

Our top iOS app picks

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Mobile Media - Spring 2013 - Parsons School of Design



1. Clear

Category: To do list / productivity

Description: Clear is a slick to-do app that relies heavily on intuitive gestures, making it even easier to make and manage to do lists

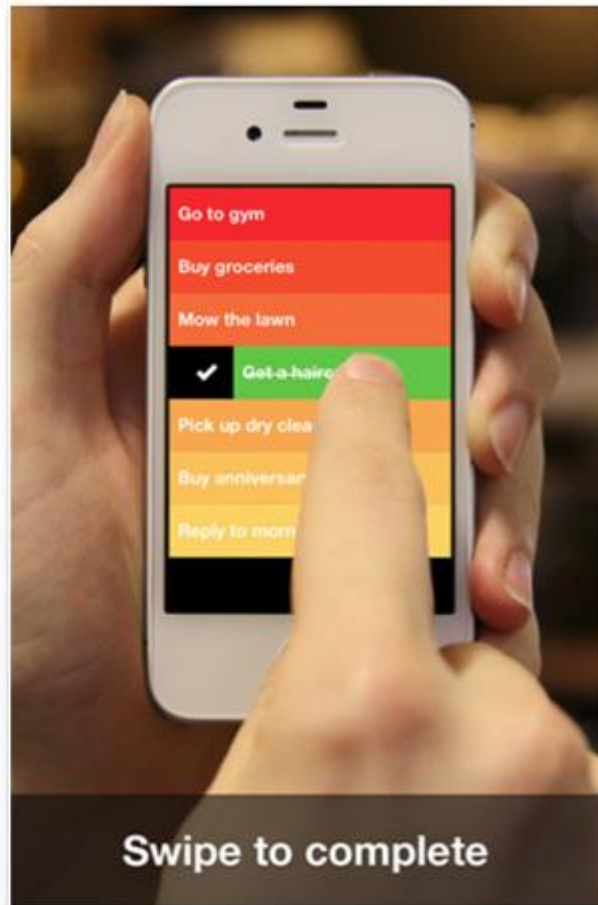
Why: Intuitive use of basic gestures: pull down to create, swipe left to delete, swipe right to mark as done, pull up to change views. Easily nesting lists and items, beautiful visual design, ability to change themes, and nice little points for getting work done at late hours at night!

URL: <http://www.realmacsoftware.com/clear/>

Company: Realmac



1. Clear





2. Workfolwy

Category: List Making / Productivity

Description: Workflowy is a simple list-making app available both on OSX and iOS, making it easy to build nested lists.

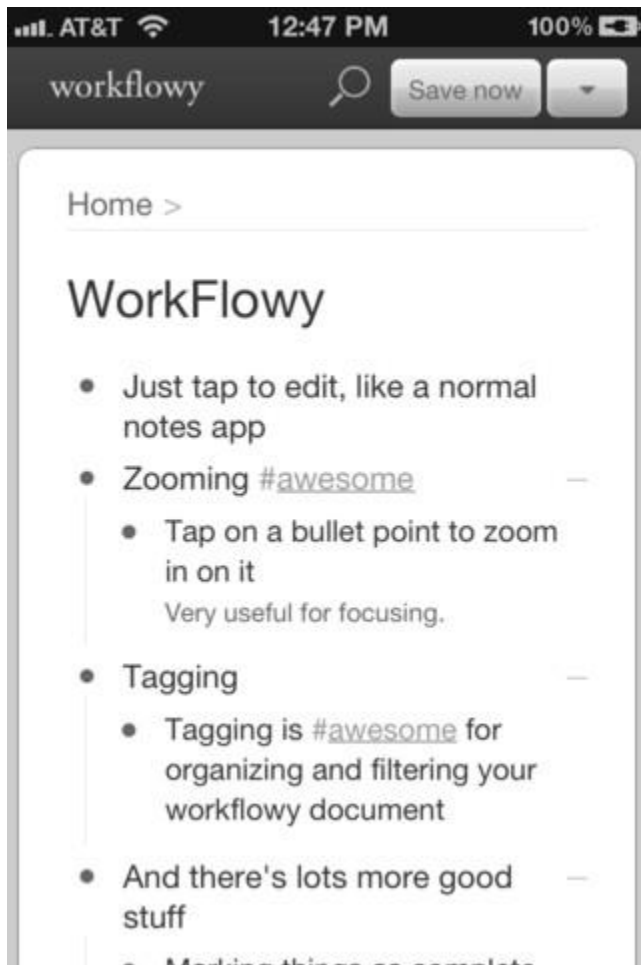
Why: Easily make nested lists. For its price of 0 dolalrs, it's a great application that provides you with the simplest interface possible to make nested lists of tasks or anything else for that matter. What sets workflowy apart is that it's a general list-making app as opposed to strictly todo application. This makes the functionality more flexible. The hierarchical nesting of lists allows you to feed your obsessive compulsive needs. Plus, it syncs seamlessly with it's web application.

