Competitor Review: Reporter App

Competitor Review Reporter App

COMPETITOR REVIEW

REPORTER APP

» Strategy

» Scope

» Structure

» Skeleton

» Surface
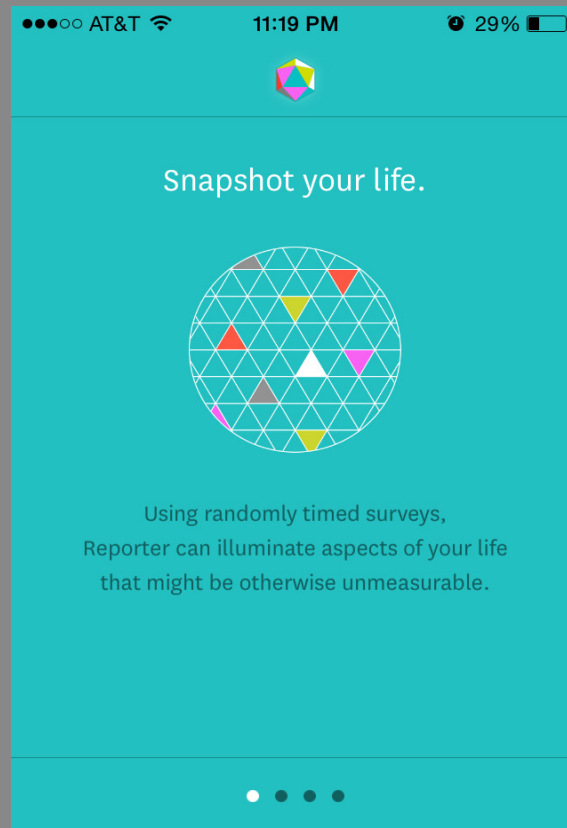
Competitor Review Reporter App

Strategy

One-Line Motto: "We can measure your day-to-day life."

Site Objectives

- » Strategy
- » Scope
- » Structure
- » Skeleton
- » Surface

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Snapshot your life.

Using randomly timed surveys,
Reporter can illuminate aspects of your life
that might be otherwise unmeasurable.
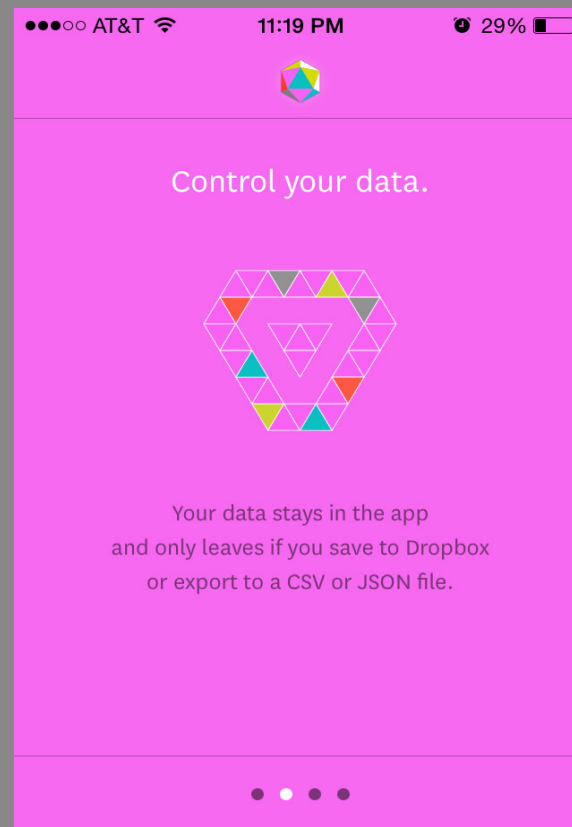
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User Needs

- » Tech-Savvy While Accessible. NOT for Hard Data
- » Unobtrusive Tracking
- » Data Entry as Easy as Texting

Competitor Review Reporter App

Strategy

Personas

» Lives in Metro-politan or Hip City

» Busy with Cul-tural Activities

» Wants to Track and Share Per-sonal Brand

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Control your data.

