



MOBILE DESIGN

**PROJECT 3:**

**SLIM PICK'NS**

ZACHARY GREEN

# INTRO

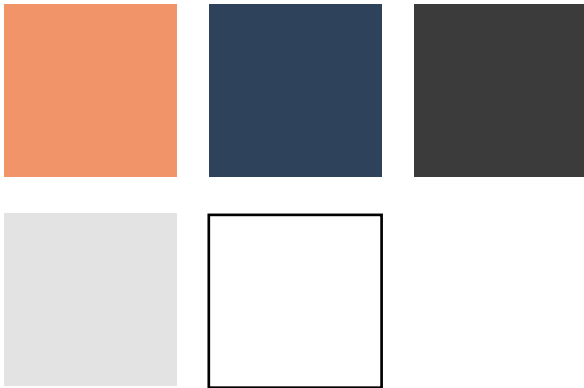


The two words I was given for this project were 'Healthy,' and 'Gallery.' With these, I came up with the concept of an app that curates healthy menu options from restaurants in the users general vicinity. As well, if the user was already in a restaurant the app could be used to look up the nutritional content of that particular restaurants menu options.

# Branding

The brand for my App Is very simple. Relying on different weights of the Archer Pro typeface and a color palette. In general the larger logo used where possible presenting the app quickly in a clear way. This reflects the function of the app which are typically users that are 'on the go.' As well the smaller more simplified version of the logo is used where the larger version is not able to (ie. App Store icon). In addition it is used for stylistic purposes in places such as the loading screen.

## Color Palette:



S/P

Slim Pick'ns  
Eating Healthy on the Go

# USER STORY 1

**Jack Would Want:**

Jack works in marketing in a large city. He is always jumping from meeting from meeting, so during the work day he really has a limited amount of time. As a result he needs an app that could save him time in finding something quickly that would also be healthy for him.

**Can I have:**

- Easy navigation
- Find healthy food fast
- Find food that is near by

# USER STORY 2



## **Dan is Looking For:**

Dan travels a lot for his job is not usually familiar with the restaurants in the area that he is in. He would really like to stay a way from unhealthy fast food, but this some times difficult as he doesn't usually have time to research healthy places to eat. He would really like an app that could not just find good restaurants but could curate healthy menu options from restaurants that are near by.

