

When we got our critiques, we saw that we needed a lot of work in order to make sure that our app would be acceptable for the standards of this class. Our TA has been instrumental in shaping our redesign strategy. Emphasizing the importance of simplicity and efficiency, the directive was to prioritize essential features and streamline user interactions. We ended up taking their feedback and making several adjustments to our Phase 1 design.

First we focused on the product itself. Initially the product was more of a website design than a mobile app. However, we realized that we needed an app due to the nature of how the product would be used, which was on the go. By transitioning away from a web-centric layout, we're able to create a smoother and more seamless flow within the application. For instance, the integration of a shopping list within the inventory management system exemplifies this approach. This addition not only enhances the practical utility of the application but also simplifies the user journey, aligning with the overarching goal of improving usability.

Next, we recognized the necessity to incorporate more vertical tasks into our application's Phase 2.1 development, our team convened for a comprehensive discussion aimed at refining our app's vision and assigning tasks accordingly. Through collaborative dialogue, we meticulously outlined the desired functionalities and user interactions, ensuring that each task aligned with our overarching objectives. Assignments were carefully distributed to team members, with a keen focus on prioritizing the creation of vertical tasks essential for Phase 2.1. By collectively mapping out the roadmap for development and assigning responsibilities accordingly, we laid a solid foundation for advancing the application's functionality in line with user expectations and industry standards.

Next, we focused on standardizing the different design elements across the application. We were told the app looked “funky” and were told not to go too overboard with the design elements, which was the case for us in Phase 1. Recognizing the importance of consistency and simplicity in user interface design, we've implemented a standardized framework to ensure coherence and familiarity. This standardization extends across all sections of the application, from navigation menus to color schemes and typography. By establishing a cohesive visual identity, we aim to enhance user comprehension and reduce cognitive load. Users can navigate through different sections of the application with confidence, knowing that they are interacting with familiar design elements regardless of context.

In our redesign process, we've strategically deprioritized extraneous elements like elaborate login screens in favor of enhancing core functionalities, aiming to streamline the user experience and minimize unnecessary complexity. By simplifying the onboarding process and reducing friction for users, we're able to prioritize accessibility and ease of use. This shift allows us to allocate more resources towards fortifying the foundational features of our application—such as inventory management and recipe browsing—thus elevating their utility and accessibility. By investing in these core functionalities, we're able to deliver a more robust and compelling user experience, free from unnecessary distractions or barriers to entry, ultimately ensuring that our application remains intuitive, efficient, and accessible to users of all backgrounds.

In addition to refining existing features, we have introduced new functionalities to diversify user engagement. For instance, users can now access recipe recommendations based on their inventory, while the family screen has been enhanced to identify and manage family members effectively. By reducing the emphasis on elaborate login screens, we're able to allocate more resources towards enhancing the performance, reliability, and security of our core features. This allows us to deliver a more polished and refined user experience, free from unnecessary distractions or barriers to entry. Ultimately, our aim is to create an application that is intuitive, efficient, and accessible to users from all walks of life, regardless of their level of technical expertise or familiarity with the platform.