Project 03

UI Assets

Sur - Argentine Bakery

Design Brief

(1) What is the purpose (goal) of the design?
The purpose of the design is to make it easy and accessible for the user to move around the application to buy products or learn more about this Argentine bakery.

(2) Who is the audience?
With the low prices, the audience is meant to be as many people as possible from different social statuses, genders, ages, and even races. However, the Argentine name and colors may attract Argentinians more than the average American citizen unless they are curious.

(3) What message needs to be communicated?
We want to maintain the Argentine identity in the design but also make it accessible and welcoming for other ethnicities to try our food and pastries.

(4) What is the competition and marketplace?
1. https://www.85cbakerycafe.com/
2. https://www.palacebakeryoc.com/
3. https://www.paderia.com/
4. https://www.frenchscupcakebakery.com/
5. https://www.lilybakery.net/

(5) What is the context?
The store will use this application to be more exposed to the world instead of only presenting its business with its physical store location.
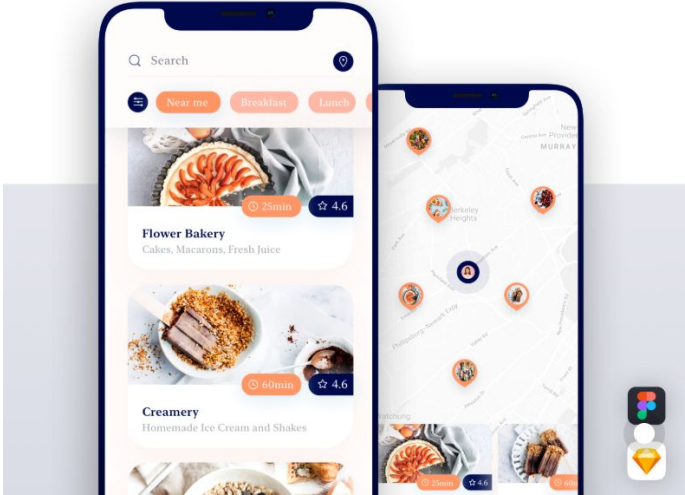
(6) In what voice?
1. Sharing our sweet Argentine roots with the rest of the world!
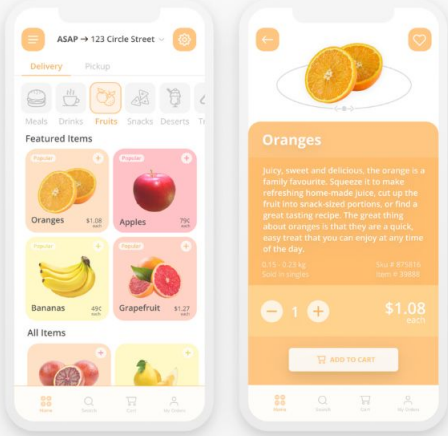2. Sweet, Tasty, Together, Cultural, Friendly

