UI/UX Home Assignment:

NutriTrack Figma UI

Of

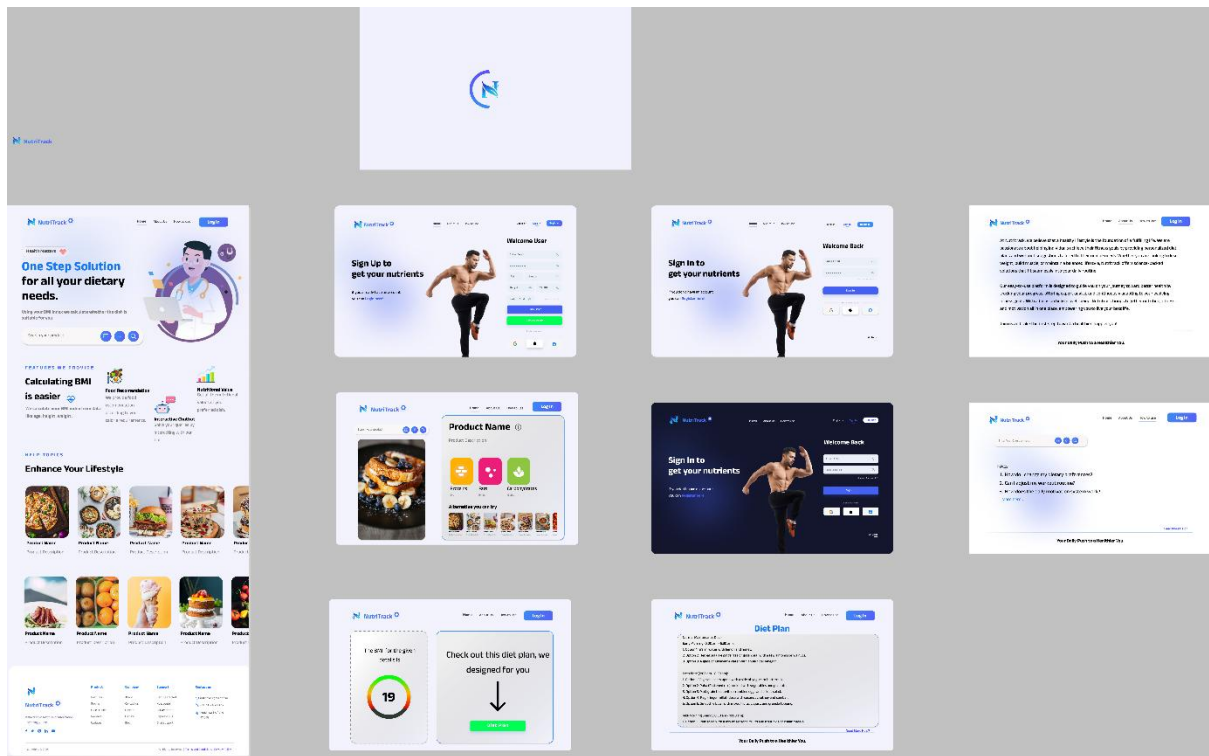## "NutriTrack: Nutrition & Diet Planner System"

SUBMITTED

TO

VISHWAKARMA INSTITUTE OF INFORMATION TECHNOLOGY, PUNE

IN

DEPARTMENT OF ELECTRONICS AND TELECOMMUNICATION
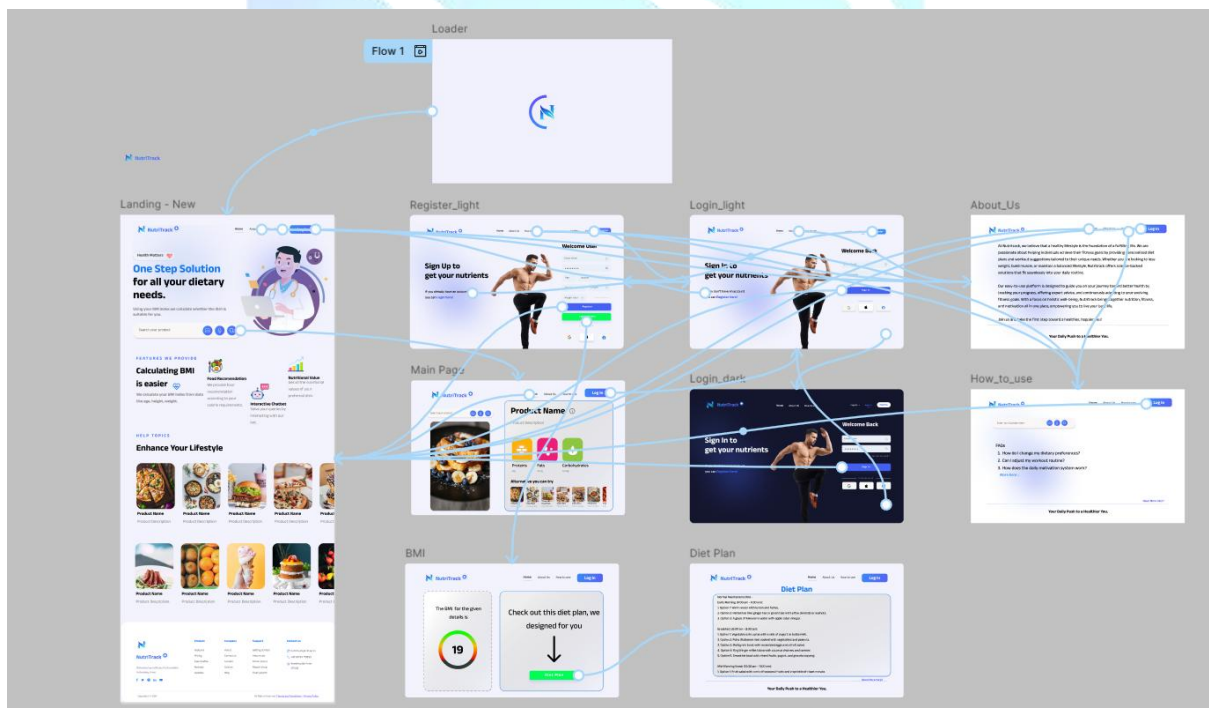
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Semester III

