CURIOUS KITCHEN

PROCESS BOOK



BY GIOVANNA BRUNO

NAME :

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CHAPTER 1
PROJECT OVERVIEW

Project Statement, Problem Statement, Work Statement, Audience Statement, Research Overview, and Future Roadmap

PROJECT STATEMENT

Curious Kitchen is a digital cookbook platform that helps home cooks and bakers save, create, and organize recipes, grocery lists, and personalized cookbook collections in one centralized space, delivering a seamless, intuitive experience that makes cooking more efficient, creative, and enjoyable.

PROBLEM STATEMENT

Many home cooks and bakers save recipes across multiple platforms, such as social media, websites, screenshots, cookbooks, and handwritten notes, resulting in a scattered, disorganized system. This fragmentation makes it difficult to quickly find favorite recipes, build accurate grocery lists, and move seamlessly from inspiration to meal preparation. While some methods help solve parts of this process, few support the entire cooking journey in one place, making cooking feel more chaotic than creative.

WORK STATEMENT

Over fourteen weeks, the Curious Kitchen project progressed from research and strategy to brand development and final design, including personas, style guides, and a fully developed application with supporting assets.

AUDIENCE STATEMENT

Curious Kitchen was created for home cooks and bakers, particularly students, young professionals, and busy individuals who regularly collect recipes from multiple sources but struggle to keep them organized. These users enjoy being creative in the kitchen and value convenience and efficiency, seeking a more streamlined way to manage recipes, plan meals, and move smoothly from inspiration to preparation.

RESEARCH OVERVIEW



Recipe Keeper

- Digital cookbook for organizing recipes, meal planning, and grocery shopping.
- Save recipes via manual entry, web import, or photo scanning.
- Includes grocery lists and cook mode.
- Simple, readable, and functional interface.
- **Strength:** Easy to use with reliable organization tools.
- **Limitation:** Limited customization and minimal visual personality.



My Recipe Box

- Flexible digital cookbook for collecting, customizing, and organizing recipes.
- Import recipes from websites or create them manually.
- Supports categories, tags, ingredient search, and meal planning.
- Automatically generates grocery lists from recipes.
- **Strength:** Highly customizable and well-organized.
- **Limitation:** Some features require premium access, and the UI feels basic.



Flavorish

- AI-powered recipe organizer for capturing and managing recipes.
- Saves recipes from social media, websites, photos, and text.
- AI suggests recipes and generates grocery lists.
- Modern interface with strong cooking and planning tools.
- **Strength:** Flexible recipe capture and AI-driven assistance.
- **Limitation:** Some advanced features require premium access.

FUTURE ROADMAP

Phase 1: App Development (Year 1)

- Develop core features (recipes, grocery lists, collections, cook mode)
- Enable recipe import from social media, websites, photos, and notes
- Conduct beta testing to refine usability
- Launch on iOS and Android

Phase 2: Brand Awareness & Marketing (Year 2–3)

- Launch social media (Instagram, TikTok, Pinterest)
- Run digital ad campaigns to drive awareness and downloads
- Introduce streaming/video commercials
- Launch print and poster campaigns
- Build community through user-generated content and challenges
- Release branded merchandise (mugs, stickers, t-shirts)

Phase 3: Feature Expansion (Year 3–4)

- Add AI recipe suggestions and substitutions
- Develop personalized meal planning
- Enhance cook mode (timers, voice control, hands-free)

Phase 4: Platform Growth (Year 4+)

- Enable recipe and collection sharing
- Expand into global recipe discovery
- Grow through partnerships and community events



CHAPTER 2

BRAND & DESIGN FOUNDATION

Persona Sheet (Persona 1), Persona Sheet (Persona 2),
Mood Board, Mini Style Guide, and Brand Archetype

PERSONA SHEET (PERSONA 1)



NAME: JORDAN MILLER

Age: 38
Sex: Male
Location: Brooklyn, New York
Status: Married, Father of two
Education: Bachelor's Degree
Major: Business
Occupation: Operations Manager
Income: $98,070

STATEMENT

"Even though I do enjoy making big meals for my family, between my job and my kids, I need an easy way to find recipes, simple to follow and cook, and something my whole family will actually eat."

