

TEAHAUS

Mobile Application Design

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ENCLOSED WITHIN:

- 3...What do we want?
- 4... Research
- 7... Features
- 12...Visual Development

WE WANT TO:

Create an entertaining and enlightening mobile application that enables the brewing and consumption of tea.

BREW

The Teahaus app has a feature that gives detailed and customizable instructions to brew different kinds of tea

SHOP

The Teahaus app allows users to order from the online store, finding products with ease

KNOW

The Teahaus app educates users on teas and their benefits and history with detailed Teas of the Day pages

RESEARCH

ABOUT THE CLIENT:

Teahaus provides experience and education as well as the highest quality tea available on the market.

ABOUT THE USER:

Tea drinkers in their twenties through fifties that enjoy drinking, learning about, and interacting with different teas.

ABOUT THE SERVICES:

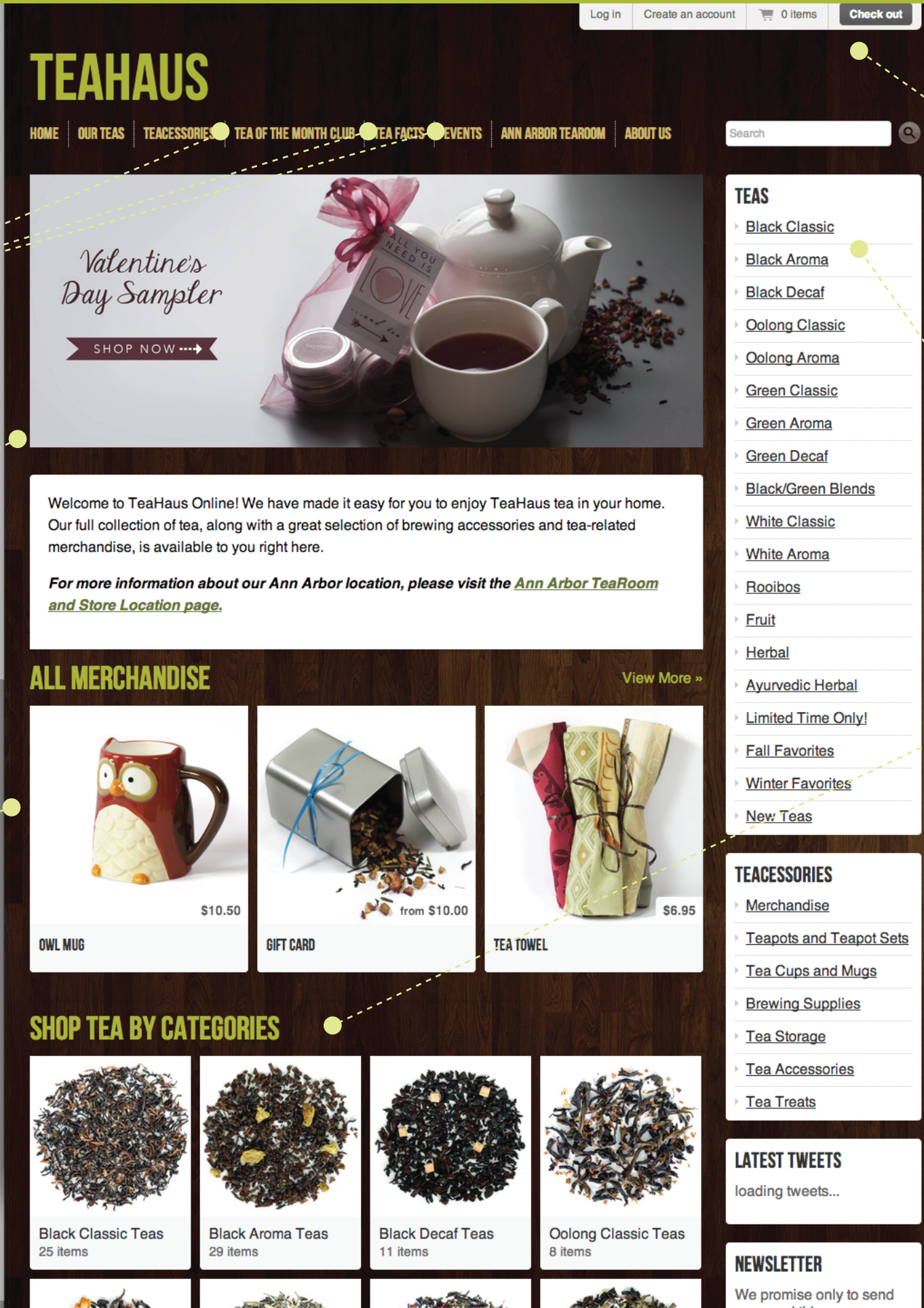
Teahaus sells loose tea and merchandise, offers facts about tea and information about the monthly tea club, and maintains a digital calendar of events at the tea house.

Links for education and schedule maintenance in the navigation

A featured item with a call to action

Offers merchandise such as mugs, gift cards, and towels

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Account and cart management portal

Lists their tea by category in two places

FEATURES & DEVELOPMENT

WEB AND MOBILE FEATURES

A mobile app cannot function in the same way as a website does. In order to make the best app possible, careful analysis of features must be made to see what should be included in the mobile app.

