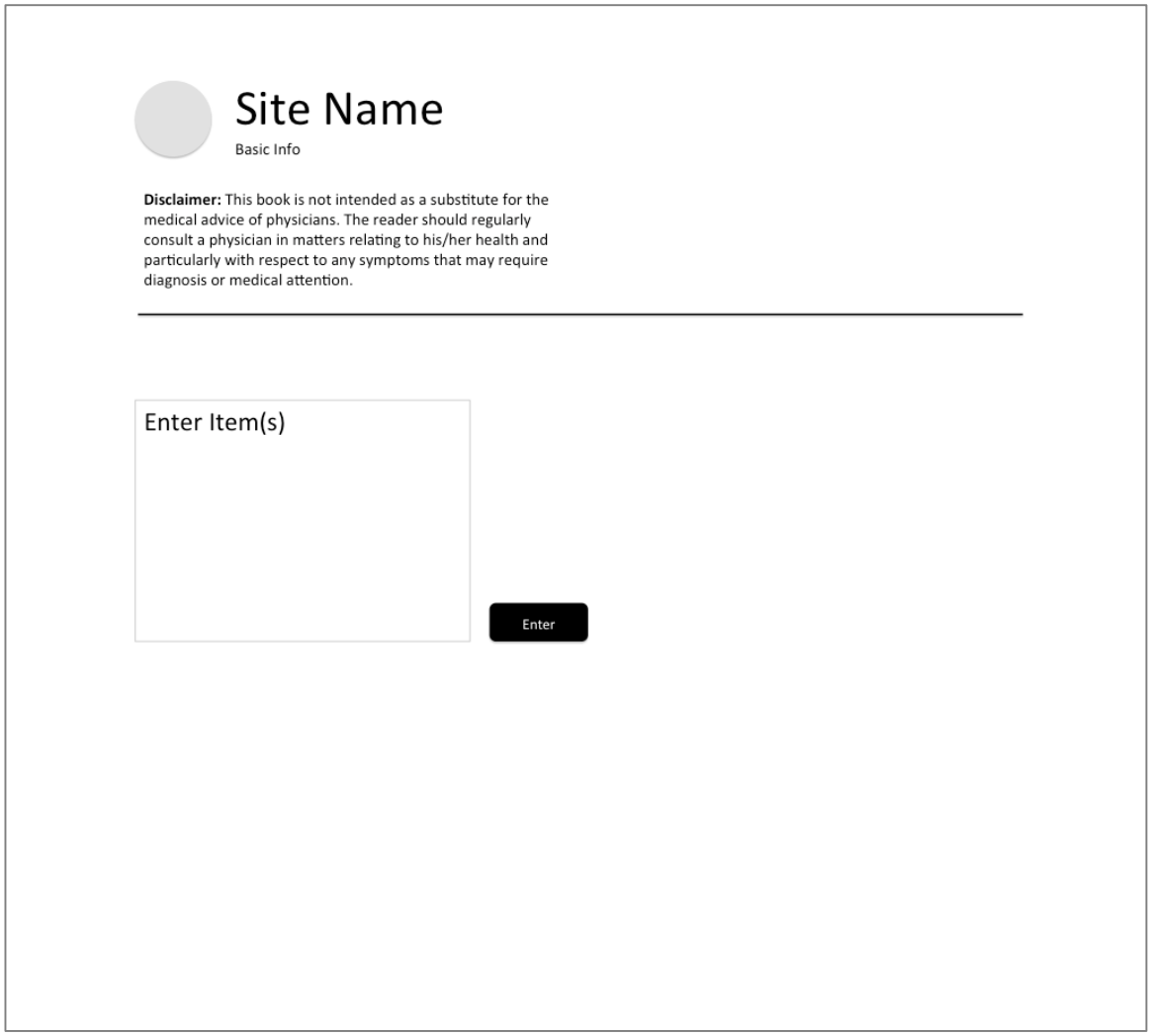
The Design Evolution and the Prototype Iterations

The following images show the progression of our application from wireframes to the most recent design iterations.

