NutriTrack: Empowering Healthier Choices Through Smart Nutrition and Location Tracking

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Brainstorming

Most relatable audience → target audience → most common issue / lack of
knowledge → problem solving method → what factors would solve the problem →
took on the perspective of our audience → generated ideas as to what would be most
effective and beneficial → developed different ideas → narrowed down the most
important factors → took on the design to be user friendly

Idea Generation

1. **FIRST**: meal tracker, diet planning, weight tracker.
2. **THEN**: the integration of these features into a nutritional app facilitates the provision of comprehensive information. This combination not only enhances understanding of diet and nutrition but also enables efficient nutrition tracking.
3. **ROADBLOCK**: how to strike a balance between simplicity and providing ample information and resources within the app?
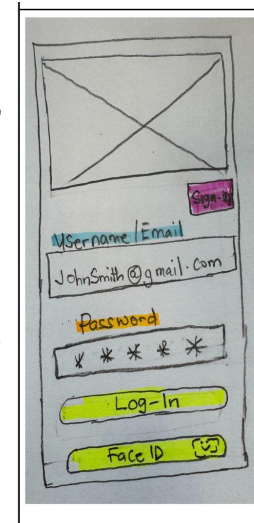
Prototypes

Prototype Overview: When developing the "NutriTrack" app prototypes, we focused on creating an easy-to-navigate, user-friendly interface. We enhanced legibility and used strong color contrasts to capture users' attention, while also incorporating visually appealing elements. The application is specifically created for UMD students, a fully included interface with a BMI calculator, nutritional tracking, and activity monitoring, to help users manage all areas of their health and wellness.
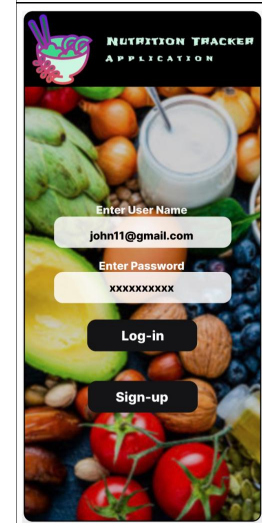
Visual improvements

1. **Login Page:** Features include, username, email, and password, enhanced by removing excess navigation labels and Face ID. By removing unnecessary elements brings the attention on the elements, improving overall legibility and user experience.
2. **Location Screen:** The updated design simplifies the interface by removing unnecessary elements, resulting in a cleaner layout that makes it visually easier to navigate functions like selecting locations, tracking distances, and rating.
3. **BMI Page:** The Initial Design was a BMI calculator and monitor weight fluctuation.The updated design enhances user engagement, providing a explanation of the BMI calculation process. includes a visual graph. This provides an educational element where users can implement this information in their daily lives. Users can add more parameters making the calculations fully customized and more accurate BMI estimates

Summary

NutriTrack differentiates itself by catering specifically to the needs of UMD college students, offering a user-friendly interface tailed to their preferences and requirements. Our app includes a BMI calculator, activity monitoring, and nutritional tracking, providing a comprehensive approach to health and wellness control.

In comparison to competitors, NutriTrack's visual improvements concentrate on enhancing user experience through simplified interfaces and educational features. The app has a strong balance between simplicity and providing beneficial information by offering customizable parameters for accurate BMI estimations and incorporating detailed insights to aid in user understanding. These features are what set NutriTrack apart from, making it a useful tool for UMD students aiming for improved nutrition and health.

Rationale

Our target audience was college students at UMD. We tailored the app to be user-friendly for students like ourselves, designing it according to our own preferences and needs. Since our target demographic consisted of college students, we crafted it with the intention of resonating with individuals similar to us.

Reflection

1. **GOOD**: Reaching consensus on the app's objective and prioritizing its key components.
2. **BAD**: Striving to discover the most captivating design for every page proved challenging due to the multitude of factors involved.
3. **UGLY**: Struggling to determine which information and components to streamline, as each appeared crucial.

Prototype Final Design link

https://www.figma.com/file/KLaKX0JfS0mYHkZEjdXeDQ/Teams_Design?type=design&node-id=0%3A1&mode=design&t=hoimTSAFjrQ06HDT-1