Concept 01

A catalog of wild plants and herbs that can provide medicinal benefits with guided application.

Features:

Identification System/ (Questionnaire and Photo Recognition)

Instructional Guide on how to prepare or use plants post identification to utilize their affects.

Design Choices:

White, bright and moderately spaced (like the atmosphere of a sanitary hospital).

Subtle pastel colors for accents.

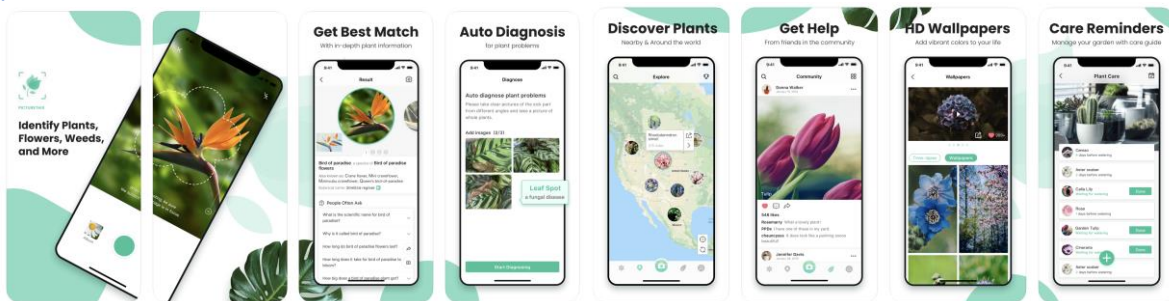Clean but fun text, balance to a modern, minimal aesthetic.

Side bar navigation with flipped-page transition animation.

Competitor:

Picture This – Plant Identifier

https://apps.apple.com/us/app/picturethis-plant-identifier/id1252497129

Identification of plant species with location, as well as caring for plants with support from a community-based forum. Does not provide a medicinal aspect.
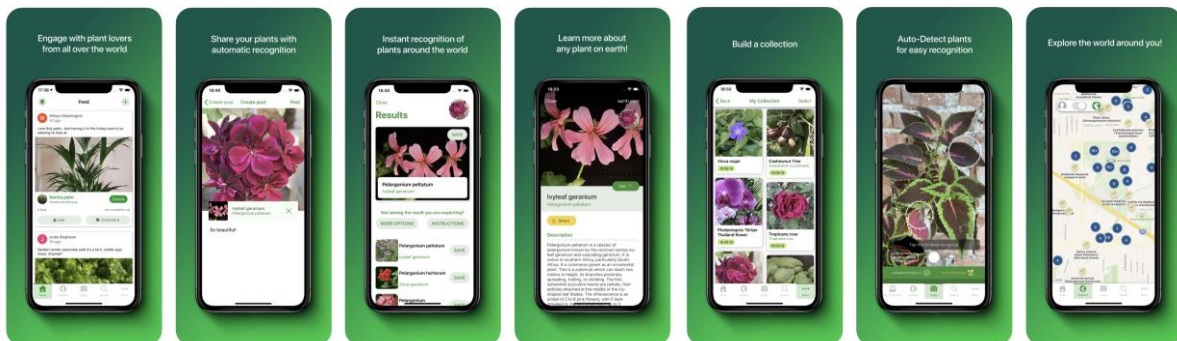

Competitor:

PlantSnap Plant Identification

https://apps.apple.com/us/app/plantsnap-plant-identification/id1451054346

Allows the identification of plants all around the world with the ability to form collections based on exploration. Not a medical guide.

