

paper53 app

Gi Sung Lee



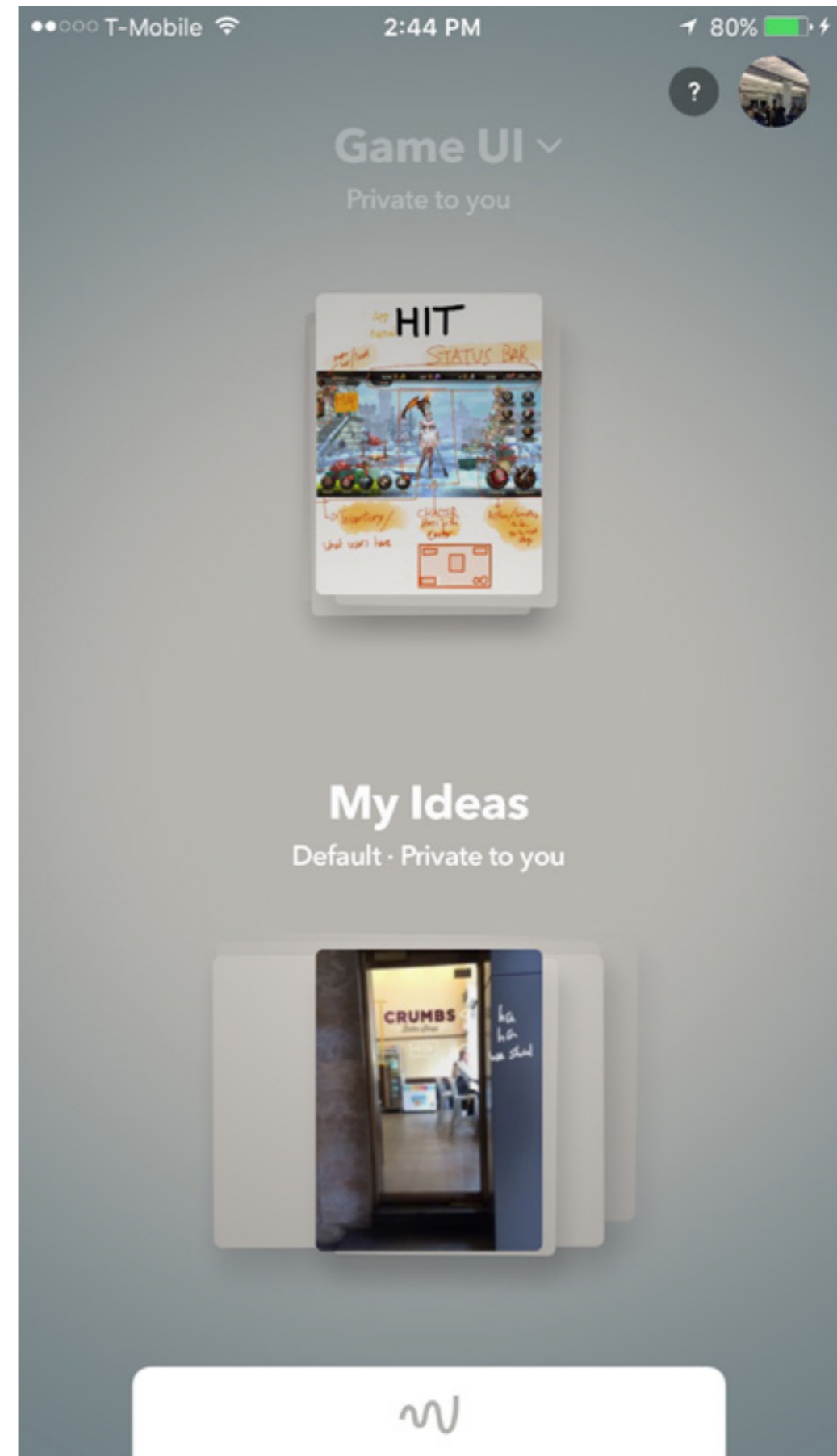
One of the elegant drawing tool app

The app has a great interface that I want to look and use it all the time. The writing will be mainly focused on the UI and UX of an iPhone.

