

# BUILD YOUR OWN DONUT

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Designer · Uncle John's  
Cider Mill







Cider mill based in St. Johns, MI

Opened in 19XX



Family owned and operated

5th generation family farm



Donut expansion

From cider mill donuts and beyond



# EXECUTIVE SUMMARY

My final goal is to bring an easy to implement interactive object to the pie barn space, focusing on the new donut types. This will act as a force to bring interested customers in, as well as support the branding of the new sets of donuts sold in the barn.

This project will continue to extend past the interactive space. The company is looking for a new donut box design with a focus on the names and differing types of donuts.

This project's goal is to:

1. Create an easy to use interactive marketing device
2. Teach users the new styles of donuts the company has created within the last 3 years.



# INSPIRATIONS

1.

Mid-Century  
Modern design,  
mixed with  
urban character

2.

Paper dolls, mix  
and match  
games, and  
cooking video  
games

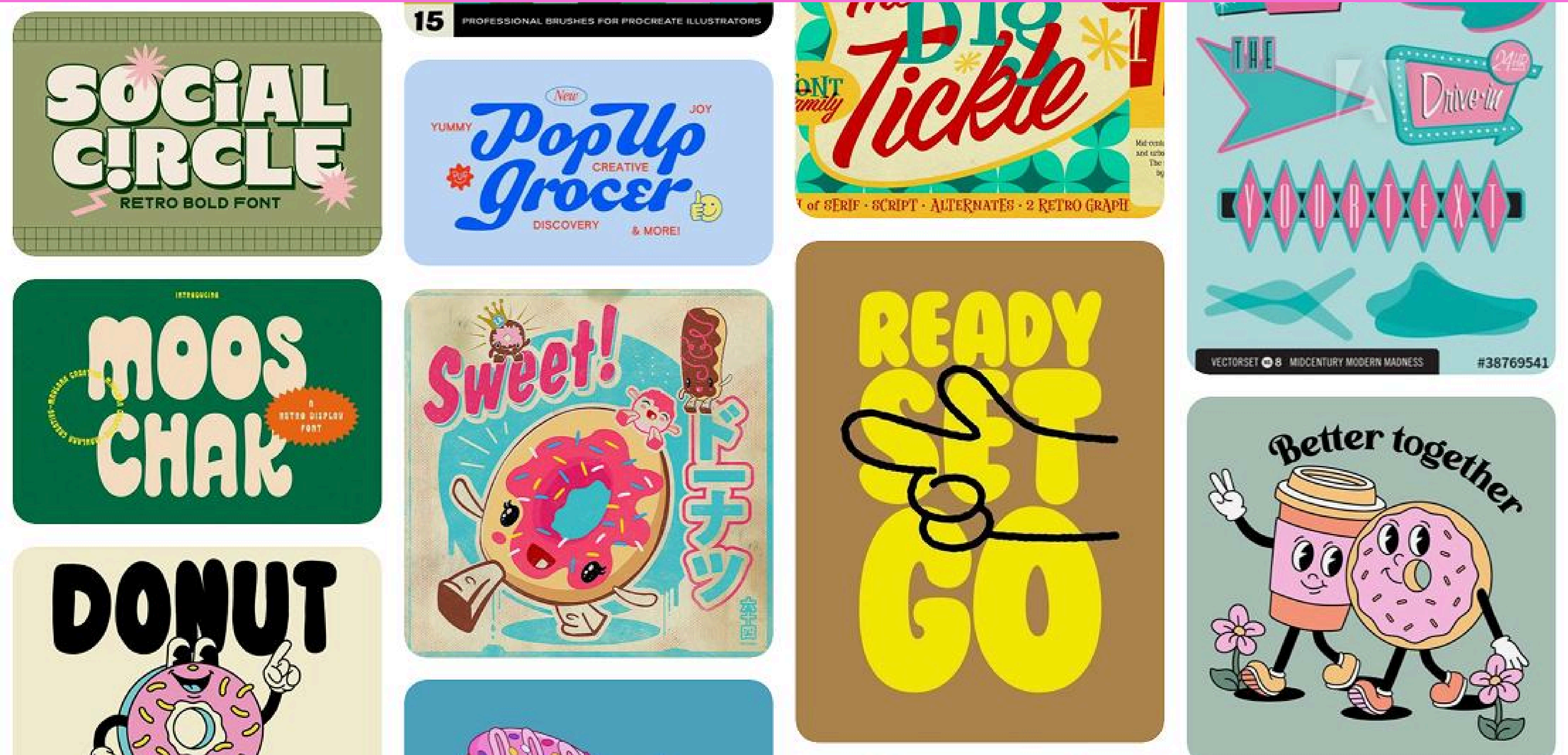
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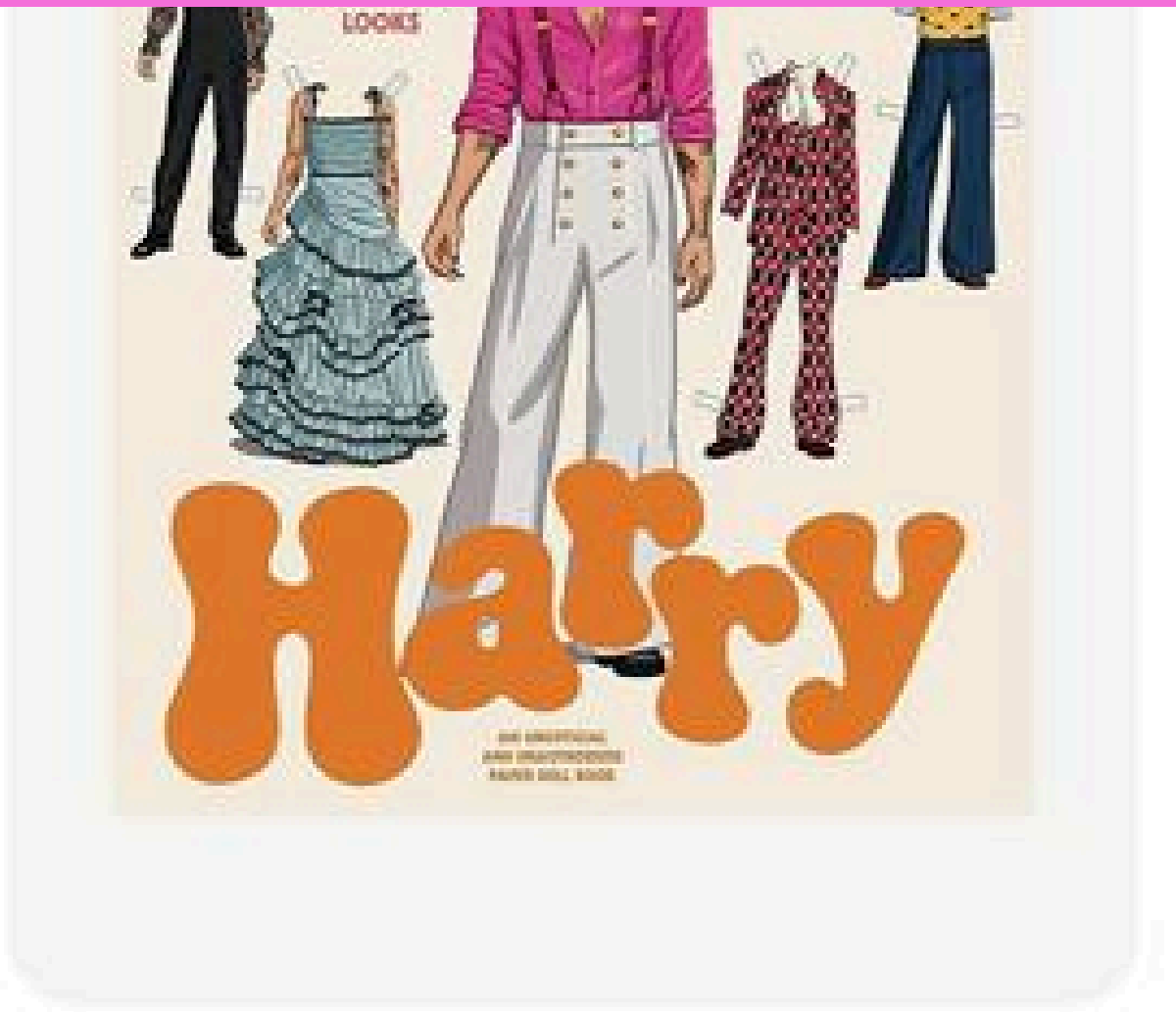
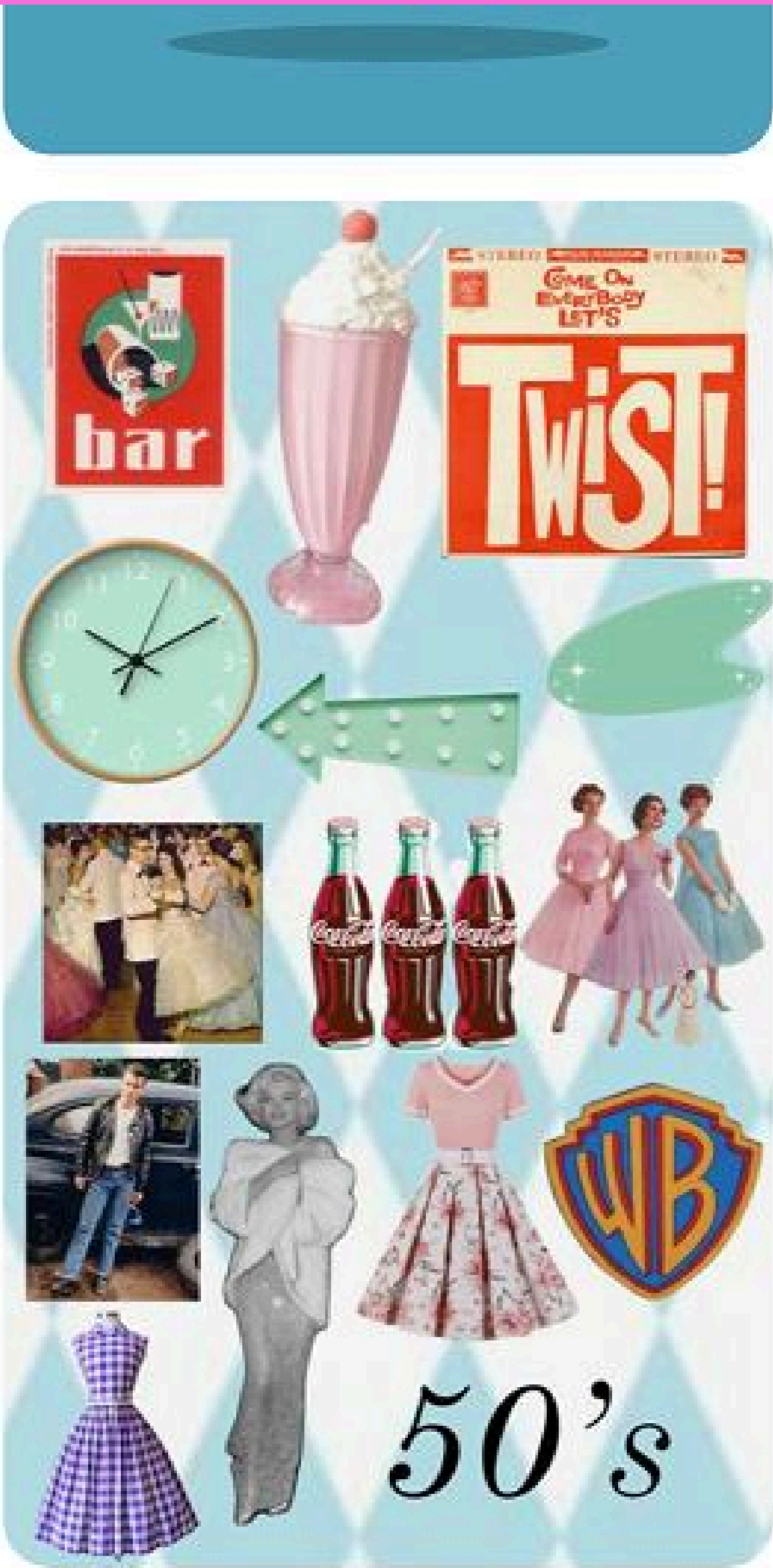
Cartoon drawing,  
vectorized  
assets, and  
bright UI design



