رواد مصر الرقمية

وزارة الاتصالات وتكنولوجيا المعلومات

DIABUDDY

UX/UI CASE STUDY

Project Overview

Project Brief

People living with diabetes grapple with fragmented daily management: 70% battle inconsistent meal planning and adherence, relying on manual tracking of blood glucose, calories, and nutrients amid fluctuating levels. Emotional isolation and stress affect 65%, compounded by inadequate family support and stigma, while 70% of non-diabetics lack basic knowledge of Type 1 versus Type 2 distinctions. High family history rates (65%) amplify risks, alongside barriers like infrequent check-ups, forgotten medications, and undetected spikes in sugar or blood pressure. With average tech comfort at 7.2/10, these challenges disrupt daily life, heighten complication risks, and underscore the urgent need for an accessible, holistic tool.

Problem Statement

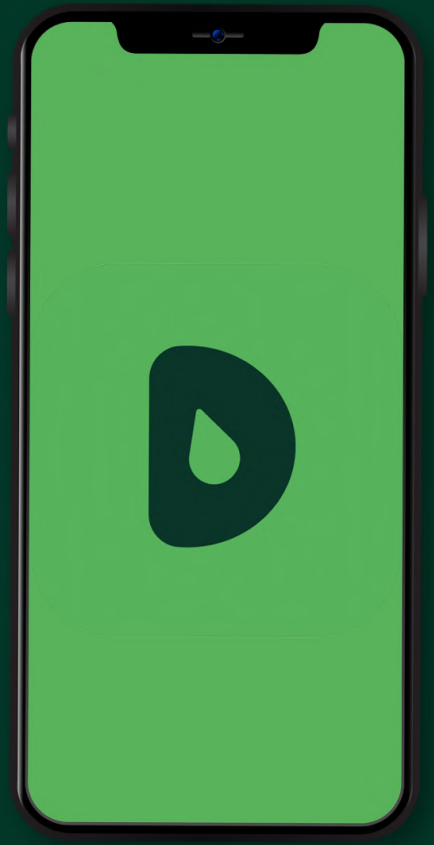
People living with diabetes grapple with fragmented daily management: 70% battle inconsistent meal planning and adherence, relying on manual tracking of blood glucose, calories, and nutrients amid fluctuating levels. Emotional isolation and stress affect 65%, compounded by inadequate family support and stigma, while 70% of non-diabetics lack basic knowledge of Type 1 versus Type 2 distinctions. High family history rates (65%) amplify risks, alongside barriers like infrequent check-ups, forgotten medications, and undetected spikes in sugar or blood pressure. With average tech comfort at 7.2/10, these challenges disrupt daily life, heighten complication risks, and underscore the urgent need for an accessible, holistic tool.

Solution Statement

Diabuddy delivers a unified, AI-enhanced ecosystem: personalized daily meal plans with nutrient breakdowns, effortless glucose logging via CGM sync, and automated calorie tracking for proactive insights. It builds emotional resilience through in-app communities for peer sharing and motivation, plus curated educational videos from endocrinologists and nutritionists. Users gain seamless doctor connectivity with shareable dashboards and predictive reports, while intelligent notifications preempt med misses or emergencies—bolstered by integrations like smart insulin pens and cuffless BP monitors. Designed for effortless navigation with upcoming bilingual support, Diabuddy transforms overwhelming routines into empowered, connected care.

Project Objectives

Diabuddy seeks to simplify blood sugar, calorie, and nutrient monitoring with exportable reports for effortless collaboration. It cultivates a vibrant in-app community to spark motivation, tip-sharing, and emotional uplift, while elevating awareness through dynamic, evidence-based content on prevention and management. By embedding smart alerts for glycemic thresholds and dosages, the app prioritizes safety and adherence, aspiring to elevate user confidence to 80% (from today's 5.2/10 average) and minimize complications—ultimately fostering healthier, stigma-free lives for diabetics and their circles.



Project Duration

AUG 2025 - November 2025

2 Define

4 Prototype

5 Presentation

1 Empathize

3 Ideate

5 Testing

The Team

Darine Mahmoud

Anas Mostafa

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Karma Adnan

Ibrahim Sayed

Merola Ashraf

Design Process

Empathize

Star Bursting
Stakeholders interview
Competitive Analysis
Mind Maps
Crazy Eights
User Research

Define

Persona
Empathy Map

Ideate

Card sorting
User Flow

Prototype

Low Fidelity Prototype
Mid Fidelity Prototype
High Fidelity Prototype
Visual Design
UI Styling
Prototype

Test

AB Testing


PHASE 1
EMPATHIZE

Star Bursting

Support/Sponsors: Health organizations, clinics, NGOs, insurance companies.

Primary users: Both diabetes and hypertension patients.

Others: Doctors, family members, nutritionists.

Patients choose it: Simplicity, personalization, integration with devices, and trusted medical content.

Community importance: Provides emotional support, shared experiences, and motivation.

Personalized meals: AI algorithms using health data, preferences, and available food.

Integration with devices: Bluetooth or API connection with glucose monitors/wearables.

Service delivery: Through mobile app with interactive dashboard, reminders, and doctor-patient communication.

Essential features: Meal planner, glucose/pressure tracking, smart reminders, doctor follow-up, community.

Health data collected: Glucose levels, blood pressure, calories, activity.

Problem solved: Difficulty managing meals, tracking health data, and staying motivated.

Unique point: AI-based meal recognition, integration with devices, and strong community support.

Notifications/alerts: Medication times, abnormal glucose/pressure readings, daily goals.

Extra value: During emergencies, meal planning, and continuous monitoring.

Data input: Glucose readings → several times a day; blood pressure → once or twice daily.

Problems faced: At meal times, medication times, and during unexpected sugar/pressure spikes.

Stakeholders Interview

Background & Vision

Can you describe the main vision of the app in your own words?

What motivated you to start this project?

What problem do you want to solve first and foremost?

Who do you see as the primary users of the app (patients, doctors, families)?

Stakeholders Interview

Business & Success

What does success look like for this app after launch?

How will you measure the app's success (user adoption, health impact, revenue)?

Who do you see as potential competitors, and how should we differentiate?

Do you have specific markets or regions you want to target first?

Stakeholders Interview

Features & Priorities

From your perspective, what are the “must-have” features for the first release?

Are there any features you consider “nice-to-have” no essential in the beginning?

Do you want focus on community features(sharing, groups) in early version?

How important is it to integrate with medical devices (like glucose) from day one?

Stakeholders Interview

Users & Needs

How do you expect patients to interact with the app daily?

How should family members or caregivers be involved in the app?

What kind of value should the app provide to doctors?

What challenges do you think users might face in adopting this app?

Stakeholders Interview

Data & Privacy

What kind of health data do you think to collect (glucose, calories, activity)?

How should this data be stored (cloud vs local)?

How important is data security and compliance with regulations (GDPR, HIPAA)?

Should patients be able to share their health data directly with doctors?

Stakeholders Interview

Engagement & Growth

How do you want to promote the app (social media, digital marketing, partnerships)?

Do you want gamification or motivational features to keep users engaged?

Would you consider partnerships with hospitals, insurance companies, or NGOs to scale adoption?

Stakeholders Interview

Risks & Challenges

What risks do you see in building or launching this app?

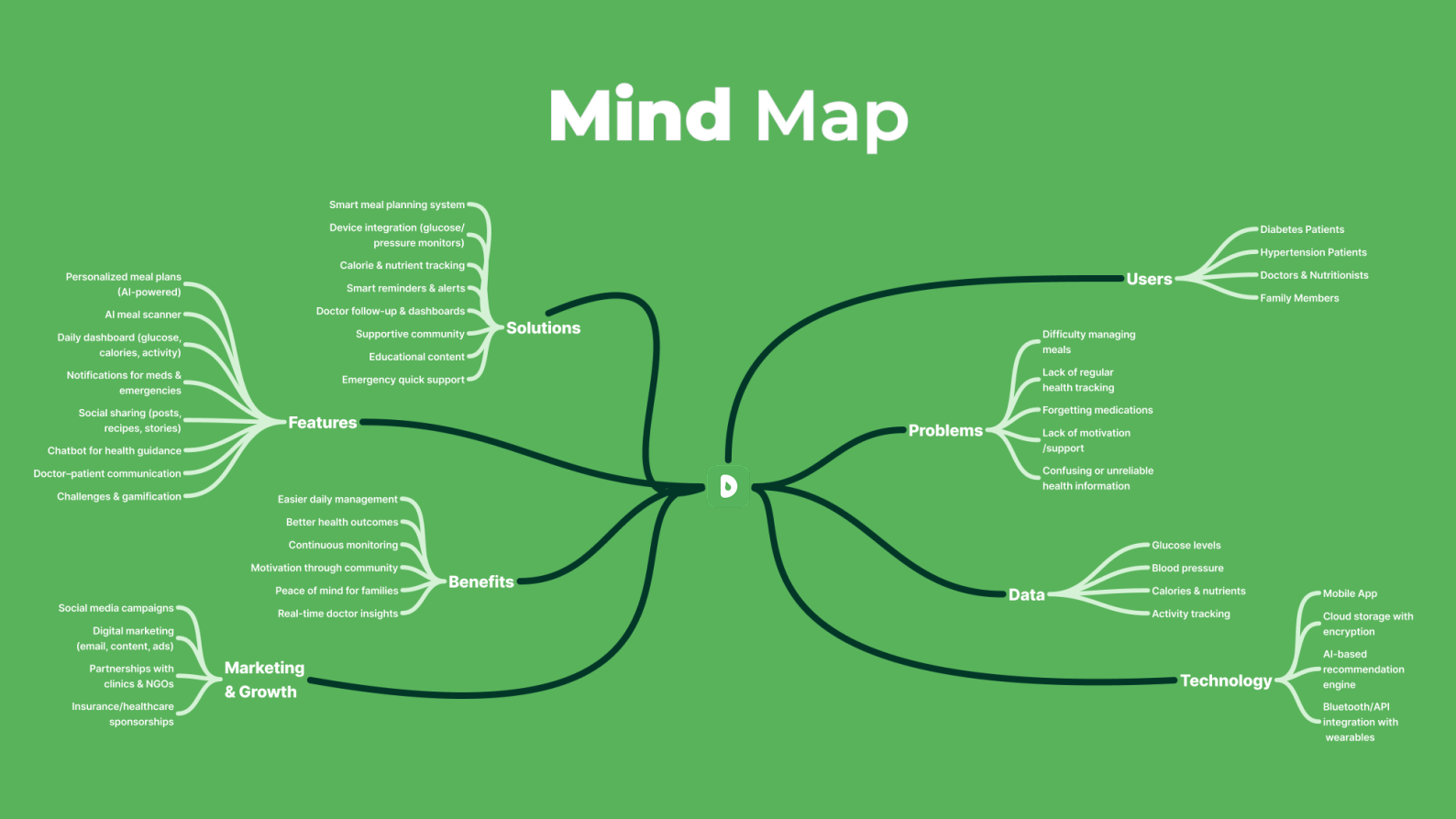
What's your biggest concern about user adoption?

Are there financial, technical, or regulatory challenges we need to plan for?

Competitive Analysis

Features	mySugr	Beato	Health 2 Sync
Glucose Tracking & Device Integration	✓	✓	✓
AI Food & Nutrition Tracking	✗	✗	✗
Doctor Sharing & Reports (basic)	✓	✓	✓
Reminders & Alerts	✓	✗	✓
Education & Awareness (basic)	✓	✓	✓
Psychological & Community Support	✗	✓	✓
Family Connectivity (free)	✗	✓	✗
Emergency Support	✗	✗	✗
Cultural Relevance (Egyptian diet)	✗	✗	✗
User Experience & Accessibility	✗	✗	✓

Mind Map


Users
Diabetes Patients
Hypertension Patients
Doctors & Nutritionists
Family Members
Problems
Difficulty managing meals
Lack of regular health tracking
Forgetting medications
Lack of motivation /support
Confusing or unreliable health information
Data
Glucose levels
Blood pressure
Calories & nutrients
Activity tracking
Technology
Mobile App
Cloud storage with encryption
AI-based recommendation engine
Bluetooth/API integration with wearables
Solutions
Smart meal planning system
Device integration (glucose/ pressure monitors)
Calorie & nutrient tracking
Smart reminders & alerts
Doctor follow-up & dashboards
Supportive community
Educational content
Emergency quick support
Features
Personalized meal plans (AI-powered)
AI meal scanner
Daily dashboard (glucose, calories, activity)
Notifications for meds & emergencies
Social sharing (posts, recipes, stories)
Chatbot for health guidance
Doctor–patient communication
Challenges & gamification
Benefits
Easier daily management
Better health outcomes
Continuous monitoring
Motivation through community
Peace of mind for families
Real-time doctor insights
Marketing & Growth
Social media campaigns
Digital marketing (email, content, ads)
Partnerships with clinics & NGOs
Insurance/healthcare sponsorships

Crazy Eights

Meal System

- Display “Today’s Meals” in an organized way tailored to the user’s needs.
- Ability to scan meals using AI to calculate calories and ingredients.
- A dedicated section for diabetes-friendly meals.
- Customize the diet plan based on (weight – age – activity – type of diabetes).
- Suggest healthy Drinks.

Calorie & Nutrient Tracking

- Compare values with the patient’s normal ranges.
- Compare actual intake with the recommended diet plan.
- Alerts when nearing or exceeding the daily calorie limit.
- AI-powered meal recognition to identify calories and nutrients.

Crazy Eights

Educational Content

- Articles and content explaining symptoms and emergency cases.
- Daily notifications with tips, information, or motivational content.
- Verified recommendations from doctors displayed in the app and community.
- Chatbot supported with content from medical specialists.
- Health tips for family members to support the patient.

Smart Reminders

- Warnings when medication is skipped.
- Flexible alerts (sound/ vibration/silent).
- Reminders for insulin doses or other medications.
- Notifications for upcoming medical checkups.

Crazy Eights

Emergency & Quick Support

- Quick meal or drink suggestions for emergencies.
- Immediate first-aid instructions.
- Alerts when glucose levels are critically high or low.
- Emergency button to call ambulance and share location.

Device Integration & Dashboard

- Regular tracking of blood pressure and weight.
- Personal Dashboard showing glucose levels – calories – activity – medication.
- Enter health data automatically or manually.
- Connect the app with glucose or blood pressure devices via Bluetooth.
- Save medical history and link it with the doctor.

Crazy Eights

Community & Social Support

- Motivational content from patients or doctors.
- In-app support groups for diabetes and hypertension patients.
- Voting or commenting on recipes and suggestions.
- Post updates, stories, recipes, and tips from users.

Doctor–Patient Follow-up

- Notifications for required tests and medical checkups.
- Weekly or monthly evaluation reports about the patient's condition.
- Ability to contact the doctor through their details (call/visit).
- Direct chat with the doctor for follow-up.
- Share medical history with the doctor.

Crazy Eights

Goals & Motivation

Motivational or warning alerts depending on compliance.

Daily challenges (10,000 steps – water intake – healthy meal).

Ease of Use

Ability to customize fonts and colors for visually impaired users.

Minimal steps to quickly access any feature.

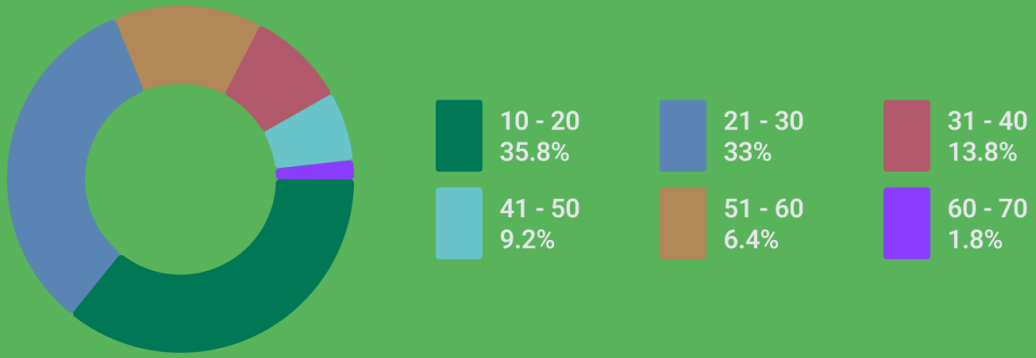
Simple and clear language avoiding complex medical terms.

