

NMDE-303 (INTERACTIVE III): PROJECT 1  
LENA PANG

# Process Deck

Gluten  
+ Add Restriction



Plain Bagels \$7.75  
Thomas · 6 pack

Plain Bagels 4.99  
Wegmans · 6 pack

COMPARE



Wegmans Bagel 7.75  
Thomas Bagel 4.99

\$1.29	Serving Price	\$0.83
10 g	High Protein	10 g
53 g	Low Carb	61 g
6 pcs	Quantity	6 pcs

Thomas Bagel 4.99

7 g sugars  
5 g added sugars

PRICE BREAKDOWN

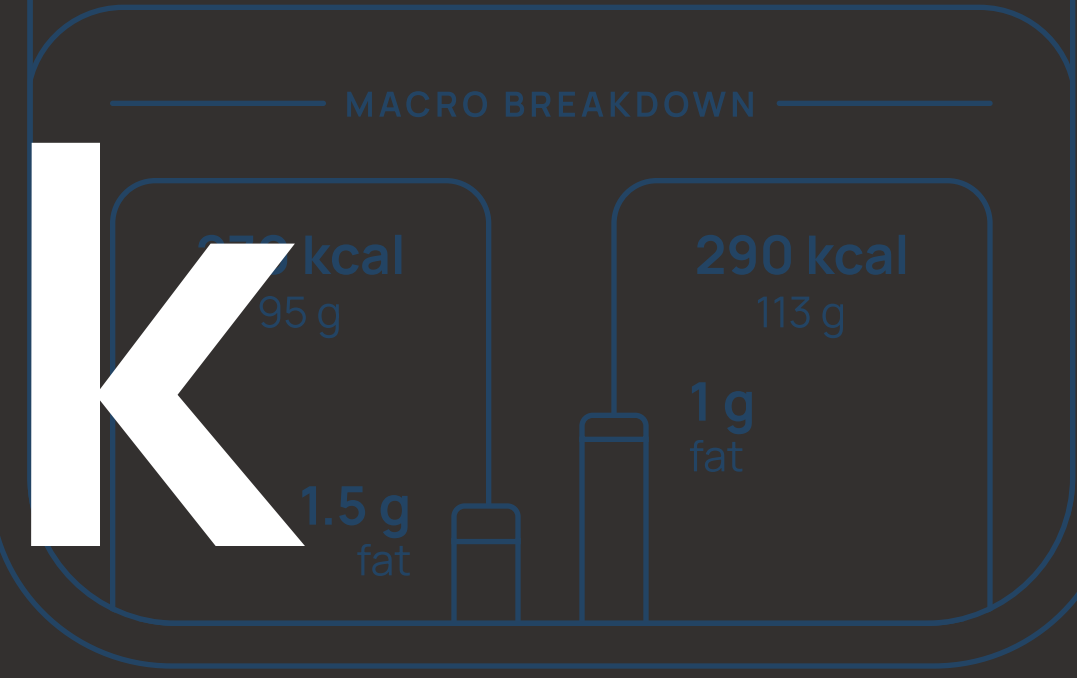
Overall Price	\$4.99
Serving Price	\$0.83
Price per Gram	<\$0.01

Emma Irvine

ACCOUNT NUTRITION PROFILE

Name Emma Irvine Edit

Phone Number (\*\*\*)\*-1234 Edit



ACCOUNT NUTRITION PROFILE

Priorities

Protein High (>50%)

# Table of Contents

Project Summary ..... 3

**DEVELOPMENT**

Shopic Heuristic Evaluation ..... 4

Scope Document ..... 18

**DESIGN**

Workflow ..... 26

Wireframes ..... 31

Style Guide & Comps ..... 65

Animation ..... 84

# Project Summary

## Prompt

How might we use interactive tools to make the shopping experience “better”?

## Timeline

9 weeks

## Concept

An app that scans grocery items and decides which is more suited to the user’s needs (based on their set preferences), providing clear data visualizations for quick comparison.

## Designer Reflection

Diving deeper into the UX side of concept development has been a delight. I had never spent so long considering and defining functionality before beginning the visual designs. But with every minuscule detail, interaction, and state planned out, there is no room left for redundancy or ambiguity. Everything has a purpose—and with intent so clear, the visuals almost design themselves.

Overall, the process served as a great first look into UX design, and it gave me a plethora of opportunities to really sit down, think hard, and solve problems.

# Wegmans Shopic Heuristic Evaluation

A rubricked analysis of the experience design and usability of Wegmans' new smart shopping cart.



# Table of Contents

HEURISTIC EVALUATION


Overview & The Rating Scale .....	6
<b>1</b> Visibility of System Status .....	7
<b>2</b> Match between the System and the Real World .....	8
<b>3</b> User Control and Freedom .....	9
<b>4</b> Consistency and Standards .....	10
<b>5</b> Error Prevention .....	11
<b>6</b> Recognition rather than Recall .....	12
<b>7</b> Flexibility and Efficiency of Use .....	13
<b>8</b> Aesthetic and Minimalist Design .....	14
<b>9</b> Helps Users Recognize, Diagnose, and Recover from Errors .....	15
<b>10</b> Help and Documentation .....	16
Conclusion .....	17

# Overview

Jakob Nielsen developed the ten usability heuristics as a measurement of the functionality and efficiency of a user experience. The original rating system was a 0-4 scale that represented the severity of an issue, or lack thereof.

Today, however, we'll be using a more standard grading system: S to F, as seen on the right.

## RATING SCALE

- 
- S** Absolutely amazing; memorably superb. Wow moment. No edits necessary.
  - A** Good. Could use a few cosmetic tweaks.
  - B** Satisfactory, but some weak spots. Needs a few minor edits.
  - C** Mid. Not good, but not absolutely terrible. Need to fix some problems.
  - D** An unpleasant experience. Major issues, needs a lot of work.
  - F** Catastrophic. Nothing good to say. Start over.



# Visibility of System Status

HEURISTIC 1/10

# B

- ✓ default screen shows all your items and the total
- ✓ temporary overlays appear when you're in the process of scanning an item
- ✓ cart light changes based on status as well (green when good to go, yellow during transaction, red when something is wrong)
- ✗ notable lag when touching or interacting with the screen





# Match Between System and the Real World

HEURISTIC 2/10

# A

- ✓ reminiscent of a standard checkout in terms of layout, hierarchy, and labeling (predominant left-hand column with stack of scanned items and smaller right-hand column with a few action buttons and the total)
- ✓ experience subsequently feels familiar and relatively comfortable
- ✗ item names and photos (or lack thereof) can be ambiguous





# User Control and Freedom

HEURISTIC 3/10

# C

- ✓ the user has necessary control and freedoms to complete the intended tasks
- ✗ possibly too much freedom; it is easy to get away with more items bagged in your cart than logged in the system
- ✗ frustrating when shopping with multiple people in the same cart (can't split the bill or declare multiple users)
- ✗ no "Search Cart" function; detrimental when cart is very large



# Consistency and Standards

HEURISTIC 4/10

# C

- ✓ messaging is fairly clear
- ✓ UI is simple enough that redundancy is minimal
- ✗ typography and layout of overlays is inconsistent
- ✗ multiple ways to remove items
- ✗ multiple ways to “close” errors that do different things (confirm versus X-out, and the latter doesn’t clear the error); should get rid of the X





# Error Prevention

HEURISTIC 5/10

# B

- ✓ tutorial helps prevent errors by providing the user with direct instructions
- ✗ can't access the tutorial after initial onboarding process
- ✗ the nature of the experience (altering the order of the shopping process) will be inherently prone to error as the user is forced to change their habits

# Recognition rather than Recall

HEURISTIC 6/10

# C

- ✓ simple process for scannable items
- ✓ all necessary on-screen buttons are labeled; off-screen scanner is labeled with a sticker and an arrow pointing in the direction of the scanning light
- ✗ item identification has room for improvement (clearer names, including item weight or other distinctive factors could be helpful)
- ✗ bagging process for non-scannable products (like baked goods and produce) is not intuitive

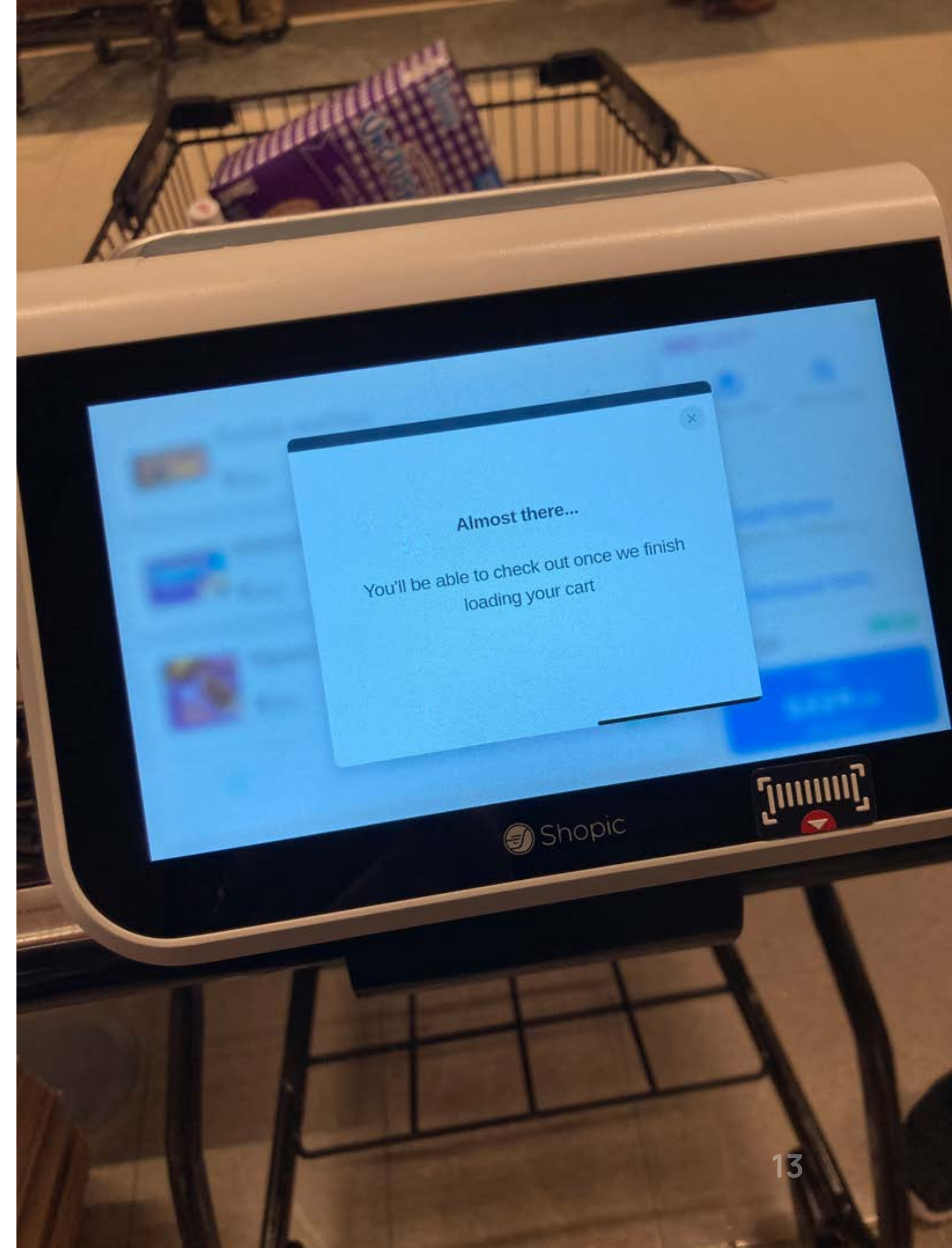


# Flexibility and Efficiency of Use

HEURISTIC 7/10

# D

- ✓ products only go into cart once (helpful with large, planned-out runs)
- ✗ scanning and bagging every single item individually is arduous and ultimately more time consuming than a register
- ✗ no obvious shortcuts
- ✗ have to go to self checkout anyways
- ✗ large amounts of products require two QR codes at checkout—why?



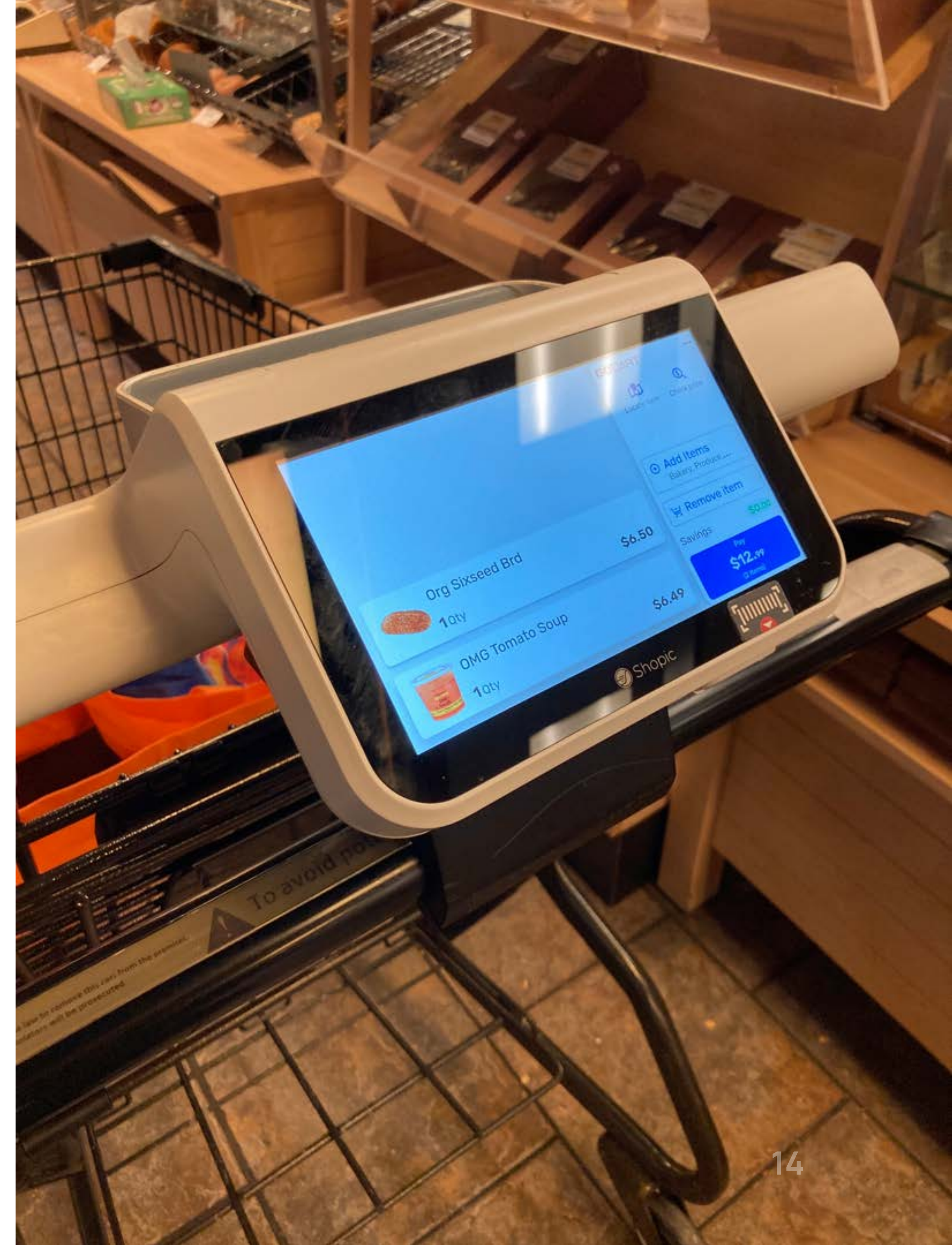


# Aesthetic and Minimalist Design

HEURISTIC 8/10

# B

- ✓ pretty standard, uneventful design; satisfactory but not revolutionary
- ✗ the checkout screen was visually overwhelming and could benefit from some reworking





# Helps Users Recognize, Diagnose, and Recover from Errors

HEURISTIC 9/10

# D

- ✓ cart blinks yellow to notify when you accidentally bag an item before scanning; alert shows a picture of the item as well
- ✗ misidentifying personal items as a product creates an annoying, unnecessary error that takes time to resolve
- ✗ no help button
- ✗ cart will show error (i.e. with red light) but it will not diagnose or inform user of the error (our cart went red halfway through our shopping spree, but the screen told us nothing so we just decided to keep going)



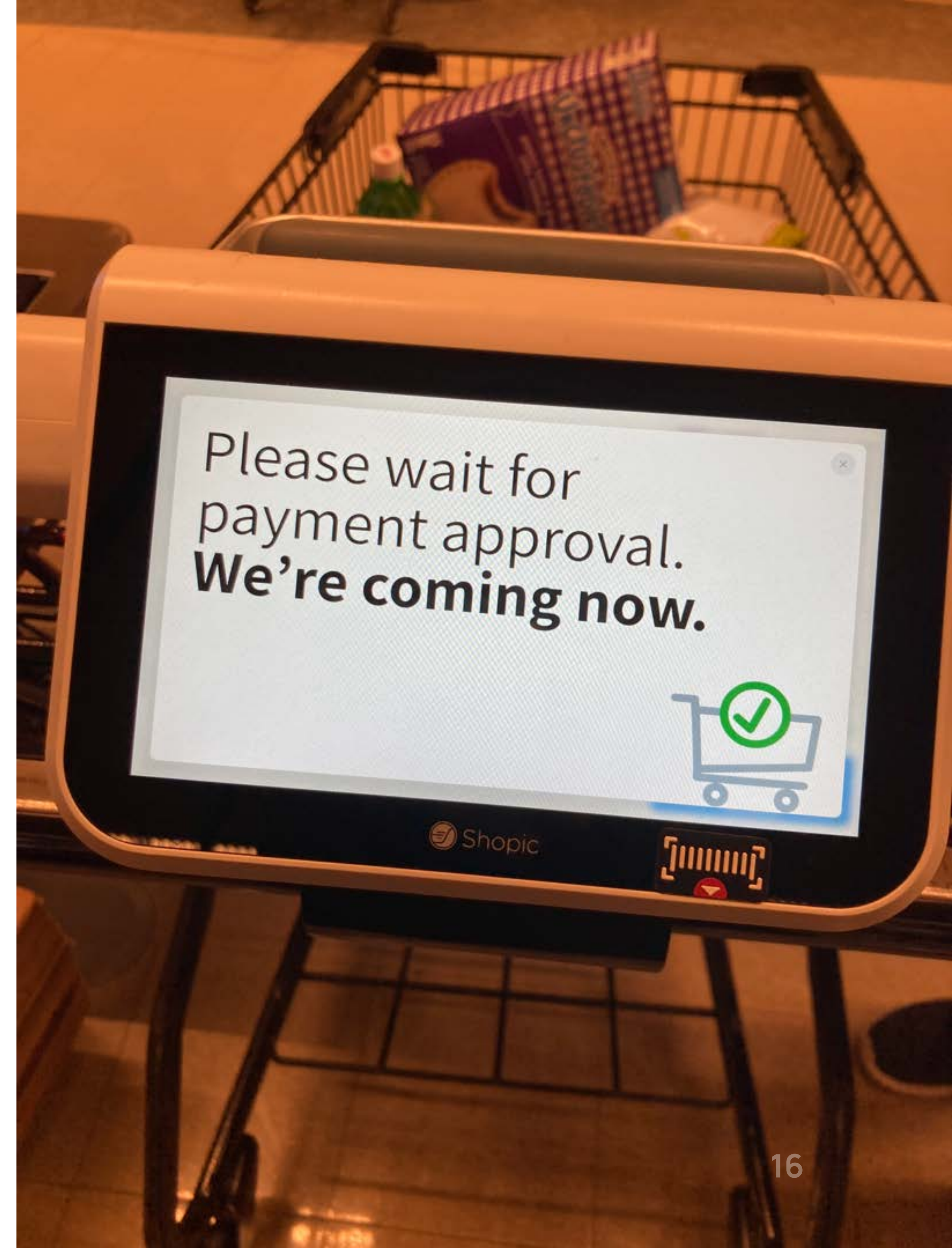


# Help and Documentation

HEURISTIC 10/10

# F

- ✗ with errors beyond forgetting to scan, user has to ask an employee for help; counterproductive for a device built for streamlined, independent shopping
- ✗ we went through three customer service people before we reached someone who knew how to help us
- ✗ even the employee instructions are vague and unhelpful



# Conclusion

Everything goes well when the user sticks to the basics, but anything beyond can quickly turn into a disaster. Moments of joy are slim to none once the intrigue of a new experience fades.

**The overall experience has very little to offer relative to traditional checkout procedures.**

## RATING SUMMARY

**A** Match between the System and the Real World

---

**B** Visibility of System Status

Error Prevention

Aesthetic and Minimalist Design

---

**C** User Control and Freedom

Consistency and Standards

Recognition rather than Recall

---

**D** Flexibility and Efficiency of Use

Helps Users Recognize, Diagnose, and Recover from Errors

---

**F** Help and Documentation

**FINAL GRADE: C**

# Scope Document

Identifying a problem in the world to define the goals, functionality, and purpose of the app.



# Table of Contents

SCOPE DOCUMENT

- The Problem ..... 20
- The Solution ..... 21
- Goals ..... 22
- Functions & Features
  - Nutrition Profile ..... 23
  - Inspect & Compare ..... 24
- Use Cases ..... 25

# The Problem

## Decision-making is hard.

With a thousand variations of each product, it's difficult to quickly determine the best option for your personal preferences, whether that be price, quantity, macronutrient distribution, allergens, or any other combination of defining factors.

Keeping track of, comparing, and making decisions based on such factors can add stress to the shopping experience.

Nutrition Facts	
Servings Per Container	6
Serving Size	1 (95 grams)
Amount per serving	
<b>Calories</b>	<b>270</b>
	% Daily Value
Total Fat 1.50 g	
Saturated Fat 0.50 g	
Trans Fat 0 g	
Cholesterol 0 mg	
Sodium 450 mg	
<b>Total Carbohydrate 53 g</b>	
Dietary Fiber 2 g	
Total Sugars 6 g	
Includes 5 g Added Sugars	
<b>Protein 10 g</b>	
Vitamin D 0 mcg	
Calcium 10 mg	
Iron 2.90 mg	
Potassium 80 mg	

Nutrition Facts	
Servings Per Container	6
Serving Size	1 bagel (113 grams)
Amount per serving	
<b>Calories</b>	<b>290</b>
	% Daily Value
Total Fat 1 g	
Saturated Fat 0 g	
Trans Fat 0 g	
Cholesterol 0 mg	
Sodium 600 mg	
<b>Total Carbohydrate 62 g</b>	
Dietary Fiber 4 g	
Total Sugars 7 g	
Includes 5 g Added Sugars	
<b>Protein 10 g</b>	
Vitamin D 0 mcg	
Calcium 40 mg	
Iron 3 mg	
Potassium 30 mg	

^  
Nutrition facts for Thomas plain bagels (left) and Wegmans plain bagels (right) from Wegmans.com. How long did it take you to realize the main difference per serving is the amount of carbs? Or that Thomas bagels have more protein by weight than Wegmans?



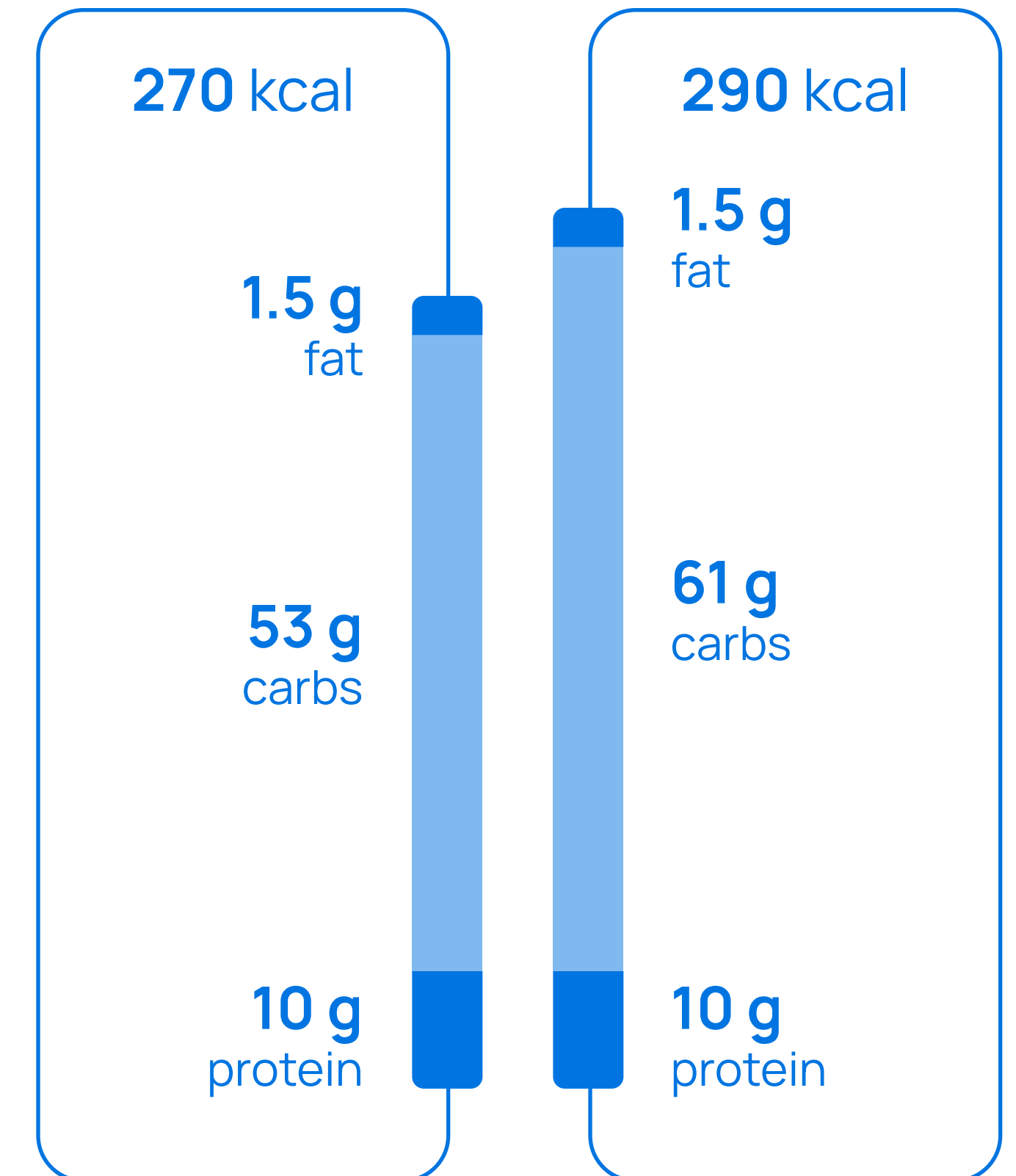
# The Solution

## What if you didn't have to make the decisions?

This app alleviates the mental strain by doing the comparison and decision-making automatically.

After the user scans two items, it generates an easily scannable comparison that highlights discrepancies between products through clear hierarchy and infographics.

If the user has filled the app's Nutrition Profile outlining their preferences, the app will prioritize displaying the information most relevant to those presets. It will also give a star to instantly identify the product that satisfies their Nutrition Profile better.



# Goals

1

Reduce the mental load of shopping.

2

Streamline the decision making process.

3

Deliver a simple yet delightful experience.

# Functions & Features

## NUTRITION PROFILE

Create a more customized experience by setting priorities that show at the top of the product analysis, add ingredient restrictions to display warnings on certain products, and set desired ranges for factors like price, macro/micronutrients, and quantity.

### Set Restrictions

- allergens; lactose; gluten
- chemical additives
- artificial sugars/colors/dyes

### Set Ranges

- price > overall, serving, by weight
- quantity
- fats > saturated fats
- carbs > sugar > added sugar
- protein
- sodium; calcium; vitamins

# Functions & Features

## INSPECT & COMPARE

### Inspect: 1 Item

If the user scans only one item, the app displays a Nutrition Profile rating at the top (if applicable), followed by a breakdown of calorie and nutrient distribution and a breakdown of price by weight and by serving/quantity.

### Compare: 2 Items

If the user scans two items, the app displays data for both products, organized into respective columns. Similarly to inspect, it rates each item according to the Nutritional Profile, but denotes the more satisfactory product with a star. The nutrient and price breakdowns are also displayed with scaled graphics for easy comparison.

# Use Cases

## Budgeting

The mental math of calculating price to serving is annoying to do at best, and unreliably inaccurate at worst. The app can quickly compare product values and recommend the more budget-efficient option.

## Allergies & Health Restrictions

Users with allergies or intolerances can quickly determine which products meet their needs and which products they should disregard. Additionally, users with diabetes or other health conditions that heavily impact diet can set ranges per serving for macronutrients like carbohydrates, added sugars, and fats.

## Dietary Goals

Many people choose certain foods based on dietary leanings or goals. For example, users who have protein goals to meet can use the app to efficiently narrow down the products most relevant and helpful to their goal. Keto users can set ranges to accurately reflect their high-fat, low-carb diets.

# Workflow

Visual map of all flow states connected with input prompts, options, and user actions/selections.

# Table of Contents

## WORKFLOW

These labels align with those in the **Wireframes**.

**This workflow consists of four main flows.** Flows and sub-flows are labelled corresponding to wireframe labels. The first two are the setup process, where the user logs in or signs up and creates their personalized profile.

