

# 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.frenchcupcakebakery.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.

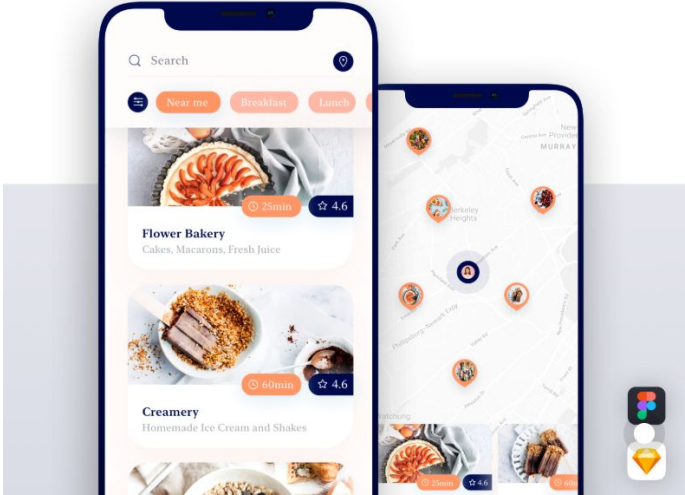
## (6) In what voice?

1. Sharing our sweet Argentine roots with the rest of the world!
2. Sweet, Tasty, Together, Cultural, Friendly

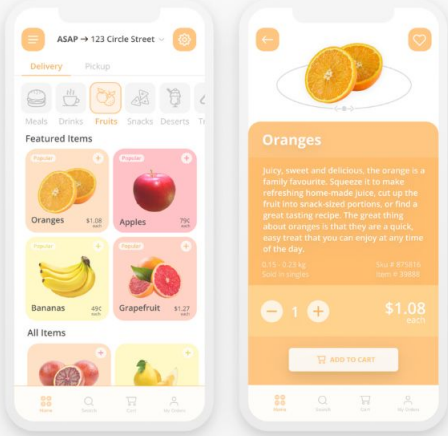
## (7) What kind of response is desired?

We want the public to use this app to buy our products if they are not able to drive to the physical store.

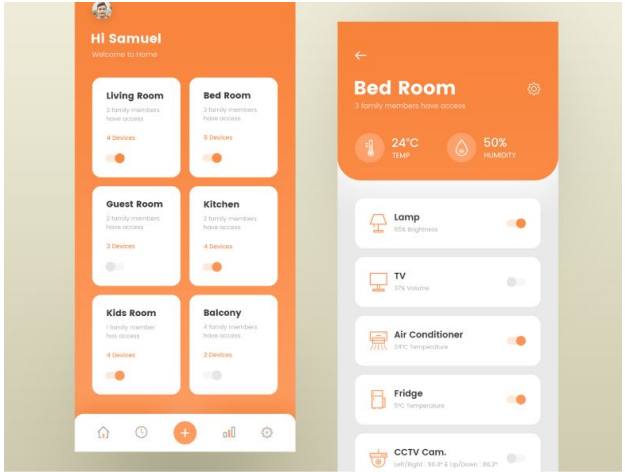
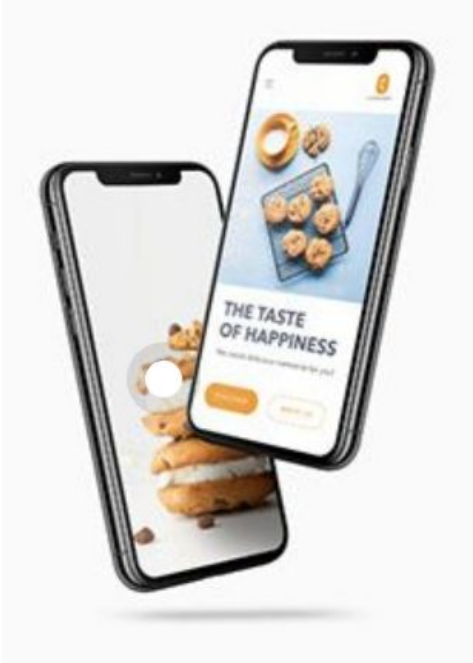
# Mood Board



