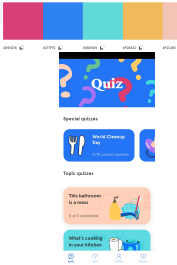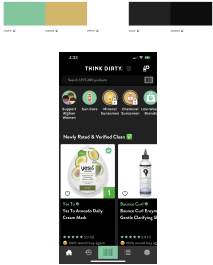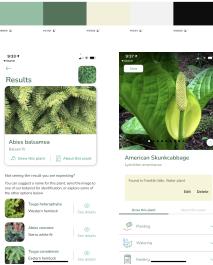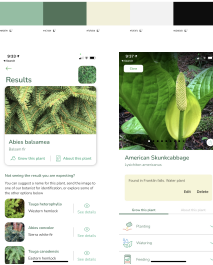|		Joule Bug	My Little Plastic Footprint	Think Dirty	My Fitness Pal	Plant Snap
OVERVIEW	Name	Joule Bug	My Little Plastic Footprint	Think Dirty	My Fitness Pal	Plant Snap
	Reason for inclusion	Recycling App	Reducing Plastics App	Scans Products for Specific Traits, Very popular, speaks to excluding negative products and changing habits		Scans an image of a plant and helps you idetify what kind of plant it might be
	Devices	iOS / Android	iOS / Android	iOS / Android / Web		iOS / Android
	Ranking /Reviews	(ios 4.6 Stars w/ 39 Ratings)	(PS - 4 stars w/609 Ratings)	(ios 4.8 Stars w/35k Ratings)	(ios 4.7 stars w/ 1.3M Ratings)	(ios 4.6 Stars w/ 60k Ratings)
	Primary Function	• Organizes sustainability tips into actions that you "Buzz" (Record) in the app when you do them in real-life. • Learn more about each tip with easy to understsand impact stats, bonuses, how-to videos, and helpful links.	Helps you find solutions for the worldwide plastic problem while at the same time advising you to make choices that are better for your own health. A plastic Diet if you will.	• Learn about the potentially toxic ingredients in cosmetics • Scan the product barcode to get product info, track dirty ingredients and shop for cleaner options	- Keep track of what you're eating through a calorie counter, gathering nutrition insights, and discovering plans/recipes for healthy eating.	Instantly identify over 600,000 types of plants. Teaches you how to grow and care for your plants. Gardening tips and advise.
	Special Feature	User taps "BUZZ" when they perform a positive action (ex. bring re-usable straw for the day), they earn points with each buzz. Process educates by demonstrating yearly impact.	"PMI" (plastic Mass Index) based on the amount of plastics users use it will calculate a PMI and show users their impact via a meter. Almost like a speedometer	"DIRTY METER" Rating is given along with detailed info, certifications and health impacts. "My bathroom rating" to track what you already have and track your progress on "cleaning it up"	Ability to scan a meal for faster food logging (AI-powered)	Community - connect with more than 50 million users. Share photos and posts. Plants a tree for every user download of app
Top Level Observations	Pro	Very Comprehensive, Gamified and useful for **committed** people.	Fun UI, Gamified, aware of plastic impact	Expertly assembled UI. Massive amount of information but not overwhelming. Dark theme key here.	They have the biggest food database available (14 million foods)	Easy to use app that delivers on database of plants. Gives you options to help identify a plant.
	Con	Overwhelming information and visuals, may discourage casual users to open again	not intuitive enough, needs UX help, inaccurate information, buggy	The commercial visual style could be a turn off or call legitimacy into question (greenwashing)	Some users experience bug and performance issues.	You need to get good at taking the picture in such a way to give the app enough information to help in the identification process.
	Impression	Competitive app useful for team building exercises, like the demo video included within the app.	Friendly/inviting UI and great purpose	Well curated and appealing app with a semi-social media style presentation. Fun visual style (including unique animations) that encourage continued use. **Makes scanning fun.**	Clean, simple, straightforward interface. Imagery is beautiful and makes the app appear more interesting	Rich data on plants and well organized app making it easy to use over and over.
	Bottom Line	Not a mass adoption app, small market. "Feel Good" app	UX needs help but overall this app serves to be very proactive on users plastic impact	Cool app with large user base that likely appeals to younger users especially. Well done.	Appeals to the masses and is very popular. Has a very "Apple" feel to it with very minimal branding.	PlantSnap has been improving over the years giving you confidense in long term use of app.
