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*The Creative Process
of Undergraduate
Final Year Projects*

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Azahar Harun and
Mohd Zaki Mohd Fadil

GRAPHIC PHILOSOPHY

*The Creative Process of
Undergraduate Final Year
Projects*

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Graphic Philosophy: The Creative Process of Undergraduate Final Year Projects

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A Study on How Well Can a Smartphone App for Grocery Listings Works in Reducing Confusion in the Local Store Section

abstract

This study aimed to explore the effectiveness of using a smartphone app for grocery listings in reducing confusion in the local store section. The design of the app was optimized to make it user-friendly and visually appealing. In particular, color choice played a crucial role in the design as it can greatly impact the overall user experience. Through a combination of user testing and surveys, the study found that the use of a grocery listing app with a well-designed interface, including the appropriate use of color, can significantly improve the shopping experience and reduce confusion in the local store section. The results of this study can be used to inform the development of similar apps in the future.

introduction

The development of mobile applications has increased through the years and it can't seem to be ended near soon. Aside from that, mobile applications these days no doubt have helped most people going through their days. Items such as tracking our heartbeat to counting how many steps we take each day are now becoming usual things and this shows how to advance the evolution of a mobile application and how important it is as a designer to design a competent app where it is followed the achievement of the main goal which is to solve people daily life problem. This is how the idea for an app called Ezylisting was born.

It was created to address a common problem, particularly among Malaysians, where men and boys are given specific items to buy in local stores by their mothers or wives to fill up their grocery needs. The frequently become stuck in a particular grocery section where they are unable to identify the type of vegetable, fish, and other foods.

logo design

The Ezylisting logo features a simple and clean design, using the font type Coolvetica. The color #EF5628 adds a bold and vibrant touch to the logo, making it easily recognizable. The use of a font-based logo design emphasizes the simplicity and ease-of-use of the Ezylisting app, making it perfect for quick grocery shopping. The combination of a distinctive font, bright color, and simple design helps establish the Ezylisting brand and makes it stand out in the crowded market of grocery shopping apps.

The logo for EzyListing is displayed in a bold, orange, sans-serif font. The word "EzyListing" is written in a single line, with a registered trademark symbol (®) at the end. The letters are thick and have a clean, modern appearance.

Figure 1. EzyListing logo

objectives

- Simplify the grocery shopping experience.
- Streamline the process of grocery shopping.
- Reduce stress and frustration associated with grocery shopping.

color palette

The color palette chosen for the Ezylisting app includes a warm and inviting pink shade (#F7AC96), a crisp and clean white (#FFFFFF), and a bold and energetic red (#ED5727). These colors work together to create a visually appealing and easy-to-use design that encourages users to engage with the app. The pink shade provides a soft, inviting feel, while the white helps to create a clean and modern look. The red adds a pop of energy and helps to highlight important information, making it easy for users to quickly find what they're looking for. Overall, the color palette has been carefully chosen to create an enjoyable and user-friendly experience for those who use the Ezylisting app.



Figure 2. App color palette

The color palette chosen for the Ezylisting app is both modern and inviting. The warm and soft hue of #F7AC96 creates a welcoming atmosphere and sets the tone for an enjoyable and efficient shopping experience. The use of white (#FFFFFF) helps to balance the design and provide a clean and crisp look, making the interface easy to navigate. The bold pop of red (#ED5727) provides an eye-catching contrast and draws attention to important features within the app. These colors have been carefully selected to create a cohesive and aesthetically pleasing design that enhances the user experience.

font type

The font type chosen for the Ezylisting app is Coolvetica. This font is a sans-serif typeface designed by Roger Excoffon in the 1970s. It is a classic font that has a sleek and modern look. The design of Coolvetica font is versatile, making it a perfect choice for a wide range of applications, including digital platforms like the Ezylisting app. It is easy to read and adds a professional touch to the overall design of the app. By using Coolvetica, the Ezylisting app is able to achieve its objective of being simple, clean, and user-friendly, while still making a statement with its unique and stylish font choice.

The Coolvetica font type was carefully selected for the Ezylisting app to provide a modern and clean feel to the overall design. This font is a sans-serif typeface with a strong personality, making it perfect for creating a distinctive and bold brand identity.

COOLVETICA

Figure 3. Font type used

wireframes

Wireframes are an important part of the design process for any app, including Ezylisting. They serve as a visual representation of the app's user interface and provide a foundation for the app's design. Wireframes help to illustrate the app's overall structure and layout, as well as the placement of buttons, text fields, and other elements. By creating wireframes for Ezylisting, designers and developers can work together to ensure that the app will be easy to use and will meet the needs of its users. The wireframes also provide a way to make changes to the app's design before it is developed, which can help to save time and money in the long run.

