COOK 4 ME

Design documentation

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Brief design

By creating the design documentation, it is intended to give a professional explanation regarding the company's image and visual identity. In this way, the design document will clarify that our design decisions are worthy and reasonable. This will not only communicate to any external stakeholders that our digital service is valuable, but will also ensure that there are no disconnections in understanding between the internal stakeholders. The design document will include the design brief, meant to describe the concept and some insights from our previous analysis, the design programme, in which we explain our design choices and the design guide along with sketches, prototype, valuable insights from the conducted user tests and the adjustments made.

First of all, "Cook 4 Me" is a digital company that aims to connect people through food. The company is providing a platform that helps connecting two different types of users: those who would search for homecooked, inexpensive meals, and those who would love to prepare and sell food from their homes. The role that the app would play would consist of allowing those in search for a tasty meal to see the locations of "the cooks" on the map and to see which meals are they offering as well as other significant information about them.

The project's stakeholders are Damir, Irina, Lea, Martina and Bianca. We work as a team in developing and continuously adjusting the concept in relation with the users' needs and wishes. The team aims to put every member into the same position, so that everyone approves the work and the decisions are taken in unanimity. We will kick the project off as a team and will evaluate the success or failure together based on the number of customers using the app and the uniformity between the two types of users. The team appointed Irina as project manager to keep track of the ideas and checklist with tasks for each day/meeting. Irina is also in charge with the kanban chart so that we follow the timeline agreed on. The team started developing the concept on 1st of November 2017 and intends to develop the app prototype, test it, release the final version and advertise it by the end of May 2018. As for the budget, a key element for our start-up business plan, the team intends to maintain the financial plan month-by-month so that we effectively control the expenses and the cash flow.

As for the expected business outcomes, the company aims to create a food-selling platform with unlimited locations and various cuisines as well as an inexpensive alternative for other food corporations. What is more, the concept is environmental-friendly, hoping to encourage the users to adopt a waste-free attitude.

We believe that our concept goes hand in hand with the current trends in the industry as nowadays more and more people militate for waste-free behavior. What is more, in the context in which the project will run we are dealing with open-minded people that are curious and willing to try other cuisines, that are looking for any pretext to socialize and create and network, and most important, that are busy and want a quick method to obtain good quality food.

Consequently, by being a company which focuses on such a large market consisting of various age groups and social backgrounds, it is appropriate and necessary to divide the customers into two major groups.

The first one which is named „The Makers" consists of any person that has a previous cooking experience and skills, to ensure that they can provide edible and delicious meals. The main focus is on groups like seniors or single parents for their obvious free time. However, there are no limitations for this group to be divided into those two categories. The goal is to include everyone with a wish to share the food which they will not eat or need.

 The second group, „The Takers", would be made of anybody consumed by hunger. Due to lack of time, money or skill they miss that one meal which will be provided by The Makers. It is pressumed that the majority of this group might consist of youngsters with little time and resources and bachelors without required skills. Of course, any person can get involved and experience *Cook 4 Me*.

Therefore, an accessible design for the vast target audience is needed, so that everyone from seniors to youngsters can understand and appreciate our concept. Furthermore, the company intends for the design to correlate with its gastronomical image and to excite users' senses. The design should have a visual impact on your food perception and increase your appetite.

As for competition, there appears to be a similar app offered by a company in America. Despite this, the development of the mentioned app was abandoned and so it offered a chance to be used as a concept for digital business. Another possible competitor might be some restaurants offering leftovers for cheaper prices, but as "Cook 4 Me" provides home-cooked meals there should not be any disadvantageous interaction between these two.

One of the possible issues might be technical constraints as health regulations. To avoid this, a review-based evaluation of the users that are selling food is implemented, so that the ones misconducting can be penalized. The company plans on implementing a set of rules, terms and condition that the users need to agree on and follow and those who fail to do so will be banned from the app. Moreover, the company is considering implementing a membership based business model as to state clearly that the customers must behave under health and social regulations. Another possible drawback might be implementing the payment system in our app.

