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**4-2 Discussion: App Design Elements**

**Southern New Hampshire University**

**September 27, 2024**

Randy,

Your comparison between Spotify and Amazon Music is insightful, particularly in how each app approaches dark mode, color schemes, typography, and layout. I agree that Spotify's use of color stands out more effectively compared to Amazon Music's subdued turquoise shades. When it comes to typography, your point about Spotify’s use of larger, bolder fonts being more accessible is spot-on. Amazon Music could indeed benefit from increasing the font size and weight for certain elements, especially in its navigation menus and song titles.

Overall, your analysis reveals that although both apps have adopted dark mode, Spotify has made better design choices in terms of guiding user attention and providing a more readable and navigable interface.

Best,

Thomas

Taryn,

In your comparison of Kroger and H-E-B's grocery apps, you highlighted key areas where H-E-B outperforms Kroger, particularly in layout and overall polish. Looking at both apps, it’s clear that Kroger’s use of 3D cartoon marketing within the app is a questionable business decision for such a large corporation. I agree that Kroger would benefit from incorporating high-quality, lifestyle-based photography that feels modern and clean, like H-E-B’s approach. For example, H-E-B effectively displays high-quality images of meals and seasonally relevant merchandise on its index page, creating a more appealing and cohesive user experience.

Kroger’s issues with typography and color seem tied to its 3D cartoon theme, which detracts from the professional feel. In contrast, H-E-B’s app offers a more polished user interface and stronger execution. By refining these areas—introducing cleaner, more universal aesthetics and incorporating subtle typography variations—Kroger could significantly improve its app’s professionalism and user experience, potentially closing the gap between it and H-E-B.

Best,

Thomas