Zip

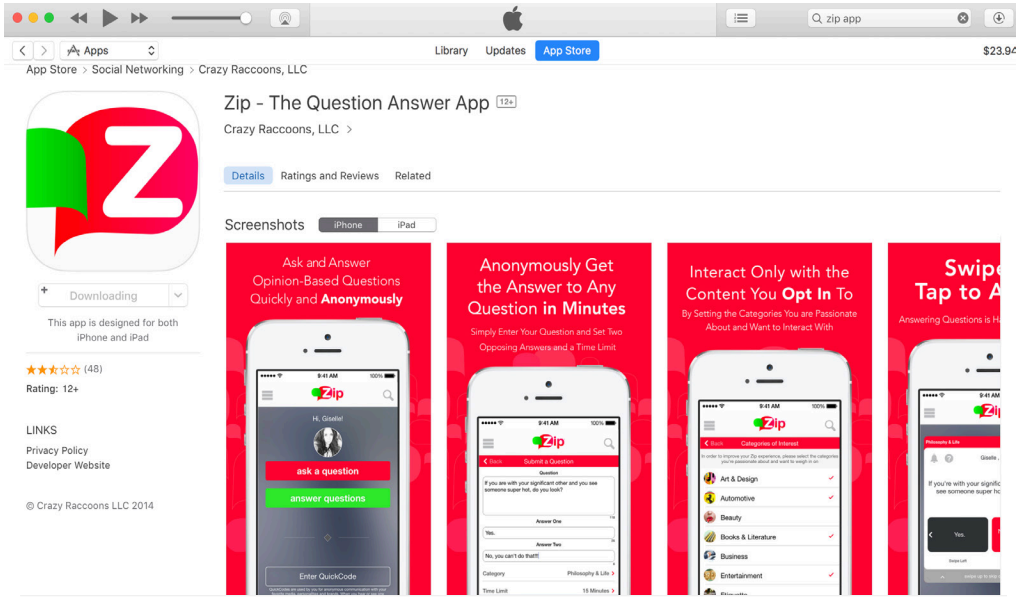
the question answer app

Zip App UX/UI Redesign

by Eric Zorn

IDD 315: Mobile Interaction

Zip App Reviews



just obnoxious ★☆☆☆☆
by dolphin3794 – Dec 31, 2016

Regardless of your political, religious, or any other beliefs or demographics you may hold, the majority of questions are blatantly partisan and irritatingly volatile in purpose. "In general, who is smarter, men or women?" Welp, 62% say men. As a man I am still irritated by questions like this! Deleted this app after answering less than 10 questions. You need to filter questions so that they actually apply to the category they are in. Why am I answering political questions in the "Lifesty... more

1 out of 1 customers found this review helpful. Was this review helpful? Yes | No | Report a Concern

Garbage ★☆☆☆☆
by Wharvesfriend – Aug 31, 2016

I've seen hot steaming garbage before but this is ridiculous! This app is great if you need a safe space for your grandparents who get triggered whenever anyone challenges their bigotry and narrow world views. Don't be surprised when this app dies of old age like its user base, particularly when the only 'celebs' using it are talk radio people- the only medium struggling harder than TV! If you're old, and white, and your name is Sean Hannity or Phyllis Schlafly, get this app. Othe... more

Was this review helpful? Yes | No | Report a Concern

Not For Me ★☆☆☆☆
by Dubb Squared – Nov 5, 2016

Aside from the ONE non political question that was posed, I was bombarded with political questions that were not phrased as actual questions, nor did the responses give you a clear cut way to answer. Most answers contained "non answer" nonsensical answers. Even after I removed politics from my lineup, I was still fed politically charged questions. Ridiculous. I felt as though I were sitting in a freshman class lunch period. Others may enjoy this, but it's absolutely not w... more

1 out of 1 customers found this review helpful. Was this review helpful? Yes | No | Report a Concern

Great App ★★★★★
by Review n@ – Sep 18, 2016

This is a very good application. I sign in and use this app most days. This app accurately predicted Brexit when every MSM news agency said otherwise. The media lies. Facebook, Google and Twitter suppress information and manipulate data. This is real, unfiltered opinion. Very refreshing.

Was this review helpful? Yes | No | Report a Concern

Yeah, ok. Keep talking. ★☆☆☆☆
by rsd22 – Aug 28, 2016

Downloaded this but it's only a right wing slam against Democrats. Facts used in a lot of questions are not facts. Far from it. Good luck in November Mr Developer. You will need that luck and about 20 million votes. By the time this is written I'm sure that The GOP wanna be leader will change his immigration stance again. Deleted app very quickly. What a waste of time this app is.

Was this review helpful? Yes | No | Report a Concern

Fake ★☆☆☆☆
by GB777 – Sep 6, 2016

UPDATE! Total ring wing junk. If that's your thing go for it. I think questions are rigged to make it seem like everyone is pro-Trump. JUNK! Seems biased toward a certain political party and or belief. It's anonymous, but who's to say if it really is. And are the answers really answered by other random peeps that downloaded it? Just a thought.

Was this review helpful? Yes | No | Report a Concern

Triggered ★★★★★
by Donnie Boon – Jan 9, 2017

Get over yourselves. This app is fun to answer, and a great way to appease your curiosity of what others might think. That's it.

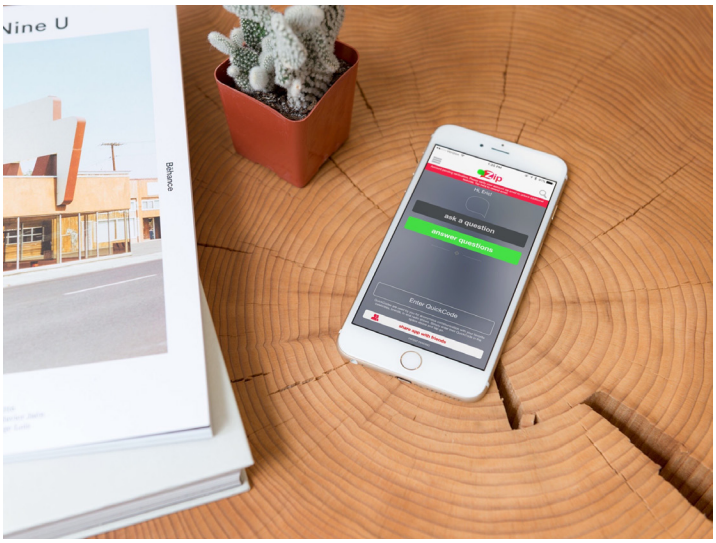
Was this review helpful? Yes | No | Report a Concern

