

Track:

UI/UX design

Group:

CAI2_DRT_S3

CareFlow

Instructor:

Aisha Morci

Company:

YAT learning center

Our Team



Steven Hany
UI/UX designer



Salma Bahaa
UI/UX designer



Malak Hany
UI/UX designer



Salma Ahmed
UI/UX designer



Rawan Nasser
UI/UX designer



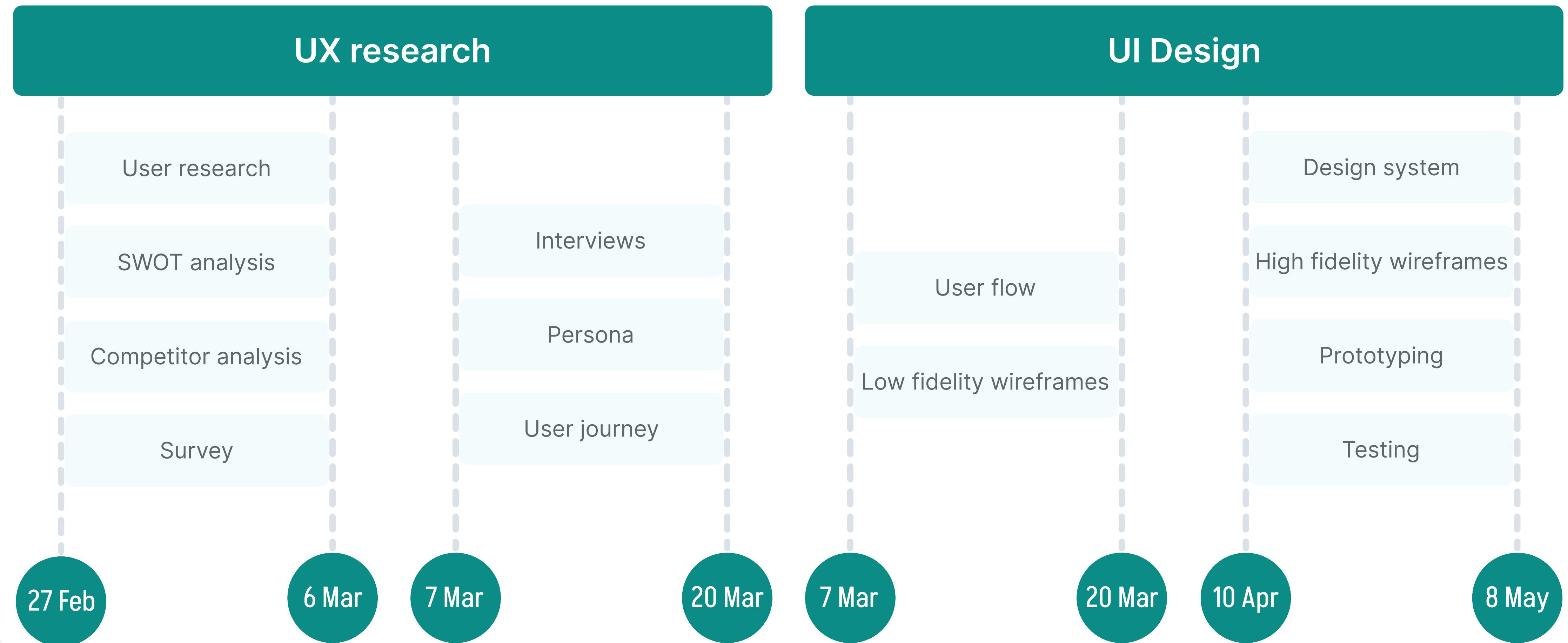
Ahmed Abdelsttar
UI/UX designer

MSAR Team

Overview

Careflow is designed to support individuals with diabetes and hypertension by offering an all-in-one platform that helps them track their vital signs, follow personalized meal plans based on their health and dietary needs, and receive timely medication reminders. The app targets people managing chronic conditions who seek a simple, effective way to organize their daily health routines. The goal of Careflow is to empower users to take full control of their nutrition and overall well-being through a smart, connected, and user-friendly experience.

Project timeline



SWOT analysis



STRENGTHS

1. Personalized meal plans tailored to users' specific health needs (diabetes, hypertension).
2. Calorie tracking ensures users stay within healthy limits.
3. Recipe-sharing feature fosters community engagement and motivation.
4. User-friendly interface makes meal planning easy and convenient.
5. Health-focused approach fills a niche in the meal-planning market.



WEAKNESSES

1. Data accuracy challenges (e.g., ensuring correct nutritional values).
2. User adoption hurdles—some may struggle with technology or consistency.
3. Competition with other health apps that offer similar features.
4. Initial development costs for a robust, scalable platform.



OPPORTUNITIES

1. Growing demand for health-conscious meal-planning apps.
2. Potential partnerships with dietitians, nutritionists, or healthcare providers.
3. Integration with wearable devices for real-time health tracking.
4. Subscription model or premium features for monetization.
5. AI-driven personalization to enhance user experience.



THREATS

1. Regulatory challenges regarding medical or nutritional advice.
2. User privacy concerns with health-related data storage.
3. Market saturation from competitors with strong brand recognition.
4. Changing dietary trends could impact app relevance over time.

Competitor analysis

Interview question

1. What types of food do you prefer? Do you follow a specific diet or eat randomly?
2. Do you use your mobile phone more or your laptop? And if you had to choose, would you prefer a mobile app or a website?
3. Do you use your mobile phone more or your laptop? And if you had to choose, would you prefer a mobile app or a website?
4. Do you exercise? If yes, what activities do you prefer? If no, are you thinking of starting?
5. What type of insulin do you use, and how do you manage its doses?
6. Do you face any challenges in maintaining stable sugar levels with insulin use?
7. Do you use any devices or apps to monitor your sugar levels and insulin doses?
8. What type of diabetes do you have?

Persona

Diabetes Type 1



JONATHAN PATTERSON
UI-UX DESIGNER

AGE: 22
GENDER: Male
LOCATION: 26 Mohamed Bekhet st, Cairo, Zaytoun

BIO

Jonathan is a determined and health-conscious UI-UX Designer balancing his work with managing Type 1 diabetes. He is tech-savvy and prefers using his mobile phone for convenience, especially since he is often on the go. He actively works on improving his diet and fitness while dealing with the daily challenges of diabetes management. Despite facing occasional difficulties with insulin dosage and unexpected sugar fluctuations, he remains proactive in monitoring his health.

PERSONALITY

Extrovert



Problem-Solving



Creativity



Introvert



CHALLENGES

- Struggles with estimating insulin doses correctly, leading to sugar spikes or drops.
- Unexpected hypoglycemia during sleep or unexplained hyperglycemia in the morning.
- Maintaining a consistent diet while balancing a busy schedule.
- Finding an efficient way to track sugar levels and insulin intake.

TECHNOLOGY

Mobile



Software



Mobile Apps



NEEDS

- A mobile-friendly diabetes management app for tracking insulin and meal-related doses.
- Educational resources on managing Type 1 diabetes and insulin adjustments.
- A way to analyze sugar level patterns to prevent unexpected highs or lows.
- Integration with Accu-Chek or other sugar-monitoring devices for real-time tracking.

GOALS

- Improve his diet and maintain a structured meal plan.
- Keep blood sugar levels stable and reduce sudden fluctuations.
- Find a reliable mobile app to track insulin doses based on meals.
- Stay active with regular cardio workouts at the gym or at home.

Persona

Hypotension



LINA CARTER
GRAPHIC DESIGNER

AGE: 28
GENDER: Female
LOCATION: 14 Salah Salem St, Nasr City, Cairo

BIO

Lina Carter is a creative and wellness-conscious Graphic Designer who has been living with hypotension for the past few years. She experiences symptoms like dizziness and fatigue a few times a week, but remains determined to manage her condition through simple lifestyle changes. Lina tries to stay active, drink more water, and eat salty snacks when needed, though she sometimes forgets to eat frequently. Despite not receiving formal medical guidance, she's open to learning and seeks better ways to take control of her health through technology.

PERSONALITY

Introvert 

Discipline 

Creativity 

Self-learning 

CHALLENGES

- Experiences frequent fatigue and dizziness due to irregular meals.
- Finds it hard to eat small, frequent meals consistently.
- Lacks nutritional knowledge specific to managing hypotension.
- Doesn't use any tools or devices to monitor blood pressure or track hydration.

TECHNOLOGY

Mobile 

Software 

Mobile Apps 

NEEDS

- A mobile-friendly health app focused on managing hypotension.
- Hydration reminders and meal tracking to support better routine.
- Tips on salty, healthy snacks and suitable meal planning.
- Symptom tracker to monitor dizziness and energy levels.

GOALS

- Eat more regularly and increase salt intake where needed.
- Stay hydrated throughout the day with app reminders.
- Learn more about how diet affects low blood pressure.
- Use technology to track symptoms and improve consistency.
- Avoid caffeine crashes by limiting intake and finding alternatives.

Persona

Hypertension



ADAM BENNETT

HR

AGE:

50

GENDER:

Male

LOCATION:

26 Mohamed
Bekhet st, Cairo,
Zaytoun

BIO

Adam Bennett is a proactive and health-aware HR(Human Resource) who is keen on managing his hypertension through a healthy lifestyle. He stays committed to his physical activity routine and maintains a disciplined diet focused on balance and variety. Adam avoids sugary drinks, increases his water intake, and reduces caffeine consumption. Though he hasn't received formal nutritional counseling, he continues to educate himself and explore new ways to support his health, showing strong motivation and consistency in managing his condition.

PERSONALITY

Extrovert



Drawing



Reading



Introvert



CHALLENGES

- Struggles with limited time to prepare or maintain a consistent healthy diet.
- Lacks formal education or medical guidance regarding nutrition and hypertension.
- Wants better tools to track nutrition and ensure stable blood pressure levels.

TECHNOLOGY

Mobile



Software



Mobile Apps



NEEDS

- A mobile-friendly app to help monitor and manage hypertension.
- Nutrition tracking tools focused on sodium, water intake, and meal balance.
- Personalized meal suggestions based on health conditions.
- Daily reminders to stay hydrated, reduce caffeine, and track food intake.

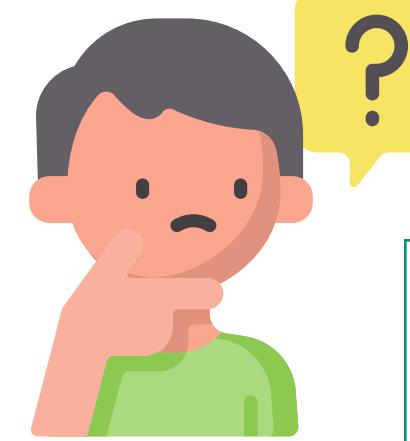
GOALS

- Continue a structured diet rich in vegetables, yogurt, boiled eggs, fish, and lean meat.
- Avoid sugary drinks and lower caffeine intake.
- Track sodium and nutrition daily using mobile tools.
- Stay active through regular walking and cardio workouts.
- Reduce stress and maintain psychological calmness.

User stories



"As a diabetic user, I want to get daily meal plans tailored to my condition and preferences, so I can eat better without overthinking."



"As a user, I want to receive reminders for my medication, so I don't miss a dose and can stay consistent with my treatment."



"As a social user, I want to share my meals and interact with others in the community, so I can stay inspired and learn from similar users."



