

Case Study

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*“According to a new study from Instantly, more than **53 percent** of Americans skip breakfast at least once a week, and 12 percent never have breakfast.”*

*“45 percent get their breakfast from a fast food place, and **27 percent** opting for a coffee shop meal.*

- TheDailyMeal

The mission of Simply Breakfast is to deliver high-quality, healthy breakfast to our customers, and shares the happiness of this precious meal with them.

Food Delivery Website (Eat 24, Grubhub etc.)

Strengths:

- Wide range of selections from different restaurants

Weakness:

- Pricy, many restaurants have \$15 or \$20 delivery minimum
- Need to order once a day, no subscription service

Local Breakfast Restaurants

Strengths:

- Fresh Food

Weakness:

- Also pricy, hard to afford at a long-term
- Need to physically go to the place to eat
- No advanced order, need to wait for the cooking time

Fresh

Convenient

Doorstep

Delicious

Simple

Affordable

Healthy

Hot

Long-term

Relax

Variety

New

Non-interrupt

Customize

Large-scale

Local

Organic

Satisfied

Mood Board

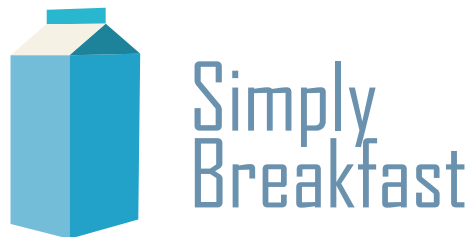


Logo Draft 1

Version A

Simply
Breakfast

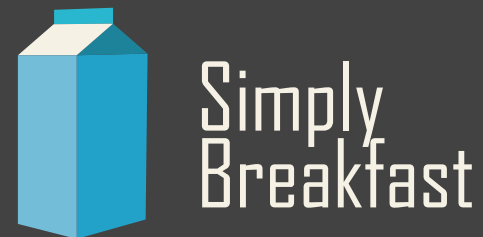
Version B



On Dark Backgrounds

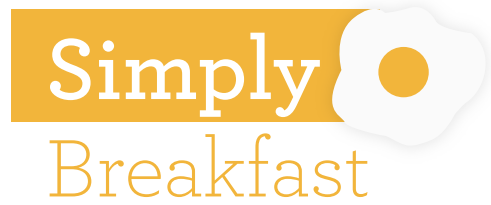
Simply
Breakfast

On Dark Backgrounds



Logo Draft 2

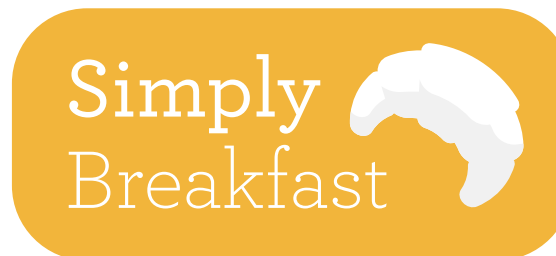
Version A

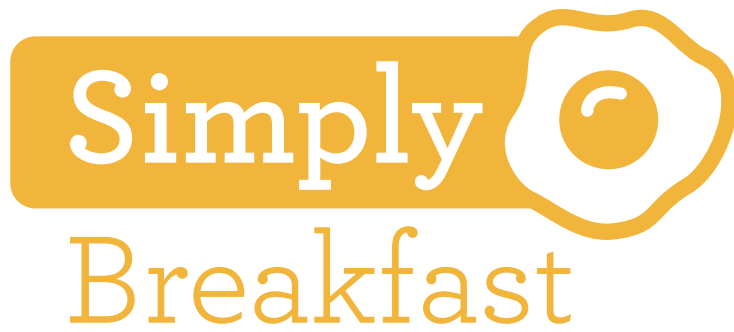


Version B

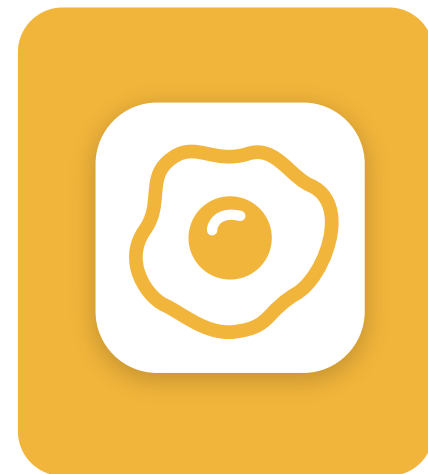


Version C

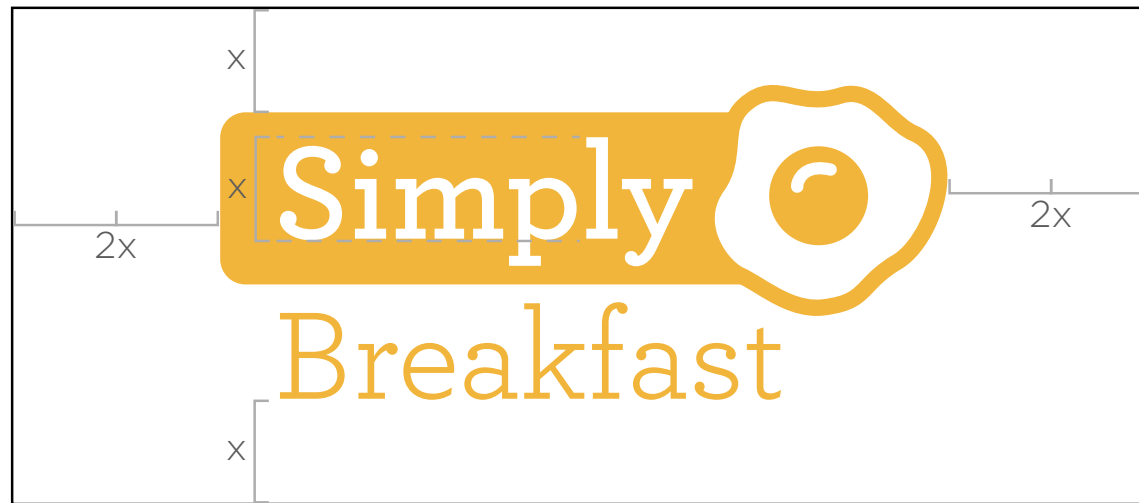




Company Logo



App Logo



Company Logo

Color System

Brand Logo Color

R242 G181 B59

#F2B53B

PANTONE 143C

R255 G255 B255

#FFFFFF

Color System

Typography Color

R242 G181 B59

#F2B53B

PANTONE 143C

R91 G91 B91

#5B5B5B

PANTONE 425C

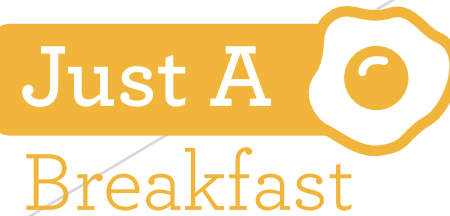
R0 G0 B0

#000000

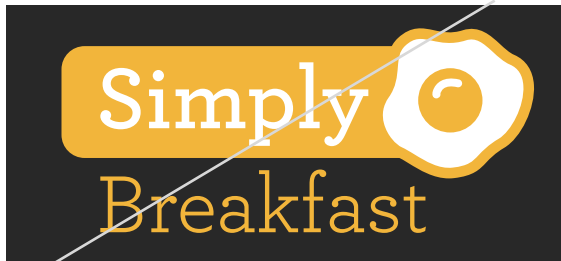
Logo Usage Guidelines



