

ATMOSPHERE

Research, analysis, & design exploration ————— Holly Phipps



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INTRODUCTION

This section will introduce the client, an overview of social media, naming, and the overall design direction of the project.







ATMOSPHERE TEA

Atmosphere is an up and coming Toronto based company that specializes in loose-leaf teas that influence mood and mindset. Tea has demonstrated its impact on stress levels, mood, alertness and cognition, and Atmosphere is ready to launch a range of teas to affect and control these areas differently. This launch includes loose-leaf teas for relaxation, happiness,

and energy, which will be sold online through a modern and user friendly e-commerce website. Atmosphere is committed to helping others naturally enhance, control, and positively impact their moods and aims to modernize the tea industry and reach out to not only traditional tea drinkers, but a fresh new audience that could benefit from using tea to address their mood and mindset.

SOCIALS

As a new e-commerce based company, social media will be used to establish brand presence and drive traffic for sales. It's an important opportunity to engage with customers and target the desired audience. In order for Atmosphere to be easily discoverable online, a consistent username/handle will be used across platforms.

-  www.atmosphere.tea.co
-  @atmosphere.tea
-  @atmosphere.tea
-  AtmosphereTea
-  AtmosphereTea
-  AtmosphereTea

DESIGN DIRECTION

Atmosphere is looking for a complete design system where its brand identity can be seamlessly applied to packaging and an e-commerce website. It is aiming to take a unique and contemporary approach, with consumer experiences at the heart of every design decision. By combining human centred design with modern design trends, Atmosphere's brand and assets should be engaging,

user friendly, and their identity should have the ability to be translated into designs that convey specialized moods.

It is important to understand the consumers, what competitors are doing, and trends within the industry. That way Atmosphere can stand out against competitors, add value to the market, and offer something new to consumers that fills not only a want, but a need.



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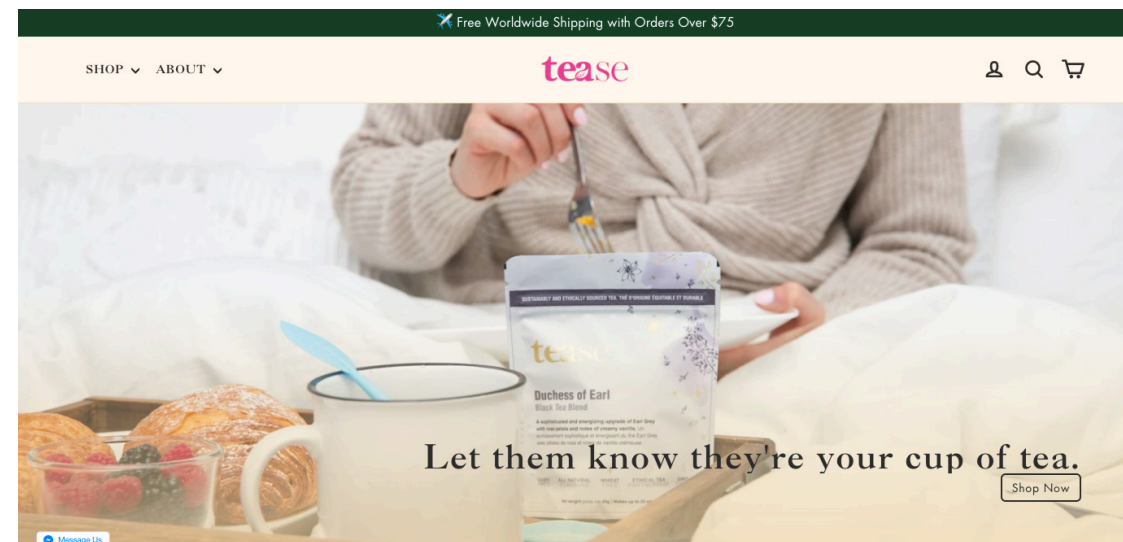
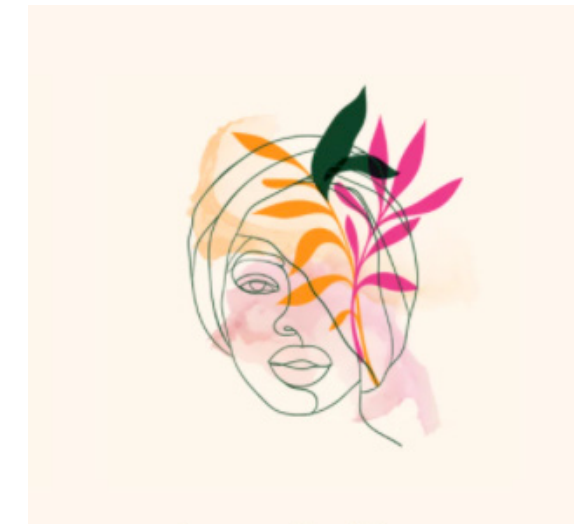
COMPETITIVE ANALYSIS

This section will examine competitors in the tea and mood industry from a business, marketing, and design standpoint.

