



# ICMONSTAR

COMPETITIVE ANALYSIS & MOODBOARD

## **TEAM MONSTAZ**

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# OVERVIEW

- As a dessert shop, there are a few key features that must be represented in ICMonstar's webpage. We looked at ICMonstar's competitors: 7Leaves, Bing Haus, Guiltea Cravings, Kung Fu Tea, and The Alley. The different competitors shared several similarities regarding navigation labels and menu categorization.
  - Most cafes had their menu, locations, hours, social media, and "About" page on their websites.
  - Niche features such as merchandise from Kung Fu Tea and catering / fundraising from 7Leaves were noted for future use on the ICMonstar webpage.
  - Most shops have black and white as their primary colors and reflect their aesthetic through their logo and fonts.
- After dissecting the competitors' sites, we discussed ICMonstar's existing brand with the owner for the redesign. Through this discussion, we created a moodboard based on her visions and our ideas from the competitive analysis. The result was a pastel-colored mood board with black and white as the main colors with the vision of a modern and trendy cafe.

# ICMONSTAR

- Dessert cafe with two locations in Mira Mesa and Convoy
- Serves rolled ice cream, freshly brewed organic teas, and egg waffles
- **Client Feedback** (see speaker notes):  
<http://bit.ly/ICMonstarFeedback>



# COMPETITORS



[7leavescafe.com](http://7leavescafe.com)



[binghaus.com](http://binghaus.com)



[guilteacravings.com](http://guilteacravings.com)



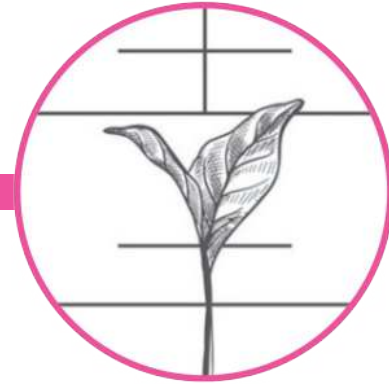
[kungfutea.com](http://kungfutea.com)



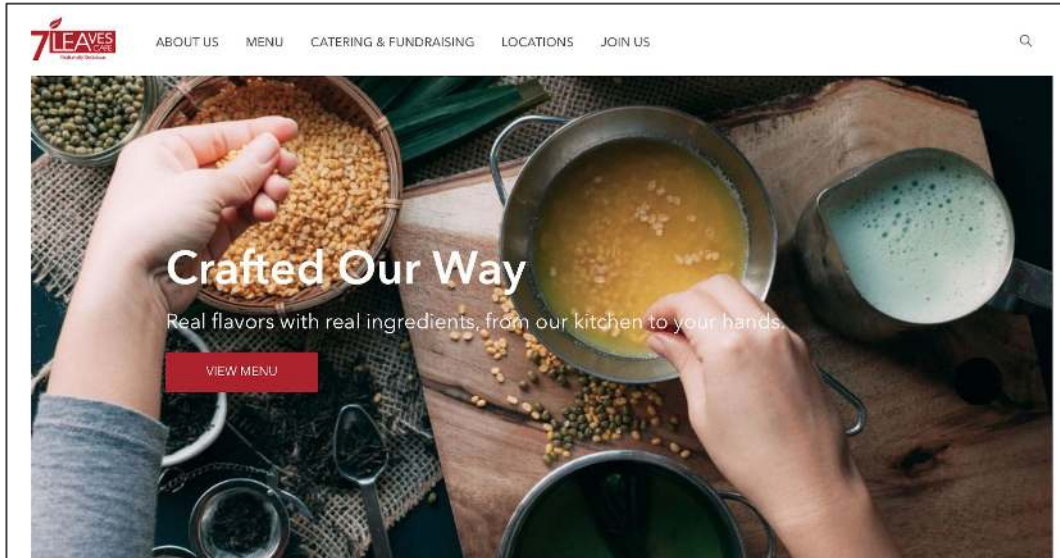
[the-alley.us](http://the-alley.us)

# BRANDING

HOW DOES THE BUSINESS  
PRESENT ITSELF?

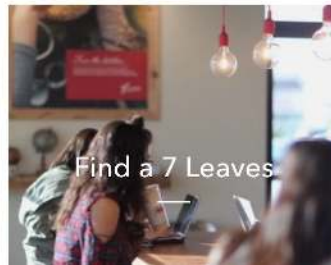


# 7LEAVES



7Leaves showcases the **process** and **ingredients** of their products. The website and chosen images reflect their **relaxing** philosophy centered around **community**.

- Clean and simple with minimal text
- Clear and craftful pictures



# BING HAUS



Bing Haus exudes a **mature environment** with a website that shows rather than tells. Bing Haus is the closest competitor to ICMonstar in regards to what it serves.

- Sleek and minimal website that showcases the space well
- Simple one-page layout
- Well-shot photos of products

## COFFEE

Haus Drip Coffee	2 hot / 2 iced.
Espresso	2.5
Americano	3 hot / 3.25 iced

## ROLLED ICE CREAM 6.25

Strawberry
vanilla base with cheesecake and animal cracker toppings.
Green Tea

## SOFT SERVE

(flavors change monthly! Call us or check out our instagram to get an update!)

Cup	2.50 - \$3
Sugar Cone	2.50 - \$3
Ice Cream by the Sea	4.50

# GUILTEA CRAVINGS



Guiltea Cravings displays the unique **curiosities** of their shop.

- Aesthetically pleasing photos (snacks, location, seats, drinks)
- Popular and favorite drinks with minimal description
- Pictures of exterior and interior

There are **three fonts** used on the site, different from the store logo and **diluting** the brand.





# KUNG FU TEA

FREE SHIPPING ON ORDERS OVER \$25. NO PROMO CODE NEEDED!

KUNG FU TEA 功夫茶

ABOUT US | MENU | PRODUCTS | APP | FRANCHISE | PARTNERSHIPS | LOCATIONS | MERCHANDISE

NEW FLAVOR

## CHA-CHA TO SESAME MATCHA

COLD HOT  
LACTOSE FREE!

SWEET, RICH, AND AROMATIC.  
KUNG FU TEA'S NEW SESAME MATCHA  
WILL SWEEP YOU OFF YOUR FEET!

PRODUCT ONLY AVAILABLE AT PARTICIPATING LOCATIONS.  
PLEASE CONTACT YOUR LOCAL STORE FOR AVAILABILITY.

FIND YOUR LOCAL STORE

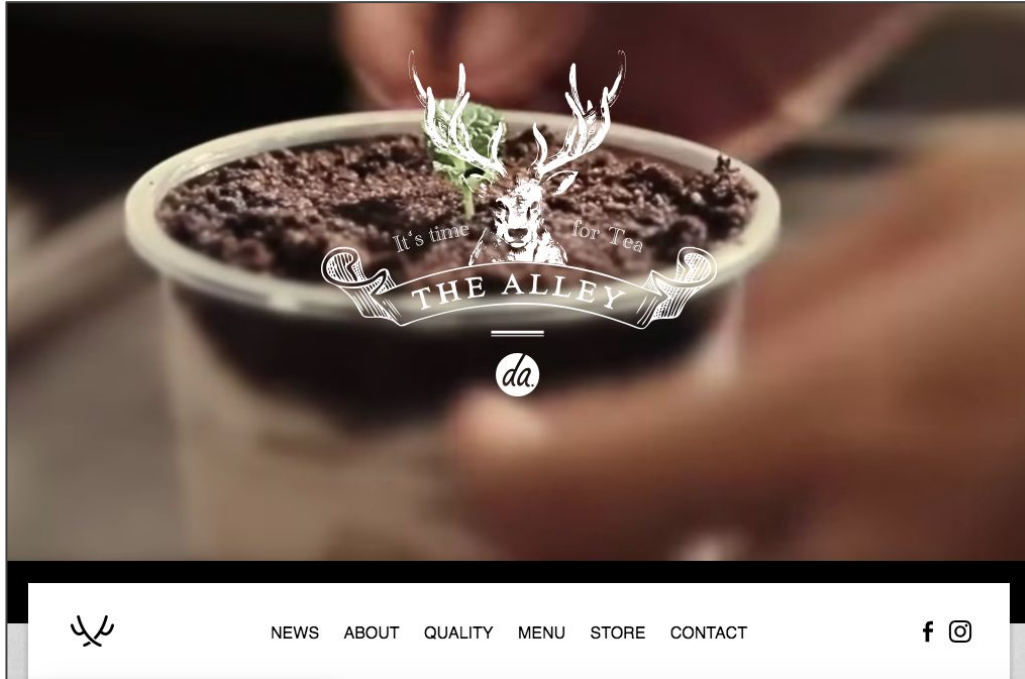
ITEM OF THE MONTH  
BLACK BELT EDITION TEA SET

LATEST ON INSTAGRAM

Kung Fu Tea is **in your face** from first sight, karate-chopping the user's sensibilities with promoted products. The site clearly reflects their **bold** but **corporate** personality - the colors, fonts, and copy are all **promotional**.

- Bright color scheme and banners
- Updated with latest items in season

# THE ALLEY



The Alley promotes their brand through the distinctive logo and coordinated **vintage** aesthetic. This site reflects The Alley's **sophisticated** atmosphere with complementary minimal antler logo and clean header.

- Simple website with visuals
- Distinctive large logo in center view

However, the vibe does not feel exactly like a tea shop, projecting more of a brewery or outdoorsy image.

# 7LEAVES



**Logo:** Emphasizes the tea aspect of their brand. Quiet and **calming**. The sans serif lends a peaceful and **simple** vibe.

**Color Scheme:** Subdued red and gray, tasteful.

**Slogan:** “Coffee, Tea, and Goodness”



# BING HAUS



**Logo:** Black on white. **Minimalistic** with two lines/shapes. Evokes a sense of “**home** away from home”. More emphasis on the **text** and what they offer.