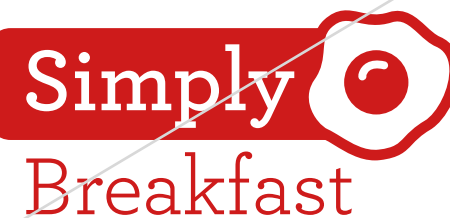
Do Not Scale
Disproportionately



Do Not Change
Texts



Do Not Use On
Dark Backgrounds



Do Not Change
To Different Colors

Logo

Archer Semi-bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Archer Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Headers

Archer Semi-bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Archer Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Subheaders and body paragraphs

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Web Font Alternatives (Headers)

Copse Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sanchez Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Web Font Alternatives (Subheaders and Body Paragraphs)

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Joe



Age 23
Occupation College Student
Wake up time 10:00 AM

Joe usually wakes up late, and he often skip breakfast because the time he wakes up is pretty close to the noon, so he usually eats brunch instead.

Lauren

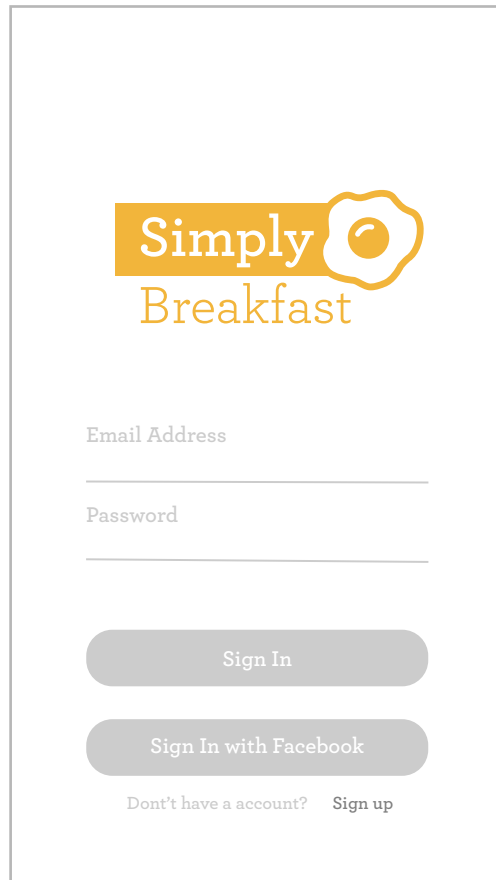


Age 31
Occupation Bank Clerk
Wake up time 6:30 AM

Lauren wakes up very early because she needs to go to work at 8:00. She is too busy to prepare her breakfast. And right now she is finding a way to eat breakfast every day without sacrifice her sleeping time.

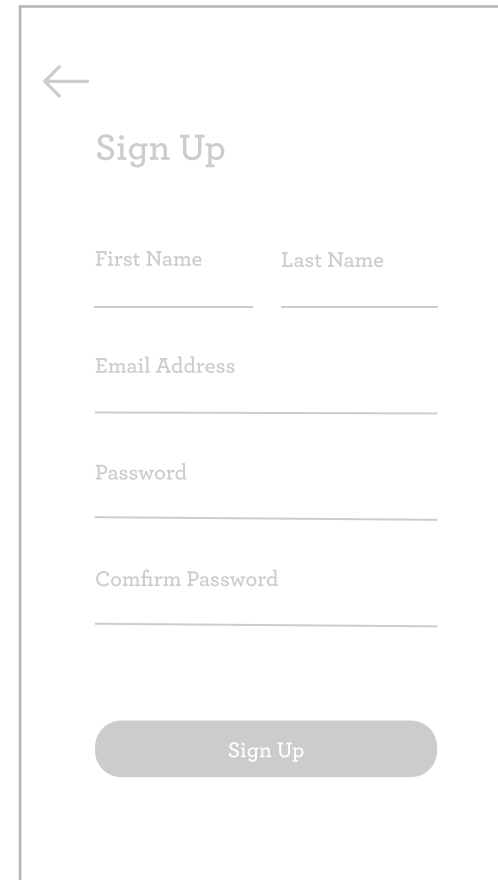
Brand Identity -
Style Guide -
Promotional Website Mockup -
Promotional Website Development -
Mobile App Mockup -
Mobile App Prototype -

App Wireframe 1



The login screen features the 'Simply Breakfast' logo at the top, which consists of the word 'Simply' in white on an orange rectangle and 'Breakfast' in orange below it, accompanied by a fried egg icon. Below the logo are two input fields labeled 'Email Address' and 'Password'. A 'Sign In' button is positioned below the password field. A 'Sign In with Facebook' button is located below the 'Sign In' button. At the bottom, there is a link that says 'Don't have a account? Sign up'.