Easy-to-use interface suitable for elderly patients.

User Research

This bilingual (English/Arabic) survey gathered insights from 109 participants (55% female, mostly urban, aged 10–60+) on diabetes management and awareness. Targeting diabetics (22), their acquaintances (~70), and others (~17), it explored challenges like stress and diet adherence, and desired app features (e.g., reminders, carb trackers) to shape Diabuddy, a mobile app for tracking, education, and community support.

Section 1 : Demographical Questions



Section 1 : Demographical Questions

GENDER

Male
40.8%

Female
59.6%

LOCATION

Urban
91.7%

Rural
8.3%

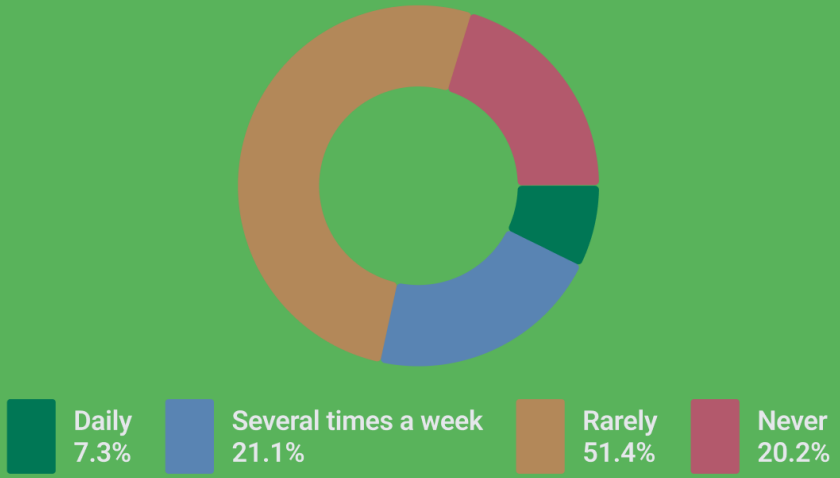
Section 2 : General Questions

HOW OFTEN DO YOU VISIT A DOCTOR (OR HOSPITALS) FOR CHECK-UPS?

- Regularly (every 3–6 months) 11%
- Occasionally (once a year) 34.9%
- Rarely 38.5%
- Never 15.6%

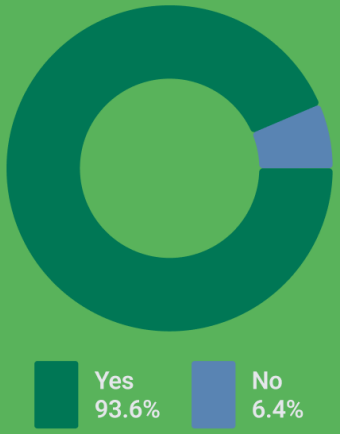
Section 2 : General Questions

HOW OFTEN DO YOU EXERCISE?

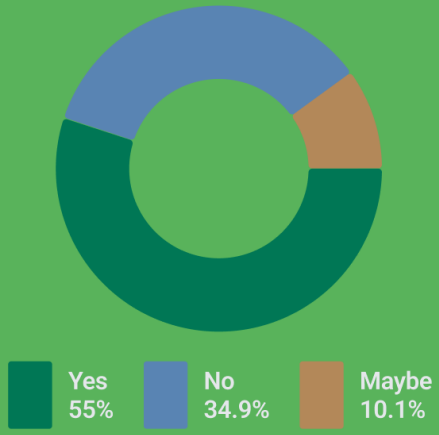


Section 2 : General Questions

DO YOU SMOKE?

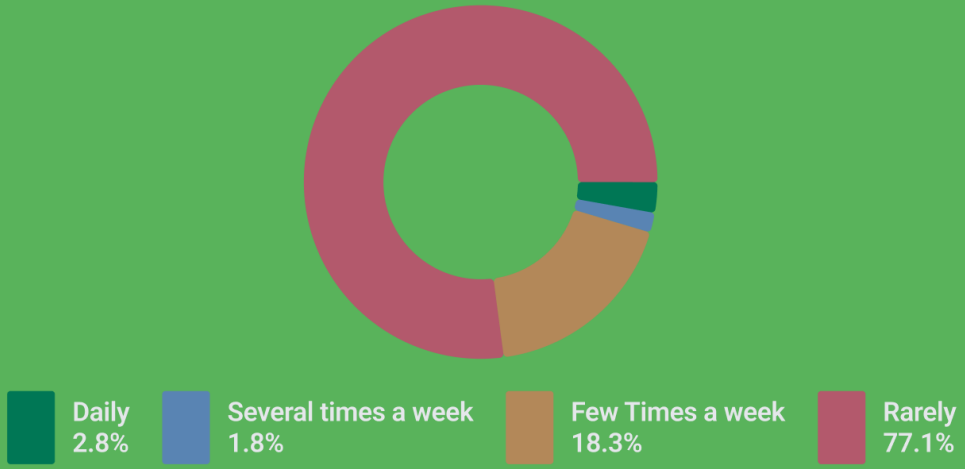


DO YOU HAVE A FAMILY HISTORY OF DIABETES?



Section 2 : General Questions

HOW OFTEN DO YOU CHECK YOUR BLOOD SUGAR/BLOOD PRESSURE?



Section 2 : General Questions

HOW WOULD YOU DESCRIBE YOUR EATING HABITS?

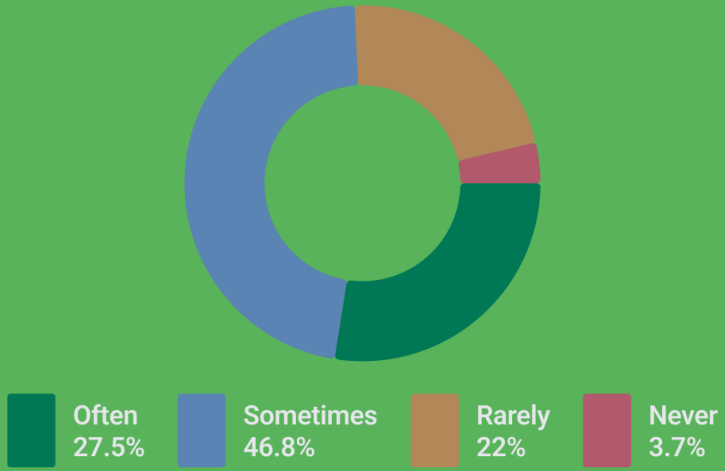
Very healthy
0.9%

Somewhat healthy
57.8%

Not very healthy
41.3%

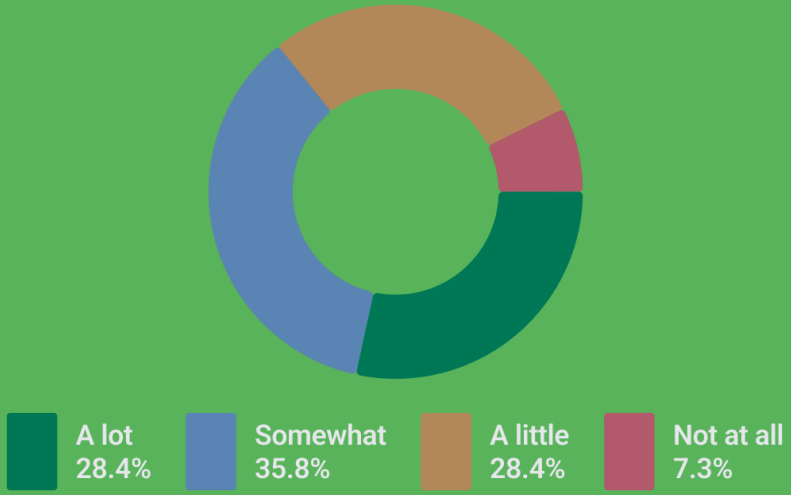
Section 2 : General Questions

HOW OFTEN DO YOU FEEL SYMPTOMS LIKE FATIGUE, BLURRED VISION, OR THIRST?



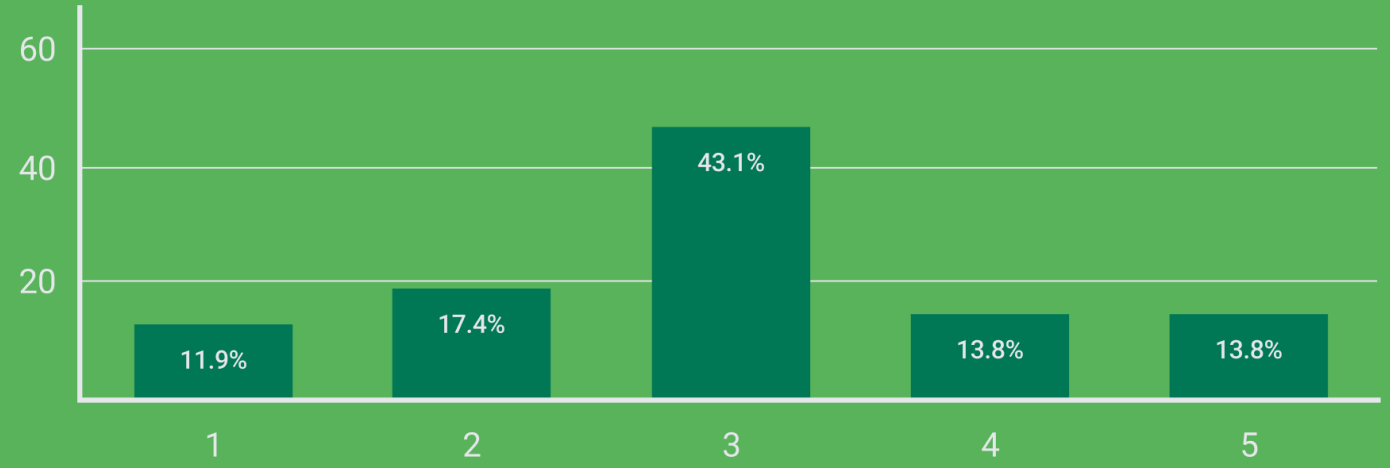
Section 2 : General Questions

HOW MUCH DOES YOUR HEALTH AFFECT YOUR DAILY LIFE?



Section 2 : General Questions

HOW COMFORTABLE ARE YOU WITH USING HEALTH APPS? (1–5)



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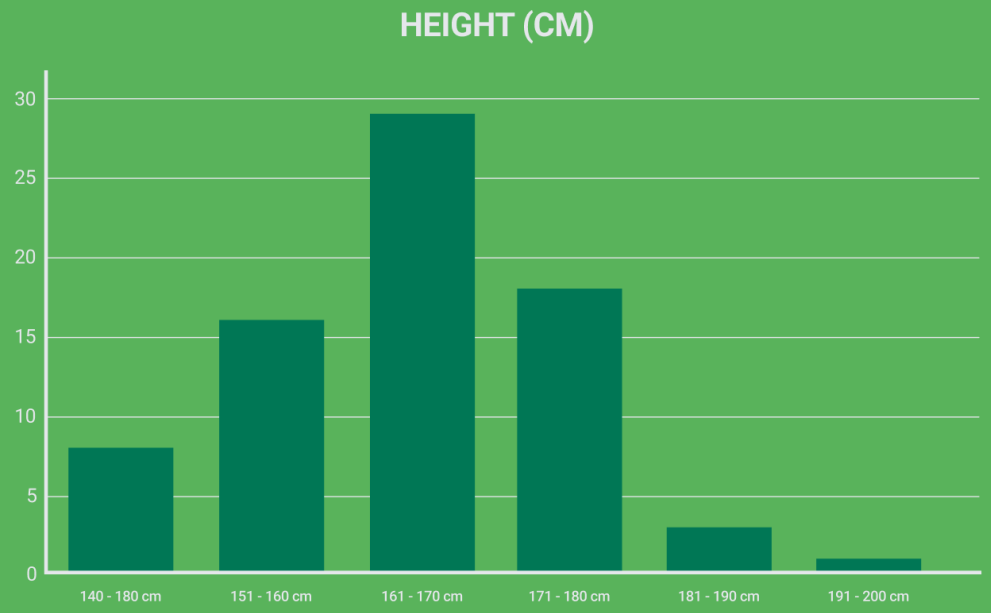

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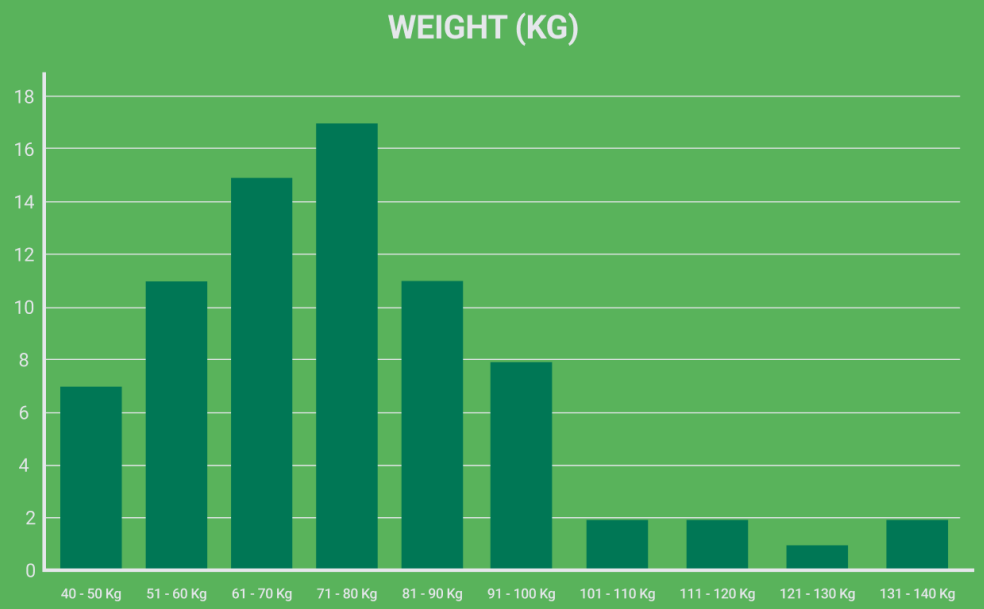


Section 3 : Diabetes Relevance Filter

WHAT IS YOUR CONNECTION WITH DIABETES?

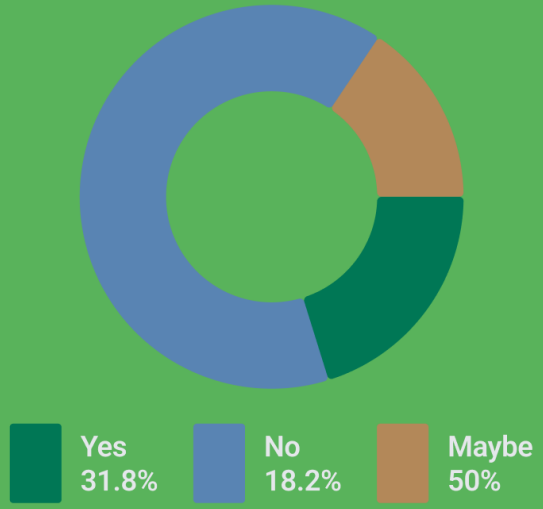
I have diabetes
20.2%

I know someone with diabetes
64.2%

No connection
15.6%

Section 4A : For People with Diabetes

DID YOU MISTAKE YOUR FIRST SYMPTOMS FOR SOMETHING ELSE?