Your data stays in the app
and only leaves if you save to Dropbox
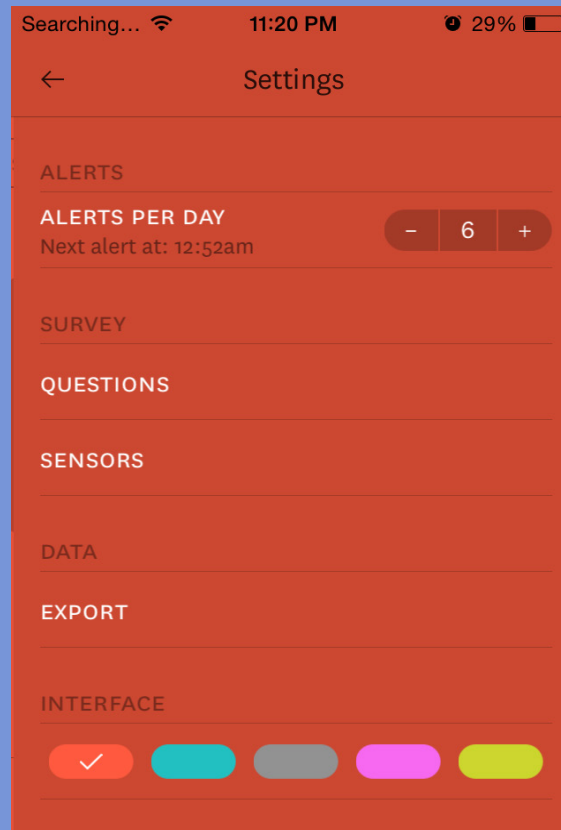or export to a CSV or JSON file.

● ○ ● ●

"If we quantify enough data, that will tell a story or give us an identi-ty."

Competitor Review Reporter App

Scope/Functionalities

Device Functions

- » Camera
- » Microphone
- » Geolocator
- » Export to CSV and JSON

Do Features Meet Needs?
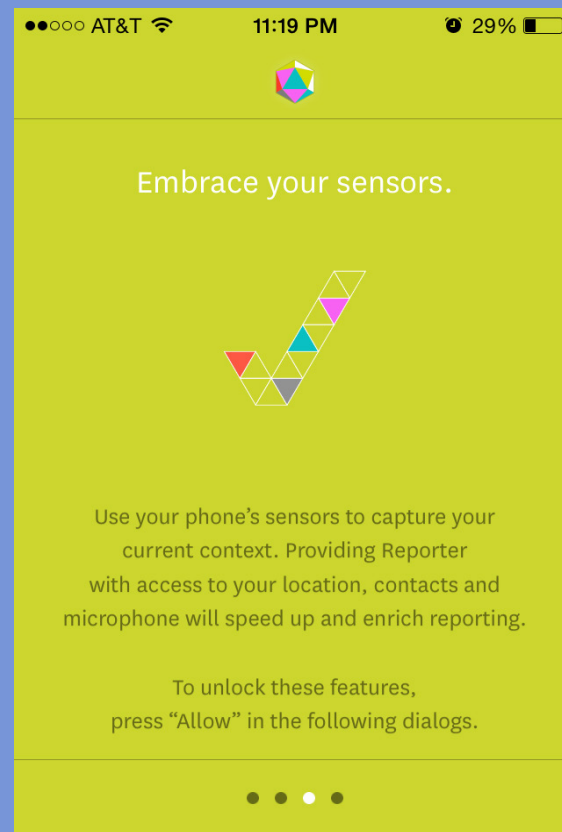
- » Presents Data Visually
- » Scheduled Questions by Amount and Time
- » No Alternatives or Lessons
- » No Automatic Recording

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← Settings

ALERTS

ALERTS PER DAY
Next alert at: 12:52am — 6 +

SURVEY

QUESTIONS

SENSORS

DATA

EXPORT

INTERFACE

Competitor Review Reporter App

Scope/Functionalities

User Wants and Don't Wants

» Users Want Unobstrusive, Customizable Data Tracking

» Users Don't Want Complication, "Tech"

» Users Don't Know They Want a Story and Identity

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Embrace your sensors.

Use your phone's sensors to capture your current context. Providing Reporter with access to your location, contacts and microphone will speed up and enrich reporting.

