



DOMINIC PEDRUCO niche campaign

QUICK BITE

motion piece



launch video

WEBSITE, APPLICATION, AND PRODUCT

website



launch website

Apple Chicken Quesadilla (5)

Ingredients (5)

- 4 Flour tortillas (approximately 8-inches wide)
- 1 cup cooked, shredded or chopped, chicken meat
- 1/4 lb cheddar or Monterey jack cheese, sliced or grated
- 1 apple, sliced
- 1/4 cup salsa



1.) Heat a large skillet on medium high heat. Place one tortilla in the skillet. Flip it a couple of times with a spatula, then let it sit in the pan heating up until air pockets form and parts of the tortilla begin to puff up. Flip it again.

2.) Place cheese slices on half of the tortilla, at least 1/2-inch from the edge of the tortilla. Add chicken pieces on top of the cheese. Fold the tortilla over like an omelette, and press down on the folded tortilla with the spatula. Lower the heat to medium. At this point, if you have enough room in your skillet, you can add a second tortilla to the pan to begin to heat it up.

3.) When the cheese inside the quesadilla has melted, remove the quesadilla to a cutting board. Open it wide and layer on apple slices and salsa. Fold the tortilla back again, and cut it into 3 triangles, as if you were cutting a pie. (You don't have to cut the quesadilla into triangles, it just makes it easier for kids to eat.)

4.) Repeat with the remaining tortillas.

CATEGORIES AND TAGS

BEEF	CHICKEN	EGGS
LAMB	PORK	SEAFOOD
TURKEY	VEGETABLE	DUCK

RELATED VIDEOS



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 3 days ago • 301 views
 by Howcast



Cutting an Apple
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kittykittymeow's lunchbox



Jane Kim

UC Berkeley
Biological-chemistry student

Interest:

hip-hop dancing, exploring, hiking, and going out to eat

About me:

I like the vegetarian option on this website for quick meals. It's great because a lot of the recipes can feed 2 or more so me and my roommate can share the cooking responsibilities. The meals are also really basic so they're easy to make.



Asparagus salad [2]

Quick and easy asparagus recipe. How to cook asparagus spears perfectly, dress with olive oil, Parmesan, and lemon zest.

 [get full recipe](#)



Asparagus Artichoke Salad (6)

A light springtime salad of grilled or roasted asparagus with marinated artichoke hearts and cherry tomatoes.

 [get full recipe](#)



Arroz Con Pollo (2)

Classic dish of Spain and Latin America, this arroz con pollo recipe is browned chicken cooked with rice, onions, garlic, and tomatoes.

 [get full recipe](#)



Corn Chowder Soup [5]

An easy version of the classic Greek avgolemono soup of chicken with rice or orzo pasta finished with egg and lemon.

 [get full recipe](#)

Blog

◀ PAGE: 1, 2, 3, ..., 10 ▶



Asparagus salad

November 27th, 2012 5:09pm

 No comments  #recommendation  #greens  #vegetarian

The asparagus salad ended up being a really good dish. I definitely suggest anyone to try it out! I put a little lemon in my dish to give a little twist of citrus. The asparagus salad is a light springtime salad of grilled or roasted asparagus with marinated artichoke hearts and cherry tomatoes.



I LOVE CHICKEN

November 27th, 2012 5:09pm

 2 comments  #recommendation  #chicken  #meatlover

I found a wonderful chicken recipe from bon appetit magazine with an emphasis on heirloom tomatoes—which I happen to just purchase a few days ago from our local farmers market. I made a roasted chicken, using the beautiful heirloom tomatoes, a certified organic whole chicken, a variety of herbs and spices for my dish and give you the option for making my version.



Plain Chicken

November 27th, 2012 5:09pm

 1 comments  #beginner

The culinary adventures of a biology student by day, amateur "chef" by night. I Love to cook, travel, shop, watch college football and hang out with my husband and three cats!

◀ PAGE: 1, 2, 3, ..., 10 ▶

Trending Tags

[#foodporn](#)

[#greens](#)

[#chicken](#)

[#recommendation](#)

[#meatlover](#)

RECIPES

◀ PAGE: 1, 2, 3,10 ▶



Apple Chicken Quesadilla (5)

chicken apple quesadilla recipe, toasted flour tortillas with melted cheese, apple slices, chicken, and salsa.



Curry Chicken (6)

Quick and easy apricot chicken with skinless boneless chicken breasts and fresh apricots.



Arroz Con Pollo (5)

Classic dish of Spain and Latin America, this arroz con pollo recipe is browned chicken cooked with rice, onions, garlic, and tomatoes.



Corn Chowder Soup (5)

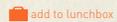
An easy version of the classic Greek avgolemono soup of chicken with rice or orzo pasta finished with egg and lemon.



Barbecued Buffalo Wings

Slow barbecued chicken wings slathered in a classic Buffalo wing sauce.

◀ PAGE: 1, 2, 3,10 ▶

CATEGORIES AND TAGS

BEEF	CHICKEN	EGGS
LAMB	PORK	SEAFOOD
TURKEY	VEGETABLE	DUCK

search

HOW-TO VIDEOS

◀ PAGE: 1, 2, 3,10 ▶



Boiling Water

by Howcast • 4 years ago • 100,551 views
Watch more Food Preparation Tips, Tricks, & Techniques videos: [www.howcast.com](#) Subscribe to Howcast's YouTube Channel - howc ...





Cut an Avocado

by Howcast • 3 days ago • 301 views
Follow these steps to impress your friends with your knowledge of this funnily named fruit.





Cooking a Chicken

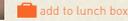
by Howcast • 3 days ago • 301 views
If you're one of those do-it-yourself cooks who loathes all things shrink-wrapped, pre-packaged, and over-handled, this is the task for you.





Clean a Turkey

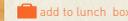
by Howcast • 3 days ago • 301 views
Be careful to keep everything clean while you prepare to cook your turkey on the big day. Follow a routine that will ensure the turkey is as healthy and delicious.





Coarse Chop

by Howcast • 2 weeks ago • 10,551 views
It's the chop of choice for almost any vegetable—from basic oblongs and spheroids, like garlic, onions, and potatoes, to the more irregular oddities, like mushrooms,

