THINK SALT

Your Personal Salt Detector

OUTLINE

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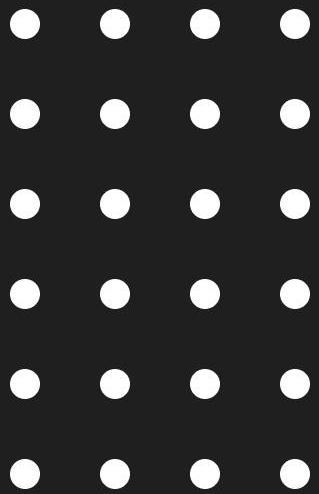
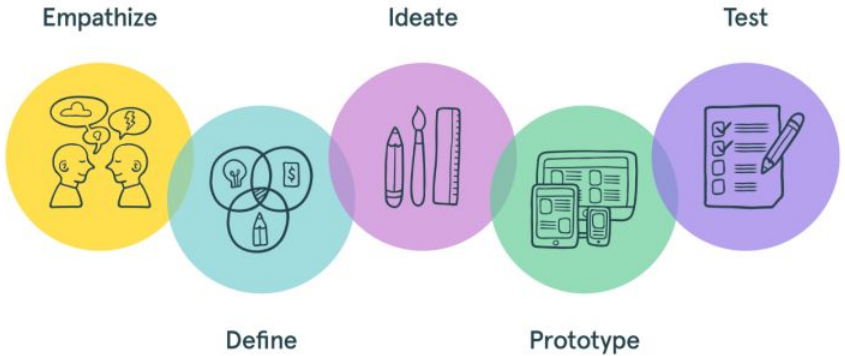
PROJECT VISION



- 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 Tracke**r 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.

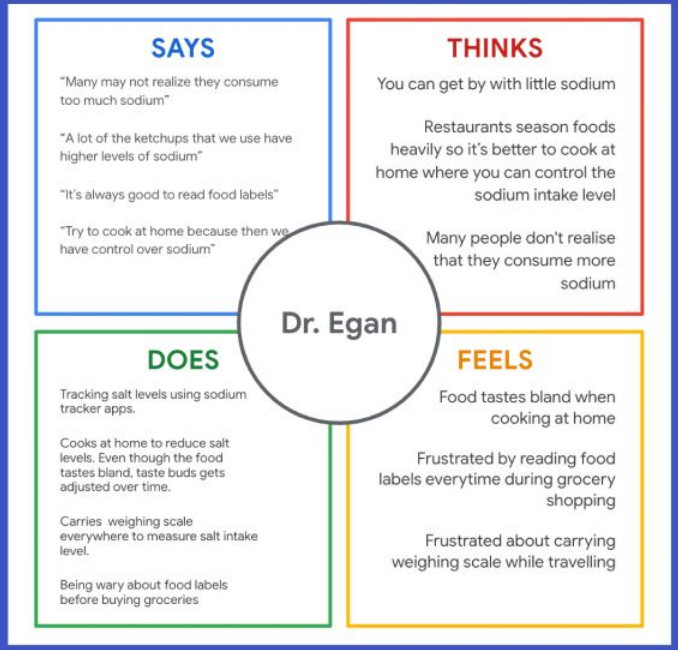
Experience Models

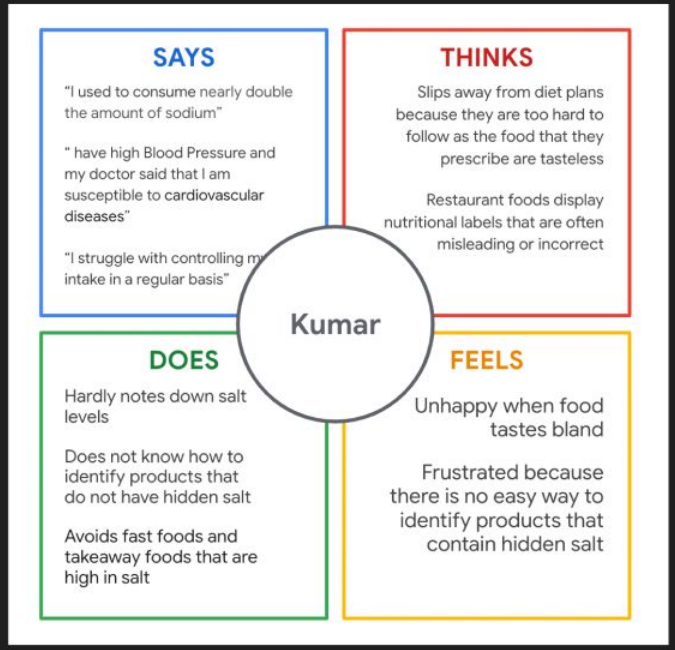
- Experience models enabled me to portray user research in ways that tell a story about those users' lives and how they utlised salt in their daily life and what complexities they were facing.
- Research would be incredibly inefficient to absorb, and ineffective to use, if not presented in these models.

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.

