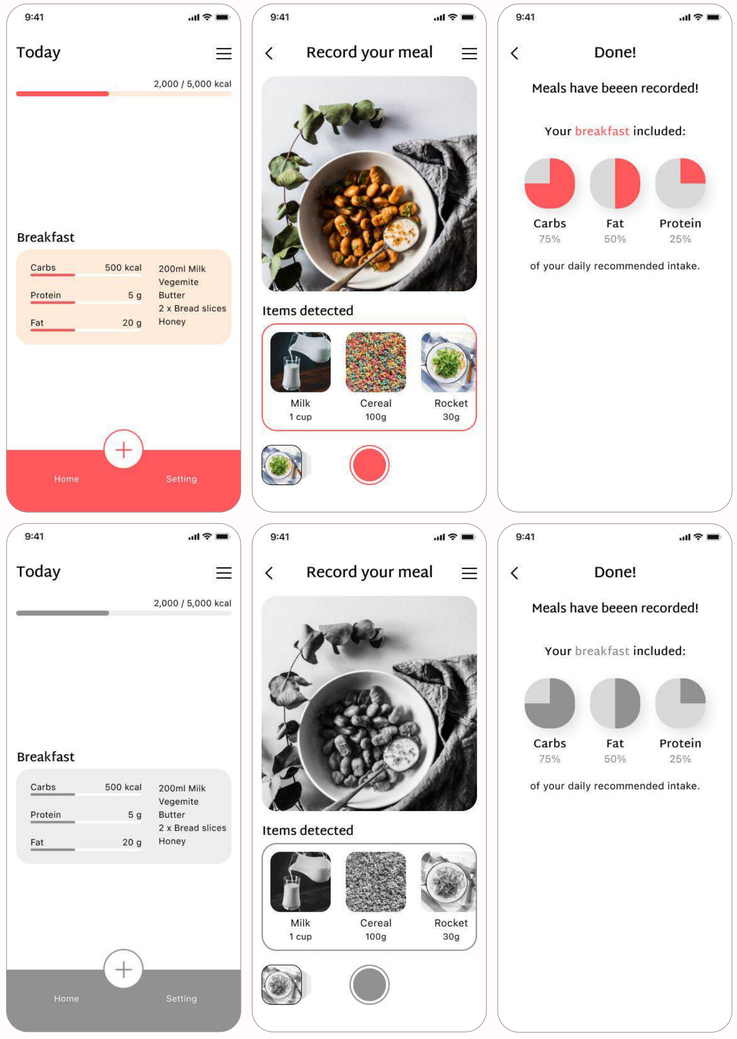
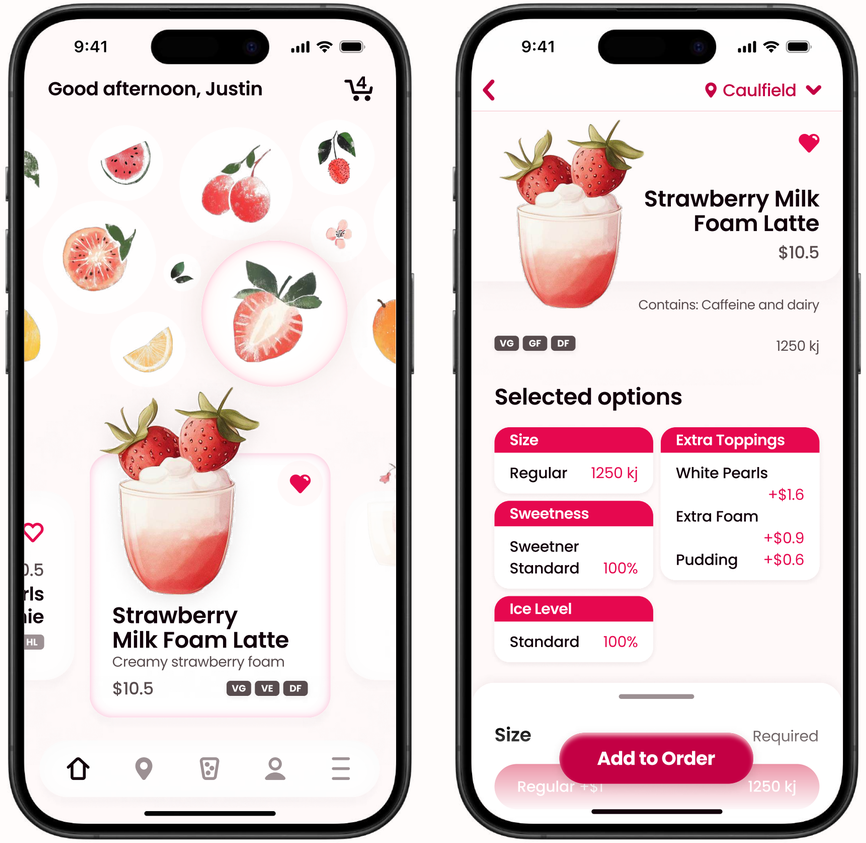
Comparison

