

# Nate May

## SI 520

27 April 2021

# DietStats

Bytes for your bites



# Design Inspiration

There's nothing like the feeling of having brand new school supplies ready for the first day of school. It's a feeling of being armed with the right equipment and prepared to confidently tackle the unknown. This is the aesthetic that DietStats tries to capture and the feeling it tries to communicate.

Nutrition is a serious matter. DietStats offers a more structured and academic approach to nutrition. Committed users take their nutrition seriously and they're looking for a solution that matches their sentiment.

“Time to hit the books”

DietStats leverages a 4-color analogous harmony for the primary palette. This mirrors the application's notion of a meal; one notebook per subject. These tones provide contrast without dominating the eye.

Like in notebooks, text is a simple grayscale, but can be highlighted with a highly saturated secondary palette. This is a utility palette and should not be used frequently.

Even the lines on the notebook paper, and the book binding serve as structural elements of the navigation and calendar UI elements.

In summary, the properties of this theme served well to promote the emotional theme of academic preparedness, facilitate strong color contrast, and support the design of structural elements. Hopefully, the result is cohesive and proves to be flexible through subsequent design iteration.



Both rounded & sharp corners



# Palette

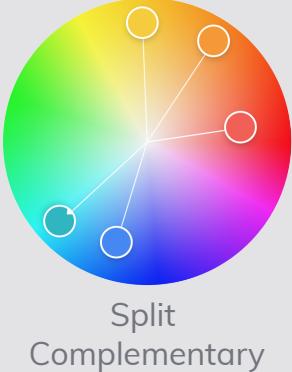
## Primary Tone



#5a699d	#a3676e	#65886f	#705e8c
#444e74	#754a4f	#4c6854	#584a6f



## Secondary High Saturation



#4285f4	#30b173	#cb52bf	#f69828
#22b6c2	#875ccd	#f35f52	#F7CD2A



## Gray Scale

3

#3c3c3f	#47484c	#72757e	#b8babf	#e3e3e3	#eeeeee	#f7f7f9	#ffffff
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# Typography

## Hierarchy and Typeface

Header 1 (32px)

Muli Bold

Header 2 (24px)

Muli Regular

Header 3 (21px)

Header 4 (18px)

Header 5, Captions (14px)

Paragraph (18px)

Georgia

## Discussion

The Muli typeface offers a full set of supporting fonts. It is a strong, legible sans serif (my preference), and, like the composition notebook it is comprised of both **rounded and sharp corners\***.

Although I personally dislike serif typefaces, it is well known that they are preferred when reading longer text (more than 2000 words). Because of this, I selected the ubiquitous Georgia typeface because it's proven and available to browsers by default so DietStats will not have to import it.



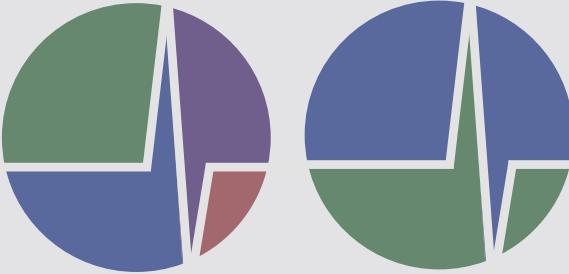
\*thematic design pattern

## Logotype

The logotype uses Muli Black for emphasis. The tagline, however, is a play on the words "byte" and "bite". Because of the 'digital' nature of the word "byte" I use Courier New bold.

# Logo Ideation

Inspirations



Google Chrome Logo



Logo Modernism p.162

**Pulse icon:** This icon was inspired by a item in the book Logo Modernism and the Google Chrome logo. The heartbeat pulse certainly evokes the notion of heath and wellness which is the nature of my application and also make use of all 4 colors from my primary palette. The downside is that this logo does not indicate anything about nutrition. Furthermore, the pulse figure is a bit lost when all colors are present



Logo Modernism p.405



Cronometer, MyNetDiary, Fooducate, Lose it!

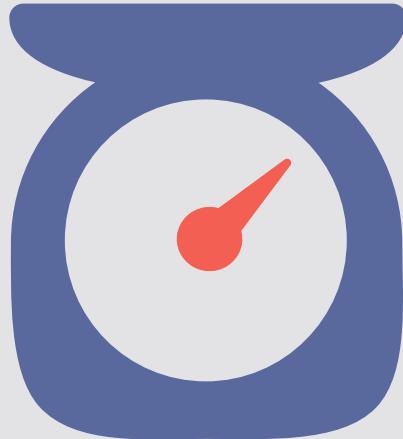
**Apple icon:** This icon was also inspired by a item in the book Logo Modernism as well as competitor analysis. Certainly the apple evokes the notion of nutrition and health. I also noticed that the apple could be tilted to the side to make the letter "D", which could perhaps serve as part of the logotype. Unfortunately, the leaves did not work well in the logotype. Additionally, the use of fruits in competitor logotype was so prevelant, it loses its uniqueness.



