

DiaBeatIt

Maki Hirose

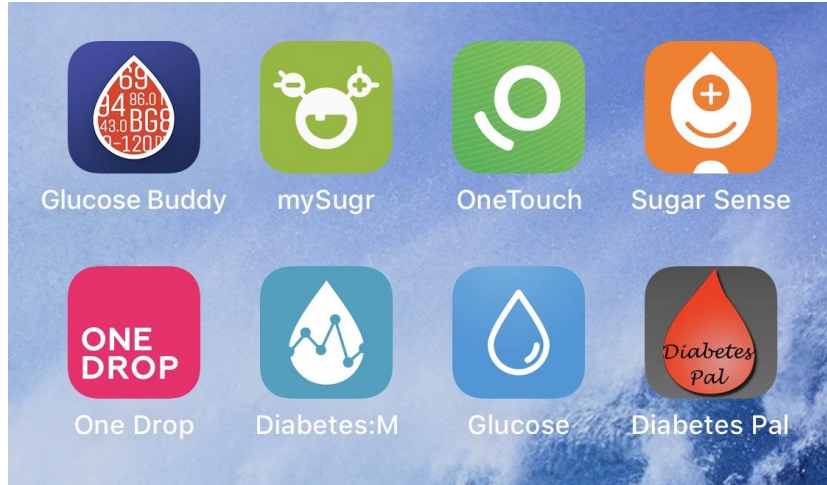
An app to help prevent diabetes
through healthy eating

The Problem & The Mission



- There are apps available for diabetes patients to keep track of their diabetes, but there are no apps to help prevent non-diabetic people from becoming diabetic.
- The mission is to create this app. It will calculate and record daily calorie intake and have search tools for health eating.

Market Research



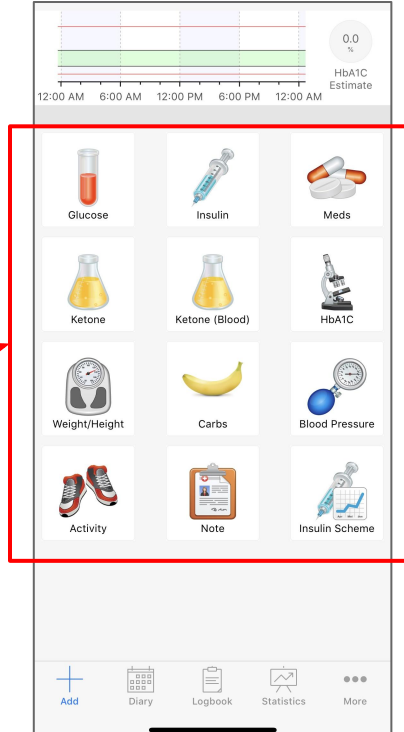
- These are some of the diabetes apps available on the market.
- They are all designed for people who already have diabetes.
- But there are no apps to help prevent non-diabetic people from becoming diabetic.

Market Research (cont.)

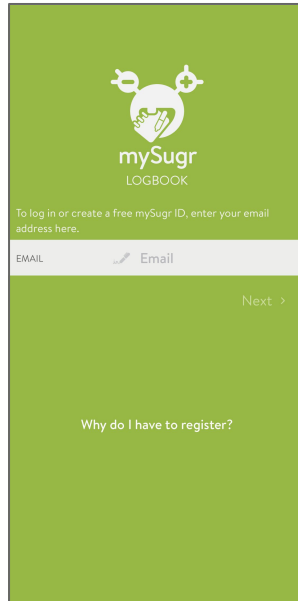
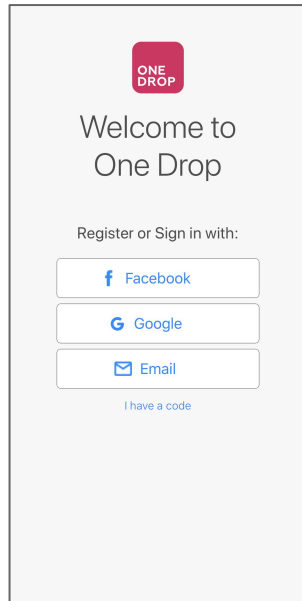
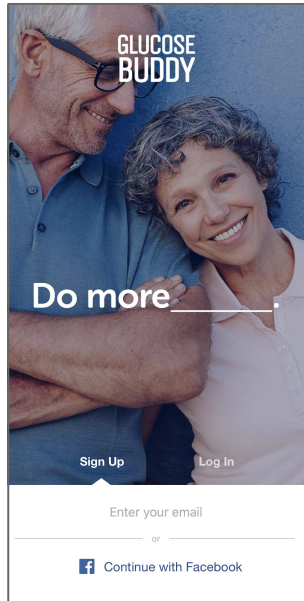


- Diabetes apps are very complicated to use since you need to enter a whole lot of information including insulin, meds, ketone, HbA1C and blood pressure.

Most of these things are not applicable to non-diabetic people on a daily basis.

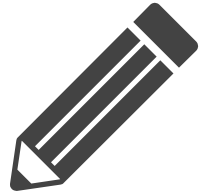


Market Research (cont.)



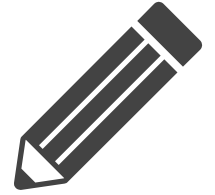
- It is really annoying to be forced to make an account in order to use the app.
- There should be a “guest” or “demo” option so that a user can try out the app and see if they like it or not before committing to the tedious task of making an account.

User Research



- Non-diabetic users want an app specific to their needs in order to prevent becoming diabetic.
- Non-diabetic users want a simple app. They find diabetes apps that are currently on the market to be very complicated to use and there are too many criteria that are not relevant to them.

User Research (cont.)



93.8%

Users want to be able to keep track of their health by monitoring their calorie intake. They want to be able to record their food intake into an app and have it total the calories for that day.

87.5%

Users want to be able to search healthy recipes using the app.