Section 4A : For People with Diabetes

WERE YOU HOSPITALIZED AT DIAGNOSIS?

Yes 59.1%

No 40.9%

IS MANAGING DIABETES STRESSFUL, LIKE A JOB?

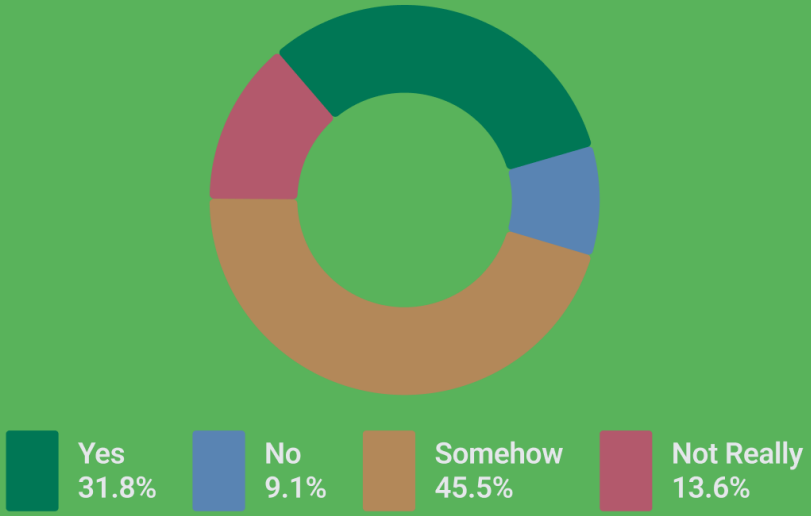
Yes 54.5%

No 31.8%

Maybe 13.6%

Section 4A : For People with Diabetes

DO YOU RECEIVE ENOUGH SUPPORT FROM FAMILY/FRIENDS?



Section 4A : For People with Diabetes

DO YOU WANT REMINDERS FOR MEDICATION & SUGAR CHECKS?

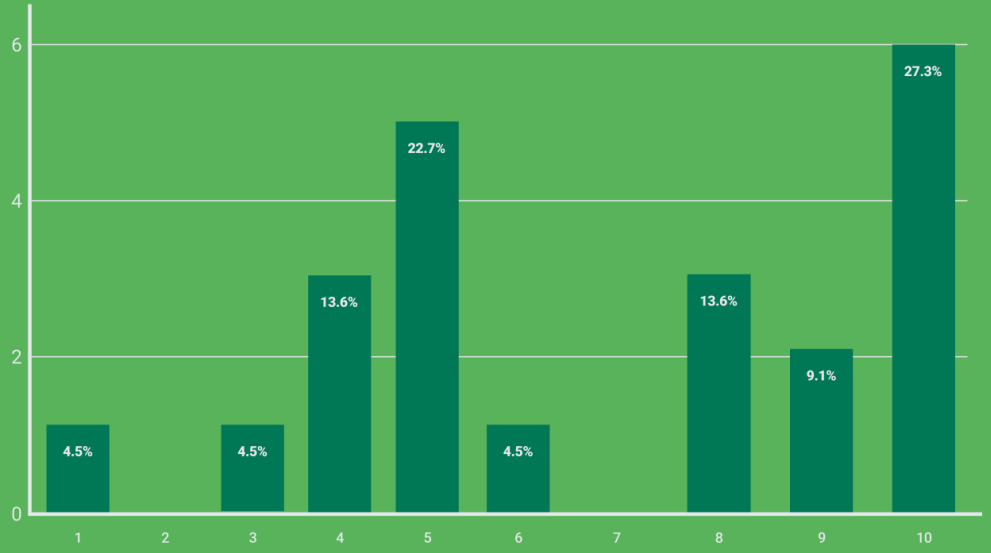
Yes 36.4%
No 40.9%
Somehow 22.7%

WOULD YOU LIKE TO JOIN A DIABETES SUPPORT GROUP?

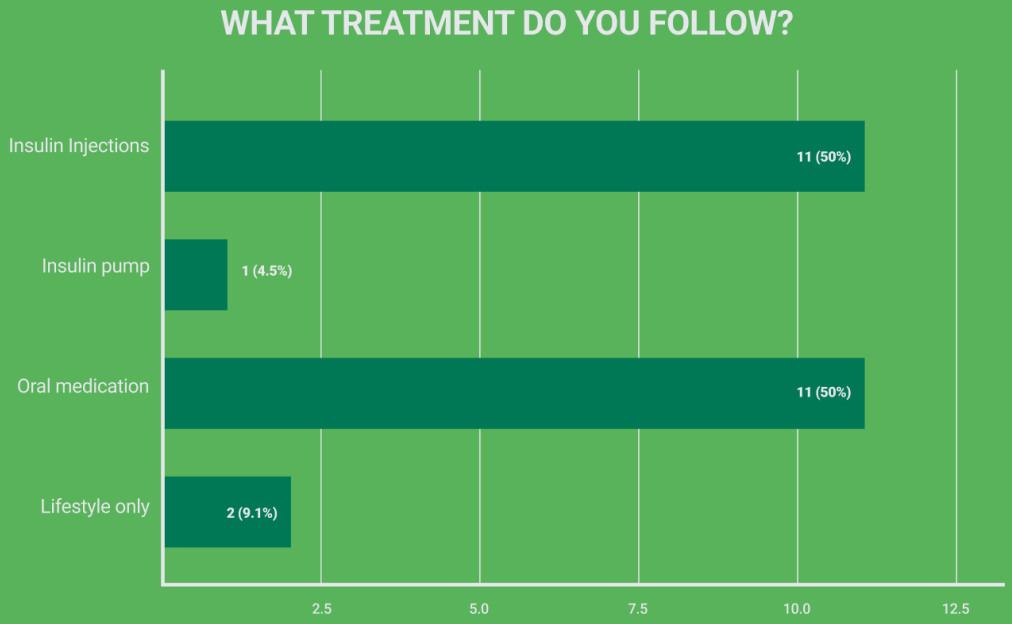
Yes 54.5%
No 31.8%
Maybe 13.6%

Section 4A : For People with Diabetes

ON A SCALE OF 1–10, HOW SUPPORTIVE WERE HOSPITAL STAFF?

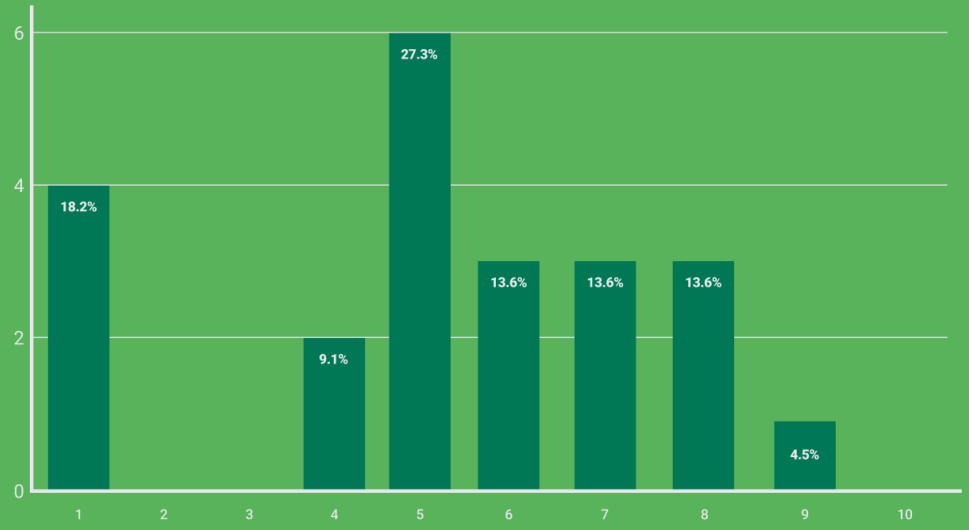


Section 4A : For People with Diabetes



Section 4A : For People with Diabetes

ON A SCALE OF 1–10, HOW CONFIDENT ARE YOU IN MANAGING YOUR BLOOD SUGAR?



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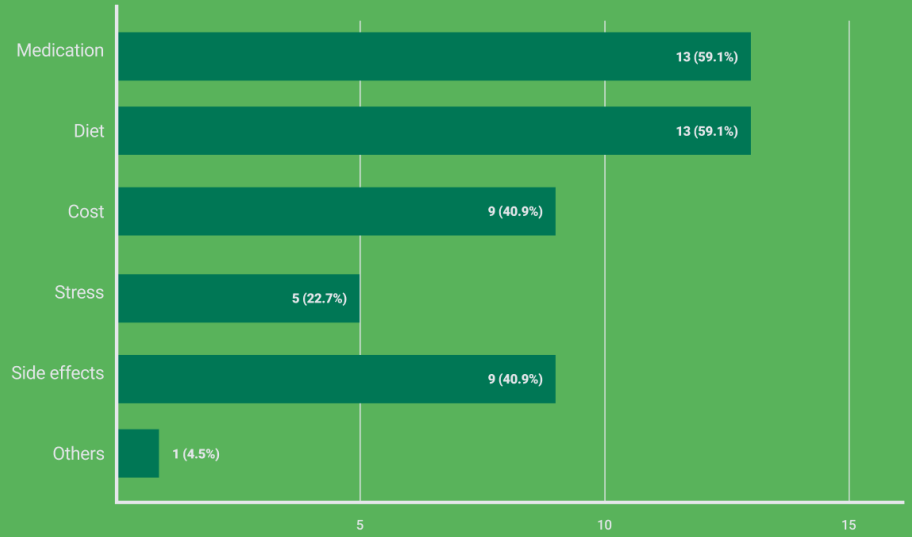
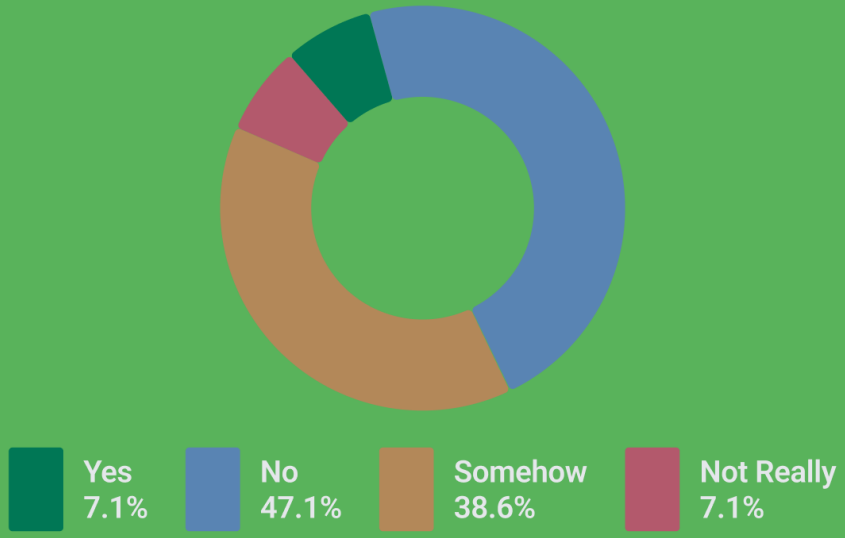


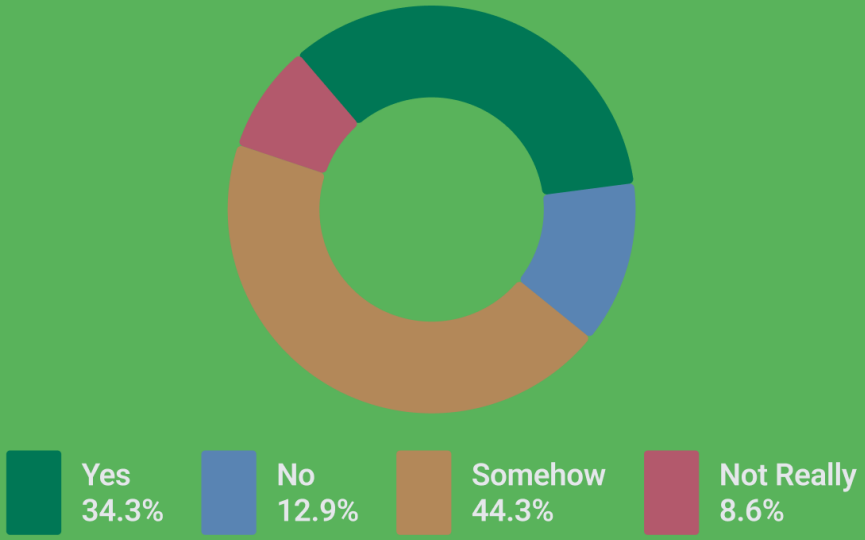
Section 4B : For People who Know Someone with Diabetes

DO YOU THINK PEOPLE WITH DIABETES FACE STIGMA?



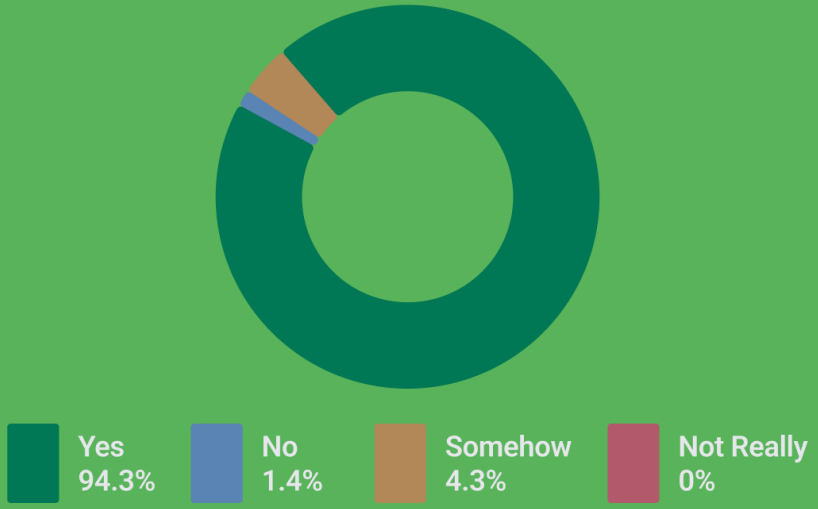
Section 4B : For People who Know Someone with Diabetes

HAVE YOU OBSERVED THEM STRUGGLING EMOTIONALLY?



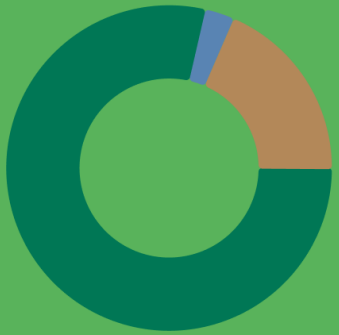
Section 4B : For People who Know Someone with Diabetes

DO YOU THINK CHILDREN WITH DIABETES NEED EXTRA EMOTIONAL SUPPORT?



Section 4B : For People who Know Someone with Diabetes

WOULD YOU LIKE TO LEARN ABOUT SUPPORTING DIABETIC PATIENTS?