**Food scale:** Ultimately I landed on a food scale icon. It expresses the notion of nutrition and measurement, it rotates to make a "D" for the logotype, and I also prefer blue as the dominate color. This logo was primarily inspired from existing food scale icons found online although one variation seen later was inspired by another shape from Logo Modernism.

# Logo Refinement

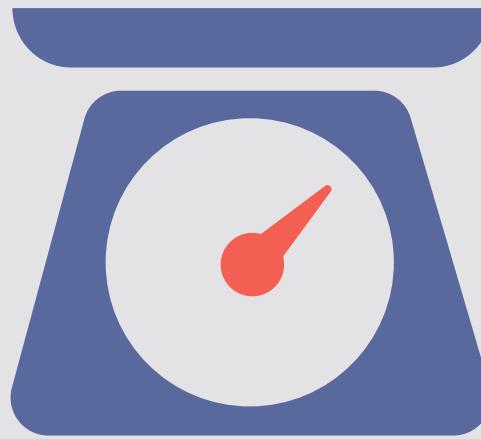
I chose the food scale, but wanted to try out some variations



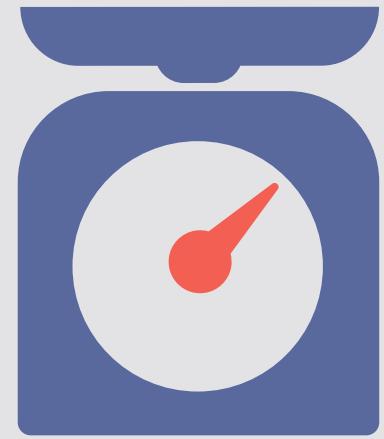
Too Round.  
Shape is not  
recognizable.



Too clock-like and  
angular. Not a  
“strong” symbol

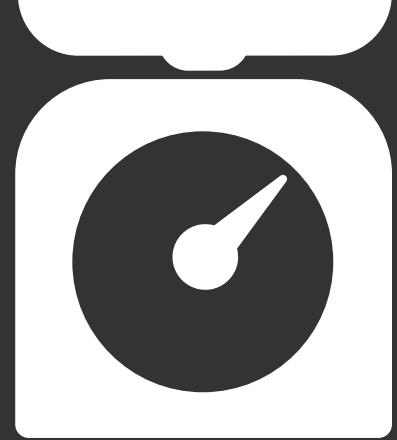
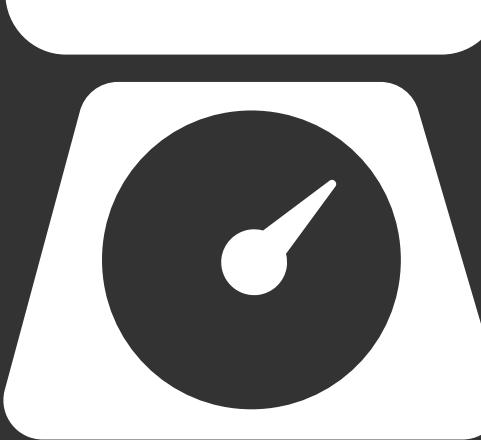


Good mix of round and  
sharp angles. Not  
perfectly “D”-like, but  
clearly a food scale.



Good Mix of round  
and sharp angles.  
Very “D”-like, but shape  
is not recognizable.

Dark background



# Logo Variations



Full Color

Dark background



Full Color



Black & White



Black & White



Grey Scale



Grey Scale

# Logotype Ideation



Stacked



Side-by-side

DietStats  
DletStats  
OietStats  
OletStats

Each logo, logotype , and slogan had its strengths and weaknesses. Ultilmately, I selected the following stacked and side-by-side logotype, thereby selecting the associated logo and taglines.



