

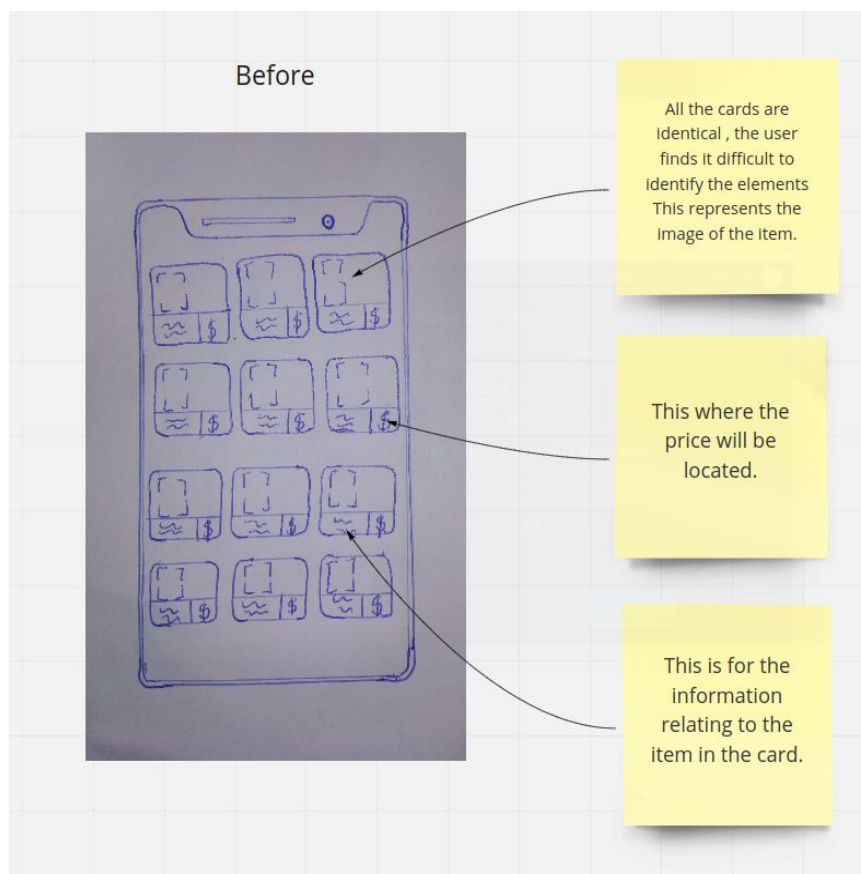
DESIGN PURPOSE

This design is about how we will simplify an interface. Many participants complained of being unable to differentiate between the items in the app. So we will design each set of items with a different icon. This is with respect to the design principle called Similarity. We want each set of items to have a particular type of icons as will be shown in the sketch.

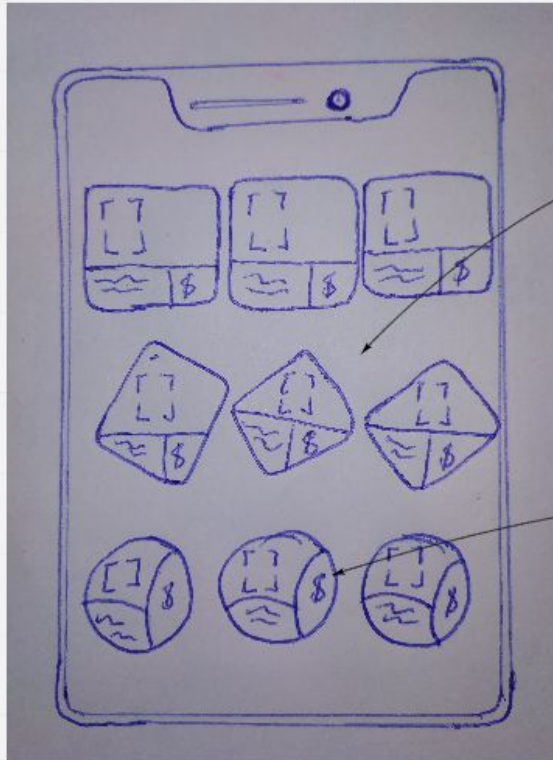
DESIGN PRINCIPLES (Similarity)

Before and After

The first image represents the 'Before' of the design, initially, the design had many items on the screen of the phone and they all look alike hence it is very difficult for the user to distinguish which icons belong to a particular item. The user is easily confused with this design. Whereas in the second image which represents the after, we used the '**Similarity**' design principle. This principle stipulates that we have to represent a particular element of a certain kind the same way hence the user can easily distinguish which icon represents a particular item. On the 'after' image, we represented the icons of a particular drink type the same way, while foods had also their icon types that are displayed. Putting the icons this way is better for the user.



After



In this design we see that the cards are of different types and the user can easily distinguish between the items.

This will display the price, of the item