



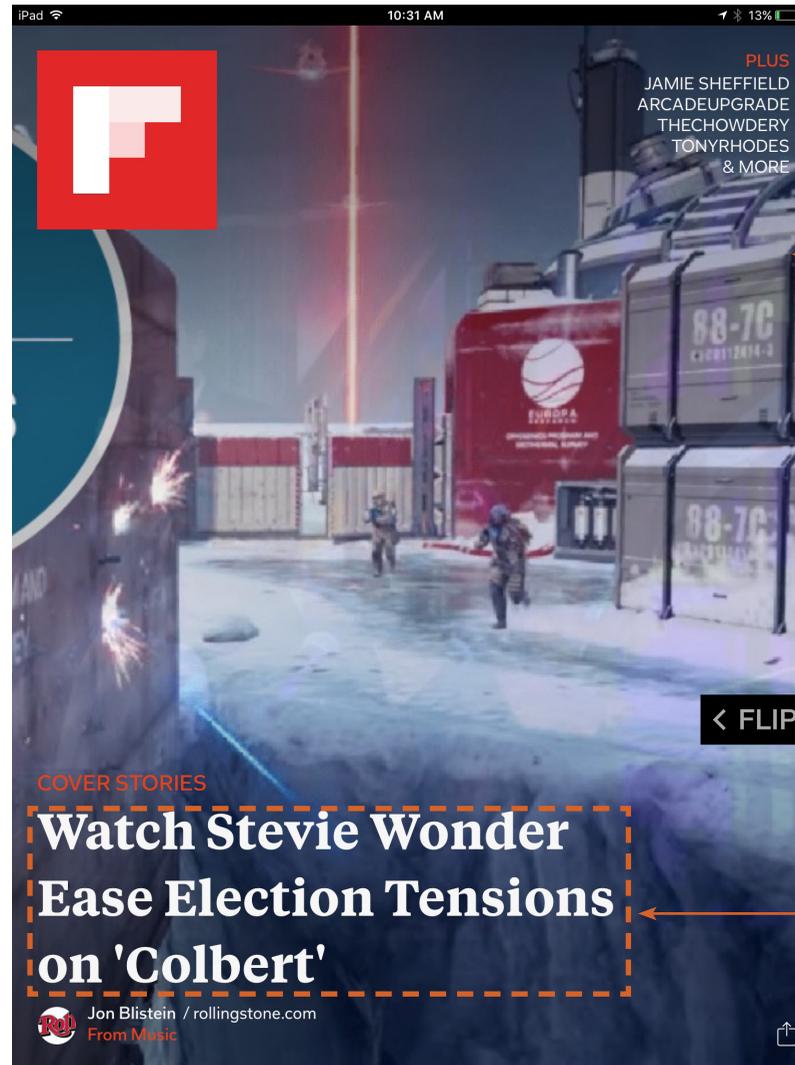
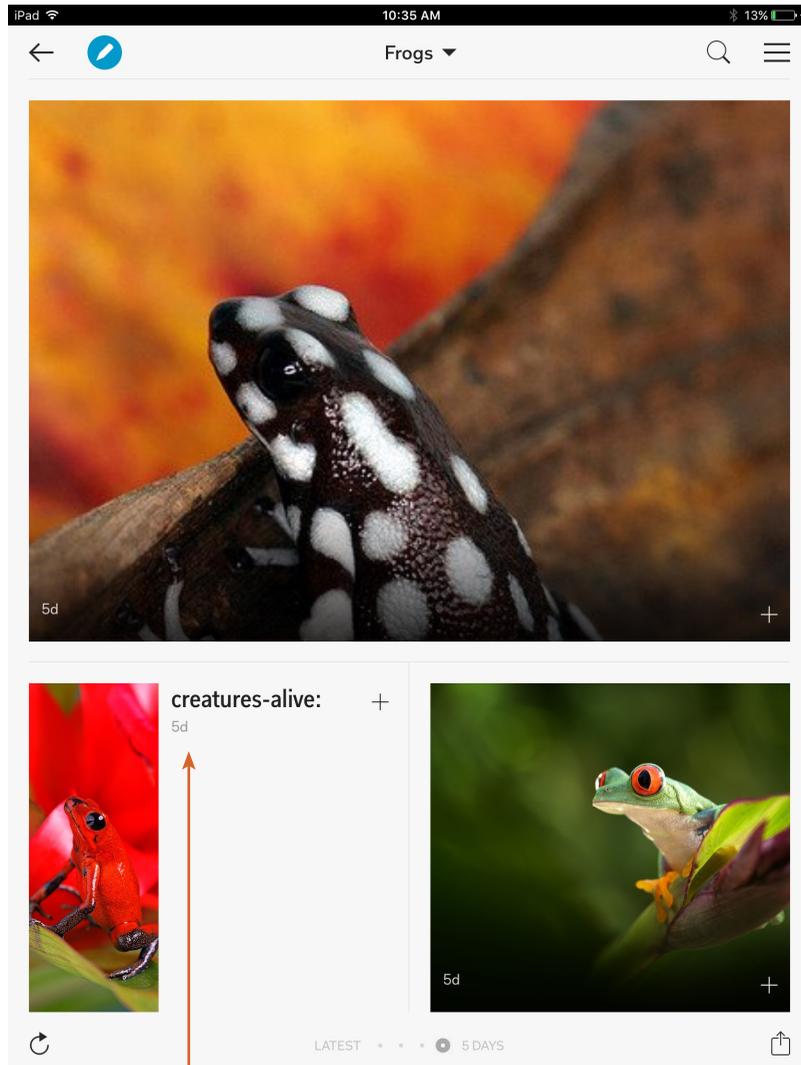
Flipboard

