MOBILE APP
MOCK REDESIGN

SUBTLE USER INTERFACE DESIGN CHANGES

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YELP MOBILE APP MOCK REDESIGN
OVERVIEW

Yelp is a business directory that utilizes reviews from users to rate businesses. Their mobile app allows you to search for nearby businesses, sort your findings by a variety of filters, and monitor your friends' activity.

PROBLEM The Yelp mobile app contains a lot of redundant buttons and pages. At times the user interface is not intuitive, with confusion from how specific menus and pages can be accessed.
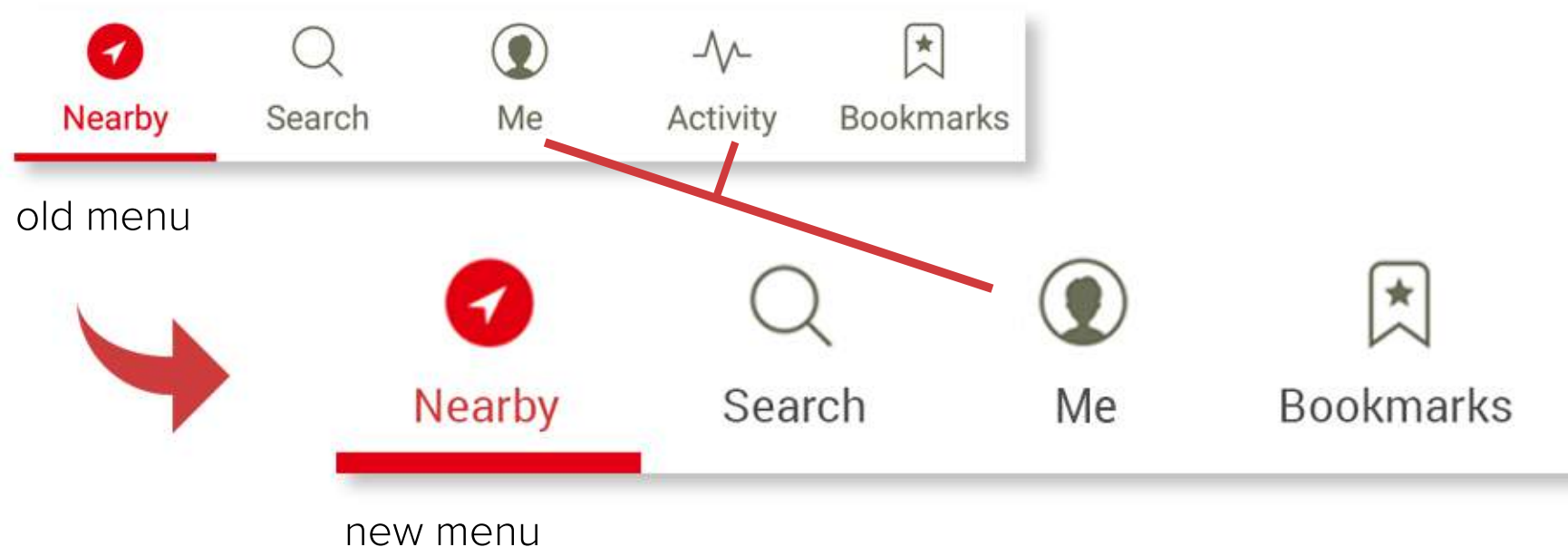
SOLUTION Subtle changes to the Yelp mobile app, maintaining Yelp's signature branding. Page flow redesigned, bottom menu condensed, side panel options compacted, redundant buttons and pages removed.

SCOPE Mobile app mock redesign
TIME 1 week
ROLE Lead designer

BOTTOM MENU

old menu

new menu

The "Me" and "Activity" pages are previously separated into two pages. Since the "Me" page contains only one tab and the contents within both pages overlap, they are joined together in the "Me" page with new tabs.
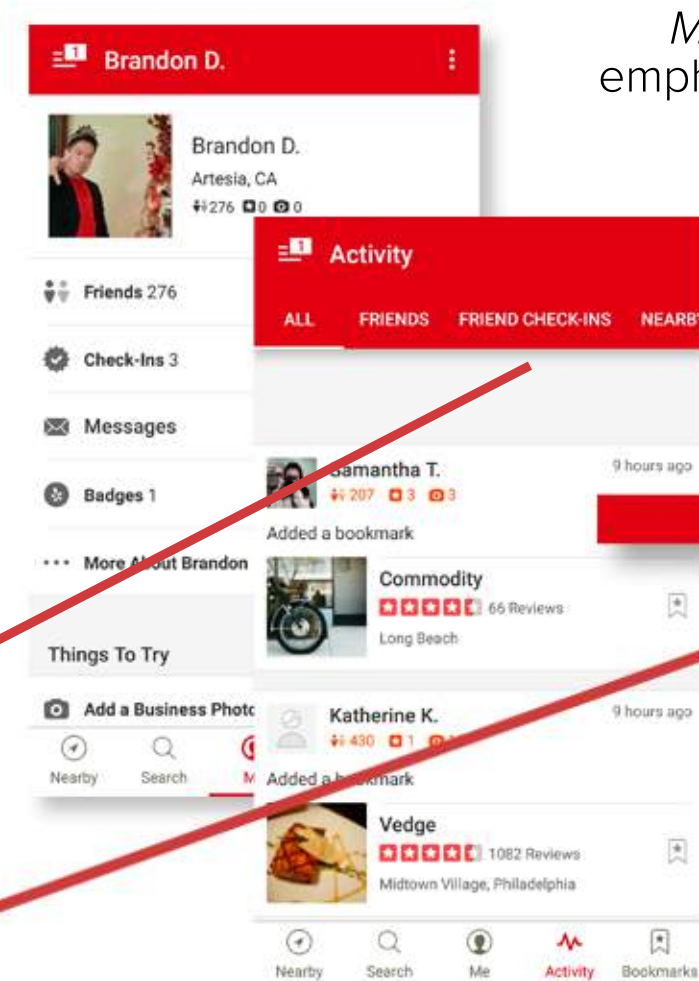

ME PAGE

The redesigned "Me" page is a combination of Yelp's previous "Me" and "Activity" page. The page is condensed into 4 subsections: *Me, Friends, Events, and The Local Yelp.*

Buttons are also relocated, with Badges floating to the right of personal information and Messages replacing the unneeded More Options icon in the top right.
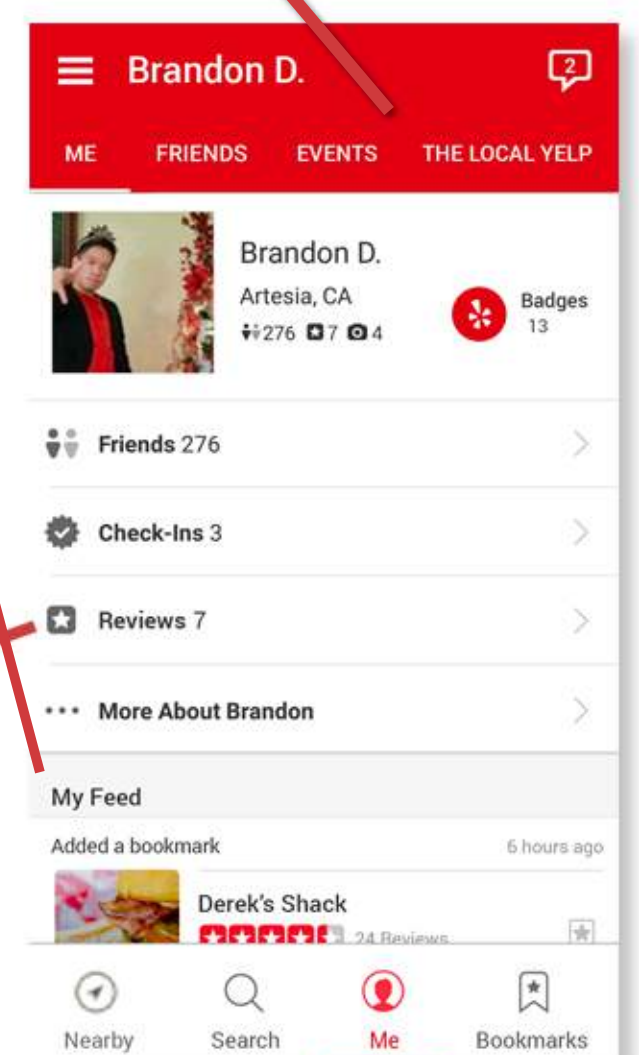
Friend Check-ins unnecessary subsection, *Nearby* already in bottom menu

