# FAMIPACK

By Team 17 - The Ninja Turtles

# Persona

- Parents of university student
- **Middle Aged (40-60 year)**

The parents know that their students could not be feeding health and fresh. They want to be sure that, their children are eating healthy.

They are sending packages at intervals to their children who are studying far away.

Students mostly study in north and parents are mostly living in south. Therefore, they would like to sent the variety of vegetables, fruits and jar of olive oil, jam and sauces.

In the research that we made in the scoop of Gifting Happiness concept, we have found out that; the thing that makes Italians most happy is sharing their favorite foods.

# App Interface Design

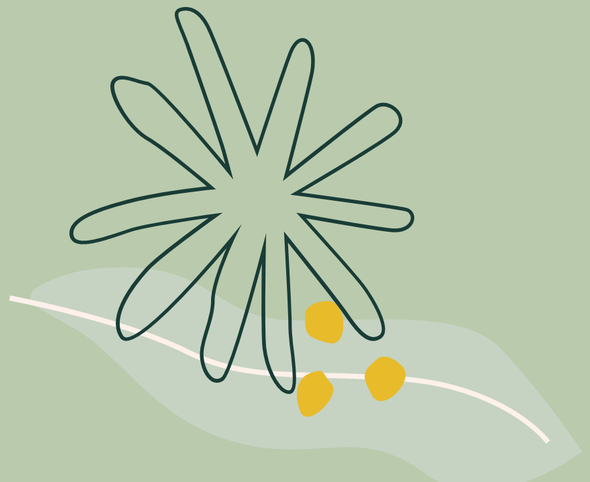
# The App

The application is designed for parents who sent a package that contains ingredients of their home recipes to their children who live far from home. In this application, they can shoot a video of how they make a certain food so that the children can follow the recipes while watching their parents cooking. The app aims to create a connection between parents and their children who is living separately and far from each other by sharing food and recipes. Through this application, children can feel their parents' love and vice versa.

The app is designed as 40+ friendly. Every middle-aged people have different technological knowledge and also their eyes are detecting contrast in higher level. (Color and UI Design)

# How to use this application:

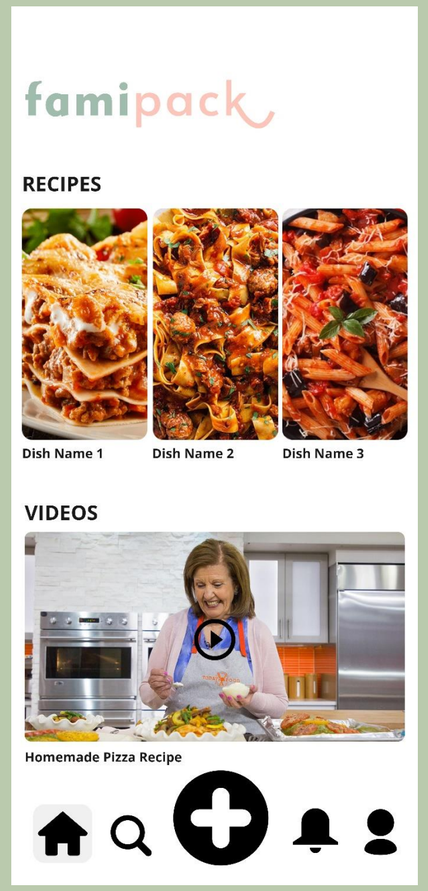
1. Download the application
2. Create your account by signing up to the application
3. Choose your role, Parents or Children.
- There are differences between Parents' account and Children's Account. For example, there will be a "create a cookbook" button in the Children's Account after the Parents sent them 30 recipes.
4. The app will generate a link that can connect you to your family.
- If your role is Parents, you share the link to your children and vice versa.
- This link helps to connect you with your family automatically.
5. Your family creates an account using the link you shared.
6. Start using the app!



# The Features of the App

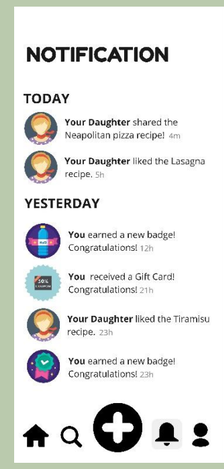
## • Home Page

On the Home Page, user can see recipes and videos that they recently read or watch. This page basically also act as a ‘timeline’ where user can access the recent updates from their children/parents. User can see parents/children’s post through this page, and they can also give like and comment in each other’s post.




## • Notification Page

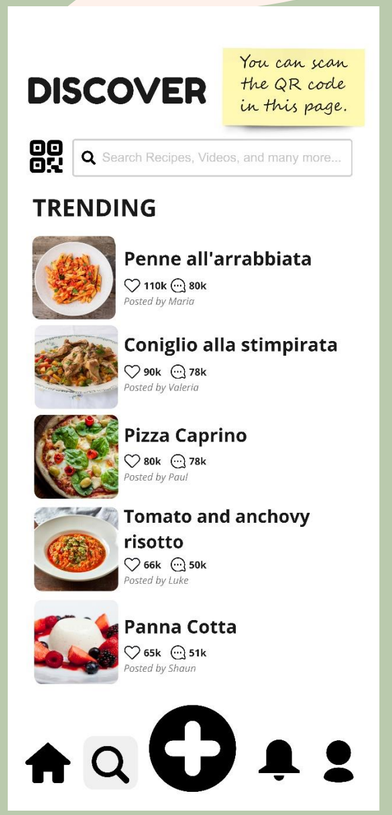
The Notification page is where the user can see when something happened to their account. For example, when other user like their post, they will be notified through this page. When the user receives any coupon or badges, they also will be notified through this page.




## • Discover Page

This page is designed for user to search any recipes and see what recipes are trending in their area. This aims to help user access different recipes of the food that they want. User can search for the recipes by typing the food name or scanning a QR code. By scanning the QR Code, they can easily find the recipe that is posted by their parents.

The ‘Trending’ section is designed for the recipes who get the most impressions (likes, comments, shares). The recipes that can be ‘trending’ is only recipes that are visible to the public, this means if the recipe posts are private, it can’t be included in the trending section.