App Assessment

BY SHANE FROGLEY

SECTION 1: TABLET ANALYSIS

THE IPAD AIR 2

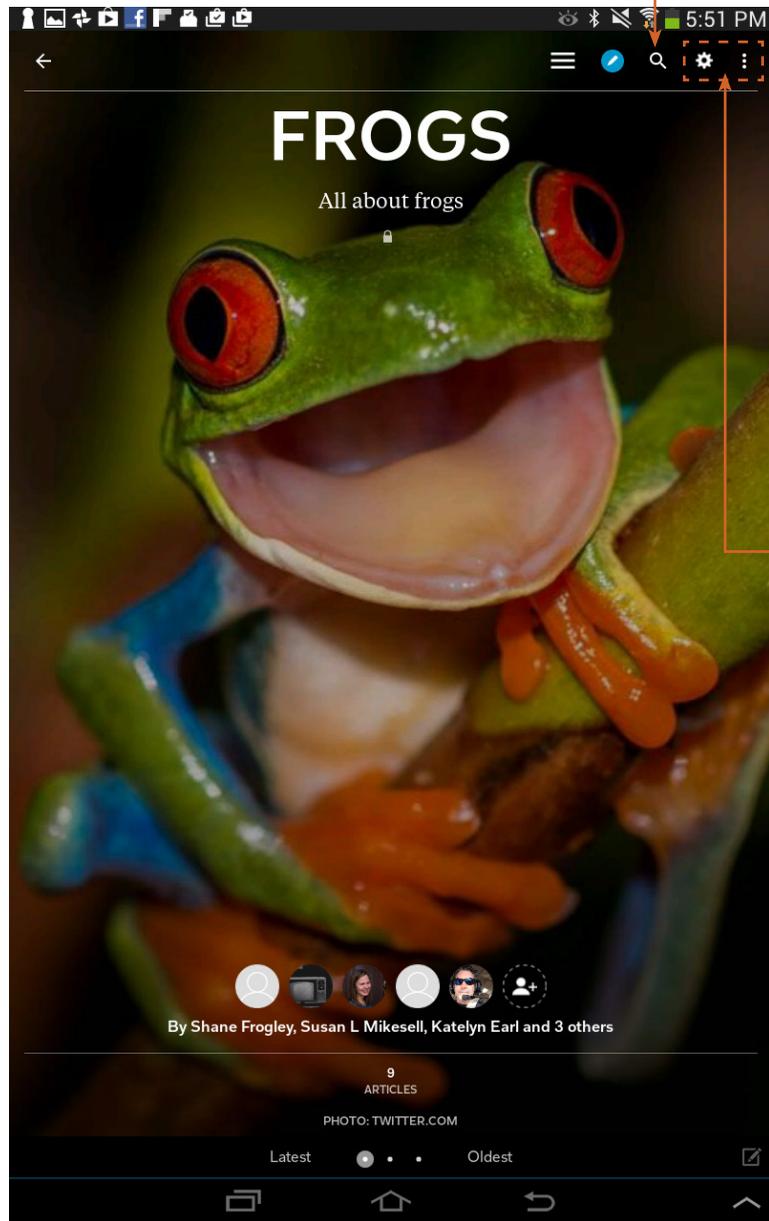
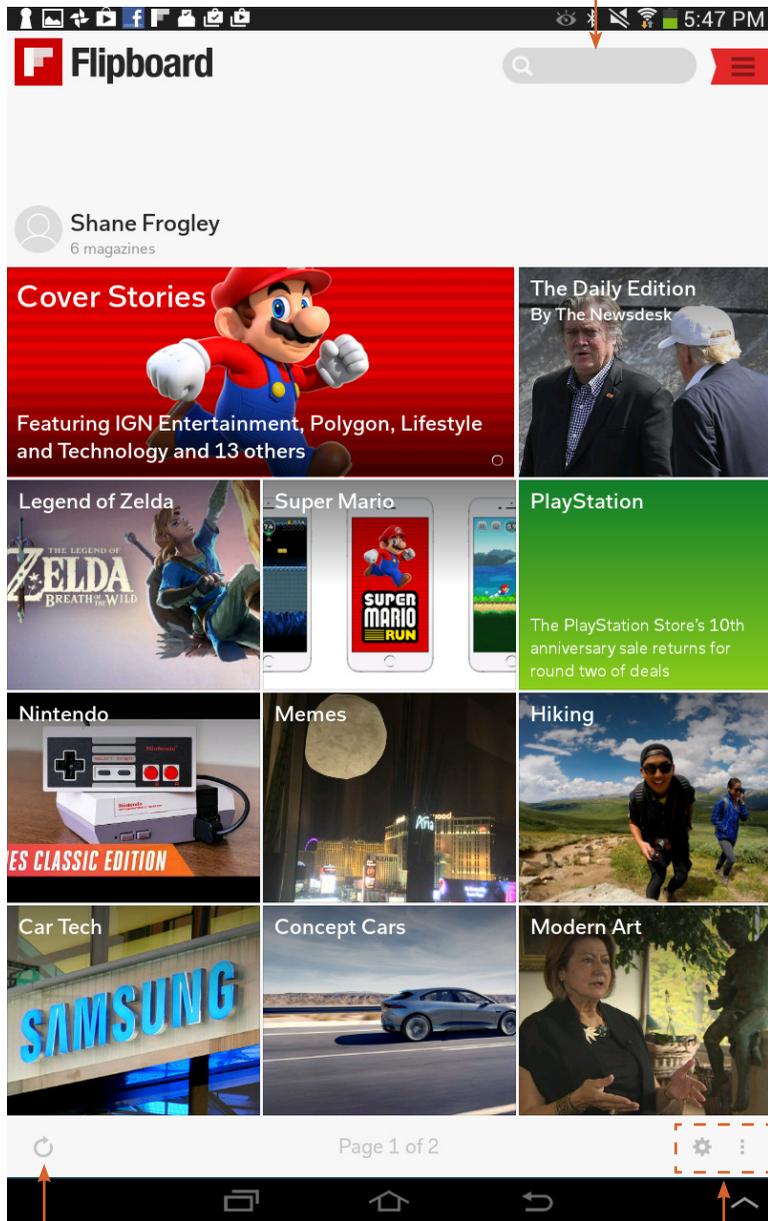