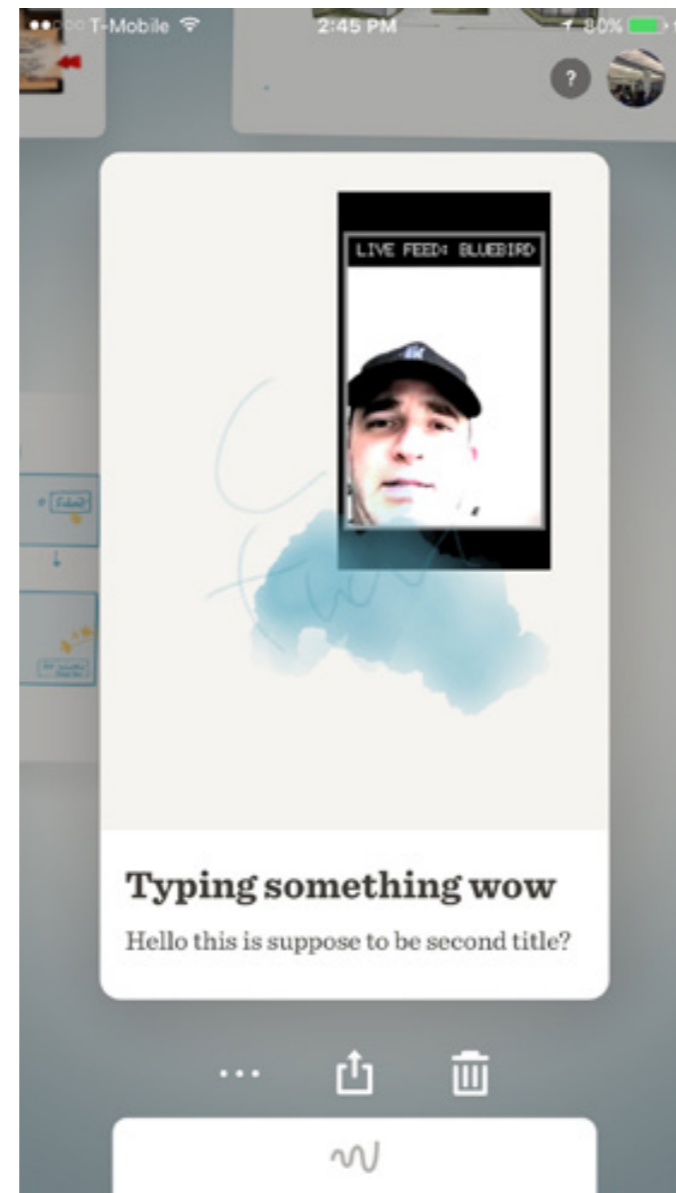
What is important?

When you use a drawing app, you want to draw when you open the app. You don't want to navigate 2-3 times to go to just to draw, so this app has a drawing function on the bottom so you can access the "drawing view" immediately. Also, you can change the "drawing" to "picture" or "type". Moreover, you can immediately see the folders or sections of what you want to enter.

Also, when you enter individual sections like My Ideas, you can get out quickly by swiping up or down, tap else-where. I think this "swiping" and "tap else-where" function gives a user to quickly navigate where he/she wants to go.