WEB FEATURES & FUNCTIONALITY

- Tea Education
Includes facts about the history and preparation of different teas
- Tea & Merchandise
Sells and ships different loose teas, mugs, gift cards, tea towels, and more
- Tea of the Month Club
Membership includes a bag of a new tea at the beginning of each month
- Tearoom Services
Menu at the tea room cafe, which changes daily
- Scheduled Events
A calendar of events at the Teahaus Tea Room

ENTERTAINMENT

- KNOW
Detailed histories and benefits for Teas of the Day

COMMERCE

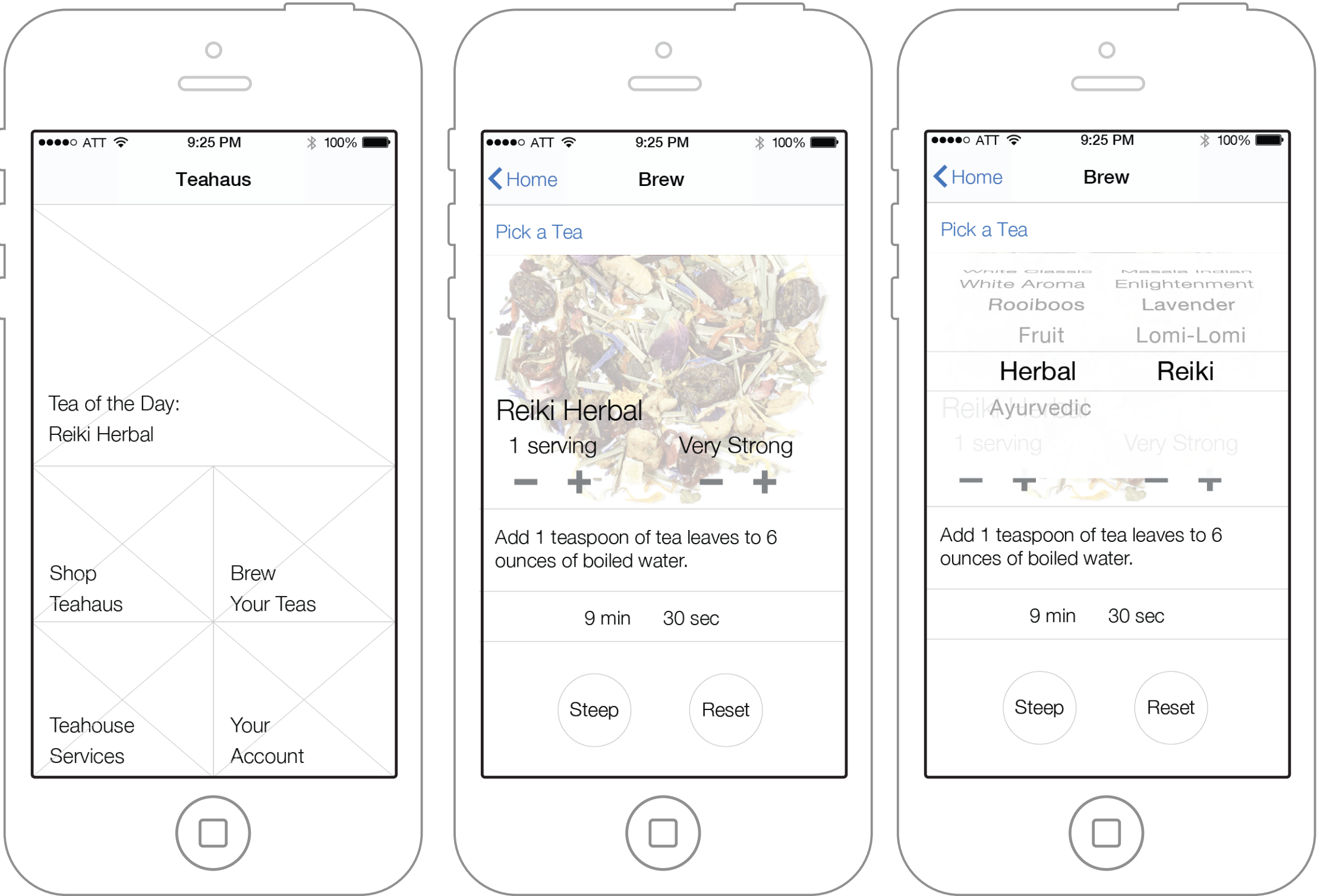
- SHOP
Buy teas and merchandise
- ACCOUNT
Manage account information, view past orders, manage the Tea of the Month membership

UTILITY

- TEAROOM
Menu at the tea room cafe, which changes daily, and a calendar of scheduled events in the tea room
- NEW
Tea Brewer
Detailed instructions on how to brew different teas for different purposes and a timer to help