This is the first thing you see in Flipboard when you sign-in these “Cover Stories” are articles sponsored by Flipboard. They cycle through three or four of these when on any form of tablet. The problem is that it isn’t on any of the phone versions of the app.

It might be hard to tell, but some of the cover story photos are low resolution so they look really pixelated 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.

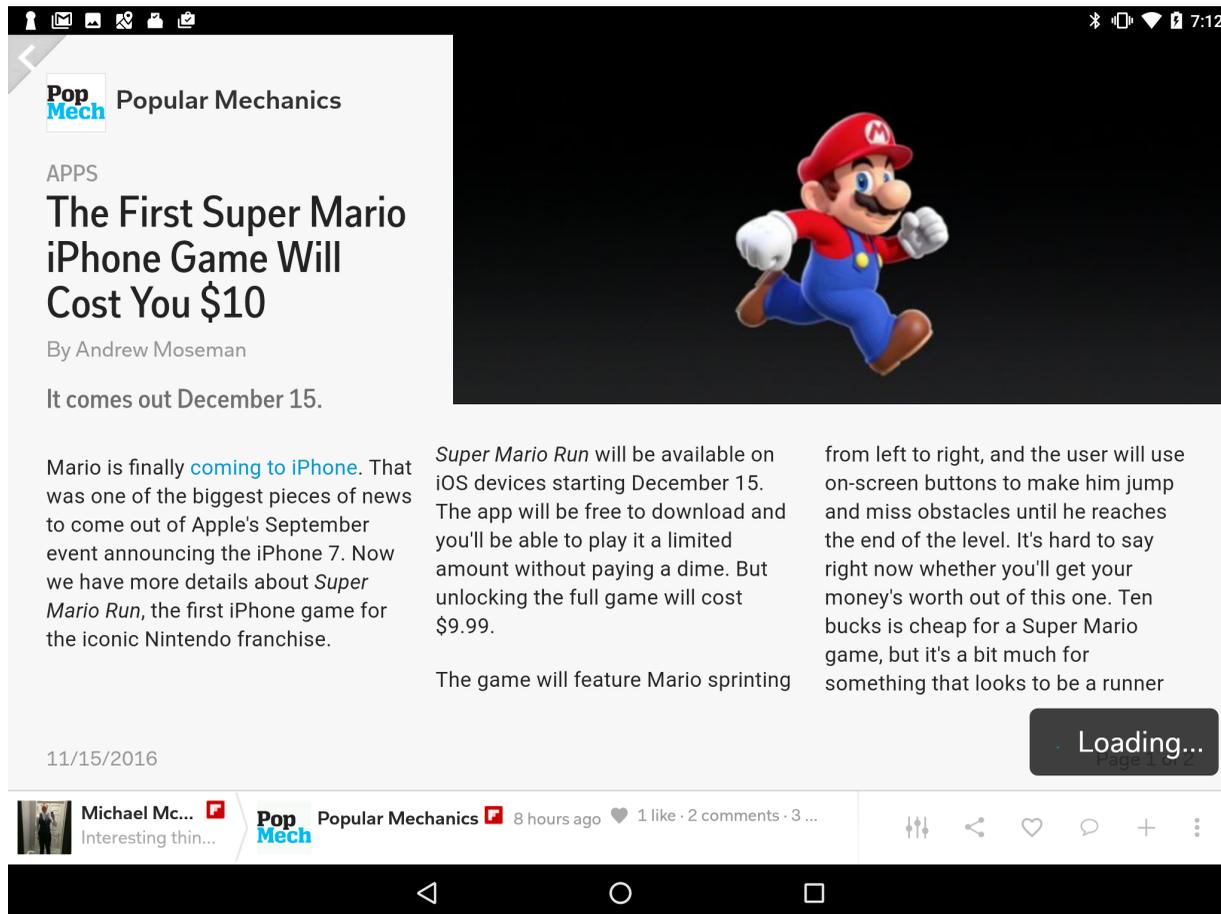


There are even some inconsistencies within the same version of the app as shown here the top search bar is totally different from one other.

