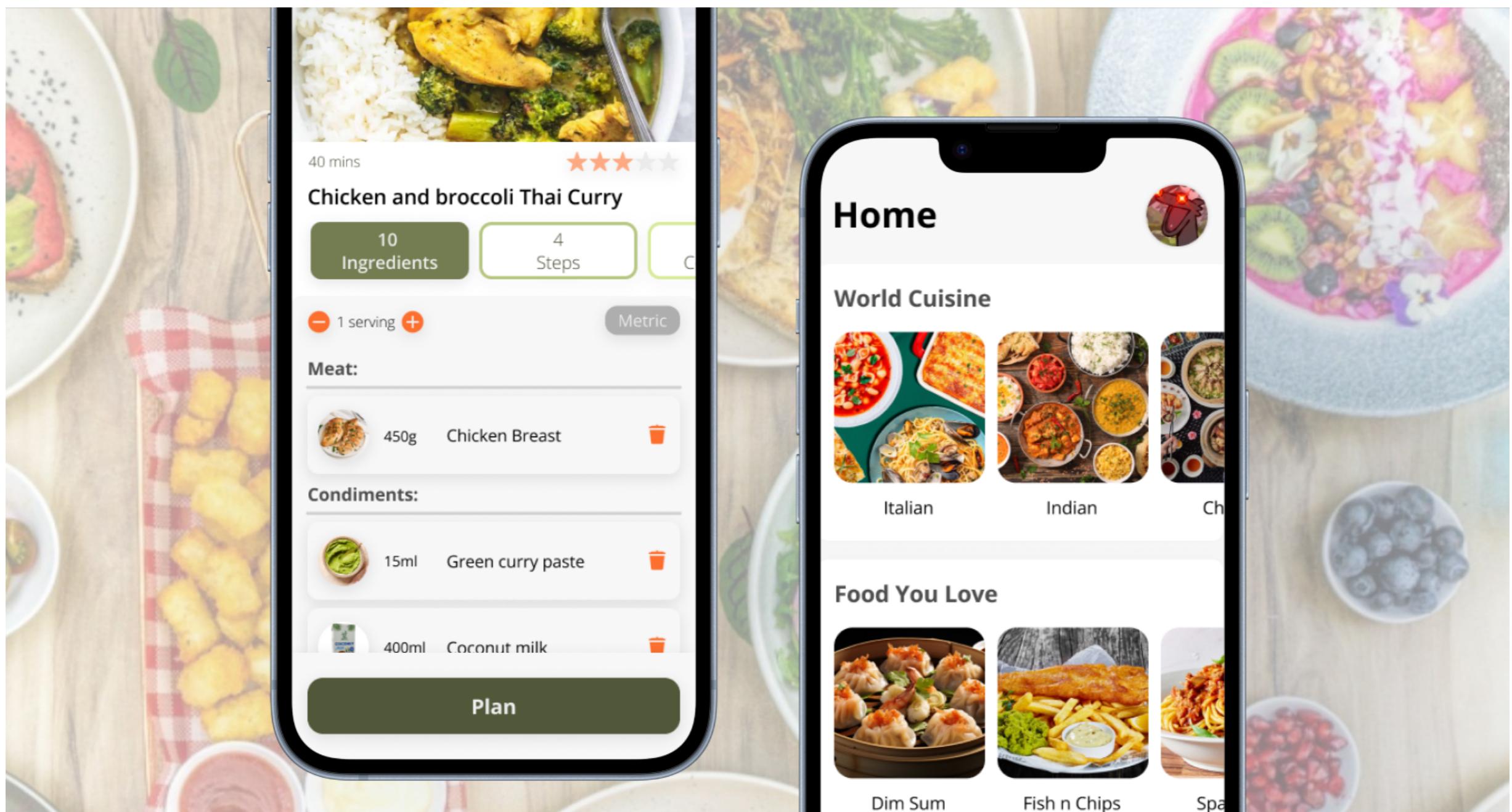
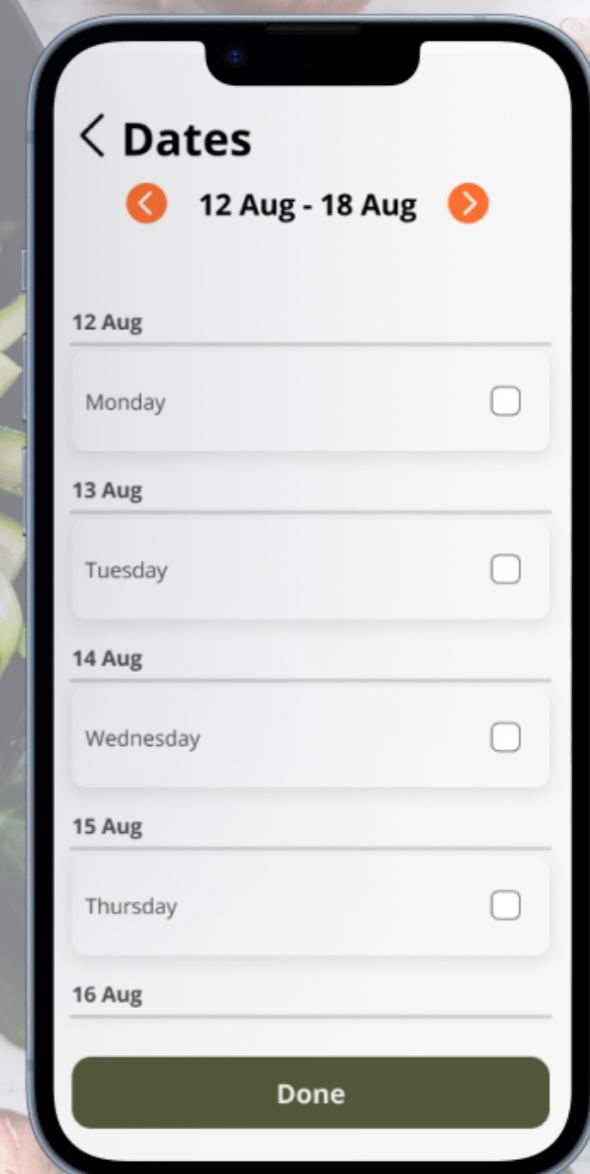
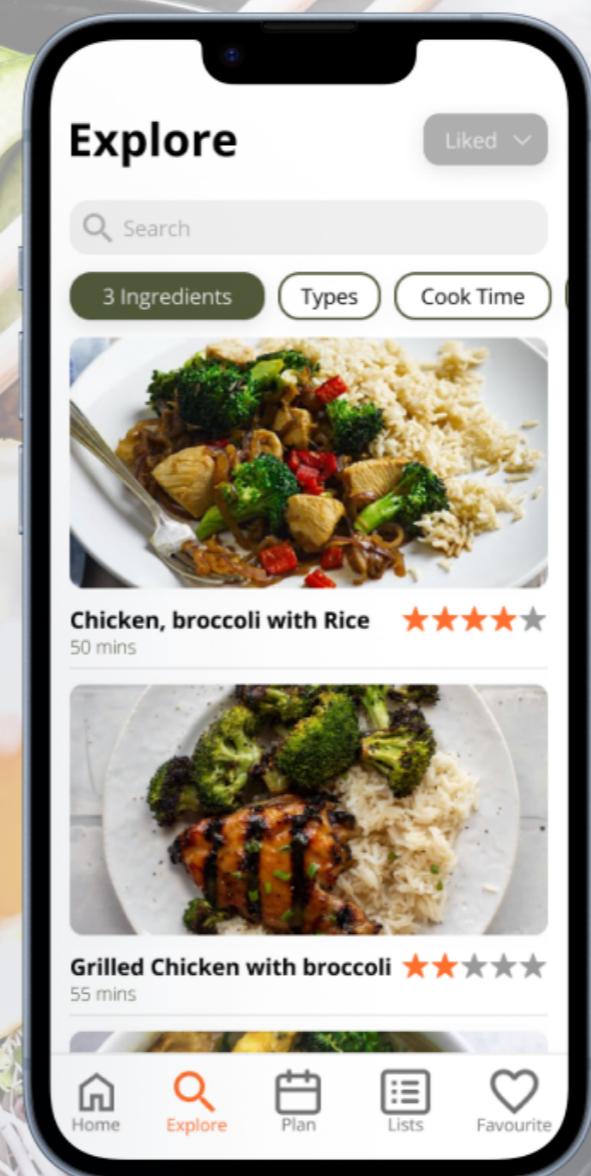
