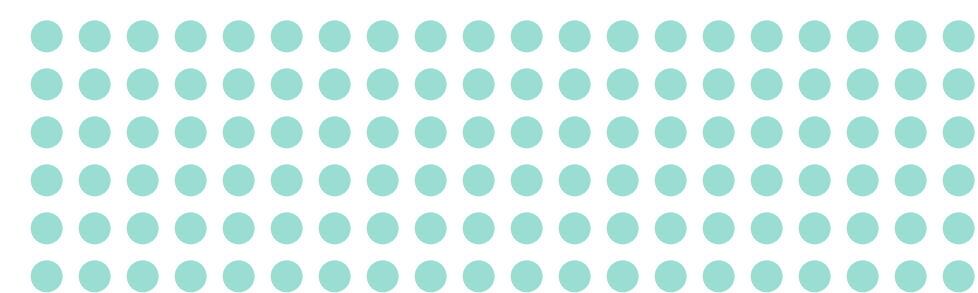
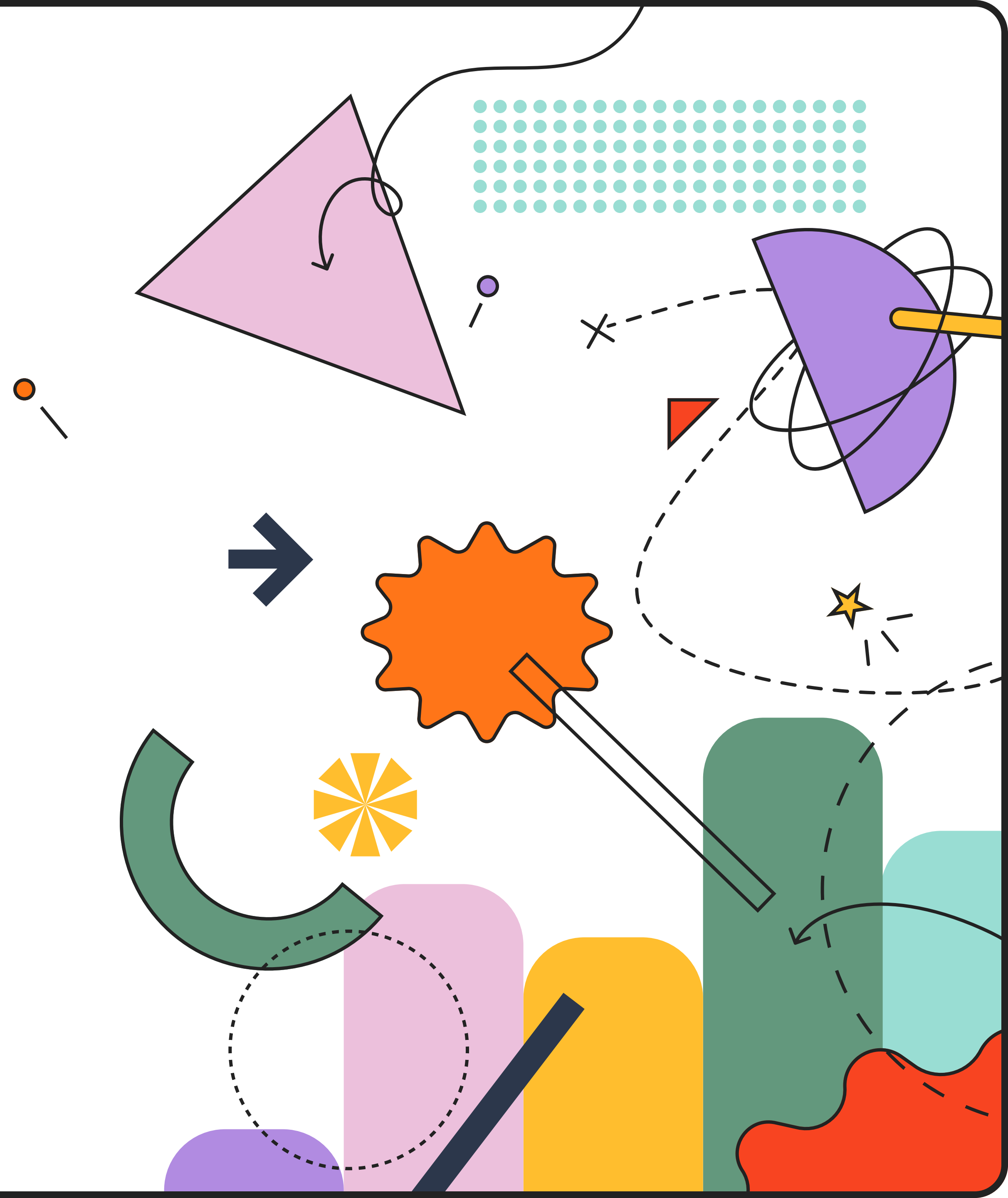




Your healthy eating habits facilitator



ISABELLE QIU | DESIGN SYSTEM INTENSIVE





Agenda

Introduction

Mission
Problem
Solution

Aesthetics

Logo
Color
Typeface
Components

Prototype

Desktop
Mobile
Tablet
Watch

INTRODUCTION

Our Mission

At grEAT, we improve people's health by **simplifying** cooking and grocery shopping process. We leverage the power of technology and design to enhance user experience.

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INTRODUCTION

What's The Pain Point?

Have you ever **forgotten** food that you bought a while ago?

Have you ever **taken too long to think** about what to cook?

Have you ever **given up** cooking because it's too complicated?



Solutions

Have you ever **forgotten** food that you bought a while ago?



Visualized food storage

Have you ever **taken too long to think** about what to cook?



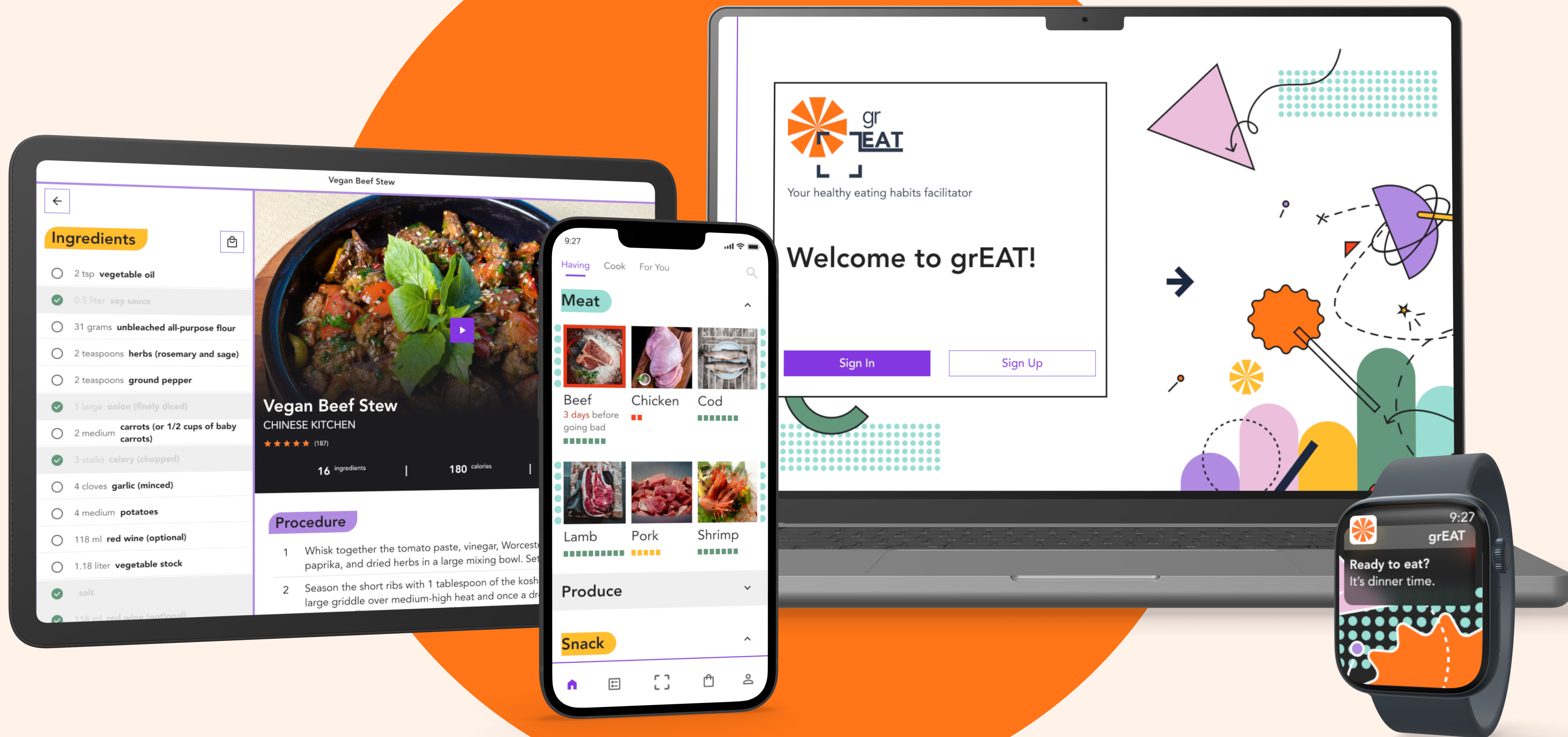
Auto-pair chosen ingredients

Have you ever **given up** cooking because it's too complicated?



