

Juicy

On traditional dating apps, you'll find a wide range of users from all walks of life, and while everyone is unique in their own ways, natural trends can be observed and categories of people can be formed sub-consciously. One of these categories is attractive upper-class women who either are or aspired to be famous Instagram influencers. These are generally wealthier people whose lives seem to revolve around their outward appearance in terms of their looks, their fashion, their perceived lifestyle. These people are a product of growing up with the internet and the birth of social media, allowing public figures like Kylie Jenner to act as role models for young women who seem to place tremendous value on things that others would find rather trivial.

My intention with Juicy was to parody this specific category of person by producing similar photos to the photos used by these individuals on dating apps and replacing the women with various fruits. It is not meant to be obvious whether the intended users of Juicy are humans looking for fruit to eat, or fruits looking for other fruits to date. This project is a manifestation of me chasing a vision of absurdity, and it is meant to be a bizarre, not-so-deep juxtaposition of personified fruits to Instagram model personalities.

All of the app fruits are airbrushed to perfection. No blemishes, no acceptance or celebration of difference. A pure celebration of vanity. If Kylie Jenner has a quote on quote "perfect skin" than so does the Cherry. These are not accurate portrayals of human beings or fruit. Naturally, the environments have also been airbrushed to be more glamorous in photos. A portion of the photos have been taken by me, and a portion of them have been found online. My tools used were Framer, Figma, and Photoshop.

In a parody of other dating apps that already exist, I wanted to name my project a single-word. Seeing as the project was fruit-centric, the idea of choosing a fruit related adjective felt appropriate. Zesty was my second choice of name, but I chose to go with Juicy because zest is a limiting flavor that didn't encompass all fruits. Although that could have worked to my advantage in an exclusionary sense, as my project has an anti-theme of fair inclusion.

Sweet

Fresh

Zesty

Zest

Süss

Flavourful

Pucker

Juicy

Juicer

The font used was Helvetica Neue Medium, with the letter bell-ends rounded, and the dot of the “i” made pink to mimic a round berry. My goal was to design a logo that felt appropriately in place with current startup logo trends. Curvy bold letters with a subtle highlight.

Juicy	<i>Juicy</i>
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Juicy	<i>Juicy</i>
Juicy	<i>Juicy</i>

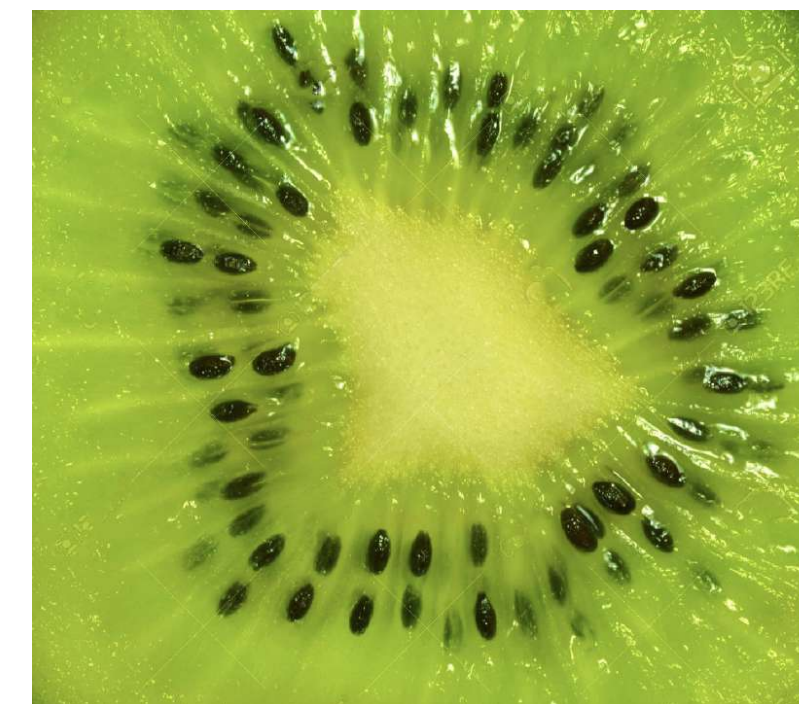


I had also experimented with a text-fill based design where textures of fruit were used as the letter-fill backdrop. The idea of only using one particular fruit in the logo would have offset the color balance of the app so I used a three fruit collage to form the loading screen intro of the app