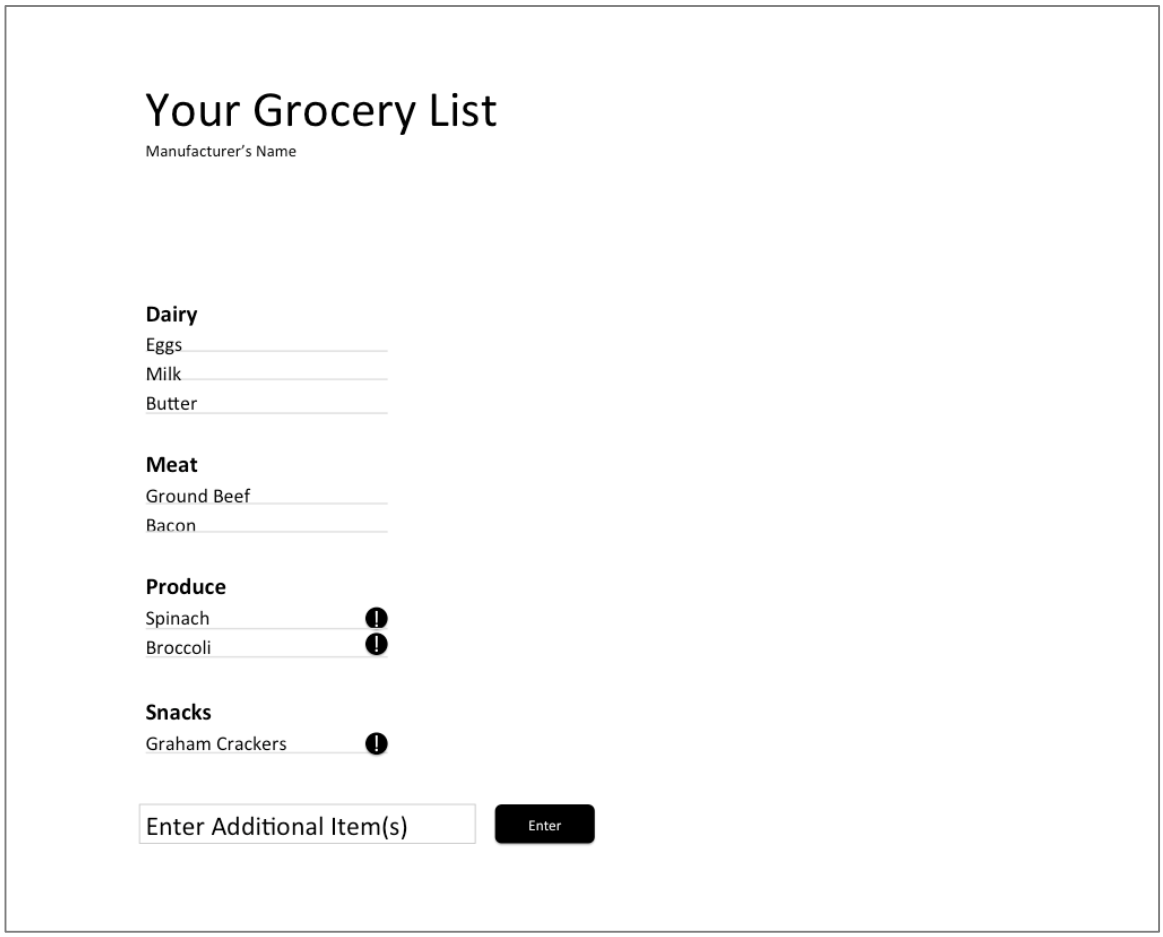
Wireframes | Landing Page

These wireframes depict the idea a tool that would enable citizens to input their grocery lists and see if there are any active recalls involving anything on their lists.



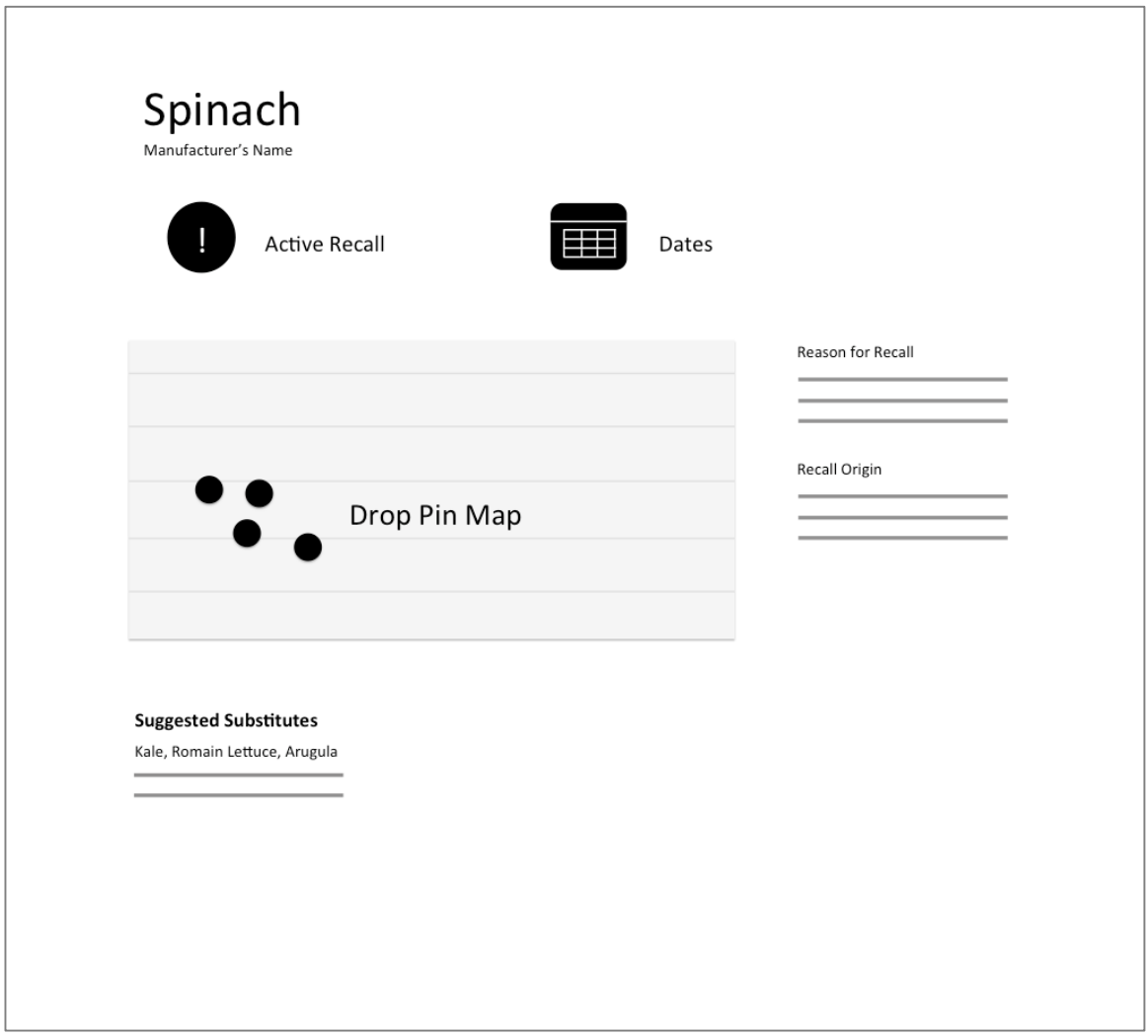
Wireframes | Grocery List

Upon entering grocery list items, the user would be able to see what items are involved in active recalls.



Wireframes | Item Recall Details Page

From the list page, the user would be able to select an item and view the details surrounding the recall.



