



Cara
www.cara-app.com

Goals & Audience

The purpose of the Cara app is to help users use smart tracking to find a relationship between nutrition and symptoms. For most people with IBS, it is extremely difficult to keep track of food patterns and understand what the cause of certain symptoms are. Cara hopes to fight that, by providing a diary for

users to track food intake, symptoms, mood, and other individual feedback, and then using smart analysis in order to provide personal insights to each user and find connections between food intake and digestive issues. The audience of this app is people who have digestive problems and seek a solution.

General Problems

One general problem with this app is that they assign each user a "symptom score," which can be hard to understand and follow. The symptom score is an average of all symptoms felt for the day, and the lower the score, the less severe the symptoms should be. This is meant to be one of the main features of the app, but it is confusing at first and requires research to understand how it is calculated.

The app itself is not difficult to navigate, and it provides an in-depth introduction upon opening. However, for navigation, there are only icons, which can be confusing if the user does not know what it is supposed to represent.

While the green color is very relaxing and peaceful, its bright hue can be hard on the eyes, especially when on an electronic device.

Overall, the issues seem to be a lack of description of UI elements, as well as a difficult color palette.

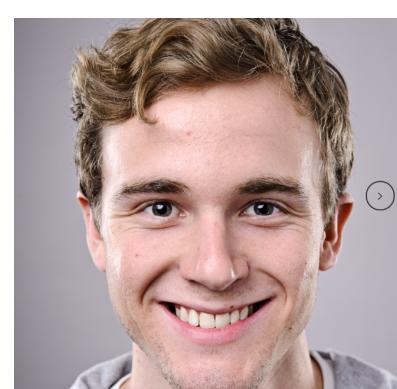
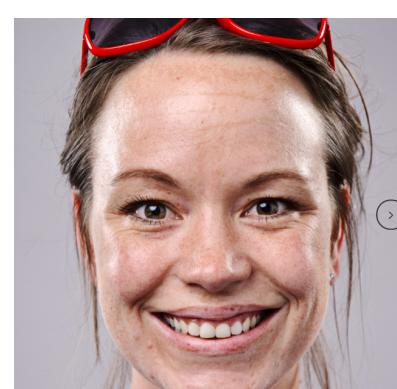
Color Palette



The color harmony for this app is, for the most part, an analogous harmony. The main color has the hex value 51aca3, and appears on the logo and as the background color throughout the app. There are slight variations used for emphasis (63c99d and 7af6c4), while there is one darker blue used for emphasis throughout.

All of the colors sit on the same side of the color wheel, proving the app to have an analogous color harmony.

Images Style & Tone



The app itself does not use photos, sticking to icons for simplicity. However, the website features close-up photos of people placed next to testimonials about the app. The photos feature people all smiling and explaining how the app helped them with their digestive issues. While it is likely meant to be encouraging and welcoming, the proximity to the faces can be off-putting.

In terms of style and crop, the photos are all very uniform. They appear to be at similar distance from the people and the placement is uniform throughout the website.