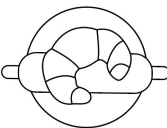
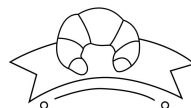
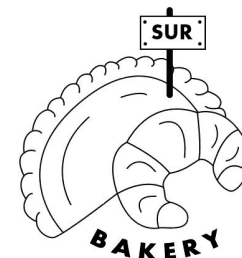
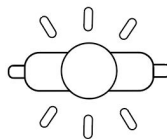
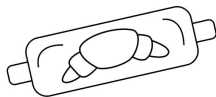
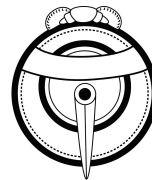
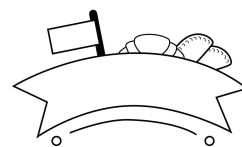
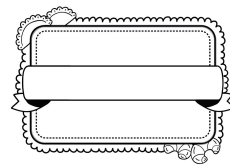
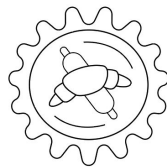
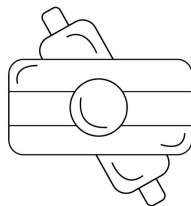
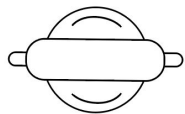
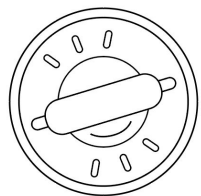
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# 20 Logo Ideas



# 20 Logotype Ideas

**SUR** - Argentine Bakery

Futura Heavy / Futura Book

**Sur** - Argentine Bakery

Century Gothic Bold and Regular

*Sur - Argentine Bakery*

Gabriola Regular

**Sur - Argentine Bakery**

Plantin Regular

**Sur** - *Argentine Bakery*

Futura Medium / Baskerville Italic

*Sur - Argentine Bakery*

Centaur Regular

**Sur - Argentine Bakery**

Poor Richard Regular

**Sur - Argentine Bakery**

Gill Sans Regular

**Sur** - *Argentine Bakery*

Broadway / Minion Italic

**Sur - Argentine Bakery**

Berlin Sans Bold / Futura Book

**SUR - ARGENTINE BAKERY**

Stymie Regular

*Sur - Argentine Bakery*

Futura Book

**Sur** - Argentine Bakery

Book Antiqua Bold and Regular

*Sur - Argentine Bakery*

Bradley Hand Regular

*Sur - Argentine Bakery*

French Script Regular

**SUR - ARGENTINE BAKERY**

Trajan Pro Regular

**SUR** - *Argentine Bakery*

Futura Book / Script Bold

**Sur - Argentine Bakery**

Bodoni Regular

*Sur - Argentine Bakery*

Perpetua Regular

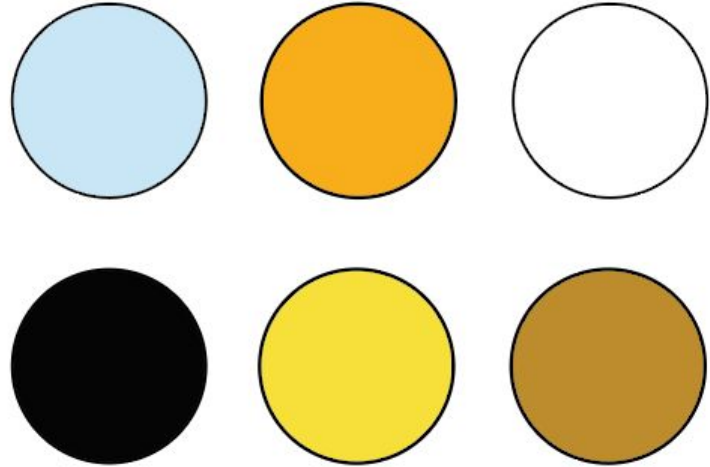
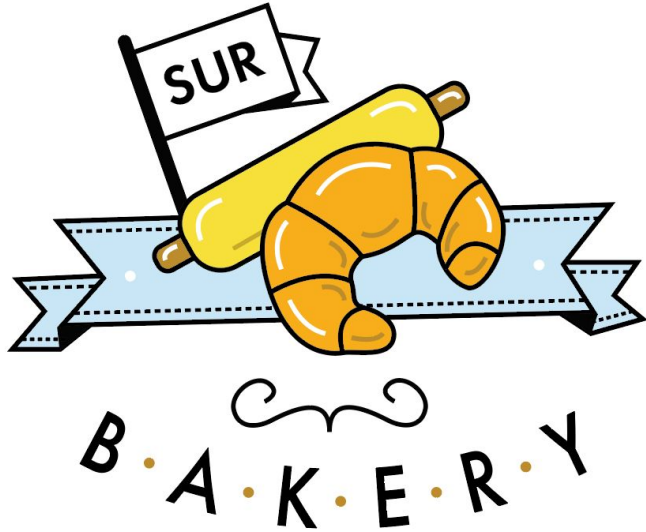
*Sur - Argentine Bakery*

