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Feed

Luxme Patel

Project 2, Part 2

GRDS 387: Interface Design

Holly Quarzo

overview

Purpose Statement

Feed makes it simple and easy to find, plan, make & share meals that are specifically catered to your religious dietary needs. You are able to personalize your meal plan, add additional dietary restrictions at any point, and connect with others in your community as well as others outside your community. If you have a friend that has dietary restrictions, you are able to insert their dietary restrictions to learn more or make a friend a meal. Feed creates a welcoming community to better your experience when it comes to meals with religious dietary restrictions.

Key Features

- Enjoy new recipes and meal prep
- Save recipes to add to your meal prepping calendar
- Manage your account and make it personal to your dietary restrictions
- Explore other communities and recipes
- Make a meal for a friend with religious dietary restrictions
- Find restaurants near you with your dietary restrictions
- Connect with others and share tips/recipes/etc.
- Discover nearby religious events and share with friends

pain points to brag points

Story	Pain Points	Brag Points	Features
not a well-balanced meal hard for me to find recipes picky eater	Lack of well-balanced meals	**Meal prepping** and **recipes** will ensure that the user has options for a well-balanced meals	Recipes/Meal Prep
and if there are, I don't know about them, assume I'm not able to eat anything	Not knowing if there are options available	**Meals near you** will give the user the option to see where they are able to eat or buy their food from	Meals near you
because I feel like I'm the only one that has this issue	Feel like I'm the only one with the issue	A **community** will allow the user to interact, connect with others and create personalized meals	Community
not able to accommodate to my needs importance and purpose tired of explaining it	Not being able to connect to others from a religious aspect	**Explore** will give the user the opportunity to attend events with friends and learn about other religions	Explore

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- Community
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icons

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ICONS
Icon Size
App Icon
Buttons

STYLE

VISUALS

iPhone Notification
60px × 60px @3x

iPhone Settings
87px × 87px @3x

iPhone Spotlight
120px × 120px @3x

iPhone App
180px × 180px @3x

*scaled to 45%

App Store
1024px x 1024px @3x

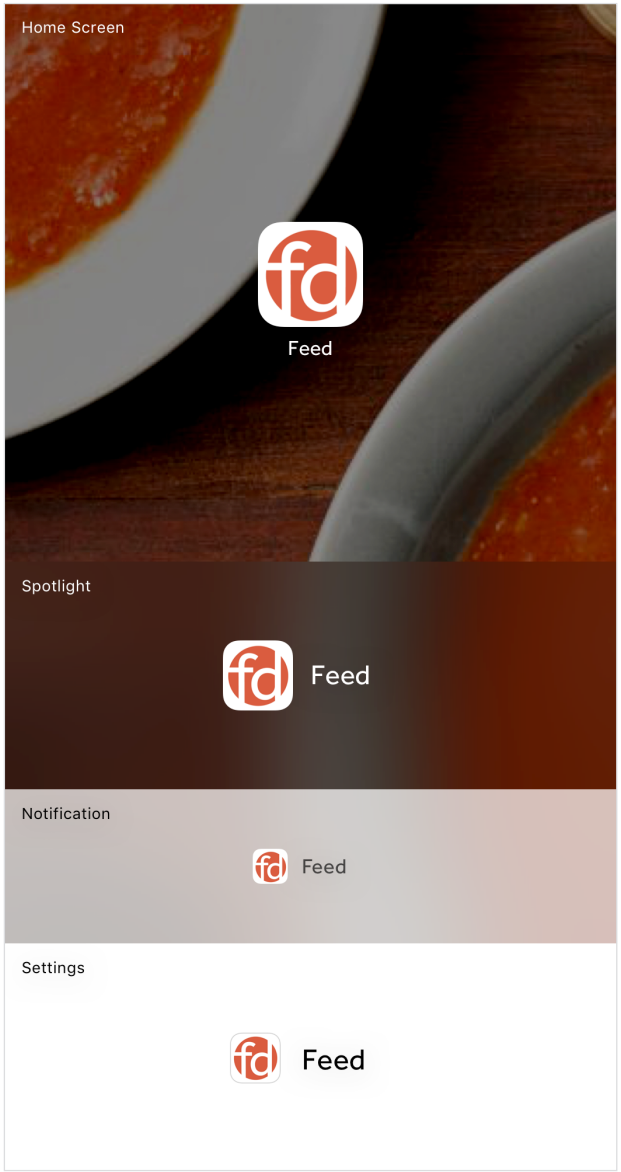
Devices:
iPhone 8 Plus, iPhone 7 Plus, and iPhone 6s Plus @3x

OVERVIEW
ICONS
Icon Size
App Icon
Buttons

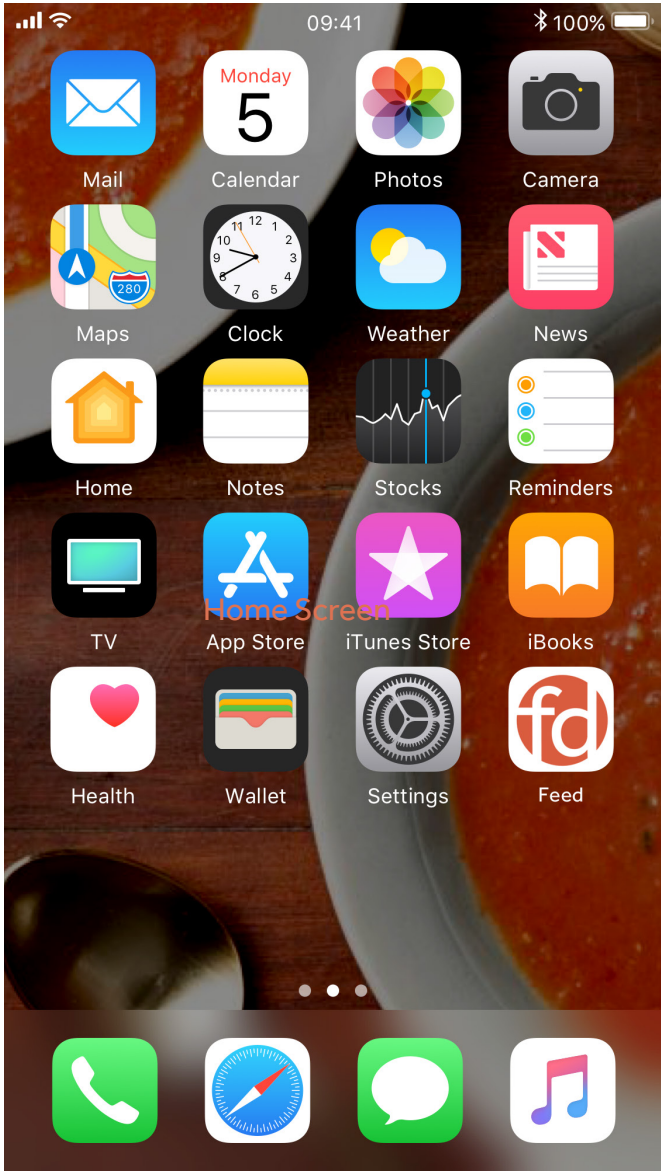
STYLE

VISUALS

Contextual Icons



Home Screen



The feed icon stands out because of the red/orange color and bold typography.

