



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

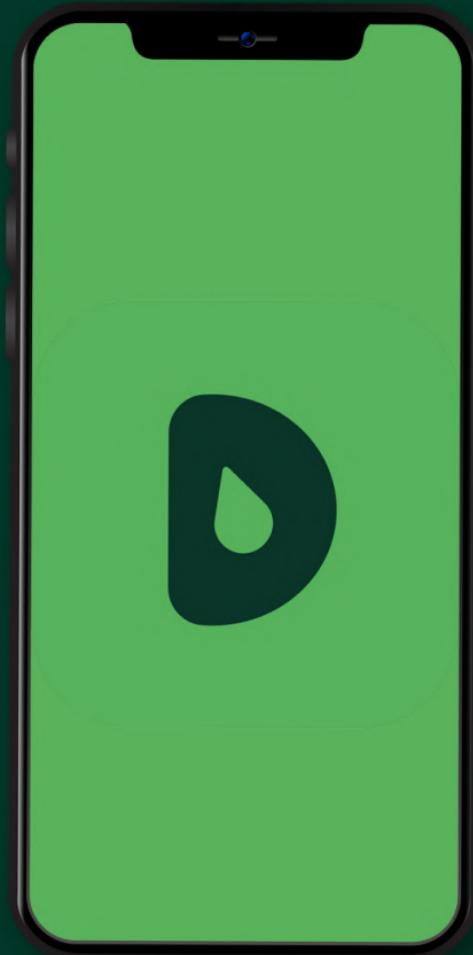
People living with diabetes grapple with fragmented daily management: 70% battle inconsistent meal planning and adherence, relying on manual tracking of blood glucose, calories, and nutrients amid fluctuating levels. Emotional isolation and stress affect 65%, compounded by inadequate family support and 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



Ahmed Eid



Rawan Hany



Karma Adnan

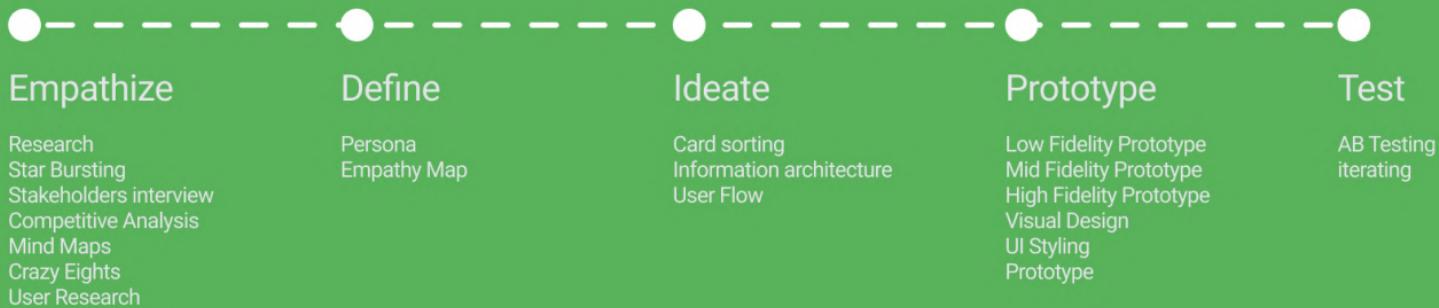


Ibrahim Sayed



Merola Ashraf

Design Process

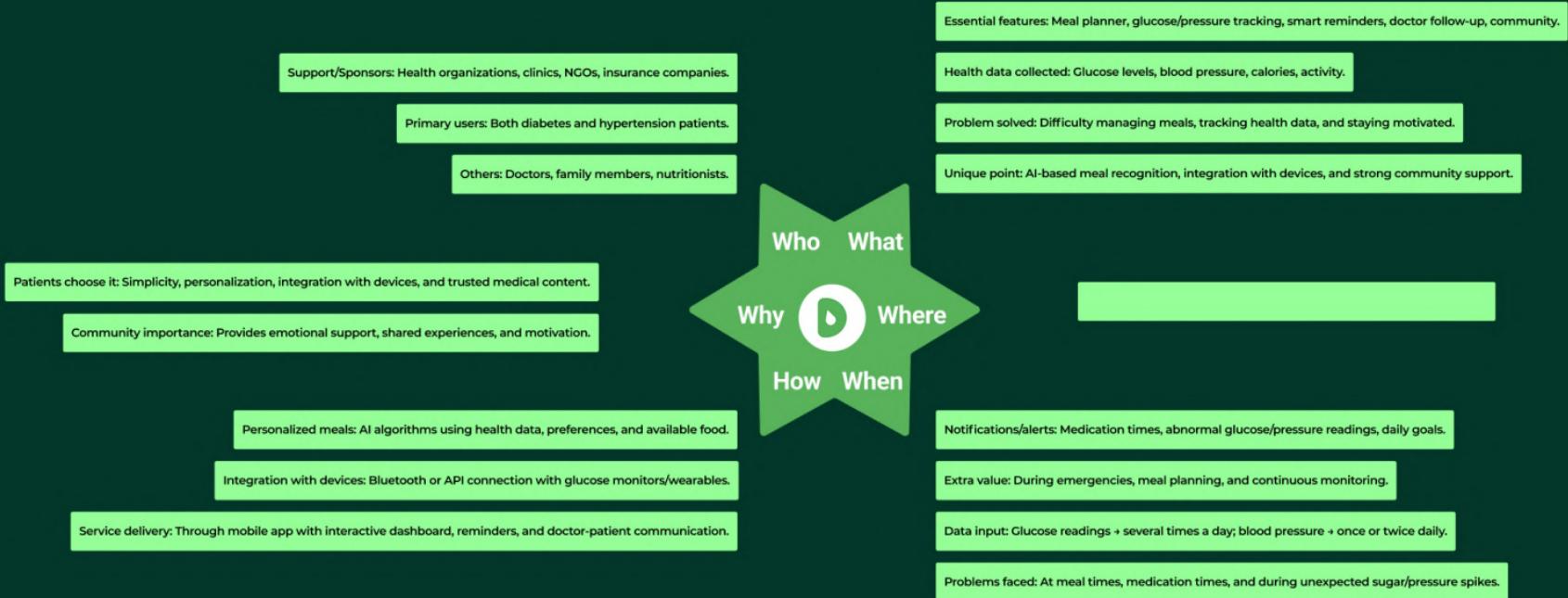




PHASE 1

EMPATHIZE

Star Bursting



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?

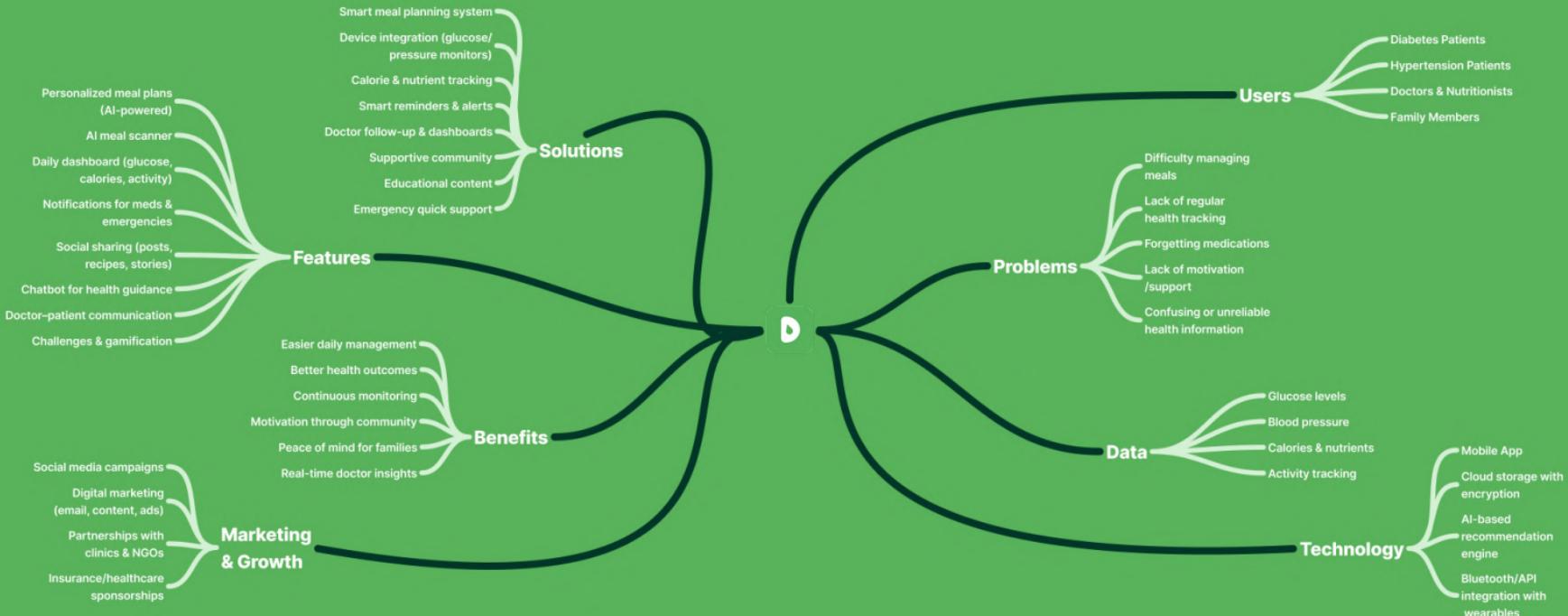
What's your biggest
concern about user
adoption?

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



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

AGE



Section 1: Demographical Questions

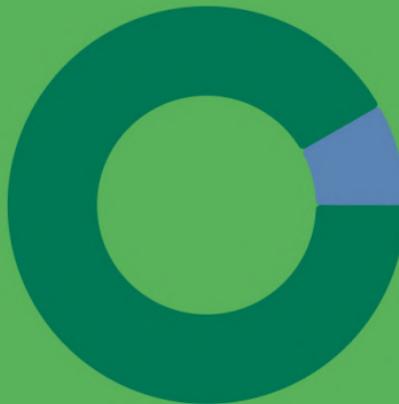
GENDER



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%



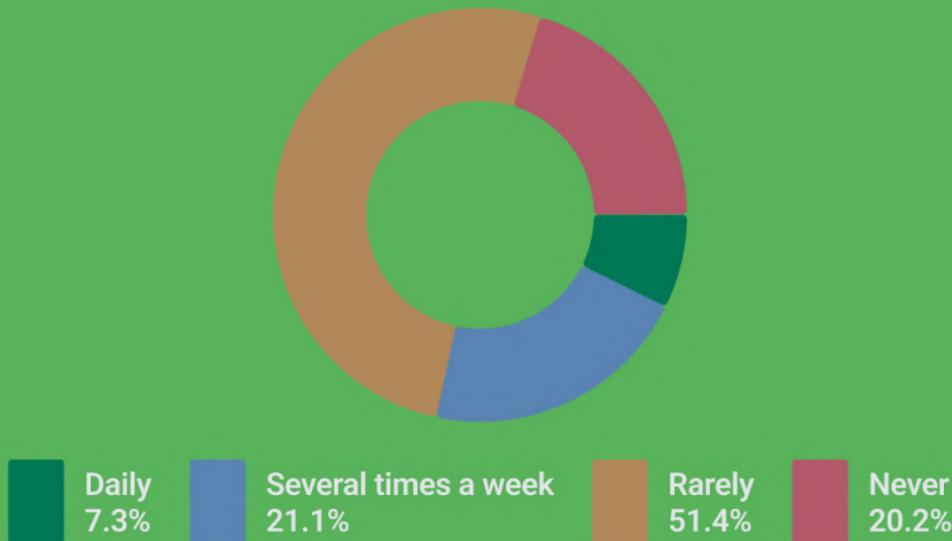
Rarely
38.5%



Never
15.6%

Section 2 : General Questions

HOW OFTEN DO YOU EXERCISE?



Section 2 : General Questions

DO YOU SMOKE?



Yes
93.6%

No
6.4%

DO YOU HAVE A FAMILY HISTORY OF DIABETES?



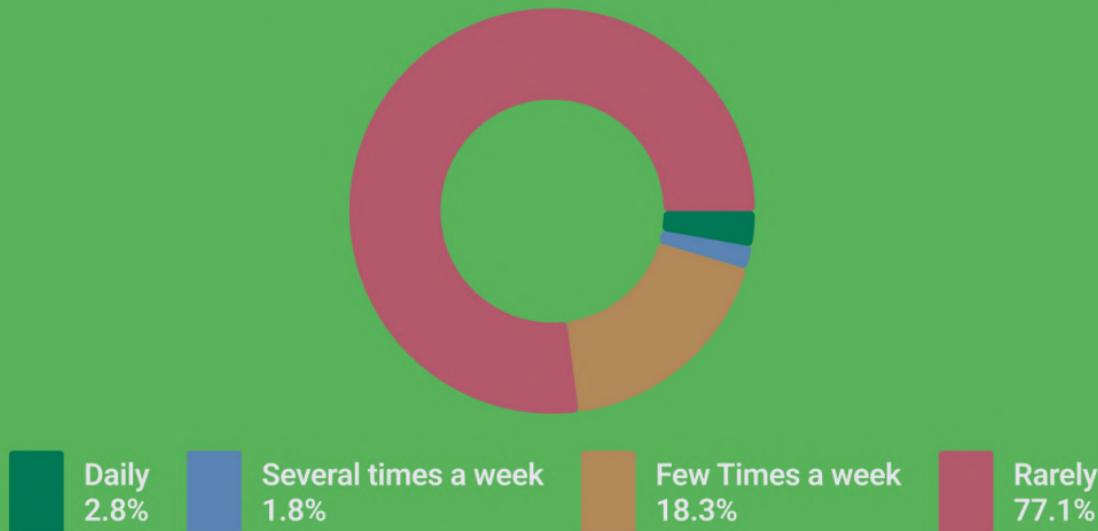
Yes
55%

No
34.9%

Maybe
10.1%

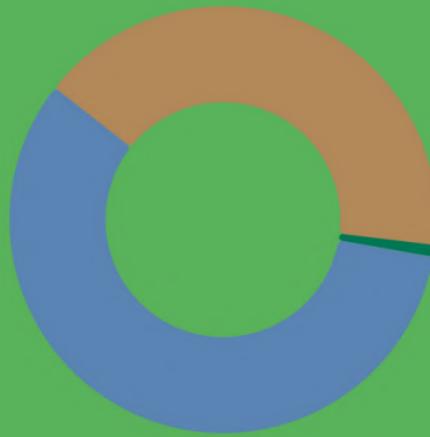
Section 2 : General Questions

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



Section 2 : General Questions

HOW WOULD YOU DESCRIBE YOUR EATING HABITS?



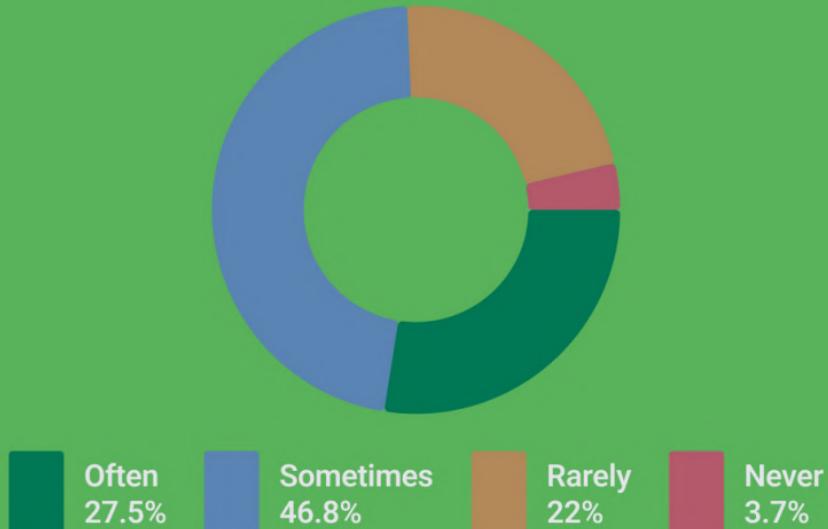
Very healthy
0.9%

Somewhat healthy
57.8%

Not very healthy
41.3%

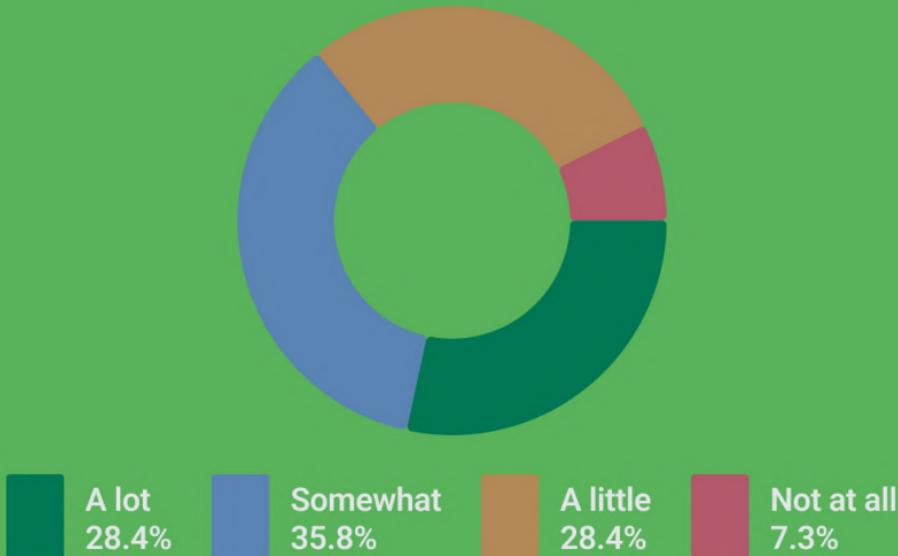
Section 2 : General Questions

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)



Section 2 : General Questions



Section 2 : General Questions



Section 3 : Diabetes Relevance Filter

WHAT IS YOUR CONNECTION WITH DIABETES?