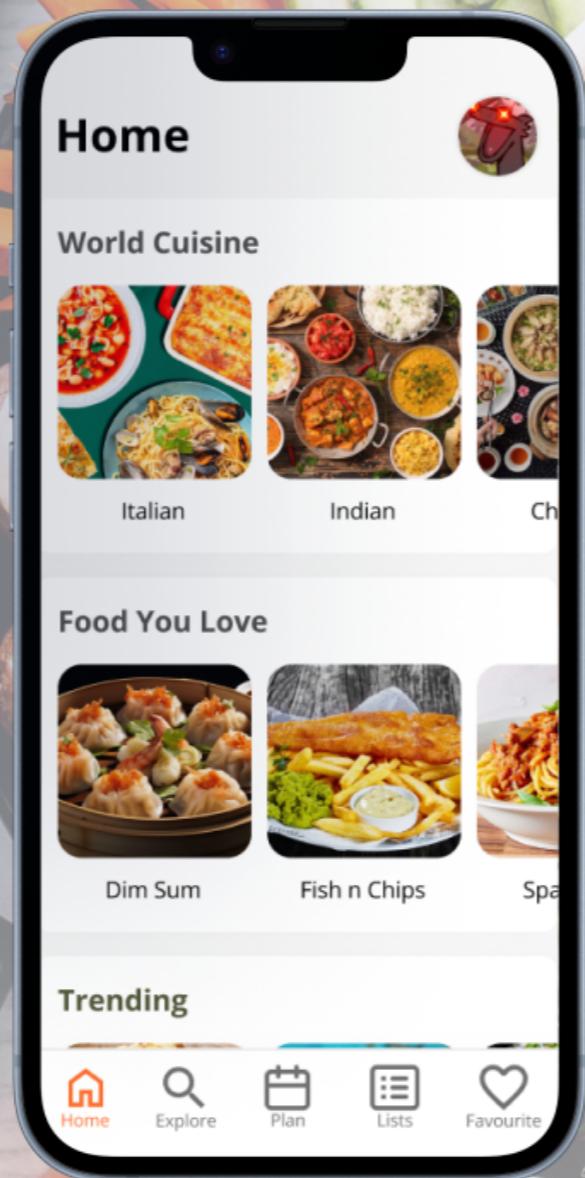
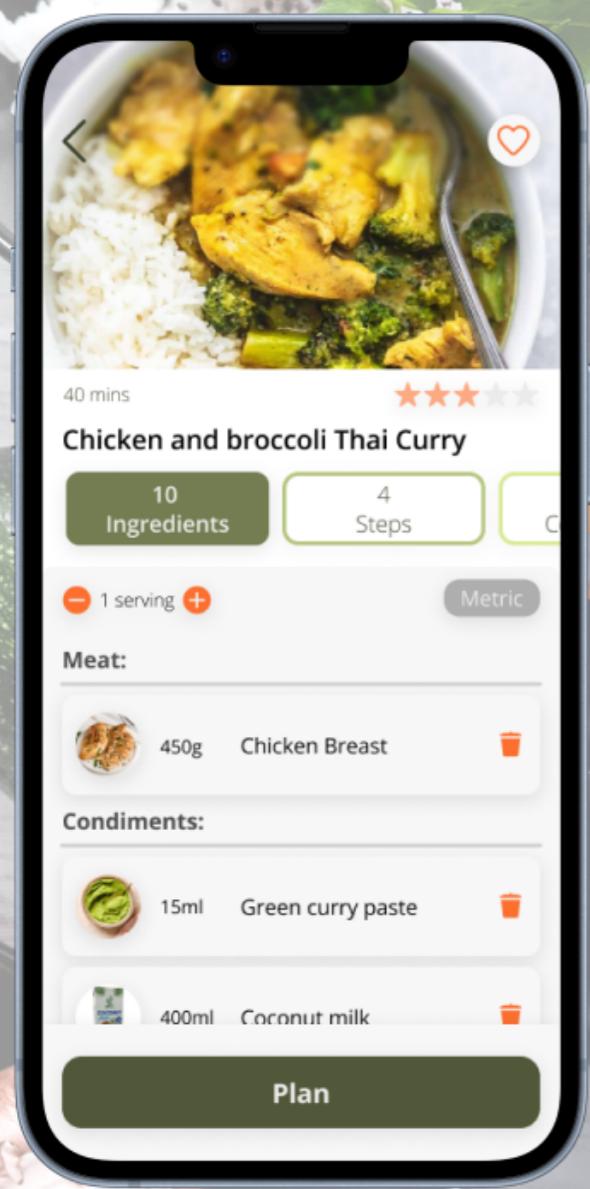