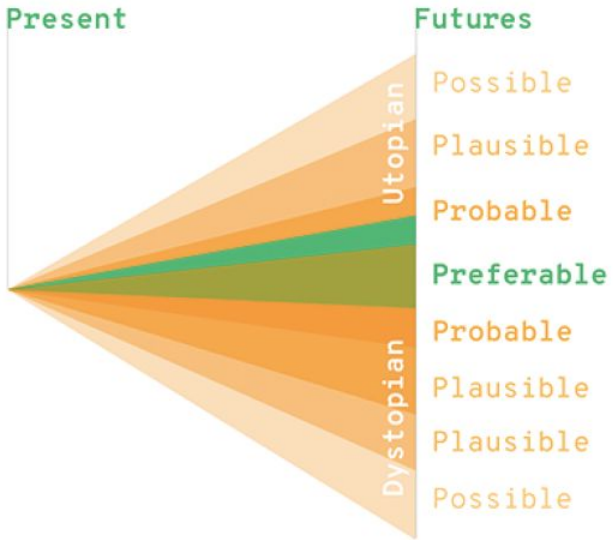
EMPATHY MAPS





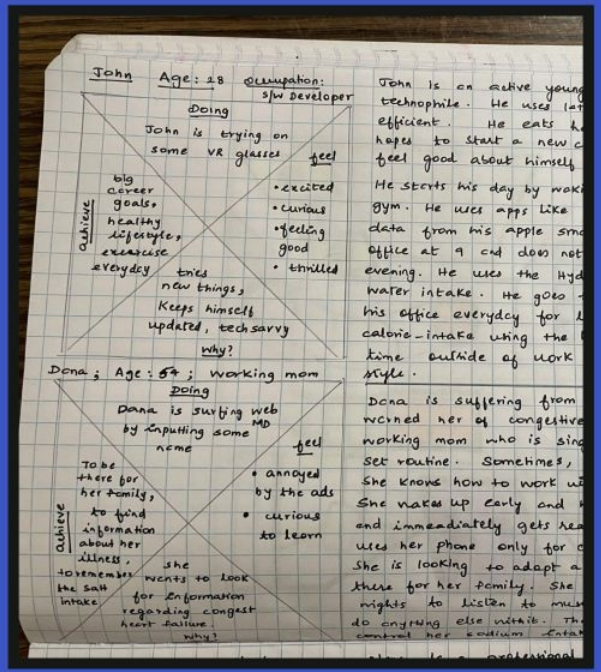
Cone of Possibility

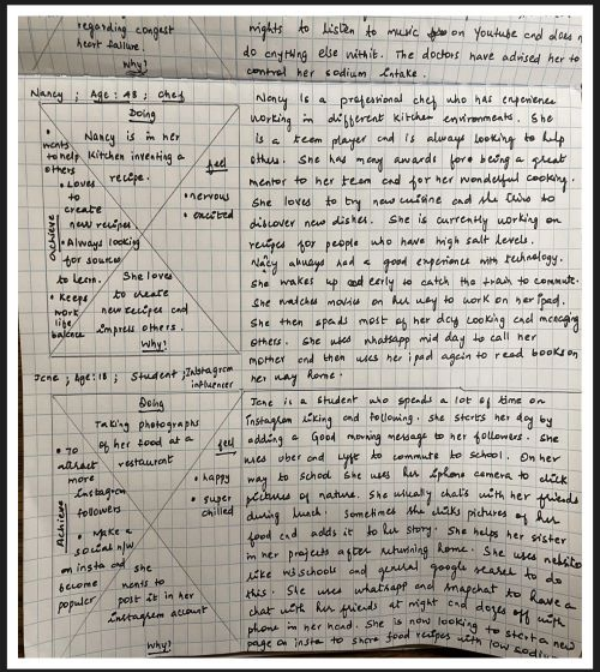
- The Cone of Possibilities is a tool that is typically used in foresight and futures studies.
- It helps in depicting the idea that there are many future possibilities.
- It's an easy way of visualizing how we can examine many different futures to understand how to make better decisions in the present.
- 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