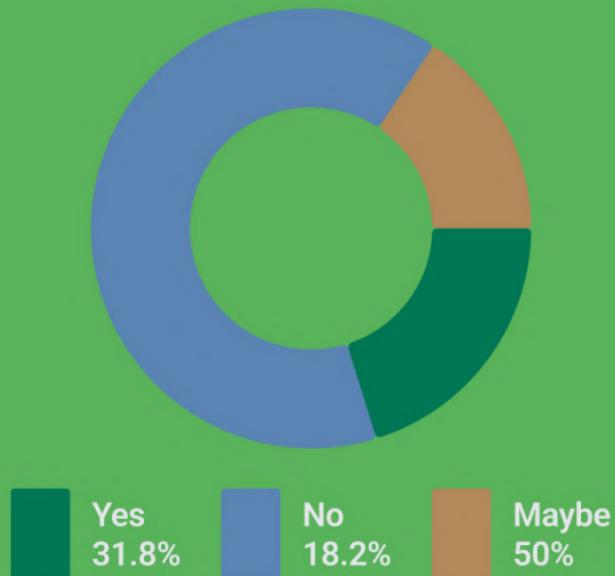
I have diabetes
20.2%

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?



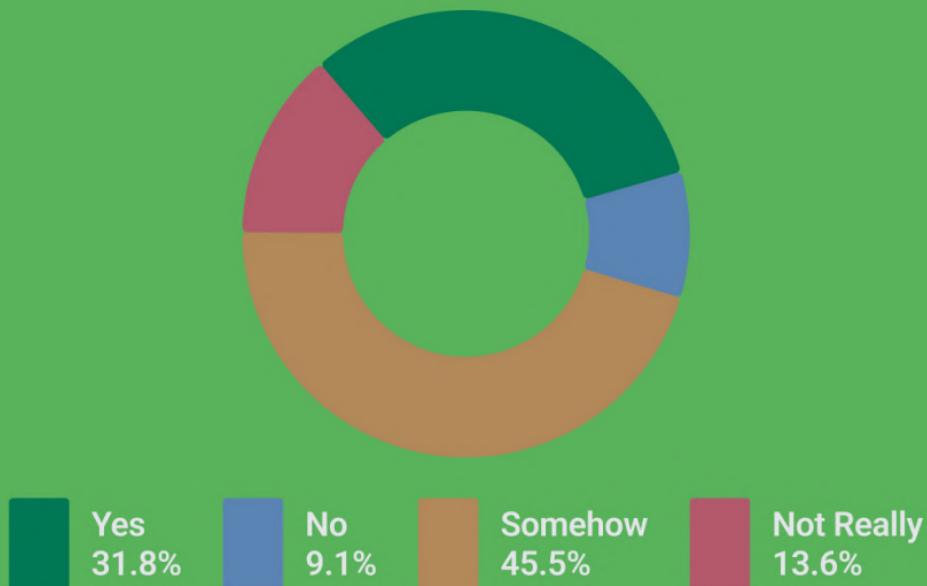
Yes
54.5%

No
31.8%

Maybe
13.6%

Section 4A : For People with Diabetes

DO YOU RECEIVE ENOUGH SUPPORT FROM FAMILY/FRIENDS?

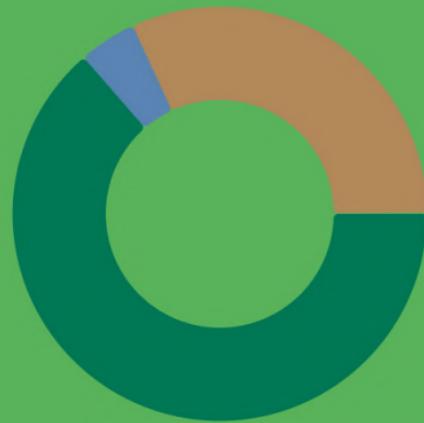


Section 4A : For People with Diabetes

DO YOU WANT REMINDERS FOR
MEDICATION & SUGAR CHECKS?



WOULD YOU LIKE TO JOIN A
DIABETES SUPPORT GROUP?



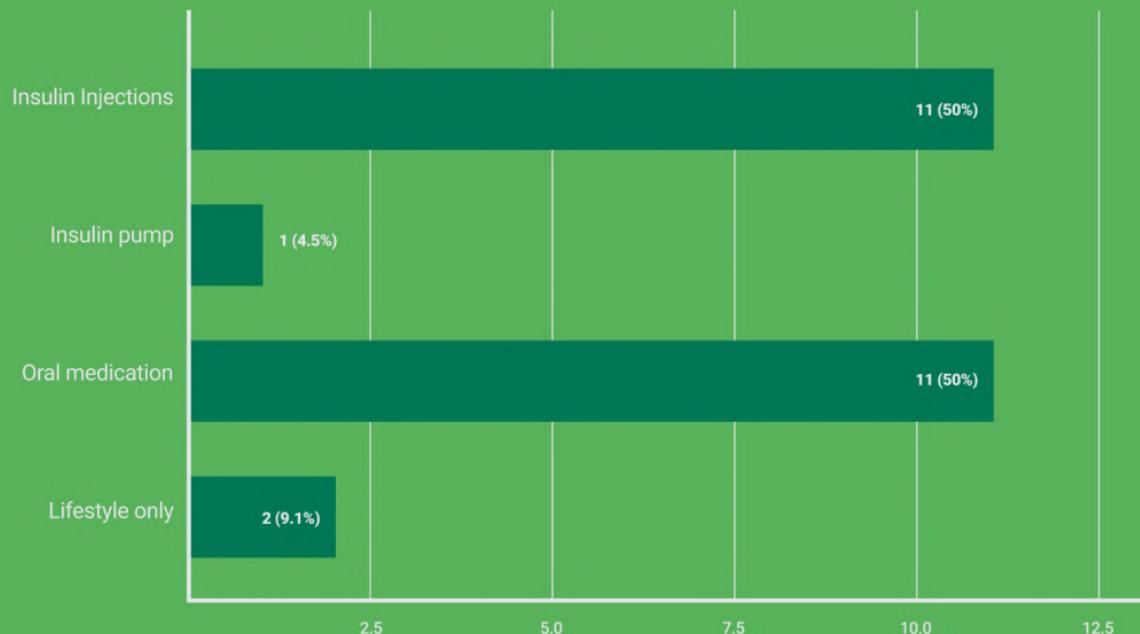
Section 4A : For People with Diabetes

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



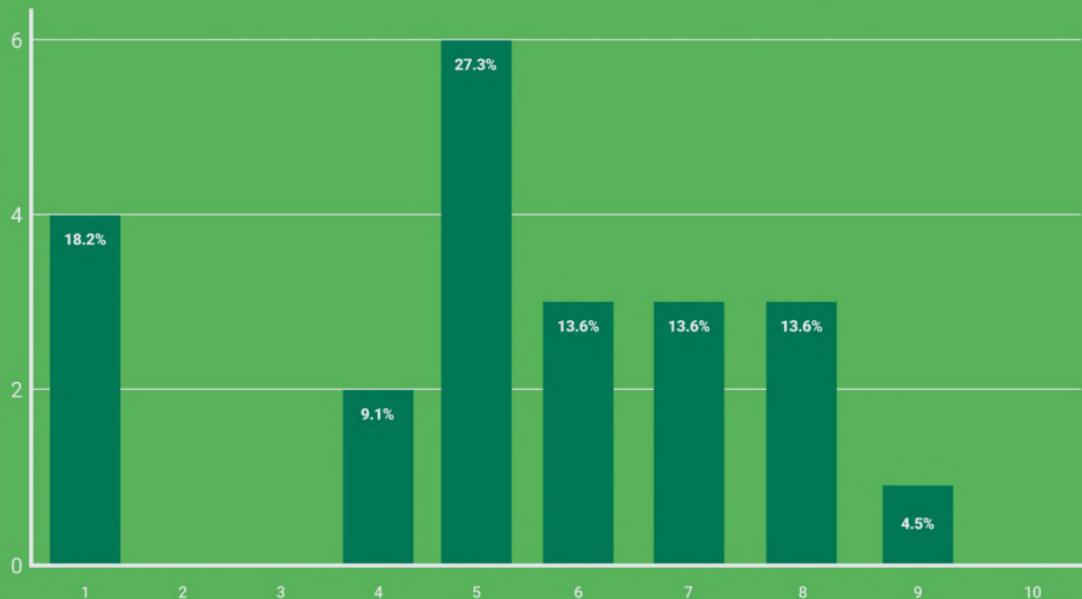
Section 4A : For People with Diabetes

WHAT TREATMENT DO YOU FOLLOW?



Section 4A : For People with Diabetes

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



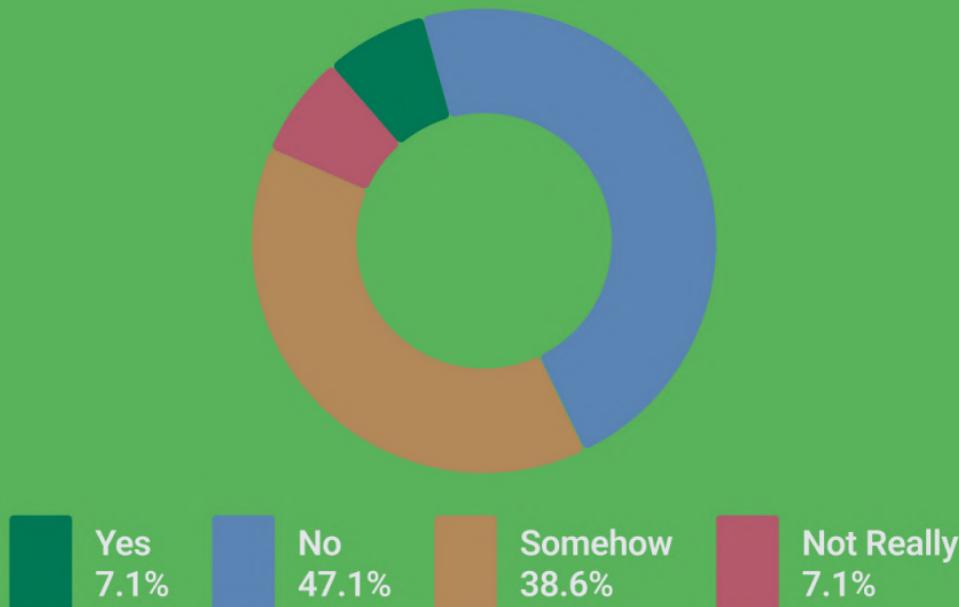
Section 4A : For People with Diabetes

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



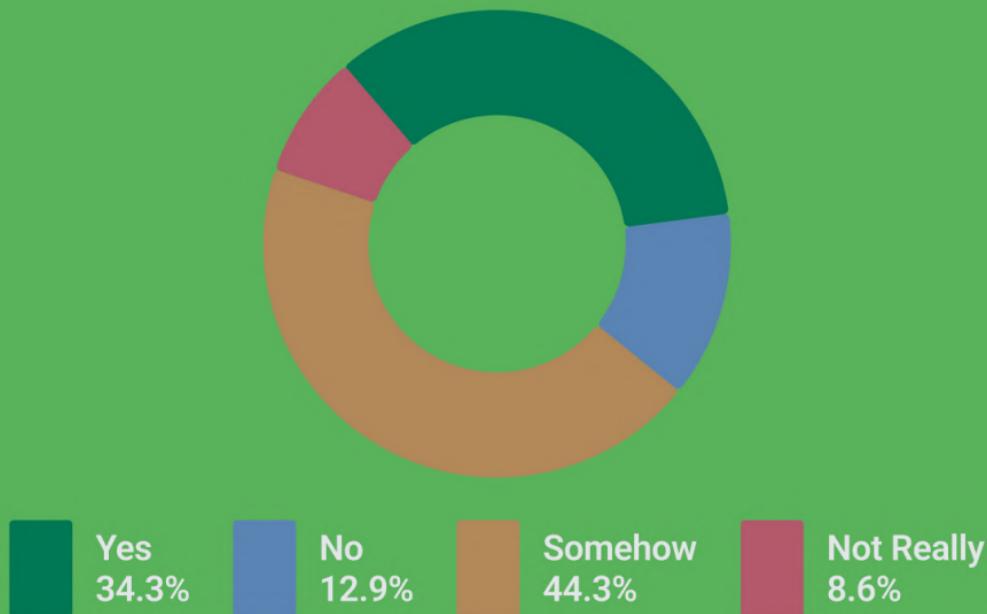
Section 4B : For People who Know Someone with Diabetes

DO YOU THINK PEOPLE WITH DIABETES FACE STIGMA?



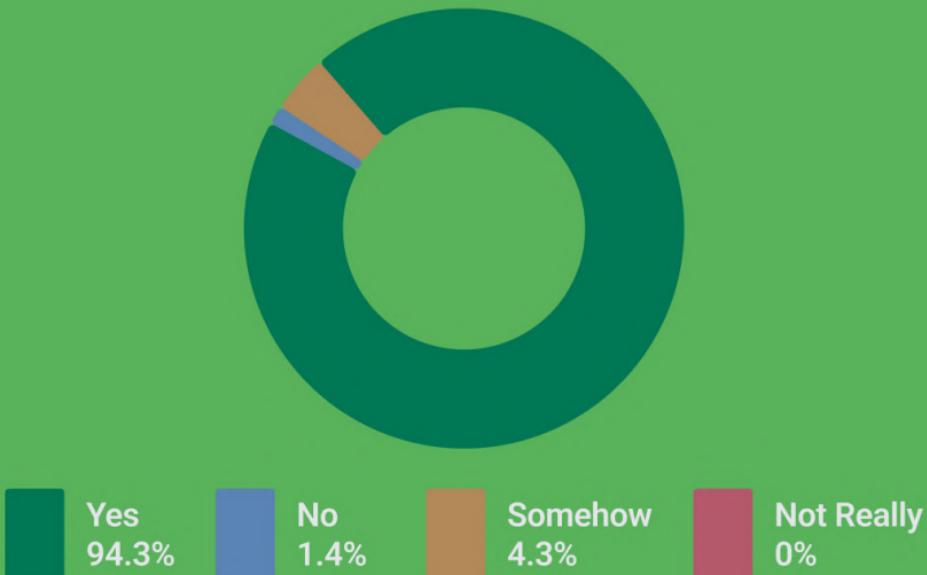
Section 4B : For People who Know Someone with Diabetes

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?