**Color Scheme:** Black and white, as minimal as one can get.

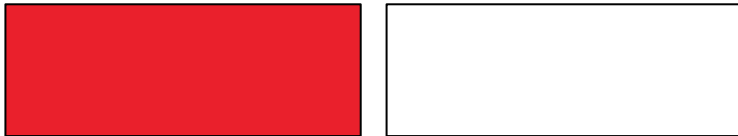


# GUILTEA CRAVINGS



**Logo:** **Bright** and **balanced**. The shop initials are tastefully arranged to form a cup and heart at the center of the circle, symbolizing **unity** and togetherness. The curves give it a more **whimsical** vibe. More ornate logo than other boba shops.

**Color Scheme:** Bright red and white. Unique color choice, but **consistently** used on the site.



# KUNG FU TEA



**Logo:** The logo is uniquely shaped with two distinct parts. Both parts are a **rounded square** - making it different than other rectangular or circular logos. It includes a **bold** red, a white, and a black combined. It conveys a more **playful** vibe.

**Color Scheme:** Red, Black, White. Site branches out in color palette with same intensity hues.

**Slogan:** "Fresh - Innovative - Fearless."



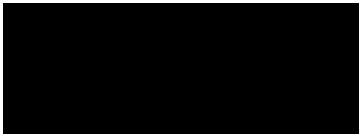
# THE ALLEY



**Logo:** Bold with two colors: white on black, features a deer. It conveys a tasteful, **sleek**, and **sophisticated** vibe. The serif font gives the overall tone a more **serious** weight.

**Color Scheme:** Black and white, as minimal as one can get.

**Slogan:** “It’s time for Tea!”



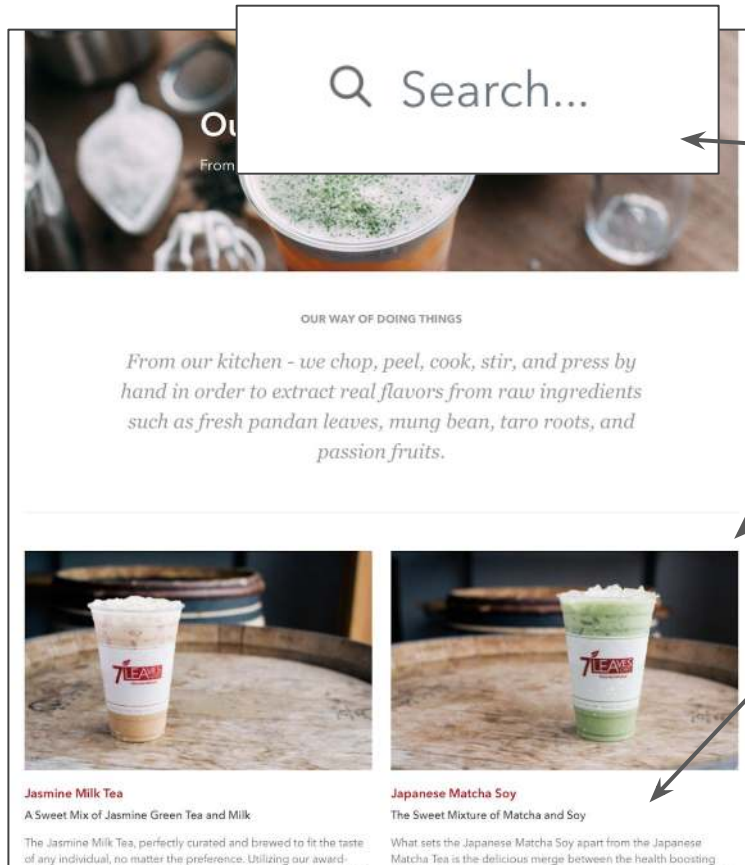
# FUNCTIONALITY

WHAT MAKES THE  
BUSINESS WORK?





# 7LEAVES



Search...

OUR WAY OF DOING THINGS

*From our kitchen - we chop, peel, cook, stir, and press by hand in order to extract real flavors from raw ingredients such as fresh pandan leaves, mung bean, taro roots, and passion fruits.*

**Jasmine Milk Tea**  
A Sweet Mix of Jasmine Green Tea and Milk

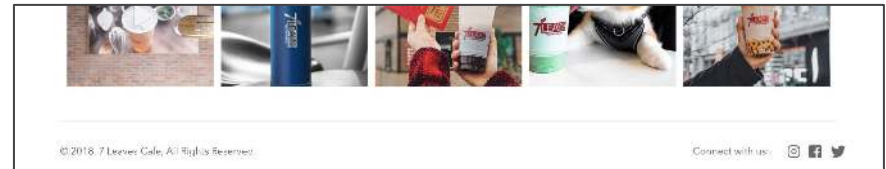
The Jasmine Milk Tea, perfectly curated and brewed to fit the taste of any individual, no matter the preference. Utilizing our award-

**Japanese Matcha Soy**  
The Sweet Mixture of Matcha and Soy

What sets the Japanese Matcha Soy apart from the Japanese Matcha Tea is the delicious merge between the health boosting

Along with the usual navigation menu, 7Leaves has a **search bar** (perhaps redundant on a site of this size). In the footer, the **image gallery** integrates Instagram photos with social media links.

7Leaves also offers a great menu that has tasteful **pictures** paired with generous **descriptions** to inform the visitor about the drink. Their **small drink menu** allows them to focus more on each individual drink. However, **no prices** are displayed, a crucial feature many customers care about.



# BING HAUS



Bing Haus offers a clear image of its **interior** aesthetic, allowing customers to gauge **seating space**.

- Physical space is **consistent** with brand's color scheme and font

Additionally, the image slideshow with **popular** choices give off a **professional** vibe.

- Accurate products let you know what you're ordering
- **Colorful** and **attractive** products entice the visitor

# BING HAUS

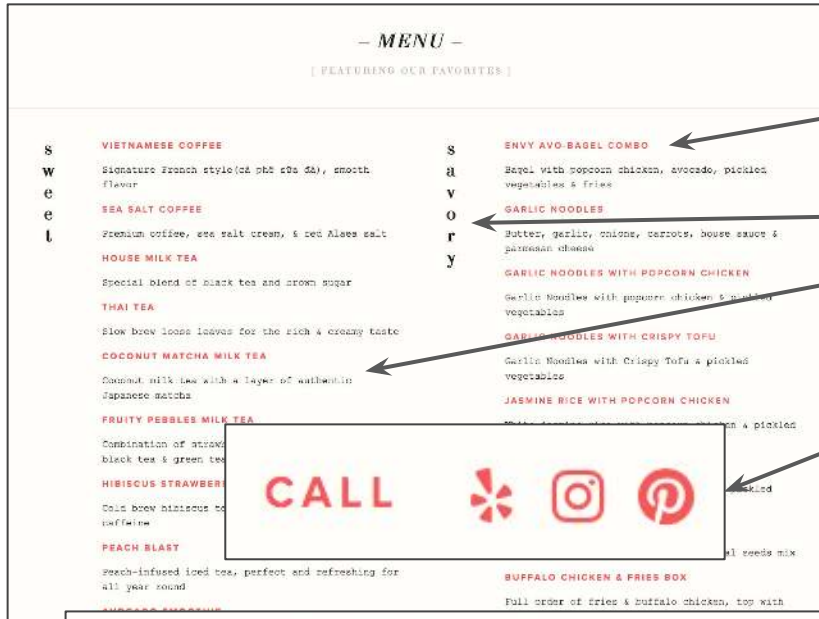
COFFEE	ROLLED ICE CREAM 6.25	SOFT SERVE (flavors change monthly! Call us or check out our Instagram to get an update!)
Haus Drip Coffee 2 hot / 2 iced	<b>Strawberry</b> vanilla base with cheesecake and animal cracker toppings	Cup 2.50 - \$3
Espresso 2.5	<b>Green Tea</b> green tea base with mochi and strawberry toppings	Sugar Cone 2.50 - \$3
Americano 3 hot / 3.25 iced	<b>Cookies and Cream</b> vanilla base with wafer stick, cookie crisp, and fudge toppings	<b>Ice Cream by the Sea</b> 4.50 fish-shaped waffle filled with soft serve and fruit
Cappuccino 3.5	<b>Banana</b> vanilla base with fudge and strawberry toppings	
Latte 3.5 hot / 3.75 iced	<b>Black Sesame</b> black sesame base with honey, mochi, and sesame toppings	
Mocha 4.25 hot / 4.75 iced	<b>Coffee</b> coffee base with heath bar and banana toppings	
SPECIALTY DRINKS	<b>Thai Tea</b> thai tea base with grass jelly and condensed milk toppings	<b>BINGSOO</b>
Matcha Latte 4.25 hot / 4.5 iced	<b>Cereal</b> vanilla base with choice of cereal and banana toppings (fruity pebbles / cinnamon toast crunch / cocoa pebbles)	Patbingsoo Shaved Ice 10 various fruits, red bean, mochi, fruity pebbles, condensed milk, grain powder and vanilla soft serve
Vanilla Mint Latte 4.25 hot / 4.5 iced		
Chai Latte 4.25 hot / 4.5 iced		
Hot Chocolate 3		<b>SHAVED SNOW</b>
Affogato 4.5		Milk with red bean 10
LOOSE LEAF TEA (all teas served hot)	<b>WE ALSO SERVE DIFFERENT FLAVORS MONTHLY! CALL US AND ASK US ABOUT OUR MONTHLY ROLLED ICE CREAM FLAVOR</b>	Milk with strawberry and cheesecake 10
Green Pomegranate 3.5		<b>MELON BINGSOO</b> (seasonal)
Black Earl Grey Creme 3.5		

Bing Haus' menu is **well-organized** in columns as well as rows, using simple **highlighting** (bold font) for food items.

