

Krispy Kelps

Seaweed superfood



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Concept

By 2050, red meat consumption must be reduced by 50%.

However, food is not like any other product. It holds memories and stories for people all over the world. This project is about providing users with an alternative to something that already holds meaning to them. This means that it's crucial to facilitate people to tell new stories.

By introducing people to algae-based food as a fast-food service, it's possible to familiarise people with more viable alternative protein sources. **To provide a new guilty pleasure and show that the future of meat alternatives can be a great one, not just a necessary one.**

User Journey



User notices branding campaign on social media or public space



The next time they're hungry, the user decides to try out this new food



User downloads the app



User recommends the app to friends after enjoying the food and experience



User receives tasty food and becomes familiar with algae products

Key Secondary Sources

EAT-Lancet Report

The EAT-Lancet commission are one of the leading authorities in regard to the future of sustainable food. This is a valuable source to help identify current problems.

Teagasc

As the Irish agriculture and Food development authority, teagasc is a key stakeholder in the area of Ireland's food systems and how they may change in the coming years.

Academic papers

Alternative protein sources have been extensively researched by scientific communities, making these papers a valuable resource regarding future viable options.

Key Secondary Insights

- Red meat consumption must be reduced by 50% by 2050
- Food neophobia is a key factor in people's food choices
- Cultivated meat, insects, pulses and algae are projected to be possible viable protein sources in the future
- Macro & micro algae are projected to be viable sources of protein and nutrients
- Consumer perception regarding these foods is a barrier for consumers

Key Primary Sources



Survey - 28 participants
22 Meat-eaters
5 Vegetarians
1 Vegan



Interview - 3 participants
2 Vegetarians
1 Meat-eater

Key Primary Insights



Many people find cooking frustrating due to time constraints



Convenience is a large factor in people's food decisions



People viewed getting enough protein as a barrier to vegetarianism or veganism



Many people want similar food experiences to the ones they already have, without the consequences



Most people wanted to see a shift toward more sustainable food systems and less meat products

Target Audience

18-24 year old meat-eaters



- Studies suggest that this age range is the most open to trying new foods
- Target audience in which change would be most impactful, as currently most people eat meat
- Normalising alternative proteins among young people is an impactful step towards sustainable food futures

Personas



Mark the Meat-Eater

Bio

Mark is a project manager working in a company in Dublin. He grew up eating meat and sees little reason to change. He prioritises convenience above all else. He enjoys eating a variety of different foods but dislikes the process of preparing food.

Values

- Convenience
- His health and nutrition
- Spending time with his friends
- His family
- Eating his favourite foods
- His job

Name: Mark

Age: 26 years old

Location: Dublin, Ireland

He/him

Goals

- Stay physically fit
- Cook a variety of foods
- Get enough protein in his diet
- Spend time with his friends
- Share tasty meals with loved ones
- Engage with new cultures through food

Frustrations

- Getting enough protein
- Preparing food
- Expensive foods
- Delivery foods being expensive
- Spending money on low quality food
- Spending more time cooking than eating

“ I love eating meat because it’s convenient and I get to enjoy tasty meals. Convenience is the most important thing. ”

Likes/Dislikes

- Meat dishes
- Eating new foods when travelling
- Exercise
- Spending time with loved ones
- Job
- Dislikes meal planning and cooking

Motivations

Mark is strongly motivated by convenience. He prioritises his own habits and preferences, regardless of environmental impact. He believes that because he is only 1 person, his actions don’t make a difference. He’s usually hesitant to change his routines.

Personas



Monica the Moral Compass

Bio

Monica is a primary school teacher. Monica grew up vegetarian and chose to become a vegan when she was 14. She loves animals and finds animal agriculture abhorrent. She always acts according to her principles and believes strongly in her values.

Values

- Animal rights
- Sustainable habits
- Ethical consumption
- Staying healthy
- Environmental contributions
- Her loved ones

Name: Monica

Age: 24 years old

Location: Dublin, Ireland

She/they

Goals

- Inspire others
- Educate people about food systems
- Have a healthy relationship with food
- Be connected with nature
- Eat less processed foods
- Cook tasty meals

Frustrations

- Lack of vegan options
- Difficult to grow own food
- Processed foods becoming common
- Animal agriculture
- How difficult it is for people to change
- How expensive food is

“ I would love for plant-based options to become more enticing for meat-eaters. We’re all in this together. ”

Likes/Dislikes

- Cooking her own meals
- Sharing meals with loved ones
- Seeing her plants grow
- Trying new foods
- Travelling
- Helping others

Motivations

Monica is motivated by her moral compass. She believes that it is important to live by your own values and to lead by example. She is critically optimistic that future generations don’t have the same problems that we face and wants to play her part.

Personas



Sam the Health Nut

Bio

Sam is the CEO of a start-up company. He grew up eating meat. Sam places a lot of importance on his fitness and finds that eating meat best suits his needs. He enjoys trying new foods but often finds it difficult to get the nutrition that he needs.

Values

- Staying physically fit
- Eating well
- Having energy for his hobbies
- Having enough time for his business
- Spending time with friends
- Enjoying his food

Name: Sam

Age: 24 years old

Location: Dublin, Ireland

He/they

Goals

- Regularly go to the gym
- Meet his protein goals
- Gain muscle
- Share tasty meals with friends
- Not spend too much time preparing
- Get all his nutritional needs

Frustrations

- Preparing foods for long periods
- Meal planning
- Overly processed foods
- Difficult tracking nutritional needs
- Having variety in his diet
- Expensive foods

“ I’d love to cut down on my meat consumption, but I think it’d be too hard to get all of my nutritional needs ”

Likes/Dislikes

- Having meals with friends
- Finding new recipes
- Hiking
- Sea swimming
- Dislikes long meal prep times
- Dislikes overly processed foods

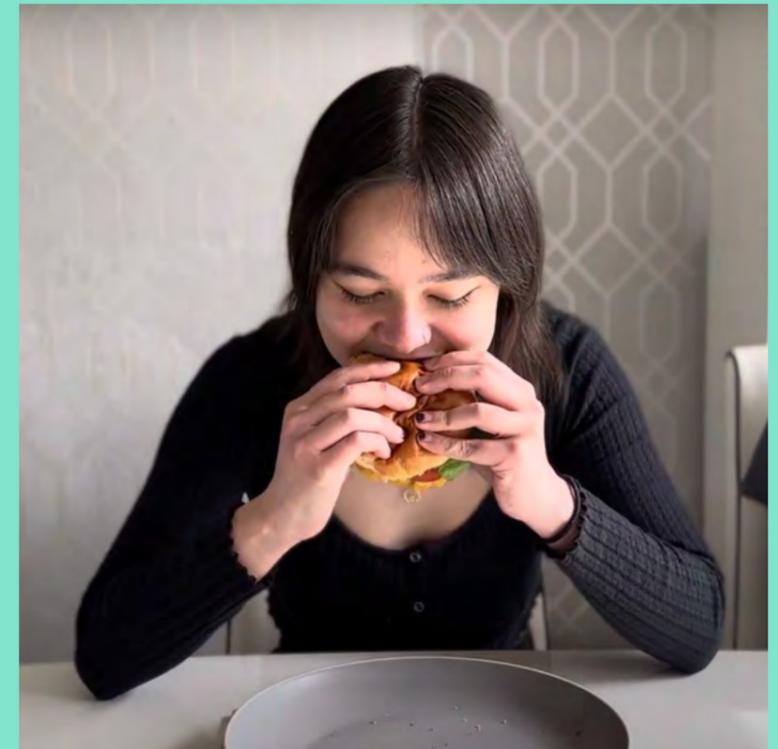
Motivations

Sam is motivated by his own fitness. He extracts a lot of joy from exercise and staying physically fit. He prefers eating meat because he finds it difficult to get what he needs nutritionally from other products. He wishes that it was easier to stay healthy.

