

Process Book

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" YOU MAY BE THIS GOOD TECHNICALlY,
10/10 TECHNICALlY BRILLIANT!
BUT IF YOUR ABILITY COMMUNICATE IS
A 2/10, DO YOU THINK THE CUSTOMER
PERCEIVES YOU TO BE A 10/10 OR 2/10?

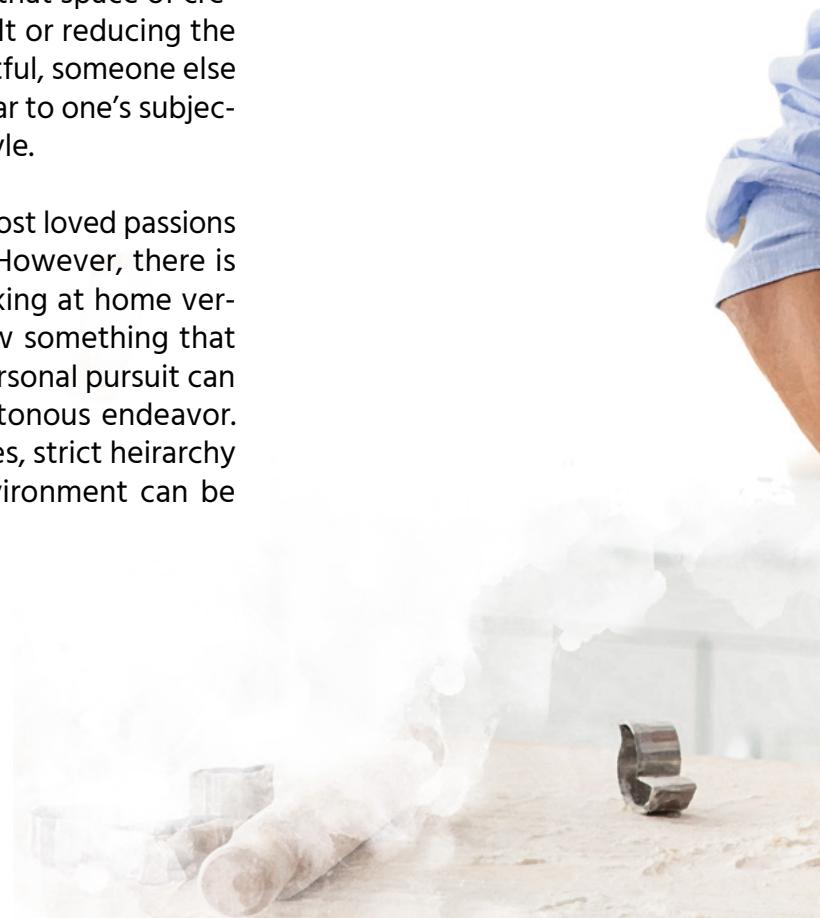
— (Vinh Giang, Communication skills reveals your POTENTIAL 2023)

introduction

THE INSPIRATION FOR THIS PROJECT came about because of my acquaintance with the inner workings of a professional restaurant kitchen a few years back. I gained insight into the laborious work by the chefs and staff that goes into bringing food to the table.

Cooking is an art! While a recipe can serve as a solid foundation for a dish you're preparing at home, one's personal taste, instincts and preferences creates that space of creativity. Feel like adding a touch more salt or reducing the amount of pepper. What you find delightful, someone else may find unappealing or vice versa, similar to one's subjective taste to a painting or a visual art style.

I love cooking myself and its one of my most loved passions besides my work as an IT professional. However, there is a notable distinction between just cooking at home versus cooking in a restaurant setting. How something that was once enjoyable and fulfilling as a personal pursuit can transform into a demanding and monotonous endeavor. The absurdly long hours, repetitive dishes, strict hierarchy and the paradigmatic bureaucratic environment can be physically and mentally taxing.