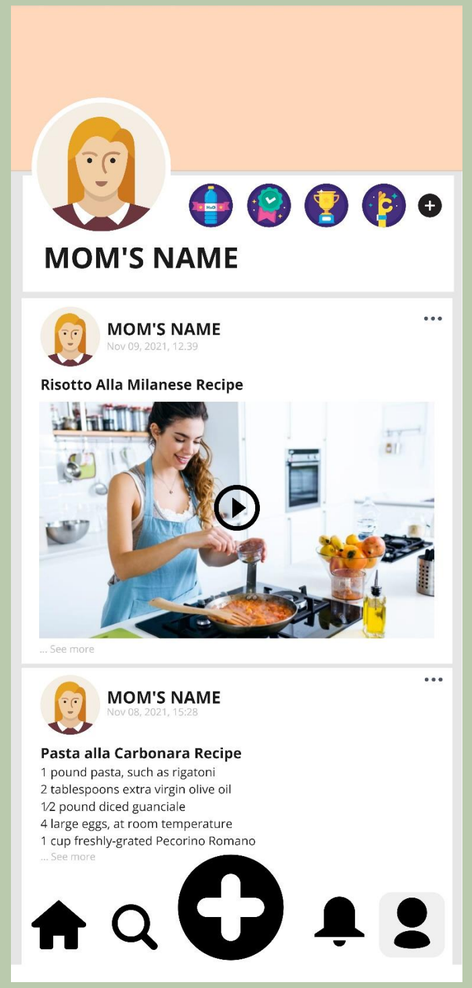


# The Features of the App

## • Profile Page

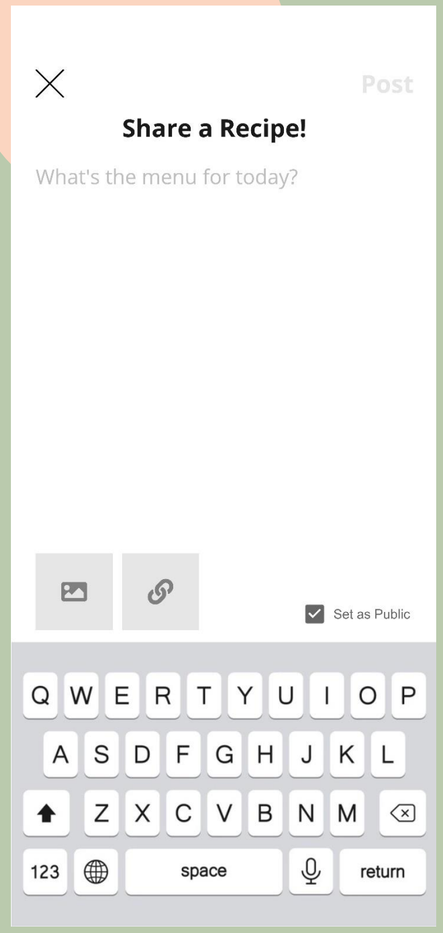
Profile page is a page where user can see and customize their own account. In this page, they will be able to change their profile name, picture and header. They also can see their own post by scrolling down through the page. Other than that, the badges that they receive will be shown on their profile page. By clicking the image of the badges, they'll be directed to go to the Badges Collection page where they can see all the Badges they've received.

In this page, the children also will see a 'Create a Cookbook' button when their parents already sent them 30 recipes. The application will automatically generate this button.

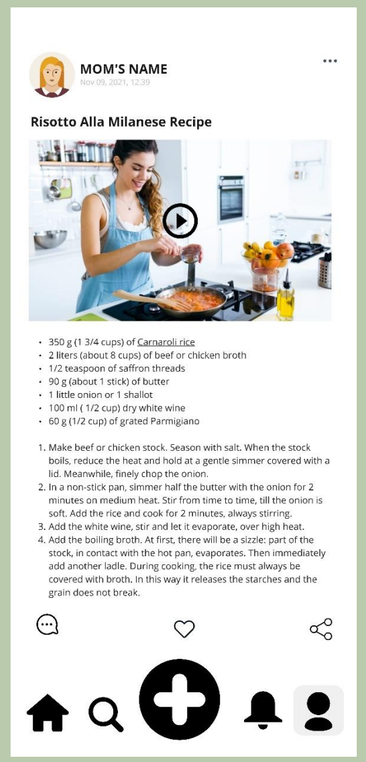



## • New Post Page

This page is designed for user to create a new post. User can write any recipes and attach images, videos, or even link in their post. User also can choose whether they want their post to be visible to public or not.




***Post Preview***



## Home Page

famipack

RECIPES

Dish Name 1 | Dish Name 2 | Dish Name 3

VIDEOS

Homemade Pizza Recipe

## Discover Page

DISCOVER

You can scan the QR code in this page.

Search Recipes, Videos, and many more...

TRENDING

Penne all'arrabbiata
110k 80k
Posted by Maria

Coniglio alla stimpirata
90k 78k
Posted by Valeria

Pizza Caprino
80k 78k
Posted by Paul

Tomato and anchovy risotto
66k 50k
Posted by Luke

Panna Cotta
65k 51k
Posted by Shaun

## Notification Page

NOTIFICATION

TODAY

**Your Daughter** shared the Neapolitan pizza recipe! 4m

**Your Daughter** liked the Lasagna recipe. 5h

YESTERDAY

**You** earned a new badge! Congratulations! 12h

**You** received a Gift Card! Congratulations! 21h

**Your Daughter** liked the Tiramisu recipe. 23h

**You** earned a new badge! Congratulations! 23h

## Profile Page

MOM'S NAME

MOM'S NAME
Nov 09, 2021, 12:39

Risotto Alla Milanese Recipe

MOM'S NAME
Nov 08, 2021, 15:28

**Pasta alla Carbonara Recipe**

1 pound pasta, such as rigatoni
2 tablespoons extra virgin olive oil
1/2 pound diced guanciale
4 large eggs, at room temperature
1 cup freshly-grated Pecorino Romano
... See more

## Sign Up Form

famipack

Log In Sign Up

Name

E-mail

Password

Re-type Password

I've read and agree to Terms & Conditions

Sign Up

## Log In Form

famipack

Log In Sign Up

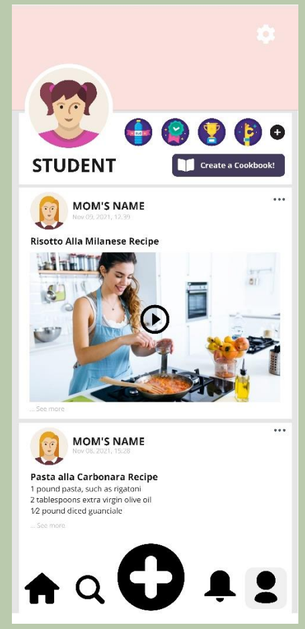
E-mail

Password

Log in

Forgot Password?

