DESIGNING A UX/UI (DUMMY) MOBILE APPLICATION TO PROMOTE CHEMICAL FREE ORGANIC NUTRIENTS FOR MENTAL WELLBEING

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DEPARTMENT OF ART AND DESIGN
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A thesis submitted to the Department of Art & Design in partial fulfillments for the requirements for the award of degree of BS Art & Design in Communication Design.

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Bachelor in Art & Design in Communication Design

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UNIVERSITY OF PESHAWAR
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DECLARATION

I hereby declare that this thesis, titled **"Designing a UX/UI (Dummy) Mobile Application to Promote Chemical Free Organic Nutrients for Mental Wellbeing"**, is my original work and has not been submitted for any degree, diploma, or other academic qualifications in any other institution or university. The research and findings presented in this report are based on my personal work, and all references, ideas, and contributions from other sources have been duly acknowledged.

I also declare that the materials included in this thesis are either my own work or properly attributed to other authors. The thesis was carried out under the supervision of Ms. Farah Javid

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Rabia Basree

Date:____/____/2026

ACKNOWLEDGMENT

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A special thank you to my family for their constant encouragement, understanding, and unwavering belief in my abilities. I would particularly like to acknowledge my brother, Mr. Shoaib; his support has been my strength during the challenges of this journey.

Finally, I would like to thank everyone who contributed to this project, directly or indirectly, for their inspiration, motivation, and support. This thesis represents the culmination of my undergraduate journey, and I am incredibly grateful for the experiences and lessons it has provided.

RABIA BASREE

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ABSTRACT

Mental health problems such as stress, anxiety and low mood are becoming very common, especially among students and youngsters. Many people do not realize that their daily food choices, like chemical-free organic nutrients play an important role in mental well-being. Most mobile applications focus on therapy or fitness but they do not clearly explain the connection between nutrients and mental health. This study aims to design a UX/UI mobile application that promotes awareness of chemical-free organic nutrients and their benefits for mental well-being.

For this purpose, research was conducted to understand the relationship between nutrition and mental health and existing applications were analyzed to identify gaps. User needs were also studied to create a simple and effective design. Based on this process, a user-friendly mobile application was designed with easy content, clear visuals and interactive features to help users learn and apply healthy habits in their daily life.

The findings suggested that combining UX/UI design with nutrients awareness can improve user understanding and engagement. This study highlighted the importance of simple digital solutions in promoting healthier lifestyles. Overall, the project shows that a well-designed mobile application can support mental well-being by encouraging better and more informed food choices.

Chapter-1

INTRODUCTION

In today's modern world, people are becoming more dependent on processed, instant and chemical-based food, which is negative affecting both physical and mental health. Many individuals experience stress, anxiety and low energy, one of the main reasons is unhealthy eating habits. At the same time, awareness about chemical-free organic nutrients is still limited. People often feel confused when choosing healthy food and do not fully understand its impact on mental well-being. With the rapid growth of technology, mobile applications have become an important part of daily life. A well-designed UX/UI mobile application can help users easily understand, learn and follow healthy eating habits. Therefore, designing a simple and user-friendly mobile application to promote chemical-free organic nutrients can play an important role in improving mental well-being.

Mobile health applications have shown strong potential in improving users' dietary habits and promoting healthier lifestyles. These applications provide users with tools such as food tracking, reminders and personalized suggestions, which help them make better food choices in their daily lives. Research also highlights that digital health interventions can support long-term behavior change when they are easy to use and accessible. Such applications play an important role in spreading awareness about healthy eating and nutrition among users. (Dennison, 2013)

Technologies shows that mobile applications can effectively influence users health-related decisions. When users receive continuous feedback and motivation through apps, they are more likely to adopt healthy habits. These interventions are especially useful in improving dietary behavior and physical activity. The study emphasizes that user engagement is a key factor in the success of such applications. (Fogg, 2009)

Studies on nutrients and mental health explain that diet quality is strongly linked with emotional well-being. A healthy and balanced diet can reduce symptoms of depression and anxiety, while poor nutrition can negatively affect mood and cognitive function. Organic and chemical-free food is considered beneficial because it avoids

harmful additives. This highlights the importance of promoting healthy nutrition for mental wellness. (Jacka, 2017)

User-centered design is considered an important approach in developing effective mobile applications. When applications are designed according to user needs and preferences, they become more usable and engaging. This approach focuses on simplicity, clarity and ease of navigation, which helps users interact with the app more effectively. Good UX/UI design improves overall user experience and satisfaction. (Norman, 2013)

Research shows that many health applications fail because of poor design and lack of usability. If an application is complex or difficult to use, users quickly lose interest and stop using it. Therefore, simplicity and clarity are essential in designing mobile applications. A well-designed interface can guide users step by step and improve their engagement with the app. (Nielsen, 2012)

Studies on organic food consumption indicate that people prefer chemical-free food due to its health benefits. Organic food is associated with improved physical health and reduced exposure to harmful chemicals. It is also believed to support mental well-being by promoting a healthier lifestyle. However, lack of awareness and accessibility remain major challenges. (Lairon, 2010)

Mobile applications that include tracking features have been found to improve user motivation and consistency. When users can monitor their progress, they feel more responsible and committed to their goals. Tracking daily food intake and health activities can help users develop better habits over time. This shows the importance of integrating such features into health-related apps. (Burke, 2011)

Studies on mental health apps show that they can reduce stress and improve emotional well-being. These apps often include features such as relaxation techniques, guidance,and self-monitoring tools. When combined with healthy lifestyle habits like proper nutrition, they can have a stronger positive effect. This supports the idea of integrating mental health and nutrition in one platform. (Firth, 2017)

Research also shows that there is a gap between awareness and actual behavior change. Many people know about healthy eating but do not follow it regularly. This gap exists because users lack proper guidance and motivation. Mobile applications

with good UX/UI design can help bridge this gap by providing support and easy solutions. (Michie, 2011)

Mobile applications for diet monitoring have been found useful in helping users track their nutritional intake and improve eating habits. These apps provide features like calorie counting, reminders, and personalized suggestions, which help users stay consistent with their diet plans. Users reported that such applications increased their awareness about food choices and improved their motivation to follow healthy routines. (Khalil, 2023)

A systematic review shows that mobile health applications are widely used to promote behavior change in areas such as diet, physical activity and mental health. Although user engagement is generally high, the effectiveness of these apps depends on their design and features. Apps that include behavior change techniques are more successful in improving user outcomes. (Milne-Ives, 2020)

Recent studies show that mobile applications can promote sustainable and healthy diets by encouraging users to consume more fruits and vegetables. These apps also help users understand the environmental and health benefits of their food choices. The research highlights the importance of digital tools in supporting long-term dietary changes. (2025, Study on App-Based Nutrients Interventions)

Studies on mobile organic food applications show that users are more likely to adopt healthy eating habits when they understand the environmental and health benefits of organic food. Social support and awareness also play an important role in encouraging users to choose organic options. (Hasan & Amin, 2023)

Research highlights that digital technologies can support mental well-being by providing tools for monitoring and improving user behavior. Mobile applications can collect user data and provide feedback, which helps users understand their mental health patterns. This shows the potential of integrating nutrients and mental health in one system. (Woodward, 2019)

Research on mental health applications shows that privacy and data security are important factors in user trust. Users are more likely to use applications that protect their personal information. Developers must ensure that apps are secure and transparent to improve user acceptance. (Iwaya, 2022)

Research explains that many mobile health apps focus mainly on tracking features but lack proper behavior change strategies. This reduces their effectiveness in improving long-term habits. Therefore, it is important to design apps that combine tracking with motivation and education. (Fadhil & Wang, 2019)

Research shows that personalized features in mobile apps improve user engagement and satisfaction. When users receive content based on their needs, they are more likely to follow the recommendations. Personalization is an important factor in behavior change. (Dennison, 2013)

Studies explain that gamification techniques, such as rewards and progress tracking, can increase user motivation. These features make the app more engaging and encourage users to continue using it. Gamification is widely used in health applications. (Hamari, 2014)

Research explains that visual design plays an important role in user engagement. Applications with clean layout, clear icons and simple navigation are more effective. Good design helps users understand information easily. (Norman, 2013)

Studies indicate that mobile apps can support long-term lifestyle changes by providing continuous feedback and reminders. These features help users stay focused on their goals and improve their habits over time. (Burke, 2011)

Research shows that combining mental health support with nutrition guidance can provide better results. Users benefit more when both aspects are addressed together. This supports the idea of integrated health applications. (Jacka, 2017)

Studies explain that users prefer applications that are quick and easy to use. If an app takes too much time or effort, users may stop using it. Therefore, simplicity is a key factor in app design. (Krug, 2014)

Research highlights that technology can make health education more accessible to people. Mobile applications allow users to learn anytime and anywhere. This increases awareness and supports better decision-making. (Saeed, 2021)

Studies show that poor diet can negatively affect brain function and emotional health. Healthy and organic nutrition can improve mood and reduce stress levels. This shows the importance of promoting chemical-free food. (Jacka, 2017)

Research indicates that user engagement is important for the success of mobile applications. Apps that are interactive and easy to use have higher retention rates. UX/UI design plays a major role in this. (Norman, 2013)

Research explains that awareness campaigns alone are not enough to change behavior. Users need practical tools and guidance to apply knowledge in real life. Mobile apps can provide this support effectively. (Michie, 2011)

Studies highlight that integrating technology with health education can improve overall well-being. Mobile applications provide a modern solution to traditional health problems. This makes them an important tool in today's world. (Chen, 2019)

Organic themed mobile applications often use soft visual compositions and nature inspired imagery to create a peaceful emotional environment for users. Research explains that visual calmness in interface design improves user comfort and supports positive emotional interaction with wellness platforms (Norman 2013).

Contemporary UX UI design emphasizes user centered experiences where functionality and aesthetics work together to improve engagement. Simple layouts intuitive navigation and balanced spacing help users interact more comfortably with health related applications (Garrett 2011).

Digital wellness platforms benefit from artistic illustration styles because visual storytelling makes nutritional information easier to understand. Creative visuals also increase user attention and strengthen emotional connection with healthy lifestyle content (Preece Rogers & Sharp 2015).

Color selection is considered an important artistic element in wellness application design. Green shades earthy tones and natural palettes are widely associated with freshness harmony and mental relaxation which positively affect user perception (Ambrose & Harris 2011).

Minimal design approaches are highly effective in health focused mobile applications because they reduce visual clutter and improve readability. Users often respond more positively to interfaces that feel clean organized and visually breathable (Krug 2014).

Interactive visual components such as progress charts personalized reminders and mood tracking systems encourage users to remain engaged with wellness applications.

These artistic interaction techniques increase motivation and behavioral consistency (Cooper Reimann & Cronin 2014).

Typography and visual hierarchy significantly influence the usability of mobile interfaces. Proper arrangement of headings icons and content sections helps users process information more efficiently and improves the overall user experience (Williams 2015).

Research in emotional design highlights that visually attractive interfaces create stronger emotional responses among users. Applications designed with comfort oriented aesthetics often improve feelings of trust satisfaction and digital engagement (Norman 2013).

Modern mobile application design combines artistic creativity with practical usability to support healthy lifestyle habits. Wellness centered interfaces that include organic visuals calming aesthetics and personalized interaction are more effective in maintaining user interest (Johnson 2020).

The integration of artistic visual communication in UX UI design enhances both emotional and functional aspects of digital wellness applications. Thoughtful compositions imagery and interface consistency help users feel more connected with health focused digital experiences (Lidwell Holden & Butler 2010)

1.1 Significance of the Study

This study is important because it combines health, technology and design in a meaningful way. It helps in understanding how chemical-free organic nutrients can improve mental well-being. It also focuses on how a user-friendly mobile application can guide users toward better lifestyle choices. This research can be useful for designers, developers and health professionals to create more effective digital solutions. It can also help in raising awareness and encouraging people to adopt healthier eating habits in their daily lives.

1.2 Problem Statement

Many people have remained unaware of the harmful effects of chemical-based food on their mental well-being. Even when healthy eating habits have been adopted users have faced difficulties in identifying organic food and understanding its benefits.

Existing mobile applications related to health and nutrients have often been considered complex and not user-friendly which has reduced their effectiveness. As a result consistent healthy habits have not been maintained by users. Therefore a simple and effective UX/UI mobile application has been required to promote chemical-free organic nutrients and support mental well-being.

1.3 Research Objectives

The main objectives of this study were:

- To explore the relationship between chemical-free organic nutrients and mental well-being.
- To analyze existing mobile applications related to mental health and nutrients.
- To identify user needs and challenges and to suggest ideal diet plans related to health awareness.

Chapter 2

THE RESEARCH METHODOLOGY

2.1 Research Approach

This study used a mixed-method research approach which included both qualitative and quantitative techniques. The purpose of selecting this method was to develop a broad understanding of user behavior preferences and expectations related to organic nutrients and mental well-being. Numerical data supported the interpretation of measurable responses while descriptive information helped in exploring user experiences perceptions and challenges. This combination provided a balanced view of the research problem and supported the development of an effective UX UI mobile application.

2.2 Research Design

The research was based on a user-centered design approach which focused on creating solutions according to user requirements. The process followed a structured sequence of stages.

- At the beginning user issues were explored.
- After that relevant information was gathered from participants.
- In the next stage interface concepts were developed for the application.
- Finally the design was evaluated and refined based on feedback.
- This step by step process ensured that the final product remained practical accessible and easy for users.

2.3 Data Collection Methods

To gather information for this study different methods were applied.

2.3.1 Survey Method

A survey method was applied to understand users' dietary patterns awareness of organic food and mental well-being. The questionnaire consisted of multiple choice questions and rating scale items. The survey was distributed online and responses were collected digitally. Around 50 to 100 individuals participated in the study. This

method helped in collecting structured information from a larger group in an efficient way.

2.3.2 Interview Method

An interview method was used to gain detailed insights into user experiences. Semi structured questions allowed flexibility during discussion. Around 5 to 10 participants shared their opinions regarding challenges faced in maintaining healthy habits and expectations from digital solutions. Responses were written down carefully to capture key points. This approach provided deeper understanding beyond numerical data.

2.3.3 Case Study and Existing Application Analysis

Existing mobile applications related to health nutrients and mental well-being were reviewed. Their interface structure usability features and user interaction patterns were examined. This evaluation helped in identifying strong points and design limitations. The findings supported the improvement of the proposed application.

2.4 Sampling Method

The study used purposive sampling where participants were selected according to specific characteristics. Individuals who frequently used smartphones were included. People interested in health diet and mental well-being were considered suitable for the research. The selected age group ranged from 18 to 40 years. This ensured that the collected responses were relevant and meaningful.

2.5 Tools and Materials

Several tools were used to support data collection design and analysis.

Google Forms was used to conduct the survey. It allowed the researcher to create structured questionnaires with multiple choice and rating scale questions. For example users were asked about their daily eating habits awareness of chemical free food and mental well-being status. Responses were automatically recorded which made data organization easier and more accurate.

Interview questionnaire was prepared to guide the interview sessions. It included open ended questions such as how users manage their diet what difficulties they face in

choosing healthy food and what features they expect in a mobile application. This helped in maintaining consistency while still allowing participants to express their views freely.

Figma and Adobe XD were used for designing the mobile application interface. These tools helped in creating wireframes layouts and interactive prototypes. Different screens such as home page food tracking and mental well-being tips were designed visually. This process supported the development of a clear and user friendly interface.

Microsoft Excel and SPSS were used for organizing and analyzing collected data. Excel helped in arranging survey responses into tables and charts. SPSS was used for basic statistical analysis such as percentages and comparisons. These tools made it easier to interpret the results and identify patterns.

2.6 Data Analysis Methods

2.6.1 Quantitative Data Analysis

Survey responses were examined using statistical techniques such as percentages visual charts and graphical presentation. This approach helped in identifying trends and general patterns related to nutrients awareness and user behavior.

