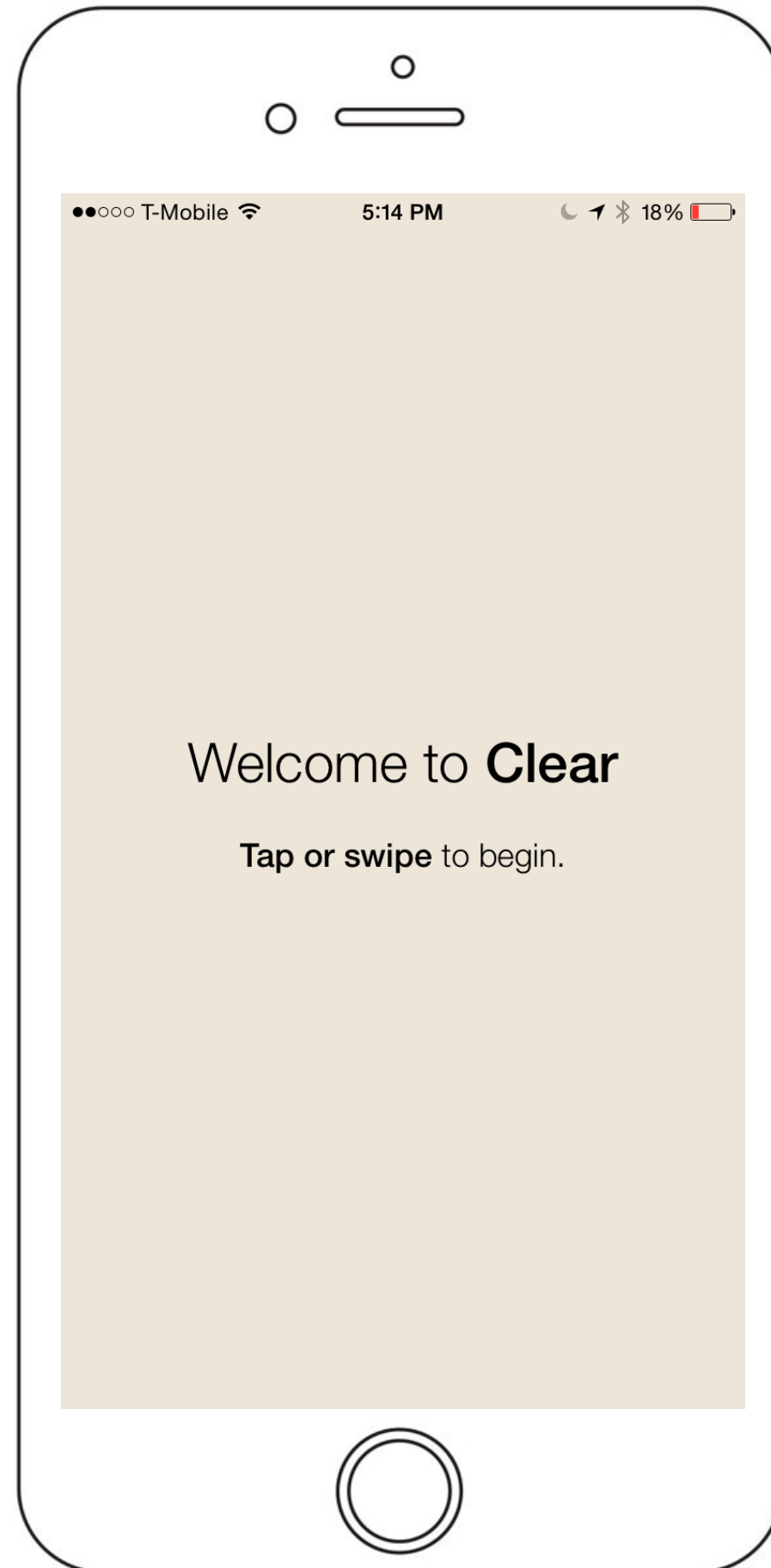


Clear App

Eliana (Xue) Feng

Clean Splash Screen:

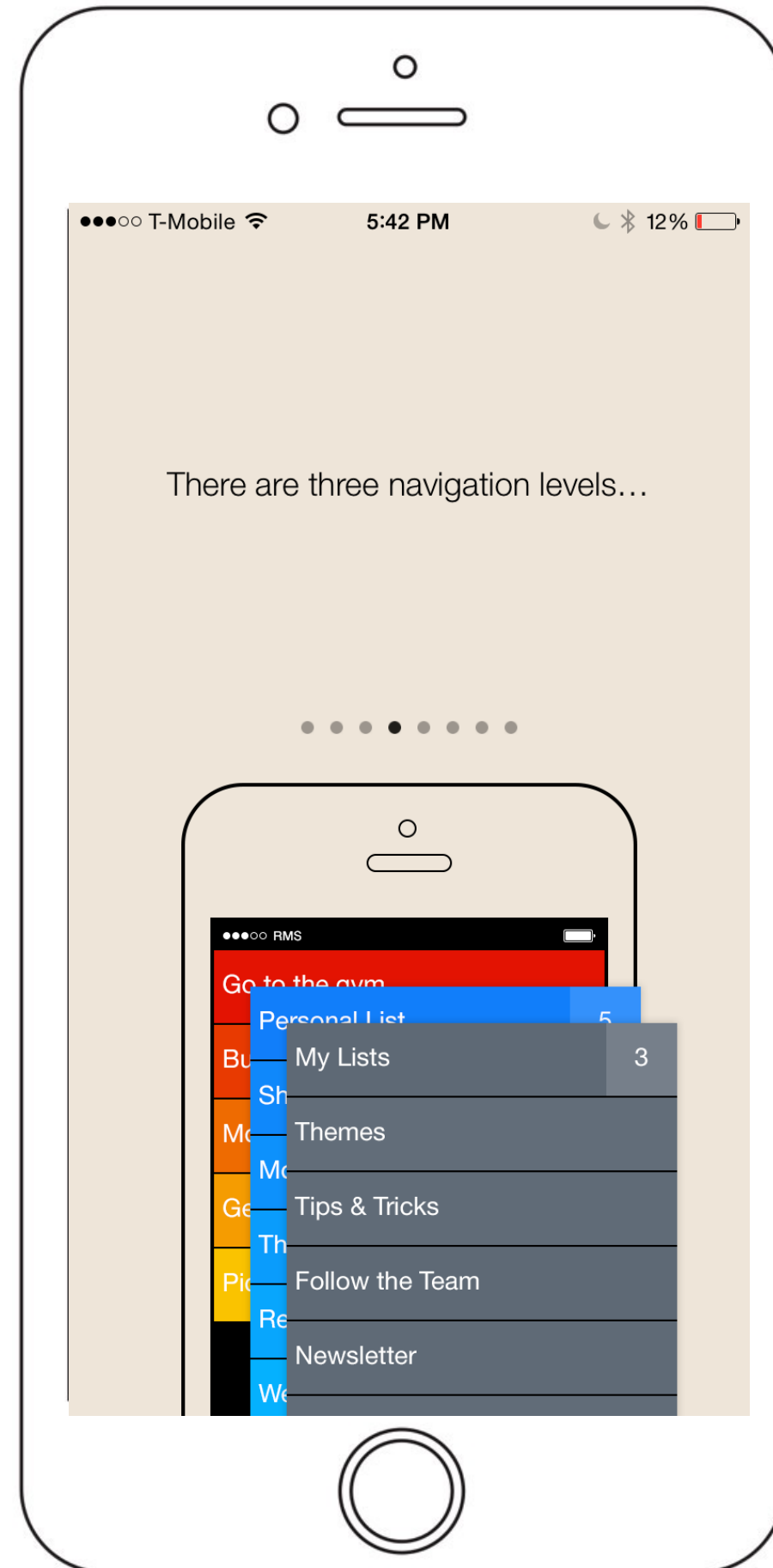
Clear App presents a visually clean splash screen with certain keywords bolded. Message is short and precise with clear guidance of how users can proceed.