Login Screen



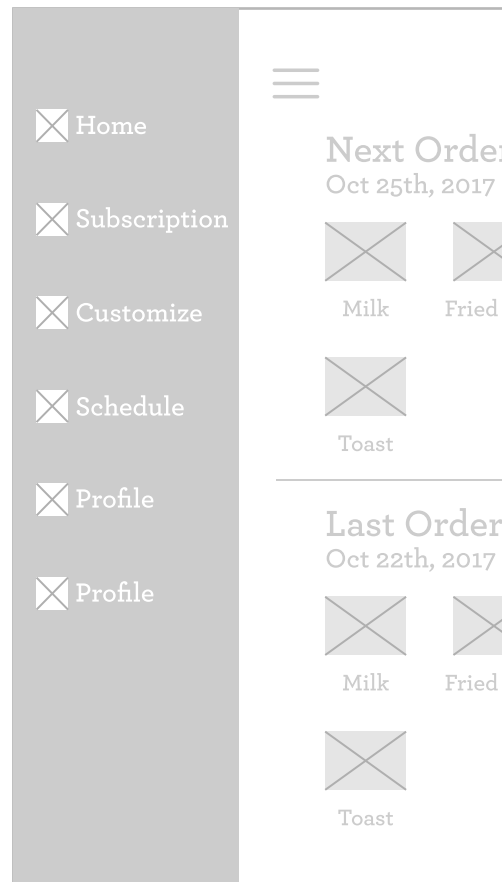
The sign up screen includes a back arrow in the top left corner. The title 'Sign Up' is centered at the top. Below the title are four input fields: 'First Name' and 'Last Name' (split into two columns), 'Email Address', 'Password', and 'Comfirm Password' (note the typo). A 'Sign Up' button is located at the bottom of the screen.

Sign Up

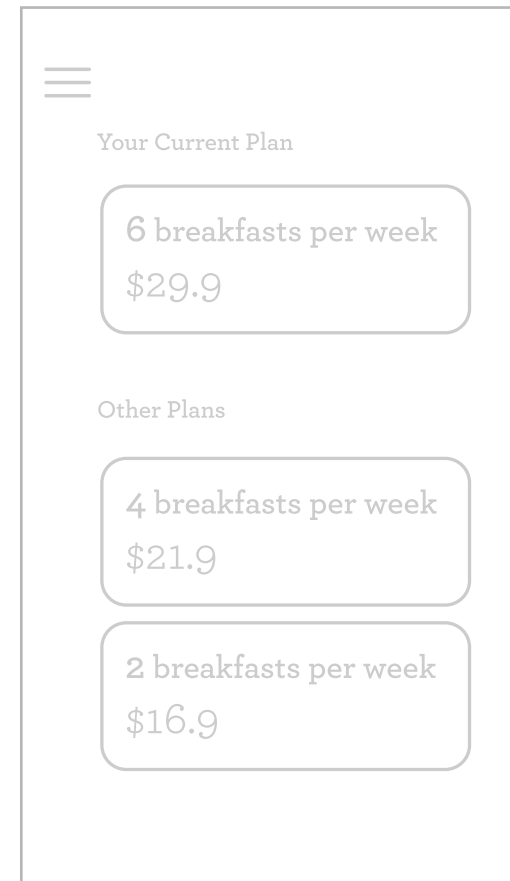
App Wireframe 1



Home Screen

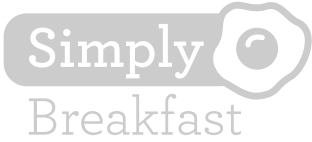


Menu



Subscription

App Wireframe 2



Simply Breakfast

Email Address

Password

Sign In

Sign In with Facebook

Don't have a account? [Sign up](#)