## **Can I have:**

Easy Navigation

Filters out unhealthy food options

Finds healthy menu options not just restaurants

# USER STORY 3



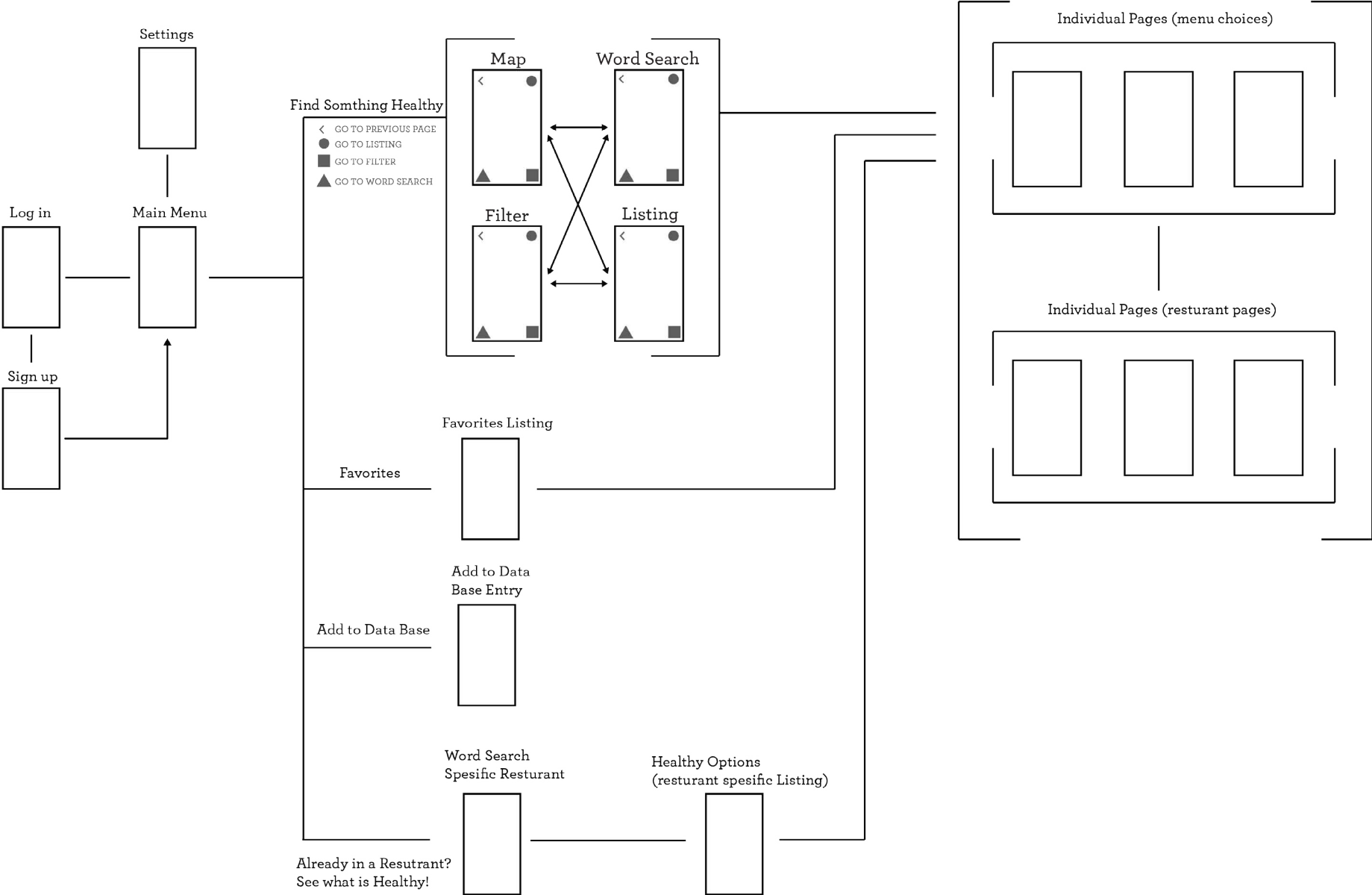
## **Sarah Needs:**

Sarah is allergic to gluten and has several other dietary restrictions. As a result, finding food on the go that meets her needs is often difficult, because finding a restaurant is only the first step in the problem. She really needs an app that could filter menu options from nearby restaurants so that she can see what foods she could get that meet her criteria. As well, she also needs an app that could filter menu options from a restaurant that she is already in.