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:

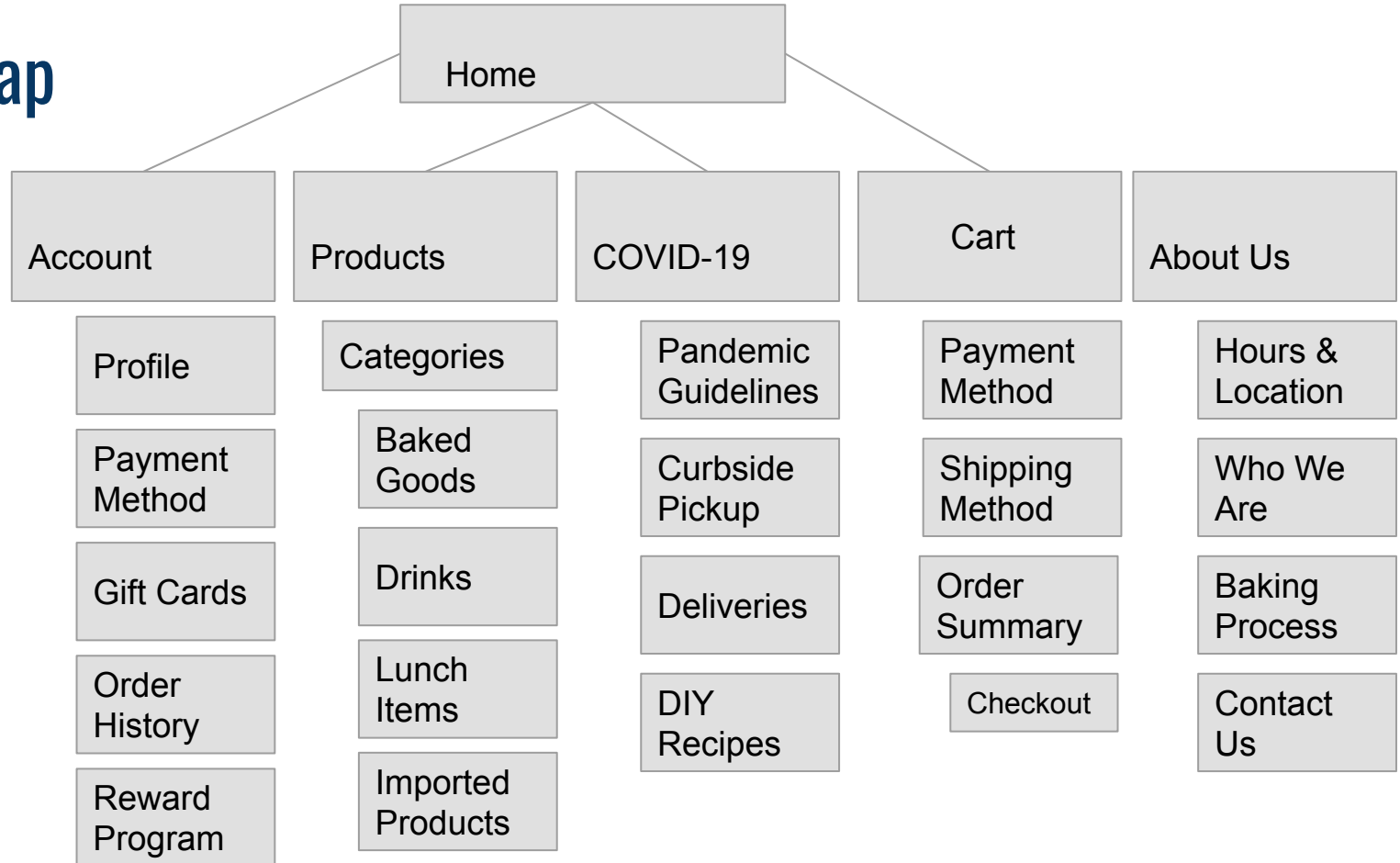
1. Easy to purchase a product in the app
2. Baking process of a product to show our uniqueness
3. How the bakery is staying safe during the pandemic