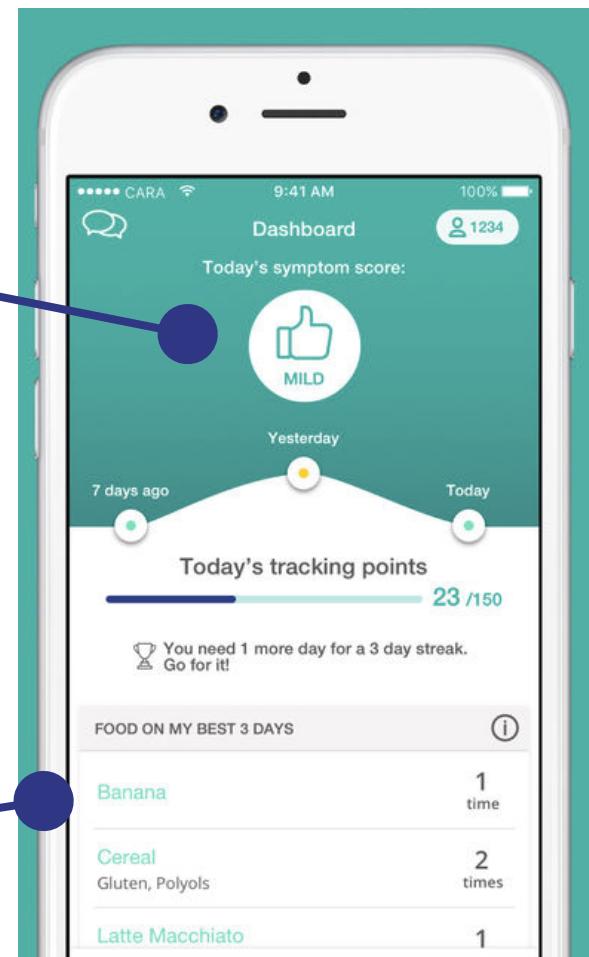
Critique by: Kasey Yang



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Screen 1 Home screen

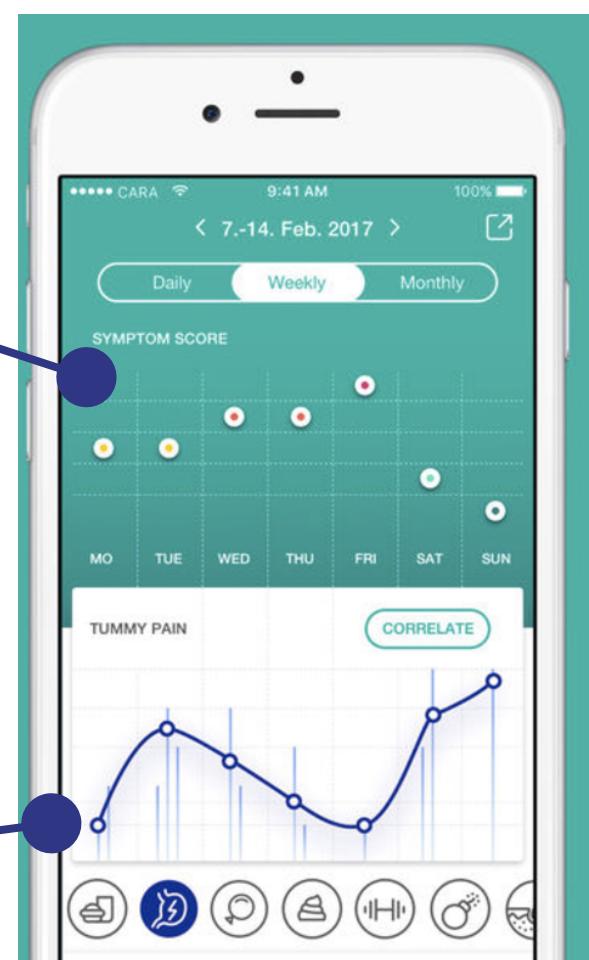
Opens with the symptom score, without explaining what it means or giving an indication of what can be done about the information.



Shows the user what foods they ate on the days that their symptoms were the least, giving clear and straightforward information that they can use.

Screen 2 Daily overview

No explanation of numerical value for symptom scores, users will have to inference what each of the values mean and how to comprehend them other than with the colors given.



Visual representation of symptoms throughout the day, however it is difficult to see what each of the icons means without explanation.

