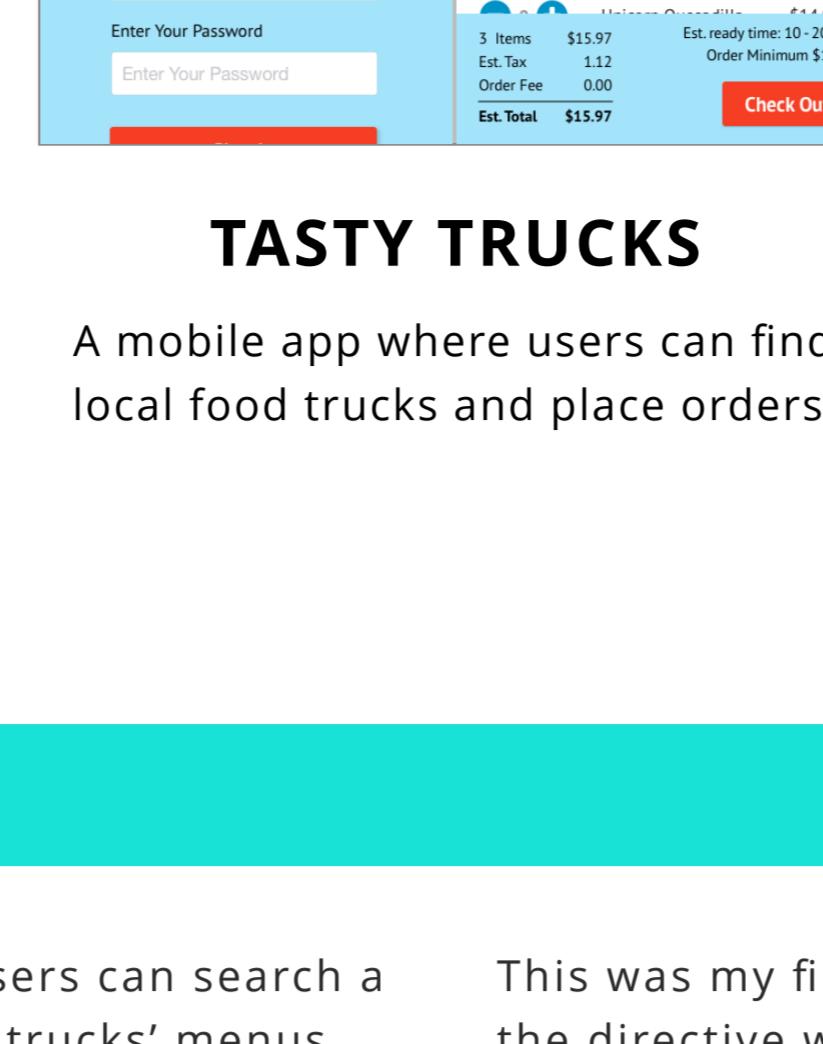


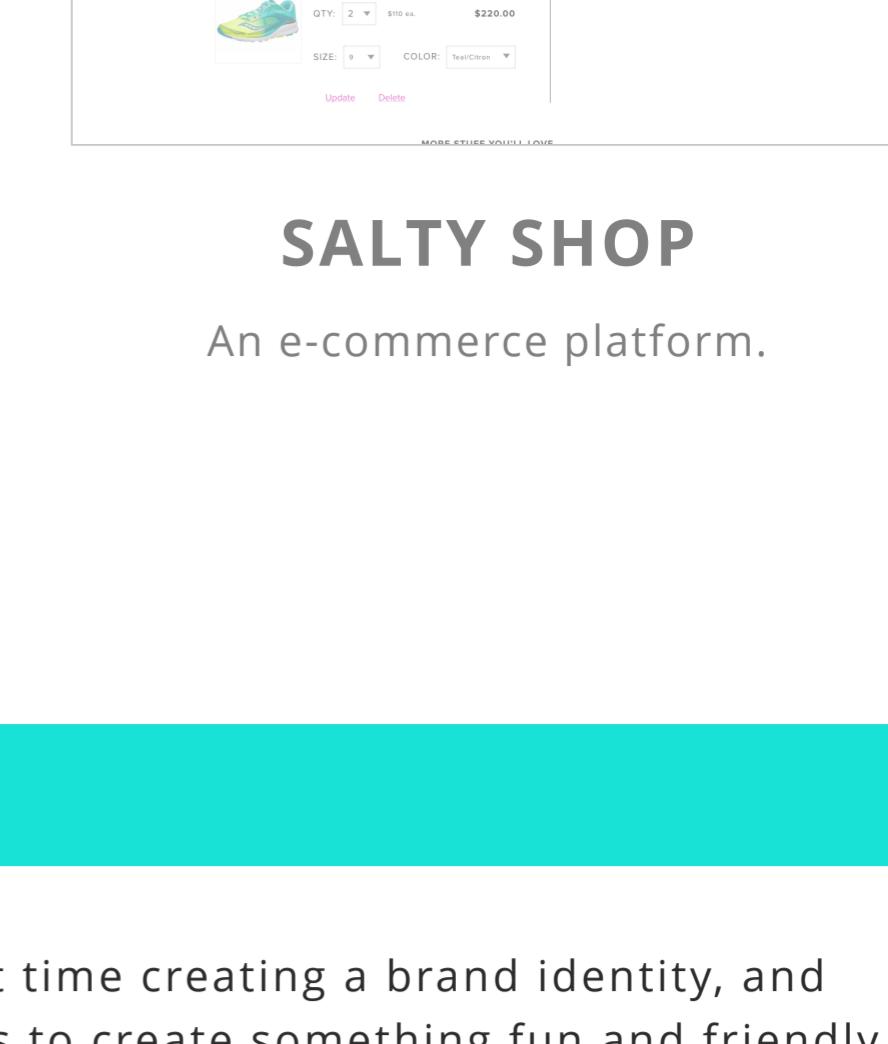
SALTY RUNNING

A collaborative blog and online community of women runners



TASTY TRUCKS

A mobile app where users can find local food trucks and place orders.



