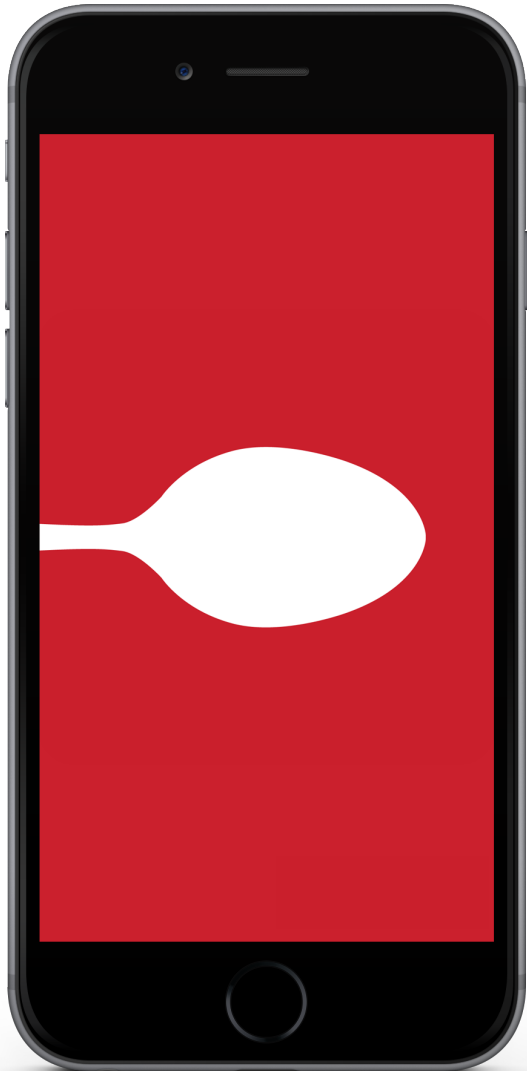




Interface Design GRDS 384  
Prof. Holly Quarzo  
Saloni Dangarwala  
Application - Zomato



Start screen for the application.

## OVERVIEW

Zomato is your best option to search for and discover great places to eat. It's an easy-to-use social restaurant finder app that lets you explore all the dining options in your city. Browse through updated menus, pictures, and user reviews to decide where you want to eat, and use the map feature to guide you there.

“Featured in the App Store’s Best of 2014”

284,500 restaurants listed on zomato

Zomato is available in 150 cities

Zomato is available in 17 countries

Has and average 35 million monthly visitors.

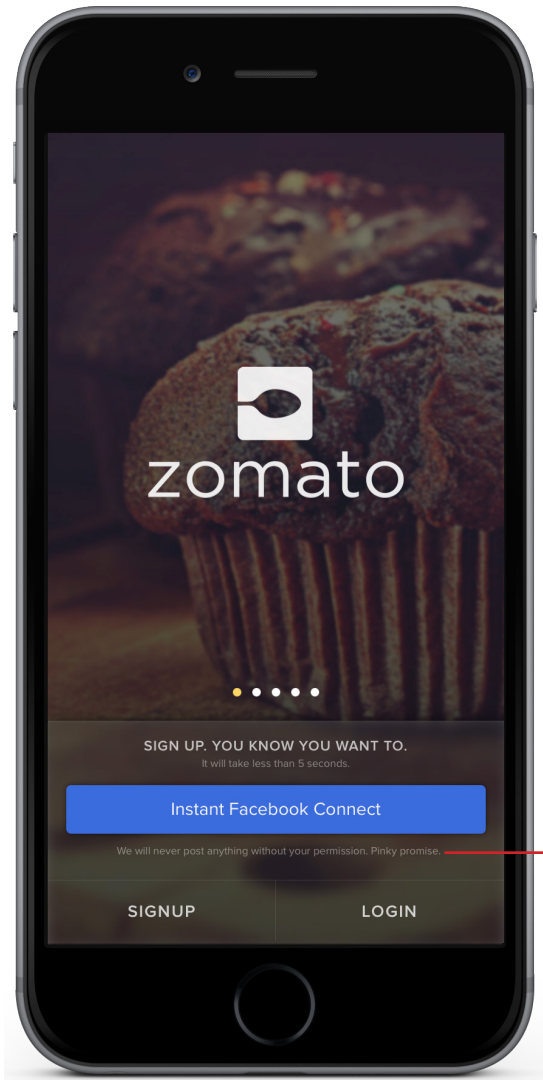


Loading screen for the application

## USE & PURPOSE

This application serves as a platform for quick answers to a number of questions that you might have in various situations when deciding **where to eat in a radius around you based on your current location**. With the increasing number of restaurants opening each day it becomes difficult to **be up-to-date with new places to explore and cuisines to eat** this application solves exactly that for you.

Not only that but it also **provides for reviews** which might be useful for you when deciding on selecting a place you have never visited before. It identifies and **solves the need for trustworthiness** by helping you build a trusted **network of friends**, forming a relationship to discover great new restaurants through them. It encourages you to write reviews and add photos by **attaching value to it in terms of points received and level ups**. **Hence gamifying the process.**



Welcome screen with pagination for the walk through of its main features.

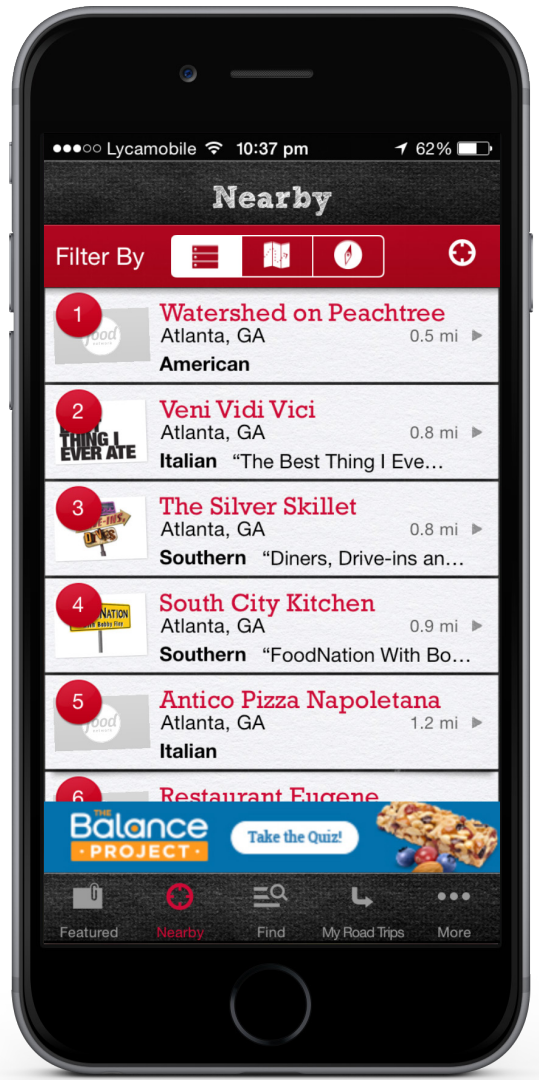
## USE & PURPOSE

As for the business, the application is free for you to use. The recent introduction of **cashless pay via the application** which is still in its nascent stage and currently being experimented in Dubai is a way for the company to **charge the restaurant a percentage of the total bill**. They are also introducing home **delivery options** starting with India for now, “it is much like the concept of uber” says the C.E.O Deepinder Goyal, and that **would charge at the max 15% commission to the restaurants**. The application prompts to access your facebook application for login, which gives them access to all your details to help you build a trusted network of friends.

They have future plans to come up with **table reservations** at the restaurant for which they will **charge you a nominal fee**.

Category - Food and Drinks.

Building trust.



Navigation at the bottom the icon tray, selected state is red, too much visual noise.

## SIMILAR APPS

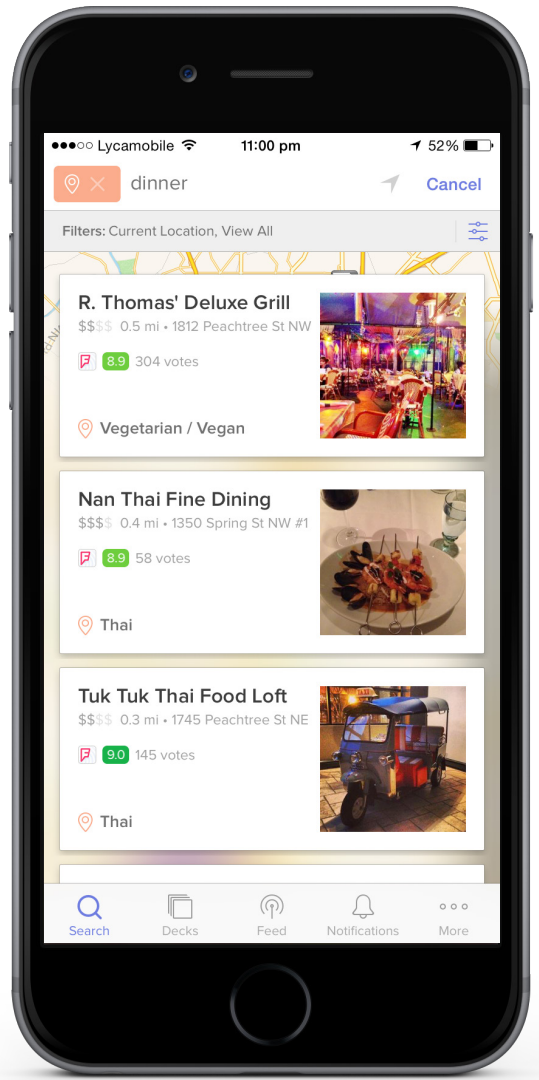
### Foodnetwork

#### Differences

Restaurants recommended by chefs  
Search restaurants by chef road trips  
Content and reviews by chefs

#### Similarities

Uses Gps for near by restaurants  
Save restaurants  
Upload photos



Navigation at the bottom the icon tray, selected state is blue.

## SIMILAR APPS

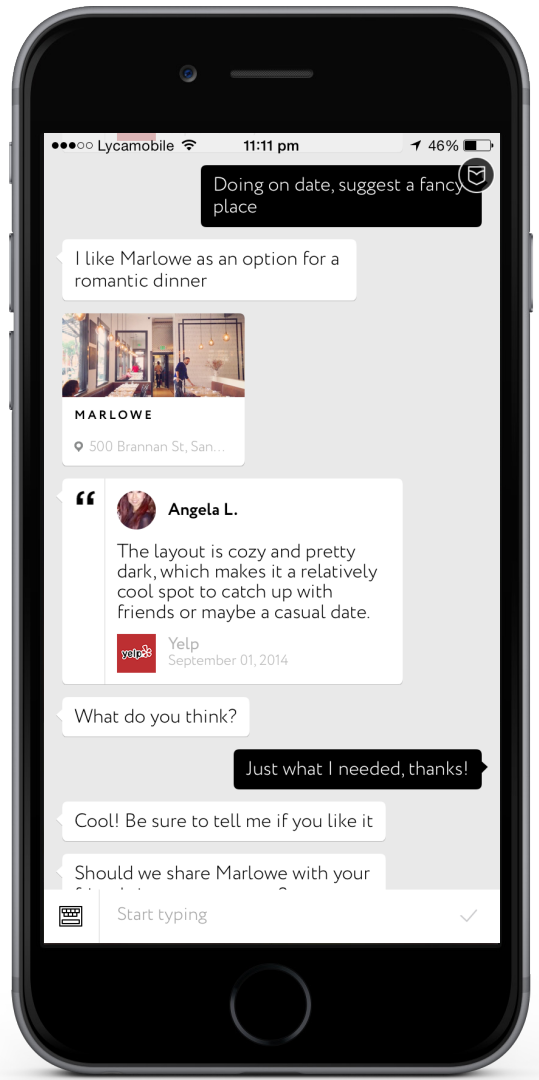
### Vurb

#### Differences

Integration with foursquare for reviews  
Integration with yelp for reviews  
In app cab calling facility connected to lyft/uber  
Creating a card deck of memories ( instead of reviews)  
Not just a food app but to explore other places as well.  
Table reservations

#### Similarities

Detailed information about restaurants  
Ratings, price range  
Filtering options



Uses a mix of GUI and NUI the top button takes you to all the stored restaurant suggestions and settings or you can swipe left.

## SIMILAR APPS

### Luka

#### Differences

Search for restaurants by texting.  
Luca uses artificial intelligence to find and book places in SF.  
Sharing sends the related information directly to text.

#### Similarities

Detailed information about restaurants  
Provides for food suggestion at a particular recommended place.  
Uses GPS for directions.



Uses a situation to suggest places. Each sentence is on a flickering board and you can personalize the situation or shuffle.

## SIMILAR APPS

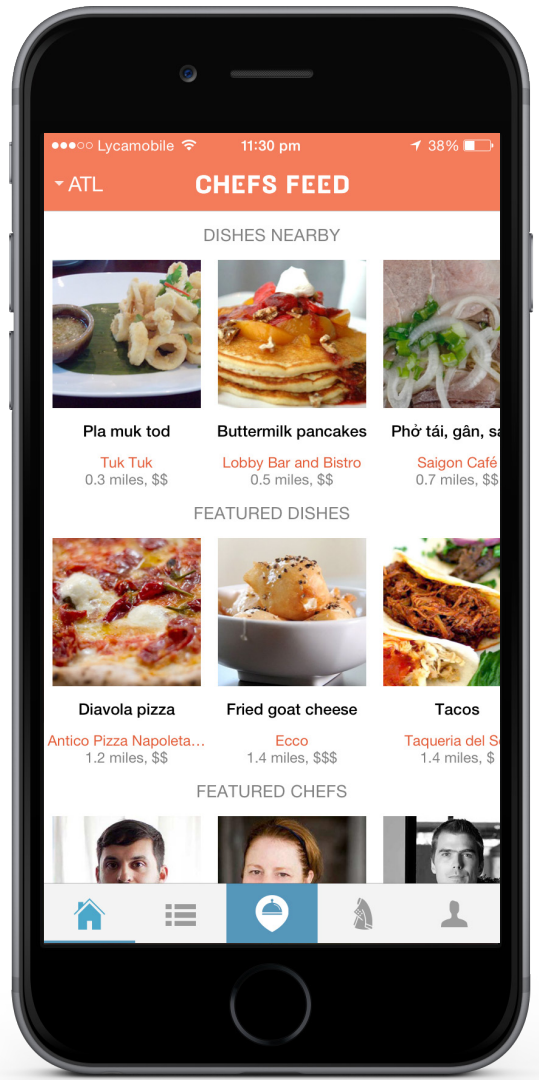
### Urbandaddy

#### Differences

Search by situation  
Shuffle for a restaurant  
Reserve tables  
Select place by what's hot right now

#### Similarities

Information about restaurants  
Uses GPS for places near you  
Direction to the business.



Navigation icon tray to the bottom use change of icon color and a blue bar under it for current screen.

## SIMILAR APPS

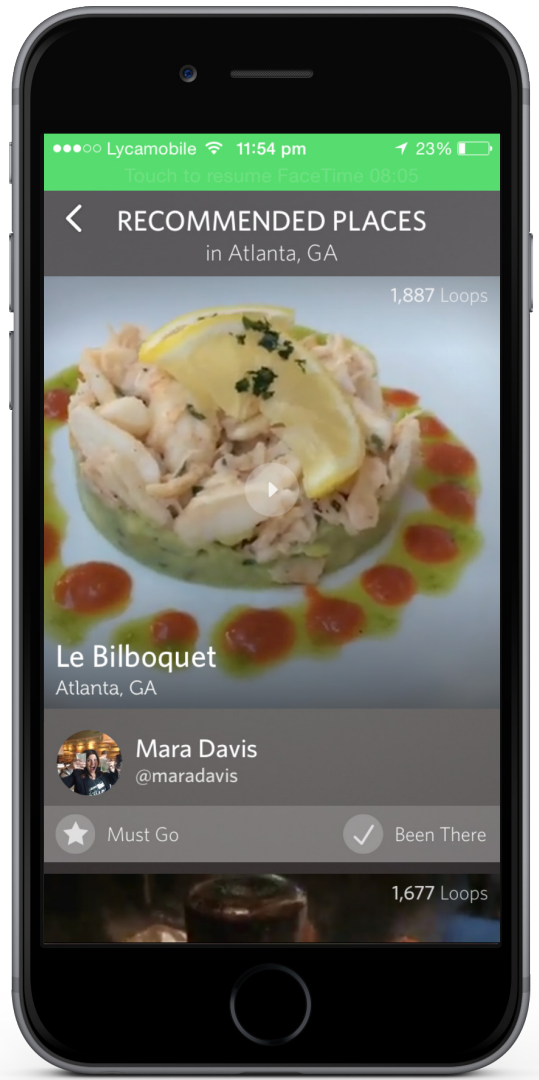
### Chefs Feed

#### Differences

- Browse by dishes
- Open table booking
- Ate it. (check off list)
- Chefs reviews
- Fav chefs dishes

#### Similarities

- Information about restaurants
- Uses GPS for places near you



Bottom navigation tray disappears as you scroll down but reappears when you scroll up.

## SIMILAR APPS

### Taste made

### Differences

Video footage instead of photos

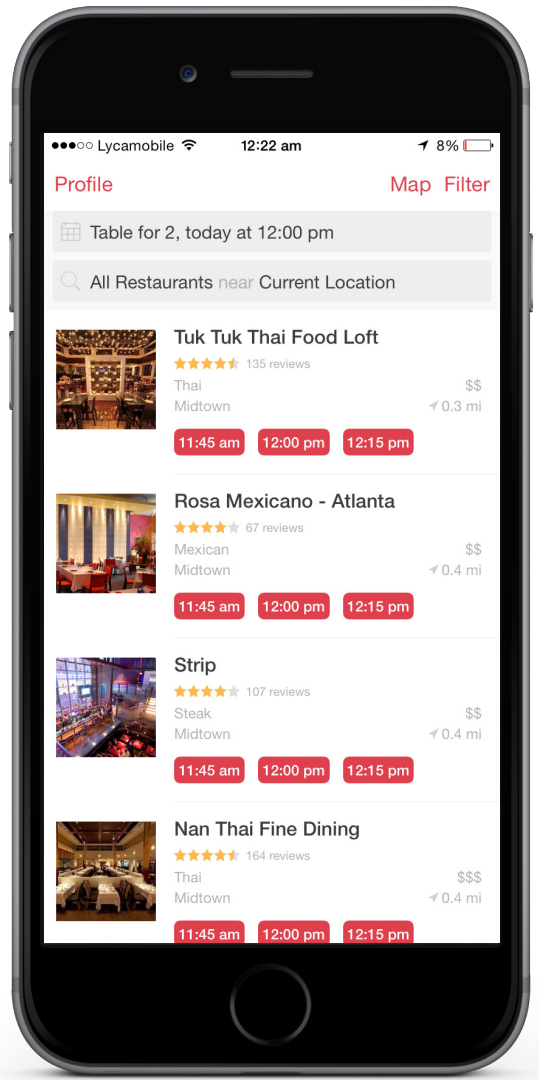
Browse anonymously

Must go and been there icons better call to action

### Similarities

Uses GPS for places near you.

Uses the camera feature of the phone.



Everything can be navigated by swiping up and down or tapping. Profile screen, map and filter are the main functions available.

## SIMILAR APPS

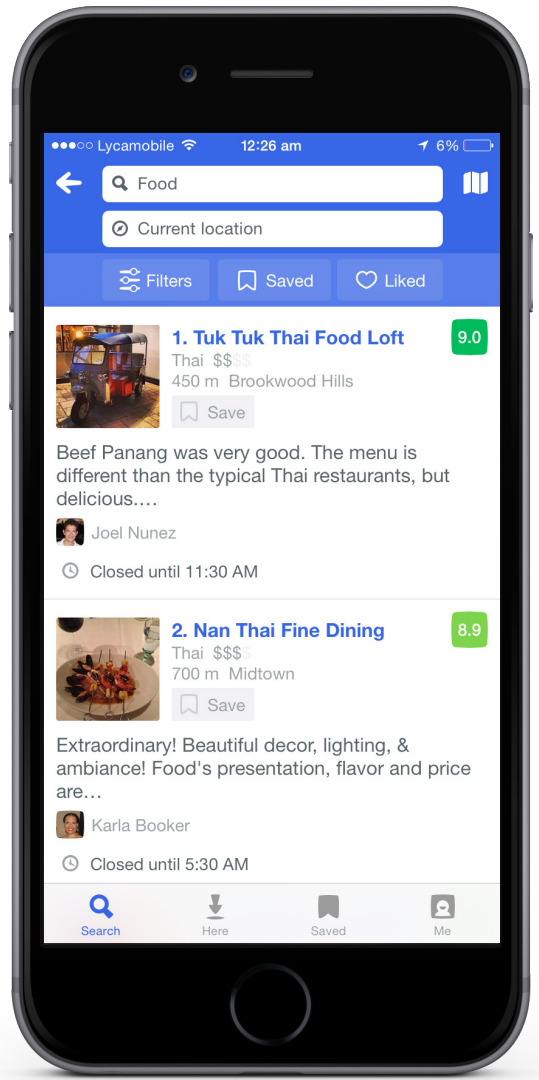
### Opentable

#### Differences

Book restaurant directly from the app for the desired time and no. people  
The profile saves the history of the reservations and me  
Uses meta-tags making search accurate for “notable for section”  
Earn points for reservation and redeem them for dining check from open table

#### Similarities

Uses GPS for places near you.  
Filter restaurants but categories  
Explore new restaurants  
Get immediate details about everything relating to the restaurant



Navigation is at the bottom, uses icon tray for navigation active screen icons are represented by blue color.

## SIMILAR APPS

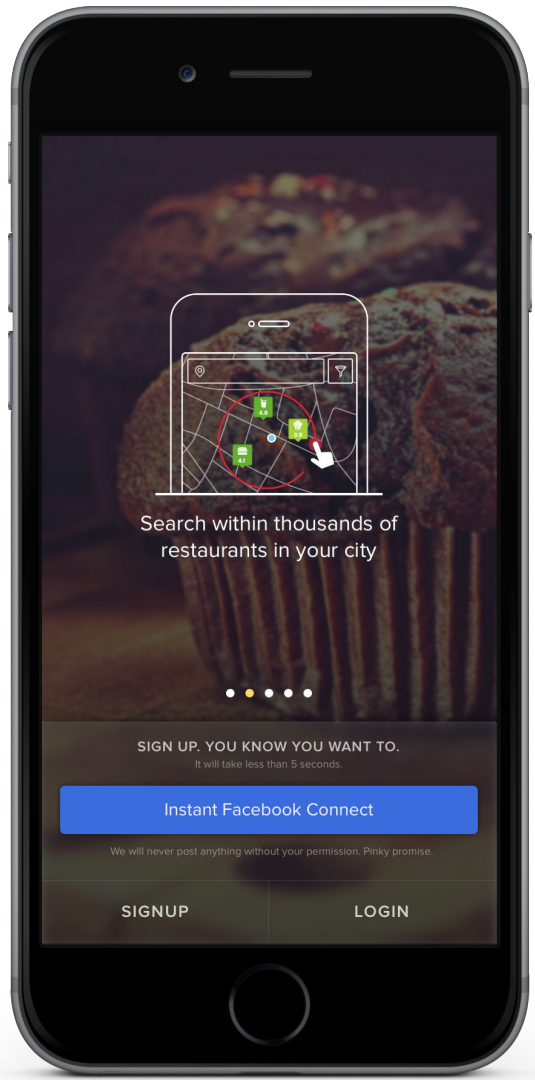
### Four square

#### Differences

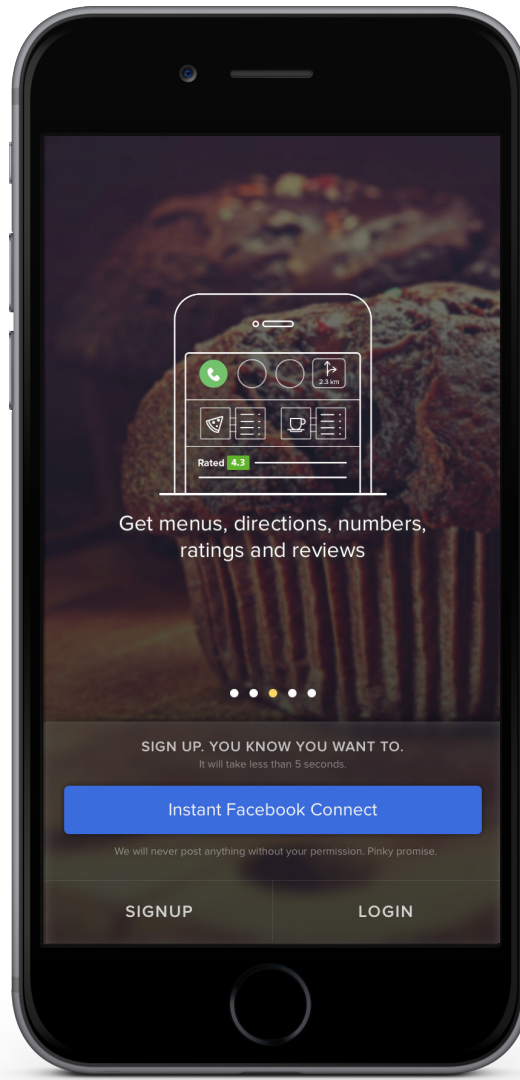
- Book via open table
- Checking-offers
- Integration with swarm see friend around you.
- Online delivery
- Customize by taste
- More than just restaurants.

#### Similarities

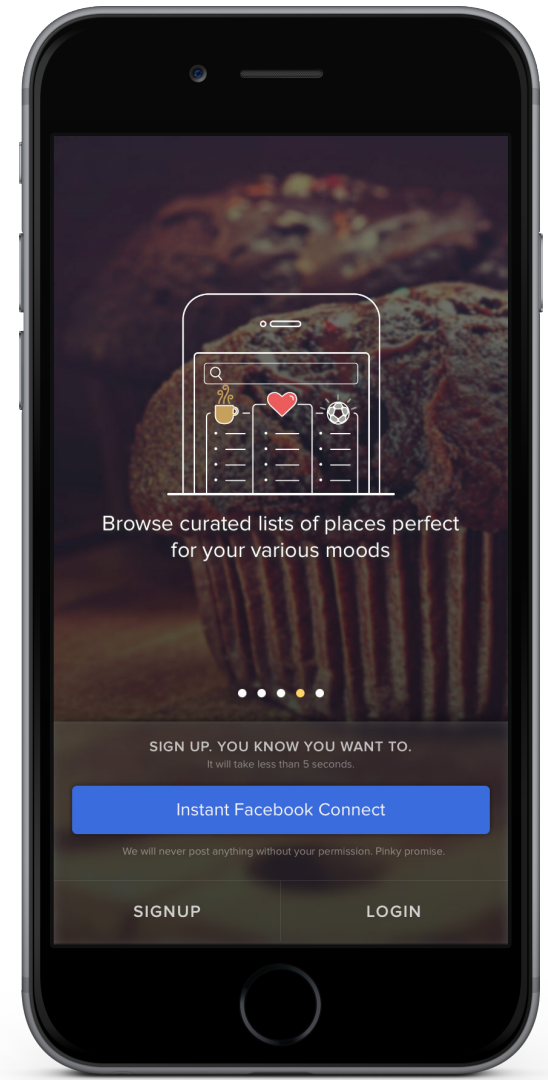
- Uses GPS for places near you.
- Filter restaurants but categories
- Explore new restaurants
- All possible information needed is present



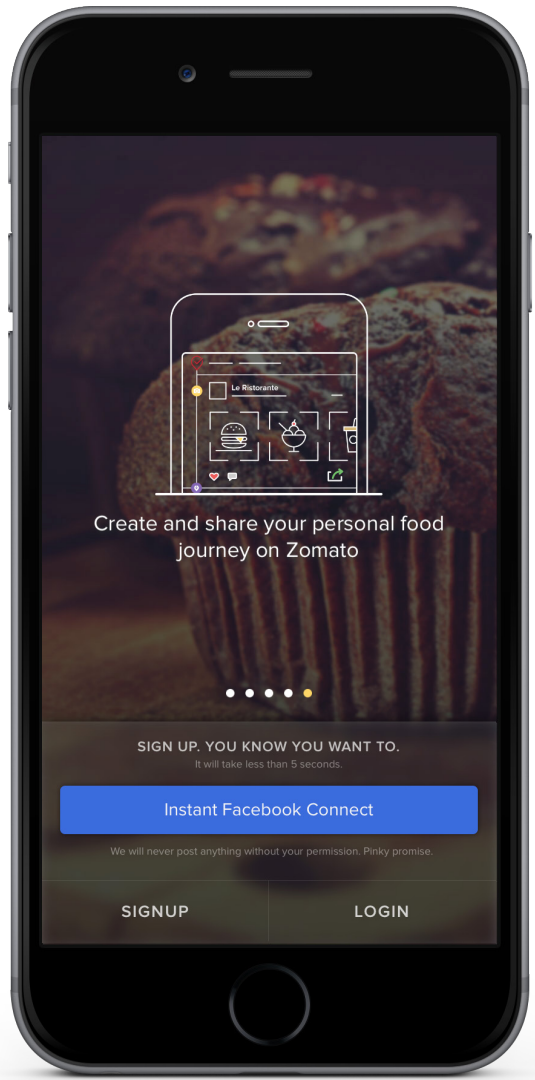
Pagination 2 shows you that you can draw a circle on the map near your current location and get suggestions for places to eat nearby.



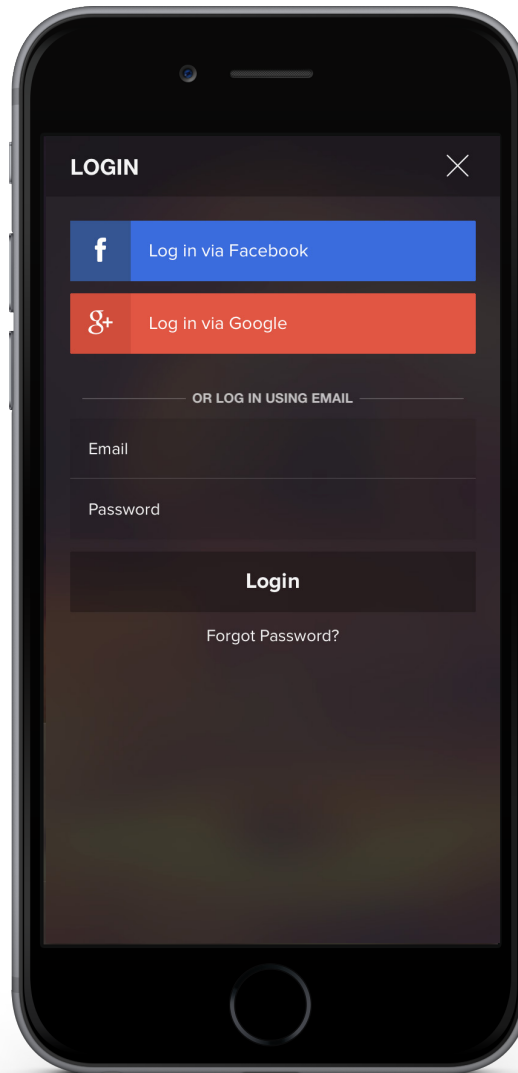
Pagination 3 shows you how easy it is to get immediate detailed information about the restaurant.



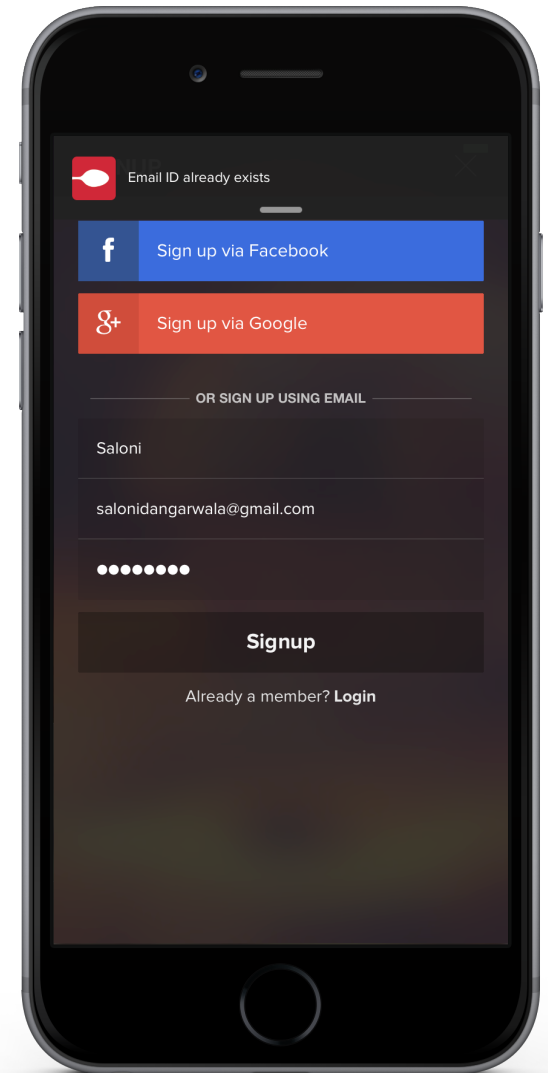
Pagination 4 informs you that you can now browse by mood.



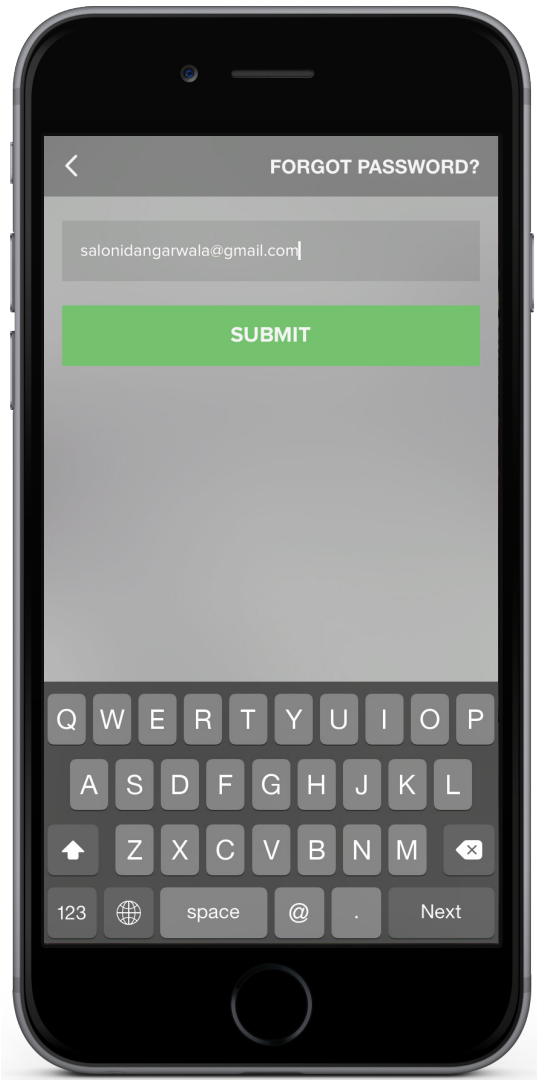
Pagination 5 tells you that you can share your food journey if you wished to with others.



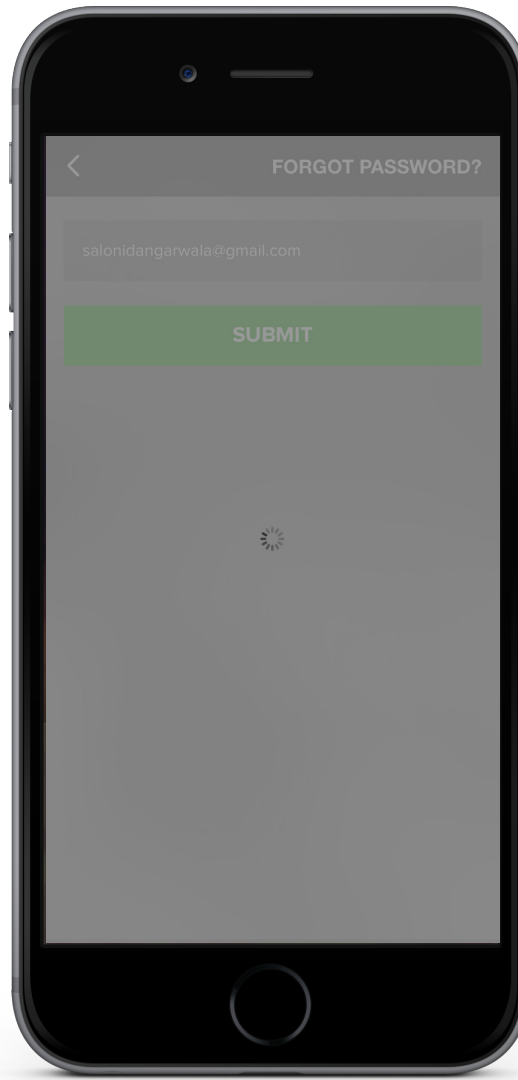
I'm not sure if I have an account already, so I go to create new account.



