

*Biscuit*

LOCAL DINER FINDER

# APP IDEATION

## ANTIQUÉ SHOP FINDER

- App designed to locate antique shops – hopes to bring together both old and new for the love of antiques
- Bridge the gap and stigma of antiques
- Page for unique single items to be sold or bought in an online auction
- Checklist feature for people who are frequent visitors and able to rate which is best

## DIY APP

- Select items the user wants to make or create, and the app will find a solution
- Filters to adjust if you do not have a specific item used in the creation process
- Pull popular and unique DIY creations sorted by popularity, rating, etc.
- Map locator with specific items to buy
- Shopping list functionality

## PAINT & DECOR APP

- Database for paint store and specific color identified either automatically by camera
- Use GPS feature to show local stores
- Possibly include what paint may look like when applied in specific rooms of your home
- Checklist feature for people who would be into that sort of thing
- Allows for fun colors/ideas in decorating

## GIFT GETTER APP

- Combined application with existing applications such as Facebook, Twitter, and Instagram
- User may select specific person to find gift for
- App uses people social profiles to help user pick the perfect gift for their friends.
- Gift notifications on holidays and birthdays

## LOCAL FARM/PRODUCE FINDER

- Select items or produce in which one may want to find in their specific area - Plug into app to find nearest local stand
- Filters to adjust location and selection process of level of produce
- Recipes from all over the internet, that can be used per farm and their produce
- Local farmer spotlights and specials of the week
- News and events page for local activities

## HAIR SALON FINDER

- Designed to locate local top salons in the area – App can be used on a global level as well when traveling to new arenas
- Use GPS feature to locate business
- Stylist spotlight of the week – featuring both new and old to the industry
- Rating page for the newest and hottest salons and stylists in the area
- Stylist profiles and events page

## LOCAL DINER/PUB FINDER

- Designed to help new and old visitors in small towns to discover the best options in the local diner and pub scene
- App uses location to find local diners close to your location
- Spotlight for star employees, local chefs, business owners of the month
- Rating page to rank top spots
- Diner/pub checklist to get coupons/specials

## YARDSALE APP

- Sale finder for yard or garage sales through out the year – designed to bring more traction to local yard sales in the area.
- Filters to adjust both what type of sale one may be looking for
- Page to post large single items that may be a large selling feature at a sale
- Rating system and sale event page
- Online bidding auction for large lots

## PET FINDER APP

- Designed to help new litters and adoptable animals find homes – specific feature to sort out certain types of animals
- Use GPS feature to show local shelters
- Possibly include option to document special success stories of owners and pets

## CANDLE CREATION APP

- Made to help user with an interest in candle or wax making have a specific way to learn
- Candle and wax recipes to re-create step by step
- Filters to find specific candles
- Candles of the month

# APP SKETCHES

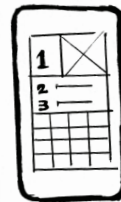
←JUNKIE←



LOOKS



B



YARD Sale



# NATALE

## CLIENT

National Restaurant Association is the largest foodservice trade association in the world. Advocating on behalf of more than 500,000 restaurant businesses. They have developed BISCUIT- In hopes to urge cosumers to eat local during a time they need it most.

## OBJECTIVES AND PRIORITIES

To give users an easy and one of a kind experience when researching, finding, and eating at their local diner or pub.

## TARGET AUDIENCE

A wide age range from young 20s to elders would be the primary demographic as well as anyone interested in eating or supporting a local diner or pub.

## SITUATIONAL ANALYSIS

BISCUIT focuses on giving users the ability to find local unique diners and pubs in an underground manner. This app allows individuals to rate diners, read local success stories, and gather information about the best local diners and dives in smalltown America.

## CALL TO ACTION

A simple yet diner inspired interface that allows users to easily navigate while researching and finding their personal next best food spots.

## CREATIVE BRIEF BISCUIT APP

LOCAL DINER FINDER

## COMPETITORS

Yelp  
OpenTable  
Resy  
Truckin'  
Franki  
Wine n' Dine  
Grabbd  
Appetite  
Munch  
Find D&D

## DELIVERABLES

Fully designed application  
Invision Prototype  
Presentation Sample for screens

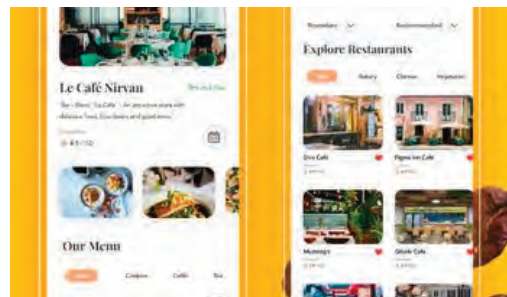
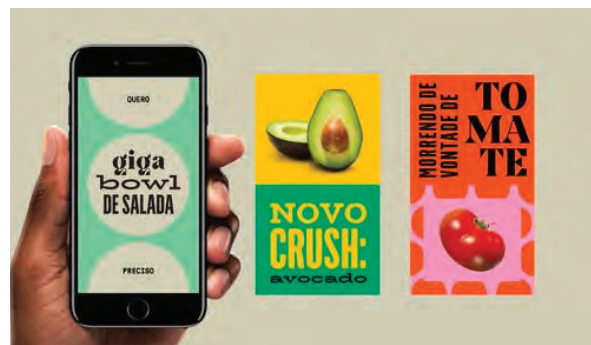
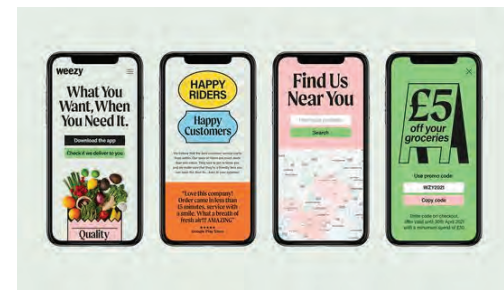
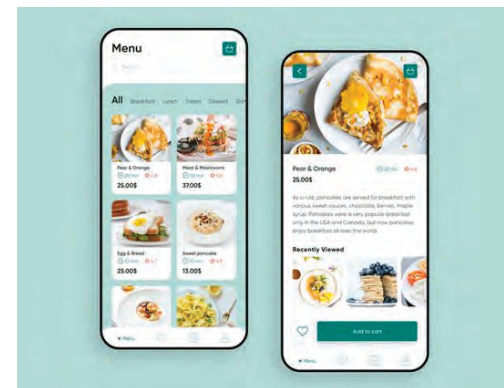
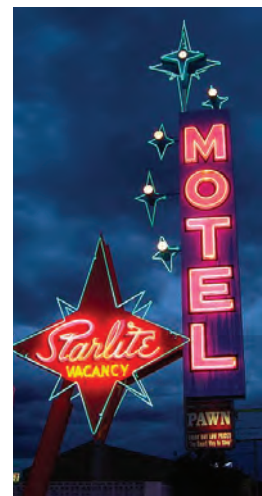
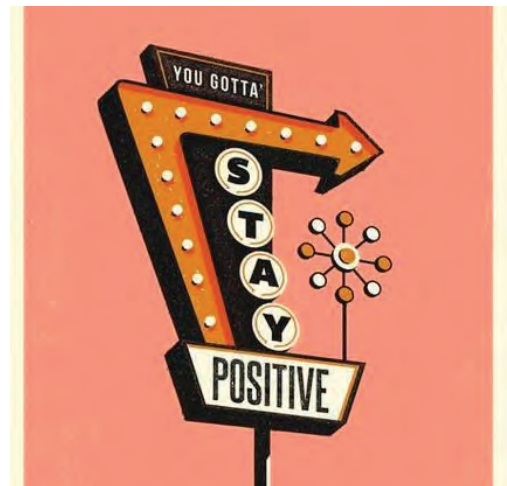
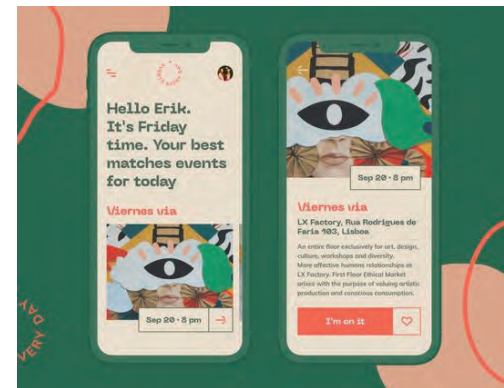
## MANDATORIES

