

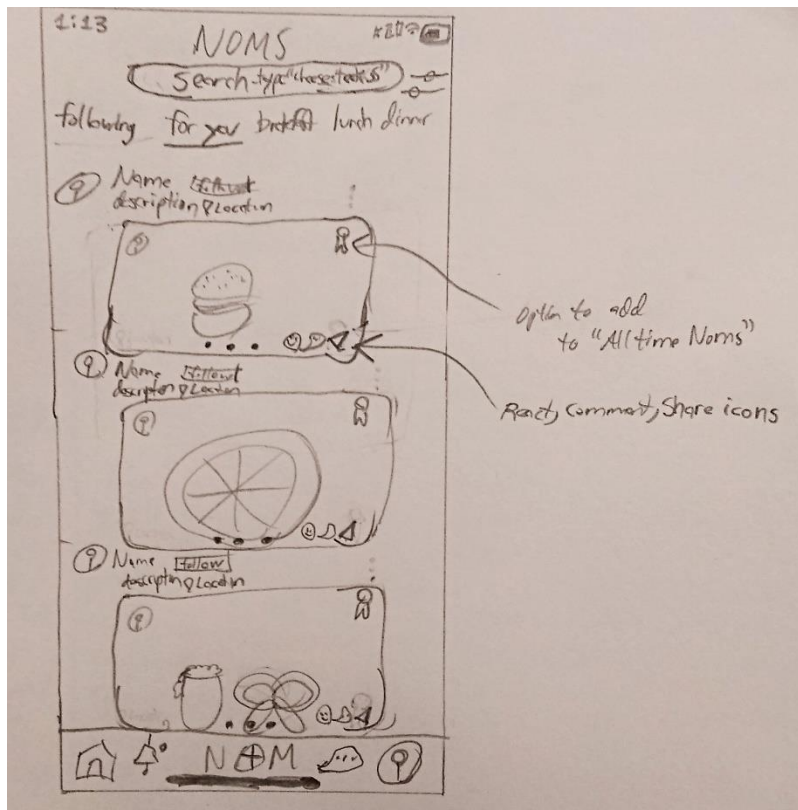
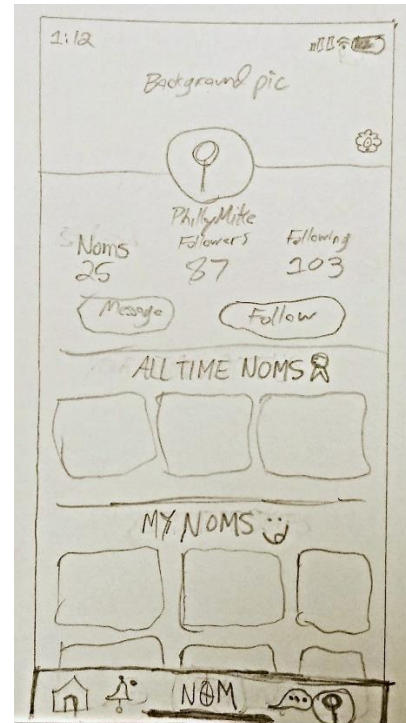
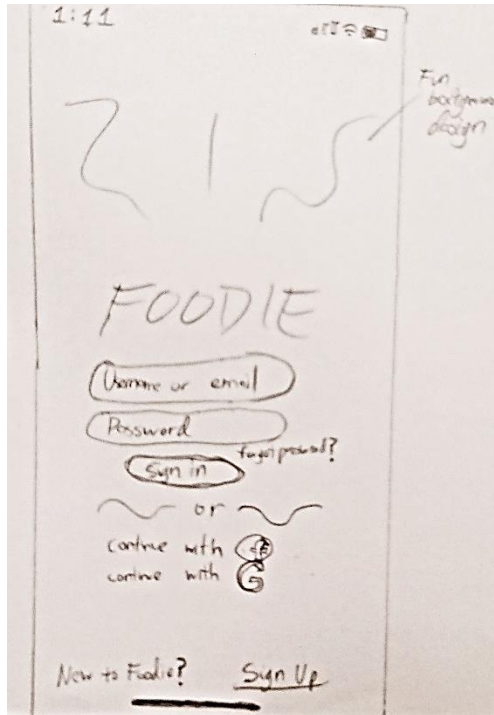
FOODIE

Background: This project was part of an assignment through Designlab's UX Academy Foundations course. This was my first time designing mobile app screens, and I completed this assignment in the role of UX Designer using Figma, icons8.com (for the vector illustration on the login screen), Nucleo (for the base navigation icons), and Photoshop. After each iteration, I met with a professional UX Designer/Mentor who provided feedback that I used for the next iteration.

