

# **a new way to enjoy boba**

**cynthia muniz**



**what is boba tea?**

# history

made in taiwan in the 1980s

2 shops claim to have created it, but it's unclear who did it first

milk tea and tapioca balls (boba) were already popular desserts separately in east asia, so it became a hit

called boba or bubble tea due to the bubbles that form when you shake the drink. both words are used interchangeably



# what is boba tea?

milk tea variety is usually made with non-dairy creamer to preserve shelf-life, but some shops use fresh milk. comes with tapioca balls

fruit tea boba usually comes with popping boba, balls filled with a juice that the drinker can chew and pop in their mouth. other popular toppings include jelly and pudding

most popular for the experience, the user pierces a big straw through the plastic-sealed lid and sucks up boba while drinking the milk/fruit tea



**competition**

# boba tea shops



## pros

80% of survey\* respondents go to boba tea shops to hang out with friends

fun atmosphere, usually has games

able to customize drinks (amount of sugar, amount of ice, toppings)

\*<https://forms.gle/fDTJ5pLF5wAVLRJM8>

## cons

60% of survey\* respondents said distance was the reason they didn't go

have to go in person to drink boba tea

unhealthy, too much sugar in syrups

time-consuming, have to wait for order

large amount of plastic use and straws

# ready to drink teas



# what's wrong with current premade teas?

too much sugar, many don't use real ingredients

nothing stands out - teas are plain and repetitive

many use plastic bottles, which are bad for the environment

**no ready-to-drink boba tea exists on the market!**



# ken lee



"i want to drink more boba tea, but it's just too far."

age: 18

job: student

location: rochester, NY

## bio

ken loves the atmosphere of boba tea shops. he often goes with his friends throughout the week to hang out. he would love to drink boba tea more, but he can only go when his friends go since he doesn't have a car and lives on campus.

## frustrations / fears

- boba tea shops are too far from where he lives on campus, and he doesn't have transportation
- worries that the tapioca would get soggy from being in liquid

## goals / needs

- be able to find the drink in stores he already visits, and not have to go out of his way
- have the same flavor as it would be in boba tea shops

# michelle tran



"i want to drink boba tea without the added guilt."

age: 21

job: library assistant, student

location: rochester, NY

## bio

laura is a college student who loves the experience of drinking boba tea. she goes to boba tea shops sometimes to treat herself throughout the week. after finding out what was in her drink, she felt guilty about all of the sugar and lack of nutrients were in her "tea" drink.

## frustrations / fears

- she's lactose intolerant, so milk tea makes her stomach upset
- many boba tea shops include too much added sugars, which makes her worry about her health
- worries that the quality won't be the same as in boba tea shops

## goals / needs

- enjoy boba tea without the guilt
- higher nutritional value without sacrificing the flavor

# rose miller



"i want to enjoy the taste of boba tea, but not at the expense of the environment."

age: 25

job: magazine editor

location: sacramento, CA

## bio

rose spends most of her day at the office. she is very eco-conscious, and always packs her lunch. after seeing her coworkers drinking boba tea, she wanted to include it in her lunch. however, after seeing the amount of plastic in use, is reluctant to support the businesses.

## frustrations / fears

- boba tea shops use an extreme amount of plastic
- she doesn't want to go out of her way to get a drink for her lunch

## goals / needs

- use eco-friendly packaging materials
- be able to pack the drink with her lunch

## **target audience**

anyone can enjoy boba tea, but the most popular drinkers are aged **16-24**

at **\$4.25** a bottle, it is the same price as in boba tea shops; convenience won't cost more

**easy to access** at local gas stations, grocery stores, and retail stores



# name ideas

Bubbli

milkee

Yum!

Milki

Bubbo

Bo!