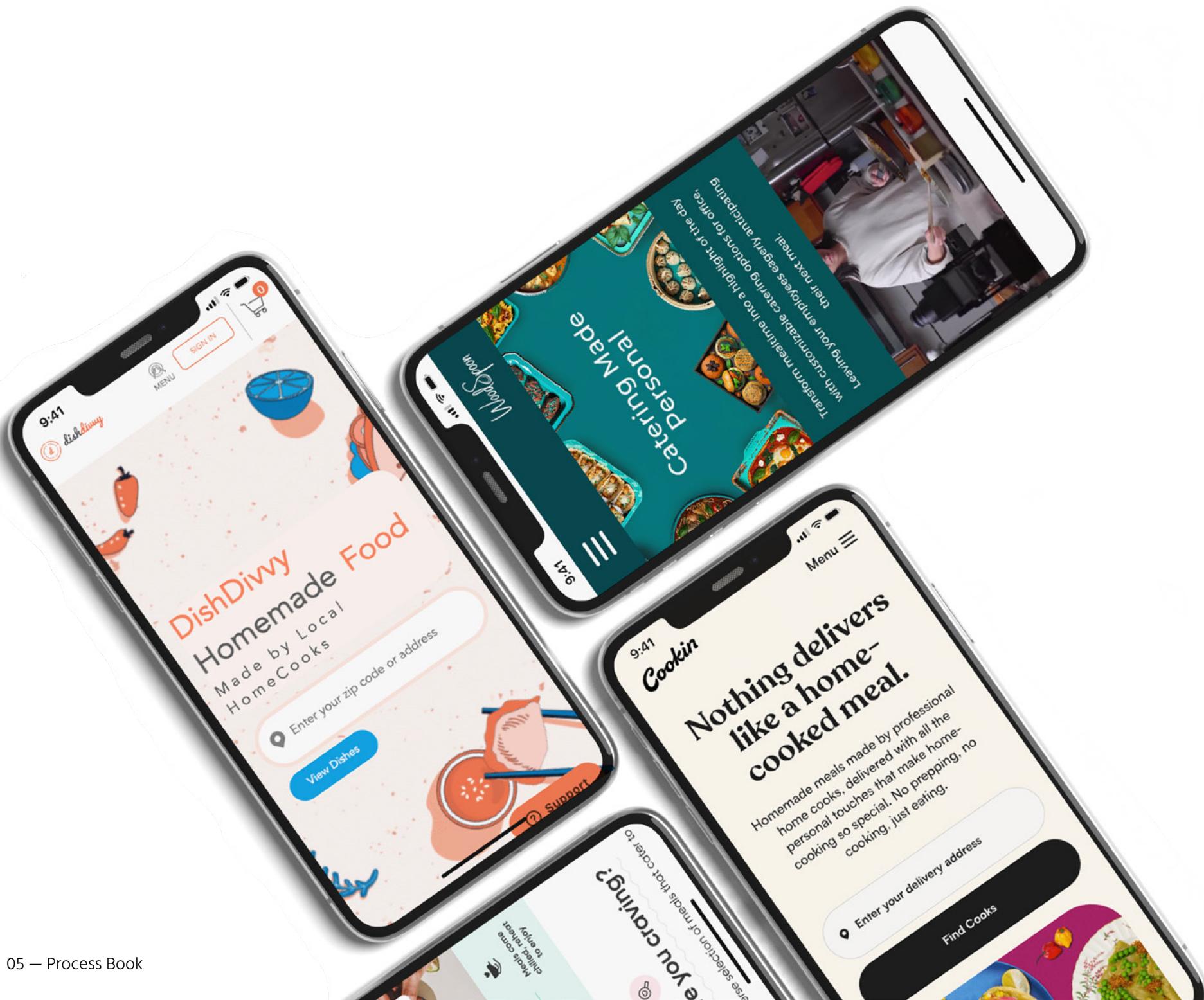


When chefs are afforded the freedom to explore their creativity and unencumbered by operational constraints, their extraordinary talent and culinary expertise allow them to produce a diverse range of dishes. Without the constraints of operational considerations, such as time limitations or budget restrictions, chefs can fully express their culinary artistry, bringing forth a symphony of tastes, textures, and visual delights.

Apart from the professionals, home cooks, hobbyists, and single-dish specialists possess an exceptional talent for creating

amazing dishes that rival those of professional chefs. Despite their lack of formal training, these individuals bring a unique blend of passion, creativity, and personal touch to their culinary creations. Whether it's a treasured family recipe that has been handed down over generations or a specialty dish they've mastered, if not given the opportunity, would deprive the world of something truly special.

Thus, **A Taste of Home** was born.



Research

The research undertaken to address the current problem involved investigating how others have successfully dealt with similar issues. This exploration encompassed various aspects, including identifying opportunities for home cooks, weighing the pros and cons as well as legal considerations of selling food from home, ensuring food safety and compliance with cottage food laws, and examining existing services to differentiate the concept from typical food delivery platforms. Some might perceive this research as unnecessary, but understanding the existing landscape is undeniably beneficial for shaping my vision and objectives for this project. For instance, learning about the disparities in food safety and regulations between restaurants and home cooking might prompt me to focus on enhancing that aspect. While the main goal isn't solely centered around creating an app or defining its business requirements, the research provides valuable insights into the kind of design work required to achieve that goal, if deemed necessary in the future.

