



THINK SALT

Your Personal Salt Detector

OUTLINE

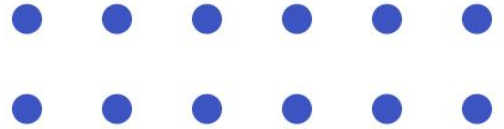
- 01 Project Vision
- 02 Design process
- 03 Empathize
- 04 Define
- 05 Ideate
- 06 Prototype
- 07 Final designs



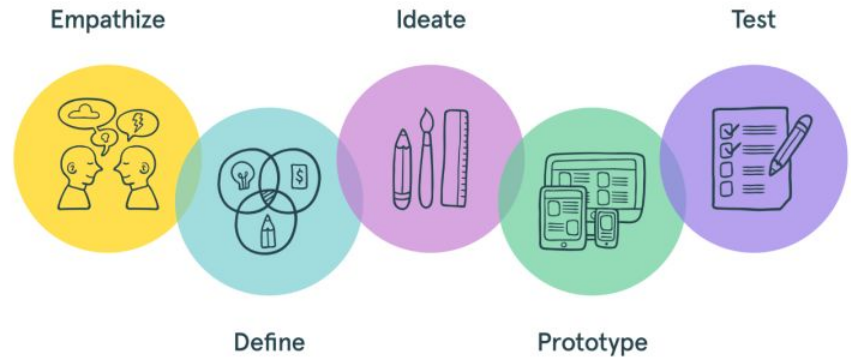
PROJECT VISION

- Think Salt app aims to help people who have trouble controlling their sodium intake.
- Think Salt app has the following features:
 - **Recipes feature** consists of recipes that are low on sodium but high on flavor.
 - **Shopping lists** that contain products that have no hidden salt.
 - **Sodium Tracker** feature to track the salt level every day.
- Our users can use an **inbuilt weighing scale** to measure salt while cooking.
- **Tips** feature for a healthier worry-free lifestyle.
- **Learn more** feature to help users learn about the salt level and the effects of salt on the human body.

Design Process



- I chose to follow the design thinking methodology for this project.
- It helped me untangle ambiguity, validate ideas, and structure complex problems.
- The process includes gathering insights about the users, prototyping ideas, and validating them.

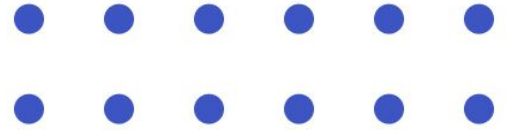


Empathize

- In order to understand the needs of people for the control of sodium, I interviewed some targeted people.
- The results show that there is a need to control sodium intake, but the current approach is often cumbersome and unpleasant.



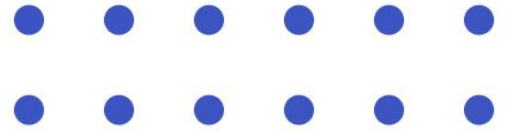
Experience Models



- Experience models enabled me to portray user research in ways that tell a story about those users' lives and how they utilised salt in their daily life and what complexities they were facing.
- Research would be incredibly inefficient to absorb, and ineffective to use, if not presented in these models.



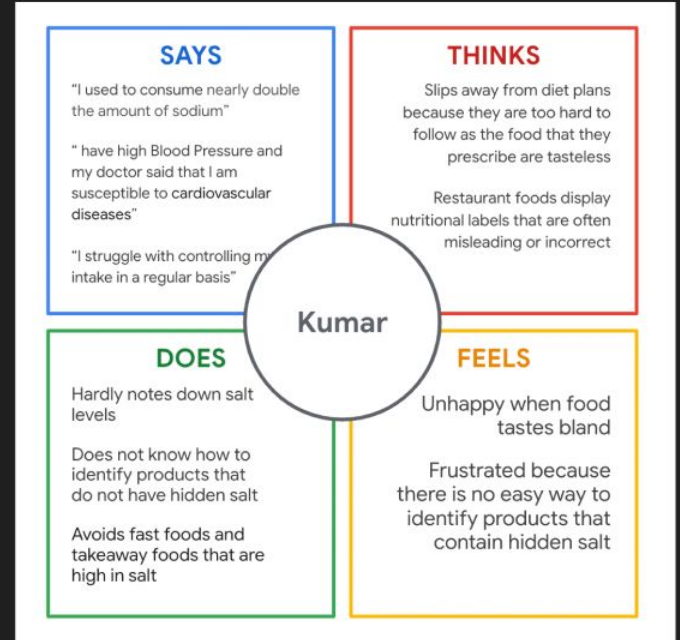
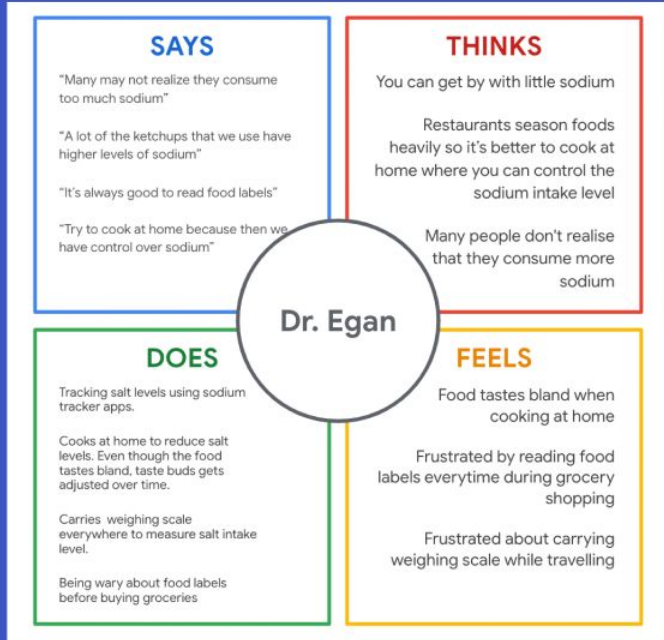
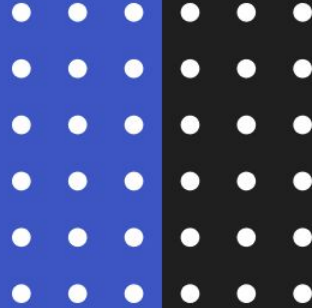
Empathy Maps



