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.
Health Mate

Health Mate has beautiful infographics and shows health related data in more understandable, attractive ways. I believe that this is a good practice of well balanced usability and aesthetics.

Layout seems fairly simple, using 2 or 4 columns. Graphs in today’s summary give overview and access to details, which allows progressive disclosure. I felt that UI for the ranking of people could be more interesting; the current list view only with text and numbers seems repetitive and boring to see.

Overall appearance is beautiful to me. The design has good choice of color, type and maintain negative space and consistency.
Analysis 1

Examples

01 - Today’s summary
Summary of today’s conditions and activities. The list of mini graphs shows quick overview together with numbers. Although each graph type and numbers are different, they maintain two column * four row grid. It makes the UI look consistent and easy to follow and navigate.

02 - Heart rate measurement
Heart rate measurement UI is pretty simple and reminds me of heart monitoring device at hospital. Keeping lots of negative space around the number helps users to focus on the most important information. Feedback of measurement progression at the bottom is useful to understand how long it takes.

03 - Each activity data
Graphs maintain same colors in today’s summary, which allows users to follow easily.

04 - Ranking
This UI could be more attractive with improved aesthetic. The list view with just text and numbers is boring. I would design it with bar chart background so that users can understand where they are and how far they are from their competitors.

Running Application for iPhone
Health Mate

Objective 1 Display health data in visually attractive ways.
Objective 2 Let users see overview first and explore details later.
Objective 3 Motivate users to continuously and actively engage in activities.
Health Mate

It seems that they target young active adults who are interested in self-tracking and health monitoring. Although heart rate monitor shows healthy ranges, it wasn’t clear whether this is for people with risk of heart diseases. The app assumes that people use the service at daily basis, but those without particular fitness targets may easily forget about it.
They use white and gray for most of the background and black for most text. Limiting use of bright colors keeps UI clean.
Health Mate

They need to display various data and want to distinguish them by colors. To keep UI clean even with multiple colors, they intentionally choose light gray and white for background and black for most text data. As colorful graphs make UI more dynamic, it fits well with their brand.
Health Mate

Type Inventory:
They seem to use just two types. Both are sans serif. There are four or five size variations for body copy, headline, subheadline, health data, etc. It is consistent across the UI.
I believe that they chose these typefaces to create modern, simple, clean impression and they are successful. Considering that users would want to keep their focus on infographic, these typefaces work well without distracting users attention.
Health Mate

Control your heart

- Measure your heart rate using your smartphone's camera.
- Track your blood pressure, manually (in the app) or automatically, using our Wireless Blood Pressure Monitor.

Instant color feedback based on the National Health Institute standards.
Share your history with your doctor and loved ones.
Health Mate

Be more active

- Capture steps walked, calories burned and distance travelled 24/7 with the free Health Mate mobile app.
- Challenge your friends to make more steps.
- Take a virtual world tour with the Withings Badges.

Upgrade your activity tracking experience with the Withings Pulse.

SEE BADGE MAP

SEE PULSE
I think they intended to express their brand identity, which is basically health tracking app for active young adults. They look colorful and energetic. They also provide photo images in the background, which let users imagine using this app.
LifeLog

LifeLog has very colorful UI and shows activity data in more attractive ways. Since they use timeline frame with many icons, it may not be most efficient to navigate through in the daily digest view.

Layout for each activity data is simple and consistent while daily digest view has more visual storytelling UI. I believe that this visual storytelling UI communicate overview more effectively than graph type UI.
Analysis 2

Examples

01 - Daily digest
Summary of today's activities in visual timeline frame. Although the colorful background and visual representation of activity at the focus time well communicate context behind collected data, so many colorful icons both on top and bottom are distractive.

02 - Each activity data
Each activity data is color coded depending on types of activities. Graphs have small number labels, which makes UI a bit messy and should be removed.
LifeLog

Objective 1 Visually communicate activities and contexts behind collected data
Objective 2 Display each activity data in visually attractive ways
Objective 3 Keep users engaged in logging and monitoring their activities.
LifeLog

I believe that this app also targets young, active, tech-savvy adults. The app tries to integrate various social activities (posts in SNS, photo journal, music etc), too. Users would be those who are using their mobiles a lot everyday and want to share information and stay connected.
Analysis 2

Color Palette

<table>
<thead>
<tr>
<th>01 - black</th>
<th>02 - white</th>
</tr>
</thead>
<tbody>
<tr>
<td>R - 0%</td>
<td>R - 255%</td>
</tr>
<tr>
<td>G - 0%</td>
<td>G - 255%</td>
</tr>
<tr>
<td>B - 0%</td>
<td>B - 255%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>03 - gray</th>
<th>04 - gradient</th>
</tr>
</thead>
<tbody>
<tr>
<td>R - 236%</td>
<td>R - 0%</td>
</tr>
<tr>
<td>G - 235%</td>
<td>G - 0%</td>
</tr>
<tr>
<td>B - 236%</td>
<td>B - 0%</td>
</tr>
</tbody>
</table>

LifeLog

They use white and gray for most of the background and black for most text. They use various colors for background and icons, which makes UI very colorful but a bit distracting.
LifeLog

They need to display various data and want to distinguish them by colors like Health Mate. However, unlike Health Mate, they use various color and gradient in visual storytelling UI. It makes UI a bit distractive and messy. It may work better if they limit color variations.
Analysis 2

Typography

LifeLog

Type Inventory:
They seem to use just one type. It’s probably Droid sans. There are four or five size variations for body copy, headline, subheadline, health data, etc. It is consistent across the UI.
Typography

LifeLog

I believe that they want to limit variations in typeface because UI is already a bit noisy with multi colors. Droid sans are neutral, modern, clean type, which works well with their brand identity. If they can limit color variations, it may be a good idea to add one more sans serif type.
Imagery

LifeLog

A journey of self-discovery

Wherever you go, Lifelog records every single moment. See where you went, what pictures you took, how active you were and the way you’ve been communicating with your world.

Monthly average 02:16 hours

Walkman 5:18 hours
I think they intended to express their brand identity, which is basically an activity tracking app for active, young, tech-savvy adults. The photo images in the background let users imagine using this app. It is for logging not only health data but also all the activities in life (listening to music, communicating with others etc). It is a great idea of integrating all the info and show more comprehensive overview, but the challenge is how to keep things clean.