

Process Journal



Maria Nondedeu Aroca
2026-June



Content

Inspirations	3
Colour Palette	4
Typography	5
Logo creation	6
UI Elements	8
Icon System	9
Initial sitemap planning	10
User flow	11
Initial app wireframes	12
Welcome to Excite App	13
Discover and personalise	14
Bringing the experience to web	15
Personalisation and matching	16
Try the experience!	17

Inspirations



Share what nourishes you

Discover new healthy recipes from a colourful community of passionate home cooks





Atomic Tarengine. E87232 C5. M68. Y92. K0



Lemon Lime. D2D946 C21. M2. Y89. K0



Powder Blue. ADC1DA C0. M27. Y90. K0



Flower White. FEF9F3 C0. M2. Y3. K0



Amber Flame. v C0. M27. Y90. K0

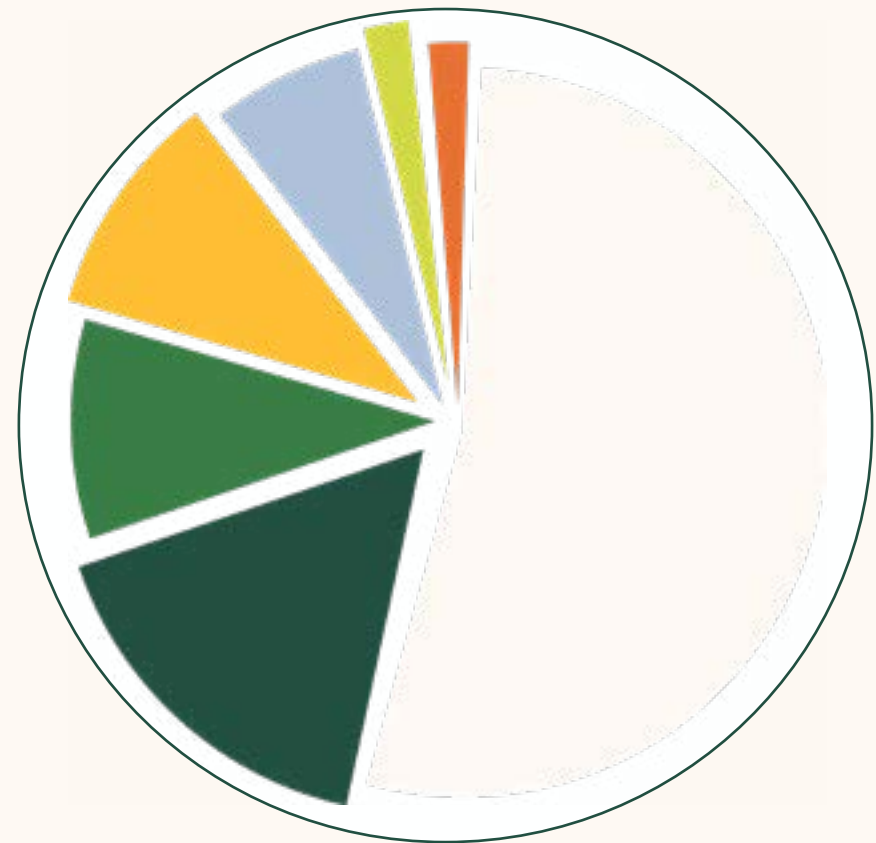


Fern. 387D45 C80. M28. Y92. K15



Pine Teal. 214F41 C83. M46. Y71. K42

Colour Palette



Typography

Mulish

Our typeface for the website.
Clean, friendly and highly legible
for a smooth reading experience.

Headlines

Personalised meals for the real people

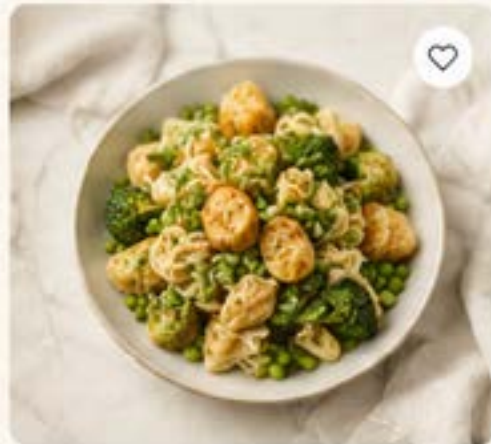
Body text

Save your favourites and build your perfect recipe collection

EXAMPLE IN USE

Discover recipes made for *you*.

Personalised recommendations,
dietary filters and simple ingredients.
Food that fits your lifestyle.



High Protein

Gluten Free

Vegan

No Sugar

Quick & Easy

Low Carb

USED FOR

 Headings  Body text  Paragraphs  UI elements  Long reading

Space Grotesk

Our typeface for the app.
Modern, geometric and impactful
for dynamic mobile experiences.