Home

←

Sign Up

First Name Last Name

Email Address

Password

Comfirm Password

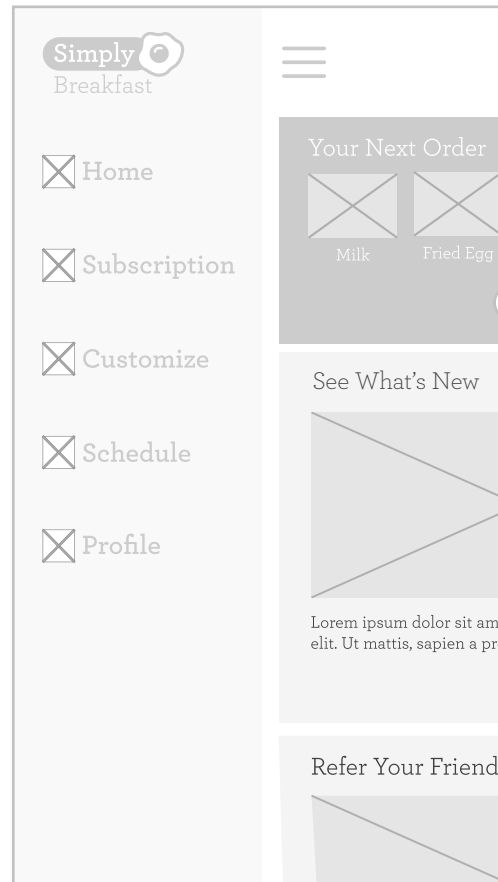
Sign Up

Sign Up

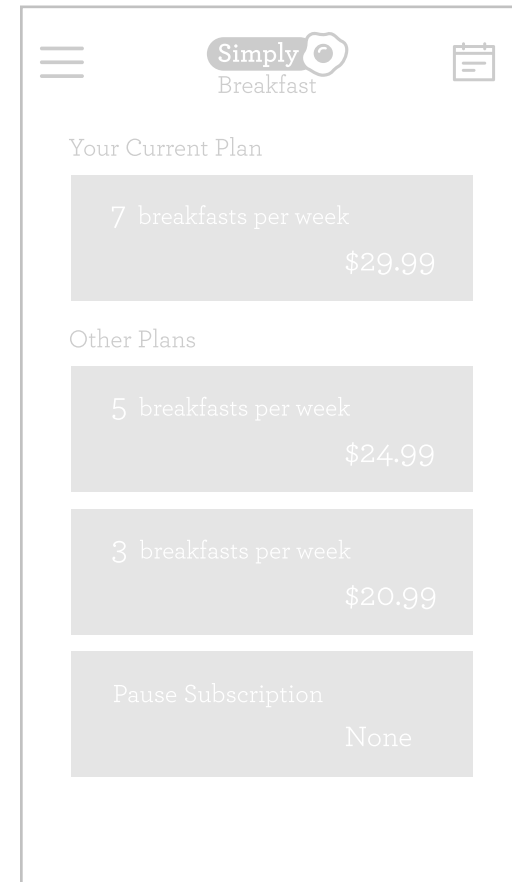
App Wireframe 2



Home Screen




Menu



Subscription

App Mockup 1



Simply Breakfast

Email Address


Password

Sign In


Sign In with Facebook

Don't have an account? [Sign up](#)

Login Screen



Simply Breakfast


Touch ID for
"SimplyBreakfast"
Please log in.

Enter Password

Cancel

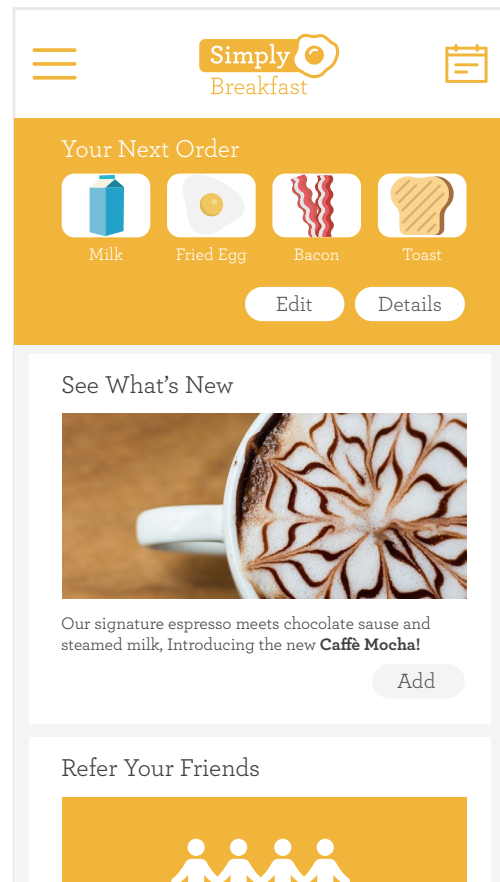
Sign In

Sign In with Facebook

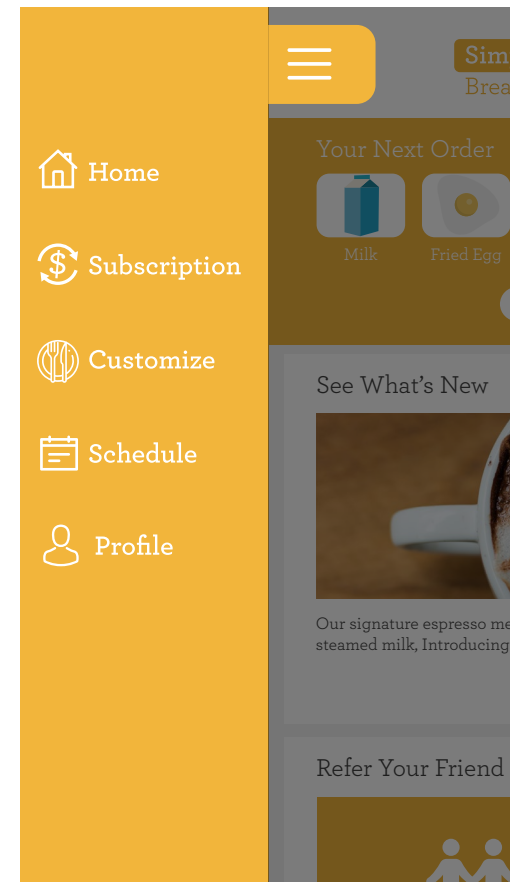
Don't have an account? [Sign up](#)