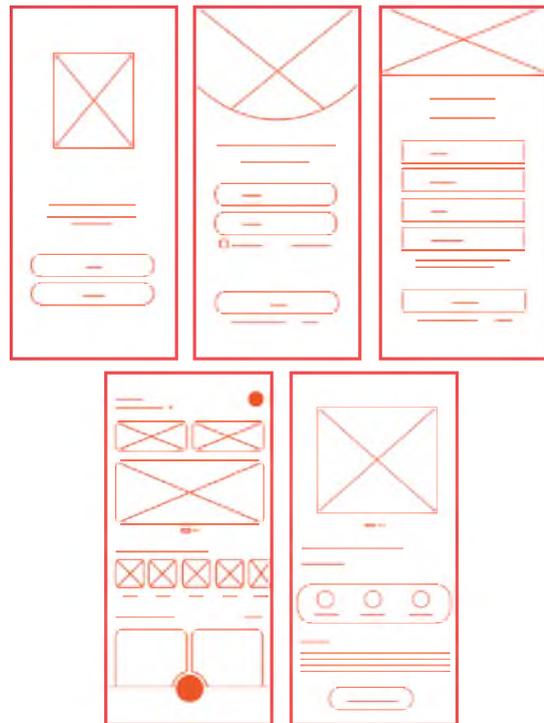


Figure 4. App wireframes

The wireframes for the Ezylisting app are a crucial step in the design process as they help to visualize the layout and functionality of the app before any actual development takes place. Wireframes provide a clear visual representation of how the app will look and how it will work, allowing designers and developers to make adjustments and improvements before any code is written. By creating wireframes, the design team can ensure that the final product meets the needs and expectations of the users. They also help to establish the overall look and feel of the app, providing a foundation for the designers to build upon.

prototypes design

A prototype design is a representation of a product, app or software that has not been fully developed. It allows developers, designers, and stakeholders to visualize the final product and test its functionality before the actual development process begins. In the case of Ezylisting, the prototype design helps to outline the overall look, feel, and user flow of the app. It is an important part of the design process as it allows for early feedback and identification of potential issues, leading to a smoother and more efficient development process.

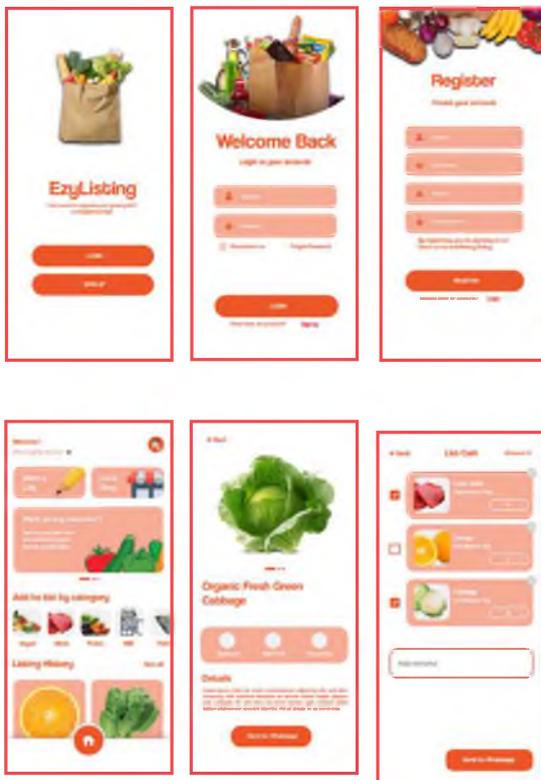


Figure 5. App prototypes

final outcome

The final outcome of the design process for Ezylisting is a user-friendly and intuitive grocery shopping app that streamlines the process of making and organizing lists. The app is designed to be visually appealing with a clean and modern interface that is easy to navigate. The color palette of #F7AC96, #FFFFFF, and #ED5727 creates a warm and inviting aesthetic that is pleasing to the eye. The font type, Coolvetica, adds to the overall appeal of the app and reinforces the simplicity and organization the app represents. The wireframes and prototype design allowed the designers to test and refine the user experience, resulting in an app that is both efficient and enjoyable to use. The final outcome is an app that saves time, reduces stress, and makes grocery shopping easier for everyone.

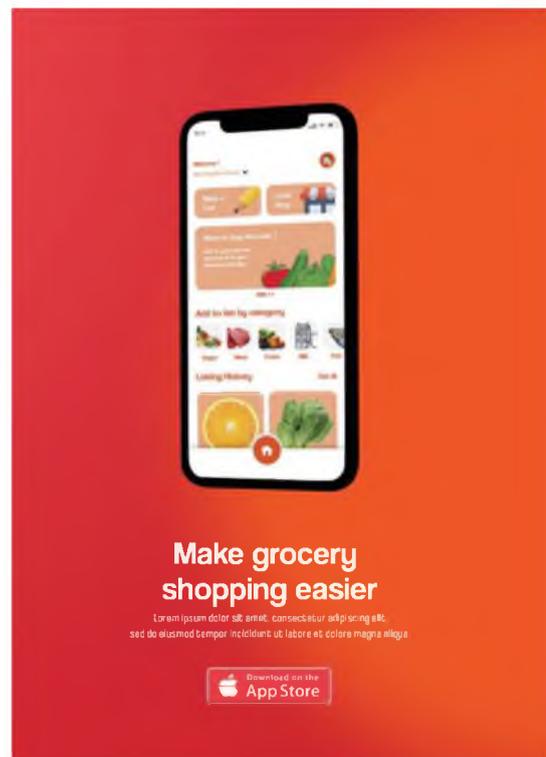


Figure 6. Final outcome

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“Every great design begins with
an even *better* story”

- Lorinda Mamo

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