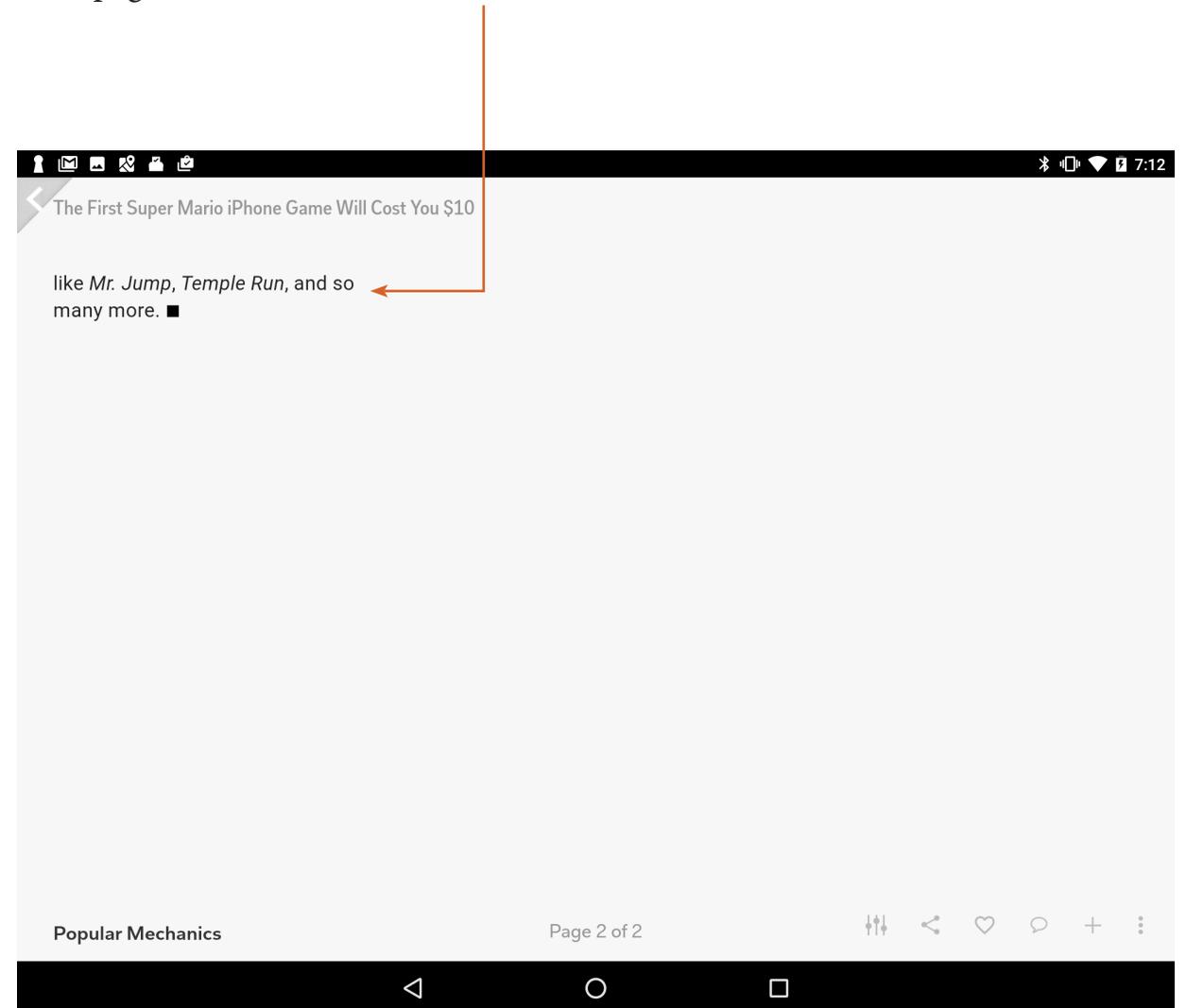
The settings icon has change positions from being at the bottom to the top of the screen

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.

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.



