



Assignment 3

Competitive Analysis & Moodboard

Kiki's Helpers

Rhiannon Lang, Elina Shankar, Isabelle Pan, Sravya Balasa

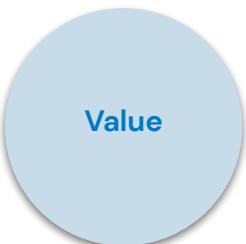
Introduction

Client

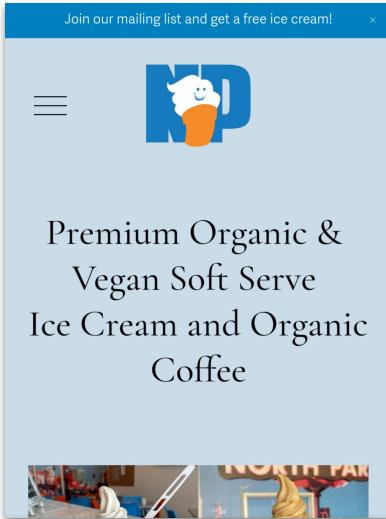
North Park Creamery

“Organic Soft Serve Ice Cream in North Park with Vegan options, affordable prices, and organic coffee”

Our Values



Client



Mobile view of website

A screenshot of the North Park Creamery website viewed on a desktop or laptop. The header is identical to the mobile version, with the mailing list offer and the "NP" logo. The main content area has a light blue background with the same promotional text as the mobile view. Below this are two large images of soft-serve ice cream: one in a cup labeled "Vegan Caramel Bliss" and one in a cone labeled "TIRAMISU!". A caption below the images reads: "Come by and try one of our famous dipped cones, creamy shakes, or sundaes. We have rotating seasonal flavors and daily specials, so you can always try something new!" To the right of the images is a list of "Today's Soft Serve Flavors:" with a note that the list was "Updated 1/29/21". The flavors listed are: Chocolate, Vanilla, Chocolate/Vanilla Twist, Churro, Tiramisu, Churro/Tiramisu Twist, and Mexican Hot Chocolate.

Desktop view of website

Competitors



[Dairy Queen](#)



[Somi Somi](#)



[Hanna's](#)



[Gotcha Tea](#)



[Hammond's](#)

Dairy Queen

- **Soft serve** ice cream chain
- Does **dip cones** and that's a huge seller for North Park Creamery
- **Very well known** and iconic brand
- As a **franchise** has access to funds that a small business does not



Somi Somi

- Dessert establishment that serves Korean desserts such as: **Ah-Boong**- a fish shaped waffle cone filled with soft serve ice cream and **Taiyaki**-a warm fish-shaped waffle filled with choice of filling
- Nearby locations: Convoy and UTC (Coming Soon)
- Fills an otherwise overlooked niche like NORTH PARK CREAMERY
- One of their main products is **soft serve ice cream**



Hanna's Creamery & Cafe

- Local La Jolla dessert cafe that serves fresh Italian **coffee, cookies, brownies, and ice cream**.
- Located in Westfield UTC, an outdoor shopping complex frequented by students and young adults.
- Competes with many upmarket and well-established brands.
- Offers a slightly broader range of products, but presents opportunities for a similarly local, small business



Gotcha Tea

- **Boba and milk tea** store that provides a similar atmosphere and sweet products like ice creameries
- Have an established brand presence, as a **mid-tier chain** across Southern California
- Online menu has professional pictures of drink items, making website appealing

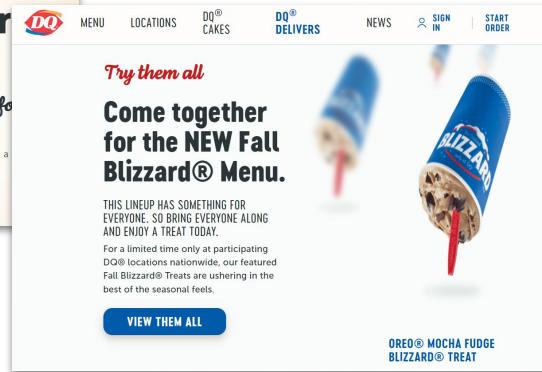
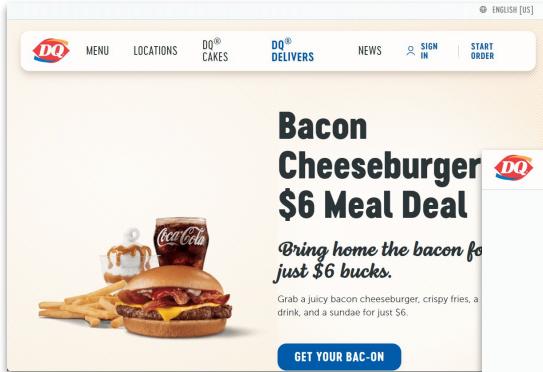


Hammond's Gourmet Ice Cream

- Hammond's is on the same block and is thus a **direct competitor**
- Established a couple years before so more **entrenched in the community**.
- Targets lots of the **same user base**, although slightly different niche's



Brand



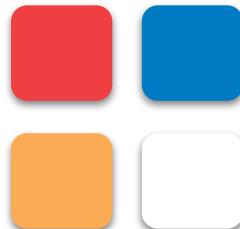
Desktop view of website

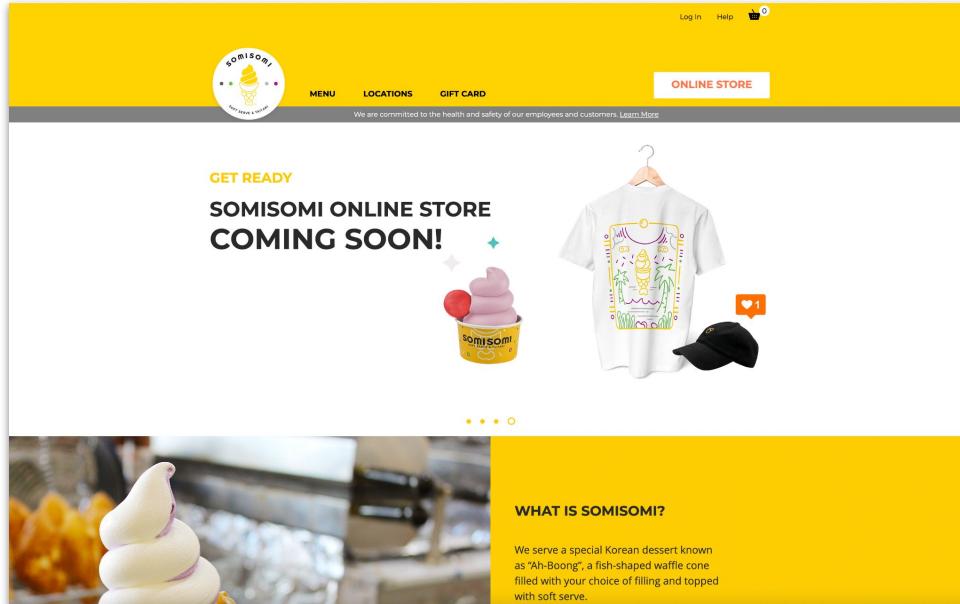


Mobile view of website

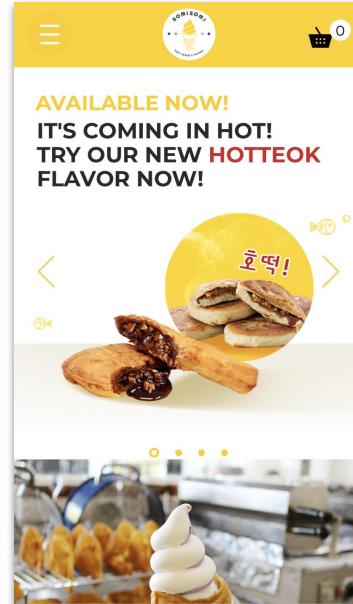
Dairy Queens' brand can be described as **classic** and **corporate**. The fonts used, especially the script font, are very **traditional**. The photos featured on their site are very **sterile** featuring only the item and often blank backgrounds or no people. The site features various **large trademarks** staking their claim on various item names.

Color Palette





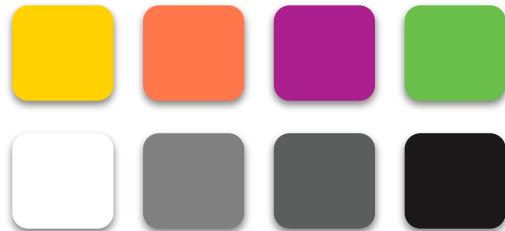
Desktop view of website



Mobile view of website

Somi Somi's brand can be described in three words: **unique, trendy, and modern**. The items that the dessert place offers **fill a niche** in a more broad market. Their food is **picturesque** and is perfect for posting on **Instagram**. Their website is filled with straight lines, sans serif fonts and plenty of "white" space giving it a **contemporary** look.

Color Palette



[OUR STORY](#)[COOKIE SUBSCRIPTION](#)[ORDER NOW](#)[NEWS](#)

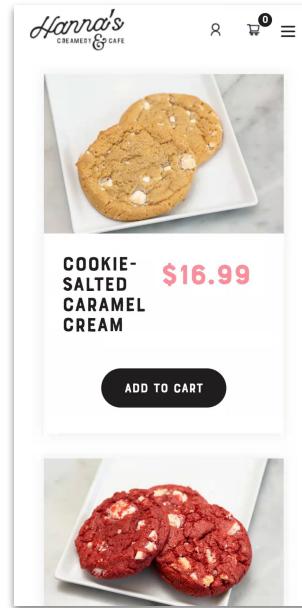
0

WONDERLAND FILLED WITH SWEETS AND TREATS

Order online for delivery or pick-up
and add more sweetness to your life

[ORDER NOW](#)

Desktop view of website

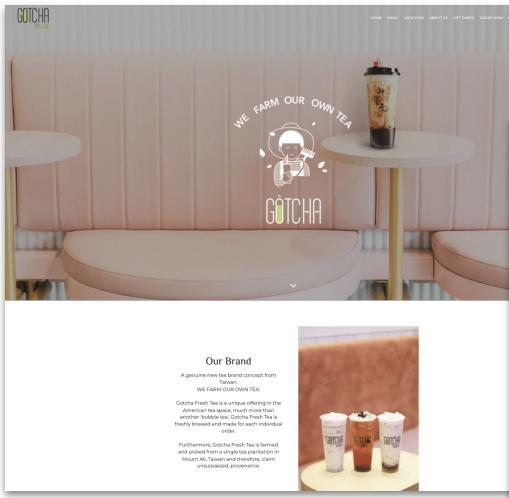


Mobile view of website

Hanna's Creamery & Cafe's visual identity is **clean, simple**, and **modern**. The website's **minimalist palette** uses its accent color sparingly, allowing the site's photographs to shine instead. The potential rigidity/monotony of its composition and color palette are offset by its **unique serif display typeface** and **playfully offset vector graphics**. Its logo reflects this balance between the classic and the modern by combining a memorable script typeface with a cleaner, serif one.

Color Palette





Desktop view of website

Mobile view of website

Gotcha Tea's brand can be described as **chic, cozy, playful, and established**. Through the use of **pastel** colors and doodles, their website is warm and inviting. Additionally their drinks, packaging, and location are designed to be **aesthetically pleasing**, great for social media. Lastly, they have multiple **signature drinks**, setting them apart from their competitors.

Color Palette





Desktop view of website



Hammond's Gourmet Ice Cream

Hammond's Gourmet Ice Cream offers over 300 flavors of super premium, Hawaiian made ice cream and sorbet. Super premium means it's handmade with 18% butterfat, adding a rich and creamy texture you can taste. Oh sure, we've got deep and intense Chocolate and pure and delicious Tahitian Vanilla, but have you ever tasted Chocolate Coconut Macadamia Nut, Lilikoi Sorbet, or Peanut Butter and Guava Jelly? We've got dense, creamy, and delicious ice cream flavors that will make your taste buds stand up and shout for more.

FLAVORS



Mobile view of website

Hammond's brand can be described as **trendy** and **upscale**. They focus on **chic** flavors and **unique** types or displays of ice creams. The **clean** layout and **light** color palette of their site give it a very classy look.

Color Palette



Summary

- All of our competitors preferred mainly **white** or **off white** backgrounds with color blocking or accents on top of them and this is a direction we intend to go in since it is **modern**
 - We may also look into parallax scrolling or similar features
- Gotcha Tea's **playful** feel through doodles and sparing use of accent color throughout the site is something we intend to replicate
- Hammond's video carousel on the front page is a mouth watering feature we wish to include
- Hanna's playful **offset** layout and **menu photography** are great inspirations
- Dairy Queen and Somi Somi's use of **image carousels** throughout the site is another feature we will be using
- We will also be replicating the approachable and pleasant airs of the light or **bright color** palettes found on all the sites

Functionality

Key Functionalities

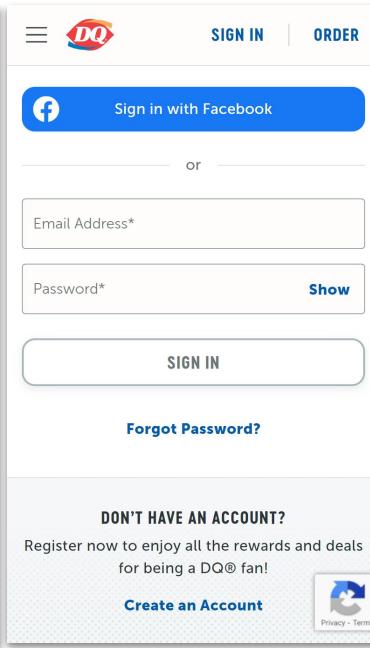
Functionality	Competitors	How many do it?
Gift Card/Offers	Dairy Queen, Hammond's, Somisomi, Hanna's, Gotcha Tea	5/5
Online Account	Dairy Queen, Somisomi, Hanna's, Gotcha Tea	4/5
Interactive Location Map	Dairy Queen, Hammond's, Somisomi, Gotcha Tea	4/5
Interactive Job Application	Hammond's, Somisomi, Hanna's	3/5
Interactive Menu	Dairy Queen, Hanna's, Gotcha Tea	2/5
Merchandise Store	Dairy Queen, Somisomi	2/5
Current Flavors at Location	Hammond's, Hanna's	2/5
Venue/Catering Booking	Hammond's, Hanna's	2/5

Key Functionalities (cont.)