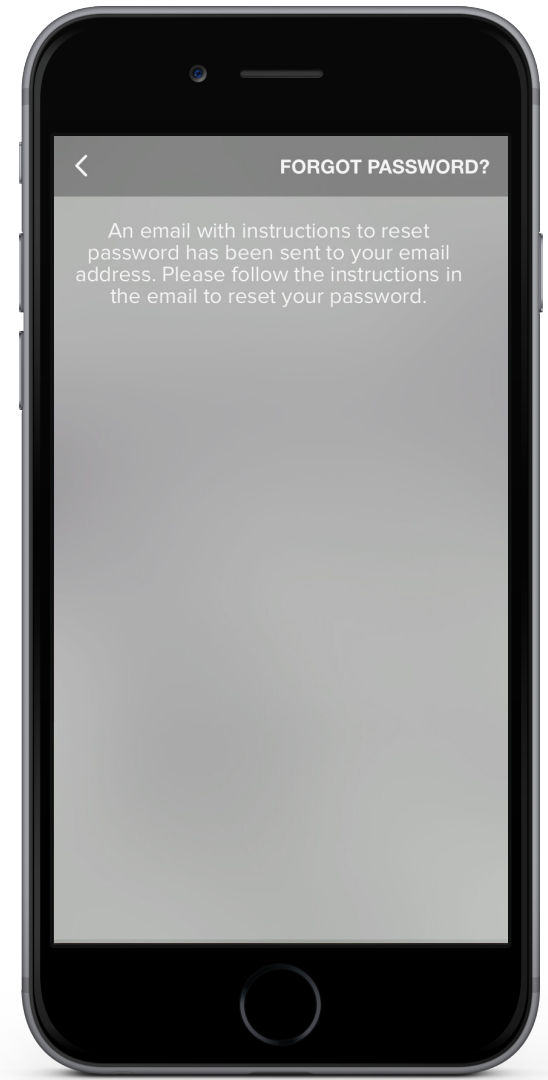
It tells you that your id already exists. But you can not remember your existing password.



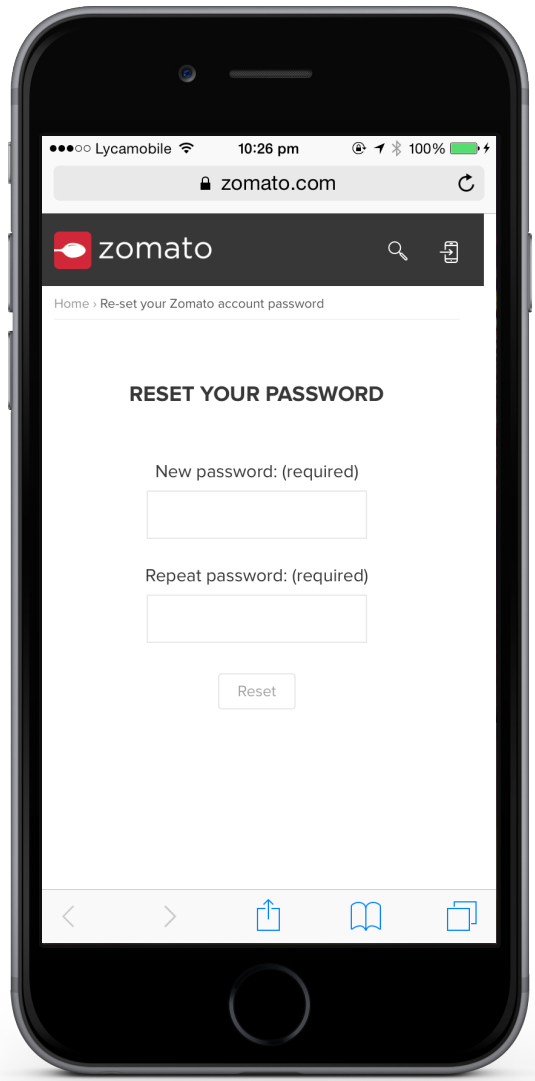
Its easy to retrieve your password by clicking on forgot password. I type in my email for recovery.



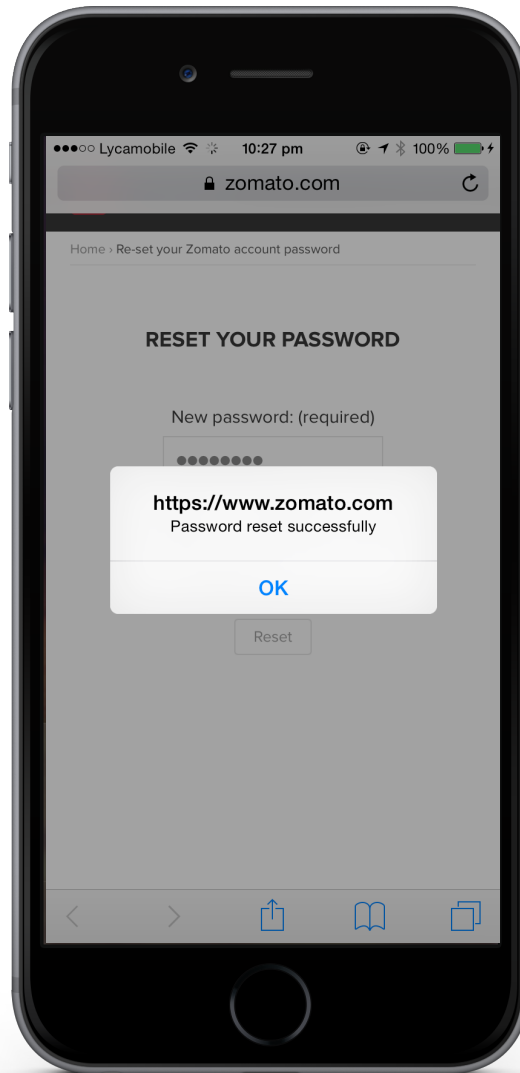
The loading wheel shows ensures you that everything is find and soon you'll receive an email.



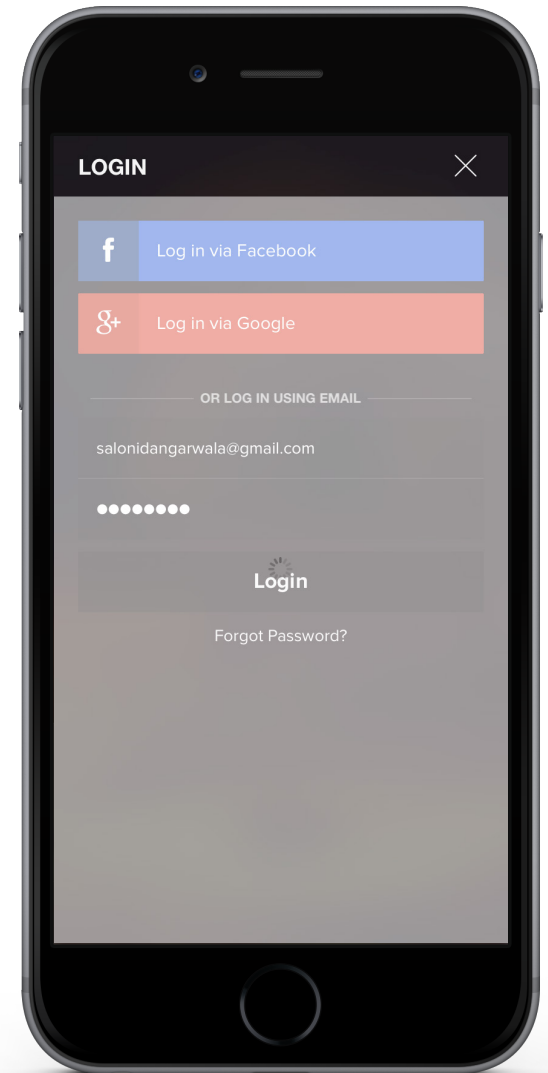
Confirmation that the email has been sent.



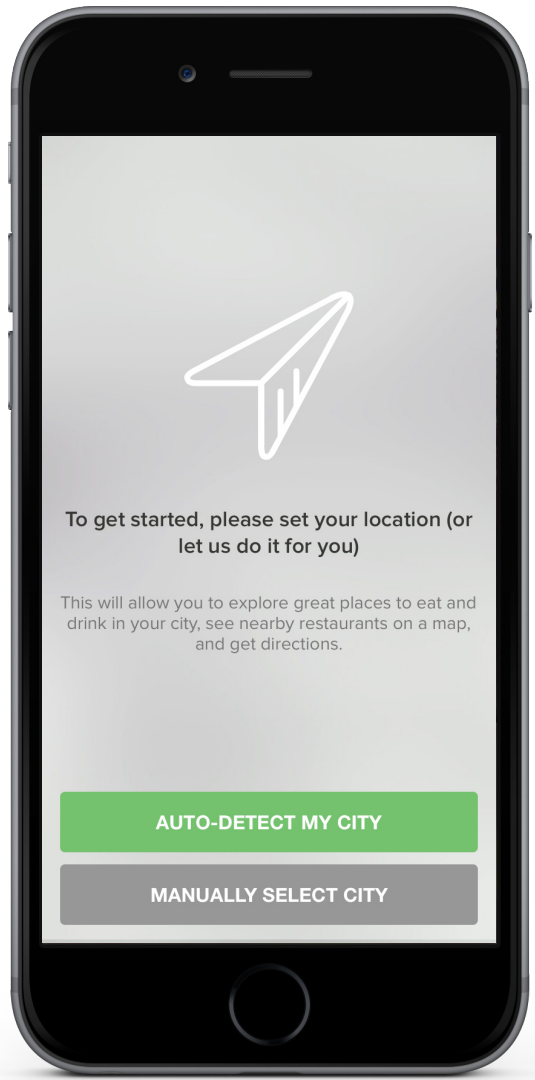
Link from the email to change the password.



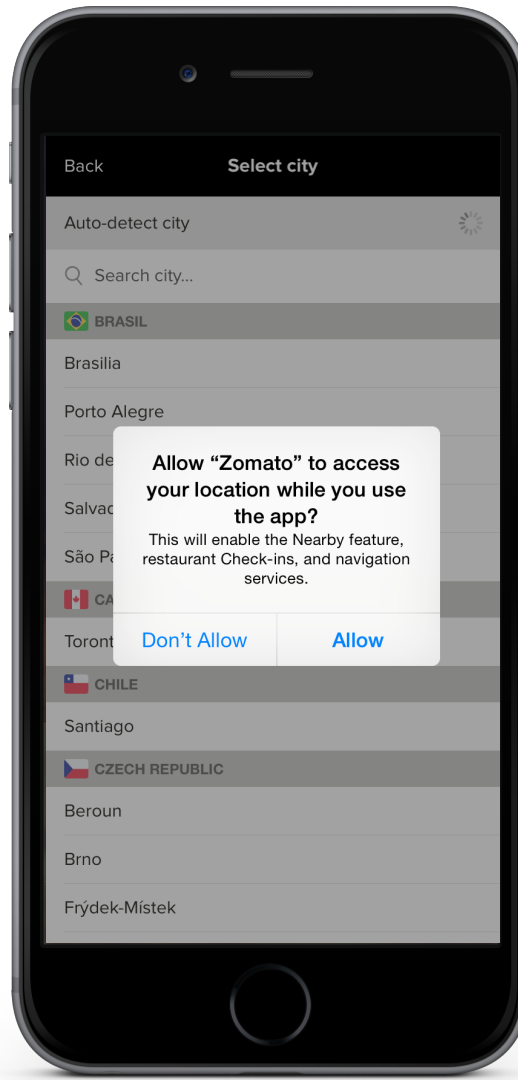
And password was successfully rest. I am now happy that everything was smooth and go back to the app to login.



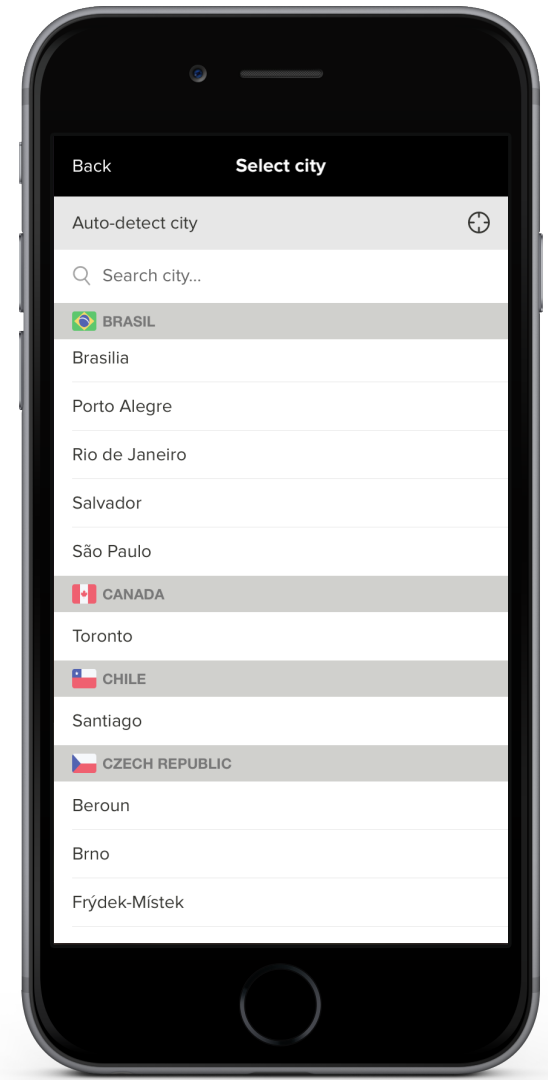
You know you have the password right from loading icon.



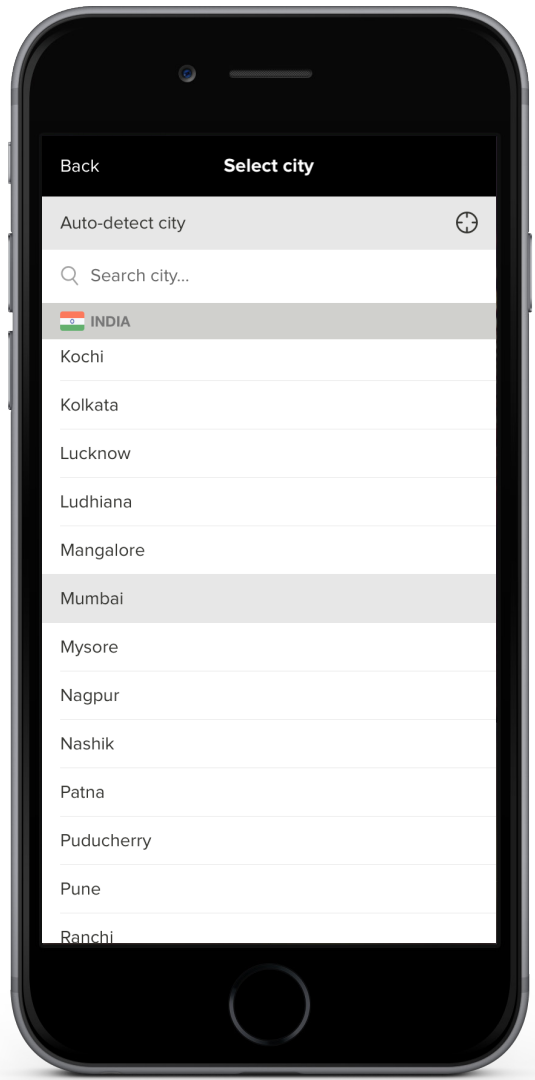
Immediately it prompts to detect my location automatically, but it does not force me to. You have option to do otherwise.



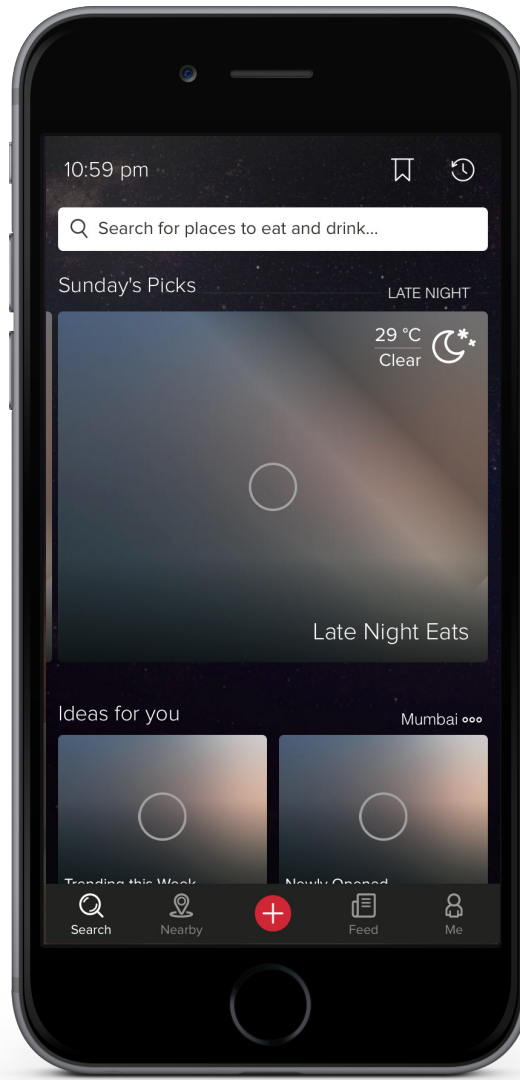
In case I clicked the wrong button it prompts again for location access. However you can still deny.



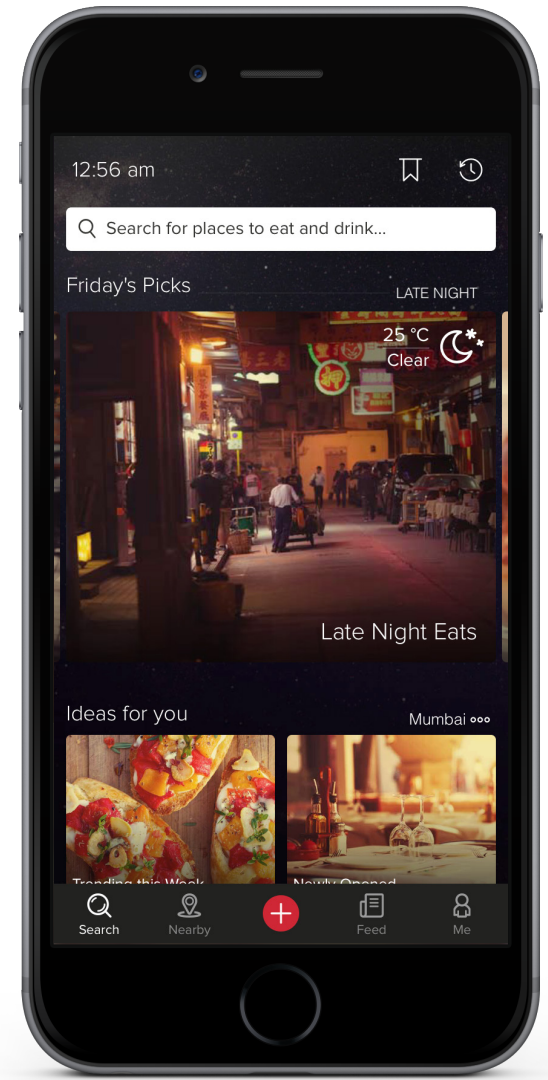
I manually select my desired location for the list.



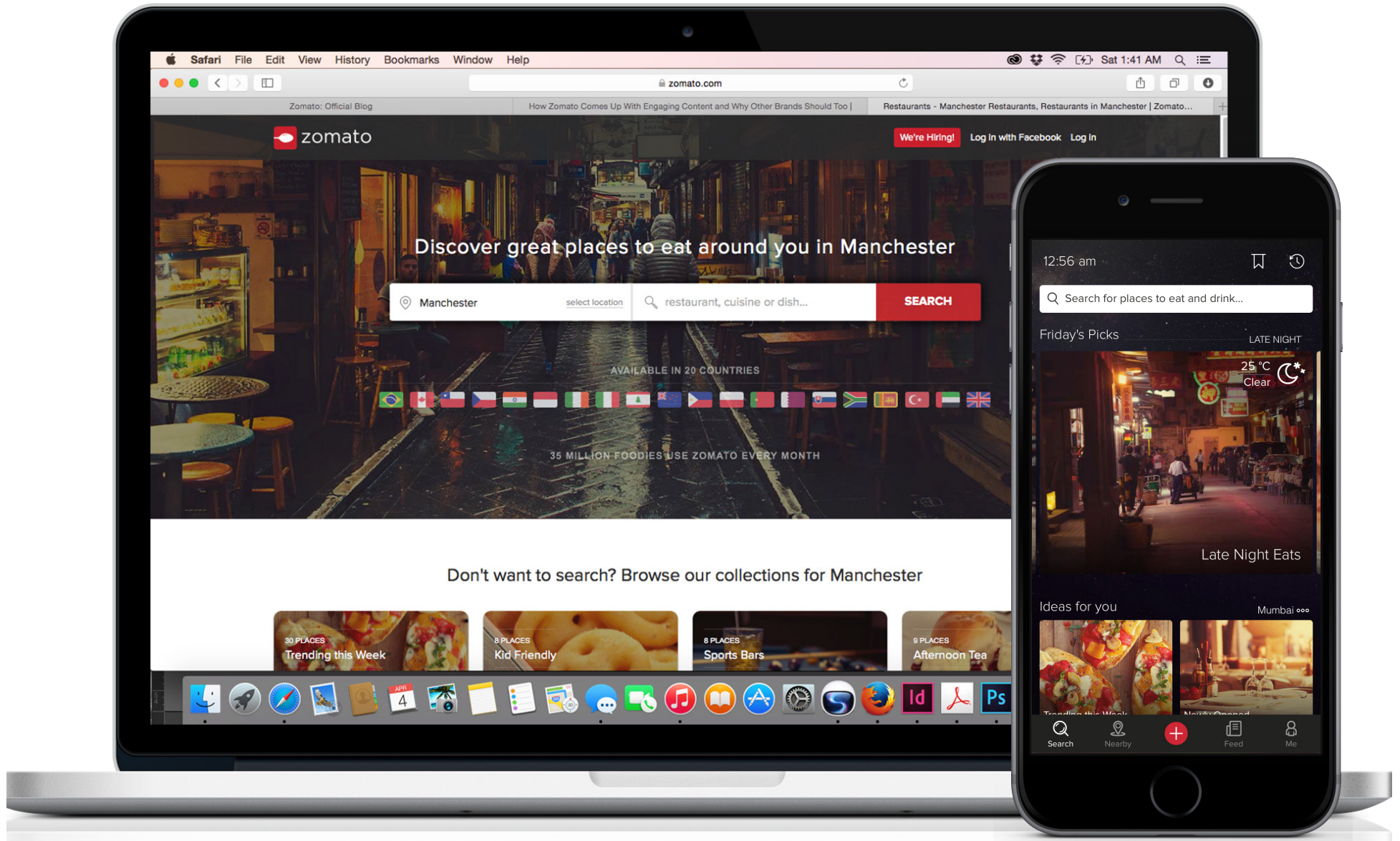
The way you know you made the right selection is the highlight state of the my desired city, Mumbai.



You are taken to the home screen of the application. The rotating circles assure you of the content loading and that it's not stuck or broken.

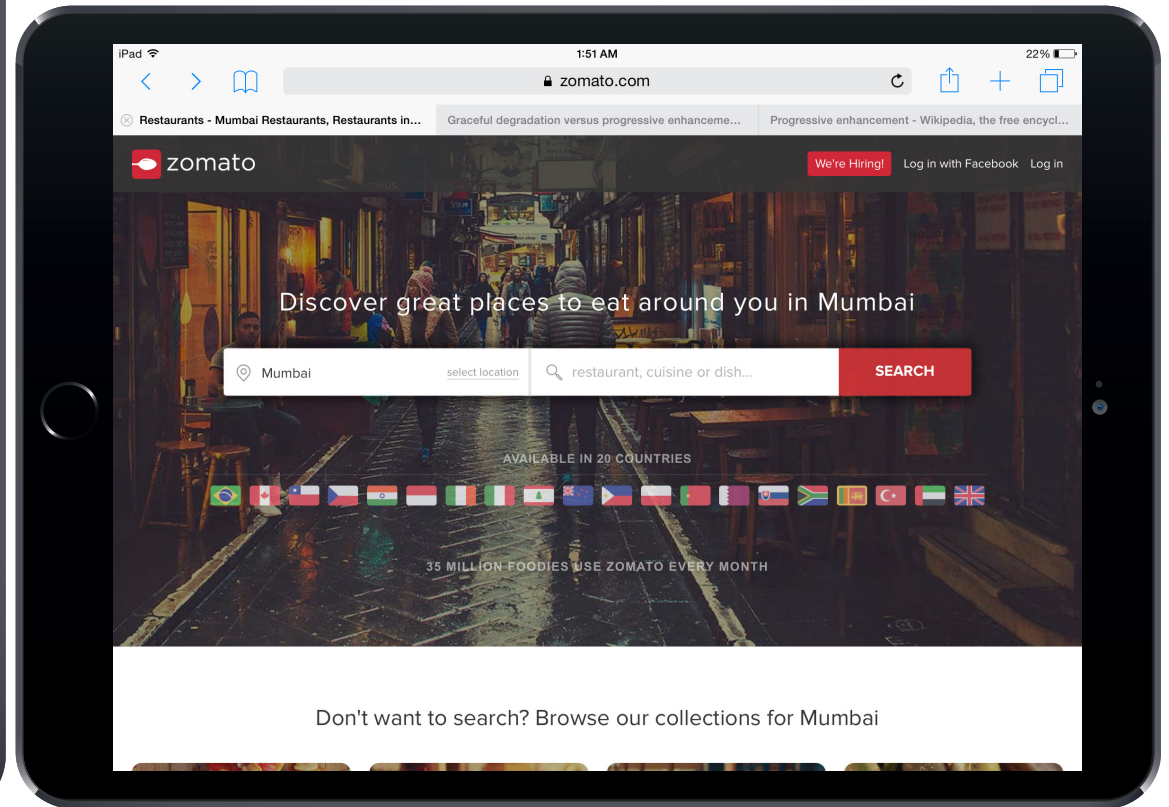
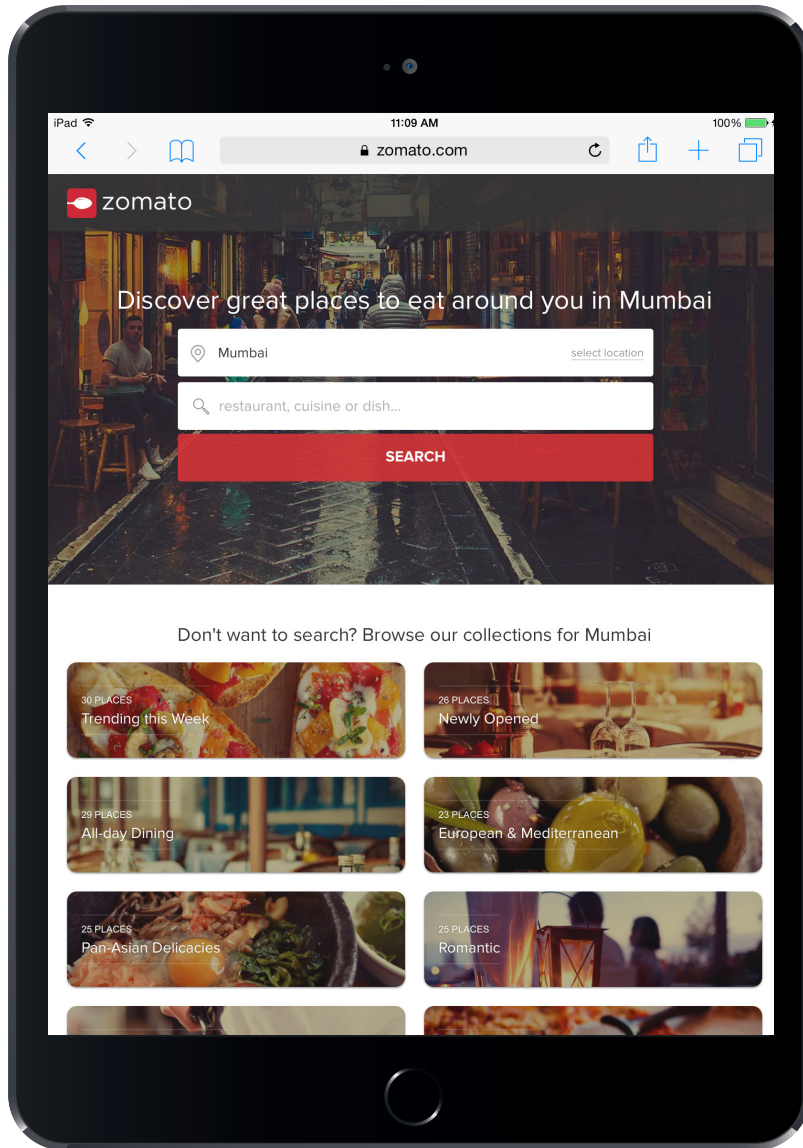


The home screen not only shows you the various options for restaurants but it categories it according to the time of the week and day along with the weather.



## Comparison

The user experience when I shift from the iPhone to laptop. You see that the user experience on the iPhone has been progressively enhance as compared to the laptop where it does not me all the other information like the time of day the weather. The laptop only provides you with the basic search and browse options however instead of searching for a city you can just click on the flags and it would give you a list of cities.



The **website is responsive**, and on the iPad I notice that the flags are now gone. But I can still do everything I want to in a convenient way. The website has been proportionately sized so I can browse the various categories of mood or personalize the search. The website has the **property of UI View Controller** so the view going back to the exact laptop view when I rotate it.



I found out that there is an application which can be installed on the windows 8 OS laptop. The structure feels the same. A good example of graceful degradation.

## TECHNOLOGY & DEVICES

This application was initially launched to support iOS, Windows and Android. Zomato supports iOS 7.0 or later, Android, and Windows. The Language used for iOS is Objective C, Android is Java, Microsoft Windows is Silverlight.

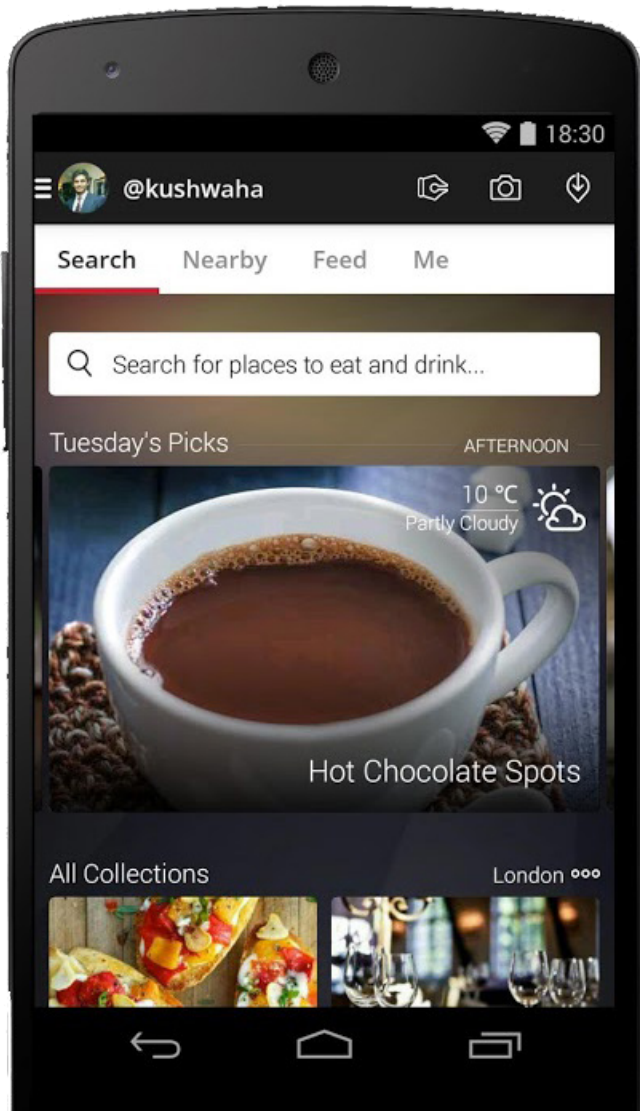
Compatible with iPhone, iPad, and iPod touch. However this app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus. Same interface x2 on iPad.

Compatible Windows Phone 8.1, Windows Phone 8, Windows Phone 7.5.

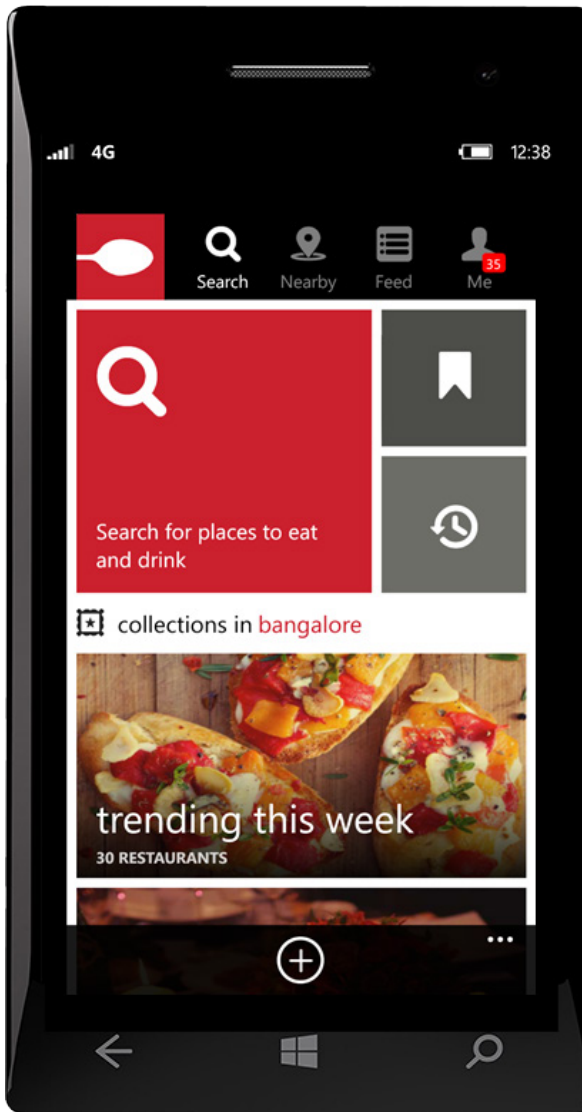
Compatible with the following Blackberry devices :  
Blackberry Classic, Blackberry Passport, Blackberry Q10, Blackberry Q5, Blackberry Z10, Blackberry Z3, Blackberry Z30, PlayBook, Porsche Design P9982, Porsche Design P9983

Comparability with Android devices varies to device compatibility of this version also varies to device

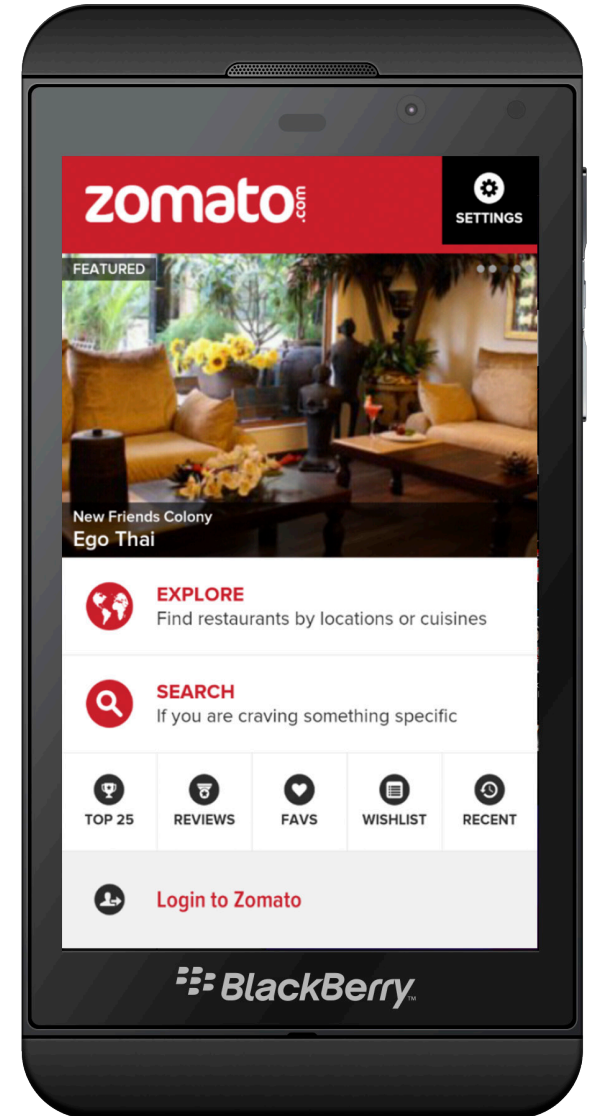
The application is available in 12 languages.