Company logo  
Brand identity build-out  
Brand specific formatting

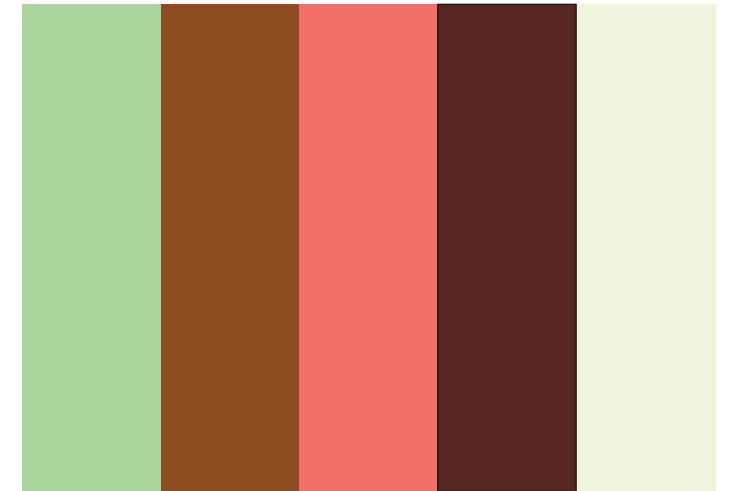
## METRICS OF SUCCESS

Our measurement of success will be a monthly amount of users who visit diners, users who rate their visits, and users who search for locations through the app.

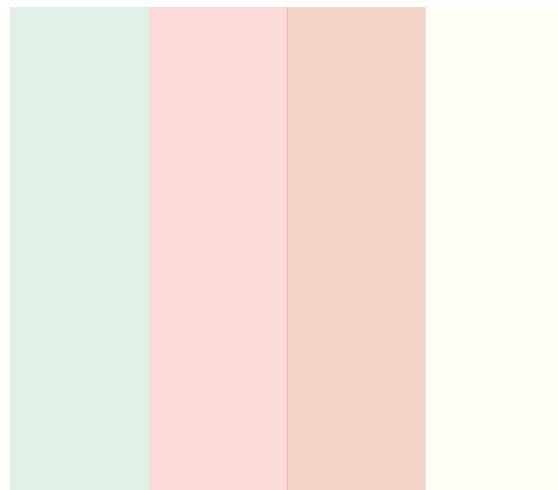
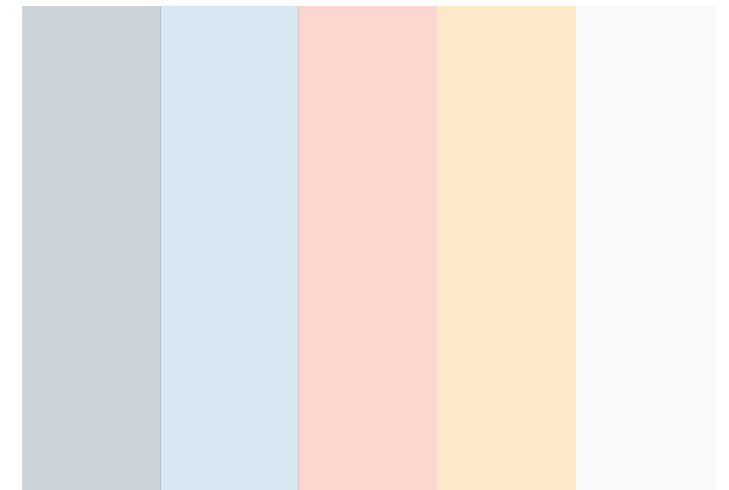
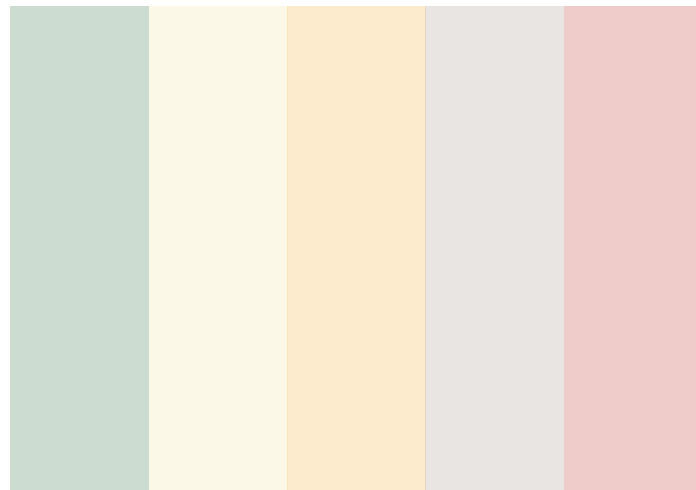
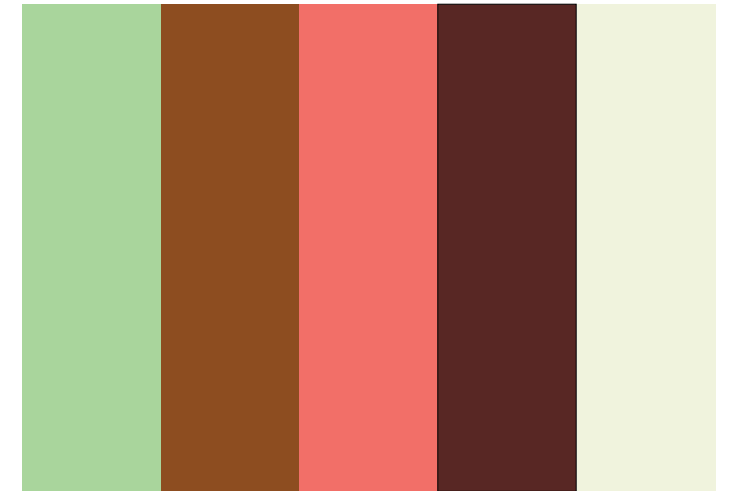
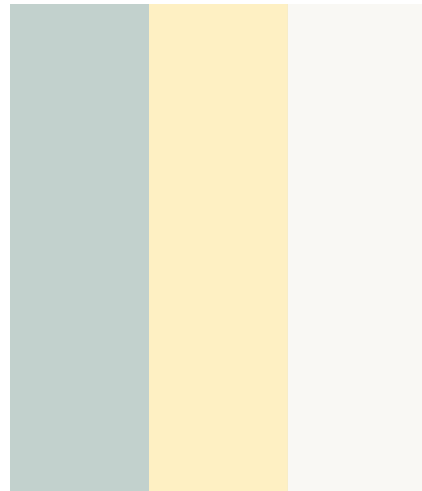
# MOODBOARD