Messages and *Badges* replaced with *Reviews*

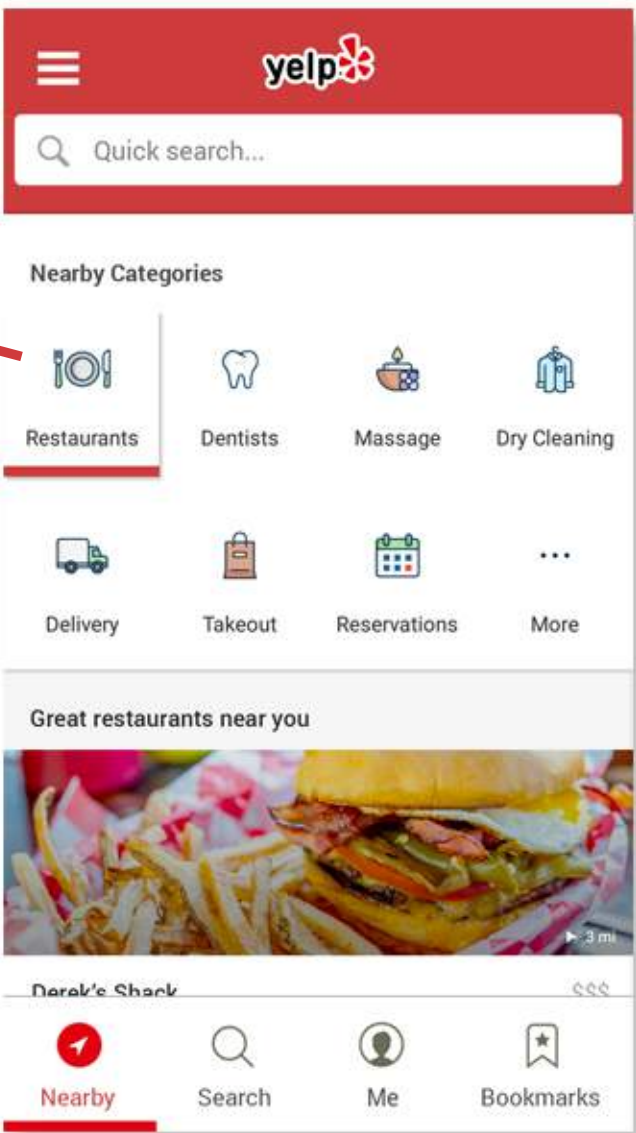New subsections

My Feed emphasized

NEARBY PAGE

The original "Nearby" page design was a welcoming home page with the sole purpose of redirecting to the less welcoming "Search" page.

The redesigned page allows users to select a category and scroll down to see nearby businesses within the respective category, making the top eight buttons more functional. By leaving the quick search bar at the top while adding functionality to the page, users can browse through nearby businesses while still having easy access to the search bar.

text changes depending on category

category selection more defined

scroll down functionality
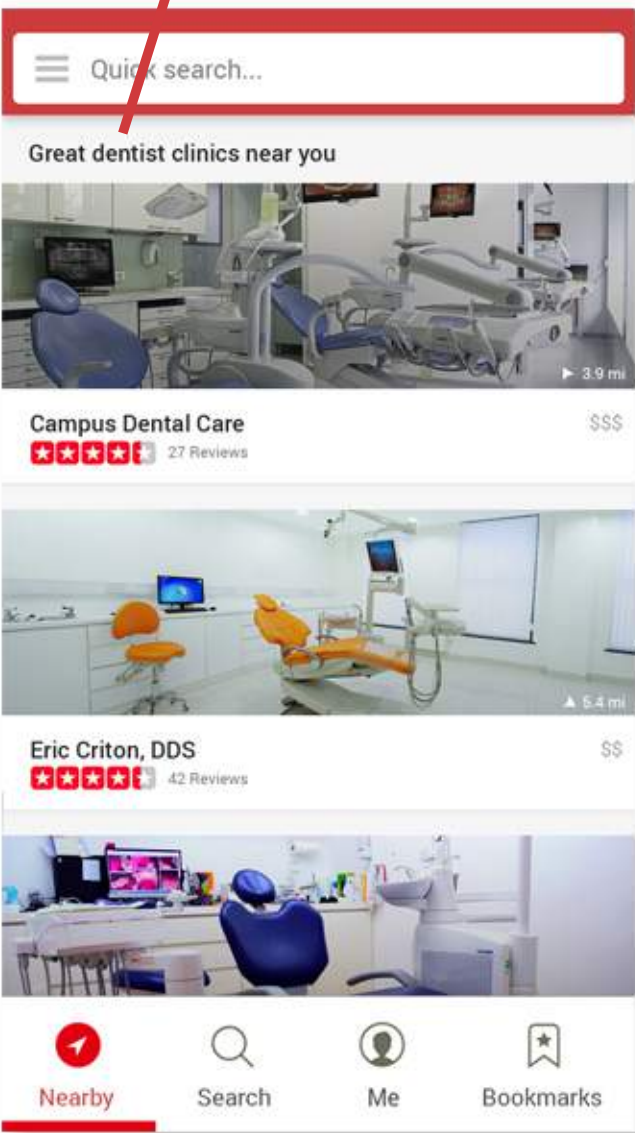
SEARCH MENU

filters separated into general and advanced

sort search results

The search bar is a simple tool that utilizes a variety of keywords. However, usage with sorting or filtering options can become unclear.

