



ALMap

TRACKING ALCOHOL APP
ART DIRECTION, BRANDING, WEBSITE

■ OVERVIEW

ALMap app provides a way for people to record and track the alcohol that they met and drunk on the map. They could find out what kind of cocktail could be found everywhere and what type of liquor just could be found in some specific store or bar.

Using this app, users could create their alcohol maps to track their taste and drink habits.

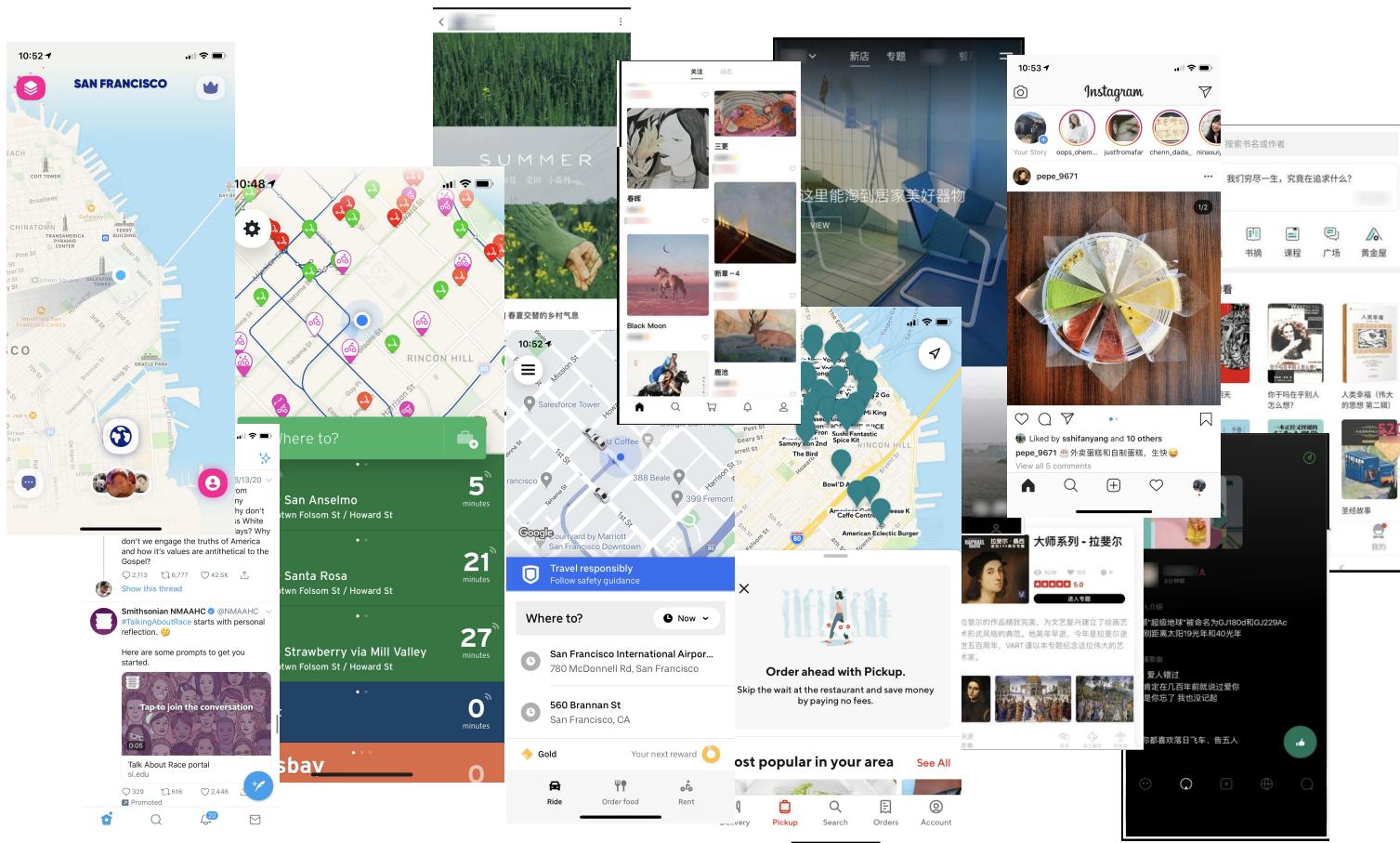
The project consisted of developing a potential app from design to realize it by coding.

We hope you enjoy our ALMap app!