Daintea

Sweetee

Enjoyabo

Jubilee

enjoyable

+

boba

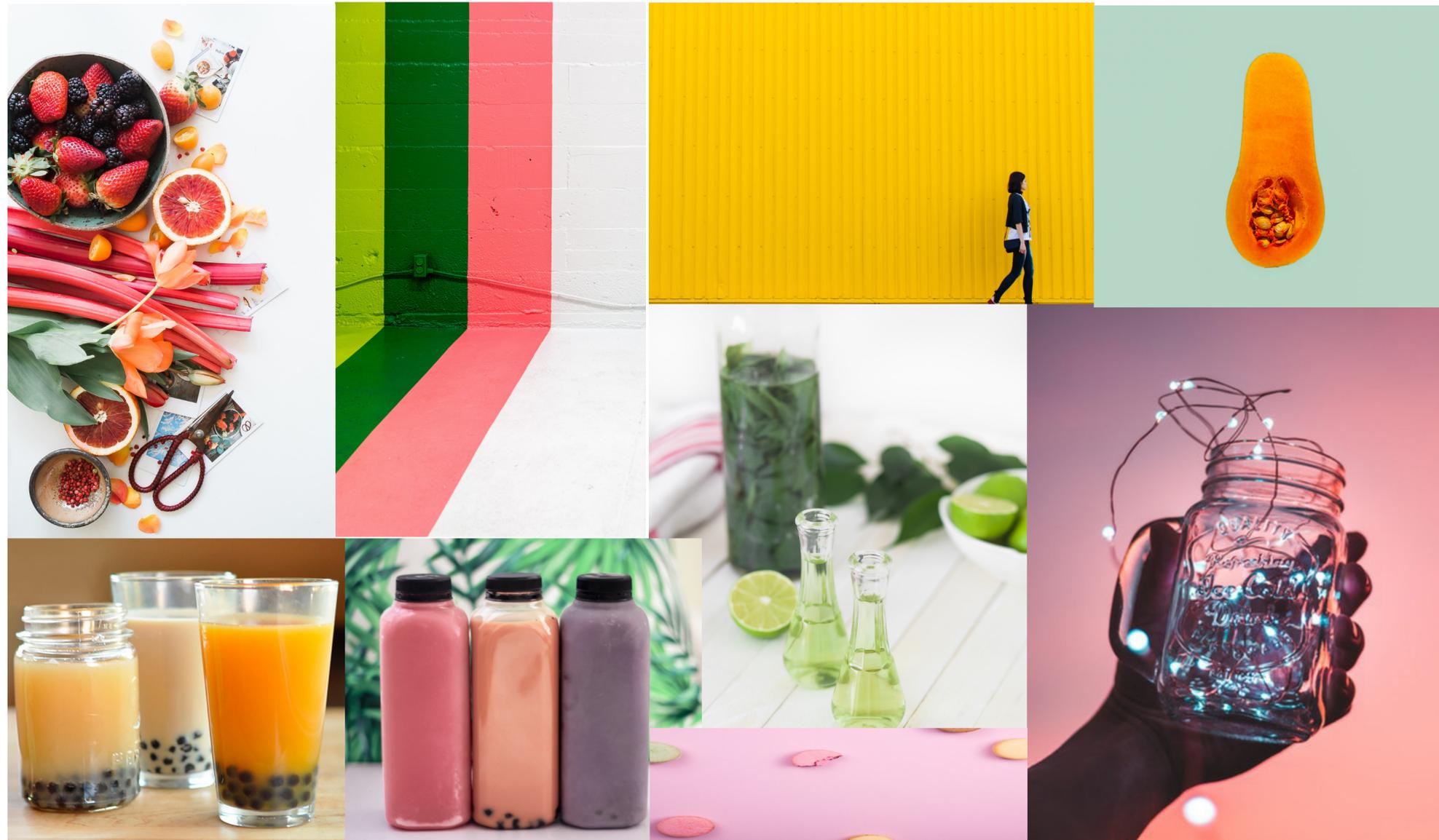
+

enjoy a boba

=

**enjoyabo**

# moodboard



# bottle design trials

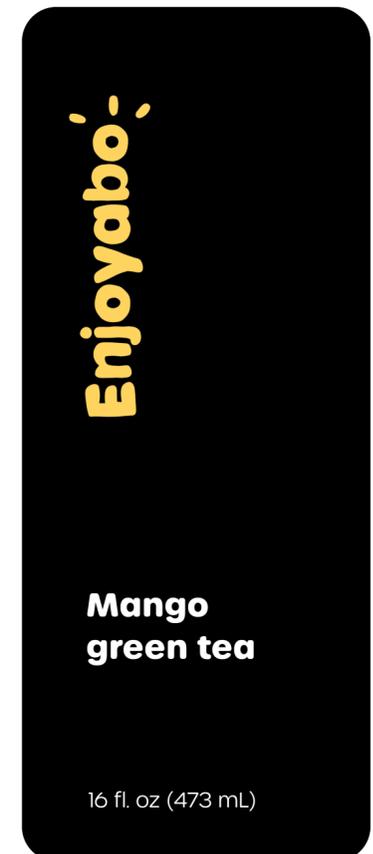
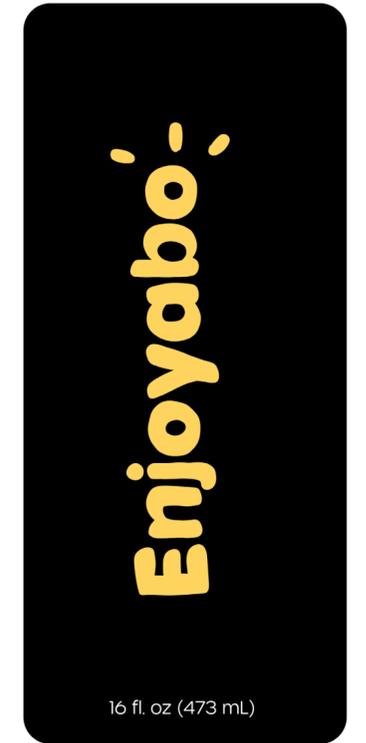


type only

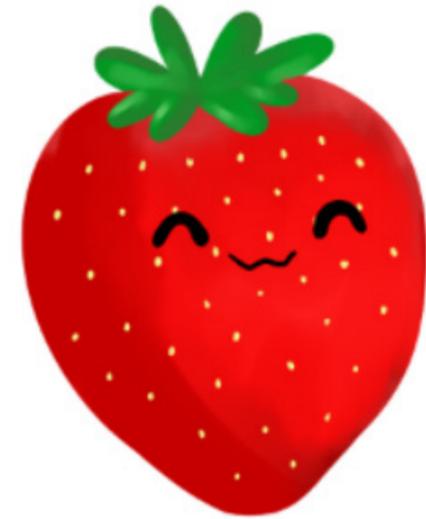
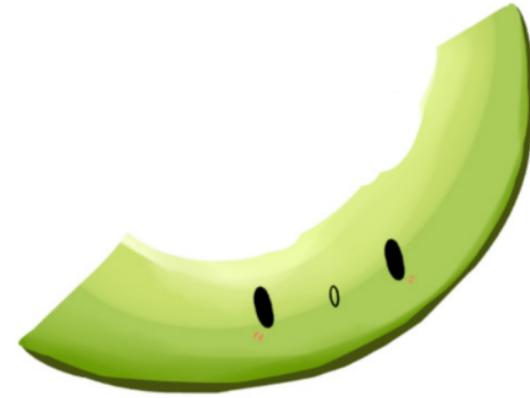
Enjoyabo :-)

Enjoyabo

Enjoyabo :-)



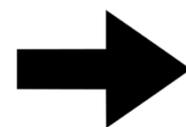
# illustrations



# illustration + type



style change



# final style guide

logotype

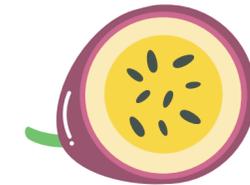
**enjoyabo**

typefaces

**urbane demi bold**

urbane rounded light

assets



swatches



#b3d457  
c34, m0, y84, k0



#ffc419  
c0, m24, y97, k0



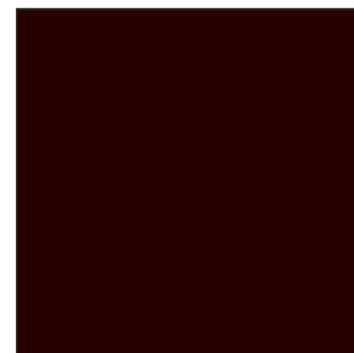
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c26, m72, y9, k0