To unlock these features, press "Allow" in the following dialogs.
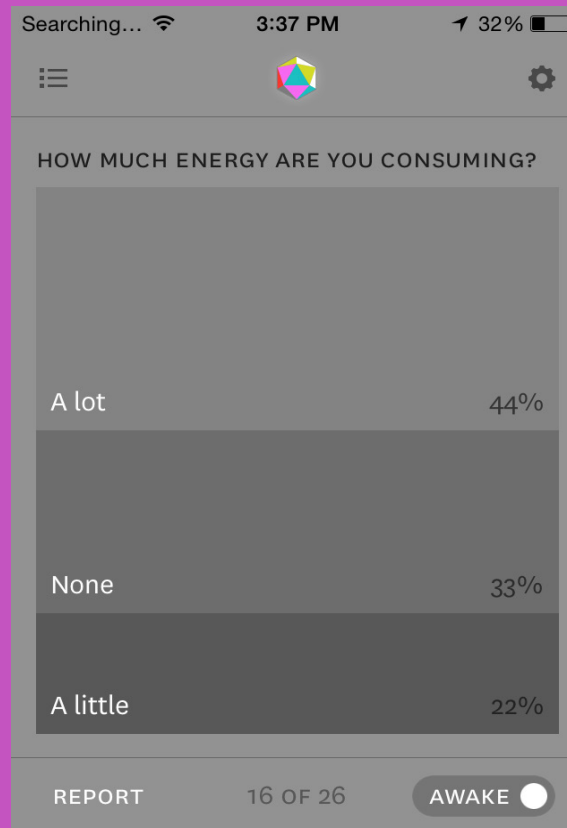
Only Initial Tutorial Screen

» No Error Message of Help Screen

» Fulfills Product Objectives: Leaves Tech-Comfortable Users Alone

Competitor Review Reporter App

Structure/Sitemap

Interactive Design

» Entering Reports Similar to Typing Text Message

» Reporter Icon Acts as Home Button

Information Architecture

» Follows Convention: Navigation Similar to Browsing Webpage

» Sequential Navigation Structure

» Local Navigation: Hub Connects Child Pages

Competitor Review Reporter App

Structure/Sitemap_____

» Progressive Exposure

» Flexible Error Handling: Any Entry or Report is Deletable

» Content Changes; Sturcture Doesn't
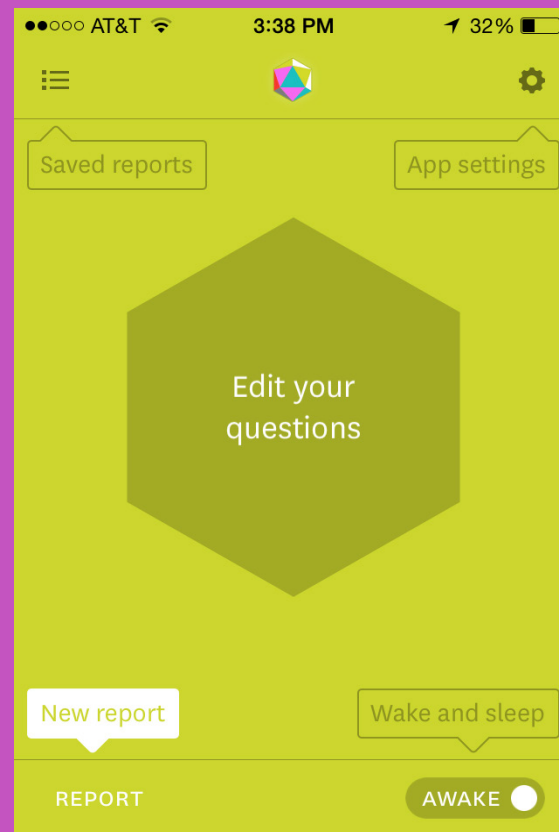
» Conceptual Model: Garbage In/Garbage Out