Separated different desserts with larger, capital font.  
**Prices** clearly linked to food item

The customer can **easily tell** at a glance which items are available at what price.

# GUILTEA CRAVINGS



The Guiltea Cravings main menu is simple, minimalistic, and **color-coordinated** with the brand palette.

Highlighted categories

Provides **ingredients** so customers can better understand their orders

- No pricing

The **Call** link opens up the local phone app without giving any contact information. There are also **two menus** on the site, potentially confusing customers.



# KUNG FU TEA



With such a large menu, Kung Fu Tea streamlined its customer choices with the Promoted Items page, where the **categories** are clearly stated.

**Top-down perspective** and ingredients immerses the user in the drinks  
Hovering gives name, details, side view, and **taste profile**

## KUNG FU TEA MERCHANDISE



As a chain, Kung Fu Tea has a special interest in promoting its merchandise with a **clean arrangement** and hi-def pictures.

**Prices** and contents clearly stated  
“More Details” page lets user **move** between products easily  
“More Details” page subtly decorated with **minimalistic** background and **influential** copy

# THE ALLEY



The Alley instantly hooks a visitor with its aesthetically pleasing and **informative video background**.

- Shows **process** of how a drink is made
- Various close video shots of the process
- Looks delicious - **tempts** customers

The customer can view The Alley's **news** and history as they scroll down, visit its Facebook and Instagram pages, or search up its location with a **direct Google Maps** link.



# ANALYSIS

- 7Leaves, Bing Haus, and Guiltea Cravings have **distinctly different menus** with key formatting aspects based on what they serve.
  - ICMonstar is most closely related to Bing Haus -- they serve a multitude of desserts and the format will be useful in creating the IC menu. 7Leaves and Guiltea have interesting color schemes and menu photos that we want to bring to the ICMonstar menu.
- Special functions like **catering** and **merchandise** are new to ICMonstar but can be inspired by 7Leaves and Kung Fu Tea's websites.
  - Catering from 7Leaves leads the user to a clean application that details the items they want, the time, and place, reflecting ICMonstar's current catering.
  - Merchandise sold on Kung Fu Tea are displayed with bright pictures
- Special locations for **promoted items** and video backgrounds from Kung Fu Tea and The Alley are ways to **highlight** certain items.
  - These formats are useful for specific tasks like showing deals and favorites as well as a visual to cement the brand.

# SUMMARY

- Find out location and store hours (*offered by all competitors*)
- Go through social media related to the business (*offered by all competitors*)
- Menu with clear pricing and categories (*offered by most competitors*)
- Find out the top or promoted items (*offered by most competitors*)
- Contact the store through the website (*offered by most competitors*)
- Catering request forms (*offered by a few competitors*)
- Fundraising request forms (*offered by a few competitors*)
- See the process of making the product (*offered by a few competitors*)
- Merchandise with functional checkout (*offered by one competitor*)
- Suggest new ideas or offer feedback (*offered by one competitor*)



# CONTENT


WHAT IS THE BUSINESS  
GIVING THE CUSTOMER?



# 7LEAVES

OUR MISSION STATEMENT

*"To enrich and embrace the human experience through our commitment to serve the very best coffee, tea, and goodness in every cup, in every community."*






Summer Mint™

The essence of summer here is encapsulated in the form of our newest drink – the Summer Mint, taking inspiration from steaming, yet delicious green tea drinks sold by street vendors across Vietnam, the base of the Summer Mint is our special in-house green tea infused with lotus flowers mixed with real passion fruit juice. Now add in two mint and a slice of orange, and you have the perfect, refreshing medley of flavors waiting for you to create the Summer Mint. Now available at all 7 Leaves Cafe locations!

Brookhurst Store Is Here!

7 Leaves Cafe's newest home! In 2012, our first location opened its doors to Little Saigon and with the continued love and support from the community, we have grown into the company that we see today. After our six years of venturing out of our hometown to learn and fine tune our craft, it is time for us to head back and make Little Saigon proud. This brand new 7 Leaves Cafe Drive Thru is located in the intersection of Brookhurst Street and Mitchell Avenue right in the heart of Little Saigon.



The Highlights section of the main page promotes the chain's **mission statement**, the **drink** of the season, and the business' **newest location**.

The **image gallery** links directly to its Instagram and showcases all aspects of the business, from drinks to merchandise to interior.

# BING HAUS



Bing Haus' **menu** layout is nicely organized and highlights their specialty product, **rolled ice cream**, in the friendly yet stylish Raleway.

The **promotional images** are presented without commentary. They are photoshoot quality with high resolution and cover a variety of individual drinks/desserts.

The **logistical details** are grouped under "About Us", with a muted gray and white color palette.

There are **no details about** the history or inspiration behind the store. This makes the brand feel sleek, but somewhat **unwelcoming** and **snobby**.



PHONE  
619.441.4100

LOCATION  
4410 Camino San Diego  
San Diego, CA 92116

HOURS  
Sunday 10am-5pm  
Monday 10am-5pm  
Tuesday 10am-5pm  
Wednesday 10am-5pm  
Thursday 10am-5pm  
Friday 10am-5pm  
Saturday 10am-5pm

# GUILTEA CRAVINGS

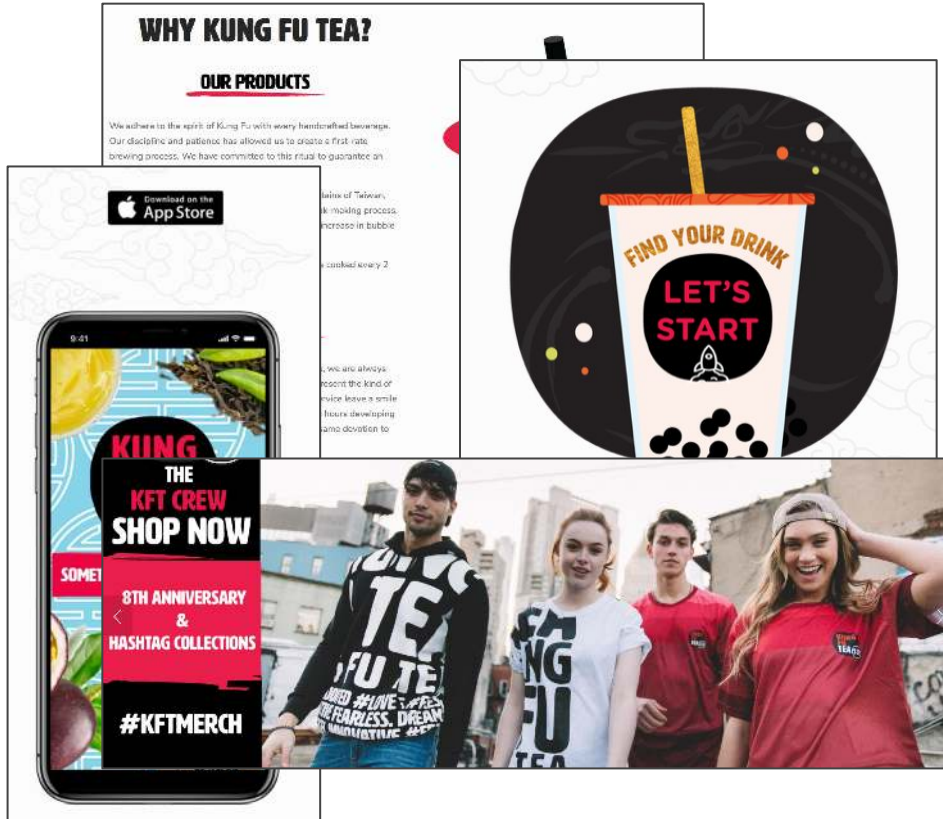


The website is not immediately appealing. **Pictures** are of varying quality and focus on macarons, ignoring almost all other products. The **menu** comes in two forms, potentially confusing customers.

The **image gallery** is of higher quality, but does not link anywhere or add any context.



# KUNG FU TEA



Kung Fu Tea has a noticeably more active online presence than other tea shops, with an **app**, a large line of **merchandise**, and over 200 locations in the US. The **drink menu** takes up 6 pages alone, ensuring there is a drink for every customer.

Kung Fu Tea is eager to spread its brand, with 4 pages **about** the business and more emphasis on **promotions and franchising** than other competitors.

# THE ALLEY



Unlike the other competitors in this analysis, The Alley does not have its **menu** anywhere on the site, an oversight by the developers.

The **video banner** is eye-catching, but the block below it feels plain and **redundant**.

The images are of good quality, but do not have much accompanying detail. There is **too much text** concerning The Alley's story and mission that most people will not sit down and read.

## It's time for Tea!

Big and small plants in life transcend into experiences; we try to combine living and design into a life style, to devote into art and cultural events, to develop heartwarming handcrafted living designs, to achieve touching moments through the process.

Casually sitting in The Alley, wander and imagine the ideal life, savour a cup of afternoon tea in a comfy setting, immerse in a springtime dream like the subtle delight of honey, such unspeakable snugness will soak through your heart via The Alley drink, it's time for tea!

A good cup of tea is hidden within each and every one's heart. On that relaxing afternoon, bath in sunshine's warmth, sprinkle by breezy wind, charmed by a lover's smile, fulfilled by the pleasing aftertaste. Romance: the touching satisfaction from that first cup of good tea, to share this delight with everyone, to keep us with this originality, give rise to "The Alley".

We firmly believe one drinks sentiment from tea, devour a sense of happiness. We hope to hide this among the deepest part of your heart, the part of indescribable sentiment that one look forward to. Through the drinks of The Alley, to construct the expression of life well-lived.