(7) What kind of response is desired?
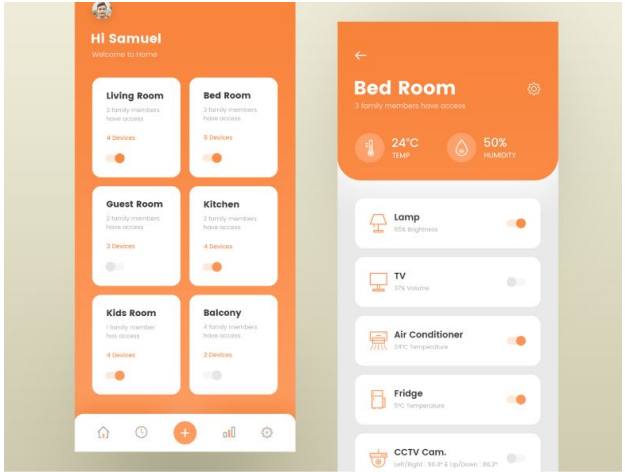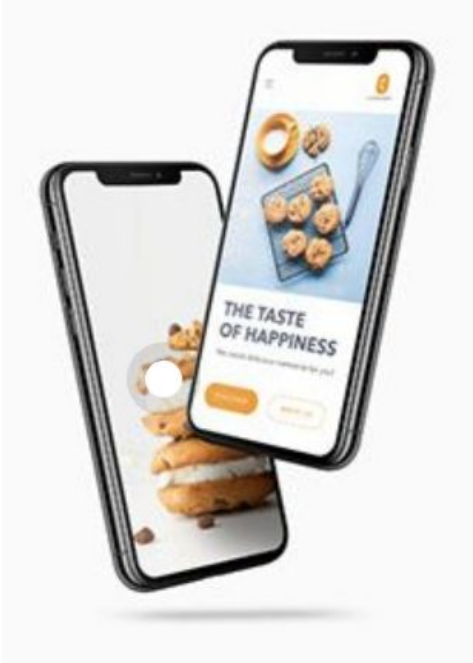We want the public to use this app to buy our products if they are not able to drive to the physical store.
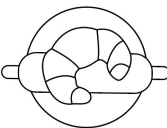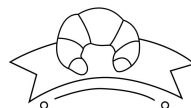
Mood Board
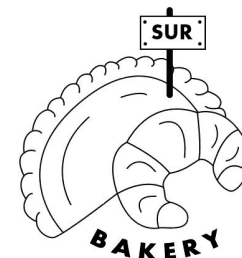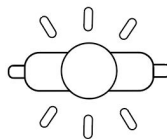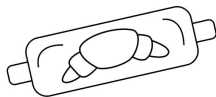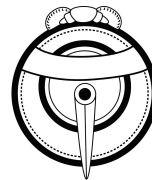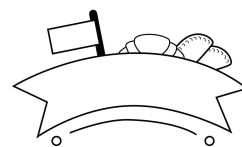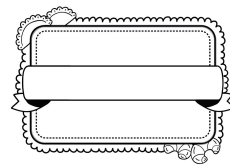
20 Logo Ideas

20 Logotype Ideas

SUR - Argentine Bakery

Futura Heavy / Futura Book

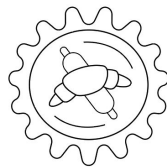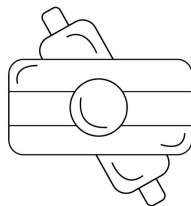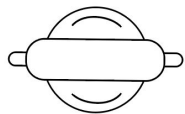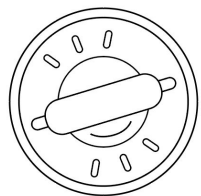**Sur** - *Argentine Bakery*

