



# Café Hayan

Visual Culture – Assignment 1



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My journey with **Cafe Hayan** began not as a designer, but as a curious visitor enchanted by the cozy charm of Korean cafés. One quiet afternoon, I found myself tucked away in a small Korean café, sipping on a warm cup of dalgona latte, the caramel sweetness lingering like a memory. Paired with a steaming bowl of ramen, it was more than just a meal—it was an experience that blended comfort, culture, and a touch of nostalgia.

That moment sparked an idea.

Why not create a space that celebrates this very fusion of sensory delight and visual storytelling?

This project became a full-circle exploration of **visual culture**, rooted in personal experiences and cultural appreciation. I developed the full **branding identity**—from the logo, color palette, and typography to the packaging and signage—ensuring every element carried a piece of the Hayan story.

But I didn't stop there.

Cafe Hayan is more than a design project—it's a love letter to Korean café culture, reimagined through the lens of visual storytelling, interaction design, and cultural immersion.

# “Sip, Savour and Miso”



# MOODBOARD

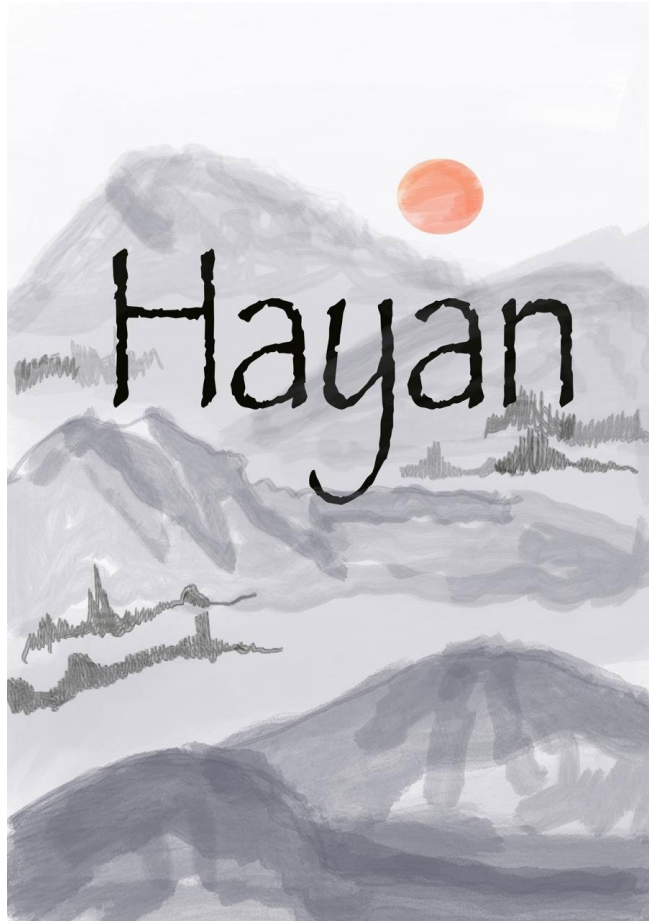


*Cafe Hayan*—my concept for a Korean-inspired café that merges traditional flavors with a modern, minimal aesthetic. *Hayan* (하얀), meaning “white” in Korean, reflects the clean, serene atmosphere I envisioned—soft tones, airy interiors, and a design language that invites calm and curiosity.

# HAYAN

The word “Hayan” (하얀) in Korean means “white” or “pure white.” It’s often associated with cleanliness, simplicity, purity, and elegance—qualities that are highly valued in Korean aesthetics





IDEATIONS



#KOREANFOOD



#KOREANFOOD

## 🌸 Visual Style & Tone

- The soft brush-like background evokes a traditional East Asian aesthetic—subtle, elegant, and rooted in natural textures. It helps center and spotlight the logo.
- Cherry blossom branches in the corners add a delicate cultural touch, often associated with Korean and Japanese springtime visuals. This adds warmth and identity to the brand.

## 🍱 Iconography

- The trio of food icons—a **sushi roll**, **ramen bowl**, and a **hand gesture with a heart**—tell a story.
- The **sushi and ramen** visually anchor the café's offerings.
- The **Korean finger heart** is a brilliant addition—it feels modern, friendly, and instantly adds personality and charm. It also subtly communicates “love” for the cuisine and the customers.