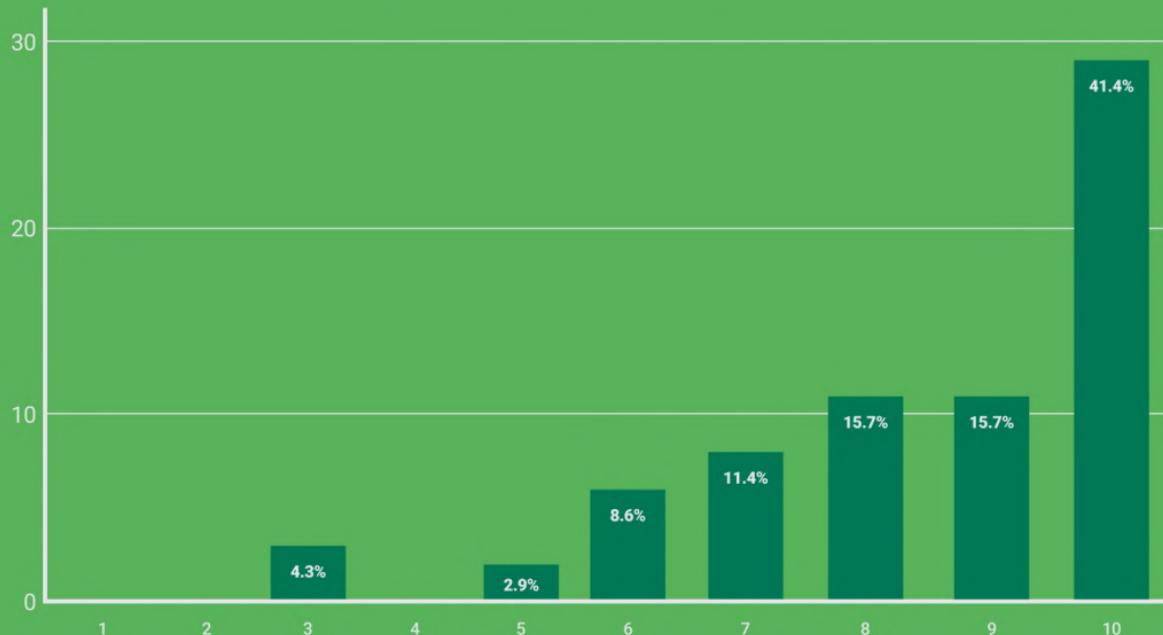


WOULD YOU LIKE APP FEATURES
FOR NON-DIABETICS TO SUPPORT
LOVED ONES?



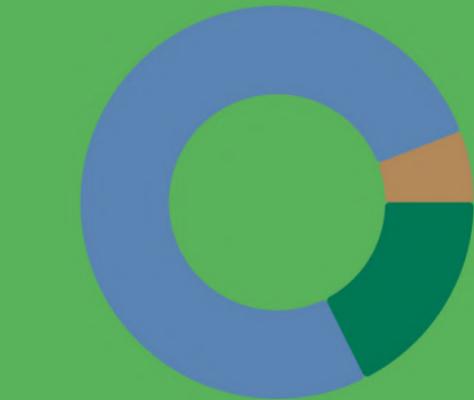
Section 4B : For People who Know Someone with Diabetes

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

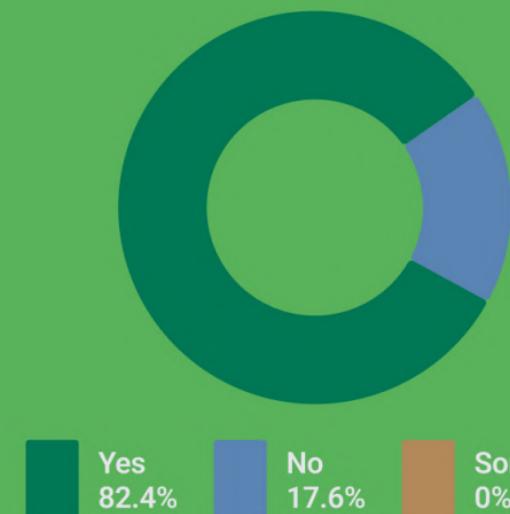


Section 4C : For People with No Connection

HAVE YOU EVER BEEN TESTED FOR DIABETES?

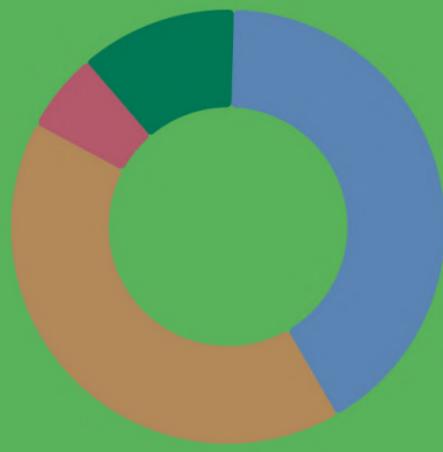


DO YOU KNOW THE DIFFERENCE BETWEEN TYPE 1 AND TYPE 2 DIABETES?



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?



Yes
58.8%



No
23.5%



Maybe
17.6%

Section 4C : For People with No Connection

SHOULD THE APP INCLUDE TIPS FOR
PREVENTING TYPE 2 DIABETES?



Yes
94.1%

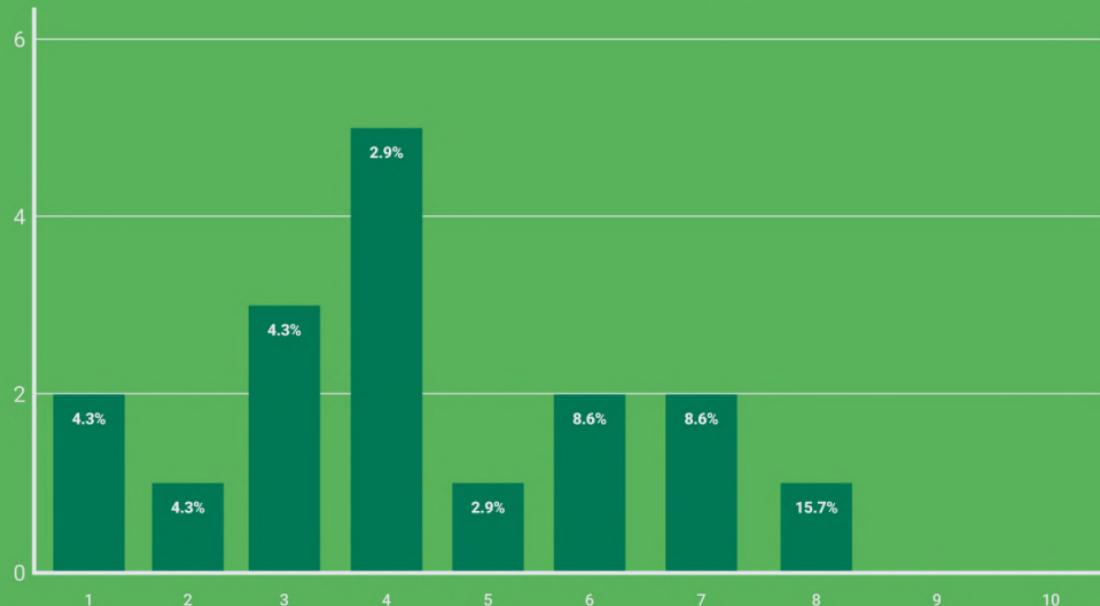
No
0%

Somehow
5.9%

Not Really
0%

Section 4C : For People with No Connection

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



A photograph showing two individuals in professional attire (suits) sitting at a light-colored wooden table. They are both looking down at tablets or smartphones held in their hands. On the table in front of them are two white coffee cups and saucers. The background is slightly blurred, suggesting an office or meeting room environment.

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.

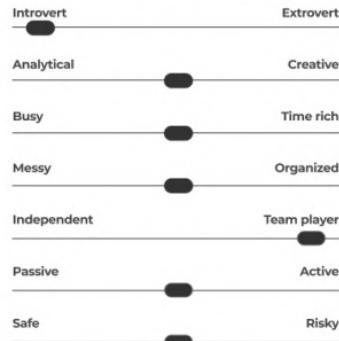
Needs and expectations

- 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



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.

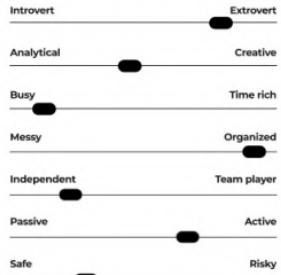
Needs and expectations

- 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.

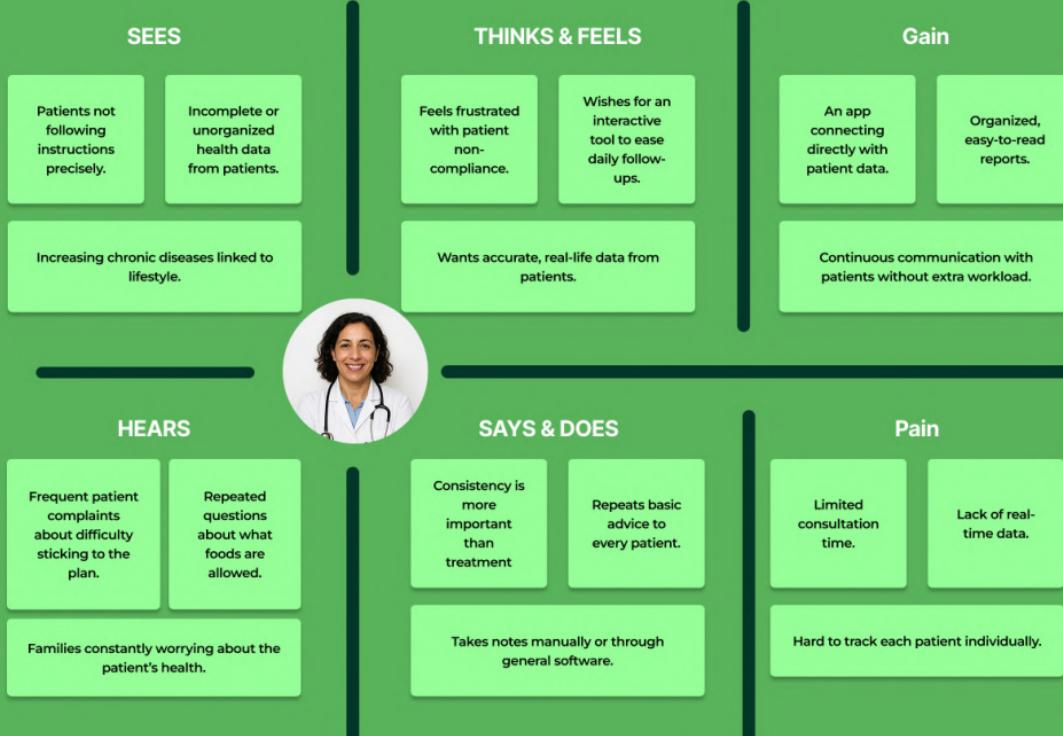
Pain points and frustrations

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

Empathy Map



Empathy Map



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

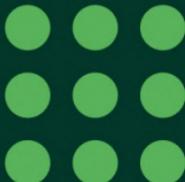


Awareness gaps were evident in ~17 general respondents, with 70% unaware of Type 1 vs. Type 2 differences, reinforcing the need for educational content on causes, symptoms, and effects as in the Diabetes Research document.

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).



A close-up photograph of a person's hand holding a clear incandescent lightbulb. The bulb is lit, casting a warm glow. The background is dark and out of focus, creating a dramatic effect. The word "IDEATE" is overlaid in large, bold, white capital letters.

PHASE 3

IDEATE

Card Sorting

Screen 1: On boarding

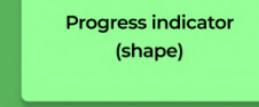
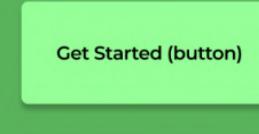
Rawan



Darine



Ibrahim



Screen 2: Sign up

Rawan	Darine	Ibrahim
Back button (icon)	Back button (icon)	Back button (icon)
Sign Up (text)	Sign Up (text)	Sign Up (text)
Create your account to start tracking your health (text)	Create your account to start tracking your health (text)	
Name (field)	Name (field)	Name (field)
Email (field)	Email (field)	Email (field)
Password (field)	Password (field)	Password (field)
Confirm password (field)	Confirm password (field)	Confirm password (field)
Agree to terms & conditions (checkbox)	Agree to terms & conditions (checkbox)	Agree to terms & conditions (checkbox)
Continue (button)	Continue (button)	Continue (button)
Or Sign up with (text)	Or Sign up with (text)	Or Sign up with (text)
Google (icon)	Facebook (icon)	Apple (icon)
Facebook (icon)	Google (icon)	Apple (icon)
Apple (icon)	Facebook (icon)	Google (icon)
Have an account? Login (link)	Have an account? Login (link)	Have an account? Login (link)

Screen 3: Account Type

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

Screen 4: Dashboard

Rawan



Darine



Ibrahim

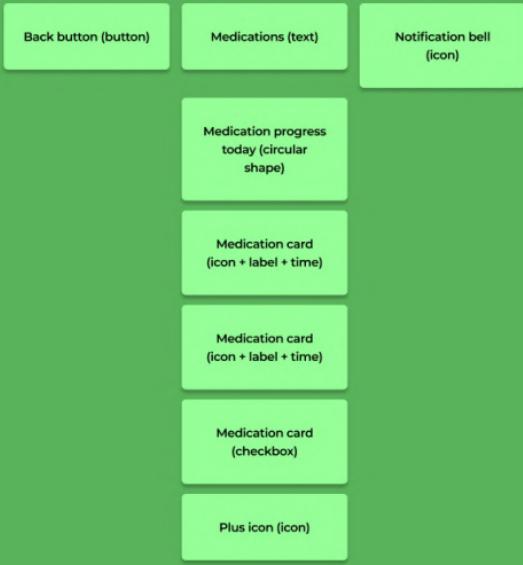


Screen 5: Blood glucose entry

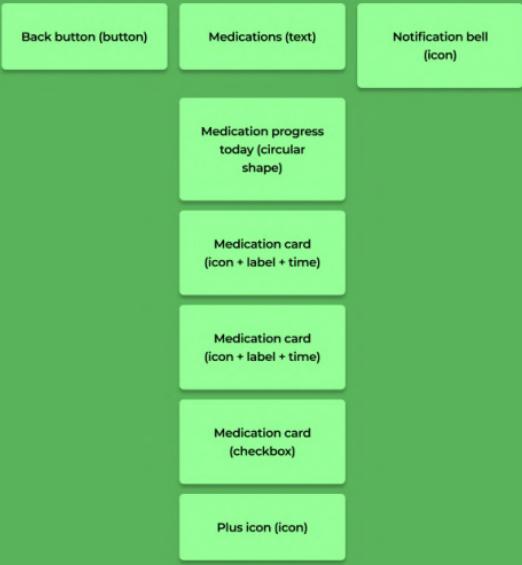
Rawan	Darine	Ibrahim
Glucose (text)	Glucose (text)	Glucose (text)
Date (picker)	Measuring time (picker)	Cancel (button)
Glucose level (field)	Glucose level (field)	Blood pressure (field)
Timा (picker)	Timा (picker)	Measuring time (picker)
Measuring time (picker)	Date (picker)	Timा (picker)
Date (picker)	Measuring time (picker)	Glucose level (field)
Continue button (button)	Blood pressure (field)	Timा (picker)
Blood pressure (field)	Timा (picker)	Save (button)
Timा (picker)	Date (picker)	
Save (button)	Save (button)	
Cancel	Cancel	