The search dropdown menu is restructured to make filtering and sorting search results more accessible. The Filters pop-up window is also redesigned with more frequently used filters on top, a separate tab for more specific filters, and colors to follow the Yelp color scheme.
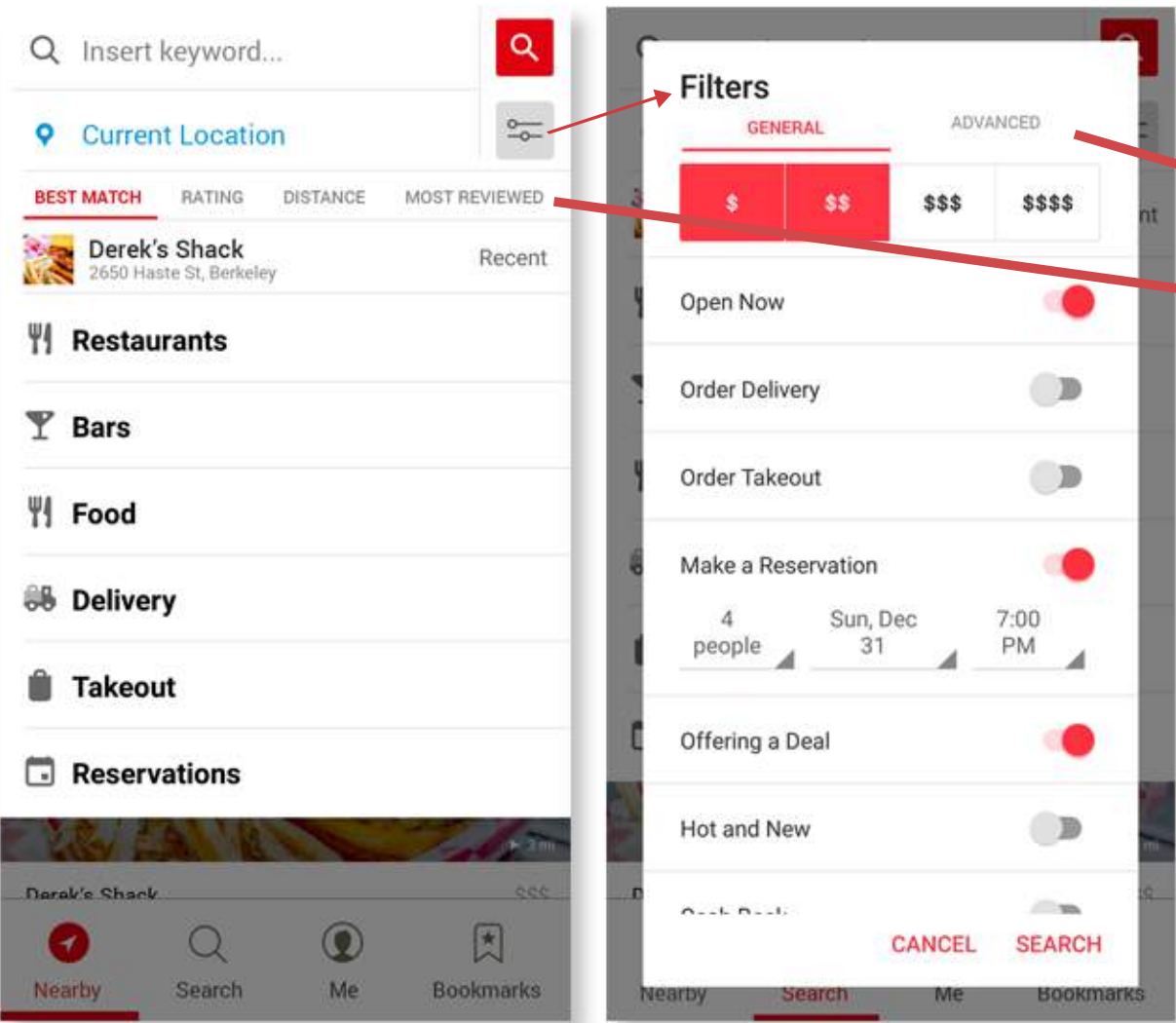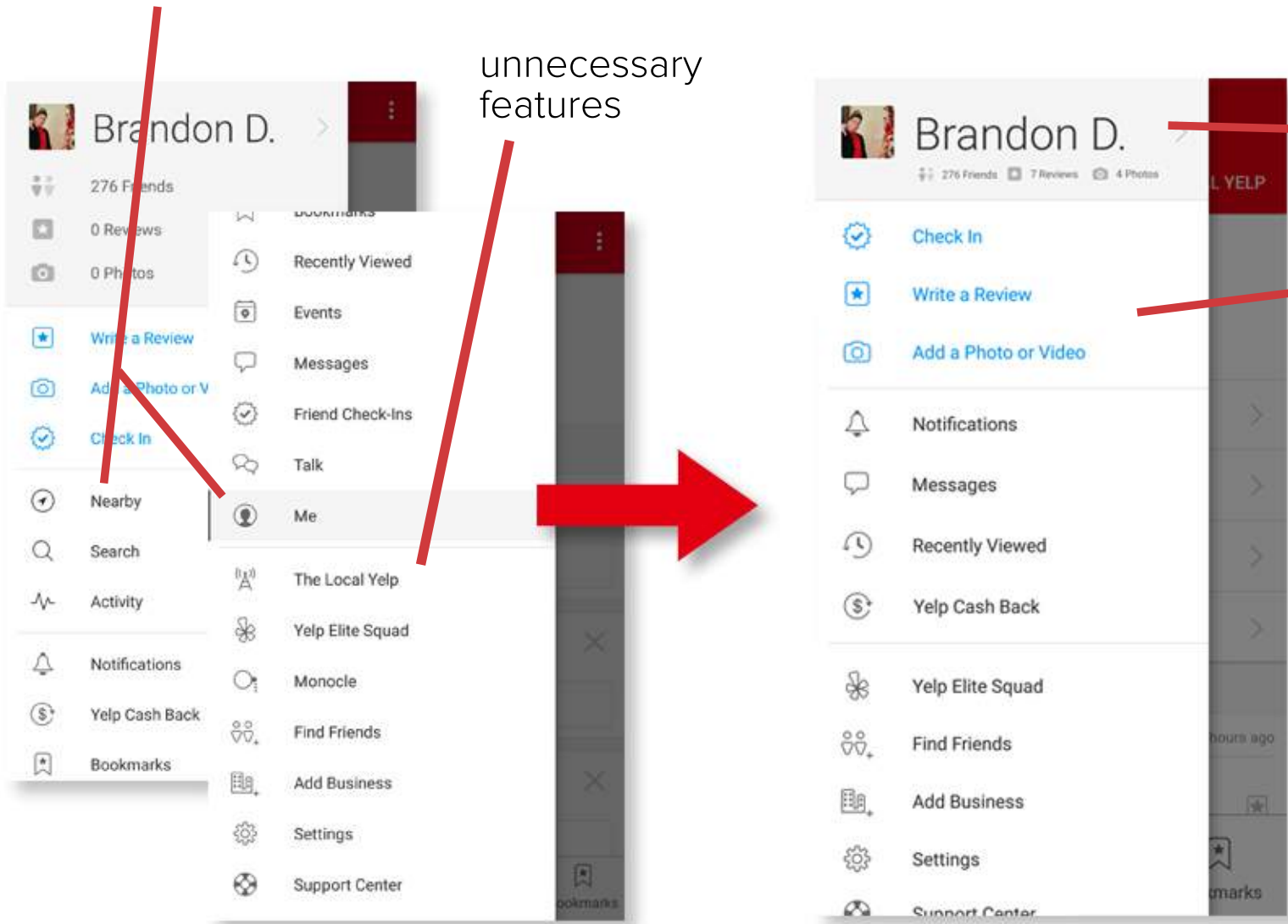
SIDE PANEL

already in bottom menu

unnecessary features

decreased size of profile panel

rearrange options

Yelp's current side panel contains a large number of unnecessary buttons. From pages that can already be easily accessed to features that are nonessential, Yelp's side panel can be easily decluttered by removing some of these options.

BOTTOM MENU

The current arrangement of the bottom menu has a "Me" button leading to a singlular "Me" page and an "Activity" page with four tabs: *All, Friends, Friend Check-Ins,* and *Nearby.*