BIO

Jordan is a full-time dad and worker who enjoys weekly meal prep and making big family meals. However, with a busy household and limited time, he relies on quick, dependable recipes that fit into a tight schedule. He often rotates through family favorites but struggles to keep track of recipes saved across different apps, texts, and cookbooks. Jordan values tools that help him move fast and stay organized with his meal prep and large-family-style meals, and that reduce decision fatigue when cooking for his family.

FRUSTRATION

1. **Scattered Recipes**: Family favorites saved in different apps, texts, handwritten notes, and cookbooks.
2. **Decision Fatigue:** Struggling to decide what to cook after a long day.
3. **Missing Ingredients:** Realizing something is missing once cooking has started.
4. **Limited Time:** No patience for complicated and glitchy recipe searches.

CORE NEEDS

1. **Fast Recipe Access:** Quickly find trusted, family-approved recipes without having to search across multiple hybrid platforms.
2. **Reliable Meal Planning:** Recipes that translate easily into grocery lists for weekly shopping.
3. **Time-Saving Support:** Minimal steps, clear instructions, and smart substitutions for missing ingredients.

PERSONA SHEET (PERSONA 2)



NAME: MAYA RODRIGUEZ

Age: 24
Sex: Female
Location: Boston, Massachusetts
Status: Single
Education: Bachelor's Degree
Major: Communications & Marketing
Occupation: Operations Manager
Income: Marketing Intern / Coordinator

STATEMENT

"I'm always saving recipes, on my notes on my phone and different social platforms, along with notebooks in my room. I want one place where they're organized and easy to use."

BIO

Maya is a Communications & Marketing major who loves cooking and baking in her free time. She constantly discovers new recipes through social media, friends, cookbooks, blogs, and online videos. While she enjoys experimenting in the kitchen, her recipes are scattered across screenshots, social apps, notebooks, texts, and notes apps. Maya uses cooking as both a creative outlet and a social activity, and she wants a system that helps her stay organized, be conversant, plan, and keep grocery shopping simple and efficient.

FRUSTRATION

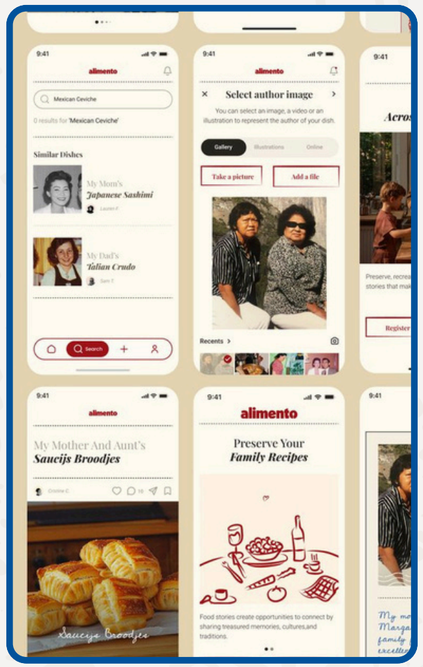
1. **Recipe Overload:** Recipes saved across multiple hybrid platforms with no structure.
2. **Hard-to-Find Favorites:** Forgetting where a recipe originally came from and needing fast access.
3. **Manual Grocery Lists:** Rewriting ingredient lists every week is time-consuming.
4. **Switching Between Apps:** Jumping between recipes, notes, and shopping lists breaks her flow.

CORE NEEDS

1. **Centralized Recipe Organization:** A single place to save, organize, and revisit recipes from friends, websites, books, and social media.
2. **Flexible Categorization:** Tags, collections, and favorites to sort recipes by type, mood, or occasion.
3. **Weekly Grocery Planning:** Automatically organize ingredients into a clear weekly grocery list.