DietStats  
Bytes for your bites

With tagline



DietStats  
DIET Stats  
Bite bytes & insights

DletStats  
Know what you're eating

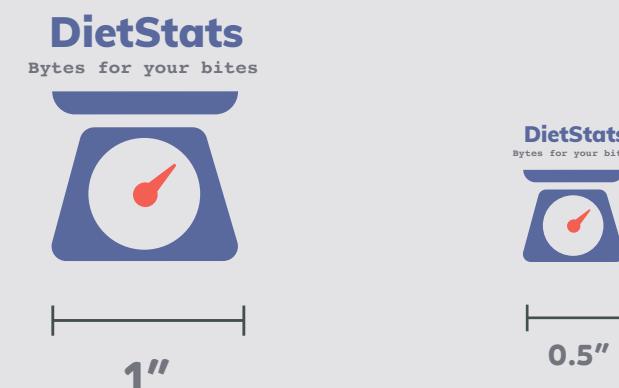
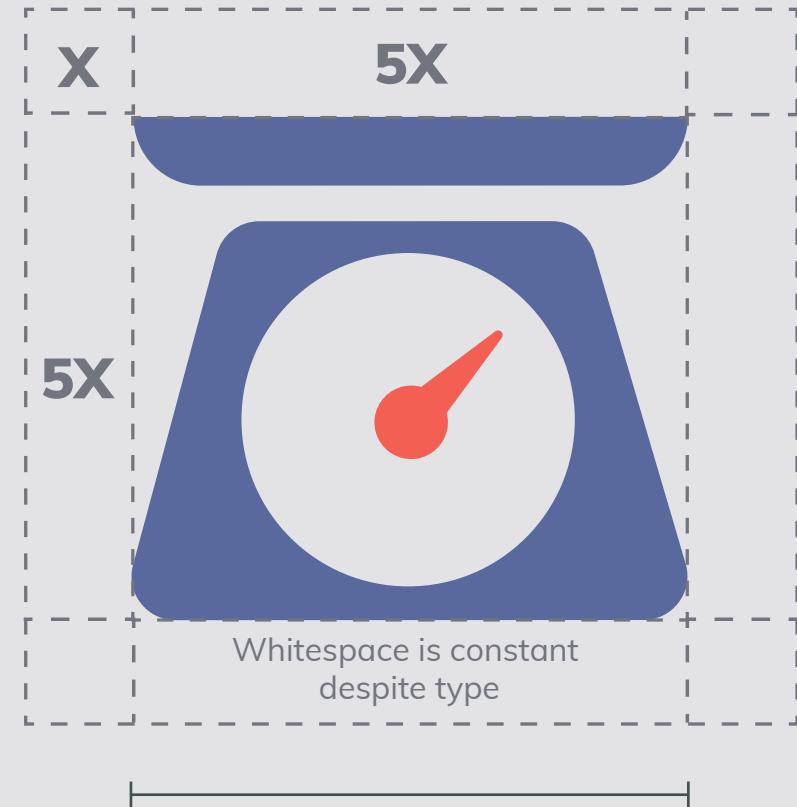
DietStats  
Know what you're eating

OietStats  
Know what you're eating

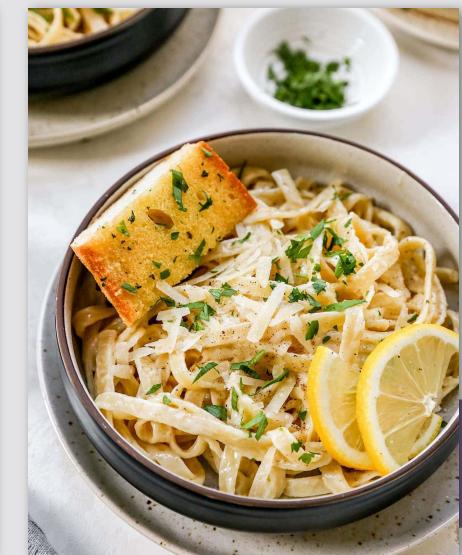
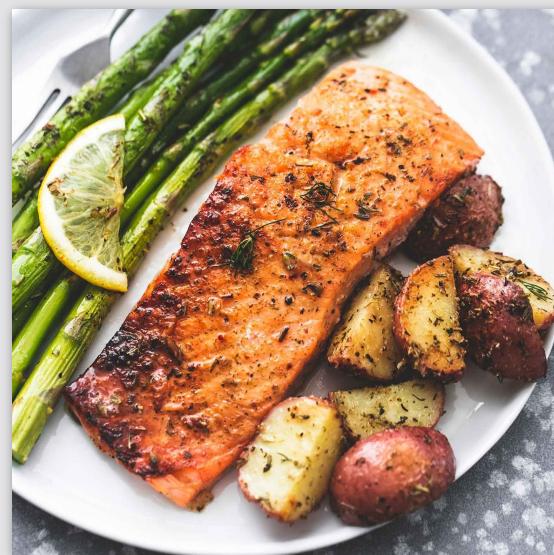
DietStats  
Bite bytes & insights

# Mandatory Whitespace & Scalability

The logo scales well, but the logotype should not be used below one inch. The side-by-side not be the first time the user sees the logo. The tagline can be removed or replaced with a site sub-domain if required.