Students' Profile Page after their parents send 30 recipes



STUDENT

Create a Cookbook!

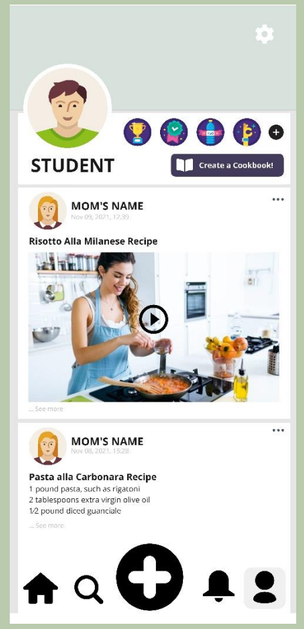
MOM'S NAME

Risotto Alla Milanese Recipe

MOM'S NAME

Pasta alla Carbonara Recipe

1 pound pasta, such as rigatoni
2 tablespoons extra virgin olive oil
1/2 pound diced guanciale



STUDENT

Create a Cookbook!

MOM'S NAME

Risotto Alla Milanese Recipe

MOM'S NAME

Pasta alla Carbonara Recipe

1 pound pasta, such as rigatoni
2 tablespoons extra virgin olive oil
1/2 pound diced guanciale

## New Post Page

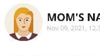
Post

Share a Recipe!

What's the menu for today?

Set as Public

## Post Preview



MOM'S NAME
Nov 09, 2021, 12:39

Risotto Alla Milanese Recipe

- 350 g (1 3/4 cups) of Carnaroli rice
- 2 liters (about 8 cups) of beef or chicken broth
- 1/2 teaspoon of saffron threads
- 90 g (about 1 stick) of butter
- 1 little onion or 1 shallot
- 100 ml ( 1/2 cup) dry white wine
- 60 g (1/2 cup) of grated Parmigiano

1. Make beef or chicken stock. Season with salt. When the stock boils, reduce the heat and hold at a gentle simmer covered with a lid. Meanwhile, finely chop the onion.
2. In a non-stick pan, simmer half the butter with the onion for 2 minutes on medium heat. Stir from time to time, till the onion is soft. Add the rice and cook for 2 minutes, always stirring.
3. Add the white wine, stir and let it evaporate, over high heat.
4. Add the boiling broth. At first, there will be a sizzle: part of the stock, in contact with the hot pan, evaporates. Then immediately add another ladle. During cooking, the rice must always be covered with broth. In this way it releases the starches and the grain does not break.

## Badges Collection Page

BADGES COLLECTION

## Gift Card

GIFT FOR YOU

Code: A14SDF045

Congratulations! You've recorded and shared 40 recipes! We have a wonderful gift for you of that amazing achievement. You got 70% discount for any transportation tickets to visit your children! Use the codes on any ticketing apps to get the discount!

Use the code now

Add to saved cards

## Choosing Roles

famipack

WHICH ONE ARE YOU?

PARENT

CHILD

Submit

famipack

SEND THIS CODE TO YOUR FAMILY

or

https://app.com/inviteyourfamily

Copy Link

Generated link to connect with your family

# The App

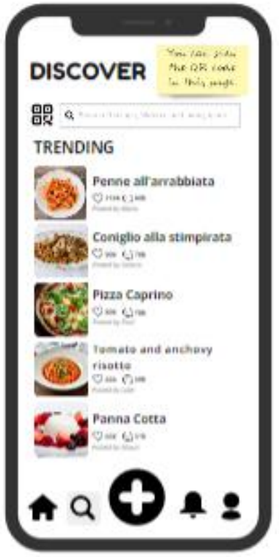
- The Logo

## Color Palette of the App

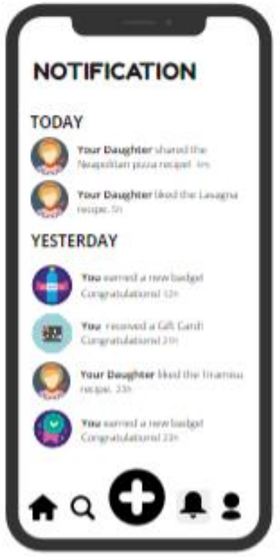
- We used Open Sans in the application as the font.

Home Page

Discover Page




Notification Pa...

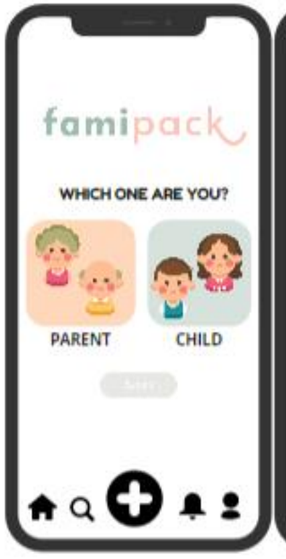



Profile Page

Sign Up Form

Log In Form

Choosing Roles



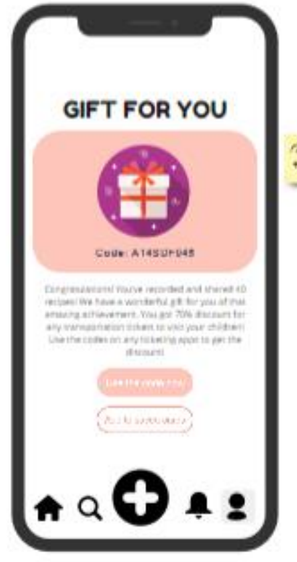

Generated link...

New Post Page

Post Preview

Badges Collect...

Gift Card




Students' Profi...

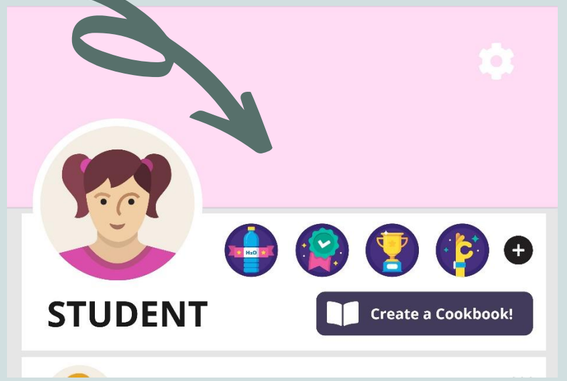
Students' Profi...

