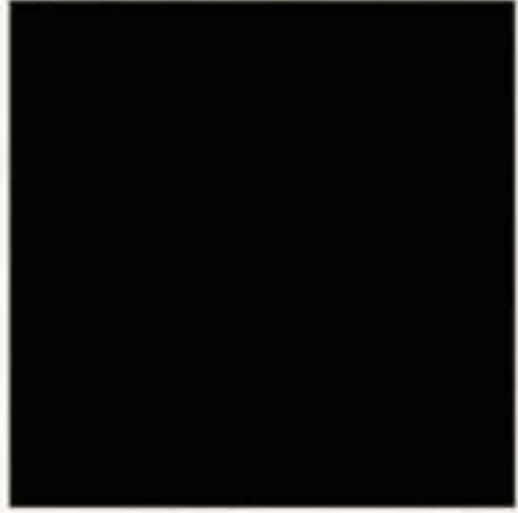


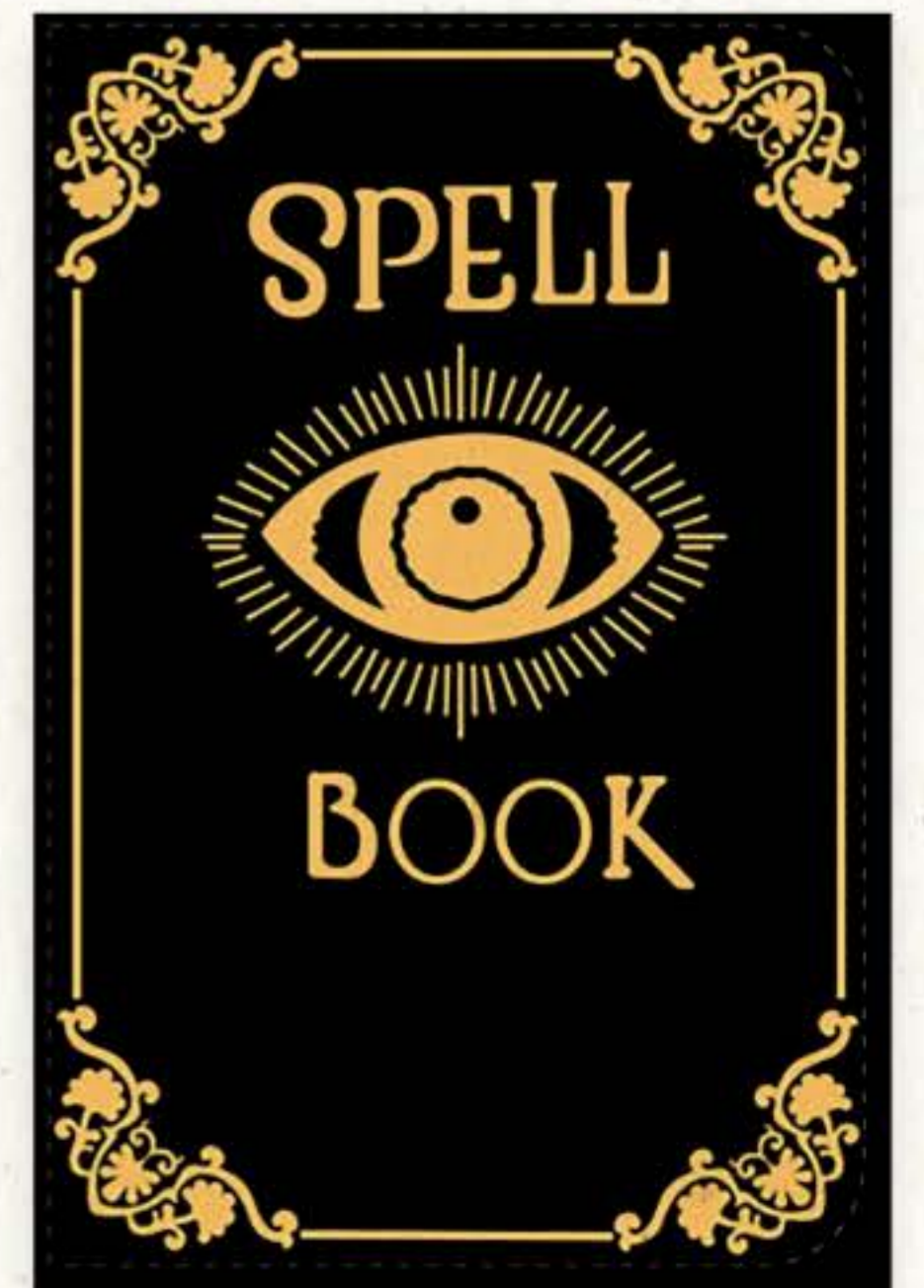
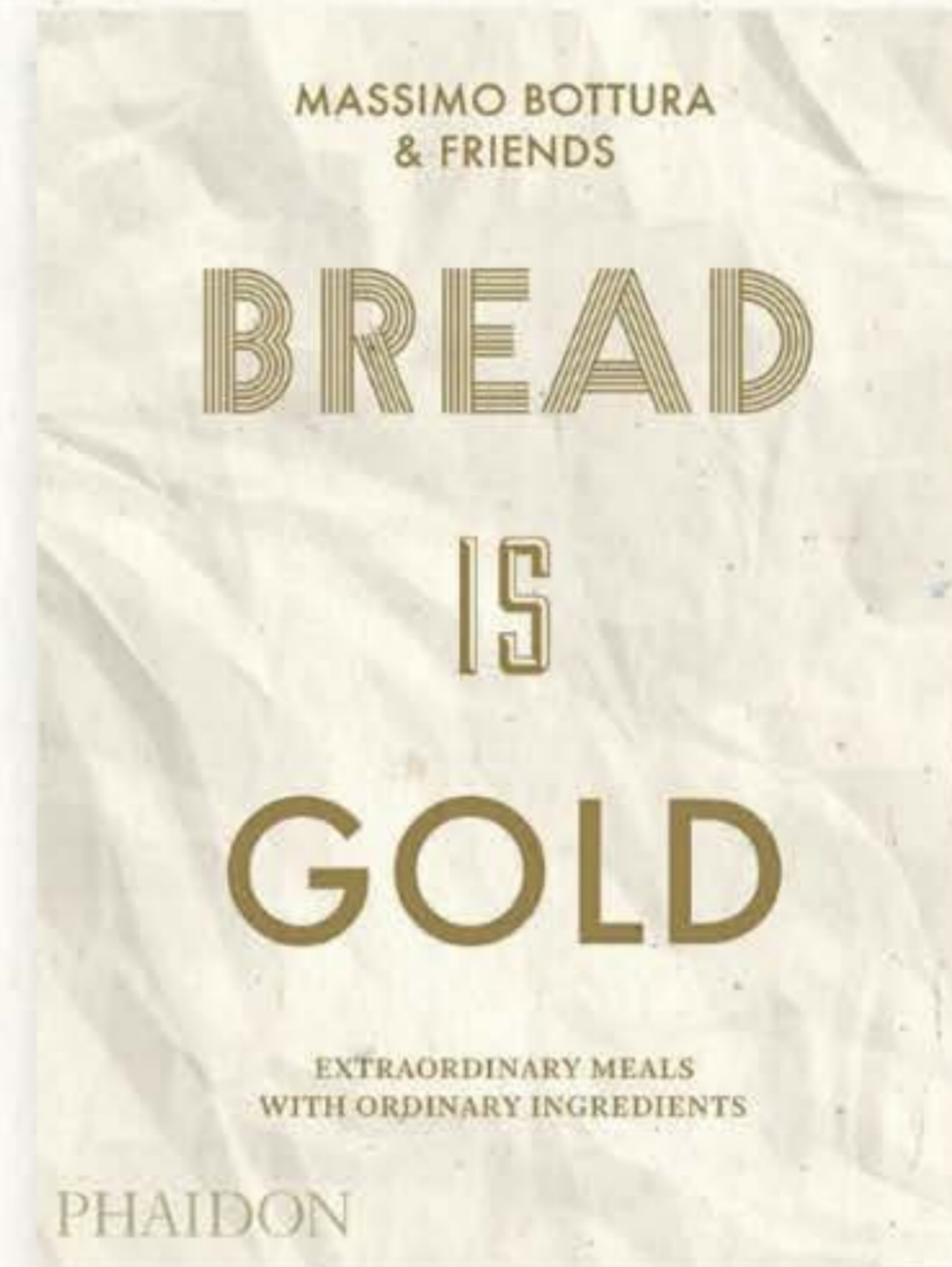
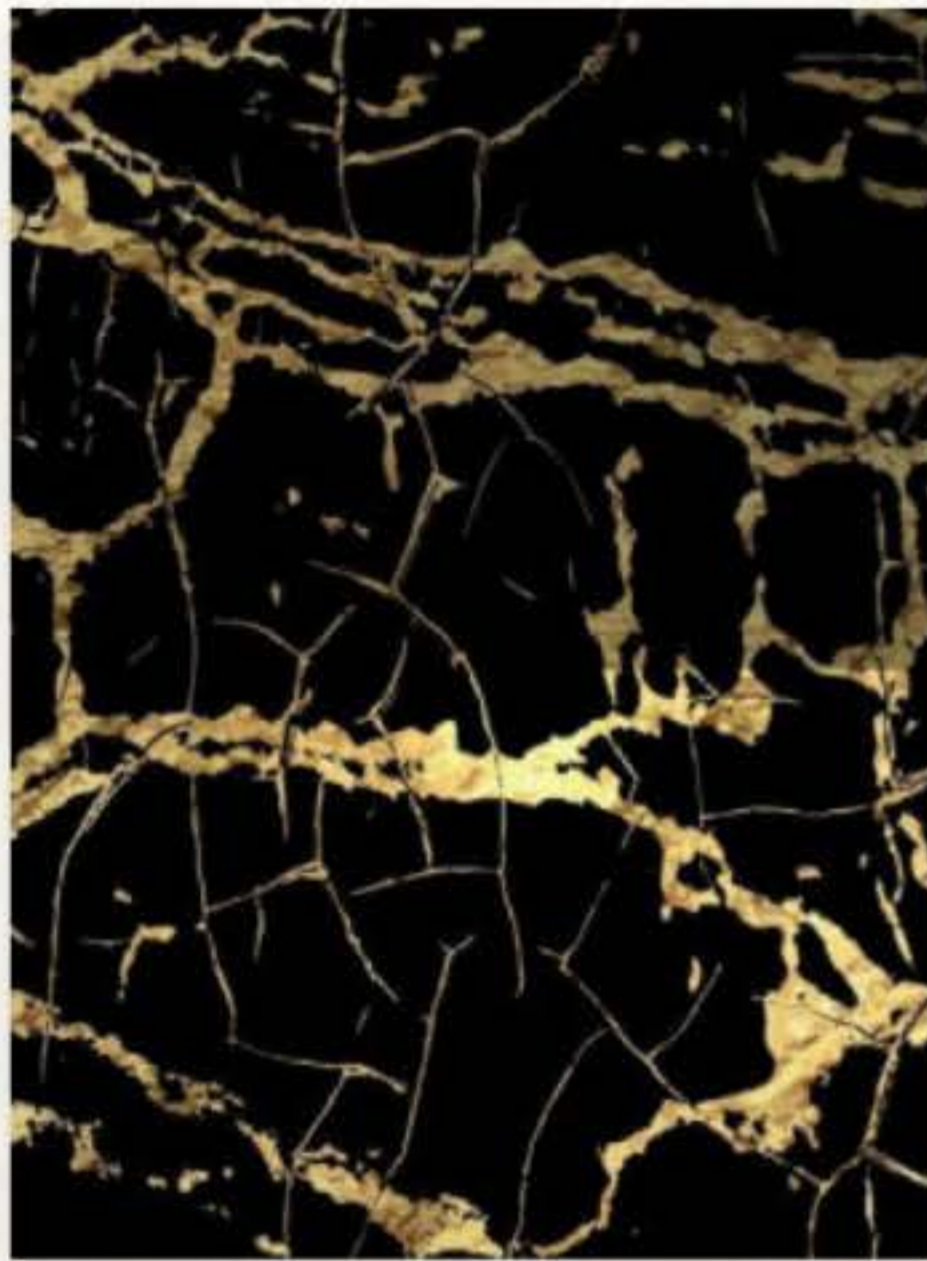


# KITCHEN MAGIC

# MOOD BOARD



MYSTICAL. INTRIGUING.  
SOPHISTICATED. WARM.