OVERVIEW
ICONS
Icon Size
App Icon
Buttons

STYLE
VISUALS

Navigation Icons

HOME

RECIPES/ MEAL PREP

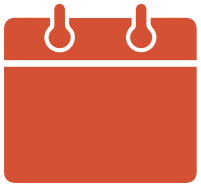
MEALS NEAR YOU

COMMUNITY

EXPLORE

App Icons

BOOKMARK



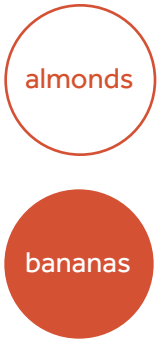
CALENDAR

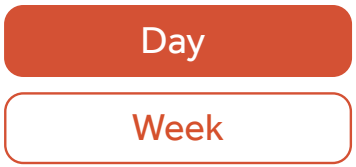
MESSAGES

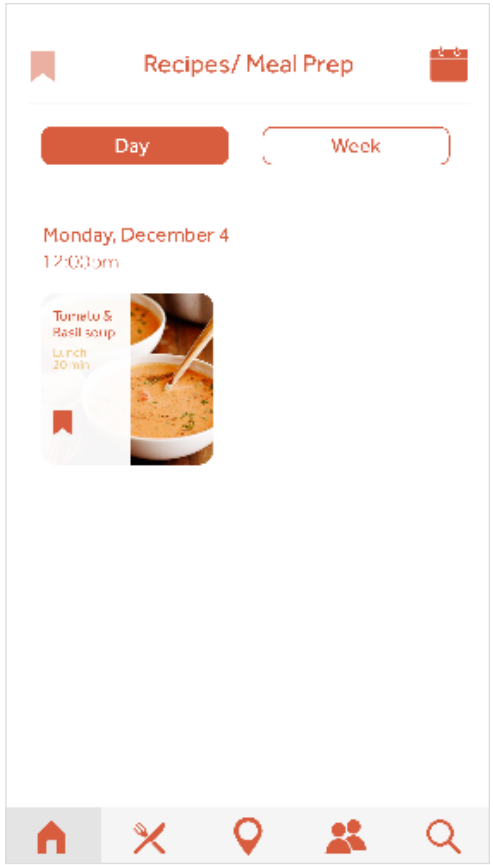
All the App/Navigation icons used are all similar in style. I chose to keep rounded edges on all the icons to keep the same style of the mark/logo. When the icons are active they appear as the red/orange color.

OVERVIEW
ICONS
Icon Size
App Icon
Buttons

STYLE
VISUALS







Selected buttons are filled in with color and the unselected state is an outline of the button.

style

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ICONS
STYLE
Colors
Typography
Layout

VISUALS

R 213 G 81 B 53
#D45134

R 240 G 195 B 125
#F0C27D

R 136 G 119 B 48
#88772F

R 122 G 166 B 135
#79A586

R 32 G 40 B 27
#20281B

I chose these colors to represent food from spices to leafy greens. The primary color of the App is the red/orange, which is seen as warmth and evokes an inviting and welcoming feeling.

ICONS
STYLE
Colors
Typography
Layout

VISUALS

Typeface: Effra

Feed Light
Feed Light Italic
Feed Regular
Feed Italic
Feed Bold
Feed Bold Italic

Heading 1 | 28pt
Feed

Heading 2 | 22pt
Religion

Heading 3 | 20pt
DONE

Heading 4 | 17pt
5 ways to meal prep

Heading 5 | 12pt
view ingredients

Heading 6| 10pt
recipe shared with lux

The typeface Effra is very legible, even though the type size decreases the type is still able to stay clear and visible.

ICONS
STYLE
Colors
Typography
Layout

VISUALS

Imagery in food is really important because most poeple want to know what the food will look like and what it is made of. It helps the user visualize why images and type are needed.

The “yellow” portion under the meal name is helpful for the user to identify which category the recipe belongs to.

To save a recipe, the bookmark icon is makes more sense to others than “favorites” The white overlay on the left shows the image with a low opacity and helps the user identify what they are look for.

visuals

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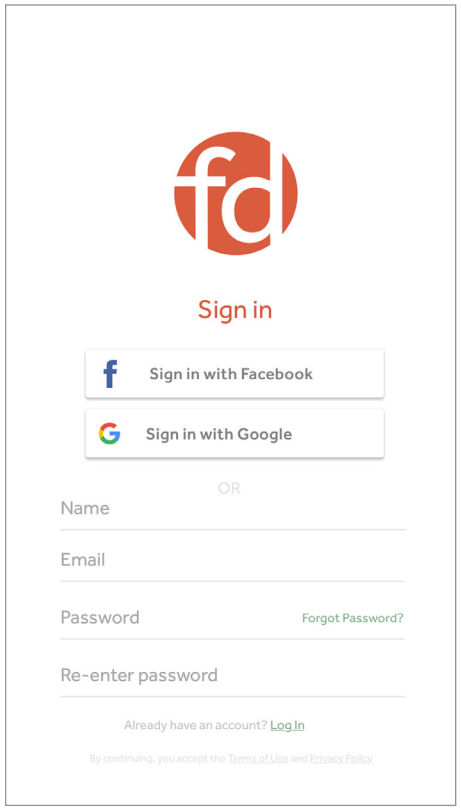
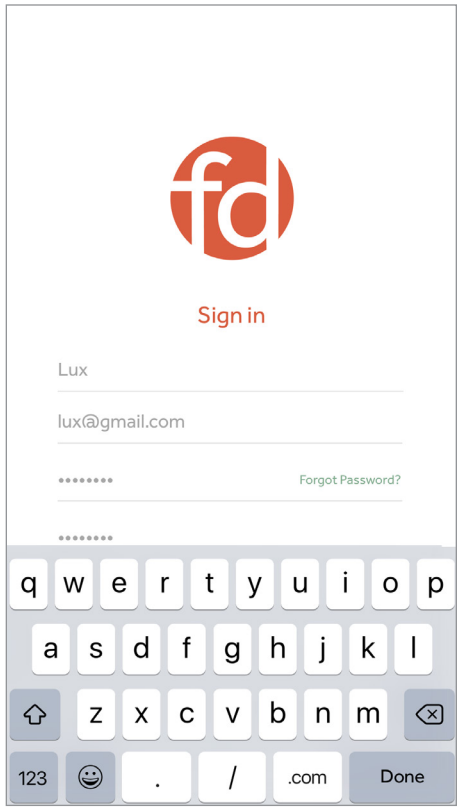
ICONS
STYLE
VISUALS
- Recipes/Meal Prep
- Meals near me
- Community
- Explore





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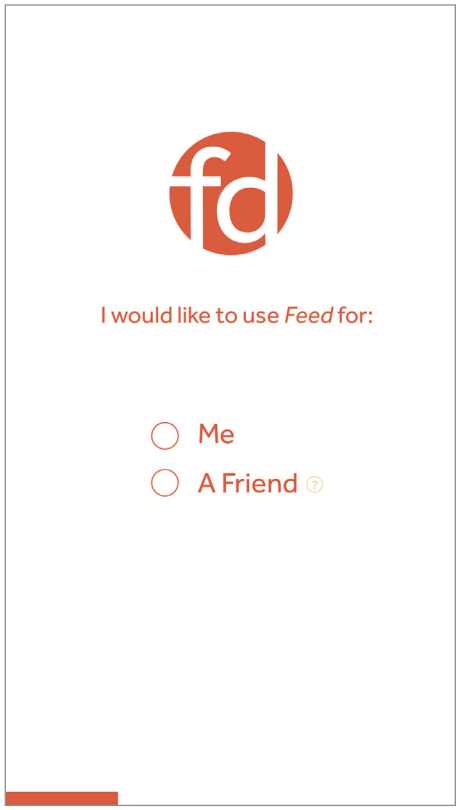