# SUMMARY

CONTENT	7LEAVES	BING HAUS	GUILTEA CRAVINGS	KUNG FU TEA	THE ALLEY
IMAGES OF PRODUCT	X	X	X	X	X
LOCATIONS	X	X	X	X	X
HOURS	X	X	X	X	X
SOCIAL MEDIA	X	X	X	X	X
CONTACT	X	X	X	X	X
MENU	X	X	X	X	
PRODUCT DESCRIPTION	X	X	X	X	
IMAGES OF SPACE	X	X	X		
APPLY / JOIN US	X		X	X	

# SUMMARY (cont.)

CONTENT	7LEAVES	BING HAUS	GUILTEA CRAVINGS	KUNG FU TEA	THE ALLEY
PROMOTED ITEMS	X			X	X
CATERING	X		X		
FUNDRAISING	X		X		
PRESS / NEWS	X			X	
PRICING		X	X		
REVIEWS			X	X	
NEWSLETTER			X	X	
MERCHANDISE				X	
NUTRITION				X	



# SUMMARY (cont.)

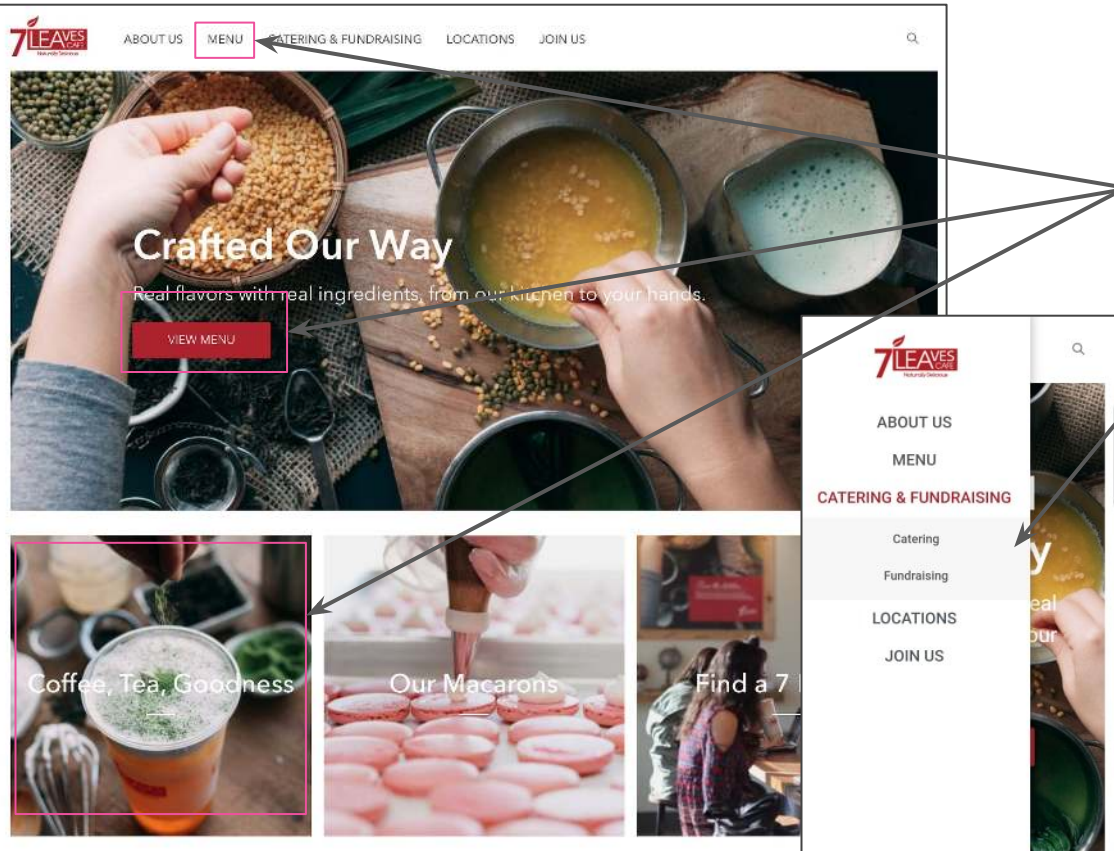
CONTENT	7LEAVES	BING HAUS	GUILTEA CRAVINGS	KUNG FU TEA	THE ALLEY
SUGGESTIONS				X	

# SITE ARCHITECTURE

HOW IS THE BUSINESS  
ORGANIZED?



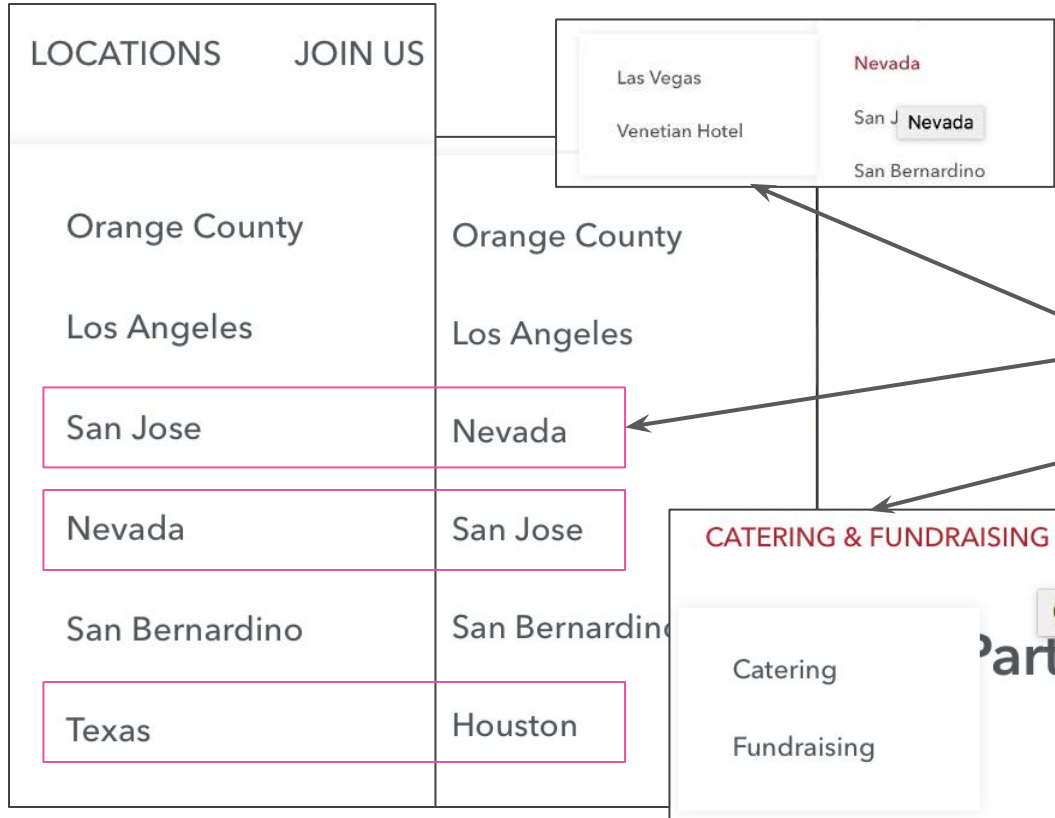
# 7LEAVES



7Leaves directs the user to its menu with its splash banner -- **three links** on the front page lead to the menu.

On **mobile**, the navigation items are neatly hidden in a sticky burger menu on the left with a search bar on the right. The necessity of the search bar is questionable.

# 7LEAVES



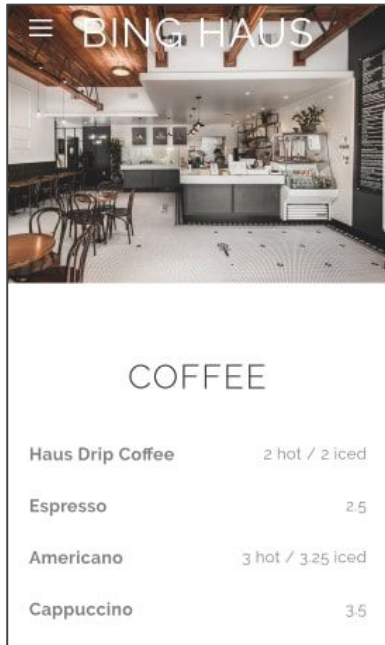
The Locations and Join Us secondary labels are **inconsistent**. Neither list is in alphabetical order, they alternate between Texas and Houston, and there are additional tertiary labels for Nevada.

The secondary labels overall seem **redundant**, as Catering & Fundraising are two separate pages under one label and the Locations/Join Us labels could be bundled into the application form.

# BING HAUS

MENU

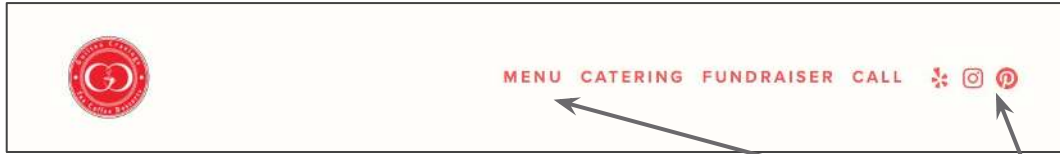
ABOUT US



Bing Haus uses a **single-page layout** with only two navigation items. The **Menu** directs one to the menu about halfway down the page, while **About Us** sends the user down to the bottom where a map, hours, and phone number reside. There are **no additional details** about the store.

On **mobile**, the Menu and About Us items are neatly hidden in a sticky burger menu on the left.

