

UI Analysis

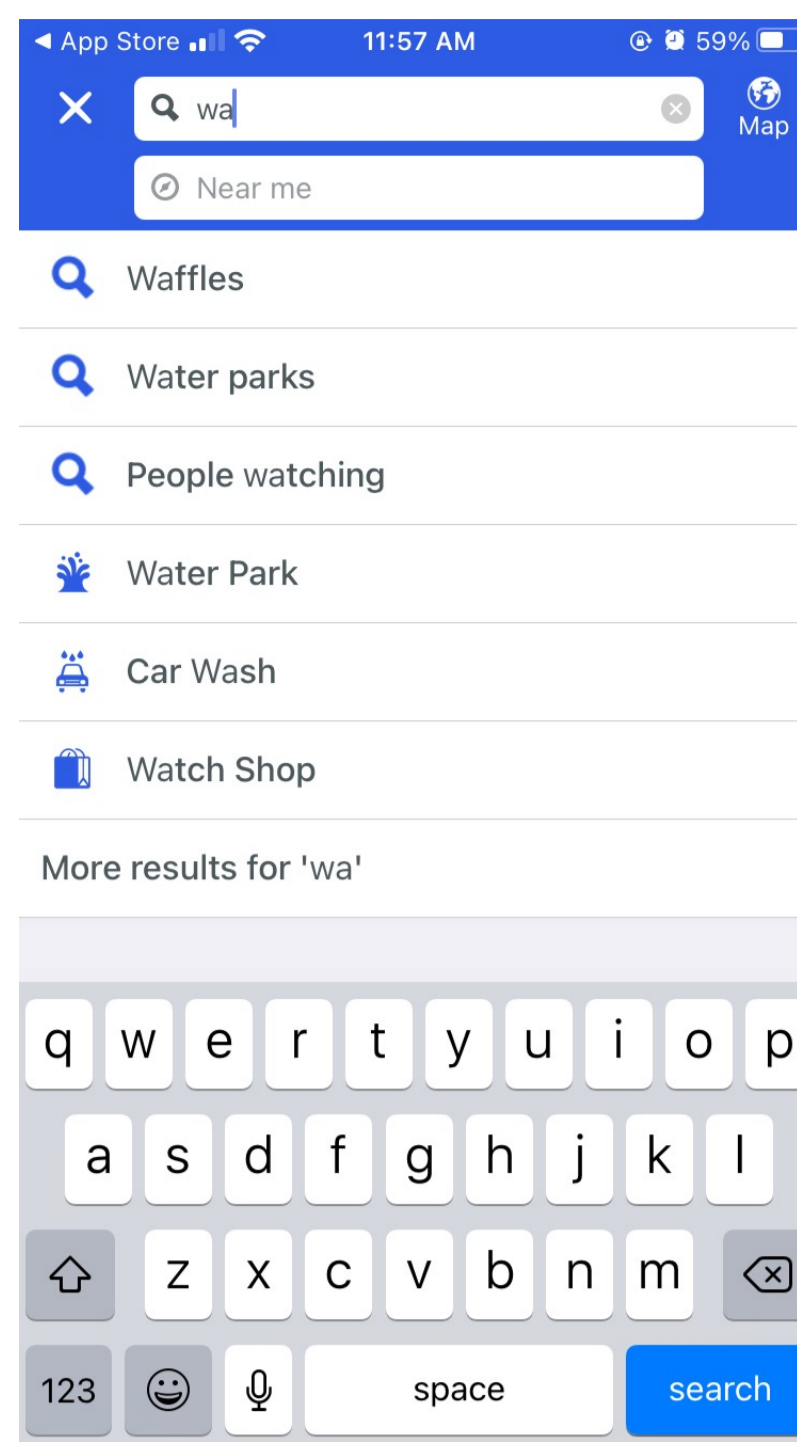
FOURSQUARE



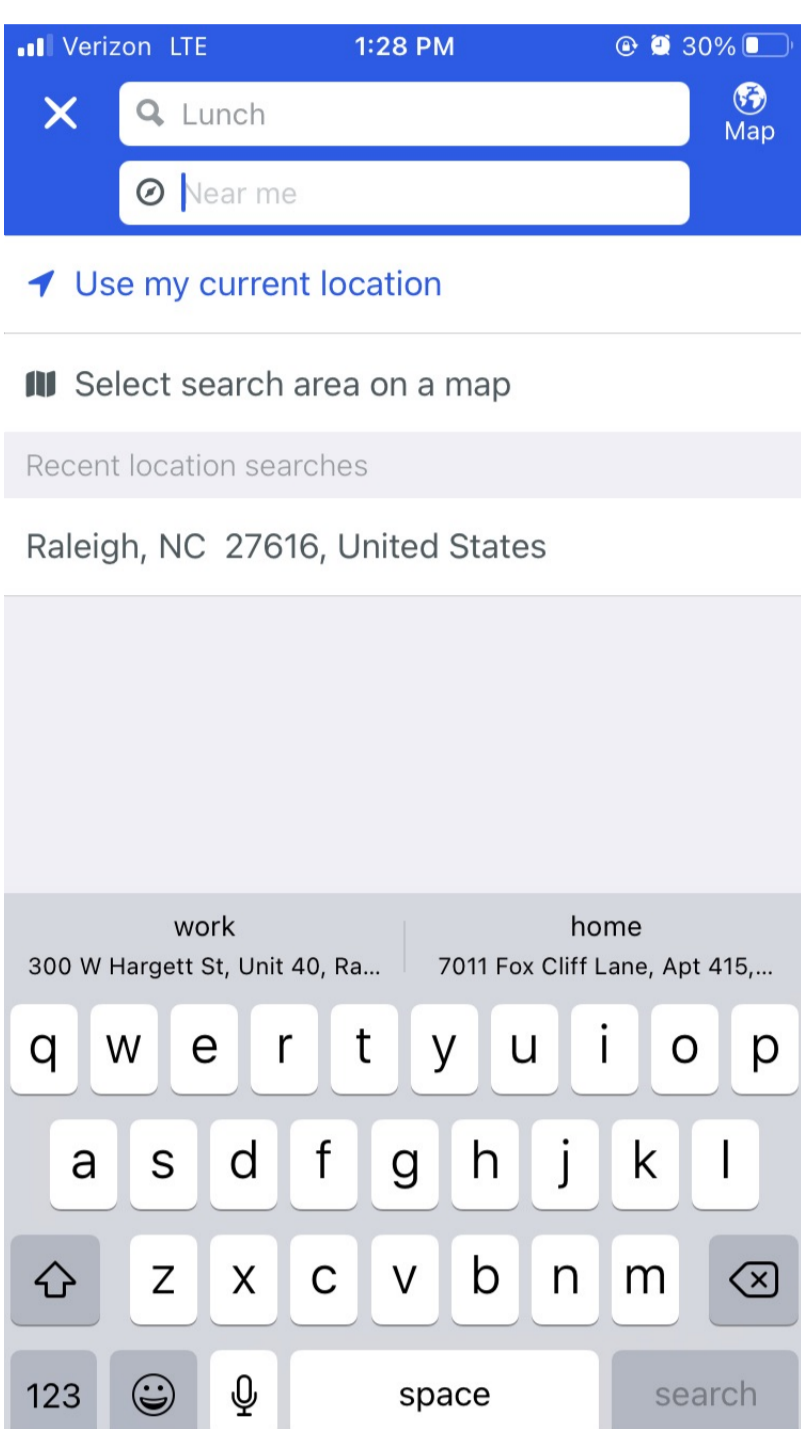
I love that the Home screen is the Search screen because it simplifies the user flows and makes the search function instantly accessible. I can apply this to my app because the primary function of Hidden Gems is searching.

