

The Main Feedback I received from my users was to make it look more like a actual messaging app that is why mainly in the Creating Campaign Area it follows a very similar layout to how a messaging app might do. It starts out with your contacts or groups then go's to message and has the send or create campaign towards the bottom.

I was also told to change up my color scheme so it's much lighter than the original wire frame that you might have seen. It mainly just uses blue and white. Once again to mimic the appearance of an actual messaging app on the iPhone.