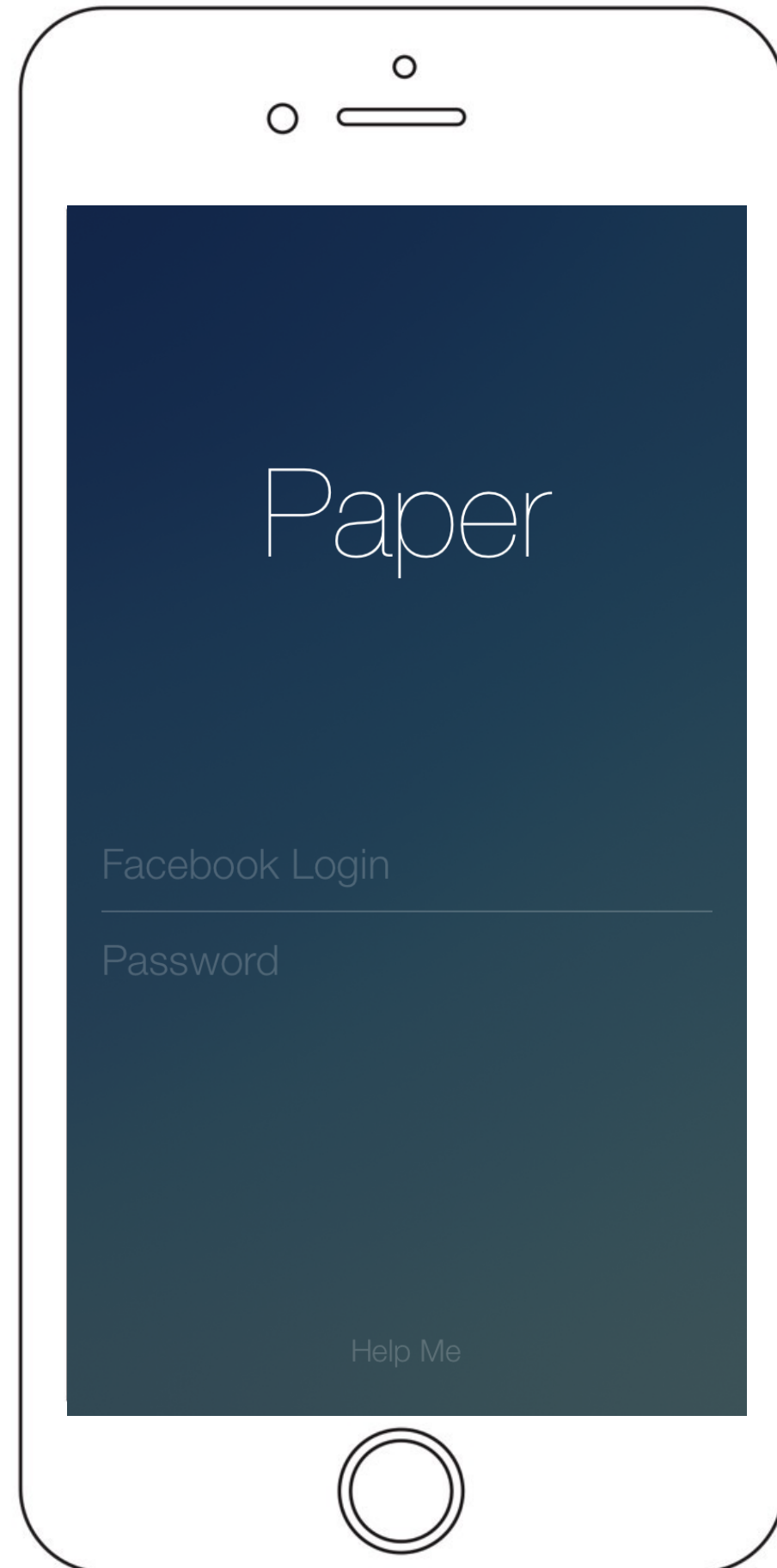


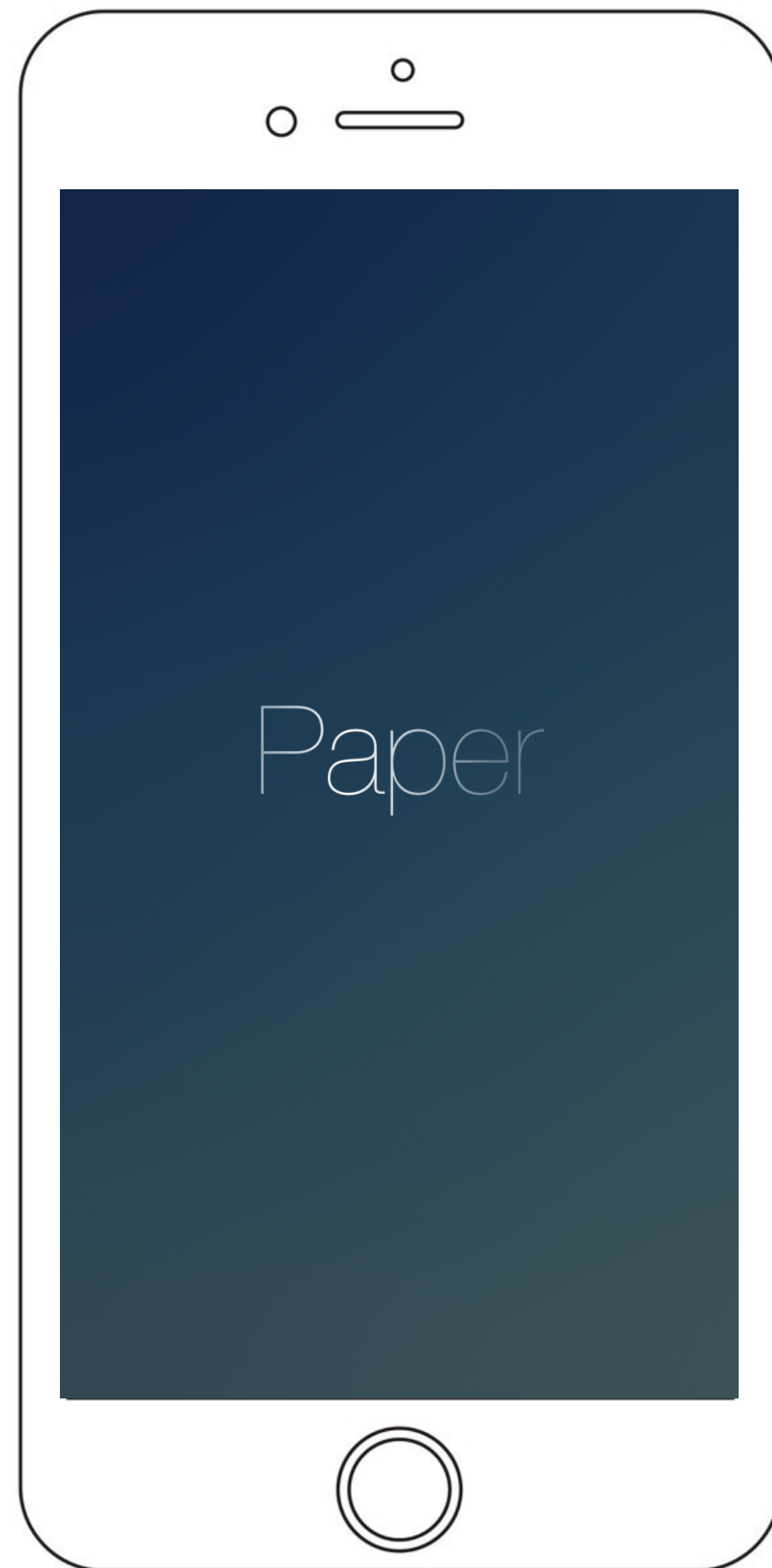
# Paper

Eliana Feng

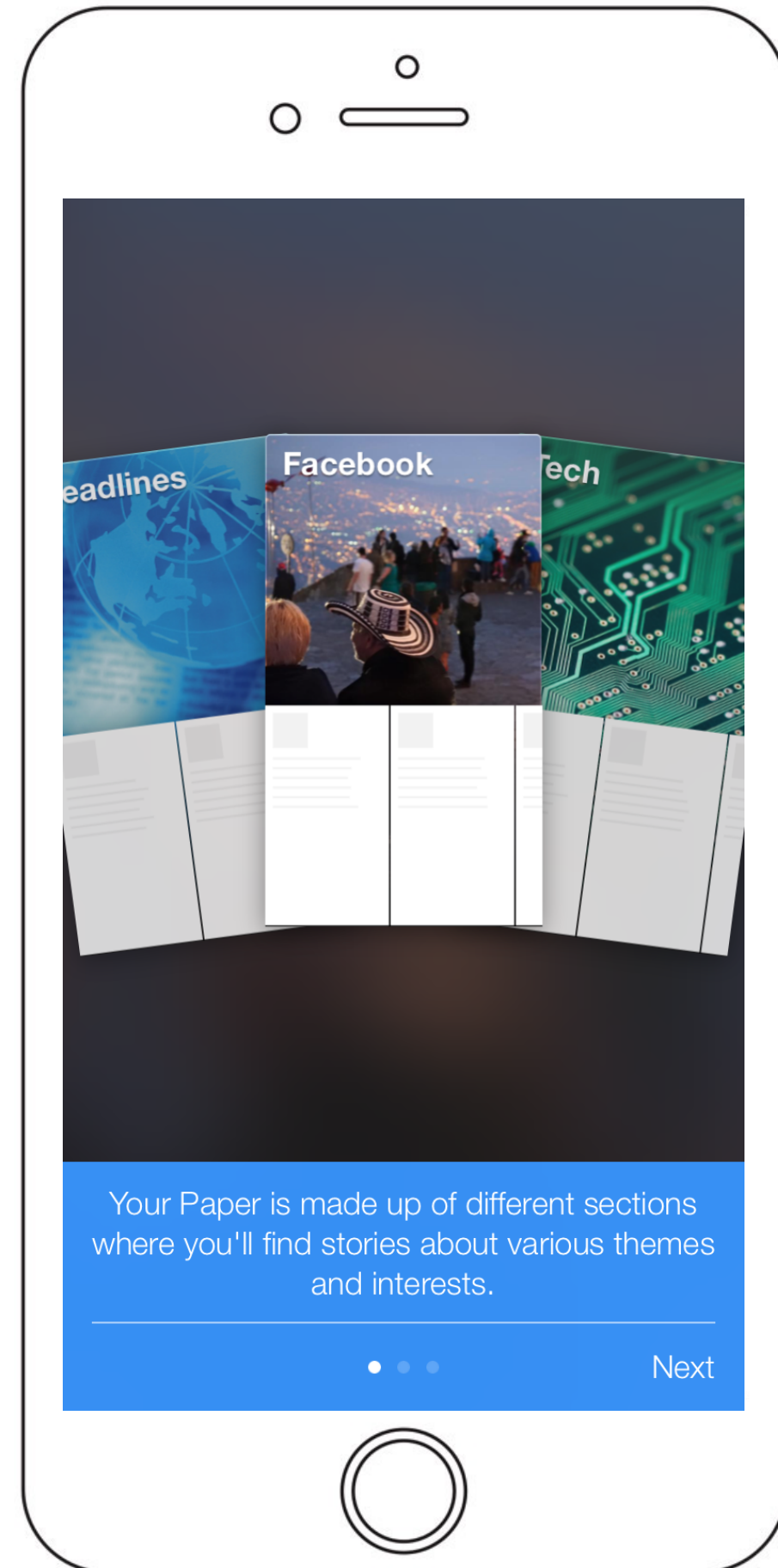
Paper is essentially Facebook in magazine style. First of all, no splash screen, and go straight to login page. The login screen is clean and clear, with beautifully chosen font and gradient background. No UI buttons. The call-to-action “help me” implies interactivity.