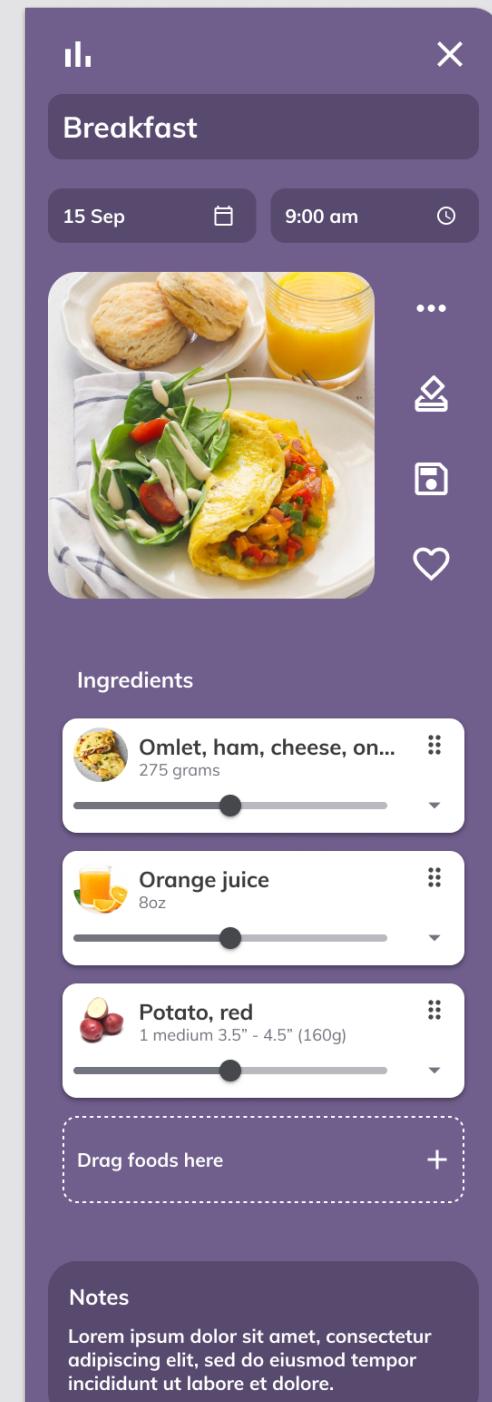
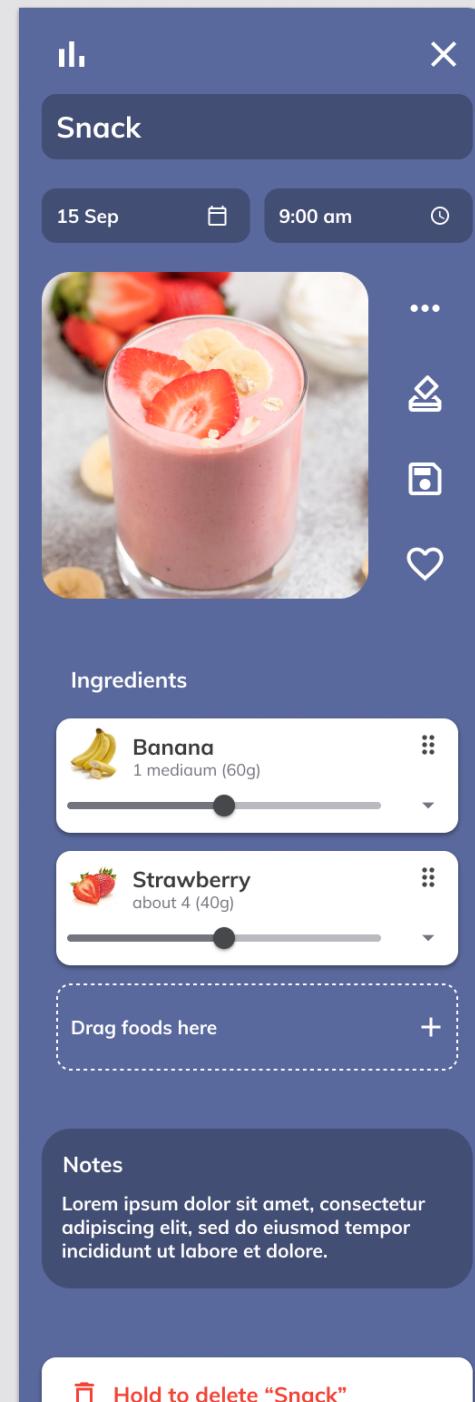
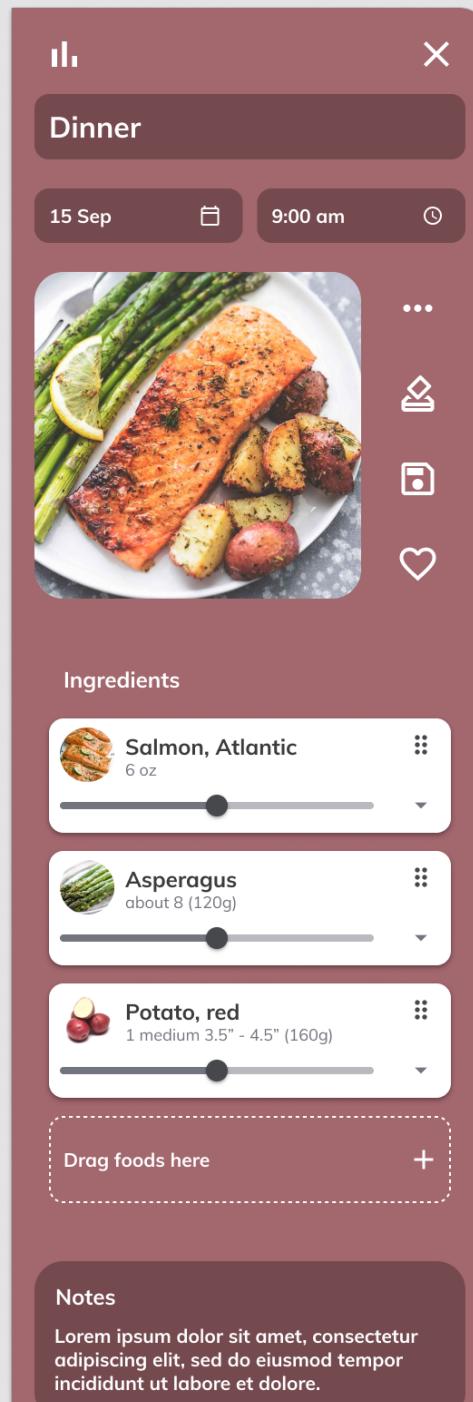
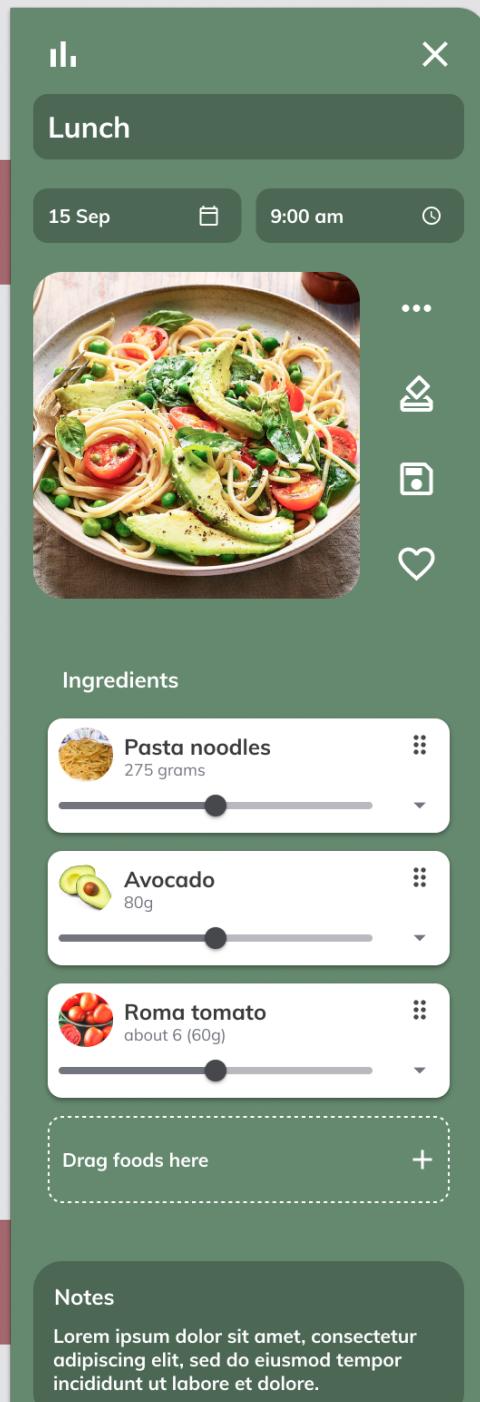
# Assets