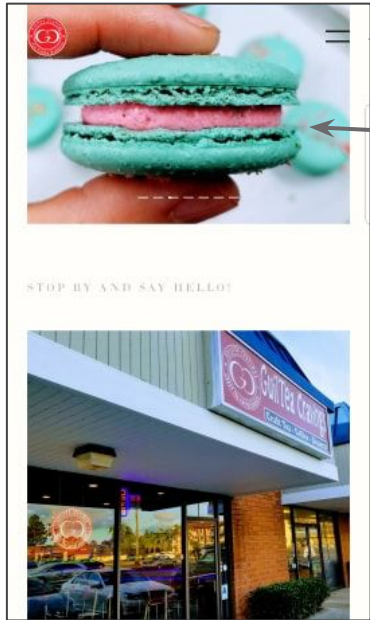
# GUILTEA CRAVINGS



Guiltea Cravings prioritizes the **mailing list** and **store hours** over the menu. **User testimonials** and **Careers** are left ignored at the bottom. The **logistical details** are scattered around the site, which was last updated in 2015.

- Navigation links are targeted towards **Catering** and **Fundraising**.
- **Menu** directs to images of the in-store menu, rather than the organized text on the homepage.
- **Social media** links are almost lost on the rightmost side of the navigation bar..
- The left slogan looks deceptively like the navigation.

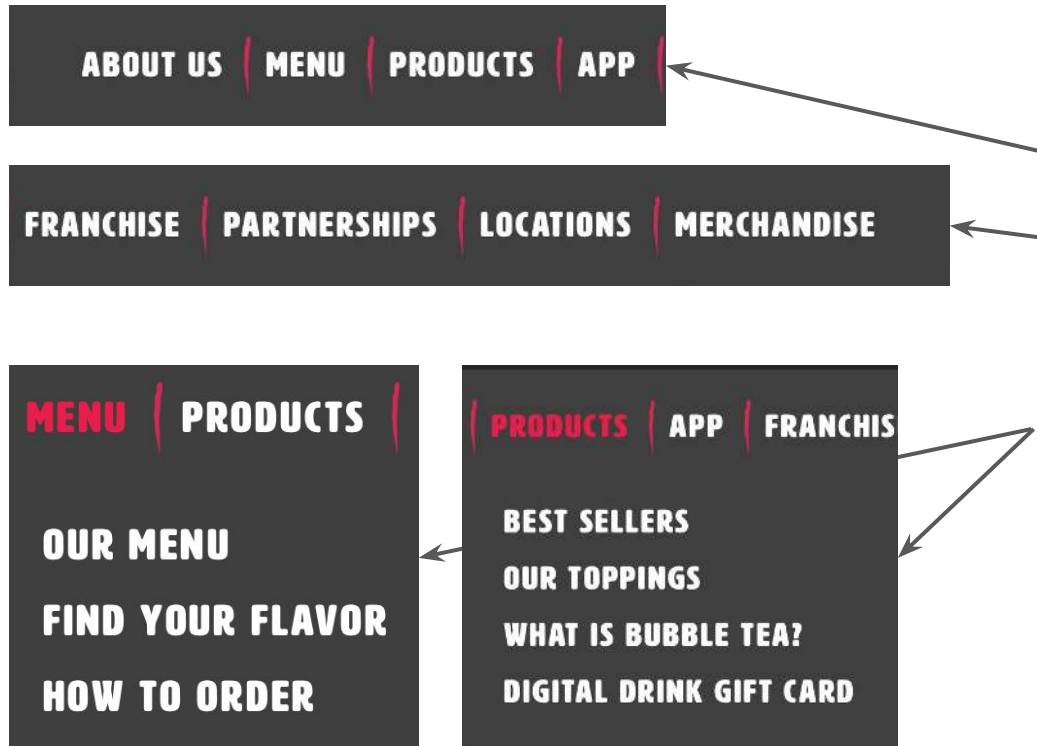
# GUILTEA CRAVINGS



On **mobile**, the navigation items are neatly hidden in a sticky burger menu on the right. The **header image** is not as overwhelming as it is on a laptop.

The dropdown is not in alphabet order but prioritizes the most important link to the cafe- the **menu**.

# KUNG FU TEA

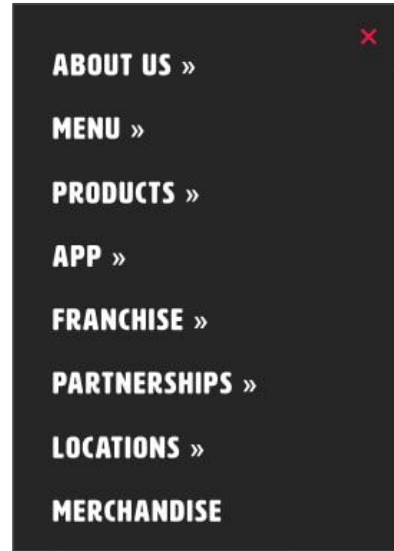
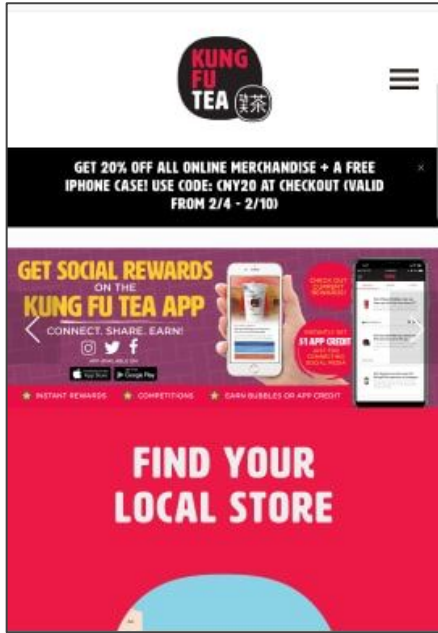


Kung Fu Tea's site architecture is vast, since it has lots to offer. The first half of the navigation bar is geared towards **individual customers** who are interested in Kung Fu Tea's drinks. The latter half targets parties interested in **expanding the chain** and purchasing non-drink items.

There is a bit of **ambiguity** between Menu, Products, and Merchandise, but otherwise the navigation is well-organized for the amount of content the site contains.



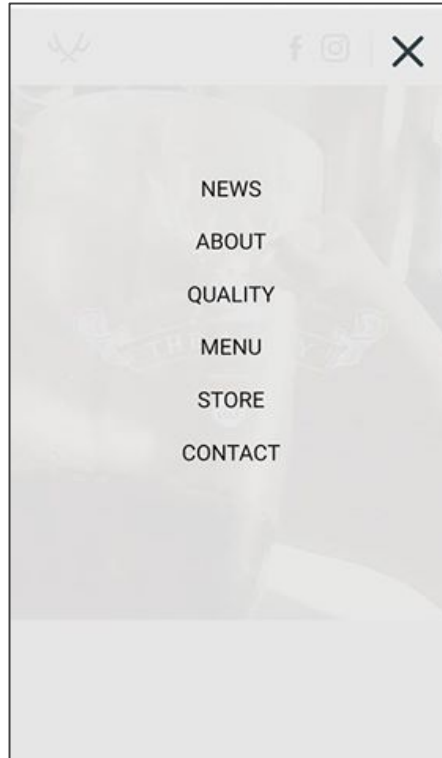
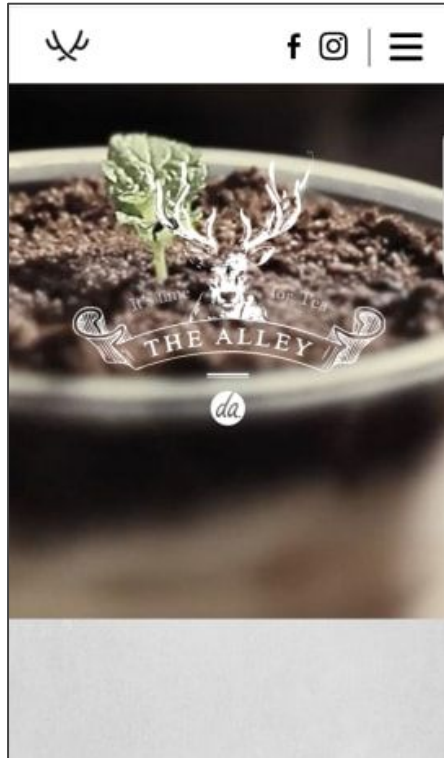
# KUNG FU TEA



On **mobile**, the navigation items are neatly hidden in header featuring the logo and the burger menu on the right.

The navigation bar is not sticky, perhaps because the logo is extremely large.

# THE ALLEY



The Alley keeps it simple with a single-page layout. Its priorities are laid out left to right on the navigation bar: **News, About, Quality, Menu, Store, Contact, Social Media.**

It prioritizes the story behind the store more than the things it offers.

# NAVIGATION

HOW IS THE BUSINESS  
NAVIGATED?



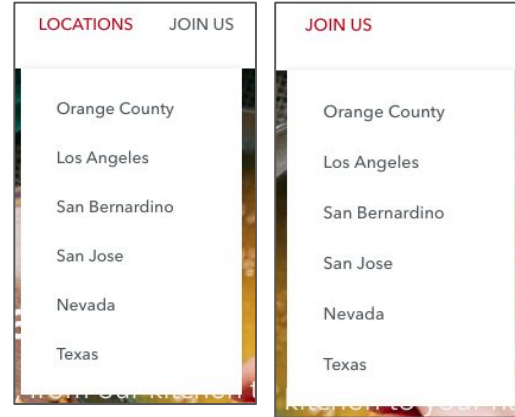
# 7LEAVES



## What Worked

7Leaves has most of its information in **two levels** of navigation. The **first level** at its homepage includes About Us, Menu, Catering & Fundraising, Locations, and Join Us. All of these were **clear and intuitive**.

