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GRDS 387  
Interface Design  
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compleat

# Story

In mid-february of this year I went to my doctor for a routine check up and she notified me that I was at risk for being pre-diabetic and should change my diet immediately. So because of my diagnosed health condition and my new found knowledge of ethical eating I decided to begin transitioning to a vegetarian diet plan.

When diagnosed by my doctor that I was at risk of being pre-diabetic she immediately handed me a 15 page document telling me all of my recommended food, the risks of being pre-diabetic, and the general information behind my newly discovered health condition. **I quickly discovered how useless that packet was because I went grocery shopping the next day and I forgot my recommended food list.** So I did what any person with common sense would do and look for anything that was green and looked like it had healthy looking packaging. **Unfortunately when shopping for the foods I thought I should be eating I didn't know what brands were aligned to my ethical eating standards.**

I then proceeded to spend the next 3 hours in the grocery store researching different food brands to see their treatment of animals and if they used chemicals such as: herbicides, pesticides, and hormones. And because I decided to grocery shop being an ethical eater **I had to omit what few items I remembered seeing on the food list my doctor gave me. Those few items were fish, chicken, and occasional consumption of red meat** however I didn't intend to break my stance on ethical eating because of the dietary plan my health condition imposed on me. **I wanted to find alternative options for my pre-diabetic diet and there was a lack of opportunity because of my ethical eating habits.** I ended my shopping trip feeling defeated and hungry because **I left the store with items I didn't know were good for me or not and I didn't know how to cook them.**

## Pain Points

Wanting alternative choices for my pre-diabetic diet  
Not remembering recommended food list given  
Lack of knowledge on ethical brands

## Brag Points

Alternative food items for dietary restrictions  
Get recommended food list based on health condition  
Find ethical brands customized to health condition and learn more to buy

# App Icons



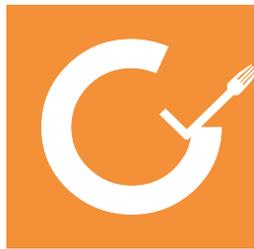
iPhone 6s Plus, iPhone 6 Plus (180px)



iPhone 6s, iPhone 6, iPhone SE (120px)



iPad Pro (167px)

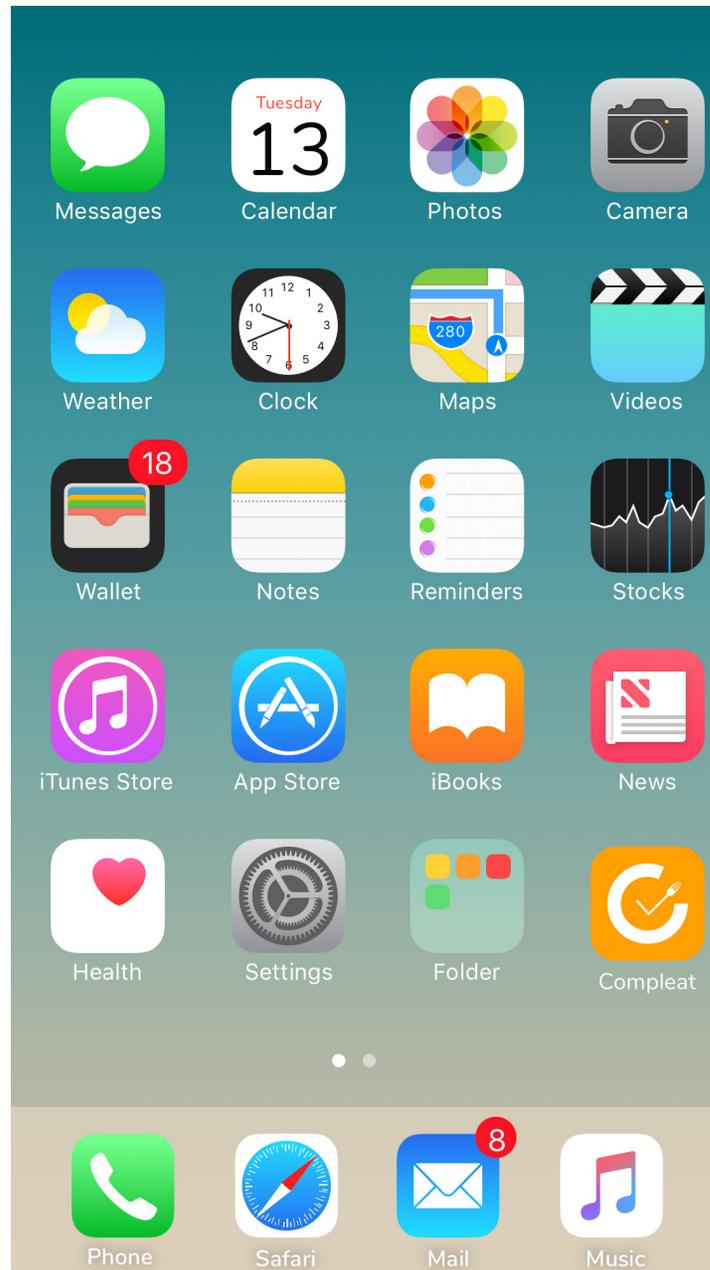


iPad, iPad mini (152px)



App Store (1024px)