TEASE

Primary Competitor

Tease is a small company that offers loose-leaf tea blends and accessories. Its brand positioning is “empowerment” and they sell primarily to women through e-commerce and wholesale. They sell over 30 products ranging from \$12 - \$85, and they offer support through a contact form and messenger linked to their website. Their key competitive advantage is in their sustainability and ethics.



Tease's strengths lie in their wide variety of ethically sourced products, bundle offers, accessories and empowering message to consumers. However, their brand identity and e-commerce website are weak, negatively impacting consumer experience.

Their opportunities stem from their access to retailers and restaurants. They can also expand their community through social media, and use their testimonials to their advantage. They could be threatened by emerging competitors and user experience frustration.

MOOD MILK

Primary Competitor

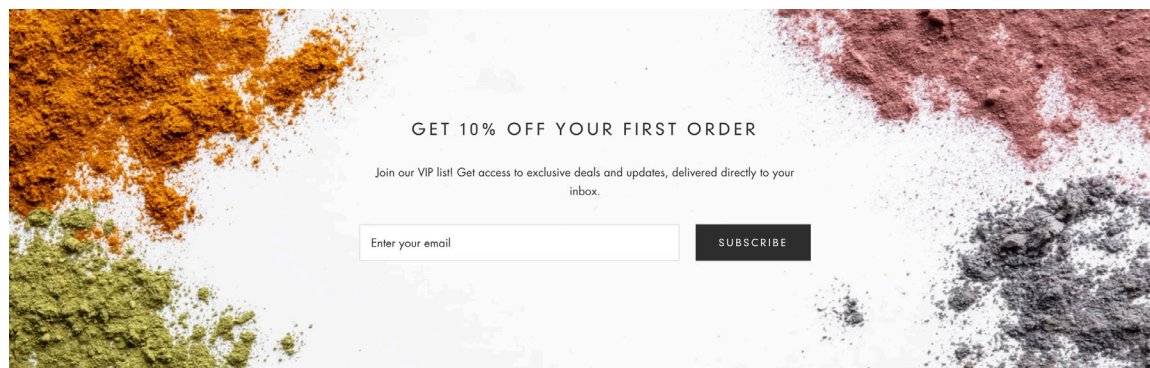
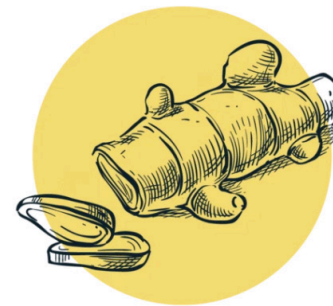
Mood Milk offers superfood latte blends that are specialized for certain moods. Aiming to “nourish the body and mind” this company sells to women aged 20-45 through e-commerce and wholesale retailers. With only 5-6 products, their competitive advantage stems from their quality, organic, and vegan ingredients.



MOOD MILK
SUPERFOOD LATTE — est. 2017

HOME SHOP OUR STORY CURRENT MOOD VIRTUAL WORKSHOPS

ACCOUNT SEARCH CART (0)



Mood Milk's strengths lie in their specialized products, elegance, user friendly and appealing website, as well as their Canadian background.

However, their weakness is their limited amount of products, which influences the amount of mood blends offered and flavours.

This company has opportunities with specialty retailers and restaurants, and with community involvement as they host a blog and workshops.

Mood Milk's threats include a lack of reach, allergies, and difficulty sourcing ingredients due to ethical sourcing and COVID-19.

DAVID'S TEA

Primary Competitor

David's Tea is the largest Canadian-based specialty tea boutique, selling in retail stores and through e-commerce. Its brand positioning is "great tea, friendly stores" and it offers over 100 products including tea, teaware, gifts, and subscription boxes. With a general audience of adults and a price range from \$8 - \$50, David's Tea has something for all tea lovers. Their key competitive advantage is their expertise and customer service. They also offer a contact form and a link to messenger for additional support.



Their strengths are their popularity in the market, their expertise, marketing team and campaigns, quality, and vast range of products.

Their weaknesses are their high-turnover with staff and generic branding.

David's Tea has a major opportunity to expand more into the United States and Europe, as well as the opportunity to offer seating within their retail locations to branch into the cafe industry.

Threats to David's Tea include their high expense to operate, and competition with larger companies such as Starbucks and Tim Hortons which offer a cafe experience as well as take-home products.

Onnit: NEW MOOD

Secondary Competitor

Onnit is a company that sells New Mood, a supplement that brands itself as “the antidote” or “the chill pill” to adults interested in fitness. The competitive advantage of this supplement is its efficacy, purity, and safety that is marketed alongside the pill. It is sold online through the company's e-commerce website at a price of \$60 per bottle.

While this is their only mood product, Onnit sells a variety of other products as well. They offer support to consumers through FAQs, and a contact form on their website.

