



FOODOCK

Final Presentation



Presentation Outline

- Reintroductions
- Recap of Objectives and Plan
- Final Deliverables
- Questions



Hello Again,



Meet the students who worked on the Fooddock Project! In picture order, our names are:
Jakub Pirog, Mackenzie Fox, Josh Stanavage, and Mitchell Lisowski.

Where we started



Objectives

Icons

- Needed 35 Icons Developed

Brand Mascot

- Created a cute, fun, mascot that relates to farming

Social Media

- Created posts for:
 - Instagram
 - Facebook
 - Pinterest



Objectives

Video

- Short video for homepage
- Interviewing a farmer
- Explaining Business Model

Website

- Critique their website
- Fonts
- Colors
- Body Text

Execution



Execution

Icons

Jakub and **Joshua** worked on this task. Jakub transitioned into setting up video shoots while Josh finished the other half.





Execution

Brand Mascot

- **Mackenzie** continued with iterative design based on feedback from the FoodDock team.
- After deciding on a final mascot concept, she worked on posing the carrot for FoodDock to use later.





Our Palette

Primary



FD Red

RGB: 222, 31, 38
CMYK: 6, 100, 100, 1
HEX: #de1f26

FD Green

RGB: 89, 171, 70
CMYK: 70, 9, 100, 0
HEX: #59ab46

Moss

RGB: 172, 197, 145
CMYK: 35, 10, 52, 0
HEX: #acc591

Fresh Milk

RGB: 240, 239, 240
CMYK: 5, 4, 3, 0
HEX: #f0eff0

Accent



Pasture Green

RGB: 5, 168, 129
CMYK: 80, 8, 65, 0
HEX: #05a881



Scarecrow

RGB: 244, 124, 71
CMYK: 0, 64, 79, 0
HEX: #f47c47



Eggplant

RGB: 78, 58, 109
CMYK: 80, 87, 29, 16
HEX: #4e3a6d

New Palette

- Created palette from FoodDock Mock-ups/Demos shared with us
- Initialized Accents for icons/other creative



Execution

Social Media

- **Mitchell** worked on designing posts.
- Clean content that compliments FoodDock's aesthetic.
- look at data from Fooddock and their competitors

Video

- **Jakub, Josh, and Mack** traveled to local farms to record the environment and speak with farmers to hear their stories.
- Covid-19 restrictions

Web Critique

- Provided feedback for the FoodDock team in regards to their website.
- Over Slack or during meetings

Original Deliverable Dates...

- Icons and Mascot finalized by mid October
- Handful Social Media posts made by then
- Shoot interview video in mid October
 - Have it done by November
- Work on second video from November to end of semester.



 **How'd we do?**

Original Deliverable Dates

- ✓ Icons and Mascot finalized by mid October
- ✓ Handful Social Media posts made by then
- ✓ Shoot interview video in mid October
 - Have it done by November
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Final Deliverable Dates

All Project Deliverables will be submitted by **Thursday, December 3rd** to allow room for revisions and critiques.

Finalized Deliverables will be submitted **Thursday, December 10th.**

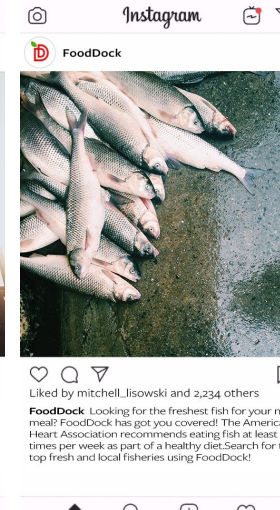
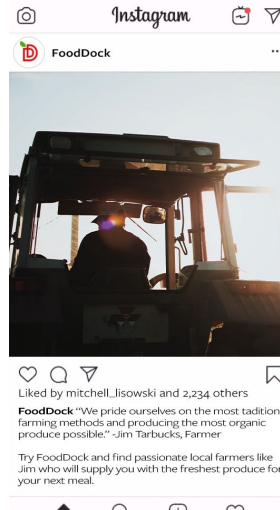
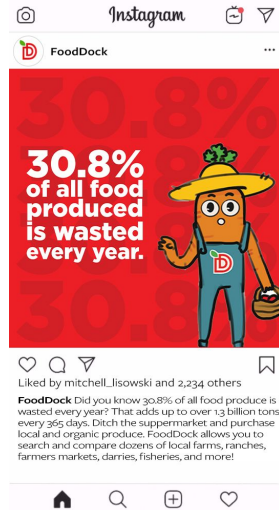
Assignments will be scheduled on a week to week basis to allow for flexibility in order for the student team to incorporate projects into their schedule when it works best for them.