# COLOR EXPLORATION



# COLOR EXPLORATION FINAL



# TYPE EXPLORATION

**BISCUIT**

LOCAL DINER FINDER

**BISCUIT**

DINER FINDER

*Biscuit*

DINER FINDER

*Biscuit*

LOCAL DINER FINDER

**BISCUIT**

DINER FINDER

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DINER FINDER

*Biscuit*

DINER FINDER

**BISCUIT**

DINER FINDER

*Biscuit*

LOCAL DINER FINDER

**BISCUIT**

DINER FINDER



TYPE EXPLORATION FINAL

BISCUIT  
LOCAL DINER FINDER

**BISCUIT**  
DINER FINDER

*Biscuit*  
DINER FINDER

*Biscuit*  
LOCAL DINER FINDER

**BISCUIT**  
DINER FINDER

**Biscuit**  
DINER FINDER

*Biscuit*  
DINER FINDER

**BISCUIT**  
DINER FINDER

***Biscuit***  
LOCAL DINER FINDER

**BISCUIT**  
DINER FINDER

# COLOR APPLICATION



# USER PERSONAS



## ABOUT

Katie Moore is a college student who attends at the Ohio University. Her major is marketing and on the weekends she loves doing fun unique things with her friends especially trying new food places. Katie is originally from a small town so she likes to support the local scene whenever she can.

## EXPERIENCE LEVEL

Newer to the diner and pub scene but since she has turned 21 looking to expand more. Eager to find new place to hang out with friends on weekends.

## INTERACTION EXPERIENCE

- Would use the app by choice
- Active on app about once a week
- Only active on phone app

## GOALS

- Needs to reasons why diner or pub is a good choice: good ratings, featured workers or top chefs, fast and quality service?
- Wants to figure how to find these local spots in an technological but almost natural way

## PERSONA 1

### KATE MOORE

COLLEGE STUDENT | age 21

## TASKS

- Learn about new customer success stories
- Look at pictures of foods & drinks
- Would like the fun of trying somewhere new

## CONCERNS

- Diner will not be like reviews have stated
- Disappointment to friends
- Bad service/food quality experience



## ABOUT

Cory Reed is a blue collar worker who travels every month to a different location for work. He is from a small town in tennessee, so local diners and pubs is nothing new to Cory. When traveling he wants to feel that same small town atmosphere just like at home but – he does not want to struggle to find the perfect spots for a beer with the boys.

## EXPERIENCE LEVEL

Not new to the local diner and pub scene but after traveling for work looking to find local spots anywhere he goes. Does not want to try hard to find places.

## INTERACTION EXPERIENCE

- Would use the app by choice
- Active on app about three times a week
- Only active on phone app

## GOALS

- Needs to reasons why diner or pub is a good choice: good ratings, featured drinks, true small town feel?
- Wants to figure how to find these local spots in an underground way from people's ratings who are just like him.

## PERSONA 2

### CORY REED

BLUE COLLAR WORKER – TRAVEL | age 32

## TASKS

- Learn where has best drinks & food
- Looking for best feel
- Would like to read true real ratings

## CONCERNS

- Diner will not be like reviews have stated
- Disappointment in food/drink service
- Drinks are cheap and good meals

# USER PERSONAS



## ABOUT

Tammy Roberts is a retired teacher from Florida. Along with being retired, she is also a grandma and loves grandkids. She is looking to get back into going out and creating some hobbies – stuff she has missed out on while pursuing her teaching career.

## EXPERIENCE LEVEL

Not new to the local diner and pub scene but after working for many years she is looking for the best new spots. She is willing to travel in her town and out to find the best spots.

## INTERACTION EXPERIENCE

- Would use the app by choice
- Active on app about two times a week
- Active both on phone app

## GOALS

- Needs to reasons why diner or pub is a good choice: good ratings, featured stories, true small town feel?
- Wants to figure how to find these local spots and what spots are family friendly to fit her lifestyle

## PERSONA 3 TAMMY ROBERTS

RETIRED GRANDMA | age 65

## TASKS

- Learn where has best family friendly spot
- Read local stories on new diners and cooks
- Would like to read true real ratings

## CONCERNS

- Diner an unwelcoming vibe or is more of a bar
- Disappointment in food/drink service
- Hard to locate diner and not true to app

