

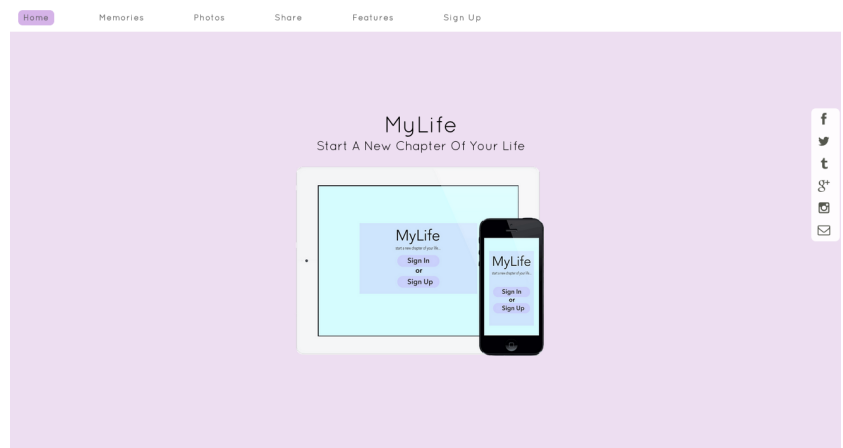
MyLife

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Purpose

The purpose of the website is to promote the app MyLife. It does so by using a simple and minimalistic design that reflects and helps demonstrate the usability as well as the appeal of the app. The second purpose of the app is to get users to sign up for updates and news about the app as well as to sign up for the service. The layout of the app combined with the colours, help to showcase features of the app in a visually appealing way that helps to attract the female target audience. The website generally acts a tutorial as the user scrolls through the steps and initial breakdown of the app.

The site is different from the competition because it offers all you need to know about the app in a clutter free and easy to read format. Users are invited to either sign up for the email service or to join MyLife as well as demonstrate the app on iOS devices to showcase how it functions in real life. The site maintains its minimalism through combined functions such as the combined navigation/progress bar. This allows the user to feel emerged in the app without having to many distractions away from the content.



Content Outline

The site is divided up into six sections which are created using a jQuery plugin. The first section simply demonstrates the app in both iPad and iPhone versions to showcase the fact that it is universal. The second section is used to showcase the general ability of the app, and how it is used to create journal entries which is the main function as well. The image depicts the main screen and the general toolbar so users can begin to become familiar with the general user interface.

The third section shows how the app can integrate photo and video. It also mentions several other features that play along with the camera function such as time-stamping. Again the photo displays how the camera function works within the app. The fourth section describes how you can share your entries through a variety of social media outlets as well as email entries to your friends. This photo displays the apps social sharing features.

The fifth section describes the other functions within the app. This includes several features including iCloud syncing, location-based functions and even password protected entries. The photo for this is an accumulation of the icons used within the app itself. This helps

to offer interface recognition before the user even downloads the app. The last section is the sign up forms. They are stacked on top of the other as to continue the downward scroll of the site.

The background colours were chosen for multiple reasons. First they are the main colour palette of the app to incorporate brand recognition, secondly they are used in conjunction with the features they are used to present. Such as pairing yellow with purple and pink and blue. The Header Navigation and Social Navigation are both fixed to the screen to promote the multiple pages within one feel as well as to show the progress of the user within the page and to allow the user to navigate throughout the site freely.

Market Audit

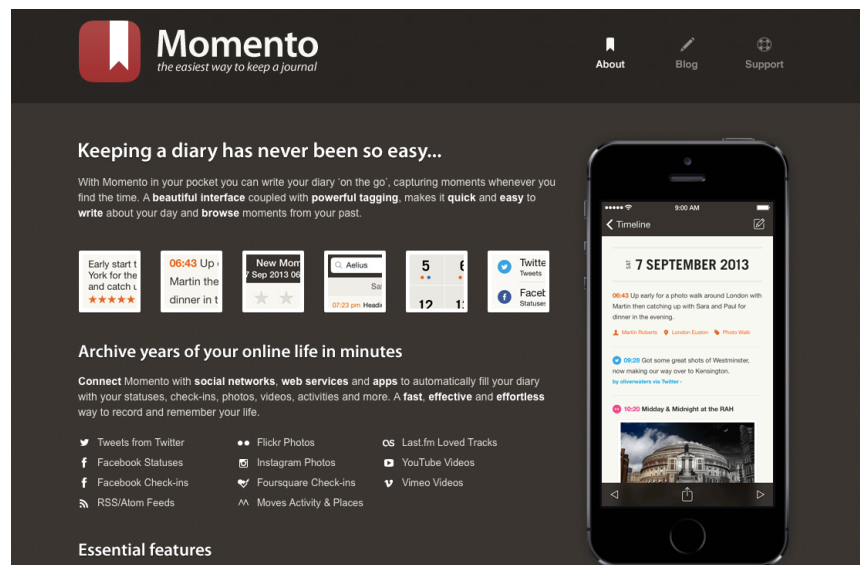
There are a few journal apps available for the app store, and unfortunately some of them do not have landing pages for their app, or the user is directed to the developers page. Some journal apps that do have separate landing pages are as follows.

- **Momento**

This app has been around for a few years and its recent update to iOS 7 brings about the simplistic flat design found throughout the software. Its landing page is clean and decisive and acts not only as a description of the app itself but also offers the users support.

One downside of the landing page is that although it tells the users about the features, it doesn't give any insight on how the feature is used within the app. The landing page also doesn't have a consistent flow and its true meaning and purpose can be hidden.

The rotating screenshot is a nice benefit, but can have drawbacks because what the user is seeing might not relate to what they are reading.



- **Day One**

Day one is quickly becoming the popular Journal app. The landing page is beautiful landing page with big vidi images depicting the app in a real world setting. The app also utilizes a gallery with shadow boxes to illustrate other features within the app.

Although the webpage itself may seem small it is because the designers were able to use the content effectively and organized it in such a way that it was easy for the user to navigate through as well as understand

Some other interesting features about the app is the testimonials at the bottom. Although separate from the rest of the landing page, they are made relevant by the use of hover animations. Also the features list at the bottom is minimalistic and displays the apps basic functions in an interesting fashion

• Wonderful Day

Wonderful Day is an app to help users reach their everyday goals by ensuring the user doesn't break the chain of events. The landing page is very minimalistic and flat, however in this case it is more of a hindrance then helpful.

Because of its minimalistic intent, the site does not give hopeful users and real information about the function of the app, as well as the hero image used only shows a small fraction of what the app can actually accomplish.

The landing page also has several images in circles, which do not do anything but add to the aesthetic of the page. This can be confusing for users who think they act as navigational icons or that they have some prevailing meaning.

The true function of the app is lost and the landing page may not yield the desired purpose because of it.