New MOOD® is the amp antidote, helping you relax and focus on yourself by turning down the noise of the chaos.†



The major strength of the product is the ease of use, as it is simply a pill. Other strengths lie in Onnit's website and the informational and user friendly product page for New Mood. The weaknesses of this product include the high price point, the addition of unnatural ingredients, and the limit of one mood influence (opposed to a variety of specialized moods).

Opportunities for the product are to target a vegan, keto friendly, and/or gluten free audience. Additional opportunities include an abundance of positive reviews and an increased demand for mood enhancement. However, threats include competitors offering a more variety in specialized products, and a lack of focus on this one product as Onnit has other products and priorities.

Canadian Protein: 5-HTP

Secondary Competitor

Canadian Protein is a company that sells 5-HTP, a supplement that promotes "Serotonin and well-being" to adults interested in fitness and nutrition. The competitive advantage of this product is its high level results, and its aid in weight loss. It is sold online through the Canadian Protein's e-commerce website, and through wholesale retailers. Priced at \$28, 5-HTP is advised to be taken three times a day in order for it to be effective.

This is the company's only mood product, however Canadian Protein sells other products as well. Consumers can find support through FAQs, a live chat, and by phone.



5-HTP (5-Hydroxytryptophan)

Save \$8

CANADIAN PROTEIN | SKU: 2SV

★★★★★ 35 reviews

Product Options: Capsules - 90 x 100 mg

Capsules - 90 x 100 mg

Price: **\$19.99** ~~-\$27.99~~
or 4 interest-free payments of \$5.00 with **sezzle**

Quantity: 1

Rewards

The strengths of 5-HTP include the ease of the supplement, the additional benefits in addition to mood, and its Canadian company.

Its weaknesses however are the high price point for the value of the product and the chemical by-products used.


Opportunities for this product include the potential market within the fitness and athletics community and increased demand for mood enhancement and other benefits that the product offers.

Threats for 5-HTP are the side effects, warnings, and allergies to the product.

Free Shipping Over \$99*

CANADIANPROTEIN Search... All categories Currency (+) CAD Login / Signup My account Cart

Shop Shop by Goal Vegan Products Workout Equipment Meal Prep iPhone Giveaway Resources Track Order Get Support



Canadian Protein COVID-19 Protocols

Given that we provide **essential health** and food products, Canadian Protein **continues to ship** products. We have a large consumer demographic of elderly as well as individuals with health issues and compromised immune systems whom rely on our products to be delivered to their residence especially now so they are not subjected to the potential threat of **COVID-19**. It is **very beneficial** to avoid going into a retail setting. You can stay at home and it can be delivered directly to you.

[Read the full announcement](#)

Rewards

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BUSINESS ANALYSIS

This section will examine Atmosphere's SWOT Analysis and the 4 P's of Marketing. It will also identify the company's Unique Selling Proposition.

SWOT ANALYSIS

Internal and External Factors Impacting Business



UNIQUE SELLING PROPOSITION:

For young, non-traditional tea drinkers, Atmosphere is a modern e-commerce company that sells loose-leaf teas to help enhance and control mood. Unlike other tea companies or mood products on the market, Atmosphere offers teas that are specialized to a range of moods, while remaining natural and healthy, with a focus on consumer experience.

STRENGTHS

- Fresh company to modernize industry
- High quality, natural tea blends
- Expert development backed by research
- Specialized products
- Determination for unique branding & approach
- Human experience is at the forefront

WEAKNESSES

- Lack of establishment
- Only one sale channel (e-commerce)
- Non-existent brand and social media presence to start
- Small team/staff
- Lack of variety of products
- Small budget/lack of funding as a new company

OPPORTUNITIES

- Create community through social media
- Use influencers to target the right audience
- Future launches could lead to more variety in product and increased hype
- Increased demand for mood enhancements
- Increased awareness of health & wellness
- Market to individuals who take mood supplements
- Expand sales channels (wholesale/retail)
- Increase in support for small businesses

THREATS

- High cost associated with sustainable & ethical sourcing
- Difficulty to promote full experience of product online (customers won't be able to smell or sample products)
- Non-traditional audience may not be interested
- Competition is more established
 - Customers may have brand loyalty elsewhere
- Competition may have more staff and higher budget for marketing and promotion
 - They may grow faster

4 P'S OF MARKETING

Product, place, price & promotion

PRODUCT

Atmosphere is launching a range of three loose-leaf tea blends, each specialized in stabilizing and enhancing mood. One is for relaxation, another is for energy, and the final is for happiness. The tea can be enjoyed either hot or cold, depending on preference. These products provide customers with a completely natural solution that can help with stress and anxiety, sleep problems, and general negativity and moodiness. Consumers can enjoy the product on the go or at home, easily fitting into their routines and lifestyle. Additionally, Atmosphere focuses

on the customer experience from beginning to end. It aims to create an intuitive and engaging e-commerce experience, as well as a mindset and environment that's conducive to the desired mood when the consumer experiences and enjoys the product. Atmosphere aims to modernize the tea industry with it's contemporary branding, packaging and style. Not only will this stand out against competitors, it will attract a younger target audience and introduce them to the wonders of tea and its mood benefits.