# BRANDING

## PRIMARY LOGO



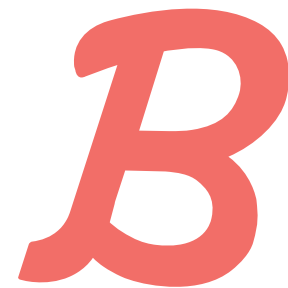
BISCUIT PRIMARY LOGO

## COLOR PALETTE



## SECONDARY MARK

B SINGLE MARK



APP



## PHOTOGRAPHY



PRIMARY LOGO IN USE

## SUGGESTED FONTS

LOGO TYPEFACE

*Biscuit*

PRIMARY TYPEFACE

**FUTURA PT COND**

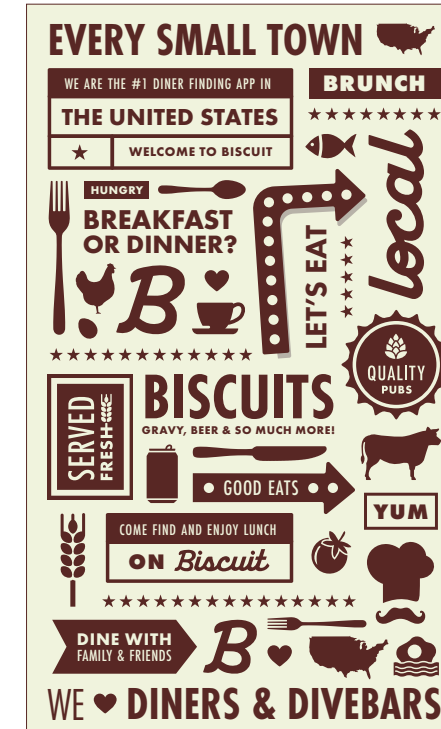
EXAMPLE

**HEADER: FUTURA PT COND-BOLD**

**SUB-HEADER: FUTURA PT COND-BOOK**

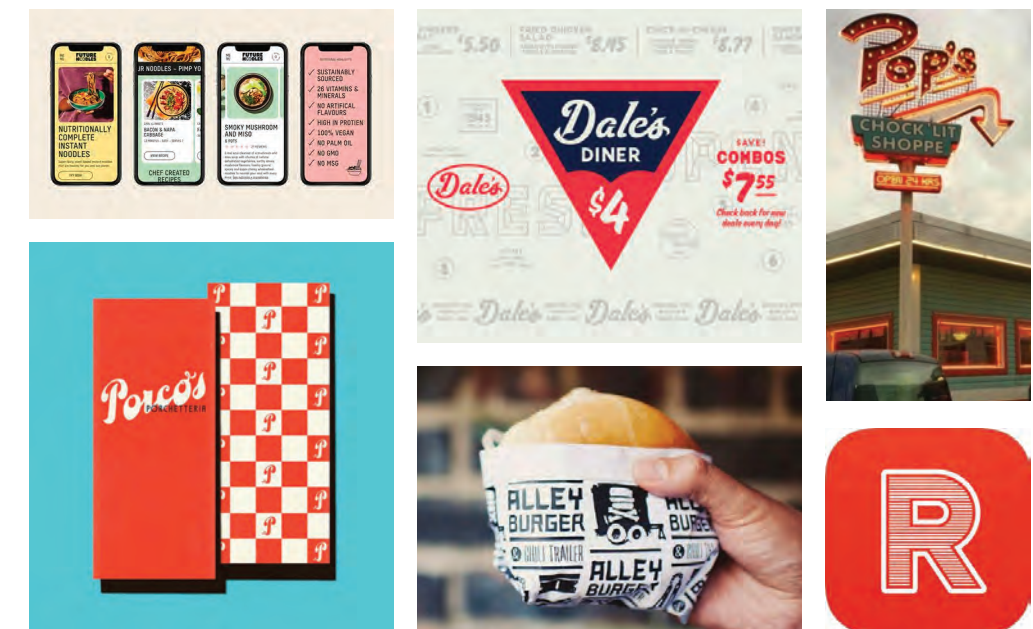
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## ILLUSTRATED ELEMENTS



