4-1 Assignment: Welcome Experience and Home Screen

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**Welcome Experience**

**Good mobile application - Radio head**

I like this mobile application for a number of different reason. First of all its simplicity on the welcome screen. Everything was easily accessible. The UI was certainly impressive. The developer made sure that the buttons were positioned correctly along with corresponding icons. The icons were created and positioned in such a way that makes it easy to use the application but pushes the mind to be curious. The app seems 100% functional and does not require any changes. If I were to use Pandora music streaming app as a benchmark, I think Radiohead can easily face off. I appreciate something so complex - made very simple.

**Design Pattern**

**Bad App -Scottrade**

So when in comes to poor app development, I think that Scottrade application was developed poorly. Its hard to differentiate between stock app and a bank statement. The icons and graphs are together and it is causing even more confusion. Everything seems mixed up. There are no tools that can tell what the icon does. My suggestion to the developer would be to simply view how other similar apps are designed and follow. For example, every trading app has a ticker - this one doesn’t. The opening/date and low/close should be above the graph. The graph should be a line graphs instead of a bar graph since this is rarely used when analyzing stocks and trades. There is nothing simple about this app; therefore, users will not use this poorly designed application.