Headlines

Trending now

Body text

Recipes that fit your life

EXAMPLE IN USE

HIGH PROTEIN

12 recipes



24K
followers

TRENDING



FOLLOW



SAVE



For You



Search



Add



Activity



Profile

USED FOR

 Headings  Buttons  Navigation  Labels & tags 123 Numbers & stats

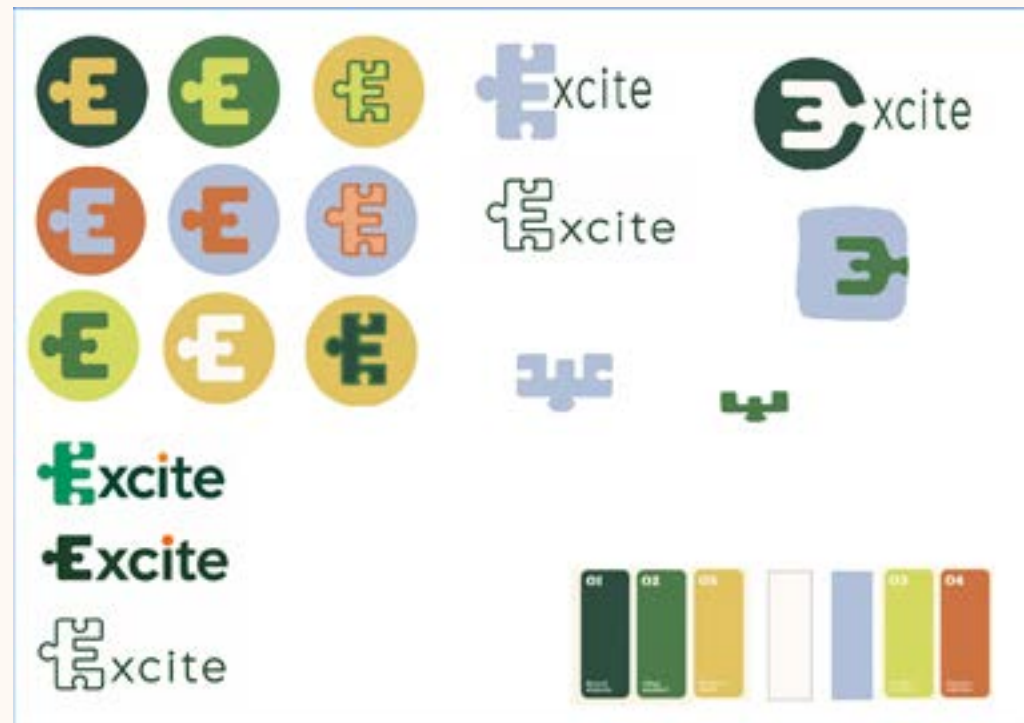
Logo creation

The logo development process started by exploring the idea of using the letter “E” as a puzzle piece, reinforcing the concept of personalisation and creating the perfect recipe match for each user.

During the exploration stage, different shapes, colour combinations and layouts were tested to find a symbol that felt playful, recognisable and connected to the food-focused identity of Excite.

As the design evolved, we noticed that the negative space and rounded shapes of the “E” also resembled the prongs of a fork. This became a key visual element in the final design. By rotating and simplifying the form, the logo was able to function simultaneously as the letter “E” and a fork, while the remaining letters of the wordmark visually extend from the symbol like the handle of the utensil.

The final logo combines the ideas of food, personalisation and connection into a simple and memorable mark that reflects the friendly and contemporary identity of the platform.





UI Elements

Buttons

Web action

App action

Secondary

Tertiary

Rounded buttons were designed to reflect the curved shapes of the puzzle inspired brand identity, creating a softer and more approachable interaction style.

Tags/Filters

Titles

Information

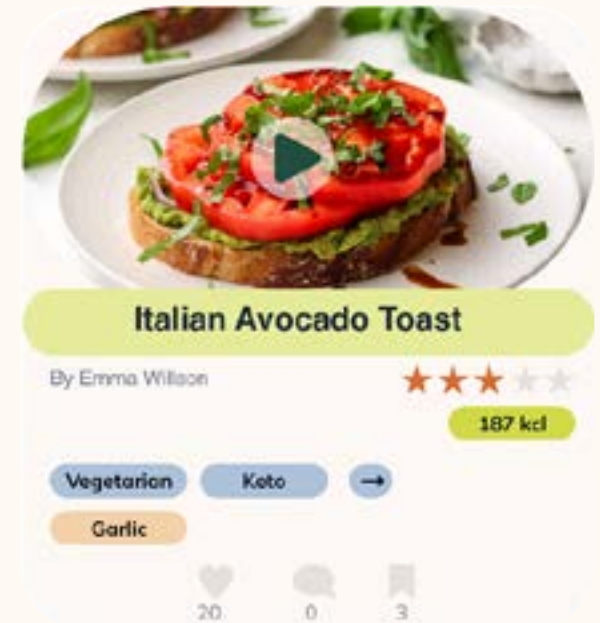
Allergens

Preferences

Sponsored

Colour-coded tags help users quickly identify dietary preferences, categories and personalised recommendations.