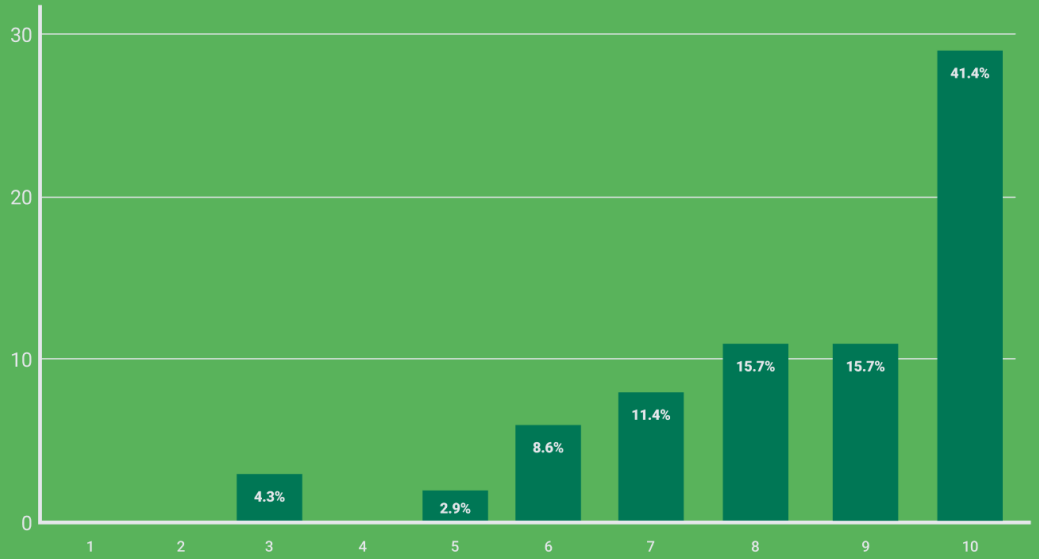
Yes 78.6%
No 2.9%
Somehow 18.6%

WOULD YOU LIKE APP FEATURES FOR NON-DIABETICS TO SUPPORT LOVED ONES?

Yes 95.7%
No 1.4%
Somehow 2.9%

Section 4B : For People who Know Someone with Diabetes

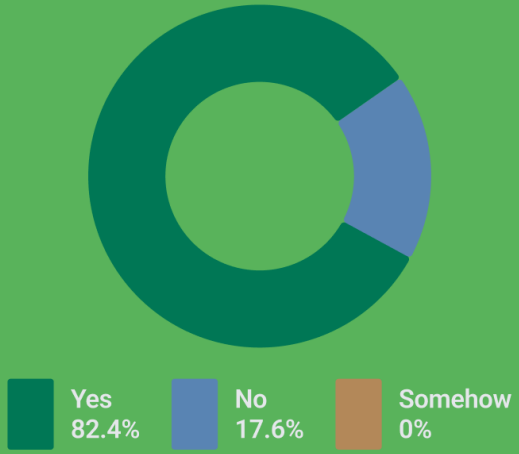
HOW LIKELY ARE YOU TO SUPPORT THEM EMOTIONALLY AND PRACTICALLY? (1–10)



Section 4C : For People with No Connection

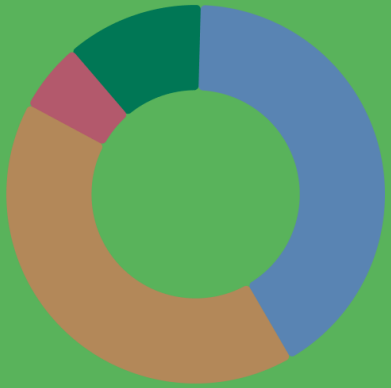
HAVE YOU EVER BEEN TESTED FOR DIABETES?

DO YOU KNOW THE DIFFERENCE BETWEEN TYPE 1 AND TYPE 2 DIABETES?



Section 4C : For People with No Connection

HOW QUICKLY WOULD YOU SEE A DOCTOR IF YOU HAD UNUSUAL SYMPTOMS?



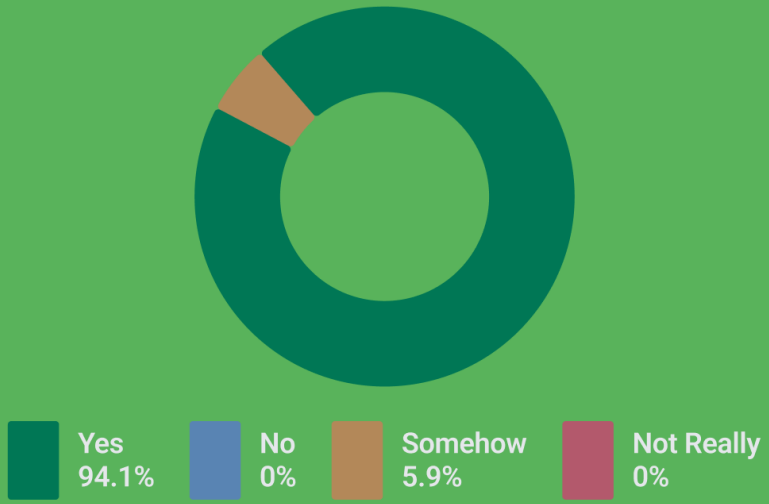
- Immediately 11.8%
- Within a week 41.2%
- Within a month 41.2%
- Would wait longer 5.9%

Section 4C : For People with No Connection

WOULD YOU USE AN APP TO LEARN ABOUT DIABETES EVEN IF YOU DON'T HAVE IT?

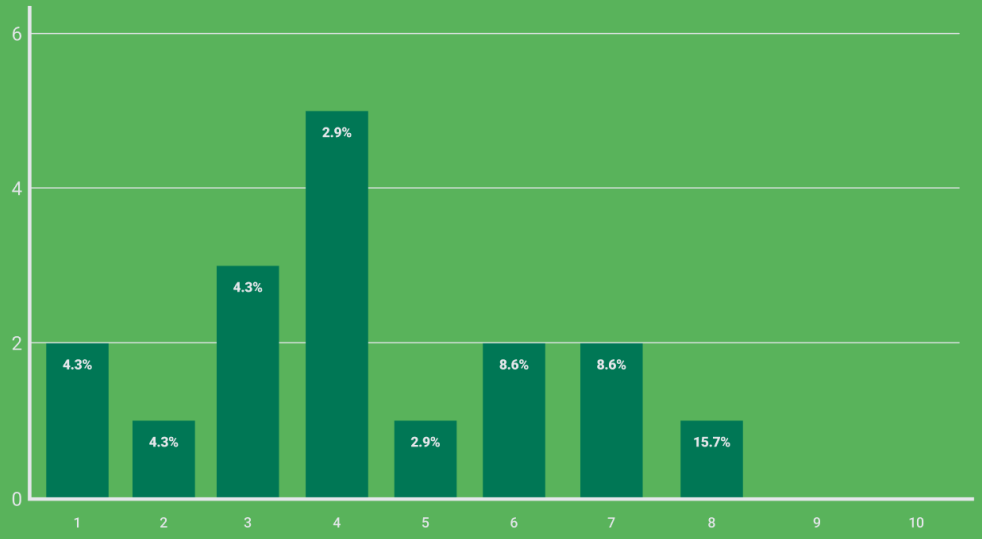
Section 4C : For People with No Connection

SHOULD THE APP INCLUDE TIPS FOR PREVENTING TYPE 2 DIABETES?



Section 4C : For People with No Connection

ON A SCALE OF 1–10, HOW AWARE DO YOU THINK MOST PEOPLE ARE OF DIABETES?



PHASE 2

DEFINE

Persona

Ahmed Hassan

Accountant

Age: 45
Occupation: Accountant
Location: Cairo, Egypt
Married with 2 children
Has type 2 Diabetes for 8 years

Bio

Ahmed is a middle-aged professional who spends most of his day at the office. He struggles with keeping a balanced diet due to work stress and lack of time. He is motivated to stay healthy for his family but finds it difficult to maintain consistency.

Needs and expectations

- Easy-to-use tool for meal planning.
- Reliable glucose tracking and reminders.
- Educational content for his condition.

Interests

- Healthy cooking and trying new recipes.
- Walking or light exercise after work.
- Reading articles about health and nutrition.

Personality

Introvert	Extrovert
Analytical	Creative
Busy	Time rich
Messy	Organized
Independent	Team player
Passive	Active
Safe	Risky

Influences

- Advice from his doctor and nutritionist.
- Family support, especially his wife.
- Family support, especially his wife.

Motivations

- Staying healthy for his children.
- Reducing dependency on medication.
- Feeling in control of his health.

Goals

- Keep blood sugar levels stable.
- Avoid diabetes-related complications.
- Have a variety of meal options without getting bored.

Pain points and frustrations

- Boredom from repetitive meals.
- Forgetting to log glucose readings.
- Confusion due to contradictory health advice online.

Persona

Sara Mahmoud

Endocrinologist

Age: 38
Occupation: Endocrinologist
Location: Alexandria, Egypt
Single
Works at a government hospital and also runs a private clinic

Bio

Dr. Sara is an experienced endocrinologist who sees many diabetes and hypertension patients daily. She is passionate about preventive care and believes technology can bridge the gap between doctors and patients.

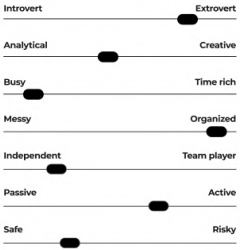
Needs and expectations

- A reliable system to monitor patients remotely.
- Clear visual data on glucose and nutrition trends.
- Patients who engage actively with their plan.

Interests

- Researching new medical studies on diabetes.
- Using digital tools to improve healthcare delivery.
- Attending medical conferences and workshops.

Personality



Influences

- Clinical guidelines and best practices.
- Peer discussions with other specialists.
- Feedback and outcomes from her patients.

Motivations

- Desire to improve quality of life for her patients.
- Professional reputation as a caring and effective doctor.
- Interest in adopting innovative healthcare solutions.

Goals

- Improve patient compliance with treatment plans.
- Access accurate and real-time patient data.
- Save time during consultations with well-prepared reports.

Pain points and frustrations

- Patients not following her advice consistently.
- Lack of reliable and continuous patient data.
- Overload of patients with limited consultation time.

Empathy Map

SEES

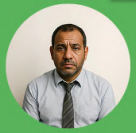
- Many health apps but too complex or not suitable.
- Ads about "miracle" products or treatments.
- Unhealthy food everywhere around.

THINKS & FEELS

- Worried about long-term complications.
- Feels guilty when not following the diet.
- Wishes for a practical and enjoyable solution.

Gain

- Easy and clear meal plans.
- Easy and clear meal plans.
- A supportive community to feel less alone.



HEARS

- Conflicting advice from friends or the internet.
- Constant reminders from family to stick to diet.
- Doctor's recommendations to regularly monitor glucose.

SAYS & DOES

- Says: "Healthy food is boring and repetitive."
- Searches online for suitable meals.
- Sometimes shares experiences with friends who also have diabetes.

Pain

- Difficulty choosing daily varied meals.
- Forgetting to monitor glucose regularly.
- Feeling isolated and lacking psychological support.

Empathy Map

SEES

- Patients not following instructions precisely.
- Incomplete or unorganized health data from patients.
- Increasing chronic diseases linked to lifestyle.

THINKS & FEELS

- Feels frustrated with patient non-compliance.
- Wishes for an interactive tool to ease daily follow-ups.
- Wants accurate, real-life data from patients.

Gain

- An app connecting directly with patient data.
- Organized, easy-to-read reports.
- Continuous communication with patients without extra workload.

HEARS

- Frequent patient complaints about difficulty sticking to the plan.
- Repeated questions about what foods are allowed.
- Families constantly worrying about the patient's health.

SAYS & DOES

- Consistency is more important than treatment
- Repeats basic advice to every patient.
- Takes notes manually or through general software.

Pain

- Limited consultation time.
- Lack of real-time data.
- Hard to track each patient individually.

Research outcomes

The survey of 109 respondents for Diabuddy reveals a predominantly young demographic (40% aged 21-30), with 55% female and 70% urban dwellers, indicating potential for high app adoption among tech-savvy urban youth.

A significant 65% reported a family history of diabetes, aligning with research on genetic factors in Type 2 diabetes, emphasizing the need for preventive education features.

Research outcomes

Tech comfort averaged 7.2/10, with 60% rating high (8-10), suggesting the app's bilingual interface and simple UX can accommodate varying user skills while integrating advanced tools like CGM.

Among the 22 diabetic respondents, 70% struggled with diet adherence and 65% reported emotional stress, highlighting the value of features like meal recommendations and mood trackers seen in competitors like mySugr.

Research outcomes

80% of diabetics desired reminders for meds and sugar checks, supporting the inclusion of smart notifications and emergency alerts as outlined in DiaFeatures.

For ~70 respondents knowing someone with diabetes, 55% noted stigma and emotional burdens, underscoring the importance of in-app communities for peer support and knowledge sharing.

Research outcomes

Awareness gaps were evident in ~17 general respondents, with 70% unaware of Type 1 vs. Type 2 differences, reinforcing the need for educational content on causes, symptoms, and effects as in the Diabetes Research document.

Lifestyle insights show many respondents exercise rarely (common response), smoke minimally (mostly no), and have somewhat healthy eating habits, but frequent symptoms like fatigue (sometimes/often), pointing to opportunities for activity tracking and prevention tips.

Research outcomes

Open-ended suggestions from diabetics focused on blood sugar estimation without devices, personalized diets, and insulin accessibility, which can inform AI-driven calculators and integrations with tech solutions like smart insulin pens.

Overall, the data indicates strong demand for a holistic app combining tracking (e.g., glucose logging as in Glucose Buddy), education, and support, aiming to boost confidence in management (average 6/10 currently) and reduce health impacts on daily life (reported as somewhat/a lot by many).


PHASE 3
IDEATE

Card Sorting

Screen 1: On boarding

Rawan

- Balanced meal (Image)
- Monitor meals & Carbs (Text)
- Progress indicator (shape)
- Get Started (button)

Darine

- Balanced meal (Image)
- Monitor meals & Carbs (Text)
- Progress indicator (shape)
- Get Started (button)

Ibrahim

- Balanced meal (Image)
- Monitor meals & Carbs (Text)
- Get Started (button)
- Progress indicator (shape)

Screen 2: Sign up

Screen 3: Account Type

Rawan

- Back button (icon)
- Select account type (text)
- Select whether you are a patient or a caregiver (text)
- Patient card (Image + label)
- Care giver card (Image + label)
- Progress indicator (circular shape)
- Continue button (button)

Darine

- Back button (icon)
- Select account type (text)
- Continue button (button)
- Select whether you are a patient or a caregiver (text)
- Patient card (Image + label)
- Care giver card (Image + label)
- Progress indicator (circular shape)

Ibrahim

- Back button (icon)
- Select account type (text)
- Progress indicator (circular shape)
- Select whether you are a patient or a caregiver (text)
- Patient card (Image + label)
- Care giver card (Image + label)
- Continue button (button)

Screen 4: Dashboard

Screen 5: Blood glucose entry

Screen 6: Medication

Rawan

- Back button (button)
- Medications (text)
- Notification bell (icon)
- Medication progress today (circular shape)
- Medication card (icon + label + time)
- Medication card (icon + label + time)
- Medication card (checkbox)
- Plus icon (icon)

Darine

- Back button (button)
- Medications (text)
- Notification bell (icon)
- Medication progress today (circular shape)
- Medication card (icon + label + time)
- Medication card (icon + label + time)
- Medication card (checkbox)
- Plus icon (icon)

