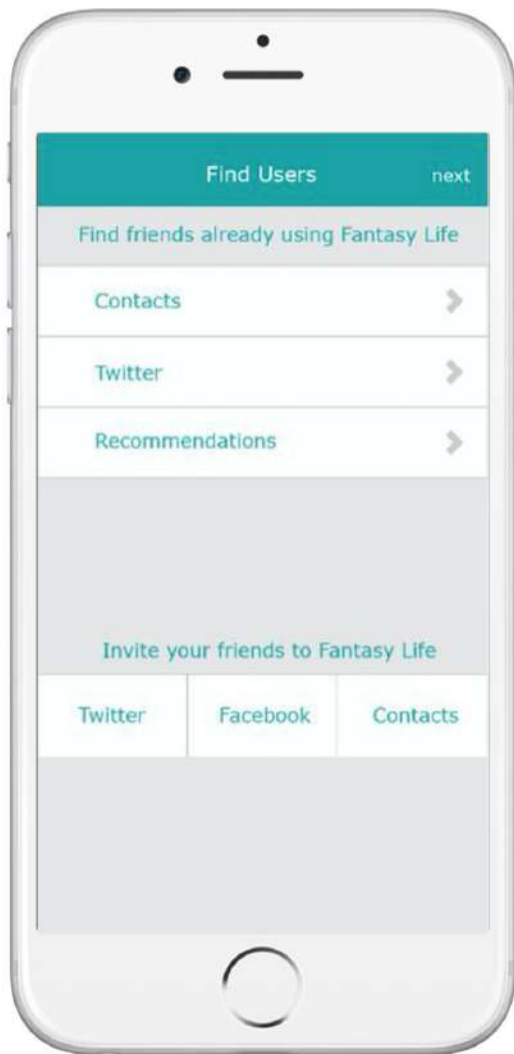


Fantasy Life 2.0 Critique

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2.11.16



Seems a little bit boring to me. This is where we introduce the user to the app. The first minute using the app is the most important, so let's wow our customers in that first minute with something that looks innovative and fun while still being a simple interaction to set up and introduce the app.

I don't know if this is a good place to invite friends. If the user hasn't seen what the app is all about yet, odds are he's not going to invite his friends to use it. However, this will be important to make an apparent feature after the app is set up.

We should give the user a way to skip the on-boarding process all together. Some people want to find how to do things on their own and don't like their hand to be held through the process. We definitely don't want to frustrate a user seconds after his app is installed. Could lead to deleting it before even seeing what's inside.



First, have you thought about pulling podcasts into the app? I think that would be very popular. I also discovered a new app recently that gave me a great idea for us. It's a feature I'd like to talk through with you (and maybe Matthew, if that's possible).

I struggle with the icons. search and home are icons that are widely recognized, and camera is too, though I'm not sure that we are using camera in the right context. But I have no idea what the last two do until I click them. I think we should play it safe and add labels underneath the icons in the tray at the bottom, at least in v2.0.

The Camera icon makes it seem like I can only post a picture. I would figure out that there are more options behind it, but why hide those when polls and trash talk are the most popular things?

