



IPHONE APP DESIGN LIORA MEGAN ROBSON

UI/UX 2025 SPRING



PROJECT DIRECTIONS

This project challenges students to design and develop an original iPhone app that enhances users' lives by addressing a specific need or providing a valuable service. The app concept must be entirely unique—neither a redesign of an existing app nor a game will be accepted. Students are responsible for creating the app's logo, identity, navigation system, and all interaction elements while considering its purpose and usability. Research will be critical to justify the app's functionality, ensuring it serves a meaningful role in improving daily life.

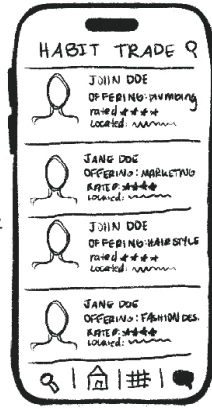
The design process will emphasize user interaction and small-screen optimization, utilizing features like Bluetooth, the accelerometer, and other iPhone affordances to enhance functionality. Simplicity and clarity will be key, requiring streamlined content and intuitive navigation systems. Animation will play a vital role in communicating navigation, sequencing, and button interactions, while audio features will be used for feedback and to establish tone or mood. Students must showcase their ability to design for a complex system, balancing technical constraints with creative solutions.

Deliverables include a final 8-page PDF presentation, a 10-page process book documenting research and development, an interactive InVision prototype, and an 11 x 17 pitch board summarizing the app concept. The project spans eight weeks, culminating in a 5-minute class presentation. Weekly milestones guide progress, from idea generation and audience research to wireframes, design mockups, and final implementation. Resources in the project folder will support understanding Apple's design standards, ensuring polished and professional results.

1 HABIT TRADE

* A platform where users can "trade" habits or routines for accountability. For example, one user could teach someone how to stick a morning workout while learning meal prepping from another.

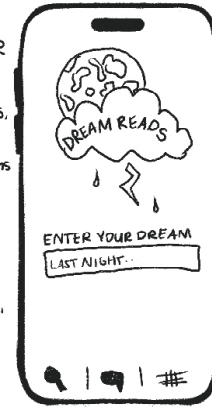
* Unique Features: habit trading system, personalized habit coaching from real users, gamified progress tracking with social rewards.



2 AI DREAM TRANSLATOR

* Users can input dream descriptions, & the app uses AI to provide an artistic or symbolic interpretation, possibly generating visual representations of that exact dream.

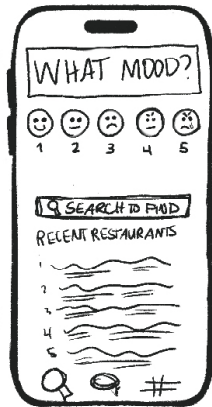
* Unique Features: Dream symbolism library, AI-generated dream artwork, personal dream journal w/ shareable insights.



3 MOOD-DRIVEN RESTAURANT FINDER

* Users select their current mood (eg. cozy, adventurous, stressed) & the app will suggest nearby restaurants with matching ambience & cuisine.

* Unique Features: mood-to-restaurant algorithm, integration w/ spotify playlists for ambience suggestions, reviews focused on vibs & not just food.



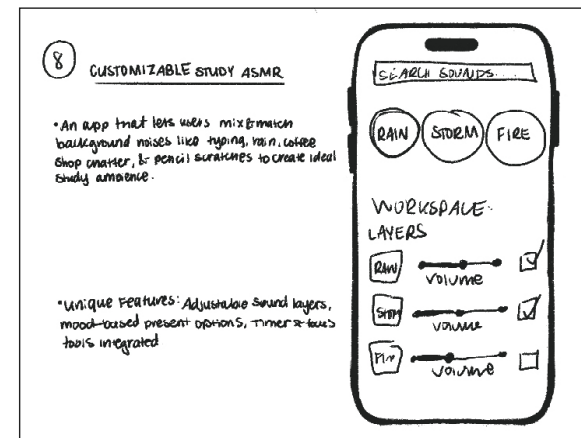
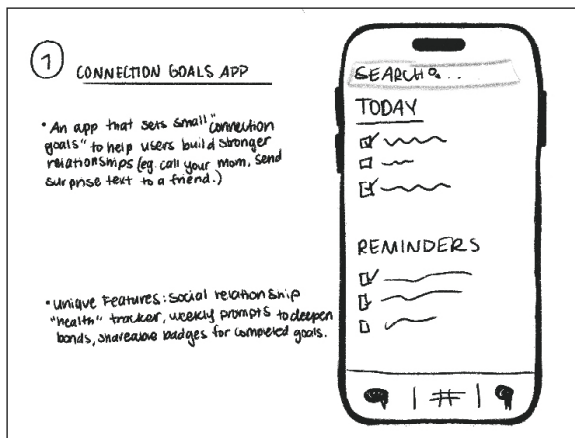
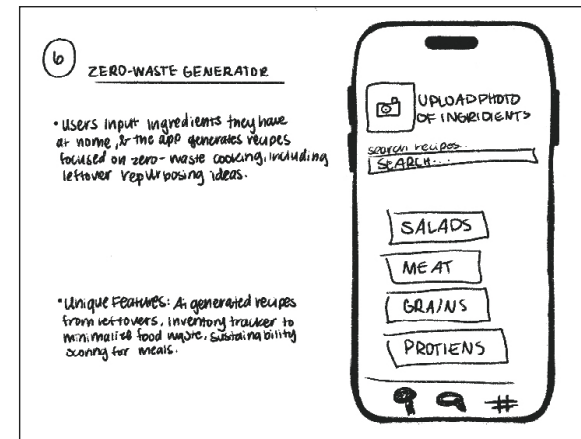
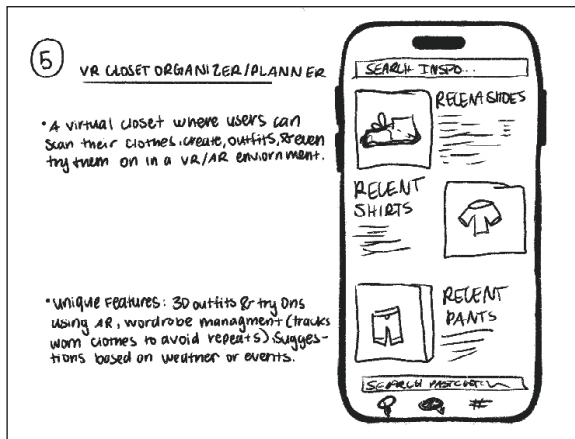
4 "SKIP THE LINE" TIME CHECKER

* A real-time app that uses crowd-sourced & AI-driven data to show wait times @ popular places like grocery stores, theme parks, or coffee shops.

* Unique Features: Heatmaps of crowded areas, notifications when a location becomes less busy, user-driven reporting with rewards for accuracy.



10 IDEAS



10 IDEAS

9 COMMUNITY KARMA APP

* A local community app where users can offer small acts of kindness (like free coffee, rides, or help) & earn "Karma points" for doing good.

* Unique Features: peer-to-peer kindness requests, leader board of top "Karma givers", Local community bonding through kindness.

10 MICROADVENTURE GENERATOR

* Suggests quick, exciting activities or "micro adventures" within a specific radius (eg. hidden nature spots, quirky events, etc.)

* Unique Features: Real-time event & activity finder, randomized "spinner", check-in rewards for completing adventures.

11 VITAMIN & HEALTH TRACKER

* A comprehensive app that helps users discover, track, & manage their daily vitamin & nutrient intake. It offers personalized vitamin recommendations, tracks supplements, & identifies nutrient-rich foods as alternatives for those who prefer to avoid pills.

* Unique Features: Personalized vitamin profile, vitamin tracking, food-based nutrient activities, discovery & diet.

CHOSEN

10 IDEAS

CLIENT

Pill & Plate is a cutting-edge app designed to help users optimize their health by tracking vitamins, nutrients, and supplement intake while offering food-based alternatives for a natural approach to wellness. The app targets users who want a balanced, informed, and personalized approach to their daily nutrition.

OBJECTIVES AND PRIORITIES

The goal is to establish Pill & Plate as the go-to app for individuals seeking better control over their nutrient intake. The branding and interface should reflect trustworthiness, personalization, and innovation, ensuring that users feel confident and inspired to achieve their health goals. Priority will be given to creating an intuitive user experience that blends scientific accuracy with modern design.

TARGET AUDIENCE

VitaTrack+ aims to attract health-conscious individuals aged 18-40 who are actively seeking to improve their wellness.

- * Busy professionals looking for efficient solutions to track their nutrition.
- * Fitness enthusiasts optimizing their nutrient intake for performance.
- * Individuals interested in natural remedies and food-based nutrition alternatives.

The tone should appeal to this audience by being approachable, friendly, and educational, while avoiding overly clinical or complex language.

SITUATIONAL ANALYSIS

Currently, most health tracking apps focus heavily on calorie counting or fitness tracking, with limited focus on vitamins and nutrients. Apps that do address supplements often feel clinical and lack engagement, leaving users feeling overwhelmed. Pill & Plate will bridge this gap by offering a user-friendly, visually appealing app that focuses on actionable insights, personalized recommendations, and gamified progress tracking.

COMPETITORS

MyFitnessPal (focused on calories, not vitamins).
Care/of (focused on supplements but lacks food-based alternatives).
Cronometer (strong on tracking but not user-friendly).
Ritual (limited to supplement purchasing, not tracking).

DELIVERABLES

App Design: Fully designed interface featuring a clean and intuitive layout.

Prototype: Interactive InVision prototype showcasing app functionality.

Marketing Collateral: Branding assets such as app logo, icons, and style guide.

Demo Screenshots: Screens highlighting key features like tracking, food alternatives, and progress graphs.

MANDATORIES

Use branding elements that emphasize health, trust, and innovation. Ensure the interface is easy to use and aligns with modern app design trends. All copy and visuals must appeal to the target audience and communicate value clearly.

METRICS OF SUCCESS

User Engagement: High daily active users (DAU) and retention rates.

Positive Feedback: User reviews highlighting ease of use and practicality.

Adoption Metrics: Download numbers and subscriptions to premium features.

Impact: Reduction in users' reported nutrient deficiencies or improved wellness awareness tracked through app data.

CREATIVE BRIEF

FOODS VS. VITAMIN

FOOD

Natural source of nutrients.

Contains fiber, antioxidants & enzymes.

Provides energy through macronutrients.

Varied taste & textures.
Requires preparation & cooking.

BOTH

Essential for overall health.

Support immune function.

Aid in preventing deficiencies.

Contribute to metabolism.

Enhance physical and mental well-being.

VITAMIN

Concentrated source of specific nutrients.

Easily measurable dosages.

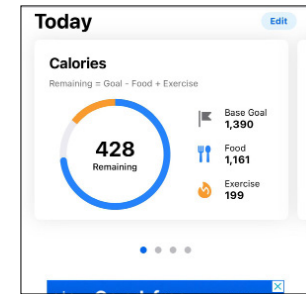
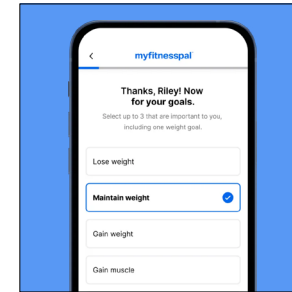
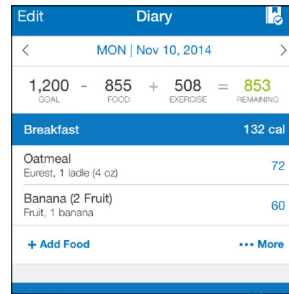
Convenient & portable.

Supplements dietary gaps.

No preparation needed.