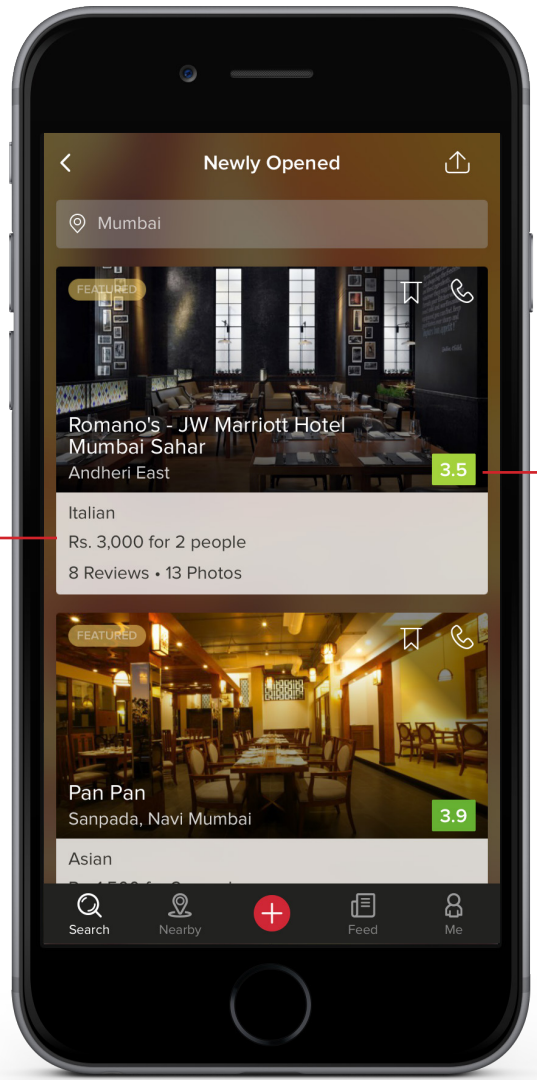
This is the UI for the Android and you can swipe left or right much like the iPhone. There is a difference in the navigation; we see the hamburger button and a top navigation as compared to iOS, which has a bottom icon tray.



The experience on Windows Phone has been gracefully degraded to suit the UI of the Windows Phone. You see that not all the features are available, e.g., weather and day.



The experience on BlackBerry 10 has been gracefully degraded to the capabilities of the device. However, they still use the swiping gestures native to the phone.



pricing

ratings

## PROJECTED USERS

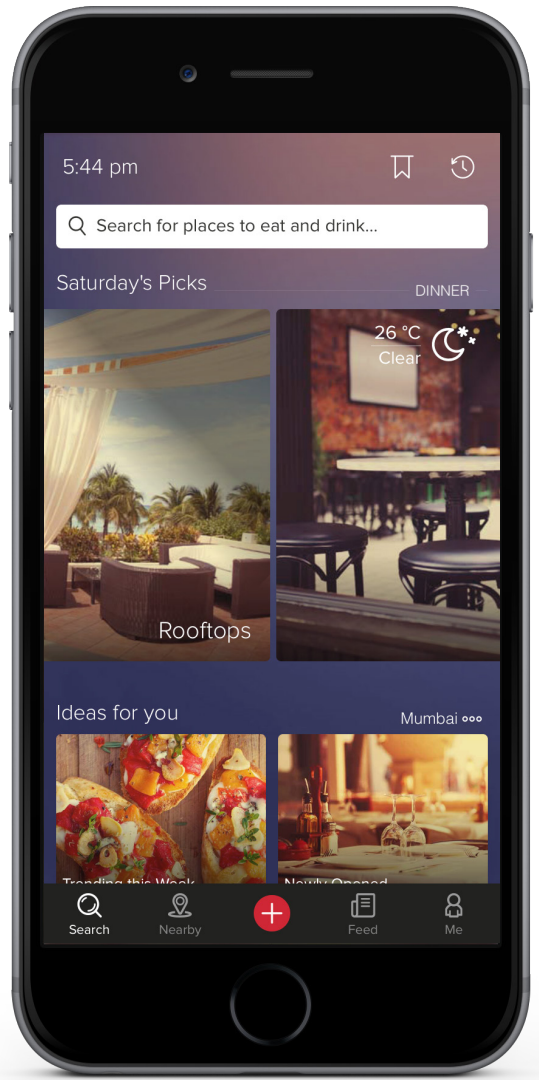
This application brings value to you in the way it **provides for a reliable community made of food enthusiasts**, you can follow users you want and see **reviews and photographs** of their **experiences** paving a pathway for your potential interest in similar places around you. It **provides for immediate answers**, for e.g. you are at a location you are not familiar with and hungry! You quickly open the application it detects your location based on your gps and suggests places to eat, you can then look up options and filter them by cost, ratings, reading the reviews, and photographs. It gives you quick answers.

You can also plan in advance by exploring the carousel gallery on the home there by bringing th value of **check in/status staying up-to date** with the trending up coming places. Also see and read reviews of places your friends have been to by scrolling up and down on the feeds screen.

The **content** provided in the application is given **priority over navigation** and therefore you get straight up information and answer to what you am looking for without wasting much time.

I use this application mostly when the I wants to explore cool new places to eat and go out with friends when I am on the go or at home.

Scroll up for more recommendation  
The straight up content; ratings, cost are the two main factors which help me decide before I further go to read the reviews



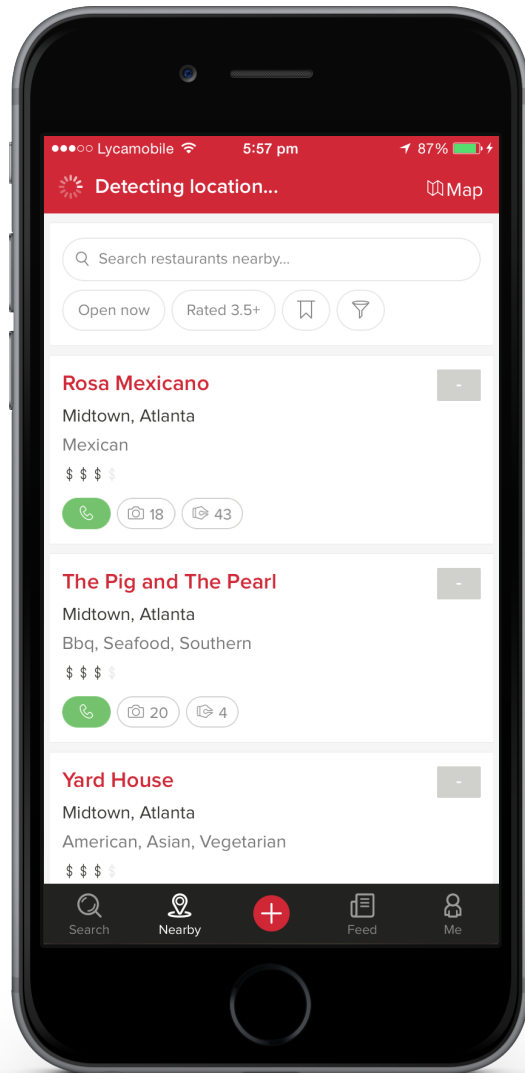
Flat navigation can access all screen from the icon tray at the bottom.

## NAVIGATION METHODS

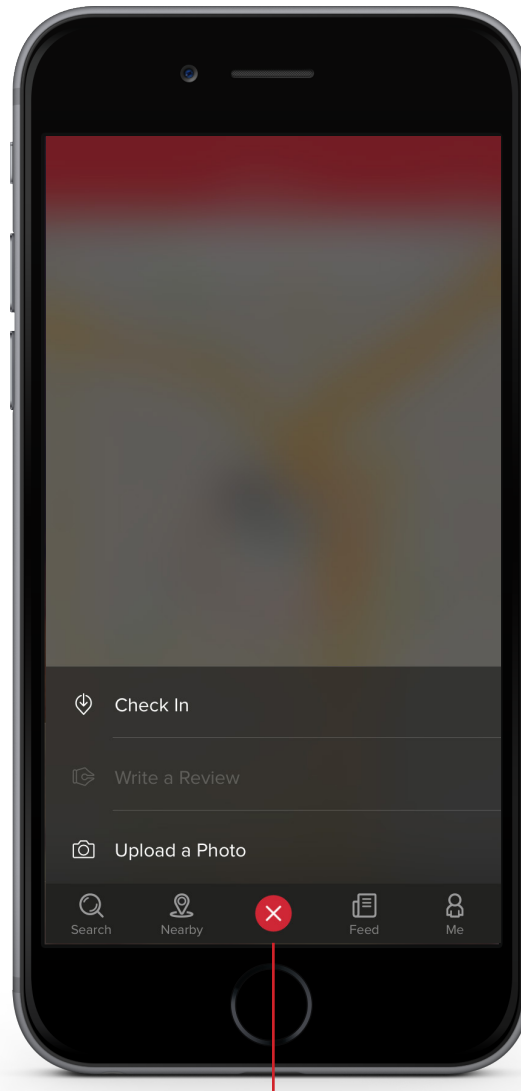
The application uses two methods of navigation viz. **Flat and Hierarchy**. This dual use of navigation is used so it allows for you to pivot or explore deep inside from the main screen.

The content on the screen can be explored by scrolling up and that is how I got around the app mostly by scrolling for the long on the screen or swiping left or right for the carousel images galleries.

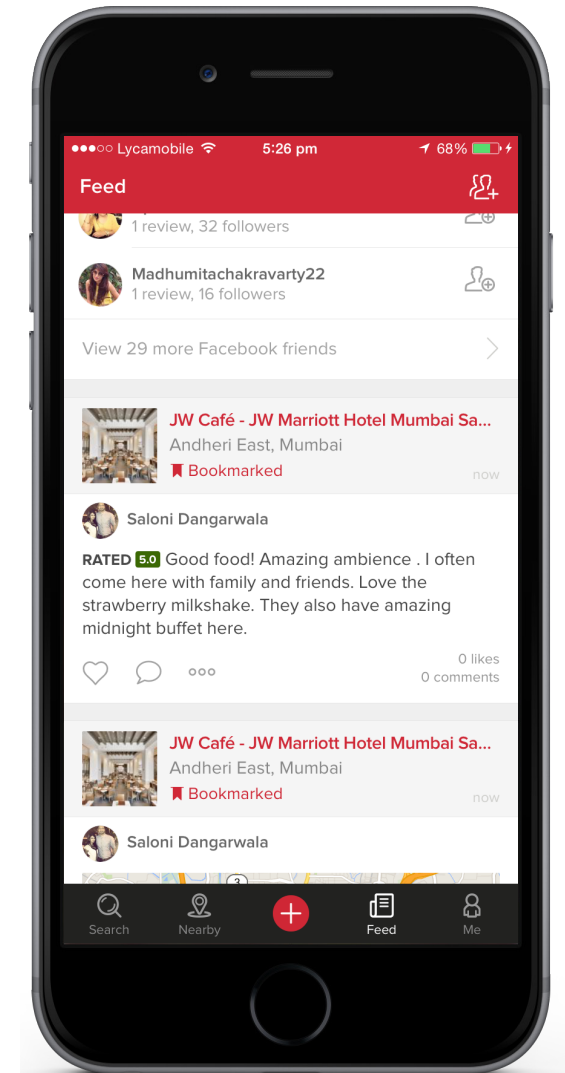
So navigation **uses tapping gesture for the icon on the icon tray to go to the different screen and swiping up/scrolling up to see more content.**



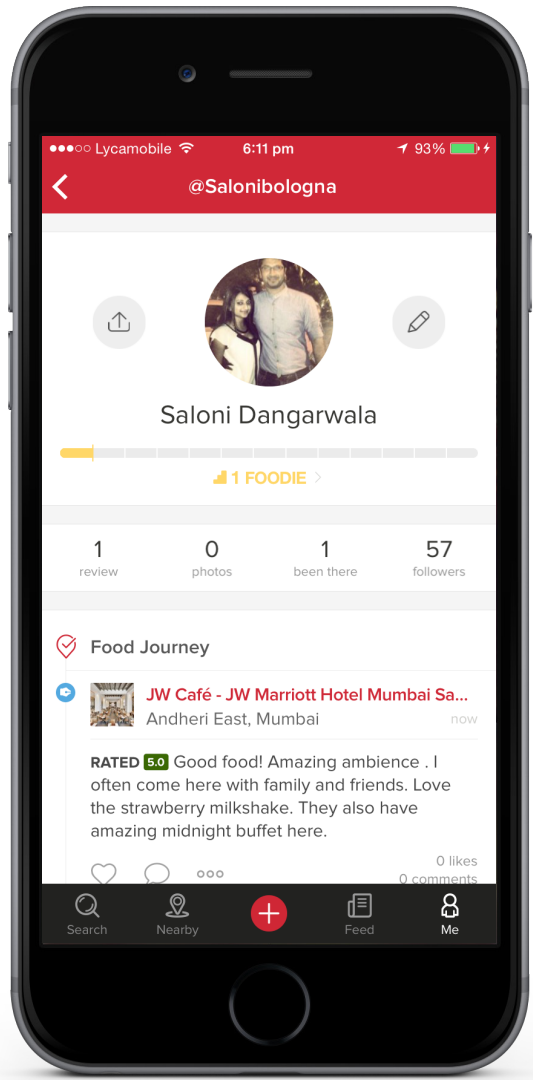
The GPS detects restaurants around me giving me a list of restaurant to select from.



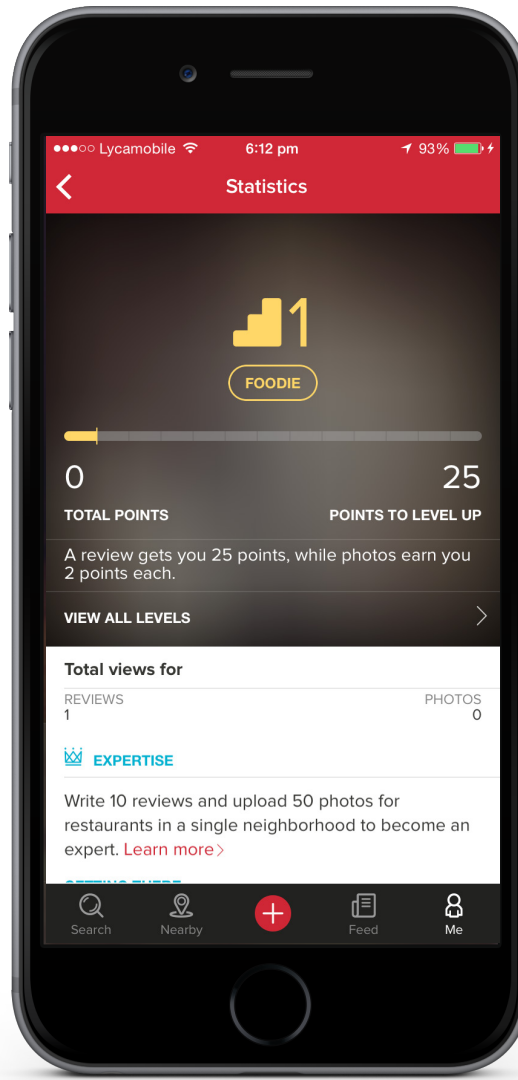
Notice how the button rotates 90 degrees when I tap on the button, which gives me options to add a review, photo or checking.



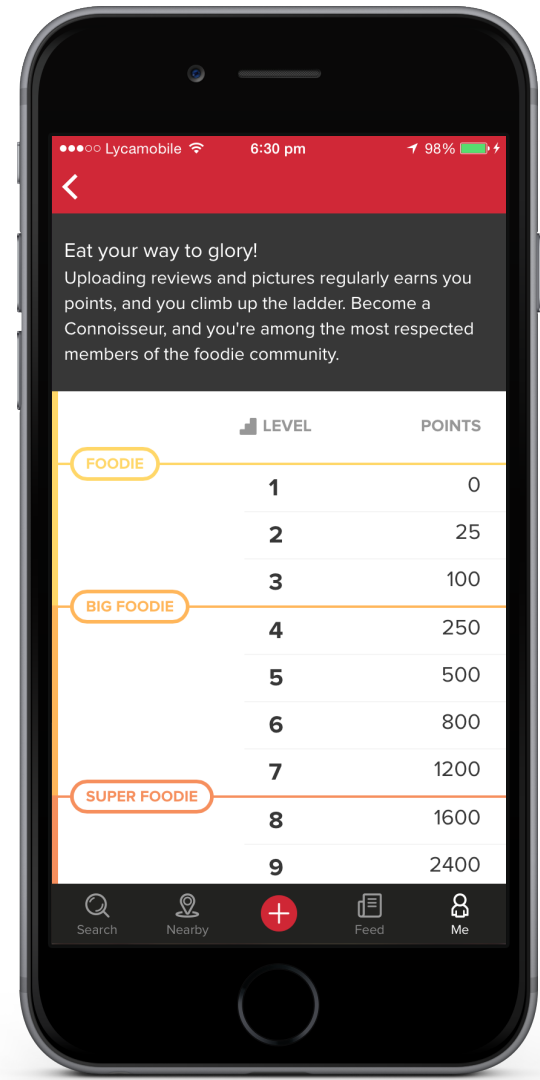
Here you can check recent reviews posted by your friends you are following.



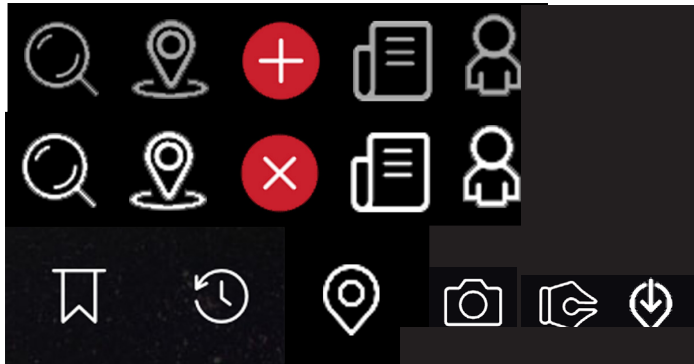
The last option in the icon tray menu is me. You get to this screen by selecting a list item from the hierarchy method menu list.



The more deep you go into menu the more information you can dig. This shows how the app gamifies the process of leaving feedback.



An overview of the different levels and the points needed to achieve those. Hence encouraging you to write more reviews and upload photos.

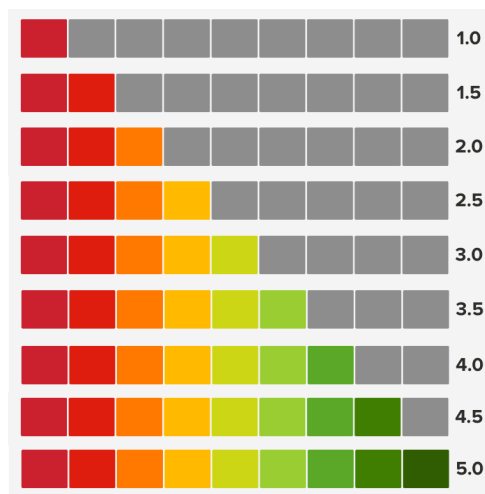


Inactive state if the icon tray

active state of the icon tray



Icons used on the header.



Rating UI pattern



Inactive icons for the restaurant profile.



The active state of icons.



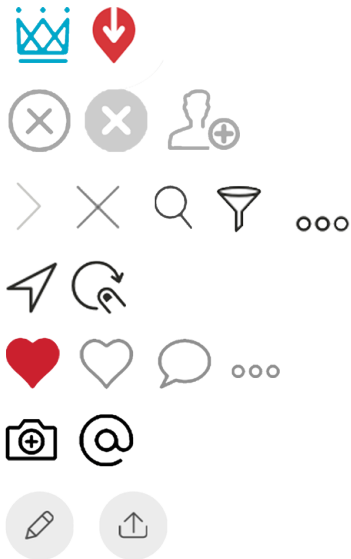
UI pattern for different ratings.

## ICONS USED

The icons used for the flat navigation tray which turn Grey when they are not in use and white when they are active. The center icon has an addition icon to add comments, reviews and photos which rotates to a cross sign which indicated close when active calling out to the function of the icon . The icons are kept to minimal in design so it does not distract the overall content of the application.

There are additional icons and UI patters which uses the color code rating system so that its easily recognizable with just a glance. The phone icon remains green regardless, however the bookmark, check-in, been here and rating icon change color and have fade in fade out transition as soon as the related activities are completed. The book mark and the been here icons have red color for emphasis on the restaurant profile screen.

The book mark icon animate to bounce and changes to red when used.



## Primary Icons

+ Suggest a Restaurant

👤 Find Friends

🔗 Connected accounts

🔔 Notification preferences

📍 Default map application

⚙️ App Settings

★ Rate us on the App Store

🗨️ Send feedback

📄 About

🔌 Sign out

### SUGGESTED SEARCHES IN MUMBAI

🛵 Get home delivery

🍴 Go out for a meal

🍷 Go out for drinks

☕ Visit a café or deli

💎 Luxury Dining

🥡 Chinese Restaurants

🏠 North Indian Restaurants

🍰 Desserts & Bakes

🍽️ Buffet Places

👤 Saloni Dangarwala

📍 Select city

☰ About me (<100 characters)

📞 Phone No.

### PROFILE PICTURE

🖼️ Change Picture

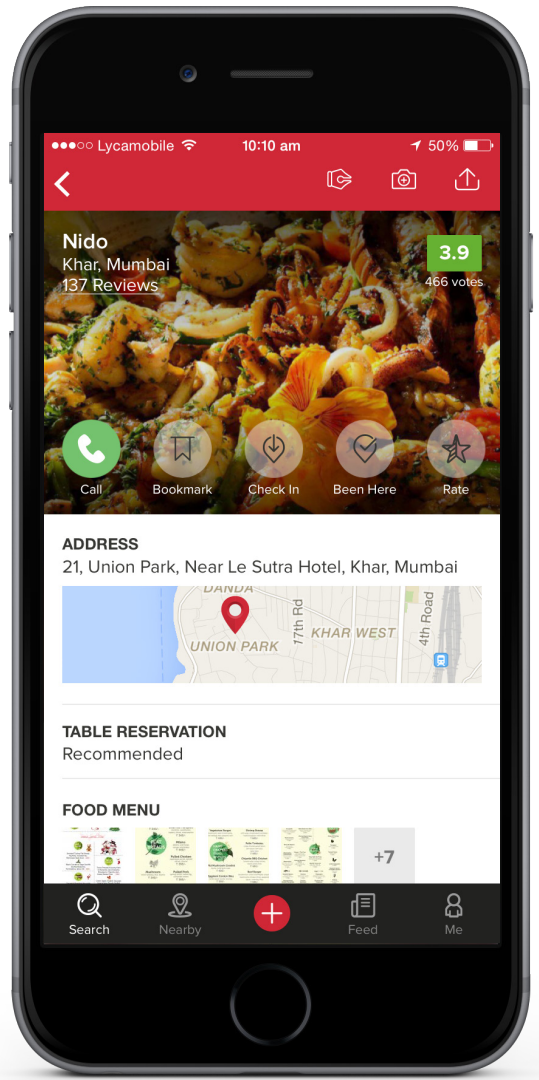
🗑️ Remove Picture

## Legend icons

## ICONS USED

On exploring deeper into application you discover that there are a lot of icons used. Which according to me could get confusing, all these icon state remain constant except the **heart icon which changes to a solid red when you like a review or a photo**. Some icons are repeated but have different color. The icon which looks like the pagination is actually used to share the review with others or report a comment for inappropriate language. The crown icon in blue tell you your expertise level.

Even though they have tried to make the icons minimal I get the feeling of being lost and cannot recognize its purpose without clicking on it. The legend icons are used to support the labels to better understand the content under the respective list item.



The restaurant screen, straight up shows all the important details you need to know at the first place.

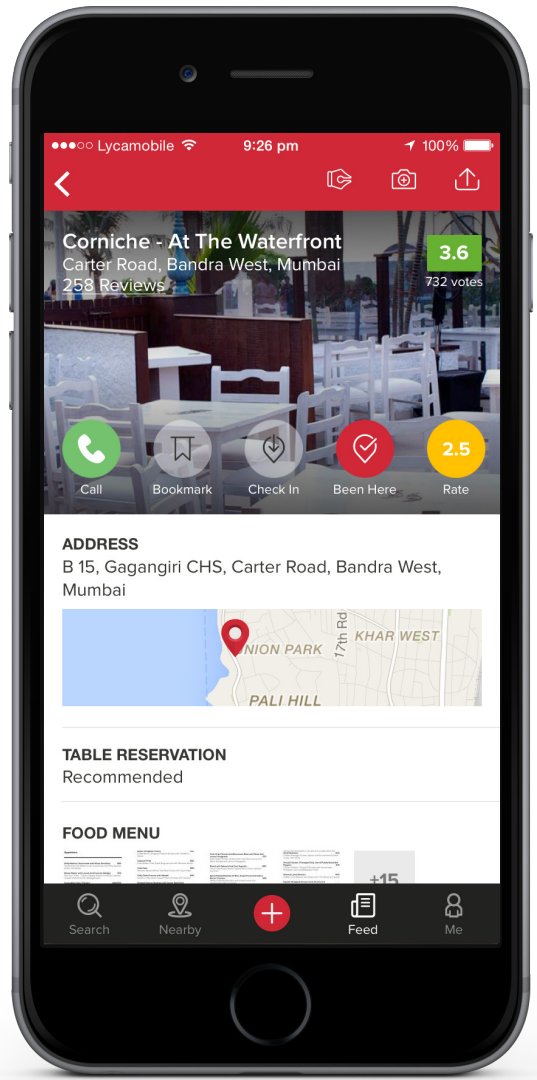
# CONTENT

## Organization

Content is based on the **user reviews** which are monitored to enhanced anti-spam system to weed out any evidently manufactured reviews. The **ratings and photographs** are uploaded by the restaurant itself or by the people using this application. The restaurants have been carefully **curated and categorized** to the types of **place by mood**, the **hour of the day**. You can also **input keywords** like restaurant name, cuisine or a dish to look for restaurants.

The content goes beyond just reviews it provides for all the information which I would need when choosing for a place to go; **address, location, menus, photographs, open hours, services provided by the restaurant, pricing** and these are not editable.

The content starts with the name of the restaurant as the headline, or the name of the category depending on the screen which you are on followed by it's neighborhood which is in smaller type-size and then the rating follow by a link to the review . There quick access buttons for calling the restaurants, bookmarking the place, check-ins, writing a review and ratings which change color when they activated or a task is completed in the case of check-ins and review.



The color of the buttons have changed, letting you know that you have successfully checked-in and provided rating for the restaurant.

## CONTENT

### Visuals

The main colors used by the application are red, white, green and Grey other colors are the ones used by the color coded rating range.



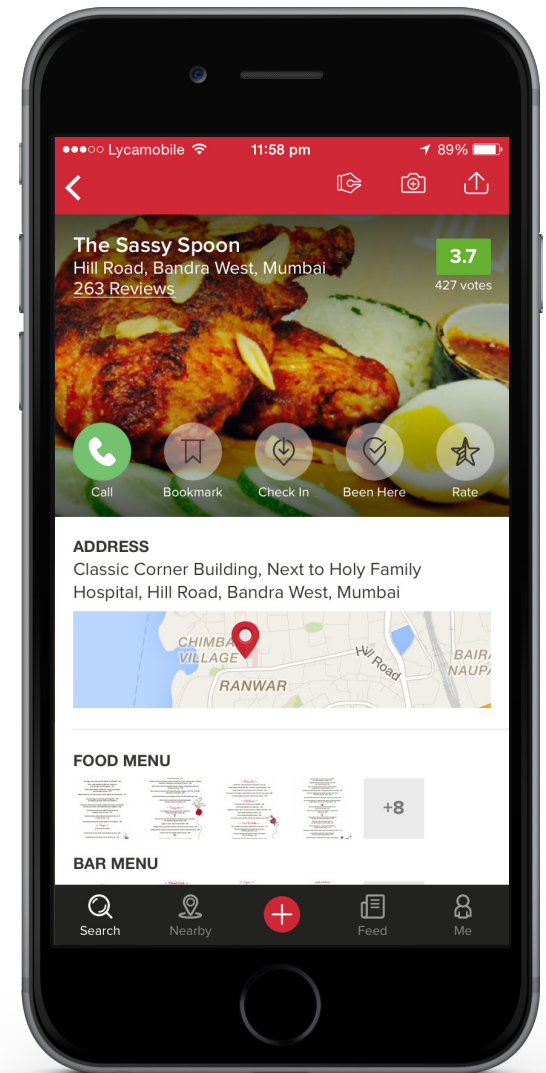
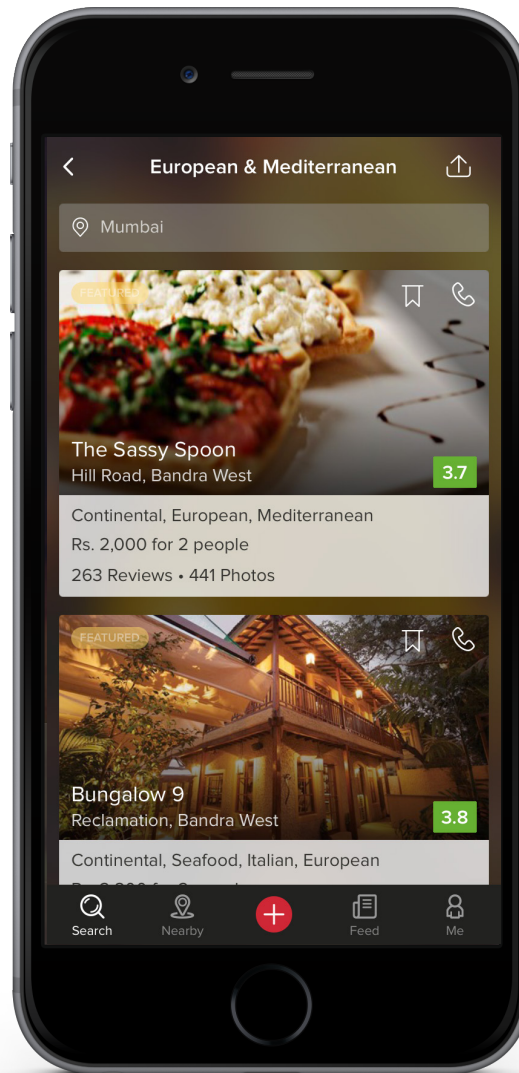
For typography the application uses the web-font **Proxima nova**, their logo uses Gotham and it's not a web-font so it uses it's web equivalent. The **headline** are proxima nova bold followed by **text** in small typesize regular. The **subheads** are all caps proxima nova bold in small typesize.

**zomato**

Gotham Book

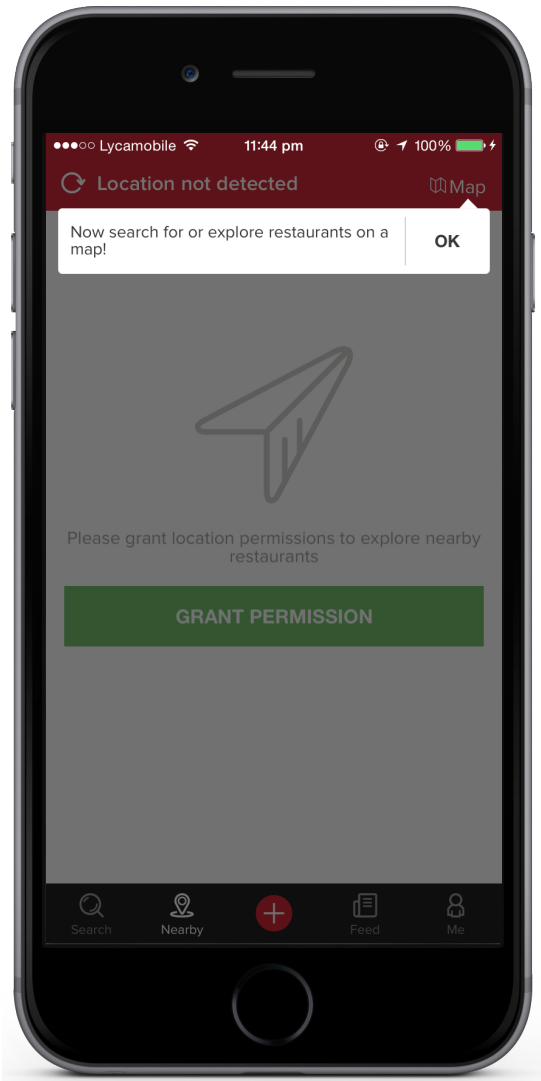
**zomato**

Proxima Nova Regular



## Images

Images are used as the **primary content for all screens**. On the main screen, the **image carousel** categorized by the time of the day **occupies half of the screen size**. The **layout of the images** on the main screen is **girded**. The **use of heavy image** is only to **tempt the user into visiting the restaurant**.



The GPS and maps feature of the phone can explore restaurants around you.

## FEATURES

Calling ( To directly call the business from the application)

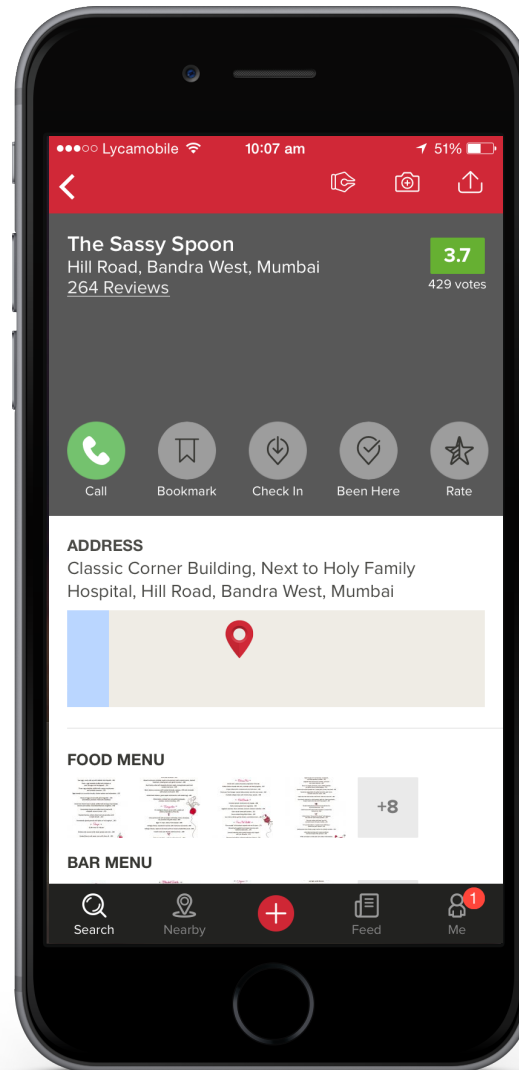
Camera ( To click photos of upload for reviews )

GPS ( Detecting current location and for check-ins )

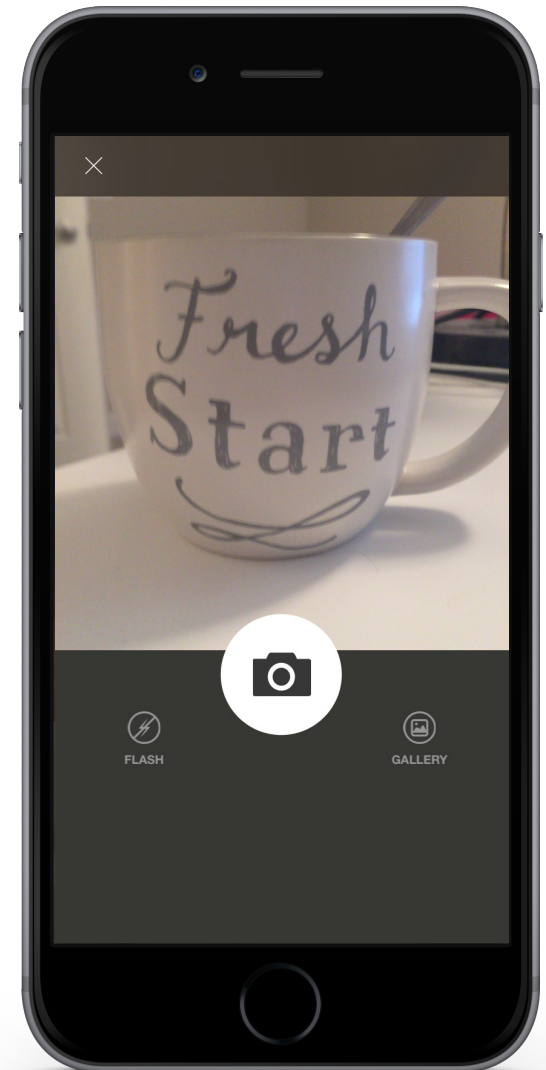
Gestures ( Tapping, Sliding, swiping for browsing, and drawing a circle on the map to find restaurants around the specified location )



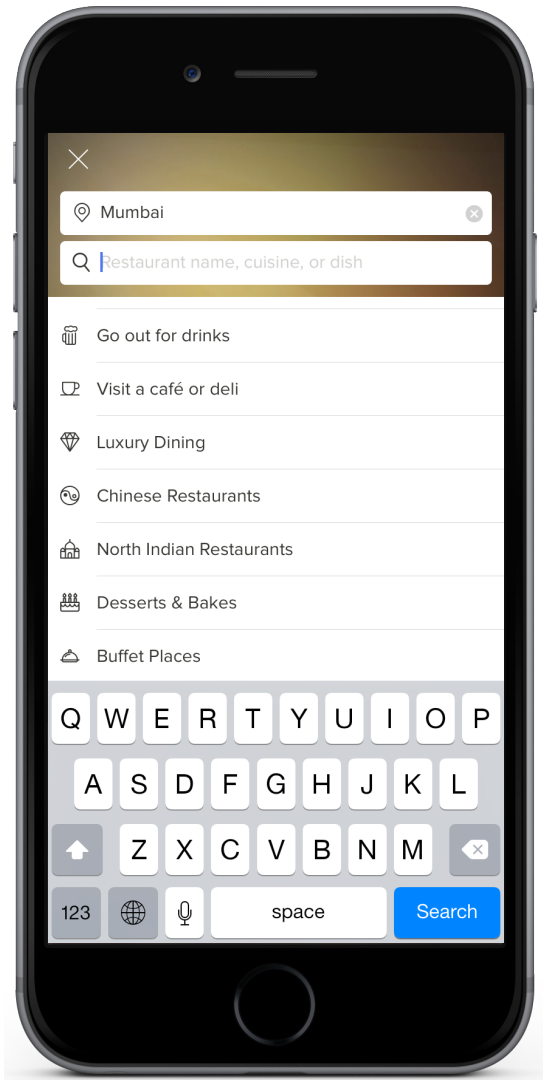
Swipe left or right to explore the carousel gallery of images.