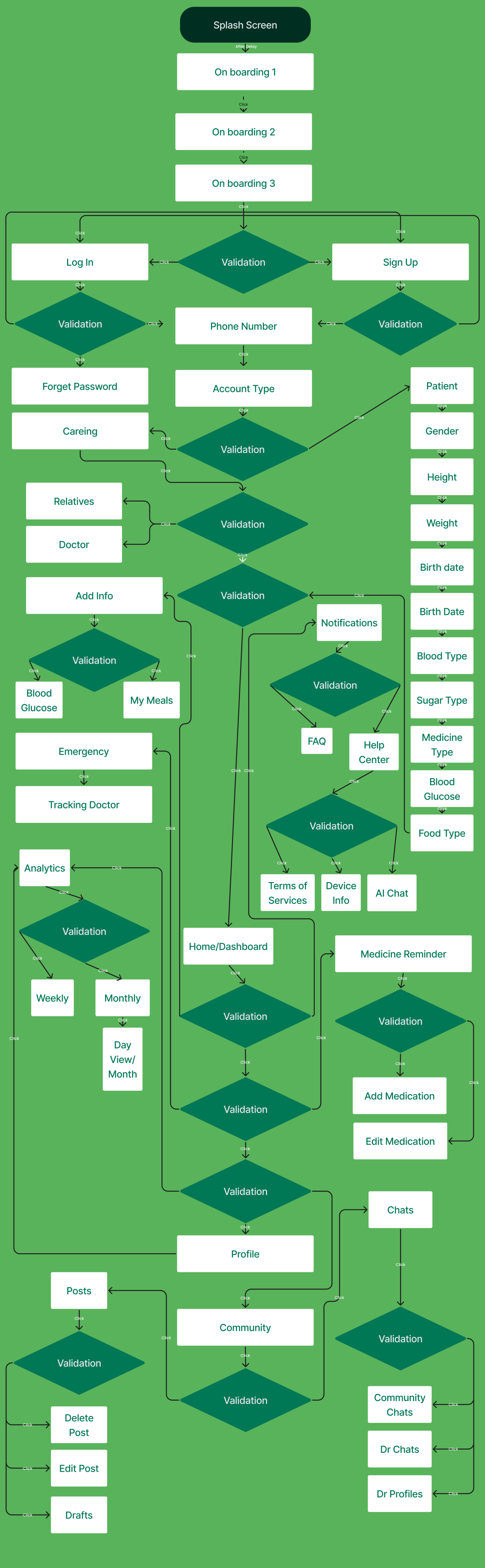
Ibrahim

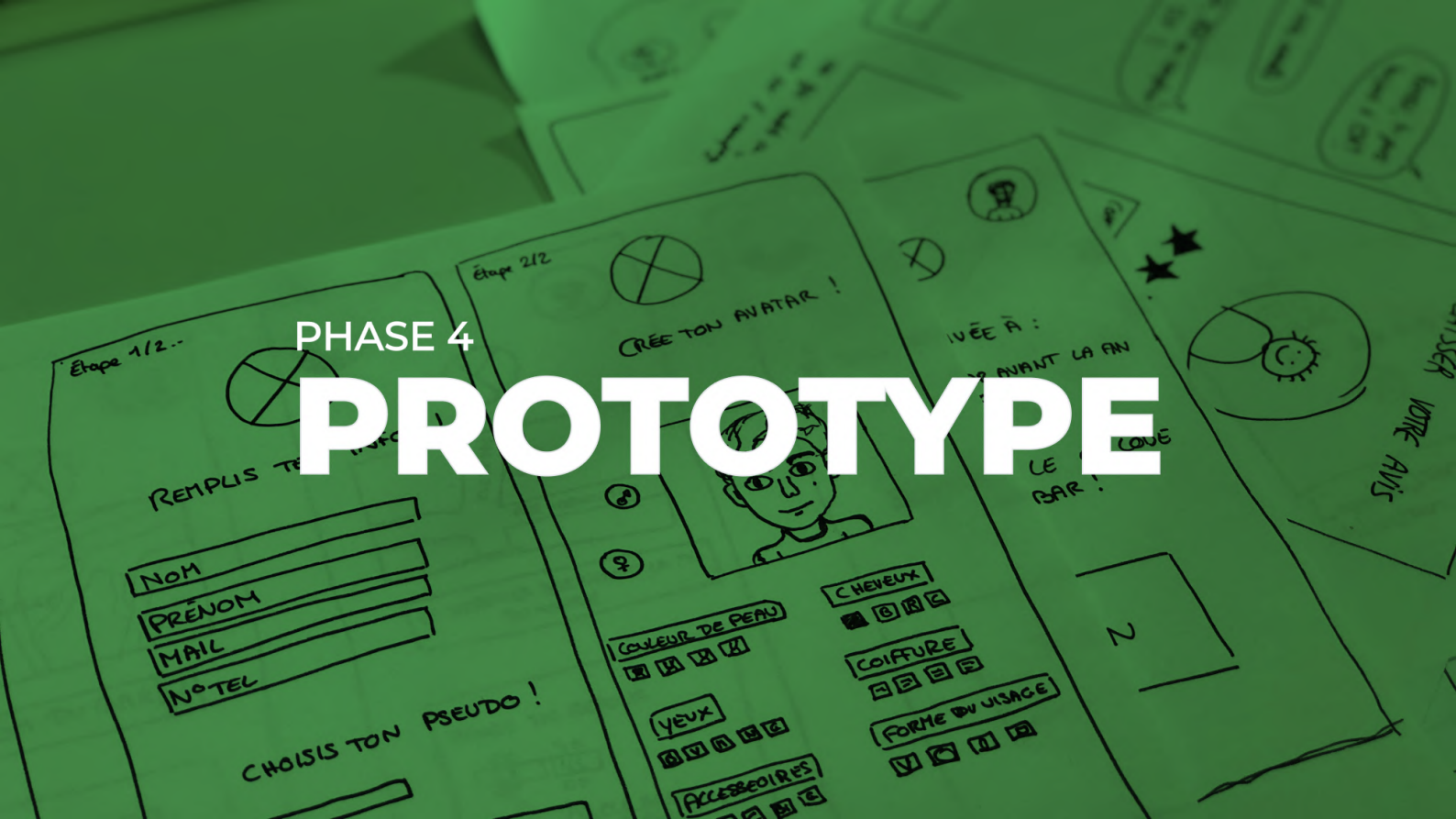
- Back button (button)
- Medications (text)
- Notification bell (icon)
- Notification (toggle)
- Medication card (icon + label + time)
- Medication card (icon + label + time)
- Medication card (checkbox)
- Plus icon (icon)

Screen 7: On Emergency click

Screen 8: Patient profile

User flow

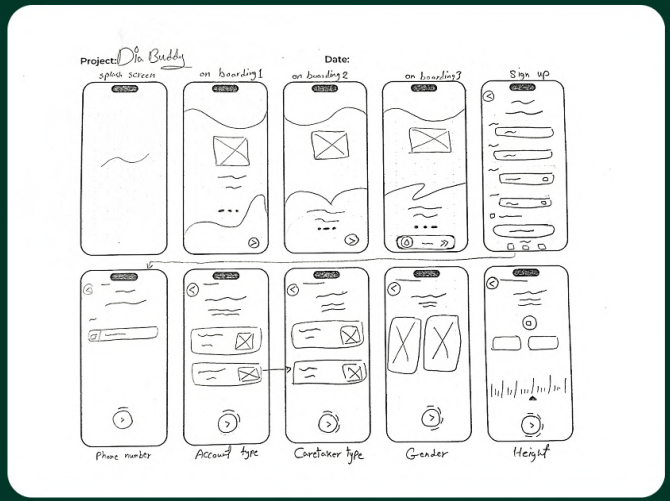

Splash Screen
After Delay
On boarding 1
Click
On boarding 2
Click
On boarding 3
Click
Validation
Log In
Sign Up
Validation
Phone Number
Validation
Forget Password
Account Type
Patient
Gender
Height
Weight
Birth date
Birth Date
Blood Type
Sugar Type
Medicine Type
Blood Glucose
Food Type
Careing
Validation
Relatives
Doctor
Validation
Add Info
Validation
Blood Glucose
My Meals
Notifications
Validation
FAQ
Help Center
Validation
Terms of Services
Device Info
AI Chat
Emergency
Tracking Doctor
Analytics
Validation
Weekly
Monthly
Day View/ Month
Home/Dashboard
Validation
Validation
Medicine Reminder
Validation
Add Medication
Edit Medication
Validation
Profile
Chats
Posts
Validation
Delete Post
Edit Post
Drafts
Community
Validation
Validation
Community Chats
Dr Chats
Dr Profiles
Click

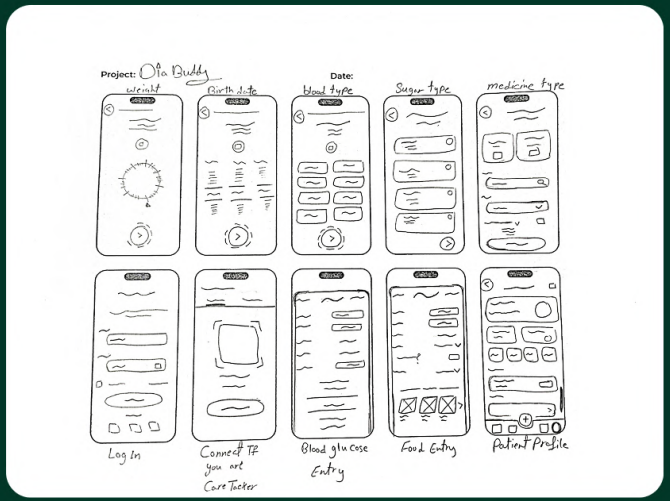


PHASE 4

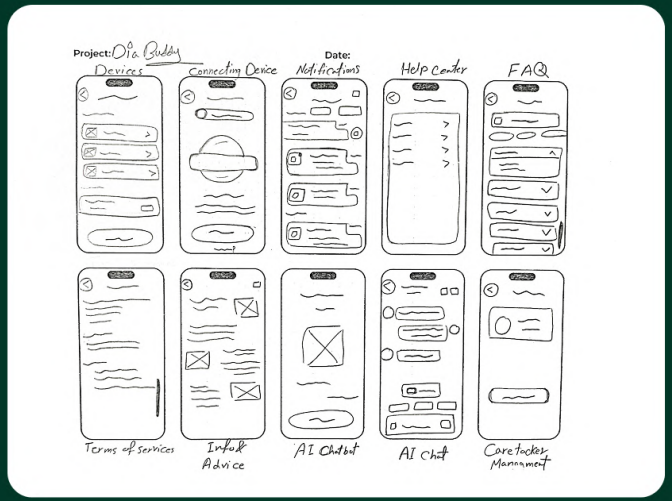
PROTOTYPE

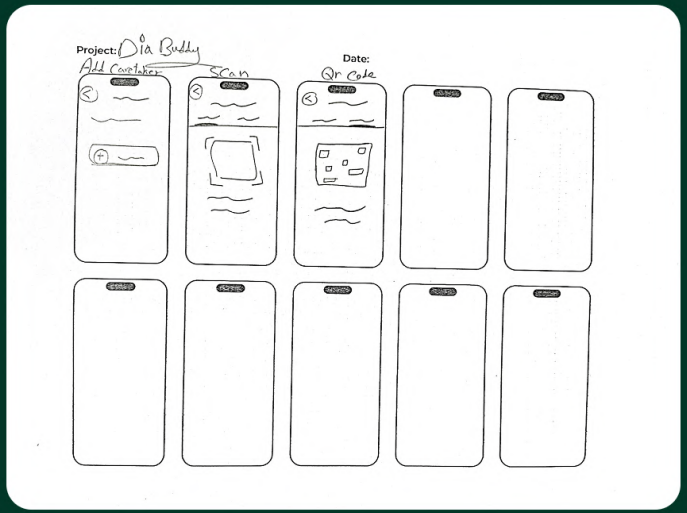
Low-Fidelity Prototype



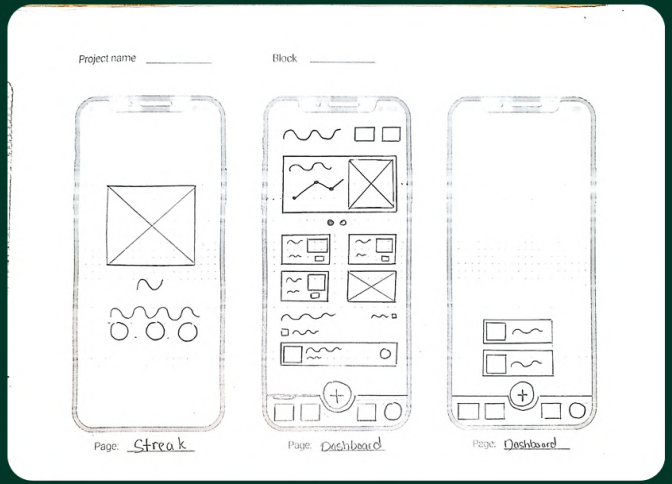


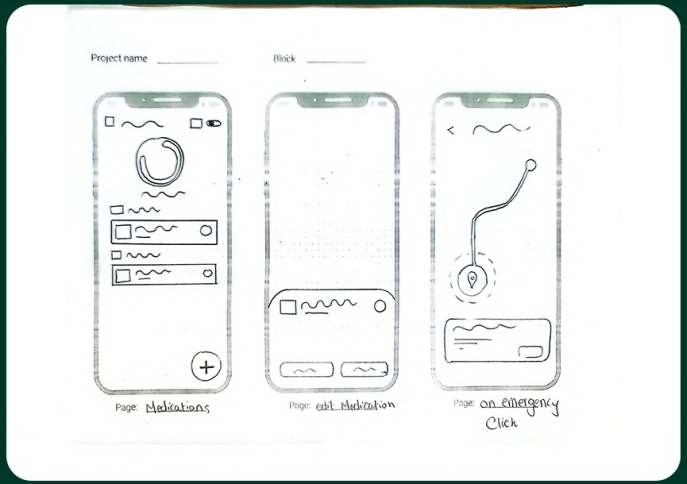
Low-Fidelity Prototype





Low-Fidelity Prototype





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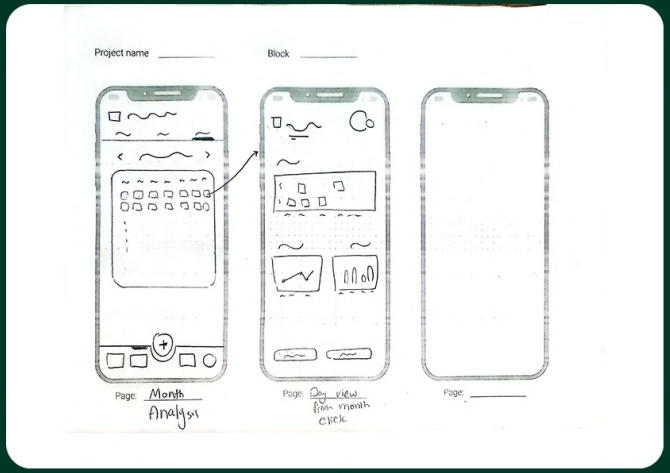
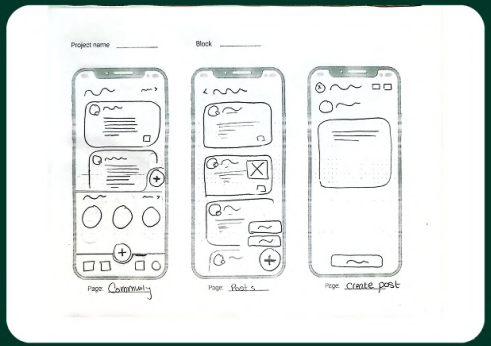
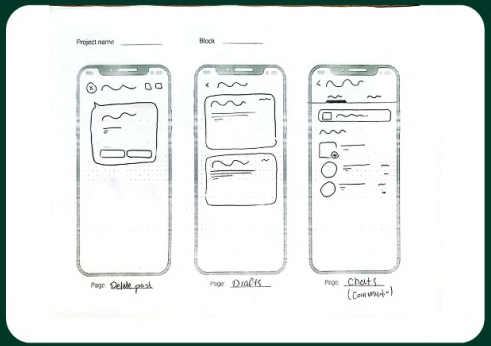
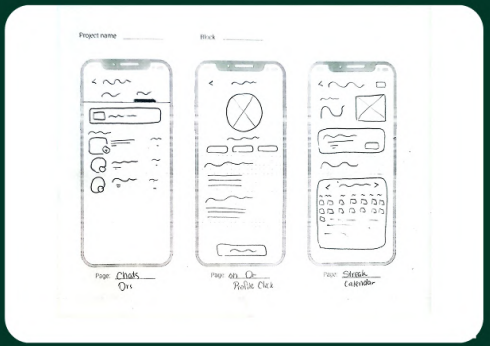