MOOD BOARD


Leek & Potato Soup
COOKERY BOOK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Select author image
Take a picture
Add a file
My Mother And Aunt's
Saucijs Broodjes
Preserve Your
Family Recipes


Caramel Apple Cheesecake Dip
INGREDIENTS











MINI STYLE GUIDE

COLOR PALETTE:

Primary colors

#00529B #7cace4 #f4f3f1 #9dc0d6

Secondary colors

#B696F7 #414142

LOGO:

CURIOUS KITCHEN

From the pantry to the table

MASCOT SYSTEM:







TYPOGRAPHY:

BOBBY JONES SOFT

A B C D E F G H I J K L K L M N O P Q R S T U V W X Y Z

QUICKSAND

A B C D E F G H I J K L K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l k l m n o p
q r s t u v w x y z

ANONYMOUS PRO

A B C D E F G H I J K L K L M N O P
Q R S T U V W X Y Z

a b c d e f g h i j k l k l m n o p
q r s t u v w x y z

MINI STYLE GUIDE

Core Values

- Organized → Centralized recipes, clean structure, easy planning.
- Accessible → Simple navigation, readable layouts, all skill levels.
- Creative → Encourages experimenting, customizing, and exploring.

Tone of Voice

- Friendly, supportive, and approachable.
- Clear, simple, and easy to understand.
- Encourages confidence and creativity in the kitchen.

Design Principles

- Friendly visuals → Soft colors + mascot create approachability.
- Clean layouts → Strong hierarchy, minimal clutter.
- Functional design → Every element helps users complete a task.

Brand Personality

- Warm and welcoming.
- Playful.
- Organized and reliable.
- Supports Creativity.

Visual Identity

- Color Palette → Soft blues + neutrals with a purple accent.
- Typography →
  - Bobby Jones Soft.
  - Quicksand.
  - Anonymous Pro.
- Illustration Style → Simple line art, rounded, expressive.
- Mascot System → Cannoli appears in multiple scenarios.

BRAND ARCHETYPE CHART

Primary Archetype – Explorer

- Encourages trying new recipes and discovering ideas.
- Supports curiosity through recipe collection + discovery.
- Helps users move from inspiration → action.

Secondary Archetype – Caregiver

- Reduces stress around cooking and planning.
- Supports users with tools like grocery lists + cook mode.
- Makes cooking feel manageable and guided.

Supporting Archetype – Creator

- Empowers users to personalize recipes and collections.
- Encourages experimentation and creativity in the kitchen.
- Supports users in developing their own cooking style.
- Makes cooking feel expressive, flexible, and personal.