ME PAGE LACKING

While there is nothing inherently wrong with the "Me" page layout, the functionality of the page is lackluster compared to the rest of the bottom menu pages. Most of them have important purposes or multiple tabs, while the "Me" page is a singular page meant to display your information, providing little reason to visit the "Me" page. That being said, it is important to keep the "Me" button in the bottom menu as it gives the user a better sense of personalization when using the app.
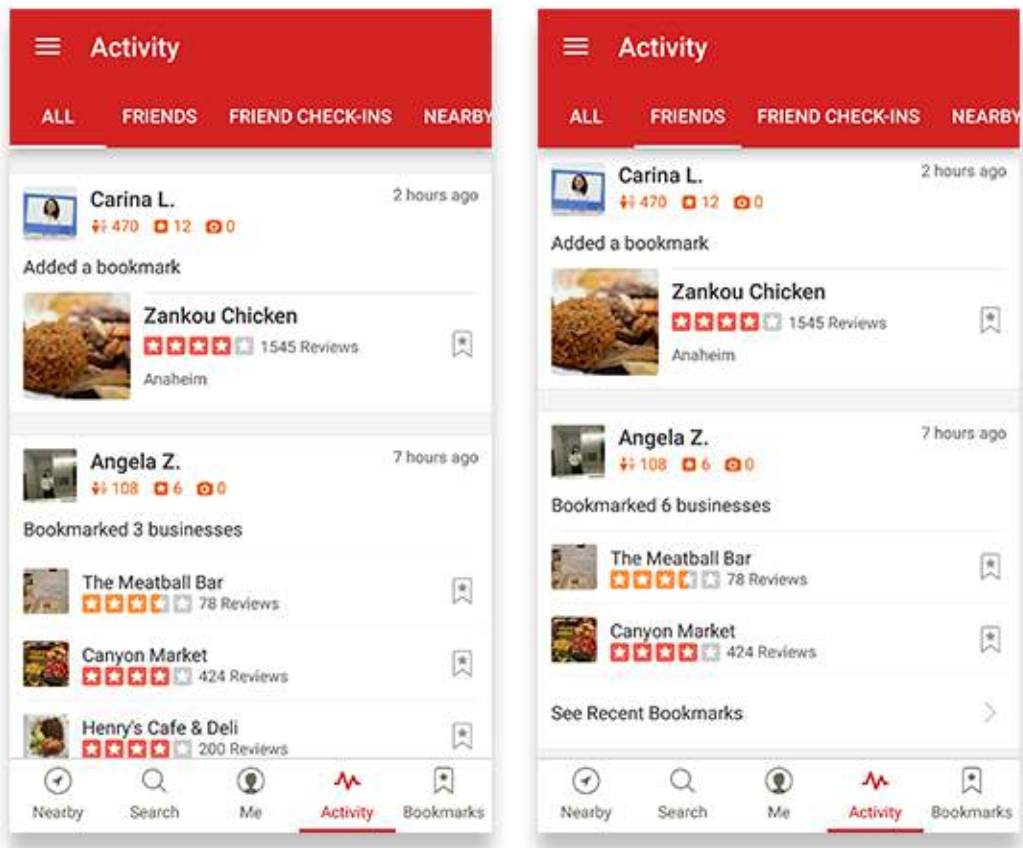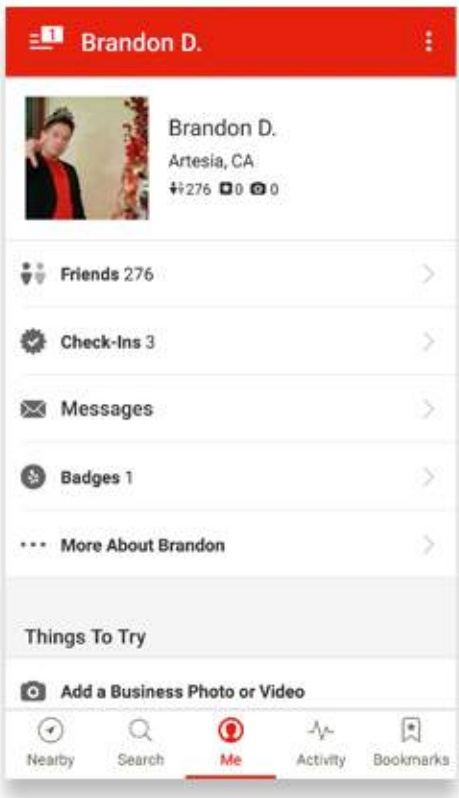

ACTIVITY PAGE INEFFICIENT

The concept behind the "Activity" page is sensible as it allows users to view their friends' activity and discover trending businesses; however, the information is displayed inefficiently. It is not necessary to separate *Friends* from *Friend Check-Ins.* The purpose of the *All* tab is unclear, as its content is very similar to the *Friends* tab. The *Nearby* tab, a feed of reviews made in the local area, is also ineffective. The feature is hard to access and often unreasonable to use, and the name of the feature can be confused with the "Nearby" page in the bottom menu.

OVERLAPS: *ME* AND *ACTIVITY*

There is a substantial amount of related content between the "Me" and "Activity" page. The "Me" page has a button for Friends, Check-ins, and Reviews. The "Activity" page has a feed for Check-ins and Reviews made by Friends. The Yelp app's "Me" also encourages users to leave reviews while the "Activity" page lists local trending businesses. Due to their overlaps in related content, the usefulness of the two pages increases significantly when their functionalities are used together.

SOLUTION

The proposed solution is to combine the "Me" and "Activity" pages into a new page. This new page was originally intended to be called "Community"; however, since we want to encourage the user to believe they play a bigger role in our community, this combined page will replace the old "Me" page.
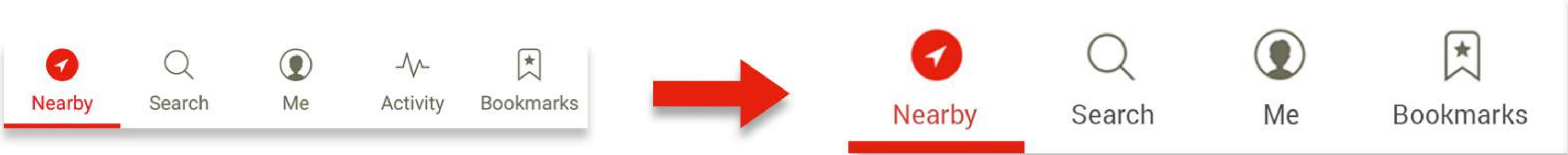
M E P A G E

The redesigned "Me" page, a combination of Yelp's previous "Me" and "Activity" page, is separated into four subsections: *Me, Friends, Events,* and *The Local Yelp.*

C H A N G E S   T O   *M E*

While Messages and Badges are essential features for Yelp's user profile, Reviews are more important due to Yelp's service as a user review-based business directory. A tab for Reviews replaces the Messages and Badges tabs. Badges is relocated to the right of the user's personal information. The More Options icon at the top right of the page has only one option included: Find Friends, a feature that can easily be integrated into the Friends tab or subsection. The icon is replaced with a new Messages icon.
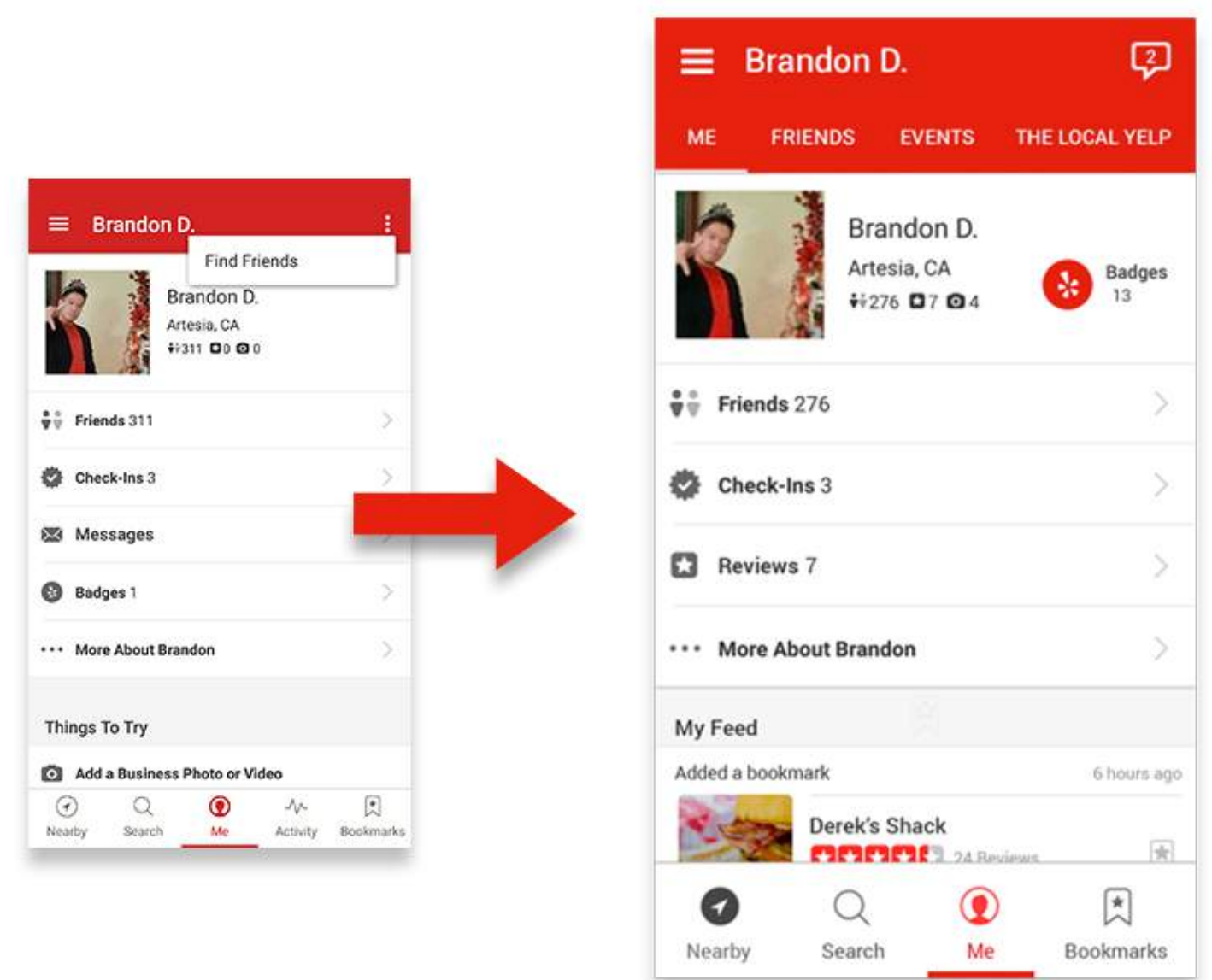
F R I E N D S   C O M B I N E D   W I T H   F R I E N D   C H E C K - I N S

