Examine the user interface of a digital product or service that has both a web-based version and an app version. Ask yourself:

- Are there any actions or interactions you can do in one version that you can't in the other? Why do you think that's the case?

- How does the navigation change? Do you find one easier to navigate?

- How does the content change between the web and the app? Why do you think that's so?

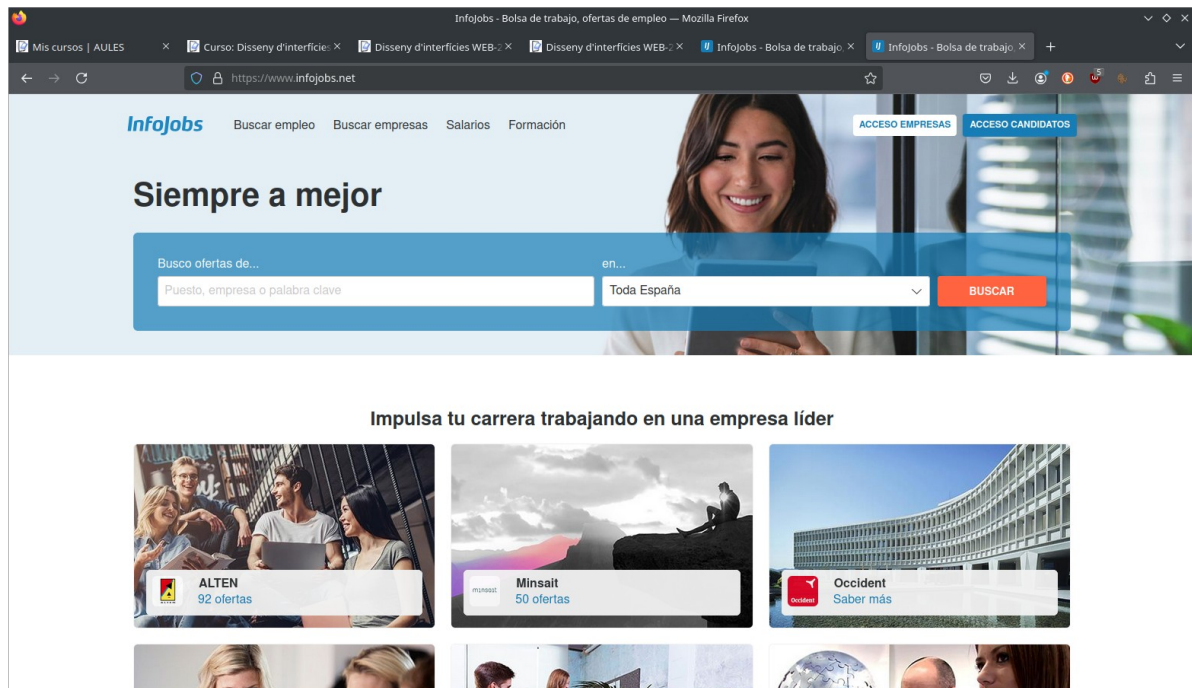Some examples are Google Maps, Instagram, web-based email clients (i.e. Gmail), Spotify

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INFOJOBS

For this analysis we are going to see the differences that can be found in the Infojobs website, whos main focus is to allow companies to look for potential candidates and for people to apply for job postings/upload their CV/etc…
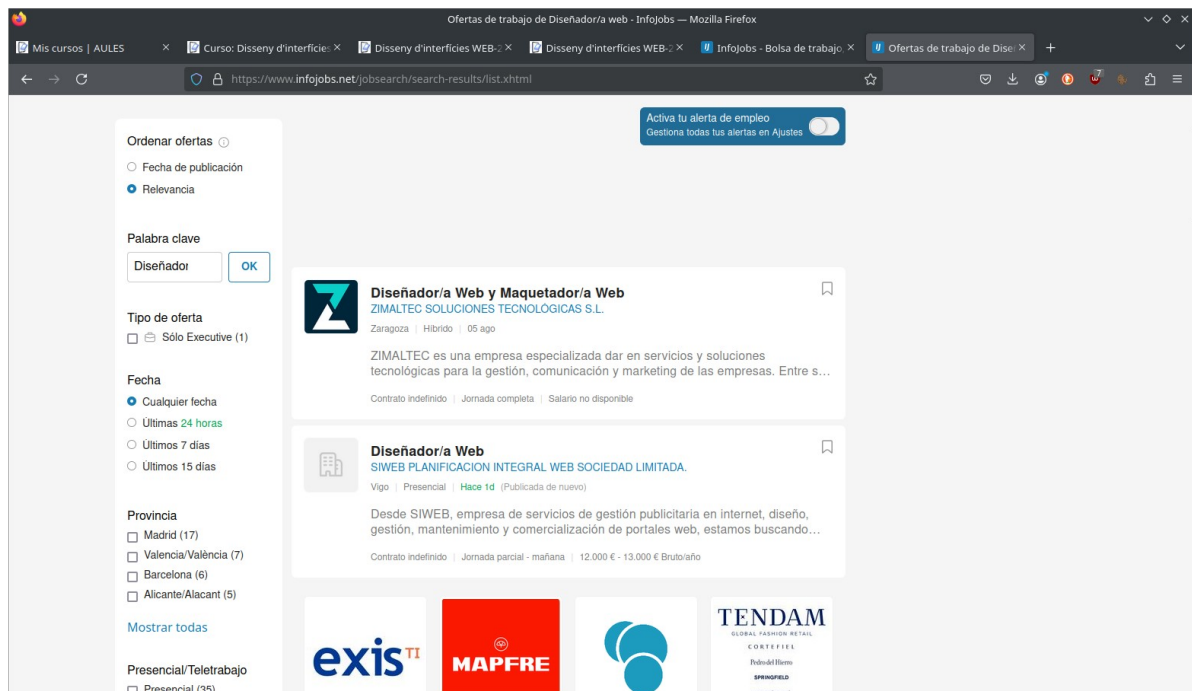
Desktop Version

