

IBS Management App



← (<https://vituliani.com>).

Syndrome (IBS) by helping them manage the **FODMAP diet** with confidence. The app combines a structured food database, clear categorization, a symptom tracker, and a practical guide — making daily food decisions simpler and less stressful.

As the Lead UX/UI Designer, I was responsible for:

- Conducting user research and identifying key needs,
- Designing the information architecture and user flows,
- Creating wireframes and high-fidelity designs,
- Building a visual system that communicates trust and simplicity.

This case study walks through my end-to-end design process — from research insights to final solutions — showing how thoughtful design can genuinely improve the daily lives of people with IBS.

← <https://vituliani.com>



Research



UX Design



UI Design

One of the most effective management strategies is following the **FODMAP diet**, but this comes with challenges:

- **Complex information:** FODMAP data is often scattered across articles, blogs, or outdated PDFs, making it difficult to quickly find what's safe to eat.
- **Everyday decisions:** Users need to know “Can I eat this?” in seconds, not minutes.
- **Tracking symptoms:** Many existing apps lack intuitive ways to connect food intake with how the body reacts.
- **Trust issues:** IBS sufferers rely heavily on accuracy; poor UX or unclear labeling can create doubt and stress.

The challenge was to design an app that not only provides reliable information, but also feels **simple, fast, and trustworthy** — supporting people in moments when they're making real-life food choices.

Goals & Objectives

The main goal was to create a **user-friendly and trustworthy mobile app** that simplifies the FODMAP journey for people with IBS.

Specific objectives included:

- **Quick access to food data:** Enable users to instantly check whether a food is low, medium, or high FODMAP.
- **Organized structure:** Present foods in clear categories (fruits, vegetables, dairy, sweeteners, etc.) for easy navigation.
- **Symptom tracking:** Allow users to log meals and track their body's responses over time.
- **Education:** Provide a guide with practical tips for living with IBS and following the FODMAP diet.
- **Consistency & trust:** Design a clean, calm, and accessible UI that reduces stress instead of adding to it.

User Research

To better understand the needs of people living with IBS, I conducted **3 user interviews** with individuals who actively manage their condition using the FODMAP diet.

Key insights from the interviews:

- **Information overload:** Participants often struggled to find reliable and consolidated information about FODMAP levels in foods.
- **Decision stress:** They needed a quick and clear way to answer the daily question: ***“Can I eat this without triggering symptoms?”***
- **Tracking gaps:** Most had tried to note symptoms manually but found it inconsistent or too time-consuming.
- **Trust & clarity:** They valued simplicity in design and accuracy in data more than extra features.

These insights shaped the foundation of the app, focusing on **clarity, speed, and trustworthiness** as the core design principles.



Anna, 29

“I just want to know quickly if I can eat something without worrying.”

- Suffers from bloating after eating out
- Needs fast and reliable food checks on the go
- Relies on mobile apps but finds them confusing



David, 42

"There's too much information online, I don't know what to trust."

- Recently diagnosed with IBS
- Feels overwhelmed by conflicting sources
- Wants clear and simple guidance



Sophie, 35

"I try to track my food, but connecting meals with symptoms is too complicated."

- Uses notes app as a food diary
- Struggles to see patterns between diet, symptoms
- Needs effortless symptom tracking

Desk Research

To understand the current landscape, I reviewed existing mobile apps that support people with IBS and those following the FODMAP diet.

← (<https://vituliani.com>).



👎 Outdated interface, difficult navigation, relatively high price.



FODMAP Friendly App

Created by the certification body that tests and labels products as "FODMAP Friendly."

👍 Officially certified product database.

👎 Limited food entries, search experience is not intuitive, basic UI.



Cara Care: IBS, FODMAP Tracker

An app that combines food logging, symptom tracking, and diet guidance.

👍 Holistic approach — combines multiple tools in one place.

👎 Overloaded with features, which can overwhelm new users.