2.6.2 Qualitative Data Analysis

Interview responses were processed using thematic analysis. Key ideas were grouped into common themes. User challenges expectations and feedback were interpreted carefully. This provided meaningful insights into user needs.

2.7 Ethical Considerations

Ethical principles were followed throughout the study. Participants were informed about the purpose of the research before participation. Consent was obtained prior to collecting information. Personal details were kept confidential. The collected data was used only for academic purposes. Participants were free to withdraw at any stage.

2.8 Limitations and Bias

This research had certain limitations. The number of participants remained limited. Time constraints affected the depth of data collection. The findings may not represent all population groups.

To minimize bias clear and simple questions were used. Responses were collected from different individuals. Honest participation was encouraged to improve accuracy.

2.9 Justification of Methodology

The selected methodology was appropriate because it combined different approaches to understand the research problem effectively. The survey method provided structured information while the interview method offered detailed insights. The review of existing applications highlighted current design gaps. This strategy supported the creation of a user friendly and effective UX UI mobile application that promoted chemical free organ,ic nutrients and enhanced mental well-being.

Chapter-3

THE DESIGN PROCESSES

3.1 Research Board

3.1.1 Research Board Explanation

This research board was created during the initial brainstorming phase of the thesis project. It contains a collection of source images gathered to explore different visual directions, layout styles and design inspirations related to the UX/UI mobile application project. The board includes references for mobile app screen layouts, social media post designs, brochures, posters, packaging ideas and illustrated outline patterns. These references were selected to study composition, color schemes, typography, visual hierarchy and overall design aesthetics.

The purpose of collecting these source images was to help develop creative ideas and understand how different design elements can be combined in the final outcome. Through this visual exploration, various styles and approaches were analyzed before moving toward the final design process. The research board also helped in identifying suitable layouts, modern interface structures and branding directions that align with the concept of organic nutrients and healthy living.

This stage played an important role in organizing ideas visually and building a strong design foundation for the thesis project. By observing and comparing these references, a clearer understanding of the future design execution, user experience and visual communication was developed.

3.2 Concept Board

3.2.2 Concept Board

This concept board was developed after the initial research and brainstorming stage of the thesis project. In this phase, the visual references were refined by removing images that did not align with the overall design direction and keeping only the most relevant and supportive inspirations. The selected visuals were carefully chosen because they matched the theme, style and visual identity of the thesis project.

The concept board focuses on design elements that are closely connected with the project's creative direction, including typography, font styles, color palettes, layout structures, social media design, brochure composition, mobile application screens and organic visual aesthetics. Compared to the research board, this board presents a more focused and organized visual approach that better represents the intended final outcome of the project.

This process helped in narrowing down the design language and establishing a clearer visual identity for the thesis. By selecting only the most suitable references, a stronger understanding of the project's aesthetic style, user interface direction, and branding consistency was achieved. The concept board also served as a guide for maintaining harmony between all design elements throughout the development of the final thesis design.

3.3 Mood Board

3.3.3 Mood Board

This final mood board represents the refined visual direction of the thesis project and combines all the selected design elements into a unified creative identity. After completing the research board and concept board stages, the most suitable visual references, styles and design components were finalized and organized in this mood board to guide the overall design development of the project.

The logo formation in this mood board is based on a circular shape, which reflects balance, unity, growth and continuity. This circular form also connects with the organic and natural theme of the project. The selected color palette consists of different shades of green, representing nature, freshness, health, sustainability and chemical-free organic nutrients. These colors were carefully chosen to create a calm, clean and visually engaging appearance throughout the design system.

The patterns and textures used in the mood board are inspired by organic food illustrations and outline-based vegetable graphics. These elements help strengthen the visual connection with healthy food and natural living while also adding consistency and decorative value to the overall design aesthetic.

The layout style follows a modern and minimal composition. The design structure mainly focuses on balanced spacing, clean arrangements and organized visual hierarchy. Circular visual placements, side sections and content alignment were explored to create an engaging and user-friendly appearance for posters, brochures, social media posts and mobile application screens related to the thesis project.

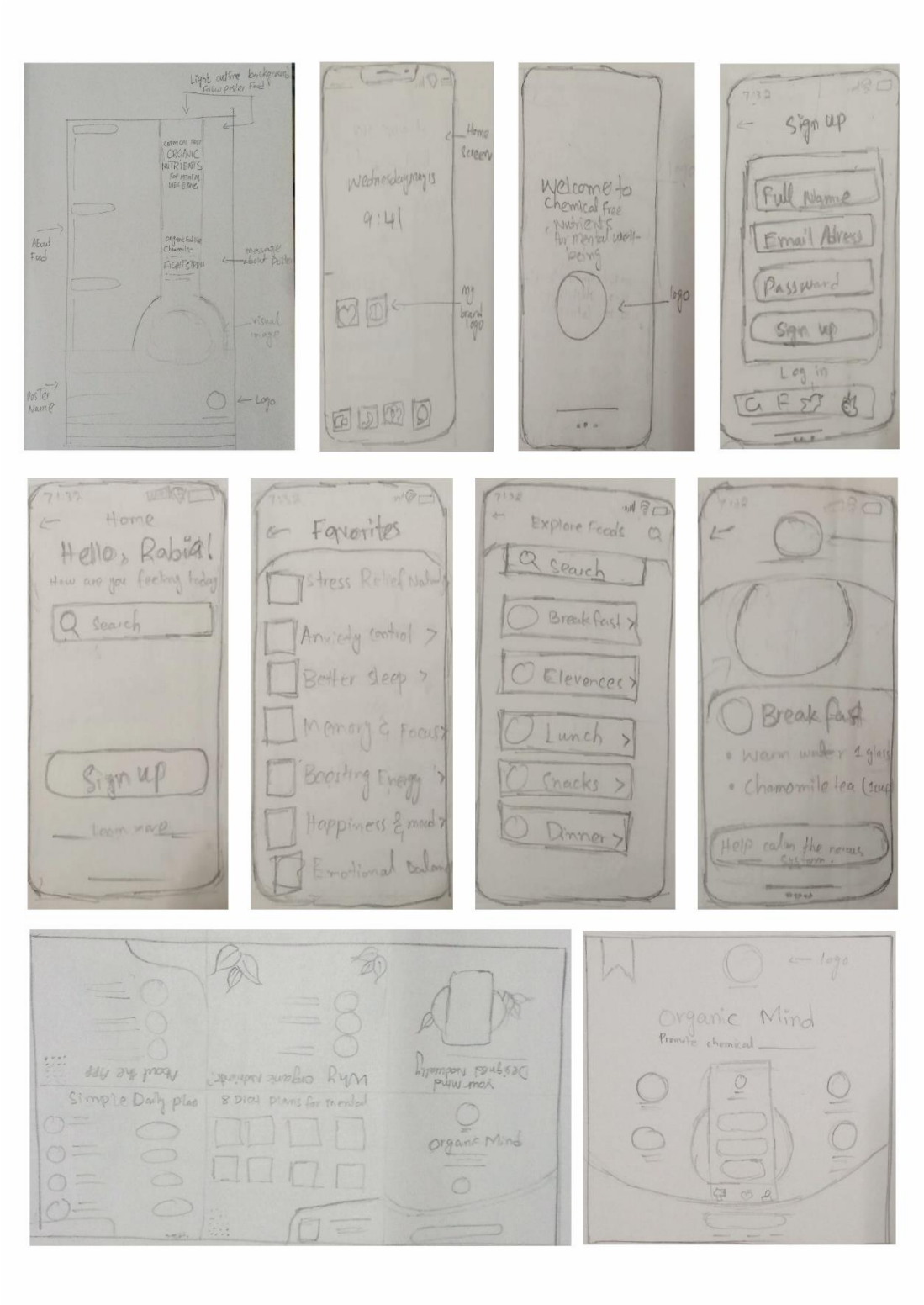
The typography style selected for the project is “Source Sans Variable.” Different font weights such as Regular, Semibold, Bold and Black were chosen to create hierarchy, readability and visual clarity across different design applications. The typography supports a modern and professional visual identity while maintaining simplicity and easy readability for users.

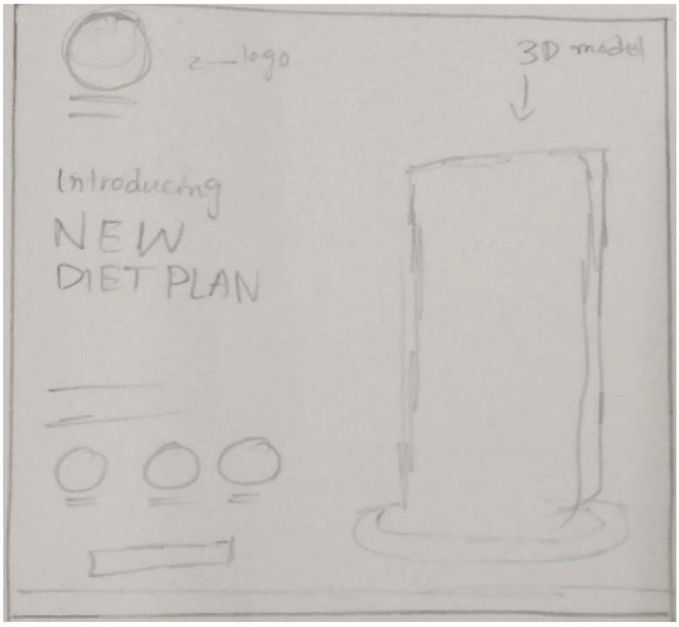
The mood board also includes final design mockups that demonstrate the possible visual outcome of the project. These mockups provide a clearer understanding of how the selected colors, typography, layouts, patterns and branding elements will work together in the final thesis designs.

The primary keywords identified for the project include Organic Food, Chemical-Free Nutrients and Mental Well-Being. These keywords helped define the conceptual direction and visual communication of the thesis. Additionally, the icon set was inspired by organic food elements, health-related visuals, mobile application icons and mental well-being concepts to maintain thematic consistency throughout the project.

Overall, this final mood board successfully establishes the visual identity and creative direction of the thesis project by combining modern UI/UX aesthetics with organic and health-focused design elements.

3.4 Rough Sketches of Poster, UX/UI Screen, Brochure, Social Media Post, Standee

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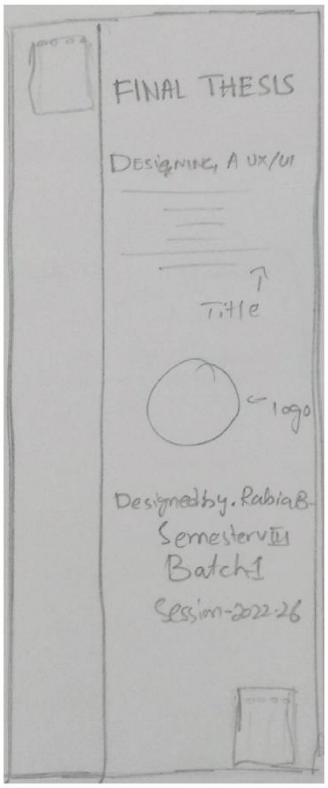
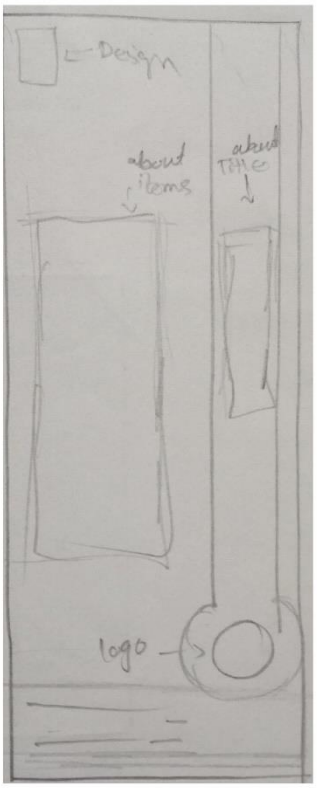
Introducing
NEW
DIET PLAN


FINAL THESIS
Designing A UX/UI
Title
logo
Designed by. Rabia B.
Semester III
Batch 1
Session-2022-26


Design
about items
about Title
logo

3.5 Introduction

This chapter presents the findings gathered through user research interviews surveys and observational analysis conducted for the design of a UX UI mobile application promoting chemical free organic nutrients for mental well-being. The findings were analyzed through thematic organization in order to identify user needs design preferences and behavioral patterns related to organic food awareness and mental wellness.

The results are presented according to the major themes that emerged during the research process. Each theme highlights specific concerns experiences and expectations shared by participants regarding healthy eating habits digital health applications and emotional well-being.

3.6 Demographic Information of Participants

A total of 20 participants participated in the research process. Participants belonged to different age groups including university students working professionals and health conscious individuals. Most participants reported that they were aware of the harmful effects of chemically processed food but lacked proper guidance and motivation to maintain healthy dietary habits.

3.6.1 Theme One

Lack of Awareness About Chemical Free Organic Nutrients

Most participants expressed limited awareness regarding the relationship between organic nutrition and mental well-being. Many users stated that they understood physical health benefits but were unaware that food quality could also affect emotional stability stress levels and mental focus.

One participant stated:

“I always thought organic food is only important for physical fitness but after research I realized it also affects mood and mental peace.”

Another participant explained:

“Social media gives mixed information so people become confused about healthy eating.”

These responses indicate that users require a reliable and educational platform that explains organic nutrition in a simple and visually engaging manner.

3.6.2 Theme Two

Need for a Simple and User Friendly Application

Participants consistently highlighted that existing health applications are difficult to understand because of complex interfaces overloaded screens and technical language.

Most users preferred minimal layouts calming colors and simple navigation systems. Participants reported that complicated interfaces reduce motivation and create frustration during app usage.

One participant stated:

“I uninstall health apps quickly when they become difficult to use.”

Another participant mentioned:

“I prefer applications that feel peaceful and easy rather than crowded.”

The findings demonstrate the importance of user centered UX UI principles in developing wellness applications.

3.6.3 Theme Three

Emotional Connection with Healthy Lifestyle

Participants explained that healthy eating habits are emotionally connected with Self Care confidence and mental satisfaction. Several respondents described that consuming fresh and organic food improved their emotional balance and productivity.

One participant stated:

“When I eat clean food I feel mentally lighter and more energetic.”

Another participant shared:

“Healthy routines improve my mood and reduce stress.”

These findings reveal that emotional motivation plays a significant role in encouraging sustainable healthy habits.

3.6.4 Theme Four

Importance of Visual Design in Wellness Applications

Users strongly preferred visually attractive interfaces that create feelings of calmness trust and positivity. Natural color palettes organic illustrations and soft typography were highly appreciated by participants.

Participants explained that green tones earthy colors and nature inspired visuals create a sense of relaxation and encourage healthy engagement.

One participant stated:

“Nature based visuals make the application feel more authentic and peaceful.”

This finding suggests that visual aesthetics significantly influence user trust and emotional comfort in wellness applications.

3.6.5 Theme Five

Demand for Personalized Features

Participants showed interest in personalized recommendations daily reminders mood tracking and customized nutrition plans. Users wanted an application that understands individual needs instead of providing generic information.

Several users stated that personalization increases emotional attachment and long term engagement with digital platforms.

3.7 Summary of Findings

The findings revealed five major themes including lack of awareness about organic nutrients need for user friendly interfaces emotional influence of healthy lifestyles importance of calming visual aesthetics and demand for personalized wellness features.

The results indicate that an effective UX UI mobile application can promote chemical free organic nutrients by combining educational content emotional engagement and accessible digital experiences.

Chapter-4

CATALOGING

4.1 Poster Layout Description

The layout of this poster is well-structured, clear and easy to follow, which helps the reader understand the information step by step without feeling confused or overloaded. The poster is arranged in a vertical format and the content is divided into clear sections, each with its own purpose. This structured layout supports the main topic of chemical-free organic nutrients for mental well-being by presenting information in a logical and readable order.

At the top area, the poster immediately introduces the topic by placing the main heading in a prominent position. This helps the viewer quickly understand what the poster is about before reading any detailed information. The heading acts as a clear entry point and sets the context for the rest of the content.

