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| Image result for twitch**Twitch** – a streaming platform and one of my favourite apps. Very easy on the eye and includes great functions such as the ability to chat easily while still viewing (this is quite challenging to pull off due to the limited space available on a mobile screen however they achieve this brilliantly). One annoying drawback is the lack of key functions that are only present on the desktop version such as being able to subscribe to streamers. This feature could definitely be added to improve user experience. |
| **C:\Users\lktra\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\37778A14.tmpUber** – where do I start? They have this down to a tee. I cannot think of one single downside to this app. Its pretty simple and very easy to use which is key when you’re in a rush so they’re obviously thinking about their customers primary needs. Information is displayed clearly such as maps, routes, ETA and cost. Only possible critique I could think of is the ‘’rate your driver’’ function is pretty useless - I’m going to use the driver regardless of any possible rating I’m in a rush! |
| [Image result for 8ball pool](https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&ved=2ahUKEwia6eHKs_TiAhWJ5OAKHQayBqwQjRx6BAgBEAU&url=https%3A%2F%2Fbenitolink.com%2F8-ball-pool-app-review%2F&psig=AOvVaw1xzAo5ypNpr-ZEq3epO3dR&ust=1560994366415677)**8 ball pool** – guilty of spending too many hours on this game seen as though I am a cue sport enthusiast in real life. The graphics are excellent and the physics engine is very realistic meaning they have obviously done their research. There are many addictive things about this game which keeps players playing such as earning virtual money and unlocking a plethora of different features such as cues and different arenas. This also generates revenue for the creators as players can fast track their way to success by purchasing their way there. This is a popular model among many games and apps and just goes to show if you have an engaging product to begin with it can definitely be monetised. |
| Image result for youtube**YouTube** – another staple for me and overall an excellent app. I love features such as recommended videos, ability to swipe video down so you can watch and browse other videos and little things like double tapping the video to fast forward or rewind. I also love the YouTube premium service which I subscribe to as I am able to flip between apps and still have audio playing. This comes in handy for me as a lot of my music cannot be found on conventional platforms so YouTube almost acts as a Spotify or SoundCloud for me. My only critique is that I have to pay for this service but I do of course understand – YT makes its money from ads and viewers actually watching them! |
| Image result for snapchat**Snapchat** – This was a fun app I used to use a lot due to the premise being so simple and well executed. I have stopped using it recently however as the direction they went in when adding new features just feels way over the top. Instead of jumping on to look at someone’s interesting story or holiday all you get these days are annoying videos of people with funny voices or faces. The facial recognition software is impressive however and similar features are cropping up elsewhere such as Apple messaging and Facebook messenger. I can understand Snapchat wanting to stay competitive and diversify however maybe there is a philosophical lesson to be learnt here that maybe diluting a successful product too much can be a bad thing. |
| **Image result for whatsappWhatsApp** – like uber, 10/10. This app is practical and simple. It favours ease of use as communication is one of the most important things we do day to day therefore this process needs to be easy and efficient. WhatApp’s defining feature for me is its group chat as I’m sure it is for most people. Many heated debates have been conducted on this app and it is easy to see who’s said what, who’s read what, who’s currently typing etc. This information is more clearly displayed than Facebook group chat which gives it the edge for me. |