BY

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User Interface

Wireframe

Figma Project (UI) Link:
https://www.figma.com/design/nu0x2CaCSXqjagfStO3UV9/NutriTrack?node-id=0-1&t=4pJjVj6lT3SnkLyi-1

Figma Prototype Link: https://www.figma.com/proto/nu0x2CaCSXqjagfStO3UV9/NutriTrack?node-id=0-1&t=4pJjVj6lT3SnkLyi-1

<u>Design Decisions</u>

1. Branding and Identity

- **Logo**: The NutriTrack logo is placed consistently across all pages, reinforcing brand identity. It combines a modern, sleek look with minimalism, providing a strong, recognizable symbol.

- **Color Scheme**: The design uses a cool-toned color palette, primarily blues and whites, which creates a calming effect. Blue conveys trust and reliability, perfect for a health and nutrition platform.

2. Homepage (Main Landing Page)

- **Structure**: The homepage is well-structured, offering an overview of the platform's features like BMI calculation, food recommendations, and nutritional value tracking. Key sections include:

    o **Main Banner**: Eye-catching with a medical professional illustration, emphasizing NutriTrack's role as a health-oriented tool.

    o **Features Section**: Prominent icons highlight features like BMI calculation and interactive charts, making the information digestible and easy to access.

    o **Help Topics**: The section on enhancing lifestyle presents visually appealing product recommendations.

- **Call-to-Action (CTA)**: The 'Sign Up' and 'Login' buttons are strategically placed at the top right, driving user engagement.

3. Onboarding and User Login/Signup

- **Simple Registration**: The UI includes separate login and signup pages with a clean, minimalistic layout. These pages focus on user onboarding with input fields for credentials and CTA buttons like "Sign Up" and "Log In."

- **Visual Focus**: Images of a fitness model on these pages highlight NutriTrack's focus on health and fitness, adding visual motivation for users.

4. Product and Nutritional Information

- **Product Details Page**: There's a dedicated section for displaying food product information, including visuals, product names, and nutritional content (carbohydrates, proteins, fats). It uses a card-style layout to make the products stand out.

- **Categorization**: The products are neatly categorized with clear labeling, making it intuitive for users to browse through various food items.

5. BMI Calculator

- **Interactive BMI Calculation**: A dedicated section allows users to input their details to calculate BMI. The results are prominently displayed in a clean, easy-to-read format.

- **Diet Plan Recommendation**: The UI automatically suggests a diet plan based on the user's BMI. This feature enhances personalization by offering tailored diet advice, further encouraging user engagement.

6. User Dashboard

- **Welcome Back Screen**: The dashboard welcomes returning users with motivational visuals (e.g., the fitness model), focusing on diet tracking and nutrient management. It is designed to display daily nutrient intake in a simple, concise manner.

- **Interactive Data**: It integrates graphs or trackers for users to monitor their progress, making the experience more interactive.

7. Diet Plan Page

- **Diet Plan Layout**: The UI also features a page specifically for diet plans, offering personalized recommendations based on user inputs. The plan is easy to navigate, presented as a step-by-step list of daily meals, ensuring clarity for users.

8. Help and FAQ

- **FAQ Section**: The UI offers a dedicated Help/FAQ section to answer common questions like dietary preference changes, nutrient recommendations, and system functionality. The page has a clear and simple layout, focusing on usability.

- **Support**: The inclusion of FAQs and support links improves user confidence, making the platform accessible for users unfamiliar with nutritional systems.

9. Dark Mode

- **Design Consistency**: NutriTrack also features a dark-themed interface, visible in the user login and dashboard screens. This theme is a thoughtful addition for users who prefer dark mode for better visual comfort, especially for late-night usage.

- **Contrast**: The dark mode maintains high contrast between text and background, ensuring readability and an engaging experience without overwhelming the user.

10. Visual Appeal and Graphics

- **Illustrations**: The illustrations, such as those on the homepage and other sections, bring a friendly and approachable feel to the design, making it more engaging.

- **Photography**: High-quality images of healthy foods and the fitness model across multiple screens contribute to a sense of motivation and align with the app's health-conscious brand.

11. User Experience (UX) and Usability

- **Intuitive Navigation**: The navigation menus are clear and concise, making it easy for users to move between different sections, such as BMI calculators, diet plans, and product information.

- **Responsive Layout**: The design appears to be structured for responsiveness across devices, offering a consistent experience for desktop and mobile users.

12. Conclusion

- The NutriTrack UI design successfully balances aesthetics with functionality, creating an engaging and user-friendly experience. The clean and intuitive layouts make navigating health-related features like BMI calculation and diet tracking simple and approachable for users. The incorporation of motivational imagery, easy registration, dark mode options, and personalized nutritional insights shows a thoughtful approach to enhancing the user experience.