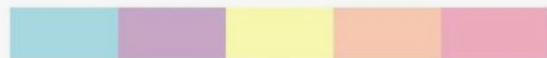


PROJECT 3

Melanie Danoviz

Moodboard

PASTEL Color PALETTES



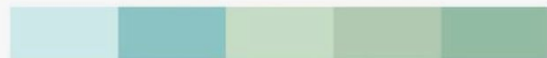
#ABDEE6 #CBAACB #FFFFB5 #FFCCB6 #F3B0C3



#C6DBDA #FEE1E8 #FED7C3 #F6EAC2 #ECD5E3



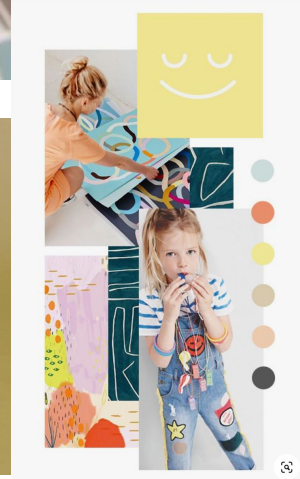
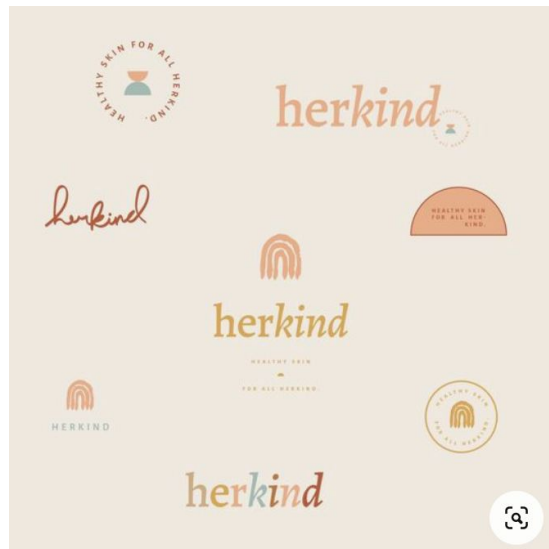
#FF968A #FFAEA5 #FFC5BF #FFD8BE #FFC8A2



#D4F0F0 #8FCACA #CCE2CB #B6CFB6 #97CIA9



#FCB9AA #FFDBCC #ECEAE4 #A2E1DB #55CBCD



Design Brief

01: What Is The Purpose (Goal) Of The Design? Need support to lose weight after birth? Dump the Bump can help!

02: Who Is The Audience? The goal of this app is to help WIC moms lose weight after childbirth. Motherhood includes unique responsibilities that can make it difficult to prioritize weight loss. To make this app as helpful as possible, we asked WIC participants what would help them the most in their weight loss efforts after giving birth.

03: What Message Needs To Be Communicated? Dump the bump supports both Android and iOS devices. Kindly click on the corresponding icon to download the application to your device.

04: What Is The Competition And Marketplace? Background on the WIC program: The WIC program is a special supplemental nutrition program for women, infants, and children. It provides supplemental foods, health care referrals, and nutrition education for low-income pregnant, breastfeeding, and non-breastfeeding postpartum women, and to infants and children up to age five who are found to be at nutritional risk.