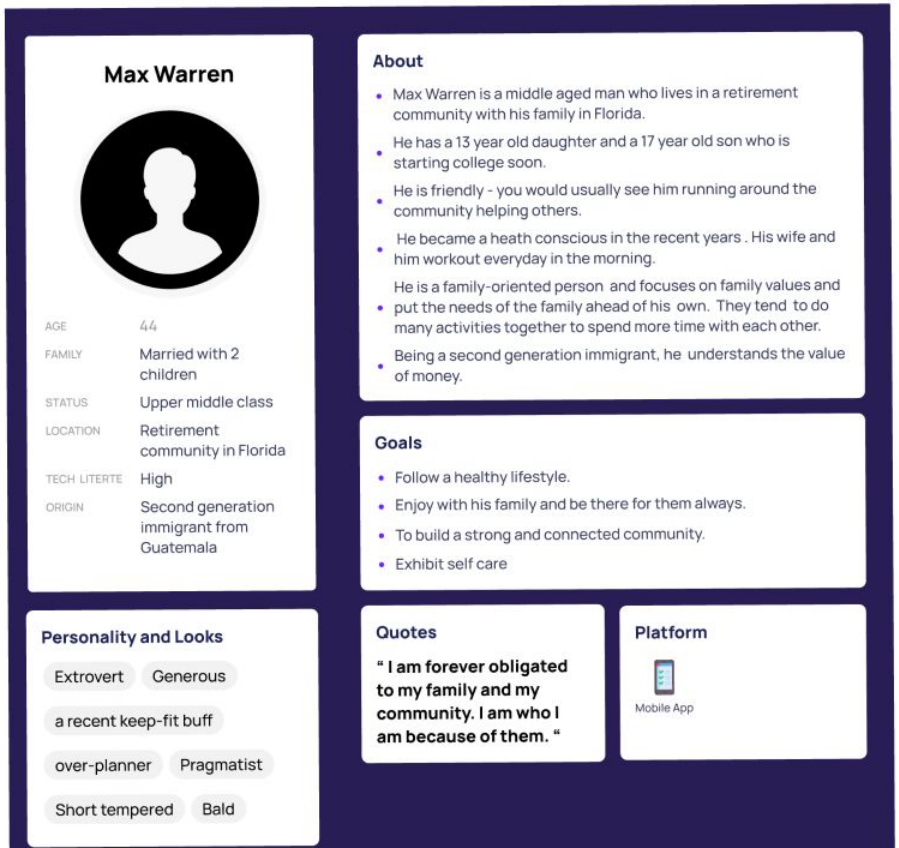
CONE OF POSSIBILITY IN ACTION





Using the empthy 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

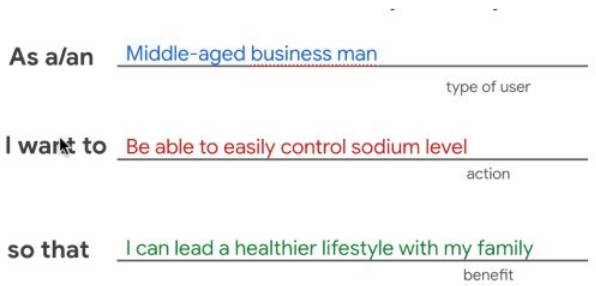


DEFINE

- 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.



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?

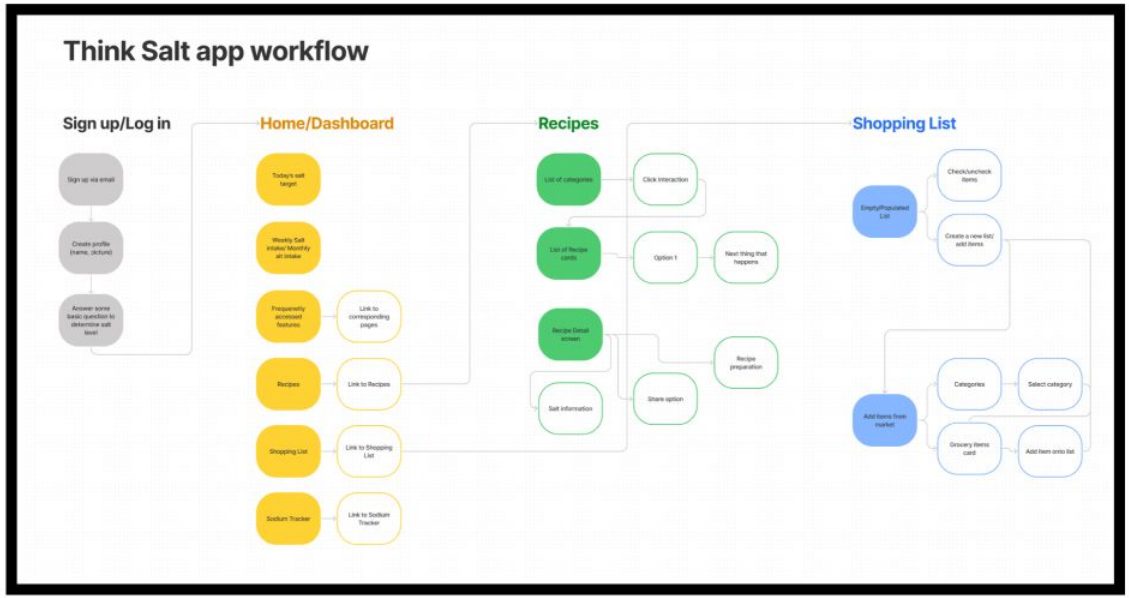
Pain Point: Users find it hard to identify grocery products that don't contain hidden salt.