The Home/Search screen is static (there is no vertical scroll). I think this feature works really well for this app because the limited content encourages users to immediately begin a search. I think this will also work well for my app because I want to lead my users to the search function immediately.

There are general category cards on home/search screen that create searches when tapped. This feature makes it incredibly easy and quick to start a search, even if you're not exactly sure what you're looking for. I can apply this to my app because I want to offer my users the same convenience.

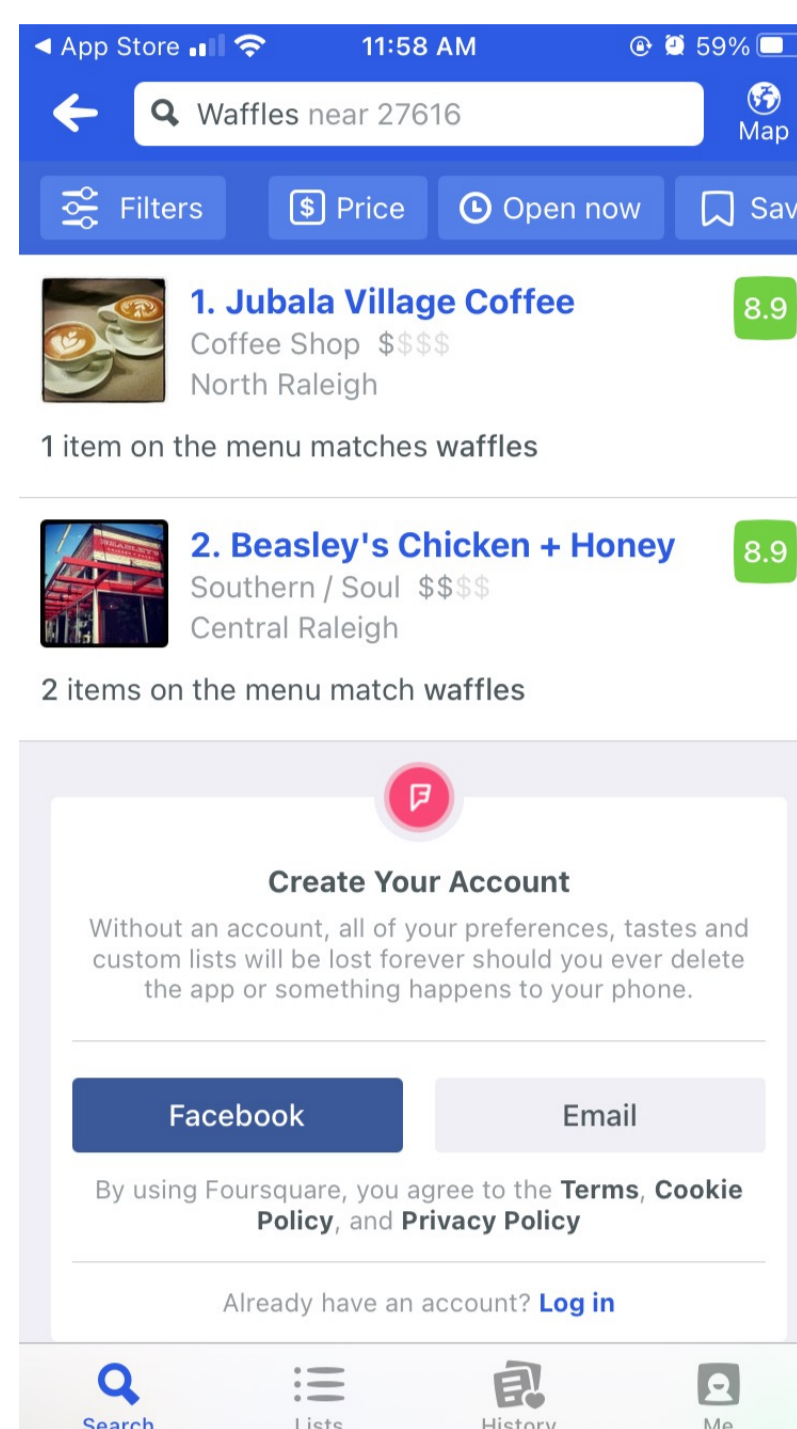


When you tap on the search bar (on the Home/Search screen), the active search screen opens and you can see a list of search suggestions. All suggestions have icons next to them. The icons change depending on the type of search term - some of them seem like categories, and those have specific applicable icons (like a slice of pizza for Pizza Restaurants), whereas more general search terms just have the magnifying glass icon. I like this feature because it's a subtle way of letting users know what kind of search each term will produce.

