* Users prefer categories, because they are easy to navigate.
* Action buttons (Join, Follow, etc.) should be obvious.
* Users need to be able to “go back” at any time they want to withdraw the action when navigating.
* Visible interactions, such as tapping, scrolling, are easier than invisible interactions, such as swiping left/right.
* The novel map needs to appear where proper.
* Icons should avoid ambiguity.
* Social graph could be novel but confusing.
* Content is important.