Screen 6: Medication

Rawan



Darine



Ibrahim

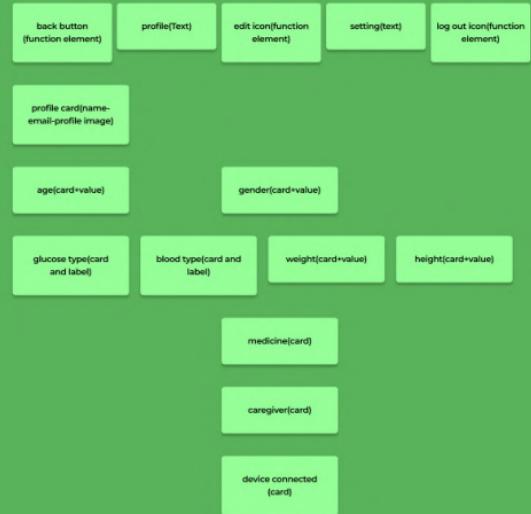


Screen 7: On Emergency click



Screen 8: Patient profile

Rawan



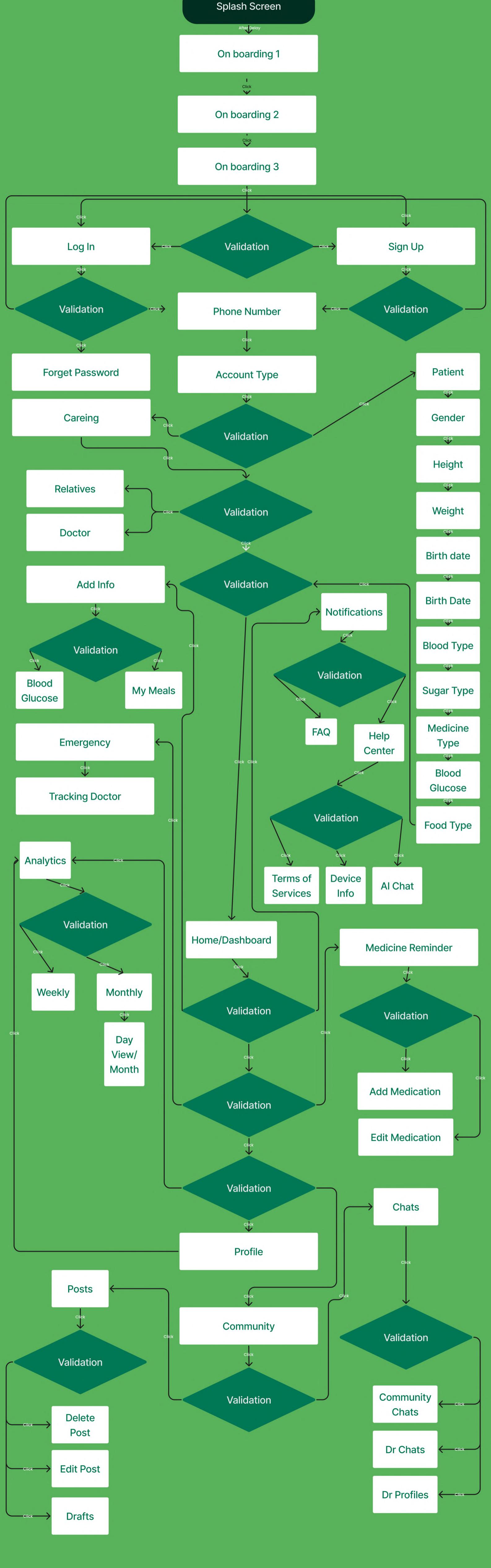
Darine



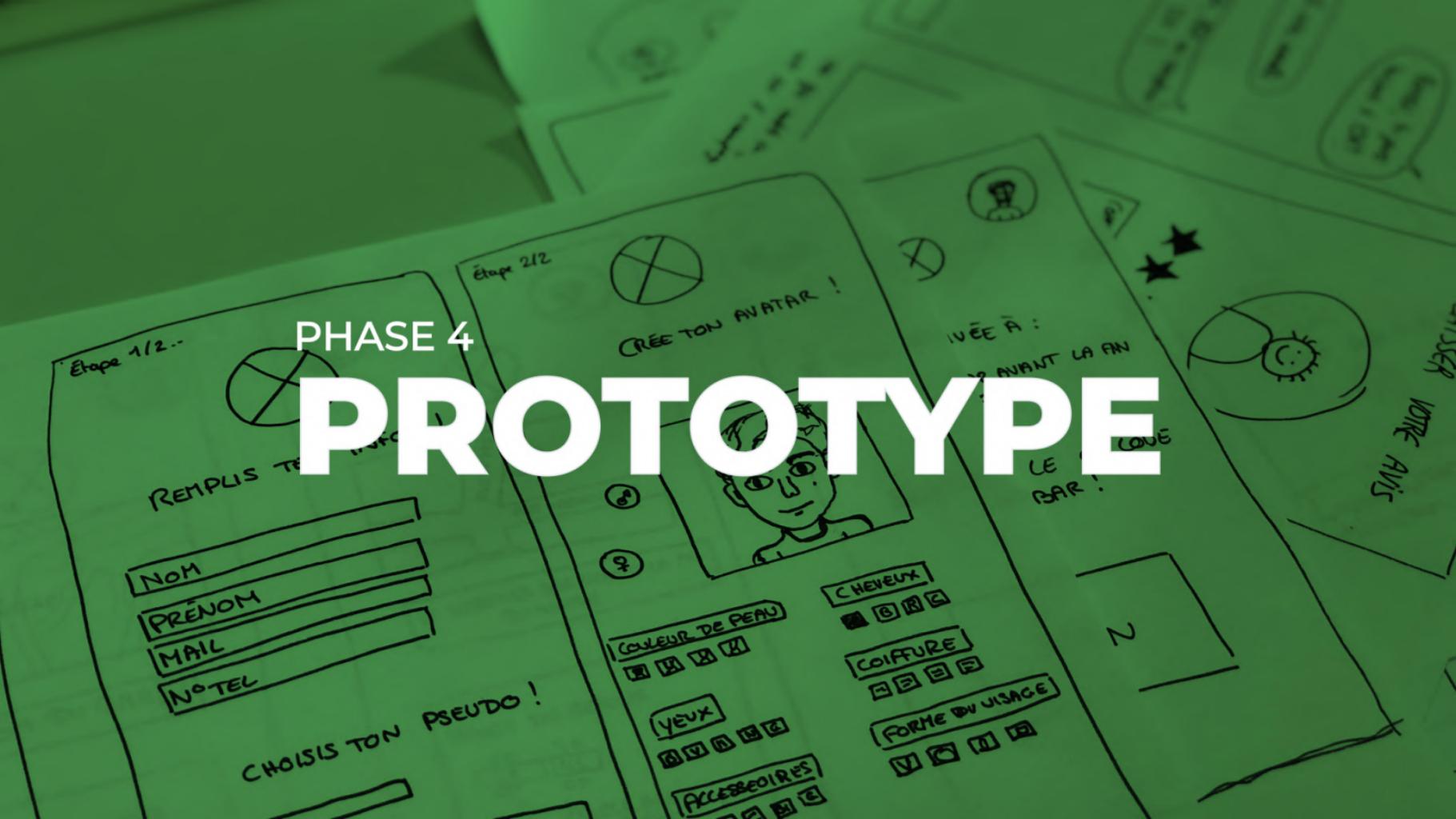
Ibrahim



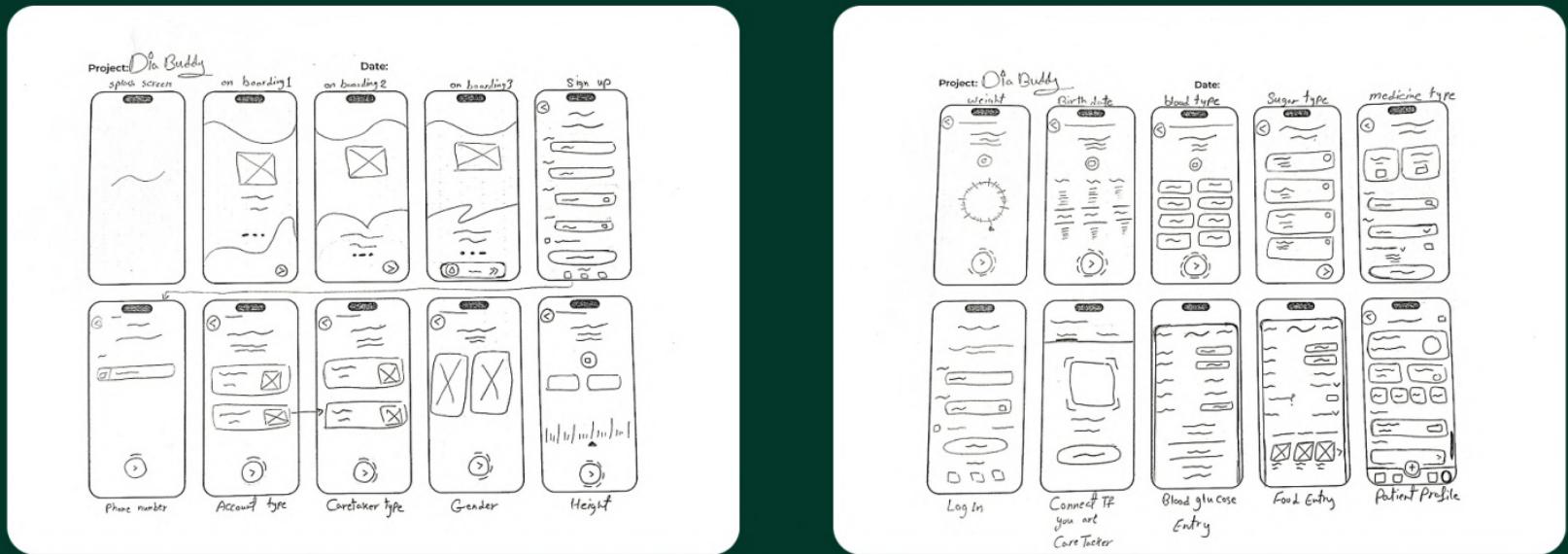
User flow



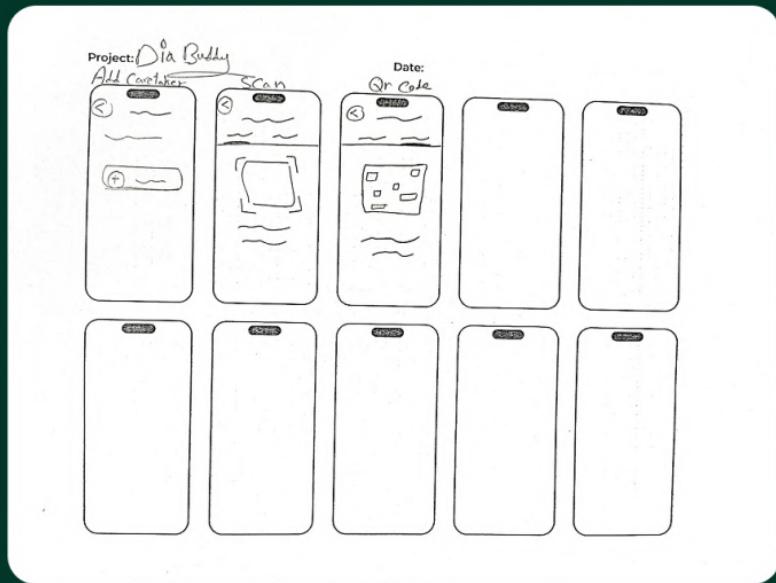
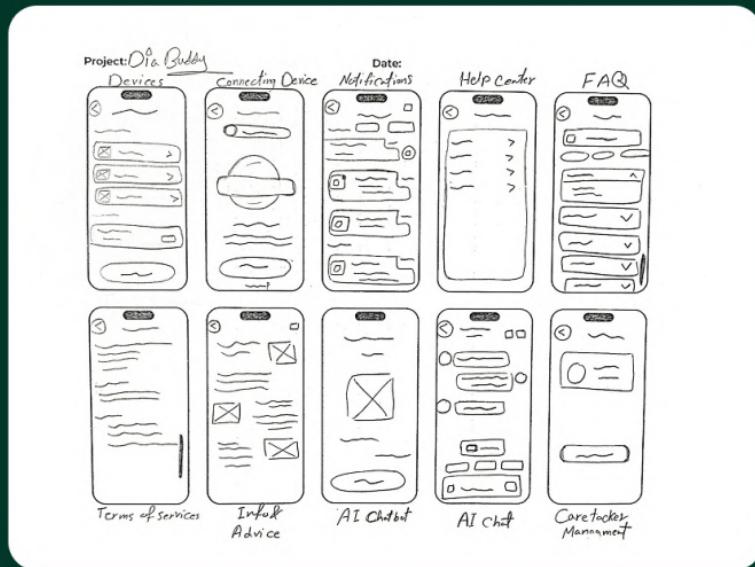
PHASE 4 PROTOTYPE



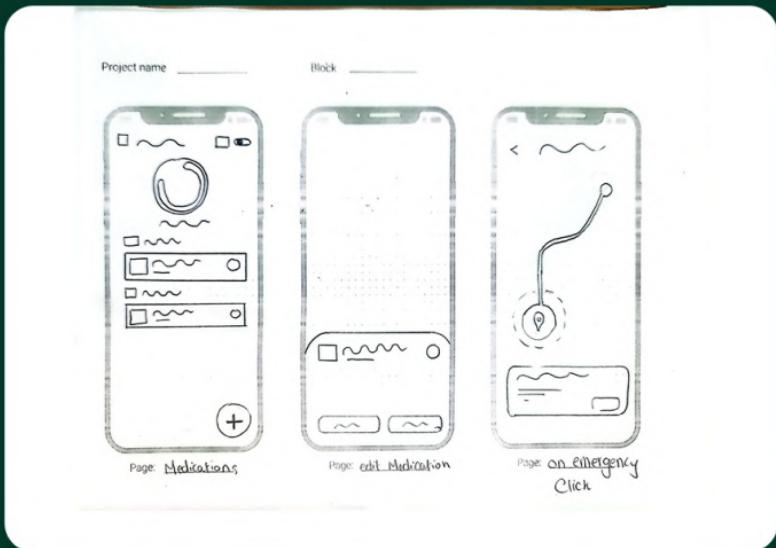
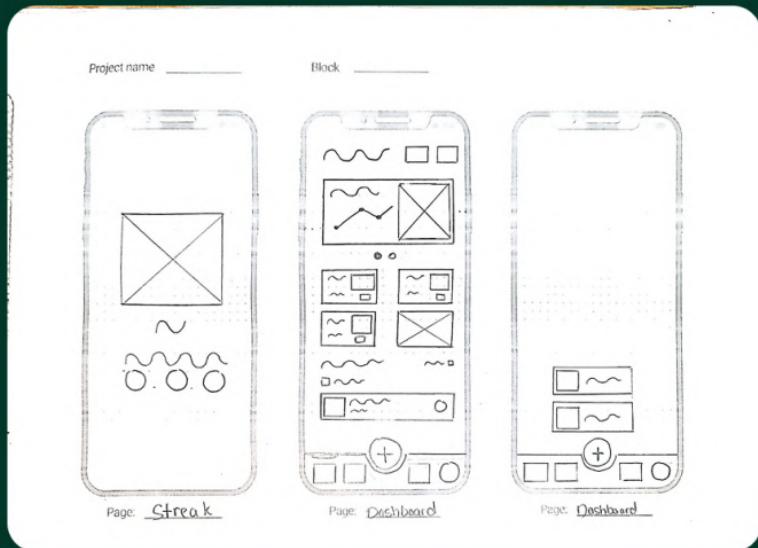
Low-Fidelity Prototype



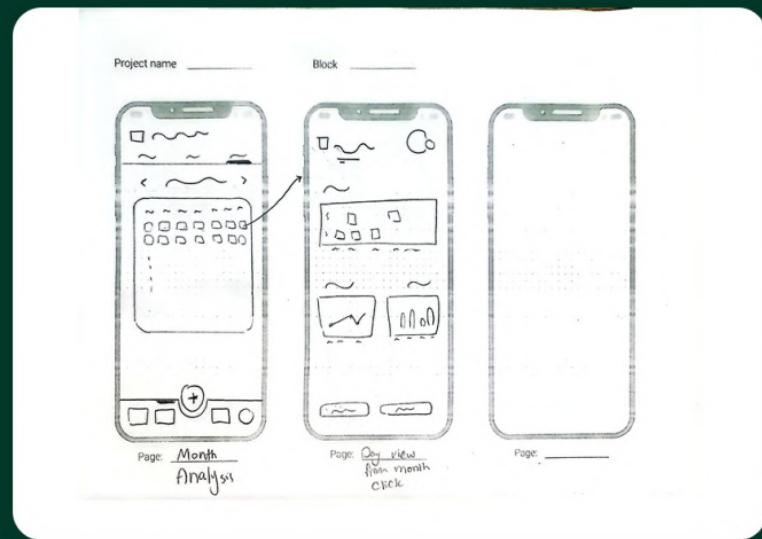
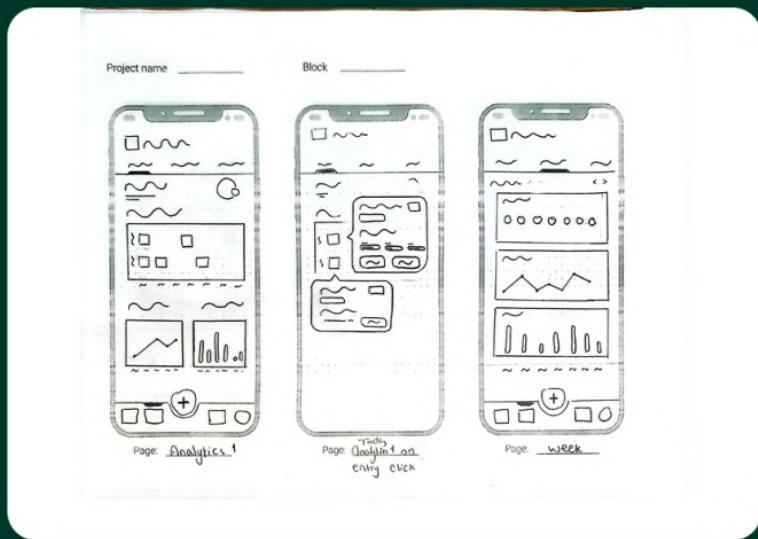
Low-Fidelity Prototype