PLACE

Atmosphere sells to consumers directly, using a human-centred approach by being personal, empathetic, and authentic. Products can be purchased directly through the e-commerce website, or through social media connected to the website.

To begin, Atmosphere is focusing its business within Canada, with the opportunity to expand into the United States and Europe. In order to increase the human connection, a live chat is always available on the site, and social media engagement is a priority.

PRICE

Loose-leaf tea is typically priced between \$8.99 - \$22.99 per 50 grams. These are rates sold by competitors, with the variations depending on the quality and specialty of the tea. This equals approximately 20-30 cents a cup for common loose-leaf teas, and 40-60 cents a cup for specialty teas. While some rare teas may be priced even higher, this is the average range. Atmosphere prices its specialized loose-leaf tea blends at \$15.99 per 50 grams, which is competitive in the market while remaining a fair price for the quality and specialty for the tea.

Targeting a younger audience than traditional tea drinkers, ages 18-35, Atmosphere understands that price is a factor for customers when making purchases. This pricing strategy is competitive with other loose-leaf tea brands, while offering the additional value of being specialized for mood. It is also competitive with Mood Milk, a competitor offering latte blends at \$17.99 per 45 grams that aid with mood, and mood supplements that are generally priced between \$25.00 - \$60.00 per bottle (lasting approximately the same amount of time).

PROMOTION

Consumers can be introduced to the product through referrals, social media, and various digital marketing and advertising channels. Social media, specifically Instagram and Facebook will be used to target advertisements to the appropriate demographics, and the e-commerce site will be linked to the individual social selling shops creating a seamless experience. The market launch is timed to correspond with and

react to the global pandemic, as mental health has been reported at an all time low in Canada. While the product shouldn't be used to treat mental health issues alone, it can help in enhancing mood overall. Future promotion can continue to correspond with Seasonal Affective Disorder, as well as promote the luxury of a hot beverage in the cold seasons. In the summer, promotion can focus on iced teas and potentially dictate another launch.

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CONSUMER ANALYSIS

This sections addresses consumer personas and the customer journey map in order to fully understand Atmosphere's audience and their needs.



TABITHA

She/Her

- loving
- thoughtful
- organized
- practical

"I love my kids but they definitely don't make life easy. It's hard not to let the stress get to me."

- April 4, 1992
- Vancouver, BC
- Teacher
- \$59,000

Tabitha is a mother of three children and works as a substitute teacher. She's always loved tea and she's very interested in health and wellness.

GOALS & NEEDS

- Tabitha aims to wake up an hour earlier every morning to have some time to herself
- She strives to work on her mindfulness and mood regulation
- She needs a natural solution to help her attain her goals

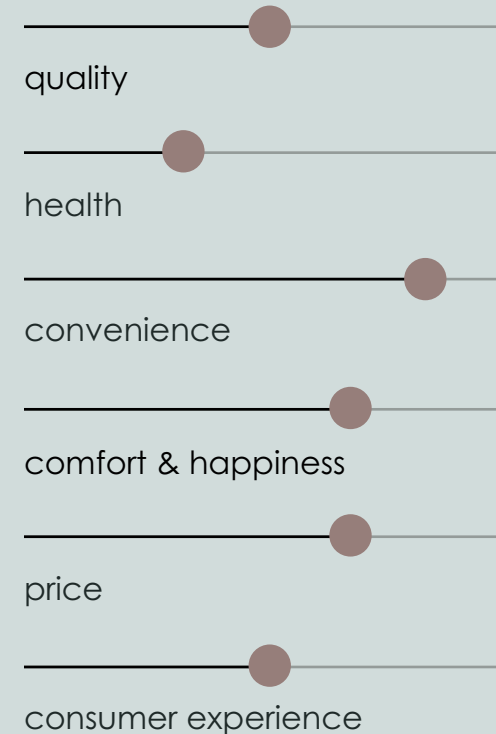
FRUSTRATIONS

- Tabitha's children are at ages where they need constant attention, so she feels she doesn't have much free time
- She gets easily stressed and overwhelmed with work and motherhood
- She's been struggling to find solutions to her moodiness that don't have terrible warnings and side effects

