Aesthetic Analysis

Tinder is a popular dating mobile app which empowers users to find singles near them. The Tinder UI aesthetic leverages extreme minimalism in terms of design elements and content to make finding a partner as simple as possible.

Pollfish is a platform that caters to users on both sides of the survey market: creators of surveys pay per survey response and monitor results while respondents are paid per survey they take. Pollfish’ UI is modern, sleek and minimalist. The UI emphasizes simplicity and intuitiveness of use.

The UI I am designing for AdDuel aims to leverage qualities present in both apps – it aims to make voting for a winning ad easy and intuitive, and caters to a two sided-market, just like in Tinder and PollFish.
Tinder

Write a comparison that weighs usability vs. aesthetics. When is the designer taking design liberties for aesthetic reasons? How does the design layout help you or the user navigate successfully or unsuccessfully? Was its success or failure due to aesthetics or technology or something else? Is the overall appearance beautiful to you? Why?

Tinder’s minimalist design follows its purpose: to reduce the barriers and complexities involved in modern day dating.

This mantra has succeeded in making the application highly usable, with most screens being something I might consider ‘beautiful’.

I’m not a big fan of some of the ‘shine’ effect they use to add 3D effect, but otherwise, I think it is a highly successful design which focuses on usability by reducing clutter on most screens. It’s difficult to misinterpret any given screen.
Analysis 1

Examples

- Christopher 32
  - Distance: Within 1 mile
  - Last Checkin: 2 hours ago
  - Likes:
    - I come from a land down under where women glow and men plunder. Can you hear can you hear the thunder?
    - You better run, you better take cover.
  - Shared Interests:
    - [Image of logos]
  - Shared Friends:
    - [Images of profiles]

- Jennifer 23
  - [Image of profile]
Analysis 1

Examples

![Tinder app interface showing a match and conversation]

- It's a Match!
- You and Sarah have liked each other.
- Send a Message
- Keep Playing

- I identify myself as...
  - Male
  - Female

- I would like to be matched with...
  - Males: Off
  - Females: On

- Show me people's age 23 to 30 years old:
  - 23 yrs.

- Limit my search to this distance:
  - 55 mi.

- Conversation:
  - Zach: Hahaha so opposite
  - Christopher: Ahha it is!
  - Zach: I absolutely hate math ;p
  - Christopher: Awh well opposites attract
  - Zach: That's a fact!
  - Christopher: I also just said that because I heard a commercial say that ;p
  - Zach: Well that's alright
  - Christopher: Cause we should fuck
  - Zach: That's so sweet, how original of you.
Tinder

Objectives

Objective 1: Make dating easy
Objective 2: Help users find a date
Objective 3: Make filtering easy
Tinder

Who uses this?
Single people, generally in the 18-35 year old range.

How do they use it?
Download the app, connect to their facebook account, and establish settings of the type of partners they’re looking for.

How if at all does it change their behavior or the behavior of whoever is around them?
The effects are arguable, but when working, it is supposed to help users arrange more dates, and eventually, longer term romantic partners.

What is the need for this?
Dating is very important.

Are there work arounds?
Not that I’m aware of.

What time of day do they use it?
If the user is awake, chances are they’re using it.
Analysis 1
Color Palette

Tinder
Color

Tinder

Why do you think they chose these colors? Are they functional or aesthetic decisions? When are they functional and when are they aesthetic? How does it fit within a brand or does it stand alone?

Colors of any given screen will be dominated by the profile picture of any given user – as such, the color design is meant to be primarily neutral so as to go well with a wide range of possible pictures.
Typography

Type Inventory:
How many fonts are there?
How many sizes are there within those fonts?
What do those variations represent? (body copy, headline, time, indicators, etc.)
Is this consistent across the UI? (If not why is it broken?)

You may try a font detector app (e.g., WhatTheFont).

There are three fonts. One is the logo, (a modified Chalet 80 it seems) and the other primary one is a sans-serif, possibly a Verdana. Lastly, is a ‘hand-writing’ font used only to display the ‘It’s a match’ text.

Consistently used across UI, font sizes vary across three different sizes consistently.
Why do you think the designers chose this typeface(s)? Is this successful or unsuccessful? Are they functional or aesthetic decisions? What would you do differently?