68.8%

Users want to be able to search health food stores using the app.

Additional Features Proposed for App



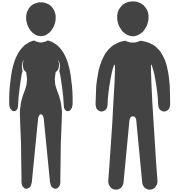
- Users can input their food intake using one of the following four available options:
 - 1) Drop down menu to select from predefined meal list (lasagna etc.)
 - 2) Drop down menu to select from predefined drink list (wine etc.)
 - 3) Drop down menu to select from predefined ingredient list (carrot etc.)
 - 4) Manual entry of calories for those items not available in the above three predefined drop down menus

Additional Features Proposed for App (cont.)



- A health timeline to project a user's life expectancy based on a variety of factors including their dietary habit.
- A digital health card that displays a user's health information including medication that they are using and a list of their known allergies.

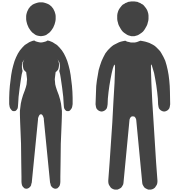
Target Audience



- **Female and Male**
- **19 years and older**
- **Particularly pregnant women**

- Pregnant women can develop Gestational Diabetes (aka Glucose Intolerance) during pregnancy. If glucose levels are not kept at bay, this could lead to Type 2 Diabetes in the long run.

Target Audience (cont.)

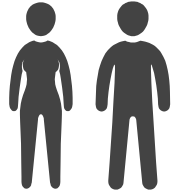


Gestational Diabetes affects between 2~10% of pregnancies each year.

Pregnant women are more likely to get Gestational Diabetes if they are one or more of the following:

- Asian, African-American, Hispanic, or Native American
- Overweight before they got pregnant
- Have high blood sugar levels, but not high enough to be diabetic
- Have a family history of diabetes
- Have had Gestational Diabetes before
- Have high blood pressure or other medical complications
- Have given birth to a large baby before (greater than 9 pounds)
- Have given birth to a baby that was stillborn or had certain birth defects

User Persona



Kyoko

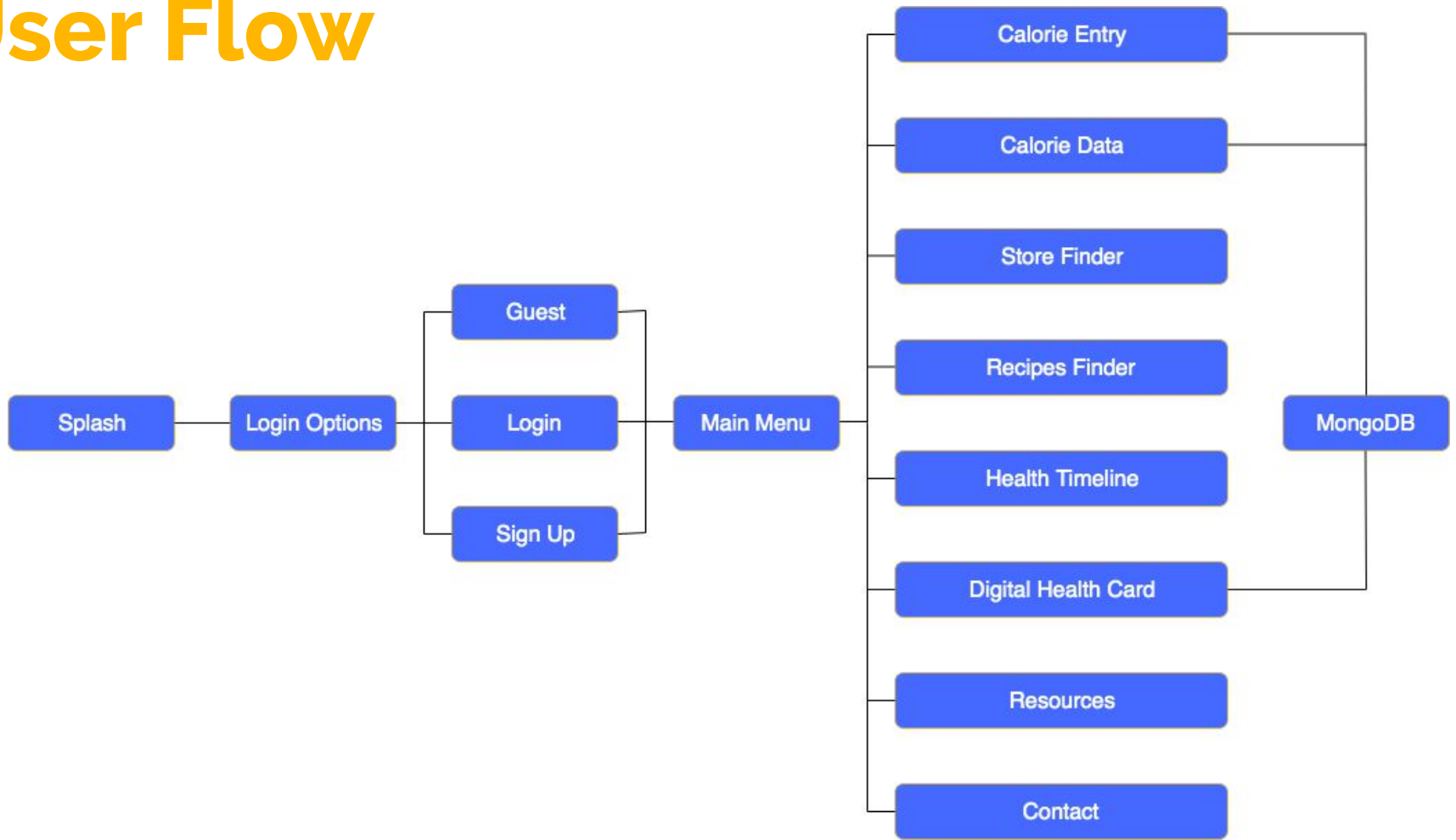
- Soon-to-be-mother
- 36 years old
- Asian
- Pregnant and has Glucose Intolerance
- Wants to monitor her daily calorie intake to prevent becoming diabetic in the long run