Touch ID login

App Mockup 1

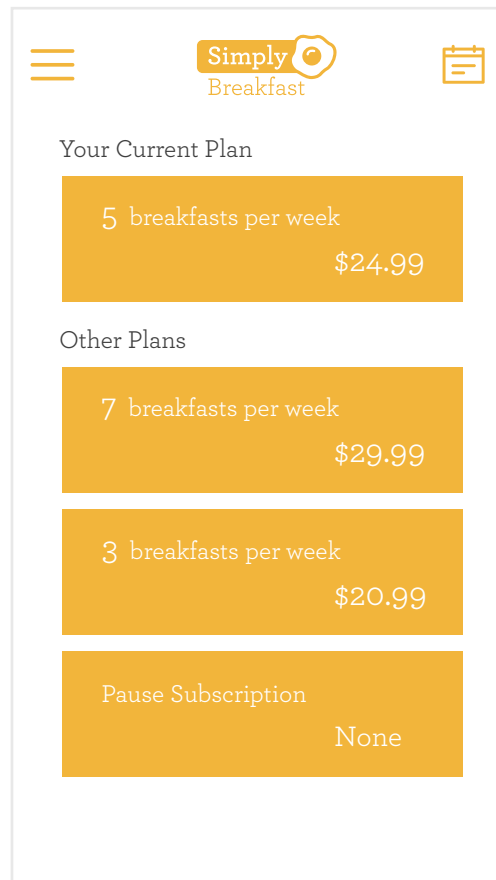


Home Screen

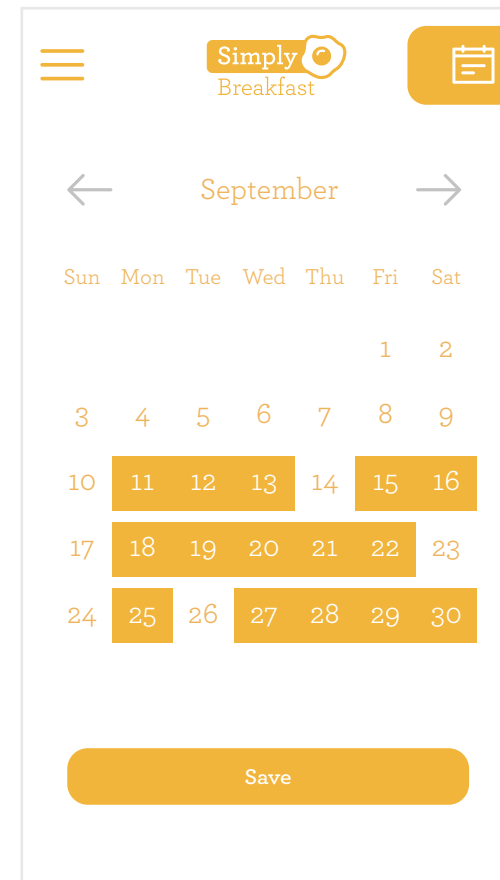


Menu

App Mockup 1

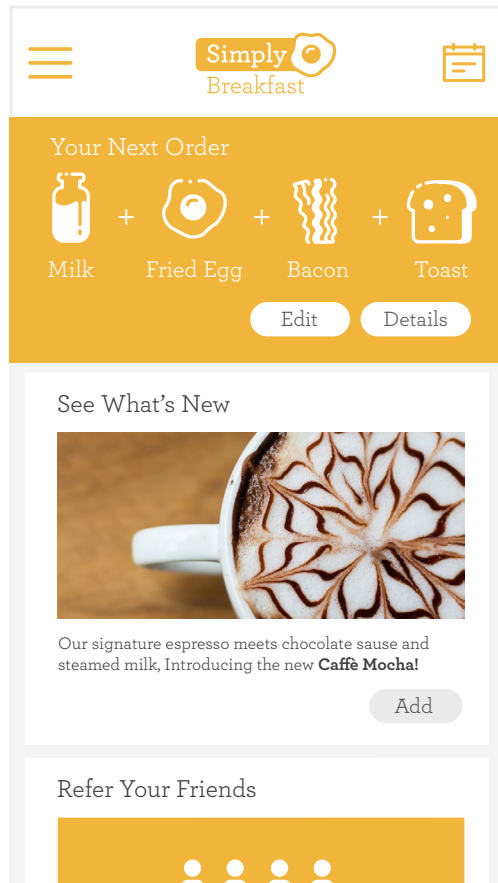


Subscription

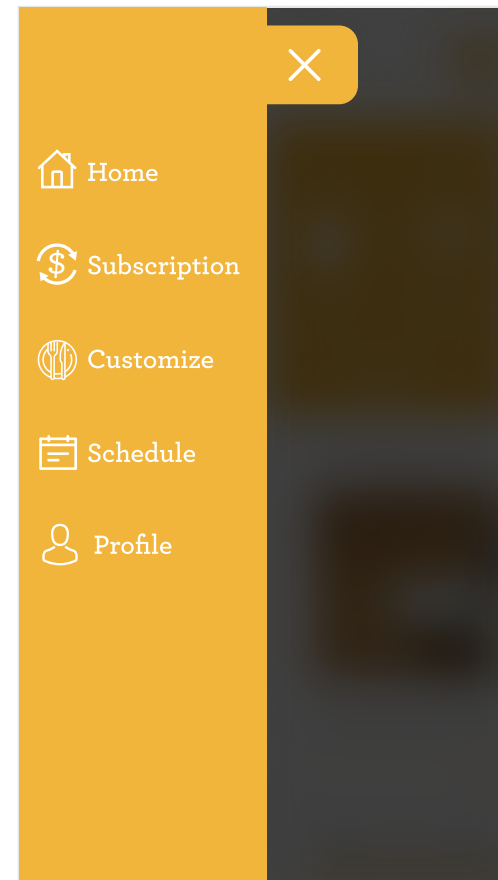


Schedule

App Mockup 2

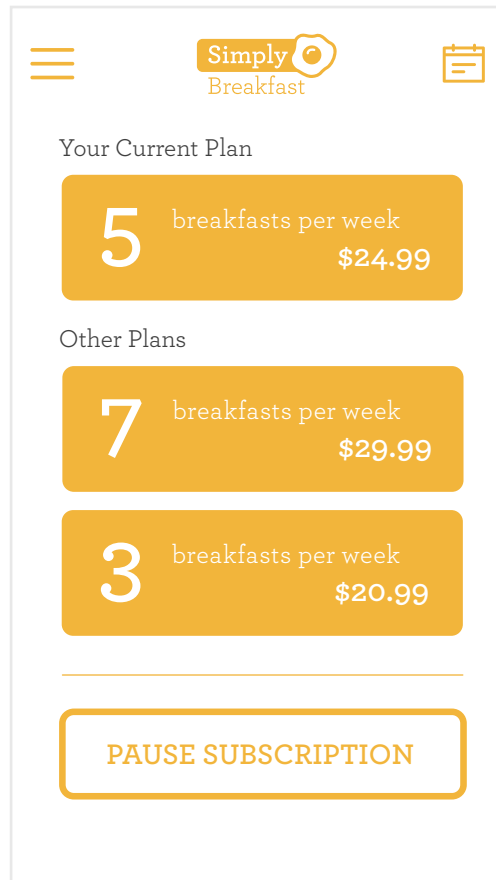


Home Screen

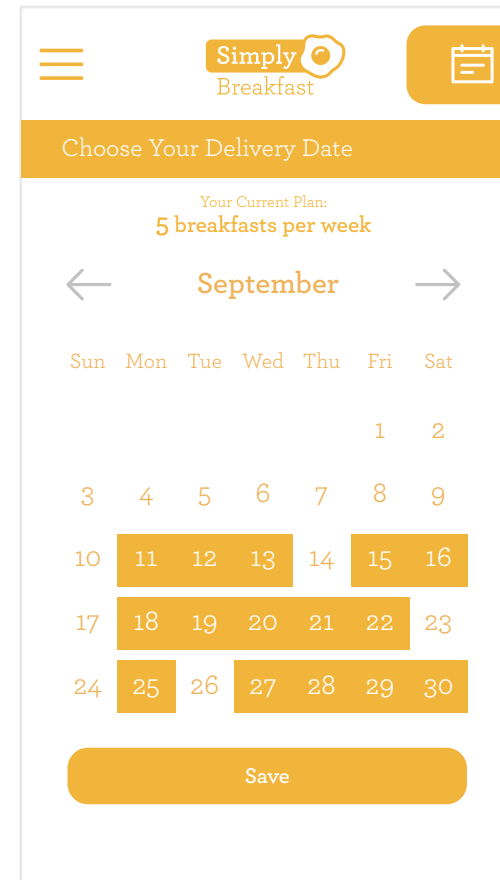


Menu

App Mockup 2




Subscription



Schedule

Onboarding



Simply Breakfast

Email Address


Password

Sign In

Sign In with Facebook

Don't have a account? [Sign up](#)

1. Home Screen



Sign Up

First Name Last Name

Email Address

Password


Confirm Password

☐ Use Touch ID to login

Next Step

2. Sign Up

Onboarding



Choose Your Plan

3 breakfasts per week
\$20.99

Most Popular


5 breakfasts per week
\$24.99

Best Value


7 breakfasts per week
\$29.99

Next Step

3. Choose Breakfast Plan



Payment Info

Card Number 

3759-876543-21001

Expiration Date
MM / YY

Security Code
1234

☐ Turn on Automatic Renewal

Remember you can always cancel or pause your subscription at any time

Next Step

4. Enter Payment Info



Summary

Congratulation!

You are eligible to a discounted price for the first week.
This discount is automatically applied.