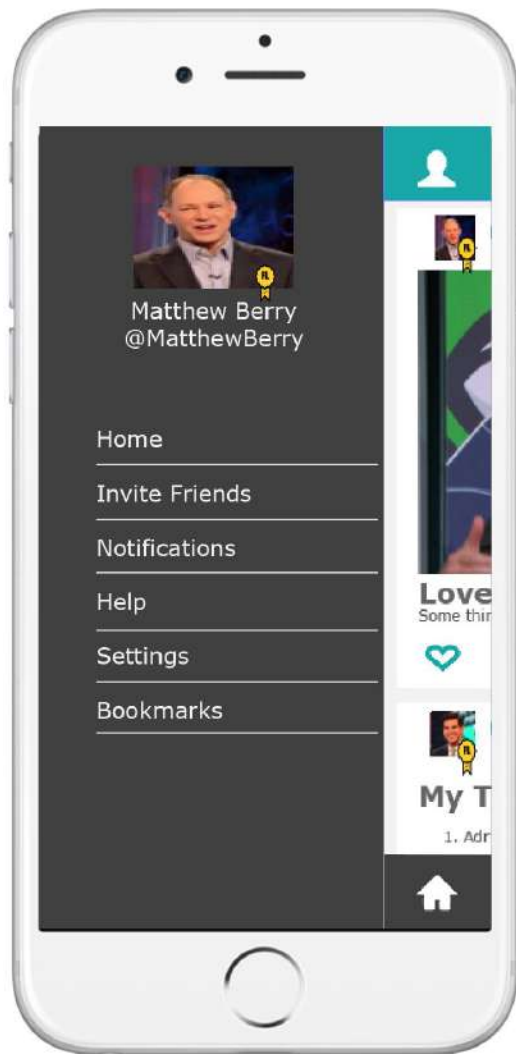
We should make it more obvious what the controls (heart icon and Comments link) at the bottom of each post do and the state of each of those icons. Have I clicked on the heart already and that's why it is blue? (that is something I will define in our style/interaction guide so it is consistent across the app). Is there a way for the user to see who has liked the post or look at others' comments? I know the answer to that, but I don't think it's obvious because the heart is one type of control and the comments link works completely opposite.

Could indicating the number of likes/comments drive interest in certain posts, so we should include that number on the screen?

I don't think the 'Contact' or 'List' subheaders on each post are necessary. Seems like noise to me; I can tell what the post is by looking at it. Curious, how often was the filter function used in 1.0?

The 'Post' icon looks like the active tab to me. I know Instagram does it, but they also indicate the true active tab differently than the rest of the tabs. It should always be obvious which tab is currently active.

The colors look a little bit bland to me, but that's a personal preference. With the audience that I am assuming, I think we go with bold colors.

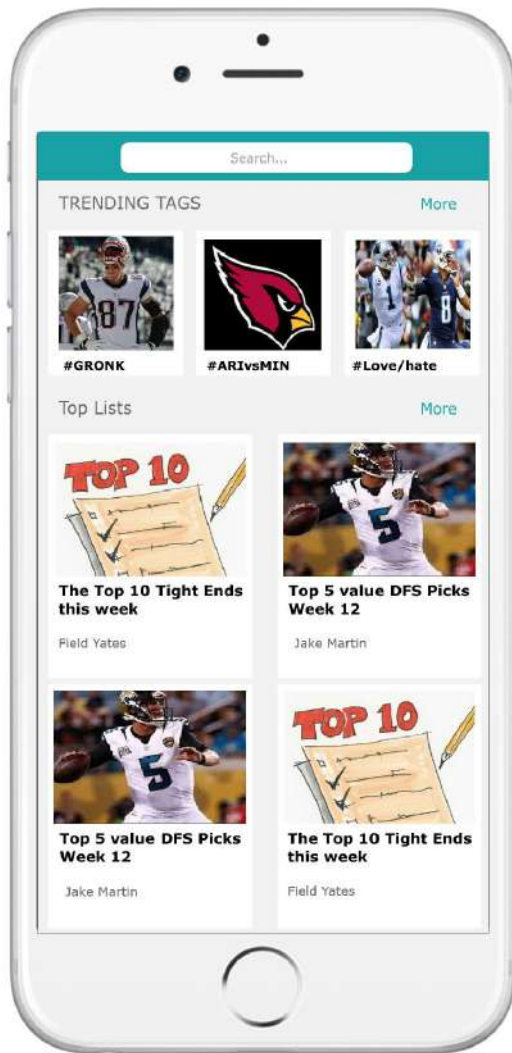


I am sure there were decisions made based on some research that led you to the flyout menu that I'm not aware of yet, which could change my mind, but my opinion right now is that profile should be its own page. I don't see any pros to the flyout. We lose the bottom navigation bar when profile is open and we don't save any clicks. I know that hamburger menus are the fad right now, but a lot of usability testing shows that they aren't always the right way to go.

