



Digital Assistant App to allow users to cook easier than ever before.

By Yiannis Thomas

Logo

# Successful Apps

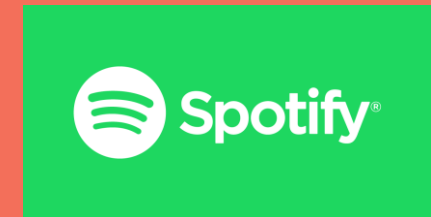
## Cooking Apps



## Traits

- Simple
- Bold Font
- Limited Colours
- Recognisable
- Versatile
- Relevant/Fitting
- Welcoming

## Student Friendly Apps



# Iteration 1

Chef Hat -  
Simple,  
Recognisable,  
Versatile



Font - Bubbly,  
Welcoming,  
Bold, Fitting

Light Blue -  
Bold,  
Welcoming

## Improvements

- Colour isn't relevant
- Icon is small and easily missed
- Font by itself isn't recognisable

Font - Ravel by Eurotypo  
<https://www.fontspring.com/fonts/eurotypo/ravel>

# Iteration 2

Large Heart -  
Relevant,  
Noticeable,

Heart Chunk -  
Metaphor for  
eating  
goodness



Larger Chef  
Hat - More  
Noticeable,  
Still Simple

Soft Peach Colour -  
Welcoming/Warming,  
Bold, Fitting

## Improvements

- Complex ; A lot going on
- Not Versatile in scale
- Not entirely welcoming
  - Overwhelming

# Final Logo Development



# Final Logo

Outlined Chef Hat –  
Very Simple,  
Recognisable, Versatile,  
Relevant

Less imagery – Not  
overwhelming, easy to  
analyse/recognise

Tilted Text – More eye  
catching/attention  
grabbing

Font and Imagery  
compliment each other  
– Both Bold and Bubbly,  
Both share white  
outline



Dark Peach Colour –  
More Striking,  
Contrasts well, keeps  
previous positives

# Logo Font

*Mama Aa Bb Cc Dd Ee Ff*

*Mama Aa Bb Cc Dd Ee Ff*

Ravel By Eurotypo -

[http://www.smashingfonts.com/ravel\\_font-download12913](http://www.smashingfonts.com/ravel_font-download12913)



# Business Cards



Digital Assistant App to allow users to cook easier than ever before.



Digital Assistant App to allow users to cook easier than ever before.

# Brand Strengths

- Appeals to the less able at cooking
- Simple and welcoming for everyone
- Digital Assistant provides personal experience
- Allows a high quality meal for anyone