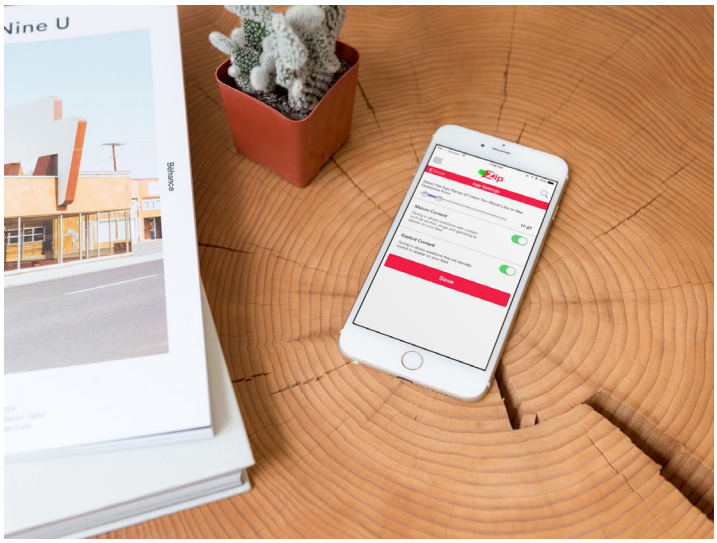
It's Ruined! ★☆☆☆☆
by Patunia – Aug 29, 2016

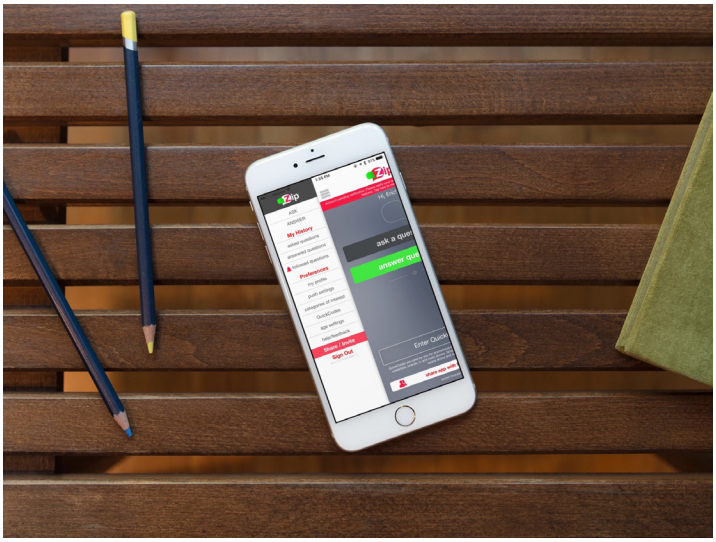
This app has become a tool for right-winged conspiracy nuts. All the political questions and answers are unrealistically pro Trump and Republicans. Its not even interesting anymore. If you are looking for accurate poll data, this app is not for you. Go elsewhere. SHOW OF HANDS (SOH) IS BETTER and has a place for discussions too.

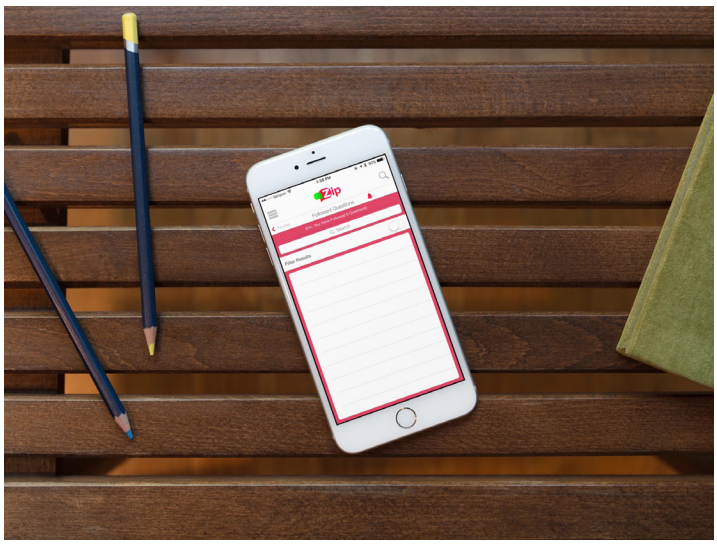
Was this review helpful? Yes | No | Report a Concern