MyFitnessPal: Calorie Counter

MyFitnessPal is a comprehensive health app that functions as a nutrition coach, meal planner, and food diary. It allows users to track their nutrition, water intake, fitness activities, and weight loss goals. The app emphasizes personalized plans and integrates with various fitness devices.



Persona Nutrition

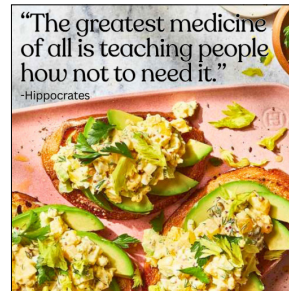
Persona Nutrition offers personalized vitamin programs tailored to individual diets, lifestyles, and health goals. The app provides daily goal tracking and delivers customized nutrient plans to users, aiming to enrich daily nutrition and promote lasting healthy habits.



COMPETING IPHONE APPS

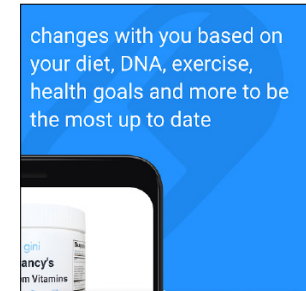
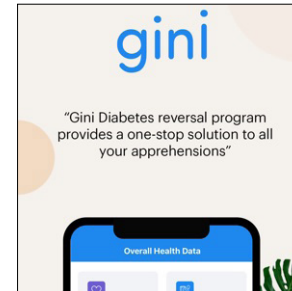
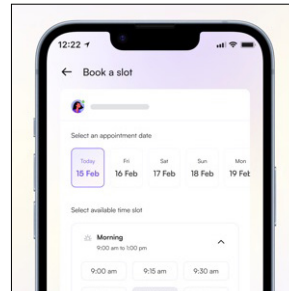
Ahara: Personalized Nutrition

Ahara provides a science-based, personalized nutrition plan by analyzing users' health data, including genetic and biomarker testing. The app offers precise nutrient recommendations, customized food plans, and supplements to improve overall health, focusing on areas like heart, brain, metabolic, aging, immune health, or fitness.



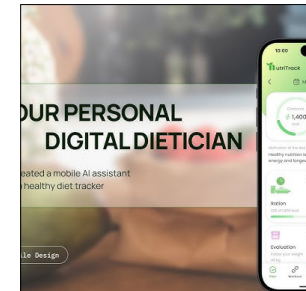
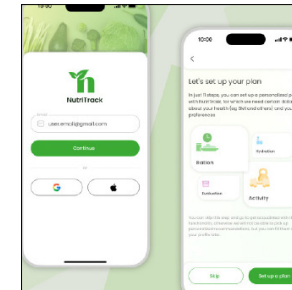
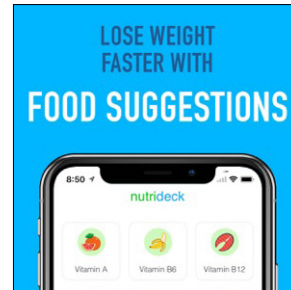
Gini: Smart Nutrition Tracker

Gini Health personalizes nutrition and multivitamin needs based on genetics, lifestyle, diet, and health goals. The app calculates exact multivitamin dosages and offers a smart multivitamin pill delivered to users' doorsteps, aiming to balance diet and supplementation.

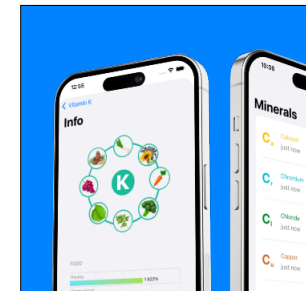
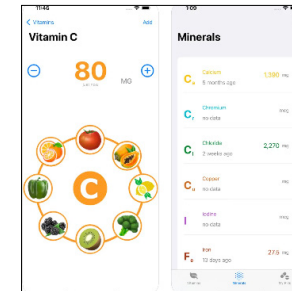
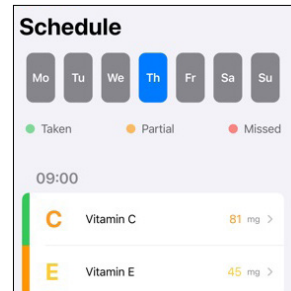


COMPETING IPHONE APPS

Nutritrack: Nutrition Tracker
 Nutritrack helps users track calories, macros, and micronutrients to lose weight and build muscle. It offers food suggestions, custom plans, barcode scanning, recipes, and cardio tracking.



Vitamin Book: Track & Schedule
 Vitamin Book allows users to track and schedule their vitamin intake, providing nutritional information sourced from reputable health institutes. The app is designed for educational purposes, helping users manage their supplement routines effectively.



COMPETING IPHONE APPS

Compatibility: Vitamin
Compatibility: Vitamin assists users in crafting an effective and safe vitamin and mineral intake schedule. By inputting their vitamins and minerals, the app devises a timetable according to their compatibility, optimizing nutrition and ensuring safe consumption.



Vitamins		
<input type="checkbox"/>	Vitamin A	i
<input checked="" type="checkbox"/>	Vitamin B1 (Thiamine)	i
<input type="checkbox"/>	Vitamin B2 (Riboflavin)	i
<input checked="" type="checkbox"/>	Vitamin B3 (Niacin)	i
<input type="checkbox"/>	Vitamin B4 (Choline)	i
<input type="checkbox"/>	Vitamin B5 (Pantothenic Acid)	i

Vitamins	
<input checked="" type="checkbox"/>	Vitamin A
<input checked="" type="checkbox"/>	Vitamin B1 (Thiamine)
<input type="checkbox"/>	Vitamin B2 (Riboflavin)
<input checked="" type="checkbox"/>	Vitamin B3 (Niacin)
<input checked="" type="checkbox"/>	Vitamin B4 (Choline)
<input type="checkbox"/>	Vitamin B5 (Pantothenic Acid)
<input type="checkbox"/>	B7 (Biotin)
<input checked="" type="checkbox"/>	B9 (Folate)
<input type="checkbox"/>	Vitamin B12 (Cobalamin)
<input type="checkbox"/>	Vitamin C (Ascorbic Acid)

General Information
 Vitamin B12, or cobalamin, is an essential water-soluble vitamin with a role in the formation of red blood cells and the normal function of the nervous system.

Benefits to the Body
 Red blood cells (RBC) are involved in the transport and utilization of red blood cells, necessary for oxygen transport in the blood. Vitamin B12 supports the normal functioning of the nervous system and the synthesis of myelin, the sheath of nerve fibers.

Source
 Food: Meat, poultry, fish, and dairy products are good sources of vitamin B12. Dietary supplements B12 is also available in supplement form.

Dosage
 The recommended daily dose of vitamin B12 for adults is about 2.4 micrograms.

Medical Conditions
 Vitamin B12, B6, B9, and folic acid deficiencies, etc., weakness, fatigue, and depression.

Effect Enhancement
 The absence of the effect of vitamin B12 is recommended to combine with vitamins B2, B6, B9, B11, B12, C, P, and magnesium. For instance, vitamin B12 works better when combined with B6. B12 is also recommended to be combined with B6 and B9. Vitamin B12 and B9 work together. Vitamin C acts as a cofactor for the conversion of B12 to its active form, and B12 acts as a cofactor for the conversion of B9 to its active form.

Incompatibilities
 B12 does not combine well with vitamin A, B1, B2, B6, B9, C, E, and with iron, calcium, magnesium, and phosphorus. For instance, vitamin B12 is not recommended to be combined with iron, calcium, magnesium, and phosphorus. It is also not recommended to be combined with vitamin A, B1, B2, B6, B9, C, E, and with iron, calcium, magnesium, and phosphorus. It is also not recommended to be combined with vitamin A, B1, B2, B6, B9, C, E, and with iron, calcium, magnesium, and phosphorus.

Contraindications of Deficiency and Doses
 A deficiency in vitamin B12 can result in anemia, fatigue, nervous system disorders, and other health issues. An excess of vitamin B12 is not known to cause side effects, as it is a water-soluble vitamin.

Cronometer: Nutrition Tracker
Cronometer is a comprehensive nutrition tracking app that allows users to monitor their calorie intake, macronutrients, and over 80 micronutrients. It offers detailed food logging, barcode scanning, and the ability to track biometrics and health data. The app provides insights into nutrient deficiencies and helps users make informed dietary choices.



COMPETING IPHONE APPS



Upon reviewing user feedback for the MyFitnessPal: Calorie Counter app on the App Store, users commend its extensive food database and user-friendly interface, which facilitate effective calorie tracking and support weight management goals. However, some users express frustration with the limited options for customizing serving sizes, suggesting that more flexibility would enhance accuracy in tracking. Additionally, concerns have been raised about the nature of advertisements displayed within the app, with some users finding certain images unappealing, especially when logging meals. Addressing these issues could further improve the user experience.



Upon reviewing user feedback for the Persona Nutrition app on the App Store, users appreciate the personalized vitamin plans and the convenience of managing their subscriptions through the app. However, recent updates have introduced challenges; some users find the new interface less intuitive, making it difficult to navigate features such as skipping or pausing shipments and reassessing health needs. Additionally, the necessity to log in with each app access and difficulties in locating tracking information have been reported. Addressing these usability concerns could enhance the overall user experience.



Upon reviewing user feedback for the Ahara: Personalized Nutrition app on the App Store, users commend its user-friendly interface and the insightful, personalized nutrition recommendations derived from a simple online questionnaire. Many have reported noticeable health improvements, such as enhanced digestion and increased energy levels, after following the app's guidance. The app's ability to identify nutrient deficiencies and suggest specific foods or supplements to address them has been particularly appreciated. However, some users have expressed a desire for more advanced features, such as the ability to integrate genetic, epigenetic, and biomarker testing for even more tailored recommendations. Overall, while the app is praised for its practicality and effectiveness, expanding its features could further enhance the user experience.



Upon reviewing user feedback for the Gini: Smart Nutrition Tracker app, users appreciate its personalized nutrition recommendations and the integration of genetic insights to tailor dietary advice. The app's features, such as the Health Tracker and Food Lens, are praised for helping users monitor their nutrient intake and make informed food choices. However, some users have reported challenges with the app's navigation, describing the user interface as awkward and counterintuitive, which can hinder the overall user experience. Additionally, the scope of health topics covered is somewhat limited, and the app analyzes only 140 single nucleotide polymorphisms (SNPs), which may not provide a comprehensive view of an individual's health. Addressing

APP STORE REVIEWS



Upon reviewing user feedback for the Vitamin Book: Track & Schedule app on the App Store, users appreciate its unique capability to track both vitamins and minerals, a feature not commonly found in similar applications. The app's integration with Apple Health is also highlighted as a beneficial aspect. However, some users have suggested improvements, such as the addition of an "add all" button to streamline the process of logging multiple supplements simultaneously, as the current method of adding each supplement individually can be time-consuming. Addressing these usability enhancements could further improve the user experience.



Upon reviewing user feedback for the Compatibility: Vitamin app, users appreciate its focus on optimizing vitamin and mineral intake schedules based on compatibility, which aids in enhancing nutritional benefits and ensuring safe consumption. The app's personalized approach, allowing users to input their specific supplements and receive tailored timetables, is particularly valued. However, some users have reported challenges with the app's navigation, describing the user interface as less intuitive, which can hinder the overall user experience. Additionally, the app's limited database may require users to manually enter certain supplements, increasing the time and effort necessary for tracking. Addressing these usability concerns and expanding the supplement database could enhance the app's effectiveness and user satisfaction.