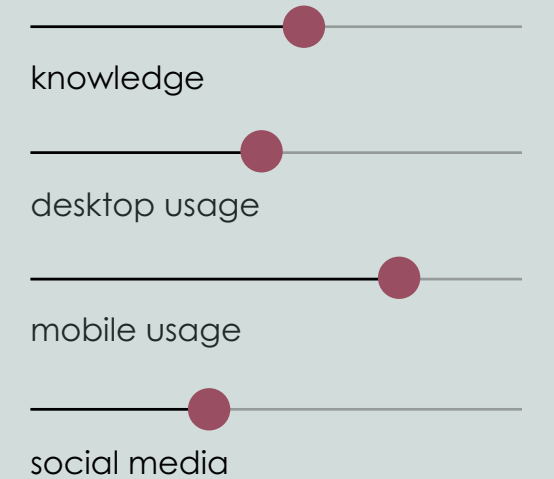
PERSONALITY



MOTIVATIONS



TECHNOLOGY





ALEX

They/Them

- caring
- creative
- passionate
- shy

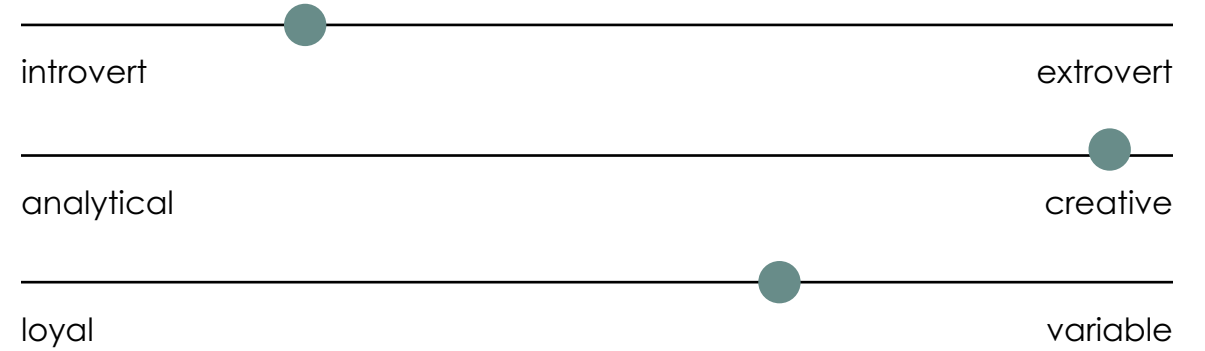
GOALS & NEEDS

- Alex wants a solution to ease stress and anxiety
- They need an inexpensive way to boost productivity
- They often feel overwhelmed and need help getting into the right mindset

FRUSTRATIONS

- Alex is constantly busy with work and school and needs a solution to fit their busy schedule
- They love self-care but they feel they don't have enough time for it
- They have trouble shifting from a working mindset to a relaxed mindset for sleep (and back again)

PERSONALITY



"I'm getting overwhelmed by work and school, I need something to help me focus and boost my mood."

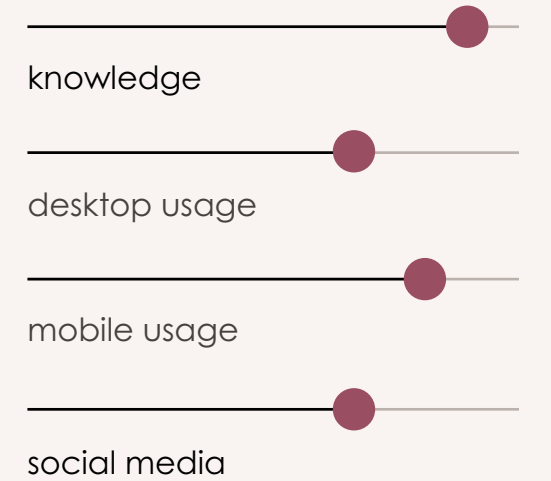
- September 18, 2002
- Waterloo, ON
- University Student
- \$12,000

Alex studies Fine Arts and Business at UW and works part time as a sales associate. They love bubble tea, and spend their time drawing, painting, and being creative.

MOTIVATIONS



TECHNOLOGY





MICHAELA

She/Her

hardworking

determined

productive

intelligent

"I want to work on my work/life balance and find healthy ways to indulge and relax."

- April 4, 1986
- Ottawa, ON
- Public Relations Manager
- \$72,000

Michaela is a career driven individual who loves her job. While her work takes up the majority of her time, she loves to cook and enjoy quiet nights at home in her spare time.

GOALS & NEEDS

- Michaela is trying to cut down on coffee and would love a substitute to take with her on the go
- She wants to improve her overall happiness
- She needs a solution to fit into her daily routine

FRUSTRATIONS

- Michaela realizes that the current ways she likes to relax is to indulge in ways that aren't very healthy
- She hasn't found an alternative to coffee that she enjoys
- Work will often interrupt her free time

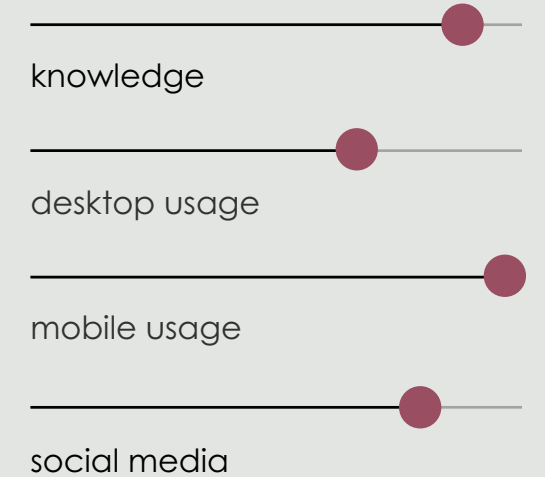
PERSONALITY



MOTIVATIONS



TECHNOLOGY



CUSTOMER JOURNEY MAP

AWARENESS

- word of mouth
- social media
- online advertising
- search/SEO

CONSIDERATION

- social media
- product page
- reviews
- customer support

PURCHASE

- e-commerce
- add to cart
- checkout

LOYALTY

- social media
- email newsletters
- discounts/sales
- giveaways



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INDUSTRY TRENDS

This section examines current trends in e-commerce and packaging.