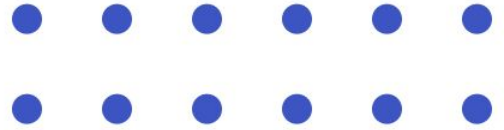
- An Empathy Map is a tool that helped me empathise and synthesise my observations from the research phase, and draw out unexpected insights about the user's needs.
- An Empathy Map allowed me to sum up my learning from engagements with people.



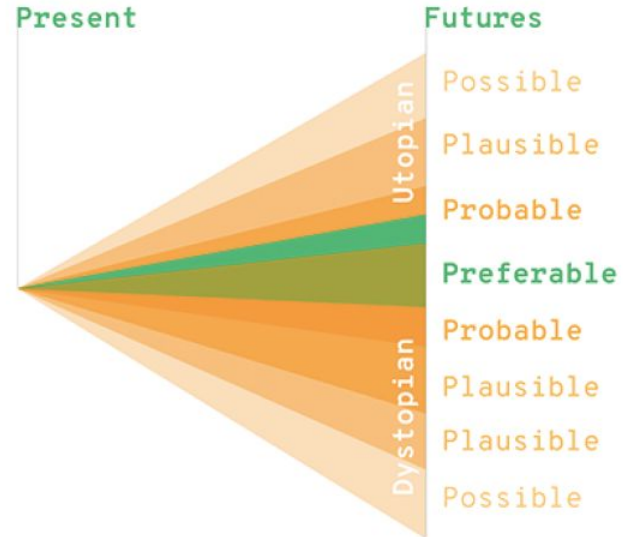
EMPATHY MAPS



Cone of Possibility



- The Cone of Possibilities is a tool that is typically used in foresight and futures studies.
- It helps in depicting the idea that there are many future possibilities.
- It's an easy way of visualizing how we can examine many different futures to understand how to make better decisions in the present.
- There are four parts to the cone of possibilities. The apex is today. Our past stretches out behind us, further to the left. The largest cone represents all potential future options, everything that could happen.



Possibility Cone, Speculative Everything

CONE OF POSSIBILITY IN ACTION

John Age: 28 Occupation: sw developer

Doing
John is trying on some VR glasses

feel
• excited
• curious
• feeling good
• thrilled

challenge
big career goals, healthy lifestyle, exercise
• everyday tries new things, keeps himself updated, tech savvy

why?

Dona Age: 57; Working mom

Doing
Dona is surfing web by capturing some name

feel
• annoyed by the ads
• curious to learn

achieve
to be there for her family, to find information about her illness, she remembers to look the path for information regarding congest heart failure.
why?

John is an active young technophile. He uses lat efficient. He eats he hopes to start a new c feel good about himself. He starts his day by work gym. He uses apps like data from his apple smc office at 9 and does not evening. He uses the Hyd water intake. He goes to his office everyday for 4 caloria-intake using the time outside of work style.

Dona is suffering from worsened her of congestive working mom who is sing set routine. Sometimes, she knows how to work w she wakes up early and h and immediately gets her uses her phone only for c she is looking to adapt a there for her family. She might to listen to mus do anything else withit. The control her sodium intake

regarding congest heart failure why?

might to listen to music from Youtube and does n do anything else withit. The doctors have advised her to control her sodium intake.

Nancy Age: 48; Chef

Doing
Nancy is in her mens help kitchen inventing a recipe.

feel
• nervous
• excited

challenge
• loves to create new recipes
• always looking for sources to keep. She loves to create new recipes and impress others.
why?

Nancy is a professional chef who has experience working in different kitchen environments. She is a team player and is always looking to help others. She has many awards for being a great mentor to her team and for her wonderful cooking. She loves to try new cuisine and she likes to discover new dishes. She is currently working on recipes for people who have high salt levels. Nancy always had a good experience with technology. She wakes up early to catch the train to commute. She makes notes on her way to work on her iPad. She then spends most of her day looking and meeting others. She uses whatsapp mid day to call her mother and then uses her iPad again to read books on her way home.

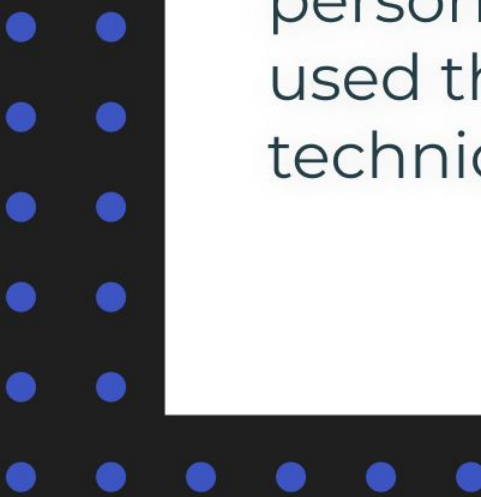
Jane Age: 18; Student; Instagram influencer

Doing
Taking photographs of her food at a restaurant

feel
• happy
• super-casual

achieve
• to attract more Instagram followers
• make a social media on Insta and she become popular
why?

