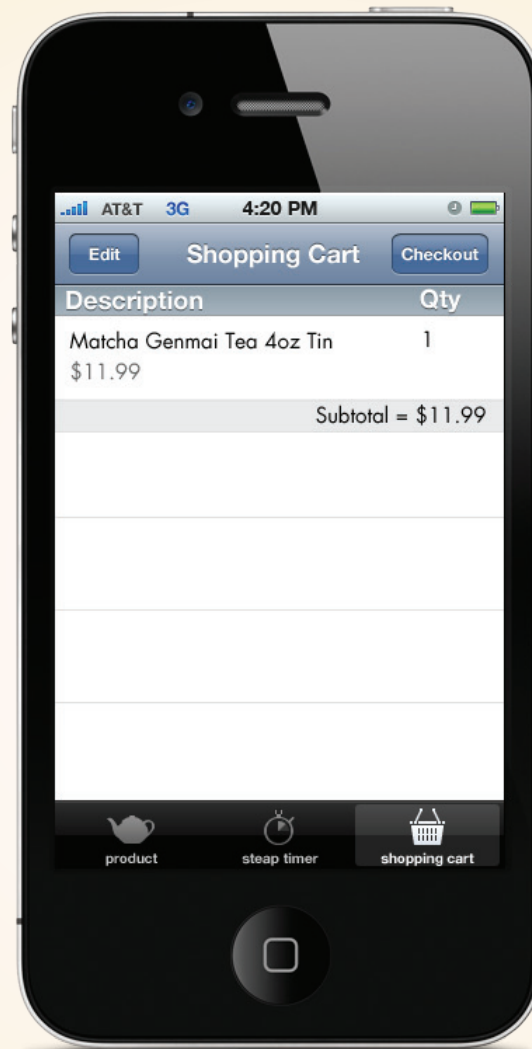
HI-FI: 2. STEEPING TIMER VI



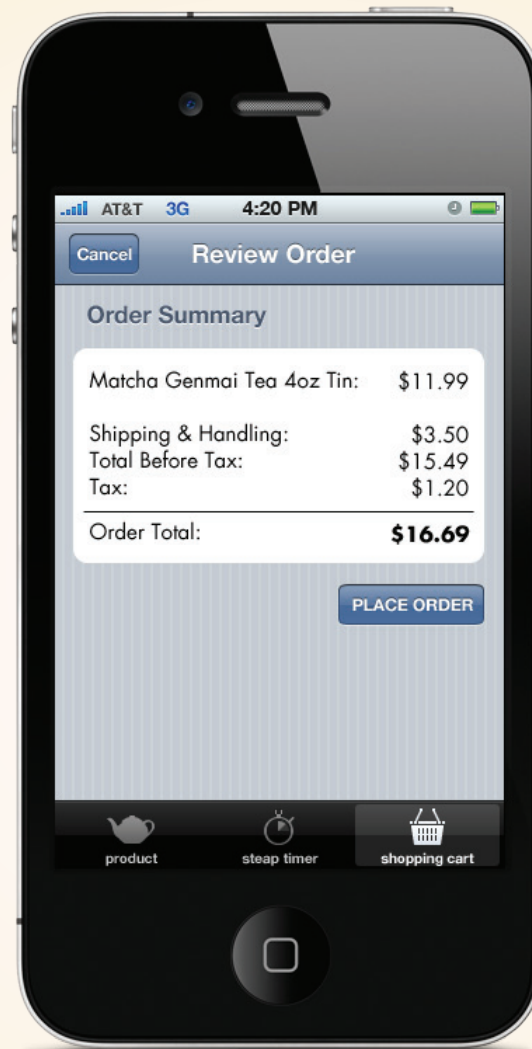
HI-FI: 2. STEEPING TIMER VII



HI-FI: 3. SHOPPING CART I



HI-FI: 3. SHOPPING CART II



HI-FI: 3. SHOPPING CART III





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