

Review Simyo App Android  
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Simyo is one of the largest low-budget mobile carrier in the Netherlands. The company aims on selling SIM only bundles, which are flexible and user-friendly.

Since the beginning, the company doesn't have any public offices and all contracts are sold and signed on line. Therefore, the only way to get information about your current bundle, was by logging in on their website. This personal page included all the desired information and satisfied the clients, up until a few years ago. In this age, in which web users demand quick access to all information, logging in on this website and seeing dozens of possible hyperlinks to click on, did not satisfy this demand. This problem was solved by developing a very clean app, that only includes the most relevant information, but doesn't miss a thing. They could've chosen to create a mobile website, but this would have been slower and requires the user to take more steps (opening web browser, clicking on "bookmarks", etc..).

When looking at the app, it is clear that the developers spent time, thinking about a balance between creating a functional app and designing it in a clean manner. To start with the color scheme; picking a simple scheme with soft colours (orange, white and light blue), provides peace to the eye and makes it clear for the user where to look for important information. Secondly, and most important in my opinion, is the app's subdivision. The most wanted information is "how much do I have left for this month?". The developers picked that up perfectly by letting the main screen hold this information. How much minutes/MBs do I have left, how much were there in the first place, and how many days do I need to survive with this (and all in one clear graph!). The other screens, accessible by swiping, hold information about billing costs and usage over the past months. All these tabs hold completely different information, but are formatted in the same fashion. This makes it very accessible for the user.

This app has clearly been developed with the sole purpose of informing Simyo customers about the state of their monthly bundle. This can concern companies or independent people in every age range, due to its low threshold. Elder people don't want hidden options, "hold for more information", or other functionalities that might be evident for more trained app users. The Simyo app combines simplicity with a modern design to please all customers, from experienced to newbie.

As stated, the target audience of this app are the Simyo clients. However, the subject here is 'credits'. With a few adaptations, this app could apply to all sorts of credits. How much did I travel with the public transport this month, compared to other months? How much credit do I have left on my card? Thinking on a smaller scale, they could start by selling their product to carriers that don't have a mobile application yet.

Question: It is clear that first impressions matter. However, is it possible to erase this impression from our memory, if all our other experiences are different to the first one?