Aesthetic Analysis

SuperBetter: a gamified app that encourages positive behavior across a few different areas. I’m looking at this because it encourages people to take better care of themselves, which is something that we want to effect.

Talk Life: an app that lets people post about whatever they’re dealing with and get help from other community members. I’m looking at this because we want to provide a safe and approachable space to talk about things that you might not otherwise talk about.
SuperBetter

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?

It seems to me like the designers focused more on usability than aesthetics: everything is very clean and clearly presented, and it's a little boring but very usable and beautiful in a clean sort of way.
Analysis 1

Examples

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Objectives

Name of UI Example 1

Objective 1: Clearly present information
Objective 2: Be actionable
Objective 3: Give a sense of fun

What do you think their objectives were?
What was the need for this UI?
Users

Name of UI Example 1

Who uses this? How do they use it? How if at all does it change their behavior or the behavior of whoever is around them? What is the need for this? Are there workarounds? What time of day do they use it? Anything else?

People who want to create new habits or keep up with self-care use this. It changes their behavior by giving them small tasks to complete throughout the day, such as taking the stairs instead of the elevator or going for a walk when they feel overwhelmed. They use it throughout the day.
Analysis 1

Color Palette

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Color

Name of UI Example 1

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?

These (accent colors) are aesthetic decisions that fit within their brand of a superhero-like image. A lot of bright, primary, comic book colors.
Analysis 1

Typography

Name of UI Example 1

**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*).

Two fonts: A thin sans serif title font and a standard sans-serif body font (probably Helvetica). Both fonts vary very little: they show up in bold and standard, but nothing beyond that.
Typography

Name of UI Example 1

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 title font was probably a stylistic decision: it is a little spindly and not super easy to read, but I think it looks really good.

The body font was chosen for readability and a clean feel, which it achieves.
Name of UI Example 1

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

Their superhero imagery is aesthetic and a little functional as well: they’re hoping to inspire their users who are dealing with difficult things to feel strong.
Name of UI Example 2

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?

This interface has a stronger emphasis on aesthetics than usability: the menu icons along the bottom look very good but it’s not clear what they mean until you click on them.
Analysis 2

Examples

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Name of UI Example 2

Objectives

Objective 1: Be attractive to the target user group: young adults
Objective 2: Present information clearly
Objective 3: What do you think their objectives were?
What was the need for this UI?
Users

Name of UI Example 2

Who uses this? How do they use it? How if at all does it change their behavior or the behavior of whoever is around them? What is the need for this? Are there workarounds? What time of day do they use it? Anything else?

It seems that mostly teenagers use this to talk about their problems in a semi-anonymous environment. If it changes behavior, it’s be getting advice from peers and applying that to the situation.
## Analysis 2

### Color Palette

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Name of UI Example 2

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?

I think it’s an aesthetic decision, fitting in with the brand of a fashionable and accepting space.
Analysis 2

Typography

Name of UI Example 2

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’s only one font, they vary colors and weights to distinguish hierarchy. It’s a sans serif, very geometric, that’s readable but distinguished and interesting.
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’d say the typeface is both functional and aesthetic, and successful.
Name of UI Example 2

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

They have a twitter-like feed, which conveys the messages to everyone model nicely. Their icons are very graphic and well-designed, positioning themselves as hip and professional.