MOODBOARD



WEBSITE INSPIRATION



UI DESIGN-TYPOGRAPHY

Proxima Nova

A large, bold, lowercase letter 'a' from the Proxima Nova font. The letter has a thick, rounded body and a small tail at the bottom right.

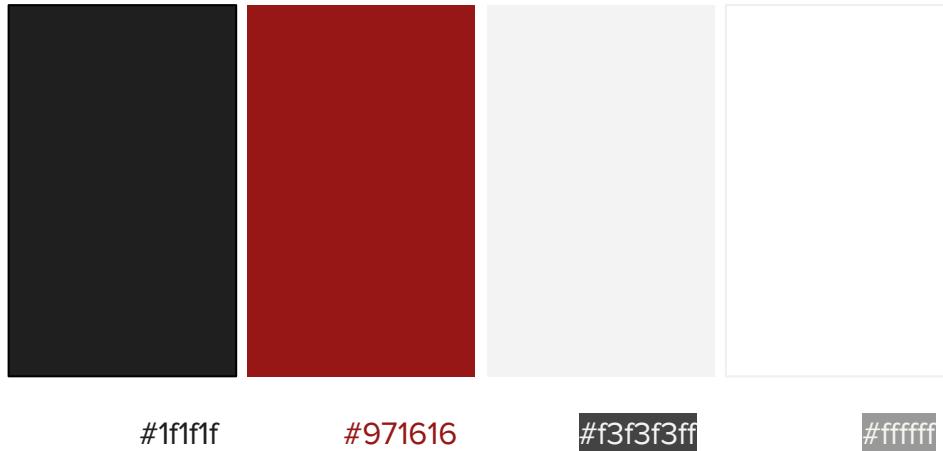
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Using one serif font is the best way for an app design. I would like to make my target audience feel relaxed to record and track their favourite liquor.

UI DESIGN-COLOR SCHEME



The main color I chose for this app is a contrast color combination, which creates an impressive and minimalist feeling for app users. Other than those three basic black, grey and white colors, red would be used for some buttons and main position. Also, main color bring the app attitude. The red color brings people the memory of night and wine, which would encourage users to record their liquor memory.

Headline

Lore ipsum dolor sit
amet, consectetur
adipiscing elit, sed do
eiusmod tempor
incididunt ut labore.