Design

Main Page – Foods Overview

The **main page** of the app is designed as the **starting point** for users, since the most frequent task is to check whether a specific food is suitable for the FODMAP diet.

Design decisions:

- **Category tabs at the top** (All, Fruits, Vegetables, Dairy, etc.) → allow users to filter quickly and reduce cognitive load.
- **Search bar with hint text** → supports fast lookup when the user already knows what they're looking for.
- **Visual food cards with icons and colors** → each food is displayed as a card with a friendly illustration, making the interface approachable.

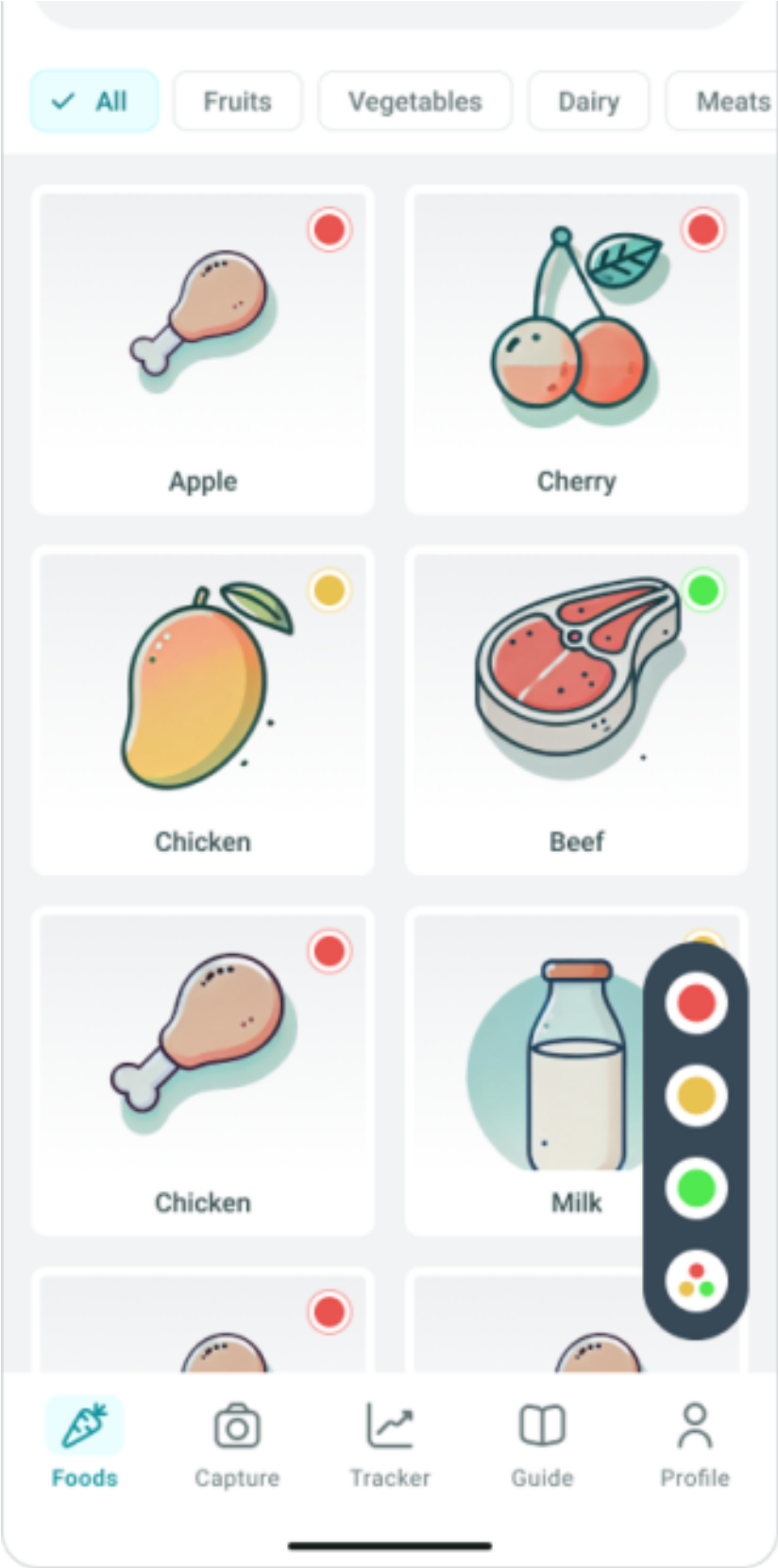
← (<https://vituliani.com>).