The left side of the poster is dedicated to informational text content. Under each subheading, short bullet points are used to explain benefits and nutrients. This layout choice makes the information easy to scan and understand, especially for viewers who may not want to read long paragraphs. The vertical alignment of text also helps maintain a clean reading flow from top to bottom.

The center-right section of the poster is used to reinforce the main idea. Here, the core message about chemical-free organic nutrients and mental well-being is placed in a focused block. This placement balances the heavy text on the left side and keeps the design from feeling crowded. The supporting message is written in short lines, which improves readability and keeps the viewer engaged.

The bottom section of the poster is reserved for a strong concluding statement: “Calm Your Mind Naturally.” Placing this message at the bottom works as a final reminder of the poster’s purpose. It reinforces the theme after the viewer has read all the information above, helping the message stay in the reader’s mind.

4.2 Color Theme Explanation of the Poster Series

These posters use nature-inspired colors such as green, blue, brown, beige, cream, and soft orange. These colors are carefully selected because they create feelings of calmness, safety, relaxation, and emotional balance. Natural colors are often connected with healing, peace, and organic living, which makes them highly suitable for topics related to mental health, stress relief, sleep improvement, mood stability, memory enhancement, and organic nutrients. The overall color palette helps the audience feel comfortable and mentally relaxed while visually connecting the designs with nature and wellness.

4.2.1 Poster 1 – Fight Stress

This poster uses soft blue and green shades to create a peaceful and calming atmosphere. Blue is commonly associated with relaxation, mental calmness, and emotional peace. It helps the mind slow down and reduces feelings of stress and pressure. Green is strongly connected with nature, healing, and freshness, which gives the viewer a sense of balance and recovery. Together, these colors visually communicate the feeling of safety and relaxation, almost telling the viewer to pause, breathe, and feel calm.

The primary color used in this poster is soft blue, while light green and cream or white tones are used as secondary colors to keep the design soft and soothing.

4.2.2 Poster 2 – Lower Anxiety

This poster uses warm brown and earthy tones to represent grounding, stability, and emotional support. Brown is a natural color that reminds people of soil, roots, wood, and the earth. Because of this connection, it creates a feeling of emotional steadiness and comfort. These earthy shades help anxious individuals feel more connected, stable, and mentally secure.

The primary color of this poster is warm brown, while soft yellow and beige or off-white tones are used as supporting colors to maintain warmth and softness throughout the design.

4.2.3 Poster 3 – Improve Sleep

The color theme of this poster is based on muted green and soft beige tones. Green is known for relaxing the eyes and calming the nervous system, which makes it highly effective for sleep-related visuals. Beige adds softness and warmth to the overall appearance and prevents the design from looking too harsh or visually overwhelming. These colors together help create a restful environment that supports sleep and mental relaxation.

Soft green is used as the primary color, while cream and light brown are used as secondary colors to enhance comfort and warmth.

4.2.4 Poster 4 – Improve Memory

This poster combines cool green tones with light blue accents to create a balanced and focused visual effect. Green supports concentration, mental balance, and focus, while light blue adds a sense of clarity, calm thinking, and mental freshness. This combination is useful for representing memory improvement because it supports focus without creating stress or pressure on the viewer.

The primary color in this design is cool green, while light blue and neutral white tones are used as secondary colors for clarity and simplicity.

4.2.5 Poster 5 – Clean Energy

This poster uses soft orange combined with earthy cream tones to represent natural energy and vitality. Orange is often associated with motivation, positivity, and active energy. However, the soft orange shade used here feels warm and natural instead of artificial or overpowering. This helps communicate the idea of clean and healthy energy rather than chemical-based stimulation.

The primary color of this poster is soft orange, while cream and light brown are used as secondary colors to maintain a natural and organic appearance.

4.2.6 Poster 6 – Feel Good

This poster uses warm red-orange tones combined with green to reflect happiness, emotional warmth, and positivity. Red-orange naturally creates feelings of excitement, joy, and emotional energy, while green balances these stronger tones so the design remains calm and not visually aggressive. This balanced combination visually represents positive emotions connected with dopamine and serotonin, creating a "feel good" effect.

Warm red-orange is used as the primary color, while green and beige are included as secondary colors to maintain harmony and emotional balance.

4.2.7 Poster 7 – Stabilize Mood

This poster mainly uses soft green shades because green is widely considered one of the best colors for emotional balance and mental stability. Green helps reduce mood swings, mental fatigue, and emotional stress. It creates a peaceful visual experience and gives the message of staying calm, balanced, and emotionally healthy.

The primary color used in this design is natural green, while light yellow and cream are used as secondary colors to add warmth and softness.

4.2.8 Poster 8 – Overall Health

This poster combines earthy brown with natural green to represent complete physical, mental, and emotional well-being. Brown symbolizes grounding, strength, and physical health, while green represents healing, growth, and emotional recovery. Together, these colors create a balanced visual identity that reflects holistic health and wellness.

The primary color used in this poster is earthy brown, while green and soft beige are used as secondary colors to maintain harmony and a natural feel.

4.2.9 Color Palette Breakdown

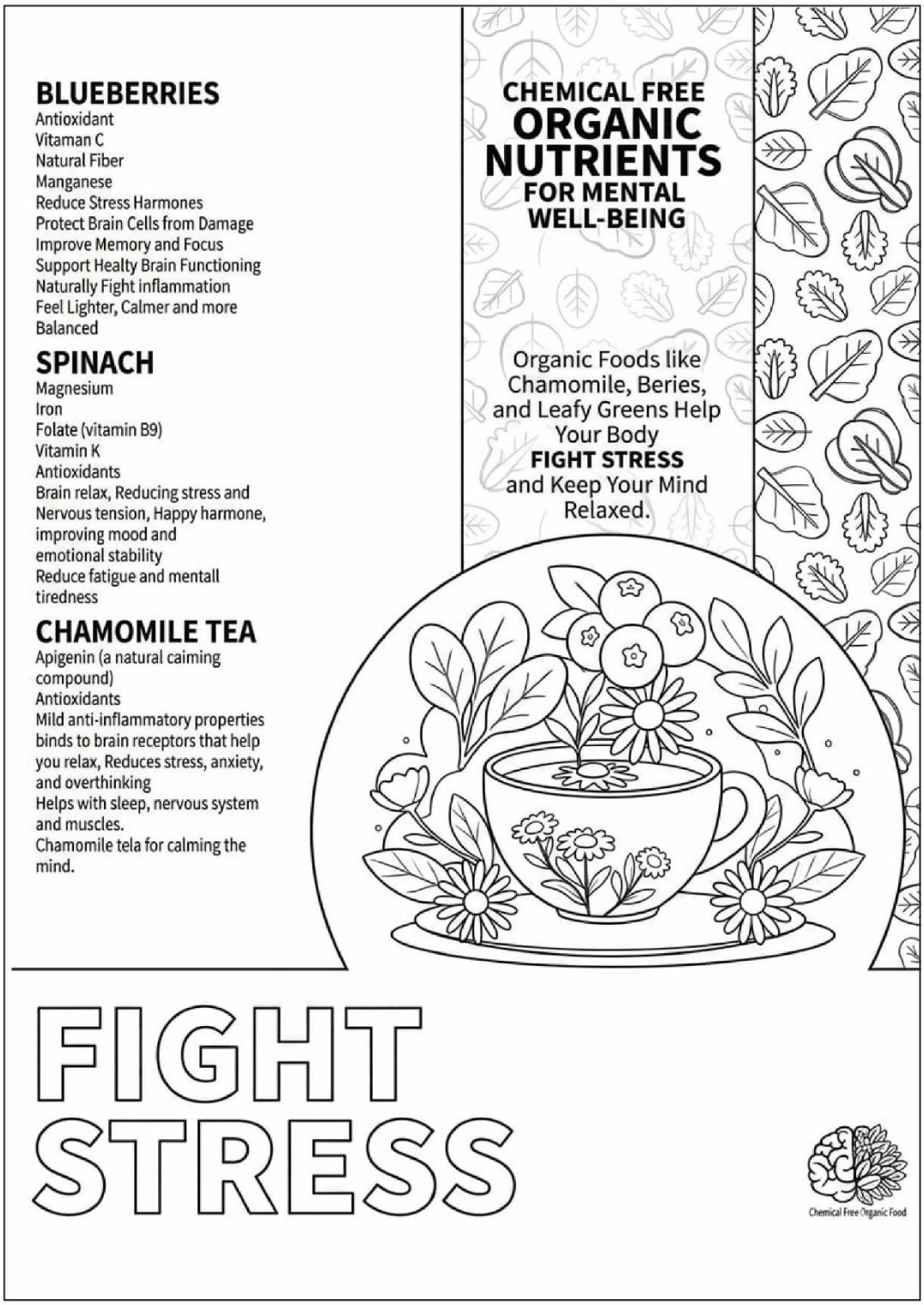
The overall poster series is based on a carefully selected natural color palette. The primary colors used throughout the designs include soft blue, natural green, warm

brown, soft orange, and warm red-orange. These colors are supported by secondary shades such as cream, beige, off-white, light yellow, and light blue. Together, these tones create a soft, organic, and visually relaxing design system.

4.2.10 Final Thesis Explanation

The complete poster series is designed using soft, natural, and organic color schemes that strongly connect with mental wellness and healthy living. These colors help reduce mental stress, support emotional balance, and create a calming visual experience for viewers. The use of earthy and nature-inspired tones also strengthens the connection between organic nutrients and overall well-being. As a result, the posters successfully communicate themes of mental health, emotional healing, relaxation, and natural wellness in a visually effective and human-centered way.

4.3 Posters Sketches and Digital



BLUEBERRIES

Antioxidant
Vitaman C
Natural Fiber
Manganese
Reduce Stress Harmones
Protect Brain Cells from Damage
Improve Memory and Focus
Support Healty Brain Functioning
Naturally Fight Inflammation
Feel Lighter, Calmer and more Balanced

SPINACH

Magnesium
Iron
Folate (vitamin B9)
Vitamin K
Antioxidants
Brain relax, Reducing stress and Nervous tension, Happy harmone, improving mood and emotional stability
Reduce fatigue and mentall tiredness

CHAMOMILE TEA

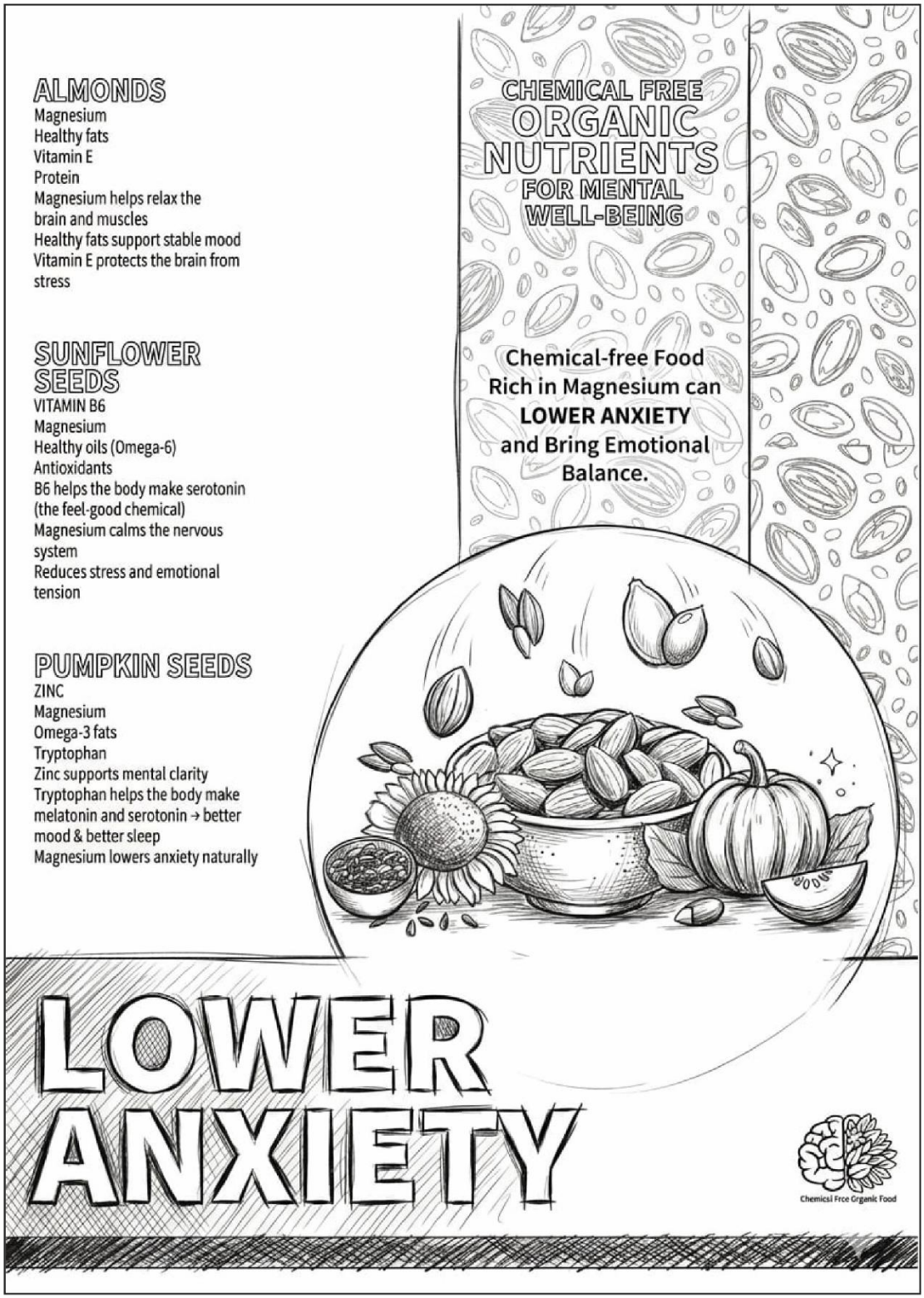
Apigenin (a natural calming compound)
Antioxidants
Mild anti-inflammatory properties binds to brain receptors that help you relax, Reduces stress, anxiety, and overthinking
Helps with sleep, nervous system and muscles.
Chamomile tea for calming the mind.

CHEMICAL FREE
ORGANIC NUTRIENTS
FOR MENTAL WELL-BEING

Organic Foods like Chamomile, Beries, and Leafy Greens Help Your Body **FIGHT STRESS** and Keep Your Mind Relaxed.

FIGHT STRESS

Chemical Free Organic Food


ALMONDS
Magnesium
Healthy fats
Vitamin E
Protein
Magnesium helps relax the brain and muscles
Healthy fats support stable mood
Vitamin E protects the brain from stress
SUNFLOWER SEEDS
VITAMIN B6
Magnesium
Healthy oils (Omega-6)
Antioxidants
B6 helps the body make serotonin (the feel-good chemical)
Magnesium calms the nervous system
Reduces stress and emotional tension
PUMPKIN SEEDS
ZINC
Magnesium
Omega-3 fats
Tryptophan
Zinc supports mental clarity
Tryptophan helps the body make melatonin and serotonin → better mood & better sleep
Magnesium lowers anxiety naturally
CHEMICAL FREE
ORGANIC
NUTRIENTS
FOR MENTAL WELL-BEING
Chemical-free Food Rich in Magnesium can LOWER ANXIETY and Bring Emotional Balance.
LOWER ANXIETY
Chemicsl Frce Organic Food

ALMONDS

Magnesium
Healthy fats
Vitamin E
Protein
Magnesium helps relax the brain and muscles
Healthy fats support stable mood
Vitamin E protects the brain from stress

SUNFLOWER SEEDS

VITAMIN B6
Magnesium
Healthy oils (Omega-6)
Antioxidants
B6 helps the body make serotonin (the feel-good chemical)
Magnesium calms the nervous system
Reduces stress and emotional tension

PUMPKIN SEEDS

ZINC
Magnesium
Omega-3 fats
Tryptophan
Zinc supports mental clarity
Tryptophan helps the body make melatonin and serotonin → better mood & better sleep
Magnesium lowers anxiety naturally

CHEMICAL FREE
ORGANIC NUTRIENTS
FOR MENTAL WELL-BEING

Chemical-free Food Rich in Magnesium can LOWER ANXIETY and Bring Emotional Balance.