Logo
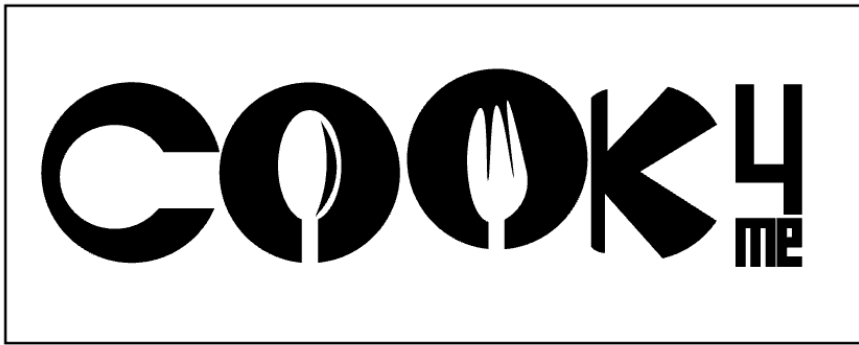
From the very beginning it was important to create a logo that can tell the users they are dealing with the app that is somehow related to food just by looking at it. The design of the logo was supposed to be modern and simple, yet eloquent – so it matches with the design of the whole application. It includes the whole name of the company and the main colours that were used are black and white. Black colour is considered to be quite elegant and simple at the same time while white color is associated with purity, cleanliness and safety. In addition, it is usually connected to low-fat foods. The main reason for picking these colours was creating a nice contrast between the whole look of the logo and the colour of the rest of the app which is orange.

Color and typeface

Color scheme

Since the app *Cook4Me* is about cooking and it is intended to attract people towards food, the color scheme used to create the visual identity of the app contains different shades of orange. It is a color that stimulates appetite in general, also happiness, warmth and optimism.

Nowadays, orange is more used in restaurants, since it encourages people to socialize and creates a pleasant atmosphere.

Also the use of black in this context is meant to produce a welcoming contrast for the eyes and in this way bringing attention towards the app.

Moreover the non-colors, black and white used together have the purpose of increasing the readability of the text.

