



Smith Foodie Design Notes



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Color Scheme

I created a color scheme of **5** main colors and **3** neutral colors. Each of the main colors corresponds to a type of meal for color-coding purposes. I tried to avoid colors similar to the ones used in Smith's official systems so that Smith Foodie would not be mistaken for the official sources.



Teal

#0D7070

Breakfast



Turquoise

#00B8A2

Snack



Pink

#F383AB

Lunch



Purple

#9F63BB

Dinner



Tan

#CCB69D

Error



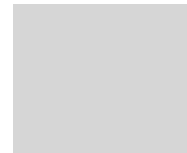
Dark Gray

#404040



Medium Gray

#929292



Light Gray

#D6D6D6

Logo Design - Previous Ideas

These were **previous versions** of the logo before I came up with the final design. These designs looked too much like the Grubhub logo for my taste.



Logo Design - Final

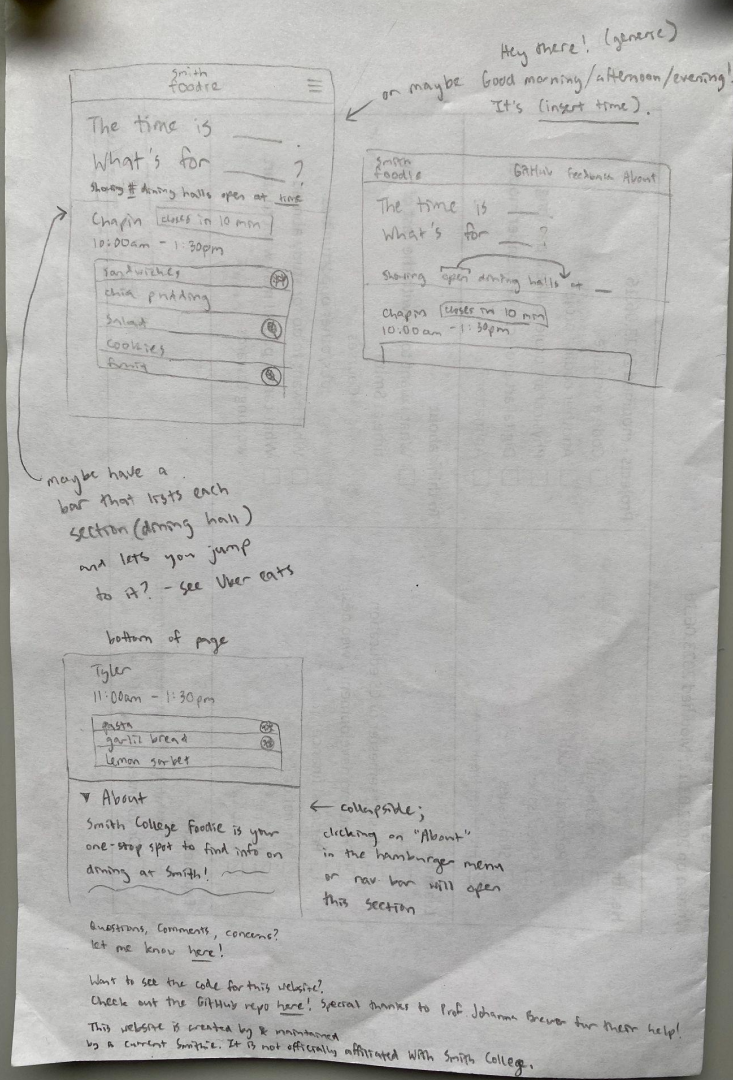
This is the **final logo** design in 3 versions. It is intended to look like a plate with dining utensils.



Prototypes - Previous Versions

1st prototype.

Created on **paper** in December 2023.



Prototypes - Previous Versions

2nd prototype.

Created on **Figma** in January-February 2024.

logo TBD




The time is 10:20am ▾ .
What's for breakfast ▾ ?

Currently Showing: 8 dining halls open at 10:20am on Feb 1

Chapin Chuckett Comstock/Haynes



Chapin

8:00am - 10:30am closes in 10 min

| | |
|---------------|---|
| tuna sandwich |   |
| chia pudding | |
| salad | |
| cookies |  |
| fruit | |

Chase/Duckett

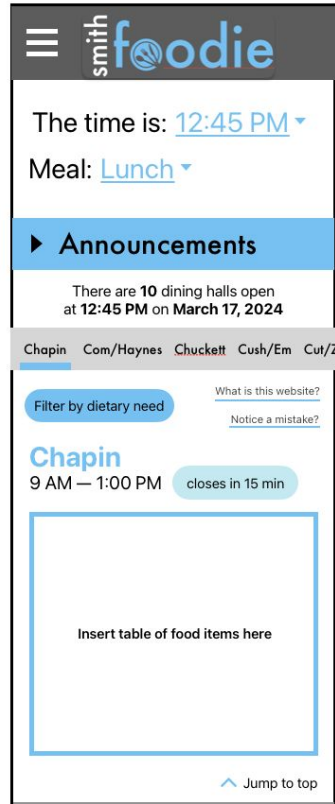
8:00am - 11:30am

| | |
|------------------------|--|
| fried chicken sandwich |  |
| fried tofu sandwich |  |
| seasoned wedge fries | |

Prototypes - Previous Versions

3rd prototype.