Jane is a student who spends a lot of time on Instagram liking and following. she starts her day by adding a Good morning message to her followers. She uses uber and Lyft to commute to school. On her way to school she uses her iPhone camera to click pictures of nature. She usually chats with her friends during lunch. Sometimes she clicks pictures of her food and adds it to her story. She helps her sister in her projects after returning home. She uses reddit like websites and general google search to do this. She uses whatsapp and snapchat to have a chat with her friends at night and stays off with phone in her hand. She is now looking to share a new page on Insta to share food recipes with her audience.

A decorative graphic consisting of two vertical columns of five blue dots each, and a horizontal row of six blue dots at the bottom left, all set against a dark background.

Using the empty maps drawn after research, I was able to create a user persona of a targeted user. I also used the Cone of Possibility technique to flesh out more users.

USER PERSONA

Max Warren



AGE	44
FAMILY	Married with 2 children
STATUS	Upper middle class
LOCATION	Retirement community in Florida
TECH LITERTE	High
ORIGIN	Second generation immigrant from Guatemala

Personality and Looks

Extrovert Generous

a recent keep-fit buff

over-planner Pragmatist

Short tempered Bald

About

- Max Warren is a middle aged man who lives in a retirement community with his family in Florida.
- He has a 13 year old daughter and a 17 year old son who is starting college soon.
- He is friendly - you would usually see him running around the community helping others.
- He became a health conscious in the recent years . His wife and him workout everyday in the morning.
- He is a family-oriented person and focuses on family values and put the needs of the family ahead of his own. They tend to do many activities together to spend more time with each other.
- Being a second generation immigrant, he understands the value of money.

Goals

- Follow a healthy lifestyle.
- Enjoy with his family and be there for them always.
- To build a strong and connected community.
- Exhibit self care

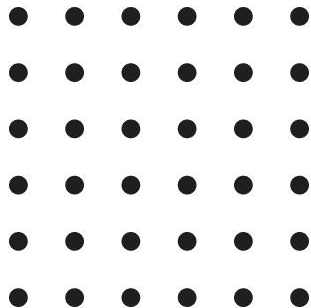
Quotes

" I am forever obligated to my family and my community. I am who I am because of them. "

Platform



Mobile App



DEFINE

- It involved accumulating the data from the observation stage to define the design problems and challenges.
- The define stage is where I established a clear idea of exactly which problem I am trying to solve for the user.

User Story

- I created a user story that does not spell out the exact feature, but rather what the user **aims to achieve**, that gave me the **freedom to identify the best possible way to implement the feature**.
- By identifying pain points of the user, I was able to create a design that is tailored to users' needs. The end result is a great user experience.
- I learned that each user story includes a hero, goal, and a conflict.

As a/an Middle-aged business man
type of user

I want to Be able to easily control sodium level
action

so that I can lead a healthier lifestyle with my family
benefit

PROBLEM STATEMENT

Max Warren

user name

is a/an

Middle-aged business man

user characteristics

who needs

an innovative set of measures to control sodium intake

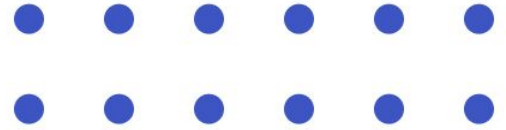
user need

because

they can have a healthier lifestyle

insight

Ideate

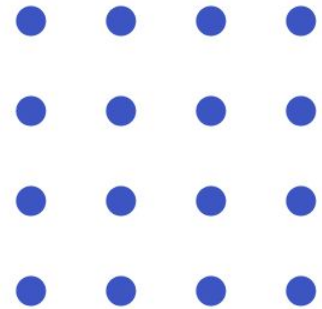
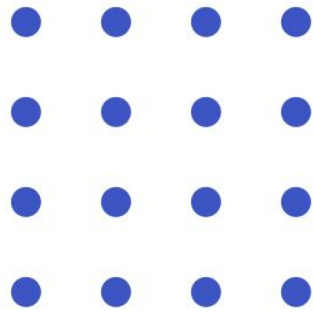


- I used the How Might We framework to help me generate many ideas that I can choose from to help solve users' problems.
- The goal of this activity is to come up with many possible design ideas.
- Some will be usable, and some won't, but going through this process gave me a better idea of what might work.



How Might We?

I took the user's pain points learnt from the user research studies. Then I used this list from the Stanford d.school to begin generating ideas by asking how might we: Amp up the good? Change a status quo? Break the point-of-view into pieces?



How Might We?

Pain Point: Users find food to be bland and flavourless without salt

Question: How might we help users in making food that are flavorful but also low in sodium?

Pain Point: Users find it hard to identify grocery products that don't contain hidden salt.

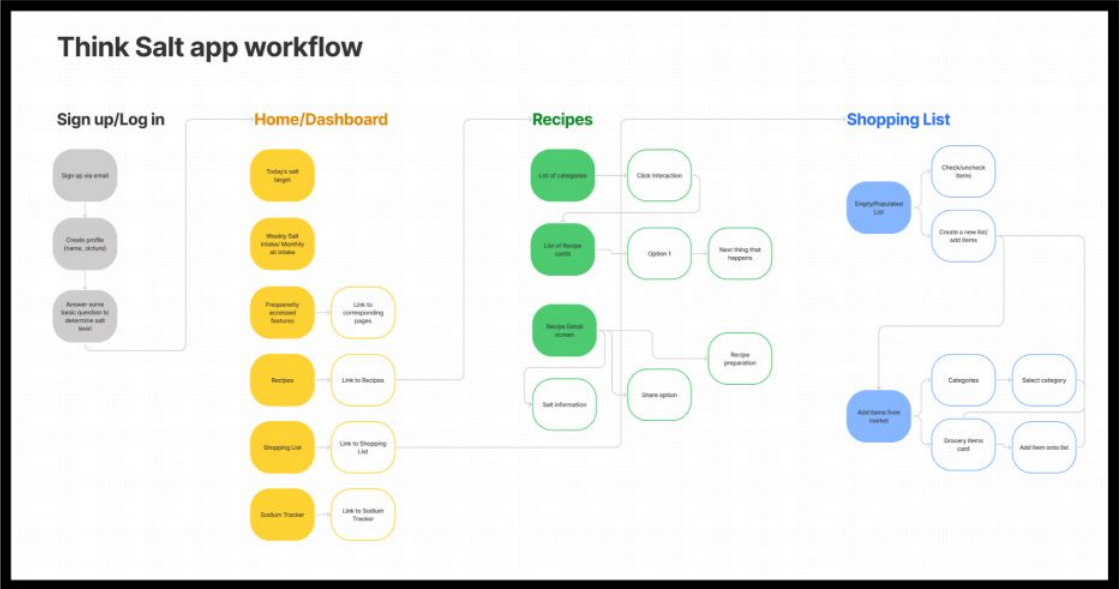
Question: How might we helps users discover grocery products with low hidden salt?

