NOODLE AVENUE
BRANDING AND APP DESIGN

When designing a logo and brand for Noodle Avenue, several factors were taken into consideration; these factors include location of the establishment (San Francisco), the type of food served and the playful tone that the client desired for their brand. The outcome was a logo that illustrates a city skyline and incorporates common items that would be found at Noodle Avenue, including a wine bottle, fork, etc. From there, an entire brand was created and carried through various different marketing materials designed for the restaurant.

006666 # 018E87 # FFCC66 #FFEFBC

USER PERSONA

TYLER KEMNITZ

AGE: 28
GENDER: male
OCCUPATION: Computer Software Engineer
HOBBIES: Fishing, Hiking, Going out to eat with friends, cooking
LOCATION: New York City (near 5th street)
FAVORITE FOOD: Noodles, obviously...

FRUSTRATION WITH OTHER NOODLE PLACES

"It's so hard to get around the city! I like to just go somewhere I can quickly pick up dinner or lunch. I love noodles but they need to be convinient!"
- Tyler Sanders

BUTTON APPERANCE

NORMAL HOVER ACTIVE BACK

BRAND TYPE

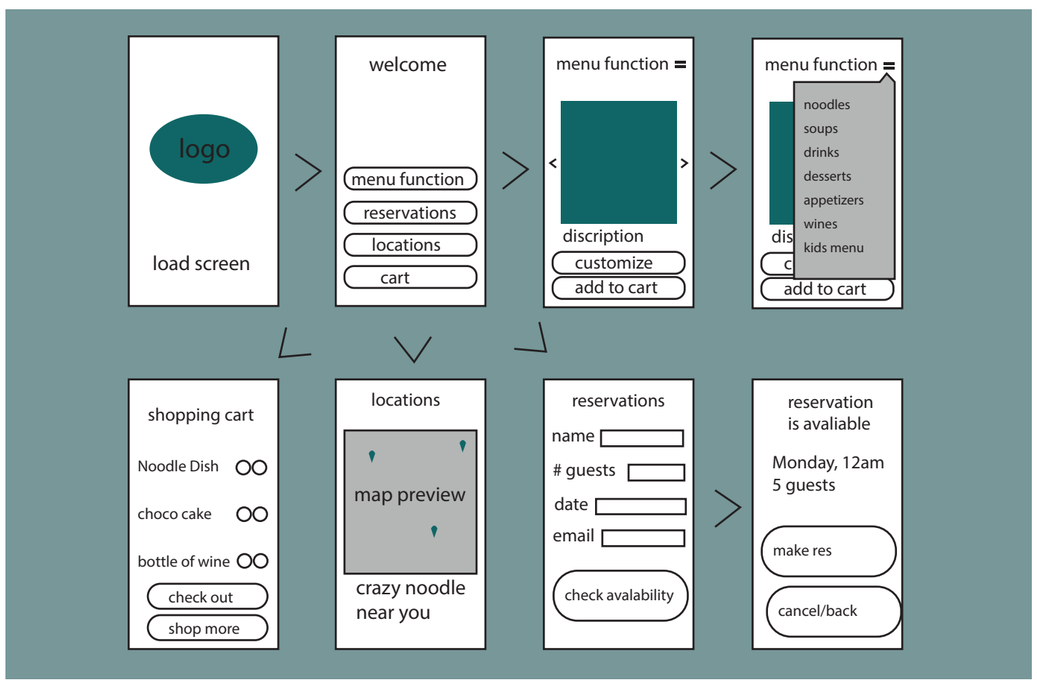
KIONA REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ

KIONA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ICON VARIATIONS

	AWARE	RESEARCH	ARRIVE	ORDER	WAIT	EAT	LEAVE	FEEDBACK	RETURN
USER GOALS	Wants to know where to get good noodles to eat after work.	Find location, find what is offered on the menu and find prices online.	goal is to eat Noodles and get in and out of restraurant in a timely manner.	get a healthy and tasty meal.	Get food in a timely manner and have a place to wait with enough personal space.	To eat tasty and also warm food.	Leave satisfied and full.	Provide other customers with helpful reviews.	Get same or better service as previous visit.
TOUCH-POINTS	Marketing & word of mouth from other people.	smartphone and/or laptop to look up reviews	Menu and interaction with workers at noodle place.	Menu and interaction with workers at noodle place.	Seating options, environment of restaurant, activities to keep you occupied.	Food, bowl, utensils, interaction with server.	Disposing of any trash, workers thanking you as you leave.	interaction with review websites and talking to people about the food.	Word of mouth, Social media platforms.
EXPIRENCE									
PROCESS	Social media and marketing as well as word of mouth.	Yelp reviews, Facebook pages, Instagram photos/advertisments.	View menu, look at the aesthetics of the restaurant and assess the environment.	Talking to the workers.	Sitting, standing and observing.	Look at food, smell food, taste food and form an opinion.	Easy clean up, quick payment methods.	Yelp, Customer review card, talking to others.	Yelp, Instagram, Facebook, Google.
PROBLEMS	Bad reviews online and from friends.	Digital menu not accessible, no reviews or no photos of the food.	Restaurant is closed or too busy at a given time.	Unclear menu, unfriendly service, language barrier, out of stock of food items.	Having to wait too long for food or lack of communication from workers.	Food is getting cold, food isn't to your liking, order is not correct.	Poorly designed parking lot and bad location.	difficulty navigating yelp or customer review card.	Tried something on the menu not quite as good as the first menu item you tried.
IDEAS	Expectations of what the food will be like.	Positive: many good reviews found, different pictures of the food included on the menu.	Neutral: doesn't have to wait long to get seated, enough waiting space and greeting by friendly workers.	Neutral: good interaction with workers and limited issues with ordering.	Negative: too long to wait for food.	Positive: food is yummy and order comes out in a timely manner, great cleanliness inside restaurant.	Neutral: spent more money than expected but enjoyed food a customer service.	Neutral: spent more money than expected but enjoyed food a customer service.	Positive: enjoyed service and food.

Above, you can see the style-guide elements for the Crazy Noodle phone application. A user persona was created along with a user journey map to help drive important design decisions. Another main component that was considered was the interactive quality of the prototype. An example of this can be seen within the designed button variations; once hovered over or clicked the button changes apperance.



With the use of Adobe XD, I created an application prototype that demonstrates the basic functions that the Noodle Avenue cell phone application would include. Users can interact with the app by browsing through the restaurant's menu, checking available reservations, searching for locations and even placing to-go orders.