I believe the logo font is used to appear friendly, with the color to be reminiscent of ‘hot’.

The sans-serif are likely used to communicate a ‘modern’ feel.

The hand-written font is likely used to communicate a ‘personal’ match.
Why do you think they chose this imagery? Are they functional or aesthetic decisions?

Being minimalism-driven, I believe the elements in their design are nearly entirely focused on usability over aesthetics (especially since user-supplied images drive the majority of any given screen outside of chatting).
Pollfish

Write a comparison that weighs usability vs. aesthetics. When is the designer taking design liberties for aesthetic reasons? How does the design layout help you or the user navigate successfully or unsuccessfully? Was its success or failure due to aesthetics or technology or something else? Is the overall appearance beautiful to you? Why?
Examples

- How old are you?
  - 20-30
  - 30-40
  - 40-50

- Survey questions area

- Question progress

- Survey reward

- POLLFISH

- Are you currently...?
  - Self-employed
  - Employed for wages
  - Out of work and looking for work
  - Out of work but not currently looking for work
  - A student
  - Retired

- Survey reward
Examples

**BALANCE (estimated)**

- **Today**: $92.00 (+18%)
- **Yesterday**: $48.70 (+5%)
- **Last 7 days**: $197.20 (-2%)

**Completed This Month**: 525

**Completed Basic Surveys**: 390

**Completed Playful Surveys**: 225

**News app**

- **Active**
- **SDK up to date**
- **Today’s revenue**: $8.40
- **Yesterday**: $8.30 (0%)
- **Last 7 days**: $13.25 (-5%)

**App performance**

**Camera app**

- **Active**
- **SDK up to date**
- **Today’s revenue**: $8.40
- **Yesterday**: $8.30 (0%)
- **Last 7 days**: $13.25 (-5%)

**App performance**

**App audience**

- **Total users**: 28,142
- **61%** (Males)
- **39%** (Females)

**Ages**

- 14-17: 15%
- 18-24: 24%
- 25-34: 18%
- 35-44: 33%
- 45-54: 8%
- >54: 2%

**App audience**
Pollfish

Objective 1: Make it easy to survey large numbers of people
Objective 2: Lower the barriers for survey-takers
Objective 3: Collect and display results in powerful way
Pollfish

Who uses this?
Companies on one side, their users on the other

How do they use it?
Download the app, pick a survey to take, take the survey

How if at all does it change their behavior or the behavior of whoever is around them?
It does not, to the best I can tell.

What is the need for this?
Taking surveys is often painful and laborious. This app aims to reduce the barriers to survey takers, and make it easy for survey designers to see results in real time.

Are there work arounds?
Not that I’m aware of.

What time of day do they use it?
When the user has time. Not clear when that might be for the average user.
Analysis 1

Color Palette

Pollfish

Are you currently...?
PLEASE CHOOSE ONE

- Self-employed
- Employed for wages
- Out of work and looking for work
- Out of work but not currently looking for work
- A student
- Retired

SCROLL DOWN

QUESTION PROGRESS
1 2 3 4 5 6

SURVEY REWARD

Tinder

01 - Label

01 - Label

01 - Label

01 - Label
What do you think they chose these colors? Are they functional or aesthetic decisions? When are they functional and when are they aesthetic? How does it fit within a brand or does it stand alone?

Interestingly, the color scheme mimics Tinder’s to a large degree. I might assume this has a basis in neutral colors – perhaps this can have the effect of reducing bias, or decreasing the cognitive load involved in decision-making?
Pollfish

Type Inventory:
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Is this consistent across the UI? (If not why is it broken?)

You may try a font detector app (e.g., WhatTheFont).

2 fonts, one for the logo (futura like font with some serifs),
one for the rest of the text (possibly futura no serifs)

Consistently used across UI, font sizes vary across three different sizes consistently.
Pollfish

Why do you think the designers chose this typeface(s)? Is this successful or unsuccessful? Are they functional or aesthetic decisions? What would you do differently?

The typefaces convey a modern, sleek feel, consistent with the ‘professional’ feel the app is trying to convey.
Pollfish

Why do you think they chose this imagery? Are they functional or aesthetic decisions?

No imagery, entirely based on blocks of color and text. Purely functional aesthetic decisions as a result (though, arguably, the simplicity is a design choice as well)