Created on the iPhone
Freeform app in March
2024.

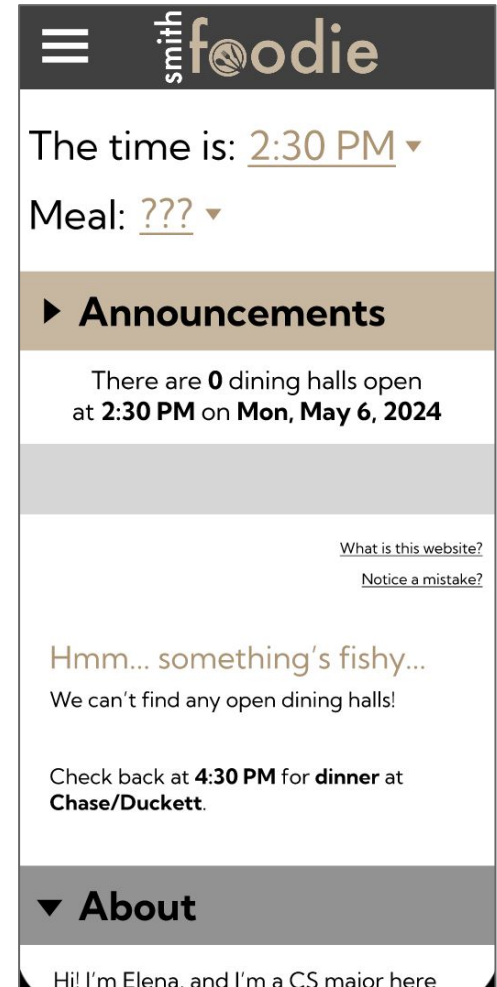
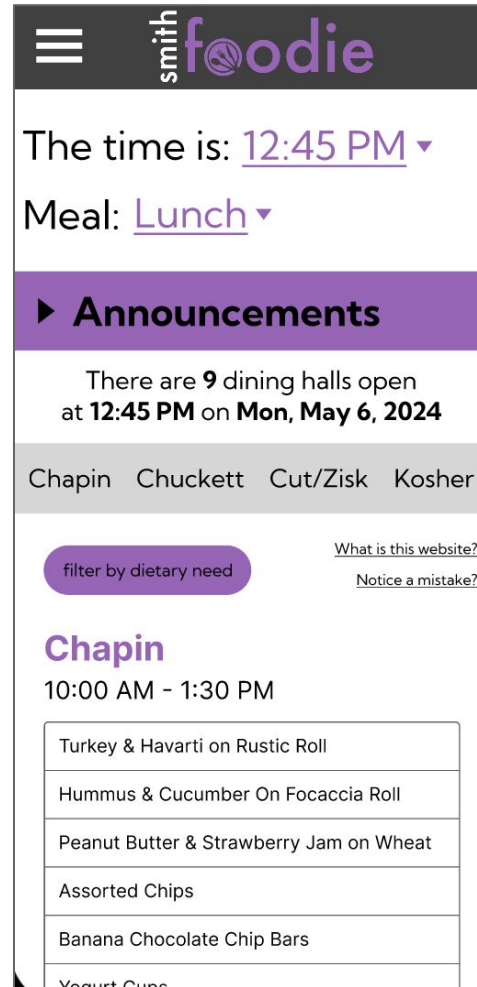


Prototypes - Final

Created on **Figma** in May 2024.

Link to interactive prototype:

<https://www.figma.com/proto/uzgpyqBvM4vdS6XeIQkkiV/Smith-College-Foodie-website?node-id=27-30&node-type=frame&t=eBXAuGmvZgM9LphA-1&scaling=scale-down&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=27%3A30>



UI Design Inspirations

As the original source, **Smith's official dining menu website** was a definitely a large source of inspiration.

I retained many aspects of the design, such as the text at the top to indicate the date, the dining updates/announcements box, large headings for each dining hall, and table-like structures to display each food item.