# App Icons

# Icon Variations

## Unused Icons

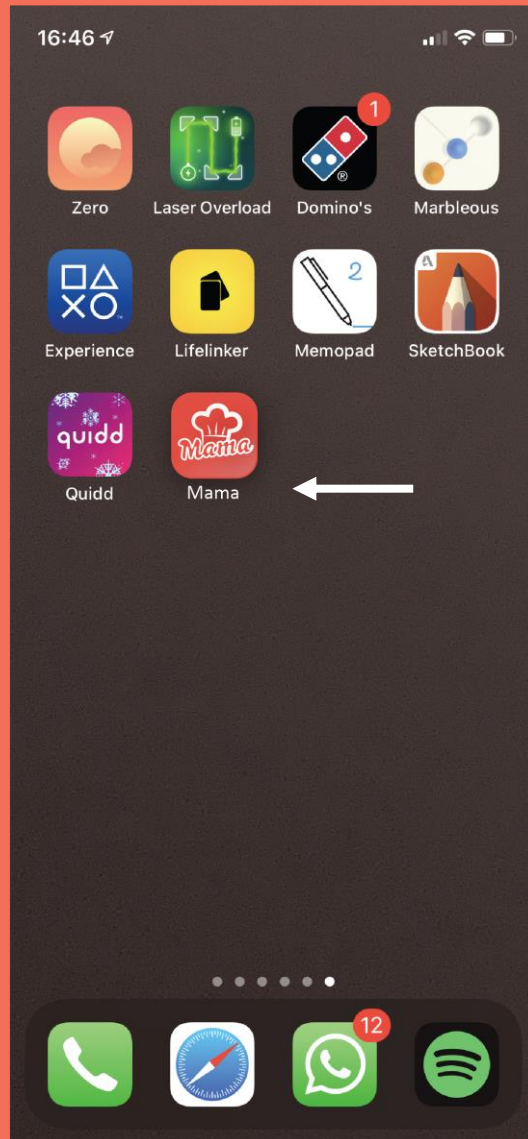


## Chosen Icon

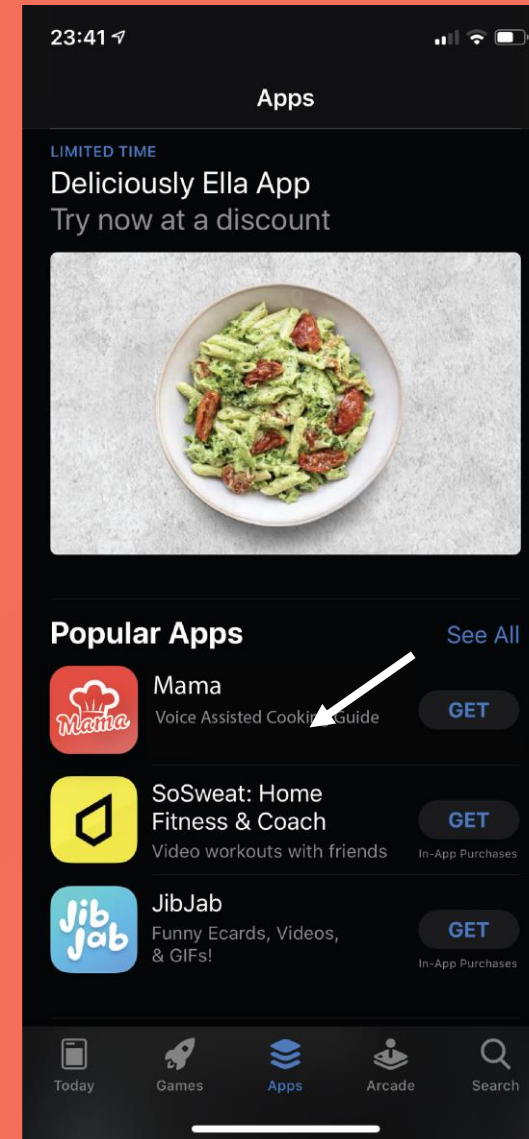


- Clear
- Recognisable
- Welcoming
- Simple
- Suitable
- Gradient Stands Out

# On Home Screen



# In App Store



# App Layout

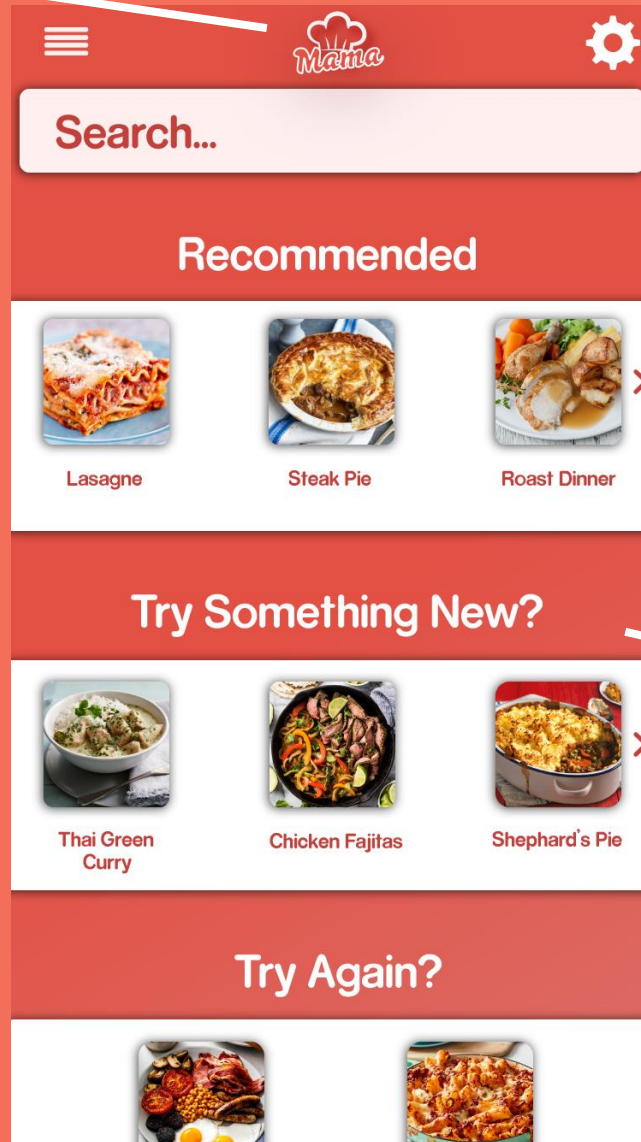
# Main Page

Logo – Always at the top of pages to engrave the image in users head

Tab Button – Reveals a variety of different pages ( E.g. Sort Feature, Shopping List and Profile)

White Background – Allows different sub menu's to stand out