The inbuilt call feature lets you call directly from the menu without closing the application.



The application uses the camera feature of the phone to click photographs, edit them and upload. Much like the instagram UI



The search screen from the main screen has a transparent header which shows the blurred background layering is used.

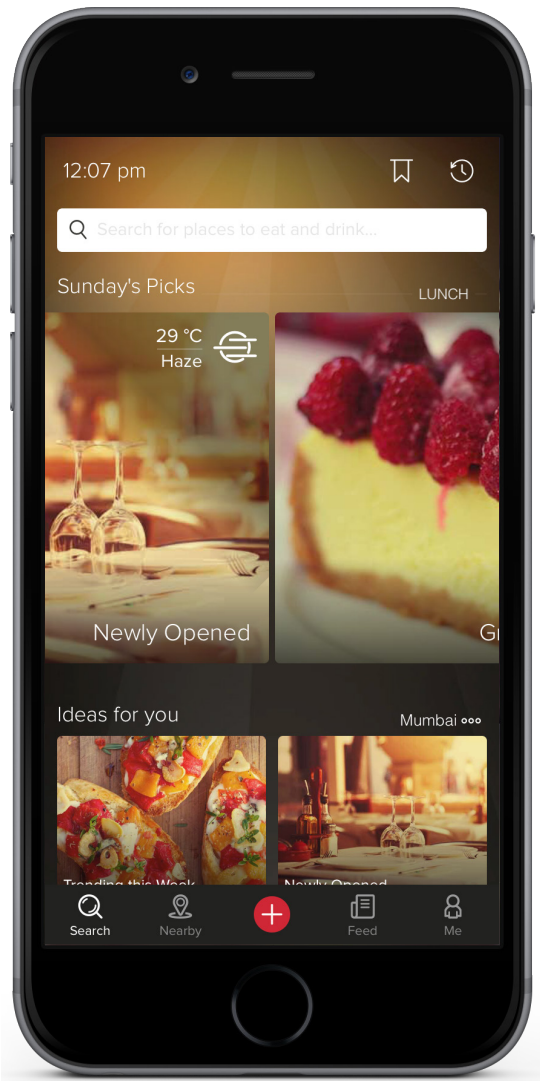
## UI / UX VISUALS

### Main Interface

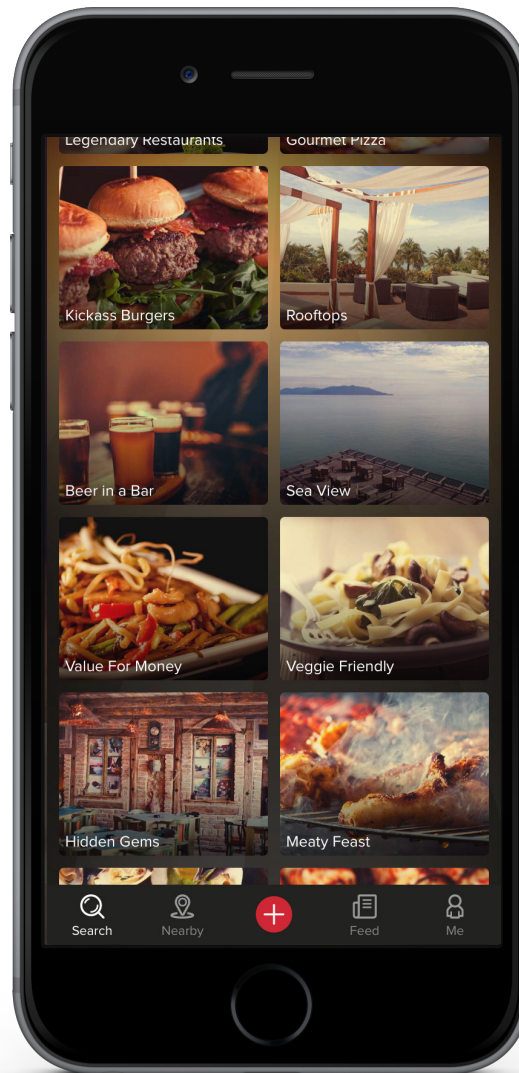
There are two types of interfaces used in this application one with a **transparent header** and **with the color of the brand**. Going anywhere from the main screen (**search icon** in the icon tray) all the **screens** will have a **transparent header** where as all **other screens** have solid **red colored** header which **changes to black** in **screens linked to the plus icon** (on the icon tray)

The suggested searches list runs long covered by the keyboard, to solve this you can scroll the list up and down. The **search input fields have labels** inside the input field which are **clearly different form the actual input** avoiding confusion.

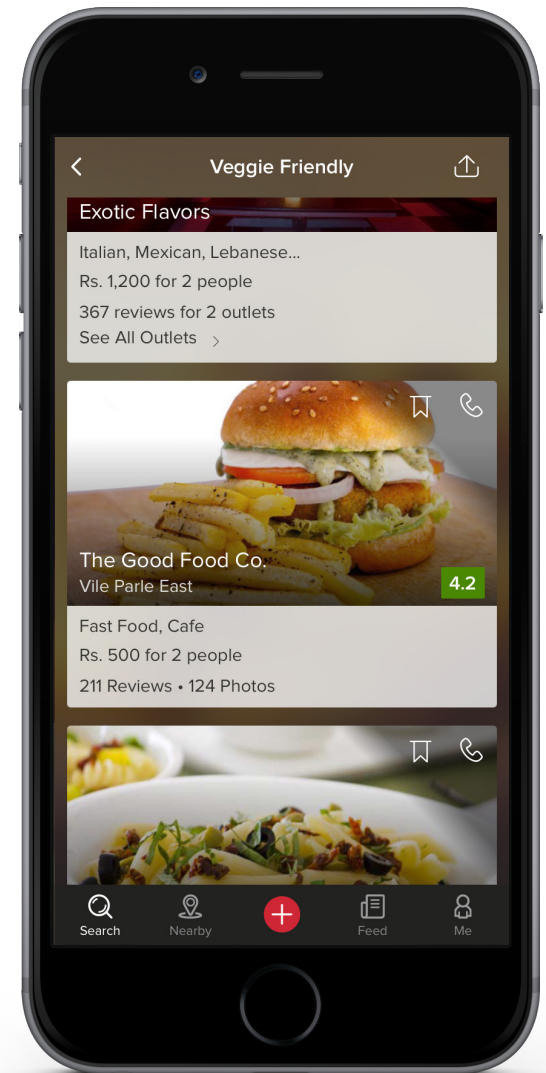
You can pretty much explore the whole application by swiping in most cases and tapping in others.



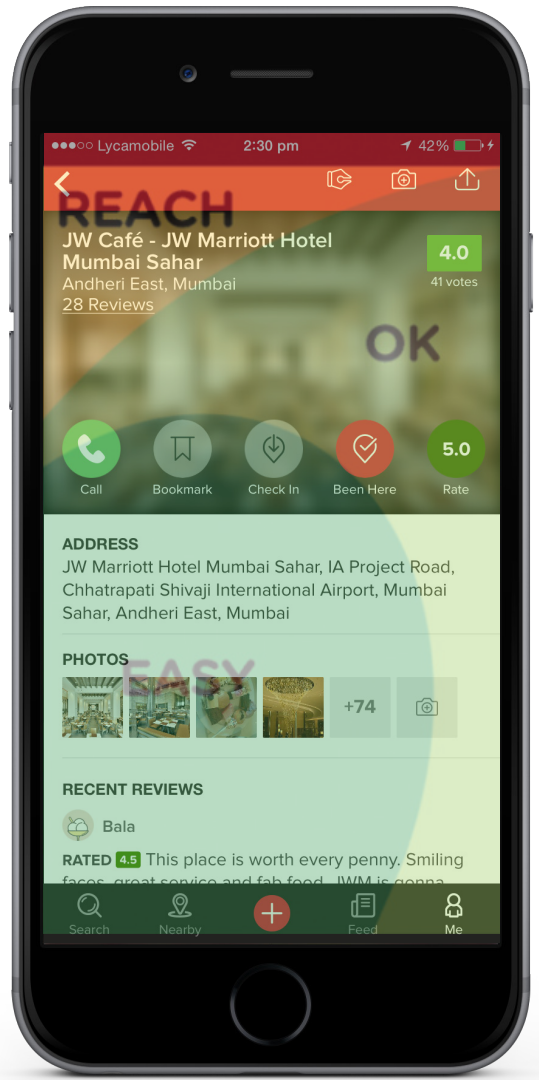
Only categories related to the current specific hour are displayed in big. Which can be changed by swiping left or right.



Swiping up and down lets you pick a category by mood. I feel like going vegetarian so I am going to pick veggie friendly.



I can click anywhere on tile to get to the next screen, bookmark or call and the distance between the two is good enough to avoid unintentional clicking.



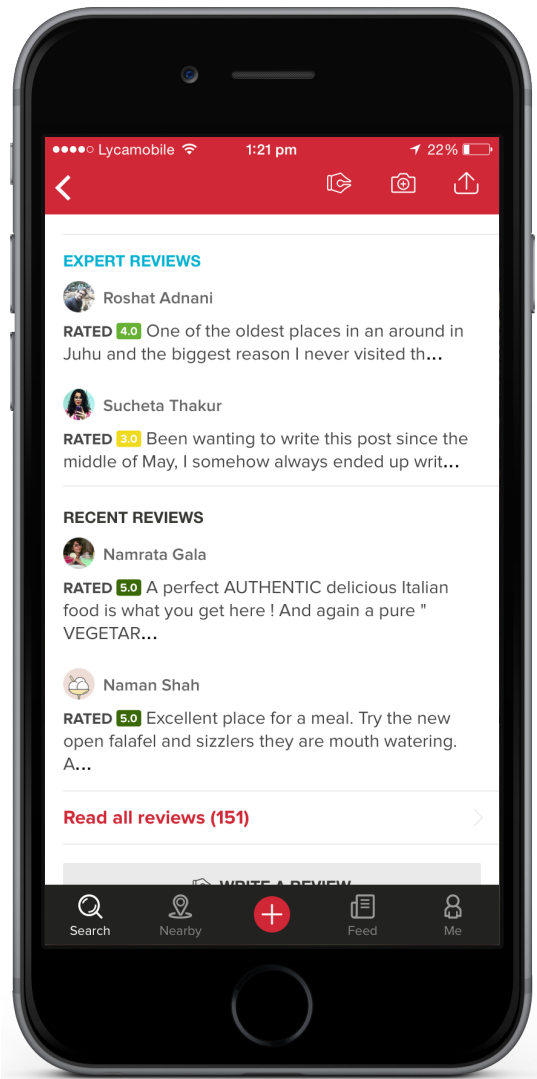
Overlay image from mobile first book to see the positioning of the content and it's usefulness.

## UI / UX VISUALS

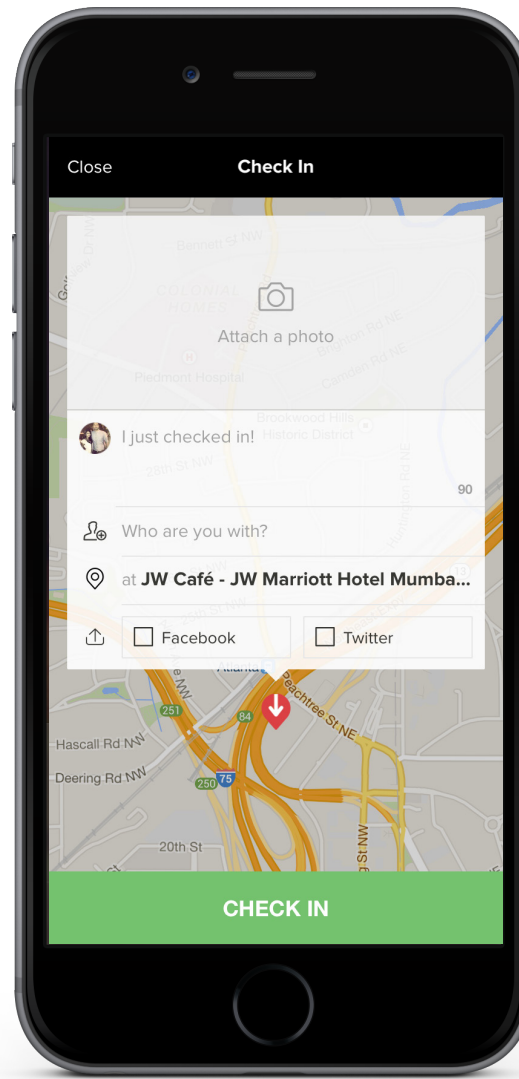
### Restaurant profile, Reviews, Check-ins

We see the header with the brand color you can tap on the back button to go back and the **pen, camera** and share button to do related activities like write a review, upload a photo and other sharing options. Not only can you **access these options from the header** but **also from the icon tray** by clicking on the plus icon. **Depending on who is using** this application there is option for **quick access form the bottom** which is the most reachable area when using one hand **or the top using two hands**.

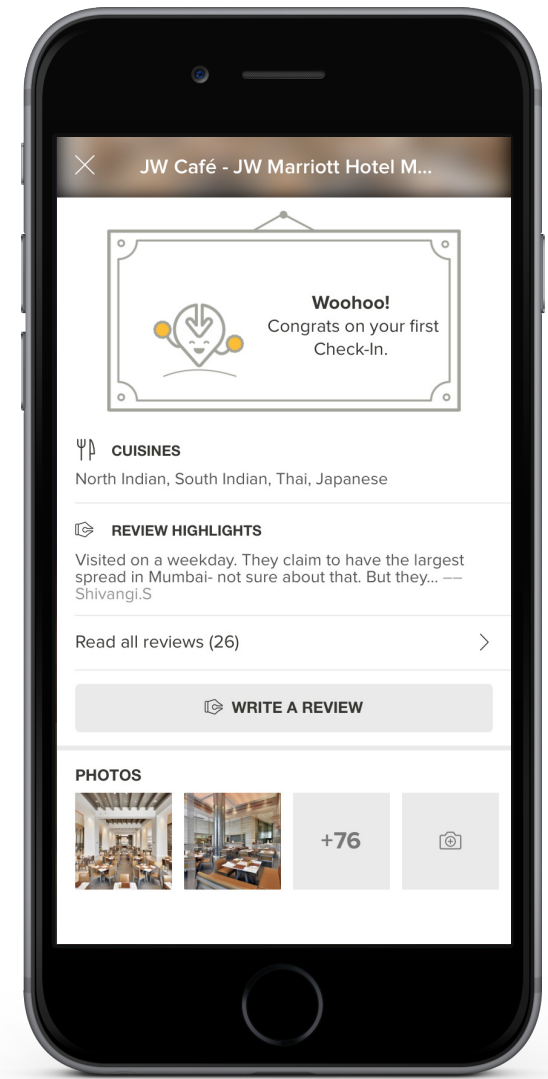
Overlaying the image from the book Mobile First, we see that the **positioning of the content makes much sense** when using **one hand, one thumb**. The application does not want you to exit the restaurant screen and so the back icon is in the reach area. The **important information about direction** which is what I would generally goto when looking for directions is **in the easy area** making it easy for me to browse on the go. The **navigation icon tray** is the **nearest to the thumb** hence providing for **easy access**. The **icons on the navigation tray** are arranged according to importance the most **important features first**.



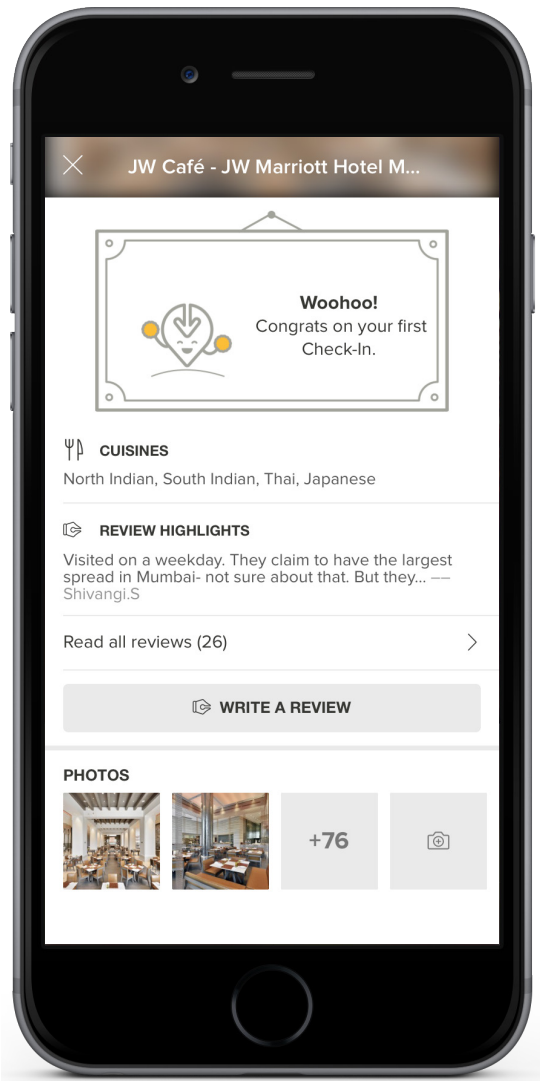
Scrolling down to the review section. I can get more reliable reviews from the food experts of that area.



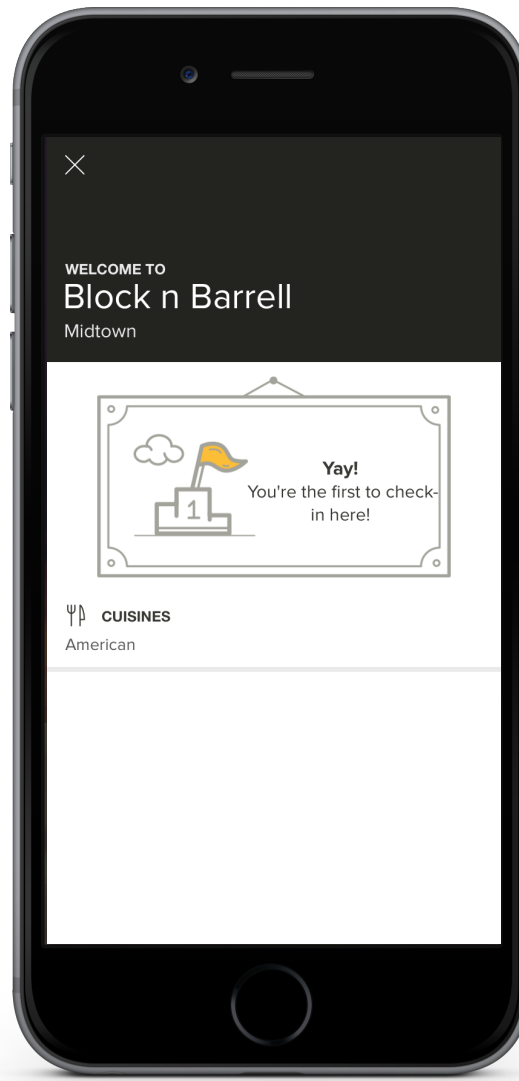
By checking-into the restaurant this functionality allows me to upload a photo immediately without having to leave the check-in screen.



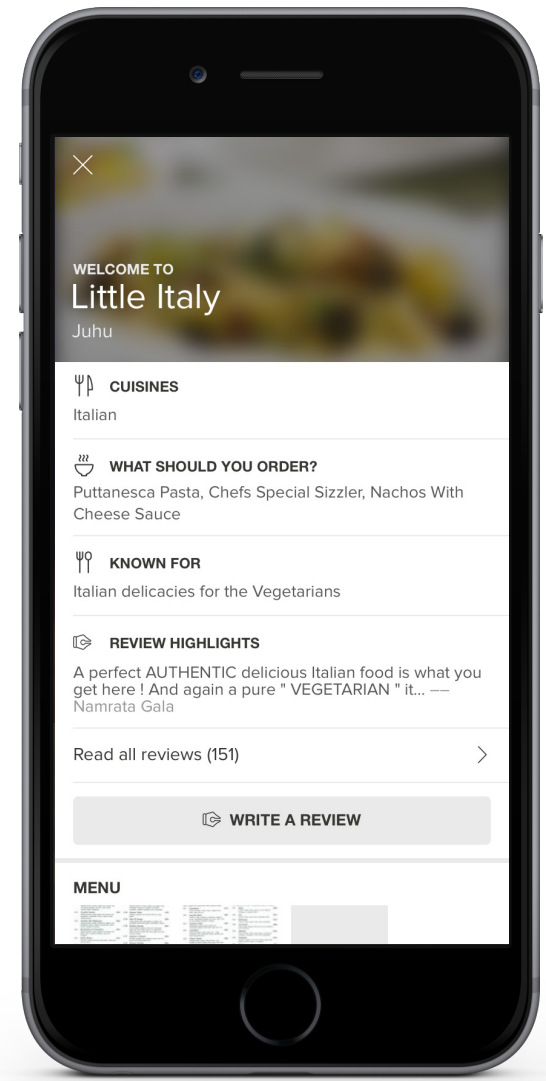
As soon as I check in it gives me suggestions as to what I can order and what's the restaurant known for making my food decisions easy.



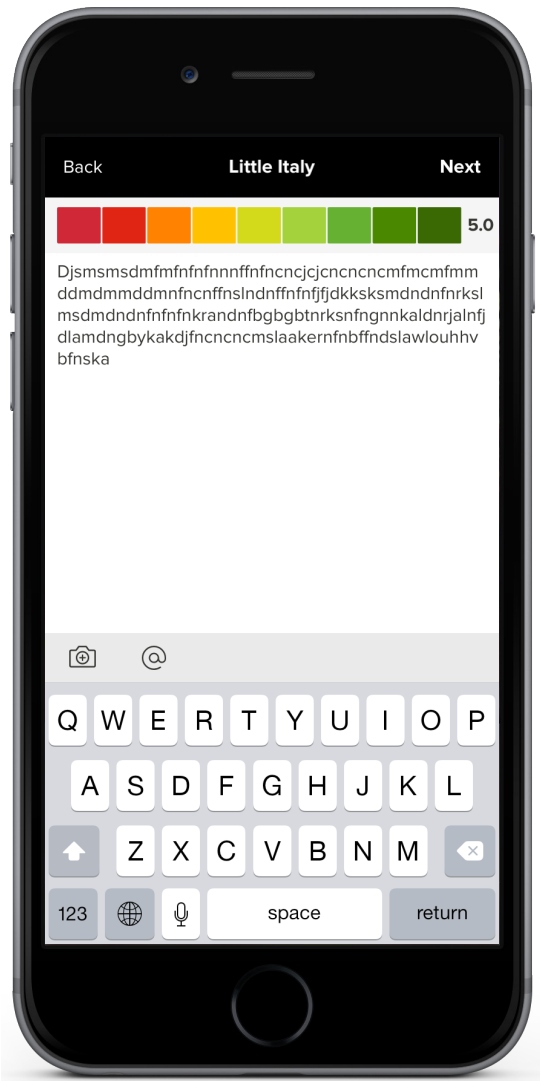
The application gamifies the process of checking by recognizing if it is your first check-in.



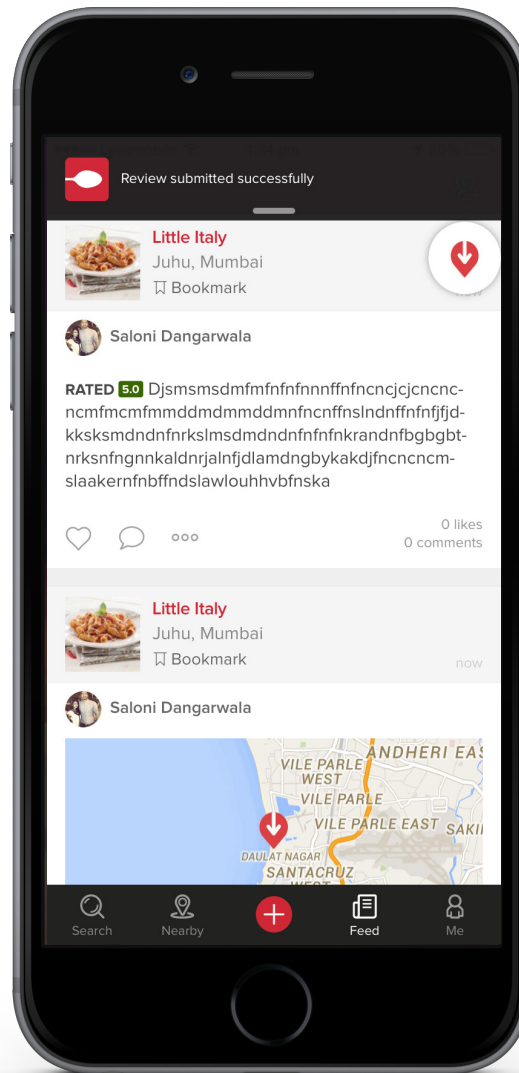
It plays with the emotions by giving ego boost stating you are the first on to check-in. There by encouraging check-ins to find out more surprise moments.



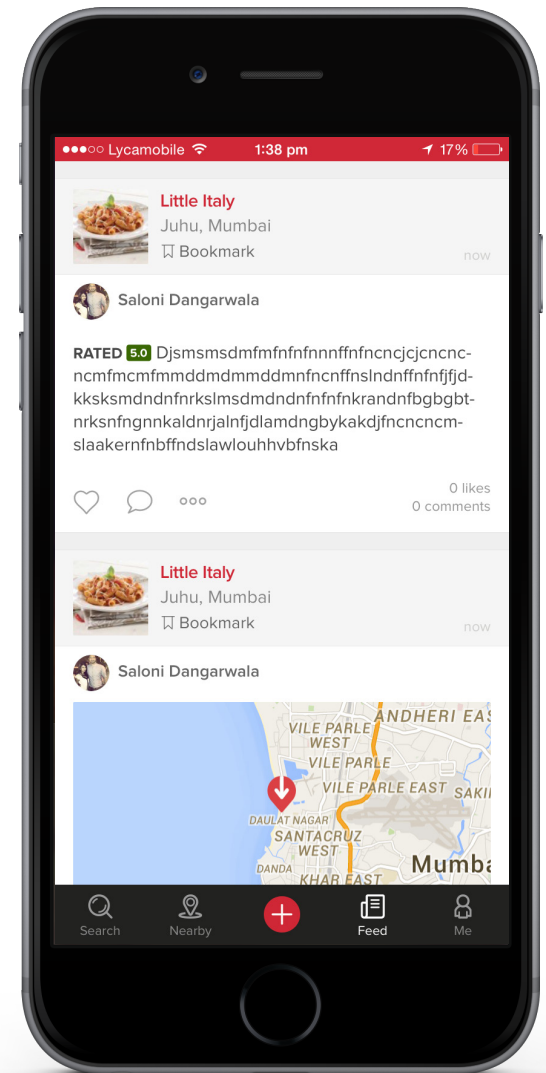
The layout of the check-in screen and the positioning of the write a review buttons places in the easy access area making it convenient to access.



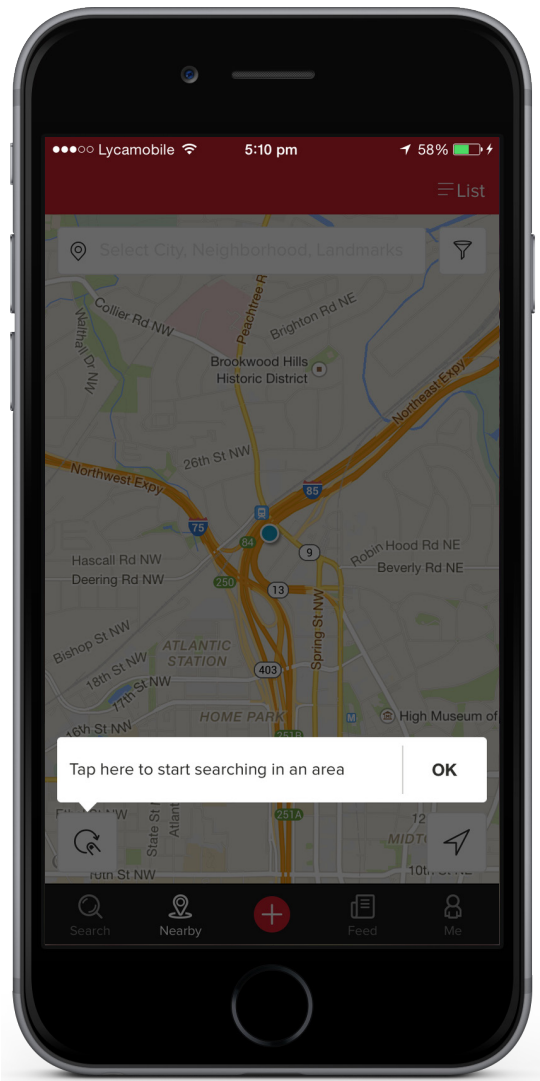
I click on the write review from the checked-in scene and quickly rate and write a review, but the review has to be 140 characters long to be able to submit.



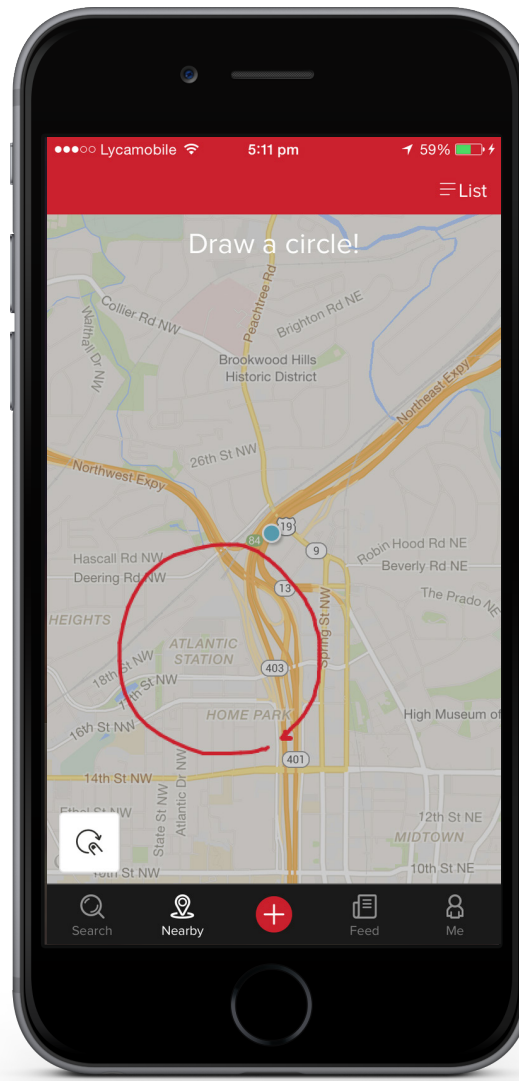
The banner notification tell me that the review has been submitted this is the first time I see the logo being used in the application apart form the start screen.



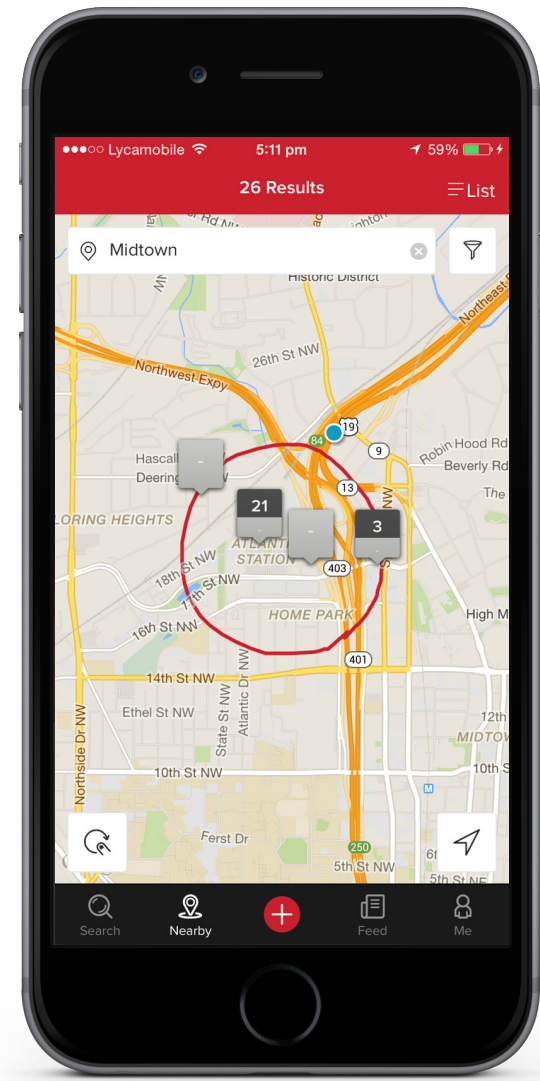
The header slides up as you scroll down but appears if want it by pulling the scroll up



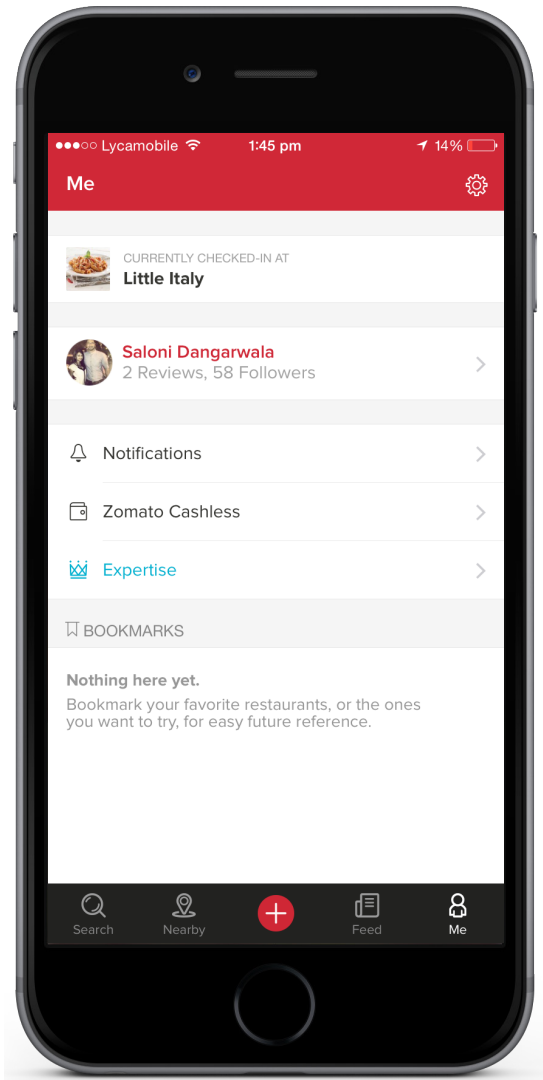
This feature gives you the ability of searching in an area on the map, even when you don't know the exact address.



Gesture driven feature lets you draw a circle to find place with in the selected radius.



Soon the gps detects the location and suggests places with in my radius.



The profile screen has many options and these can only be discovered if you explore deep into the application. This uses the hierarchy method of navigation.