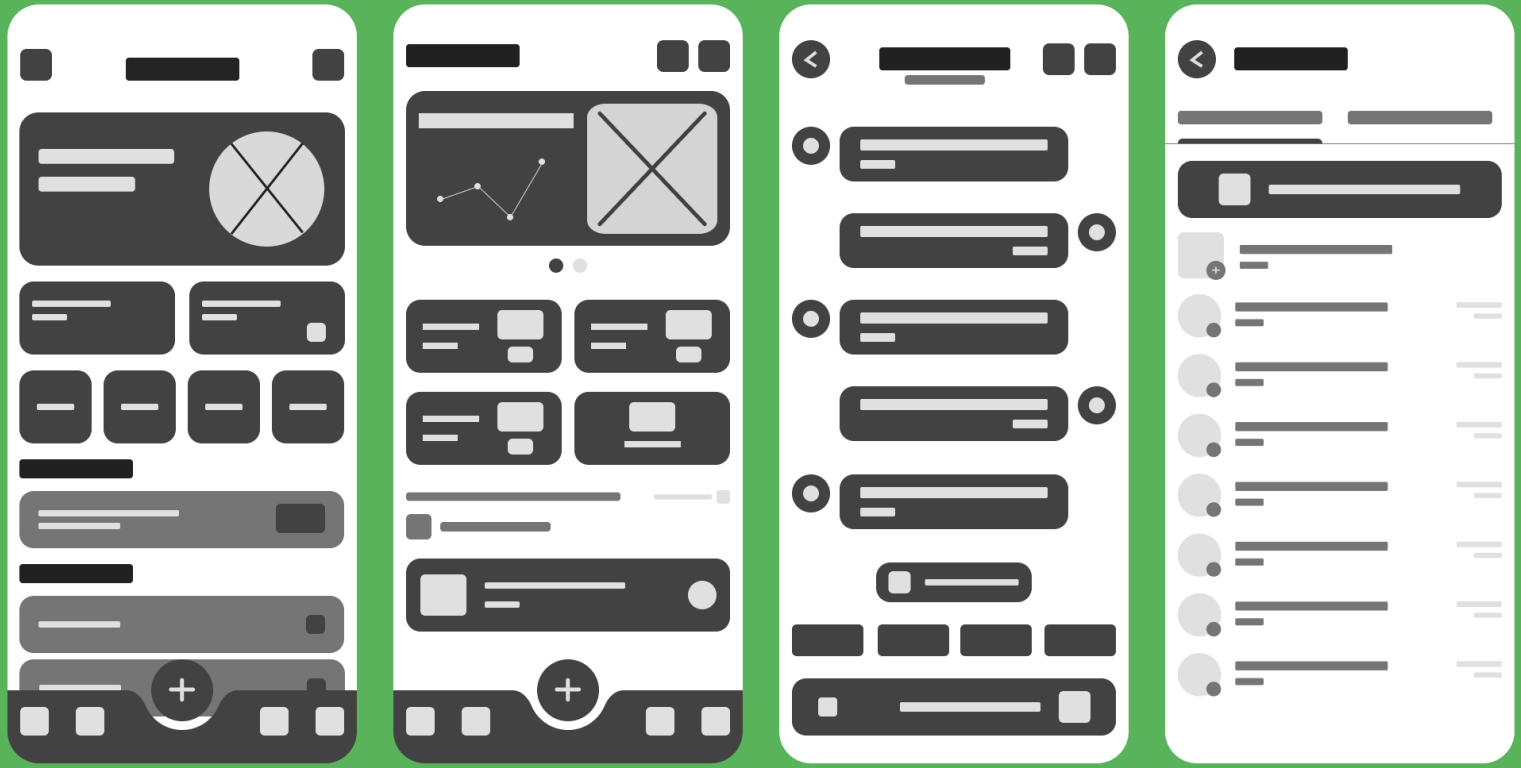
Low-Fidelity Prototype





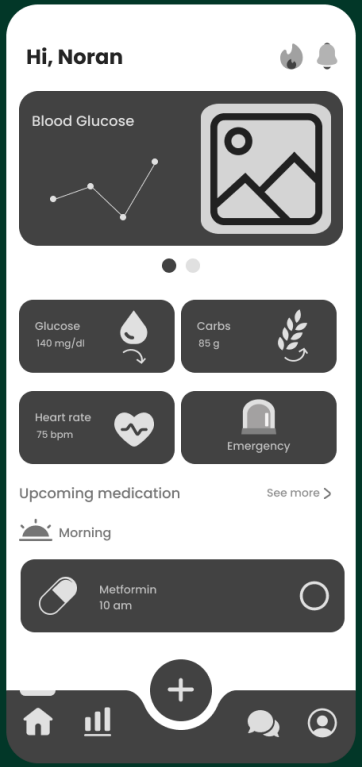


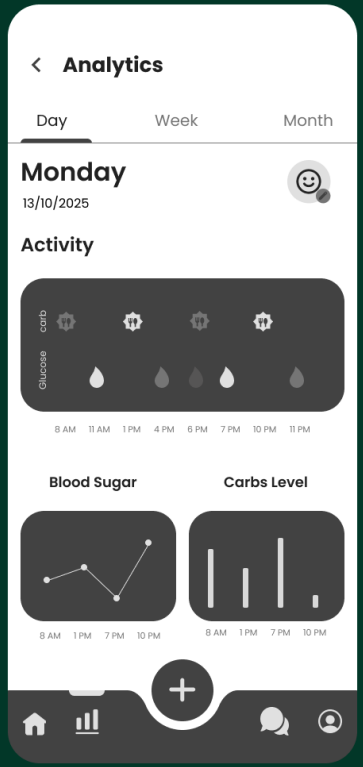
Mid-Fidelity Prototype

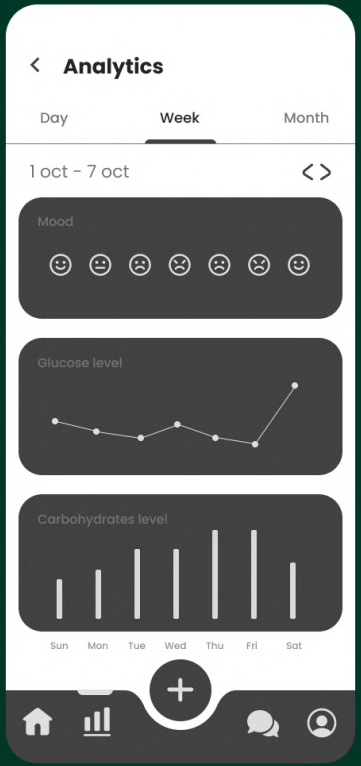


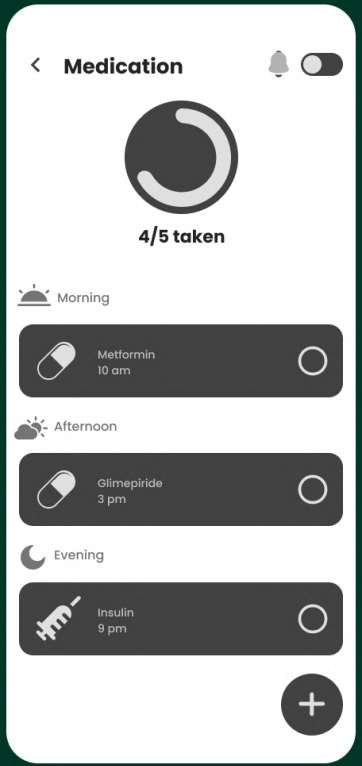
High-Fidelity Prototype

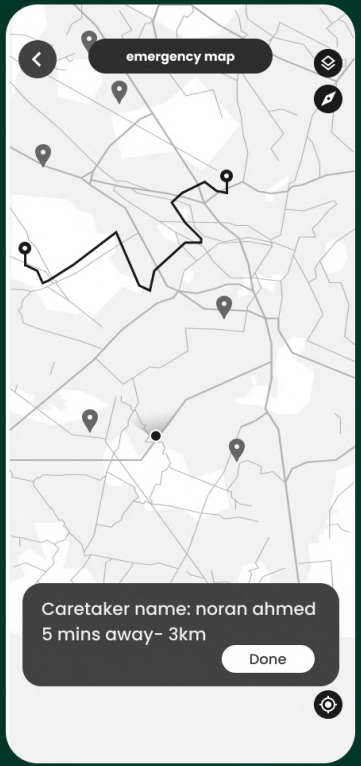
Dia


Hi, Noran
Blood Glucose
Glucose
140 mg/dl
Carbs
85 g
Heart rate
75 bpm
Emergency
Upcoming medication
See more
Morning
Metformin
10 am


Analytics
Day
Week
Month
Monday
13/10/2025
Activity
carb
Glucose
8 AM
11 AM
1 PM
4 PM
6 PM
7 PM
10 PM
11 PM
Blood Sugar
Carbs Level
8 AM
1 PM
7 PM
10 PM
8 AM
1 PM
7 PM
10 PM


Analytics
Day
Week
Month
1 oct - 7 oct
Mood
Glucose level
Carbohydrates level
Sun
Mon
Tue
Wed
Thu
Fri
Sat


Medication
4/5 taken
Morning
Metformin
10 am
Afternoon
Glimepiride
3 pm
Evening
Insulin
9 pm


emergency map
Caretaker name: noran ahmed
5 mins away- 3km
Done

DR.Ahmed mohamed

endocrinology specialist

Available +20yrs 4,7 ★

Qualifications:-

1. Endocrinology and diabetes consultant.
2. Arab Board certified specialist.
3. Expert in thyroid, obesity, and hormone disorders.

Clinics:-

1. Al Olaya Medical Tower, 3rd Floor, Riyadh, Saudi Arabia
2. King Fahd Medical Center, Building B, Jeddah, Saudi Arabia

Message

Chats

Community | Messages

Search

Add new Chat

John Edward	Hi, friend	3 min ago
John Edward	Hi, friend	3 min ago
John Edward	Hi, friend	3 min ago
John Edward	Hi, friend	3 min ago
John Edward	Hi, friend	3 min ago
John Edward	Hi, friend	3 min ago
John Edward	Hi, friend	3 min ago
John Edward	Hi, friend	3 min ago

Noran Chat

AI powered Chat

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin id magna at sapien maximus auctor vel posuere mauris.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin id magna at sapien maximus auctor vel posuere mauris.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin id magna at sapien maximus auctor vel posuere mauris.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin id magna at sapien maximus auctor vel posuere mauris.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin id magna at sapien maximus auctor vel posuere mauris.

Lorem ipsum dolor sit

Today's plan | Checkup | Motivation | What to Eat?

Send a message

Profile

Noran Ahmed

noranahmed55@gmail.com

Diabetes	Type 2
Blood Type	A+
Height	160 cm
Gender	Female
Weight	70 Kgs
Age	66 yrs

Caregiver

Ahmed Ali
Contact caregiver

Additional

Medicine

Device connected

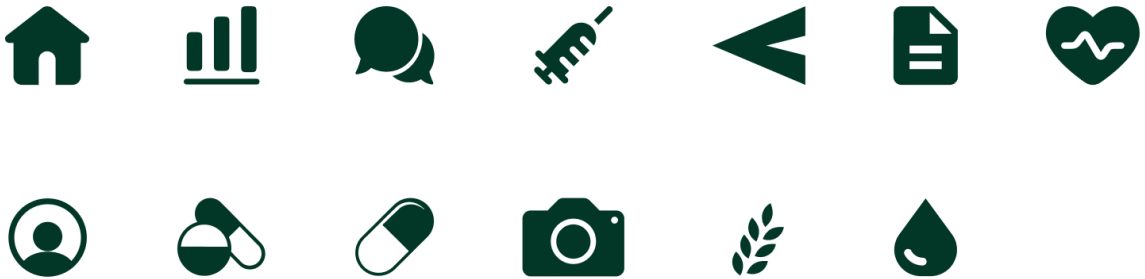
Visual Design Process

Imagery

Illustrations

Imagery

Icons



Grid

Columns Grid

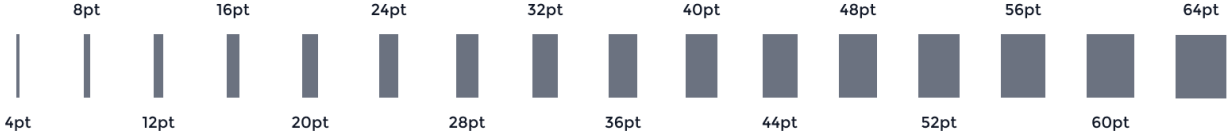
Margin: 24 px || Gutter: 16 px

Rows Grid

Top: 44 px || Bottom: 34 px

Spacing

4 points grid



Color Palette

Primary colors

Natural colors

Functional colors

Accent colors

Typography

MONTSERRAT

Bold - Semi-Bold - Medium - Regular

12 14 16 18 20 24 32 40 48

A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z

Shadows

ELEVATION 1

ELEVATION 2

ELEVATION 3

UI Styling

DiA

Skip

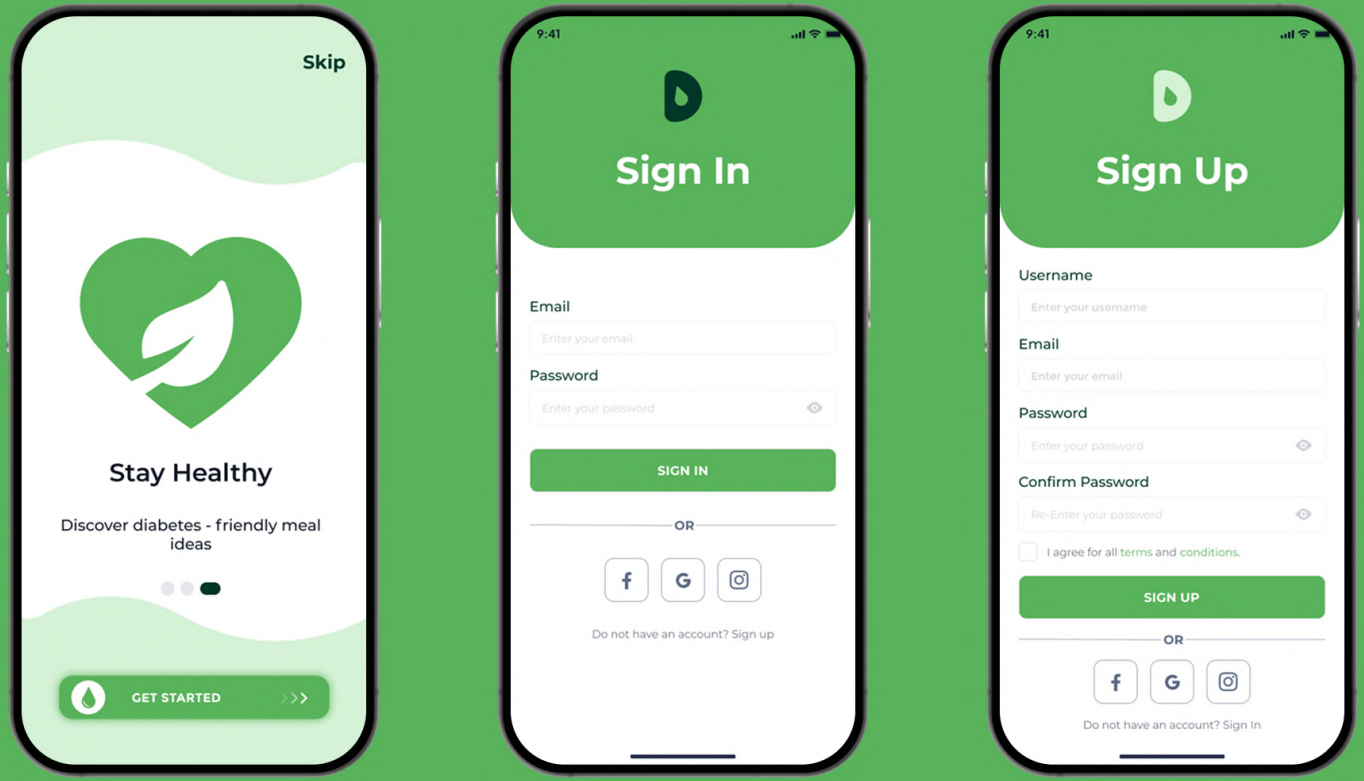
Welcome to
DiaBuddy

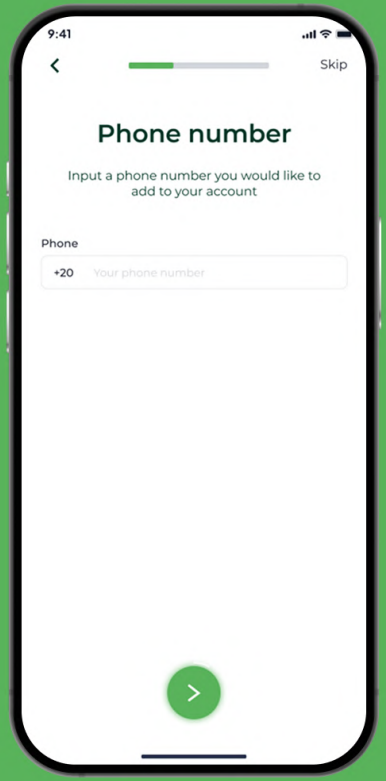
Your trusted companion for easier diabetes care