Page consists of different suggestions and categories of different recipes for the user to make – Increases the chance of a user finding an option to cook by providing options



Settings

Dark Red Text – Easy to read

Drop Shadow on Food Icons – Allows foods to stand out

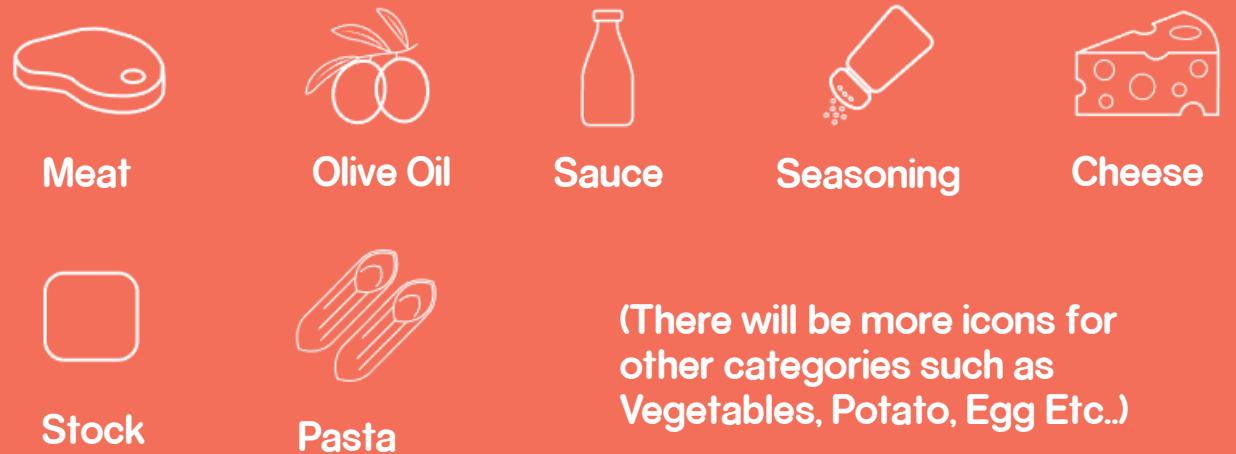
White Font Stands out on Red Gradient Background – Clear to read

Scroll Button

# Recipe Page



Ingredients Icons – Each category of ingredient will have its own icon to allow easier understanding of words. (E.g. Students may not know what Prosciutto is)



(There will be more icons for other categories such as Vegetables, Potato, Egg Etc..)