# STYLE GUIDE

Typography | Color Scheme | Buttons | Icons

## Typography:

Heading 1 | Newt Serif | 45pt

Heading 2 | Newt Serif | 30pt

Heading 3 | Newt Serif Demi | 21pt

HEADING 4 | SUSANNA | 20PT

Heading 5 | Newt Serif | 18pt

Heading 6 | Susanna | 15pt

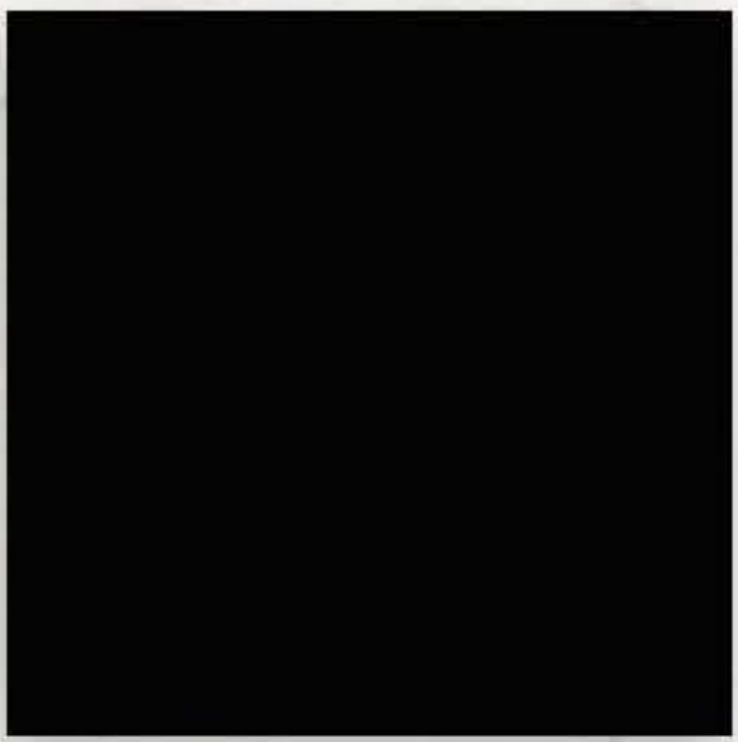
Body | Newt Serif | 13pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

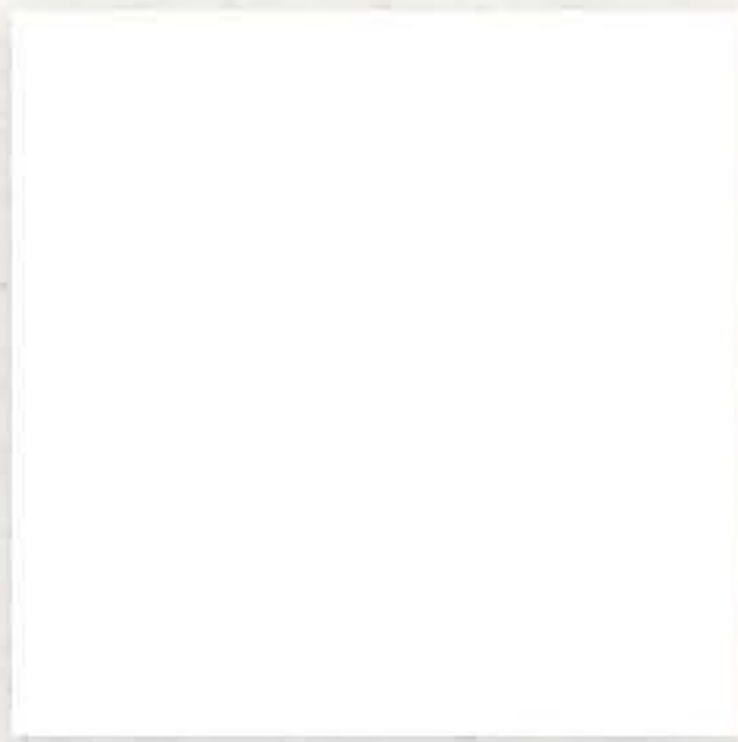
PRIMARY BUTTONS | TEUTONIC | 29PT

SECONDARY/TERTIARY BUTTONS | SUSANNA | 18PT

## Color Scheme:



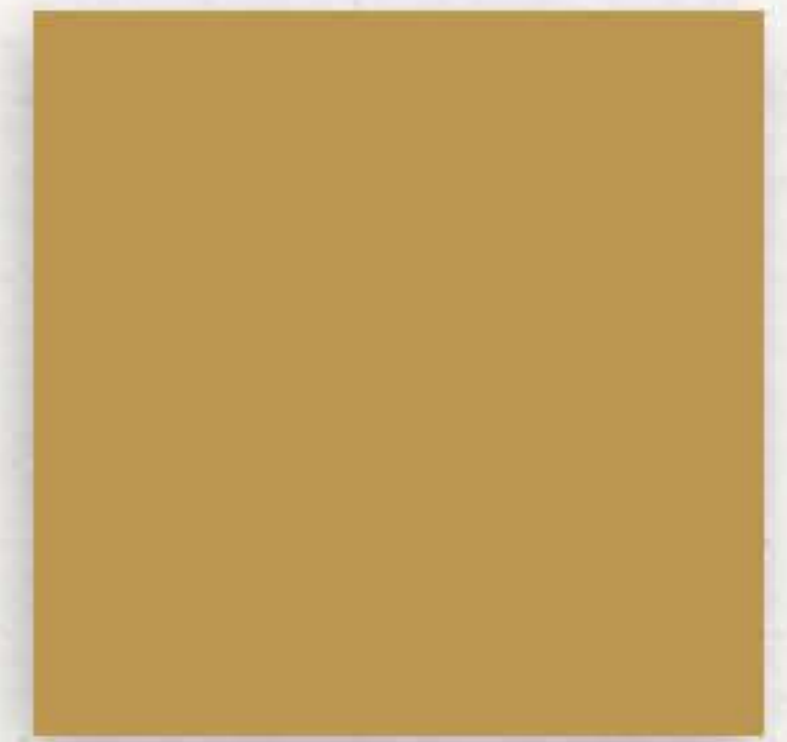
Primary #000000  
RGB (0,0,0)



Primary #ffffff  
RGB (255,255,255)



Secondary #FFF6E3  
RGB (74,74,73)



Accent #BC9650  
RGB (188,150,80)

## Buttons & UI:

PRIMARY



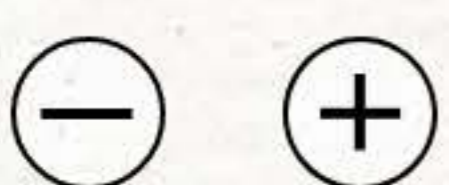
SECONDARY



TERTIARY



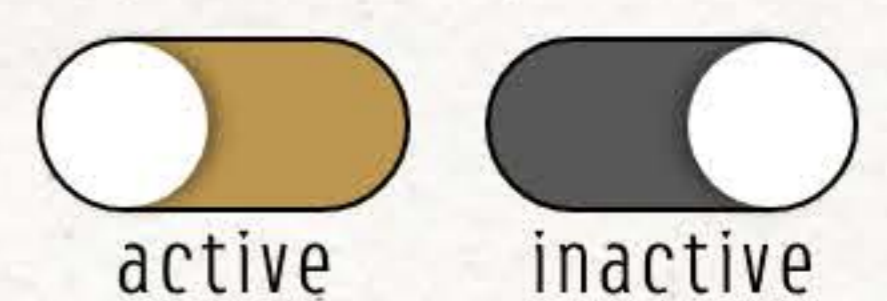
SUBTRACT/ADD



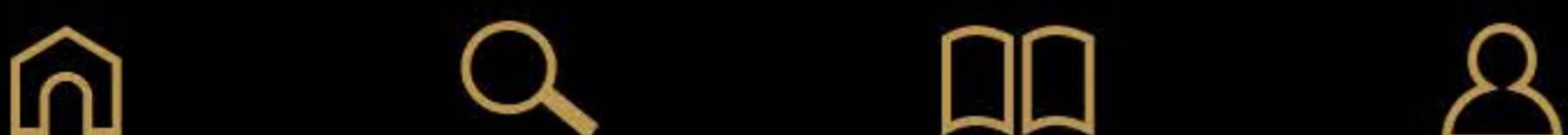
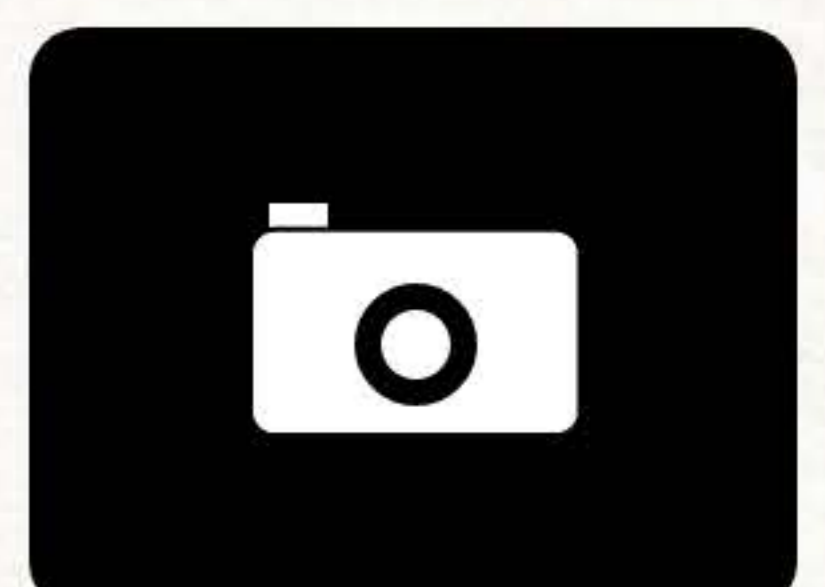
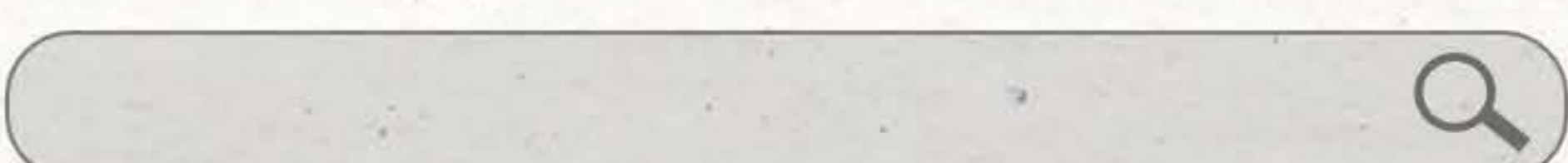
FILTER SLIDER