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

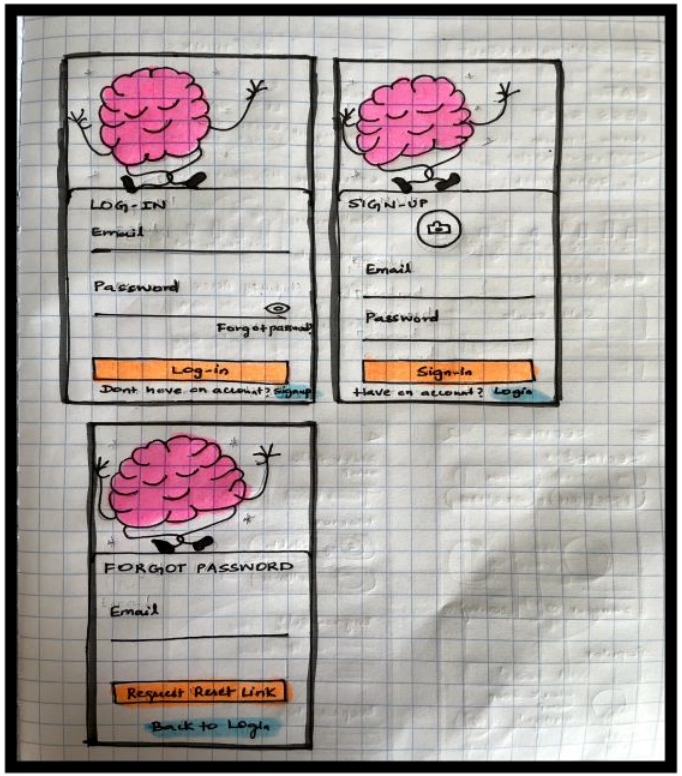
Pain Point: Users find it hard to carry weighing scale everywhere