Pain Point: Users find it hard to carry weighing scale everywhere

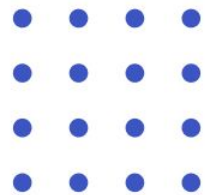
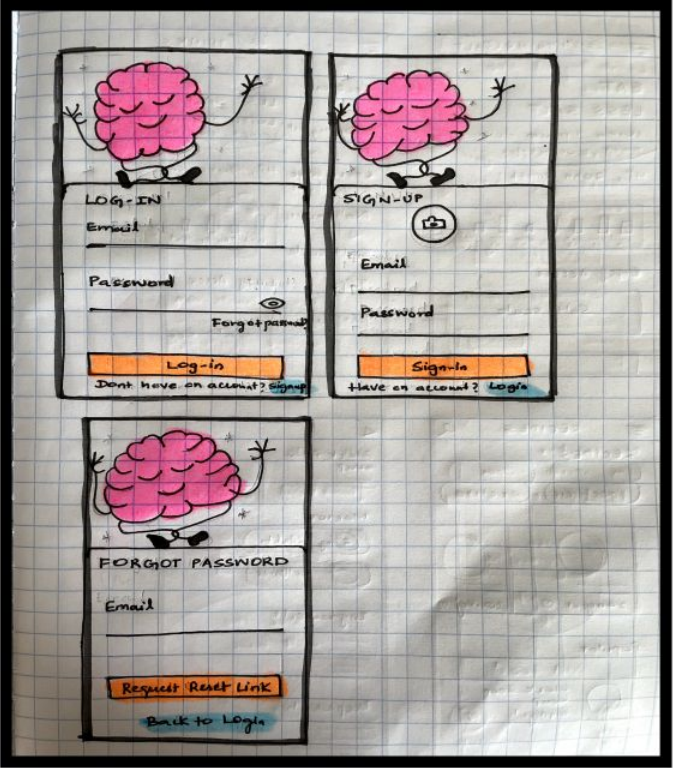
Question: How might we helps users easily measure salt on the go?



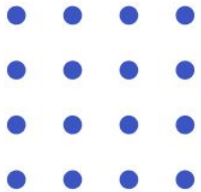
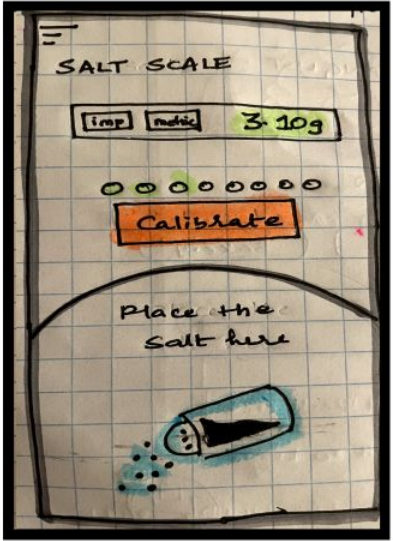
Sitemap



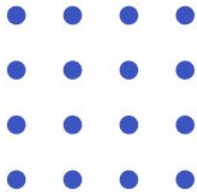
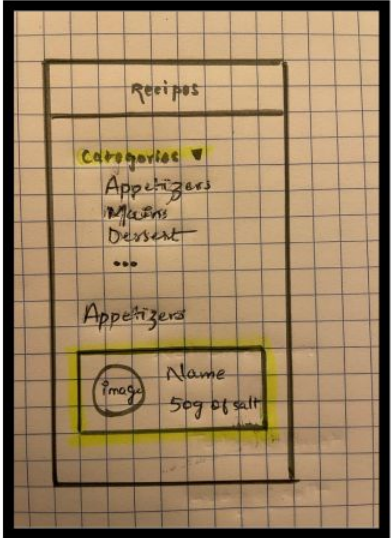
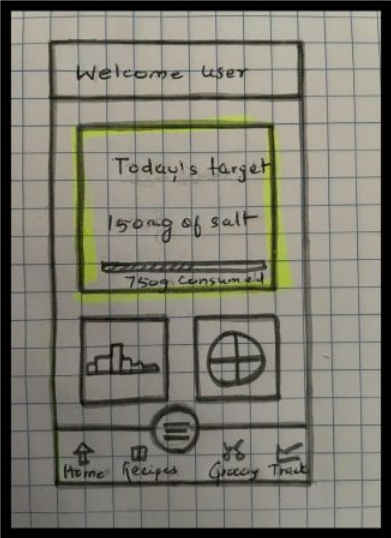
P&P Wireframes