In the desktop version the landing page makes good use of the bigger real state bigger screens inherently have.

The navigation bar is kept at the top with multiple options for the user to explore and occupying most of the screen we are met with content, displaying often searched for companies/job postings.

It is meant to be navigated by using the mouse/keyboard layout by scrolling down the page to find further content or writing in the search bar for something specific.

After looking for a Web Designer position we are met with a familiar layout, the job postings occupying the center of the screen and a sidebar that contains all the possible filters to tailor the search to the user needs.
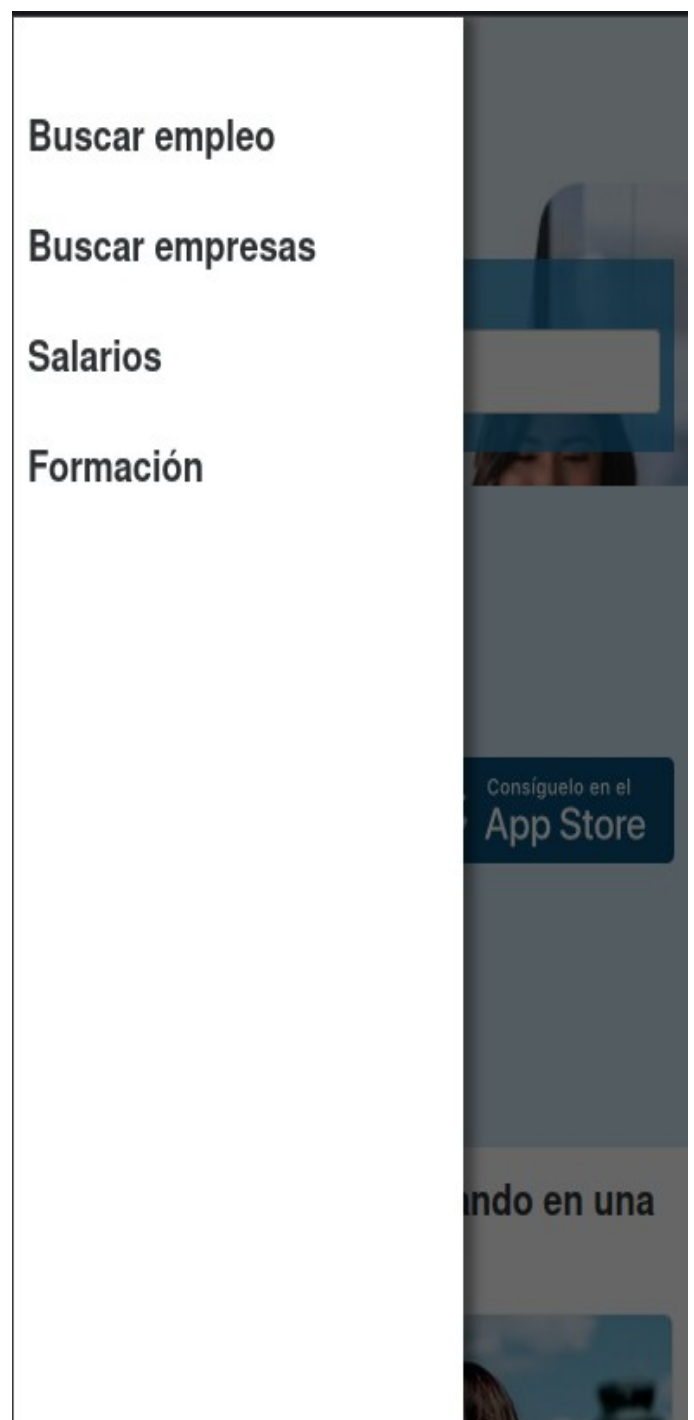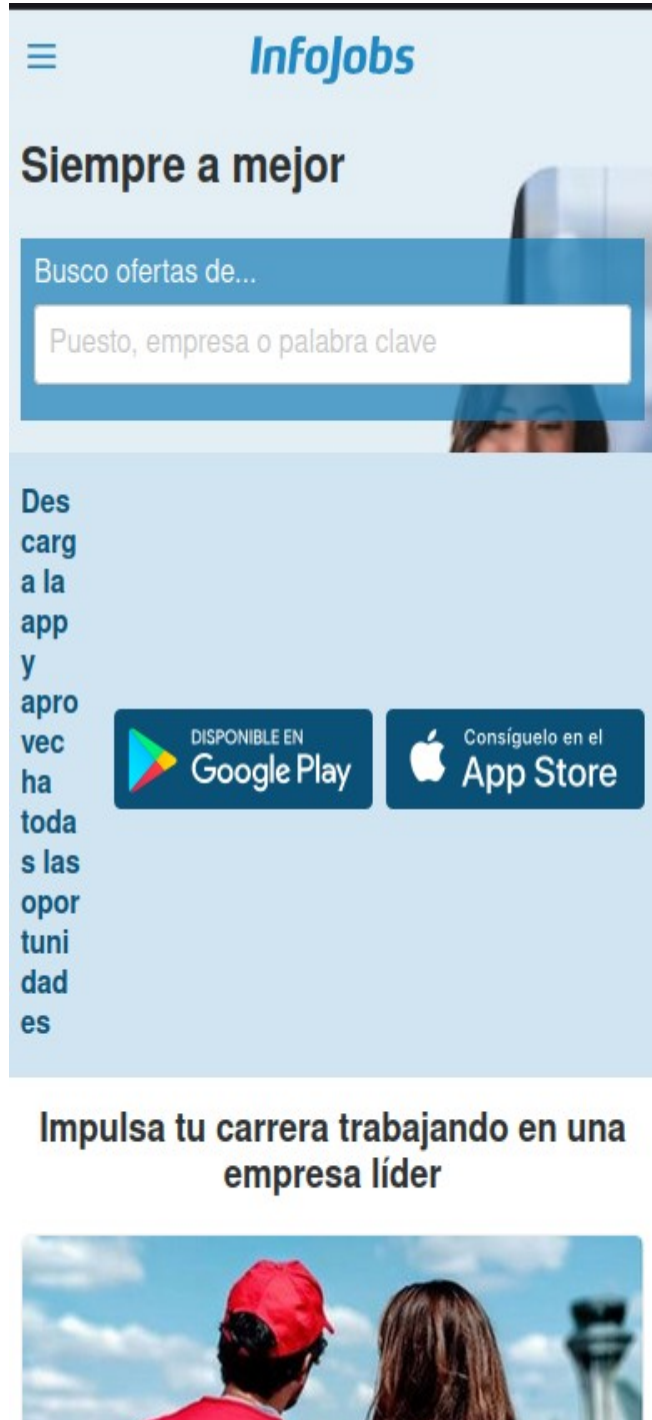
When clicking a job posting, it takes us to a detailed description of what the offer entails, the layout is simple and keeps the important information such as studies/experience requirements at the top so it can be seen at a quick glance.

