

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!

In thinking about the visual approach to this app, I first had to establish a name for it. The idea came through using both a mind mapping and list making exercise where I wrote down everything I could regarding my thoughts and feelings towards this idea. With tossing around different names, I came up with the unusual but fun name of Foodle.

The style idea behind Foodle above all were meant to be a bright, visually appealing with high quality imagery that would convey a professionally styled app. The logo choice was designed to convey a somewhat playful feeling while the color choices were made to hint at that feeling throughout the app. Since working with text and viewable recipes was envisioned in this app, the text choice needed to be clear and legible. I believe the app idea yields great potential and users would find it useful and fun to use.