LOWER ANXIETY

Chemical Free Organic Food

BANANA

MAGNESIUM
Potassium
Vitamin B6
Natural sugars
Magnesium relaxes muscles
B6 helps make melatonin (sleep hormone)
Helps calm the body before bedtime

KIWI

Vitamin C
Antioxidants
Serotonin
Fiber
Serotonin improves sleep quality
Helps you fall asleep faster
Supports deep and peaceful sleep

WARM ORGANIC MILK

Tryptophan
Calcium
Protein
Vitamin D
Tryptophan helps produce melatonin and serotonin
Gives a calming, soothing effect
Helps the body relax naturally

CHEMICAL FREE
ORGANIC
NUTRIENTS
FOR MENTAL
WELL-BEING

Natural Foods
Support Melatonin
Production and
IMPROVE SLEEP
Quality Naturally.

IMPROVE SLEEP

Chemical Free Organic Food

BANANA

MAGNESIUM
Potassium
Vitamin B6
Natural sugars
Magnesium relaxes muscles
B6 helps make melatonin (sleep hormone)
Helps calm the body before bedtime

KIWI

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Fiber
Serotonin improves sleep quality
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WARM ORGANIC MILK

Tryptophan
Calcium
Protein
Vitamin D
Tryptophan helps produce melatonin and serotonin
Gives a calming, soothing effect
Helps the body relax naturally

CHEMICAL FREE
ORGANIC NUTRIENTS
FOR MENTAL WELL-BEING

Natural Foods Support Melatonin Production and IMPROVE SLEEP Quality Naturally.

IMPROVE SLEEP

Chemical Free Organic Food

WALNUTS

Rich in Omega-3
which helps memory and
thinking.
Contains vitamin E
that protects brain cells.
Gives long-lasting energy and
supports focus.

BLUEBERRIES

called “brain berries” because
they boost memory.
Full of antioxidants that protect
the brain from stress.
Improves learning and
concentration.
Natural, low-sugar fruit great for
daily use.

AVOCADO

Good source of healthy fats that
improve brain function.
Helps smooth blood flow to the
brain.
Provides vitamins B & E that
support focus and clarity.
Keeps you full and energized for
longer.

CHEMICAL FREE ORGANIC NUTRIENTS FOR MENTAL WELL-BEING

Brain-Friendly Nutrients IMPROVE MEMORY, Focus, and Problem-Solving.

IMPROVE MEMORY

Chemical Free Organic Food

WALNUTS

Rich in Omega-3
which helps memory and
thinking.
Contains vitamin E
that protects brain cells.
Gives long-lasting energy and
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BLUEBERRIES

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CHEMICAL FREE
ORGANIC NUTRIENTS
FOR MENTAL WELL-BEING

Brain-Friendly
Nutrients
IMPROVE MEMORY,
Focus, and
Poblem-Solving.

IMPROVE MEMORY

Chemical Free Organic Food

OATS

(Natural Energy Base)
Rich in complex carbohydrates
Gives slow and steady energy
Keeps you active for a longer time
Supports brain focus and stamina
No sudden energy crash

ORANGES

Fresh Energy Booster
High in Vitamin C
Refreshes the body and mind
Helps reduce tiredness and fatigue
Keeps the body hydrated
Improves mood and alertness

BANANAS

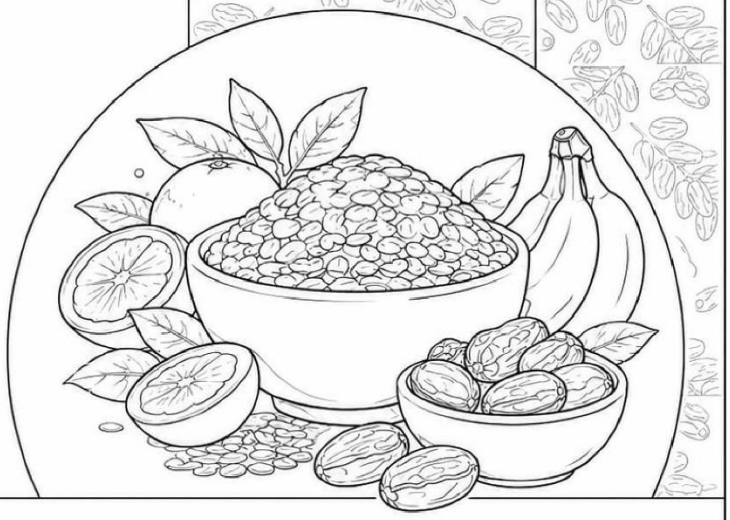
Quick Natural Energy
Rich in potassium and Vitamin B6
Gives instant energy
Supports muscle and brain function
Helps reduce stress and weakness
Easy to digest and calming

DATES

High in natural sugars (glucose & fructose)
Provides quick energy without chemicals
Rich in iron and magnesium
Reduces tiredness and weakness Improves overall vitality

CHEMICAL FREE ORGANIC NUTRIENTS FOR MENTAL WELL-BEING

Organic Foods Give CLEAN ENERGY Without Chemicals, Sugar Crashes, or Burnout.



CLEAN ENERGY

Chemical Free Organic Food

OATS
(Natural Energy Base)
Rich in complex carbohydrates
Gives slow and steady energy
Keeps you active for a longer time
Supports brain focus and stamina
No sudden energy crash

ORANGES
Fresh Energy Booster
High in Vitamin C
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DATES
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CHEMICAL FREE
ORGANIC NUTRIENTS
FOR MENTAL WELL-BEING

Organic Foods Give
CLEAN ENERGY
Without Chemicals, Sugar Crashes, or Burnout.

CLEAN ENERGY

Chemical Free Organic Food

BANANAS
Vitamin B6
Natural sugars
Magnesium
Helps the brain make serotonin (happy hormone)
Reduces stress and mood swings
Gives gentle, natural energy
Improves emotional balance

TOMATOES
Lycopene (powerful antioxidant)
Vitamin C
Folate
Protects brain cells from stress
Helps reduce sadness and low mood
Supports emotional stability
Keeps the mind fresh and active

LEAFY GREENS
(Spinach, Kale, Lettuce)
Folate
Magnesium
Iron
Vitamin K
Helps reduce symptoms of depression
Supports positive mood and calm thinking
Improves brain health
Keeps emotions balanced

CHEMICAL FREE ORGANIC NUTRIENTS FOR MENTAL WELL-BEING

Organic Nutrients Help Increase Serotonin, the FEEL-GOOD Hormone.

FEEL GOOD

Chemical Free Organic Food

BANANAS

Vitamin B6
Natural sugars
Magnesium
Helps the brain make serotonin (happy hormone)
Reduces stress and mood swings
Gives gentle, natural energy
Improves emotional balance

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Lycopene (powerful antioxidant)
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CHEMICAL FREE
ORGANIC NUTRIENTS
FOR MENTAL WELL-BEING

Organic Nutrients Help Increase Serotonin, the FEEL-GOOD Hormone.

FEEL GOOD

Chemical Free Organic Food

LEAFY GREENS

Magnesium
Folate
Iron
Calms the nervous system
Helps control mood swings
Supports peaceful thinking
Reduces stress and mental tiredness

PEAS

Vitamin B-complex
Plant protein
Fiber
Supports brain health
Helps maintain steady emotions
Reduces anxiety and irritability
Gives calm and balanced energy

LENTILS

Iron
Magnesium
Folate
Protein
Helps reduce fatigue and low mood
Supports emotional strength
Improves focus and calmness
Keeps the mind stable and balanced

CHEMICAL FREE
ORGANIC
NUTRIENTS
FOR MENTAL
WELL-BEING

Natural Foods Help
STABILIZE MOOD
Swings and Calm
Emotional Stress.

STABILIZE MOOD

Chemical Free Grgunic Food

LEAFY GREENS

Magnesium
Folate
Iron
Calms the nervous system
Helps control mood swings
Supports peaceful thinking
Reduces stress and mental tiredness

PEAS

Vitamin B-complex
Plant protein
Fiber
Supports brain health
Helps maintain steady emotions
Reduces anxiety and irritability
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LENTILS

Iron
Magnesium
Folate
Protein
Helps reduce fatigue and low mood
Supports emotional strength
Improves focus and calmness
Keeps the mind stable and balanced

CHEMICAL FREE
ORGANIC NUTRIENTS
FOR MENTAL WELL-BEING

Natural Foods Help
STABILIZE MOOD
Swings and Calm
Emotional Stress.

STABILIZE MOOD

Chemical Free Organic Food

MIXED FRUITS
Natural vitamins (A, C, B)
Antioxidants
Natural sugars
Fiber
Improve mood and positivity
Reduce mental stress
Support brain health
Give natural happiness and energy

MIXED VEGETABLES
Minerals (iron, magnesium)
Vitamins
Fiber
Support calm and focused mind
Reduce mental tiredness
Improve emotional stability
Keep the brain healthy

HERBS
(Organic – Mint, Basil, Tulsi)
Natural calming compounds
Antioxidants
Essential oils
Relax the mind
Reduce anxiety and stress
Improve clarity and freshness
Support inner peace

CHEMICAL FREE ORGANIC NUTRIENTS FOR MENTAL WELL-BEING

A Clean, Chemical-free Diet
SUPPORTS MENTAL, EMOTIONAL, and **PHYSICAL** Well-being.

OVERALL HEALTH

Chemical Free Organic Food

MIXED FRUITS

Natural vitamins (A, C, B)
Antioxidants
Natural sugars
Fiber
Improve mood and positivity
Reduce mental stress
Support brain health
Give natural happiness and energy

MIXED VEGETABLES

Minerals (iron, magnesium)
Vitamins
Fiber
Support calm and focused mind
Reduce mental tiredness
Improve emotional stability
Keep the brain healthy

HERBS

(Organic – Mint, Basil, Tulsi)
Natural calming compounds
Antioxidants
Essential oils
Relax the mind
Reduce anxiety and stress
Improve clarity and freshness
Support inner peace

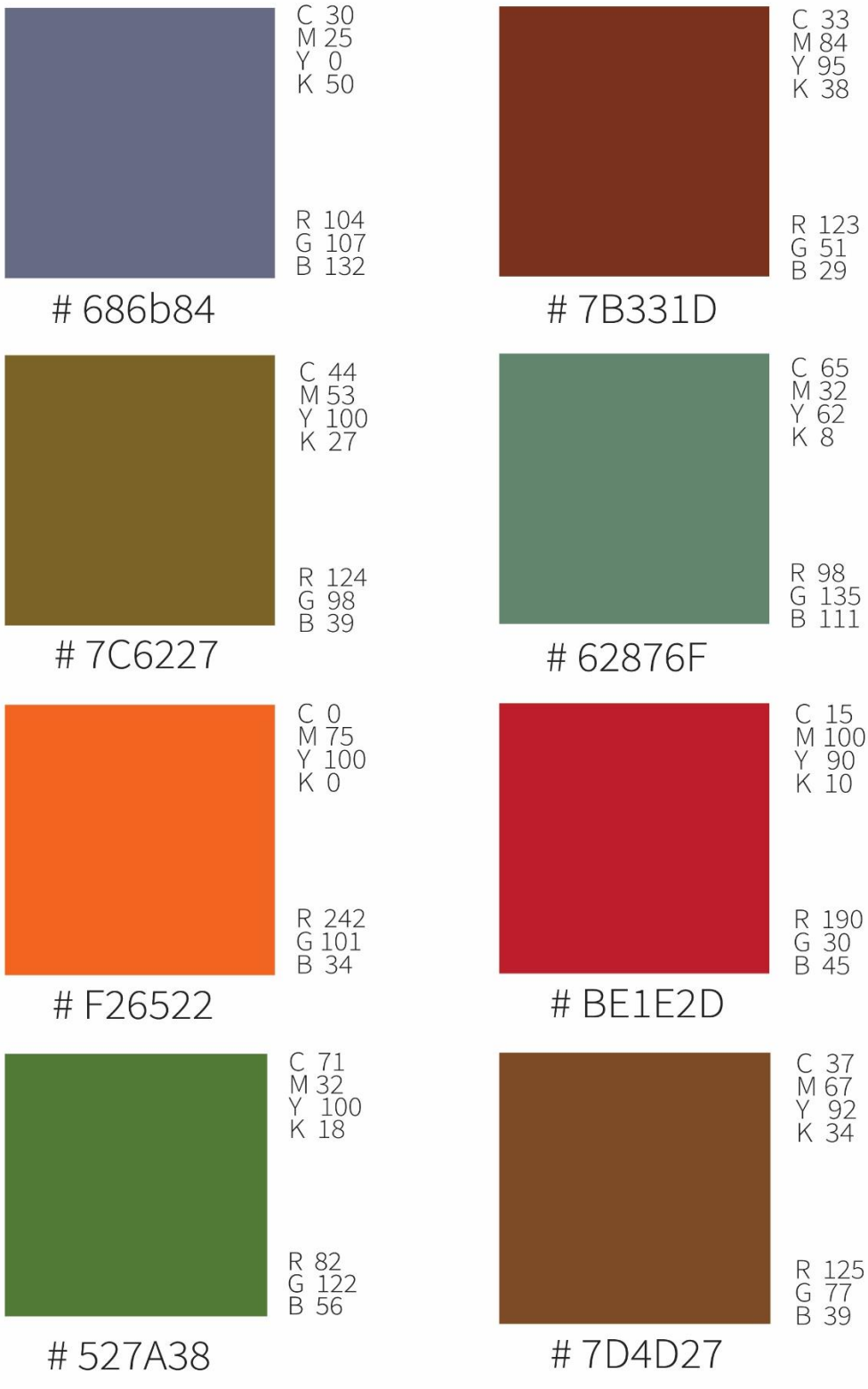
CHEMICAL FREE
ORGANIC NUTRIENTS
FOR MENTAL WELL-BEING

A Clean, Chemical-free Diet
SUPPORTS MENTAL, EMOTIONAL, and PHYSICAL Well-being.

