Aesthetic Analysis

Pick two UI exemplars to engage in UI aesthetic analysis. The two example UIs you choose will serve as pieces of “competitive 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.
MakeMe’s interface is heavily inspired by group card-based games, and sometimes sacrifices usability and clarity in order to adhere to this aesthetic.

Yet strangely enough, at other times this aesthetic is completely absent and the interface is much more utilitarian.

The colors and font choices lend to a fun and clean aesthetic, but the composition is sometimes cluttered and make it difficult to know what the user should be paying attention to.
Analysis 1

Examples

01 – Challenge List

The Challenge List has a simple aesthetic and just displays a list.

02 – Challenge Card

This is an example of the “card game” aesthetic that sometimes appears in the application.

03 – Game

The interface sometimes is cluttered and lacks a clear hierarchy of elements to indicate what the user should pay attention to.
MakeMe is trying to bring a “fun” and “game”-like group dynamic to achieving goals – these goals need not necessarily be fitness oriented. The UI seeks to provide the structure and framework for the social dynamics of mutual encouragement/motivation/gaming to take place.
The users of this app are people who have a goal to accomplish but have been unable to accomplish it alone, and want to use their friends to help motivate them in the context of a group-based motivation game.

The friends motivate one another by challenging each other and keeping one another accountable using photos and daily check-ins before midnight each day.
The colors in this app are white-dominated, with warm accents in red, beige, and bright orange.
It’s not entirely clear why they chose this color scheme. The creators seem to like a white clean space with warm accents. They may be largely aesthetic, but may also be trying to create an atmosphere of movement and activity with the bright colors.
I could not find the specific typeface used (even with whatthefont), but this is used for the body copy, section headers, and page headers as well. This is relatively consistent within the app. Section headers are bolded, and page headers are bolded and in an accent color. Body text is set in a slightly smaller font size.
The typefaces chosen are sans-serif fonts with gentle, curved edges and give off a fun, informal atmosphere, which coincides with the fun, game-like atmosphere the app is trying to create.
Some images evoke the card-game aesthetic the app is trying to use as a metaphor. Some of the other imagery tries to evoke positive, goal-achieving optimism.
Coach.Me mostly uses a two-column where actions in the left column lead to options presented in the right column. This is a pattern that is familiar in many other contexts, and is largely straightforward and simple. The colors and imagery used is very simple and bright, with subtle accents in blue. It is clean and simple, but not particularly eye-catching or bold.
1 – Challenge Feed

The Challenge Feed shows the two-column layout.

2 – Exercise Plans/Goals

The Goal list departs from the white/clean aesthetic used in the rest of the application and is very bold and image-driven.

Discussions

Question asked in 10 by 10 Exercise Challenge

I've started Pilates with "Blogilates". Any opinions on that?

Katarina Gazelka · 6mo

Answer

M R Watson

I checked this out yesterday and tried the day 1 beginner workout. I have a long way to go and it looks doable. Thanks for bringing it to my attention.

Helpful · Comment · 1

M R Watson: I can't seem to access the site today. Anyone else having problems connecting?

Anastasia Bale

I love Cassey! She has some great quickie workouts that are perfect to do in the morning.

Helpful · Comment

Jo Bot

Cassey is awesome!
The objective of the application is to help people identify their goals (primarily wellness/health-related) and work with others to achieve those goals. The interface is oriented around identifying goals, and interacting with others to encourage them.
People who use this are those who need help from their peers to encourage them to achieve their goals, and also get help from coaches and other more experienced people.
The app is dominated by white and greys, with the accents of bright blue.
They may be trying to use white as a metaphor for a ‘clean slate’, and a fresh, new start to achieving your goals. They may be trying to use a bright blue as an encouraging, inviting, cool color.
The primary typeface used is Open Sans. This is consistently used throughout the app, although in different weights and sizes.

The navigation is set in 11px, all-caps bold-weighted blue. How many sizes are there within those fonts?

Section headers are set in a medium gray at 20px.

Main body text is smaller, at 14px with the same medium gray.
Open Sans is a simple, easily readable sans-serif font and is probably used to draw attention away from the text and towards the goals themselves by simply providing a simple and clean text.
Coach.Me as a whole is actually very minimalistic when it comes to imagery – they have images to use as navigation or certain interactive elements (like a check mark) but the only image-heavy area is the specific challenges/goals they can choose. They may be doing this to draw extra focus to the goals that you can choose from and to distinguish them from one another and give each one more character.