MozzaMaker

Student Startup Challenge

Winner | 2015-2016

Wyatt Tinder | Web II Final Process Book

Written Proposal

Proposal

For the final project, I will be developing a website with information about my startup idea for the Student Startup Challenge. My partner Becky Yoshikane and I are currently developing a prototype for an all-in-one, automated device for making fresh cheese at home. We are also in the process of performing customer discovery interviews, contacting potential manufacturers, honing our business plan, and creating financial models.

In the coming months, as we continue our startup activities, we will want to have an online presence. Although we do not have a concrete product yet, and still do not have a functioning prototype, I think it is important that we think about our brand identity. I plan to create a website that will showcase our work up to this point. This website will act as a tool to help explain and market our startup to potential investors or external stakeholders. While I work, I will make sure to balance illustrations, photos, and text so my information can be easily skimmed.

My layouts will be clean and utilize flat design and illustrative icons. I plan to use brand colors of cheesy yellow, fresh green, and deep red. Using the Bootstrap platform and the column system, I will make my site fully responsive for web, tablet, and mobile. Each page will have a main "jumbotron"-like element at the top. The title, "Cheesemaker", is a working title as we have not yet developed a name for our startup. In the Navigation bar, I will have links to the following pages: Home, Our Team, Project Overview, and Contact. At the bottom of each page, I will have my footer with links to our social media and email (which I will also be creating).
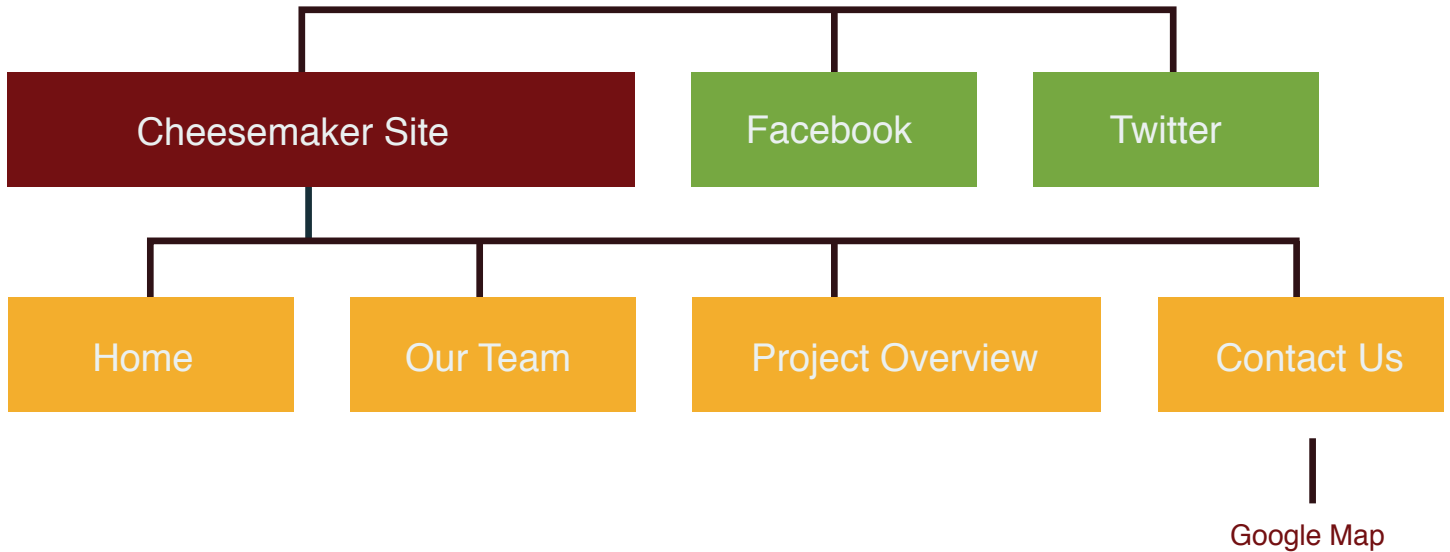
Target Audience

My target audience includes stakeholders in our startup (the UWM Research Foundation, the Student Startup Challenge, etc.), potential investors, and those with invested interest in the project. I would like to be able to direct these various parties to our website for more information regarding our startup/product so they can learn more and stay up-to-date on our activities. As we move forward with our startup, I will continue expanding and adapting the website.

