NUTRI

James Egan
1261503
CGRD242

BRIEF

Brief & Personas

The solution that is required is a mobile application that is intended to be used on-the-go to bring up information about food products.

This app must provide the standard information displayed that is required by law. Along with common nutritional daily intake values. It will also include information that will allow the user to investigate:

- What ingredients are in the food?
- Where are the ingredients from?
- Where are they harvested?
- Where are they processed?
- Where are they manufactured?
- Where are they prepared?
- Who was involved in making the food?
      and
- How was it made?

This application will be on an Android device. The application's assets should also follow the specifications that are outlined in the Android material guidelines.

Chris Taylor, 53

Chris is American. Chris works as managing director at Mainfreight. He has recently moved to New Zealand with his wife and two kids. He has enrolled his children at a highly renowned elementary school. He has lived in America all his life and so has his wife. He keeps up to date on American current affairs.

Troy Smith, 28

Troy is a Gold Medalist as a New Zealand Gymnast. He eats 4-5 small meals a day. Troy spends the majority of the day training and has little spare time on his hands. Troy lives with his partner, a local gym trainer.

Madison Airey, 42

Madison is married with two children, aged 5 and 8. She works as an accountant in the city center. Madison is politically active, keeping up to date with New Zealand's politics and relationships with other countries. She lives with her husband who also works in the city center. Madison exclusively bikes to her work.

Scenarios
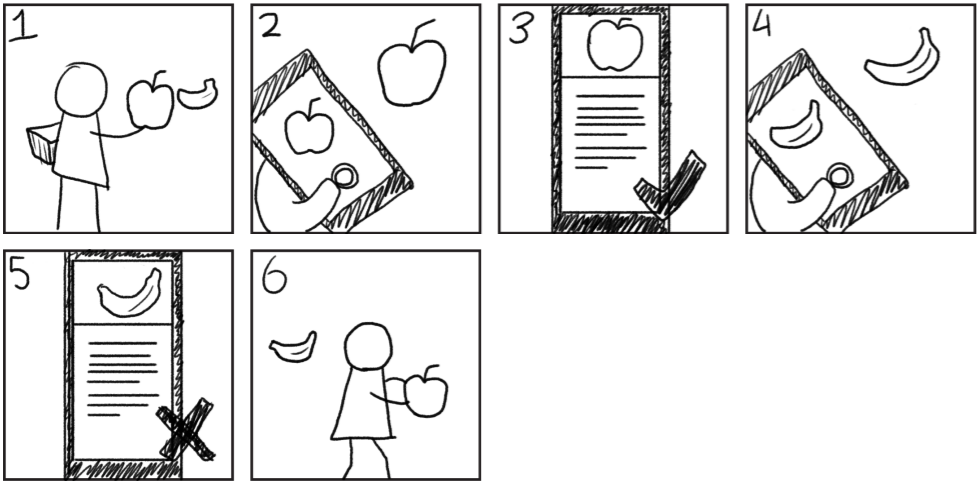
Madison's Fruit

Madison is at Countdown looking to buy some fruit for her lunch breaks. She has been worrying about the pesticides being used in Western Australia and wants to ensure that the fruit she is choosing has been harvested and packaged outside of Western Australia. She opens her app and proceeds to scan the fruit to bring up the information on them. She packs the fruit that aren't from Western Australia then continues to the checkout.
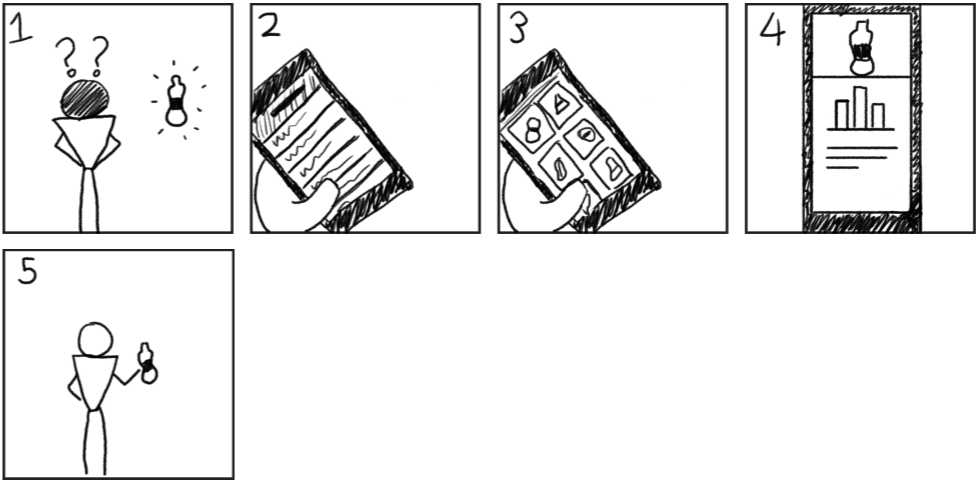
Troy's Nutrition

Troy is looking to stock up on food for the week at New World. He is in a hurry to get to the gym and start the day's training routine. The store has a new brand of sports drink and he wants to look into what it's nutritional value is. He launches the app and navigates to the sports drink category. Troy selects the new sports drink and sees that it's nutritional values are greater than his usual brand. He then grabs the new sports drink and purchases it.