# App Icon ios



# Color Palette

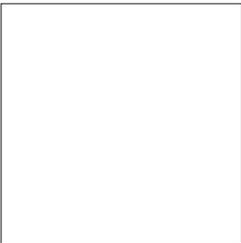


#588b8b

R: 86

G: 141

B: 141

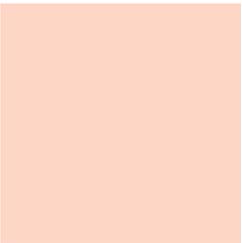


#ffffff

R: 255

G: 255

B: 255



#ffd5c2

R: 252

G: 214

B: 196



#f28f3b

R: 243

G: 144

B: 85



#c8553d

R: 202

G: 85

B: 62

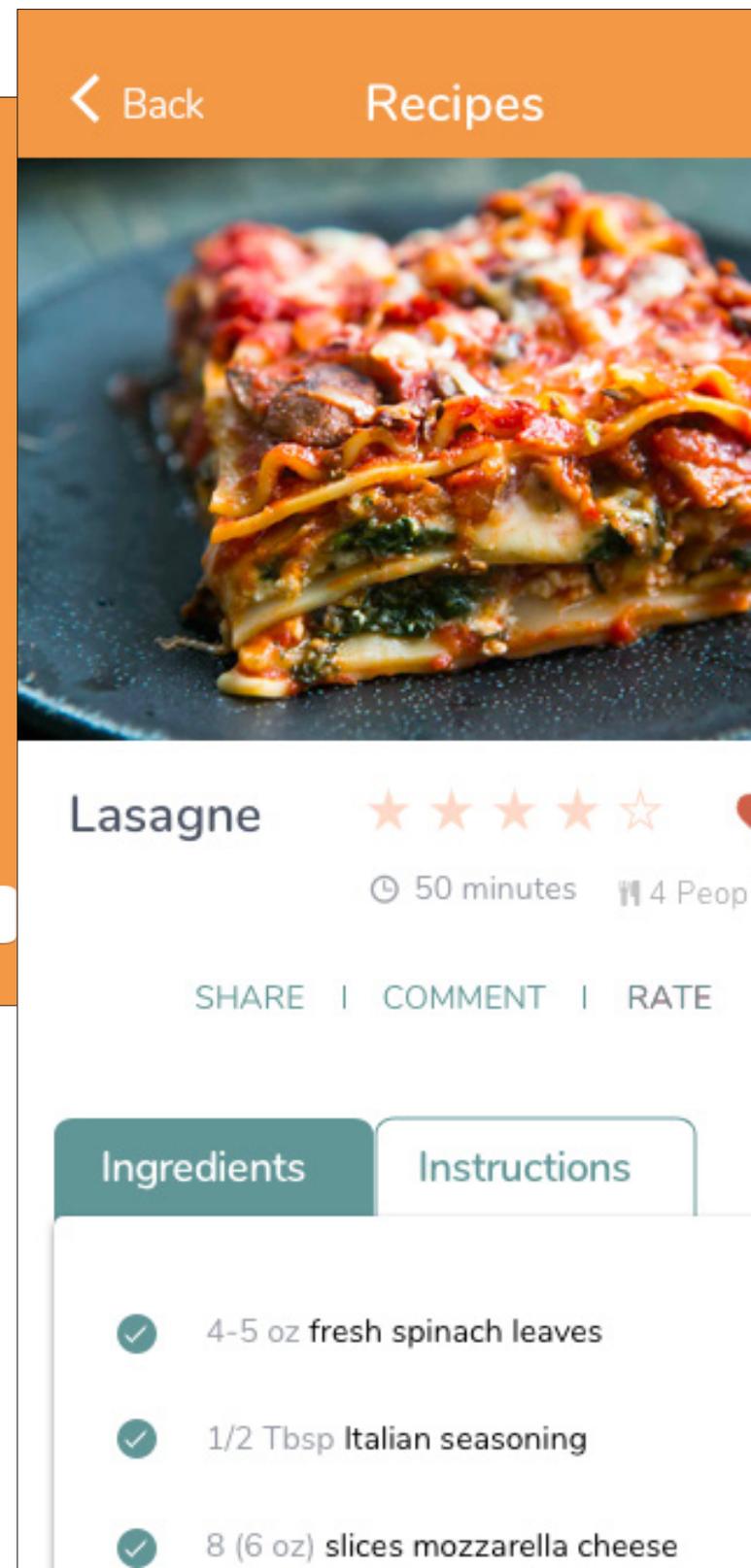
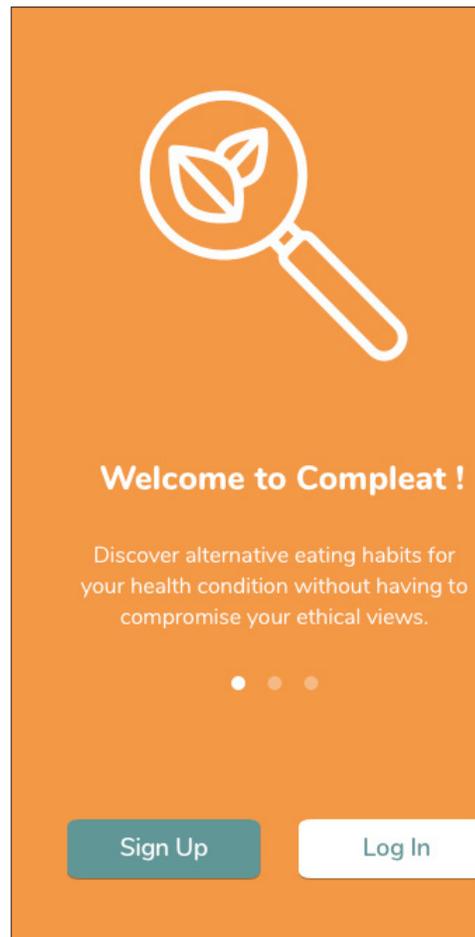
# Typography

Nunito  
Extra Bold

Nunito  
Semi Bold

Nunito  
Regular

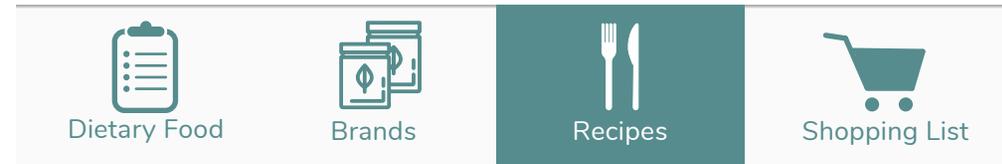
The slightly rounded typeface gives a welcoming and natural aesthetic that helps the app give an inviting and user friendly tone.



# Iconography

The use of icons in the navigation are meant to represent the shopping list, recipes, brands, and dietary food list pages.

## Navigation



The icons in the joyride keep a consistent theme of being a bit round and help the viewer understand the tone of the app as an inviting platform for them to manage their health.