Tailor-made recipes

Step-by-step video tutorial





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Mobile
Tablet
Watch

Logo

To achieve maximum impact and legibility, clear space must be maintained around the logo lockup. The lockup may be placed onto images, but no other graphic elements, typography, rules, or pictures should appear inside this clear space.

Use the “gr” from the lettermark as a measuring tool to help maintain the proper clearance.



AESTHETICS

Color Palette

Purple

8437E0

Pumpkin

FF7518

Pickled Bluewood

2C374B

White

FFFFFF

AESTHETICS

Accents Palette

Pomegranate

F84421

Oxley

63987D

Lightning Yellow

FFBE2E

Chantilly

ECC0DC

Water Leaf

99DDD3

Lavender

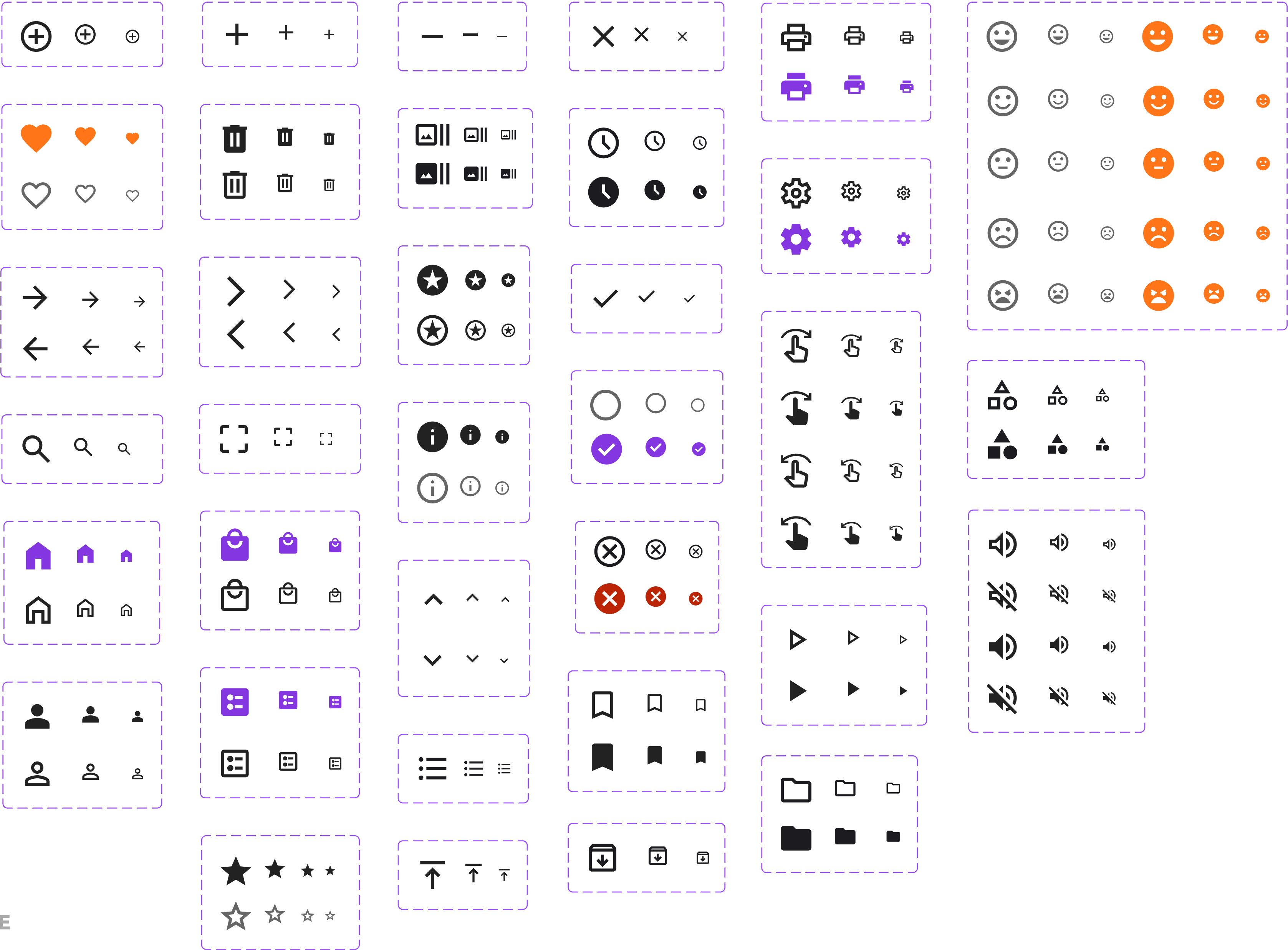
B18BE1

Typography

Avenir is the versatile typeface used for all header, subtitle, and body text.