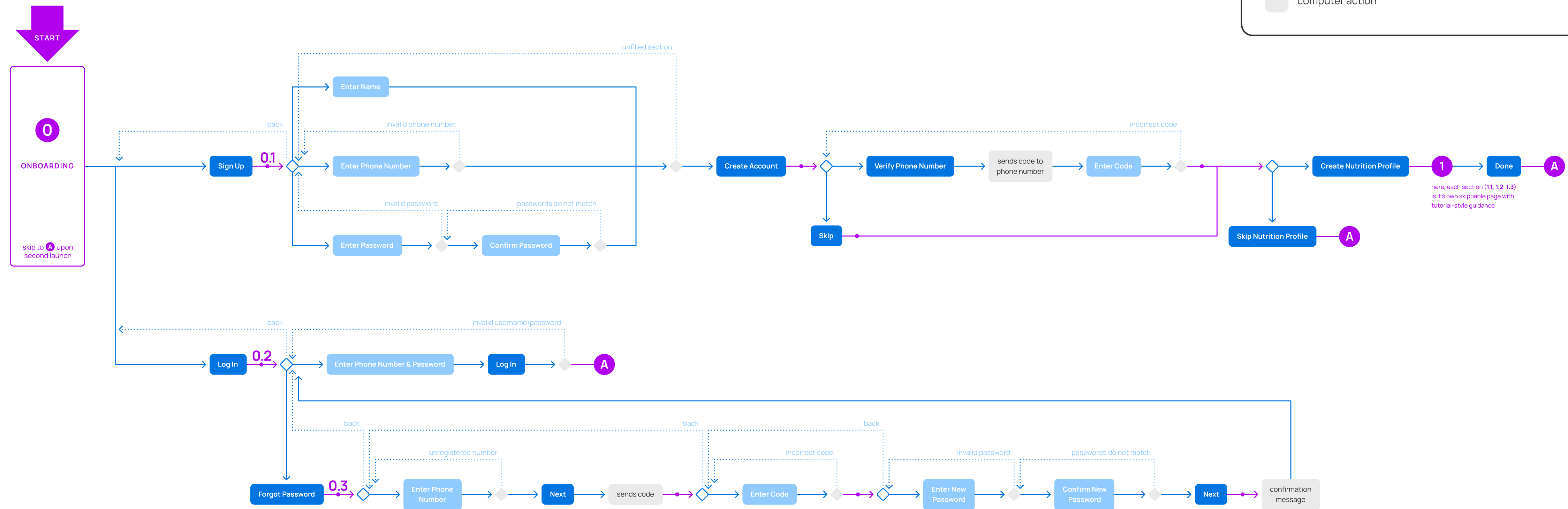
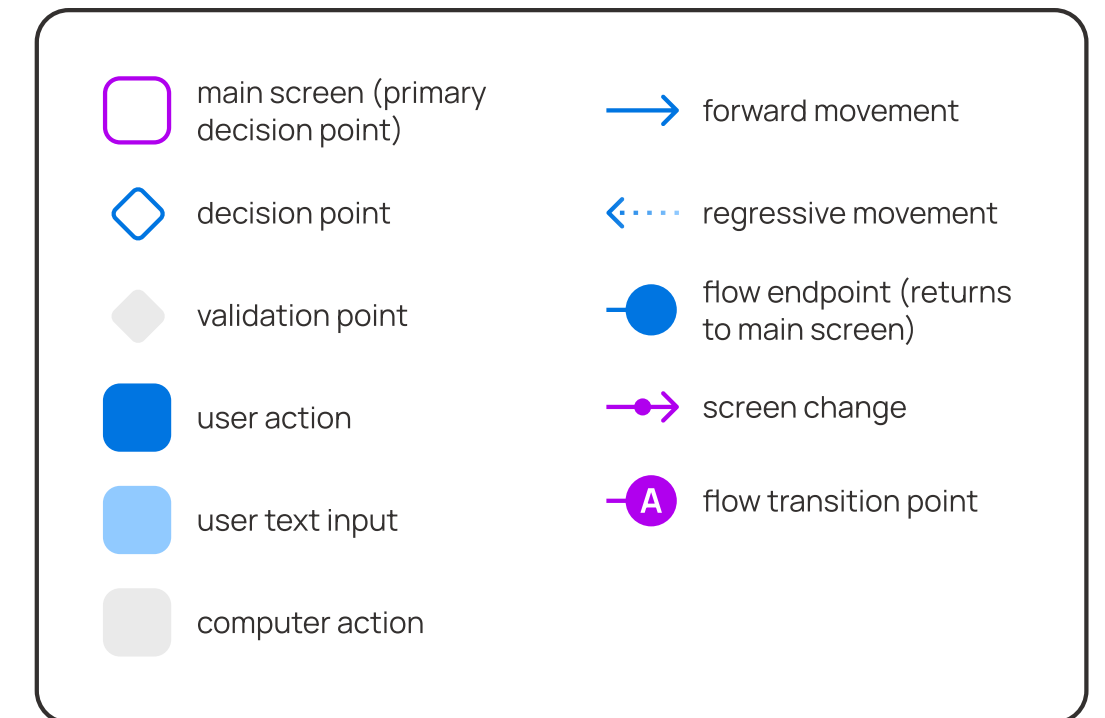
<b>0</b>	Onboarding .....	28
<b>1</b>	Nutrition Profile .....	29

The other two are daily use flows, which do include access to go back and change any preferences or settings that were declared in the previous two setup flows.

<b>A</b>	Scan .....	30
<b>B</b>	Account .....	30

# Onboarding

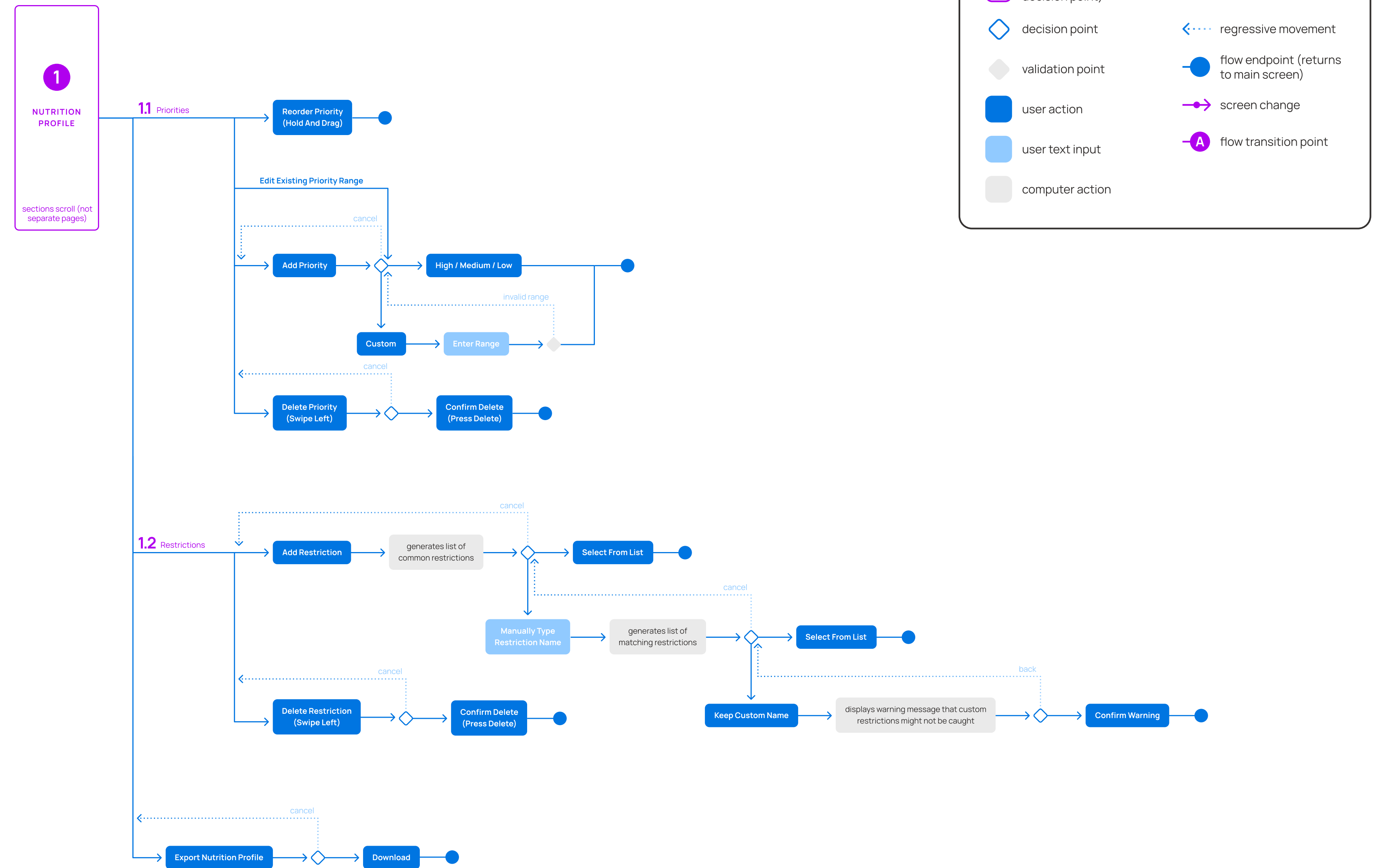
## SECTION 0





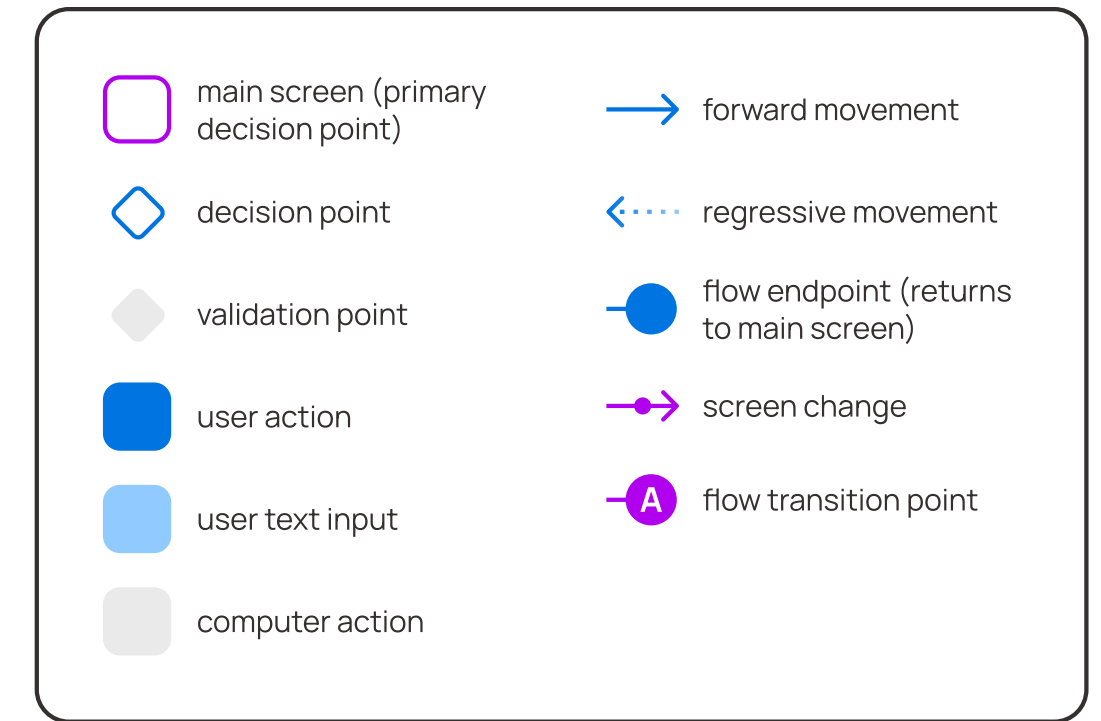
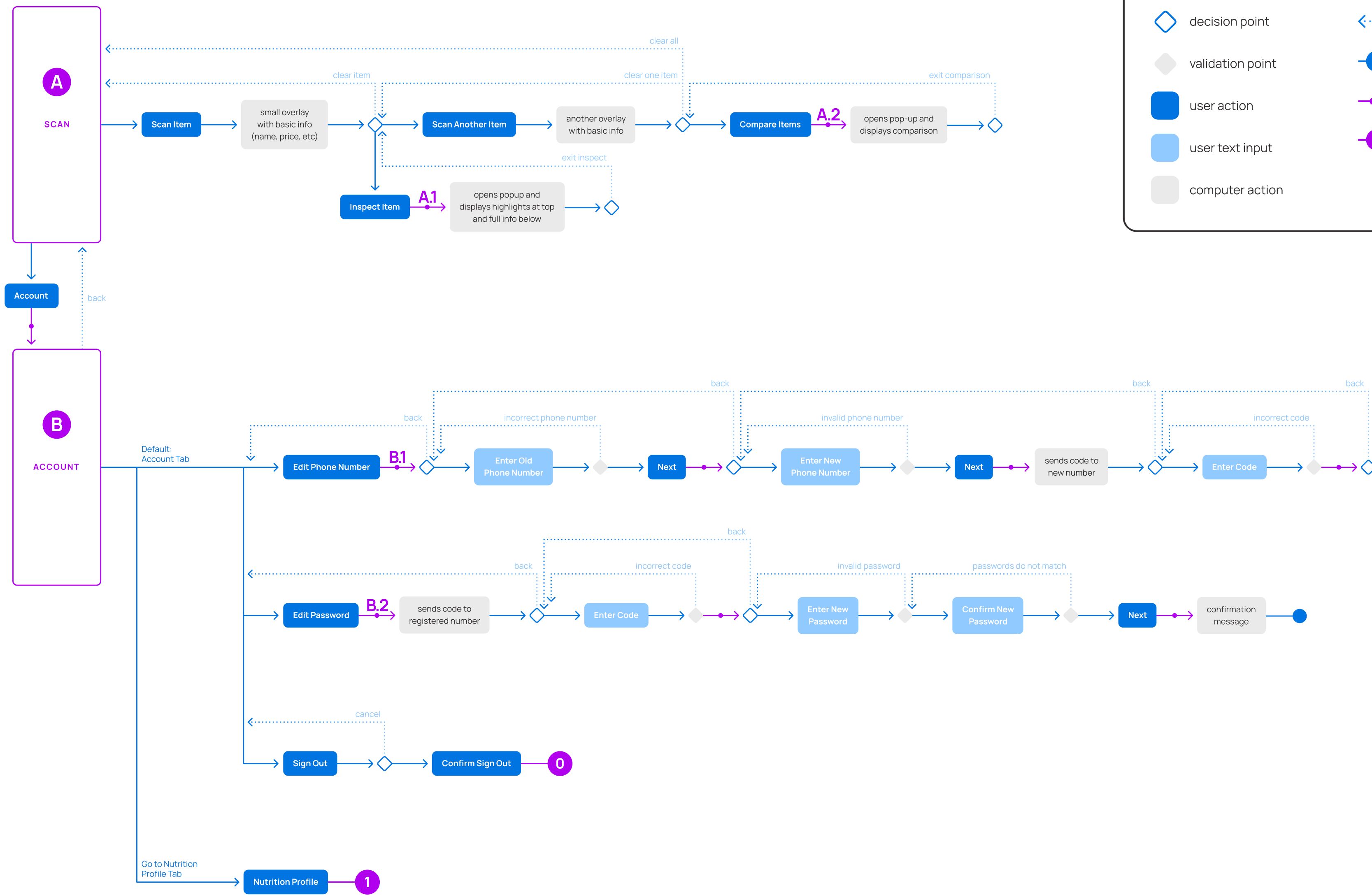
# Nutrition Profile

## SECTION 1



# Scan & Profile

SECTIONS A & B



# Wireframes

Annotated concept and layout designs for each frame (corresponding to the Workflow).

# Table of Contents

## WIREFRAMES

These labels align with those in the **Workflow**.

<b>0</b>	<b>Onboarding</b> .....	33
<b>0.1</b>	Sign Up .....	35
<b>0.2</b>	Log In .....	41
<b>1</b>	<b>Nutrition Profile</b> .....	42
<b>1.1</b>	Priorities .....	44
<b>1.2</b>	Restrictions .....	47
<b>A</b>	<b>Scan</b> .....	50
<b>A.1</b>	Inspect .....	53
<b>A.2</b>	Compare .....	57
<b>B</b>	<b>Account</b> .....	62
	Account Tab .....	63
	Nutrition Profile Tab .....	64

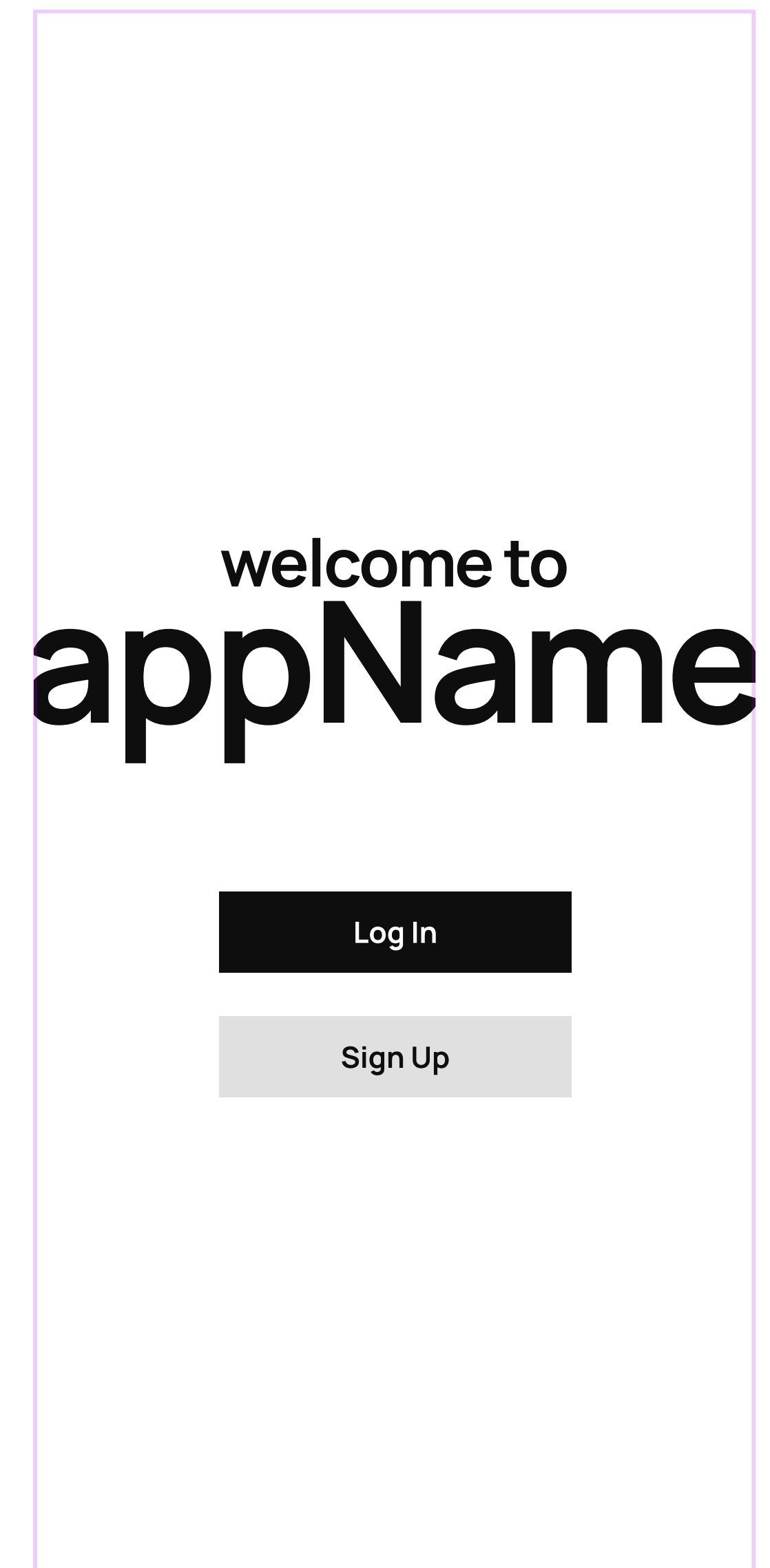
# Section 0: Onboarding

# Onboarding

## SECTION 0

### Launch Screen

The user is given options to Log In (if they have an existing account) or Sign Up.



# Sign Up

## SECTION 0.1

### Step 1: Create Account

User enters basic information.

- 1** pagination and back arrow helps user know where they are and exit if necessary
- 2** **completed field** has bold text to differentiate from empty field prompts
- 3** **active field** is outlined and clears prompt (replacing with necessary suggestors)
- 4** **empty field** contains prompt
- 5** Create Account button is inactive until all fields are properly completed

incomplete

1

2

3

4

5

complete

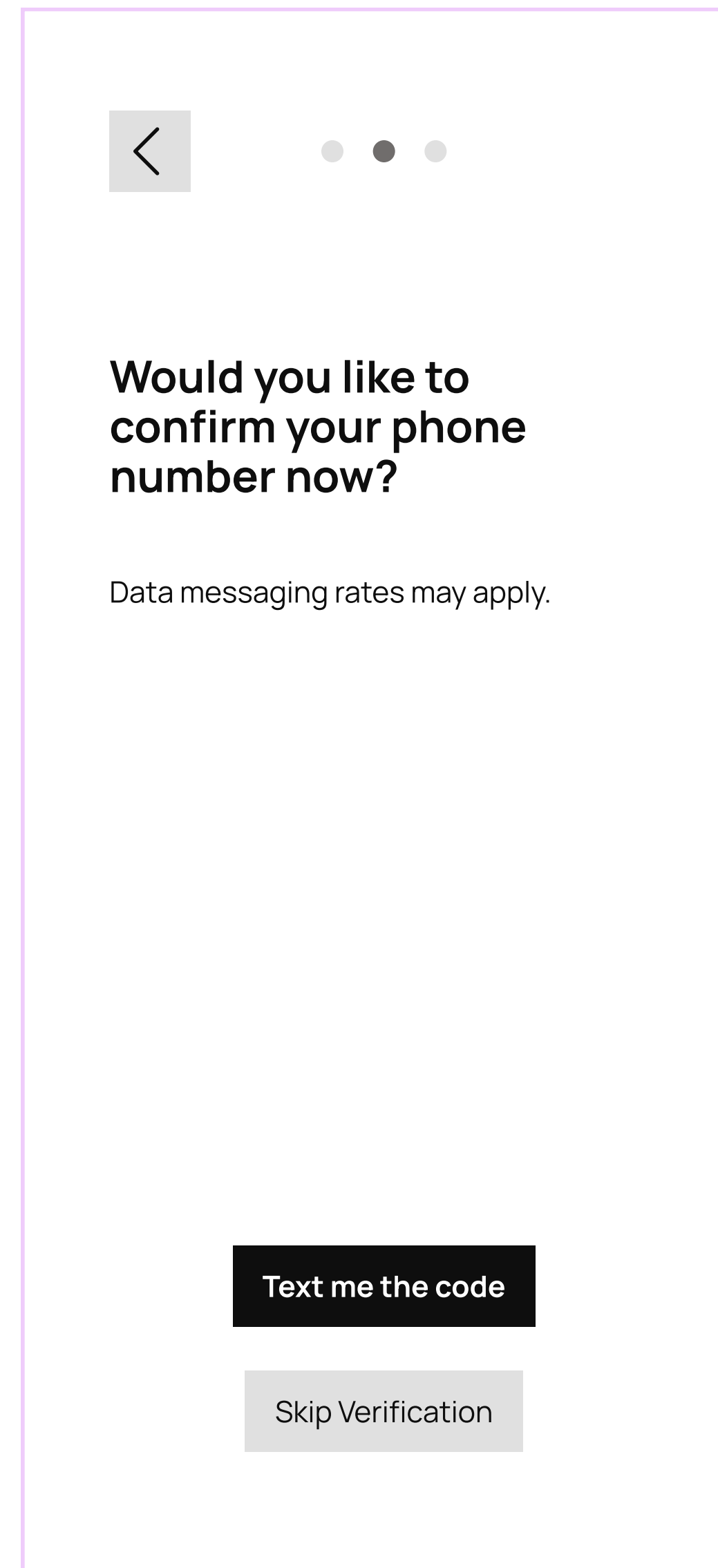
5

# Sign Up

SECTION 0.1

## Step 2: Verify Phone Number

User has the opportunity to confirm phone number or opt out of verification.





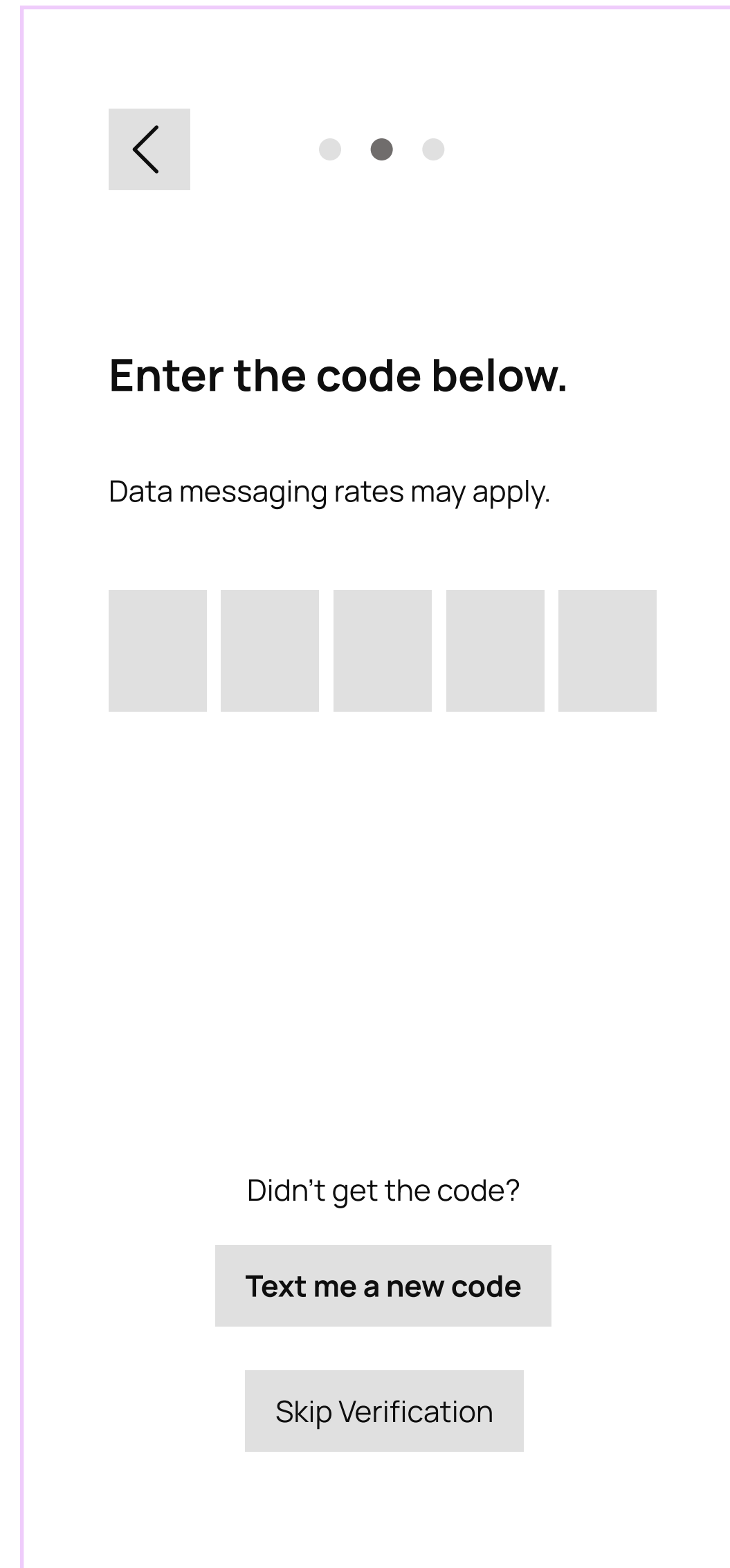
# Sign Up

SECTION 0.1

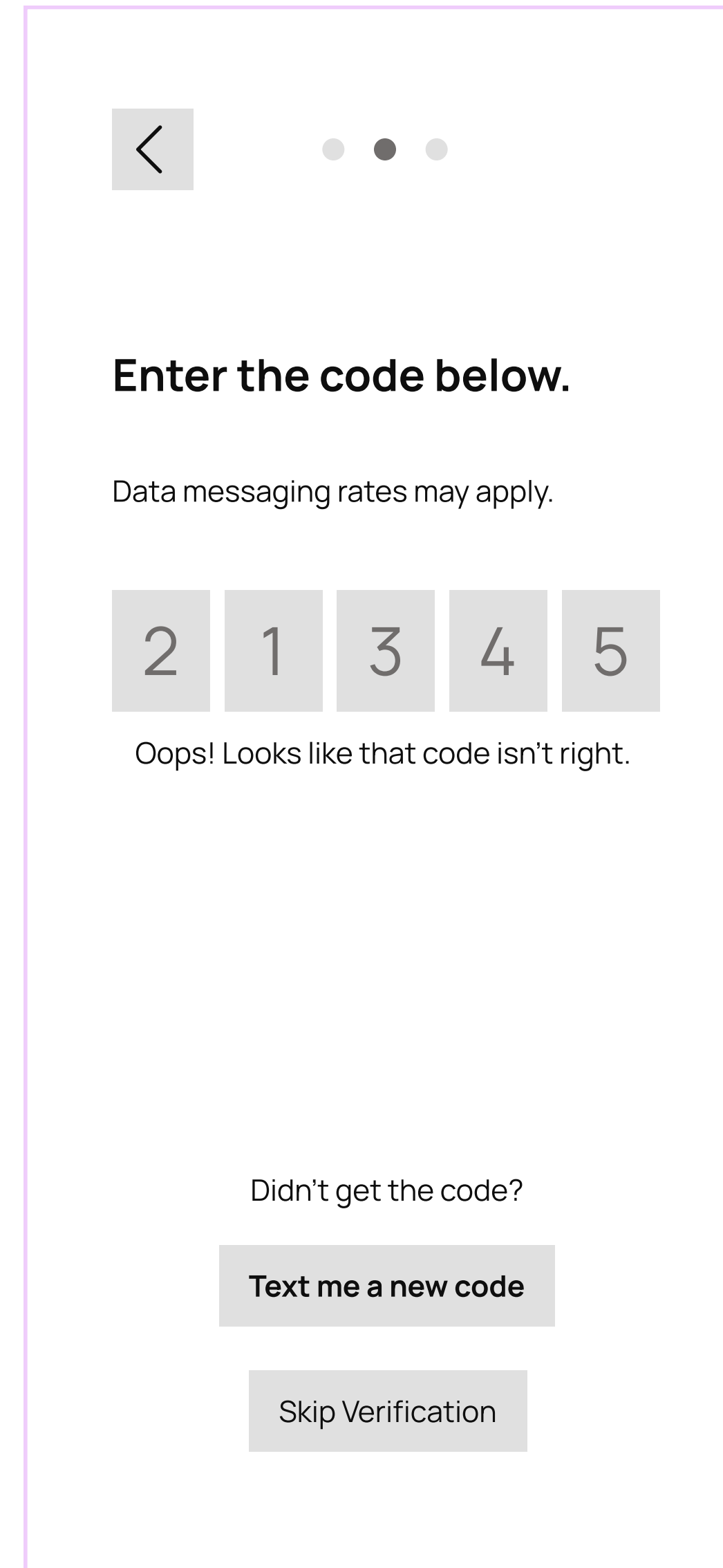
## Step 2: Verify Phone Number

Upon entering the correct code, the confirmation screen automatically transitions to the next screen.

