Review on Mask – First place-based social messenger

The Good Part:

1. App Version: The app is currently on version 1.4.2, which is the 21st version after the app was released, which shows that the app has not been left abandoned, developer is continuously getting feedback from users, trying to incorporate new features that a modern app must have and working on delivering it.
2. Platforms: Universal app works on both android and iOS devices.
3. Price: App is free for users
4. Basic functionality: If the user check-in to New York(Place), they can view all the channels in New York, join the channels which are public or enter the key to join the private channels, chat anonymously and once they get to know group members of the channel, they can reveal their identity to the other user. And it works smoothly and is a unique way to find new connections. For example, a tourist might want to just join the place channel and make connections quickly. This app promotes collaboration, creativity, innovation and gave place-based messaging service to the users which they didn’t have before.
5. Audience: App is designed for above 17-year age group. It can be used to connect with friends and city-dwellers.
6. Simplicity and ease of use:
   1. Friends: Finding friends already on mask is very easy and helpful. Also sending invites is pretty straightforward.
   2. Location: Options to automatically check-in is a very helpful feature, the user would not have to keep browsing for place channels nearby.
   3. Messaging: Liking other user’s message and replying directly to users using @ is also a very good feature a messaging app must have.
   4. Media: Attaching photos from device or camera works well
7. Playfulness:
   1. Login: The carousel for selecting login route is pretty cool.
   2. Registration: Blinking add photo button.
   3. Tour: Instructions are well written and very helpful for new users.
   4. Profile: Mars and Venus sex symbols.
   5. Messaging: Giving a word description to the user, is a great first step towards getting to know someone when talking anonymously.
8. Visual Design: App has a night mode which is very much recommended for messaging apps. Aesthetic and minimalistic design. Catchy logo.
9. Error Prevention: Informative messages telling users when they’re trying to do something incorrect.
10. User Control & Freedom: Works for every page and action.
11. Help and documentation: Having a Mask Support chatroom is a very helpful feature.

The Could be improved Part:

1. Audience: App can be used for promoting business relationships: as a use case we used this app to communicate with professor on our class’s channel. The students used this app over other communication channel, because they got a great response time. In-order to use this app for business purposes, the users will need motivation.
2. Basic functionality: When user taps on their photo from the hamburger menu they see: email, phone, lives in. When the user selects any of the options they are asked to email themselves or call themselves.
3. Simplicity and ease of use:
   1. Registration page gives only 2 fields to enter at a time, which seemed little confusing because after entering the two fields, the review button was still disabled, as a user it didn’t fall into my mental model.
   2. The verification email link given in the email, took me to the browser and did nothing.
   3. Profile: The profile pictures can’t be cropped or adjusted.
4. Visual Design: If Day mode in the app is not available, remove the option altogether?
5. Accessibility: Font size doesn’t change when increasing the phone’s text size.