ASSETS

Typography & Logotype

For this application's typography I used Roboto. It is a refined and engaging typeface that is both legible and readable at several different sizes. The typeface contains several fonts that vary in weight. Although they are not all used in the application, the typeface allows for future changes. These changes could be new features being added that may require more hierarchy in the typography.

The Google Material Design provides it as Google's standard typeface for use in mobile applications. The brief outlines that the solution should follow the Google Material Design, but if Roboto hadn't suited the application then another font could have been used.

For the logotype, it was important to accurately represent the application's purpose of finding out information on food, but also keeping it approachable and personal. This is why I used the typeface 'Just Another Hand'. It's soft edges give a friendly aspect. Whereas the strong vertical lines and few horizontal lines mimic a bar graph, commonly associated with statistics and information.

Title

← **Favourites**

Who is involved? ⌃

Body 1

Nature Valley is a brand of granola bars by General Mills. Its slogan is "The Energy Bar Nature Intended".

General Mills is an American muiltinational manufacturer and marketer of branded consumer foods sold through retail stores.

Card

Dessert ⟩

Body 2

healthyShopper@gmail.com

Button

SKIP

LOGIN

Caption

Fish

LOGOTYPE

NUTRI

Icon Set & Assets

Who is involved? ⌄

Who is involved? ⌃

Nature Valley is a brand of granola bars by General Mills. Its slogan is "The Energy Bar Nature Intended".

General Mills is an American muiltinational manufacturer and marketer of branded consumer foods sold through retail stores.

LOGIN   LOGIN

SKIP   SKIP

13%   4%   9%

The icons that I used were gathered from the Google Material Design resources. Any other icons were created with the intent of matching Google's flat and minimal style with a soft geometric focus.

The elements and assets were also taken from the Google Material Design resources. Following the Card system and ensuring that the assets captured the universal style.
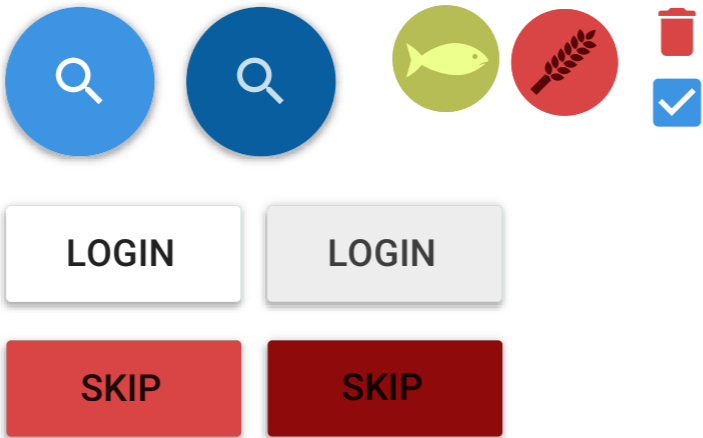
Launcher Icon

The Launcher Icon for this application needed to represent both the informative aspect of the application and also the content that would be covered (food).