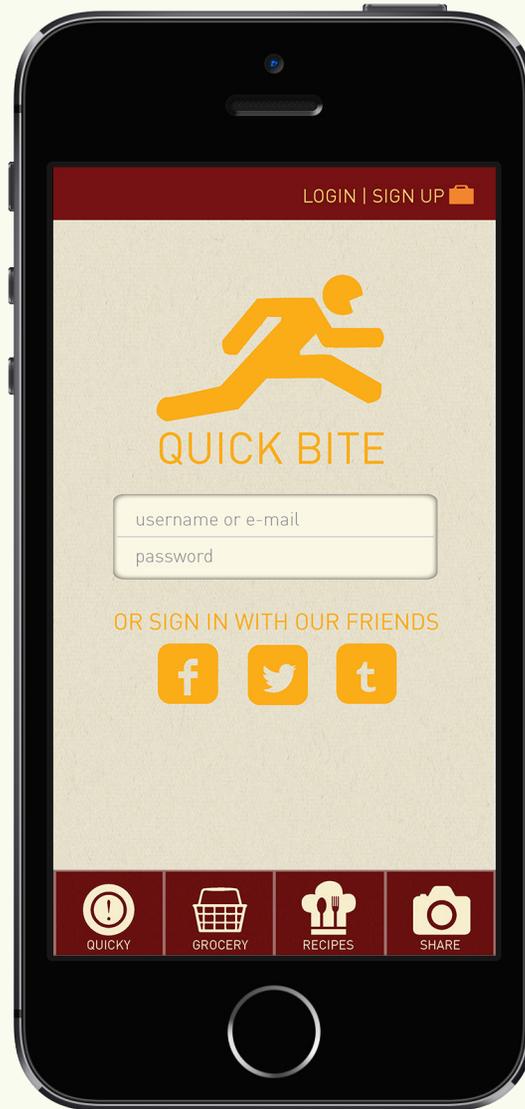


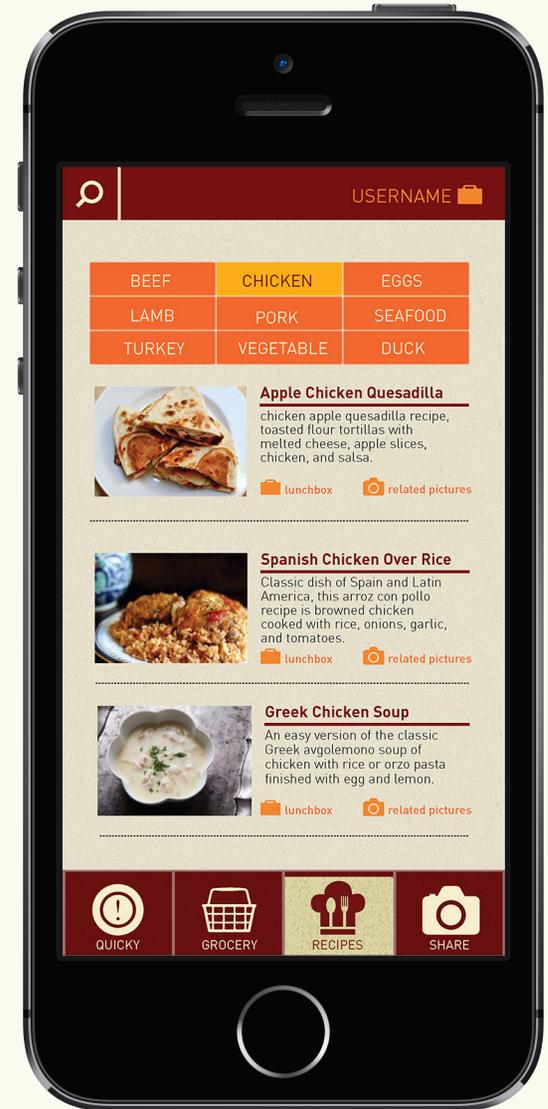
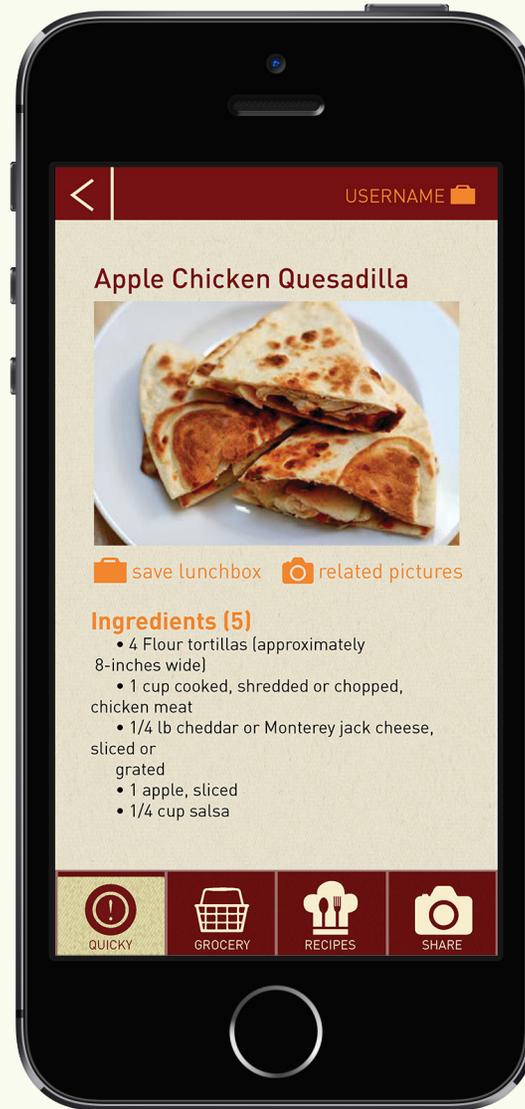
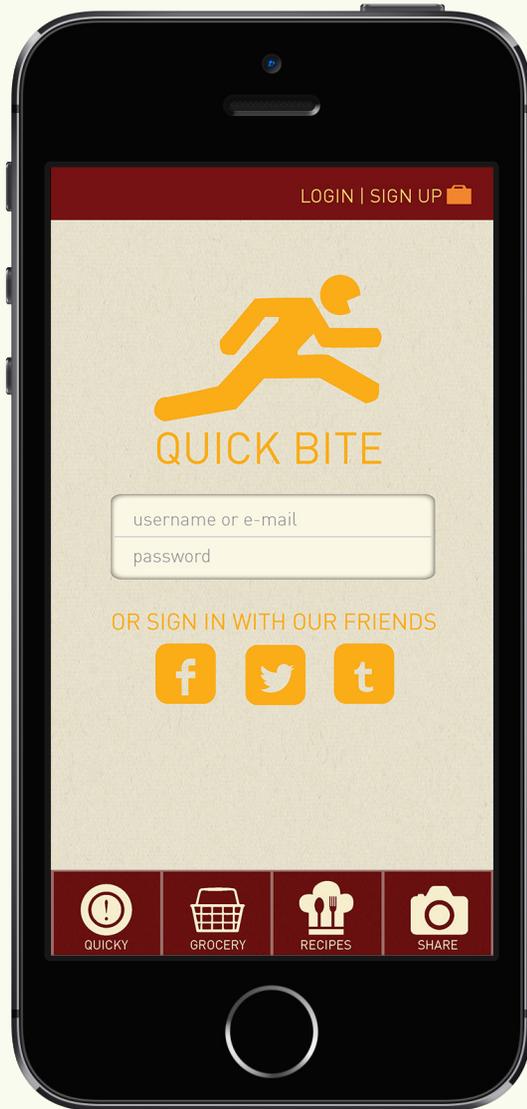
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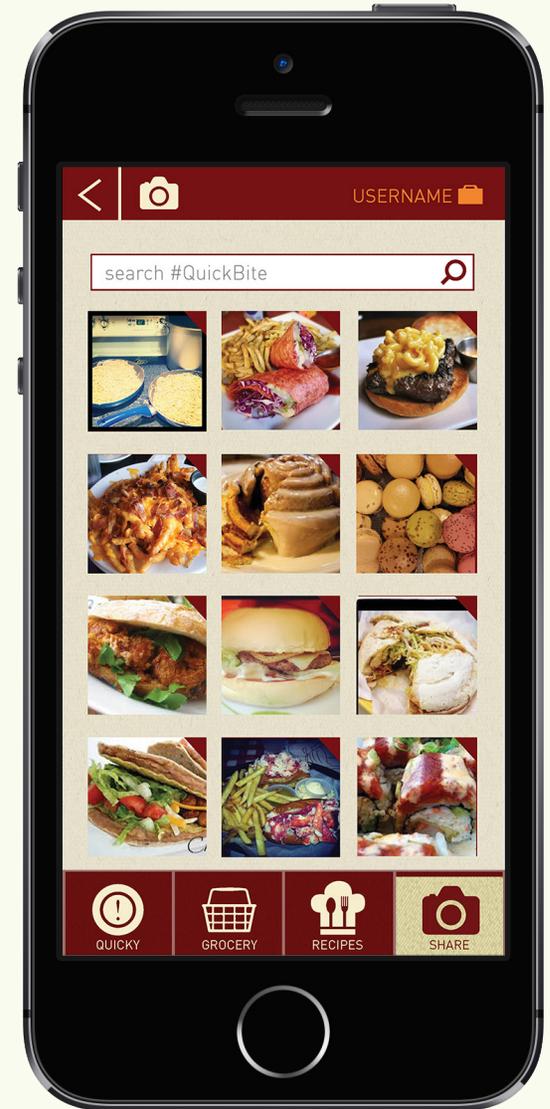
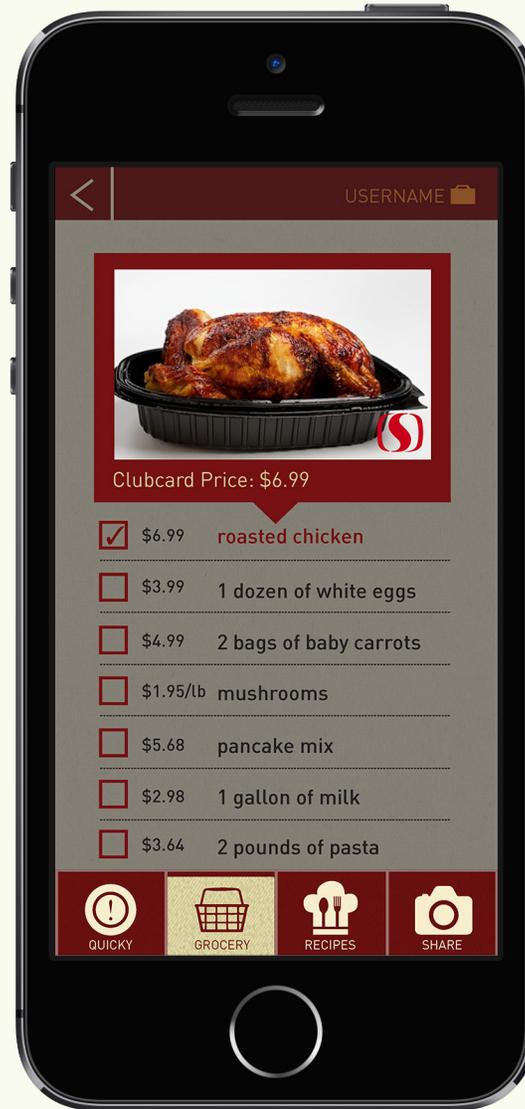
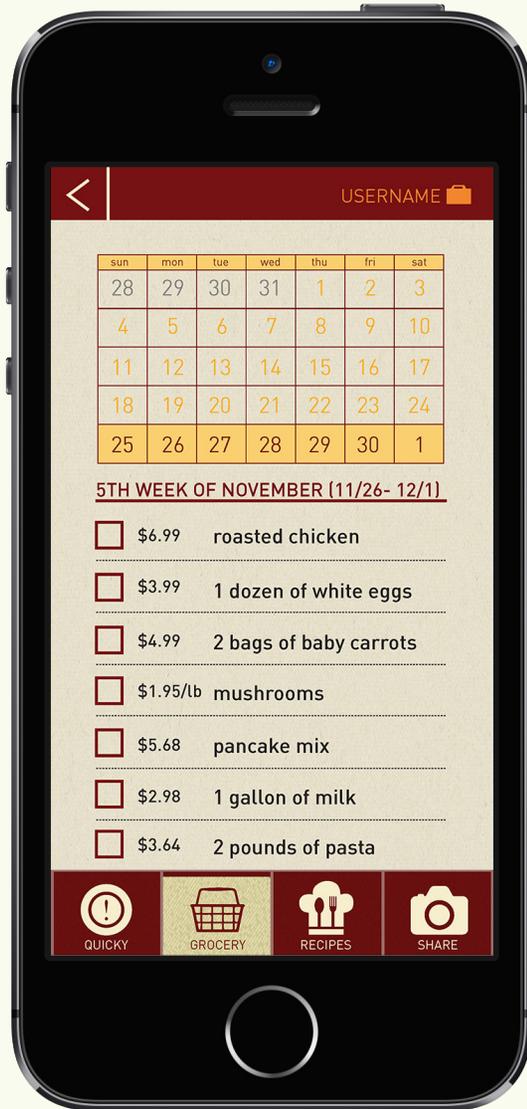
DIFFICULTY LEVEL