Functionality	Competitors	How many do it?
Breadcrumbs	Dairy Queen	1/5
Image Carousel	Somisomi	1/5

Online Account

Dairy Queen has an **online account** functionality with the sign in displayed in the navigation bar



Signing in lets users view their last orders, accumulate rewards, and gives them access to **exclusive deals**.

Interactive Menu

Dairy Queen's menu has a **filter** function and is separated into multiple layers of **categories** making the decision process easier by giving users less things to choose between at a time.

The screenshot shows the Dairy Queen Treats Menu. At the top, there is a navigation bar with a 'Filter' icon, 'FEATURED' (which is underlined), 'TREATS', 'FOOD', 'DRINKS', 'CAKES', and 'KIDS'. Below this, the main title 'Treats Menu' is displayed. The menu is divided into two main sections: 'Blizzard® Treats' (represented by an image of a blue Blizzard cup) and 'Classic Treats' (represented by an image of a chocolate soft-serve cone). Each section has a 'Filter' icon above it. In the 'Blizzard® Treats' section, there are images of a 'Non-Dairy Dilly® Bar' and a 'Dilly® Bar'. In the 'Classic Treats' section, there is an image of a 'Buster Bar® Treat'. At the bottom of the menu, there is a call-to-action button labeled 'EXPLORE OTHER TREATS CATEGORIES' with a right-pointing arrow, and a link 'Blizzard® Treats' with a right-pointing arrow.

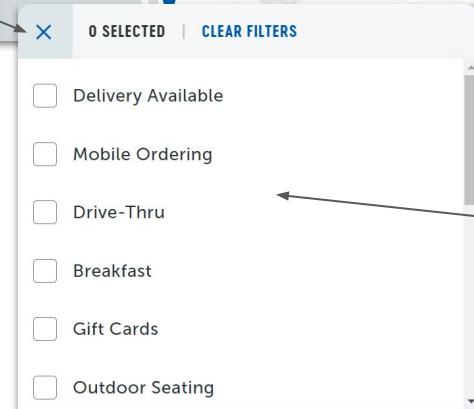
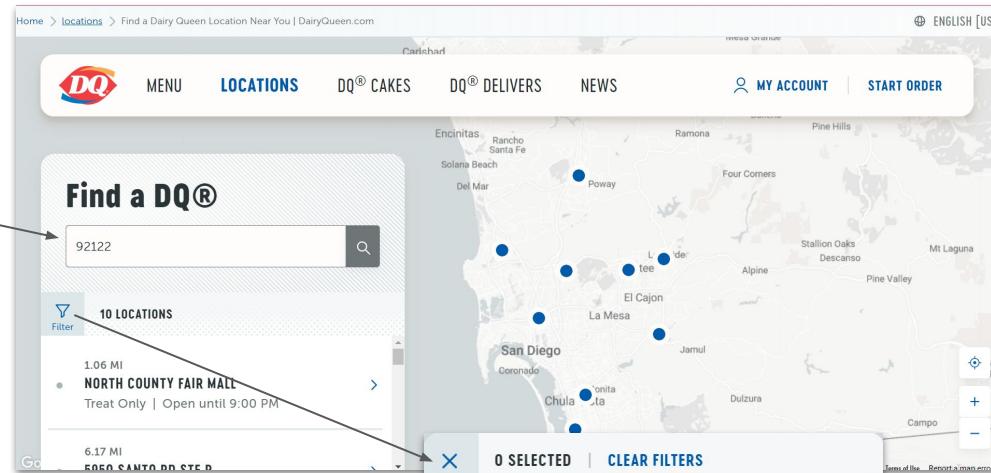


The menu also **recommends other categories** at the bottom to help users that are unsatisfied with current options find something they want

Breadcrumbs

Locations

Dairy Queen has a **map** that allows you to **search** by City, State or Zip code and then displays locations in the area.

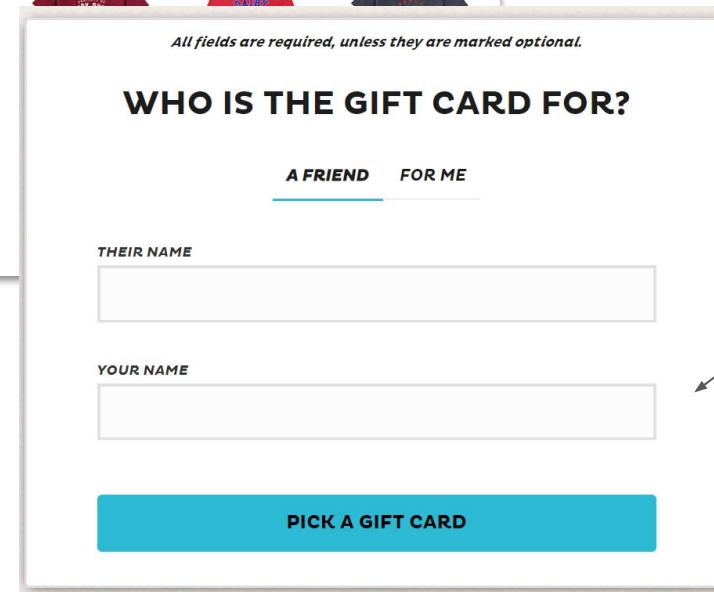
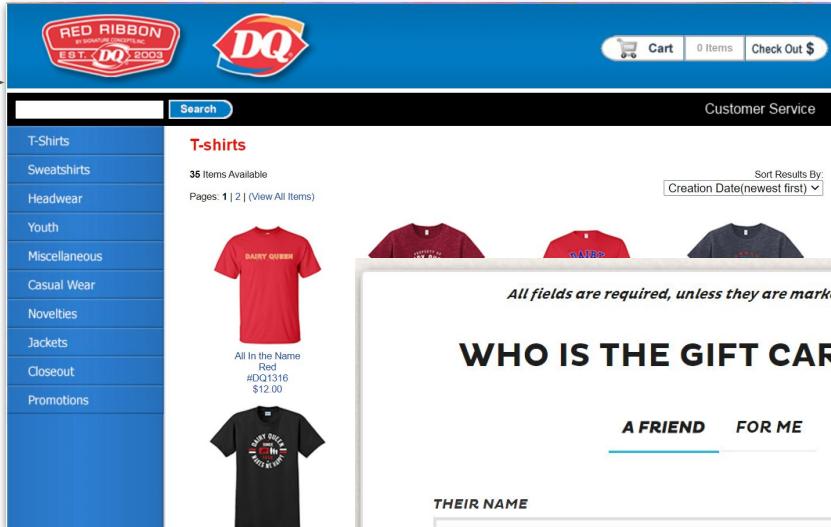


You can also **filter** locations by what the store has or is capable of



Online Merchandise and Gift Card Purchasing

Dairy Queen has an online merch store with a **search** function and product categories



All fields are required, unless they are marked optional.

WHO IS THE GIFT CARD FOR?

A FRIEND FOR ME

THEIR NAME

YOUR NAME

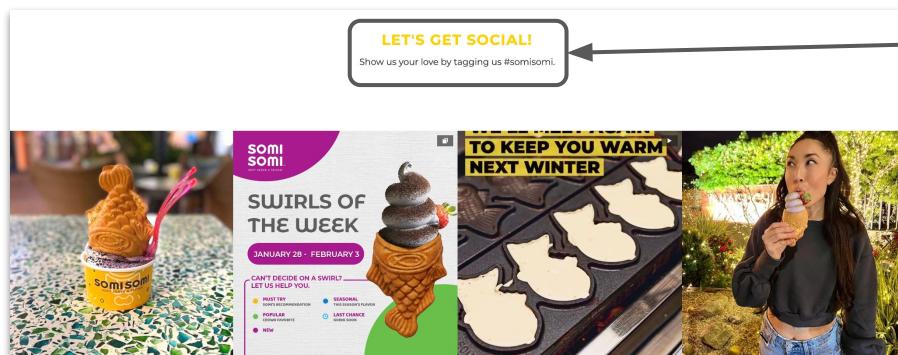
PICK A GIFT CARD



Also has a portion of the site that allows **online purchases** of gift cards



Automated image carousel for **advertisements** at the top of the Home page

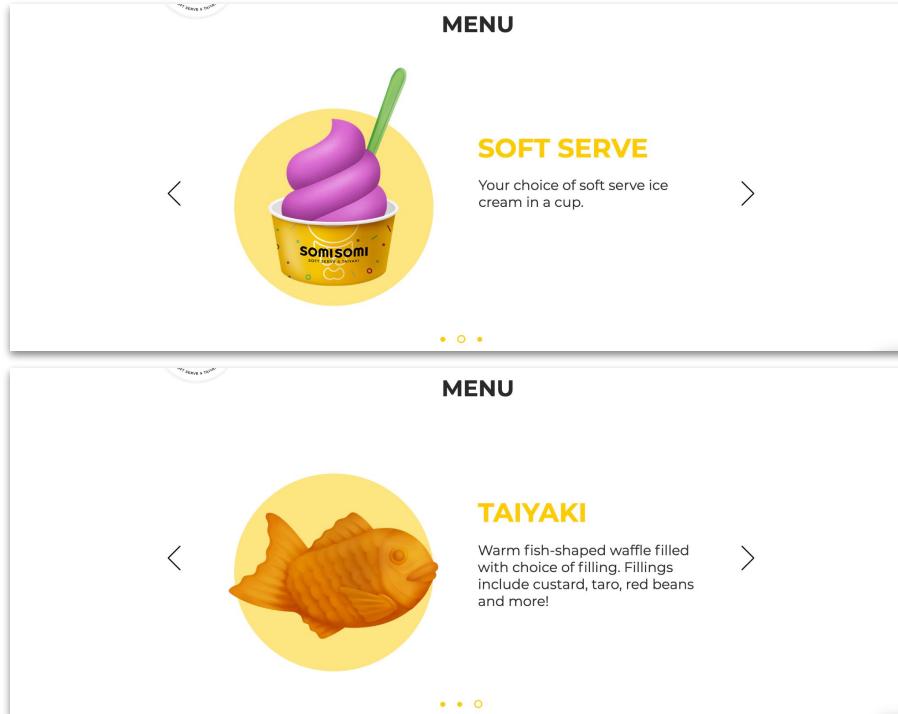


Call to action for customers to post about the company on **social media**

Manual Image carousel showing Somisomi's most recent Instagram posts

Overall, Somisomi's menu is very **simple** and **clean**. The use of colors and images helps user to **visualize** their products.

Menu



The image shows a scrolling slideshow menu for Somisomi. It consists of two visible slides and a partial third slide. Each slide features a large product image on the left and a description on the right. The top slide is for 'SOFT SERVE' and the bottom slide is for 'TAIYAKI'. Both slides include left and right navigation arrows and a small set of three circular navigation dots at the bottom center. The top slide's description reads: 'Your choice of soft serve ice cream in a cup.' The bottom slide's description reads: 'Warm fish-shaped waffle filled with choice of filling. Fillings include custard, taro, red beans and more!' The overall design is clean and modern, using a white background and yellow accents.



Scrolling slideshow displays the different types of products offered. (This timing of this feature is a bit fast in our opinion)

Locations have their own sections listing the **city**, **address**, **store hours**, and **phone number**. They also include a **picture of the store** (if open) and an image with the words **“Coming Soon”** if not yet open.

Locations

LOCATIONS



COMING SOON

BELLEVUE
14701 N.E. 20th Street, Suite M-11,
Bellevue, WA 98007
Coming Soon!

CARROLLTON
2540 Old Denton Rd #126
Carrollton, TX 75006
Mon-Sat: 12pm-11pm
Sun: 12pm-10:30pm
(469) 900-8068

CHANDLER
1920 W Chandler Blvd, Chandler, AZ
85224
Coming Soon!



Search function.
Call to action to
“SEARCH BY CITY.”

Additionally each location has a **map icon** that links to google maps when clicked.

Online Store



MENU LOCATIONS GIFT CARD **ONLINE STORE**

GIVE SOMETHING SPECIAL
ORDER E-GIFT CARD TODAY

Treat your friends and family with the good stuff.
E-Gift Cards are delivered via email and can be used in-store or online.

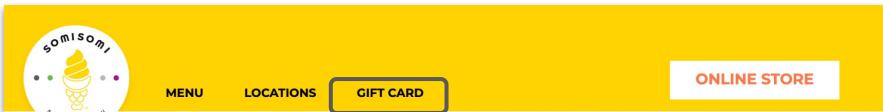
BUY NOW

Two sample e-gift cards are shown. The top card is yellow with the text "YOU'RE MY HERO" in the center. The bottom card is teal with the text "HAPPY BIRTHDAY!" and features a small illustration of a purple and yellow character.

Button for Somisomi's **online store** located right of the **navigation bar**. However, the store isn't open yet.

**Online Store
Coming Soon!**

Gift Cards



Gift Card Label takes users to a separate site.

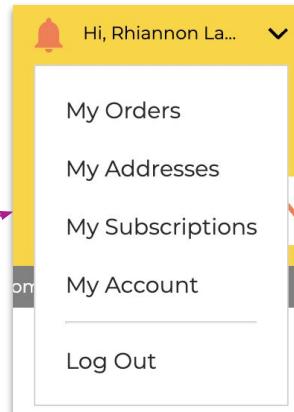
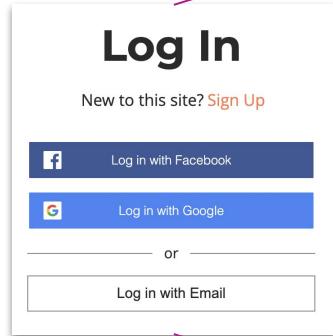
Give the Perfect Gift

Get a voucher for yourself or gift one to a friend

A dark grey landing page for gift cards. In the center is a large image of a Valentine's Day gift card. The card features a purple background with a white heart in the center. Inside the heart are cartoon characters: a white bear-like creature, a blue bird-like creature, and a yellow bear-like creature. The text on the card reads: "LOVE COMES IN DIFFERENT FORMS, EVEN AS A SWIRL. HAPPY VALENTINE'S DAY!" and "SOMISOMI SOFT SERVE & TAIYAKI". Below the main card are smaller thumbnail images of other gift card designs. At the bottom, there is a section for setting the gift card amount with buttons for \$10.00, \$20.00, \$40.00, \$60.00, and a 'CUSTOM' option. A 'Add Promo Code' button is also present.

Online Account

Drop down menu at the **top right** of the page where the "Log in" button was. Also adds a **bell icon**.



