

*FRESHBITE*

*DIGITAL*

MENU

# Menu Items

# Prices

## Breakfast

- |                   |       |
|-------------------|-------|
| • Porridge Bowl   | £3.80 |
| • Breakfast Wrap  | £4.20 |
| • Fresh Fruit Pot | £2.50 |

## Lunch

- |                     |       |
|---------------------|-------|
| • Chicken Salad Box | £6.00 |
| • Veggie Pasta Bowl | £5.50 |
| • Soup of the Day   | £3.90 |

## Snacks

- |                      |       |
|----------------------|-------|
| • Granola Bar        | £1.80 |
| • Greek Yoghurt Cup  | £2.20 |
| • Banana Bread Slice | £2.50 |

## Drinks

- |                      |       |
|----------------------|-------|
| • Fresh Orange Juice | £2.80 |
| • Iced Coffee        | £3.20 |
| • Herbal Tea         | £2.00 |

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## **Decision and Iteration Log – Fresh Bite Meals Digital Menu**

### **1. Why I chose Power Point?**

For creating the digital menu for Fresh Bite Meals, I chose Microsoft PowerPoint because it is user-friendly and offers many design tools. I was already familiar with it, which saved time and helped me focus on the design. PowerPoint's templates and image editing options made it easier to create a clear and professional menu.

### **2. Information used**

I used details from the Fresh Bite Meals scenarios, which described the company as offering fresh, healthy meals for customers wanting convenient and nutritious options. Based on this, I included meal names, descriptions, prices, and images that fit the healthy food theme. I also considered the target audience and chose a look that feels fresh and professional.

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### **3. How I created the Menu**

I planned the menu layout first, organizing meals into categories so customers can find them easily. Then, I added text with meal names, descriptions, and prices. After that, I inserted images to match the healthy theme. Next, I worked on the design, selecting fonts and colours that suit the fresh brand image. I arranged everything neatly, using spacing and headings to make the menu carefully or errors and design improvements before finishing.

### **4. Changes made**

At first, the menu looked crowded because information was too close together. I fixed this by adding more space and reorganizing the layout. I also changed the colour scheme to include green and natural colours, which better represent freshness.

Some images were varied sizes, so I resized and aligned them for consistency. I adjusted the font style and size to improve readability. These changes made the menu clearer and more attractive.

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## **5. How I improved the Menu**

I improved the readability by making headings larger and keeping formatting consistent. I chose colours and high-quality images that fit the healthy food theme. Organizing similar meals together and adding proper spacing created a user-friendly layout.

Reviewing the menu multiple times helped me catch mistakes and polish the design before finishing it.

## **6. Final Reflection**

The finished menu clearly presents Fresh Bite Meals` products in a professional way. Customers can easily see meal options, descriptions, and prices. The design reflects the company`s focus on fresh and healthy food through suitable colours, images, and layout.

This project helped me improve my design and communication skills. I`m happy with the result because it meets the project goals and stands for the Fresh Bite Meals brand well.