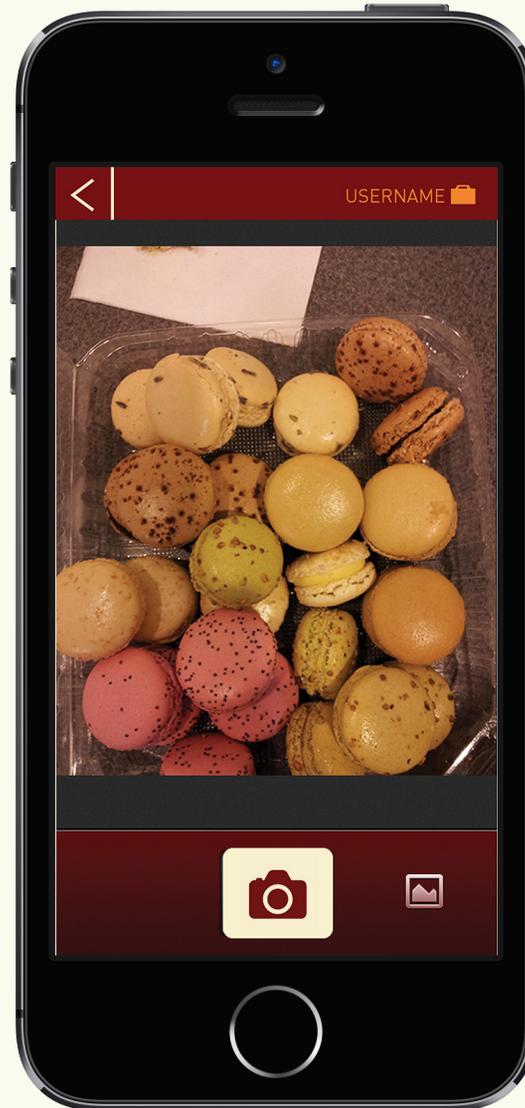
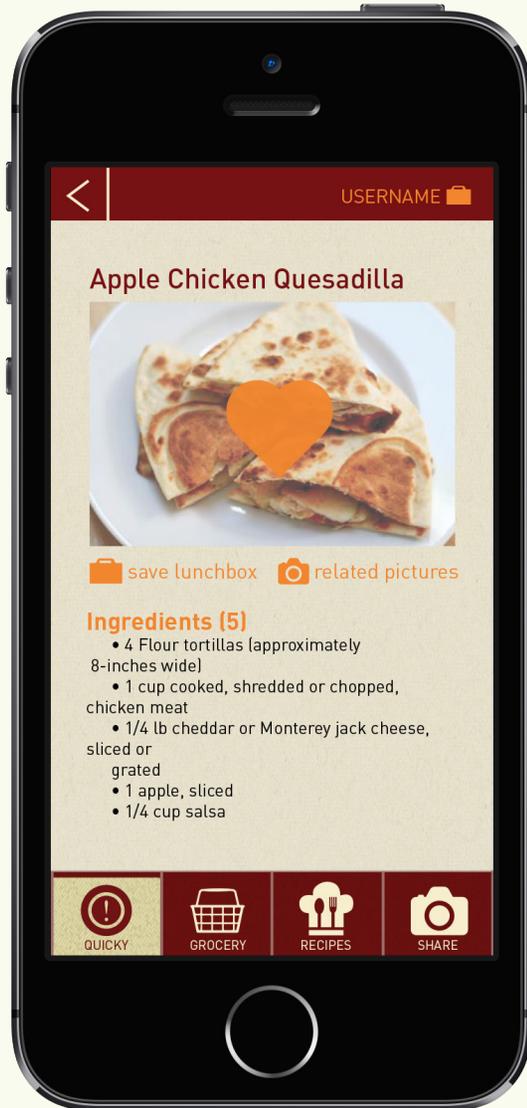
amateur basic advance

