



PROCESS DOCUMENT

# FRUITY SMOOTHIE



[HTTPS://XD.ADOBE.COM/VIEW/C8426C4C-2283-4067-4C7B-C7EA32164DF6-BE73/](https://xd.adobe.com/view/c8426c4c-2283-4067-4c7b-c7ea32164df6-be73/)

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[HTTPS://NEWS.LIVEDOOR.COM/ARTICLE/DETAIL/16563692/](https://news.livedoor.com/article/detail/16563692/)

[HTTPS://PNGTREE.COM/SO/FRUIT](https://pngtree.com/so/fruit)

[HTTPS://WWW.LACOQUERIE.NL/HOME/MARQT/](https://www.lacoquerie.nl/home/marqt/)

[HTTPS://WWW.PINTEREST.CO.KR/PIN/  
AA6Y9KGBDZMBG8BA6WZ5LBEULDECERGMIRKSXBO30FUAJCPEN5YCJ7Y/](https://www.pinterest.co.kr/pin/AA6Y9KGBDZMBG8BA6WZ5LBEULDECERGMIRKSXBO30FUAJCPEN5YCJ7Y/)

[HTTPS://LOGOPOND.COM/LAAPERI/SHOWCASE/DETAIL/194809](https://logopond.com/laaperi/showcase/detail/194809)

[HTTPS://ELEMENTS.ENVATO.COM/ISOLATED-AERIAL-SPLASH-AV5AQ9](https://elements.envato.com/isolated-aerial-splash-AV5AQ9)





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# RESEARCH



## Orange

Orange is one of the warm colors  
It is the colour between red and yellow and therefore a secondary colour.

## Meaning

The word originated from the Persian word 'narang' which means orange.

In many other languages like, English, French and Spanish the same word is used for 'orange'.

The color occurs rarely in nature and isn't as symbolic as most of the other colors, with an exception that it is symbolic for the Netherlands!



As a citrus color, orange is associated with **healthy food & vitality** and stimulates appetite. Orange is the color of **fall and harvest**. In heraldry, orange is symbolic of **strength and endurance**.

It is a very **vibrant and energetic** color. In its muted forms it can be associated with the earth and with autumn.

Because of its association with the changing seasons, orange can represent **change and movement** in general. It is also strongly associated with **creativity**.

In designs, orange commands attention without being as overpowering as red. It's often considered **more friendly and inviting (less aggressive), and less in-your-face**.

Orange combines the energy of red and the happiness of yellow.

It is associated with **joy, sunshine, the tropics**.

Orange represents

**Enthusiasm, fascination, happiness, creativity, determination, attraction, success, encouragement and stimulation.**



### Orange

Orange increases oxygen supply to the brain, produces an invigorating effect, and stimulates mental activity.

It is highly accepted among young people.

It also has a very high visibility, so you can use it to catch attention and highlight the most important elements of your design. Orange is very effective for promoting food products and toys.

### Color & Shape

Orange suggests the form of the rectangle. It is less earthly in quality than red, more tinged with a feeling of incandescence. It is warm, dry, compelling. Optically, it produces a sharp image and therefore lends itself to angles and to well-defined ornaments.



### Summarizing Words

Energy

Seasons/Fall/Summer

Change & Movement

Fruit / Orange

Health & Vitality

Joy/Happiness

Sunshine/Tropisch

Enthousiasm

Creativitty

Healthy Food

Orange RGB color code

= #FFA500

=  $255*65536+165*256+0$

= (255, 165, 0)

RED=255, GREEN=165, BLUE=0

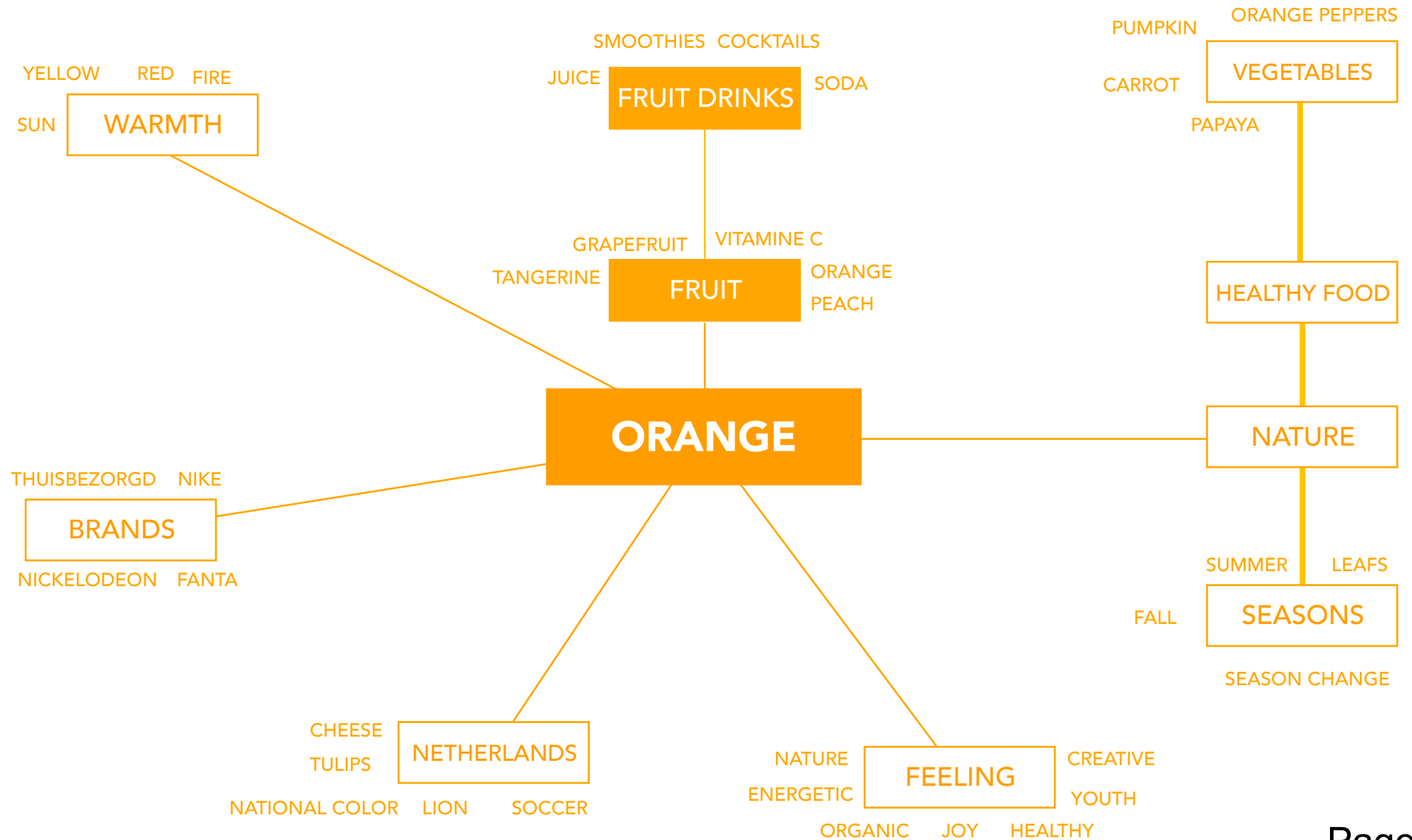


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# MINDMAP + SITEMAP + CONCEPT

# Mindmap

## ORANGE - ASSOCIATIONS



# Mindmap —> Sitemap

ORANGE > FRUIT > FRUITY DRINKS > SMOOTHIES



## Inspiration

Based on the research I did in my introduction I stated that orange is mostly known as the color that represents fruit, it is associated with **healthy food & vitality**.

That's why I started to come up with words such as; **fruit, food, vegetables, nature etc.**

There are also a lot of fruity drinks, such as  
- **smoothies, soda, juice & cocktails**

## Smoothies

For me smoothies were the closest to fruit because smoothies literally are pressed fruit mixed together!

I thought of the 4 most basic flavors:  
**Berry's, Mango, Strawberry & Matcha!**

## Smoothie Website

This way I came up with the idea to make a do it yourself smoothie website!

Here users can look up the 4 different smoothie flavors and choose one to learn easily how to make it themselves.

## 4 Flavors - Each 3 Smoothies

Each fruit flavour will have 3 of its own smoothies.

So for example, the Fruit category; Berries, will consist out of 3 berry flavour smoothies:

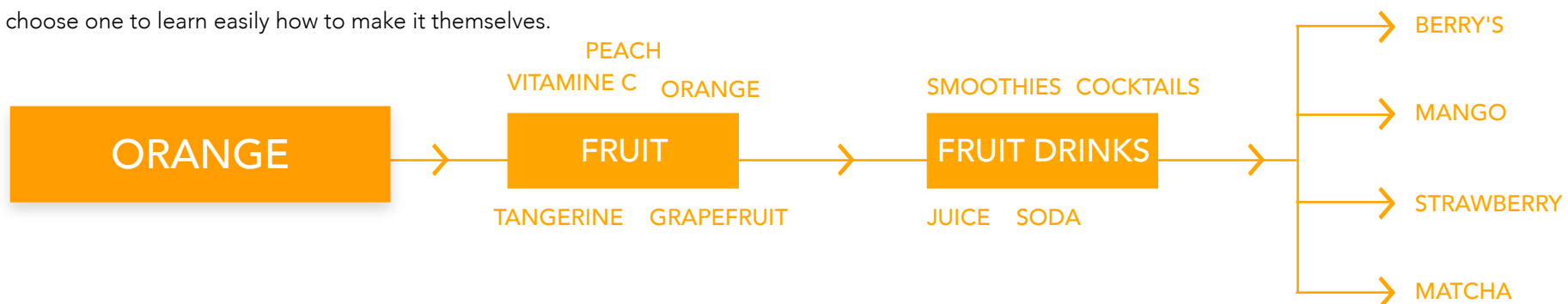
- the berry, beet, mint, lima & chia smoothie
- the blackberry and yoghurt smoothie
- the coconut blueberry smoothie

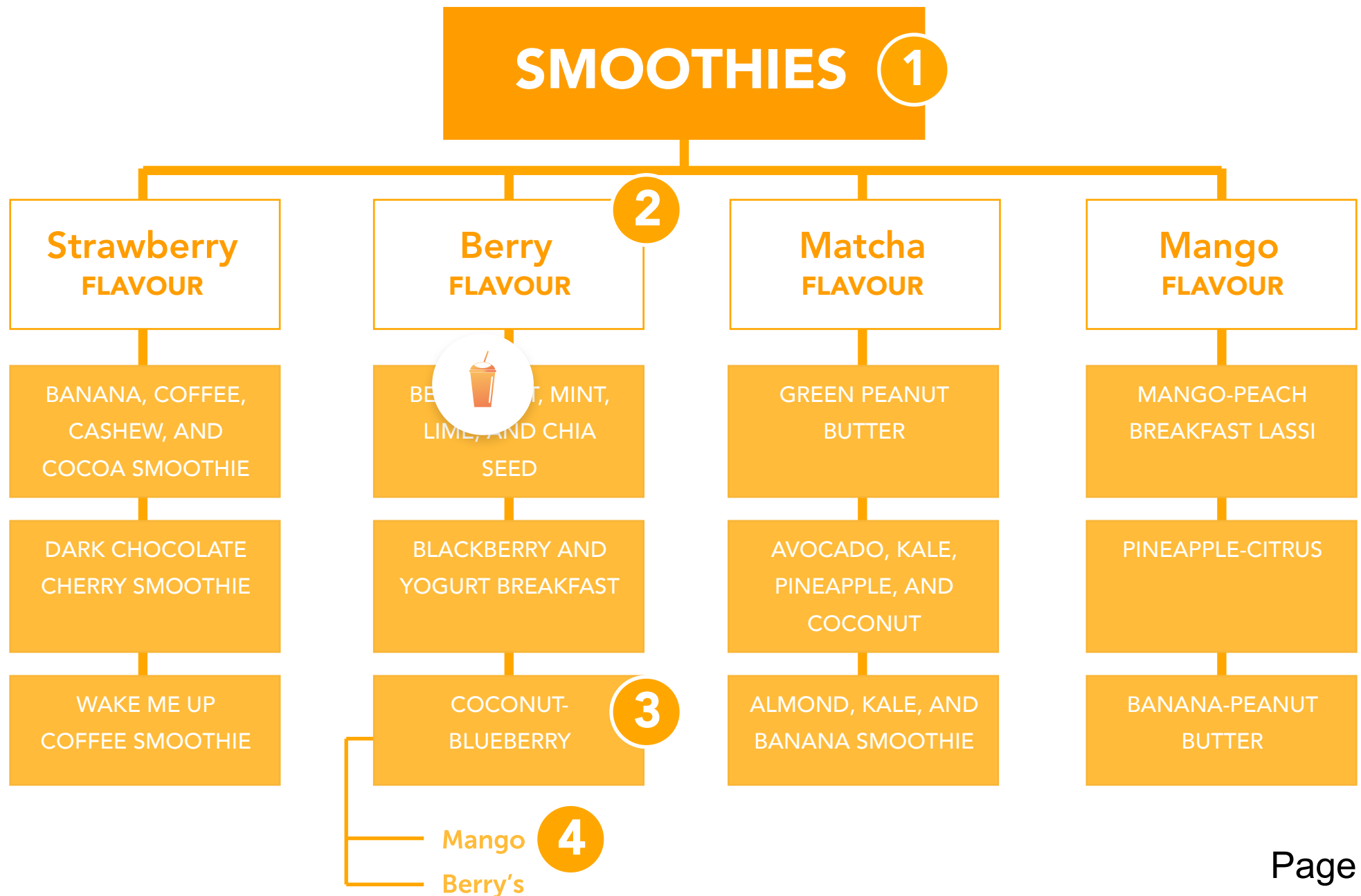
## 3Rd Page

When you press on one of these smoothies you will go to the third page. Here you will find all the information about the smoothie, how you can prepare the smoothie and you get a list of ingredients. This way it will make it very easy to make the smoothie yourself.