During the investigation, I discovered two existing apps—[Cooking.com](#) and [Dishdivvy.com](#)—that share similarities with my project. This knowledge allowed me to assess how I can improve the effectiveness of my design and emphasize the unique value proposition of this endeavor in comparison to these existing services.

•vision

A TASTE OF HOME IS a groundbreaking platform that revolutionizes the way we experience and savor delectable homemade dishes. Born out of a deep appreciation for home cooking and a desire to celebrate the incredible talents of passionate individuals, A Taste of Home provides a unique opportunity for home cooks, culinary enthusiasts, and aspiring chefs to share their gastronomic creations with the world.

Imagine a virtual marketplace where the limitations of restaurant operations are lifted, and the true essence of homemade cooking shines through. A Taste of Home offers a platform where talented individuals can showcase their culinary prowess and market their dishes to a wide audience without the need for a physical restaurant or the associated overhead costs. It's a haven for those who possess a genuine love for cooking and an unwavering desire to share their creations.

For home cooks, this is a chance to transform their kitchen into a vibrant culinary hub. From cherished family recipes that have been passed down through generations to innovative creations that push the boundaries of flavor, A Taste of Home embraces all styles and cuisines.







TO BE ABLE TO DEVELOP a comprehensive branding strategy for the platform that celebrates homemade cooking and connects passionate individuals through an online marketplace. The branding should successfully capture the essence of homemade cooking, embody the company's vision, and generate intrigue among aspiring cooks eager to join the platform, as well as the hungry customers themselves.

Audience

- Home cooks and culinary enthusiasts seeking a platform to showcase their talent and market their homemade dishes.
- Food lovers looking for authentic homemade meals and unique dining experiences.
- Individuals interested in exploring diverse culinary traditions and supporting local culinary talents.
- Given that the platform serves both cooks and customers, the age range of users spans across a broad demographic spectrum.

Deliverables

Logo. A visually intriguing and memorable logo that represents the essence of the project's vision. Ensure the logo is versatile, legible, and works well across various platforms, including digital and print media.

AD Campaign. Drive brand recognition through disruptive, ingenious and unforgettable campaigns posters, aiming to create buzz and spark intrigue.

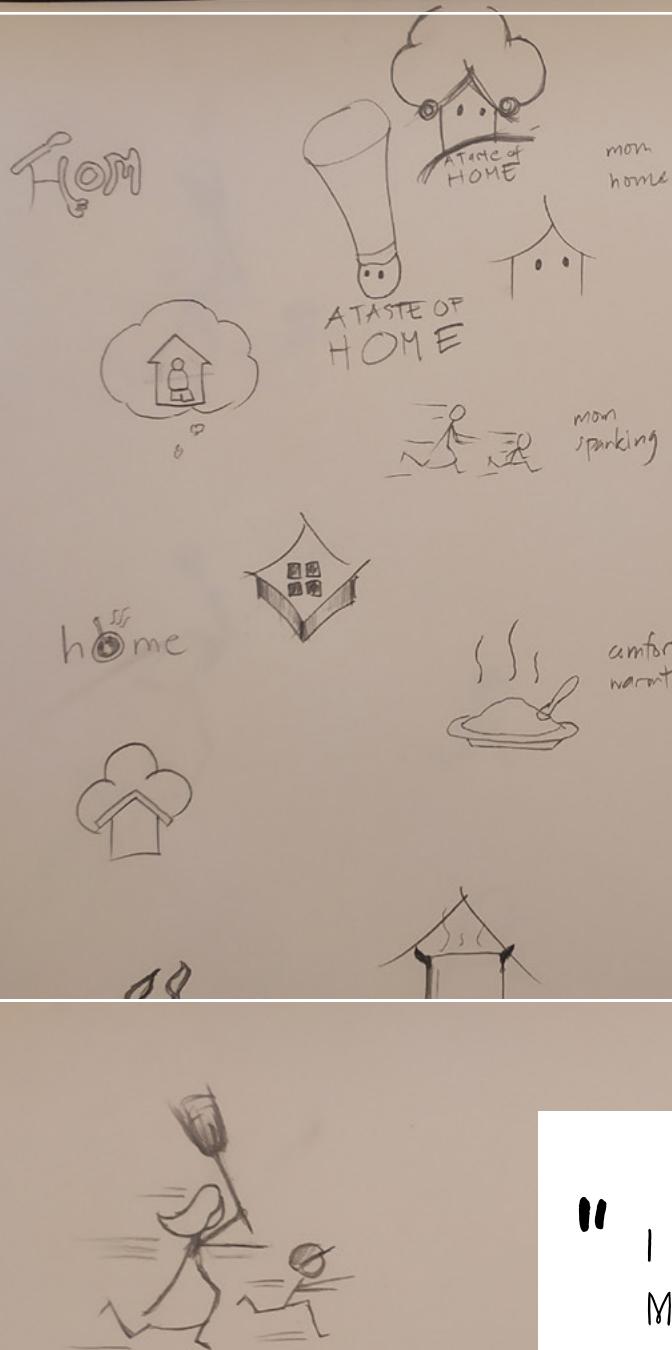
App Design. A simple but modern app design that effectively captures the platform's unique functionality. High emphasis on ease of use, seamless user experience and highlighting the talented chefs with their homemade dishes.