search





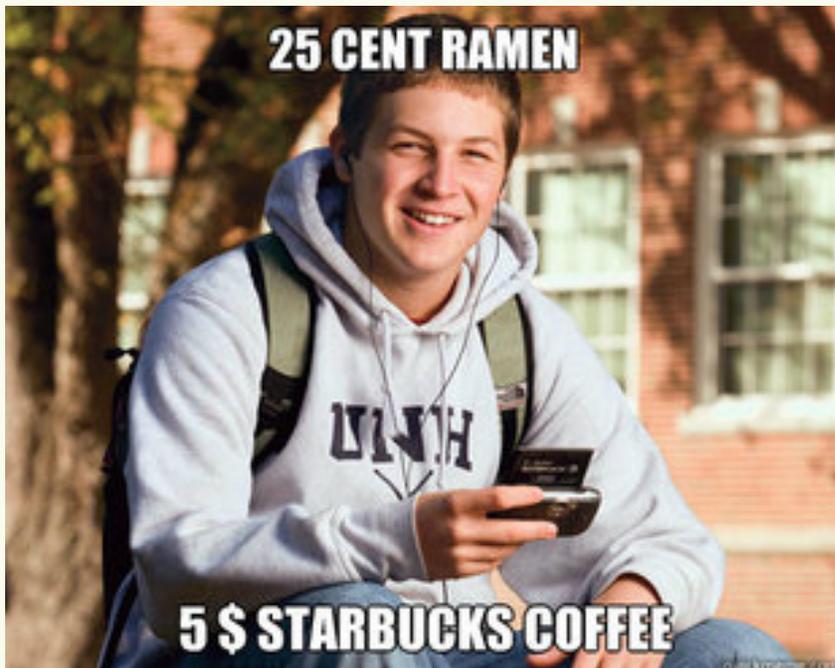




survival kit



ADVERTISING



college food memes

A meme

1. is "an idea, behavior or style that spreads from person to person within a culture."
2. A meme acts as a unit for carrying cultural ideas, symbols or practices, which can be transmitted from one mind to another through writing, speech, gestures, rituals or other imitable phenomena.

My targeted audience is in the generation where social media is everywhere. To connect better with my demographic, my idea was to have ads that were in the looked like memes. The memes of the campaign will be based off my personas

- 1.) stress eater
- 2.) the lazy guy
- 3.) doesn't know anything

The meme will be placed on the internet, and can also be printed as ads. The ads would be placed around college campuses like SFSU and USF. With the ads, i also want to showcase the range of features my application and website has to offer.

For example:

- 1.) stress eater-> recipe page
- 2.) lazy guy -> grocery list
- 3.) doesn't know anything -> How to page



FINALS WEEK

MUST EAT AWAY ANXIETY

Calm down, woman! We got you covered with fast easy recipes at quickbite.com 



Melanie
@Meowmelz

Follow

5 TWEETS

8 FOLLOWERS

6 FOLLOWING

Follow Melanie

Full name

Email

Password

Sign up

Tweets

Following

Followers

Favorites

Lists

© 2012 Twitter. About Help Terms Privacy Blog Status Apps Resources Jobs Advertisers Businesses Media Developers Directory

Tweets

Melanie (@Meowmelz)
I calmed out the quickbites at the gym now
pic.twitter.com/5s8yGH2W

Hide photo Reply Retweet Favorite

FINALS WEEK

MUST EAT AWAY ANXIETY

Calm down, woman! We got you covered with fast easy recipes at quickbite.com

833 RETWEETS 1,661 FAVORITES

10:06 PM · 1 Dec 12 · Details

ad2- doesn't know anything



SPAGHETTI PACKAGE

Y U SO COMPLICATED?!?!

Take a breather... We got you covered with easy to follow directions at quickbite.com 



facebook

www.facebook.com

SPAGHETTI PACKAGE

Y U SO COMPLICATED?!?!

Take a breather... We got you covered with easy to follow directions at quickbite.com 

Melanie Young
December 2, 2011

this is how i'm feeling right now...

Fb is so annoying. — with [Vivian Lee](#)

Like · Comment · Share

Corissa Tooh, Jenny Cal, Ella Chau and 12 others like this.

Vivian Lee (the one with...)
December 2 at 3:25am · Like

Corissa Tooh is that your sister?? Didn't know you like spagetti!
December 2 at 3:38am · Like

Ash Hope (the sister to the short & quadruple hair girl)
December 3 at 12:36am · Like

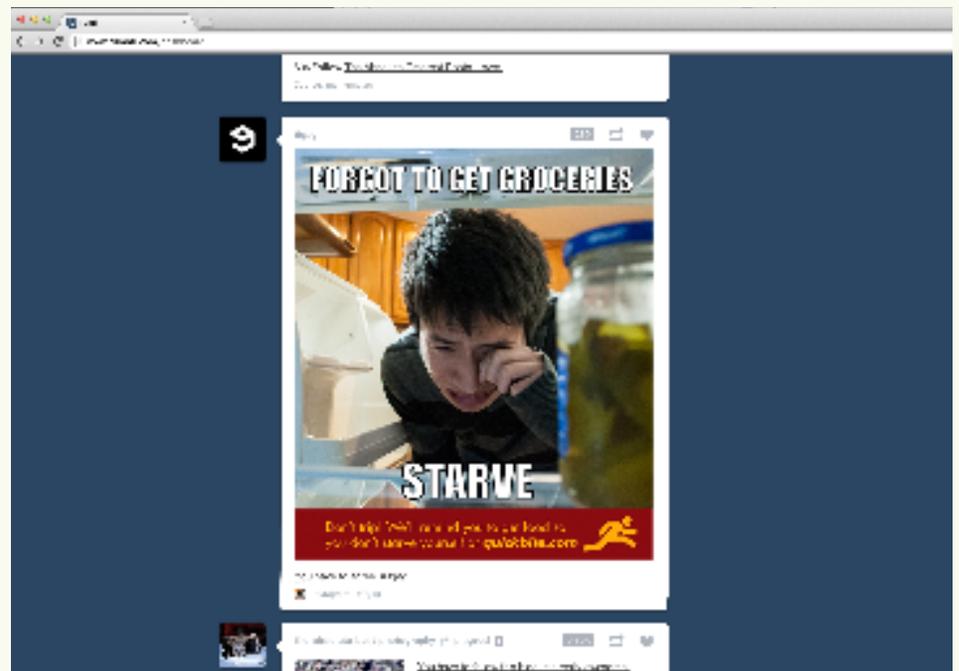
Write a comment...