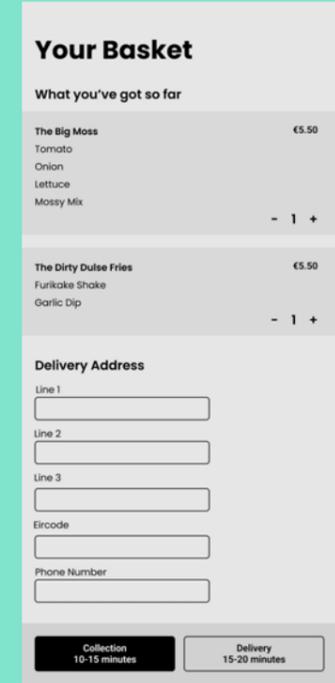
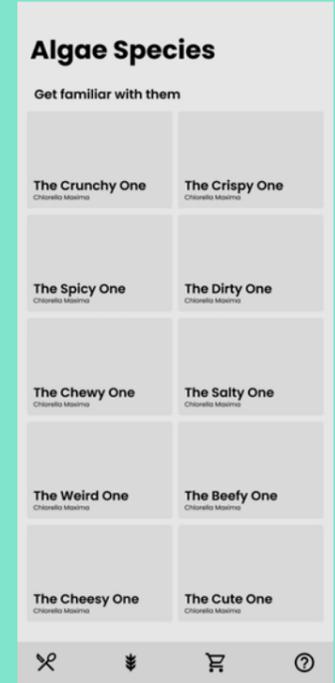
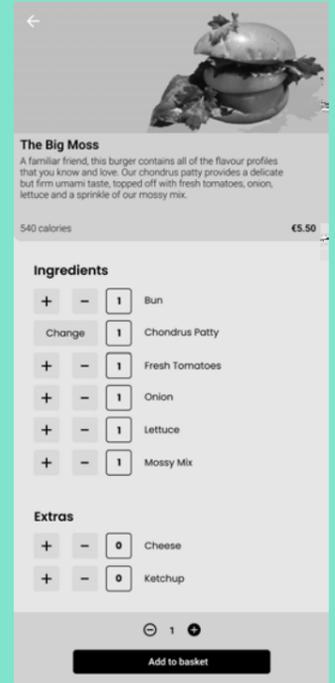
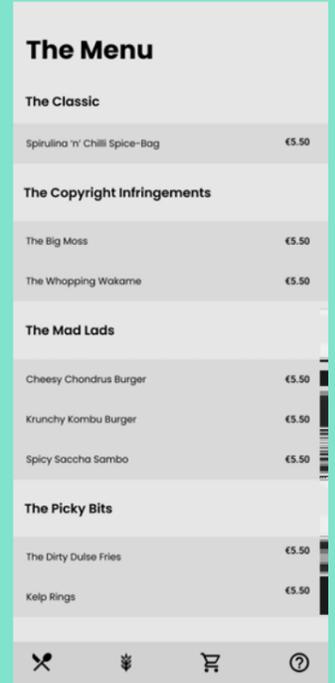
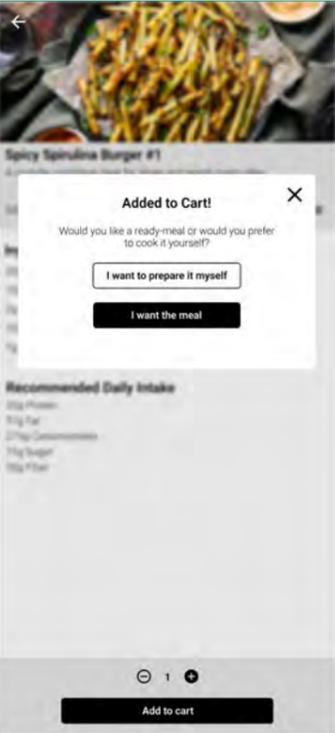
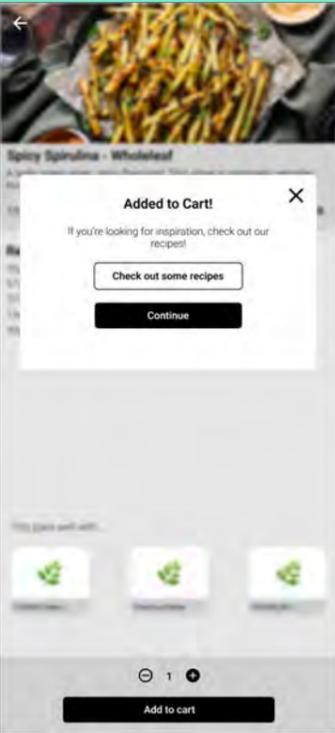
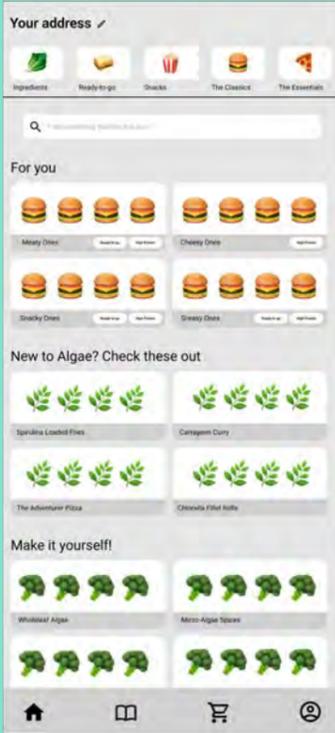
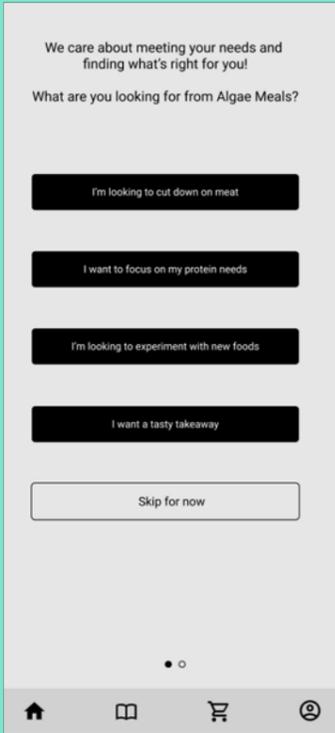
User testing algae products

