



Entropy Notes

First Thoughts

- It immediately reminds me of tinder
 - The flame logo and the rounded edges
- There are some lags when signing up that make it feel less professional or breakable, the words feel light like they do not have weight or substance.
- Some horizontal photos are displayed vertically, this looks really not great.
- I like how the top half of the bottom pictures are visible.
- Why is there such a big contrast between the E and Ntropy, can I help redo the logo? It looks mean.
- Get rid of the line on top between the icons + photos
- why am I seeing these people's photos? What is the algorithm for selecting photos to show?
- Is most recent photo always biggest? What if this is something people can control?

Scrolling

- Right now when you scroll it feels like it hits the top and then bounces and it is really irritating, this should not happen!!!
- I don't like how the scrolling stops so harshly.
- the bounce when scrolling within someone's profile is very sweet 😊



What if you could scroll to the side of a photo to see what other photos someone posted in addition to clicking on the profile? Like a photo reel?

Iconography

- Font consistency
- There should be a more intuitive way to download photos
- What is the difference between sharing and posting?
 - What are the chats? how do you get in a chat? it's confusing what happens when you try to share without being in a chat. Also, what happens if you want to upload a picture? right now I do not see a way to do that. if that is the point of the app I sort of understand, but I am confused by why you cannot save a photo to camera roll too. Also this means that people cannot take any time to really curate this. it seems to me right now like a combination of instagram and snapchat, which is interesting, but how do you make it so that people want to take photos with your app exclusively?
- The calendar icon makes it look like you should click on the date.
- The icons are too big compared to the picture
- rounded corners look bad
- some buttons should be bigger so that clicking on them feels easier or better. They do not necessarily need borders
- the flame? tinder?

Right now it kind of gives me a headache. All of the icon sizing and proportions make it seem like looking through a window.

Coffee shop interaction:













Color

Here are multiple ideas of color schemes. I like what you guys are doing with the layering, if you are partial to any of the schemes, I like the idea of layering them translucently like you have already. If you can include some sort of yellow we can make it feel like dripping honey or sunlight on things to highlight? Think about a prism for inspiration maybe.

- Maybe it could change with the seasons?
- Maybe it could change with the time of day?

I also think a continuous scroll of a color gradient would be great, like the feeling where you can try to reach a lighter or darker color by scrolling, but can't.

Please ditch the white: Color Scheme Ideas

 Name	 Tags
 <u>Renaissance</u>	
 <u>Earthy</u>	
 <u>Sunny</u>	
 <u>Tans</u>	
 <u>Actually a beach</u>	
 <u>Middle Eastern City</u>	
 <u>Rasberries</u>	
 <u>Rust</u>	
 <u>Cherry sky!</u>	
 <u>Layering Ideas</u>	