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

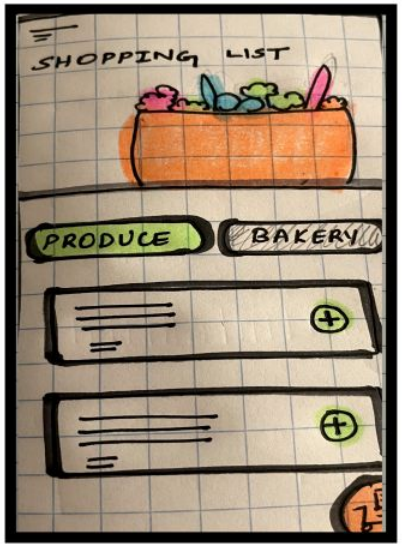
Sitemap

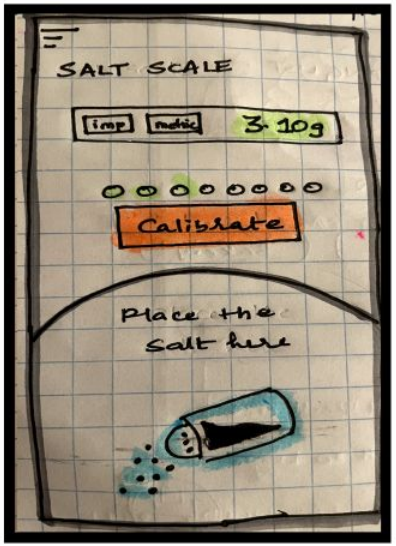

Think Salt app workflow
Sign up/Log in
Home/Dashboard
Recipes
Shopping List

P&P Wireframes

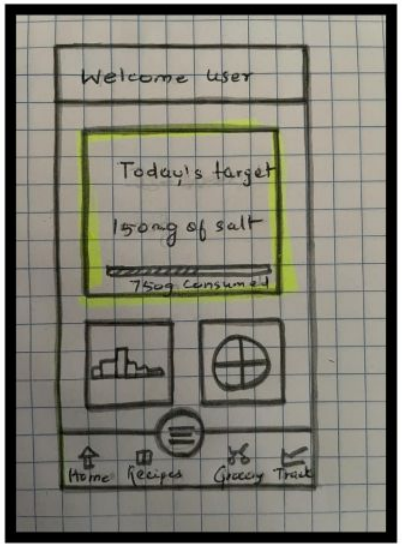


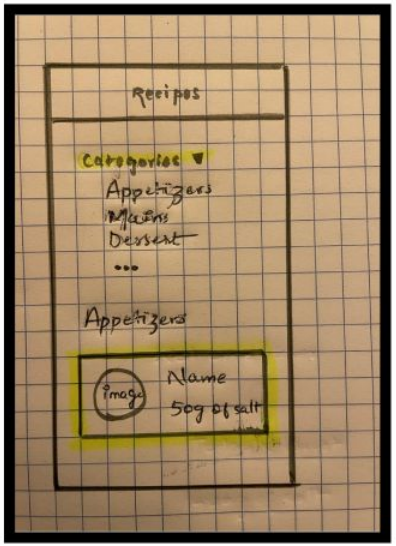
P&P Wireframes



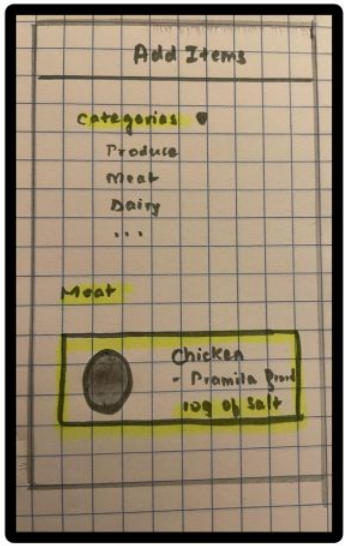


P&P Wireframes





P&P Wireframes



Think Salt

UI Component Library

v.1.30

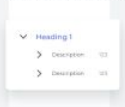
20
SCREENS

30
COMPONENTS

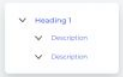
Components

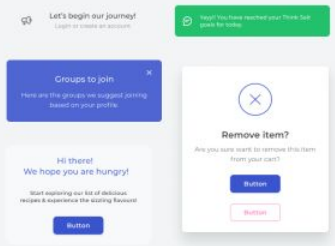
Accordion Menu and Dialog Boxes

Collapsed State



Open State





App bars

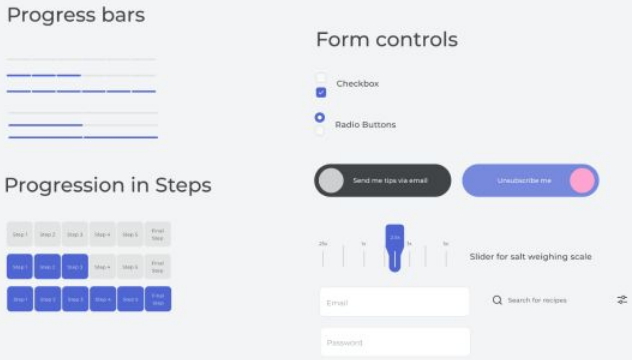
Bottom app bar

Open State

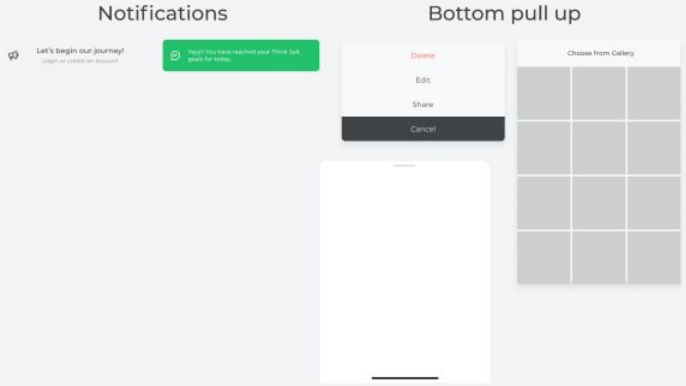
Top app bar

Components

Progress Bars and form controls



Notifications and Bottom pull up



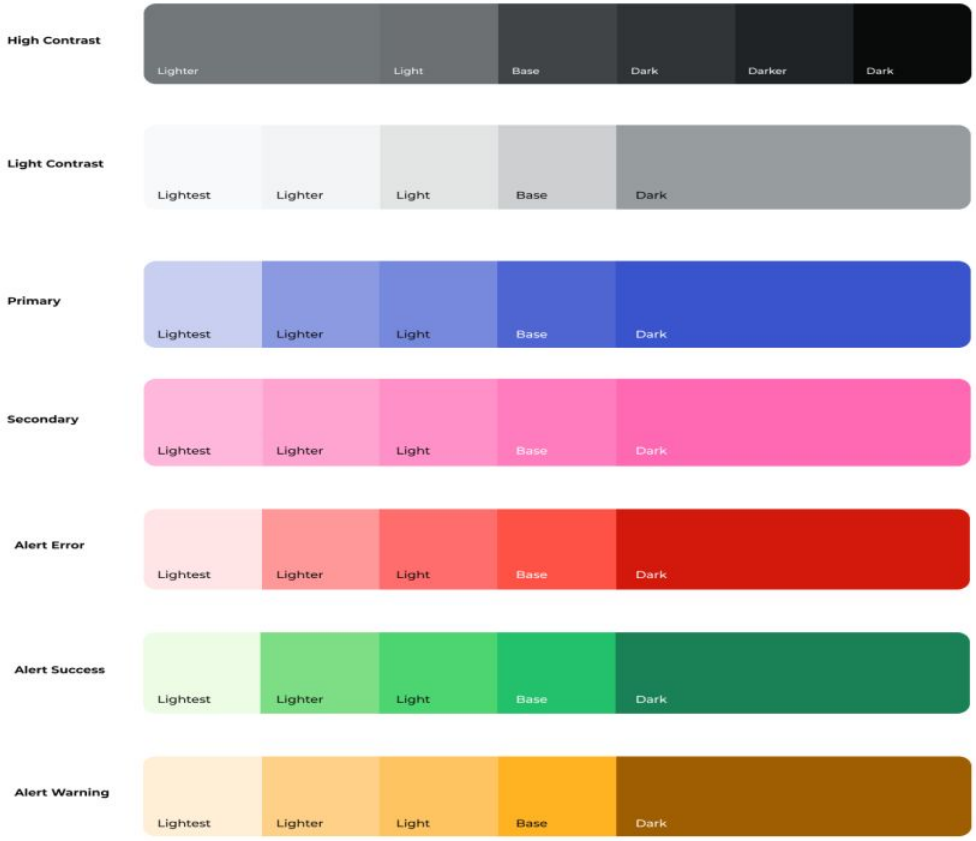
Components


Buttons
Large buttons
Button
Small buttons
Button
Icon buttons
Default
Focus
Hover
Primary Button
Secondary Button
Transparent Button
Default
Focus
Hover
Disabled
Loading

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
Lighter
Light
Base
Dark
Darker
Dark
Light Contrast
Lightest
Lighter
Light
Base
Dark
Primary
Lightest
Lighter
Light
Base
Dark
Secondary
Lightest
Lighter
Light
Base
Dark
Alert Error
Lightest
Lighter
Light
Base
Dark
Alert Success
Lightest
Lighter
Light
Base
Dark
Alert Warning
Lightest
Lighter
Light
Base
Dark

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.”