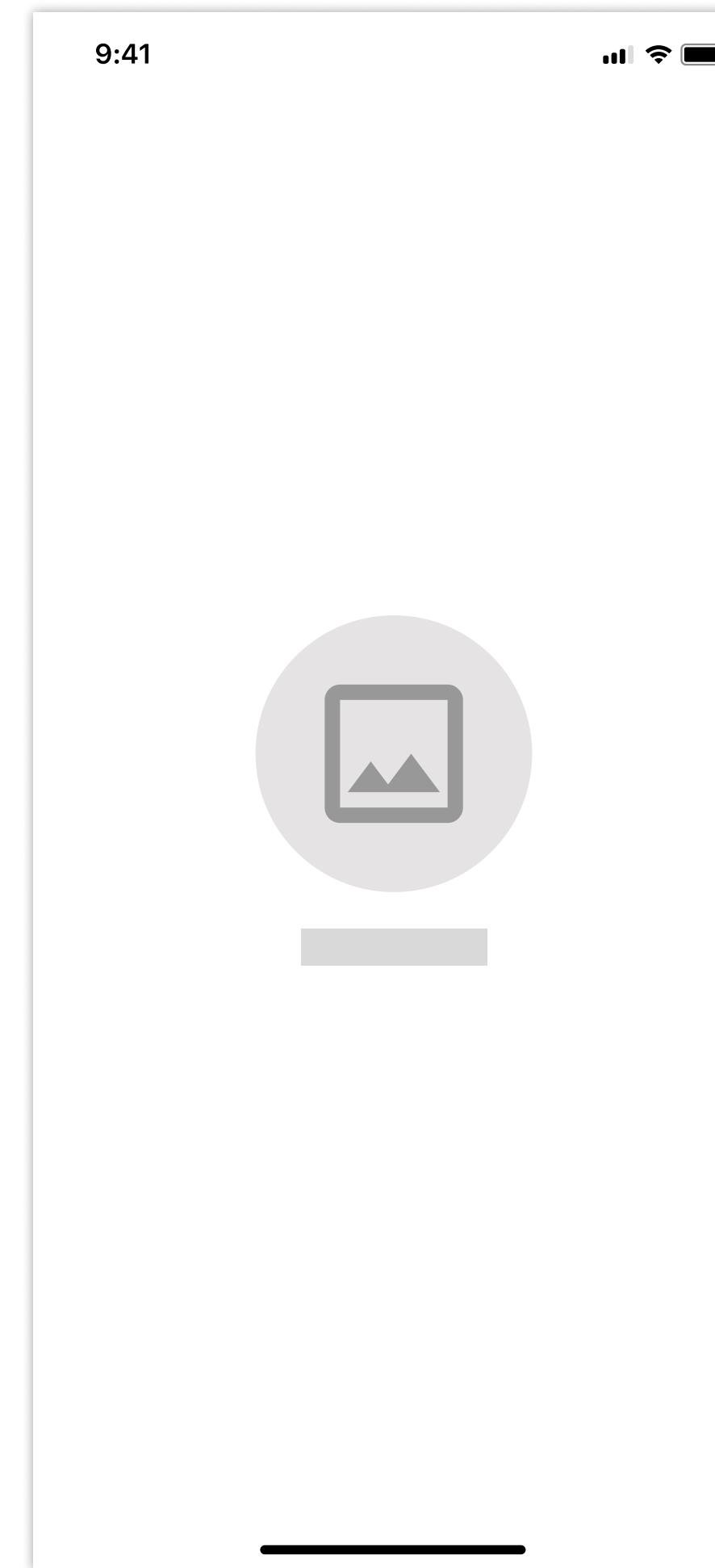
"As a user, I want to participate in healthy and nutritional challenges, so I can stay motivated and improve my lifestyle in an engaging way."

User journey

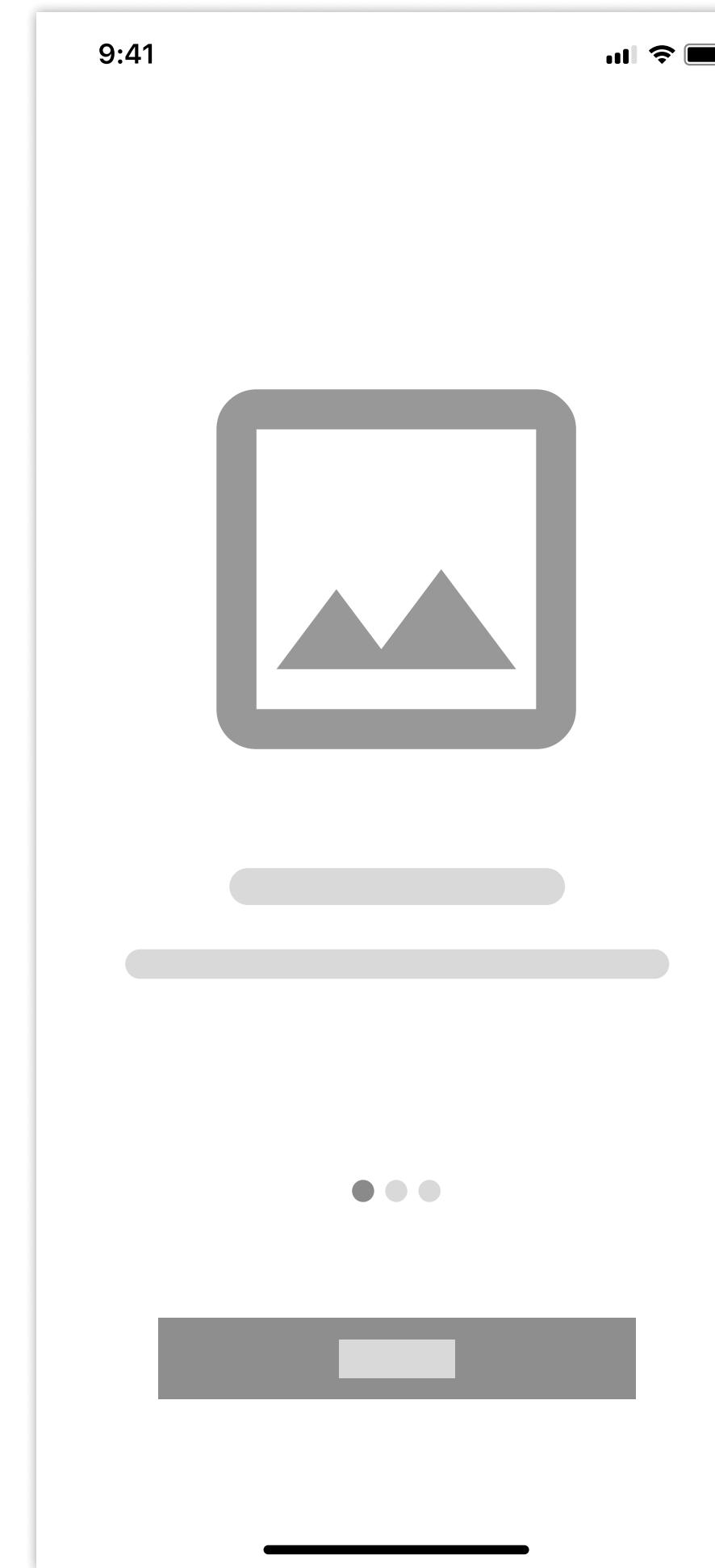
Stage	Action	Touchpoint	Thoughts /Feeling	Pain points	Opportunities
Awareness / Discovery	Sarah sees an ad for the nutrition app on social media	Social media ad, app store listing	"This app looks helpful. Maybe it can help me eat better."	Feeling overwhelmed by conflicting nutrition information.	Highlight ease of use and scientific backing in marketing.
Download /On boarding	Sarah downloads the app and creates an account.	App store, onboarding screens.	"This is pretty easy. I like the personalized questions".	Worried about data privacy	Provide guidance and suggestions for goal setting.
Initial Setup	Sarah enters her weight, height, and goal	Profile setup screens	"I hope this app is accurate".	Uncertainty about setting realistic goals	Provide guidance and suggestions for goal setting.
Food Logging	Sarah logs her breakfast (oatmeal and banana)	Food logging screen, food database	"This is taking a bit of time. I wish I could scan the barcode."	Tedious manual entry, difficulty finding specific foods	Implement barcode scanning, quick add options, and a comprehensive food database.
Tracking Calorie	Sarah views her daily calorie intake and macronutrient breakdown	Dashboard, calorie tracking screen.	"Wow, I didn't realize that banana had so many calories".	Confusion bout macronutrients and portion sizes.	Provide educational content on nutrition and portion control.
Meal Planning / Suggestions	Sarah explores meal suggestions for lunch.	Meal planning database. section, recipe	"These recipes look good, but don't have all the ingredients".	Limited recipe options, difficulty adapting recipes.	Offer customizable meal plans and ingredient substitutions.
Progress Monitoring	Sarah checks her progress over the past week.	Progress tracking screen, graphs	I'm seeing some progress This is motivating	Difficulty ! interpreting data and understanding trends.	Provide clear visualizations and personalized insights.
Community	Sarah joins a community forum to ask questions.	Community section, forum	"It's nice to see others with similar goals."	Feeling isolated or lacking motivation	Foster a supportive community and offer personalized coaching or support

Wireframe (Low fidelity)