V.1 Landing Page

This was the first iteration of the site application. The thought was to put something loose together, with a title, call to action, and information on top recall items that would automatically update according to current recalls. The use of imagery was a way to suggest the everyday items that may be on a user's grocery list and a give the feeling that this could be something that fits into the regular schedule of grocery shopping.

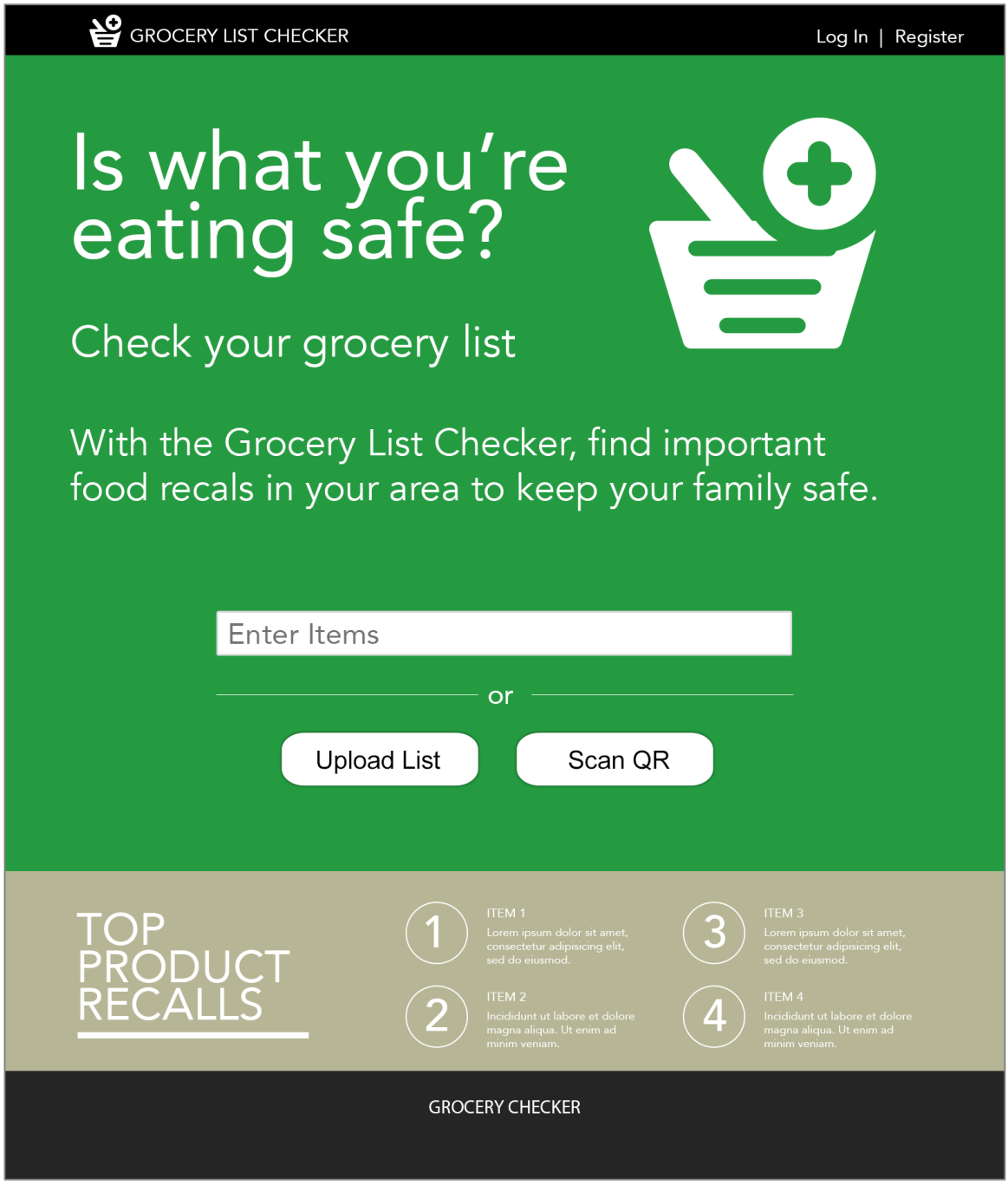
V.1 Grocery List Page

With the amount of space afforded on laptops and monitor screens, being able to combine the grocery list section and the recall details would avoid the extra clicks as a user would move from list to detail information.

For the grocery list, the added options of manually entering list items or uploading them provided more ways for a user to complete their lists.