SECTION 2: WATCH ANALYSIS

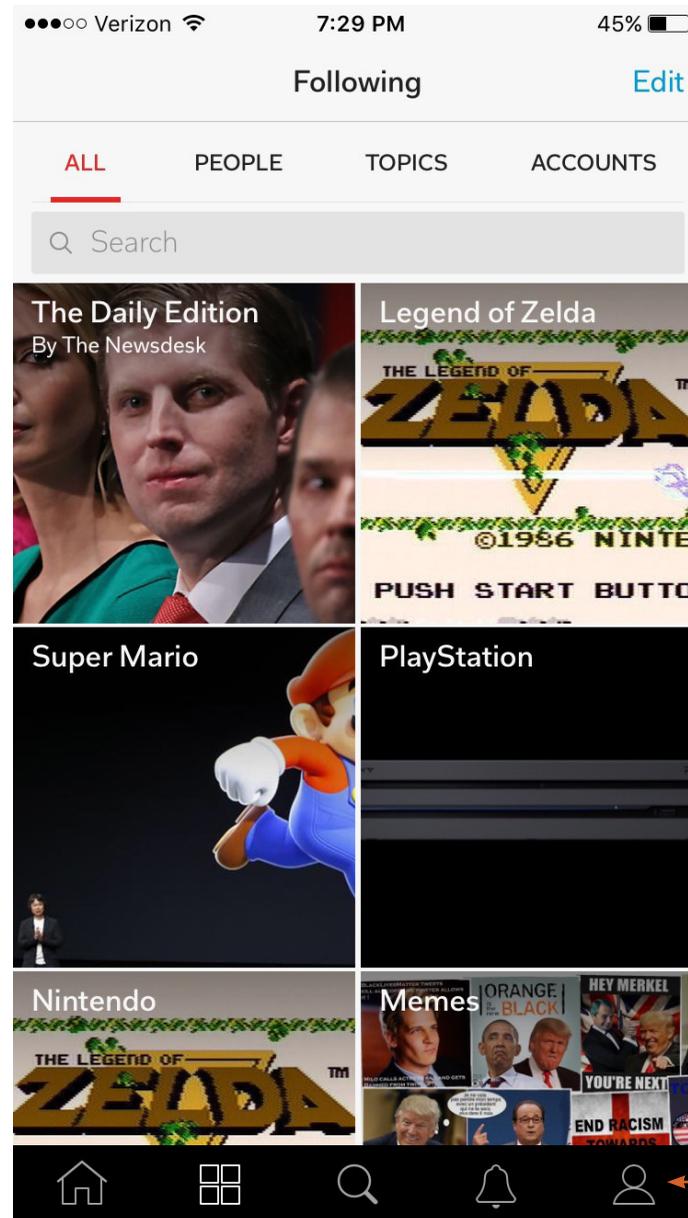
THE APPLE WATCH



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.

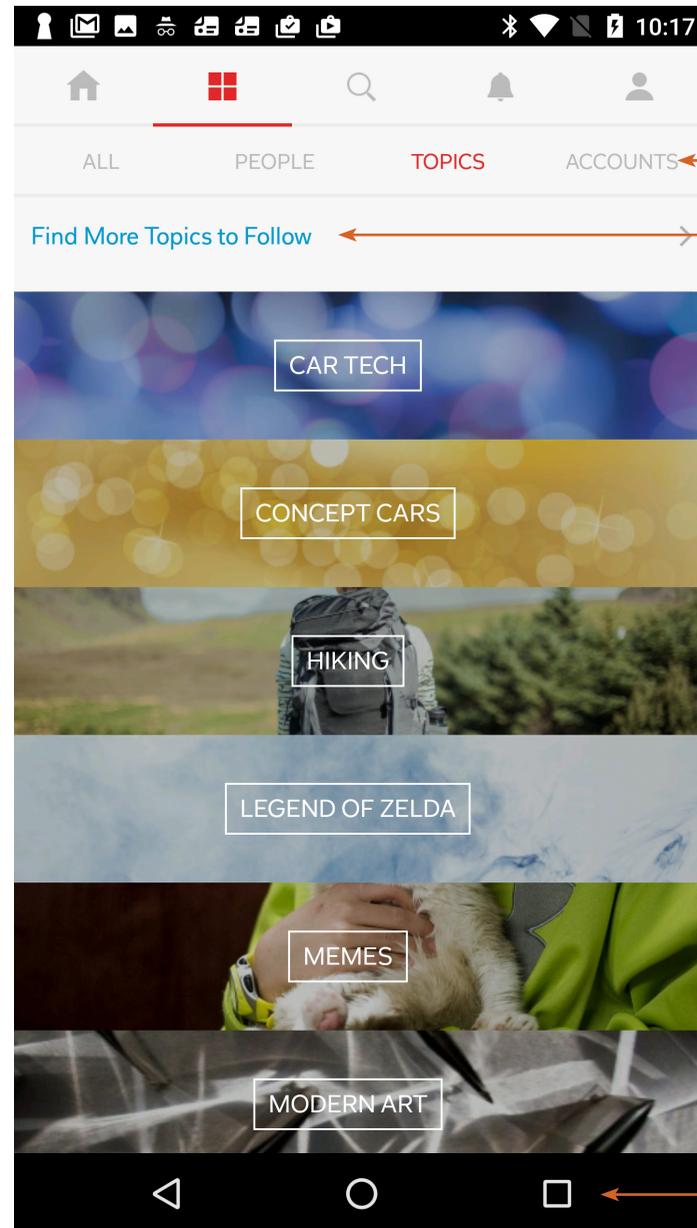
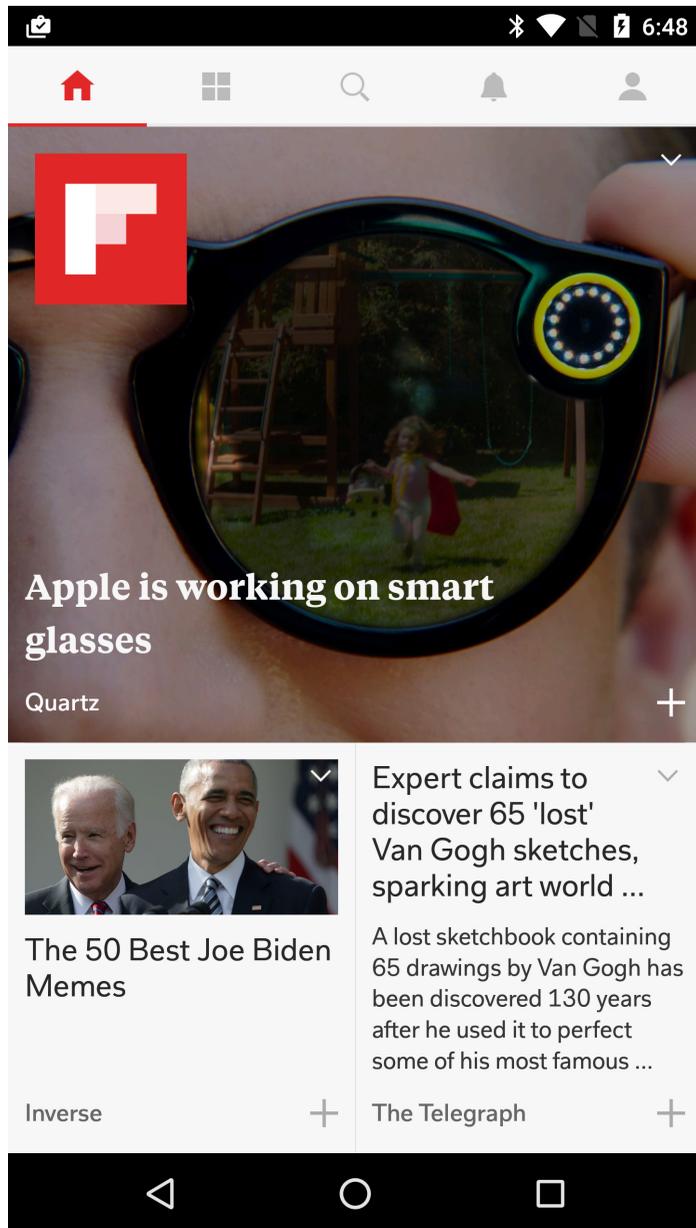
SECTION 3: PHONE ANALYSIS