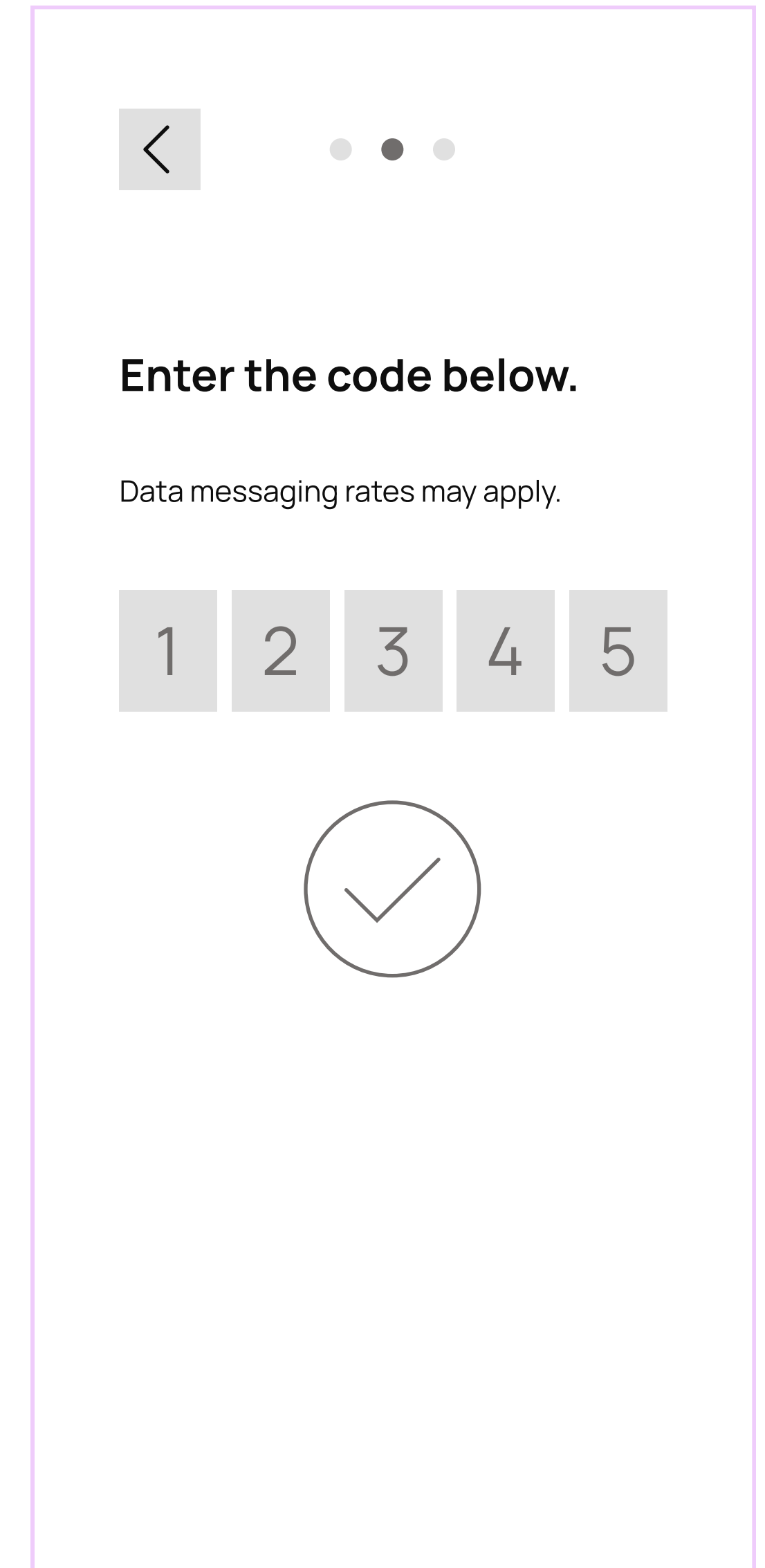
first screen



error messaging



confirmation

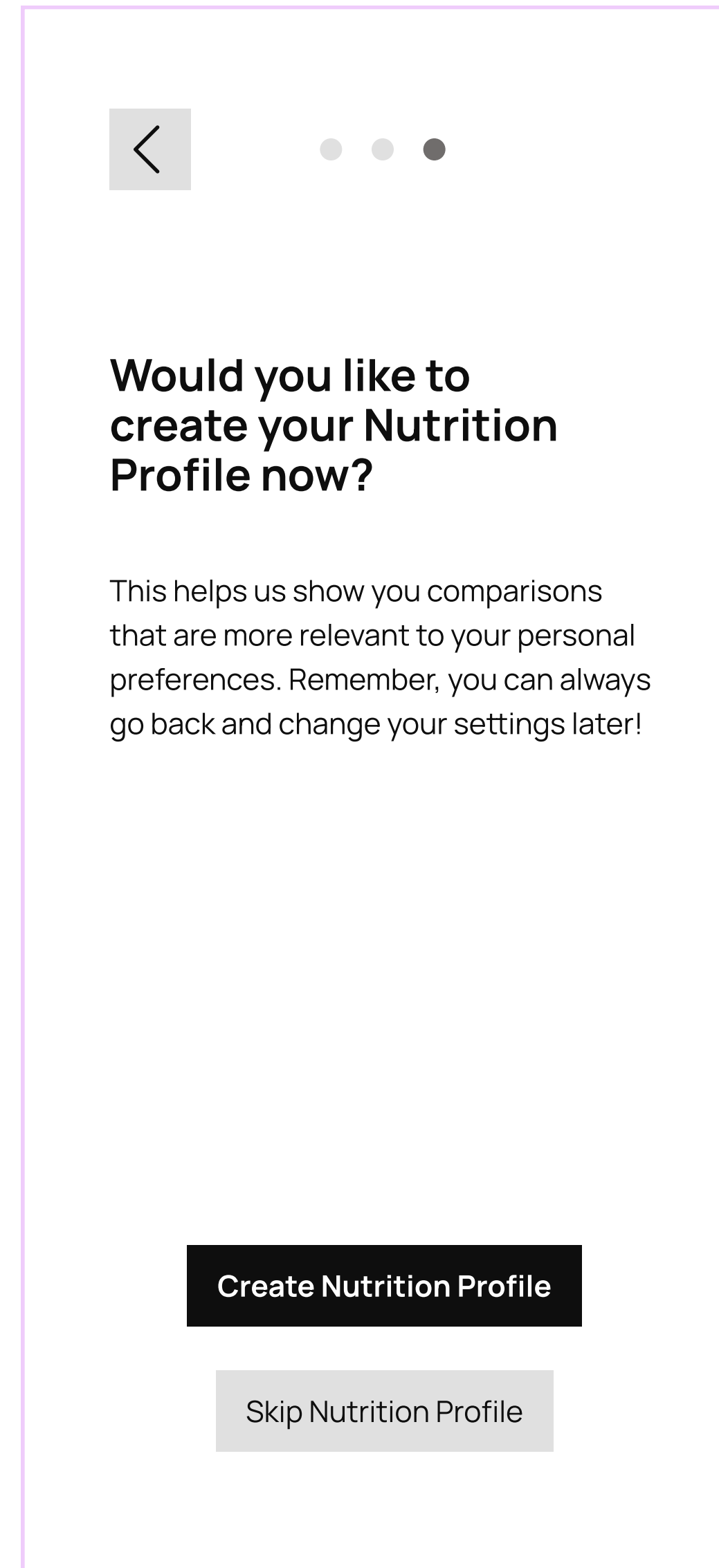


# Sign Up

SECTION 0.1

## Step 3: Create Nutrition Profile

Refer to Section 1: Nutrition Profile for the setup process.

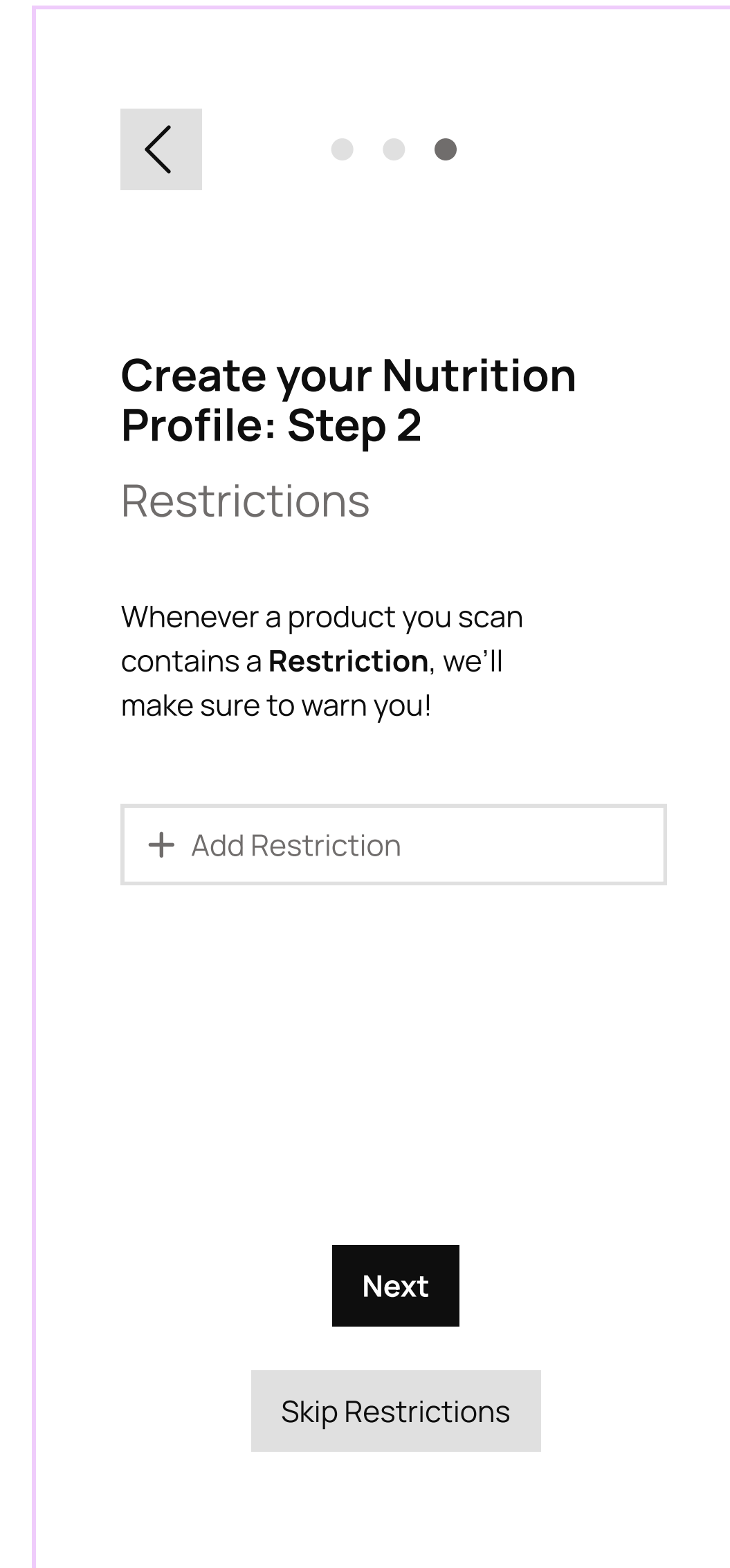
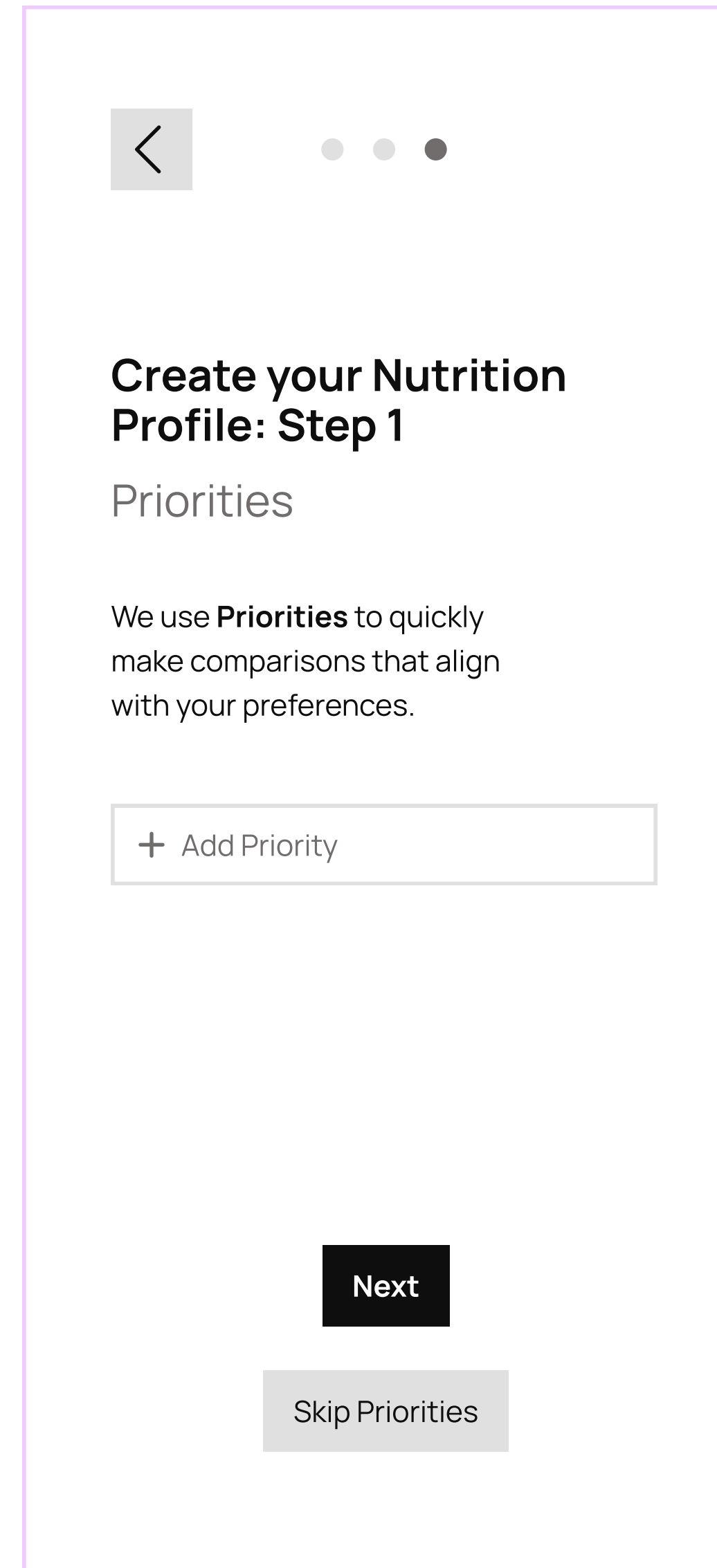


# Sign Up

SECTION 0.1

## Step 3: Create Nutrition Profile

Refer to Section 1: Nutrition Profile for details on the functionality and interactions of Nutrition Profile.



# Sign Up

SECTION 0.1

## Confirmation

Last step in Onboarding sign up displays a personalized welcome message.

## Welcome, Emma!

Your account has been created, and a confirmation email has been sent to emma\*\*\*\*\*@gmail.com.

We're delighted to have you!

Start Scanning

# Log In

## SECTION 0.2

The user log-in process.

- 1** empty field contains prompt
- 2** active field is outlined and clears prompt (replacing with necessary suggestors)
- 3** completed field has bold text to differentiate from empty field prompts
- 4** Log In button is inactive until all fields are properly completed

Wireframe 1: Initial state of the log-in form. A back arrow is at the top left. The title "Log in to your account." is centered. Below it are two input fields: "Phone Number" and "Password". The "Phone Number" field contains the prompt "Phone Number". At the bottom are two buttons: "Log In" and "Forgot Password".

Wireframe 2: Active field state of the log-in form. The "Phone Number" field is outlined and contains the prompt "( ) -". The "Log In" button is now active and highlighted with a purple arrow labeled "4".

Wireframe 3: Completed field state of the log-in form. The "Phone Number" field contains the bold text "(123)-456-7890". The "Password" field contains "\*\*\*\*\*". The "Log In" button is now active and highlighted with a purple arrow labeled "4".

# Section 1: Nutrition Profile

# Nutrition Profile Layout

## SECTION 1

### 1 - Nutrition Profile

The Nutrition Profile consists of two sections: Priorities and Restrictions.

The wireframe illustrates the layout for the Nutrition Profile. It is divided into two main sections: Priorities and Restrictions. The Priorities section includes a list of items with their respective values, and an 'Add Priority' button. The Restrictions section includes a list of items and an 'Add Restriction' button.

**Priorities**

- ☰ Protein High (>50%)
- ☰ Added Sugars Low (<5g)
- + Add Priority

**Restrictions**

- ☰ Gluten
- ☰ Lactose
- + Add Restriction

# Priorities

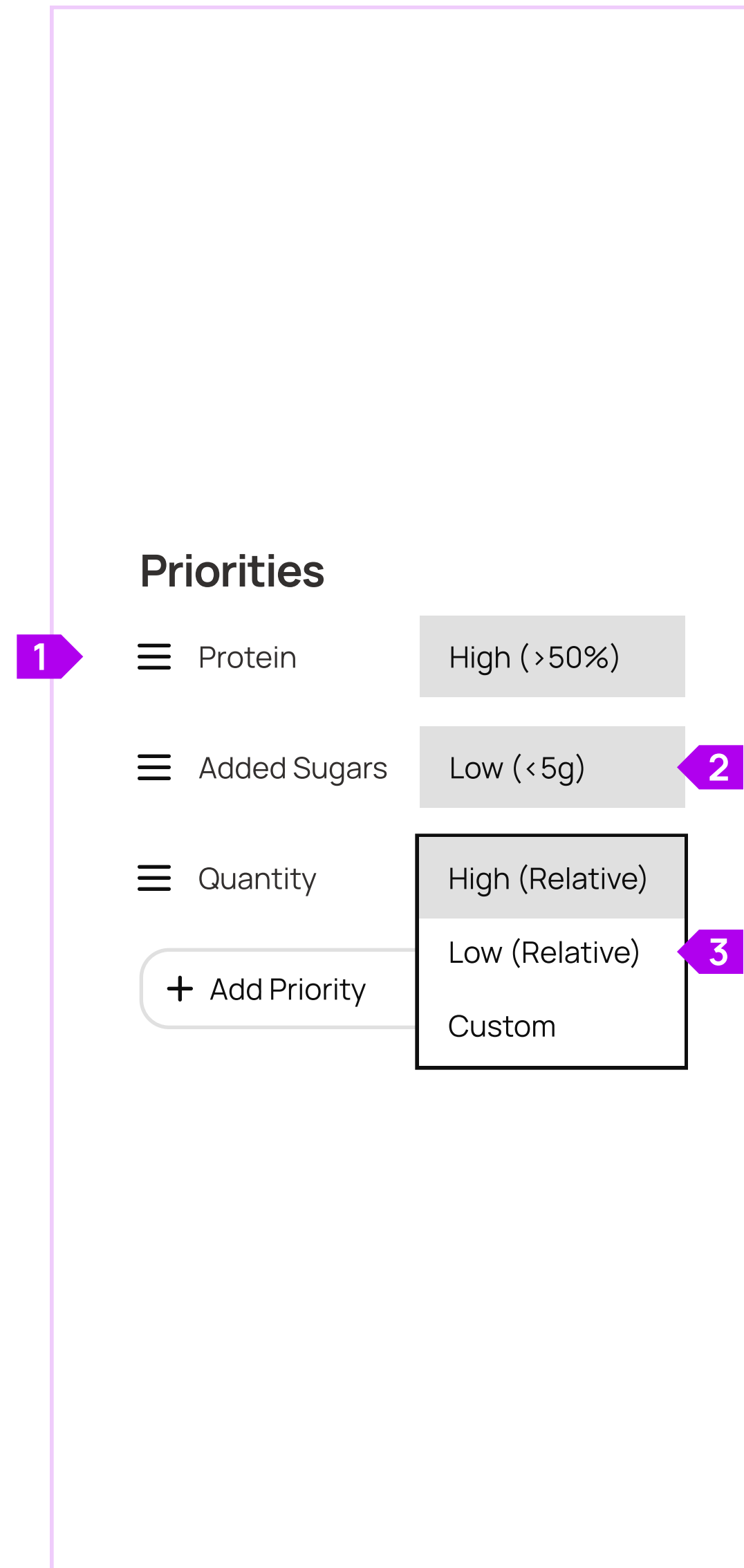
## SECTION 1.1

### Edit & Delete Priorities

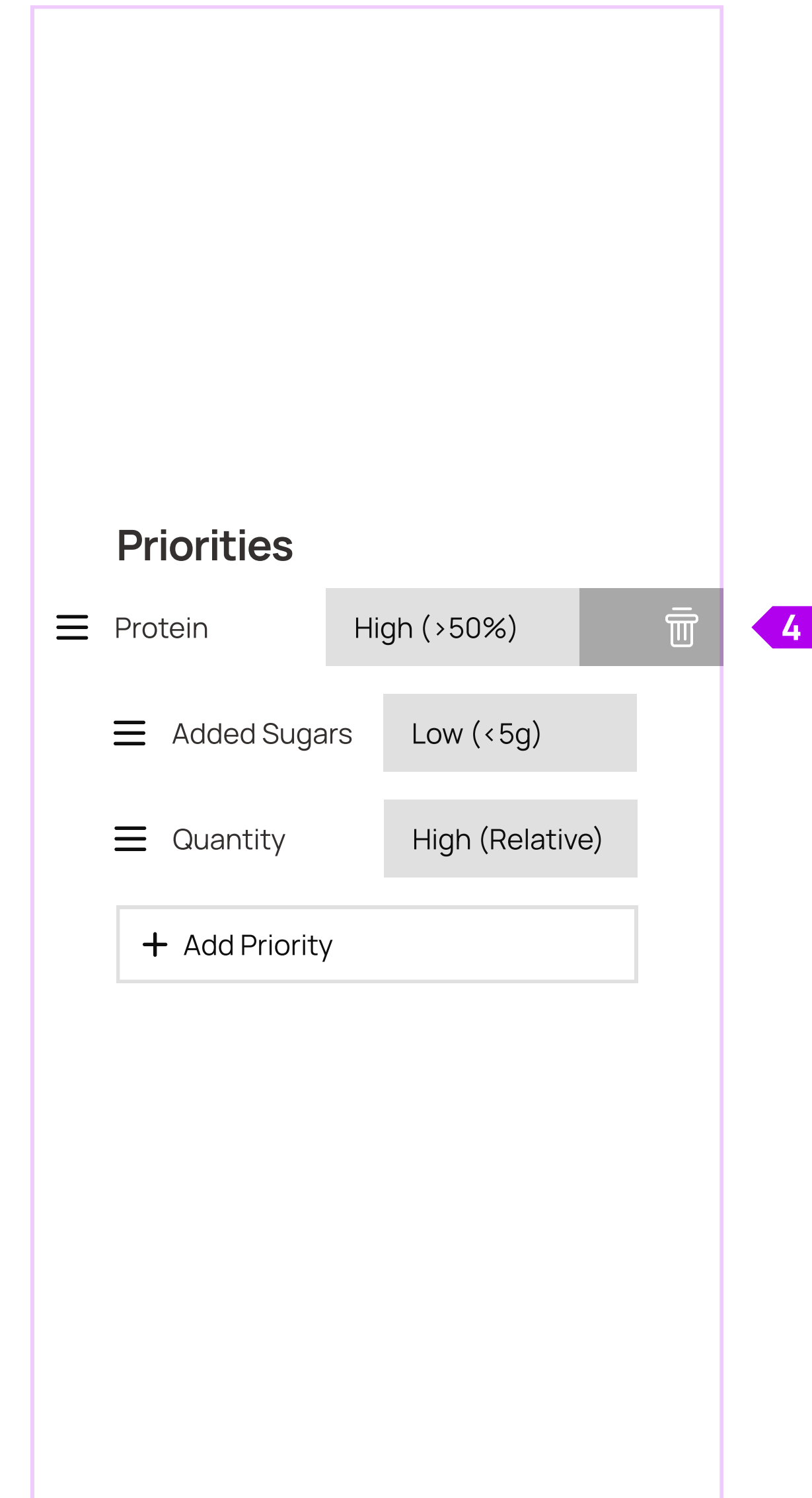
Modify or remove existing Priorities.

- 1 reorder priority:** drag hamburger to reorder priorities
- 2 edit priority range:** click on range to open drop-down of preset/custom ranges, then select desired option
- 3 preset and custom ranges:** presets vary depending on specific priority
- 4 delete priority:** swipe left and confirm delete by swiping again or clicking the trash icon

edit Priority range



delete Priority





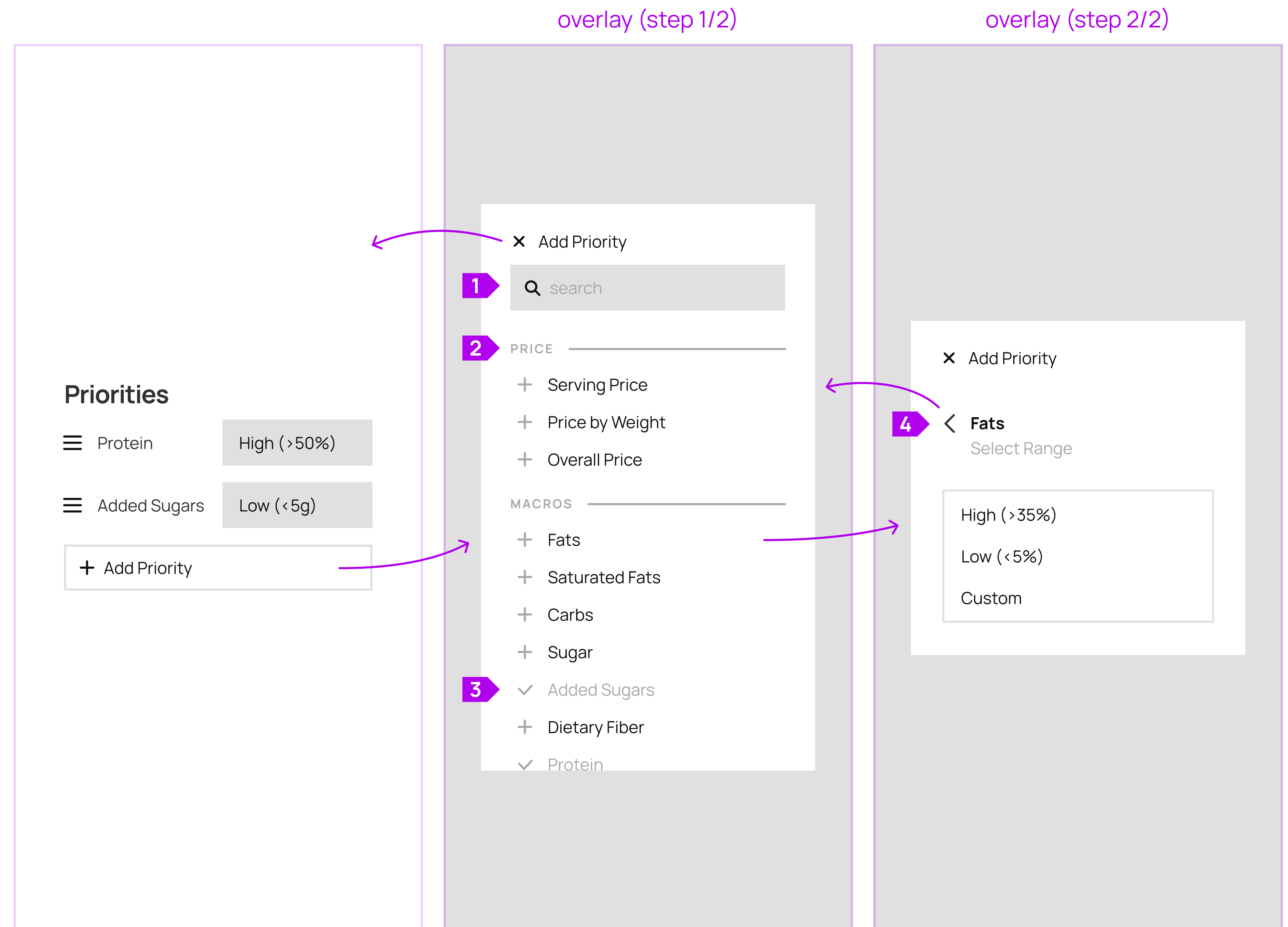
# Priorities

## SECTION 1.1

### Add Priority

“Add Priority” opens an overlay to establish a new Priority.

- 1 search Priorities:** allows the user to type in the name, and the list refines according to their input (more on next slide)
- 2** Priority options list is divided into categories
- 3** Priorities that are already in use will appear unavailable to add
- 4** Priority label and back arrow option (return to list) help to orient user



# Priorities

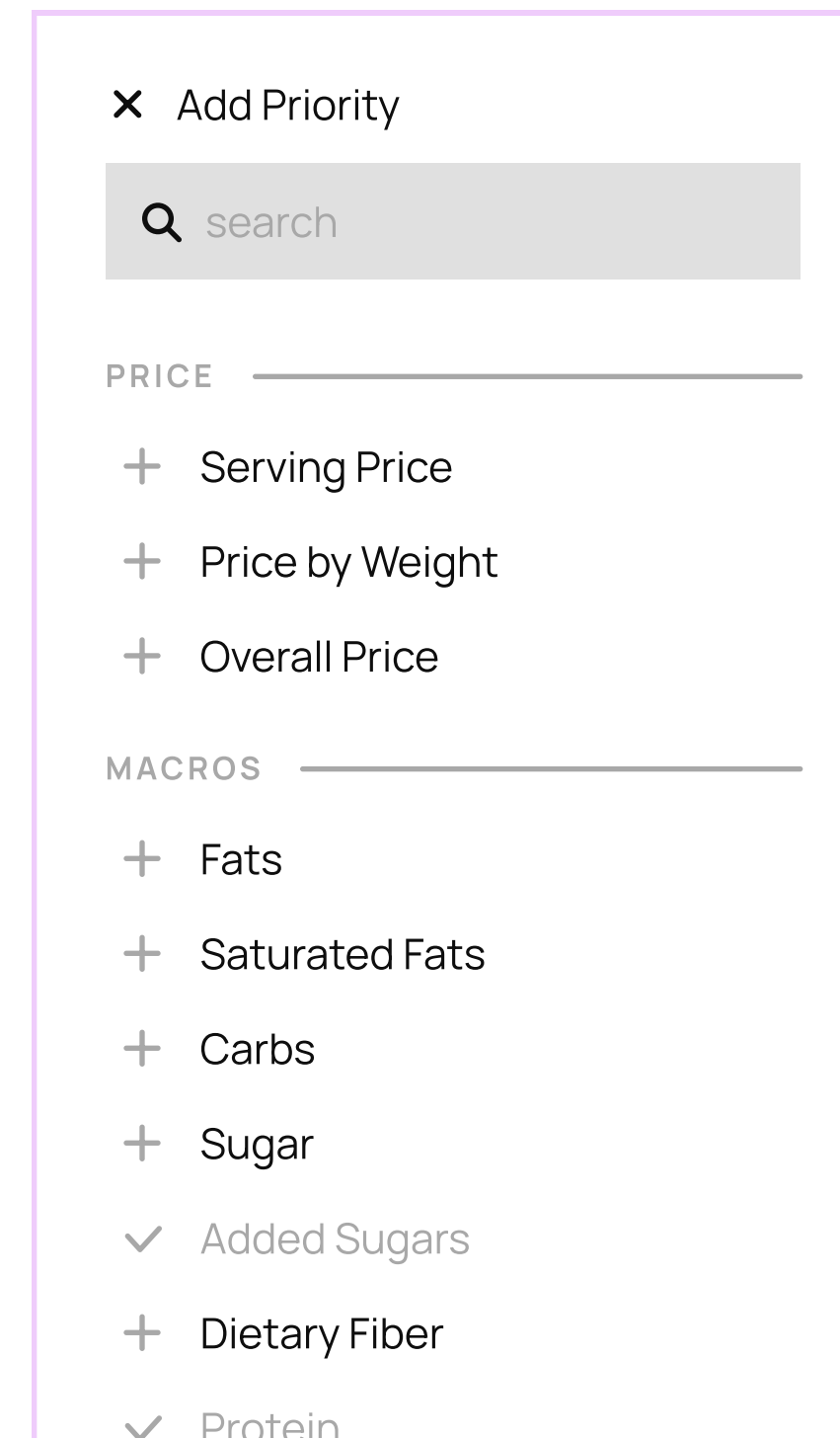
## SECTION 1.1

### Add Priority: Search

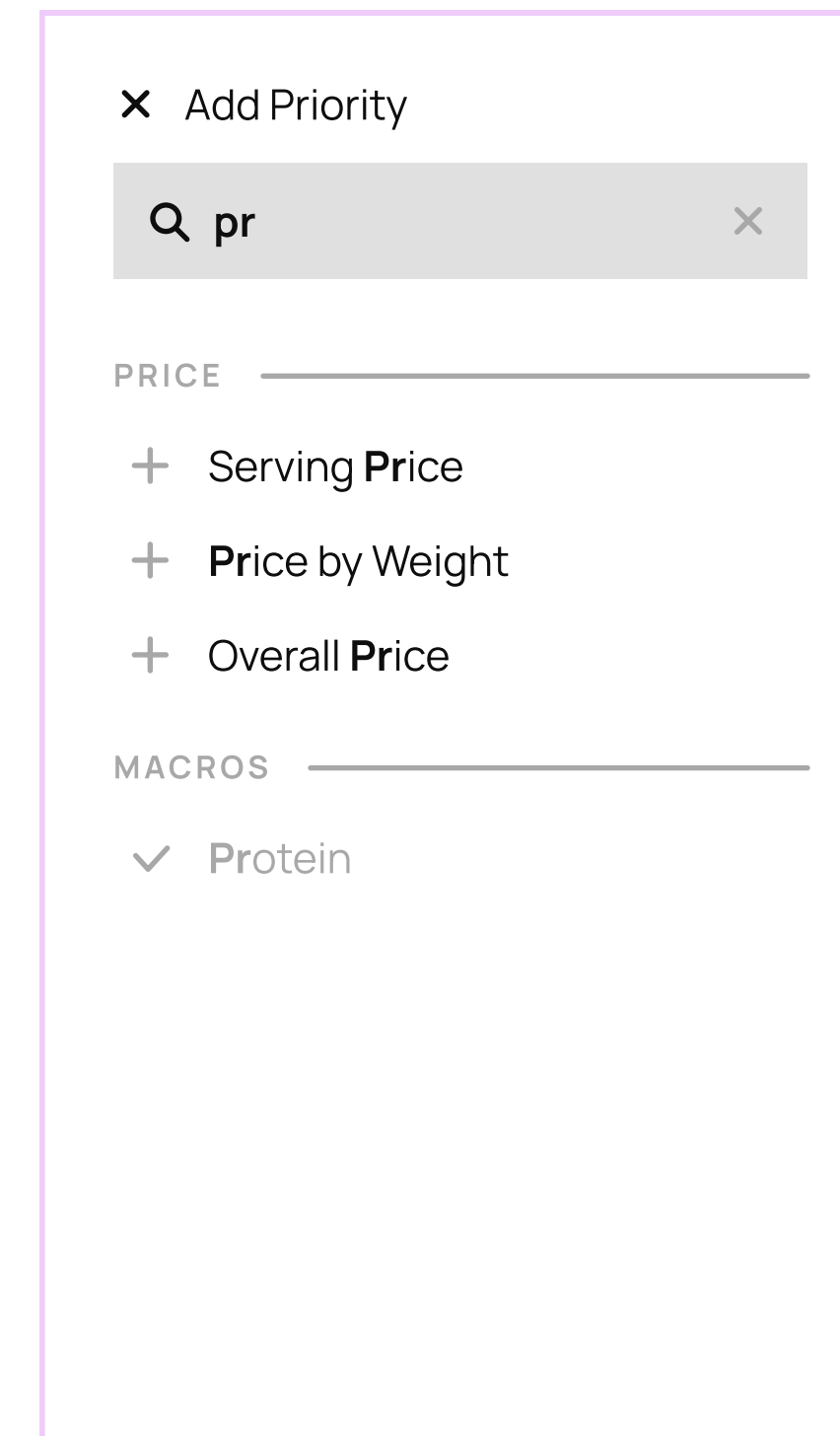
Upon searching, the list is narrowed down to Priority options that match the user query.