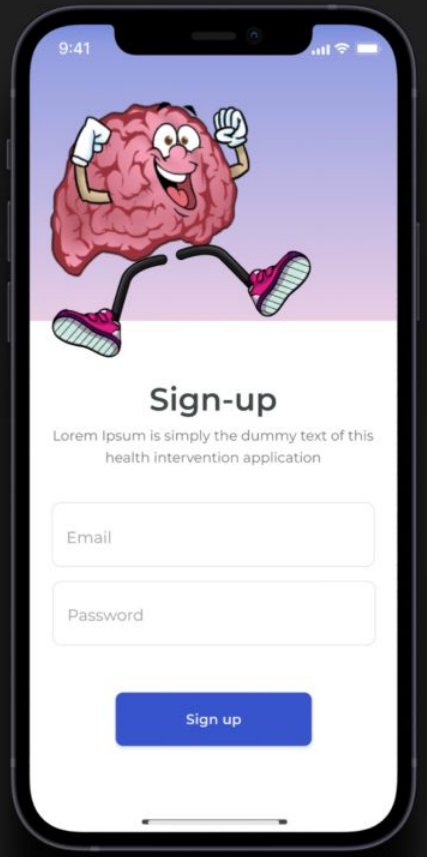
Font Style

Montserrat

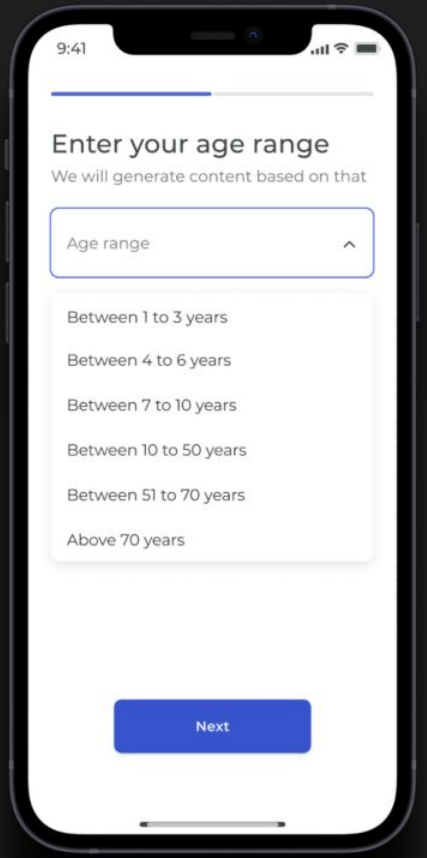
Type	Weight	Font size	Line height	Letter spacing
H1	Light	52	64	0.2 px
H2	Medium	44	54	0 px
H3	Semibold	32	40	0.1 px
H4	Medium	26	32	0.2 px
H5	Semibold	20	26	0.2 px
H6	Medium	18	24	0.2 px
Subtitle 1	Medium	16	24	0.1 px
Subtitle 2	Medium	14	18	0.1 px
Body 1	Regular	16	24	0.1 px
Body 2	Regular	14	22	0.1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

