



Cara: Food Mood Tracker

Competitor Design Critique

www.cara-app.com

Goals & Audience

The Cara mobile application contains a lot of features. It allows users to track their food, mood, and bowel movements, as well as find trends and correlations between foods and IBS symptoms. Additionally, the food feature allows specific ingredient tracking and includes numerous recipes. This app would be useful to someone with IBS or food sensitivity because it has an automatic data visualization system that shows direct correlations between

IBS symptoms like gas, bloating, and irritable bowels and the types of food and ingredients logged. Additional features include an in-app chat to talk to medical experts and customized tips based on information logged. There is also an option to log sleep time, water intake, workouts, and menstrual periods.

General Problems

One of the most general issues in the Cara mobile application is that there are simply too many features. This causes the interface to become cluttered with icons and options, which decreases the utility for the average user. The app advertises tracking for food, mood, and poop, but in fact incorporates so much more - features that are on par with fitness tracking apps like FitBit and Apple Health. This could be considered a plus, but I believe it to hurt the app's overall goals because it is overwhelming.

The color scheme of aqua and turquoise paired with purple is modern and bright and is a clear influence from fitness trackers apps FitBit and Samsung Health. However, the color scheme does not include any blues or greens, which emphasizes the food-related features of the application.

The font family used in the mobile application is Helvetica Neue, which is the system font for iOS. This is a safe choice because it is easy to read and it works on almost every platform. However, they could have picked something more unique to establish a better brand identity. In fact, their brand identity could be greatly improved if their logo or typeface was better implemented.

In short, the Cara mobile application has issues with (1) overcrowding/cluttering of icons due to too many features (2) a slightly inappropriate color scheme and (3) lack of brand identity.

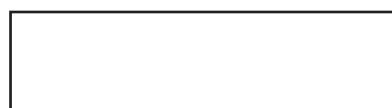
Color Palette



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M: 0 G: 186
Y: 39 B: 175
K: 0
#00BAAF



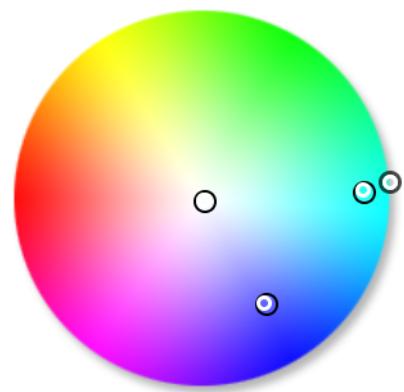
C: 82 R: 25
M: 22 G: 147
Y: 49 B: 140
K: 2
#19938C



C: 0 R: 255
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Y: 0 B: 255
K: 0
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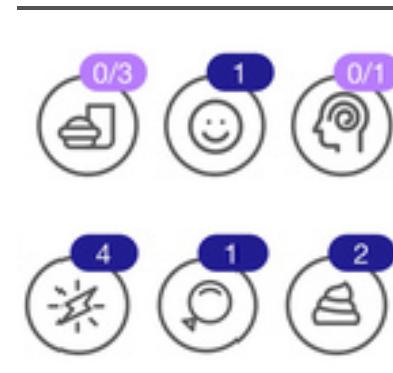
C: 98 R: 50
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Y: 14 B: 130
K: 3
#323382



The color scheme is represented on the color wheel. The color scheme follows an analogous harmony, with the main colors being turquoise and dark purple. There are highlights of various colors within different features of the app, but the background is predominately white or turquoise with purple accents.

There is a clear influence of similar fitness tracking apps like FitBit and Samsung health, which utilize the turquoise color scheme. The purple accent follows analogous harmony, but it seems somewhat out of place in the context of a food and health tracking application.

Images Style & Tone



All of the photos are either close-up shots or medium close-up shots of food, showing a lot of details. This is meant to show off how pretty food can be, even if it is healthy. The photos picked for the app are mostly bright and colorful and are shot against white or light-colored backgrounds. This is most likely meant to fit with the light color scheme.. The light color scheme also fits into the aesthetic of healthiness and good well-being.

Icons fit with the color palette and use simple, minimalist line drawings to represent their respective purpose or the symptoms its supposed to depict.