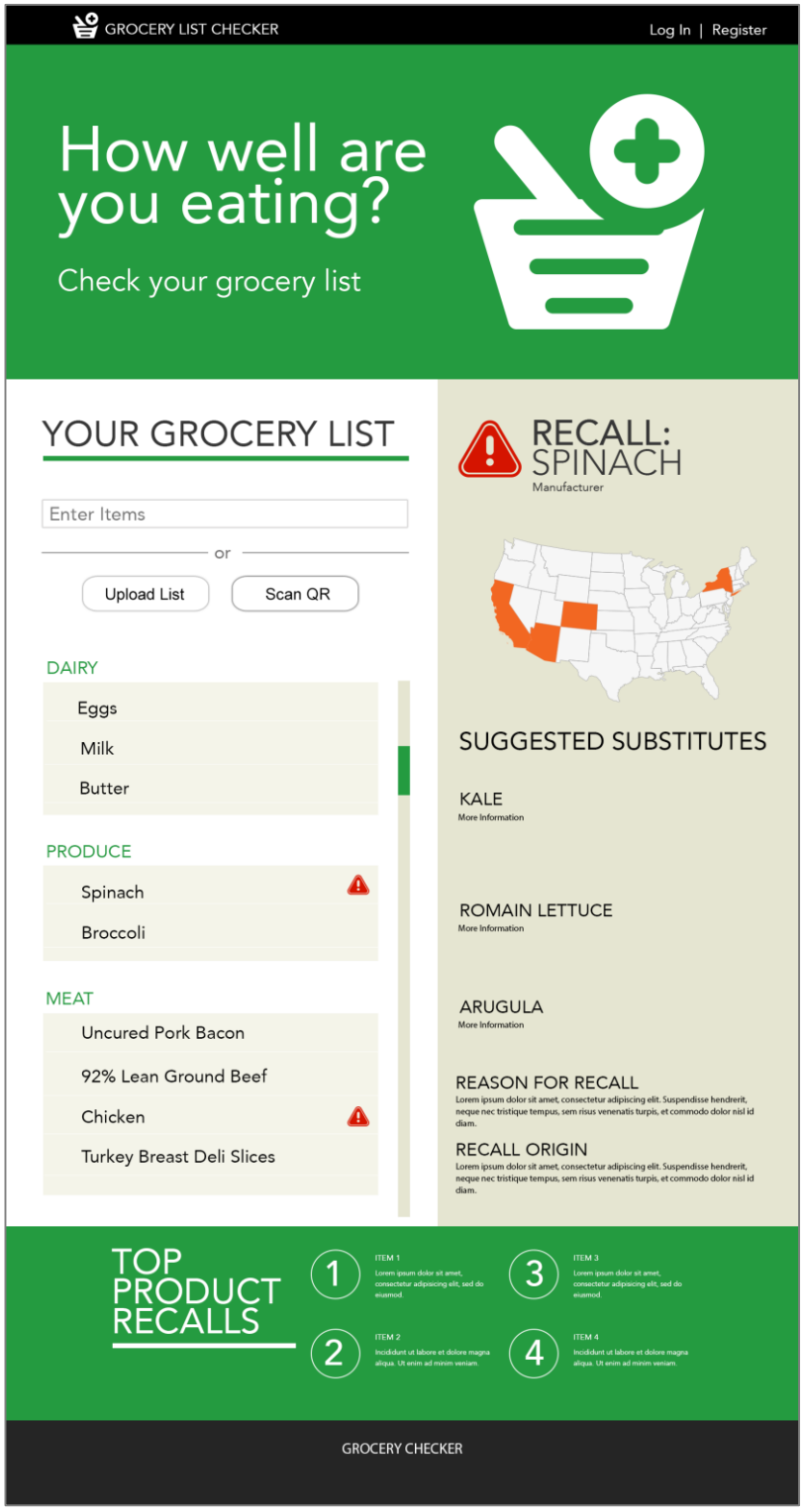
On the recall details section, we felt it would be helpful to include a map feature to show what states are affected by the recall, since people would use the tool in different locations and would also be able to plan, based on their destinations. We also included suggested substitutes as a helpful way to guide users to alternatives.

V.2 Landing Page



For this iteration, we decided to pare down the graphics to the essentials, de-cluttering the layout and keeping the application as simple and functional as possible. The “Login” and “Register” options served as a way for users to save their list information. The title and brief description inform viewers what the function of the site is. From there, there are options for entering list items, followed by the current top recall items and their descriptions.