UI Analysis	Notes	Use of photos with complex images is too much	Bright/ colorful UI, simple illustrations , very inviting	UI is dark themed but fun. Great icons, familiar use of emoticons and ratings.	Would be nice if they had their own unique branding. It seems like they slightly ripped off the Nike Jordan jumpman logo.	Very clean and basic UI. Does not get in the way of use
		Iconography is off / maybe too big / too many unique icons		Flat scheme. Colors are perfect, lots of information is presented but it's not overwhelming. Colors indicate information priority.	Flat scheme. Only 2 colors, which looks nice. Ultra minimal, and turns focus onto functionality versus aesthetics.	All the nav buttons are on the bottom making it easy to get around.
		Grey background for text heavy info areas reduces readability, gives the impression of less importance		really great illustrated animation appears when you drag down to refresh the screen		The search function seems a little unintuitive. Not sure what I'm searching for under "people". Are they other users? Plant experts?
	Color Scheme					
	Sample Layout					
Primary Features	Feature	**Buzz -** Each section explains the goal (ex. Reduce water by reducing toilet flushes), offers "Points" and gives information on impact of that action over a year. Also compares the impact to related actions (ex. toilet flushes to filling a bathtub). Comparing impact over the year to other things is good, but no real metric is provided. i.e. One toilet flush equals X.	**"PMI" (plastic Mass Index)** Calculates the amount of plastic you consume on scale . Its calculated based on the weight and size of each item, how much you would use it, the probability and impact of it ending up in the environment and the available alternatives.	**Scanning -** Scan brings up a wealth of information (unless it's not recognized, in which case you can add the product). All product information is available including "Ingredients Summary" and color coded system denoting which ingredients are "Dirty", "Half and Half" or "Clean". Clicking through leads to ingredients list. Clicking an individual ingredient will give scientific information including Name, Also known as, Usage, Health Impacts, Explanation, Sources and so on.		Scanning Plants - take a picture within the app or choose an image from your photos. PlantSnap will give you a list of possible matches. Once you found a match, the app will catalog it for you and keep it in your finds.
	Feature			**Keyword -** Top circular icons indicate common keywords for searching, including topical items such as "Support Afghan Women"		Cataloging plants. After identifcation the app keeps a catalog of all the plants you have identified. This is helpfull months later when you might have forgotten a plants name or where you might have seen it.
	Feature			**Shop Now -** All products come with a "Shop Now" icon that leads to multiple options		Plant facts - Even if you haven't identified a plant you can browse plants and read up on all the information within the apps database.
Takeaways		Avoid photos with text overlays	Gamify is where its at	Dark UI can work with the right graphical choices		Scan and catalog your findings.
		Use common icons	Inviting UI really helps this app considering its UX problems	No need for a user to log in unless we introduce user specific options		Information regarding the the scanned item.
		Ok to gamefiy appearance, but avoid actual game elements	Consists of many breadcrumbs. You have to click on a box, to get to another box to get to another box...it seems like a rabbit hole			Being able to browse facts and figures.
						Ease of use makes it more likely to use again
Onboarding / First Open	Part 1	Brief pictorial introduction with App intent, features and a statement about privacy, including a privacy policy acknowledgement. Not bad but bland and forgetable.	Introduction - creating user "profile"	Opens right to home screen with usable options. Some user specific items are locked until you sign up (multiple easy options). Other features such as shopping by "Cruelty Free" or "Health Canada Approved" appear but have a fun looking "Lock" icon indicating you must pay for that level of specificity.	Opens to login/sign up screen. Upon sign up, users are asked about their metrics and desired habits.	Walks you through the process of taking a picture accurately for the app to be a ccurate as possible then just lets you explore. It's ease of use means you need little onboarding.
	Part 2	Location Sharing Prompt	gathering information from user to create PMI.			
	Part 3	Create Your Account (email/password)	pop ups to inform user what buttons do			
	Part 4	Create Profile (Profile Pic, Name)				
	Part 5	Ask to send notifications				
	Part 6	Microcopy notes on first opening of features			User is encouraged to purchase the premium plan	
	Assesment	Ok, but asking to create an account immediately discourages use		App was self-explanatory, no tutorial needed. No log in required either which is great.		Easy use functionality with exception to the search tabs.