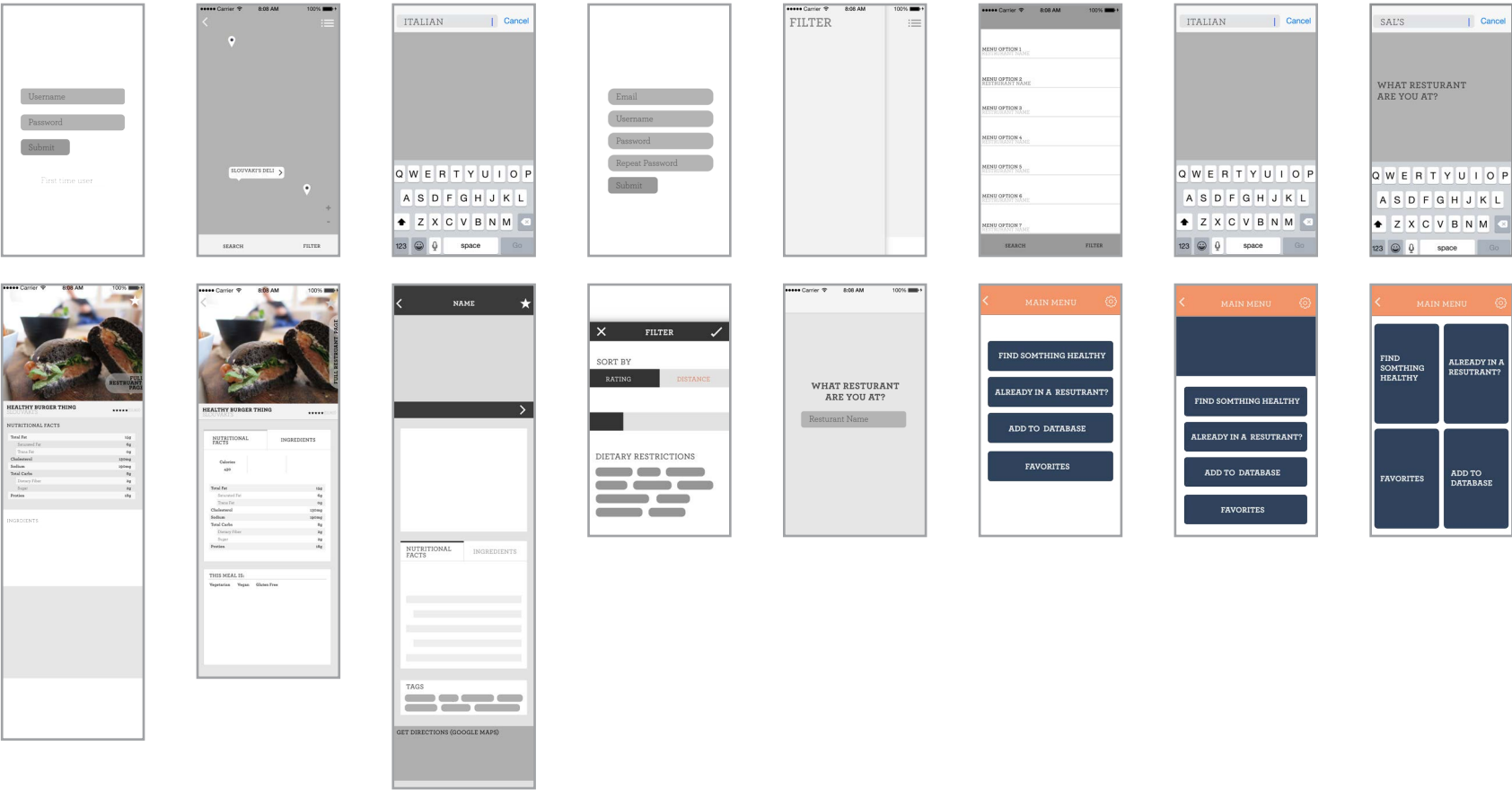
## **Can I Have:**

- Easy Navigation
- Filter by dietary restrictions
- Filters menu options of a specific restaurant
- Menu options not just restaurant options

# FLOW DIAGRAM



# WIREFRAMES

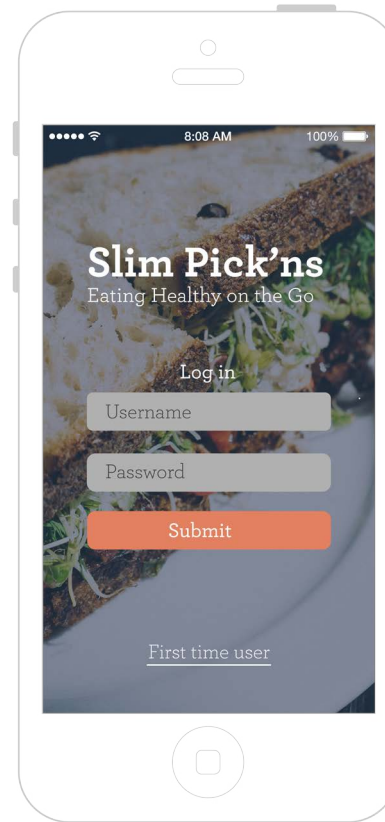




# DESIGNS

## LOADING + LOG IN

The loading screen presents the primary branding as the app loads all of its data