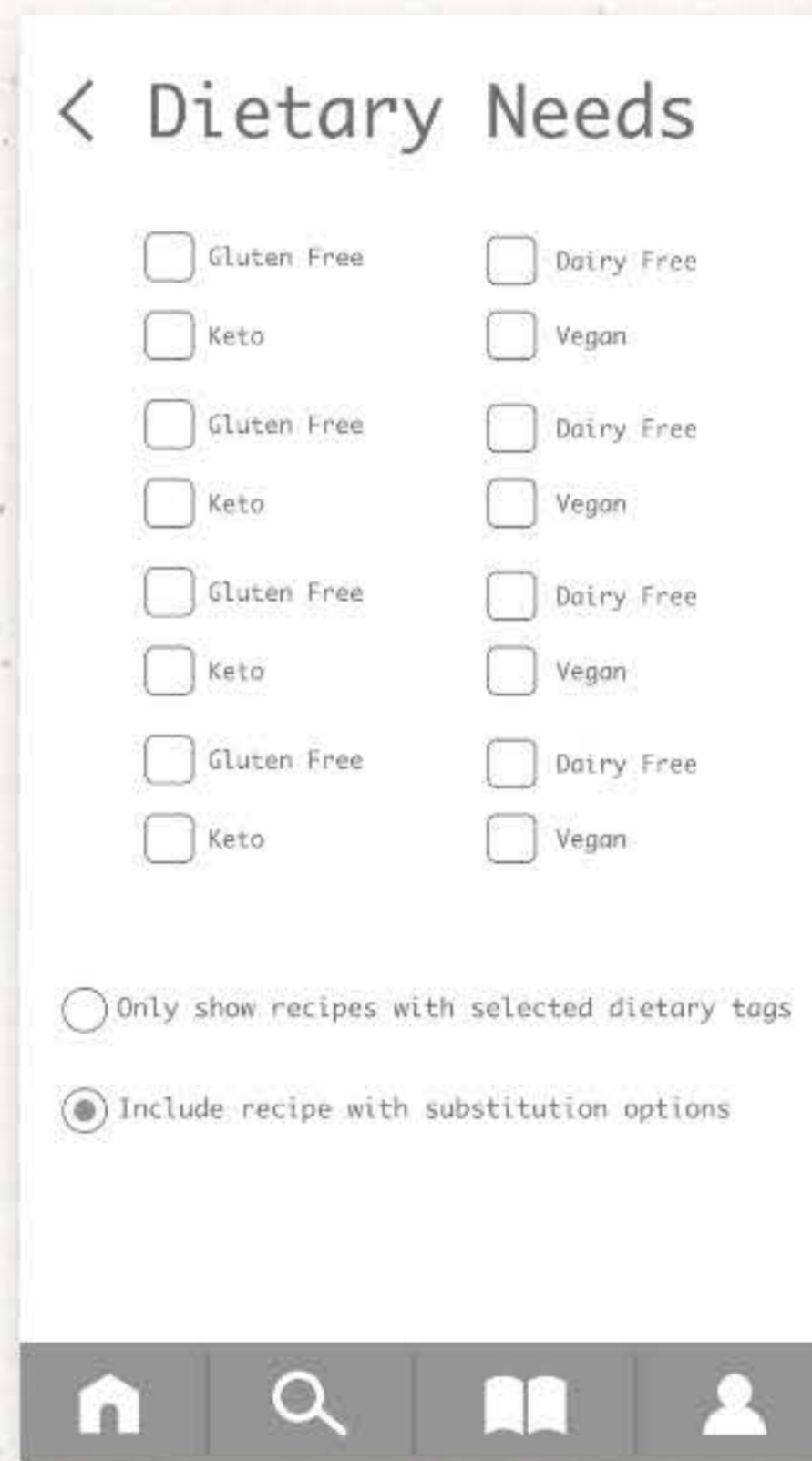
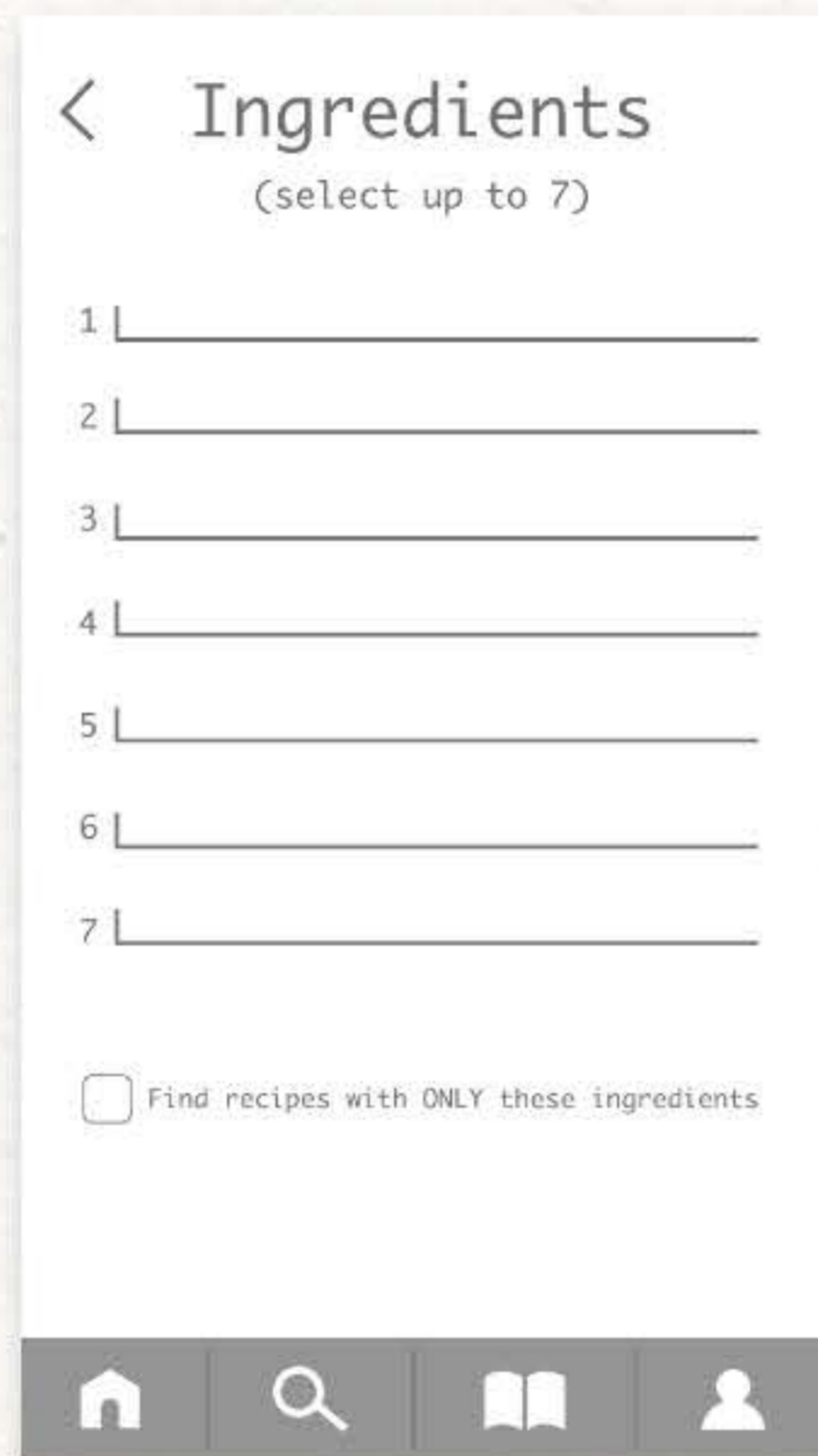
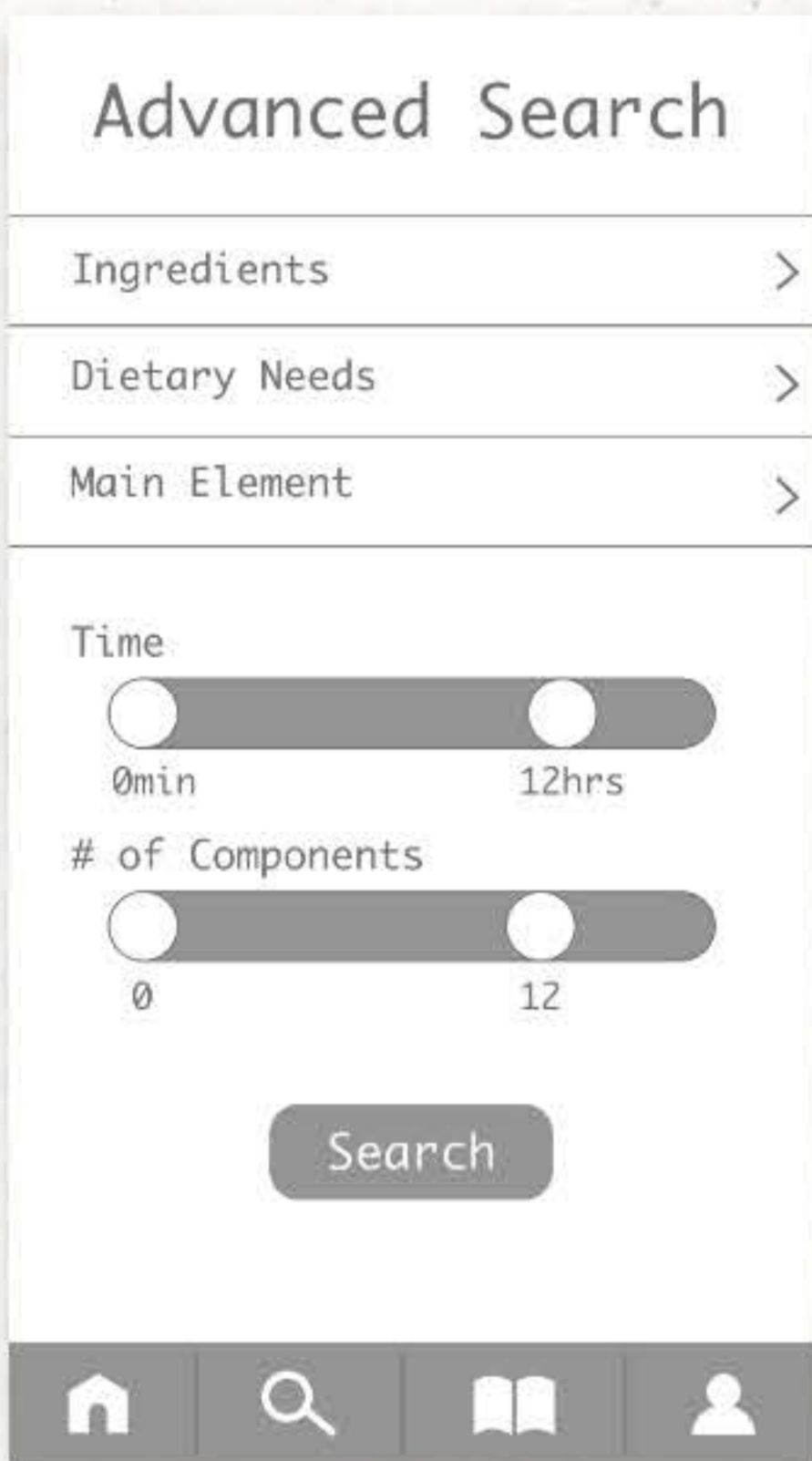
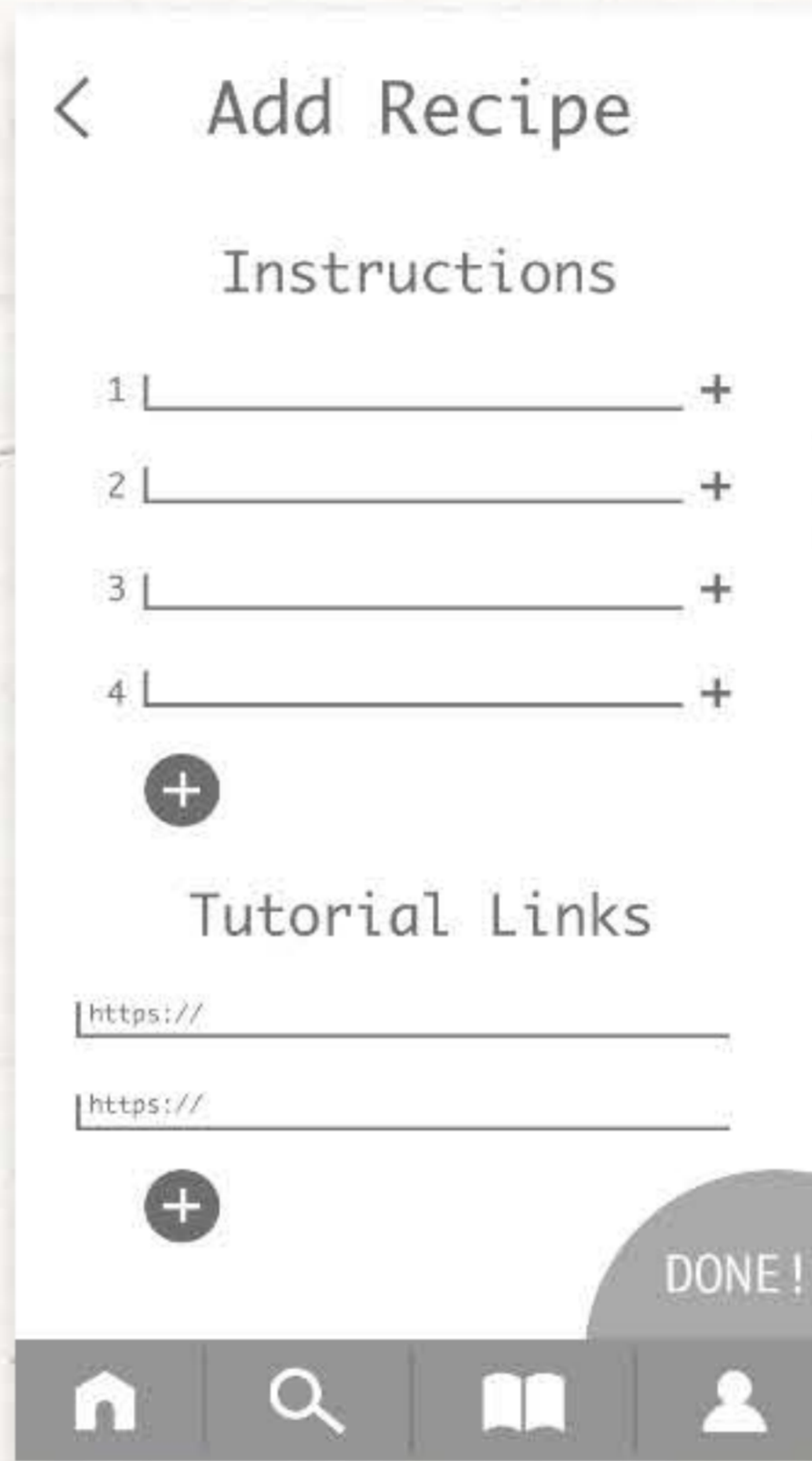
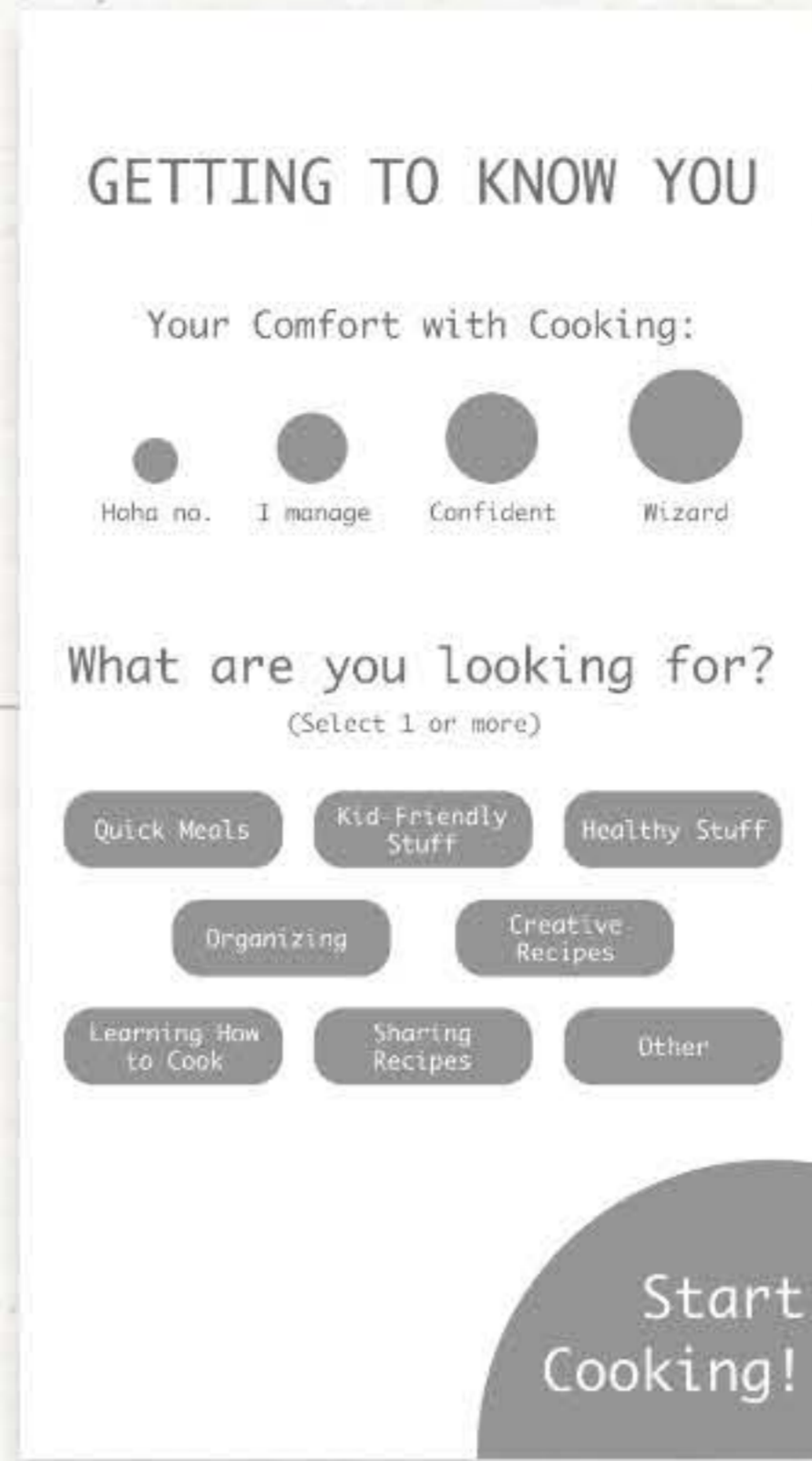
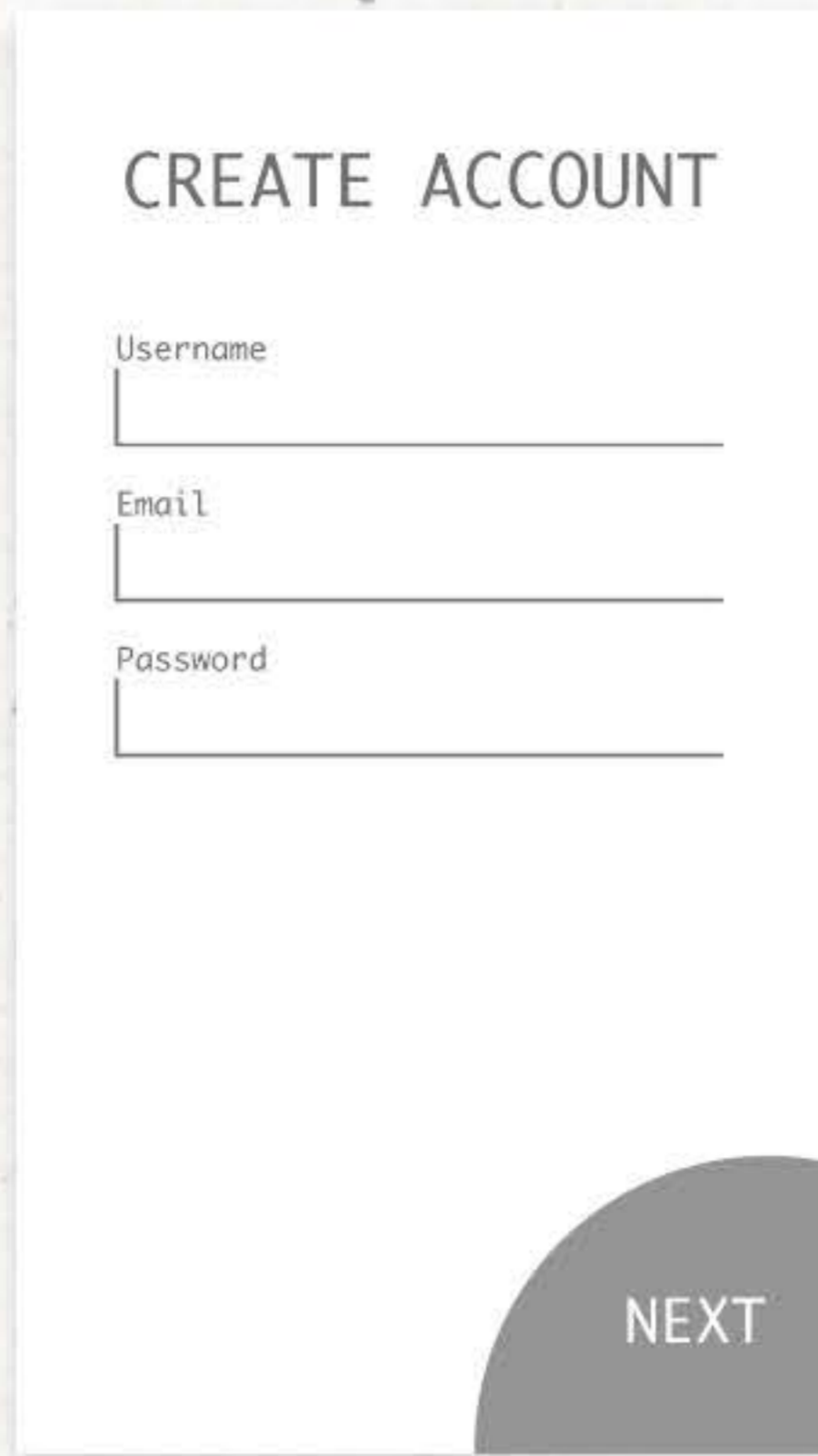
TOGGLES



