We chose sketch A to elaborate on due to its clarity and emphasis on the most important aspects of this screen. The main buttons the user would interact with (Record, Mode and Data Log) are large and displayed clearly. Compared to sketches B and C, which have smaller icons that the user may accidentally mis-press, the interface of A is more focused on what is important to the user. This is key to enhancing the intuitiveness of the app. Sketch D emphasizes similar points to sketch A, but the mode selection button is somewhat less obvious in this design. Although sketch E shows more information about Previous Readings than the other sketches, it is too cluttered; additionally, that information is repeated in the Data Log screen in more detail, so it is not needed for the Data Collection screen. Thus, our main reason for choosing sketch A was its relative simplicity and correctly emphasized functions compared to the other designs.