# Cookbook

Part of the Application

# The Cookbook

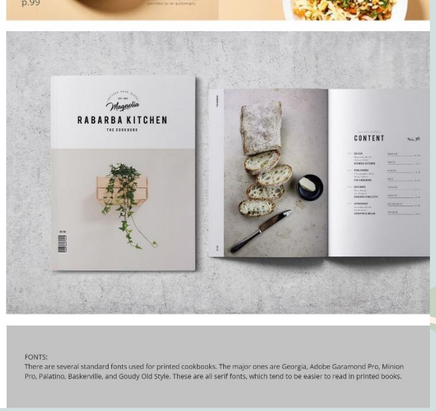
The Cookbook is designed to become a thank-you-gift from the children to their parents. After the parents send 30 recipes, there will be a button to create a cookbook on the children's page. Beside their profile name, there will be a button saying 'Create a Cookbook'.




After the children press the button, a Cookbook with different styles will be generated and the children can choose the style they want. It can be the Formal Cookbook or Comic Cookbook.

After that, they can take the hardcopy of it and send it to their parents. The purpose of this gift is for the children to say thank you to the parents for taking care of them.

# The Formal Cookbook



Moodboard

FONTS:
There are several standard fonts used for printed cookbooks. The major ones are Georgia, Adobe Garamond Pro, Minion Pro, Palatino, Baskerville, and Goudy Old Style. These are all serif fonts, which tend to be easier to read in printed books.

## Our Design

## Classic Three-Cheese Lasagna

**INGREDIENTS**

*1/2 pound lean ground beef*
*1/2 pound ground veal*
*2 (25.25-ounce) jars DeLallo Pomodoro Fresco Marinara Sauce*
*1 (16-ounce) containers DeLallo Whole Milk Ricotta Cheese*
*1 cup grated Parmigiano-Reggiano cheese*
*1/4 cup chopped fresh Italian flat-leaf parsley*
*2 eggs*
*1 (9-ounce) box DeLallo No-Boil Lasagna (15 sheets)*
*5 cups shredded mozzarella cheese (about 1 1/4 pound)*

**DIRECTIONS**

*In a medium non-stick pan over medium heat, sauté the beef and veal until cooked through, breaking up meat with back of spatula, about 8 minutes. Remove the meat from the pan and allow to cool. Mix the browned meat with the marinara sauce in a bowl.*

*Preheat oven to 350˚F. Combine ricotta, 3/4 cup Parmigiano and parsley in a bowl. Season to taste with salt and pepper. Mix in eggs.*

*Spread 1/2 cup sauce over bottom of 13" × 9" baking dish. Place lasagna sheets over sauce, overlapping to fit. Dollop half of ricotta mixture evenly over the sheets. Sprinkle 1/2 of the mozzarella cheese evenly over ricotta mixture. Then, spoon 1 1/2 cups of sauce over cheese, spreading with spatula to cover. Repeat layering with remaining lasagna sheets, ricotta mixture, mozzarella and sauce.*

*Top the final layer with remaining sauce and Parmesan. Cover the baking dish with aluminum foil and bake for about 45 minutes.*

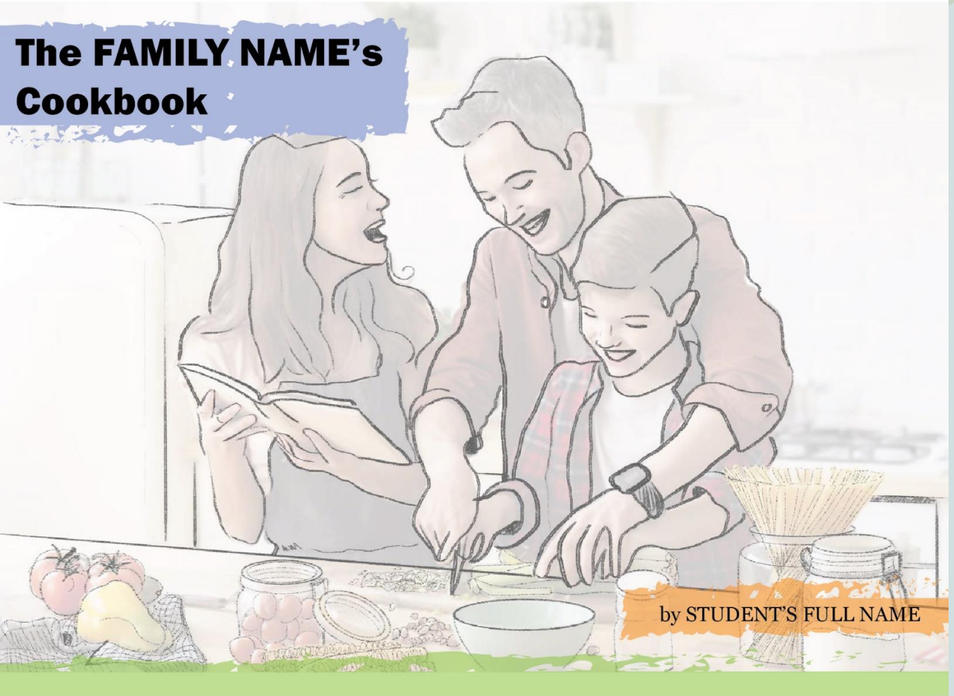
*Uncover, then bake until hot and bubbly, about 10 minutes.*