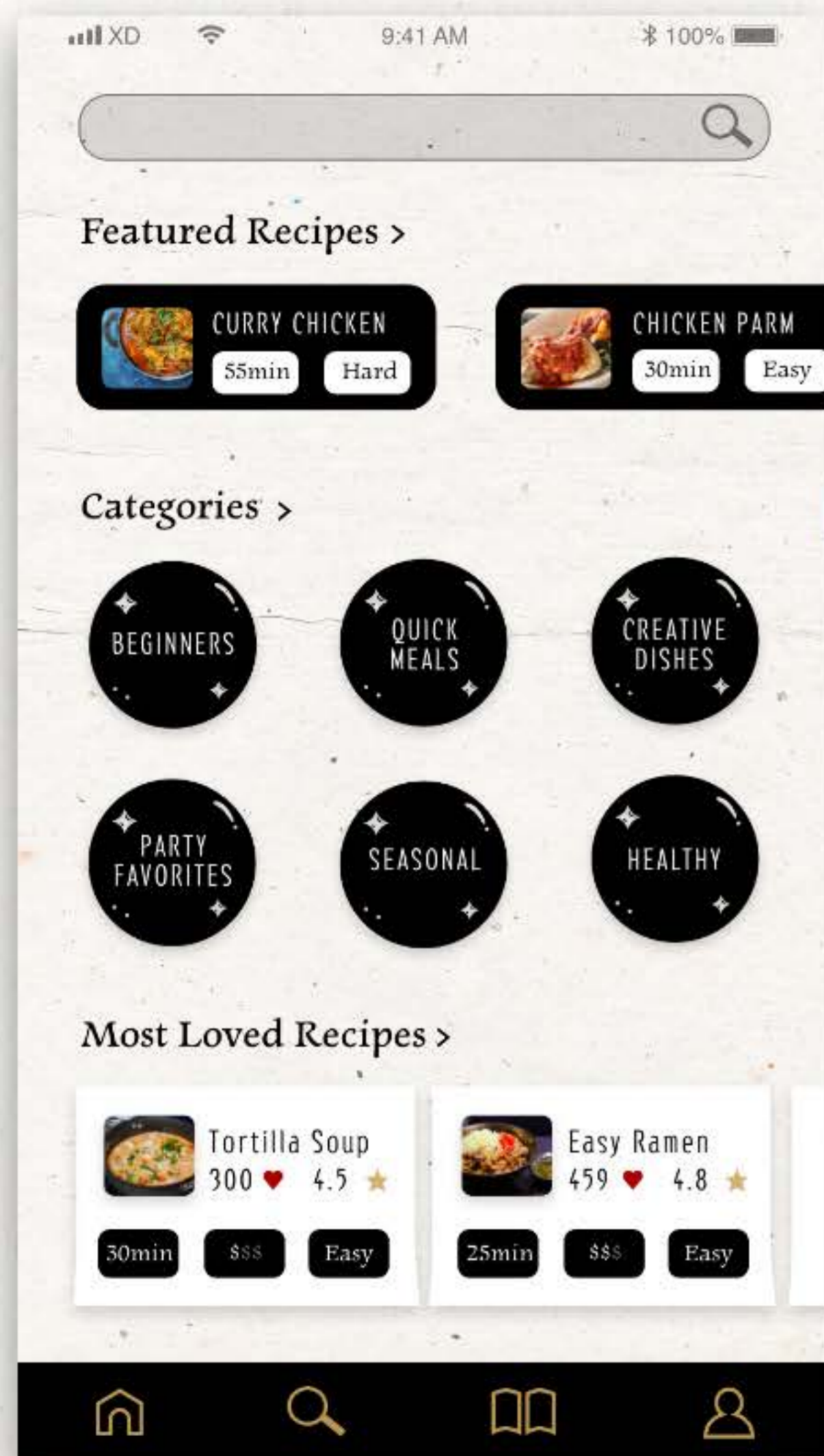
## Icons & Input:



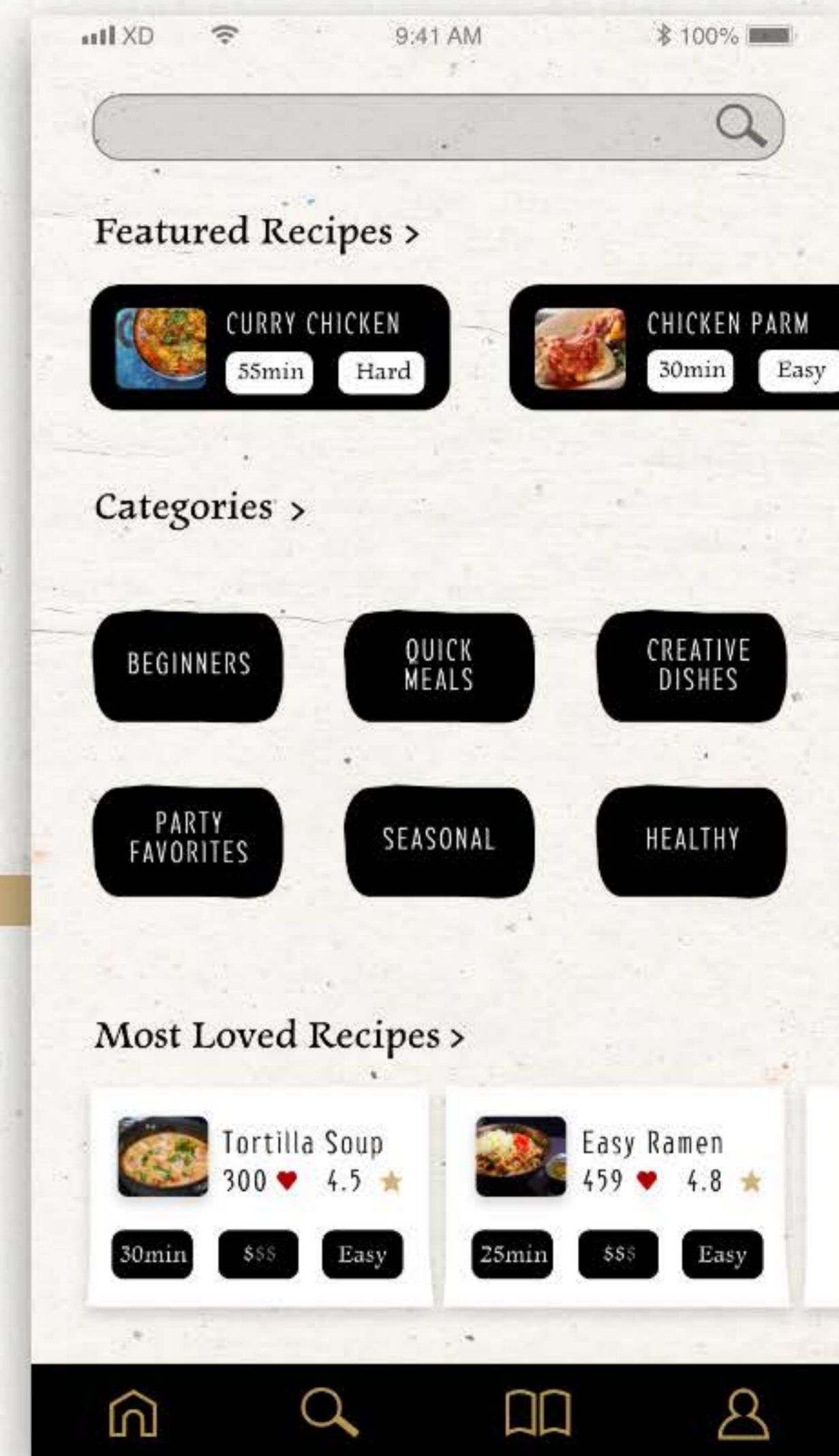
# WIREFRAMES



# A/B TESTING



50  
%  
50



“**More visually pleasing.** The other one had too many rectangles overall on the page. My mind didn’t want to read it.”

“It’s easier to focus on the words.”

“I liked the solid color of the rectangles”

“I can **read the text better.**”