“
**You’d never
guess it was
seaweed**
”

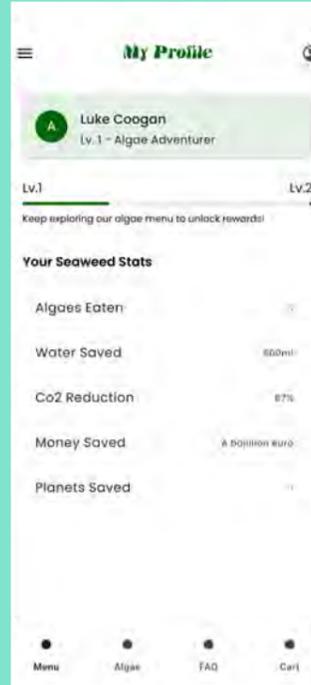
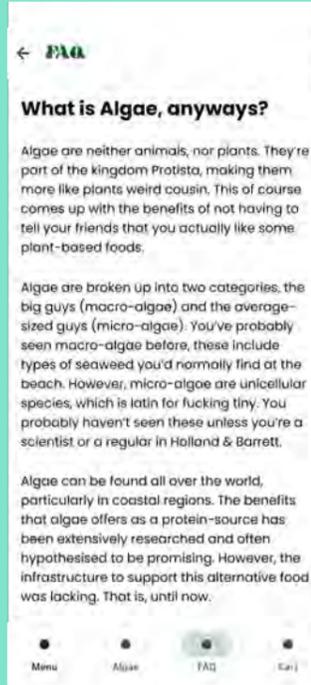
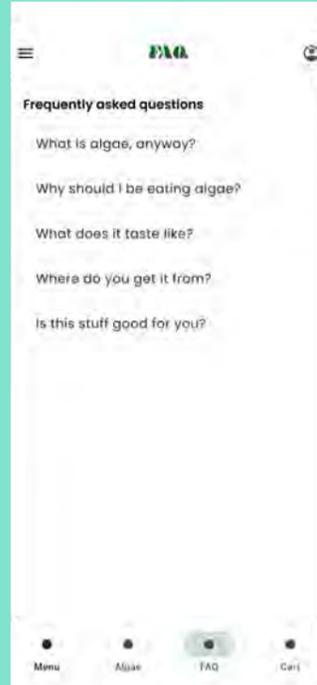
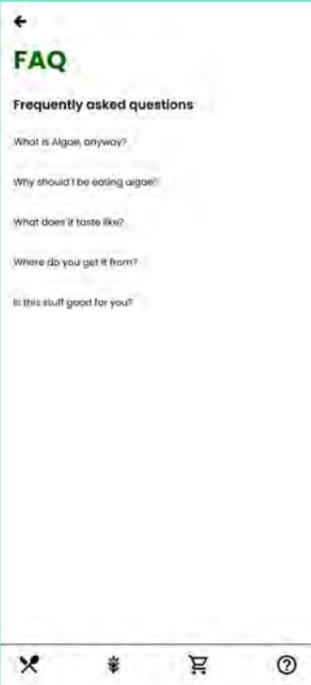
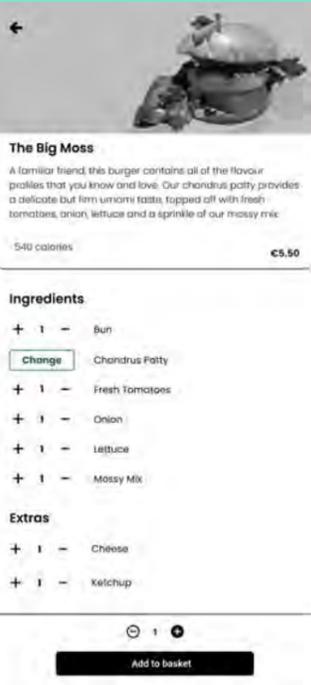
To better understand how real users would interact with these products, I made them myself. I held three user tests in which users taste tested burgers and spicebags containing nori, kombu, dillisk, and spirulina. Appearance and taste were both responded to positively and all participants expressed interest in trying more alternative protein products.



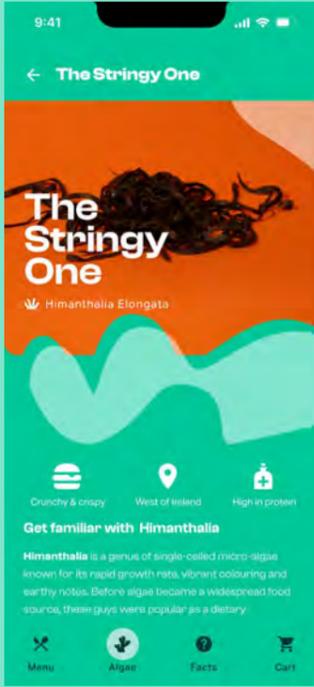
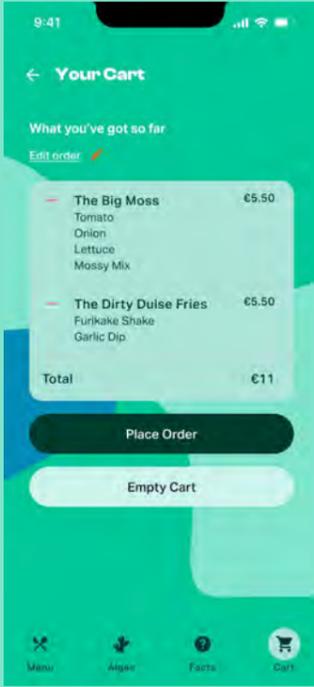
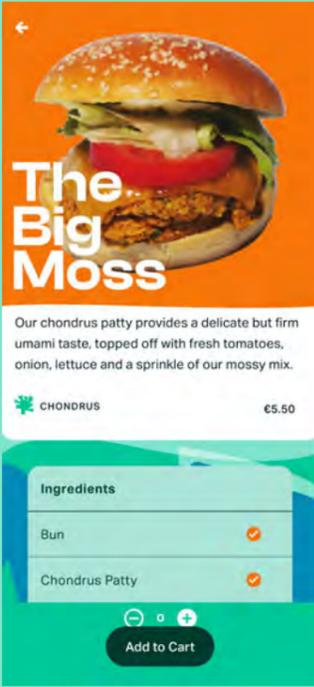
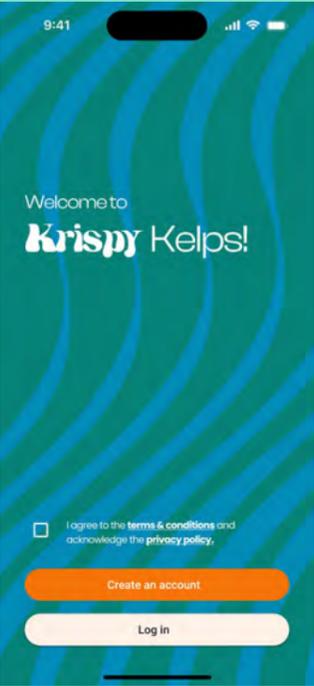
Design Development - Phase 1



