



ICMONSTAR

Cheerful spot offering made-to-order Thai rolled ice cream & sweet teas in a kid-friendly space.

ICMonstar, founded in 2017, is a fun-filled café located in San Diego, California. ICMonstar strives to make delicious tea beverages - including milk tea, bubble tea, and specialty monstar drinks - from only natural ingredients. In addition to brewing a variety of whimsical tea drinks, ICMonstar also doubles as a rolled ice cream shop. Specializing in crafting delectable Thai Rolled Ice Cream, ICMonstar is capable of satiating any sweet tooth's cravings. Snack on some soft serve, nibble on one of ICMonstar's rolled ice cream egg waffle tacos or sip on a housemade monstar drink. Whether you're here with friends or on the go, ICMonstar's drinks and rolled ice creams are sure to satisfy.

CLIENT SURVEY

Stakeholder: Jenna (founder of ICMonstar, CEO)

PART 1: THE COMPANY

How did ICMonstar get started? What is the story behind ICMonstar?

My partner and I visited Chelo Creamery, one of first rolled ice cream shops in LA, and we wanted to bring new ideas to San Diego. We started researching and bought a rolled ice cream machine to experiment with different recipes and flavors at home. We reached out to a friend who worked at Oo Tea, who taught us how to make boba and tea. We put our own twists on things and created fruity teas. When we first opened, it was a big hit, but we weren't prepared for the massive popularity.

How would you describe the branding of ICMonstar? Any challenges?

When we first opened, we intentionally catered to families and this is really reflected in our current branding with the cute cartoons. However, we ran into some legal issues with our store name (Monsters Inc. doesn't allow "Monster" in title of any brand) and it's been confusing for customers ("Is this named Monster or Monstar?"). Customers were also confused about what our old logo was - they thought it was a 3D Instagram logo instead of an ice cube monster. Our new logo is more elegant and stylish -- it is a tea leaf in the shape of the Chinese character for "luck", following our slogan "Lucky to have you". Our Monsters are now our "lucky mascots". It's also hard when my partner or I aren't at the shops because the employees act differently, like not wearing the uniform.

What are the products like? What sets ICMonstar apart from competitors?

ICMonstar's drinks are less sweet than other drink places. A 100% sugar level is other shops' 75% sugar. For example, our winter melon drink only uses 1 pump of syrup versus 2 pumps in other places, which led to some customer complaints about weak flavoring or unexpected coloring in "Monster" drinks. We are healthier and more natural with no use of artificial coloring. Our teas are based off of those made by Oo Tea, since an employee of Oo Tea was actually the one who taught us how to make boba. They are creamier and use better quality teas compared to other chain boba stores. We also had cheese cream topping before Happy Lemon and mini boba, but it was hard to promote these add-ons as a local store (non-chain).

Who is this company's competitors?

For ice cream, our main competitors are Bing Haus and Pacific Knots. For teas, examples would be Ding Tea, Sharetea, and any other boba shop in the San Diego area.

SUMMARY

We met Jenna in her ICMonstar shop in Mira Mesa where we interviewed her in between her helping customers. Jenna has a clear picture of where ICMonstar fits in and what it offers in comparison to other shops in the area. ICMonstar had an old website with outdated content that Jenna hoped we would be able to improve on. Ideally, she wants us to modify the source code directly to have a live website with eCommerce functionality at the end of our partnership. We emphasized that we could not promise a live website, but that we would do our best to try.

ANALYSIS

ICMonstar in both Mira Mesa and Convoy Street is located in a dense area with shops offering similar products. The business's current struggle is consolidating and promoting its brand / reputation. ICMonstar's constantly changing (and expanding) menu and aesthetic provided a challenge to the owner on creating a webpage in the past. Jenna is dedicated to building the best business she can. However, she is limited on money and time, juggling two locations and another business at once.

PART 2: THE USERS

Who are your customers? Who do you want to be your customers?

We get a lot of families with kids and many students. There aren't a lot of people over age 40 unless they have kids. It's mostly a younger crowd. We are slowly growing towards more mature kids like teenagers and college students. Our location in Convoy is already being revamped for a more mature demographic.

How do you retain customers?

We use the Loyalty app because it's cheaper than Fivestars, which wants \$600 per month. Before, we used stamp cards.

How are you attracting customers?

We are thinking about creating a "Weekend Happy Hour" where we use LED lights and offer drinks only at a flat discounted rate as a way to attract college-aged clientele, transforming our stores into more of a hang-out spot like Kung Fu Tea. We are also looking into implementing new trends, such as LED ice cubes and dry ice. The website could be a good way to attract customers as well to show them what we have.

