

Background Research

For my Project topic, I decided to research articles about user experience in popular apps, such as Yelp and Evernote. One UX trend that has been appearing in cross platform design is minimalism. Yelp has recently undergone a complete redesign for their website. Their first step was to undergo usability testing in order to make the best design decision for the company. Since Yelp doesn't have a problem gaining new users, their goals were geared towards user retention. Through usability tests, they were able to find one very important goal to their redesign. The homepage should focus more on the search bar. Four out of five participants went straight to the search bar to find a restaurant, with one user actually using the categories and feeling quickly overwhelmed. This information led the designers to create a landing page with a giant search bar in the center, above the fold, similar to Airbnb's site.

Another popular app that has people accomplishing a goal is Evernote. As I was interested in designing an app that helped UC Davis students get more organized, Evernote seemed most fitting for the subject. Evernote allows users to jot down their thoughts or ideas into a notebook. What one user found was that instead of creating several different notebooks for each thought, they should be creating tags within their notebooks. For example, a user will create a notebook called, "Collection," which will be the main notebook for everything. Within the collection notebook, there will be 4 sub notebooks, grouped to whatever you'd like, such as "Memories." Memories would hold all the user's photos, videos, and any other important recorded information. Instead of placing a note into a specific notebook, create a tag, and assigning that tag to a note, which allows for the user to search for the note faster. For example, instead of creating a new notebook called, "Skydiving," create a tag of that name and assign it to

all of your notes. Unlike notebooks, which are only grouped together into a stack, tags are nested into hierarchies according to whatever the user creates. The bigger picture is that people like to get access to what they created in the fastest, and simplest way possible. By creating a bunch of notebooks and sub notebooks, the interface becomes cluttered and overwhelming to look at it. Rather, the designers should think to center the design around the tag system, so users instead can search for what they wrote and tagged together.

References

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