A a

Iconography





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Logo
Color
Typeface
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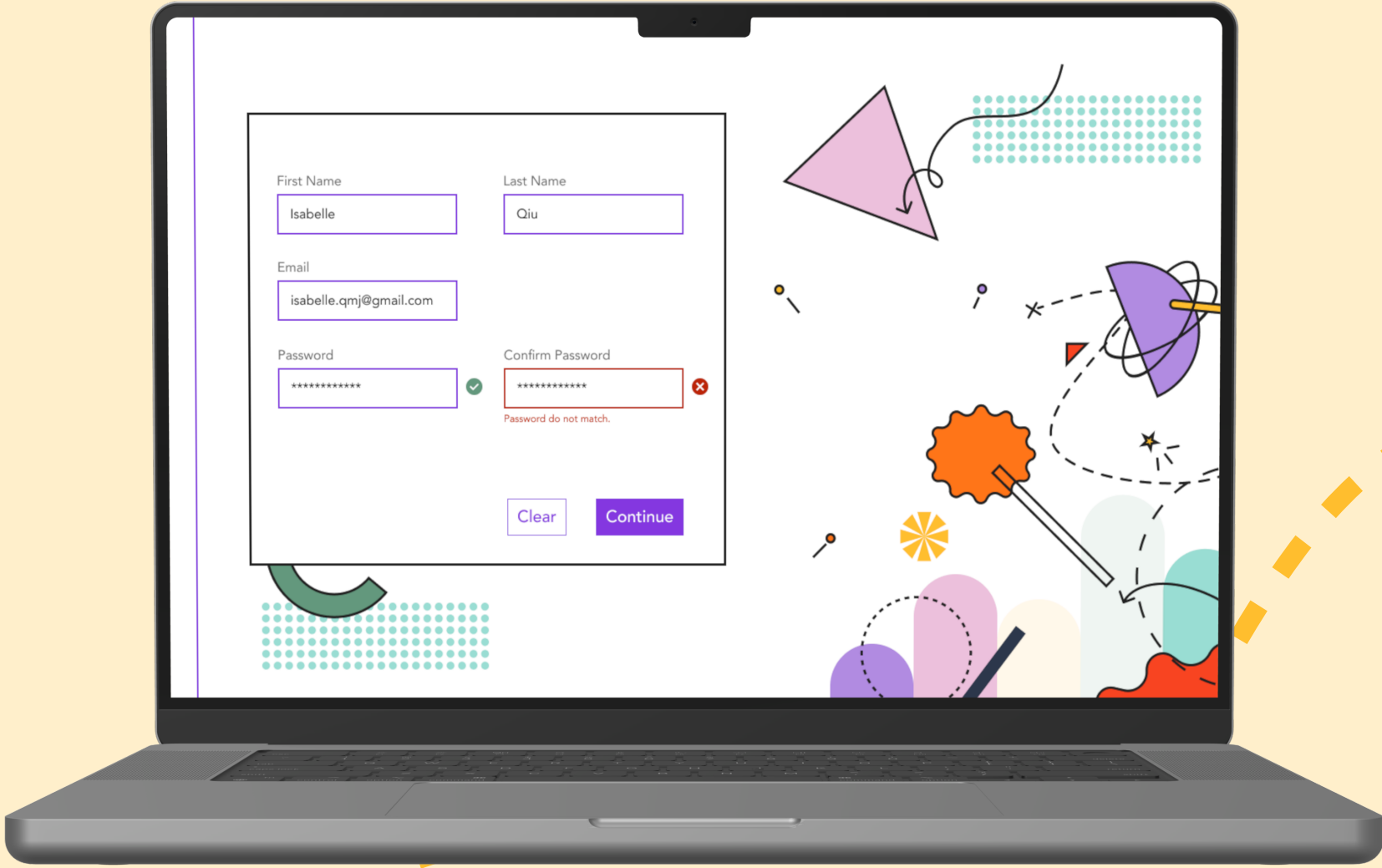
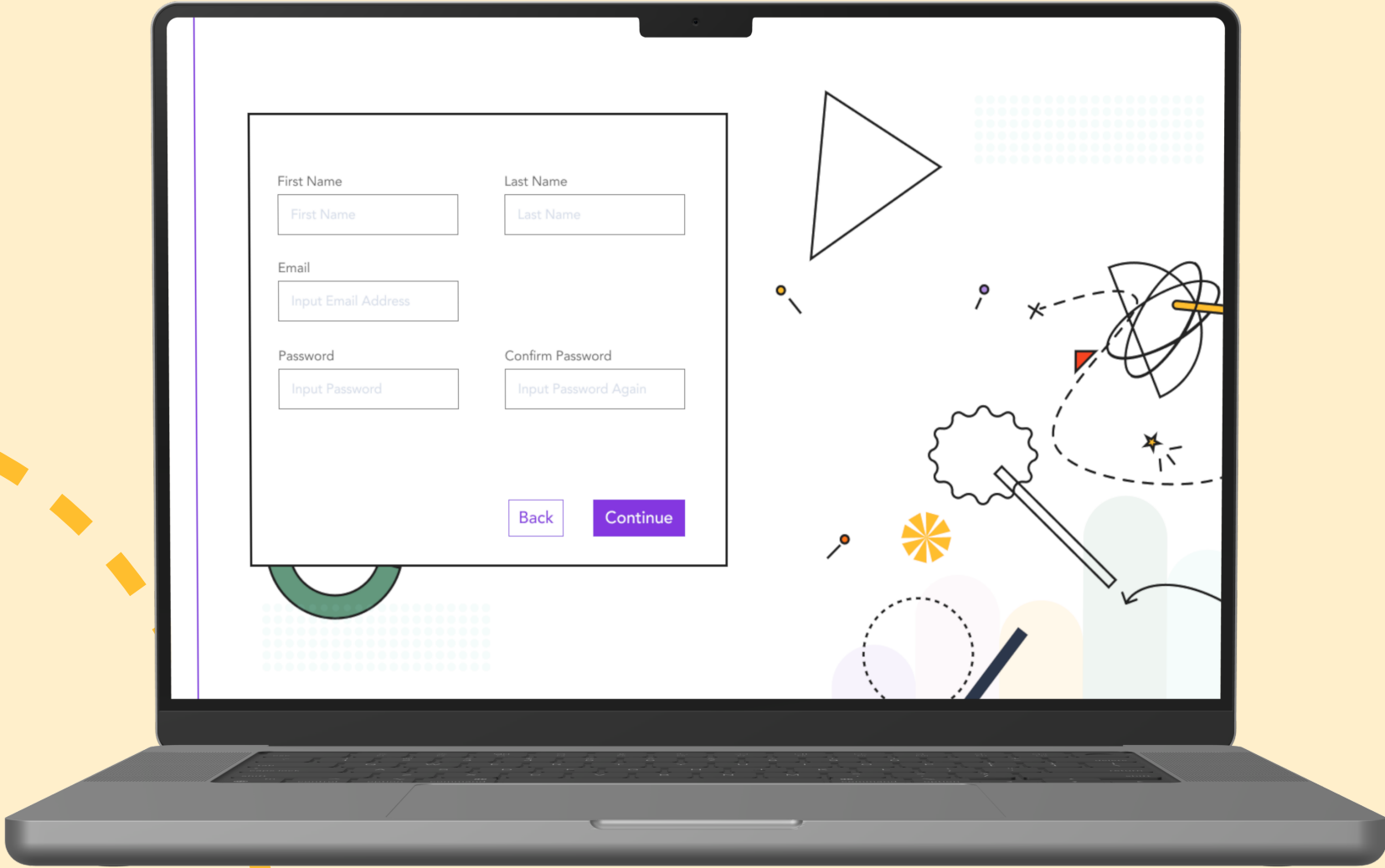
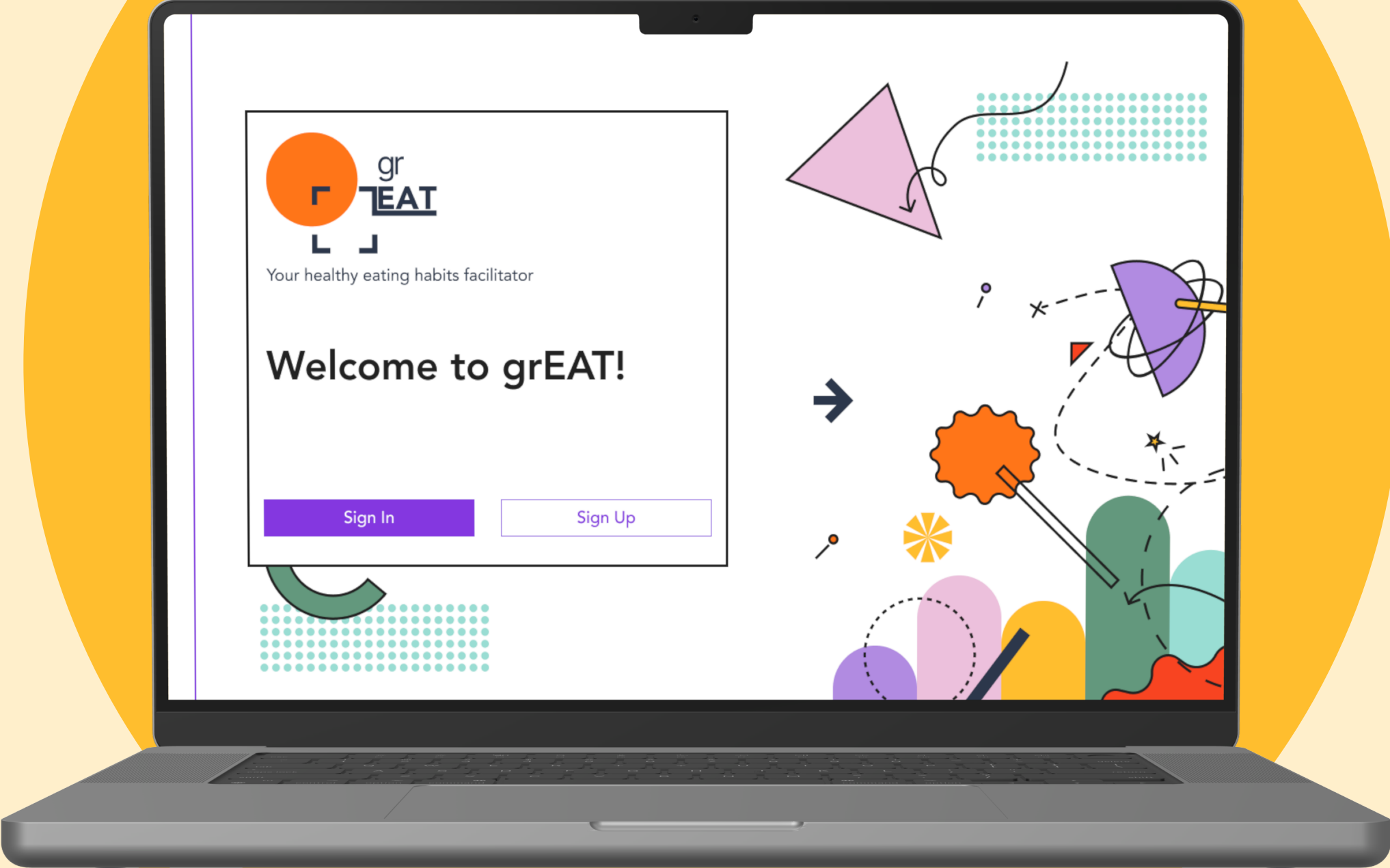
Desktop
Mobile
Tablet
Watch