Competitor:
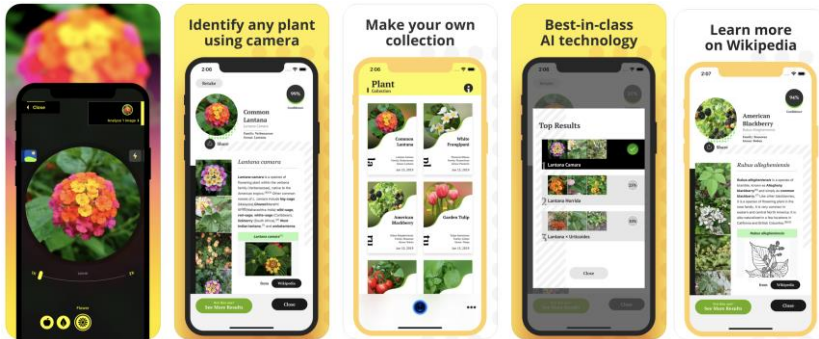
Plant Identification

https://apps.apple.com/us/app/plant-identification/id1369526261

Identifies plants with the ability to form collections with map integration. Links to sources outside of the app for additional information. Not a medical guide.

Concept 02

An interactive grocery hub (shopping checklist and extended services).

Features:

Interactive, customizable checklist.

Recommendations based on items bought in the past.

A history of everything that's been purchased for easy creation of new lists.

Coupons for previously bought items or those recommended based on preferred shopping centers.

Secure receipt documentation.

Sync to store member rewards and account information, like points.

Design Choices:

Multiple colors, fonts and bullet points to customize the user's checklist preferences.

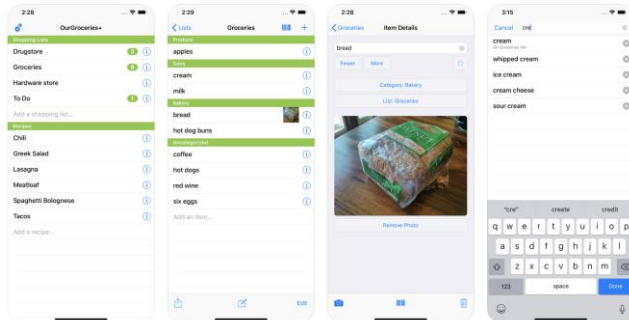White, bright and moderately spaced. Green, blue or orange accents.

Minimal top hamburger navigation with drop down menus.

Sans-Serif main body copy.

Competitor:

Our Groceries Shopping List

https://apps.apple.com/us/app/our-groceries-shopping-list/id325851015

Multiple categories for different stores. Photographic documentation for items. Recommended recipes based on product consumption.

Competitor:
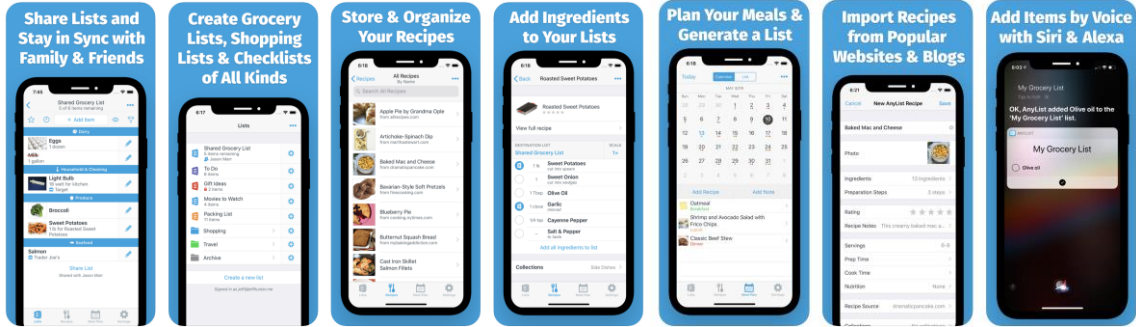
AnyList: Grocery Shopping List

https://apps.apple.com/us/app/anylist/id522167641?mt=8&ign-mpt=uo%3D4

List synced on other devices. Grocery shopping centered on recipes and meal generation. Calendar function. Not exclusive to groceries.