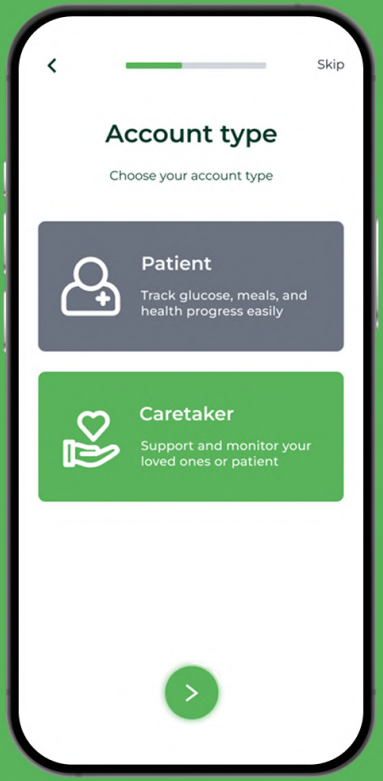
Skip

Diabetic care

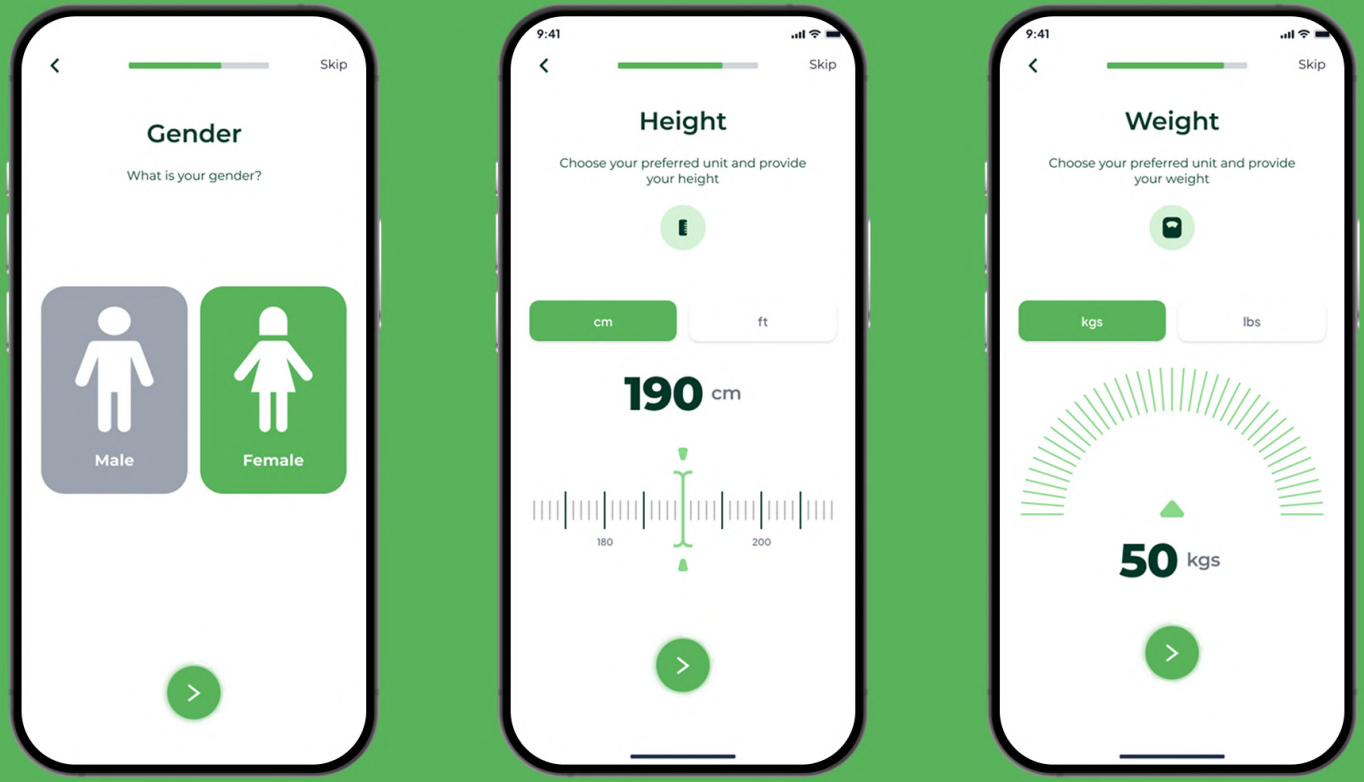
Manage diabetes, track blood sugar

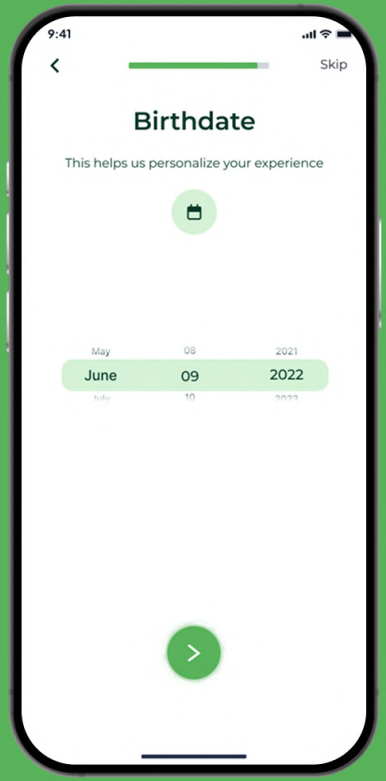

Skip
Stay Healthy
Discover diabetes - friendly meal ideas
GET STARTED
9:41
Sign In
Email
Enter your email
Password
Enter your password
SIGN IN
OR
Do not have an account? Sign up
9:41
Sign Up
Username
Enter your username
Email
Enter your email
Password
Enter your password
Confirm Password
Re-Enter your password
I agree for all terms and conditions.
SIGN UP
OR
Do not have an account? Sign In


9:41
Skip
Phone number
Input a phone number you would like to add to your account
Phone
+20
Your phone number

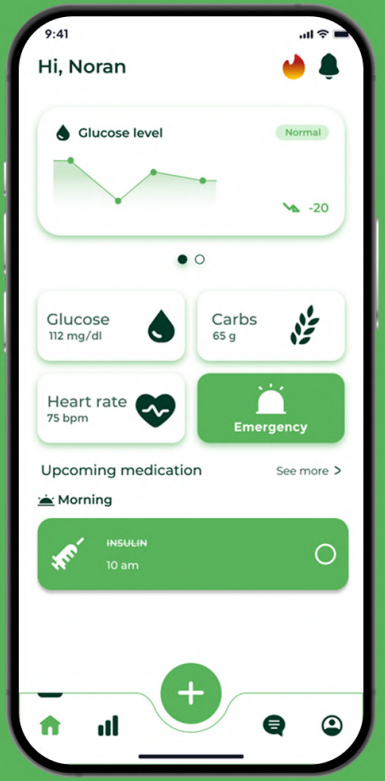

Skip
Account type
Choose your account type
Patient
Track glucose, meals, and health progress easily
Caretaker
Support and monitor your loved ones or patient

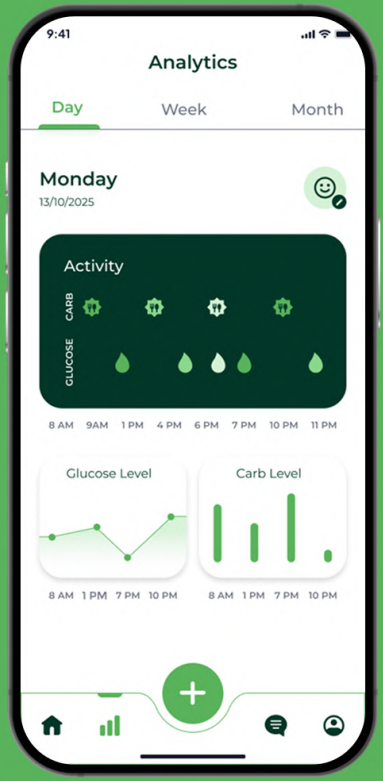

Skip
Caretaker type
What kind of caretaker are you?
Doctor
Track progress, and provide tailored medical guidance
Nurse
Monitor and assist multiple patients efficiently with smart health tracking tools
Relative
Stay updated on your family member's health

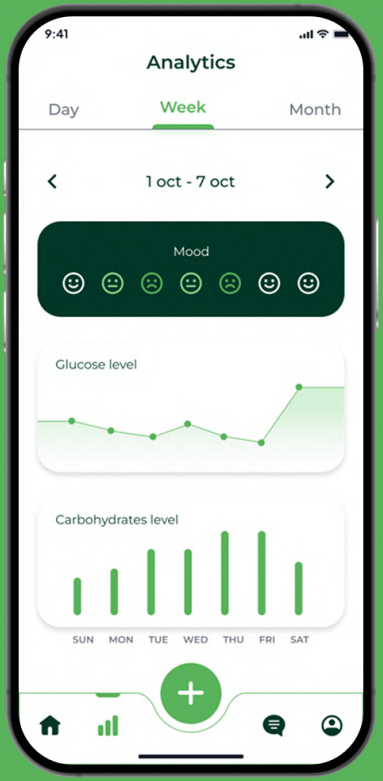

Skip
Gender
What is your gender?
Male
Female
9:41
Skip
Height
Choose your preferred unit and provide your height
cm
ft
190 cm
180
200
9:41
Skip
Weight
Choose your preferred unit and provide your weight
kgs
lbs
50 kgs


9:41
Skip
Birthdate
This helps us personalize your experience
May 08 2021
June 09 2022


9:41
Skip
Blood Group
Select your blood group
A+
A-
B+
B-
O+
O-
AB+
AB-


9:41
Hi, Noran
Glucose level
Normal
-20
Glucose
112 mg/dl
Carbs
65 g
Heart rate
75 bpm
Emergency
Upcoming medication
See more >
Morning
INSULIN
10 am


9:41
Analytics
Day
Week
Month
Monday
13/10/2025
Activity
CARB
GLUCOSE
8 AM 9AM 1 PM 4 PM 6 PM 7 PM 10 PM 11 PM
Glucose Level
Carb Level
8 AM 1 PM 7 PM 10 PM
8 AM 1 PM 7 PM 10 PM


9:41
Analytics
Day
Week
Month
1 oct - 7 oct
Mood
Glucose level
Carbohydrates level
SUN MON TUE WED THU FRI SAT


9:41
Analytics
Day
Week
Month
October
SUN MON TUES WED THUR FRI SAT
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28

9:41

Profile

Noran Ahmed
noranahmed55@gmail.com

Diabetes
Type 2

Blood Type
A+

Height
160 CM

Gender
FEMALE

Weight
70 KGS

Age
66 YRS

Care Taker

Ahmed Ali
Contact care taker

Connected devices

Device connected

9:41

Community

Stories
See All >


Anas Mo..


Karma A..


Ahmed ..


Rawan..

Posts
+ ADD NEW

DR. Anas Mostafa
3 min ago

"Diabetes can't be cured, but it can be controlled."

Comment
Love

Marco Smith
10 min ago

"When I was first diagnosed, I felt scared and overwhelmed. But with time, I learned that d
doesn't control my life.

Check your sugar regularly, eat mindfully, st
active, and never skip yo doctor visits.
You're not alone in th — just take it one
step at a time."

9:41

Community

Stories
See All >

Anas Mo..

Karma A..

Ahmed ..

Rawan..

Posts
+ ADD NEW

Add new post

Add new Story

Share
Love

Marco Smith
10 min ago

"When I was first diagnosed, I felt scared and overwhelmed. But with time, I learned that diabetes doesn't control my life.

Check your sugar regularly, eat mindfully, stay active, and never skip your doctor visits.
You're not alone in this j — just take it one step at a time."

9:41

Add New Post

DR. Anas Mostafa

DRAFTS

"Diabetes can't be cured, but it can be controlled."

"When I was first diagnosed, I felt scared and overwhelmed. But with time, I learned that diabetes doesn't control my life.

Check your sugar regularly, eat mindfully, stay active, and never skip your doctor visits.
You're not alone in this journey — just take it one step at a time." 💪
#DiabetesAwareness #Type1Diabetes
#Type2Diabetes #HealthTips #StayStrong

+

Publish

9:41

Drafts

DR. Anas Mostafa 3 min ago

"Diabetes can't be cured, but it can be controlled."

Edit Delete

DR. Anas Mostafa 10 min ago

"When I was first diagnosed, I felt scared and overwhelmed. But with time, I learned that diabetes doesn't control my life.

Check your sugar regularly, eat mindfully, stay active, and never skip your doctor visits.
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#Type2Diabetes #HealthTips #StayStrong

Edit Delete

DR. Anas Mostafa 10 min ago

"When I was first diagnosed, I felt scared and overwhelmed. But with time, I learned that diabetes doesn't control my life.

Check your sugar regularly, eat mindfully, stay

9:41

Messages

Community Chats

Search for your chat...

Add new Chat

My AI Assistant
Hi, friend

All Dia Support 3 min ago
Hi, friend 1

All Dia Support 3 min ago
Hi, friend 1

All Dia Support 3 min ago
Hi, friend 1

All Dia Support 3 min ago
Hi, friend 1

All Dia Support 3 min ago
Hi, friend 1

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Hi, friend 1

9:41

Messages

Community | Chats

Search for your chat...

Add new Chat

My AI Assistant
Hi, friend

DR. John Edward
Hi, friend
3 min ago
1

Amir Omar
Hi, friend
3 min ago
1

Karma Adnan
Hi, friend
3 min ago
1

DR. John Edward
Hi, friend
3 min ago
1

Karma Adnan
Hi, friend
3 min ago
1

Ebrahim Sayed
Hi, friend
3 min ago
1

9:41

Dr Profile

Dr/ Ali Khan
Endocrinology Specialist

+15 Years | Available Now | 7,4

Qualifications:-

1- Endocrinology and diabetes consultant.
2- Arab Board certified specialist.
3- Expert in thyroid, obesity, and hormone disorders.

Clinics:-

1- Al Olaya Medical Tower, 3rd Floor, Riyadh, Saudi Arabia.
2- King Fahd Medical Center, Building B, Jeddah, Saudi Arabia.

Message

9:41

Profile

Amir Omar
"I'm a Hero"

+20 Posts /Month | Active Now

All Posts:-

Ibrahim Sayed
10 min ago

"When I was first diagnosed, I felt scared and overwhelmed. But with time, I learned that diabetes doesn't control my life.