Juicy



Juicy



Juicy



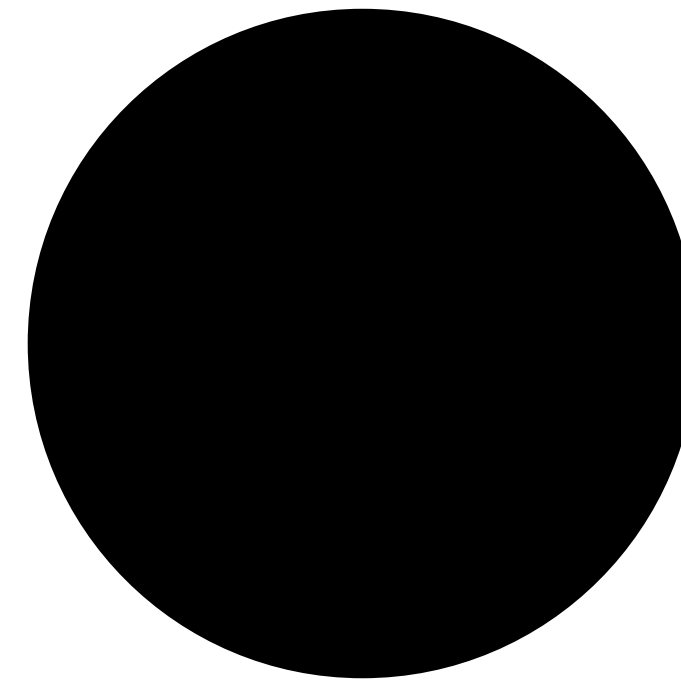
Vanity **Perfection** **Idealism**

Beauty **Ego** **Inequality**

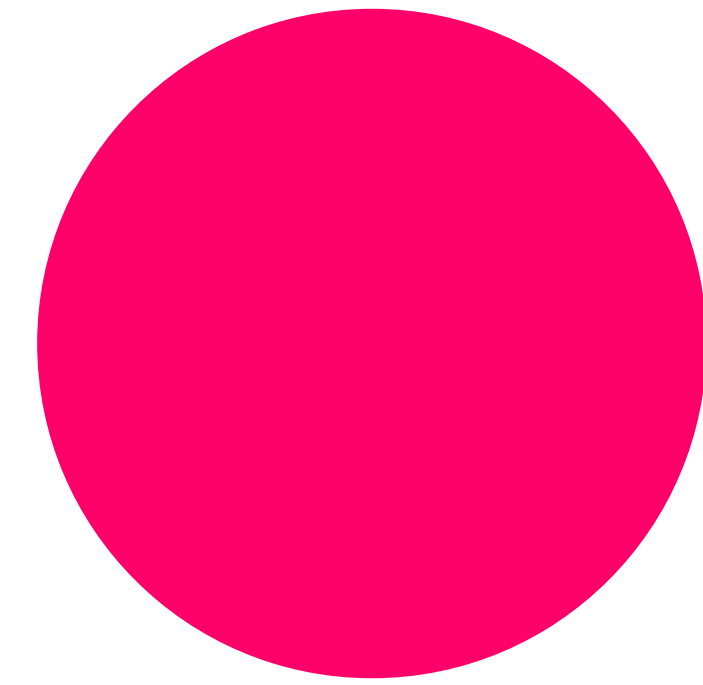
Perception **Self-Awareness**

Love **Luxury**

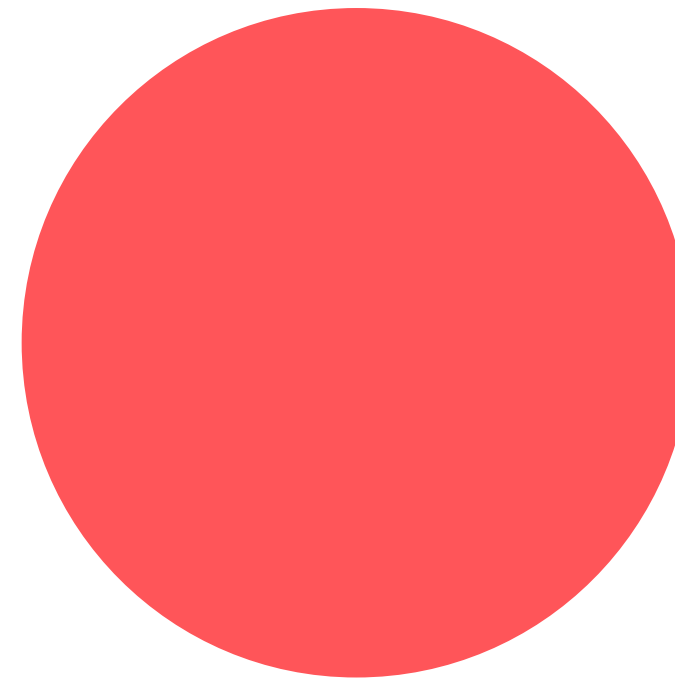
The colors of the primary buttons are modeled after tinder, meant to quickly identify Juicy as a dating app at a glance. The highlight color of pink is meant to evoke thoughts of berry juice.



