



Forklore

What is Forklore?

Forklore

An application meant for a digital experience that encompasses that of a regular cookbook, but even better with features to encapsulate memories and generations recipes.



How is it different?

Unlike modern day recipe applications, they mimic a social media approach to create and share recipes. Our application tries to encompass a physical cookbook, one that can be passed down through generations. And unlike a physical cookbook, our app features ways to create, store, and personalize memories, keeping traditions alive potentially forever.

Fun Fact

Forklore - a play on folklore, traditional cultures and practices of any group of people. Recipes encompass endless traditions and cultures.





Design Rationale

1 The Logo



Forklore

Fork used to directly
illustrate the name

Handwritten typeface to
mimic handwriting

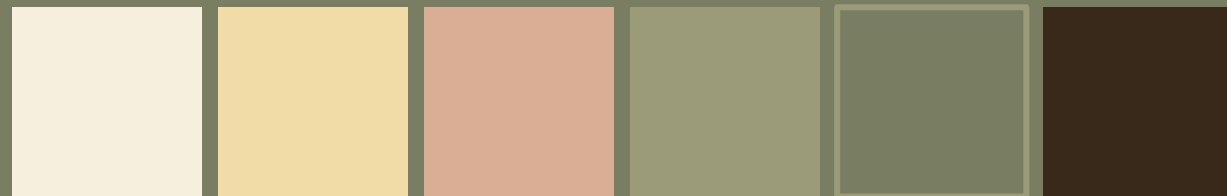


Design Rationale



2 The Colors

Warm, earthy colors that evoke feelings of nostalgia

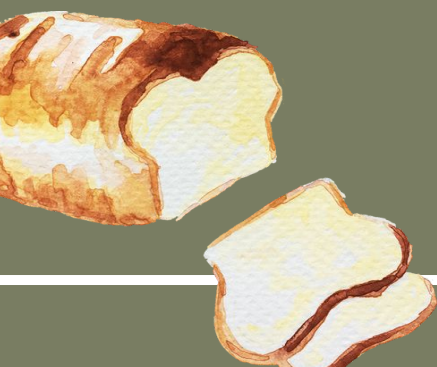


3 Typography

A mixture of handwritten and serif fonts to convey a handmade feeling


Logo – Caveat Brush
Headers – Calistoga

Body Text – Alegreya



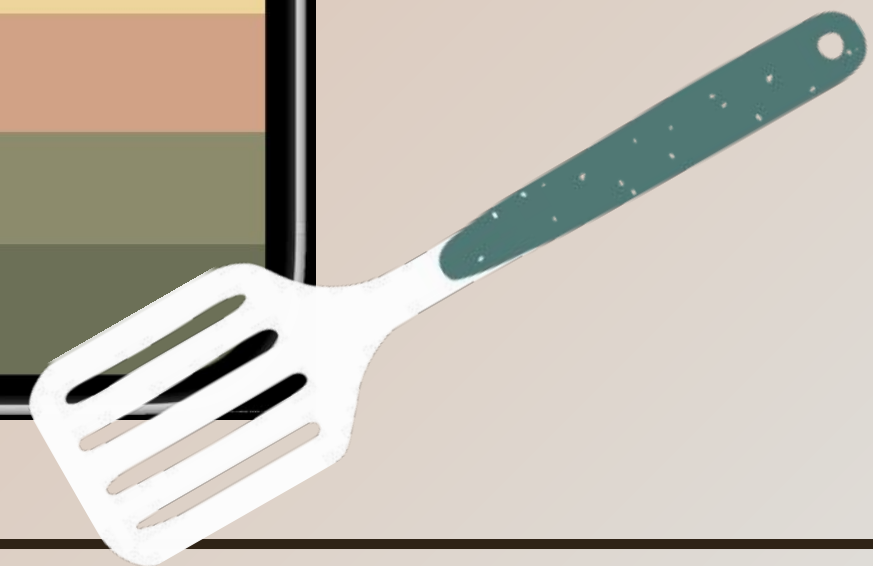


Splash/Logo



Simple handwritten font paired with a fork icon, emphasizing cooking functionality & a personal touch.

App opens directly to the Cookbooks screen, serving as the central hub from which all users can navigate!