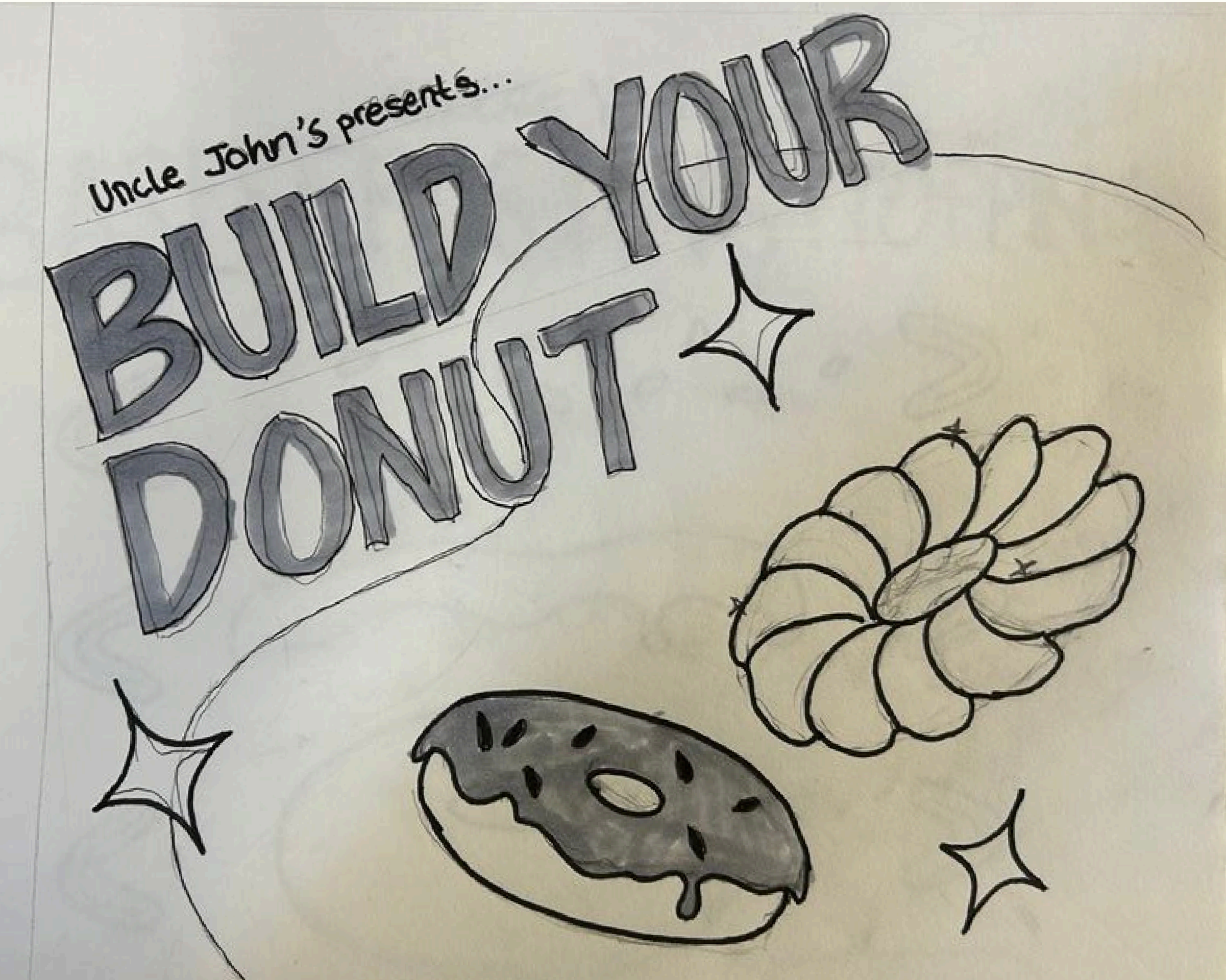




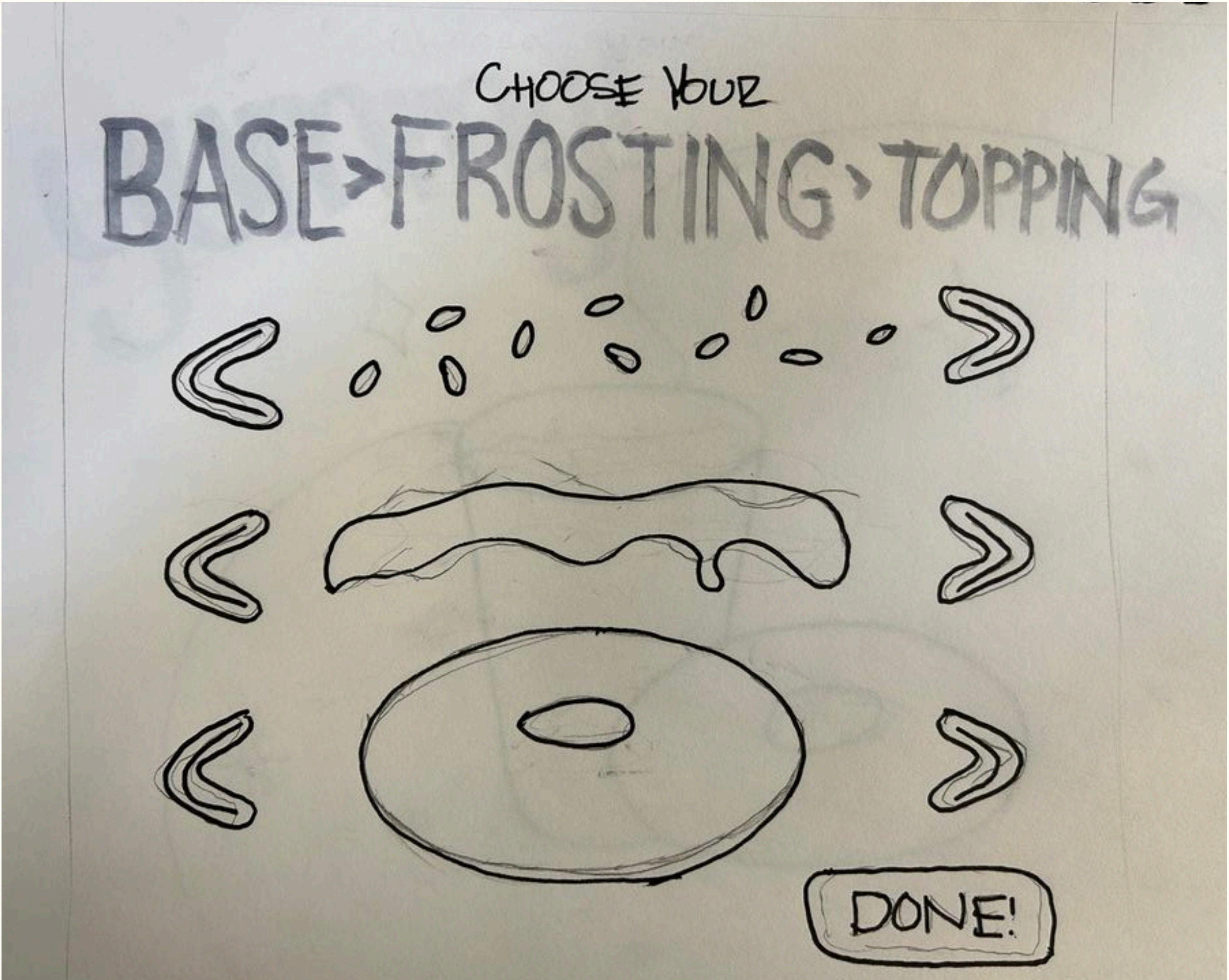








LANDING PAGE



USER FLOW





FINAL PAGE



LANDING DRAFT