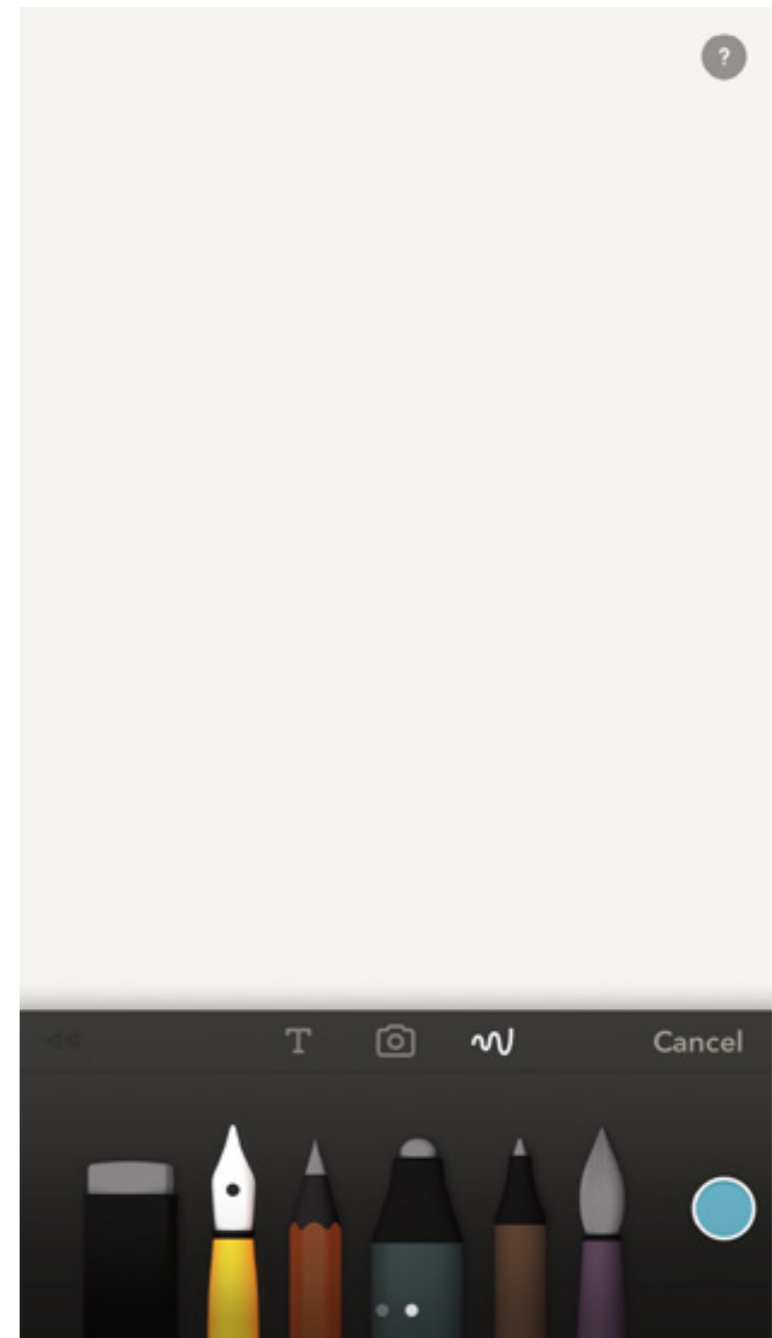
Organizing..



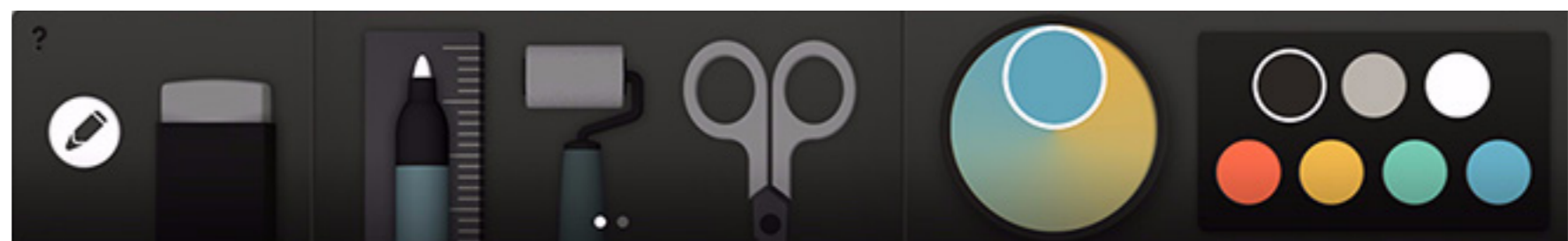
Yeah..about organizing.. I liked it at first, but when I have a lot of pictures and a lot of folders, I had to scroll all the way, go outside of the folder, scroll all the way to the position of where I want to go. For example, if you have 20 folders, you start with wherever you are, and have to scroll A LOT to go to 20th folder. So, I think it is better to have a search function on the top, so that you can type whatever you want, and name the drawing after that so you can go to the specific drawing or the folder by just typing "t" or "m". Or you can have a hamburger menu on the side, so when you swipe left, you can see all the folders. Just by tapping the folder name, you are there.

who is using this?