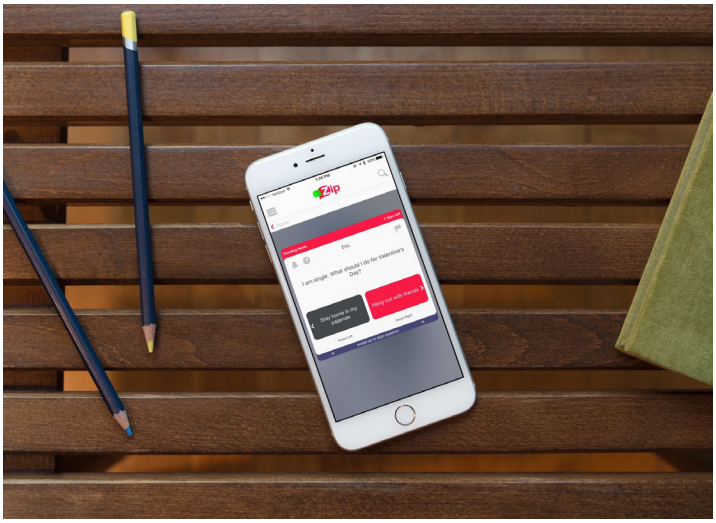
Zip App Mockups



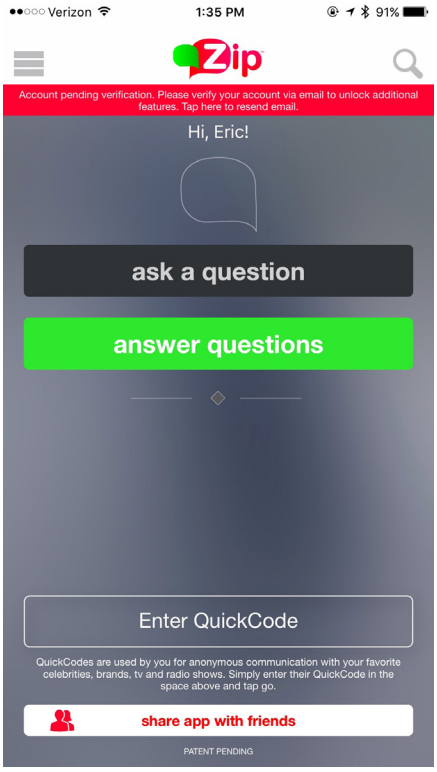


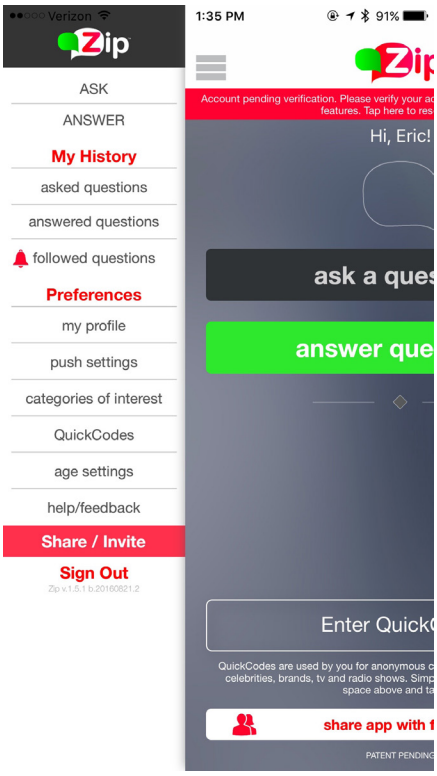


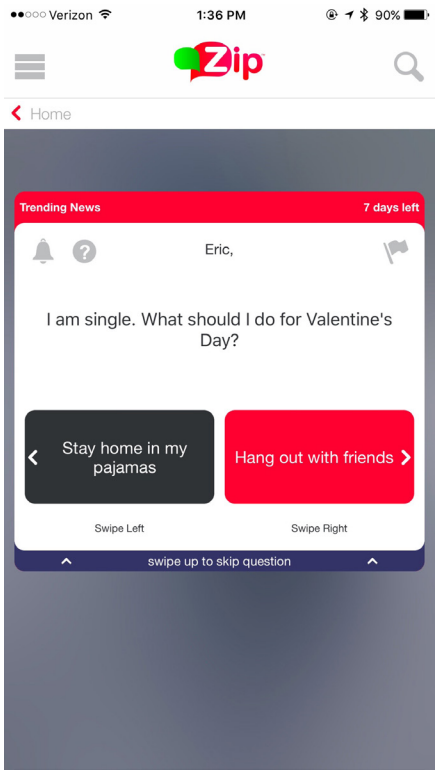


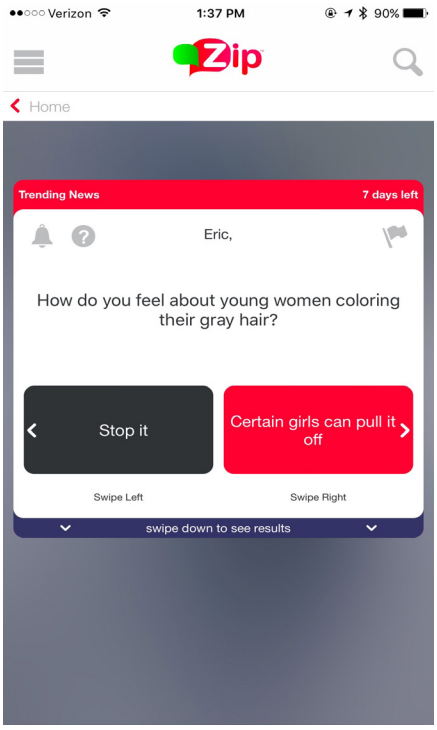


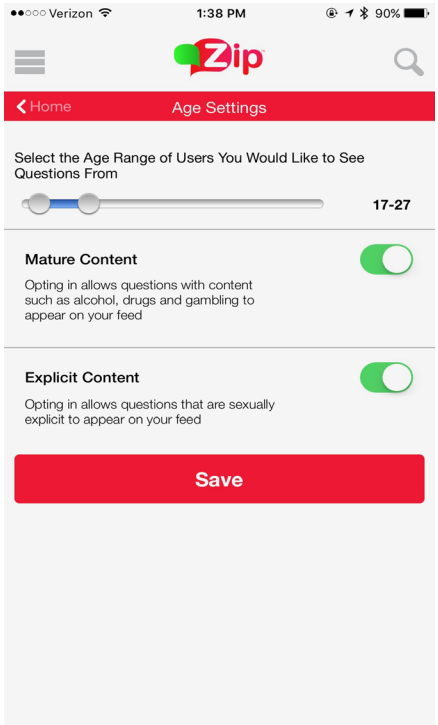
Zip App Screenshots

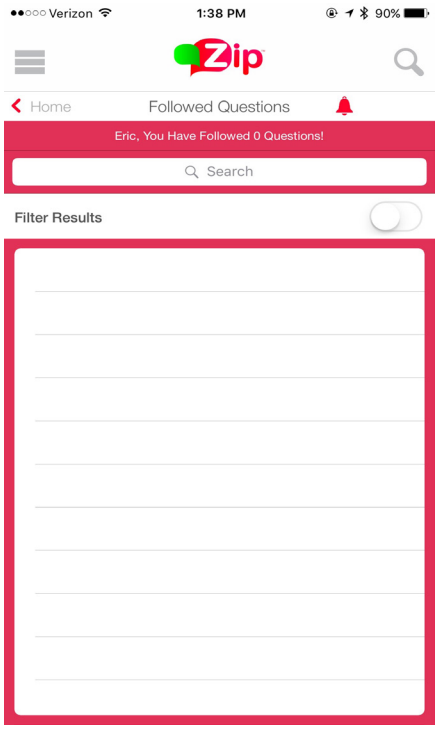












Brigade App Screenshots

App Store > Social Networking > Brigade Group, Inc.