*Let lasagna stand 10 minutes before serving.*

***BUON APPETITO!***

# The Comic Cookbook

Moodboard



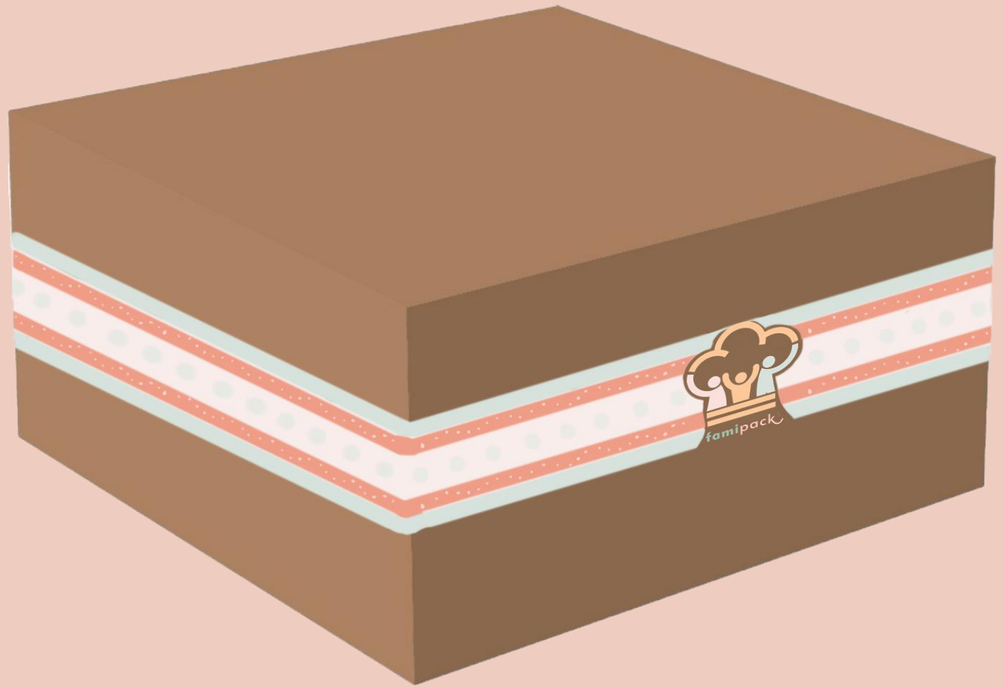
Our Design

# Packaging

# PACKAGE

The packaging is designed for parents who send ingredients of their home recipes to their children who live far from home. Families mostly sent their children jars, dried ingredients, vegetables, and fruits. The parent who is sending the ingredients will put several jars that can be used for cooking other recipes, and in order to prevent spoiled leftover ingredients, we support mini-size products. Therefore; In this package, the measurements are H: 15cm W: 30 cm L:30 cm.

The package also contains a jar holder to ensure that the jars are standing still during transportation.

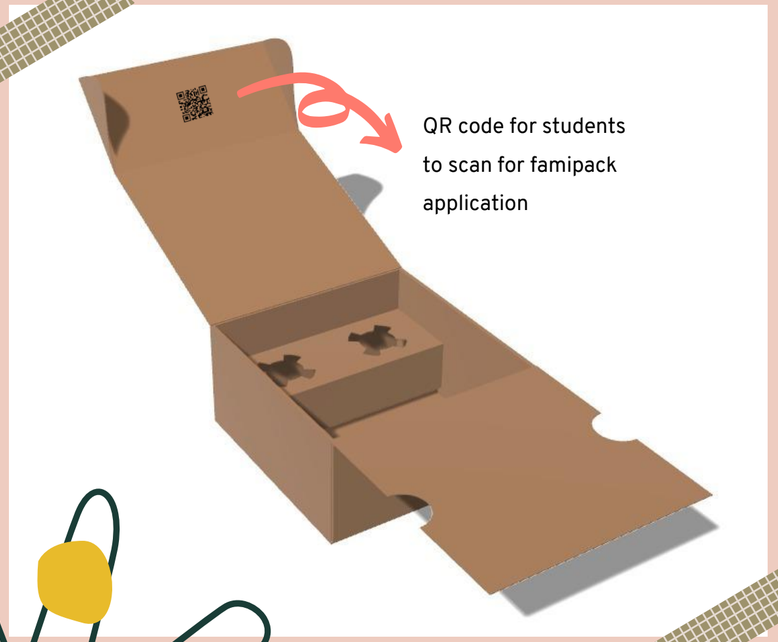



The mini-size jars are 12 cm on average

# The Features of Package

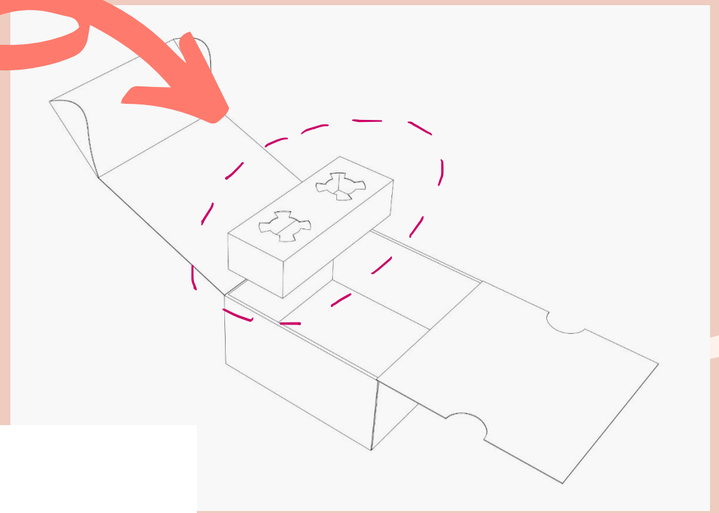
## • Lid of Package

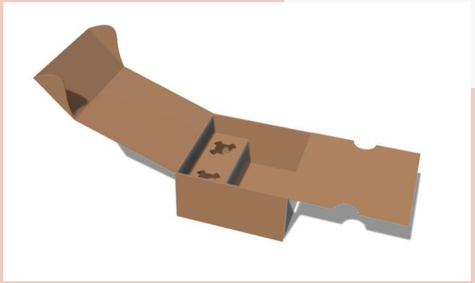
The lid is designed to be robust against the heaviness of other packages; therefore, the lid is double-layered. We provided two helpers for the lid to stay inside of the package.




## • Jar Holder

In order to protect and make sure that jars are standing still, the package contains a jar holder that has two holes for jars to be placed. This way, jars are not falling, dragging to each other, and they are protected against possible damage.

