

CS-319-11141-M01 UI/UX Design and Development

Project One

I have four screens in my wireframe because there will only be a total of four screens being used for my app. The first screen, of course, is a login screen. The purpose of the first screen is for the user to login. Having an account and being able to access the app with a specific username and password, gives the user a sense of privacy and personalization. Upon opening the app, the user has the choice of either using existing account information to login to their personal account or create one if they have not already. At the top of the screen is the title of the app. The purpose for displaying the title on the login screen is for promotional purposes. I named my app “What’s init?”, which I found unique and catchy. I also asked for the opinion of the title when I conducted my interviews and my interviewees also agreed that when people say, “what’s in it?” it usually sounds like the “in it” part of the phrase is pushed together. I thought it was a little fun play of words and makes the app all that more fun and intriguing. Below the title on the screen is the button titled “create new account” for the user to click if they do not have an account and would like to create one. Below that are two input bars for a username and a password, and at the very bottom is the button to confirm a login attempt after filling in username and password information. If the user clicks the “create new account” button, they will be directed to the next screen, which is the same exact screen layout except with different prompts for users to input information and the titles of the buttons change.

On my next screen after the user has either created an account or logged into their existing account, a user will scan or search for a product that they are wanting to learn about. At the top of the screen is a search bar in case a user is not able to scan a product successfully. Next to the search bar is a barcode that will also be a button to give another option to the user to scan products. In the middle of the screen is a large image of a barcode that will change to the camera view when the user pushes the button “scan” to capture a barcode. Finally, below those features is more text that gives instructions to the user on how to interact with the user interface. One button that I have forgotten to add will be one that will allow a user to manually add a product, if that product cannot be found in the database.

After a user has successfully searched for or scanned a product, they are directed to the final screen. At the top of the screen there is a big square that will show whether the product they have scanned is healthy, moderately healthy, or not healthy. I have made the square big so that it is the first thing the user will see when they are directed to the screen. Depending on the ranking, the display will be a bright red, bright yellow or bright green with words. There will also be sounds associated to each ranking, and the sounds chosen should also be related to the rating that was given. Below the square that will show the user the overall result of the product, will be a list of ingredients that are found in the product. Each product will be labeled in colored text or in a colored text box so that the user can identify what ingredients make the product healthy or not. Below the list is the button for the user to navigate back to the scan screen.

The design of each screen that I have created benefits my customers in many ways. I have created screens that are simple, easy to navigate and pleasing to look at. My thought process when designing the app was that I am going to (ironically) want to help my user interact with my app as least as possible. The interaction with my app should be quick, easy and

understandable. The idea interaction should be for a user to pick up their phone, open the app, scan, know a products quality and ingredients, and then onto the next product or to be done with it. After doing research and conducting interviews, I have seen and heard that other apps like mine can be confusing and overwhelming. That's why it was important for me to make my app very functional with the least number of interactive components possible. I've done so by enlarging and minimizing the interactive components on my screen as well as using a bright fun, intriguing, and "food colored" theme for each layout. Upon online and interview research, I was also able to alter the layout of my app to adapt to challenges such as button layout. In my prototype there were a few issues with the button layout, such as the location of the scan button being above the scan image (making it hard for a user to reach on a mobile device) and a missing button for the user to add a product if it is not found in the database. There were also some titles of buttons that were reworded to make better sense for the user.

My app has a simple layout, and the features are simple so it can easily be adapted to a digital watch wireframe. I have tried to minimize the number of components on each screen by focusing on the app's priority content and the main purpose or use of the app. All that would need to be done to adapt my current wireframe to a digital watch wireframe would be to shrink the screen size and to alter the layout and functionality of the scan screen. That is why having a search option on the product finder screen is perfect for a watch UI. Providing a search bar on a watch UI will allow a user to type in a product manually or use text to speech. The big and bright components will easily transfer to a watch wireframe and still be easy to read and simple. There will be little issue with implementing the few buttons, the product list, and the app images without compromising functionality.

My wireframe could also be adapted to a touch-based kiosk with ease. When I think about how a touch-based kiosk operates and how it could be used for my app, I imagine it being a kiosk that would simulate scanning items at a register, given that there is a tool attached to the kiosk that can be used to scan a product or a series of products. The wireframe would stay the same only it would be enlarged, and the scanning screen would need to change. The scanning screen would change because the tool used to scan the products would most likely be separate from the screen. The basics would still be there, but my layout allows for enlargement and that's all I would need to make the other screens functional for a touch-based kiosk.