## 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.

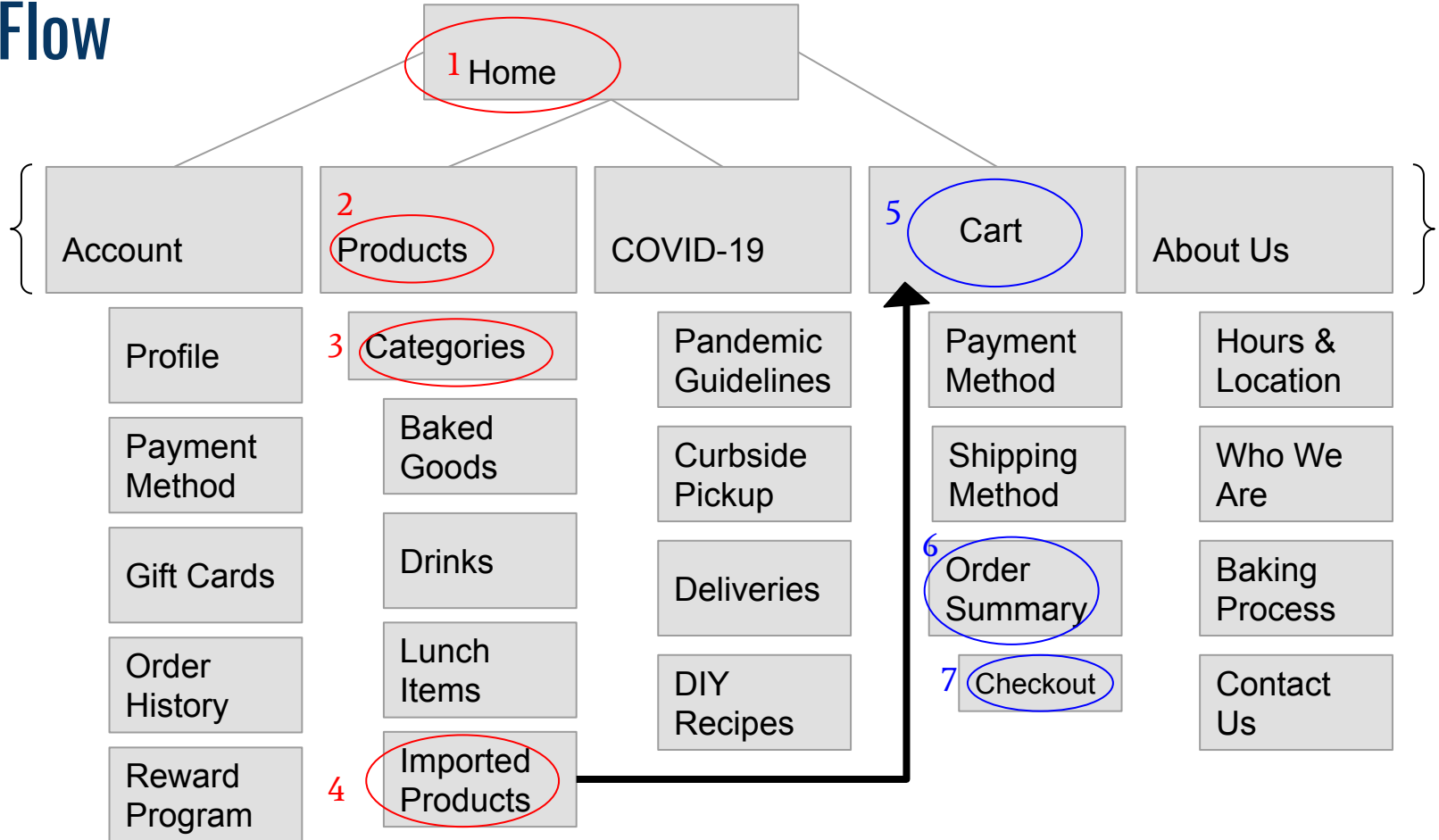
Show photos of the parking lot of the bakery with lines to guide the client easily through the curbside pickup. Include instructional videos to teach how to bake at home as everyone practices social distancing.