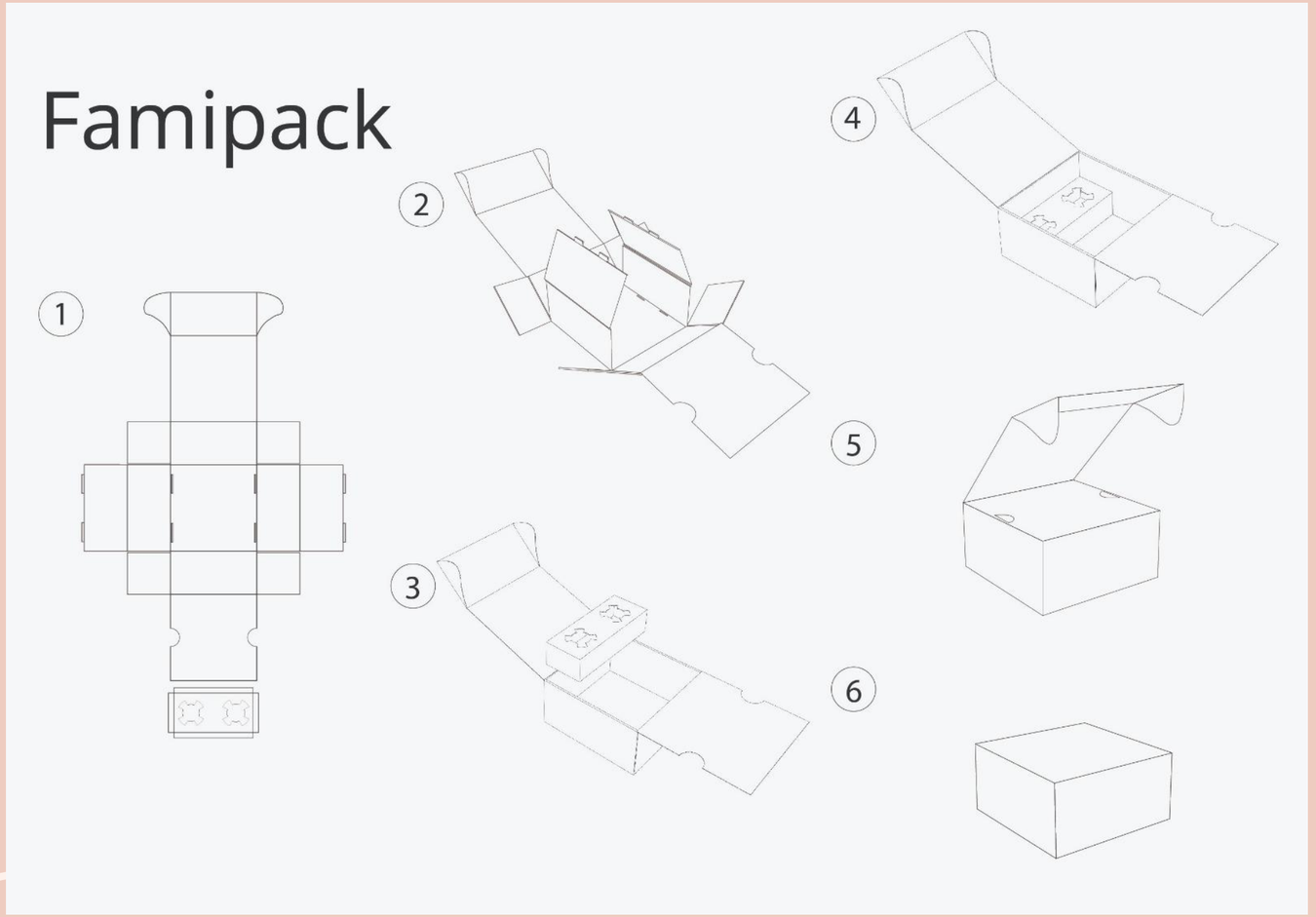




## • Helpers

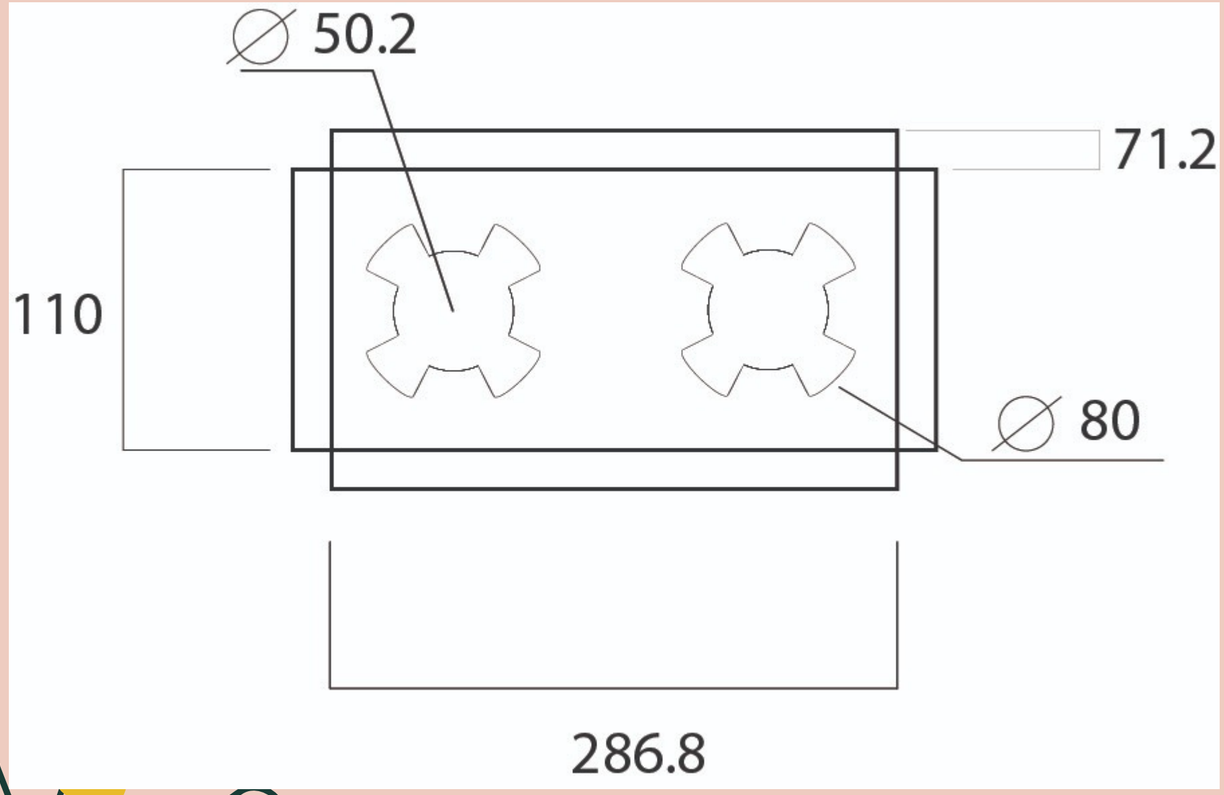
Helpers are the extensions attached to both sidewalls and lid surfaces. They help the lid to stay inside and some surfaces to be connected to each other. It is also used in folded sidewalls to be connected to the bottom surface.