About Us leads to Our Story which is a view-only page and Contact Us which has a form for customer information and feedback. Menu has Our Drinks and Our Macarons both of which lead to pictures and text on menu items. Catering & Fundraising lead to two different applications with the option to Submit.



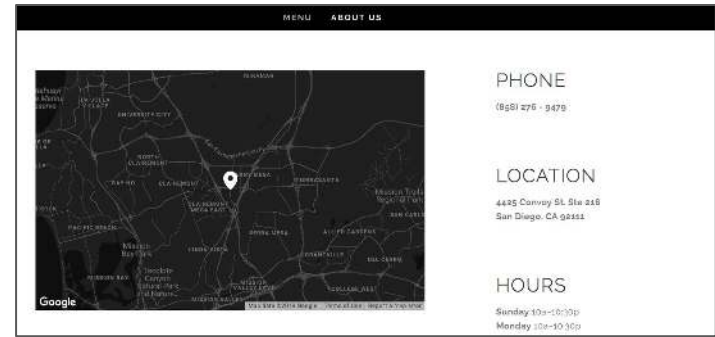
## What Didn't Work

The **Locations and Join Us** had the same locations in the drop down menu. The Locations secondary navigation simply acted as markers to the Locations page. It is **unnecessary and unintuitive**.

# BING HAUS



COFFEE		ROLLED ICE CREAM 6.25	SOFT SERVE	
Haus Drip Coffee	2 hot / 2 iced	<b>Strawberry</b> vanilla base with cheesecake and animal cracker toppings	Cup	2.50 - 5.30
Espresso	2.5	<b>Green Tea</b> green tea base with mochi and strawberry toppings	<b>Sugar Cone</b>	2.50 - 5.30
Americano	3 hot / 3.25 iced	<b>Cookies and Cream</b> vanilla base with wafer stick, cookie	<b>Ice Cream by the Sea</b>	4.50
Cappuccino	3.5			
Latte	3.5 hot / 3.75 iced			
Mocha	4.25 hot / 4.75 iced			



## What Worked

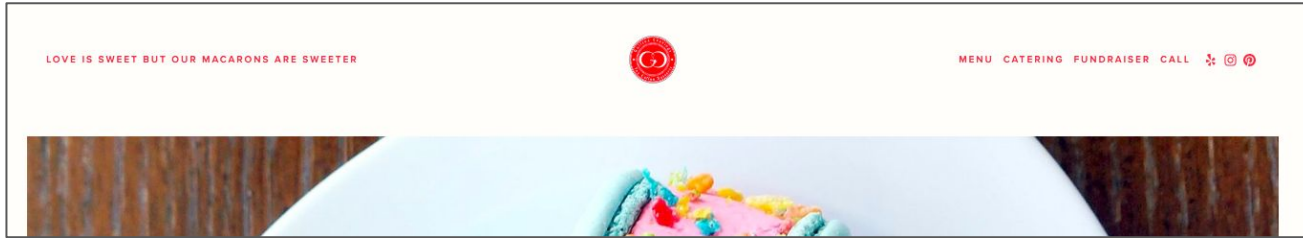
The simplicity of the website adheres to the aesthetic of Bing Haus and the **menu** can be **easily accessed**.

## What Didn't Work

The **About Us** neglects to inform the user about the actual cafe and does not provide an option to contact the store directly.

A single scrolling page can be a **lot of scrolling** for visitors needing to navigate around the site.

# GUILTEA CRAVINGS

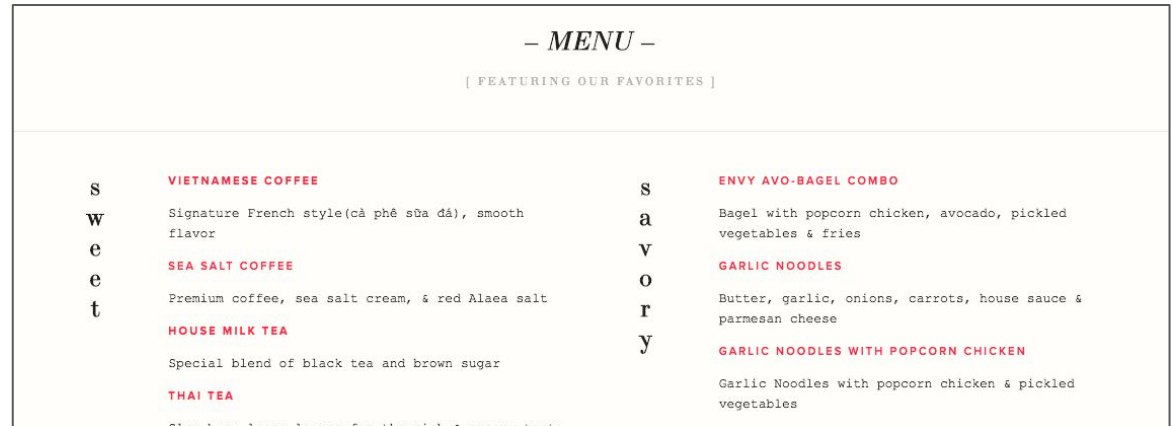


## What Didn't Work

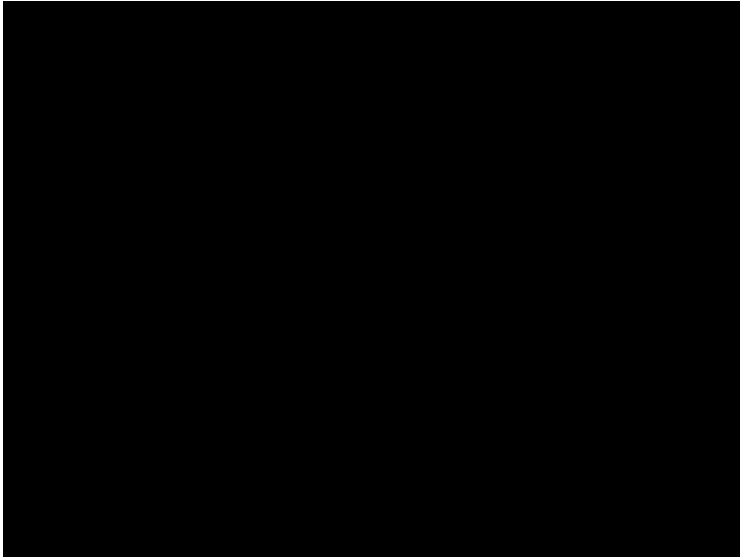
The size of the **font** is **too small** for the format of the page. Note the size of the image of a whole macaron.

## What Worked

The **menu** is **nicely organized** with both color and font to distinguish from each menu item. There is adequate explanation for each item as well.



# KUNG FU TEA



Video Link: <http://bit.ly/KFTNav>

## What Worked

The **menu** items are interactive and share information about the ingredients included. The pictures are **appealing and clearly categorized**. The menu also has a text-only format where the items can be easily read. If a user does not want to read the ingredients, they are able to quickly scan the text menu as well.

# THE ALLEY



NEWS

ABOUT

QUALITY

MENU

STORE

CONTACT



## What Worked

The social media links are small but separated enough to make them **noticeable**. They are also promoted on the mobile site.

## What Didn't Work

There are no hidden secondary labels, but the wording of the navigation items are sometimes **vague** and **ambiguous**.



# SUMMARY - PRIMARY LABELS

PRIMARY LABELS	7LEAVES	BING HAUS	GUILTEA CRAVINGS	KUNG FU TEA	THE ALLEY	TOTAL
MENU / DRINKS	X	X	X	X	X	5
SOCIAL MEDIA	X	X	X	X	X	5
ABOUT US	X	X	X		X	4
LOCATIONS	X			X	X	3
CATERING / FUNDRAISING	X			X		2
CONTACT US				X	X	2
APPLY / JOIN US	X					1

# SUMMARY - PRIMARY LABELS (cont.)

PRIMARY LABELS	7LEAVES	BING HAUS	GUILTEA CRAVINGS	KUNG FU TEA	THE ALLEY	TOTAL
APP				X		1
FRANCHISE				X		1
PRODUCTS				X		1
MERCHANDISE				X		1
PARTNERSHIPS				X		1
PRESS / NEWS					X	1
QUALITY					X	1

# SUMMARY - SECONDARY LABELS

PRIMARY LABELS	7LEAVES	BING HAUS	GUILTEA CRAVINGS	KUNG FU TEA	THE ALLEY
MENU / DRINKS	Our Drinks Our Macarons			Our Menu How to Order Find Your Flavor	
SOCIAL MEDIA					
ABOUT US					
LOCATIONS	Orange County Los Angeles San Jose Nevada San Bernardino Texas			USA Australia Canada Vietnam	
CONTACT US					
CATERING / FUNDRAISING	Catering Fundraising				

# SUMMARY - SECONDARY LABELS (cont.)

PRIMARY LABELS	7LEAVES	BING HAUS	GUILTEA CRAVINGS	KUNG FU TEA	THE ALLEY
APPLY / JOIN US	Orange County Los Angeles Nevada San Jose San Bernardino Houston				
APP				FAQ	
FRANCHISE				Domestic International	
PRODUCTS				Best Sellers What is Bubble Tea? Our Toppings Digital Drink Gift Card	
PARTNERSHIPS				TKK Fried Chicken	
MERCHANDISE					
PRESS / NEWS					
QUALITY					

# DESIGN IDEAS

WHAT DO OTHERS  
DO WELL?