## Detail Page

When you press on one of the ingredients, the user goes to the 4th (detail) page. Here he can find information about the ingredient and where to buy it.







### Website Structure

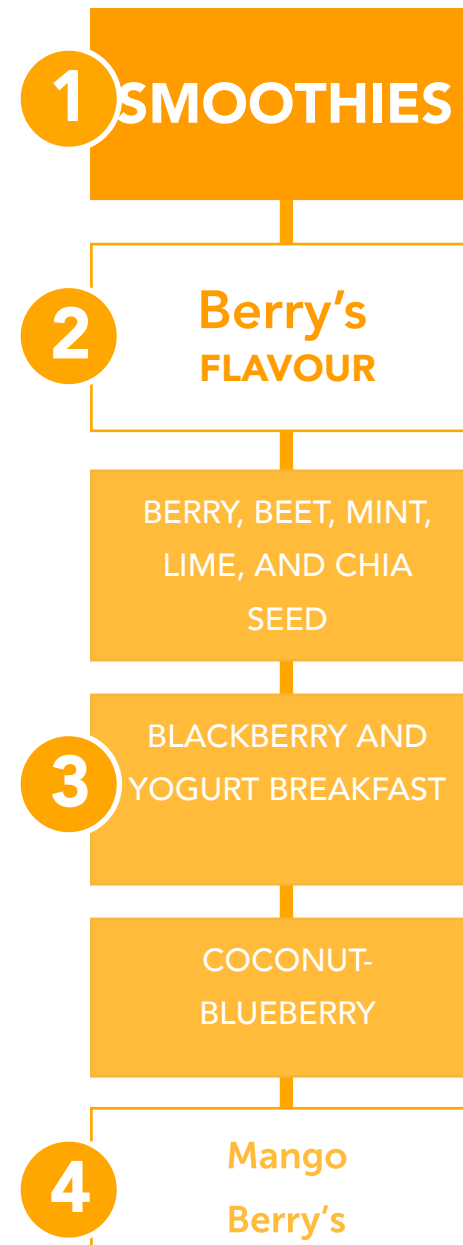
The website will have the following structure:

1e pagina —> Smoothies

2e pagina —> Berry flavour

3e pagina —> Blackberry & Yoghurt smoothie

4e pagina —> Mango (one of the smoothie ingredients)

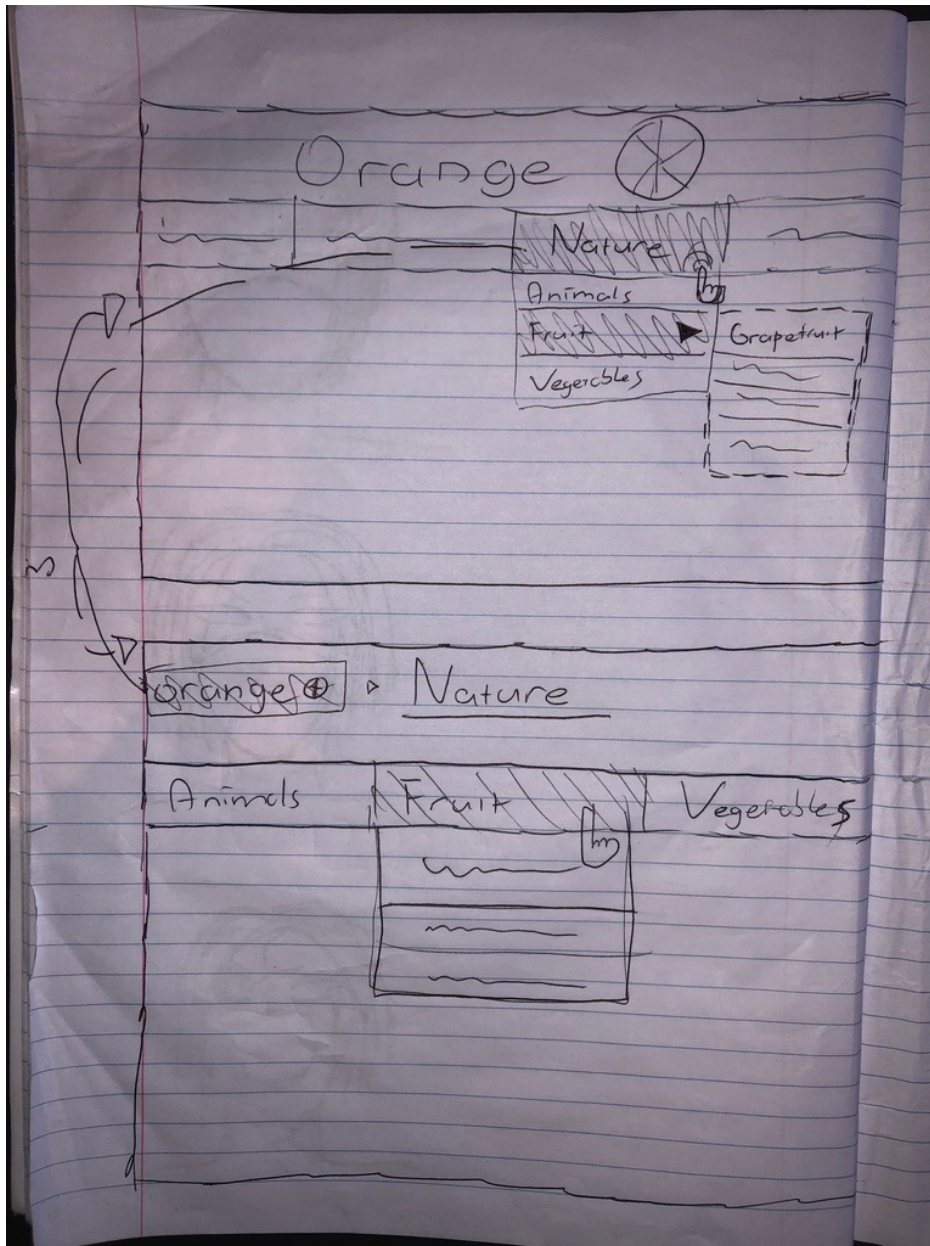






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# INFORMATION FILTERING & NAVIGATION MENU'S

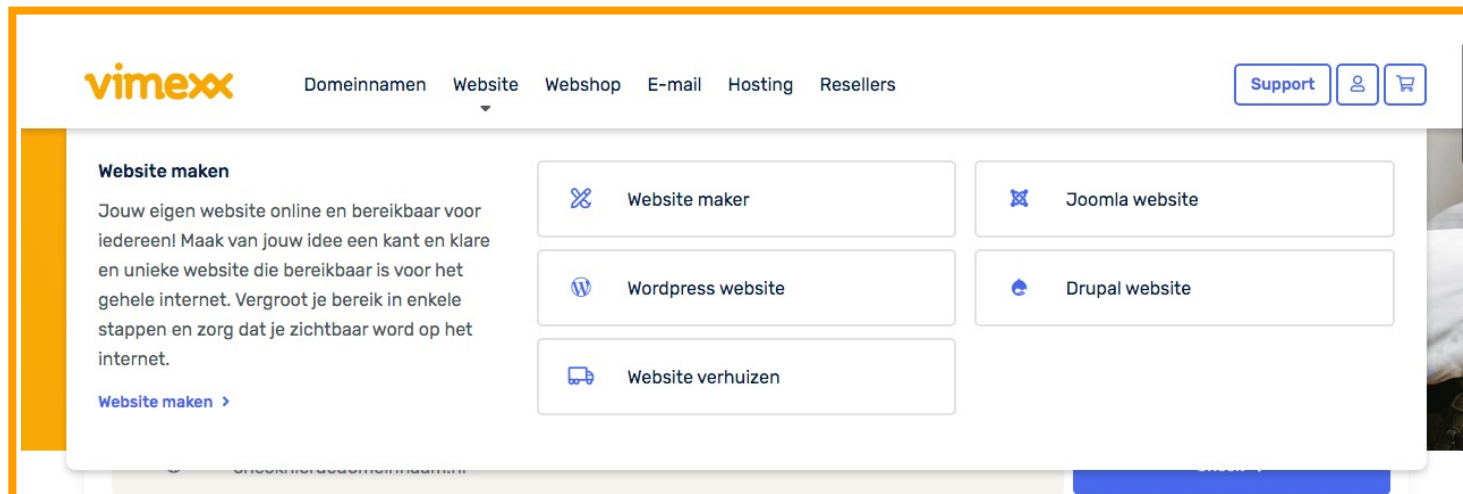
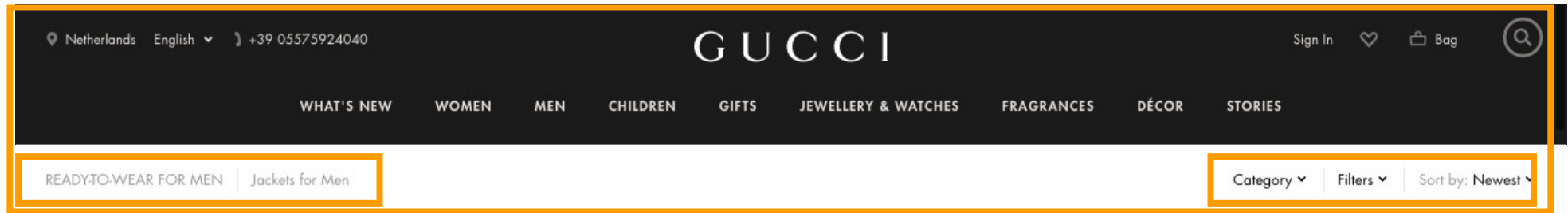