Design
Renewal
Project

OLD-Design



ReDesign



Visual Design Project

Spring in Every Cup of Tea.

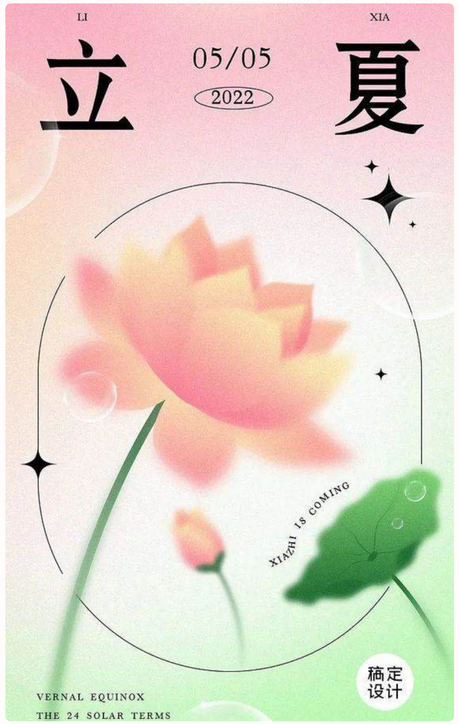
The design concept for the bubble tea app is inspired by the essence of spring, focusing on a fresh, vibrant, and welcoming user experience. The UI draws on contemporary Chinese traditional art, blending it with a clean, approachable design and pastel aesthetics. Muted pastel tones and a warm colour palette set the mood, while thoughtful design elements and subtle touches of greenery create a serene, blooming atmosphere that enhances the overall interaction with the app.

Design Renewal Project

Generative AI tools were utilised in this project, including ChatGPT for research and ideation, and DALLE and MidJourney for generating illustrations.

Visual Research

Design
Renewal
Project



MOODBOARD

Style Tile

Adjectives

Spring and Blooming

Fresh
Vibrant
Warm

Typography

Aa
Poppins
Semi Bold

H1 Poppins 32pt
H2 Poppins 24pt
H3 Poppins 20pt

Aa
Poppins
Regular

Aa
Poppins
Medium

Caption L Poppins
Medium 18pt
Caption Poppins Regular 15pt
Body Poppins Medium 16pt
Body Poppins Regular 16pt

Colours

Illustrations

Iconography

4

VG GF DF

Buttons

Extra Large +$2

Pick up | For here

Large +$1 1250 kj

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Design
Renewal
Project

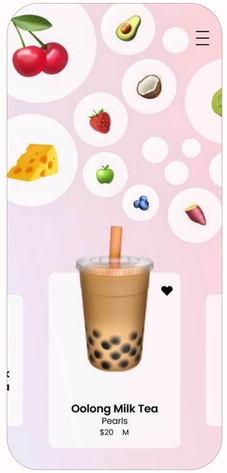
Design Iteration

Initial Sketch

Focused on mapping essential actions and elements, like selecting tea categories. This stage was about laying the foundation for the user journey, ensuring core functionality was clear.

