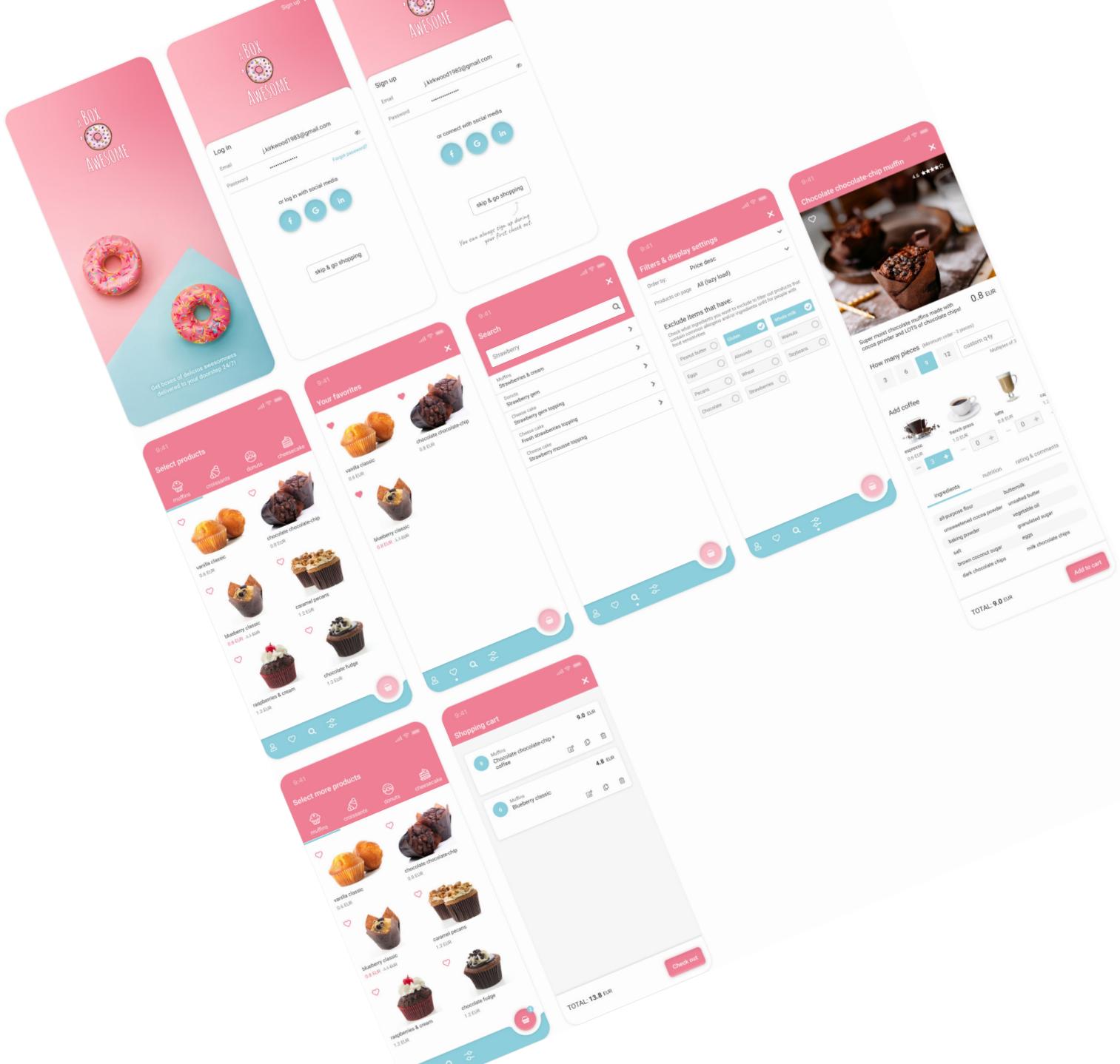


Pastry Dreams

Eat Better, Feel Better

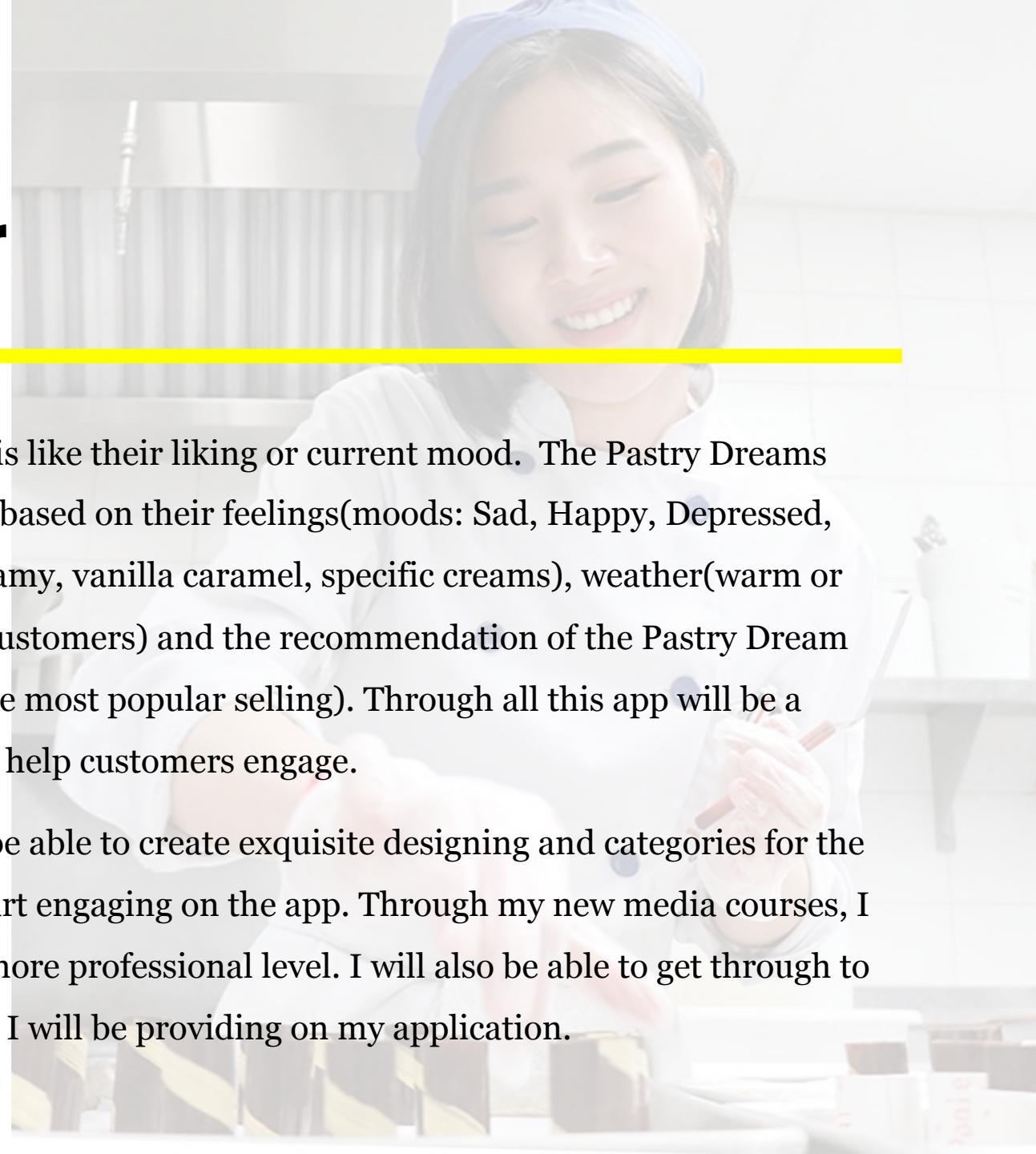
Sepideh Masomian

IDX_617_01_Advance_Tech_Mobile_Web



Pastry Dreams: Patter

- Pastry lovers always struggle to find new tasting which is like their liking or current mood. The Pastry Dreams app will be able to give recommendations to customers based on their feelings(moods: Sad, Happy, Depressed, Excited, Angry), taste