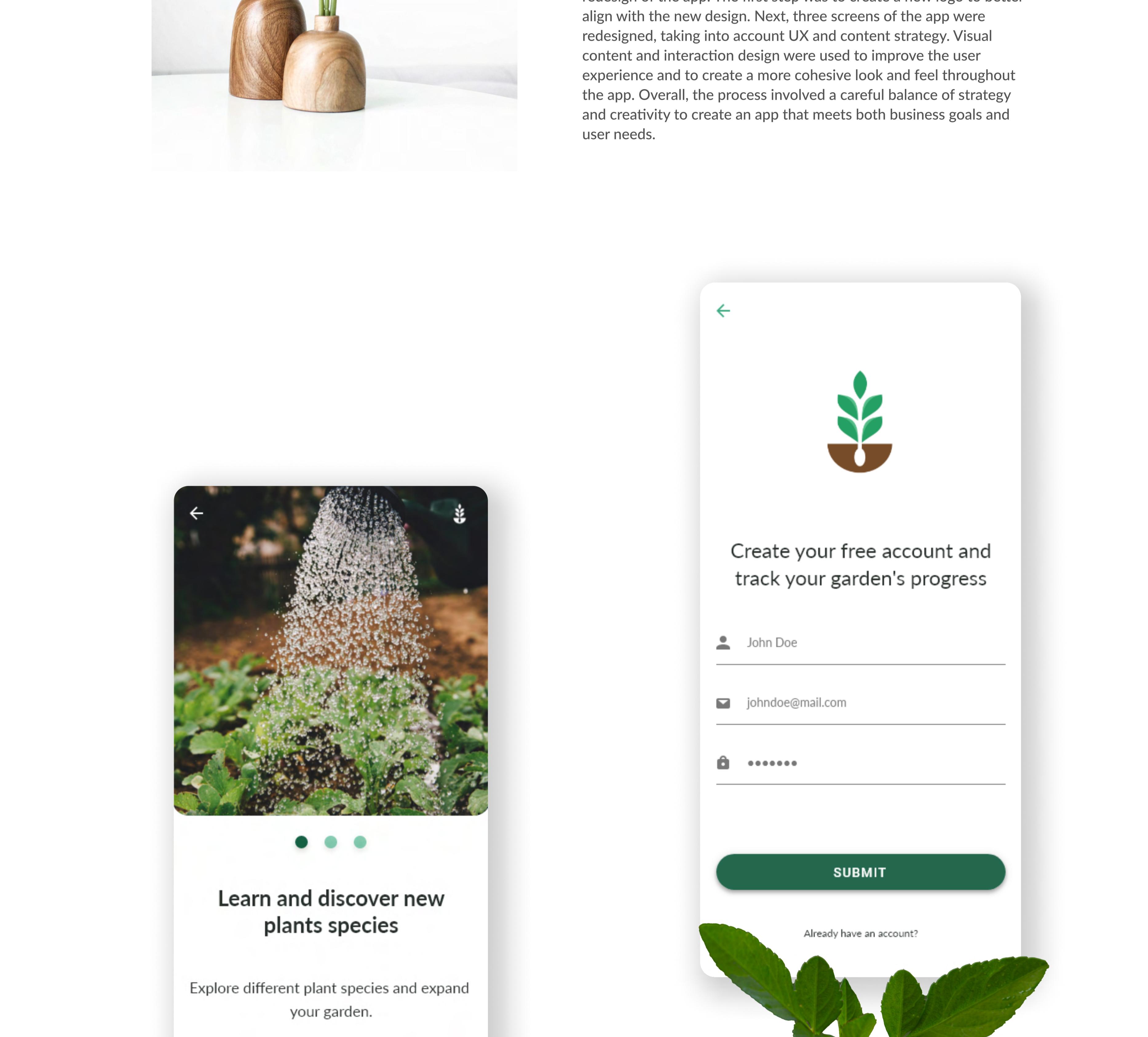