Colour palette

The colours used in the application are influenced by nature, blue skys and trees being the source of the two main colours (blue and green). To stay similar to the Google Material Design, the colours will be flat and will not have gradients.
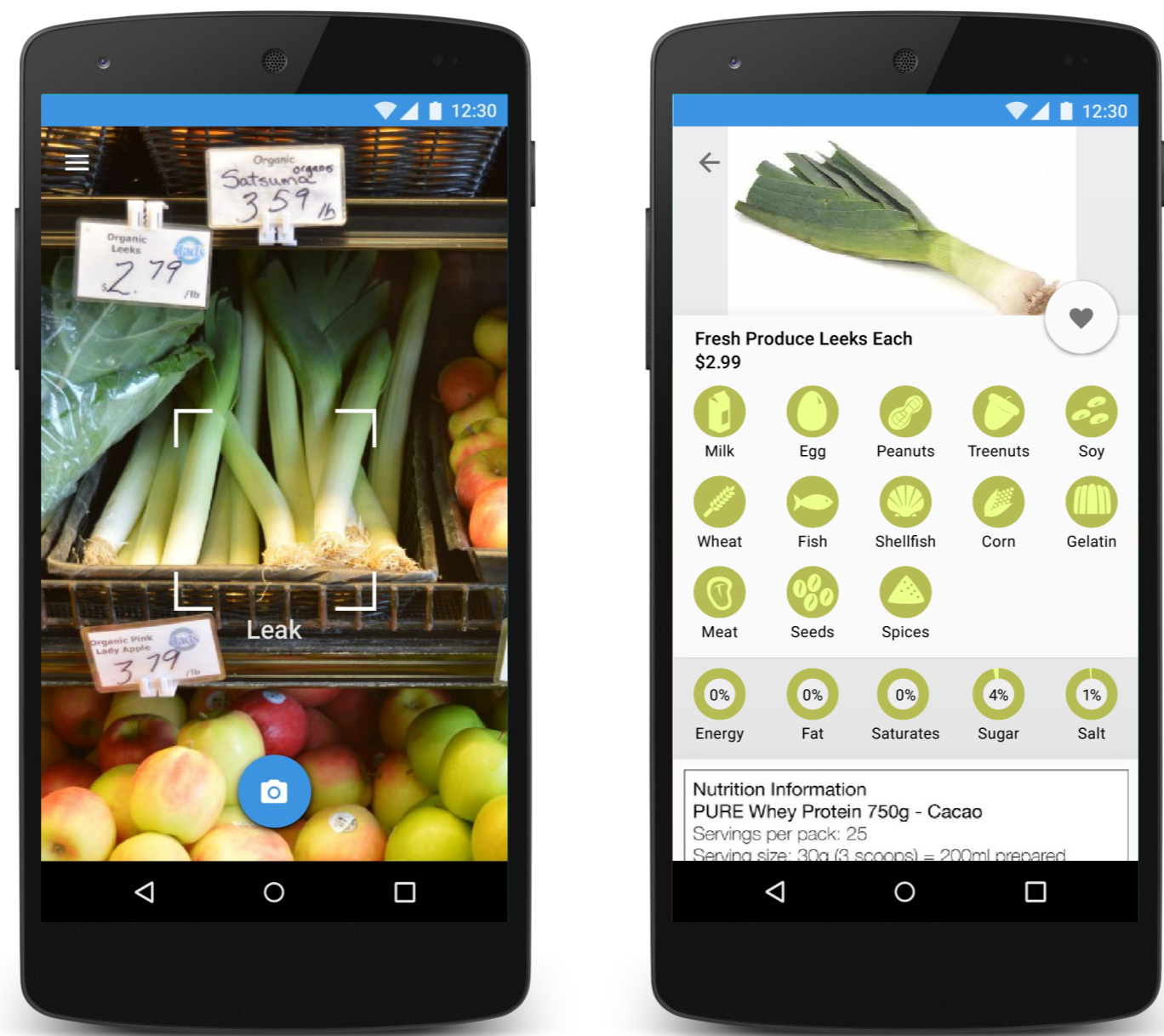
A Triad colour scheme was used. The blue is a calming colour used to highlight dynamic assets (buttons, icons, menus). The green is a healthy and lightweight colour used on static assets (icons and information). Finally, the red is used to strongly emphasize assets. It is an eye catching colour and is used for prompts that require a lot of attention (options, warnings).