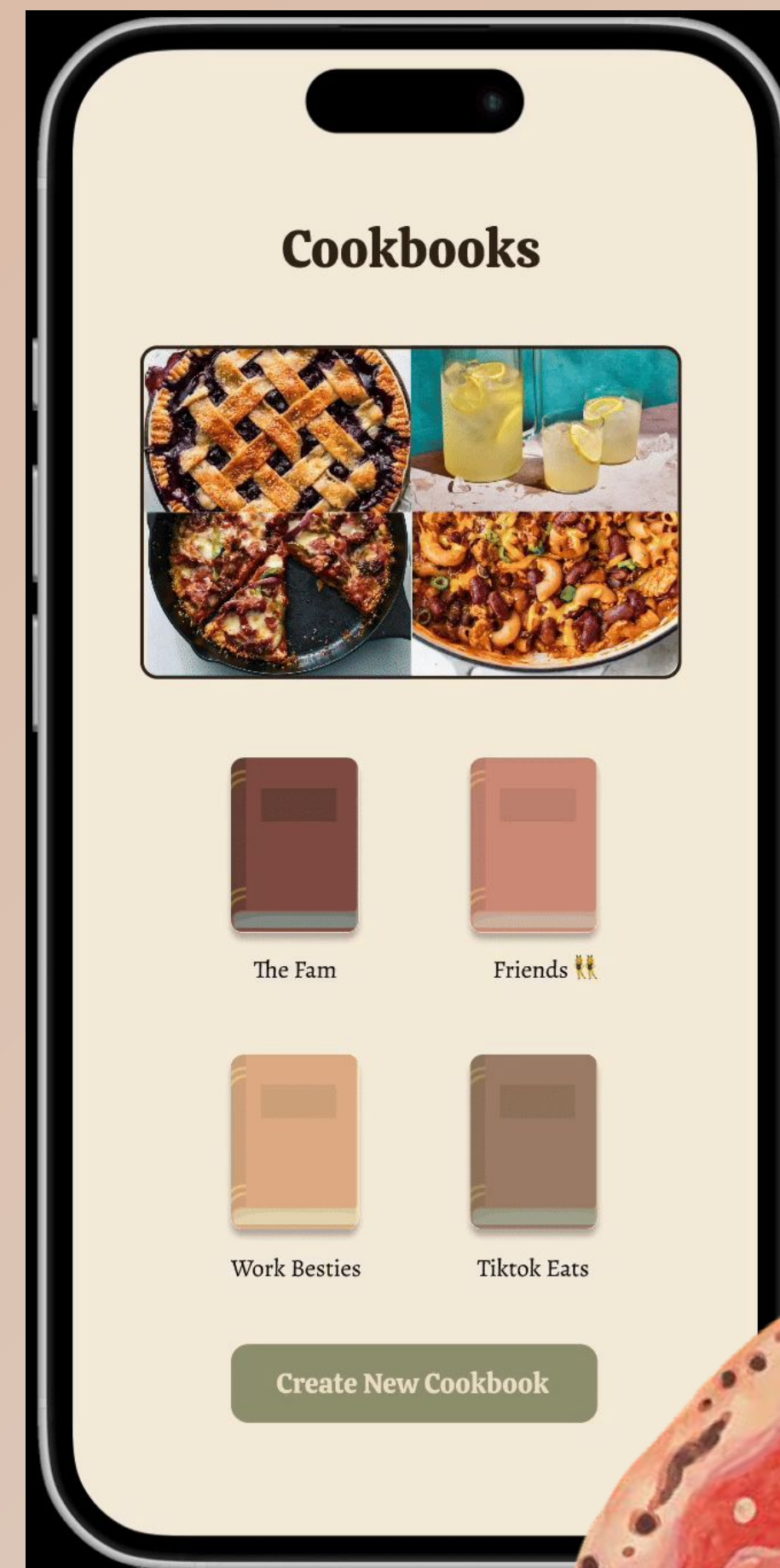




Cookbooks



This interface provides users with a curated gallery of recent community images. users can seamlessly switch to a creation view to start a new cookbook, personalize its name and color, and invite family and friends to collaborate!