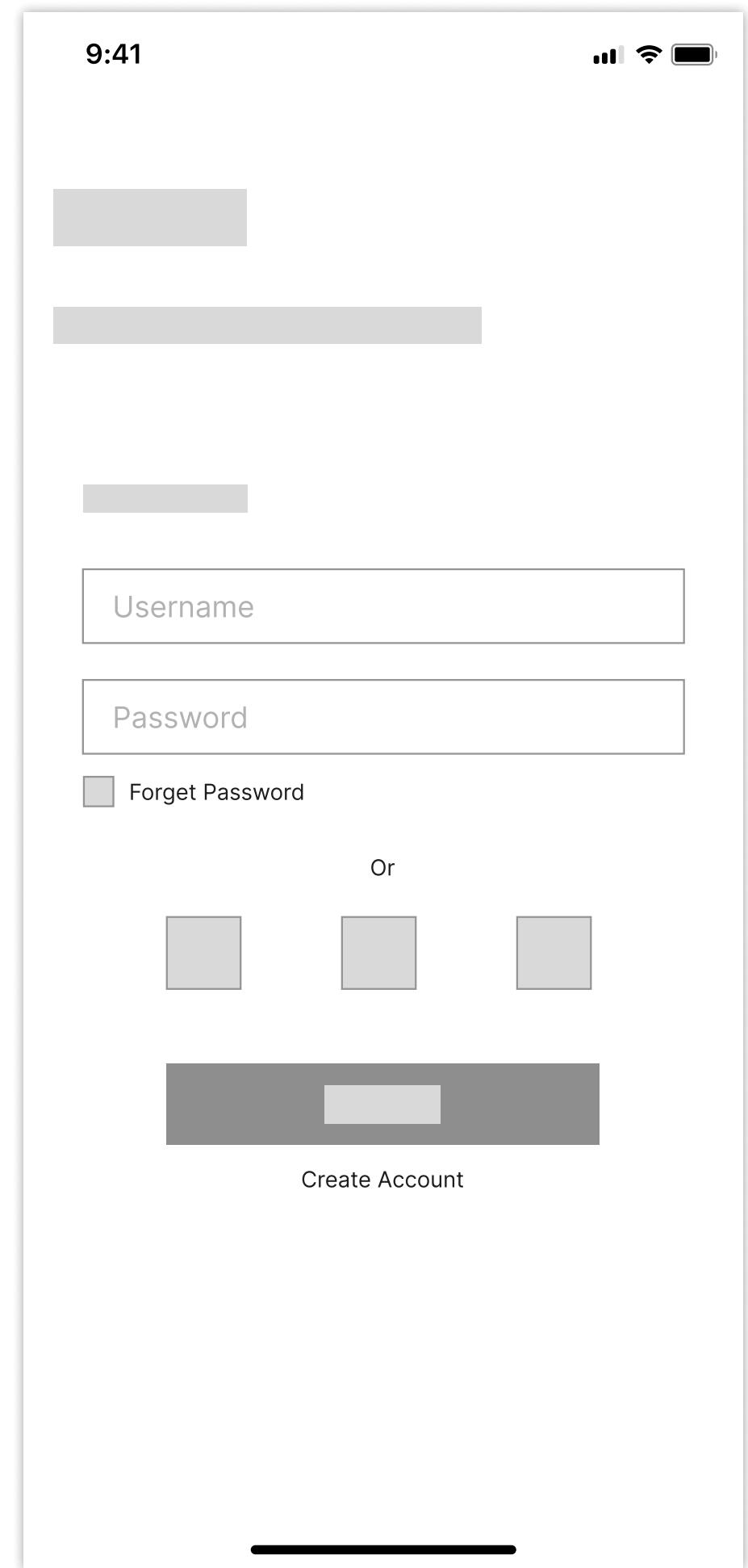
Splash screen



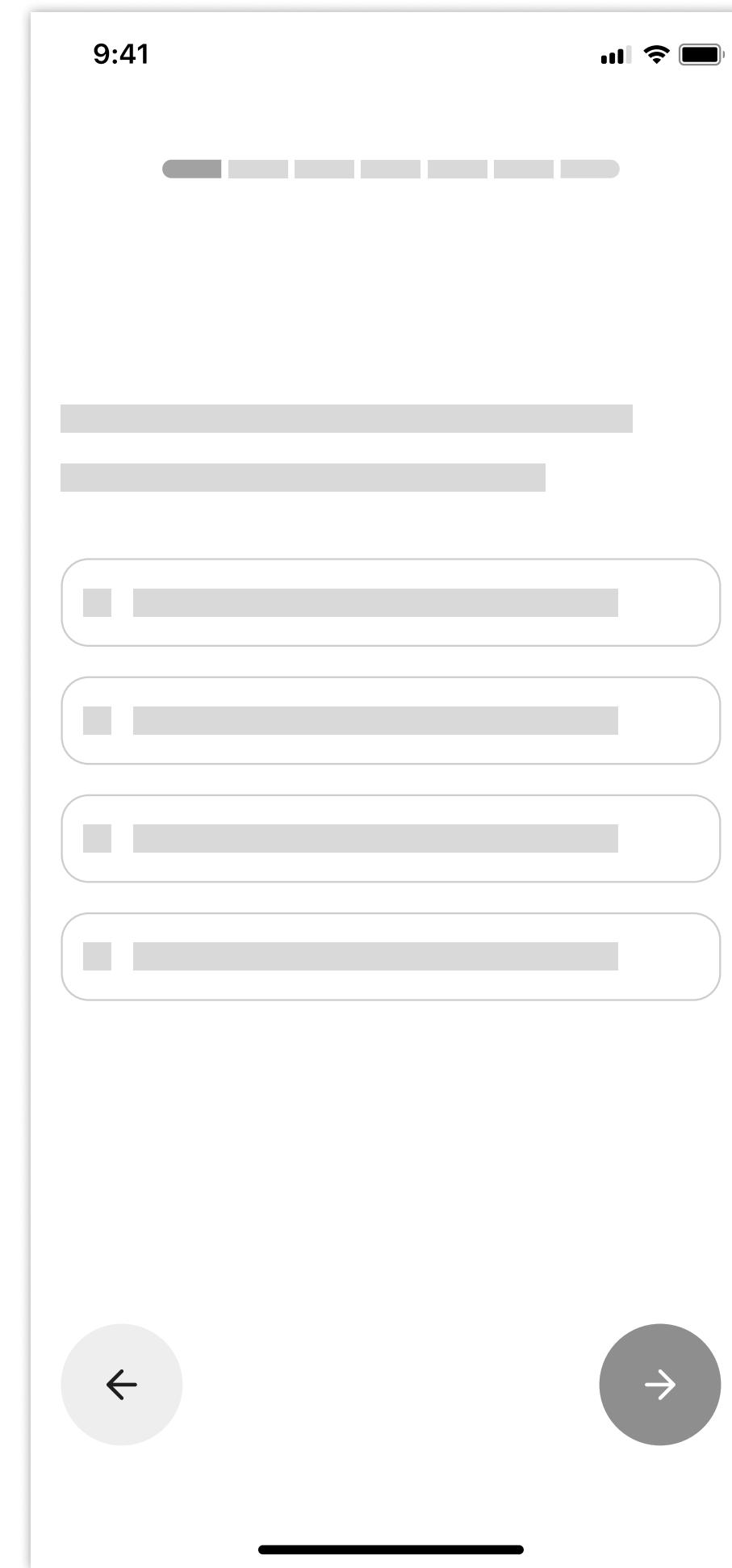
On boarding



Register

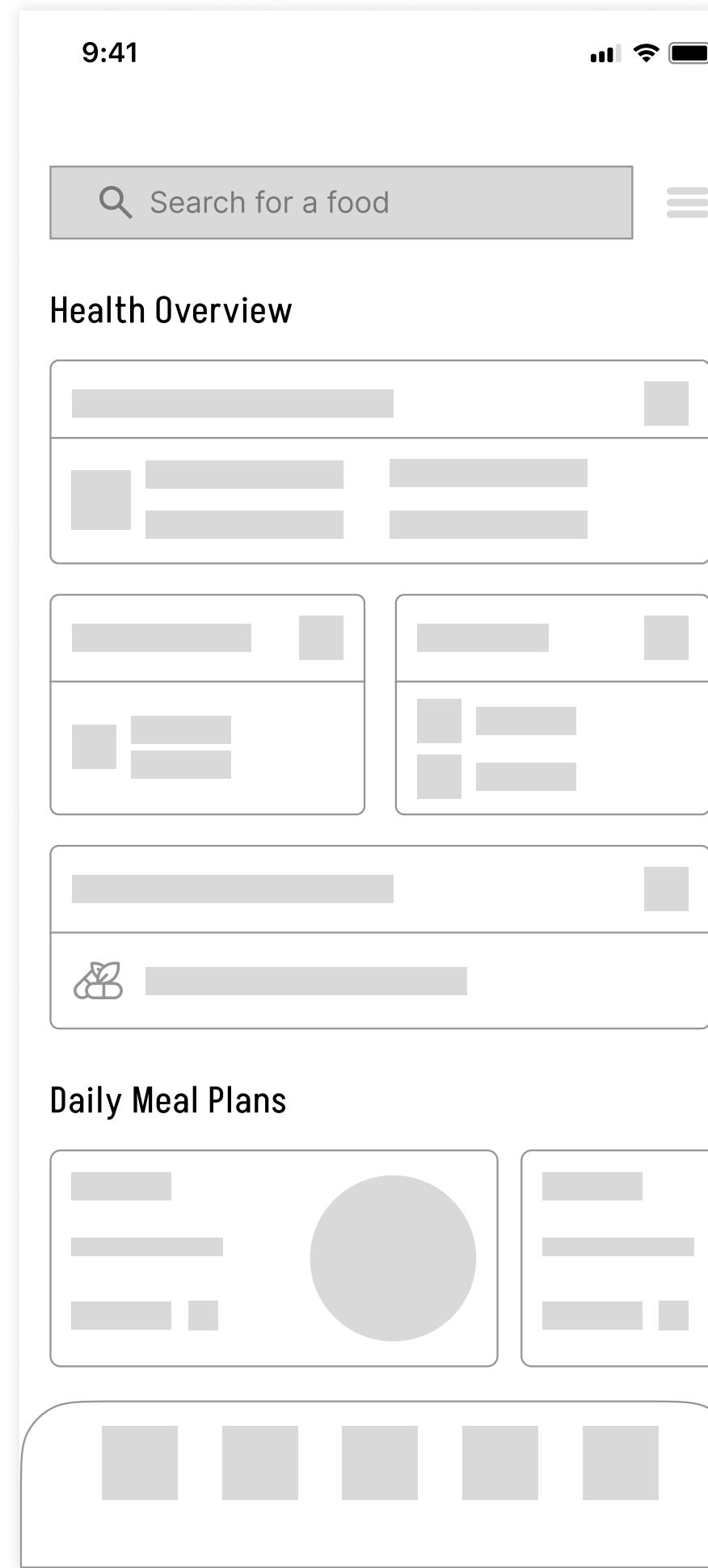


Profile setting questions

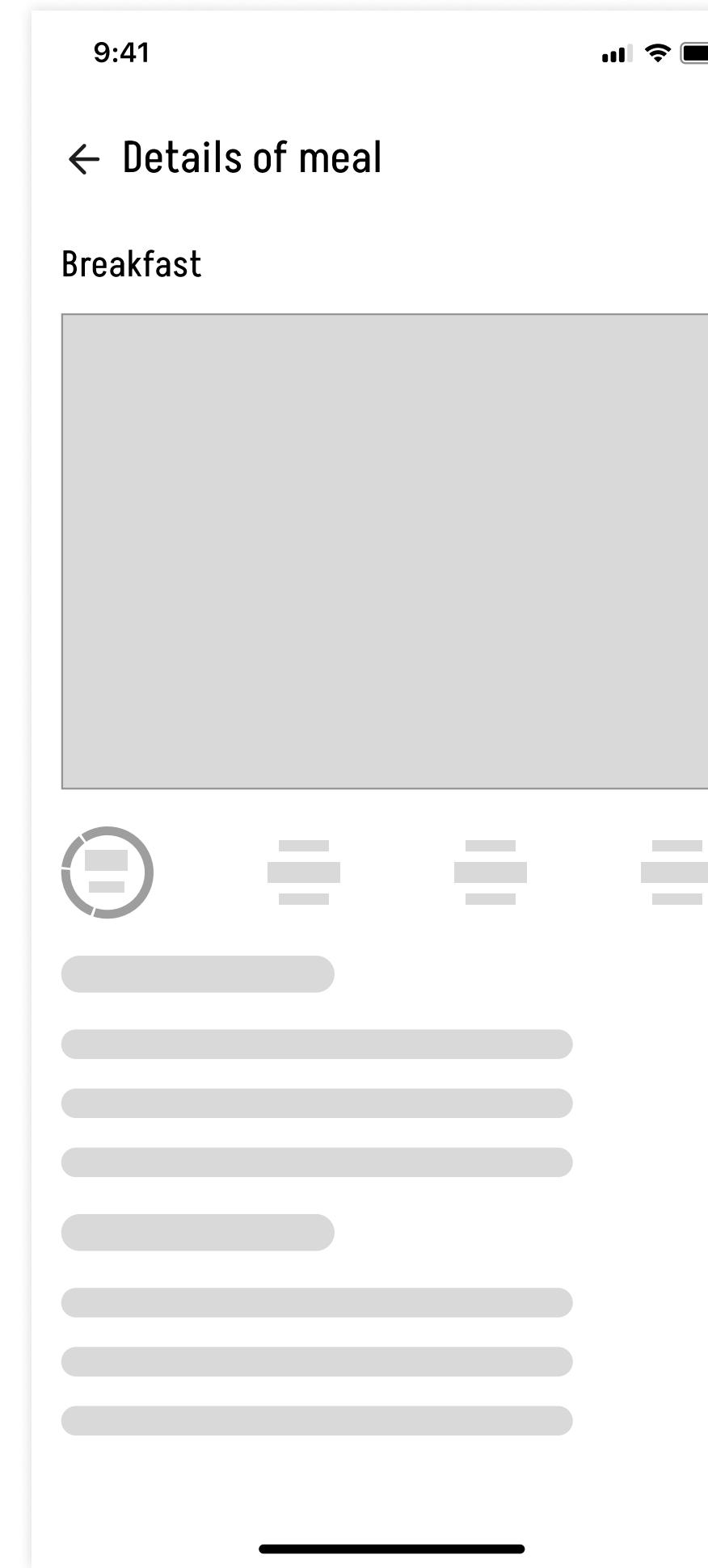


Wireframe (Low fidelity)