NUTRI

LOGIN   LOGIN

SKIP   SKIP

#FFFFFF   #EEEEEE   #000000

#ECFF8B   #D84545   #3D94E2
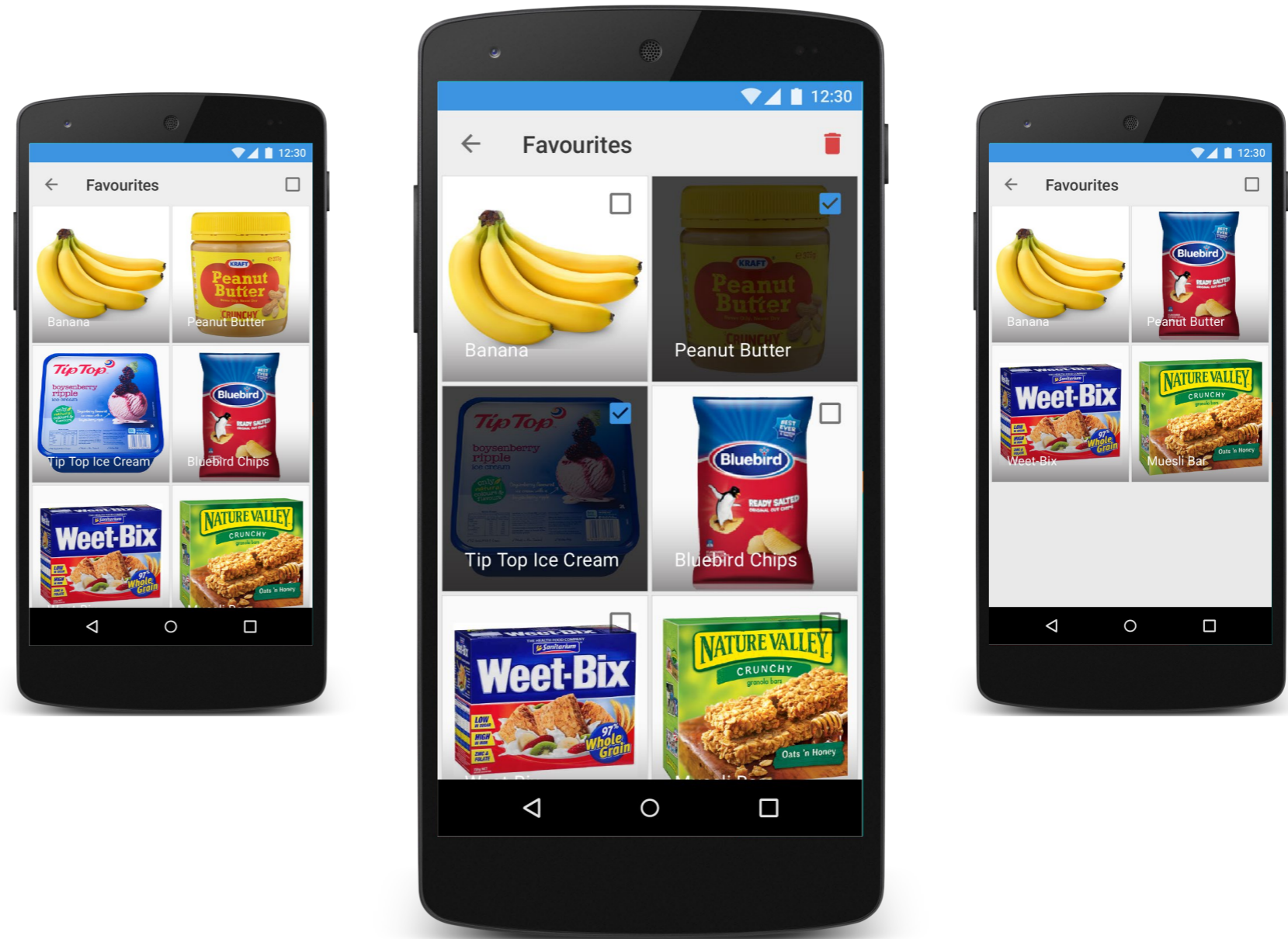
#B5BC53   #8E0A0A   #075E9E

SAMPLES

Scan

This is the main feature, the app opens to this screen where the user is able to scan their product taking them directly to the items page.

Leak

