

Min K. Pak, M.F.A.

Assistant Professor of Digital Design

mpak@pierce.ctc.edu

<https://www.minpakgallery.com>

Creative Brief Template

Design Thinking Process

Designer's Name: Eka Leavell

Project Name: Final Project- Smart Home System

Class Number and Name: DDSGN 151

Objectives

A **creative brief** is a short document that outlines the strategy for any creative project.

Creative Brief Requirements:

1. BACKGROUND
2. PROJECT OBJECTIVES (Problems and Goals)
3. KEY MESSAGE
4. TARGET AUDIENCE
5. COMPETITORS
6. SOLUTIONS or REQUIREMENTS
7. MESSAGING & DELIVERABLES
8. VISUAL DESIGN SYSTEM (Mood Board)

Creative Brief

1. BACKGROUND

- Any design project starts with a story.
Smart home app designs are designed to adapt to ever-changing needs by interacting with the people, systems, and external elements around them. The application will impact people's life by increasing comfort, efficiency, resiliency, and safety, ensuring a sustainable future. I came up with the idea of a smart refrigerator to reduce food waste and grocery shopping bills.
- Develop the brand and summarize the project's background.
Brand name: I-fridge
Project's Background: The I-fridge app is designed to help our busy life simpler and safer. The app sends information about what you have in the refrigerator and pantry. Also, the app offers some cool features like a list of ideas on what to cook based on what you have in the refrigerator and pantry, food shelf life, grocery shopping list, online shopping, To-Do list, group board, calendar, refrigerator/freezer temperature control, light control, ice maker self-cleaning, and power-off notification.

2. PROJECT OBJECTIVES

- Explain the purpose of the project [Why do you need this project? What is the pain point? What is the opportunity or challenge?]
 - The purpose of the project is to reduce food waste, make it easier for people to go grocery shopping, save grocery time, and save money.
 - The pain point:
 - Food waste from our kitchen.
 - Many people go grocery without checking their refrigerator or pantry. Especially for busy people who must go to work every day and do not pay attention to what they have inside the refrigerator at home or pantry.
 - Many people go grocery to get an idea of what to cook, they usually impulse buy.
 - For people who decide to go grocery without a plan.
 - People spend more money on groceries because they don't have a meal plan.
 - Many people forget what to buy because they don't make a list.
 - Time-consuming grocery shopping.
 - The opportunity:
 - Creating mobile applications to support this project. The applications allow users to access it everywhere.
 - The biggest opportunity is to reduce food waste and be creative to use food at home.
 - The Challenge:
 - Users need to buy a wireless refrigerator camera to connect to the app.
 - App only connects with a newer version of refrigerators that have cameras inside the refrigerator.
- Write a problem statement [Summarize a concise description of the problem to be solved]
 - Recognize every possible problem.
 - The user must download the app and buy a camera for the refrigerator and pantry.
 - Users need to scan the product and the receipt.
- Write your goals to create a meaningful project [Awareness? Explain about your project.]

My goal creates this app is to help people save money on groceries, time efficiency, and reduce food waste. Since grocery is a routine activity and managing food in the fridge/freezer/pantry is not easy, I want to create an app that is easy to use and enjoyable. Users can monitor what they have in the fridge or pantry, so they can use the foods wisely. The app is also connected to the users to group members. All families can send notes to the group board so somebody in charge of groceries knows what the family needs.

3. KEY MESSAGE

- Describe the main points of the brand you want your audience to hear, understand and remember.
 - The app is very useful and reduces spending on groceries.
 - The app reduces food waste.
 - The app is easy to use.
 - The app is fun and able to connect with group members.
 - The app can reduce time on grocery shopping.
 - The app gives ideas on what to cook.
- Create a memorable experience for your audience.
 - Fun app and easy to use.

- Good investment in this app.
- App to go to save grocery spending.


4. TARGET AUDIENCE

- Who is your target audience? [job title, age, gender, race, location, etc.]

The target audience is all gender, race, location, and occupations. The target focus is busy moms, dads, and adults.