If there are no matches, the screen will display an error message.

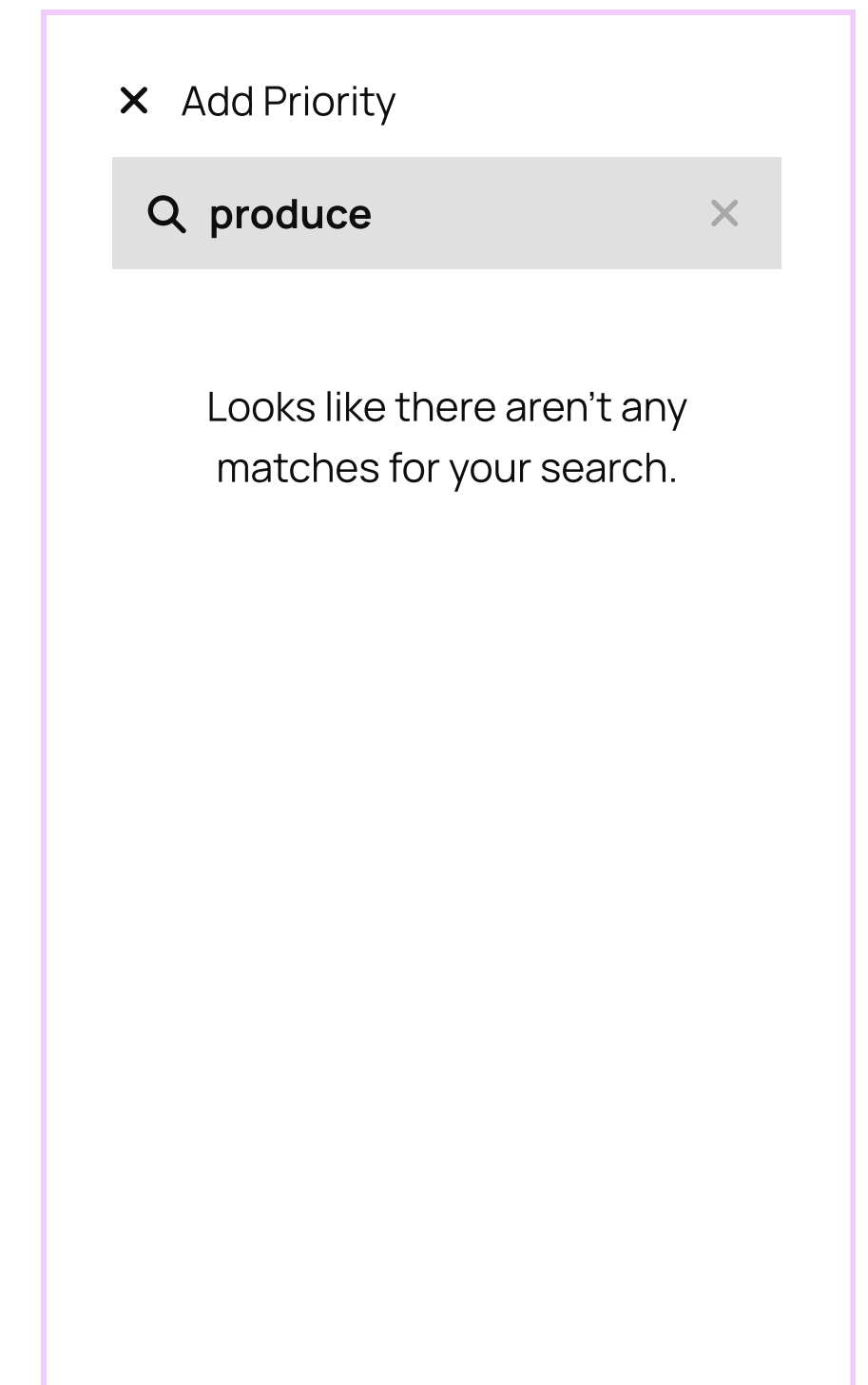
overlay: full list



refined list from search



no results



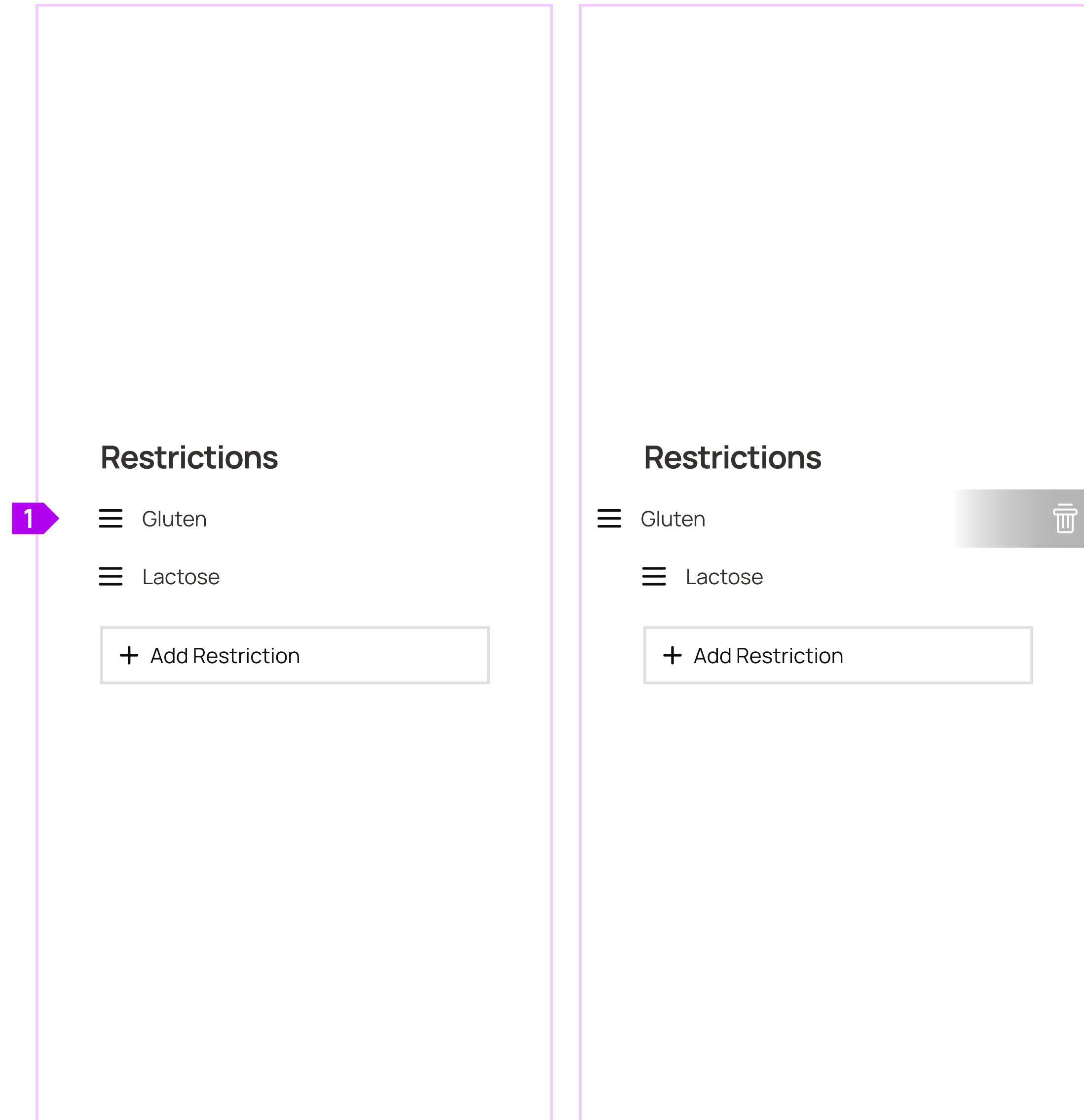
# Restrictions

## SECTION 1.2

### Edit & Delete Restrictions

Restriction deletion is consistent with the movement pattern of Priority deletion.

**1** **reorder restrictions:** drag hamburger to reorder priorities

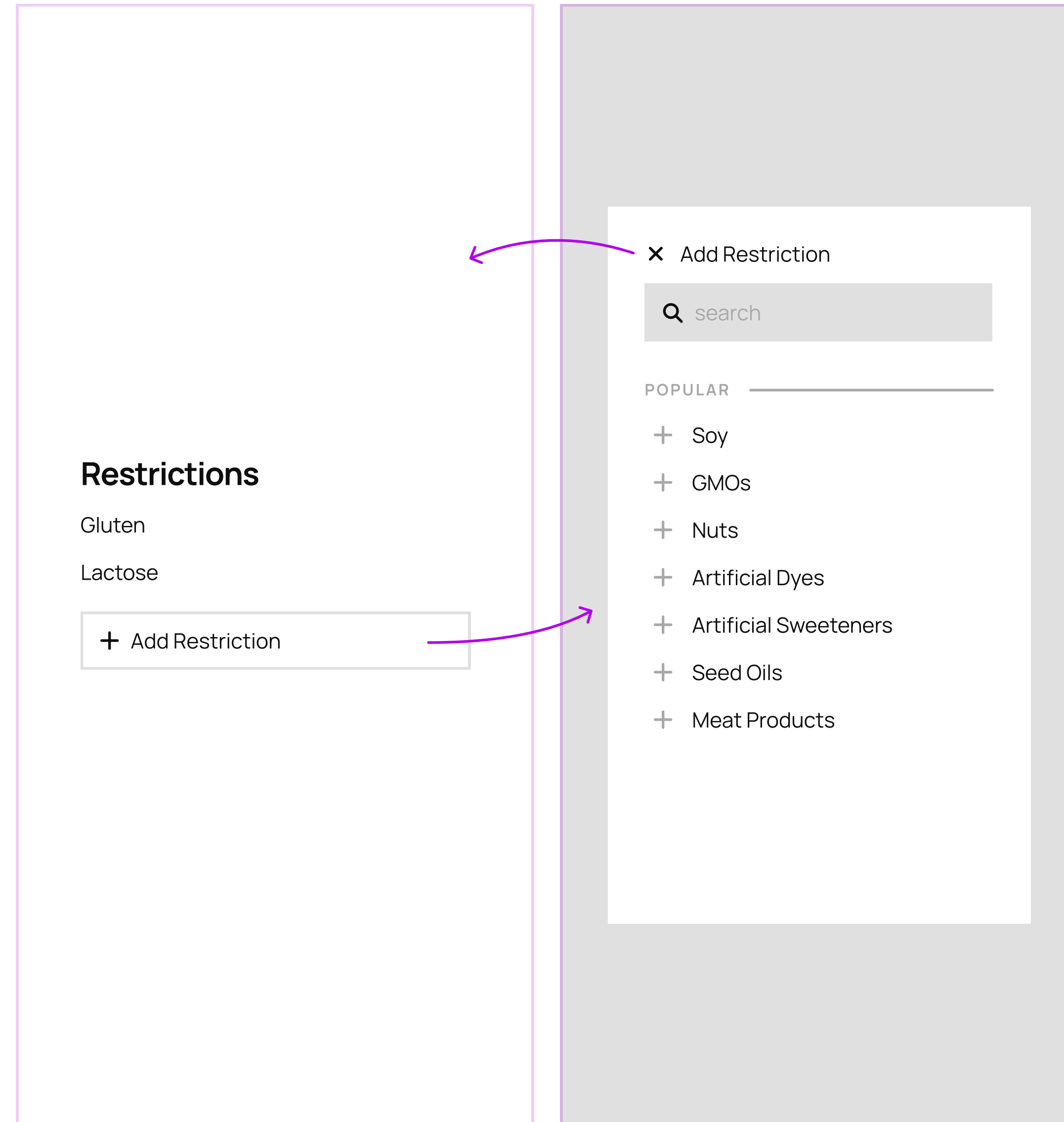


# Restrictions

## SECTION 1.2

### Add Restriction

The process of adding a Restriction is similar to that of adding a Priority. The difference, however, is that adding Restrictions is more search-heavy, only providing a shorter list of the most popular restrictions.

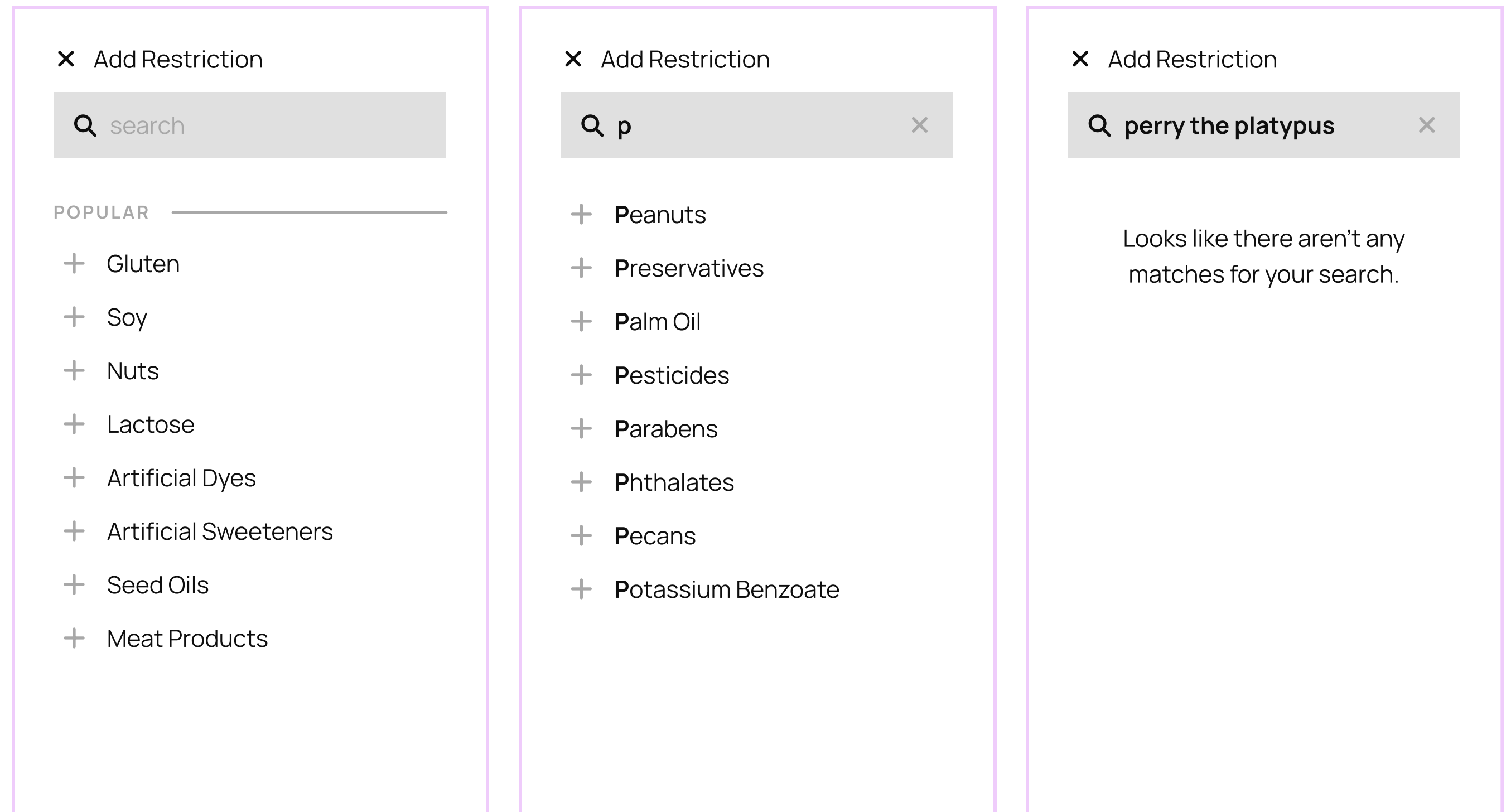


# Restrictions

## SECTION 1.2

### Add Restriction: Search

The query process is also similar to that of adding Priorities, with the results changing to match the user input, and an end error message if there are no matches.



# Section A: Scan

# Scan

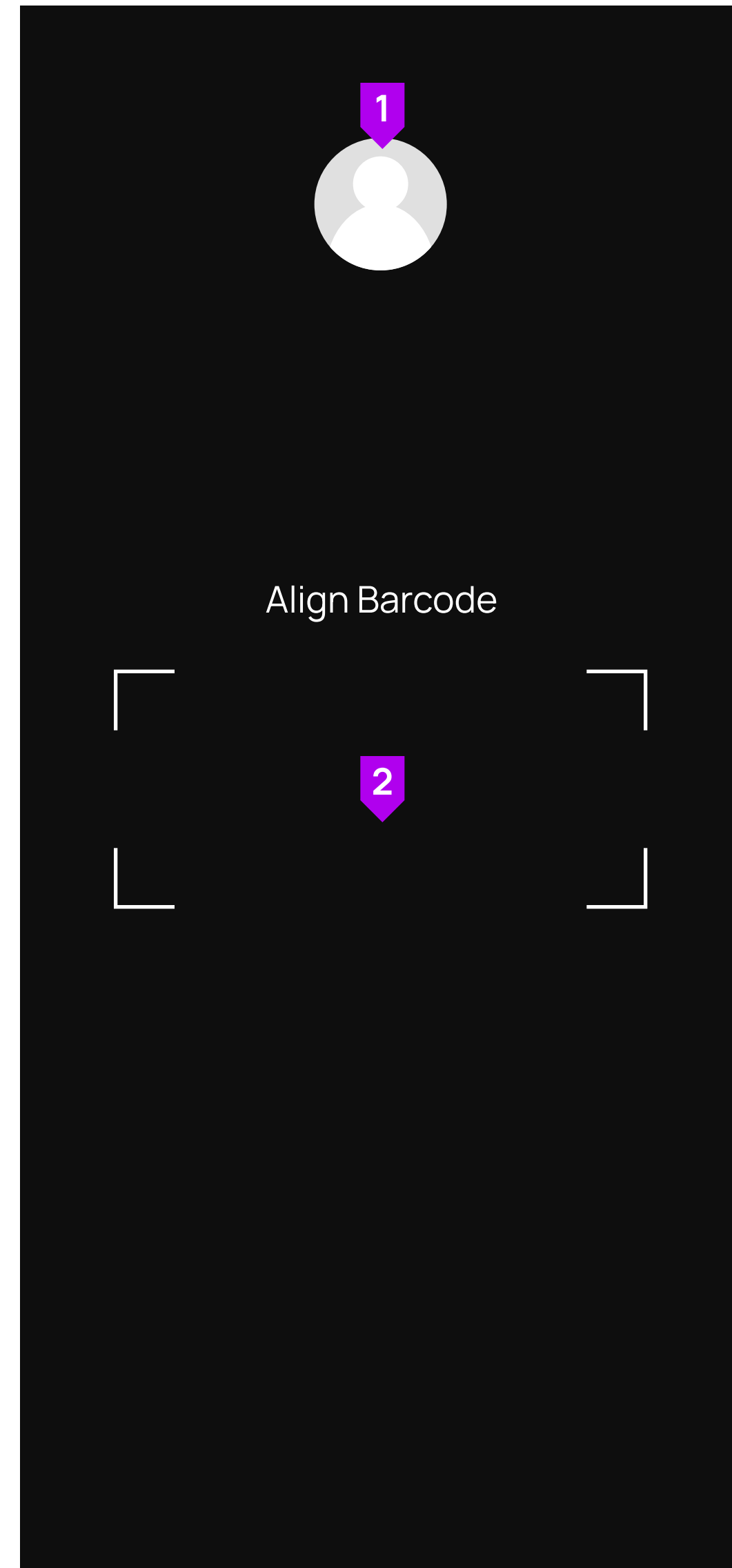
## SECTION A

### Scan Items

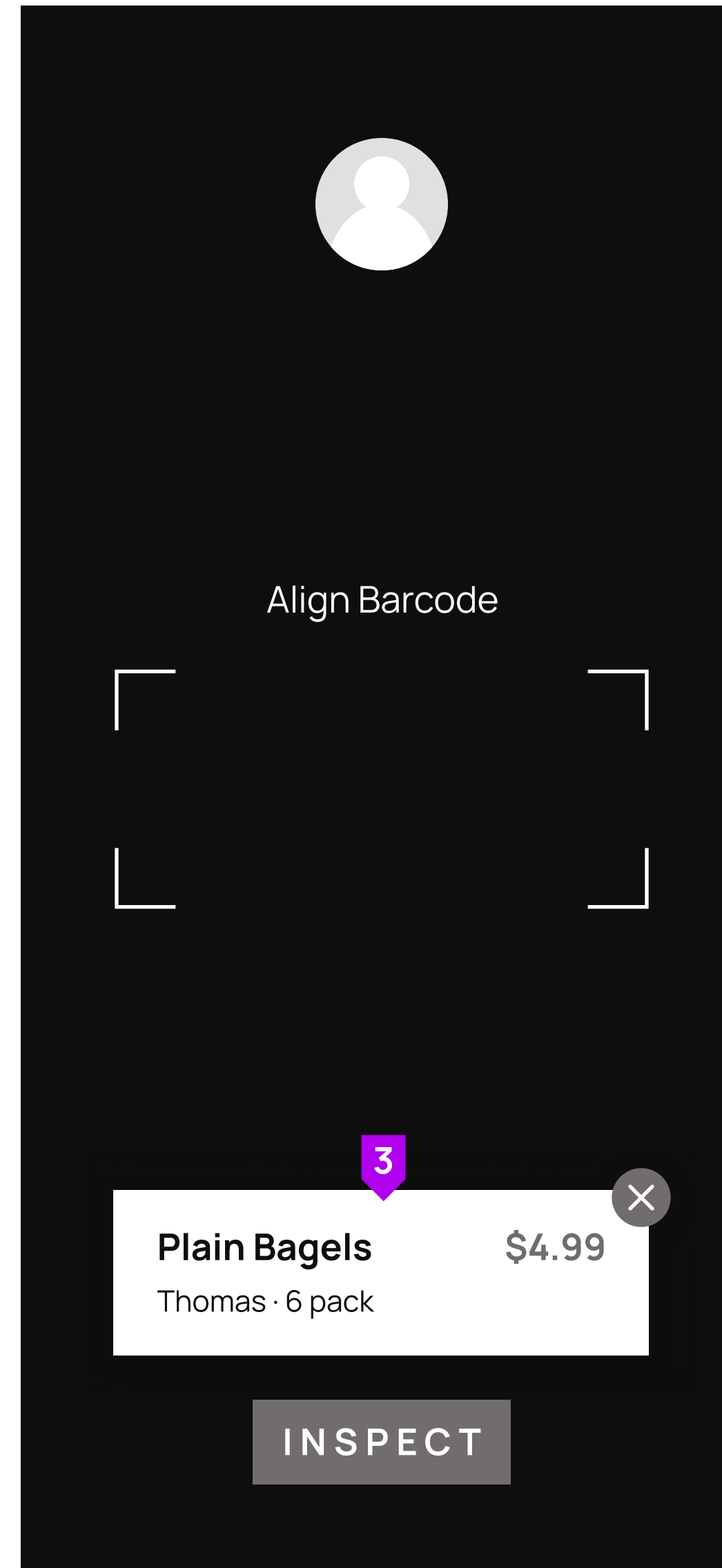
As the user scans items, information cards slide up.

- 1 access to user **Account**
- 2 **barcode scanner**
- 3 **information cards**: slide up from bottom; "Inspect" and "Compare" buttons appear from behind (more on next page)
- 4 after scanning 2 items (the maximum amount) the barcode scanner goes inactive and label text changes

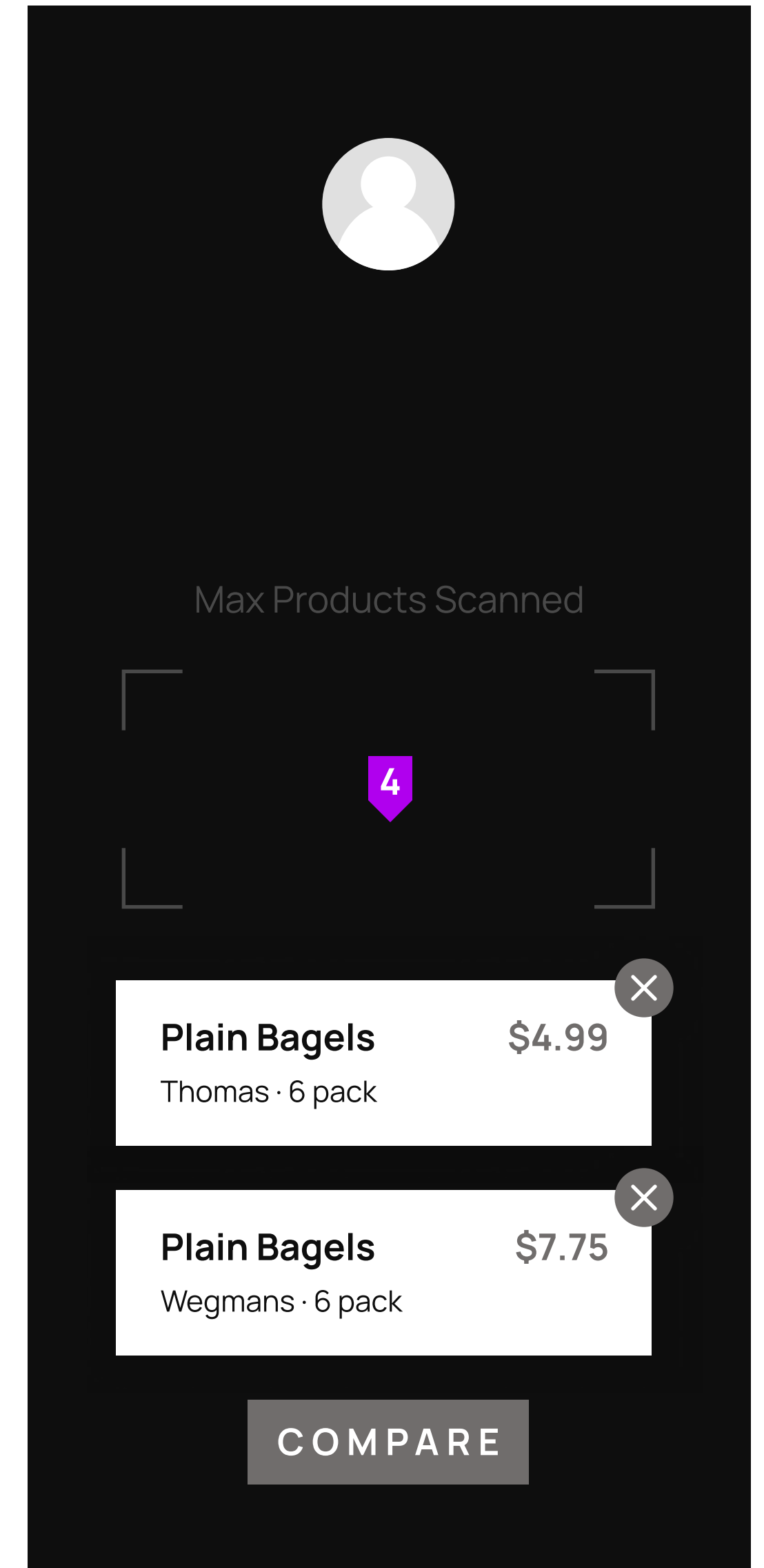
landing screen



1 item scanned



2 items scanned



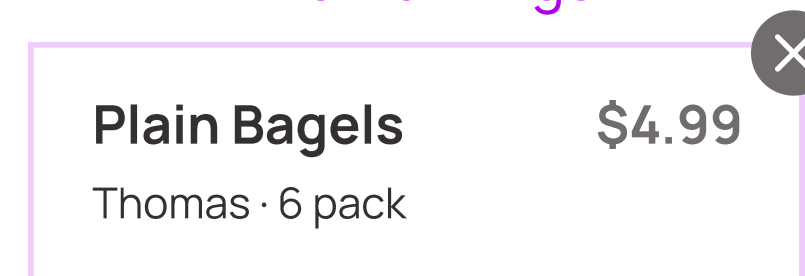
# Scan

## SECTION A

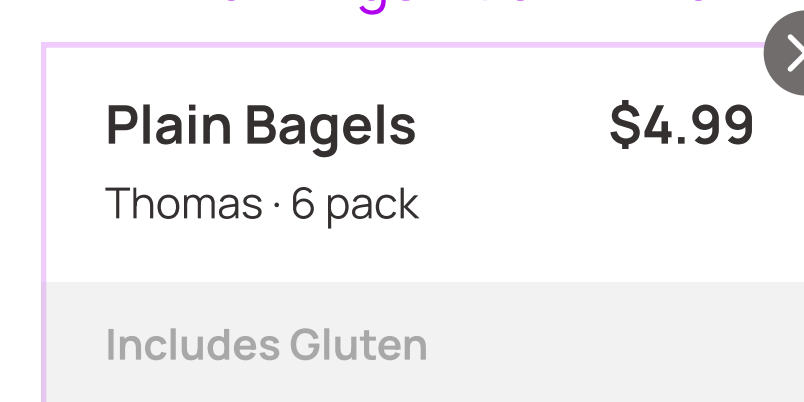
### Card Variants

If a product contains restricted ingredients, the card will display a warning.