Fresh Produce Leeks Each
$2.99

Milk	Egg	Peanuts	Treenuts	Soy
Wheat	Fish	Shellfish	Corn	Gelatin
Meat	Seeds	Spices		

0%	0%	0%	4%	1%
Energy	Fat	Saturates	Sugar	Salt

Nutrition Information
PURE Whey Protein 750g - Cacao
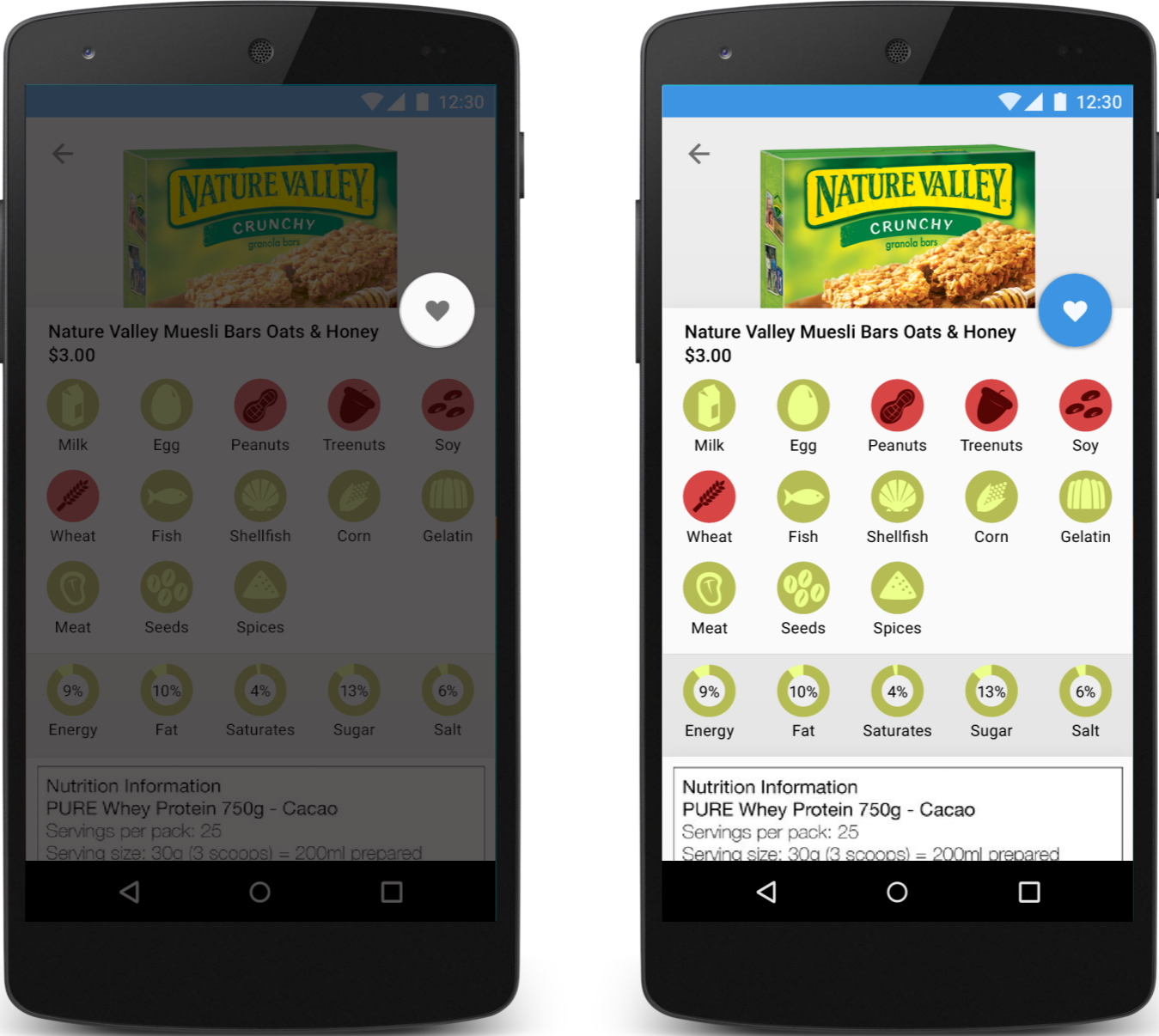Servings per pack: 25
Serving size: 30g (3 scoops) = 200ml prepared

