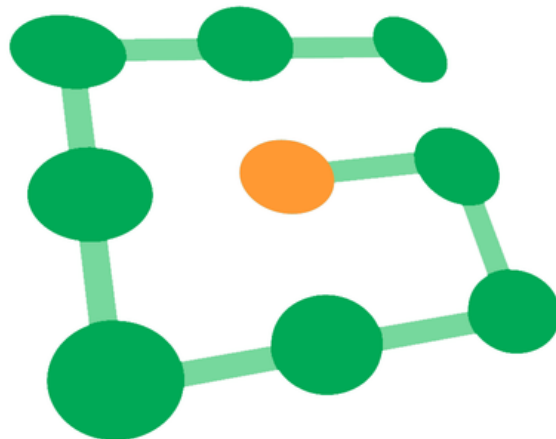


ui/ux review and design



ui/ux review and design

a blueprint to create a better user experience, ready to present to developers. clear and actionable solutions, both written and graphically presented.

how it works

the main goals that your website or app want to achieve are used as guidance for the expert review. adhering with these goals, we identify the most important tasks users need to accomplish, as well as the associated user flows. the review then covers all the pages (user interfaces) associated with each user flow.

the review addresses: functionality and flow; navigation and information architecture; language, labeling and consistency; layout and visual clarity; mobile usability and touchscreen users; error handling, forms and feedback; calls to action (CTA) and business acumen.

for every issue identified, we provide written comments and solutions to improve the user experience.

a series of wireframes also illustrate the identified solutions for a better ux - this means more intuitive user interfaces and user flows. the proposed solutions are based on user-centered design and they aim to tweak your user interface rather than completely redesign it. this allows for a quicker and more effective implementation.

about this review and design

mobile app: Guild Community

language: English version

devices: mobile phone only

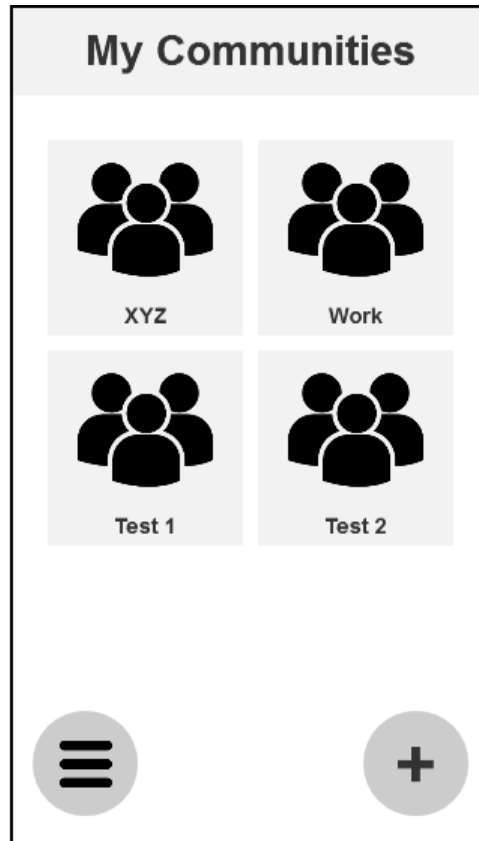
notes: **free trial** (user flow: from post-login to content - announcement, post)

a mobile app is the result of the work of talented people. there are already many positive aspects which are not mentioned in this review, as we focused on the elements that, we believe, should be modified to achieve better usability.

the app's main goal

a community platform for members to connect, communicate, and engage.

Homepage (user flow: step 1)



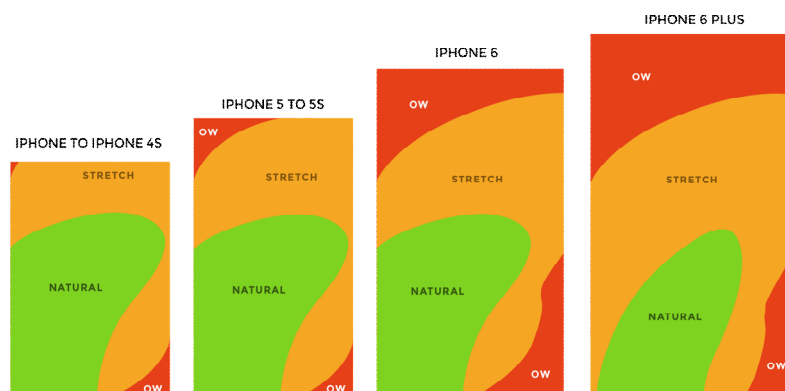
Homepage (user flow: step 1)