Most food images are centered and on a white background and therefore weren't suitable for this assignment. Meal images, on the other hand, are user-provided. The images will appear on the UI elements with the primary palette which is quite dark and tone. Because of this, the images that work best are bright and soft. Where effective, the rule of third is applied. Meal images can support shots from medium close-up to long. The images chosen illustrate food quality, health, and enticing flavor.

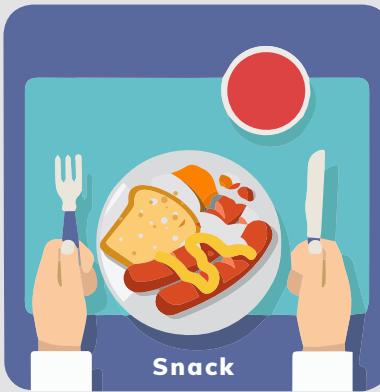
# Assets in Use

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# Default Meal Vector Graphics

## When no user-provided photo is present



The image shows a smartphone screen displaying a meal planning application. The top bar is dark green with a back arrow, a search icon, and a close button. Below the bar, the word "Lunch" is centered in a light gray rounded rectangle. Underneath "Lunch" are three items: the date "15 Sep", a calendar icon, the time "9:00 am", and a circular icon. The main area features a vibrant illustration of a meal: a plate of colorful salad with tomatoes, cucumbers, and bell peppers, a slice of orange, and a slice of grapefruit. Two hands are shown holding cutlery (a fork and a knife) around the plate. The word "Lunch" is written below the illustration. To the right of the illustration are three vertical icons: a three-dot menu, a clipboard, a square with a checkmark, and a heart. Below the illustration, the word "Ingredients" is centered. The first ingredient listed is "Pasta noodles" with "275 grams" and a slider control. The second ingredient listed is "Avocado" with "80g" and a slider control.