Futura Medium / Baskerville Italic

Sur - *Argentine Bakery*

Broadway / Minion Italic

Sur - Argentine Bakery

Book Antiqua Bold and Regular

SUR - **Argentine Bakery**

Futura Book / Script Bold

Sur - Argentine Bakery

Century Gothic Bold and Regular

Sur - Argentine Bakery

Centaur Regular

Sur – Argentine Bakery

Berlin Sans Bold / Futura Book

Sur - Argentine Bakery

Bradley Hand Regular

Sur - Argentine Bakery

Bodoni Regular

Sur - Argentine Bakery

Gabriola Regular

Sur – Argentine Bakery

Poor Richard Regular

SUR - ARGENTINE BAKERY

Stymie Regular

Sur - Argentine Bakery

French Script Regular

Sur - Argentine Bakery

Perpetua Regular

Sur - Argentine Bakery

Plantin Regular

Sur - Argentine Bakery

Gill Sans Regular

Sur - Argentine Bakery

Futura Book

SUR - ARGENTINE BAKERY

Trajan Pro Regular

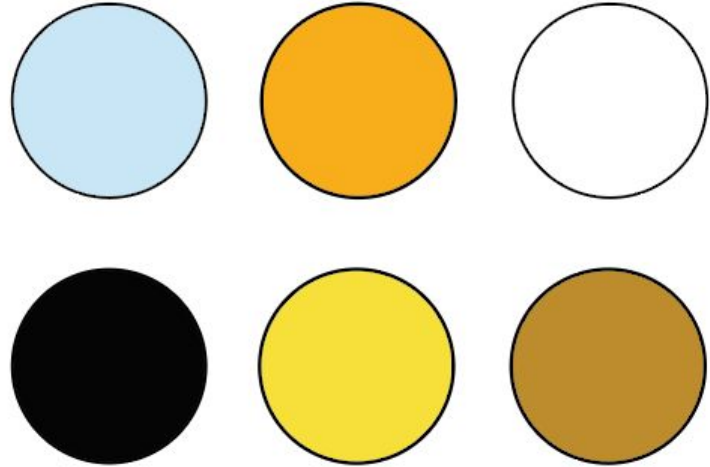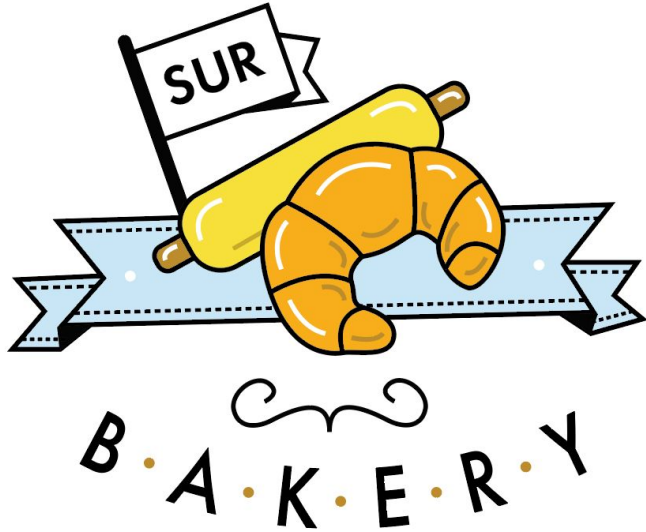Sur - Argentine Bakery

American Typewriter Regular

3 Revised Logos

Final Logo and Color Scheme

User Persona

Name: Kurt Serrano
Age: 22
Major: Graphic and Interactive Design
Bio / Quote: I like trying new bakeries and cafes
Location: Chino, CA

User Goals / Needs: Likes to get straight to the point with simple design decisions that are easy on the eye.

Frustrations: Needs specific information to be accurate, straightforward, and easily accessible. Doesn't want to waste time, so getting to a task should be quick and efficient.

Ideal Experience / Must Have: More appeal to the eyes with imagery of pastries and beverages that will persuade him to order quickly, but also have nutritional facts and any allergen information.