Homepage and labeling

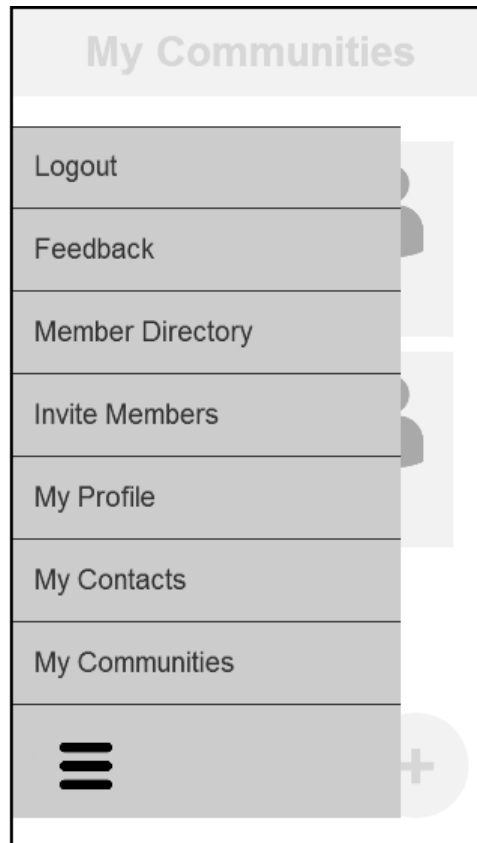
“My Communities” (currently “My Groups”) could be used as the homepage and directly presented to the user after the login. If the user is a member of only one community (e.g. XYZ), that community page should be presented instead. We suggest to keep the labeling consistent, and always refer to “communities” rather than “groups”.

Menu (hamburger icon)

Consider moving the hamburger icon to the bottom left of the screen and ensure it is always accessible to the user (fixed position regardless of scrolling). The area at the bottom of the screen is easier to reach with thumbs and this improves usability.



Slide-out menu



Icon. Use the hamburger icon to slide the menu in and out. Keep it consistent (same position and graphics).

Menu items. Consider reducing the number of menu items to a maximum of 7 ("My Posts" could be moved under the "My Profile" section). The most important and frequently used items should be at the bottom, closer to the hamburger icon.

Community page (user flow: step 2) see wireframe below

Logo

Avoid placing the Guild Community logo in the top right corner. It appears as an icon and it is therefore misleading for the users.

Title and image

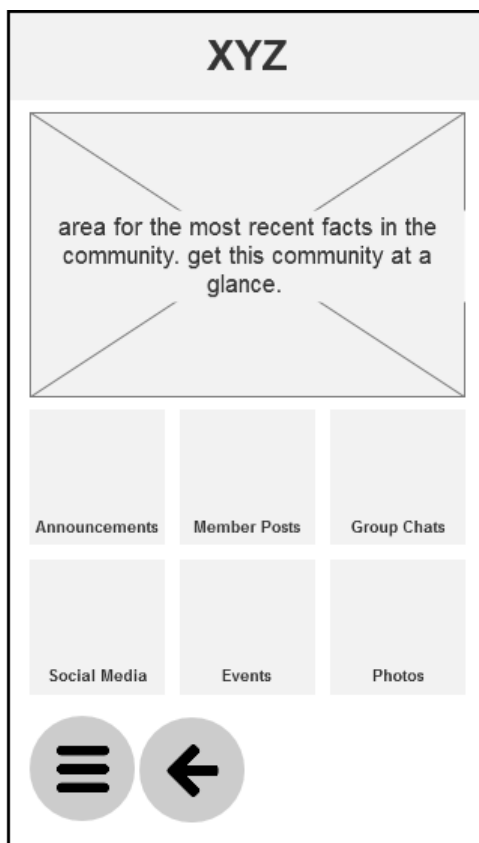
Consider reducing the area of the title and image at the top (possibly removing the image entirely).