## Joyride



The icons for onboarding and dietary restrictions is meant to be a generalized icon to help users identify the most commonly avoided items in the world of ethical eating habits.

## On boarding



The light bulb icon is meant to indicate to the user helpful tips on their diet and alternatives for their shopping list ingredients.

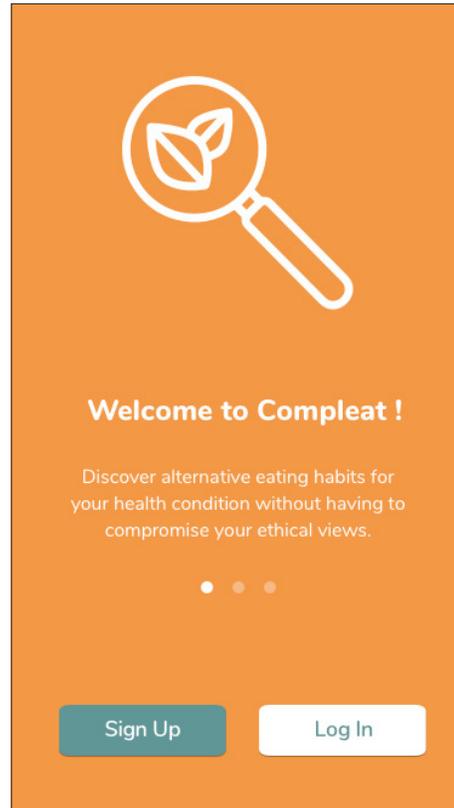
## Helpful Tip



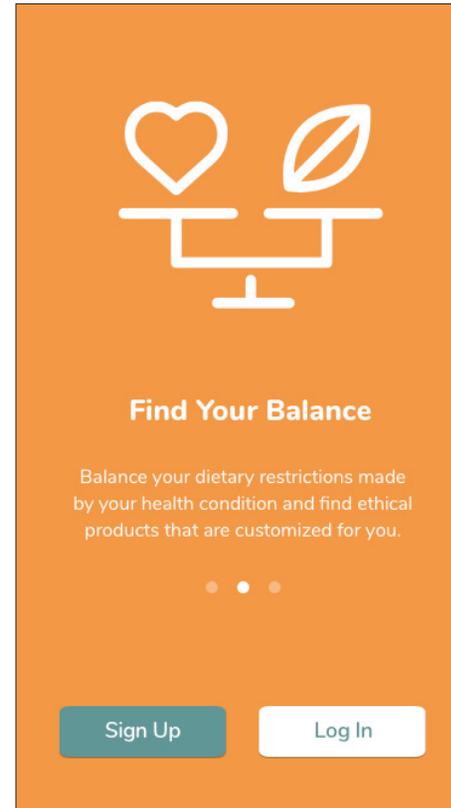
# Visuals Alternative choices for Pre-diabetic



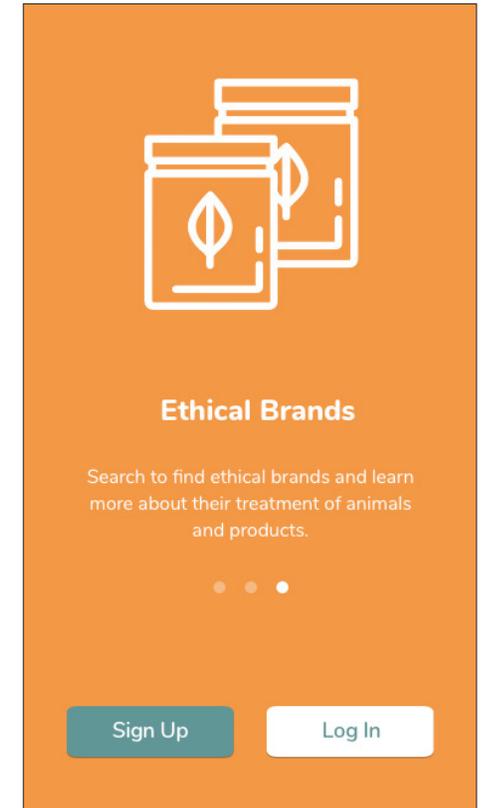
Splash page



Swipable joyride explaining to user the usefulness of app along with sign up and login buttons

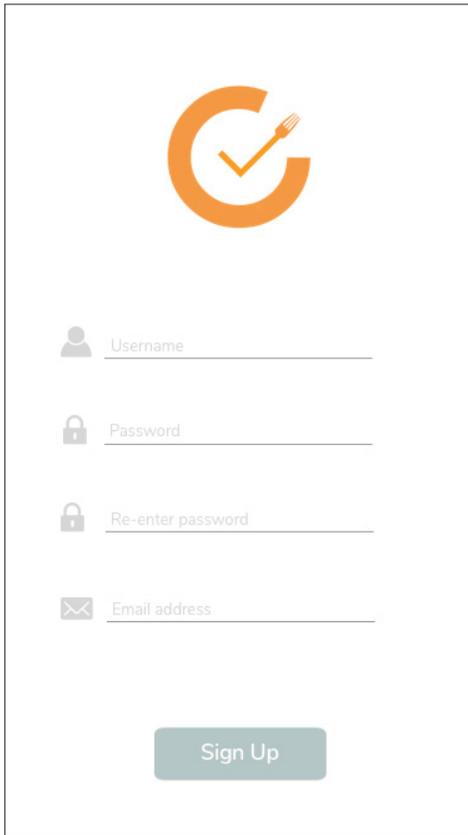


Joyride screen that explains the ability to manage health based diet restrictions and feature that offers products and recipes for the user



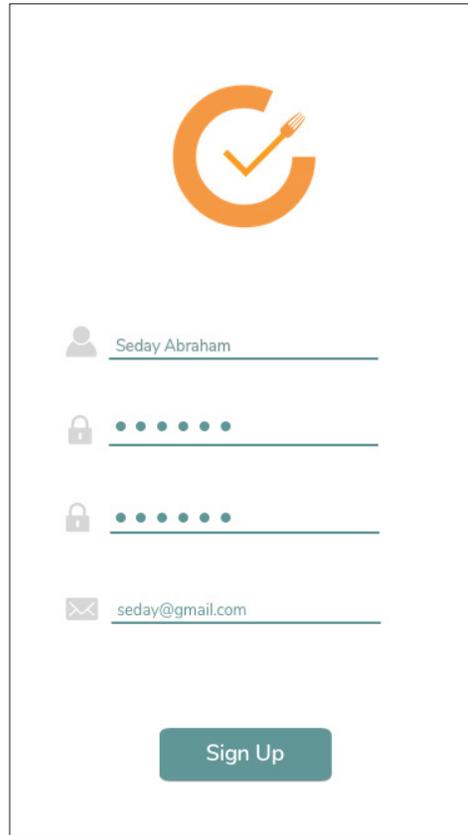
Explaining to user the feature of searching ethical brands and finding items that are found on dietary food list.