Why this design?

Users with IBS often feel stressed when making food choices. The main page was designed to **minimize friction and provide instant clarity**:

- **Green = safe**
- **Yellow = moderate caution**
- **Red = avoid**

This structure ensures users can answer the key question — ***“Can I eat this?”*** — in just **1–2 seconds**.



✓ All

Fruits

Vegetables

Dairy

Meats



Apple



Cherry



Carrot
Raw or cooked



Low FODMAP
This food is safe to eat in typical serving sizes



1 medium carrot (60g/2.1oz)



2 medium carrots (120g/4.2oz)



3+ carrots (>180g/6.3oz)

Oligos



Fructose



Polyols



Lactose



✓ All

Fruits

Vegetables

Dairy

Meats



Apple



Cherry



Carrot

Raw or cooked



Low FODMAP

Best to avoid even in small portions



1 medium carrot (60g/2.1oz)



2 medium carrots (120g/4.2oz)



3+ carrots (>180g/6.3oz)

Oligos



Fructose



Polyols



Lactose

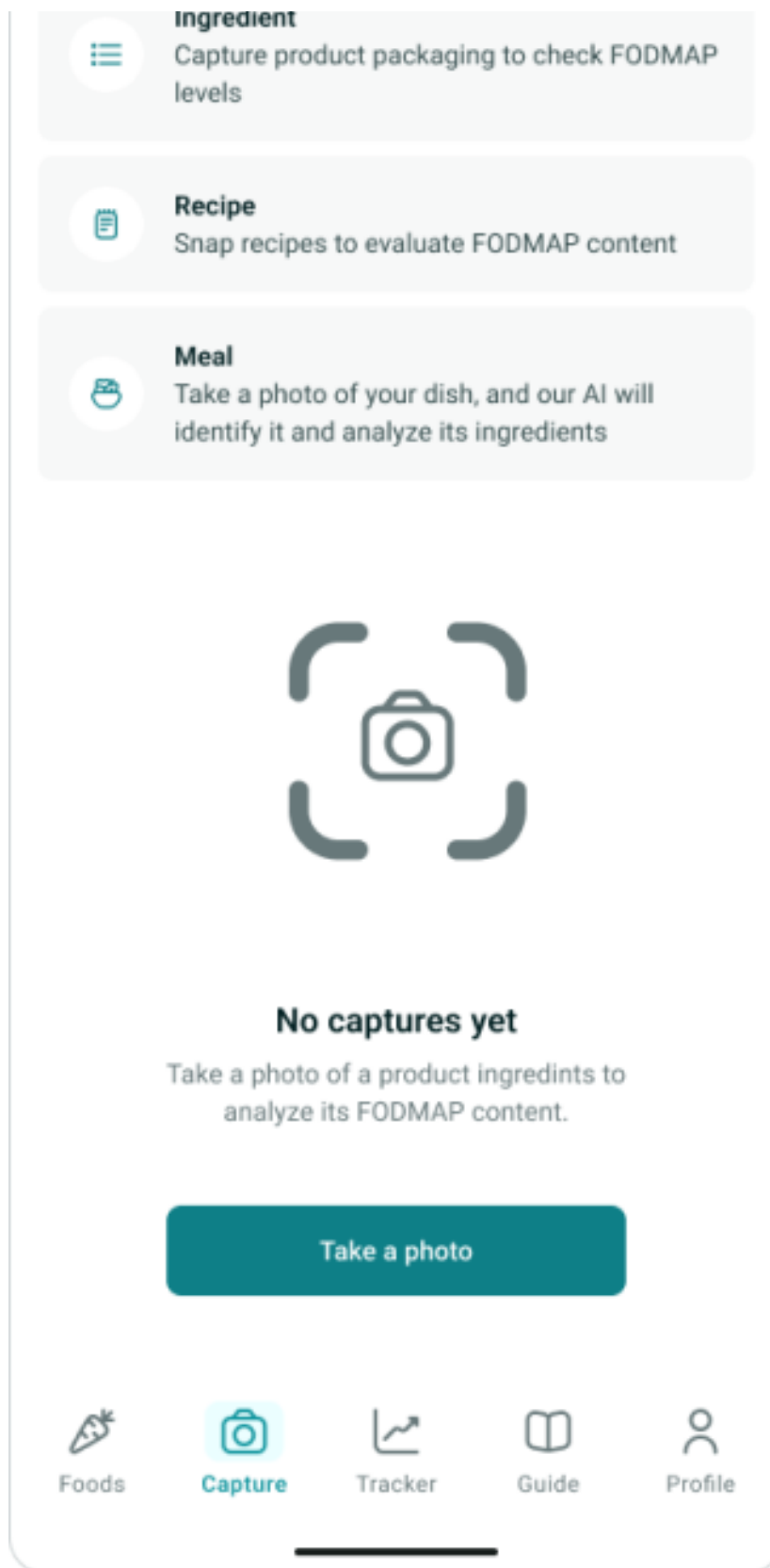


← (<https://vituliani.com>).

- 1 Take a photo of an **ingredient label, recipe, or meal**.
- 2 AI detects the dish and lists ingredients.
- 3 Each ingredient is analyzed with the **traffic light system** (green = safe, yellow = moderate, red = avoid).
- 4 The app shows an **overall result** plus a clear ingredient breakdown.

Why it matters:

- Saves time when shopping or eating out.
- Reduces stress by giving instant clarity.
- Builds trust by showing exactly which ingredients cause issues.