Lasagna Description (Merriam-Webster, N/A)

Lasagna Ingredients (Lewis, 2009)

Dark Red Cook Prompt – Stands out and thus increases chance of user clicking it



# Instruction Page

Back Button



Speaker Icon – Clearly shows which step 'Mama' is on when speaking to the user



Lasagna

1. To make the meat sauce, heat 2 tbsp olive oil in a frying pan and cook 750g lean beef mince in two batches for about 10 mins until browned all over.
2. Finely chop 4 slices of prosciutto from a 90g pack, then stir through the meat mixture.
3. Pour over 800g passata or half our basic tomato sauce recipe and 200ml hot beef stock. Add a little grated nutmeg, then season.
4. Bring up to the boil, then simmer for 30 mins until the sauce looks rich.
5. Heat oven to 180C/fan/160C/gas 4 and lightly oil an ovenproof dish (about 30 x 20cm).
6. Spoon one third of the meat sauce into the dish, then cover with some fresh lasagne sheets from a 300g pack. Drizzle over roughly 130g white sauce.
7. Repeat until you have 3 layers of pasta. Cover with the remaining 390g white sauce, making sure you can't see any pasta poking through.
8. Scatter 125g torn mozzarella over the top.
9. Arrange the rest of the prosciutto on top. Bake for 45 mins until the top is bubbling and lightly browned.



Lasagna Recipe (Lewis, 2009)

This page is mainly for reference for the user as the digital assistant will be speaking to the user answering and guiding them

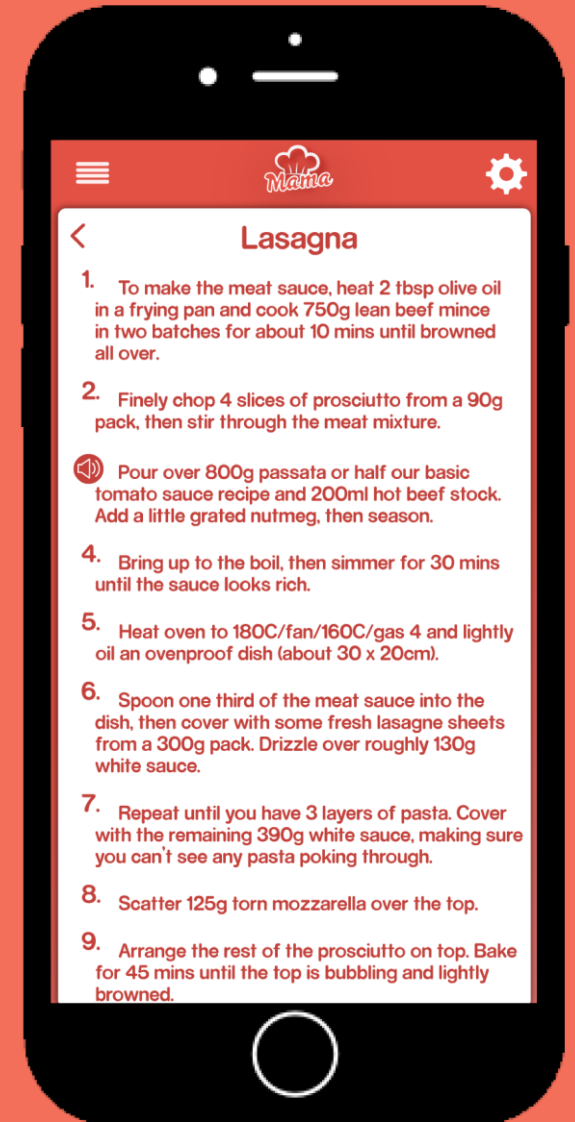
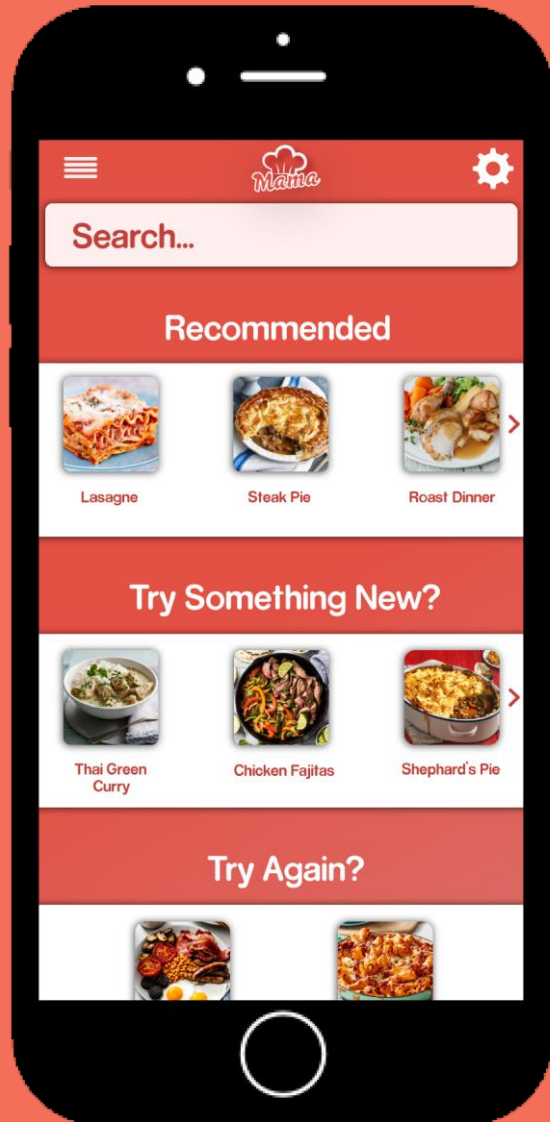
# App Font