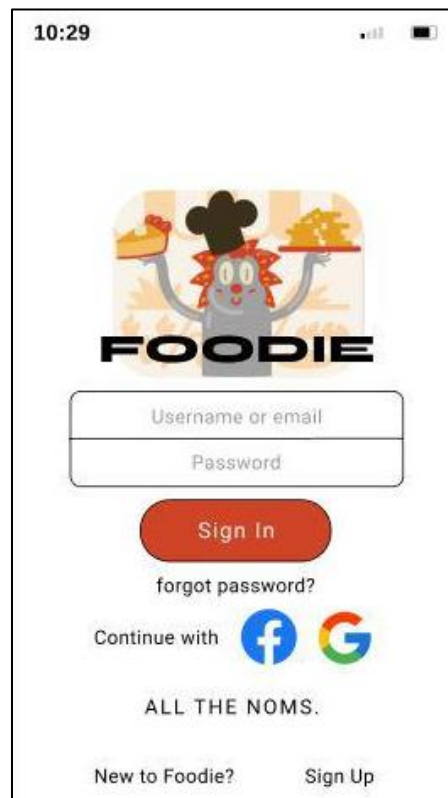
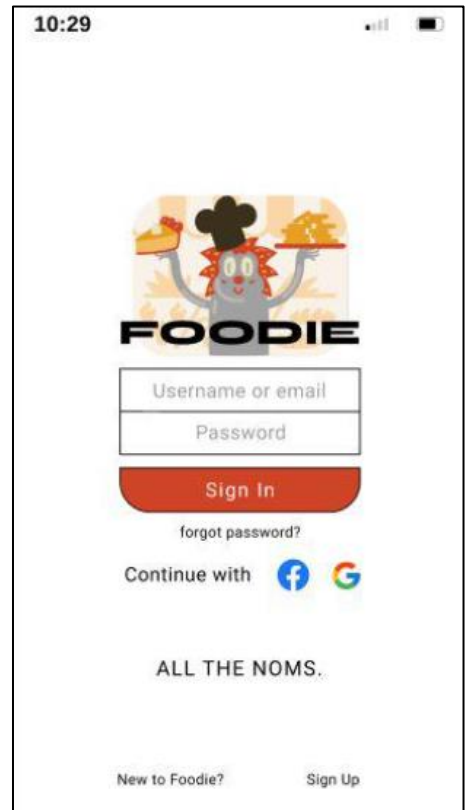
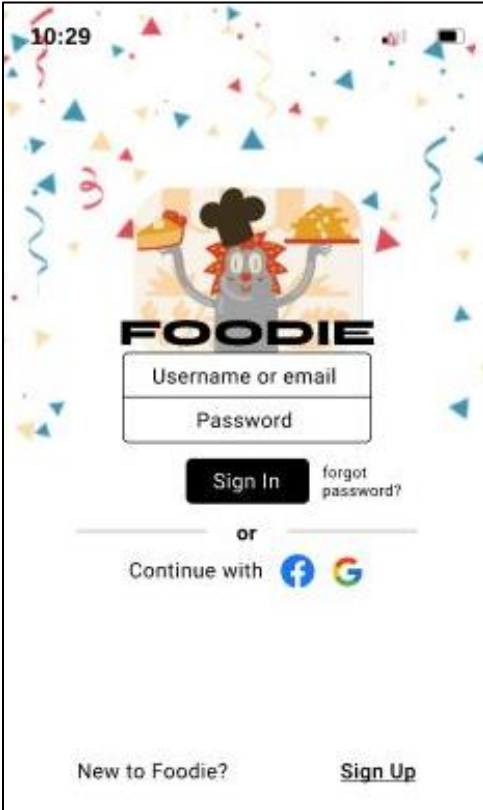
Challenge: Foodie is a fictional company that wants to create an app that brings food lovers together and allows them to post photos of the best meals they have had and share their stories. Create three screens of an app that accomplish these goals and handle size/scaling well on a smartphone (iPhone 8).

