

Apziva-Request for Startups Project

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I created 2 wireframes by using «Balsamiq Wireframes» that exhibit a possible interface of ACME's internal tool for the aim of monitoring potential investment ideas by closely understanding if there is a demand for a business problem, or a request stemming from a clear need.

By considering the success metrics and goals given in the project, I added filtering options and a quick link panel to enable users to search related tweets easier. I have also investigated the use of filtering and sorting functions of several websites such as "Trendyol.com", "Kariyer.net", and "Glassdoor.com" and searched UI ideas for filtering and sorting options as well as for quick links on sites such as Behance and Dribbble. Additionally, while creating wireframes I considered the Heuristic evaluation principles as well.

Descriptions of Icons of Quick Link Panel:

Homepage button that enables users to come back to the homepage

Starred button that enables users to reach starred tweets in a different page

History button that enables users to reach their previous visits to tweets

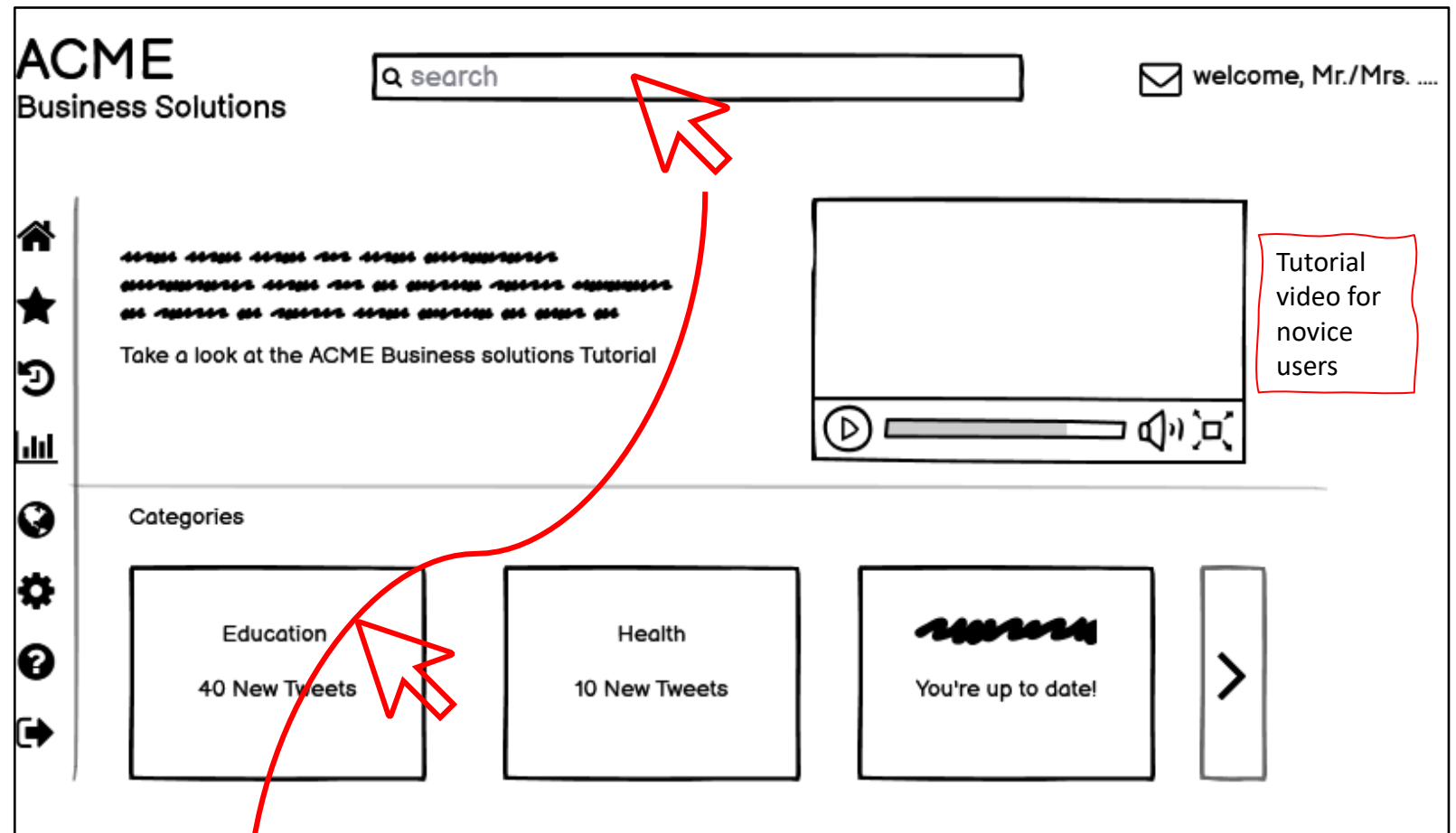
Statistics button that enables users to reach some statistical data about the tweets

World map button that exhibits the tweets all around in the world

Settings button that allows users to manage site settings such as language, etc.

Help button that enables guidance for novice users

Sign out button that enables users to sign out of the system



When users click the given categories or use search bar to search intended tweets, they are redirected to the second wireframe.

Wireframe of the Homepage



About 6700 results

Education X

Health X

this week X

most liked X

Filter by

Date

☐ today

☒ this week

☐ this month

From - To

☐ newest to oldest

of Likes

☒ most on top

☐ least on top

of Retweets

☐ most on top

☐ least on top

of Discussions

☐ most on top

☐ least on top

Category

☒ Education

☐ Health

☐

Starred

☐ Starred on top

☐ starred on bottom

Country

Select

.....
.....
.....



