



Sublime Donuts

Menu Redesign
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1. Problem



Menu

The current Sublime Donuts menu has **no clear categorization** of donuts and the different types of donuts are scattered across the page in all **different price ranges**, which is confusing to the user.

There is also **no mention** of the **ice cream** flavors and **coffee** options on the menu.

The menu also **lacks** a sense of **identity**. There are lots of themes and symbols in the shop itself but the menu **lacks** any sort of **cohesion** with the shop.



2. First Attempt

Sublime doughnuts

Classic Donuts

Specialty

Ice Cream

- Strawberry Rose
- Vanilla
- Salted Caramel
- Mega Chocolate
- White Chocolate Oreo
- Cinammon Toast

Coffee

- 12oz/16oz hot choi
- 12oz/16oz coffee
- 12oz/16oz cocoa

SUBLIME DONUTS

CLASSICS

- CHOCOLATE
- SPRINKLES
- VANILLA

SPECIALITY

- CROISSANT
- CINNAMON TWIST
- DANISH

DRINKS

- COFFEE
- HOT CHOCOLATE
- CHAI

ICE CREAM

- CINNAMON TOAST
- SALTED CARAMEL
- MEGA CHOCOLATE

CLASSIC DONUTS

- CHOCOLATE
- VANILLA
- NUTELLA
- SALT & VINEGAR
- BUTTERFINGER
- WHITE CHOCO
- NESTLE CRUNCH

SPECIALITY

- CROISSANT
- CINNAMON TWIST
- RED VELVET CAKE
- HONEY BOWTIE
- CHEESE DAN-ISH
- APPLE FRITTER
- PEACH FRITTER

OTHER ITEMS

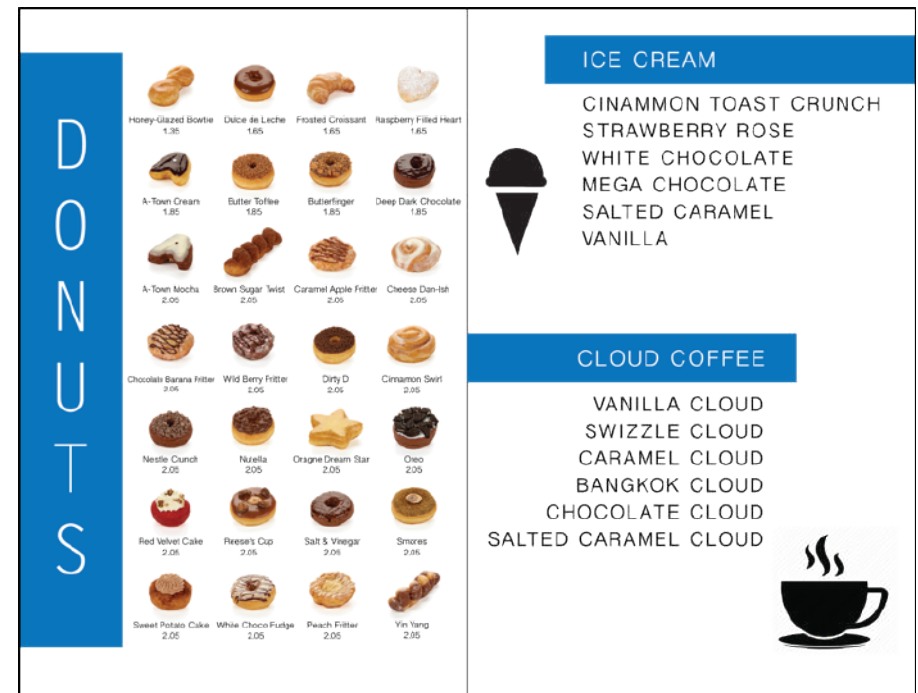
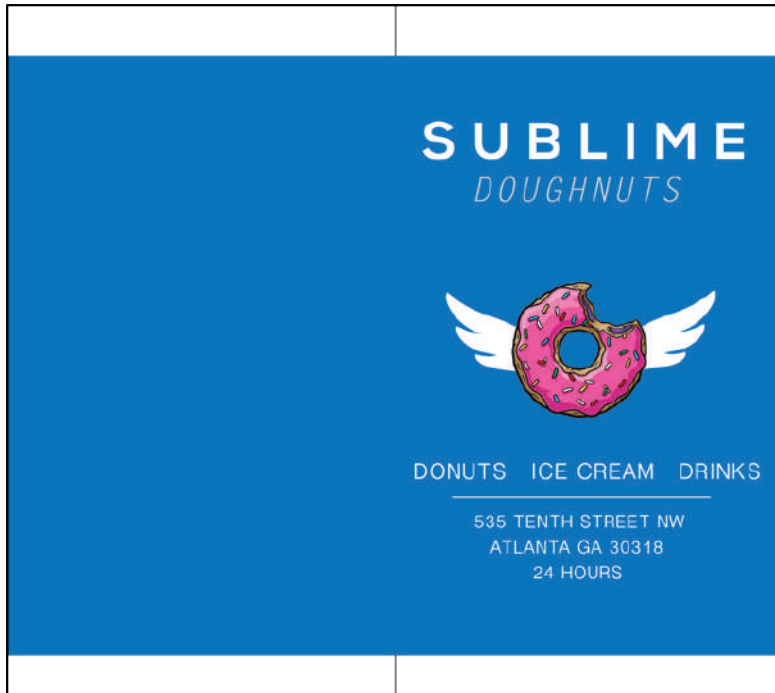
- ICE CREAM
- COFFEE
- HOT CHOCOLATE