# Site Map

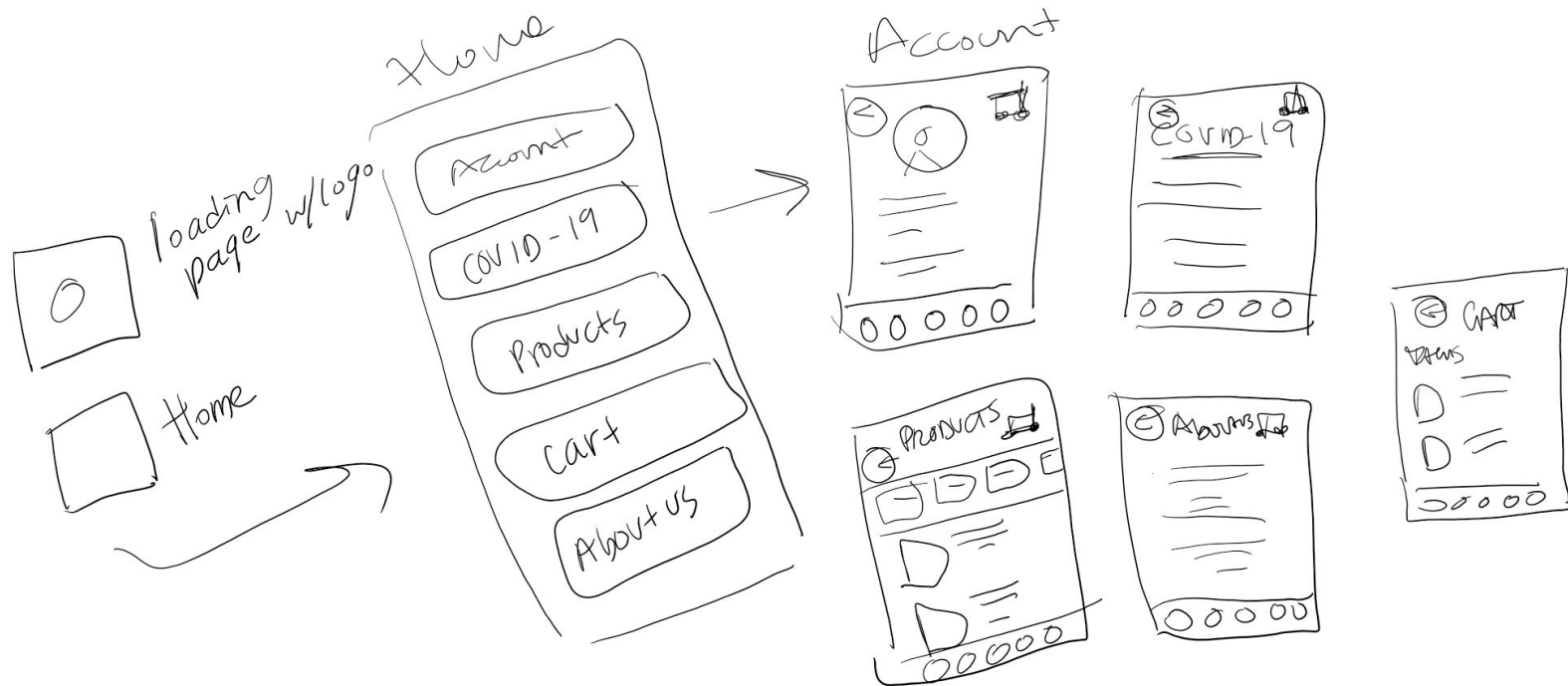


# User Flow

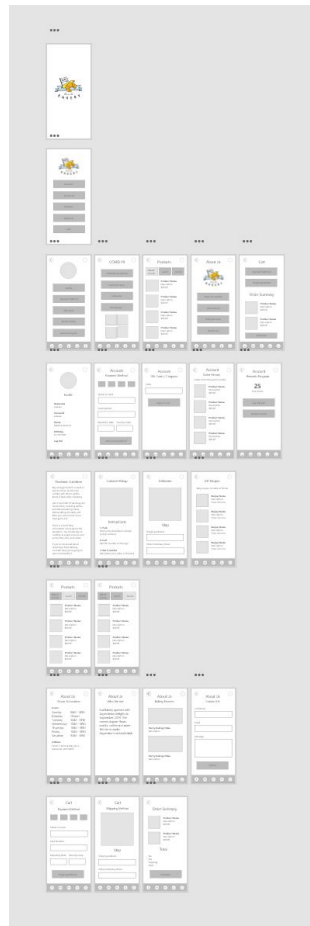
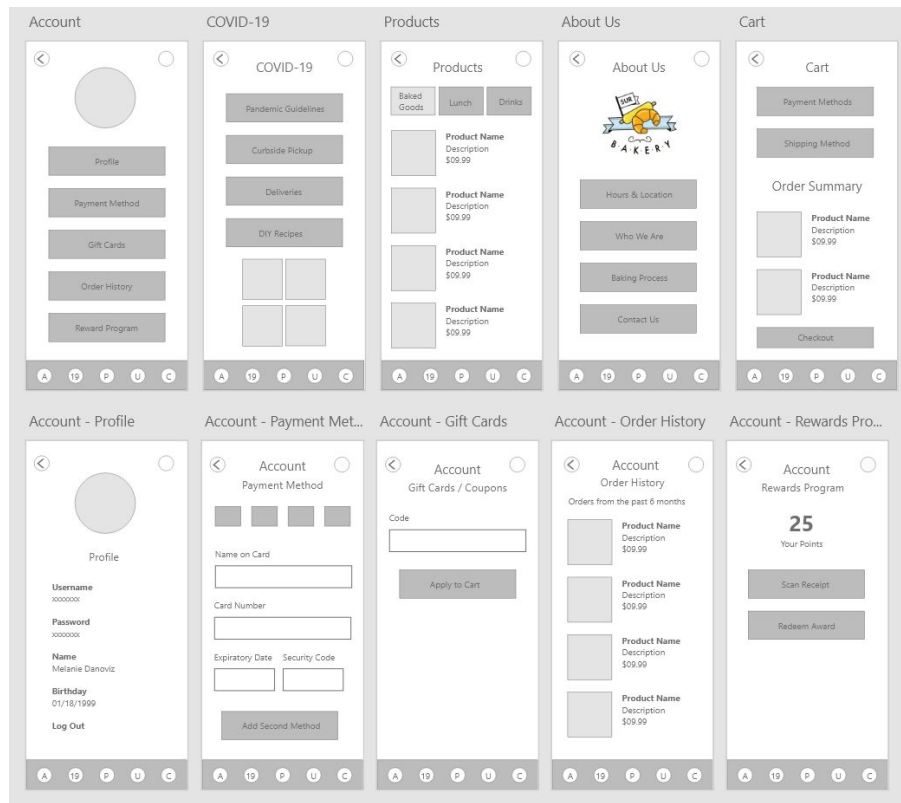
Navigation Bar  
that is visible in  
every screen



# Wireframe Sketch



# Low Fidelity Wireframe



# Low Fidelity Wireframe (cont.)

COVID - Pandemic Guid...

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Pandemic Guidelines

Buy enough food for a week or two at a time. Avoid close contact with others (within about 6 feet) when shopping.

Get in the habit of washing your hands often, including before and after preparing meals, before eating all meals, and after you come home if you have gone out.

There is a lot of false information online about the pandemic. You should rely on credible, accurate sources such as the FDA, CDC, and USDA.

If you're concerned about receiving a food delivery, consider how you're going to open and handle it.