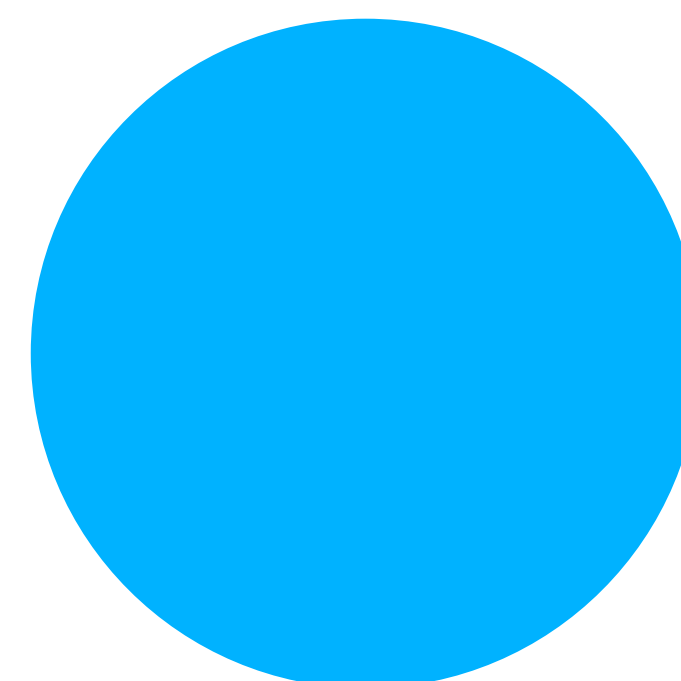
#000000



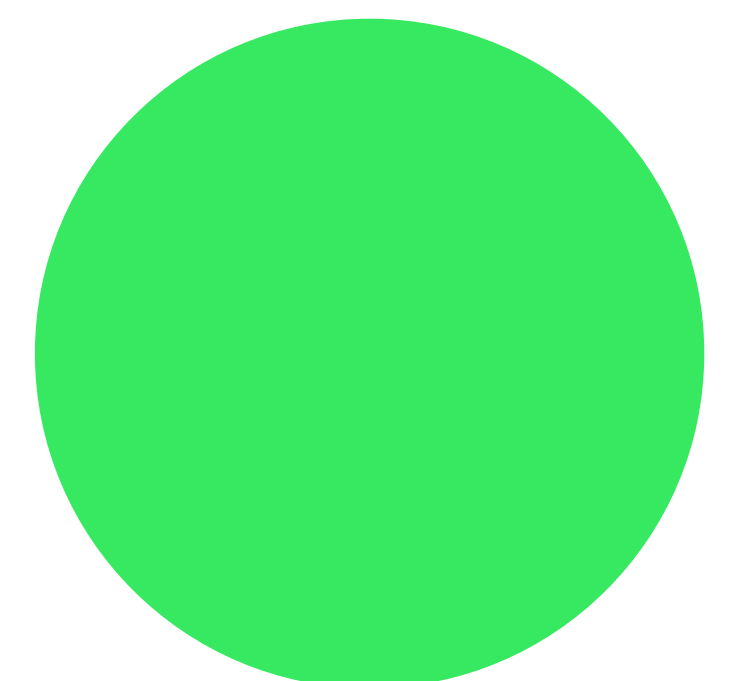
#FF006A



#FF5559

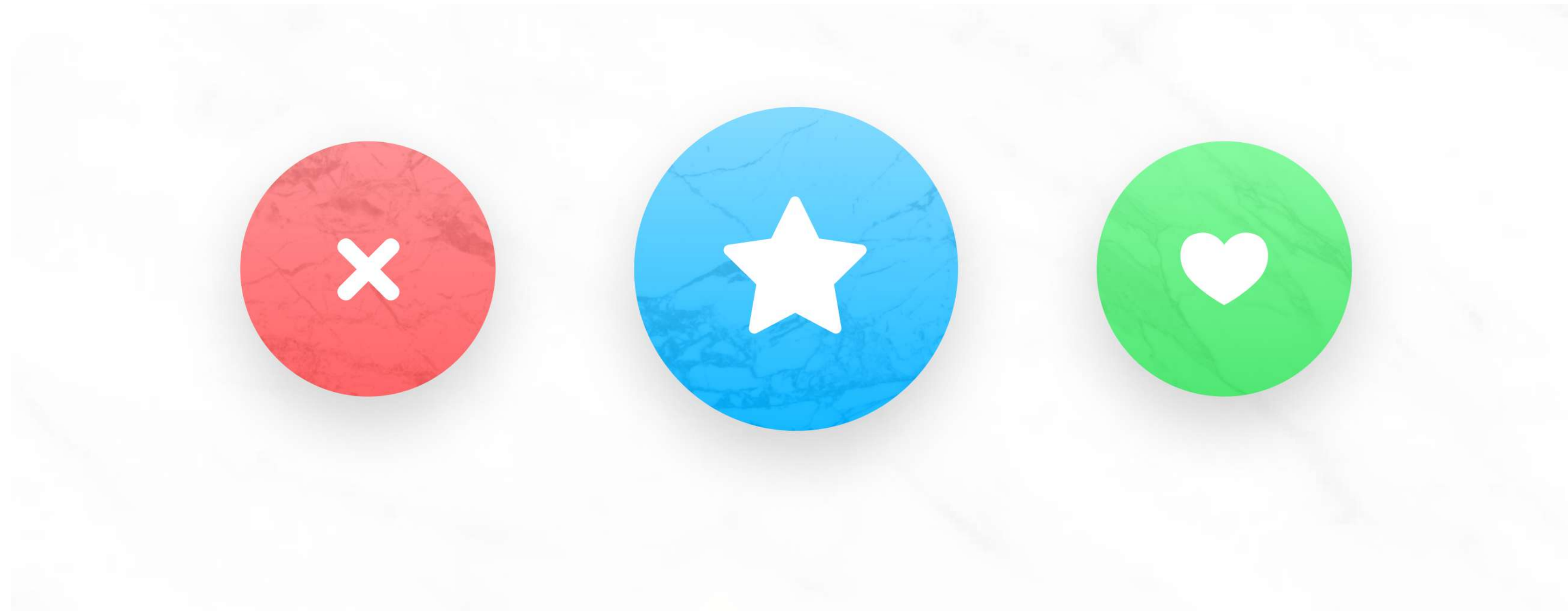


#00B2FF



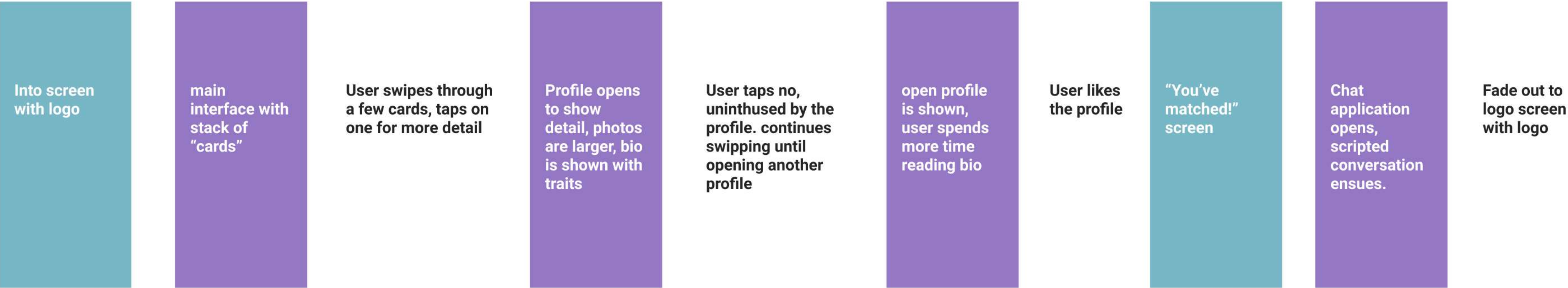
#36E960

Traditional app design usually contains flat colors because flat colors are easily accessible, quick to load, and simple to understand. Seeing as Juicy represents luxury I wanted its buttons to feel equally luxurious, which is why they're backed with textures of marble and polished granite. Gradient overlays and drop shadows also add a level of sophistication.