Mama Aa Bb Cc Dd Ee Ff

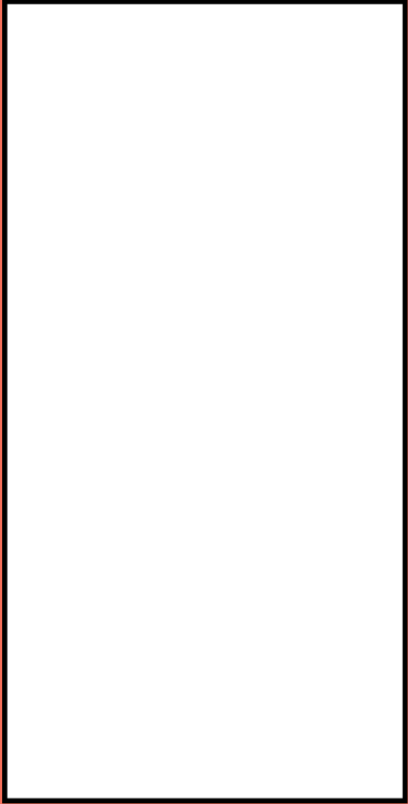
RockoFLF -

<https://www.1001freefonts.com/>

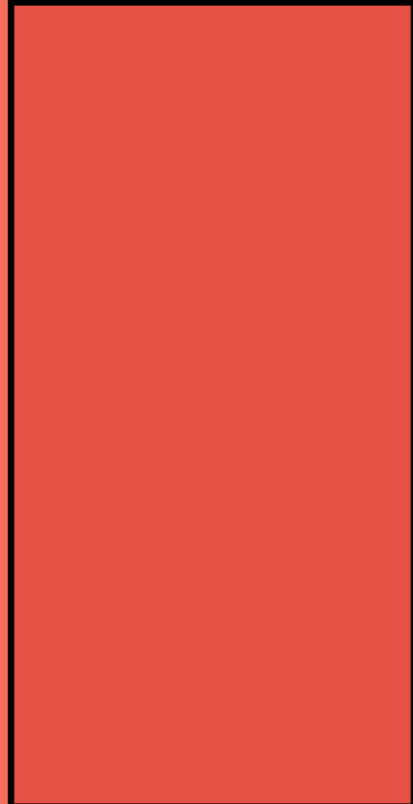
# Phone Template



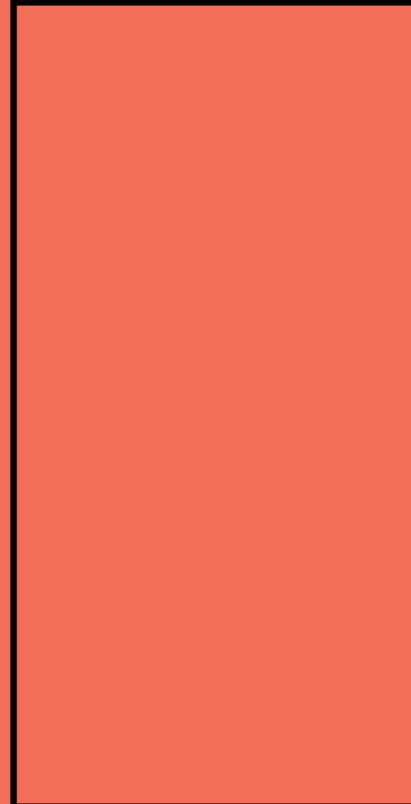
# Colour Palette



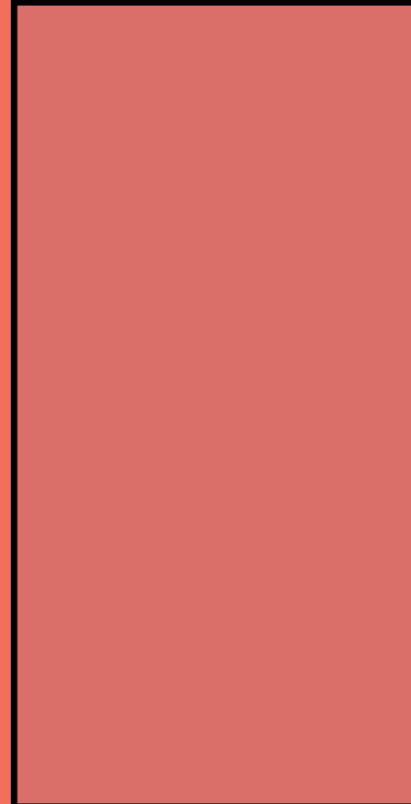
C 0  
M 0  
Y 0  
K 0



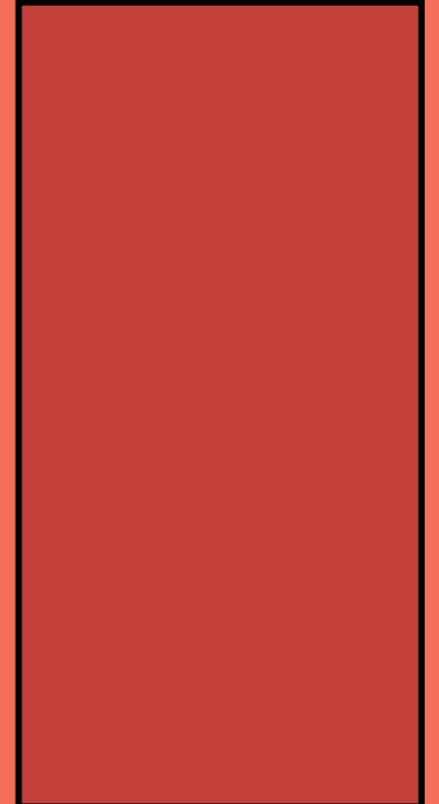
C 4  
M 84  
Y 77  
K 0



C 0  
M 71  
Y 64  
K 0



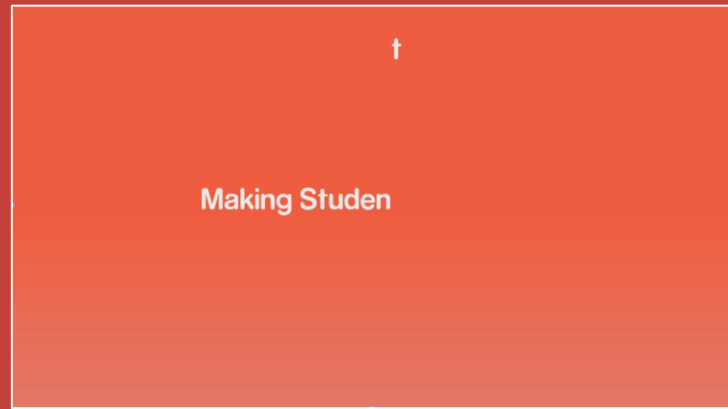
C 11  
M 69  
Y 53  
K 0



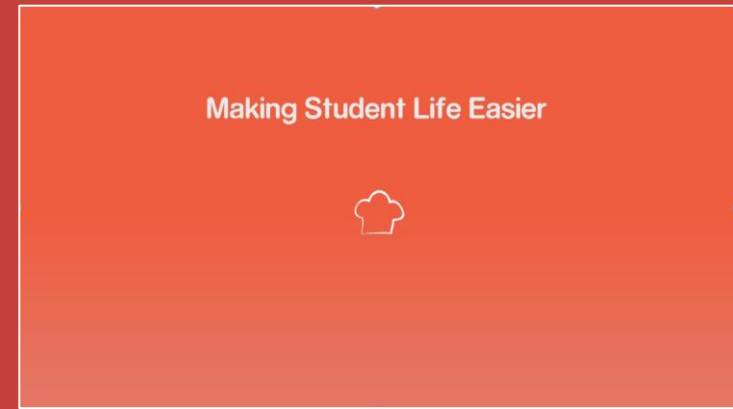
C 16  
M 88  
Y 82  
K 5

**Mama Promo**





1. The 'Drop In By Character' Effect grabs attention of audience straight away . By leading with a tagline it will immediately intrigue students creating a potential customer.



2. The chef hat rises at the same time as the text creating a crisp transition. This connotes high quality and represents the company well.



3. The underlying line swoops in and cushions the three vertical lines which represent creases in the hat. The cushioning of the underline represents the cushioning and motherly help this app provides.



4. 'Mama' fades in making it more memorable than if it had no transitions. The download line fades in soon after associating download with the App.