# Research - Filtering & Navigation Menu's

HTTPS://WWW.GUCCI.COM/NL/EN\_GB/



DESKTOP

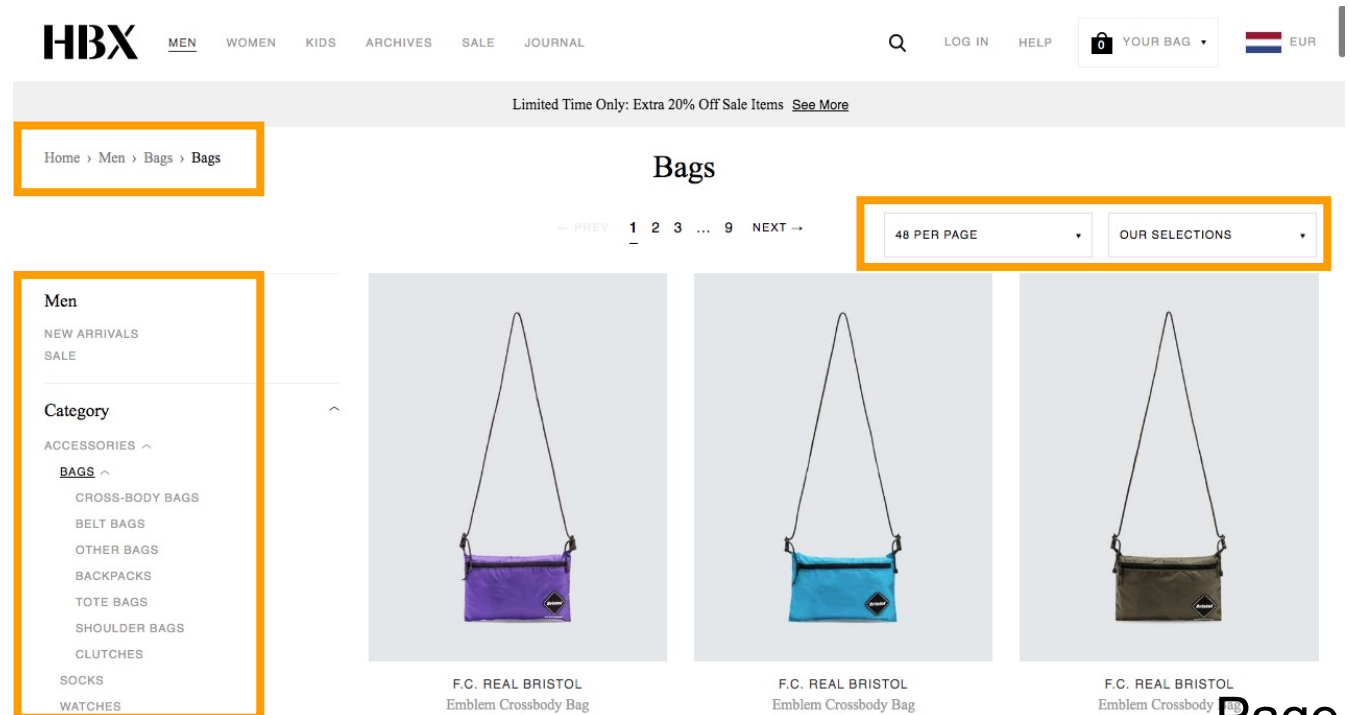
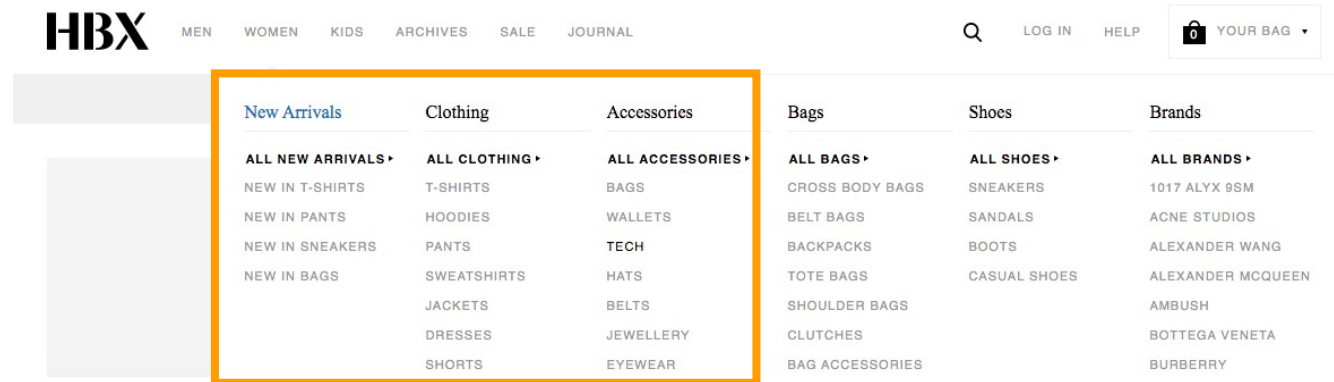


# Research - Filtering & Navigation Menu's

HTTPS://HBX.COM/MEN



DESKTOP

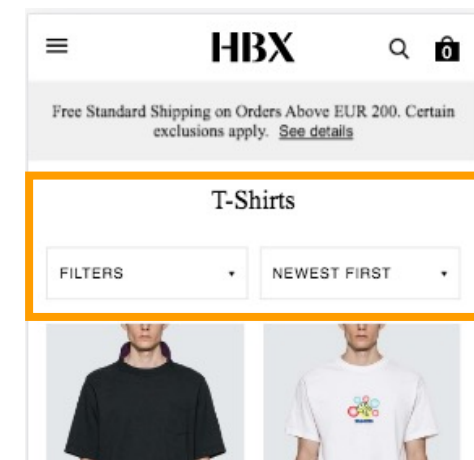
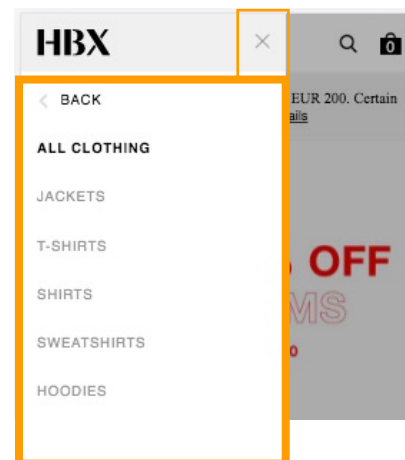
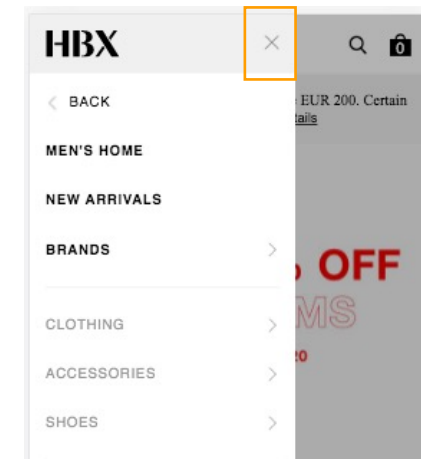
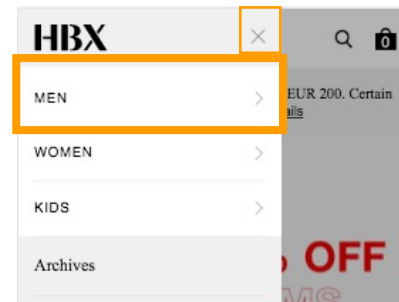
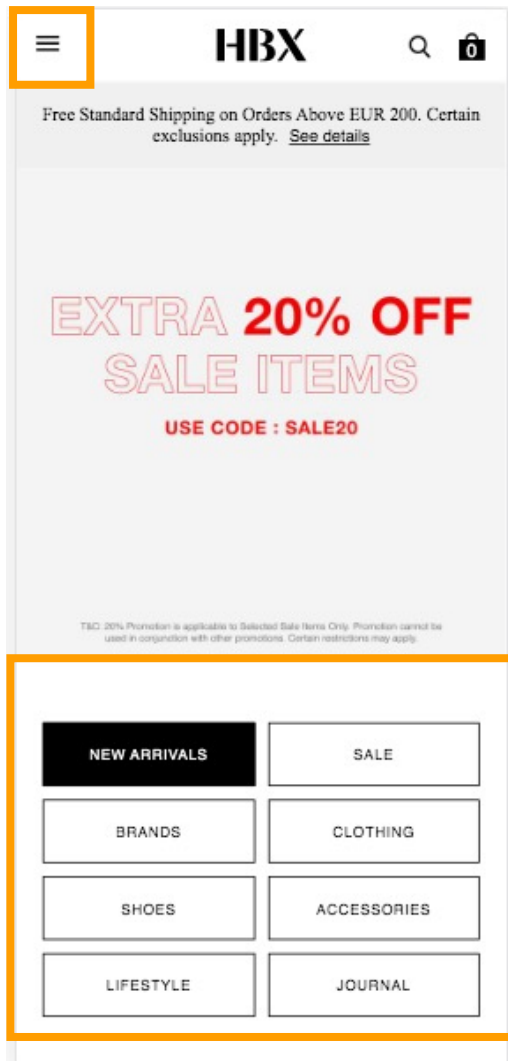