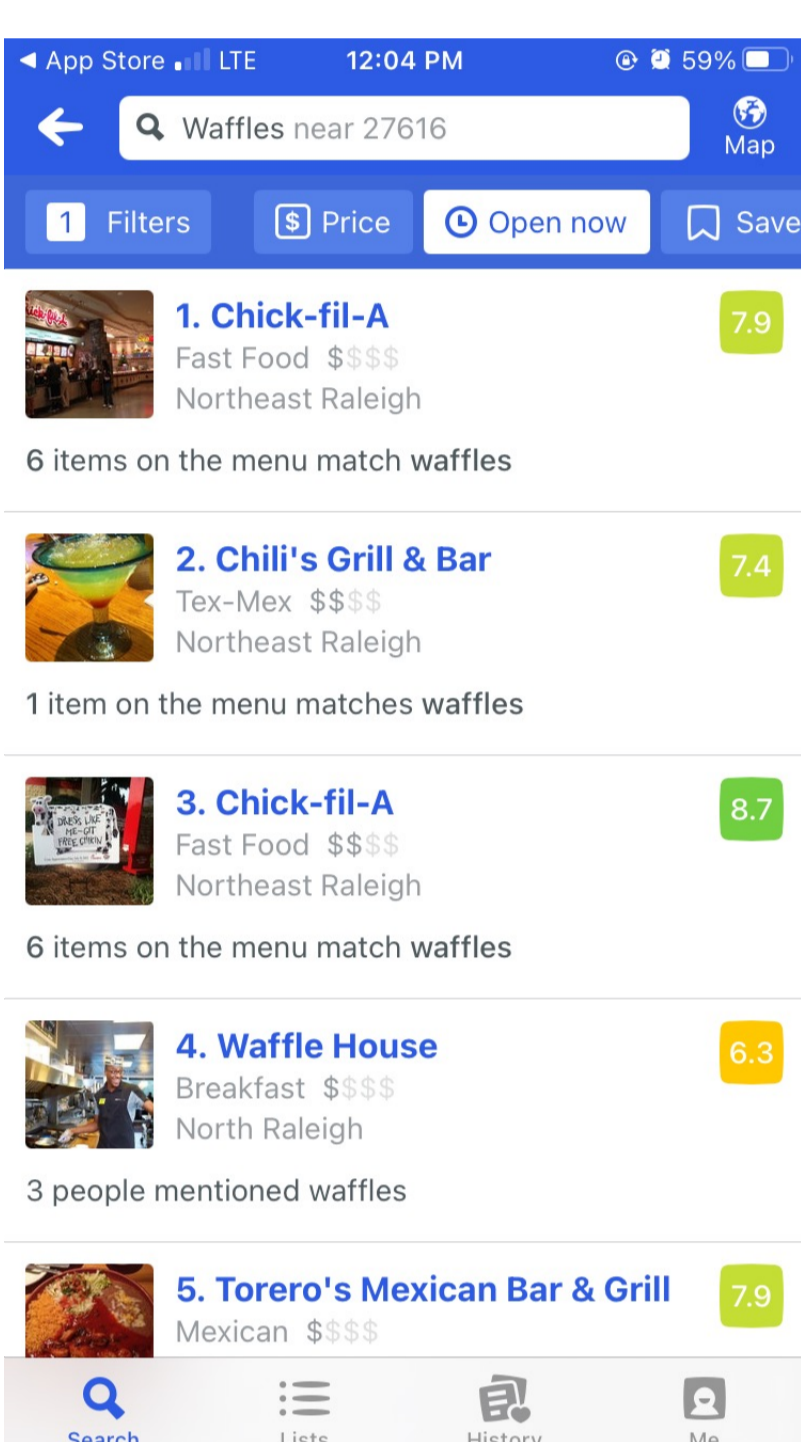


You have several options for inputting a location for your search: use current location, select search area on a map, use saved Home or Work addresses, or enter an address or city/state/zip code. Once you have entered a zip code in one search, it shows up as a recent location in future searches so that you can use it again. I'd like to use these options in my app because having this many options allows users to do what they feel comfortable with.

I'd also like to go a step further and offer the option of setting a default preference for location type, such as city and state or zip code. I didn't allow the app to use my current location, but "Near Me" (current location) is