

My final project will be on my canned boba tea brand, Chef Bitty's Boba.

Chef Bitty's Boba is a cute and fun boba tea brand marketed towards teens and younger adults. The product line currently only has 3 flavors (brown sugar, ube, matcha) and a multipack, but I might consider adding a few more to pad out the website, or create some mockup chef bitty merch. I want the website to have a cute vibe, but one that feels more modern.

I want to have a landing page, which shows either one or some of the drinks, a shop page, a contact page, and an about us page. The page will have the similar pastel saturated colors that I have on my cans. Chef Bitty is a cat mascot, so there may be some cat iconography throughout the website. I want the site to have a voice that seems like Chef Bitty is talking to the viewer, like he's the CEO.