V.2 Grocery List Page

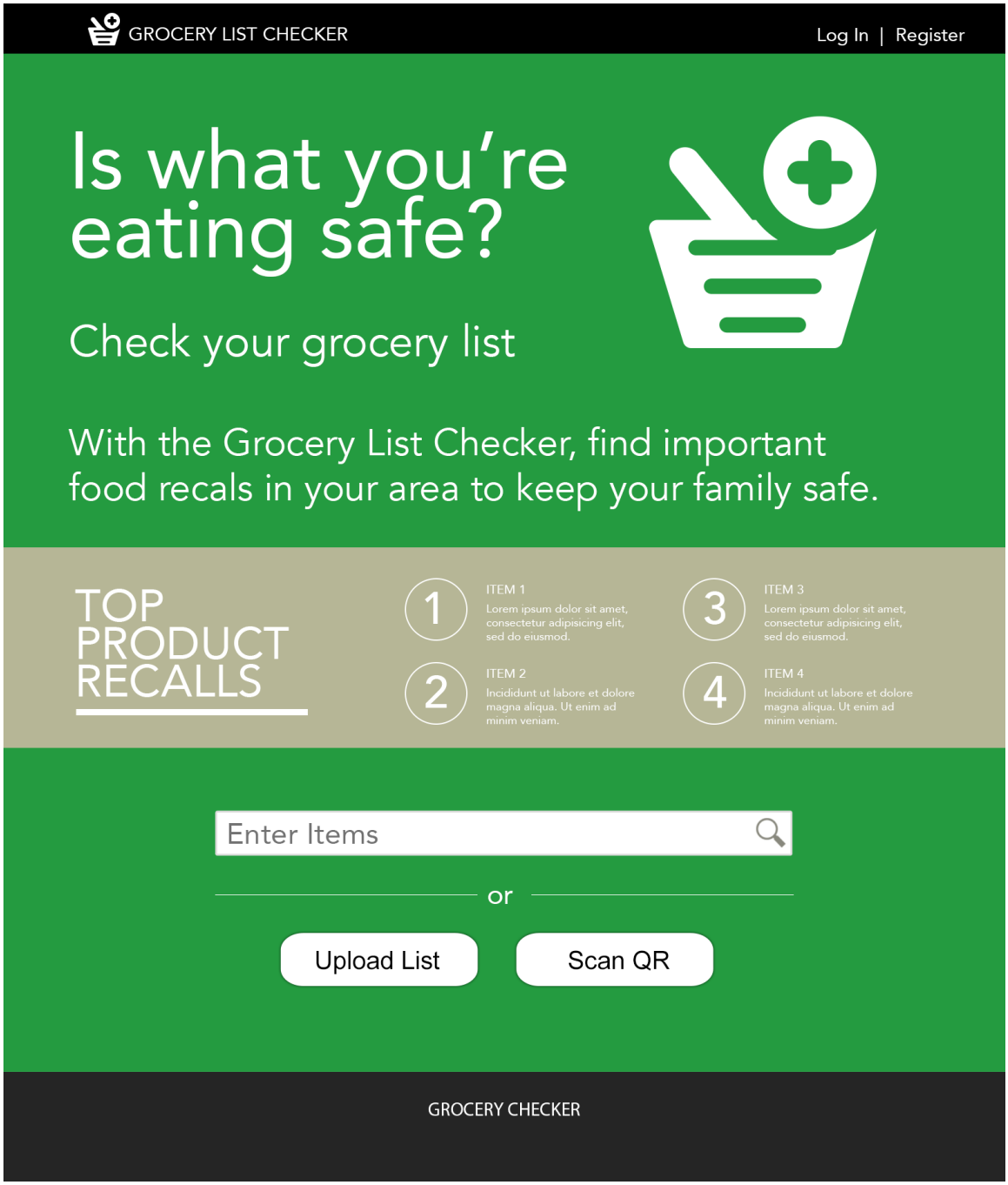


We carried the style through to the grocery list and recall sections, with the thought that these sections could also be adapted to mobile use, as well. The information is similar to the previous iteration.

However, the grocery list section maintains the same, new input options as the landing page.

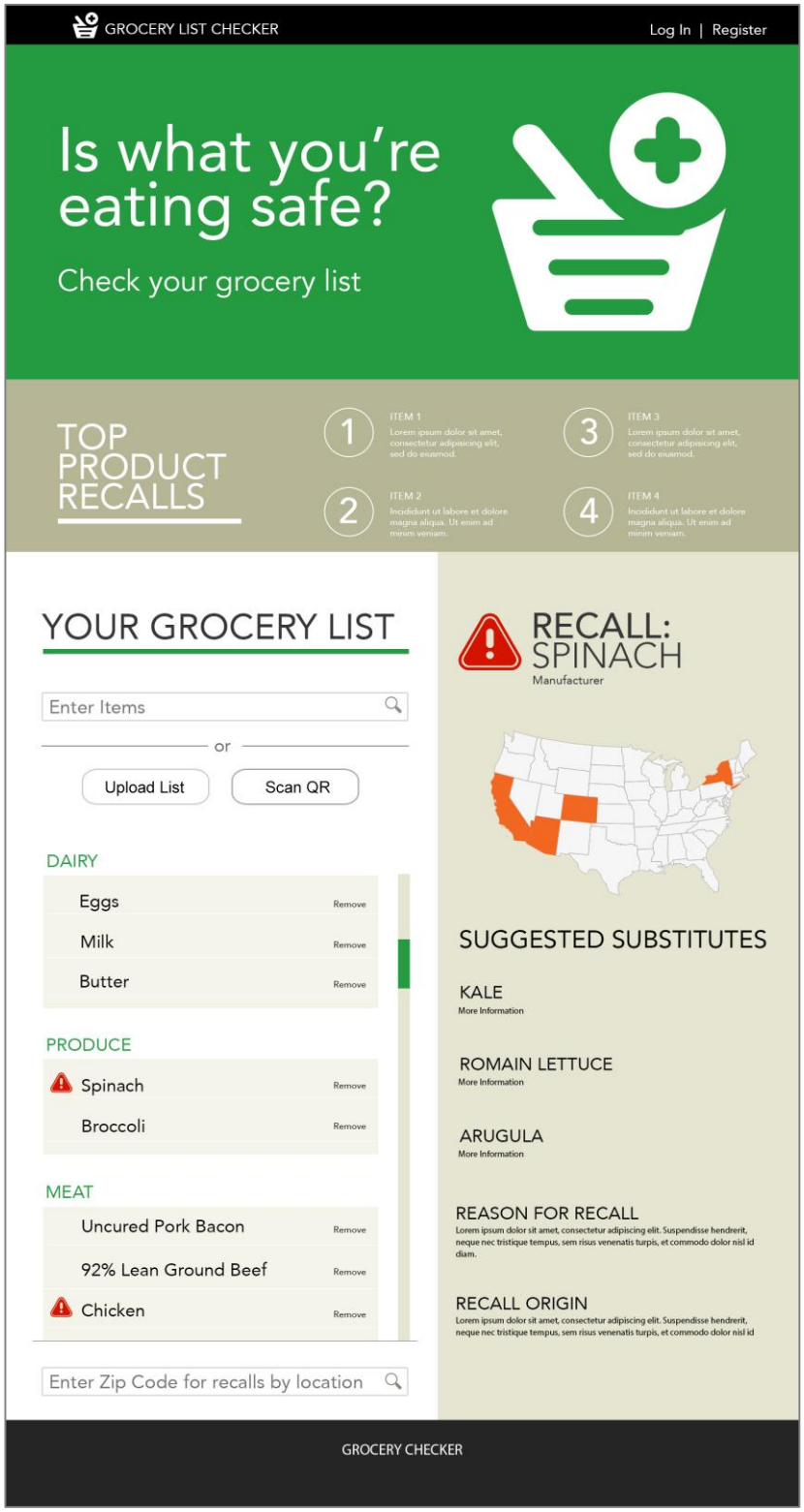
We also decided to do away with the various icons and images, to keep the application lean and fast. Having the various icons for each food item seemed to appear overwhelming and would also require the creation of a vast array of food items.