Button

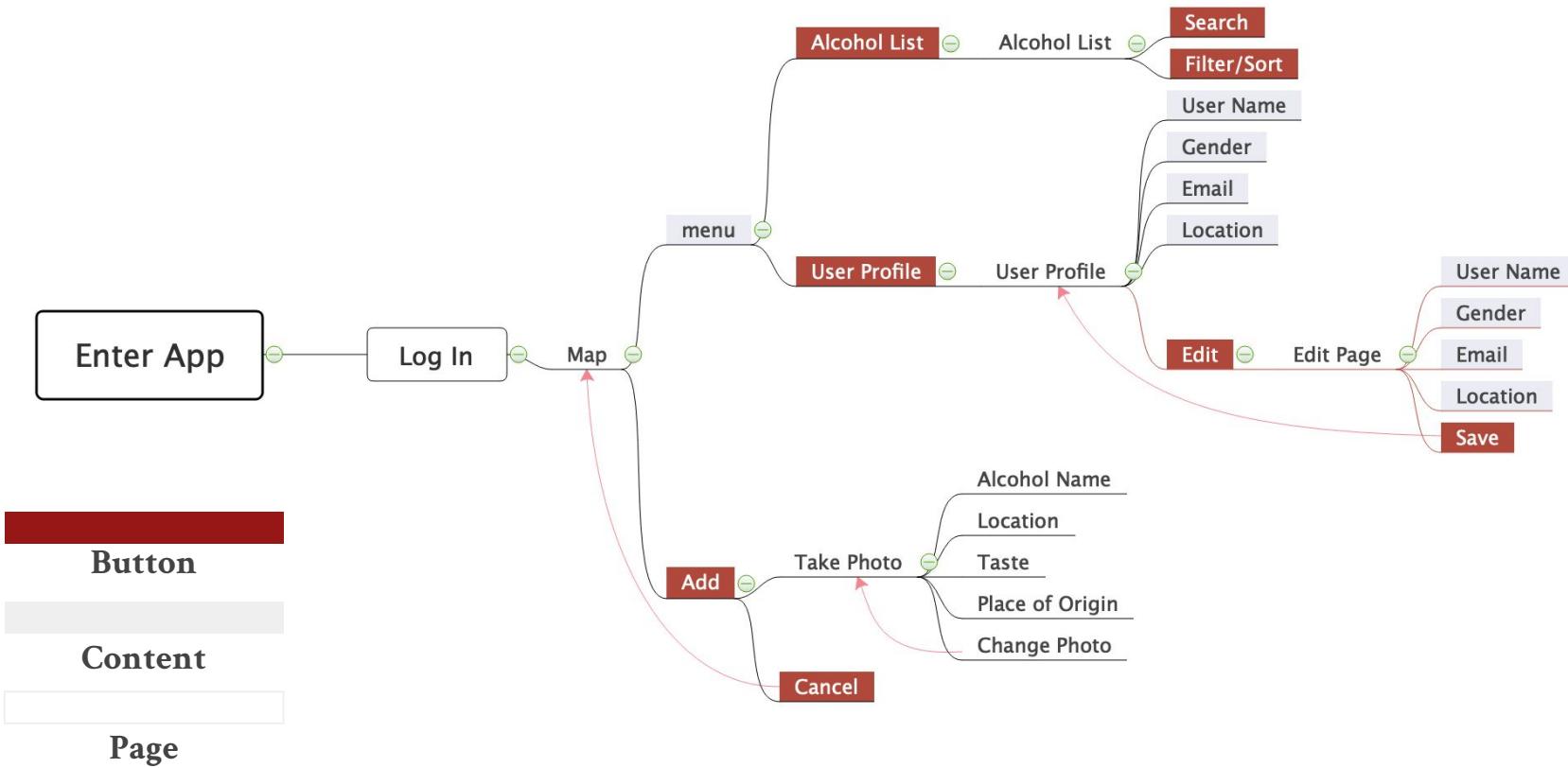


WEBSITE LOGO



ALMap wants to create unique styles for users who love liquor in daily use. The two circle shapes in the logo are combined to imply a glass cup with wine in it. And dots on the first circle is to show the tracking spots on the map.

WORKFLOW



WIREFRAME

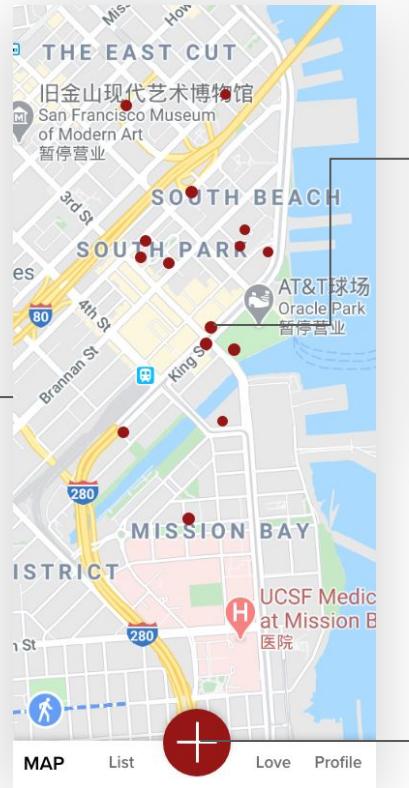


ALMap

USERNAME

PASSWORDS

Log In



Log In Page

Map Page



Name Mojito
Location 299 Fremont St, SF
Taste Sparking, Light Sweet
Recipe 2 oz White rum.
3 Mint leaves.
3/4 oz Fresh lime juice.
1/2 oz Simple syrup.
Club soda, to top.
Garnish: Mint sprig.
Garnish: Lime wheel.

< Edit

MAP List Love Profile

Liquor Profile Page



Add Photo

+

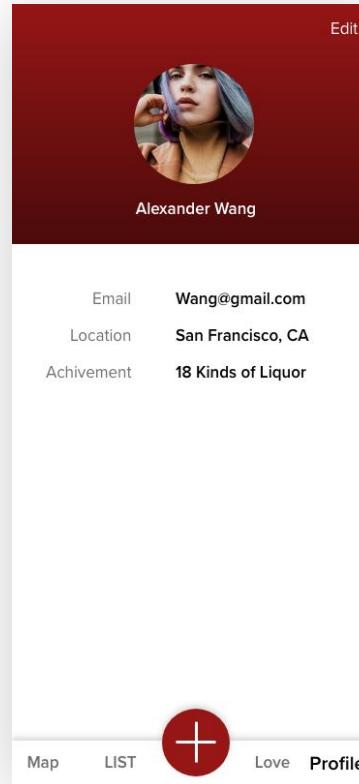
MAP List Love Profile

Adding Page

WIREFRAME



List Page



Profile Page



ALMap

Thank You