FORGOT TO GET GROCERIES

STARVE

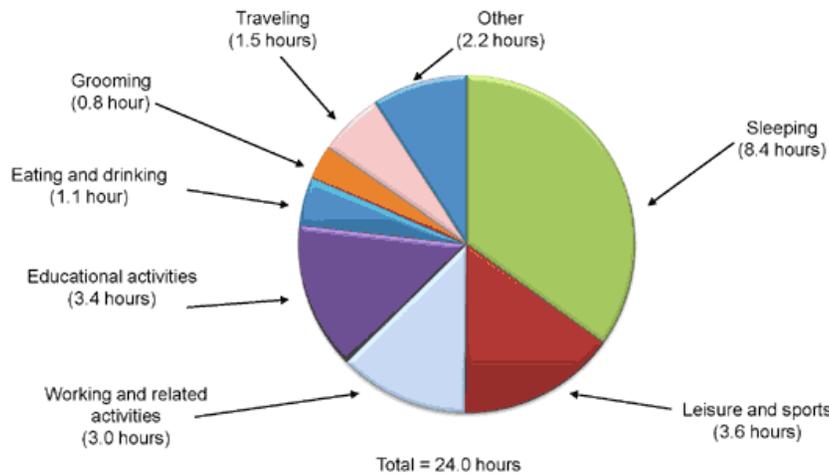
Don't Trip! We'll remind you to get food so you don't starve yourself at quickbite.com 



Facebook post showing the advertisement. The ad content is identical to the one on the left, featuring the man in the kitchen and the text: "FORGOT TO GET GROCERIES", "STARVE", and "Don't Trip! We'll remind you to get food so you don't starve yourself at quickbite.com".

RESEARCH

Time use on an average weekday for full-time university and college students

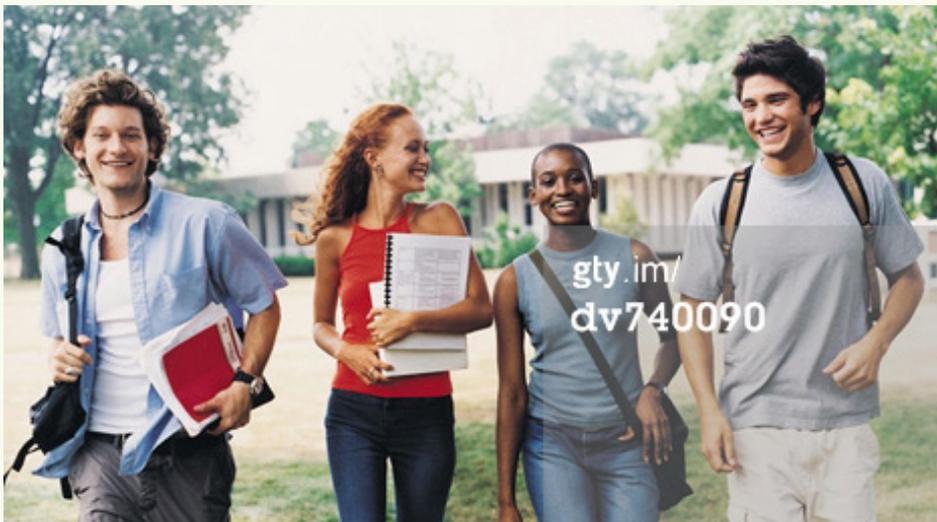


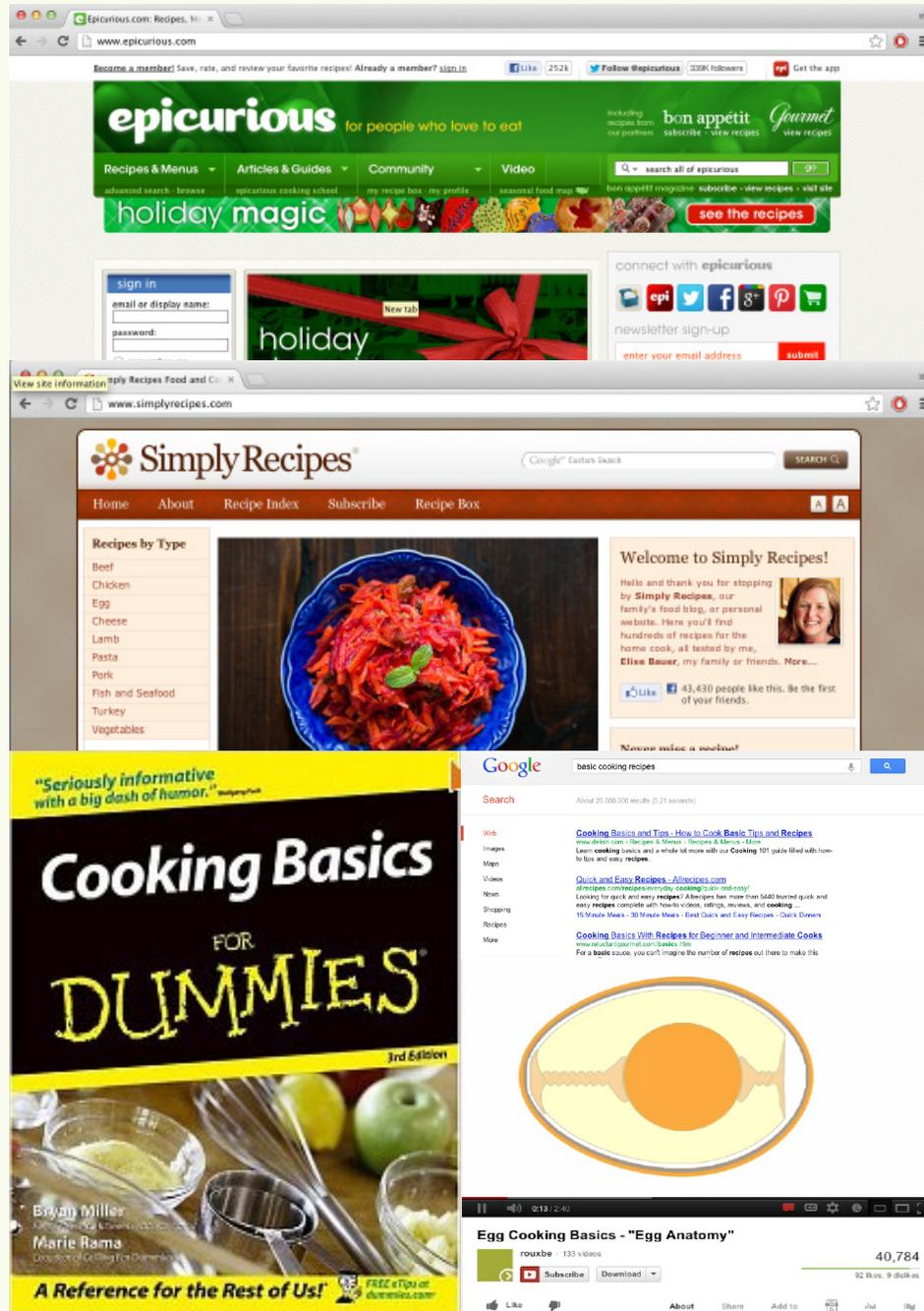
NOTE: Data include individuals, ages 15 to 49, who were enrolled full time at a university or college. Data include non-holiday weekdays and are averages for 2006-10.