PROTOTYPE

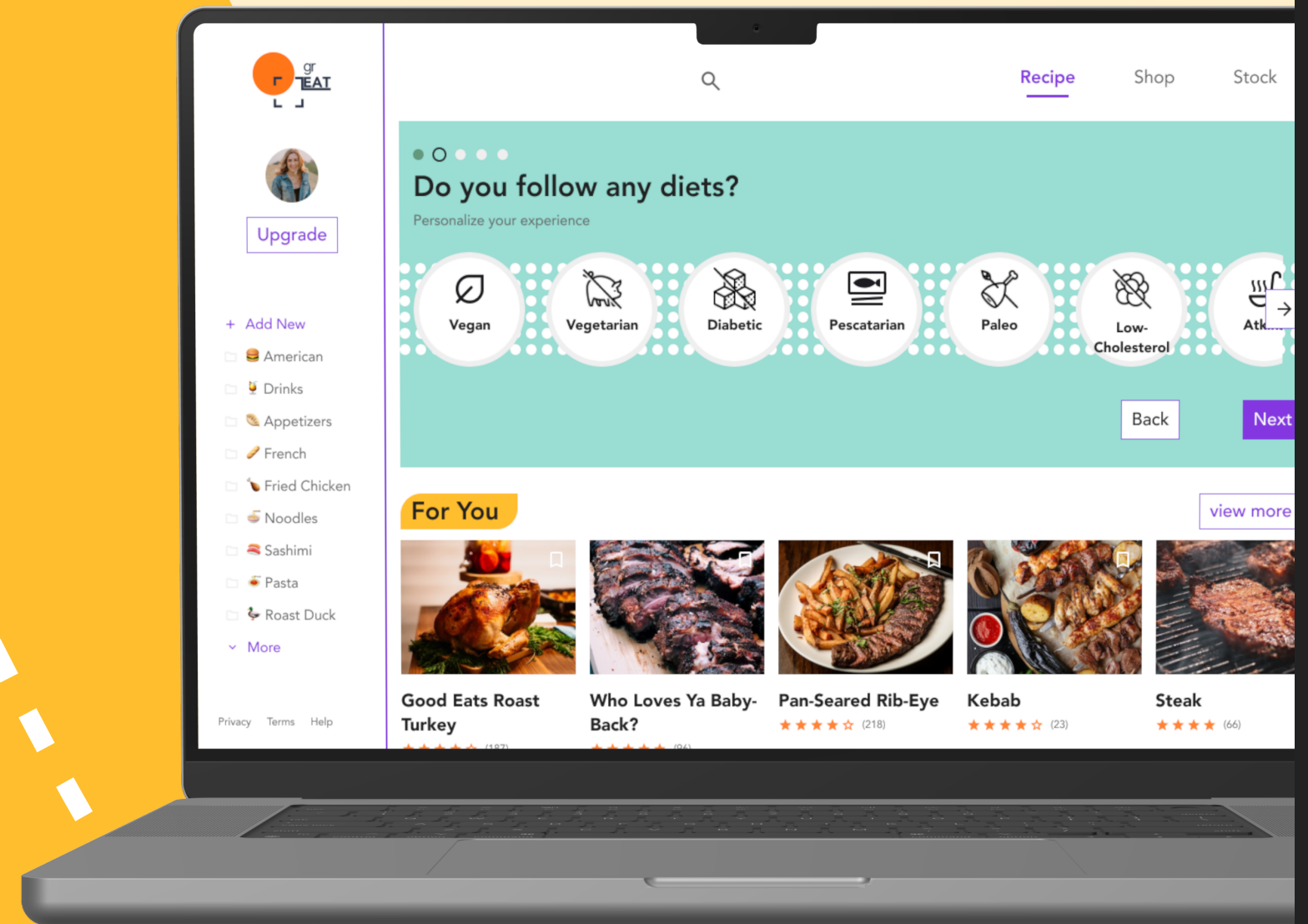
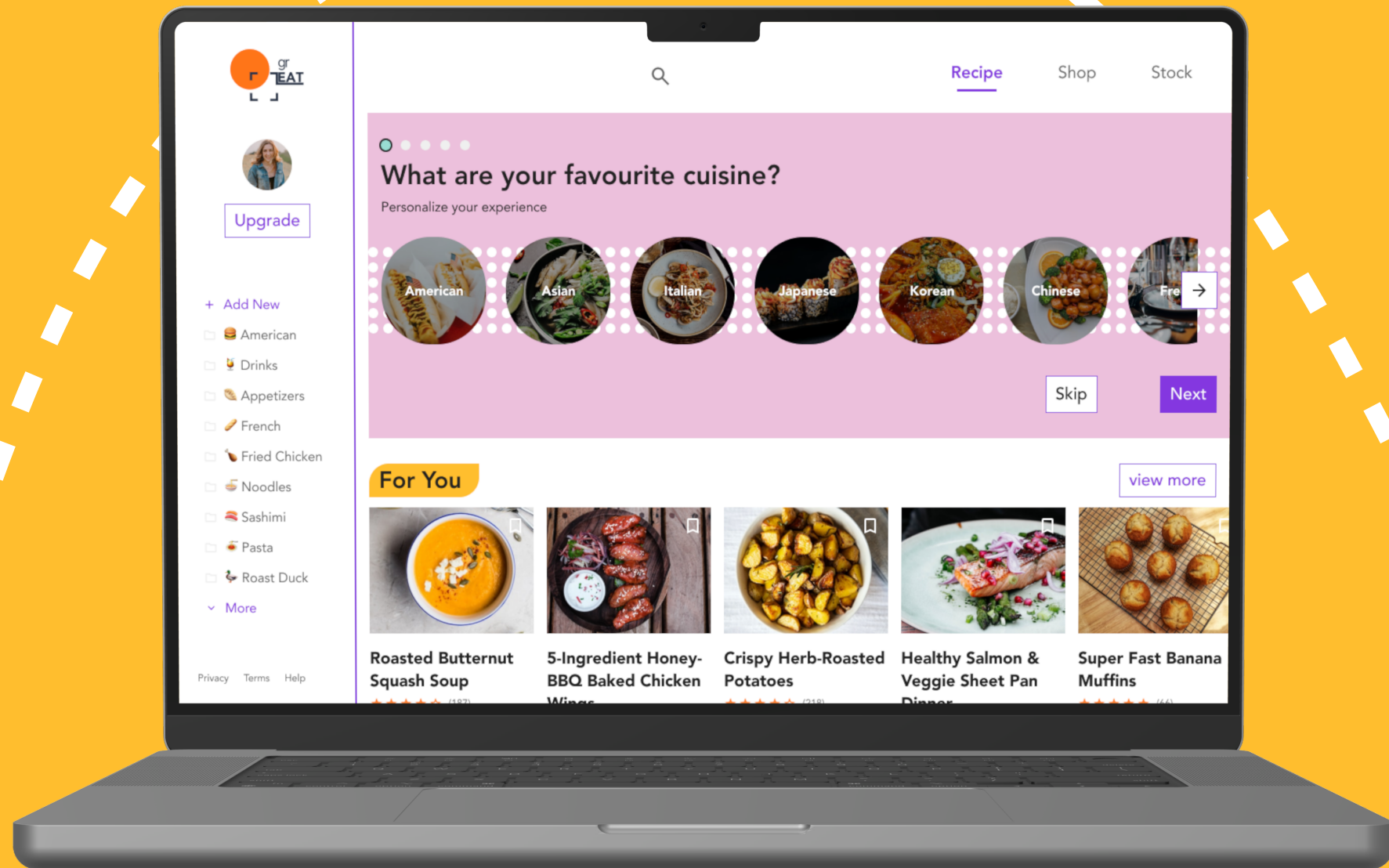
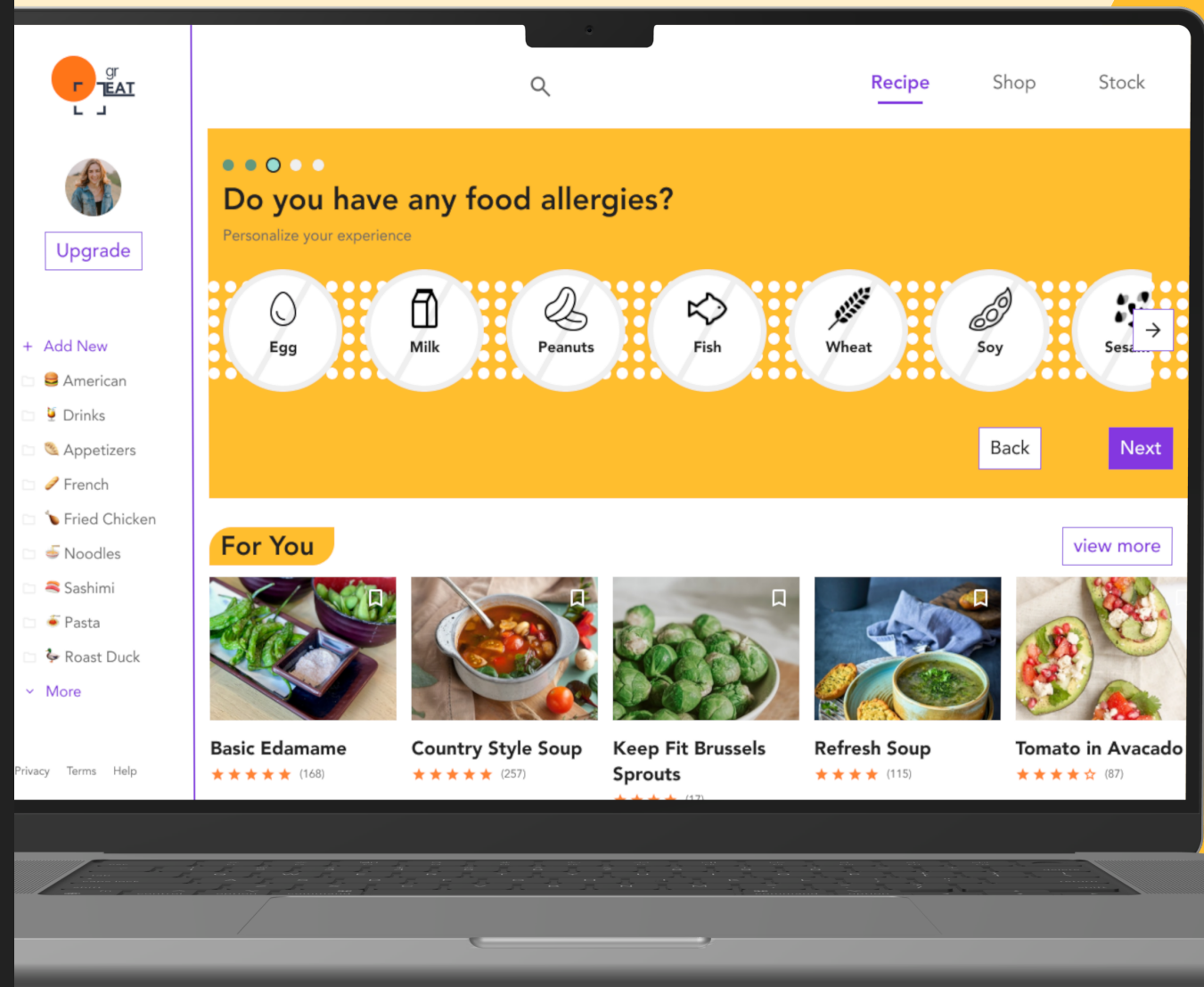