# Visuals Alternative choices for Pre-diabetic



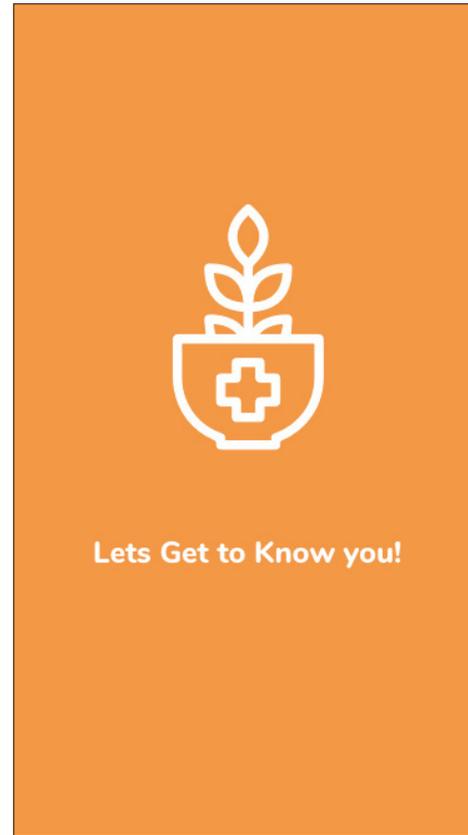
Sign up page featuring a logo with a checkmark and a fork inside a circle. Below the logo are four input fields: Username, Password, Re-enter password, and Email address. A 'Sign Up' button is at the bottom.

Sign up page

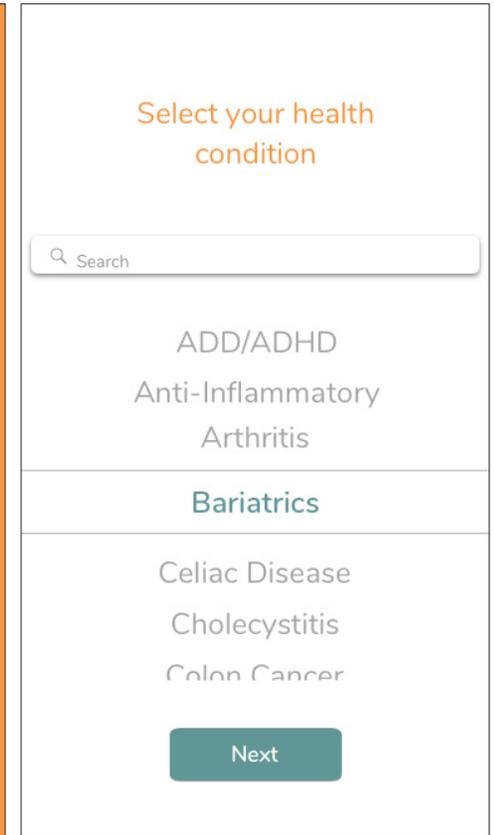


Sign up input field filled with the following information: Username: Seday Abraham, Password: [masked], Re-enter password: [masked], Email address: seday@gmail.com. A 'Sign Up' button is at the bottom.

Sign up input field filled



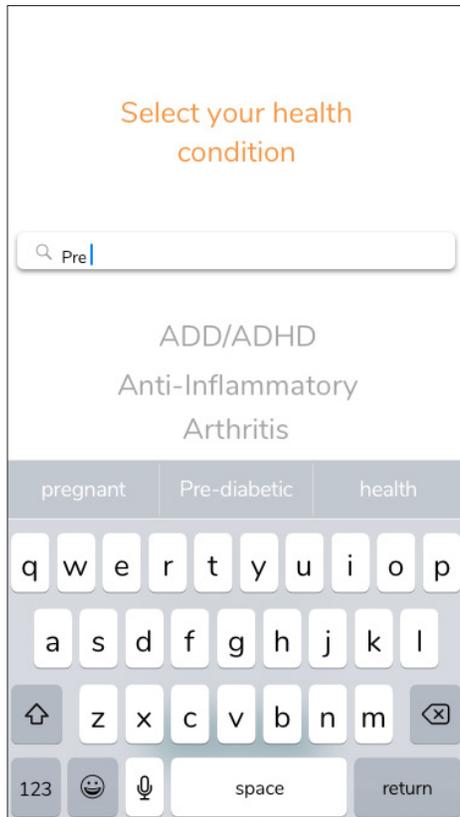
Onboarding welcome page



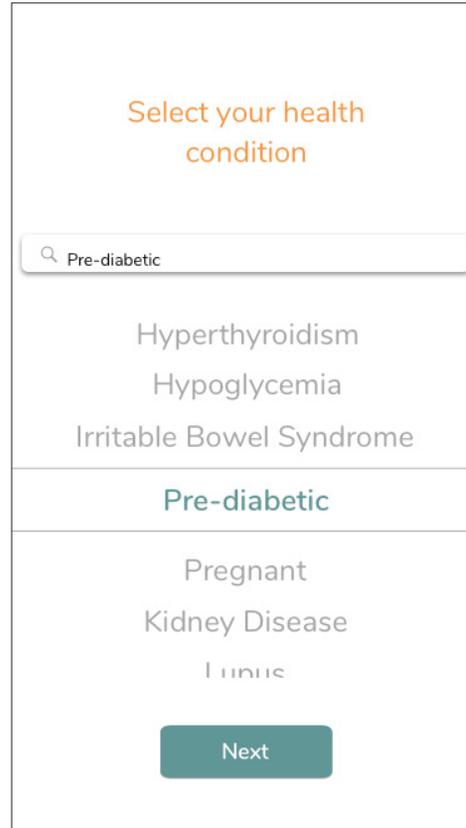
Health picker with search field. The page title is "Select your health condition". It includes a search bar with the text "Search". Below the search bar, the following health conditions are listed: ADD/ADHD, Anti-Inflammatory, Arthritis, Bariatrics (highlighted in teal), Celiac Disease, Cholecystitis, and Colon Cancer. A "Next" button is at the bottom.