Critique by: Kelley Sweitzer



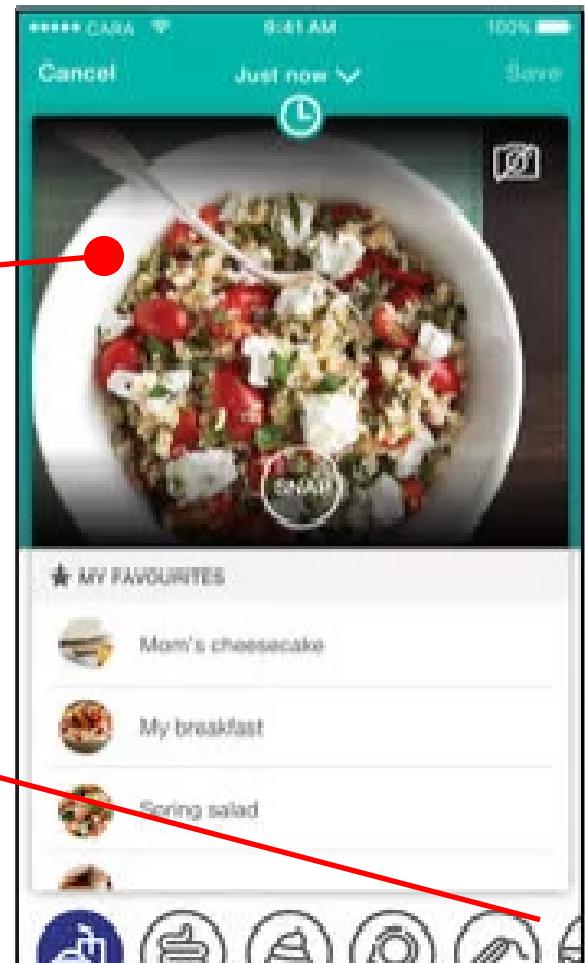
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Screen 1 Food Selection

In-app camera feature allows users to take photos of their food, but the vignette effect makes it hard to see and the photo button that says "SNAP" is unnecessary.

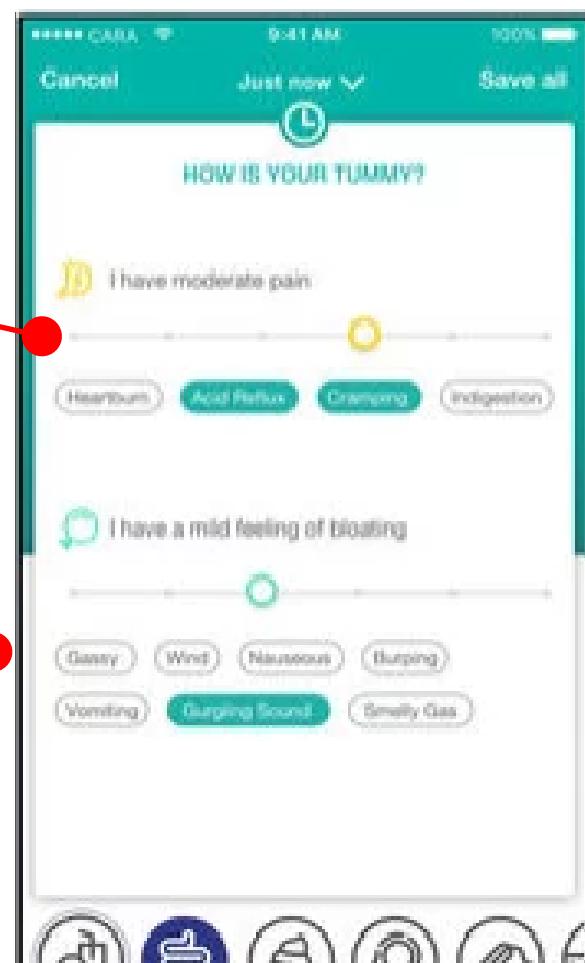
Menu icons must be scrolled to view all options, which is confusing if the user can't find a specific feature.