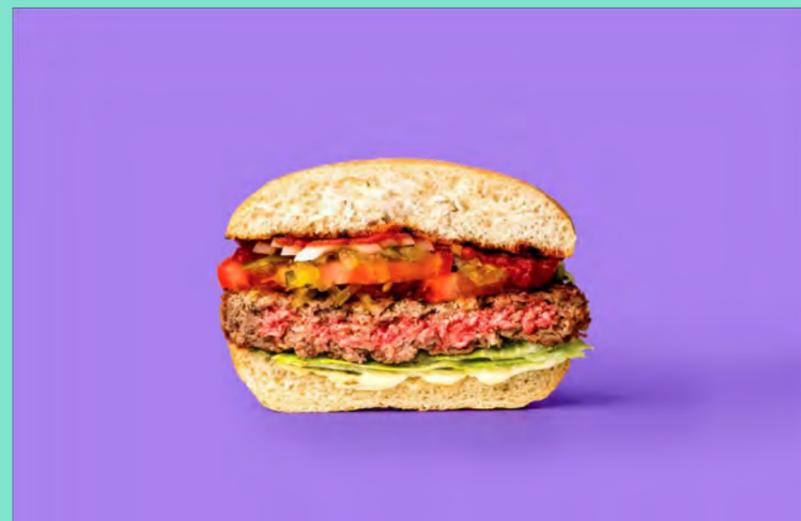
Design Development - Phase 2



Design Development - Phase 3



Visual Research



Photography



Photography



Branding Campaign Iteration

The image displays ten different branding campaign iterations for 'Krispy Kelps' arranged in a 2x5 grid. Each iteration features a unique color palette, typography, and product imagery.

- Iteration 1 (Top Left):** Yellow background with green seaweed at the bottom. Text: 'Kelp yourself', 'BIG FAT DIRTY KOMBU BURGER'. Product image: A burger with a kombu patty.
- Iteration 2 (Top Middle-Left):** Purple background with green seaweed at the bottom. Text: 'Kelp yourself', 'Micro-algae', 'MASSIVE FLAVOUR'. Product image: A burger with a kombu patty.
- Iteration 3 (Top Middle-Right):** Yellow background with green seaweed at the bottom. Text: 'Kelp yourself', 'Chickens sound like "cluck"', 'Cows sound like "moo"', 'Seaweed sounds like a plan.', 'Get to know them.' Product image: A burger with a kombu patty.
- Iteration 4 (Top Far Right):** Yellow background with green seaweed at the bottom. Text: 'Kelp yourself', 'BIG FAT DIRTY KOMBU BURGER'. Product image: A burger with a kombu patty.
- Iteration 5 (Top Far Right):** Blue and orange wavy background. Text: 'Too chicken to try some seaweed?'. Product image: A burger with a chicken patty.
- Iteration 6 (Top Far Right):** Red and purple wavy background. Text: 'Too chicken to try some seaweed?'. Product image: A burger with a chicken patty.
- Iteration 7 (Bottom Left):** Purple background with yellow wavy patterns. Text: '"The Crispy One"', 'Chondrus Crispus'. Product image: A pile of seaweed chips.
- Iteration 8 (Bottom Middle-Left):** Purple background with yellow polka dots. Text: 'Too chicken to try some seaweed?'. Product image: A burger with a chicken patty.
- Iteration 9 (Bottom Middle-Right):** Purple background with yellow polka dots. Text: 'Too chicken to try some seaweed?'. Product image: A burger with a chicken patty.
- Iteration 10 (Bottom Far Right):** Red background with yellow wavy patterns. Text: 'Too chicken to try some seaweed?'. Product image: A burger with a chicken patty.
- Iteration 11 (Bottom Far Right):** Green background with white geometric shapes. Text: 'Krispy Kelps', 'Seaweed superfoods'. Product image: A burger with a kombu patty.
- Iteration 12 (Bottom Far Right):** Orange background with white geometric shapes. Text: 'Krispy Kelps', 'Seaweed superfoods'. Product image: A plate of seaweed chips.

Visual Identity - Typography

Display

Clash Display

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Algae are neither animals, nor plants. They're part of the kingdom Protista, making them more like plants weird cousin. This of course comes up with the benefits of not having to tell your friends that you actually like some plant-based foods.

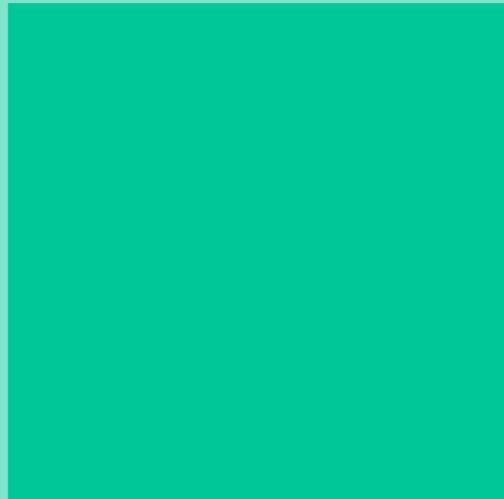
Functional

Aktiv Grotesk

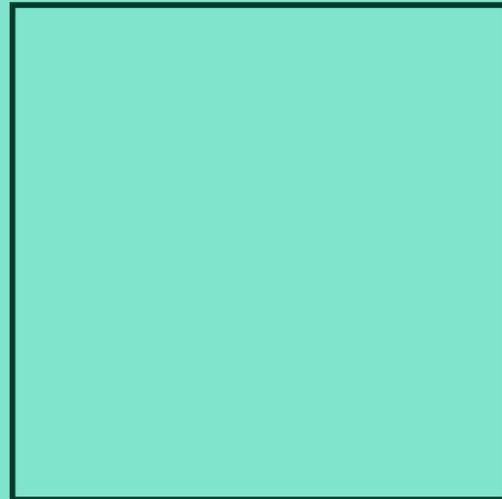
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Algae are neither animals, nor plants. They're part of the kingdom Protista, making them more like plants weird cousin. This of course comes up with the benefits of not having to tell your friends that you actually like some plant-based foods.