Technical Experience: Not on social media much but knows how to use the internet and mobile very well.
Personal Internet Use: Emails, news, social media, paying bills, YouTube videos
Devices Used: iPhone, laptop, iPad
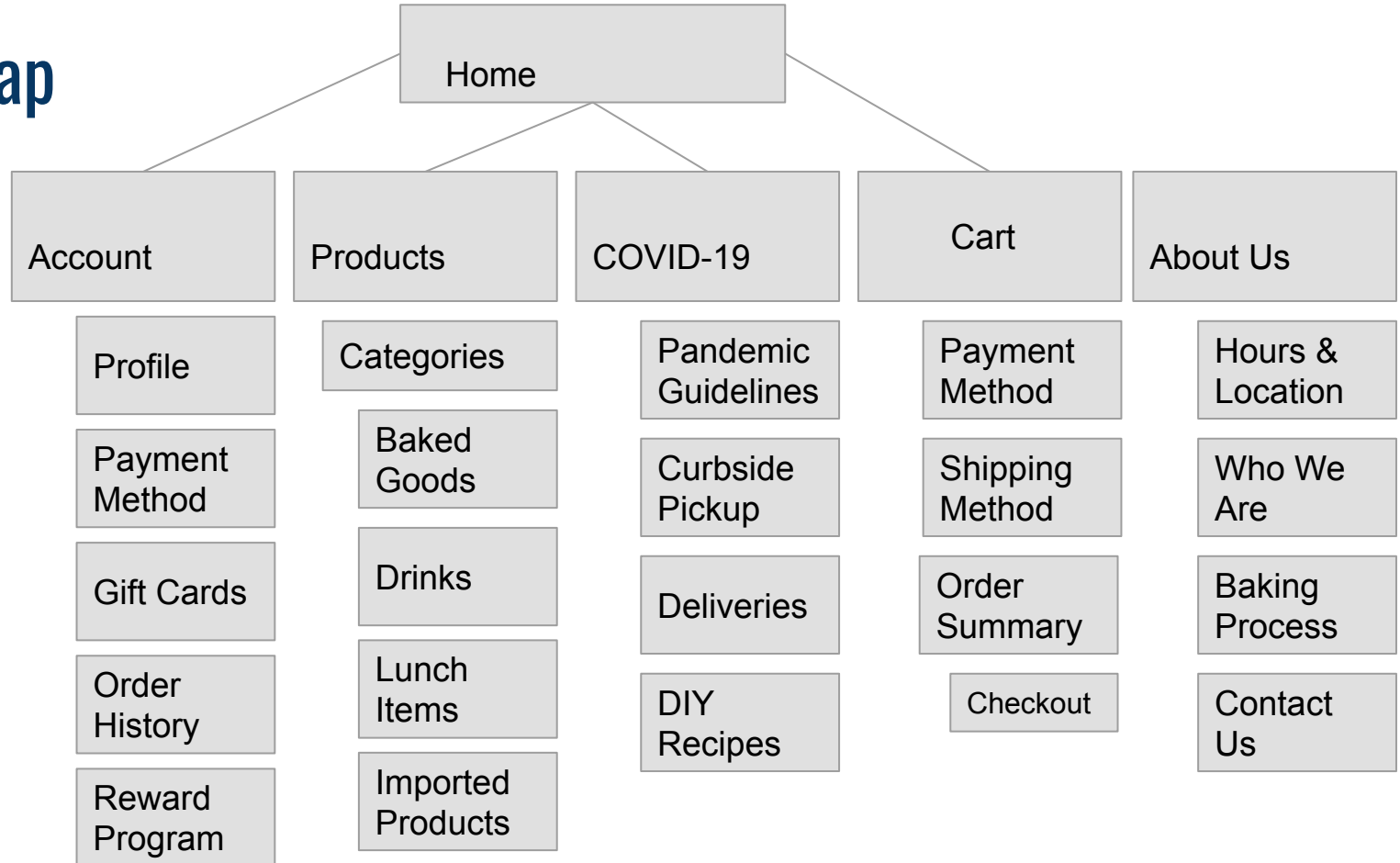
The Design Process

3 Major Problems:

1. Easy to purchase a product in the app
2. Baking process of a product to show our uniqueness
3. How the bakery is staying safe during the pandemic

Pandemic Problem:

Have a section to talk about what the bakery is doing to compensate for the temporary pandemic. Mention any curbside pickup for online orders and provide DIY recipes that clients can do at home for fun after purchasing our products.
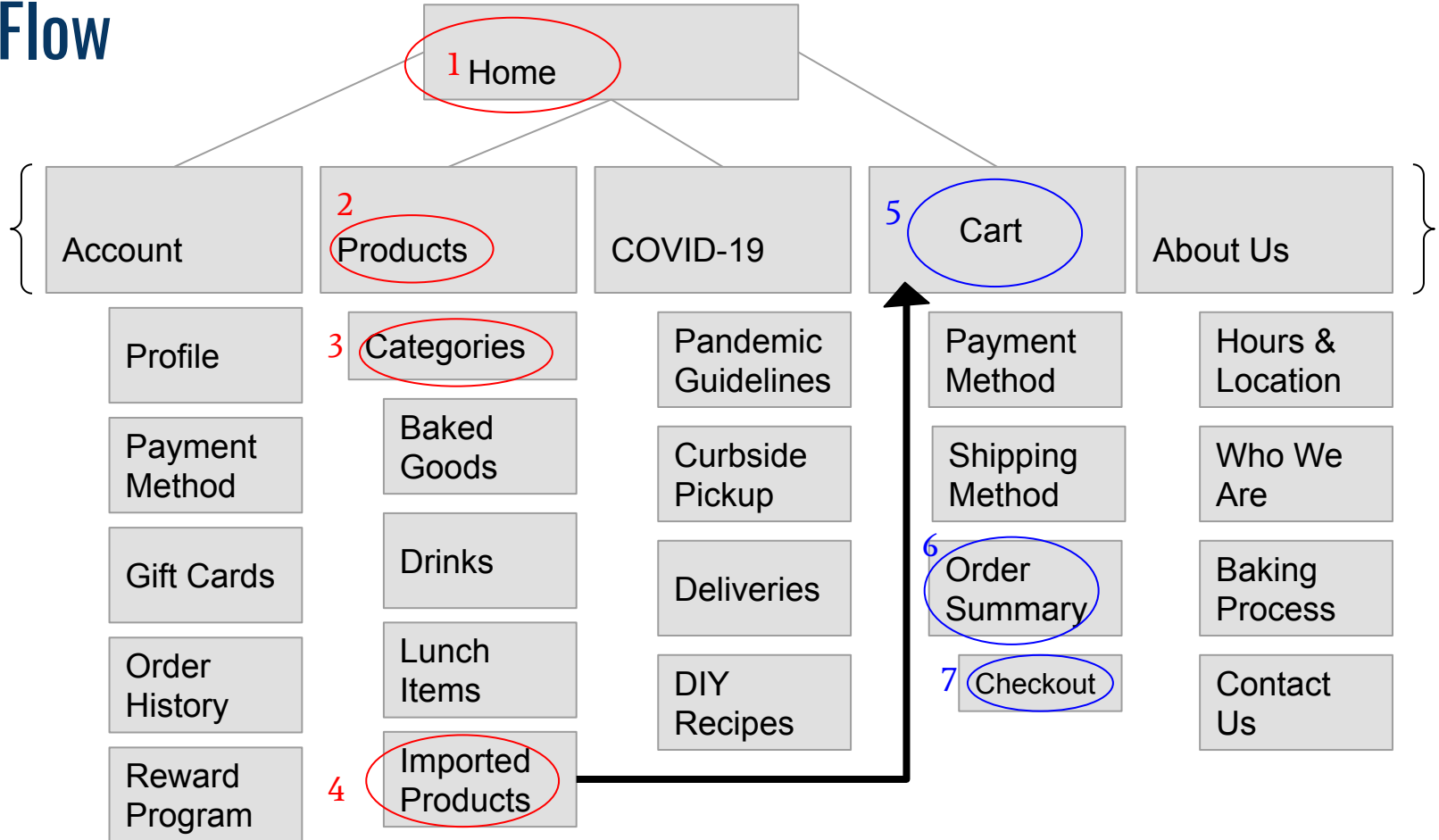
Show photos of the parking lot of the bakery with lines to guide the client easily through the curbside pickup. Include