Favourites - Remove

The user is able to easily delete previously favourited items from their list.
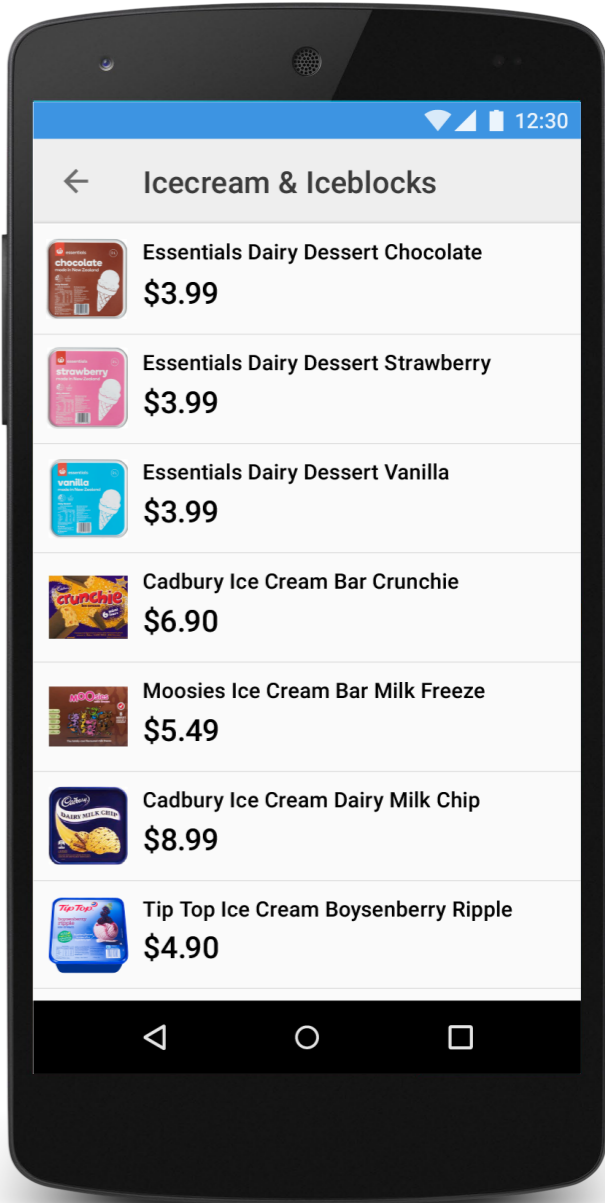