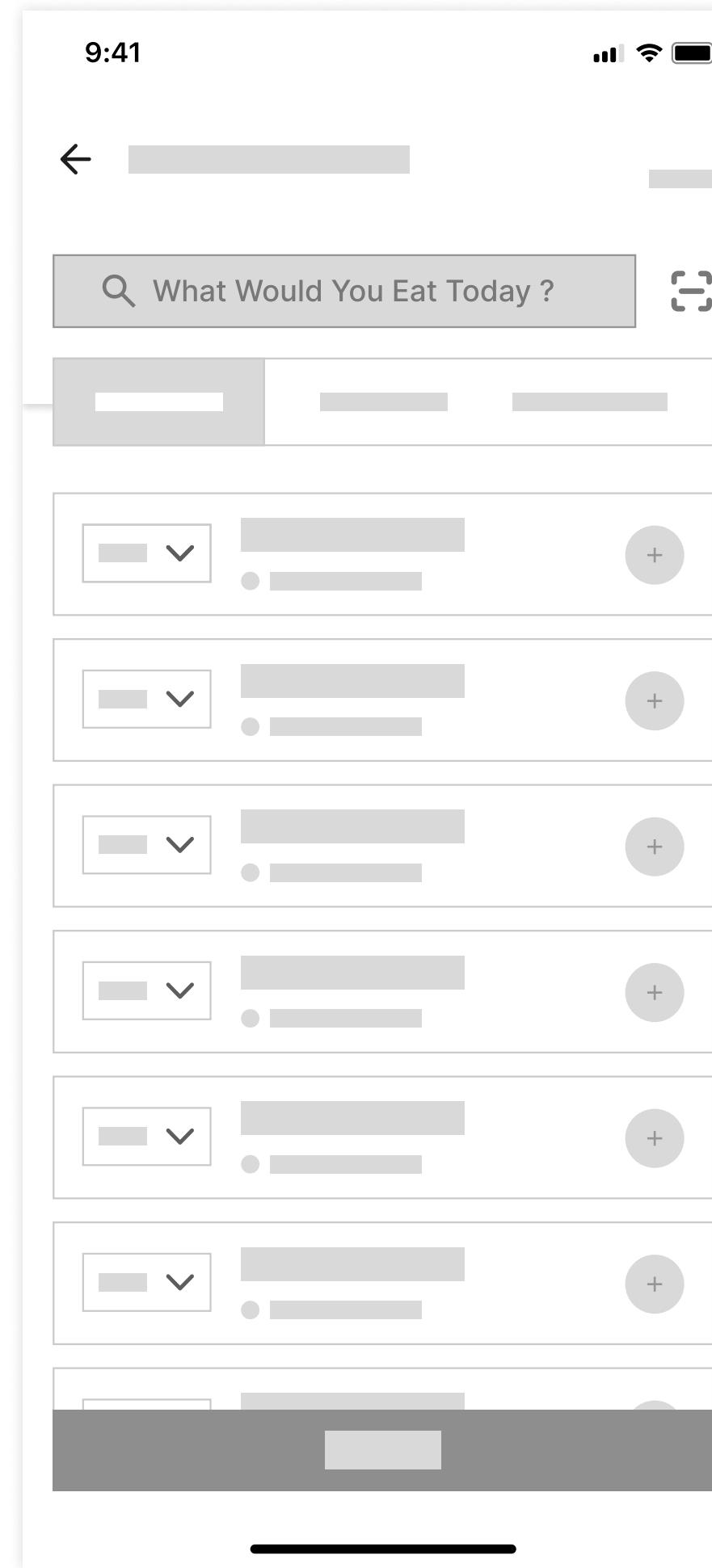
Home



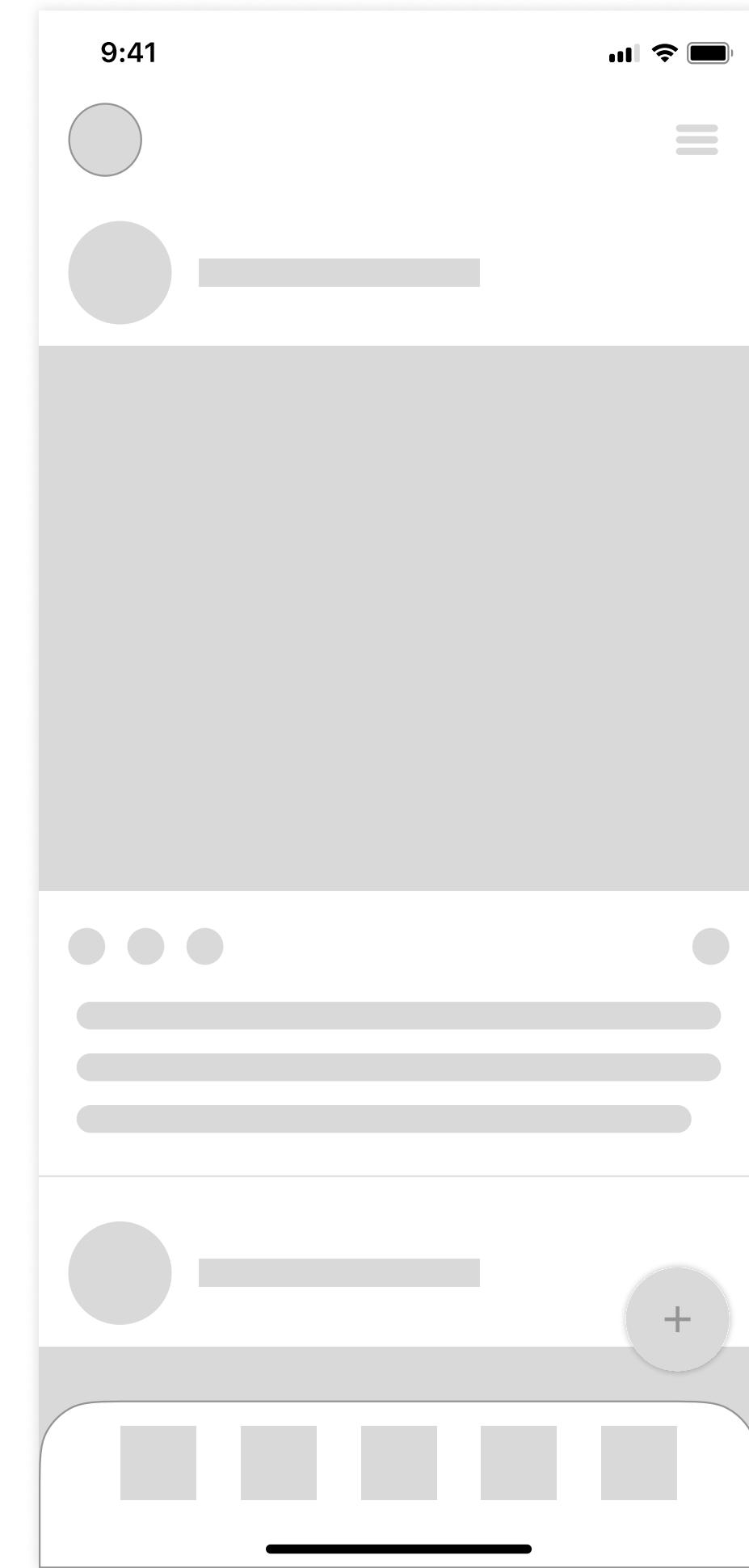
Details of meal



Add ingredient

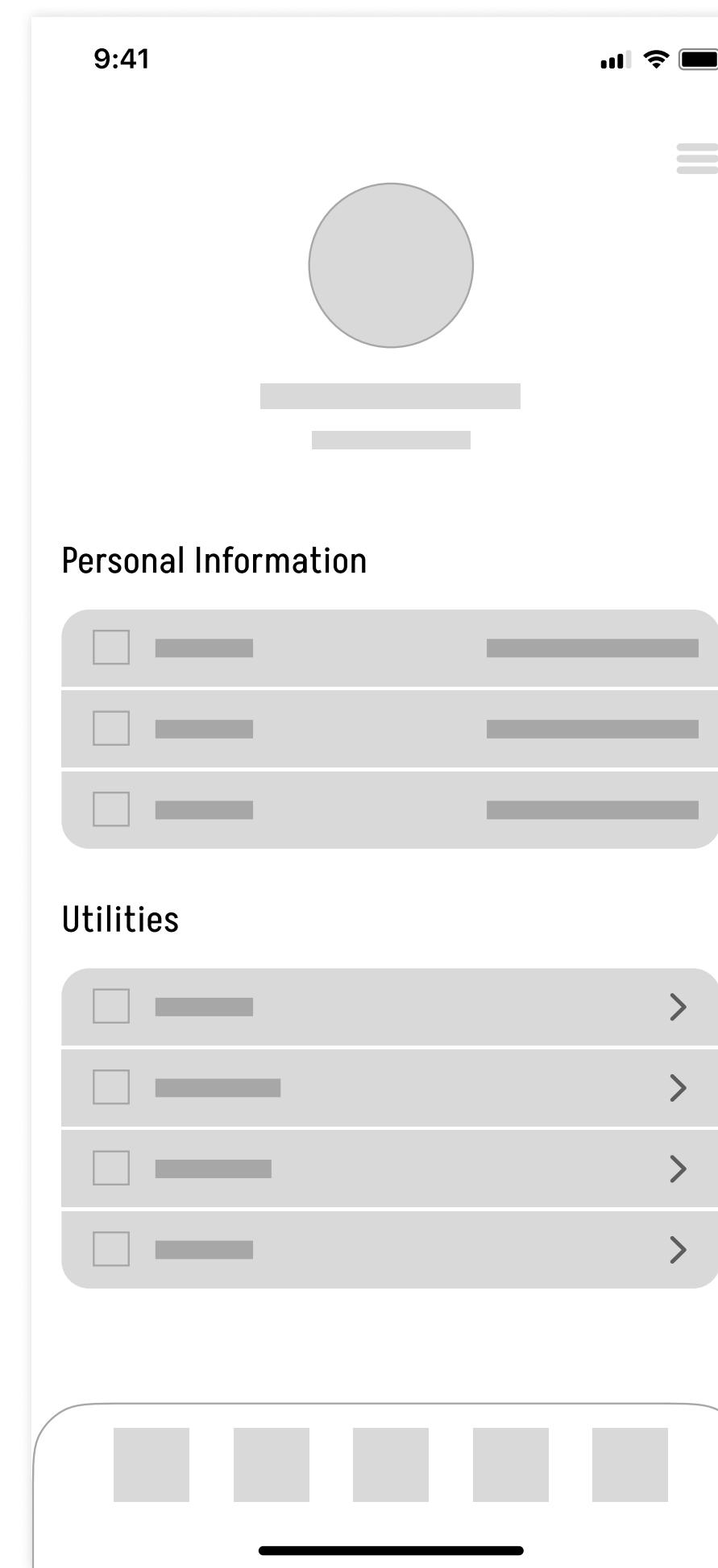


Community

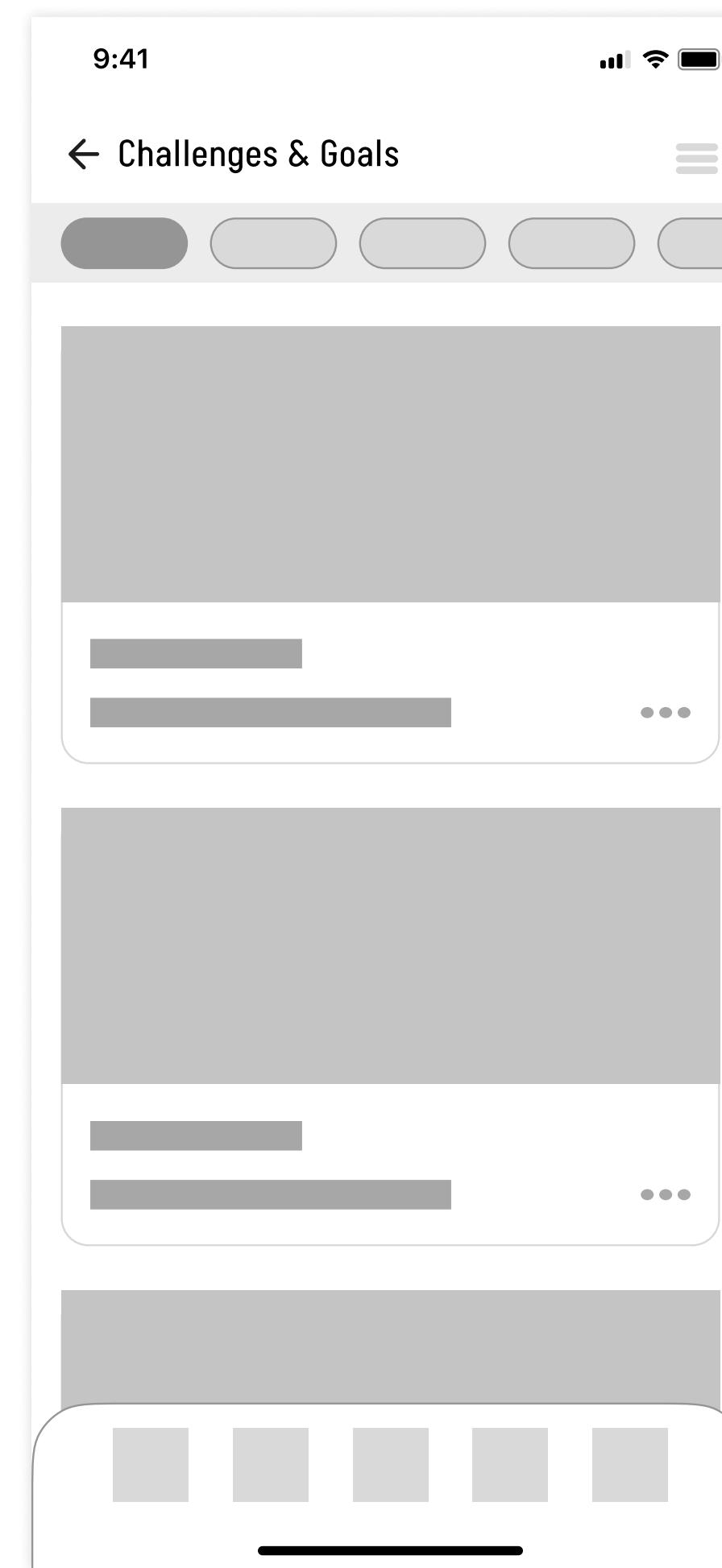


Wireframe (Low fidelity)