URL: <http://workflowy.com>

Company: Workflowy



2. Workfolwy





3. Instapaper

Category: Offline reading

Description: Instapaper is a handy application that allows you to save the stuff you want to read easily in your account, and makes it available instantly offline so you can read it later on your iOS device, without the need for network.

Why: Instapaper focuses on content. Whatever web page you save for reading later on the app, is stripped down to its core content, removing all the distracting content from the page, and instantly makes it available for later offline reading of the text. It offers a bookmarklet / extension of your browsed so you can instantly save an article you come across on the web that you don't have time to read at that moment. Upon clicking on the bookmarklet / extension, the page is saved in your account and made available offline.

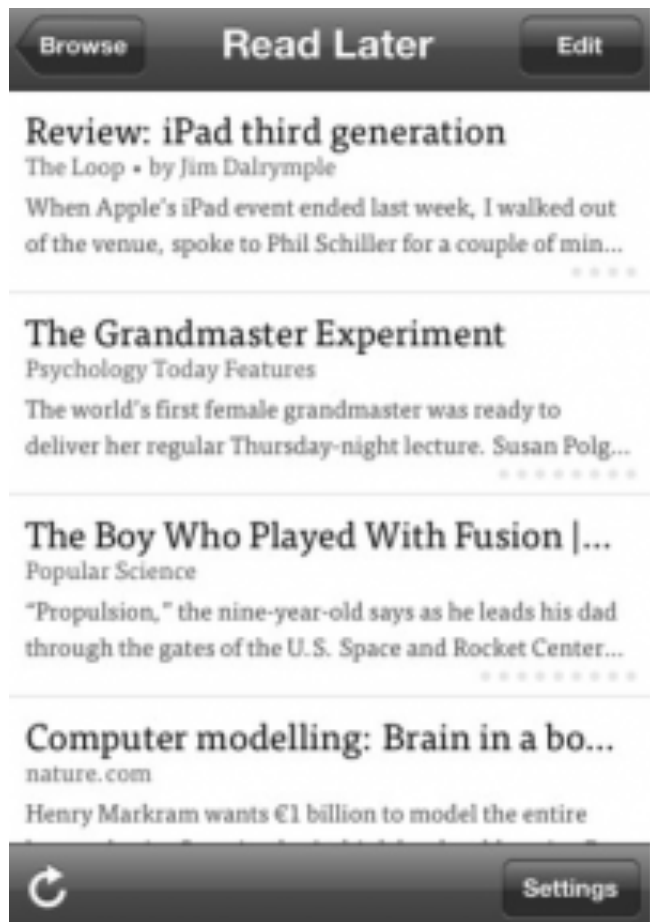
Beautiful typography and minimalistic layout makes reading even easier. Super handy for readings on the subway or wherever there's no reception. It also has a cool feature of scrolling upon tilting the phone, relying on the gyroscope, tying a clever gesture with scrolling the content.

URL: <http://instapaper.com>

Company: Instapaper



3. Instapaper



LEDs share some of the downsides of CFLs. They're often bigger, uglier, and more harsh-looking than what they're replacing, and they don't dim very well. They aren't bright enough to replace high-wattage bulbs yet, and they're very expensive up front. But compared to CFLs, they use much less energy, they're simpler, they don't need time to warm up, they're much more durable, and they don't contain mercury.