Brigade: The World's First Voter Network 12+

Brigade Group, Inc. >

Details | Ratings and Reviews | Related

Get

Rating: 12+

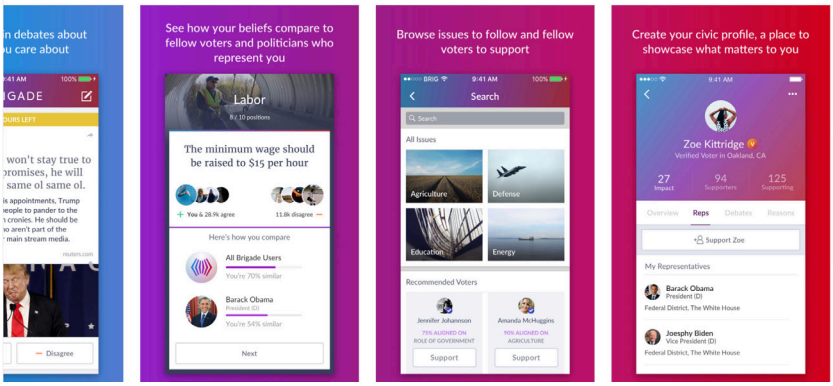
LINKS

Privacy Policy

Developer Website

© 2014 Brigade Group, Inc.

iPhone Screenshots



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© 2014 Brigade Group, Inc.

Customer Ratings

Current Version | All Versions

We have not received enough ratings to display an average for this app.

Click to rate: ★★★★★

Customer Reviews

Write a Review | App Support

Description

"The next great social network around citizens' civic life" - The Guardian
"The digital sum of an individual person's political will" - Entrepreneur
"[A] legitimate platform for political debate" - TechCrunch
"Tinder for politics" - CNN
...

more

What's New in Version 9.6.0 Posted Jan 17, 2017

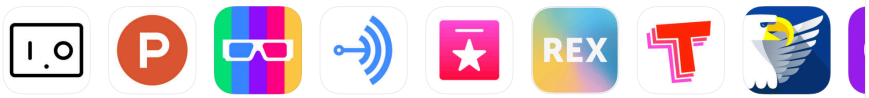
Bug fixes.

show all versions

Information

Seller	Brigade Group, Inc.
Category	Social Networking
Updated	Jan 17, 2017
Version	9.6.0
Size	117 MB
Rating	Rated 12+ for the following: Infrequent/Mild Alcohol, Tobacco, or Drug Use or References Infrequent/Mild Medical/Treatment Information
Family Sharing	Yes
Compatibility	Requires iOS 9.0 or later. Compatible with iPhone, iPad, and iPod touch.
Languages	English

Customers Also Bought



Luka - a | Product Hunt - | SUPER! | Anchor - Radio | Events from | REX - Great | Tapstack: One- | Cloakroom | Twi

Ripple App Screenshots

App Store > Social Networking > CitiBlast

The Ripple App 4+

CitiBlast >

Details | Ratings and Reviews | Related

Get

(19)

Rating: 4+

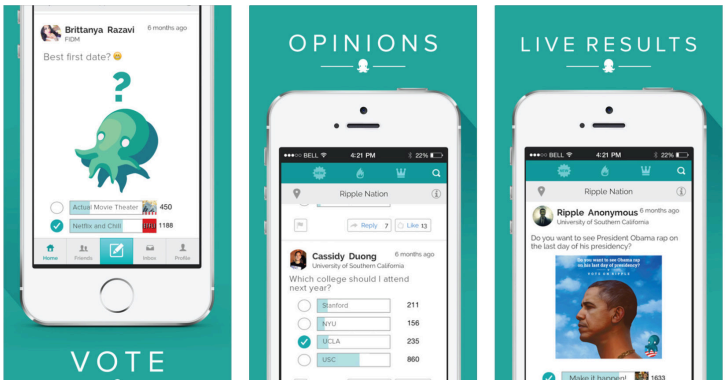
LINKS

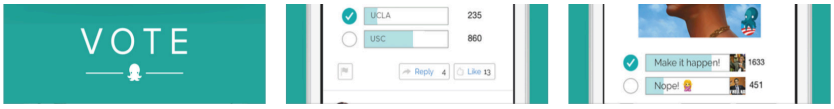
Privacy Policy

Developer Website

© Ripple

iPhone Screenshots





Description

Search engines are designed to give you facts!
Ripple specializes in giving you opinions.
Settle a debate.
Get answers in real-time.
See what matters and weigh in yourself.

- See what friends are up to
- Share updates, photos and videos
- Get notified when friends like and comment on your posts
- Text, chat and have group conversations
- Play games and use your favorite apps

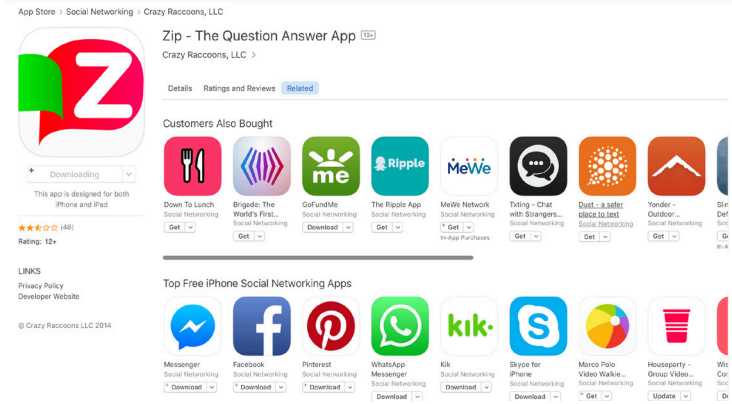
Do more with polls than you ever thought possible. Be a part of the next viral sensation. See an opinion from the other side.

Numbers are power on Ripple and we want you to join the wave.

What's New in Version 3.40 Posted May 17, 2016

Photos Now Load Quicker: Back-end optimization for posting photos, now photos load and post much faster than previously!

show all versions



Personas 1

Andrew Croteau

"Progression in Society is the First Priority" -Andrew Croteau

Age: 22
Occupation: College Student
Status: Single
Location: Duxbury, MA
College Major: Film and Interactive Media

Determined | Kind | Happy

Motivations

- Incentive
- Fear
- Acheivement
- Growth
- Power
- Social

Goals

- Work in Hollywood or Similar Field
- Finish my Capstone Assignment
- Become the next biggest director or film editor

Frustrations

- Navigation is misleading
- Cannot change categories after the first initial trying
- Advertisments are included within the physical questions being asked in the app

Personality Traits

Introvert — Extrovert
Sensing — Intuition
Thinking — Feeling
Judging — Percieving

Technology Uses

IT and Internet
Software
Mobile Apps
Social Network

BIOGRAPHY

Hey, my name is Andrew Croteau and I am a Senior here at Quinnipiac University. I am from Duxbury, Massachusetts. My major here at Quinnipiac University is Film and Interactive Media. At the current moment throughout the semester, I have been working with my other classmates on creating my Capstone Film assignment, called The Last Word. I am a Founding Father of the Beta Theta Pi Fraternity and a past President, as of last semester of Winter 2016. I enjoy playing basketball, hanging out with my friends, and playing video games. As of now I am looking to pursue a career in post-production of movies, although I do enjoy writing and filming the different projects that I have made by myself or as a group.