Low-Fidelity

Translated the initial sketch into a more structured layout with placeholders for key features. Visual hierarchy and graphics are needed in the next step.

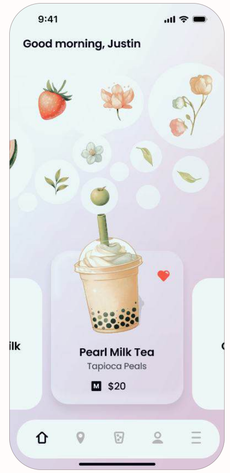


Mid-Fidelity

Introduced visual hierarchy with adjusted spacing and element sizes. Used the gradient and emojis for a better visual reference.

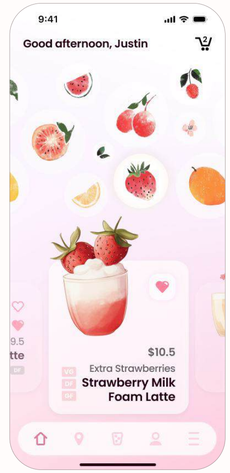
High-Fidelity

Applied the cohesive pastel colour palette and text styles to reflect the brand's identity. Key buttons and navigation bar were refined, achieving both visual consistency and an intuitive flow.



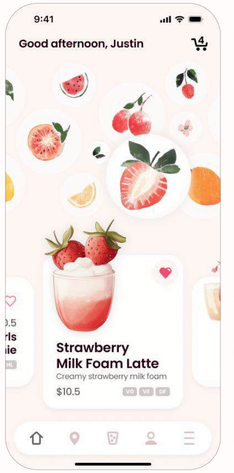
Refinement 1

Continued exploring colours and layouts to enhance the aesthetic and ensure a consistent visual language.



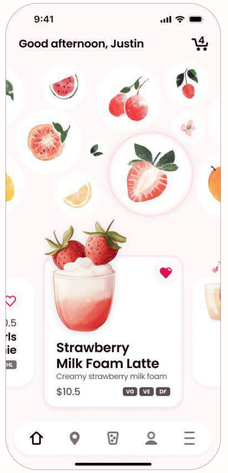
Refinement 2

After a usability test, made sure we have all info and buttons we need and keep exploring colours and visual elements for a better aesthetic and consistent visual language.



Refinement 3

Improved contrast for better accessibility. Refined button placement and ensured a consistent playful, yet functional tone.



Final

All aesthetic and usability aspects were polished. The final layout achieved seamless interactions, clear hierarchy, and improved customisation flow, delivering a cohesive and engaging user experience.

Colour Scheme and Brand Identity

Primary

#F8C0C8
Cherry blossom pink

Shades

-2 -1 0 +1

Secondary

#D8CFF0
Lavender purple

Shades

-2 -1 0 +1

Danger

#F87E77
Coral Pink

Success

#B2D9E7
Light blue

Neutral

#210212
Dark

#646168
Medium

#CFC6C7
Light

Background

#FCF5F2
Cloud coral

Shades -1

Logo and symbol

Haru Tea

Pattern

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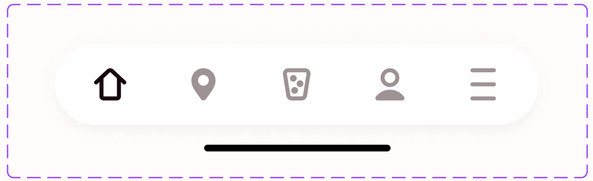
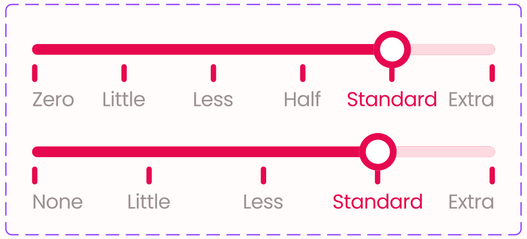
UI Elements with Figma





Buy one get one free

Applies to any milk tea drinks.