INDUSTRY TRENDS

E-commerce

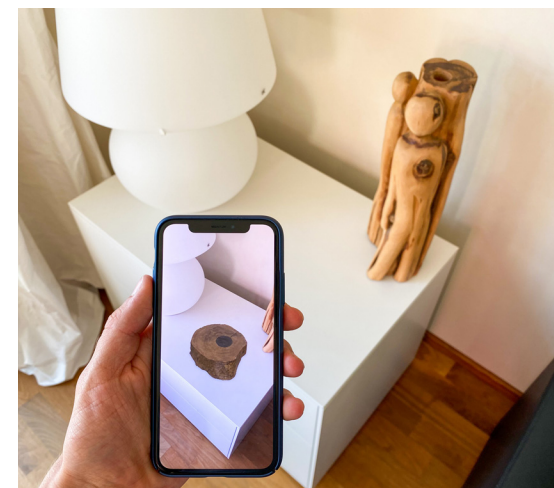
IMPROVING ONLINE PURCHASING

Applying thorough search and filtering options, personalizing the experience wherever possible, enriching purchase information such as improved size guides, speeding up loading times, and streamlining the return and exchange process will all improve the consumer experience.



VIRTUAL SERVICES

Many businesses have opted to provide online services in order to form personal connections in a digital world. This often takes the form of a 1:1 chat, but it could also take advantage of technology such as video chats to create a more complete and compelling selling experience.



BRINGING IN-STORE EXPERIENCES ONLINE

E-commerce businesses are finding inventive ways to bridge the gap between in-person retail experiences to digital retail experiences. This is shown specifically with advancements in augmented reality and virtual reality.



PERSONALIZATION AND LOYALTY PROGRAMS

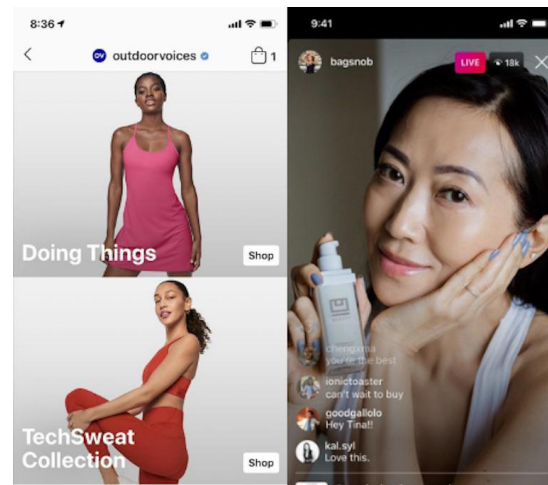
Loyalty offers have been integrated more into omni-channel marketing, meaning that brands can collect more cross-channel data and get customers to purchase more frequently and more conveniently.

INDUSTRY TRENDS

E-commerce

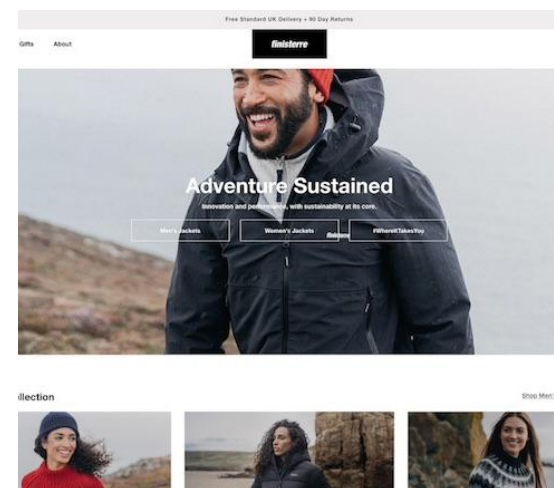
SOCIAL COMMERCE

Successful companies have been selling across any channel and platform. Consumers are spending most of their time on social media, which means that's where they should be sold to. Facebook Shops and Instagram live shopping experiences are a great example of this.