The community at a glance

Use this important area to display the latest facts in the community. This will give frequent users immediate access to relevant information without the need for further steps.

Labeling

Consider joining subcategories where possible, thus reducing the overall number of options (e.g. “Announcements” and “Member Posts”: announcements could simply be posts from the community manager). Also try to use labels that are immediately clear to the users (e.g. “Group Chats” rather than “Dialogues”). Keep these icons towards the bottom of the screen for an easier reach with thumbs.



Community page (user flow: step 2)

Member Posts page (user flow: step 3) see wireframe below

Recent - By Category

Remove this option from the top of the page. Consider instead a filter icon at the bottom of the screen among the other icons.

Your Post page (user flow: step 4) see wireframe below

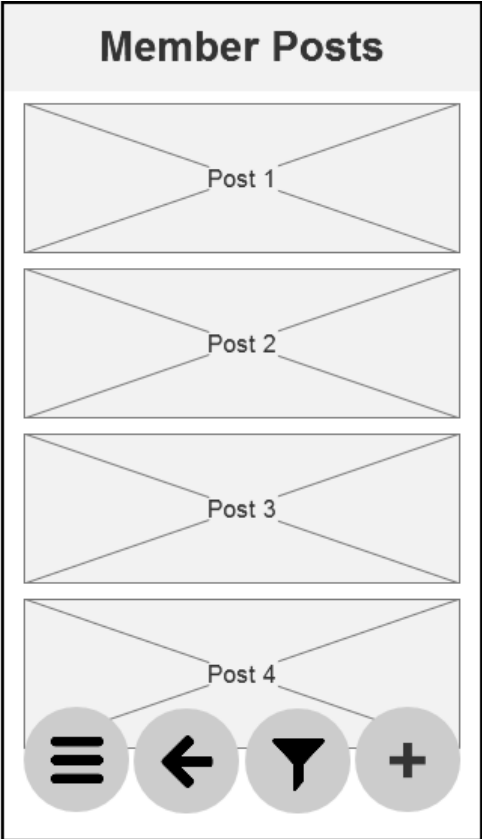
Order

Invert the order: ask for the message first, then the title, and then the category. Pre-select a category (e.g. keep the one previously chosen by the user).

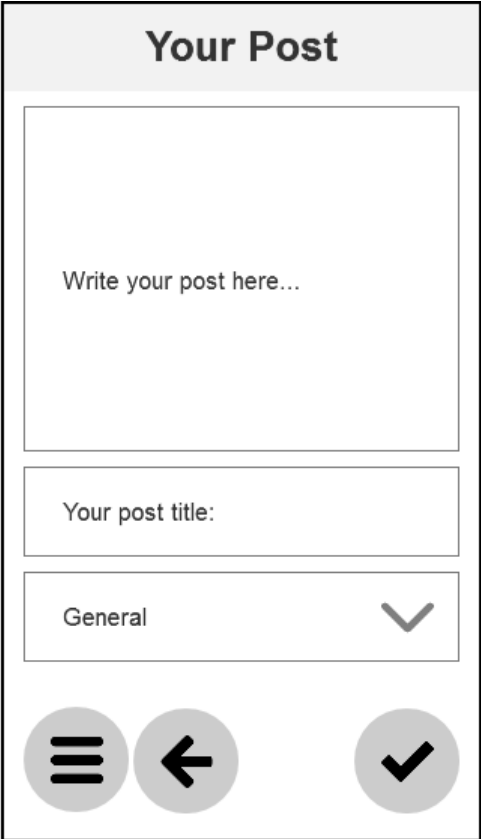
Icons

Move the “send” icon (✓) to the bottom of the screen and remove the “cancel” icon (x) from

the top left corner. The cancel option is simply replaced by the “go-back” icon (←).



Member Posts page (user flow: step 3)



Your Post page (user flow: step 4)



our services are fast and entirely online
click the link and give it a try for free!

www.leendii.com/free-trial