The *Friends* and *Friend Check-ins* subsections are almost exactly the same, with the key differences being that *Friends* lists bookmarks and reviews while *Friend Check-ins* only lists check-ins and has a comment and like feature. These two subsections are condensed under *Friends* so all friend activity will be located in one section. The comment and like feature are also added to bookmarks.

E V E N T S   A N D   T H E   L O C A L   Y E L P

Me and *Friends* are subsections from the "Activity" page, while *Events* and *The Local Yelp* are subsections previously located in the side panel. These sections have been relocated to the "Me" page for better accessibility, which may encourage users to visit featured restaurants, participate in the events listed, and share content with their friends. Relocating these pages also helps with reducing the side panel clutter. The Share icon is added to the top right of the *Events* subsection.
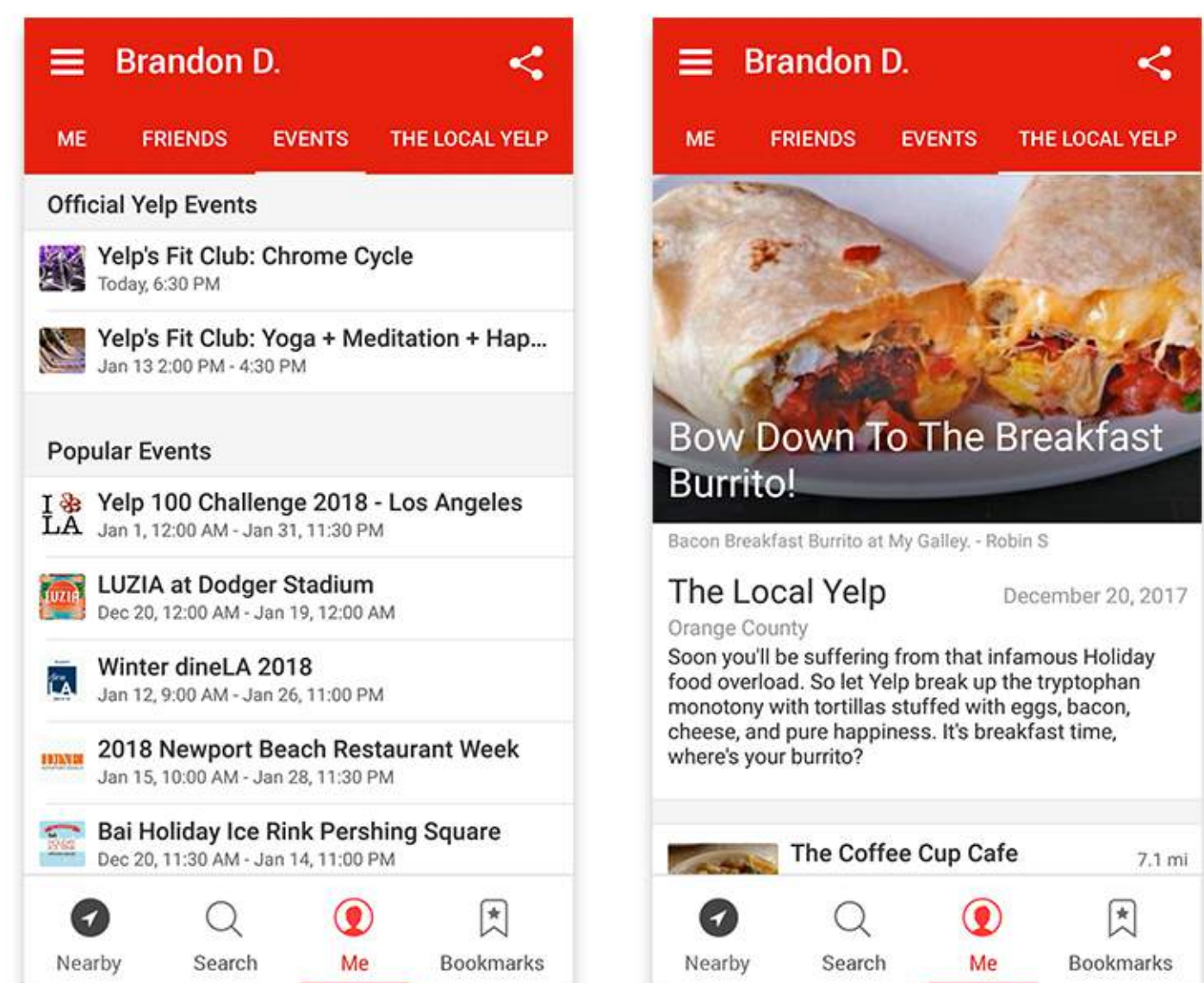
N E A R B Y *P A G E*
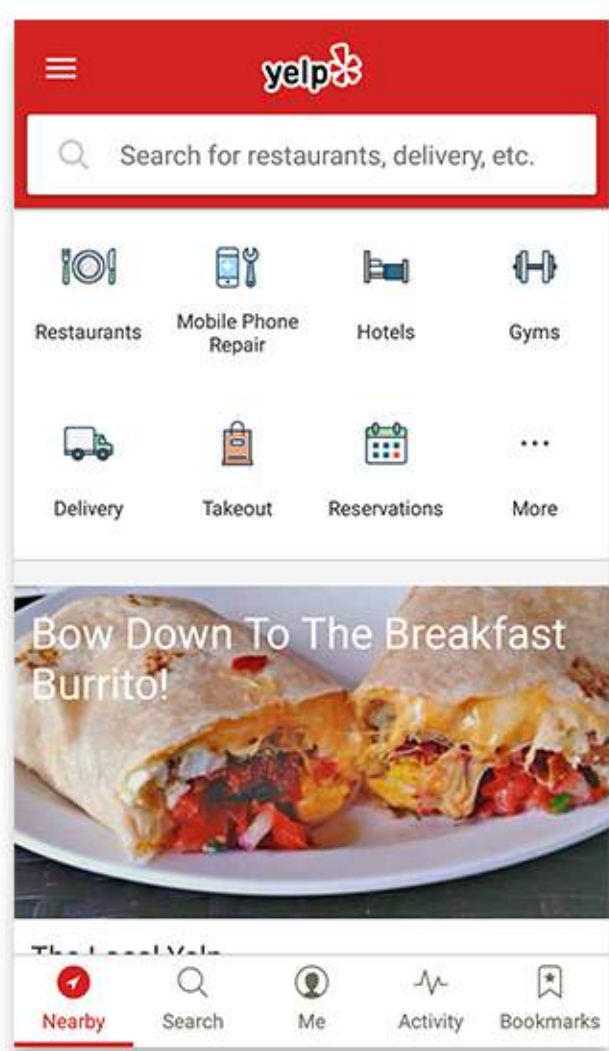
The current "Nearby" page seems more like a home page than a functional and useful feature. There is not much use for the page since users are able to sort by categories and distances by using the search bar.