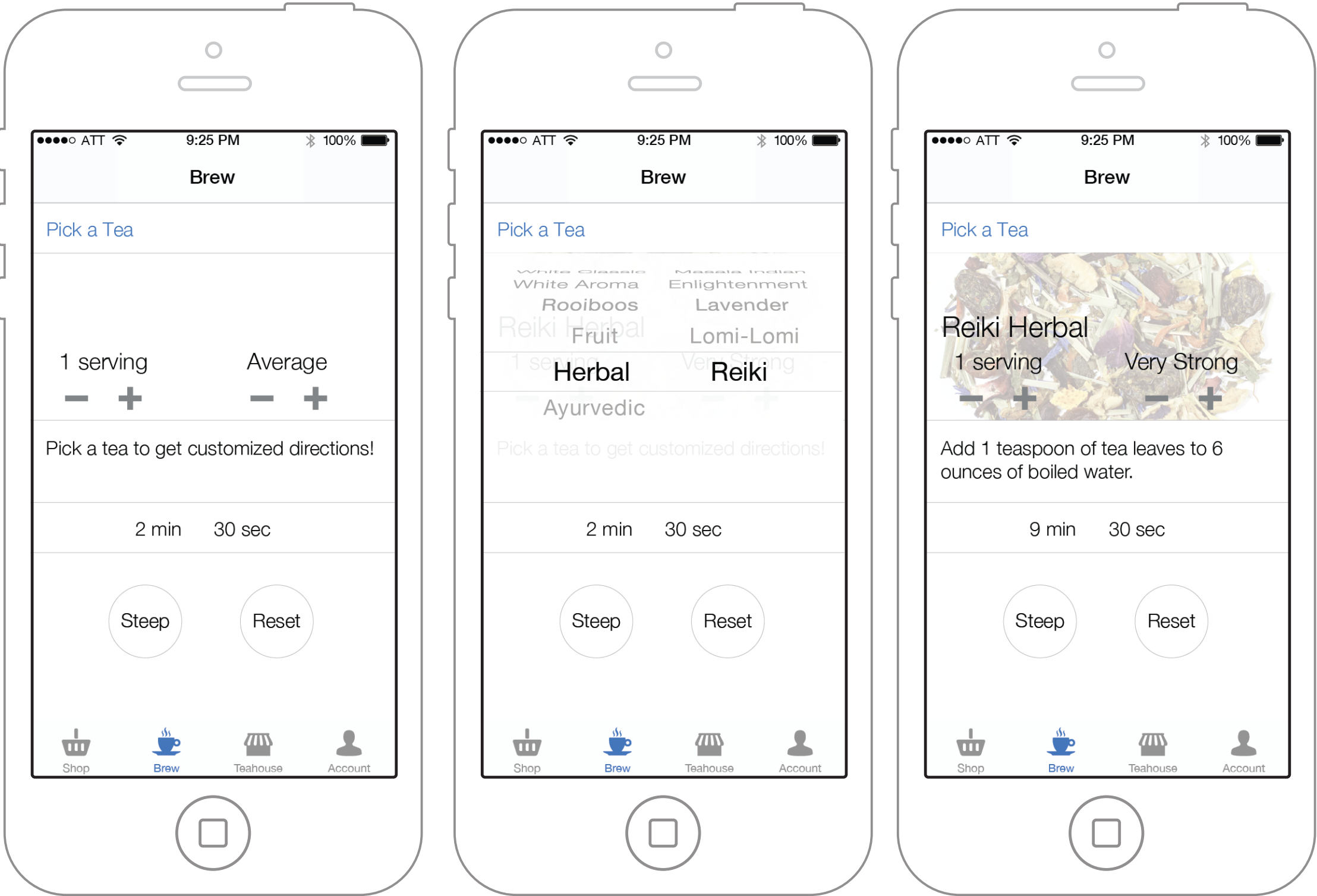
A HIERARCHICAL NAVIGATION

These wireframes detail the Brew process in a hierarchical navigational system. Starting on the home page, the user may pick any of the Teahaus teas, customize the brewing process for amount and strength, and then steep their tea using the timer provided.



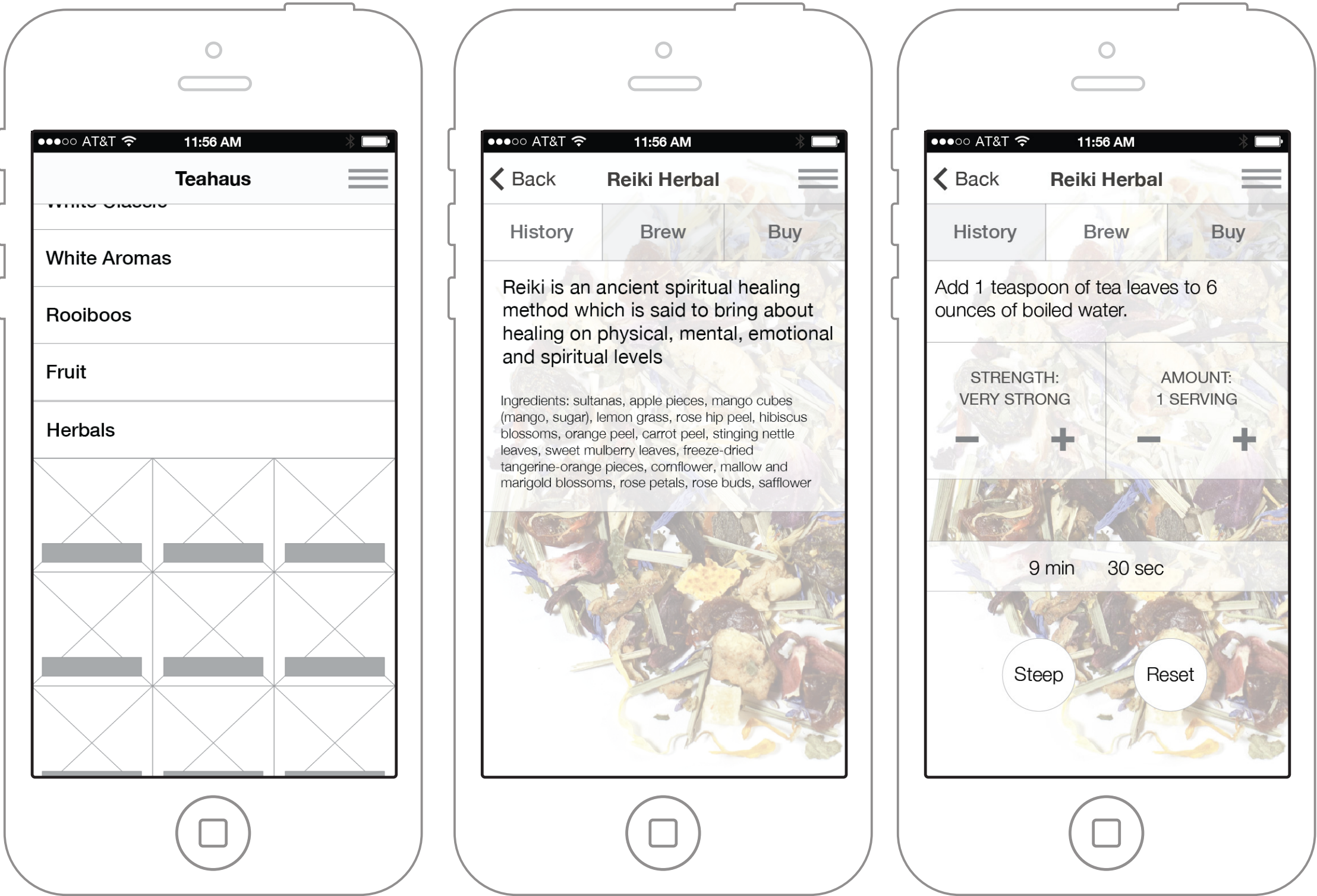
A FLAT NAVIGATION

These wireframes detail the Brew process in a flat navigational system. To start, the user picks a tea and selects their strength and amount. Then, the app gives them directions and a timer to tell them when to stop steeping.



A CONTENT-BASED NAVIGATION

These wireframes detail the Brew process in a more content driven navigation. Users select a tea from an expandable list, which brings them to the tea page where they may view the history, brew their tea, and buy the tea. A hidden menu on the right conceals the cart and account features.

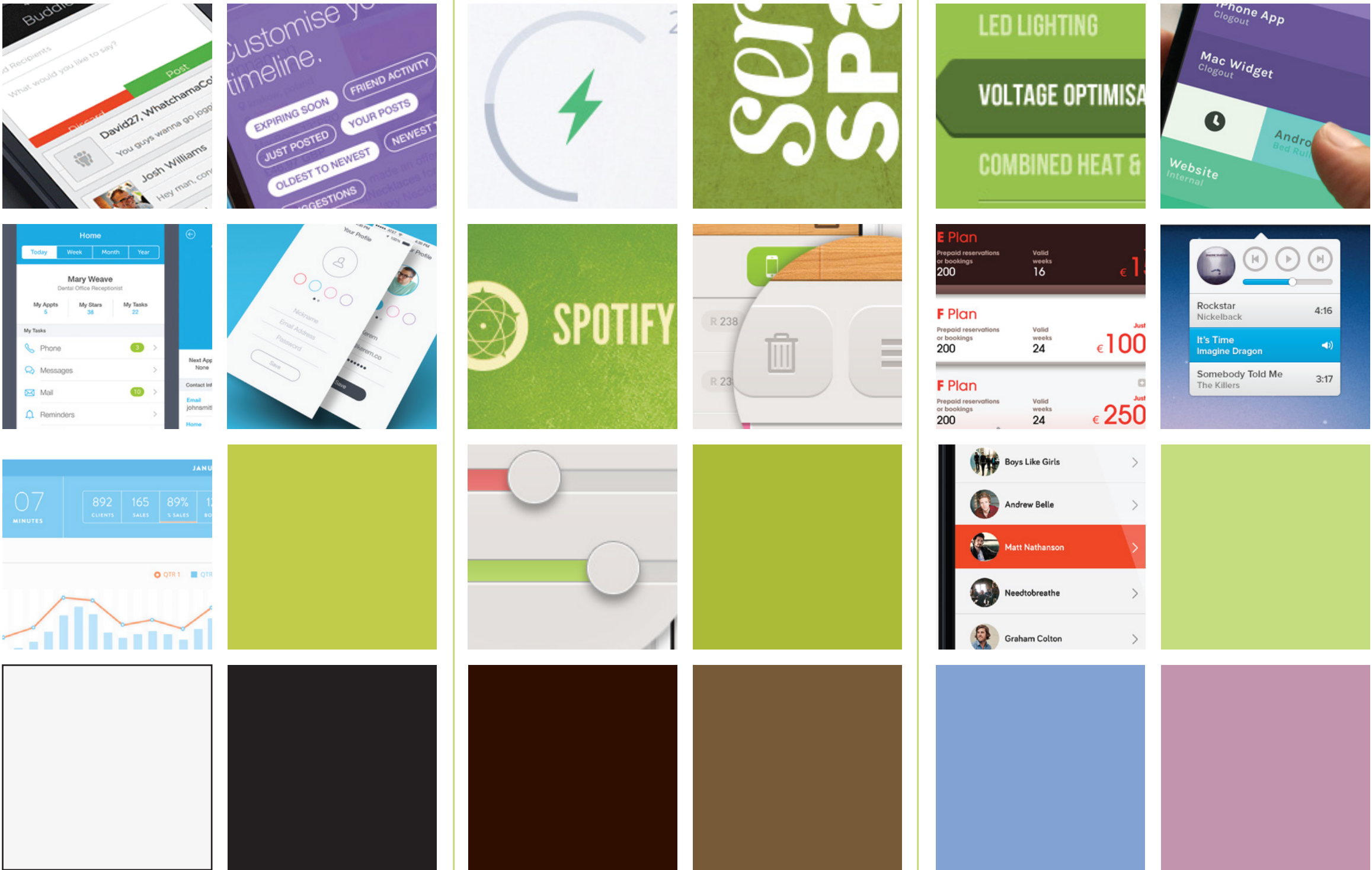


VISUAL DEVELOPMENT

THREE MOODS FOR THREE NAVIGATION SYSTEMS

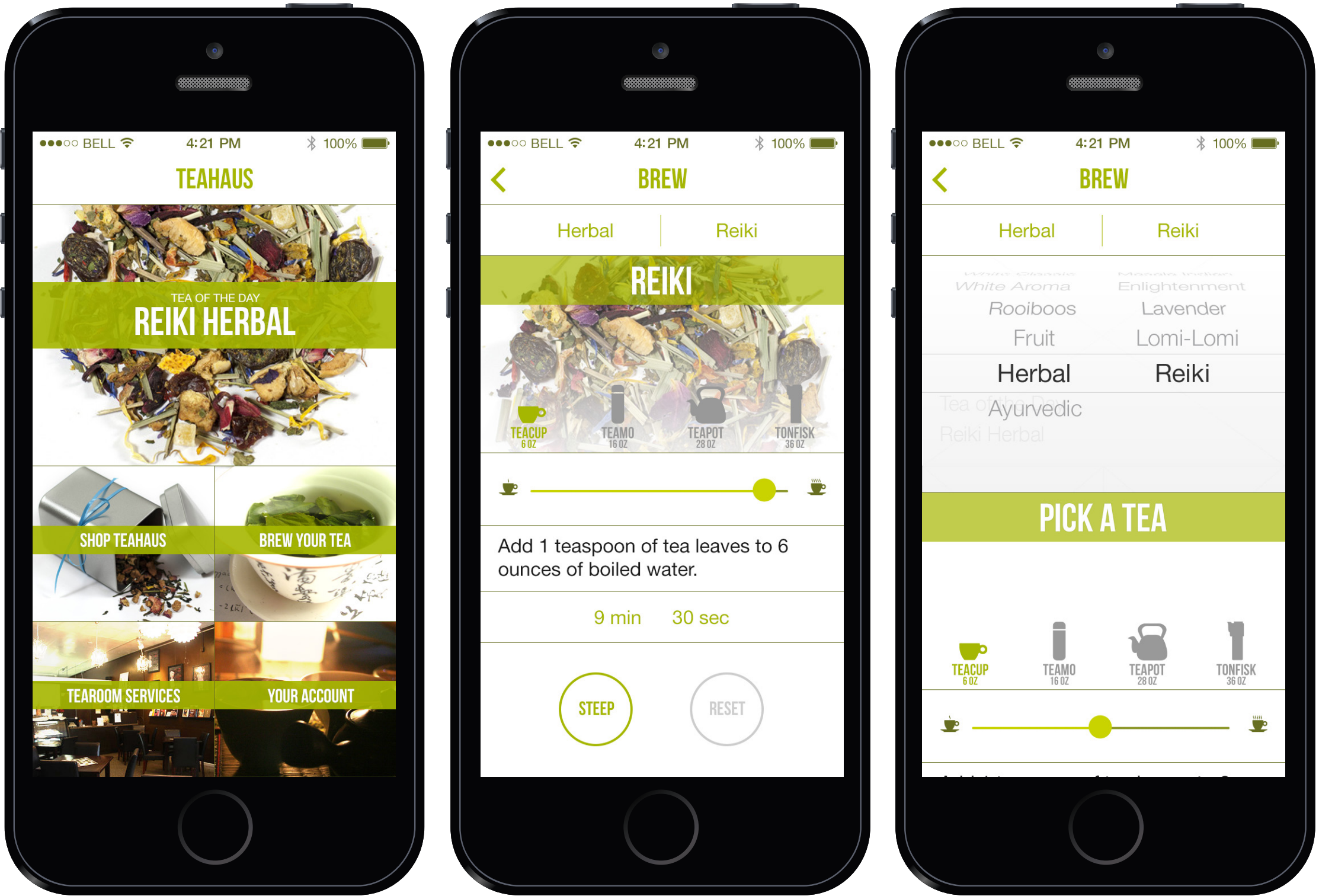
Minimalist. Natural. Modern.

Three different design directions that would suit Teahaus. This is inspiration for each style, used to build a foundation upon which the skins can be built and evolve.



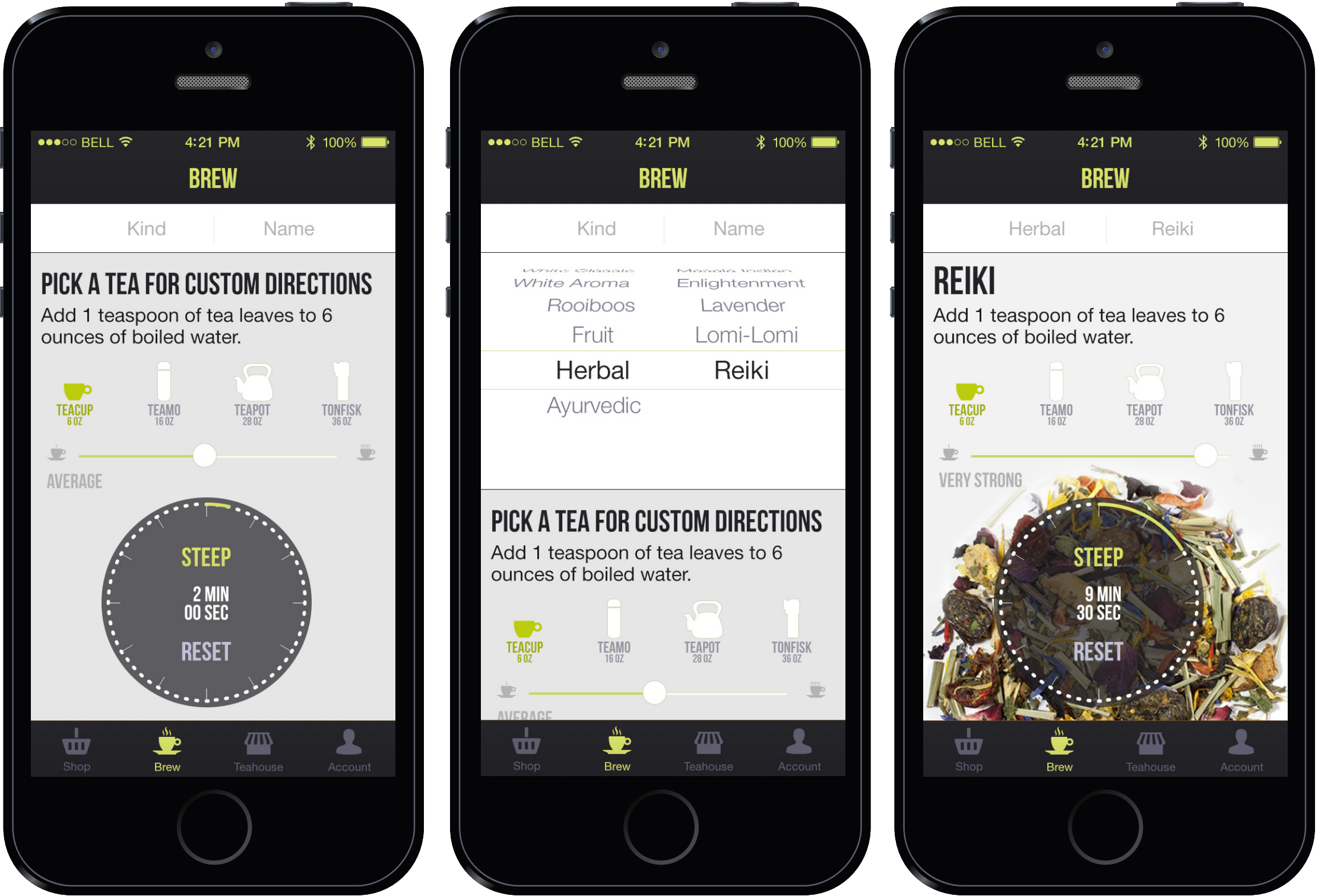
A MINIMALIST DESIGN
IN IOS 7

The minimal design is characterized by a flat interface, with interactive elements highlighted by Teahaus Green.



A NATURAL DESIGN
IN IOS 7

The natural design is characterized by contrasting colors and slight texture over interactive elements.



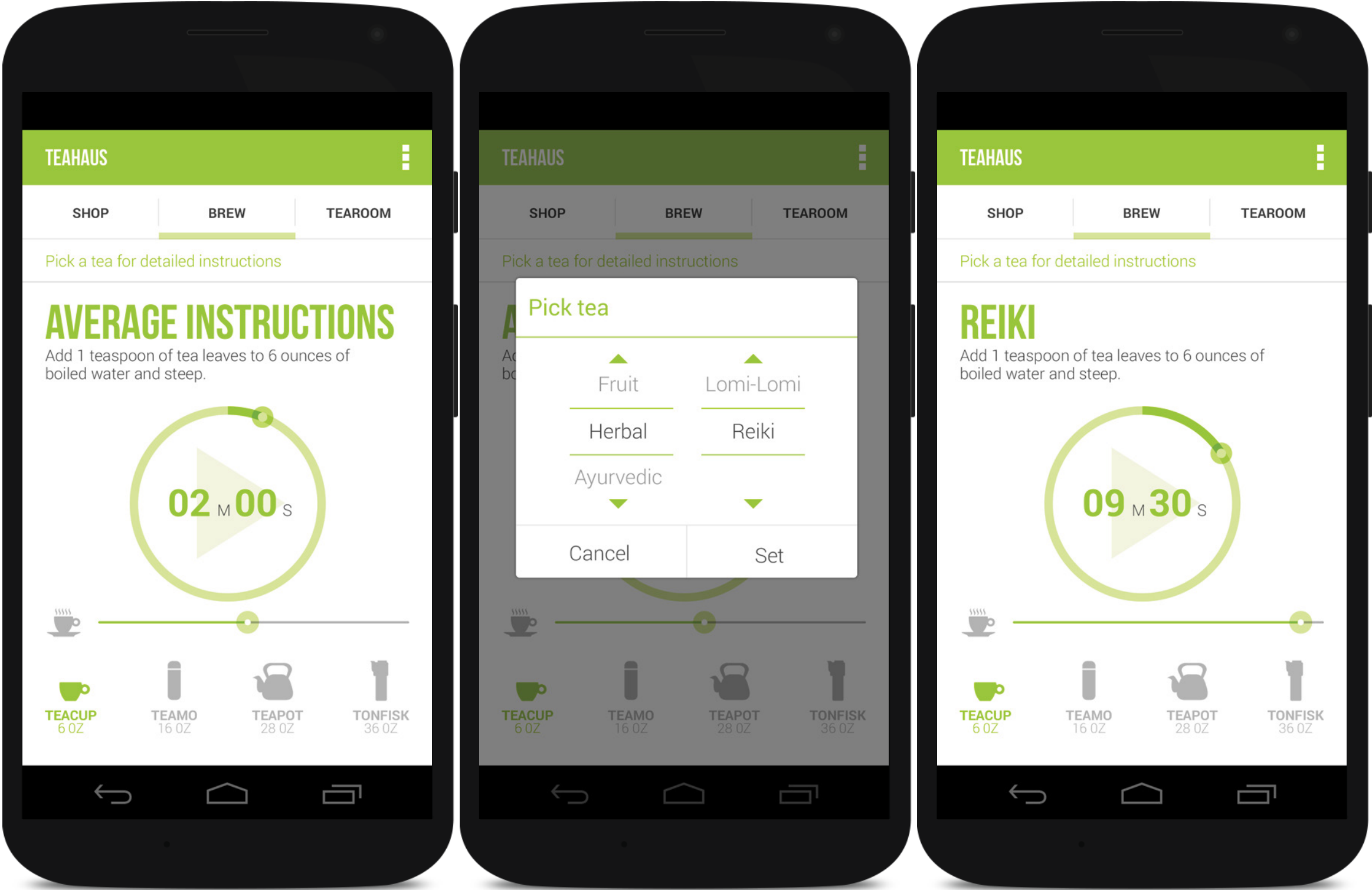
A MODERN DESIGN
IN IOS 7

The modern design is characterized by bright, playful colors with flat icons, many images, and some opacity overlays on the images.



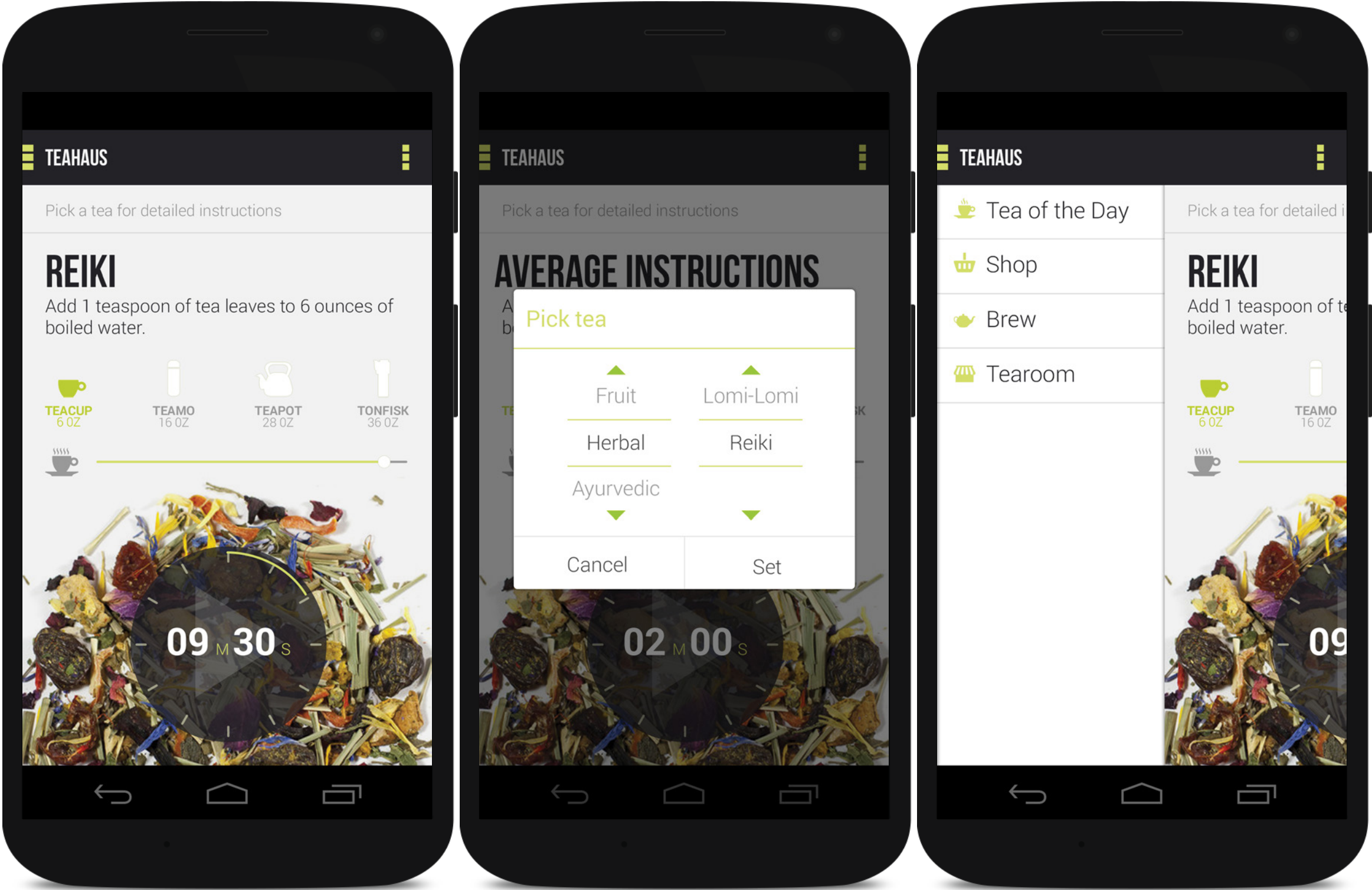
A MINIMALIST DESIGN
IN ANDROID

In Android, the main three pages are moved into a tab bar while the account details are hidden under a menu. The design is still characterized by a flat interface with interactive elements highlighted by Teahaus Green.



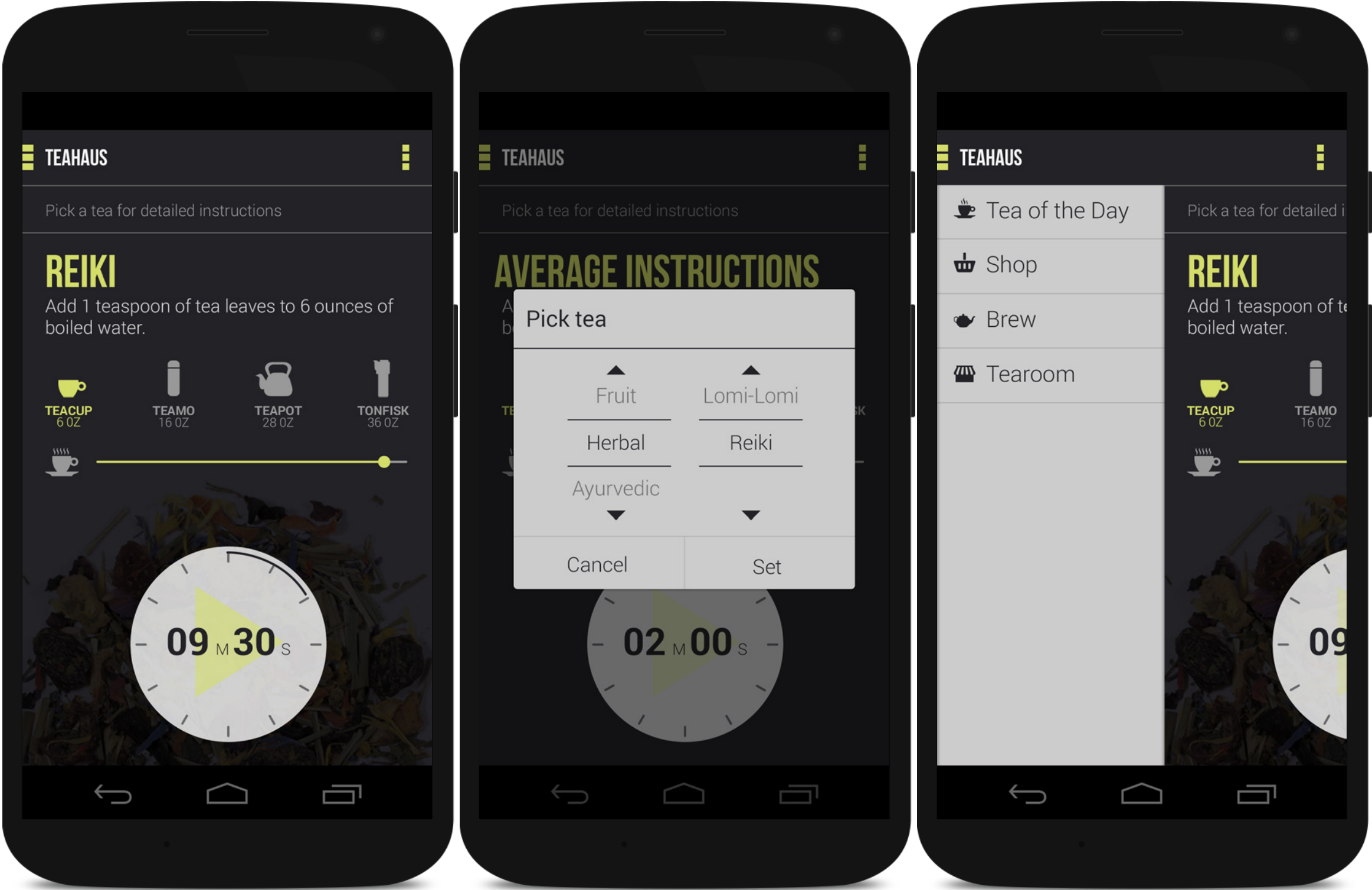
A NATURAL DESIGN
IN ANDROID: LIGHT

A navigation drawer is aided by hidden settings. Th design is characterized by slight texture and contrasting colors.



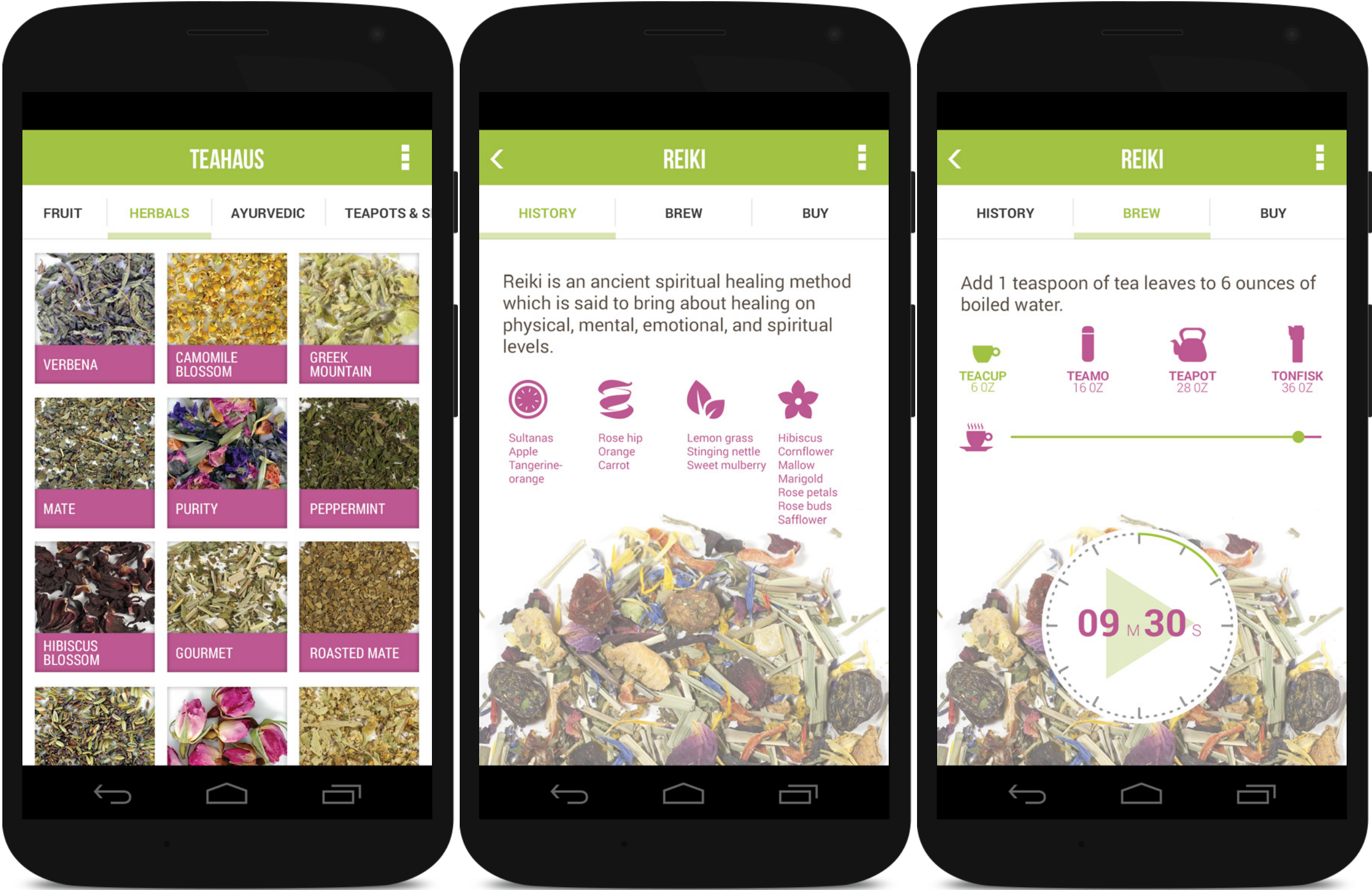
A NATURAL DESIGN
IN ANDROID: DARK

The natural light theme has a mirror dark theme, which highlights interactive information with light grey and Teahaus Green.



A MODERN DESIGN
IN ANDROID

The modern design is characterized with a sliding tab system on the home page, which enables users to see all the Teahaus merchandise easily. The design is characterized by using the contrasting pink and Teahaus Green to highlight interactive elements.



**TO BE ADDED:
WINDOWS SKINS**