Bloc.io > Designer Track > Mike Marin 5.11 Submission > Research and Sketching -- 01 Branding Summary

App Title: Foodle

Foodle is a new app where people can come together to create, share, and plan meals and enjoy a community cooking experience anywhere in the world. Users will be able to search thousands of recipes and organize them into daily meal plans, favorited lists, and uploaded recipes. They will be able to prepare, photograph, and share their own recipes directly within the app with their Foodle community as well as their entire social spectrum.

We want our users to be surprised and inspired by the recipes they find, as well as the recipes shared by other users in their community. Everyone should be empowered to plan and cook a delicious meal, and we feel that no matter what level of cook you are, this app will have something for you!