# Research - Filtering & Navigation Menu's

HTTPS://HBX.COM/MEN



## MOBILE

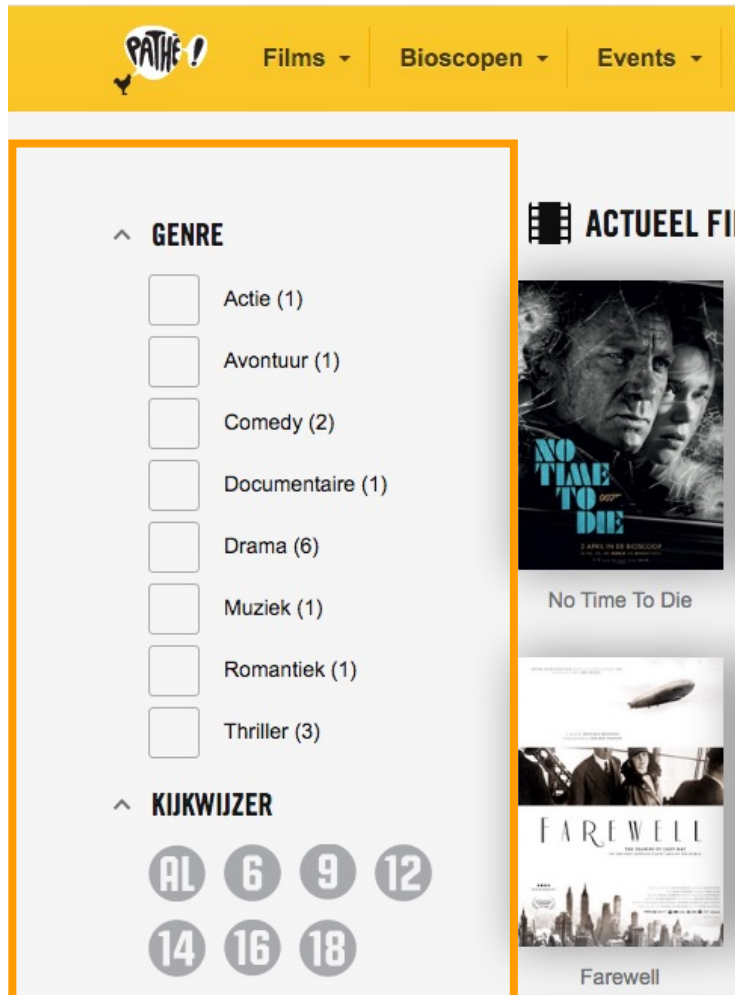


# Research - Filtering & Navigation Menu's

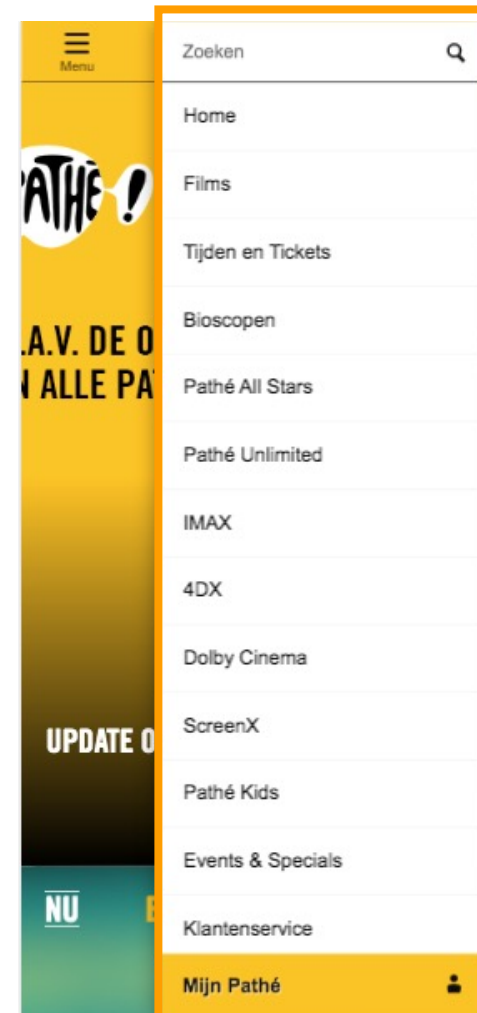
HTTPS://WWW.PATHE.NL/



## DESKTOP



## MOBILE



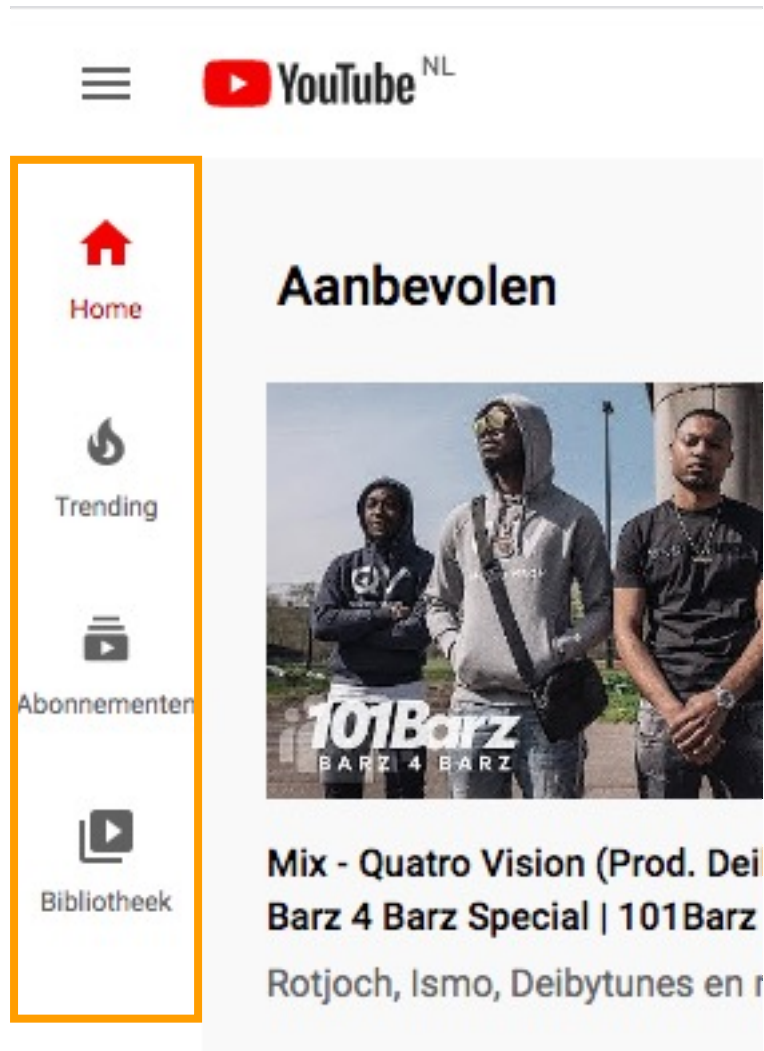


# Research - Filtering & Navigation Menu's

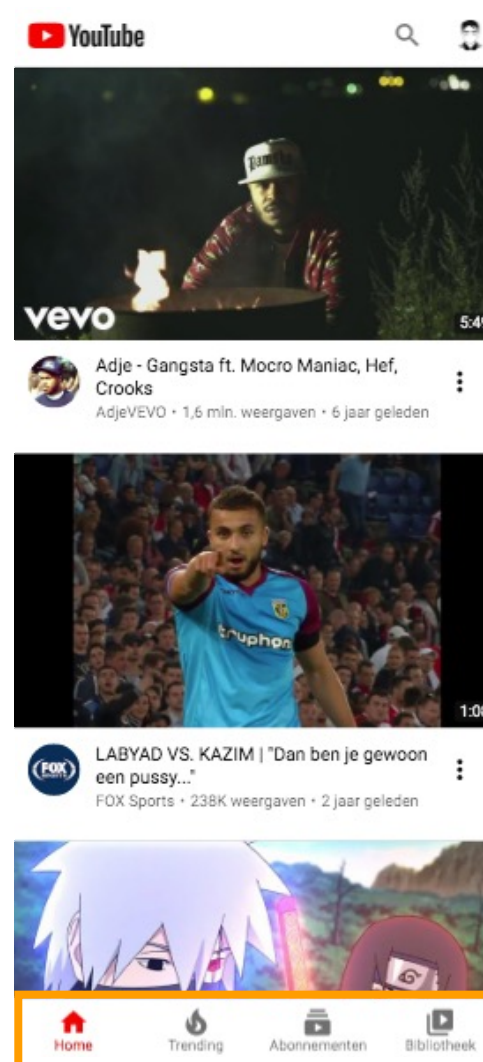
[HTTPS://WWW.YOUTUBE.COM/](https://www.youtube.com/)



DESKTOP



MOBILE

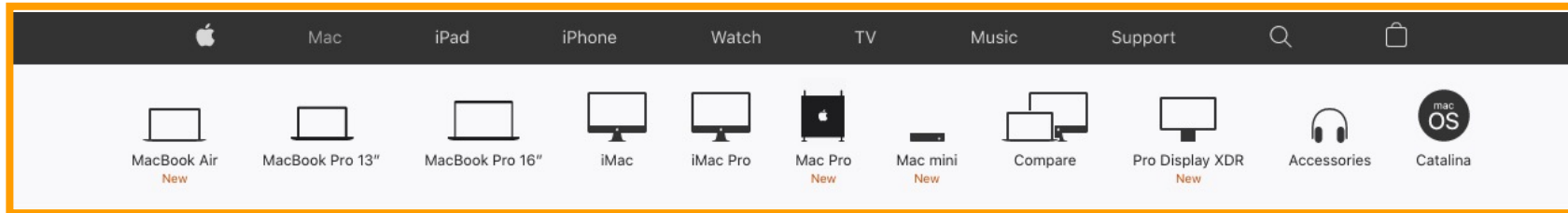


# Research - Filtering & Navigation Menu's

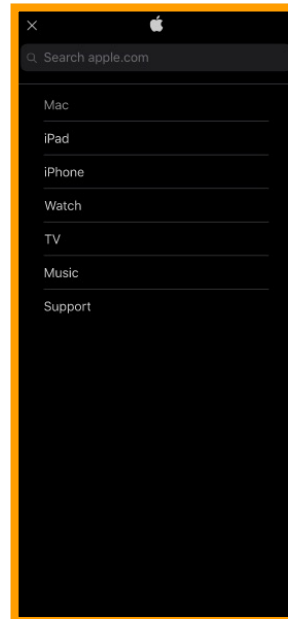
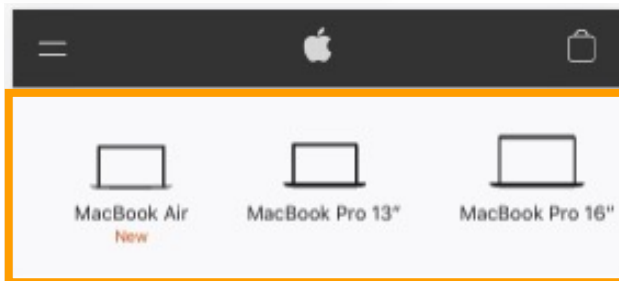
[HTTPS://WWW.APPLE.COM/](https://www.apple.com/)



## DESKTOP



## MOBILE



Full screen menu





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# INSPIRATION MOODBOARD PINTEREST

# Inspiration Board: Pinterest

[HTTPS://PIN.IT/71AHTGS](https://pin.it/71AHTGS)



sales\_automation-zonaa.png by Ibnu Mas'ud



Travel App Landing Page Design



Agency Website



Orange art print, orange fruit...  
Etsy



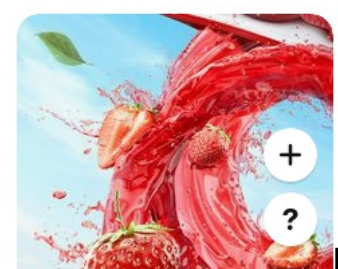
BOTANIST (ボタニスト) on Instagram: "NEW! スムージー誕生! ? / BOTANIST..."



Fruits



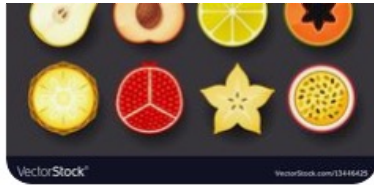
ソフトクリームをまぜまぜ.....夏に飲みたい新感覚シェイク出たよ〜。  
- Peachy - ライブドアニュース





# Inspiration Board: Pinterest

[HTTPS://PIN.IT/71AHTGS](https://pin.it/71AHTGS)



Orange



Starbucks Coffee Japan | スターバックス コーヒー ジャパン



Cubano Breakfast Sandwich | Kitchen Confidante



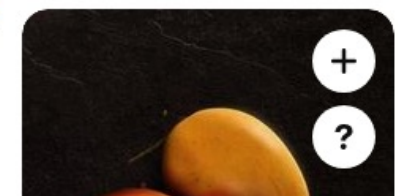
NEGRITA



fanta cgi



Poster design





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# STYLE GUIDE

# Style Guide

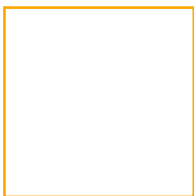
## FONTS & TYPOGRAPHY + COLOR



Menu	Avenir Light	30 px	#606060
TITLE	HELVETICA NEUE	142 PX	#WHITE
Subtitle	Avenir Light	32 px	#white
H1	Avenir Medium	55 px	#000000
H2	Avenir Light	32 px	#8D8D8D
Body	Avenir Light	24 px	#white
<b>FILTER</b>	<b>AVENIR BLACK</b>	<b>28 PX</b>	<b>#FFA700</b>



#FFA700



#FFFFFF



#FABD5C - > #EF7B51



### Fruit Splash

These fruit splash images are created from a 3d mockup file on [enviro.elements.com](https://enviro.elements.com)

They are a good match with the style of the rest of the website.

### Organic Shapes

The shapes are made organic just like the smoothie drinks.





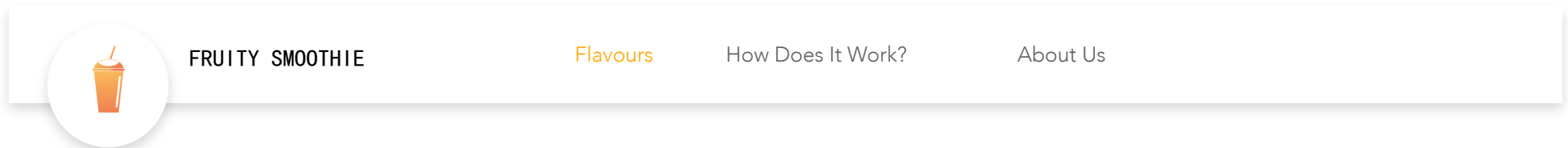
### Smoothies

Source: <https://news.livedoor.com/article/detail/16563692/>

These smoothies are from the internet. I photoshopped them myself with my own original logo.







### Navbar

The navbar is sticky and has a drop shadow to get the attention. On the left is the logo with the title. The logo is not precisely outlined with the nav bar to give it a playable look and feel.

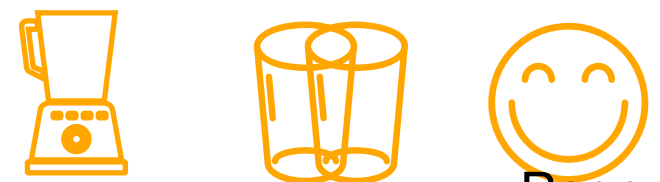


### Logo

The logo is mostly used with a white circle on the back with a dropshadow. This way the logo catches the users eye.

### Icons

All the icons are designed in Adobe Illustrator in the same flat and simple style. They have the same border width and edges so they remain in the same style.







### Naviational Buttons

Buttons to help the user navigate throughout the page.



### Call To Action Buttons

Press on these buttons and something within the page will show the user a direct result.

Discover more

Apply filter

### Image Buttons/ Lists

These buttons contain of a summary of other parts of a list.