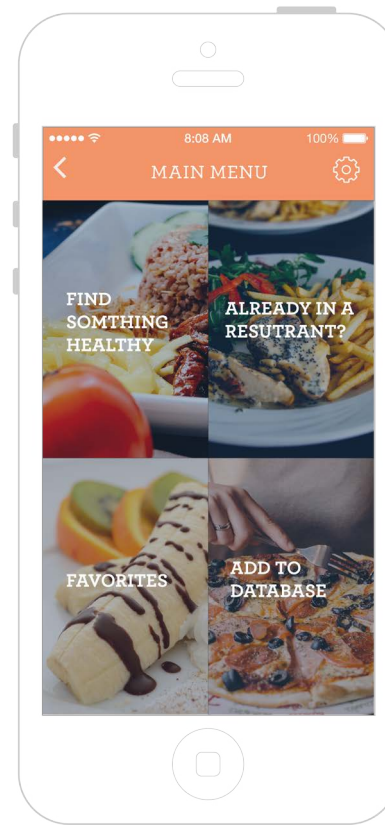
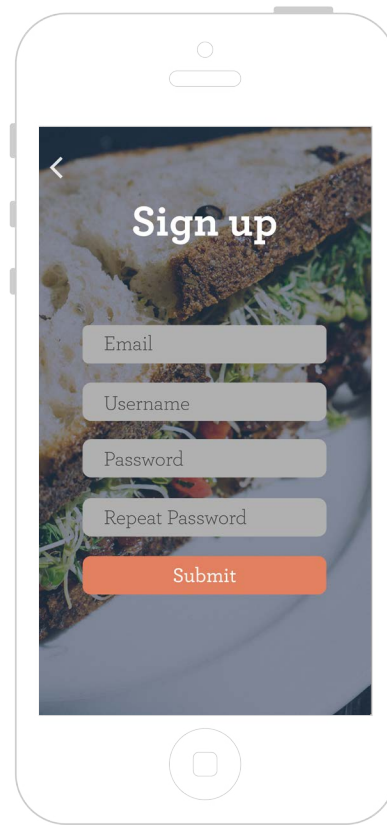


The initial Log In screen prompts previous users to input their identification information before taking them to the Main Menu page. While First Time users will have to set up their account first, as allows to user to save favorite menu options as well as add reviews of various meals and restaurants

# DESIGNS

## SIGN UP + MAIN MENU

On the sign up page Some simple information is requested simply so that the app can remember which settings belong to which particular user.

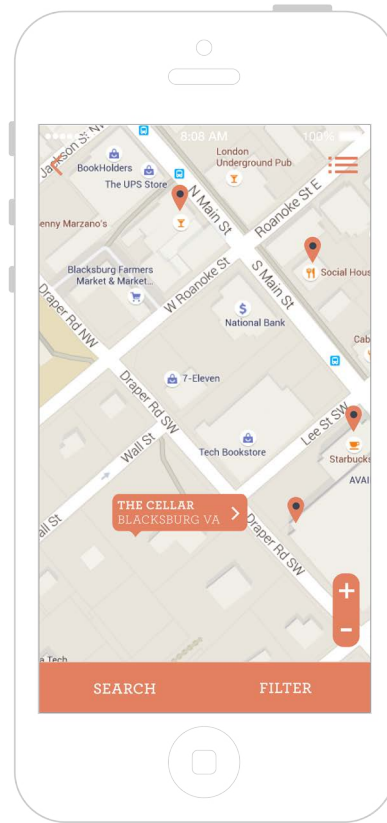


Navigation for the Main Menu is simple and straight forward allowing the user to access the information they are looking for as quickly as possible. As this is an app for people 'on the go.'

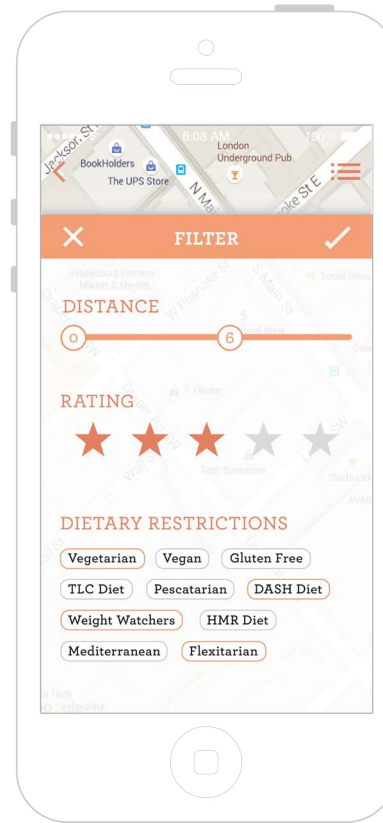
# DESIGNS

## MAP + FILTER

The Map allows the user to select individual pages based on their geographical location. Tapping on an individual pin will reveal the name and location of that restaurant, and once expanded a second tap will take you that individual content page.