bud(Spicy, salty, dark, sweet, creamy, vanilla caramel, specific creams), weather(warm or cold), number of acquaintances with them(number of customers) and the recommendation of the Pastry Dream apps(what the app has on store for today and what is the most popular selling). Through all this app will be a great tool for all pastry owning shops and companies to help customers engage.
- Through languages Java Script, HTML and CSS, I will be able to create exquisite designing and categories for the companies and small business owning companies to start engaging on the app. Through my new media courses, I have learnt how to gain attention of my audience on a more professional level. I will also be able to get through to my customer through the variety and easy access which I will be providing on my application.



Brand Positioning

Brand Positioning

Logo

Fast

Informative

Clear

Attractive

professional

Font Combining

Title: Montserrat

Montserrat is a geometric sans-serif typeface.

Montserrat

Aa Ee Rr

Aa Ee Rr



Guirnaldas

a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Font Combining

Body Text: Georgia

Georgia is a serif typeface.

Georgia

Aa Qq Rr

Aa Qq Rr

a

Bobwhite

abcdefghijklm
nopqrstuvwxyz
0123456789

Mood Board



FFFFE0



FAEDDD



DFC796



BCA182



E2B3B4



D46F78

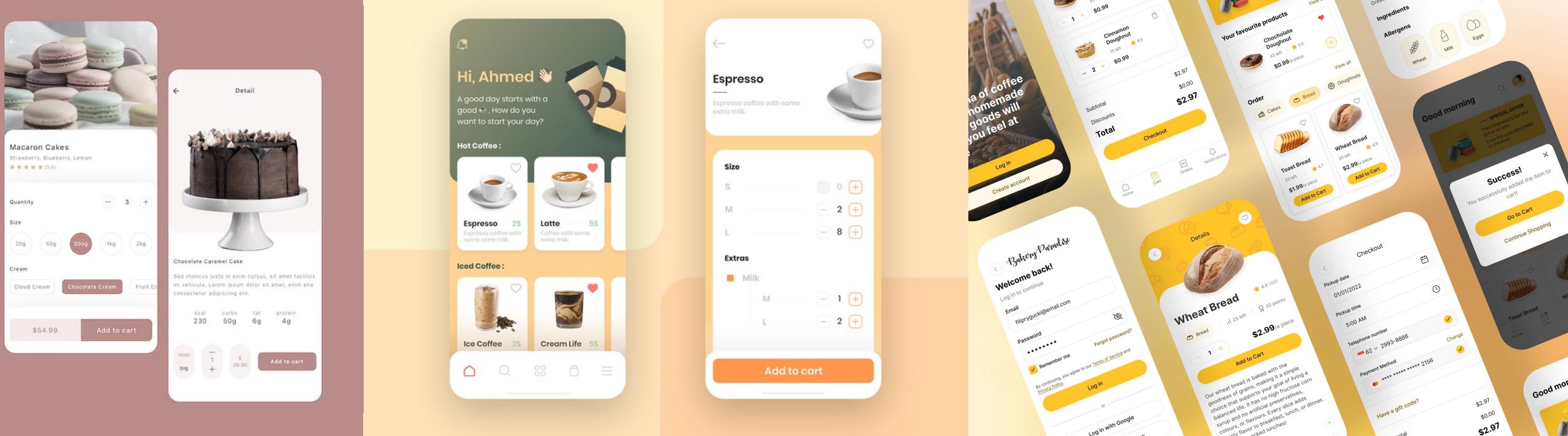
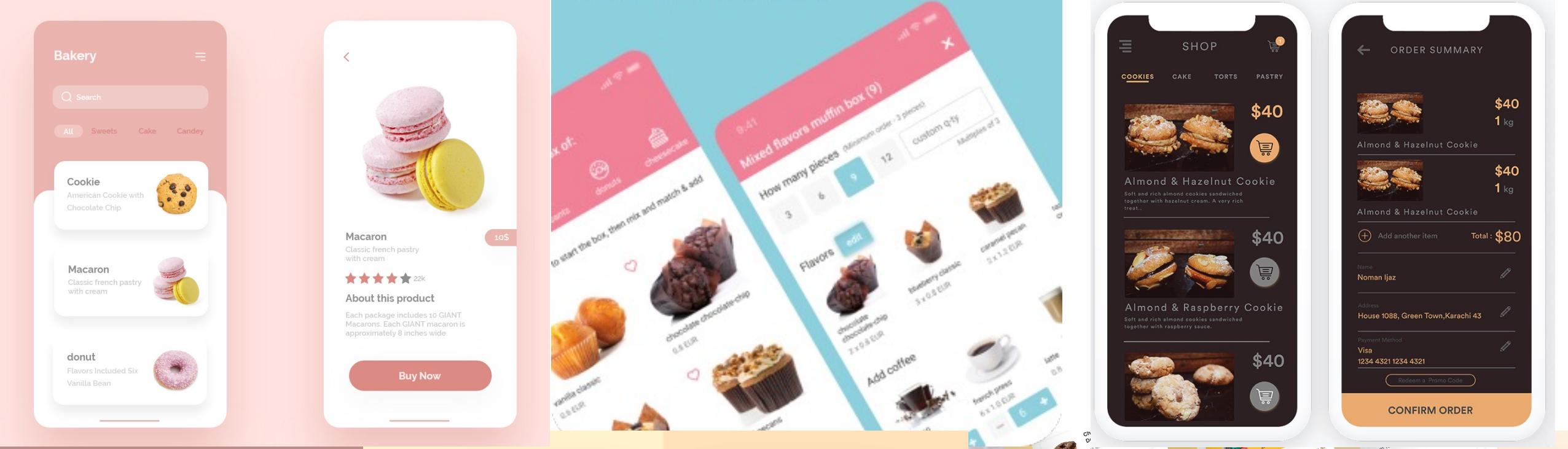