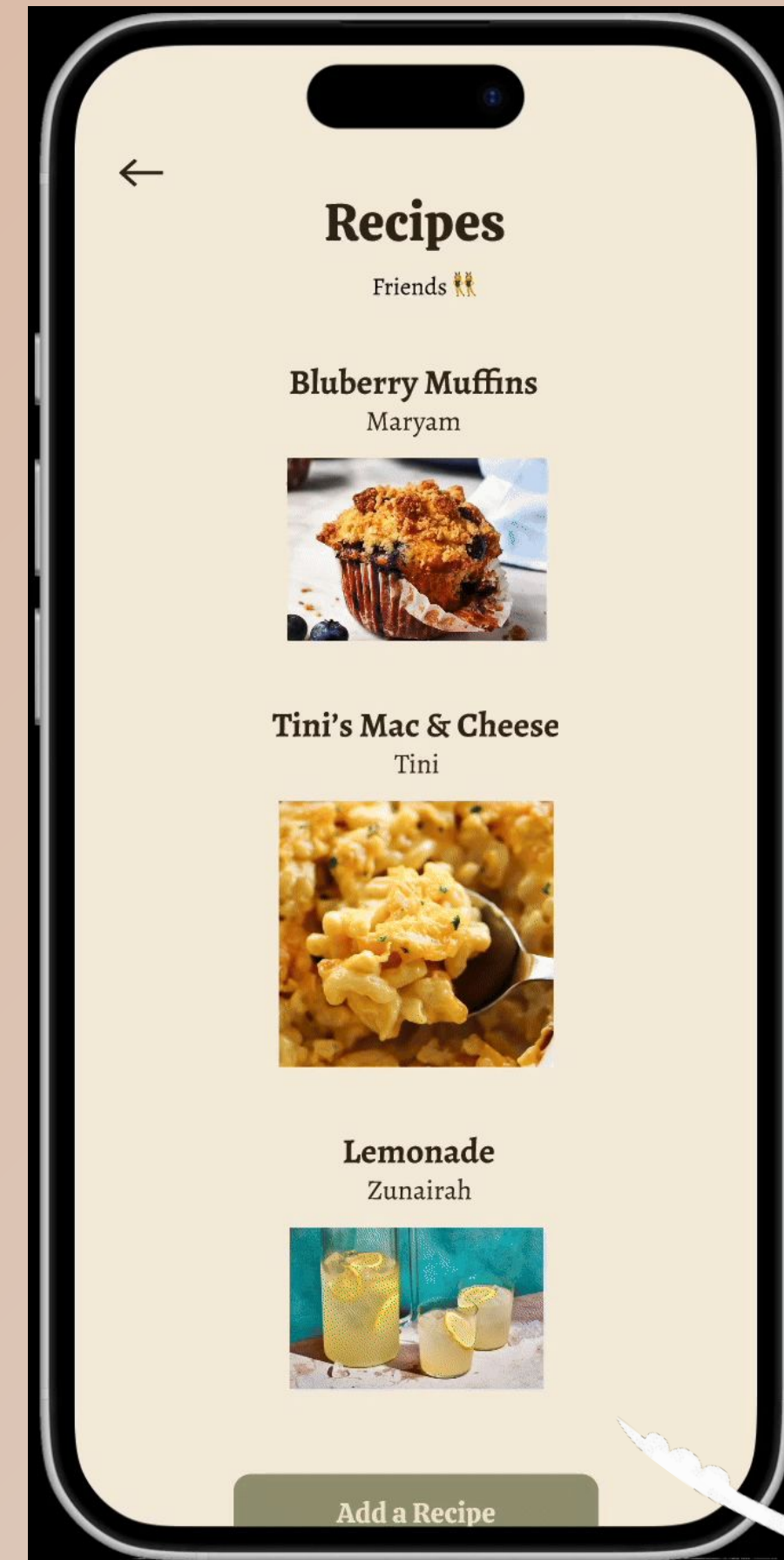




Recipes



This view enables users to create new recipes or explore published/shared ones from others. Each recipe page features a curated image gallery from collaborators, an interactive ingredient checklist for progress checking, and options to leave voice notes or comments for shared insights and retaining memories! Flipping to the next recipe mimics an actual page turn of a physical book.





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