Design Inspiration
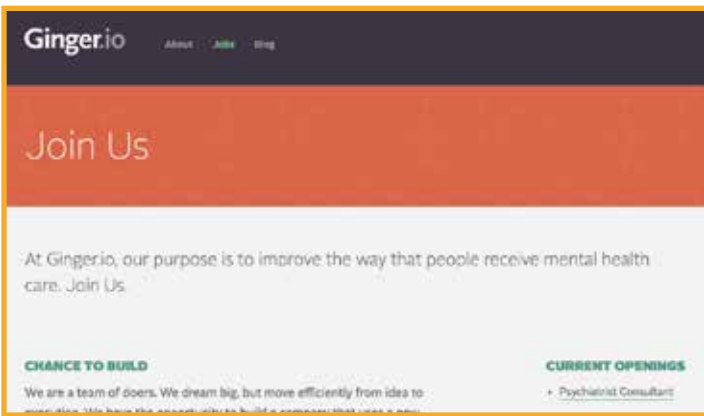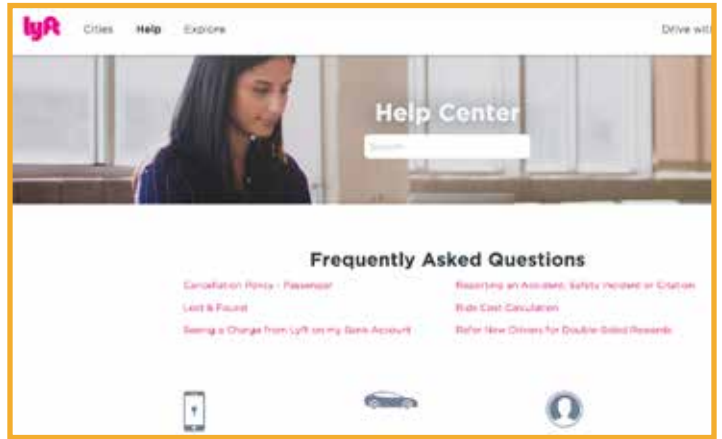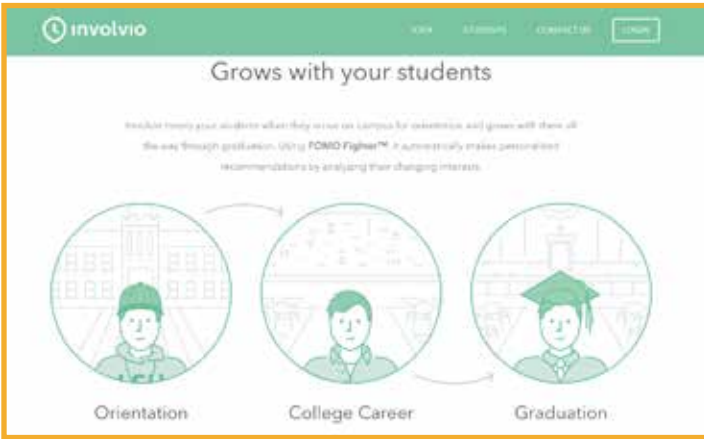
These sites utilize clean design with white space, illustrative icons, and bold, flat colors. They also all have a main "jumbotron"-like element at the top of the page.
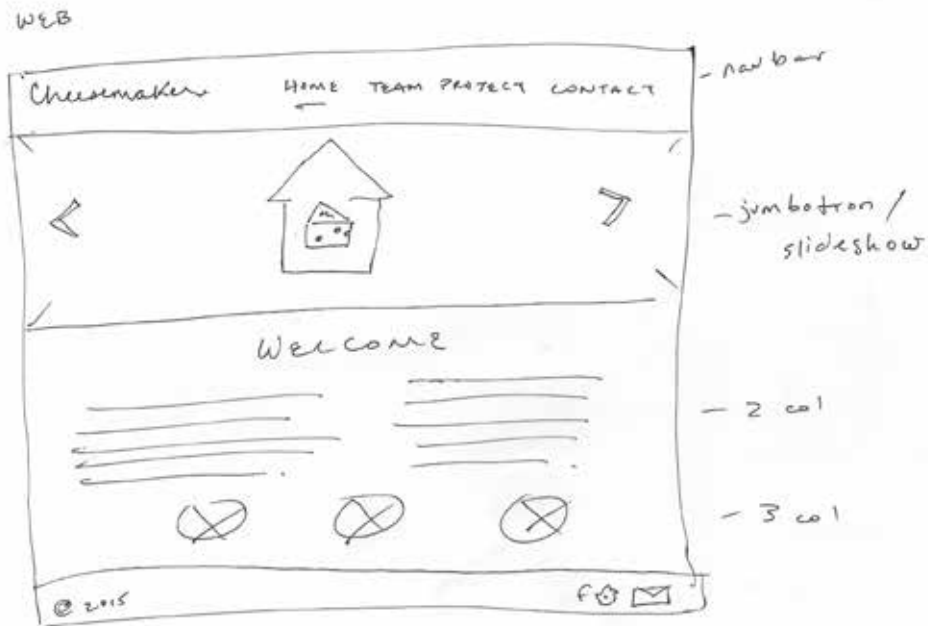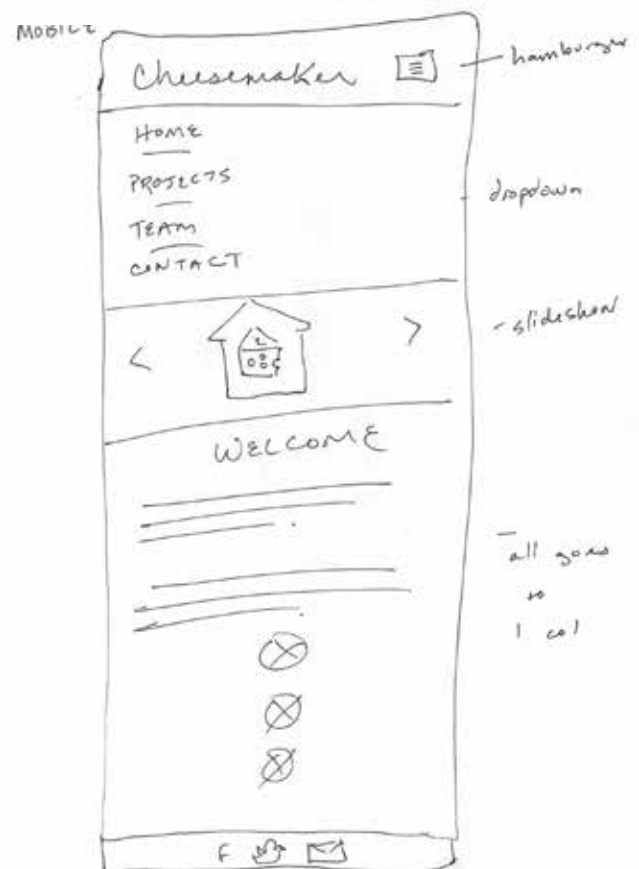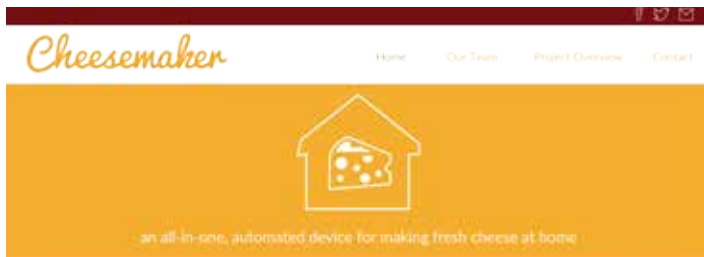
Initial Site Map

```
                    ┌──────────────────────┬──────────────┐
┌───────────────────────────┐   ┌──────────────┐   ┌──────────────┐
│      Cheesemaker Site      │   │   Facebook   │   │   Twitter    │
└───────────────────────────┘   └──────────────┘   └──────────────┘
        │
  ┌─────┬──────────┬──────────────────┬──────────────┐
┌──────┐  ┌──────────┐  ┌──────────────────┐  ┌──────────────┐
│ Home │  │ Our Team │  │ Project Overview │  │  Contact Us  │
└──────┘  └──────────┘  └──────────────────┘  └──────────────┘
                                                     │
                                                 Google Map
```