## ✍️ Typography

- The bold, sans-serif font used for **HAYAN** conveys confidence and clarity. It balances well with the playful visuals above it.
- The lowercase subheading **cafe.sushi.ramen** is minimal and efficient. The dotted style between the words is a trendy way to separate the offerings while keeping the composition tidy.



#KOREANFOOD

FINAL LOGO

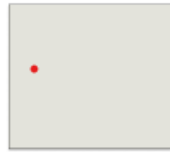
# COLOUR PALETTE



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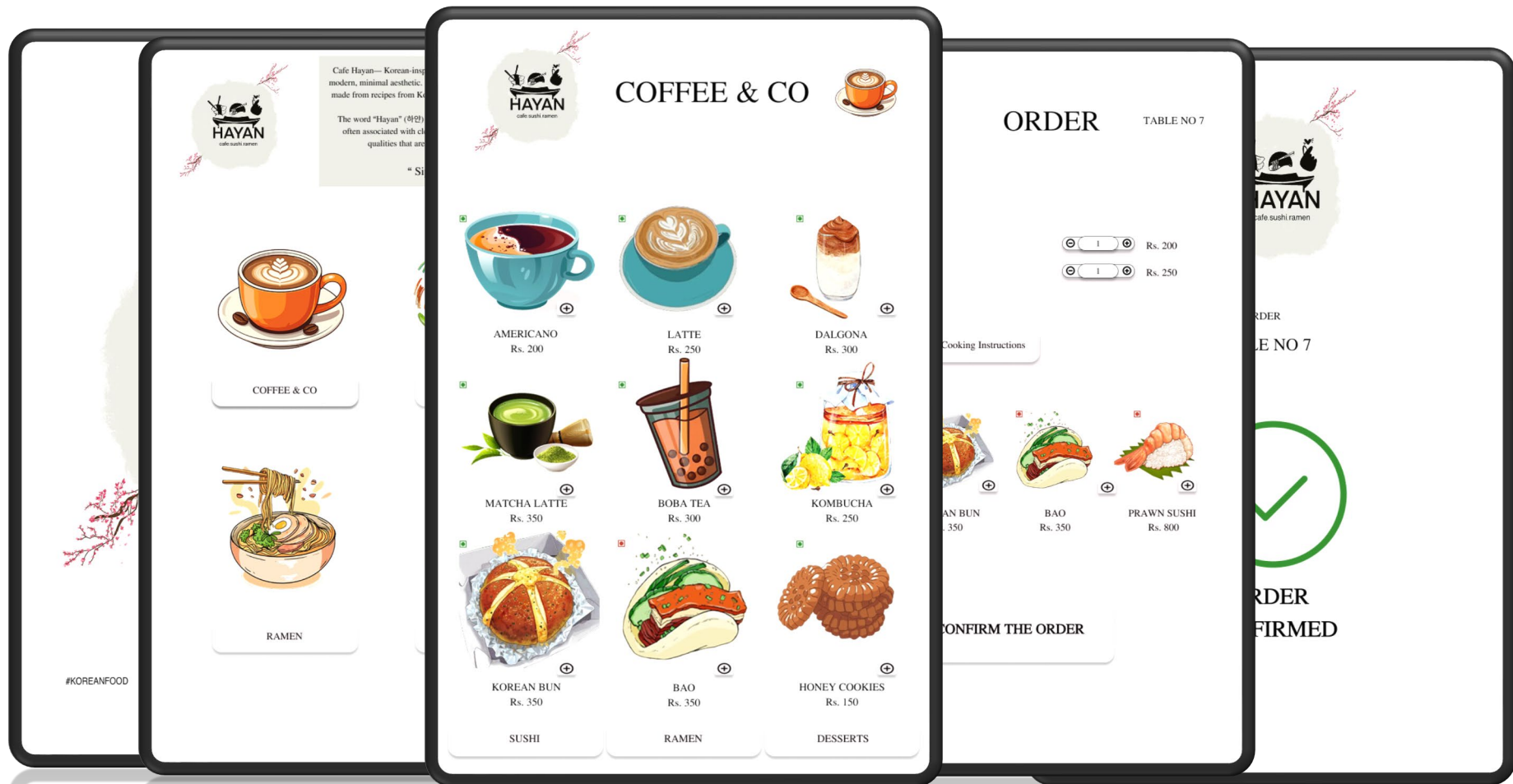


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## iPad Food Ordering Interface

I designed an **iPad-based ordering interface** that aligned with the café's aesthetic: simple, intuitive, and elegant. The goal was to create a seamless user experience that felt more like a conversation than a transaction—making ordering ramen, sushi, or a frothy dalgona coffee as delightful as enjoying them.