APP LOADING SCREEN

## MOOD



POSSIBLE ICON

# WIREFRAME SKETCHES

COMP APPS:  
RESY  
LOCALLY MAPS  
TRUCKIN

COLORS:  
ORANGE/TEAL  
YELLOW/EM. GREEN  
off white profile  
background

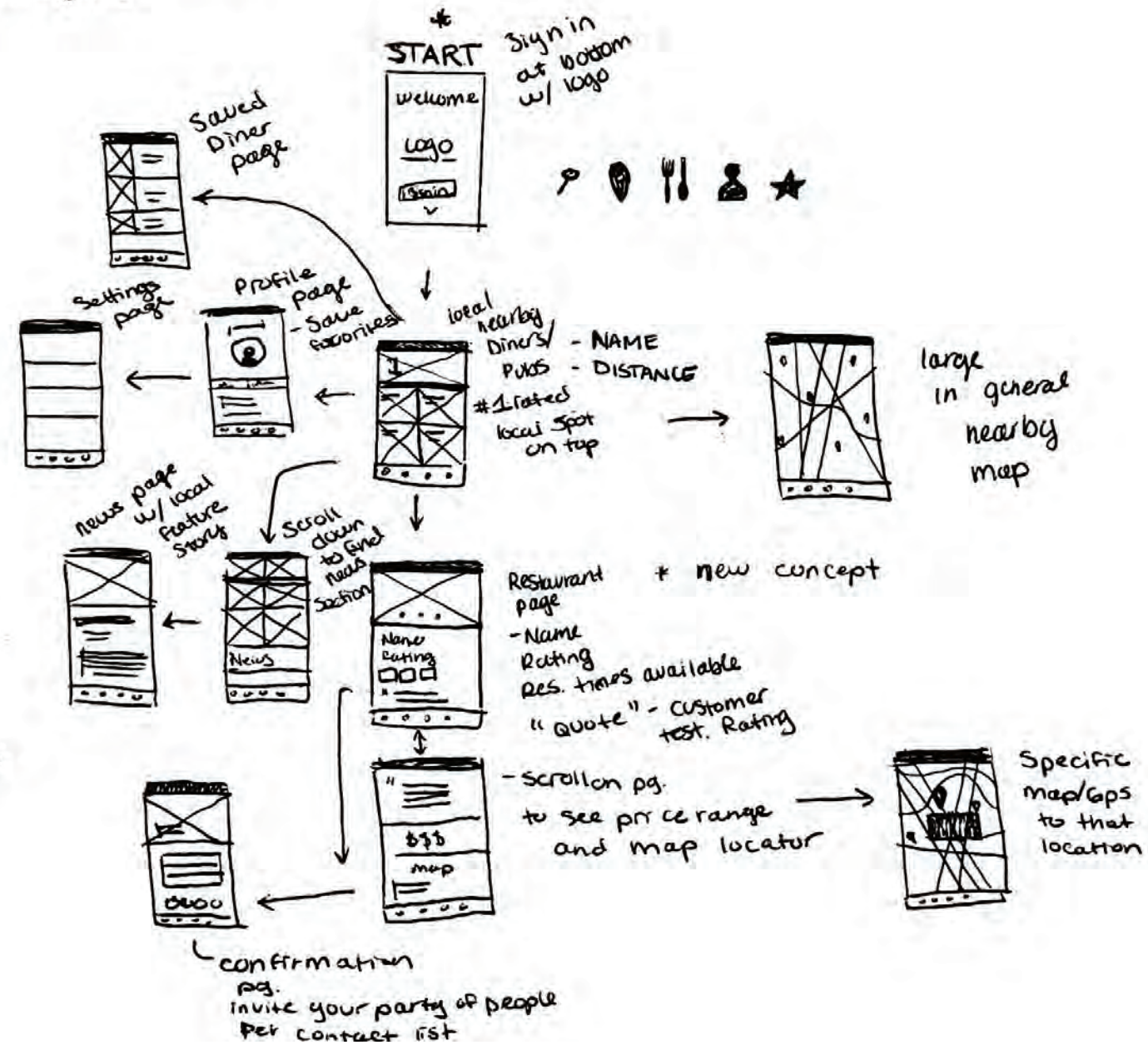
DISCOVER  
RESTAURANT  
TO LOVE

The Best  
Diner's  
are on BISCUIT

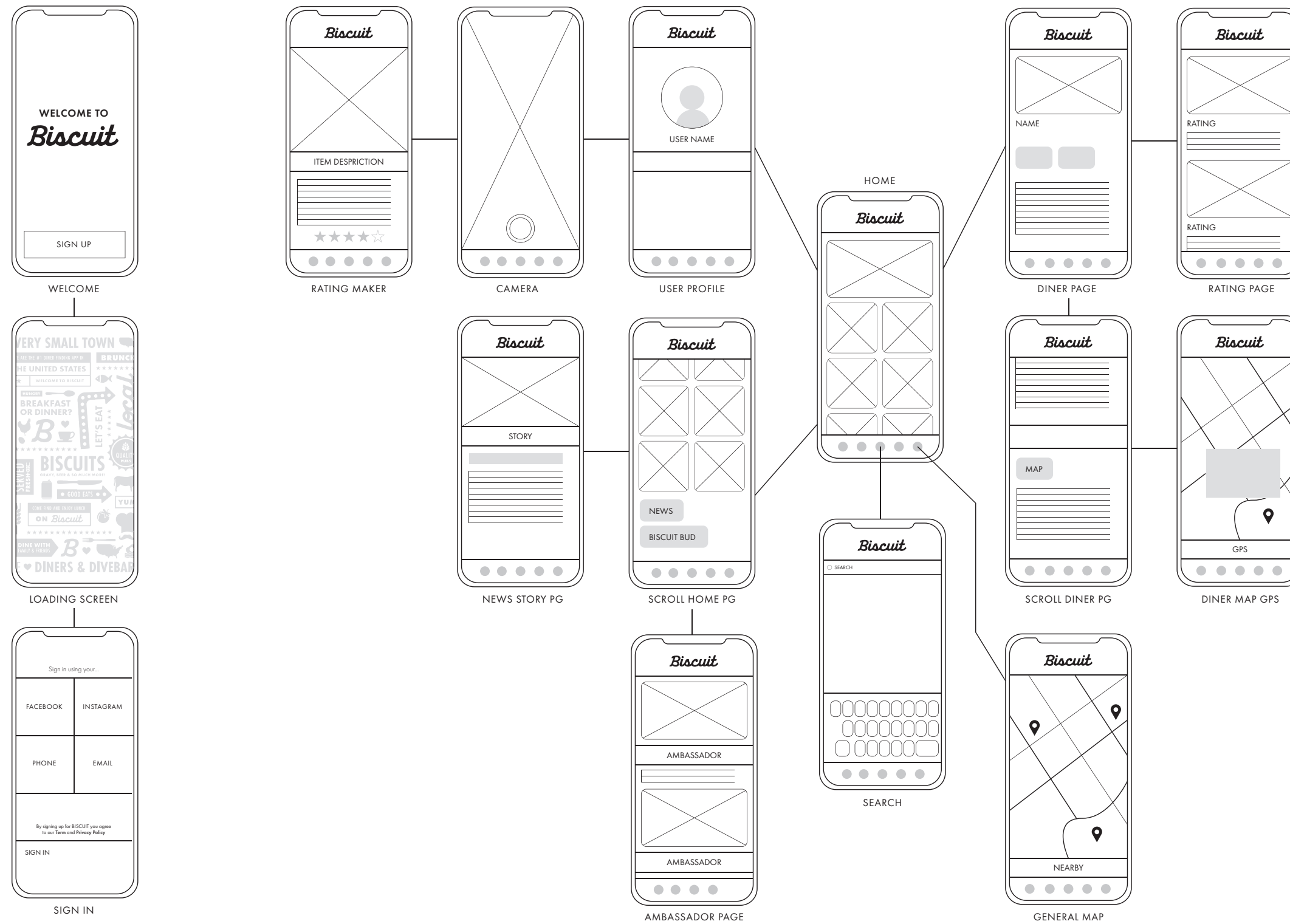
\* yelp  
- Seperate  
page w/ favorites  
- crowd

Bullets?