Research: For this project, we were not supposed to conduct user research; however, I still attempted to empathize with a user when creating my designs, which was not difficult since I am a foodie 😊 I also looked over many designs created by previous students and took notes on what I thought worked well. In addition, I watched video tours of Pinterest and Instagram-two successful apps that have a similar function-in order to generate ideas for my design. I set out to create a streamlined design with a fun "foodie" feel that achieved the design challenge goals. The three screens I chose to design were the Login screen, Profile screen, and Feed screen.

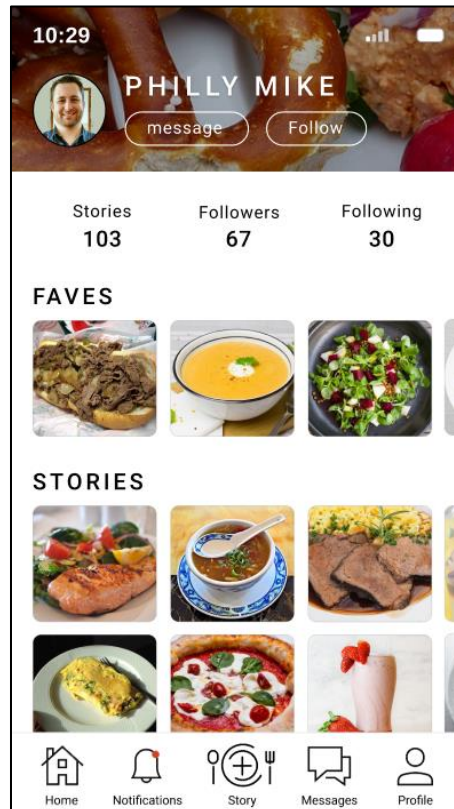
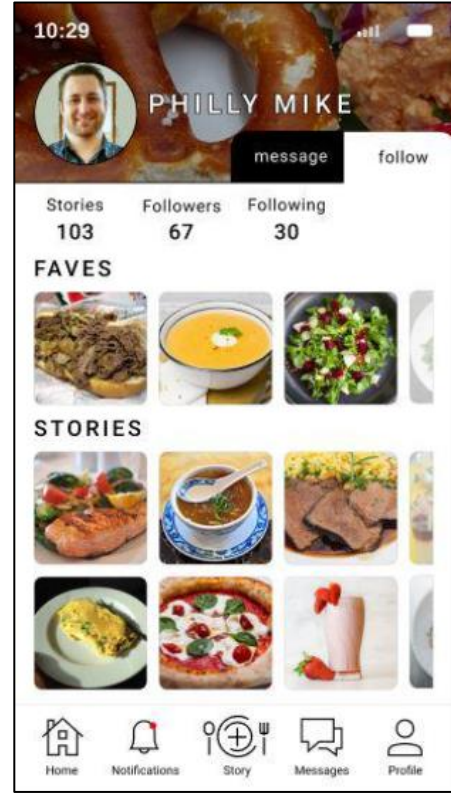
Sketches