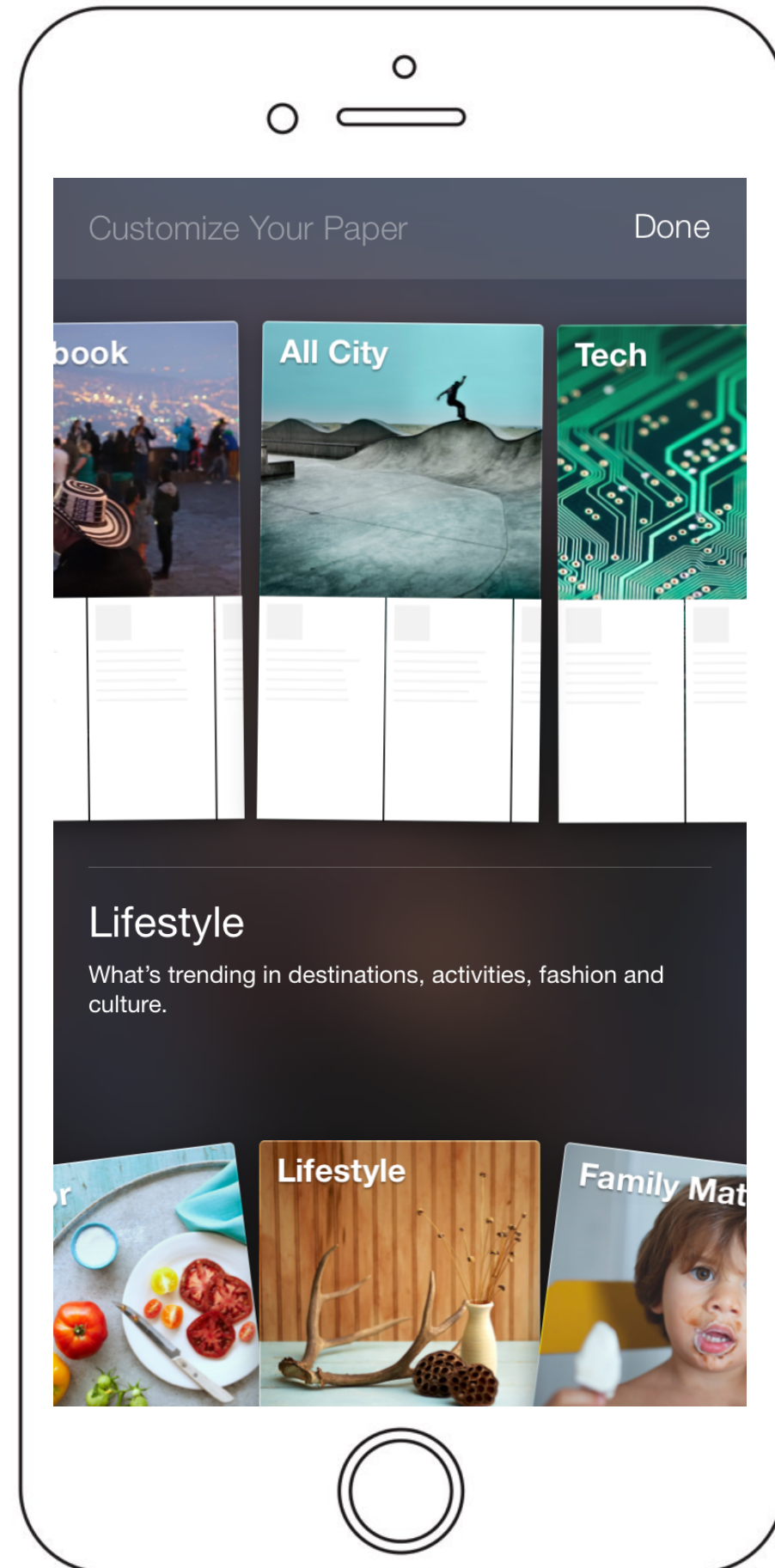
The loading page after login is beautifully designed, with clean animation of the word “paper”.



The introduction is quick and easy, with information chunked into three steps, which makes processing information a lot easier.



Users can choose the topics they are interested in from below and drag those to the top collection. This direct manipulation of objects creates a more immersive and engaging experience. The items in the top collection wobble; the little animation draws attention and indicates interactivity.