Visual Identity - Colour Palette



Algae Green
#00C797
Primary



Matcha Green
#80E3CB
Patterns & Shadow



Soil Green
#003C2D
UI & Body



Marine Blue
#048CB6
Patterns



Dolphin Blue
#82C6DB
Patterns



Ol' Reliable
#FFFFFF
UI & Body



Burger Orange
#F6750B
UI & Body

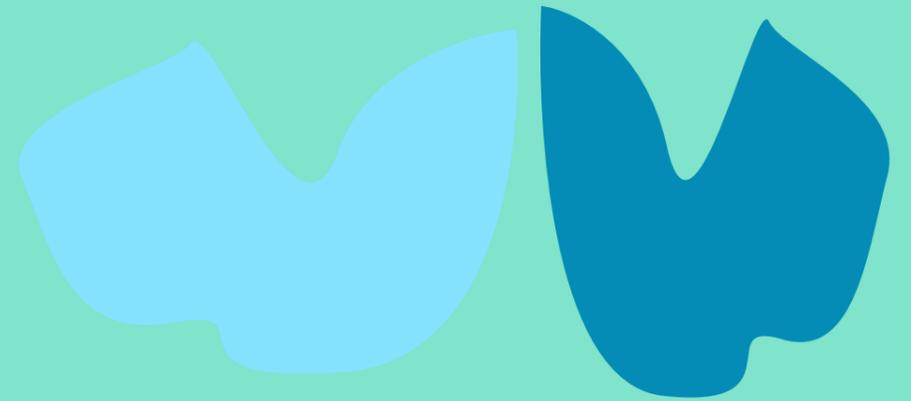
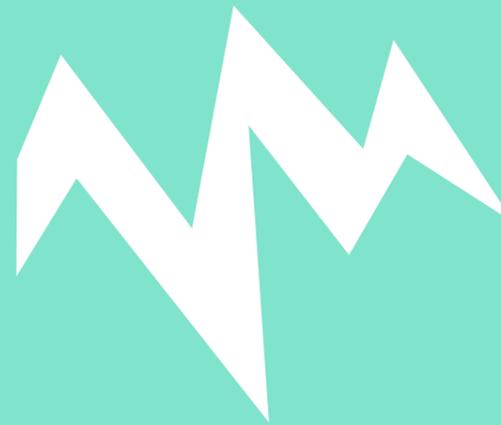
Visual Identity - Brand elements



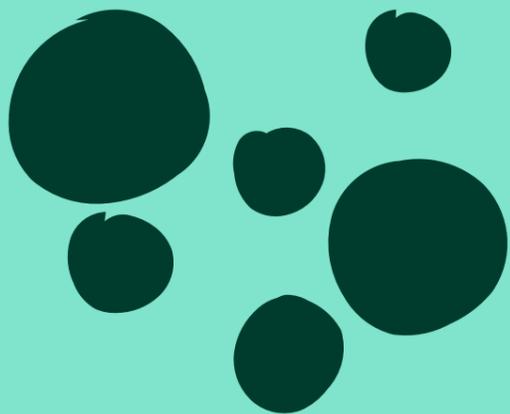
App store icon



IG profile picture



Display graphics for use throughout branding



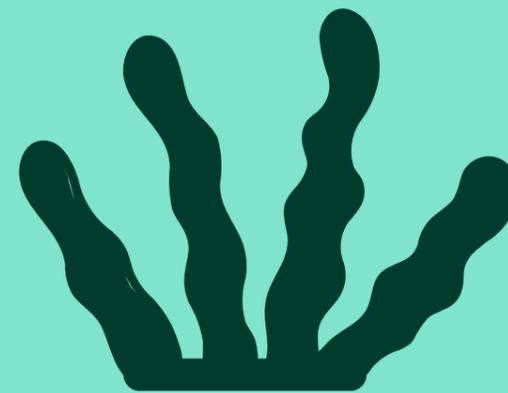
Spirulina



Wakame



Dillisk



Kombu



Chondrus

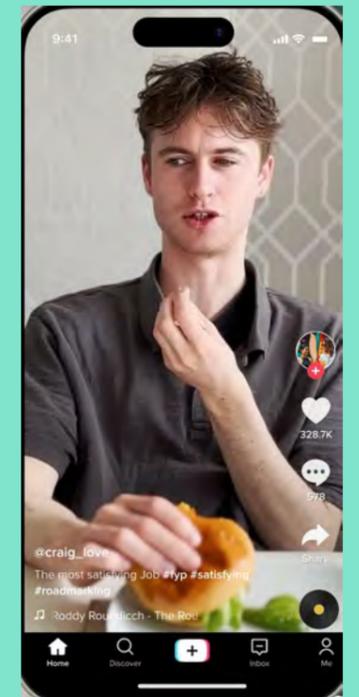
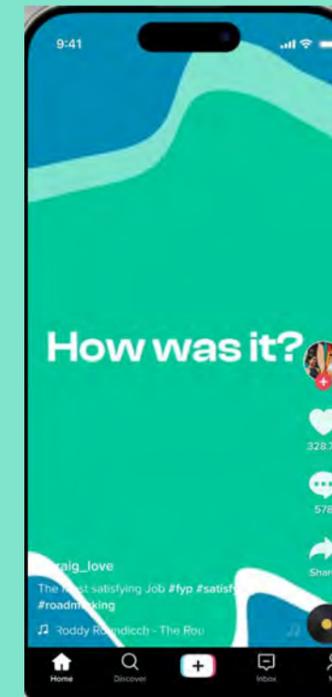
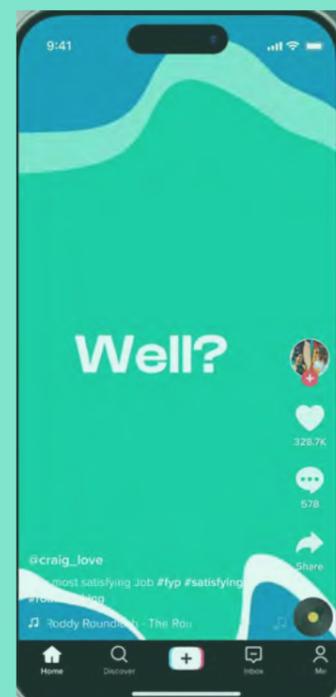
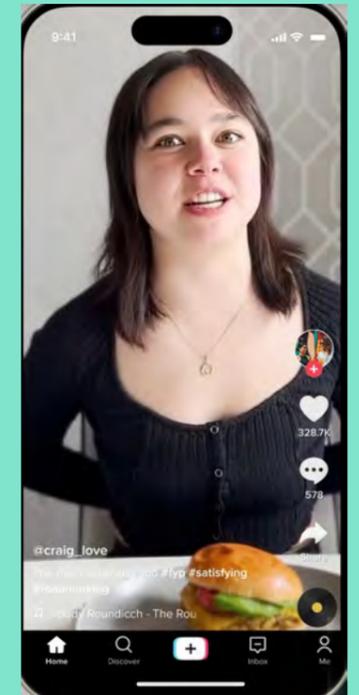
Minor Outcome - Branding Campaign