Cheesemaker

Layout Sketches

Web layout

Mobile layout

Prototype - Home (Web)

Prototype - Home (Mobile)

Cheesemaker

an all-in-one, automated device for making fresh cheese at home

Welcome

We are a small startup company located in Milwaukee, WI. In June 2015, we were having a conversation about our shared love of cheese. During that conversation, we discovered that neither of us knew how cheese was made, or had ever made fresh cheese ourselves. Why not?

From this came a series of conversations that ultimately led to our conception of the Cheesemaker - a simple machine for making cheese in the comfort of your own kitchen. Since then, we have been hard at work making our idea come to life.

Wisconsin-proud

Award-winning

Student-developed

Connect

Cheesemaker

Home

Our Team

Project Overview

Contact

an all-in-one, automated device for making fresh cheese at home
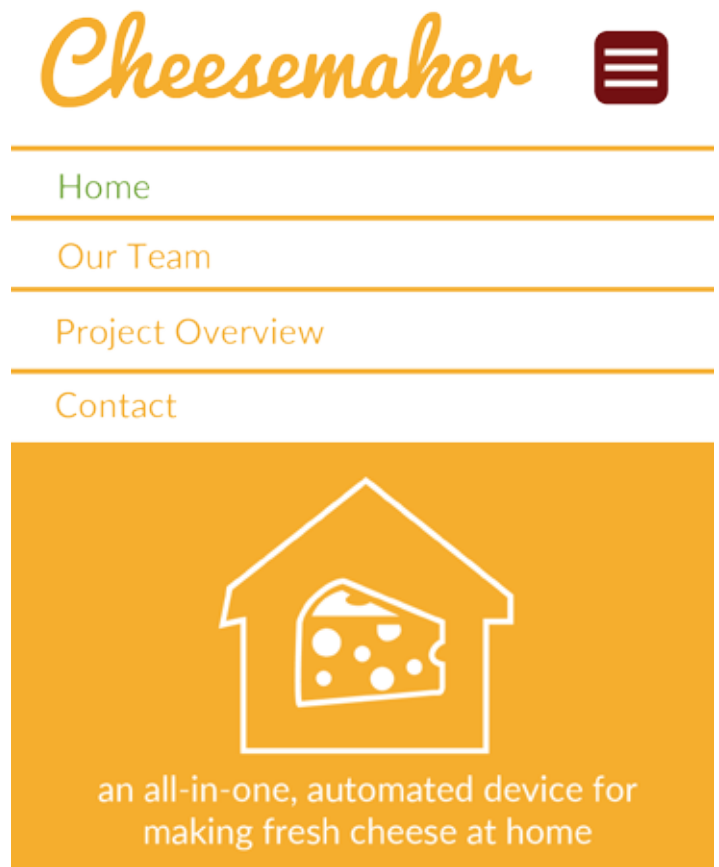
Welcome

We are a small startup company located in Milwaukee, WI. In June 2015, we were having a conversation about our shared love of cheese. During that conversation, we discovered that neither of us knew how cheese was made, or had ever made fresh cheese ourselves. Why not?

Prototype - Team (Web)

Cheesemaker

Home   Our Team   Project Overview   Contact

Our Team

Becky Yoshikane

Background: Arts + Technology

Skills: 3D Modeling, Rapid Prototyping,
Digital Fabrication, and Coding

Wyatt Tinder

Background: Digital Studio | Design

Skills: Design, Web Development, Multimedia
and Interactive Installation

We are currently working with two teams of engineers to develop our first functioning proto-
type. With mentorship through the Student Startup Challenge, we are also working on our
business plan, financial models, and customer discovery.

"We plan to bring the taste, quality, and
experience of fresh, artisanal cheese to
every kitchen in America."

Copyright © 2015 Cheesemaker / All rights reserved

Prototype - Team (Mobile)

Cheesemaker ☰

Home

Our Team

Project Overview

Contact

We are currently working with two teams of engineers to develop our first functioning prototype. With mentorship through the Student Startup Challenge, we are also working on our business plan, financial models, and customer discovery.

Our Team

Becky Yoshikane

Background: Arts + Technology

Skills: 3D Modeling, Rapid Prototyping, Digital Fabrication, and Coding

Wyatt Tinder

"We plan to bring the taste, quality, and experience of fresh, artisanal cheese to every kitchen in America."

Connect

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Prototype - Overview (Web)

Project Overview

Our homemade cheesemaker is an automated device that turns aspiring cooks into artisans who can prepare fresh cheese in the comfort of their own kitchen.

The traditional cheesemaking process is time-consuming and often inaccessible. It is seen as complex, and therefore can be intimidating for for beginning cooks. With so many grocery options available, making cheese from scratch can be seen as high-cost and low-reward.