instructional videos to teach how to bake at home as everyone practices social distancing.
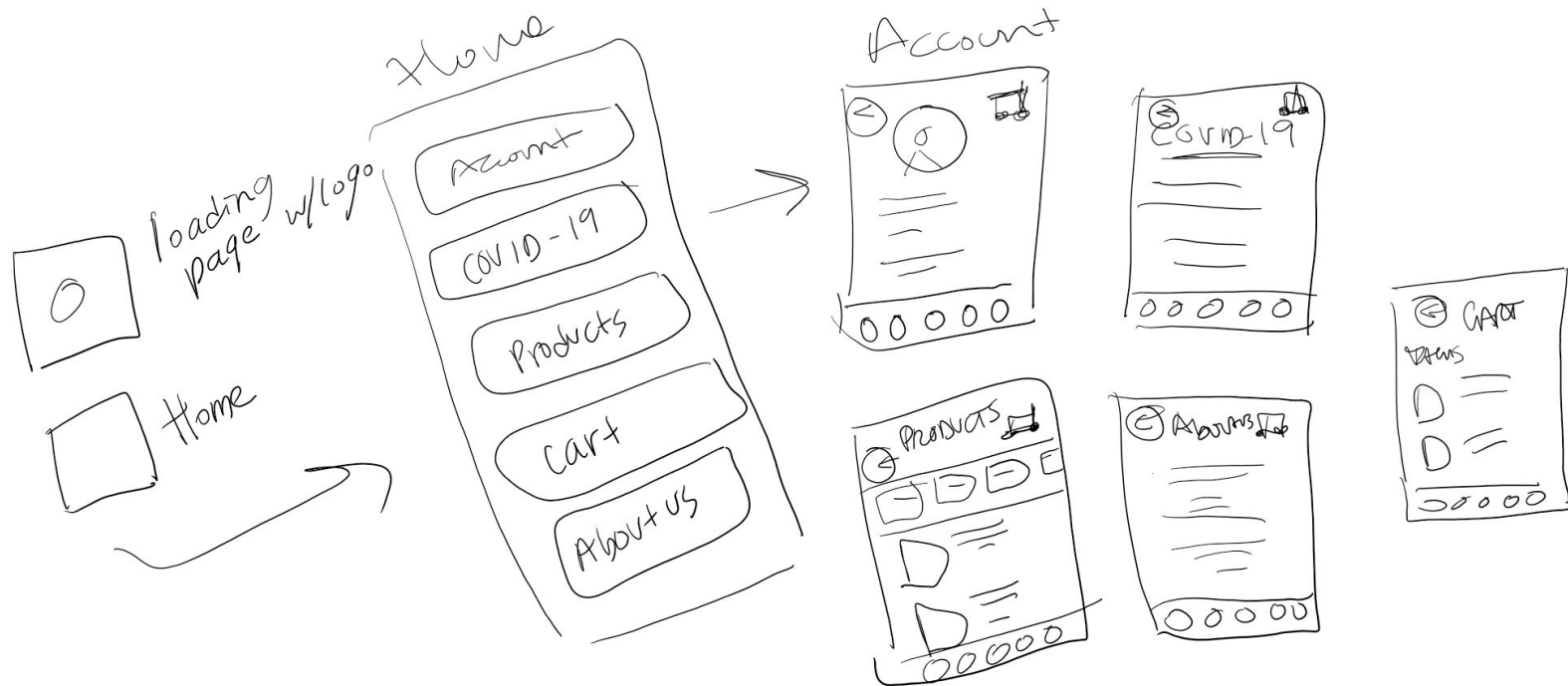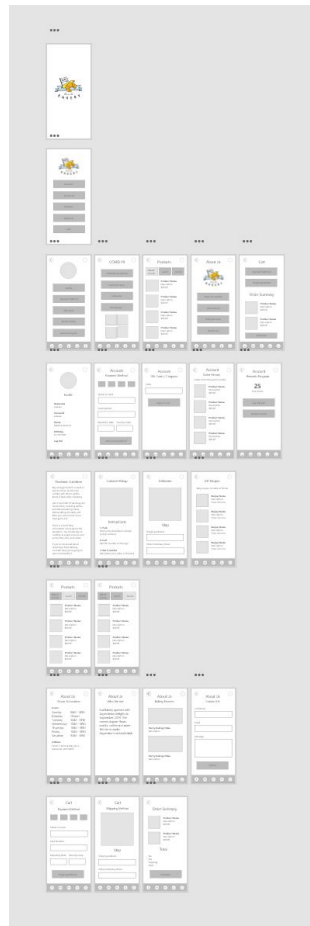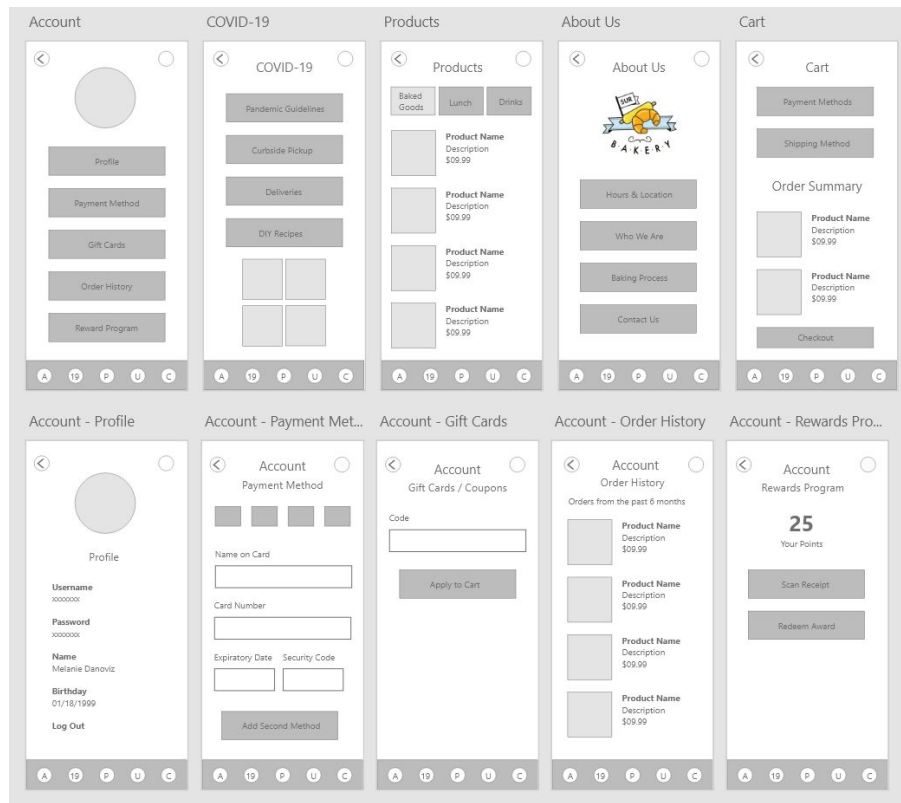
Site Map

```
                              Home
        ┌──────────┬───────────┼──────────┬──────────┐
    Account     Products    COVID-19     Cart     About Us
```