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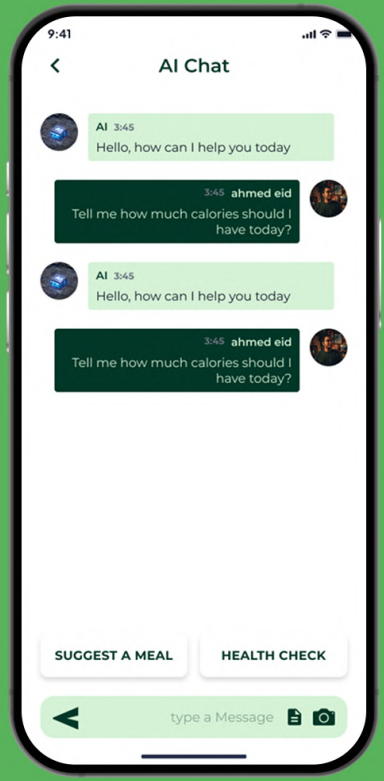
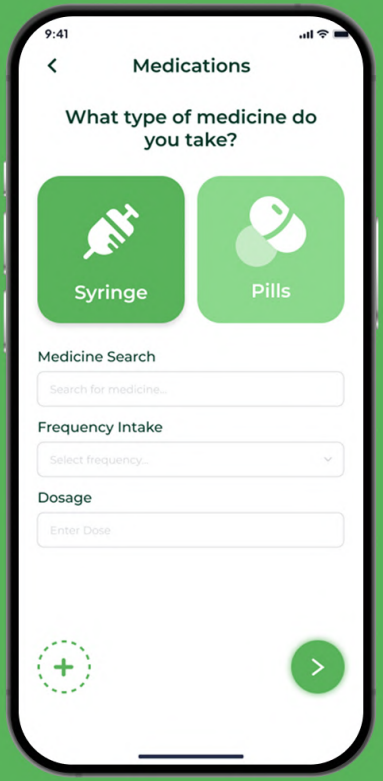
Comment | Love

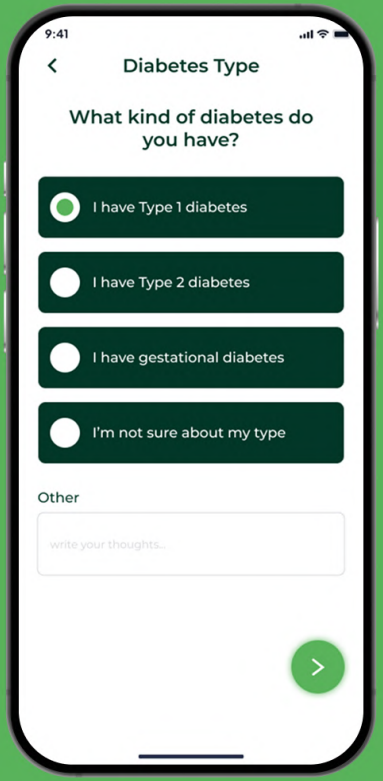
Ibrahim Sayed
10 min ago

"When I was first diagnosed, I felt scared and

Message


9:41
AI Chat
AI 3:45
Hello, how can I help you today
3:45 ahmed eid
Tell me how much calories should I have today?
AI 3:45
Hello, how can I help you today
3:45 ahmed eid
Tell me how much calories should I have today?
SUGGEST A MEAL
HEALTH CHECK
type a Message


9:41
Medications
What type of medicine do you take?
Syringe
Pills
Medicine Search
Search for medicine...
Frequency Intake
Select frequency...
Dosage
Enter Dose


9:41
Diabetes Type
What kind of diabetes do you have?
I have Type 1 diabetes
I have Type 2 diabetes
I have gestational diabetes
I'm not sure about my type
Other
write your thoughts...

9:41

My Devices

My Connected Devices

FreeStyle Libre 3

Dexcom G7

Available to connect

Omnipod 5

The MiniMed 780G

Apple Watch

Wispy Ghosts InPen

ADD NEW DEVICE

9:41

Connecting Device

Dexcom G7

This may take a few seconds

Please keep your device close and wait while we set things up

CONNECT DEVICE

Need Help?

9:41

Notifications

Medicine Reminder time 5:54

HI! IT'S TIME TO TAKE YOUR MEDICINE. DON'T FORGET IT HELPS KEEP YOUR TREATMENT ON TRACK AND YOUR HEALTH STABLE.

Medicine Reminder time 5:54

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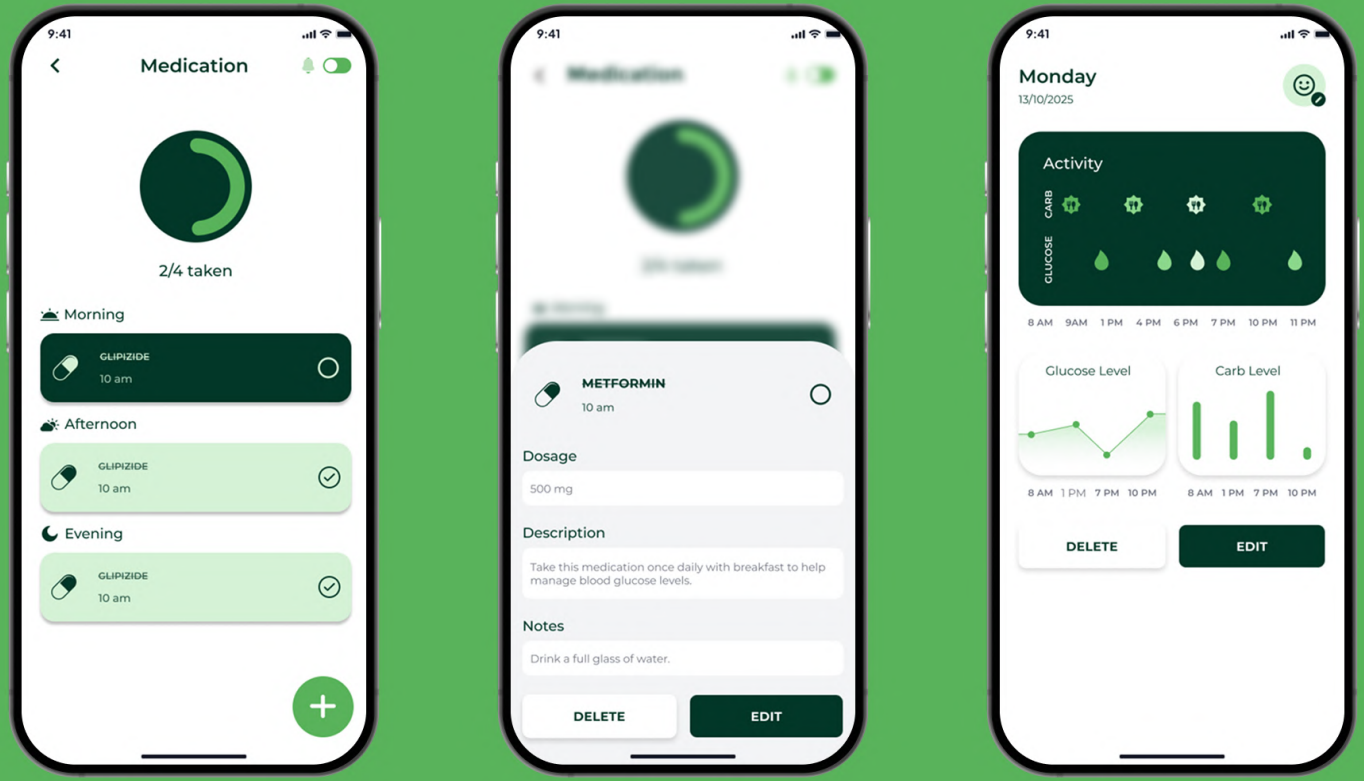

9:41
Medication
2/4 taken
Morning
GLIPIZIDE
10 am
Afternoon
GLIPIZIDE
10 am
Evening
GLIPIZIDE
10 am
METFORMIN
10 am
Dosage
500 mg
Description
Take this medication once daily with breakfast to help manage blood glucose levels.
Notes
Drink a full glass of water.
DELETE
EDIT
Monday
13/10/2025
Activity
CARB
GLUCOSE
8 AM 9AM 1 PM 4 PM 6 PM 7 PM 10 PM 11 PM
Glucose Level
Carb Level
8 AM 1 PM 7 PM 10 PM
8 AM 1 PM 7 PM 10 PM
DELETE
EDIT

9:41

Streak

190

How are you feeling today?

9:41

Streak

190

Day Streak

WEEKLY STREAK

4 4 / 10

Streak Calendar

Nov 2025

MON	TUE	WED	THU	FRI	SAT	SUN
26	27	28	29	30	1	2
3						
		12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

9:41

Care Takers

Current care takers

Osama Ali

Osamaali2303@gmail.com

Osama Ali

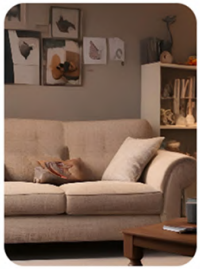
Osamaali2303@gmail.com

ADD CARE GIVER

9:41

Scanning

SCAN QR | SHOW QR



SCAN THE QR CODE FORM THE CARE GIVER PHONE

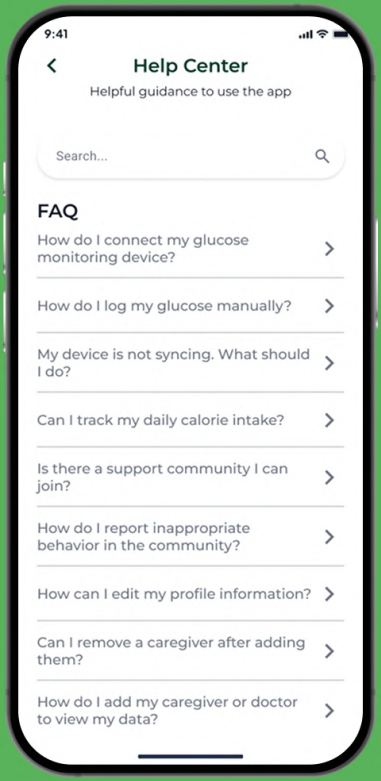
9:41

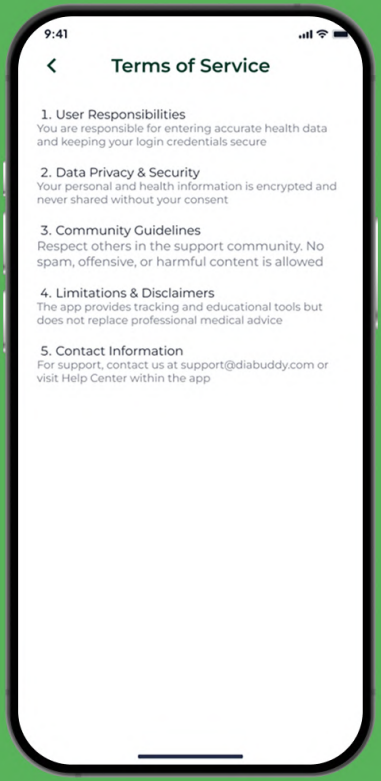
Scanning

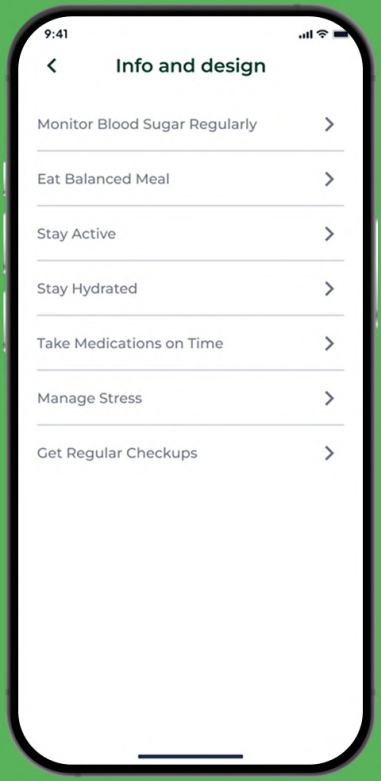
SCAN QR | SHOW QR

PATIENT SHOULD SCAN THIS QR CODE


9:41
Emergency map
ROD EL-FARAG
Fairmont Nile City Hotel
Didos Al Dente
ZAMALEK
AL-SABTIYYA
Al Sableya St
El Sawy Cultural Wheel
Kornish Al Nil St
Shams St
El Zahir St
BOULAK
Cairo Marriott Hotel & Omar Khayyam Casino
AL-AZBAKEYA
Gezira Sporting Club
6th October Bridge
Chaar Hachamaim Synagogue
Cairo Tower
BAB AL LUQ
Abdin Palace
Mahmoud Mukhtar Museum
Mahmoud Khaleel
Cairo University Hospitals
Faculty of Pharmacy
AL-SAYYIDA ZEINAB
5 minutes away
1km
CARETAKER NAME: DR ANAS
ping

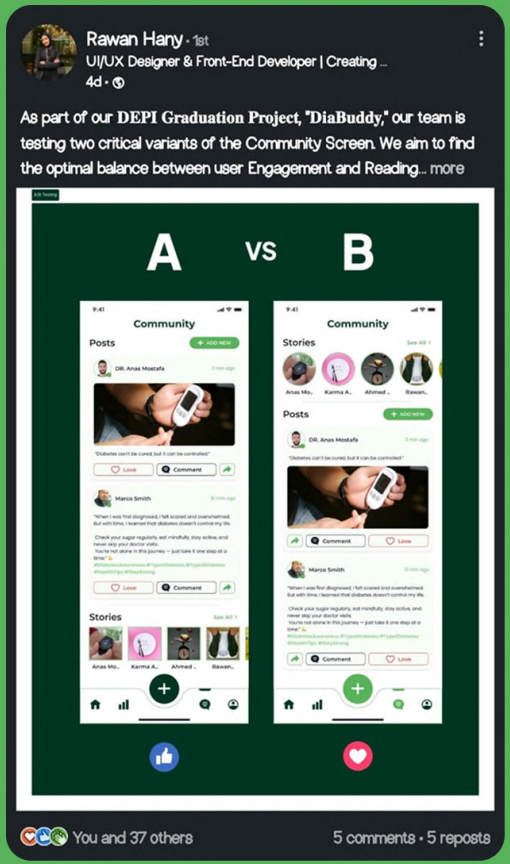

9:41
Help Center
Helpful guidance to use the app
Search...
FAQ
How do I connect my glucose monitoring device?
How do I log my glucose manually?
My device is not syncing. What should I do?
Can I track my daily calorie intake?
Is there a support community I can join?
How do I report inappropriate behavior in the community?
How can I edit my profile information?
Can I remove a caregiver after adding them?
How do I add my caregiver or doctor to view my data?


9:41
Terms of Service
1. User Responsibilities
You are responsible for entering accurate health data and keeping your login credentials secure
2. Data Privacy & Security
Your personal and health information is encrypted and never shared without your consent
3. Community Guidelines
Respect others in the support community. No spam, offensive, or harmful content is allowed
4. Limitations & Disclaimers
The app provides tracking and educational tools but does not replace professional medical advice
5. Contact Information
For support, contact us at support@diabuddy.com or visit Help Center within the app


9:41
Info and design
Monitor Blood Sugar Regularly
Eat Balanced Meal
Stay Active
Stay Hydrated
Take Medications on Time
Manage Stress
Get Regular Checkups

PHASE 5

TESTING



AB Testing

3 (8.6%) **32 (91.4)**

after conducting the AB test on the community page in the app (*using a LinkedIn post*) the second version was selected **(Version B)**

It was selected because:

1. Version B has a clearer visual hierarchy with stories placed naturally at the top.
2. It separates content better, making the layout cleaner and easier to scan.
3. The balanced spacing and alignment give it a more modern, organized feel.


DIABUDDY
THANKS