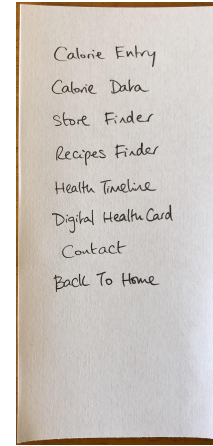
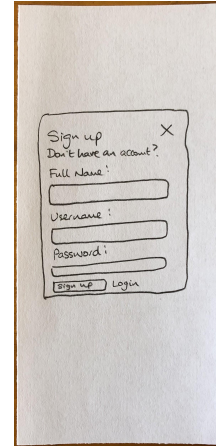
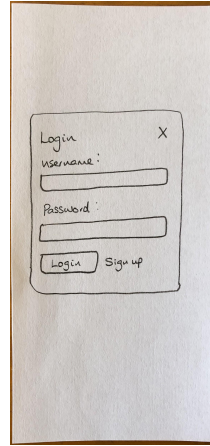
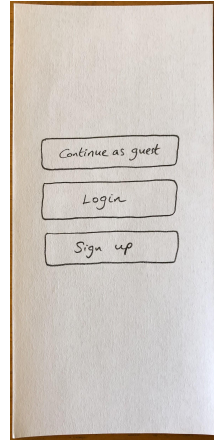
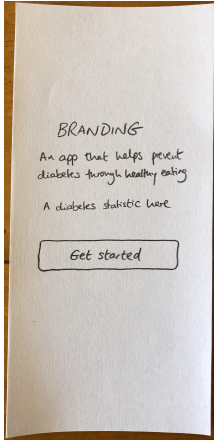
Initial Design for DiaBeatIt

User Flow, Paper Prototyping,
A/B Testing, Usability Testing

User Flow



Paper Prototyping



Paper Prototyping (cont.)

BRANDING

CALORIE ENTRY

ENTER DATA:

1. Please select date:

(date-picker)

2. Please enter ONE of the following ways:

A. select from food list

quantity

B. Manual entry of food

Name of food

Calories

C. Select from ingredient list

grams

D. Manual entry of ingredient

Name of ingredient

Calories/gram

grams

3. Please enter any additional notes (optional):

Any error messages will appear here

Submit

BRANDING

CALORIE DATA

RETRIEVE DATA:

Filter by date:

(datepicker)

Date Edit X

Name of food/ingredient

Calories

Additional notes

Date Edit X

Name of food/ingredient

Calories

Additional notes

TOTAL CALORIES:

NUMBER ITEMS HERE

RECOMMENDED DAILY CALORIE INTAKE CHART:

FEMALE:

30 ~ 40yrs Range here

40 ~ 50yrs Range here

50 ~ 60yrs Range here

60 ~ 70yrs Range here

80+ yrs Range here

MALE:

30 ~ 40yrs Range here

40 ~ 50yrs Range here

50 ~ 60yrs Range here

60 ~ 70yrs Range here

80+ yrs Range here

BRANDING

STORE FINDER

Enter store/restaurant type:

e.g. health food store

Enter location:

e.g. Manhattan or 10010

Any error messages will appear here

Search

Store Photo

Store Name

Rating

Description

URL

BRANDING

RECIPES FINDER

Enter ingredients:

e.g. kale

Recipe target calorie count:

Calories

Any error messages will appear here

Search

Recipe Name

Rating

Description

URL

BRANDING

HEALTH TIMELINE

Please enter the following information to display your projected life expectancy:

Current age:

Years

Current weight:

Pounds

Current height:

Inches

Current dietary habit:

Current exercise frequency:

Any error messages appear here

Submit

Oyears

Your current life expectancy is 85 years

120 years

Paper Prototyping (cont.)

BRANDING | ☰

DIGITAL HEALTH CARD

This information can be picked and kept in your wallet for reference in case of emergency.

Full name:

Emergency contact name:

Emergency contact phone number:

Primary care physician:

Primary care physician phone number:

Medical conditions:

Medication:

Known allergies:

Any error messages will appear here

Digital health card renders here

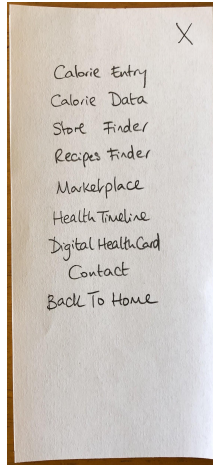
BRANDING | ☰

CONTACT

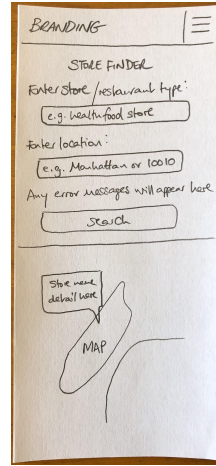
To contact the administrator to post a listing on the marketplace, e-mail: admin@hdsapp.com

Please note that while this app aims at helping to prevent diabetes, the app itself does not prevent diabetes.

Paper Prototyping (cont.)



Hamburger menu
(Top right
drop down menu)



Store Finder
alternative layout
with Google Maps

Paper Prototyping (cont.)

Tablet

BRANDING

CALORIE ENTRY

ENTER DATA:

1. Please select date:

2. Please enter ONE of the following lines:

A. Select from food list

Calories

B. Manual entry of food

Name of food

Calories

Paper Prototyping (cont.)