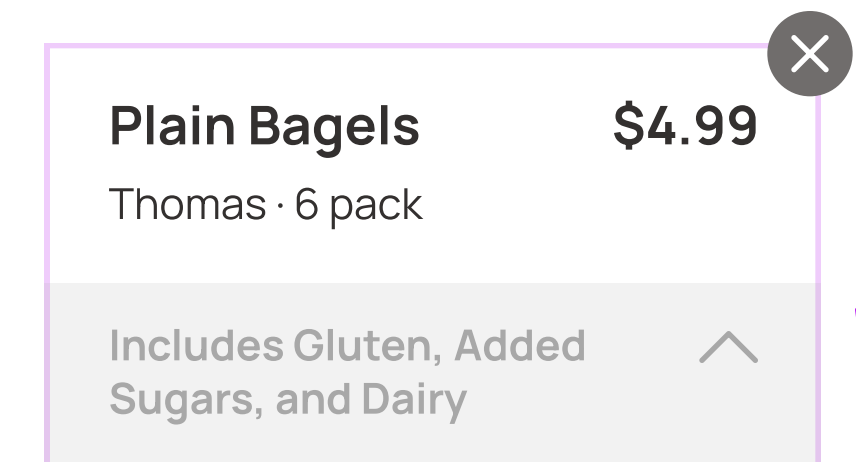
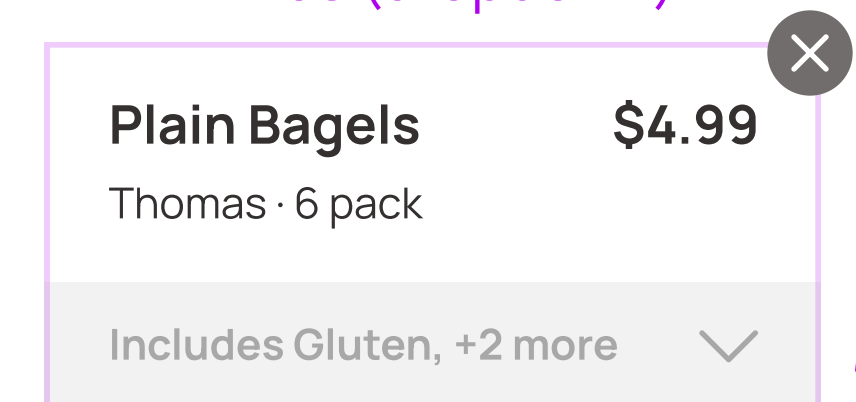
no warnings



warnings fit on 1 line



warnings fit on 2+ lines (dropdown)





# Inspect

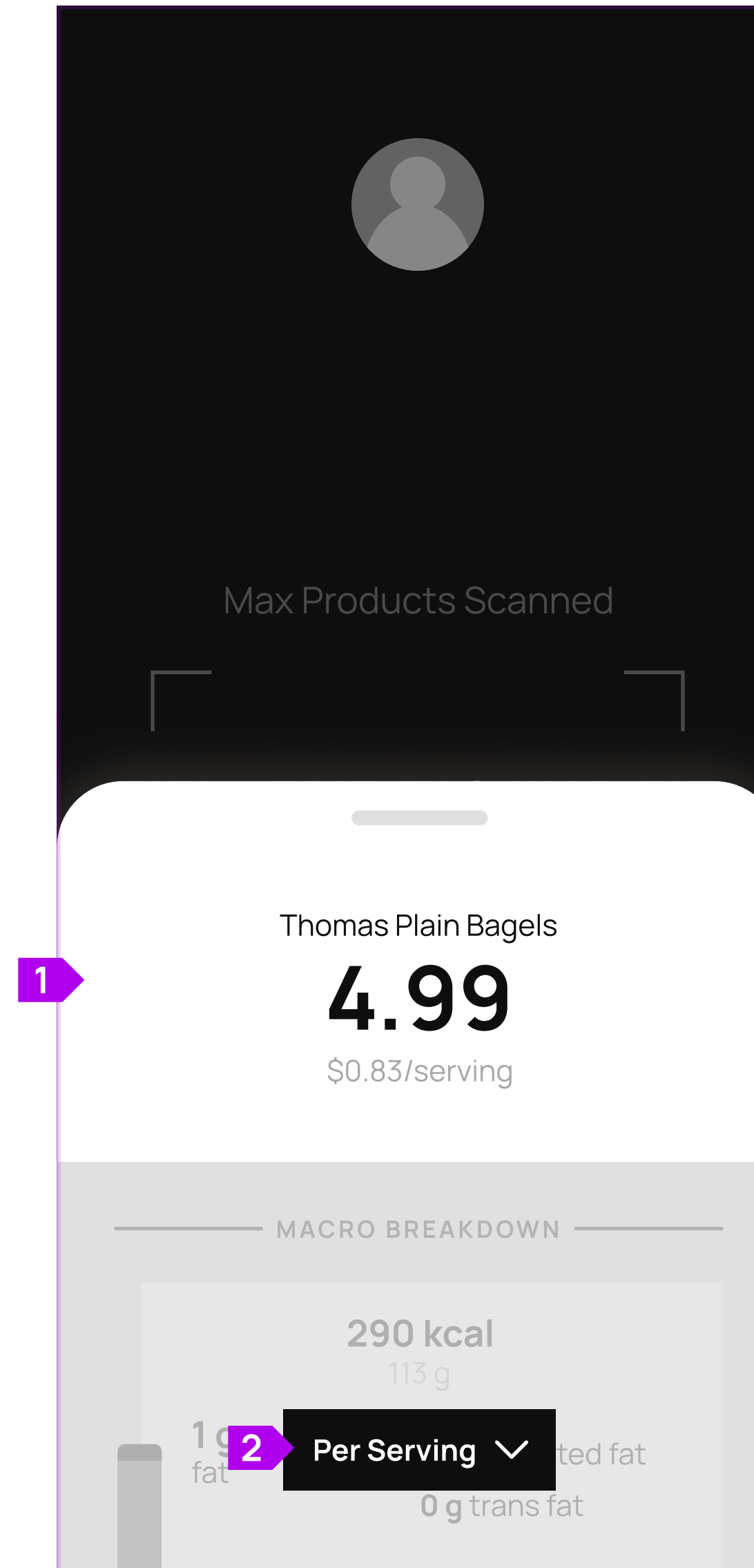
SECTION A.1

## Views without Nutrition Profile

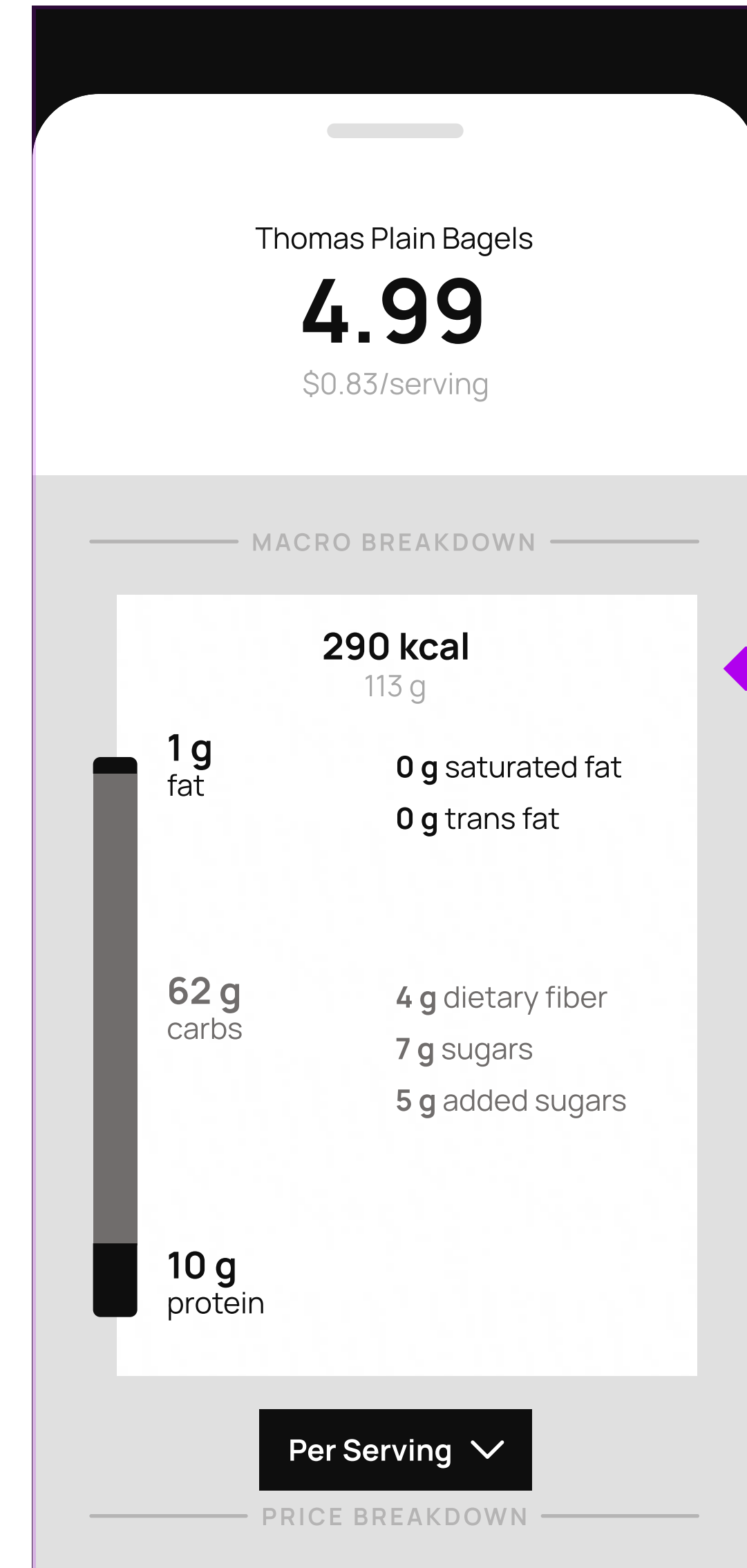
Inspect displays basic item information at the top, and a scrollable Detail section below.

- 1** name and price of product
- 2** change comparison metric: by serving, by weight, by overall quantity
- 3** Details is full opacity in Full View (more specifications on Slide 29)

Quick View



Full View



# Inspect

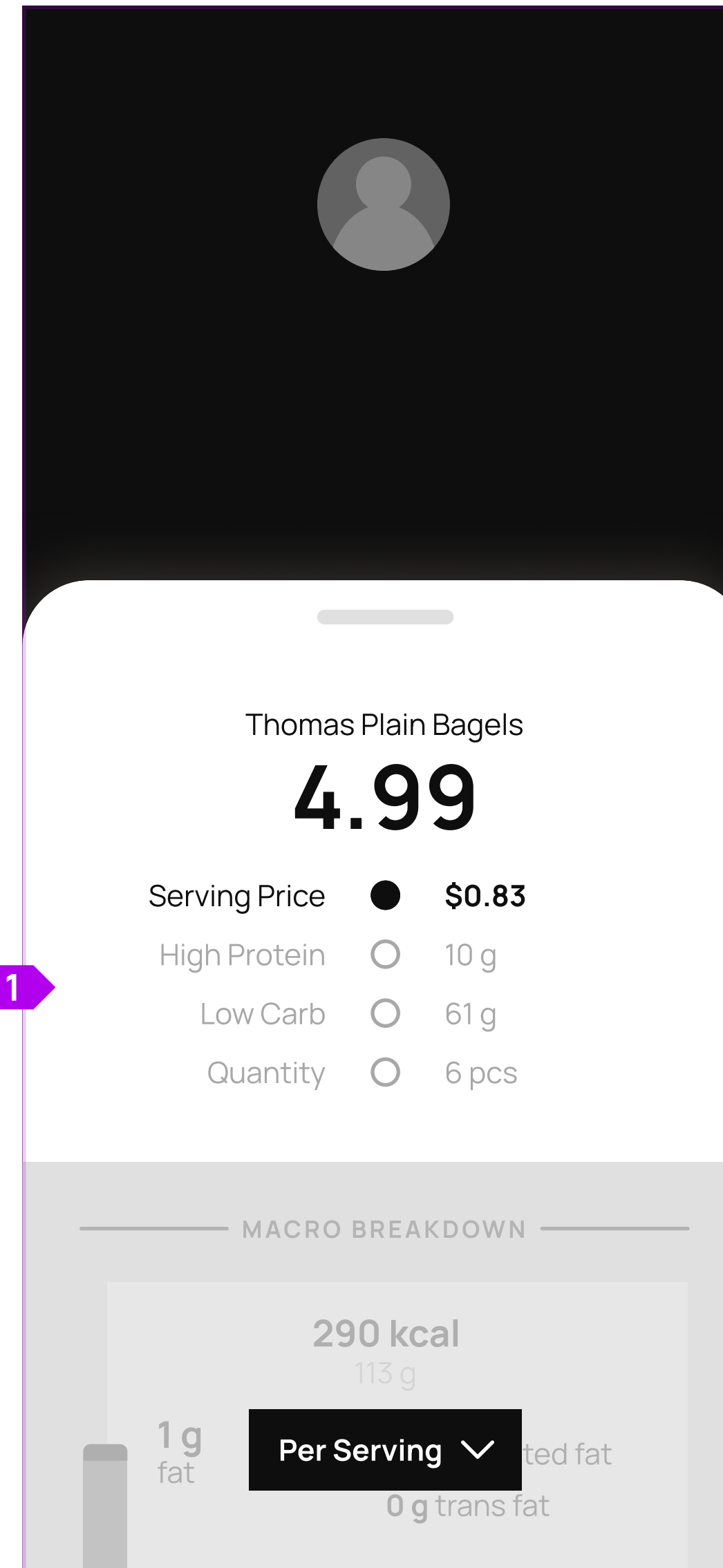
SECTION A.1

## Views with Nutrition Profile

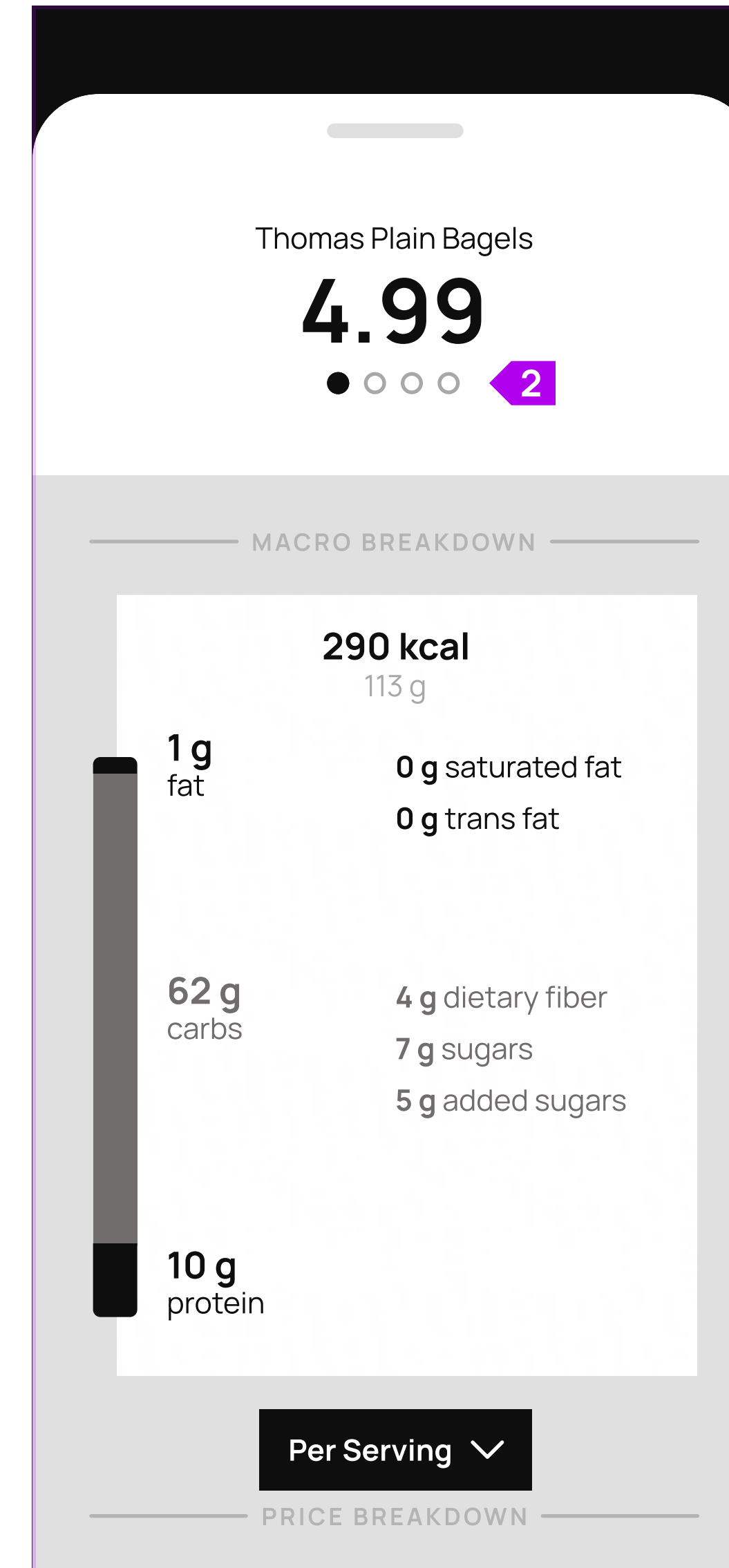
If the Nutrition Profile has been filled, Priority Rating is available.

- 1** Priority Rating displayed below product information (more specifications on next slide)
- 2** Priority Rating collapses and only dots are visible in Full View

Quick View



Ful View



# Inspect

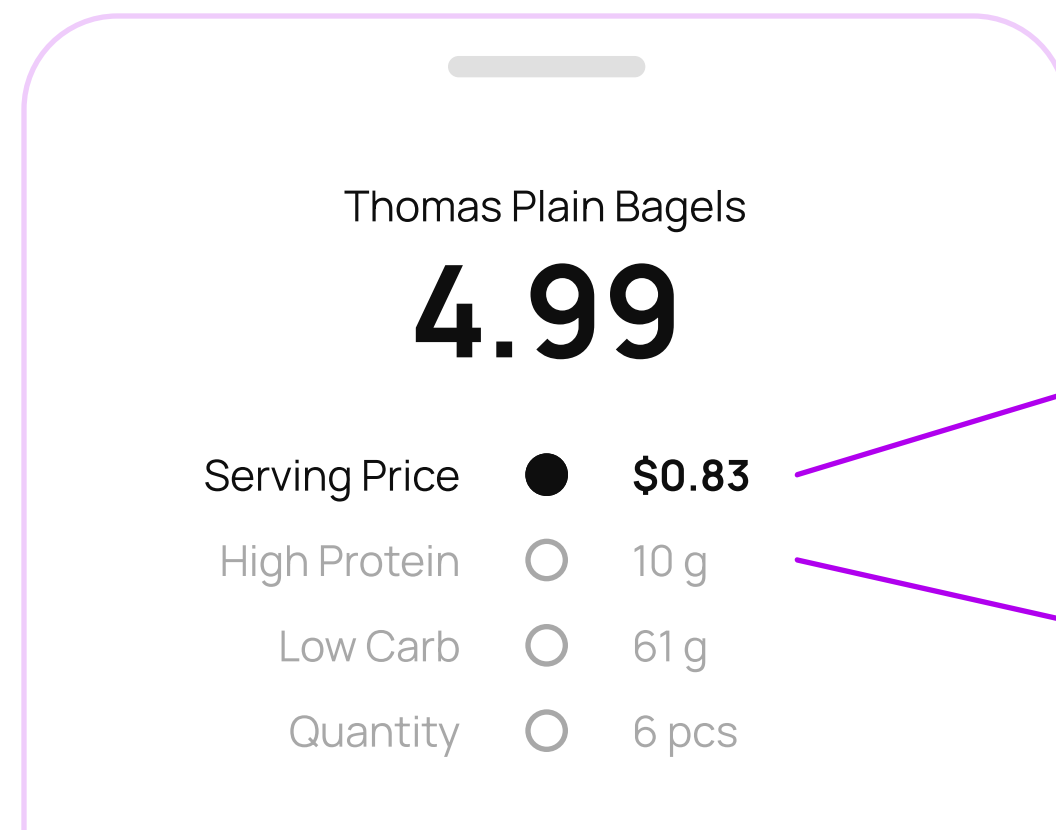
SECTION A.1

## Priority Rating

Priorities are listed in the center, with products on either side. Order is set in the Nutrition Profile.

**Bold & Opacity:** product meets Priority

→ else: reduced opacity



## RATING · BREAKDOWN

Serving Price ● \$0.83

**Full opacity & filled circle:** serving price Priority is met

High Protein ○ 10 g

**Reduced opacity:** high protein Priority is not met

# Inspect

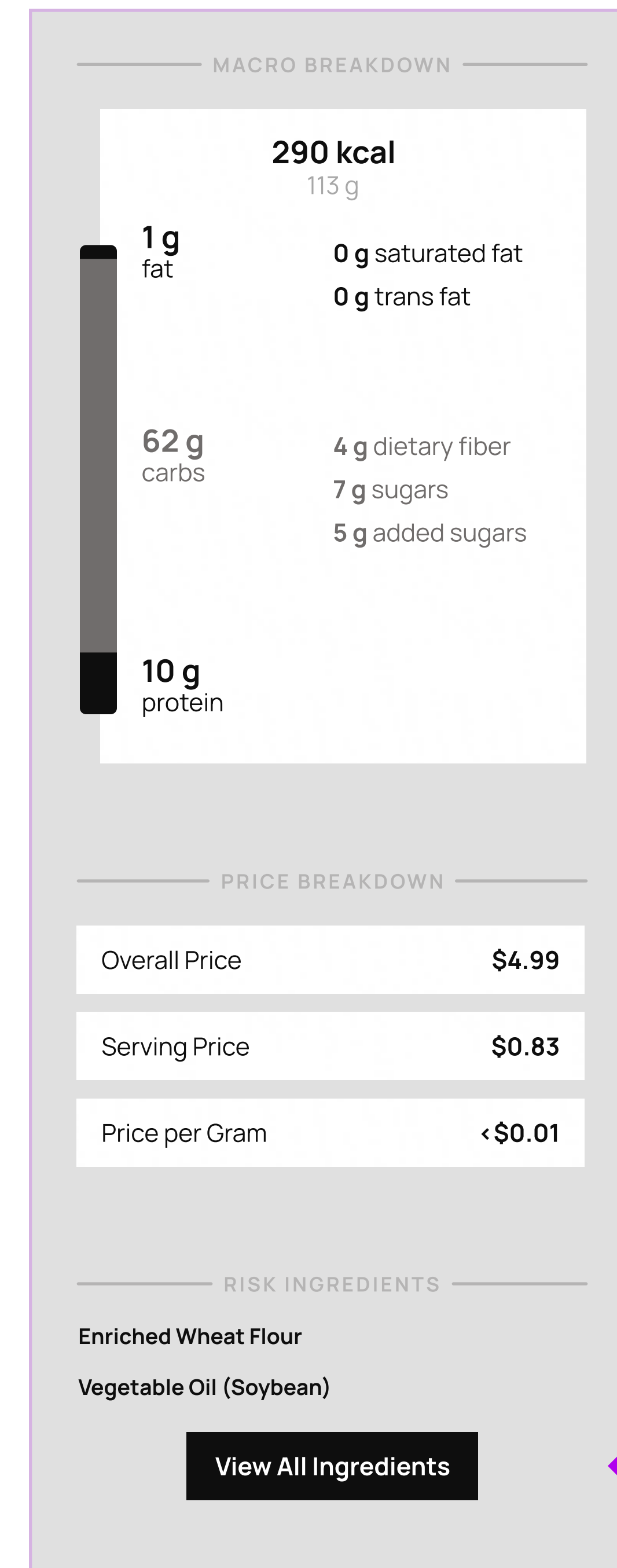
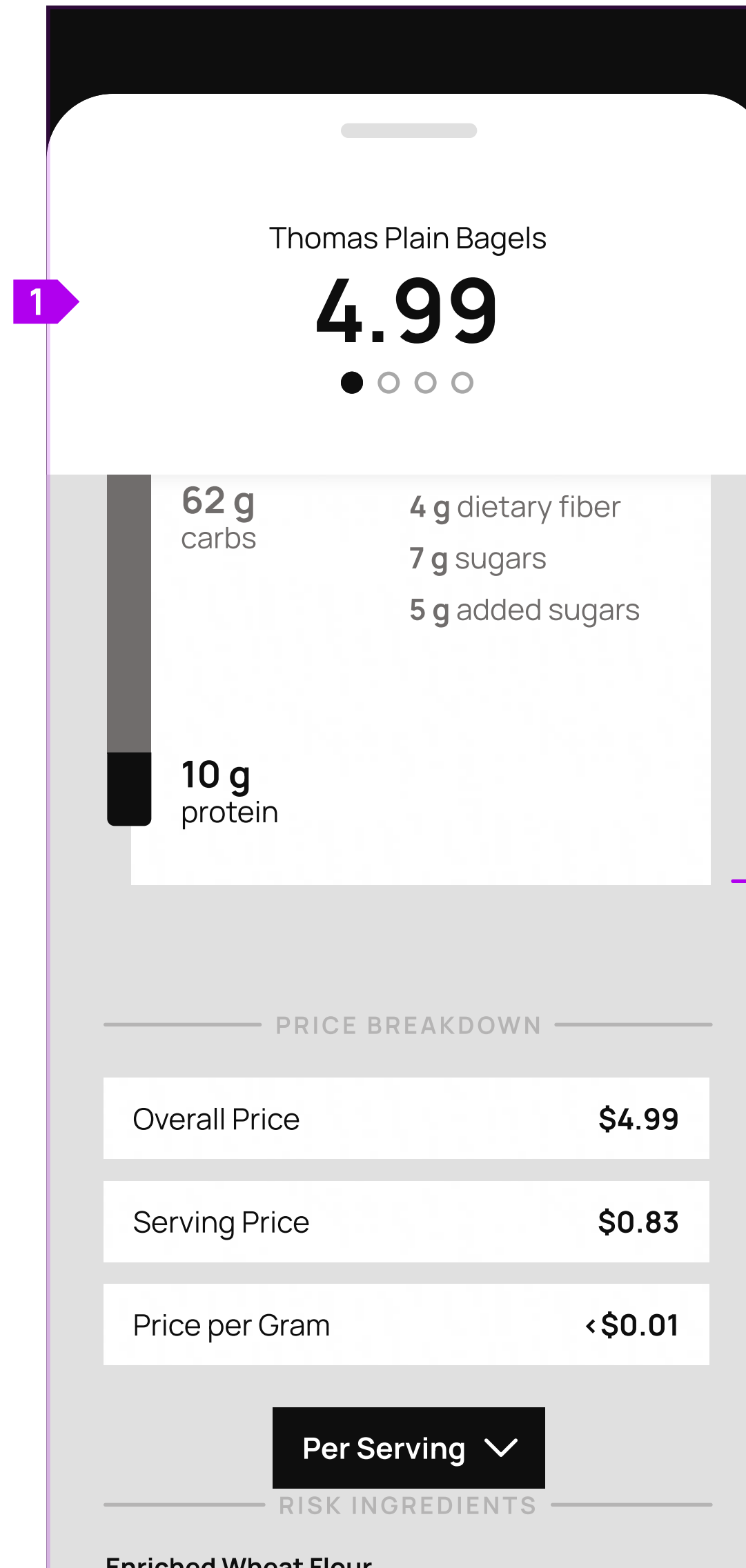
## SECTION A.1

### Details

The full details section contains a Macronutrient/Caloric breakdown, different price calculations, as well as ingredient listings.