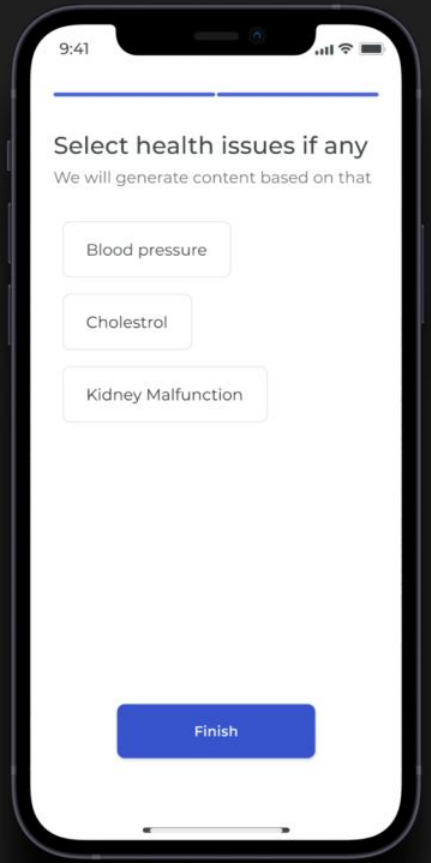
SIGN UP SCREEN



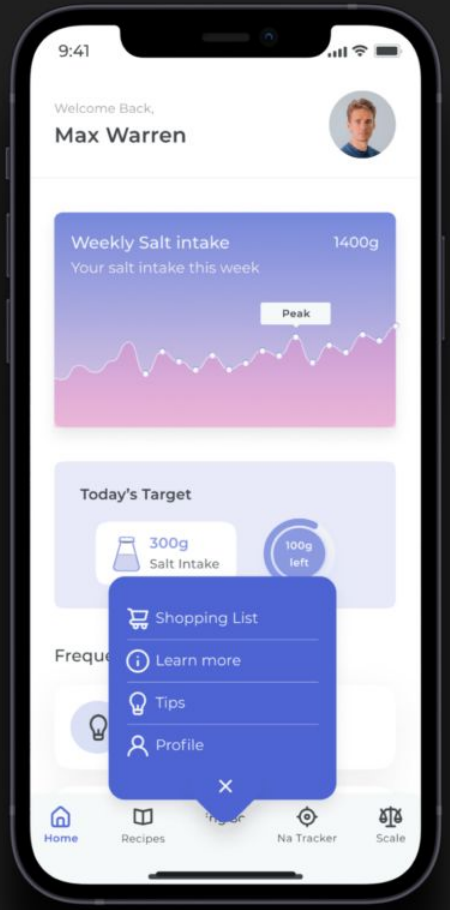
ONBOARDING SCREEN



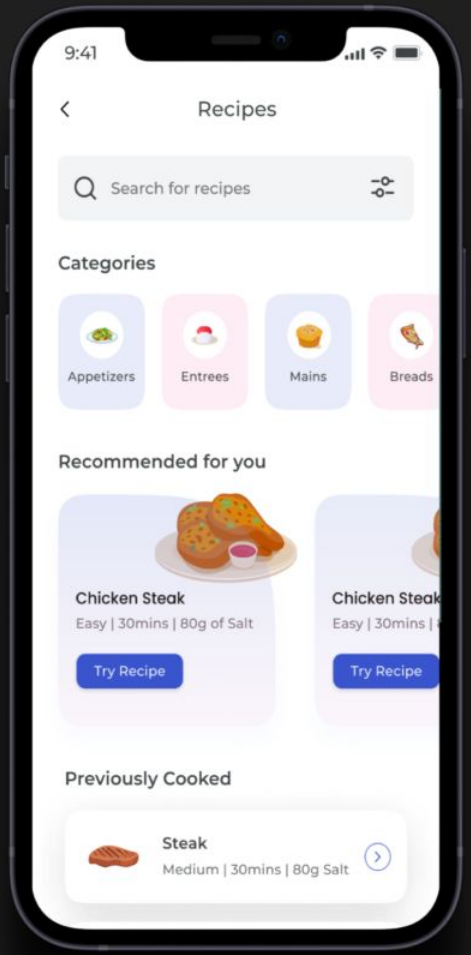
ONBOARDING SCREEN



DASHBOARD SCREEN

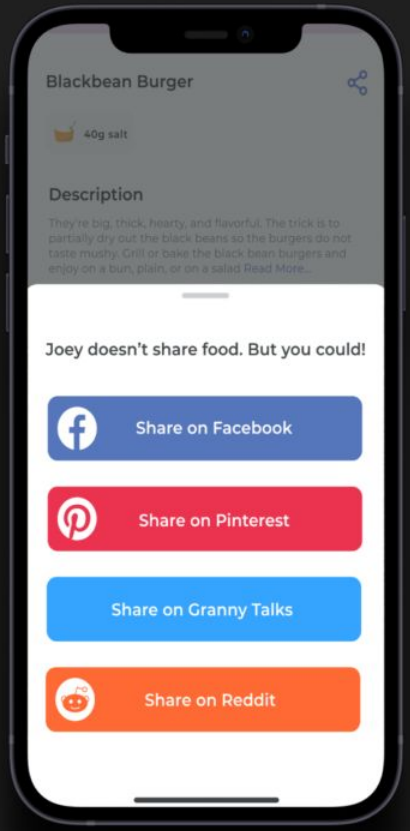


BROWSE RECIPES SCREEN

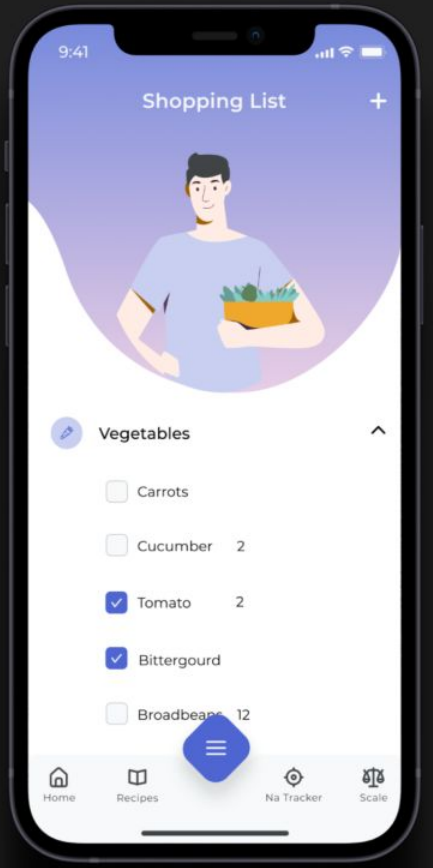


RECIPES DETAIL SCREEN