IPHONE 6



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.

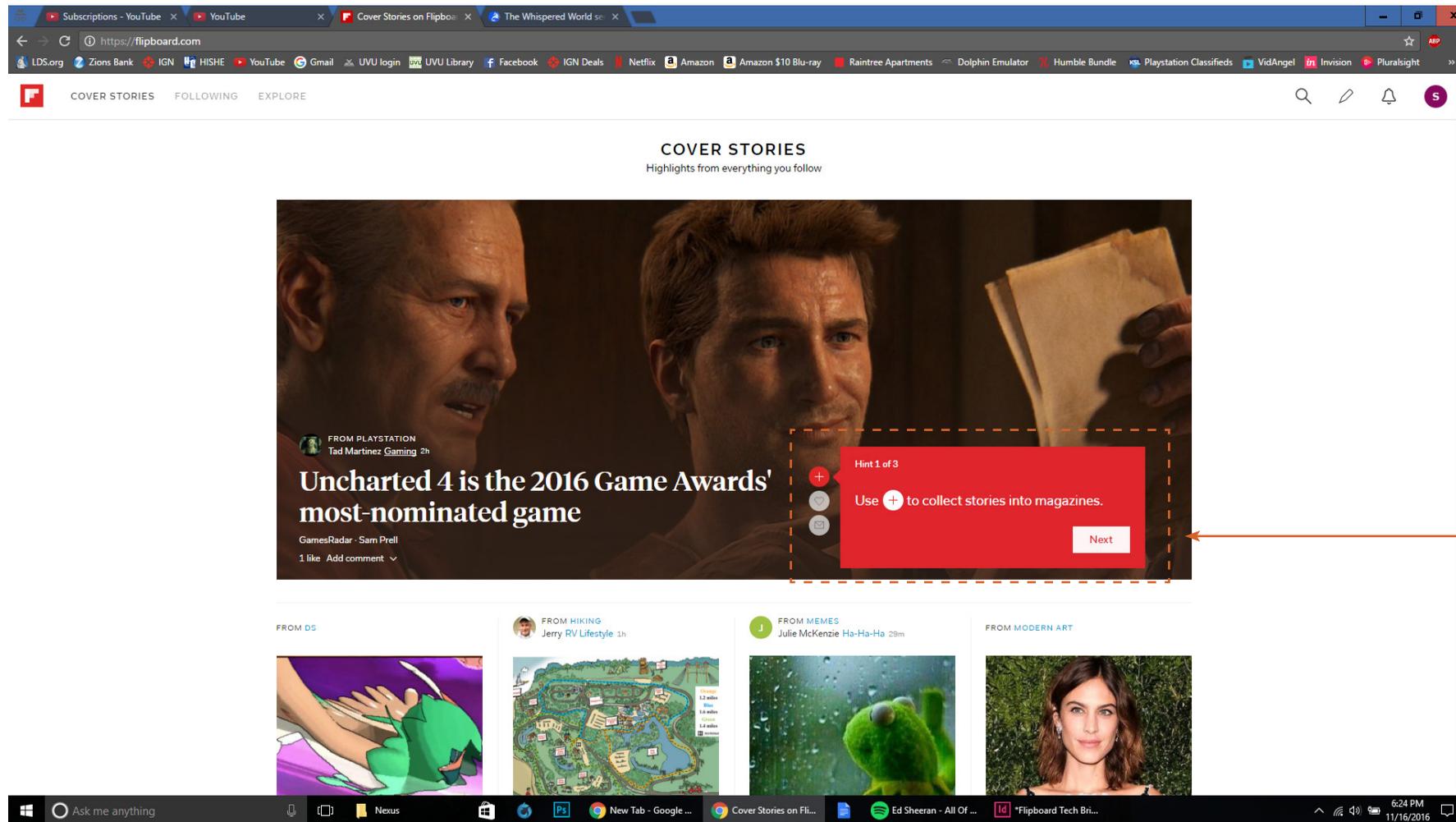
The icons, located in the navigation, are different between iOS and Android. They are similar but not the same which isn't too big of a deal if they are in the same sequential order, but wouldn't it be easier to have them both have the same icons instead a redesign?