Unnecessary Tutorials:

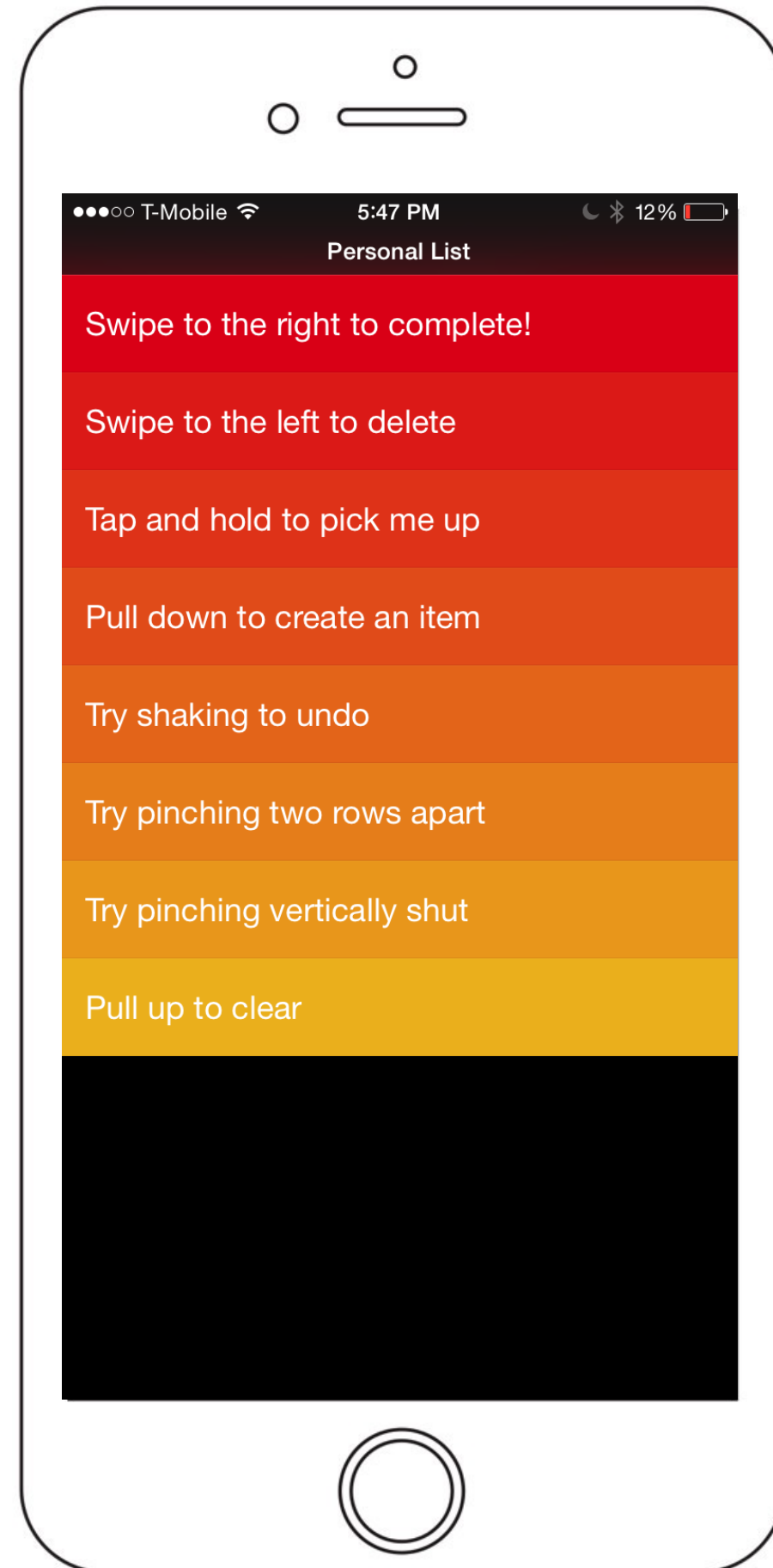
After entering the splash screen, users are guided through 8 pages of tutorials. There are a couple of problems with this tutorial.

However, the problem with this tutorial is that it is not interactive. Educating users through screenshots and texts adds to memory loads; on the other hand, humans learn quickly by actually completing the tasks.