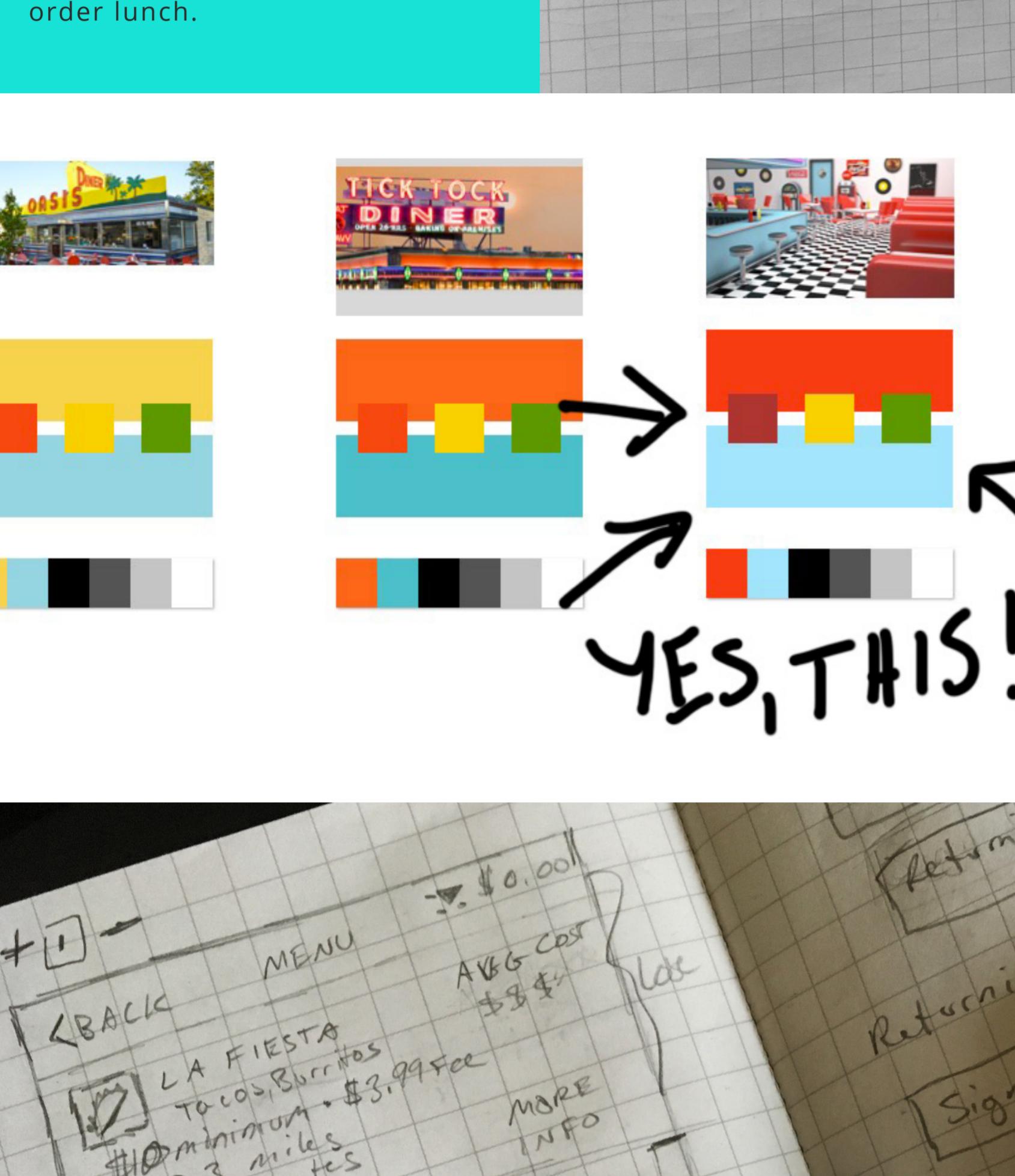
SALTY SHOP

An e-commerce platform.

TASTY TRUCKS

Tasty Trucks is a mobile app where users can search a map for nearby food trucks, view the trucks' menus, place and pay for an order, and review their experience.

This was my first time creating a brand identity, and the directive was to create something fun and friendly that would make people want to order lunch.



I started by creating a Niice mood board to find some color inspiration from food and really latched on to the colors and shapes of bell pepper ribs for a while, but ultimately when I started creating color palettes these felt too old world, and the shape of the bell pepper didn't really translate when I digitized it, so I went back to square 1.