Cards



The card system prioritises visual content and quick interactions while maintaining a clean and accessible layout.

Icon System

A set of simple and intuitive icons designed to guide users through interactions, provide key information and enhance the overall experience.

Action buttons



Play video



Add

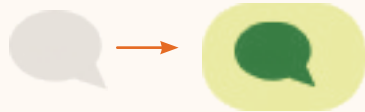


Back

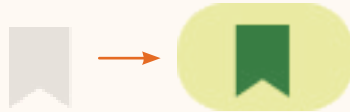
Social interactions



Like



Comments



Save



Share

Recipe information



Difficulty



Preparation time



Cooking time

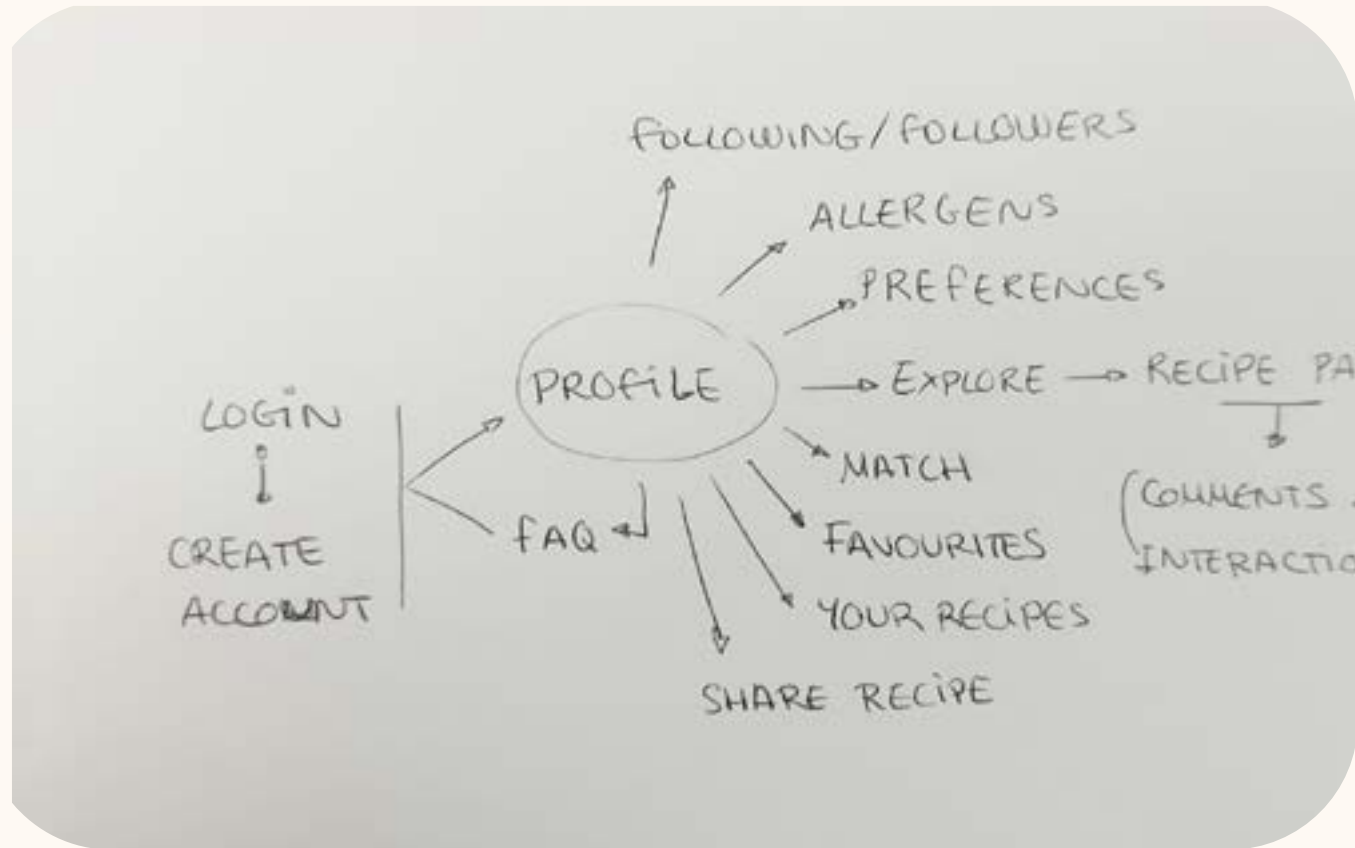


Confirmation



Stars

Initial sitemap planning



Initial sitemap exploration used to organise the navigation flow and define the relationship between the main sections of the platform

User flow

A simple and personalised experience designed to help users discover recipes that fit their lifestyle.