Desktop

PROTOTYPE



PROTOTYPE

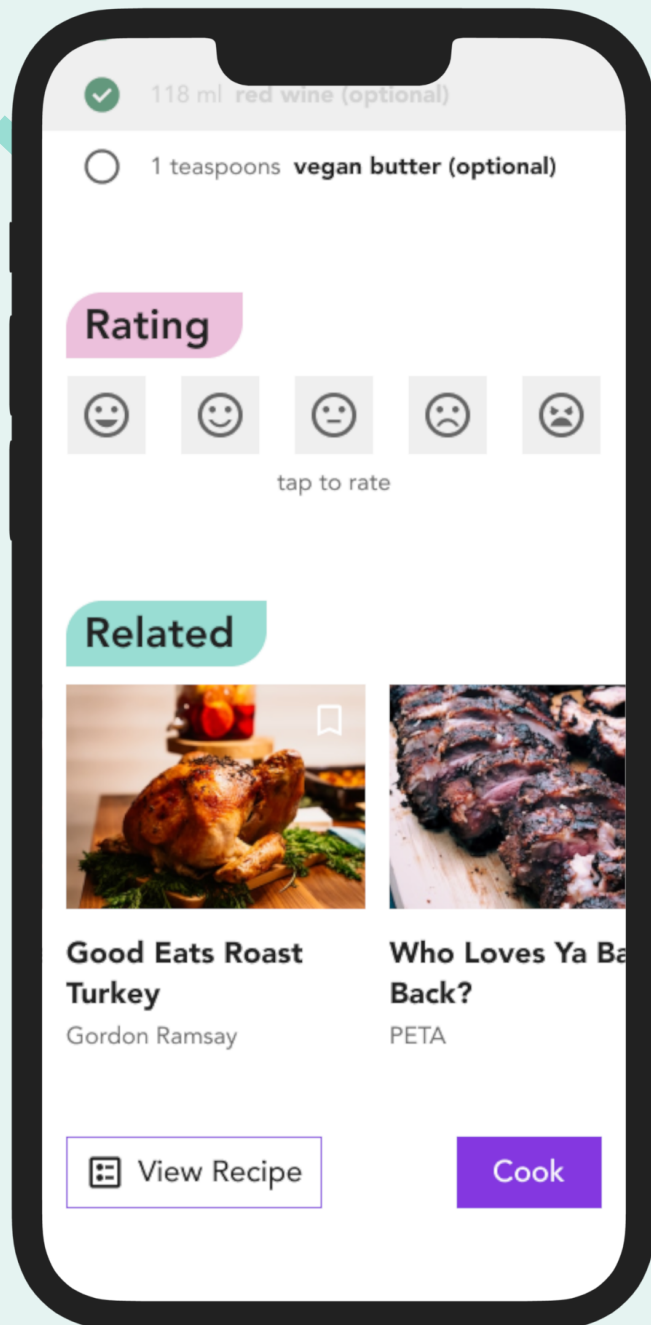
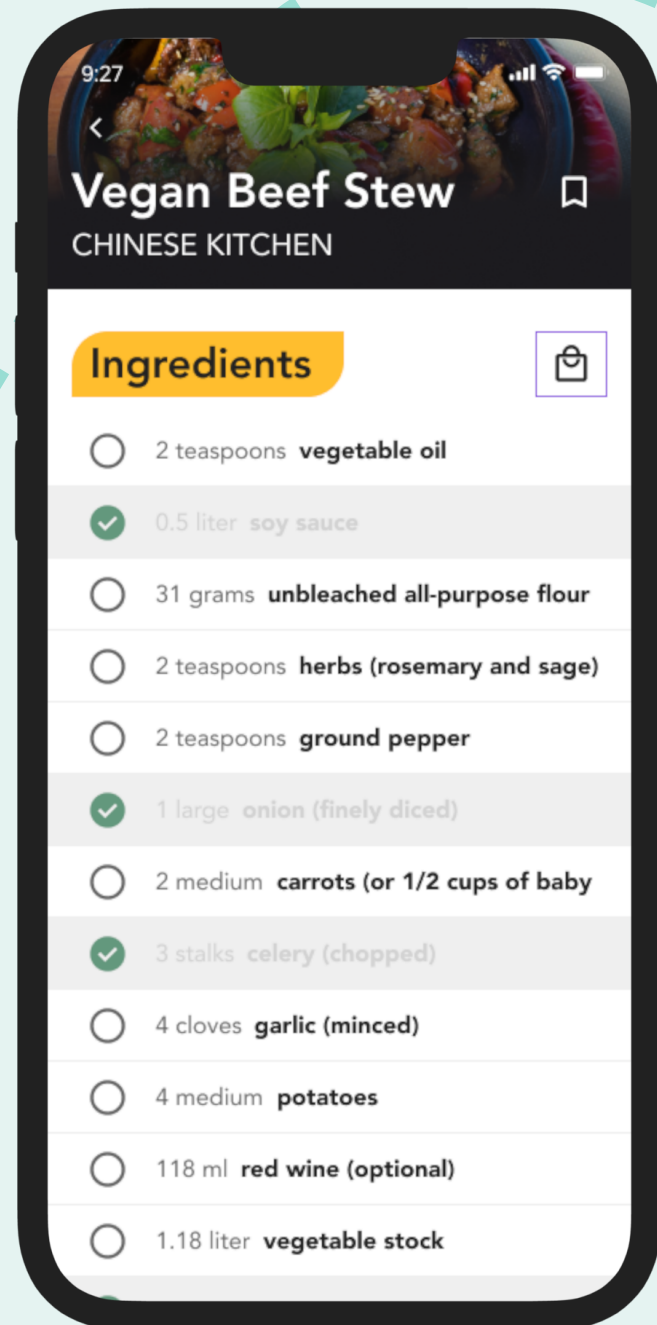