- different colors  
PINK? in brown



# WIREFRAME DIGITAL



# DIGITAL ROUGHS

## SIGN IN

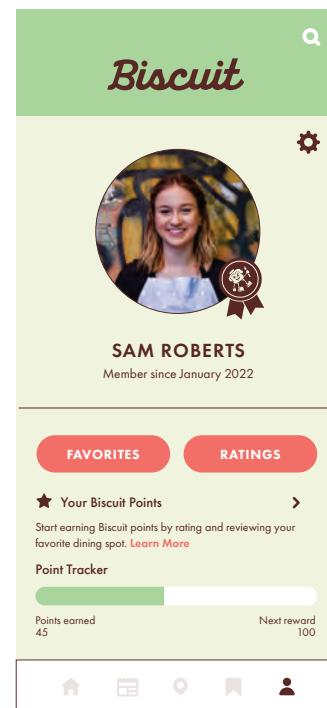
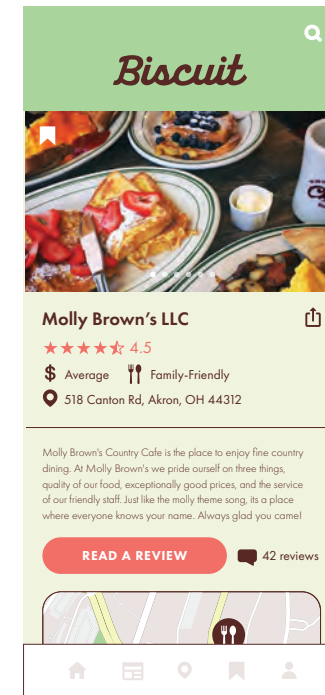
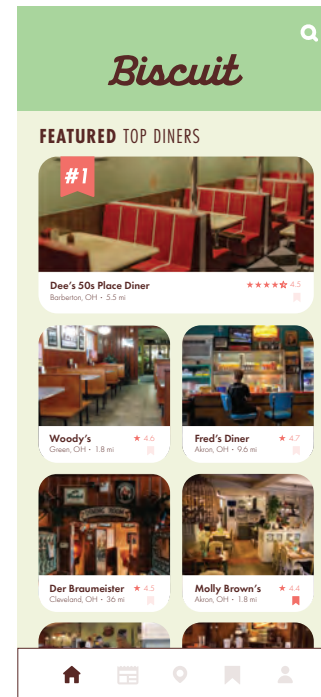
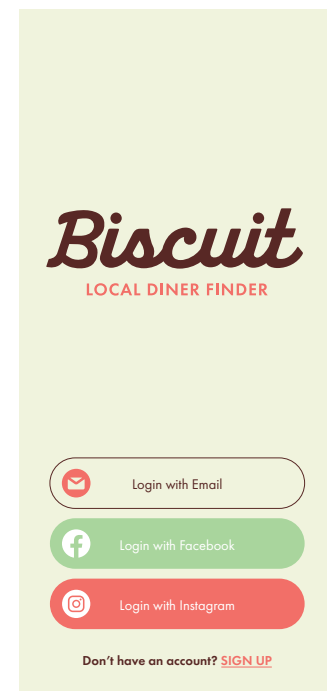


## LOADING SCREEN

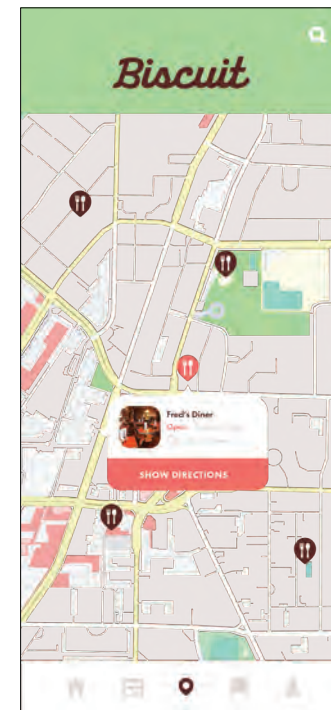
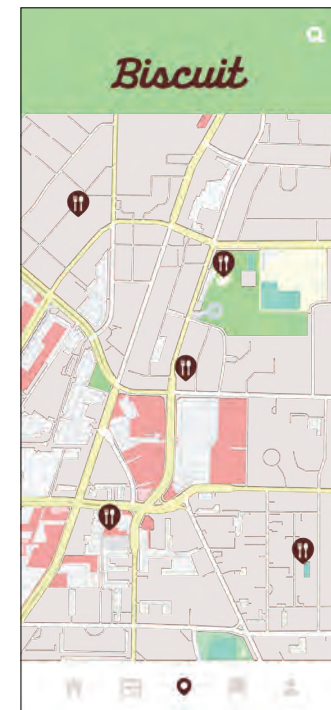
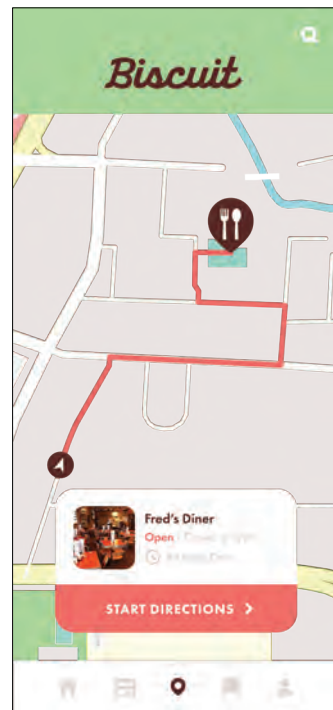
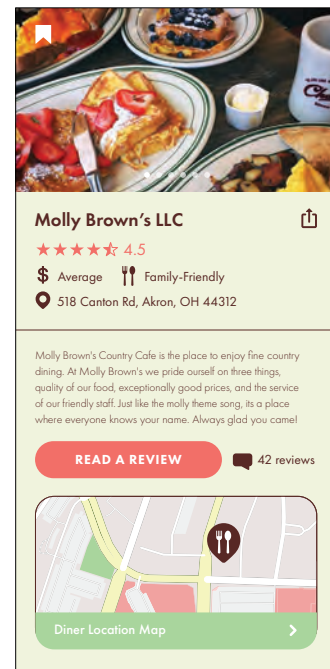
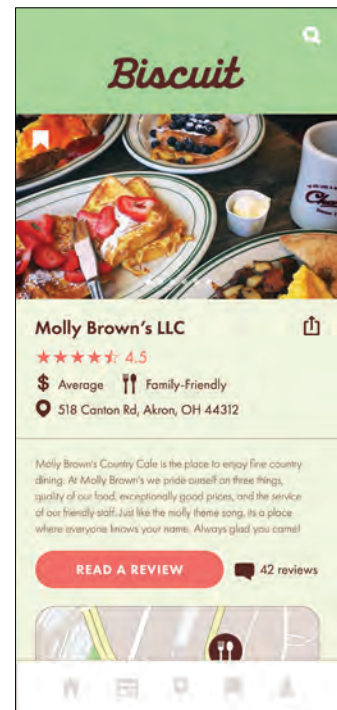
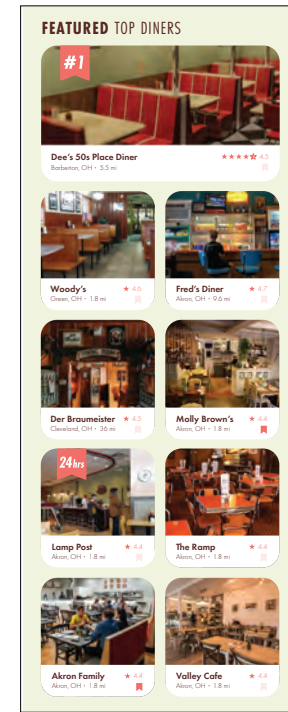
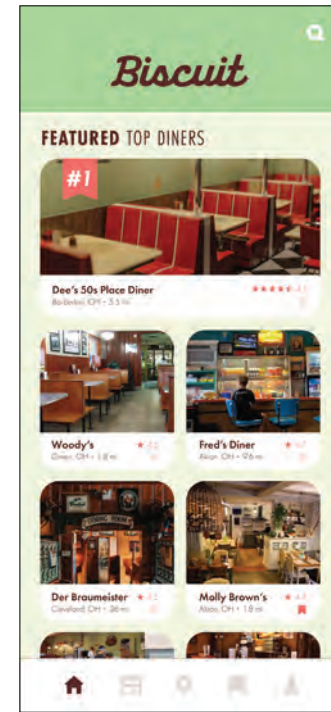
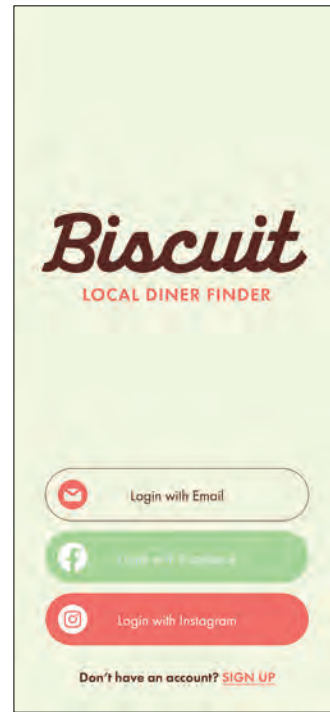