17 Feb 2024

WELCOME OFFER

Extra Toppings

White Pearls +$1.6

Extra Foam +$0.9

Pudding +$0.6

Good afternoon, Justin

Caulfield

Checkout | Past orders

Strawberry Milk Foam Latte

Creamy strawberry foam

$10.5 VG VE DF

$9.5

Pearl Milk Tea

VG VE HL GF DF

Strawberry Milk Foam Latte

$10.5

Contains: Caffeine and dairy

VG GF DF 1250 kj

Strawberry Pearls

+$0.9 670 kj

Strawberry Pearls

+$0.9 670 kj

Size Required

Regular

Large +$1 1650 kj

Hot 950 kj

Size Required

Sugar | Sweetner +$1

Zero Little Less Half Standard Extra

Regular +$1

Regular +$1 1250 kj

Regular +$1

Regular +$1

Design Renewal Project

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Design Tips for Yourself

Clear Hierarchy:

- Prioritised key actions (i.e. ordering, customisation)
- Clear visual hierarchy including distinct call-to-action

Strong Visual Consistency:

- Maintain a cohesive pastel colour palette and playful typography
- Ensure a unified style across the app

User-Centric Design:

- Focus on easy customisation for bubble tea (flavours, toppings)
- Intuitive and easy to follow design

Contrast accessibility:

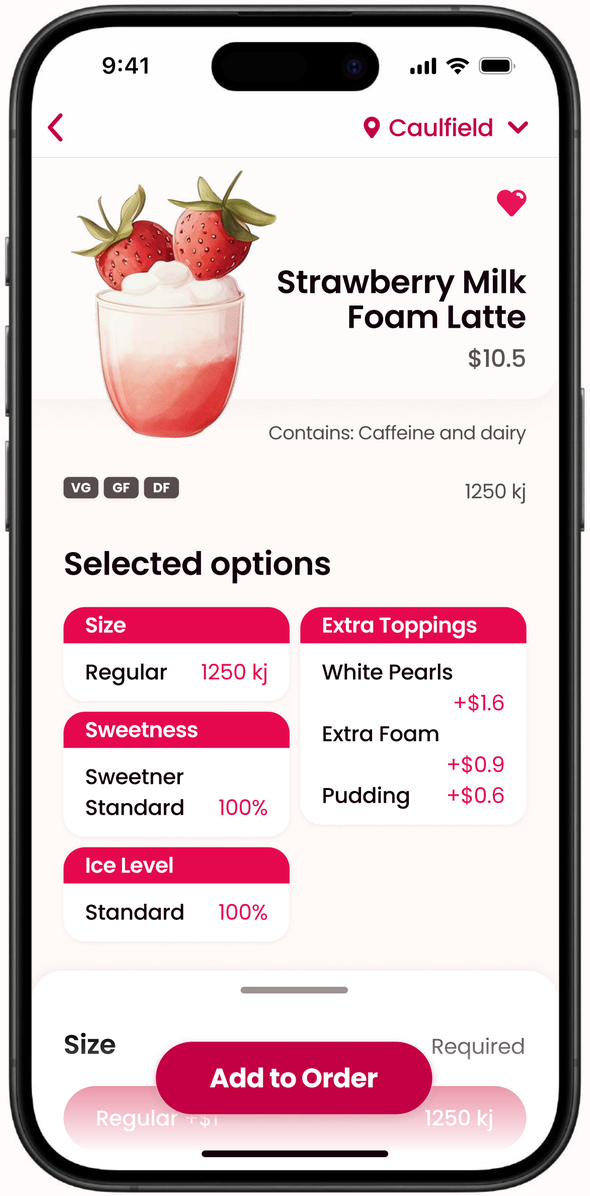
- Ensured the design passes AA contrast standards.
- Balanced vibrant, lighter colours with accessibility needs, addressing challenges where necessary.