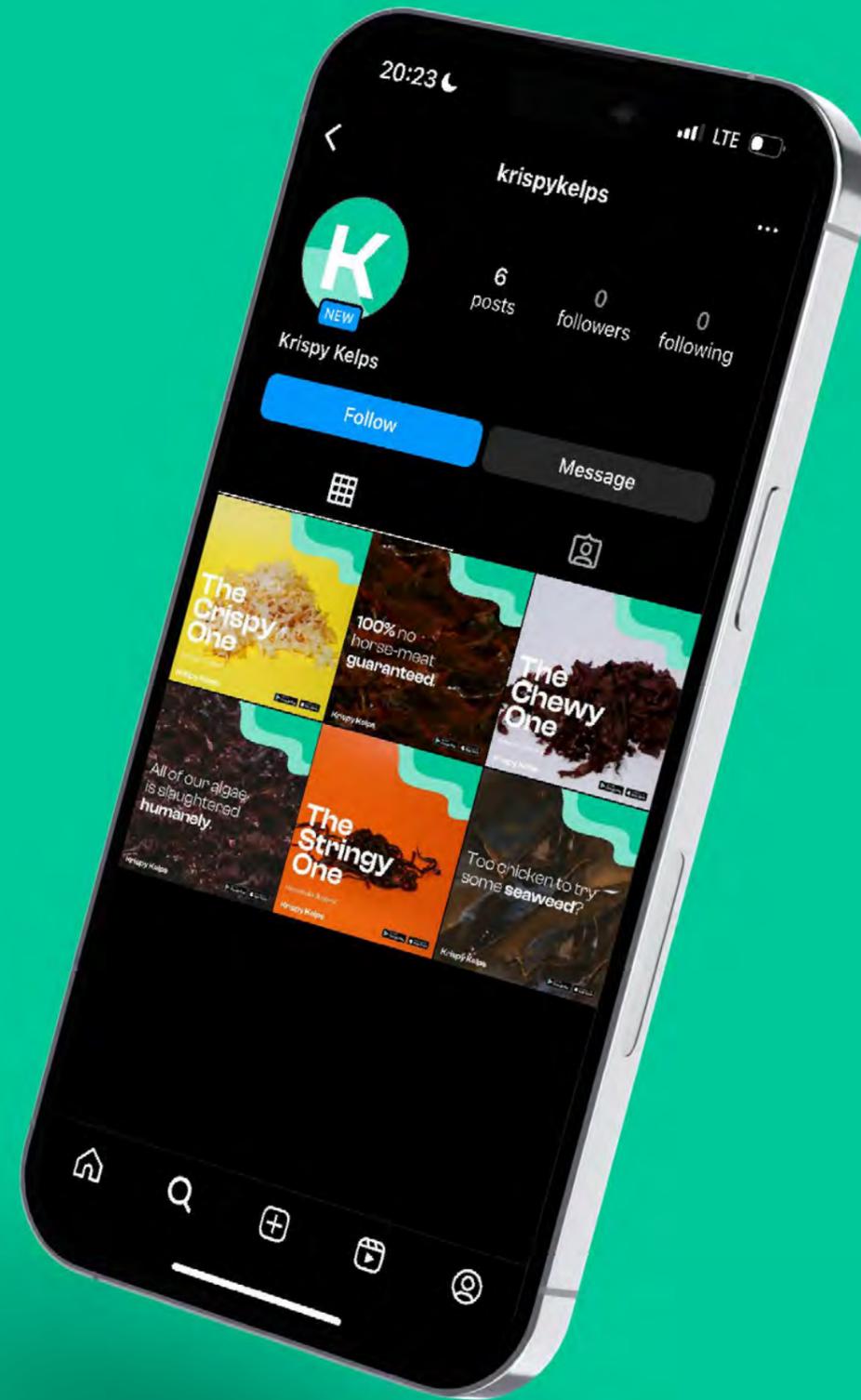
Check out the videos!

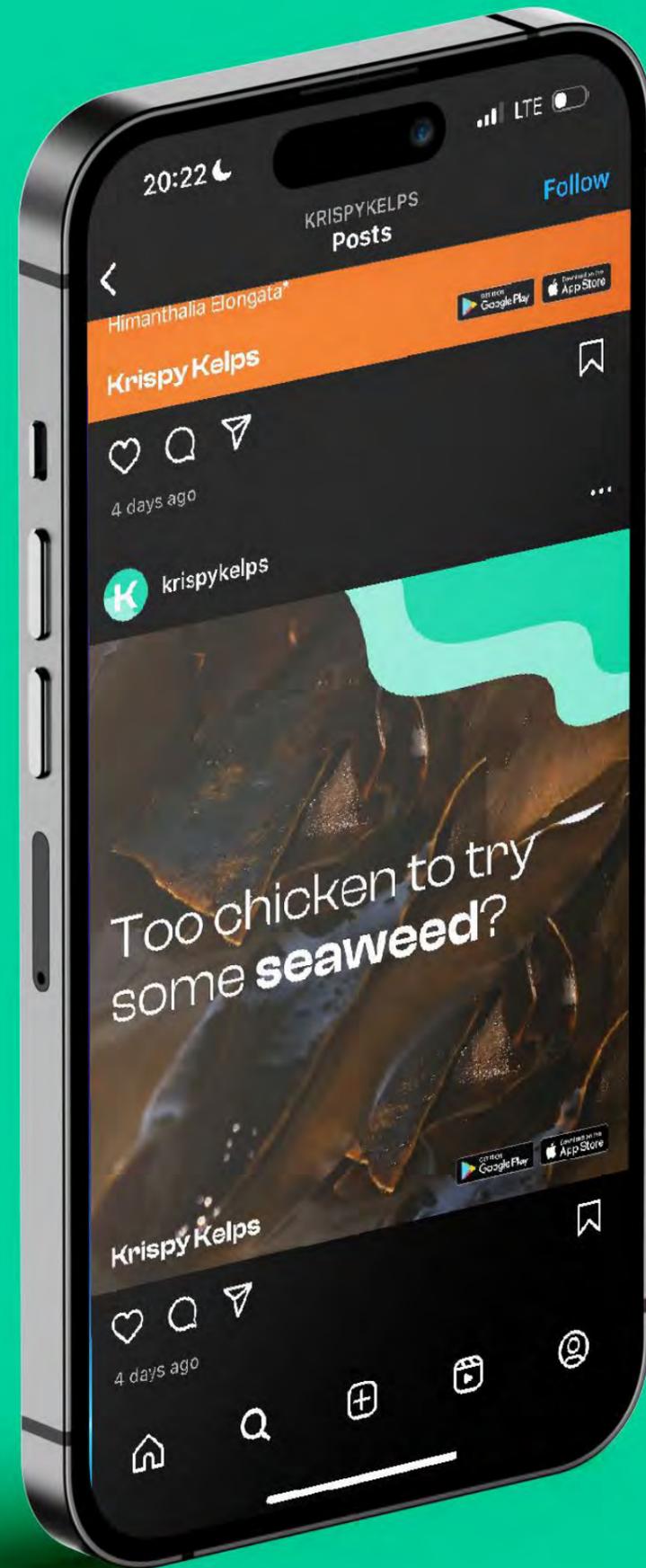
As part of my branding campaign, I created 2 tiktok videos of users live reactions to algae-based products.