BRANDINGS

CALORIE ENTRY

ENTER DATA:

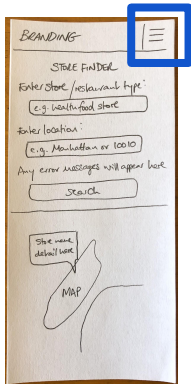
1. Please select date:

2. Please enter ONE of the following lines:

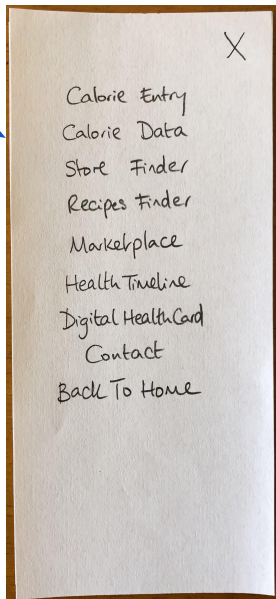
A. Select from food list

B. Manual entry of food

A/B Testing



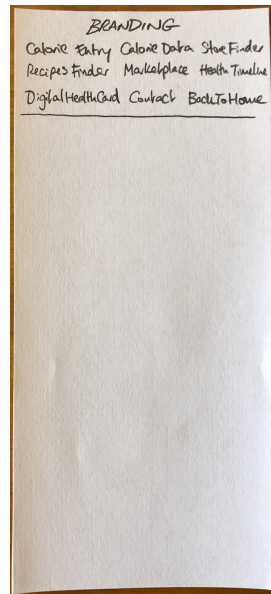
Click hamburger menu,
then full screen drop down



100%

- Clean and organized

Navigation



Navigation and entire
menu items always visible
on top of app

0%

- Cluttered
- Takes up valuable space

VS

Usability Testing Feedback



- Users indicated it would be nice to have the Google Maps version of the Store Finder page (Note: this would largely depend on whether it can be coded in the allotted time for the app's budget).