" DESIGNING A LOGO MAY SEEM SIMPLE AT FIRST, JUST DRAW A SYMBOL, ADD COLORS, TEXT, AND YOU'RE DONE!

Logo

HOWEVER, CRAFTING A TRULY INGENIOUS and memorable logo involves a more systematic approach, starting with a clearly outlined plan.

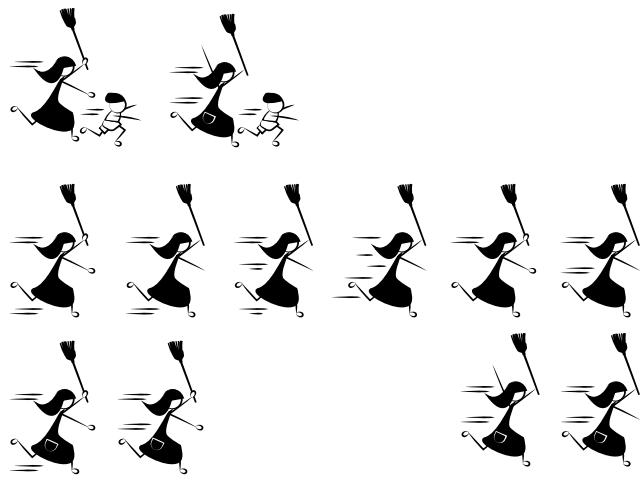
This plan includes reading and understanding the vision, objectives, and creative brief. Next, ideas are generated using a mind map, and the type of logo (e.g., wordmark, pictorial) is identified. Sketches are then drawn, and the chosen design is converted into a vector format. The process continues with the exploration of variations, colors, and typography, allowing for ample research and possibly back-and-forth iterations to ensure the final logo effectively hits the objective.



A Taste of Home - comfort /
 - nostalgia
 - aroma /
 - cultural
 - discovery
 - familiar
 - mom /
 - potatoes
 - rice
 - family
 - experimenting
 - simple
 - memories
 - holidays
 - love /
 - childhood /
 - warmth
 - vegetables
 - fish
 - spanking (from mom) /
 - lunchbox /
 - taste test

Sweet
 Sour
 Salty
 Bitter
 Umami
 Tongue
 Chen
 Delicious
 Soup

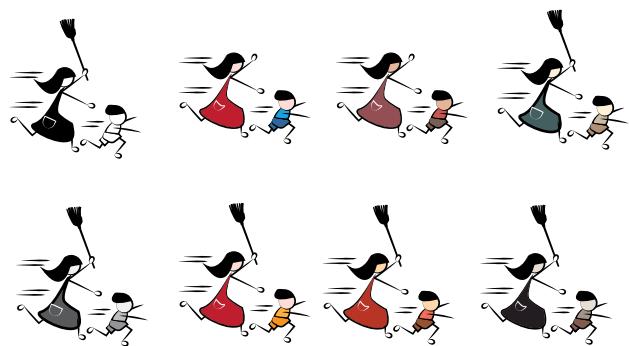
" I THOUGHT, WHAT WOULD BE THE MOST NOSTALGIC MEMORY THAT REMINDED ME OF HOME? A SUDDEN SPARK BROUGHT BACK A CHILDHOOD SCENE: PLAYING OUTSIDE WITH FRIENDS FOR HOURS, AND THE SIGHT OF THE GOLDEN BROOM, SIGNALING THAT IT WAS TIME TO RETURN HOME FOR DINNER.