Berry's

150 gram



Berry

SMOOTHIES

**marqt<sup>®</sup>**

Marqt

Ceintuurbaan 402

1074 EA

Amsterdam

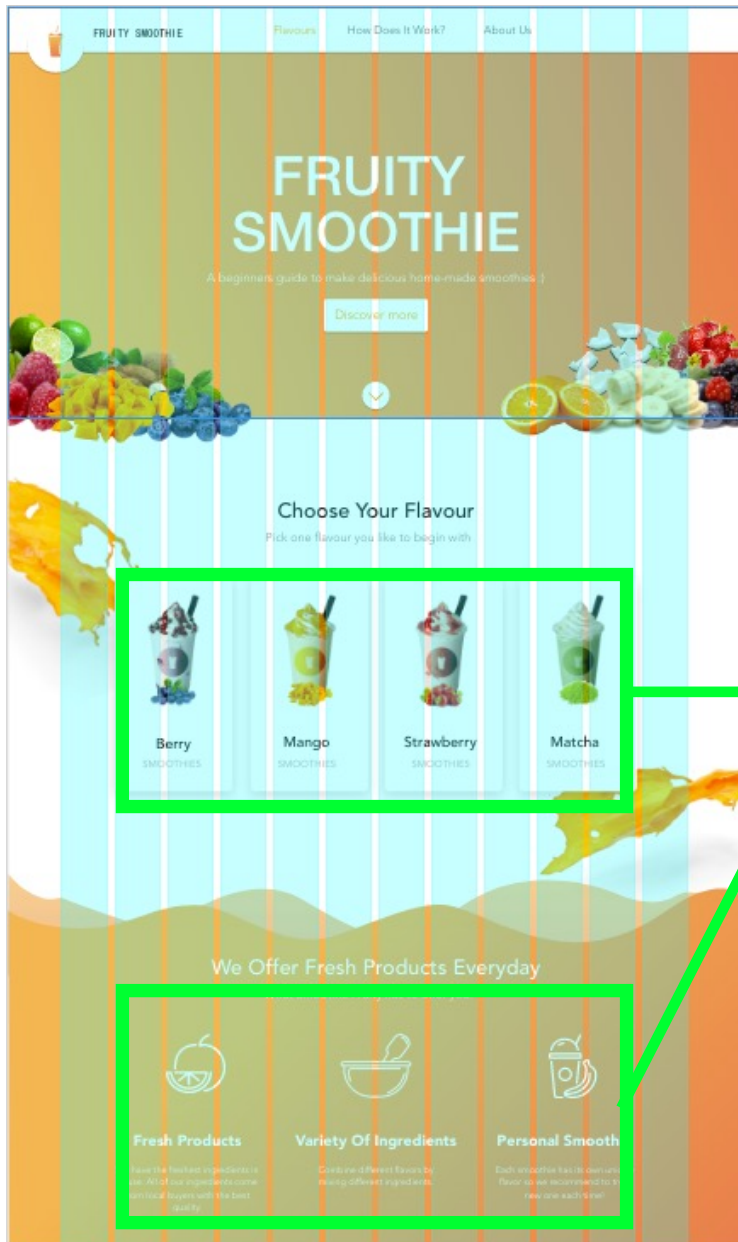


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# PROTOTYPE - GRID

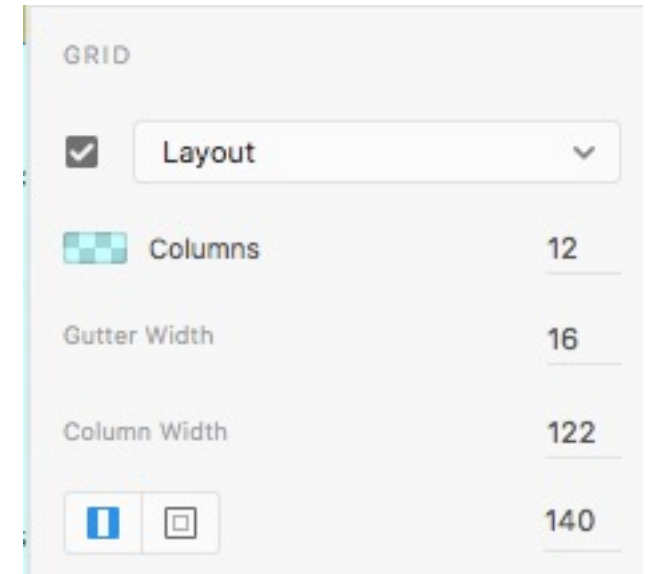
# Grid

TOOL: ADOBE XD



## Applied Grid

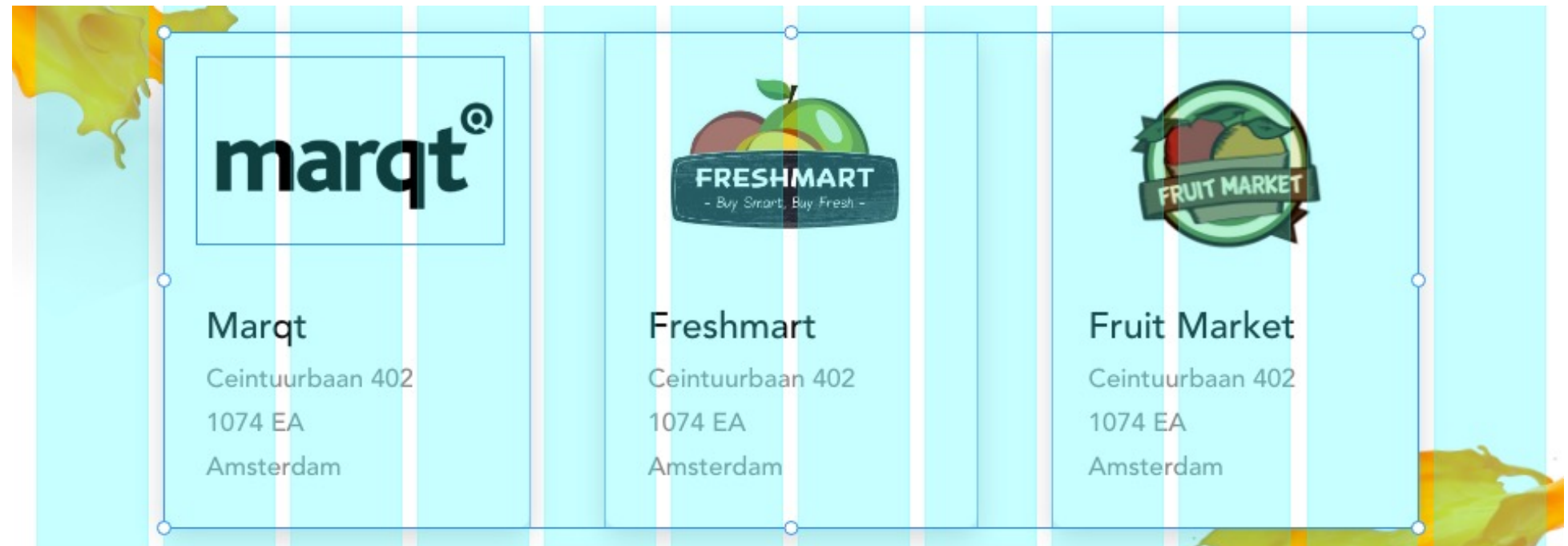
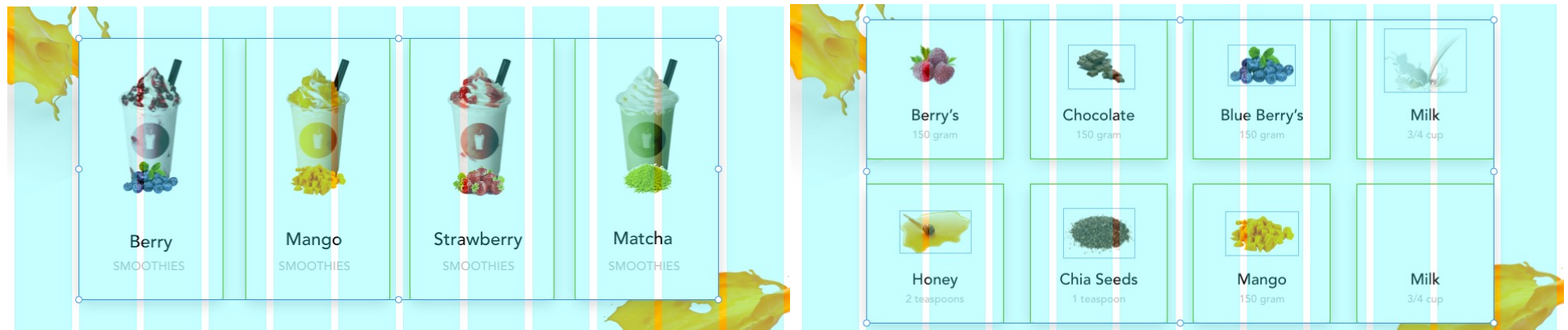
I used the basic grid layout in Adobe XD. There are 12 columns and I placed my main content in between the 10 columns. So I didn't use the last columns on the right and left for important content.

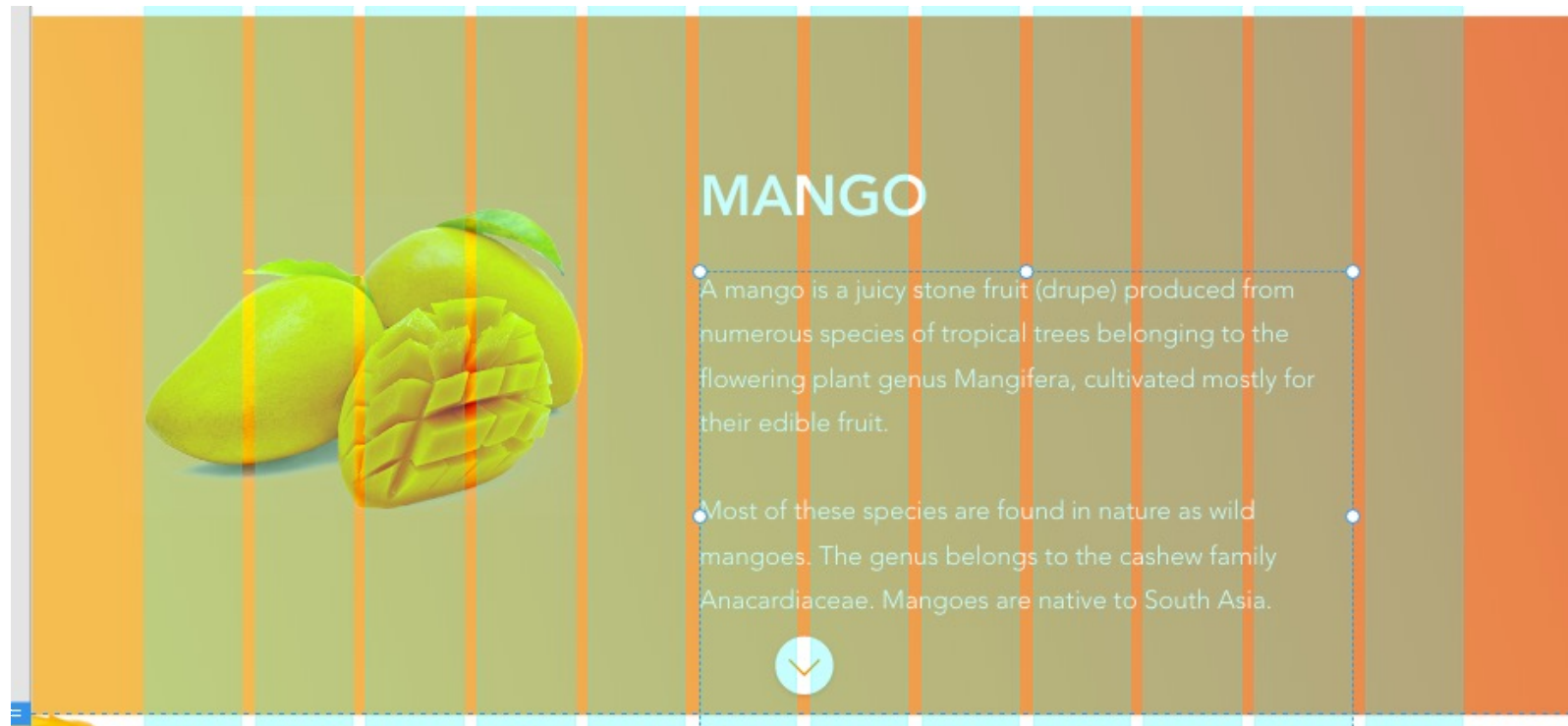


All important content in-between 10 columns

# Grid

TOOL: ADOBE XD





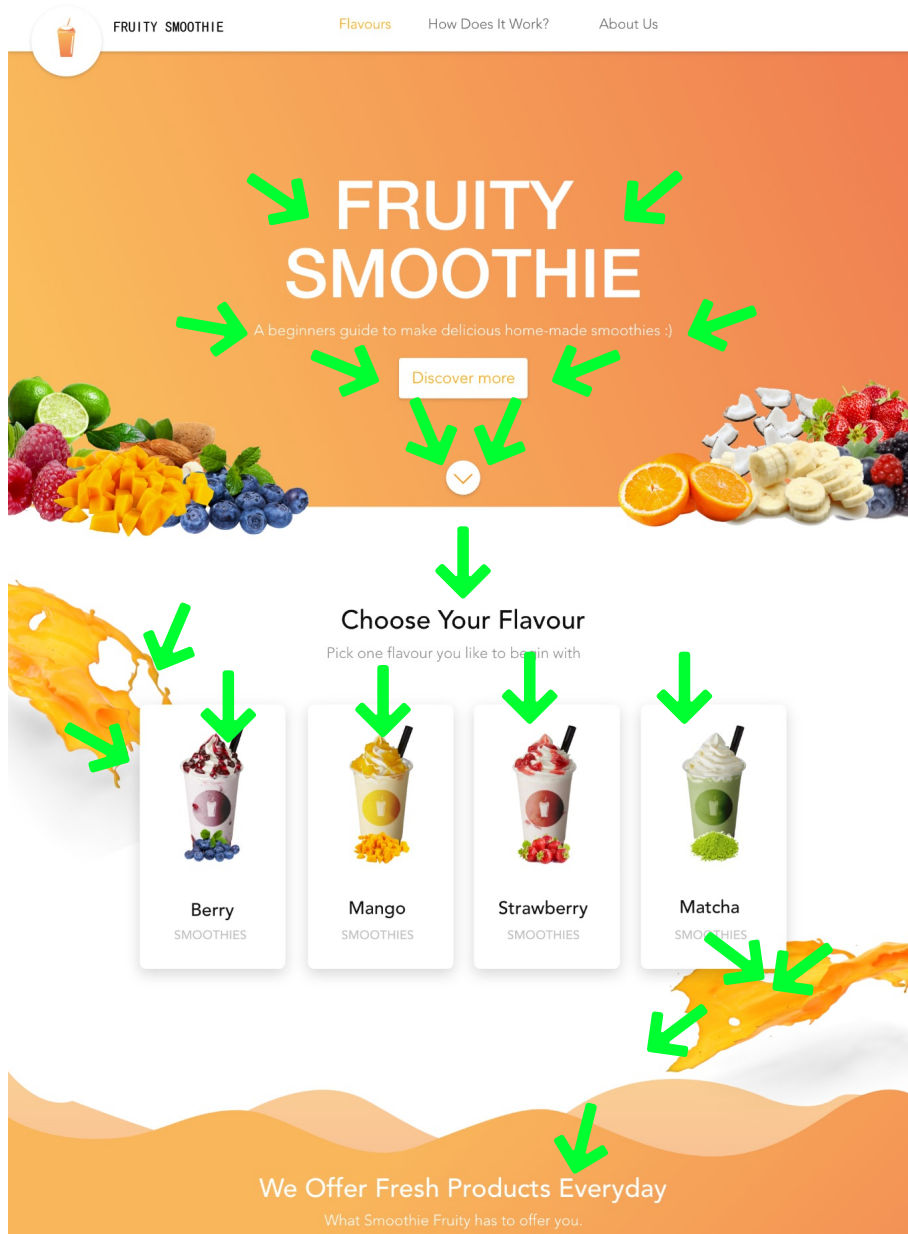


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# DESIGN PRINCIPLES

# Visual Hierarchy

TOOL: ADOBE XD



## Visual Hierarchy

I spend a lot of time to make this website clear and logical for my users. Therefore I tried to make use of a lot of visual elements. As you can see on the screen on the left I made some elements grab the users attention, with tools like; height, drop shadows, colors & images.



