

## Design choices and guidelines for Android

### Color Scheme

Be a good idea to include either **green** or **red** into the design if the premise is also that of a health app. A natural darker green can represent healthy food, grass, nature etc...

Red is often used in health apps mainly in relation to the colour of the heart. Could have contrasting colours depending on which section of the app is being used. For e.g. if your on the calorie counter section the background could be red whilst on the main page we have a green background.

This is a similar premise to the app 'Bumble' whereby depending on the mode the background changes by distinction.

If the app is only going to have minimal or no health features then from research there is no real color scheme that's preferred among apps. It's relatively random. Suggested schemes. Based off materialpalette.com

Main background colour	Button colour
Dark green	Cyan
Dark green	Teal
Red	Deep Purple

Red + Green looks quirky but ultimately a bit strange and off putting. Red doesn't really work with much and if possible it's best to avoid grey/black. Too bleak for a cooking app :).

Best example of a good colour scheme: Yummly Recipes

Worst example: BBC Good food.

### IOS vs Android (p.s. still recommending android, don't worry)

### **Navigation**

Pretty obvious most of the apps were developed for IOS before Android first. (1.0).

Most (including the tasty app) don't account for the bar at the bottom of most Android phones which IOS has never really had.

Android app versions tend to also have reduced features such as a lack of shopping list within apps.

To counteract this and develop directly for Android it may be a good idea to use the



Android menu icon.

Alternatively putting the navigation bar on the top of the app would work for a limited set of items. This is the method Facebook uses but by no means would I say the Facebook app is designed well.

### **Health app integration**

Major disadvantage with android is the apple watches simple integration with the stock Apple health app and it's further integration directly into the stock IOS codebase. Google fit exists but is by no means as popular.

This shouldn't matter for us anyway though because most of us won't have an Apple watch or an iPhone to test on so there is no way of testing the integration in the first place. Plus there's the whole thing of having to own a Macbook to code IOS devices :(.

### Initial launch screen

Choice between various different weighing systems, including cups.

Could also be a 'simple' and 'advanced' mode. Instead of calorie counting you could display measurements of how healthy a meal is by colour scheme or by amounts of other foods. E.g. equivalent to 3.5 hamburgers. Be much more fun and more meaningful. Weightwatcher/slimming world sin integration would be interesting to.

Choice for health integration. Keep the two separate so if someone doesn't want to include the extra features they don't need to. Very low barrier for entry. Entire app needs to be understood in minutes after launch. People are impatient, especially with free apps.

### **Worst case scenario (Worst app I could find)**

Best way to determine what we need is to look at a bad example of an app. BBC Goodfood being the prime example.

- Advertises mid way through the page taking up space
- Bland colour scheme. Teal against white background.
- Images don't fill the screen. Whitespace in between which could be used for other stuff.
- Complicated system for storing recipes. Sorted into 'collections, recipes, cookbooks'. Choose one, jeez.
- Search navigation bar that takes up the entire screen and a settings option on the

same bar at the bottom (for IOS). Basically a limited option of things you can navigate to easily despite having a lot of features.

- Too much info on one page. Calorie info before the recipe which seems annoying.
  - Bland description of steps. No moving gifs/images. No way to change amounts of stuff.

So in short... Here are the proposed design considerations including various design choices that should allow us to distinguish from other apps.

### **Good practice requirements**

- *Launch screen with additional info* > Makes sure user isn't left hanging (feedback = good)
- *Initial first time launch screen* > Allows customization.
- *No bottom navigation fire* > Prevents missclicks. We ain't developing for IOS boss.
- *Change of color scheme between different sections of the app.* E.g check out bumbles different modes.
- *Not too much going on. Images should be simple, display the item and not be too over the top.* > leads user into it being achievable.
- *Adverts should be unobtrusive or a different marketing strategy altogether would be better* > text/images should not randomly move as the advert changes. If adverts are included they should be relevant and match the style of the app. Sponsors/partners would be better. Limited screen real estate.
- *Perform a check for multiple conflicting recipes make sure the better recipe is displayed* > This is a tricky one
- *Limit the amount of ingredients to be added* > Prevents database going crazy and makes sure users stay on the app. If a recipe is too complicated then it can probably be simplified. Keep in mind this would be a very high limit. E.g. 50 ingredients.

### **Design requirements/possible considerations**

- *Images/gifs should try to fill the screen in grid patterns when looking for new recipes. More gifs/videos than anything else on the page. Should be high quality where appropriate.*
- *Ingredients + steps + calories all on the same page or 1 swipe away.* > Shouldn't be swiping between different panels for the same recipe
- *Calorie info should be simple/adjustable and not overpower the recipe and ingredients listed.* (Ability to select simple option, e.g. x3.5 hamburgers etc...)
- *Ability to rate recipes and filter them* > Using a 5 star system is ok but i've always found a bit meaningless. Something like a 'Loved it', 'Hated it', 'Mixed

opinion' thing would be better. Something like youtubes like/dislike system or reddit's upvote/downvote. This would have to be tested to see which a user would prefer.

- *Additional (similar recipes) can be included but are not obtrusive and come after everything else.*
- *Layout for images has to be a simple if users are uploading their own recipes complete with pictures.*
- *Dark mode probably ain't the best idea* - Most user submitted images for recipes will have light/white backgrounds. Contrast will be a little weird.
- *Create a catalog of icons for familiar foods/herbs and spices.* > E.g. an icon to go alongside the mention of 'salt, pepper, herbs, spices, vegetables, meat, dairy etc...'. Should all be a similar style and format.

## APPENDIX

(1.0)