Upon reviewing user feedback for the Nutritrack: Nutrition Tracker app on the App Store, users appreciate its comprehensive approach to tracking both macronutrients and micronutrients, aiding in identifying nutritional gaps. The app's extensive food database and customizable nutrition plans are highlighted as beneficial features. However, some users report challenges with the app's stability, noting frequent crashes, especially when adding new foods or exercises. Difficulties with the barcode scanning feature and limited food search functionality have also been mentioned, particularly for those following specific diets like paleo or vegan. Additionally, users express a desire for more flexibility in meal logging and better integration with other



Upon reviewing user feedback for the Cronometer: Nutrition Tracker app, users commend its comprehensive tracking capabilities, allowing monitoring of calories, macronutrients, and over 80 micronutrients. The detailed food logging and barcode scanning features are praised for their accuracy and ease of use. Users also appreciate the app's ability to track biometrics and health data, providing insights into nutrient deficiencies and supporting informed dietary choices. However, some users note that the extensive data can be overwhelming for those preferring simplicity in tracking. Additionally, while the food database is extensive, it may not be as large as some competitors, potentially requiring manual entry for certain foods. Addressing these concerns could further enhance the user experience.

APP STORE REVIEWS

COMETITION RESEARCH

To begin my competition research, I analyzed popular apps like MyFitnessPal, Cronometer, Persona Nutrition, and Gini Health to understand their strengths, weaknesses, and unique features. MyFitnessPal is well-known for its comprehensive tracking tools and a large user base, but many users find its interface overly complicated. Cronometer stands out for its detailed micronutrient tracking, which appeals to more advanced users, though it can feel overwhelming for those seeking simpler, goal-focused designs. By studying these apps, I identified opportunities to create an experience that is both intuitive and robust, meeting the needs of a wider audience.

I also explored Persona Nutrition and Gini Health, which focus on personalized vitamin and supplement programs. Persona emphasizes convenience by delivering curated vitamin packs tailored to dietary goals, but it doesn't offer much beyond supplementation. Gini Health personalizes multivitamin dosages based on user data, including genetics, but doesn't integrate food recommendations or broader health insights into its system. These gaps reveal an opportunity for my app to combine personalized supplementation with actionable nutrition guidance, creating a more holistic approach to health and wellness.

Another competitor I reviewed was Nutritrack, which targets users focused on weight loss and muscle maintenance. Nutritrack offers calorie counting, barcode scanning, and recipe creation, but it prioritizes fitness over overall wellness. Similarly, apps like Vitamin & Mineral Tracker are great for monitoring nutrient intake but lack features like tailored schedules or integrated lifestyle recommendations. These findings showed me that there's a need for an app that bridges the gap between tracking and personalization by offering comprehensive, actionable wellness plans that address both nutrition and supplements.

Throughout my research, I also studied user reviews and feedback to identify common pain points. Many users expressed frustration with disjointed features and the lack of integration between supplement recommendations, food tracking, and reminders. Others noted that they wanted a more engaging and visually appealing user experience. This feedback reinforced my idea to develop an app that combines the best aspects of these existing tools while introducing new features like mood-based vitamin suggestions, AR-guided grocery shopping, and holistic health tips. My goal is to create a solution that truly enhances users' lives by making wellness more personalized, engaging, and accessible.



PERSONA ONE

THE BUSY PROFESSIONAL

Nancy Jones, 54 Years old, Female

Lifestyle

Nancy is a dedicated professional working over 50 hours a week, often relying on quick, convenient meals. She frequently skips breakfast and struggles to maintain consistent health habits due to her demanding schedule. Her busy lifestyle leaves little time for meal planning or researching proper nutrition.

Goals

She wants a simple, efficient way to maintain her health while juggling her hectic work life. She seeks a solution that provides reminders to take her vitamins and offers quick, nutritious meal suggestions tailored to her needs. Convenience and ease of use are top priorities.

Pain Points

- Lacks time to research supplements or plan balanced meals.
- Frequently forgets to take vitamins, leading to inconsistent intake.
- Experiences low energy throughout the day due to poor nutrition.
- Finds existing nutrition-tracking apps too time-consuming and difficult to keep up with.

How often do you take vitamins or supplements?

I try to take them daily, but honestly, I forget at least half the time. I usually remember when I feel run-down or sick.

What is your biggest challenge when it comes to taking vitamins?

I don't have a routine for it. My mornings are rushed, and by the time I remember, I'm already at work without them. I also don't know which vitamins I actually need.

How do you currently track your nutrition and health?

I don't track vitamins at all. I've used MyFitnessPal for calories before, but it's too much effort to keep up with daily.

What would help you stay more consistent with your vitamins and nutrition?

An app that reminds me when to take them and maybe even suggests food alternatives. I also need something quick and easy—I don't want to spend time inputting everything manually.

Would you be interested in food-based alternatives to supplements?

Yes! I prefer to get nutrients from real food, but I don't have time to figure out which foods provide what vitamins. If the app could tell me what to eat instead of a pill, I'd love that.



PERSONA TWO

The –Health Conscious Parent Sophia Reyes, 35 Years Old, Female

Lifestyle

Sophia follows a natural, holistic approach to health. She prefers getting nutrients from food rather than supplements but struggles to know if she's meeting her needs. She enjoys researching wellness but finds conflicting information overwhelming.

Goals

She wants a simple way to track her nutrition and ensure she gets enough vitamins from food. She's open to supplements but only trusts clean, science-backed options.

Pain Points

- Struggles to know if her diet covers all her nutrient needs.
- Finds researching natural health overwhelming.
- Wants to avoid unnecessary supplements but still needs a reliable way to check her intake.

How often do you take vitamins or supplements?

"Occasionally, but I prefer to get my nutrients from food."

What is your biggest challenge with vitamins?

"Not knowing if I'm getting enough of the right vitamins from food alone."

How do you currently track your nutrition and health?

"I try to eat balanced meals but don't have a system to track my nutrients."

What would help you stay more consistent with your nutrition?

"An app that tells me if I'm lacking any nutrients and suggests food alternatives."

Would you prefer food-based alternatives to supplements?

"Yes! I'd rather get nutrients from food but sometimes need guidance on what to eat."



PERSONA THREE

The Fitness Enthusiast

Jake Thompson, 27 Years Old, Male

Lifestyle

Jake is a personal trainer who works out 5-6 times a week. He carefully tracks his macros but struggles with knowing if he's getting the right micronutrients. He prefers science-backed recommendations to optimize performance.

Goals

Jake wants to maximize recovery and muscle growth through proper vitamin and nutrient intake. He needs an easy way to track micronutrients alongside his workout routine.

Pain Points

- Knows macros but unsure about vitamins.
- Struggles to balance whole foods with supplements.
- Wants science-backed recommendations, not guesswork.

How often do you take vitamins or supplements?

"I take them daily, but I'm not sure if I'm taking the right ones for my specific fitness goals."

What is your biggest challenge with vitamins and nutrition?

"I know how to track my macros, but I struggle with understanding what micronutrients I might be missing and how they impact my performance."

How do you currently track your health and supplement intake?

"I use Apple Health and MyFitnessPal for food and workouts, but they don't track vitamins well. I usually just take whatever supplements other athletes recommend."

What features would make a vitamin and nutrition app most useful for you?

"A system that analyzes my diet and tells me exactly which vitamins or minerals I need to optimize my recovery and muscle growth. I also want science-backed recommendations, not generic advice."



PERSONA FOUR

The College Student

Mia Brooks, 21 Years Old, Female

Lifestyle

Mia is a full-time college student with an irregular schedule. She eats on the go and often skips meals, leading to low energy and brain fog.

Goals

Mia wants to feel more energized and stay healthy while balancing school and social life. She needs a simple, affordable way to meet her nutrition needs.

Pain Points

- Skips meals due to a busy schedule.
- Doesn't know what vitamins she should take.
- Needs budget-friendly solutions.

How often do you take vitamins or supplements?

"I take them occasionally, but I don't have a routine. I usually remember when I start feeling tired or run-down."

What is your biggest challenge with nutrition?

"Finding time to eat properly. My schedule is all over the place, and I end up skipping meals or grabbing whatever is convenient."

How do you currently track your health and nutrition?

"I don't track it at all. I just try to eat when I can, but I know I'm not getting all the nutrients I need."

What features would make a vitamin and nutrition app most useful for you?

"Quick meal and snack ideas that fit my schedule and budget. I also need simple recommendations on which vitamins I actually need, without spending a lot of money on unnecessary supplements."



PERSONA FIVE

The Senior Looking to Stay Healthy George Miller, 65 Years Old, Male

Lifestyle

George is retired and wants to maintain his health as he ages. He takes multiple supplements but is unsure if they are effective.

Goals

George wants to simplify his supplement routine and ensure he's getting the right nutrients. He needs clear guidance without complicated tracking.

Pain Points

- Takes too many supplements but isn't sure which ones matter.
- Wants easy-to-understand health recommendations.
- Needs reminders to stay consistent.

How often do you take vitamins or supplements?

"I take several supplements every day, but I am not sure if they are all necessary or if they are actually helping me."

What is your biggest challenge with managing your health?

"There is too much information out there, and I don't know which vitamins are truly important for me at my age. I also forget to take them sometimes."

How do you currently track your nutrition and supplement intake?

"I don't track it in any formal way. I just take the vitamins I've been using for years and hope they are doing what they should."

What features would make a vitamin and nutrition app most useful for you?

"A simple guide that tells me exactly which supplements I need based on my age and health. Reminders to take them would also be very helpful."



PERSONA SIX

The Chronic Illness Warrior Rachel Greene, 33 Years Old, Female

Lifestyle

Rachel has an autoimmune condition that requires her to carefully manage her diet and supplements. She experiences fatigue, brain fog, and joint pain, making consistency with her nutrition crucial. However, keeping track of what she needs is overwhelming.

Goals

Rachel wants personalized vitamin and food recommendations that support her condition. She needs reminders to take her supplements on time and a way to track symptom improvements based on her nutrition.

Pain Points

- Takes multiple supplements but struggles with consistency.
- Needs doctor-approved recommendations for her condition.
- Finds researching food-based alternatives exhausting.
- Wants to track if her diets are actually helping.

How often do you take vitamins or supplements?

"I take them every day, but I sometimes forget or mix up the doses. It's hard to keep track of everything I need to take."

What is your biggest challenge when managing your nutrition?

"Knowing if my supplements and food choices are actually making a difference in my symptoms. I need a way to see patterns over time."

How do you currently track your health and supplement intake?

"I have a notebook where I jot things down, but I forget to keep up with it. I need a digital way to track everything in one place."

What features would make a vitamin and nutrition app most useful for you?

"A symptom tracker that connects with my supplement intake, so I can see if certain vitamins or foods are helping. Also, reminders tailored to my schedule would be a game-changer."