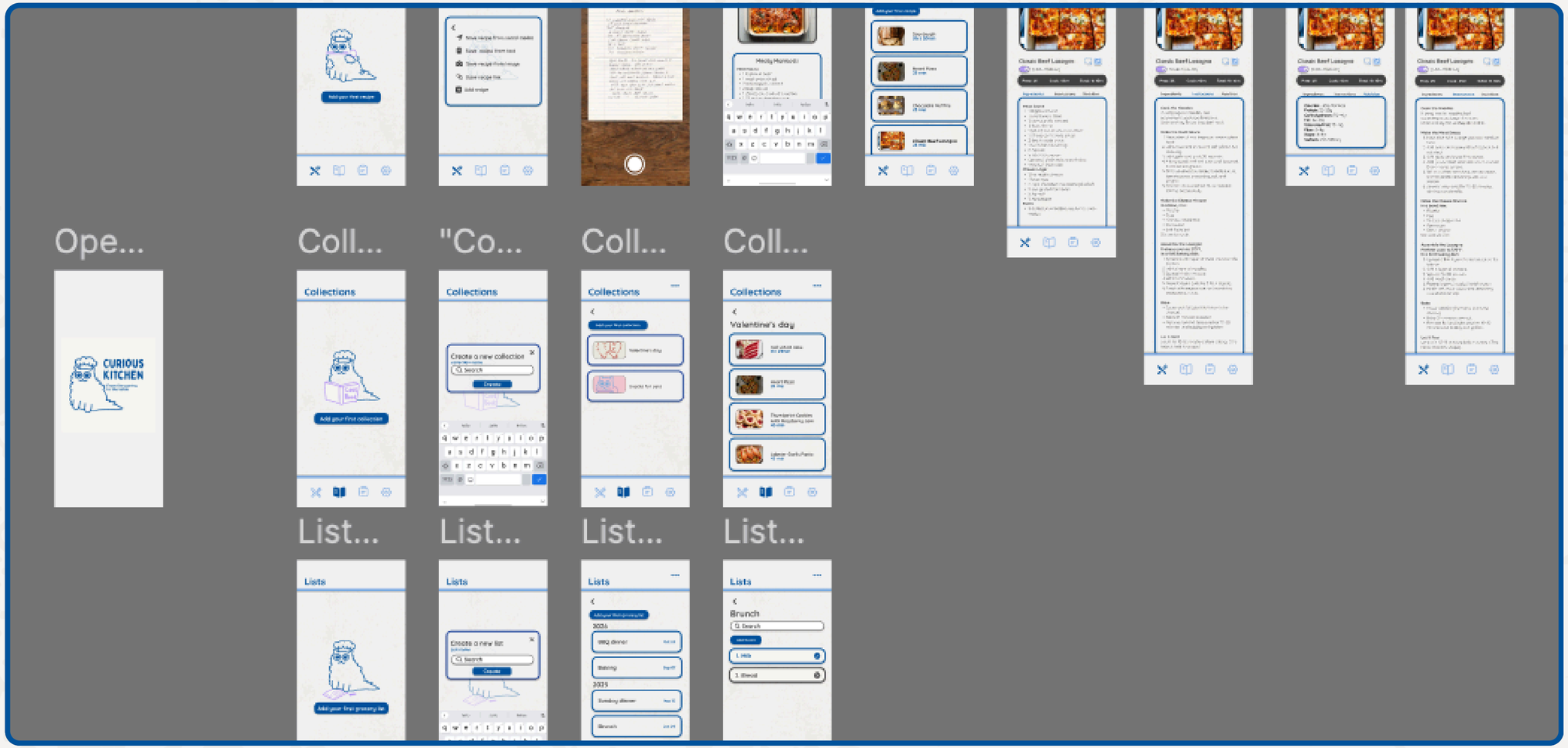
CHAPTER 3

FINAL APPLICATION AND PRODUCT

App Display, Site map, Merchandise (T-Shirt), Merchandise (Stickers), Social Media Mockup, and Poster Mockup