**1** basic information is always visible (fixed at top)

**2** displays potential risk ingredients in compressed view, can view all ingredients by pressing button and enabling dropdown



# Compare

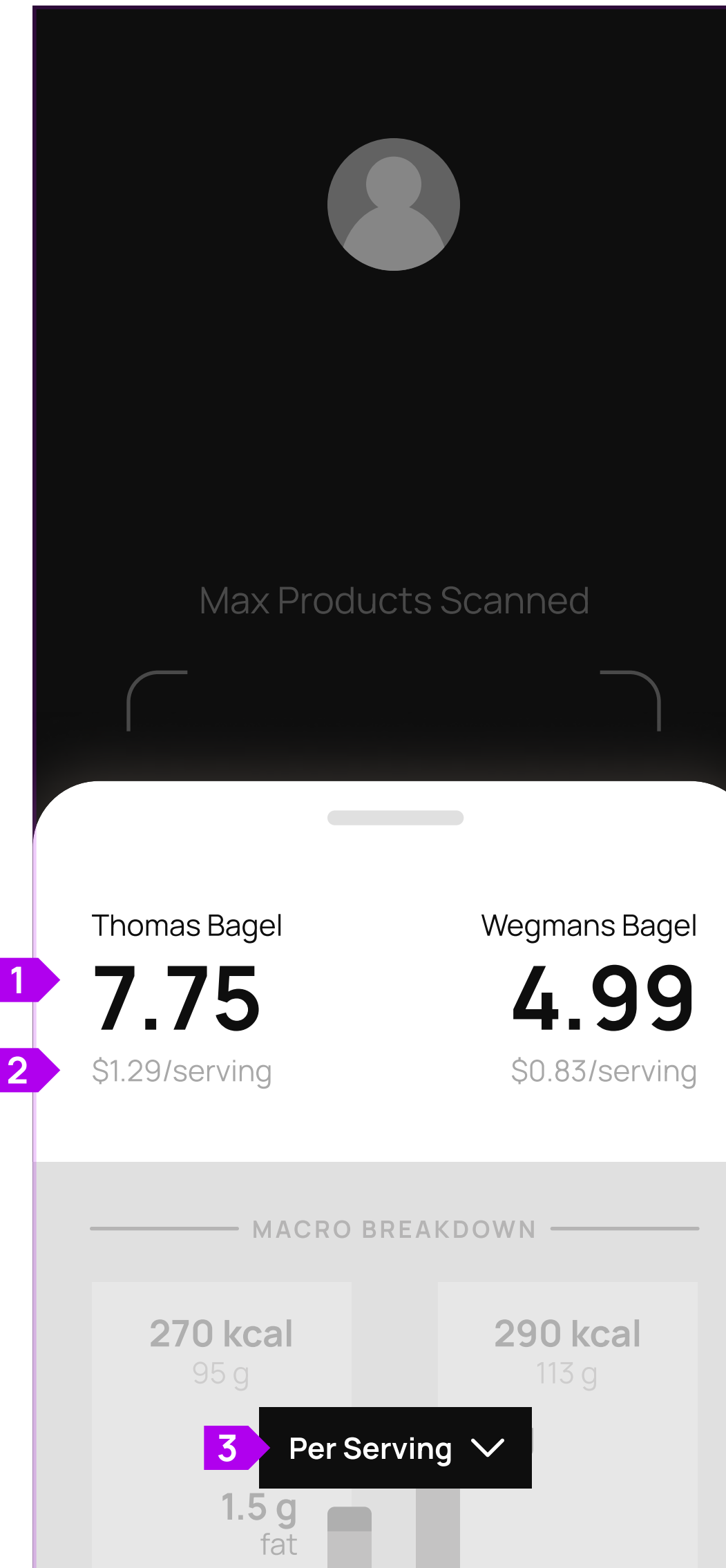
SECTION A.2

## Views without Nutrition Profile

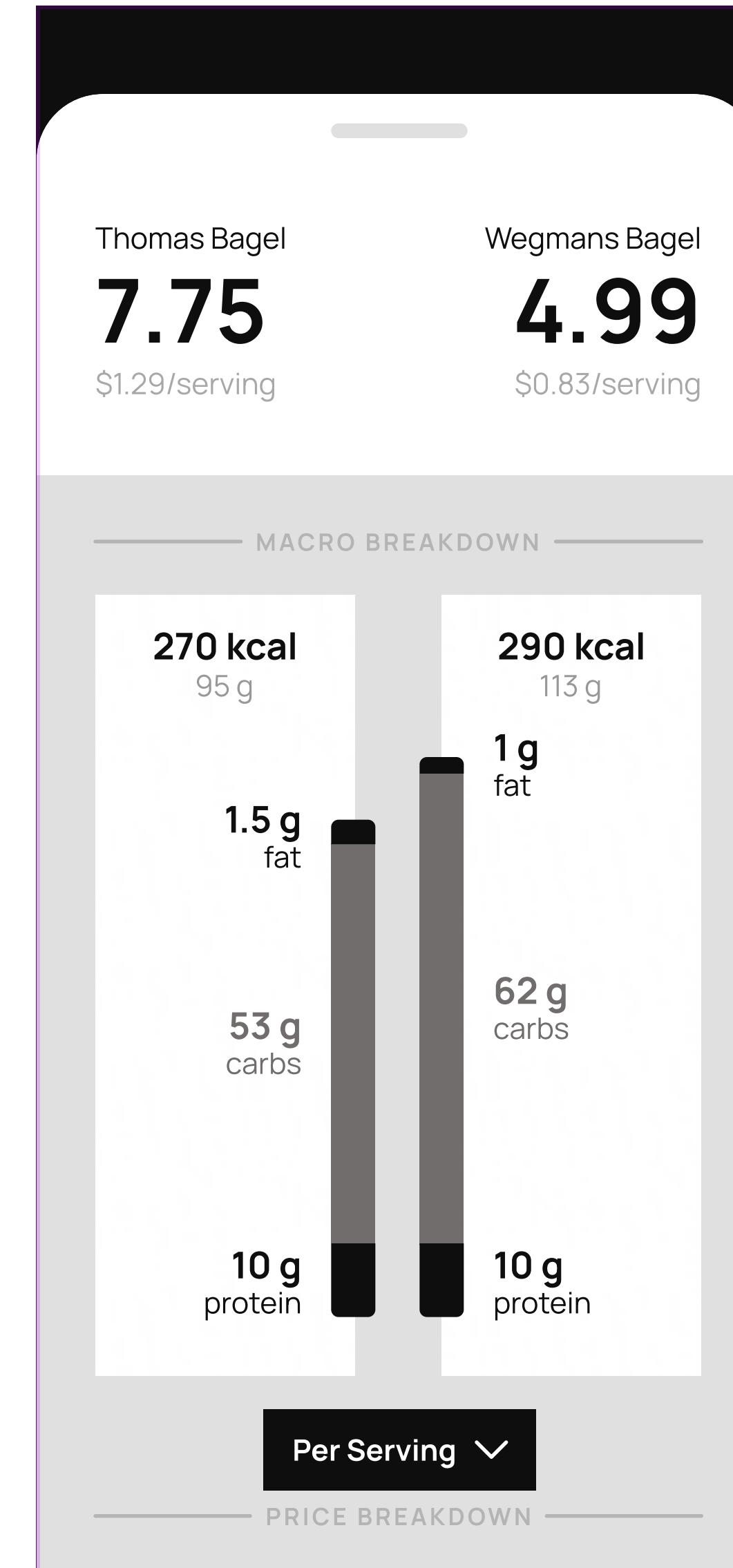
Opens with Priority Comparison if Nutrition Profile has been filled.

- 1 name and price of both products
- 2 serving price comparison is shown by default if the Nutrition Profile isn't filled
- 3 change comparison metric: by serving, by weight, by overall quantity

Quick View



Full View





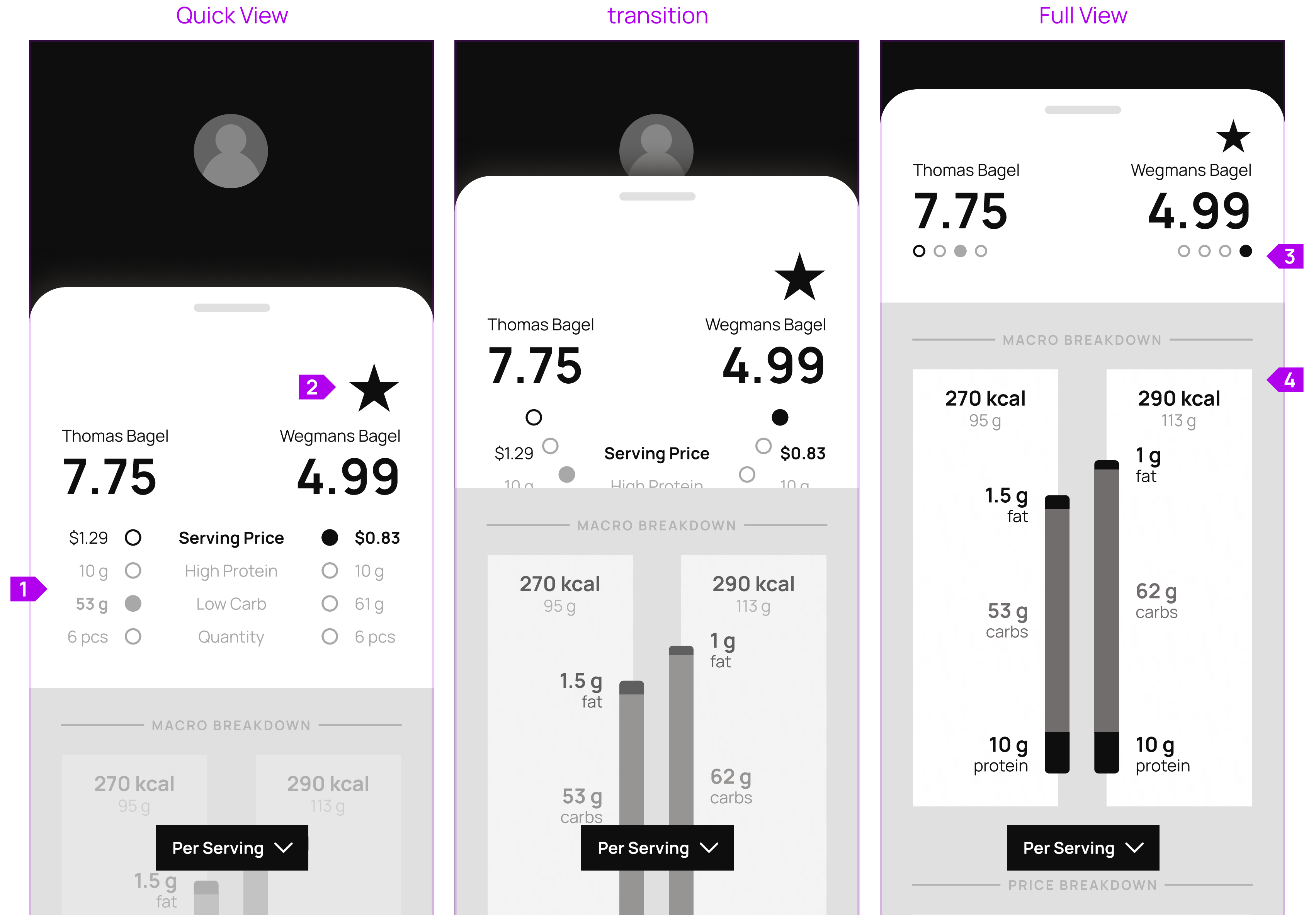
# Compare

SECTION A.2

## Views with Nutrition Profile

If the Nutrition Profile has been filled, Priority Comparison is available.

- 1** Priority Comparison displayed below product information (more specifications on next slide)
- 2** star denotes more holistically satisfactory product
- 3** Priority Comparison collapses and only dots are visible in Full View
- 4** Details is full opacity in Full View



# Compare

SECTION A.2

## Priority Comparison

Priorities are listed in the center, with products on either side. Order is set in the Nutrition Profile.

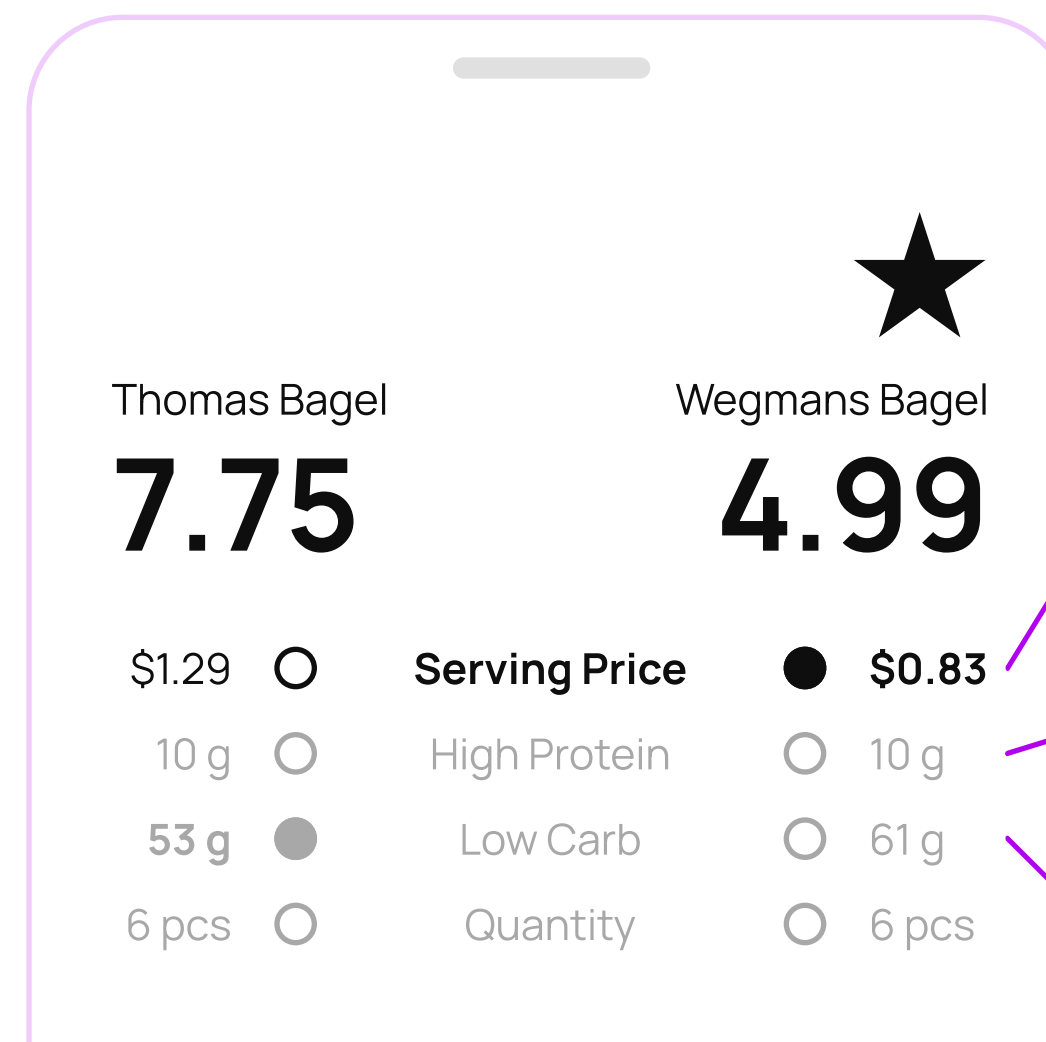
**Bold & Opacity:** Priority is met by at least one product

→ else: reduced opacity

**Filled Circle:** product satisfies

Priority more than other product; only one circle at most will be full per line

→ else: empty circle



## COMPARISON · BREAKDOWN

\$1.29 ○ **Serving Price** ● \$0.83

**Full opacity & bold:** serving price  
Priority is met

**Filled right:** right side product  
is better (lower price)

6 pcs ○ Quantity ○ 6 pcs

**Reduced opacity:** high protein  
Priority is not met by either product

**No fill:** products are equally  
dis/satisfactory

53 g ● Low Carb ○ 61 g

**Reduced opacity:** low carb  
Priority is not met by either product

**Filled left:** left side product  
is better (lower carb)

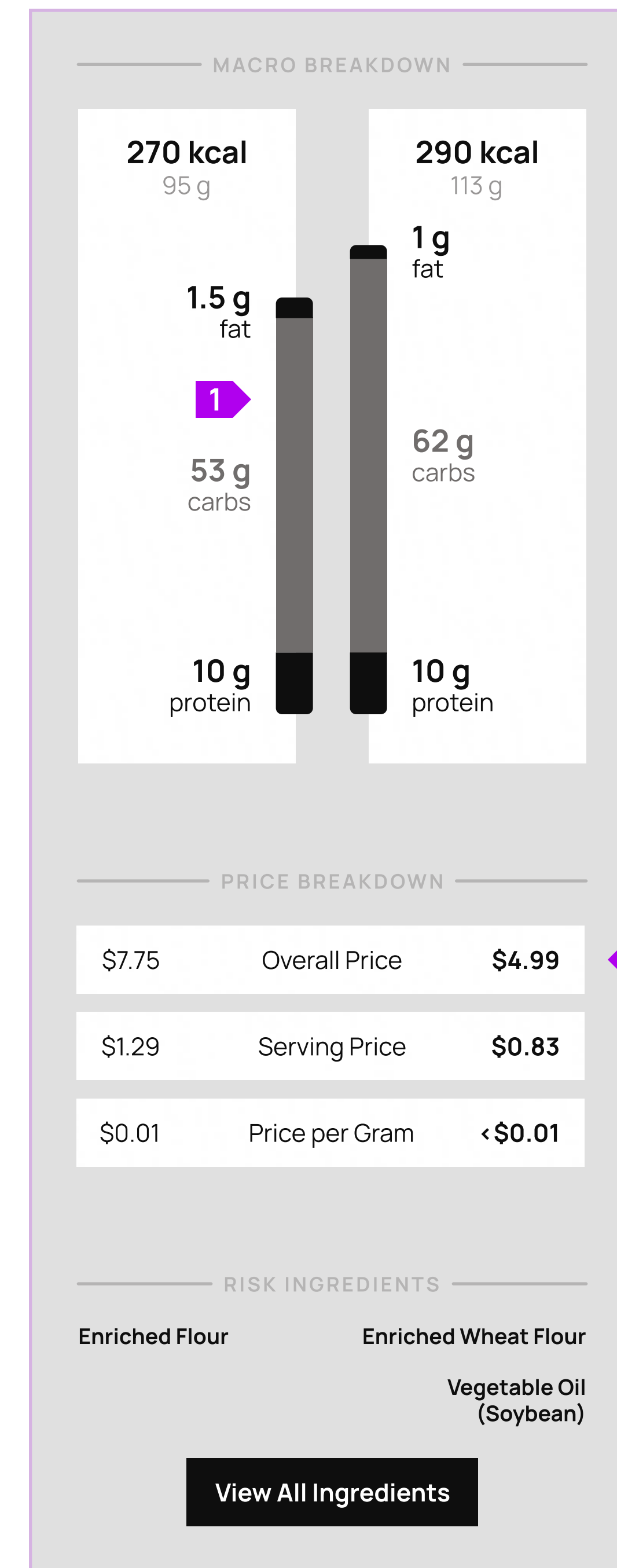
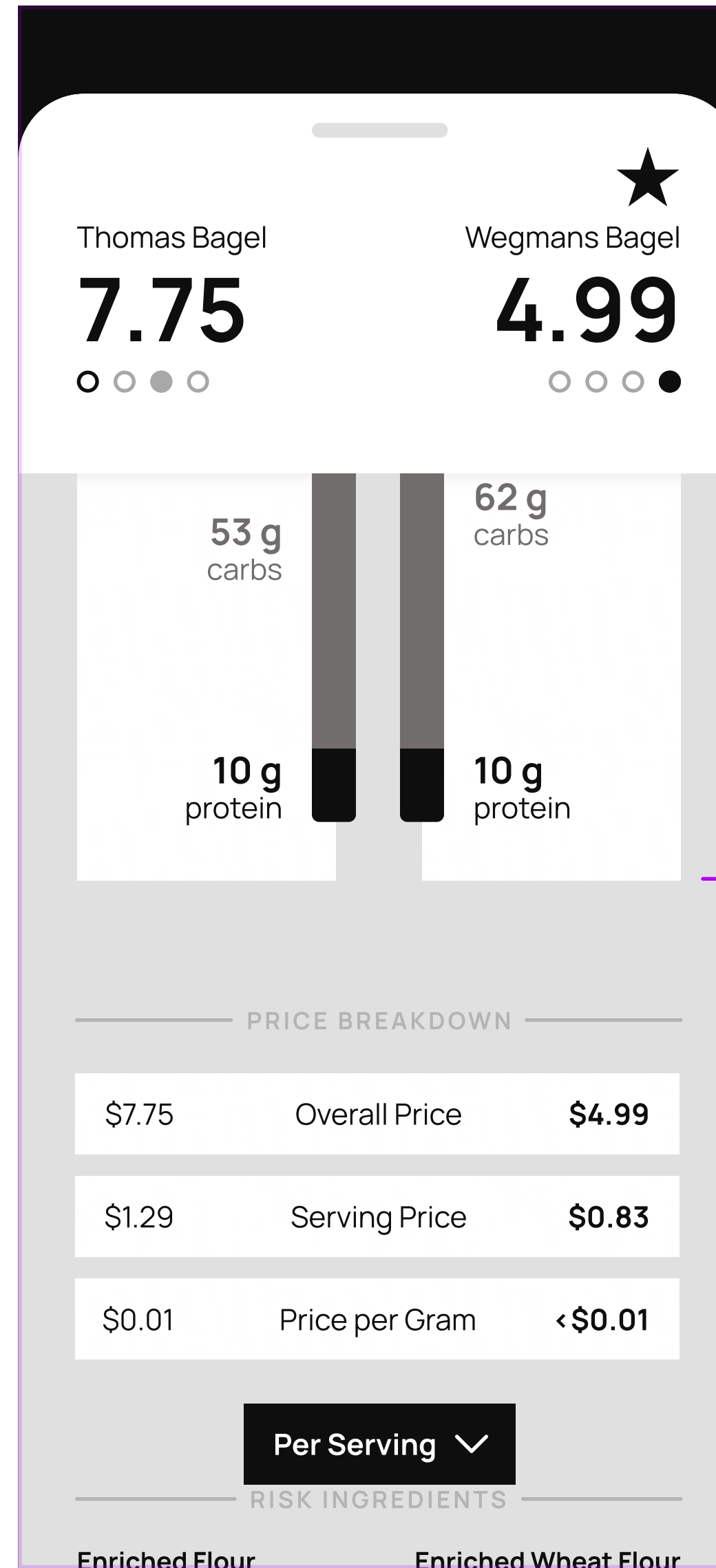
# Compare

## SECTION A.2

### Details

The full Details section is analogous to that of the Inspect Details, but information is sorted into two columns.

- 1 **calorie distribution bars** are proportionately scaled in Compare to each other for quick, easy comparison
- 2 cheaper price is in accentuated through text treatment





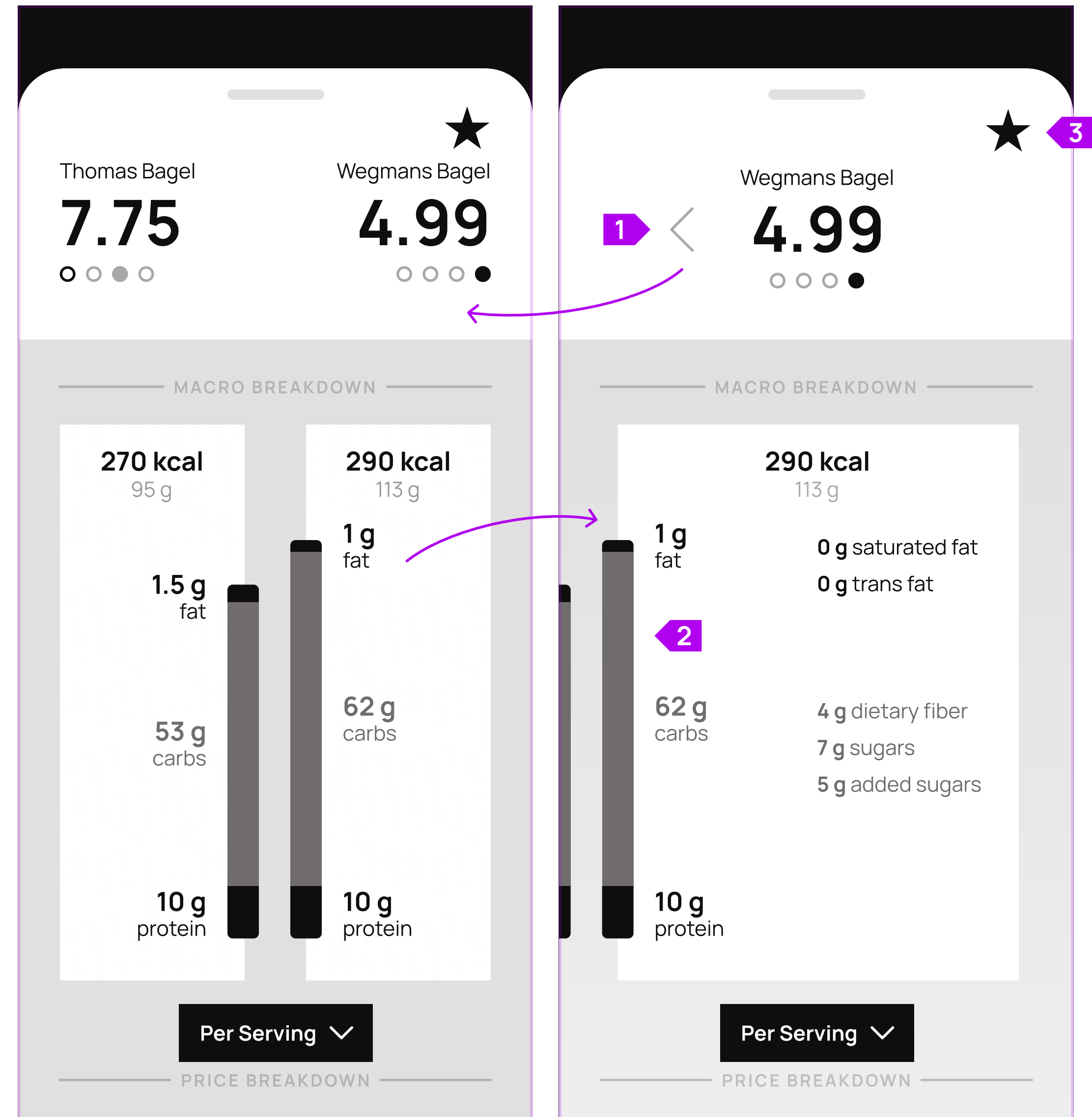
# Compare

SECTION A.2

## Compare to Inspect

Tapping on one side of the Compare view will expand the information of that product; essentially, transitioning to the Inspect view.

- 1 arrow allows user to navigate back to Comparison view
- 2 left bar is still slightly visible to keep user oriented
- 3 star remains visible



# Section B: Account

# Account Tab

## SECTION B

### Edit Account Settings

Opens to the “Account” tab, which allows the user to edit their basic profile information.

- 1 name:** displays name and “Edit” button
- 2 phone number:** displays last four digits and “Edit” button
- 3 password:** displays “Edit” button
- 4 sign out:** prompts user with confirmation before signing out (returns to log in/sign up screen in Section 0)

Account Tab for Emma Irvine. The screen displays a profile card with a close button (X) in the top right. Below the profile card are two tabs: ACCOUNT (selected) and NUTRITION PROFILE. Under the ACCOUNT tab, there are three rows of information: Name (Emma Irvine) with an Edit button, Phone Number ((\*\*\*)\*\*-1234) with an Edit button, and Password with an Edit button. At the bottom center, there is a Sign Out button. Numbered callouts 1 through 4 point to the Edit buttons for Name, Phone Number, Password, and the Sign Out button respectively.

# Nutrition Profile Tab

## SECTION B

### Access to Nutrition Profile

Here, the user can change any Priorities and Restrictions they may have previously set.

Close button (X)

Profile picture placeholder

**Emma Irvine**

ACCOUNT | **NUTRITION PROFILE**

### Priorities

- ≡ Protein High (>50%)
- ≡ Added Sugars Low (<5g)
- ≡ Quantity High (Relative)

+ Add Priority

### Restrictions

- ≡ Gluten
- ≡ Lactose

+ Add Restriction



# Style Guide & Comps

Detailed specifications for text, type, and layout,  
also implemented in example comp screens.

# Table of Contents

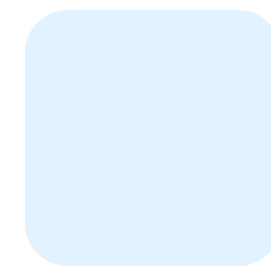
STYLE GUIDE & COMPS

<b>Style</b> .....	67
Colors .....	68
Typography .....	69
Buttons .....	70
Field States .....	71
Item Cards .....	72
<b>Structure</b> .....	72
The Base Grid .....	74
Component Sizing & Padding .....	75
Scan .....	76
Compare .....	77
Details .....	78
Account: Navigation .....	79
Account: Content .....	80
<b>Comps</b> .....	81-83

# Style

# Colors

The color palette is analogous, focusing on cool blues and neutrals with a red accent for any error messaging.



NAME **lightBlue**  
HEX E3F2FF  
RGB 227, 242, 255



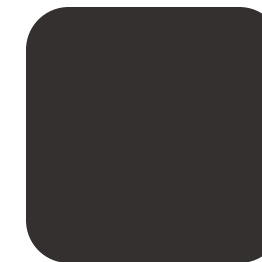
NAME **midBlue**  
HEX 90CAFF  
RGB 144, 202, 255



NAME **darkBlue**  
HEX 0075E1  
RGB 0, 117, 225



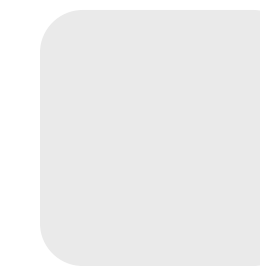
NAME **darkGrey**  
HEX 33302F, 50%  
RGBA 51, 48, 47, 0.5



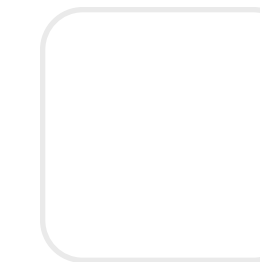
NAME **textDark**  
HEX 33302F  
RGB 51, 48, 47



NAME **navyBlue**  
HEX 132F77  
RGB 19, 47, 119



NAME **lightGrey**  
HEX EEEEE  
RGB 238, 238, 238



NAME **textLight**  
HEX FFFFFF  
RGB 255, 255, 255



NAME **errorRed**  
HEX DB1609  
RGB 219, 22, 9



# Typography

All text is Manrope Regular or Manrope Bold.

Ag

Manrope Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

Ag

Manrope Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

## Title

SIZE 48px  
WEIGHT bold  
SPACING ~  
LINE HEIGHT 112%

## ACTION

SIZE 16px  
WEIGHT bold  
SPACING 10%  
LINE HEIGHT 150%

## Item

SIZE 20px  
WEIGHT bold  
SPACING ~  
LINE HEIGHT 124%

## Heading

SIZE 24px  
WEIGHT bold  
SPACING ~  
LINE HEIGHT 112%

## SUBHEADING

SIZE 13px  
WEIGHT bold  
SPACING 12%  
LINE HEIGHT 112%

## Body

SIZE 16px  
WEIGHT regular  
SPACING ~  
LINE HEIGHT 150%

# Buttons

All buttons are 44px in height with 16px padding and 16px corner rounding.



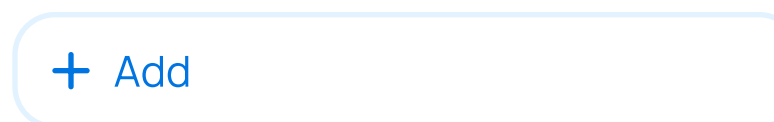
WIDTH	fill column
ALIGNMENT	right
FILL	lightBlue
STROKE	~
EFFECTS	~
TEXT	Regular, 16px
TEXT COLOR	darkBlue



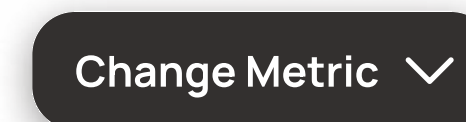
WIDTH	hug content
ALIGNMENT	center
FILL	darkBlue
STROKE	~
EFFECTS	~
TEXT	Bold, 20px, 10% spacing
TEXT COLOR	textLight



HEIGHT	44px
WIDTH	44px
FILL	lightGrey



WIDTH	fill container
ALIGNMENT	~
FILL	textLight
STROKE	2px lightBlue
EFFECTS	~
TEXT	Regular, 16px
TEXT COLOR	darkBlue



WIDTH	hug content
ALIGNMENT	center
FILL	textDark
STROKE	~
EFFECTS	drop shadow, 25% textDark, 16px blur
TEXT	Bold, 16px
TEXT COLOR	textLight

# Field States

Field treatment is similar to buttons 16px corner rounding and 16px padding.

