Rodman, Tanya
Des 157 Winter 2016
February 2, 2016

Comparative Analysis

Meter.Me is an app that monitors one's physical activity and keeps track of distance, time, geography, and has small features that are customizable to the user. It is also has excellent data visualizations that are clean and simple of one's physical activity over time. The app itself is clean, elegant, and user-centered; Every button feels like it has purpose and the typography is legible and it adds to the characteristics of the app itself. Furthermore, the app utilizes simple icons that are concise and universally understood.

image: courtesy of Meter.Me

Meter.Me also provides the user with information about the day such as date, time, weather, and keeps a log of their activity. The interactivity of the app allows for personalization for the user, which is extremely beneficial to the app's purpose and functionality, and makes for an excellent app.

Figure, by Propellerhead, is also a user centered and personalized app in which the user can create music using their clean interface and share it with other Figure users. Although the idea behind this app is quite complicated, the design allows for the user to keep creating unique sounds with only 4-6 options.

Both apps, Meter.Me and Figure, share simplicity and cleanliness throughout their designs, which is how I want my final project to show my information and involve the user. Both apps also take a good amount of direct user input to personalize the user's account and display. I think it would be cool if the user of my final project could not only create such a personalized account, but be able to customize the look of their page to fit their needs. However, the challenge is that it might deviate from what the project is supposed to achieve and I always ask myself, *what's the PURPOSE of putting things where they are? What is my INTENTION.*

On the contrary each app differs from one another greatly through not only their purpose, but the difference in amount of color used in each app, and the amount of focus on typography one has over the other. Meter.Me sticks to simple colors and two color accents, blue and red, with black as the main overall color. In this case, it is appropriate because the focus is on creating a tracking system for one's exercise routine and it's more concrete. However, Figure emphasizes creation and in doing so, the use of multiple colors, conveys creativity and playfulness.

image: courtesy of Figure

References

1. Vella, Adam. "Meter.Me - Fitness Application." *Behance*. Behance, 9 Dec. 2012. Web. 02 Feb. 2016.

2. "Got 3 Minutes and Want to Make Some Music? Figure Is the Fun Music-making App for Instant Inspiration." *Figure: Free IOS Music App*. Figure: Free IOS Music App, n.d. Web. 02 Feb. 2016.