

UP & DOWN 2 DESIGN IDEAS

By Team 17 - The Ninja Turtles



Persona

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



The parents know that students could not be feeding healthy 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.

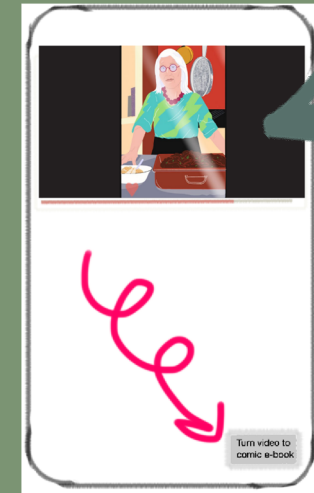
In the research that we made in the scoop of Gifting Happiness concept, we have found out that; the thing that makes Italians most happy is sharing their favorite foods.

IDEA 1

When parents send the food package containing the ingredients in the recipe, they also upload a video while cooking. Using the QR code that was sent with the food package, students can access the videos. Both the parent and students should have the app on their phones to access this service. The student scans the QR code using the application. The parent who uploaded the video may or may not make the video open to the public. After a parent sends 30 recipes to their children there is a button appears on the student's app. It says 'create a cookbook,' so that the children can create the e-book, take a hard copy of it, and send it to their parents as «thank you for your all caring and attention for me».

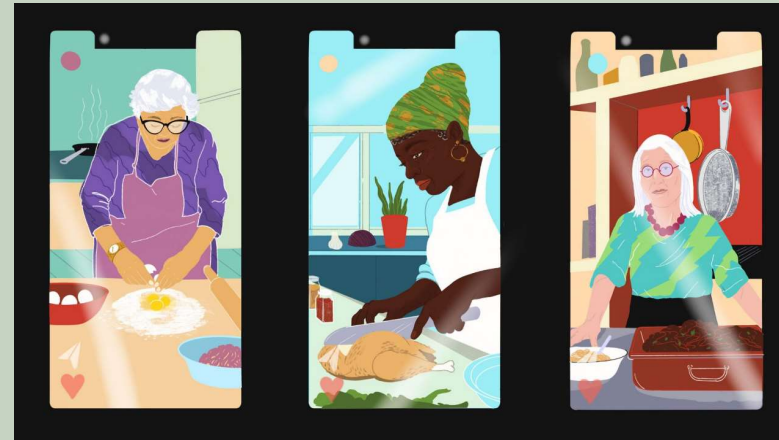
Should we integrate the food package to the brand and app or should the app just be used for creating a gift and sending cooking video.

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



The Possible Problems:

- Equipment needed like basic camera setting
- Editing Video
- Video recording problems



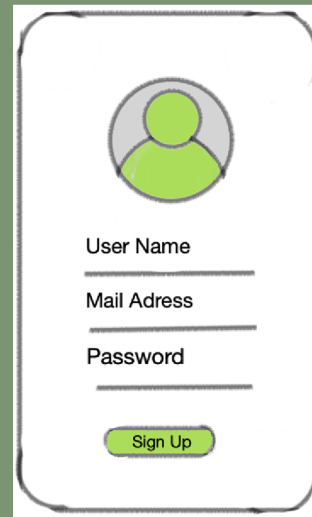
- The QR code will be on the food package that is delivered.
- Scanning the code with the app, then the video page opens.
- Create e-book after 30 recipes that you can send to your parent, as thanking them for their caring for their children.



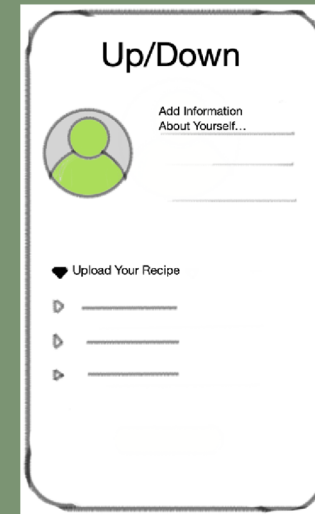
IDEA 2

The concept in this design is to parents sending food packages to their children and upload their videos via the app like in the same idea. However, this idea contains:

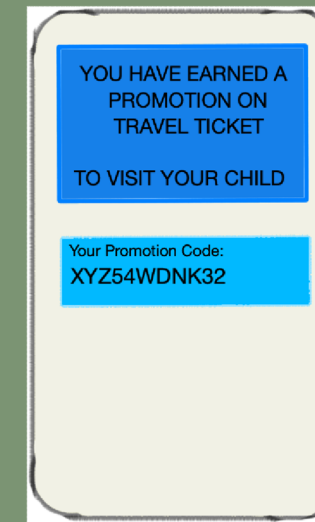
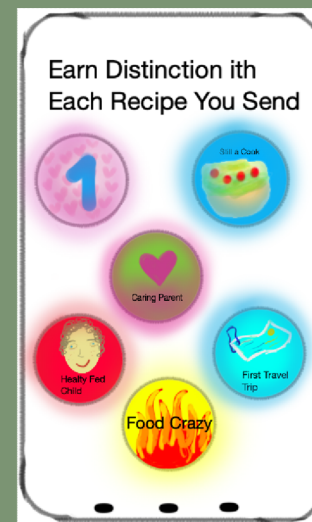
- Give distinction badges in every milestone that was accomplished.
- And give a promotion code to visit their children.
- Should the promotion will relate to travel (plane, train) or accomodation like airbnb???



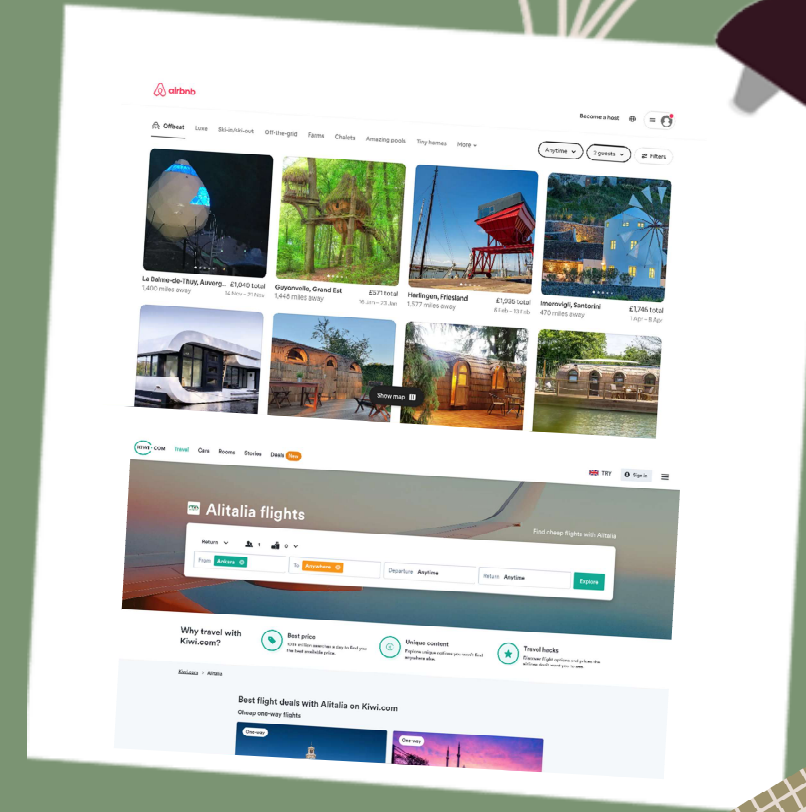
A sketch of a user registration form. It features a circular profile icon placeholder at the top. Below it are three input fields labeled "User Name", "Mail Adress", and "Password". At the bottom is a green "Sign Up" button.



A sketch of a user profile form titled "Up/Down". It includes a circular profile icon placeholder, a section for "Add Information About Yourself..." with a horizontal line, and a section for "Upload Your Recipe" with three vertical lines and a play button icon.



A notification form with a blue header that reads "YOU HAVE EARNED A PROMOTION ON TRAVEL TICKET TO VISIT YOUR CHILD". Below this, a blue box contains the text "Your Promotion Code: XYZ54WDNK32".



Promotion to give once or twice in a every year of Being a member of the app (to the parents).





*Which one is your
favorite?*