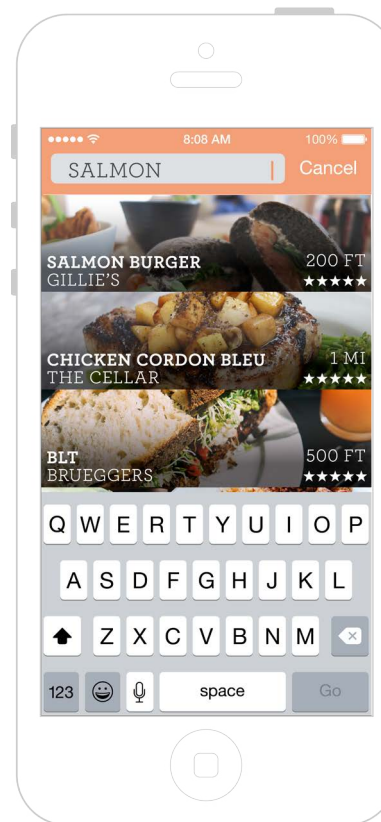
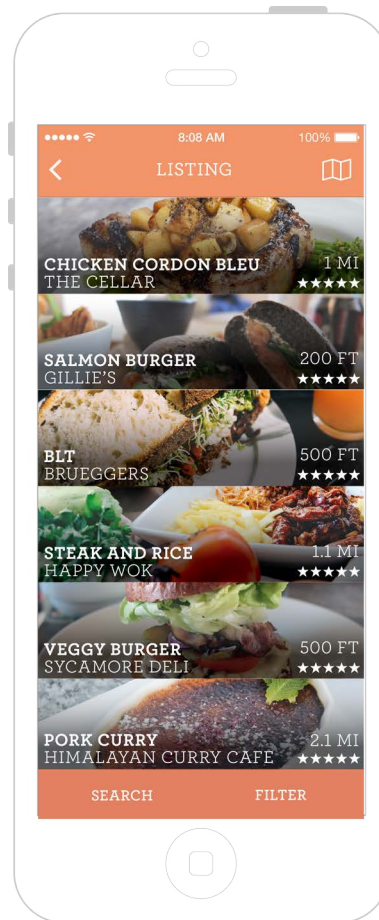
The Filter Page allows the user to filter the results of the map page and listing page by distance, rating, and various dietary restrictions.



# DESIGNS

## LISTING + WORD SEARCH

The Listing page allows the user to select individual pages via a list format, these can be organized by using the Filter Page or Word Search page. Some simple information is presented in the list, however if the user taps on a list item this will take them to an individual page with more extensive information.