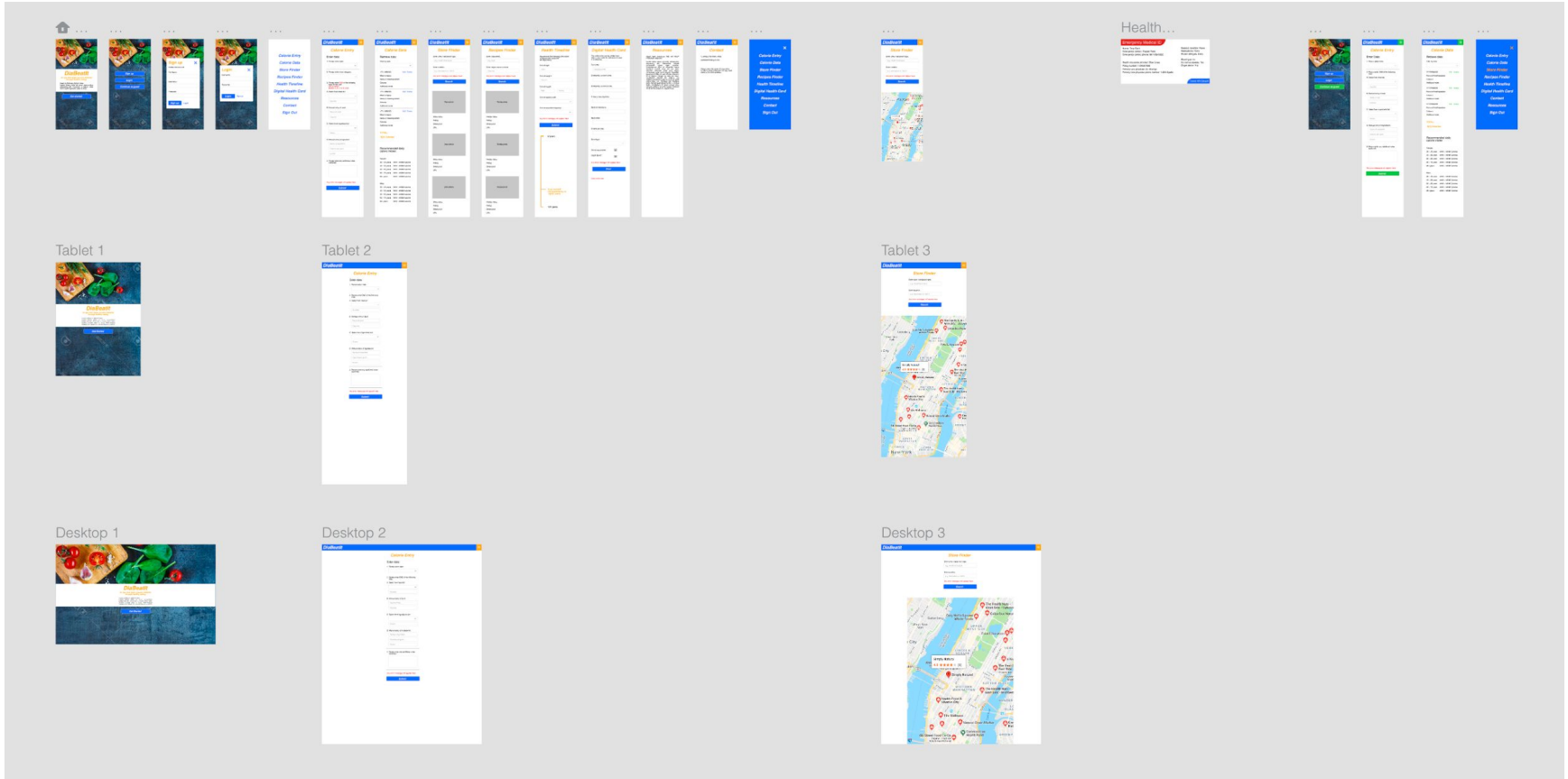


Proposed Design for DiaBeatIt

High Fidelity Sketches, Photography,
User Feedback, GitHub URL

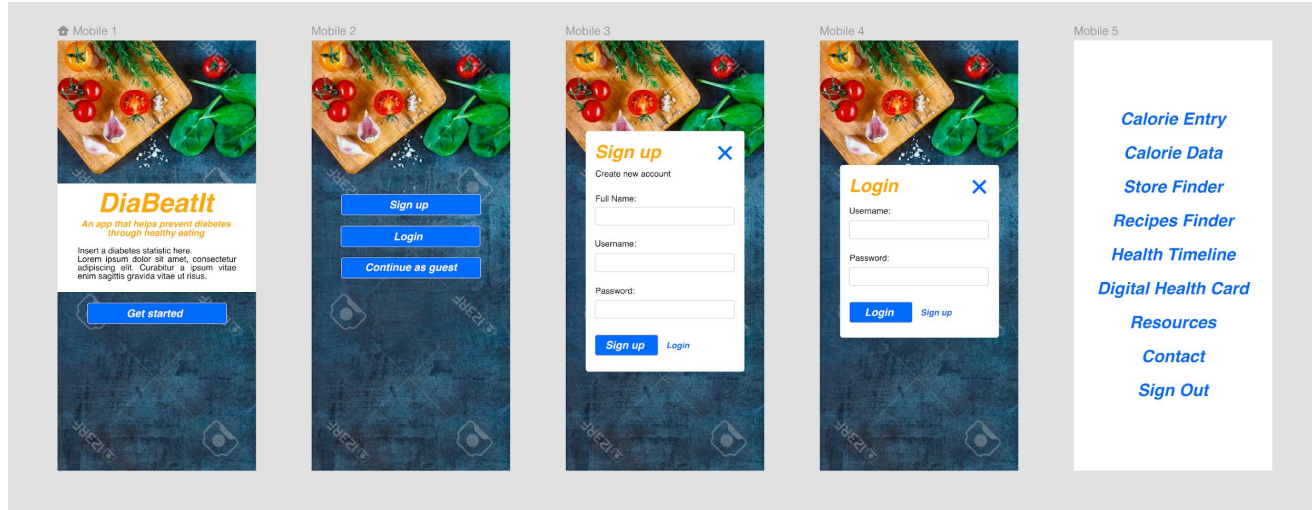
High Fidelity Sketches

Overview



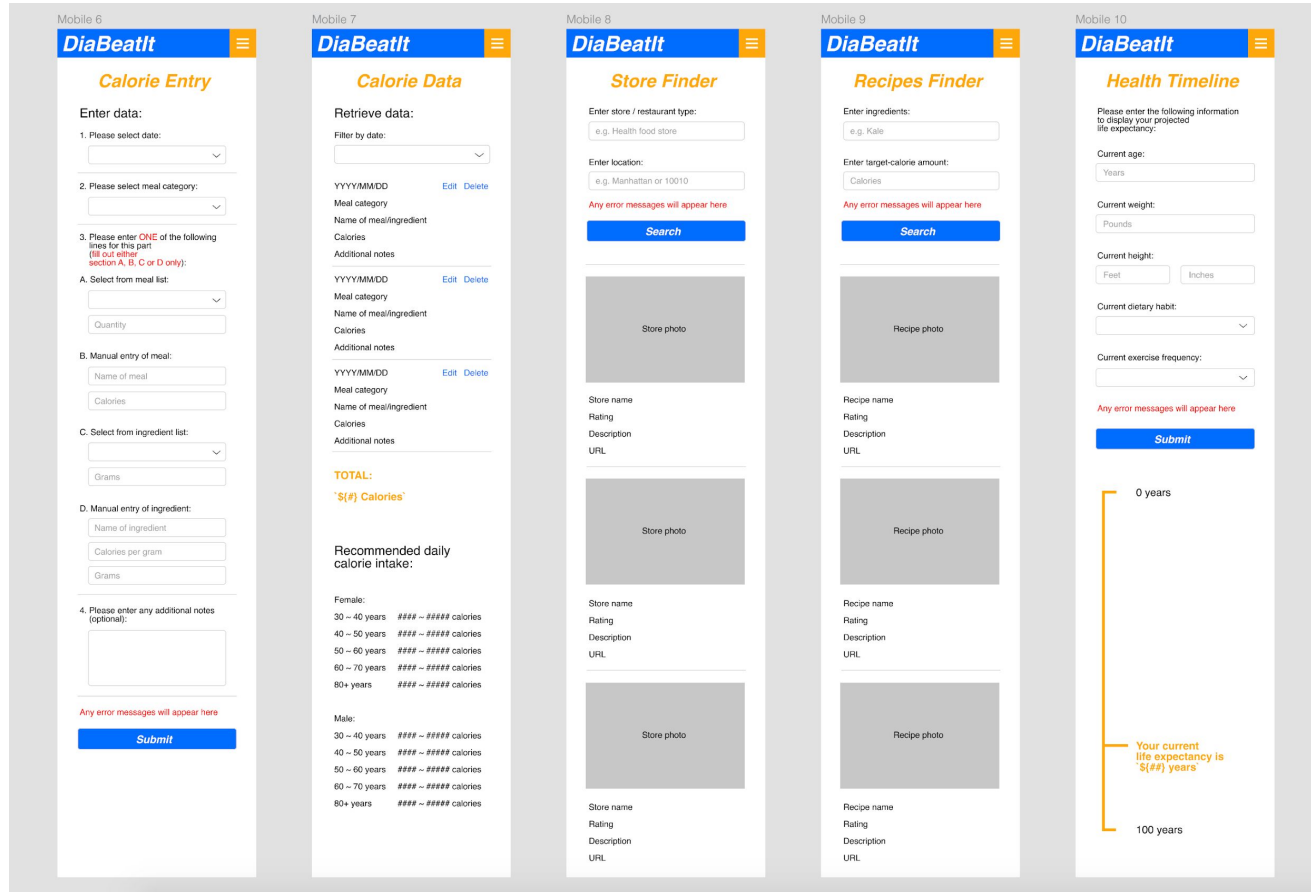
High Fidelity Sketches (cont.)