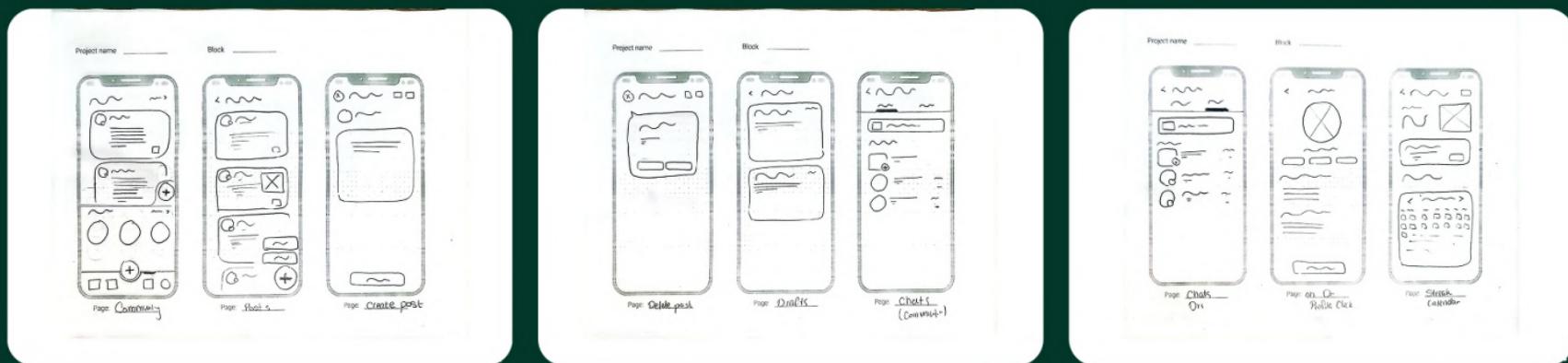
Low-Fidelity Prototype



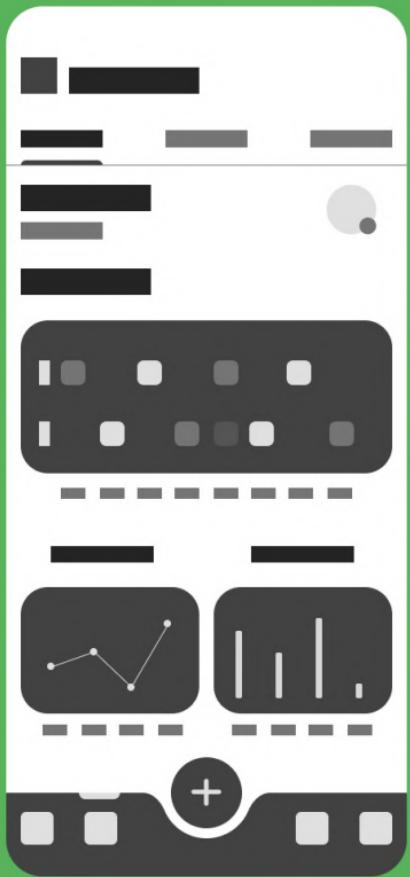
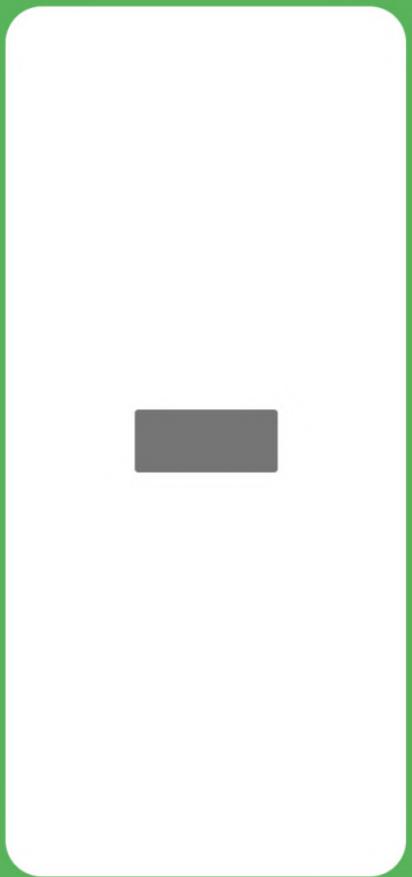
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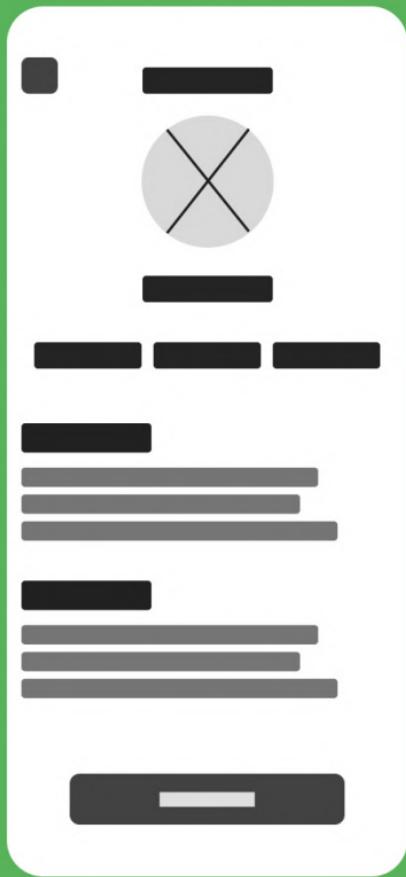
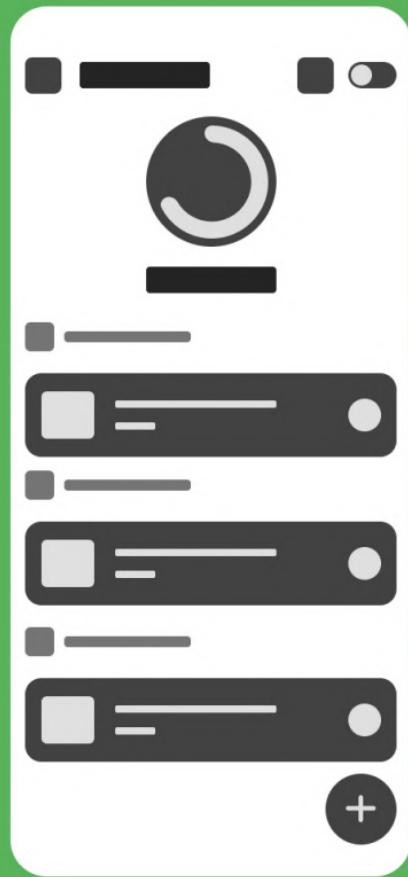


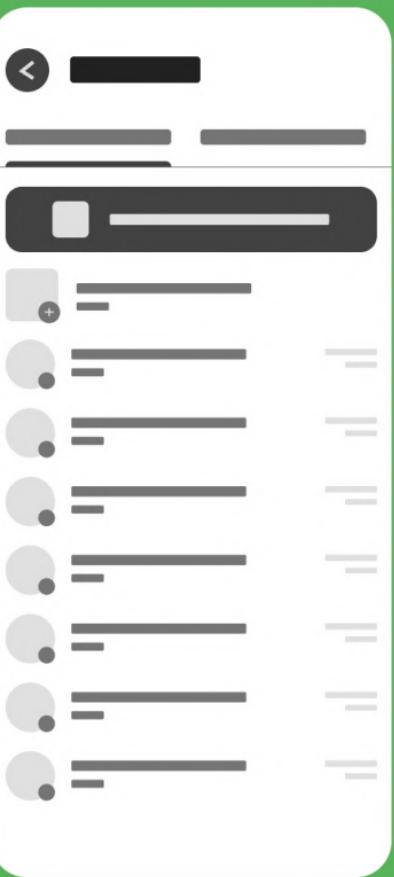
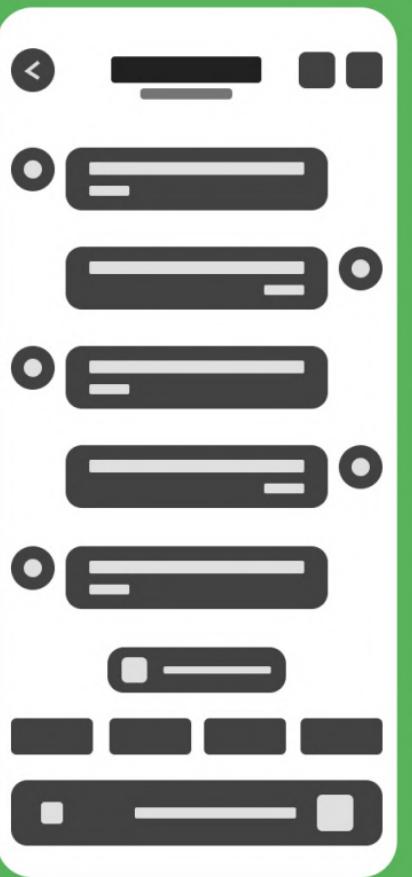
Low-Fidelity Prototype



Mid-Fidelity Prototype

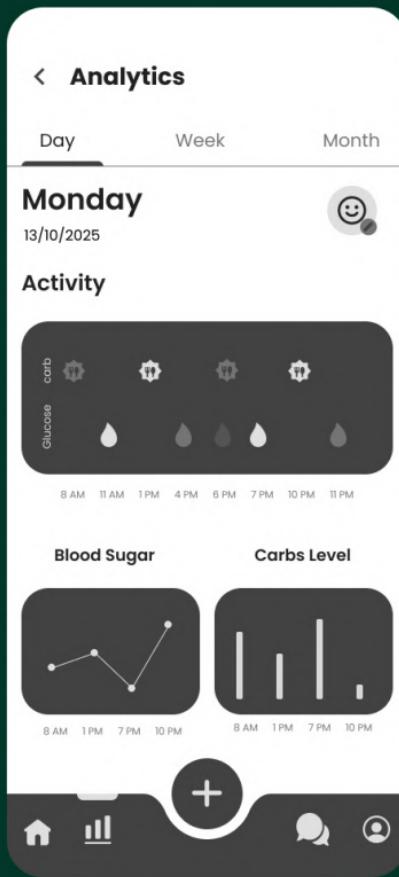
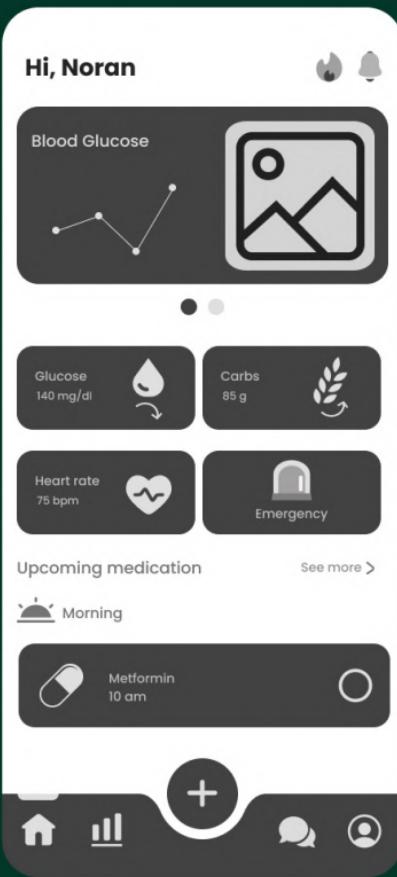


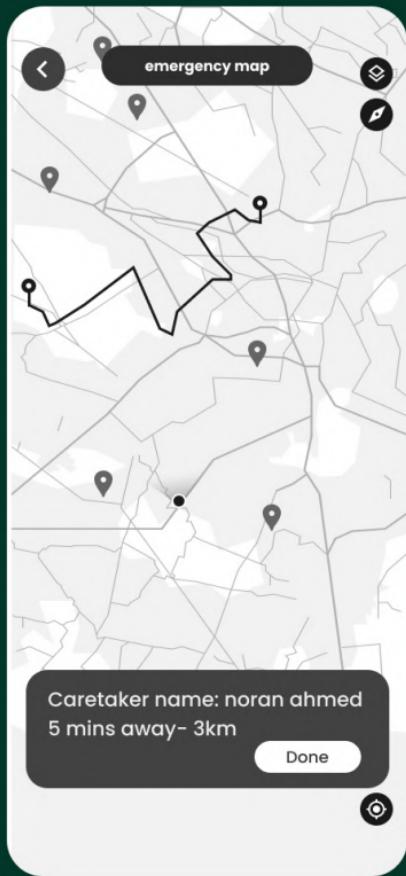
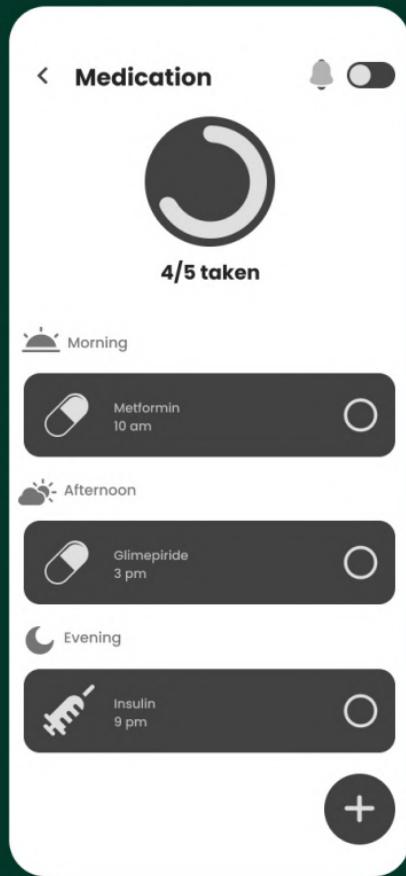
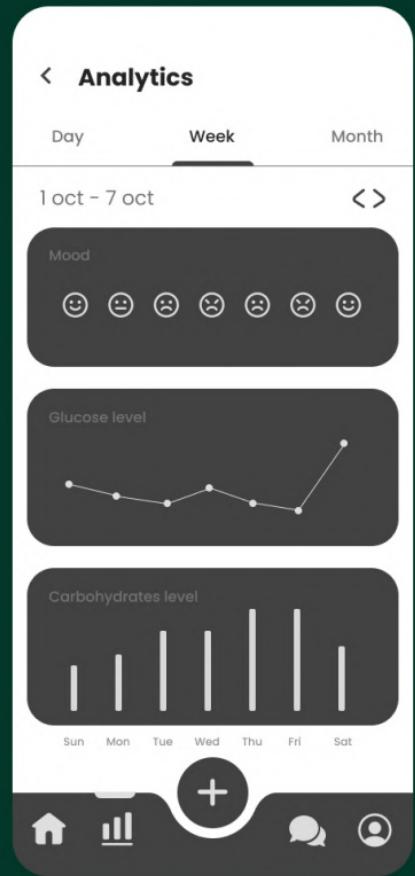




High-Fidelity Prototype

Dia





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.