NAME LIST

NutriNex

VitaGuide

WellnessWave

HealthMend

NourishMate

PureVitality

VitaPath

NutriPulse

WellnessWise

HealthBloom

PeakVitality

PeakOptimize

PeakBalance

PeakPath

PeakFuel

PeakSynergy

PeakHealth360

PeakHarmony

Liora

Liora - Chosen

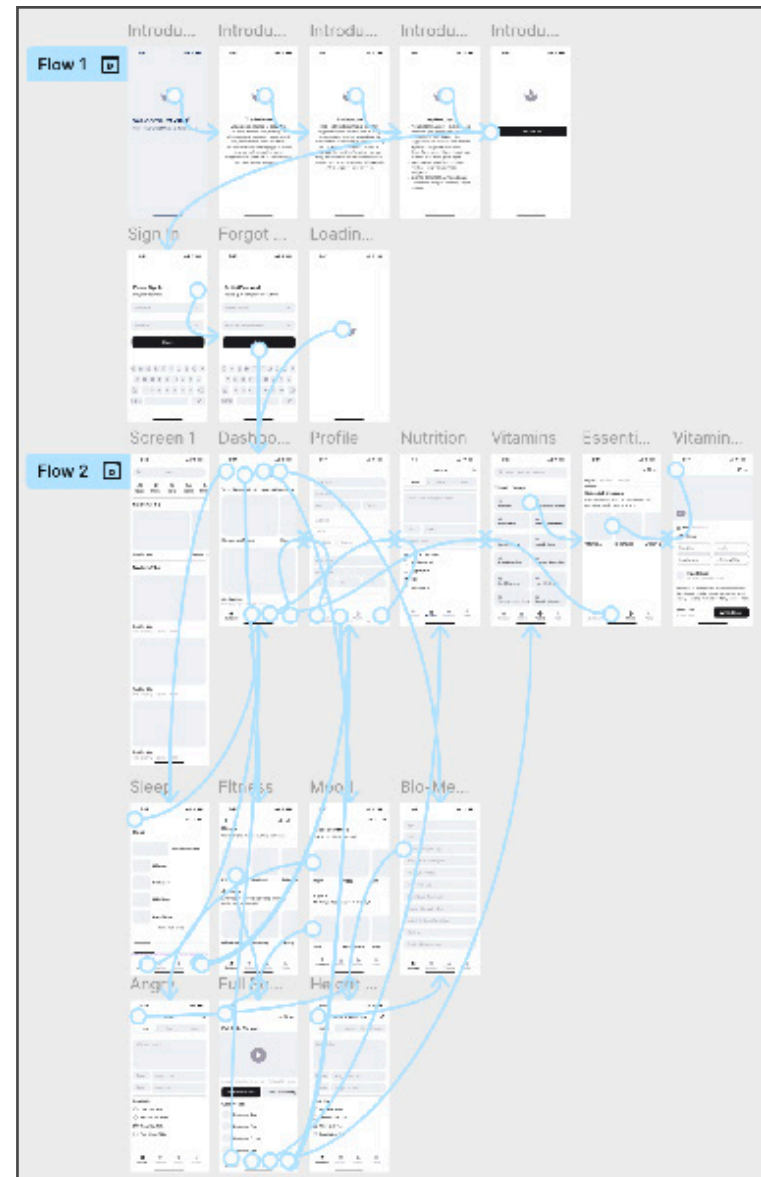
NAMING PROCESS: FINDING THE PERFECT IDENTITY

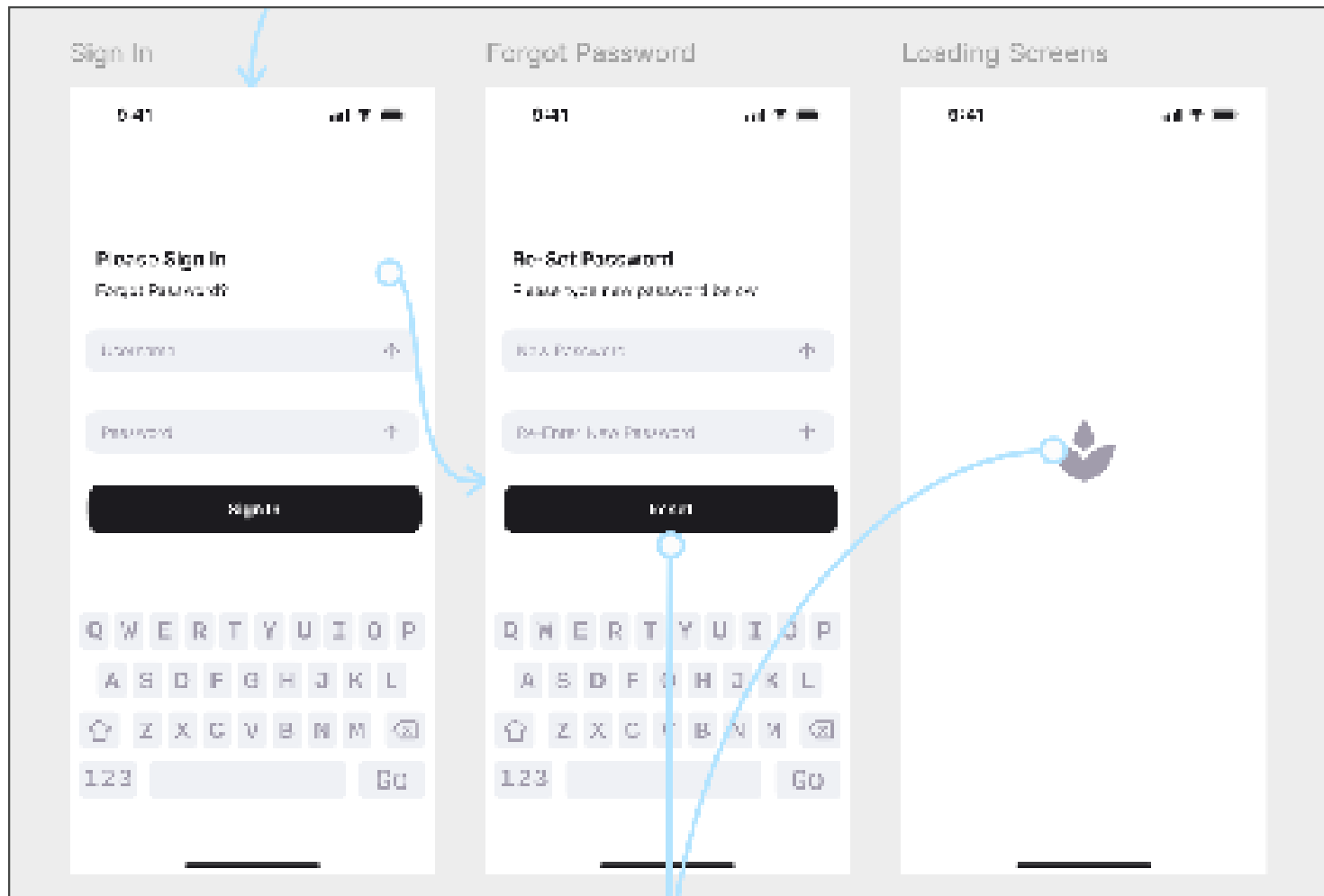
Why “Liora” is the Perfect Name for This App

The name Liora is derived from the Hebrew word meaning “light” or “my joy,” making it a perfect fit for an app designed to bring clarity, balance, and well-being to users’ lives. Just as light guides us and enhances our daily experiences, Liora helps users navigate their health journey with simplicity and insight. Whether it’s tracking sleep, monitoring mood, or improving nutrition, Liora illuminates the path to better wellness by offering personalized tools and recommendations.

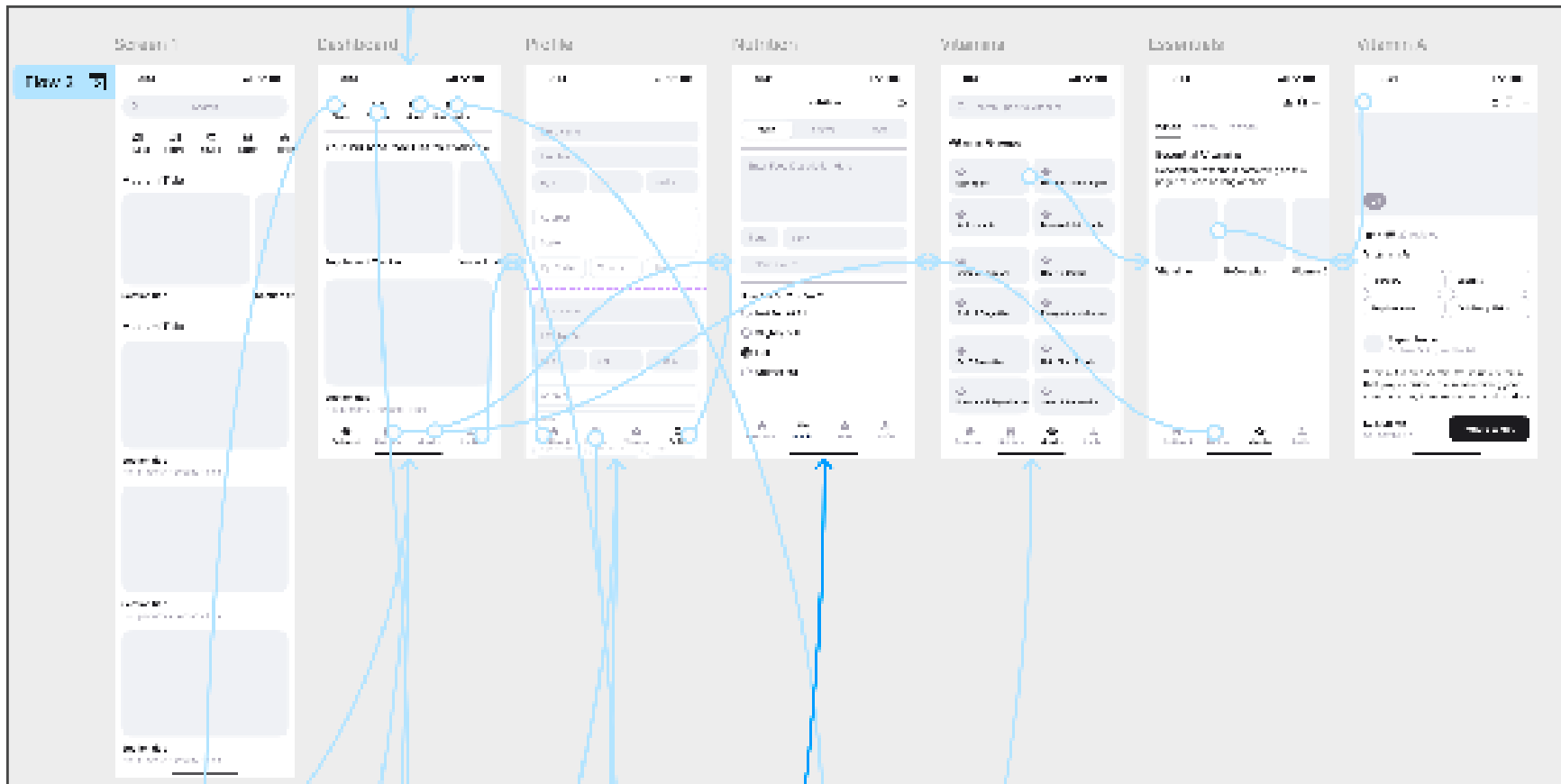
Liora also evokes a sense of elegance and nature, aligning with the app’s holistic approach to health. It feels warm, inviting, and timeless—qualities that reflect the app’s mission to create seamless, user-friendly health tracking without overwhelming complexity. The name is short, memorable, and meaningful, making it an ideal brand for an app that helps users cultivate long-term, sustainable wellness habits.