# Advertisement





# Taglines

**'Making Student Life Easier'**

Directed at students notifying students and mums of students that this app is directed at them. This thus makes them more inclined to try the app

**'For When Mum's Not Around'**

A more generic tagline. This speaks to a wider audience of people and allows a variety of potential customers. Also reassures people who can't cook

**Mama Advert**

# Successful Advert?

- Memorable
- Funny
- Relatable
- Short
- Relevant
- Playful

# Script

## Mama Script

Diet – Film from outside (pick up then eat), multiple boxes?

Cooking Ability – talk about knows a few tricks I think (convincing self), beans in microwave with toast.

Intelligence/Clumsy – Loves her boy much praise, tries to use pan but over puts then spills? Too much Oil? Burns food?

Lifestyle – Gets out a lot goes to the gym, Pan from gym clothes/alcohol to him in bed

Work – Gets a lot of work done, playing games zoom on work thrown to the side

End on Mother believing son is going to breeze un

Interviewer – We're going to ask you a few questions about how you think your son is getting on at his first year in university.

Mother – Yes that's fine

I – So with this being your sons first time living with his own responsibility, how do you think your son's diet is at university?

M – Fairly healthy boy, we had takeaways of course not but excessively, nothing crazy

*Cuts to son picking up and eating a dominos takeaway with a zoom in on stacked takeaway boxes*

I – Would you say that your son is capable of cooking a variety of meals?

Yes, he should be, I've always cooked around the house and tried to get him involved every now, ye why not he'll be able to look after himself.

*Cut to son putting bread in toaster and beans in microwave, then sitting down gleefully with is meal*

I – At University you obviously have to be quite independent, how would you describe your son?

M – Oh my son is very intelligent, he always has been, I reckon we could've got him out the house sooner!" (Humorous)

*Cuts to shots of son being clumsy, pouring too much oil, burns and spills food everywhere*

I – With your son now being at university surrounded by a load of new friends, do you believe this could possibly affect his lifestyle negatively?

M – Negatively is harsh, of course he'll probably be going out more and spending time with his friends but he's always stuck to routine, he always goes gym throughout the week and is being productive I have faith in him

*Cuts to shot of son asleep in bed at midday surrounded by empty bottles of alcohol*

I – There's always a danger of a new found responsibility when students go to university as their work is down to them with no one nagging them. How do you see your son coping?