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

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

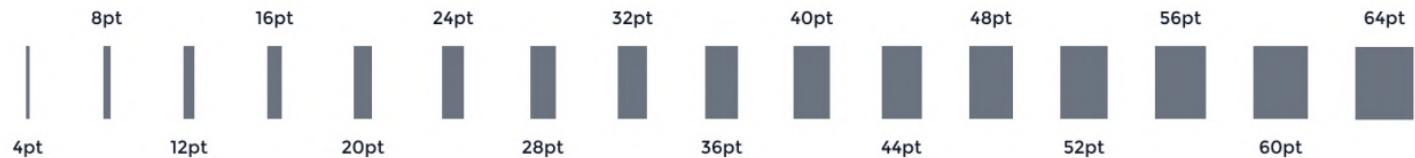
Rows Grid

Top: 44 px || Bottom: 34 px



Spacing

4 points grid



Color Palette

Primary colors



Natural colors



Functional colors



Accent colors



Typography

MONTSERRAT

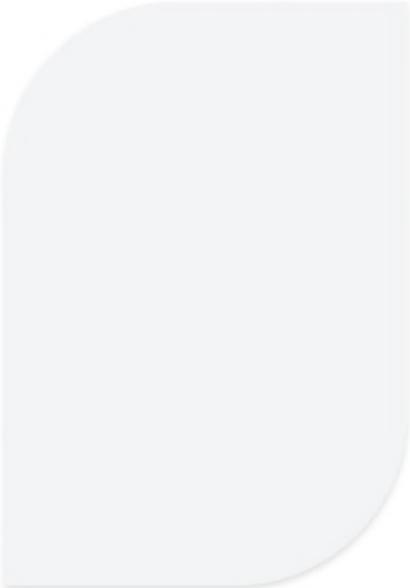
Bold - Semi-Bold - Medium - Regular

12 14 16 18 20 24 32 40 48

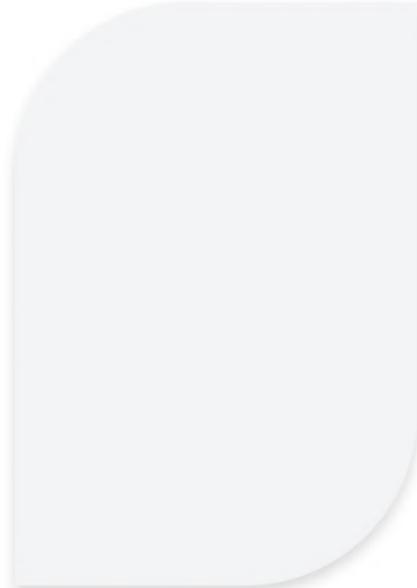
A, B, C, D, E, F, G, H, I, J, K,
L, M, N, O, P, Q, R, S, T, U, V,
W, X, Y, Z

Shadows

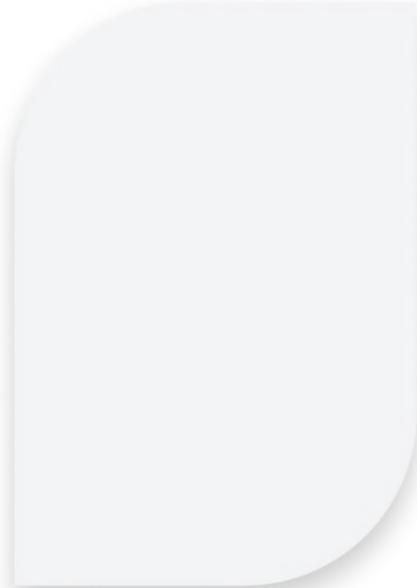
ELEVATION 1



ELEVATION 2



ELEVATION 3



UI Styling

DIA

Welcome to DiaBuddy

Your trusted companion for easier
diabetes care

Skip

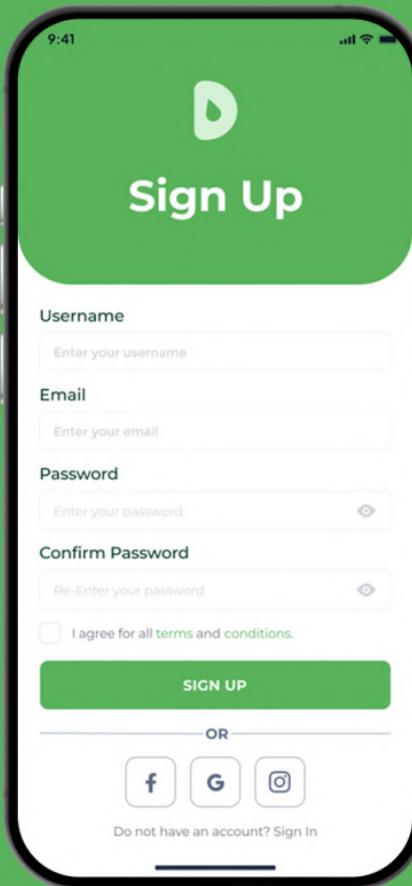
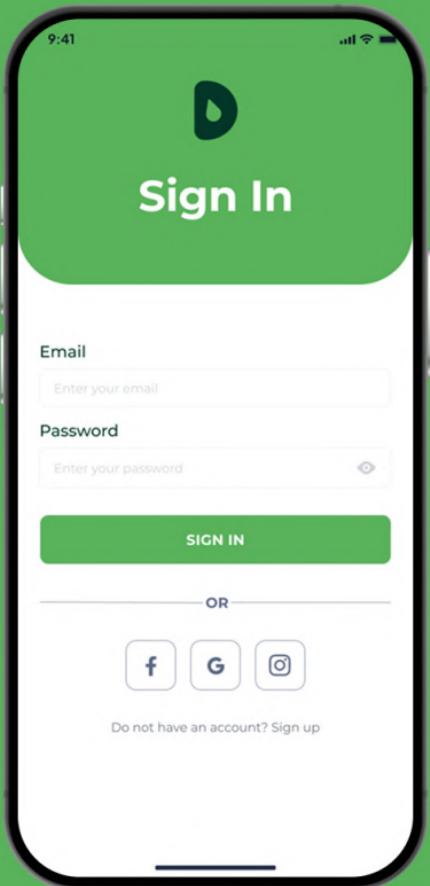
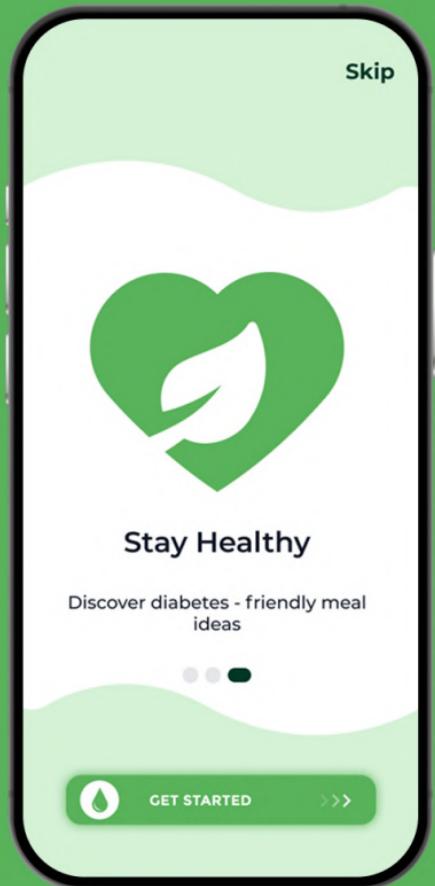


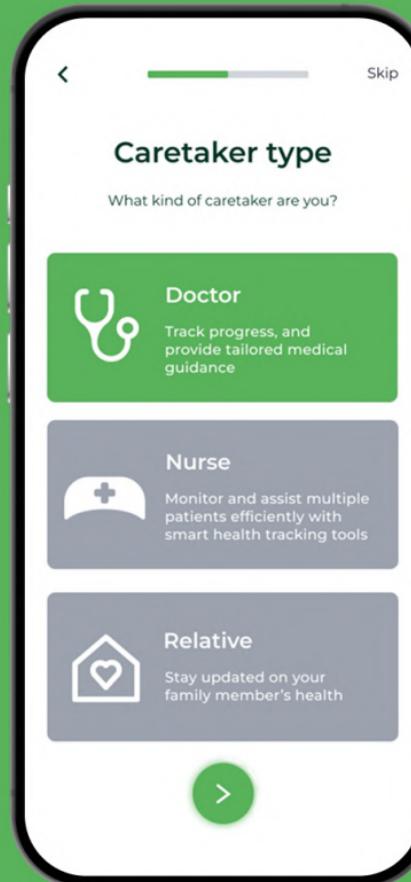
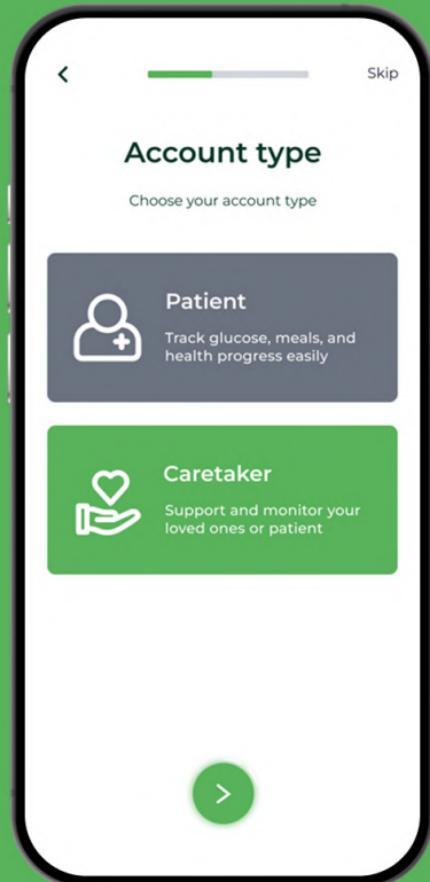
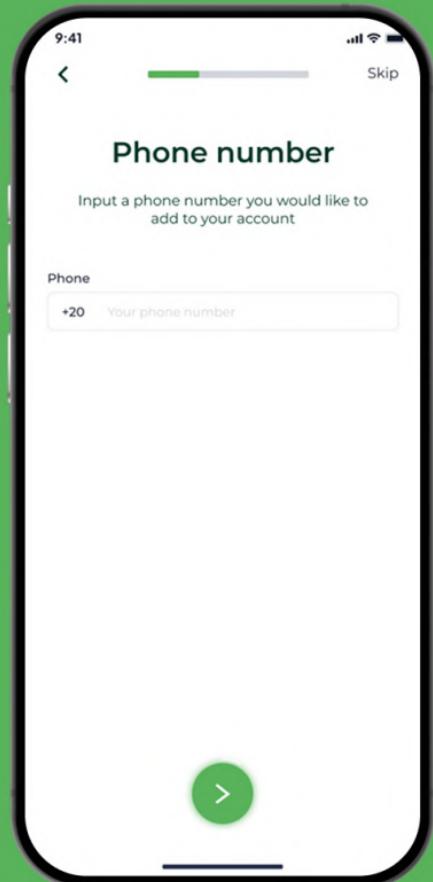
Diabetic care

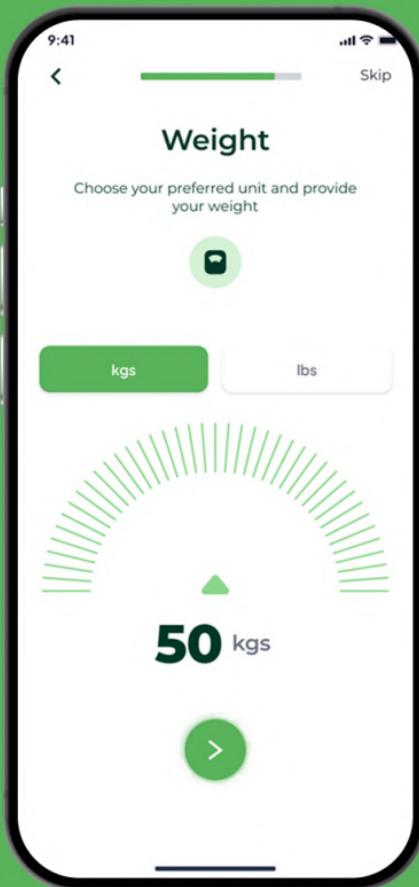
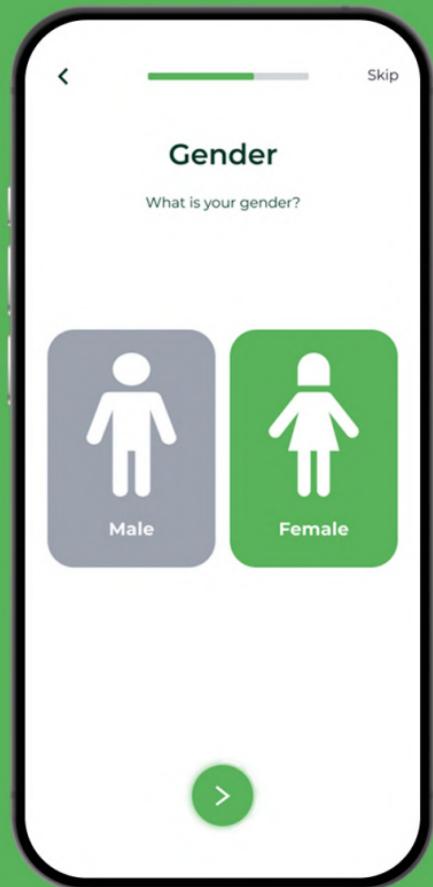
Manage diabetes, track blood sugar

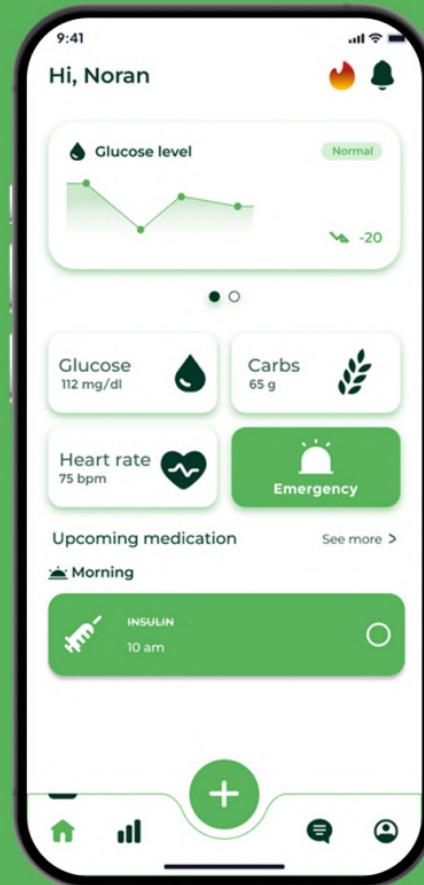
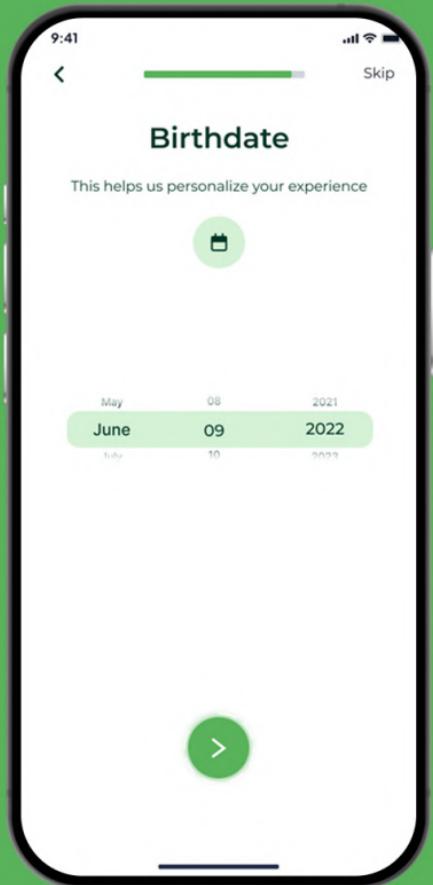
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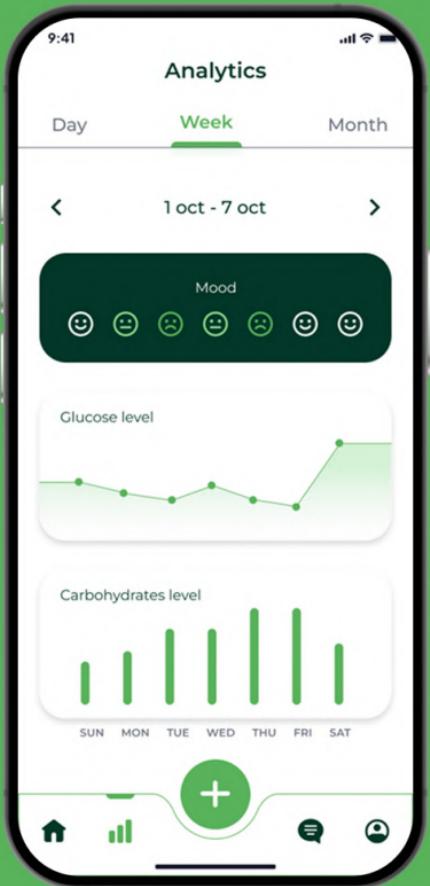
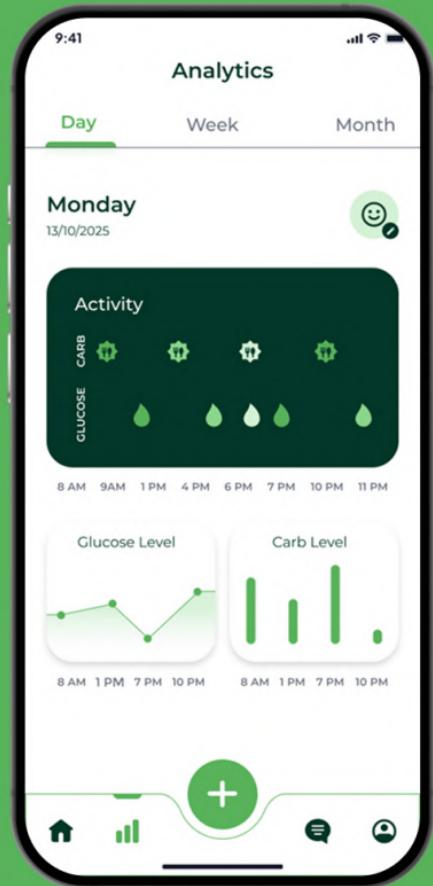


