THE DESIGN DOCUMENTATION

MAY 2018

PREPARED AND PRESENTED BY
ANASTASIJA ZURAVLIOVA,
ANTONIA HACKENBERGER,
JAN OSTROWKA,
IDA MEJER,
LEONARDO PEDRAZZOLI

THE DESIGN BRIEF

Project title: „Mixeat"

Purpose
We look to develop an application designed as a digital service that offers users quickly generated recipes and to use up the content of their fridge without having to go purchase any additional ingredients or spend a lot of time on cooking. In addition we want to introduce an online platform where users can easily find supermarkets, online deals or mates to share a meal with.

Who are we?
We are an environmental friendly and social beneficially minded company based in Copenhagen. Our interest lies in reducing food waste, connecting people and developing new technology to make achieving that goal feasible for every individual.

Who is this being done for? (the target audience)
The target audience are young adults, who are busy with their work or school and live on a tight budget. There should be a part that addresses people who want to quickly generate a meal only, but there should also be a part which addresses people who enjoy connecting with others.

Why is this (new) design needed now?
Even though similar apps with the purpose of creating recipes exist on the market, not a single one is targeted to young people on a budget and none of them addresses the problem of food waste in an efficient manner. We need a catchy design coming with an extraordinarily well functioning software in order to fill this gap.

Competition environment
Our main competitor is "Yummly", which is an app for creating recipes based on your fridge's content. However, their app has a different target audience, the interface is overloaded and offers too many features and options. Furthermore, many apps on the market are offering overly complex recipes with pricey ingredients which are not simple nor cheap to perform.

Current industry trends
Our fast-paced society forces young people to make the wrong decisions in terms of eating - and grocery shopping. Even though it is difficult for them, there is a "no-food-waste" trend that emerged throughout the last one or two years. Additionally apps are extensively used amongst young adults to simplify things and connect with others.

The scope
For the time being we want to focus on the danish market. After the release and extensive testing, we plan to expand to cover the rest of the european market and possibly the U.S.

THE BRAND

We want to stop wasting food throughconnectingpeople...

We want to empower individuals to live a zero-waste lifestyle while being on a budget, by providing a service that is easy and fun to use.

Our aim is to enable a sustainable way of living and to inspire people to enjoy this kind of lifestyle together through social interactions.

This is what drives the Mixeat brand. Our environmental-friendly approach should be reflected in every brand-led choice and activity throughout the organization and within our application.
Through an inspiring platform, we empower people and providers to connect and help save our planet.

THE COLOUR SCHEME

Our basic color system consists of three sets of colors:

    Corporate colors
    Application colors
    Contrast colors
The brand colors are friendly and energized.

The design of the corporate color structure is based on the following principles:

    To function as the overall color scheme across our brand
    To have a playful and fun touch
    To create a feel of responsibility for the environment and to signal sustainability through the overall use of the green color
    To stand out from other cooking apps

BLUE #70e2f2: Our light blue should give our brand a refreshing and friendly feel. We also associate blue with peace and connection to humans and the nature.

YELLOW #fced21: We associate our yellow with happiness and cheerfulness. We want to stop wasting food with sharing - sharing is caring!

GREEN #a3c63f: It represents new beginnings and growth in taking responsibility for our environment. It incorporates the energy of yellow as well as the the calmness of blue. With our green we represent a close affinity to nature and give our brand stability.

GRAY #666666: We use light grays in place of white and dark gray to convey the professionalism our brand is operating with. Even though our app should be fun to use, it is important to give it that kind of down-to-earth feeling next to all the colorful illustrations.

RED #e6285a: We use red or magenta as a powerful accent color. It's been shown to enhance human metabolism and is associated with love and passion. For that reason, we decided to accentuate some features with a little bit of red.

THE LOGO

It all started with sketches and many ideas

MIXEAT

THE LOGOTYPE

The logotype consists of two parts: symbol and the corporate name.

Name
The corporate name „MIXEAT" consists of two words „mix" and „eat", it is a pun, that sounds like „mix it". That is exactly what you are doing while using this app. You mix and you eat.

MIXEAT

TRADEMARK

Symbol
The refrigerator icon captures the essence of the main idea, showing that it will produce your meals independently, which is why the fridge is wearing a chef hat.

Color
Green, the color of life, renewal, nature, and energy, is associated with meanings of growth, harmony, freshness, safety, fertility, and environment.