the default location input when searching, so I had to change it every time I did a new search. This is tedious and over time it could feel like pressure to give the app access to current location.



You don't have to create an account to start using the app. You can save business listings and even create custom lists without an account. When you do a search for the first time, there is a prominent message urging you to create an account so that your data isn't lost if something happens to your phone or you delete the app. This seems like the perfect way to encourage users to create an account without being intrusive or pushy.

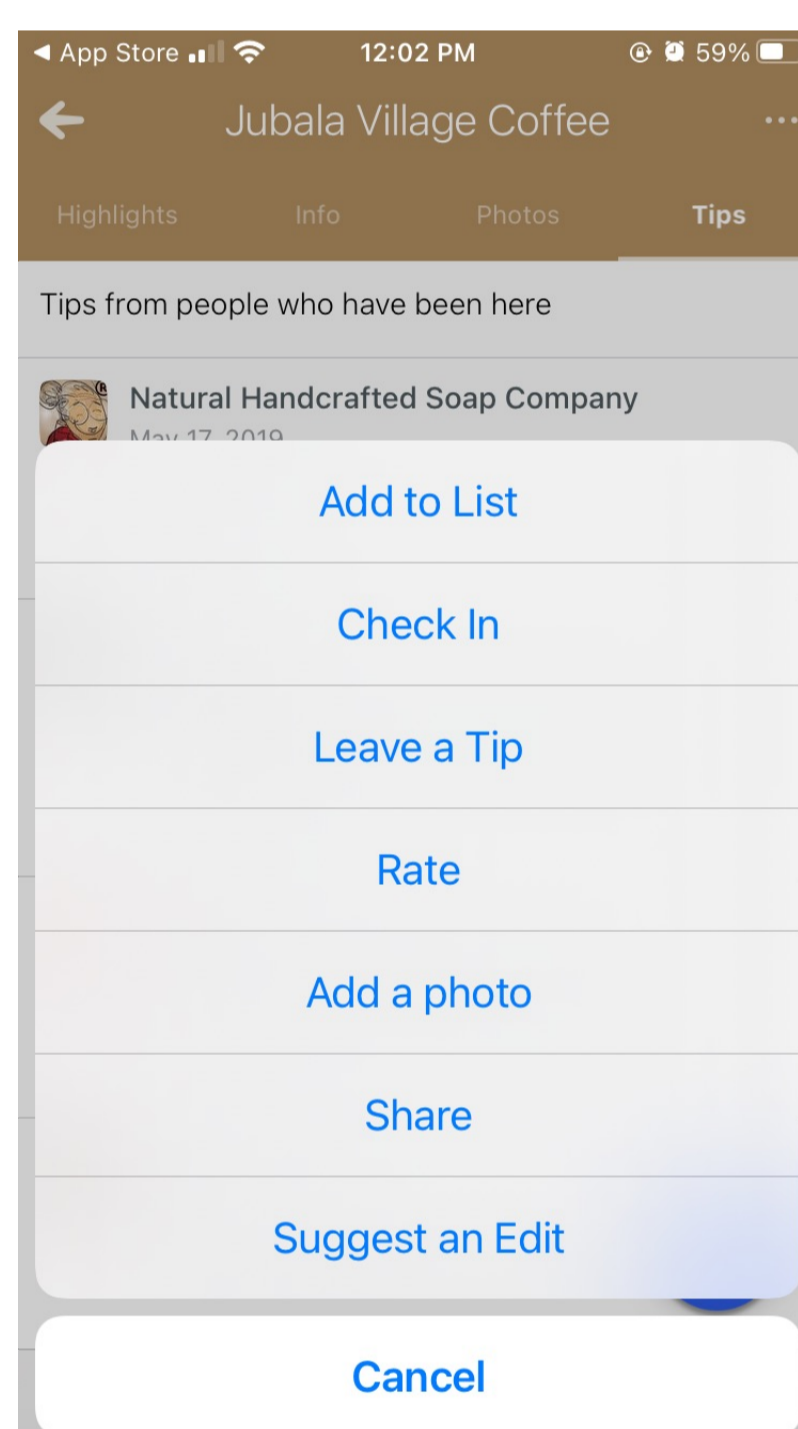
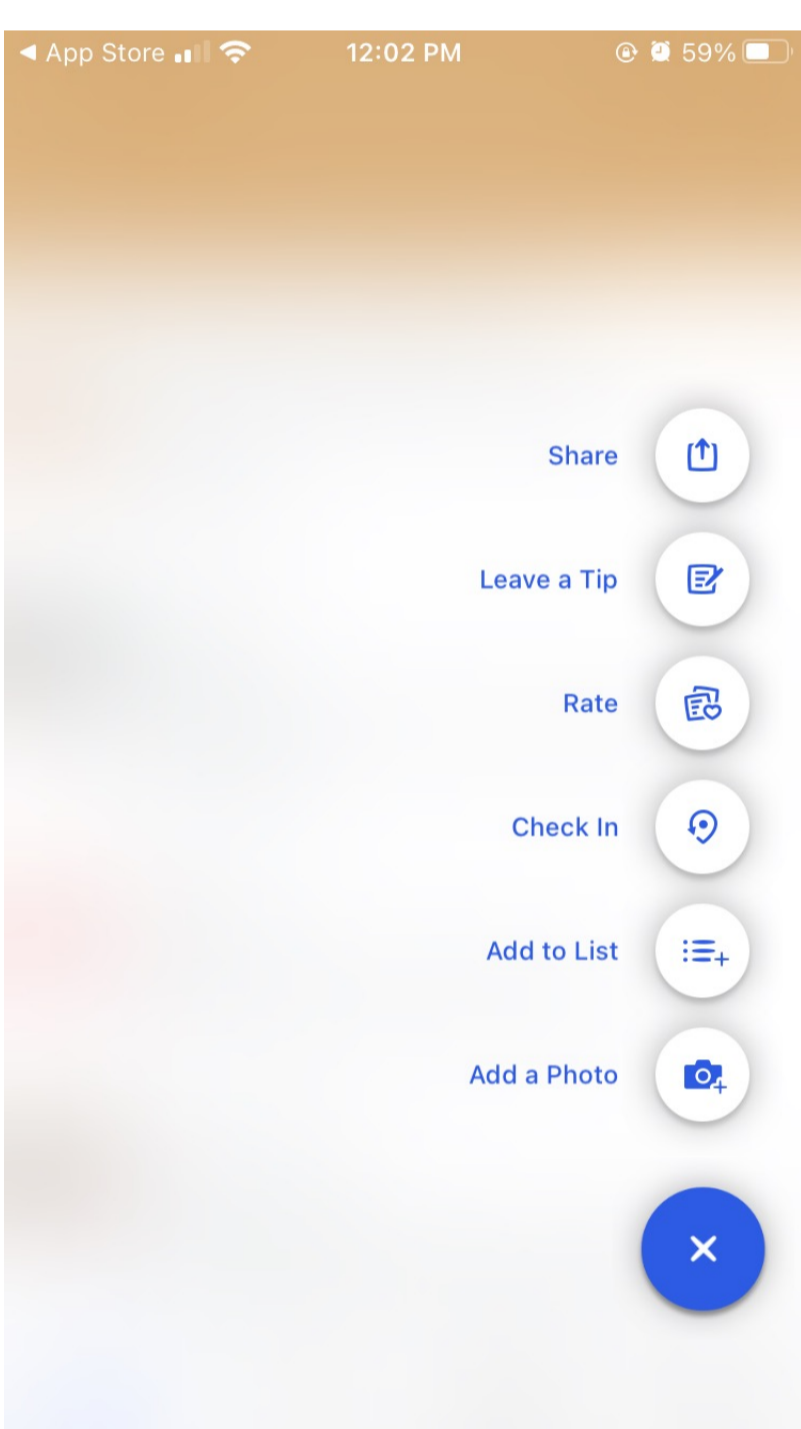