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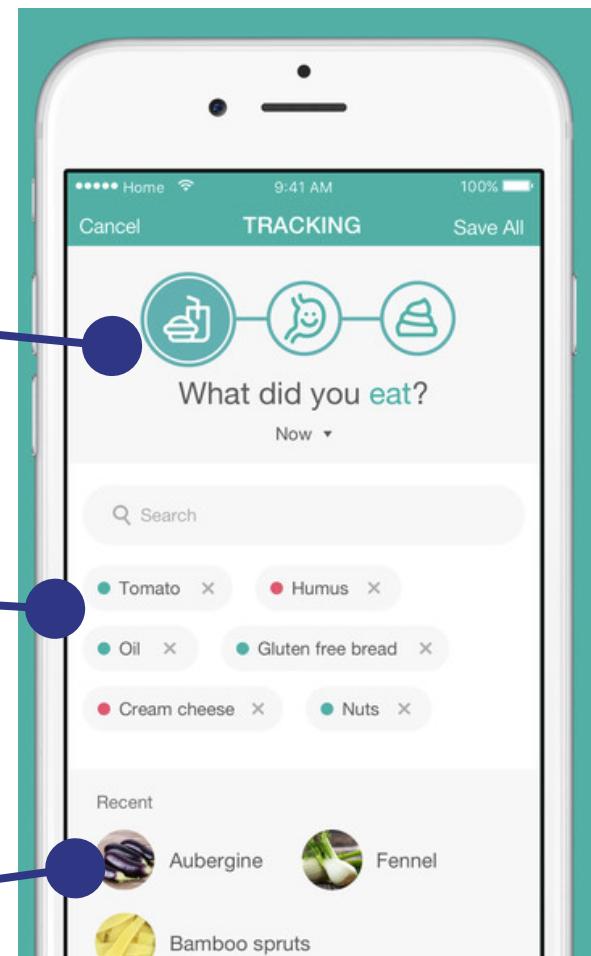
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Screen 3 Entering data

Unable to discern what each of the icons mean, especially the middle one.

Does not say what these foods are. They are not recent, as the recent foods are shown further below, so it is unclear if they are suggestions or something else.

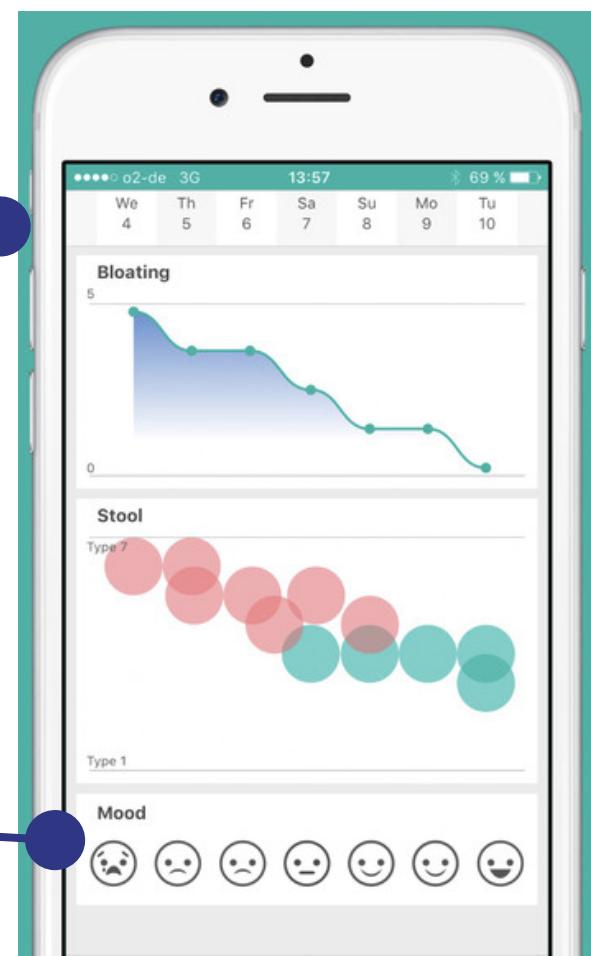
Photos do not match the UI of the rest of the app, as actual photos do not appear anywhere else in the app. It would make more sense for consistency and design to use icons instead.