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

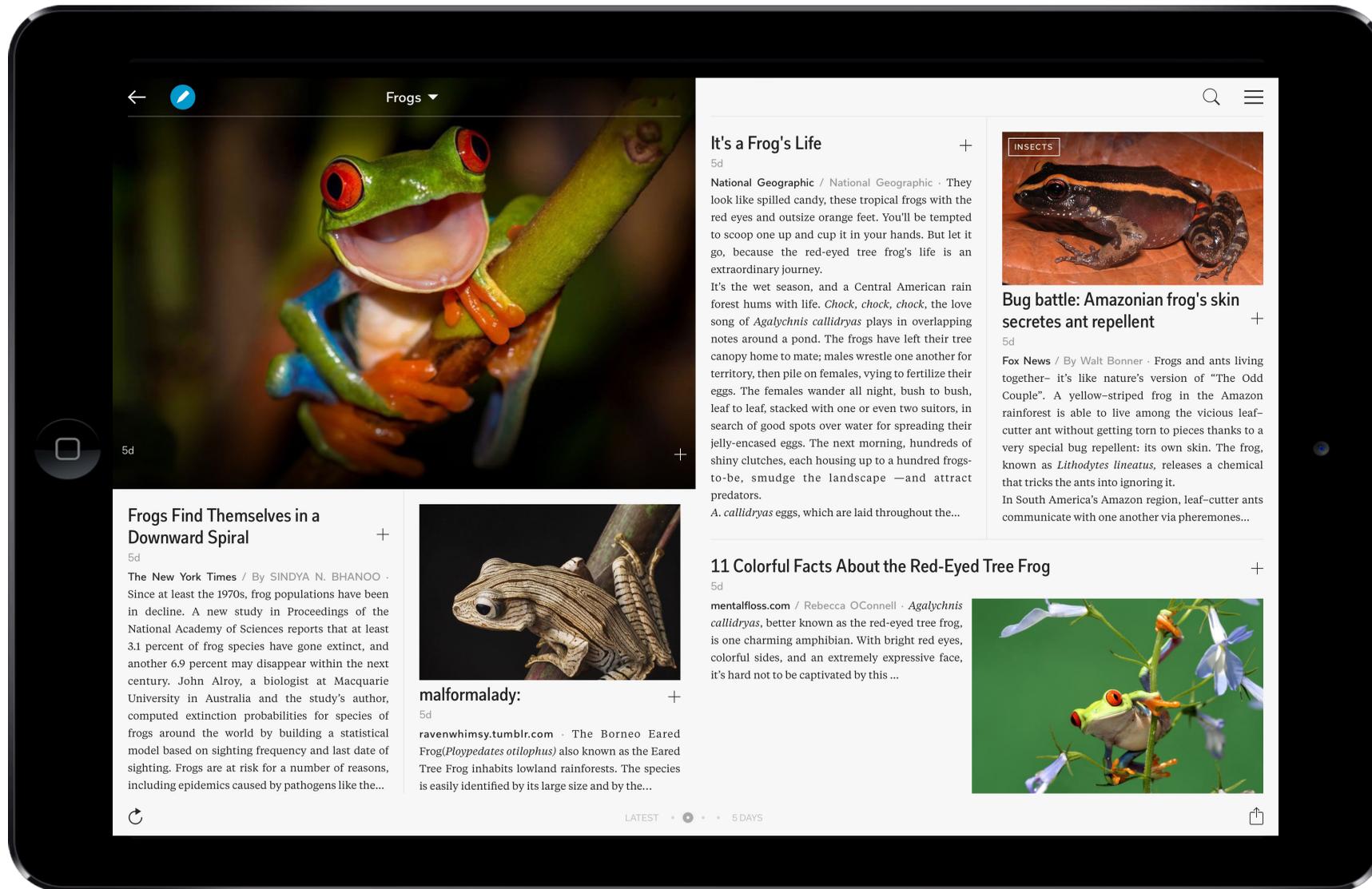


Something that website version has that the tablet and phone versions don't is the "Explore" section. It does give you this section, or something like it, when you first sign-in, but it doesn't let you look through it later.

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.