The filters pattern is nice. I like that the most common filters are displayed next to the Filters button so that users can filter their search without even opening the full Filters screen. When you apply filters, the number of filters currently applied is shown within the Filters button in place of the icon. I like how minimalistic and efficient this is, and I think it will work for Hidden Gems as well.



The tabs on the Business Listing screen are great. I like that they allow users to look at only certain types of information at once to avoid overwhelm. It's also convenient that you don't have to scroll continuously on a long screen to find information.

I may or may not apply this pattern to my app. I don't know if I'm going to include enough varied information in each listing to warrant separate sections.

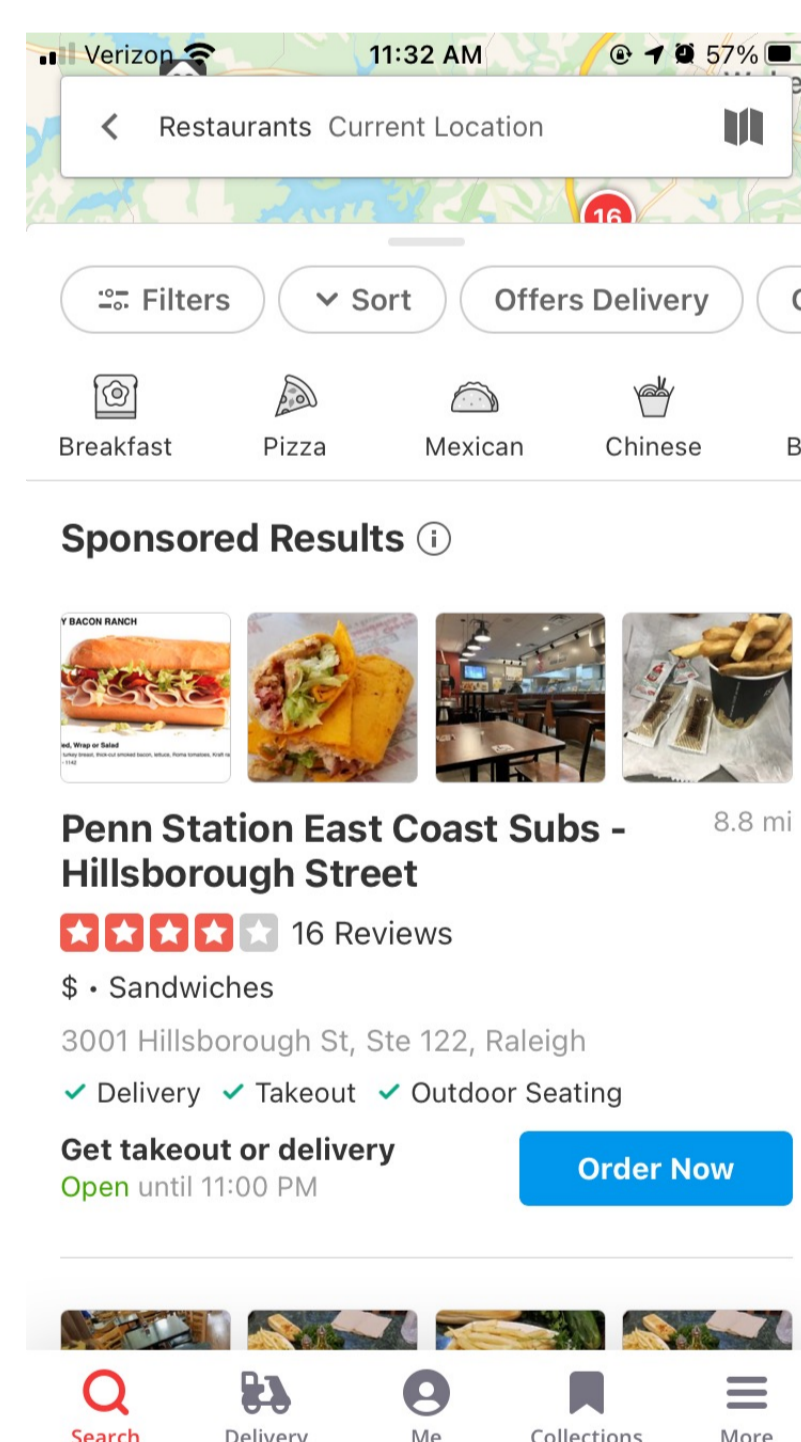
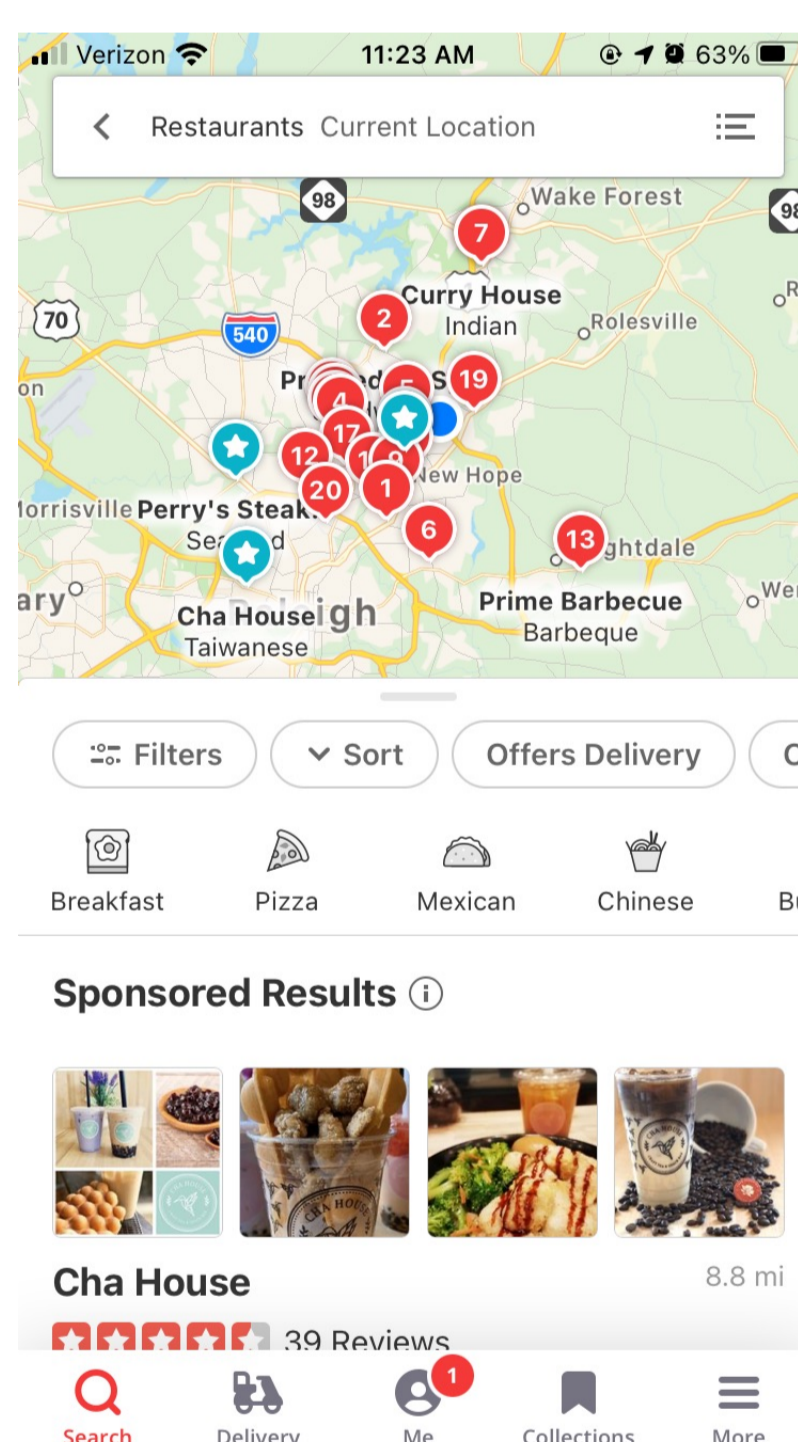
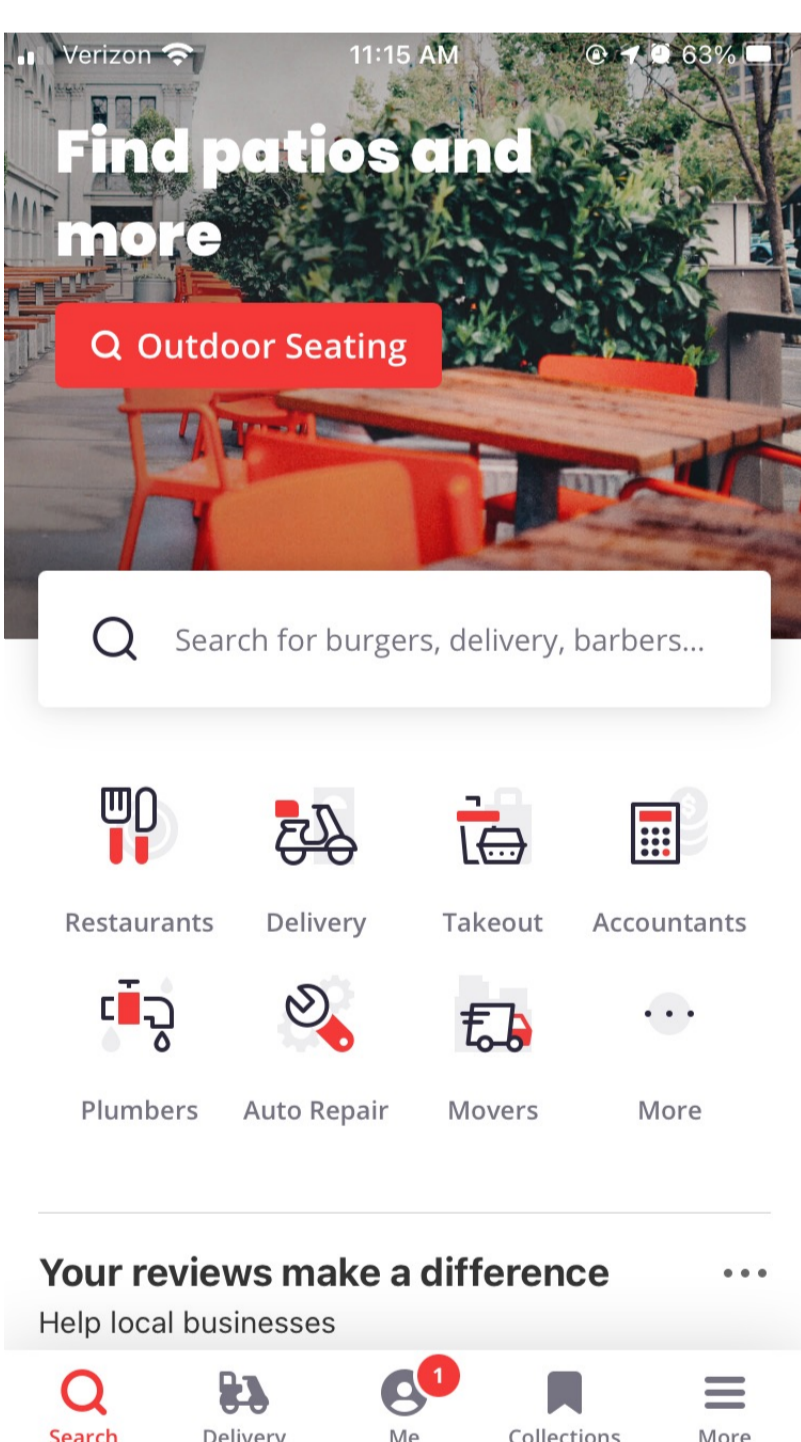


I love the floating action button on the Business Listing screen. It opens up to reveal 6 actions the user can take.