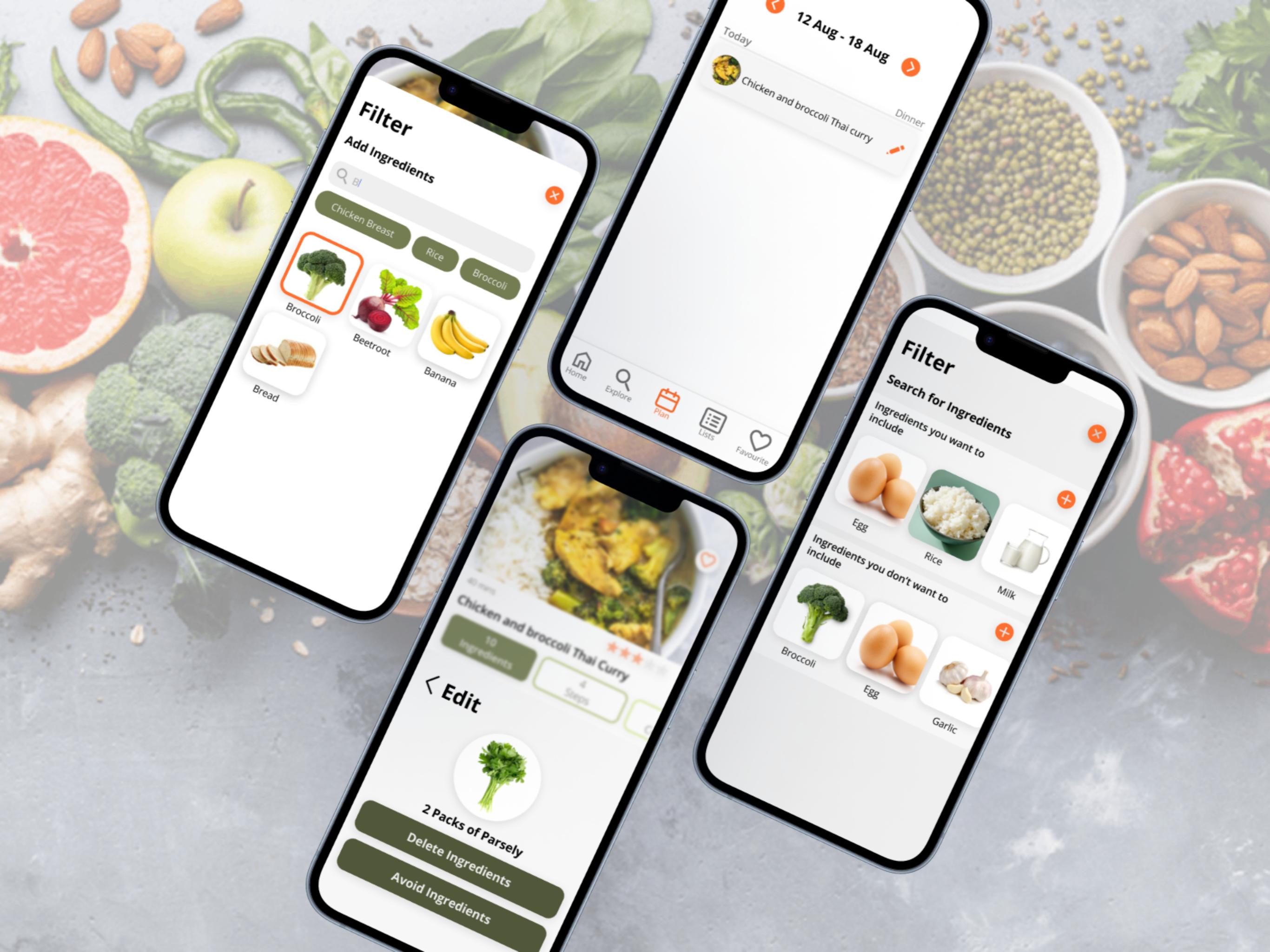
AT3 Prototyping UI

FOOD PLANNING APP

Joshua Calvin Chow







Typography

Opens Sans

Title | 34px | Bold

Title 2 | 28px | Bold

Title 3 | 20px | Semi-bold

Body | 20px | Bold

Body | 20 | Regular

Body | 16px | Bold

Body | 16px | Regular

Body | 14px | regular

Body | 14px | Light

Button | 12 | Regular

The reason why I chose open sans as my typography is because it is highly readable and versatile across various screen sizes, making it ideal for mobile. Its clean, modern look aligns well with my app as I am aiming it to look professional. Also, Open sans is widely supported for digital interfaces.

Text styles

Ag Title | 34px | Bold · 32/25

Ag Title 2 | 28px | Bold · 20/25

Ag Title 3 | 20px | Semi bold · 20/25

Ag Body | 20px | Bold · 20/25

Ag Body | 20 | Regular · 20/25

Ag Body | 16px | Bold · 16/25

Ag Body | 16px | Regular · 16/25

Ag Body | 14px | Light · 14/25

Ag Button | 12 | Regular · 12/25

Ag Body | 14px | regular · 14/25

Colours - Moodboard



Colours

Food Planning App

Primary: Olive Green

I chose this as the primary colour for the food planning app because it's a natural, earthy green that feels fresh and aligns with themes of eating and planning. This colour gives a calming and balanced vibe, making the app feel inviting for users focused on planning meals. It also provides a strong contrast for readability and blends well with the secondary accents to guide users through the interface.



HEX

#515839

RGB

81, 88, 57



#FCFFF3



#F0F6DB



#D8EB98



#B7C780



#737D51

Colours

Food Planning App

Secondary: Vibrant orange

I chose a vibrant orange, as the secondary color for the app because it adds energy and warmth, drawing attention to key actions without overwhelming the design. This lively orange complements the earthy primary green, creating a balanced and inviting color scheme that guides users through the app intuitively.



HEX

#FC6F2F

RGB

252, 111, 47



#FFF4EF



#FFB694



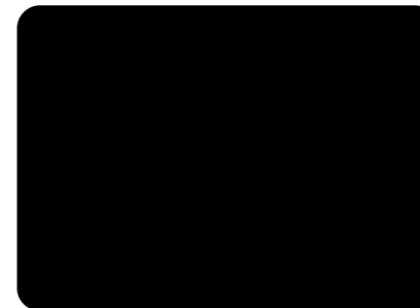
#FF9260

Colours

Food Planning App

Neutral colours

The neutral color palette, ranging from black to light grey, was chosen to provide a clean and balanced look. Light grey serves as a soft background color, keeping the interface subtle and easy on the eyes. A second, slightly darker grey highlights less important elements like tabs and filter buttons, subtly differentiating them without drawing too much attention. This neutral scheme supports readability and allows the primary and secondary colors to stand out effectively for key actions and information.