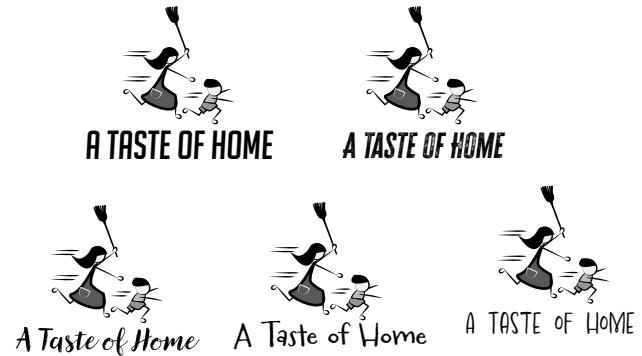
Vector



Variation Exploration



Color Exploration



Type Exploration



Horizontal Variation



Vertical Variation



Logomark



A TASTE OF HOME

Black



A TASTE OF HOME

Reverse



A TASTE OF HOME

Grayscale

Safety zone



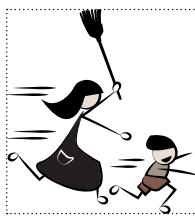
minimum size



1.3 in | 33.02 mm | 93.6 px



1.0 in | 25.4 mm | 116 px



1.0 in | 25.4 mm | 116 px

meaning

THE LOGO AIMS TO EVOKE emotions tied to childhood experiences associated with home and family.

- Its deliberate design seeks to create a sense of yearning for mom's daily homemade cooking.
- The neutral earth tones used evoke the warm and rustic ambiance often found in humble kitchens of the past.
- The intentional shaping of hands and feet to resemble spoons adds a charming touch while the typeface imparts a feeling of homely decor.

Overall, the logo intends to bring a relatable and nostalgic visual with the hopes of bringing out a smile.

color



HEX #835A50
RGB 131, 90, 80
CMYK 40, 63, 63, 24



HEX #A2948D
RGB 162, 148, 141
CMYK 38, 38, 41, 2



HEX #E8DCD3
RGB 232, 220, 211
CMYK 8, 11, 14, 0



HEX #831010
RGB 131, 16, 16
CMYK 29, 100, 100, 35



HEX #F87300
RGB 248, 115, 0
CMYK 0, 68, 100, 0



HEX #000000
RGB 0, 0, 0
CMYK 0, 0, 0, 100



HEX #58595B
RGB 88, 89, 91
CMYK 0, 0, 0, 80



HEX #939598
RGB 147, 149, 152
CMYK 0 0 0 50



HEX #BCBEC0
RGB 188, 190, 192
CMYK 0, 0, 0, 30

typography

Heading

Korelev Compressed Medium
DIN Condensed Bold

Body Copy

Hind Madurai Regular
Oswald Light

Combinations and Uses

Korelev Compressed Medium
Hind Madurai Regular

Hind Madurai SemiBold
Hind Madurai Regular
Hind Madurai **Regular**

Primary typography used for presentations, marketing materials, websites and apps.

Subheading and Body Copy Emphasis

Hind Madurai SemiBold

Pull Quote

HEY ELOISE REGULAR

DIN Condensed Bold
Oswald Light

Secondary option strictly for big display style creative uses. Examples: posters, marketing materials, presentations.









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PATRICK JOHN PACANA
Head Couch Potato

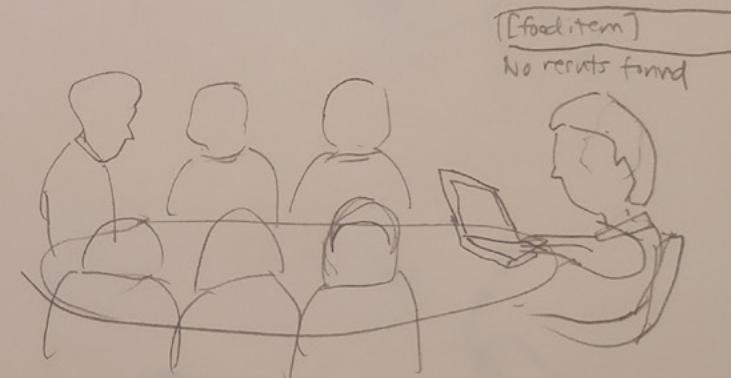
A Taste of Home
www.atasteofhome.com

" AN AD CAMPAIGN POSTER WORTH
REMEMBERING WITTILY GRABS THE CROWD'S
GAZE WHICH iMPRINTS THE MESSAGE WITH
A DELIGHTFUL DOSE OF CREATIVITY.

AD Campaign

THE PROCESS BEGINS WITH A clear understanding of the campaign's objective and target audience. Determine ideas that hold the potential to resonate deeply with the audience; the more the better! Using the SCAMPER technique is an excellent method to modify and elicit more ideas. Simplicity, humor, contrast and avoiding cliche's serves as valuable guiding principles, allowing the message to be conveyed concisely and with significant impact.