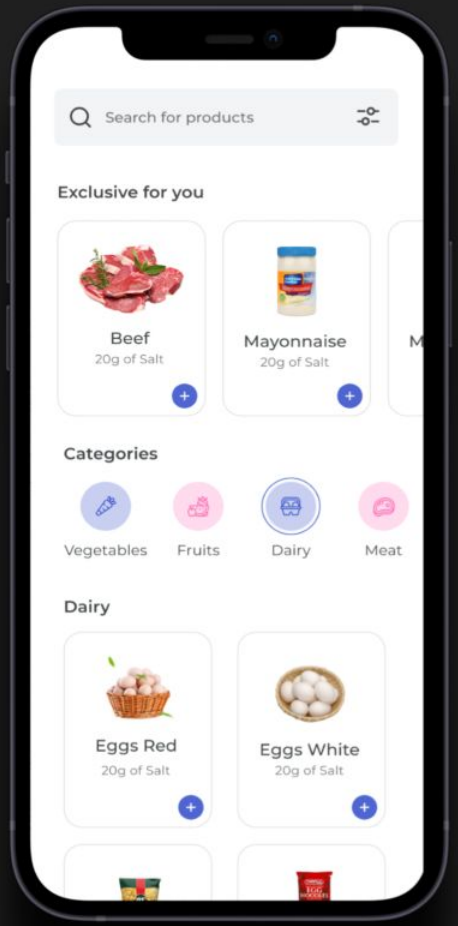
SHARE RECIPES SCREEN



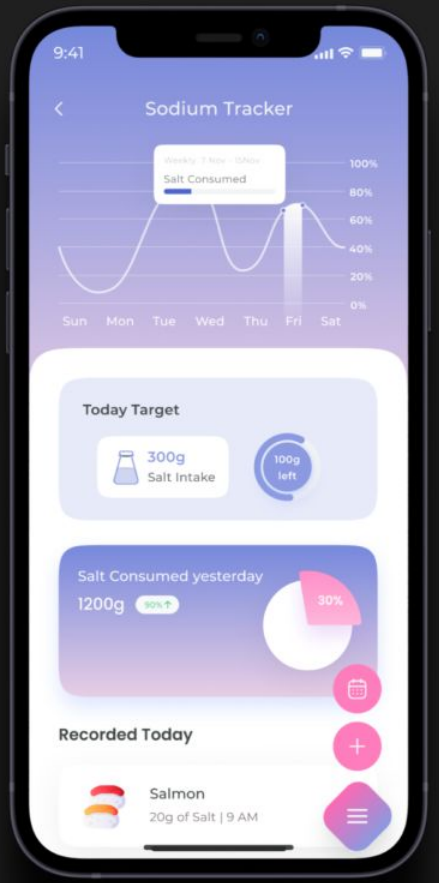
SHOPPING LIST SCREEN



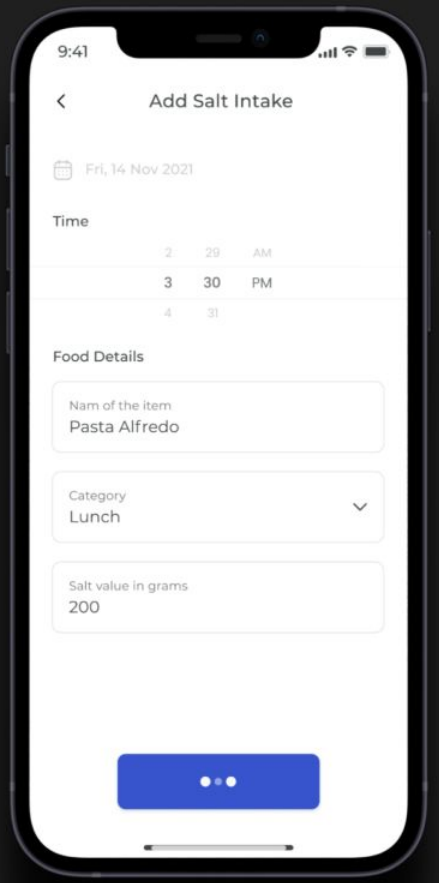
BROWSE GROCERY PRODUCTS



SODIUM TRACKER

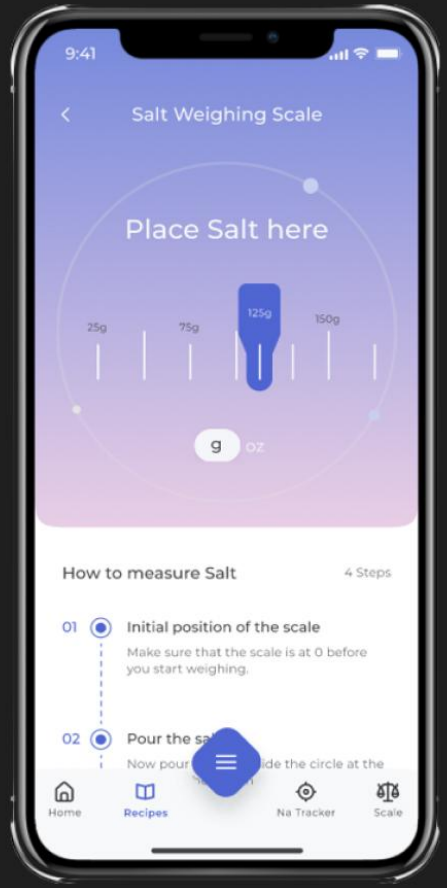


ADD SALT INTAKE



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.