I used these images as visual elements on all of my pages because it leads the users eyes to their goal.



# Principles Of User Interface Design

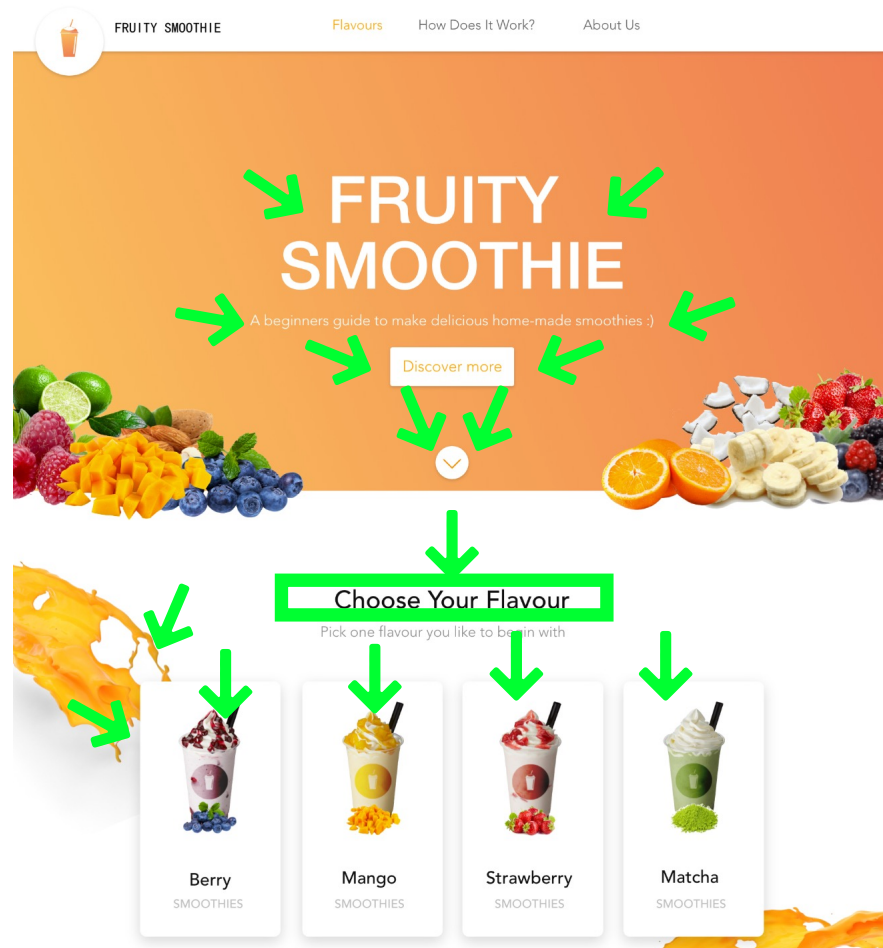
## 06. ONE PRIMARY ACTION PER SCREEN



### 06. One Primary Action Per Screen

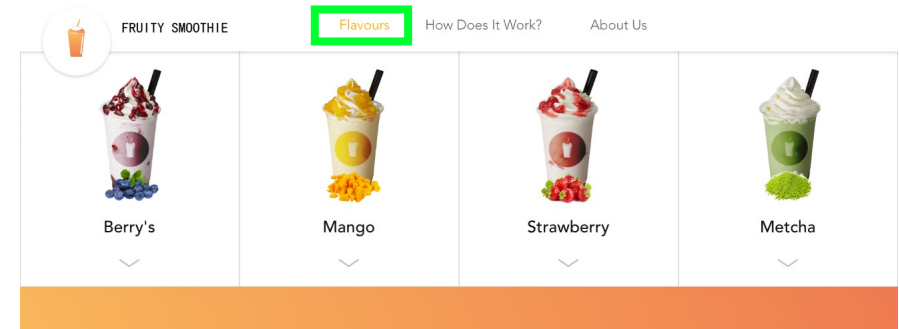
The most important action on the first screen here is that the user chooses a smoothie flavour.

The whole website is build for that purpose as the visual elements guide the user to the 'choose a flavour section'.



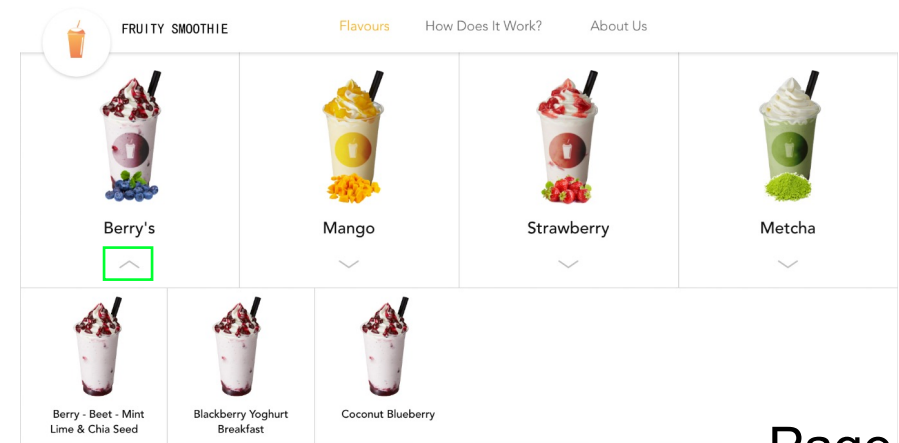
### 'Flavours'

In the navigation bar the user can also press on the 'flavour' menu button. There he gets the same options as on the middle of the page. So it is very clear that the primary action is to choose a flavour.



### Flavour Shortcut

Press on the faced down arrow and the user will have a shortcut to seeing all the smoothies per flavour.

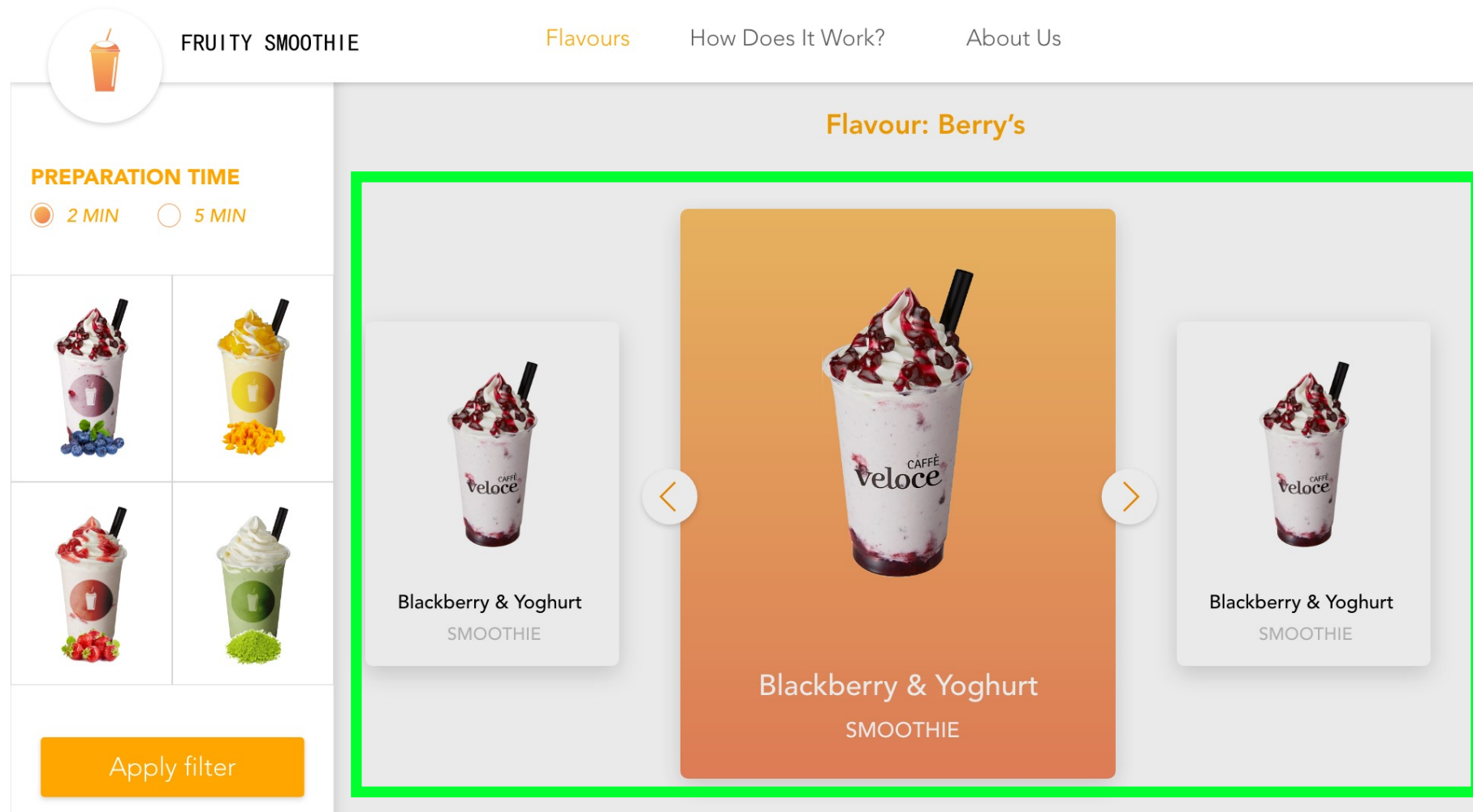






### 06. One Primary Action Per Screen

Here on the second page you can also see that there is one main action required; to choose a smoothie.