I use personas to guide my design decisions, priorities and create empathy to build an app based on user's needs, and desires.

The Hesitant Prospect



Name: Brent
Age: 50 years old
Occupation: College Employer.
Location: Puyallup, Washington.
Frequency using the app: No.
Support the idea: Yes.
Interest in using the app: Yes.

"I like the idea, but I don't want to invest in a camera or buy a new smart refrigerator."

Brent goes grocery at least 2-3 times a week. Instead of making a list, He usually texts his wife what he needs to buy. He mostly spends over budget because of a lot of tempting food in the grocery store. His goal is to speed up grocery shopping to avoid more spending.

Key characteristic

- Grocery shopping 2-3 times a week.
- Never use a shopping app.
- He uses iPhone and can download the app.
- Not willing to buy additional devices to support this app.
- Thinking to try this app.

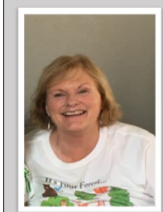
Motivation

- He is not sure if he has time to scan the product or receipt to the app.
- He likes the old way to write all on paper.

Brent's goal

Reduce grocery bills and less often go grocery shopping.

The Prospect User



Name: Renee
Age: 58 years old
Occupation: School Employer.
Location: Everett, Washington.
Frequency using the app: Yes.
Support the idea: Yes.
Interest in using the app: Yes.

"I think the app will be helpful for busy moms like me."

Renee is a mom of three kids, she works full-time for the school district. She goes grocery at least 1-3 times a week. She always makes a list and meal plan before grocery shopping. She also used the app to manage her grocery list and she is happy with it.

Key characteristic

- Go grocery shopping 1-3 times a week.
- Use the app to help her manage her shopping list.
- She is willing to buy additional devices.
- She uses iPhone and can download the app.
- Thinking to try this app.

Motivation

- Easy to monitor fridge, pantry, and freezer from a mobile phone.
- Able to see food expiration.
- Easy to make shopping lists and online shopping.

Renee's goal

She wants to reduce grocery bills and use all food in her fridge, pantry, and freezer.

5. COMPETITORS

- Include a list of your business competitors [How did they do? What can you learn from them? Did they do a good job?]

The competitor is Samsung Family Hub,

<https://apps.apple.com/us/app/samsung-family-hub/id1194886976>

Samsung Family Hub's ideas and features are very cool. The family hub includes activities like uploading pictures and videos that can be found within the Family Hub device card. The features like view Inside, Recipe Recommendation, Meal Planner, Shopping List, and Food List can be found within the SmartThings Cooking Service

Based on the review on their website, unfortunately, the app did not impress the users.

6. SOLUTIONS or REQUIREMENTS

- Create user-centered design for any of your design work.
 - Evaluate design concepts.
- Generate your ideas and share your solutions.

The solution of food waste and grocery efficiency and money saver. Be creative and use what we have at home.

The app offers:

The idea of the application is to help people to go grocery more efficiently considering the time consume and money spends on groceries. The app offers some cool features like a list of ideas on what to cook based on what you have in the refrigerator and pantry, food shelf life, grocery shopping list, To-Do list, group board, calendar, refrigerator/freezer temperature control, light control, ice maker self-cleaning, and power-off notification.

The requirements:

- The app only supports the software for the new version of the refrigerator with the inside camera.
- Add a wireless refrigerator camera device for the regular refrigerator and pantry. The device is available on amazon.
- Download the app.
- Scan the product and receipt after grocery shopping.

7. MESSAGE & DELIVERABLES

- Describe your deliverable process.
 - Design Thinking Process:
 - Research
 - Ideation (Empathy and Journey Map)
 - Low Fidelity (sketches)
 - High Fidelity
 - Case Study
 - Final Visual Design

The design thinking process for this project.

- Research:

My first step is getting to know the users and digging the information about what they say, think, do, and feel about this app. After getting to know the specific user and the problem that they faced. I have example questions, for this project, what usually user do before going grocery shopping? Are they have a specific time to go grocery shopping? Are they making list? Are they making weekly meal plans? How much food waste is in a week? How long do usually they spend going grocery shopping?