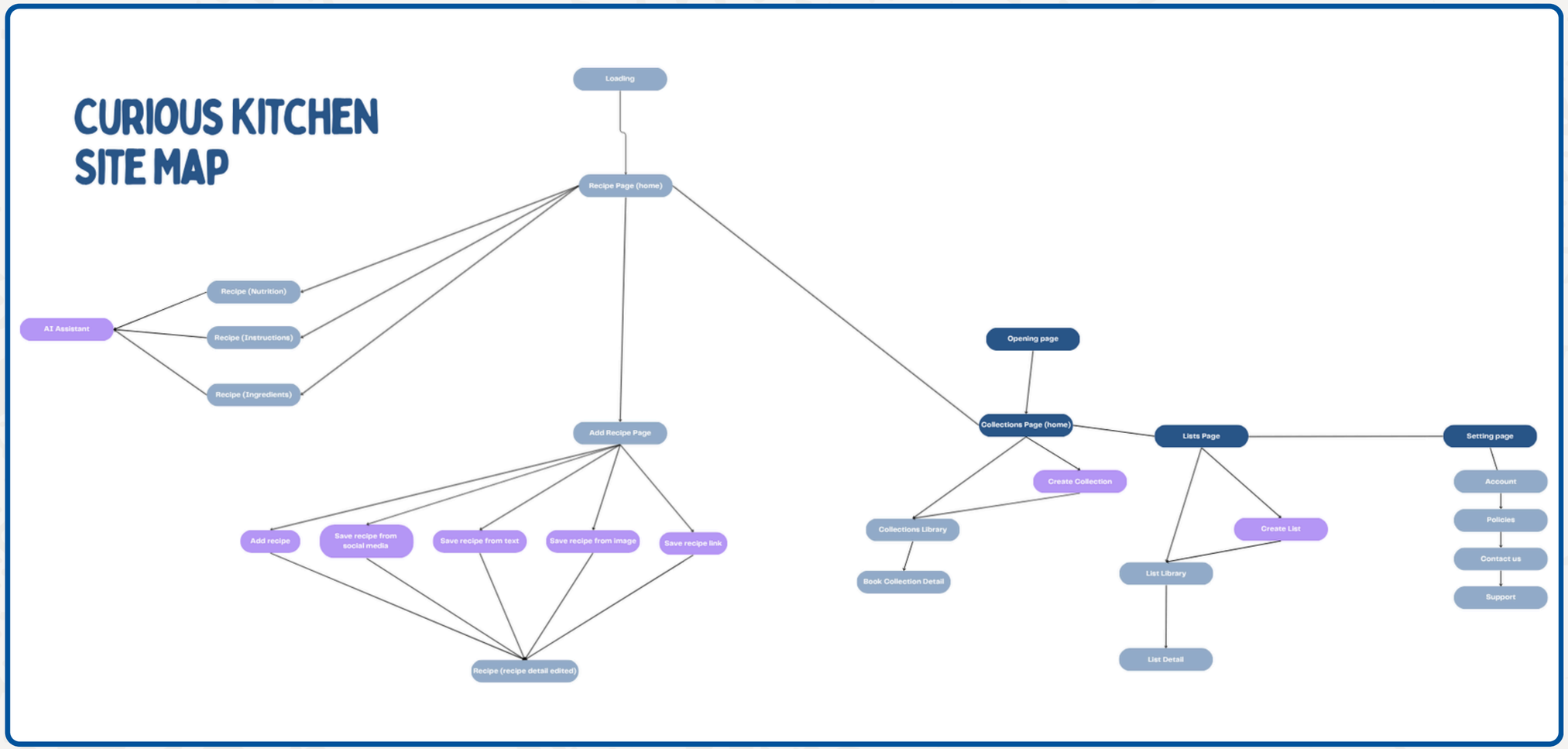
APP DISPLAY

[CLICK TO ACCESS FIGMA]



SITE MAP

[CLICK TO ACCESS FIGMA]



MERCHANDISE (T-SHIRT)



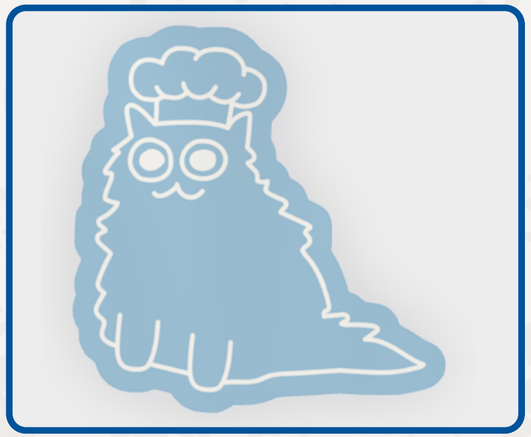


MERCHANDISE (T-SHIRT)





MERCHANDISE (STICKERS)











SOCIAL MEDIA MOCKUP

Curious Kitchen



Cooking doesn't have to be complicated.

Curious Kitchen brings everything together in one place so you can cook with confidence.