Screen 2 Symptom Logger

There is both a sliding scale for severity of symptoms and a tag-selection option, which may be overwhelming to the user.

Color block changes to white halfway on the screen, which is unnecessary and distracting. The white foreground with drop shadow against the white background is visually confusing.



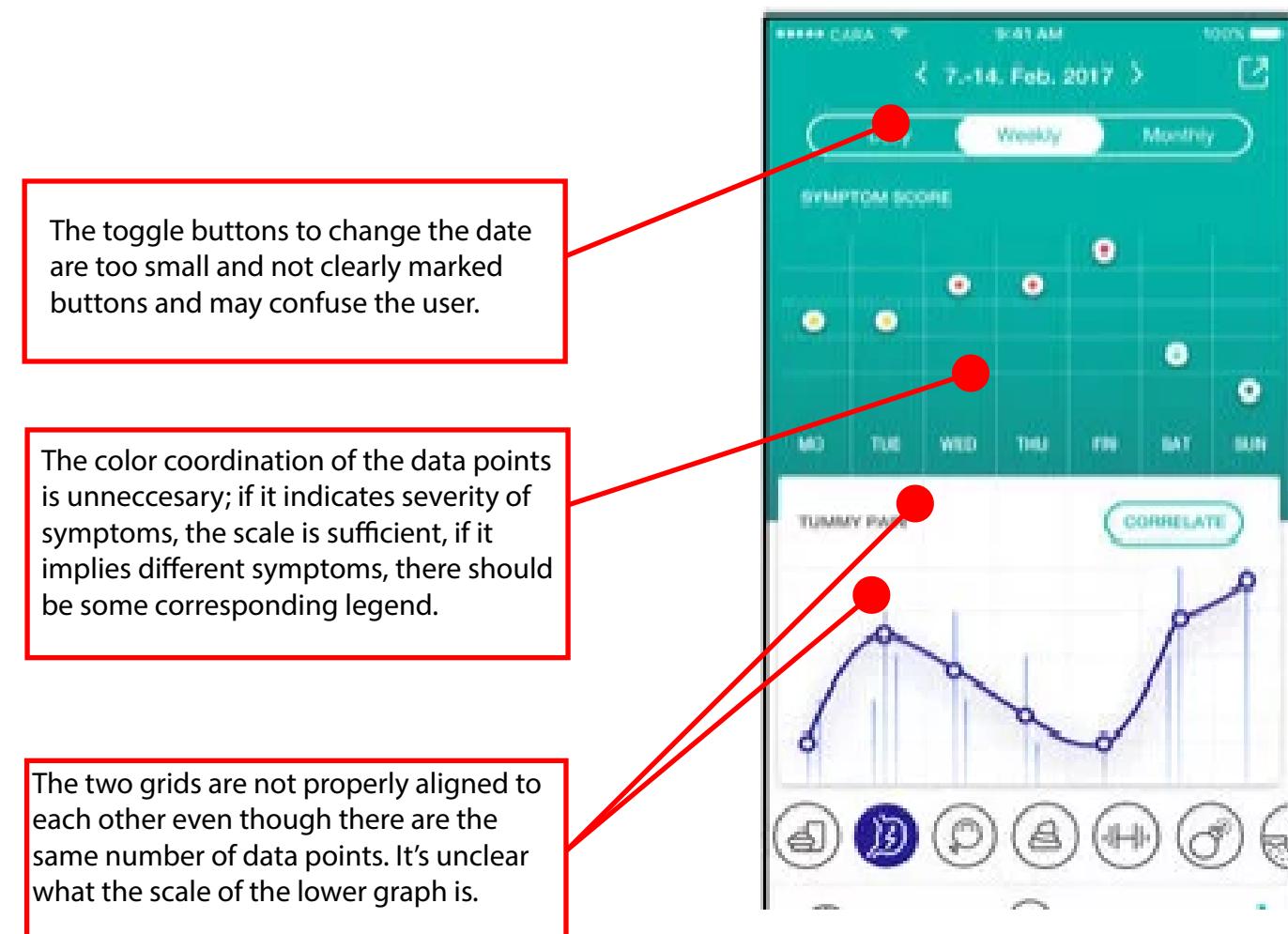
Critique by: Kelley Sweitzer



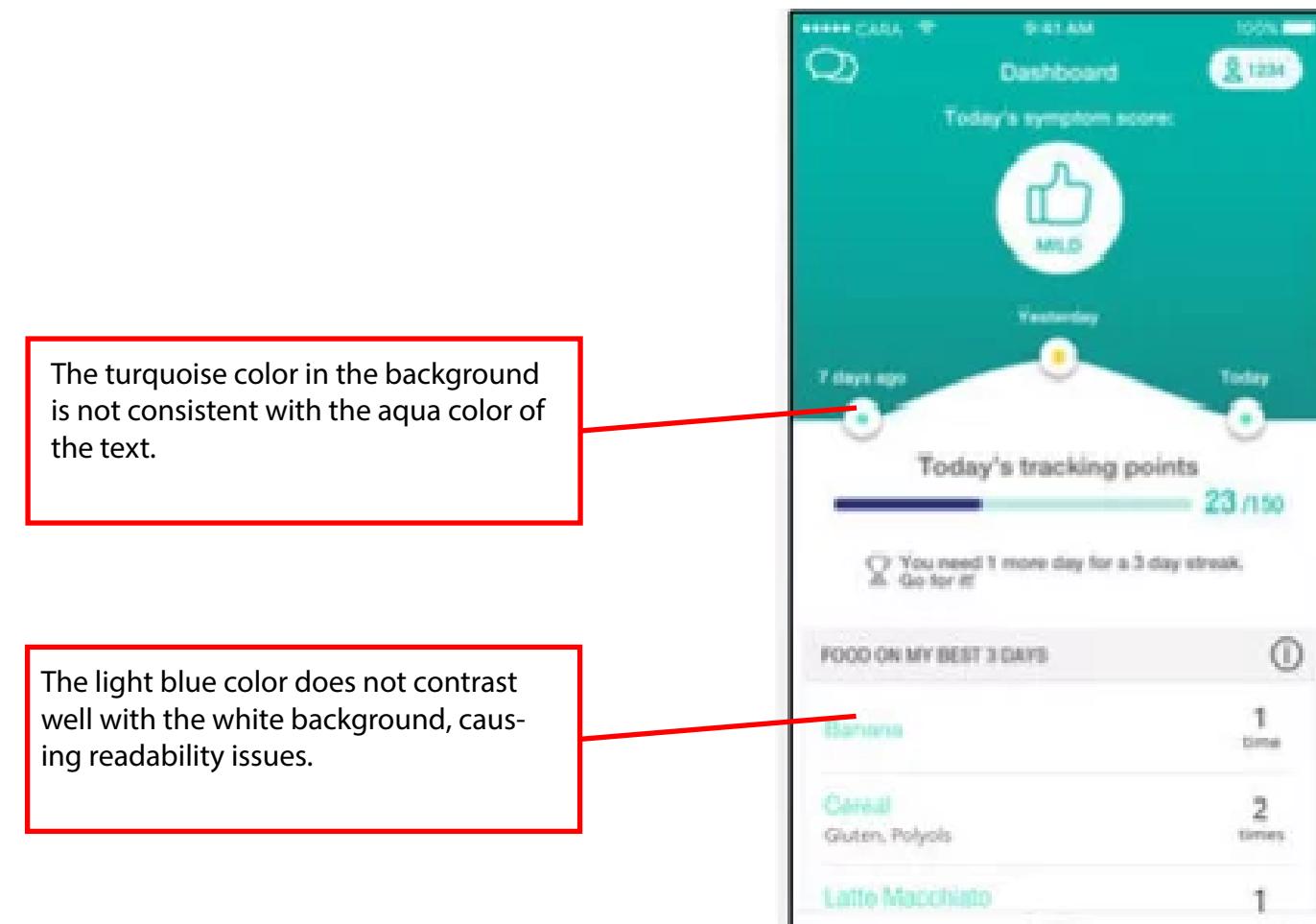
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Screen 3 Symptom Mapping