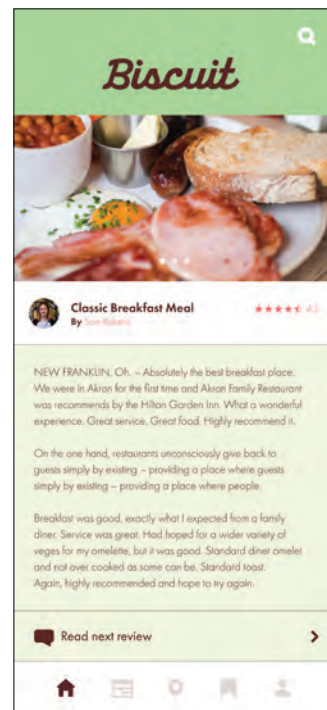
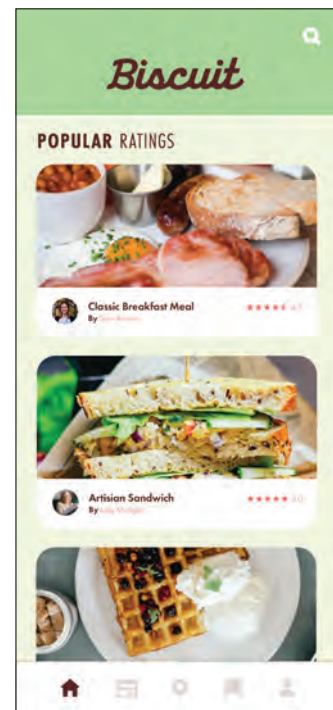
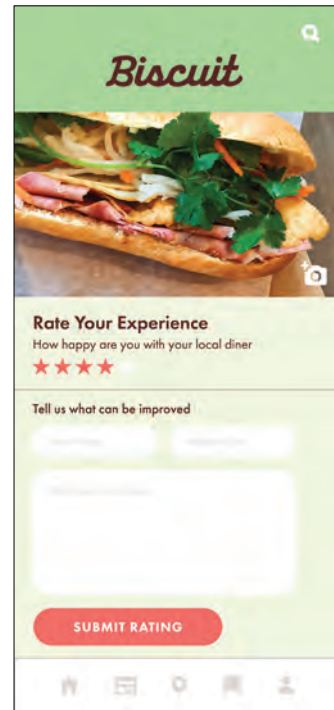
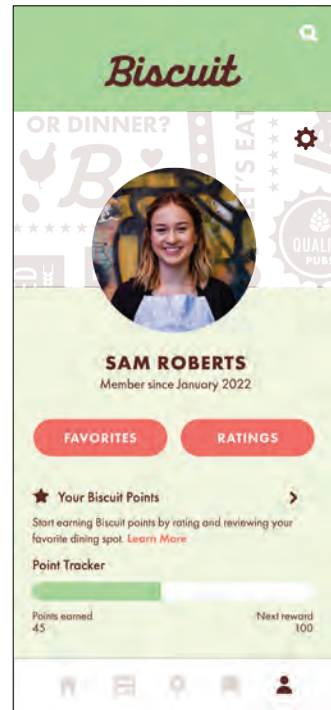
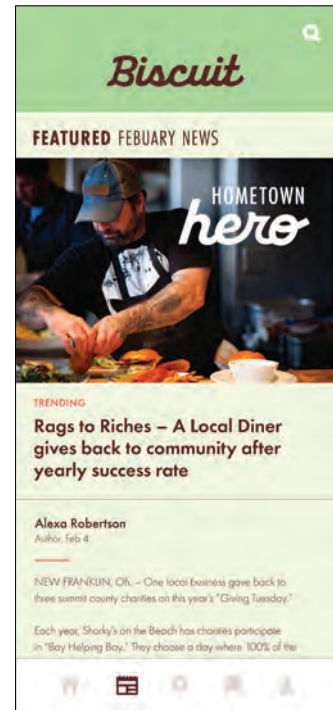
# DIGITAL ROUGHS