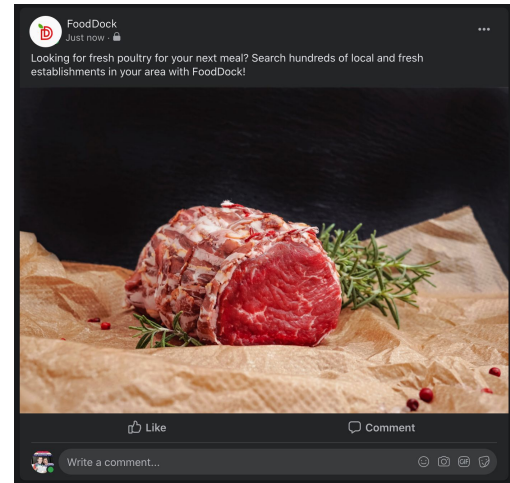
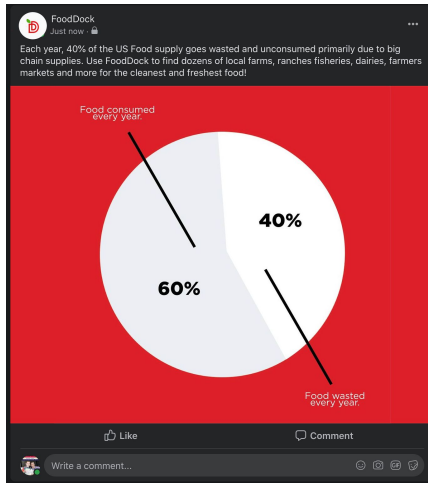
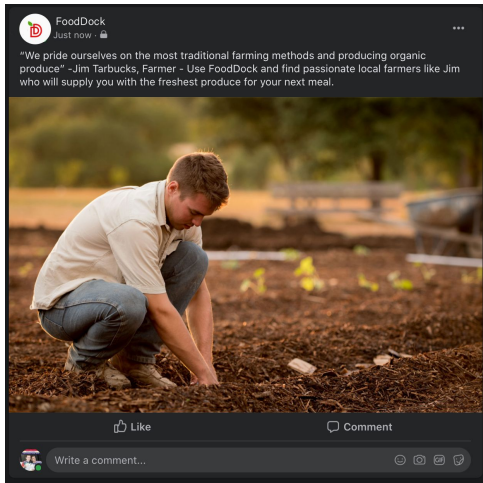


Final Deliverables

Social Media



Social Media



Social Media

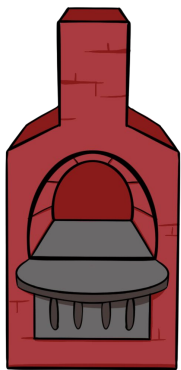
The screenshot shows the Pinterest profile for FoodDock (@FoodDock_). The profile has 19 followers and is following 17 accounts. The main content area displays a grid of boards:

- All Pins**: 13 Pins · 28m
- Stories**: 8 Pins · 2m
- Fisheries**: 12 Pins · 4m
- FoodDock**: 48 Pins · 5m
- Ranches**: 12 Pins · 5m
- Dairies**: 11 Pins · 10m
- Farmers Markets**: 33 Pins · 13m
- Recipes**: 51 Pins · 14m
- Tips**: 9 Pins · 16m
- Farms**: 13 Pins · 28m
- My Saves**: 0 Pins · 2w

Navigation icons for Home, Today, and Following are visible at the top. A search bar and notification icons are also present. The profile picture is a circular logo with a red 'D' and a green leaf.



FoodDock's Pinterest

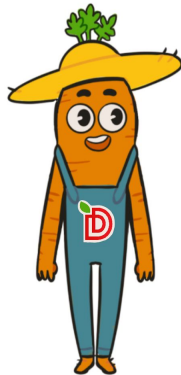


Primary

Red	Green	Grey
HEX: #E63939	HEX: #4CAF50	HEX: #9E9E9E
RGB: 230, 57, 57	RGB: 76, 182, 80	RGB: 158, 158, 158

Accent

Green	Orange	Purple
HEX: #4CAF50	HEX: #FF9800	HEX: #673AB7
RGB: 76, 182, 80	RGB: 255, 152, 0	RGB: 103, 58, 183



Final Mascot
Implemented
By FoodDock's
Designer



Icons



icons_Seafood.p...



icons_Specialty...



icons_Transition...



icons_Vegetable...