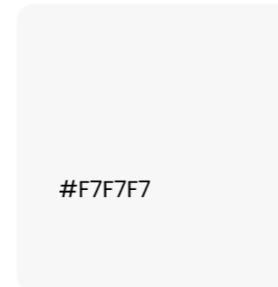


HEX

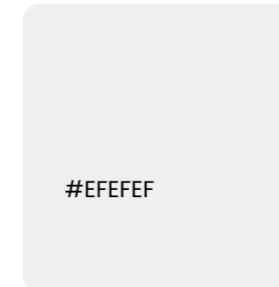
#000000

RGB

0, 0, 0



#F7F7F7



#EFEFEF



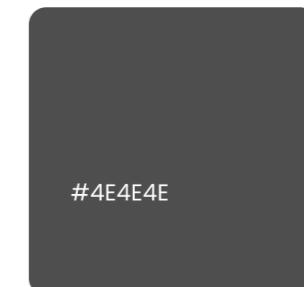
#D2D2D2



#AEAEAE

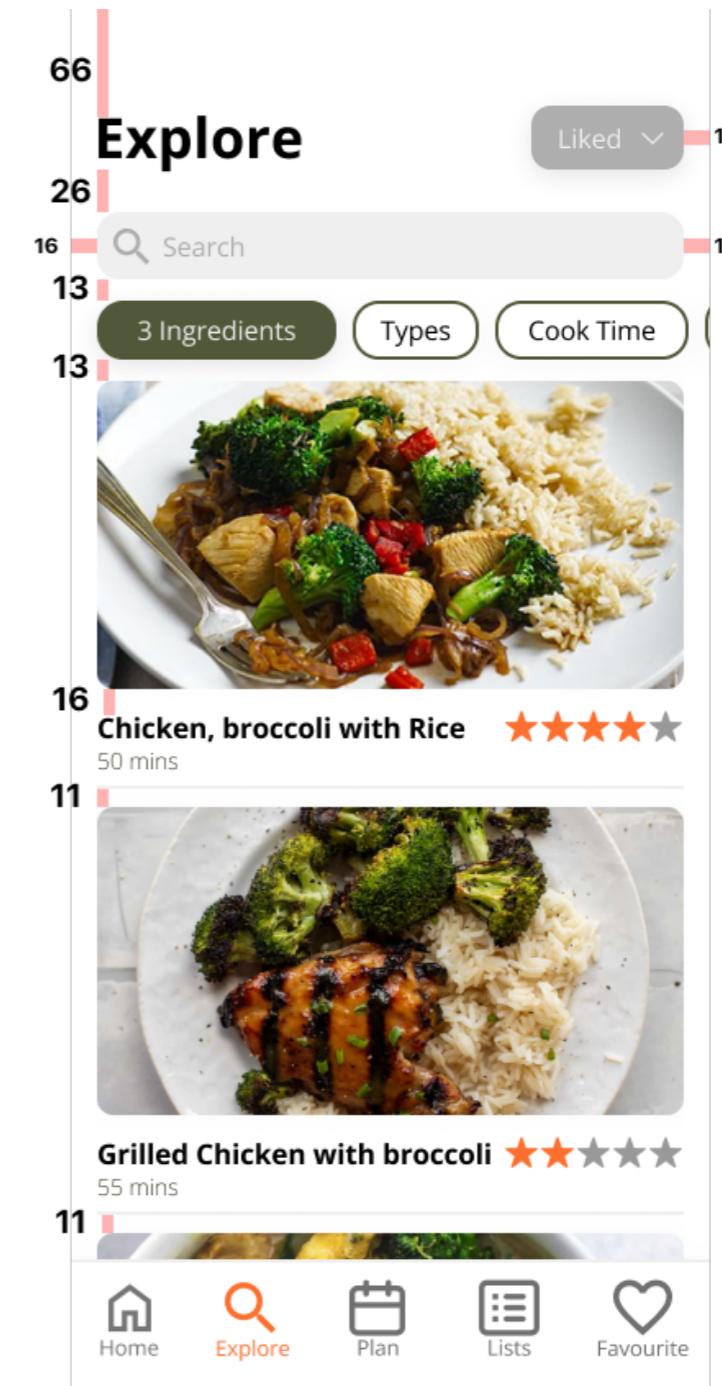
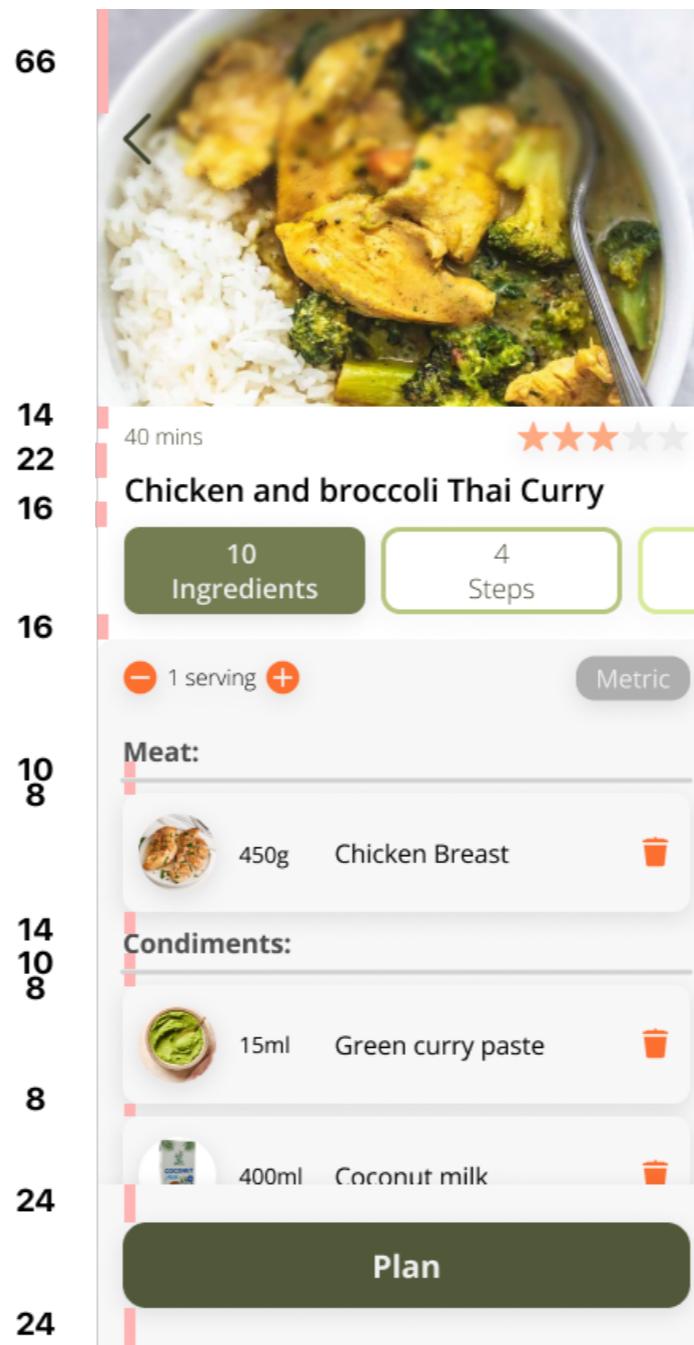
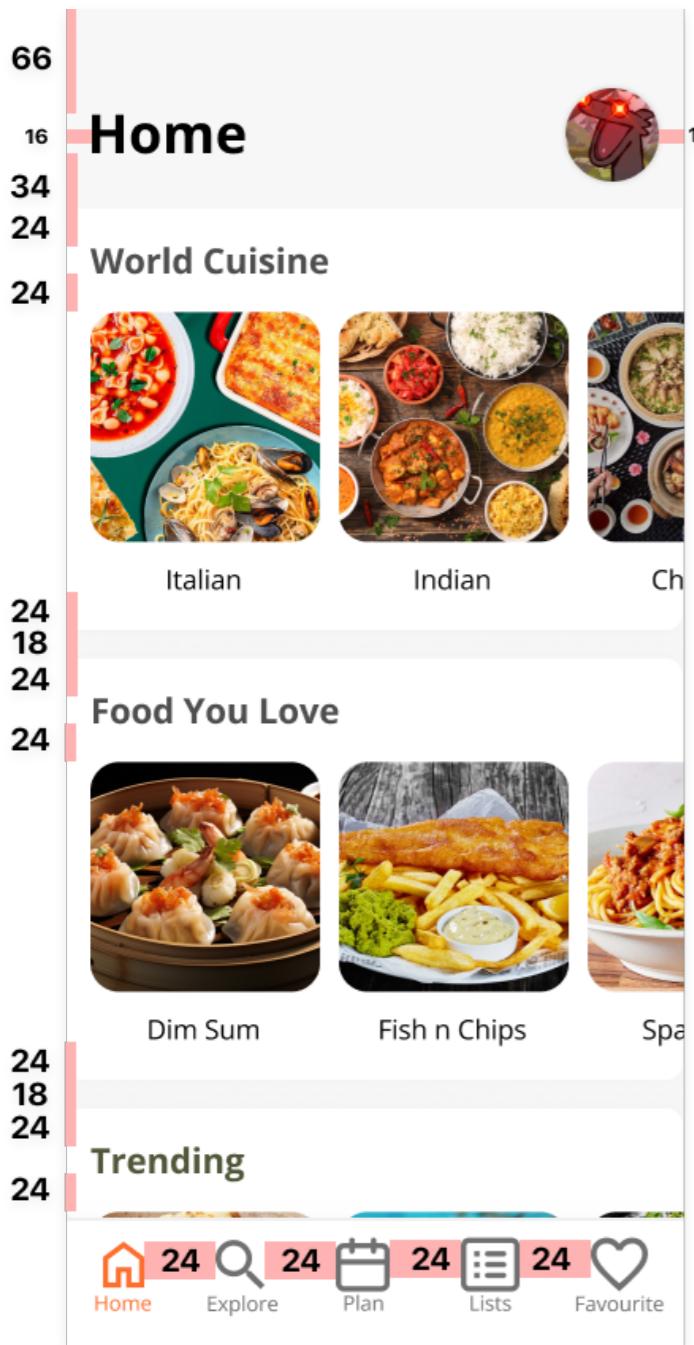