# FINAL SCREENS



# FINAL SCREENS CONT.



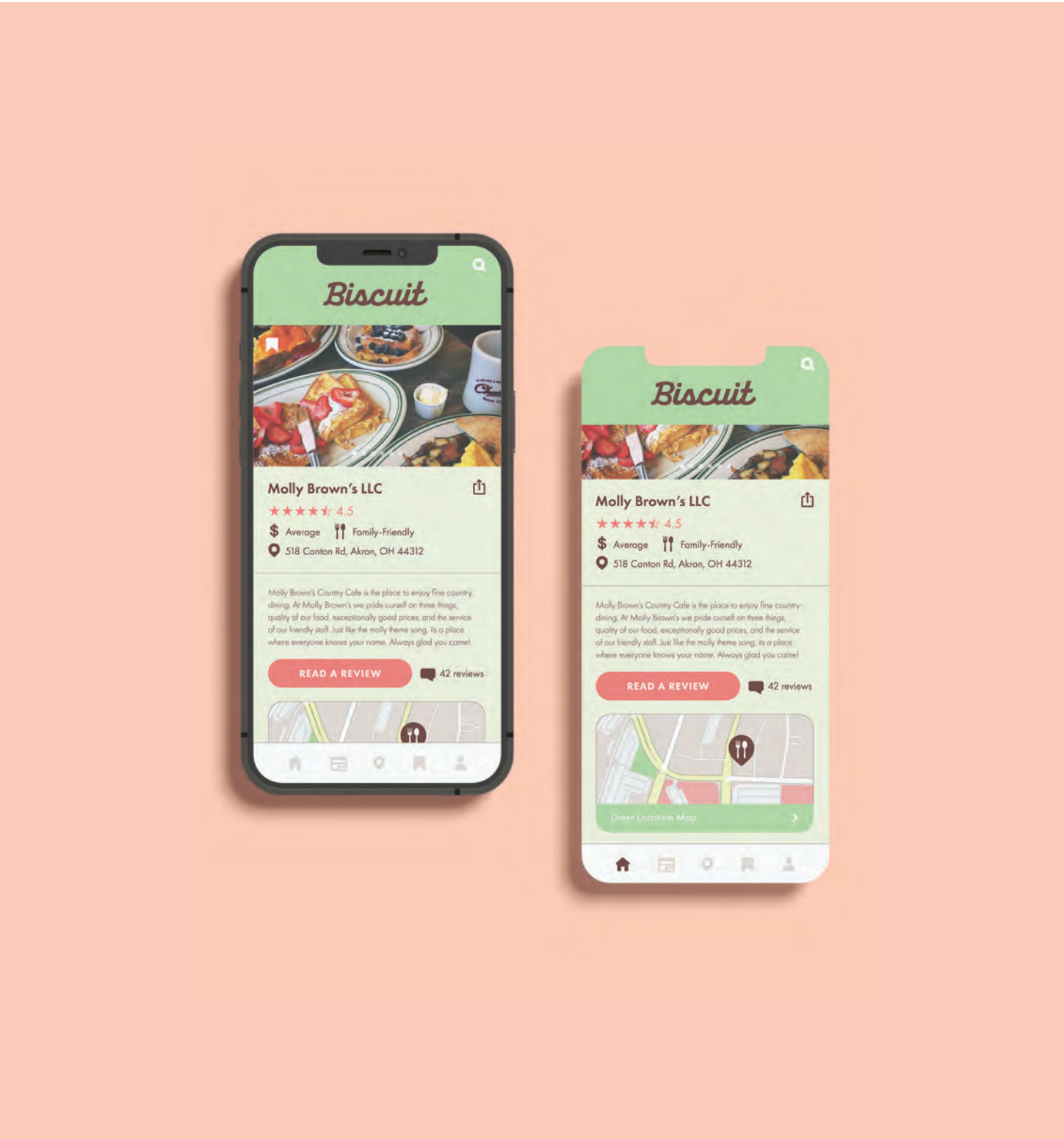
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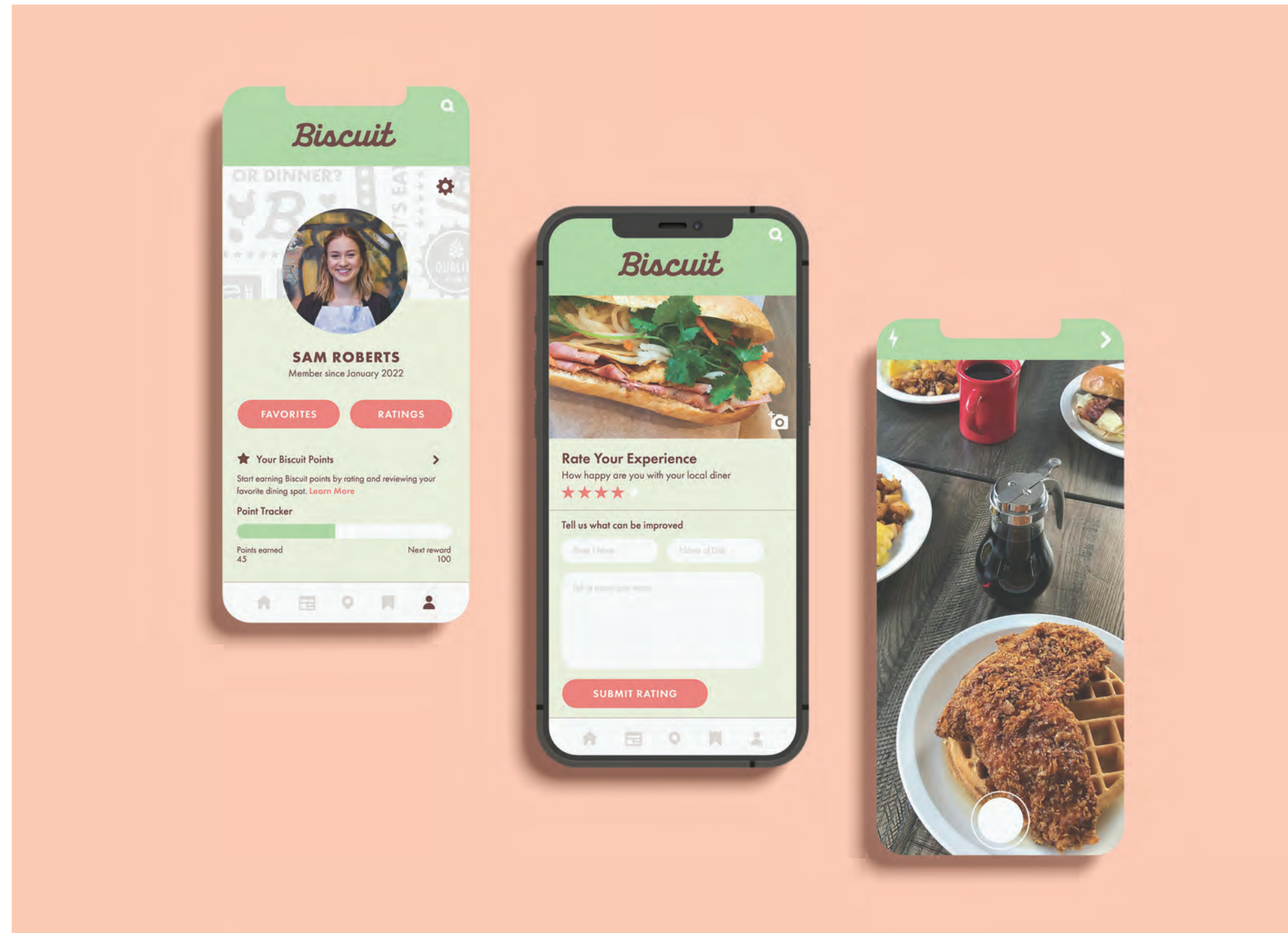
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# MOCKUPS



# MOCKUPS





# MOCKUPS



# BRANDING ITEMS