Shape
The universe is an enclosed circle. It has no start or an end. Every eternal/spiritual thing or being is associated with the circle. Sun, moon, earth, galaxy, universe, everything is enclosed, everything is a circle. Circles are complete. They are free.

Style
We used a brandmark logotype because a symbol can express certain ideas much more effectively than text. It is very useful since consumers in other countries can associate the logo design with an identity regardless of what languages they understand.

TYPOGRAPHY

Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
Semi-Bold
Semi-Bold Italic
Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

The typography we've chosen is Montserrat typeface, which concludes different strokes (thin – ekstralight - light – regular – medium – semibold – bold – extra-bold – black) which makes it a diverse typeface, where different strokes can be used throughout the design.

The typeface is very readable and sleek which fits our overall design with the many visual and colorful elements. Monserrat is an open-sans typeface and it's created by ZkySky.

Alternative thoughts on typography concludes other open-sans typefaces like Arial, Verdana or Calibri. The modern style of the open-sans fonts suits our design well and is extremely appealing when displayed.

The secondary typography font is Barlow Condensed. It is a sans-serif typeface, that we've used for all product graphics throughout the prototype as well as the trade-mark font. This font represents the playful and sort of immature feeling the user should experience while using the application and at the same time it offers great legibility. It functions well as a headline and is used as uppercase in order to make it more visible to the user as the main focus should be on the trademark as well as on the products during a search. For the trademark we've matched the colour of the font with the logotype for general consistency. We have used Barlow Condensed regular in our design.

IMAGERY

All imagery for the Mixeat app must be positive, colourful and bright. It is made from simple and flat graphics and illustrations. The idea is to make the user experience really easy and intuitive. It must carry a consistent aesthetic throughout all variations and uses.