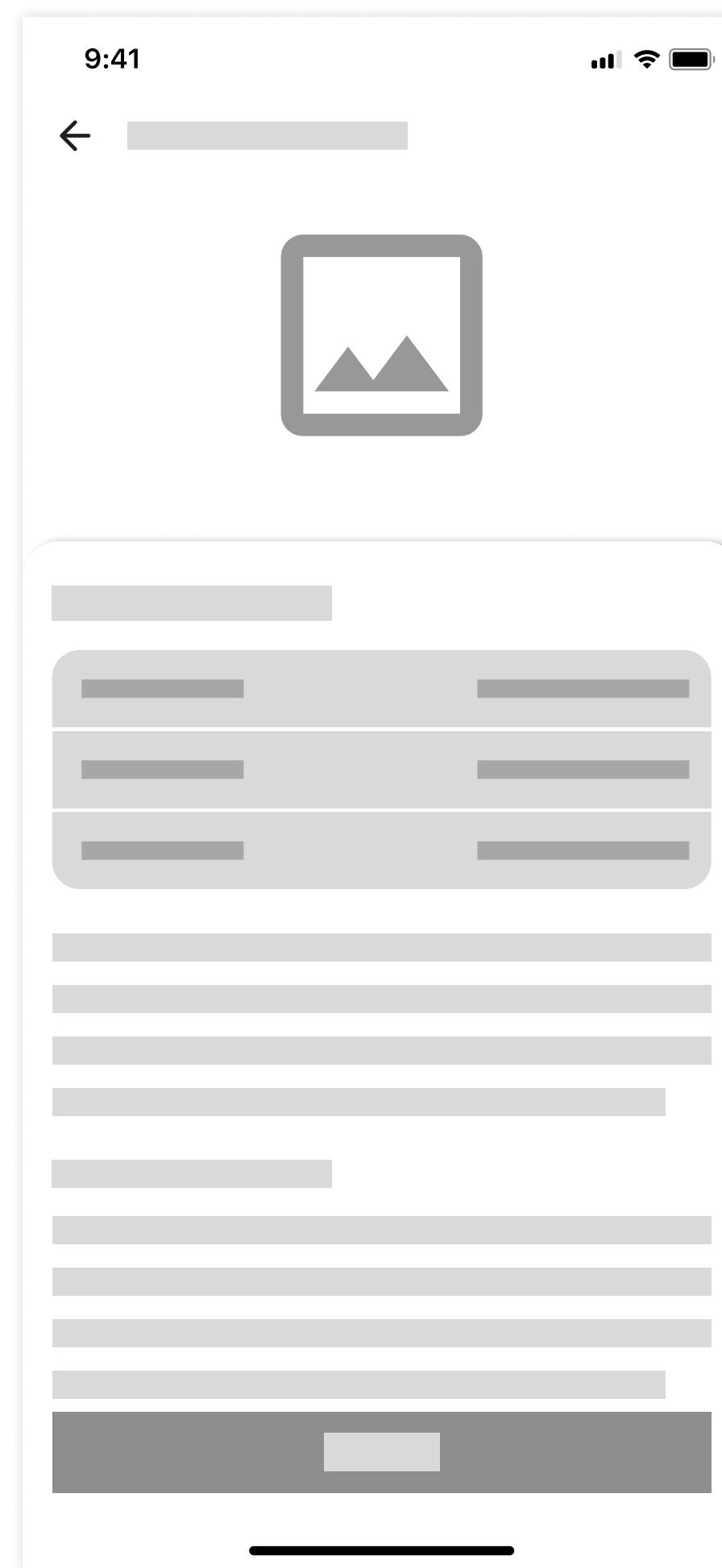
Profile



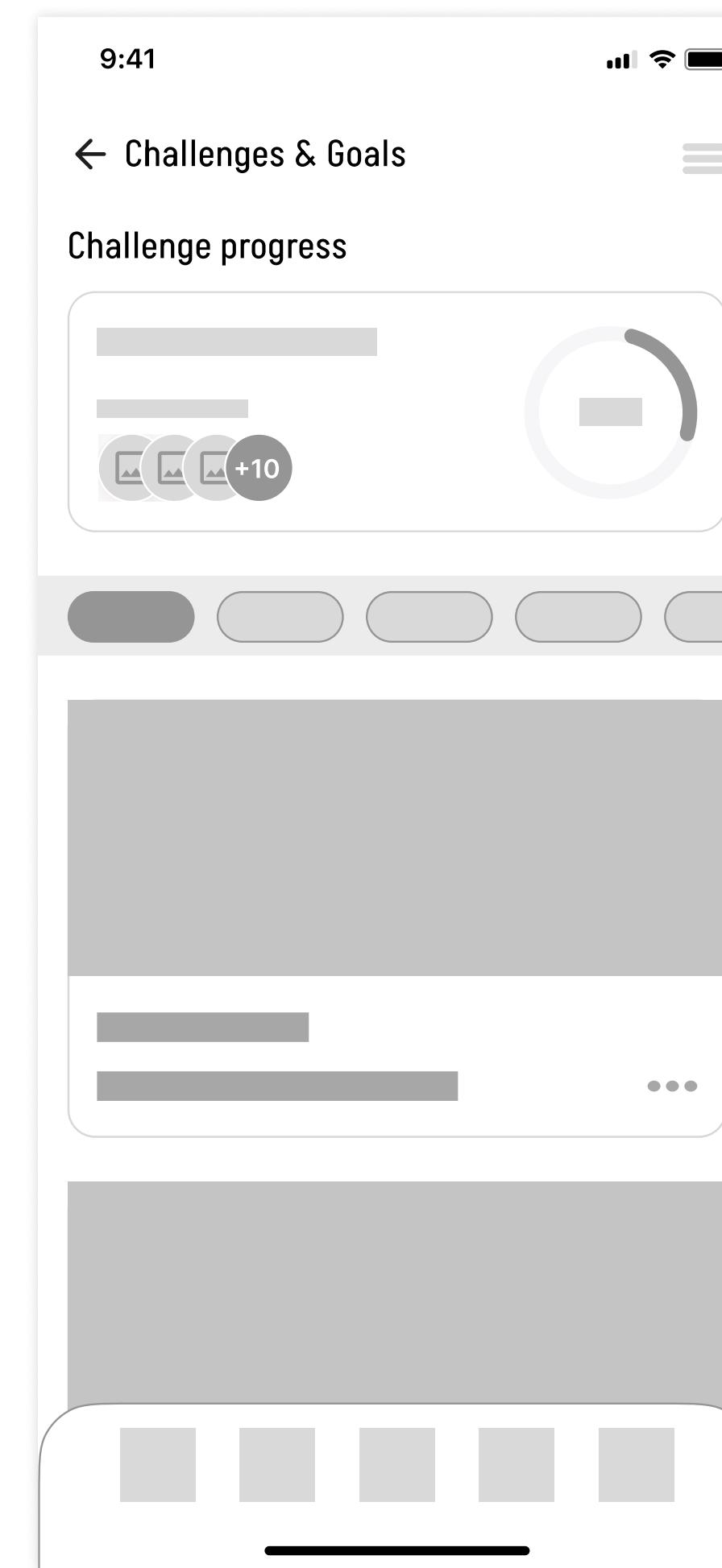
Challenges



Challenge details



Challenge Progress



Primary

100	200	600	700	800	900	500	950
#D0FBF9	#A1F7F4	#11BBB6	#0C8D88	#085E5B	#042F2D	#032221	#021717
rgb(208, 251, 249)	rgb(161, 247, 244)	rgb(17, 187, 182)	rgb(12, 141, 136)	rgb(8, 94, 91)	rgb(4, 47, 45)	rgb(3, 34, 33)	rgb(2, 23, 23)
hsl(177, 84, 90)	hsl(178, 84, 80)	hsl(178, 83, 40)	hsl(178, 84, 30)	hsl(178, 84, 20)	hsl(177, 84, 10)	hsl(178, 84, 7)	hsl(180, 84, 5)
Primary/100	Primary/200	Primary/600	Primary/700	Primary/800	Primary/900	Primary/500	Primary/950

Secondary

500	200	400	600	700	800	900	950
#F0F0F0	#CCCCCC	#999999	#666666	#4D4D4D	#333333	#1A1A1A	#0D0D0D
rgb(240, 240, 240)	rgb(204, 204, 204)	rgb(153, 153, 153)	rgb(102, 102, 102)	rgb(77, 77, 77)	rgb(51, 51, 51)	rgb(26, 26, 26)	rgb(13, 13, 13)
hsl(0, 0, 94)	hsl(0, 0, 80)	hsl(0, 0, 60)	hsl(0, 0, 40)	hsl(0, 0, 30)	hsl(0, 0, 20)	hsl(0, 0, 10)	hsl(0, 0, 5)
Secondary/500	Secondary/200	Secondary/400	Secondary/600	Secondary/700	Secondary/800	Secondary/900	Secondary/950

Design system

1- Colors

Functional

500	50	500	50	500	50	500	50
#FFBB00	#FFF8E5	#158919	#E9FCEA	#F44336	#FEE8E7	#006DE2	#E5F2FF
rgb(255, 187, 0)	rgb(255, 248, 229)	rgb(21, 137, 25)	rgb(233, 252, 234)	rgb(244, 67, 54)	rgb(254, 232, 231)	rgb(0, 109, 226)	rgb(229, 242, 255)
hsl(44, 100, 50)	hsl(44, 100, 95)	hsl(122, 73, 31)	hsl(123, 76, 95)	hsl(4, 90, 58)	hsl(3, 92, 95)	hsl(211, 100, 44)	hsl(210, 100, 95)
CSK - #FFBD00/500	CSK - #FFBD00/50	CSK - #158919/500	CSK - #158919/50	CSK - #F44336/500	CSK - #F44336/50	CSK - #006CE2/500	CSK - #006CE2/50

Design system

2- Typography

Zain

Usage: Main headings & Section titles

Style: Bold

Sizes: Heading: 28 - 30 px

Section titles: 28 - 30 px

Why Zain?

- Enhances trust and visual comfort
- Calm and suitable for medical

Roboto

Usage: Body text & Small text

Style: Medium / Regular

Sizes: Body text: 16 - 14 px

Small text: 12 px

Why Roboto?

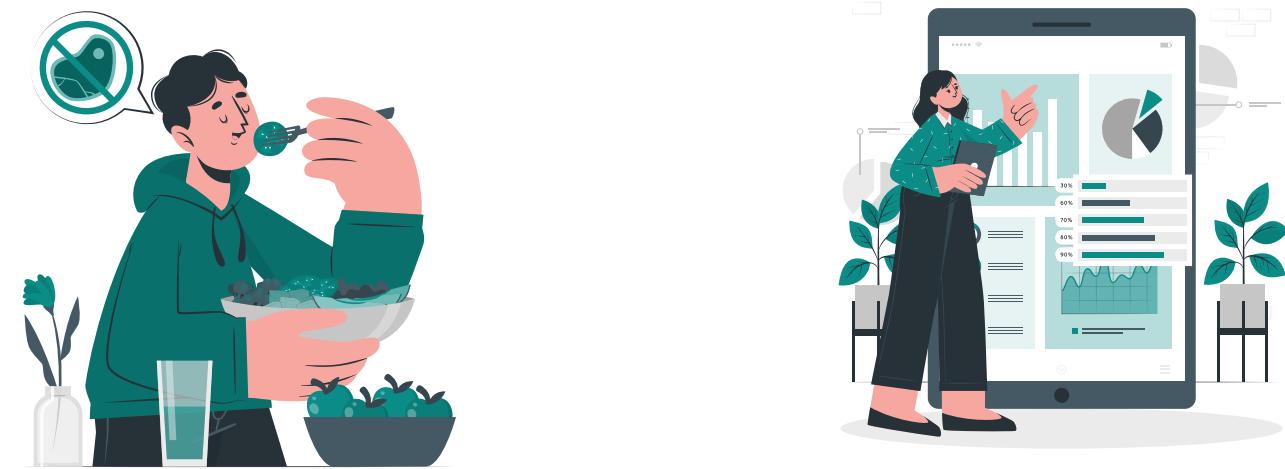
- Highly readable and clear
- Ideal for displaying health data