The chosen media was Tiktok due to my target audience being a younger demographic and the short videos are focused on early impressions in order to make new potential users feel more comfortable trying the products.

The videos were comprised of real footage from user tests.







Krispy Kelps

Seaweed superfood

The Big Moss

Get the app & order now

Download on the App Store

GET IT ON Google Play

300

Krispy Kelps

Seaweed superfood

Spirulina
Spicebag



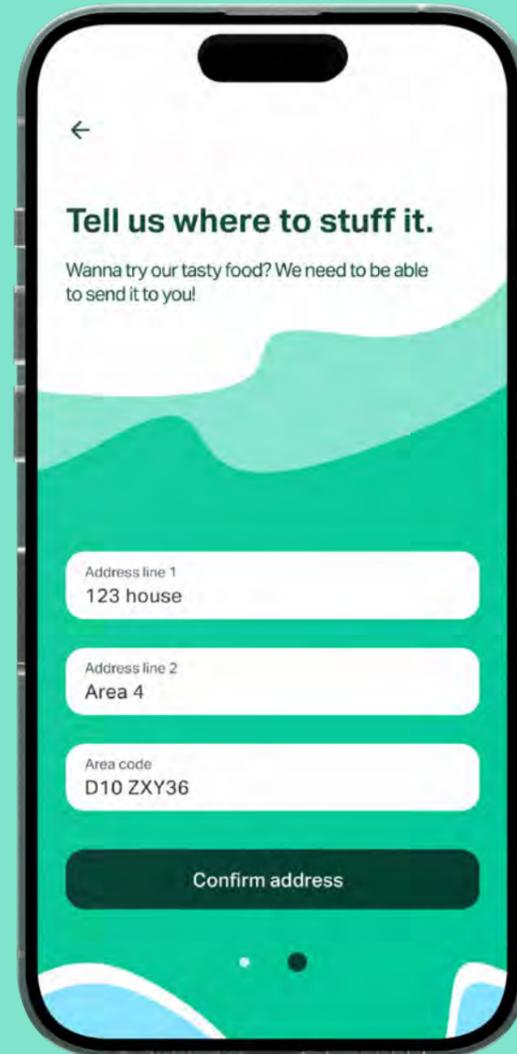
Get the app
& order now



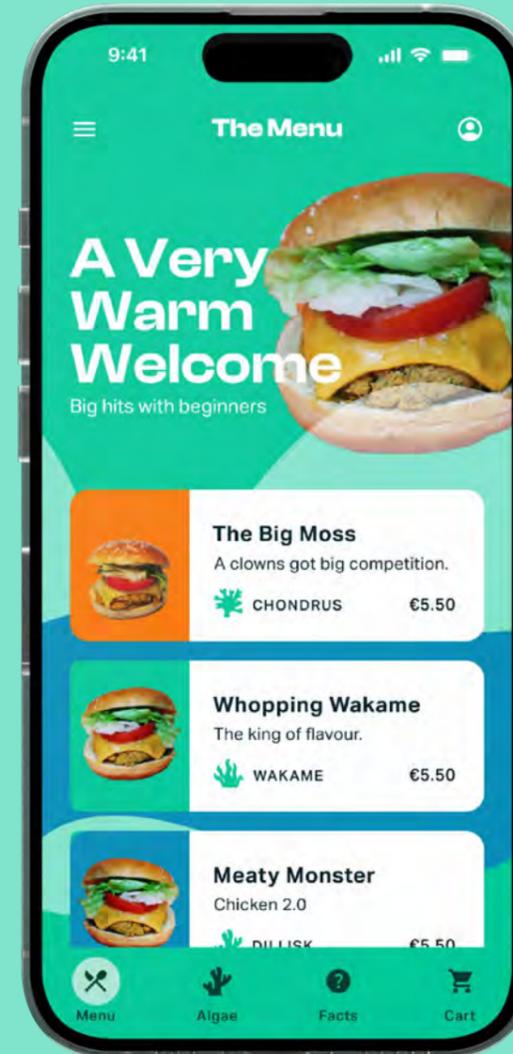
Major Outcome - App Prototype



