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devour

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By Tyler Hall

Design Persona

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# Overview

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Devour is a recipe website that caters to up and coming novice cooks.

We know you're looking for help, cooking can be complicated without the vocabulary and best tools available. No one needs to be a chef to create our dishes, and if you have any questions we are there 24/7 to help.

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# Brand Traits

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List 5-7 traits that best describe your brand along with a trait that you want to avoid. This will help those designing and writing for this design persona create a consistent personality while avoiding the traits that would take your brand in the wrong direction.

Here are some examples:

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**SIMPLE** *but not boring*

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**AUTHORITATIVE** *but not commanding*

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**UNIQUE** *but not complicated*

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**HELPFUL** *but not demanding*

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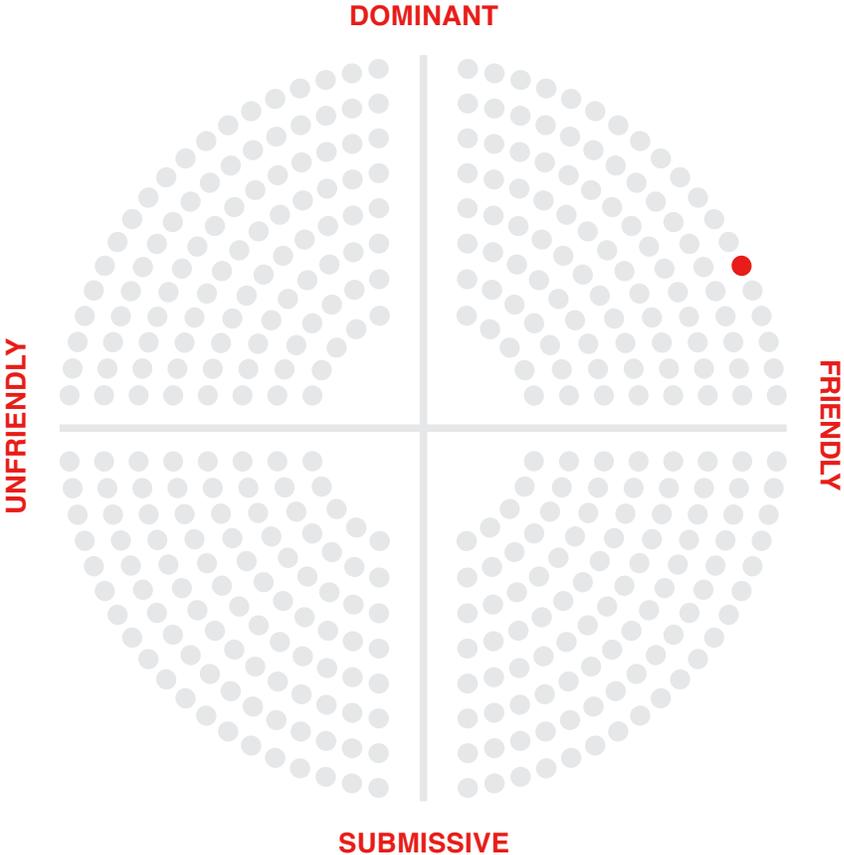
**FRIENDLY** *but not overbearing*

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# Personality Map

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# Voice

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Devour speaks lovingly with the full intention of helping it's users reach their goals. It loves teaching people how to cook its favorite recipes. Voice is handled with care to ensure a short and detailed explanation for each step of the process. Devour is the cool parent, relatable but never going too far. Recipes are presented in strict step form or descriptive conversational form, the latter giving a more human experience.

Watch out! The contents will be **extremely** hot.

Because who doesn't love chicken??

*But I don't have time to cook it in the oven.*

**We've got you covered.** You can prepare this 0.6x faster using a microwave oven.

# Voice (continued)

## COPY EXAMPLES

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### **In App Greeting**

Hello Chef Tyler! What's for dinner tonight?

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### **Success Feedback**

Bon appetite! Your recipe has been published.

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### **Error Feedback**

Oh no, it looks like you forgot to enter an address.

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### **General Message**

Shucks, we don't have any info to report just yet.

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### **Critical Failure**

It appears we need to update our cookware, we have culinary technicians on the case. We'll be back soon!

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### **Marketing Copy**

Everyone loves to eat, but not everyone loves to cook. Don't feel like you need to be a chef to make food you love. Devour is a no nonsense recipe website devoted to ensuring you make it just right every time!

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# Visual Lexicon

## COLOR

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Black and pops of color from food images are used against a white background to create a colorful, high-contrast website that feeds the eyes and adapts to the food in focus. The black is used as an anchor color, symbolizing the strength of the brand, while the pops of color reveal the lighter side.

## TYPOGRAPHY

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The type choices feature two modern sans-serif typefaces that convey the personality of the brand through slightly curved letterforms. Undercase type is used throughout to keep the site relatable to the target audience (younger).

## GENERAL STYLE NOTES

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Many large high-resolution food images control the space, and the attention of the user. Rules are used to organize text.

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# Engagement Methods

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Describe the types of emotional engagement methods you might use in your interface to support the design persona, and create a memorable experience. Some examples are shown below:

## SURPRISE & DELIGHT

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Themed login screens commemorating holidays, cultural events, or a beloved individual - with recipes that pertain.

## ANTICIPATION

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Random cooking tips at the top of each main page (not in workflow)

## REWARDS

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Monthly giveaways of brand merchandise and cookbooks.  
Yearly giveaways of culinary-related trips or master classes.