Aesthetic Analysis

Pick two UI exemplars to engage in UI aesthetic analysis. The two example UIs you choose will serve as pieces of “competitor analysis” for your UI, with an emphasis on aesthetic.

Why did you pick these two examples? How do they relate to your UI design? Describe your choice in this text box.
Cut the Rope

Cut the Rope is a fun smart phone/tablet game for both children and adults. It consists of short levels that can be repeated many times. The interfaces is both usable and aesthetically pleasing. The designer uses vibrant colors both to engage the users and to highlight the clickable and interactive areas. The game has multiple sections and within each section there are multiple levels. There is an easy navigation to move across sections and levels and there are several visual clues to let the user know how to navigate without much thought.
Analysis 1

Examples

01 - Loading
Even when the game is loading, the vibrant colors, visually engaging graphics, and playful font set the mood for a fun game.

02, 03 - Game
The main character of the game is an attractive creature who feeds on candy. Even though the character seems very simple, it demonstrates various interesting bodily and facial expression.

04 - Ad
An example where the game designers sacrifice usability. They deliberately position an ad where the user is very likely to click.
Analysis 1

Objectives

Cut the Rope

Engaging users
Creating a fun game
Appealing to a large demographic group
Cut the Rope

Both children and adults play this game. The games are short and the cost of losing is very low (the game can be repeated infinite times), so it can be played in many different settings. This might result in “addiction” where the user takes advantage of each and every minute they have to play the game. There is no need for this game besides entertainment and it can be played any time of the day.
Analysis 1

Color Palette

01 – Yellow
R – 254
G – 241
B – 0

02 – Lime green
R – 132
G – 214
B – 0

03 – Orange
R – 255
G – 116
B – 62

04 – Deep red
R – 163
G – 24
B – 50

Colors
Vibrant and lively colors make the game more engaging and fun to use.
Cut the Rope

The lively and vibrant colors reveal the fun and playfulness of the game. The colors repeat in different levels of each section and they slightly change as the user moves to another section. I believe choosing these colors was an aesthetic decision, but they do not hurt the functionality either.
Cut the Rope

**Type Inventory:**
There are two fonts: Twentieth Century Pro Ultra Bold (or a font very similar to that) that is only used for the title and Grilled Cheese font that is used in different sizes throughout the game.
Typography

Cut the Rope

Both typefaces used for this game are fun and playful which matches the overall design of the game. The mainly used font (Grilled Cheese) is relatively easy to read. It seems like it was more of an aesthetic decision than a functional decision. However, the decision does not really hurt the functionality of the game either.
Analysis 1

Out the Rope

Assets
Analysis 1

Imagery

Cut the Rope

Running Application for iPhone

Interface Aesthetics
Spring 2015

Elisabeth Prescott & Kimiko Ryokai
It is difficult to draw a line between aesthetic and functional decisions in this case; because the function of the game is entertainments and for the game to be engaging and entertaining, it also needs to be aesthetically pleasing.
Overall, designers of UP seem to have made most of their decisions based on functionality first. The colors and placement of different components make it easy for the user to interact with the app on the go without spending too much time examining the details. The screen layouts are mostly leveled which may not be very aesthetically pleasing, but they are easy to find based on user’s expectorations.
Analysis 2

Examples

01, 02 - Home

On the main screen, in addition to percentages, there is a visual clue to tell the user whether or not she has met her goals (solid vs. striped bar chart).

03 - Trends

Two different shades of purple and orange are used to show the user’s past trends to make it visually easier to follow.

04 - Goals

Recommended goals are shown using a neutral color to help user set her goals.
UP

Objectives

Tracking fitness, sleep and food data
Enabling comparison both with self and friends
Motivating users to exercise/move more and sleep better
Users

Users are adults who are not necessarily athletes but are motivated to exercise and be more active. They may also want to manage their weight. It can change the behavior by giving her a concrete report of her daily activity and by allowing to add and share data with friends, it can motivate users through competition with friends and shame avoidance. It can be used any time throughout the day.
Analysis 2

Color Palette

01 – Blue
R – 2
G – 169
B – 228

02 – Purple
R – 65
G – 0
B – 35

03 – Orange
R – 255
G – 96
B – 0

04 – Gray
R – 197
G – 197
B – 197

Label

Purple and orange are correlated with sleep and physical activity (steps), while blue and gray are used at other places including clickable and non-clickable text.
The colors seem to be chosen mostly for functional purposes, while the overall color palette creates a brand. Orange is used to indicate physical activity while purple represents sleep. Why do you think they chose these colors? In some instances different shades of purple and orange are used to indicate a message or to make charts easier to follow.
Type Inventory:
UP uses three different fonts, two of which are used in the logo and I was not able to identify them. Aside form the logo, there is only one typeface used throughout the app. Proxima Light is used in two different sizes for headline and body.
Typography

The typeface looks modern and clean. It is also easy to read. It is a successful choice because it seems that the designers considered both aesthetics and functionality in their decision.
Imagery

Running Application for iPhone

Analysis 2

Marjan’s UP
Last synced Feb 25, 11:13 PM
Battery: About 3 days

Sync Now
Sleep Mode
Stopwatch
Power Nap
Smart Alarm
Idle Alert

Reminders

Add a New UP

Averages based on UP users. The National Sleep Foundation recommends between 7-9 hours of sleep per night, and experts recommend 10,000 steps a day for an active, healthy lifestyle.
The icons are simple and easy to understand. They seem to be functional decisions that have been made while regarding for aesthetics as well.