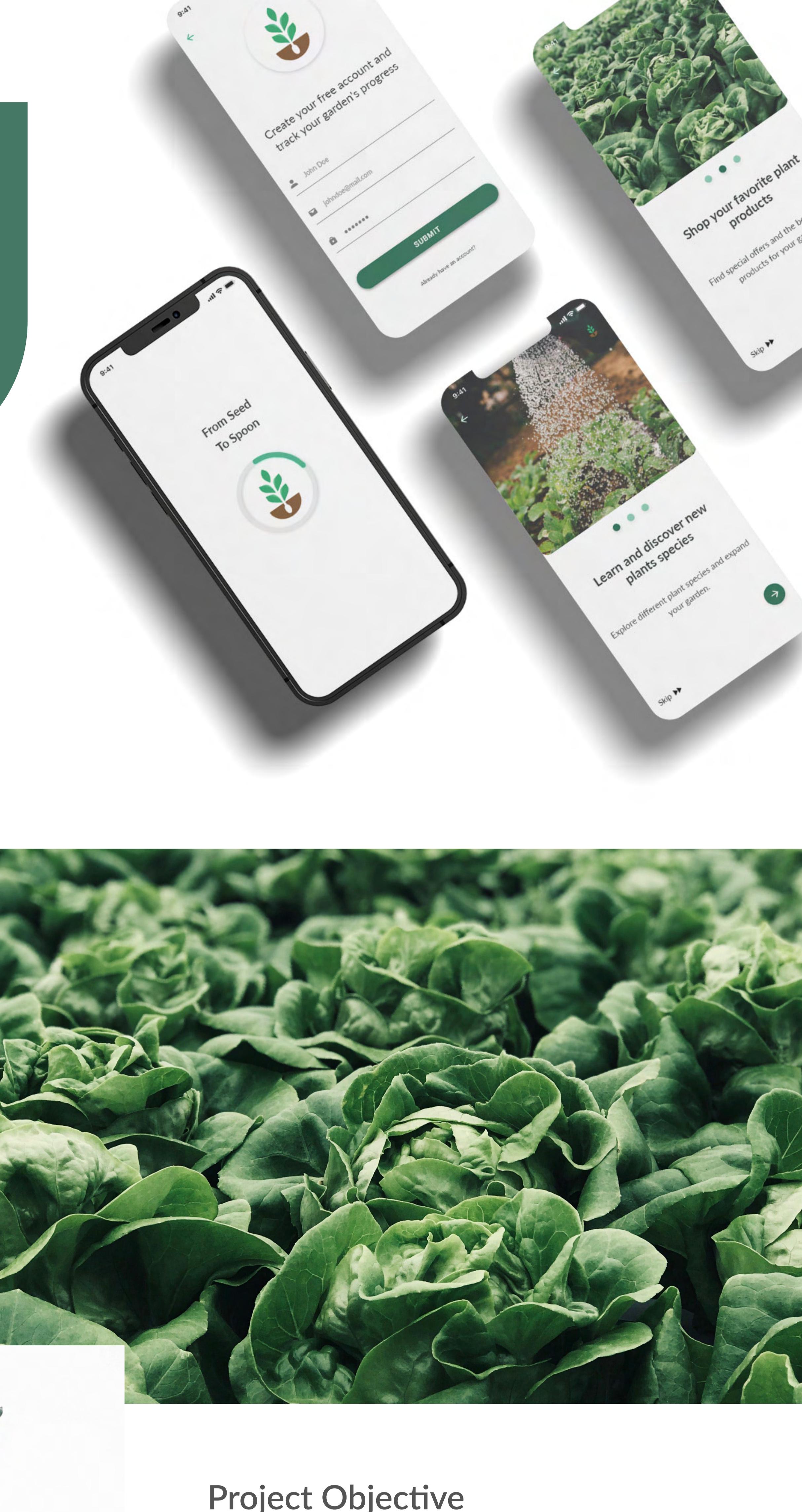