Fields fill the container horizontally and hug the text content vertically (with 16px padding inside).

## Incomplete Field (Prompt)

FILL	lightGrey
STROKE	~
TEXT	Regular, 16px, darkGrey

## Active Field

FILL	lightBlue
STROKE	2px darkBlue
TEXT	Bold, 16px, darkBlue

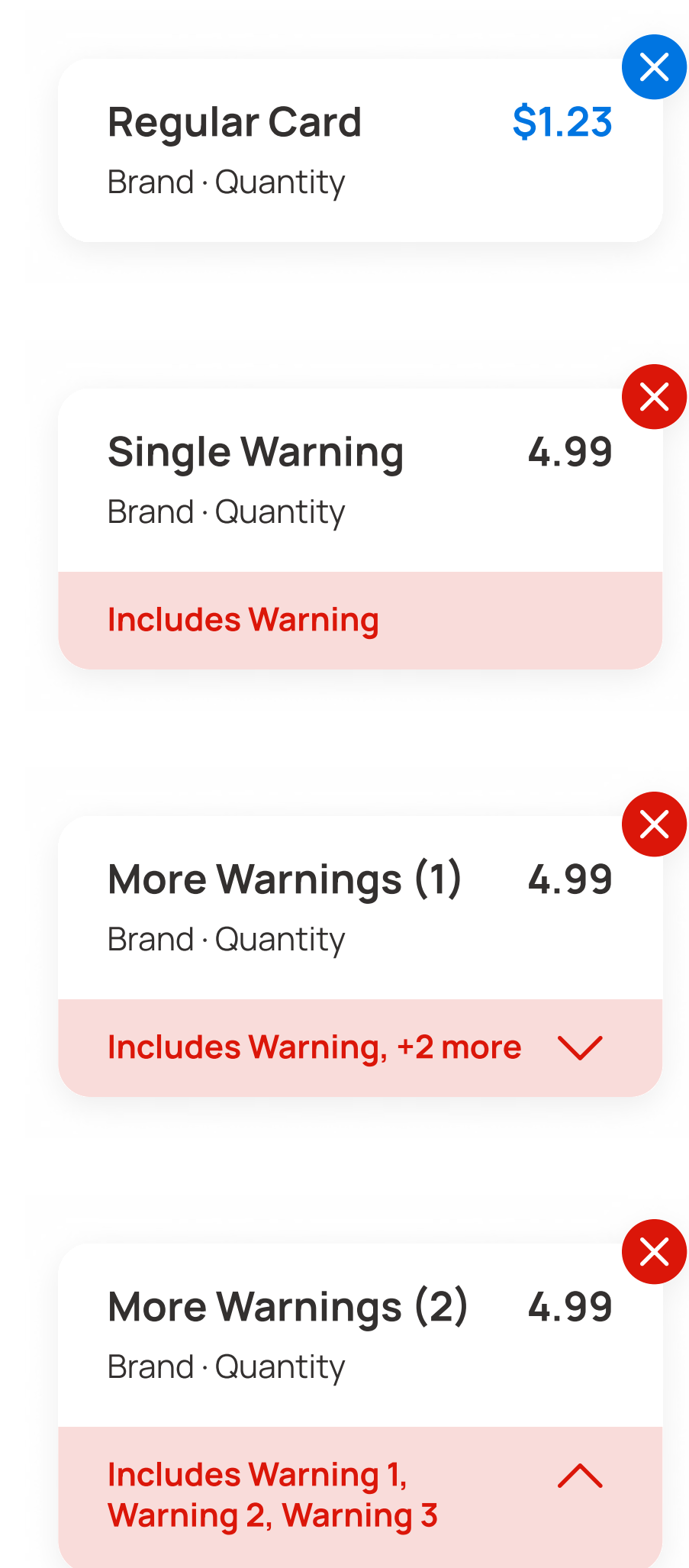
## Completed Field

FILL	lightGrey
STROKE	~
TEXT	Bold, 16px, textDark

# Item Cards

Item cards have 24px padding and 16px corner rounding, with error variants as shown to the right.

WIDTH	fill container (297px)
HEIGHT	fit content
FILL	textLight (and 15% errorRed)
EFFECTS	drop shadow, lightGrey, 16px blur
TEXT COLOR	textDark
ACCENT	darkBlue or errorRed

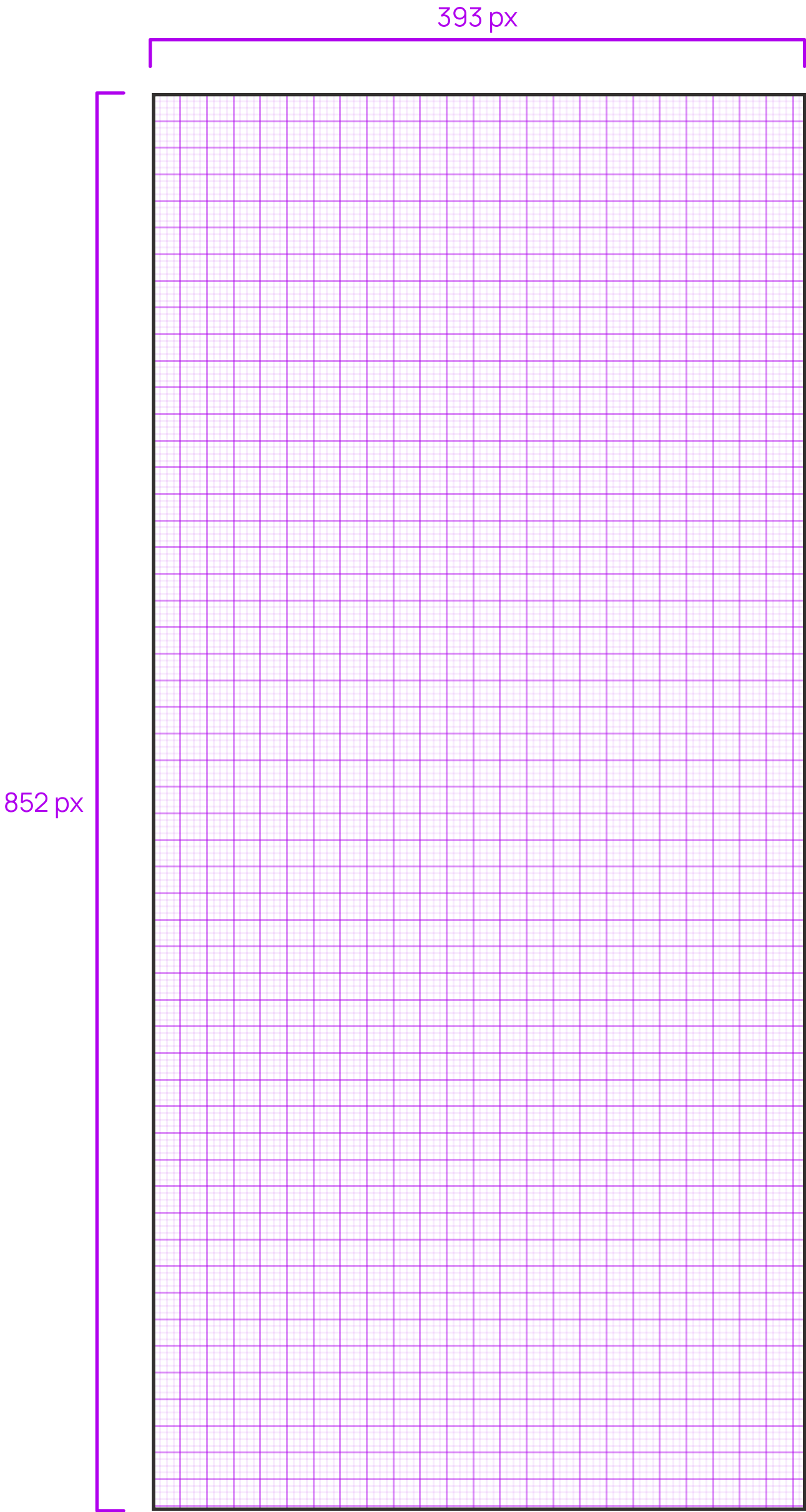




# Structure

# The Base Grid

The app is intended for mobile, based off of a 4px base grid for balanced and natural flow.

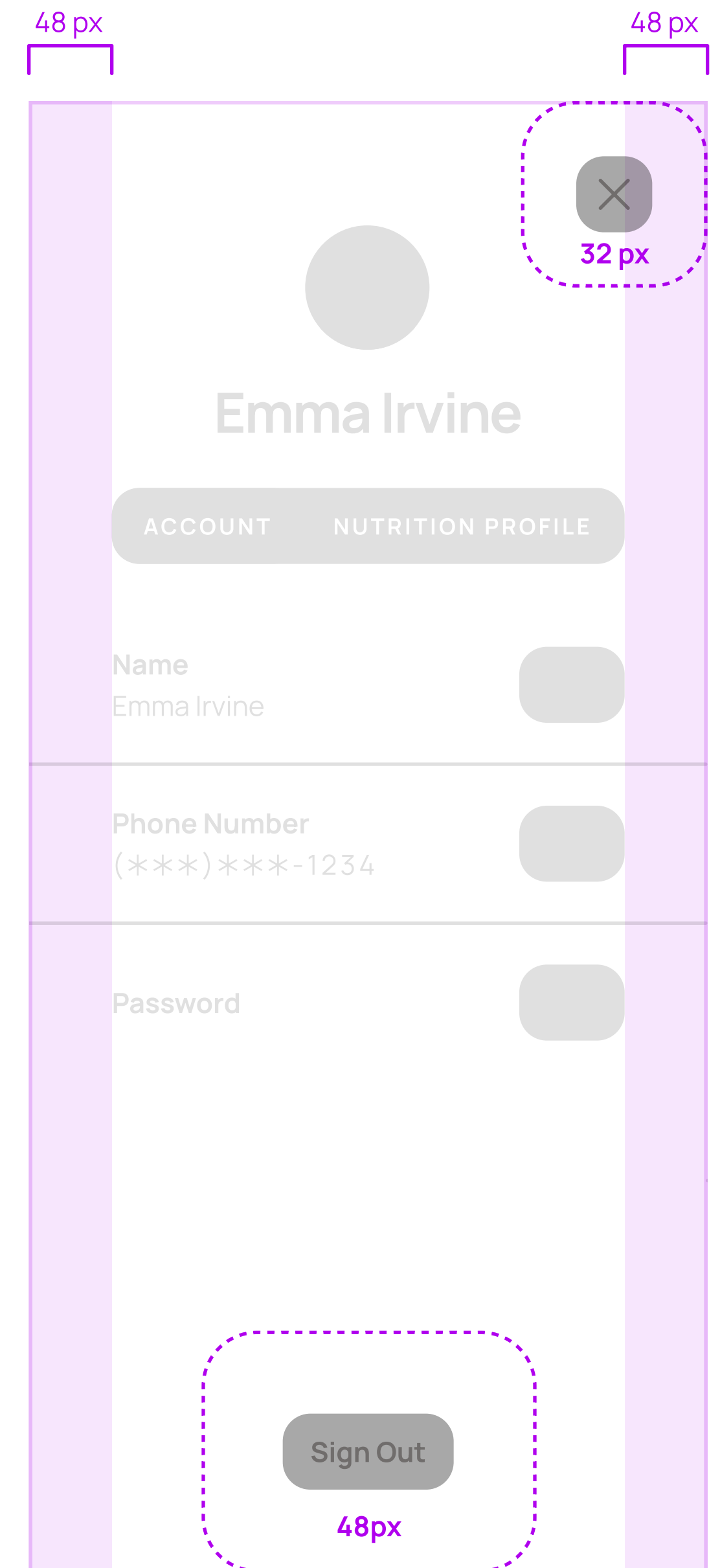
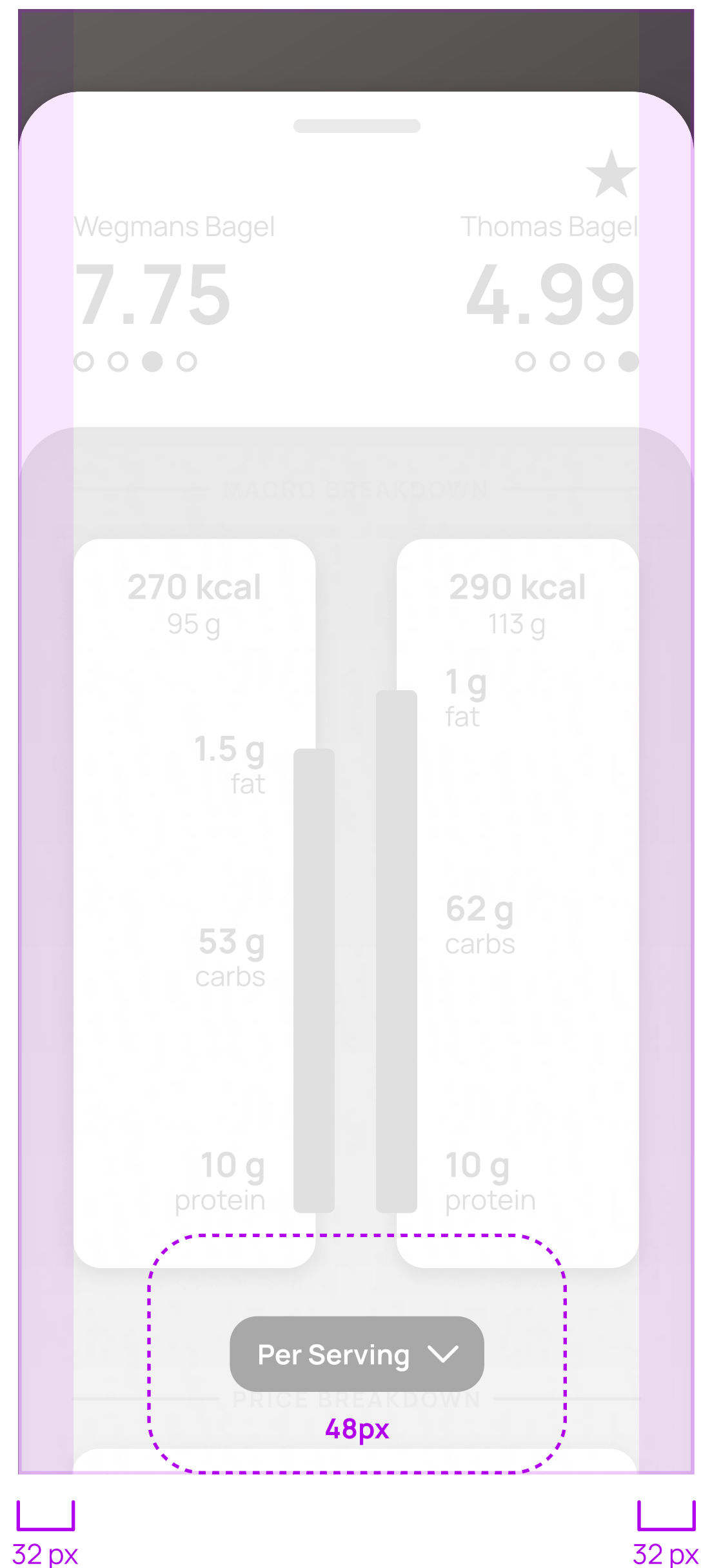


# Component Sizing & Padding

Compare and Inspect screens have 32px padding to fit the large amount of information that has to be displayed.

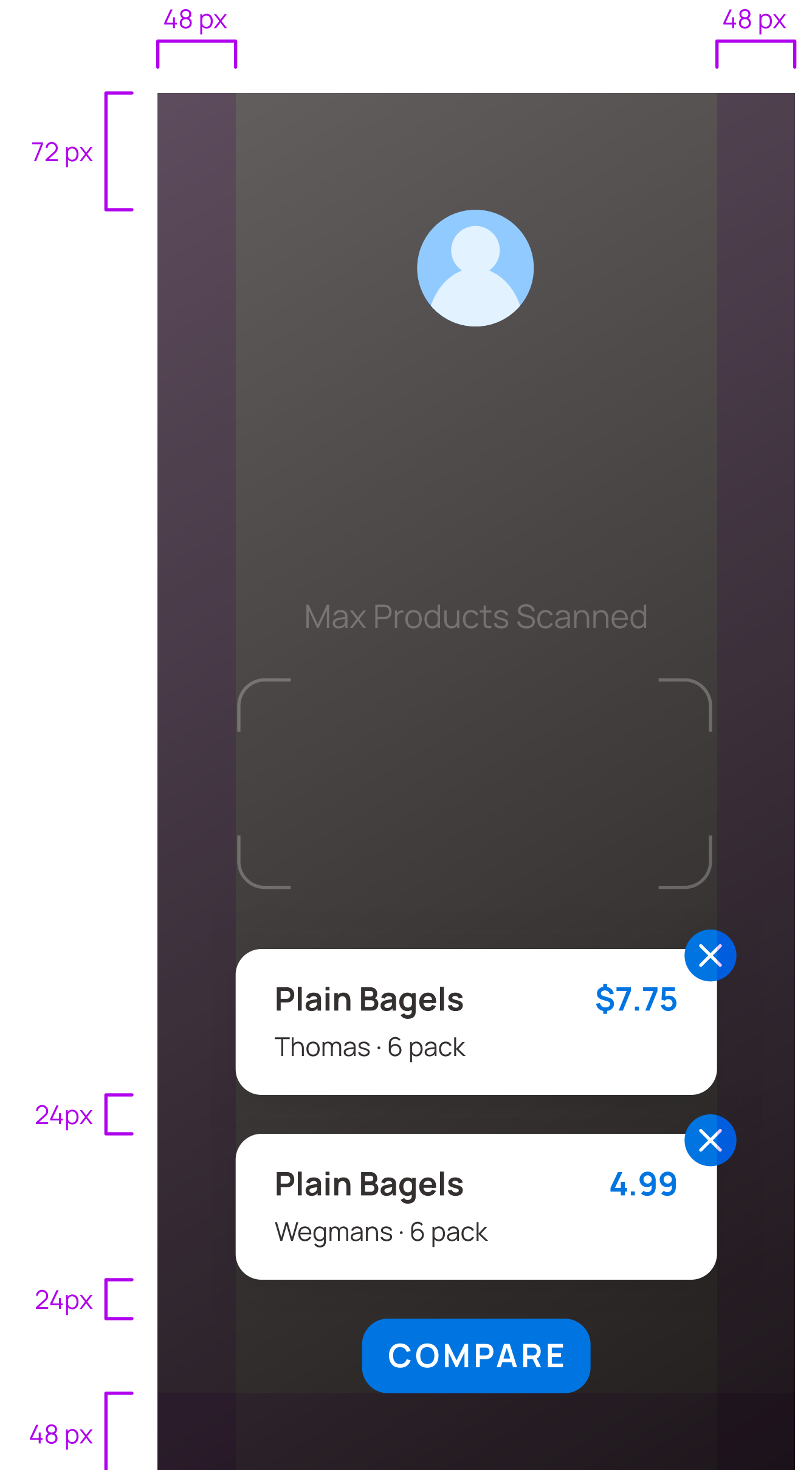
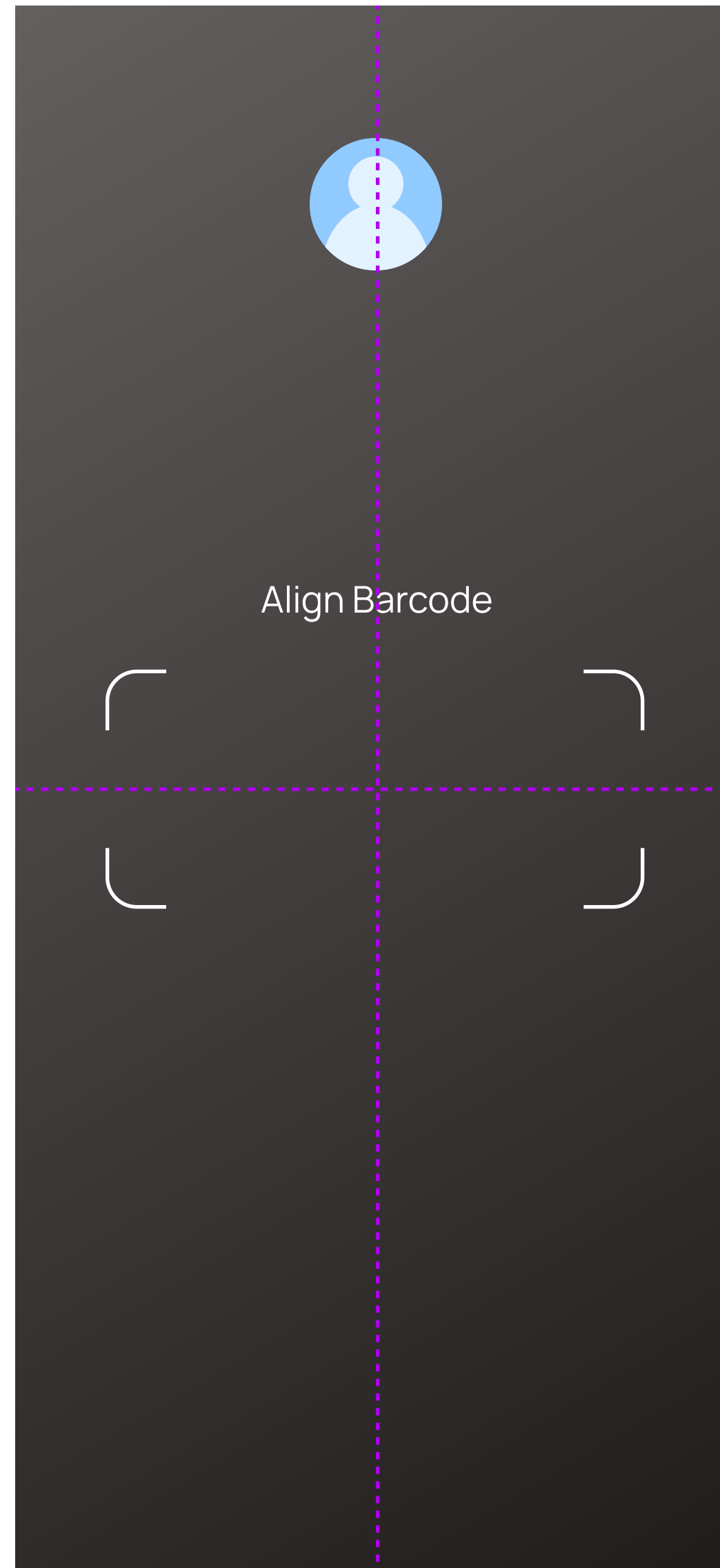
Scan and Account screens have 48px padding because there is less information that has to be displayed.

Sticky buttons are padded as shown.



# Scan

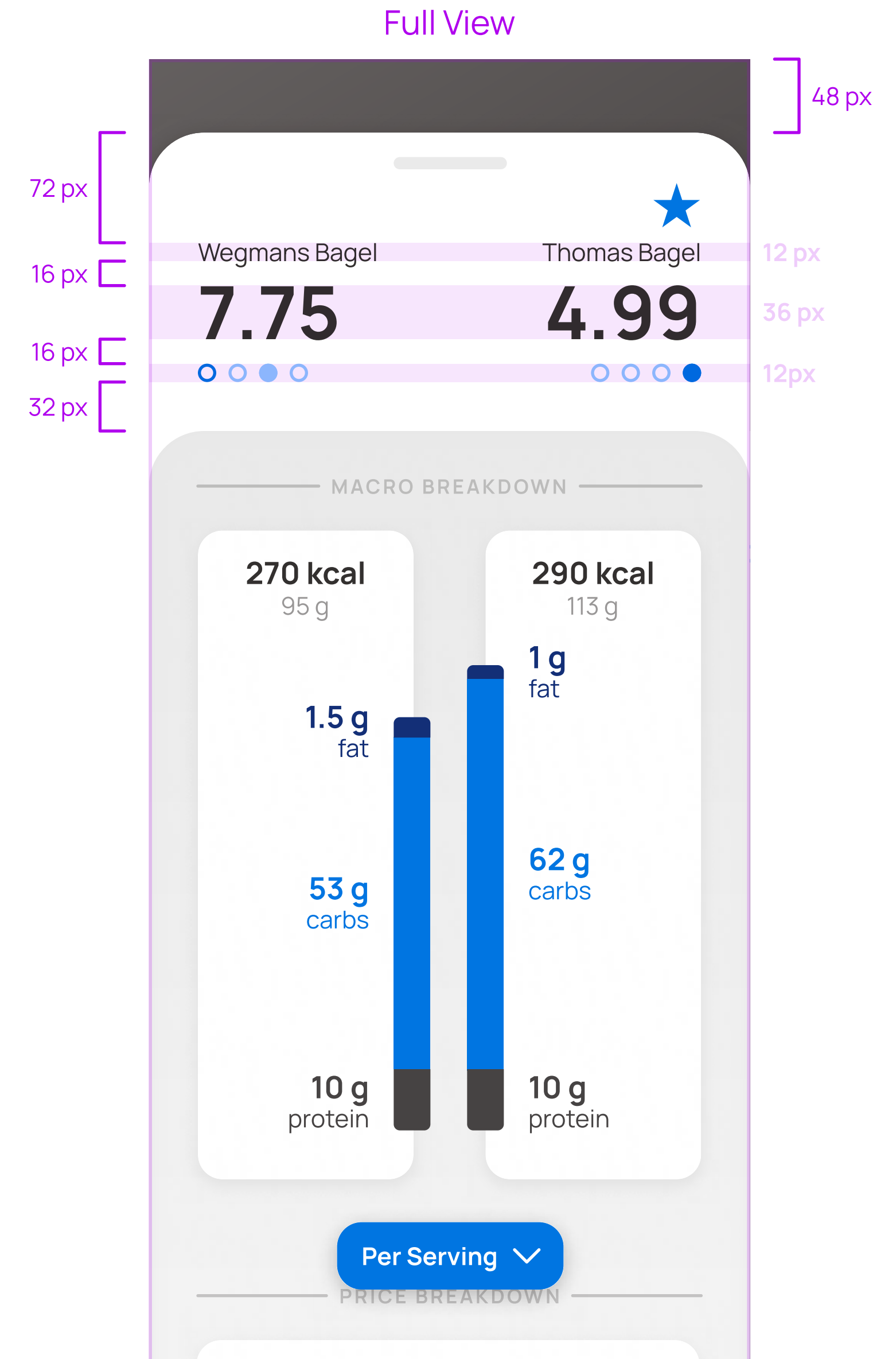
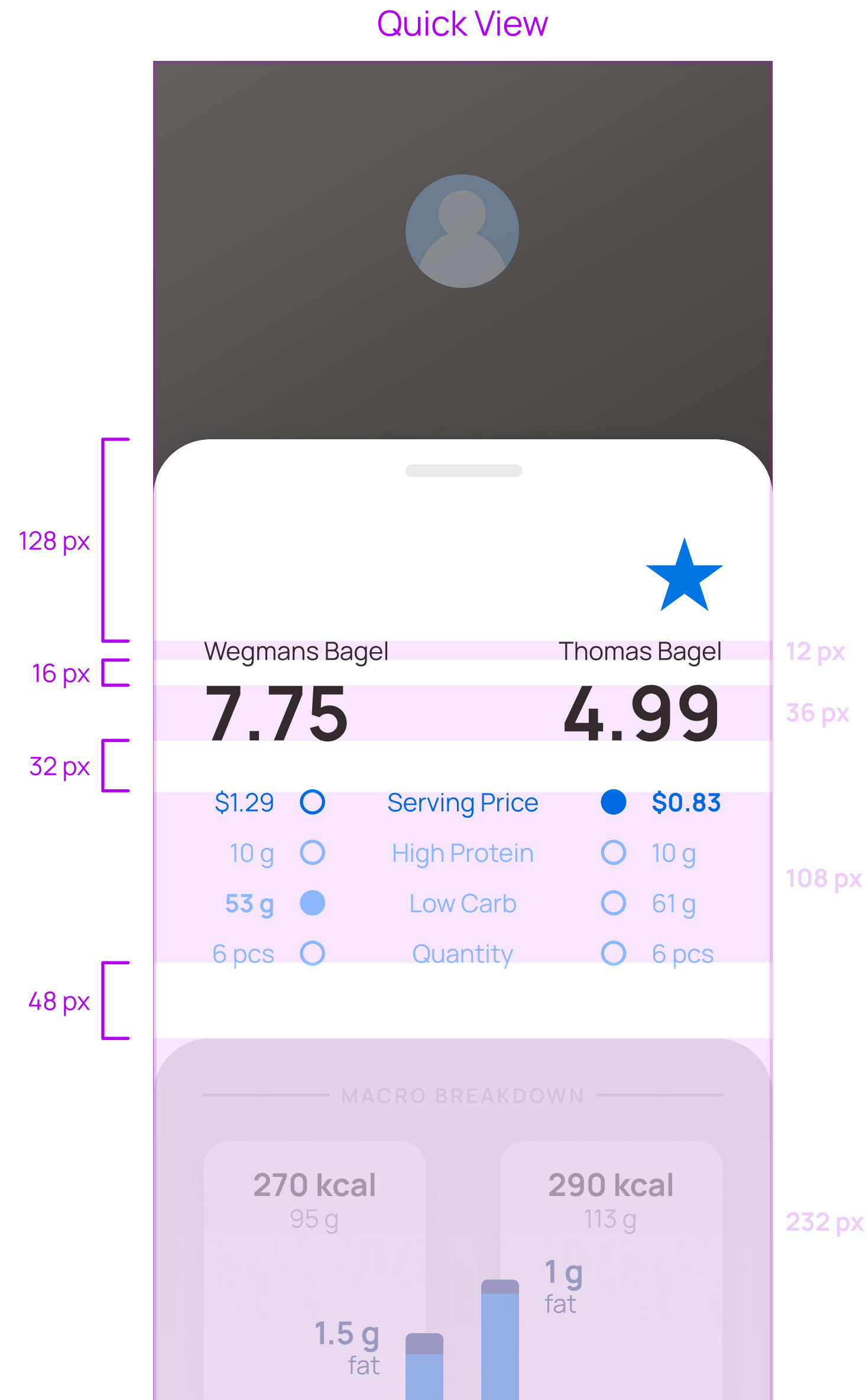
Everything in the Scan screen is center aligned. Item cards and actions buttons are spaced 24px apart, aligned to the bottom of the screen (abiding by screen padding).



# Inspect/Compare

The vertical spacing is the same in Inspect and Compare (where Inspect has one column, and Compare has two). Spacing collapses between Quick View and Full View.

The height of the Quick View tab adjusts to fit the priorities list, if any. The height of the Full View tab, however, is fixed, starting at 48px from the top of the screen.