# 7LEAVES

## OUR MISSION STATEMENT

*"To enrich and embrace the human experience through our commitment to serve the very best coffee, tea, and goodness in every cup, in every community. "*

## Our Humble Beginning

Coffee, Tea, and Goodness are the very essence of what we serve. From the humble beginning in a small

Perfecting over the time span of a hundred years, Cafe Sua Da has become one of the world's most refined and popular drinks. Using our secret brewing technique and the finest coffee beans in the world, our House Coffee is the culmination of authentic Vietnamese-style coffee, famous for its delicately nutty and smooth flavor along with a taste that is distinctly our own.

7Leaves promotes its **brand** well. Its mission statement, slogan, and website copy are all carefully curated to provide a sense of **community** and **care** in their drinks and service.

- Simple, easy to understand language
- Personal style of writing instills **trust** in brand

# 7LEAVES

### Events & Catering

Pick Up	Full Service
<p><b>First Name*</b></p> <input type="text" value="John"/>	<p><b>Last Name*</b></p> <input type="text" value="Doe"/>
<p><b>Email*</b></p> <input type="text" value="john@domain.com"/>	<p><b>Phone*</b></p> <input type="text" value="523 588 8731"/>
<p><b>Preferred Pickup Location</b></p> <input type="text" value=""/>	
<p><b>Date</b></p> <input type="text" value=""/>	<p><b>Time</b></p> <input type="text" value=""/>
<p><b>Number of Half-Gallon Orders for House Coffee(Min of 8):</b></p> <input type="text" value=""/>	
<p><b>Number of Half-Gallon Orders for Vietnamese Coffee(Min of 8):</b></p> <input type="text" value=""/>	
<p><b>Number of Half-Gallon Orders for Sea Cream Black Coffee(Min of 8):</b></p> <input type="text" value=""/>	
<p><b>Number of Half-Gallon Orders for Sea Cream Jasmine Tea(Min of 8):</b></p> <input type="text" value=""/>	
<p><b>Number of Half-Gallon Orders for Mung Bean Milk Tea(Min of 8):</b></p> <input type="text" value=""/>	

#### Planning an Event?

Celebrate with us! Introducing a new and easier way to get your favorite beverages for all those special moments. Enter your information and a few details below and we will get back to you as soon as possible.

#### Have a Question?

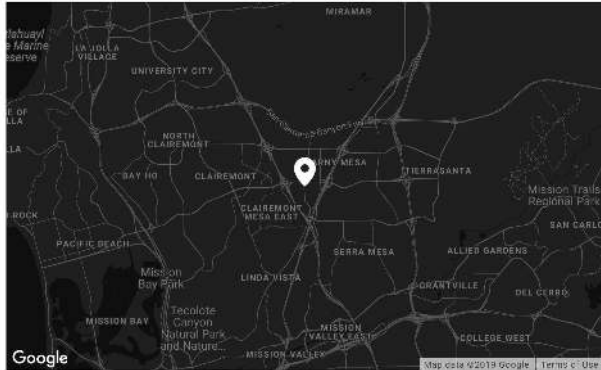
Contact us at [Events@7leavescatering.com](mailto:Events@7leavescatering.com).

Additionally, 7Leave's **catering** and fundraising forms are sufficiently detailed, giving off a **trustworthy** vibe to ensure that the customer's order is **customizable** and fulfilled correctly.

• Sidebar text is succinct and **informative**

• Differentiation between **Pick Up** and **Full Service**

# BING HAUS



## PHONE

(858) 276 - 9479

## LOCATION

4425 Convoy St. Ste 216  
San Diego, CA 92111

## HOURS

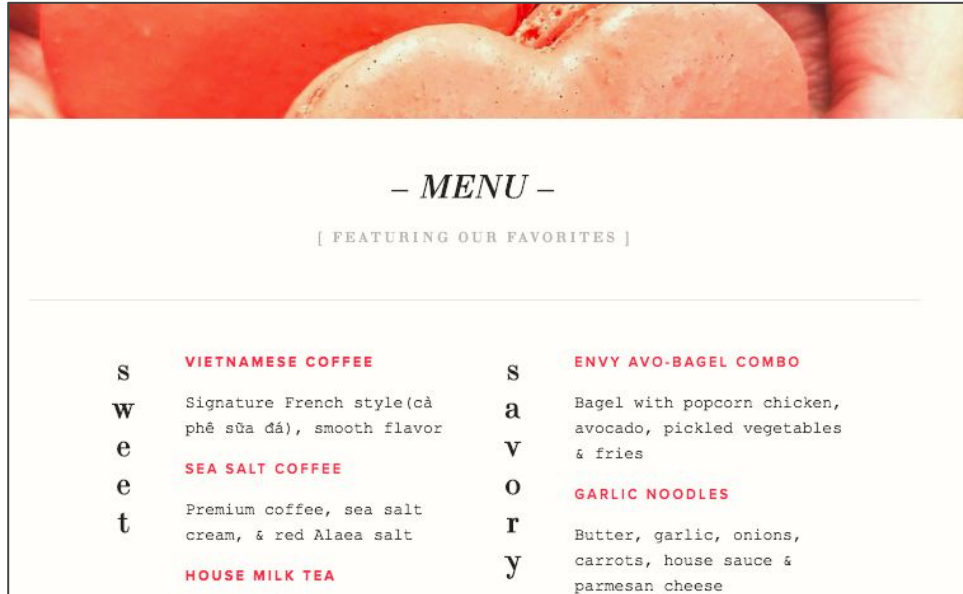
Sunday 10a-10:30p  
Monday 10a-10:30p  
Tuesday 10a-10:30p  
Wednesday 10a-10:30p  
Thursday 10a-10:30p  
Friday 10a-12a  
Saturday 10a-12a

Bing Haus distills the **most important features** of a tea/dessert shop into a single page. There are no promotions to distract you or extraneous text about the store.

- Displays **simplicity** through pictures and descriptions
- Provides customers necessary information (location, available hours, phone number)



# GUILTEA CRAVINGS



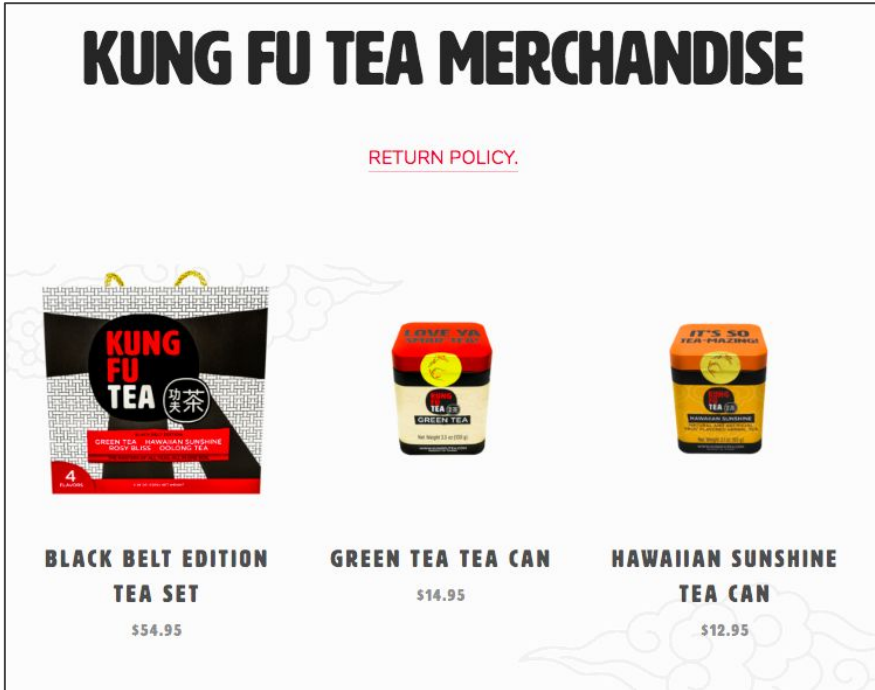
Guiltea Cravings primarily focuses on its **desserts** rather than dividing its customers' attention. The use of **contrast** between fonts and colors really highlights the things that Guiltea Cravings wants to promote.

- **Consistent** color scheme
- Use of color as highlight for food items
- Adequate descriptions on ingredients with contrasting font.

# KUNG FU TEA

## KUNG FU TEA MERCHANDISE

[RETURN POLICY.](#)



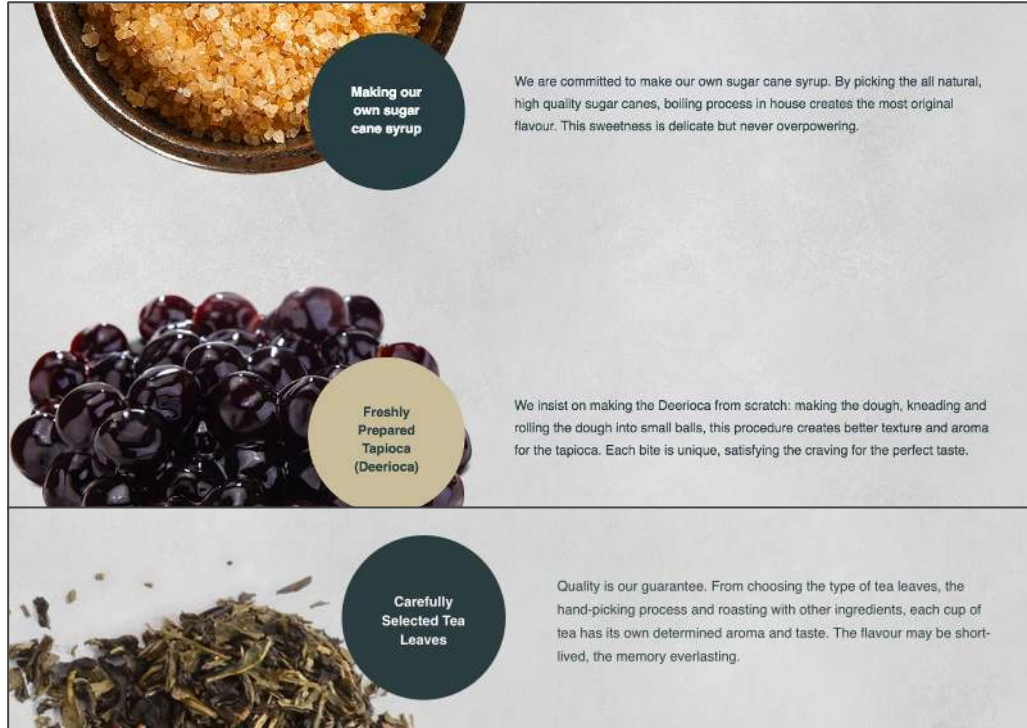
The image displays three items of Kung Fu Tea merchandise. On the left is a 'Black Belt Edition Tea Set' which includes a black and white patterned bag with a red base and a yellow handle. In the center is a 'Green Tea Tea Can' with a red top and a white body. On the right is a 'Hawaiian Sunshine Tea Can' with an orange top and a white body. Each item is accompanied by its name and price.

