

Food Recipes Video Share

Mobile application
UI/Visual design

Interactive Media I
Project 3

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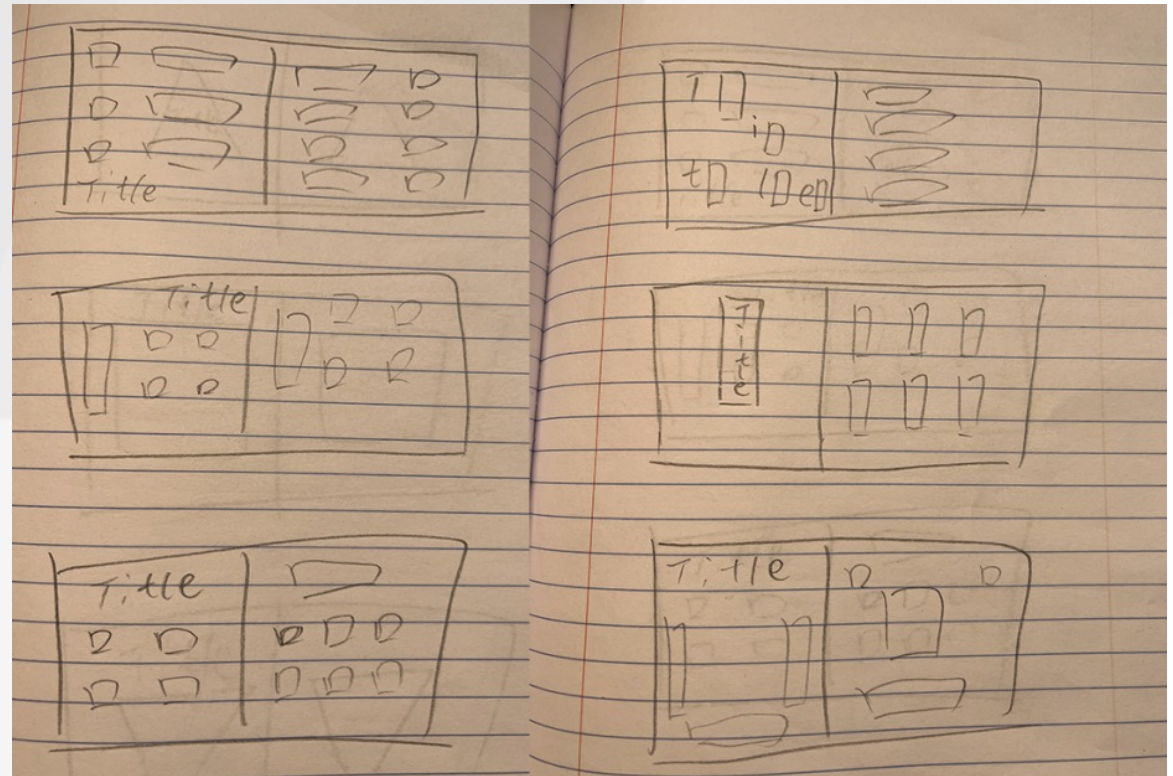
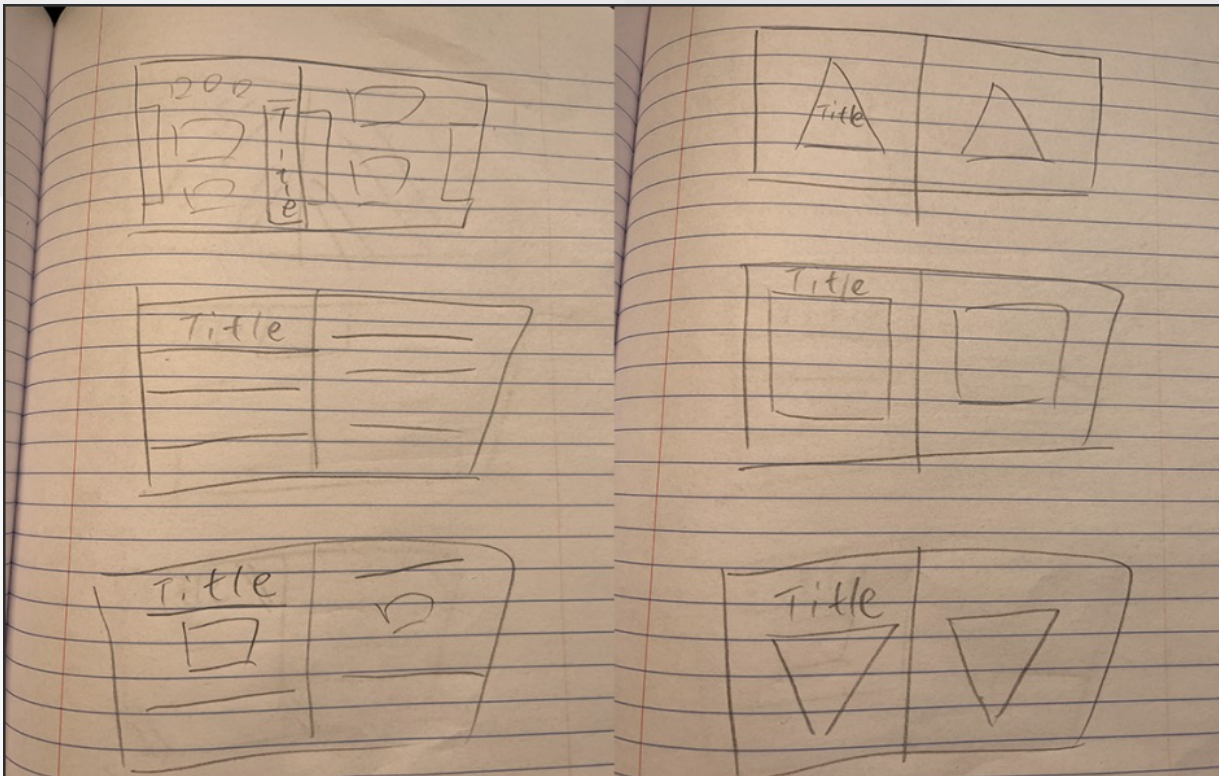
Objective