Choose preferences

Users select their dietary preferences and allergies to get personalised recommendations.



Discover recipes

Excite shows recipes that match their preferences, with filters and curated content.



Interact & connect

Users can follow creators, like, comment and share recipes with community.



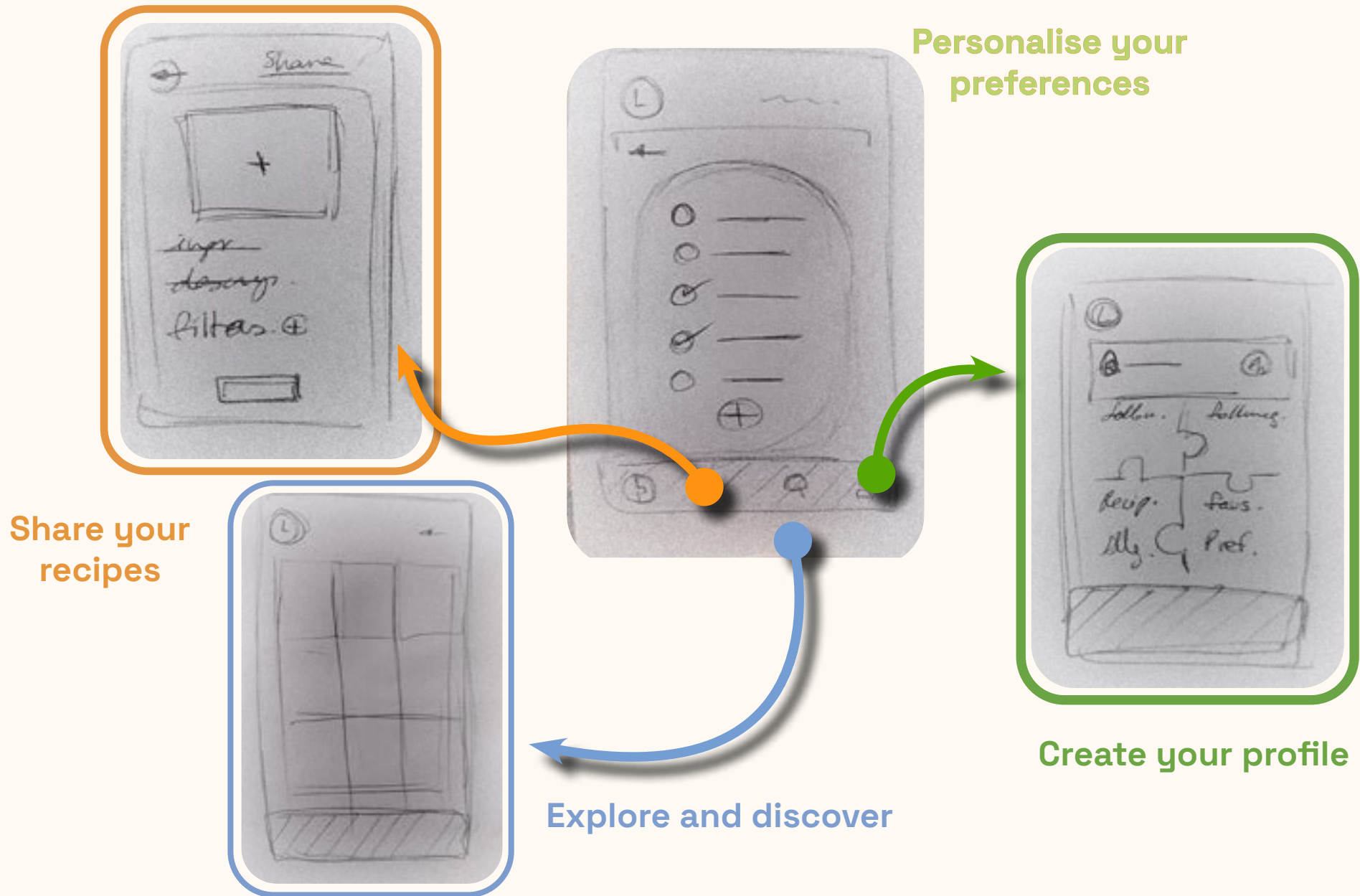
Save favourites

Favourite recipes can be saved to collections for easy access anytime.



