

TEA MEETS TECH

RESOURCE GUIDE



HOW JAPANESE TEA CEREMONY CREATES BEAUTIFUL UX/UI

Thank you for downloading our resource guide. Over the years we've learned a lot about optimizing UX/UI design. Take a look at our go-to resources for tea and tech.

www.scenicwest.co

CONTENTS



01 ABOUT AISLYNN VAN CLIEF &
SCENIC WEST DESIGN

02 INTRODUCTION

03 JAPANESE TEA CEREMONY &
MATCHA RESOURCES

04 DESIGN TOOLS

05 SAAS TOOLS



AISLYNN VAN CLIEF & SCENIC WEST DESIGN

Lead Product Designer at Scenic West by day, founder and tea host of Fudō-An by night.

Aislynn's passion for Japanese tea ceremony began over ten years ago and was created out of her desire to integrate the fundamental principles of mindfulness into the hustle and bustle of city life, business startups, offices, and even private parties.

At Scenic West, her knowledge of Japanese tea ceremonies helps guide her approach to effective, human-centric product design.



Book a Ceremony

Book a private tea gathering for your next event.

www.fudo-an.com

WHAT COULD JAPANESE TEA CEREMONY AND GOOD UX/UI POSSIBLY HAVE IN COMMON?

The ancient practice of tea ceremony is considered art in Japanese culture. With every tea gathering, there's a goal, yet the tea room remains to be personal and unique to each visitor. The experience is orderly and there's intention in sequence; where every movement of the ceremony informs the next with a reason for it all.

Doesn't this sound familiar, fellow UX/UI designers?

If the tea ceremony is the product, think of the guest as the user. Our goal is to eliminate chaos and confusion. Reducing clutter in UX/UI design is a strategic and thoughtful process, like the sequence found in the tea ceremony. One has to consider the consistent action and end goal to integrate it with a unique and personal experience for a user. Just like a Japanese tea ceremony, your users will delight in a design that is harmonious and evokes a sense of tranquility.

So, when building out UX/UI for your next product design, let your goal be as simple as this: to delight your users, reduce clutter, and seek harmony.

RESOURCES FOR JAPANESE TEA CEREMONY & MATCHA



Chanoyu Decoded

This website is updated each month with images, writings, and recordings by Professor Allan Sōsei Palmer that help you explore the world of Chanoyu.

<https://www.chanoyudecoded.com>

Stanford Encyclopedia of Philosophy

Gain insight into Japanese Aesthetics and cultural tradition through this encyclopedia.

<https://plato.stanford.edu/entries/japanese-aesthetics/>

Marukyu Koyamaen

A hub of all things green tea. Shop their products, learn more about Japanese Green Tea, and browse their experiences.

<https://www.marukyu-koyamaen.co.jp/english/>

Urasenke Chado Tradition

Dive into the art of preparing matcha and understanding chado, the "Way of Tea."

<https://www.urasenke.or.jp/texte/>

04

Design Tools

Page Flows

With a library of 3,000 + recordings of popular products, you can find user flows and app pages of companies in the SaaS and Productivity space to Health & Fitness.

www.pageflows.com

UI Patterns

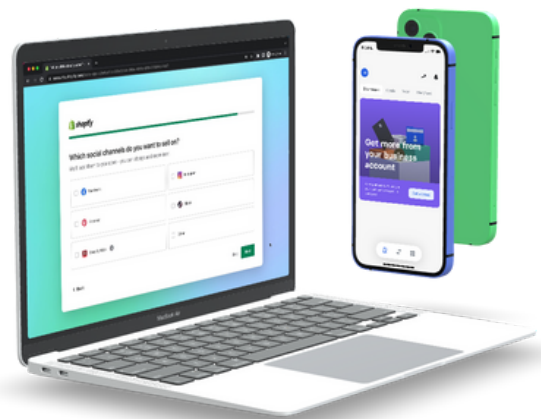
From design patterns to email lists, to talks and blogs, then screenshots and psychology, you can find all you need to understand your users and anticipate their next needs. We love to use this site as an all-in-one UI library.

www.ui-patterns.com

Design Better

A go-to resource for leading companies and their design team's best practices. Check out their Design Maturity Model for insight into how design practices relate to business performance or listen to their podcast and be inspired by other creatives.