Health picker with search field

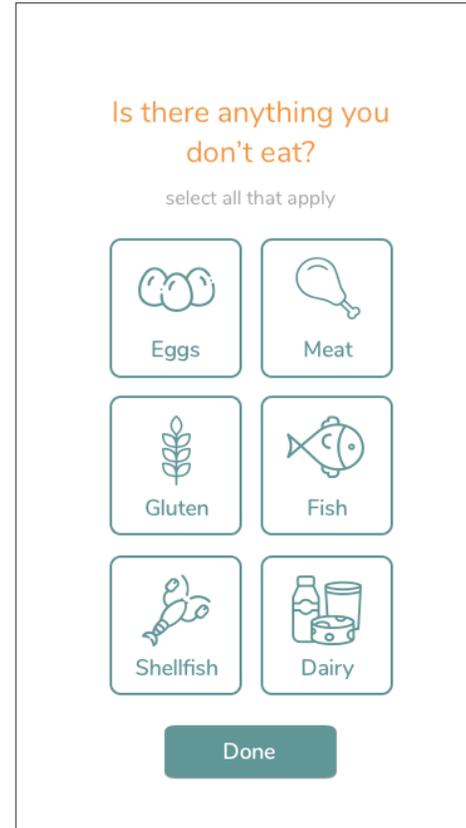
# Visuals Alternative choices for Pre-diabetic



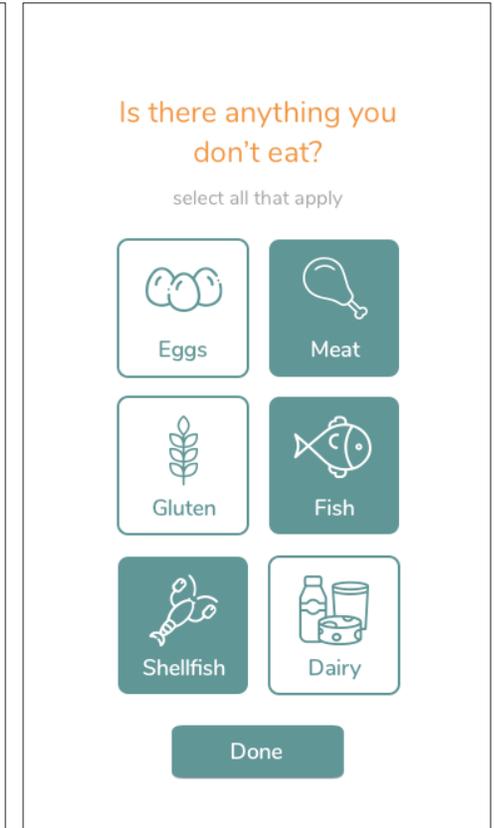
Predictive keyboard used for picker to help user select items faster



User taps next button which system saves selection to profile

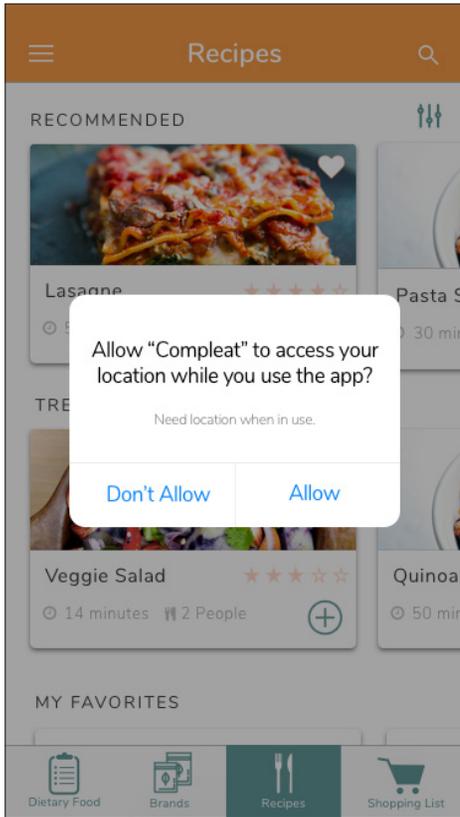


Screen to allow user to filter out unwanted dietary choices based on implied ethical stance.