Refrigerator, basket and food
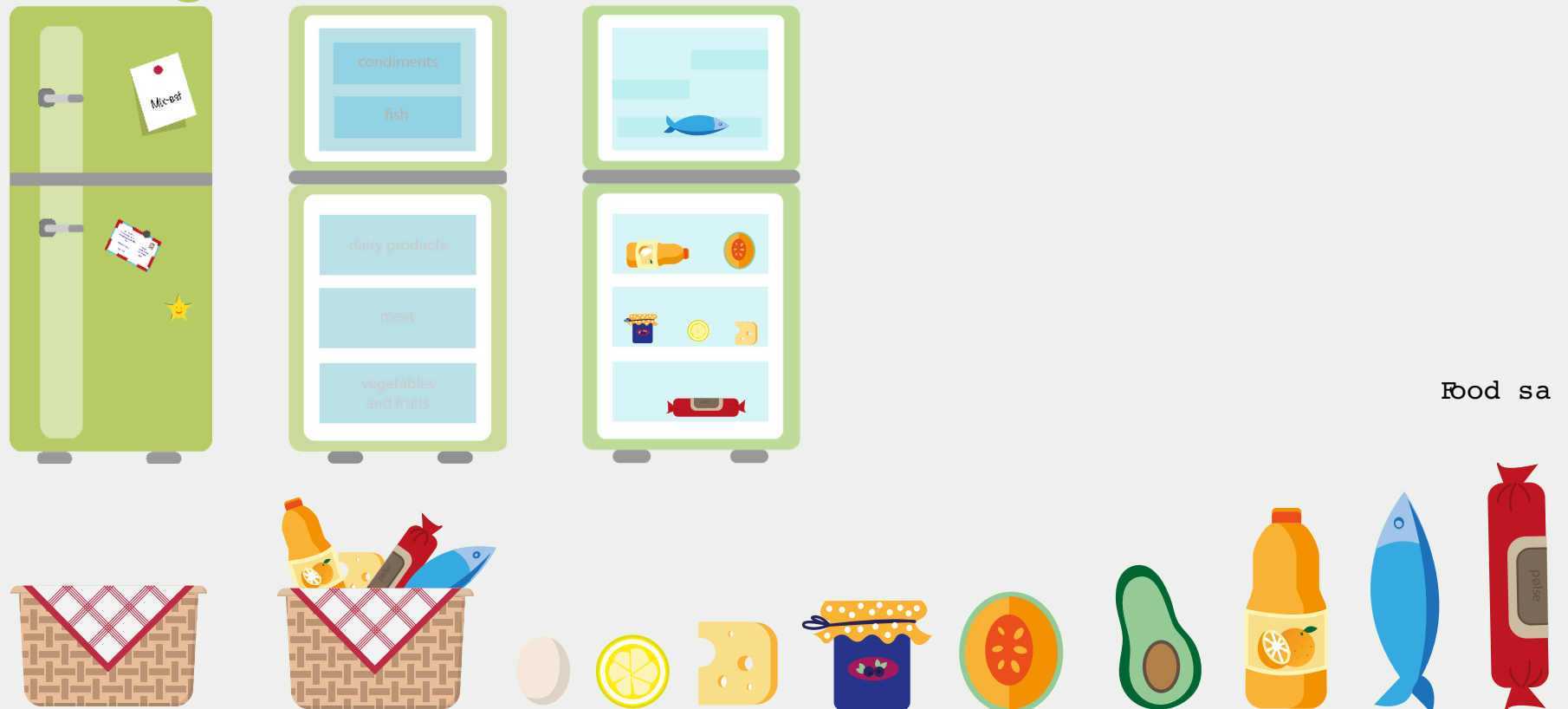
Avatars

In order to easily create a profile, our users will choose an avatar to represent them. The avatares must represent all kind of ages, gender, ethnic and origins , with no discrimination at all.

Avatars sample

Buttons
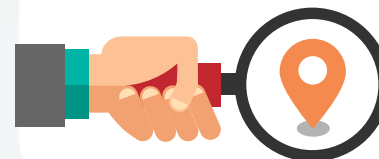
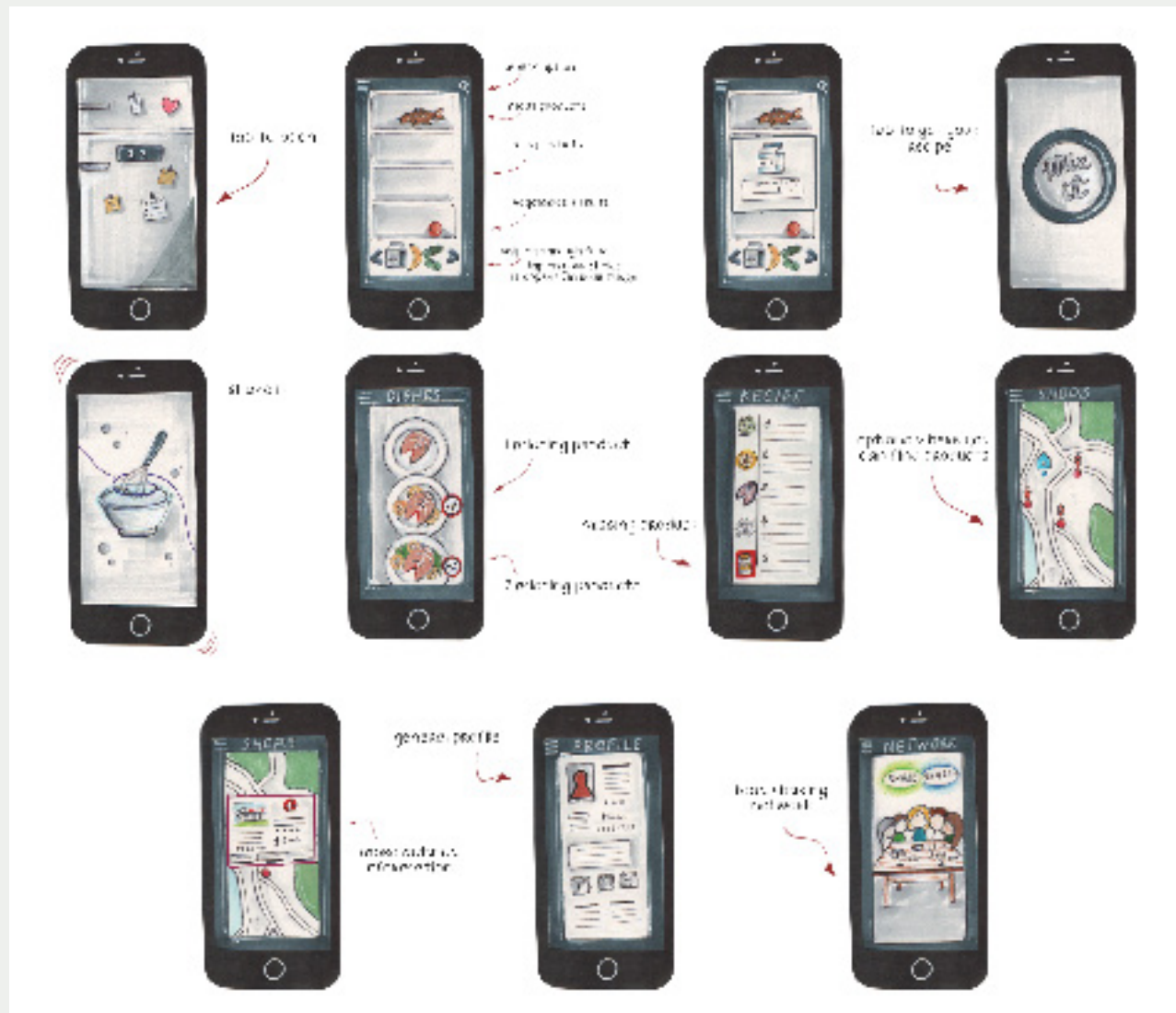| Login	Next

