Critical Review and Analysis of two Apps

# Introduction

This is a critical analysis of mobile application currently in use by user groups whom have access to them. The topic area being covered are “The User Experience”, “Functionality”, “Design” and “Ease of use”. These areas relate to both nutritional and fitness applications, which is the core aspect of the final year project I am working on. Both the UX and the technical approach are important to the overall review. The applications covered in question are Fitbit and mySugr. The exact specification of the application details can be found on the PlayStore for android.

# Fitbit

According to PlayStore app spec, Fitbit “is dedicated to helping people lead healthier, more active lives”. The main aspect of the application information input is through the logging the diet, water intake, exercise tracking and a weight goal. Through all these activities, Fitbit assists the user in monitoring the physical condition for overall improved health, which incorporates sleep, eat, exercise and repeat. Fitbit also monitors the heart rate through syncing with multiple devices designed to track such details.

The overall design is clean and smooth, which is arguable the easier function of the application. However, it is not easy to use. Some parts of the design interface do not seem to follow operational standards in attempt to be unique, such as clicking on the user profile picture to access the navigational tool. Another aspect is the logging of the data, which itself requires in-depth knowledge of the input such as calories, is the result of the required specifications of feature usage.

This would make the user experience moderate to a disappointment for the average user, as most would not have the knowledge at their depth. The application is catered to specialists or team for an athlete as the typical user.

# mySugr

An app “to manage your diabetes and HbA1c”. It was ranked “the top diabetes app by Healthline 3 times”. The functionality of the application are access to easy and personalised dashboard (including diets, meds, carb intake, meals, blood, glucose etc), clear blood sugar level graphs, estimate HbA1c, motivating challenges and feedback, medical analysis (daily, weekly and monthly), detailed reports for the doctor and secure data backup incorporates regulatory compliance, quality and safety.

The design of the application is simple yet smooth and intuitive. The graphical element grabs the user attention to return and keep using the application. The ease of use is at medium level. The complex area is the logging your diabetes, which require abundant knowledge of diabetes. Otherwise it is easy to use.

The overall user experience is pleasant. However, the UX is heavily dependent of the logging aspect, which itself is not user friendly. So, there is room for improvement.

# Overall Evaluation

The areas to be covered for overall evaluation are UX, functionality, design and ease of use. Regarding mobile applications in the nutritional fields the evaluation varies. The functionality requirements for the areas tackled, such as fitness or nutritional deficiencies, have been met for the user. This is a necessity for the application itself.

The design varies. In some applications, conventional standards are followed, which minimises learnability simultaneously with maximising usability. However, the learning curve are not low for someone who never used apps like it before, which may put off non-technical proficient users.

Ease of use, regarding the core aspect of the applications, are moderate to low. This is due to necessary in-depth knowledge of the area the app was designed for, such as logging key data, which is the heart of the application. The specific details needed are not something ordinary people would have at hand, which would hinder the overall user experience. All the other parts are either easily learnable or known beforehand.

The UX overall, because of the dependency of the logging of the data, is moderate and requires patience as specific measurements are needed for optimising of the app.

# Conclusion

The application functionality and design are universally catered towards specific user group. They do not expand the UX to generic users. As a result, the focus of the application for the project should be the UI design to allow for generic input rather then specific. This would improve the UX and ease of use combined with giving a feature to make the application stand out.