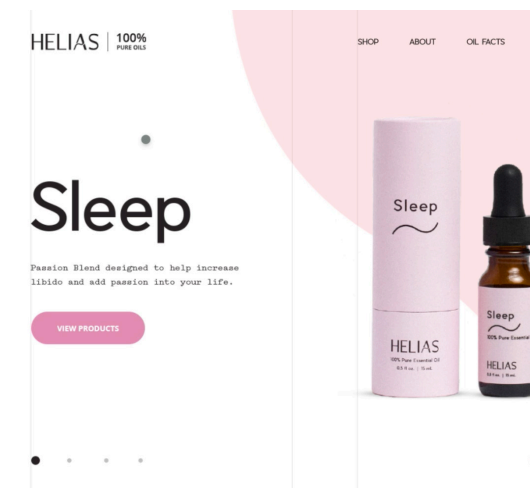
MULTIDIRECTIONAL LAYOUTS

In terms of design, brands are starting to create more of a free, multi-product gallery with grids that not only go up and down, but left to right, diagonal and sometimes backwards and forwards. It creates a really engaging experience for the consumer.



ETHICAL COMMERCE

Research shows that 57% of consumers are willing to change their purchasing habits to reduce harm to the environment. Sustainability and ethics are more important now than ever before.



PRODUCT IN DESIGN

Using best-selling products isn't new, however current e-commerce design trends are focusing completely on products taking center stage in hero images and in background designs. These designs are done creatively and artistically.

INDUSTRY TRENDS

Packaging

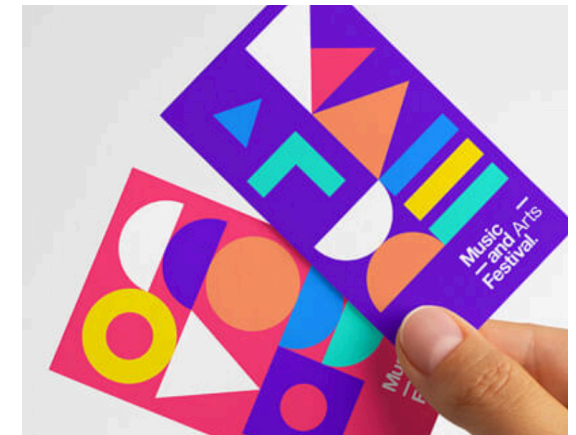
TINY ILLUSTRATED PACKAGING

Acting as more than just an embellishment, tiny illustrations are being used to represent what the product is all about. These patterns are intricate and small, revealing hints about what's inside.



HYPER SIMPLISTIC GEOMETRY

Made of extremely simple and bold with neat lines, sharp angles, and very expressive colours, this geometric style design is fun and abstract. It can be used to express more than just what's inside the packaging, but the feeling it portrays.



VINTAGE UNBOXING

Not only does the packaging feel authentically vintage, the entire unboxing experience takes it further to create a more immersive experience. While vintage has been a trend in the past, this authentic vintage experience is a newer take.

INDUSTRY TRENDS

Packaging

TECHNICAL INK DRAWINGS

These designs feel like anatomical drawings or blueprints, while giving more of an art gallery impression than commercial graphic design. It stands out against the bold geometric designs that are also trending.



SUSTAINABLE PACKAGING

Company's are going green, and in regards to packaging, it's all about responsibly with sustainable materials and environmentally friendly products and packaging. This also includes smaller/less packaging.



“TRANSPARENCY AND CLEAN” LABELS

Companies and manufacturers are starting to be completely open and honest about what the products contain. This promotes trust towards the brand and ensures the products are safe with no harmful ingredients.

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MOOD BOARDS

This section explores various concepts with visual design directions for Atmosphere's brand identity.