Activated button

Disable button

Share food

Pick up food

Action buttons

PROTOTYPE SKETCHES

USER TESTING

We conducted a usability test (ie. think aloud test) as well as a trunk test on our target users. In the end, of every interview, we also conducted a debriefing in order to understand our user's opinions towards our concept. We picked out two of several testings, which we want to discuss in more detail.

Test person one: female, 21 years old, recently moved to Denmark from Berlin, rather extrovert and mostly always sharing a meal with others

We introduced our users to a fairly confusing first draft prototype. The prototype was created in Adobe XD but lacked half of the design. The other half of the design was additionally featured as our low-fi sketch prototype. Users therefore had to go back and forth between two screens of both low-fi and high-fi prototypes which created quite a lot of confusion.

Test person was aware of where to find the different areas (creating a profile, food sharing network etc.) without getting any help from the test conductor. Test person also knew how to add ingredients to the fridge and understood the overall experience of the drag-and-drop idea. User wasn't aware of which screen was the home screen. But user was aware of the burger menu top left and pointed out, that if she wanted to visit home, she'd find it there.

User found the missing ingredient easily and understood the reason why the ingredient was highlighted red (ie. missing in the recipe). User also understood the section on how to find nearby supermarkets and supermarkets promoting special offers.

Test person generally also understood the navigation and where she was in the great scheme of things. She expected the navigation (ie. burger menu) to highlight the page which was currently being visited.

User found the profile and messenger-board in the social network to be the main section of the prototype as well as adding ingredients to the basket. User was confused about the fridge suddenly being exchanged by a basket, but also seemed to understand the difference between the two concepts conjoined in one.

Test person understood the idea of the fridge (ie. on the main page) opening up into an open fridge.

Test person thought the overall concept was nice but thought it was a bit too much to convert a menu generator into a food sharing network. Test person thought those two should be introduced separately in order to keep the concept simpler.

User would change the overall buttons to a more clear green in order to understand that the element is clickable but liked the simplicity of the design and layout.

USER TESTING

Test person two, male, 19 years old, Danish, introvert with tendencies to extrovert, enjoys cooking meals together with others

User was well aware of how to find different areas on the prototype (ie. profile, food-sharing etc.) When it came to adding milk to the refrigerator, test person got mixed up in the basket for food sharing. He was confused about the two separate concepts within one general idea.
Test person wasn't aware of which screen was the home screen, he was unsure of our conception of a home screen.

Test person understood the idea of the highlighted missing ingredient and the fact that a display of markets carrying the products would show by clicking.
Test person figured that the refrigerator page carries a search icon where user could search products for a faster procedure.

Test person pointed out the burger menu as being the local navigation panel.
User thought the profile page should appear as the general section but also reckoned that if others wouldn't be interested in the social aspects of the application the fridge with tap-to-open function could also provide as a general section. He could distinguish the two parts of the application, one serving as a food sharing platform while the other generates recipes based on the content of the refrigerator.

Test person generally liked the idea of the food sharing network but he was confused about the main sections. He pointed out that a similar application (ie. Yummly) already exists and therefore didn't find the menu generator to be innovative. When asked what is missing in the application, user thought it'd be useful with a "save friend" function in order to arrange a meeting again in the future.