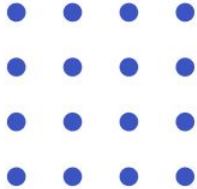
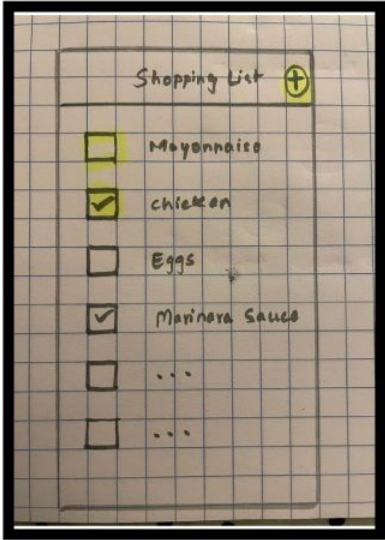
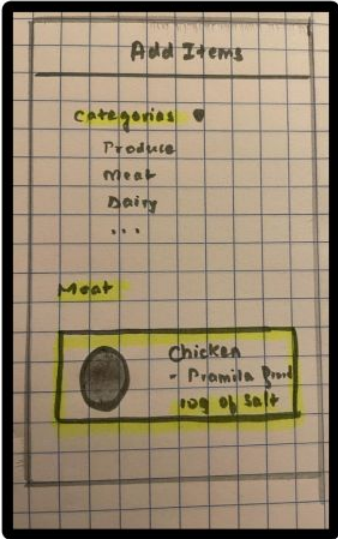
P&P Wireframes



P&P Wireframes



P&P Wireframes



Think Salt UI Component Library

v.1.30

20

SCREENS

30

COMPONENTS



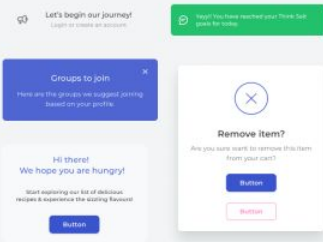
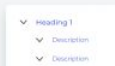
Components

Accordion Menu and Dialog Boxes

Collapsed State



Open State



App bars

Bottom app bar



Open State

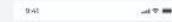
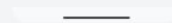


Top app bar



Title

Description



Components

Progress Bars and form controls

Progress bars



Progression in Steps



Form controls

- Checkbox
- Radio Buttons



Email

Search for reviews

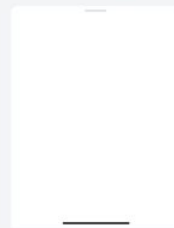
Password

Notifications and Bottom pull up

Notifications



Bottom pull up



Components

Buttons

Large buttons



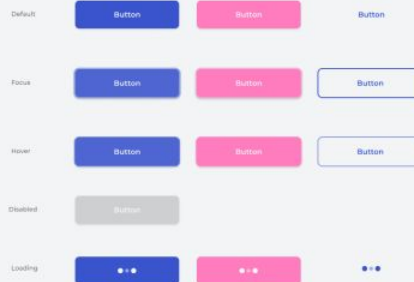
Small buttons



Icon buttons

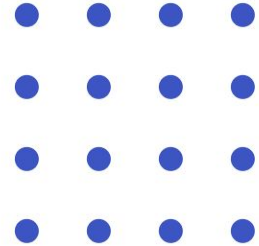
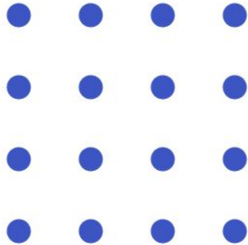


Primary Button Secondary Button Transparent Button



Color Style

- A significant shift has happened in recent years with how we manage health. Personal wellness apps augment consumer demand as they help people track their vital information and help them stay motivated.
- So it's essential to choose colors that let out a **joyful, cheerful, playful, and relaxed vibe**. Hence, I will be predominantly using a purple shade in my Think Salt app, a personal wellness app.
- Purple denotes **ambition and devotion**, which goes well with the mindset to track and improve health. Pink gives out the message of **playfulness and kindness**. This combination promotes a balance of energies.



Color Style

High Contrast



Light Contrast



Primary



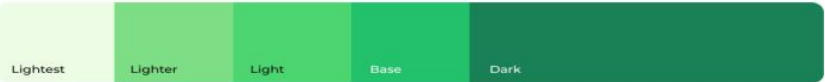
Secondary



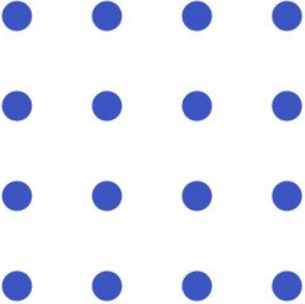
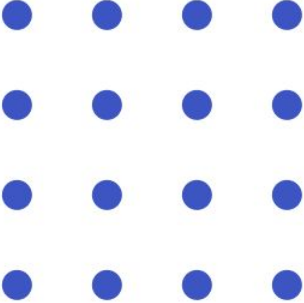
Alert Error



Alert Success

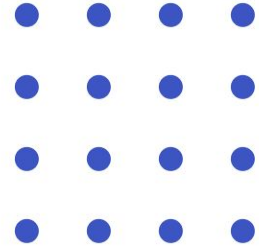
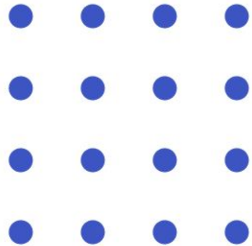


Alert Warning



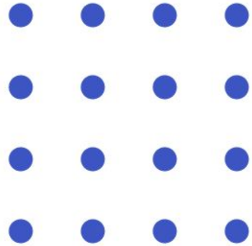
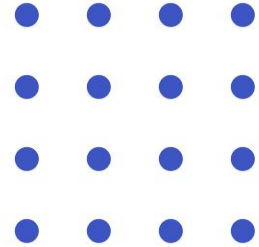
Font Style

- This particular font gives a contemporary feel while still practical for everyday use.
- Thus, Montserrat typeface is a good choice because the Think Salt app will be used daily.
- It also provides a clean and modern look to the website and mobile screens.
- I wanted the think salt app to follow a minimalistic design. What I mean by minimalistic design is to give priority to the essential.
- The idea behind choosing this font was to avoid excess ornamentation to achieve a pure form of elegance.
- It outputs clean lines, and they are wide.
- This spacing provides a clean and tidy look which is also modern.
- Since its wide, it will also help older people scan content.