1 Week Simply Breakfast (5 meals)

\$24.99 x 1

Subtotal \$24.99

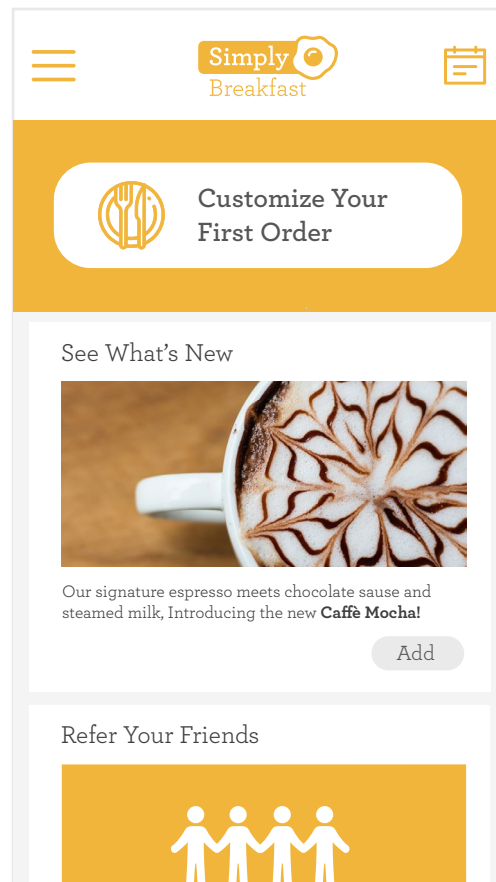
Discount -\$10.00

GrandTotal \$14.99

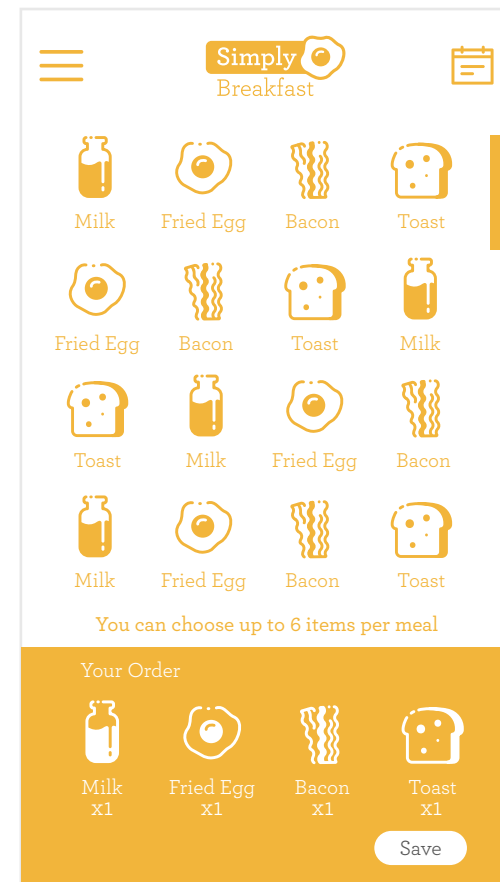
Confirm