Spaghetti Bolognese



Typical recipe contains ingredients

Ingredient

Ingredient

Ingredient

Ingredient

Ingredient

Ingredient

Ingredient

Ingredient

Ingredient

Add ingredient

Send for FODMAP analysis

Recapture



Not Recommended

75% of ingredients may cause issues

High FODMAP content detected. This product may trigger IBS symptoms

By Ingredients

Chia Seeds

90 grams of shredded kale



Quinoa

56 grams of sunflower oil



Coconut Oil

6 grams of onion powder



Turmeric Powder

170 grams of goat cheese



Almond Butter

300 grams of cherry tomatoes



Spirulina

225 grams of couscous



Himalayan Salt

45 grams of red wine vinegar



Matcha Green Tea

3 grams of dried basil

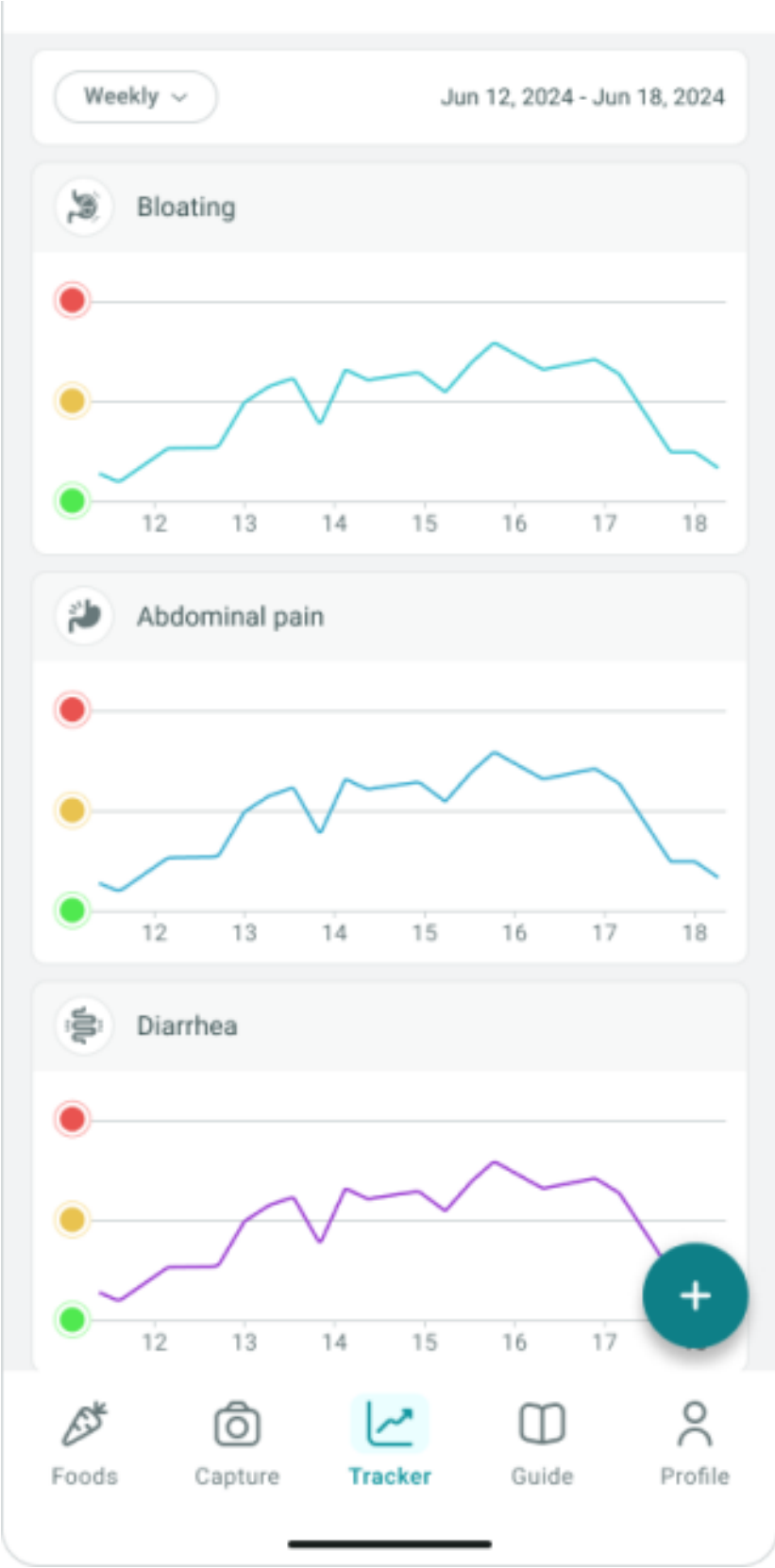


Key functions:

- **Daily logging** → Users record symptoms such as bloating, cramps, gas, diarrhea, etc. (None / Moderate / Severe).
- **Trends view** → Graphs and calendars help spot patterns across days or weeks.
- **Correlation potential** → When combined with meal logs, users can connect foods with symptoms.

Why it matters:

- Encourages **self-awareness** by showing how diet impacts well-being.
- Provides a **visual, easy-to-read format** (graphs, emoji scales, color coding).
- Helps users discuss patterns with doctors or dietitians.



Last week

Jun 12, 2024 - Jun 18, 2024

17

Mo

18

Tu

19

Wed

20

Th

22

Fr

23

Sa

21

Su

 Bloating					
 Stomach cramps					
 Excess gas					
 Diarrhea					
 Constipation					
 Heartburn					
 Nausea					

 Foods

Capture

Tracker

 Guide

 Profile

Done

How do you feeling today?

May 01, 2025 ▾

Symptoms

Bloating

+

None

Moderate

Severe

Stomach cramps

+

None

Moderate

Severe

Excess gas

+

None

Moderate

Severe

Diarrhea

+

None

Moderate

Severe

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Let's Connect

Don't hesitate to reach out for collaborations or just say hello

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