» Unique and Static Graph Pages

» Persistent Navigation Banner

Competitor Review Reporter App

Skeleton/Wireframe _____

Interface   Design

» Remembers Default or Previous Report Answers

» On-Off Sliders

» Relies on Text Fields, No Dropdowns or Lists
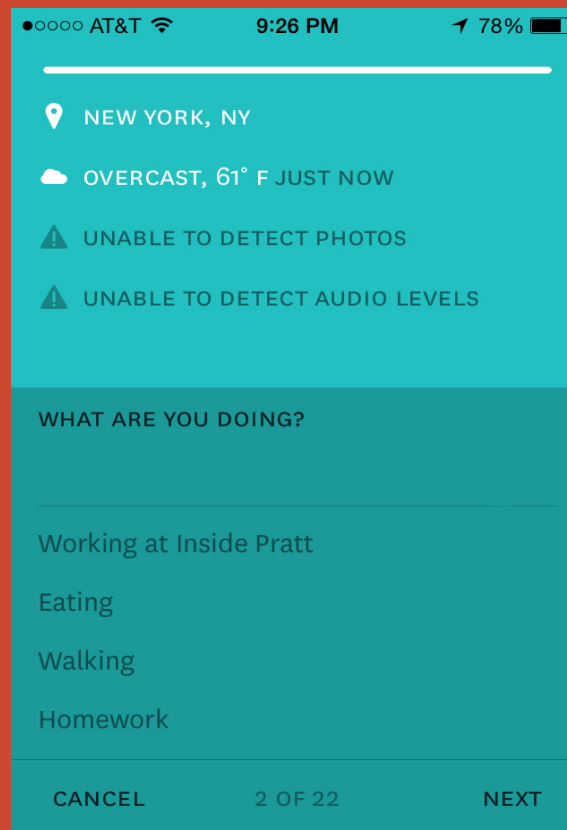
Navigation Design

» Arrangement of Buttons Around Perimeter of Screen

» Swipe to Navigate

» No Hidden Content

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📍 NEW YORK, NY

☁ OVERCAST, 61° F JUST NOW

⚠ UNABLE TO DETECT PHOTOS

⚠ UNABLE TO DETECT AUDIO LEVELS

WHAT ARE YOU DOING?

Working at Inside Pratt

Eating

Walking

Homework

CANCEL   2 OF 22   NEXT

Competitor Review Reporter App

Skeleton/Wireframe

Information Design

» Easy Navigation Coincides with Brand Message

» Left-Justified Text

» White-Space Highlights Content
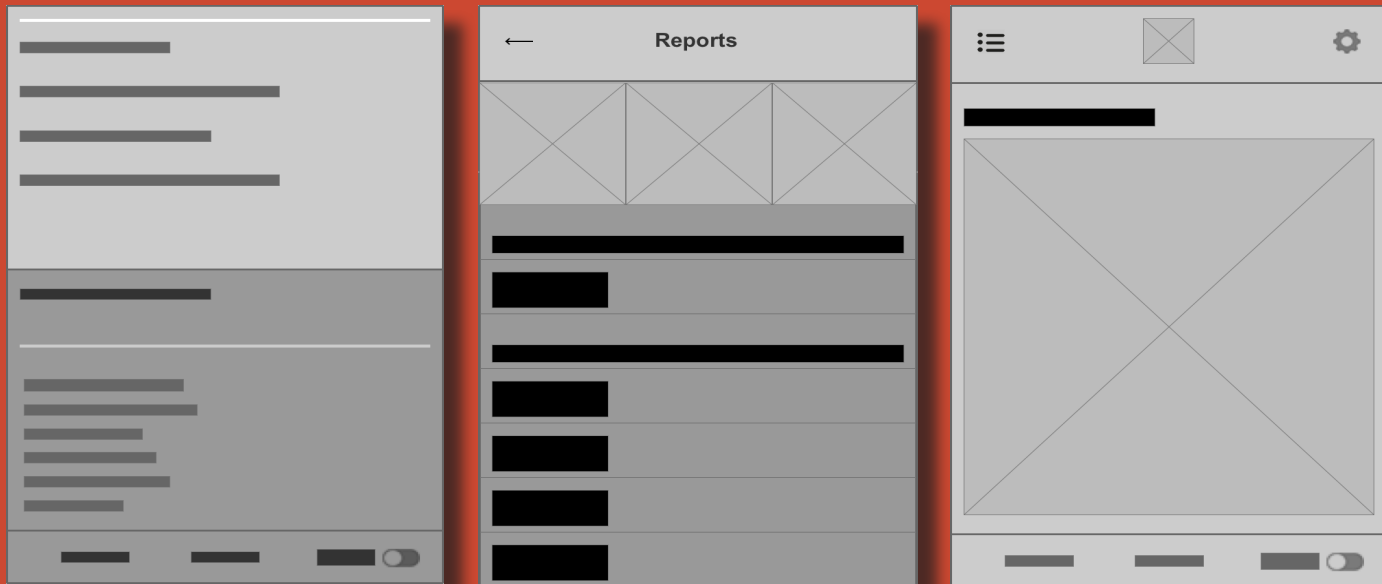
Competitor Review Reporter App