Initial app wireframes

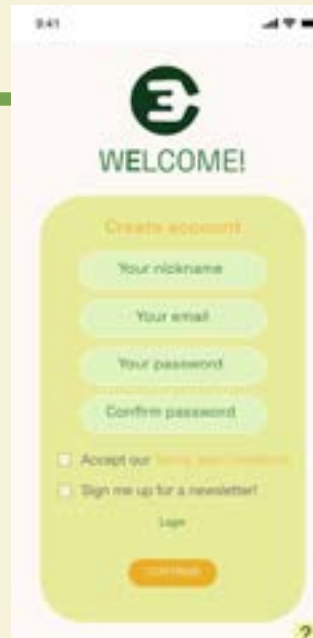
Initial sketches were used to explore the structure of the app, navigation flow and the integration of personalised recipe filters.



Welcome to Excite App



Authentication



The onboarding experience was designed to help users quickly create personalised profiles based on their dietary needs and cooking preferences.



Community support

Profile

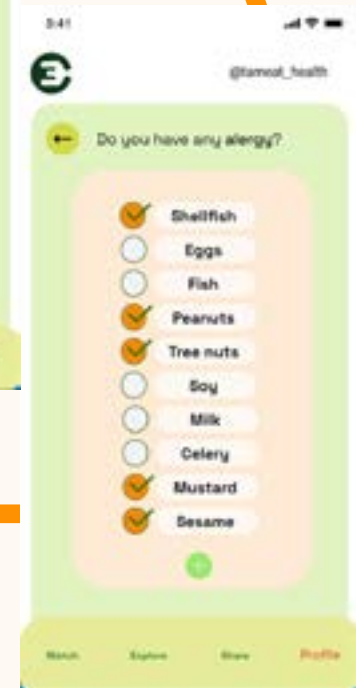
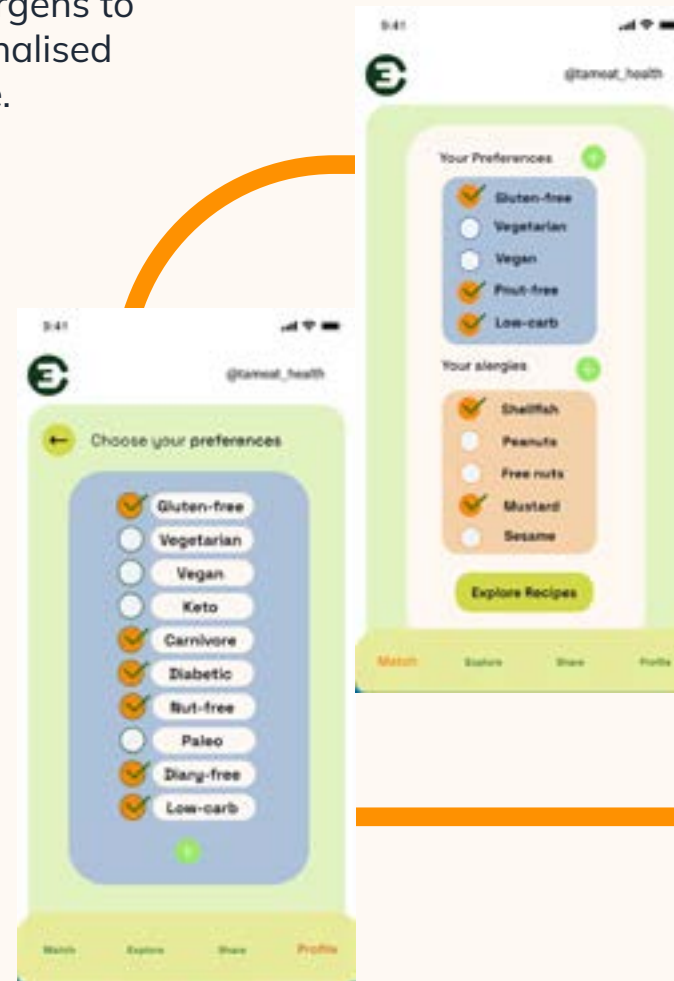
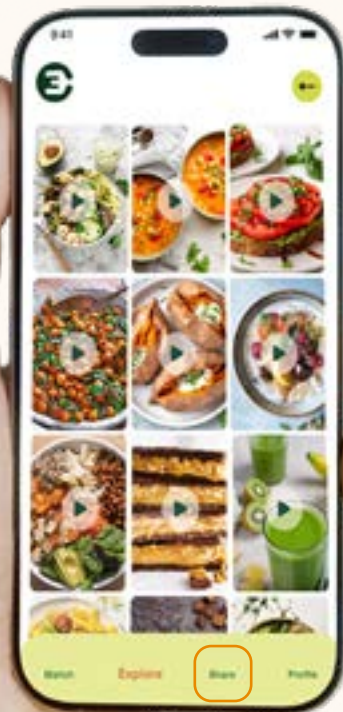


Discover and personalise

Users can customise dietary preferences and allergens to create a more personalised browsing experience.