Target Market:

18-22 year old college students that are living by themselves in a house or apartment. These young adults can't cook, but they need to try and make basic foods to survive. These young adults are also broke and they're not able to eat out for every meal. The environment around them is fast-paced so they don't have time to learn to cook a big dish.

According to The American Time Use Survey, the average college student spends about 1.1 hours a day on food consumption. If they were eating 3 meals a day, that would give them around 22 minutes to prepare and eat their food. My target market is used to a speedy surrounding, and needs an application and website where they can have a recipes for basic foods that could be prepared quickly and isn't too hard to make.





Other Services:

There are a lot of published sources out there for people who want to learn how to cook. There are books like "Cooking for Dummies" where they have cooking basics, however, the current trend seems to be leaning more toward the digital side amongst my target market. Young adults from the age of 18-22 watch youtube or Google recipes for free on the internet. There aren't really any applications that have basic cooking, but there are e-books that can be read from a phone or tablet.

Article

Cooking your own food is cheaper than eating out. Eating out has gone up by 10% in most places within the last year.

- If you live off junk food, you'll gain weight. American colleges have a term for it: Freshman 15, for the 15 pounds that new students reputedly put on in their first year.
- There are other downsides to eating badly: spots, greasy hair, lack of energy, mood swings, inability to concentrate, greater susceptibility to colds, flu and any other bug that's going around. You may not notice these in the first few weeks, but they take their toll.
- It's the quickest way to make friends and - let's not be equivocal about it - pull,

as Master chef James Nathan recently pointed out on this site.

The first thing to do is try to find two or three like-minded friends who will share the cost of buying food and take turns making meals. The £21.48 that the Nat-West Student Living Index estimates to be the average student spend in the supermarket each week doesn't go far. But £80 goes a long way to feed four. If you have a car, you can drive to discounters like Lidl and Aldi, whose sales have boomed since the credit crunch kicked in.

- Stock up with some basics such as tinned tomatoes, pasta, rice and canned pulses so you can easily run up a scratch meal. A basic kit of herbs, spices and other seasonings like soy sauce and

sweet chili sauce help to zip up cheap ingredients.

- Find your nearest street market (but don't go mad buying food that you'll never get round to eating before it goes off).
- If you've never cooked before, get inspired. There are literally hundreds of cookbooks, websites and videos that will tell you how, including mine.
- Don't run before you can walk. Start with a type of recipe you like, such as homemade soup or a Sunday roast, and practice it a couple

Article

Our society's growing consciousness about the impact of our actions on the planet's health and well-being is being felt in the kitchen. Increasingly, the trend in recipes and cooking revolves around finding ingredients that are produced locally. Home cooks are recognizing that fruit and vegetables grown in other states and other countries gobble up energy to package and transport them to market. This leaves a big carbon footprint - a consequence that a growing number of families wish to avoid.

As a result, shoppers are seeking out fresh food and produce that is locally grown. For some, this means regularly visiting farmers markets; for others, it means inquiring about the source of fresh food at the grocery store. For more details kindly

visit us at www.apples-recipes.com. Many others have the desire to take steps toward finding recipes and cooking with fresh produce and other ingredients, but aren't sure where to begin. Thank goodness for the Internet! For those ready to take the first steps, there is an abundance of information available on the Web. Armed with this information, shoppers can learn how to buy fresh produce, discover the types of produce that are in season, read articles about fresh food, and find recipes to prepare everything from delectable fresh fish, seafood, and meat dishes to delicious vegetable courses and dessert treats.

Moreover, home cooks are discovering that cooking with locally grown fresh foods opens the door to a world of

cuisines - literally. Today's recipes and cooking trends put a global twist on fresh ingredients. If you're in the mood for Asian food, for example, you don't have to dine out. Instead, you can use the Web to research Asian food culture and find recipes that are easy to make at home. Likewise, resources for French food, German food, Italian food, and Mexican food are only a few mouse clicks away.

Vegetarians and those who are health-conscious are truly embracing these recipes and cooking trends. In the past several years, natural and organic foods have been finding their way onto grocery store shelves, and stores that specialize in fresh and natural foods are now a staple in virtually every city. Whether you adhere to a raw food diet

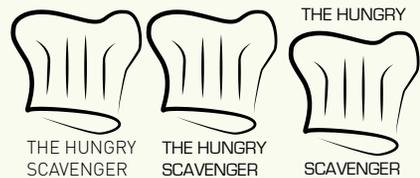
or are simply trying to cut back on butter or sugar, you can more easily find the foods that you need.

http://www.streetdirectory.com/food_editorials/cooking/cooking_tips/latest_trends_in_recipes_and_cooking.html