# FEEDBACK

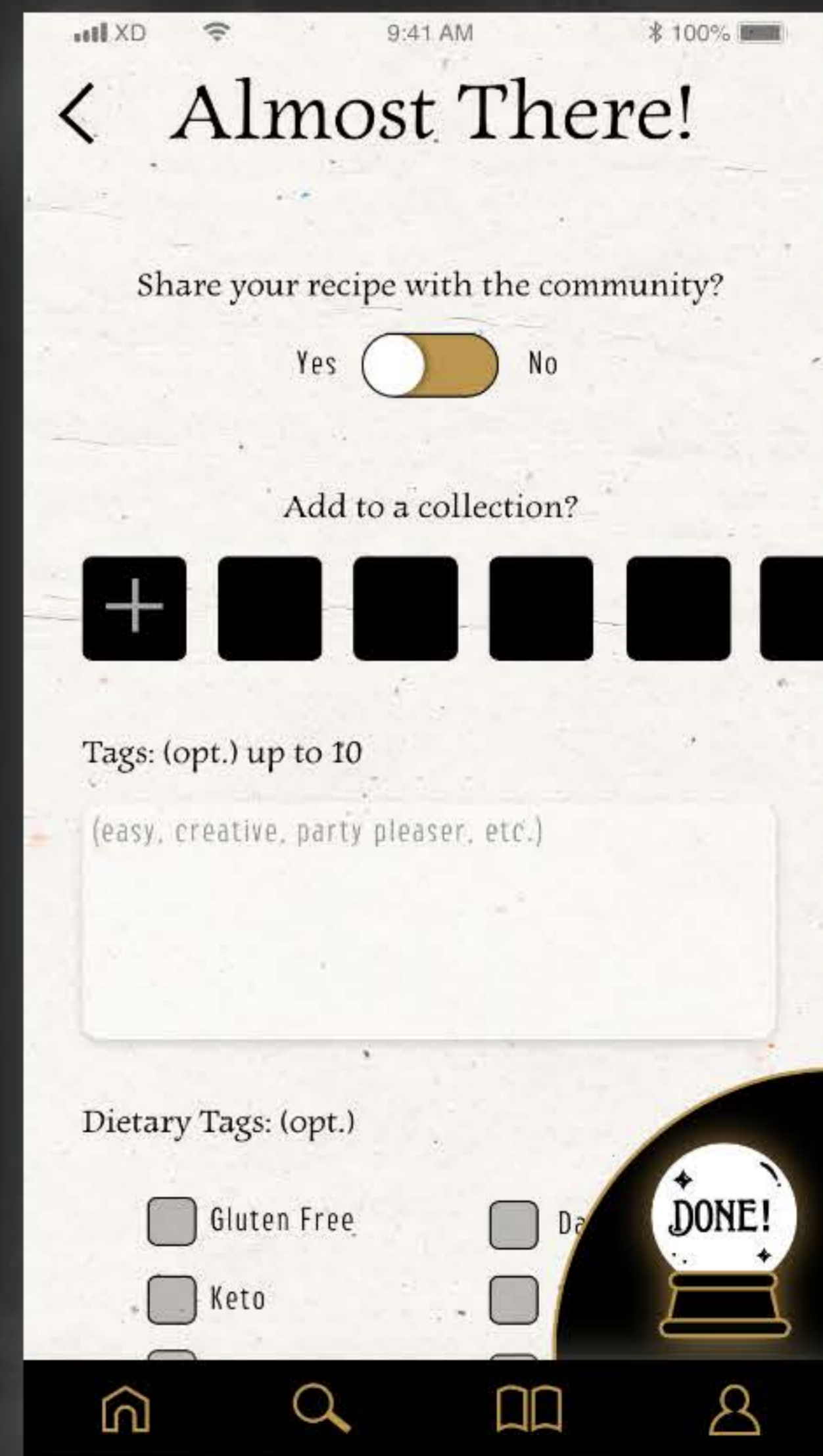
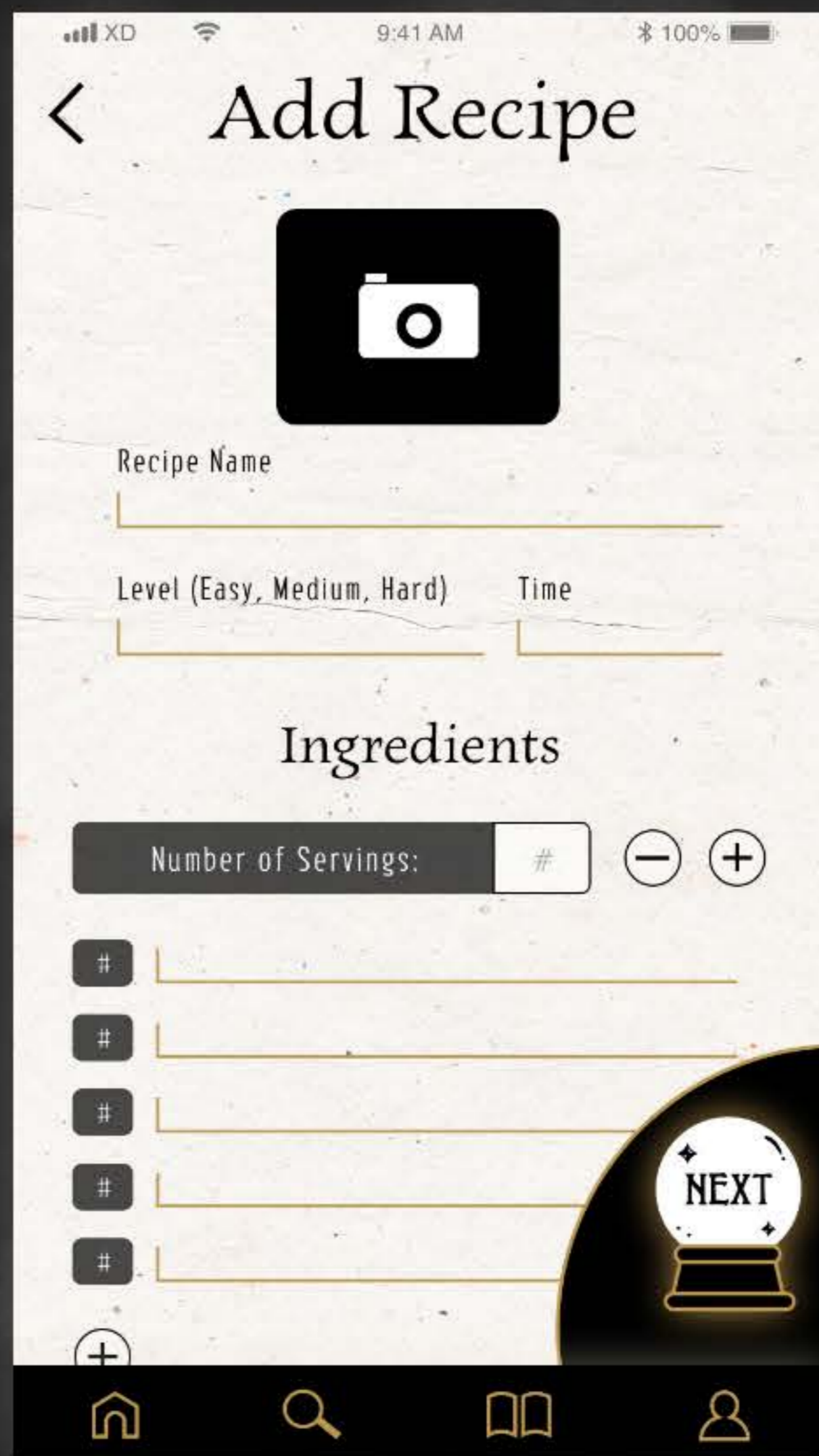
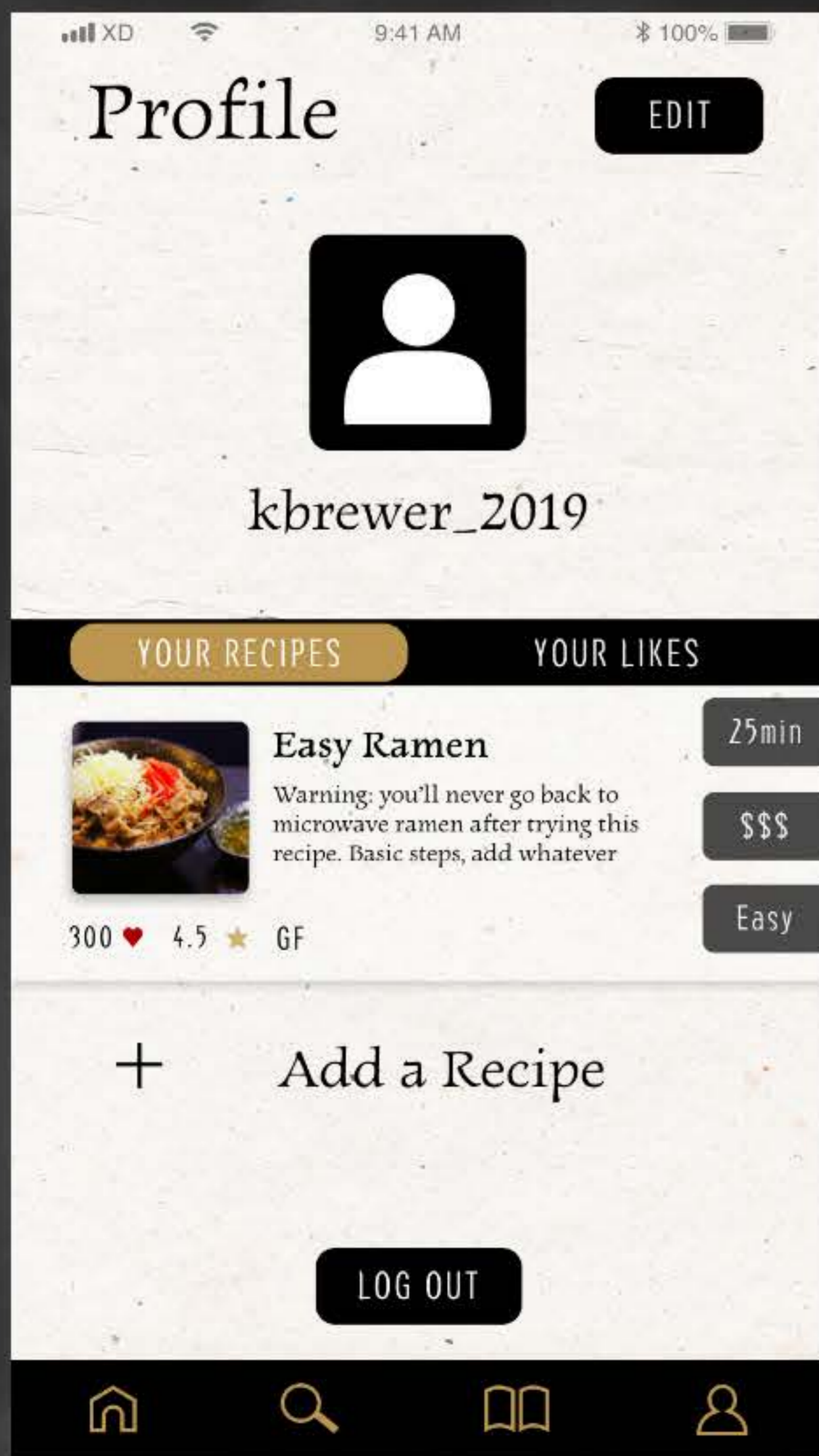
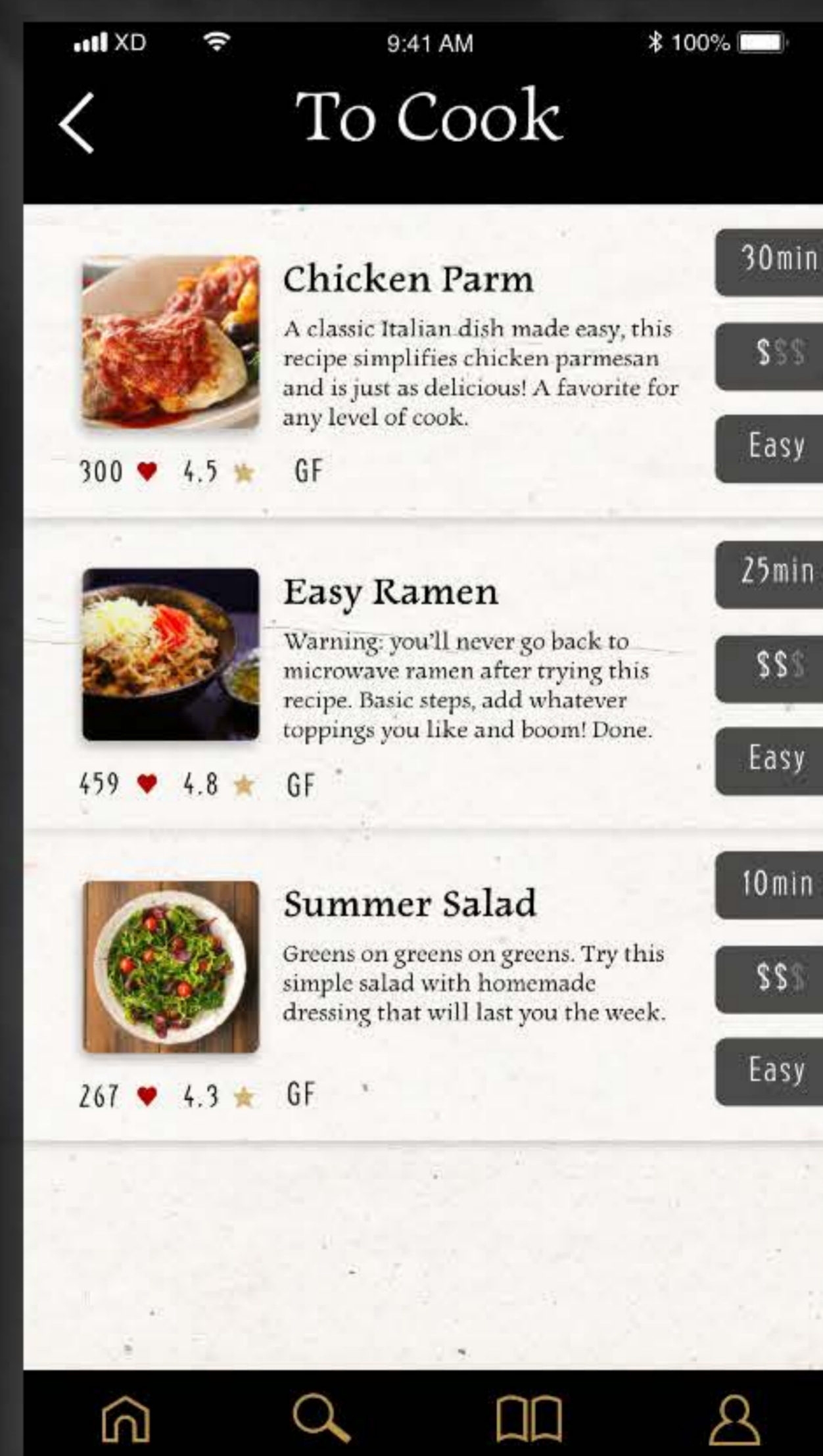
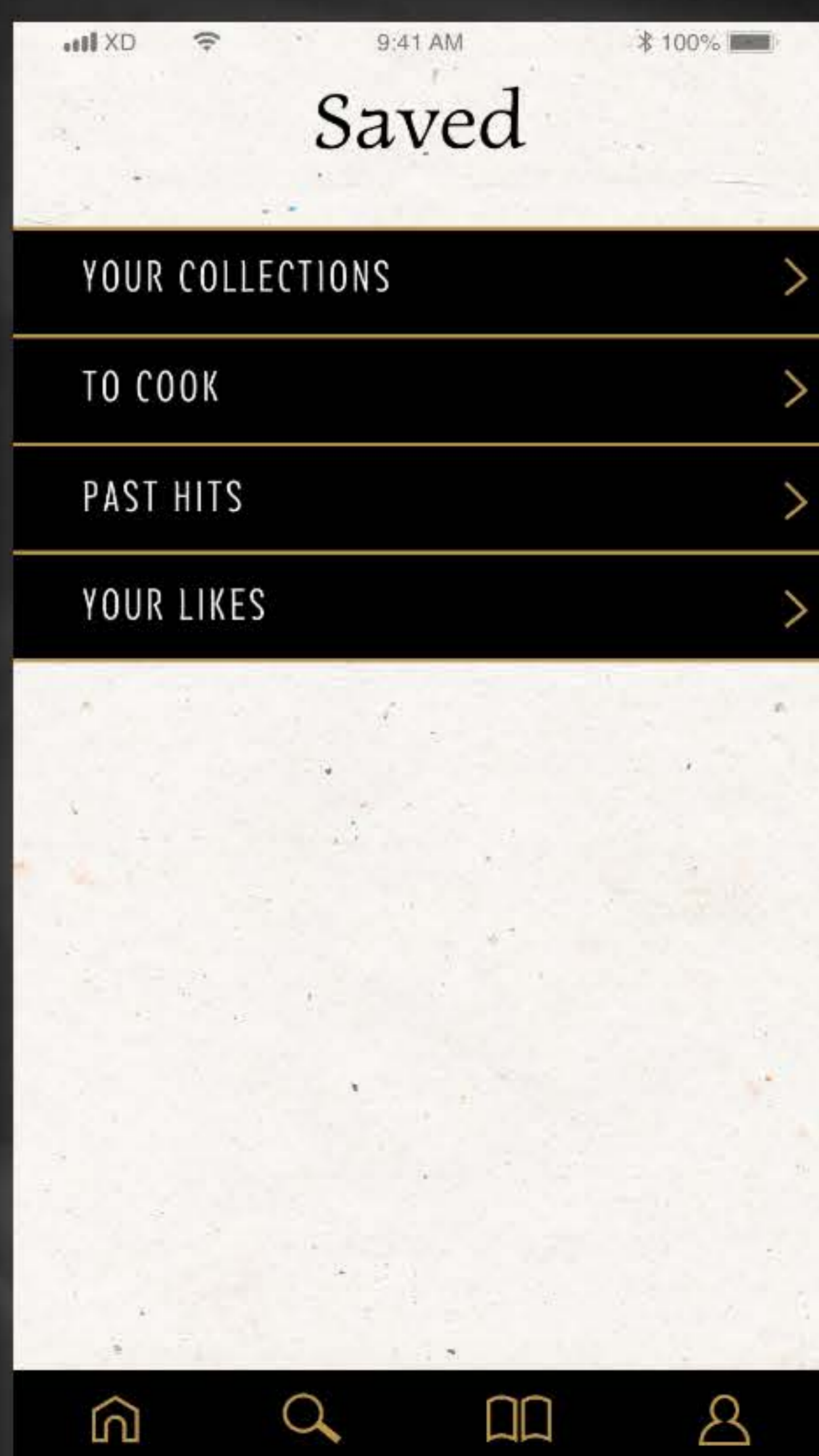
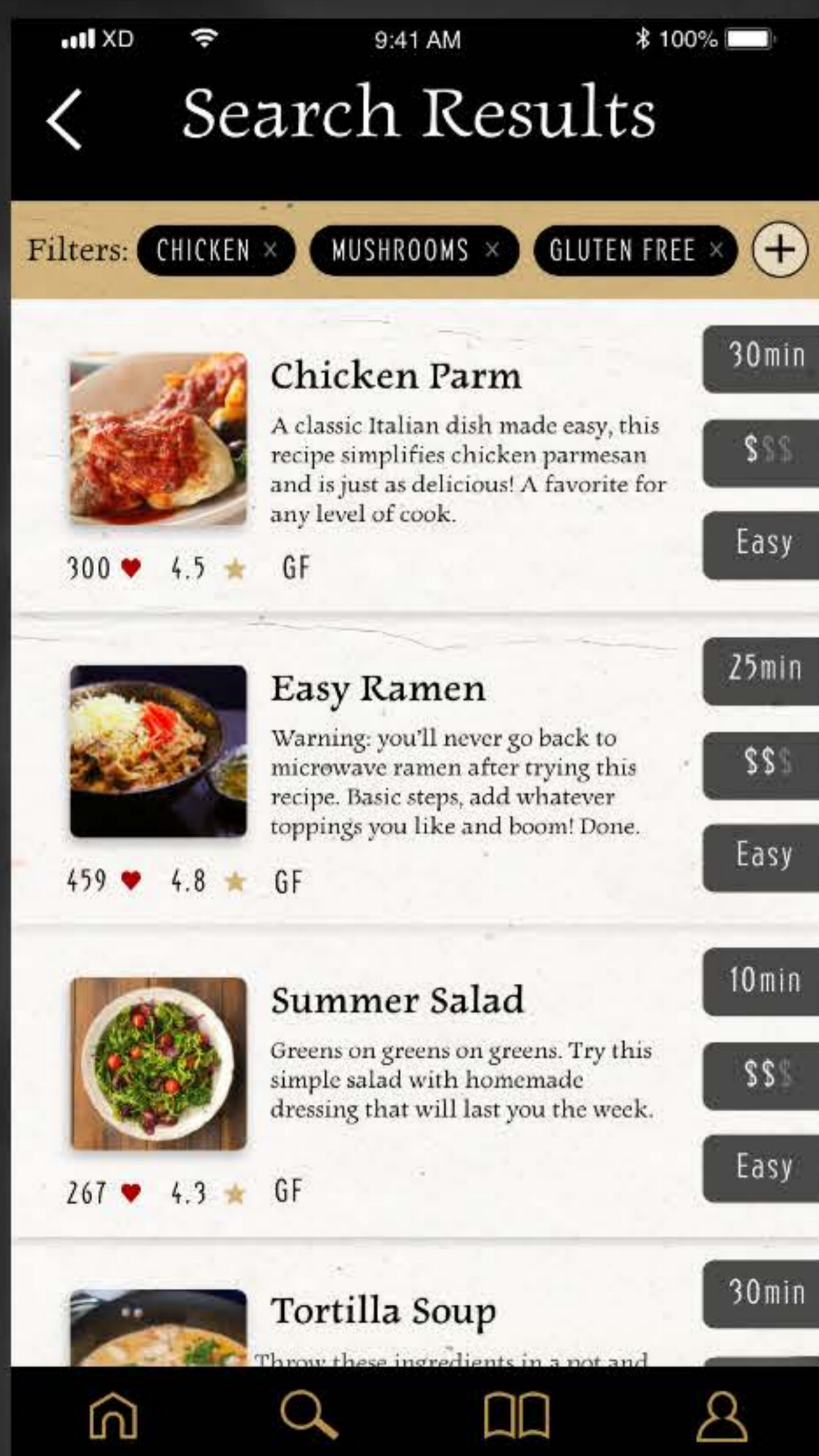