Desktop view of website

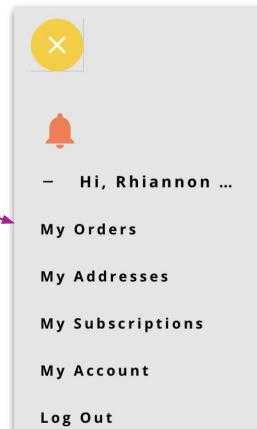


Desktop view of website

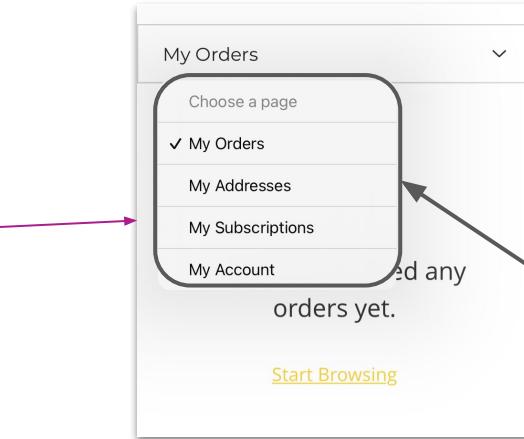


Menu on the **left side** of the page is always present

The mobile design places the **drop down** for the online account in the **hamburger**.



Mobile view of website



Mobile view of website

Users can also access the drop down at the **top** of the page.

Hanna's hosts an **online ordering system** that allows users to browse its products, check ingredients, and schedule for pick up or delivery.

It is the website's primary feature.

Clicking on an image or product title will open a product page with ingredient + allergen info.

Users can also hover over the image to get a detailed view.

The screenshot shows the Hanna's website's product section. It features a grid of four products: 'COOKIE-BIRTHDAY CAKE', 'COOKIE-COOKIE MONSTER', 'COOKIE-LEMON BAR', and 'COOKIE-RED VELVET'. Each product has a small image, a title, a price of '\$16.99', and a 'ADD TO CART' button. A modal window is open for the 'COOKIE-COOKIE MONSTER', showing a larger image of the cookies, the product name, price '\$16.99', and a quantity selector with a value of '1'. The modal also includes a 'TOTAL' of '\$16.99', a 'SUBTOTAL' of '\$16.99', and 'ADD TO CART' and 'CHECK OUT' buttons. Arrows from the text descriptions point to the product grid and the modal window.



Users can easily adjust quantity on the same page.

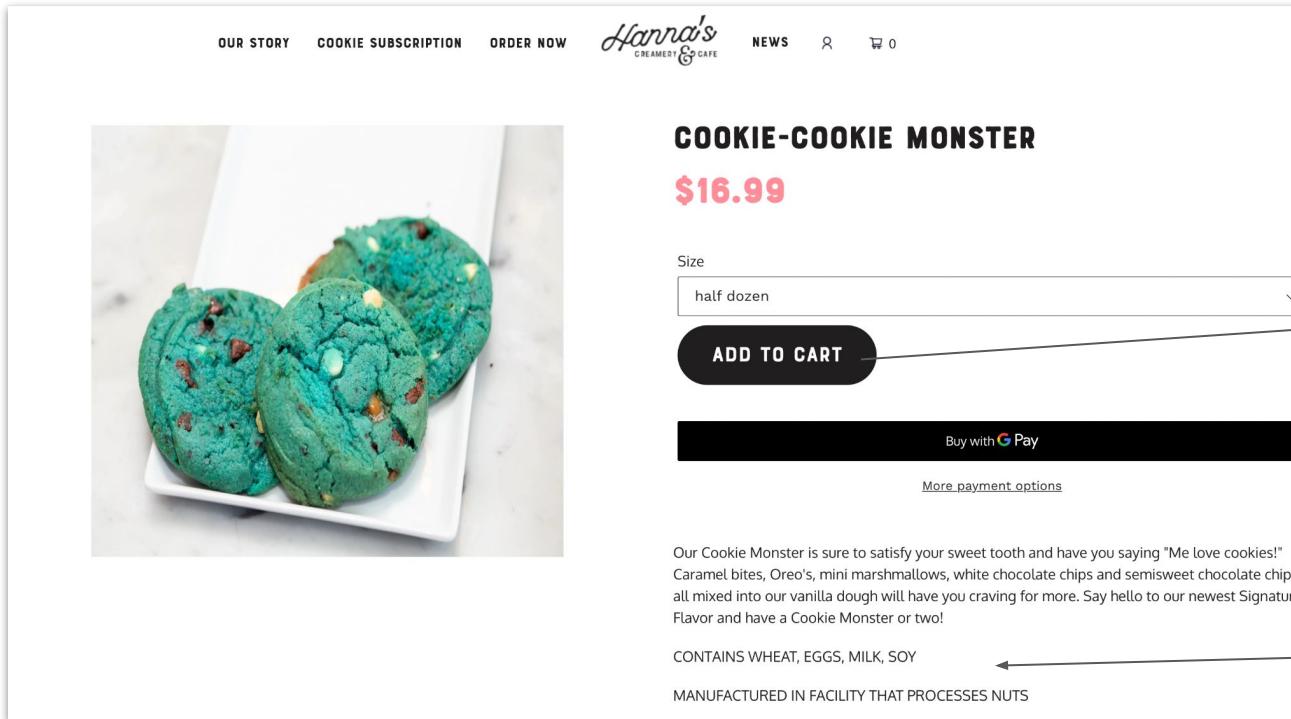
Or keep browsing.

The screenshot shows the detailed product page for 'COOKIE-COOKIE MONSTER'. It features a large image of the cookies, the product title, price '\$16.99', a size dropdown set to 'half dozen', and an 'ADD TO CART' button. Below the button is a 'Buy with Google Pay' button. A note at the bottom states 'CONTAINS WHEAT, EGGS, MILK, SOY'. Arrows from the text descriptions point to the product image and the product title.

The screenshot shows the payment page for the order. It includes a summary of the item 'Cookie-Cookie Monster half dozen' at '\$16.99', a 'Discount code' input field, and a 'Total' of '\$18.22'. The page also features payment method buttons for 'shop Pay', 'PayPal', 'G Pay', and 'FACEBOOK Pay', and sections for 'Contact information' and 'Delivery method'.

CTA button is clear; clicking will direct you to billing and address fields..

On the product page, customers can **choose the serving size** and perform a similar range of actions (add to cart, check out). There is also a lovingly **appetizing description**, communicating a friendly, upbeat tone.



OUR STORY COOKIE SUBSCRIPTION ORDER NOW **Hanna's** CREAMERY & CAFE NEWS 0

COOKIE-COOKIE MONSTER

\$16.99

Size

half dozen

ADD TO CART

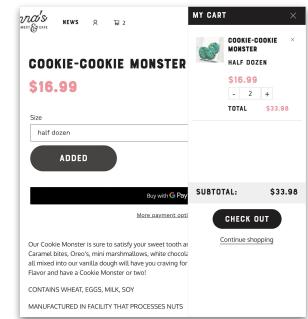
Buy with  Pay

[More payment options](#)

Our Cookie Monster is sure to satisfy your sweet tooth and have you saying "Me love cookies!" Caramel bites, Oreo's, mini marshmallows, white chocolate chips and semisweet chocolate chips all mixed into our vanilla dough will have you craving for more. Say hello to our newest Signature Flavor and have a Cookie Monster or two!

CONTAINS WHEAT, EGGS, MILK, SOY

MANUFACTURED IN FACILITY THAT PROCESSES NUTS



MY CART

COOKIE-COOKIE MONSTER
\$16.99

Size: half dozen

Added

Buy with  Pay

Subtotal: \$33.88

[More payment options](#)

[CHECK OUT](#)

Cookie Monster is sure to satisfy your sweet tooth at Hanna's! Once in the oven, white chocolate all mixed into our vanilla dough will have you craving for flavor and have a Cookie Monster or two!

CONTAINS WHEAT, EGGS, MILK, SOY

MANUFACTURED IN FACILITY THAT PROCESSES NUTS

Consistency of the side window is maintained.

Allergen warnings are highlighted with all caps. Full ingredient list also included below.



Desktop



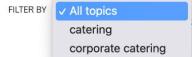
Mobile

In contrast to the desktop site, the mobile site's **hamburger menu** organizes header navigation into a concise format.

However, the **user profile** & **shopping cart** icons are readily discoverable for the convenience of any shopping customer.

OUR STORY COOKIE SUBSCRIPTION ORDER NOW  NEWS  

NEWS

FILTER BY 

4 Reasons To Use Hanna's Creamery For Your Corporate Catering Events
by Hanna's Cafe March 2, 2021



Whether you're looking to strengthen relationships with employees or make a memorable first impression with a prospective client, corporate caterin...

Posted in [catering](#), [corporate catering](#) 

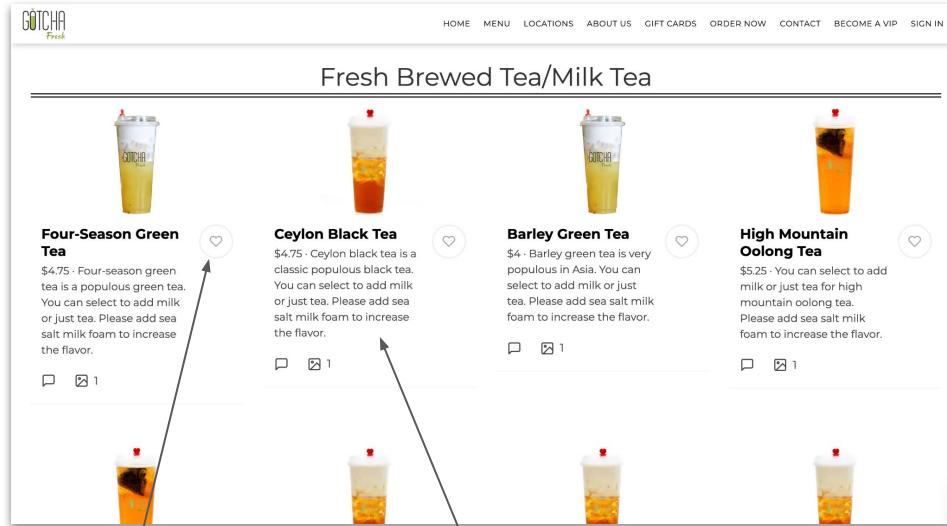
Users can **filter** articles based on tags. These tags can be curated based on the audience they are trying to attract (e.g. those looking for catering services).



Hanna's also maintains a "**News**" feed that displays and filters its various published articles and updates.

Users may also navigate/sort by tags on the bottom of each article preview.

Interactive Menu



Four-Season Green Tea
\$4.75 - Four-season green tea is a populous green tea. You can select to add milk or just tea. Please add sea salt milk foam to increase the flavor.

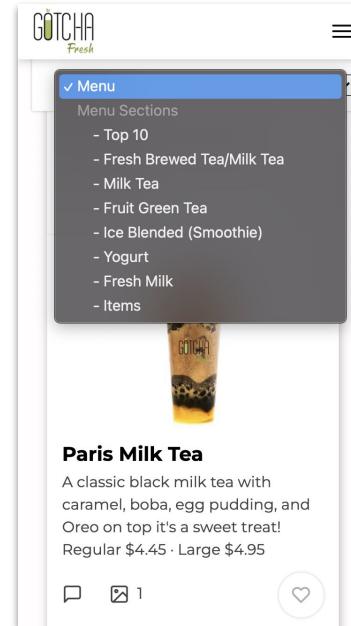
Ceylon Black Tea
\$4.75 - Ceylon black tea is a classic populous black tea. You can select to add milk or just tea. Please add sea salt milk foam to increase the flavor.

Barley Green Tea
\$4 - Barley green tea is very populous in Asia. You can select to add milk or just tea. Please add sea salt milk foam to increase the flavor.

High Mountain Oolong Tea
\$5.25 - You can select to add milk or just tea for high mountain oolong tea. Please add sea salt milk foam to increase the flavor.

Menu with **images**, **pricing**, and **description** are professional and provide users with an accurate depiction of offerings.

Users can **rate** and **comment** on drinks.

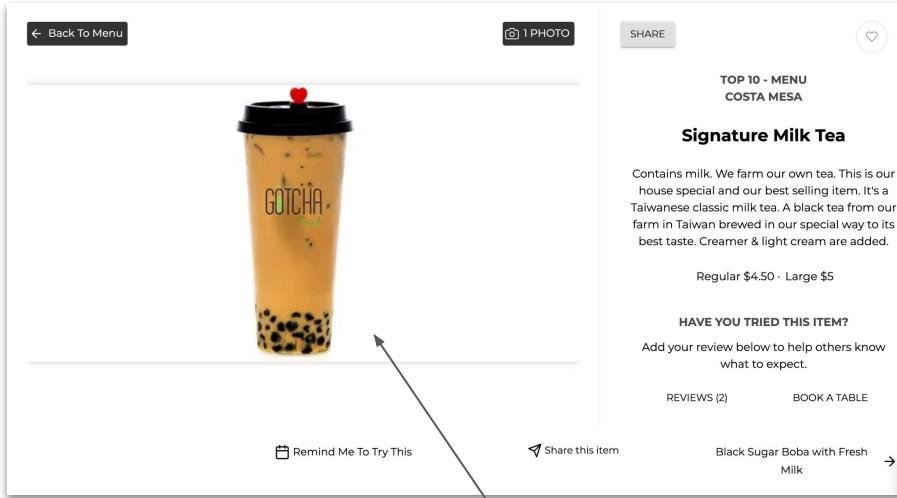


Paris Milk Tea
A classic black milk tea with caramel, boba, egg pudding, and Oreo on top it's a sweet treat! Regular \$4.45 - Large \$4.95

Filterable menu is easy to use on mobile as items are divided into **sections**.



Interactive Menu



Back To Menu

1 PHOTO

SHARE

TOP 10 - MENU
COSTA MESA

Signature Milk Tea

Contains milk. We farm our own tea. This is our house special and our best selling item. It's a Taiwanese classic milk tea. A black tea from our farm in Taiwan brewed in our special way to its best taste. Creamer & light cream are added.