#767676

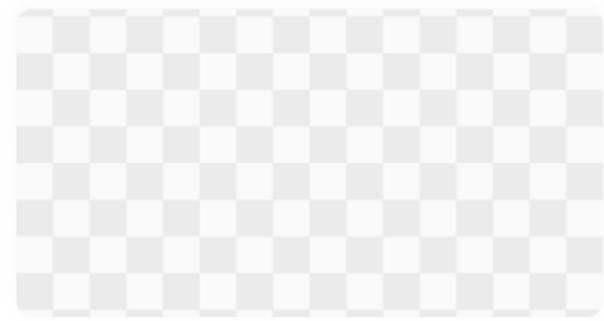


#4E4E4E

Grid and Spacing



Components



Tom Yum Goong

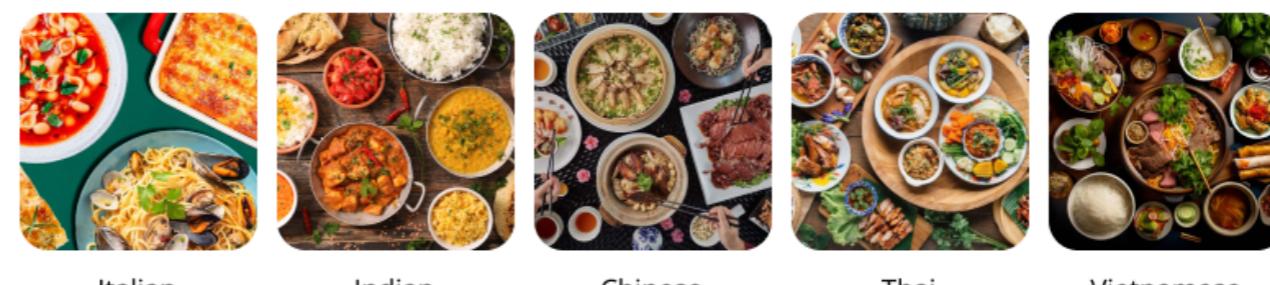
120 mins



< < ▾ ★★★★☆ Liked ▾

- + ✎ 🗑 Metric Metric ▾

Home Explore Plan Lists Favourite



Italian

Indian

Chinese

Thai

Vietnamese

Chicken Breast Rice Broccoli

10
Ingredients

4
Steps

22
Comments

Plan

Search



- 1 serving +



12 Aug - 18 Aug



Testing

FIRST CLICK TEST

I conducted a first click test to determine if users could easily identify and use the filter option on the explore page for recipes. This test helped me assess if the filter button is obvious and intuitive, ensuring that users can quickly filter recipes based on a given scenario. This way, I could confirm if the design effectively guides users to complete filtering tasks without confusion.

Scenario: Where would you click to see only Thai recipes?