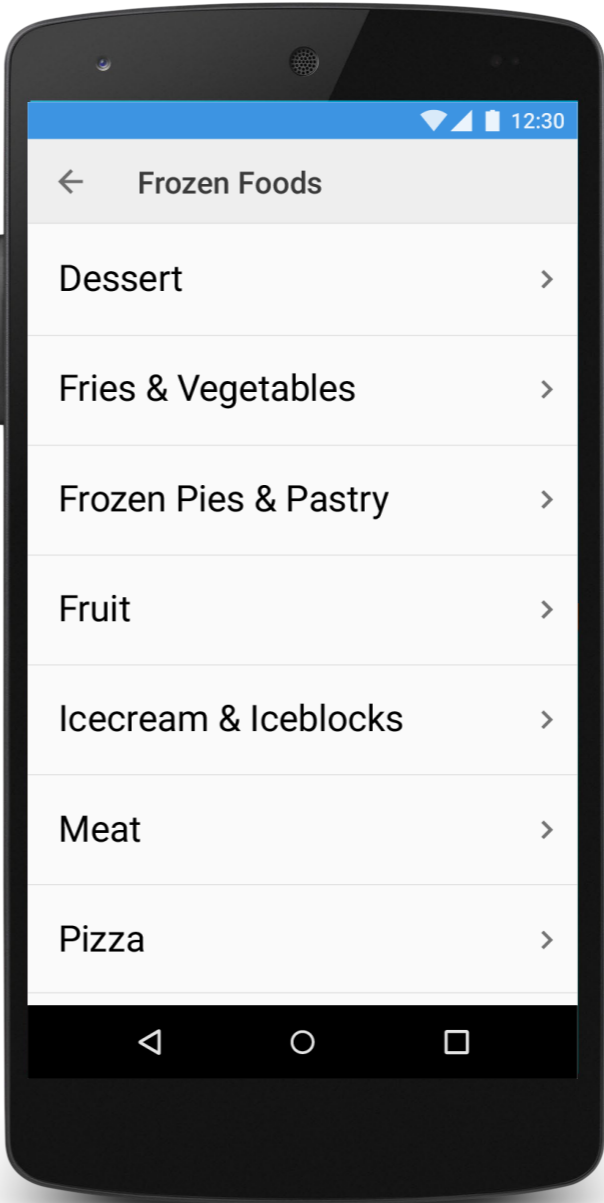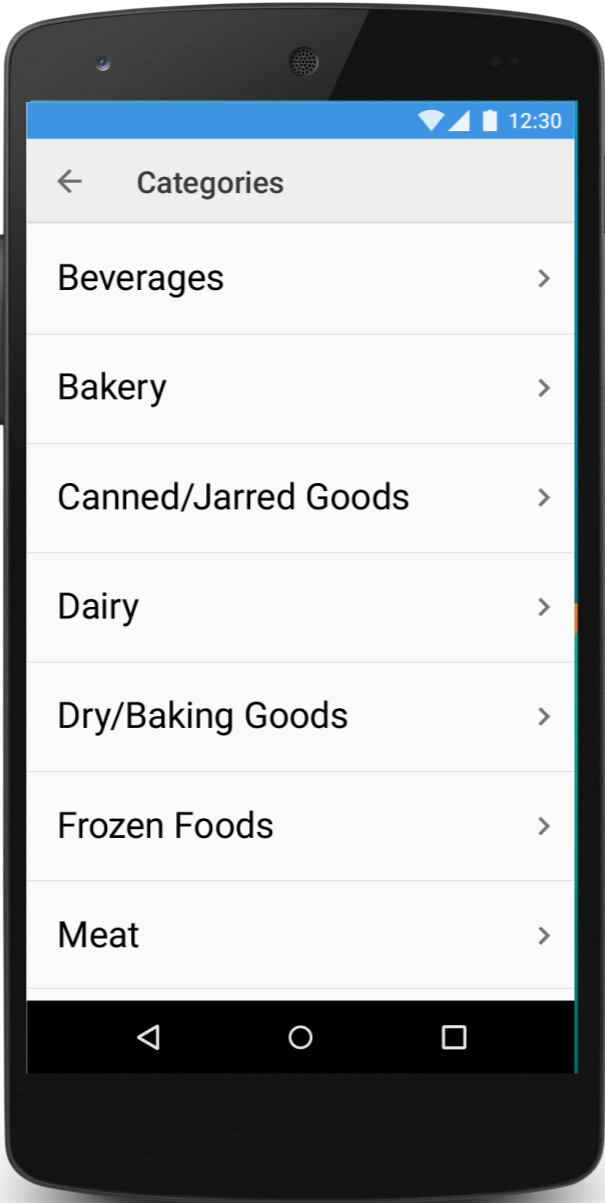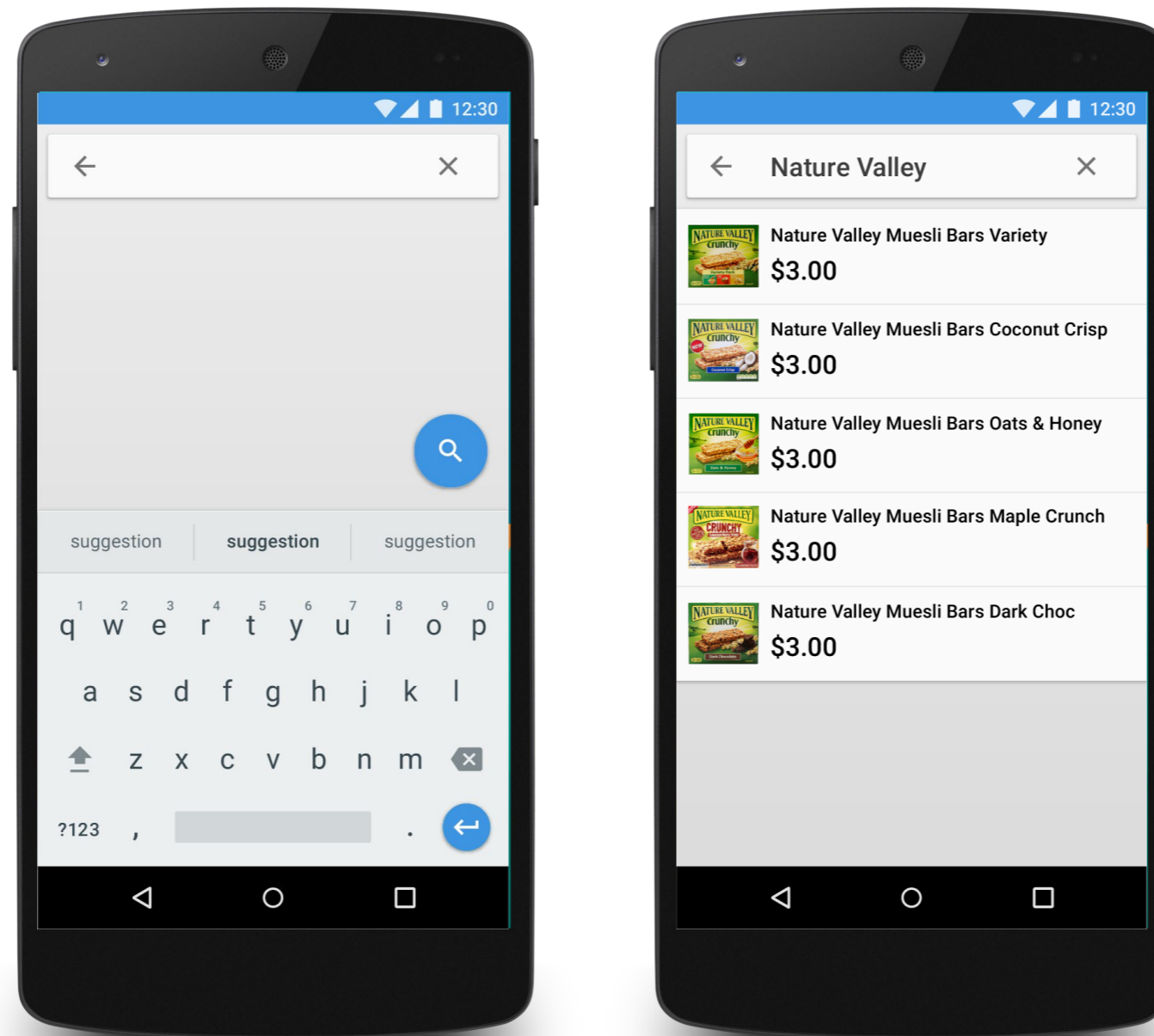
Favourites - Add