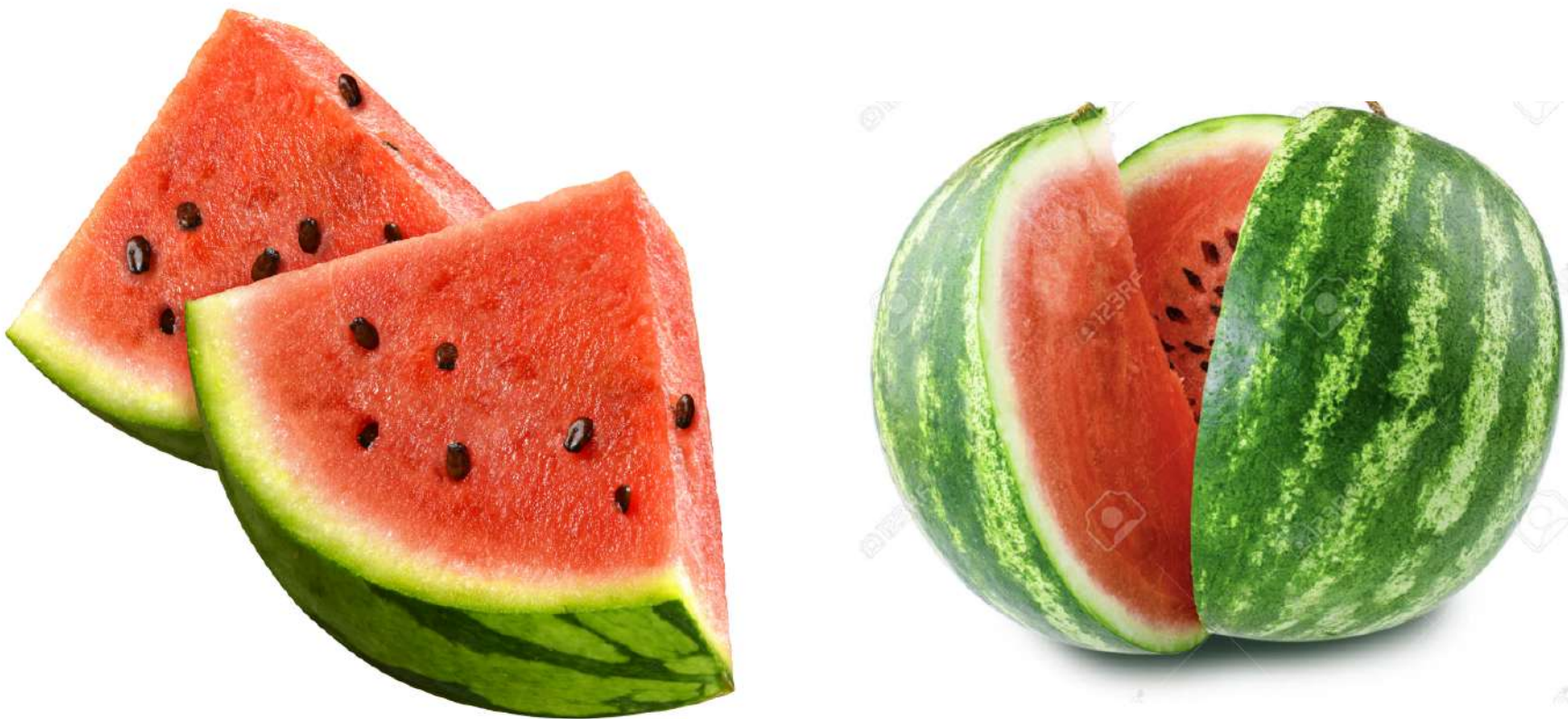
The original storyboard for the flow of Juicy consisted of a seamless experience, where users can interact with the app on rails, popping in and out of views with layered overlays. This proved technically difficult to produce, so the result featured the apps different phases spliced together with fade transitions.



I wanted the characters in juicy to represent the stereotypes that were commonplace on dating apps. These are some of the initial character bios I had originally drafted

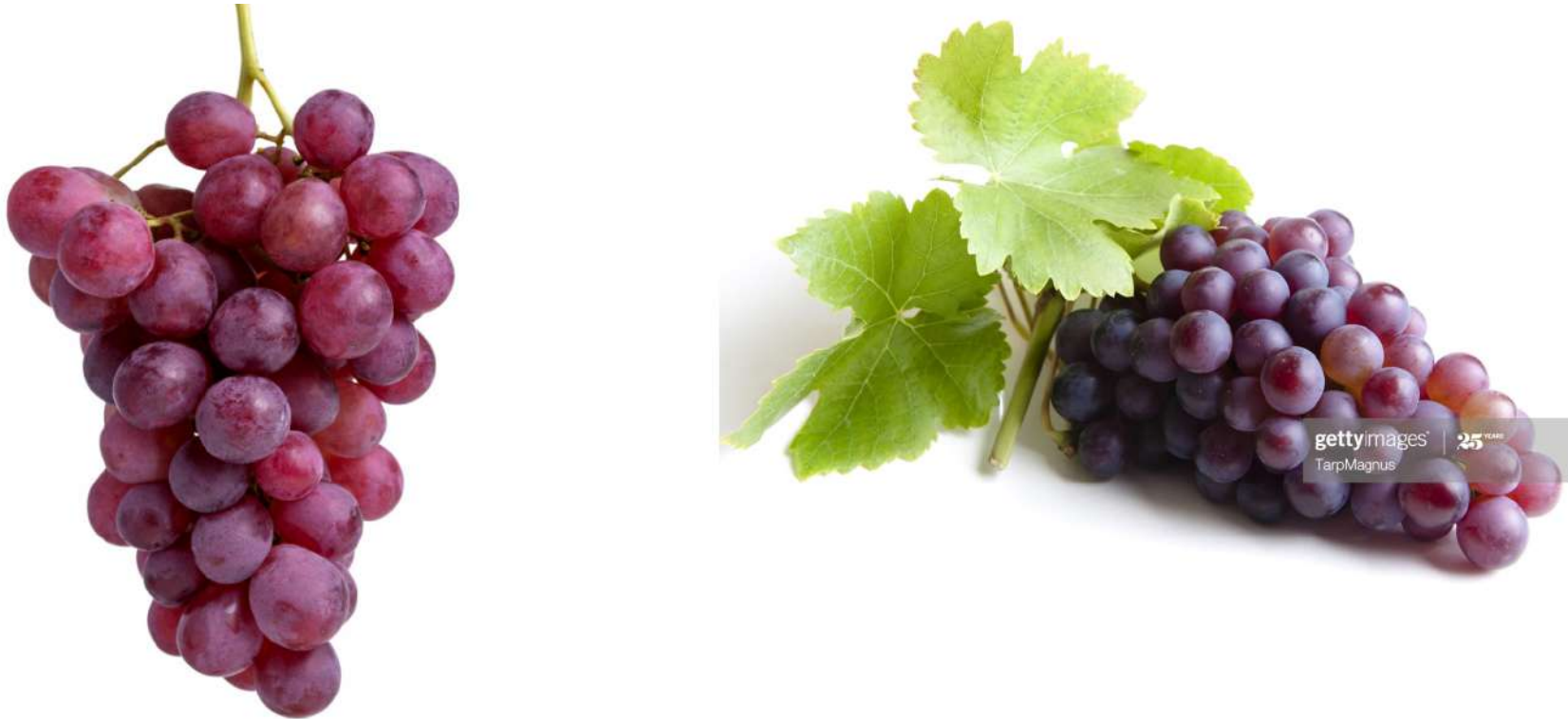
“It takes me a while to open up”

Having to get past it's seeds, emotional baggage



Elistest, rich snob.

