

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

Module One Milestone – Mobile App Research

The application that I selected is the food fact checker. The food fact checker that I will focus on developing will allow a user to easily scan the barcode of a food product to see all its ingredients. Along with neatly and accurately listing the ingredients of the food product, the app will also rank how healthy all the ingredients are in red, yellow, and green categories to make it easier for the user to understand the quality of the product. The app's main purpose is giving consumers access to more information about the different types of food they are purchasing and how the ingredients in that food affect their body and overall health. With the information given consumers can be more confident of the integrity of what they buy and eat and by ranking the quality of what they buy they can be more conscious about what to buy based on personal diets and desires.

The app Think Dirty is similar to the app that I will be focusing on. Think Dirty is an app that has similar purposes and goals as the food fact check app. It is similar in the way that a user can scan a product to reveal its ingredients and the quality of the product based on the healthiness of each ingredient. The difference between the two is that the products that Think Dirty is used for are personal cleaning products, not food.

Both apps target a broad range of users because everybody uses cleaning products and eats food. All age groups will be targeted, and I assume the app should be easy enough for every age group to use. As for the actually using the app, there will be an obvious age limit when it

comes to who uses it, for example a two-year-old can't use the app but that doesn't mean they are not targeted because they still have products and food that can be checked by the guardian who is using the app. The app will also target a certain type of cultural group. The group that is most likely to use the app is one that is or wants to be as conscious about what they eat or use for products. The type of culture that this entails is one that honors life qualities like fitness and health for humans and the earth. One could say that this group may also be middle or high class because of the opportunity to make such decisions.

The goal of this app is to give people who are or want to be conscious and careful about what they shop for and eat an easy tool to relieve the struggle of reading overwhelming, confusing ingredient lists full of words that most people can't even pronounce. Along with listing all the ingredients the tool goes a step further and ranks the healthiness of the product based on the ingredients so that the consumer does not have to do extra costly research in the middle of a busy shopping trip. With the app a user can easily and quickly check the items in the middle of a shopping trip. The ultimate goal behind creating such a tool may even be greater because the people who are conscious about what they consume usually means that they are also conscious about their health and the health of the planet which can arguably be a greater choice for humanity as a whole.

Think Dirty is a very attractive and efficient app to use. The concept is simple as well as the user interface. The user interface is very easy to navigate and fun to look at. The design is elegant and efficient. The one downside for me is that the app only offers limited access unless the premium subscription is purchased. Although I have heard from friends and family that the subscription is worth the purchase because of the app's qualities. I have friends and family that personally love the app because of how easy it is to use and how much it helps them.

