

The purpose of my app is to help connect farmers and consumers. The target users are grocers who care about the livelihood of farmers and want to support them directly. I chose my layout as it is simple and intuitive, as it follows the usual patterns of common applications. Additionally, I found it challenging to organize the UI so that it would be easy for the users to navigate through the app. Lastly, if given enough time, I would've added more screens and colors to the prototype to improve user experience.