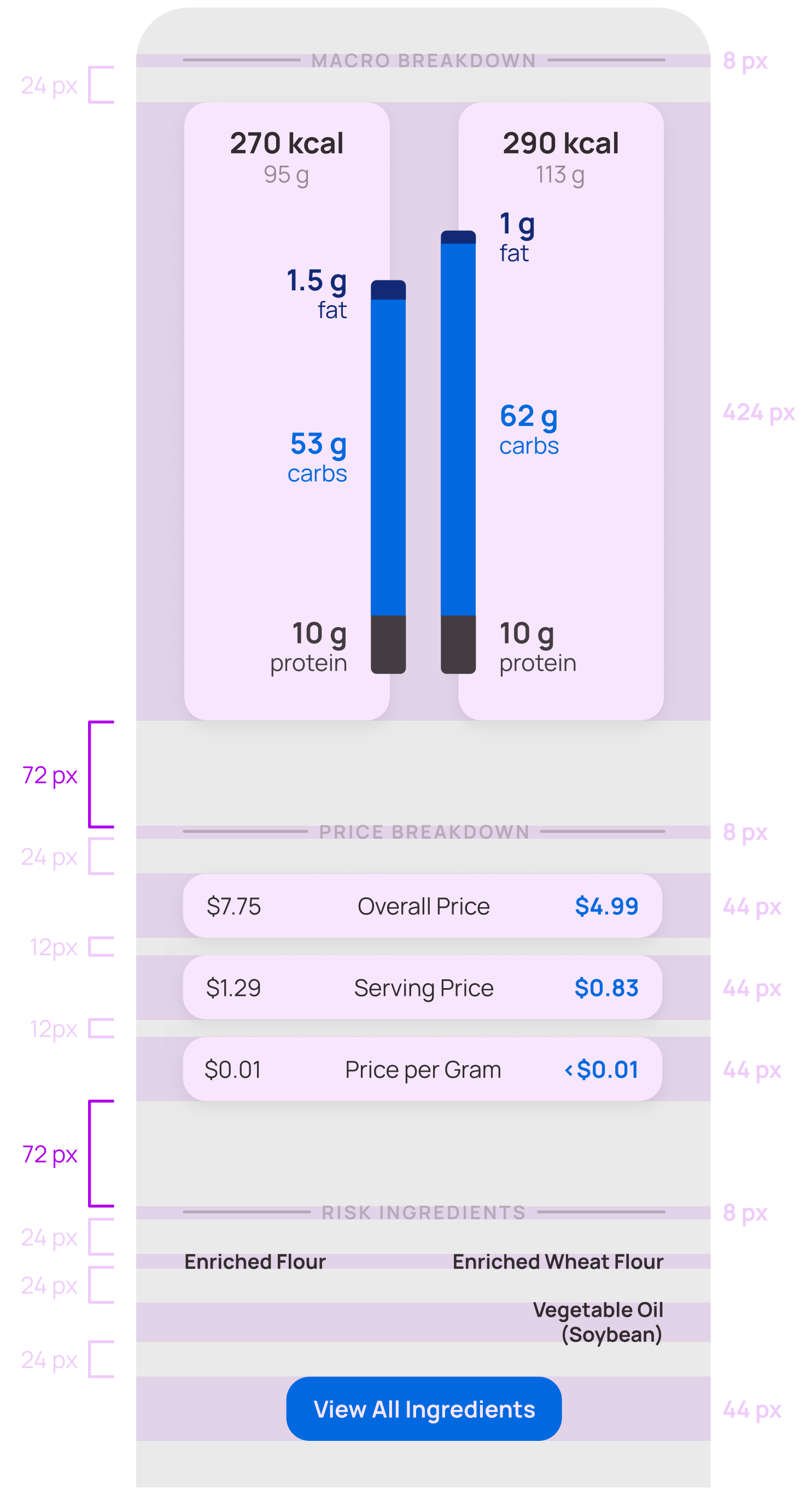
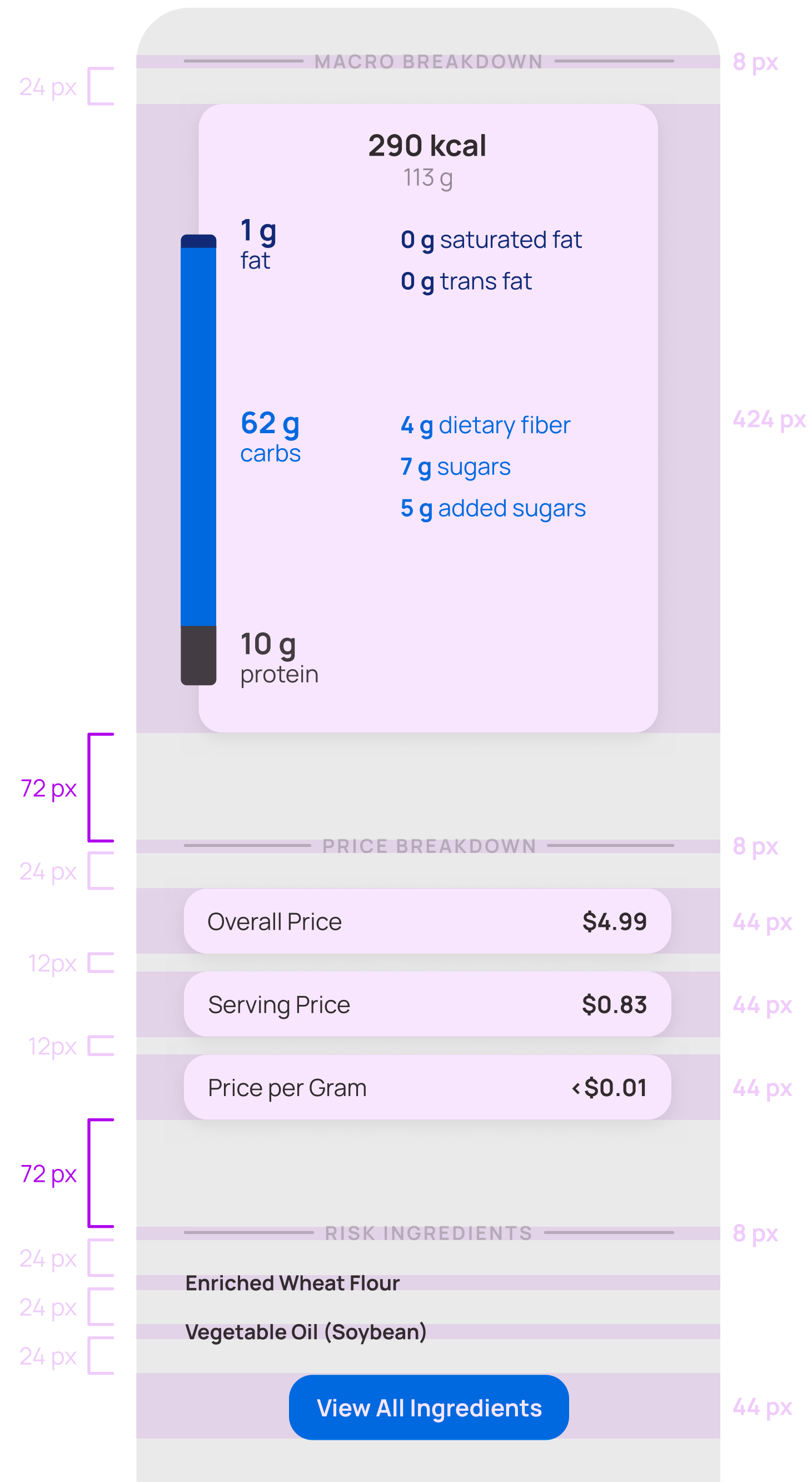




# Details

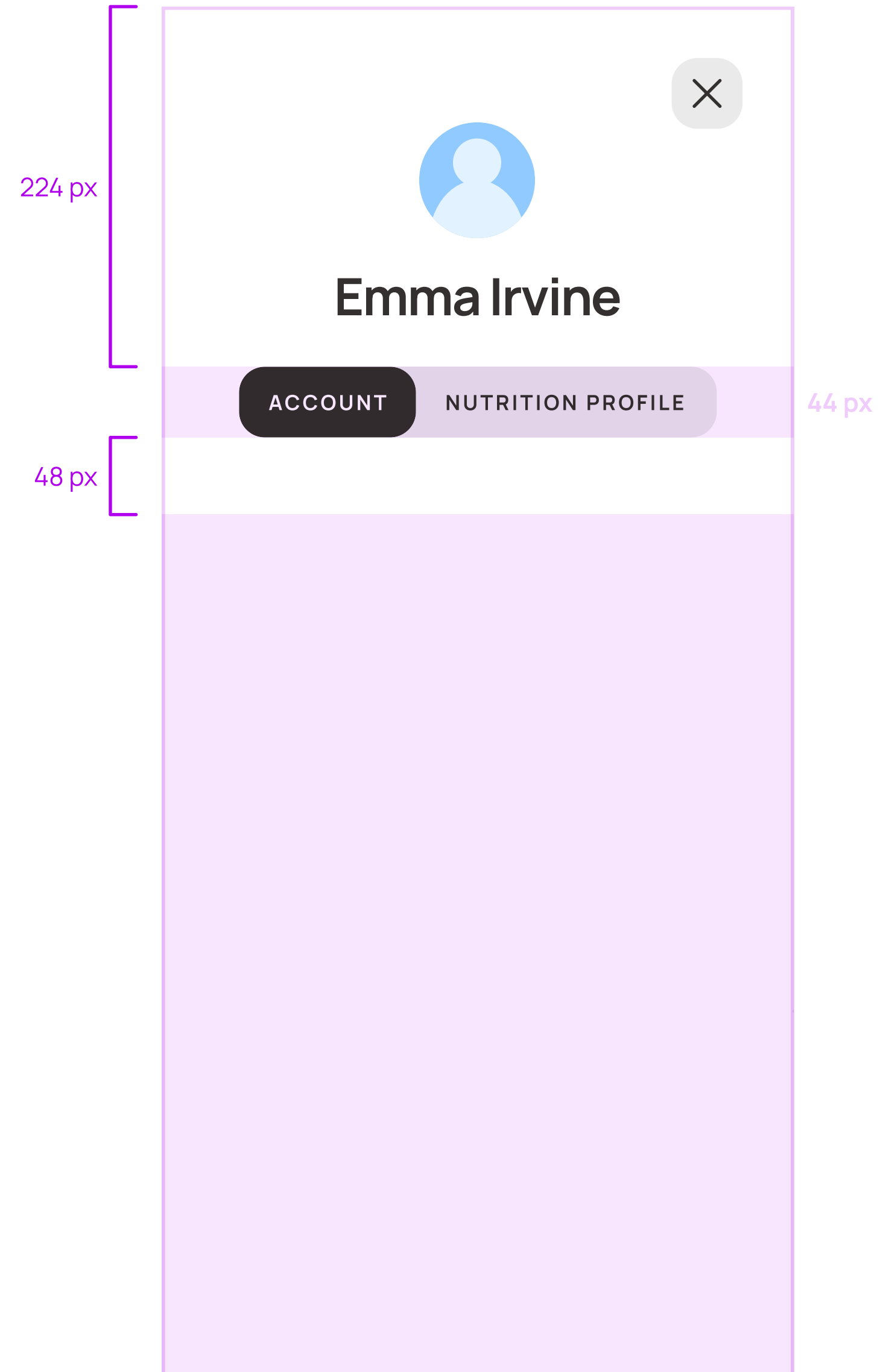
Details is organized into one singular column in Inspect (left) or two columns in Compare (right).

Regardless, the vertical formatting is generally the same. Section heights remain the same, and there is 72px spacing between sections.



# Account: Navigation

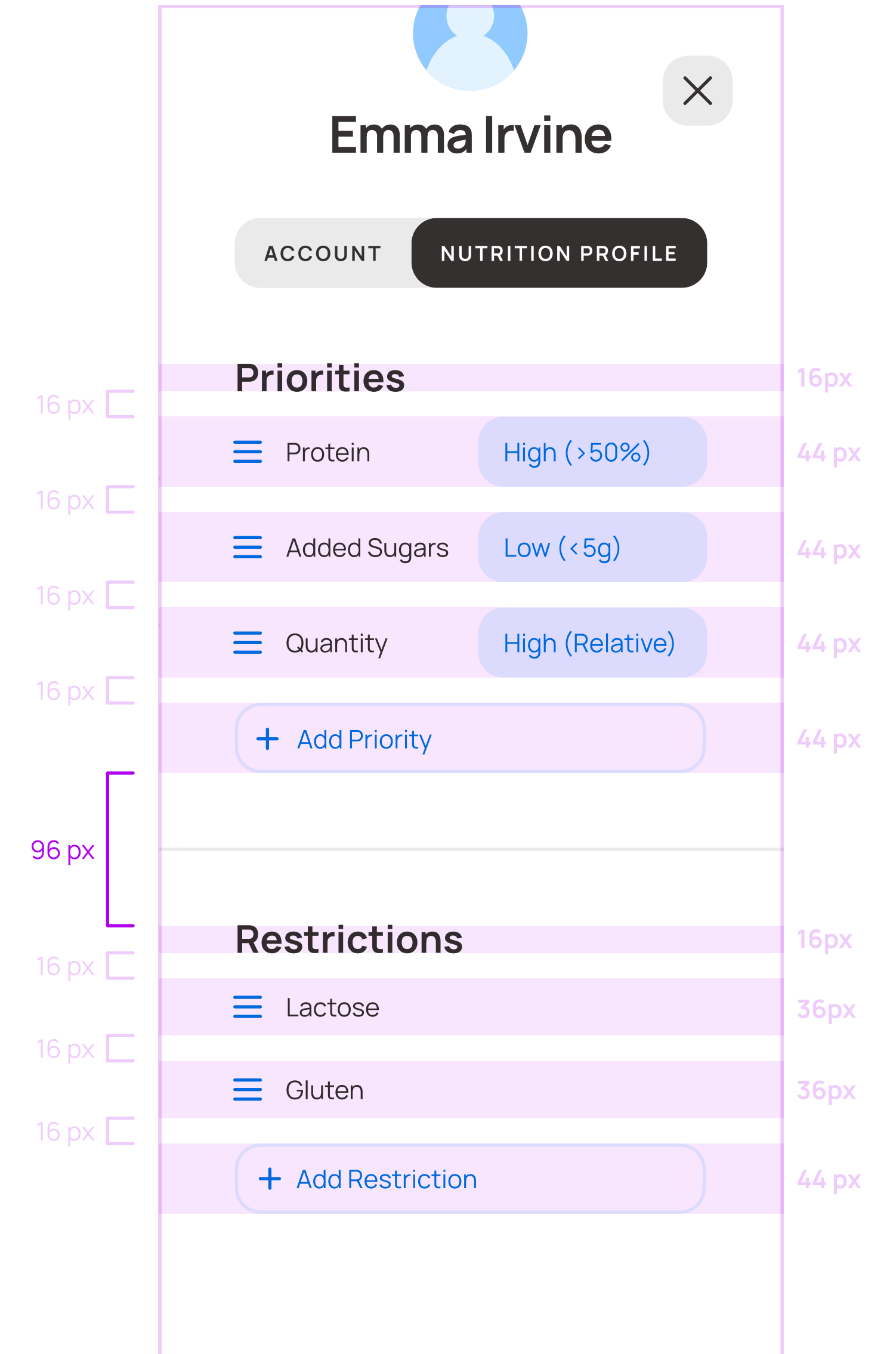
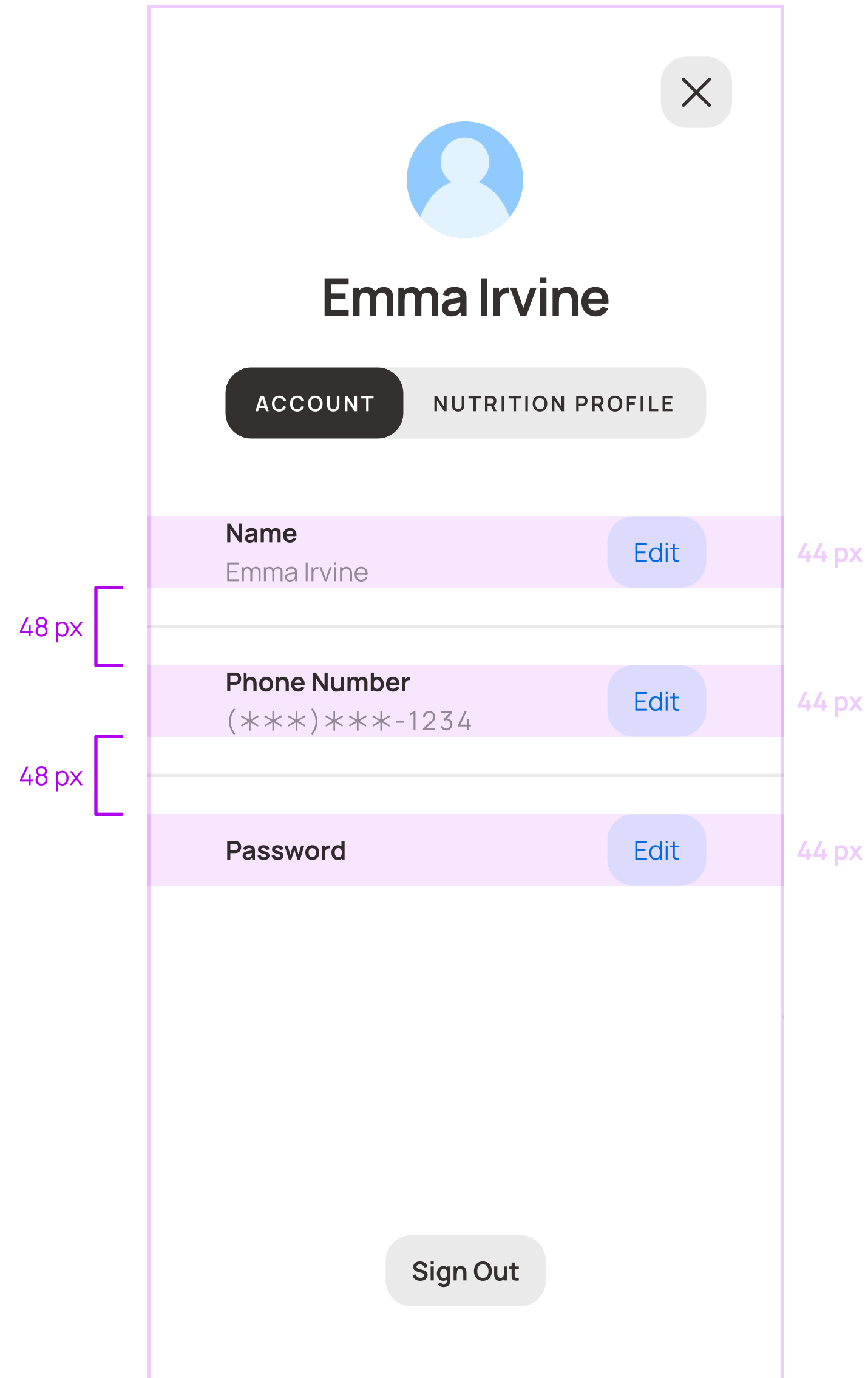
The navigation is the same for both tabs, with content beginning after the 48px space below the tab options. On the Nutrition Profile, the navigation (except the exit button) move up upon scroll.



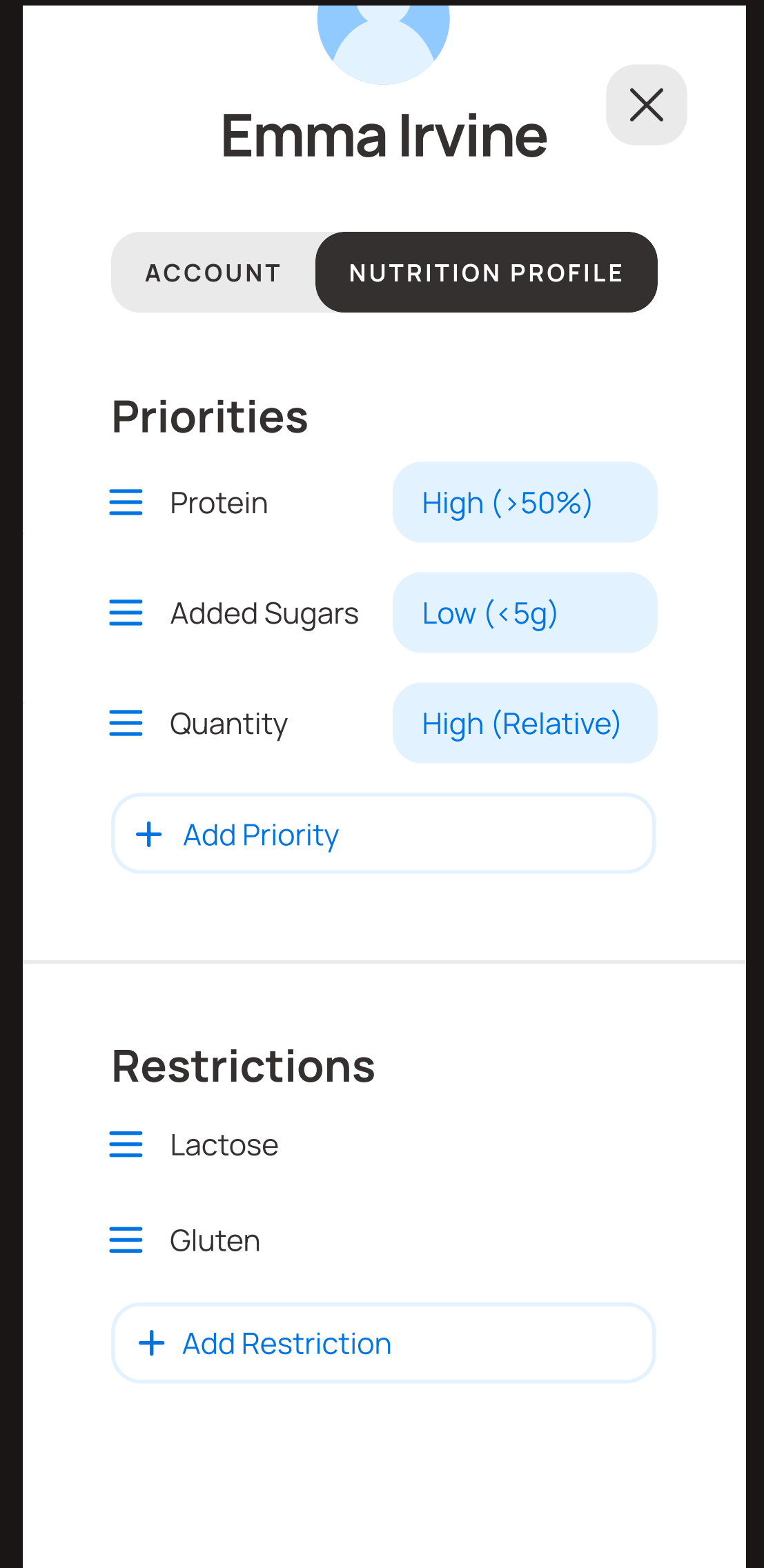
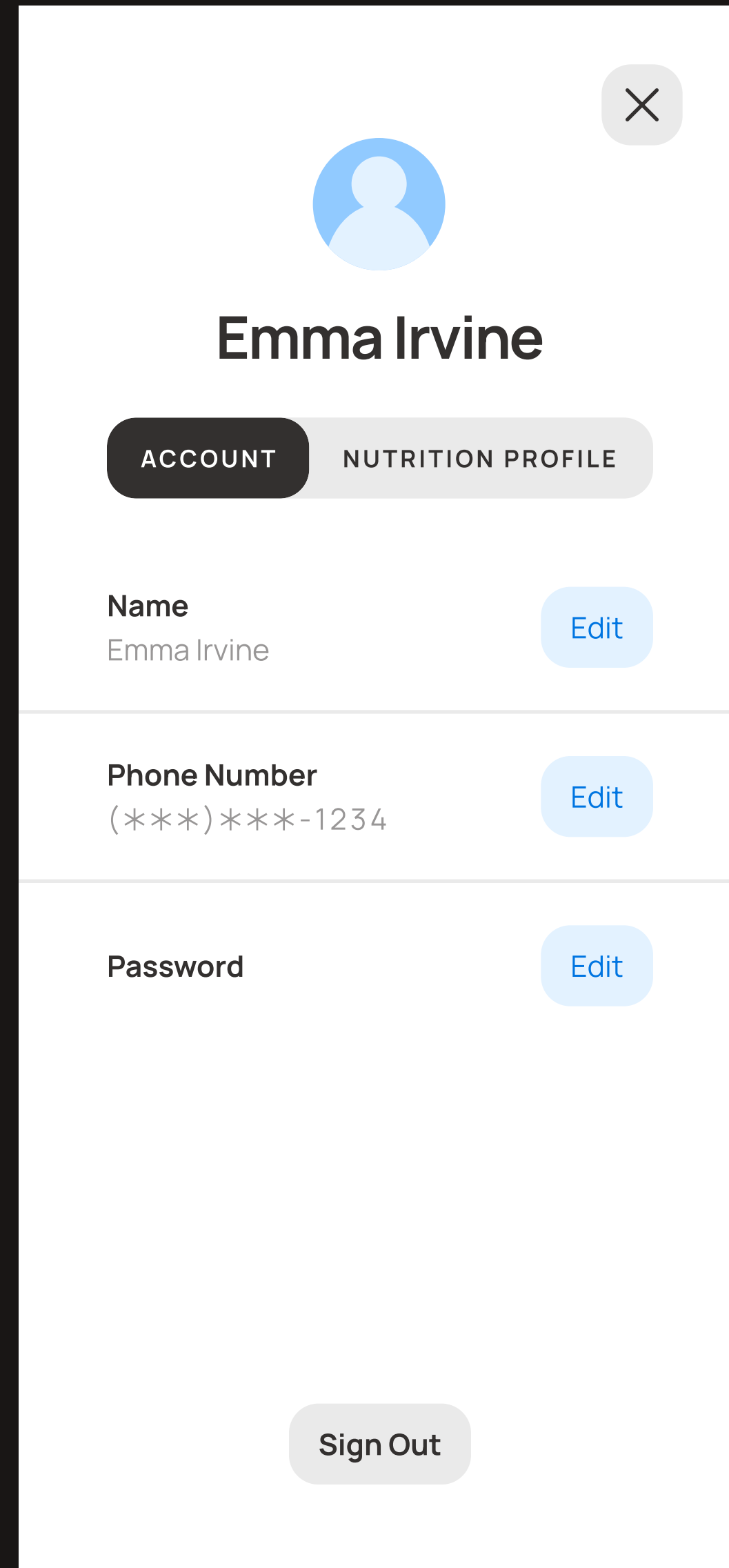
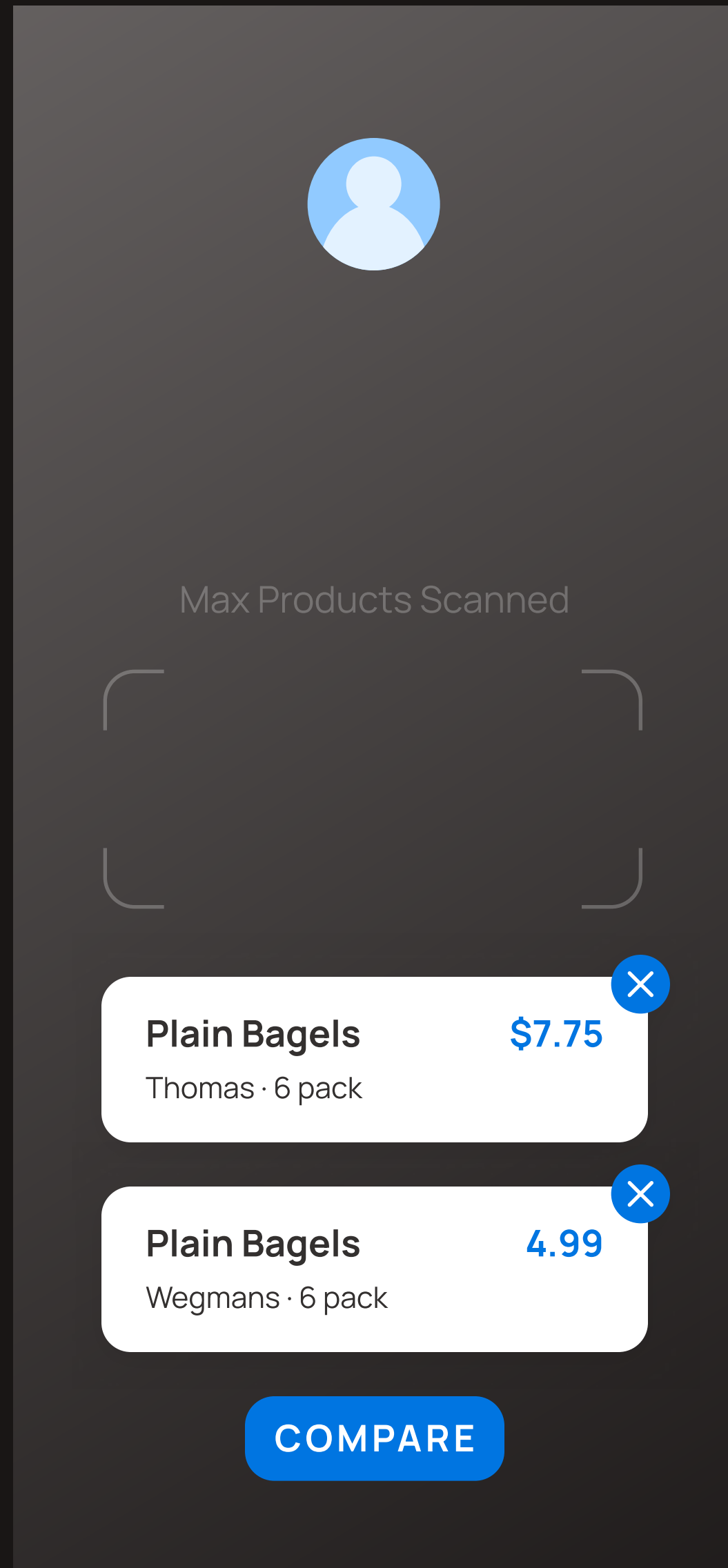
# Account: Content

Each row is 44px, with 16px spacing between rows.

There is 48px spacing and a hairline between small sections, and 96px spacing and a hairline between large sections.



# Comps





Wegmans Bagel **7.75**

Thomas Bagel **4.99**

\$1.29  Serving Price  \$0.83

10 g  High Protein  10 g

53 g  Low Carb  61 g

6 pcs  Quantity  6 pcs

MACRO BREAKDOWN

270 kcal 95 g

290 kcal 113 g

1.5 g fat

1 g fat

53 g carbs

62 g carbs

10 g protein

10 g protein

Wegmans Bagel **7.75**

Thomas Bagel **4.99**

MACRO BREAKDOWN

270 kcal 95 g

290 kcal 113 g

1.5 g fat

1 g fat

53 g carbs

62 g carbs

10 g protein

10 g protein

Per Serving ▾

PRICE BREAKDOWN

Thomas Bagel **4.99**

MACRO BREAKDOWN

290 kcal 113 g

1 g fat

1 g fat

62 g carbs

62 g carbs

10 g protein

10 g protein

0 g saturated fat

0 g trans fat

4 g dietary fiber

7 g sugars

5 g added sugars

Per Serving ▾

PRICE BREAKDOWN

Thomas Bagel **4.99**

10 g protein

10 g protein

4 g dietary fiber

7 g sugars

5 g added sugars

PRICE BREAKDOWN

Overall Price **\$4.99**

Serving Price **\$0.83**

Price per Gram **<\$0.01**

Per Serving ▾

Enriched Wheat Flour

Vegetable Oil



# Animation

View the prototype animation of a streamlined flow [on Vimeo here](#).

# Thanks for reading!