SUMMARY

The initial target customers were families with young children so the previous mascots were created with them in mind. However, Jenna hopes to reach out to an older group of customers, namely teenagers and college-aged individuals. She wants to change the aesthetic of ICMonstar to one that is "mature, simple, and stylish" to appeal to the new group. Jenna is also looking into hosting fun events that make ICMonstar "a place to hang out" for youth.

ANALYSIS

Based off of online reviews, one main appeal of ICMonstar is the aesthetic of its drinks and the store. Their cute mascots are a crowd favorite especially with families and younger kids and are a valuable asset to use. However, in order to attract a more mature audience, the use of the characters would have to be more subdued and an adoption of a sleeker color scheme rather than the existing bright and colorful aesthetic is something to think about as well.

PART 3: THE WEBSITE

Which competitors do you think have a good website, and why?

7Leaves - I like the way they portrayed their brand. I think photos and pictures are the best marketing materials to have, as well as how you tell your story with wording.

What features do you need on the website?

Needed features are menu, press/feedback page, Contact Us, About Us, and locations of our stores. I want the site to have neutral, pastel, lighter colors like white, blue, black, and tan to reflect the physical store space.

What features would you like to have?

We want to start selling merchandise like T-shirts and have a feed of the most recent Instagrammed drinks from ICMonstar. Having a video banner would also be nice. Every boba shop kind of uses the same template.

What are the top sellers on the menu? Which items do you want to showcase?

We want to change people's perception of us from a desserts and ice cream store to a boba shop and really highlight our drinks. We also have excellent egg waffles and rolled ice cream in a variety of flavors. All our products are pretty unique.

What is the main thing about ICMonstar you want to highlight to customers?

We want guests to know about the quality and cleanliness of food and locations. For example, we make fresh boba every morning at 9am and use all natural ingredients. It's hard to change people's first impressions and communicate the quality, since they don't know how teas are made.

What content can you provide us?

I have old graphics files from our last website designer with the website layout and several assets. I will also give you the new logo and full menu.

SUMMARY

ICMonstar has a website we did not know about since it has been offline for two months. Jenna is mostly happy with the current site, but pinpointed several sections that she would like updated (i.e. Menu, About). Looking over sites of similar businesses, she noted that they seemed

to use templates, but did not seem to mind this too much. She wants the new site to have a slightly more sophisticated yet simple feel to communicate the quality of ICMonstar's offerings and cater to an older audience. She also wants the website to promote ICMonstar more as a boba store instead of primarily an ice cream and dessert shop. As for branding, she is interested in showcasing the products through photos rather than words and wants to keep the light pastels of the old cartoon monsters.

ANALYSIS

We see the potential to partner with people who make boba products ("Bobaholic", "Boba Monster"). Jenna seems to have some expectations in mind, even though she reassured us that she is not "looking for perfection", which may or may not lead to some conflict down the road. Since she is okay with a generic template, we might adopt one in order to focus more on displaying higher quality pictures to establish a more sophisticated theme and to highlight the quality and cleanliness of ICMonstar.

PRIORITY LIST

1. Reorganized and updated menu with prices
2. Website must be optimized for mobile - customers often on-the-go
3. Branding should reflect demographic target of slightly older clientele
 - a. *Modern, simple, intuitive, organized*
 - b. *Higher quality products, all-natural, healthy*
4. Highlight the “boba shop” aspect and new deals / events that are happening
5. Include Press page with news articles and user testimonials
6. About page should reflect the new and more mature personality of the business, while keeping its familiar monster roots
7. Add merchandising page
8. Less writing, more pictures. People want to see the food they’re going to eat/drink.

CLIENT PROPOSAL

Client Proposal for Cognitive Science 187B

Project Name: ICMonitor Web Design

Team Name: MONSTAZ

Team Members: Jiayi (Nancy) Zheng, Lam Pham, Grace Chen, Gendarme Docena

Client

Name: Jenna Hu

Company: ICMONSTER

Phone #: 858-705-4678

Email: MAY213C@GMAIL.COM *

Address: 8945 Mira Mesa Blvd, San Diego, CA 92126


This note indicates that ICMONSTER (company name), agrees to act as the client in this class project and promises to cooperate with the student designers in the following ways:

- to provide the designers at least 3 hours of face to face meeting time for requirements gathering.
- to meet with the designers at regular intervals, or at times that have been requested by the designers in advance and agreed upon by the client.
- to review and formally accept or reject the designers creative brief and statement of functional requirements.

As a client for this class project, we also understand that

- this is a class project and that the designers will provide us with a working design but not a commercial grade programmed product
- the designers retain the copyright unless otherwise agreed
- the design site cannot be kept on the class server after the quarter is over. It is not part of the designer's obligation to help the client implement or maintain the design once programmed. It is acceptable for the client to strike a private agreement on this matter once the class is complete.

The key stakeholders in the project on behalf of (the company name) _____

Name (Position): Jenna Hu [CEO] x 

Name (Position): _____ x _____