With solid information architecture, a full page would be advantageous. It would make how we handle the bottom navigation simpler and more consistent when drilling into a function like Bookmarks. With the flyout approach, which tab at the bottom is active when I open my bookmarks? We'd have inconsistent navigation.

And to be honest, I kind of like the look of the 1.0 profile page!

The profile icon is much better than the one that exists today, but I could see it getting lost being tucked away in the header when the rest of the navigation is at the bottom. I think the reason it was moved out might simply be because we had 6 icons and only have space in the bottom nav for 5? I think I can solve that problem as you'll see in my mockups.



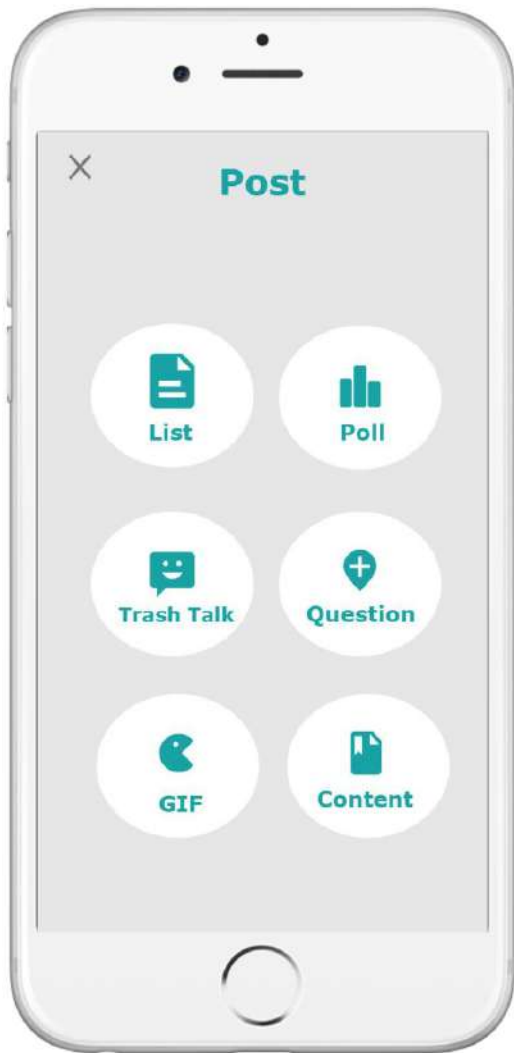
I like the look of this page!

Not sure where the bottom navigation went, but I'm guessing that might be a mockup error.

I might add a little more context to the search box because I don't think it's very apparent what kinds of things I can search for.

I'd keep a consistent section header case, in this example, for trending tags and top lists (upper case or sentence case).

We will find out for sure in usability testing, but I would guess that users would expect to come here to add or invite friends, so maybe we need an apparent way to do that on the screen other than just the search bar.



The NFLPA database is awesome. Will make for a much simpler posting experience.

Can we pull the most common type of post out front (on the home page), so that the user can save a click every time he needs to get to one of those? I have an idea in my mockup.

Can we get rid of this interstitial modal and go directly to a page where the user can post in any of these forms? I'm going to get a little bit psychological here ... when we use this interstitial, you're forcing me to make a decision and then I can't change that decision once I have made it (unless I go back to the home page and start over). That gives the user a feeling of intimidation. Kind of like when you decide to take the east ramp or west ramp on the highway and you aren't sure which one you want. On highways, there is no way around that, but in web/app design we aren't forced to use this kind of interaction. The decision still needs to be made, but we can do it in a less intimidating way.

Again, I have an idea in my mockups.