Mobile



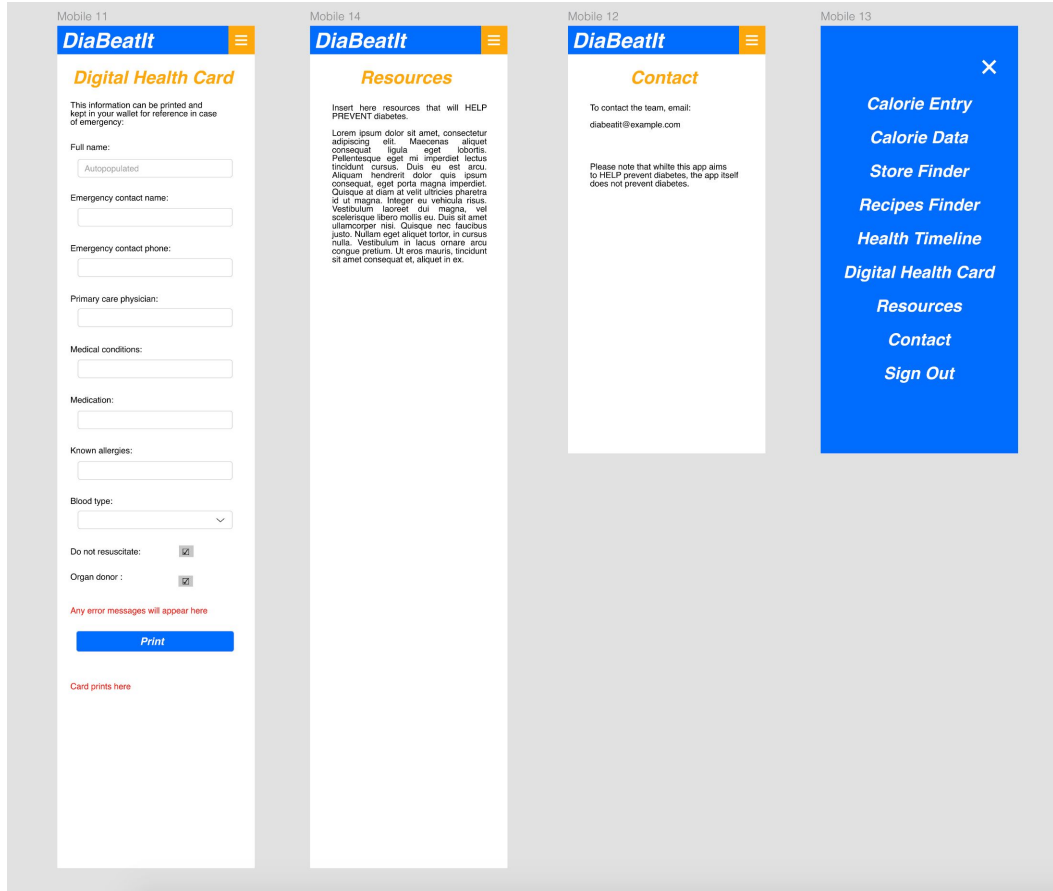
High Fidelity Sketches (cont.)

Mobile

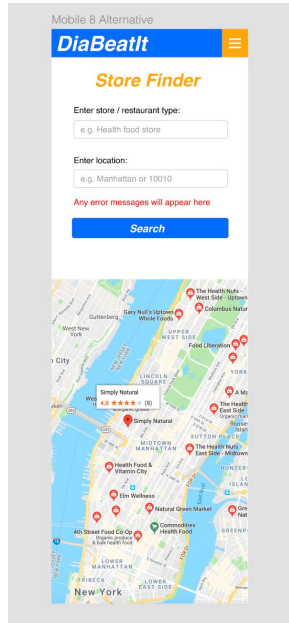


High Fidelity Sketches (cont.)

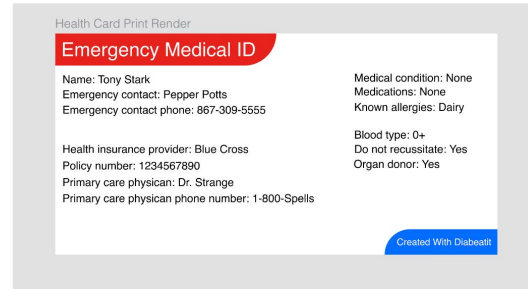
Mobile



High Fidelity Sketches (cont.)



