UX UI Design, 2021

FOOD SAFETY WEB DESIGN

This web design brings a critical component of a retailer's operational strategy to ensure favorable brand perceptions and loyalty, and to ensure profitability and mitigate liabilities.

About this project

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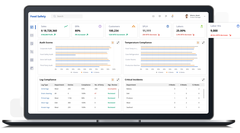
This pandemic has brutally forced businesses to shut down. And food safety concerns are more important than ever before, as you all know how this pandemic started.
So, to have a safe and compliant friendly retail system is what we thrive upon and this web application provides the same with great UX as well as UI design to its user.



Process, IA & UX

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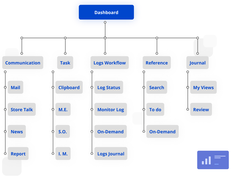
In this project, I will demonstrate the design process of creating food safety web app with collection of information architecture, dashboard, landing pages and some internal screen wireframes.

Process

This involves initial interviews with stakeholders to know problem statement and work accordingly further on this project. Gathering helpful insights on this project was necessary to identify and resolve possible problems.

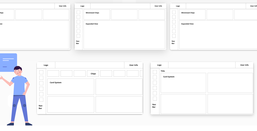
Information Architecture

Organizing and structuring the content for ease of navigation through the website we required information architecture.



Wireframes

Having information architecture, started working on wireframe and prototypes, which allowed to do some tests again in initial stages of web design.



Visual Design

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After completing all the necessary previous process, Visual design was the final step where typography, colors and UI of all the screens was done. Once typography and colors were approved, created consistent and detailed screens for this project

Typography

Open Sans is a well-known and well-balanced font by Steve Matteson. This typeface has a good legibility and readability.

Open Sans

ABC abc 123 !@#$ Regular

ABC abc 123 !@#$ Semibold

ABC abc 123 !@#$ **Bold**

Colors

Carefully picked color combination for UI elements which satisfy color contrast requirements.

Primary Colors

#0046CC

Other Colors

#FF7600 #00A868 #F44336 #F9C333 #7B8A43

#E9ECFA #EF2E2C #FEECEA #E9ECFA #F0F0F0

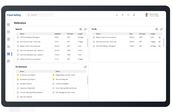
UI Design

Dashboard Screen

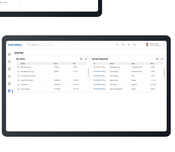
Communication Screen

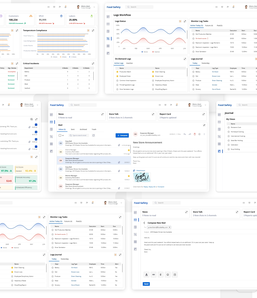
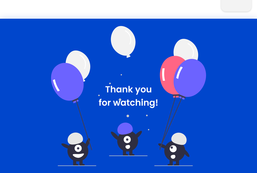
Task Screen

Logs Workflow Screen



Reference Screen



Journal Screen

All Screens