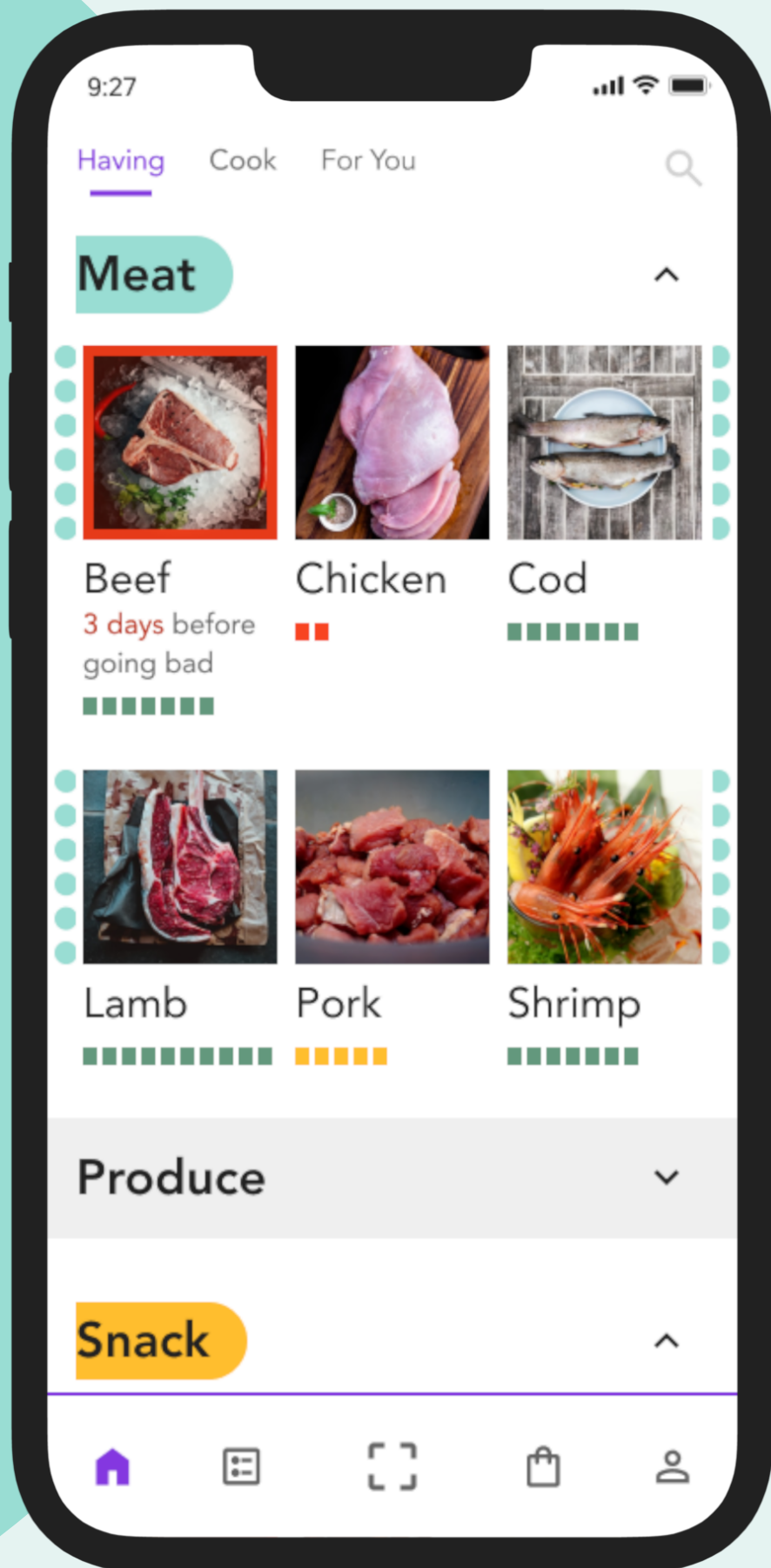
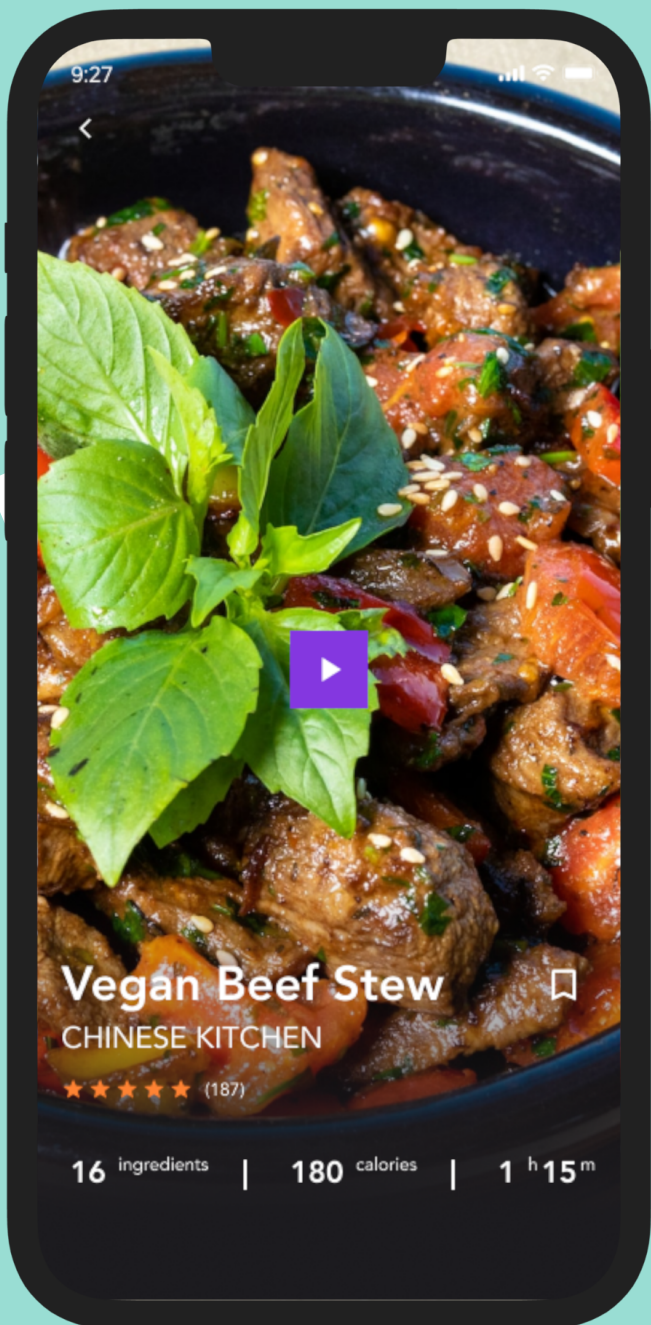
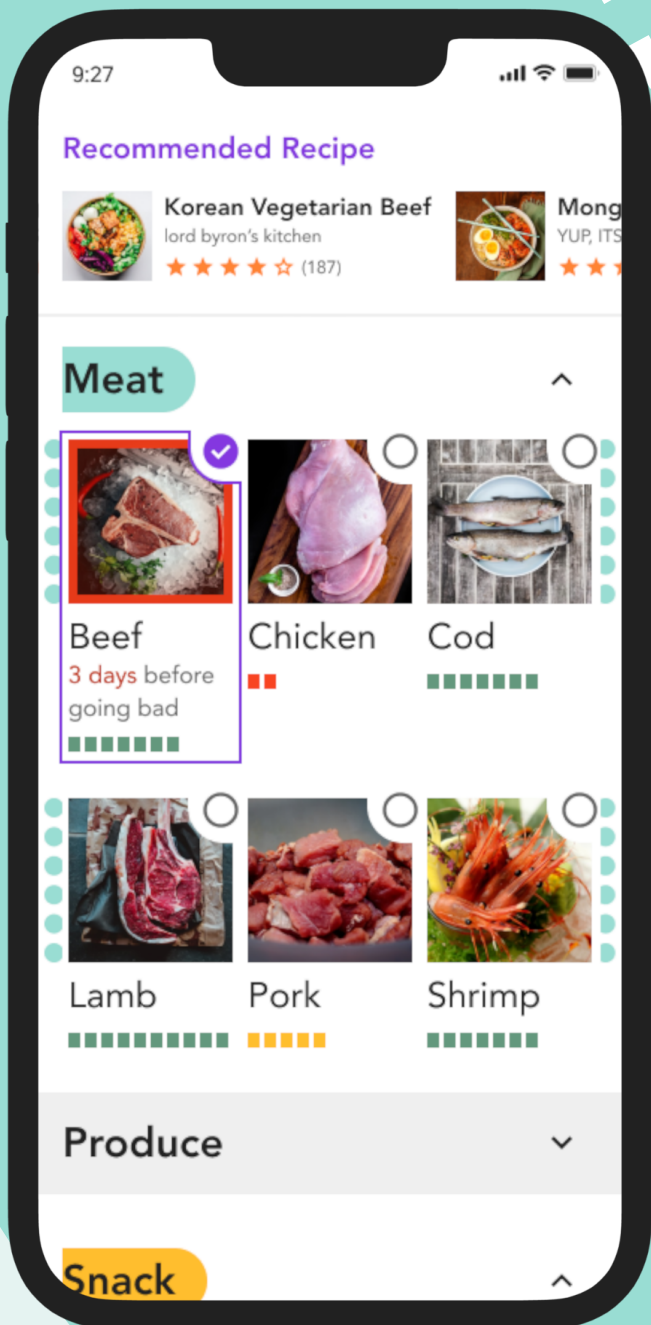