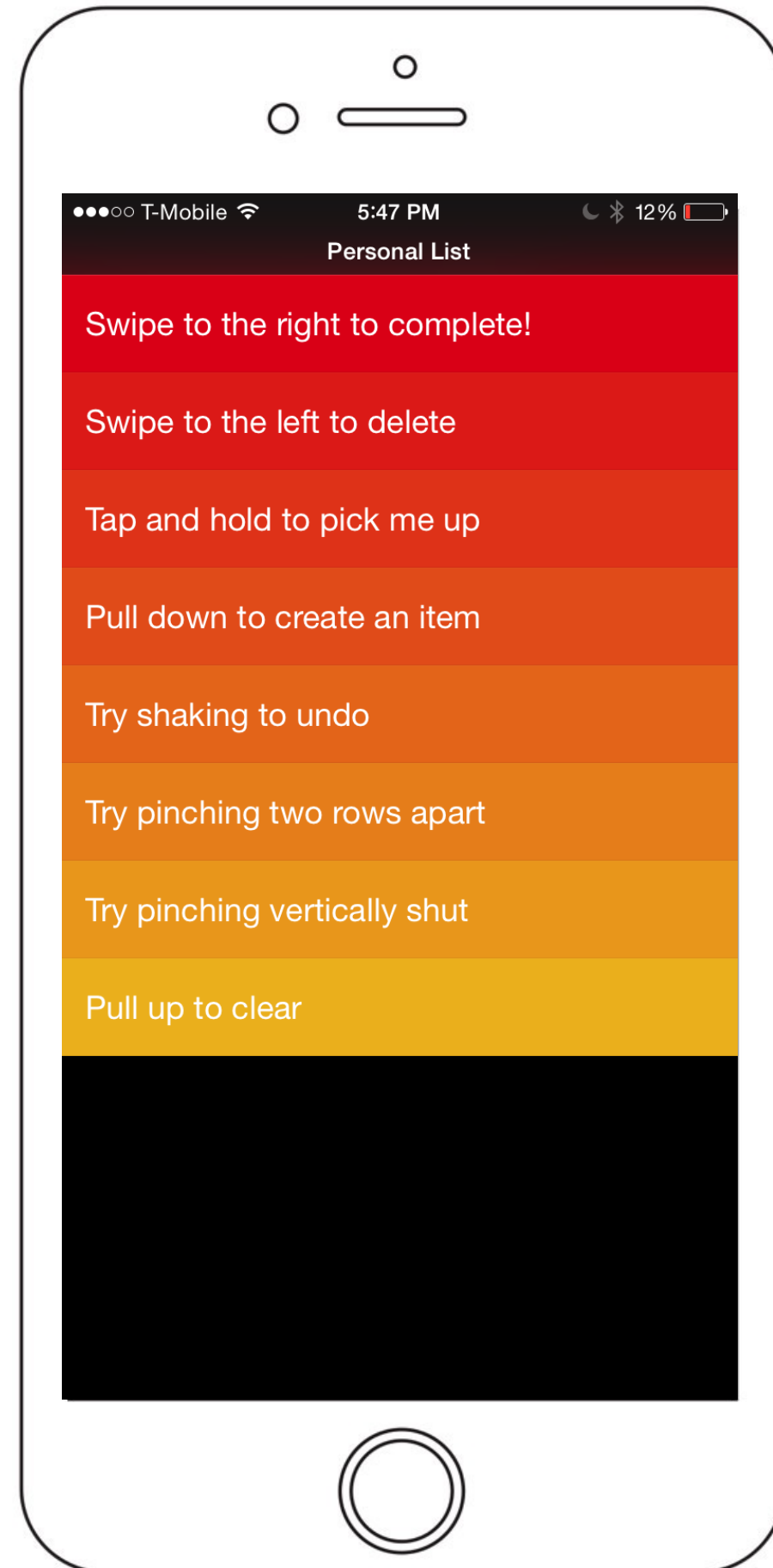
Helpful Default List:

After going through the tutorial, users are presented with a default list of eight “tasks”. What is interesting about this list is that the default text on each item is actually a piece of tutorial that prompts and invites users to learn how to navigate by interacting with each item directly. In this case, this default list already acts as a tutorial, and therefore the actual tutorial from previous screenshot is unnecessary. In addition, using different gradients of a color emphasizes the importance of each item conveys clarity and depth, simplifies UI and contributes to the overall clean visual style .