S O L U T I O N 1 : R E M O V E *N E A R B Y*

One proposed solution is to remove the page altogether as it serves little purpose to the app overall. The "Nearby" page that appears when launching the app could be replaced with an initial welcome page that sends you to other parts of the app. However, removing the entire page could possibly make the interface confusing for users since they may be accustomed to having the nearby page appear.

S O L U T I O N 2 : R E D E S I G N *N E A R B Y*

Another solution is to add more functionality to the page such that "Neaby" does not simply redirect users to the "Search" page. The eight buttons at the top of "Nearby" can be used to dynamically change the content that appears when you scroll down the "Nearby" page. This content will compose of nearby businesses—with reviews, distance, and price points—corresponding to the category selected. To ensure that we do not take away from the accessibility of the "Search" page, the search bar stays at the top of the page, making it easy for users to either search for local businesses by category or quickly search for a specific business. This solution is more optimal since it keeps the "Neaby" page, which avoids the confusion of taking another page out of the bottom menu.
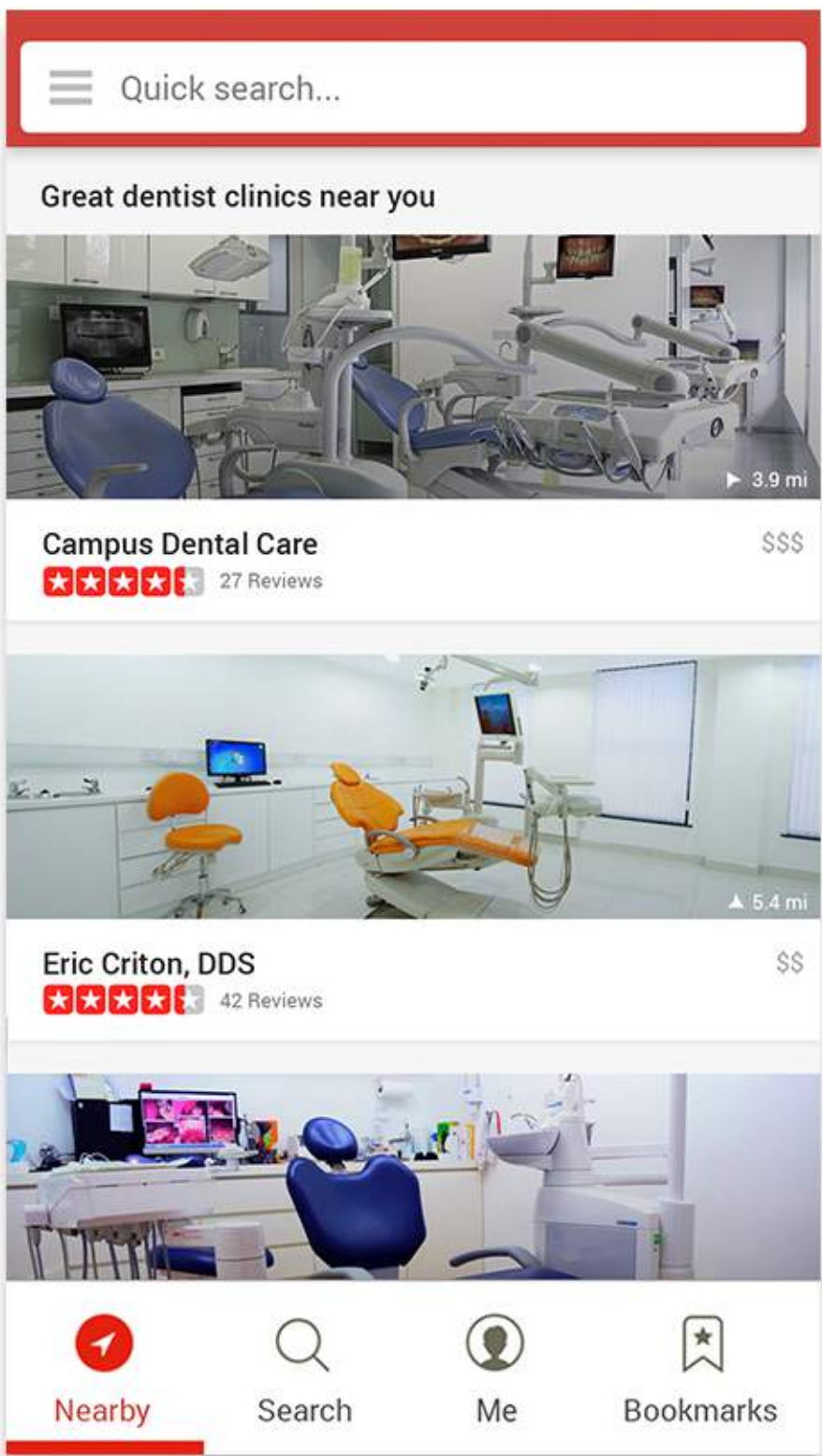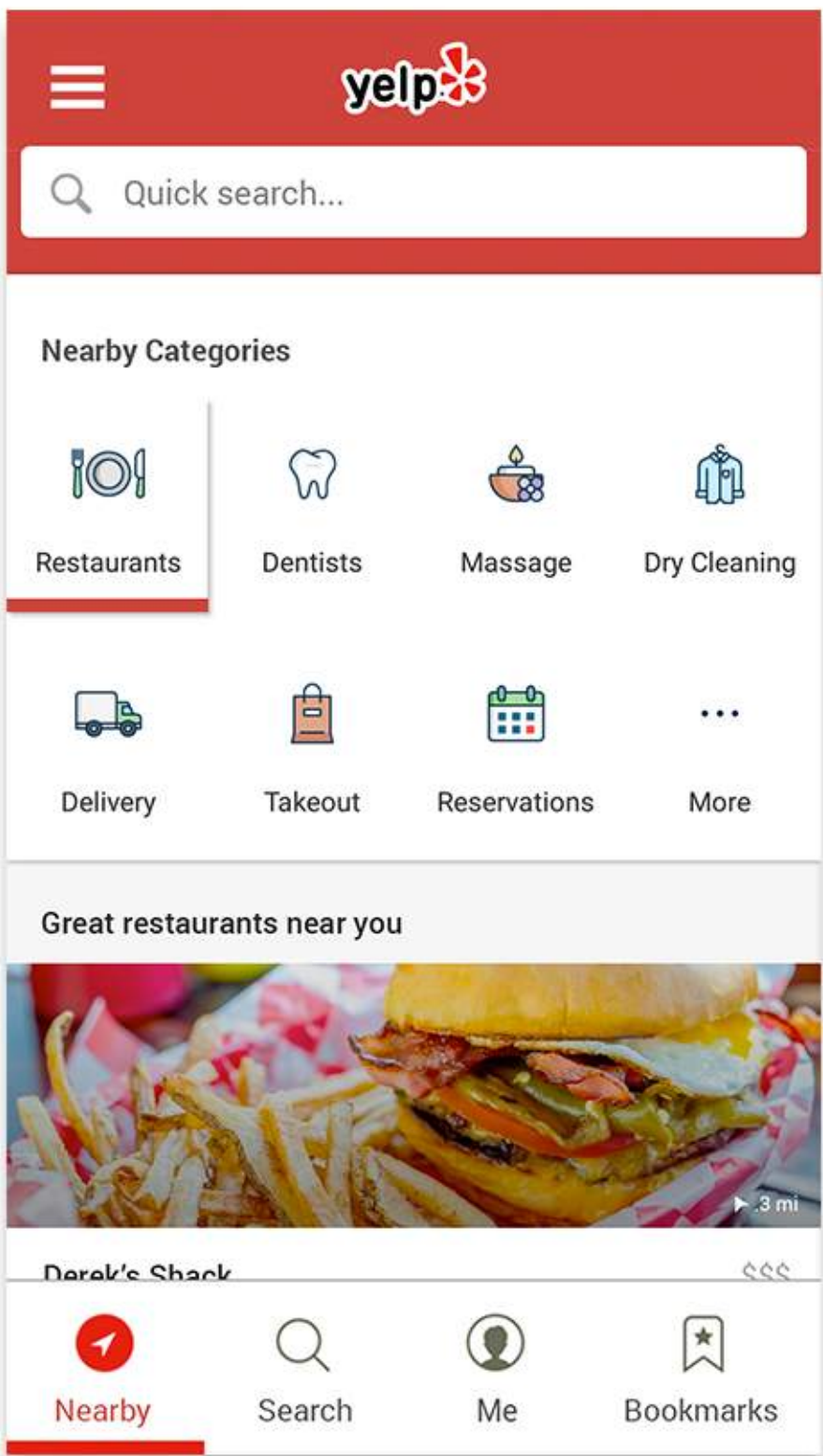
S E A R C H M E N U