Organizations

Lambda Pi Eta

Zip — the question answer app

Eric Zorn

"Mobile Design and Development are the future" -Eric Zorn

Age: 21
Occupation: College Student
Status: Single
Location: River Vale, NJ
College Major: Interactive Digital Design

Focused | Energetic | Driven

Motivations

- Incentive
- Fear
- Acheivement
- Growth
- Power
- Social

Goals

- To obtain College Degree
- Become a UX/UI Designer and a Full-Stack Web Developer
- Work for large Tech Company of Start Up

Frustrations

- Cluttered Navigation
- Ads Included in App vs on Bottom
- Text is very small

Personality Traits

Introvert — Extrovert
Sensing — Intuition
Thinking — Feeling
Judging — Percieving

Technology Uses

IT and Internet
Software
Mobile Apps
Social Network

BIOGRAPHY

Hi everyone, my name is Eric Zorn and I am a Senior at Quinnipiac University, studying Interactive Digital Design or IDD for short. My program covers front-end web development, UX/UI Design, Graphic Design, and Motion Graphics/Animation. I will be graduating during this May of 2017. In fact, there are probably some of my classmates from my undergraduate degree in this class as well. I am pursuing this Masters Degree in Interactive Media (ICM) as a 4+1 degree and most likely going to choose the UX/UI Concentration. I would really like to pursue a career in Full-Stack Web Development and learn all of the appropriate tools and languages that it takes. I am comfortable coding in HTML and CSS with an intermediate/semi-advanced proficiency along with beginner proficiencies in JavaScript and jQuery. I also have a comfortable understanding of BootStrap and responsive design and WordPress. Recently, I have been learning PHP, but have very basic knowledge at his point. In my free time, I like to play Golf, hang out with friends, search and learn about new technology and gadgets, and also play video games. I am from River Vale, New Jersey, which is about 20 minutes outside of NYC. I look forward to working with you and getting to learn some further web development skills.

Organizations

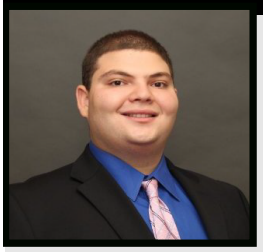
AIGA

Zip — the question answer app

Personas 2

Eric Zorn

"Mobile Design and Development are the future" -Eric Zorn



Age: 21
Occupation: College Student
Status: Single
Location: River Vale, NJ
College Major: Interactive Digital Design

Focused | Energetic | Driven

Goals

- Use an application that is innovative and has a clean layout
- Answer and Ask Questions depending on work or fun
-Be able to fully understand questions about opinion or political based actions
-Connect with other people

Frustrations

- Cluttered Navigation
- Ads Included in App vs on Bottom
- Text is very small
- Too many pages
- Doesn't describe the UX or Swipeability of the application

BIOGRAPHY

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Zip
the question answer app

Personality Traits

Introvert — Extrovert
Sensing — Intuition
Thinking — Feeling
Judging — Percieving

Motivations

Incentive	Info
Acheivement	Growth
Education	Social

Technology Uses

IT and Internet
Software
Mobile Apps
Social Network

Jon Goldman

"Knowledge is Powerful and Scary" -Jon Goldman

Age: 45
Occupation: Accountant
Status: Married
Location: North Haven, CT
College Major: Accounting and Finance

Helpful | Interested | Happy

Goals

- Find Out Answers to questions about the economy and other related "young person" topics
- Communicate with other people
- An app that is easy to use with a beneficial entertainment factor
-Knowledge about foreign affairs

Frustrations

- No Instructional Tutorial
- Difficult to find out information
- History of Questions and Answers are Hidden
- Layout is not properly formatted
- No way of interacting with a person one-on-one when answering or asking question

BIOGRAPHY

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Zip
the question answer app

Personality Traits

Introvert — Extrovert
Sensing — Intuition
Thinking — Feeling
Judging — Percieving