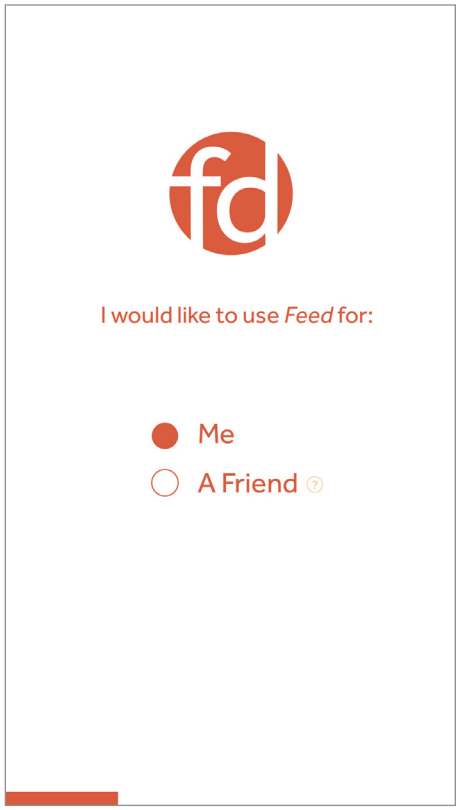

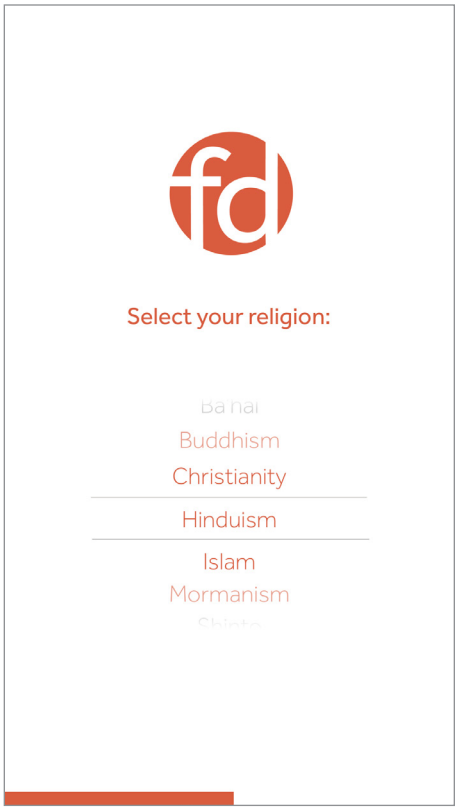

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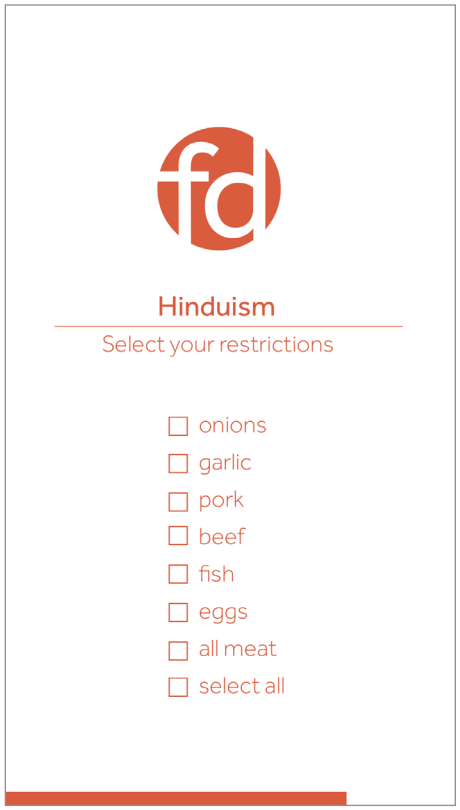

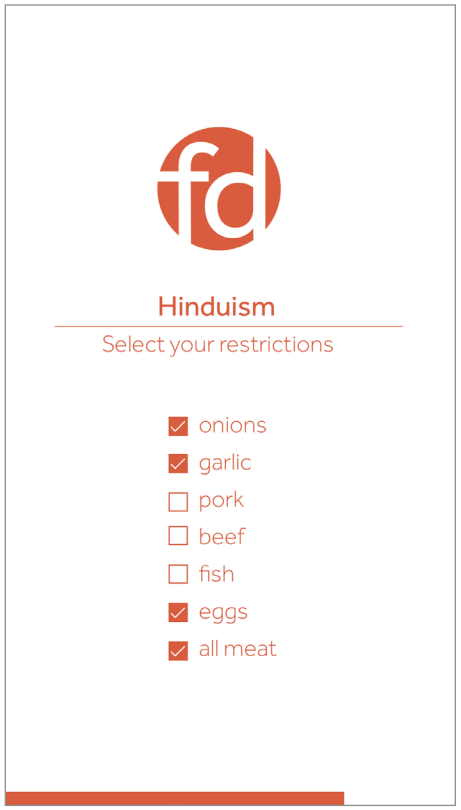

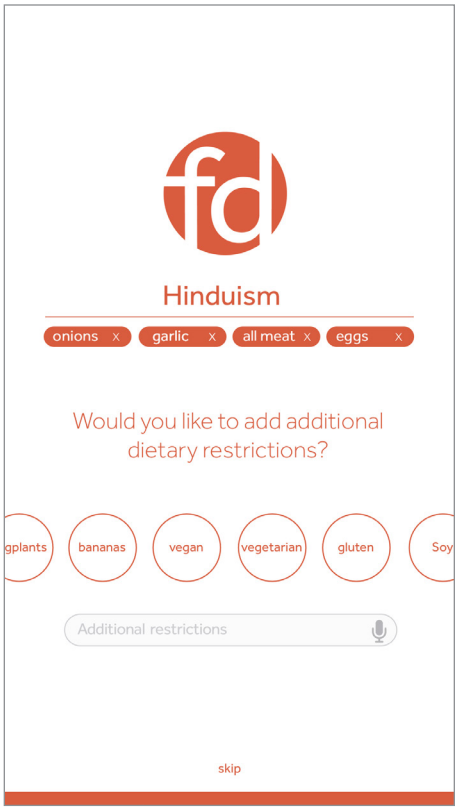

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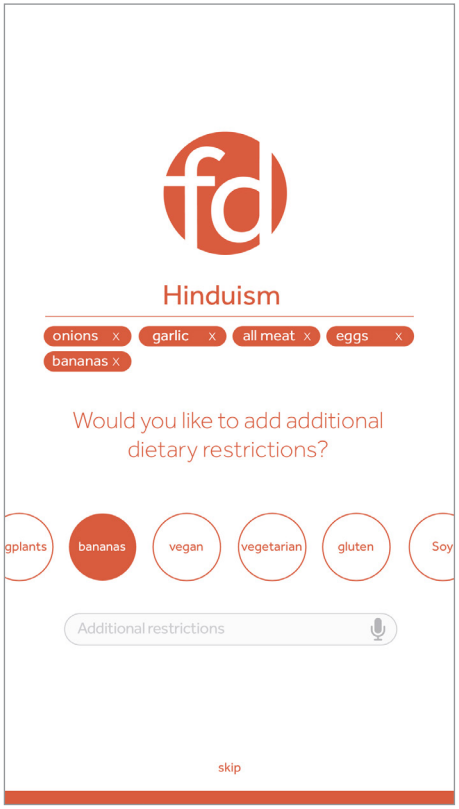

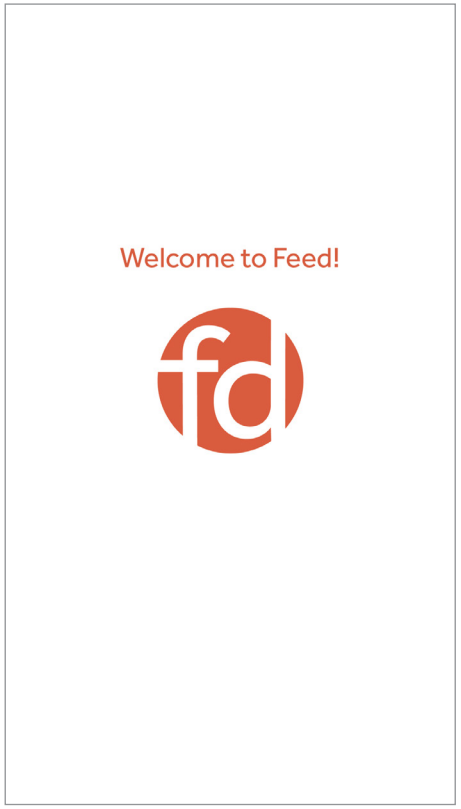

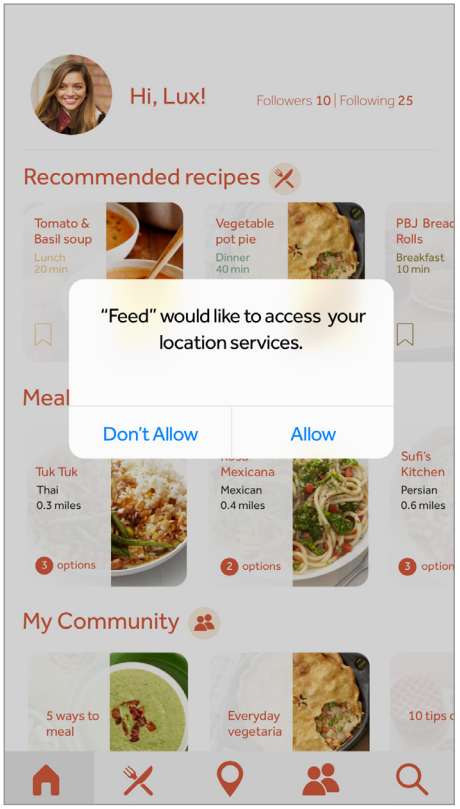

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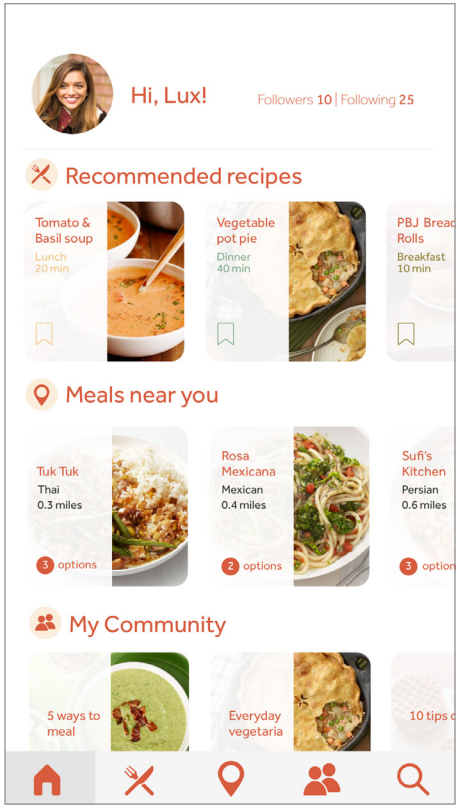

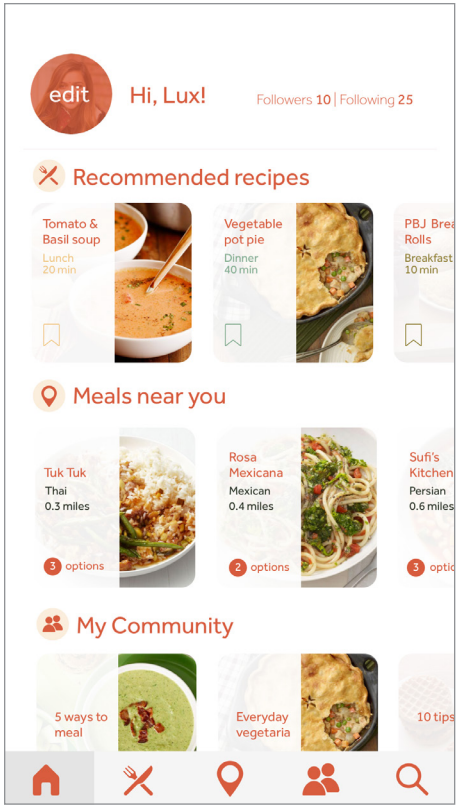

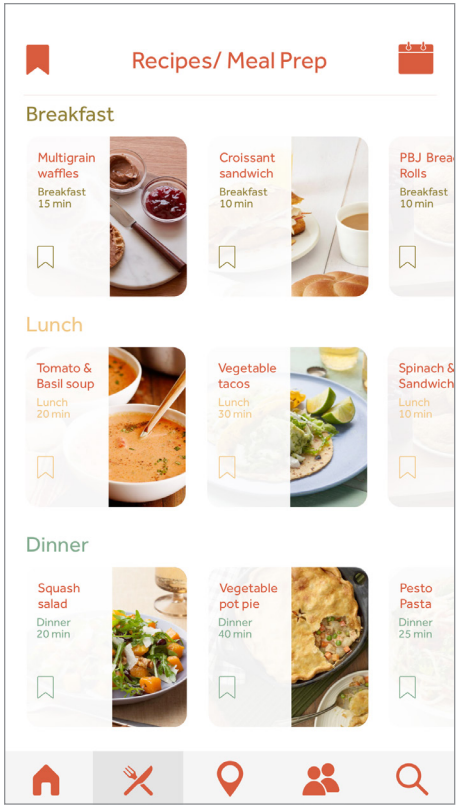

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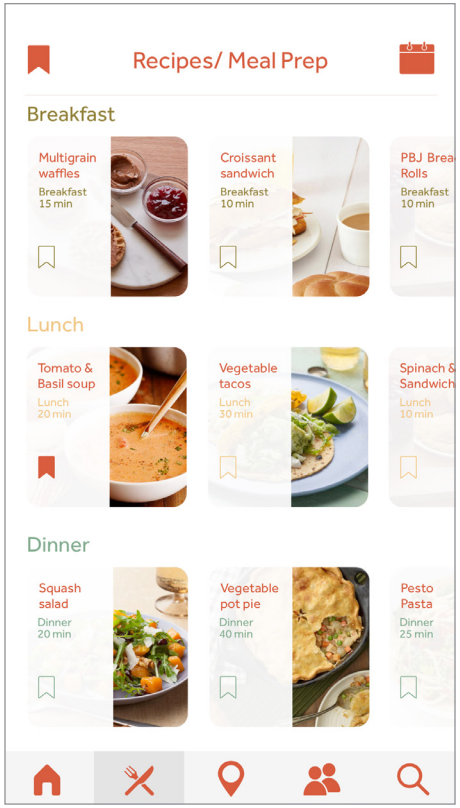