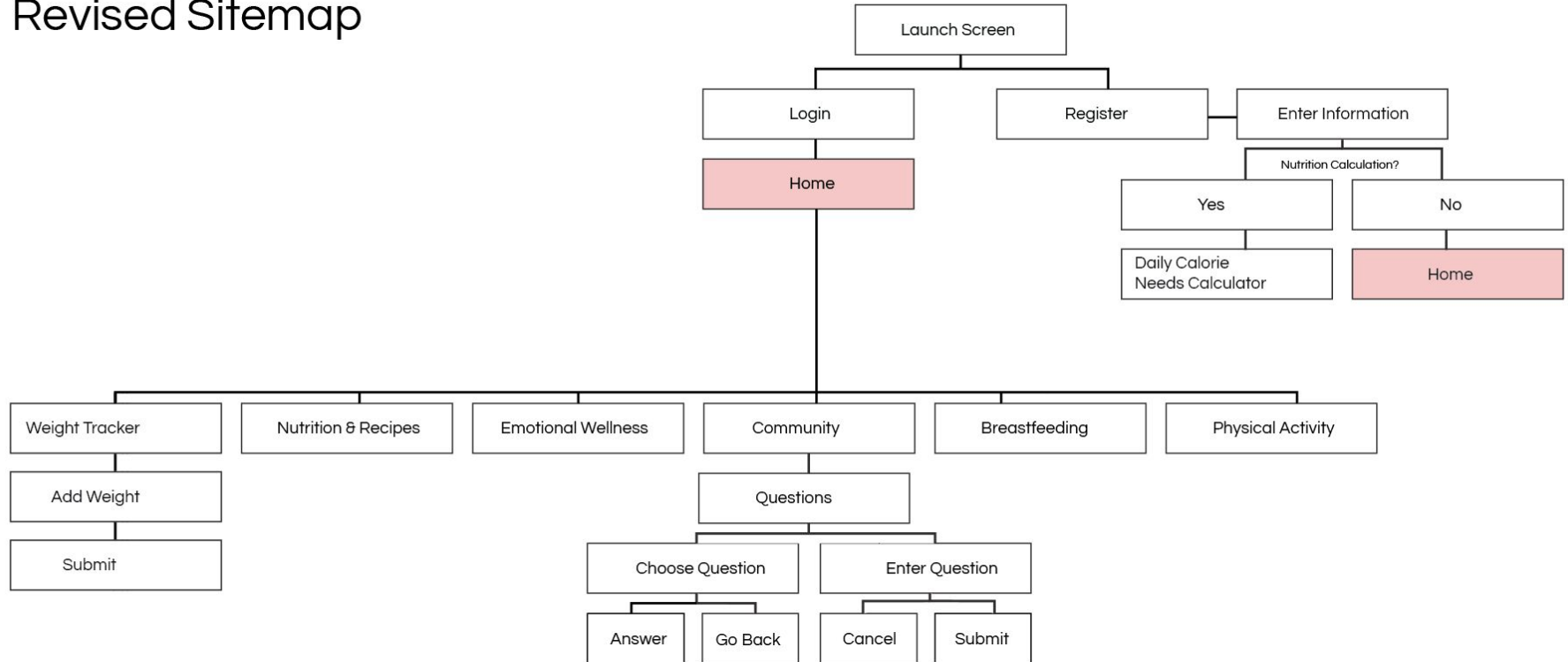
05: What Is The Context? Define major problems (Tasks) for the app, then pick up two specific problems (tasks, can use Weight tracker +

Community) you hope design will solve. Need to decide on a color palette; Design elements need to be more uniform and cohesive; The name of the app does not need to be part of the logo design; Spacing, typography, placement; Navigation icons can be designed in a more relevant way to pregnancy; Work on hierarchy of type and elements; Should have other sign in options such as pregnant lady, partner, and guest; Home page icons should have the same line weight; Community should be divided between languages; Proofread questions in the forum; Divide questions into sections so it doesn't become a long list of unrelated questions; And perhaps include a diary section for the user to store photos and other entries.

06: In What Voice? We want to make this app easy for stressed, soon to be mothers to be able to use quickly and efficiently. We want to appeal to their senses through baby pastel colors and easy user interface.

07: What Kind Of Response Is Desired? These pregnant, soon to be mothers should feel welcomed to use this app without stress. The interface should be very straightforward and simple for them to move around the app and have their needs satisfied. They should feel encouraged to participate in the forums and track their weight.