Filter Meal Options

| | | | |
|-----------------------|------|----------------|--------|
| House or Neighborhood | Date | Keyword search | SEARCH |
| ALL | | | |

Currently Showing: Available Meals on Tuesday, December 10, 2024

Dining Updates 12.8.24

HOLIDAY DINNER- TUES. DEC 10, 2024.
Celebrate the last day of classes with a candlelit dinner, linens and special menus at your favorite house.

READING PERIOD WEDS. DEC 11-SAT. DEC 14, 2024

Comstock open for lunch 11:30am-1:30pm- Weds. 12/11-Fri. 12/13

LATE NIGHT DINING

Comstock- ends on Thurs. December 12th
Tyler- ends on Friday, Dec 13th

INTERTERM DINING HOURS

Please bring your ONECARD to swipe in for all meals.

For a visual look at our overall regular programming [Click Here](#).

STUDENT UPDATES FOR THE END OF THE SEMESTER:

Student workers are scheduled to work through Reading period- Weds. Dec 11- Sat. Dec 14.
Exam Period- Sun. Dec 15-Weds. Dec 18- Students sign up for shifts in houses.

We have STUDENT WORKER POSITIONS available for the SPRING 2025 semester.
If you are interested in joining our team please contact us at: rrubin@smith.edu and dining@smith.edu.

STUDENT COORDINATORS

How was your meal? Let us know by filling out the [feedback form here](#)

ENJOY THE DAY!

Chapin

| BREAKFAST | LUNCH |
|--|--|
| Hard Boiled Eggs Just Egg On Bagel Sandwich Bagel w/ Egg & Cheese Cheese Cream Philly Pc Assorted Pastries Fresh Raspberries Fresh Blueberries Very Berry Chia Pudding Assorted Yogurt | Peanut Butter & Grape Jelly on Wheat Ham & Cheese On Kaiser Roll Avocado Club Sand. W/ Cucumber Assorted Chips Chocolate Chip Cookies Assorted Yogurt |

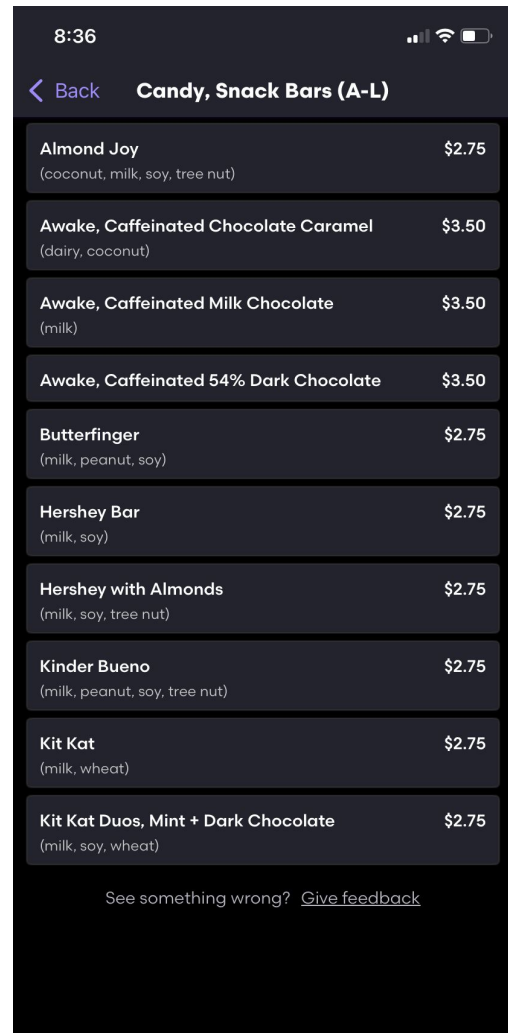
Chase/Duckett

| BREAKFAST | LUNCH | DINNER |
|--|--|---|
| Scrambled Eggs Tofu Scramble w/ Vegetables Chorizo Taco Toppings Flour Tortillas Steel-Cut Oatmeal Fresh Pineapple | Black Bean & Sweet Potato Soup Sweet Potato Tots Roasted Broccoli Sandwich Tuna Melt W/ Wheat Bread Mushroom Melt On Wheat Bread Caesar Salad | Shaved Fennel & Citrus Arugula Salad Honey Glazed Carrots & Parsnips Mushroom Ragout Prime Rib Beef Au Jus Chickpea Panisse Smashed Fingerling Potatoes |

UI Design Inspirations

Grubhub provided light inspiration for the UI design since we used it to order food from the Smith cafes.

Grubhub's UI showed that listing each food item in separate boxes with left-justified text is clean and readable. Additionally, it provided an idea for how to display allergen information through text.



UI Design Inspirations

Other food delivery and menu apps also provided inspiration.

The **LAX Airport Dining Delivery website** and **Uber Eats** gave me the idea to include a horizontal scroll bar that allows the user to jump to specific sections.