This app is designed to draw so it has great drawing tools. I noticed when the paper53 promotion video shows the people who actually uses the app, are designers. They seem to be happy about what they have. I think if the some of the people are using the app for designing, and showing some interactions, maybe the app can have more convinient ways of designing interactions. Such as, draw with long scroll views so web designers can design ideas in the app, and share it with clients. Have a template like iphone so when you design an iphone app(you have to have a lot of iphone views), you can import it to another app immediately so the viewer app can show how it will work as a real app. Not like other prototype apps, you can draw it in the app, and import it. I guess the app is created by serving the purpose of drawing, so for the purpose-wise, it is a great app.



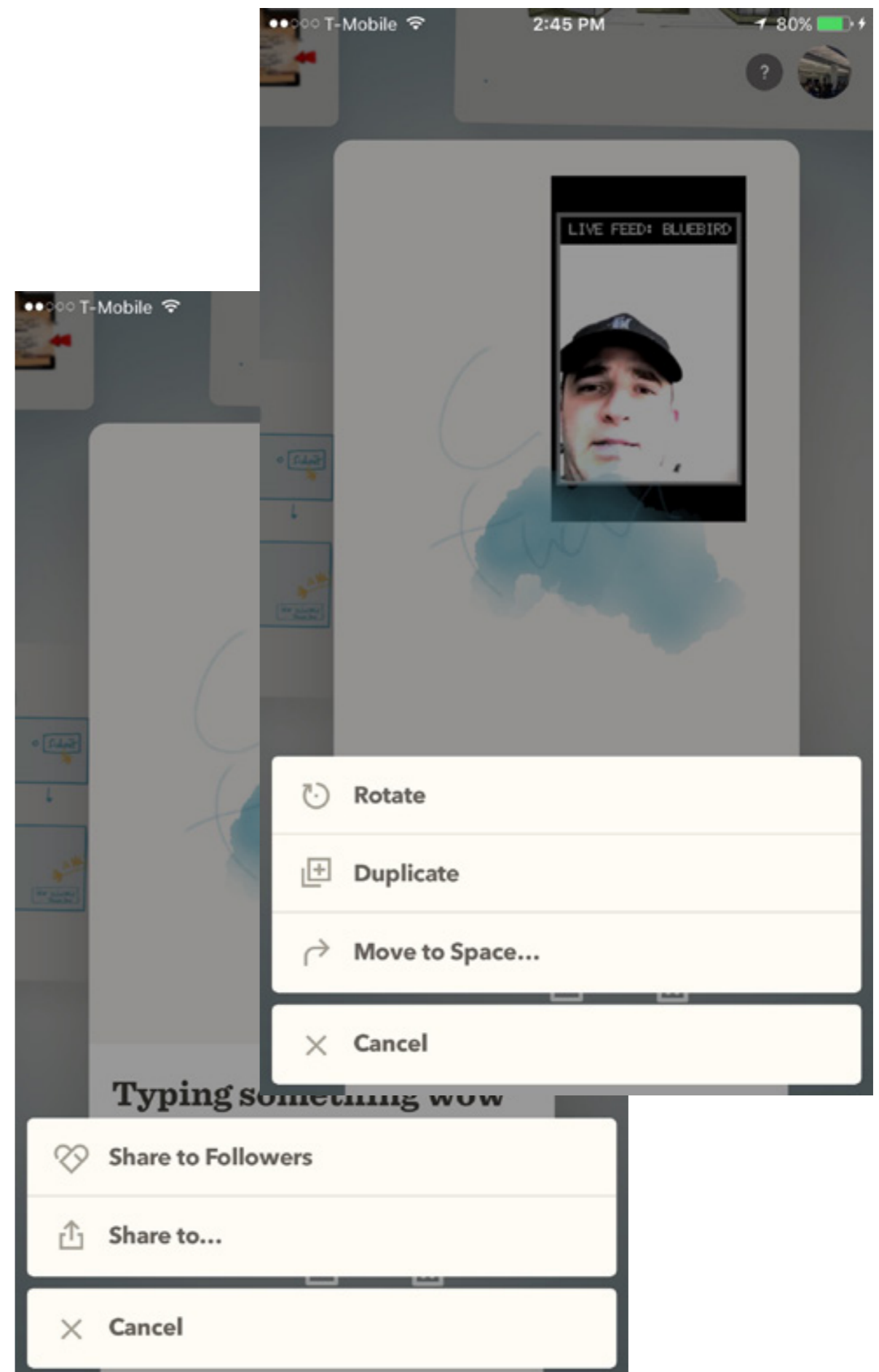
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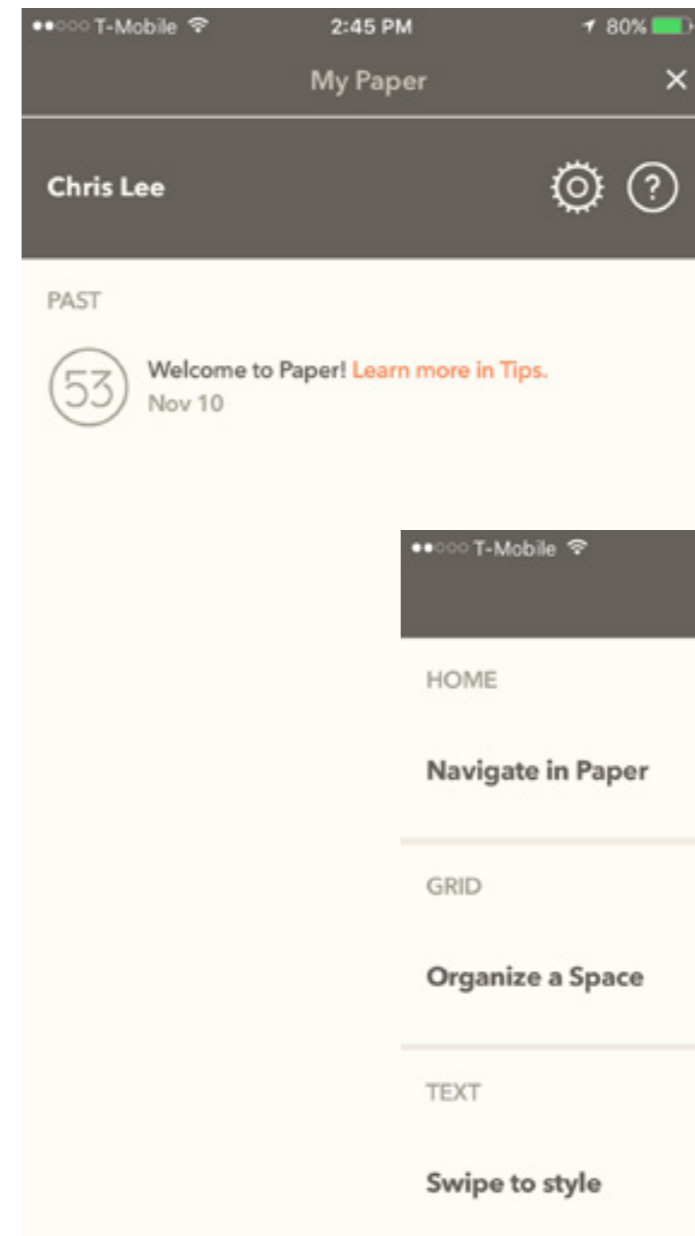
One of the functions that I look for when I download a productivity app or drawing app is, is it possible to see it in other device. Paper53 has the function, saving your drawing in the cloud. You have to go to settings and tap "import" to import your drawings to another device. The back up didn't do it by itself so when I logged in, I thought the drawings were only existing in one device. I had to google "how to back up in paper53", so if they can make the back up by logging in, I think users will have a better experience.

Paper53 allows users to share it, save it as jpg and has a function to share it on the "public Stream", which is good. You can get inspired by seeing other people's work, which makes users use the app more often.



Tips & help

The swiping and some of the hidden functions are not obvious enough for some of the users who downloaded an app recently. Paper53 offers tutorials when you first download it but sometimes you forget what to do if you didn't use it for a long time. So paper53 has a "tips" section where you can visually see "how to do stuff" so I really like this feature. It was fast enough to not get bored by tutorials, it was visually appealing so I saw a same video 2-3 times because it was visually well-recorded.



Overall experience



Paper53 has a great interface that are aesthetically appealing. Moreover, it has good user experience to navigate around the app. The app also serves a great purpose as a drawing app, and if there are more features for the designers, it will be the best app for designers and artists. Most of all, it's free.

-Gi Sung Lee