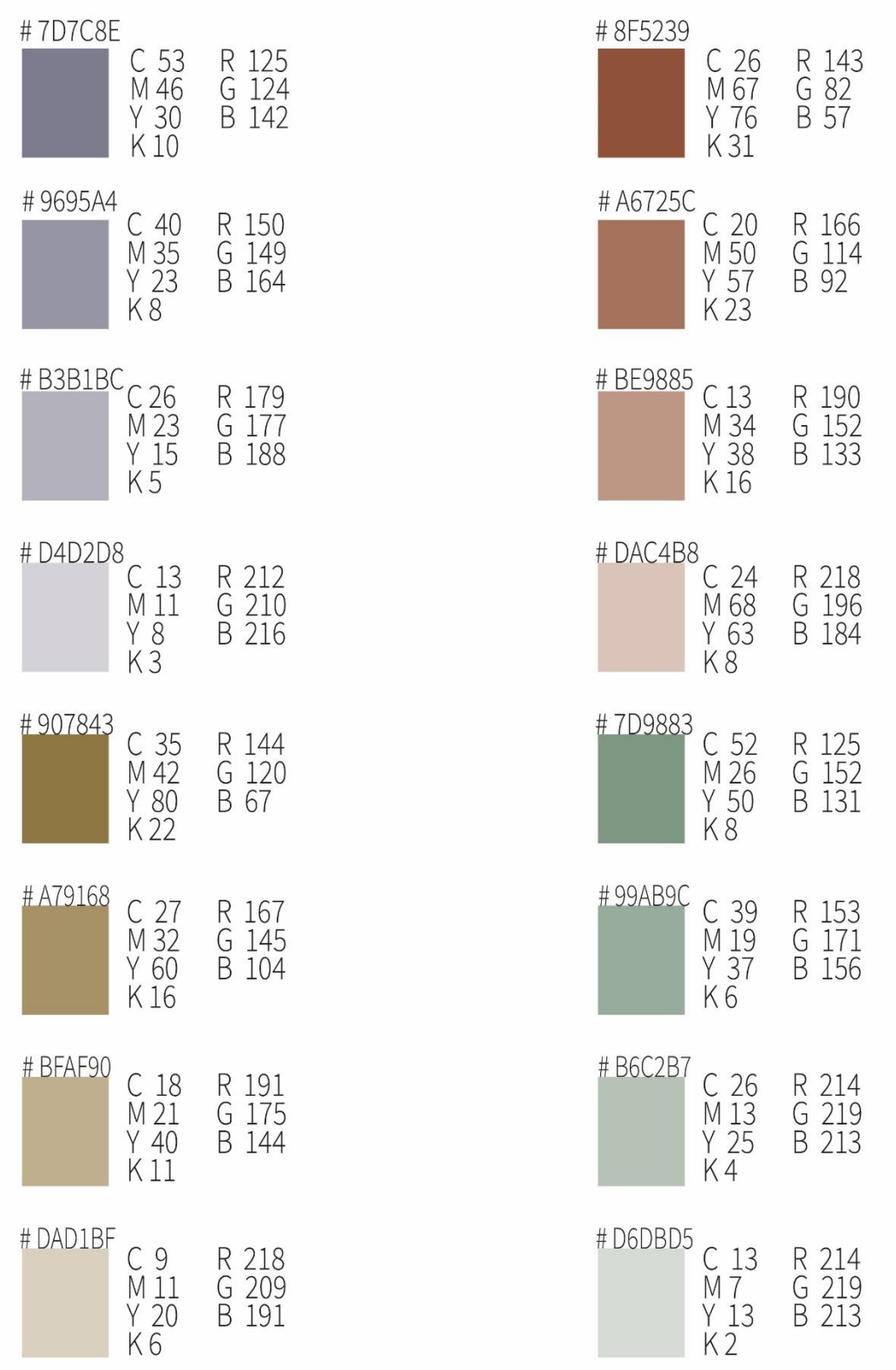
OVERALL HEALTH

Chemical Free Organic Food

4.4 Posters Primary Colors



4.5 Posters Secondary colors



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C 0 M 60 Y 80 K 0
R 245 G 131 B 69

#C85248

C 12 M 80 Y 72 K 8
R 200 G 82 B 72

#F89F6D

C 0 M 45 Y 60 K 0
R 248 G 159 B 109

#D37968

C 9 M 60 Y 54 K 6
R 211 G 121 B 104

#FBBD97

C 0 M 30 Y 40 K 0
R 251 G 189 B 151

#DF9F8F

C 6 M 40 Y 36 K 4
R 223 G 159 B 143

#FEDCC6

C 0 M 15 Y 20 K 0
R 254 G 220 B 198

#ECCABF

C 3 M 20 Y 18 K 2
R 236 G 202 B 191

#7CC24A

C 57 M 0 Y 95 K 0
R 124 G 194 B 74

#CA712A

C 18 M 64 Y 99 K 4
R 202 G 113 B 42

#96CC6C

C 45 M 0 Y 77 K 0
R 150 G 204 B 108

#D2884B

C 14 M 51 Y 79 K 4
R 210 G 136 B 75

#C9E3B1

C 23 M 0 Y 39 K 0
R 201 G 227 B 177

#E6BC98

C 7 M 26 Y 40 K 2
R 230 G 188 B 152

#E2F0D6

C 12 M 0 Y 20 K 0
R 226 G 240 B 214

#F0DAC6

C 4 M 13 Y 20 K 1
R 240 G 218 B 198

4.6 UX/UI Mobile App Screen Color Theme Explanation

The color theme of this UX/UI mobile application screen is inspired by nature, emotional calmness and healthy living. Different shades of green are used throughout the interface to create a peaceful and relaxing experience for users. Since the application is designed to promote chemical-free organic nutrients for mental well-being the selected colors help represent freshness, balance, healing and mental relaxation. The combination of soft green tones with white space creates a modern, minimal, and user-friendly visual appearance that feels comfortable for the eyes and emotionally calming for the mind.

4.6.1 Primary Colors

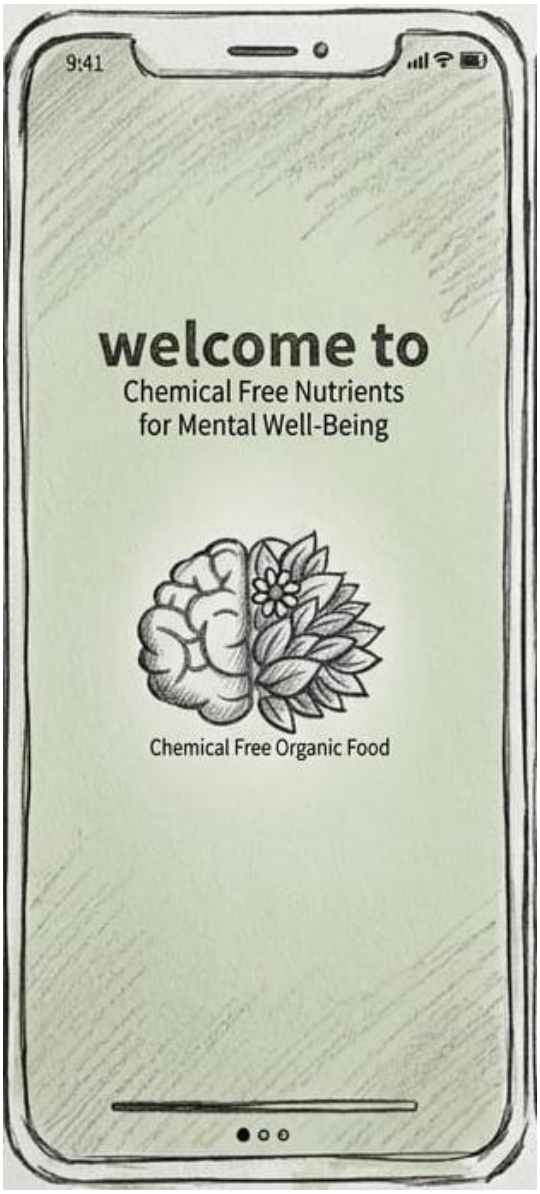
a. Soft Sage Green (Main Background Color)

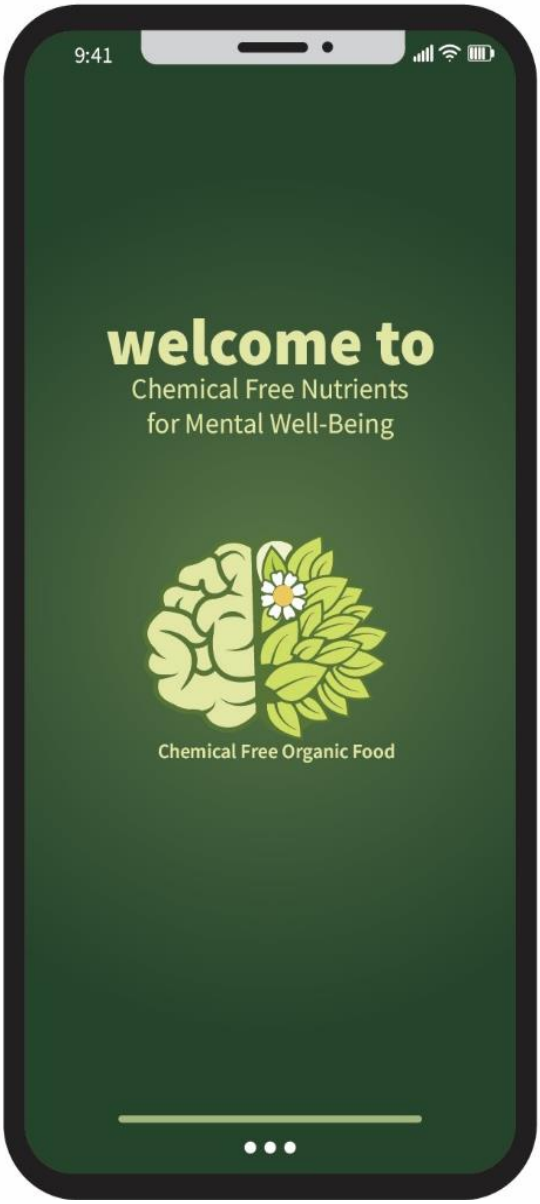
The light sage green color used in the background acts as the primary base color of the screen. This color creates a soft, peaceful and emotionally relaxing atmosphere for users. In color psychology, soft green shades are connected with healing, calmness, balance, freshness and mental comfort. The background color helps reduce visual stress and gives the interface a clean and natural appearance. Because the application focuses on mental wellness and organic nutrients, this color strongly supports the feeling of emotional safety and relaxation.

b. Fresh Organic Green (Visual Section Color)

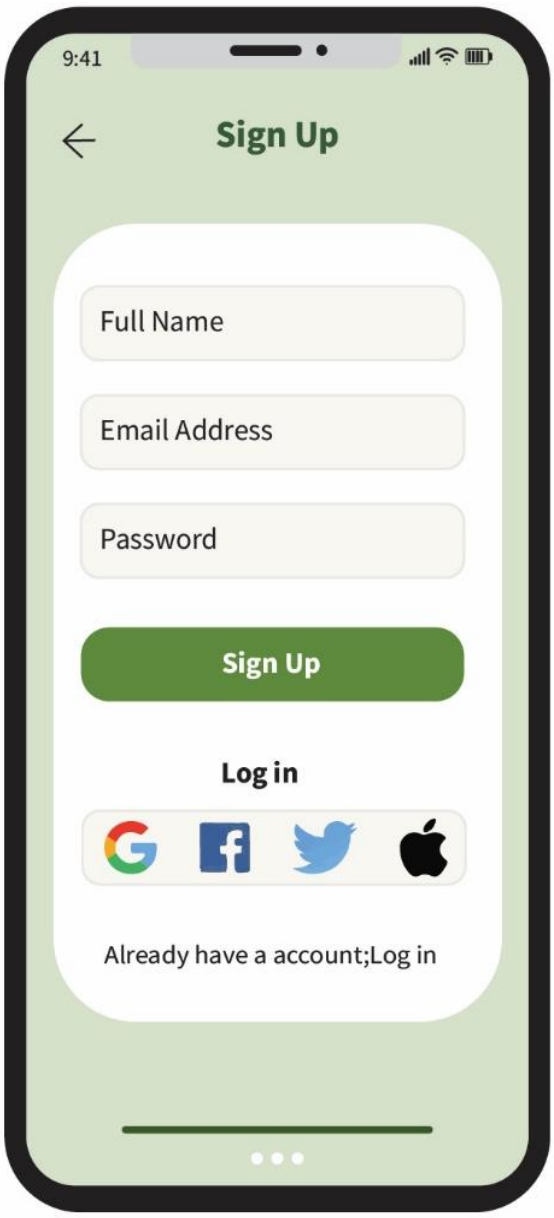
The brighter green color used behind the “Stress Relief Naturally” visual section creates focus and attraction within the interface. This shade represents freshness, natural energy, healthy food, growth and positivity. It helps the visual section stand out while still maintaining harmony with the overall calming color palette. This color also gives the screen a more lively and engaging feeling without becoming visually overwhelming.

4.7 UX/UI App Screen Sketch and Digital

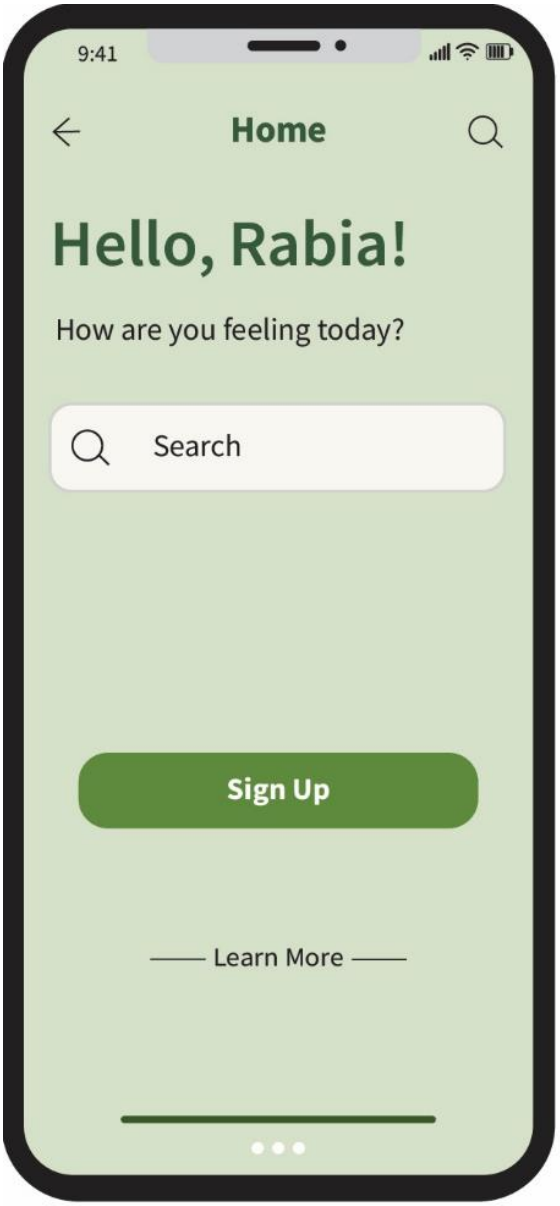

9:41
welcome to
Chemical Free Nutrients
for Mental Well-Being
Chemical Free Organic Food


9:41
welcome to
Chemical Free Nutrients
for Mental Well-Being
Chemical Free Organic Food


9:41
Sign Up
Full Name
Email Address
Password
Sign Up
Log in
Already have a account; Log in

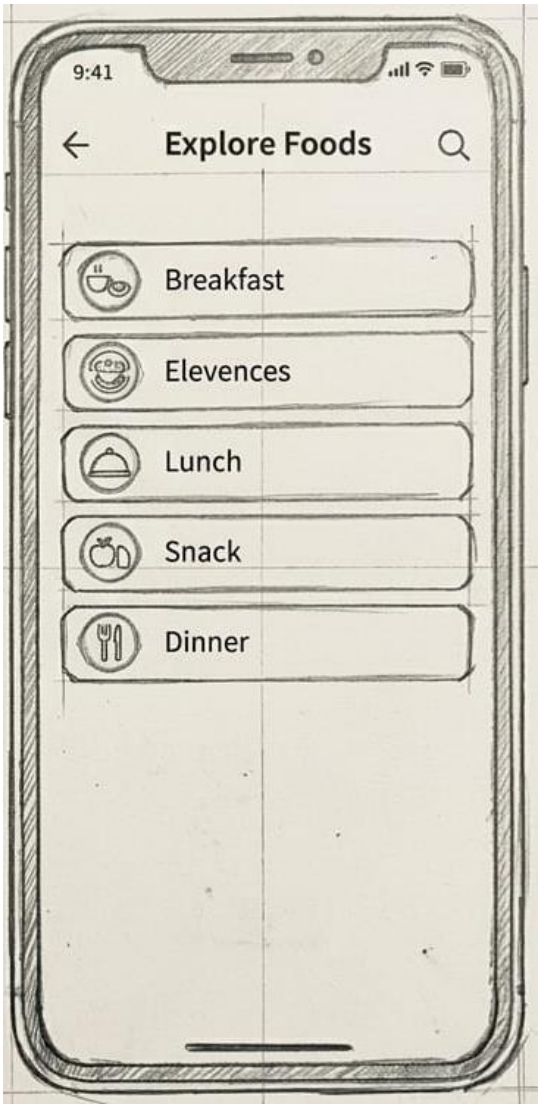

9:41
Sign Up
Full Name
Email Address
Password
Sign Up
Log in
Already have a account;Log in