Store Finder
alternative layout
with Google Maps

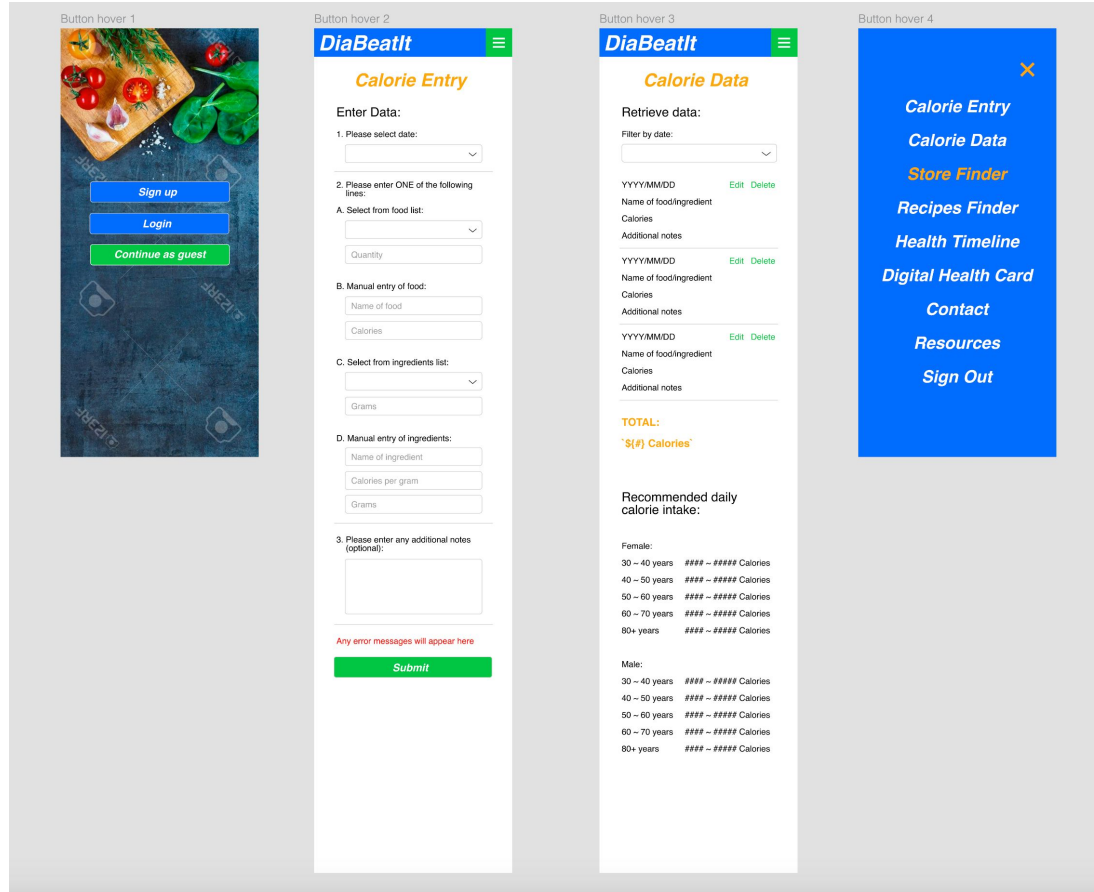


Digital Health Card
print render

High Fidelity Sketches (cont.)

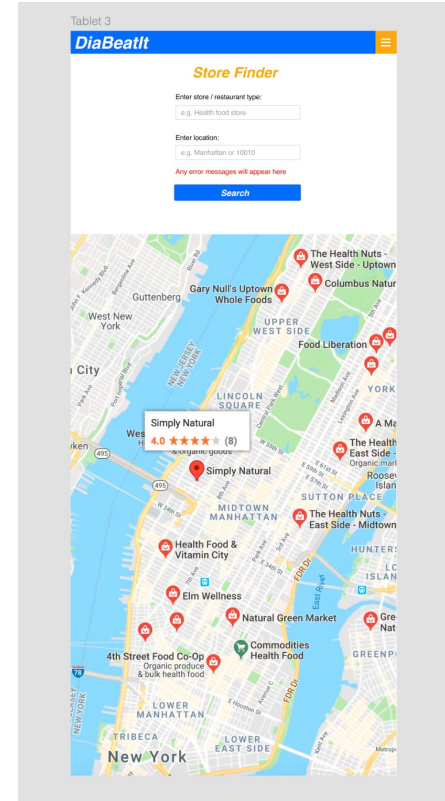
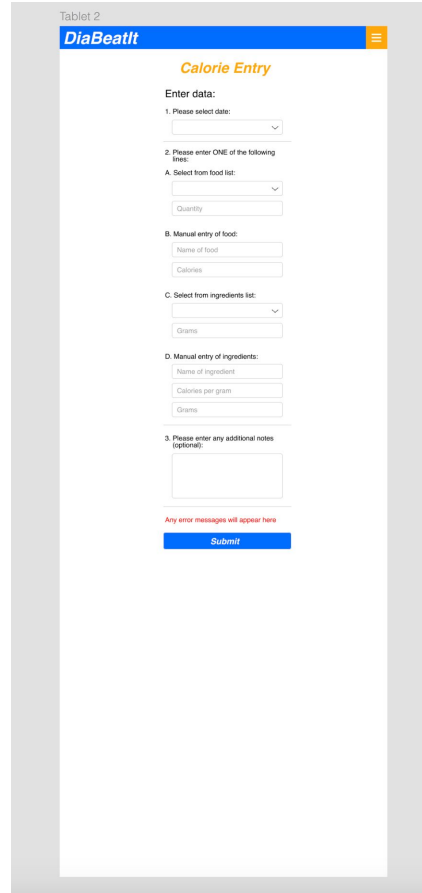
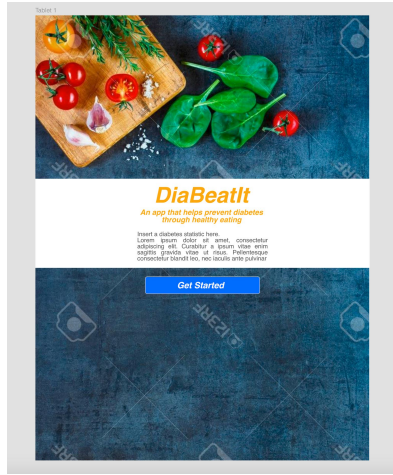
Mobile

Button hover colors



High Fidelity Sketches (cont.)