Target audience: People who want to learn or share their food recipes.

Timeline:

- 11/16 - Creative Breif due
- 11/21 - Wire Frames
- 11/26 - Prototyping
- 12/05 - Creating presentation
- 12/12 - Project Due

Sketches



Mood board





Style Guide

Typefaces

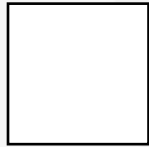
MAHAPUFRA

AFTERGLOW

Primary Color Palette



#4975F8



#FFFFFF

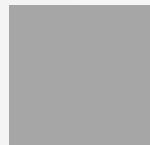


#000000

Secondary Color Palette



#A6A6A6








#A975A6



#E04728

Competitive Analysis

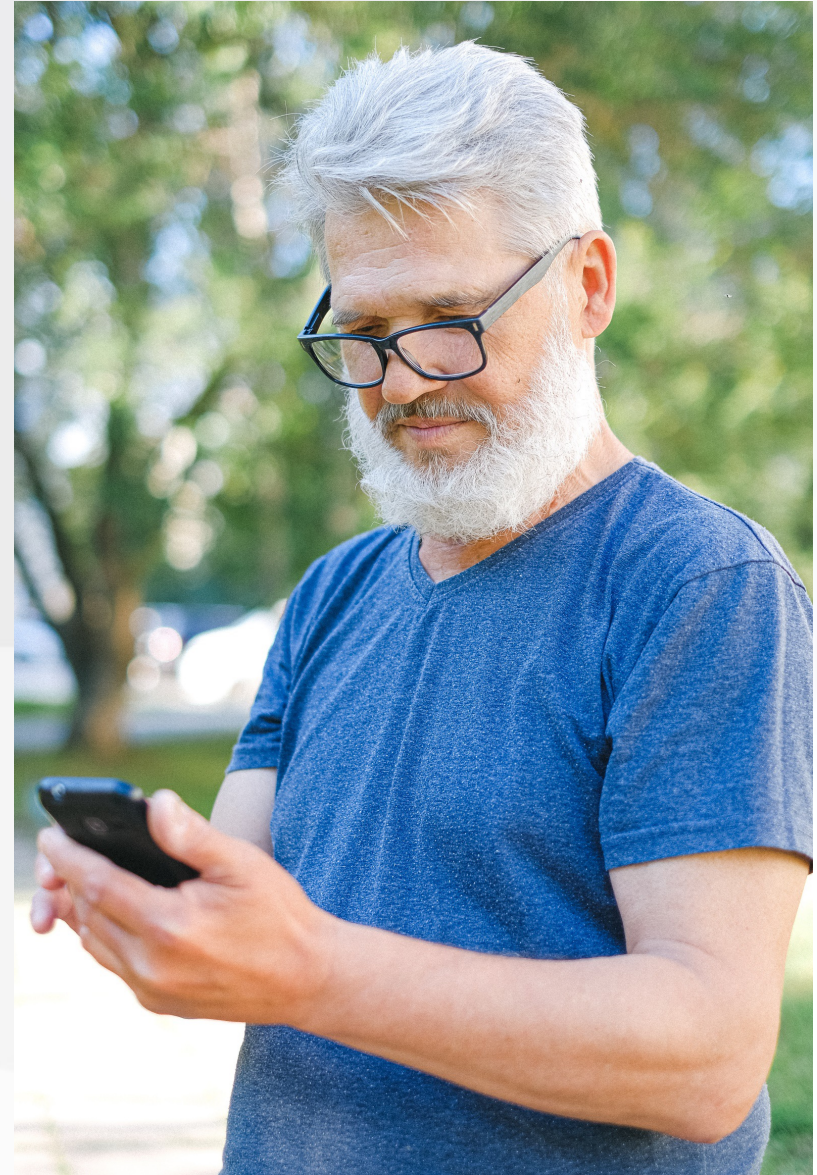
Features Companies	Video Share	Video Edit	Design	Content	Filter
 TikTok	★ ★ ★	★ ★	★ ★ ★	★ ★ ★	★ ★ ★
 Zoom	★ ★ ★	★ ★	★ ★ ★	★ ★ ★	★ ★ ★
 SnapChat	★ ★ ★	★ ★ ★	★ ★ ★	★ ★	★ ★ ★
 YouTube	★ ★	★ ★ ★	★ ★ ★	★ ★ ★	★ ★ ★
 Instagram	★ ★	★ ★ ★	★ ★ ★	★ ★ ★	★ ★ ★

Persona 1

Name: Sean

Age: 61

Sean is a retired man. He likes to cook. He uses his smartphone every day to find new food recipes.



