App 1: Contacts

This app created a hierarchy of importance because it lays out your contacts first, and allows you to expand from there. This is easy and visually appealing because you can find exactly what you want immediately.

App 2: Email

This app creates a hierarchy of importance because is shows all your mailboxes on the first screen, and allows you to select from there. This creates a nice, visually appealing screen as it allows you to prioritize what you’re doing.