There is no all-in-one machine currently on the market to facilitate cheesemaking, and the ingredients necessary to make it can be difficult to find. As Wisconsinites, and cheese-lovers, we want to simplify and democratize the cheesemaking process and bring the experience of fresh, homemade cheese into every kitchen in the country.

Our "Recipe" for Success

Automated Temperature Regulation

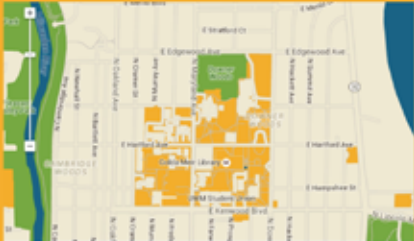Integrated Mixing and Cutting Mechanisms

Locally-Sourced Ingredient Kits

Prototype - Overview (Mobile)

Cheesemaker

- Home
- Our Team
- Project Overview
- Contact

Project Overview

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The traditional cheesemaking process is time-consuming and often inaccessible. It is seen as complex, and therefore can be intimidating for for beginning cooks. With so many grocery options available, making cheese from scratch can be seen as high-cost and low-reward.

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Our "Recipe" for Success

Automated Temperature Regulation

Integrated Mixing and Cutting Mechanisms

Locally-Sourced Ingredient Kits

Connect

Prototype - Contact (Web)

Prototype - Contact (Mobile)

Cheesemaker

Home

Our Team

Project Overview

Contact

We are hard at work at the UW-Milwaukee campus - you can find us in the Engineering department!

Contact Us

Inquiries

Name *

First

Email *

Phone Number

Message Subject

Message

Submit

Our Information

3200 N. Cramer St.
Milwaukee, WI 53211

608-436-8046

Connect

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Prototype - Confirm (Web)

Cheesemaker

Home   Our Team   Project Overview   Contact

We are hard at work at the UW-Milwaukee campus - you can find us in the Engineering department!

Contact Us

Our Information

3200 N. Cramer St.
Milwaukee, WI 53211

608-436-8046

Thank you for your message!

Prototype - Confirm (Mobile)

Hype Prototype (Web)

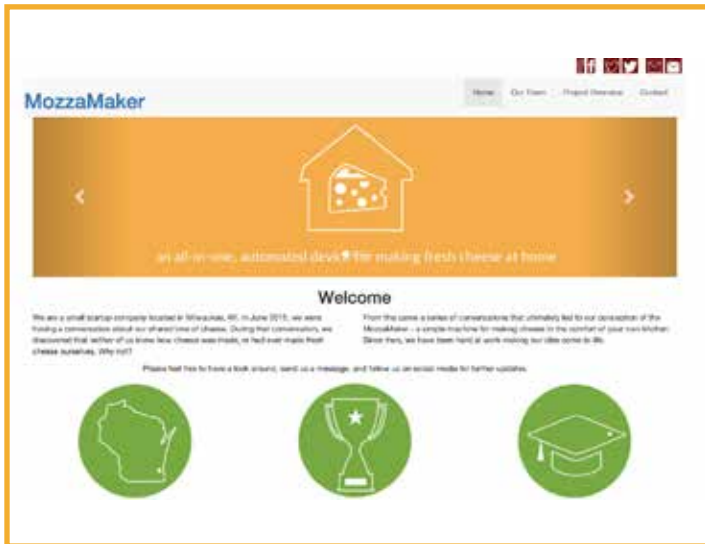**http://wyatt-tinder.com/wjtinder/www/projects/project3-prototype-web/hype-final-web.html**

Hype Prototype (Mobile)

http://wyatt-tinder.com/wjtinder/www/projects/project3-prototype-mobile/mobile-hype-final.html

Process and Revisions

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Process + Revisions (Home Web)