Share Lists and Stay in Sync with Family & Friends

Create Grocery Lists, Shopping Lists & Checklists of All Kinds

Store & Organize Your Recipes

Add Ingredients to Your Lists

Plan Your Meals & Generate a List

Import Recipes from Popular Websites & Blogs

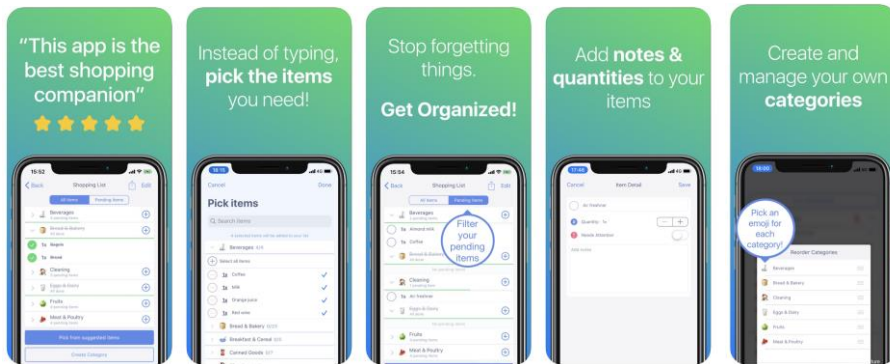**Add Items by Voice with Siri & Alexa**

Competitor:

Grocery List

Categorized lists with filter for all/pending items. Item overview (non-photographic). Use of emojis for category recognition.

"This app is the best shopping companion"

Instead of typing, pick the items you need!

Stop forgetting things. Get Organized!

Add notes & quantities to your items

Create and manage your own categories

Concept 03

An ultimate virtual self-care assistant to manage the totality of daily life.

Features:

Customizable assistant appearance/ character design. (gender, hair color, ect.)

Reminders (medication, meals, hygiene, cleaning).

Agenda for time management, with notifications (appointments, events, ect.)

Tips and tricks to manage stress and relaxation.

Illustrated guides on how to learn new hobbies for happiness as a creative outlet (possibly to control/curb negative energy and distractions).

Design Choices:

Customizable background color (solid, semi-gradient) or pattern.

Shades of blue for all non-text elements.

Sans-Serif type.

Assistant icon in top left corner as nav, side menu with caption, "How can I assist you?"

Design choices focused on mental ease. (ex. The color blue promotes productivity, calmness, and stability.)

Competitor:

Enlighten – Wellbeing Simplified
https://apps.apple.com/us/app/enlighten-wellbeing-simplified/id1356009866

Multiple functions for various user emotions. Symptom management and record. Mental health exercises. Somewhat touches on productivity as "focus".
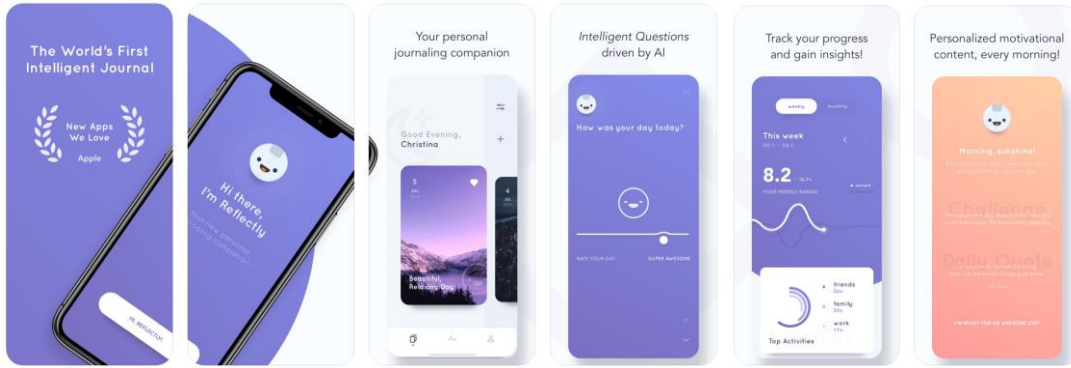

Competitor:

Reflectly: Self-Care Journal
https://apps.apple.com/us/app/reflectly-self-care-journal/id1241229134

Tracks emotions and provides daily feedback, challenges and inspiration. Not a productivity tool.

Competitor:

365 Gratitude Journal

Promotes positivity through community and short exercises. Daily content and rewards system. Not a tool for managing the totality of daily life.