Now that we have studied the layout of the desktop version, lets see how it was adapted to mobile/app platform.

Mobile Version:

As we can see, in order to accomodate to the smaller screen space, much of the informationt that can be seen in the desktop version is ditched in favor of a more simplified and straigthforward layout.

The big navigation bar is trimmed down to just the search bar and a side navigation bar that has to be toggled manually to show other options, content side the many options presented before are also reduced, displaying a single big image with an infinite scrolling where more content is generated to meet demand.

When using the search function, the design decisions found in the main page can be seen in the results aswell.

Diseñador/a web
Orbitas

Arnedo | Hibrido | Hace 21h (Publicada de nuevo)

18.000 € - 28.000 € Bruto/año

Diseñador/a Web
SIWEB PLANIFICACION INTEGRAL WEB
SOCIEDAD LIMITADA.

Vigo | Presencial | Hace 1d (Publicada de nuevo)

12.000 € - 13.000 € Bruto/año

Dissenyador/a web
Interactiu Comunicació Digital, SL

Cornellà del Terri | Presencial |
Hace 2d (Publicada de nuevo)

18.000 € - 18.000 € Bruto/año

Diseñador/a web y Wordpress
FENIX BYTE SL.

Madrid | Presencial | Hace 2d (Publicada de nuevo)

Activa tu alerta de empleo
Gestiona todas tus alertas en Ajustes

The filters found in the desktop version are instead hidden behind a the side nav bar that has to be toggled, the save functions are replaced for a banner and the descriptions hidden.

In conclusion, the content was adapted to fit the platform the content is displayed on, for mobiles the focus is on accesibility, changing text for icons/visual representations, in this sense the images and icons are given are more protagonistic roles, leaving them to be the primary medium to express the purpose and meaning of the content.

For this particular website, as a personal preference i would say that the desktop version is better, as each step in the navigation process provides more detailed information, the mobile version forces you to access each posting to see if it may interest you where in the desktop version all the information is relayed in a quick and straigthforward manner, allowing the search of posting faster and more comfortable for the user.