COMMUNITY

PROCESS

AMANDA HONG | DES157

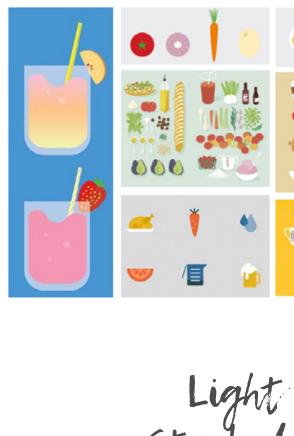


TOPIC CHOICE

Platform that celebrates the diversity in cultures to encourage people to become more educated, while enjoying the cuisines and stories behind them.



VISUAL RESEARCH





Bold Bright Fun

***** **(a)**

0 %:

Light Stroked Clean







STORYBOARD & PAPER PROTOTYPE





WIREFRAME & USER FLOW

WIREFRAME





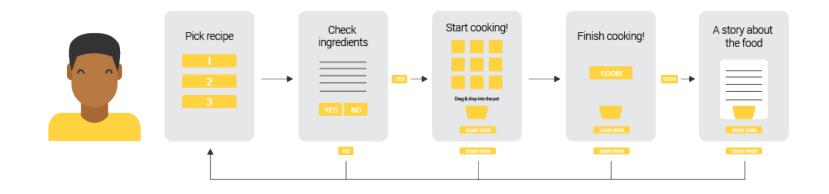








USER FLOW





STYLE TILE

Cookbook

Hendline

Font: Lemon Tuesday

SUBHEAD

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BUTTON



Color palette



Textures



Keywords

Cultural Warm Howey



AUDIENCE PROFILE & PROTOTYPE TESTING



JANE DOE

Student @ UC Davis 2nd generation Chinese immigrant

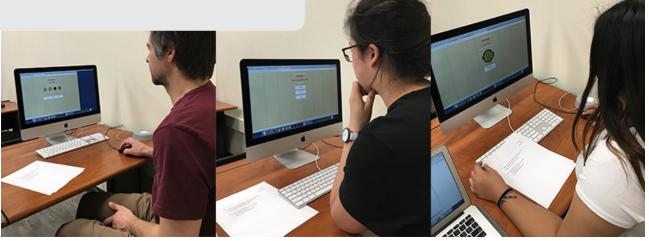
Jane Doe is student at UC Davis, born in the US to 1st generation Chinese immigrant parents. She is in the 18-25 age range, female, roughly 10k/year salary (part-time jobs), resides in her college town and home base of the Bay Area, pursuing a bachelors degree, and is one of three children in a family of five.

Her main goal is to obtain a bachelors in biological sciences, apply to medical school, and become a pediatrician. Her challenges are centered on her identity as a Chinese-American student who deals with both academic pressure and cultural fluidity. As a lifelong American resident, she lacks a concrete tie back to her Asian culture, and it affects her relationship with her parents and extended family.

She values family, success, and personal happiness. She fears the potential disconnect between her future family and her current family, and the disappointment of her parents in the face of failure.

She thrives in academically challenging situations, but also enjoys personal time in music and athletics. Although her environment is fairly Americanized, Jane feels a longing to connect more with her parents' culture, which influences a huge part of her childhood upbringing and still a major factor in her relationship with her grandparents and extended family.







FINAL

https://amandahong.github.io/des157/project/final/index.html