V.3 Landing Page



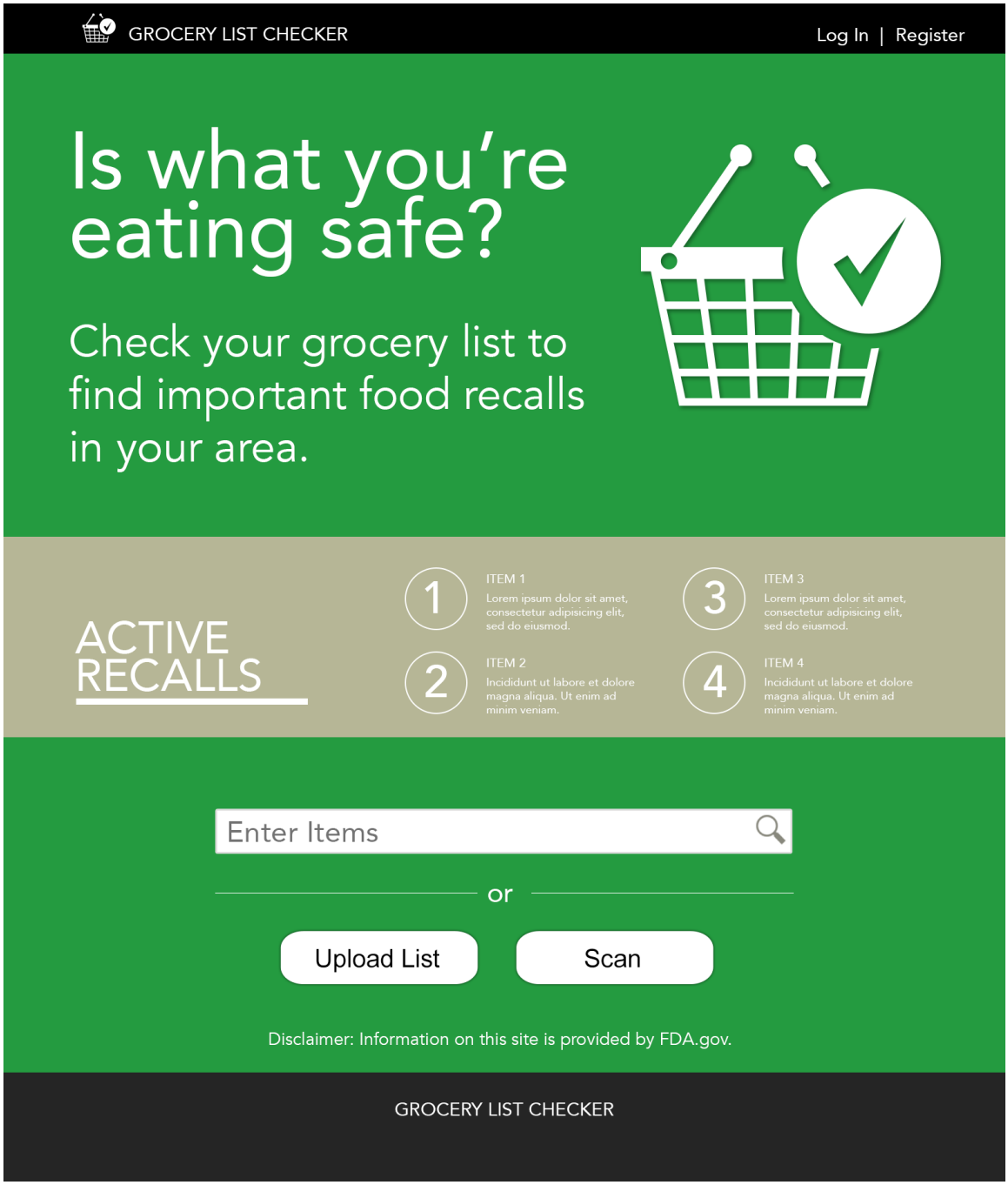
In version 3, we moved the "Top Product Recalls" above the input section to avoid the information being overlooked, but more importantly, we wanted this information to also serve as a subtle guide as to what type of items the user would be able to enter.

V.3 Grocery List Page



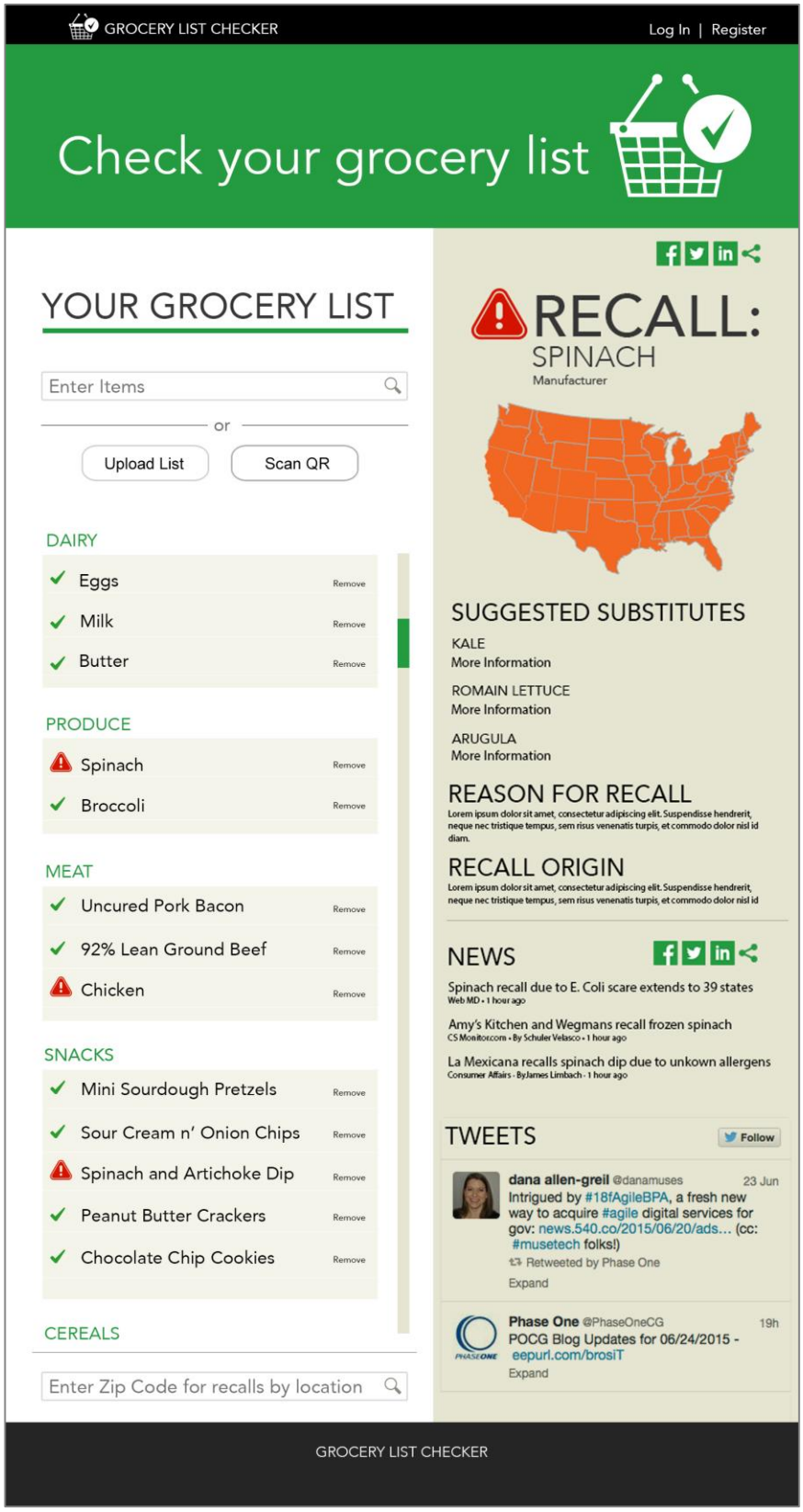
Again, the "Top Product Recalls" was moved to toward the top. We also added the option to remove items from the list, as needed. Also new, for this iteration was the ability to see what recalls were in certain areas by entering a location.