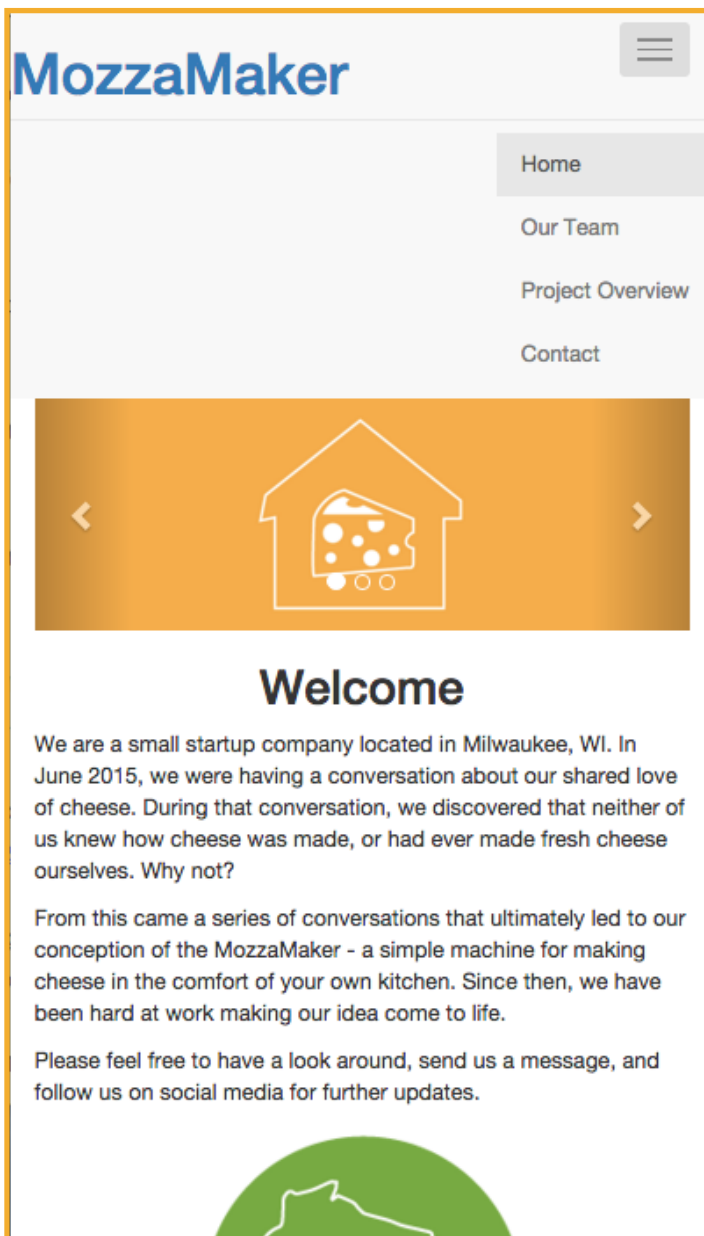Initial markup without CSS

Starting CSS styling

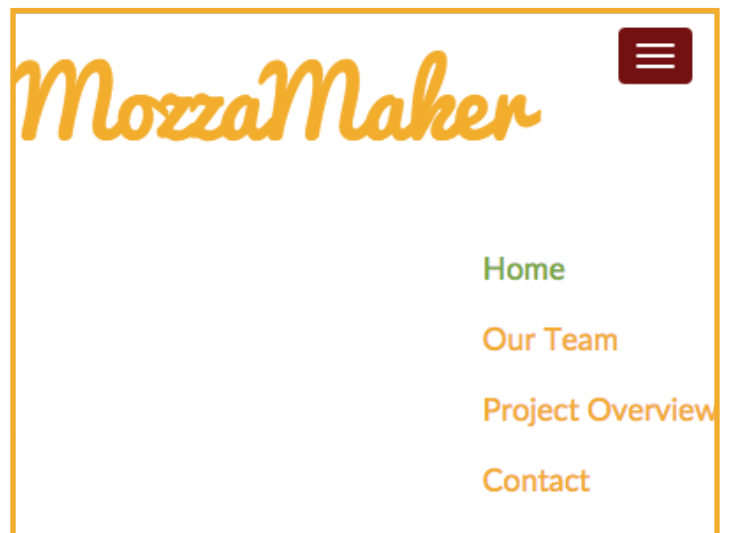Experiencing trouble with the navbar at certain sizes
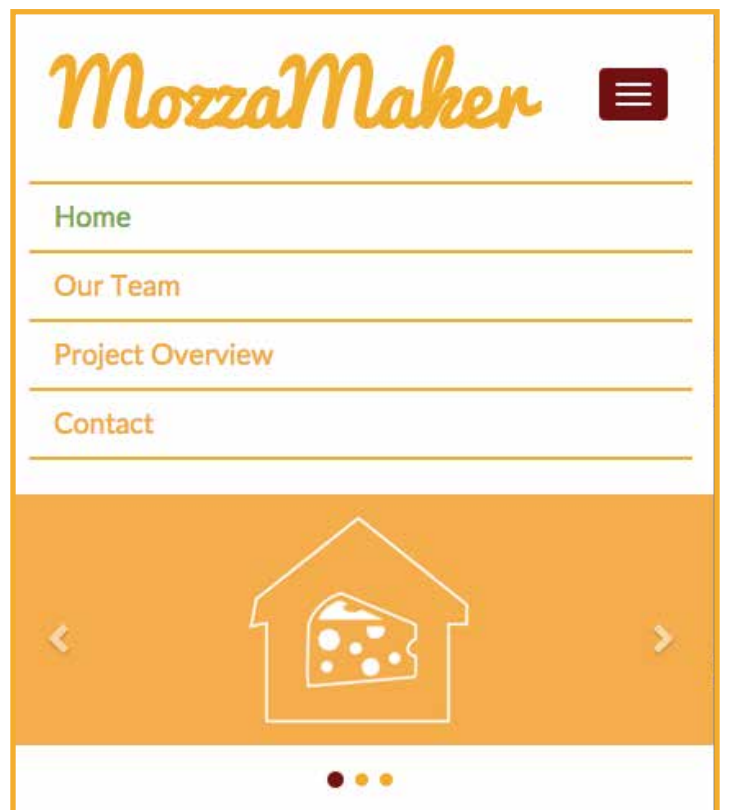