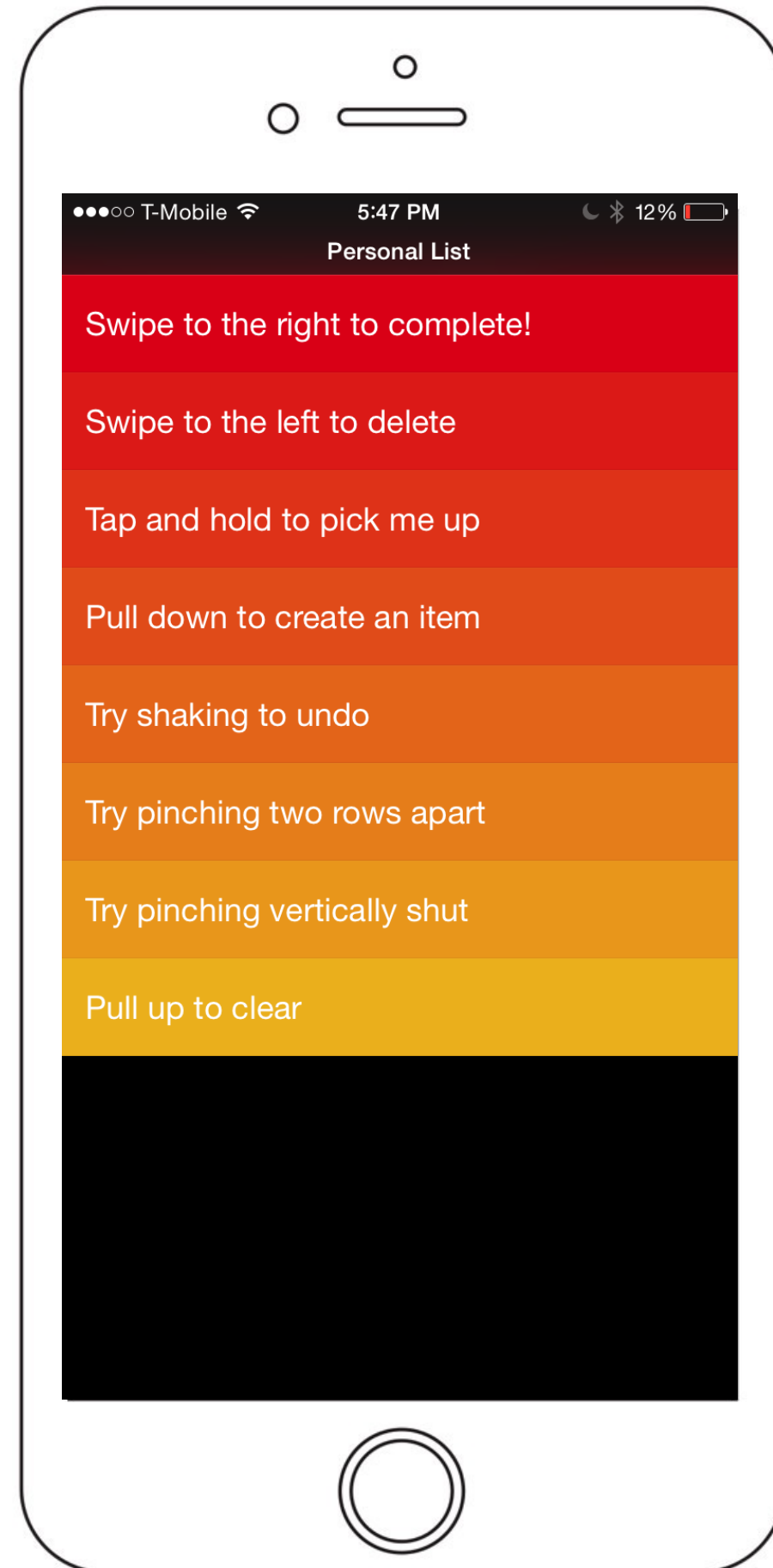
Playful Gesture Design :

One thing makes Clear stand out among other apps is its gesture design. Its use of direct manipulation of items creates a much more engaging and immersive experience, and it's easier for users to understand the direct results of their actions. Among all, the interactions/gestures are fun to play around, which, however, do require some efforts and time to learn. Clear's steep price (\$4.99), its business model aligns with its intended design. Since it requires users to invest (money, in this case), users tend to be more patient with learning new things in an app. Moreover, most of the gestures in Clear conform to the standard iOS interactions, such as shaking to undo, swiping to the left to delete. Overall, the learning curve is pretty steep here. After users get the gist of the interactions/gestures, Clear app is quite intuitive and fun to play with.