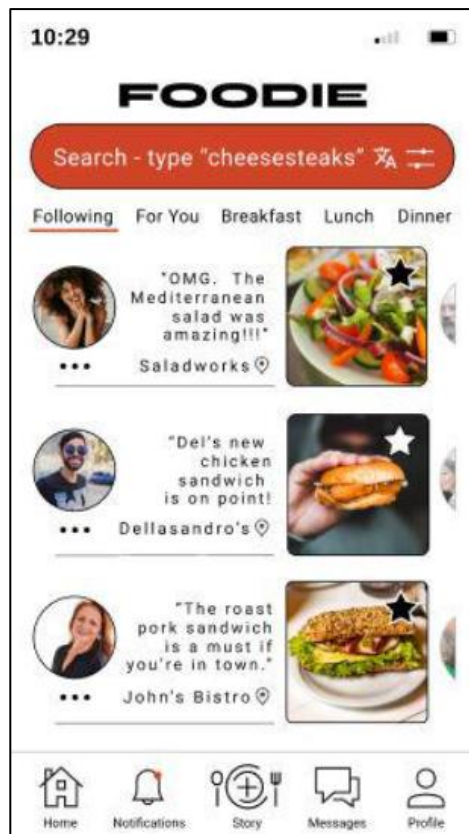
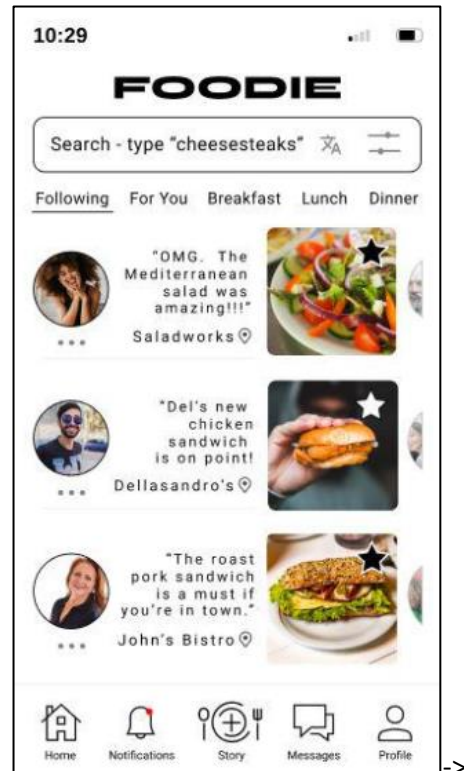
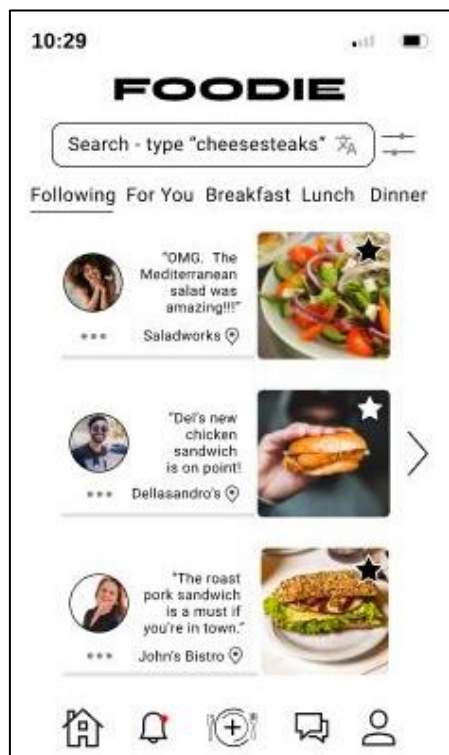
Iterations 1-3 of Login Screen



Iterations 1-3 of Profile Screen




Iterations 1-3 of Feed Screen



Final Version

10:29

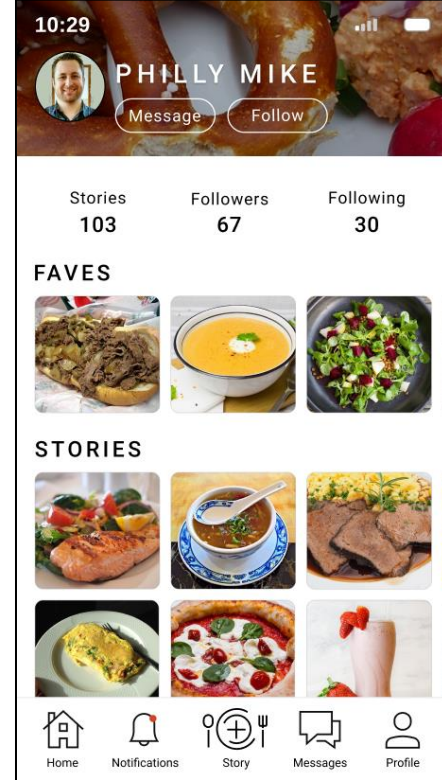


ALL THE NOMS.

Sign in

Sign in with social

New to Foodie?Sign Up



What I learned: This project was a great learning experience. My key takeaways included:

- Reduce visual competition. This was something I worked on in the Login screen as well as the Feed screen. It was important in both cases to keep the focus on what was important on the screen; i.e. the logo & login area on the Login screen and food items in the Feed. In some cases I eliminated or decreased the size of elements-i.e. profile pictures-that detracted from more important ones.
- Take advantage of the full screen. The content in some of my early iterations did not take full advantage of the screen size. Downloading and using the Figma Mirror app allowed me to see how the screens actually looked on a smartphone, which was very helpful. In addition to spreading out content across grid columns, I also enlarged certain elements-i.e. food photos-that were points of importance.
- Skeuomorphism. Becoming acquainted with this concept allowed me to see that my tab-like design for the “message” and “follow” links on the Profile screen needed to be changed since the user might expect them to function like tabs when they were intended to function as buttons.
- Properly size and space elements for a touch interface. Buttons and links in my early iterations were too small or too close together. By referencing the 44px x 44px minimum hit area for mobile screens, I was able to increase the size of touchable elements and space them apart as needed to improve the usability of the app.