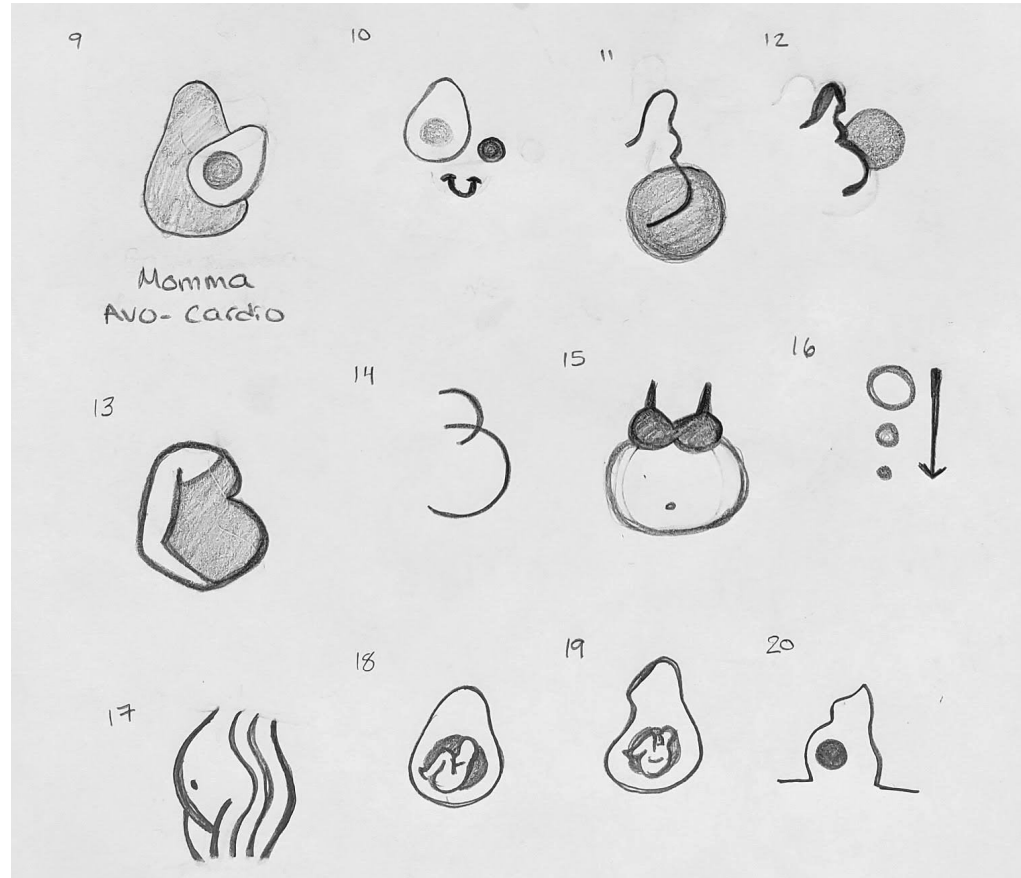
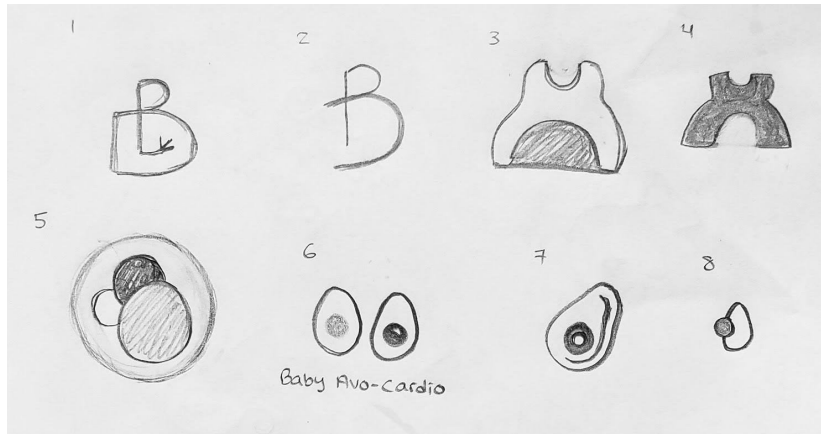
Revised Sitemap