Font Style

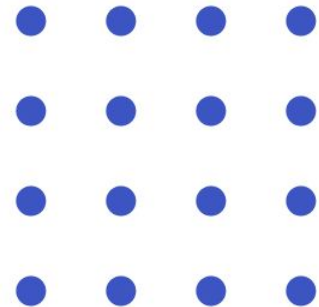
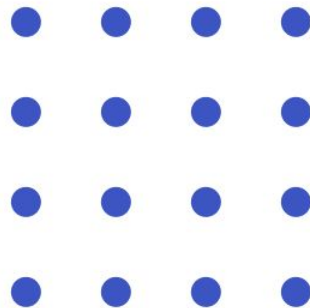
- I chose this font because it comes under “sans serif” fonts.
- A serif is a bit decorative line that is found on some fonts.
- However, some people find it difficult to read serif fonts because they distract the eyes and the brain from the overall shape of the letter.
- Sans serif” means “without the decorative line.”



Font Style

Montserrat

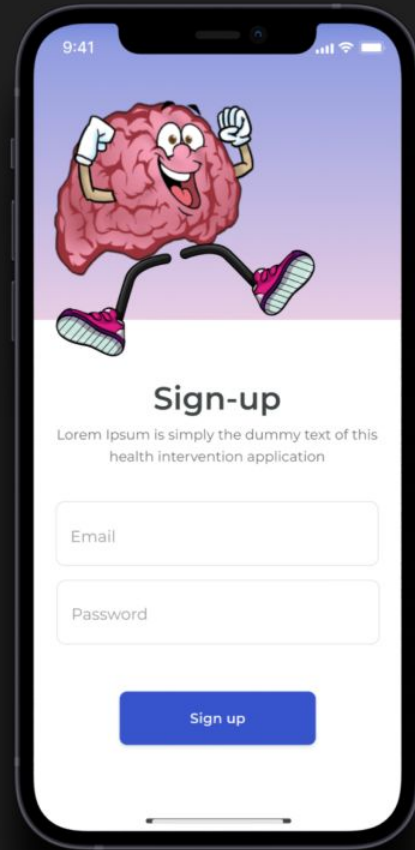
Type	Weight	Font size	Line height	Letter spacing
H1	Light	52	64	0.2 px
H2	Medium	44	54	0 px
H3	Semibold	32	40	0.1 px
H4	Medium	26	32	0.2 px
H5	Semibold	20	26	0.2 px
H6	Medium	18	24	0.2 px
Subtitle 1	Medium	16	24	0.1 px
Subtitle 2	Medium	14	18	0.1 px
Body 1	Regular	16	24	0.1 px
Body 2	Regular	14	22	0.1 px
Small 1	Medium	12	16	0.2 px
Small 2	Regular	12	16	0.2 px
Small 3	Regular	11	14	0.2 px
Button	Semibold	14	18	0.2 px
Initials	Semibold	13	16	0.2 px