1. a hand scrolling the phone for hours
 - serious business meeting, one guy is distracted finding a place to buy food
 - his face looks upset because food/search result can't be found
2. person eating generic food (instant noodles, hotdog, canned food)
 - but he is thinking of the food from home
 - or watching food shows in youtube
3. person eating with friends
 - his friends food's aroma is tempting his nose
4. person eating alone at home
 - the aroma of his neighbours food is inviting his nose
5. an astronaut who just landed is missing homecooked food but can't find it
6. a bowl of instant ramen, masked to look like another food overlayed



1st attempt

I WAS ON THE VERGE of choosing this idea, especially given the time constraints. I wasn't entirely content with it; the ad felt just average. Despite having already invested six hours exploring different variations, it didn't evoke a sense of happiness or contentment in me.

So, I revisited my list of ideas, and inexplicably my brain locked on to #2 and #6. **Then, in a flash**, a brilliant new idea struck me like a bolt of lightning.



CHICKEN ADOBO

Succulent pieces of chicken bathe in a marinade of soy sauce, tangy vinegar, and aromatic spices, slowly simmered to tender perfection.



Available on Android & iOS

SUCCESS!

THE AD CLEVERLY PLAYS WITH contrast, juxtaposing the familiar image of a boring instant ramen with an intriguing description of another food name, generating a sense of tension like a sudden question mark thought. The visual style is reminiscent of something familiar, perhaps a Netflix movie poster, I couldn't pinpoint which exactly, but effectively capitalizing on the principle of familiarity.

The graphic elements are very simple with no clutter; even no icons for the download platforms, keeping the focus dead straight on the core idea. Initially, the food description wasn't there to add more tension through curiosity, but eventually was included to aid other audiences in better understanding the food name. The concept of rotating the plate to create a bored face was considered, but from my perspective, it unintentionally diminishes the impact of the instant ramen visual.

KOKOREÇ

Savory, rich, and utterly irresistible slow roasted skewers of savory lamb, meticulously seasoned with a harmonious blend of aromatic spices.



Available on Android & iOS

VATTAYAPPAM

Steamed, soft and melt-in-your-mouth rice cake
exuding an intoxicating aroma and bursts forth a
delightful combination of sweet and nutty tastes.



A TASTE OF HOME

Available on Android & iOS

BigBoard (02(25)0)

KOKOREÇ

Savory, rich, and utterly irresistible slow roasted skewers of savory lamb, meticulously seasoned with a harmonious blend of aromatic spices.



Available on Android & iOS



CHICKEN ADOBO

Succulent pieces of chicken bathe in a marinade of soy sauce, tangy vinegar and aromatic spices, slowly simmered to tender perfection.



A TASTE OF HOME

Available on Android & iOS

ZELLOS

VATTAYAPPAM

Steamed, soft and melt-in-your-mouth rice cake
exuding an intoxicating aroma and bursts forth a
delightful combination of sweet and nutty tastes.



Available on Android & iOS

CHICKEN ADOBO

Succulent pieces of chicken bathe in a marinade of soy sauce, tangy vinegar, and aromatic spices, slowly simmered to tender perfection.



A TASTE OF HOME
Available on Android & iOS

KOKOREÇ

Savory, rich, and utterly irresistible slow-roasted skewers of savory lamb, meticulously seasoned with a harmonious blend of aromatic spices.



A TASTE OF HOME
Available on Android & iOS

VATTAYAPPAM

Steamed, soft and melt-in-your-mouth rice cake exuding an intoxicating aroma and bursts forth a delightful combination of sweet and salty tastes.



A TASTE OF HOME
Available on Android & iOS

App Design

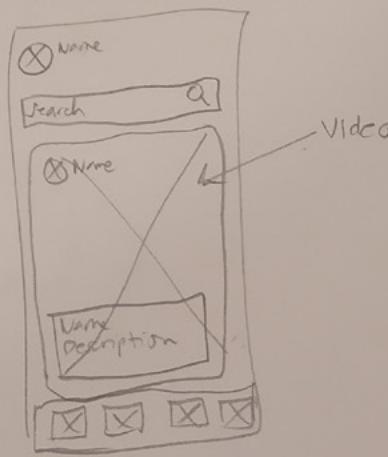
CREATING AN APP DESIGN FOR this project involves a systematic and user-centric approach. The first step is conducting comprehensive research to understand the market for selling food from home, food safety and existing services. Although the scope of this project doesn't include the full business requirements, only the ideas and elements unique to A Taste of Home was considered.

With a clear vision in mind, I proceeded to create wireframes and prototypes to visualize the app's layout and flow. Finally, integrated eye-catching visuals, brand elements, and a cohesive color scheme to enhance the app's aesthetic appeal.