Regular \$4.50 - Large \$5

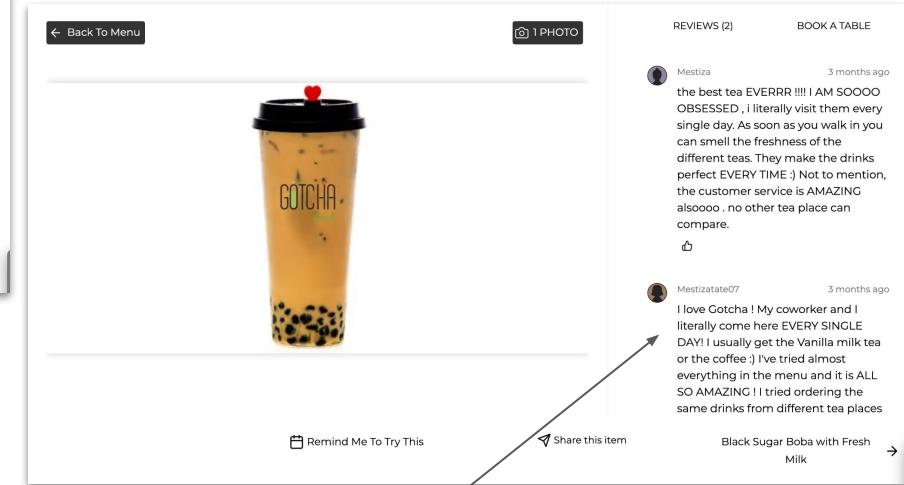
HAVE YOU TRIED THIS ITEM?
Add your review below to help others know what to expect.

REVIEWS (2) BOOK A TABLE

Remind Me To Try This

Share this item

Black Sugar Boba with Fresh Milk



Back To Menu

1 PHOTO

REVIEWS (2) BOOK A TABLE

Mestiza 3 months ago
the best tea EVERRR !!! I AM SOOOO OBSESSED, i literally visit them every single day. As soon as you walk in you can smell the freshness of the different teas. They make the drinks perfect EVERY TIME :) Not to mention, the customer service is AMAZING alsooo , no other tea place can compare.

Mestizataate07 3 months ago
I love Gotcha ! My coworker and I literally come here EVERY SINGLE DAY! I usually get the Vanilla milk tea or the coffee) I've tried almost everything in the menu and it is ALL SO AMAZINC ! I tried ordering the same drinks from different tea places

Remind Me To Try This

Share this item

Black Sugar Boba with Fresh Milk

Clicking on an item opens up a **details screen**.

Other users **reviews** are visible.

Map of Location

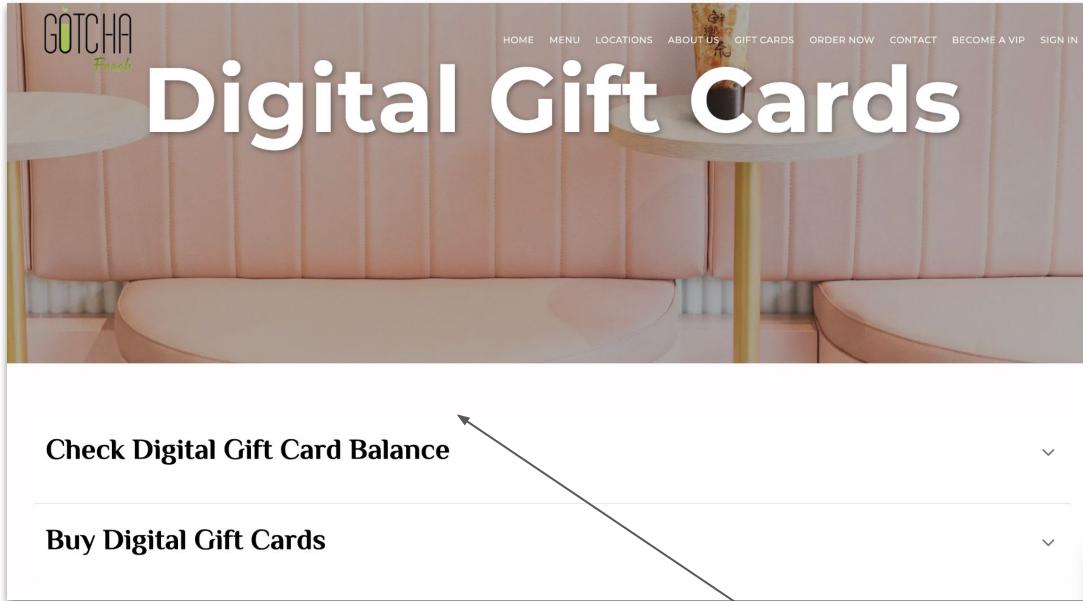
The screenshot shows a mobile-optimized website for GOTCHA Fresh. At the top, the 'GOTCHA Fresh' logo is visible. Below it, a header says 'Our Locations'. A search bar with the placeholder 'Search to find a nearby location' is present. A map of Southern California is displayed, with red location markers indicating various GOTCHA Fresh locations. Labels on the map include Los Angeles, San Bernardino, Palm Springs, Oceanside, San Diego, Tecate, and Tijuana. Below the map, a specific location is highlighted: 'Costa Mesa' with the address '2790 Harbor Blvd., Suite 116, Costa Mesa, CA 92626'. A 'GET DIRECTIONS' button is shown with an arrow pointing to it. At the bottom, the phone number '(714) 468-7687' and the operating hours 'Monday - Sunday: 11:00 am - 10:00 pm' are listed.



Maps show all locations

Can easily find directions

Gift Cards



The screenshot shows the GOTCHA Fresh website with a banner image of a modern interior with a pink leather booth and a round table. The main navigation bar at the top includes links for HOME, MENU, LOCATIONS, ABOUT US, GIFT CARDS, ORDER NOW, CONTACT, BECOME A VIP, and SIGN IN. The 'GIFT CARDS' link is highlighted. Below the banner, the text 'Digital Gift Cards' is prominently displayed in large white letters. A call-to-action box contains two buttons: 'Check Digital Gift Card Balance' and 'Buy Digital Gift Cards'. An arrow points from the text 'Gift cards are available for purchase easily through primary navigation' to the 'Buy Digital Gift Cards' button.

Check Digital Gift Card Balance

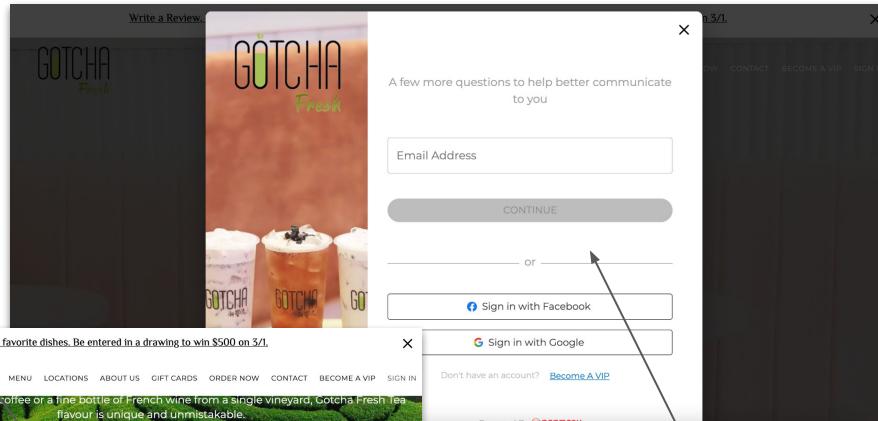
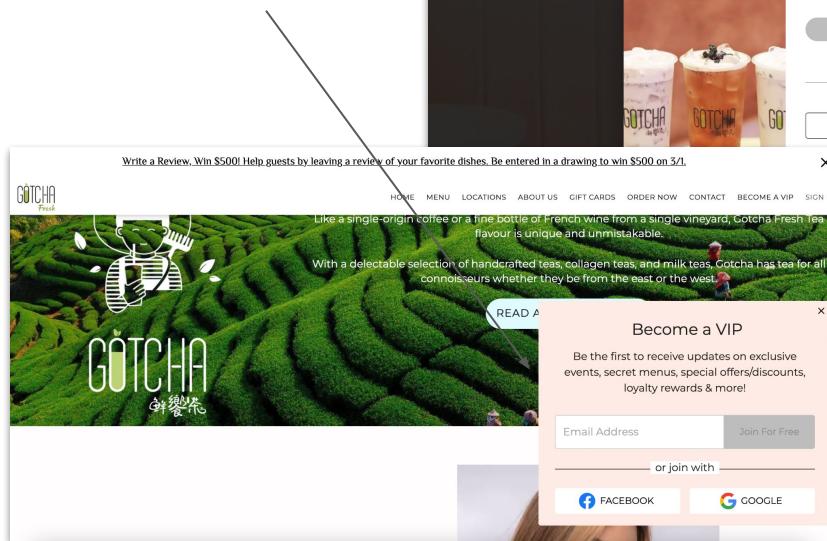
Buy Digital Gift Cards



Gift cards are available for purchase easily through primary navigation

Online Account

Can “**Become a VIP**” through setting up an account



Can create a normal **account**



Interactive Menu



Standard & Rotating Flavors

Come into any of our stores and you will find 32 wonderful flavors available.

We are constantly rotating our flavors as well as introducing new flavors.

Below is a sample listing of standard, rotating, & seasonal flavors that we scoop throughout the year.

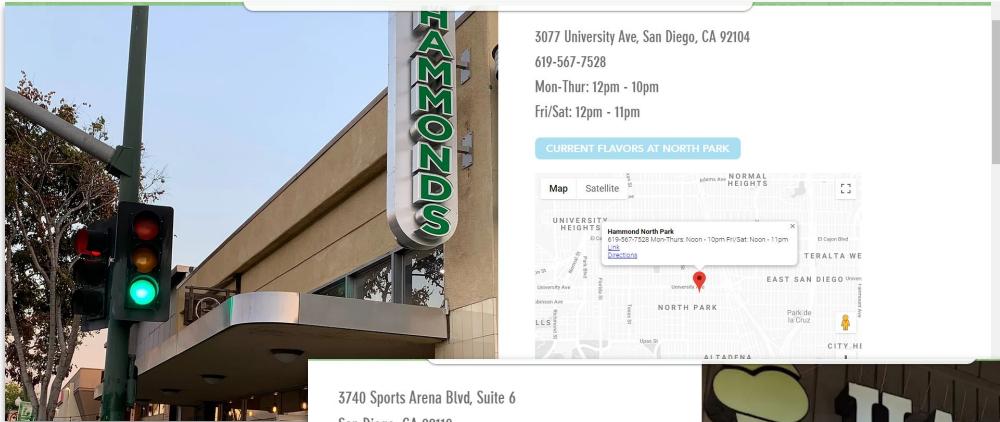
[CURRENT FLAVORS AT NORTH PARK](#)

[CURRENT FLAVORS AT POINT LOMA](#)

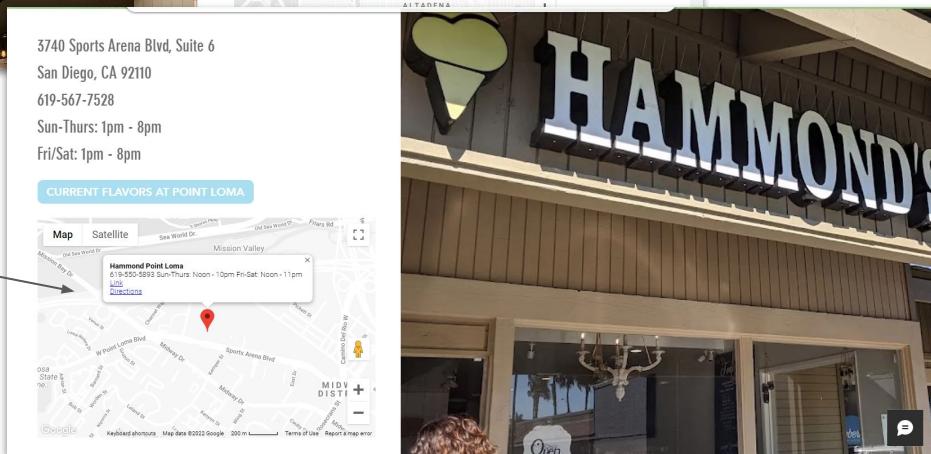


At the top of Hammond's menu there are buttons that let you see what **current flavors** are available at the **specific location**

Location



Hammond's location page displays a **photo** of the location as well as a **google map** widget showing its location with the ability to click it for **directions**.



Job Application

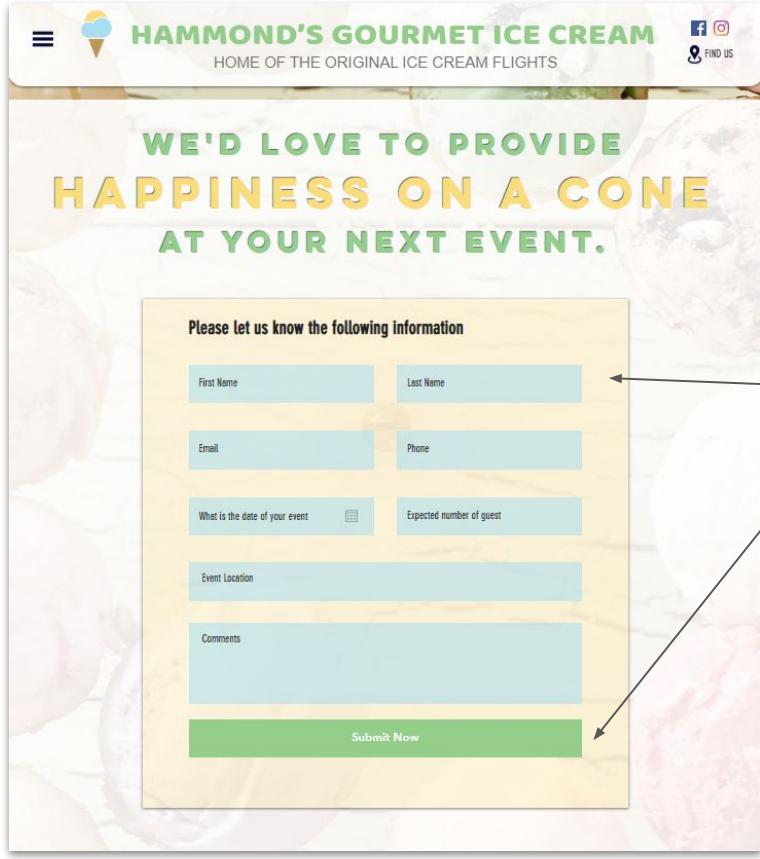
Want to work at Hammonds Gourmet?
Submit an application here

First Name	Last Name
Email	Full or Part Time? ▼
North Park or Point Loma ▼	What day can you start? □
Which days are you available? * <input type="checkbox"/> Monday <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday <input type="checkbox"/> Friday <input type="checkbox"/> Saturday <input type="checkbox"/> Sunday	
Link to Your Resume	
Submit	

Hammond's join the team page immediately offers user a **job application** with fields that can be filled in and can be **submitted right on the site**.