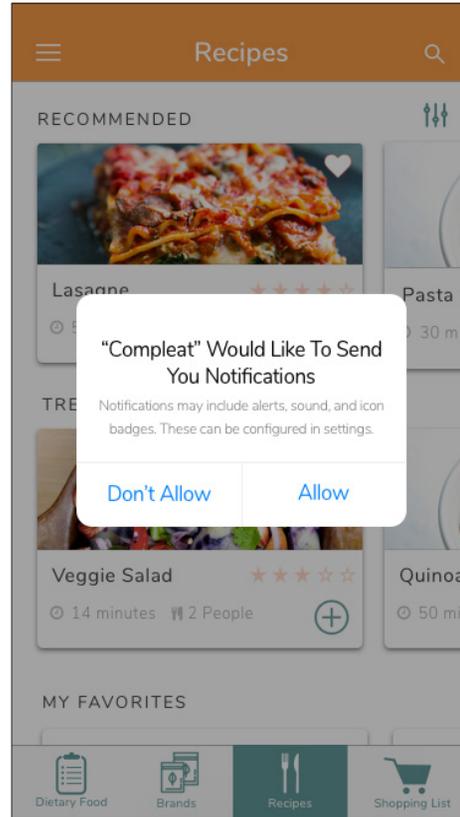


Dietary icons shown in selected state

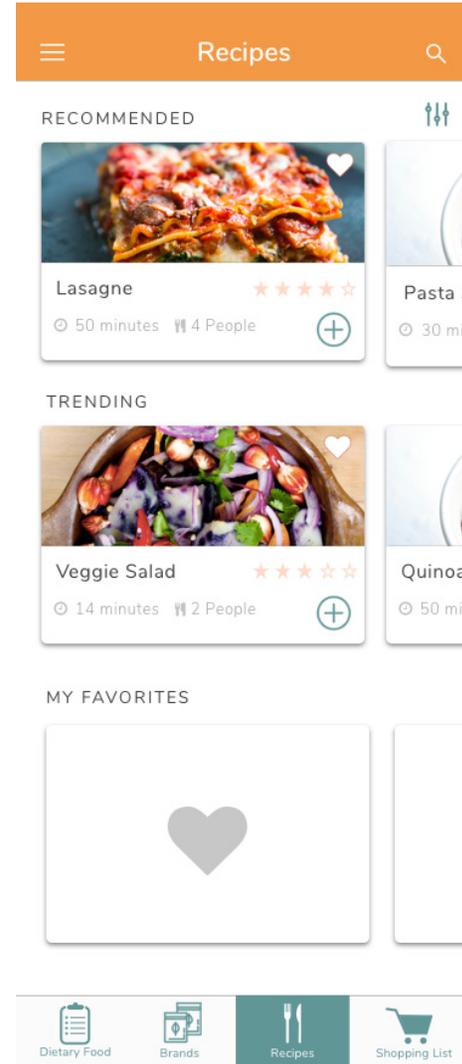
# Visuals Alternative choices for Pre-diabetic



App using phone's notification system to gain access to feature

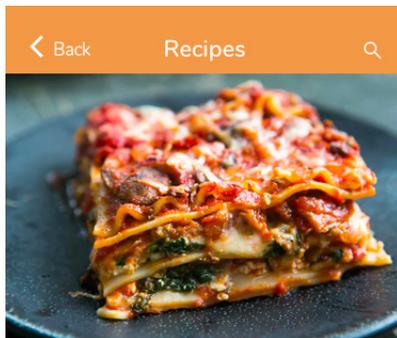


App using phone's notification system to gain access to feature



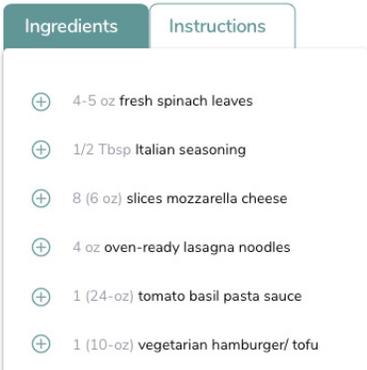
Recipes' screen creates a list of recommended items for user to swipe through and tap to expand. As well as the ability to see trending recipes within the app and favorited recipes.

# Visuals Alternative choices for Pre-diabetic

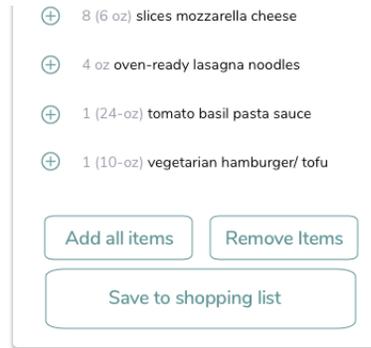


Lasagne ★★★★★ 50 minutes 4 People

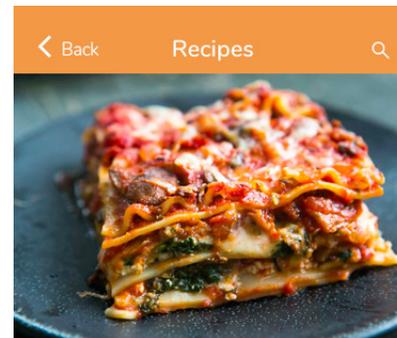
SHARE | COMMENT | RATE



Recipes detail screen that shows rate, comment, and share capability. Ingredients tab in selected state with feature to add ingredients to shopping list.

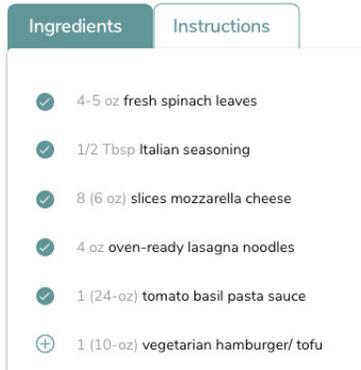


Screen shows recipes detail page scrolled down and has buttons to add items to shopping list along with comment added with input field for new comment to be added.