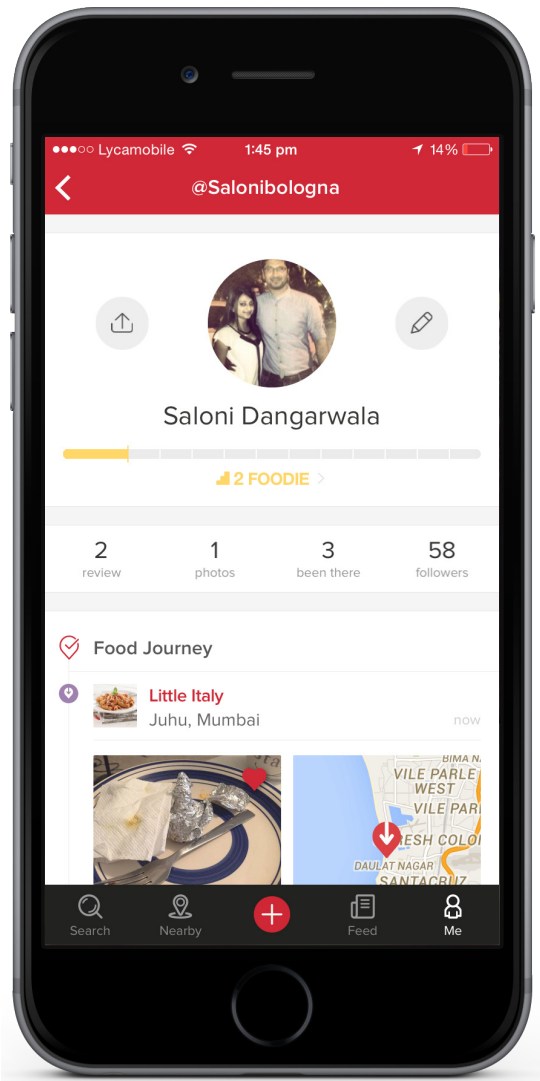
## UI / UX VISUALS

### Login Profile

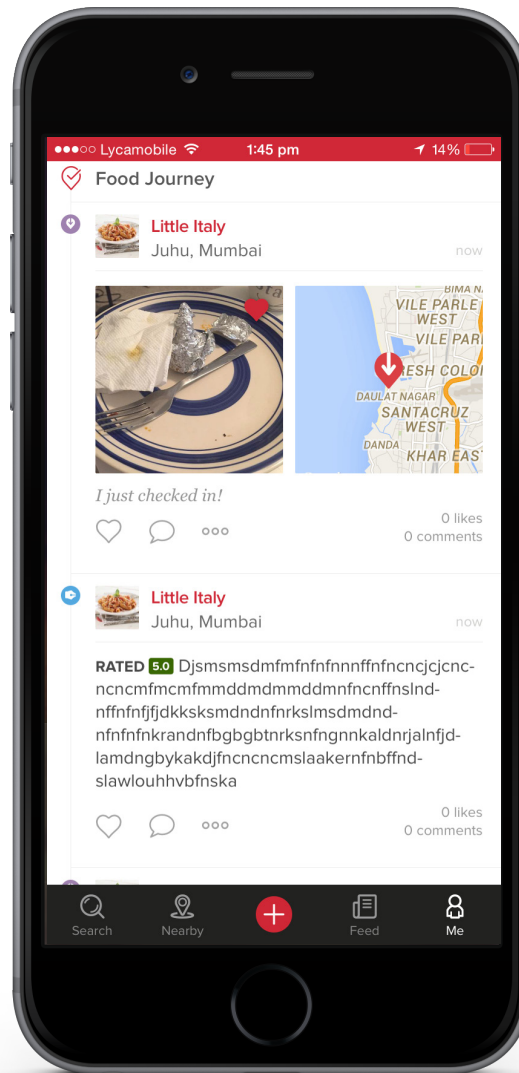
The login screen gives information on everything you need to know change. It also reminds you of your current check-in place making it like your personal food diary.

You find all the information related to your account here and can tap on the desired options to explore further.

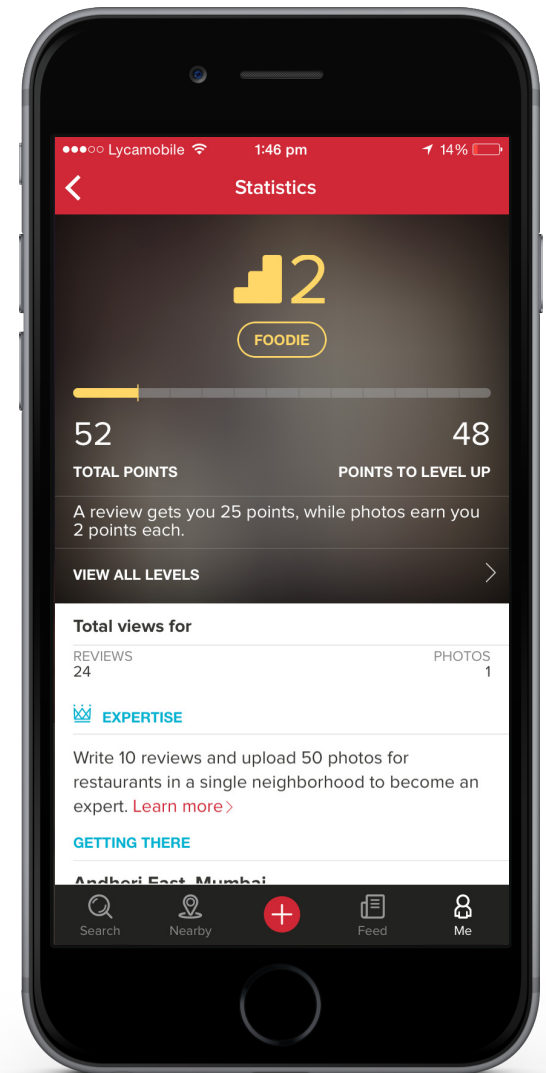
The setting is in the top right corner and which is difficult to reach. My bookmark if many would appear here in the bottom section of the phone, because making them easily accessible.



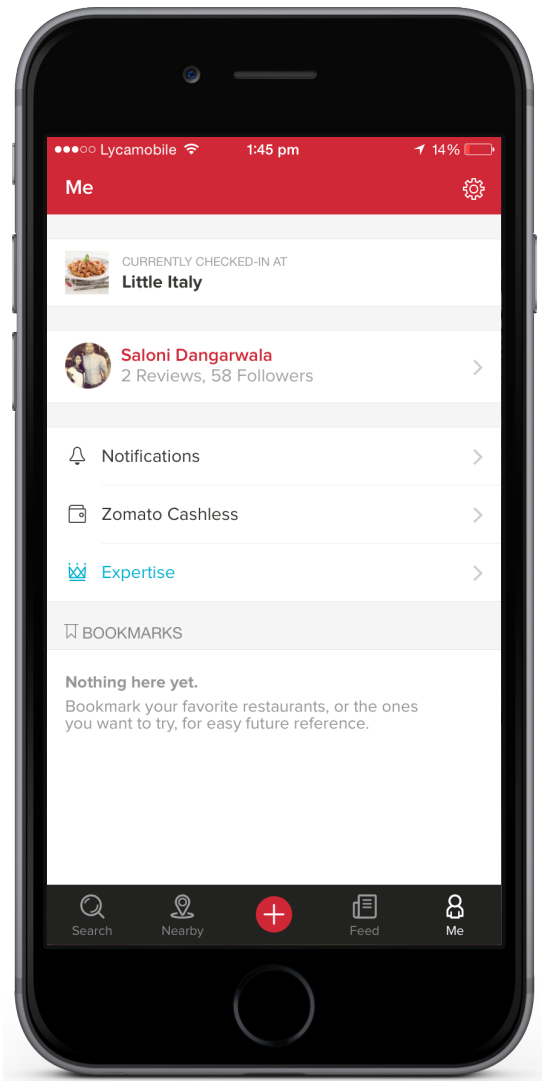
The progress bar shows me my level of expertise and how much more I need to go. Each level gives me a fancy title I can boost about in my circle of friends.



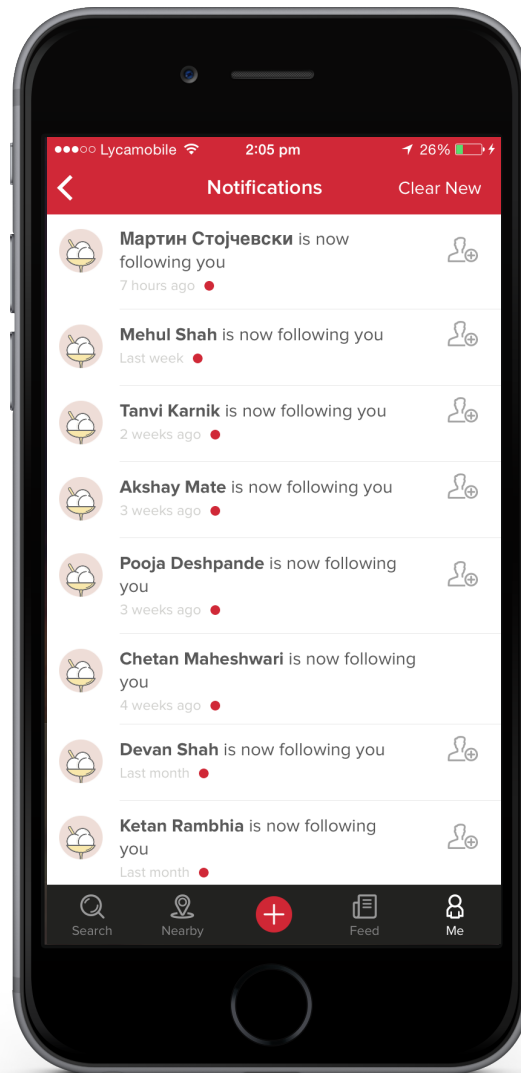
This my food time, it build memories of the place I have visited and all my reviews. Almost like my personal food diary of memories.



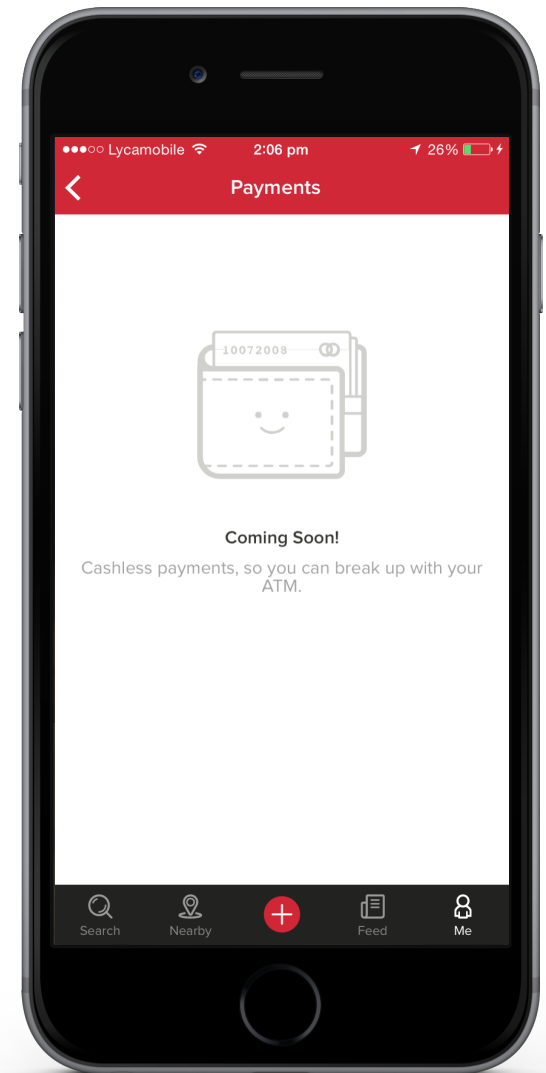
Clicking on the food title gives me insight into the statistic of the number of point I need to level up and my total points.



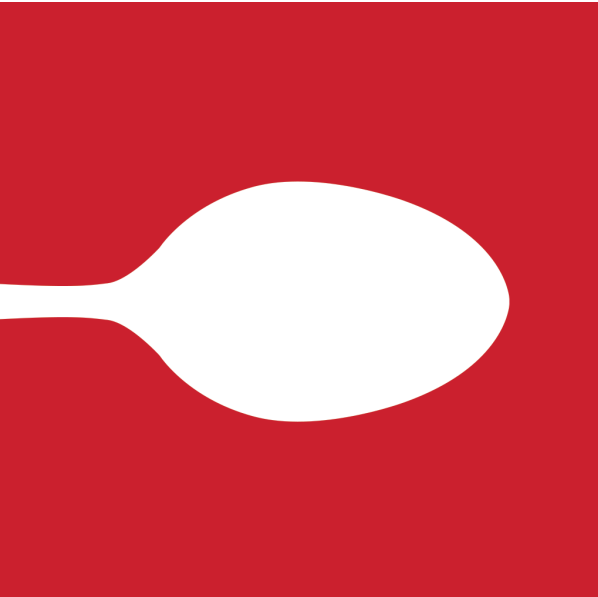
I am able to access the various options from the profile menu.



The notification which let me know who is following me



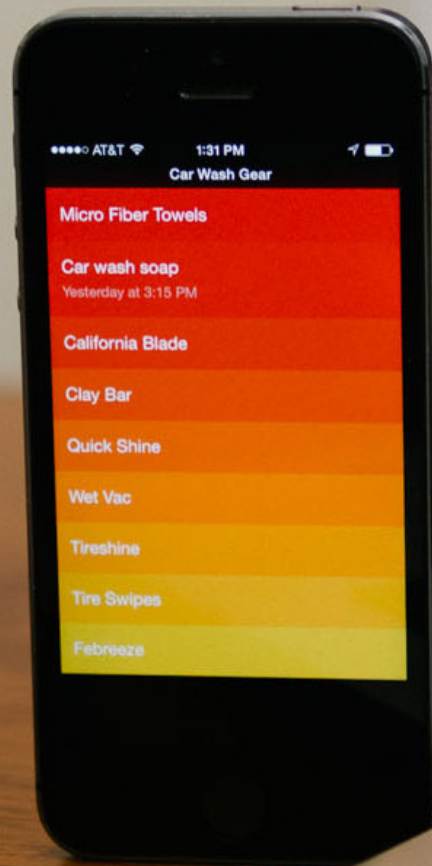
I don't have to worry about forgetting my wallet or going to an ATM when this feature is easy to be used.



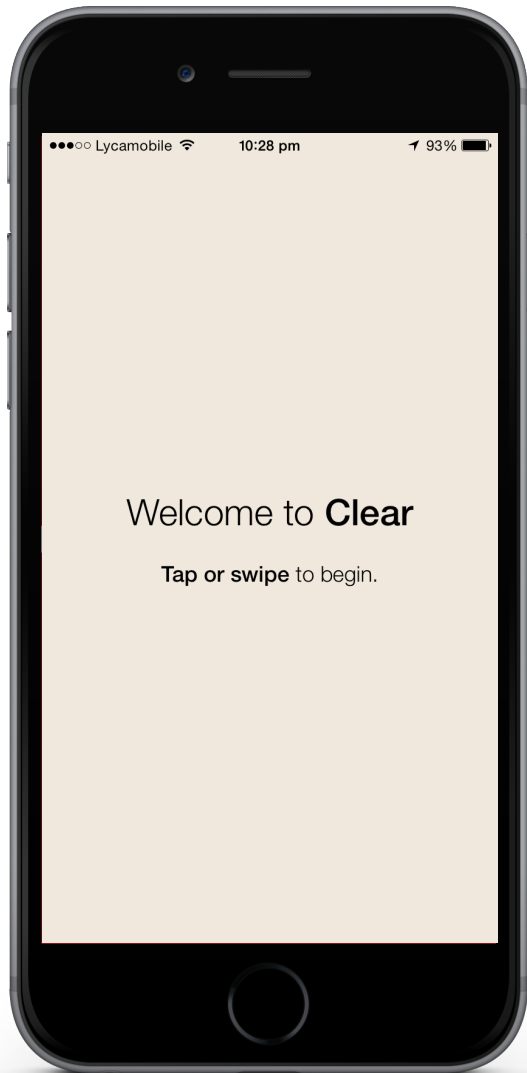
## IMPROVEMENTS

Even though the description of the app states you can choose the restaurant by mood it only lets you select from its list of mood. To make this more accurate I would suggest letting the user search for restaurant but mood (actually typing in the search input field) and then suggesting the places. Currently the list of mood provided seems limiting.

There are a lot of restaurant to search from and it could take forever for some one not very good at making decisions, it would be beneficial if the application remembered the kind of restaurants you usually visit and create a personalized list of recommendation just like netflix does. Taking advantage of the already existing feature of remembering the check-ins.



Interface Design GRDS 384  
Prof. Holly Quarzo  
Saloni Dangarwala  
Application - Clear



The guide tour for the application shows you how to use the application.

## OVERVIEW

Clear's **playful and clutter-free interface** makes it easier than ever to **stay organized**. It's as easy to **use as pen and paper**: **pull down to add** a new item and **swipe right to complete** a task.

Once you start organizing your life with Clear you'll wonder how you ever managed without it.

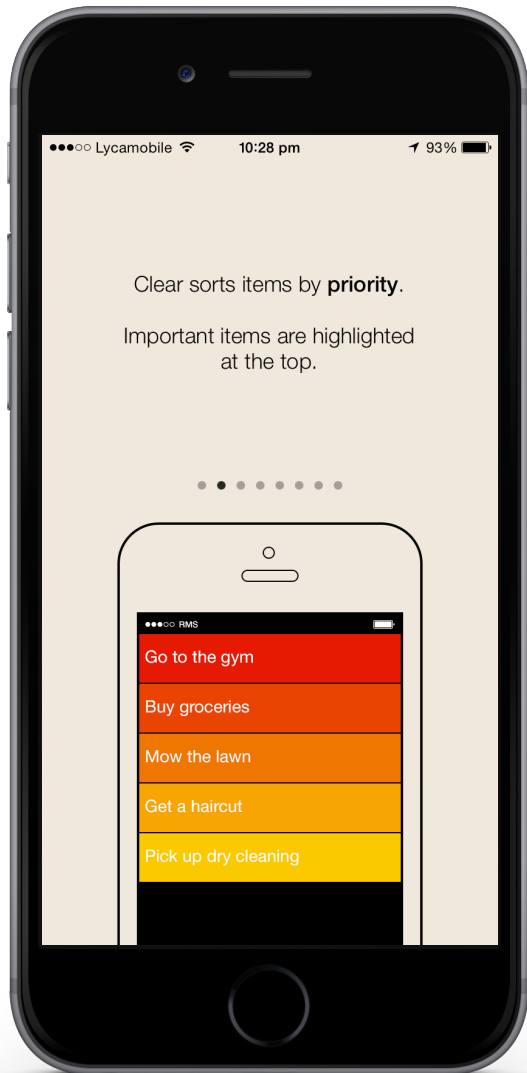
Clear for iPhone was originally released in 2012

It was the #1 paid app worldwide at launch.

Clear has been download over 2.5 million times..

Clear for Mac was originally released in 2013

Clear's focused and fun design kick-started a new design trend for iOS apps.



The dots represent pagination, the change in color of the dots notify me about the screen you are currently on.

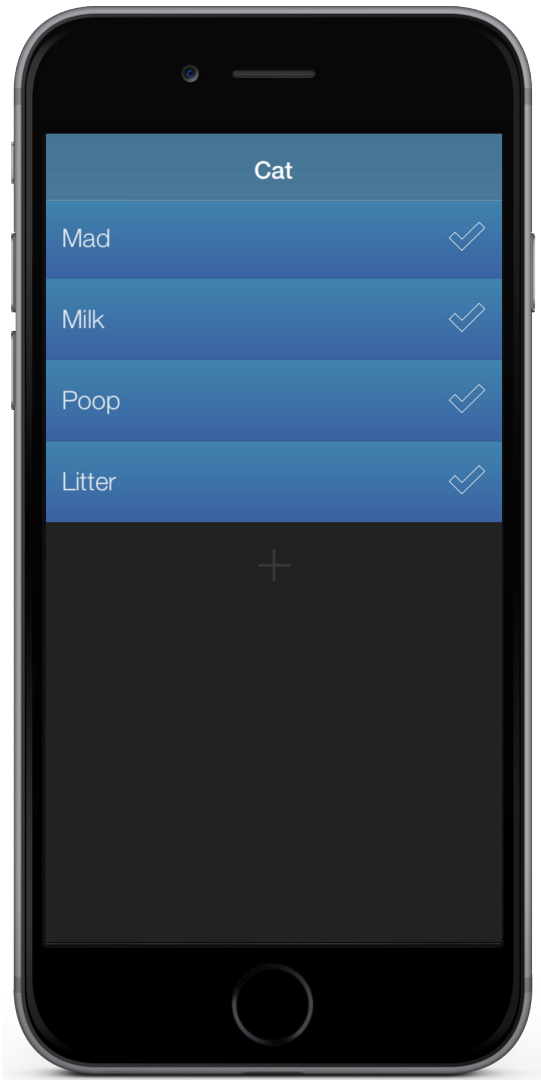
## USE & PURPOSE

This application serves as a platform to **create and edit** to-do list which can be easily created only **using gestures**. With the increasing number of things to remember, **we tend to be forgetful** this application assumes the **responsibility to remember things for you** and **sends you notifications** of the things that need to be done.

Not only that for some supported devices it **syncs the to-do list across all devices automatically** so you don't have to worry about carrying all your devices with all the time. It **takes into consideration** that **people use different devices through out the day** and makes the to-list available on all devices. You can reorder, rearrange, the tasks based on its importance.

The company make **profit by selling this application** which can be **bought at the respective app stores** it costs \$4.99 & \$9.99 depending on the device you install it for. It also has **in app-purchases** for **sounds** which are associated with the different actions which you perform while using the application.

Category - Productivity / Simple task managers



The look of this application almost exactly matches the look of the clear app the only addition are the visible check-marks.

## SIMILAR APPS

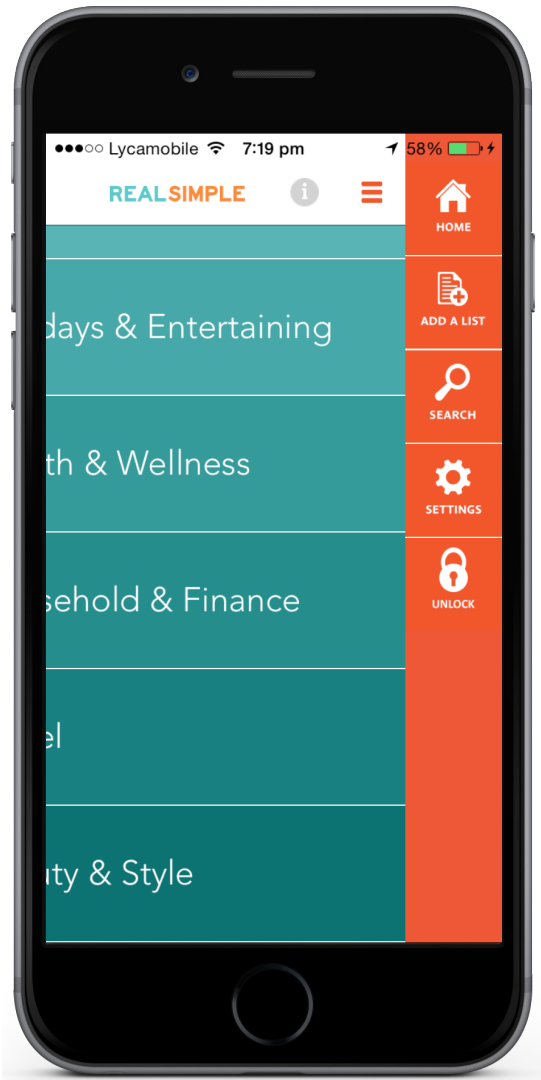
### Checklist

#### Differences

Provides for more options related to a task  
Can add notes for a task  
Sync to PC or Mac

#### Similarities

UI is gesture driven.  
Email option available.



Tapping the hamburger button makes other navigation options visible.

## SIMILAR APPS

### Real Simple Checklist

#### Differences

Pre-Set list of 100 most popular checklists.

Search option for checklist. ( which ca be helpful when list get longer)

GUI.

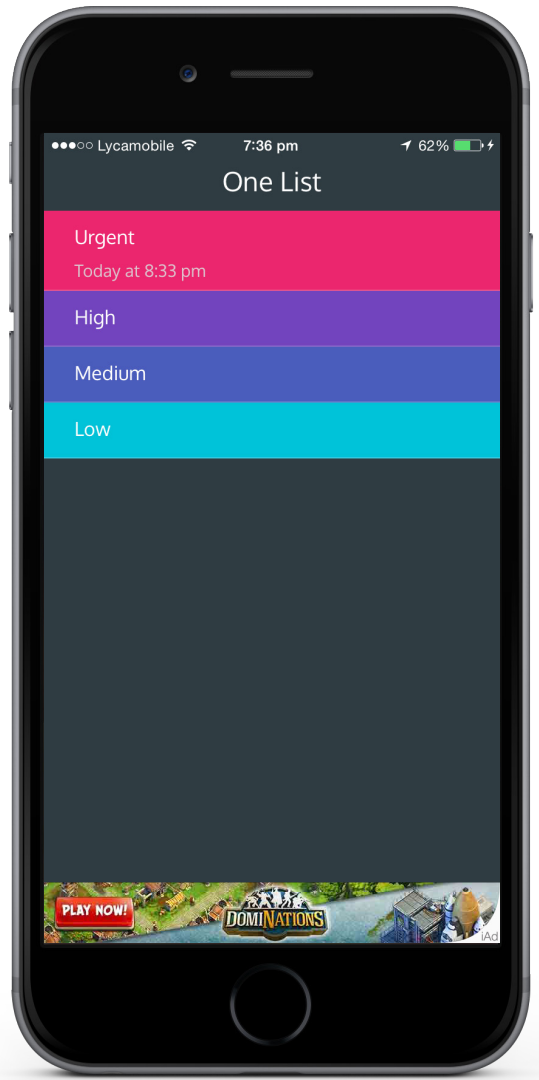
Share tasks.

Get Tips.

#### Similarities

Set Reminders.

Relevance by color.



You can manually set the priority level for each task, gestures are used to navigate through the application.

## SIMILAR APPS

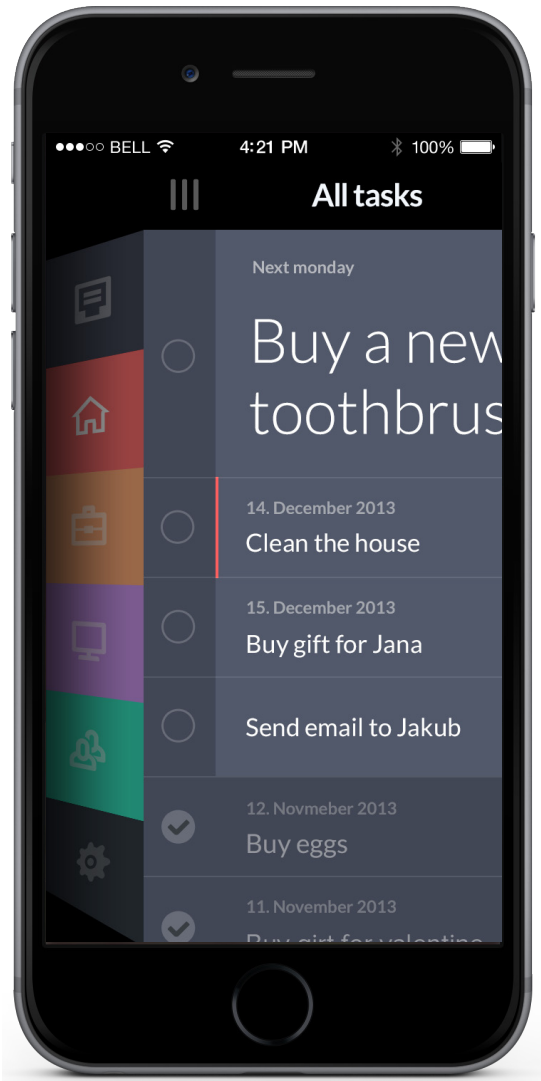
### One List

#### Differences

Set priority level for tasks.  
Customize reminder.

#### Similarities

Use of same gestures for navigation.  
Random quotes generation.  
Themes.  
Sound effects.



Hamburger button to show navigation.  
Natural User Interface driven.

## SIMILAR APPS

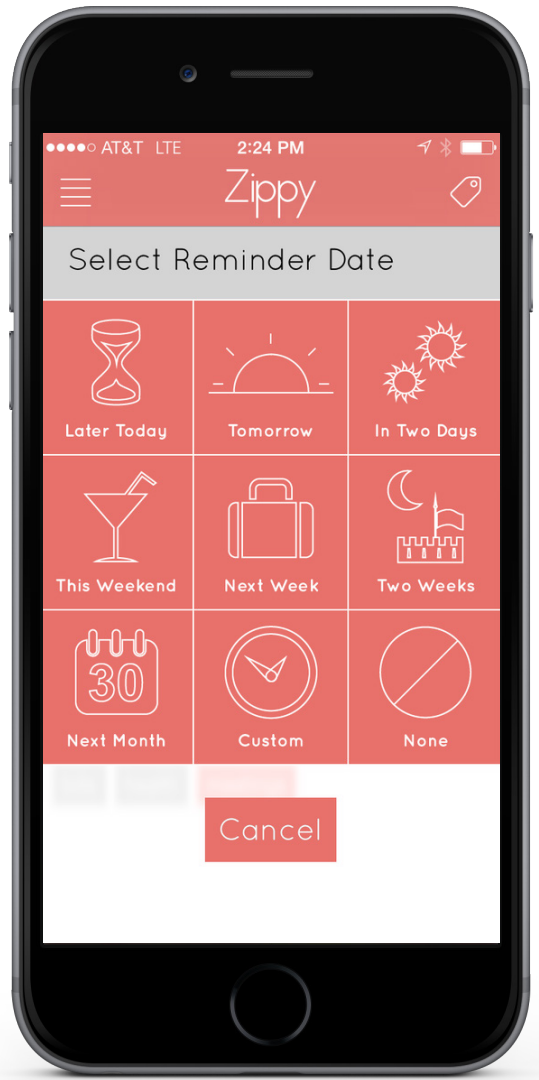
### Taasky

#### Differences

Focus on Priority task  
Editable color list  
Add edit icon labels

#### Similarities

UI is gesture driven.  
Set reminders.



The hamburger menu is used for navigation and the tasks reminders can be set to approximate convenient time periods.

## SIMILAR APPS

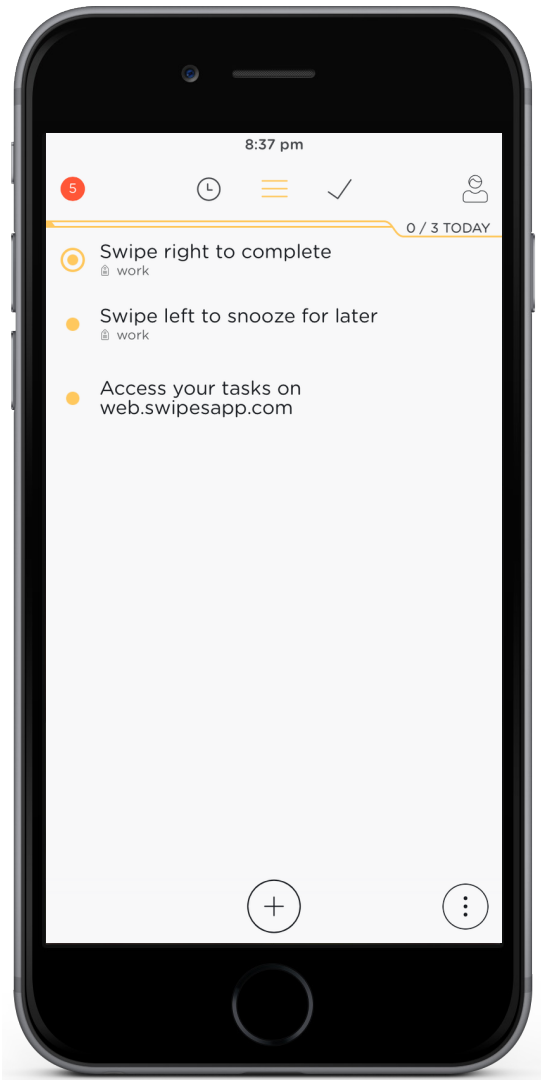
### Zippy

#### Differences

Provides insight into handling to-do list.  
Set tasks reminder by an approximate time period.  
Adding meta-tags to tasks.  
Uses GUI.

#### Similarities

Set reminders.  
Quick and easy.



The add task button is at the bottom of for easy access and the menu button to the right corner is positioned so for higher reachability.

## SIMILAR APPS

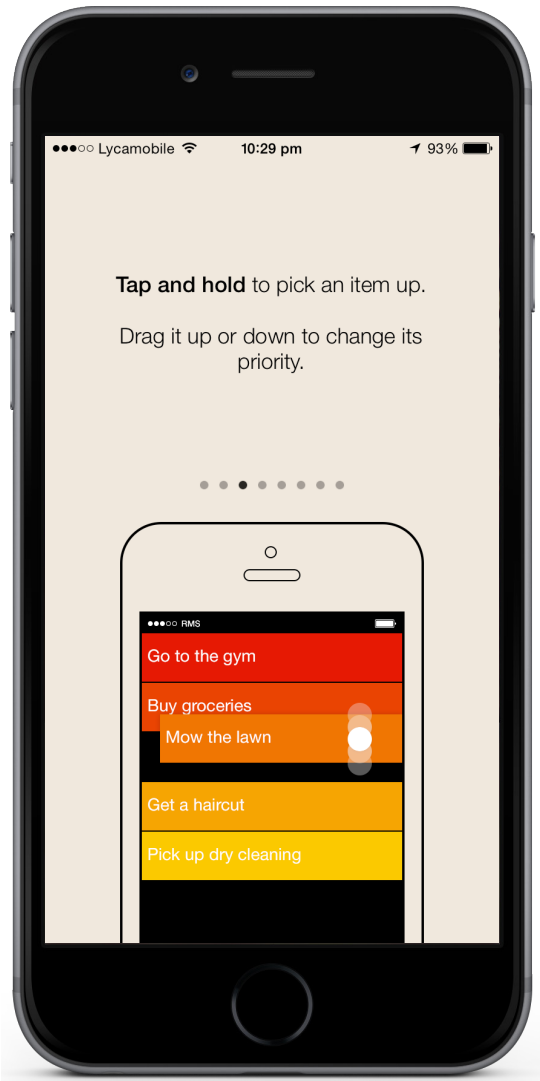
### Swipes

#### Differences

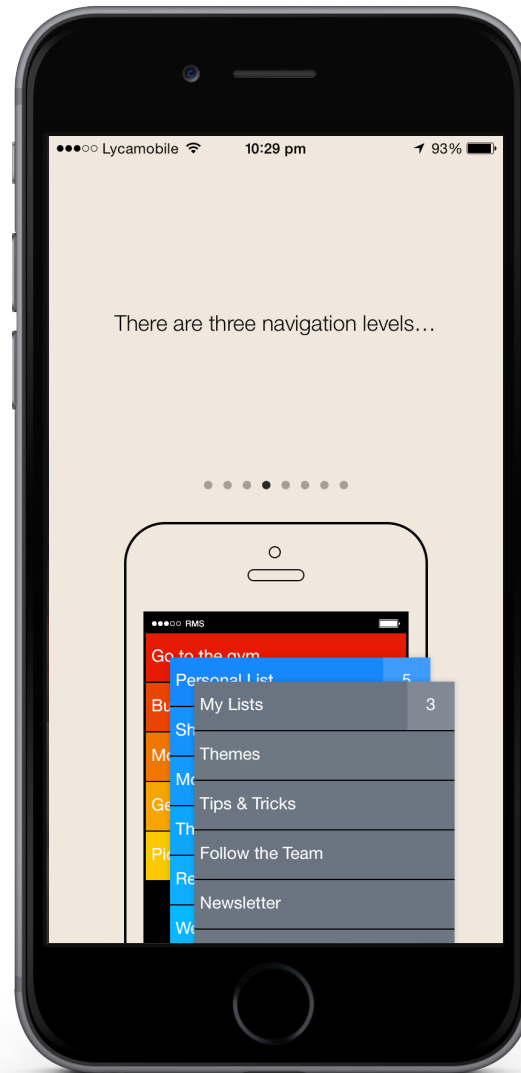
Snooze tasks  
Filter tasks by tags.  
Search for tasks.  
Snooze task for a later time.(Customizable)  
Daily / weekly Reminders.  
Evernote Integration

#### Similarities

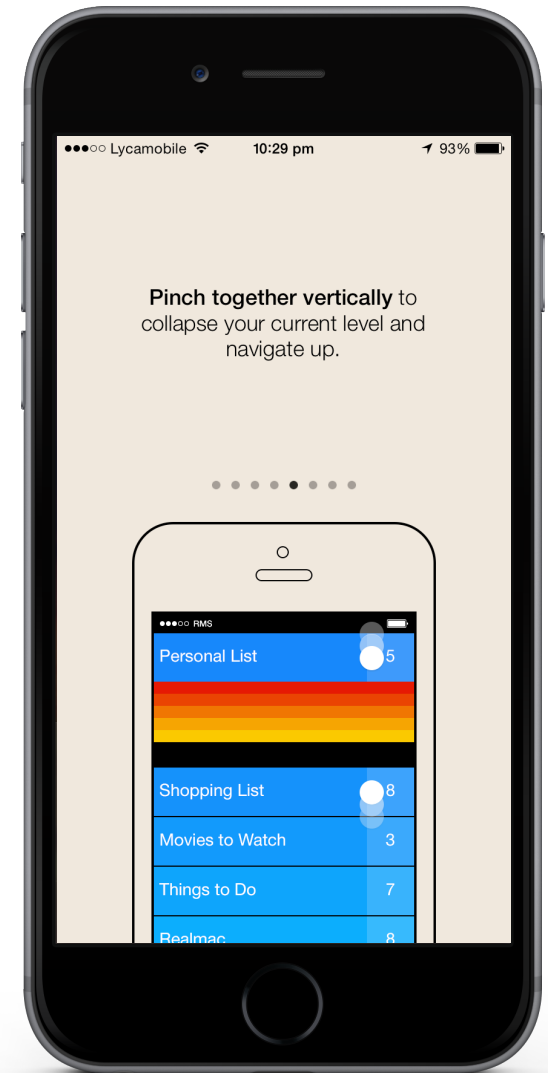
Use of Gestures to complete snooze tasks.  
Use of sound effects for tasks  
Gamification of tasks.  
Share tasks via email.