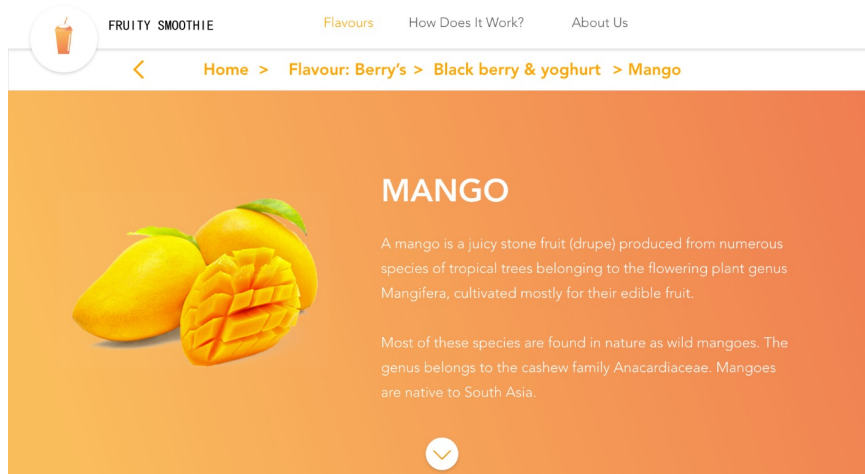
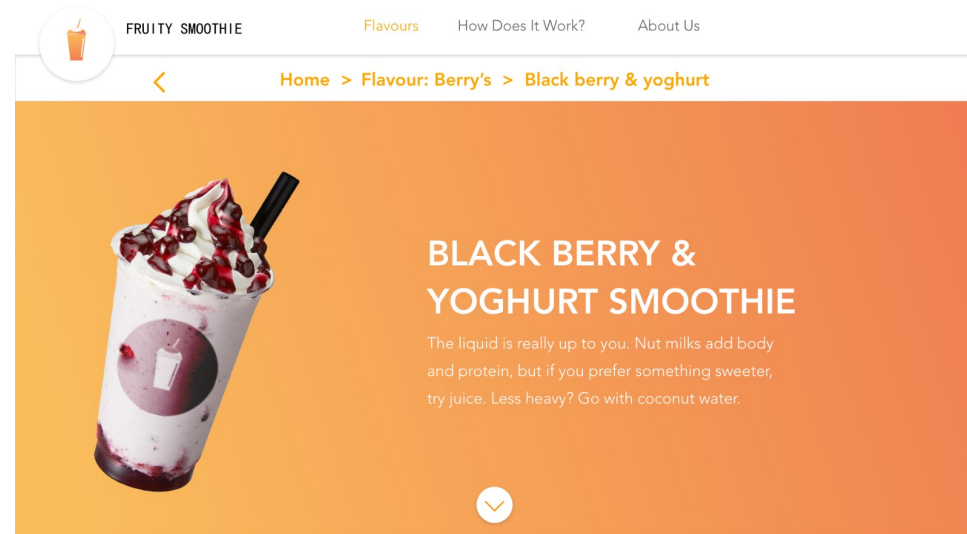
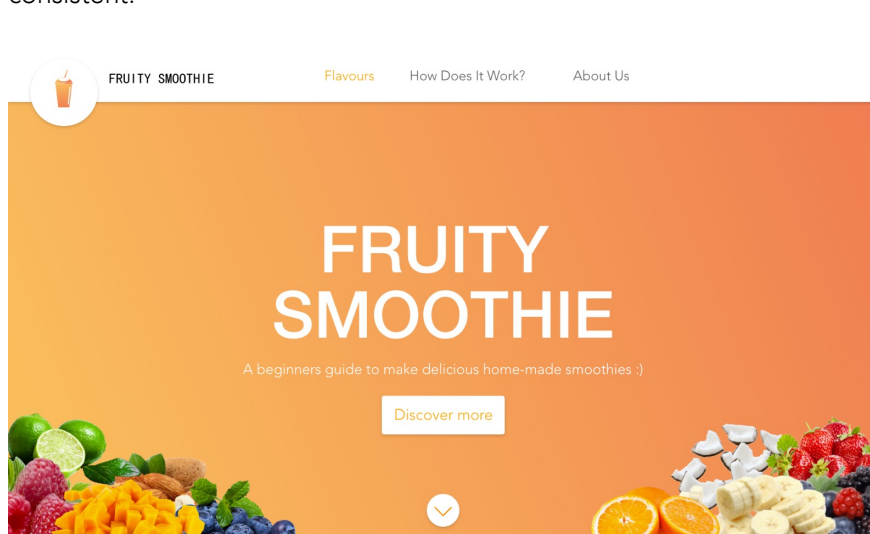
# Principles Of User Interface Design

## 10. CONSISTENCY MATTERS



### 10. Consistency Matters

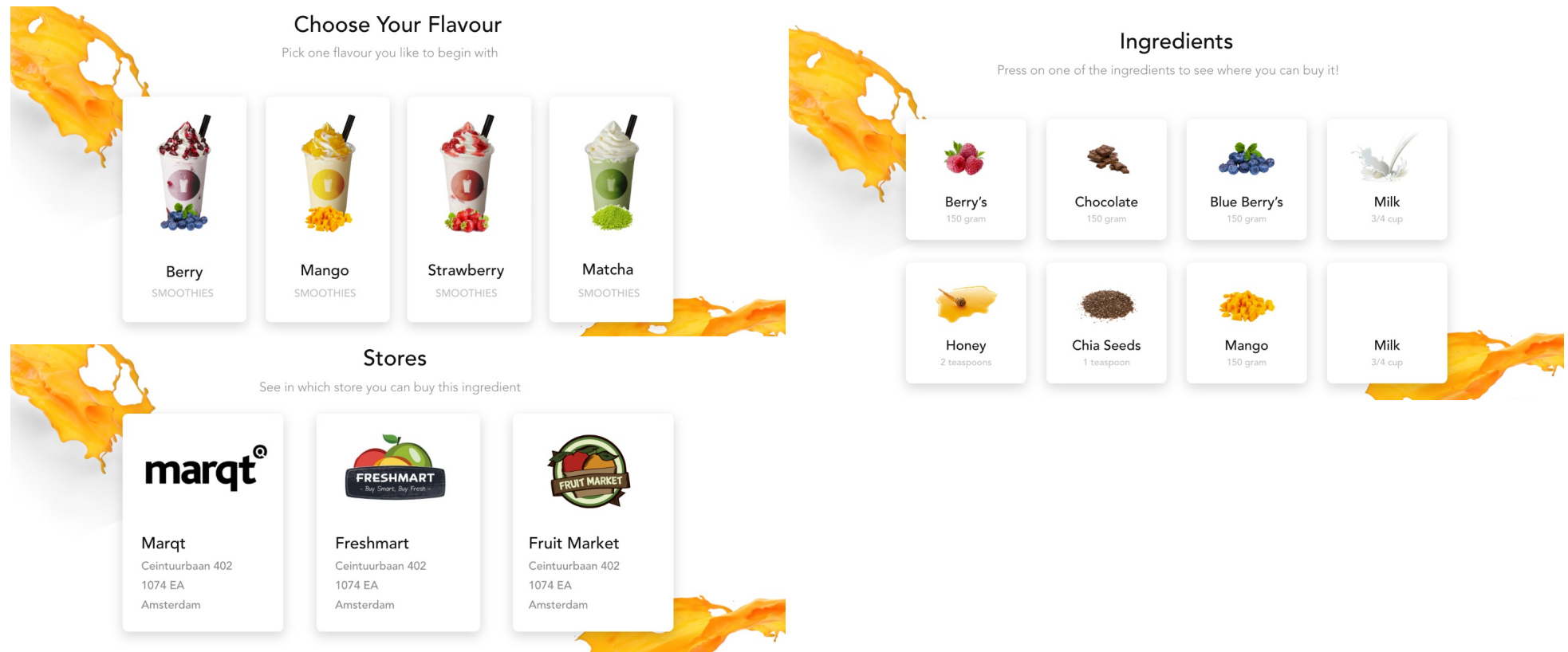
I choose to be consistent on all the pages I have built, so that it is clear for the user what to do. As you can see all of my pages are visually built consistent.





### 10. Consistency Matters

On every page, the middle section is designed in the same way. They all consist out of a list with multiple options. The design here is very consistent.





### 10. Consistency Matters

On each last section of the page, the design is consistent as well.

#### MAIN PAGE



**We Offer Fresh Products Everyday**  
What Smoothie Fruity has to offer you.

**Fresh Products**  
We have the freshest ingredients in house. All of our ingredients come from local buyers with the best quality.

**Variety Of Ingredients**  
Combine different flavors by mixing different ingredients.

**Personal Smoothie**  
Each smoothie has its own unique flavor so we recommend to try a new one each time!

#### SMOOTHIE DETAIL PAGE



**How To Prepare Your Smoothie**  
Using smoothie or ice crush setting, purée almond milk, blackberries, beet, mint, lime juice, chia seeds, honey, salt, and ½ cup ice in a blender until smooth.

**1.**  
Put all the ingredients in a blender and whizz for 1 min until smooth.

**2.**  
Pour the mixture into two glasses to serve.

**3.**  
Enjoy your smoothie

# Principles Of User Interface Design

## 11. STRONG VISUAL HIERARCHIES WORK BEST

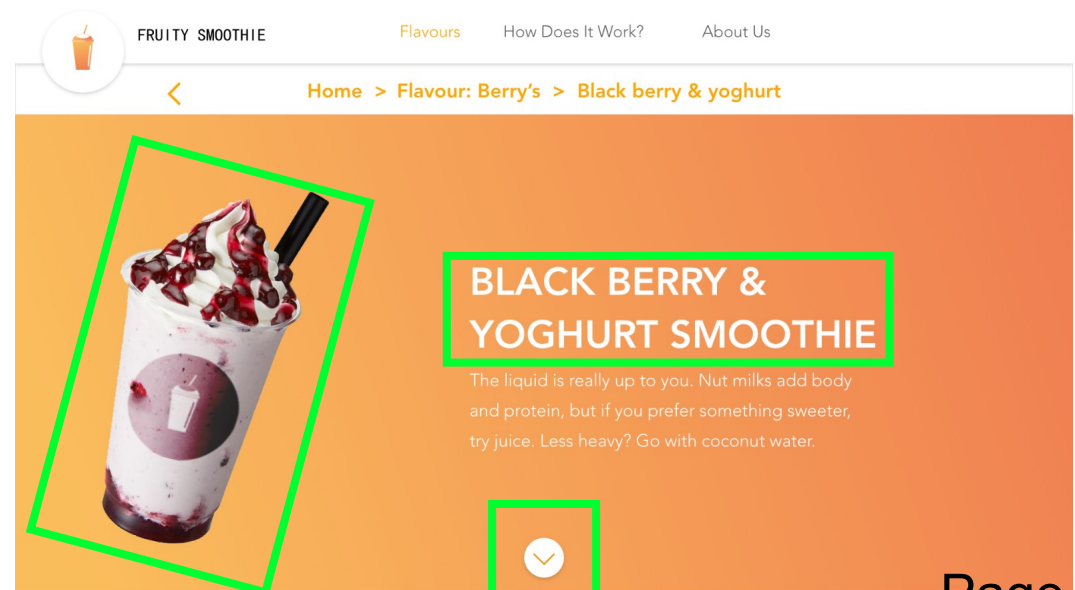
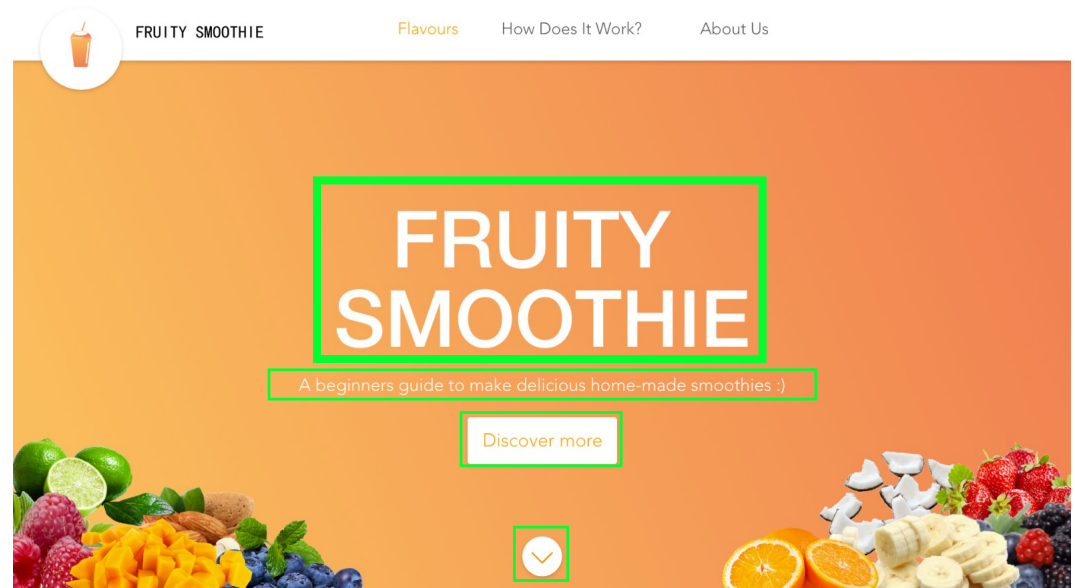


### 11. Strong Visual Hierarchies Work Best

The first thing that catches the attention here is the title. Then users will see the subtitle and they will continue reading onwards.

Then you'll have the 'discover more' button which gets the users attention because it has a drop shadow.

The users eyes will then be going more down where you'll find an arrow. Therefore you will want to look whats on the rest of the page.



