



This is a moodboard for the Recipeazy application. It visualizes the feeling of health conscious, vegan, and sustainability. This fit perfectly with the Health Freak Archetype.

Creating this mood board visualized the feeling of the Health Freak and gave me insights into what kind of audience I am building this application for. Even though it is my own interpretation, it still symbolizes what that target group could possibly think.

If you want to see all archetypes, browse through the [group moodboards](#).