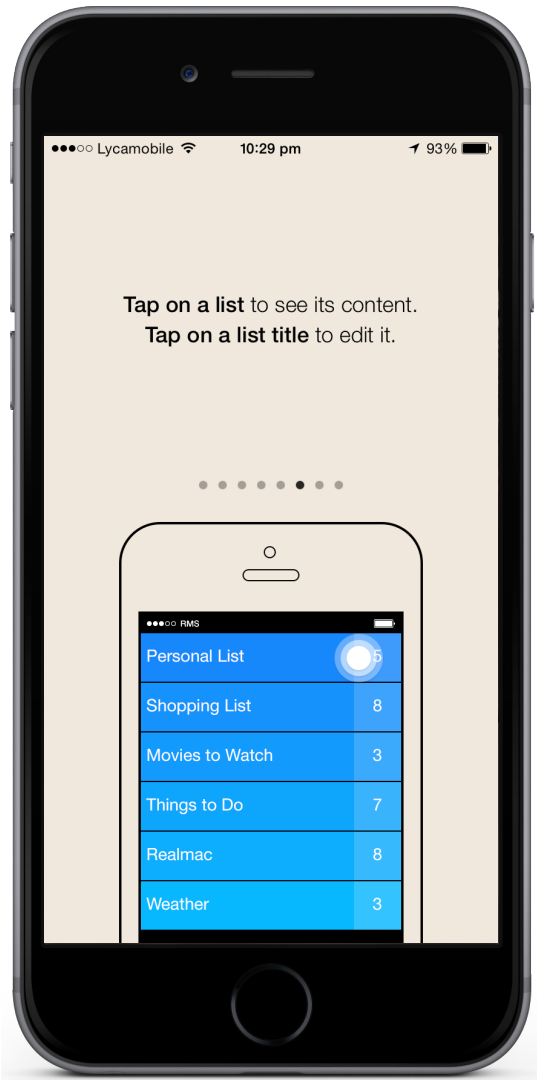
Pagination continued describes how to use gestures to perform various action.



Pagination continued describes how to use gestures to perform various action.



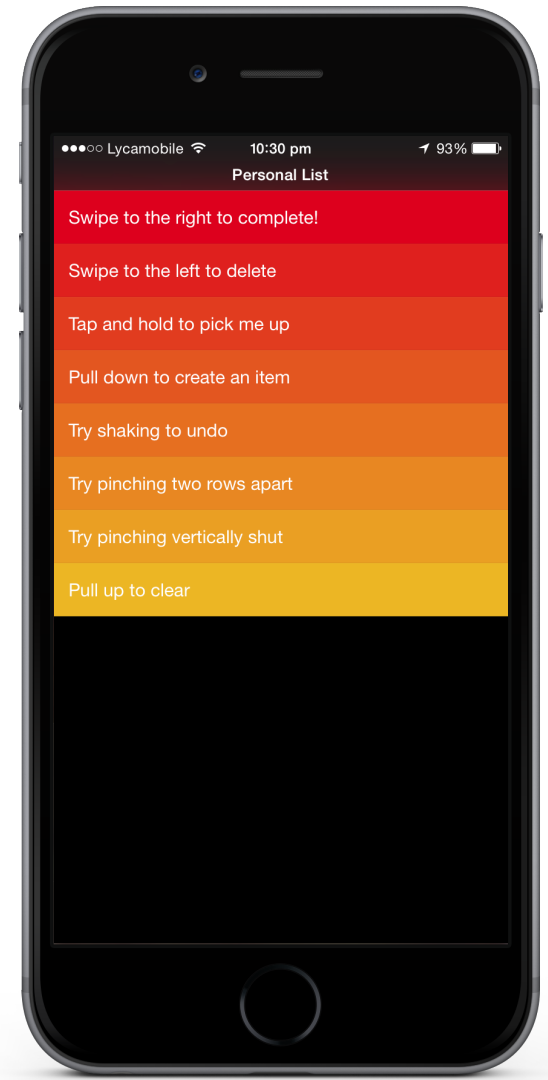
Pagination continued describes how to use gestures to perform various action.



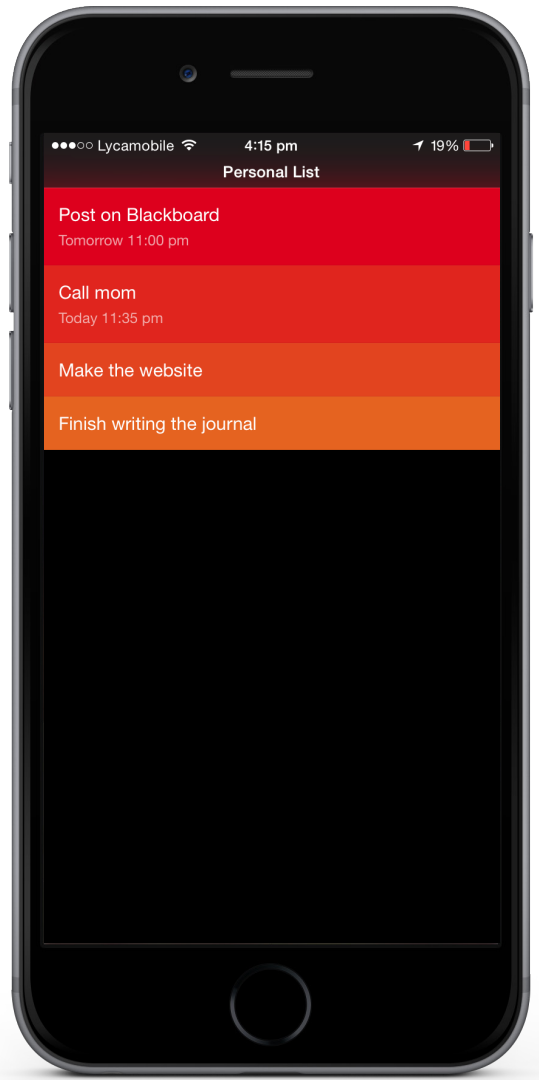
Pagination continued describes how to use gestures to perform various action.



This feature allows me to sync all my tasks seamlessly to all my devices using icloud.



The main screen on start up helps you to train yourself with learning all the gestures to take full advantage of the application once again.



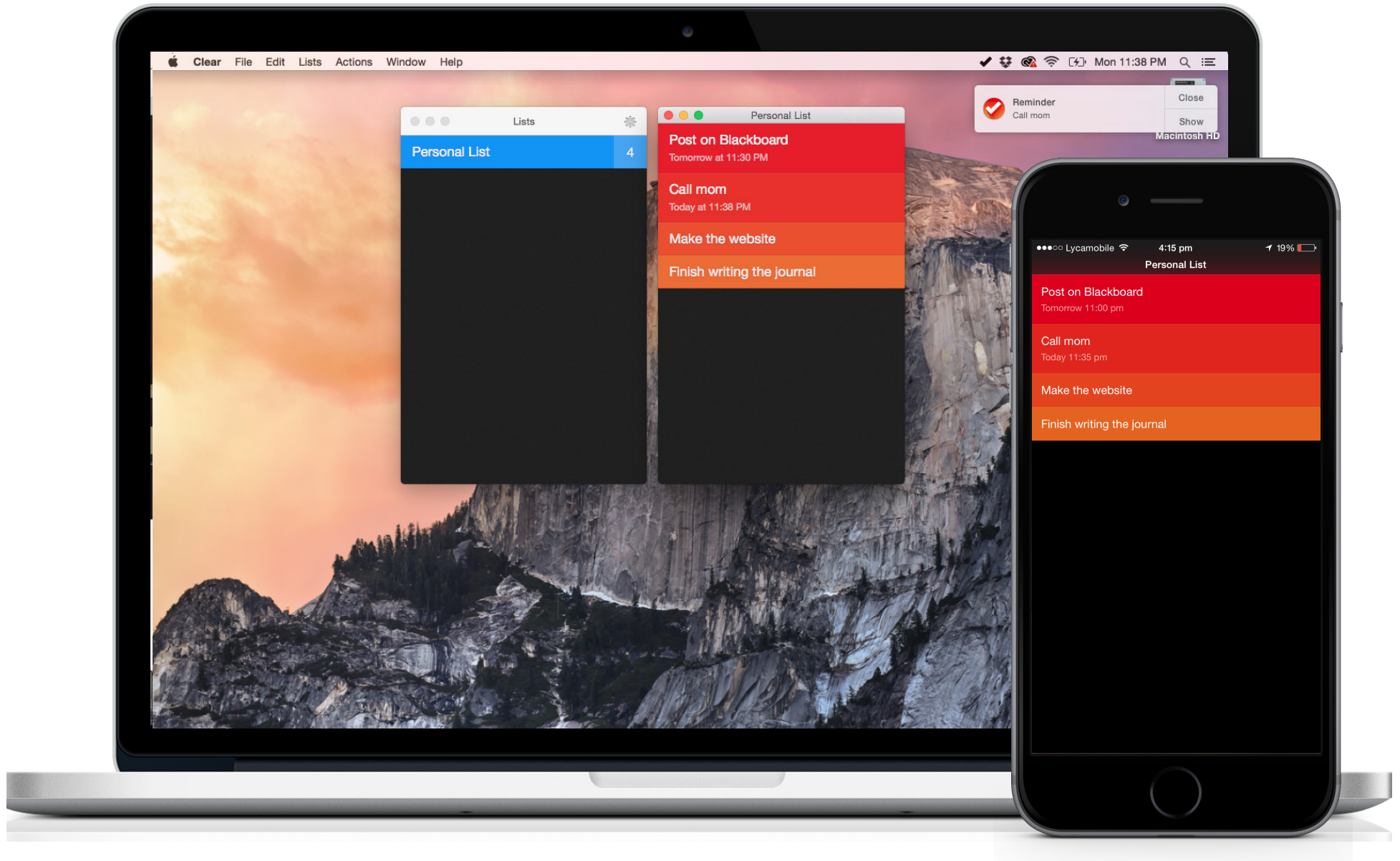
So, I went ahead and created a small list of tasks to perform to see how well it synced with my other devices.

## TECHNOLOGY & DEVICES

This application was initially launched for the iPhone, and was later on released for the Mac

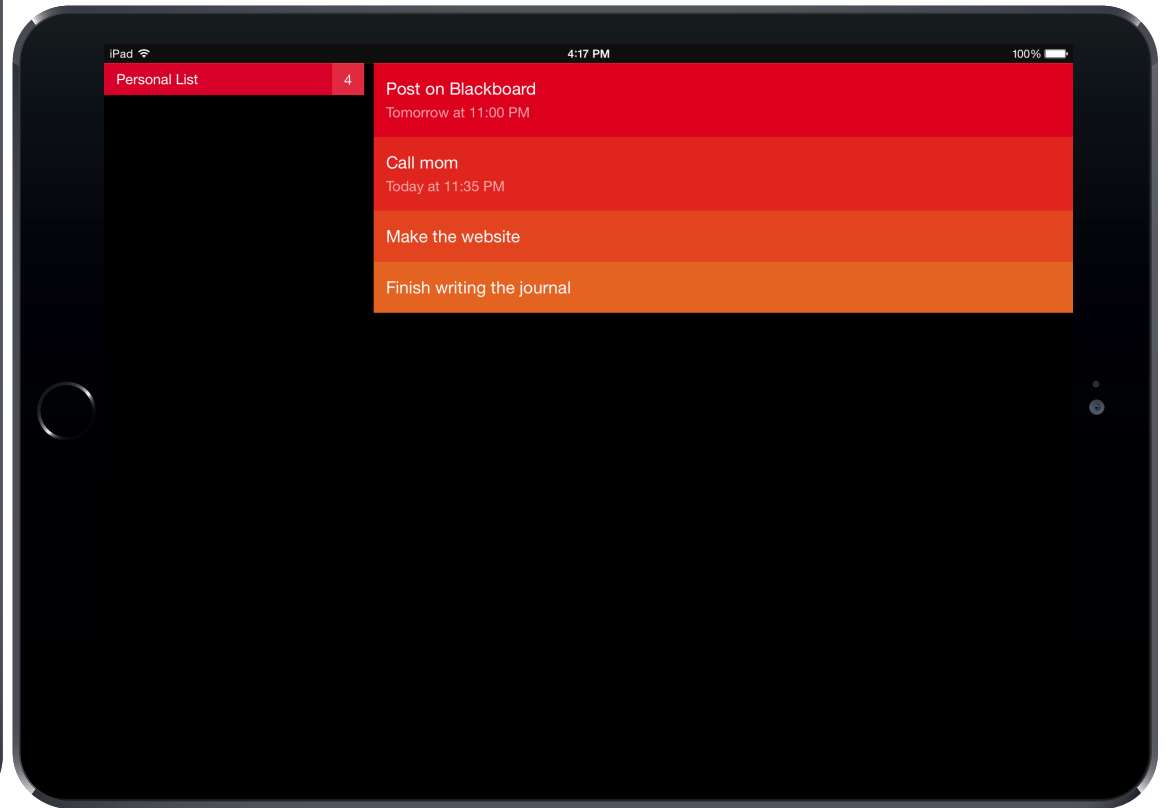
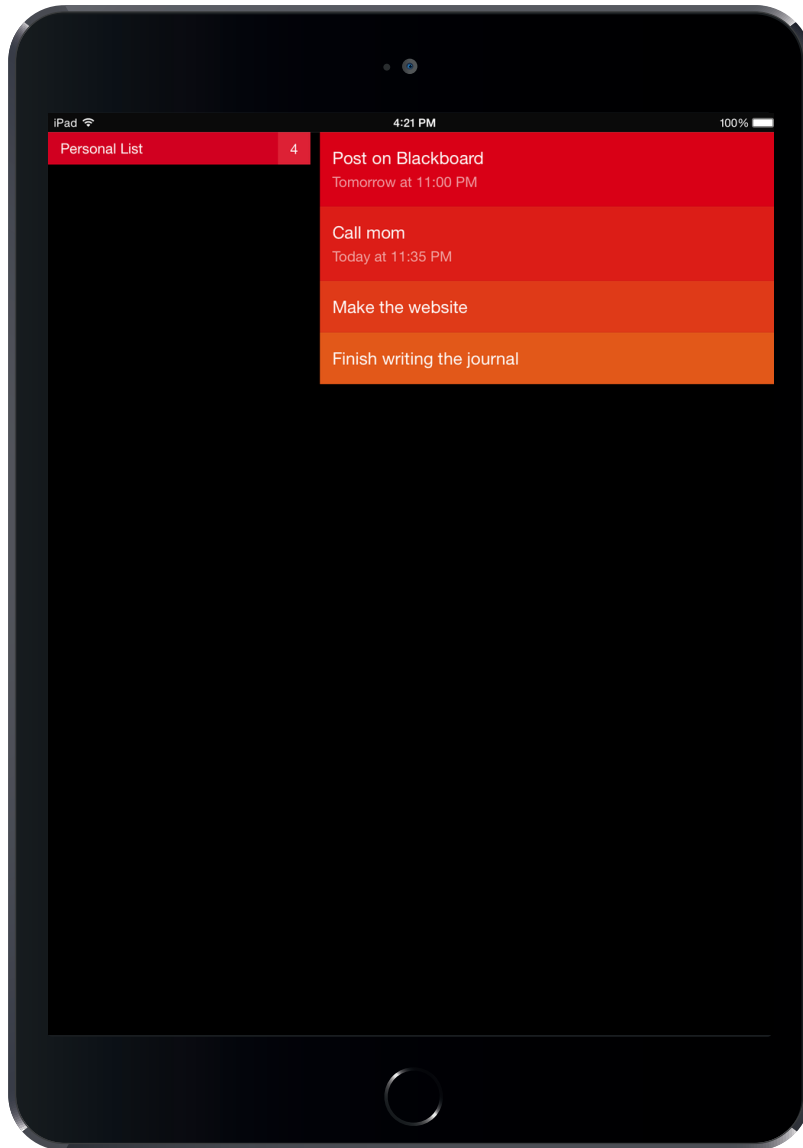
Requires iOS 8.0 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.

Its only available in English language.

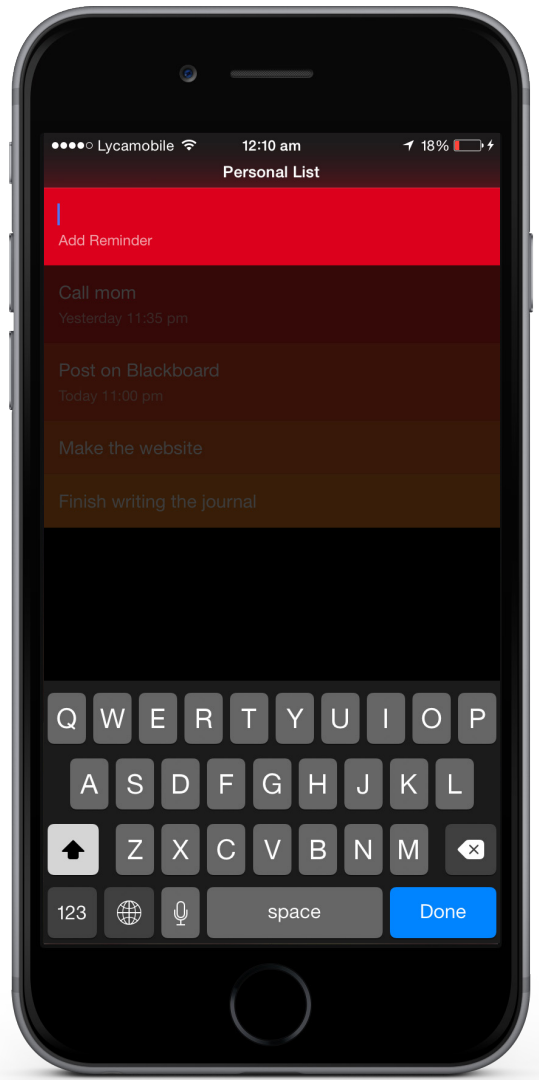


## Comparison

The user experience when I shift from the iPhone to laptop is almost the same. The use of gestures works the same way using the track pad; the experience is the same. However, you can use the mouse and keyboard to operate the app, but the keyboard functions are comparatively complicated. Also, for the laptop, you have the ability to pull out each task folder as a separate window.



Since there is more real estate on the iPad as compared to the iPhone taking advantage of the fact the iPad version has a small side bar which shows all the task folders. The swiping gestures are a little different from that of the iPhone since we hold the iPad and iPhone in two completely different ways and are used in different situations.



The background blurs out and the only thing in focus is the task item to be added. The keyboard has auto caps at start activated. The return key has been personalized to done making it more intuitive.

## PROJECTED USERS

This application bring **value** to you in the way of **creating and editing tasks** in a quick and easy way **on the go** without having to deal **without** the **visual clutter** of the more robust task management application this application provides for simple direct **to the point solution to the need to** just be able to write down or **pen down** if you will, the **tasks** which need to be completed in an way that is **not overwhelming**. It provides for a **reliable assistant which notifies** you as and **when your task are due and helps you stay organized**. You can **quickly glance** through the list of things which are **completed** and which **need to be completed**. Not only that it's provides for the **seamless convenience** of writing a list **from your computer** while doing work which get synced to you **iphone** and **ipad** and you can without having to worry about transferring the list on separate devices.

The **content** in this application which is the tasks is given **priority over navigation** or any other jazz and that is what you see straight up information of what you are looking for without wasting too much time on other details.

I use this application the quickly jot down tasks I need to do so that I don't forget them on the go, when I am at school working or preparing to so grocery shopping. It as simple to use as making a grocery list on paper and then check out each item that is bought, but this one is a virtual paper list.

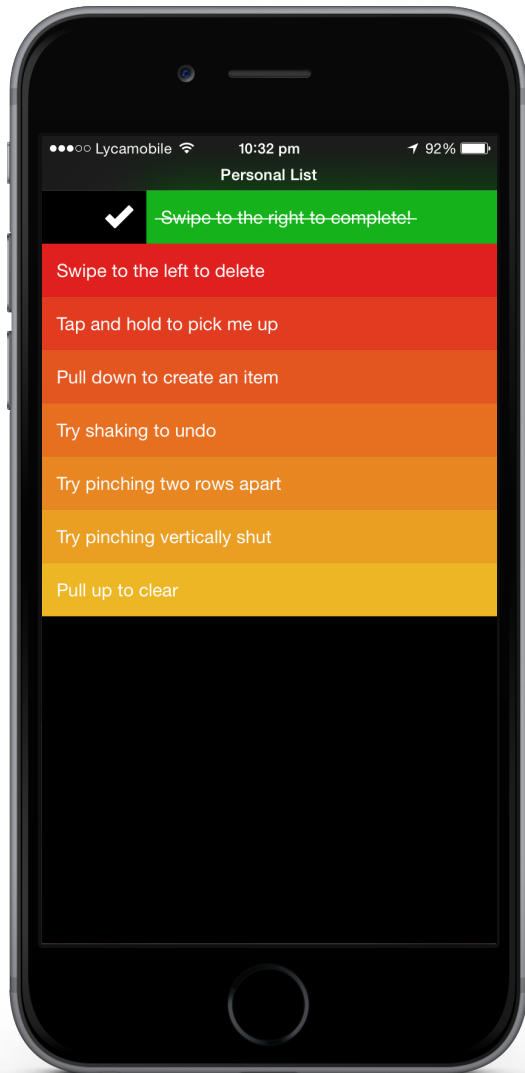


The three layers of screen which can be accessed by swiping up or down

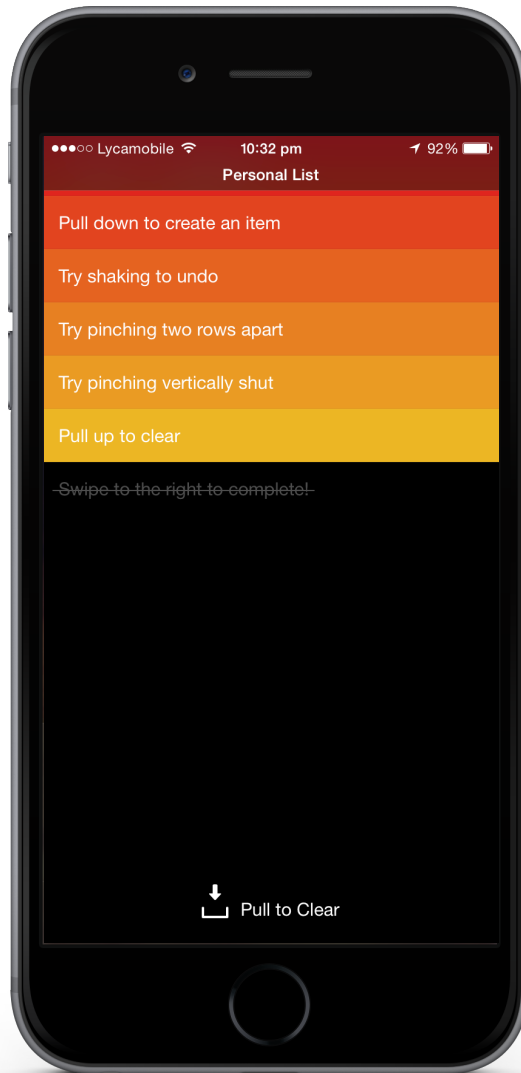
## NAVIGATION METHODS

The application uses Natural user interface and so every part of this application can be accessed through a set of assigned gestures, each gesture action is assigned to a unique behavior.

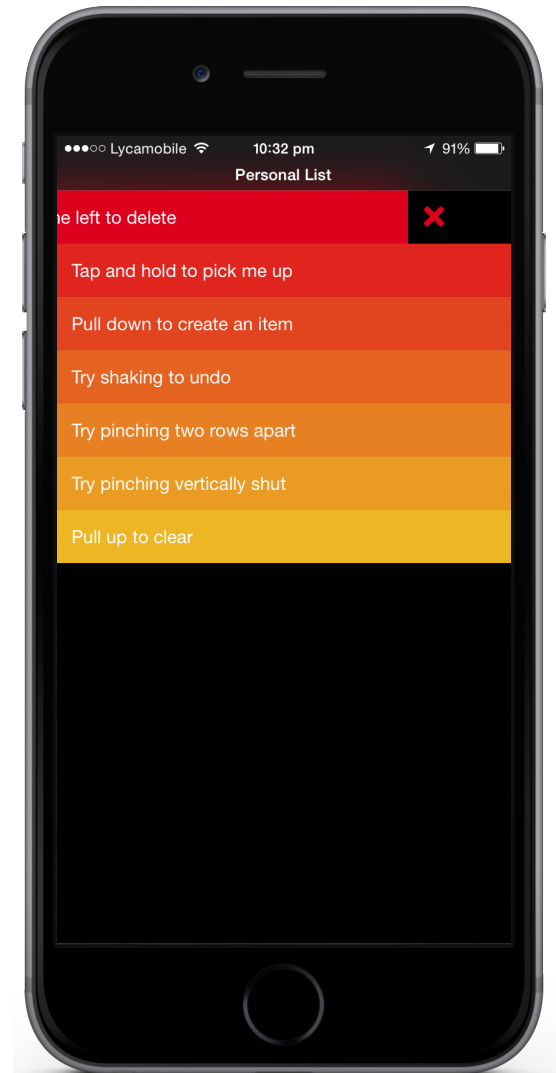
The application on **Iphone and Mac** has three layers and the **Ipad** has two which can be **accessed by swiping the screen down or up** depending on which screen you are.



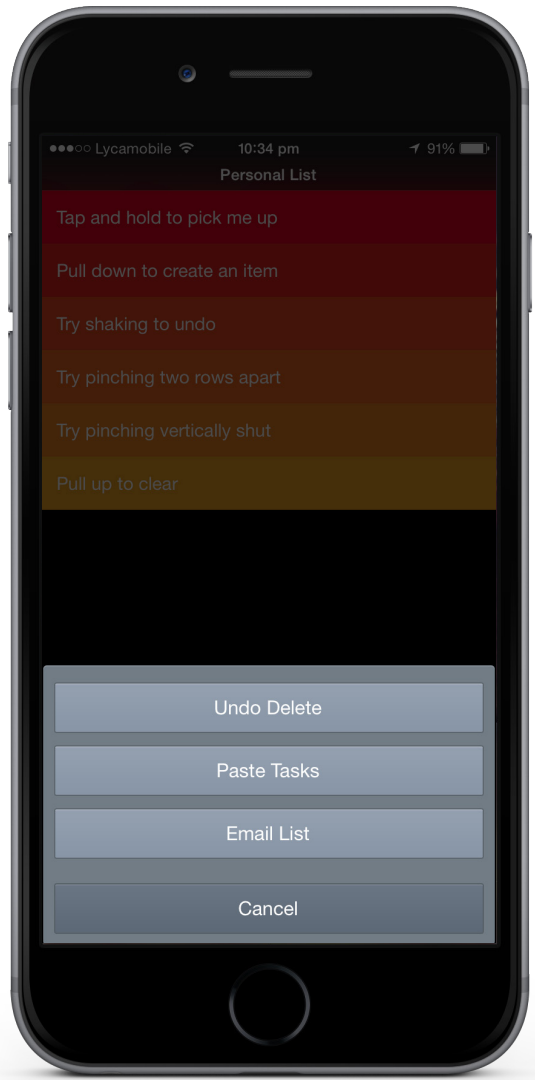
Swiping right turns the color to green and adding with a check mark icon representing the action is for completed task. Because we associate the color green to a more positive activity.



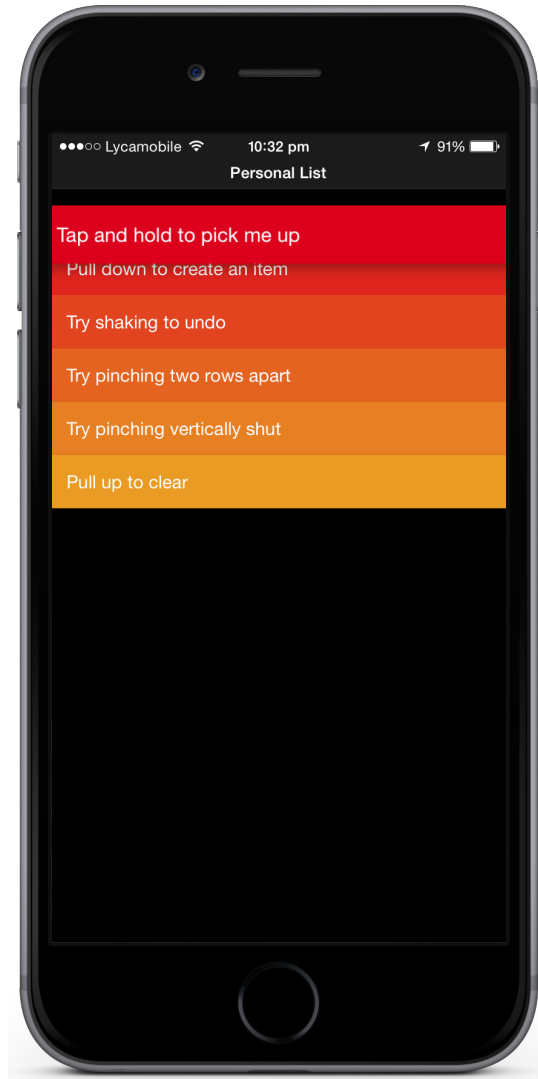
The task completed then appears as an inactive list item which can be cleared by pulling the screen up to clear the completed item.



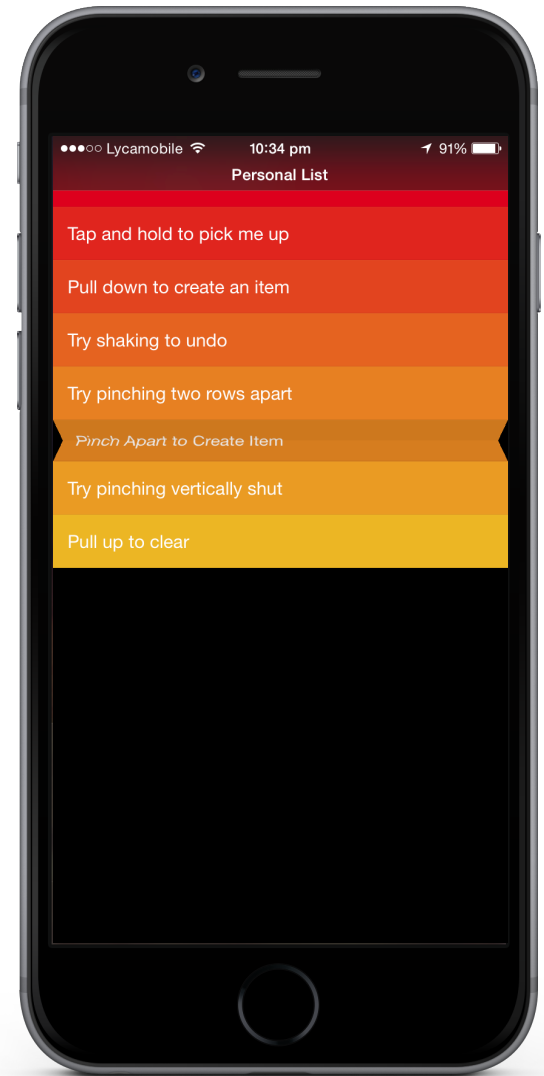
The opposite action for completing task is how you can delete a task list item which is by swiping left it gives a cross sign in red representing that this is what you asked for.



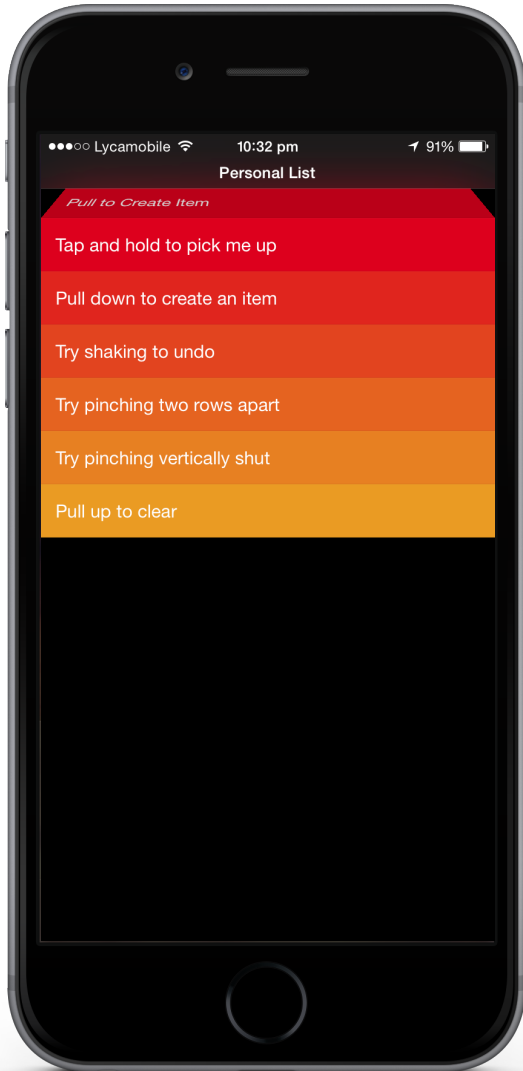
In case you deleted the task by mistake you don't need to panic just shake you phone which would bring the menu to undo delete.



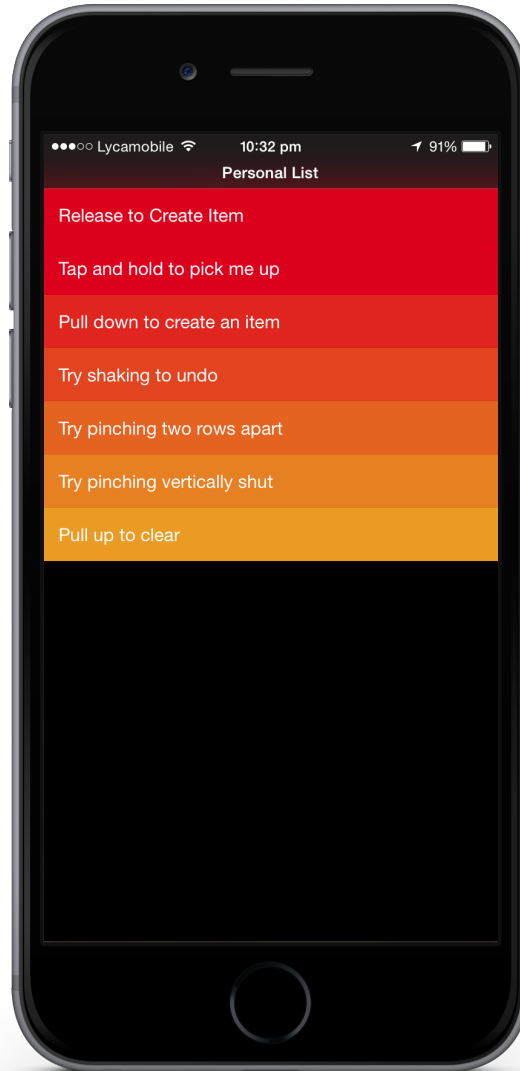
Rearranging the order of the list item is as simple as tapping and holding that particular task list time and moving it to the order you want it be in.