Design system

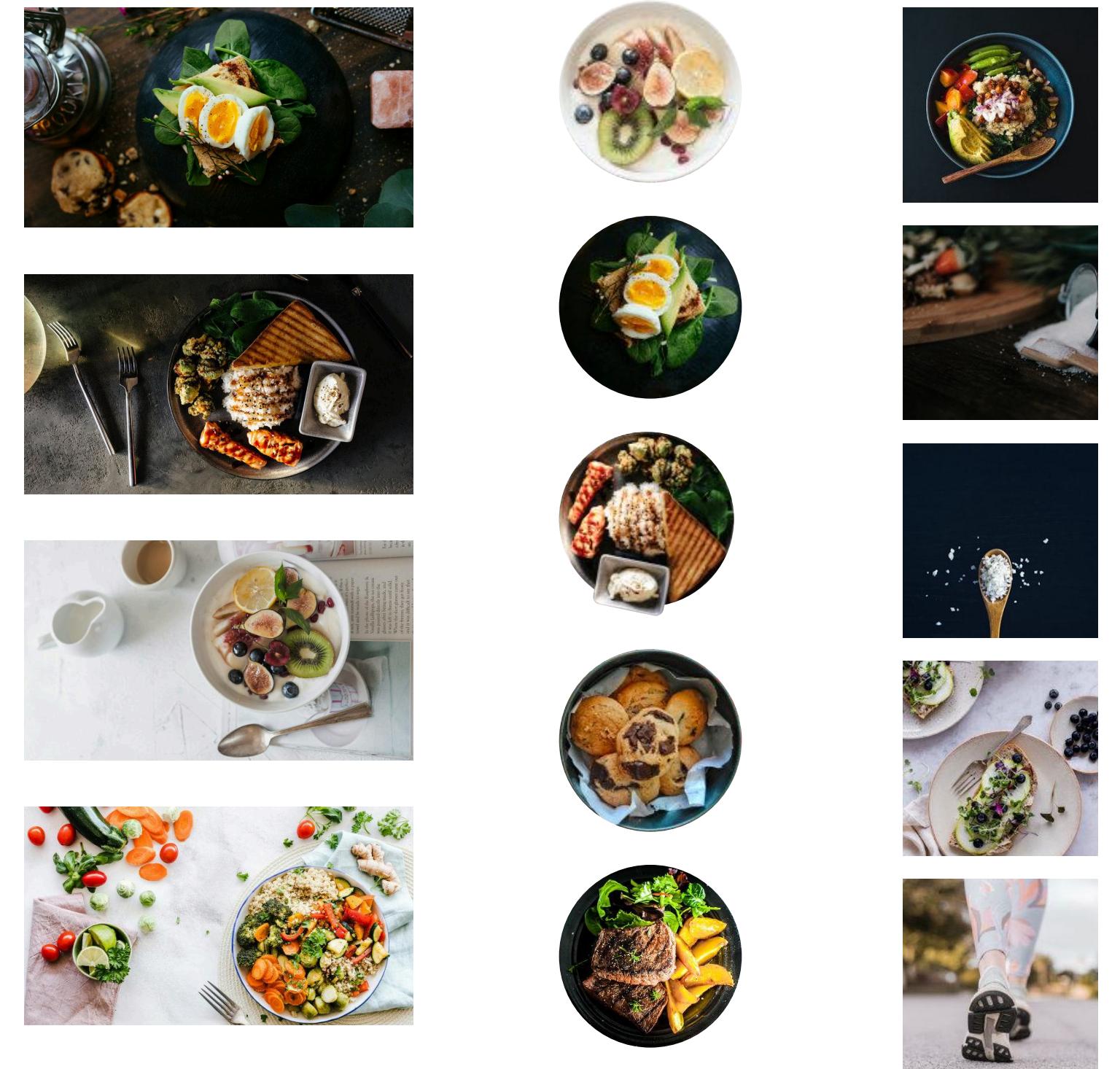
3- Icons



4- Illustrations

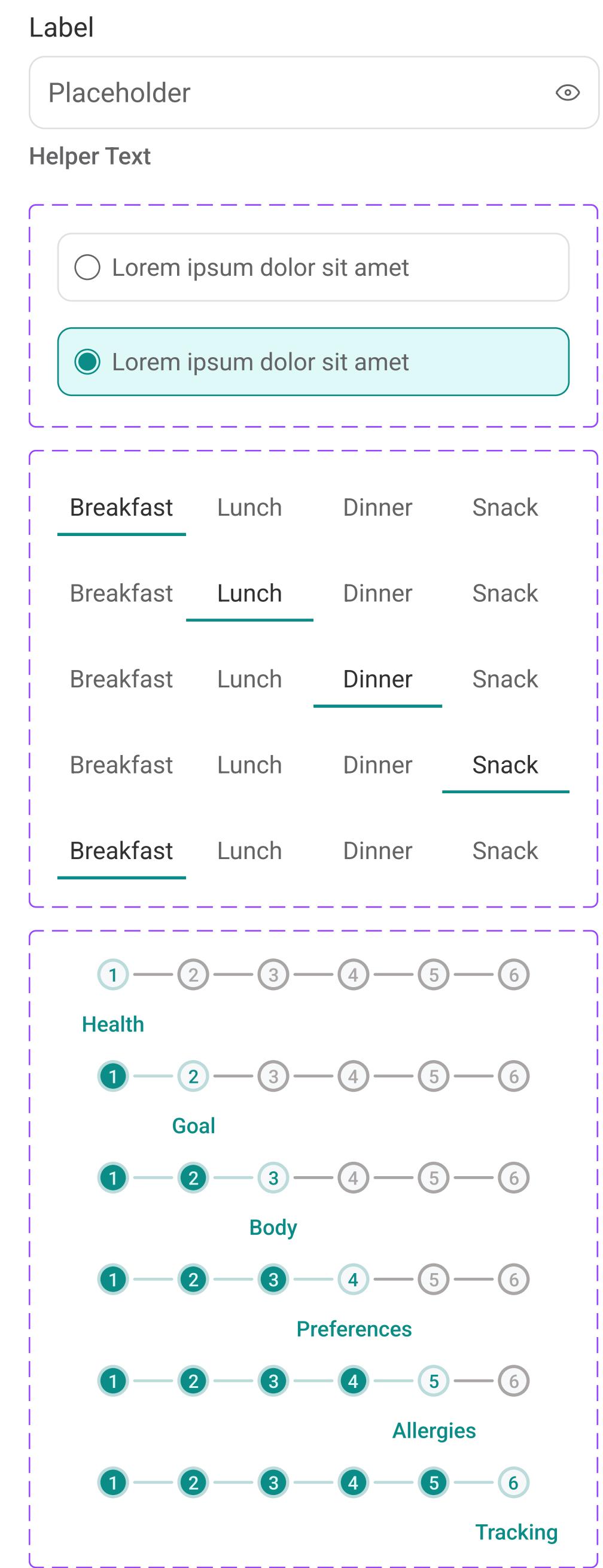
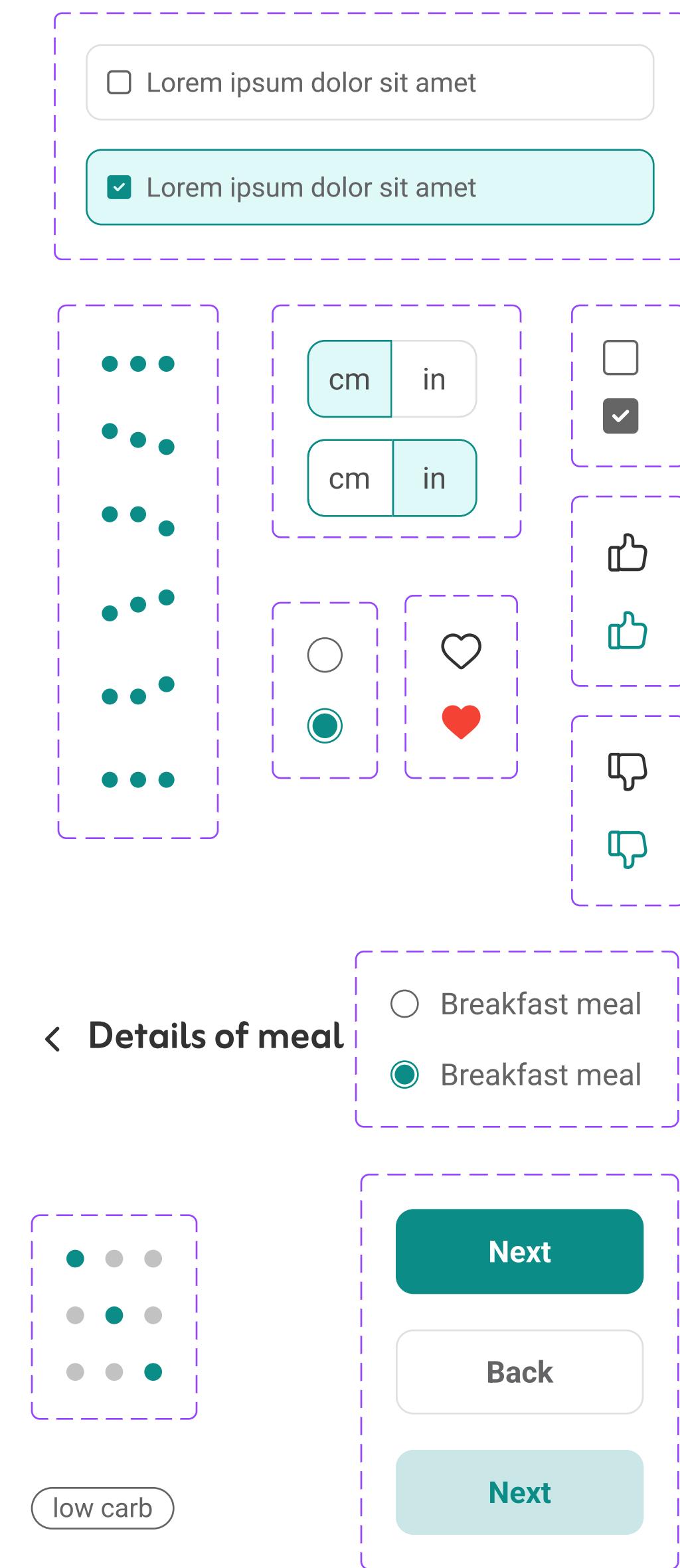
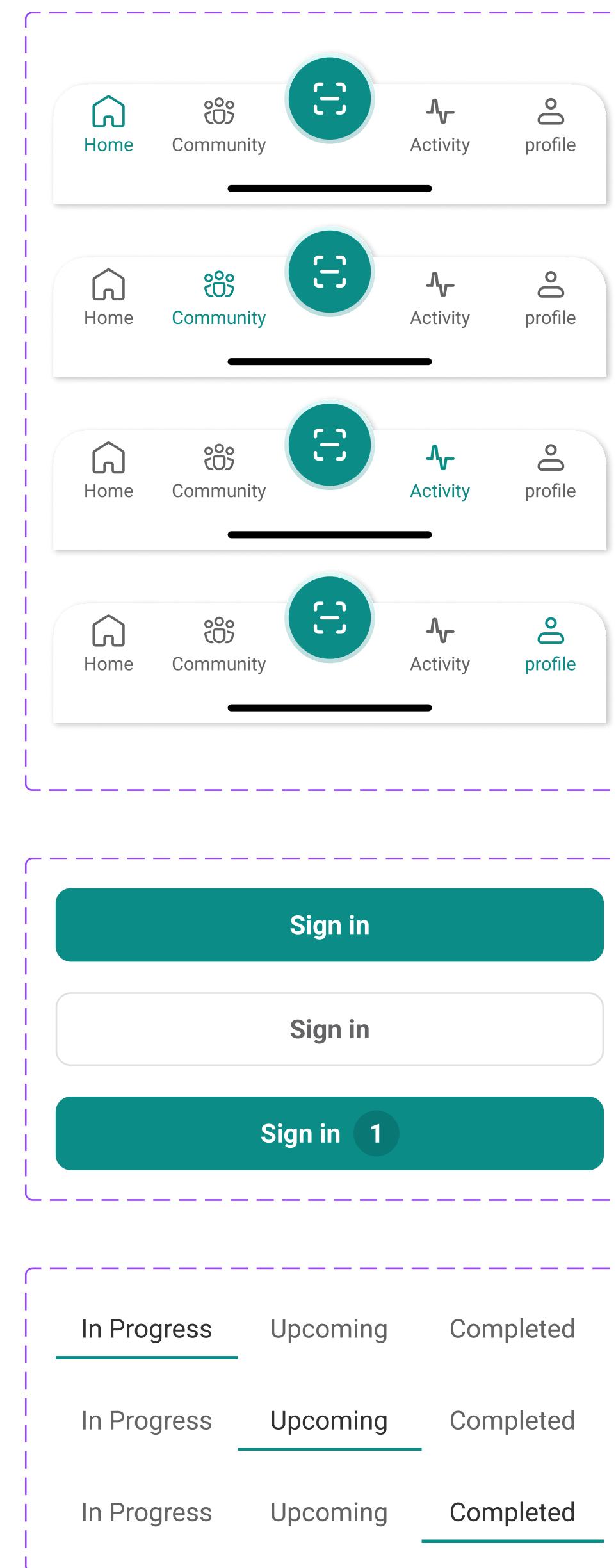