PROTOTYPE



Mobile

PROTOTYPE

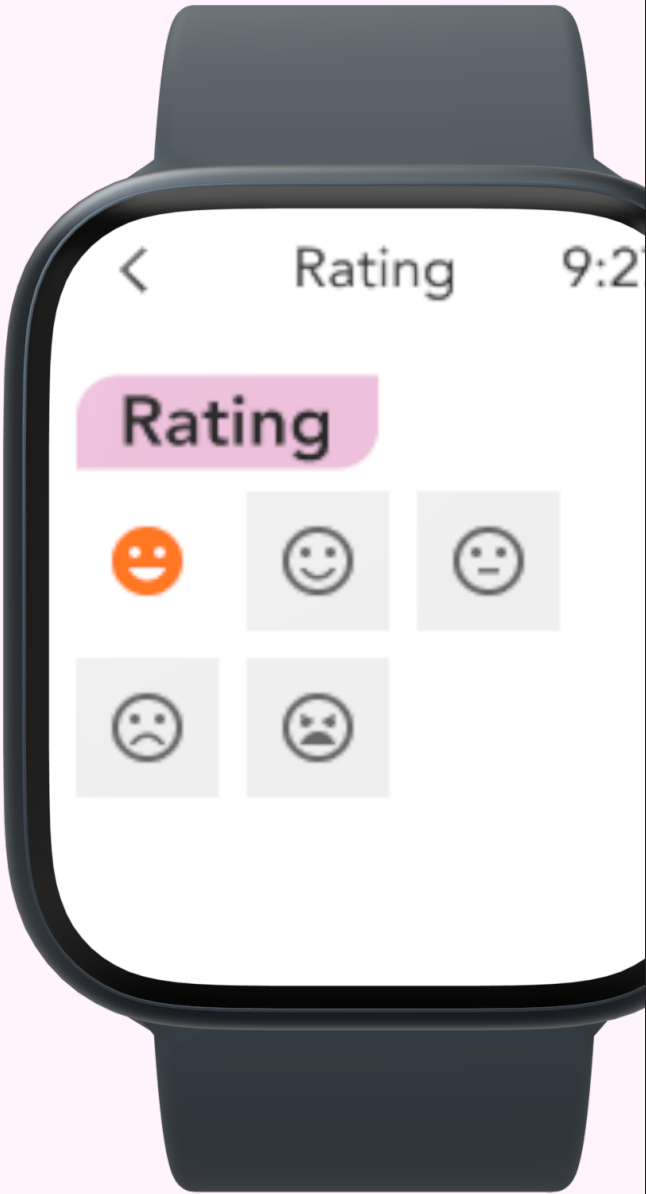


PROTOTYPE



Watch

PROTOTYPE

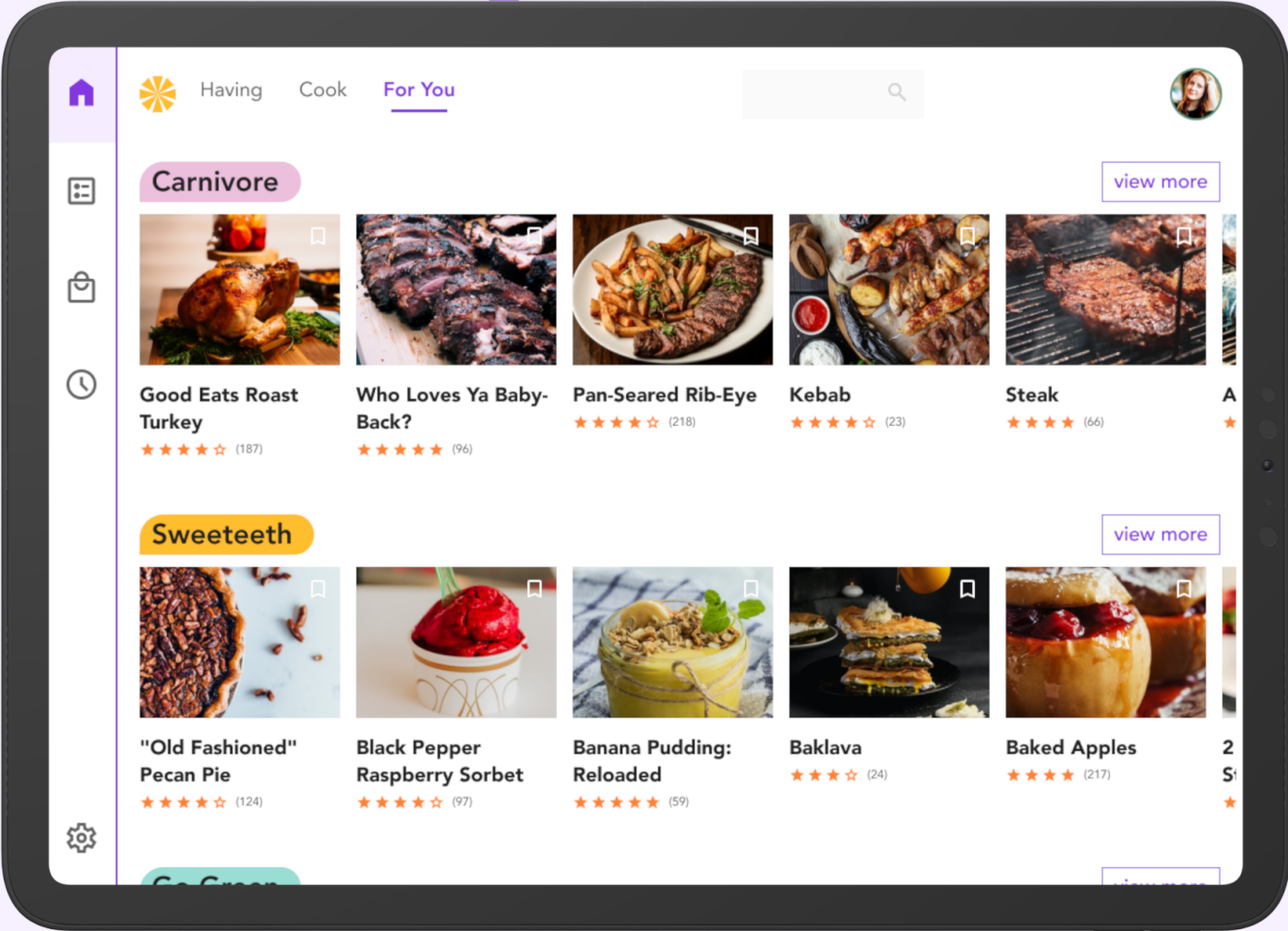
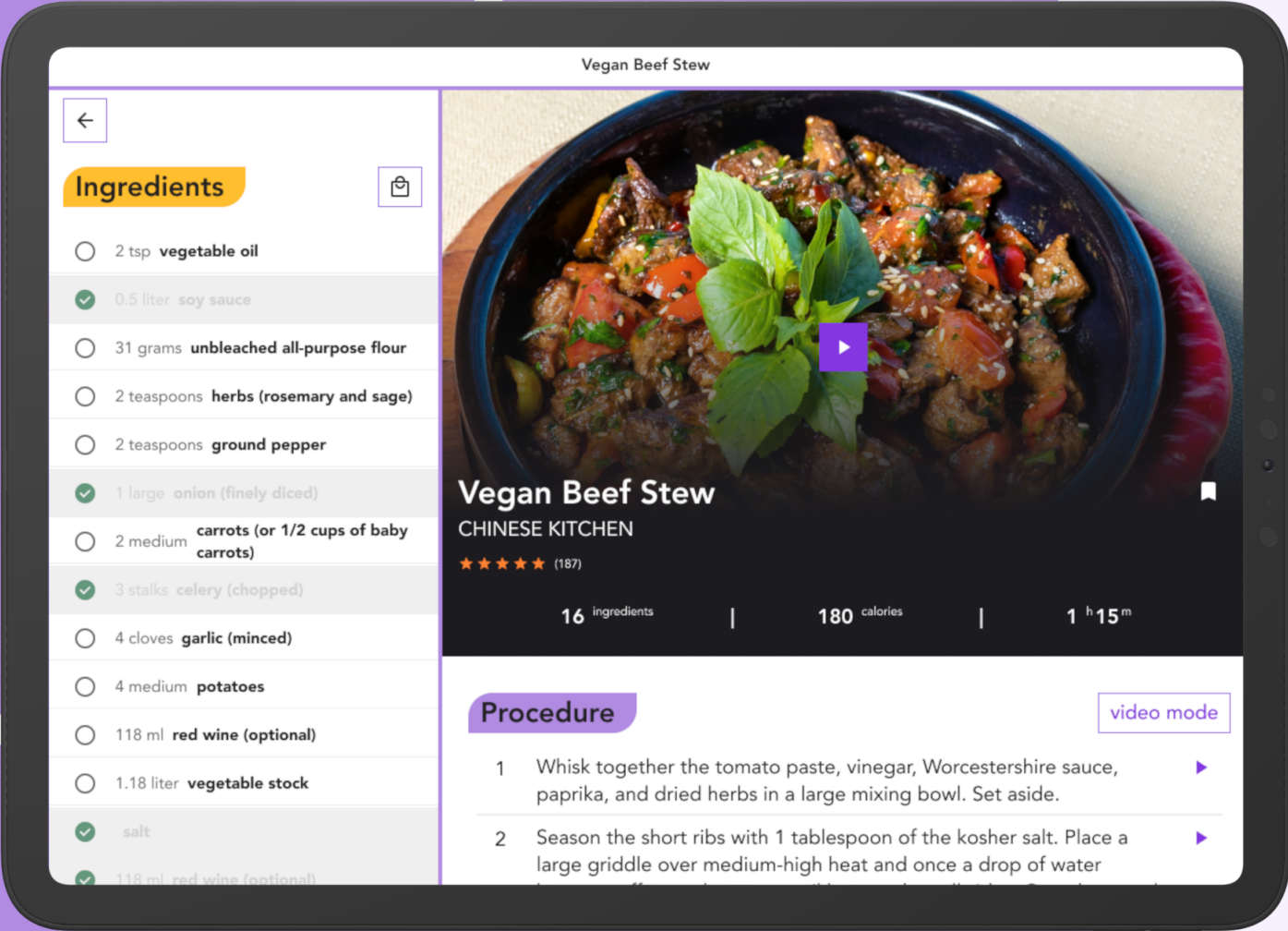
