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Client Communication and Recommendations

In this mobile application is designed to allow users to quickly scan a barcode of a food product and see a graphic containing information about the health qualities of the ingredients. I have chosen to use a bar graph representing three different categories: healthy, unhealthy, and neutral. The app will start with the mobile device’s native camera, with a small tap menu on the bottom. Most of the photo image will be darkened except for the rectangle that will be unaffected and help the user align the barcode within the scope for the app to be able to recognize and take action towards the barcode. The reason for the barcode scanner to be the main screen is accessibility – it is app that users will want quick results and to not have to navigate through menus to scan an item. For first time users, or those who just need a refresher, will have a “How-to” animation that will guide them quickly through an example. The search button will allow for users to search information on a food product that will not typically have a barcode, like fresh produce. This screen will include a history button, composed of all scans of that device.

There second screen is of the bar graph, which each bar graph will be a clickable element that will list each ingredient in their respective category. Below is a large button to quickly return to scan, a history button, and a nutrition facts button. Like stated before, this app is supposed to have a fast turnaround of information, the large scan button to allow for a larger area for the user to tap to get the same result of returning the main page. There will be a nutrition facts button as well, which may seem redundant as the user will have the food product in hand, but it plays into the “History” function as well.

The “History” button will be displayed on multiple pages of the final product. There is one navigational element of a “Go back” button on the top lefthand corner to return the user to the last page they were on. The “History” page will be a scrollable menu of clickable elements that allow for users to quickly reference the bar graphs and nutrition facts of all the items they had ever scanned. Each clickable item on the history page will bring the user to the bar graph page they had first seen when they originally scanned the item. This item will allow the user to have quick access to information if the food item was not available, like in conversation with a coworker for example. They could simply pull out their device, open the app, head to the history page and find it.

This application could possibly be adapted to a digital watch but will lack most in-depth information and become unneeded. As the user will have to use their mobile device to scan, the information would quickly appear on the device they are already looking at. Nevertheless, the potential adaptation exists, and I feel it would be best represented with the bar graphs. The three bar graphs will appear in correct color with a numerical number within each bar graph to represent the number of items in each category. Again, this will be a tappable bar graph which will allow the user to see what ingredients counts in whichever category in a scrollable list. Overall, the watch adaptation would be easily glanceable and allow for the user to quickly understand the information before them.

Currently, the barcode scanner app would work great as a touch-based kiosk. If a grocery store had one in store, shoppers would be able to grab a product they are undecided about, and scan it to see how the ingredients measure. The adaptation could essentially be the same application, but more streamlined with no historical data. A barcode scanner mounted to the bottom will always be on as long as the kiosk is powered up, so any customer may use it right away and get instantaneous results. Since it would be a public device, there would be no sense in keeping history scans, as it would slow the system over time. The “search” function would still be a great feature, as it could save a customer from potentially walking across the store to see how a different product is rated.

Chart, bar chart

Description automatically generated