I decided to just start sketching some things to see where that took me. Here you can see a few of my earliest ideas alongside my user flow- at this stage the app was called Truck Rally, and I kinda ran with it on a literal wavelength just to get started.

While I didn't stick with any of this, the checkered flag made me think of classic diners, which always feel fun and friendly to me, and always make me want to order lunch.



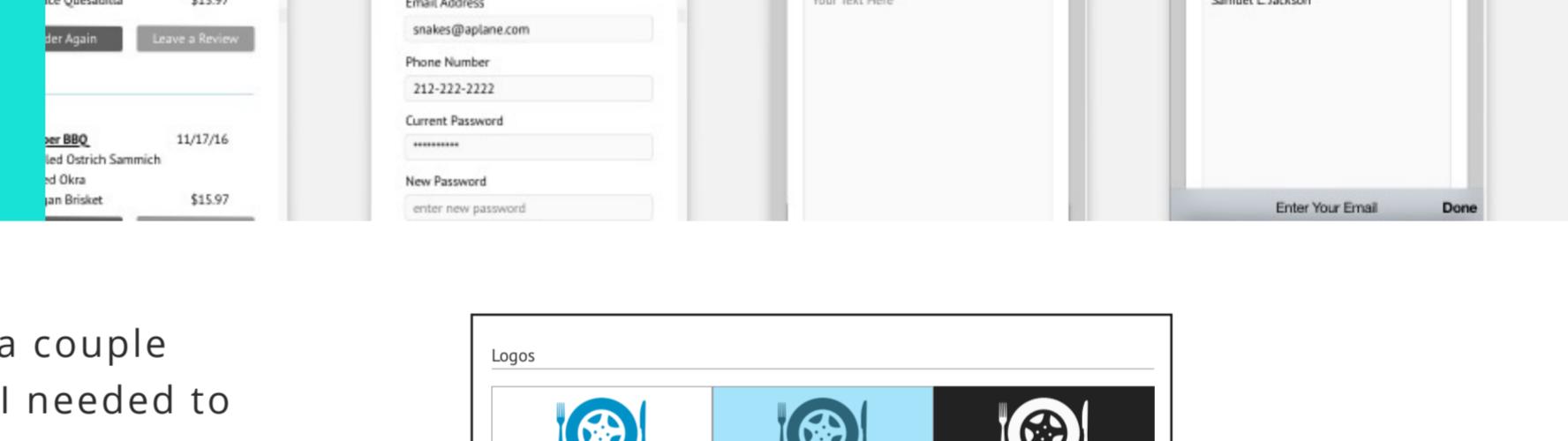
Meanwhile, back in my notebook I was sketching low-fidelity wireframes. I like to work in pencil in the early stages because it's fast, and I think sketching by hand helps me intuit where page elements should be displayed.

An Aha Moment!

From here I moved into back into color palette mode, but instead of using veggies and fruits as my inspiration I used photos of the shiniest diners I could find and found a great palette almost immediately.