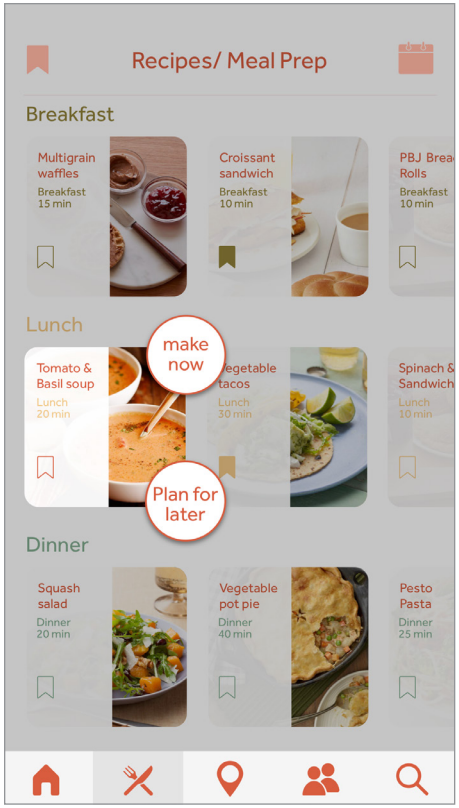

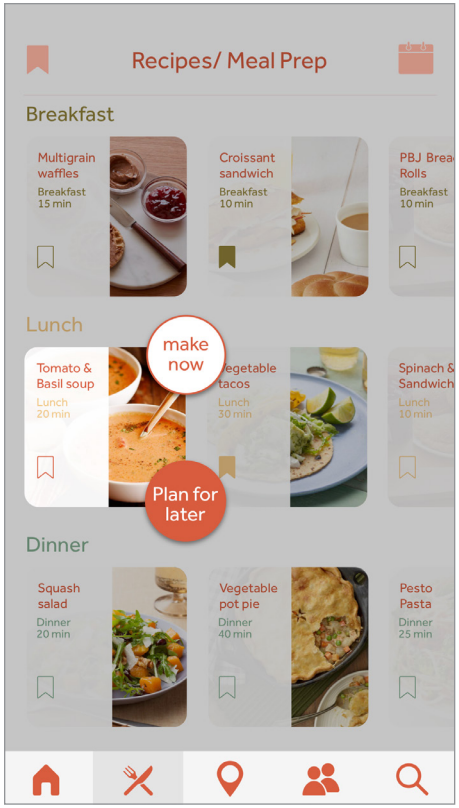

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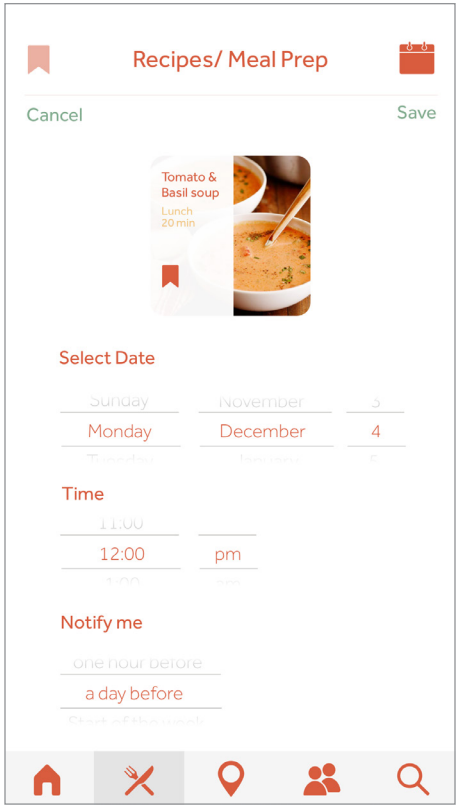

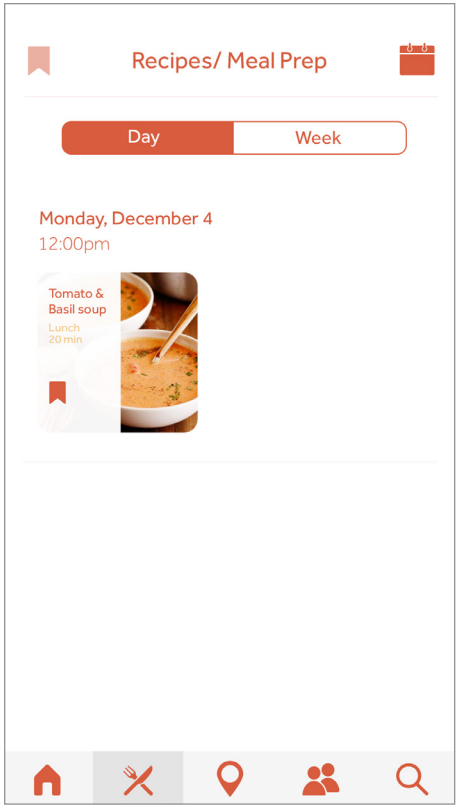

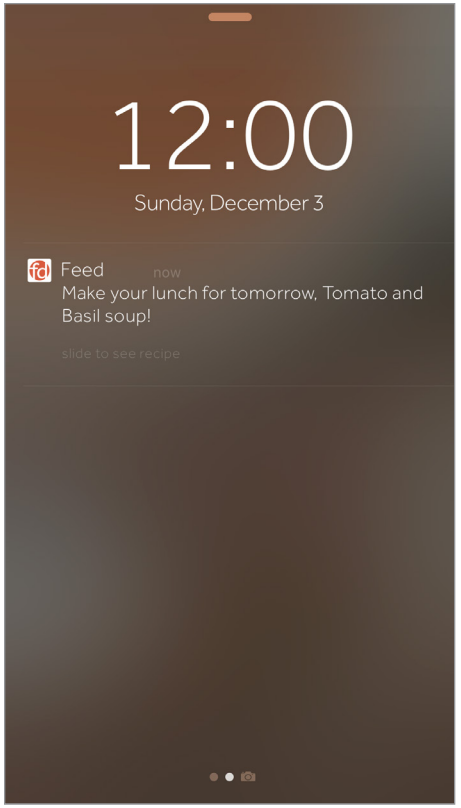

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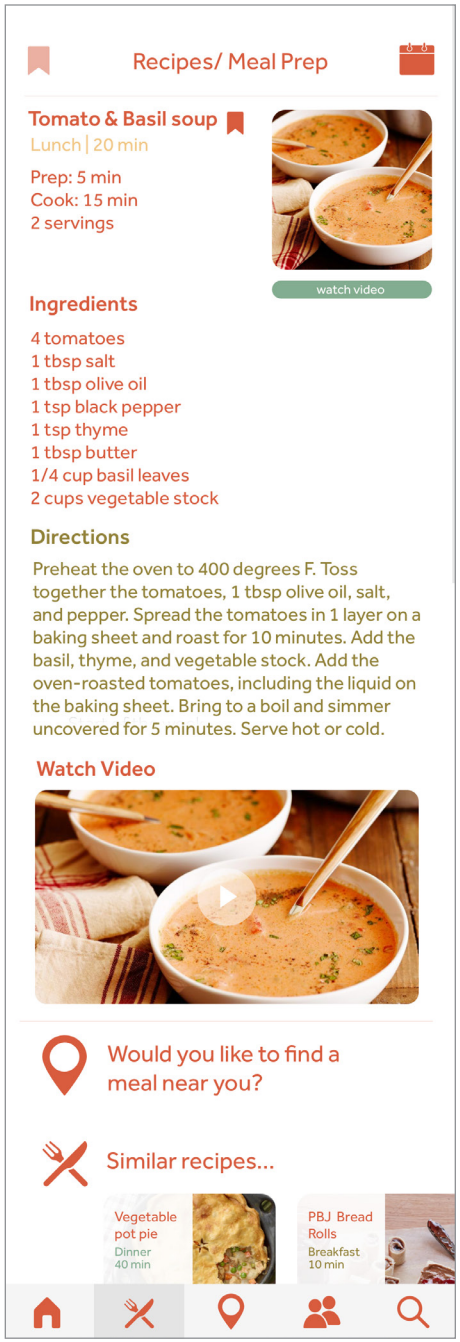