Surface/Sensory Front-End _____

» Brand Identity Reinforced with 'Flat' Aesthetic

» Contrasting Visual Hierarchy of Elements

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New Question

QUESTION

Ask a question

TYPE

Tokens

SCHEDULE

☀ WAKE | ☀ DAY | 🌙 SLEEP

DEFAULT ANSWER

Value for empty responses

CANCEL | CREATE

» Recognizable Navigation Icons

» Pleasant Color Scheme ond Type

Competitor Review Reporter App

Surface/Sensory Front-End_____

» Simple Design Matches Simple App Concept
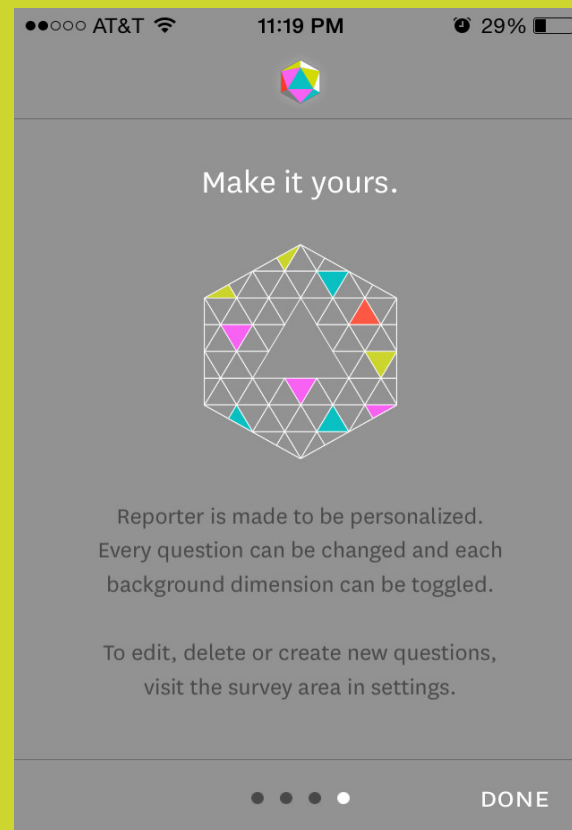
» Visual & Textual Information- Ex:

» Percentage Shown in Size and Digit

» Pages Maintain Identical Grid Structure

» Graph Type Fixed When Plotted

Mind Map: Reporter App

Mind Map Reporter App

Reporter App

Interactions

No Incentive to Record Data

Create: Gamefication of recording data and consumption

Similar to Clout, but individualized

Flatten the data even more: one numbered totality of your day

Frictionless

Services

Inexpensive Data Tracking

Create: free version with ads

Create: free version that records more personal information

Create: Microtransactions; only records a certain number for free

Costs $1.99

Track everything, including user breaks or idle time

Can detect when you are asleep, your location, who you are with

Instant, exact, unobtrusive app

Questions can be repetitive and annoying

User defined question frequency

Create: Internal app or Hooked-in app

Elements

Track Garbage and Water (see BackTalk from MoMA)

Compare money and products used to other countries'

How do we measure consumption habits?

Great for Consumers

Clean Interface

Make the interface dirtier the more you use

Make the screen dimmer tthe longer you use

Make the interactions lessen the more you use

Experiences

Records Daily Life

No 'Next Step'

Create: Alternatives to recorded actions

Create: List consequences of consumption

Builds Identity for individual

Incorporate Social Media and Activity

Alert media/hire a skywriter upon every report

See: 311 Visualization from MoMA

Compare your day with your friends

Combine tracked data with other users