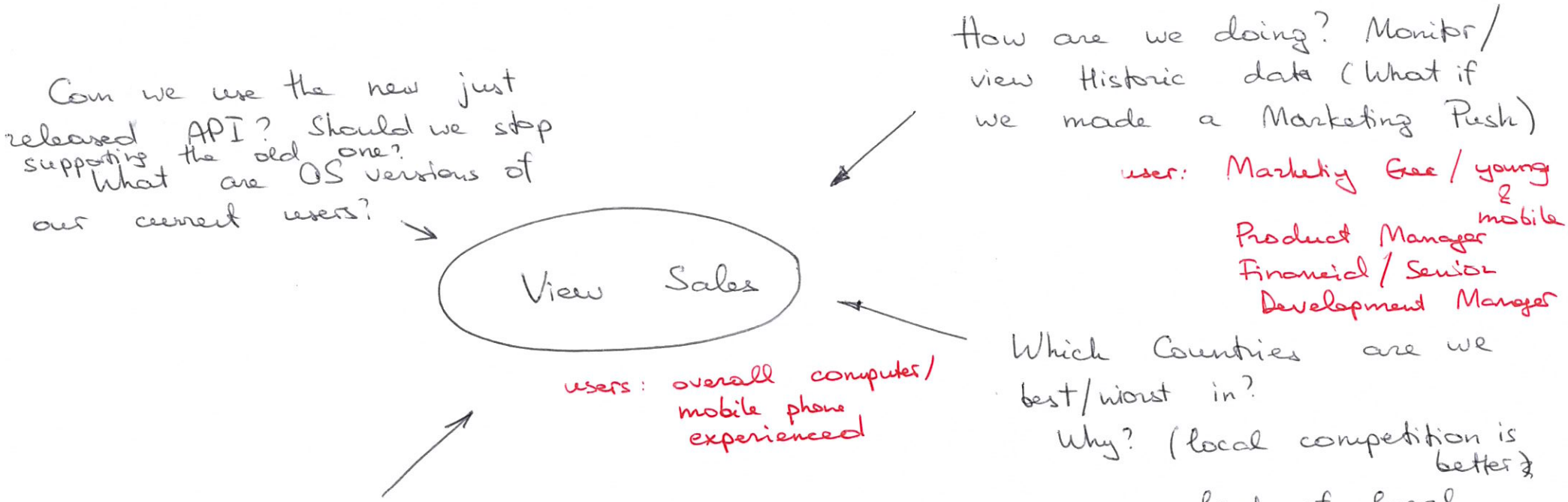
Design Andhoid App for Developers
for displaying sales statistics for Andhoid Market

Brief: design an App for displaying sales statistics for Android Market. The App is for the developers of Android Apps submitted to Android Market by ~~dev~~ Android OS. It will be used

Use cases / Stories why the App will be used



Main screens

Login Screen

username
password

Sales View

number of Sales
period
amount

Sales by Country

number of Sales / per Country
period
amount

consistent

Sales by Phone Model

number of Sales / Phone
period
amount

Sales by OS

number of Sales / OS
period
amount

UI Flows

① Login Screen → Sales View

submit username/password
valid

② But connections are not instant => need feedback

Login Screen → Connecting... Server → Sales View
submit connected

③ But there might be no connection at all

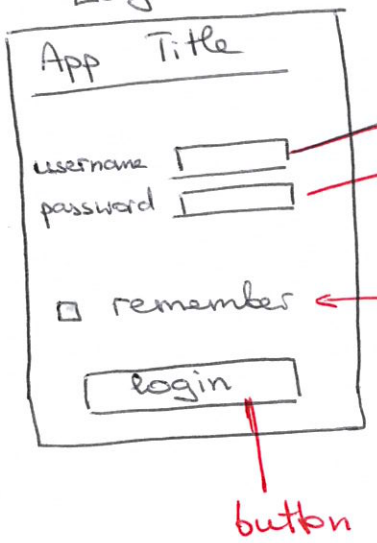
no internet
server is unavailable
→ Error View → Sales View
Try Again
connected

④ Sales View → Sales by County View

Show by County
Show by OS
Show by Phone Model

Main Screens

Login



input
input
security / usability consideration but personal device so good to offer
button