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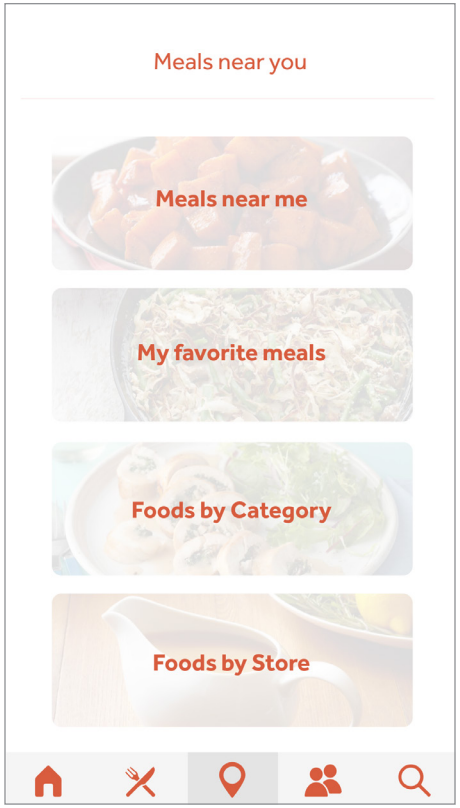

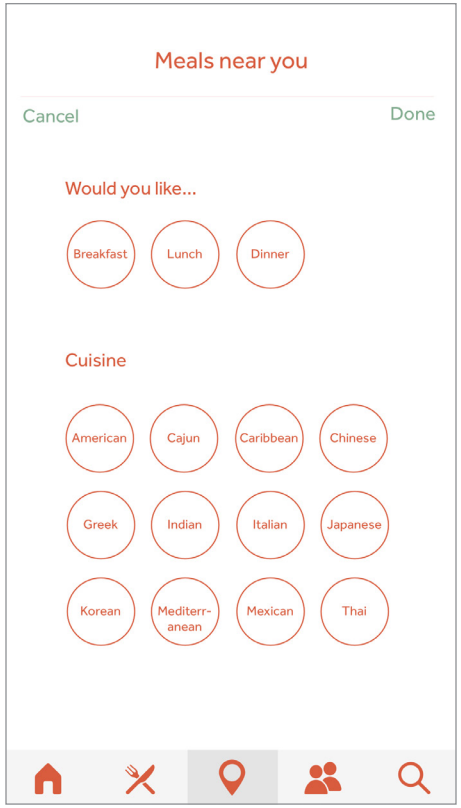

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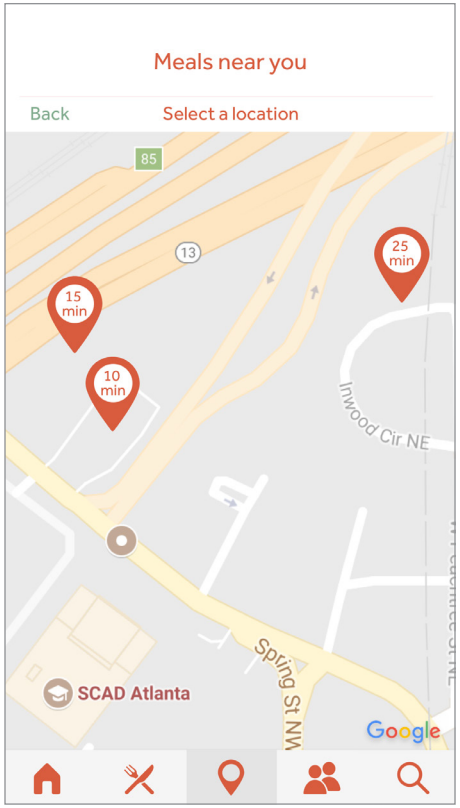

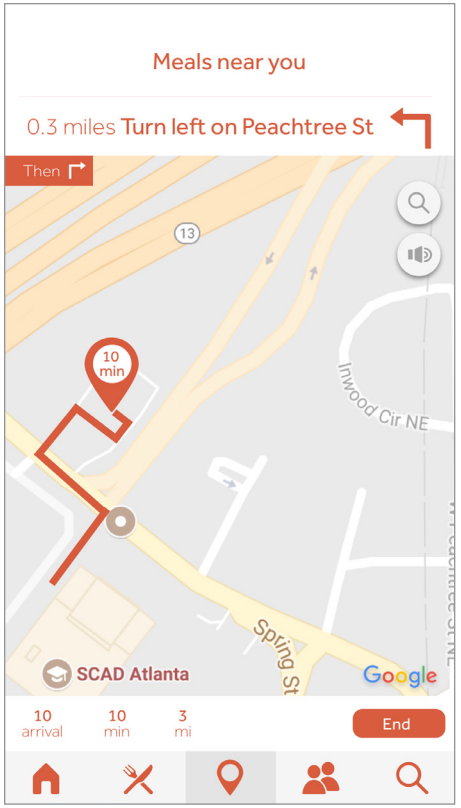

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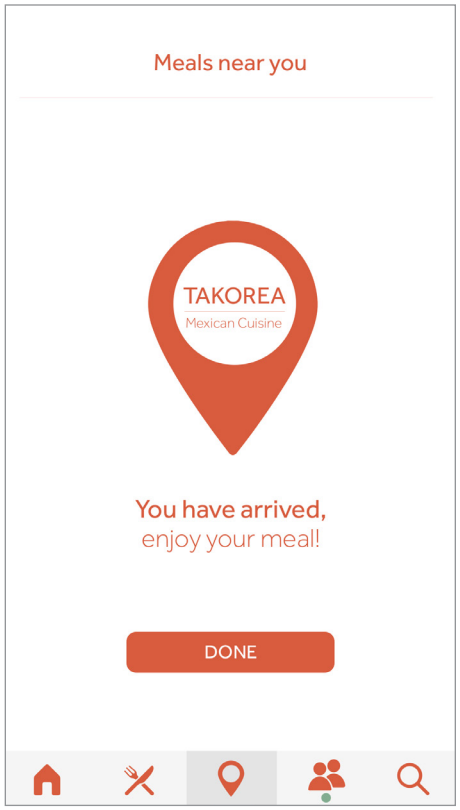

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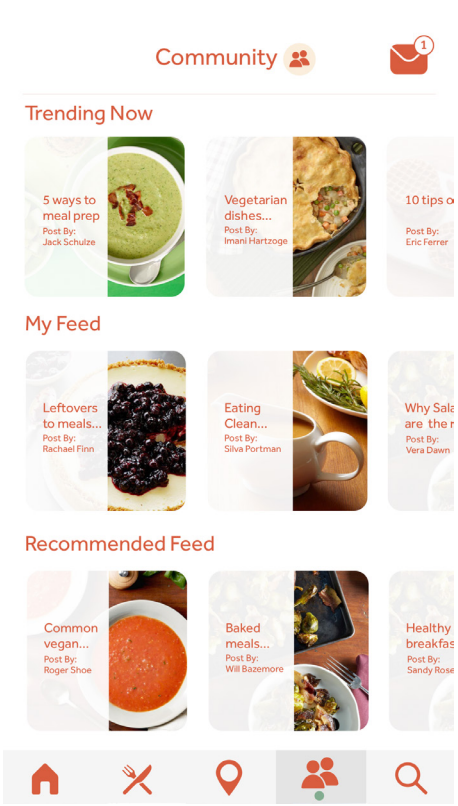