Curious Kitchen

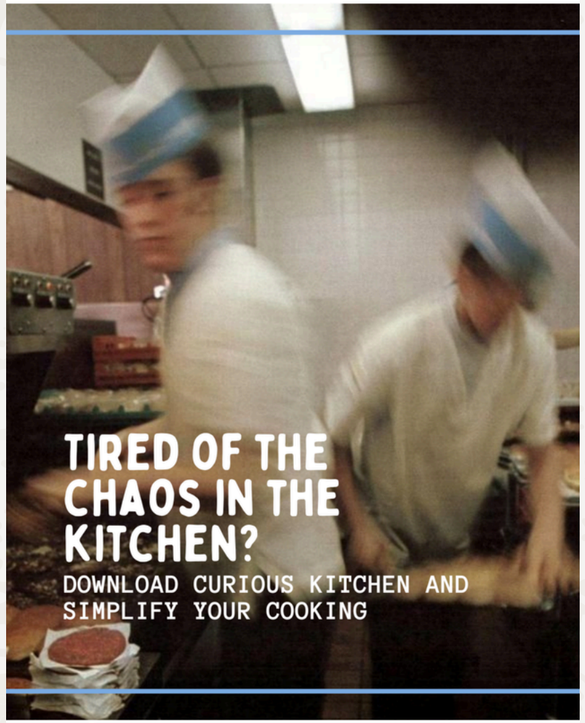


Make cooking easier for the whole family.

Curious Kitchen brings everything into one place, so you can spend more time together and less time searching.

SOCIAL MEDIA MOCKUP

Curious Kitchen



All your recipes. One place.

Curious Kitchen helps you save, organize, and cook with ease, so you can focus on what actually matters: the food.

Download Curious Kitchen and take control of your cooking.

Curious Kitchen

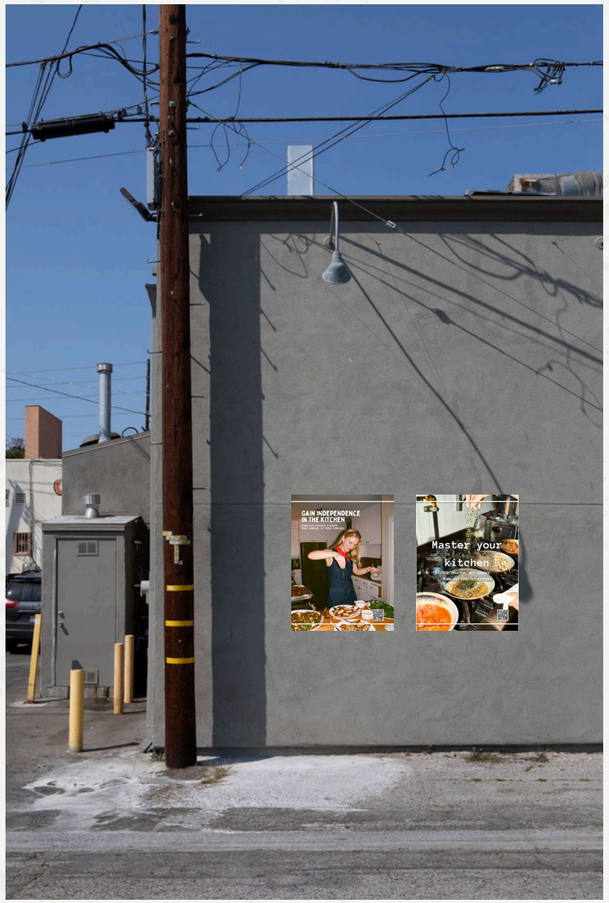


Cannoli might taste everything… but we'll help you stay organized.

Curious Kitchen brings all your recipes into one place, so cooking feels easier (and a little more fun).

POSTER MOCKUP







CHAPTER 4

PROCESS AND PROGRESS DOCUMENTATION

Logo Transformation and Sketches

LOGO TRANSFORMATION

1.



2.