5. Confirmation

Onboarding



6. Back to Home Screen

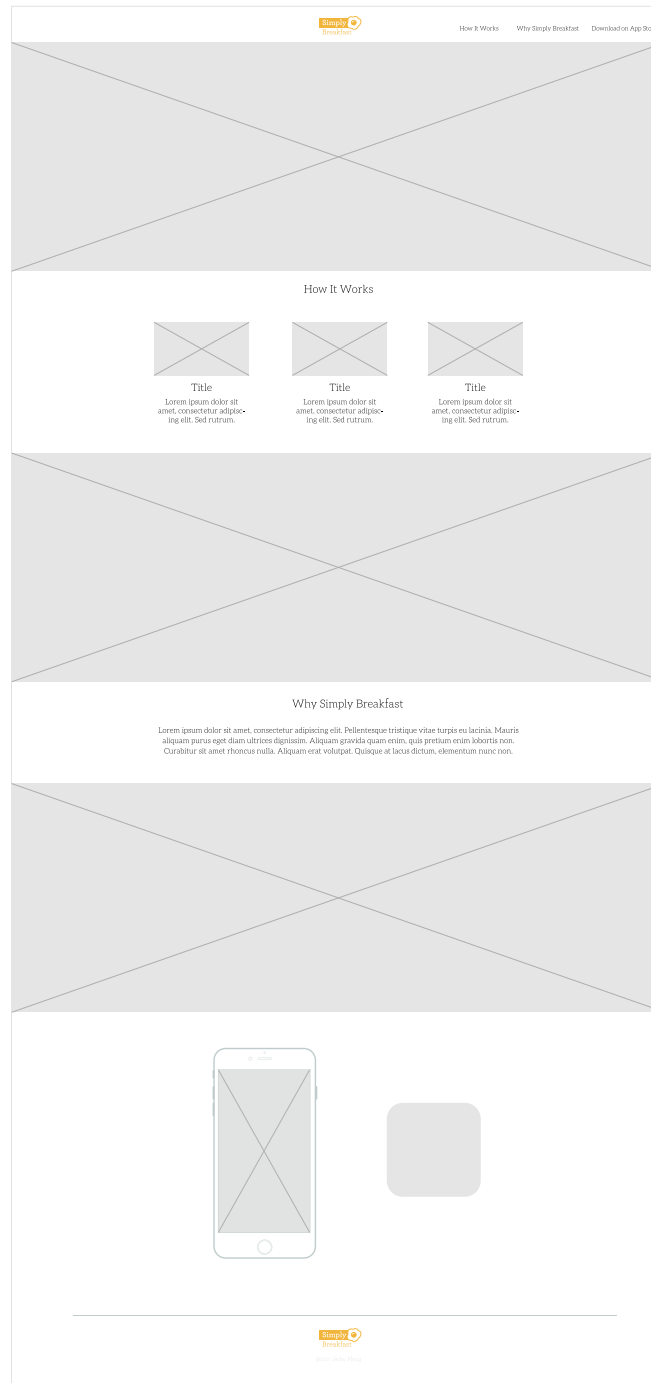


7. Customize First Order

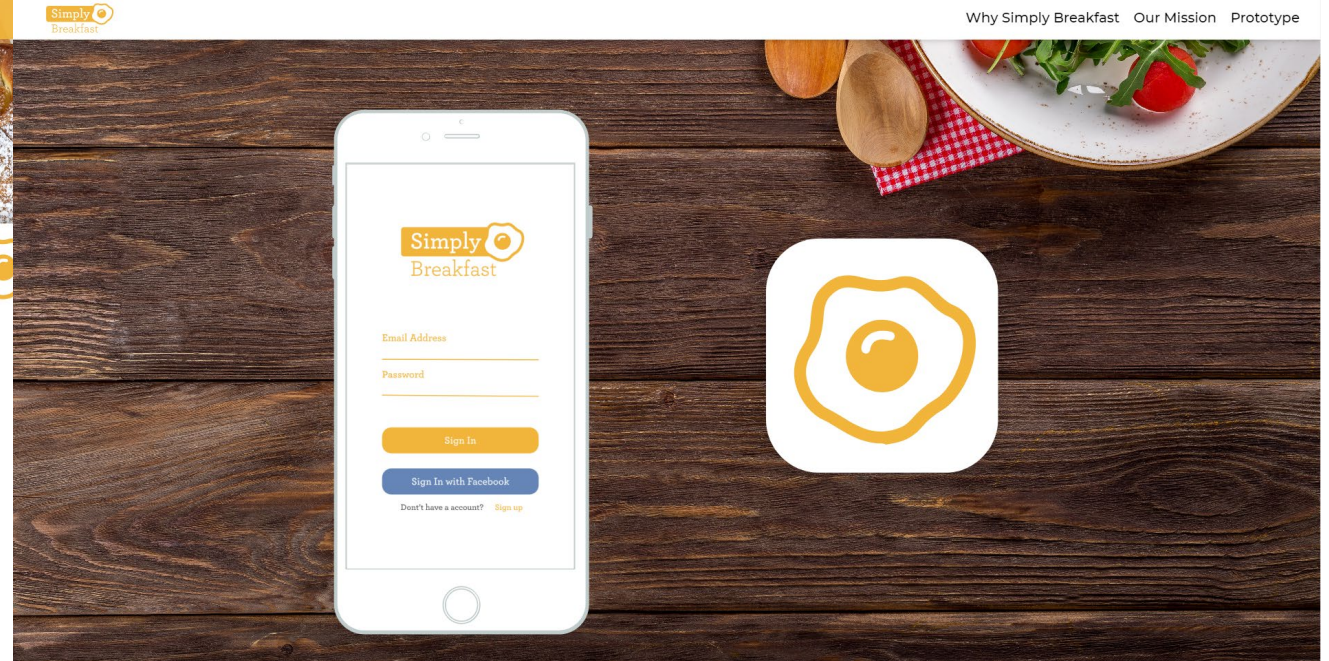
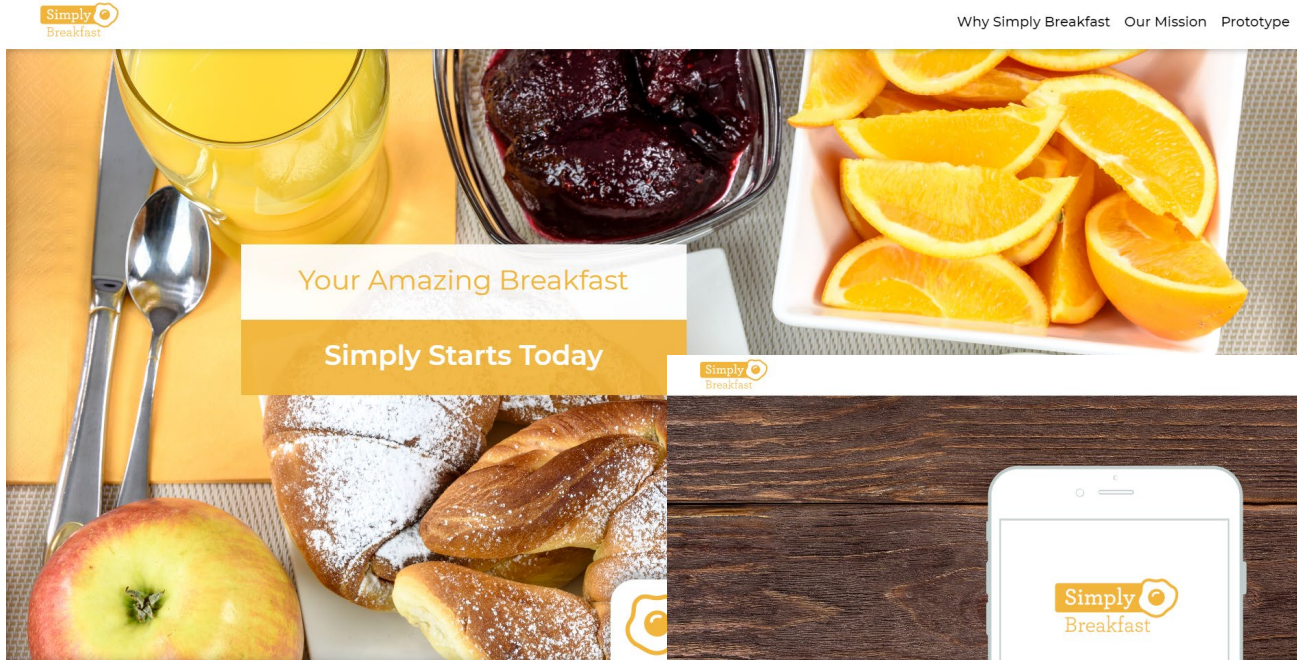