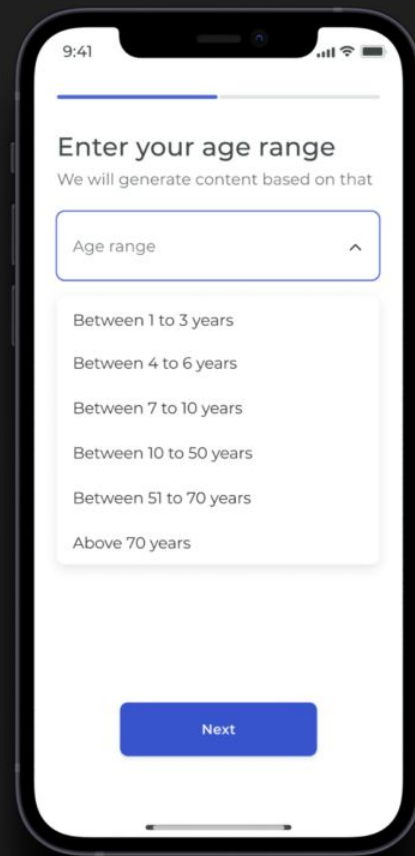
SPLASH SCREEN



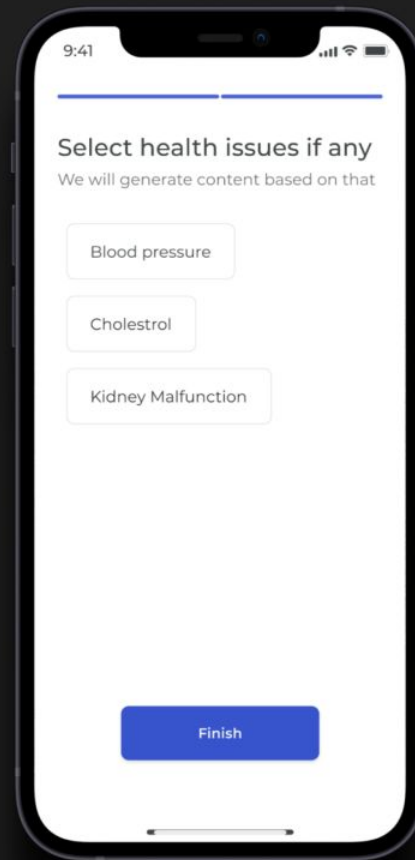
SIGN UP SCREEN



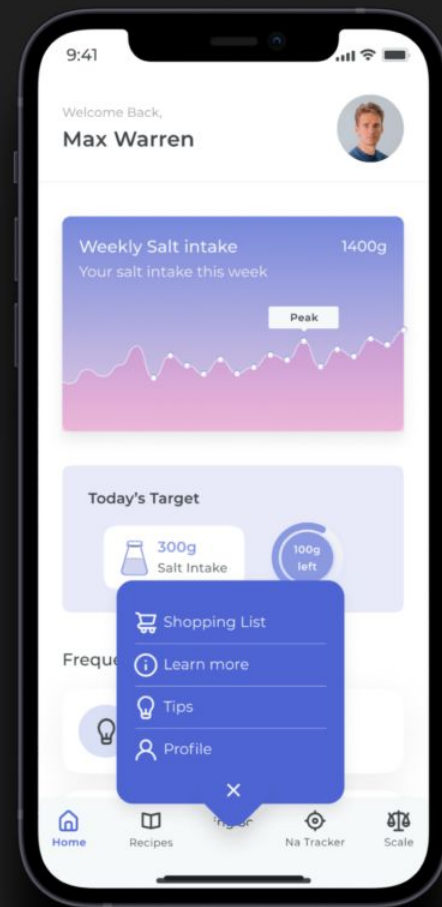
ONBOARDING SCREEN



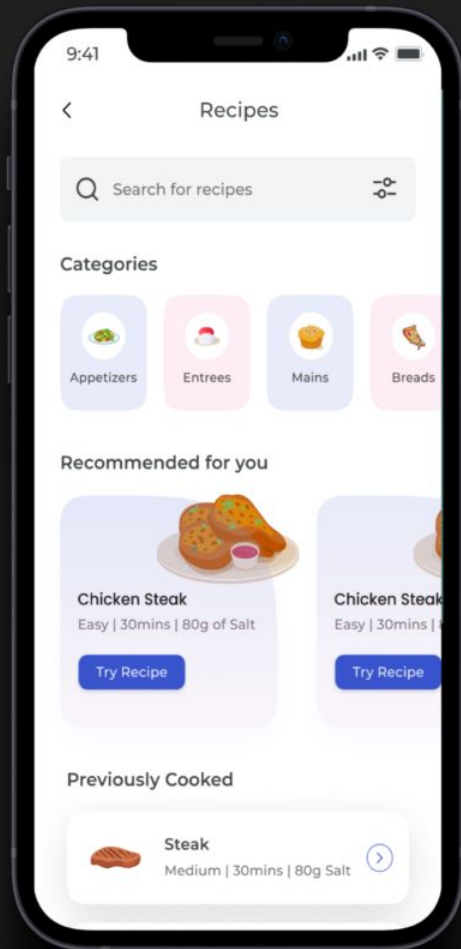
ONBOARDING SCREEN



DASHBOARD SCREEN



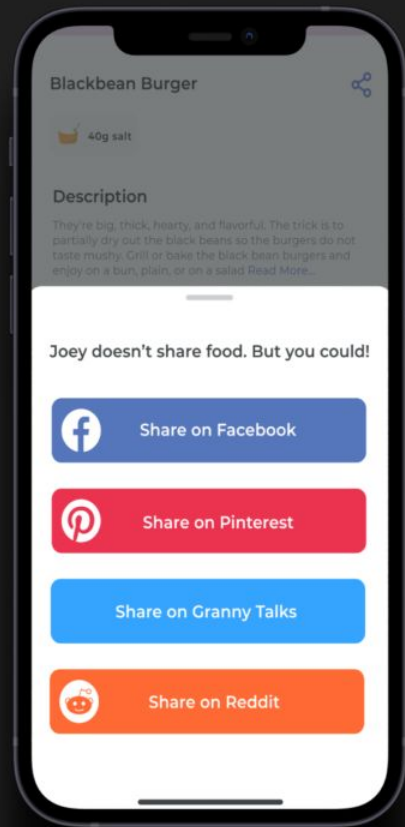
BROWSE RECIPES SCREEN



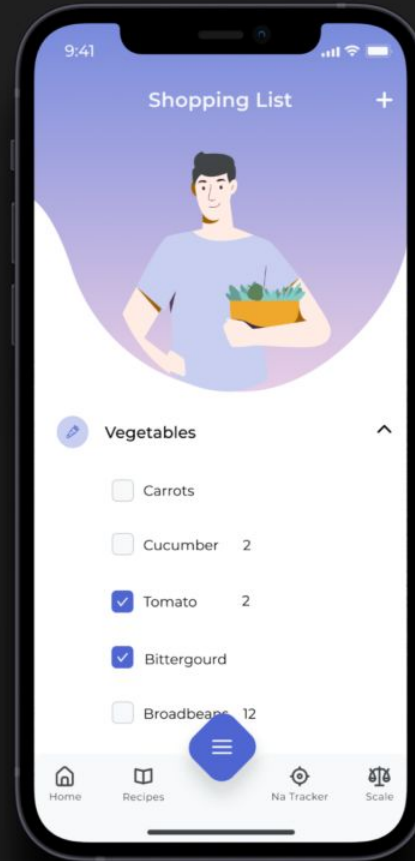
RECIPES DETAIL SCREEN



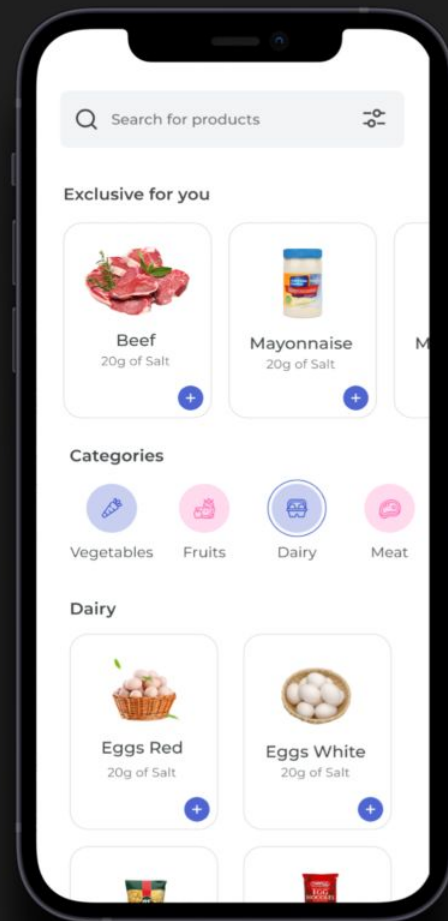
SHARE RECIPES SCREEN



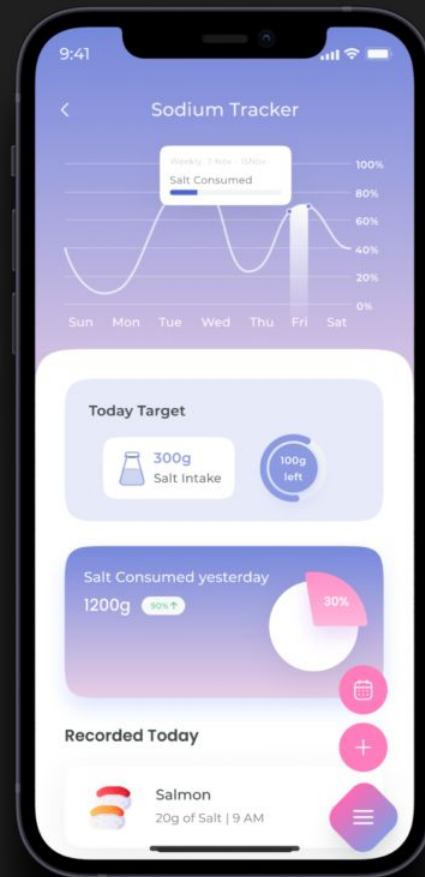
SHOPPING LIST SCREEN



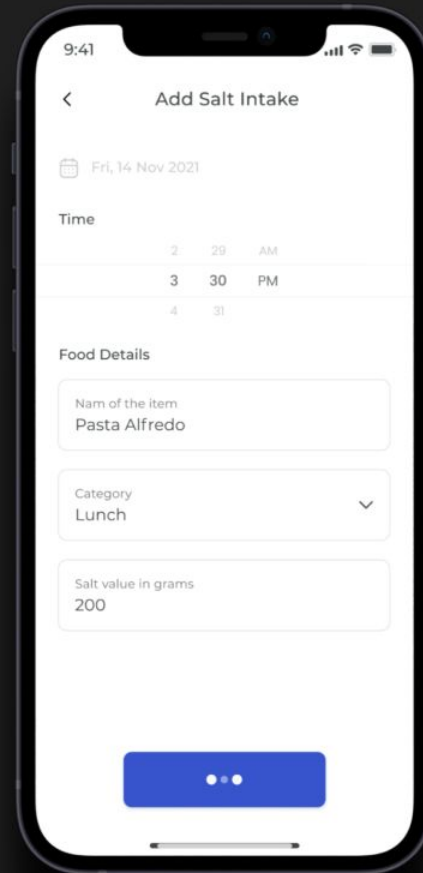
BROWSE GROCERY PRODUCTS



SODIUM TRACKER

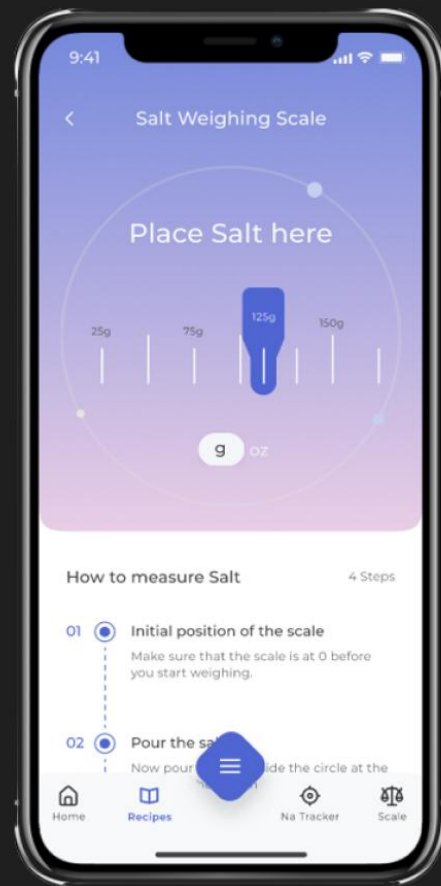


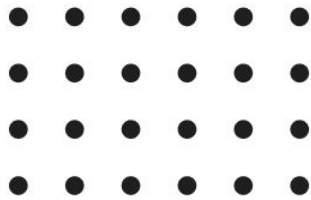
ADD SALT INTAKE



SALT WEIGHING SCALE

- This feature shows you an area approximation of weight per substance instead of the actual weight. For example, choosing salt weighing 5 grams in the app will show an area that you need to fill with salt.
- The app displays a circle, which is an approximation of how much volume a particular substance will take up.





Takeaways

- Think Salt helped me understand how tough it can be to know nothing about the project's field.
- For example, I had very little knowledge about salt and the kind of implications it causes to the human body, which became tricky when designing the first few screens.
- So, instead of making blind assumptions, I did a lot of internet research about the implications of salt.
- As a result, I was able to pull many user researched data online that showed the inconsistencies in the existing solutions.
- This made me realize just how important it is to know about the app you are developing to create a well-rounded experience for users.