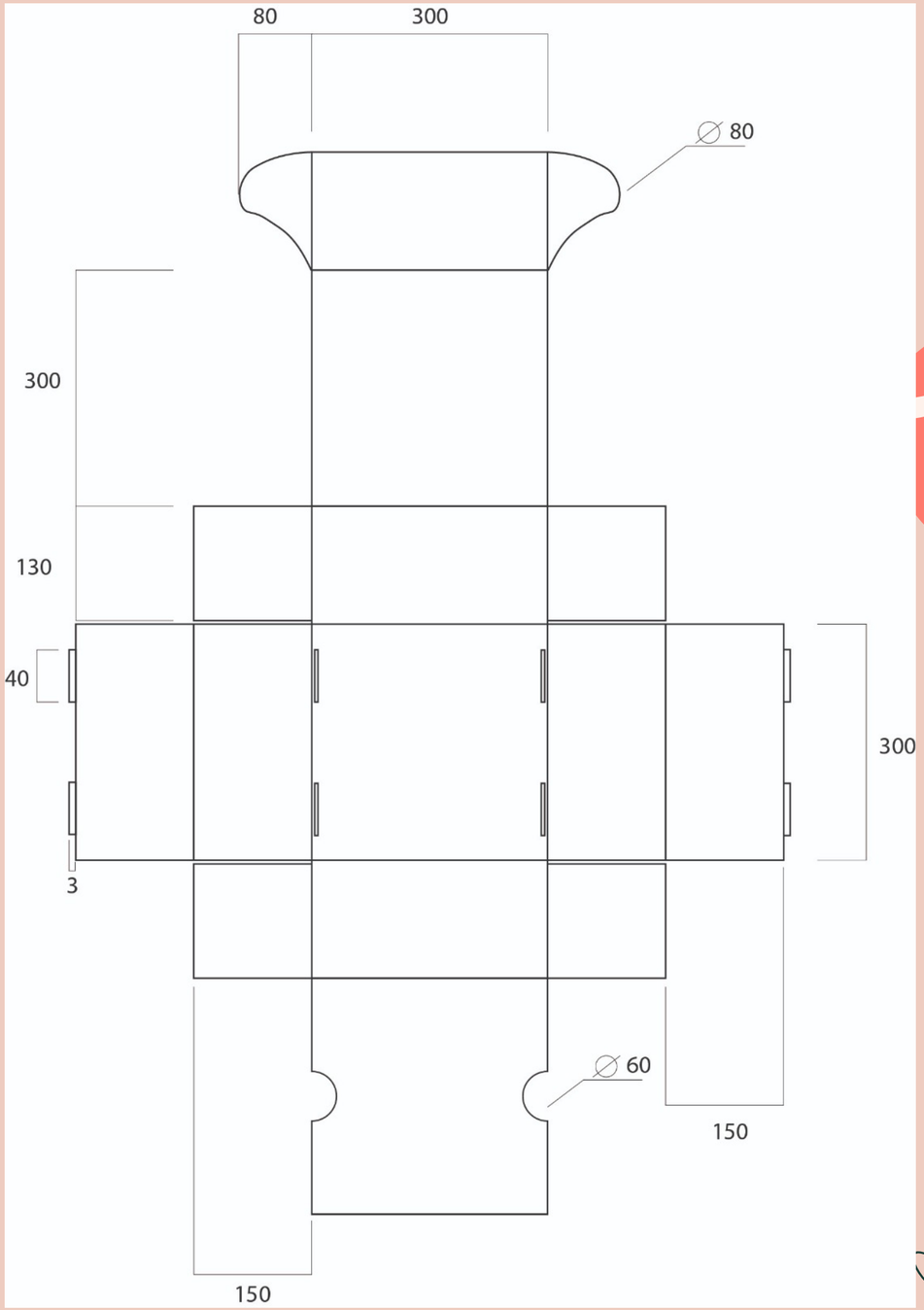
# How to Fold the Package



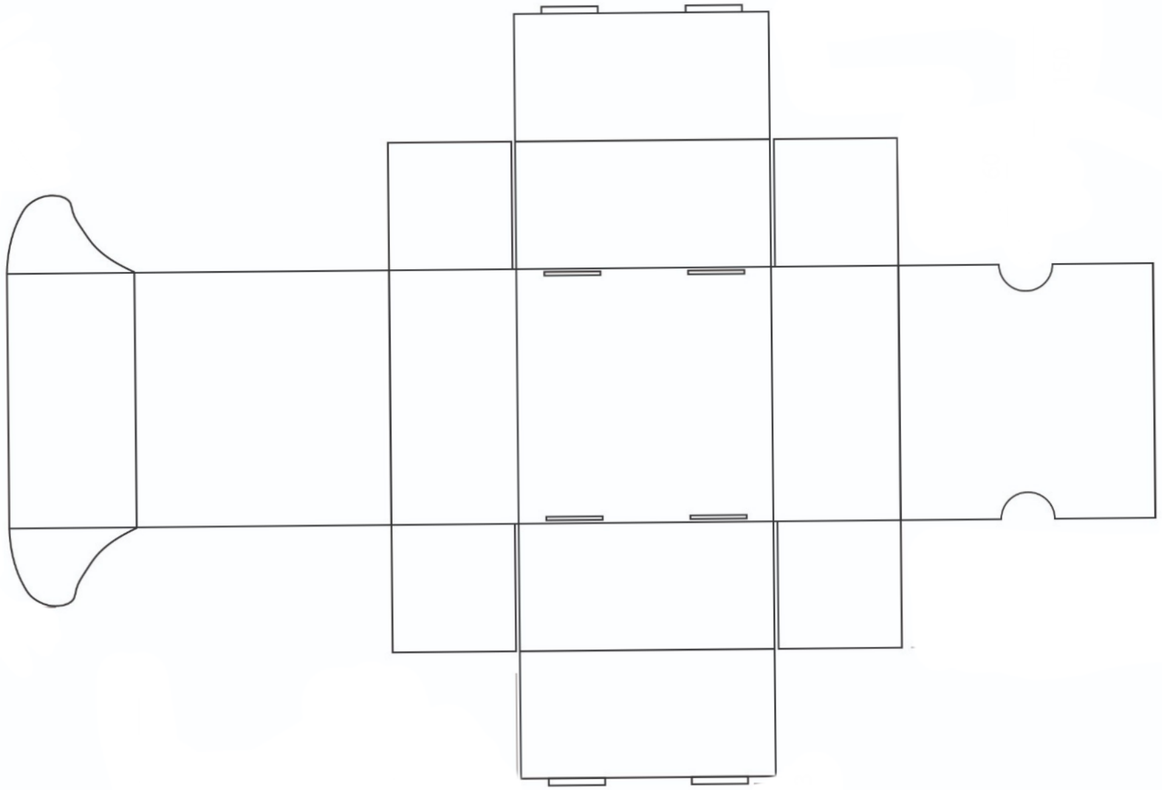
# Technical Drawing of the Package

## & Technical Drawing of Jar Holder



# Unfolded Drawing of the Package



# Material: Corrugated Cardboard

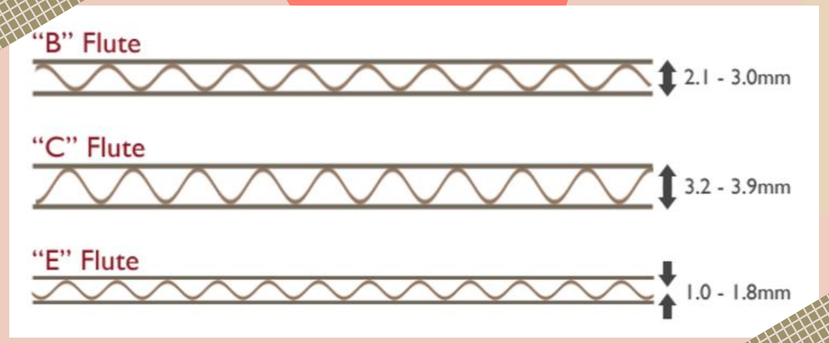
## Benefits of Corrugated Boxes

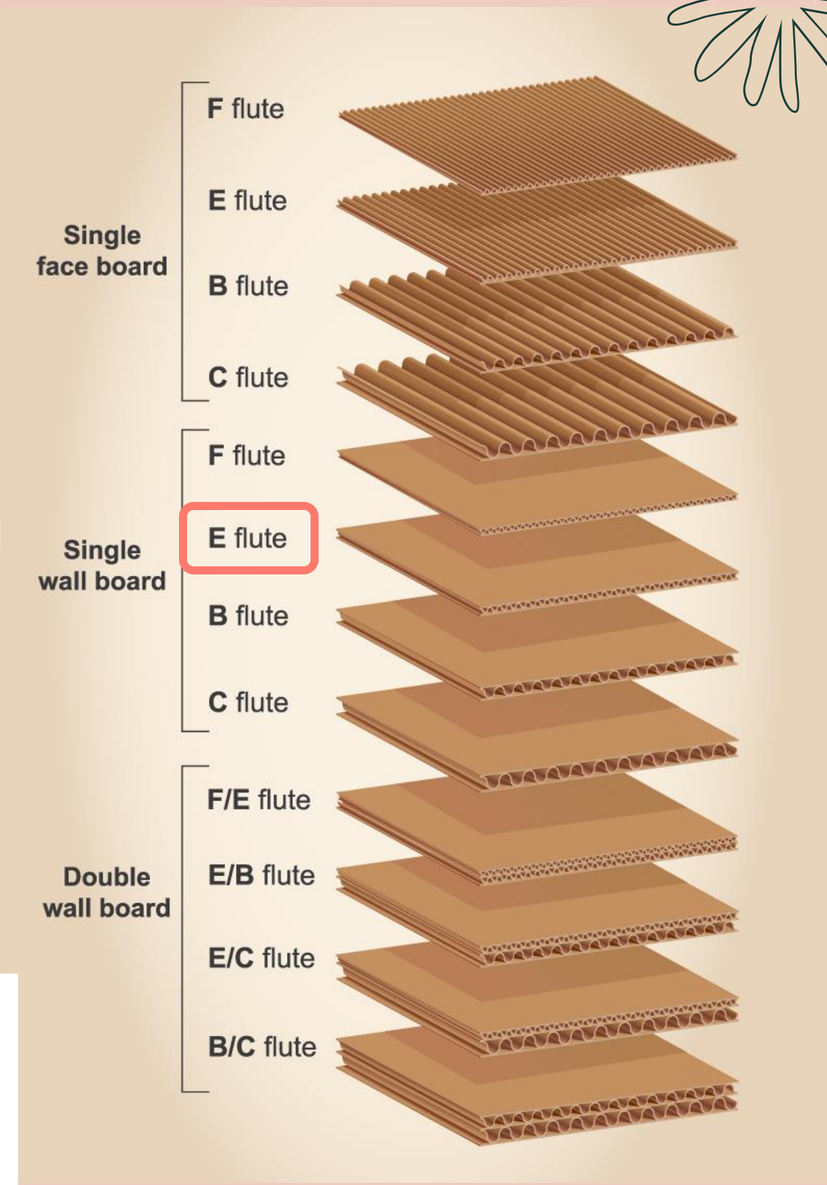
Sandwiched between two pieces of cardboard, the ridged flutes of corrugated paper are designed to support a great deal of weight. Not only is this beneficial for shipping purposes, but it also plays an important part in supporting the weight of food in pizza boxes and corrugated cardboard takeout boxes.

This cardboard fluting construction also plays an integral role in ***protecting*** items during transportation and ***preventing damages***. The curved arches created by these flutes make boards durable and resist pressure applied from any angle. The empty space located between the flutes and under the arches even provides cushioning, as well as insulation in the event of extreme temperature changes.

## E Flute Cardboard

Type E cardboard's thin construction helps to reduce storage space. It has ***excellent crush resistance*** and an exceptional printing surface. It is commonly used for displays, pizza boxes, ballot boxes, and packaging of consumer goods such as glass, ceramics, and cosmetics.



# If you have any questions contact us

Team 17 - The Ninja Turtles

http://theglobalstudio.eu/2021-17/