WIREFRAMING

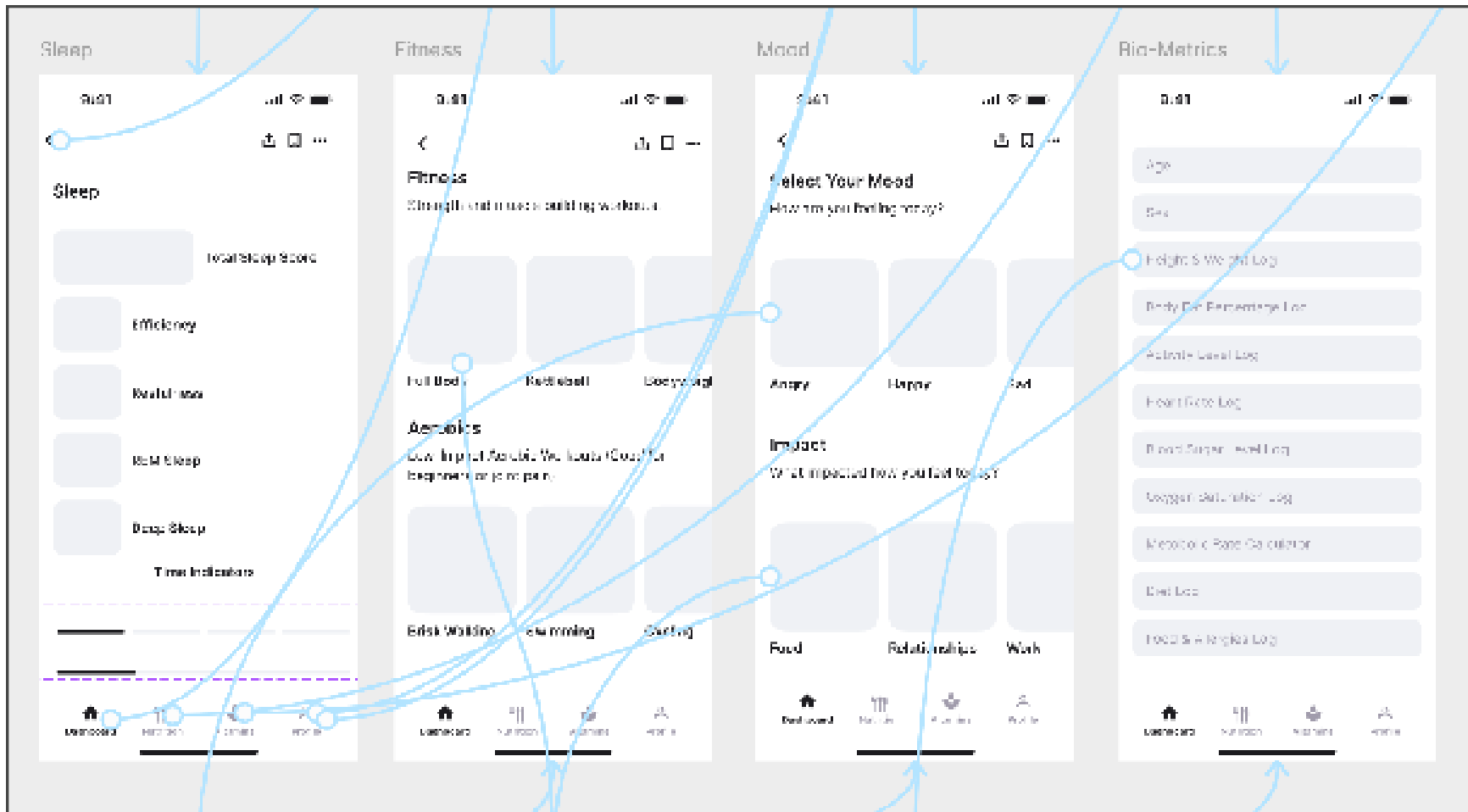




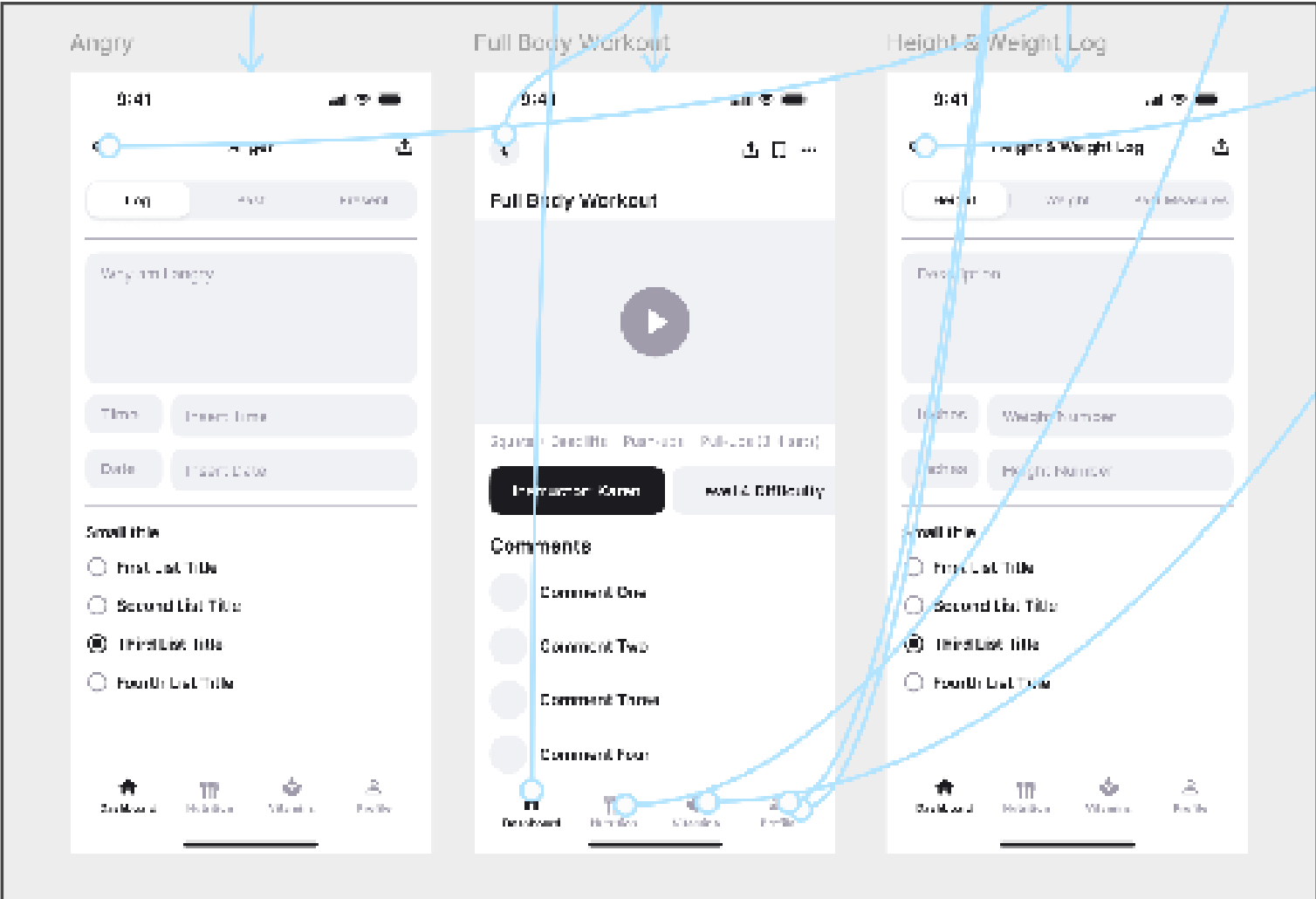
WIREFRAMING CLOSE UP



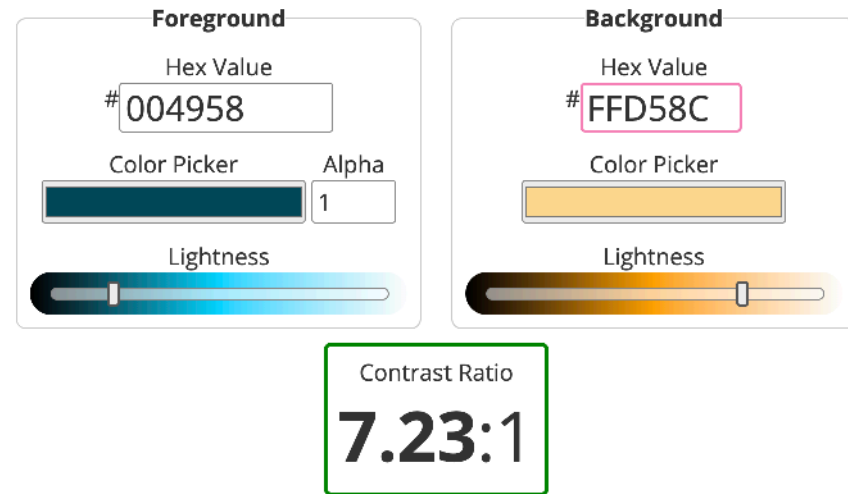
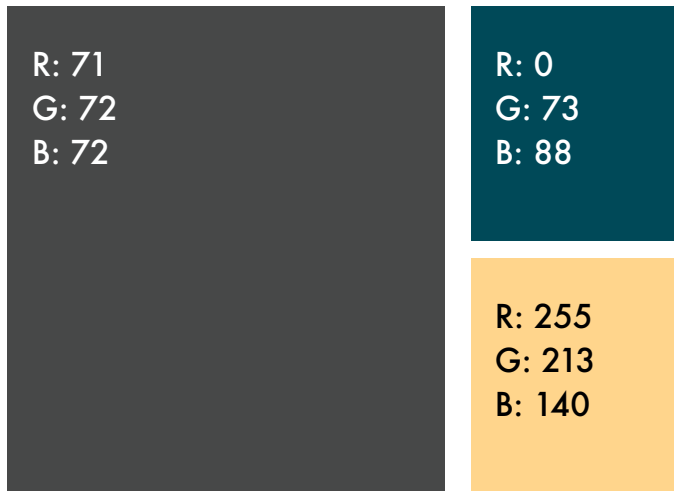
WIREFRAMING CLOSE UP



WIREFRAMING CLOSE UP

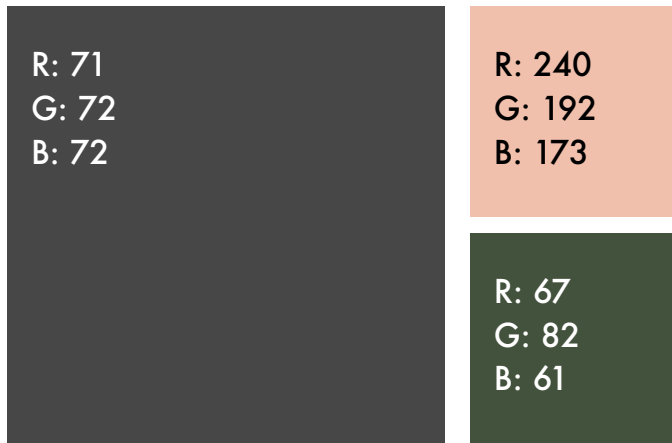


WIREFRAMING CLOSE UP

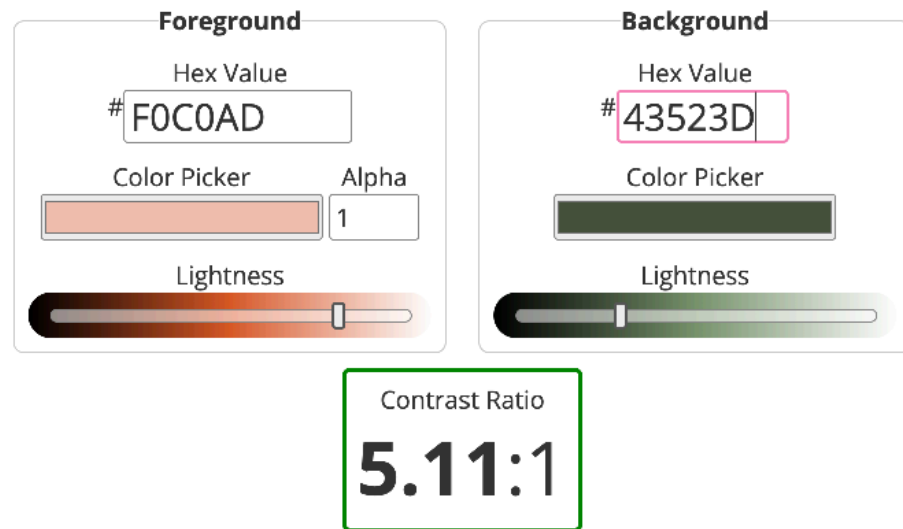


This refined color palette for my Liora App—featuring rich teal (#004958), warm beige-gold (#FFD58C), and crisp white—creates a modern, clean, and inviting aesthetic. The deep teal conveys trust and sophistication, while the beige-gold adds warmth and energy, making the interface feel approachable. Paired with white, these colors ensure clarity and accessibility, with a 7.23:1 contrast ratio, meeting WCAG standards for readability. This combination enhances the app’s professional, wellness-focused, and user-friendly experience.