A favourite feature is important for quick access to frequented products.

Categories

Categories are important for enabling the user to browse wares, it is simplistic and fluid as there are a large amount of items and categories.

Categories

Beverages

Bakery

Canned/Jarred Goods

Dairy

Dry/Baking Goods

Frozen Foods

Meat

Frozen Foods

Dessert

Fries & Vegetables

Frozen Pies & Pastry

Fruit

Icecream & Iceblocks

Meat

Pizza

Icecream & Iceblocks

Essentials Dairy Dessert Chocolate
$3.99

Essentials Dairy Dessert Strawberry
$3.99

Essentials Dairy Dessert Vanilla
$3.99

Cadbury Ice Cream Bar Crunchie
$6.90

Moosies Ice Cream Bar Milk Freeze
$5.49

Cadbury Ice Cream Dairy Milk Chip
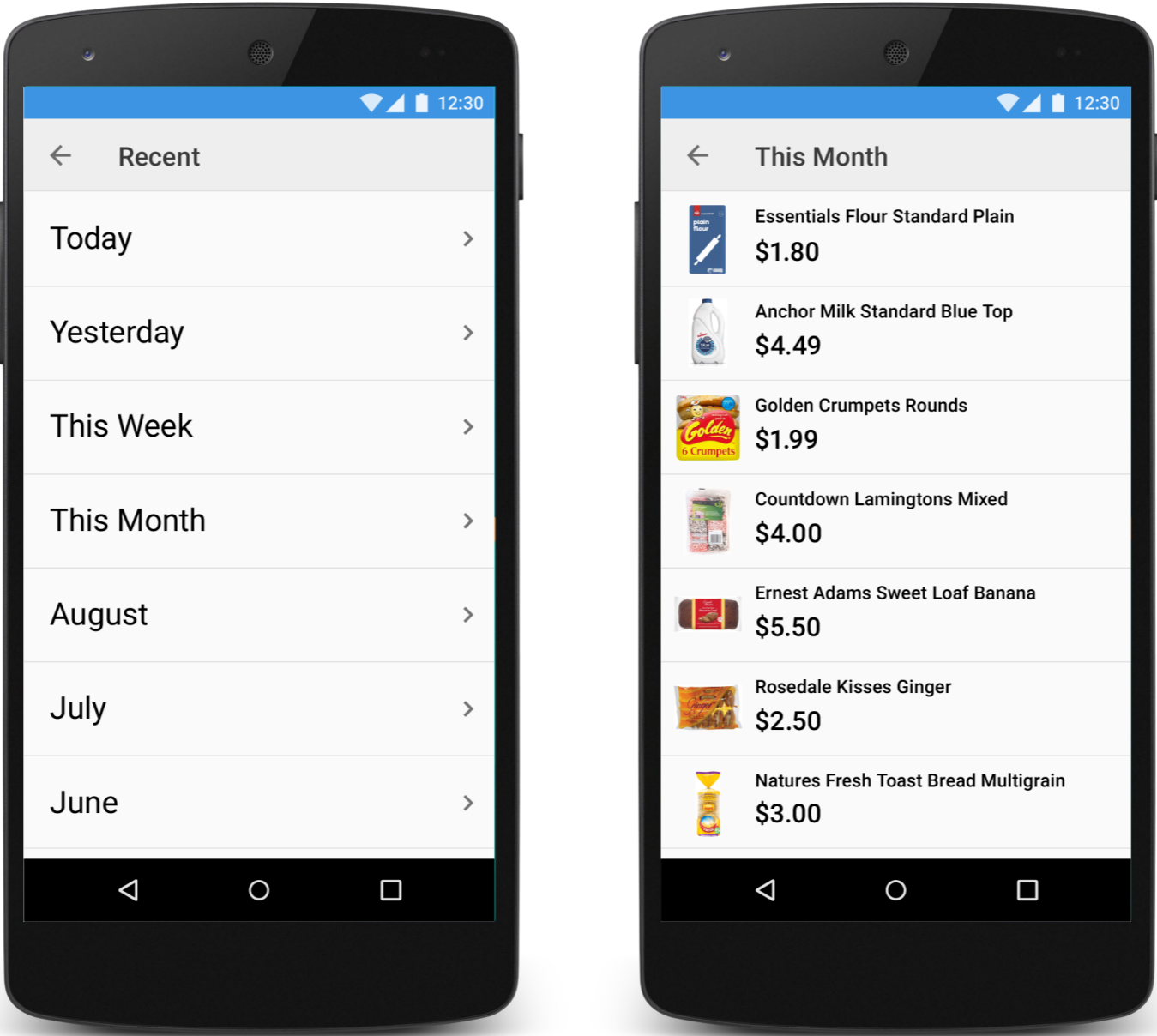$8.99

Tip Top Ice Cream Boysenberry Ripple
$4.90

Search

The search feature helps users looking for items that share a tag such as 'gluten free', 'juice' or in this case a brand.

Recent

This feature allows the user to navigate through items they have previously viewed via category, search and also scanning.

Recent

Today	>
Yesterday	>
This Week	>
This Month	>
August	>
July	>
June	>

This Month

Essentials Flour Standard Plain	$1.80
Anchor Milk Standard Blue Top	$4.49
Golden Crumpets Rounds	$1.99
Countdown Lamingtons Mixed	$4.00
Ernest Adams Sweet Loaf Banana	$5.50
Rosedale Kisses Ginger	$2.50
Natures Fresh Toast Bread Multigrain	$3.00

References

Personas:
1 https://c2.staticflickr.com/4/3205/2398535122_f8726a54c0_b.jpg
2 https://static.pexels.com/photos/428339/pexels-photo-428339.jpeg
3 https://upload.wikimedia.org/wikipedia/commons/2/24/SenatorGillibrandpic.jpg

Woods Image:
https://pixabay.com/en/the-scenery-natural-nature-canada-1949260/

Logotype font:
https://fonts.google.com/specimen/Just+Another+Hand

Body font:
https://fonts.google.com/specimen/Roboto

Google Material Design resources
https://material.io/guidelines/resources/sticker-sheets-icons.html

Scan image:
https://pixabay.com/en/fruit-vegetables-supermarket-market-1100190/

Phone Model:
https://upload.wikimedia.org/wikipedia/commons/a/ac/Nexus_5_Front_View.png

Nutritional Value Chart:
https://upload.wikimedia.org/wikipedia/commons/c/c7/NutritionLabel.png

Grocery Images:
https://shop.countdown.co.nz/

Content that is not mentioned has been created during this project.

https://invis.io/6GD3CYD7V