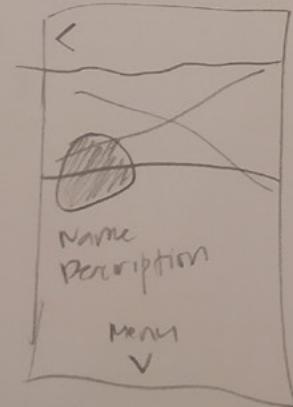
Login/Signup



Menu List



profile



7:00

Hi, Patrick John
your order is arriving in 10 mins.

Deliver to Hayden St.

Search

Rahol's Kitchen
Check out his other dishes.

pork barbecue filipino

GRILLED PORK BELLY — \$4.50
28 - 30 mins
Succulent strips of pork belly, marinated to perfection in a medley of delectable spices and tangy-sweet sauces. 4.5

5 DISHES 50 BOOKMARKS

Check out his dishes

7:00

Deliver to Hayden St.
your order is arriving in 10 mins.

Rahol's Kitchen

GRILLED PORK BELLY — \$4.50
28 - 30 mins
Succulent strips of pork belly, marinated to perfection in a medley of delectable spices and tangy-sweet sauces. 4.5

- 2 +

Delivery Fee: Free
HST \$0.50
Tip \$1.00
Total (CAD) \$10.50

Payment
VISA Visa **** 1234 \$10.50

Checkout

7:00

YOUR ORDER

Deliver to Hayden St.

Rahol's Kitchen

GRILLED PORK BELLY — \$4.50
28 - 30 mins
Succulent strips of pork belly, marinated to perfection in a medley of delectable spices and tangy-sweet sauces. 4.5

- 2 +

Delivery Fee: Free
HST \$0.50
Tip \$1.00
Total (CAD) \$10.50

Payment
VISA Visa **** 1234 \$10.50

Checkout

7:00

A TASTE OF HOME

Sign up with Apple ID

Sign up with Phone Number

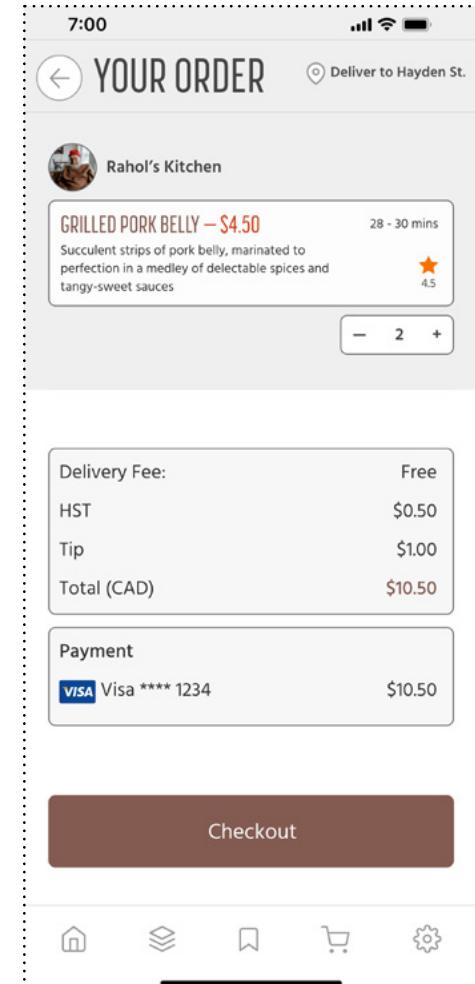
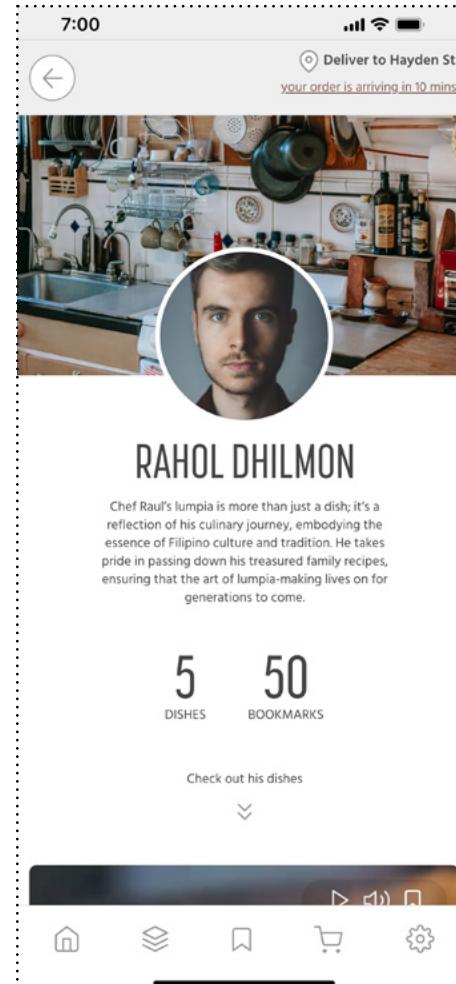
Home ⌂ Book Cart ⚙

