

Snack Overflow

September 20, 2023

Overview

Snack Overflow is a snack subscription service that delivers curated boxes of delicious snacks from around the world to your doorstep every month. Snack Overflow aims to provide a fun and convenient way for people to discover new flavors and cultures through snacks.

Goals

1. Create a Brand & design system that defines the visual and functional components of Snack Subscription mobile applications.
2. Ensure that the design system is consistent, scalable, and easy to use for both designers and developers.
3. Enhance the user experience and satisfaction of Snack Overflow's customers by providing them with a delightful and seamless interface.

Specifications

1. Conducting user research and analysis to understand the Snack Overflow target audience and their needs, preferences, and pain points.
2. Developing a brand identity and personality for Snack Overflow that reflects its value proposition and differentiates it from competitors.

3. Designing the user journey and interaction patterns for Snack Overflow's mobile applications.
4. Creating a style guide that specifies the typography, colors, icons, imagery, and tone of voice for the Snack Overflow.
5. Building a component library that contains reusable elements such as buttons, forms, cards, navigation, and animations for Snack Overflow.
6. Documenting the design system guidelines and principles that explain how to use the components and ensure consistency across platforms.

Milestones

1. NOTHING 😊

Research:

Potential target audiences:

1. Health-Conscious Consumers: Individuals who prioritize **healthy snacking options** and are looking for a convenient way to discover and receive nutritious snacks. The app can focus on offering low-calorie, organic, or gluten-free snack options.
2. Busy Professionals: Professionals with hectic schedules who may not have time to shop for snacks. They value convenience and may be interested in snack options that can be **delivered to their workplace or home**.
3. Parents and Families: Families with children who want to have a variety of snacks readily available. The app can cater to both **adult and kid-friendly snack** options.
4. Fitness Enthusiasts: People who are into fitness and are looking for **protein-packed or energy-boosting snacks** to support their active lifestyles.

5. Students: College students or high school students who want convenient and **affordable snacks** to keep them fueled during their busy days.
6. Special Dietary Needs: People with specific dietary requirements, such as **vegans, vegetarians, or those with allergies**, who seek snack options tailored to their needs.
7. Snack Enthusiasts: Anyone who simply loves snacking and wants to explore a wide range of flavors and types of snacks.
8. Subscription Enthusiasts: People who love the idea of subscription boxes and enjoy the surprise element of receiving new snacks every month.

Value Propositions:

1. Curated Snack Selection: "Discover a handpicked selection of unique and delicious snacks from around the world delivered to your doorstep every month."
2. Personalized Snacking: "Customize your snack subscription to match your dietary preferences, whether you're vegan, gluten-free, or a fitness enthusiast."
3. Healthy Convenience: "Enjoy guilt-free snacking with our collection of wholesome, nutritious snacks that are perfect for busy individuals seeking a healthier lifestyle."
4. Snacks for All Ages: "From kid-friendly options to snacks that adults love, our app caters to the whole family, ensuring everyone finds their favorites."
5. Exclusive and Limited Editions: "Access exclusive and limited-edition snacks that you won't find in stores, making each month a delightful surprise."
6. Sustainability Focus: "Snack with a purpose! We prioritize sustainable and eco-friendly snacks and packaging, so you can feel good about your choices."
7. Cost Savings: "Save money on your monthly snack budget with our cost-effective subscription plans, with no long-term commitments! Pause, skip, or cancel your subscription at any time to match your changing preferences."

8. Office and Business Solutions: "Elevate your office culture with our office-friendly snack subscription options, keeping your team energized and motivated."
9. Community and Sharing: "Join a community of snack enthusiasts to share your favorites, discover new flavors, and connect with fellow snack lovers."
10. Interactive Experience: "Engage with our app through quizzes, contests, and challenges for a fun and interactive snacking journey."
11. Health and Wellness Resources: "Access nutritional information, snack reviews, and wellness tips to support your healthy snacking habits."
12. Gift Subscriptions: "Give the gift of snacks! Surprise your loved ones with a snack subscription that's perfect for any occasion."
13. Try Before You Buy: "Try a one-time sample box to experience the quality and variety of our snacks before committing to a subscription."
14. Freshness Guarantee: "Rest assured that all snacks are fresh and of the highest quality, backed by our freshness guarantee."