The same actions can be accessed with the ellipses icon in the upper right corner of the screen. I like that the Share and Save buttons are contained within these, along with the other actions, so the screen is less cluttered.

For the Android version of my app, the floating action button will work perfectly. For the iOS version, the icon in the nav bar will also work perfectly. I do like that FourSquare offers both so that it's super easy for users to find, but I'm only going to include both in the Android version, since FABs are not in alignment with Apple's design guidelines.

YELP

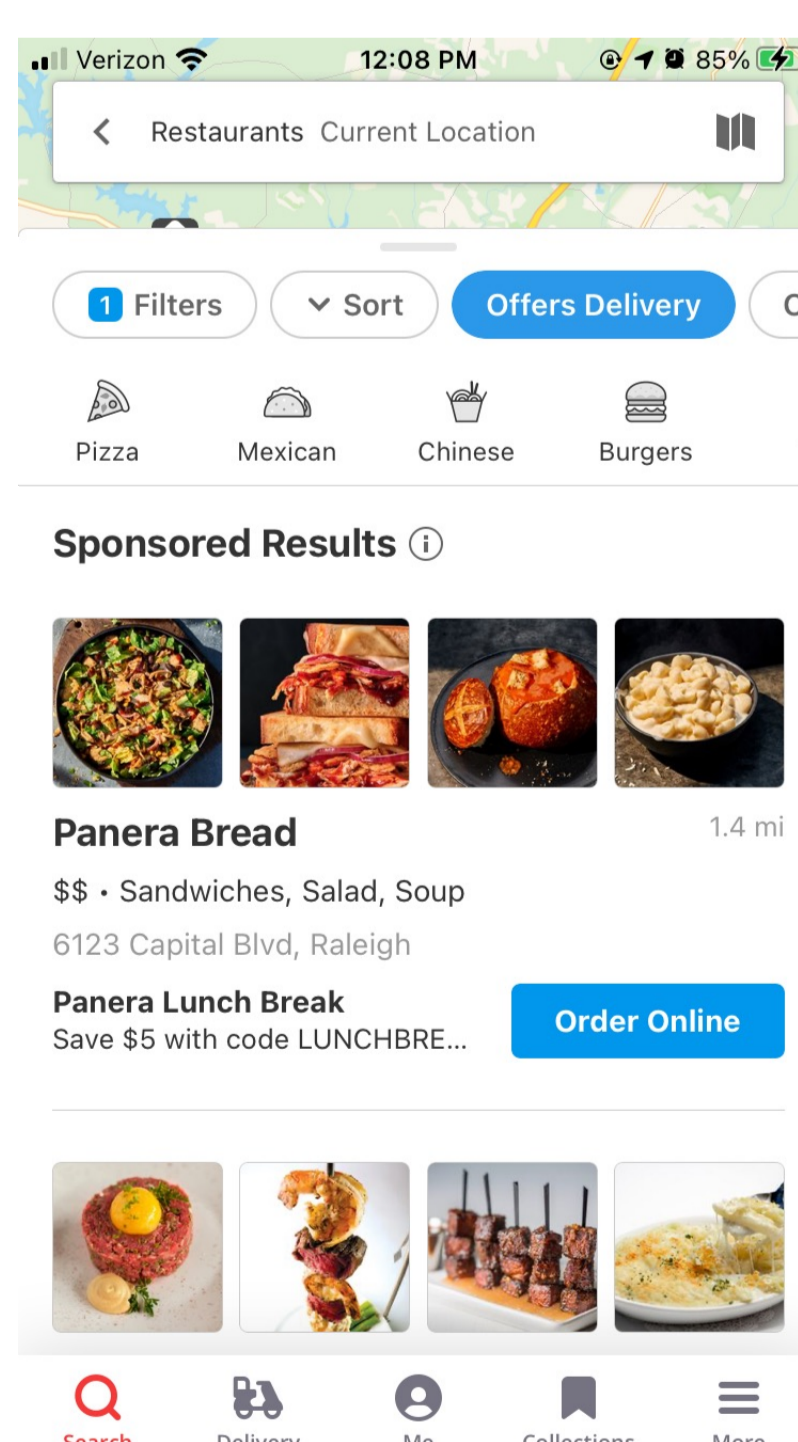
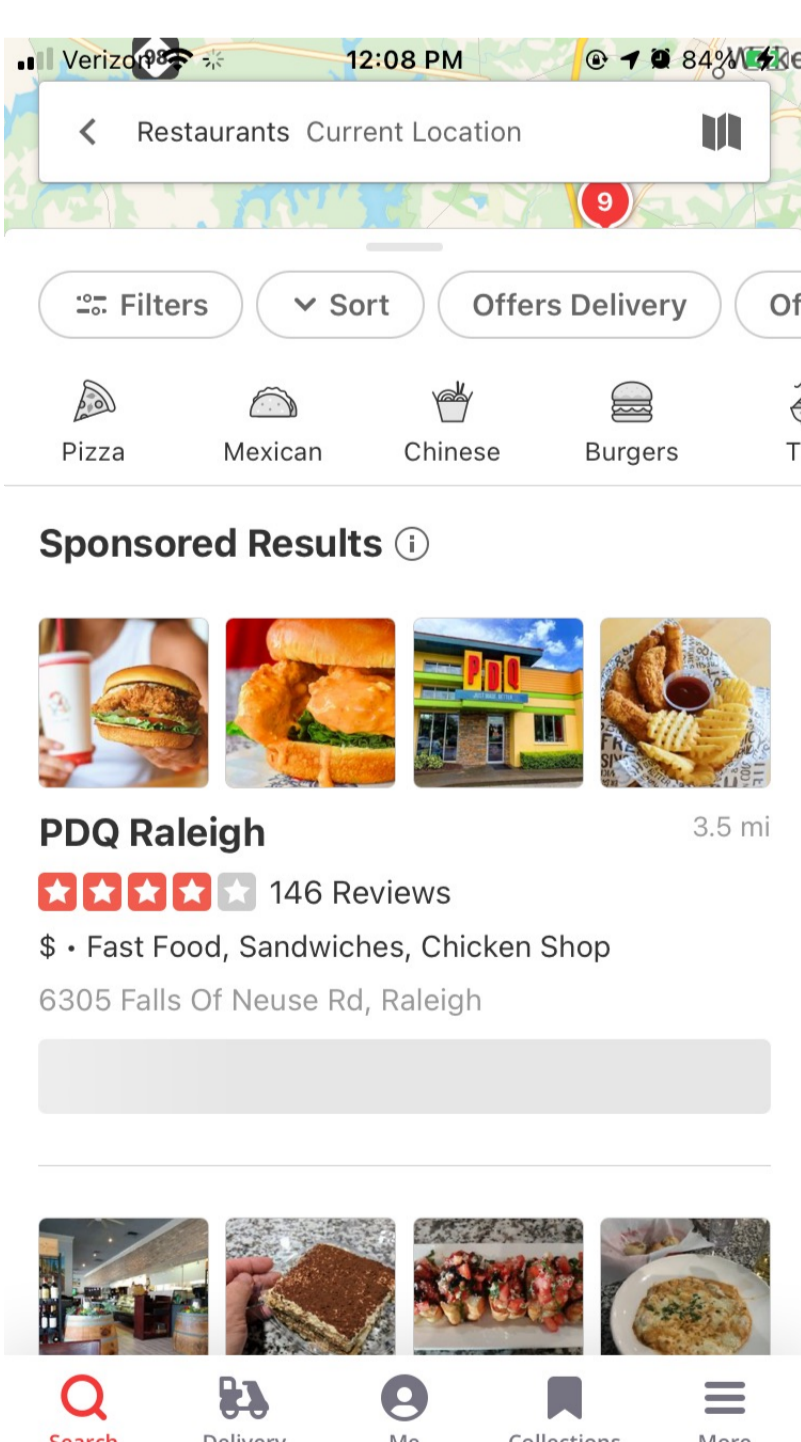