*Figure representing the color scheme of the app Cook4Me*

Typeface

When designing the app Cook4Me the sans-serif typeface Trebuchet MS was used in order to have a good legibility of the text.
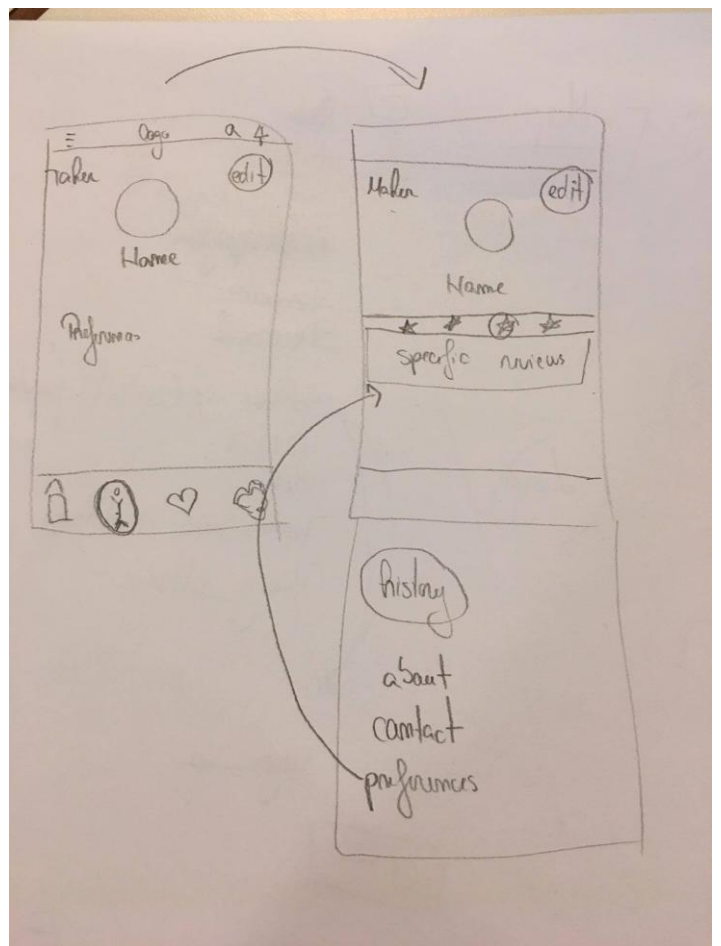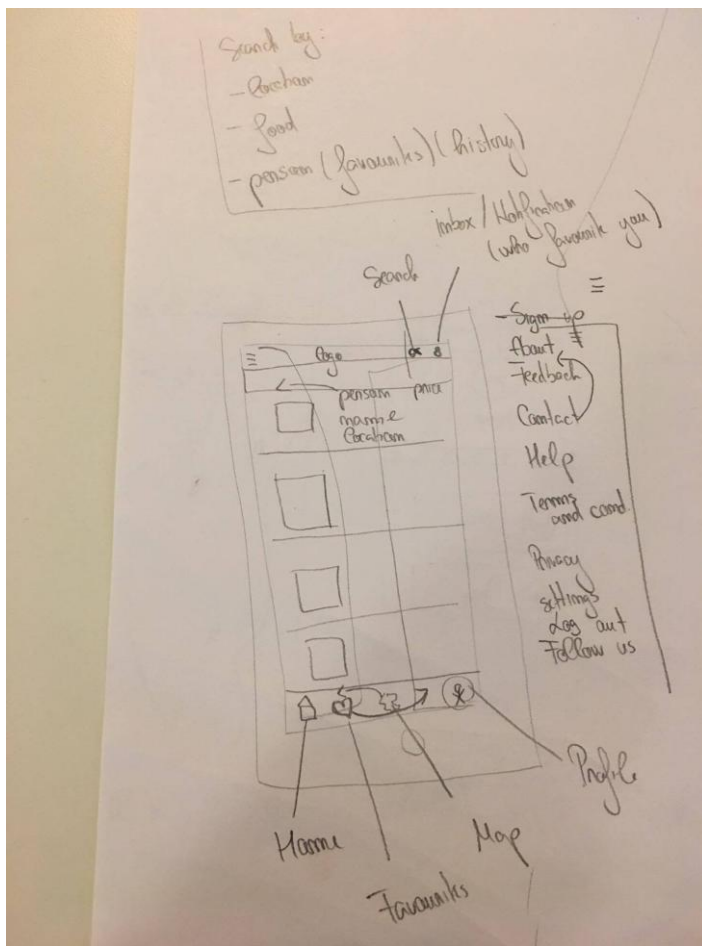
Trebuchet MS is one of the most popular typefaces used within the online environment, since it has been designed for the Microsoft Corporation, it is considered to be "a good web design font".