## 💡 Design Principles Applied

### 1. Consistency

- Consistent illustration style and layout across screens.
- Repeating layout structure (image → name → price → action) reinforces learnability.

### 2. Simplicity

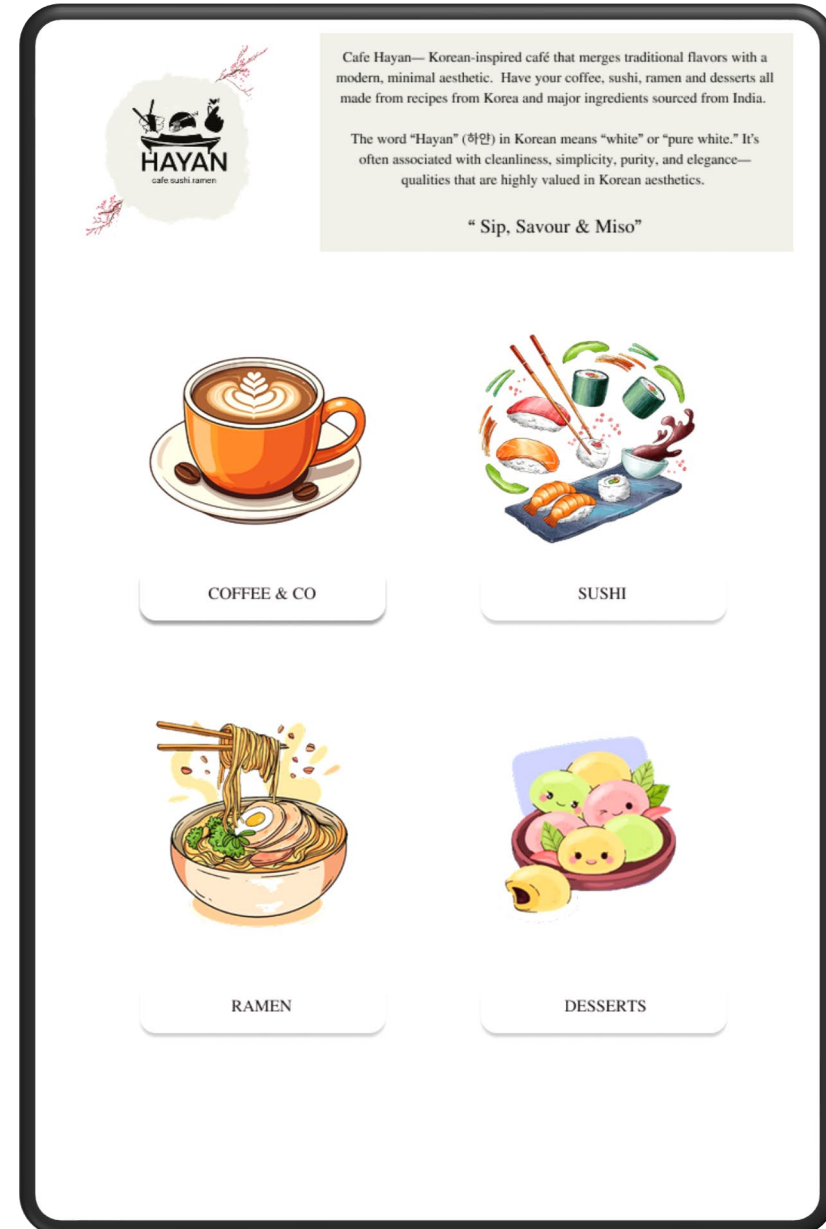
- Limited menu on each screen avoids cognitive overload.
- Focus is on visuals with minimal text — ideal for quick decisions and easy scanning.

### 3. Affordance

- "+" icons afford clicking/tapping — communicates that something will be added or expanded.

### 4. Aesthetic-Usability Effect

- The friendly, soft aesthetic increases perceived usability and user satisfaction.
- Food images are visually rich and appetizing, enhancing engagement.