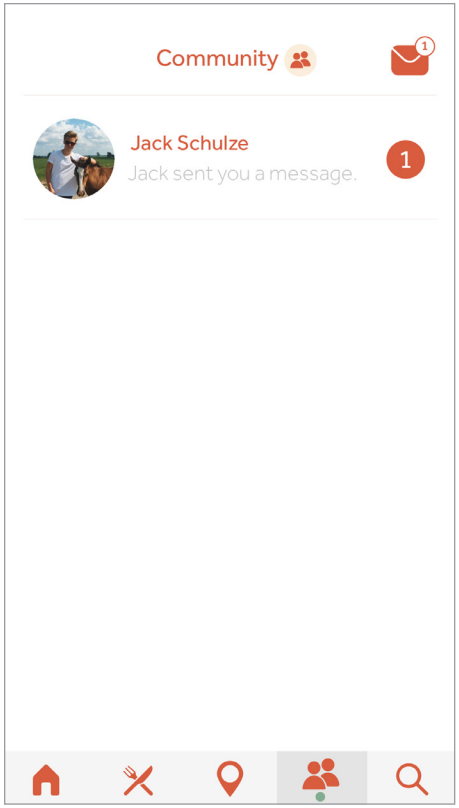

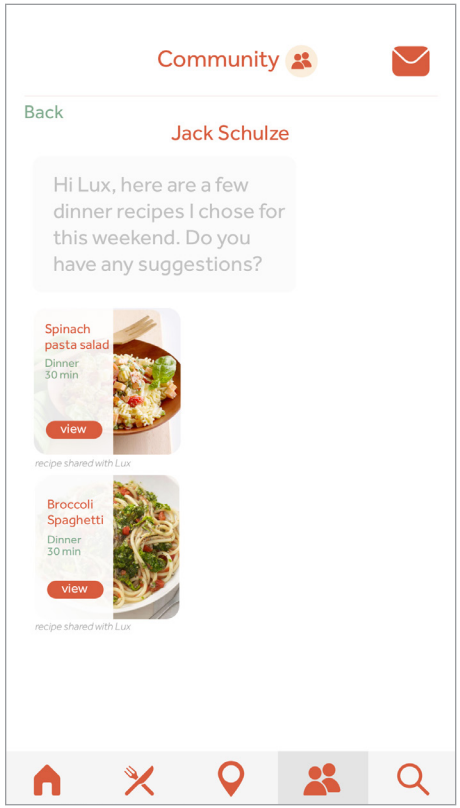

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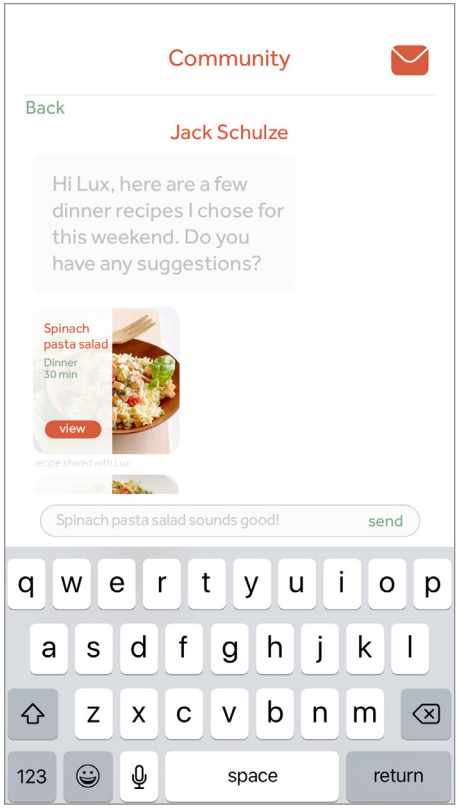

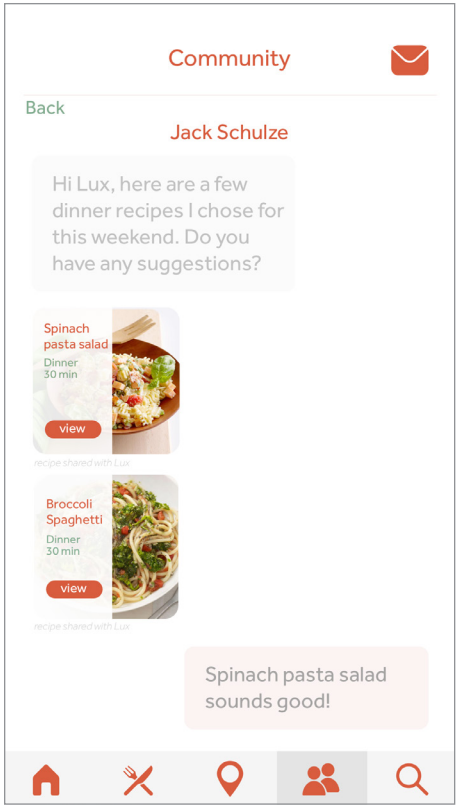

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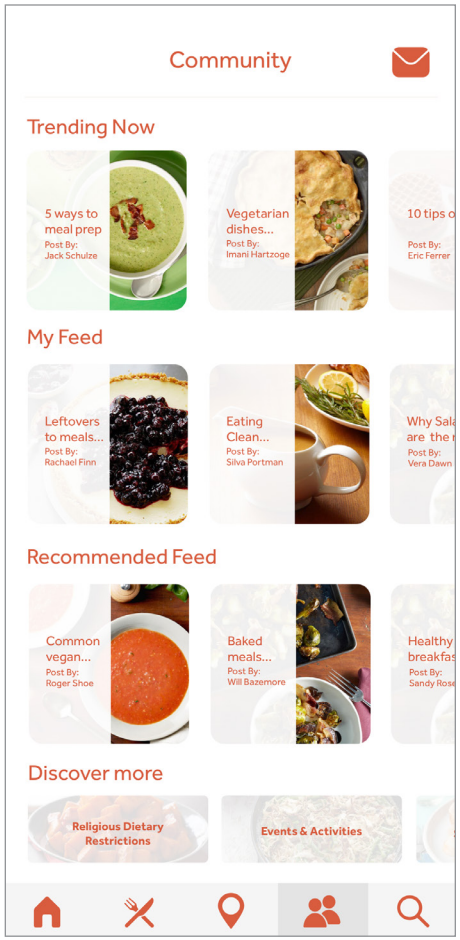

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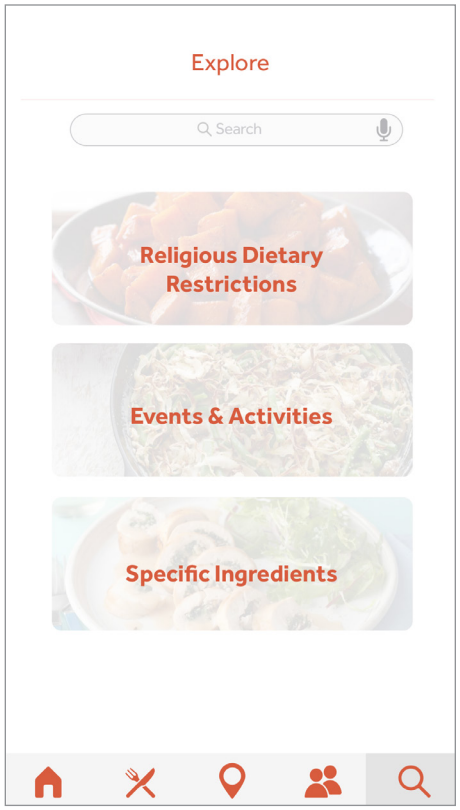