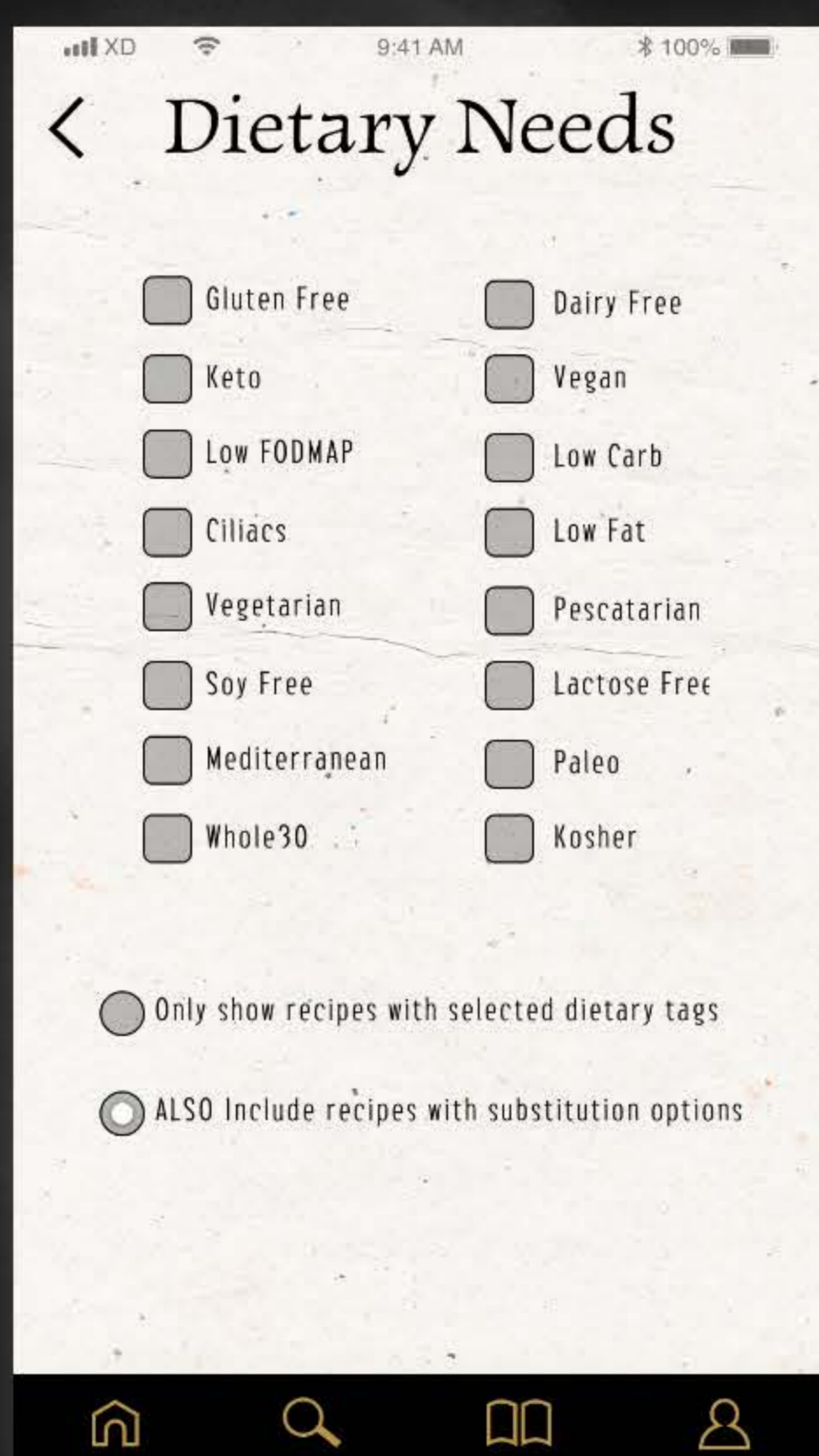
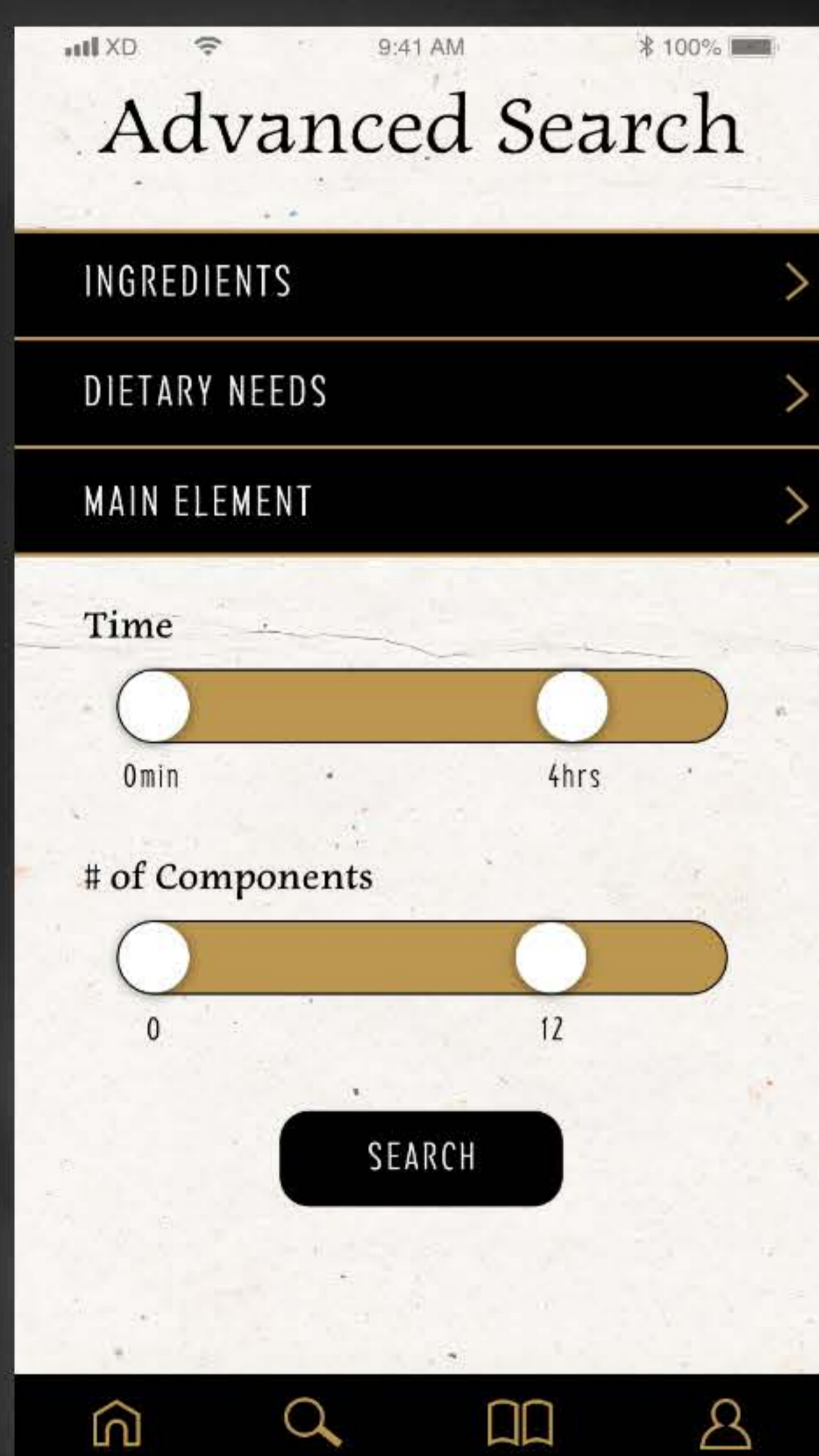
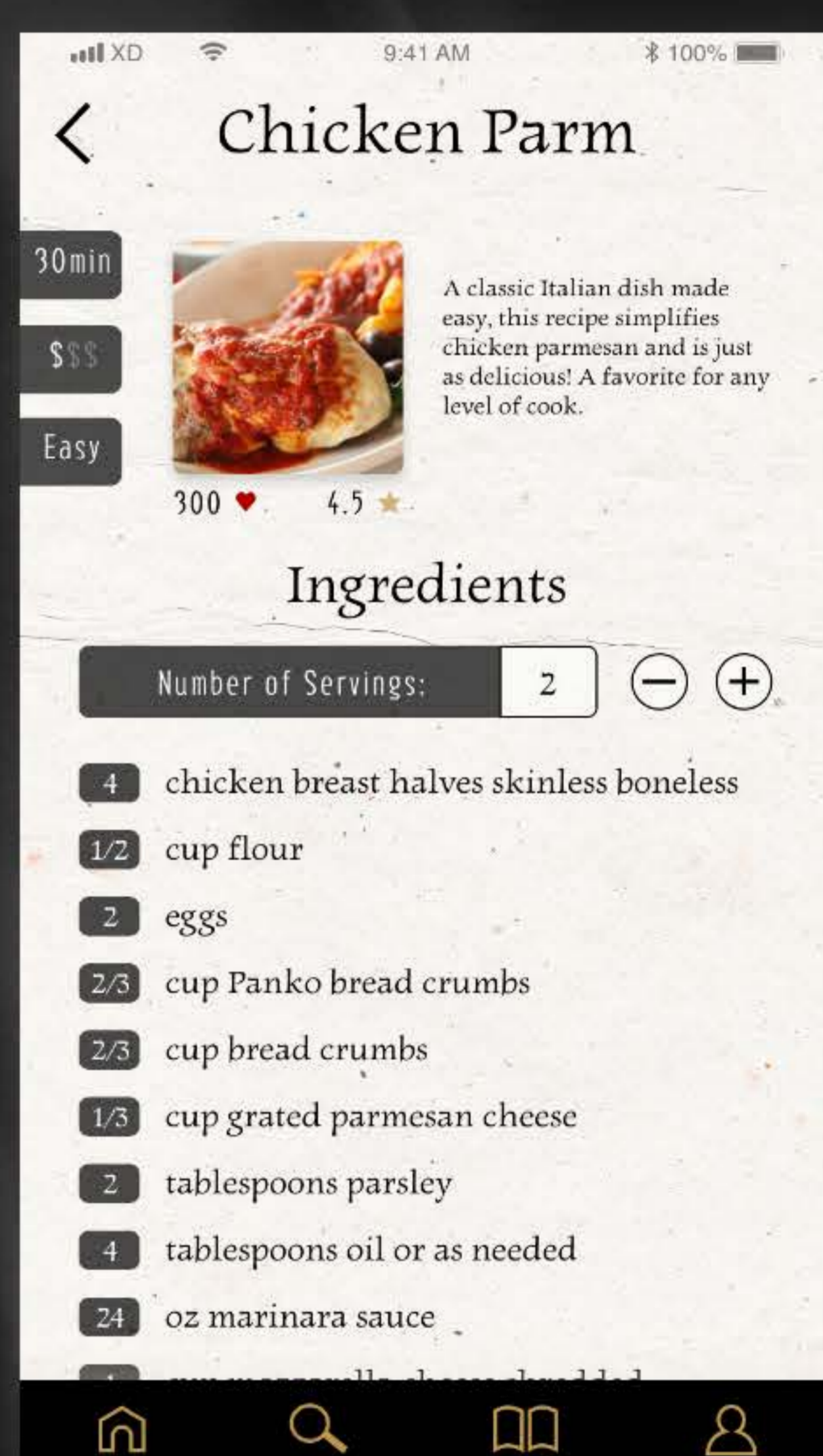
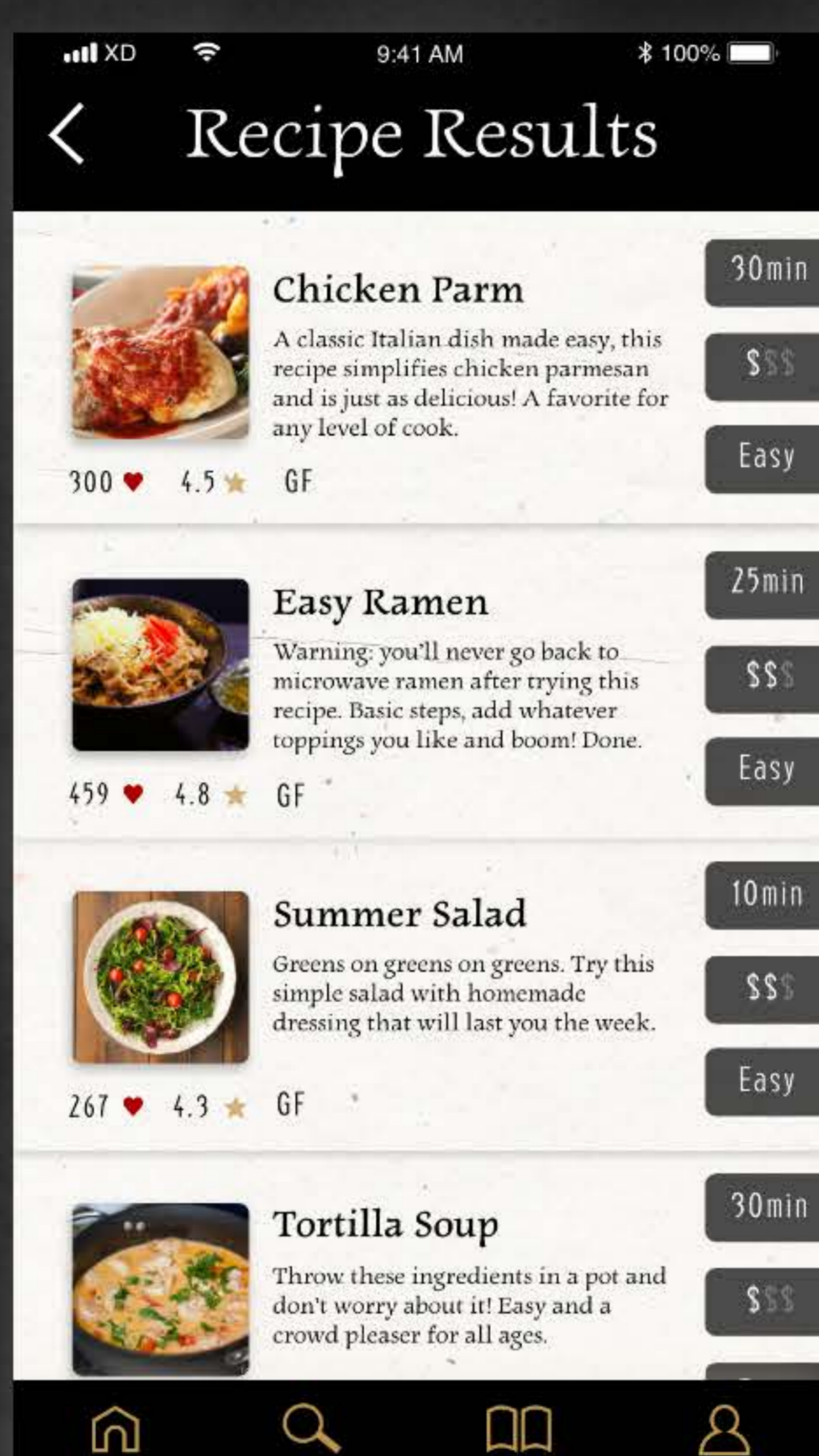
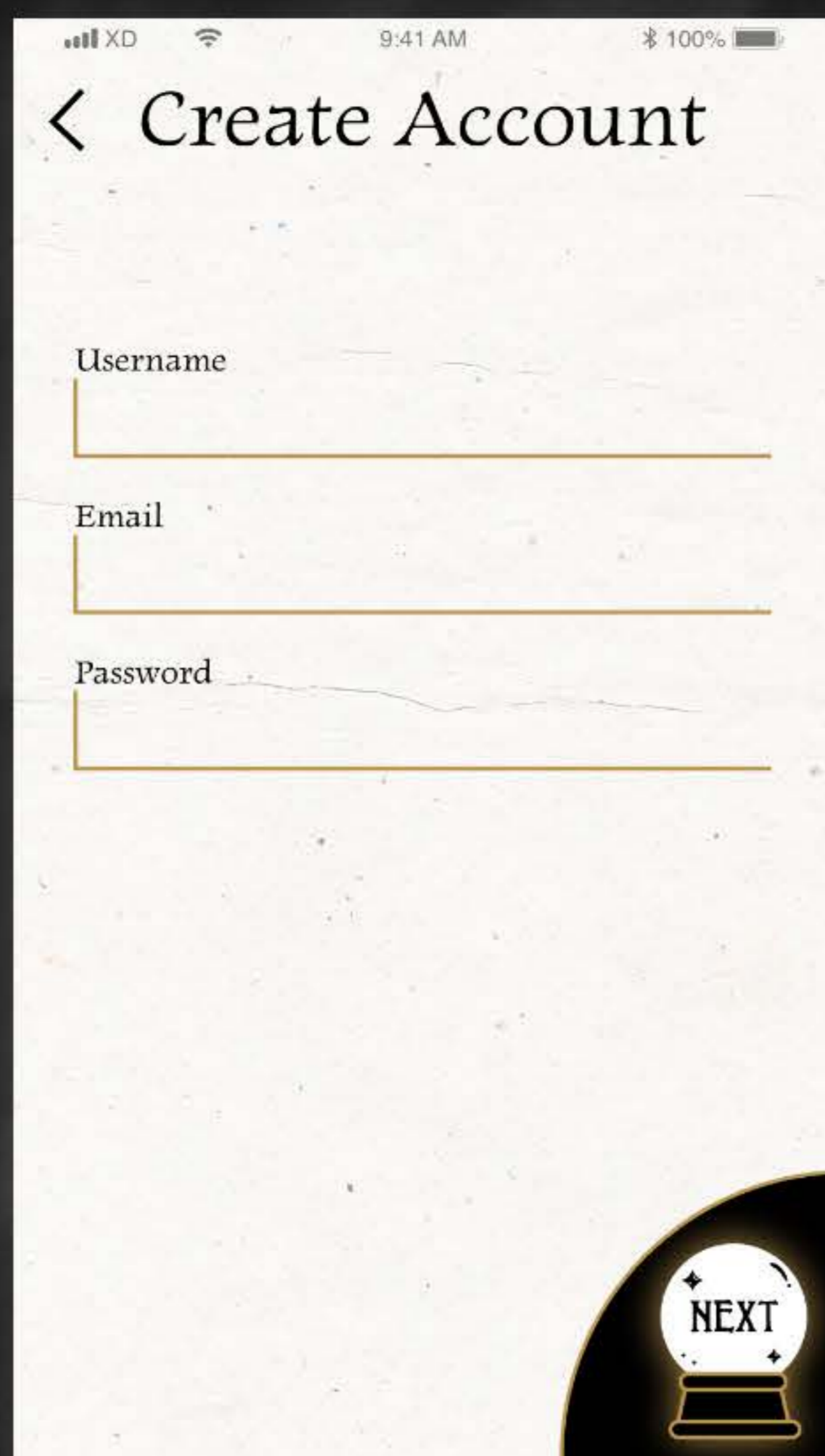
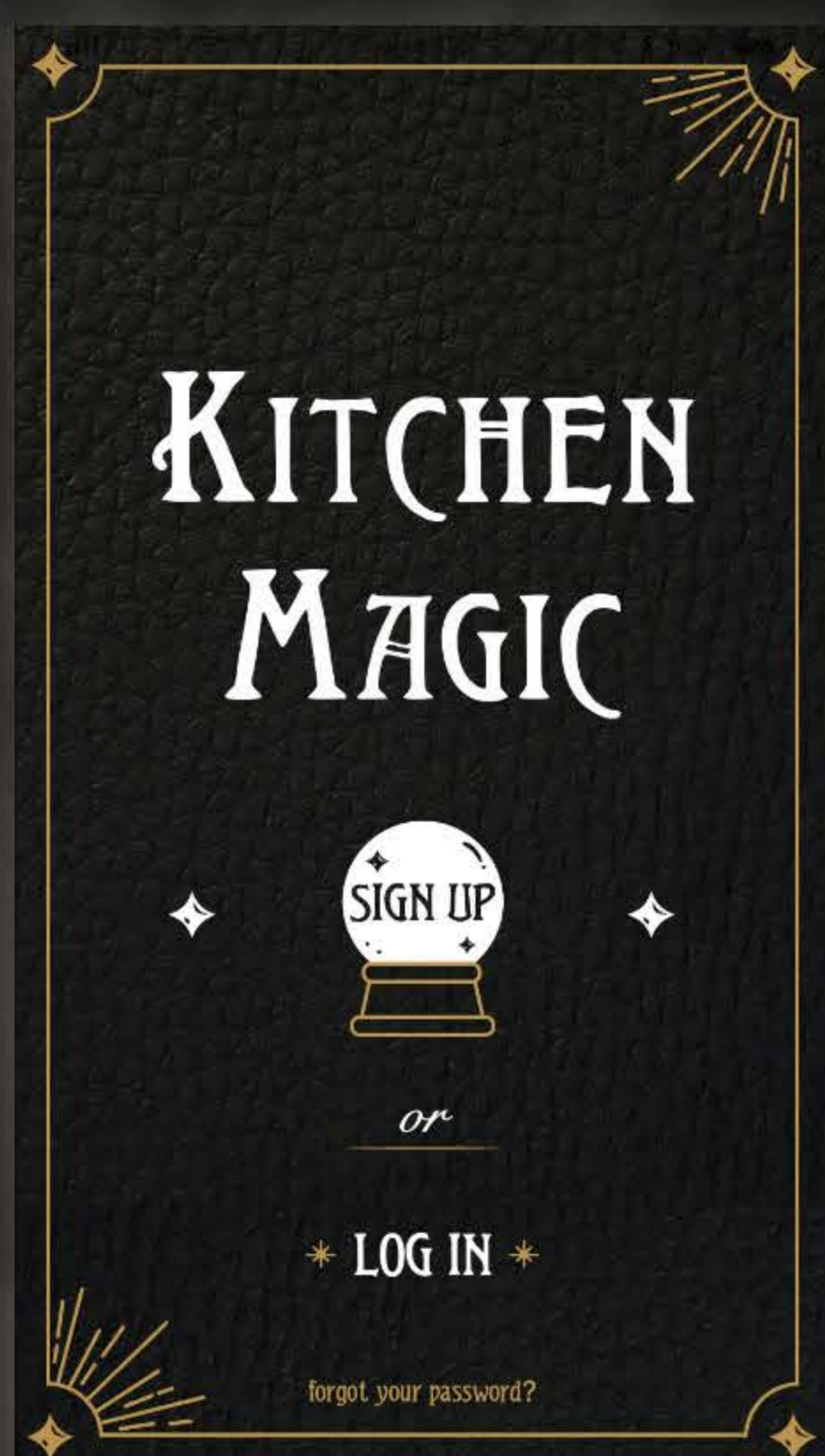
## POSITIVE