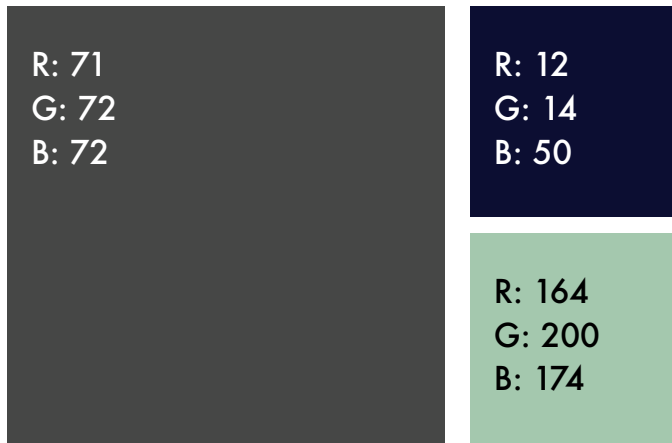
COLOR RESEARCH



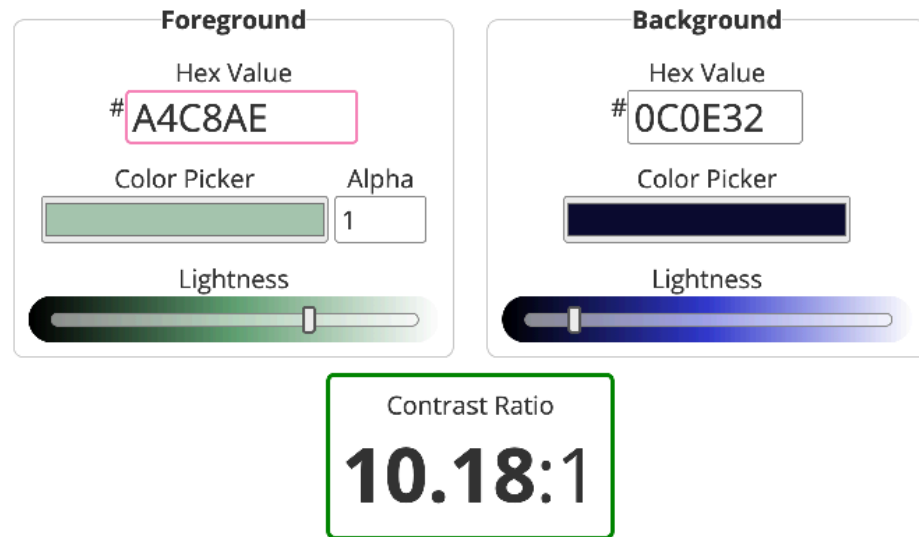
This earthy and sophisticated color palette—featuring warm blush (#FOCOAD), deep olive green (#43523D), and white—creates a calming, natural, and elegant aesthetic for my Liora App. The soft blush adds a gentle warmth and approachability, while the deep olive conveys stability and wellness, reinforcing a sense of balance. With a 5.11:1 contrast ratio, it meets WCAG readability standards for accessibility. Paired with white, this palette enhances clarity and usability, making the app feel organic, inviting, and wellness-focused—perfect for a health-conscious audience.



COLOR RESEARCH



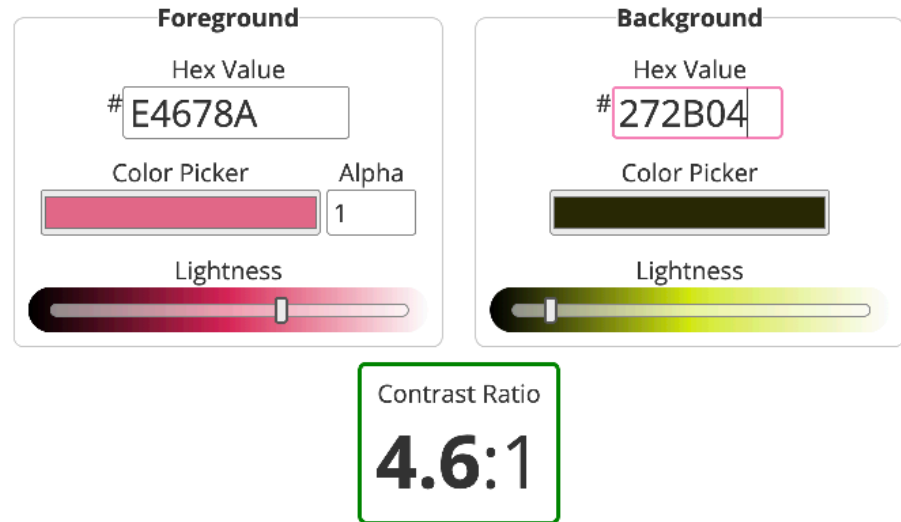
This cool and sophisticated color palette—featuring deep navy (#0C0E32), soft sage green (#A4C8AE), and white—creates a modern, calming, and refreshing aesthetic for my Liora App. The deep navy conveys trust and stability, making it perfect for strong UI elements, while the muted sage introduces a natural, wellness-oriented touch. With an excellent contrast ratio of 10.18:1, this combination ensures high readability and accessibility, reinforcing a professional yet inviting user experience. This palette aligns with Liora’s focus on health, clarity, and ease of use.



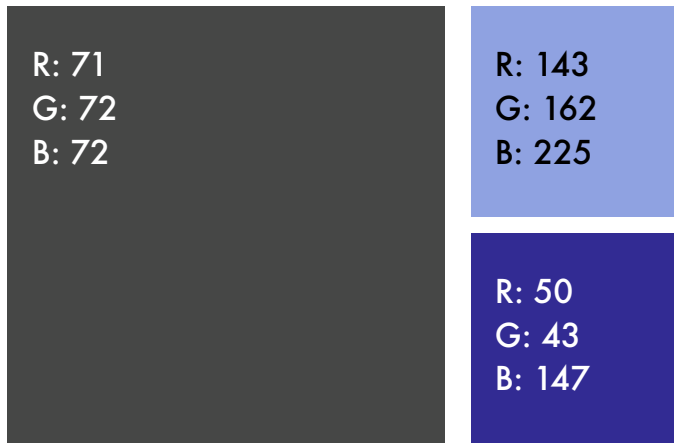
COLOR RESEARCH



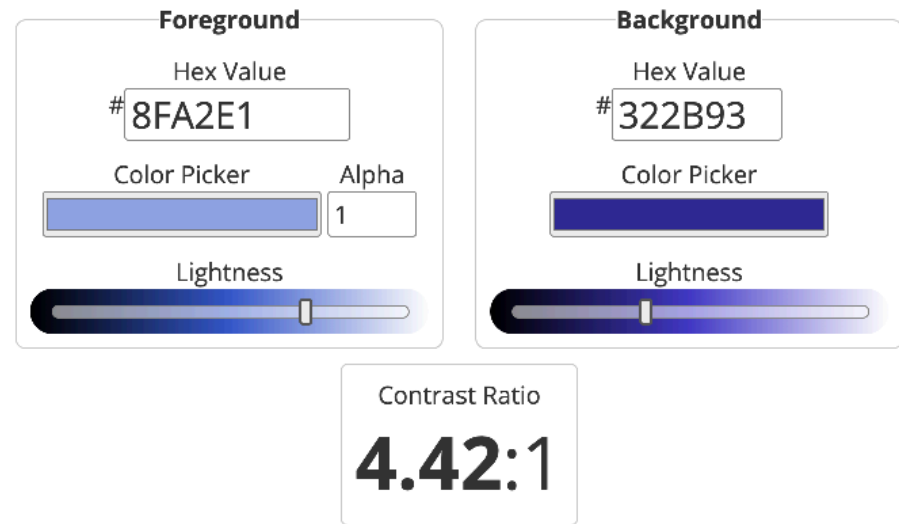
This bold and earthy color palette—featuring deep olive green (#272B04), rich mauve pink (#E4678A), and white—creates a striking yet natural aesthetic for my Liora App. The deep olive evokes a sense of grounded stability and nature, while the mauve pink adds a vibrant, energetic contrast, making key elements pop. With a 4.6:1 contrast ratio, readability is acceptable but could be improved for better accessibility. When paired with white, the colors maintain a modern, organic, and wellness-driven feel, ideal for an app focused on health and vitality.



COLOR RESEARCH



This cool and modern color palette—featuring deep indigo (#322B93), soft periwinkle (#8FA2E1), and white—creates a sleek, professional, and calming aesthetic for my Liora App. The deep indigo establishes trust and sophistication, while the soft periwinkle adds a gentle, airy contrast, enhancing approachability. However, with a 4.42:1 contrast ratio, readability is slightly below optimal accessibility standards and may require adjustments for better clarity. When paired with white, this palette ensures a clean, wellness-focused, and visually appealing experience, making it a great fit for an intuitive and science-backed app.



COLOR RESEARCH

R: 12
G: 14
B: 50

R: 255
G: 255
B: 255

R: 164
G: 200
B: 174

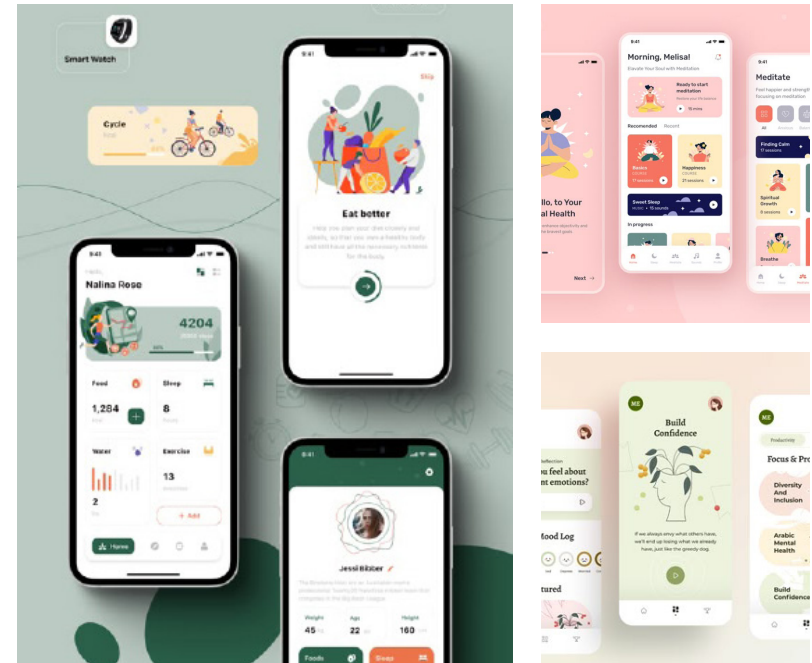
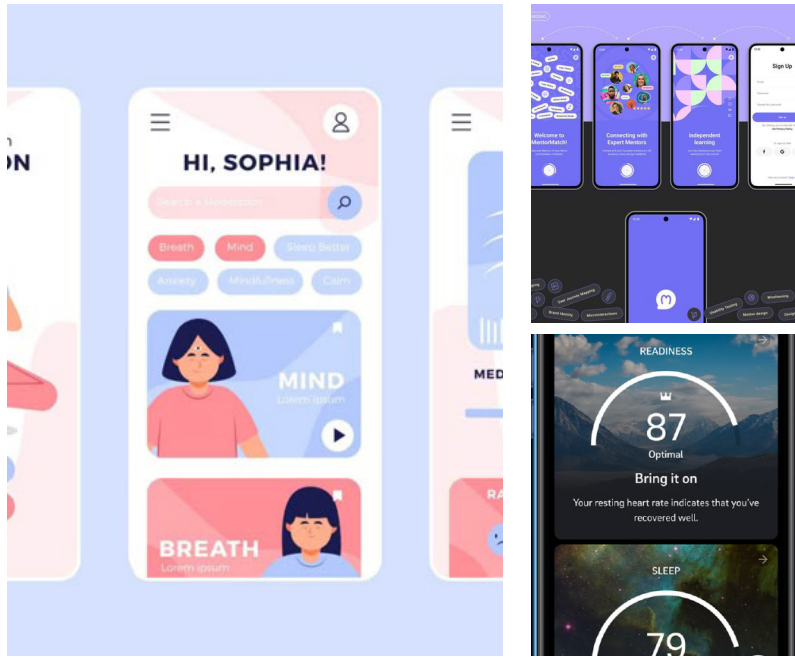
CHOSEN COLOR PALLETE

WHY THIS COLOR PALLETE WORKS THE BEST FOR LIORA

Throughout my color exploration for Liora, I considered multiple palettes that reflected wellness, trust, and accessibility. Each had its strengths, but after careful analysis, the deep navy (#0C0E32), soft sage green (#A4C8AE), and white (#FFFFFF) proved to be the strongest choice.

