

HomeMeal App – Design Documentation

This document outlines the design philosophy, visual choices, and user experience decisions behind the HomeMeal App, aiming to create an engaging food subscription experience.



Design Philosophy & Visual Choices

Color Palette

Primary Blue (#2563eb) for trust, Gradient Background for premium feel, Success Green (#10b981) for positive actions, and Neutral Grays for readability.

Typography

Inter Font Family for readability, with a clear weight hierarchy (700, 600, 500, 400) and responsive sizing for all screen sizes.

Visual Elements

Food Emojis for universal appeal, Glassmorphism for modern effects, Card-based Design for content separation, and Micro-interactions for smooth feedback.

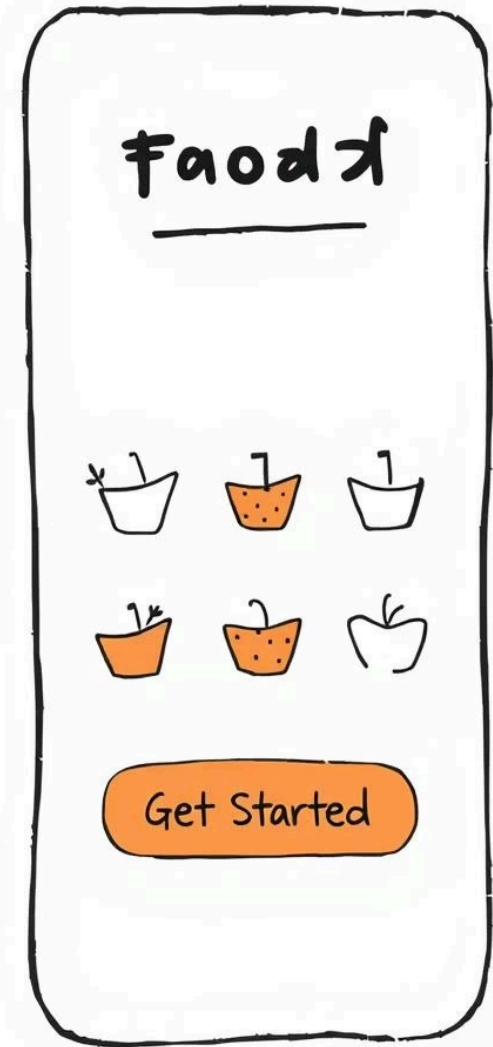
UX Design Decisions: Onboarding Screen

Structure Rationale

- Gradient Background for emotional impact.
- Progressive Information Collection to reduce friction.
- Visual Food Preferences using engaging chips.
- Single CTA ("Get Started") for clarity.

Accessibility Considerations

- High contrast white text on gradient.
- Large touch targets (44px minimum).
- Clear labels and placeholder text.
- Logical tab order for keyboard navigation.



UX Design Decisions: Home/Browse Screen

Information Architecture

- Personal Greeting for connection.
- Prominent Search Bar for quick discovery.
- Horizontal Filter System for easy browsing.
- Scannable Card Layout with essential info.

Visual Hierarchy

- Kitchen Name → Rating → Type → Description.
- High-contrast food imagery with dietary badges.
- Consistent spacing (16px between cards, 20px padding).



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UX Design Decisions: Order/Subscription Detail Screen

Conversion-Focused Design

- Clear Navigation with visible back button.
- Prominent Rating and Review Count.
- Three-tier Plan Comparison with "Most Popular" highlight.
- Checkmark bullets for clear Feature Lists.

Pricing Strategy

- Price Anchoring: Monthly plan shows best value.
- Clear CTAs: Primary blue for subscriptions, secondary gray for one-time orders.
- Flexible Commitment: Daily option reduces psychological barrier.

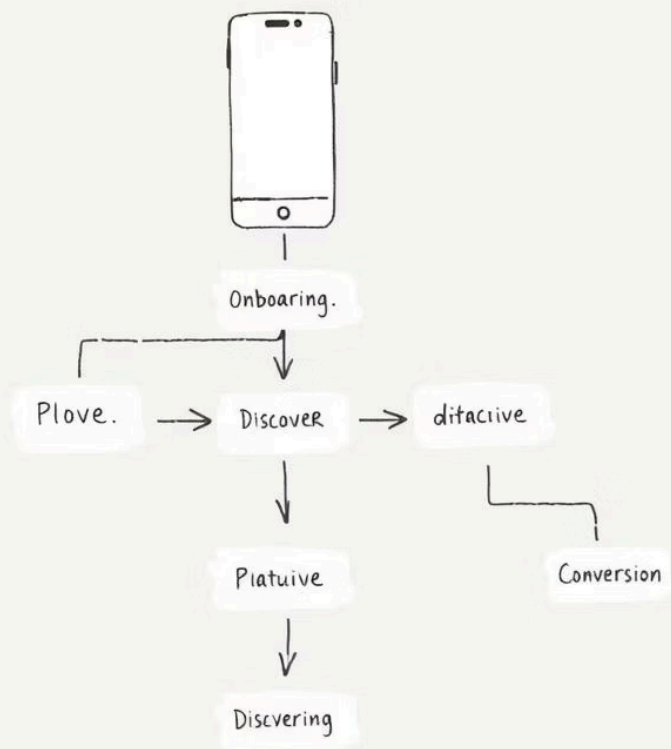
Technical Implementation Notes

Mobile-First Approach

Designed for 375px container (iPhone viewport) with responsive scaling, touch-optimized elements (44px min), smooth CSS animations, and tab-based navigation.

Performance Considerations

Pure CSS for faster loading, optimized images (gradients, emojis) for quick rendering, and minimal JavaScript for simple interactions.



User Flow Optimization



1. Onboarding

Collect minimal viable data with an engaging UI.



2. Discovery

Visual kitchen browsing with powerful filtering options.



3. Conversion

Clear subscription options with value communication.

Success Metrics Alignment



Reduced Onboarding Friction

Single-screen signup with optional preferences.



Increased Browse Engagement

Visual cards with clear dietary indicators.



Higher Conversion Rate

Prominent CTAs with clear value propositions and flexible pricing.

Key Takeaways

"This design balances modern aesthetics with functional UX principles to create an engaging food subscription experience."

The HomeMeal App focuses on a user-centric design, ensuring ease of use, visual appeal, and clear pathways to conversion.



Next Steps

- Conduct user testing on prototypes.
- Gather feedback for iterative improvements.
- Finalize design specifications for development.
- Launch and monitor key success metrics.