The image shows a smartphone screen displaying a meal planning application. The top bar is dark blue with the word "Dinner" in white. Below the bar, there are three rounded rectangular buttons: "15 Sep" (with a calendar icon), "9:00 am" (with a clock icon), and a circular icon with a question mark. The main area features a yellow rectangular background with a white plate containing a steak, asparagus, and a lemon wedge. A hand holds a fork on the left and a knife on the right. To the left of the plate is a smaller white plate with two slices of toast. Below the plate is the word "Dinner". To the right of the main image are three vertical icons: a three-dot menu, a square with a checkmark, and a square with a minus sign. Below this section, the word "Ingredients" is centered. Two items are listed: "Salmon, Atlantic" (6 oz) with a salmon icon and a quantity slider, and "Asperagus" (about 8 (120g)) with an asparagus icon and a quantity slider.

The image shows a smartphone screen displaying a meal planning application. At the top, there is a header bar with the word "Snack". Below the header, there are three time-related controls: a date selector set to "15 Sep", a clock icon, and a time selector set to "9:00 am". The main visual area features a cartoon illustration of a meal on a blue plate, consisting of a sandwich, two sausages, and a slice of cheese. A fork and knife are held by hands at either end of the plate. The word "Snack" is printed below the plate. To the right of the illustration are three vertical icons: a three-dot menu, a square with a diamond pattern, and a square with a circle pattern. Below the illustration, the word "Ingredients" is displayed. Two items are listed: "Banana" (1 medium (60g)) with a slider and a three-dot menu icon, and "Strawberry" (about 4 (40g)) with a slider and a three-dot menu icon.

The image shows a mobile application interface for meal planning. At the top, a purple header bar displays the word "Breakfast". Below the header, a date "15 Sep" and a time "9:00 am" are shown. A large, central illustration depicts a breakfast meal on a red plate, featuring two sunny-side-up eggs, a strip of bacon, and a croissant. Two hands are shown holding a fork and a knife over the plate. The word "Breakfast" is printed in white capital letters at the bottom of the plate. To the right of the illustration, there are three vertical dots, a small icon of a person, a square icon with a camera symbol, and a heart icon. Below the main image, the word "Ingredients" is displayed in white. Underneath, there are two entries: "Omlet, ham, cheese, on..." followed by "275 grams" and "Orange juice" followed by "8oz". Each entry includes a small thumbnail image (an omlet, ham, cheese sandwich; a glass of orange juice with slices), a horizontal slider for portion control, and a vertical ellipsis menu icon.

# Basic Components

## Form Fields

### Buttons

Primary

Secondary

Tertiary

### Icons



### Menu

Selected  
Grocery List  
Clipboard  
Favorites

Create New List

Calories ▾

Calories ▾

Dropdown  
Pick an option ▾

Option 1  
Option 2  
Option 3  
Option 4  
Option 5

Option 1  
Option 2  
Option 3  
Option 4  
Option 5

Description  
Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Curabitur pretium adipiscing enim  
dui. Nec massa proin nisl aliquet  
ullamcorper est.

### Other

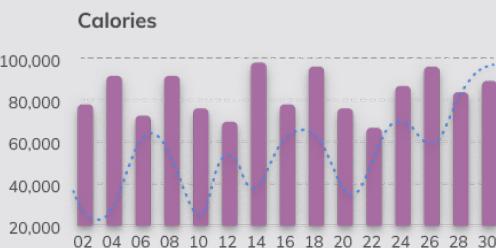


# Custom Components

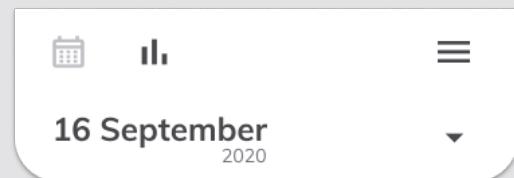
Days can hold meals, can hold recipes, can hold ingredients. Each is a unique notion with distinct controls and requires custom components.

## Application Objects

### Charts

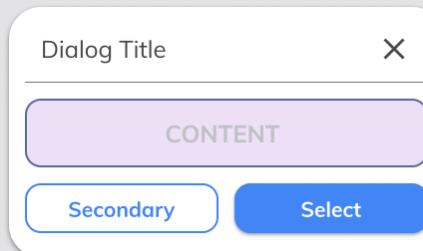


### Headers

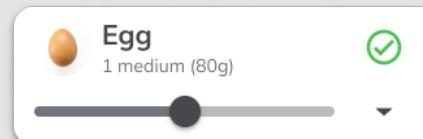
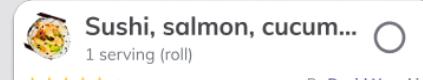


### Nutrient Proportion

### Dialog



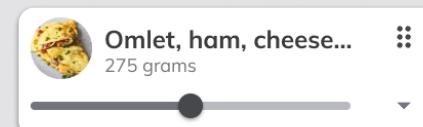
### Food & Recipe



### Mobile



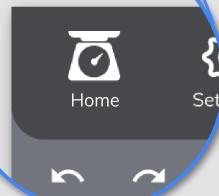
### Desktop



# Desktop Screens

## Calendar with Open Meal

The screenshot shows a desktop application with a purple header bar containing icons for Home, Settings, Groceries, and Profile. Below the header is a search bar with the text "Eggs, chili, kosher ...". A sidebar on the left lists various food items with their descriptions and weights, such as Eggs (1 hardboiled (80g)), Carrots, Baby (250 g (about 12)), Milk, Whole (12oz), Bacon, Pork (3 Strips (80g)), Chicken Breast (6oz), Potato, red (1 medium 3.5" - 4.5" (160g)), Cheese, Cheddar (2 oz), Cheese Lasagna (1 serving (750 grams) By Yvette Giuseppe), Yogurt (8 oz), Orange juice (8 oz), and Sushi, salmon, cucum... (1 serving (roll) By David Honik). The main area displays a calendar for November 2020. A specific meal entry for "Breakfast" on September 15 at 9:00 am is highlighted. This meal includes items like Eggs, Bacon, Pork, and Orange juice. Below the calendar, there are sections for "Ingredients" (Omlet, ham, cheese, orange juice, Potato, red) and "Notes" (Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore.).



Notebook  
cover binding

Notebook  
paper

The screenshot shows a nutrition analysis application. At the top, there's a "Dinner" section for the meal on September 15, 2020, at 9:00 am. The meal consists of Salmon, Atlantic (6 oz), Asparagus (2 oz), and Potato, red (1 medium 3.5" - 4.5" (160g)). Below this is a "Nutrition Overview" section with a color-coded bar for Calories (1,165), Vitamins (Vitamin A: 2,121 IU, Vitamin C: 530 mg, etc.), Minerals (Calcium: 1,214 mg, Iron: 11 mg, etc.), and Protein Quality. A pie chart shows the caloric ratio between Carbohydrates, Proteins, and Fats.

## Meal Nutrition Analysis

This screenshot shows another view of the nutrition analysis application. It features a "Lunch" section for the meal on September 15, 2020, at 9:00 am. The meal includes Pasta noodles (270g), Avocado (80g), and Roma tomato (about 6 (80g)). Similar to the previous screen, it provides a "Nutrition Overview" with detailed breakdowns of vitamins, minerals, and protein quality.