Yelp uses a neutral gray color palette with the brand color (red) for accents. There are also a couple blue colors that are used for very specific elements, like the star icons on the map (which represent sponsored listings) and the Order Now button. I think this type of color palette will be ideal for my app because it allows the content to be the main visual focus.

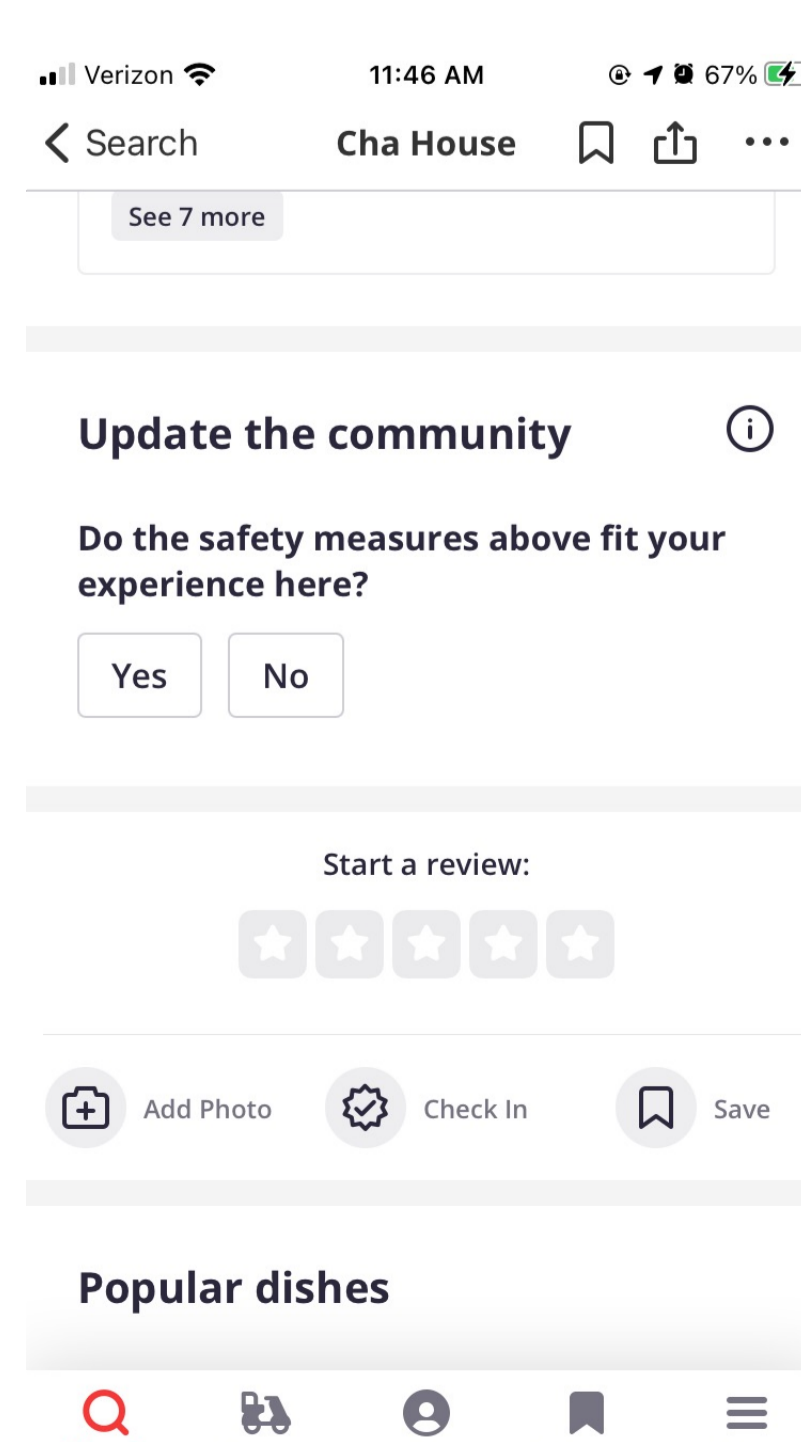
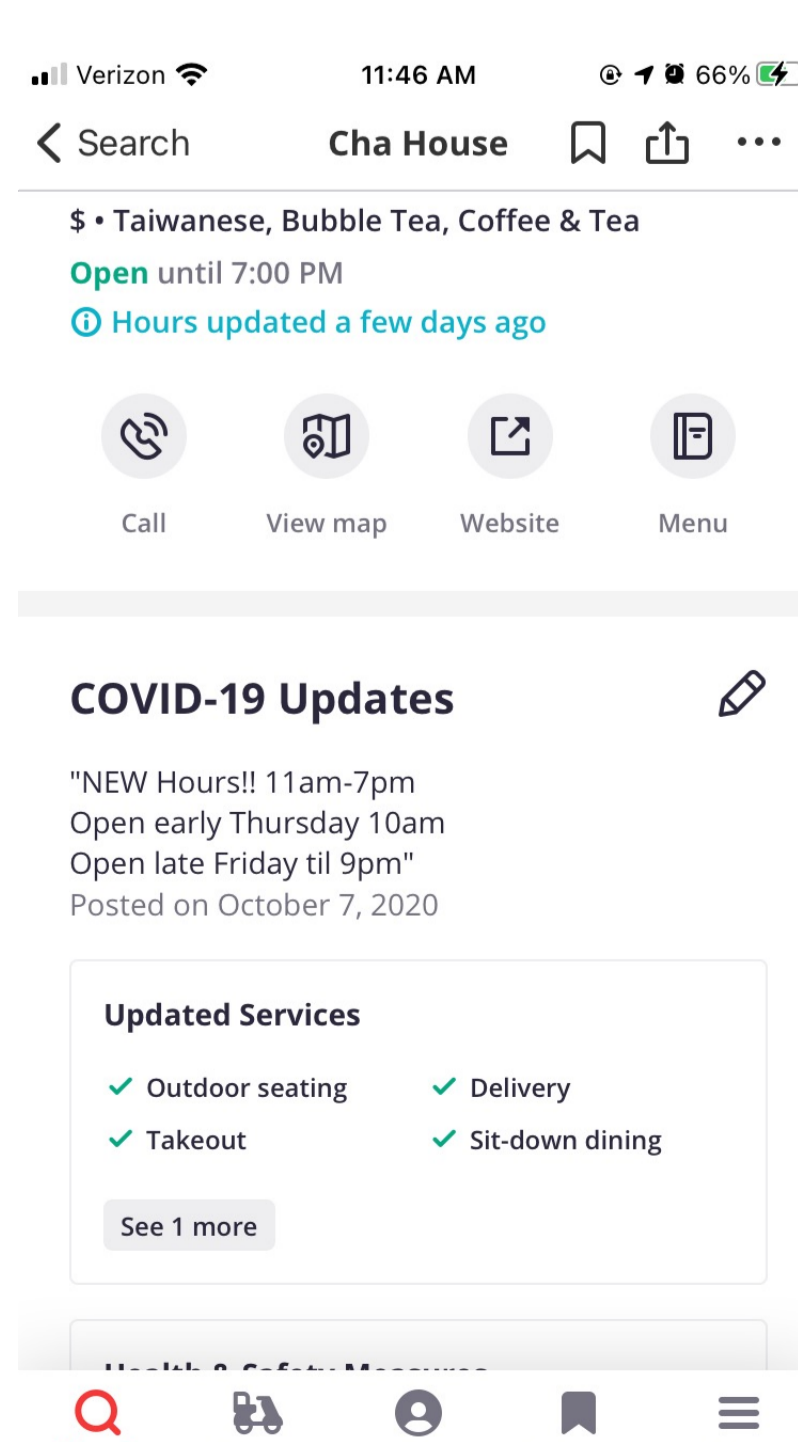
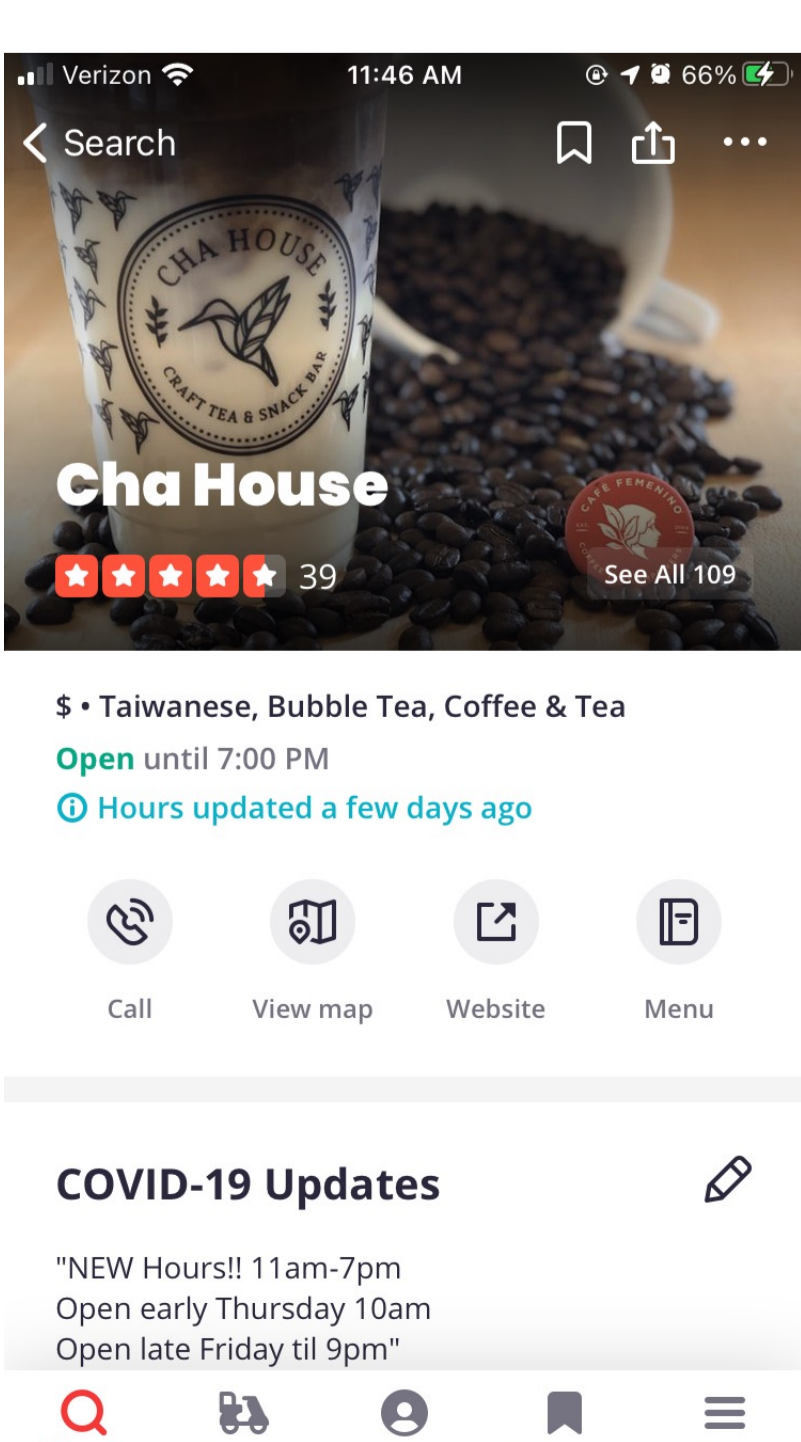
Yelp also has the Search screen as the Home screen. Again, I think this is a great simplifying feature and it will work well in my app too.

Another feature that Yelp shares with FourSquare is the tiles on the Home/Search screen that create searches when tapped. I like the convenience that this offers and I think it will be a great feature to add to my app.

Yelp also has a featured search suggestion at the top of the Home/Search screen. It changes every time you open the app. I love that this highlights different categories and lets users discover things that they might not have otherwise.



Just like FourSquare, there is a filters bar that includes the Filters button, as well as popular filters that can be applied with a single tap. When the filter has been applied, the number of filters is shown in place of the icon within the Filters button. I think this pattern will work really well for my app, as it offers convenience and encourages users to utilize filters, which will make their searches more fruitful.



On the Business Listing screen, the business name and star rating are contained within the top photo. The top nav bar buttons are also laid out on top of the photo, with a dark gradient overlay for better visibility. When you scroll down, a full top nav bar appears with the business name. I like this because it means the name is always visible, without having to keep it permanently in the top nav bar.

I also think it's great that there are buttons for important actions (calling, getting directions, visiting the website) "above the fold" on the Business Listing screen.

The content is separated into chunks by thick, light gray bars. I like this method of organizing the content and I think it will work well for Hidden Gems.