Navbar fixed using media queries

Process + Revisions (Home Mobile)
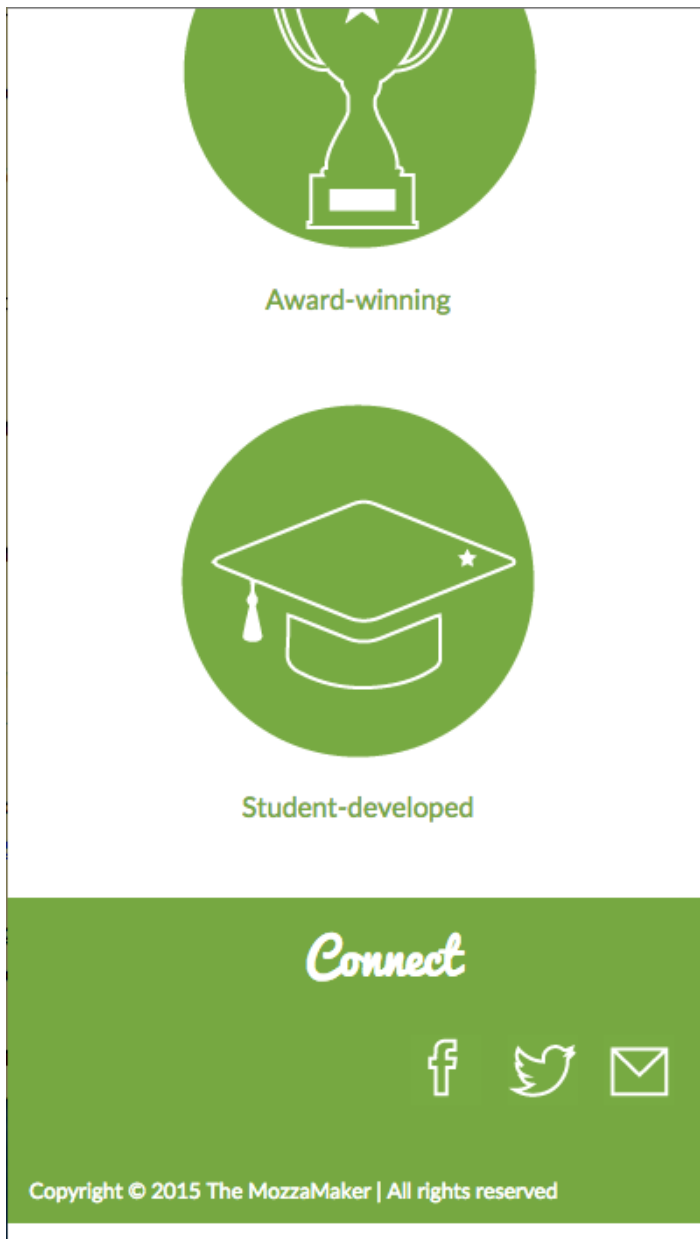

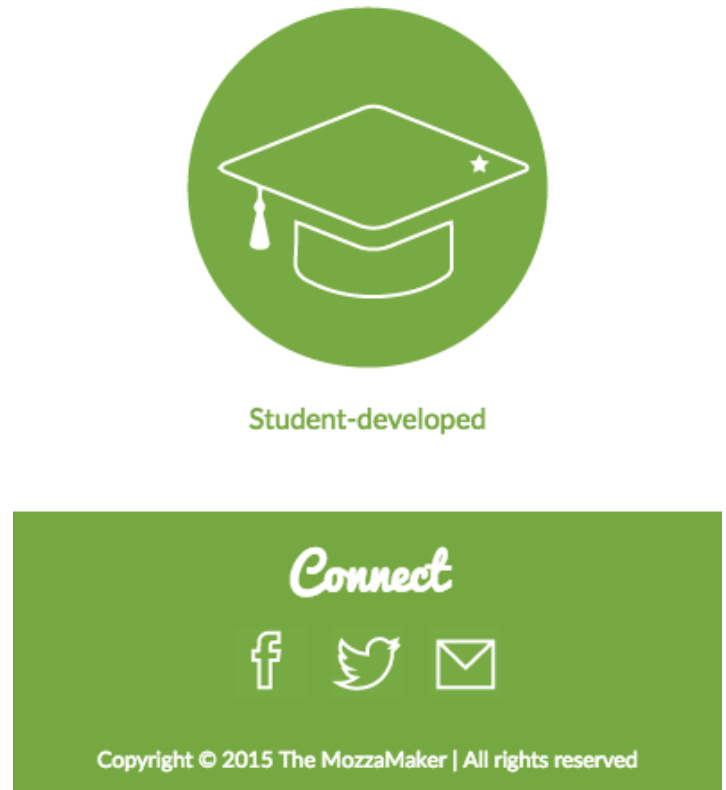Without CSS - Bootstrap defaults

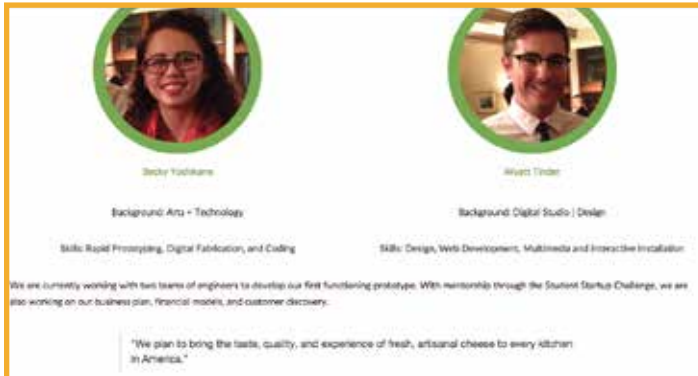Minimal CSS - needs fixing

Corrected mobile navigation

Award-winning

Student-developed

Connect

Issue with footer on mobile

Student-developed

Connect

Fixing footer with media queries

Process + Revisions (Team)

No styling to type

Wyatt Tinder

Background: Digital Studio | Design

Skills: Design, Web Development, Multimedia and Interactive Installation

We are currently working with two teams of engineers to develop our first functioning prototype. With mentorship through the Student Startup Challenge, we are also working on our business plan, financial models, and customer discovery.

"We plan to bring the taste, quality, and experience of fresh, artisanal cheese to every kitchen in America."

Connect

Adding styling to type

Process + Revisions (Contact)

Need to fix styling and add map

Fixed CSS styling and added map

Final Designs

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Final Home Page (Web)