Personalise
your
preferences
and allergies

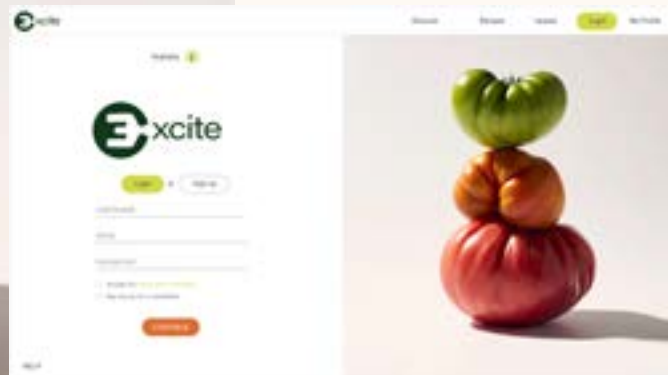
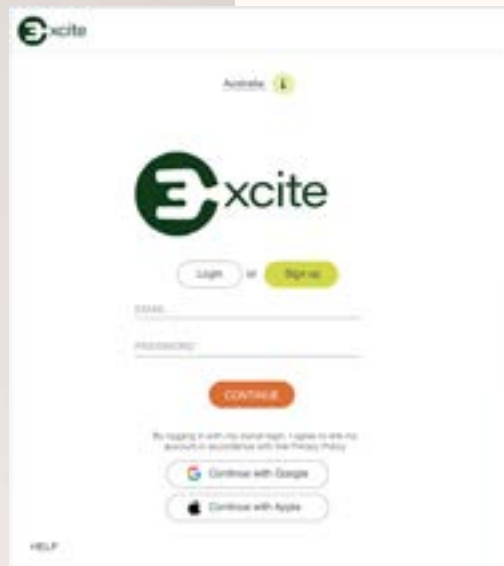
Share your
recipes



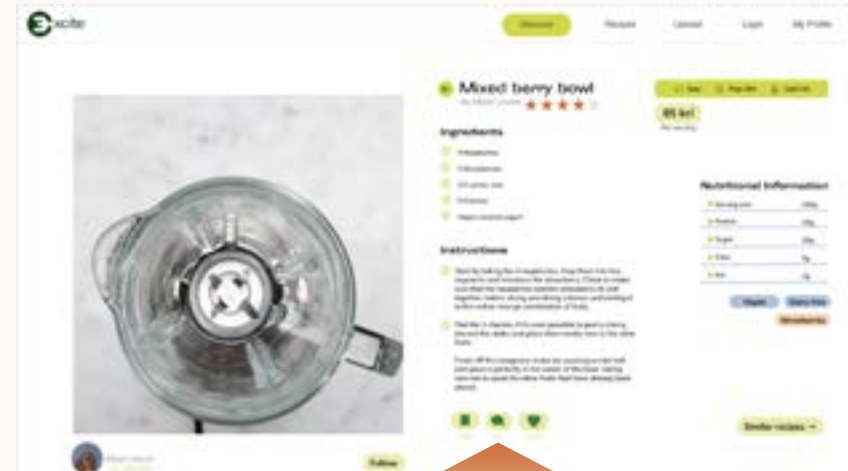
Bringing the experience to web

The website experience was designed to maintain the personalised and community-driven identity of the mobile app while adapting it to a desktop browsing experience.