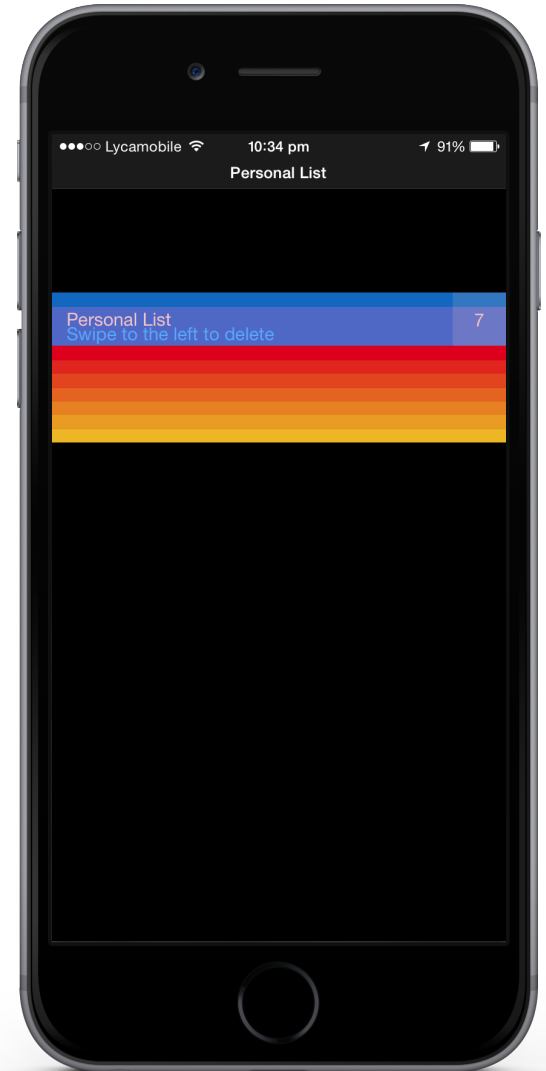
Instead of having to go through the tedious process of creating an item and then reordering its sequence you are able to simply pinch apart the list items between which you want another item.



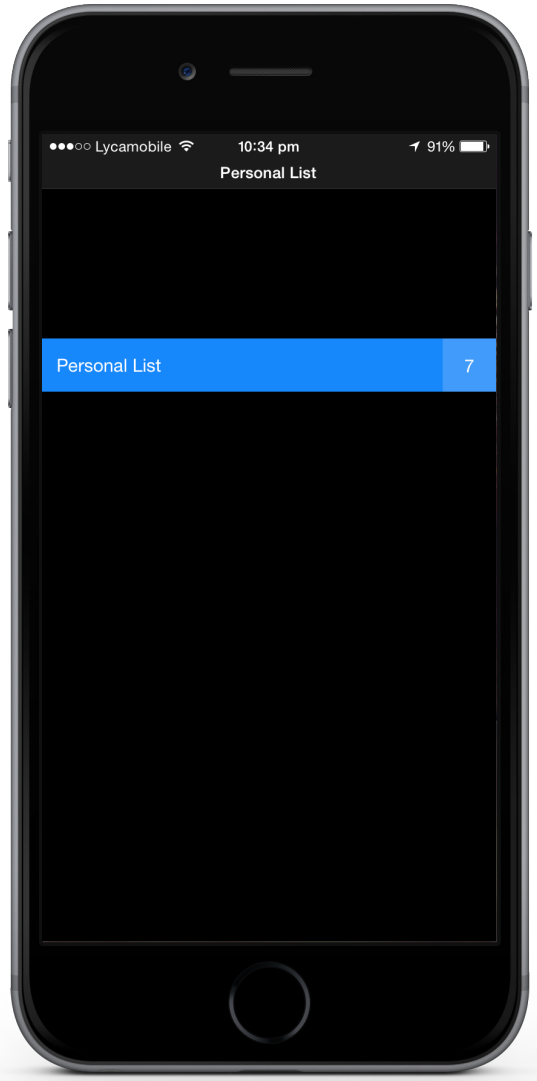
To create a new task you need to pull the screen down which is the opposite of clearing the old task by pulling up.



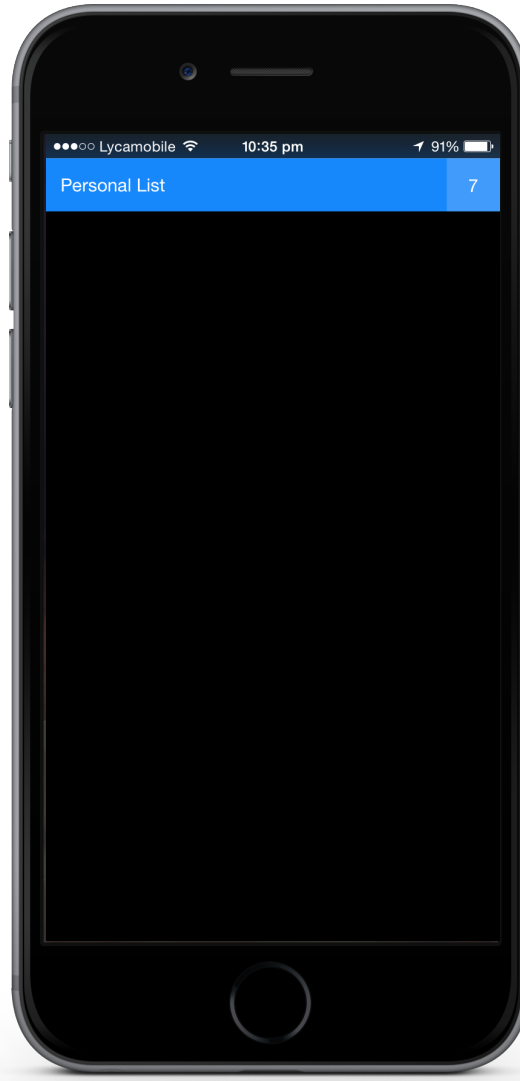
Release the screen to create an item.



A cool way to navigate to the other levels is by pinching the lists vertically and it will take you to the screen with all your task folders.



This animation for how task folders collapse in series



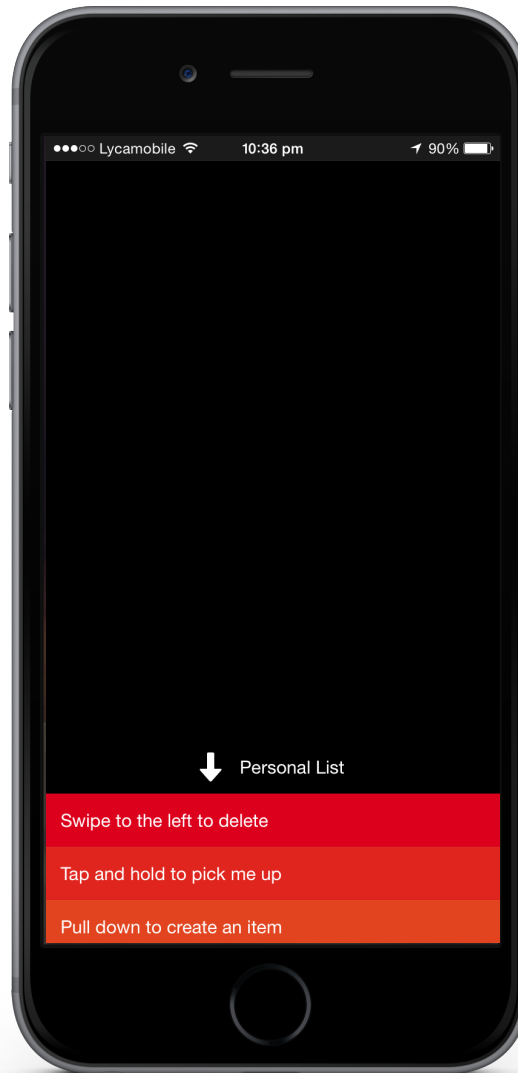
This animation for how task folders collapse.



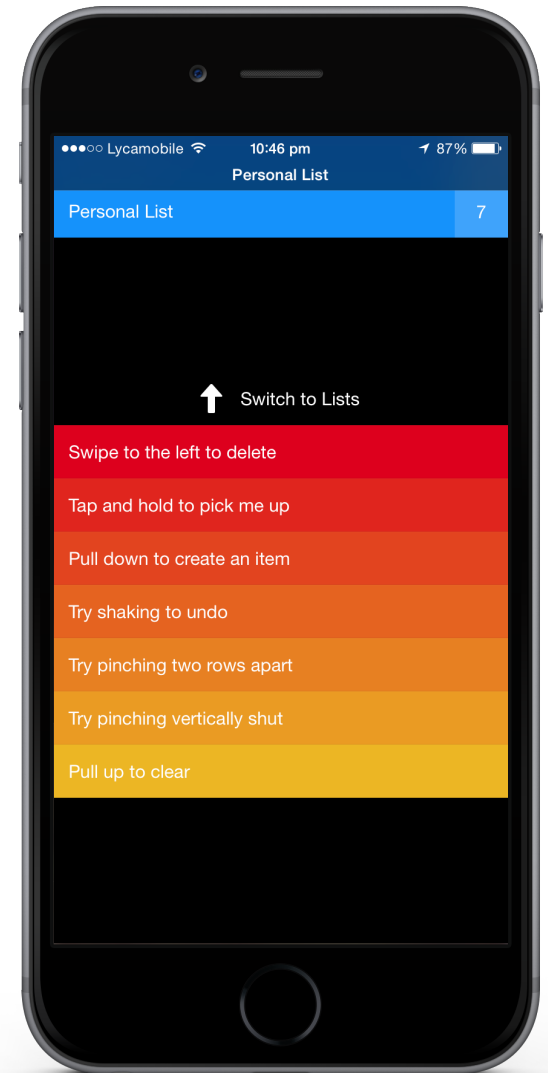
Creating another task folder is similar to creating a new list item. Pull the screen down and release the screen to create it.



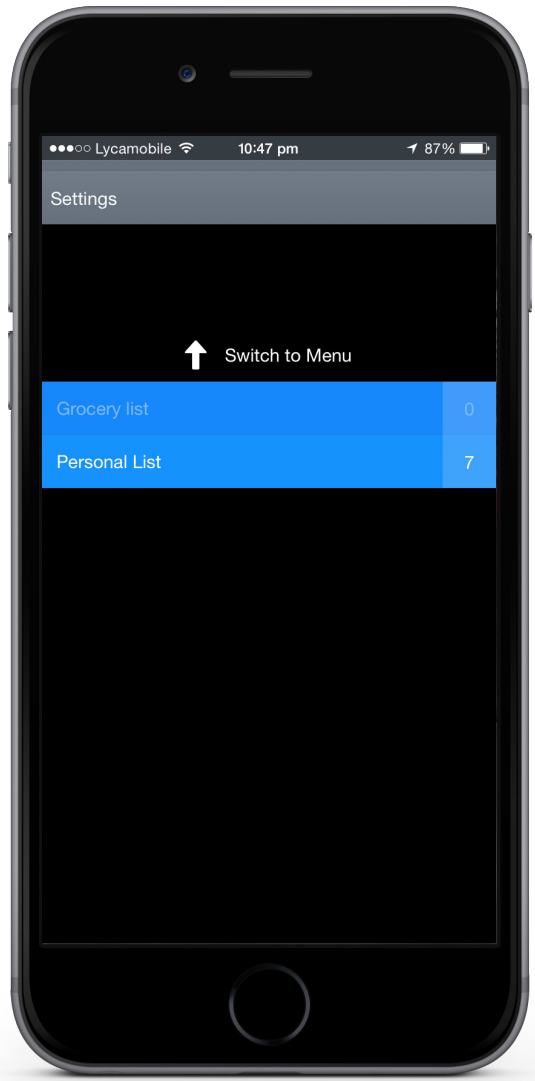
In order to create a new task folder you must name it. Any unnamed list time or task folder created is automatically disregarded and deleted.



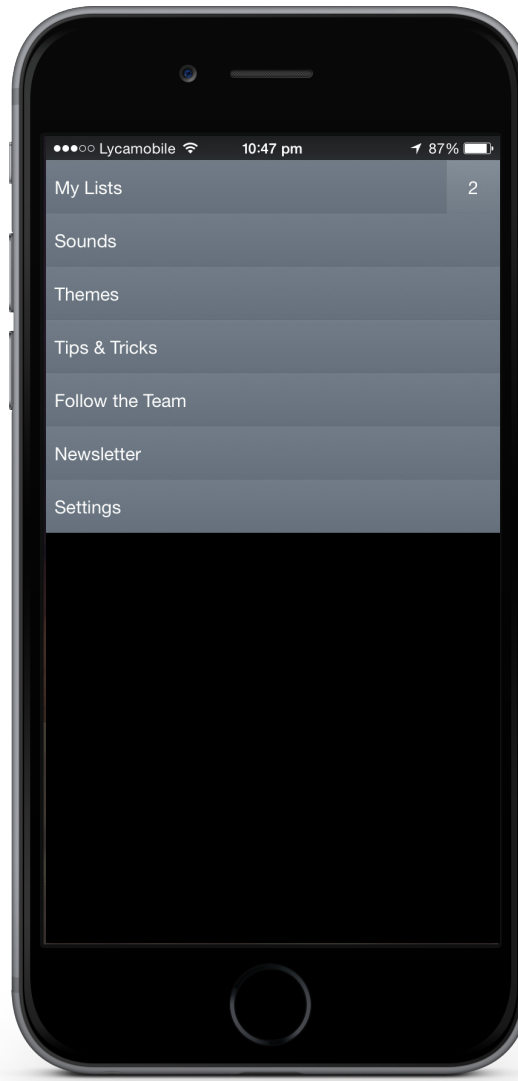
The go one level down to the personal list item from the task folders pull the screen do and swipe it upwards.



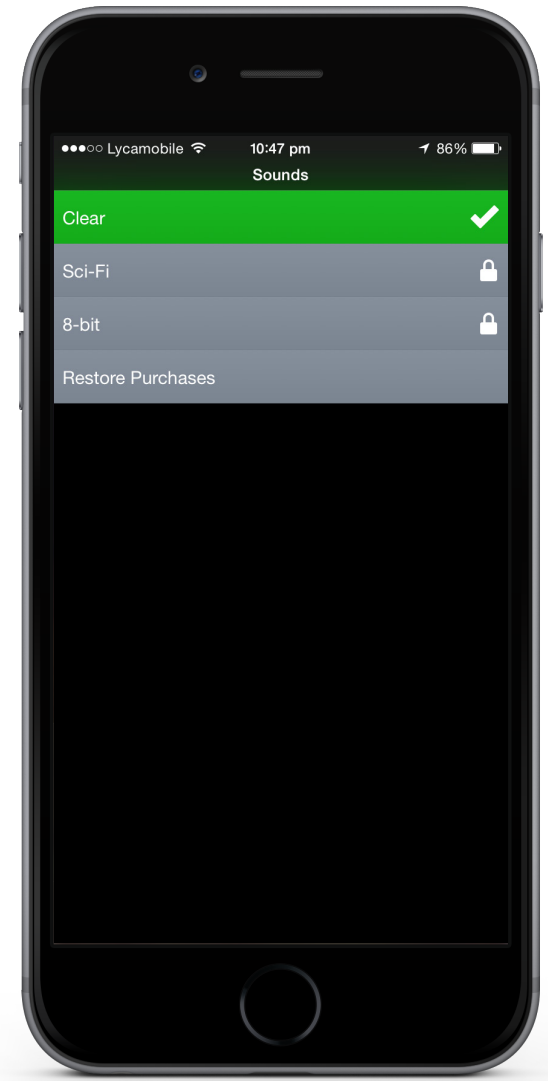
And another way to go a level up to the task folder mens by pulling the screen down and swipe it downwards.



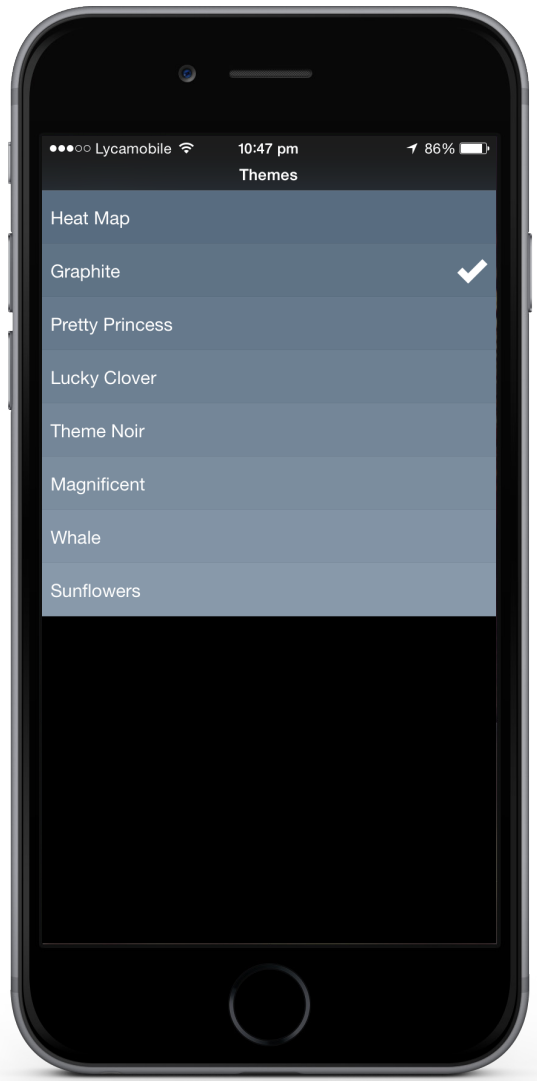
Doing the same action again take you another level up to the main menu. Pulling the screen down and swiping it downwards.



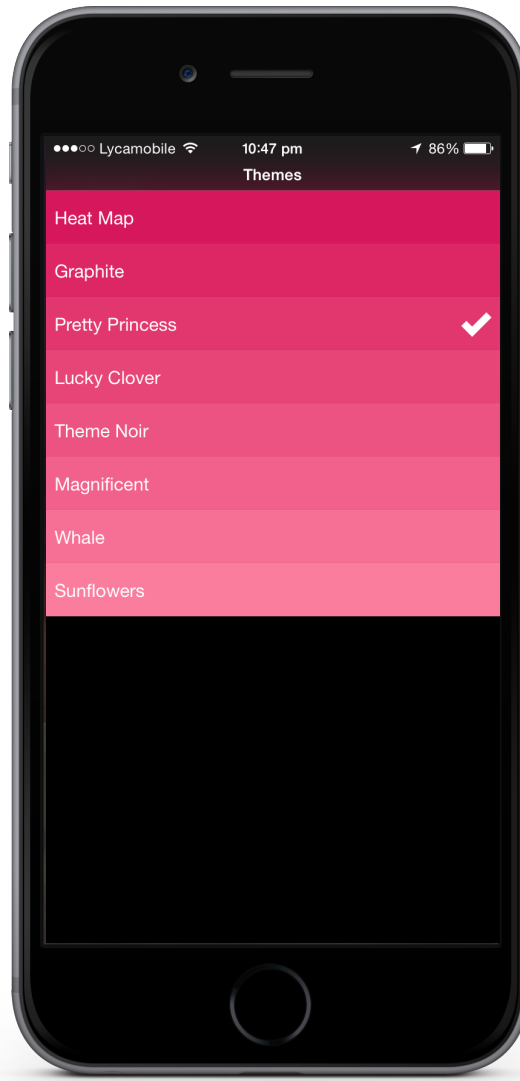
The main menu uses separate colors from the other two layers to avoid confusion.



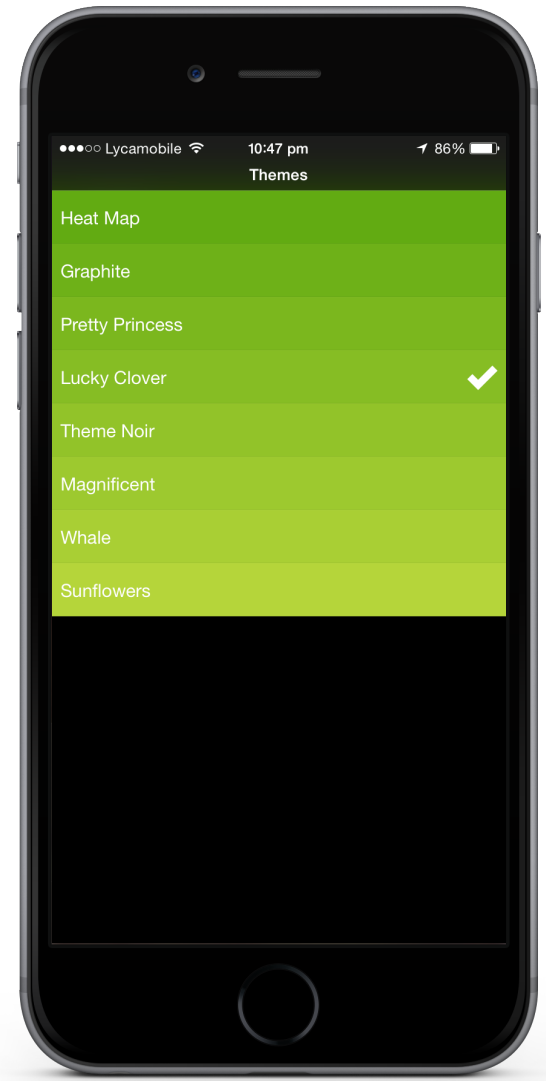
Tapping on respective menu list expands all the list options in that menu in a similar way that the pinch vertically behavior animates for collapsing the items.



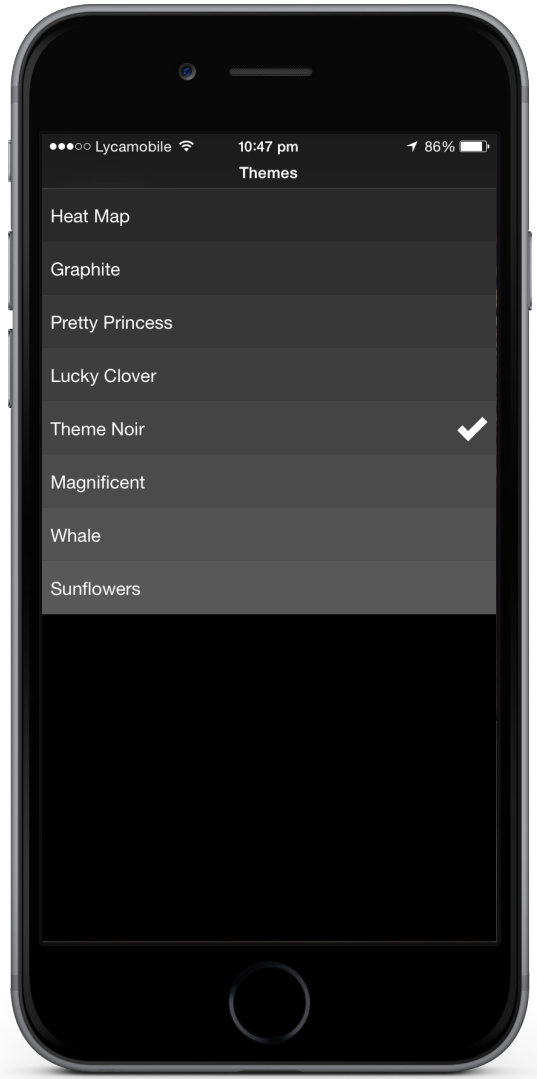
There are many themes which can be selected according to your preference.



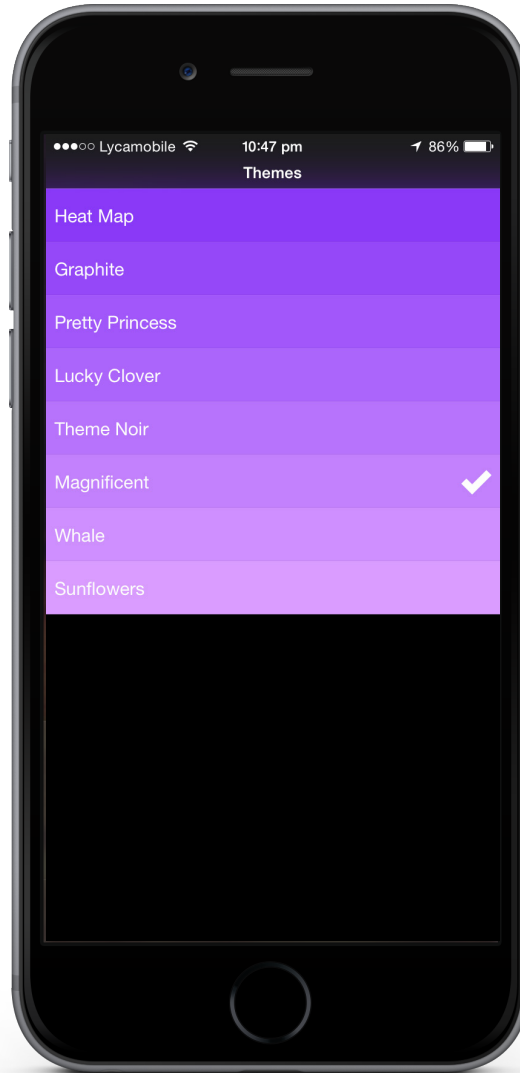
The tick mark indicated the current selected theme.



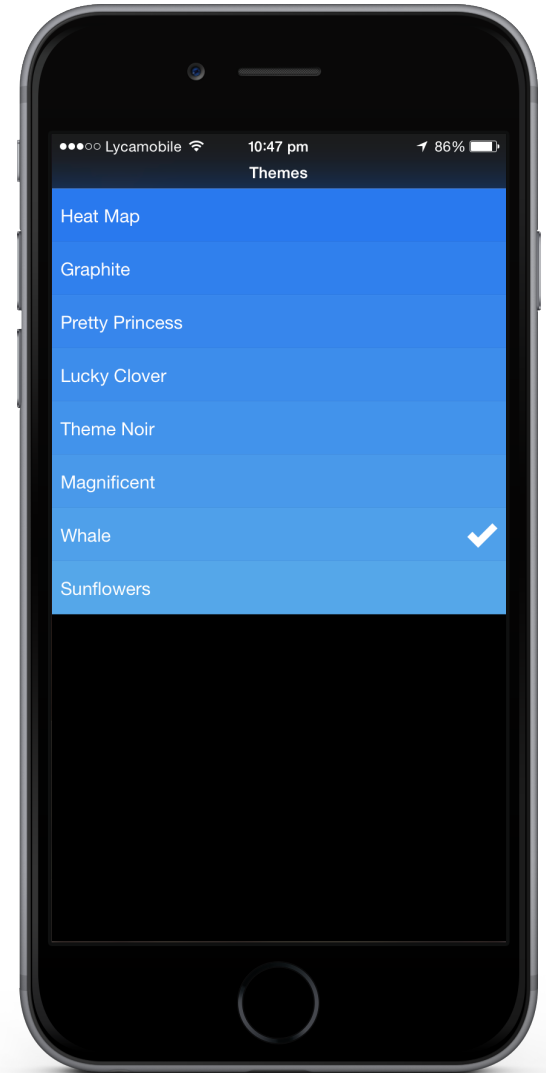
The variation in the gradient is in a way that the priority tasks are darker, going lighter in the order of their importance.



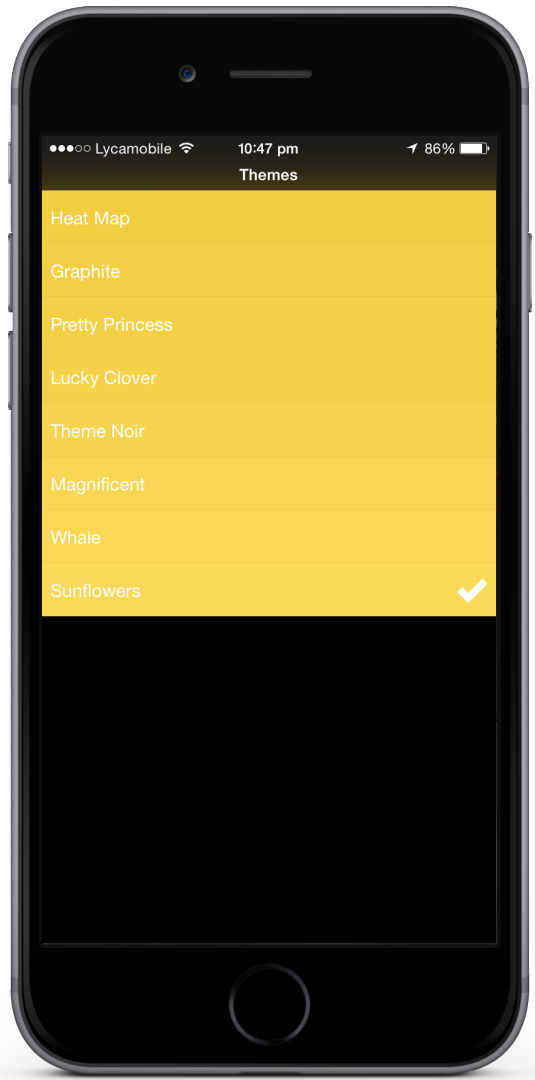
You can also purchase any additional theme which might be available for in-app purchases.



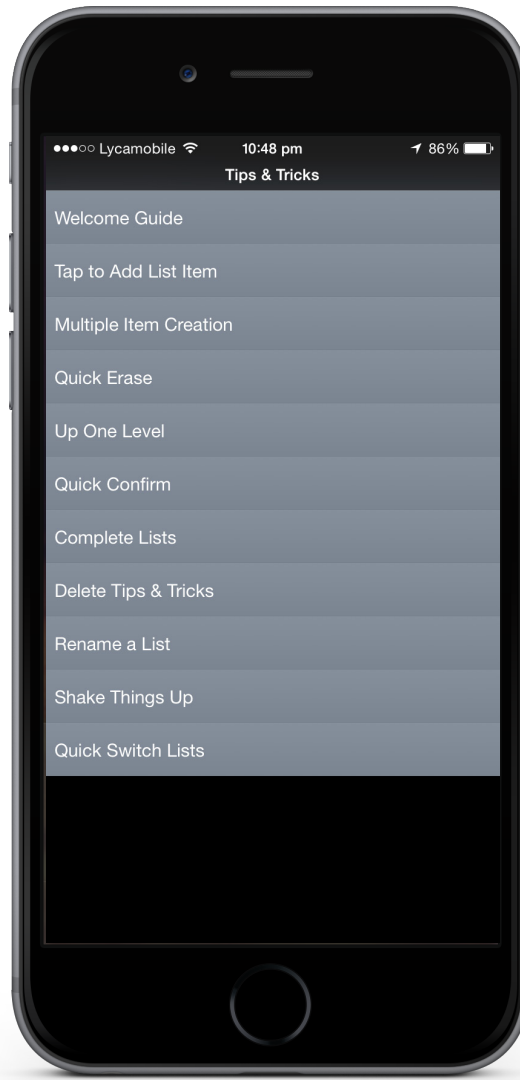
Theme magnificent in purple



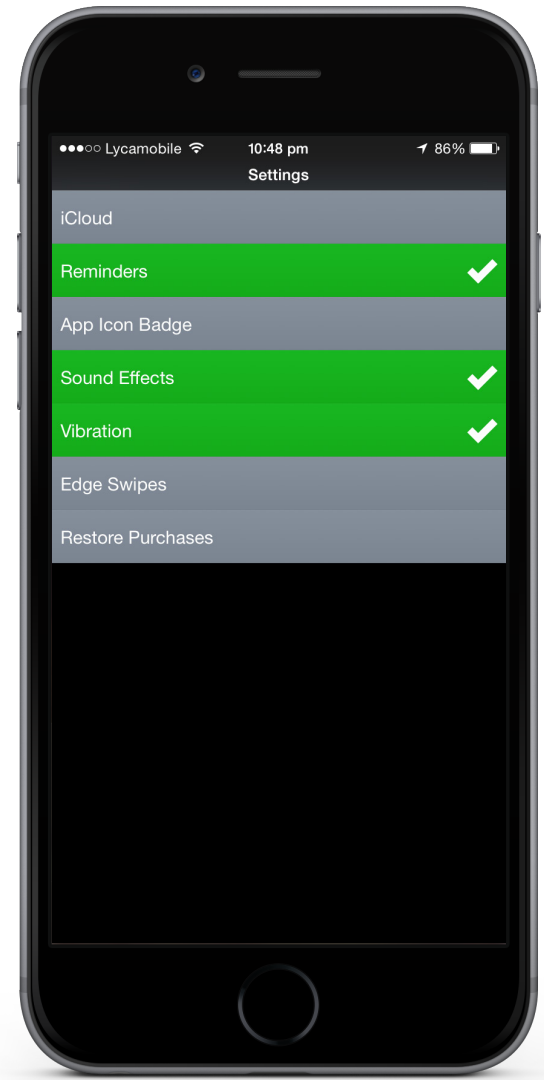
Theme whale in Blue.



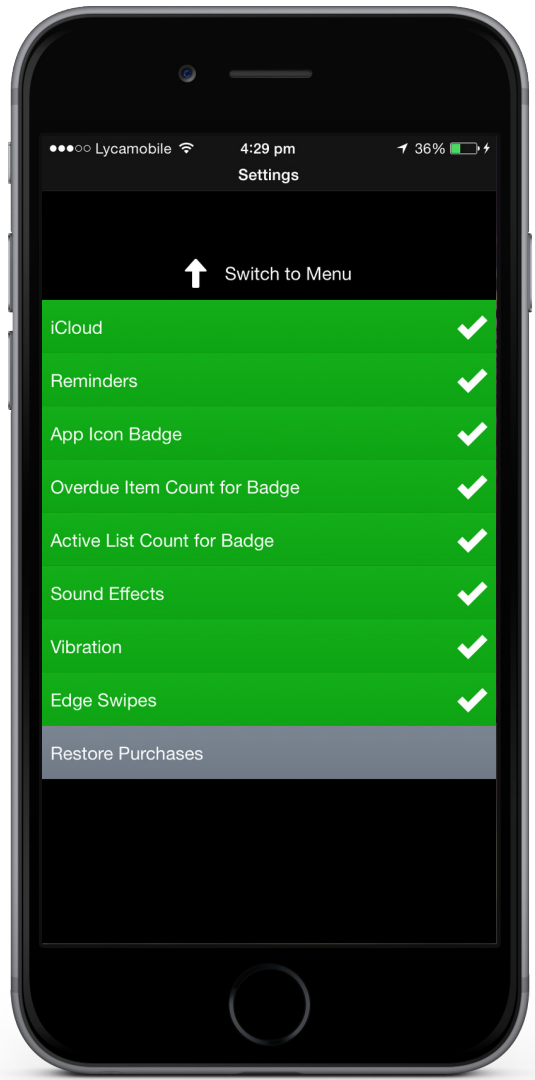
It is however easier to read text on some themes than other. Only the theme of the task list changes.



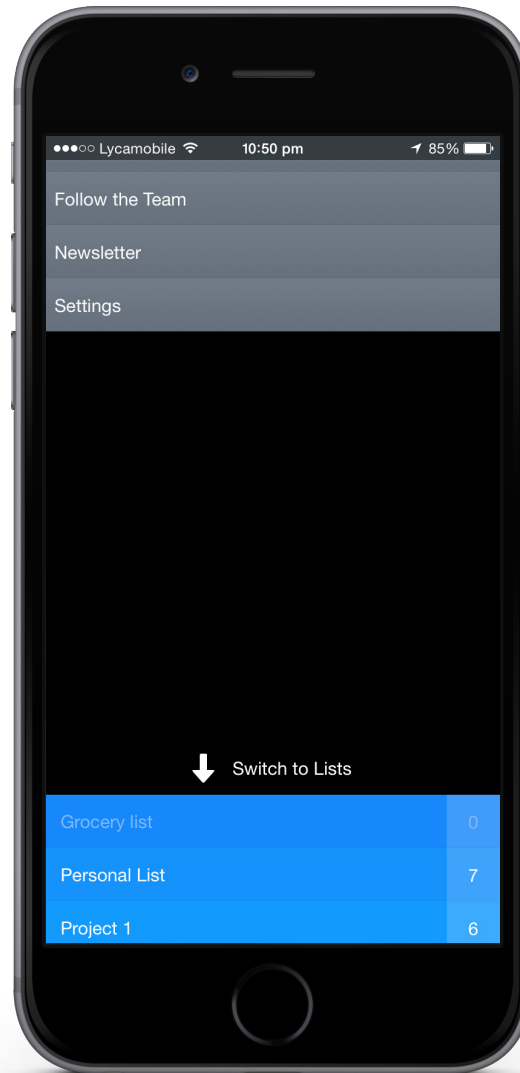
The application also has a list of hidden tips and tricks referring to the 20/80 rule which can be handy when you panic and forget how a behavior is activated.