Account
- Profile
- Payment Method
- Gift Cards
- Order History
- Reward Program

Products
- Categories
- Baked Goods
- Drinks
- Lunch Items
- Imported Products

COVID-19
- Pandemic Guidelines
- Curbside Pickup
- Deliveries
- DIY Recipes

Cart
- Payment Method
- Shipping Method
- Order Summary
- Checkout

About Us
- Hours & Location
- Who We Are
- Baking Process
- Contact Us

User Flow

Navigation Bar that is visible in every screen

Node	Label
1	Home
2	Products
3	Categories
4	Imported Products
5	Cart
6	Order Summary
7	Checkout

Account
- Profile
- Payment Method
- Gift Cards
- Order History
- Reward Program

Products
- Categories
- Baked Goods
- Drinks
- Lunch Items
- Imported Products

COVID-19
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About Us
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Wireframe Sketch

Low Fidelity Wireframe

Low Fidelity Wireframe (cont.)

Logo Gif Animation

Color Scheme
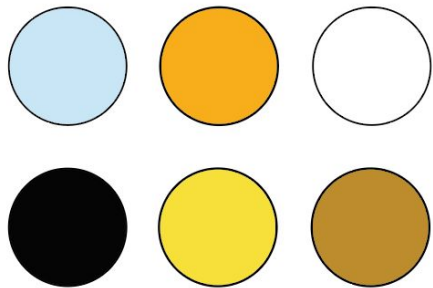
Type Setting

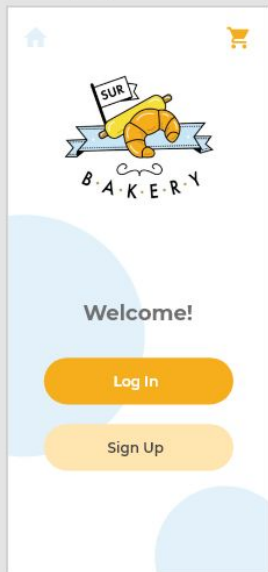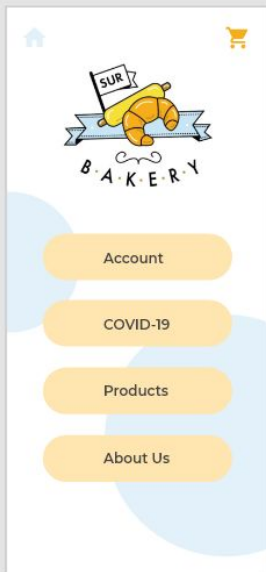**Montserrat Semibold**
Raleway Regular