V.4 Landing Page



In the next iteration, we consolidated the title and call to action text. The icon was also updated with a cleaner, more recognizable iteration. “Top Product Recalls” was changed to “Active Recalls,” and the disclaimer is also included.

V.4 Grocery List Page

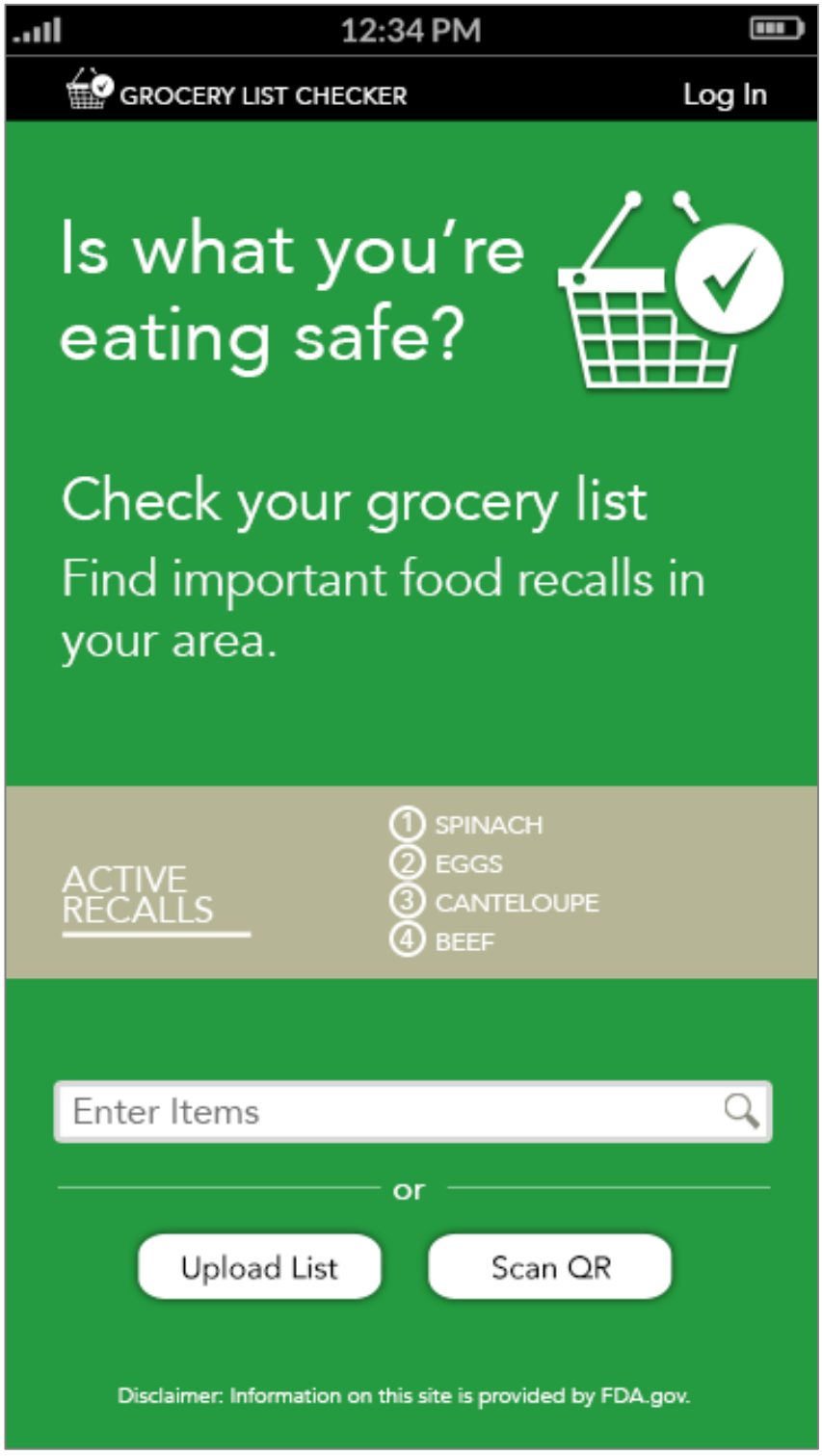


On the grocery list page, the top portion is significantly consolidated, to take up less space. The "Top Product Recalls" was also taken out.