I wanted to try LED bulbs, but my Amazon research only found divided opinions and a lot of uncertainty. With no clear “winner”, I decided to buy four of the top-rated choices fitting my criteria, figuring I'd buy more of whichever I liked best and find tucked-away





4. The Scoop

Category: City guide

Description: The Scoop curates best bars, restaurants, coffee houses and events, picked by staff at The New York Times.

Why: Beautifully designed, The scoop maintains a very delicate balance between a fully customized look and feel app, and the native standards of iOS. Delivering a simple straightforward landing page containing a grid of beautifully designed icons with small notifications next to each icon displaying new items, it makes it very easy to explore New York city's goodness. The Nearby feature relies on the geolocation API to find great nearby venues.

URL: <http://www.nytimes.com/thescoop>

Company: The New York Times Company



4. The Scoop





5. SpellTower

SpellTower is a game by Zach Gage, it is like a cross between Tetris and Scrabble. Users can create words from lettered tiles going up, down, sideways and diagonally. Different modes present different challenges and the longer you play the more difficult the word choices get. One of the most popular indie games on the app store and rated in top lists by many reviewers and blogs



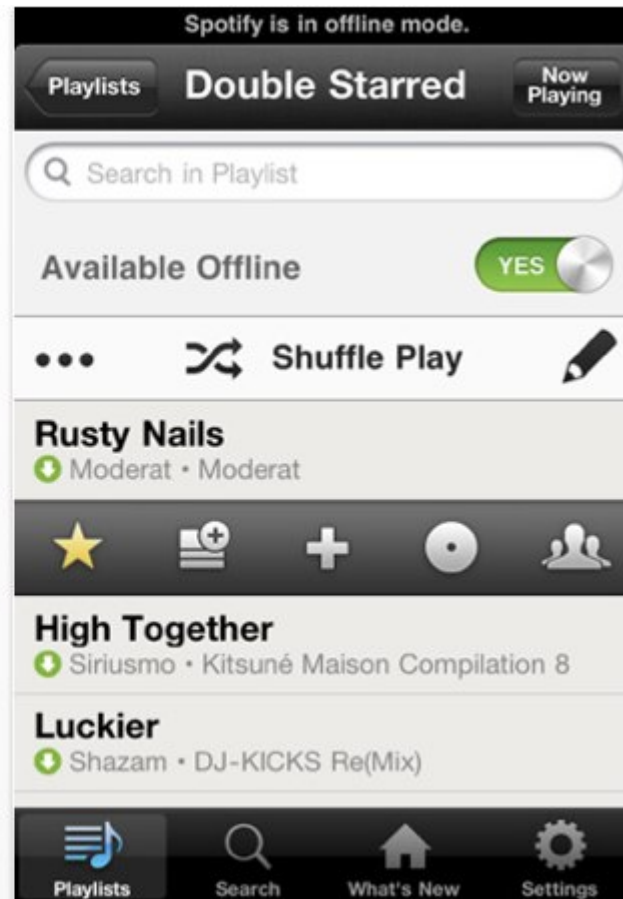
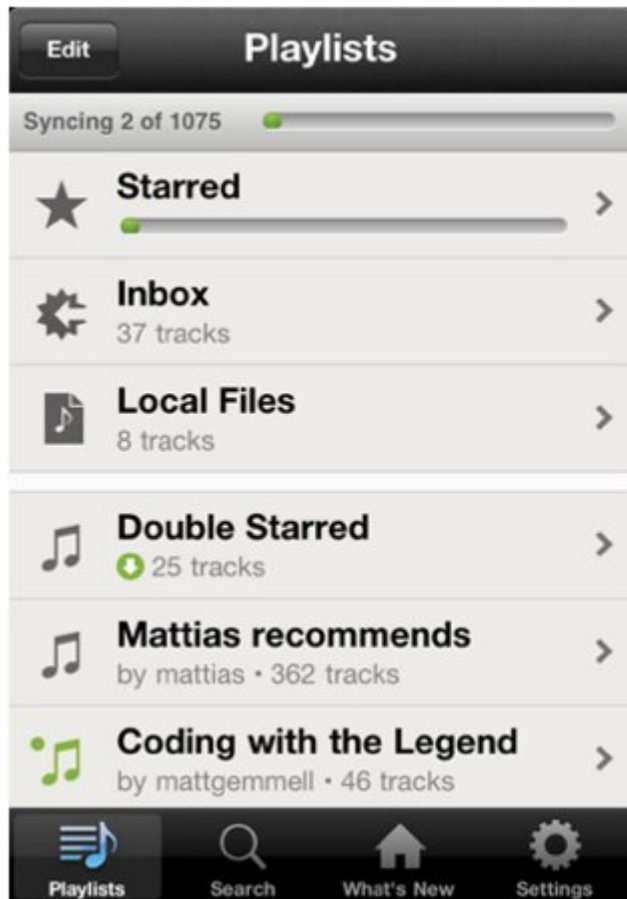