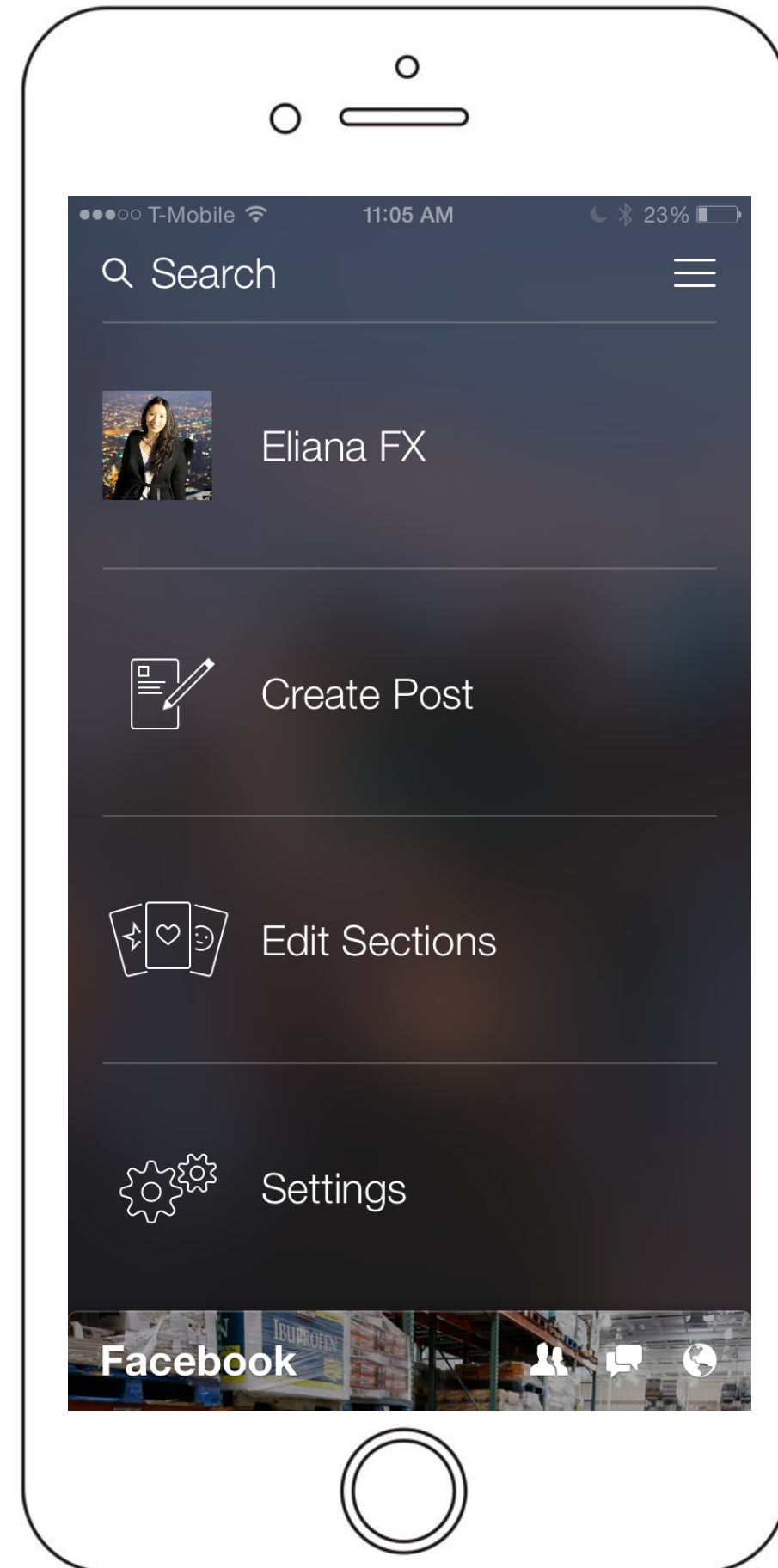


To teach first time users how to navigate through the app, *Paper* shows a banner of instruction texts. On top of that, there is an animation of the “tapping circle” that showcases users the gestures. Combining animation with texts as a tutorial while users playing around the app makes learning faster. When users tap any of the articles in the bottom, the article moves up from the bottom and scale up. The animation is smooth, and it makes sense considering the semantic relationship in the overall information architecture.





The way to navigate through different layers of information is to swipe up and down (and items move up and down). The gestures and animation simulate real life experiences that information is organized with the most general information on the top and most detailed on the bottom, though it took me sometime to get used to the way of using this gesture to navigate around. The bottom shows a cropped piece of the previous layer, indicating that users could swipe up to bring back the previous layer.



When users tap on the “hamburger” menu from the previous view, this collection view slides from the right, and the “hamburger” menu transitions into a cancel icon (cross). When users tap on the cancel icon, the collection view slides back to the right. Again, the animation is very smooth and logical in semantic relationship between information. In addition, the transition between the “hamburger” menu and cancel icon keeps the position of the icons consistent.