BRANDING PROCESS

word list

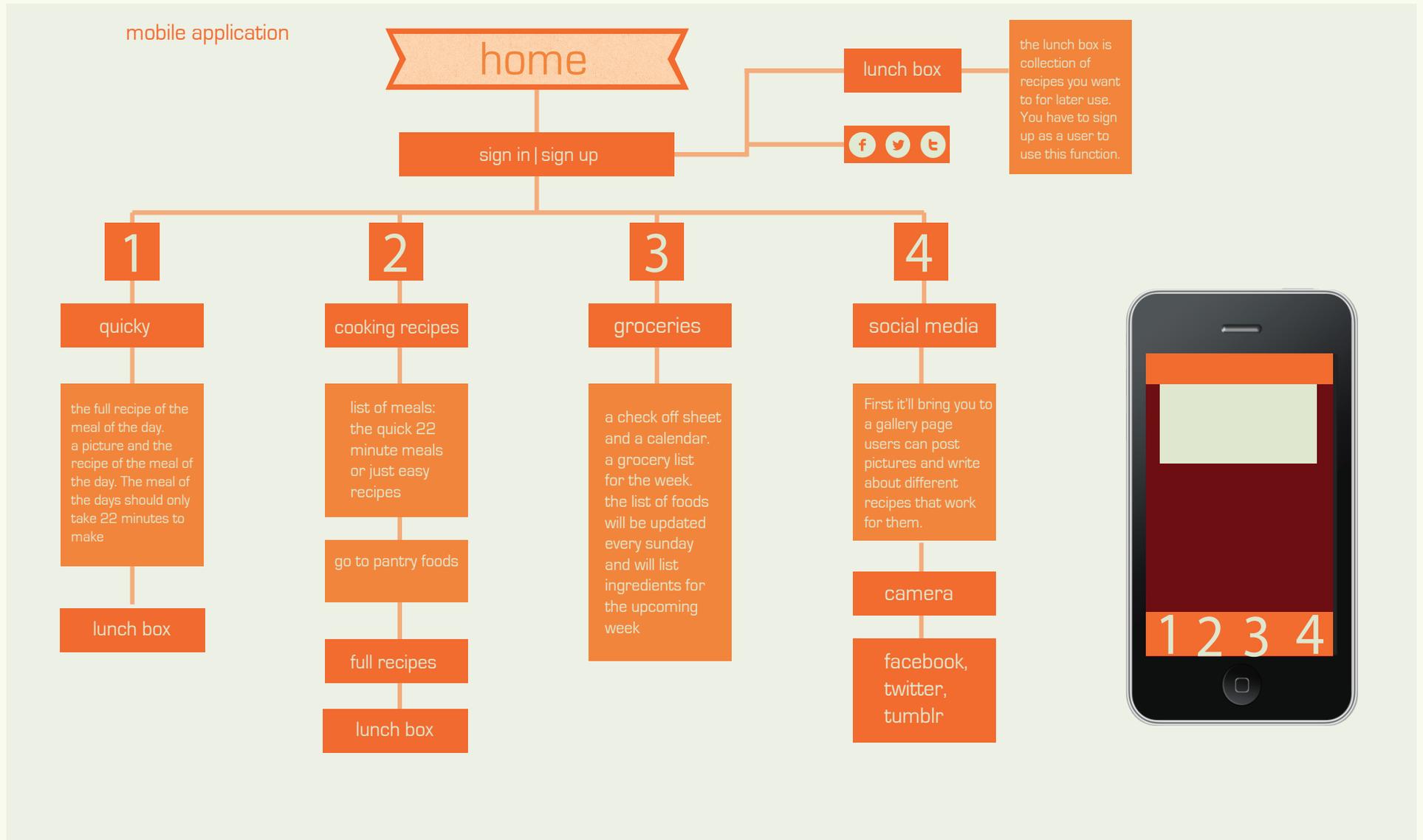
Survive	Healthy	Starving	Meal plan
Scavenger	Very Basic Foods	Money-less	Fast
Hungry	Non Cookers	Cheap	Lunch box
Poor Student	Chopping	Alternative	
Not Dying	Assistance	Put together	
Sustainability	Nutritious	Rustle Up	
Groceries	Nutrients	Chef	
Pastas	Young	Vital	
Not Ramen	Wholesome	Essential	
Easy cooking	Beneficial	Quick	
Helper	Ravenous	Bite	
No time at all	Famished	Chow	
Hunger Games	Faint from hunger	Grub	
20 minute meals	Empty	College students	
Cook Book	Hollow Stomach	Meals	