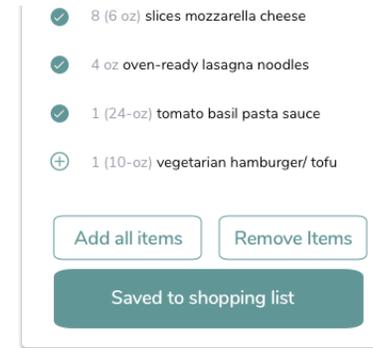


Lasagne ★★★★★ 50 minutes 4 People

SHARE | COMMENT | RATE

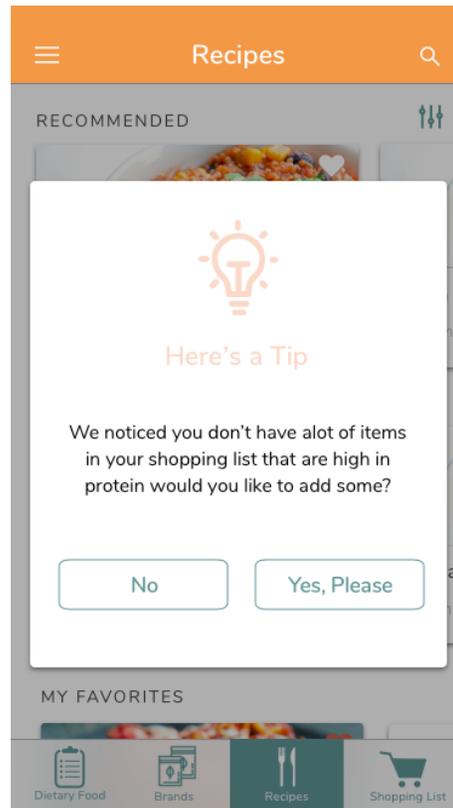
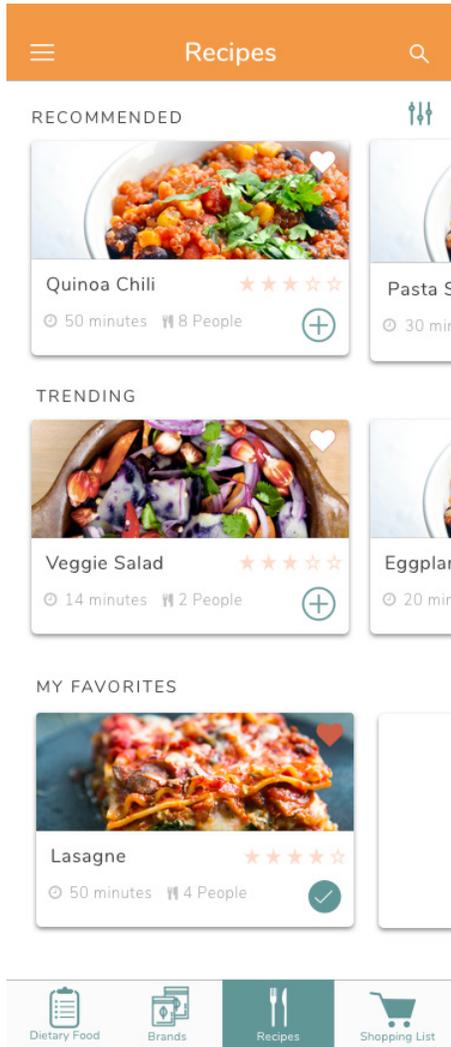


Recipe is favorited and individual ingredients have been added and are seen in their selected state.



Recipes detail page scrolled down that shows ingredients saved to shopping list.

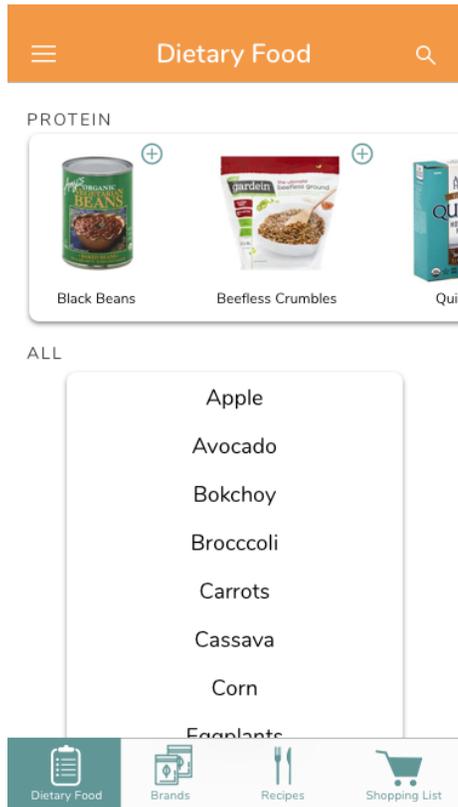
# Visuals Alternative choices for Pre-diabetic



Through the items added to the shopping list the system pulls metadata to help user manage healthy diet for health condition. Also while still keeping in mind the user's ethical views on eating certain animal products.

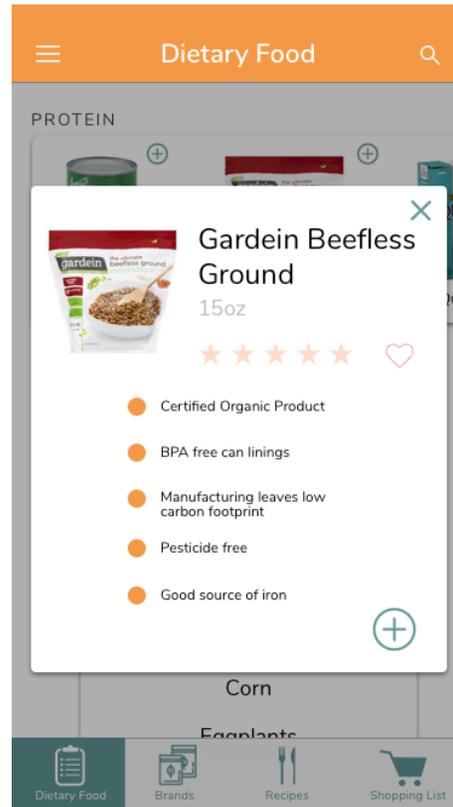
Screen returns to recipes home page with added favorite recipe in place and new recommended recipe pulled into feed.

# Visuals Recommended Dietary food List



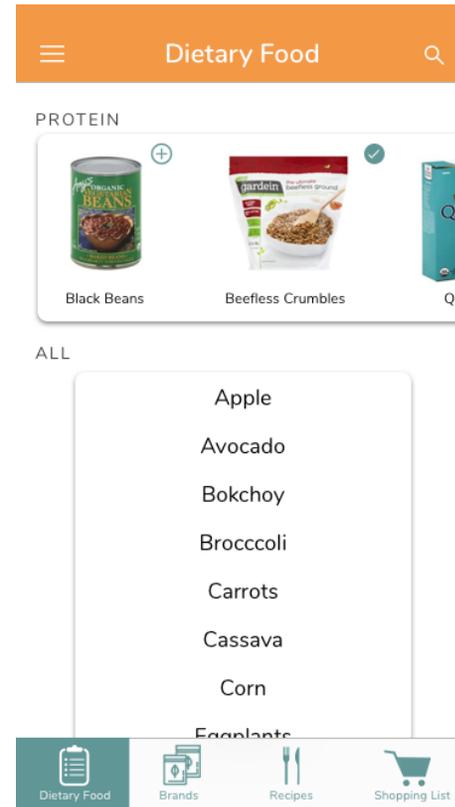
Dietary Food page allows user to see recommended shopping items for them and an aggregated list of items they can eat for their health condition.