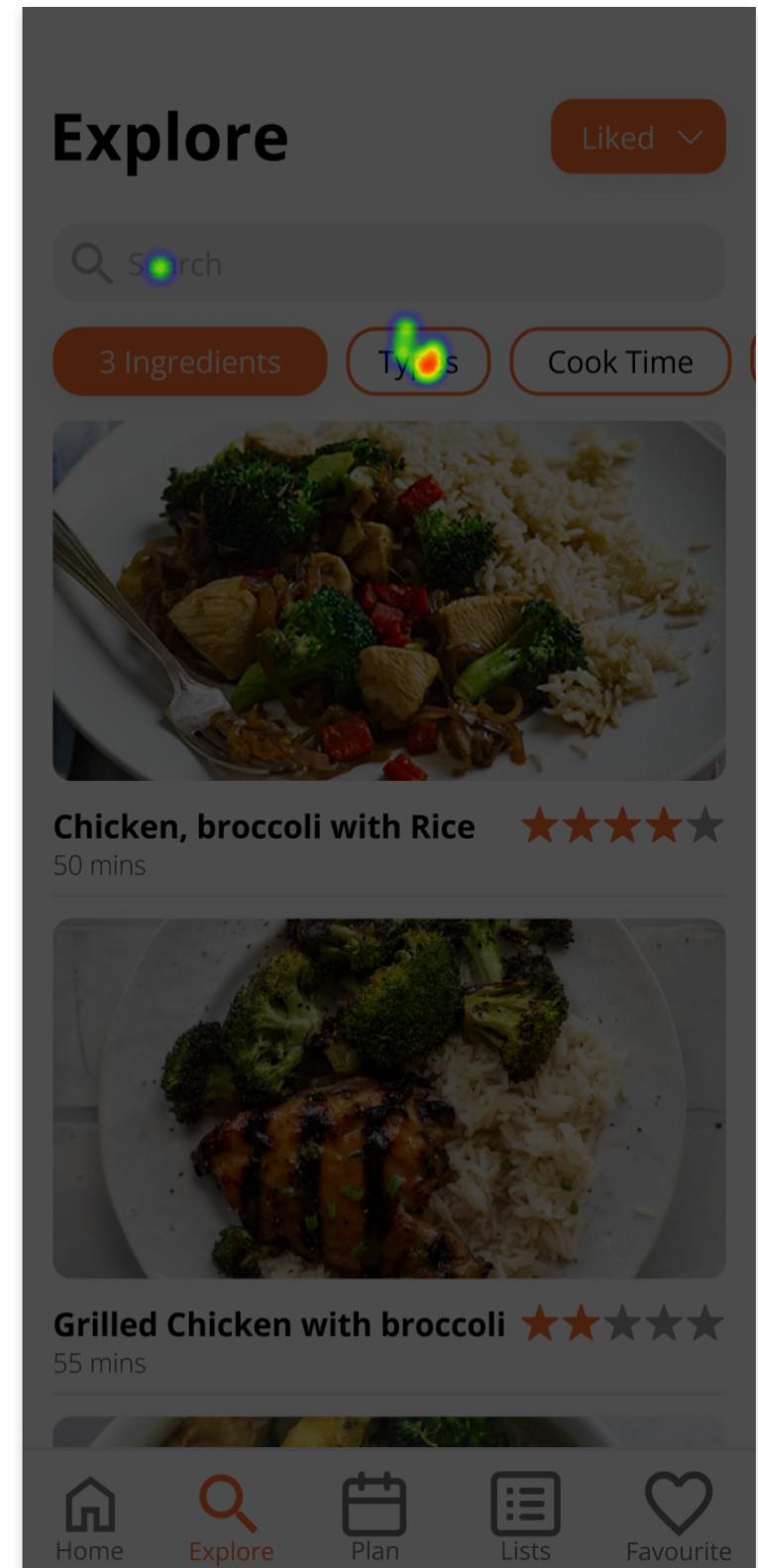
The screenshot shows a mobile application interface for exploring recipes. At the top, there is a search bar with a magnifying glass icon and the word "Search". Below the search bar are three orange-colored filter buttons: "3 Ingredients", "Types", and "Cook Time". To the right of these filters is an orange button labeled "Liked" with a dropdown arrow. The main content area displays two recipe cards. The first card features a photo of a dish containing chicken, broccoli, and rice. Below the photo, the title "Chicken, broccoli with Rice" is displayed, followed by a star rating of four and a half stars and the text "50 mins". The second card, partially visible below the first, shows a photo of grilled chicken and broccoli. Its title is "Grilled Chicken with broccoli", it has a star rating of four and a half stars, and the text "55 mins". At the bottom of the screen, there is a navigation bar with five icons: "Home" (a house icon), "Explore" (a magnifying glass icon, which is highlighted in orange), "Plan" (a calendar icon), "Lists" (a grid icon), and "Favourite" (a heart icon).

Results

FIRST CLICK TEST

After the first click test, I found that most users understood "Types" as referring to different cuisines, which reassured me that the label was clear. Only one user clicked on the search bar, which they would use to find Thai recipes by typing "Thai food." The test showed an average time of 13 seconds to locate the filter button, which is an ideal speed.

When I asked users why they clicked on "Types," most responded that they associated "Types" with cuisine and saw it as the only option for filtering different dish categories. This feedback confirmed that the labelling and placement of the filter button are intuitive for users.