Final Home Page (Mobile)
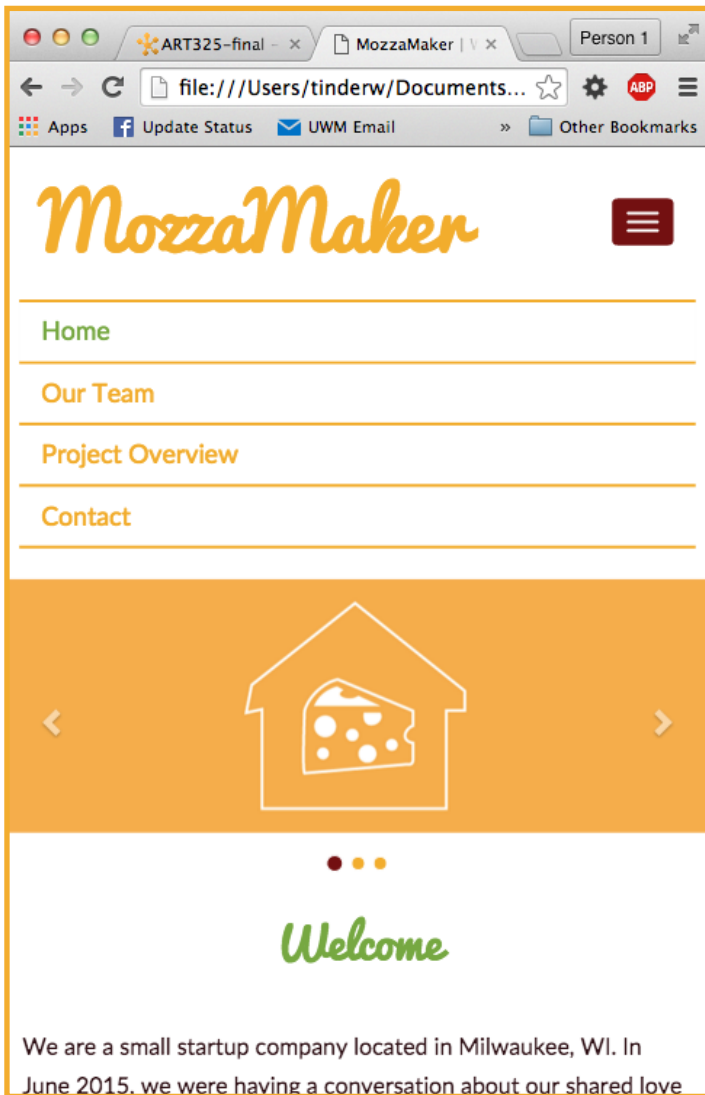
Final Contact Page (Web)
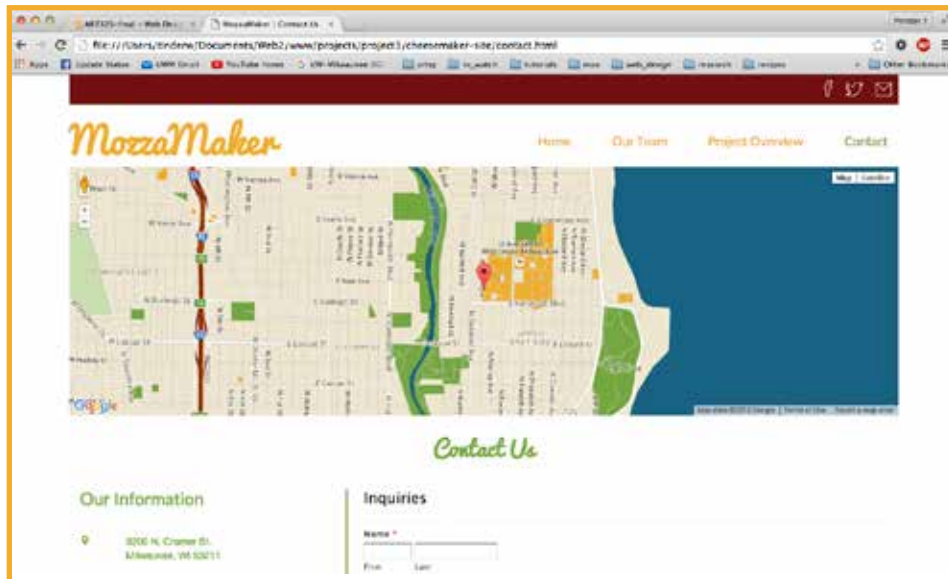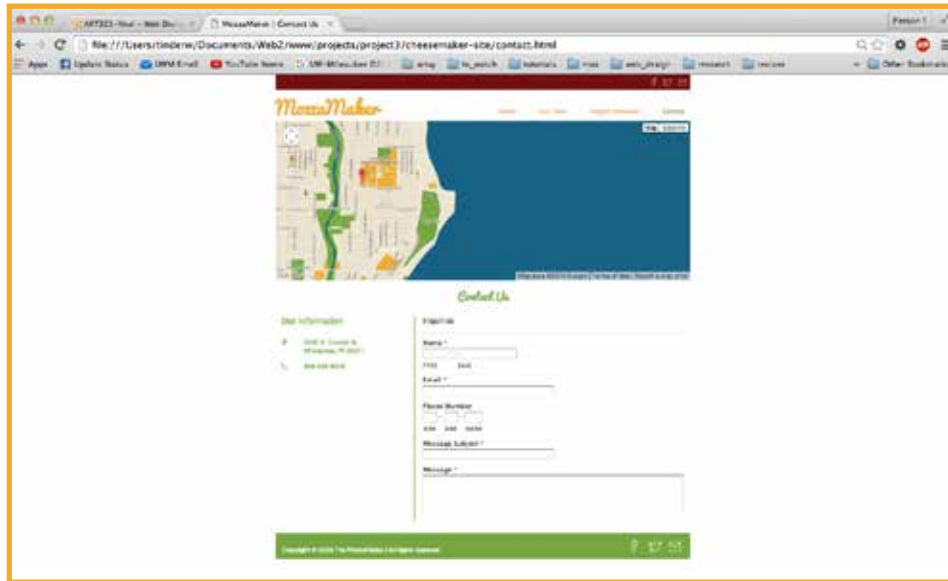
Final Contact Page (Mobile)
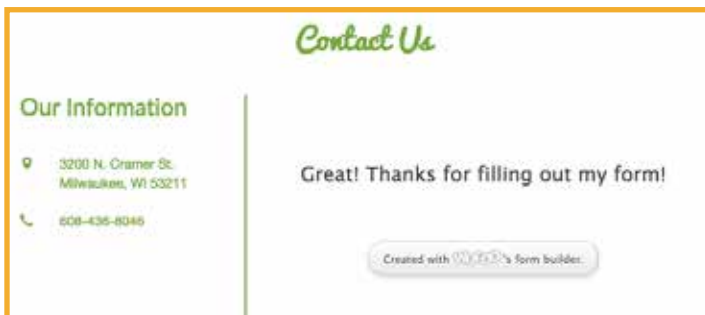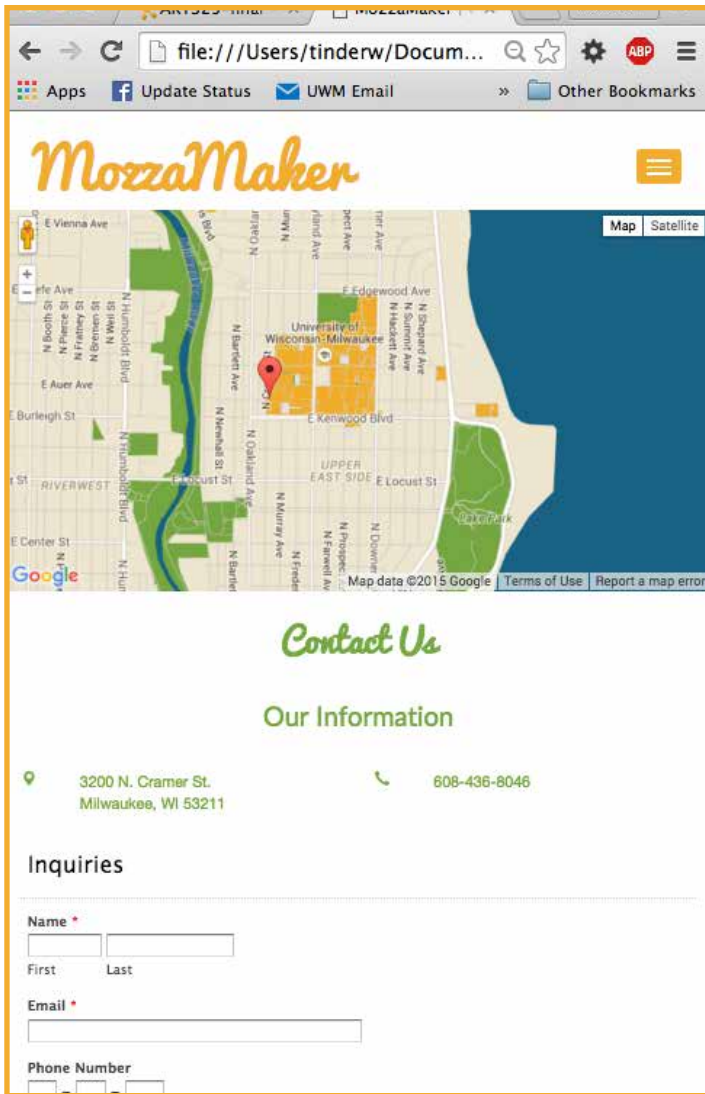
HTML5 Outlines