9:41
Home
Hello, Rabia!
How are you feeling today?
Search
Sign Up
Learn More


9:41
Home
Hello, Rabia!
How are you feeling today?
Search
Sign Up
Learn More

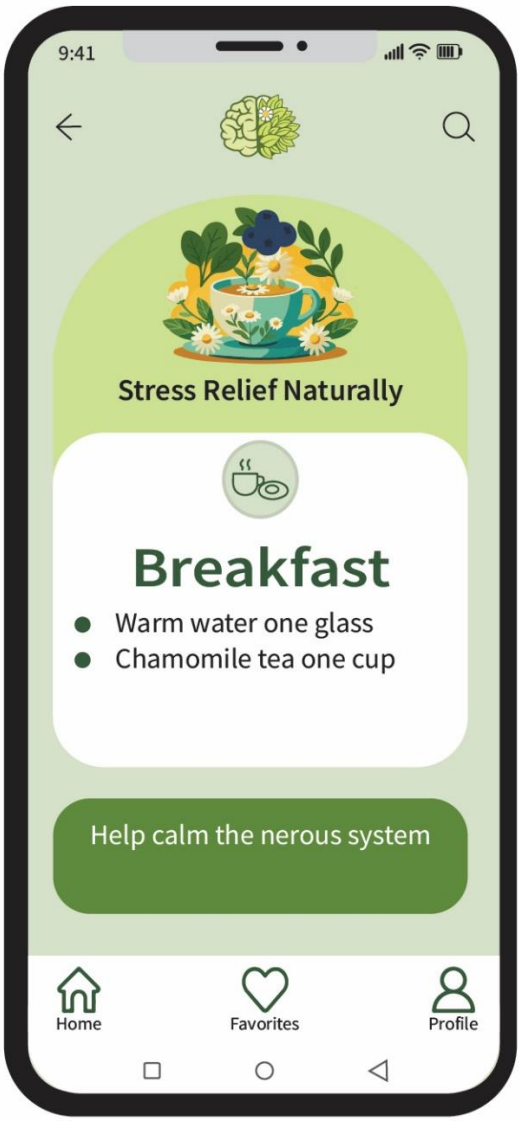

9:41
Favorites
Stress Relief Naturally
Anxiety Control
Better Sleep
Improve Memory
Boosting Energy
Feel Good
Emotional Balance
Overall Health


9:41
Favorites
Stress Relief Naturally
Anxiety Control
Better Sleep
Improve Memory
Boosting Energy
Feel Good
Emotional Balance
Overall Health


9:41
Explore Foods
Breakfast
Elevences
Lunch
Snack
Dinner


9:41
Explore Foods
Breakfast
Elevences
Lunch
Snack
Dinner


9:41
Stress Relief Naturally
Breakfast
Warm water one glass
Chamomile tea one cup
Help calm the nerous system
Home
Favorites
Profile


9:41
Stress Relief Naturally
Breakfast
Warm water one glass
Chamomile tea one cup
Help calm the nerous system
Home
Favorites
Profile


9:41
Stress Relief Naturally
Elevences
Spinach omelette or spinach smoothie
One small bowl blueberries
Rich in antioxidants, supports stress control
Home
Favorites
Profile


9:41
Stress Relief Naturally
Elevences
Spinach omelette or spinach smoothie
One small bowl blueberries
Rich in antioxidants, supports stress control
Home
Favorites
Profile


9:41
Stress Relief Naturally
Lunch
Brown rice or whole wheat bread with half cup yogurt
Steamed vegetables like spinach, carrots
Supports gut and mental calm
Home
Favorites
Profile
9:41
Stress Relief Naturally
Lunch
Brown rice or whole wheat bread with half cup yogurt
Steamed vegetables like spinach, carrots
Supports gut and mental calm
Home
Favorites
Profile

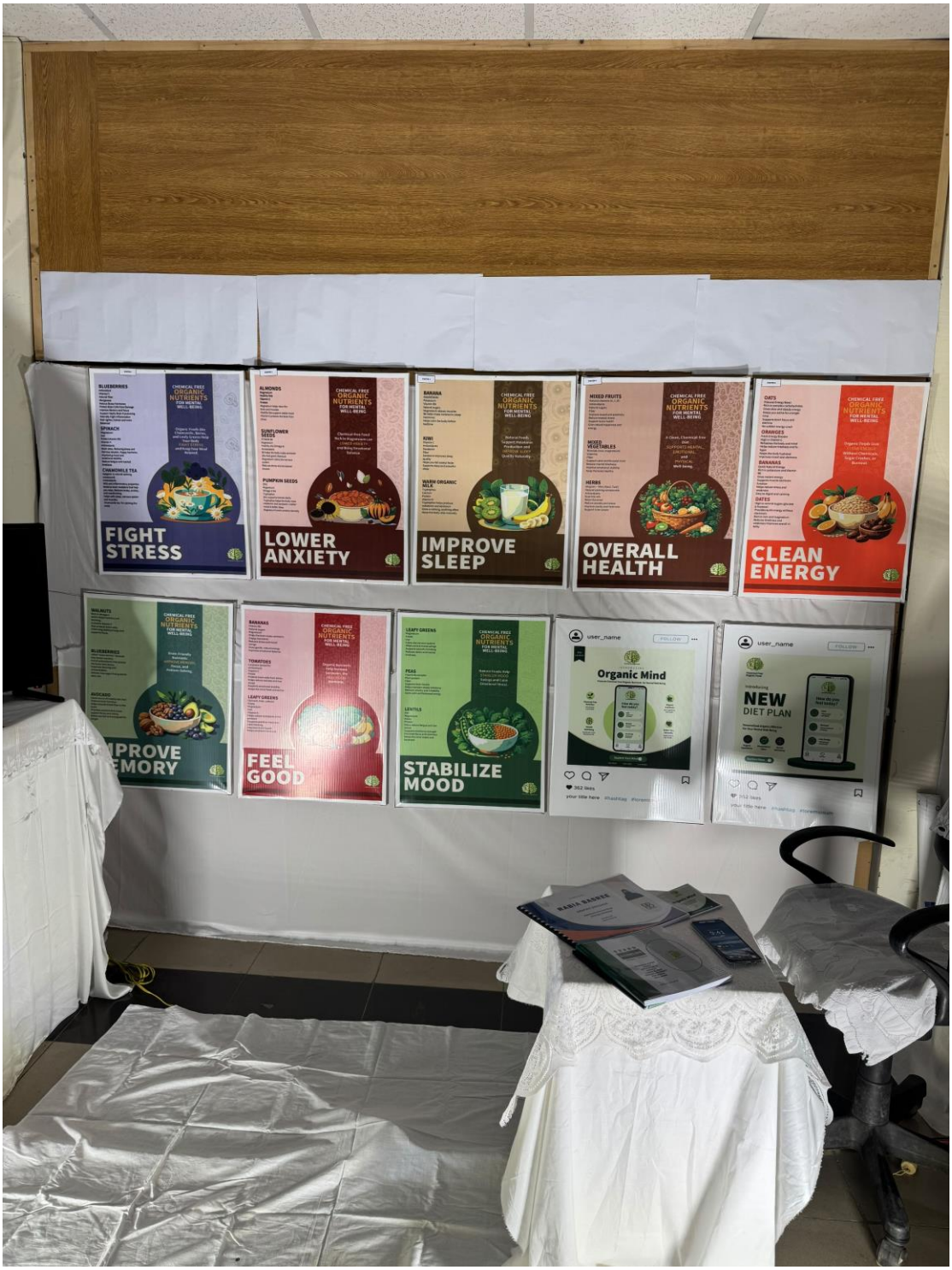

9:41
Stress Relief Naturally
Snack
Herbal tea
(Chamomile or Greentea)
Almonds
(Five to six)
Feel calm and healthy
Home
Favorites
Profile

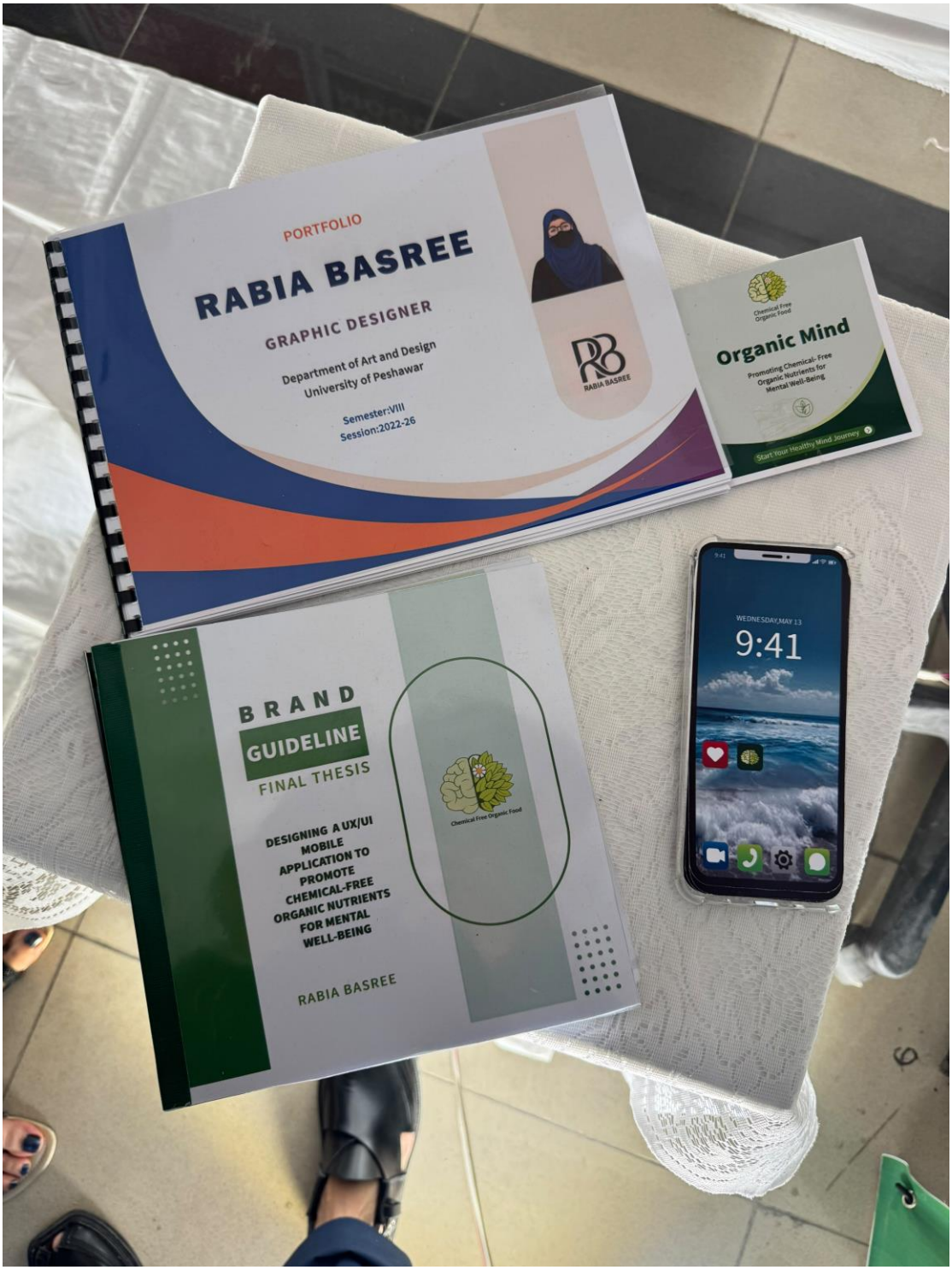

9:41
Stress Relief Naturally
Snack
Herbal tea
(Chamomile or Greentea)
Almonds
(Five to six)
Feel calm and healty
Home
Favorites
Profile

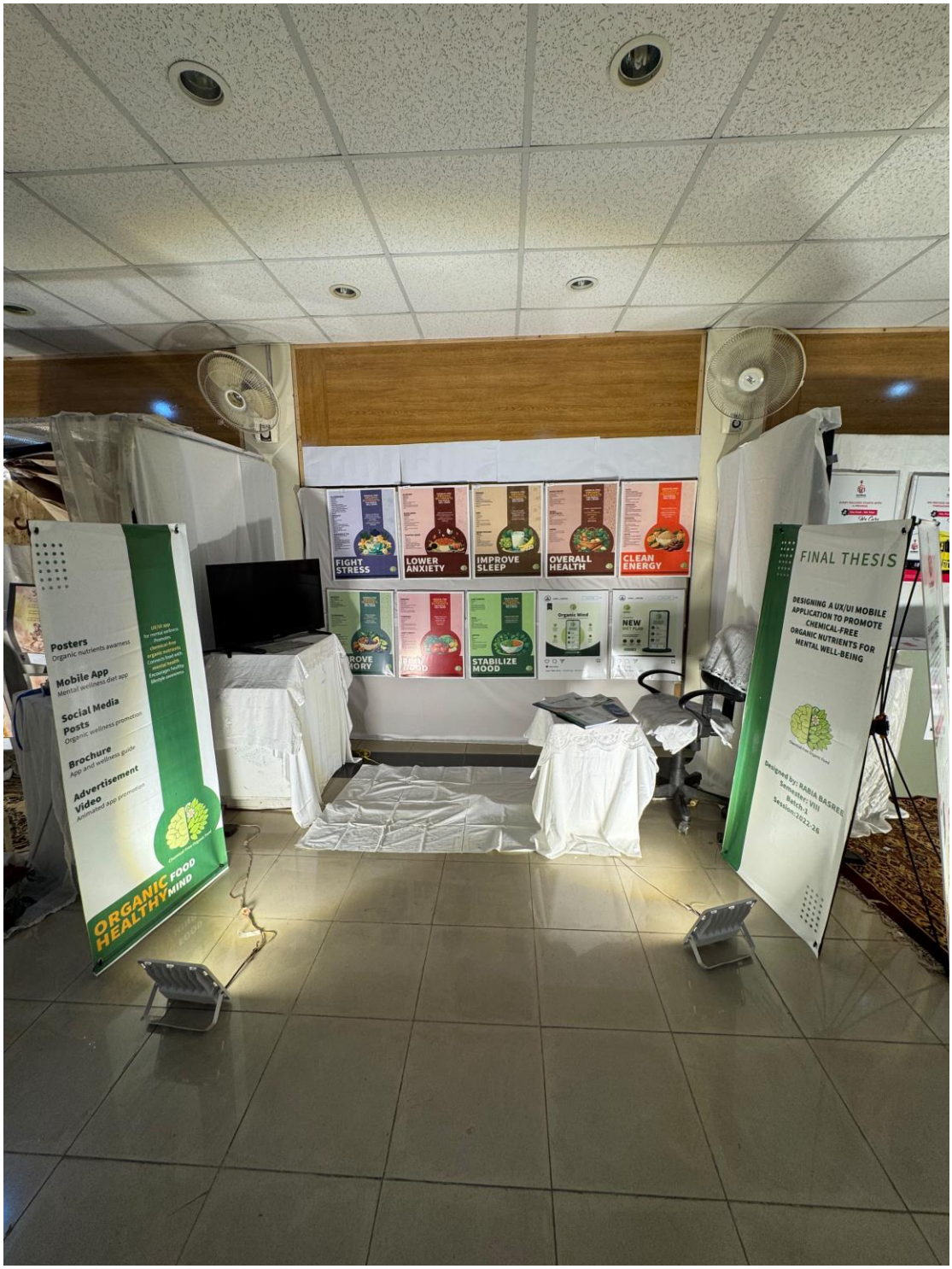

9:41
Stress Relief Naturally
Dinner
Light vegetables and spinach soup
Avoid fried or spicy food
Supports relaxation and mental balance
Home
Favorites
Profile


9:41
Stress Relief Naturally
Dinner
Light vegetables and spinach soup
Avoid fried or spicy food
Supports relaxation and mental balance
Home
Favorites
Profile

4.8 Final Display Picture




PORTFOLIO
RABIA BASREE
GRAPHIC DESIGNER
Department of Art and Design
University of Peshawar
Semester:VIII
Session:2022-26
RABIA BASREE
Chemical Free Organic Food
Organic Mind
Promoting Chemical- Free Organic Nutrients for Mental Well-Being
Start Your Healthy Mind Journey
BRAND
GUIDELINE
FINAL THESIS
DESIGNING A UX/UI MOBILE APPLICATION TO PROMOTE CHEMICAL-FREE ORGANIC NUTRIENTS FOR MENTAL WELL-BEING
RABIA BASREE
Chemical Free Organic Food
WEDNESDAY, MAY 13
9:41


FIGHT STRESS
LOWER ANXIETY
IMPROVE SLEEP
OVERALL HEALTH
CLEAN ENERGY
STABILIZE MOOD
NEW
Posters
Organic nutrients awarness
Mobile App
Mental wellness diet app
Social Media Posts
Organic wellness promotion
Brochure
App and wellness guide
Advertisement Video
Animated app promotion
ORGANIC FOOD
HEALTHY MIND
FINAL THESIS
DESIGNING A UX/UI MOBILE APPLICATION TO PROMOTE CHEMICAL-FREE ORGANIC NUTRIENTS FOR MENTAL WELL-BEING


CLEAN ENERGY
NEW DIET PLAN
FINAL THESIS
DESIGNING A UX/UI MOBILE APPLICATION TO PROMOTE CHEMICAL-FREE ORGANIC NUTRIENTS FOR MENTAL WELL-BEING
Chemical Free Organic Food
Designed by: RABIA BASREE
Semester: VIII
Batch-1
Session:2022-26

4.9 Social Media Post Color Theme Explanation

The color theme of the social media posts is inspired by nature, emotional wellness, freshness and modern organic living. Different shades of green are carefully combined to create a visually calming and attractive design that reflects the concept of chemical-free organic nutrients for mental well-being. The selected colors help communicate feelings of relaxation, positivity, balance, natural healing and healthy lifestyle choices. White space is also used to maintain a clean, modern and minimal appearance that makes the design visually comfortable and easy to understand.