“I’ve been known to turn water into wine”



Missing my friends back in Florida 🍊💕☀️

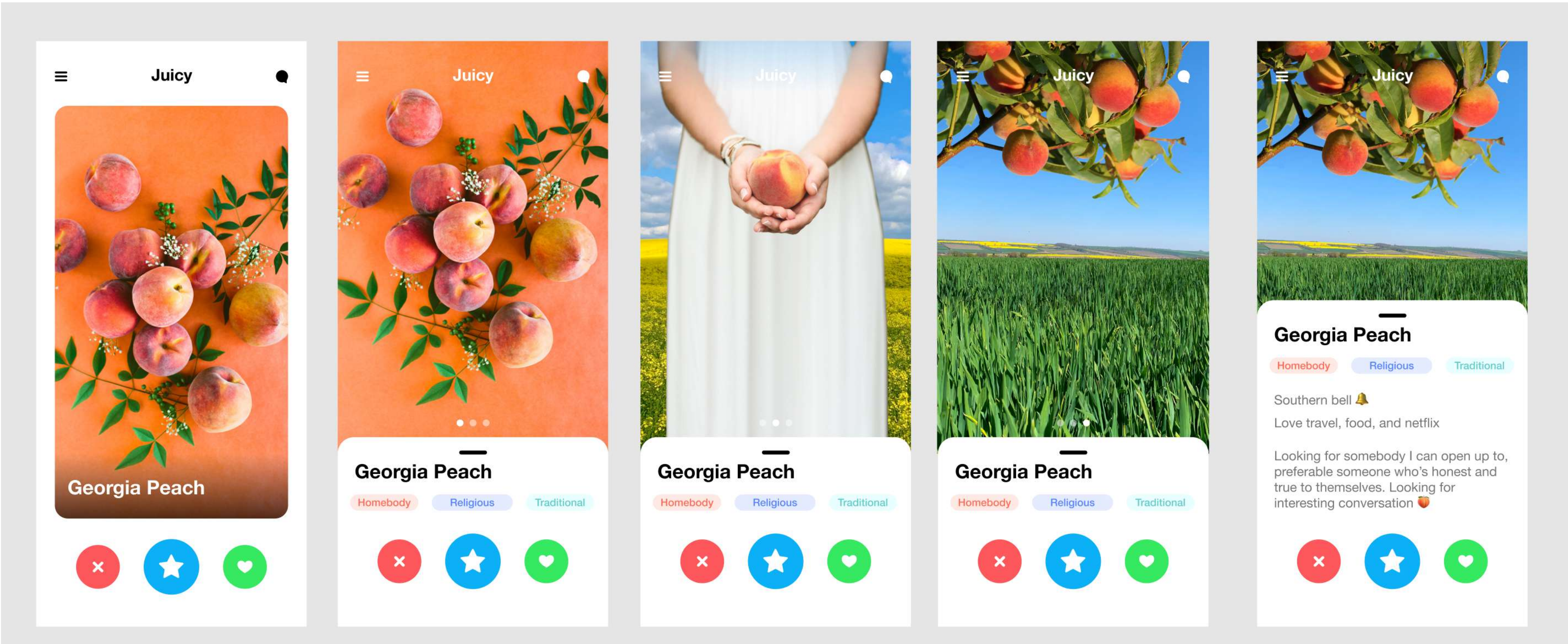
Popular, spoilt rotten

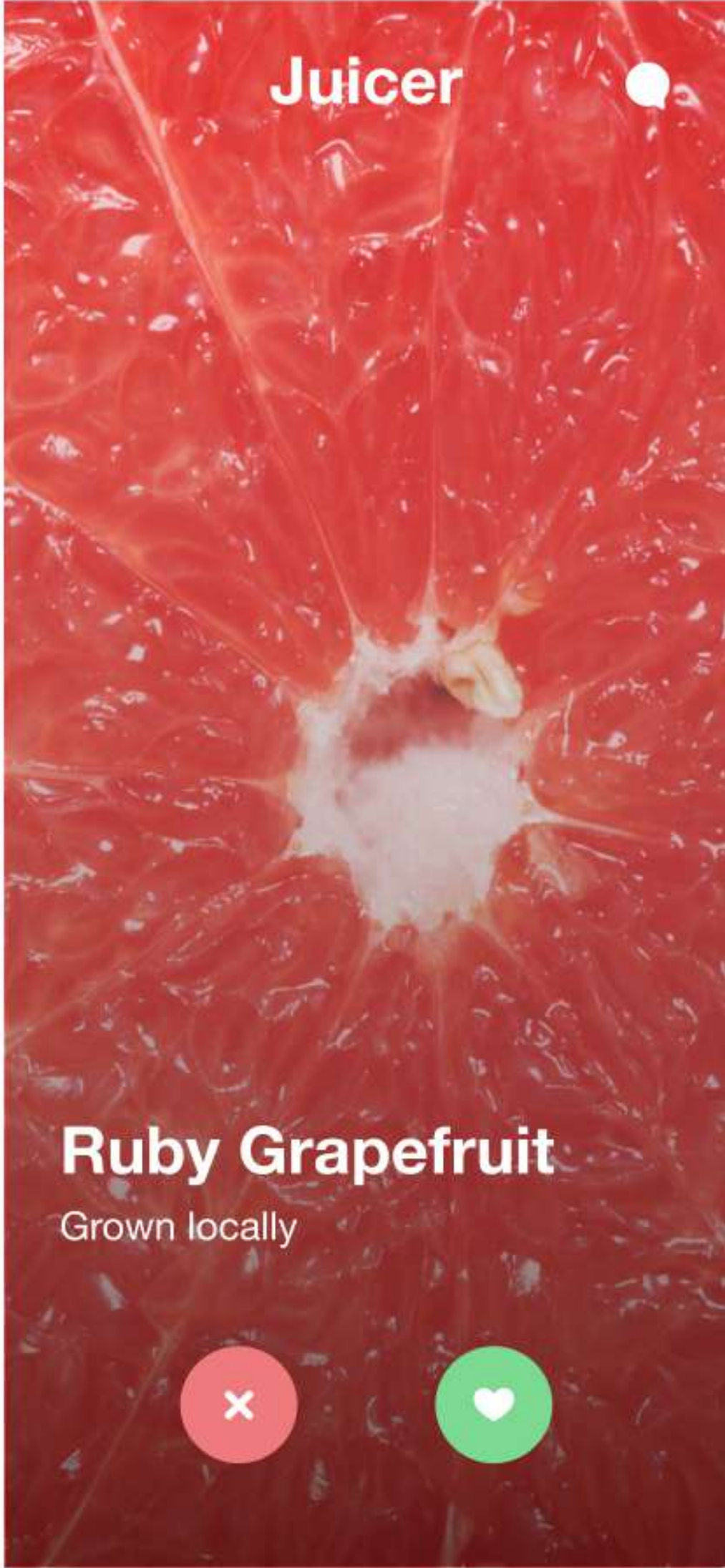


Pucker up, baby 🍋

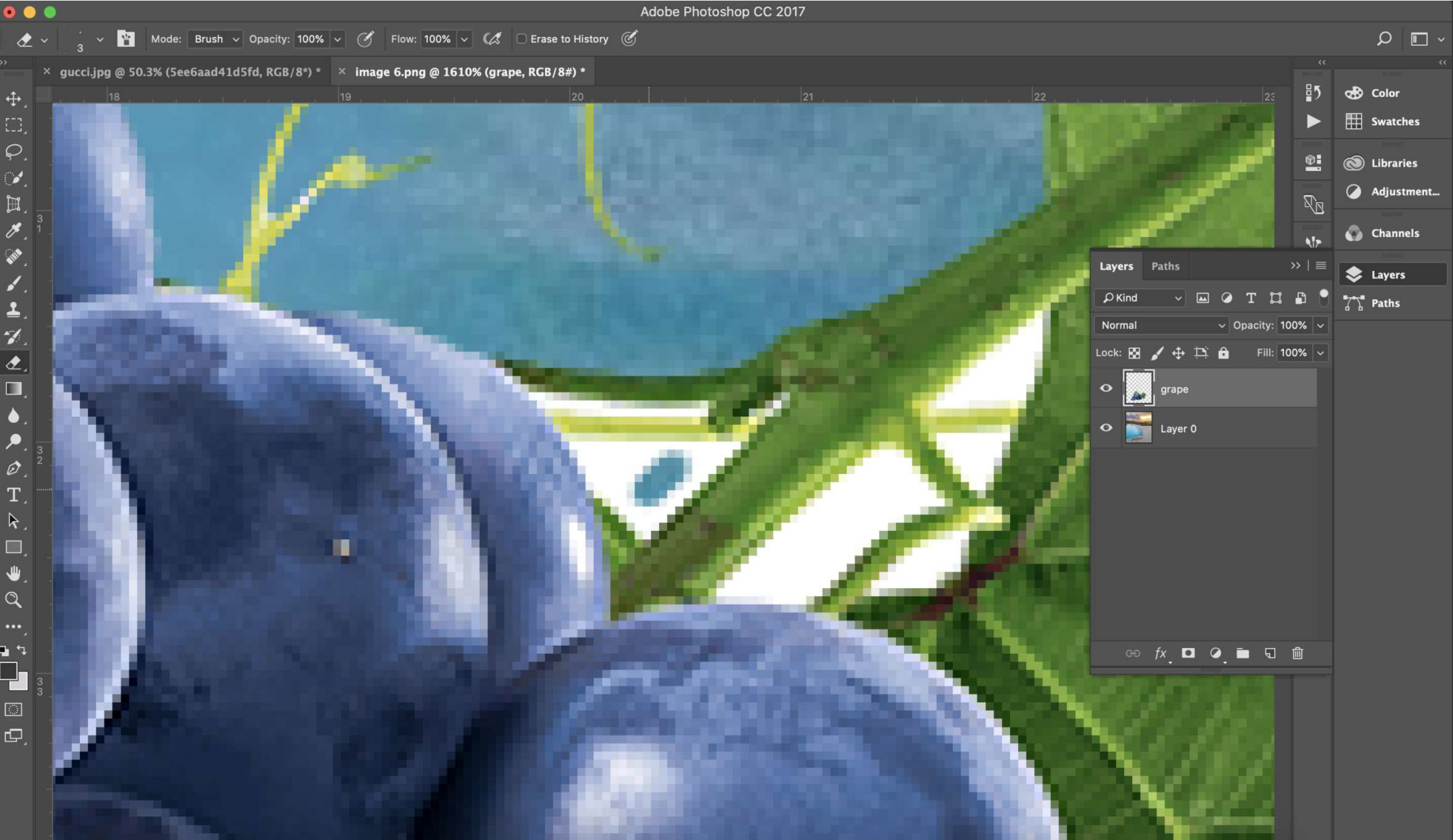


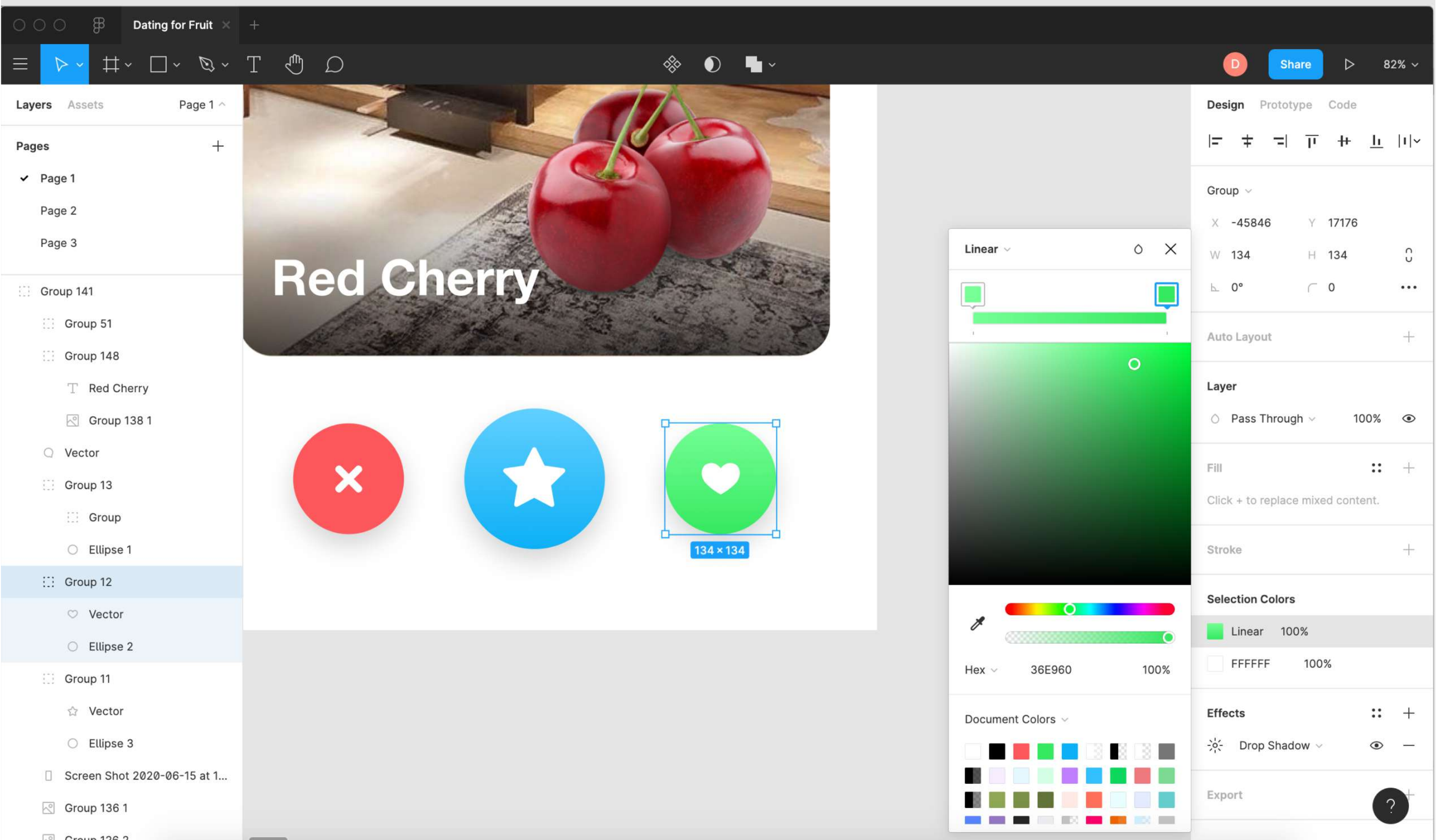
In the original app, the Georgie Peach character was meant to represent an authentic person who was more wholesome and kind than the other fruits but was removed because I didn't want Juicy to have any non-vain characters. It would have felt wrong to play moral compass trying to brand these characters as "good person" "bad person" even if they are just fruits.





Airbrushing process





Animating process

Final Fruit

Drafts

Frame

Frame

Frame

Frame

Frame

Frame

Frame

base

splash

base

- jjjj
- Rectangle 8
- You are what you eat
- Group 179
 - Group 51
 - Vector
 - Group 12
 - Group 11
 - Rectangle 8
 - Page
 - Frame
 - Frame
 - Frame
 - Frame