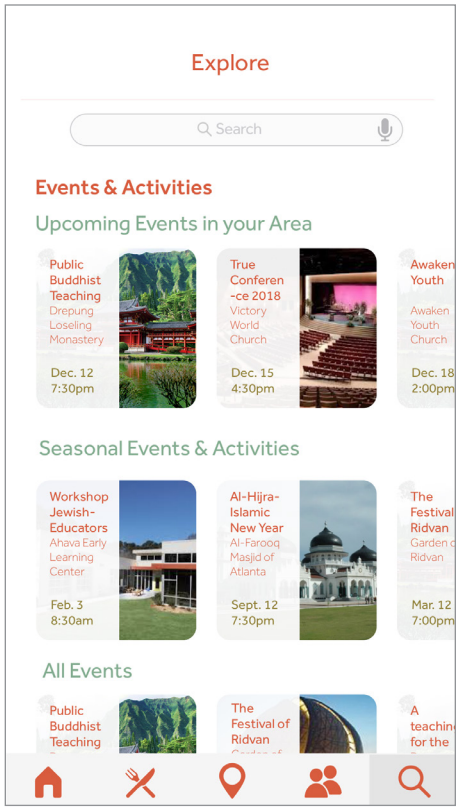

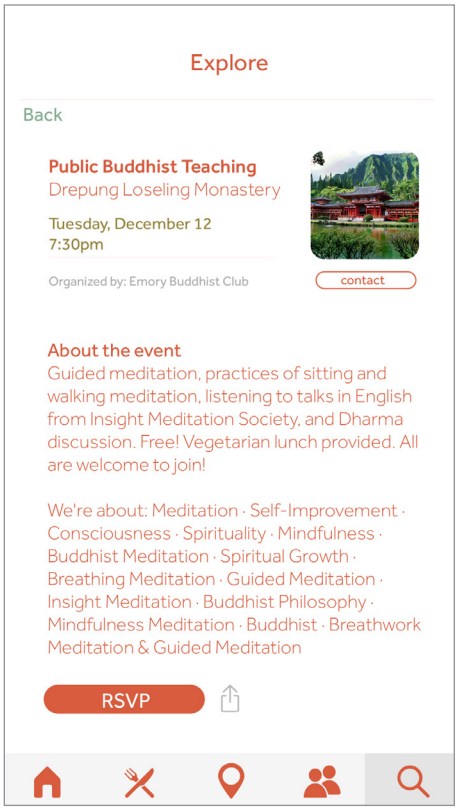

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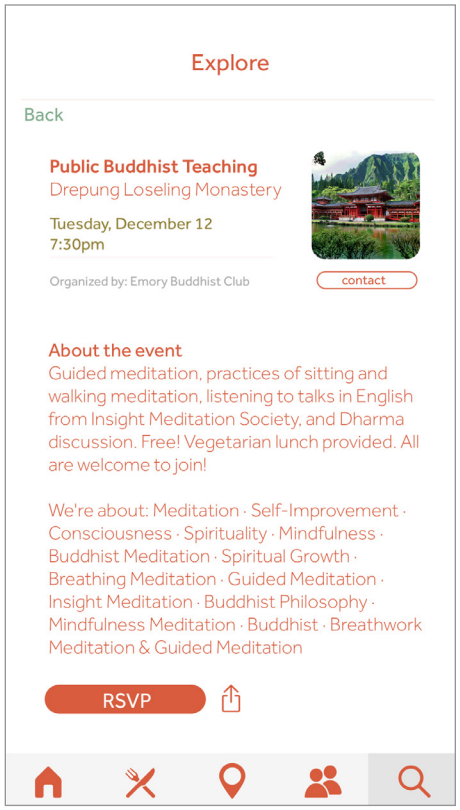
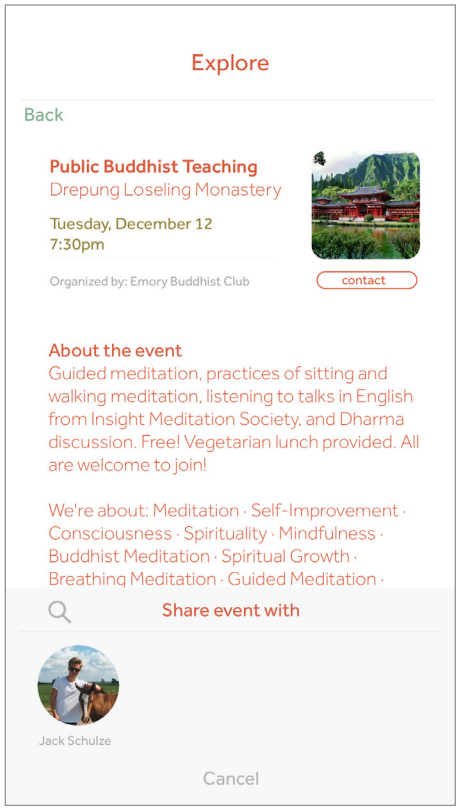
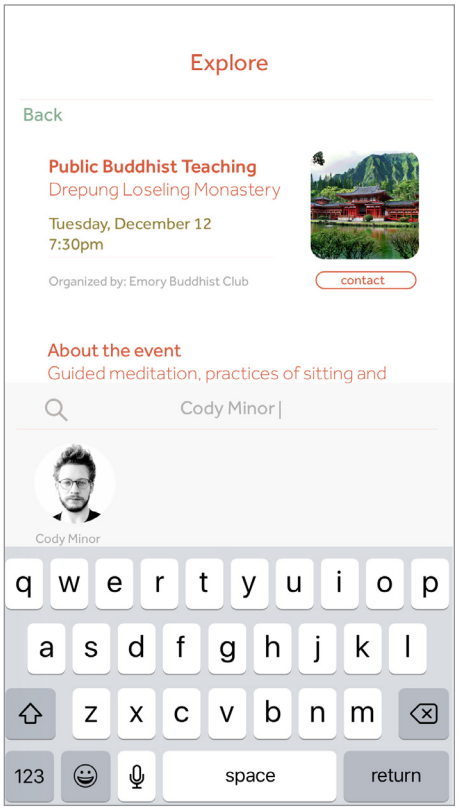
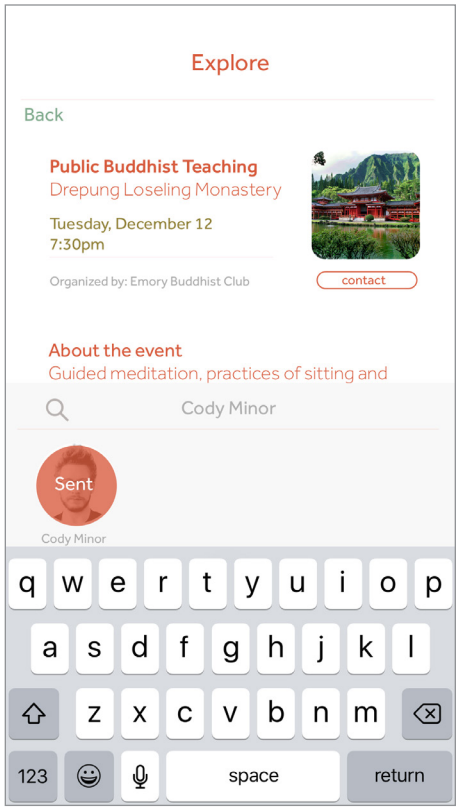


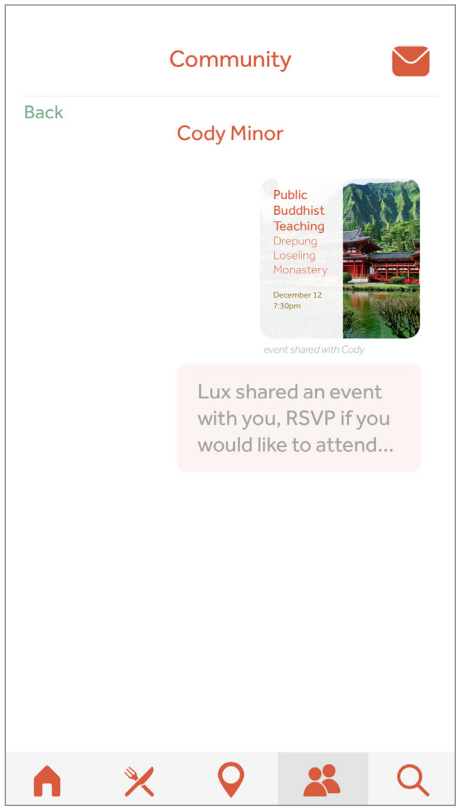




ICONS
STYLE
VISUALS

- Recipes/Meal Prep
- Meals near me
- Community
- Explore





Thank you.