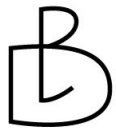
Possible App Names

1. Mom Avocardio
2. Momma Avo-Cardio
3. Bump Focus
4. Circle Loss
5. Slim Bump
6. Post Seed Weight

20 Logo Sketches



1



2



3



4



5



6



7



8



9



10



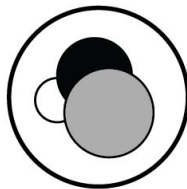
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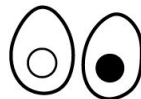
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13



14



15



16



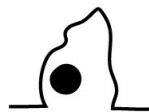
17



18



19



20



LOGOS

1-10 Dump the Bump

11-20 Mom Avocardio

20 Logo Types

- 1
momma
avo-Cardio
- 2
momma
avo-Cardio
- 3
MOMMA
avo-Cardio
- 4
MOMMA
avo-cardio
- 5
momma
avo-Cardio
- 6
momma avo-Cardio
- 7
MOMMA avo-Cardio
- 8
momma
avo-cardio
- 9
MoMMa
avocardio
- 10
MoMMA
avocardio
- 11
MoMMA
avocardio
- 12
MoMMa
avo-Cardio
- 13
mom
avocardio
- 14
MOMavo
CARDIO
- 15
MOM | avocardio
- 16
MoM **avocardio**
- 17
MoMMa
avocardio
- 18
MoM
avocardio
- 19
MoMMa
avocardio
- 20
MoMMa
avo-Cardio

10 Logo Types (Dump the Bump)

1
dump
the bump

2
DUMP
the - bump

3
dump the **BUMP**

4
DUMP | the bump

5
Dump
the bump

6
dump the
bump

7
DUMP the bump

8
dump the
BUMP

9
dump the
bump

10
DUMP the **BUMP**

Logo Mark + Type

(1 Dump the Bump | 1 New One)



dump
the bump



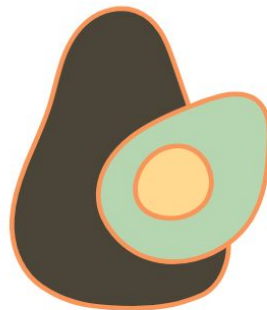
MOM | avocardio

2 Revised Logos

(1 Dump the Bump | 1 New One)