Persona 2

Name: Millie

Age: 18

Millie is a high school student. She uses likes to try to cook new foods. She often uses social media to find recipes. She uses her smartphone more than 6 hours almost every day.



Persona 3

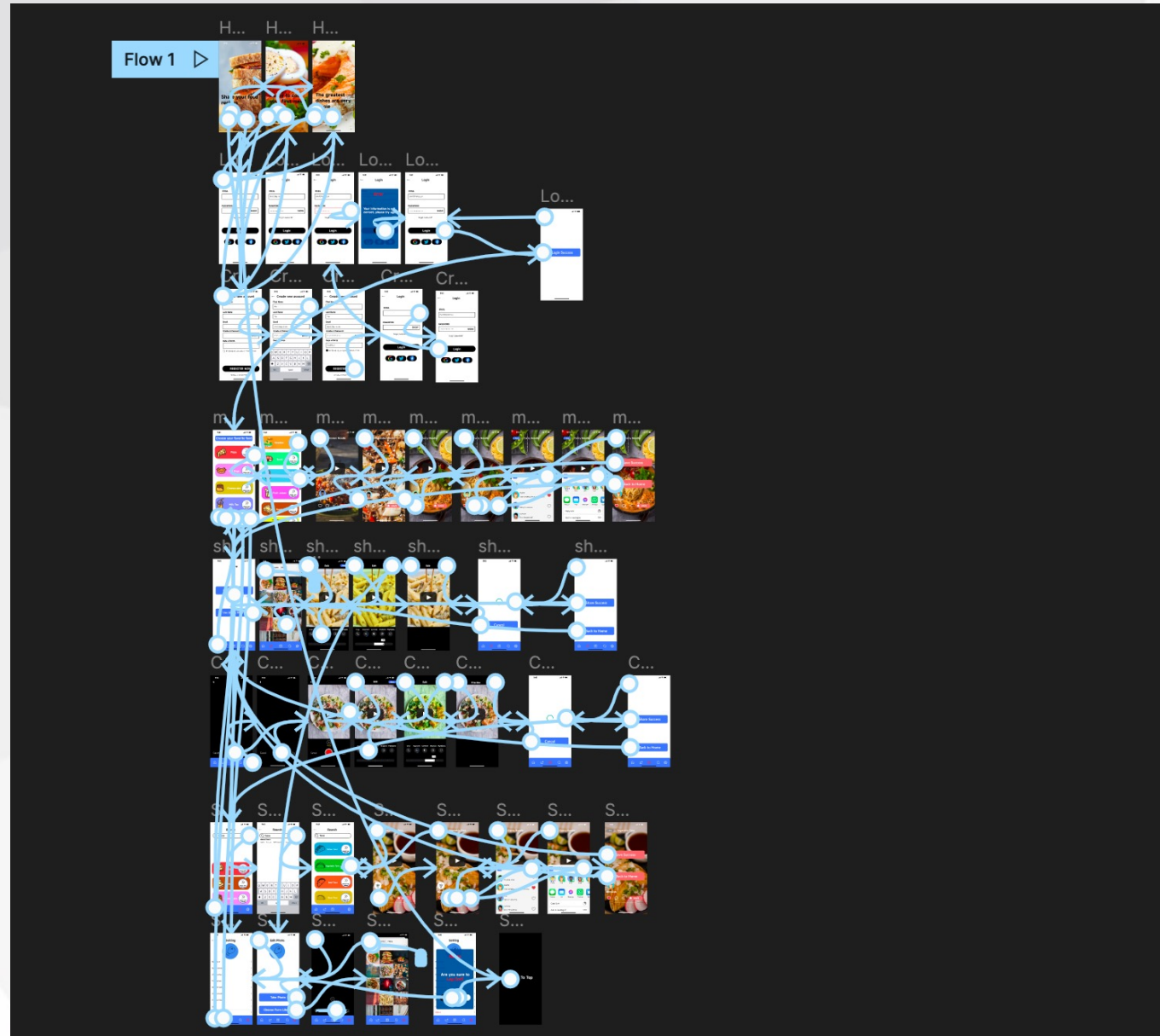
Name: Emma

Age: 36

Emma is a mother of one child. She often cooks food for her children. She looks for new food recipes on her smartphone every week.



Screenshot





Prototype link:

<https://www.figma.com/proto/4HXcxsVjcEhsSNEKEdhnLw/Project-2?page-id=0%3A1&node-id=1%3A2&viewport=351%2C-606%2C0.25&scaling=scale-down&starting-point-node-id=1%3A2>



THANKS!

Dec/12/2022