**Brandon Hobbs**

**CS-360**

**January 23, 2023**

**Week 4: UI Redesign**

The app I have chosen is called *Untappd*. *Untappd* allows people to catalogue and rate beers tried, find new beers and breweries, and share any of these experiences with friends and the larger community. While the app is quite functional, it tries and play up the community aspect of the app more than most people want or need.

I have tried to redesign the app to focus on a user who mostly rates beers they have recently tried or share that beer with a small, stable friend list. This user is not looking to locate new opportunities (breweries or stores) through the app. Nor are they looking to participate in the larger available community.

Because this user is mainly looking to rate beers they found on their own, the “search for a beer” tools are the most important. New experiences and community information become devalued. Managing or adding new friends is also of less importance.

To start the redesign the default app view was analyzed and annotated, see **Figure 1**.

Graphical user interface, application, Teams

Description automatically generated

**Figure 1: Default view of the as-designed *Untappd* app**

Figure 1 shows that the app designers clearly wanted the community aspect as the primary use case as most of the view is dedicated to interacting with it. In fact, finding your personal ratings is buried behind the Profile icon and two more clicks. Thus, if you want to see if you have tried a beer before you must go looking through hidden menus as there is no direct access from the primary view.

Also, there are two icons prominently displayed at the top of the app for adding friends and chatting with them. Typically, the top of the app is left for the most used actions.

Lastly, there are redundant buttons. The floating “+” allows you to rate a beer but so does the whole section in the “Discovery” section.

With our as-defined user in mind, this UI needs to be reorganized. Moreover, the redundant and unused buttons can be removed. Since most well-designed UIs follow an F-shape for Western users (an assumption) with the most important information in the upper left corner, this is the scheme imagined for the redesign. See Figure 2 for the redesign.

Diagram

Description automatically generated with medium confidence

**Figure 2: Redesigned UI for a different User Profile**

The redesign in Figure 2 adds a new “Past Experiences” UI element. This allows the user to retrieve past ratings without hunting through other menus. This element should also be placed above “Nearby Venues”.

The “personal nametag” is removed (or maybe hidden under the chat icon). The chat icon should also be moved to the bottom strip. Typically, the bottom strip is used for items used often as they are easier to select one handed. Plus, by moving the “Notifications” to the top it is harder to overlook.

The redundant “+” icon is removed, and all discovery is now through the dedicated section at the top. Plus, by moving the “Past Experiences” and the Discovery sections adjacent the top of the screen has one function (find and review beers), the middle another (ads), and the bottom another (community interaction) – which allows a user to navigate faster as they become accustomed to the layout.

By adding the one new UI element, removing a few, and rearranging the remaining I believe the UI would serve their population just as well as before, and also add a more streamlined presentation for the more casual user.