6. Spotify

The Spotify iPhone app is the companion to the desktop app. Users can sync and save playlists, access new music, and create radio stations all on the cloud. Offline service is available for Artists and Albums that have been saved online. This is the most used app on my iPhone, I use spotify more than I use iTunes for collecting, saving and listening to playlists on a daily basis



6. Spotify





7. Evernote Food

From the website "Evernote Food helps you remember the food you love. From finding great new restaurants to documenting how to make family recipes, Evernote Food gives you one place to discover, collect, and remember your life's memorable moments in food."

I love this app, it's beautifully designed, content updates regularly, and wirelessly syncing it with the native app on my laptop is a breeze. It's a great place to find inspiration for meals and save recipes. Definitely my favorite food related app



7. Evernote Food

My Cookbook

Salty Chocolate Chunk Cookies

Bon Appetit

27 Dec 2012

Explore Recipes

Slow Braised Italian Meatballs

Chez Us

Slow Cooker Italian Pot Roast with Sun-Dried Tomatoes and Olives

The Perfect Pantry

Yuzu Maple Leaf Cocktail

101 Cookbooks



8. Shazam

Category: Music Identification

Description: Shazam is a music identification service that works by holding up your phone to a variety of playback sources. Info provided includes song title, artist, lyrics, record label, album title and art, videos, artist tour dates and other exclusive content.

Why: A must-have app for music-lovers. The interface and graphics are simple and clean. The program is easy to use, activated by a single tap, after which it "listens" for approximately 10 seconds then vibrates to signal successful identification. Songs can be tagged, saved, bought on iTunes or shared on social network sites. Stable & free, it is the 9th most downloaded app of all time. (NB: for more obscure/new artists it's rate of success is less consistent.

URL: <http://shazam.com>

Company: Shazam Entertainment



8. Shazam





9. Instagram

Category: Photo-sharing

Description: Instagram is a free photo-enhancing and sharing tool through which users take (square) pictures, apply filters and tags (hash/friend/location) and share them on social network sites.

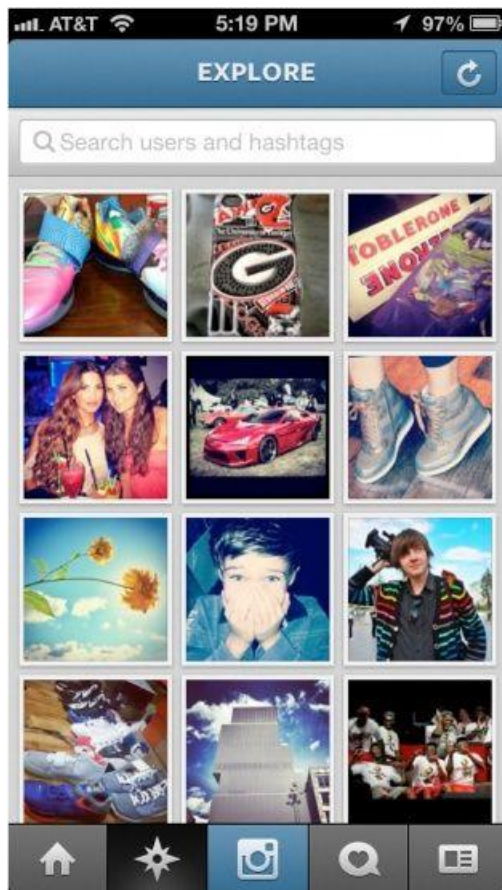
Why: Fast & simple, Instagram reinvented the way to follow friends through their photos. The program consists of five pages (upload, profile, news feed, homepage and explore) represented by stylised tabs/icons at the base of the interface. Unlike Facebook and other social networks, users are able to follow anyone (except private accounts), tapping into the celebrity market. As of 2012 the app reported over 100 million active users.