Testing

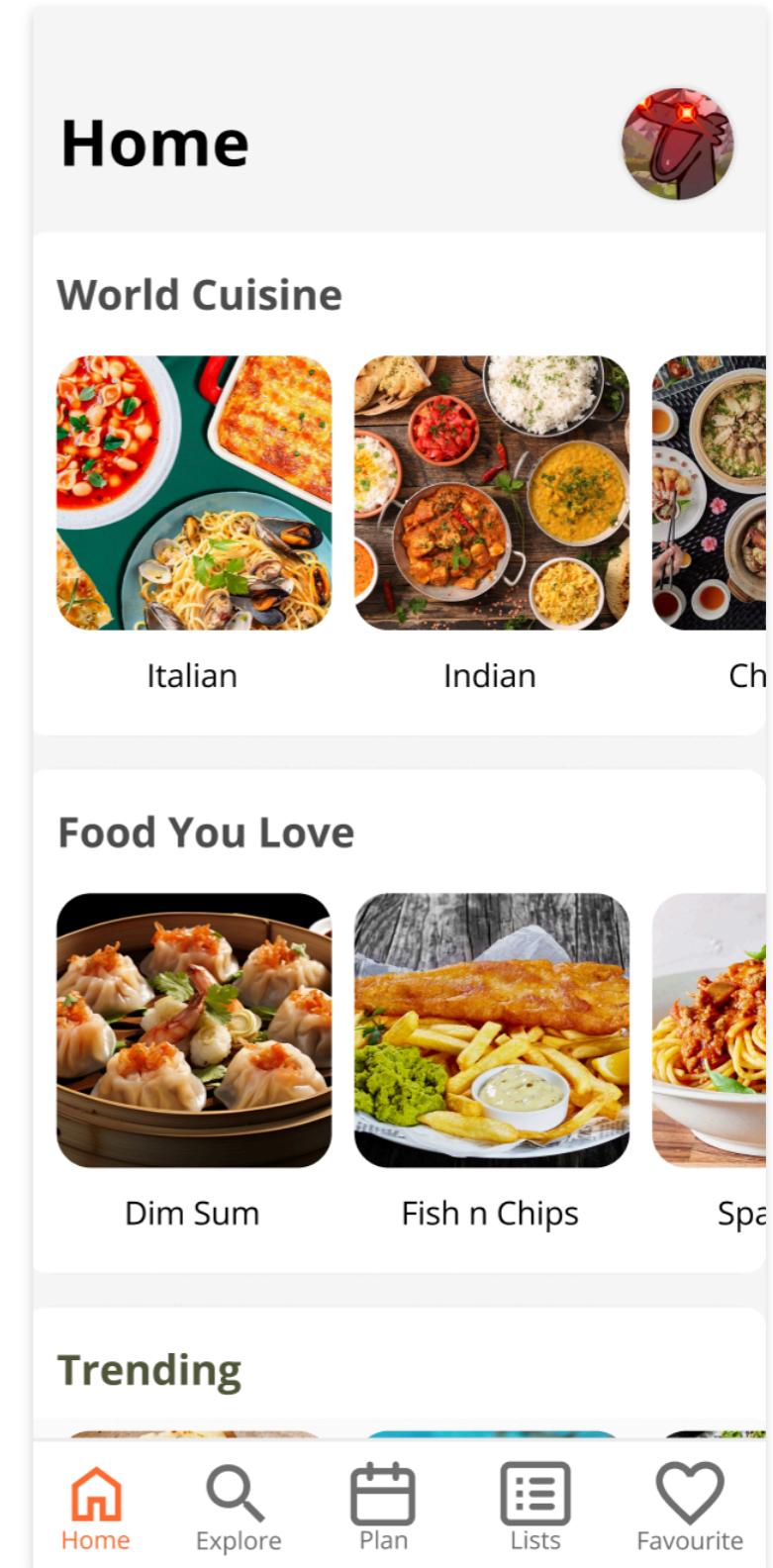
FIVE SECOND TEST

I conducted a five second test on the home screen to determine if users could quickly recognise which page they were on and remember key elements, such as *World Cuisine*, the tab bar, and the account profile. This test allowed me to see if these essential elements were immediately noticeable and memorable, ensuring that the design communicates its purpose and layout effectively within a short timeframe.

Questions:

What is the purpose of this page?

What is your impression of the design?



Results

FIVE SECOND TEST

Question 1:What is the purpose of this page?

Results: Most users said the purpose of the page is to show different types of foods or recommendations. Which is what the homepage I made is aiming for.

Question 2:What is your impression of the design?

Results: All of the users said the design is clean and easy to navigate while also said the colours of interactive elements stood out.

Feedback from teacher

After a review session with my teacher, we discussed areas to improve the UI:

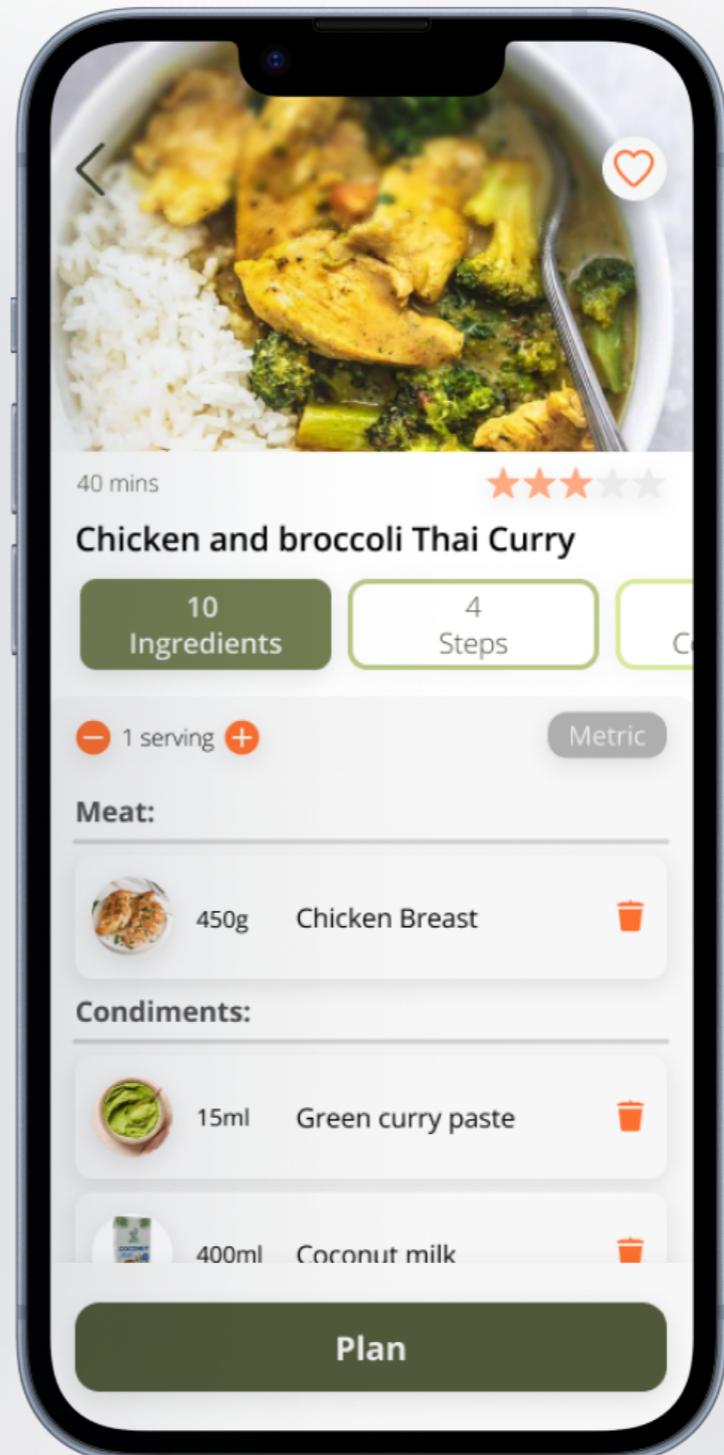
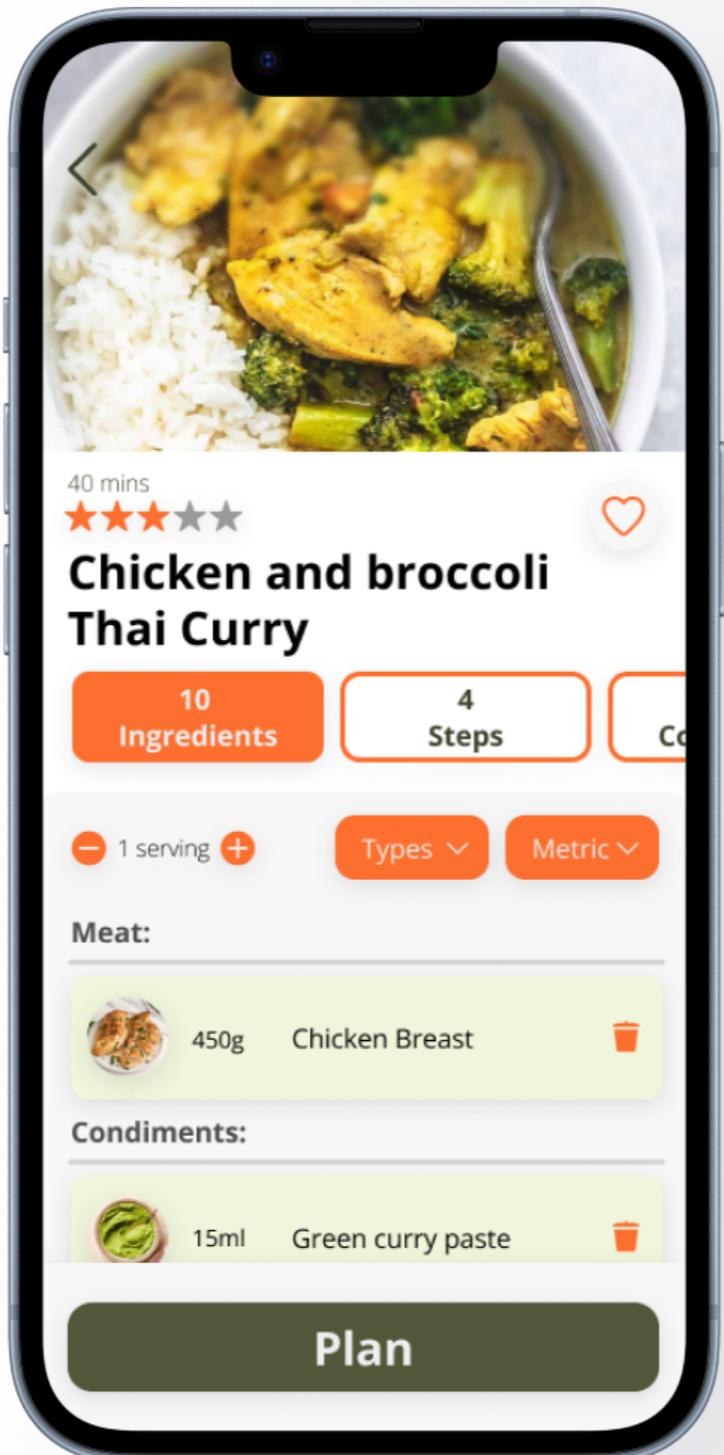
Primary Colour: The primary colour felt too overwhelming, and secondary colours were overused for interactive elements, making the UI look cluttered. I adjusted the design by reserving the primary colour for essential buttons and elements to create a cleaner look.

