Sean Toon

CS-360 Mobile Architect & Programming

10/27/2023

Users and Solutions

The Safari app is a simple app that is used to browse the internet. The features of the app make browsing the internet more user friendly. Safari is strictly an iOS application, meaning that its design features are like other basic iOS applications and is usually the default web browsing app on iOS devices. The UI button used for the Safari app is a plain white square with rounded edges with a blue, white, and red compass positioned directly in the middle of the button. I think that the compass was chosen as the design because a compass is a navigation tool just like Safari is a navigation tool for the internet. Inside of the app, the design features are simple and sleek. There is a search bar, two single lined arrows for the previous and next page buttons, a square with an arrow to share a webpage link, a book button to access favorites, bookmarks, history and a reading list and a set of two overlapping squares button to display all open webpages, a plus sign to open a new web page and access to tab groups.

The app supports anybody who wants to search the internet, which means that the audience is large. Users that use the app want to find a piece of information or webpage on the internet that satisfies whatever need or purpose they desire, which can be a huge variety of purposes and desires. The app supports the users’ goals by making the search easy and convenient. For example, If a user wants to search for a website, all they have to do is search for the website by using the exact webpage link or they can even just search a variety of key words to find all sorts of related webpages. Another example is that a lot of the time, users need to open or view multiple webpages at the same time for different purposes and the Safari app allows them to do so. If there is a page that a user would like to revisit or go back to because of a navigation mistake the app allows them to do so by browsing through browser history and with a simple forward and backward button.

There are many specific features within the app that are tailored to meet the user’s needs. For example, as said before, all the buttons in the app are simple and easy to read. The creators of the app did a very good job of minimizing the amount of UI buttons to the most essential and powerful buttons needed for optimal browsing. The simple buttons are ideal for a phone app especially because there is not much room on a phone or tablet screen. The size and simplicity of the buttons leaves more room to view the browsing content. Also, when a user is scrolling down through the options of webpages, the buttons and search bar disappear so that there is again, more room on the screen for browsing content. Another important feature that should be mentioned is the search for suggestions within the search bar. When searching for a topic or webpage in the search bar a whole list of popular searches and predictive search words pop up allowing for quicker searching.

There is much user information that must have been gathered and needed to build an app that browses the internet. User information involving the most visited websites and most searched keywords could be very beneficial for developing internet browsing apps. The information could design the buttons for the app as well because they could be designed with the information about what a user uses a internet browsing app for. For example, if the information about what users search the most concludes that a lot of user searches involve structured researching needs. It may be smart to design buttons that make it easy to view multiple searched webpages at once, considering that structured researching usually requires many searches.