# Principles Of User Interface Design

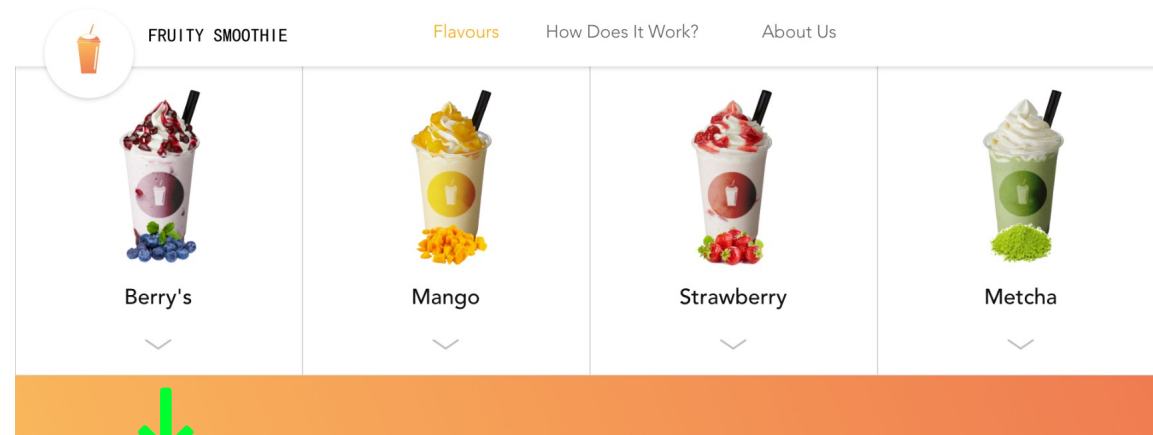
## 14. PROGRESSIVE DISCLOSURE



### 14. Progressive Disclosure

One primary action per screen. It is important to have this principle applied in the website so that the goal per screen remains clear for the user.

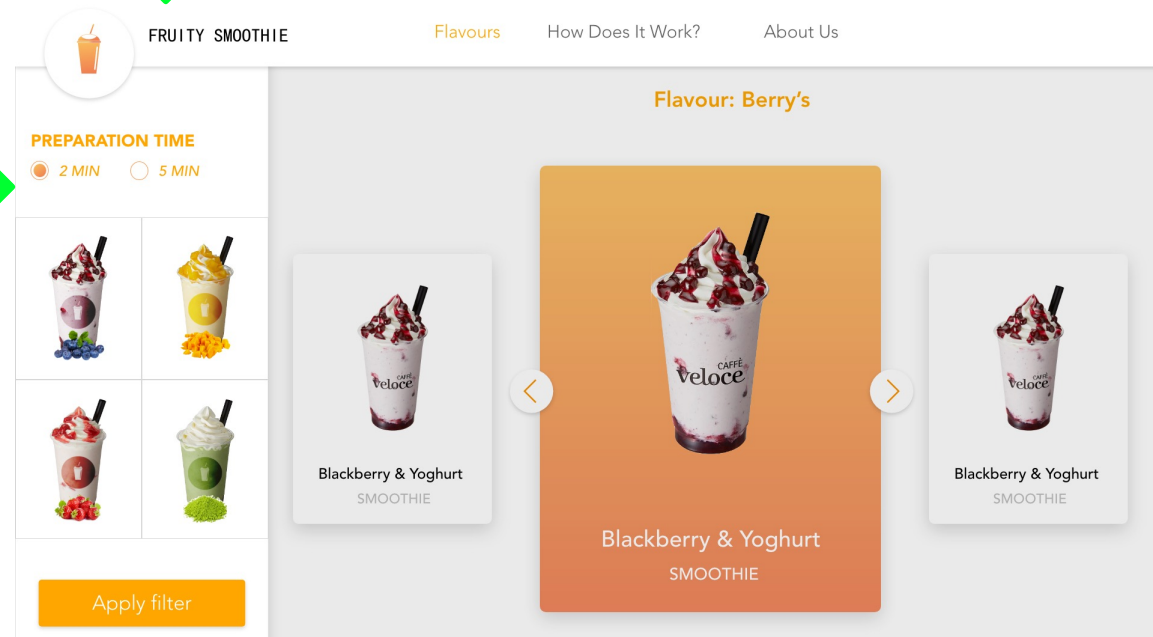
This strengthens my simple design as well.



On this screen you can see the primary goal is to select a smoothie.

You can't do anything else except for the filter function which is build on the left of the page.

The filter function is there to help the user to narrow down his choice.





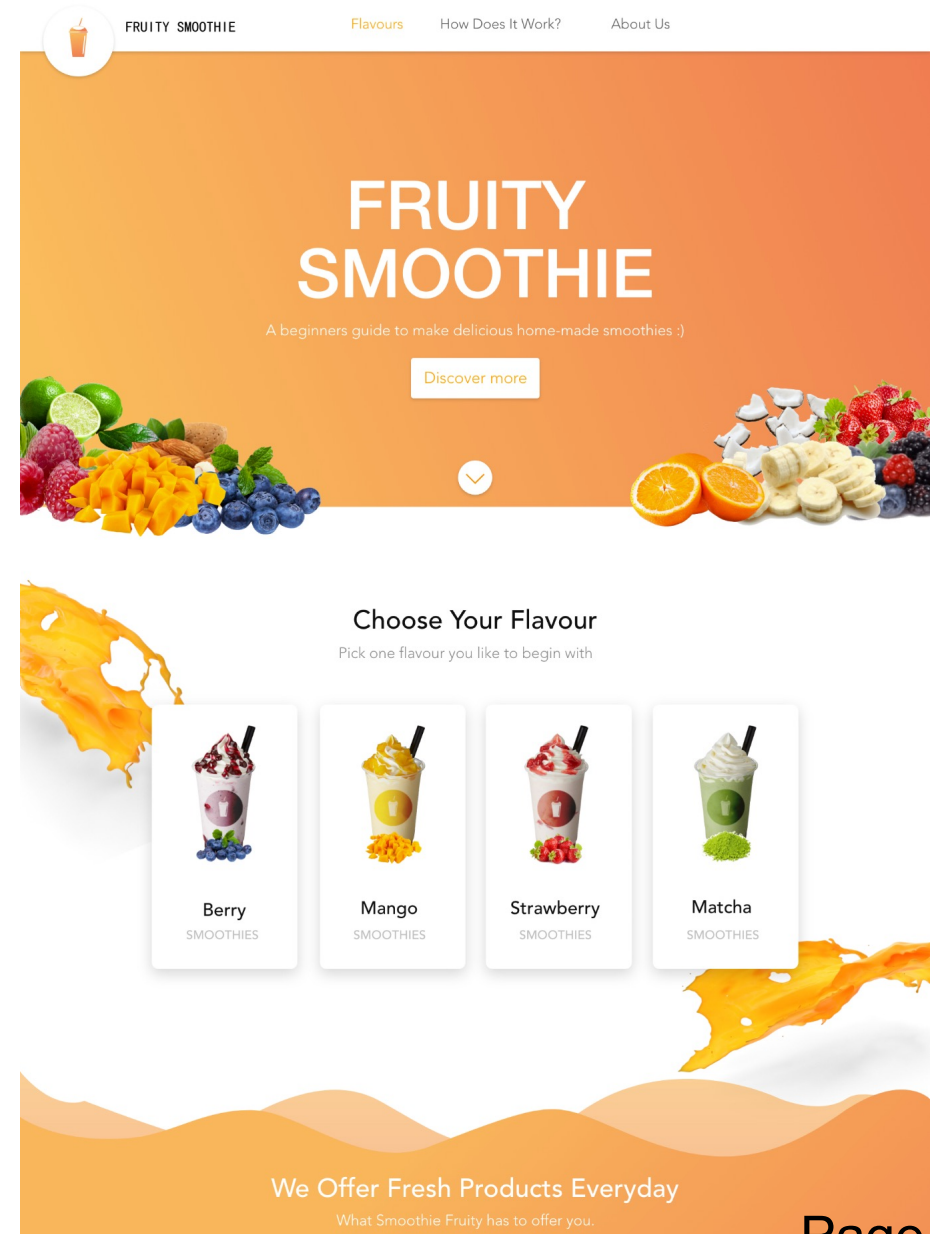
# Principles Of User Interface Design

## 16. A CRUCIAL MOMENT: THE ZERO STATE



### 16. A Crucial Moment: The Zero State

On the first page the subtitle explains what kind of website this is.







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# PEER FEEDBACK SESSION

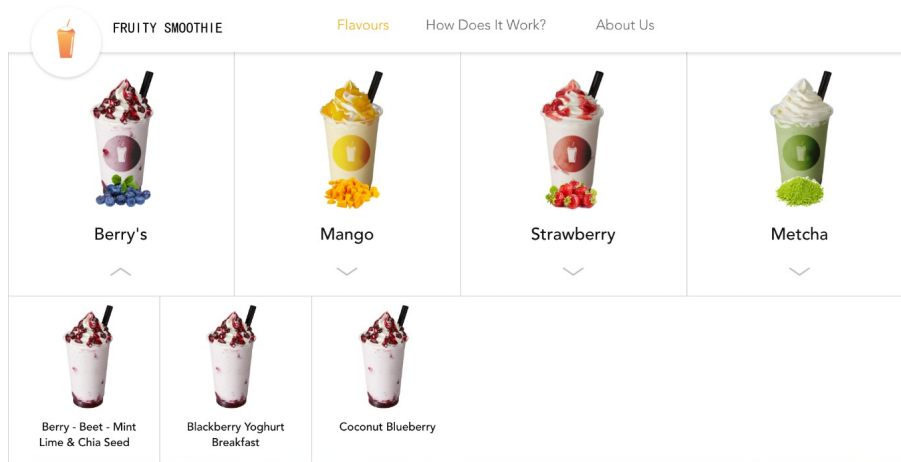


## Feedback

Feedback: the filter function is unclear.

This is your 1st page, it is not logical that there is a filter on your 1st page. Move it to the 2nd page after the user has chosen its flavor and then expand the filter function.

## Version Before Feedback



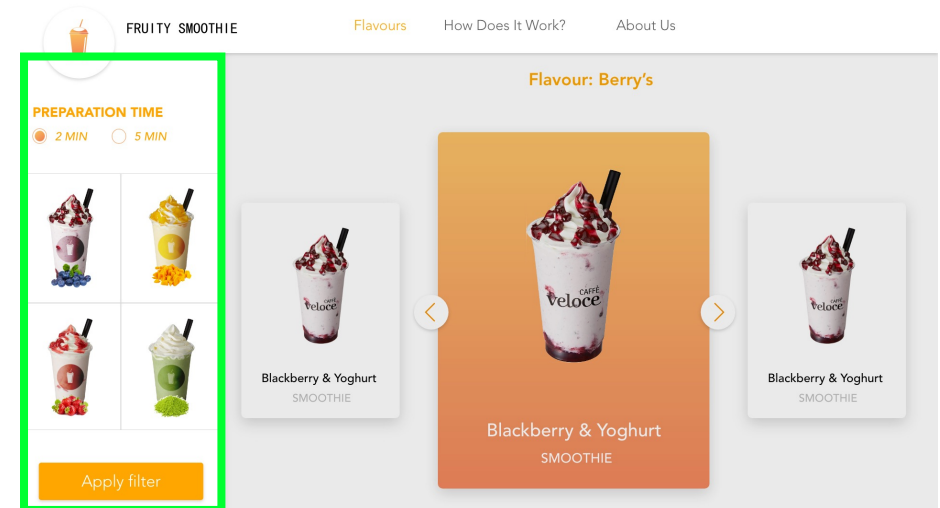
## Processed Feedback

The filter function is removed from the 1st page to the 2nd page.

Here the user has to choose from a list of smoothies. He has the option to filter the results.

You can re-do your flavour choice and choose a preparation time.

## Version After Feedback:



# Peer Feedback Sessie: Detail Page

3 APRIL



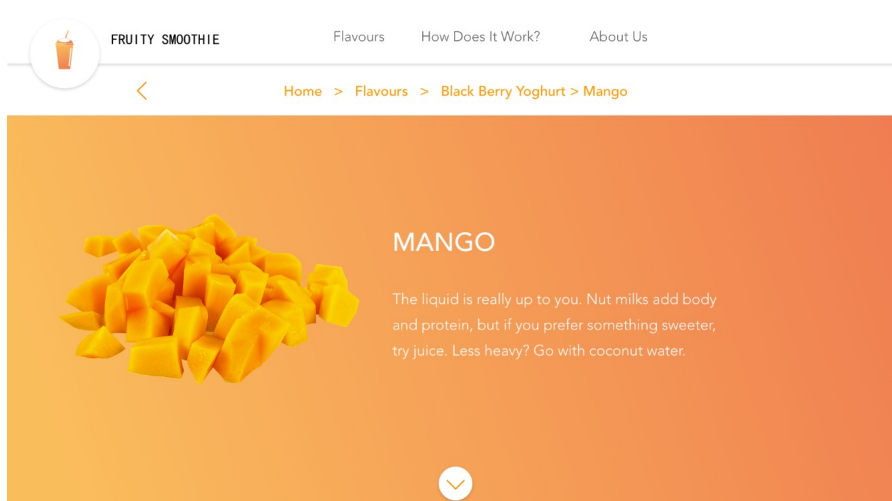
## Feedback

This is your detail page. It doesn't have any goal and it is not very clear why the user would want to see this page.

## Processed Feedback

The detail page now has to function where the user can find locations where to buy ingredients. This way the detail page serves the bigger purpose of the website which is to learn people how to make smoothies at home.

## Version Before Feedback



## Version After Feedback:

