

Nate May

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

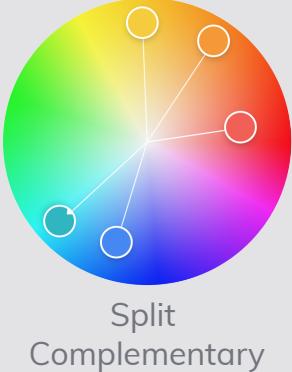
Primary Tone



| | | | |
|---------|---------|---------|---------|
| #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 |
|---------|---------|---------|---------|---------|---------|---------|---------|

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.



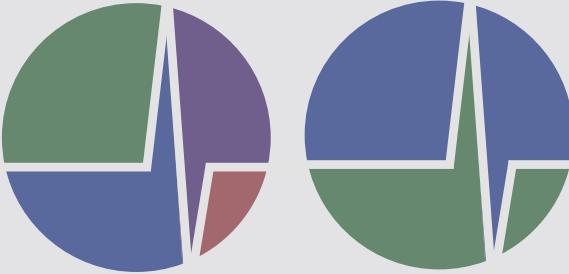
*thematic design pattern

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 an item in the book Logo Modernism and the Google Chrome logo. The heartbeat pulse certainly evokes the notion of health and wellness which is the nature of my application and also makes 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!

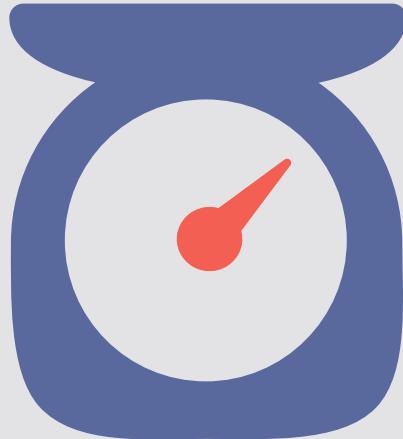
Apple icon: This icon was also inspired by an item in the book Logo Modernism as well as competitor analysis. Certainly, the apple evokes the notion of nutrition and health. I also noticed that the apple could be tilted to the side to make the letter "D", which could perhaps serve as part of the logotype.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

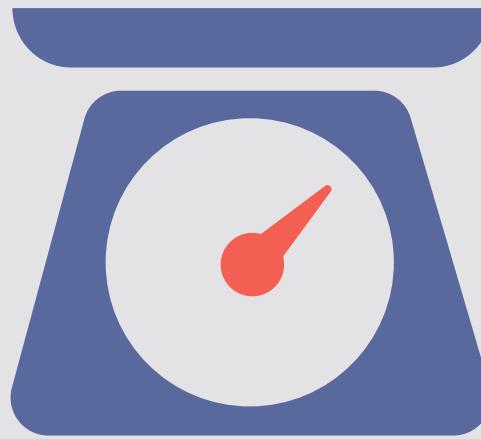
I chose the food scale, but wanted to try out some variations



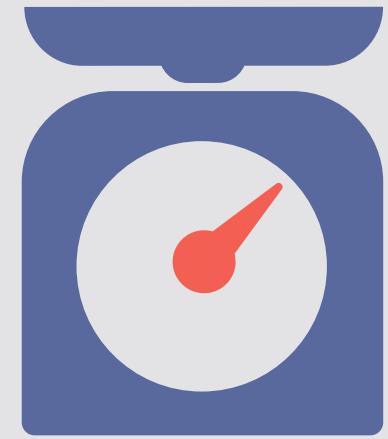
Too Round.
Shape is not
recognizable.



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

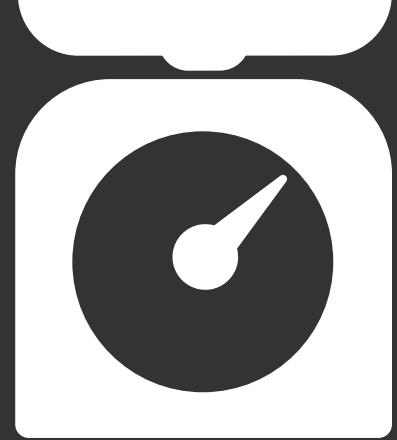
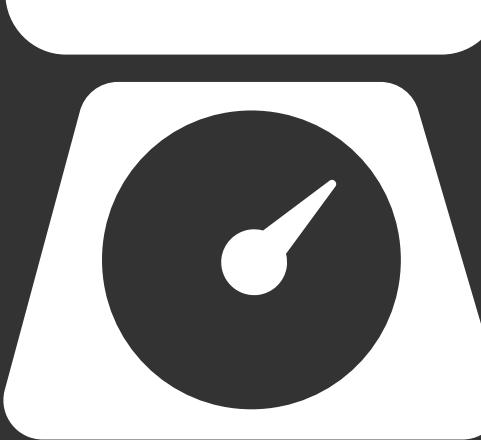


Good mix of round and
sharp angles. Not
perfectly “D”-like, but
clearly a food scale.



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
OletStats
OietStats
OletStats

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



OletStats
Bytes for your bites

With tagline



OIET Stats
Bite bytes & insights

OletStats
Know what you're eating

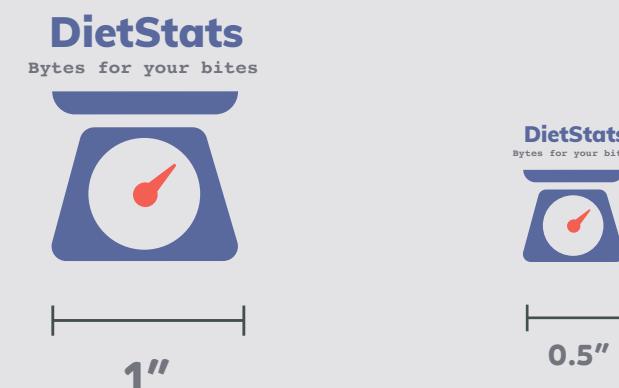
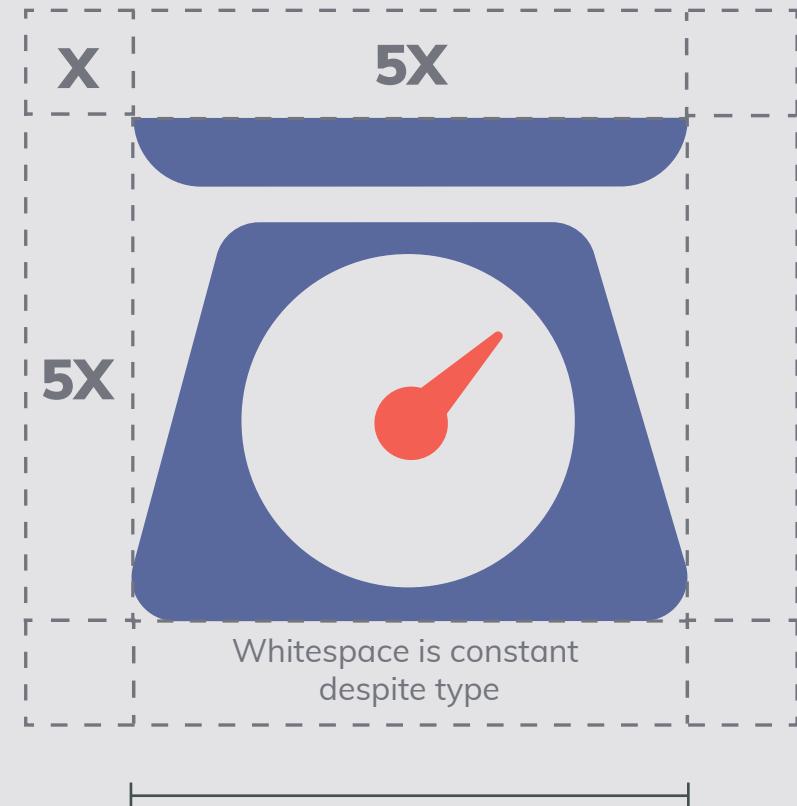
OletStats
Know what you're eating

OietStats
Know what you're eating

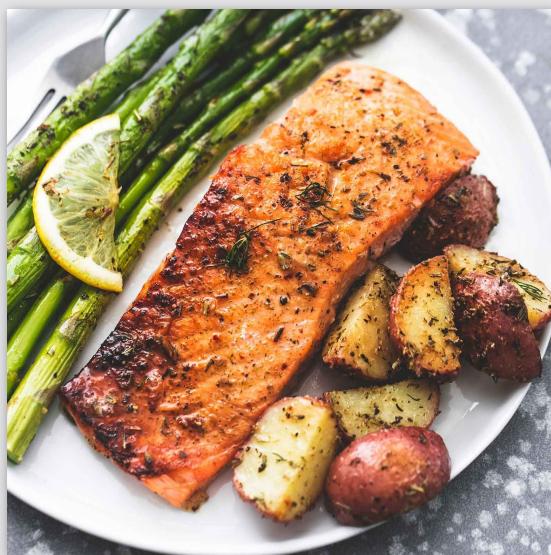
DietStats
Bite bytes & insights

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.



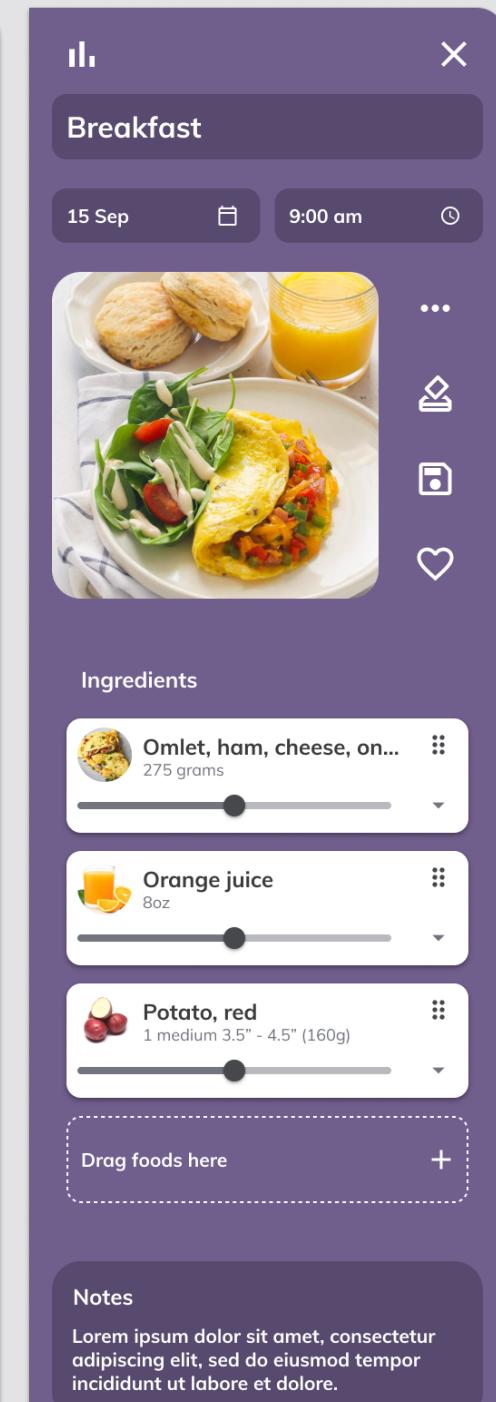
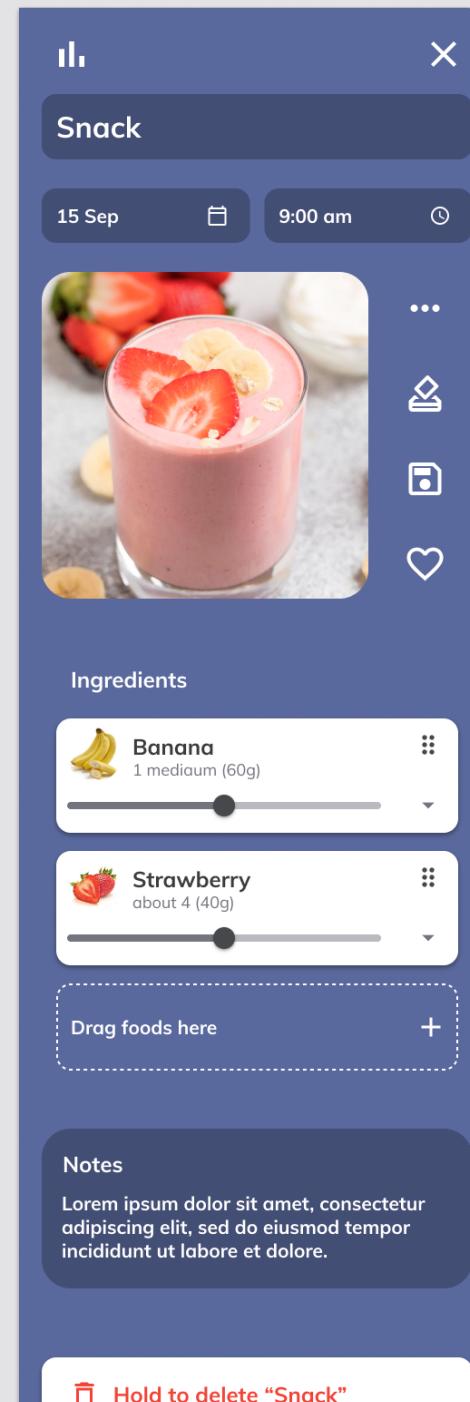
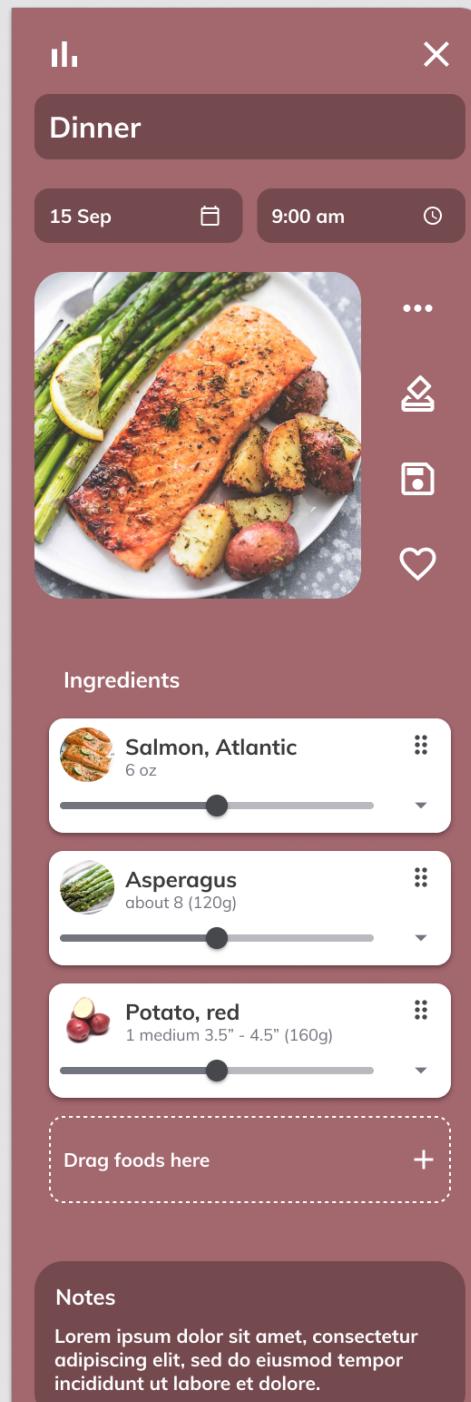
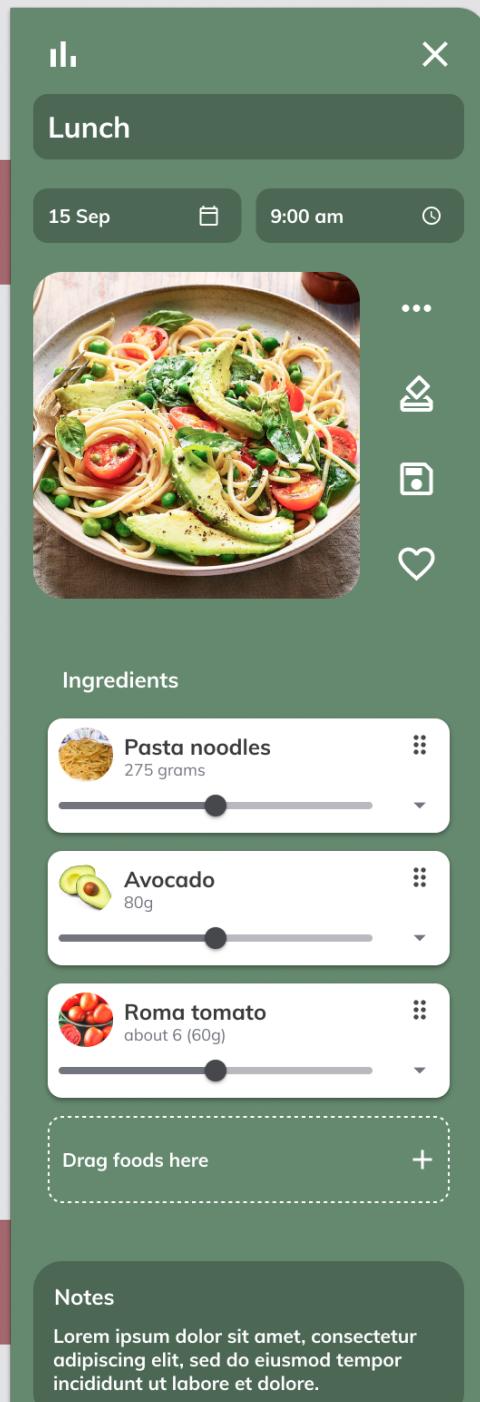
Assets



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.

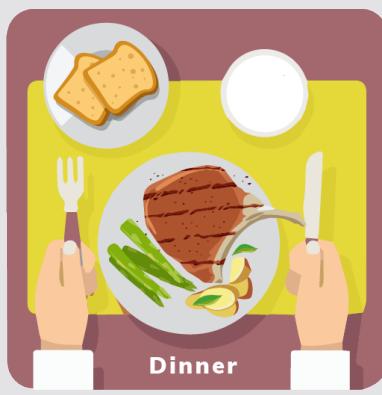
Assets in Use

11



Default Meal Vector Graphics

When no user-provided photo is present



The image shows a smartphone screen displaying a meal planning application. At the top, there is a header bar with a back arrow, a search icon, and a close button (X). Below the header, the word "Lunch" is displayed in a large, bold font. Underneath the title, there is a row of three items: the date "15 Sep", a calendar icon, and the time "9:00 am". To the right of these items is a circular icon with a question mark.

The main content area features a vibrant illustration of a meal. It includes a plate filled with a colorful salad (lettuce, tomatoes, cucumbers, bell peppers), two halves of a grapefruit, and two hands holding cutlery (a fork and a knife) over the plate. The word "Lunch" is centered below the illustration. To the right of the illustration are three vertical icons: a three-dot menu, a square with a checkmark, a square with a camera symbol, and a heart.

Below the illustration, the word "Ingredients" is displayed in a bold font. Two ingredient cards are visible:

- Pasta noodles**: 275 grams. The card includes an image of pasta, a quantity input slider, and a more/less dropdown.
- Avocado**: 80g. The card includes an image of an avocado, a quantity input slider, and a more/less dropdown.

The screenshot shows a mobile application interface for meal planning. At the top, there's a header bar with a back arrow, a search icon, and a close button. Below the header is a dark grey navigation bar with the word "Dinner". The main content area has a light brown background. At the top left is a date and time section showing "15 Sep" and "9:00 am". To the right of this are icons for a calendar and a clock. The central part of the screen features a colorful illustration of a meal on a yellow plate: a piece of salmon, some green asparagus, and two slices of bread. A fork and knife are shown resting on the plate. Below the illustration, the word "Dinner" is written in a white, sans-serif font. To the right of the meal icon are three small circular icons: one with three dots, one with a diamond shape, and one with a square. On the far right, there are three larger icons: a heart, a square with a circle inside, and a triangle. At the bottom of the screen, the word "Ingredients" is centered. Below it are two entries: "Salmon, Atlantic" with a 6 oz measurement and "Asperagus" with a "about 8 (120g)" measurement. Each entry includes a small thumbnail image of the food item, a quantity slider, and a more options icon.

The image shows a smartphone screen displaying a meal planning application. The top bar is dark blue with a light blue header containing the word "Snack". Below the header are three cards: "15 Sep" with a calendar icon, "9:00 am" with a clock icon, and a placeholder for a photo or video. The main area features a cartoon illustration of a hand holding a fork and another hand holding a knife, both over a plate of food (toast, eggs, sausage) on a blue surface. A red circle is positioned above the plate. To the right of the illustration are three icons: a three-dot menu, a clipboard, and a camera. Below the illustration, the word "Snack" is written. The bottom section is titled "Ingredients" and lists two items: "Banana" (1 medium (60g)) and "Strawberry" (about 4 (40g)). Each ingredient card includes a quantity slider.

The image shows a mobile application interface for meal planning. At the top, there's a header "Breakfast" with a date "15 Sep" and a time "9:00 am". Below the header is a large illustration of a breakfast meal consisting of two sunny-side-up eggs, a strip of bacon, a croissant, and a cup of coffee. The word "Breakfast" is written in white capital letters at the bottom of the meal illustration. To the right of the meal illustration are three vertical icons: a clipboard, a camera, and a heart. Below the meal illustration is a section titled "Ingredients" which lists items with their weights and a slider for adjusting the quantity. The first item is "Omlet, ham, cheese, on..." with "275 grams" and a slider. The second item is "Orange juice" with "8oz" and a slider.

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

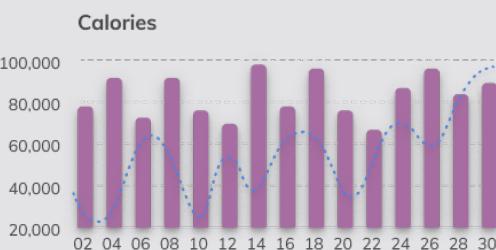
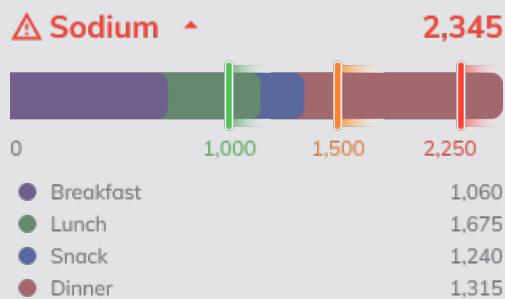


Custom Components

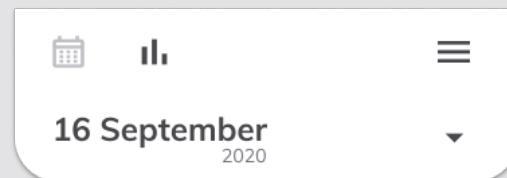
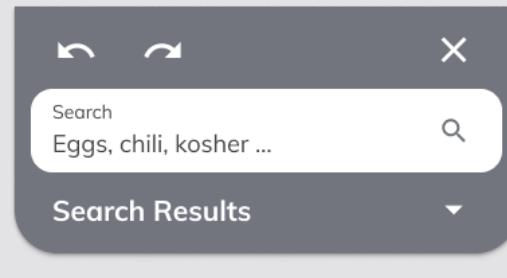
Days can hold meals, can hold recipes, can hold ingredients. Each is a unique notion with distinct controls and requires custom components.

Application Objects

Charts

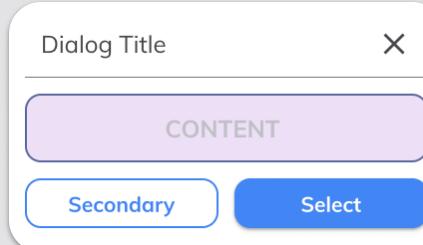


Headers

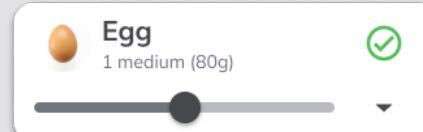
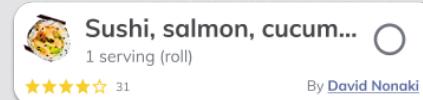


Nutrient Proportion

Dialog



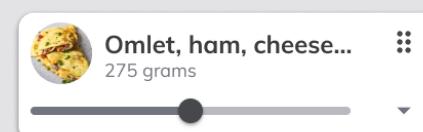
Food & Recipe



Mobile



Desktop



Desktop Screens

Month-view w/ Open Meal

Home

Settings

Groceries

Profile

Search Eggs, chili, kosher ...

Search Results

- 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 2oz
- Cheese Lasagna 1 serving (750 grams) By Yvette Giuseppe
- Yogurt 8oz
- Orange juice 8oz
- Sushi, salmon, cucum... 1 serving (roll) By David Honik

Breakfast

15 Sep 9:00 am

November 2020

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|-----|-----|-----|-----|
| 29 | 29 | 31 | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 1 | 2 |

Ingredients

- Omlet, ham, cheese, on... 275 grams
- Orange juice 8oz
- Potato, red 1 medium 3.5" - 4.5" (160g)

Notes

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Notebook
cover binding

Notebook
paper

Home

Settings

Groceries

Profile

Dinner

15 Sep 2020 9:00 am

Nutrition Overview

Calories 1,165

Carbohydrates 431 g

Vitamins

| | |
|-------------|----------|
| Vitamin A | 2,121 IU |
| Vitamin C | 530 mg |
| Vitamin D | 110 mg |
| Vitamin E | 79 mg |
| Thiamin | 879 mcg |
| Riboflavin | 472 mcg |
| Niacin | 9.7 mg |
| Folate | 2.9 mg |
| Vitamin B6 | 14 mg |
| Vitamin B12 | 23 mg |
| Biotin | 63 mcg |

Minerals

| | |
|------------|----------|
| Calcium | 1,214 mg |
| Iron | 11 mg |
| Magnesium | 510 mg |
| Phosphorus | 1,127 mg |
| Potassium | 916 mg |
| Sodium | 2,732 mg |
| Zinc | 90 mg |
| Manganese | 2.4 mg |
| Selenium | 36 mcg |

Protein Quality

Carbohydrates 431 g

Protein 149 g

Amino Acids

Home

Settings

Groceries

Profile

Lunch

15 Sep 2020 9:00 am

November 2020

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|-----|-----|-----|-----|
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |

Ingredients

- Pasta noodles 275 grams
- Avocado 80g
- Cheese, Cheddar 2oz
- Cheese Lasagna 1 serving (750 grams) By Yvette Giuseppe
- Yogurt 8oz
- Orange Juice 8oz
- Sushi, salmon, cucum... 1 serving (roll) By David Honik

Notes

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Mobile Screens

16

Left to right, top to bottom

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

The image displays six mobile screenshots of the DietStats app, arranged horizontally from left to right, illustrating various features:

- Schedule Screen:** Shows a weekly calendar view for September 16-22, 2020. It lists meals (Breakfast, Lunch, Dinner) with icons and times (9:00 am, 12:00 pm, 7:00 pm). Buttons for "Create meal" and "+" are present.
- Search Screen:** A search interface with a search bar containing "Eggs, chili, kosher ...". Below it, a "Search Results" section shows items like "Eggs", "Carrots, baby", and "Milk, whole" with selection circles.
- Meal Screen:** A meal entry screen for "Breakfast" at 9:00 am. It includes a food image, a clock icon, and buttons for more options (three dots), details (info), sharing (square), and favoriting (heart).
- Meal Details Screen:** A detailed view of the breakfast meal. It shows the selected items ("Omelet", "Potato, Red", "Orange juice") with their quantities (645 grams, 1/2 cup, 8oz) and unit dropdowns (Servings). A slider allows adjusting the total quantity to 650 grams.
- Splash Screen:** The welcome screen for DietStats, titled "Welcome to DietStats: Bytes for your bites". It features "Sign In" and "Sign Up" buttons, social media links for Facebook, Google, Twitter, and LinkedIn, and a "Skip" button.
- Sidenav:** A vertical sidebar menu on the right side of the screen. It includes sections for "Calendar", "Lists", "Grocery list", "Food on hand", "Other", "Create custom recipe", "Nutrition science", and "Other". At the bottom, there are "Sign out" and "Sign in" buttons.

Mobile Grid

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

Schedule View (Left):

- 16 September 2020: Breakfast at 9:00 am, Lunch at 12:00 pm, Dinner at 7:00 pm.
- 17 September 2020: Breakfast at 9:00 am, Lunch at 12:00 pm.
- 18 September 2020: (Empty)
- 19 September 2020: (Empty)
- 20 September 2020: (Empty)
- 21 September 2020: (Empty)
- 22 September 2020: (Empty)

Meal Details View (Second from Left):

Breakfast:
9:00 am | | | |

Foods:

- Omelet (3) 645 grams
- Potato, Red 1/2 cup, diced (1320g)
- Orange juice 8oz

Note: Click to add foods |

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

Nutrition (all nutrients):

Recipe View (Third from Left):

Breakfast: 9:00 am | | | |

Omelet, bacon, che...

| Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur pretium adipiscing enim. [More...](#)

Quantity: 1 | **Unit:** Servings | 650 grams

Ingredients:

- Egg 4 medium (320g)
- Bacon, Pork 2 strips (120g)
- Cheese, Cheddar 1/3 cup, shredded (80g)

Add Ingredient:

Nutrition View (Right):

Egg: | | |
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur pretium adipiscing enim. [More...](#)

Nutrition (all nutrients):

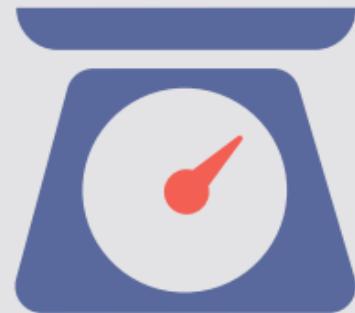
Issues:

Calories:

Macronutrients:

DietStats

Bytes for your bites





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