## Brand Identity

- Logo:** Strong monochrome logo with sushi, ramen, and a Korean heart-hand gesture. It instantly communicates cultural and culinary context.
- Typography:** Clean and minimal typeface (likely a geometric sans-serif) that supports readability and modern branding.
- Color Palette:** Soft neutrals with pops of pastel and coral from cherry blossom illustrations — it evokes calm and matches Korean café aesthetics.

## Visual Hierarchy

- Titles like "**COFFEE & CO**" are prominently displayed in large, clear fonts.
- Prices and food names are smaller, but still legible, and placed right beneath each illustration.
- Icons like "+" clearly indicate interaction (adding to cart or expanding options).

## Navigation & Interaction

- Clear **category buttons** at the bottom and on the home screen — "SUSHI", "RAMEN", "DESSERTS", etc.
- Illustrated cards are used instead of text-heavy lists, which makes the UI more intuitive and delightful.
- Tap targets (buttons and images) are generously spaced, ideal for touch interactions on an iPad.



## UX Laws Applied

### 1. Hick's Law

The time it takes to make a decision increases with the number of choices.

- Minimized cognitive load by grouping items into categories like "COFFEE", "RAMEN", etc., instead of overwhelming the user with a single long menu.

### 2. Fitts's Law

The time to acquire a target is a function of the distance and size of the target.

- Large buttons and spaced-out icons make it easy to tap without mistakes — optimized for touch devices.

### 3. Miller's Law

The average person can only keep 7 (plus or minus 2) items in working memory.

- Each screen shows around 6–8 items — ideal for keeping menus digestible and memorable.

### 4. Aesthetic-Usability Effect

Users are more tolerant of minor usability issues when an interface is aesthetically pleasing.

- The cute and cozy vibe of the UI makes it more enjoyable and inviting, especially for café culture enthusiasts.