Mockup

Home Screen - 1

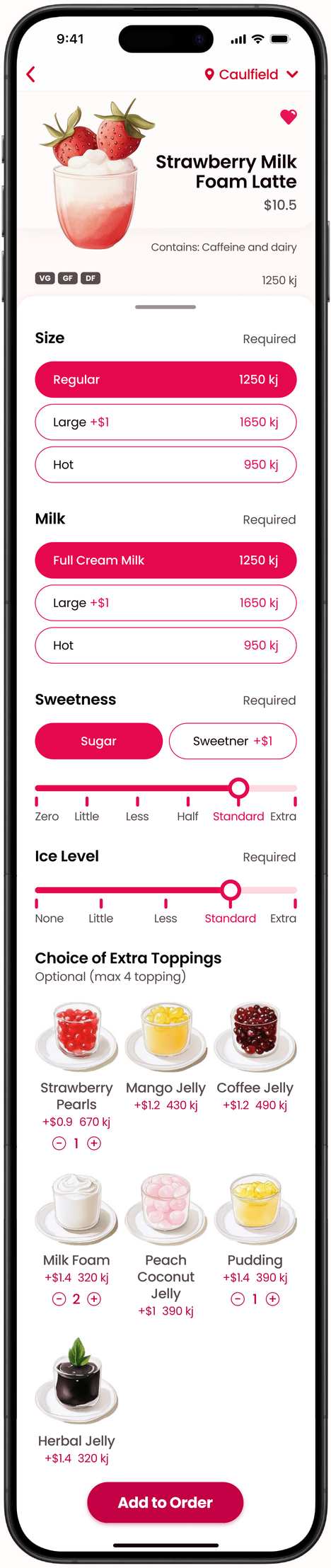
Home Screen - 2

Mockup



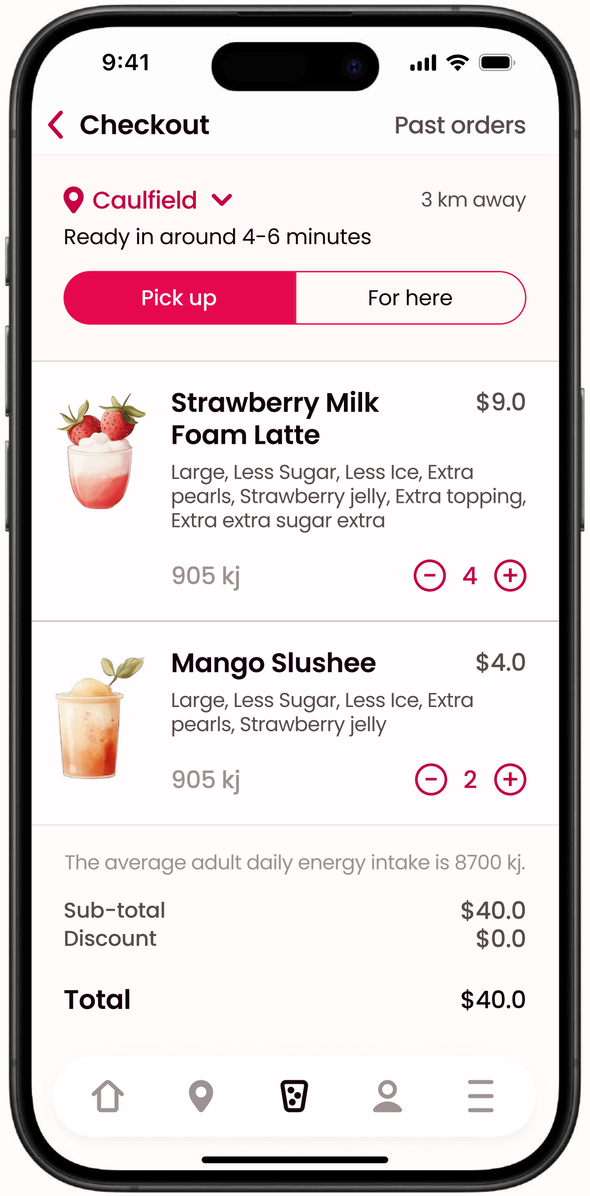
Drink Customisation Page - Summary

Vertical Screen



Drink Customisation Page - Options

Mockup



Checkout Page