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Insert

Import

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Frame

Stack

Text

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Page

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Comment

Handoff

🔍

28%

JT

Invite

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▶

base

≡

Juicy

🗨

Beach Melon

×

★

❤

Frame

Beach Melon

Frame

Kiwi

Frame

Ruby Grapefruit

Frame

Sweet Lime

Layout

236

T

55

L

R

55

367

B

Width

718

Fixed

▼

Height

1189

Fixed

▼

Fit Content

Overflow

Show

Hide

Opacity

100%

Rotation

0°

Radius

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Page

Direction

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↕

Lock

1 Axis

Off

Width

Auto

Stretch

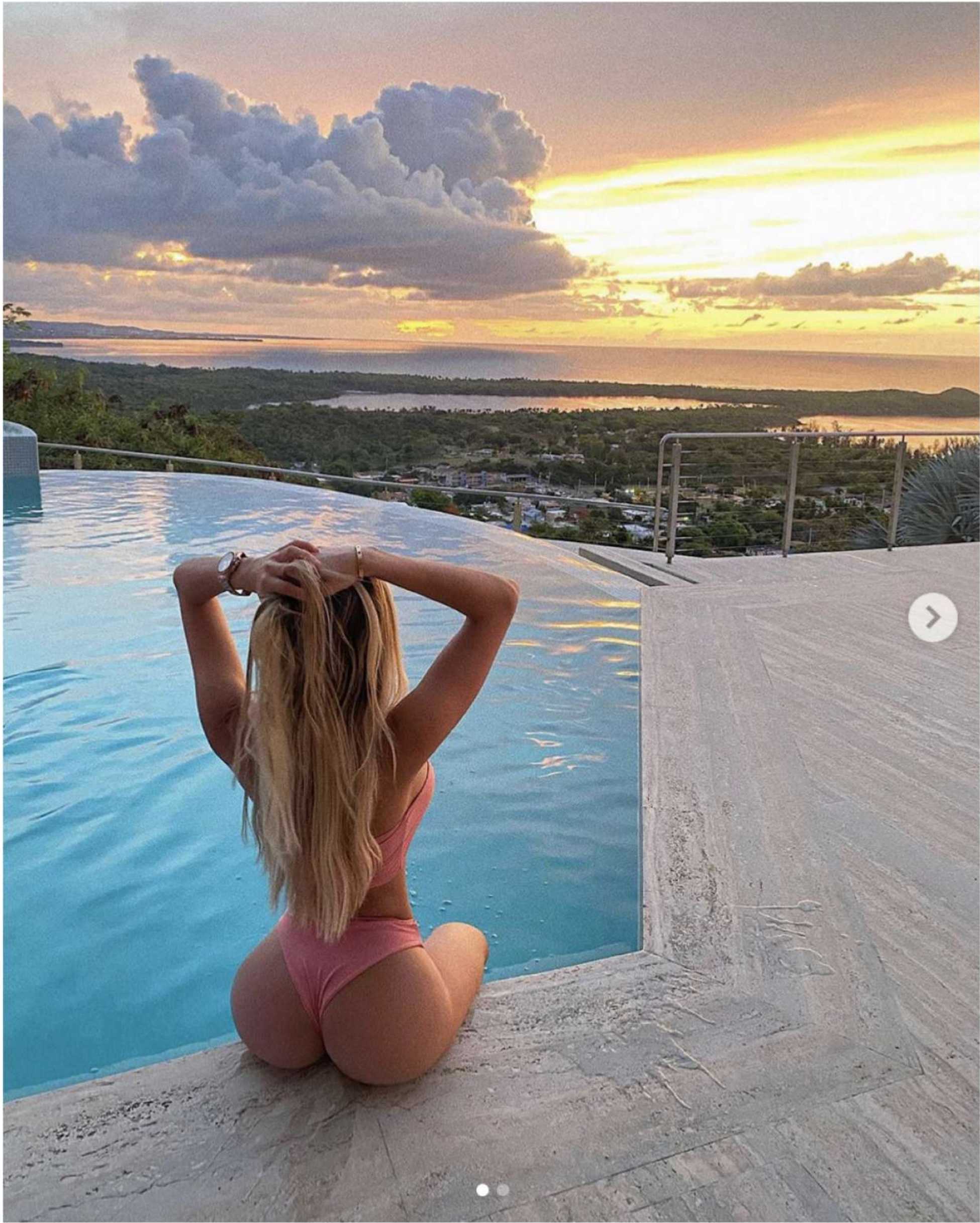
Height

Auto

Stretch









Beach Melon

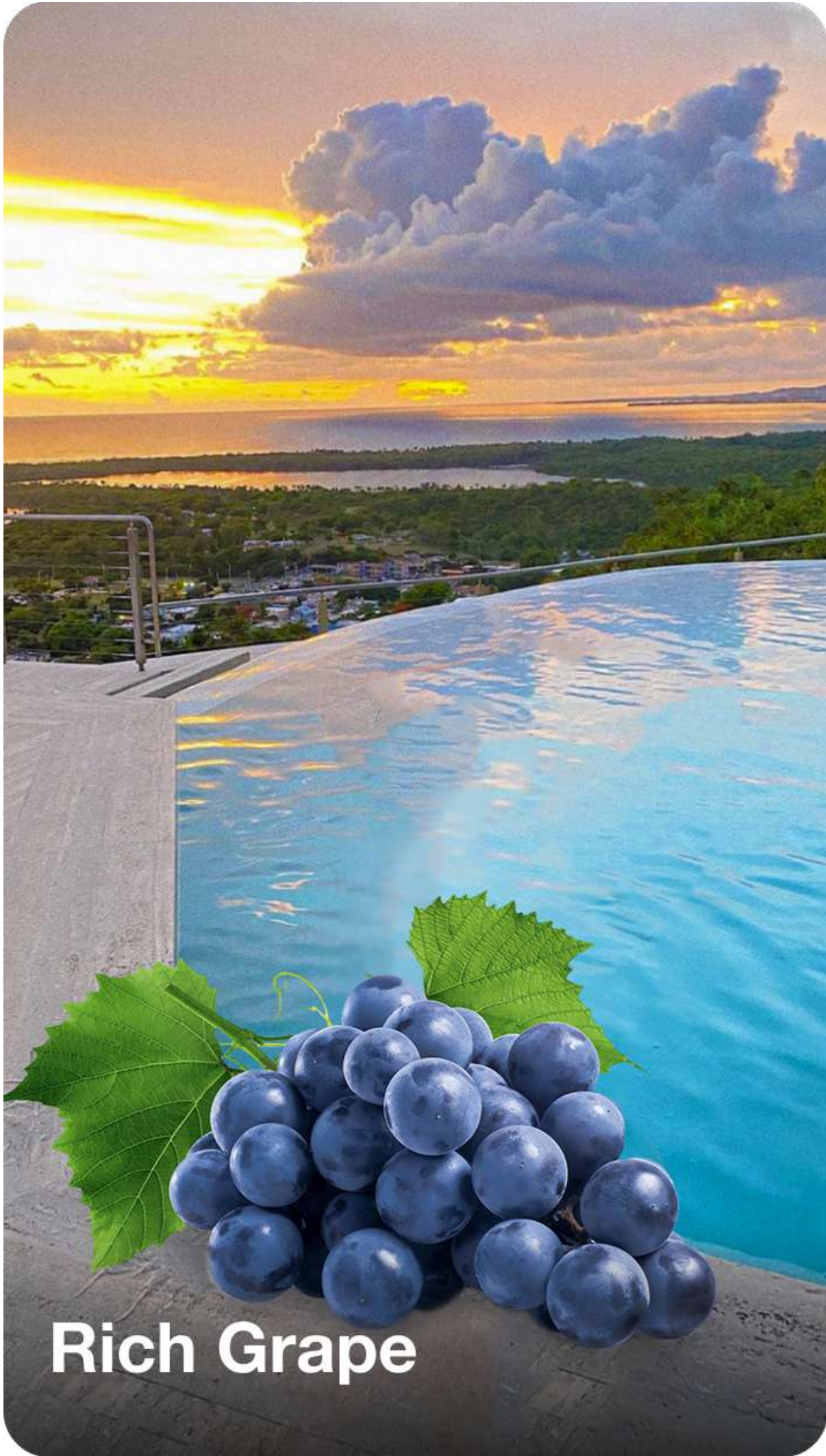


Tangerine



Sweet Lime





Images

<https://agriculture-aajtak.blogspot.com/2016/08/how-to-test-your-soil-texture-sand-silt.html>

<https://designscad.com/downloads/black-marble-white-streaks-texture-3d-bmp-model-graphics/>

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<https://www.cleanpng.com>

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