# Mobile Screens

16

Left to right, top to bottom

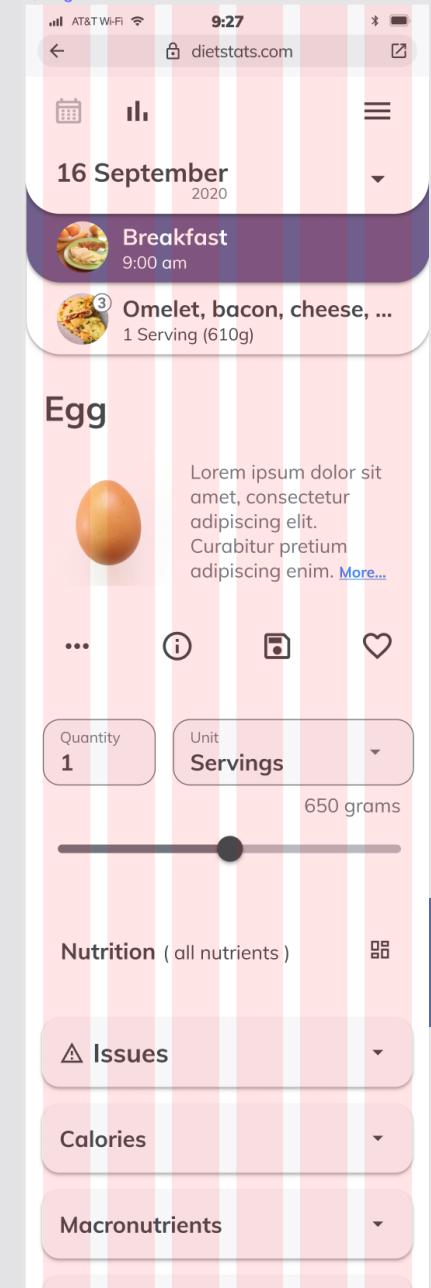
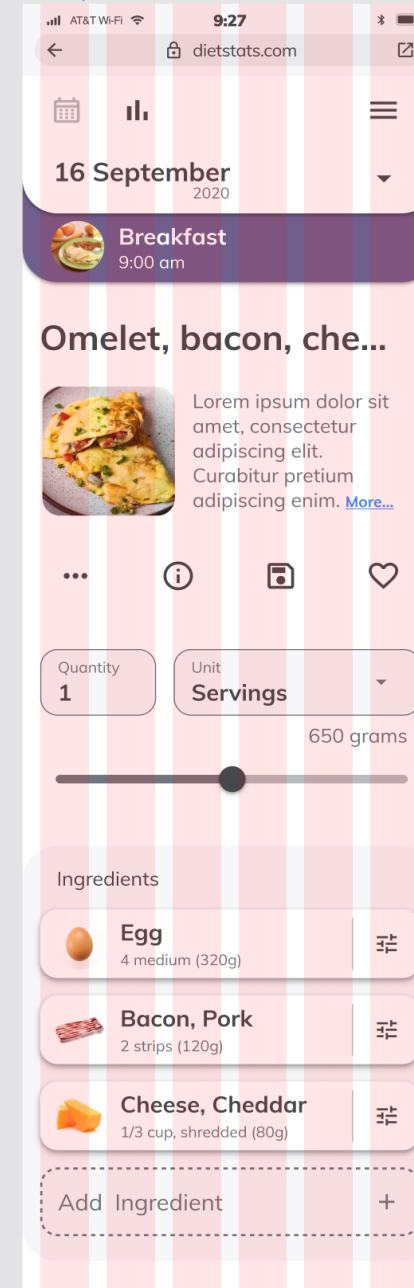
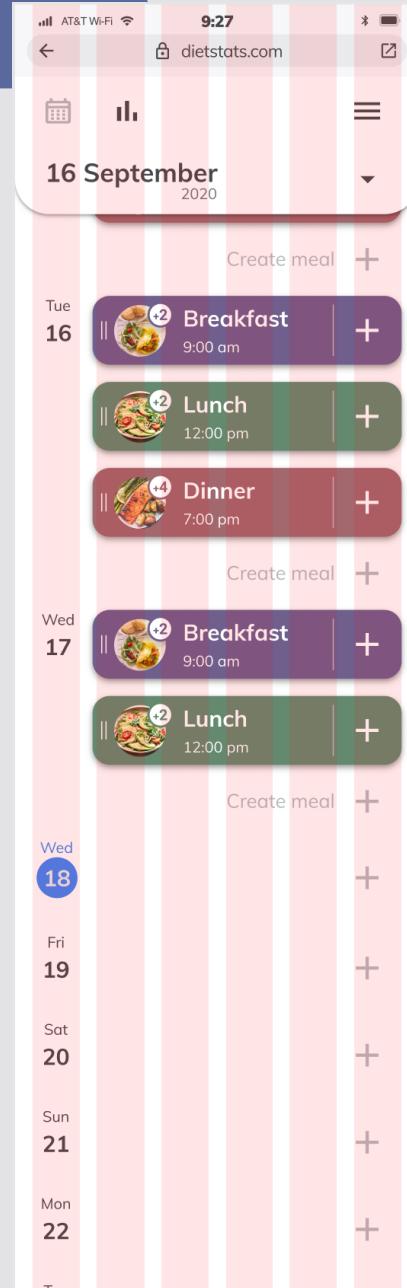
Schedule, Search, Meal, Recipe/Food, Splash Screen, Sidenav

The image displays five mobile screenshots of a diet tracking application, arranged horizontally from left to right. Each screenshot shows a different screen of the app.

- Screenshot 1: Search Screen**  
Shows a search bar with the query "Eggs, chili, kosher ...". Below it is a "Search Results" section listing various food items with circular selection buttons.
- Screenshot 2: Schedule Screen**  
Shows a calendar for "16 September 2020". A "Breakfast" entry is listed at 9:00 am, featuring a thumbnail of an omelet and a list of ingredients: Omelet, bacon, cheese, etc.
- Screenshot 3: Meal Screen**  
Shows a detailed view of the "Breakfast" meal from the schedule. It includes a thumbnail of an omelet, a description, and a "More..." link. Below this are sections for "Quantity" (set to 1), "Unit" (set to "Servings"), and "Ingredients" (listing Egg, Bacon, Pork, Cheese, Cheddar).
- Screenshot 4: Recipe/Food Screen**  
Shows a detailed view of an "Egg" food item. It includes a thumbnail, a description, and a "More..." link. Below this are sections for "Quantity" (set to 1), "Unit" (set to "Servings"), and "Nutrition" (all nutrients).
- Screenshot 5: Splash Screen**  
Shows the welcome screen for DietStats. It features a scale icon, the text "Welcome to DietStats Bytes for your bites", "Sign In" and "Sign Up" buttons, social media links for Facebook, Google, Twitter, and LinkedIn, and a "Skip" button.

# Mobile Grid

Left to right, top to bottom  
Schedule, Search, Meal, Recipe/Food



# DietStats

Bytes for your bites





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