From Seed To Spoon



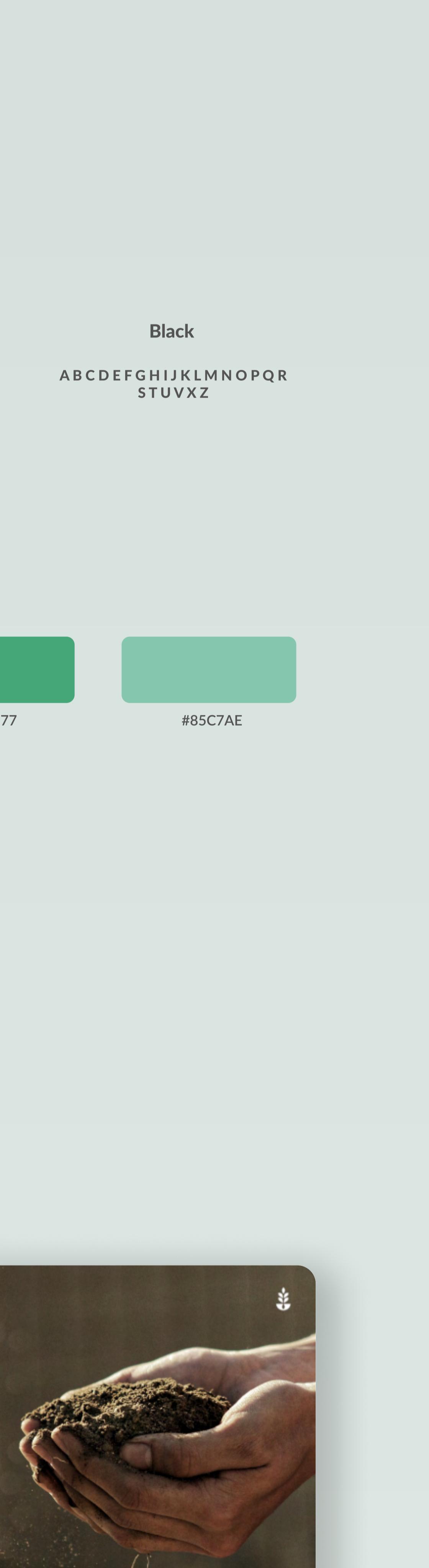
App Redesign



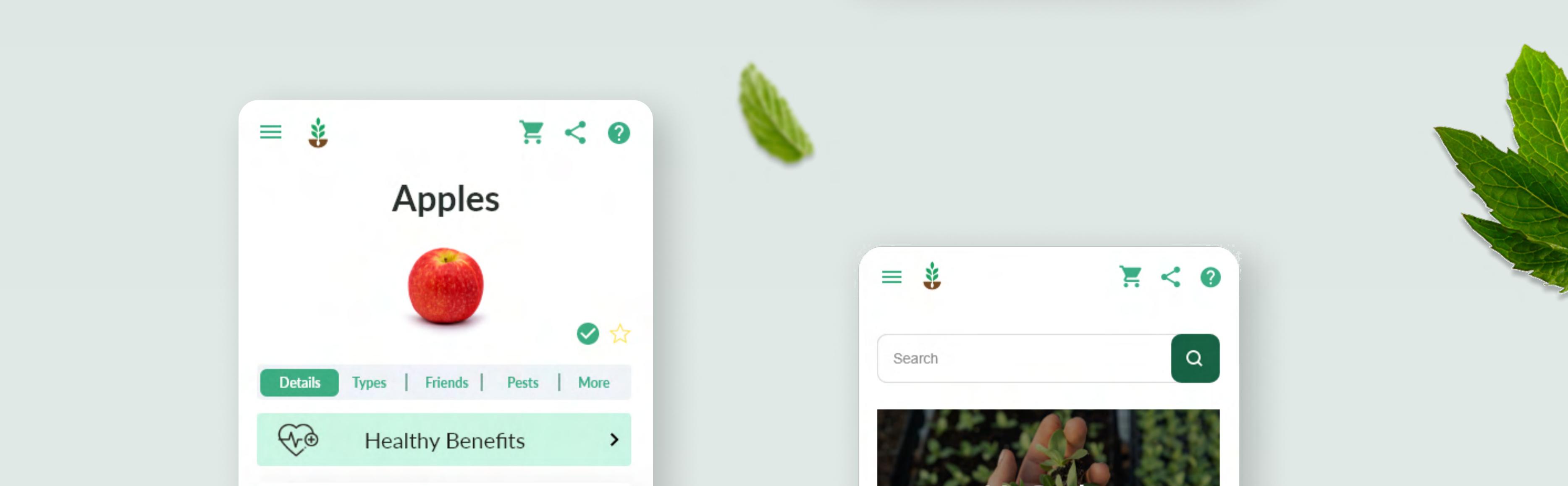
Project Objective

The project involved the process of redesigning an app. To achieve this goal, the first step was to determine these business goals and identify the target audience. Personas were created to better understand the user's needs and behaviors. This information was used to create mood boards and mind maps to guide the design process.

Once the preliminary work was done, the focus shifts to the redesign of the app. The first step was to create a new logo to better align with the new design. Next, three screens of the app were redesigned, taking into account UX and content strategy. Visual content and interaction design were used to improve the user experience and to create a more cohesive look and feel throughout the app. Overall, the process involved a careful balance of strategy and creativity to create an app that meets both business goals and user needs.



Loading Screen



Business Goals

- Help people grow their own food, live healthier lives, eat more nutritious food, and save money on groceries.
- "We quickly became obsessed and built our Free From Seed to Spoon app to make it easy for everyone to grow their own food!"

User Needs

- Having control and planning over their plantation.
- Having information about the vegetables and fruits and the best season to plant.
- Eat healthy and organic food and save money.

Typography

Lato

Light

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

Medium

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

Black

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

Thank You!

Colors

#654E3E

#23674D

#45A777

#85C7AE

Prototype