www.designbetter.co



Design Tools

UI Recipes

Gone are the days when you have to spend hours researching and testing UX practices. UI Recipes provides a weekly analysis of design trends and top UI patterns that make up a recipe for success for your next project.

www.uirecipes.com

Design Kit

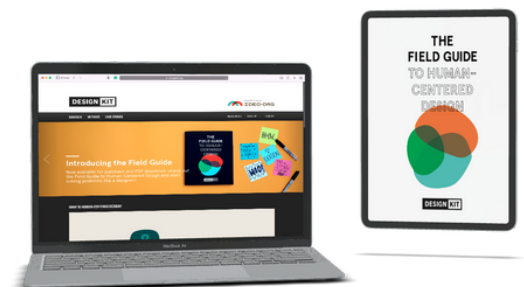
Understand user mindsets and dive into different methods for a human-centered design approach. This approach keeps people at the forefront and helps you solve their problems by understanding perception to action. This organization is full of industry insights and design resources for you to use.

www.designkit.org

Adele

Adele is a repository of design systems and pattern libraries, named as a tribute to Adele Goldberg - an influential computer scientist in the UX/UI space.

adele.uxpin.com



05

SaaS Tools

With Great UX



Intercom

What better way to clarify any user pain points than an on-demand chatbot with Intercom? Integrating Intercom is an essential for SaaS products and increasing engagement and ROI.

www.intercom.com

Dropbox Paper

Calling all creatives, product teams and marketers! This is our favorite way to collaborate with different departments in an organization. It serves as one place to stay organized, keep meeting notes, and offer feedback.

www.dropbox.com

Figma

A staple when building out web and user flows, landing pages and app screens. Anything you might need to create can be done on this web-based design space.

www.figma.com

SaaS Tools

With Great UX

Stripe

Whether you're an online or in-person retailer, software platform, or subscription service Stripe is a great way to process payments securely and manage your business online. Plus, it's easy to integrate into your platform!

www.stripe.com

Gusto

Gusto considers itself a "modern HR platform for payroll, benefits, and more." We love it for its all-in-one ease of use for onboarding new hires and staying up-to-date with our company policies and benefits.

www.gusto.com

Zendesk

Your next cloud-based help desk software helps increase customer satisfaction and conversion rates by giving your team an all-in-one place to keep customer data.

www.zendesk.com





Design Blog

We're a team of Product Designers and Product Managers who work with clients in E-Commerce, Education Technology, B2b SaaS, and more. We walk clients through the full process of initial planning and discovery to execution and iteration.

Check out our blog for our insight into all things product.

www.scenicwest.co/blog

Other Apps & Products We Love



Airbnb



Slack



Uber



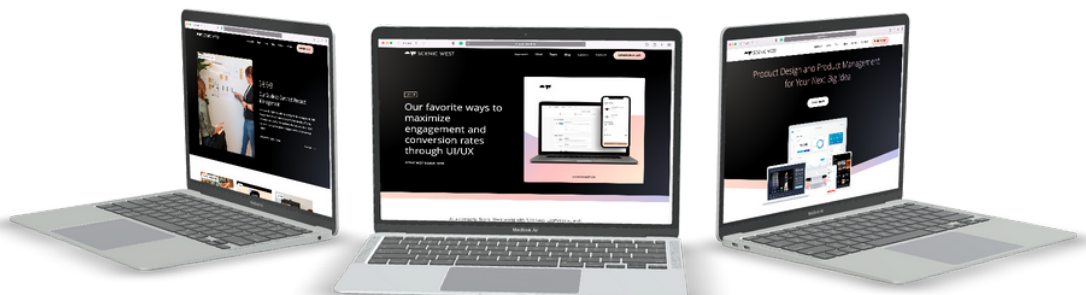
AmiGo



OpenTable



Starbucks



Thank You

WE HOPE YOU ENJOYED THIS RESOURCE GUIDE

We're Hiring!

Interested in becoming part of the team at Scenic West? Visit our website to view our current Product Manager and Product Designer job openings.

[Job Openings](#)

Our Services

- Discovery
- UX/UI Design
- Product Management
- User Research
- UX audits

Need support with UX? We are here to help. Check out our website for more information.

www.scenicwest.co