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COVID - Curbside Pickup

<

Curbside Pickup

Instructions

- Park**  
Park by the dedicated curbside pickup entrance.
- Call**  
Call the number on the sign.
- Get it and Go**  
We'll place your order in the back.

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COVID - Deliveries

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Deliveries

Map

Shipping Address

Note to Delivery Driver

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COVID - DIY Recipes

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DIY Recipes

Tasty recipes to make at home!

Recipe Name  
Description  
Time: 20 mins

Recipe Name  
Description  
Time: 20 mins

Recipe Name  
Description  
Time: 20 mins

Recipe Name  
Description  
Time: 20 mins

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Products - Lunch

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Products

Baked GoodsLunchDrinks

Product Name  
Description  
\$09.99

Product Name  
Description  
\$09.99

Product Name  
Description  
\$09.99

Product Name  
Description  
\$09.99

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Products - Drinks

<

Products

Baked GoodsLunchDrinks

Product Name  
Description  
\$09.99

Product Name  
Description  
\$09.99

Product Name  
Description  
\$09.99

Product Name  
Description  
\$09.99

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About Us - Hours & Loc...

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About Us  
Hours & Location

Hours

Sunday	9AM - 6PM
Monday	Closed
Tuesday	9AM - 6PM
Wednesday	9AM - 6PM
Thursday	9AM - 6PM
Friday	9AM - 6PM
Saturday	9AM - 6PM

Address

10518 S Tacoma Way Ste A  
Lakewood, WA 98499

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About Us - Who We Are

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About Us  
Who We Are

Sur Bakery opened with Argentinian delights in September 2019. The owners import flours, snacks, coffee and mate - the tea to make Argentina's national drink.

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About Us - Baking Proc...