Recipe Screen Title: The recipe title was too large, taking up valuable screen space. By reducing the title size, I allowed for more breathing room on the screen, enhancing readability and layout balance.

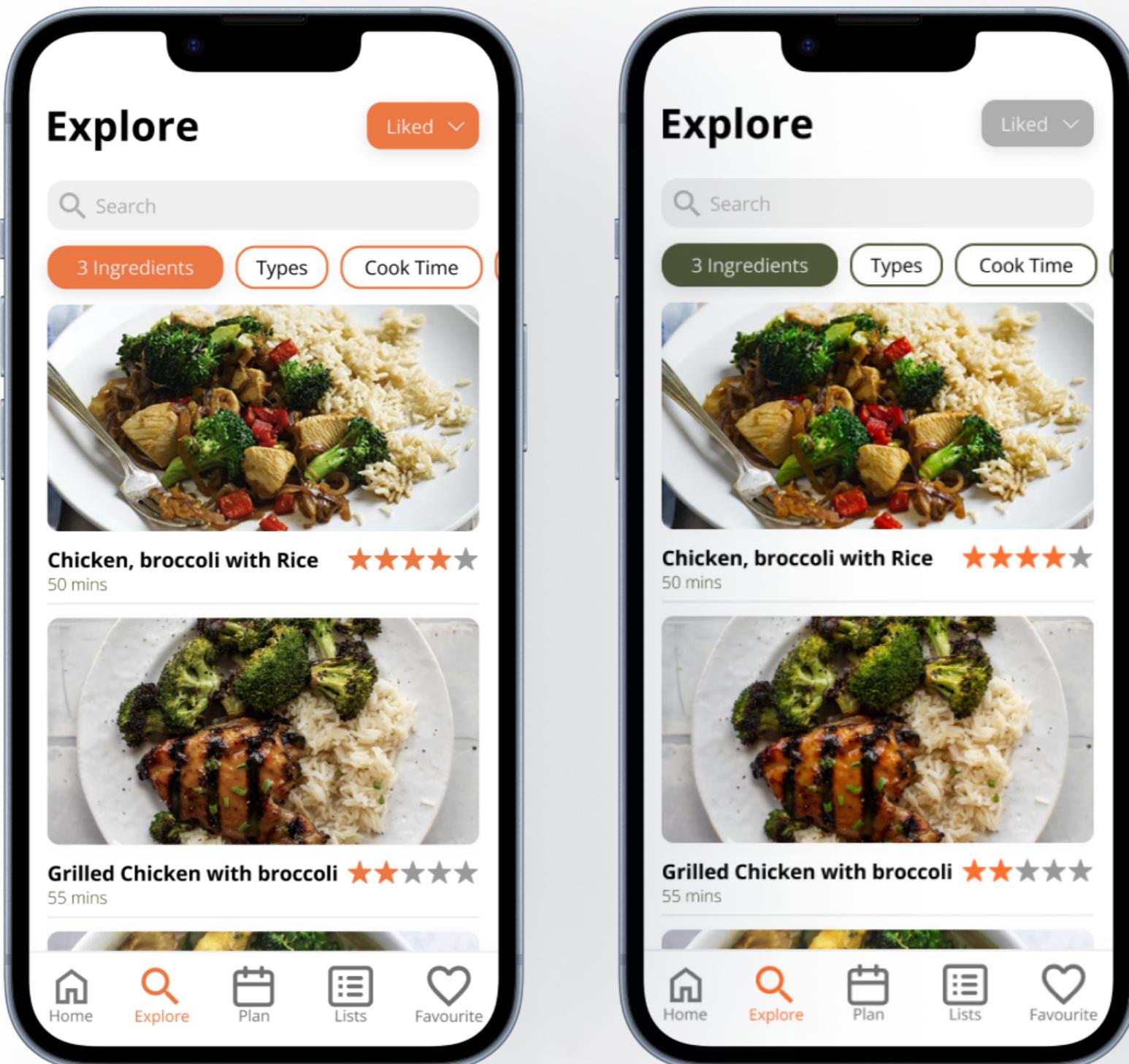
Button Colours: I replaced some high-importance buttons with the primary colour to reduce the overload of secondary colour on a single screen. Non-essential buttons were shifted to a neutral grey, allowing the primary and secondary colours to highlight key actions and reduce visual clutter.

These changes improved the visual hierarchy, making important elements stand out while creating a more balanced and user-friendly design.

Before/After



Before/After



Links

Figma link: https://www.figma.com/design/bdoF9tleZ0GjAC96leCaFv/UX_Friday_Food_Planning?node-id=369-2424&t=0rP3sqKtju1Qx1cS-1

Figma prototype link: https://www.figma.com/proto/bdoF9tleZ0GjAC96leCaFv/UX_Friday_Food_Planning?node-id=369-2424&t=0rP3sqKtju1Qx1cS-1