1. *Untitled Section*
    1. *Untitled Section*
    2. MozzaMaker
    3. Welcome
    4. *Untitled Section*

Home page

1. *Untitled Section*
    1. *Untitled Section*
    2. MozzaMaker
    3. Our Team
    4. *Untitled Section*

Team page

1. *Untitled Section*
    1. *Untitled Section*
    2. MozzaMaker
    3. Project Overview
        1. Our "Recipe" for Success
    4. *Untitled Section*

Overview page

1. *Untitled Section*
    1. *Untitled Section*
    2. MozzaMaker
    3. Contact Us
        1. Our Information
        2. Inquiries
    4. *Untitled Section*

Contact page

Design Rationale

Project

My final website presents information regarding my business idea for the UW-Milwaukee **Student Startup Challenge**, for which I was a winner this year. My partner Becky Yoshikane and I pitched a tabletop kitchen appliance for making artisanal cheese at home. For the Student Startup Challenge, Becky and I have to give frequent presentations to various stakeholders, potential investors, and peers. These presentations are usually done using PowerPoint, but I wanted to create a graphic and responsive website for our product that I could use as a platform to document and showcase our progress. I plan to make this site live, after which I can put the link on our business cards and give to stakeholders to direct them to our information.

Audience

My target audience includes the stakeholders in our product (the UWM Research Foundation, the Student Startup Challenge, our engineering teams, etc.), potential investors, peers, and those wanting to learn more about our project. Our information is presented in a clean, concise, and informative manner to give users a nice overview (without getting bogged down with technical engineering specifics.)

Content

The content for the website is split into four main pages. On my home page, I have included an introduction to our project and background regarding its inception. In my main navigation, I also include links to "Our Team", "Project Overview" and "Contact." In both the header navigation and footer navigation, I include links to our social media accounts and e-mail. For the "Our Team" page, I have photos of Becky and I and written descriptions about us. On the "Project Overview" page, I have a slider showing technical drawings and renderings of our product, as well as descriptions regarding what it is and does. With my contact page, I offer a customized Google map in our brand colors showing our location on the UW-Milwaukee campus and a working contact form for individuals to get in touch with us.

Solution

My layouts are clean, organized, and bold. I have used consistent brand colors and fonts, using these elements to dynamic effect. With my designs, I have utilized white space to my advantage. All of my text is easy-to-read. The custom icons I have designed look strong. My layouts are responsive using Bootstrap's column system and look great at various breakpoints. I feel I was successful in translating my proposed prototypes into a functioning site. Overall, my website effectively accomplishes my goals, and I am excited to present it to stakeholders.

Link for Critique

http://wyatt-tinder.com/wjtinder/www/
projects/cheesemaker-site/index.html

Thank you!

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