Job Application



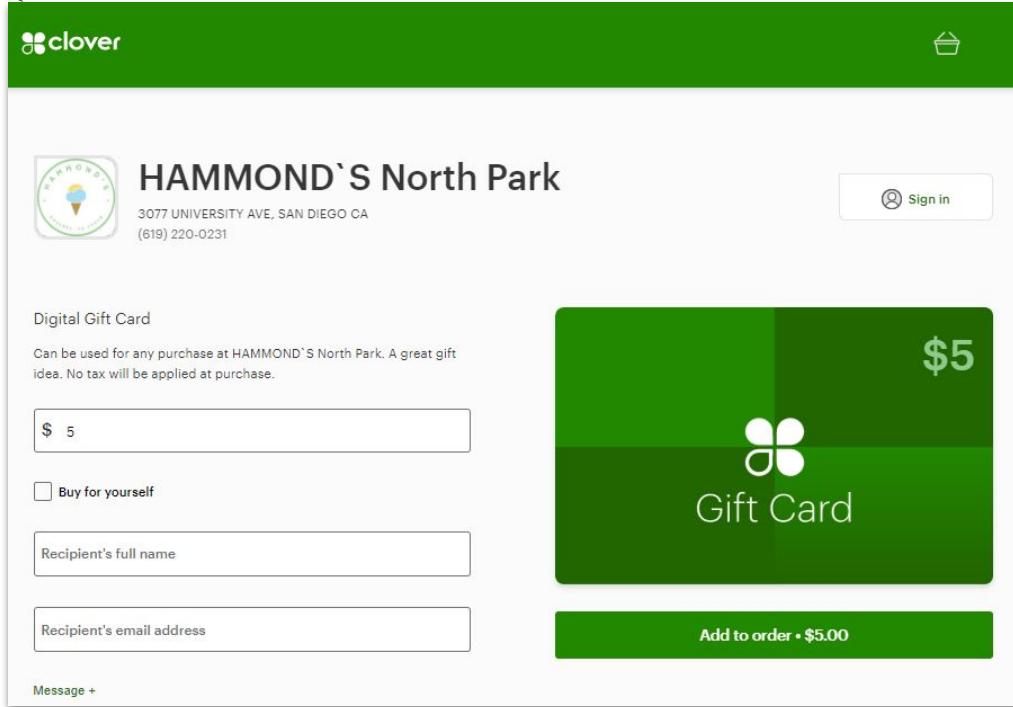
The screenshot shows the Hammond's Gourmet Ice Cream website. At the top, there is a navigation menu with three horizontal lines, the Hammond's logo (a blue ice cream cone with a yellow swirl), and the text "HAMMOND'S GOURMET ICE CREAM" and "HOME OF THE ORIGINAL ICE CREAM FLIGHTS". To the right of the logo are social media icons for Facebook and Instagram, and a "FIND US" button. Below the header, a large banner with a marble background features the text "WE'D LOVE TO PROVIDE" in green, "HAPPINESS ON A CONE" in yellow, and "AT YOUR NEXT EVENT." in green. A call-to-action button at the bottom of the banner says "GET A QUOTE". The main content area contains a yellow form with the heading "Please let us know the following information". The form includes fields for "First Name" and "Last Name", "Email" and "Phone", "What is the date of your event" (with a calendar icon), "Expected number of guest", "Event Location", and "Comments". A large green "Submit Now" button is at the bottom. The entire form is highlighted with a light yellow background.



Hammond's provides a catering request form right in their site with **fillable fields**

Online Gift Card Purchasing

Uses a third party to provide **online purchasing** of gift cards



The screenshot shows a digital gift card purchase interface. At the top, there is a green header with the 'clover' logo on the left and a shopping cart icon on the right. Below the header, the store information is displayed: 'HAMMOND'S North Park' with an address '3077 UNIVERSITY AVE, SAN DIEGO CA' and phone number '(619) 220-0231'. To the right of the store info is a 'Sign in' button. The main content area is titled 'Digital Gift Card' and includes the text: 'Can be used for any purchase at HAMMOND'S North Park. A great gift idea. No tax will be applied at purchase.' Below this text are several input fields: a '\$ 5' amount field, a checkbox for 'Buy for yourself', a field for 'Recipient's full name', a field for 'Recipient's email address', and a 'Message +' input field. To the right of these fields is a large green gift card preview with a white border. The gift card features the Clover logo, the value '\$5', and the text 'Gift Card'. At the bottom of the page is a green 'Add to order • \$5.00' button.



Summary

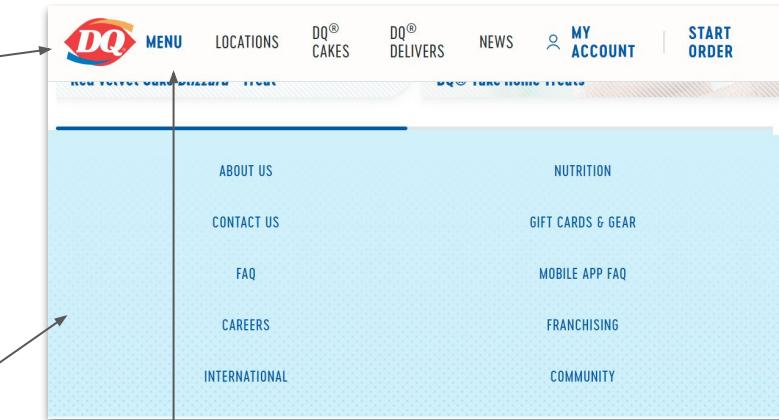
- Several of our competitors have **menus that are filterable and searchable** and we think that North Park Creamery could benefit from this feature
 - Some of the ways to integrate this would be through carousels, highlights, and drop down menus
- Since we intend to introduce a merchandise section to the website we want to include an **online account** functionality like the ones Somisomi, Dairy Queen, and Hanna's uses
- We also want to add an **interactive location map** so that users can easily get directions to North Park Creamery
- If our client is interested, we will also add an **interactive job application**
- We are also considering adding **breadcrumbs** to the site, similar to Dairy Queen's
- Since our client has space to rent out, we will be including a **venue/catering booking** form similar to the one Hammond's has
- Like many of our client's competitors we will also incorporate a working **gift card/offers** section

Site Architecture

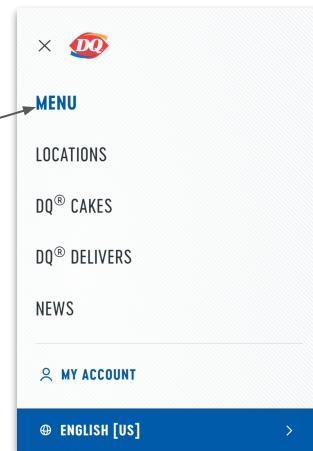
Sticky header nav at top of page that scrolls with you that has most important items

Bottom block of less important items

Consistency across desktop and mobile with blue highlight of current page and label names

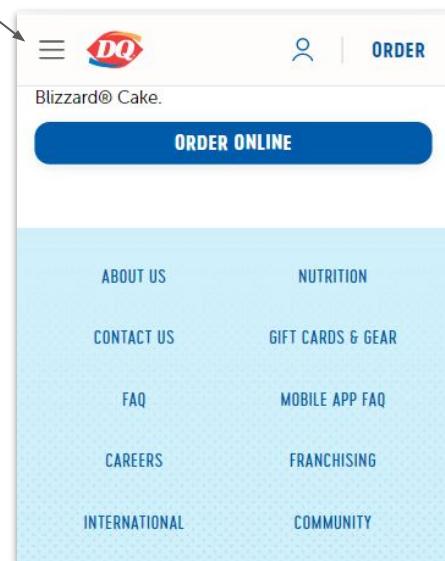


A screenshot of the Dairy Queen desktop website's navigation bar. It features a 'MENU' icon with a red 'DQ' logo, followed by links for 'LOCATIONS', 'DQ® CAKES', 'DQ® DELIVERS', 'NEWS', 'MY ACCOUNT' (with a user icon), and 'START ORDER'. Below the bar is a light blue sidebar with links: 'ABOUT US', 'CONTACT US', 'FAQ', 'CAREERS', 'INTERNATIONAL' on the left, and 'NUTRITION', 'GIFT CARDS & GEAR', 'MOBILE APP FAQ', 'FRANCHISING', and 'COMMUNITY' on the right. The 'INTERNATIONAL' link is highlighted with a blue box.



A screenshot of the Dairy Queen mobile website's navigation menu. It shows a list of links: 'MENU' (highlighted with a blue box), 'LOCATIONS', 'DQ® CAKES', 'DQ® DELIVERS', 'NEWS', 'MY ACCOUNT' (with a user icon), and a language setting 'ENGLISH [US]'.

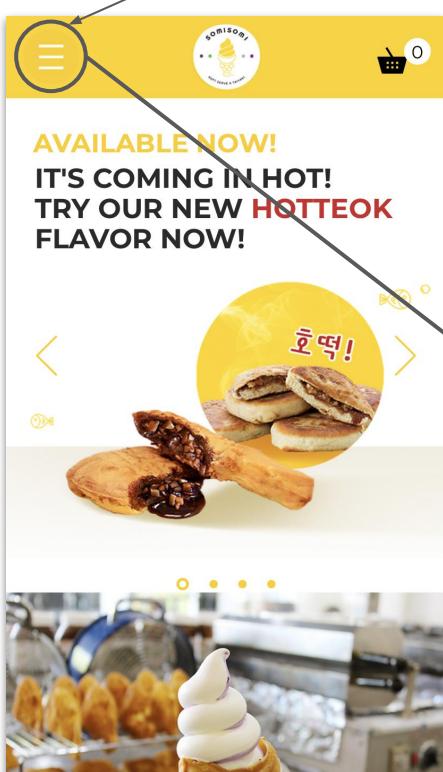
Navigation **hidden** in upper left hamburger menu on mobile



A screenshot of the Dairy Queen mobile home screen. At the top are the 'DQ' logo, a user icon, and an 'ORDER' button. Below is a 'Blizzard® Cake' section and a large blue 'ORDER ONLINE' button. The main content area contains links: 'ABOUT US', 'NUTRITION', 'CONTACT US', 'GIFT CARDS & GEAR', 'FAQ', 'MOBILE APP FAQ', 'CAREERS', 'FRANCHISING', 'INTERNATIONAL', and 'COMMUNITY'. The 'INTERNATIONAL' link is highlighted with a blue box.

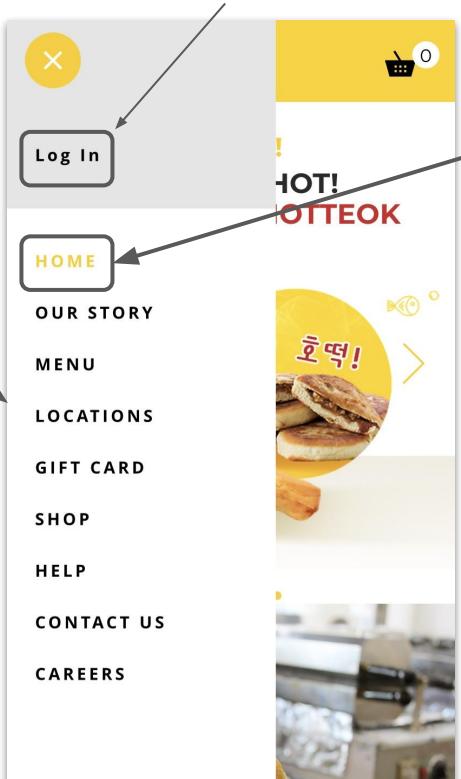


Navigation is **hidden** using a burger menu on mobile



Mobile view of website

Log in is separate



Yellow text indicates the **current page**

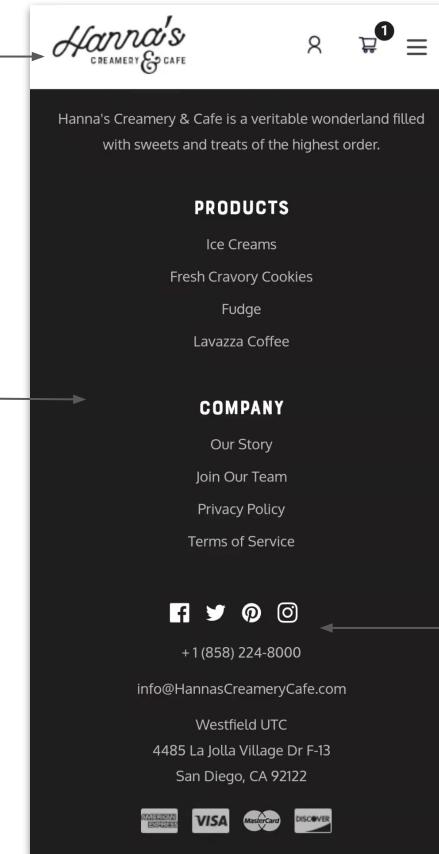


Desktop view of website

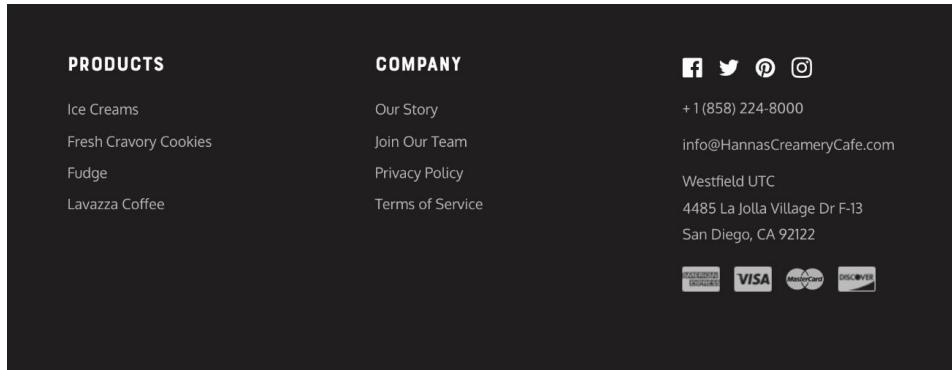
The desktop view of the site only has four main labels: **Menu**, **Locations**, **Gift Card**, and **Online Store**. The logo acts as a **home button** and there is a **Log in**, **Help button** and **basket icon** indicating users can purchase items on the website.