Screen 4 Dashboard Overview



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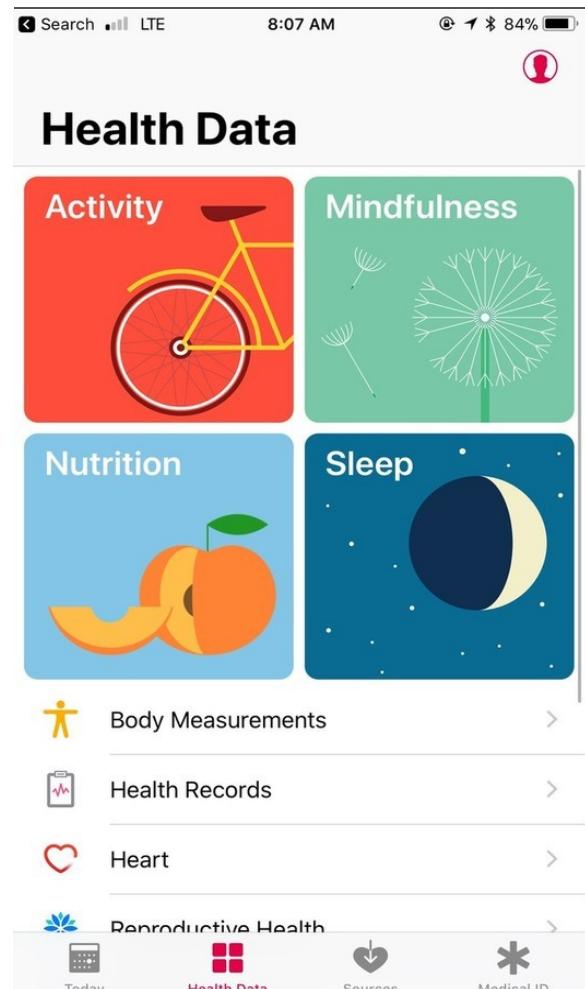
FODMAPPA

Design Ideas & Directions

1



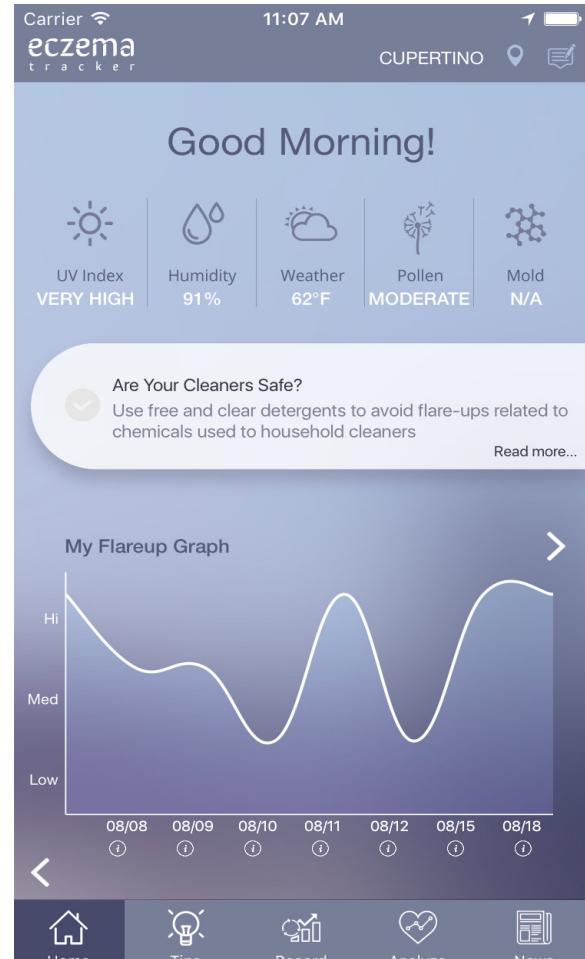
2



3



4



A strong brand identity is really important for FODMAPPA, so choosing a font family will be crucial. Cara does a good job with their data visualization, as does the Eczema tracker app (4). Creating streamlined, easy to read graphs will be valuable to the mobile interface. The light color scheme is also something Cara does well, and could make the FODMAPPA app look minimalist and clean.

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