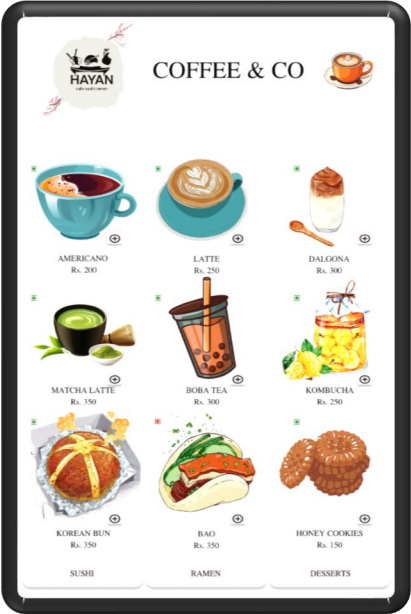




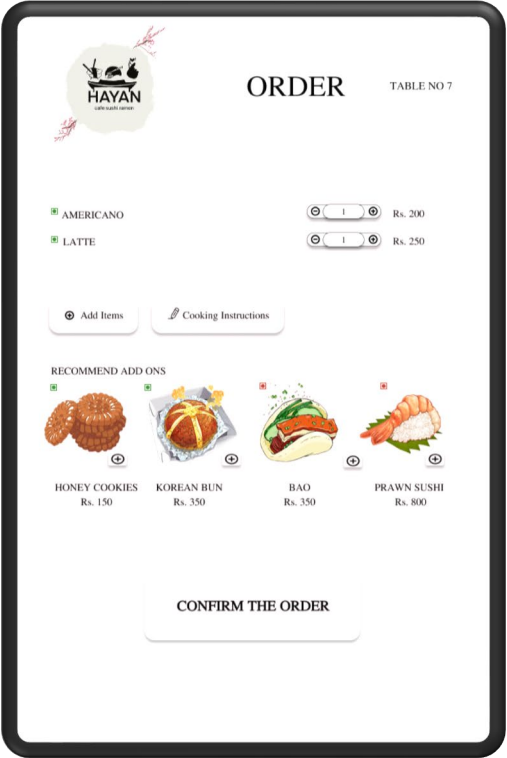
SCREEN 1



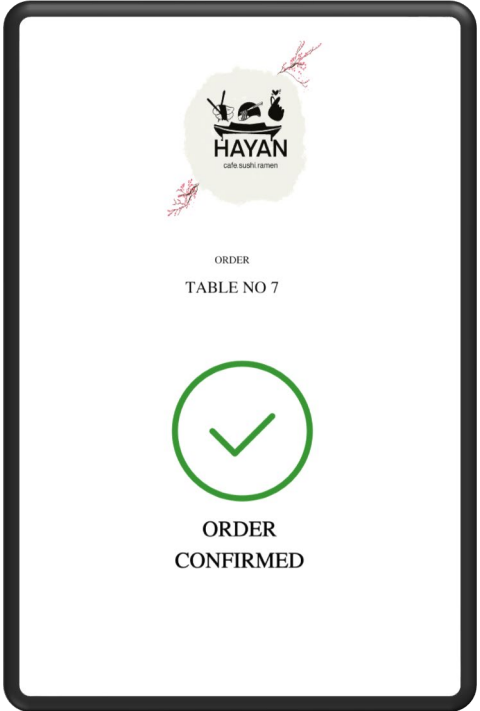
SCREEN 2



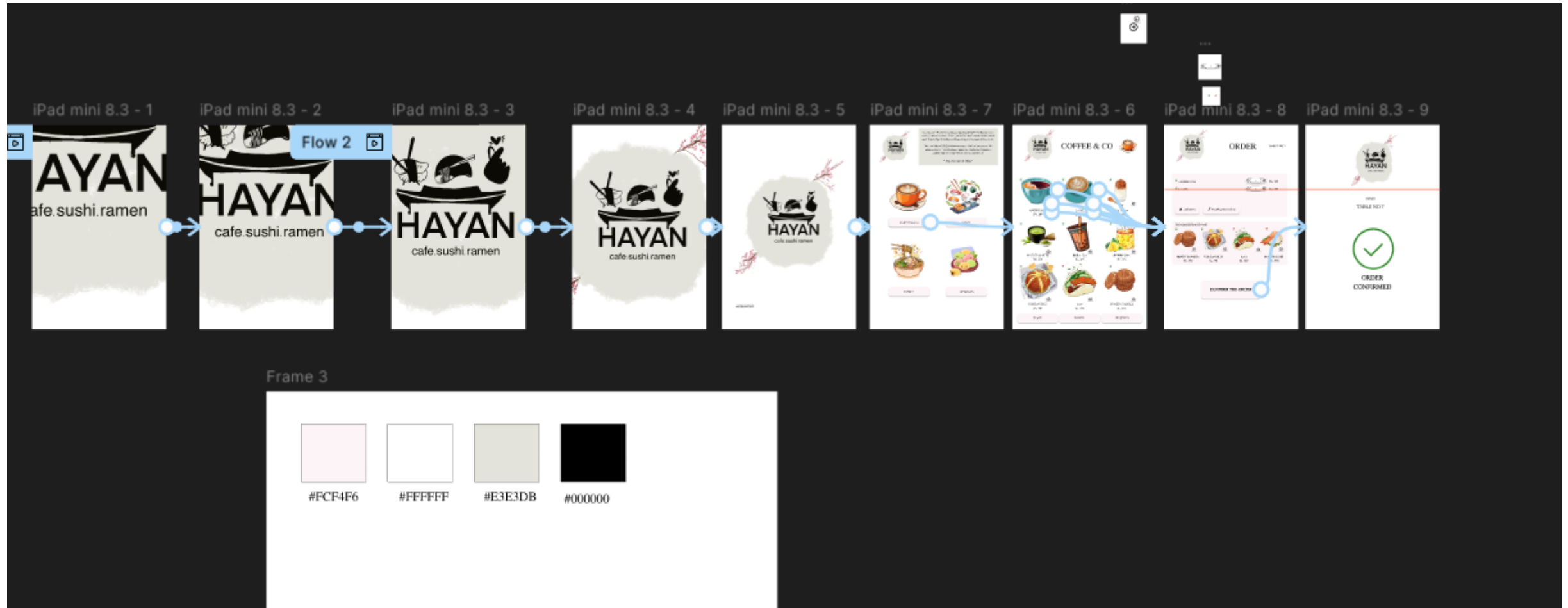
SCREEN 3



SCREEN 4



SCREEN 5



Prototype Link: <https://www.figma.com/proto/v8HPcH1MBMUZuYDivkjAzv/Untitled?node-id=0-1&t=pHEl1WH8qQB2T4RV-1>



# Thank you

Do you have questions?  
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