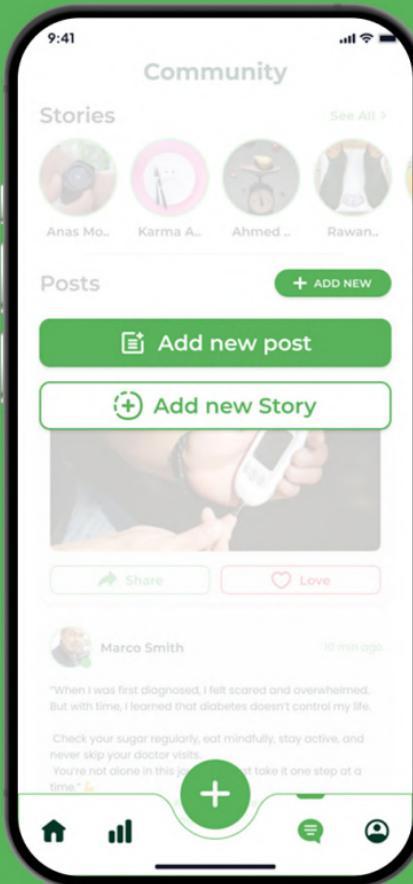
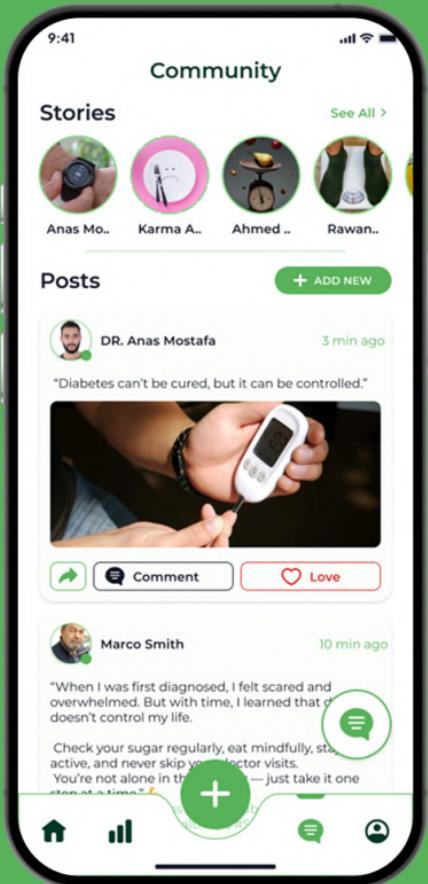
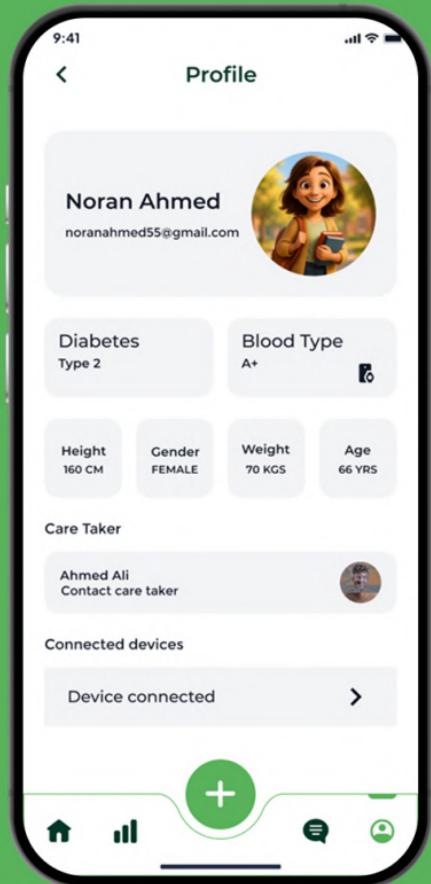


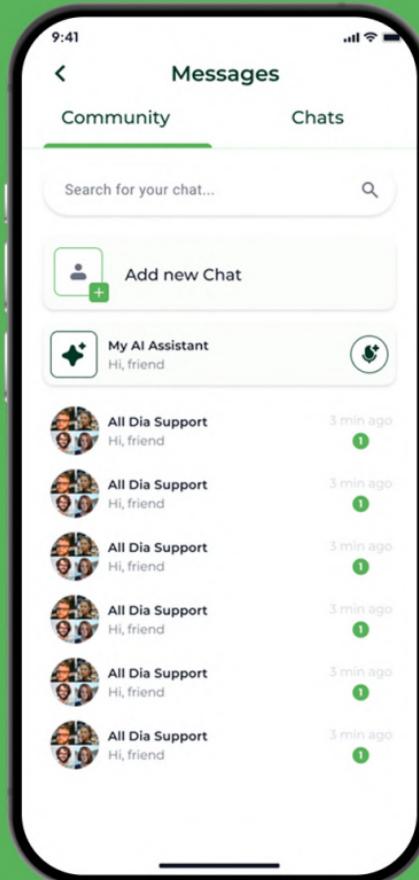
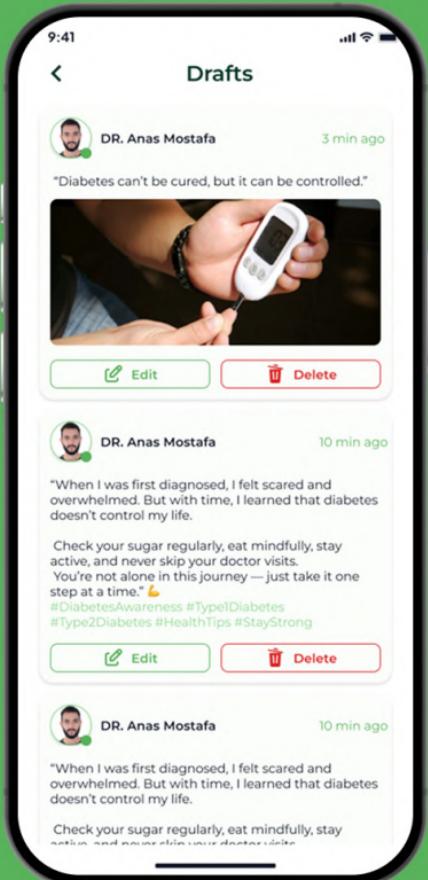


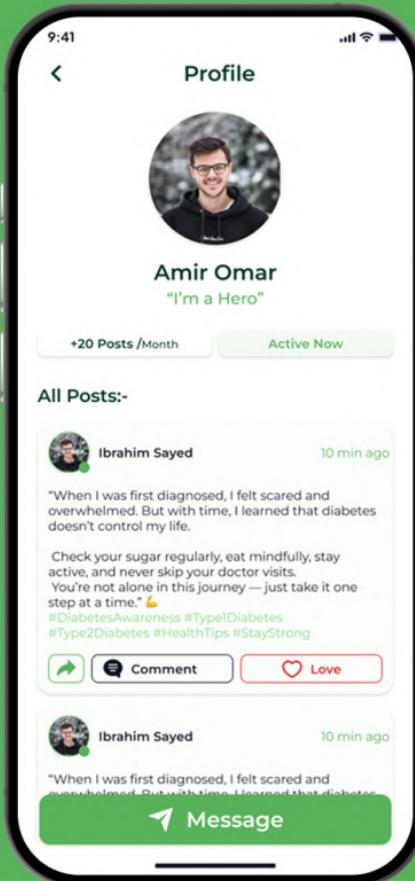
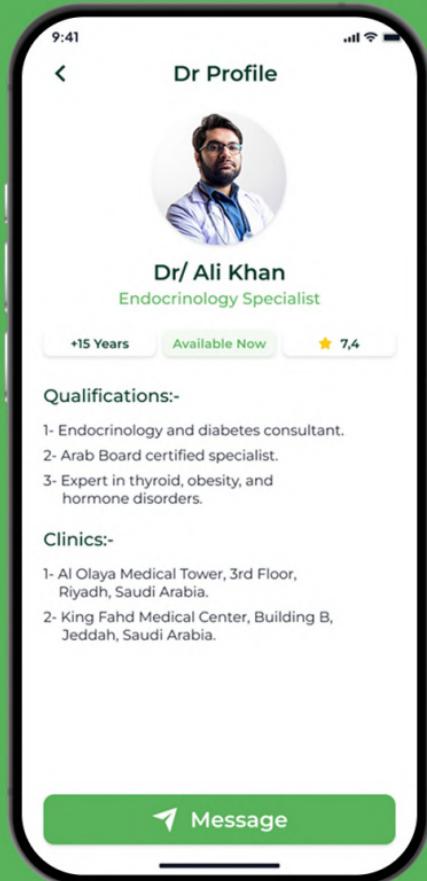
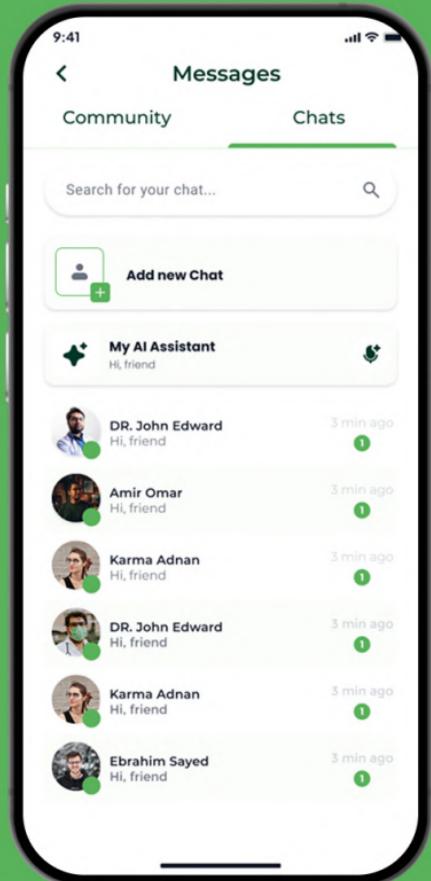


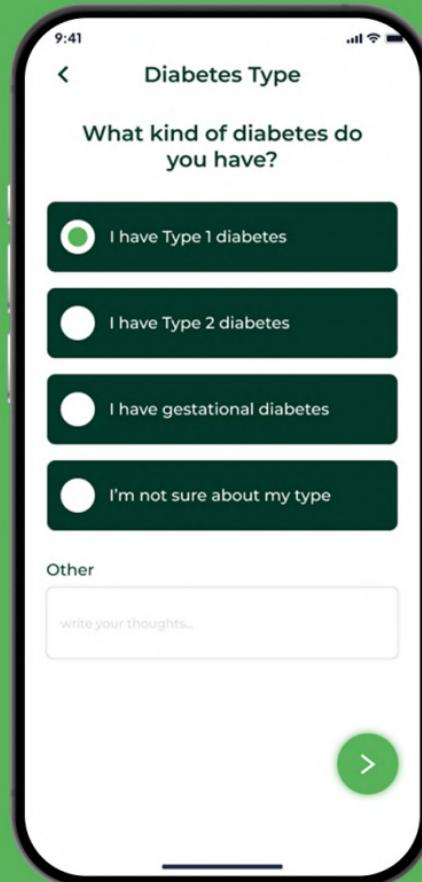
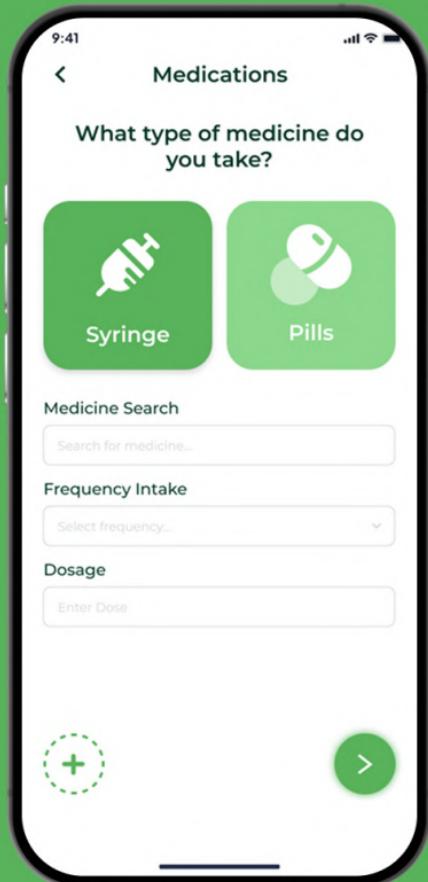
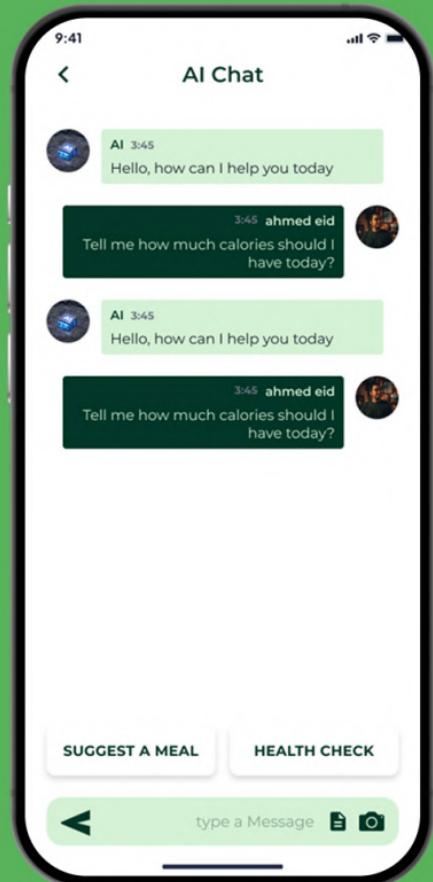


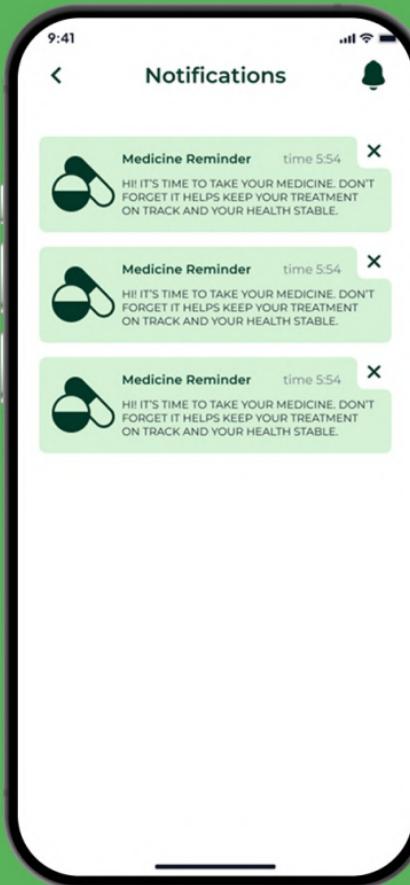
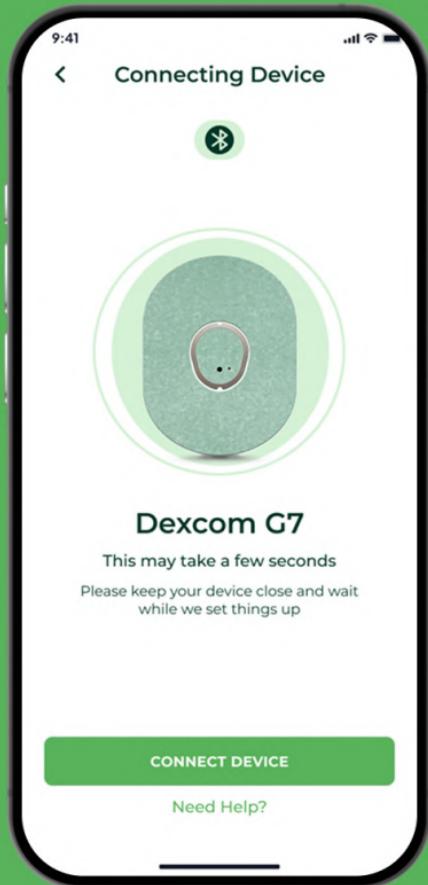
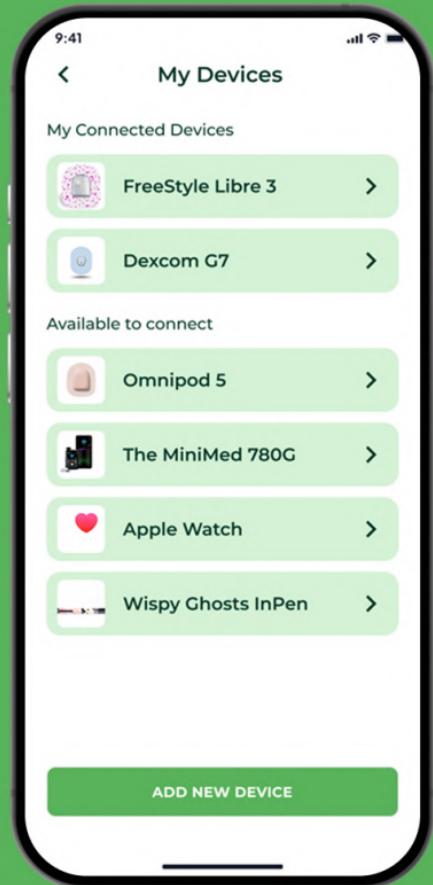