Home ⌂ Book Cart ⚙

Home ⌂ Book Cart ⚙

ideation

THE PRIMARY NAVIGATION STYLE OF this app centers on emphasizing the visual aspect of food to set it apart as a unique food delivery platform. To achieve this distinction, I opted to integrate short-form video content, akin to popular formats like Facebook Stories and YouTube Shorts. As homecooks offer a more personalized touch compared to restaurants, their menus often consist of a select few signature dishes. As a result, the chef's name takes prominence, and a link to their profile is included to showcase their passion and culinary expertise.



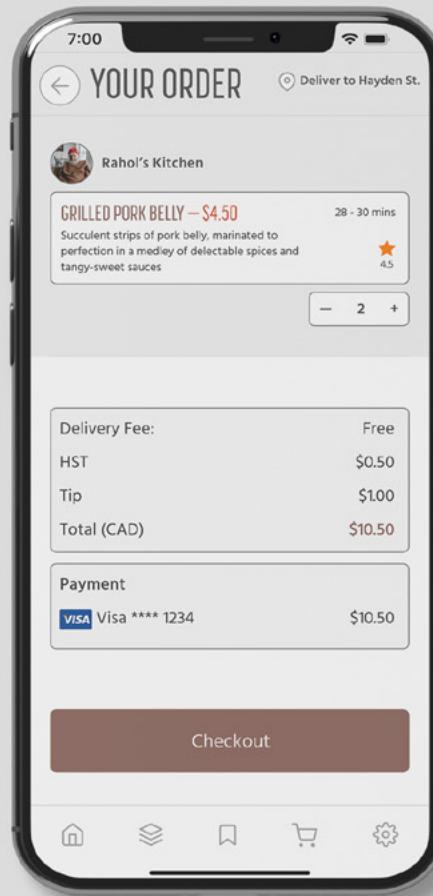
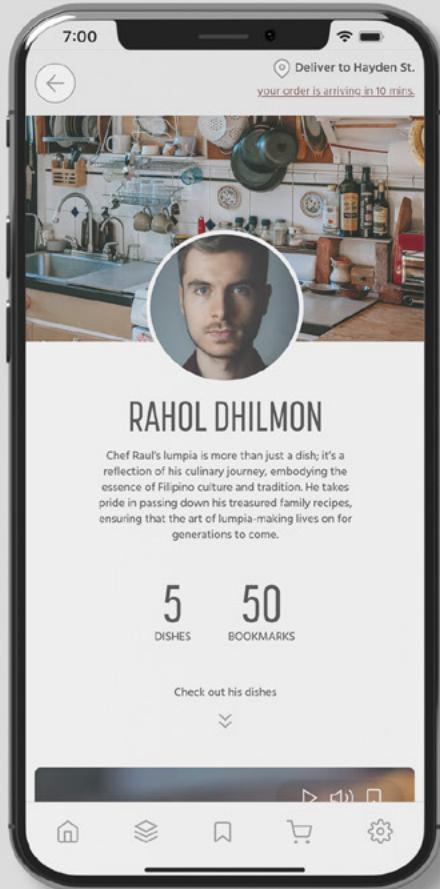
scroll me.



See it in action

<https://xd.adobe.com/view/eaf9d5b2-088a-4804-a361-1d0a3f57b4f9-bfaa/>





thoughts

The lessons I truly learned in the work done for this project were continuous evaluation of research needs, staying focused on true objectives, and finding the right balance between quality and time. These were key at all stages in the design process. Half of the work involves effectively communicating ideas and processes during the design journey. While having a plethora of impressive ideas and ambitious design goals is exciting, it is crucial to avoid over-exertion and understand when efforts become excessive. The primary challenge of the design work was coming up with a solid and ingenious idea. While creative technical skills are valuable, it is the understanding of objectives and ideas that truly brings a design home.

In the past, I often lacked confidence in my design skills due to my limited experience in actual design work. When tasked with designing something, I tend to preface it with a disclaimer, acknowledging that I am not a professional designer and asking for understanding regarding the quality. However, after participating in this program and project and gaining valuable experience, I now take pride in confidently stating that I can design and produce quality work.

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