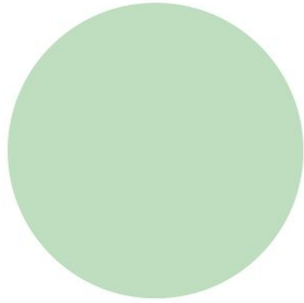


dump the **bump**

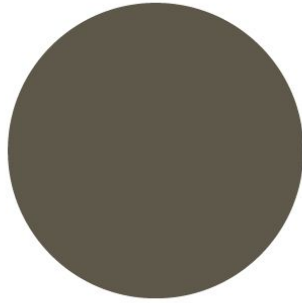


MOM | **avocadio**

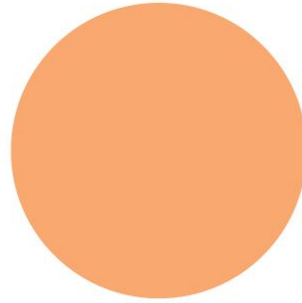
Color Scheme and Type



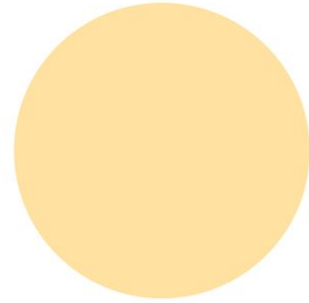
#BEDDBF



#5C5749



#FEAA6E

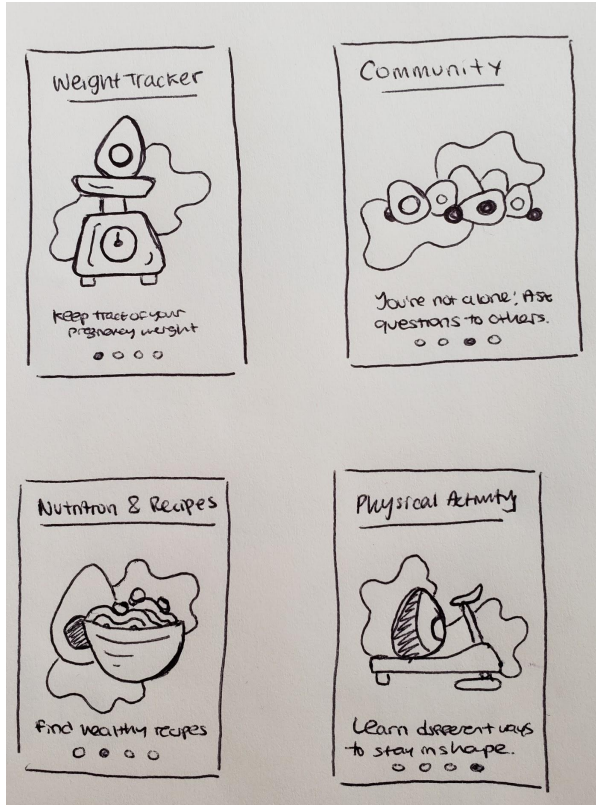


#FFE1A2

Comfortaa Regular
Rokkitt Semibold



Four Introduction Panels - Sketch



MOM | **avo-cardio**

Weight Tracker



Keep track of your pregnancy weight



Skip

MOM | **avo-cardio**

Public Forum



You are not alone!
Talk with others



Skip

MOM | **avo-cardio**

Nutrition & Recipes



Find and share healthy recipes



Skip

MOM | **avo-cardio**

Physical Activity



Learn different ways to stay in shape



Start

Login

MOM | avo-cardio



Congrats on this new phase of your life!

We are here to help with the next steps.

Register

Username

Password

Log In

Terms

×

Terms & Conditions

By checking this box, you agree to our **Terms, Conditions, Data, and Policy**. [Tap here](#) for details.

☐ I agree to the terms & conditions.

Next

Terms Next

×

Terms & Conditions

By checking this box, you agree to our **Terms, Conditions, Data, and Policy**. [Tap here](#) for details.

☒ I agree to the terms & conditions.

Next

Register

MOM | avo-cardio

Register

*Required

First Name*

Last Name*

Email*

(xxx) xxx-xxxx

Username*

Password*

Join us in this MOM avo-cardio journey!

Log In

Nutrition Calculator

×

Nutrition Calculation

Select yes if you are interested in tracking your food servings, calculating calories, and more!

Yes No

MOM | avo-cardio

Welcome!



Weight Tracker



Public Forum

Nutrition
& Recipes

Breast-feeding

Emotional
WellnessPhysical
Activity

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Public Forum

Share your thoughts
and ideas to practice
healthy behaviors,
or ask questions!

English

Spanish



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Public Forum

Ask a question

First Trimester

When will my first scan be?

When will my bump show?

more...

Second Trimester

Should I be taking prenatal...

Is it safe to take baths while...

more...

Third Trimester

Why do I need glucose test?

When do I need to stop flying?

more...



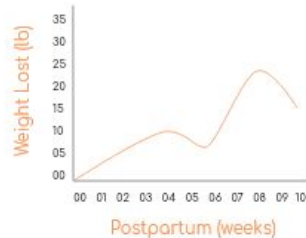
MOM | avo-cardio

Weight Tracker

Track your pregnancy
weight as you work
to reach your goal!

Current Weight:

135 pounds



Add Weight



Adobe XD Prototype

<https://xd.adobe.com/view/dc57c99a-78c8-4183-abf3-66c50c507528-8904/>