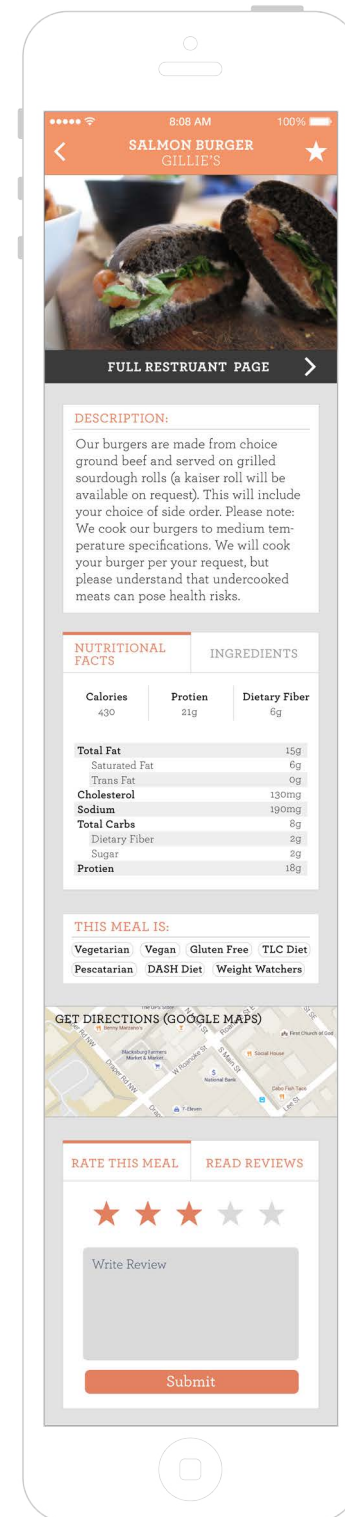
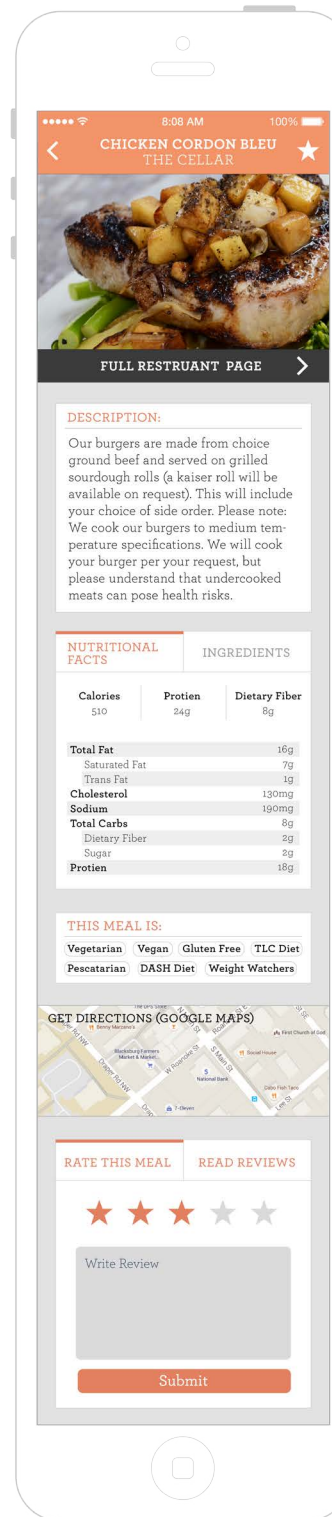


The Word Search page allows the user to search the listing page any word or phrase.

# DESIGNS

## INDIVIDUAL PAGES (MENU OPTIONS)

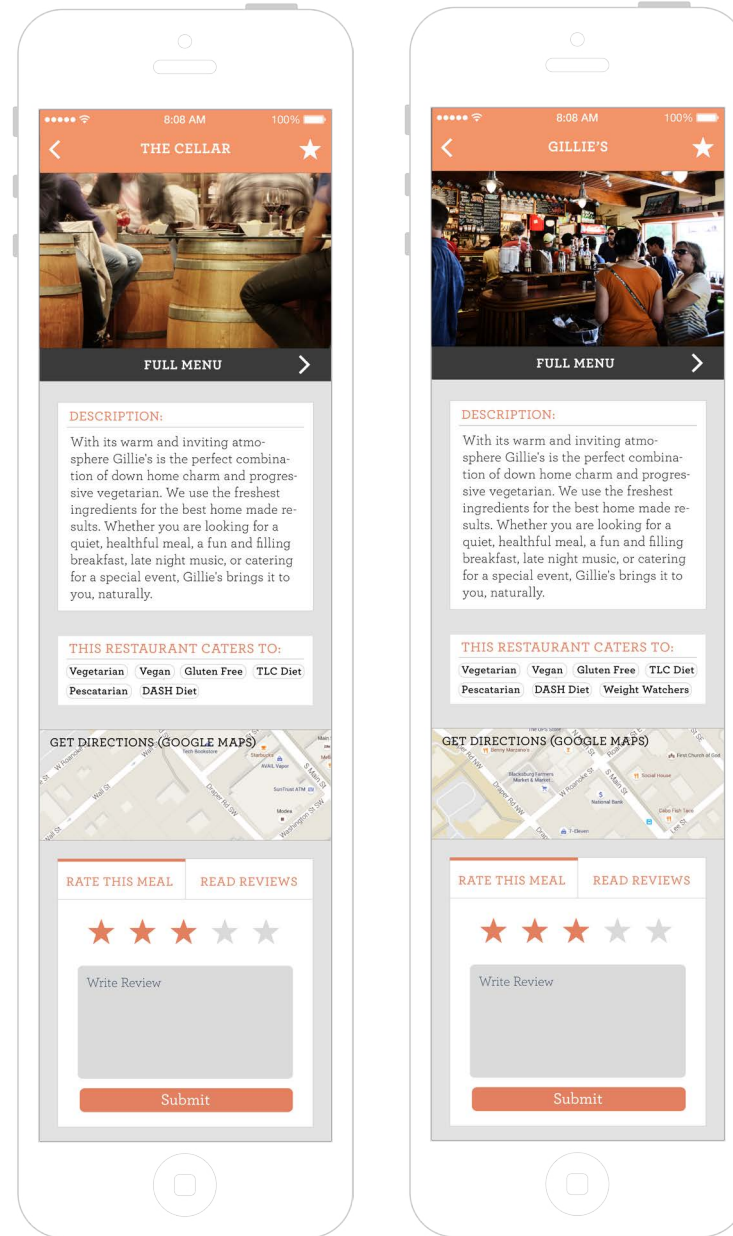
The menu specific individual pages provide the user with detailed information about the selected menu option. Information includes a short description, nutritional facts, ingredients, dietary restrictions tabs, google map link, and rate / review functions. In addition a link to the restaurant specific individual page is provided.