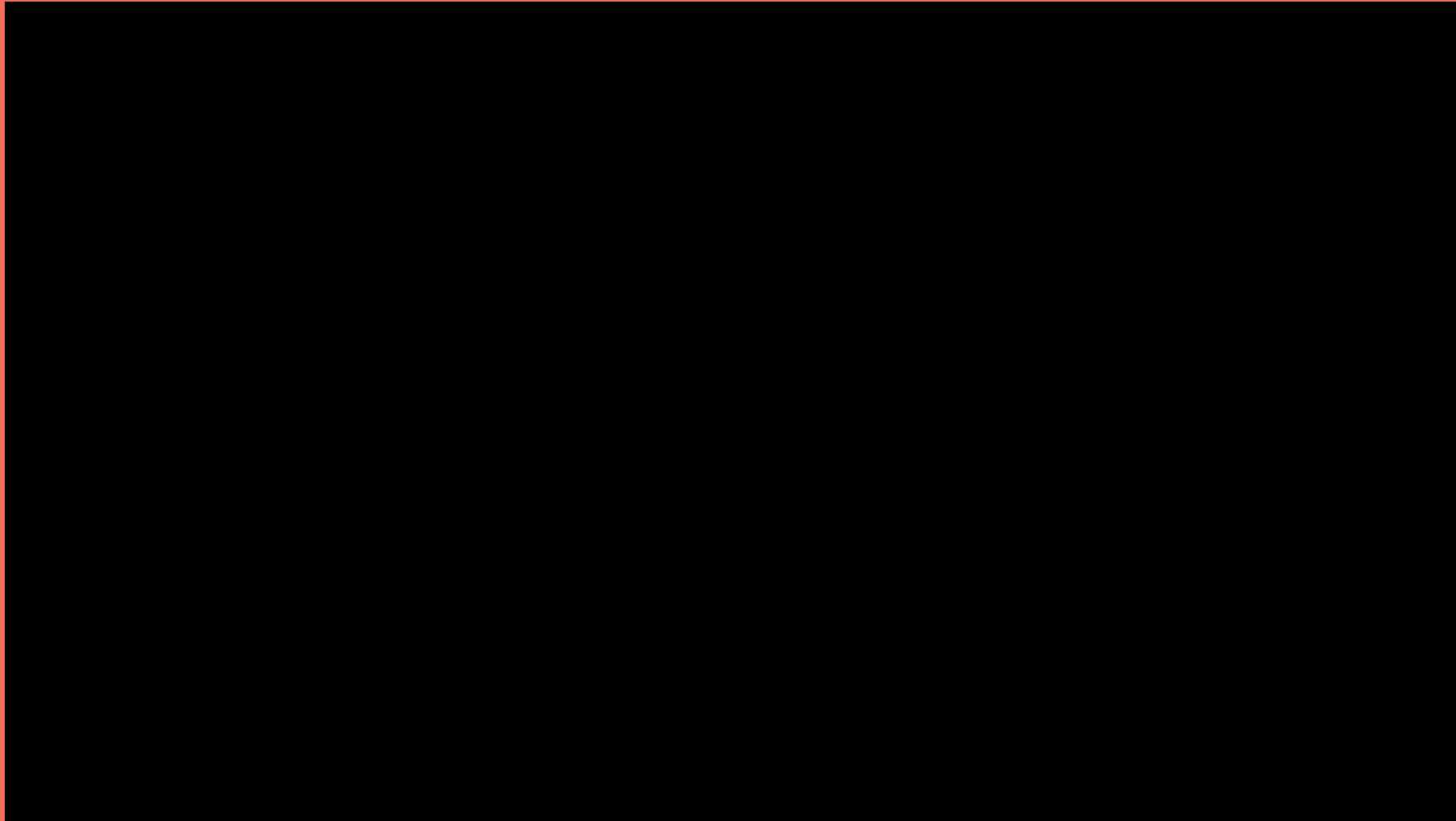
M – He'll have his fun but he's never really struggled too much at home, rarely ever handed in work late and always got good grades, he's a good boy he'll be fine.

*Cuts to son playing video games with his work thrown to the side*

I – So overall you reckon your son is having no issues at university and doing great?

M – I'd hope so! I won't be very happy if he isn't! \*laugh\* But in all seriousness I'm sure he's fine.

**END**



Music – Jazzy Frenchy (Royalty Free Music From Bensound  
<https://www.bensound.com/royalty-free-music/track/jazzy-frenchy>

**Thank You For Reading**

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