URL: <http://instagram.com>

Company: Instagram (officially bought by Facebook on September 6, 2012)



9. Instagram





10. Snapchat

Category: Time-controlled photo-sharing

Description: In the family of photo-sharing applications, Snapchat is the naughty aunt. Take a silly photo, send it to a friend, and mere seconds after they received it, it self-deletes.

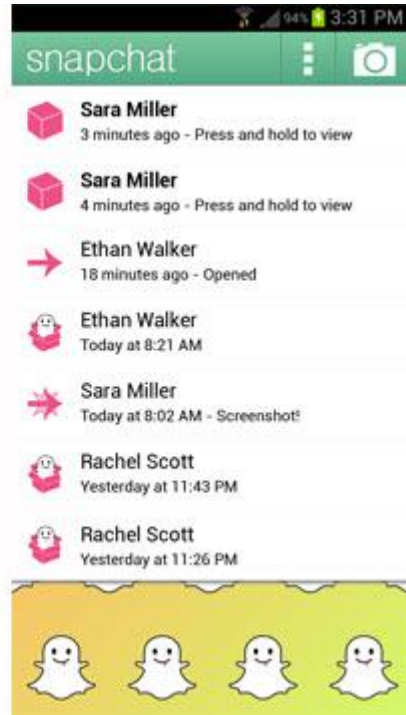
Why: Quick and dirty, the program parodies the shameless 'selfie'. The design, much like the application itself, is bright and fun, using the icon of a ghost to represent its central 'disappearing' feature. Without all the fancy effects, it's much more instantaneous and authentic than Instagram, however has been criticized for encouraging irresponsible sexting. With over 20 million snaps shared everyday, the application has now introduced video snaps.

URL: <http://www.snapchat.com/>

Company: Snapchat



10. Snapcaht





11. Viber

Category: Free call/text service (domestic & international)

Description: Viber is a free application that allows users to send free instant messages and make free calls to other Viber users, on any device, with any network, in any country.

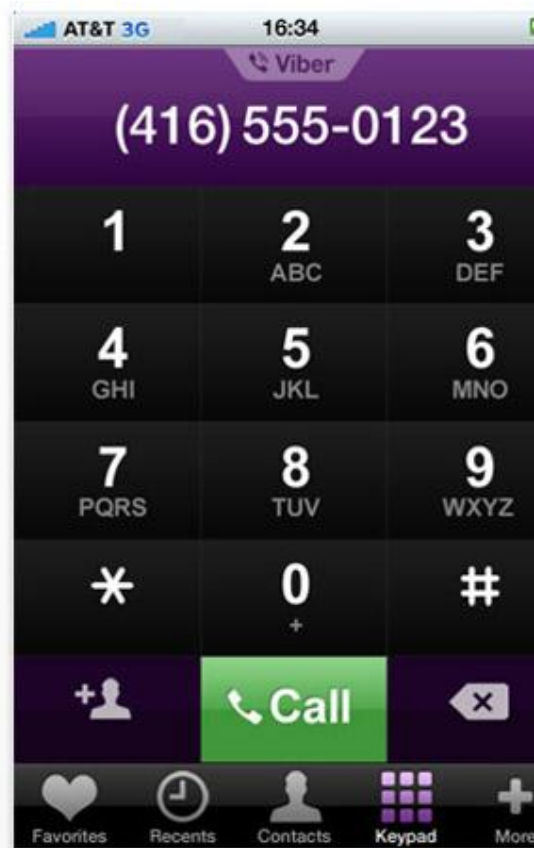
Why: The interface is friendly and easy to use as it is modelled off the iPhone's inbuilt message and call function designs. Once installed, the program instantly integrates with your pre-existing contact list. As a foreigner in New York it's a wonderful tool to keep in touch with my family and friends back home for free. (NB: it uses the device's data plan, working on 3G/4G and WiFi)

URL: <http://viber.com>

Company: Viber



11. Viber



Thank-you

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