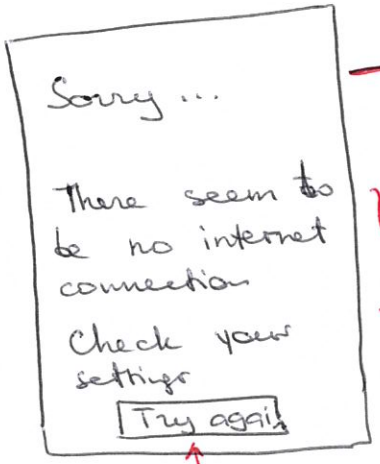
P: Familiarity
Login screens

Connecting

polite empathically worded text
progress indicator (s/th is happening)

P: Understandability
(what's happening)
Feedback / Progress

Error



apologise first (even if not our fault)
explain the problem
suggest steps to resolve
button

P: Recoverability
Help

P: Principle of Good Design (4)

Sales View

Main Screens Continue

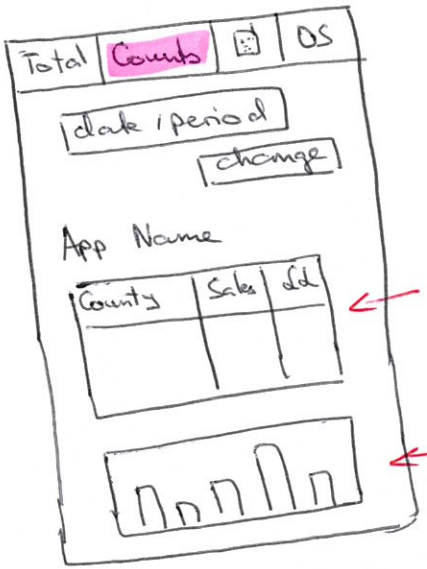
← tabs, (! Check your target platform guidelines!
top in Android
bottom in iOS)
easy to navigate, consistent view

P: Consistency

P: metaphors: tables / graphs

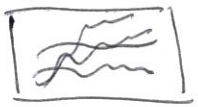
click on County Tab

Sales per County



← show top 10 or enable scrolling? (maybe necessary if important for the user)

← Volume by County

Need also over time? Perhaps click on it to switch to 

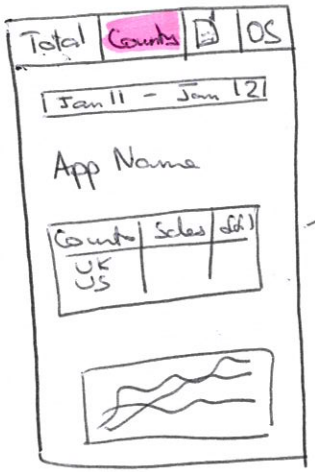
P: Principles of Good Design

Bringing it together → Storyboard (add emotion!)

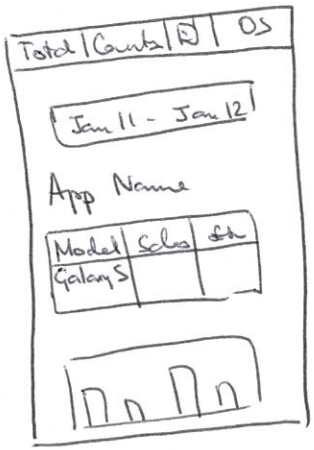
boring but I know I have to, thanks for remembering)

boring ...

selected as remembered last time! usability fail



Interesting!

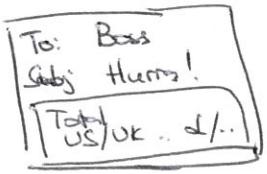


Interesting

What's Next?

← Enable Sharing!

Last activity in the UK was good, I'd like to e-mail the data to my boss!



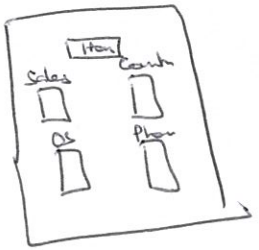
Improvements:

1. 😐 Login → can we go further and if checked remember automatically login the user and skip this screen? (Need to enable easy accessable logout then)

2. 😐 Connecting Screen → user is bored waiting, can we educate the user by displaying a short tip/hint

3. ☹ What's Next → Added Email/Share feature

4. Feedback: too much data on Sales by County Screen: what do we do?
   Ideas: remove tabs and introduce dashboard (tabs are quicker to switch between screens, but dashboard is two-clicks but if it's important for the user)



5. Add Help (preferably content based, i.e. different Help depends on the screen)

About
Settings