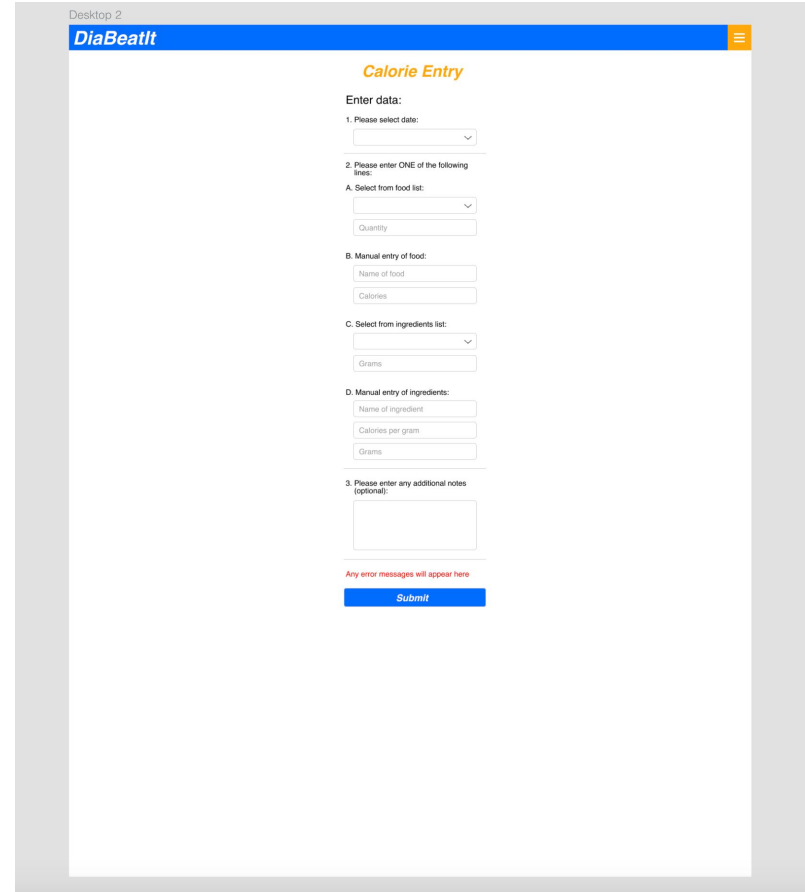
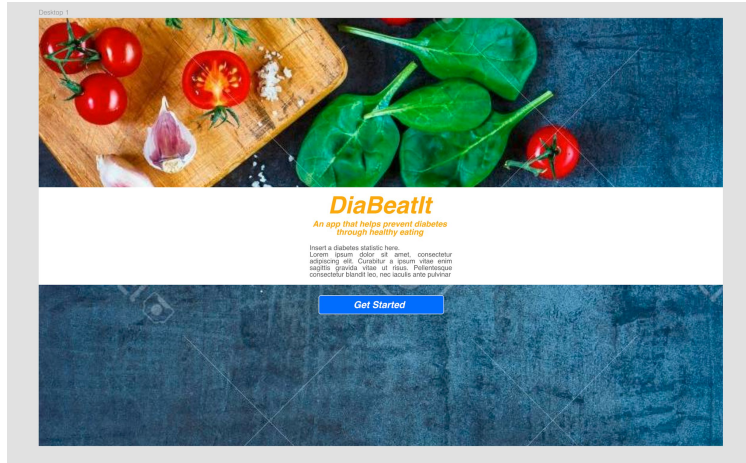
Tablet



Store Finder alternative layout with Google Maps

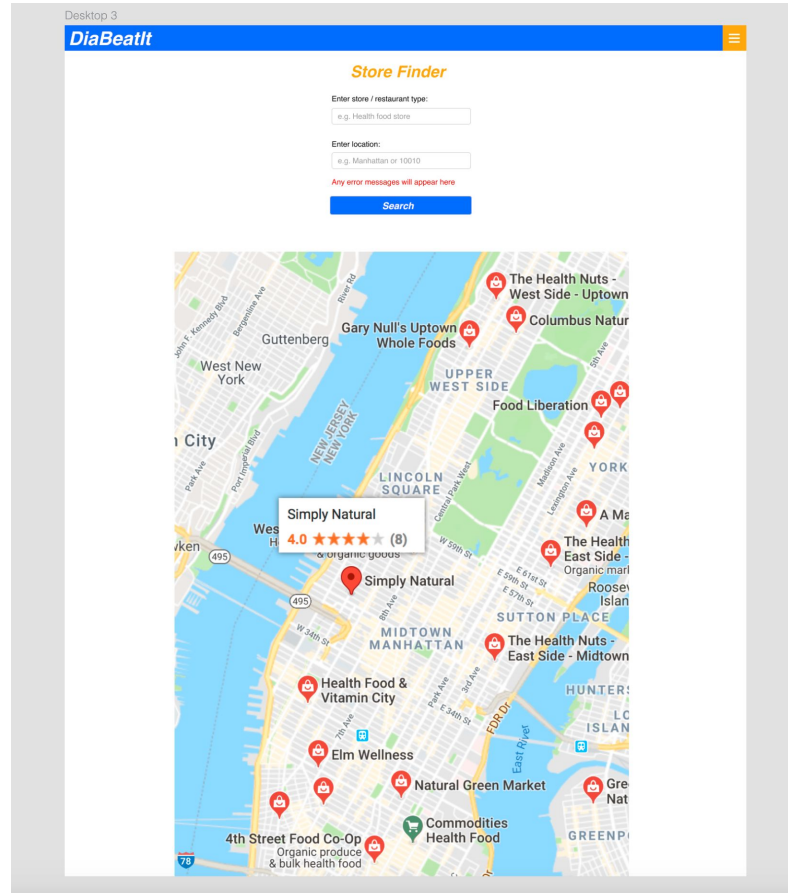
High Fidelity Sketches (cont.)

Desktop



High Fidelity Sketches (cont.)

Desktop



Store Finder alternative layout with Google Maps

Photography



- In a day and age where advertising has dwindled down to boring copy on a colored background—something that could have easily been made in Microsoft Word—having a photograph or illustration as a hero image is key for making an app more prominent to a user's mind. Eventually an app will need to be advertised in some form and having a great hero image will help greatly in this process.
- The hero image was sourced from a stock image site.
- This particular image was chosen because it transports a user's mind to a healthy eating experience.

Usability Testing Feedback



- The diabetes statistic quote on the splash page could be omitted to save valuable screen space.
- If omitting the diabetes statistic on the splash page, bring over the Sign up / Login / Continue as guest buttons from the second page to the splash page to streamline the app.

GitHub URL



- InVision Studio Design:
<https://github.com/makicoding/DiaBeatIt-UXUI>



Thanks!

Any questions?

You can find me at makicoding.com & maki@makicoding.com