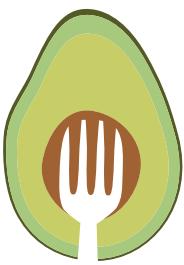
Screen 4 Correlation

It is extremely difficult to match the dates to the graphs because they are so far apart. Also the shading that discerns days does not follow through with the graphs, making it even more difficult to track.

The mood is extremely unclear, as it only depicts faces with no description. It would be more helpful if there was a single word below the face describing what it represents.



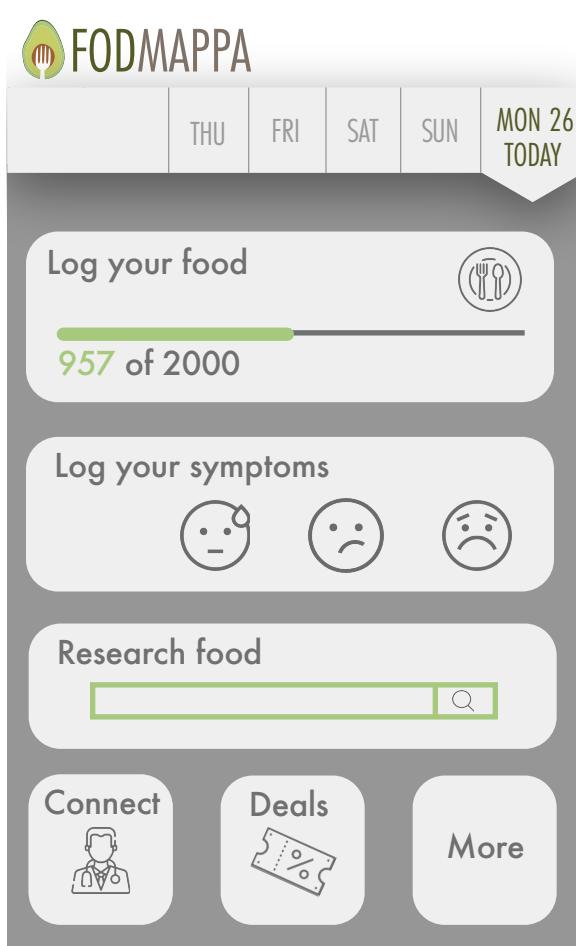
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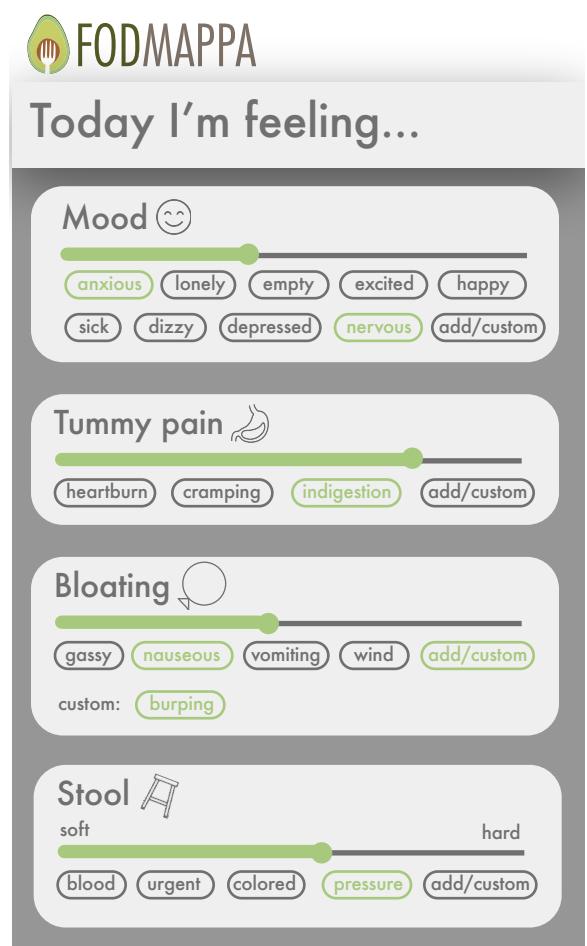
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Design Ideas & Directions