In the list section, we added check mark icons to make things more clear.

The recall details section was updated to include more functional tools that would inspire people to integrate this into their everyday lives.

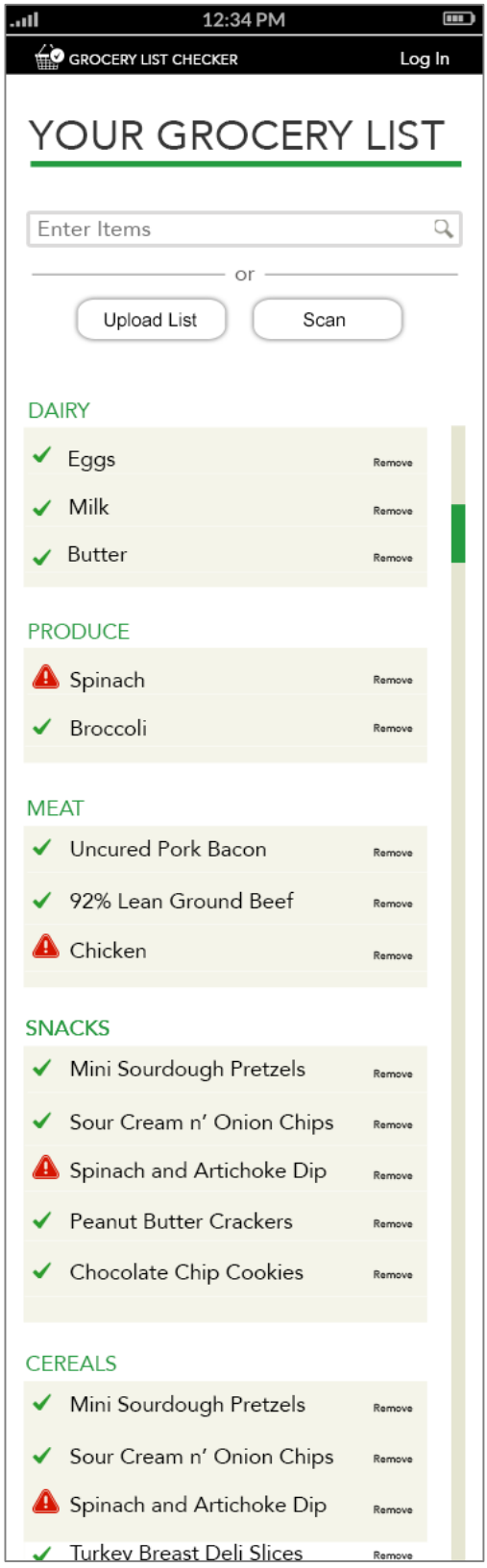
Mobile Landing Page



Once we were able to iron out the details of the site, we set up the views that would be seen on phone. The thought was that, aside from inputting the information, there's a good chance that the most people would use this application on their phones.

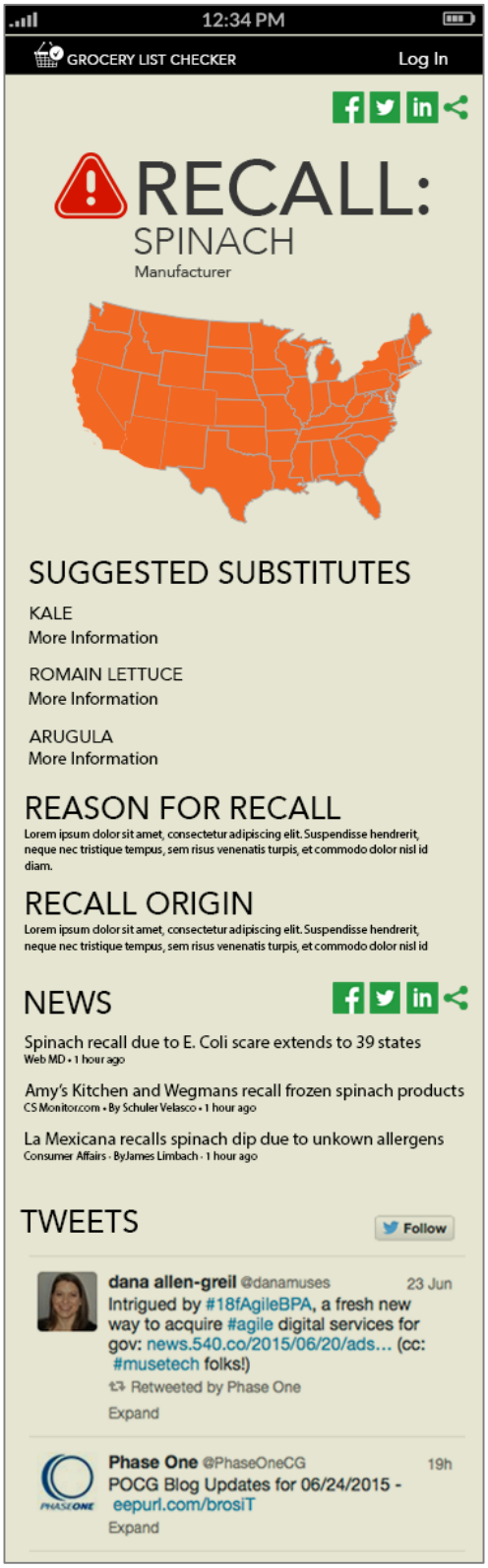
The "Active Recalls" list is abbreviated.

Mobile Grocery List Page



The grocery list becomes its own section.

Mobile Recall Details Page



The recall details becomes its own section as well.

Mobile Scan Page

The mobile scan page also allows for the user to go to the recall details page, and it also enables the user to send alerts to through the proper channels.