MORE

Icons



icons_Bakery.png



icons_Beverage...



icons_CertifiedBi...



icons_CertifiedH...



icons_CertifiedK...



icons_CertifiedN...



icons_CertifiedO...



icons_Conventio...



icons_CSA.png



icons_Deli.png



icons_Farm.png



icons_FarmersM...



icons_Fishery.png



icons_Florist.png



icons_Fruit.png



MORE

Icons



icons_GAPCertif...



icons_GlutenFre...



icons_GMP.png



icons_Grain.png



icons_Grassfed....



icons_Halal.png



icons_Honey.png



icons_IPM.png



icons_Meat.png



icons_Milk.png



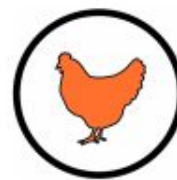
icons_Natural.png



icons_Nuts.png



icons_Organic.png



icons_Poultry.png



icons_Ranch.png



Shoot #1: Shundahai

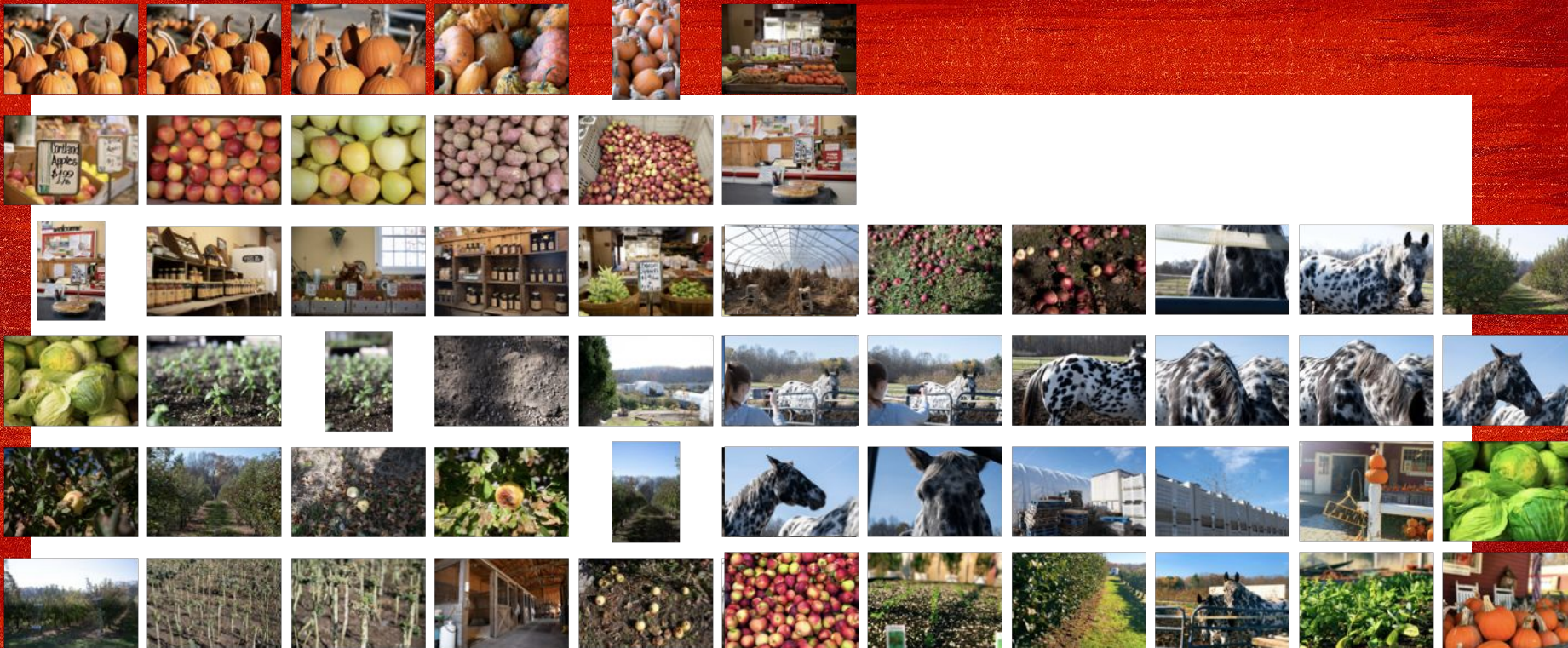
Farm



Shoot #2:

Horse Listeners Farm Photos





And More!



Final Website: Launched!

FOODDOCK

List your business

Sign in 



“

Thank you, FoodDock! The right place at the right time!

FoodDock does a great job of making people more aware of the farms in their community. Farms bridge the gap between a consumer and the food they eat. So, I think buying your food from local farms and knowing how your food is being grown are important to your health. In addition, shopping at local farms is an investment in your local economy because you're not just buying food, you're also employing people in your community. Thanks, FoodDock for bringing together people and their local farmers and cultivating the relationships between them. It's really a win-win!

Sena, Shundahai Farm



“

Finding nutritious food is easier than ever!





Thanks!

Any questions?

You can reach us at:

- Jakub.pirog@uconn.edu
- Joshua.stanavage@uconn.edu
- Mitchell.lisowski@uconn.edu
- Mackenzie.fox@uconn.edu