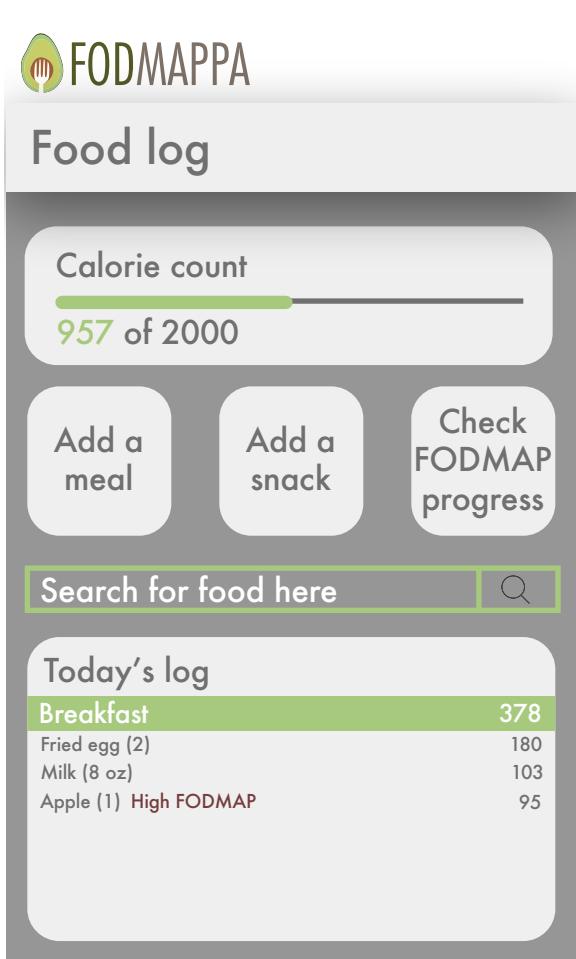
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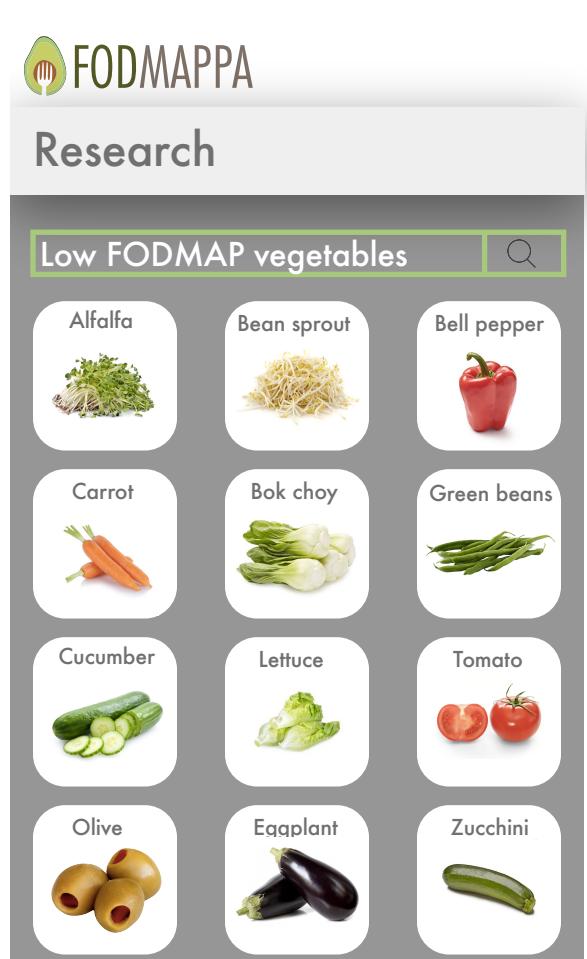
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3



4



Critique by: Kasey Yang