#f26b6f  
c0, m73, y47, k0 c0, m73,  
y47, k0



#e74853  
c3, m87, y64, k0



#000000  
c0, m0, y0, k100

100% real fruit

**strawberry**  
boba tea  
with popping boba



enjoyabo

13.7 fl oz (405 mL)

natural sweeteners • shake well

## Nutrition Facts

Serving Size  
Servings Per Container

Amount Per Serving

Calories      Calories from Fat

% Daily Value\*

**Total Fat**

Saturated Fat

Trans Fat

**Cholesterol**

**Sodium**

**Total Carbohydrate**

Dietary Fiber

Sugars

**Protein**

Vitamin

\*Percent Daily Values are based on a 2,000 calorie diet.

ingredients:

please recycle  
or reuse me!



**introducing: enjoyabo**

a new way to enjoy

boba tea



13.7 fl oz | \$4.25

## why enjoyabo?

### healthier alternative to boba shops

preserves nutrients in tea without using syrups.

uses 100% fruit and natural sweeteners

### tapioca? tapi-NO-ca

no tapioca, so boba won't get soggy.

instead, shelf-stable popping boba!

### no extra trip necessary

able to pick up at any stores you normally shop

### save the earth

eco-friendly packaging

# eco-friendly packaging

## **rectangular shape**

helps fit more into shipments- reducing carbon footprint  
by being more fuel efficient

## **stay glassy**

glass bottle is more sustainable than plastic and  
encourages upcycling. take those aesthetic pictures!

## **no plastic here**

comes with a bio-degradable paper straw so you don't  
hurt those turtles!



# designed to fit in – er, stand out

according to adobe's 2019 visual forecast\*, this generation relates the most to **self-expression, standing out, and aesthetics**

enjoyabo's bottle is designed to correspond with these traits and be a customizable vessel, even after consumption

## put it on the gram

glass bottle and minimalist design encourages re-purposing and photography for the "aesthetic"

## stickers!

each bottle comes with a sticker on the lid to decorate and customize laptops, bottles, etc, a favorite of college students.

\* <http://blogs.adobe.com/creative/seeing-2019-visual-trend-forecast-adobe-stock/>

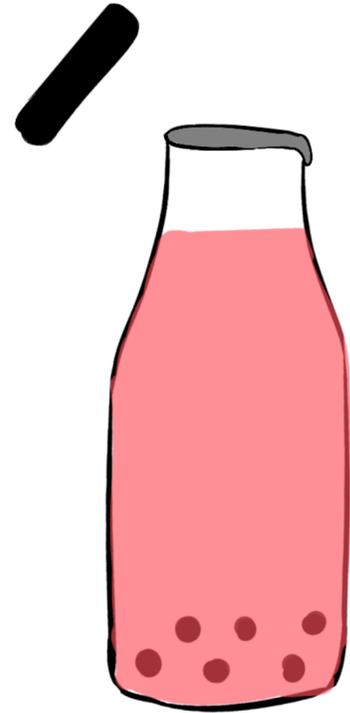
<https://www.youtube.com/watch?v=odwoh5kL9dg>



# same experience as boba tea shops



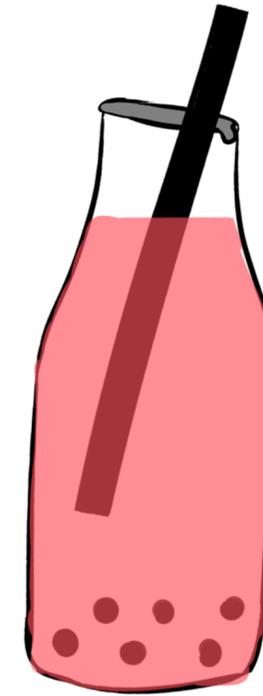
shake!



remove lid to  
reveal foil



stick straw  
into foil



enjoy!



front



back



lid (+ sticker)

flavors



strawberry



lychee



honeydew



passion fruit



mango

**thank you!**  
**any questions?**

## **sources**

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