Figure illustrating the typeface Trebuchet MS

Sketches
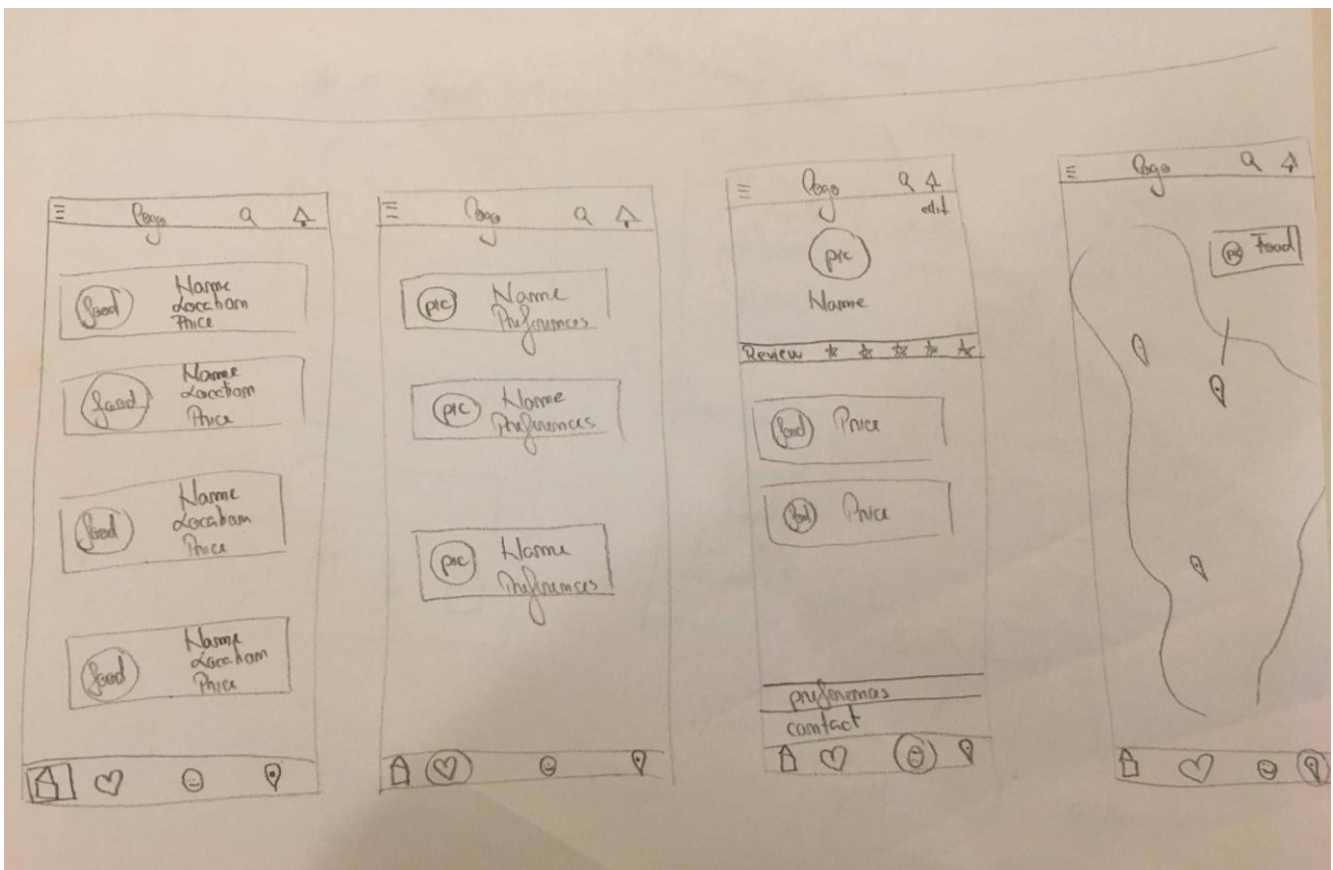
Trunk test

In order to find out if the design of the app *Cook4Me* is understandable and practical, an interview was conducted on four individuals belonging the 19-25 age group, with the following questions:

1. What kind of app is this?

2. What page am I on?

3. What are the main sections?

4. How can I search?

For the first question all of the respondents recognized the app as being about cooking, but not particularly what it does, assuming that it is an app belonging to a restaurant or with receipts from a cookbook, rather than its real purpose.

All the persons interviewed seemed to recognize the starting page as being the homepage of the app, few even suggesting that there should be some instructions on the homepage that would make people more aware about its purpose.

Also the background image of the homepage seemed to have been confusing, since the respondents suggested one more simple, with less details. And the color of the typeface seemed to be not so appealing for them, because a different color was suggested.

Regarding the third question, most of them did not have any problem in recognizing the main sections of the app, but there were few confusing aspects: the persons had a tendency to search for the sections clicking on the left upper corner button instead of clicking on the icons placed down in the center. Some even found it difficult to recognize certain icons.

Moreover, the purpose of the map within the app was unknown for some of the respondents.

Within the fourth question people immediately found the search bar without any difficulties.

In conclusion, the design of the app *Cook4Me* is a promising one, but some changes should be implemented in order to make its design even better.

Conclusion

This document is intended to give information about the design of our business. It is a summary of the components used for the design to create interesting and catchy application built on simplicity and practicality. The main point of this document is to show and explain the most important parts of the design of the application that was created, for example logo of the company or the color scheme. However, this paper also deals with introduction to the company, how it works and what are the roles and responsibilities of each member. There can also be found information about the target audience of the company and brief explanation of the way the application "Cook 4 Me" works, not missing possible issues connected to creating this kind of application.

Link to the XD Prototype of the app "Cook 4 Me":

https://xd.adobe.com/view/15ba3bd4-8020-4c82-8294-f148c06403f6/