5- Images



Design system

6- Components



Design system

7- Spacing system

Safe-zone

Top row: 44px Safe-zone

Bottom row: 34px Safe-zone

Columns: 4 Columns

Gutter: 16px

Margin: 16px

Rows

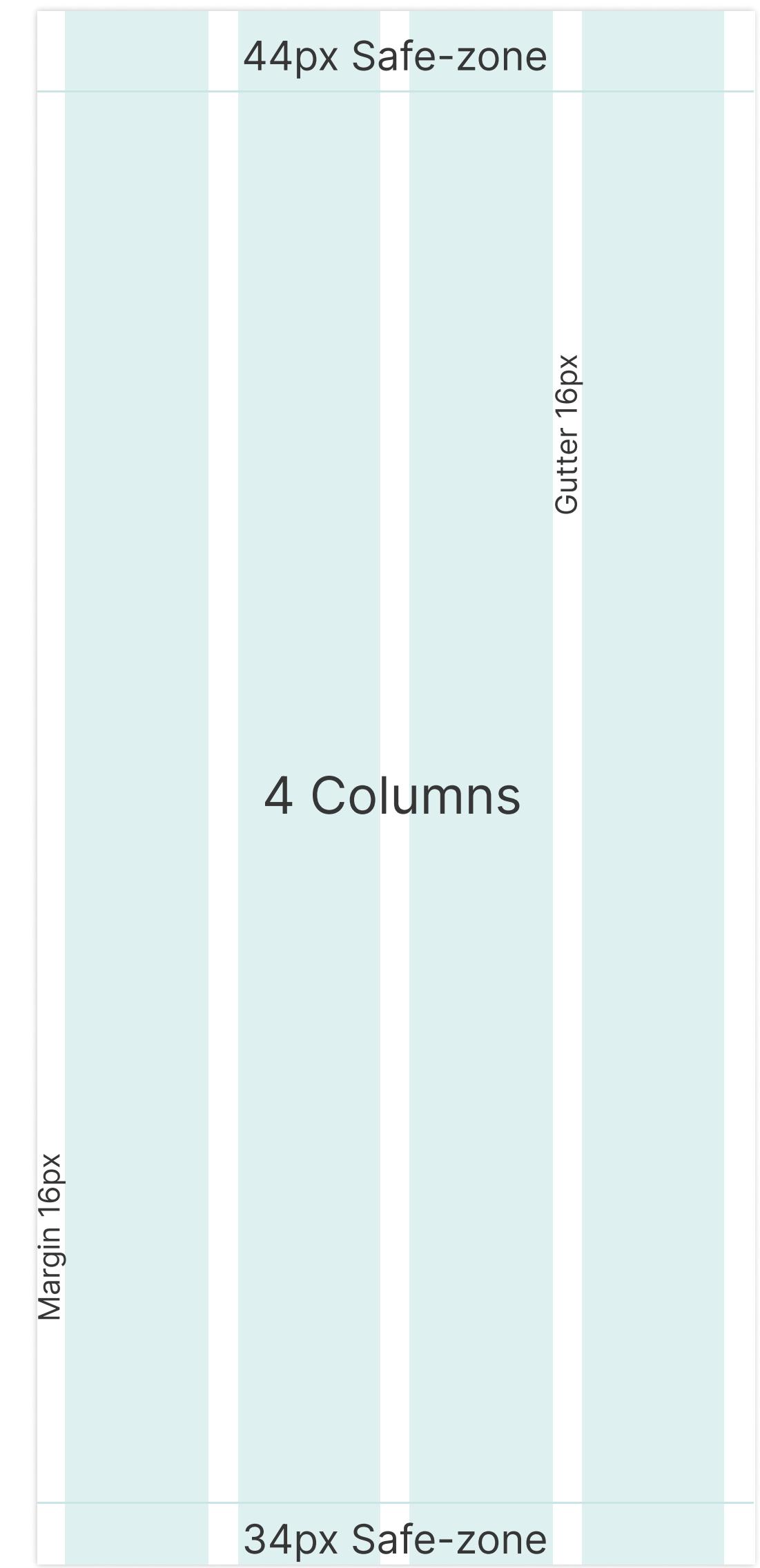
Count: 1
Color: CAE6E6 100 %
Type: Top
Height: 44
Offset: 0
Gutter: 0

Columns

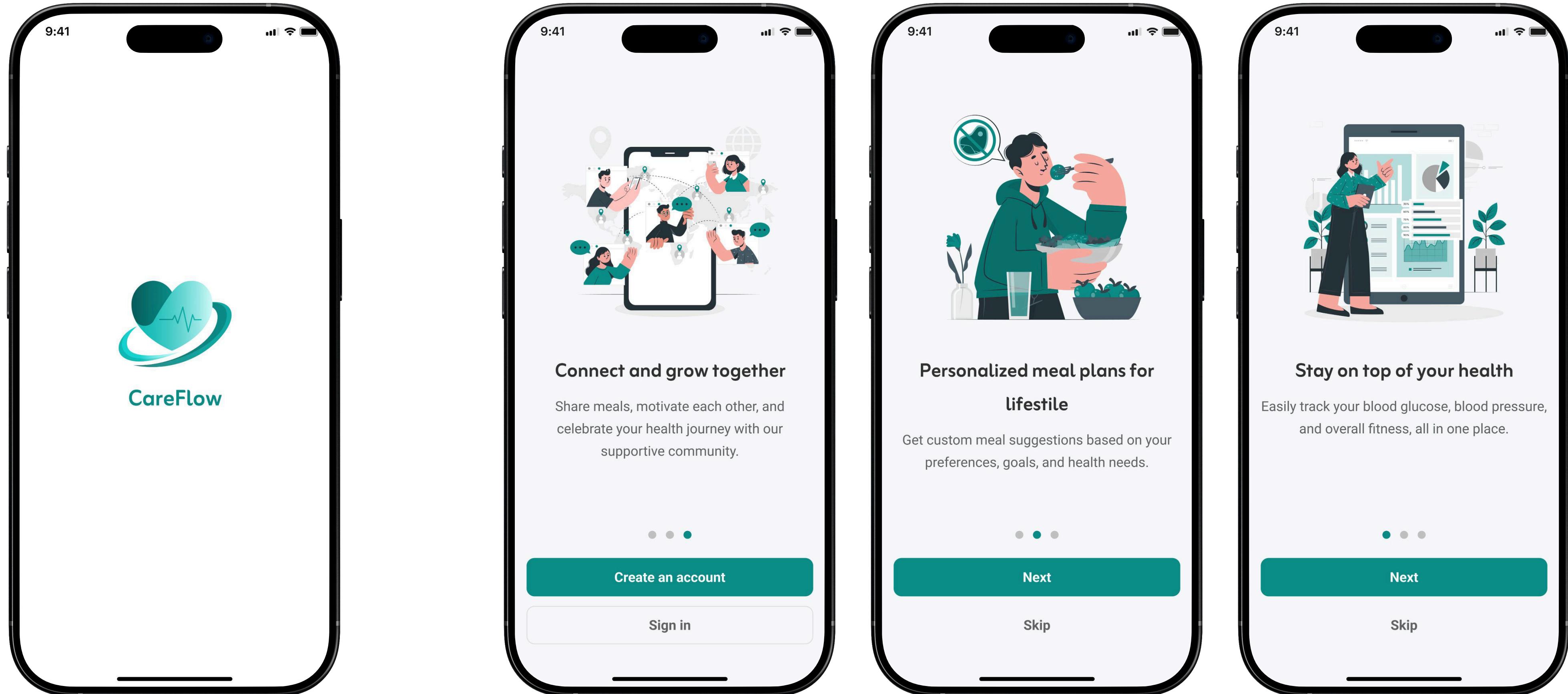
Count: 4
Color: CAE6E6 50 %
Type: Stretch
Width: Auto
Margin: 16
Gutter: 16