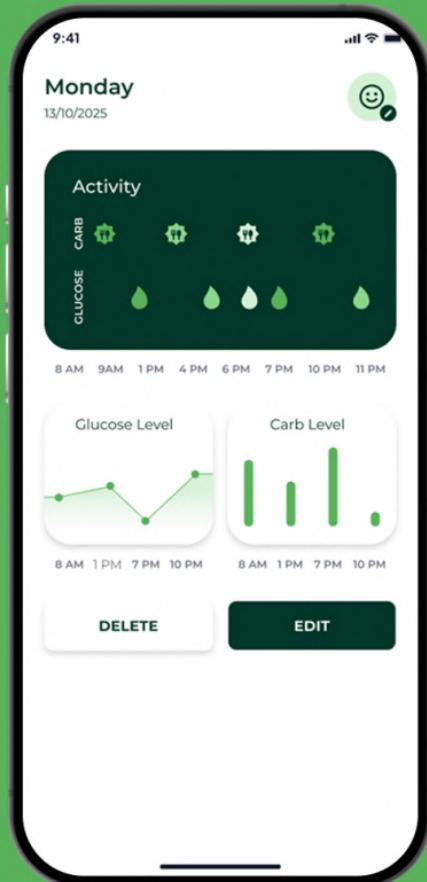
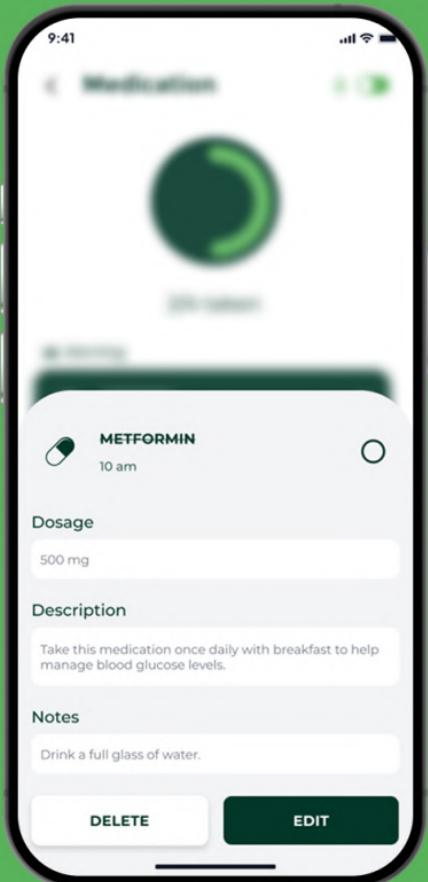
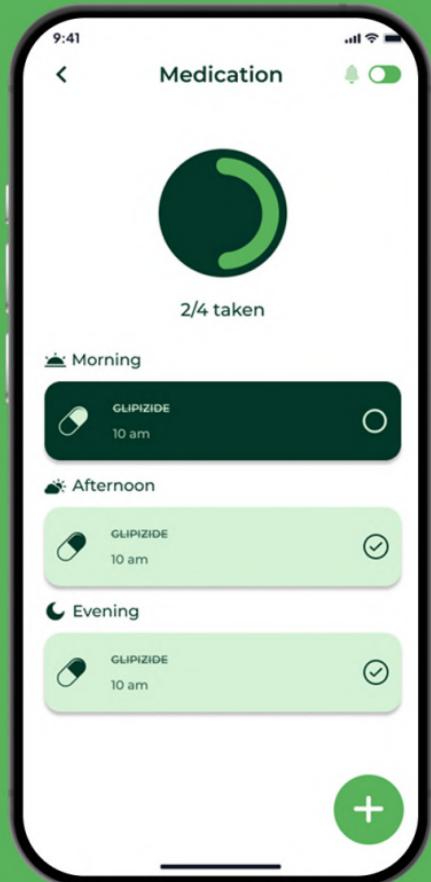


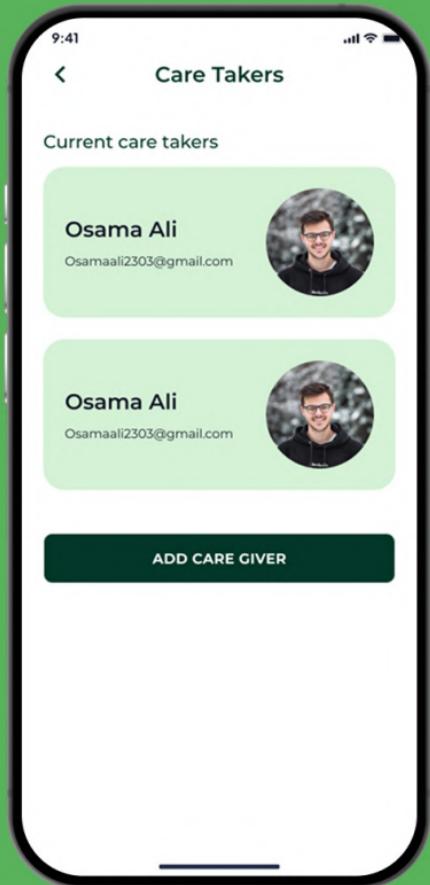
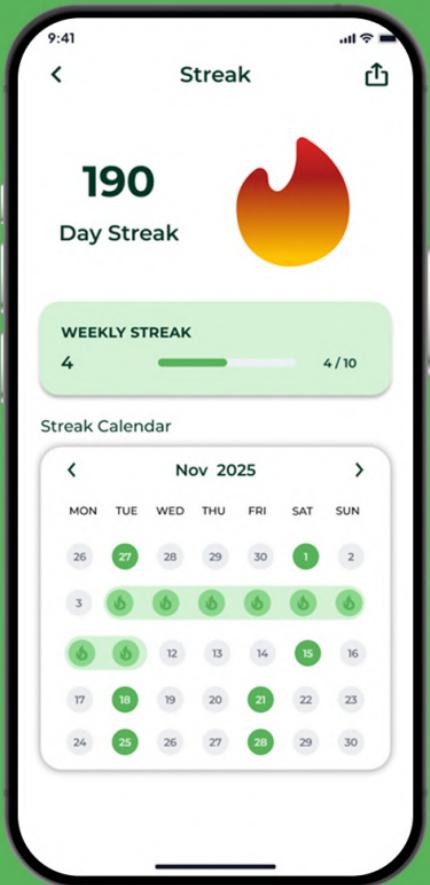


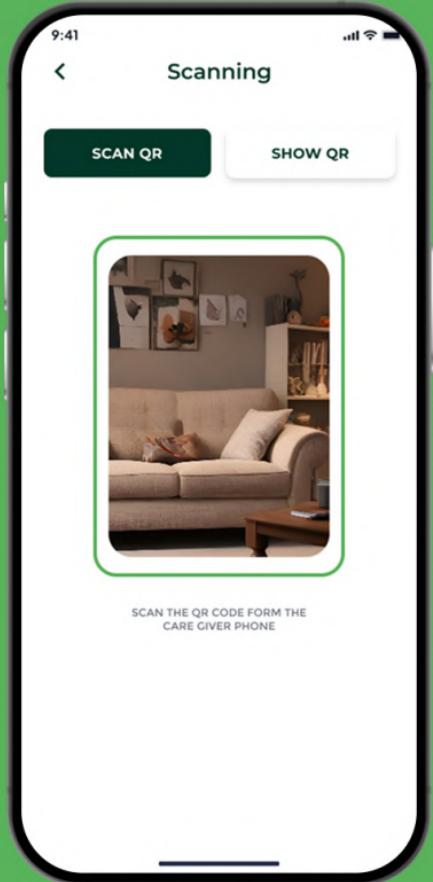


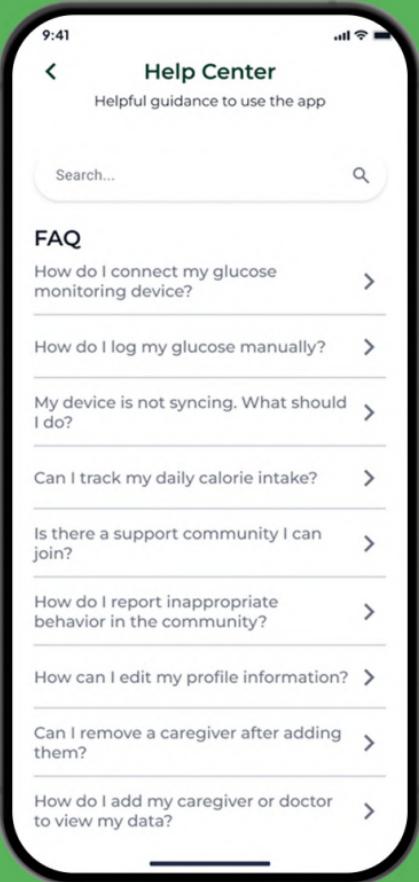
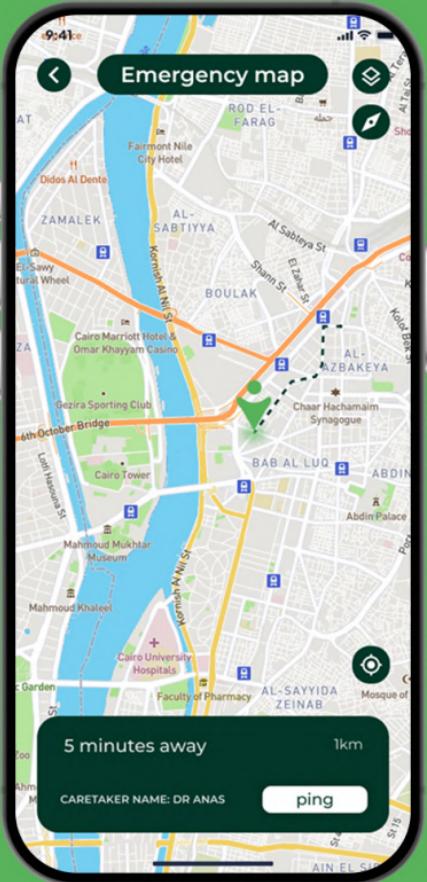


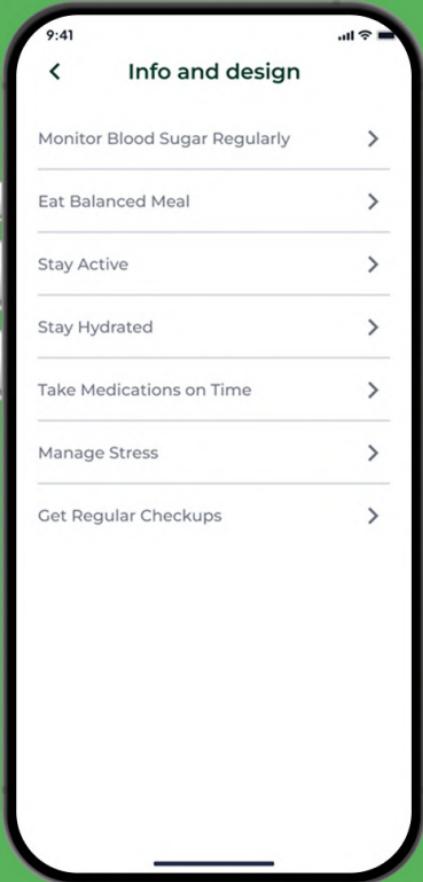
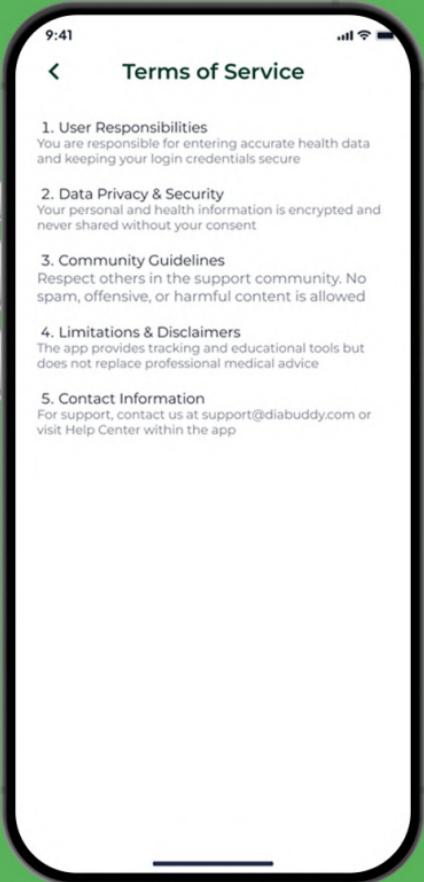












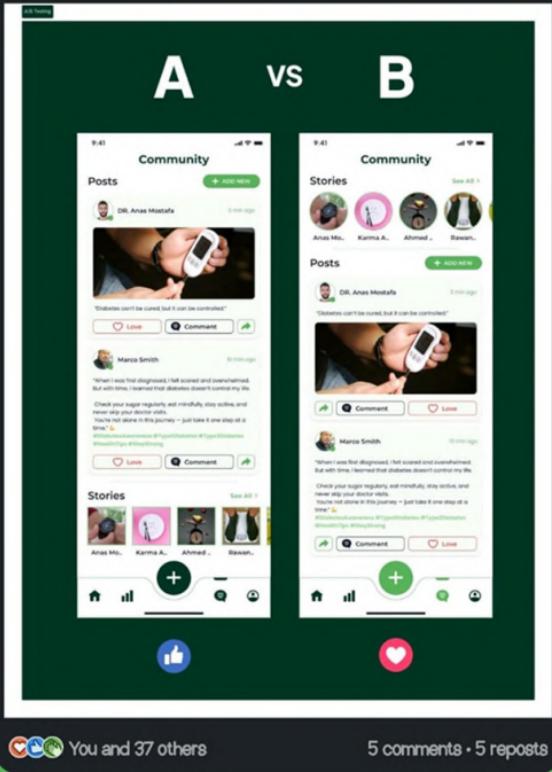
A photograph showing two people working at a white desk. On the left, a man with glasses and a red shirt is holding a smartphone, looking at its screen which displays a video player interface. On the right, a woman with long dark hair and a blue long-sleeved shirt is sitting in a black office chair, pointing with a pen at a whiteboard or large sheet of paper. A black laptop is open on the desk between them. The background is a plain, light-colored wall.

PHASE 5 TESTING

Rawan Hany · 1st

UI/UX Designer & Front-End Developer | Creating ...
4d · ①

As part of our DEPI Graduation Project, "DiaBuddy," our team is testing two critical variants of the Community Screen. We aim to find the optimal balance between user Engagement and Reading... more



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.

A close-up photograph of a person's hands performing a blood glucose test. The hands are positioned over a light-colored wooden surface. In the center, a white blood glucose meter with a digital display screen is held vertically. A small, thin test strip is being inserted into the top slot of the meter. The person's fingers are visible; the thumb and index finger of one hand are gripping the meter, while the other hand holds the test strip. The background is dark and out of focus.

DIABUDDY
THANKS