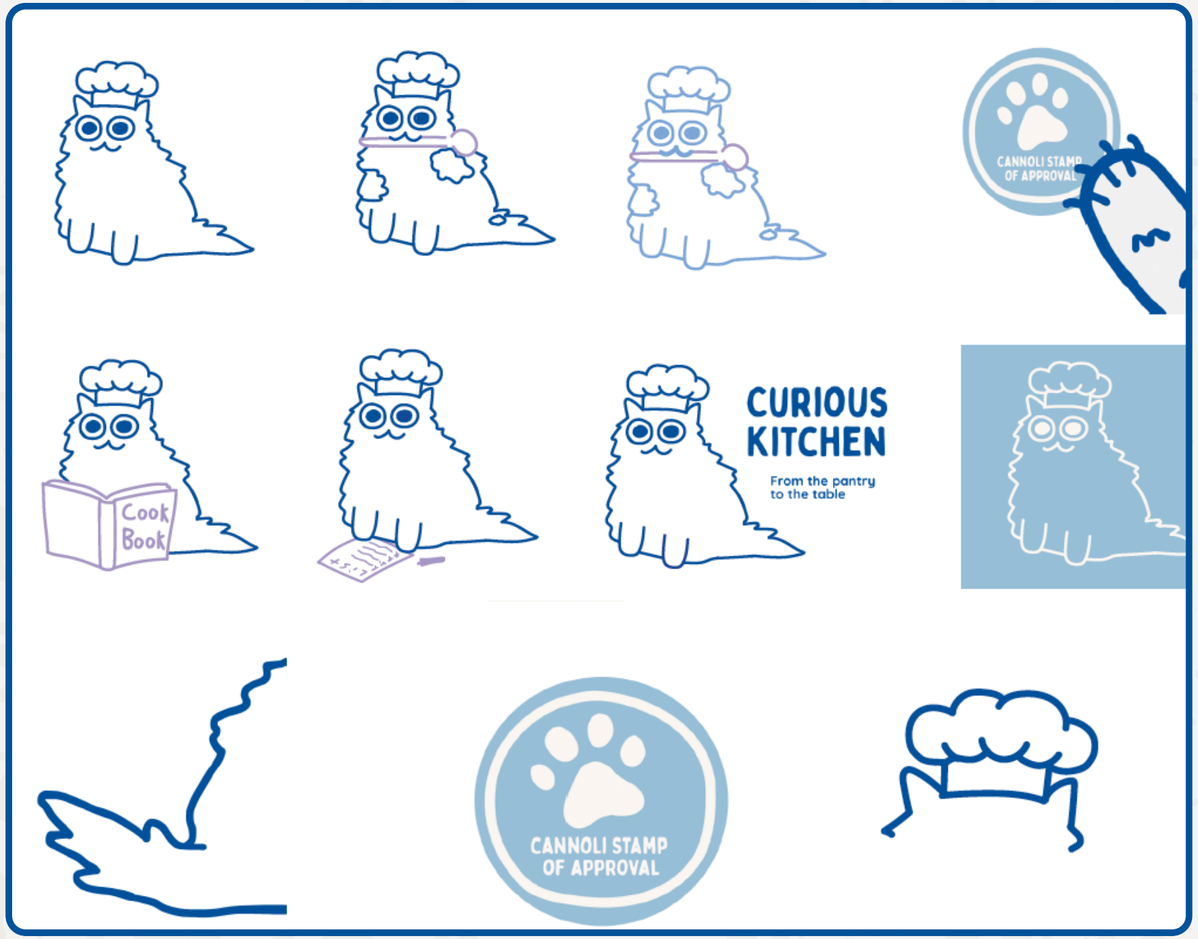
3.