D7DFCF

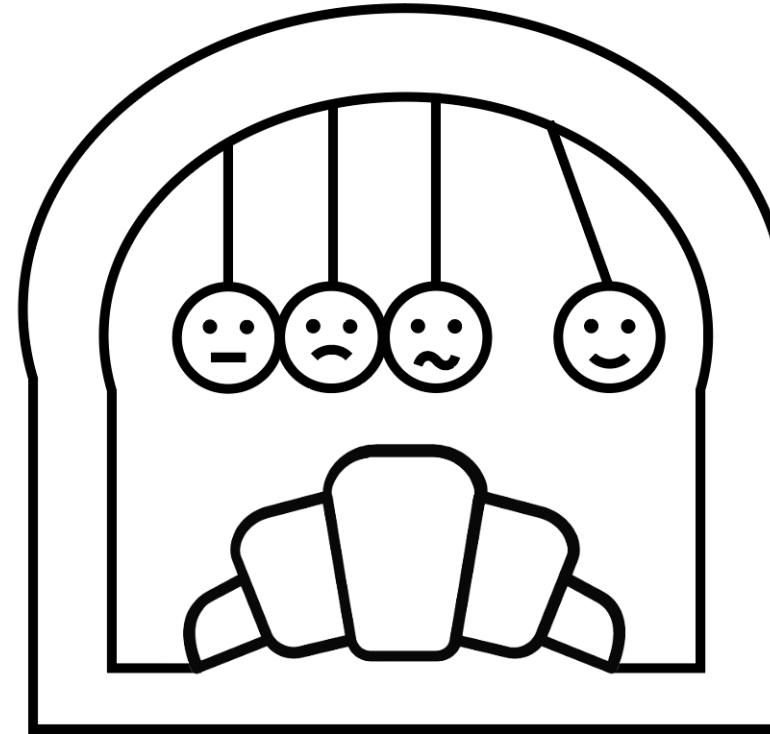


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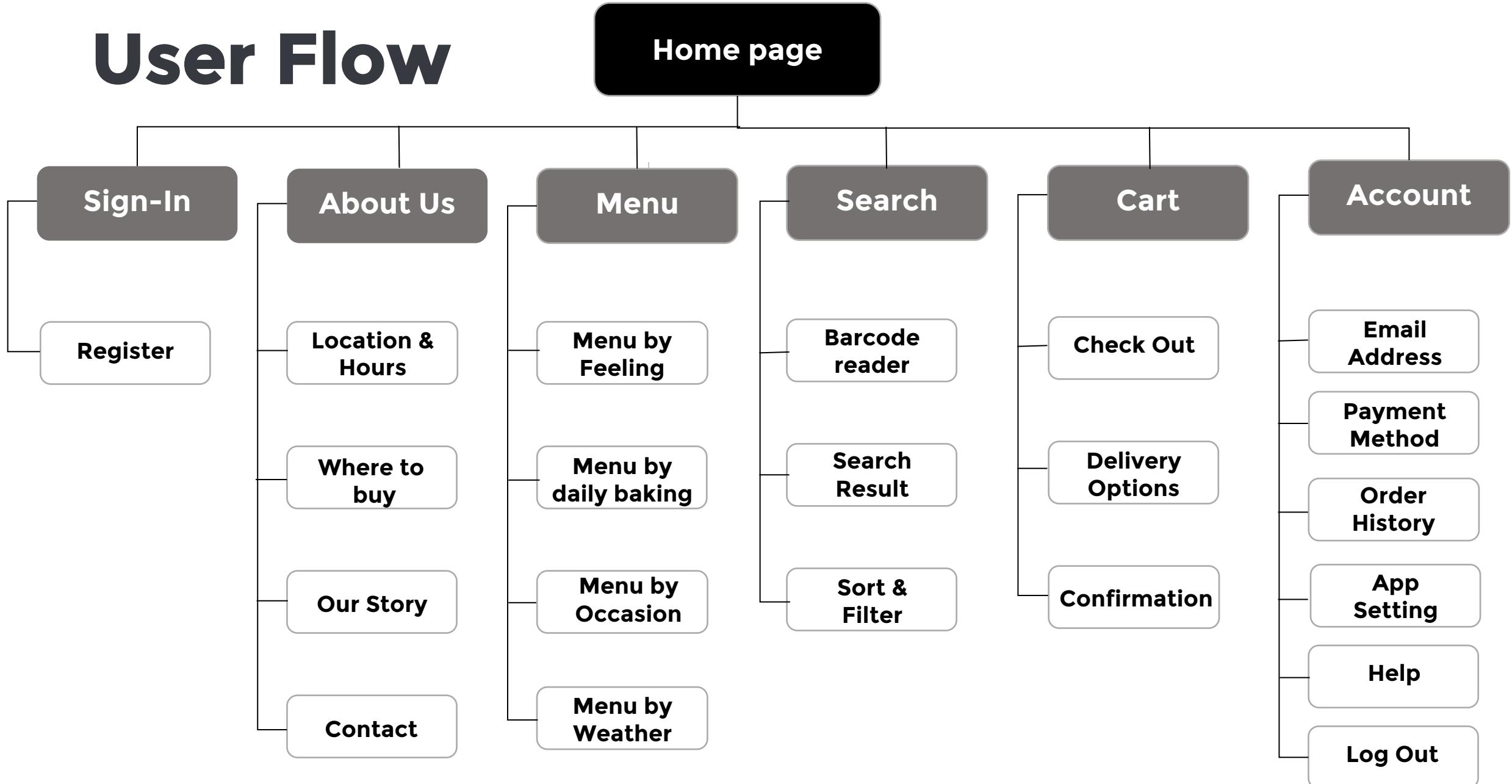


**Pastry
Dreams
Logo**



Pastry Dreams
Baked based on emotions

User Flow



Type of basic Emotions