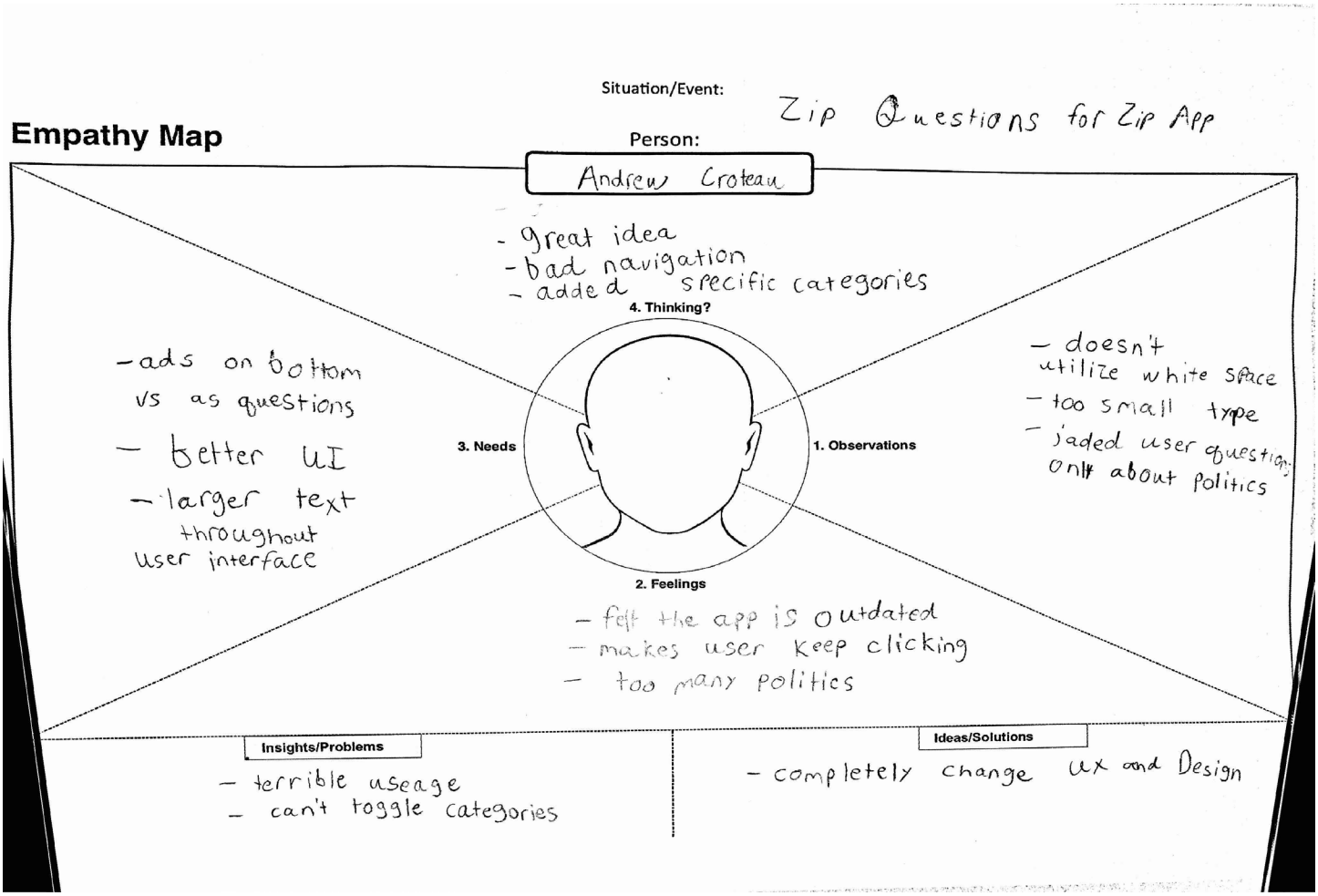
Motivations

Insight	Intuition
Acheivement	Social
Power	Help

Technology Uses

IT and Internet
Software
Mobile Apps
Social Network

Empathy Map


Empathy Map
Situation/Event:
Zip Questions for Zip App
Person:
Andrew Croteau
- great idea
- bad navigation
- added specific categories
4. Thinking?
- ads on bottom vs as questions
- better UI
- larger text throughout user interface
3. Needs
1. Observations
- doesn't utilize white space
- too small type
- jaded user questions only about politics
2. Feelings
- felt the app is outdated
- makes user keep clicking
- too many politics
Insights/Problems
- terrible useage
- can't toggle categories
Ideas/Solutions
- completely change UX and Design

Interviews, Information, Research

Eric Zorn
1.29.17

UX/UI Project 1 Research

- UX Design Research can help you uncover opportunities to provide value to your users
- Methods
    - Usability Testing: having someone perform tasks and ask questions for referencing
    - Interviewing
    - Card Sorts: determine categorization and hierarchy
        1. Open and Closed
    - Eye Tracking
        1. Use devices and applications that use scroll tracking as well
    - Multivariate Testing
        1. Make multiple versions of an element and see what gets the most performance and clicks
    - Desirability
        1. Visuals match brand goals and show brand response positively
    - Expert Reviews
    - Surveys
    - Diary Studies
        1. Participants record their thoughts at certain times or tasks throughout the study
    - Personas
    - Participatory Design Work Shops
    - Quantitative Research
        1. Produces numeric data (number of clicks or percentage of site visitors)
        2. Not base on opinion
        3. Capture large amount of information and statistically relative data
        4. Might be very accurate
        5. % of Complaints, A/B tests, Cars Sorts, Surveys, Click tests & Eye Tracking
    - Qualitative Research
        1. Produces non-numeric data
        2. Can capture subjective or emotional responses
        3. Collects information on a smaller scale
        4. Usability tests, focus groups, interviews, diary studies, participatory design workshops
    - Behavioral Research
    - Attitudinal Research
    - Users Perceive the different methods helpful and give the researchers different feedback depending on the different tasks.
    - Moderated Research
        1. Unbiased
        2. Usability tests, and interviews