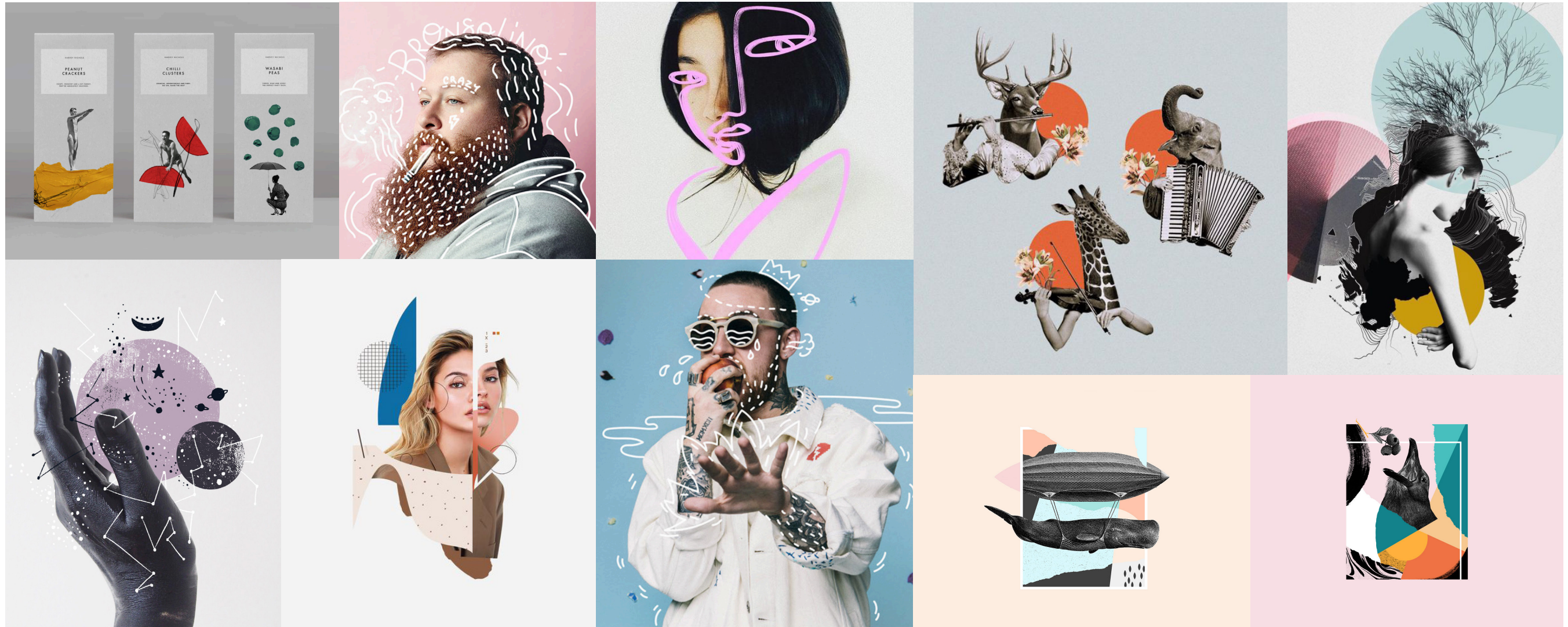
MOOD BOARD

Design Direction 1



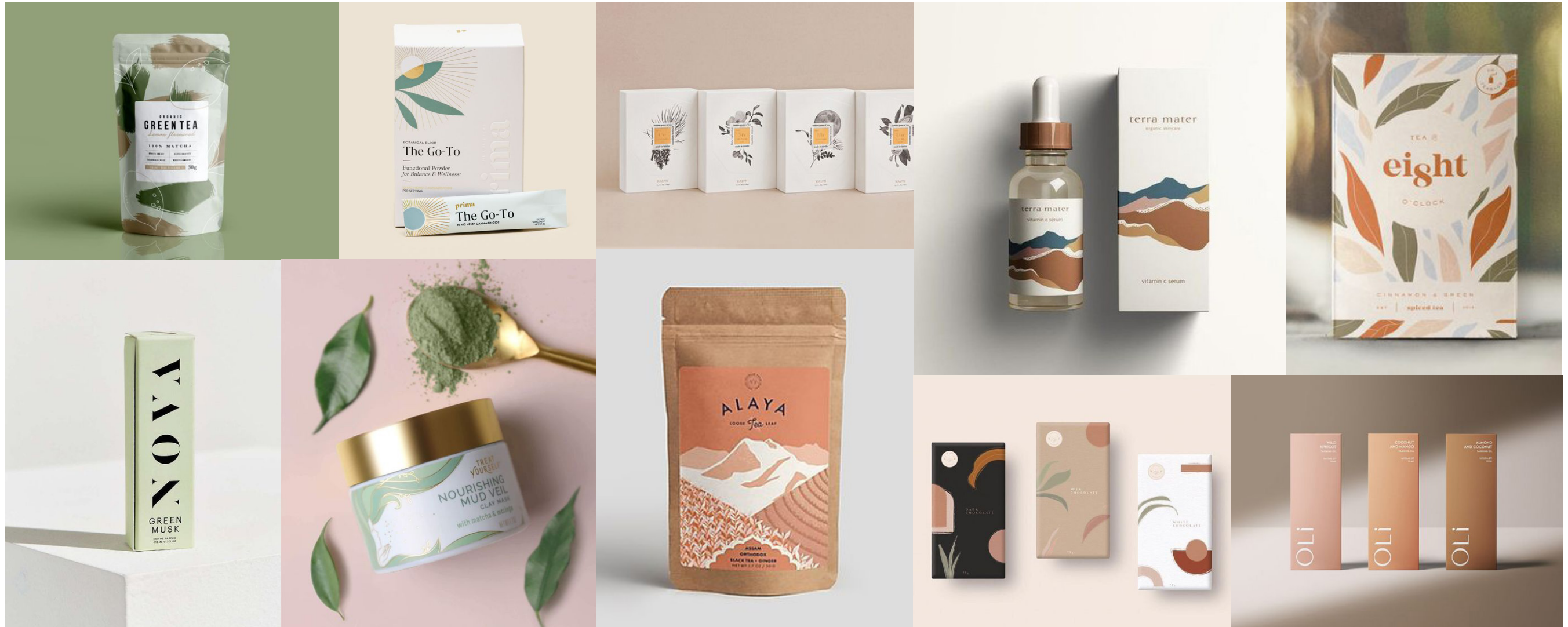
MOOD BOARD

Design Direction 2



MOOD BOARD

Design Direction 3



MOOD BOARD

Design Direction 4