<b>BLACK BELT EDITION TEA SET</b> \$54.95	<b>GREEN TEA TEA CAN</b> \$14.95	<b>HAWAIIAN SUNSHINE TEA CAN</b> \$12.95
--	-------------------------------------	---

Although the site is packed with content, the individual pages are **simple** and **to the point**. This is most evident on the Merchandise page.

- **Organized** layout of merchandise with clear pictures.
- **Prices** clearly labelled
- **Color scheme** of products match the branding

# THE ALLEY



The Alley promotes the **quality** of its drinks over anything else. The copy and close-up images are **enticing**, even if there are a little too much of them.

- Placement of **ingredient** images with brand vision

# BOTTOM LINE

LEAVE WITH THESE  
THOUGHTS.



	7LEAVES	BING HAUS	GUILTEA CRAVINGS	KUNG FU TEA	THE ALLEY
BRANDING	Comforting and warm vibe with simple fonts and subdued colors.	Minimalistic and stylish with simple black and white lines.	Bright and welcoming, but slightly outdated.	Bold and fun with splashes of color and large capital font.	Rustic yet sleek; modernly rugged with a muted color palette. Does not evoke “boba cafe”.
FUNCTIONALITY	Menu is top priority. Offers Catering and Fundraising. Large images and text make the site intuitive to use.	Primary focus is on the menu and high-quality images of interior and store offerings.	Offers Catering and Fundraising. Not updated very often. Header image overwhelms the visitor.	Has Merchandise and App. Promoted Items page is well-developed and engaging.	Video background is attention-grabbing. Easy to scroll through, but frustrating to find the main items.
CONTENT	Menu is artfully detailed but lacks pricing. Inconsistent and redundant secondary labels.	No frills; just menu, a few images, and logistics. Highlights rolled ice cream.	Homepage menu is well-formatted, but site contains multiple versions. Images are hit-or-miss.	Many promotions and encouragements to engage with the brand.	No menu. Main focus is on the story behind brand and what makes its boba different.
SITE ARCHITECTURE	Homepage is carefully curated and doesn't overwhelm the user. Navigation is intuitive.	One-page layout. Simple and easy to use and scroll through.	Homepage contains key information. Catering, Careers, and Fundraising are extra.	Lots of features, but well-organized. A bit redundant in some places.	One-page layout. Navigation bar follows level of priorities. Somewhat vague.
DESIGN	Established with lots of thought; branding is unified and tied into every aspect of the site.	Provides the most fundamental and necessary items.	Clear focus and vision for the shop.	Simple and clean layout with dense detail.	Communicates and celebrates the quality of its product.

# MOODBOARD

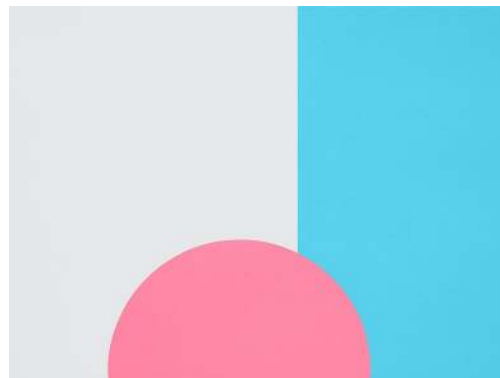
DESIGN INSPIRATION  
FOR ICMONSTAR





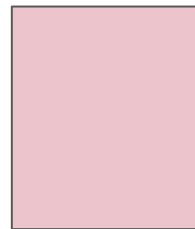
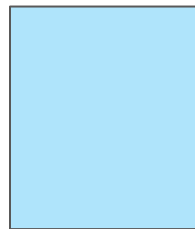
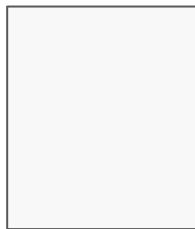
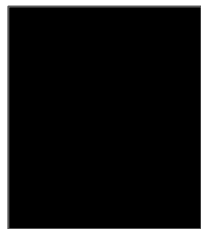


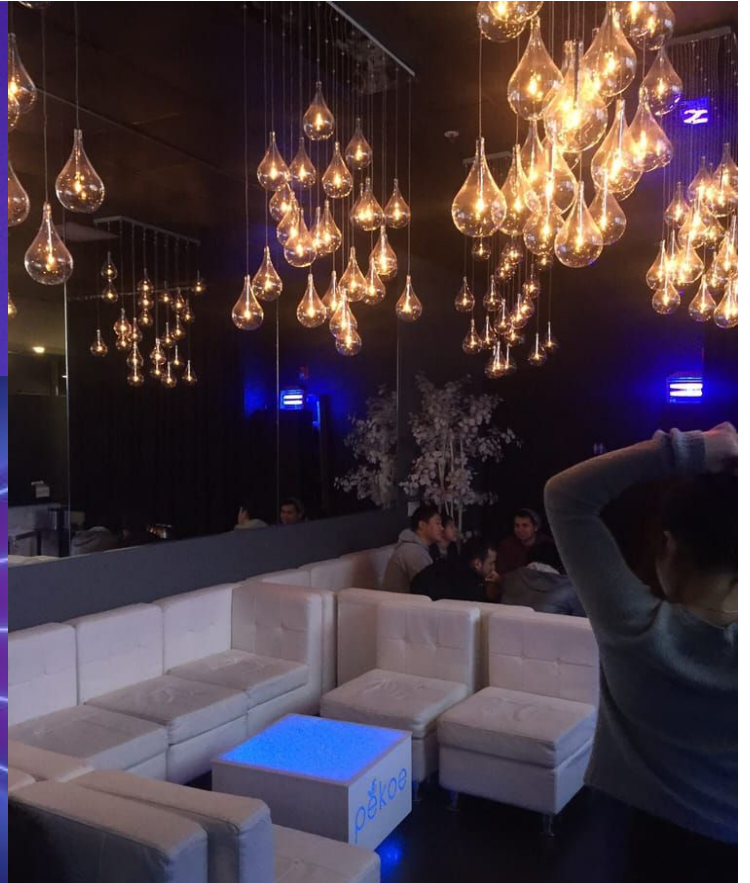
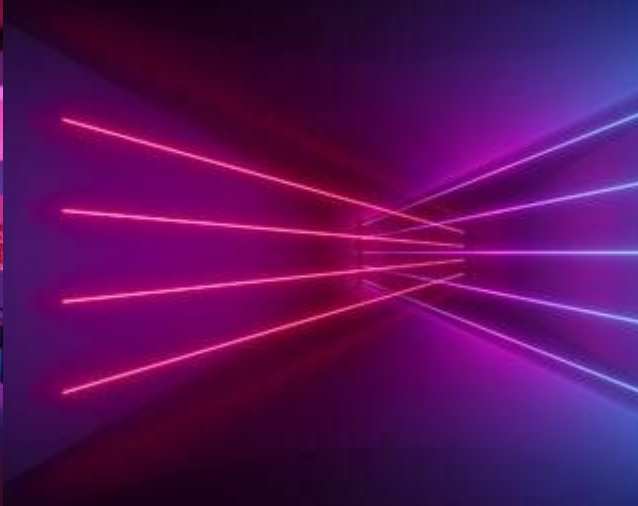




# SCHOOL BULLY

MONSTER DRINKS







# TAKEAWAYS

BRAND	<ul style="list-style-type: none"><li>● <b>Tone:</b> Clean, stylish, trendy, welcoming</li><li>● <b>Product:</b> Quality, healthy, homemade</li><li>● More <b>neutral</b> and minimalistic color palette: black, white, pastels</li></ul>
FUNCTIONALITY	<ul style="list-style-type: none"><li>● <b>Merchandise</b> store and checkout</li><li>● Catering / Fundraising forms</li><li>● Contact Us / <b>Feedback</b></li></ul>
CONTENT	<ul style="list-style-type: none"><li>● <b>Personal</b> story/background and press articles</li><li>● Promotions, deals, events</li><li>● Loyalty program and boardgame offerings</li><li>● <b>Menu</b> with pricing and appealing images</li></ul>
SITE ARCHITECTURE	<ul style="list-style-type: none"><li>● Emphasize quality and freshness of <b>ingredients</b></li><li>● Show links to <b>social media</b> images and reviews</li></ul>
NAVIGATION	<ul style="list-style-type: none"><li>● Only keep what is <b>necessary</b></li><li>● Don't crowd the menu with all the options; secondary labels can be smartly used</li></ul>
DESIGN	<ul style="list-style-type: none"><li>● <b>Simple</b> and clean; appropriate use of white space</li><li>● Highlight "local <b>mom-and-pop</b> shop" aspect</li></ul>