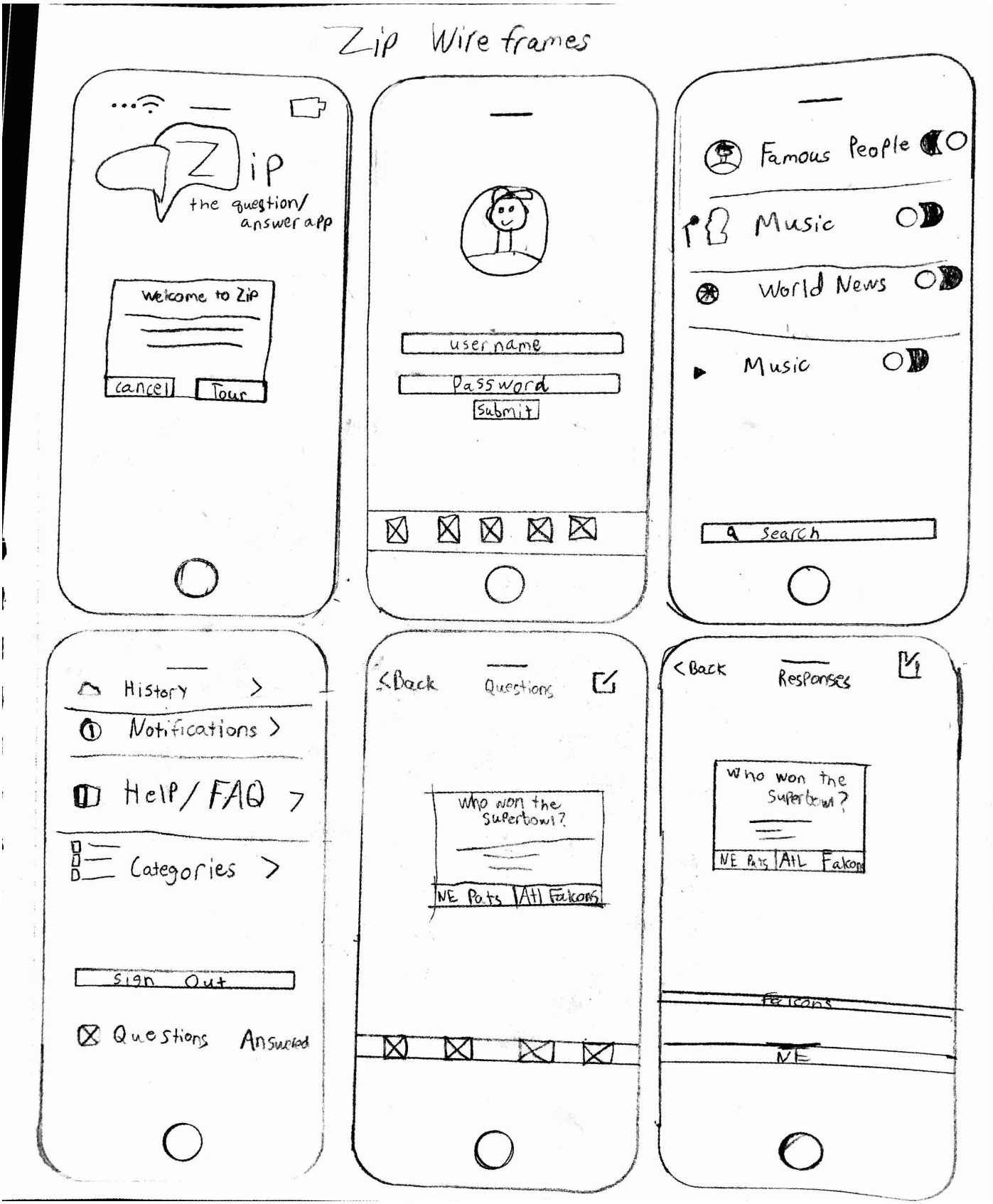
Eric Zorn
1.30.17

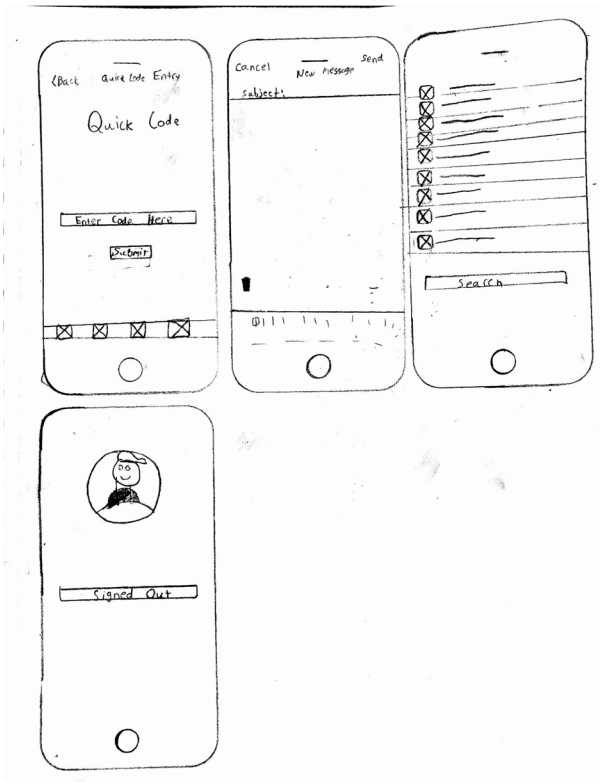
Interview for Zip Questions App and Empathy Map Song

Interviewee: Andrew Croteau
Interviewer: Eric Zorn

1. Any important thoughts about the application?
    a. Great Idea to have a rapid polling concept
    b. Terrible Navigation of with the hamburger styled menu
    c. Add specific categories to the choices of questions. It only allows you to choose the categories originally and then never lets you alter the categories for future use.
2. Any needs?
    a. Ads on the bottom instead of having using them as questions
    b. Better User Interface
    c. Larger text throughout the menu and interface
3. Feelings about the application?
    a. Felt that the app is outdated
    b. Makes user keep clicking through the different questions to find out next poll
    c. Too many political questions, due to the current inauguration topics going on in our society
4. Any observations about the ZIP app?
    a. Doesn't utilize as much white space as it should. There tends to be too much, however white space can be ok. Use the space more wisely.
    b. Type/Font is too small on most of the pages
    c. Questions only tend to be about politics and not the other categories that the users choose at the beginning
5. Ideas/Solutions
    a. Completely change the UX/UI Design of the application
6. Insights/Problems
    a. Terrible usage for the user versus the experience
    b. Cant toggle categories