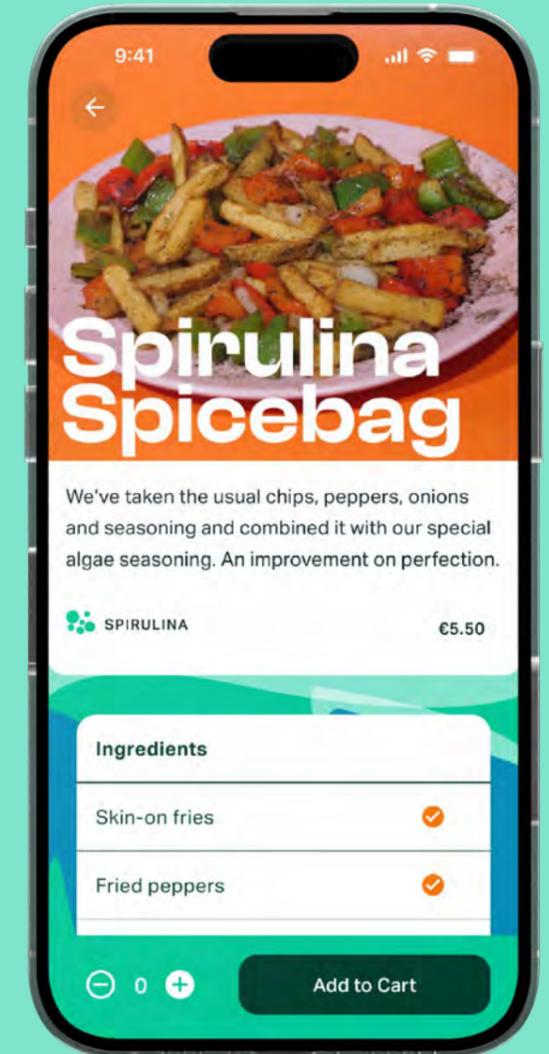
First time user onboarding



User enters address for order



Menu with items for the user to choose from

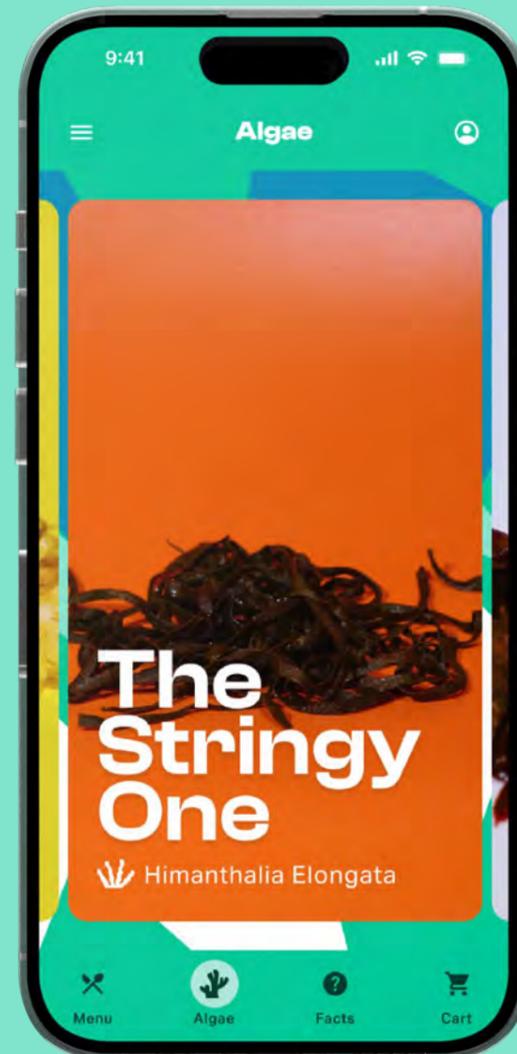


Selected item, user can edit ingredients

Major Outcome - Final Prototype



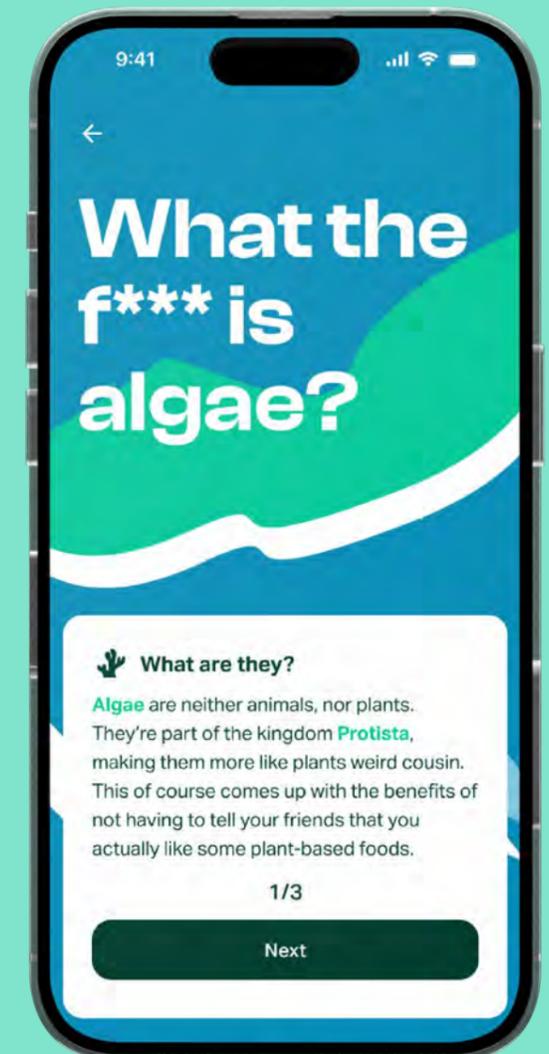
Delivery assistant to engage user



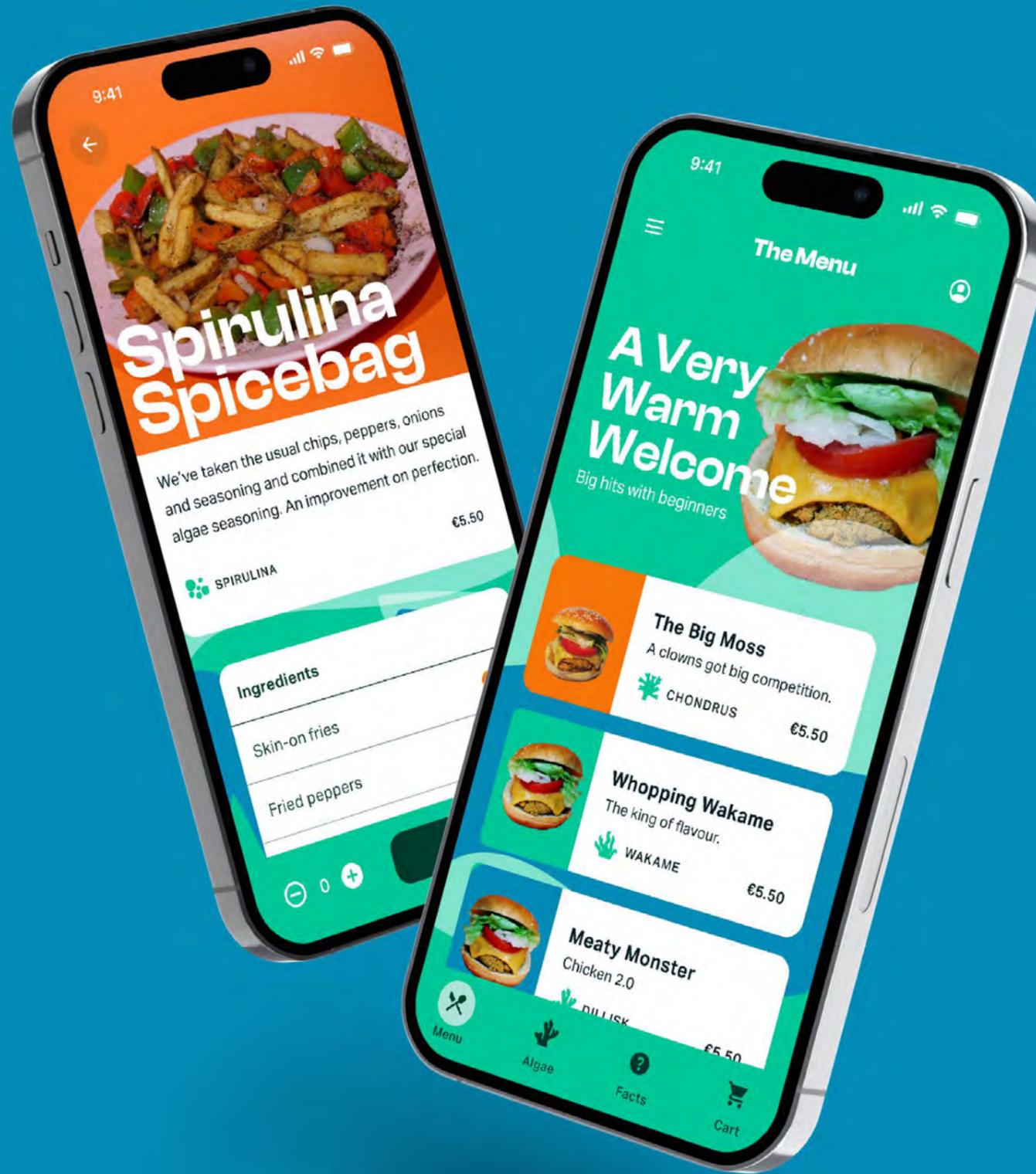
In this section, users can become more familiar with various edible algae



Icons allow for the user to learn information at a glance



Facts section - users can learn more about general algae information





THANKS!!!! :D

Hope you enjoyed