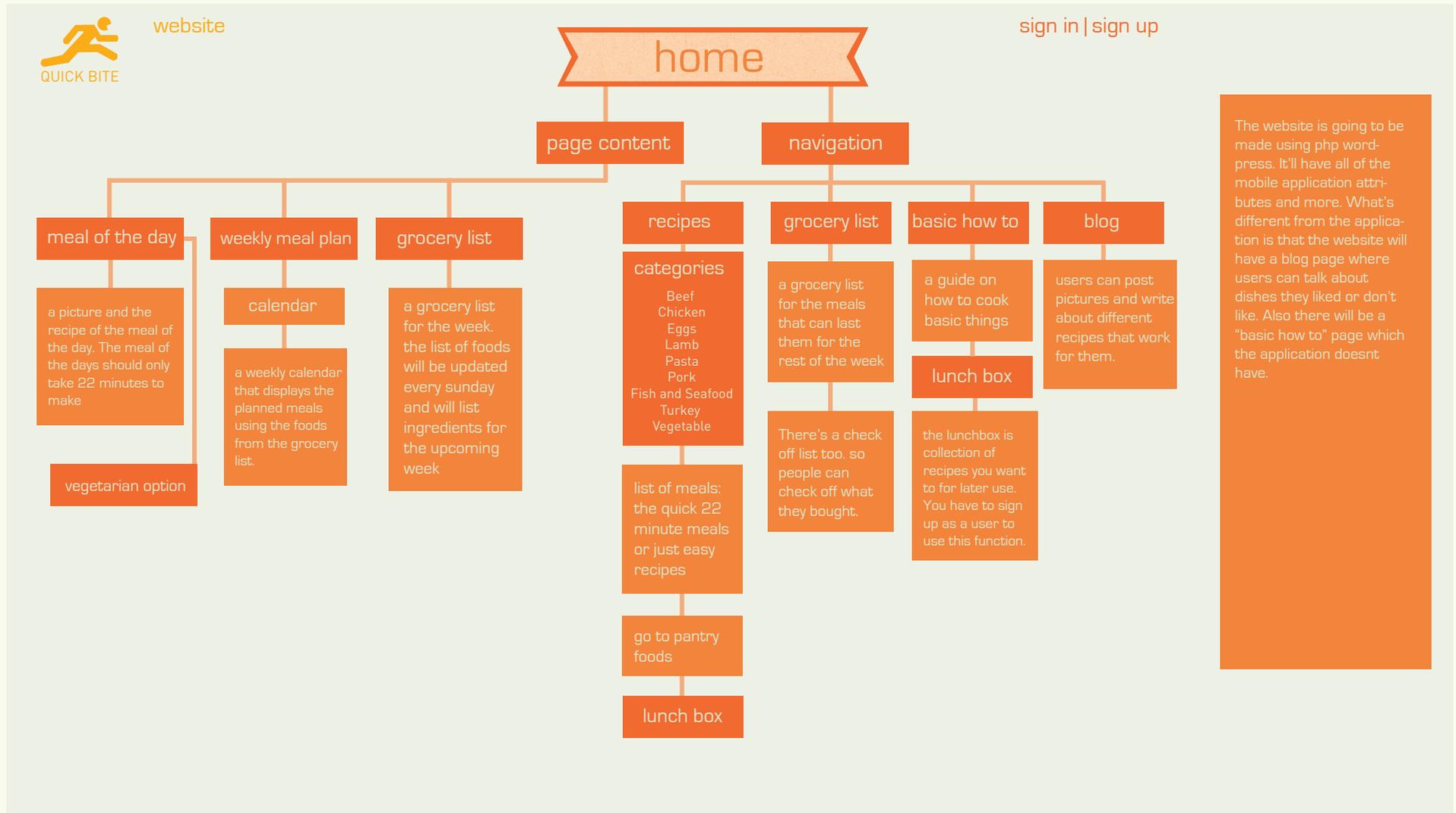
QUICK BITE

INTERFACE MAP AND UX MAP

IA map of application

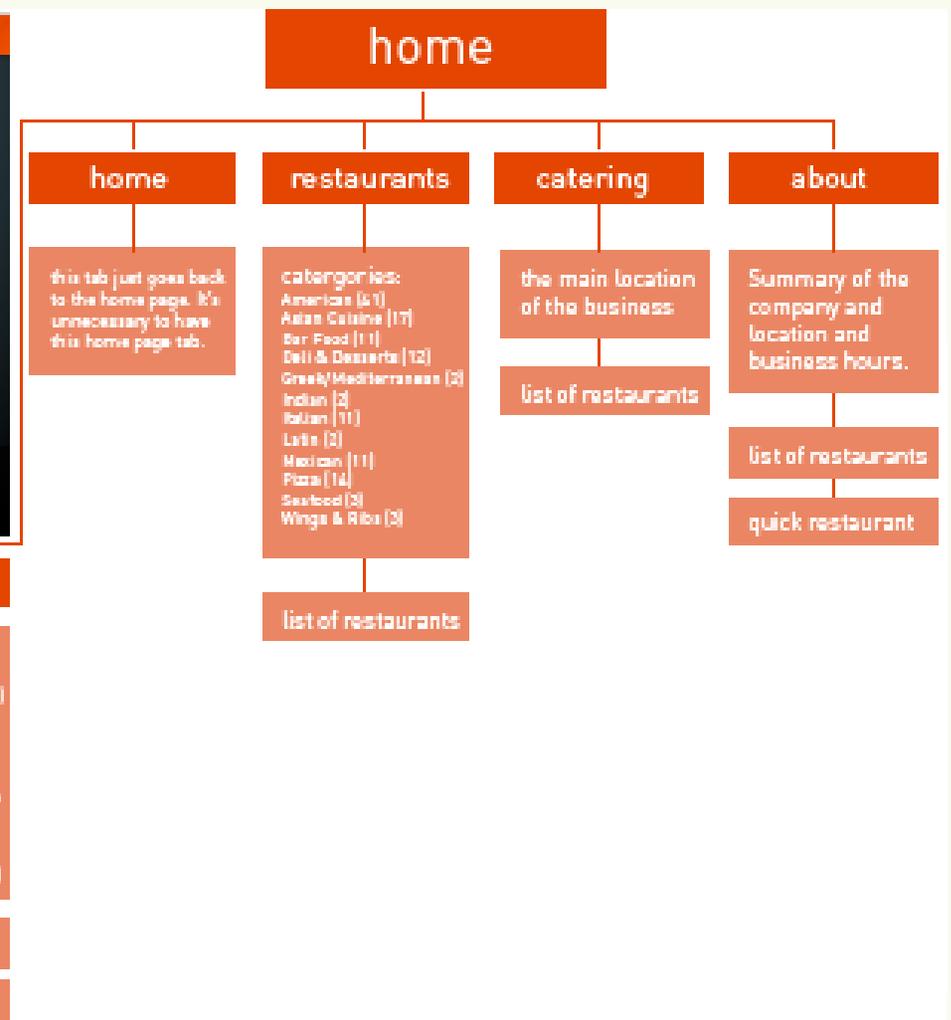
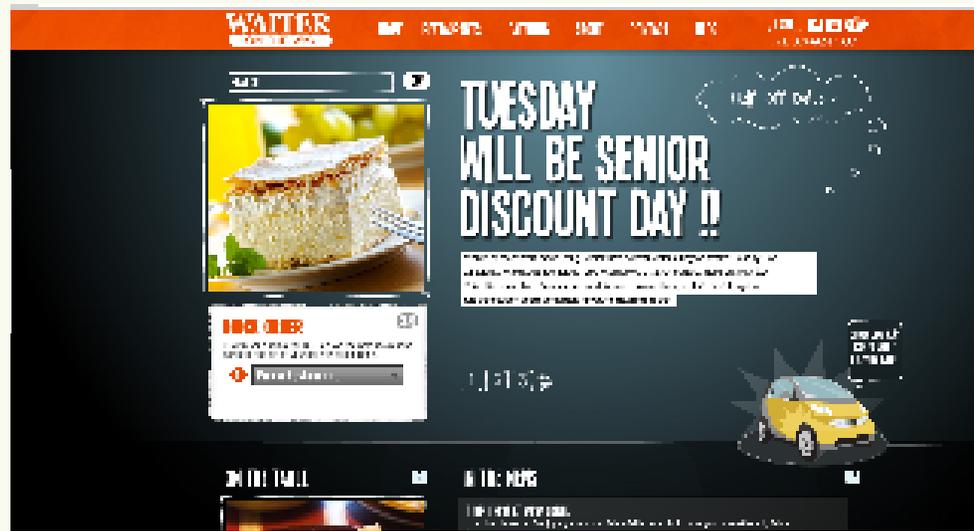


IA map of application



The website is going to be made using php word-press. It'll have all of the mobile application attributes and more. What's different from the application is that the website will have a blog page where users can talk about dishes they liked or don't like. Also there will be a "basic how to" page which the application doesn't have.

IA map of another website



Summary:

I liked the way this website was designed. I liked the feel of it, and it was successful in that. The type treatment gets played up a little bit with the tall asc-xerifs and the script like font. What I disliked was the inconsistency among the pages. I felt that it wasn't necessary to have some of the tabs in the navigation.



Jane Kim

student at UC Berkeley

- Age: 19
- Major: Biological-chemistry
- Interest: hip-hop dancing, exploring, hiking, and going out to eat

Bio: Jane is a single girl who's living on her own in an apartment because campus housing was full, due to UC Berkeley overexpecting students. She's from the southern part of California, Los Angeles. She's always busy during the semester, but when she has free time she enjoys partying with her friends.

Frustrations: Doesn't know how to cook well or make any kind of dish that is edible. She has been eating out every day with friends. Doesn't have the time of day to actually learn how to make anything.



Ryan Lee

student at USF

- Age: 22
- Major: Computer Engineering
- MInor: Math
- Interest: video games

Bio: Ryan is a senior at the University of San Francisco. He lives by himself because he doesn't like people. He takes out a lot from taco-bell and is a huge fast food junky. He's originally from Texas. He definitely gained a freshmen 15 since he started college.

Frustrations: Doesn't want to make food because he's lazy and it takes too much time. He thinks it's more expensive to make things on his own.



Chris Wash

student at Stanford University

- Age: 20
- Major: English
- Minor: Communications
- Interest: basketball

Bio: Chris is a single guy who's living with another roommate who's never around. He's always stressed and doesn't even have the time to work out anymore. He doesn't have a lot of money, and had to take out a lot of student loans to pay for college.

Frustrations: Doesn't know how to chop an onion or has never even boiled water before. Doesn't know how to cook rice. He wants to learn how to cook a fast meal.

persona 1







UX scenarios



Jane: I just finished midterm week and i need to start eating out less cause my wallet is really feeling the burn! I still don't have enough time to cook these meals that are in these fancy cookbooks. I googled fast recipes and Quick Bite popped up. I like it because it has a vegetarian option and i can sign up and have like a weekly meal plan. It's great because a lot of the recipes can feed 2 or more so me and my roommate can share the cooking responsibilities. The meals are also really basic so they're easy to make.



Ryan: I need to lose some pounds cause i really gained a few. I looked up some healthy fast food cause I'm too lazy to really cook. I just want to make some basics meals without thinking too much. I just want to not think about what to eat. I signed up for Quick Bite and go by the day by day food plan



Chris: I don't know how to cook and i want to learn how to make basic foods, so i don't die. I just don't have enough time to learn how to cook cause I'm so busy. My friend told me about Quick Bite and i checked it out. I liked how they have basic tutorials and every thing's easy to navigate around.

UX map



application

share

camera

facebook,
twitter,
tumblr

cooking recipes

vegetarian

full recipe



application

quicky

full recipe

add to grocery list

grocery list

reminder

edit grocery template



website

meal of the day

full recipe

how to videos (pop out)

how-to

difficult level: amateur

pop out video

mood board

A variety of colors can trigger hunger. The most influential colors in terms of food are: red, orange, and yellow