# DESIGNS

## INDIVIDUAL PAGES (RESTURANT PAGE)

The restaurant specific individual pages provide the user with detailed information about the selected restaurant. Information includes a short description, dietary restrictions tabs, google map link, and rate/review functions. In addition a link to a listing of that restaurants specific menu options is provided.

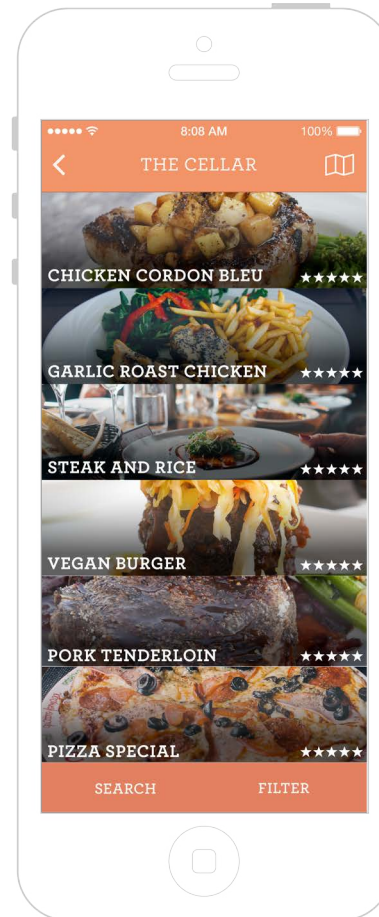
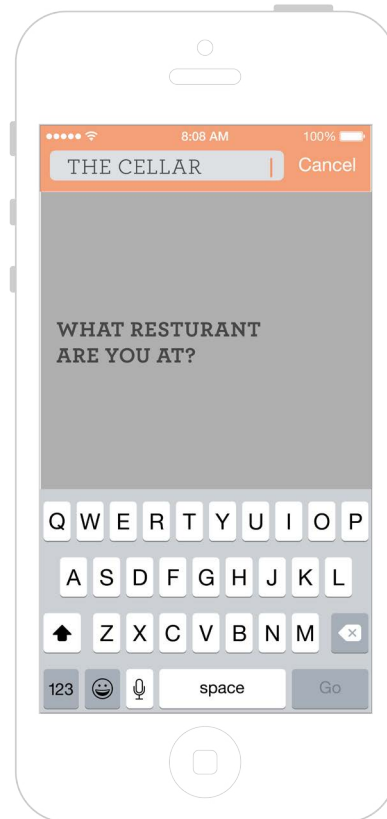




# DESIGNS

## ALREADY IN A RESTAURANT?

This function allows the user to search the restaurant that they are currently sitting in to view their healthy menu options. This function is accessible from the main menu page.



The restaurant specific listing page allows the user to view a list of healthy menu options from that specific restaurant. As well, much like the regular listing page, the filter can be used to search for food options by dietary restrictions and rating.

# PROTOTYPE

INVISION

<https://invis.io/D64YWTAVM>