Authentication



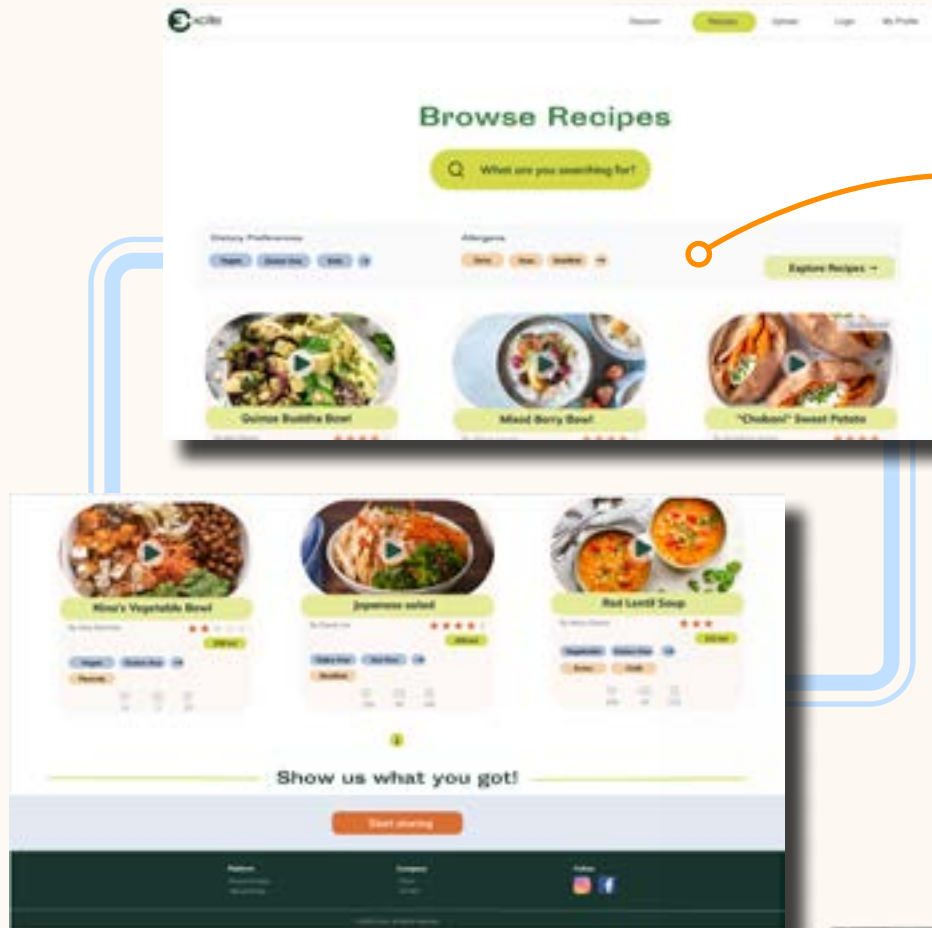
Recipe details



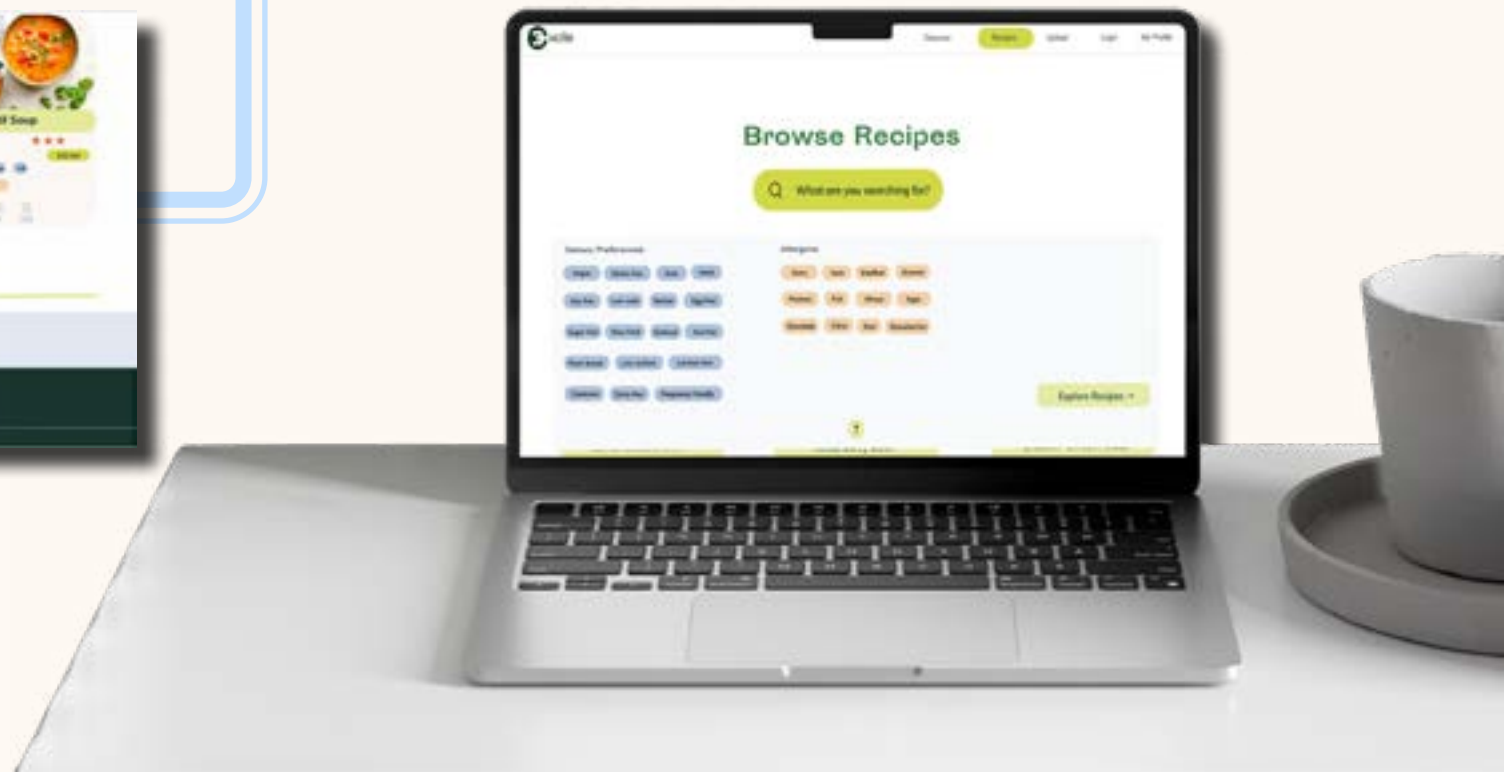
Interaction



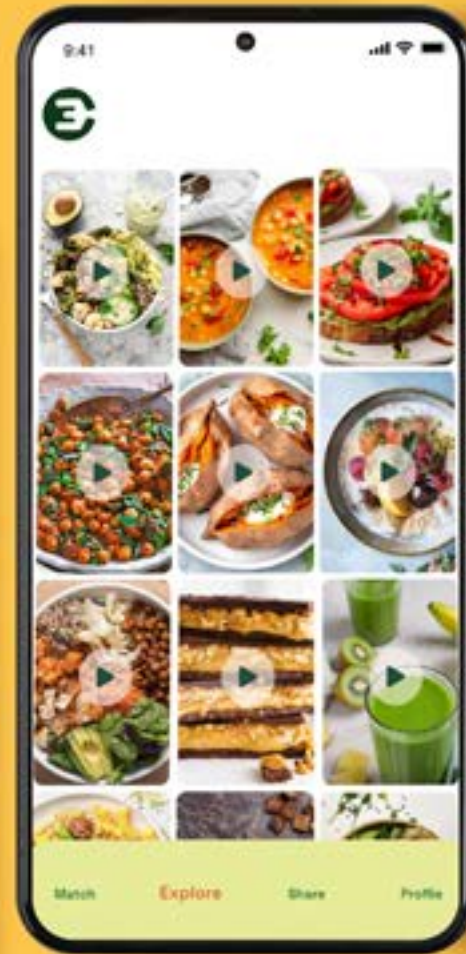
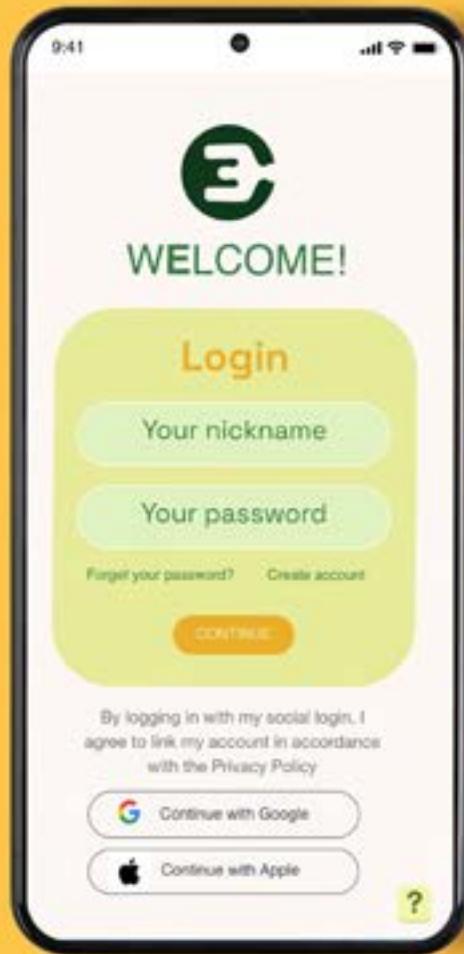
Personalisation and matching



Users can customise their experience through dietary preferences, allergens and nutritional goals, allowing the platform to recommend more relevant recipes and creators.



Try the experience!



<https://xd.adobe.com/view/88dfd74a-8238-4005-bfb5-c91ee90f2f0a-dd8c/>

Try the experience!



<https://xd.adobe.com/view/c84a323e-6d74-4ef8-a4d6-08b2e86ca27a-9d19/>