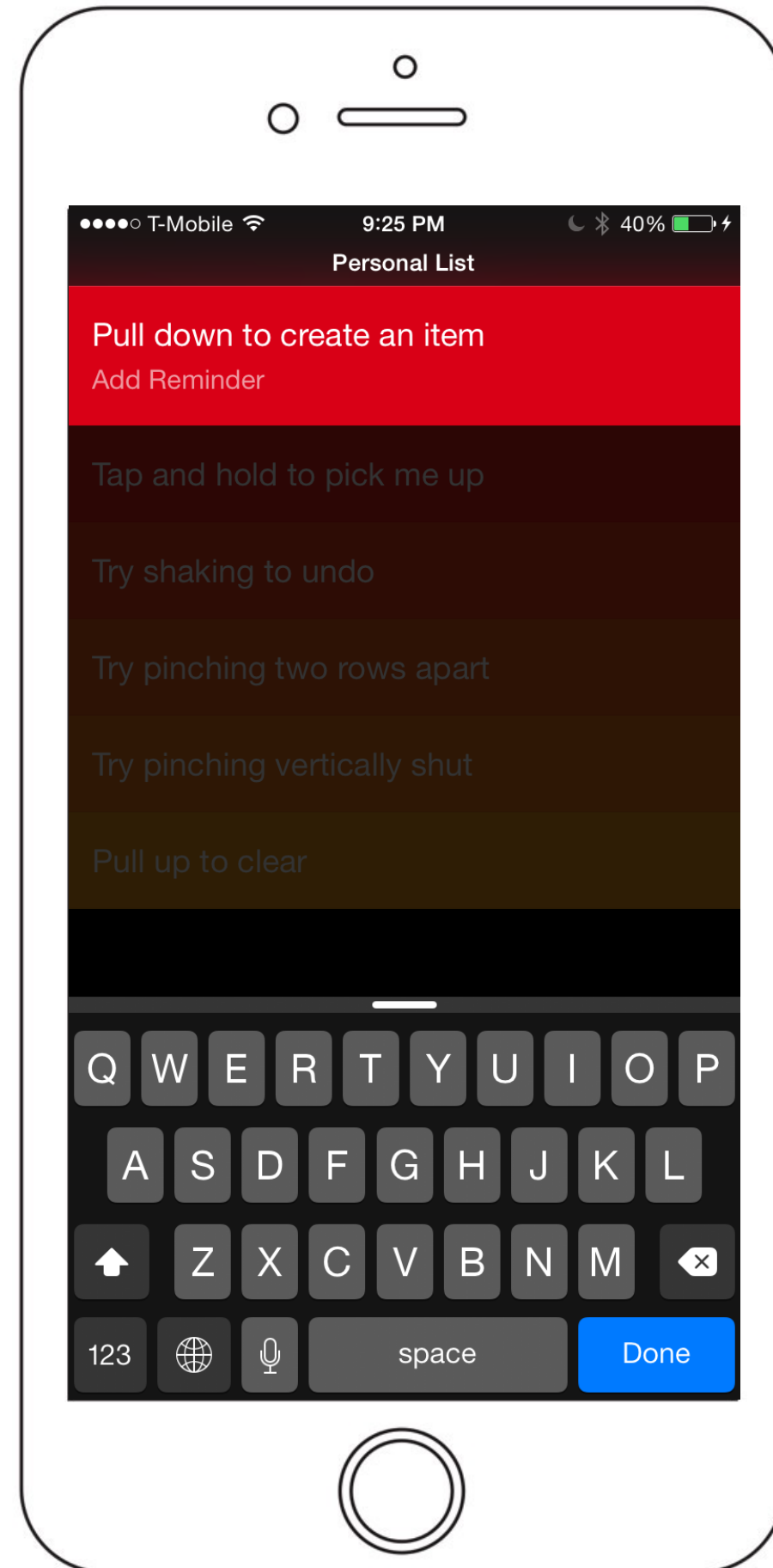
Gestures communicate clarity:

Another interesting aspect of Clear is that it uses purely gestures to communicate depth and clarity. The functionalities, mostly if not all, are triggered by gestures. Without having buttons crowding the view, Clear has beautifully achieved the purpose of clarity by heightening the most important information on the view - the names of the intended tasks.



Implied Interactivity:

When users tap into individual item/task, the item/task reveals a hidden functionality of “add reminder”. The clear call to action, “add reminder,” indicates interactivity and invites users to tap into it. Instead of adding a button, Clear uses action-orientated words to imply interactivity which is consistent to the overall clean visual theme.



Inspiring Surprises:

Clear presents users a different motivational quote every time when the task list is empty. These little surprise adds to the overall playfulness of Clear.