Author



of Retweets



Location



of Discussions



Date



of Likes

Category: Education



.....
.....
.....



Author



of Retweets



Location



of Discussions



Date



of Likes

Category: Health



Display of the tweets

Wireframe of the Category Clicked or Searched Page

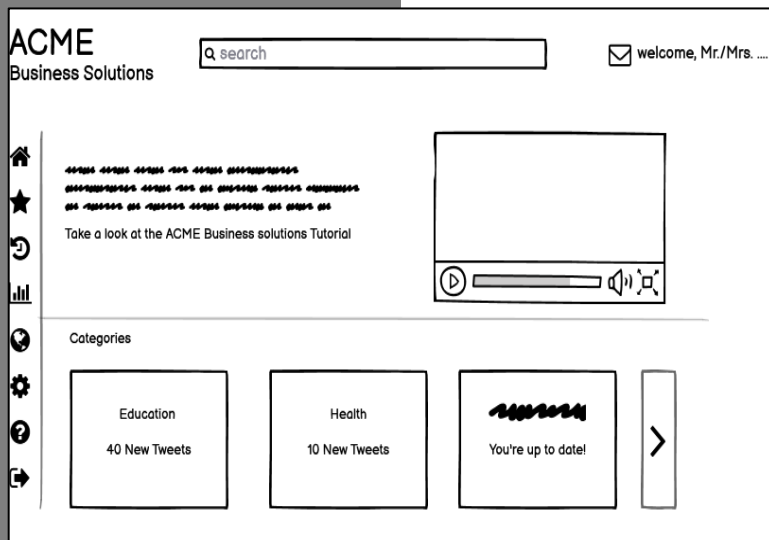
Pill buttons that inform users about selected filter options

Filter panel that allows users to filter out tweets according to required options

Star button:
Enable users to save tweets by starring them

Share button:
Enable users to share tweets with colleagues via company e-mails

Heuristic Analysis Considerations - Homepage



Heuristic Principle

How I addressed

Visibility of System Status

Display of the Categories shows how many new tweets are there, right arrow icon that signifies there are more categories

Match between system and real world

Use of icons that are similar to real world object in the quick link panel, use of category names like folders

User control and freedom

Ease of movement between pages via quick link panel

Consistency and standards

Always visible quick link panel and search bar across pages

Error prevention

Location of the UI elements (i.e. Logo at the top-left)

Recognition rather than recall

Saved (starred) tweets page, history page, tutorial video

Flexibility and efficiency of use

Use of quick link panel

Aesthetic and minimalist design

Simple, easy to understand and not cluttered design

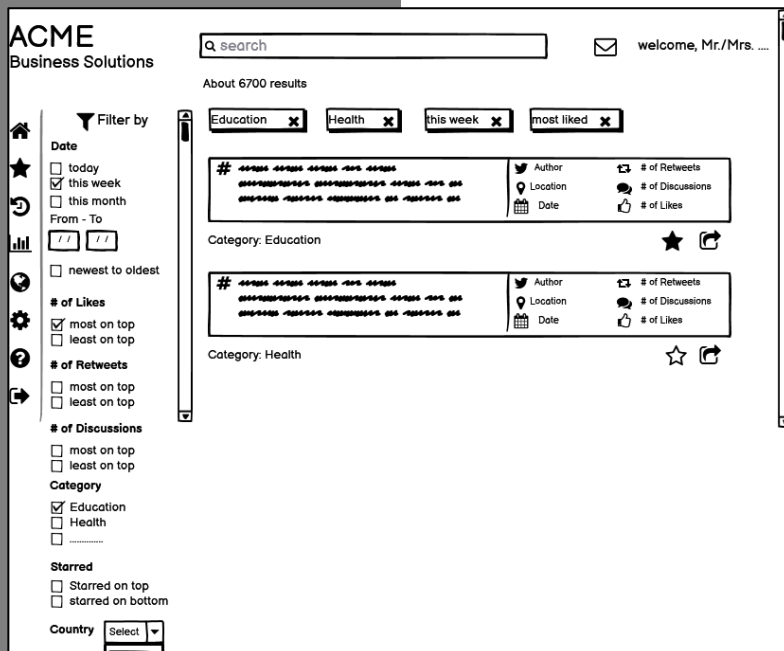
Help users with errors

Use of help icon in quick link panel

Help and documentation

Use of tutorial video and the help icon in the quick link panel

Heuristic Analysis Considerations - Category Clicked or Searched Page



Heuristic Principle

How I addressed

Visibility of System Status

Use of several icons and checkboxes to signify clickable or removable actions for filtering, display of search results by number

Match between system and real world

Display of the tweets similar to real world information cards

User control and freedom

Use of pill buttons enable users to easily remove the filters, use of star and share icons enable users to easily save and share tweets

Consistency and standards

Always visible quick link panel and search bar across pages

Error prevention

Enable users to quickly undo changes such as choosing-removing star of a tweet and a filter option

Recognition rather than recall

Use of pill buttons eliminates the recall of filtering choices, starred tweets , visible filter panel

Flexibility and efficiency of use

Wide filtering options such as filterig the date by selecting a time interval or sorting the newest to oldest

Aesthetic and minimalist design

Simple, easy to understand and not cluttered design

Help users with errors

Use of checkbox options to enable users to undo their errors

Help and documentation

Use of help icon in the quick link panel