4.9.1 Primary Colors

a. Deep Forest Green

Background shapes, lower design section, headings and important visual areas.

The dark green color acts as the strongest visual anchor within the social media post design. It creates contrast, improves readability and gives the composition a modern and professional appearance. In color psychology, deep forest green symbolizes stability, trust, emotional balance, growth and connection with nature. This color helps communicate the idea of organic wellness and mental calmness while making the design visually bold and structured.

b. Soft Sage Green

Main background areas and soft visual sections.

The soft sage green shade creates a peaceful and emotionally calming atmosphere within the design. This color reduces visual stress and gives the layout a clean and natural feeling. It represents healing, relaxation, mindfulness and emotional wellness, which directly supports the thesis concept related to mental well-being and organic nutrients. The soft tone also helps balance the stronger green shades used in the composition.

4.9.2 Secondary Colors

a. Fresh Lime Green

Buttons, highlight elements, callto action sections and small visual accents.

The fresh lime green shade is used to create attention and visual energy within the social media post. This brighter tone represents freshness, positivity, healthy lifestyle and active living. It helps important elements such as “Explore Your Mind” and interactive sections stand out clearly while maintaining harmony with the natural green palette. This color adds vibrancy to the design without making it visually overwhelming.

b. Organic Olive Green

Circular shapes behind the mobile screen and supporting visual elements.

The olive green tone creates softness and depth within the composition. It helps separate the mobile interface from the background while maintaining a smooth visual flow. This color is associated with nature, balance, wellness and organic growth. Using this shade behind the phone mockup creates focus and improves the overall composition hierarchy.

c. Herbal Green

Mobile app interface icons, small UI backgrounds and feature highlights.

The herbal green shade used inside the mobile application interface creates consistency between the social media post and the UX/UI app design. This color gives the interface a fresh, healthy and user-friendly feeling. It symbolizes natural nutrients, organic ingredients and emotional positivity while helping smaller interface elements remain visually attractive and easy to recognize.

d. Neutral Color – Pure White

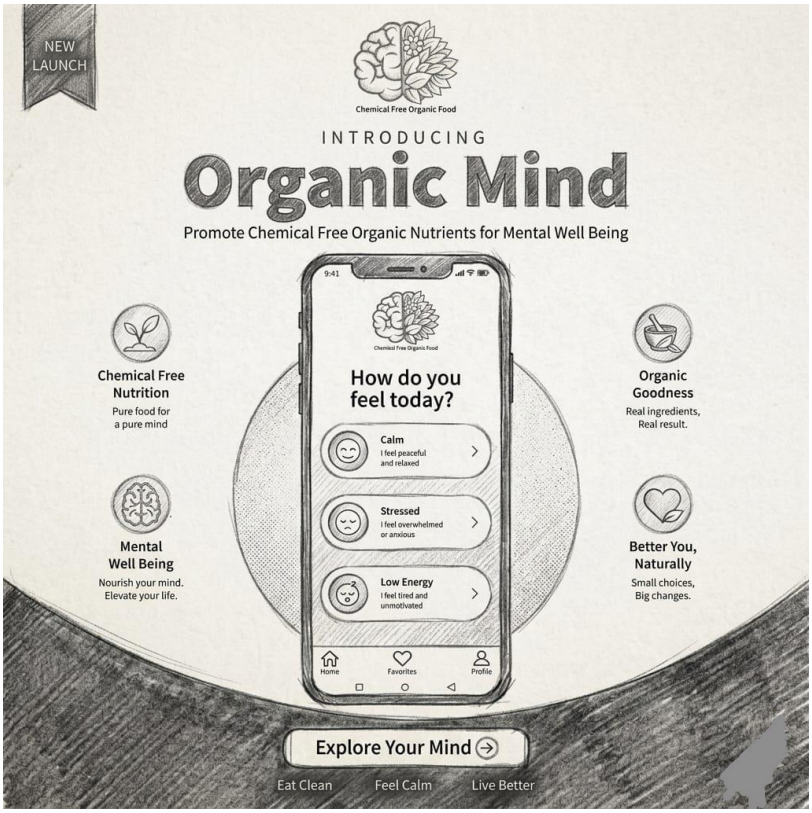
Background space, typography contrast and clean layout balance.

White color is used to create clarity, simplicity and visual breathing space within the design. It balances the multiple green tones and prevents the composition from looking crowded. White also represents purity, cleanliness, peace and healthy living, which strongly supports the concept of chemical-free organic nutrients and mental wellness.

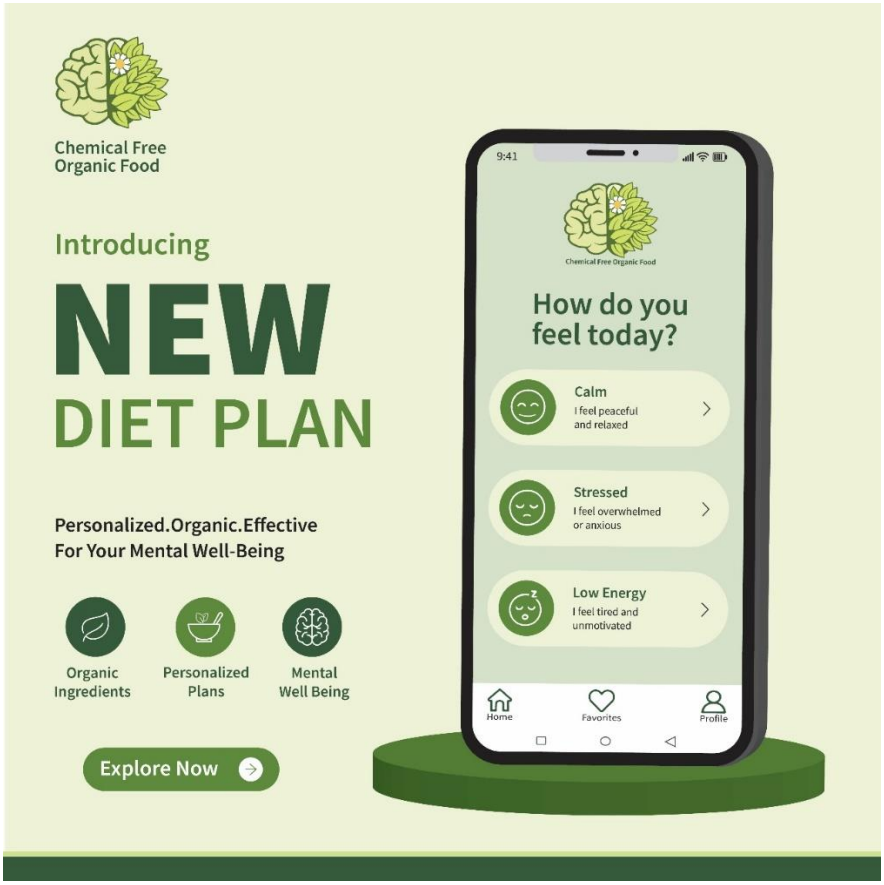
e. Overall Color Psychology

The overall green color palette is designed to create a calm, refreshing and emotionally positive visual experience. Green shades are widely connected with healing, stress relief, relaxation, growth, mindfulness and emotional balance. The combination of deep green, sage green, lime green, olive green and herbal green creates a modern and minimal social media design that feels visually peaceful while effectively promoting healthy organic living and mental well-being.

4.10 Social Media Post Sketch and Digital




Chemical Free
Organic Food
Introducing
NEW
DIET PLAN
Personalized.Organic.Effective
For Your Mental Well-Being
Organic
Ingredients
Personalized
Plans
Mental
Well Being
Explore Now
9:41
Chemical Free Organic Food
How do you
feel today?
Calm
I feel peaceful
and relaxed
Stressed
I feel overwhelmed
or anxious
Low Energy
I feel tired and
unmotivated
Home
Favorites
Profile


Chemical Free
Organic Food
Introducing
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DIET PLAN
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For Your Mental Well-Being
Organic
Ingredients
Personalized
Plans
Mental
Well Being
Explore Now
9:41
Chemical Free Organic Food
How do you
feel today?
Calm
I feel peaceful
and relaxed
Stressed
I feel overwhelmed
or anxious
Low Energy
I feel tired and
unmotivated
Home
Favorites
Profile

4.11 Brochure Color Theme Explanation

The brochure color theme is inspired by nature, emotional wellness, freshness and organic living. Different shades of green are used throughout the brochure to create a calm, healthy and visually relaxing experience. Since the brochure represents a UX/UI mobile application for promoting chemical-free organic nutrients for mental well-being, the selected colors help communicate feelings of healing, balance, positivity and natural wellness. White space is also used to maintain a clean, minimal and modern design appearance.

4.11.1 Primary Colors

a. Deep Forest Green

Headings, important sections, dark design elements and highlighted information.

The deep forest green color creates a strong and professional visual identity within the brochure. It improves readability and gives the design structure and balance. Psychologically, dark green represents trust, harmony, stability and connection with nature. This color helps communicate the concept of organic living and mental wellness in a visually bold yet calming way.

b. Soft Sage Green

Background areas and soft visual sections.

The soft sage green color creates a peaceful and emotionally calming atmosphere within the brochure design. It gives the layout a natural and refreshing appearance while reducing visual heaviness. In color psychology, sage green is connected with healing, relaxation, emotional balance and mindfulness. This color supports the brochure's purpose of promoting mental wellness through natural nutrients.

4.11.2 Secondary Colors

a. Fresh Lime Green

Buttons, highlighted text, call to action sections, and design accents.

Fresh lime green is used to create visual attraction and energy within the brochure. It helps important information stand out while keeping the overall design lively and modern. This color symbolizes freshness, positivity, healthy living and growth. It also creates a youthful and engaging visual effect that attracts the audience naturally.

b. Organic Olive Green

Supporting shapes, background circles and decorative visual elements.

The olive green tone adds softness and depth to the brochure composition. It helps separate content sections while maintaining harmony within the overall green palette. This color is associated with nature, wellness, peace and organic growth, making the brochure feel visually balanced and connected to healthy living.

c. Neutral Color – Pure White

Content areas, spacing, typography balance and clean layout sections.

White color is used to maintain clarity, simplicity and readability throughout the brochure design. It balances the different green shades and prevents the layout from looking crowded. White also symbolizes purity, cleanliness, peace and chemical-free living, which strongly supports the concept of organic nutrients and mental well-being.

d. Overall Color Psychology

The overall green color palette is carefully selected to create a calm, fresh and emotionally positive visual experience. Green shades are commonly associated with healing, relaxation, balance, mindfulness and stress reduction. The combination of dark green, sage green, lime green, olive green and white creates a modern and minimal brochure design that feels natural, peaceful, and visually engaging. These colors help users emotionally connect with the idea of healthy organic living and mental wellness.

4.12 Brochure Sketch and Digital

4.13 Standees Design Overview

The standee designs are created with a natural and organic visual theme that represents health, wellness, and emotional balance. The overall layout follows a clean and professional presentation style while maintaining visual consistency with the brochure, social media posts, and other branding materials.

The first standee includes the project title, introduction, designer's name, semester, and session duration (2022–2026). The second standee contains a brief explanation of the project title along with the presentation of design items including posters, user guides, social media posts, brochure, advertisement video, and promotional advertisement. Both standees are arranged in a visually balanced composition that reflects a modern and organized design identity.

4.13.1 Primary Color Palette

a. Deep Forest Green

Deep Forest Green is the main primary color used in the standee design. This color represents nature, growth, stability, trust, and wellness. It gives the design a strong and professional appearance while highlighting the organic and healthy theme of the

b. Soft Sage Green

creates a calm and refreshing visual effect. It adds softness to the composition and helps create a peaceful and relaxing atmosphere. This shade also supports the idea of emotional balance and natural healing.