Wireframes

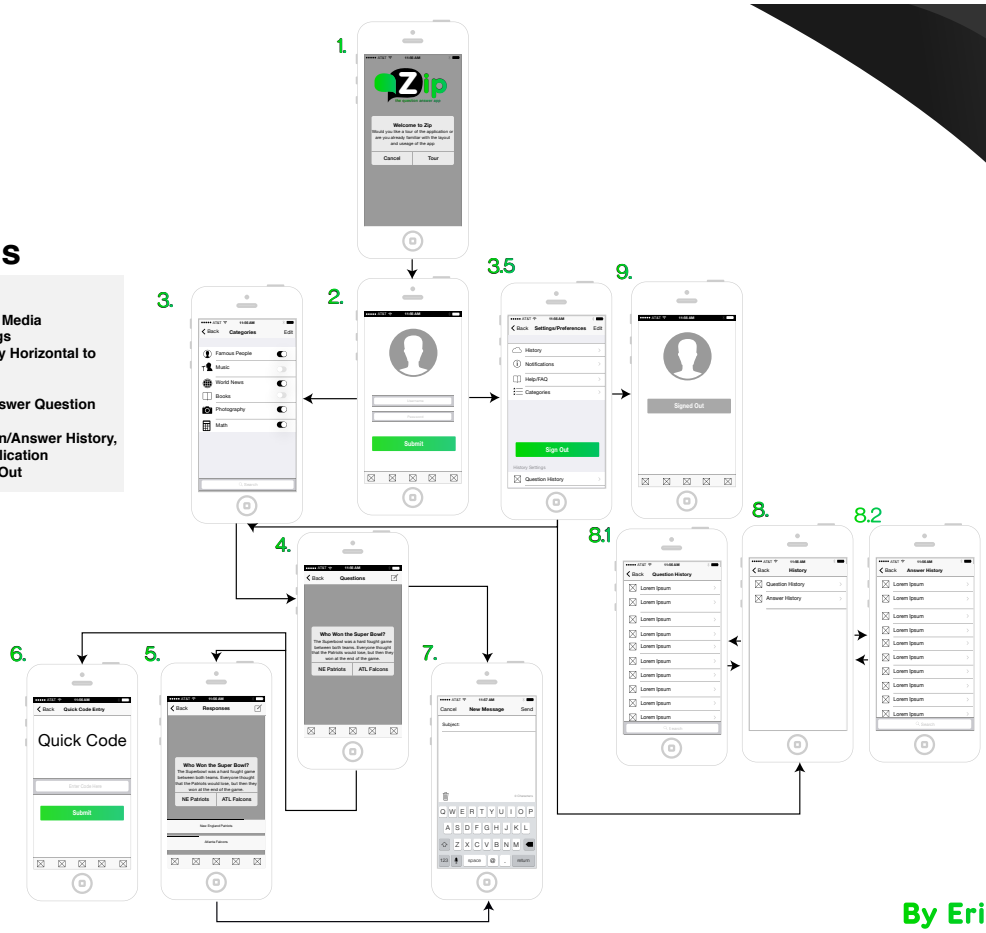

Zip Wire frames
Zip
the question/ answer app
welcome to Zip
cancel
Tour
username
Password
Submit
Famous People
Music
World News
Music
Search
History
Notifications
Help/ FAQ
Categories
Sign Out
Questions Answered
Back
Questions
Who won the superbowl?
NE Pats
Atl Falcons
Back
Responses
Who won the Superbowl?
NE Pats
Atl Falcons
Falcons
NE



the question answer app

Steps/Instructions

Step 1: Open Zip Application
Optional Step: Video Tutorial of Application
Step 2: Login to Application via Account or Social Media
Step 3: Choose Categories of Questions or Settings
Step 4: Questions Populate and Swipe Directionaly Horizontal to Submit Your Answer
Step 5: View Results of Question
Step 6: Optionally Enter Quick Code for Quick Answer Question
Step 7: Write and Submit your own Question
Step 8: Go Back to Settings and See Your Question/Answer History, Categories, Help and FAQ, and or Sign Out of Application
Step 9: You Will be Notified that You Have Signed Out



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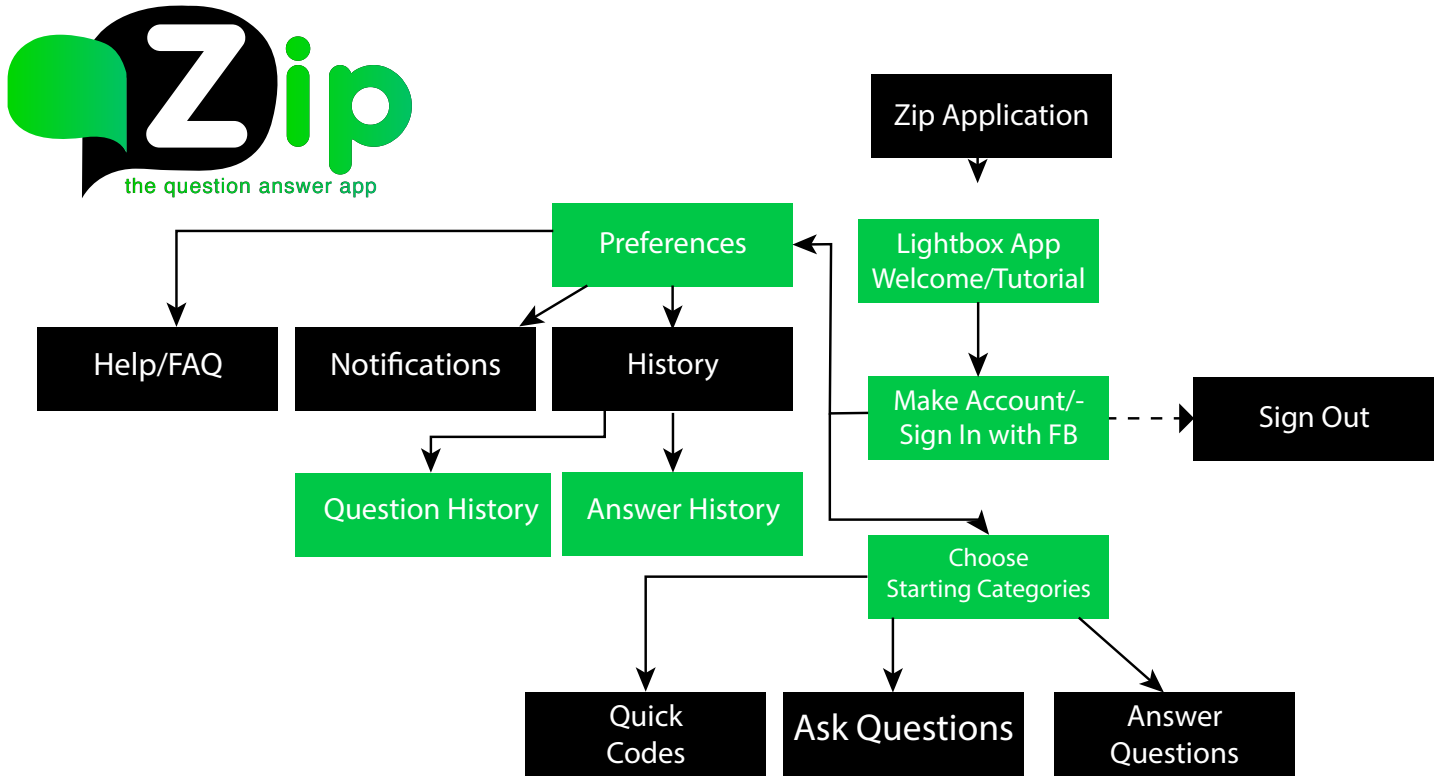
Information Architecture



By Eric Zorn

Color Studies

R: 238
G: 34
B: 56

R: 238
G: 52
B: 55

R: 0
G: 0
B: 0

R: 49
G: 51
B: 53

R: 0
G: 0
B: 0

R: 255
G: 255
B: 255

R: 52
G: 76
B: 17

R: 34
G: 34
B: 34

Type Studies

Zip (Title) - Arista

Zip (Body) - Corbel Bold

Zip (Body 2nd) - Corbel Reg.

Zip (Body 3rd) - Dosis SemiBold