Rows

Count: 1
Color: CAE6E6 100 %
Type: Bottom
Height: 34
Offset: 0
Gutter: 0

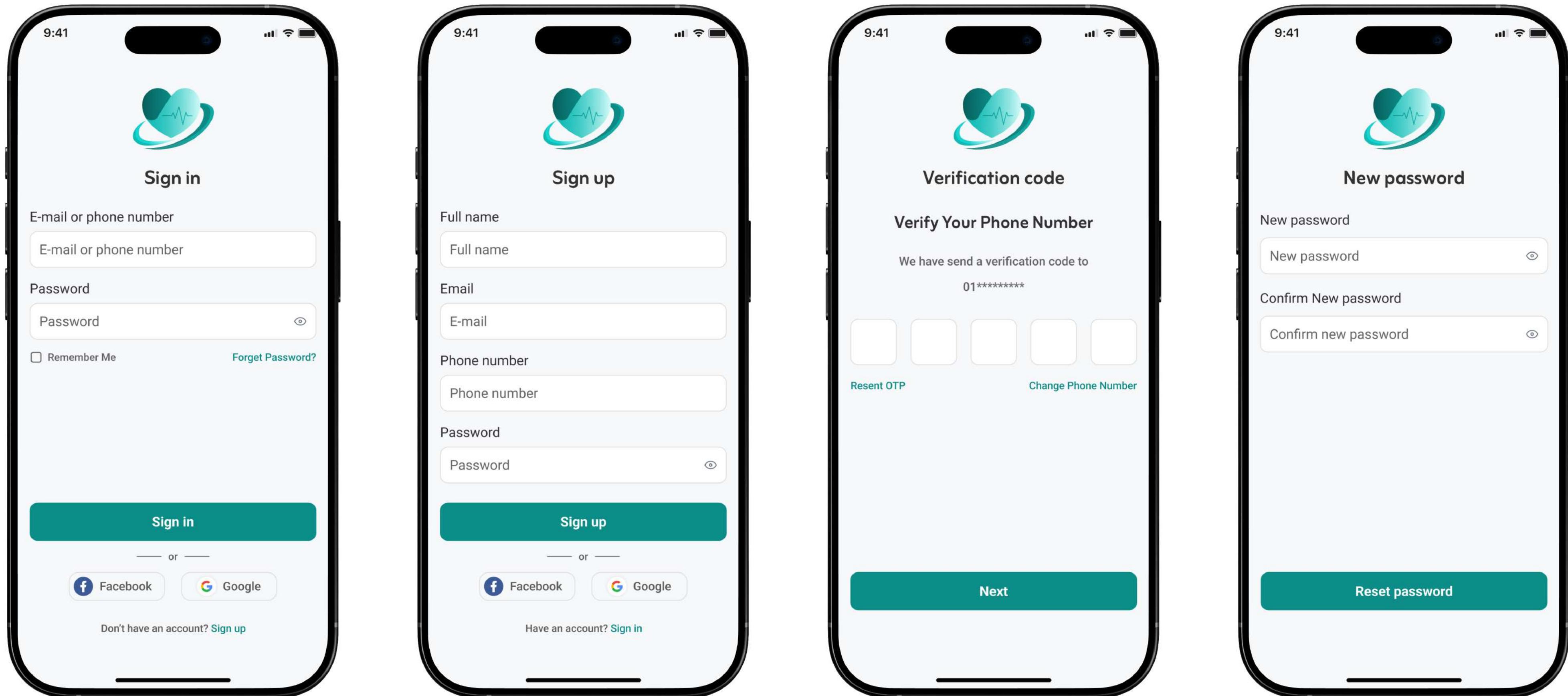


Our final product



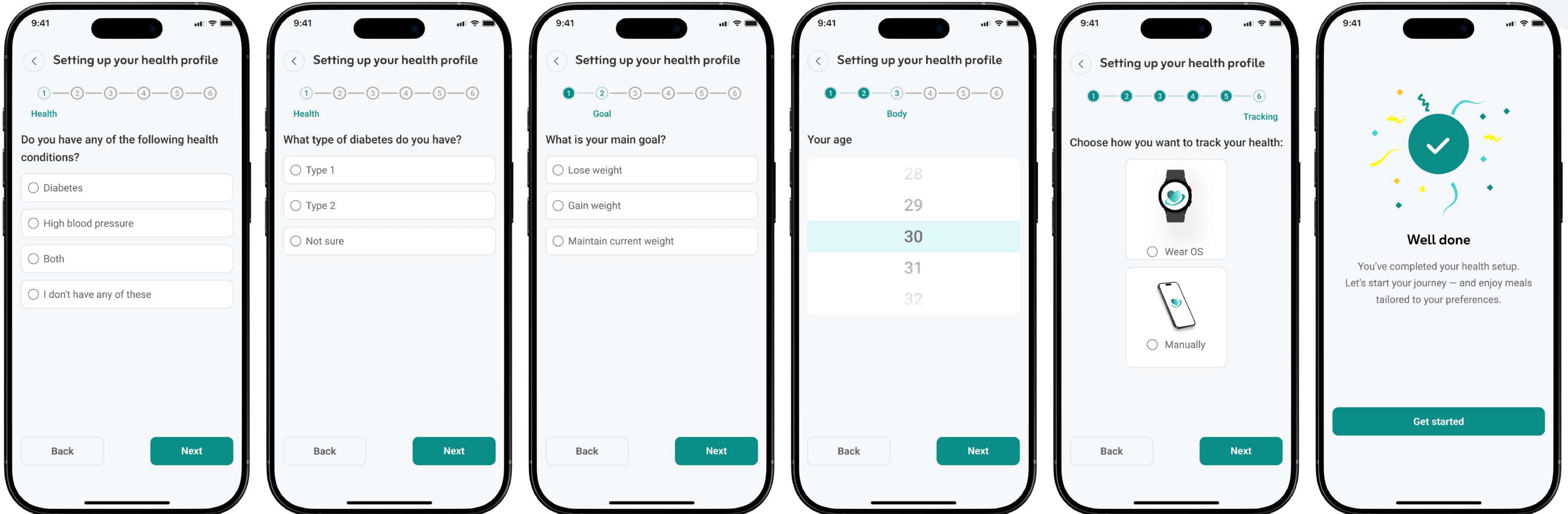
The visual makeup above showcases the initial design for the splash and onboarding screens. The onboarding experience introduces users to the core features of the app in a clear and engaging way.

Our final product



These screens are designed to provide a smooth and secure authentication experience.

Our final product

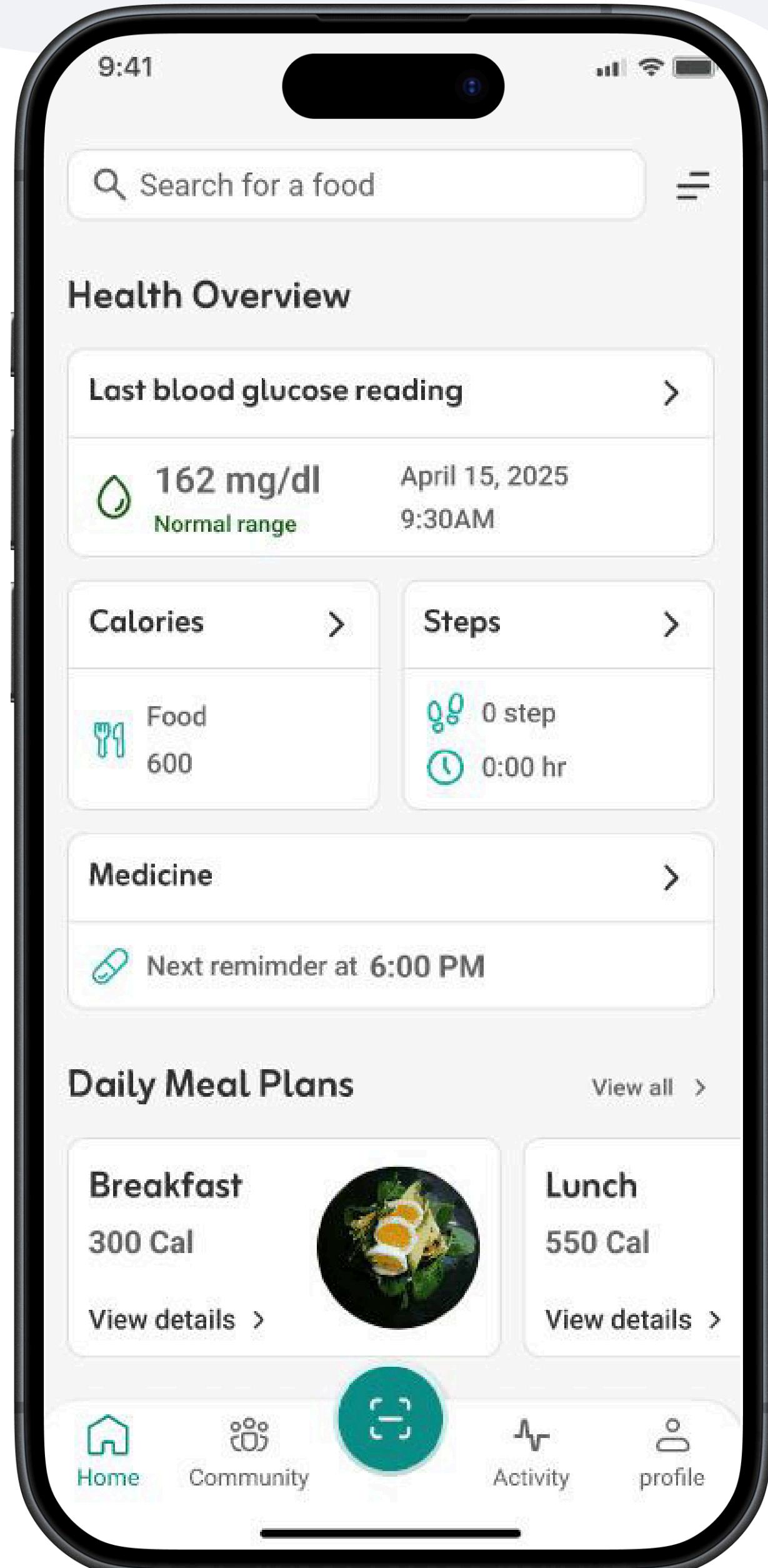


These screens come after the authentication process and are designed to collect essential information about the user's health status, dietary preferences, and nutritional goals. This step is key to building the user's profile and enabling the app to generate personalized meal plans and health recommendations.

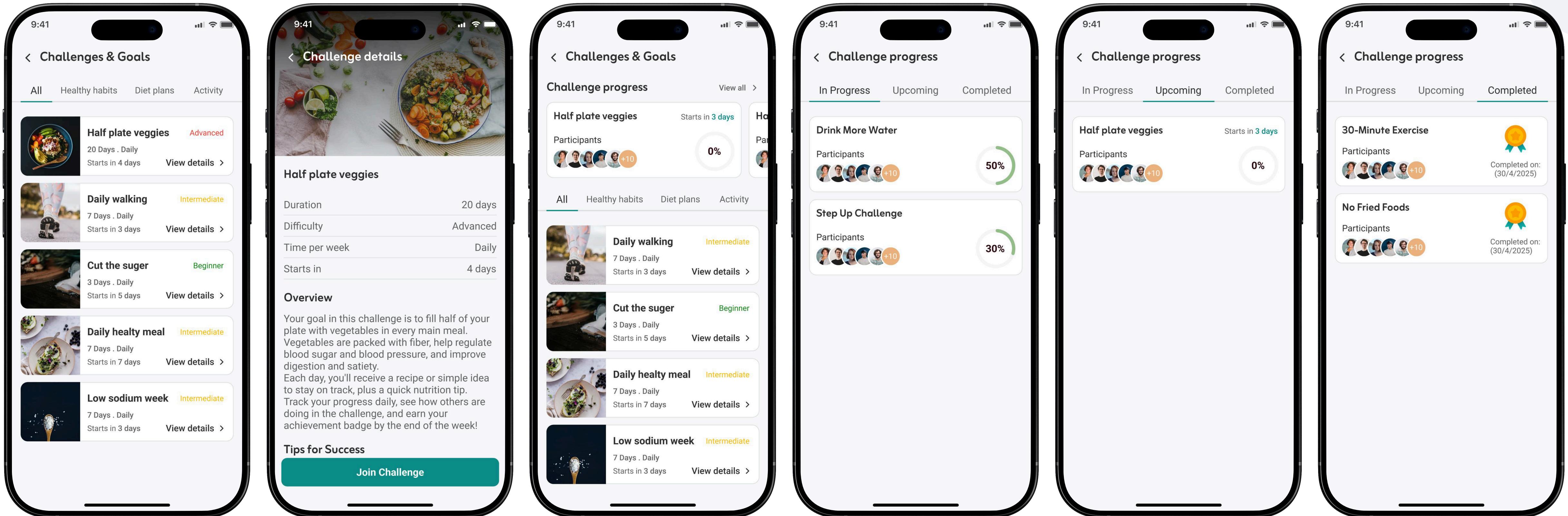
Our final product

Home screen

- Search bar
- Menu
- Health overview (last blood glucose reading / Calories / Steps / Medicine)
- Daily meal plans
- Challenges & goals
- Build your plate
- Nar Bar (Community / Activity / Profile / Scan)

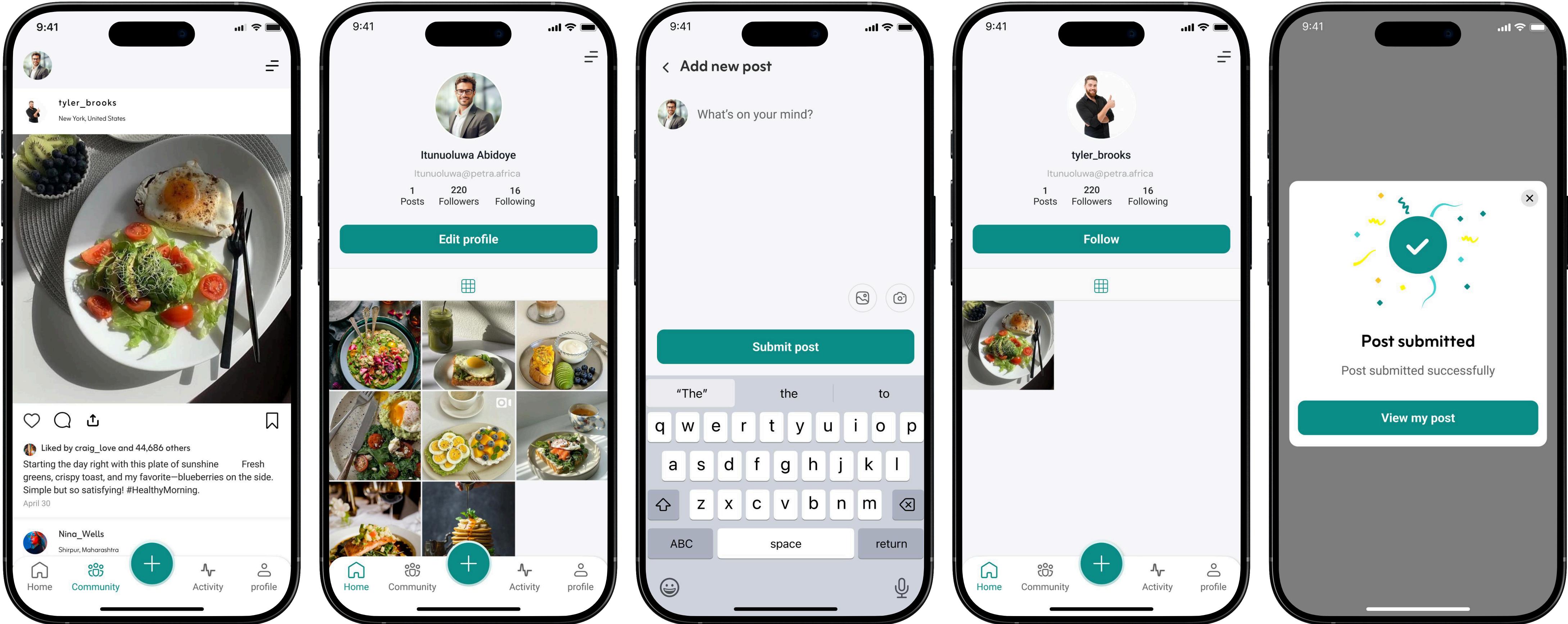


Our final product



This section showcases different types of challenges such as fitness activities, healthy habits, and nutrition-related goals like following a specific diet. Users can view challenge details, join challenges, and see other participants. The interface also includes views for ongoing challenges, completed ones, and upcoming challenges the user has joined.

Our final product



The screens shown here represent some of the key community features, including profile viewing, following users, creating posts, and engaging through likes and comments. These are part of the community section's makeup, aimed at encouraging motivation and shared progress.

Prototype link

Figma link

Thank you