The "Search" page is one of the most important features of Yelp; however, due to the large number of filters and poor organization of these filters, it can be difficult for users to find specific criteria to sort and filter businesses by.

F I L T E R S   U N D E R   S E A R C H   B A R

While the filters under the search bar can be useful for quickly filtering results, the arrangement of the filters makes it hard to note all the possible filters. A user may have to swipe through more than two screens worth of content to find the appropriate filter that could have also been found by using the gray filter icon.
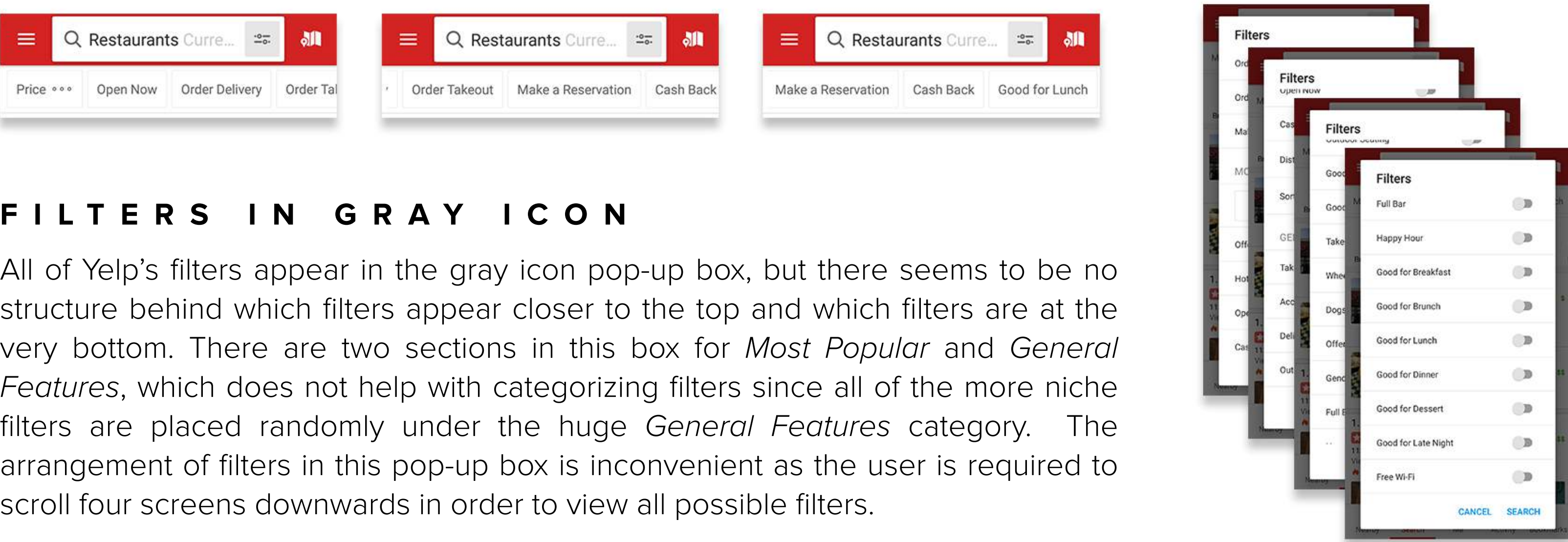

## F I L T E R S   I N   G R A Y   I C O N

All of Yelp's filters appear in the gray icon pop-up box, but there seems to be no structure behind which filters appear closer to the top and which filters are at the very bottom. There are two sections in this box for *Most Popular* and *General Features*, which does not help with categorizing filters since all of the more niche filters are placed randomly under the huge *General Features* category. The arrangement of filters in this pop-up box is inconvenient as the user is required to scroll four screens downwards in order to view all possible filters.