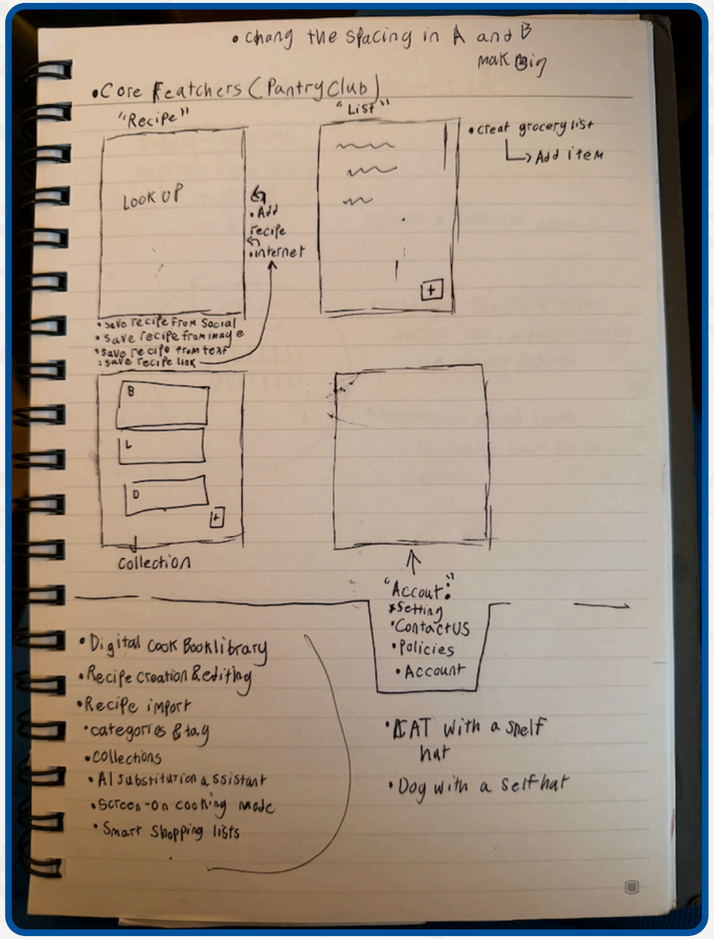


4.



SKETCHES


CANNOLI STAMP OF APPROVAL
Cook Book
CURIOUS KITCHEN
From the pantry to the table
CANNOLI STAMP OF APPROVAL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• save recipe from image
• save recipe from text
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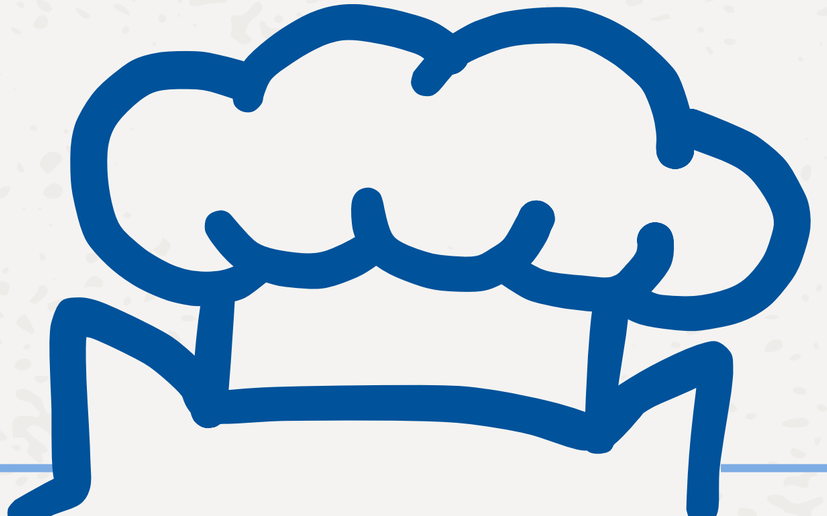
Collection
"Account"
• Setting
• Contact US
• Policies
• Account
• Digital cook Book library
• Recipe creation & editing
• Recipe import
• categories & tag
• Collections
• AI substitution assistant
• Screen-on cooking mode
• Smart shopping lists
• CAT with a shelf hat
• Dog with a self hat

CHAPTER 5
CREDITS & REFERENCES

References



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