Icon Sets

High Fidelity Wireframe

High Fidelity Wireframe (cont.)
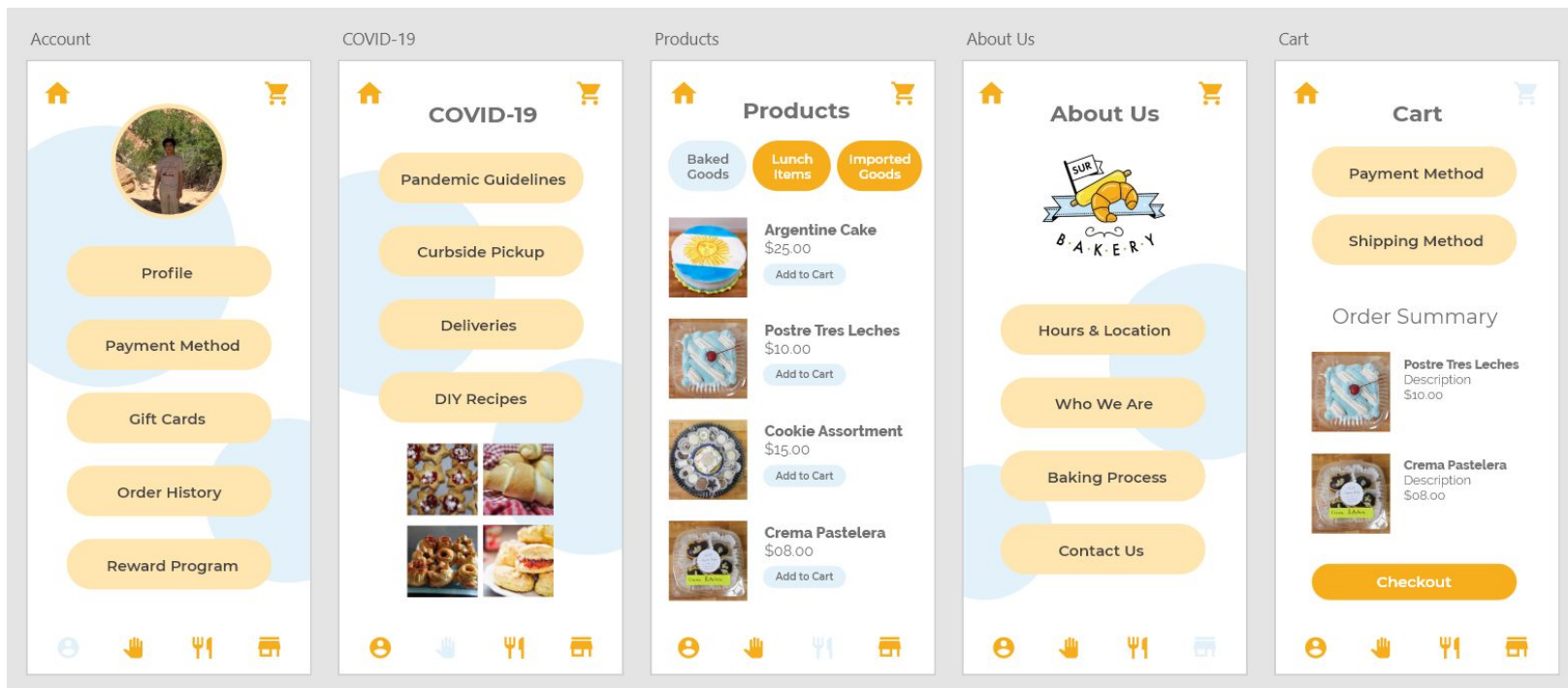
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High Fidelity Wireframe (cont.)

Link: https://xd.adobe.com/view/295eb86e-3773-4f8d-7366-cc1ea9bd0f73-5f6f/?fullscreen&hints=off