The application gives you control over how you want the application to be used. This is useful in the way I get to chose the feature I like or dislike.



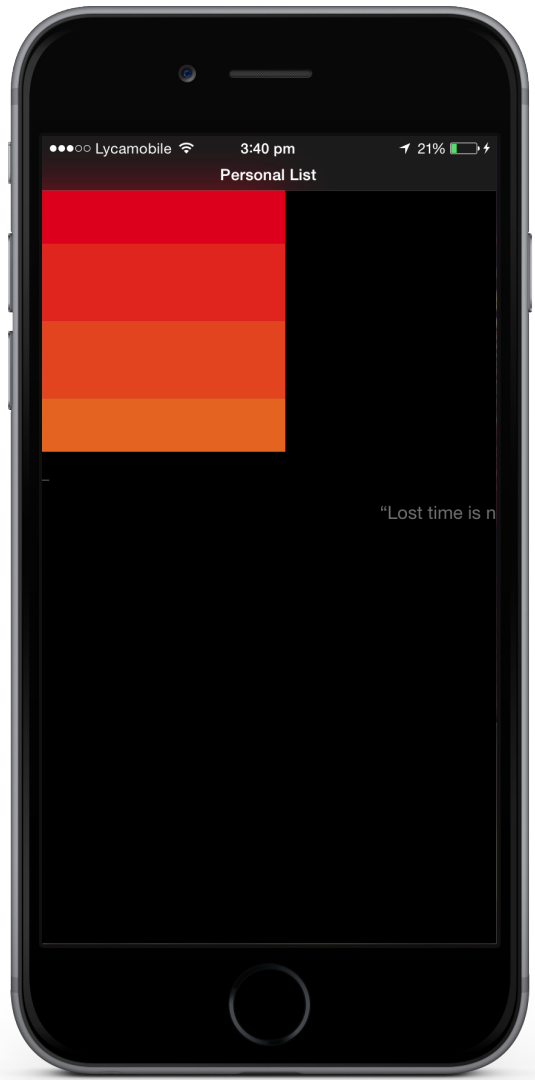
You again use the same gesture to pull down as swipe the menu to go up to the main menu. The icon on the top acts as helper text to guide you.



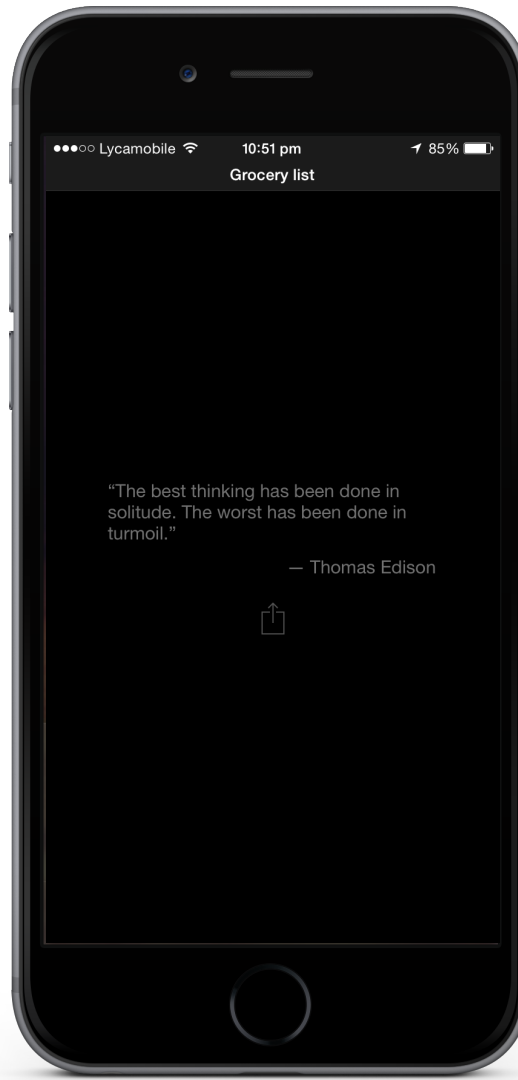
Going back our lists we can now we the changes that we made in our settings.



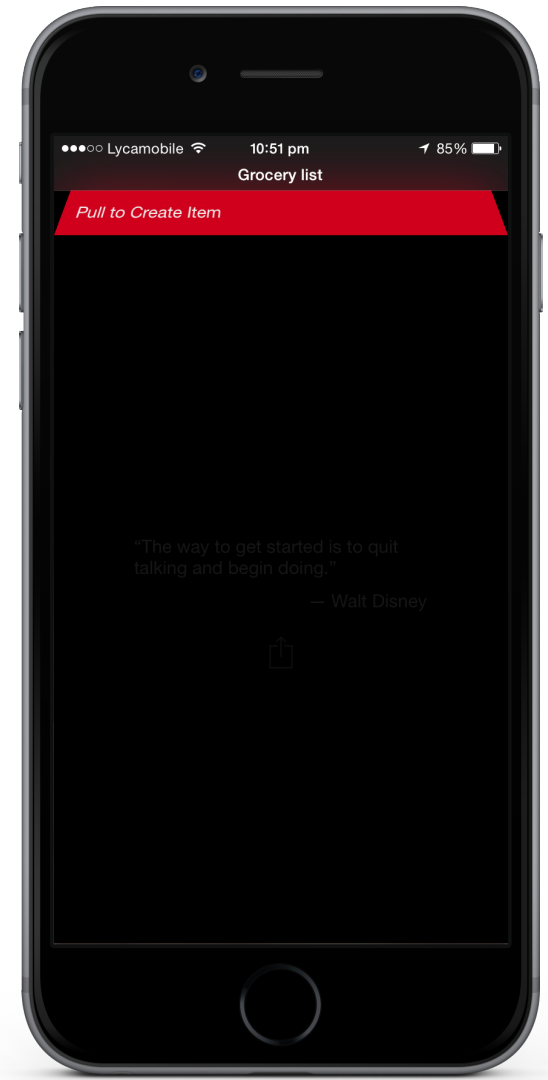
Back to the list menu and now you can use different gestures than you did to go to the list items.



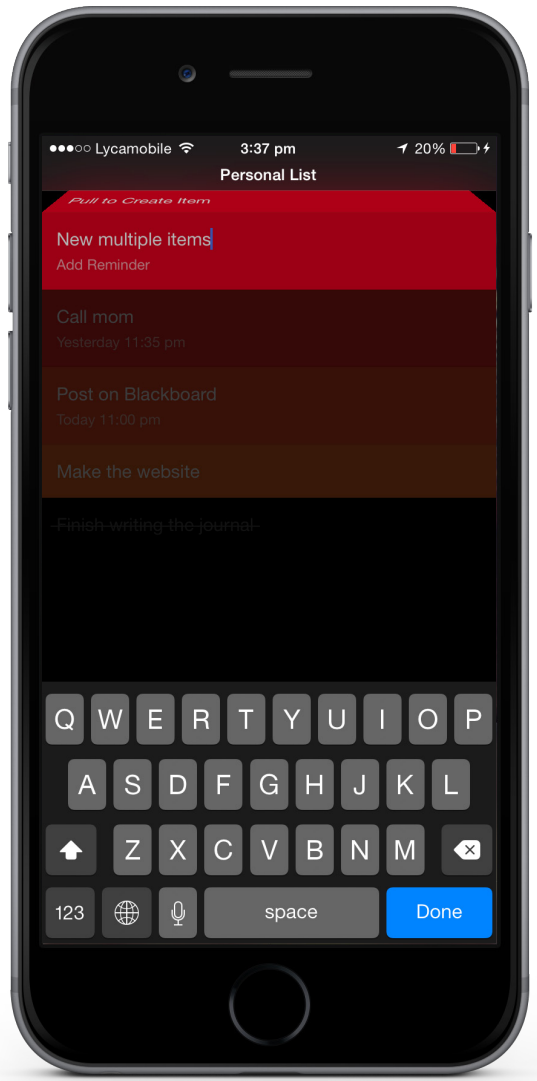
Swiping left/right to switch between the folders, this is possible because we activated edge swipes in the settings.



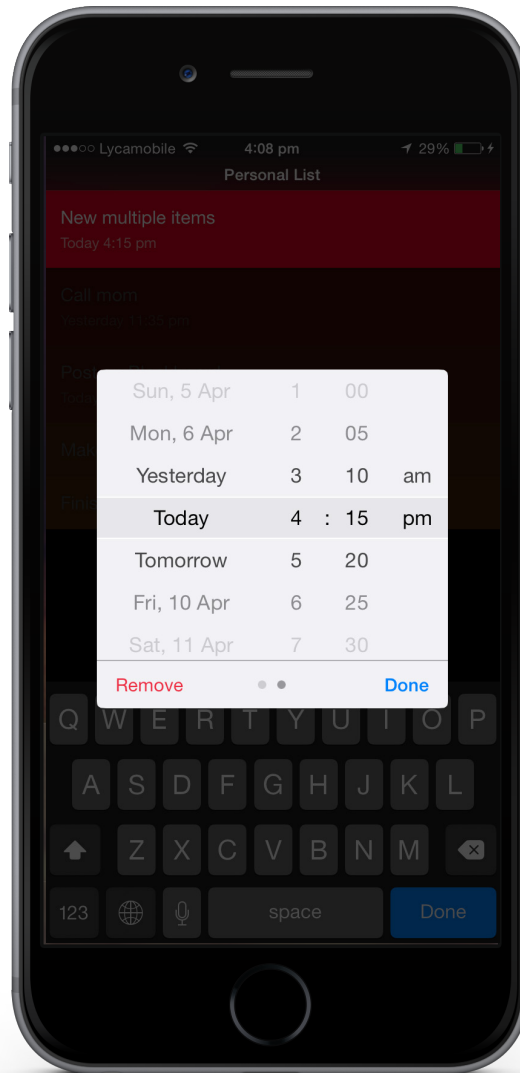
Notice that when a task folder is empty it gives an inspiration quote in the background with a icon which is being used as a helper icon here.



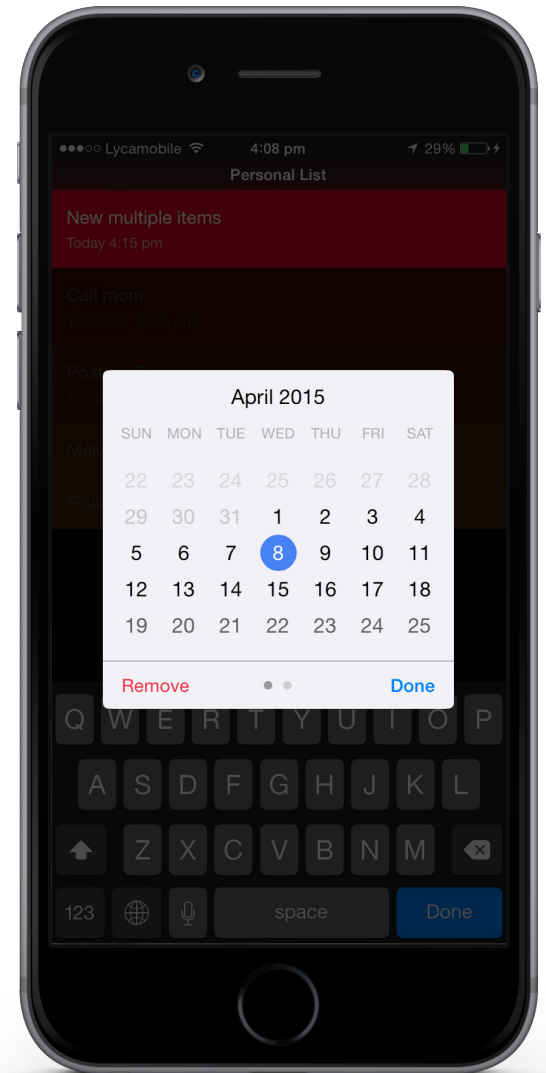
You also have the option to create each list at a time or create multiple ones at without having the keyboard to disappear.



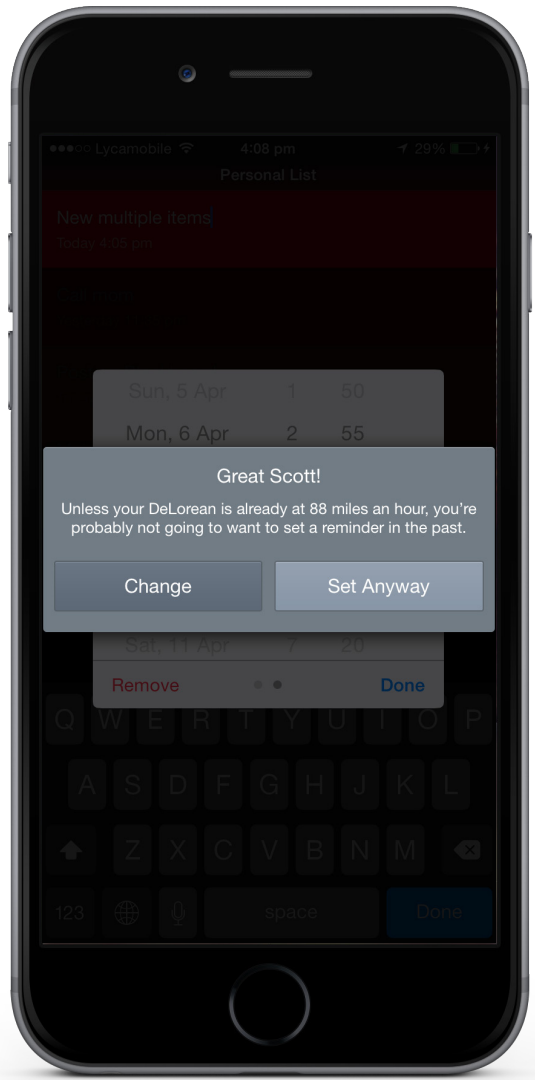
Pull the list down after you edit a task to add multiple list items.



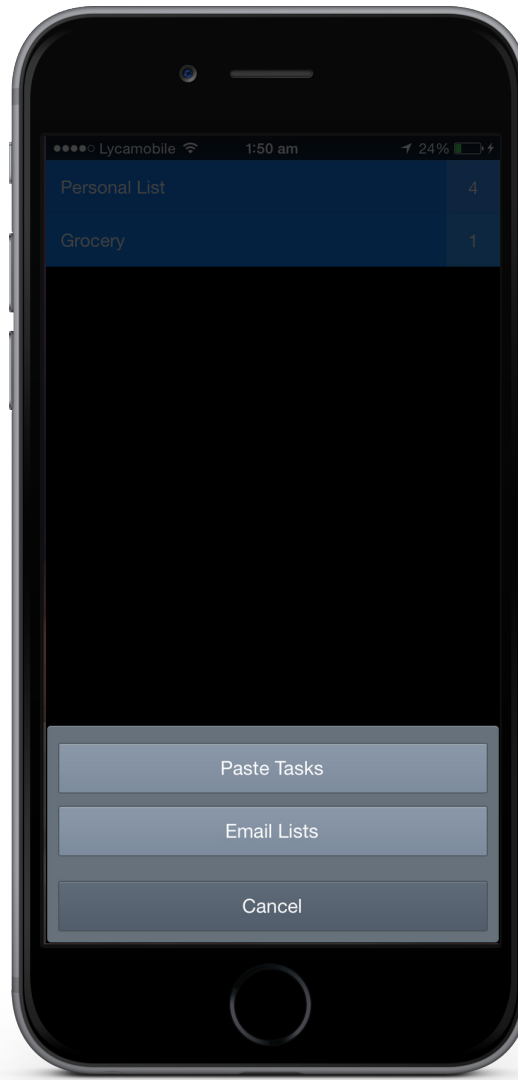
The default view for adding a reminder is the time screen which is no. 2 on the pagination.



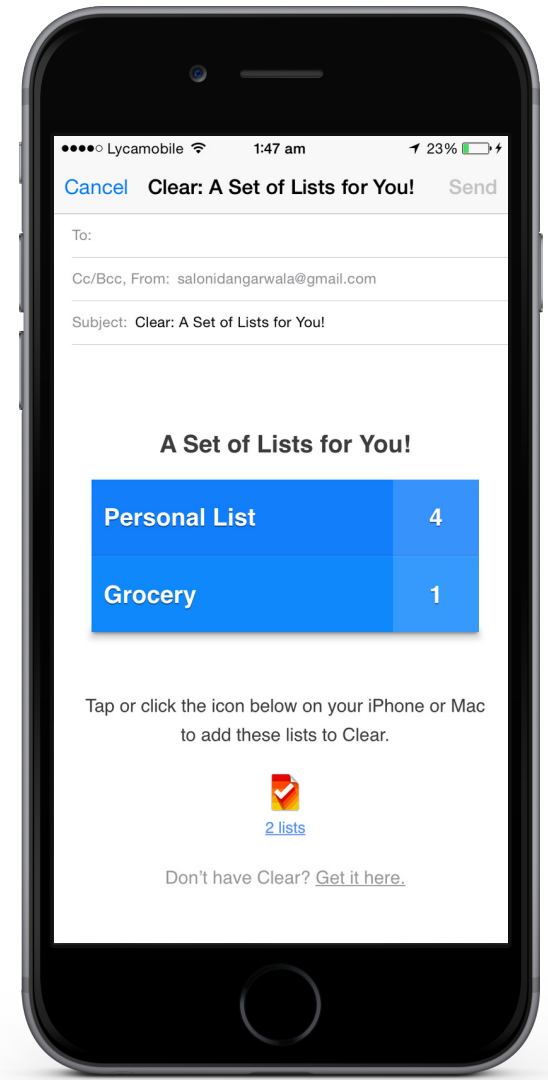
You can then swipe to screen 1 which you know because of the highlight state of the pagination.



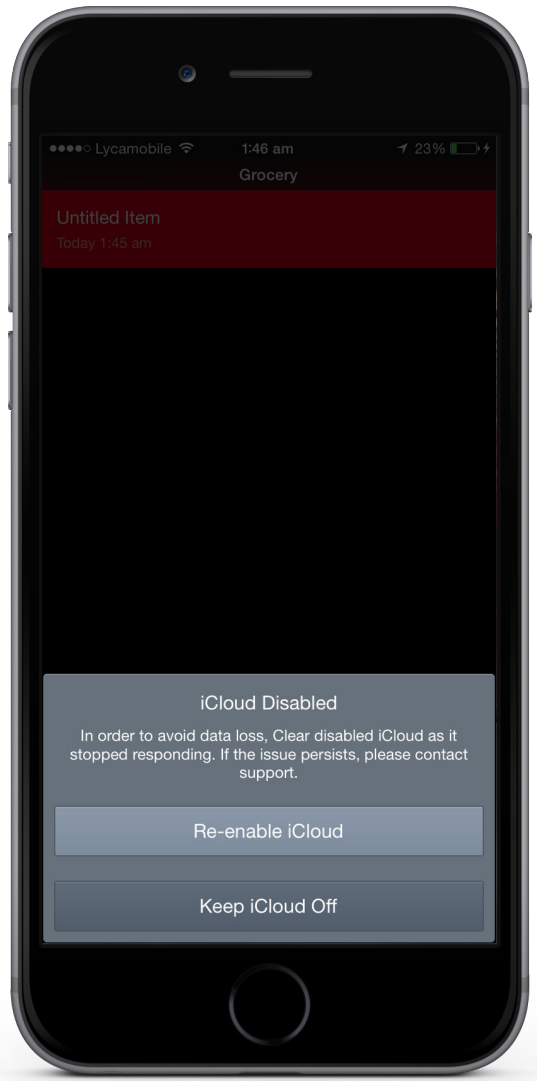
And if by error you set a task time for a period that has already past, it brings a pop-up which then suggests you to change or set the time.



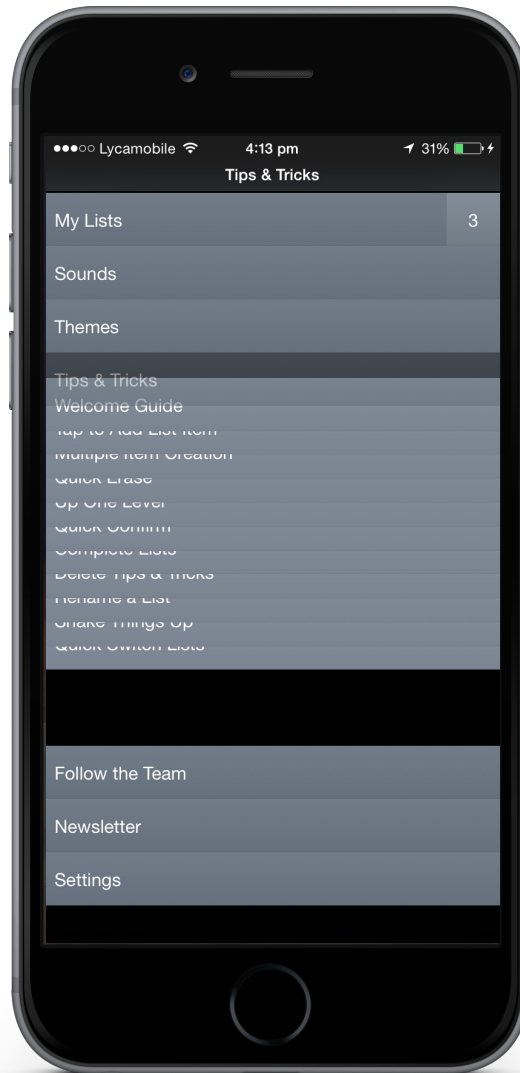
In case you need to email the grocery to your roommate or your family member that too is possible.



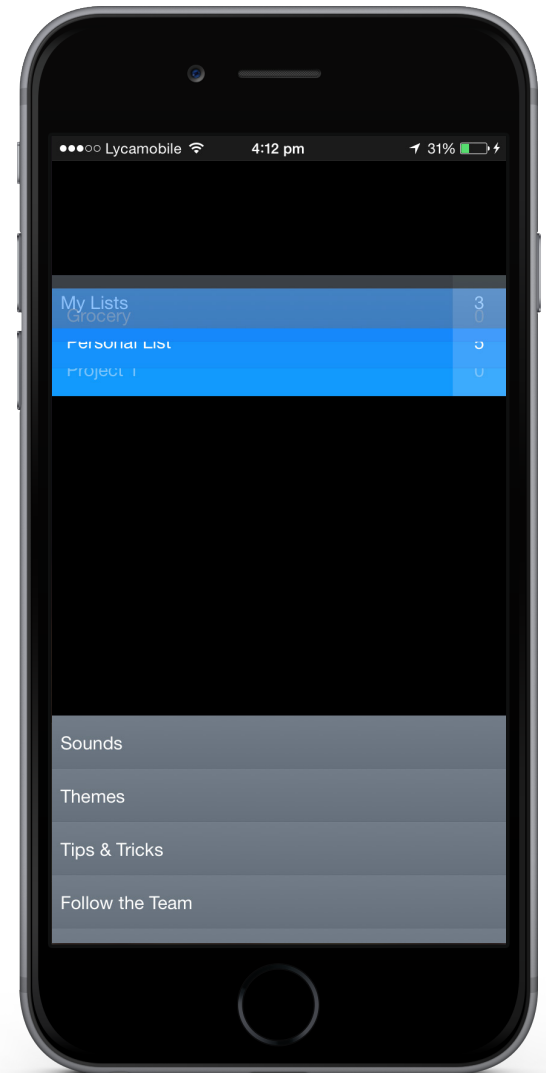
The application uses the email feature of the phone to then directly email the list. Which can then be added to your existing clear list.



The icloud sync is not as efficient as it should be but you have the freedom to turn it on or off.



Aside from the swiping gesture you can also pinch vertically and collapse to get the next level in hierarchy from the themes to the main menu



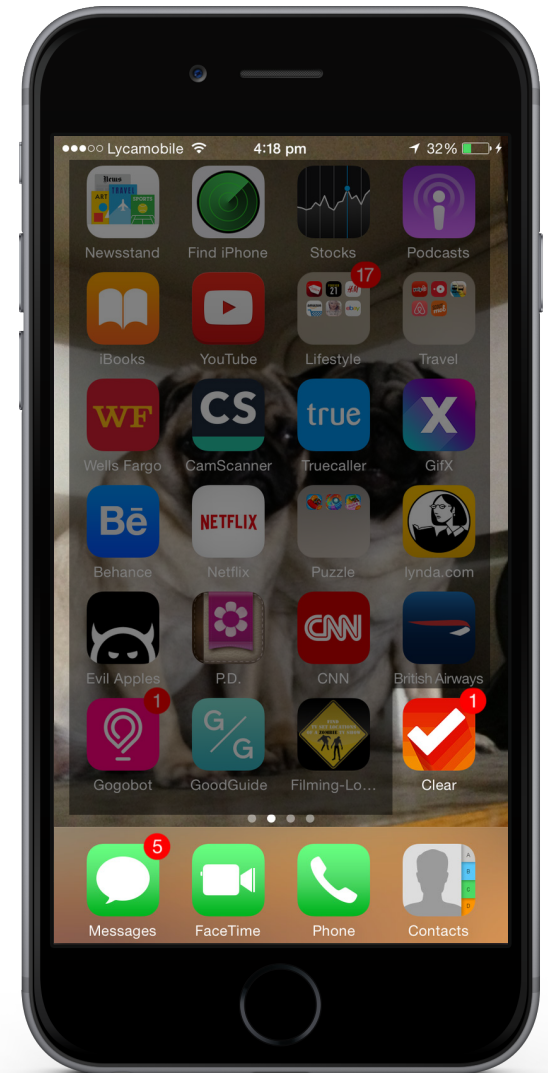
Similarly from the main menu to the task folders.



You granted permission for the application to send you notification badges and reminders/



It appears in you notifications along with other reminders



The badge icon to show notification.

## ICONS USED

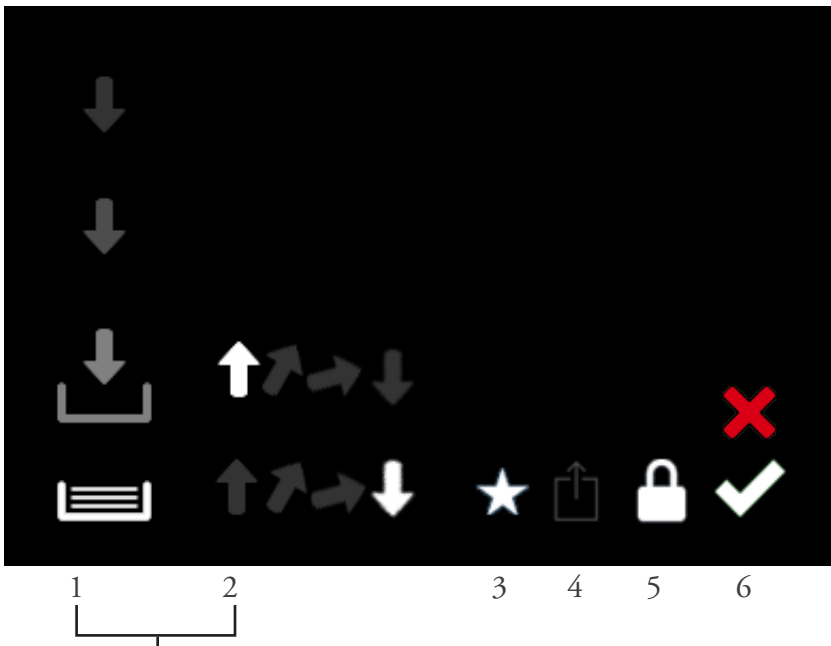
The use of icons is kept to the minimal since its a NUI most of the navigation is done through gestures.

1. The arrow animates and appears to be merging in to a empty drawer to form pile of papers (graphical representation of done.)

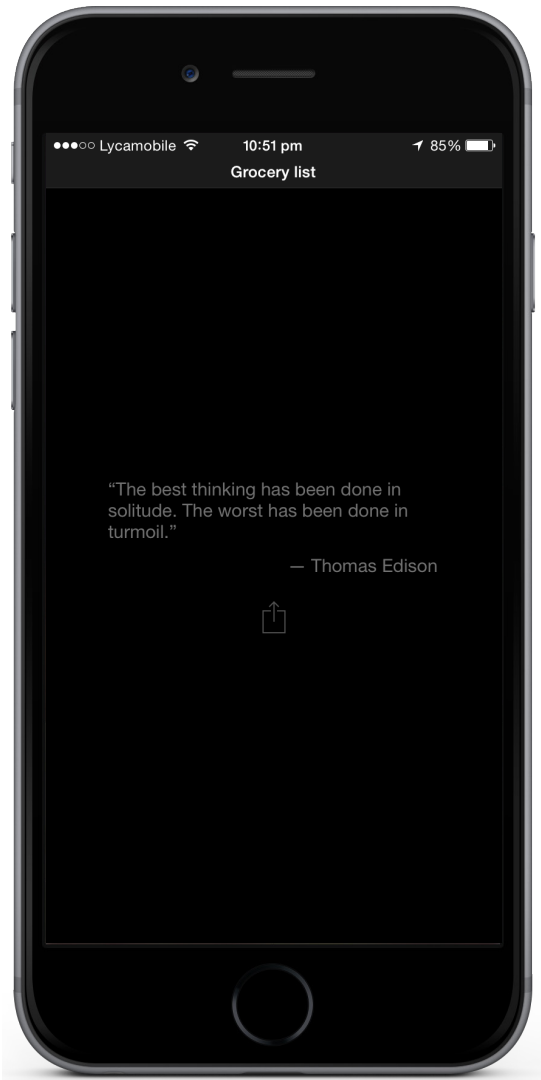
2. Animation occurs while you are switching between the layers of the screen. The arrow rotates to the direction of the screen that you are sliding to. These icons help in assisting you that you are going in the right direction. We feel secure with when we are provided with a sense of conformation.

4. There are events at which there are icons animate to assist the direction of your swipe

3,5,6 The star, lock and check mark icons are static icons used in the setting menu portraying a new unlocked item, a locked sound which can be purchased and the tick mark along is to turn on and off the settings. The check mark and the cancel icons are also use when deleting or completing a task.



The transitions for the icons used in the application.



Inspirational quotes when the task folder are empty. Inspired you to be more organized there by motivation your behavior.

# CONTENT

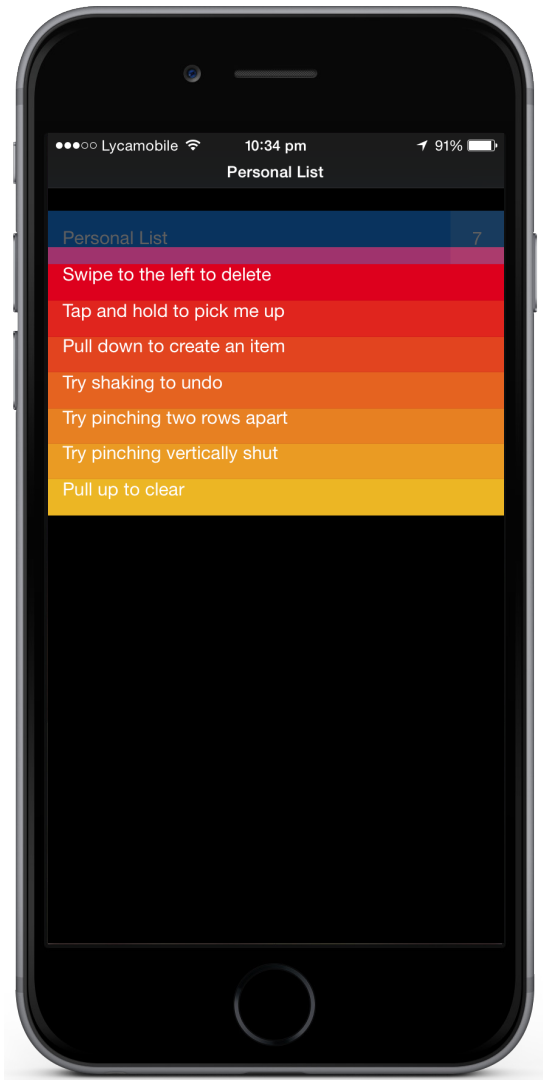
## Organization

The **content is user driven**. Clean app makes sure that you make your life clutter free by using this clutter free app. The content basically consists of the tasks which you make and every list of task has its own folder.

Other this that make this app so interesting is the **sound effects** that are **played when you perform various actions**. You can even buy sound packs which are available in sounds panel in the main menu. **Adding sound** adds a whole other dimension to this application and **gamifies it**.

When a task **folder is empty** it will show **inspiration quotes** in the **background of the task screen**.

The **icons are used** intuitively **to help you** with what to do next **in-case you get stuck**.



To collapse a task list and see all the folder you pinch vertically and collapse to get to the next level of hierarchy.

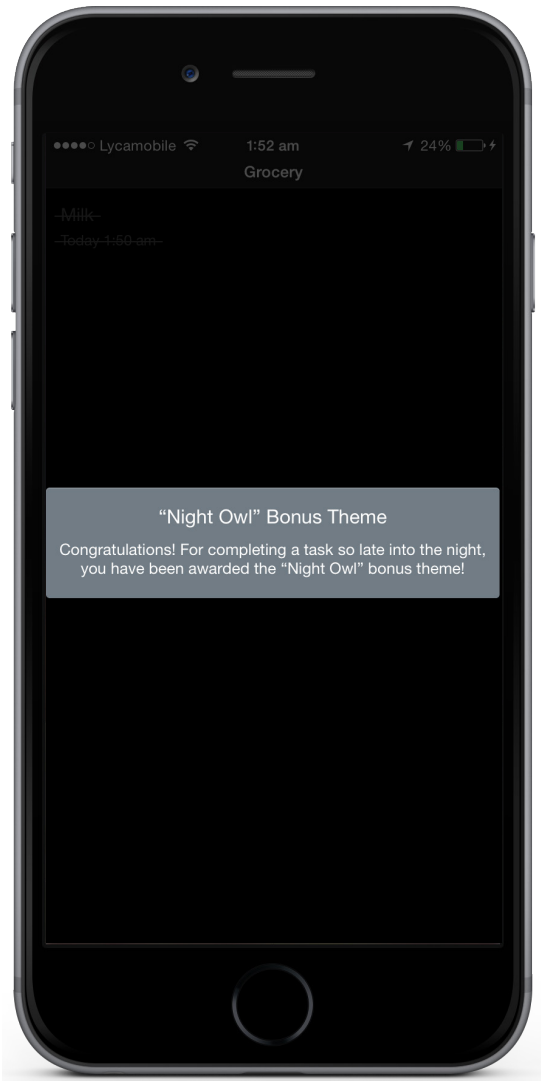
# CONTENT

## Visuals

The application color is based on the theme that is chosen from the available themes it forms a gradient of colors from dark to light which represent priority of work from most to least relatively.



For typography the application uses a sans-serif typeface the point sizes and the styling for which remains constant in the main body screen but the headers have smaller sized text and the text for each task folder in the header is bold. The type feel just appropriate in size.



On completion of tasks you get bonuses, hence it gamifies the process of getting work done.

## FEATURES

Simple **gesture-based design**, allowing you to focus.

Use **separate lists to organize** every aspect of your life.

**Sync your Clear to-dos via iCloud** and be productive everywhere.

Set reminders so you'll never forget important tasks.

**Personalize your Clear lists with themes** and make them your own view in the notification Center.

**Email the list to somebody** if that's what needs to be done.

**Gamifies the process of being organized** and getting things done by providing small incentives.



The interface of this whole application is gesture based and this helps add a playful side to something often considered overwhelming.

# UI / UX VISUALS

## Main Interface

This application uses NUI (Natural User Interface) which is the use of gestures to go about in the application instead of standard navigation list or icon tray.

The use of gestures makes people more captivated in what they are doing there by getting their undivided attention in most cases. When using gestures the user is more aware of what they are doing.

The application has 3 layers and to navigate to each layer you need swipe up or down depending where you are to get to the next screen.

Swiping left delete a task for you and swiping right will mark the task as completed. On completing the task you need to refresh the list by pulling the screen up.

If you delete an item by mistake all you have to do is shake the phone to get it back and it will give you options to undo, email or past a task. All these commands are pretty important because I could email a grocery list to my mother or duplicate a list or get back the item I deleted by mistake.



## IMPROVEMENTS

If i were to make changes to this application I would suggest **automatically setting the tasks by time, instead of manually doing it.** The **undo option** took a little more exploration into the application for me to discover it would be **less frustrating if it was readily available.**

Adding an option to **sync the shared list with friend with live updates** would be beneficial. Even though using the gesture is fun sometimes there are **unintended behaviors like pulling down to add a new list and pulling down to go a level up often it creates a new list instead of the change in the level of the layers.**

Lastly, to take advantage the feature of the phone it would be awesome if could use **camera to scan the product I need to add to my grocery list** and then **detect my location** when I am on the go to **notify me that I am near the grocery store** and that I need to buy groceries. ( In this case it would probably have to integrate with another application like foursquare or yelp)