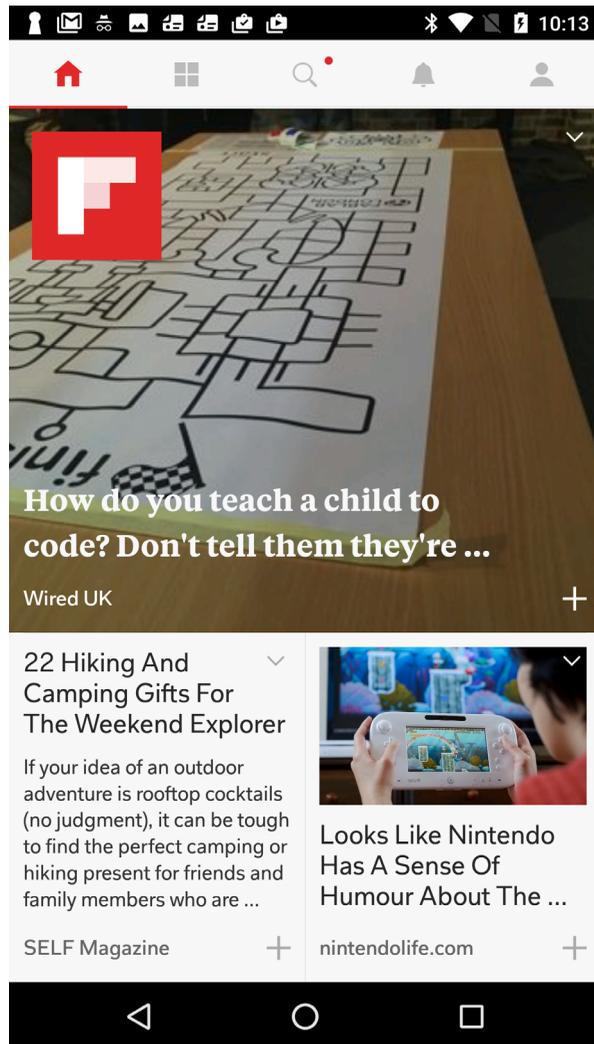
**SECTION 5:
REVISIONING FLIPBOARD**

TABLET HORIZONTAL REDESIGN

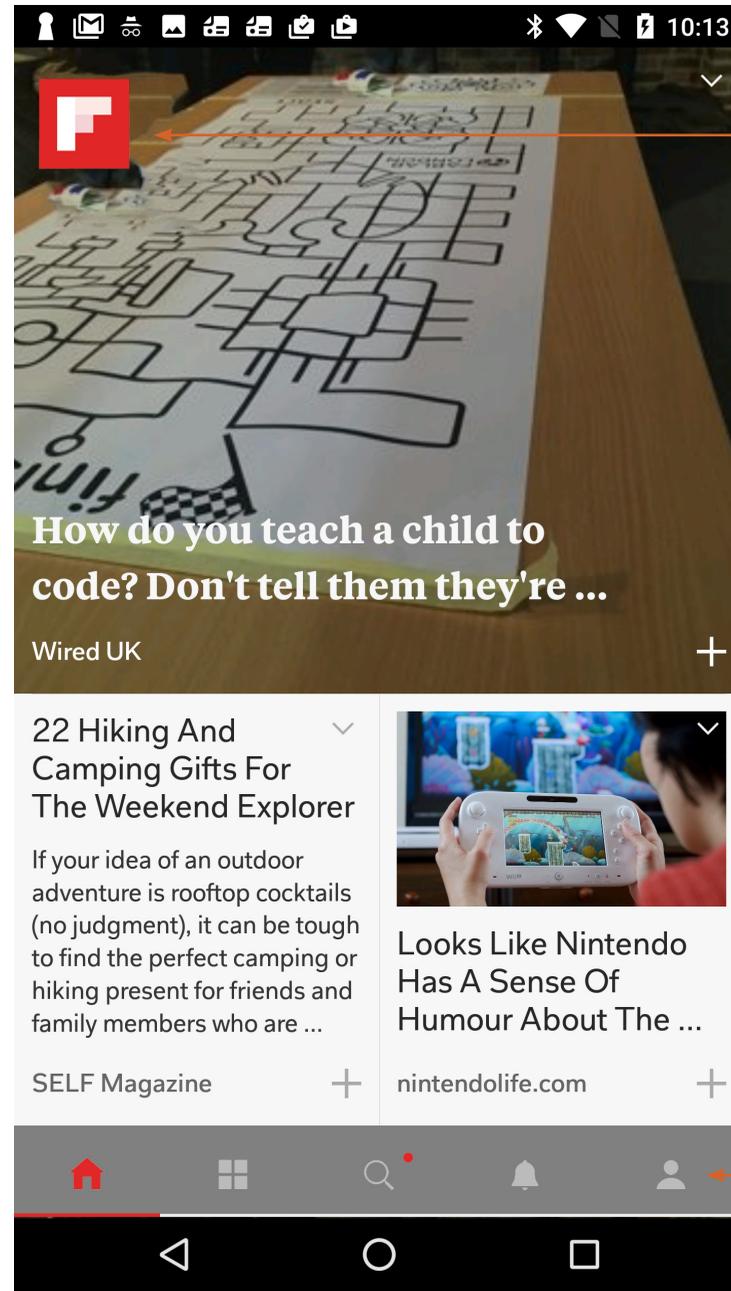


In redesigning the app, I determined that when people flip the tablet horizontally that it would be more aesthetically pleasing to have it look and feel more like a magazine. This would bring two pages into one screen. This would give the user more information to look at and give the designers of the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

ANDROID PHONE REDESIGN



ORIGINAL VERSION



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.