Aesthetic Analysis

Example 1 is a mobile app called Detour that provides audio tours around San Francisco. It is very similar to our app in that it focuses on the untold, local stories of various places.

The second example is Google Field Trip, a mobile app, that allows users to discover the “cool, hidden, and unique things in the world around you.”

Both of these examples try to promote a spirit of curiosity to explore places around you, which is a similar motivation to my final project app.
Detour

(This app is only available on the iPhone, which I do not have, so this comparison is based on looking at the screen shots.)

Detour uses many full-width background photos in their layout, which is common in current websites but uncommon among mobile app layouts. While full-width photos look nice and provide interest, it is difficult and sometimes impossible to read the text overlaid on top of these images. For example, in the first image below, I cannot make out the text after “Walk 10 ft…” at all. It is also hard to make out the other words on this screen. This causes serious usability problems for sake of aesthetics.

While some photos are interesting to look at, the overall appearance of the app is not beautiful to me. Photos do not provide a consistent color palette or logo which makes it hard for me to form brand recognition and connection.
Analysis 1

Examples

01 – Home
Home page that lists the available audio tours.

02 – Audio Tour Overview
Gives an overview, duration, directions, and map view of the audio tour.

03 – Audio Tour Location
Shows direction of where the tour starts.
Analysis 1

Objectives

Detour

The objective of this app is to be “a brand new way to experience the world” by providing access to audio story tours connected to places. The UI is necessary to have users find the place where the tour starts and start and stop the tour. However, once the tour is playing, users no longer linger on the UI and are supposed to be guided solely by the audio and their phone’s GPS.
Users

Detour

Local residents and tourists use this app to learn more about a particular place. People use this at the actual site they are looking at. When using this app, users will act very different than those around them. While most people are walking to get to a specific destination, Detour of users will be wandering around, examining their environment closely, and listening to their phones the entire time. Detour users can also get a group to listen to the same tour together, which then will create a group of people wandering around together but with earphones on.
Analysis 1

Color Palette

01 - Teal
  R - 0%
  G - 176%
  B - 138%
  #00B08A

02 - Gray
  R - 51%
  G - 56%
  B - 66%
  #333842

03 - White
  R - 255%
  G - 255%
  B - 255%
  #FFFFFF

04 - Green
  R - 111%
  G - 194%
  B - 127%
  #6FC27F

Name of UI Example 1
This app is meant to be used outdoors, so green provides a nice naturally occurring color that matches the outdoors. Teal is also used as an accent to promote curiosity and interest.
Analysis 1

Typography

Name of UI Example 1

Type Inventory:
How many fonts are there? 3

How many sizes are there within those fonts? 10

What do those variations represent?
The largest font is used for headlines, which is the name of the audio tour. Medium sized fonts are used for descriptive text and the smallest fonts are used to provide other metadata such as distance to the site and duration of the tour.

Is this consistent across the UI? (If not why is it broken?)
Fonts are not consistent across the UI at all. The headlines for audio tours use different fonts, font sizes, and capitalization. For example, “Cool Gray City” is a serif font while “Soundwalk presents The Tenderloin” is a san-serif font using all caps. These headlines are inconsistent and confusing to me, and provide a sense that each audio tour is an entirely different production (which may be what the designers were going for).
Analysis 1

**Typography**

I am not a font expert, but the main typeface looks like Helvetica Neue. It’s not a bad font, but it’s hard to read sometimes when overlaid on top of images. I would choose another font that is easier to read when overlaid on top of images.
Analysis 1

Name of UI Example 1

Assets

Running Application for iPhone

Elisabeth Prescott & Kimiko Ryokai

Interface Aesthetics

Spring 2015
Analysis 1

Imagery

Name of UI Example 1

This Detour begins at Transamerica Pyramid

With friends? Create a group>

Writer and San Francisco Chronicle columnist Gary Kamiya has been wandering the streets of his city for four decades but, a few years ago, he started doing it obsessively. He set out to learn
The images they chose are both functional and aesthetic. Images provide a visual so users can more easily find and recognize the location where the audio tour starts. However the full-width background photos appear more aesthetic than functional, because the photos are placed under a transparent gray filter.
Field Trip

Google Field Trip recently revamped its entire UI and aesthetics. The older version used to take you through a home page where you chose categories of interest to explore around you. The new UI takes you directly to a map view of your current location and nearby attractions. The aesthetics of the old UI had the feel of flipping through an old manuscript with its beige, textured background. The new UI has a simpler UI that looks modern and clean. The older design layout made users choose navigate through lists and categories, but the new design layout restricts users only to a map view. I believe the new layout is more successful because it takes the user directly to what they’re looking for—interesting places located around them—rather than forcing the user to navigate through lists of categories.
Analysis 2

Examples

01 – Old UI

02 – New UI

Elisabeth Prescott & Kimiko Ryokai

Interface Aesthetics
Spring 2015
Objectives

Field Trip

Objective 1: Allow users to discover cool, unique, interesting places around them.

Objective 2: Allow users to filter content based on their preferences.
Field Trip

People who are curious about their surroundings will use this app, whether they’re tourists or locals. Through push notification, it changes someone’s normal behavior by having them check their phone for interesting content around them.
Field trip uses different background colors of the UI based on which category of content the user chooses.
Field Trip

They chose the colors for both aesthetic and functional reasons. There are many different colors but they all complement each and are leveling rather than sharpening as whole. This is intentional and serves a function to differentiate between different categories. These categories are all equal in importance; hence the color palette should be leveling rather than draw attention to one particular category.
Analysis 2

Typography

Field Trip

Type Inventory:
How many fonts are there? 3

How many sizes are there within those fonts? 2

What do those variations represent? *(body copy, headline, time, indicators, etc.)*
There is a larger font for the name of the site and smaller font for the descriptive text.

Is this consistent across the UI? *(If not why is it broken?)*
Font sizes and font types are consistent.
The logo contains an interesting mix of typography: one serif font in all caps and another italicized, script-style font that is all lower case. I’m not sure why they chose this eclectic mix for the logo name, but it is unique and contributes to its brand.

The other typography on the site is a san-serif font that is similar to Helvetica Neue. I think the font works well for the user who glances the text quickly on-the-go, which is how the app is mainly used.
Field Trip

Cathedral of Christ the Light

The Cathedral of Christ the Light resonates as a...
Analysis 2

Imagery

Field Trip

Cathedral of Christ the Light
OpenBuildings
The Cathedral of Christ the Light resonates as a...

Grand Lake Theater
OpenBuildings
The Grand Lake Theater is a...

Moxy Beer Garden
Tasting Table
The owners of The...

Shopper's Diary: Esquelet in Remodelista

Lauren Wolf studied jewelry making in the mountains of...
The images serve a functional purpose to provide a visual of the place the app is featuring.