**Module One Milestone**

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# Module One Milestone

As a UX/UI (User Experience / User Interface) design freelancer, a client has contracted me to create a wireframe design based on UX/UI fundamentals and both Android and Apple UI guidelines for their desired application and product vision. Alongside providing the client’s desired application wireframe design, gathering customer data, and providing documentation communicating the chosen design choices/specifications will also be included in rendered services. The following includes details of the client’s desired application, what the application needs to accomplish for its users, and an analysis of competitive apps showing what kinds of users are targeted and their potential needs.

The client’s top priority is to create an application for determining whether the food products consumers/users choose to eat are, in fact, healthy or unhealthy to consume. To help assemble this type of determination, the app seeks to engage consumers by allowing them to scan the barcode of a food product and see a graphical representation of all the ingredients the product contains. The graphic produced for a recognized food product will immediately rank the list of ingredients, based on how healthy each ingredient is for human consumption, into three categories: unhealthy, neutral, and healthy. The app seeks to capture users' immediate attention by retrieving a list of and color-coding each ingredient contained within the scanned product and its level of healthiness. Unhealthy ingredients produce a reading of red on the low heathy scale, neutral is displayed as yellow with a medium rank, and healthy is displayed with a high healthy reading and green color. This application seeks the attention of all types of users, including but not limited to children old enough to read, teenagers learning about health, adults who seek to enrich their lives by choosing to consume healthier food products, or any person at any stage of life who seek to do the same.

One comparable application currently available for download via the Apple App Store is FoodSelect (Larkins, M., 2020). The application specifically states that the targeted age group is individuals aged 17 and older, and it is only available for download in English. The app does not appear to be targeted to any specific region, though the app is likely restricted to areas that use UPCs (Universal Product Codes) or similar barcodes. The purpose of FoodSelect is to visualize ingredients’ health effects by means of a learning tool (Larkins, M., 2020) and to help people make better decisions about the ingredients they consume. The product appears to be efficient to use as it is quick and easy to use. Similar to what I am designing for my client, all the user has to do is scan a barcode or a list of ingredients, and results are almost immediately shown to the user about how healthy particular ingredients are. The app is very easy to learn as there are only a few simple steps to follow, from opening the app to scanning and getting the details about a product’s ingredients. The app is relatively safe to use as a product can be held safely in one hand while the product is scanned with a mobile device using the user’s other hand. The product is useful to any user who wants to learn more about the ingredients contained within products they may have previously consumed or may consume in the future. Because the app is easy to use and has a relatively small number of steps to use the application, the app is easy to remember how to use. In one sense, the app can be considered to encourage social engagement in that if the user has a good experience, they are likely to share their experience with close friends and relatives. However, there is no active community of like-minded people that the app supports to help bring together a community of people who share similar interests in the product. Similarly, I think the app could benefit more if it found a way to engage children, perhaps with parents or friends, to learn about what they are eating, which would, in turn, encourage more social engagement. The application is designed to be emotionally engaging, minimally. There are opportunities for growth aside from the app showing bad ingredients in red and good ingredients in green. The interface is somewhat lackluster, and I am left with a feeling of wanting more information than it provides me. It doesn’t capture much emotion from me except to see when ingredients are good, which makes me feel good, and when products/ingredients are bad, it might make me feel bad if it was something I wanted to purchase or various other reasons.

**References**

Larkins, M. (2020). *FoodSelect* [Mobile App]. Apple App Store. <https://foodselect.io>