

**37 SHANE FROGLE7** 

# SECTION 1: TABLET ANALYSIS

### THE IPAD AIR 2







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This is the first thing you see in Flipboard when you sign-in these "Cover Stories" are articles sponsored by Flipboard. They cycle through three or four of these when on any form of tablet. The problem is that it isn't on any of the phone versions. of the app.

It might be hard to tell, but some of the cover story photos are low resolution so they look really pixilated on a tablet. I think that they could easily make a standard for the cover images, especially if the cover stories are only on the tablet versions of the app.

- The headline "Watch Stevie Wonder Ease Election Tensions on 'Colbert" doesn't necessarily match what is being presented in the picture of the cover story. This is due to loading times for the next article.

There some formatting issues with this picture here. The font "creatures-alive:" creates too much white space for how little text there is.

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### SAMSUNG



There are even some inconsistencies within the same version of the app as shown here the top search bar is totally different from one other.

-The settings icon has change positions from being at the bottom to the top of the screen

The refresh icon is confusing because to me it looks more like an undo button or back button. It also doesn't provide much feedback to the user that it is refreshing the news stories to be updated.

### **NEXUS**

When using the app horizontally rather than vertically on a Tablet it's formatting is rather peculiar. I feel as though it could have been much better organized. Rather than dividing it up into three sections of text, it could be just like a magazine, where you see two pages at the same time. This would improve the way it looks dramatically and would provide a better way to read the content.

As shown here on the image on the right, the text is just kind of left there by itself without anything else, they could easily use this space for advertisements. instead they have a separate page with a full page advertisement.

Page 2 of 2

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The game will feature Mario sprinting

game, but it's a bit much for something that looks to be a runner



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The First Super Mario iPhone Game Will Cost You \$10

like Mr. Jump, Temple Run, and so many more. 🔳

SECTION 2: WATCH ANALYSIS

### THE APPLE WATCH





The apple watch version of the Flipboard app is the worst of the bunch, there's is little functionality at all. You use the dial to scroll down to read a portion of the article as shown here, but you can't tap to read more on the articles that it has. I agree that there should be some limiting factor for a device like that of a watch, but I think that the limiting factor shouldn't be not reading the entire article. SECTION 3: Phone analysis

### **IPHONE 6**





Nintendo Bans Pokemon Sun and...

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nd... + These Celebrity Party Looks Will Inspire... +

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The iOS version of the app more refined than the android version. The iOS version has the navigation at the bottom instead of at the top, which logically should be the opposite considering the size of android phones are usually bigger than iphones. Having the navigation at the top makes it hard to navigate easily, due to our thumbs being closest to the bottom of the phone.

The icons, located in the navigation, are different between iOS and Android. They are similar but not the same which isn't too big of a deal if they are in the same sequential order, but wouldn't it be easier to have them both have the same icons instead a redesign?

### NEXUS





The android version has a different color palette from the iOS version for the navigation which I think is smart to differentiate the bar from the back, home, and overview buttons at the bottom shown here.

With that said, as shown in the second image, having both the nav and the bar underneath along with "find more topics to follow" it makes the overall appearance seem cluttered.

# SECTION 4: WEBSITE ANALYSIS



Something that website version has that the tablet and phone versions don't is the "Explore" section. It does give you this section, or something like it, when you first sign-in, but it doesn't let you look through it later.

Also there is a prompt shown here, that gives you some tips on what the functionality of each of the icons are. This is something absent from any of the apps on the mobile side of things.

# SECTION 5: REVISIONING FLIPBOARD

### TABLET HORIZONTAL REDESIGN



#### Frogs Find Themselves in a Downward Spiral

The New York Times / By SINDYA N. BHANOO Since at least the 1970s, frog populations have been in decline. A new study in Proceedings of the National Academy of Sciences reports that at least 3.1 percent of frog species have gone extinct, and another 6.9 percent may disappear within the next century. John Alroy, a biologist at Macquarie University in Australia and the study's author, computed extinction probabilities for species of frogs around the world by building a statistical model based on sighting frequency and last date of sighting. Frogs are at risk for a number of reasons, including epidemics caused by pathogens like the ...



malformalady:

ravenwhimsy.tumblr.com · The Borneo Eared Frog(Ploypedates otilophus) also known as the Eared Tree Frog inhabits lowland rainforests. The species is easily identified by its large size and by the ..

LATEST • O • • 5 DAYS

### It's a Frog's Life

National Geographic / National Geographic · They look like spilled candy, these tropical frogs with the red eyes and outsize orange feet. You'll be tempted to scoop one up and cup it in your hands. But let it go, because the red-eyed tree frog's life is an extraordinary journey.

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It's the wet season, and a Central American rain forest hums with life. Chock, chock, chock, the love song of Agalychnis callidryas plays in overlapping notes around a pond. The frogs have left their tree canopy home to mate; males wrestle one another for territory, then pile on females, vying to fertilize their eggs. The females wander all night, bush to bush, leaf to leaf, stacked with one or even two suitors, in search of good spots over water for spreading their jelly-encased eggs. The next morning, hundreds of shiny clutches, each housing up to a hundred frogsto-be, smudge the landscape -- and attract predators.

A. callidryas eggs, which are laid throughout the ...

#### 11 Colorful Facts About the Red-Eyed Tree Frog

mentalfloss.com / Rebecca OConnell · Agalychnis callidryas, better known as the red-eyed tree frog, is one charming amphibian. With bright red eyes, colorful sides, and an extremely expressive face, it's hard not to be captivated by this ...



Bug battle: Amazonian frog's skin secretes ant repellent

Fox News / By Walt Bonner · Frogs and ants living together- it's like nature's version of "The Odd Couple". A yellow-striped frog in the Amazon rainforest is able to live among the vicious leafcutter ant without getting torn to pieces thanks to a very special bug repellent: its own skin. The frog, known as Lithodytes lineatus, releases a chemical that tricks the ants into ignoring it. In South America's Amazon region, leaf-cutter ants

communicate with one another via pheremones...

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In redesigning the app, I determined that when people flip the tablet horizontally that it would be more asthetically pleasing to have it look and feel more like a magazine. This would bring two pages into one screen. This would give the user more information to look at and give the designers of the app more advertisment space.



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### **ANDROID PHONE REDESIGN**

# I Don't tell them they're ...

22 Hiking And Camping Gifts For The Weekend Explorer

If your idea of an outdoor adventure is rooftop cocktails (no judgment), it can be tough to find the perfect camping or hiking present for friends and family members who are ...



Looks Like Nintendo Has A Sense Of Humour About The ...

SELF Magazine + nintendolife.com





22 Hiking And Camping Gifts For The Weekend Explorer

If your idea of an outdoor adventure is rooftop cocktails (no judgment), it can be tough to find the perfect camping or hiking present for friends and family members who are ...



Looks Like Nintendo Has A Sense Of Humour About The ...



For the Android redesign made a few changes that are pretty important for the app.

I made the Flipboard icon smaller because I felt it didn't need to be the most prominent feature, the articles themselves should be the prominent feature. This change was made due to the fact that the icon itself is used in the application itself, meaning it shows up on their desktop screen already.

Changes to the navigation have been made too, I moved it to the bottom so that they don't have to reach far distances with their thumbs.I also changed the color to differentiate between the articles and the navigation