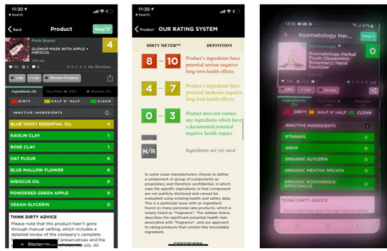# THINK DIRTY

Helps users to find eco-friendly cosmetics and beauty products,
learn about potentially toxic ingredients in personal care and makeup products
so that users can compare as they shop.

Notable Observations

Product Info

Very comprehensive info on the breakdown of beauty product ingredients using collapsible tabs. Inside each tab consist of the different commonly used naming conventions for the same ingredient, the usage, the health imapcts and further deeper explanations on the ingredient. The app color-code and rates the ingredients according to their "Dirty Meter" - their rating system on how clean the ingredients are. iOS and Android are mostly the same. But I think the emoji percentage beside the star rating isn't consistent. The emoji is omitted in Android. While on iOS, when there are reviews, the emoji is displayed. However, when there are no reviews, that area is replaced with text "No Reviews".
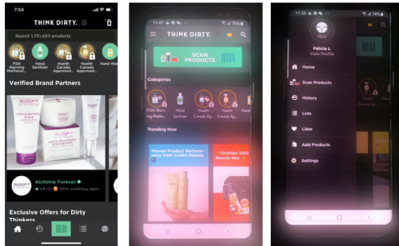
Home Page

Both iOS and Android mostly have the same navigational functions but placed differently on different locations of the app. Both uses horizontal carousel (top round thumbnails and content cards in the center) for the different categories. Some of the top round thumbnails (more exclusive category, like vegan-related products, are locked and only accessible if user subscribed to a premium). One notable difference would be how iOS has more categorized cards as users scroll downwards (e.g "Verified Brand Partners", "Black-Owned Clean Beauty" etc.) while Android only has one called "Trending Now".
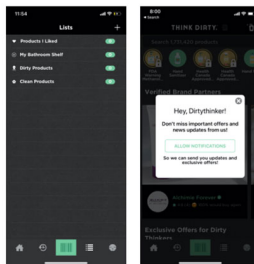

App Personality

I really like the the tone used (inline with their brand identity too!) in the various pages and notifications within the app. The words used are humorous, friendly, down-to-earth. "Lists" page is like a bookmark page of different folders. Users can keep track of the items they already own like in the "My Bathroom Shelf".


ECOSIA

This app in short is an eco-friendly search engine. It uses the profits (from ads) that it makes from user searches to plant trees. It works around the world, and publishes monthly financial reports for accountability. It openly commits that it doesn't sell user data to third-party advertisers or use third-party trackers.

Notable Observations
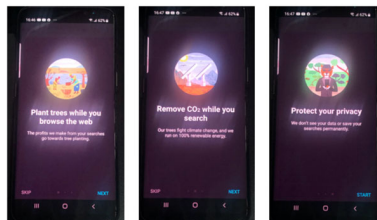
Onboarding

Only Android has 3 onboarding slides before the reaching the app's home page. While iOS doesn't have any onboarding. Initially, I found this difference unusual but later realized that it could be because Ecosia's Android version of the app is quite different - the info are not as extensively displayed on first look, as compared to the iOS version.
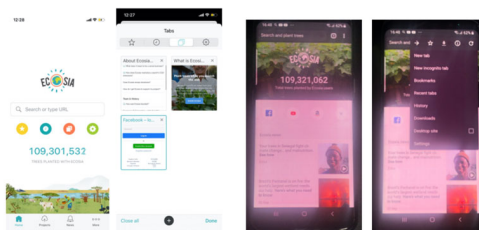
Navigation

Both versions (in their own style) have categorized structure, minimalist-looking but still provides concise information. iOS have some repeated navigation that leads to the same function - I would presume they want to keep important functions within user's reach always. I find the Android version has an even more quicker control for the users as it reduces the steps a user needs to take to reach certain information. Another unique difference would be how the Android version has quick shortcuts to a list of commonly visited websites as round thumbnails in a horizontal carousel navigation.For e.g, Facebook, Youtube, Amazone, Wikipedia (as seen in the screenshot above)