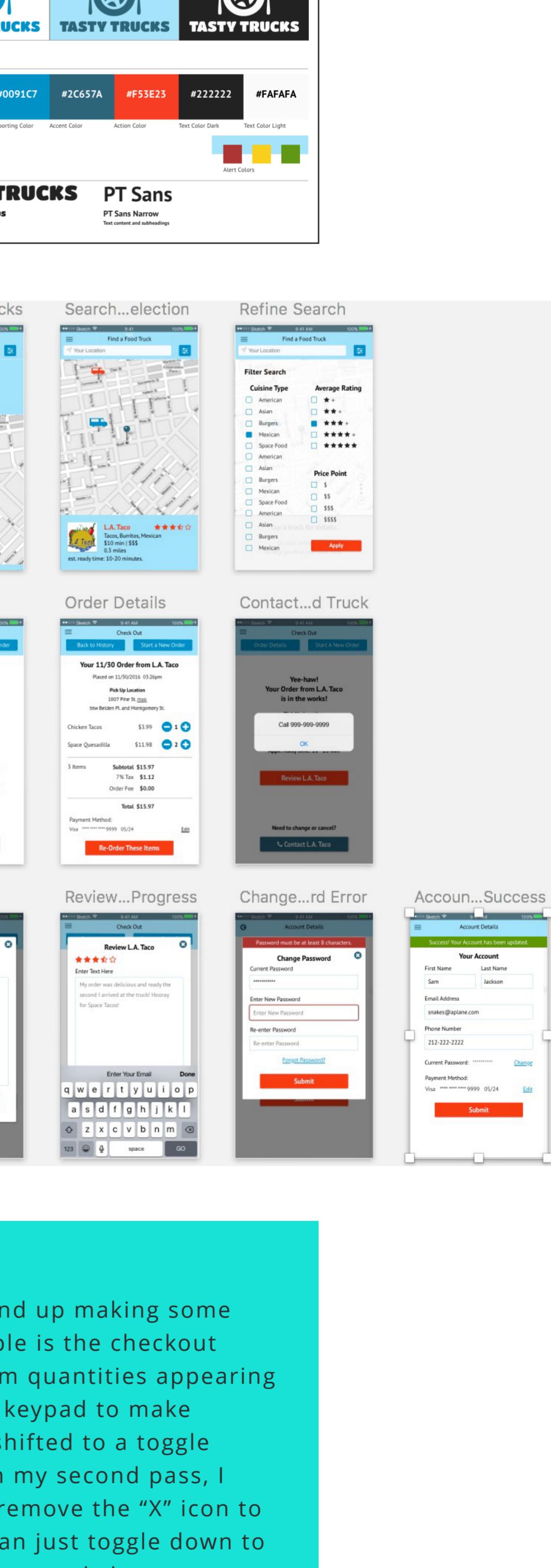
Next it was about creating grayscale wireframes to get my placements and proportions right. Once I got feedback, I iterated over them with color to ensure a second pass on everything.

In a perfect world, I would have used these to create an early prototype and tested it with users before finalizing the frames and adding color. In this case, however, I was limited by time and tested with color frames.



TASTY TRUCKS

Through the process a couple things became clear: I needed to use my bright red color very sparingly. I adjusted my palette into analogous blues and used my bright red as a primary action color. Its brightness in contrast with the softer blue is a great attention grabber!



In My Wheelhouse

I started playing around with the knife and fork from my original checkered-flag logo sketches. I made some vectors in Sketch and started moving them around on the canvas. Once I placed them into a traditional place setting with a plate between, the logo came into sight for me:

Load Screen

Sign In

Sign Up

Locatio...es Alert

Search for Trucks

Search...election

Refine Search

Item D...scription

Check Out

Edit Payment

Confirmation

Order Details

Contact...d Truck

Drawer Menu

Order History

Account Info

Change...ssword

Review Blank

Review...Progress

Change...rd Error

Accoun...Success

Test and Iterate

Once I got user test feedback, I of course wound up making some changes in my design decisions. A good example is the checkout screen, where I had originally conceived of item quantities appearing as an input, allowing users to use the number keypad to make changes. After testing and getting feedback I shifted to a toggle system so users wouldn't need any keypad. On my second pass, I found this solution allowed me to completely remove the "X" icon to delete the item from the cart. Instead, users can just toggle down to 0. A simpler design with fewer elements on the page is just more user friendly!



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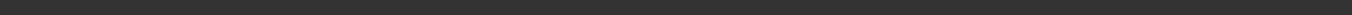
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