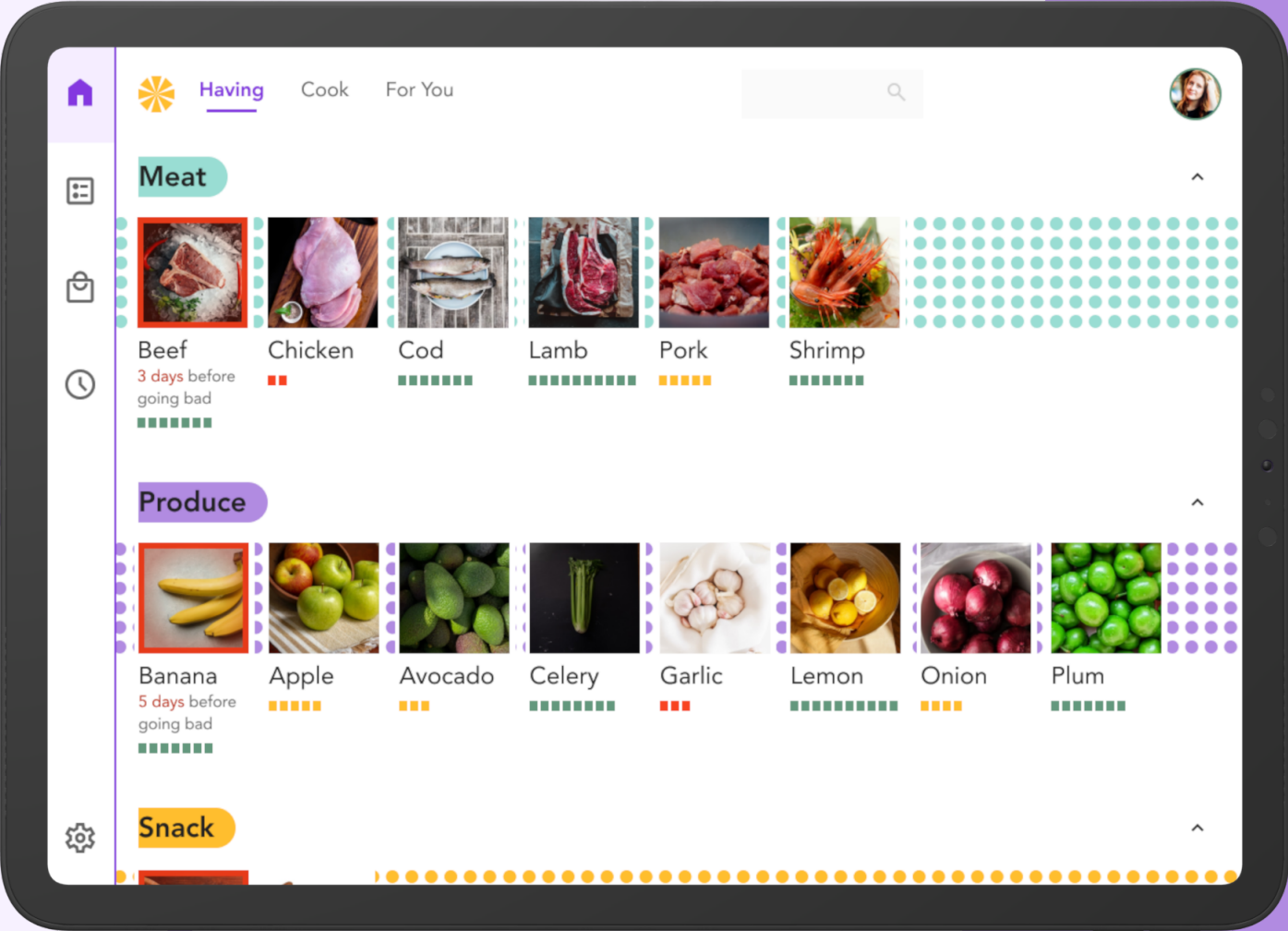


PROTOTYPE



Tablet

PROTOTYPE





THANK YOU

A large, dark blue, stylized arrow pointing diagonally upwards and to the right, located in the bottom right corner of the slide.