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About Us  
Baking Process

Pastry Baking Video  
Description

Pastry Baking Video  
Description

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About Us - Contact Us

<

About Us  
Contact Us

Full Name

Email

Message

Submit

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Cart - Payment Method

<

Cart  
Payment Method

Name on Card

Card Number

Expiry Date

Security Code

Shipping Method

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Cart - Shipping Method

<

Cart  
Shipping Method

Map

Shipping Address

Note to Delivery Driver

A19PU C

Cart - Checkout

<

Order Summary

Product Name  
Description  
\$09.99

Product Name  
Description  
\$09.99

Total

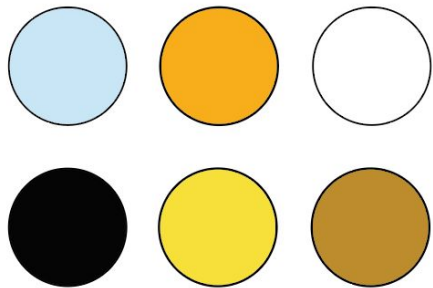
Tax  
Fee  
Shipping  
Total

Complete

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# Logo Gif Animation

## Color Scheme



## Type Setting

**Montserrat Semibold**

Raleway Regular

## Icon Sets

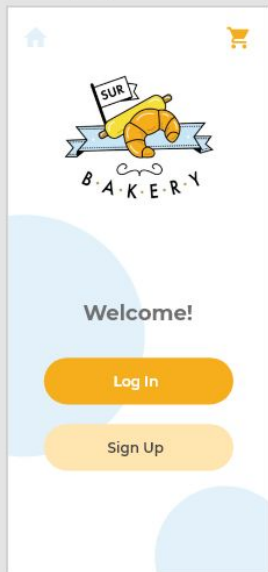




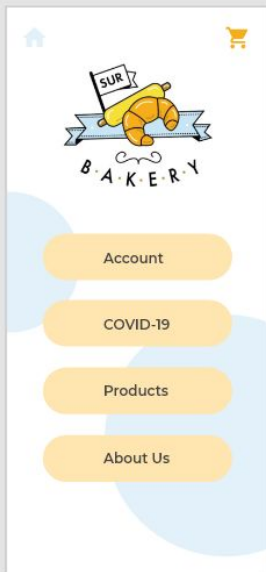
# High Fidelity Wireframe

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

Landing Page



Home Screen



Home Screen – 2



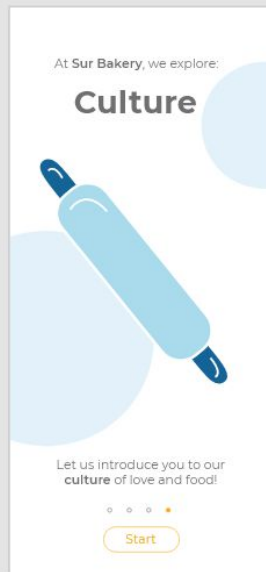
Home Screen – 3



Home Screen – 4

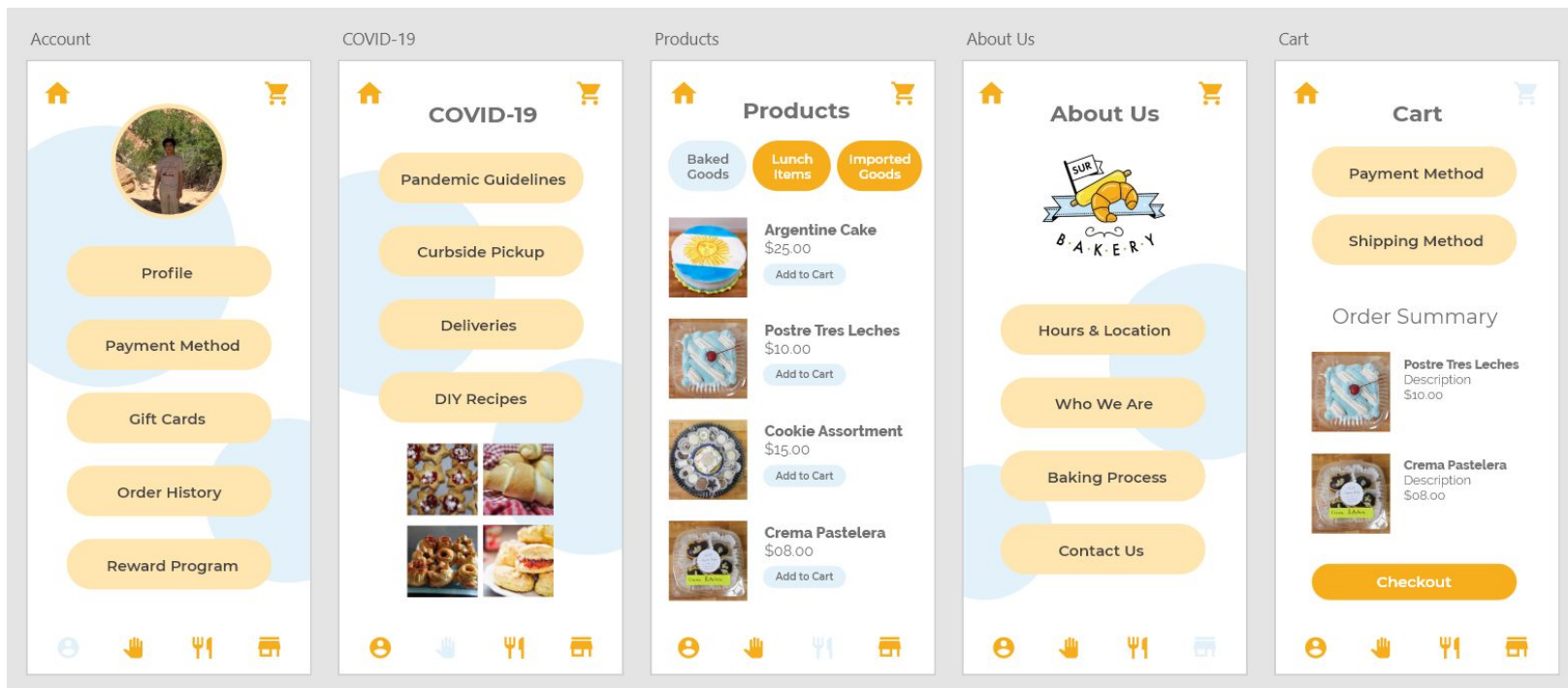


Home Screen – 5



# High Fidelity Wireframe (cont.)

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



# High Fidelity Wireframe (cont.)

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