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Website Wireframe

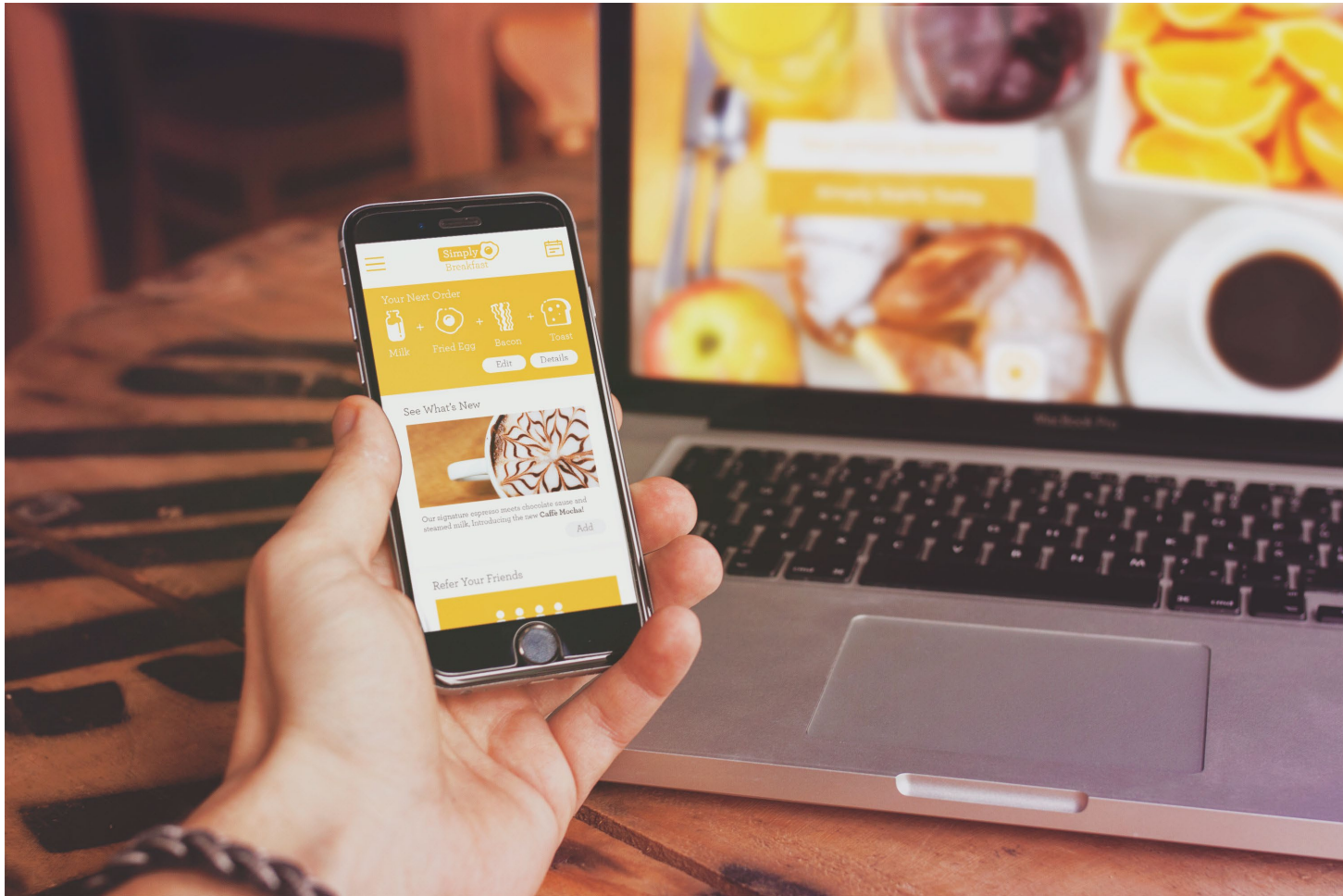


Website



<https://www.myjacky.com/simplybreakfast>

Real World Mockup



Package Design





Thank You

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mengqingyu161@gmail.com