4.13.2 Secondary Color Palette

a. Fresh Lime Green

Fresh Lime Green symbolizes freshness, positivity, and energy. It brings a vibrant and youthful feeling to the design and makes the visuals look more active and engaging.

b. Organic Olive Green

Organic Olive Green reflects sustainability, natural living, and eco-friendly values. It strengthens the organic identity of the project and creates a deeper connection with nature-inspired concepts.

c. Herbal Green

Herbal Green is associated with health, herbal nutrition, and natural wellness. This color supports the healthy lifestyle message and enhances the overall organic appearance of the standee designs.

d. Neutral Color Pure White

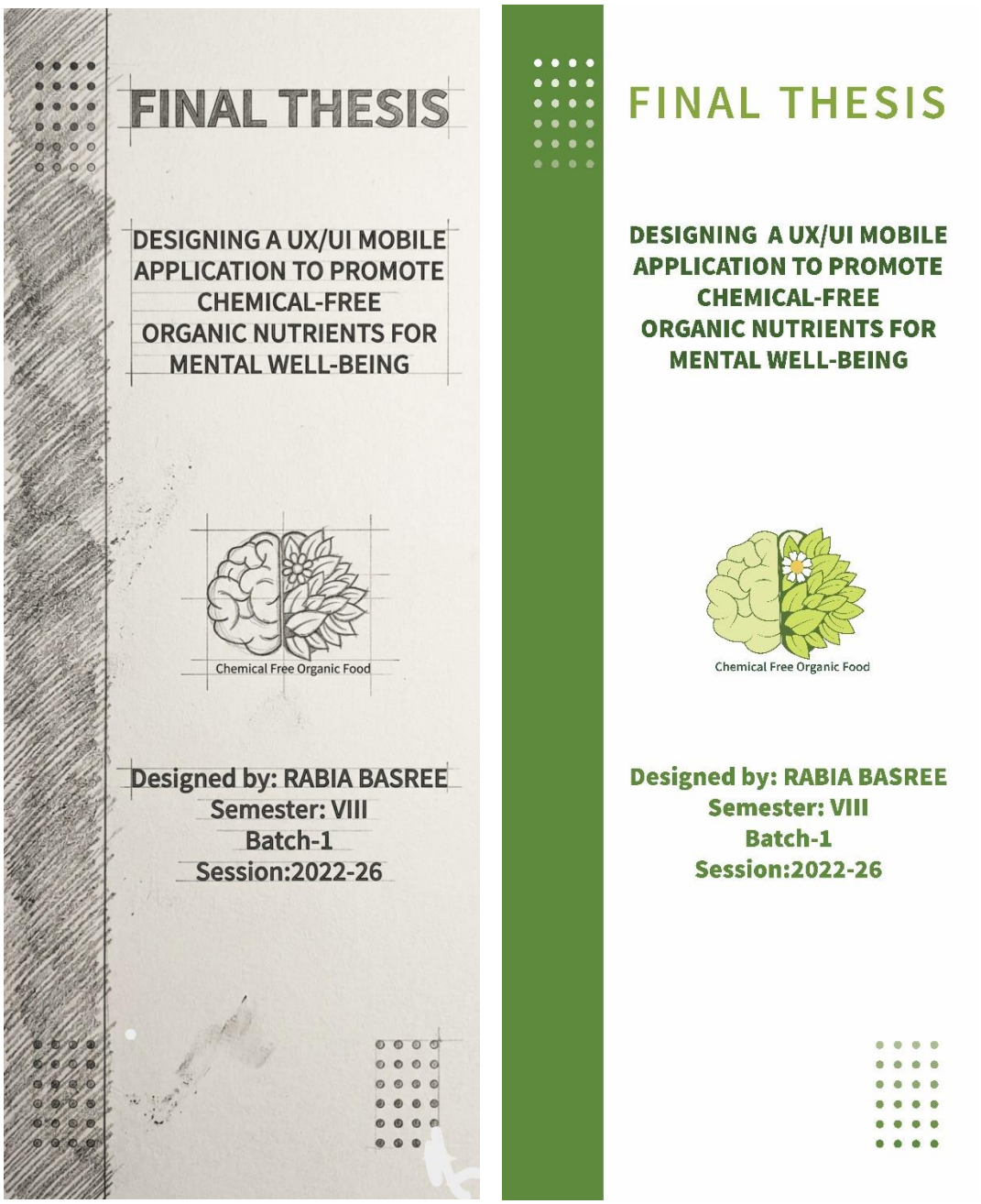
Pure White is used as the neutral color to maintain clarity, simplicity, and readability within the design. It creates clean negative space and allows the green tones to stand out more effectively while giving the layout a modern and minimal appearance.

e. Overall Color Psychology

The overall color psychology of the standee designs is based on calmness, freshness, balance, and wellness. The combination of green shades creates a strong connection with nature, health, stress relief, and emotional relaxation. These colors help communicate feelings of safety, harmony, and positivity. The use of white space adds cleanliness and professionalism, making the entire presentation visually organized and easy to understand.

This color combination is highly suitable for projects related to organic food, mental health, wellness, nutrition, and healthy lifestyle awareness because it naturally creates a soothing and trustworthy visual experience.

4.14 Standees Sketch and Digital




Posters
Organic nutrients awarness
Mobile App
Mental wellness diet app
Social Media Posts
Organic wellness promotion
Brochure
App and wellness guide
Advertisement Video
Animated app promotion
UX/UI app
for mental wellness
Promotes
chemical-free
organic nutrients
Connects food with
mental health
Encourages healthy
lifestyle awareness
Chemical Free Organic Food
ORGANIC FOOD
HEALTHY MIND


Posters
Organic nutrients awarness
Mobile App
Mental wellness diet app
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Advertisement Video
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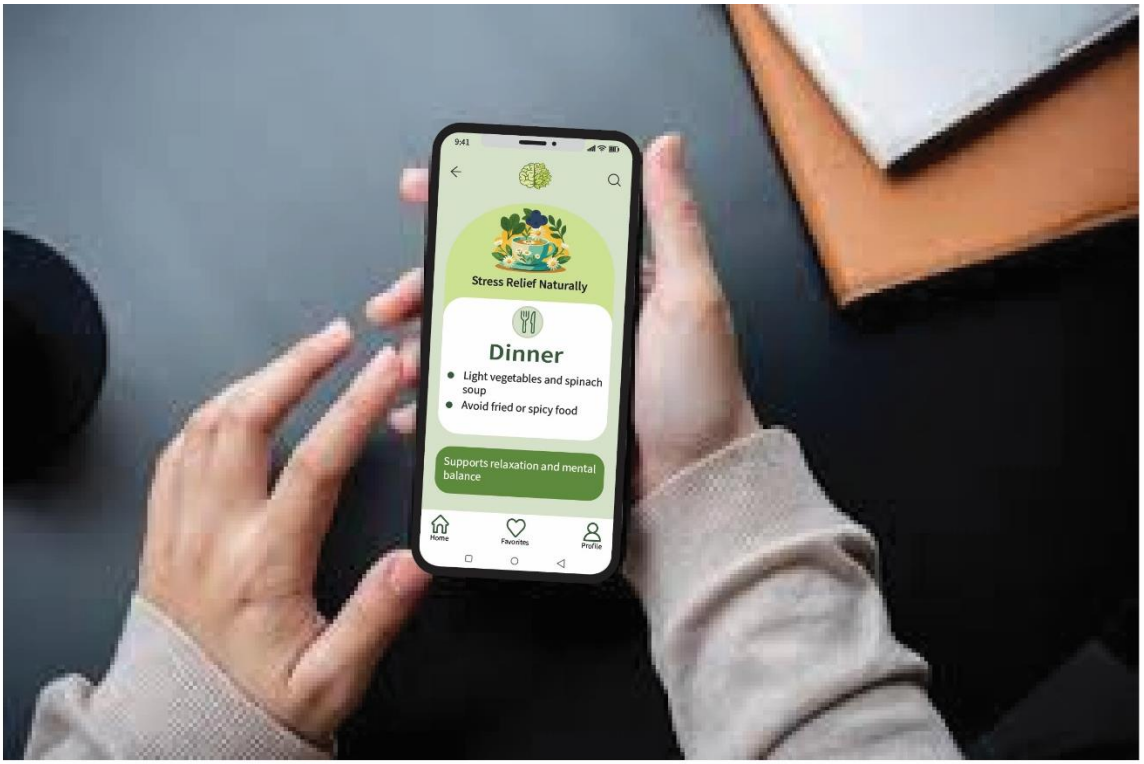
UX/UI app
for mental wellness
Promotes
chemical-free
organic nutrients
Connects food with
mental health
Encourages healthy
lifestyle awareness
Chemical Free Organic Food
ORGANIC FOOD
HEALTHY MIND

4.15 Mockups


WALNUTS
Rich in Omega-3 which helps memory and thinking.
Contains vitamin E that protects brain cells.
Gives long-lasting energy and supports focus.
BLUEBERRIES
called "brain berries" because they boost memory.
Full of antioxidants that protect the brain from stress.
Improves learning and concentration.
Natural, low-sugar fruit great for daily use.
AVOCADO
Good source of healthy fats that improve brain function.
Helps smooth blood flow to the brain.
Provides vitamins B & E that support focus and clarity.
Keeps you full and energized for longer.
CHEMICAL FREE
ORGANIC
NUTRIENTS
FOR MENTAL
WELL-BEING
Brain-Friendly
Nutrients
IMPROVE MEMORY,
Focus, and
Poblem-Solving.
IMPROVE
MEMORY


9:41
Stress Relief Naturally
Dinner
Light vegetables and spinach soup
Avoid fried or spicy food
Supports relaxation and mental balance
Home
Favorites
Profile


NEW LAUNCH
INTRODUCING
Organic Mind
Promote Chemical Free Organic Nutrients for Mental Well Being
How do you feel today?
Chemical Free Nutrition
Organic Goodness
Mental Well Being
Better You, Naturally
Explore Your Mind
Eat Clean
Feel Calm
Live Better


Organic Mind
Promoting Chemical-Free Organic Nutrients for Mental Well-Being
Simple Daily Plan
8 Diet Plans for Mental Wellness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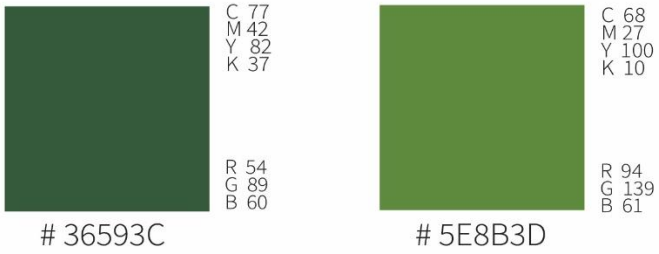
4.16 UX/UI Screen, Social Media Post, Brochure, Standees

4.16.1 Primary Colors



# 576F56	C 62	R 87	# 7B9B58	C 55	R 123
	M 34	G 111		M 22	G 155
	Y 66	B 86		Y 80	B 88
	K 30			K 8	
# 788974	C 46	R 120	# 97AD7B	C 41	R 151
	M 26	G 137		M 16	G 173
	Y 48	B 116		Y 60	B 123
	K 22			K 6	
# 9EA899	C 31	R 158	# B6C39F	C 28	R 182
	M 17	G 168		M 11	G 195
	Y 33	B 153		Y 40	B 159
	K 15			K 4	
# C8CCC4	C 16	R 200	# D6DCC9	C 14	R 214
	M 9	G 204		M 6	G 220
	Y 17	B 196		Y 20	B 201
	K 8			K 2	

4.16.2 Secondary Colors

# CEE193	C 22	R 206	# D7E1C9	C 16	R 215
	M 0	G 225		M 5	G 225
	Y 54	B 147		Y 24	B 201
	K 0			K 0	
# E0ECBC	C 13	R 224	# E5EBDC	C 10	R 229
	M 1	G 236		M 3	G 235
	Y 33	B 188		Y 14	B 220
	K 0			K 0	
# E9F2D1	C 9	R 233	# EDF0E1	C 7	R 237
	M 1	G 242		M 2	G 240
	Y 22	B 209		Y 12	B 225
	K 0			K 0	
# F2F7E6	C 4	R 242	# EDF1E6	C 7	R 237
	M 1	G 247		M 2	G 241
	Y 10	B 230		Y 10	B 230
	K 0			K 0	

Chapter-5

CONCLUSION

5.1 SWOT Analysis

5.1.1 Strengths

The proposed UX/UI mobile application had many strengths that supported its purpose of promoting chemical free organic nutrients for mental well-being. One of the main strengths was its simple and user friendly design which made the application easy to understand and use for different age groups. The application focused on spreading awareness about healthy eating habits and emotional wellness through clear visuals and interactive features. Another strong point was the combination of health education and mental well-being within one digital platform. This made the application more meaningful and helpful for users who wanted to improve their lifestyle. In the future this idea could become more valuable because people are becoming more conscious about healthy living and balanced diets.

5.1.2 Weaknesses

The study also identified some weaknesses in the proposed application. One limitation was that many people still had limited awareness regarding the importance of organic nutrients and mental well-being. Because of this some users might not fully understand the purpose of the application. Another weakness was that users may lose interest after some time if they do not remain consistent with healthy routines. Technical issues such as internet problems mobile storage limitations or device compatibility could also affect user experience. At the present stage the application remained a design concept and had not yet been tested on a large scale. In the future further improvements testing and feedback would be needed to make the application more practical and effective.

5.1.3 Opportunities

The research highlighted many opportunities for the future development of the application. The growing interest in healthy lifestyles organic food and mental wellness created a positive environment for such digital platforms. More people are

now trying to improve their eating habits and reduce the use of processed food which increased the importance of awareness based applications. The application could later include additional sections such as healthy meal guidance daily wellness tips stress management support and progress tracking features. Collaboration with health experts nutrition specialists and wellness communities could also increase the value and trust of the platform. In the future the application could become a helpful educational and lifestyle tool for people who wanted to maintain healthier daily routines.

5.1.4 Threats

The proposed application could also face some external challenges. One major threat was the increasing number of health and wellness applications already available in the market. Strong competition could make it difficult for a new platform to attract users. Another challenge was maintaining user trust because people are often careful about sharing personal health related information online. Changes in digital trends and user expectations could also affect the long term success of the application. In addition false information about food health and wellness available on social media platforms could create confusion among users. In the future the application would need regular updates clear communication and reliable content to remain useful and trustworthy.

5.2 Introduction

This chapter discusses the major findings of the study in relation to previous literature theoretical frameworks and practical implications. The discussion explains how the research contributes to understanding the role of UX UI design in promoting chemical free organic nutrients for mental well-being.

5.3 Discussion of Major Findings

The findings demonstrated that many users possess limited knowledge regarding the relationship between nutrients and mental health. This finding supports previous research which explains that modern consumers often lack awareness about the psychological impact of food quality.

According to Pat Thomson and Barbara Kamler qualitative findings should explain not only what participants reported but also why these findings are significant within broader social contexts.

The study also revealed that users prefer simple and calming interfaces in wellness applications. This finding aligns with existing UX research emphasizing that minimal and emotionally supportive interfaces improve user engagement and accessibility.

The emotional connection between healthy eating and mental peace was another important finding. Participants associated organic nutrients with emotional balance relaxation and self-care. This suggests that wellness applications should focus not only on informational content but also on emotional experiences.

Visual aesthetics emerged as a strong influencing factor in user satisfaction. Natural color schemes and organic imagery created trust and comfort among users. This finding supports the idea that visual communication significantly shapes user perception and behavioral motivation in digital wellness platforms.

The demand for personalized features further indicates that users seek interactive and adaptive digital experiences. Personalized reminders mood tracking and customized dietary guidance can improve long term user engagement and behavioral consistency.

5.4 Practical Implications

The findings of this study provide valuable insights for UX UI designers health educators and wellness application developers.

Designers should prioritize simplicity accessibility and emotional comfort while creating health related digital interfaces. Applications promoting organic nutrients should include educational content calming visual elements and personalized user experiences.

The research also highlights the importance of integrating mental wellness concepts into nutrients based applications to encourage holistic healthy lifestyles.

5.5 Limitations of the Study

This study was conducted with a limited number of participants and within a specific cultural context. The findings may not represent all population groups. Time limitations and restricted access to broader user communities also affected the depth of data collection.

5.6 Recommendations for Future Research

Future researchers may explore the long term psychological effects of organic nutrients applications on user behavior and emotional health. Comparative studies between different wellness applications may also provide deeper understanding regarding user engagement strategies and interface effectiveness.

Researchers can further investigate the integration of artificial intelligence personalized health tracking and gamification techniques in wellness applications.

5.7 Conclusion

The study concluded that UX/UI design played an important role in promoting chemical free organic nutrients and improving mental well-being through digital platforms. The research highlighted that unhealthy eating habits and the increasing use of processed food had negatively affected both physical and emotional health. Many individuals lacked awareness regarding the benefits of organic nutrients and faced difficulties in maintaining healthy lifestyles. Therefore the development of a user friendly mobile application was considered an effective solution to address these challenges. The designed application focused on creating a simple accessible and engaging experience that encouraged users to make healthier food choices and become more aware of the relationship between diet and mental wellness.

The findings of the study showed that an effective UX/UI design could positively influence user behavior by improving interaction satisfaction and accessibility. Features such as easy navigation clear interface layouts visual hierarchy and personalized guidance supported better user engagement. The application design helped users track healthy habits gain knowledge about organic nutrients and access mental well-being support in a convenient way. The study also emphasized that emotional connection and visual communication were essential elements in creating meaningful digital experiences. A thoughtfully designed interface increased user motivation and encouraged long term usage.

Furthermore the research contributed to the growing field of wellness centered UX/UI design by combining health awareness technology and user centered interaction within one digital platform. The analysis of existing applications revealed that many current solutions lacked simplicity personalization and emotional engagement. This

study addressed those gaps by proposing a more balanced and user focused design approach. Overall the research demonstrated that integrating UX/UI principles with health education could support healthier lifestyles improve awareness about chemical free organic nutrients and promote positive mental well-being through interactive mobile experiences.

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