

Janel Merkel on Yik Yak

Needs to have:

1. A sense of humor
2. More obvious buttons that are easier to see
3. Other organizational tools besides “New” and “Hot”
4. A search function so you can search for keywords
5. An incentive to actually use the app for it’s intended service
6. A similar scrolling experience and simplistic design
7. Clear reasoning for color coordination/changing for some users
8. A fairly self-explanatory way of using the app
9. A clear focus where it isn’t trying to do too many things at once
10. Innovative ways of focusing on specific aspects of the app to continue to have a user base that isn’t getting bored with it