The rich teal and warm beige-gold palette was inviting and had strong contrast, but it leaned more toward an earthy, vintage feel rather than a modern and clinical wellness aesthetic. The deep olive green and warm blush had a natural, grounding effect but lacked high contrast, making readability an issue. A bold mauve pink and dark olive combination was vibrant and unique, but the 4.6:1 contrast ratio did not meet ideal accessibility standards. The deep indigo and soft periwinkle created a calming, professional tone, yet the lower contrast made legibility less than ideal.

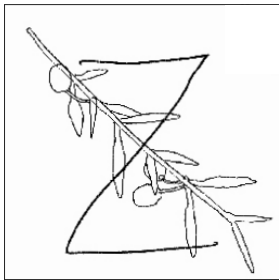
In contrast, the deep navy, sage green, and white palette offers the best balance of professionalism, clarity, and emotional impact. The navy provides stability and sophistication, the sage introduces a natural, refreshing softness, and the white ensures crisp, clean readability. With an excellent contrast ratio of 10.18:1, this palette not only enhances usability and accessibility but also establishes a modern, trustworthy, and wellness-focused identity for Liora.



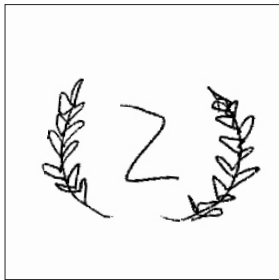
These moodboards represent a balance between sleek, modern dark-themed interfaces and bright, inviting color palettes that create a unique and engaging user experience. I'm drawn to the sophistication and depth of dark sleek app skins, which provide a premium, futuristic feel while maintaining readability and contrast. At the same time, I also love the creativity in bright, distinctive color palettes, which bring energy, warmth, and personality to the UI. My goal for

Liora's design is to create an app that feels inclusive and approachable—neither too girly nor too masculine—so that everyone can enjoy and benefit from it. By combining elements of clean typography, thoughtful color contrasts, and modern aesthetics, I want to ensure that the app feels both professional and welcoming to a diverse audience.

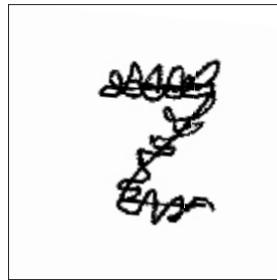
MOODBOARDS



The olive tree is deeply rooted in Greek history, symbolizing longevity, nourishment, and vitality.



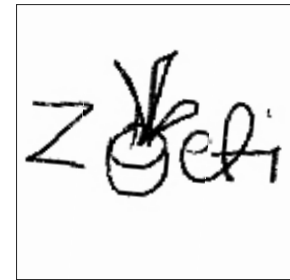
A Greek-inspired emblem, such as a laurel wreath encircling a modern "Z", referencing ancient wisdom in health and wellness.



A stylized Z made of flowing lines or vines, symbolizing life's organic rhythm.



Basil is often seen as a symbol of well-being and renewal, commonly used in both medicinal and culinary applications.



Aloe is a natural healing plant, known for its restorative properties in both nutrition and skincare.

LOGO SKETCHING



This logo is a great fit for Liora because it visually embodies wellness, nature, and growth, all key themes for a vitamin and health-focused app. The soft sage green conveys calmness, balance, and natural living, aligning with the idea of holistic health and mindful nutrition. The leaf-inspired design symbolizes renewal,

CHOSEN



This Liora logo perfectly embodies growth, wellness, and balance. The soft sage green evokes nature and harmony, while the leaf design symbolizes vitality and holistic health. Its clean, modern look ensures versatility across digital and print, making it a strong, trustworthy brand mark for a wellness-focused app.



This Liora logo variation enhances the sense of growth and vitality with its flowing circular frame, symbolizing wholeness and balance. The leaf elements remain organic and dynamic, reinforcing the app's focus on wellness and natural living. Its sleek, modern design ensures versatility, making it a strong, trustworthy mark for the brand.

LOGOS

Merriweather Sans

Designed by [Sorkin Type](#)

Sans Serif — Humanist

Technology — Variable

Feeling — Business

Feeling — Calm

Whereas disregard and contempt for human rights
have resulted

Kumbh Sans

Designed by [Saurabh Sharma](#)

Sans Serif — Geometric

Technology — Variable

Feeling — Calm

Whereas disregard and contempt for human rights
have resulted

TYPOGRAPHY

Montserrat Alternates

Designed by Julieta Ulanovsky, Sol Matas, Juan Pablo de Peral, Jacques Le Bailly

Sans Serif — Geometric Feeling — Calm

Whereas disregard and contempt for human
rights have resulted

Lexend

Designed by Barrie Shawn-Iroux, Thomas Jockier, Santiago Orozco, Héctor Gómez, Superunion | www.lexend.com

Sans Serif — Geometric Technology — Variable Feeling — Calm

Whereas disregard and contempt for human rights
have resulted

TYPOGRAPHY

Oxygen

Designed by [Vernon Adams](#)

Feeling — Business

Feeling — Calm

Sans Serif — Humanist

Feeling — Stiff

Sans Serif — Grotesque

Whereas disregard and contempt for human rights have
resulted

CHOSEN

Oxygen Mono

Designed by [Vernon Adams](#)

Appearance — Monospaced

Feeling — Stiff

Sans Serif — Humanist

Feeling — Calm

Sans Serif — Grotesque

Feeling — Vintage

Whereas disregard and contempt for human
rights have resulted

TYPOGRAPHY

Light 300

Liora Your Personalized Health Companion

Regular 400

Liora Your Personalized Health Companion

Bold 700

Liora Your Personalized Health Companion

OXYGEN

Regular 400 at 48px

Whereas a common understanding of these rights and freedoms is

Regular 400 at 36px

No one shall be held in slavery or servitude; slavery and the slave trade shall be prohibited in all their forms.

Regular 400 at 32px

Everyone has the right to an effective remedy by the competent national tribunals for acts violating the fundamental rights granted him by the constitution or by law.

Regular 400 at 21px

No one shall be subjected to arbitrary arrest, detention or exile. Everyone is entitled in full equality to a fair and public hearing by an independent and impartial tribunal, in the determination of his rights and obligations and of any criminal charge against him. No one shall be subjected to arbitrary interference with his privacy, family, home or correspondence, nor to attacks upon his honour and reputation. Everyone has the right to the protection of the law against such interference or attacks.

Regular 400 at 16px

Everyone has the right to freedom of thought, conscience and religion; this right includes freedom to change his religion or belief, and freedom, either alone or in community with others and in public or private, to manifest his religion or belief in teaching, practice, worship and observance. Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers. Everyone has the right to rest and leisure, including reasonable limitation of working hours and periodic holidays with pay.

OXYGEN

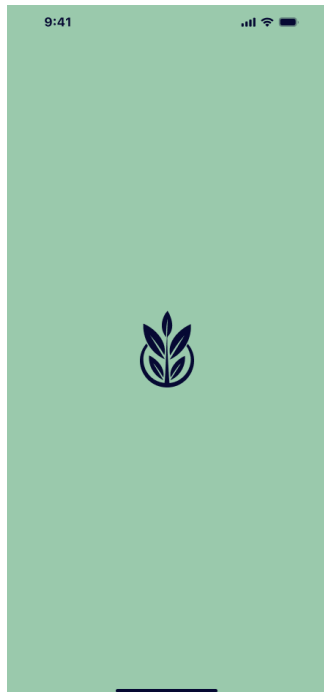
OXYGEN TYPEFACE

For my Liora app, I explored multiple typefaces that could best represent its wellness-focused, modern, and user-friendly identity. While options like Merriweather Sans, Kumbh Sans, Montserrat Alternates, Lexend, and Oxygen Mono each had their own strengths, I ultimately chose Oxygen as the best fit.

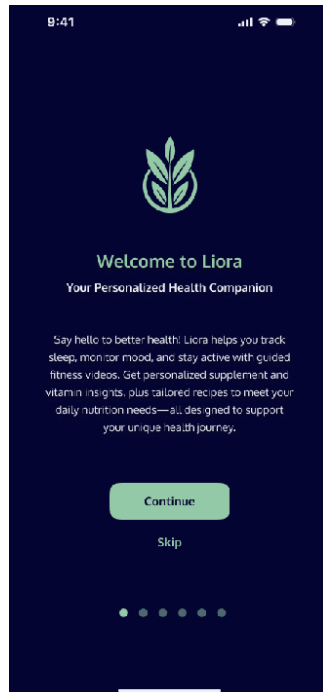
Oxygen strikes the perfect balance between readability, modernity, and warmth. Unlike some of the geometric typefaces I explored, Oxygen has a humanist quality, making it feel approachable yet sophisticated. Its clean and open letterforms enhance legibility, ensuring a smooth reading experience across both mobile and desktop screens. Compared to Merriweather Sans and Kumbh Sans, which have a more traditional or condensed look, Oxygen feels fresh and contemporary, aligning better with Liora's modern wellness branding.

Additionally, Oxygen performs better than Lexend and Montserrat Alternates in terms of versatility. Lexend, though highly legible, has a more specialized typographic structure that can feel overly technical. Montserrat Alternates, while visually striking, leans into a stylized aesthetic that might not be as effective in a health and wellness app requiring clarity and accessibility. Oxygen's well-balanced proportions make it easy to read at both large and small sizes, ensuring seamless usability throughout the app.

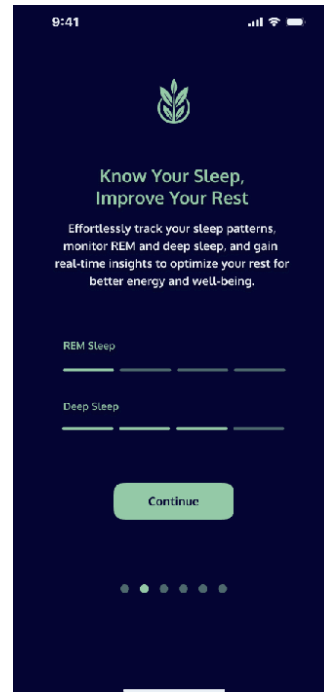
With a range of weights from Light to Bold, Oxygen provides the typographic flexibility needed for Liora's interface. Whether used for headings, body text, or UI elements, it maintains a clean, professional, and calming presence, reinforcing the app's mission to be a trustworthy, personalized health companion.