User would tap product to expand



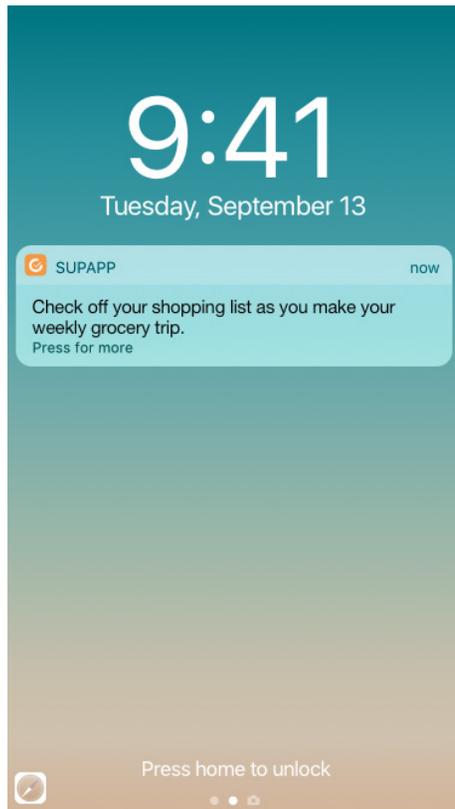
Screen shows pop up of product detail and standard ethical facts for the brand and product.

User taps add button to add to shopping list



Screen returns back to Dietary food list and item is shown as added to food list.

# Visuals Find ethical brands selected for diet



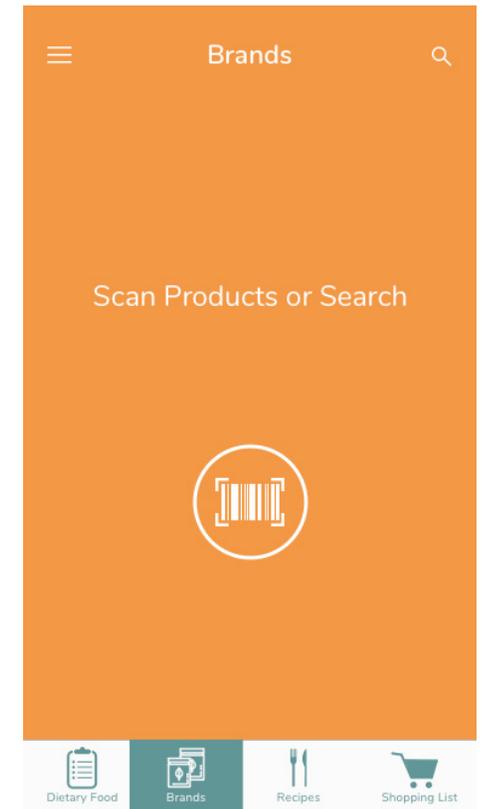
The app sends a notification with a message for checking your shopping list off. It utilizes the app's ability to know location and sees the location is at a grocery store.



Screen shows checklist where user can select items gathered and have shopping list completed

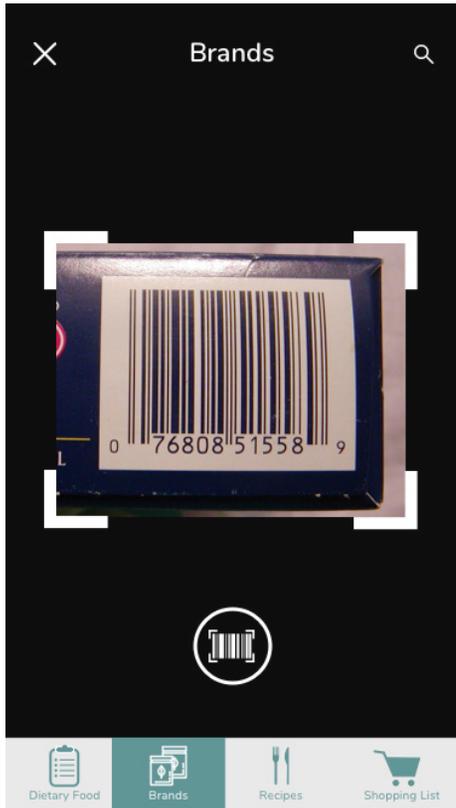


Screen shows checklist for shopping list in selected state without the lasagne noodles.  
The user is currently shopping but wants to find an ethical brand for this item.

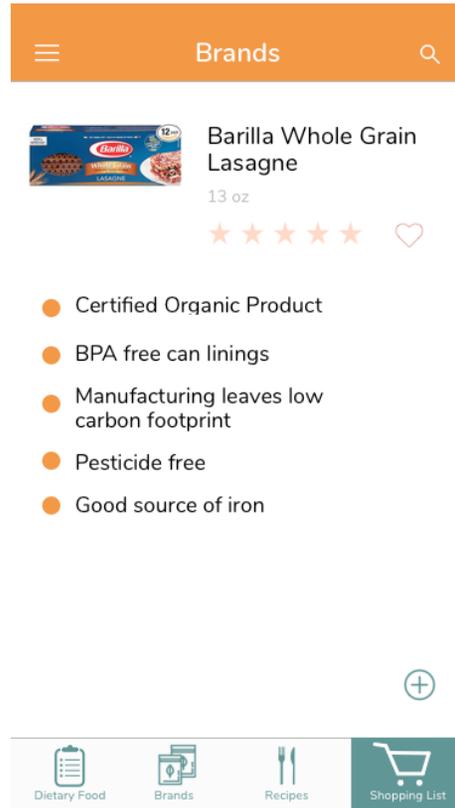


Brands screen allows user to either search with search icon on header or scan product in store to check ethical product sheet for item.  
User taps on barcode icon to use scanner.

# Visuals Find ethical brands selected for diet



Barcode scanner for users to search for specific items and learn more about their ethical practices



Scanned item recognized and brand ethical page is pulled and shown to user.

**Thank You!**