- **Ideation (Empathy and Journey Map):**
The next process is understanding the users and articulating the point of view by combining three elements: users, needs, and insight, from all the data/information to make a problem statement that will drive the rest of this project.
For this project user needs:
 - a simple app that can access everywhere.
 - Users can see clearly what is inside the refrigerator and pantry from the app.
 - Users can make a shopping list.
 - Users can find an idea of what to cook.
 - Users want to save more time and money on groceries.
 - Users want their investment in camera worth it.
- **Low fidelity (Sketches).**
Then continue to focus on generating solutions to address that challenge. Brainstorming how to create a mobile application that meets user needs. The sketches for this project will be returned separately.
- **Create a high-fidelity prototype.**
The next step is creating high-fidelity prototyping by bringing potential innovation to this project. Then identify what's being tested with each prototype. A prototype should answer questions when tested. The last step is to examine the prototype/innovation back to the users and get feedback. Gather all the feedback and improvement if need it.
- **Case Study.**
After creating a high-fidelity prototype. We should double-check our case study and make sure all points are delivered. This step allows a designer to make improvements before making a final prototype.
- **Final Visual Design.**
After cross-checking with a case study and believed all was covered. I will be focused on the final visual design. Choosing the contrast color, simple layout, readable fonts, and hierarchy design.

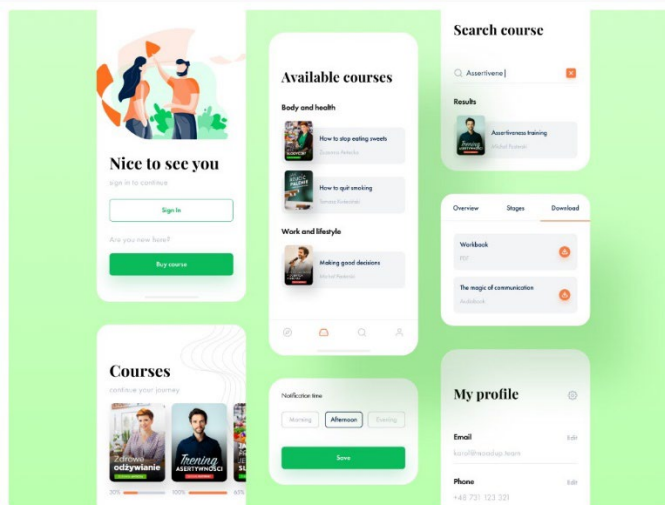
8. VISUAL DESIGN SYSTEM

Visual design system focuses on improving the aesthetic appeal of visual design with color, typography, layouts, and functional images. The business brand is perceived by a definitive style of the company. A strong brand requires a brand identity, brand image, brand culture, and brand tone of voice.

BRAND VISUAL DESIGN SYSTEM:

Answer the following questions, colors, fonts, and images to build your brand.

- **Theory** [What is your idea to create an awesome project?]
This app has a meaningful purpose for the users. The app will make routine grocery shopping easier and more enjoyable. The app is not only about the food but also loaded with fun features that make users connected with group members, like a calendar, To-Do List, and group board. Controlling the refrigerator and freezer from everywhere just with one click. Getting an idea of what to cook from match recipes and shopping online will make users effortless to do grocery shopping from home.
- **Mood Board**



- **Logo** [It is optional, but it depends on your project.]



- **Color** [Add your color palettes from the link below]
 - <https://color.adobe.com/explore>



- **Voice (visual style)** [What is your project style?]

The visual style for this project is a simple modern style. A functional application that helps customers in day-to-day life with easy navigation and enjoyable experience.
- **Typography** [Add two selected fonts from the link below]
 - <https://fonts.google.com/>
 - 1. **Bree serif:**

I-fridge
 - 2. **Nunito:**

I-fridge
- **Images** [Add your inspiring reference images]
 - <https://pixabay.com>