Incorporating other elements and a theme

For my first redesigns, I tried to create something with a **more coherent theme** that also displayed the **ice cream flavors** and **coffee**. These designs failed in that they did not use a **grid** to organize items, they did not have correct use of **hierarchy** and they lacked **fluidity**. I learned to make sure the donuts were first in order of hierarchy and that they were the first things the user's eyes would be drawn towards.



3. Redesign



A brochure design with a simple theme

To try and match the **Sublime aesthetic**, I played with **simple fonts, designs** and **colors** that would make the menu **simple** and **readable**. The front of the cover worked very well and received good feedback. The inside however was very sloppy and had **no real grid**. The texts were also centered in a strange format and the clipart images seemed out of place and lifeless.



4. Second Attempt



Complete redesign in layout and theme

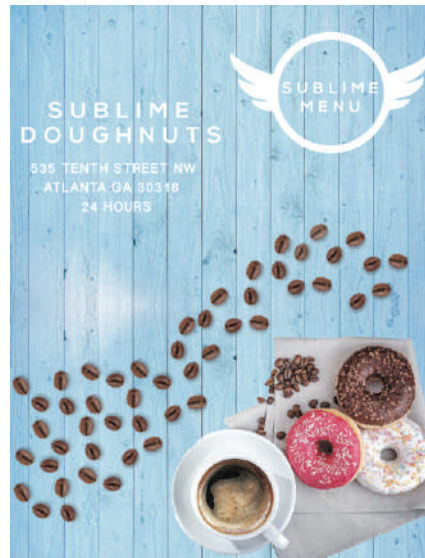
In this redesign, I revised the previous menu to have a **darker blue** to more closely match Sublime donuts. I also designed the inside of the cover to be more **simple** and give the user's eye room to **breathe**.



The other design was a complete **new** idea that tried to evoke the **senses** of the user with a large image of donuts and coffee. This design failed in that the front did not match the aesthetic of Sublime and the inside did not match the flow and allure of the front. It was very **novice** and **not well polished**.



5. Brand Identity



Color change and new use of grid

To more closely match the Sublime aesthetic, I changed the **background color** to a light blue wood grain. I also tried to recreate random coffee beans, but that was not as successful.



On the inside, I continued the **flow** of the front and had each row of donuts be part of a **curve**. This allowed the menu to have **fluidity** and also some **white space** to show the coffee flavors. One problem with this curve design was that the inside seemed to be a little too **forced** and it **lacked an overall structure**.



6. Final Concept



Adding curved lines and finishing touches

I got rid of the fake random coffee beans and opted for **sprinkles** to better match Sublime. I re-enlarged the coffee and donuts image to give the cover back some **life**. For the back, I added **curves** to the background that the donut images could **follow**. These curves also allow the user's eye to move **downward**, see all the donuts and also browse the coffee options.