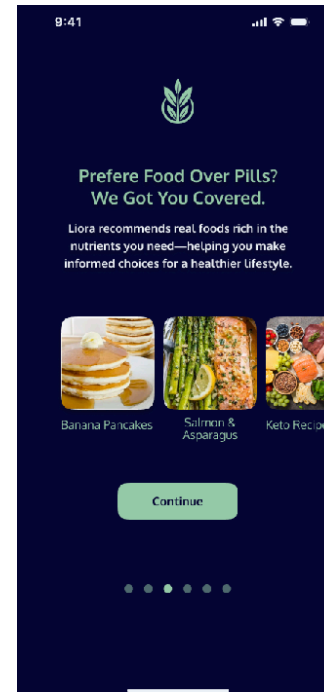
LOADING SCREEN



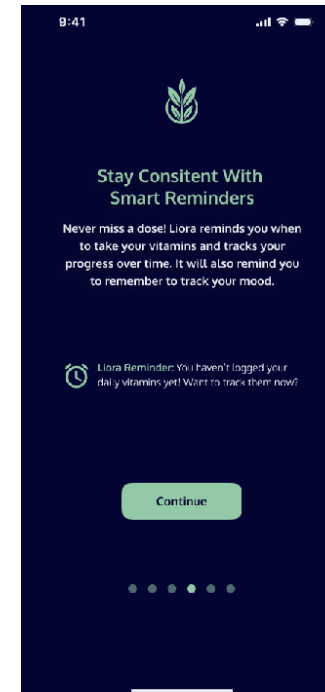
INTRODUCTION SLIDE 1



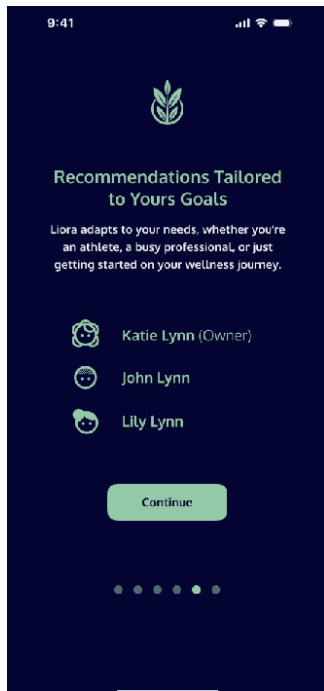
INTRODUCTION SLIDE 2



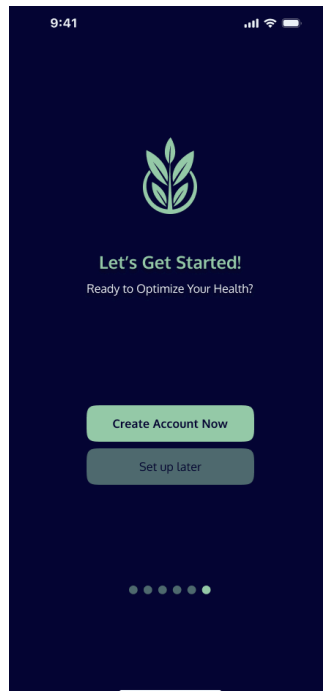
INTRODUCTION SLIDE 3



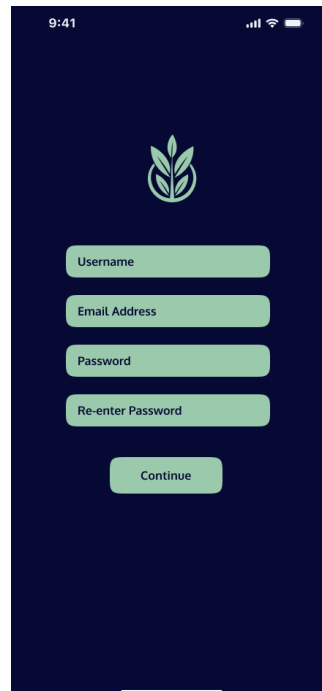
INTRODUCTION SLIDE 4



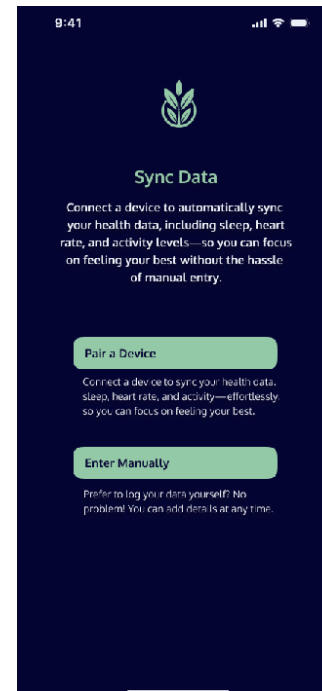
INTRODUCTION SLIDE 5



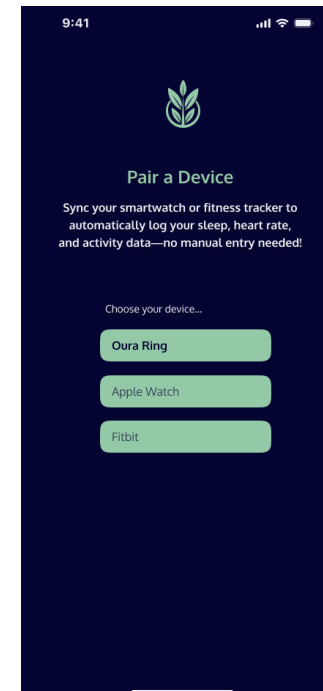
LETS GET STARTED



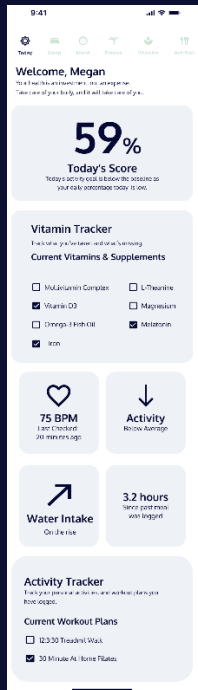
CREATE ACCOUNT



SYNC DATA



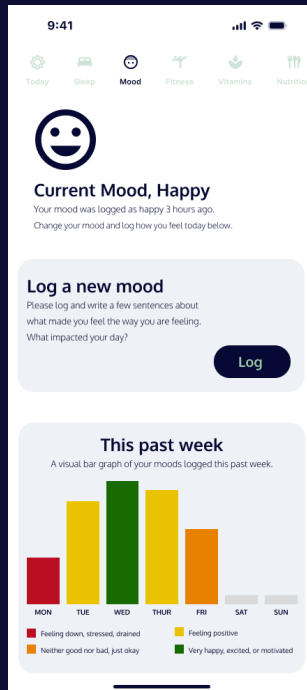
PAIR A DEVICE



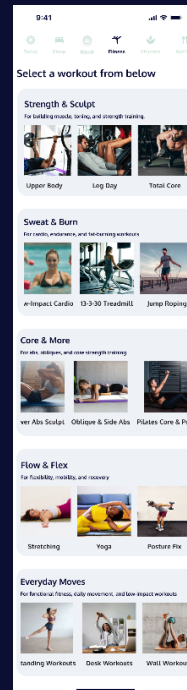
TODAY



SLEEP



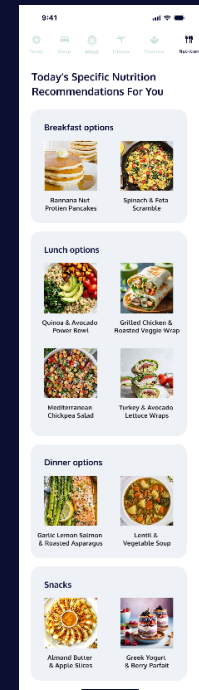
MOOD



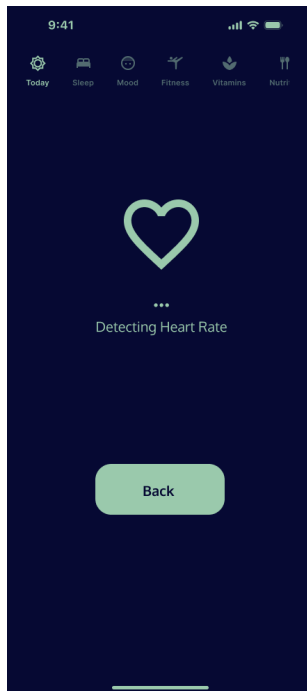
FITNESS



VITAMINS



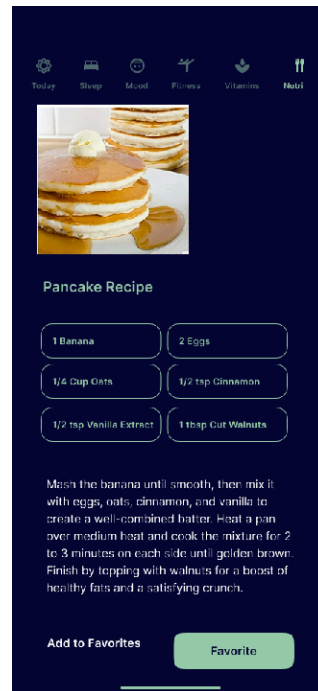
NUTRITION



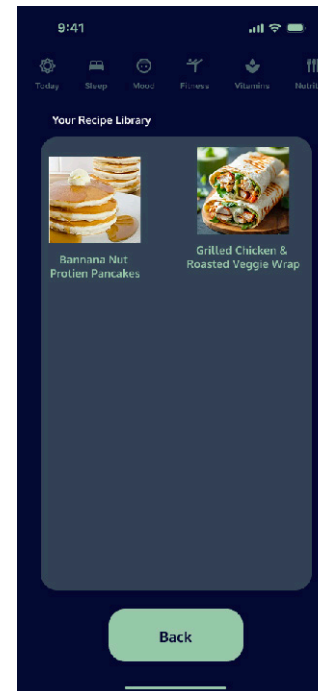
HEARTRATE CHECKER



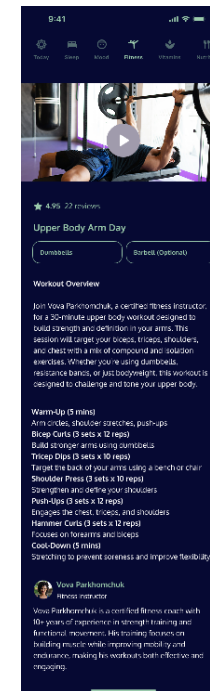
MEAL LOGGING



RECIPES



RECIPE LIBRARY



FITNESS VIDEO



VITAMIN INFORMATION



100%

WELCOME TO THE APP

YOUR JOURNEY STARTS HERE

Discover personalized health and wellness plans tailored to your goals. From nutrition to fitness, we've got you covered. Start your journey today!

GET STARTED



59%

Weekly Trainers

Discover personalized health and wellness plans tailored to your goals.

- Personalized Plans
- Expert Trainers
- Real-time Feedback

Weekly Trainers

Discover personalized health and wellness plans tailored to your goals.

Trainer 1

Trainer 2

Trainer 3

Healthy Snacks & Beverages

Discover personalized health and wellness plans tailored to your goals.

Smoothie

Salads

Healthy Snacks & Beverages

Discover personalized health and wellness plans tailored to your goals.

Smoothie

Salads

LIORA FIGMA LINK

[HTTPS://WWW.FIGMA.COM/DESIGN/AXSEHR6GENPHKLSF1LXLO/MOBILE-APP-WIREFRAMING-UI-KIT-\(COMMUNITY\)-\(COPY\)?NODE-ID=2003-394&T=BBHIVCD08W07HDAX-1](https://www.figma.com/design/AXSEHR6GENPHKLSF1LXLO/MOBILE-APP-WIREFRAMING-UI-KIT-(COMMUNITY)-(COPY)?node-id=2003-394&t=BBHIVCD08W07HDAX-1)



IPHONE APP DESIGN LIORA MEGAN ROBSON

UI/UX 2025 SPRING