- ◆ I love the contrast between the log in screen and the create account screen yet they remain stylistically consistent.
- ◆ The glow look on the crystal ball icon is such a good idea - love it!
- ◆ Love your list setup
- ◆ (Advanced Search) This is an awesome list concept, love the contrast.
- ◆ (Add Recipe) This is awesome! I didn't even think of adding your own recipe as a user when I made my recipe app!
- ◆ I love the background you used instead of just white; gives it a cookbook feel
- ◆ I really like the drop shadow on the recipe images
- ◆ The font is perfect for the magic theme; very spell-like
- ◆ It's very easy to navigate around.

## CONSTRUCTIVE

- ◆ I love the design and it's such a great idea, however, the Sign-up/Login looks a little busy. Maybe the "log in" could be a ghost button (outlined rectangle not filled) and take out the "or."
- ◆ (Create Account) now that phones have light/dark mode it might make that transition tricky for the app.
- ◆ It might be a good idea to include a way for a user to "go back" or a "whoops, I actually already have an account" button/link for people who are clumsy.
- ◆ As a user, I would love to personalize my app with more filters like food type preference.
- ◆ (Recipe screen) I would make the title a little bit small since this isn't a primary screen.
- ◆ (Recipe screen) The screen is a little busy, as recipe screens usually are, I would include some visual separation between the details up top and the ingredients that follow.
- ◆ No logout button in profile
- ◆ Maybe try centering the "Profile" heading like the other pages and putting a logout button on top right with "edit" on top left.

# FINAL SCREENS





### Create Account

Username:

Email:

Password:

### Advanced Search

INGREDIENTS >

DIETARY NEEDS >

MAIN ELEMENT >

Time:  30min 120min

# of Components:  1 12

SEARCH

### Personalize!

Your Comfort with Cooking:

HELP 1 2 3 4 5 6 7 8 9 10

What are you looking for?

QUICK MEALS | EASY RECIPES | HEALTHY START

VEGETARIAN | VEGETARIAN | OTHER

LET'S COOK!

### Featured Recipes >

Curry Chicken | Chicken Parm

### Categories >

BEGINNERS | QUICK MEALS | CREATIVE DISHES

PARTY FAVORITES | SEASONAL | HEALTHY

### Most Loved Recipes >

Tortilla Soup | Easy Ramen

### Chicken Parm

Ingredients

- chicken breast halves skinned boneless
- cup flour
- cup Panko bread crumbs
- cup bread crumbs
- cup grated parmesan cheese
- tablespoons parsley
- tablespoons oil or as needed
- oz marinara sauce

### Recipe

Chicken Parm | Easy Ramen | Summer Salad | Tortilla Soup

# KITCHEN MAGIC

SIGN UP

or

LOG IN

forgot your password?

### Featured Recipes >

Curry Chicken | Chicken Parm

### Categories >

BEGINNERS | QUICK MEALS | CREATIVE DISHES

PARTY FAVORITES | SEASONAL | HEALTHY

### Most Loved Recipes >

Tortilla Soup | Easy Ramen

### Search Results

Filters: CHICKEN | MOZZARELLA | GLUTEN FREE

Chicken Parm 30min \$\$\$ Easy

Easy Ramen 25min \$\$\$ Easy

Summer Salad 10min \$\$\$ Easy

Tortilla Soup 30min

### Profile

EDIT

Profile picture placeholder

kbrewer\_2019

YOUR RECIPES | YOUR LIKES

Easy Ramen 25min \$\$\$ Easy

+ Add a Recipe