S O L U T I O N :   S O R T I N G   A N D   F I L T E R I N G   R E S T R U C T U R E D

A set of buttons for sorting is added to the Search dropdown menu, which makes sorting more easily accessible than having to scroll through the filters pop-up box. Users can sort business results by Best Match, Rating, Distance, or Most Reviewed. A gray filter icon is located at the top right of the dropdown menu so users can choose filters while typing into the search bar. The filter pop-up box is now split into two tabs, with the *Most Popular* filters in the *General* tab and the *General Features* filters in the *Advanced* tab. The *General* tab is rearranged so varying price points are at the very top and filter importance decreases while going down the list. The *Advanced* tab would have more specific categories, making it easier for users to access certain filters.
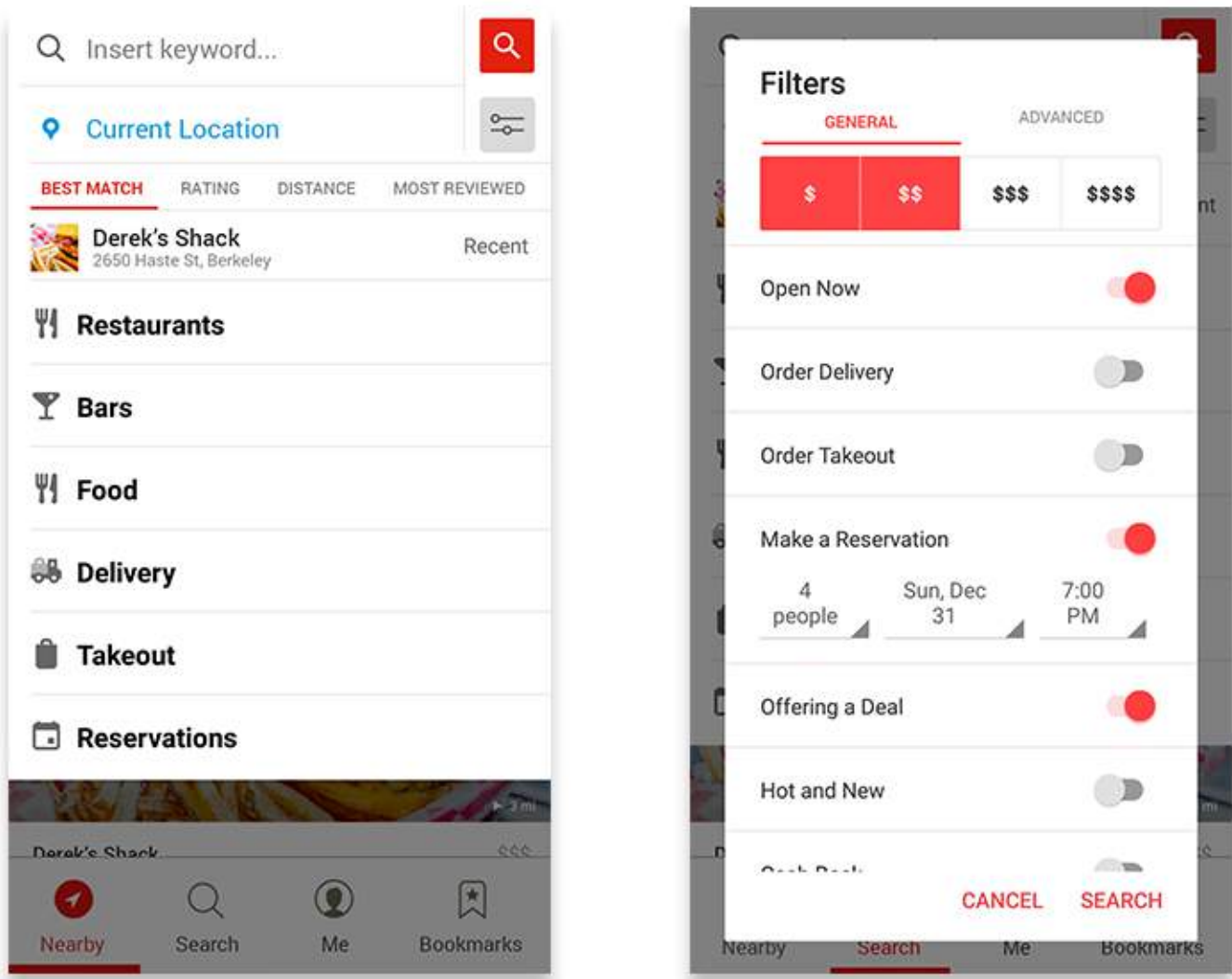
SIDE PANEL
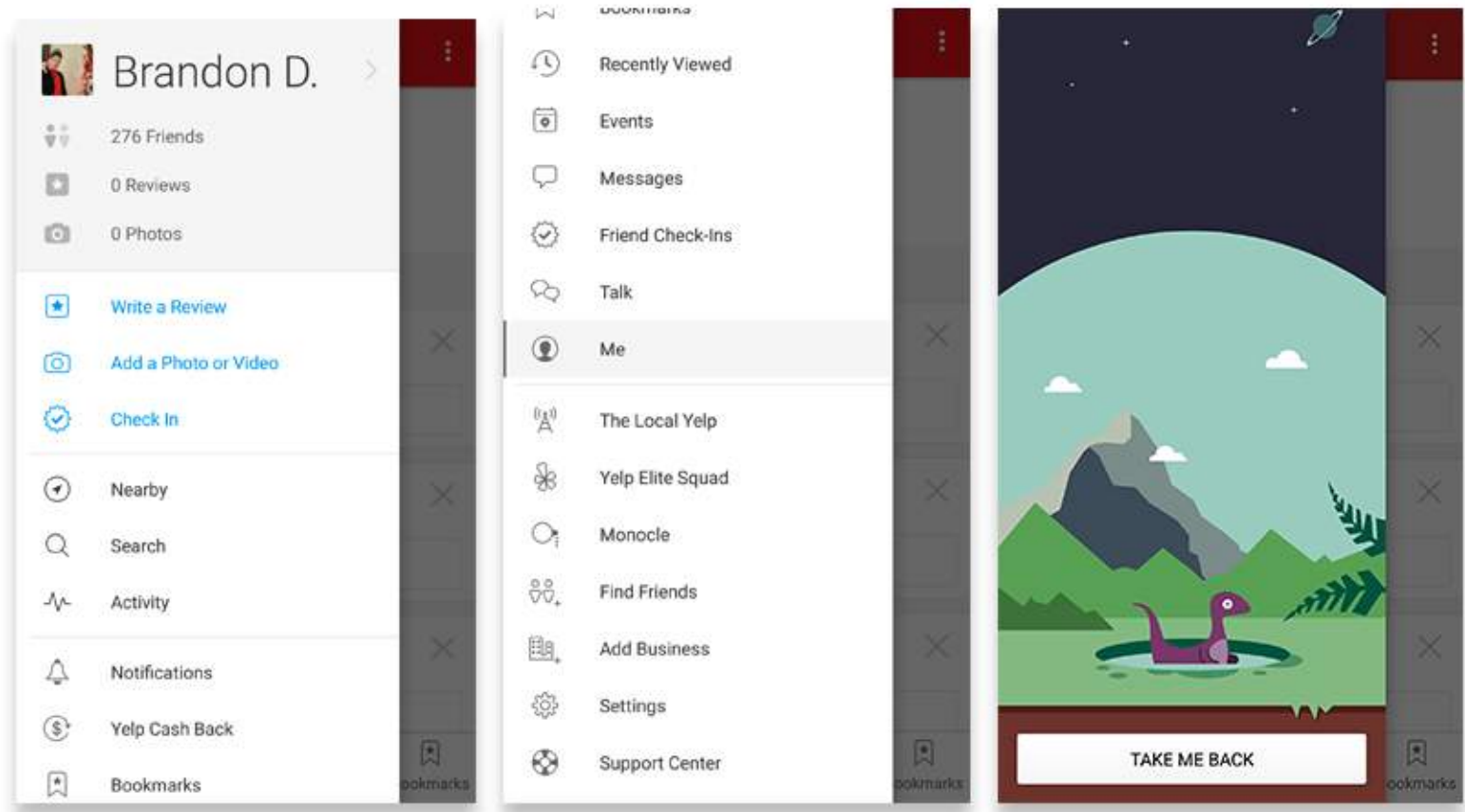
The side panel's purpose is to make it easier for the user to access certain parts of the app. However, the excessive number of tabs causes significant clutter, making it troublesome to access features only accessible through the side panel. There is even an Easter egg when scrolling to the very bottom of the side panel, a dinosaur traveling down a long escalator ride, which could be a subtle hint at the side panel's unreasonable scrolling.

DECREASING PROFILE PANEL SIZE

The profile panel's size is disproportionate to the amount of information it displays. Its size is reduced to make room for more side panel features.

REDUNDANT BUTTONS

Pages already in the bottom menu are not needed in the side panel as they are already easily accessible on all pages. Buttons that can be accessed from other pages are also removed so side panel-specific features can be displayed.

REMOVING NONESSENTIAL FEATURES

The *Monocle* feature has little practical use and could be relocated to the "Search" page. The *Talk* feature has irrelevant discussion as well as marginal relevance and contribution to Yelp's use.
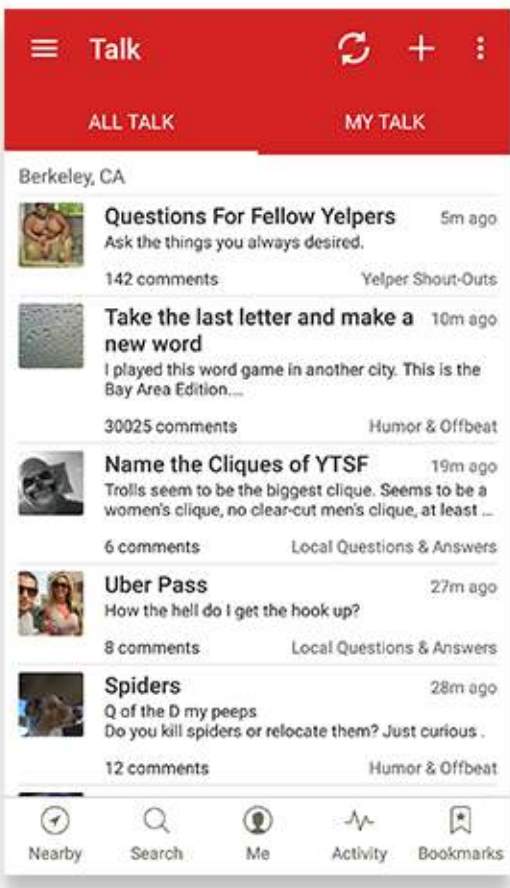
SLIGHT REARRANGEMENTS

The arrangement of buttons on the side panel are slightly adjusted so more commonly used features, such as *Check-In* and *Recently Viewed*, appear closer to the top.