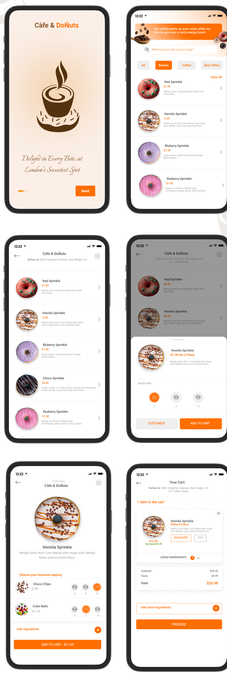
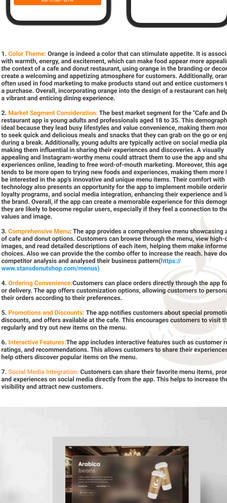
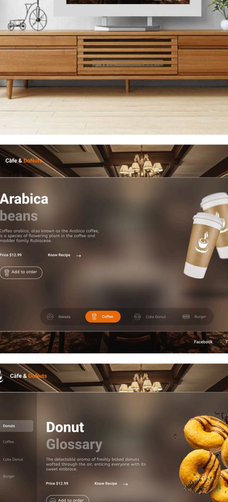
Screens & Design Considerations







1. **Color Theme:** Orange is indeed a color that can stimulate appetite. It is associated with warmth, energy, and excitement, which can make food appear more appealing. In the context of a cafe and donut restaurant, using orange in the branding or decor can create a welcoming and appetizing atmosphere for customers. Additionally, orange is often used in food marketing to make products stand out and entice customers to make a purchase. Overall, incorporating orange into the design of a restaurant can help create a vibrant and enticing dining experience.

2. **Market Segment Consideration:** The best market segment for the "Cafe and Donut" restaurant age is young adults and professionals aged 18 to 35. This demographic is ideal because they lead busy lifestyles and value convenience, making them more likely to seek quick and delicious meals and snacks that they can grab on the go or enjoy during a break. Additionally, young adults are typically active on social media platforms, making them influential in sharing their experiences and discoveries. A visually appealing and Instagram-worthy menu could attract them to use the app and share their experiences online, leading to free word-of-mouth marketing. Moreover, this age group tends to be more open to trying new foods and experiences, making them more likely to be interested in the app's innovative and unique menu items. Their comfort with technology also presents an opportunity for the app to implement mobile ordering, loyalty programs, and social media integration, enhancing their experience and loyalty to the brand. Overall, if the app can create a memorable experience for this demographic, they are likely to become regular users, especially if they feel a connection to the brand's values and image.

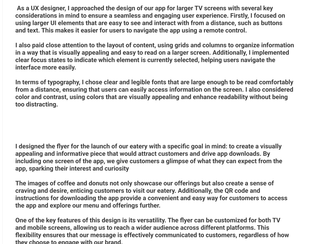
3. **Comprehensive Menu:** The app provides a comprehensive menu showcasing a variety of cafe and donut options. Customers can browse through the menu, view high-quality images, and read detailed descriptions of each item, helping them make informed choices. Also we can provide the the combo offer to increase the reach. have done a competitor analysis and analysed their business pattern(https://www.stansdonutshop.com/menus)

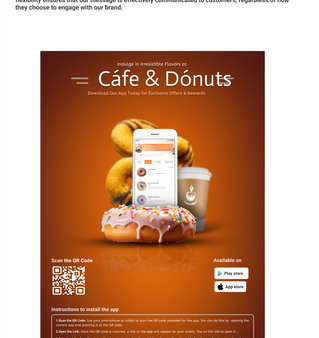
4. **Ordering Convenience:** Customers can place orders directly through the app for pickup or delivery. The app offers customization options, allowing customers to personalize their orders according to their preferences.

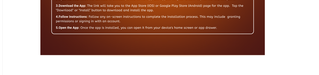
5. **Promotions and Discounts:** The app notifies customers about special promotions, discounts, and offers available at the cafe. This encourages customers to visit the cafe regularly and try out new items on the menu.

6. **Interactive Features:** The app includes interactive features such as customer reviews, ratings, and recommendations. This allows customers to share their experiences and help others discover popular items on the menu.

7. **Social Media Integration:** Customers can share their favorite menu items, promotions, and experiences on social media directly from the app. This helps to increase the cafe's visibility and attract new customers.







1. **Colour Theme:** Selected orange and a dark colour theme for the bigger designs as the used case will be mostly indoor. darker themes that can provide a good visually appealing brand look to the products as most of Apps do.

2.**UX Consideration:**

As a UX designer, I approached the design of our app for larger TV screens with several key considerations in mind to ensure a seamless and engaging user experience. Firstly, I focused on using larger UI elements that are easy to see and interact with from a distance, such as buttons and text. This makes it easier for users to navigate the app using a remote control.

I also paid close attention to the layout of content, using grids and columns to organize information in a way that is visually appealing and easy to read on a larger screen. Additionally, I implemented clear focus states to indicate which element is currently selected, helping users navigate the interface more easily.

In terms of typography, I chose clear and legible fonts that are large enough to be read comfortably from a distance, ensuring that users can easily access information on the screen. I also considered color and contrast, using colors that are visually appealing and enhance readability without being too distracting.

I designed the flyer for the launch of our eatery with a specific goal in mind: to create a visually appealing and informative piece that would attract customers and drive app downloads. By including one screen of the app, we give customers a glimpse of what they can expect from the app, sparking their interest and curiosity

The images of coffee and donuts not only showcase our offerings but also create a sense of craving and desire, enticing customers to visit our eatery. Additionally, the QR code and instructions for downloading the app provide a convenient and easy way for customers to access the app and explore our menu and offerings further.

One of the key features of this design is its versatility. The flyer can be customized for both TV and mobile screens, allowing us to reach a wider audience across different platforms. This flexibility ensures that our message is effectively communicated to customers, regardless of how they choose to engage with our brand.