Both the desktop and mobile site divide their navigation links into two, with **"Our Story"**, **"Cookie Subscription"**, **"Order Now"**, **"News"**, and the **shopping cart + profile** icons taking precedence in the top navigation bar. The limited # of primary labels makes it easy to navigate the choices, and the representative icons declutter this interface further.



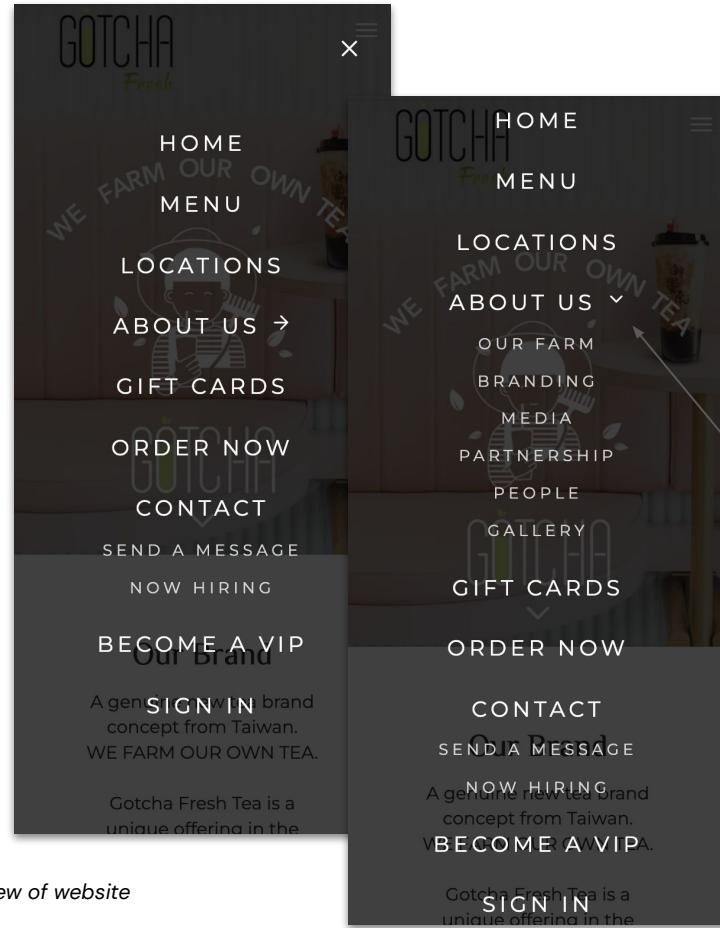
Comprehensive menus (e.g. for ice cream, coffee) and other navigational links are located in the **page footer**. This can make them potentially difficult to find despite saving space on the main navigation menu.



Contact info (e.g. **social media, phone #, email**) is collected in the footer as well. This may be helpful for decluttering, but may pose challenges to those coming to the website for contact info.

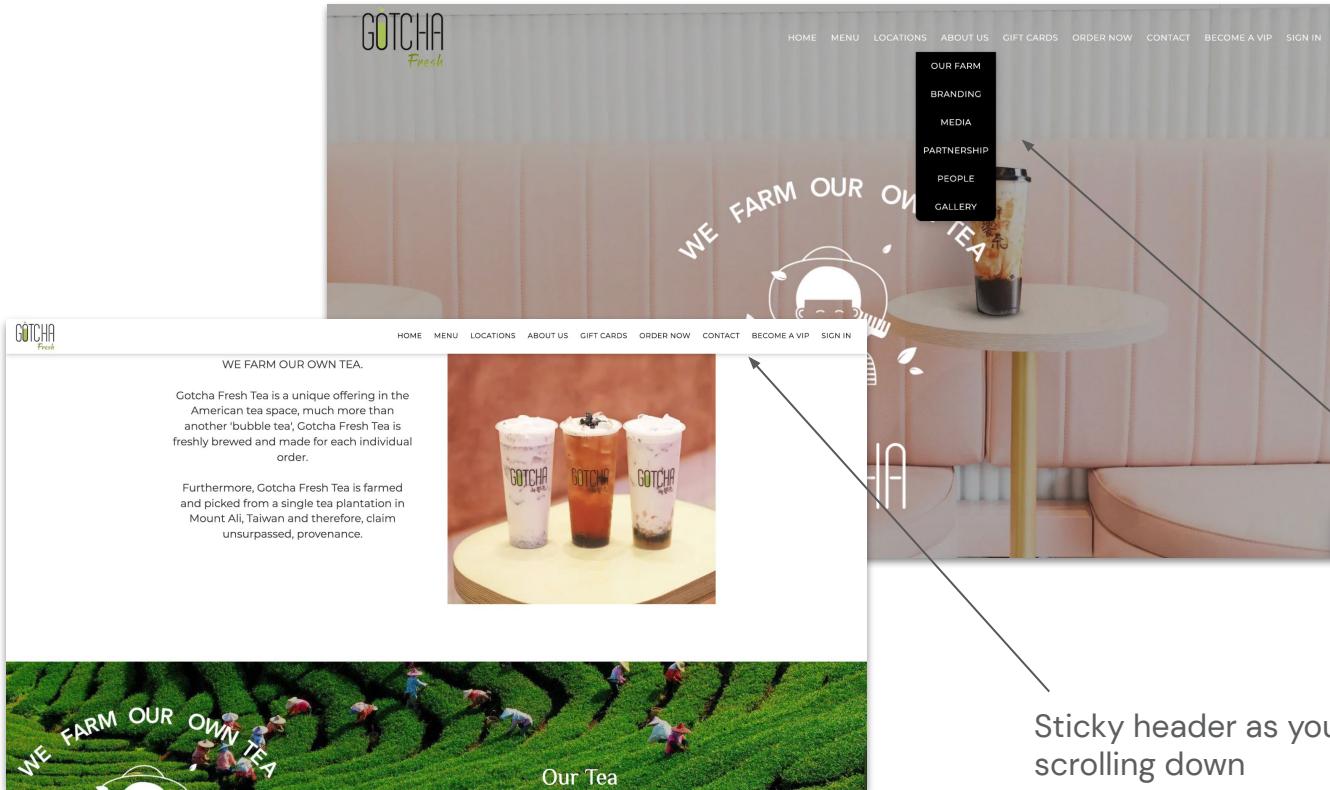


Hamburger menu



Secondary labels
underneath
"About Us"





Desktop view of website

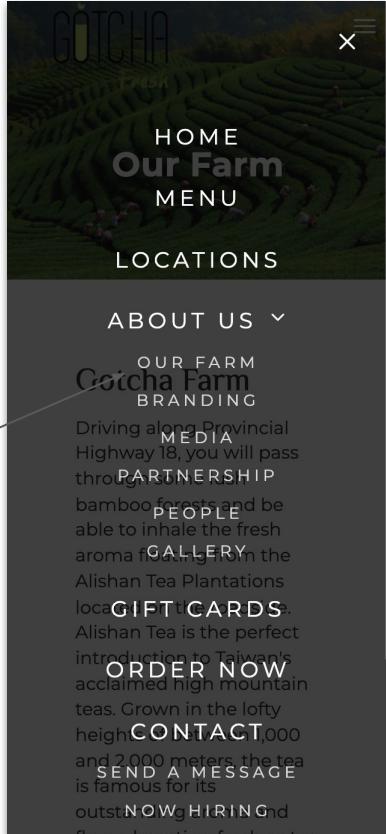
Secondary labels
underneath "About Us"

Sticky header as you're
scrolling down



Ethics + Sourcing

Sourcing information is under “Our Farm” nested under “About Us”



Description depicts luxury tea and care in sourcing, elevating their brand.

Ethics + Sourcing

 GOTCHA
Fresh

HOME MENU LOCATIONS ABOUT US GIFT CARDS ORDER NOW CONTACT BECOME A VIP SIGN IN

Gotcha x Earth

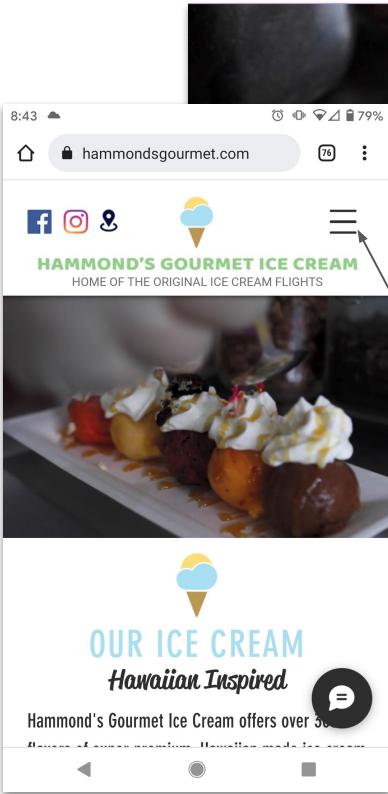
GOTCHA 鮮饗茶 loves Planet Earth. Let's make a difference together. Wouldn't it be amazing if every single straw we see in the world, in store, on Instagram were reusable? Make the first step now and join us and thousands of other boba-lovers in eliminating single-use straws while drinking boba.



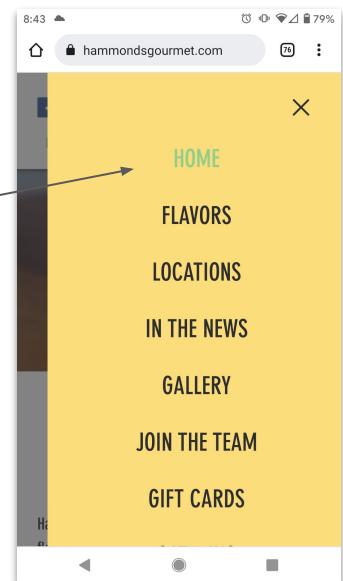
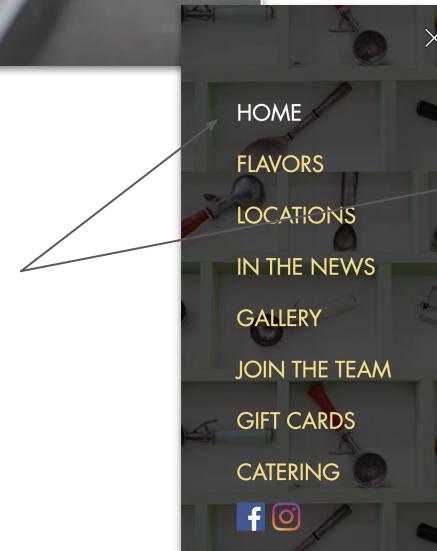
→

Encouraging sustainable drink wear on their homepage





Inconsistency across desktop and mobile in placement of hamburger and highlighting of current page



IA Table- Primary Labels

Primary Labels	Dairy Queen	Somisomi	Hanna's	Gotcha Tea	Hammond's	Total
Menu/Flavors	X	X		X	X	
“Our Story”		X	X	X		
Locations	X	X		X	X	
Gift Card		X	X	X	X	
Shop		X	X			
Help		X				
Contact Us	X	X		X		
Careers/Join The Team		X	X		X	
DQ® CAKES	X					

IA Table- Primary Labels (cont.)

Primary Labels	Dairy Queen	Somisomi	Hanna's	Gotcha Tea	Hammond's	Total
DQ® Delivers	X					
News/In The News	X		X		X	
My Account	X	X	X	X		
Start Order	X		X	X		
Home		X	X		X	
Gallery					X	
Catering			X		X	
Become a VIP				X		

IA Table- Secondary Labels

Primary Labels	Dairy Queen	Somisomi	Hanna's	Gotcha Tea	Hammond's
Menu	FEATURED, TREATS, FOOD, DRINKS, CAKES, KIDS				
“Our Story”				OUR FARM, BRANDING, MEDIA, PARTNERSHIP, PEOPLE, GALLERY	
Locations					
Gift Card					
Shop					
Help					
Contact Us				SEND A MESSAGE, NOW HIRING	

IA Table- Secondary Labels (cont.)

Primary Labels	Dairy Queen	Somisomi	Hanna's	Gotcha Tea	Hammond's
DQ® Delivers					
News/In The News	OVERVIEW, ANNOUNCEMENTS, MEDIA CENTER, COMPANY PROFILE				
My Account		MY ORDERS, MY ADDRESSES MY SUBSCRIPTIONS, MY ACCOUNT, LOGOUT			
Start Order					
Home					

IA Table- Secondary Labels (cont.)

Primary Labels	Dairy Queen	Somisomi	Hanna's	Gotcha Tea	Hammond's
Gallery					
Catering					
Careers					

Our Proposed Site Architecture

- Home (likely a logo)
- Menu
- Our Story
- Locations
- Shop
 - Gift Card
 - Merchandise
- Contact Us
 - Join The Team (friendlier)
 - Catering
 - Venue booking
- News
- My Account

KEY:

- Primary Nav. Label
 - Secondary nav. label

Summary

- We saw an even split between sites that actively used secondary labels (DQ, Gotcha) and those that generally stuck to a simpler, single-layer architecture (Hanna's, Somisomi, Hammond's). While secondary labels are useful for establishing info hierarchy in the header/nav bars, we will likely lean towards keeping information **condensed in the primary labels** and use secondary labels sparingly for a simpler browsing experience.
 - This applies especially to North Park Creamery at the moment because it is still a relatively small business; links to merchandise and store locations might take lower precedence, esp. if there isn't much content to supplement them.
- We observed several inconsistencies between the primary header labels on mobile and desktop. When we design our website, we hope to design with a **mobile-first mindset**, eliminating the need to reduce information for mobile users due to spacing constraints.
- Some websites included information like menus or contact/hiring info in the footer or secondary labels. We might use this technique but avoid including pages users most frequently access (e.g. menu) exclusively in this section.

Summary

- Some of the most highly prioritized labels (based on presentation order from top-down or left-right) were “**Home**,” “**Menu**,” “**Our Story**,” “**Locations**,” “**Shop** (gift cards or merchandise deals).” Based on our user interviews, we can affirm these will be important primary labels to include in our navigation bar as well.
 - Following our competitors, we will likely use “**Contact Us**” as a primary label, with **employment information**, **venue booking**, and **catering services** as secondary labels.
 - We may also include an icon signifying **user account info** if North Park Creamery decides to include transactions for gift cards/rewards
 - Finally, considering the potential for North Park Creamery to form strong bonds with its locals, we may feature a **news** section to highlight recent events or collaborations with the community

Content

Chocolate Dipped Cone

KIDS SMALL MEDIUM LARGE

200 Cal

Our famous original cone dipped in crunchy chocolatey coating.

Small dipped cone pictured here. Kid's dipped cone not pictured. Available at participating DQ® locations.

[FIND A DELIVERY PROVIDER](#)

Delivery providers are available at your selected DQ® store. Delivery is subject to availability and only in select areas.



Chocolate Dipped Cone

KIDS SMALL MEDIUM LARGE

200 Cal

Our famous original cone dipped in crunchy chocolatey coating.

Small dipped cone pictured here. Kid's dipped cone not pictured. Available at participating DQ® locations.

[FIND A DELIVERY PROVIDER](#)

Delivery providers are available at your selected DQ® store. Delivery is subject to availability and only in select areas.

NUTRITION SUMMARY

Calories	9	28	4
Calories (kcal)	200	9	28
Fat Calories (kcal)	80		
Total Fat (g)		9	
Saturated Fat (g)		7	
Trans Fat (g)		0	
Cholesterol (mg)		15	

[View All Nutrition Information](#)

ALLERGENS & INGREDIENTS

Allergens

Milk, Soy and Wheat

Ingredients

DIPPED CONE: CHOCOLATE - KIDS: ARTIFICIALLY FLAVORED VINYL REDUCED FAT ICE CREAM, MILK, AND NON-DIET MILK, SUGAR, CORN SYRUP, WHEY, MONO AND DIGLYCERIDES, ANTHONAN FLAVOR, GUM GUM, POLYSORBATE 60, CARBAGENIN, VITAMIN A PALMITATE, CHOCOLATE FLAVORED CONE COATING, COCONUT OIL, SUGAR, HYDROGENATED VEGETABLE OIL (COCONUT, SOYBEAN), COCOA PROCESSED WITH ALKALI, CORN STARCH, SOY LECITHIN (EMULSIFIER), SALT, NATURAL FLAVOR, CARE CONE: ENRICHED WHEAT FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMINE MONONITRATE, RIBOFLAVIN, FOLIC ACID), TAPIOCA STARCH, SUGAR, CONTAINS LESS THAN 2% OF: ANNATO EXTRACT (VIGI TABLE COLOR), CANOLA OIL, LEAVENING (AMMONIUM BICARBONATE, SODIUM BICARBONATE), NATURAL FLAVOR, SALT.

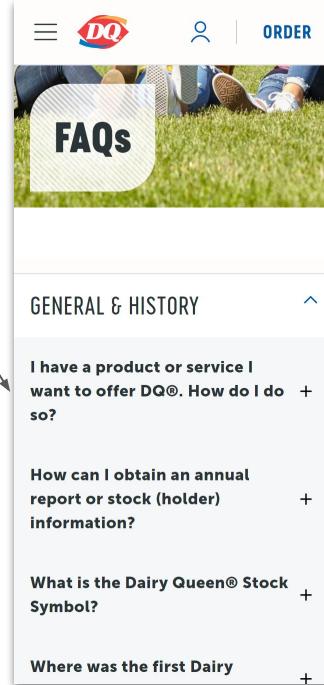
Menu provides possible **sizes**, **nutritional information**, and **allergen information** all in drop downs for users' convenience

Nutrition

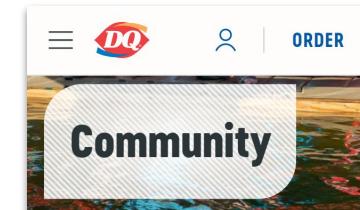
information is also displayed on its own page with a comparison table

TREATS NUTRITION & ALLERGENS			
LIMITED TIME			
Menu Item	Calories (kcal)	Fat Calories (kcal)	Total Fat (g)
Candy Cane Chill Blizzard - Large	1050	270	30
Candy Cane Chill Blizzard - Medium	780	200	23
Candy Cane Chill Blizzard - Mini	370	100	11
Candy Cane Chill Blizzard - Small	630	160	18

Provides a list of **frequently asked questions**



The image shows a mobile phone screen displaying the Dairy Queen app. At the top, there is a navigation bar with a menu icon, the DQ logo, a user icon, and an 'ORDER' button. Below the navigation bar, a large button with the word 'FAQs' in white is overlaid on a background image of two people sitting on grass. The main content area is titled 'GENERAL & HISTORY' with a collapse arrow. Below this, there are four expandable questions with '+' signs to their right: 'I have a product or service I want to offer DQ®. How do I do + so?', 'How can I obtain an annual report or stock (holder) + information?', 'What is the Dairy Queen® Stock Symbol?', and 'Where was the first Dairy +'. Each question has a collapse arrow to its right.



The image shows a mobile phone screen displaying the Dairy Queen app. At the top, there is a navigation bar with a menu icon, the DQ logo, a user icon, and an 'ORDER' button. Below the navigation bar, a large button with the word 'Community' in white is overlaid on a background image of a group of people standing outdoors. The main content area shows a large image of a group of people standing in front of large red letters spelling '#SOMN'.



Community page that highlights what fundraisers and other **philanthropic** efforts they participate in

Giving Back

The DQ® system believes in giving back to the



SOFT-SERVE

Perfect sweetness level and flavor profile designed to be enjoyable by all soft-serve lovers!



TAIYAKI

Baked fish-shaped waffle cone filled with your choice of filling!

Explanation of other products that they offer



WHAT IS AH-BOONG?

FLAVOR

Select one flavor from our delicious soft serve flavors like Milk, Matcha, Ube, Black Sesame and more.

FILLING

Your choice of filling stuffed inside the taiyaki cone. Select from Custard, Nutella, RedBean, Red Bean and Cream Cheese and Taro.

TOPPING

We've got Oreo® crumbs, Strawberry, macaron, Graham crackers, Fruity Pebbles®, rainbow sprinkles and so much more. Sprinkle on!

SHARE

Don't forget to share the photo on social media and tag #somisomi and let everyone know what the hype is all about.



WHO WE ARE

We were found in 2016 by two dessert enthusiasts whose love for ice cream led to creating SomiSomi. 4 years later, Somisomi can be found all over the U.S. today, offering irresistible Korean-inspired soft serve in ornate goldfish-shaped waffles cones.

Our company delivers personalized ice cream experience with a Korean flare that is truly unique and unforgettable.



Breakdown of their main product

"Our story" section explaining why they started the company and why they're **different** from other ice cream places

Menu



However, there are **no prices shown** for any product.

ICE CREAM FLAVORS

MILK	UBE	MILK TEA	MATCHA	CHOCOLATE	COFFEE
HORCHATA	BANANA	COOKIES 'N CREAM	STRAWBERRY	SESAME	ALSO AVAILABLE IN SWIRLS!

*Flavors and swirl options varied by location.

Verbal and Visual
list of soft serve
flavors available.

COFFEE			
LAVAZZA			
COLD DRINKS	5 L	HOT DRINKS	
		12OZ 16OZ	
ICED COFFEE	2.75 3	COFFEE CARRIER	20.95
ICED CAFFE LATTE	4.1 5	CAPPUCCINO	3.5 3.95
COLD BREW	4.1 4.5	CAFFÈ LATTE	3.5 3.95
COLD BREW NITRO	4.5 5	FLAVORED LATTE	3.95 4.45
COLD BREW LATTE	4.5 5	AMERICANO	3.5 3.95
		BREWED COFFEE	2.25 2.95
		CAFFÈ AU LAIT	3.5 3.95
		ESPRESSO	3 3.5
		ESPRESSO MACCHIATO	3.5 4
		ESPRESSO CON PANNA	3.5 4
		ESPRESSO SHOT	1
		FLAVORED SYRUP	0.5
		SOY/ALMOND MILK	0.5

Coffee and **ice cream** menus are images, making them easy to download and share. They have no interactions or images and present a very modern, minimalist look.

HOMEMADE ICE CREAM

BANANA
tons of fresh banana

CHUNKY PEANUT BUTTER CUP
vanilla ice cream with peanut butter cups & a peanut butter swirl

COCONUT STORM
creamy coconut ice cream with coconut shreds

COFFEE BEAN
blends of coffee

COOKIE DOUGH COOKIE
vanilla ice cream with cookie dough & homemade chocolate chip cookies

COOKIE MONSTER
vanilla ice cream with Oreos & homemade chocolate chip cookies

MILK CHOCOLATE
Smooth & creamy milk chocolate

DULCE DE LECHE
caramel swirl to die for

EXTRAORDINARY VANILLA
made with the finest vanilla

FRESH STRAWBERRY
tons of fresh strawberry

LUSCIOUS SLOAN'S WHITE
Vanilla Ice Cream with brownies, pecans, almonds, peanuts, toffee & caramel

MINT CHOCOLATE CHUNK
Loaded with mint, chocolate chunks, no added color

NUTTY PISTACHIO
Vanilla ice cream loaded with pistachios, no added color

DARK CHOCOLATE
rich dark chocolate

SNICKERS
Chopped snickers bars & caramel

CHEESECAKE
Fall in love with assorted cheesecake flavors

LIMITED EDITION

CARROT CAKE
APPLE PIE
BIRTHDAY CAKE
MATCHA
PEAR SORBET
WATERMELON SORBET
AVOCADO SORBET
TAMARINDO SORBET

SORBET Vegan. made with real fruit

MANGO SORBET
LIME SORBET
ORANGE SORBET

The **cookie** menu features a smaller selection of products and uses bright, enticing, and professional images to highlight each item.



COOKIE-BIRTHDAY CAKE
\$16.99

ADD TO CART



COOKIE-ULTIMATE CHOCOLATE CHIP
\$16.99

ADD TO CART



COOKIE-COOKIE MONSTER
\$16.99

ADD TO CART



COOKIE-RED VELVET
\$16.99

ADD TO CART





WE ARE CURATORS OF THE BEST SWEETS AROUND

Smell the warm, sugary goodness of cookies fresh out of the oven, the melt in your mouth handcrafted fudge, and the sweet sticky goodness of freshly-made ice cream.

[LEARN ABOUT OUR STORY](#)



COOKIE-LEMON BAR

\$16.99

Size

[ADD TO CART](#)

Buy with Google Pay

[More payment options](#)

Pucker up lemon lovers because this tart treat is as sweet as she looks. Blonde, beautiful, and wrapped in a coat of powdered sugar, this looker has the taste to back up her looks. Fresh lemons are hand zested and squeezed to infuse this cookie with a zesty tartness that's hard to ignore. Don't worry about the bite. Her acerbic core is perfectly mellowed with a smooth layer of powdered sugar and a handy helping of Vanilla A'peels. This cookie is the perfect example of a bittersweet relationship.

"Warm, sugary," "fresh," "sweet sticky," "freshly-made," and more... How many semantically relevant adjectives can you fit into one sentence?



The personification of the product adds a lot of personality to what could've been a bland product description.

One of Hanna's biggest strengths is its **descriptively tantalizing written copy**.

Whether as an introductory blurb on the home page or detailed description of a product, the diction oozes decadence and enjoyment.

Our Story

OUR STORY COOKIE SUBSCRIPTION ORDER NOW



NEWS 2



OUR MISSION

We use the best quality ingredients and offer the best selection of sweets to our customers. We want to be your go-to stop for all things sweet, and we will continue to work hard to make that possible.

Enjoy the sweet and warm smell of fresh cookies right out of the oven that will melt directly into your mouth. Our desire to share the best sweets with the world has led us to open our online shop. Whether you want to send a gift to a loved one or want to stock up on some cookies for yourself, you can't go wrong with Hanna's!

We take pleasure in making the world a little sweeter.

WHO WE ARE

Our love for delicious ice cream and freshly-made sweets is what encouraged us to open Hanna's Creamery & Cafe. Located in the UTC mall in La Jolla, San Diego, we have continued to provide our customers with the best treats around.

Our products include rich Italian Lavazza coffee, fresh Cravory cookies, and delicious Brownie Points brownies. And of course, our fresh, made-to-order Italian ice cream!



The **Our Story** page features attractive photos of its storefront and its brand values.

The photos reaffirm the brand's classic, yet clean & modern visual identity.

4. HANNA'S IS SIMPLE, INEXPENSIVE, AND CONVENIENT

Hanna's catering items come individually wrapped, making them a clean, safe option for corporate or small business events.

Hanna's takes orders by phone or through our website, and catering is fulfilled by our partners at ezCater, allowing for a simple, quick, and convenient checkout process.

[Order Hanna's catering for your business!](#)

You can also rest assured knowing that Hanna's takes care of delivery, so you don't have to worry about time or other expenses such as gas, insurance, mileage, and lost productivity while you or another employee pick up the order.

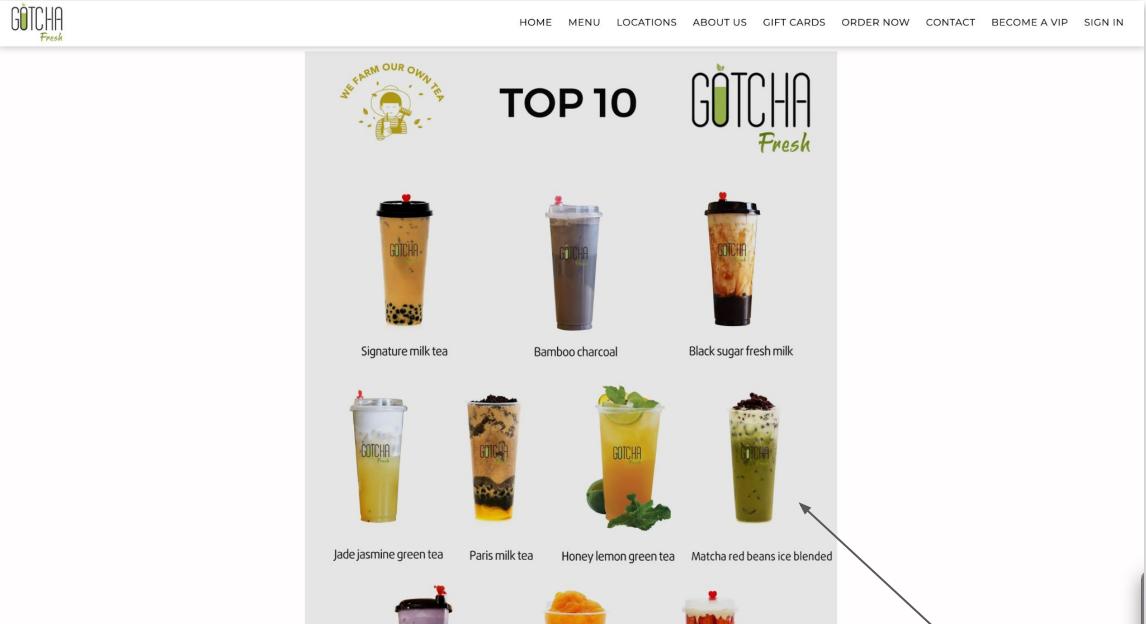
For added convenience and savings, sign up for Hanna's subscription service to cater regularly scheduled meetings such as weekly or monthly planning meetings.

For smaller orders, we also provide delivery through Door Dash, Uber Eats, and Grub Hub. Take our sweets home; [find a nearby driver!](#)



Hanna's publishes **articles** on its services to reiterate its appeal as a catering partner. Their use of second person in their written copy and their mouthwateringly vivid photos establish the raw appeal to any given reader.

Menu Highlights

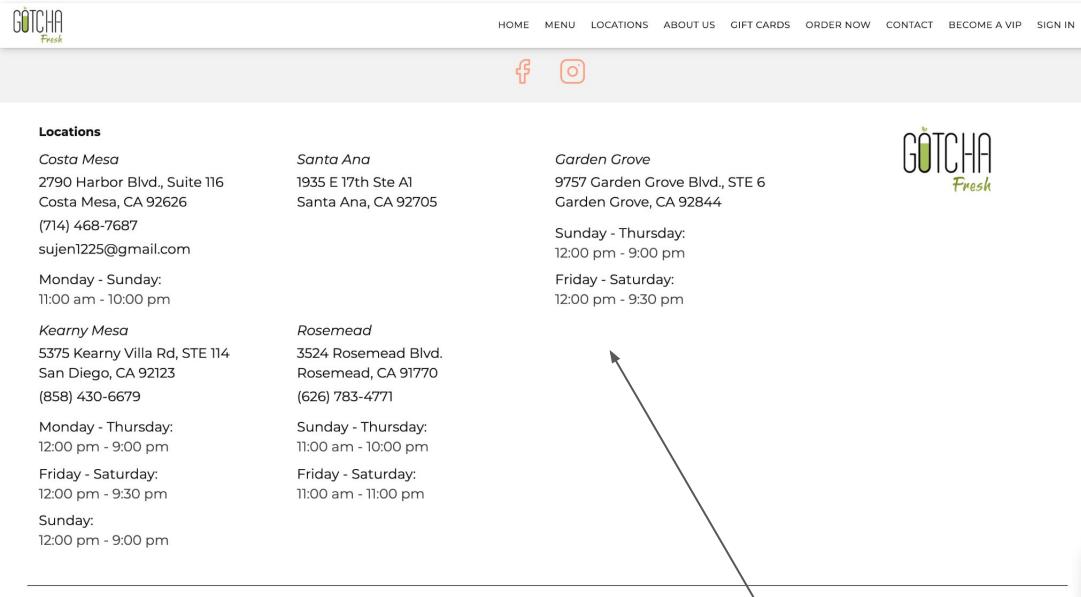


The screenshot shows the GOTCHA Fresh website's menu highlights section. At the top, there's a navigation bar with links: HOME, MENU, LOCATIONS, ABOUT US, GIFT CARDS, ORDER NOW, CONTACT, BECOME A VIP, and SIGN IN. Below the navigation is a circular logo with the text "WE FARM OUR OWN TEA" and a small illustration of a tea plant. To the right of the logo, the text "TOP 10" is displayed in large, bold, black letters. The main content area features eight different drink options, each with a small image and a label: "Signature milk tea", "Bamboo charcoal", "Black sugar fresh milk", "Jade jasmine green tea", "Paris milk tea", "Honey lemon green tea", "Matcha red beans ice blended", and three small images at the bottom representing additional toppings or ingredients. An arrow points from the text below to the "Matcha red beans ice blended" drink.



Highlights **best flavors** for new customers with enticing images

Store Hours



GOTCHA
Fresh

HOME MENU LOCATIONS ABOUT US GIFT CARDS ORDER NOW CONTACT BECOME A VIP SIGN IN

f  

Locations

Costa Mesa 2790 Harbor Blvd., Suite 116 Costa Mesa, CA 92626 (714) 468-7687 sujen1225@gmail.com	Santa Ana 1935 E 17th Ste A1 Santa Ana, CA 92705	Garden Grove 9757 Garden Grove Blvd., STE 6 Garden Grove, CA 92844
Monday - Sunday: 11:00 am - 10:00 pm		Sunday - Thursday: 12:00 pm - 9:00 pm
		Friday - Saturday: 12:00 pm - 9:30 pm
Kearny Mesa 5375 Kearny Villa Rd, STE 114 San Diego, CA 92123 (858) 430-6679	Rosemead 3524 Rosemead Blvd. Rosemead, CA 91770 (626) 783-4771	
Monday - Thursday: 12:00 pm - 9:00 pm	Sunday - Thursday: 11:00 am - 10:00 pm	
Friday - Saturday: 12:00 pm - 9:30 pm	Friday - Saturday: 11:00 am - 11:00 pm	
Sunday: 12:00 pm - 9:00 pm		



Store hours easily
accessible in the footer





Our Brand

A genuine new tea brand concept from Taiwan.
WE FARM OUR OWN TEA.

Gotcha Fresh Tea is a unique offering in the American tea space, much more than another 'bubble tea'. Gotcha Fresh Tea is freshly brewed and made for each individual order.

Furthermore, Gotcha Fresh Tea is farmed and picked from a single tea plantation in Mount Ali, Taiwan and therefore, claim unsurpassed, provenance.



HOME MENU LOCATIONS ABOUT US GIFT CARDS ORDER NOW CONTACT BECOME A VIP SIGN IN

GOTCHA Fresh Tea

THE BUBBLE TEA BRAND THAT MADE TEA DRINKING A LUXURY

GOTCHA brand strategy

GOTCHA brand strategy is built on the promise of providing a high-quality tea experience and education for the discerning bubble tea consumer. Launched just in 2017, it is fascinating how GOTCHA Fresh Tea has managed to quickly expand across the USA and around the globe and build its unique identity as being the USA's first luxury bubble tea brand.

For anyone and everyone, walking into any GOTCHA Fresh Tea store for the first time is a breathtaking experience. Before the launch of the GOTCHA brand, tea drinking and tea purchasing has never been seen as luxury experiences, much unlike coffee. Being the first luxury bubble tea brand in the USA, GOTCHA has managed to create a perception of being a connoisseur in consumers' eyes by harvesting the highest quality teas, building an impressive product range, and creating an unparalleled in-store experience.

Despite the brand's astounding success, it started from humble beginnings. When the brand was first launched in 2017, even Roger Fu's (EFC Group and GOTCHA CEO) friends did not believe that the concept of a luxury bubble tea experience would be popular. www.bubble-tea-experience.com

Detailing their **brand strategy** with hints of their history



HOME MENU LOCATIONS ABOUT US GIFT CARDS ORDER NOW CONTACT BECOME A VIP SIGN IN

Gotcha Farm

Driving along Provincial Highway 18, you will pass through some lush bamboo forests and be able to taste the fresh aroma floating from the Alishan Tea Plantations located on the roadside. Alishan Tea is the perfect introduction to Taiwan's acclaimed high mountain teas. Grown in the lofty heights of between 1,000 and 2,000 meters, the tea is famous for its outstanding aroma and flavor, boasting fresh notes of spring and a delicate, nutty flavor. The tea is harvested by hand to provide the perfect conditions for tea production. The fluctuations in temperature between day and night result in tea trees growing at a slow rate, accumulating more flavor. Their leaves turn out to be surprisingly soft and make some very fragrant tea that will lift your mood and stimulate your senses with every sip. The soothing and invigorating Alishan Oolong Tea is no doubt an everyday must, whether as a perfect first drink of the day or as a lovely afternoon treat.

Gotcha Luxury Tea

Our "luxury tea" series is premium high-class tea collection due to our tea picker must go up the hill at our tea plantation in Mount Ali, Taiwan before the morning sun, and the purest dew in the mist is what gives the morning leaves fresh and juicy. Hand-picked leaves of perfect tea leaves leaf shape. This tea even the way it is prepared is in a very neutral manner that focuses on the flavour, the terroir and the complexity of the tea itself.

Explaining how their tea is **sourced**

HOME MENU LOCATIONS ABOUT US GIFT CARDS ORDER NOW CONTACT BECOME A VIP SIGN IN

Our Partnership...Our QualiTEA people

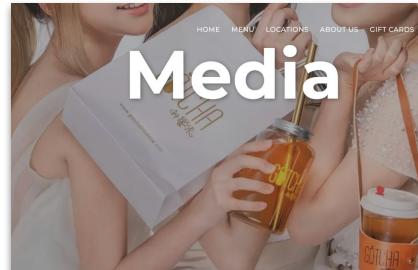
Our TEAristas are our greatest asset and our success depends on your success as well.

At GOTCHA, you'll find a passion and commitment to excellence, an emphasis on respect in how we treat our customers and each other.

We are growing in dynamic ways and recognize that the right people whose values match those of the business, will enable us to continue our success.



Describing their **staff** (could use more pictures)



Our Partners

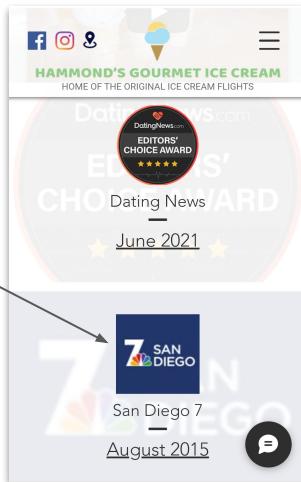
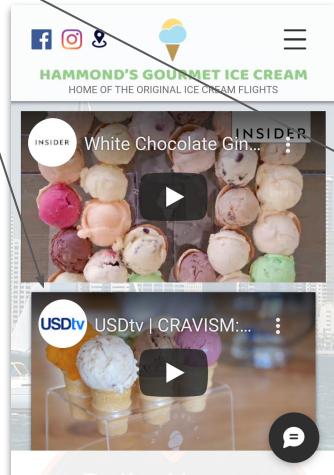


Media coverage and sponsors looks professional

Menu displays photos alongside the items in an unique way



Highlights their appearances in the news



Full page spread **gallery** of products or people enjoying products

Content Table

Content	Dairy Queen	Somisomi	Hanna's	Gotcha Tea	Hammond's
Menu	X	X		X	X
Menu Highlights	X			X	
“Our Story”	X	X		X	
Locations	X	X		X	X
Photos of product, people, and interior	X	X		X	X
Sustainability Efforts	X			X	
Contact Info	X	X		X	X

Content Table

Content	Dairy Queen	Somisomi	Hanna's	Gotcha Tea	Hammond's
Shop Hours	X			X	X
Community Efforts	X				
FAQ	X				
Sourcing Info				X	X
Team Profile				X	
News/Blog	X			X	X
Dietary Restrictions	X				

Summary

- We have collected the common content across competitors and requested by our client and organized it in the following way.
- The **Home page** will contain **menu highlights** and **best sellers**, **shop hours**, and **other information**.
- The **Menu page** will contain not only the **products** but also **indicators** form whether the **ingredients are sustainably sourced** or any **dietary restrictions** that may apply to the specific item.
- The **Our Story page** will contain **information about the owners** as well as their **sustainability and community efforts**, information on **where their ingredients are sourced**, and **team profiles**.
- The **Locations page** will contain not only information about the **location** but also **shop hours**.
- The **Contact page** will contain contact information like a **phone number**.
- The **News page** will contain any **news or media** the shop or owners have been featured in. Most pages will contain photos, with the home and our store pages focusing on people, the location page focusing on interior, and the menu focusing on product. There will also be an **FAQ** linked in the footer.

Moodboard



Fonts

Logo Font

Crystal Deco Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Header Font

Fredoka One

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body Font

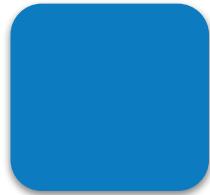
DM Sans

Aa

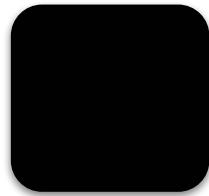
ABCDEFGHIJKLMNOPQRSTUVWXYZab
abcdefghijklmnopqrstuvwxyz
0123456789

Color Palette

Main Color Palette



Potential Accent Colors



Summary

- North Park Creamery wanted to showcase that they are a **local** ice cream joint made for **families** and the **community** that serves quality **organic** ice cream for a **good value**.
- Rationale of Images
 - San Diego beaches and North Park show the laid back beach town, **community** feel commonly associated with those areas. These images also have **blue** and **orange** hues, which are colors we are pulling from for North Park's color palette for a beachy feel.
 - Farmers markets are **bright** and **colorful** with local farmers, commonly known for being **unpretentious** and a provider of organic produce
 - Images of **family**, **friends**, and **children** enjoying ice cream which are all of North Park's target demographic. They all seem **relaxed** and **warm**, which the owners of NPC want their customers to feel.
- Fonts
 - **Fredoka One** is playful header font, pulling from the idea of being **unpretentious** and likable to **children**
 - **DM Sans** is another round sans serif font, but doesn't look exactly the same as Fredoka One
- Colors
 - Introduced black and white range to offset brightness of **beachy** accent colors

Final Summary

Bottom Line Summary

- **Brand**
 - We need to communicate North Park Creamery's promise to quality and family friendliness with a strong and consistent visual identity
 - We need to balance the playfulness of our typefaces and bright accents with thoughtfully planned composition and organization
- **Features & Functionality**
 - We need a well-organized, interactive menu that effectively communicates its highlights and updates
 - We need contact information to be easily discoverable to allow for venue/catering booking, questions, etc.
- **Site Architecture**
 - We need clear and concise primary labels immediately available in a single nav-bar, including "Home," "About Us," "Menu," and "Contact."
 - We want consistency between mobile and desktop interfaces.
- **Content**
 - We want to highlight menu content as soon as possible by prioritizing quality photos
 - The site's copy should emphasize North Park Creamery's commitment to ethically sourced, quality ingredients and fostering connections with its community.