

HEURISTIC REVIEW

SNAPFISH MOBILE APP (IOS)

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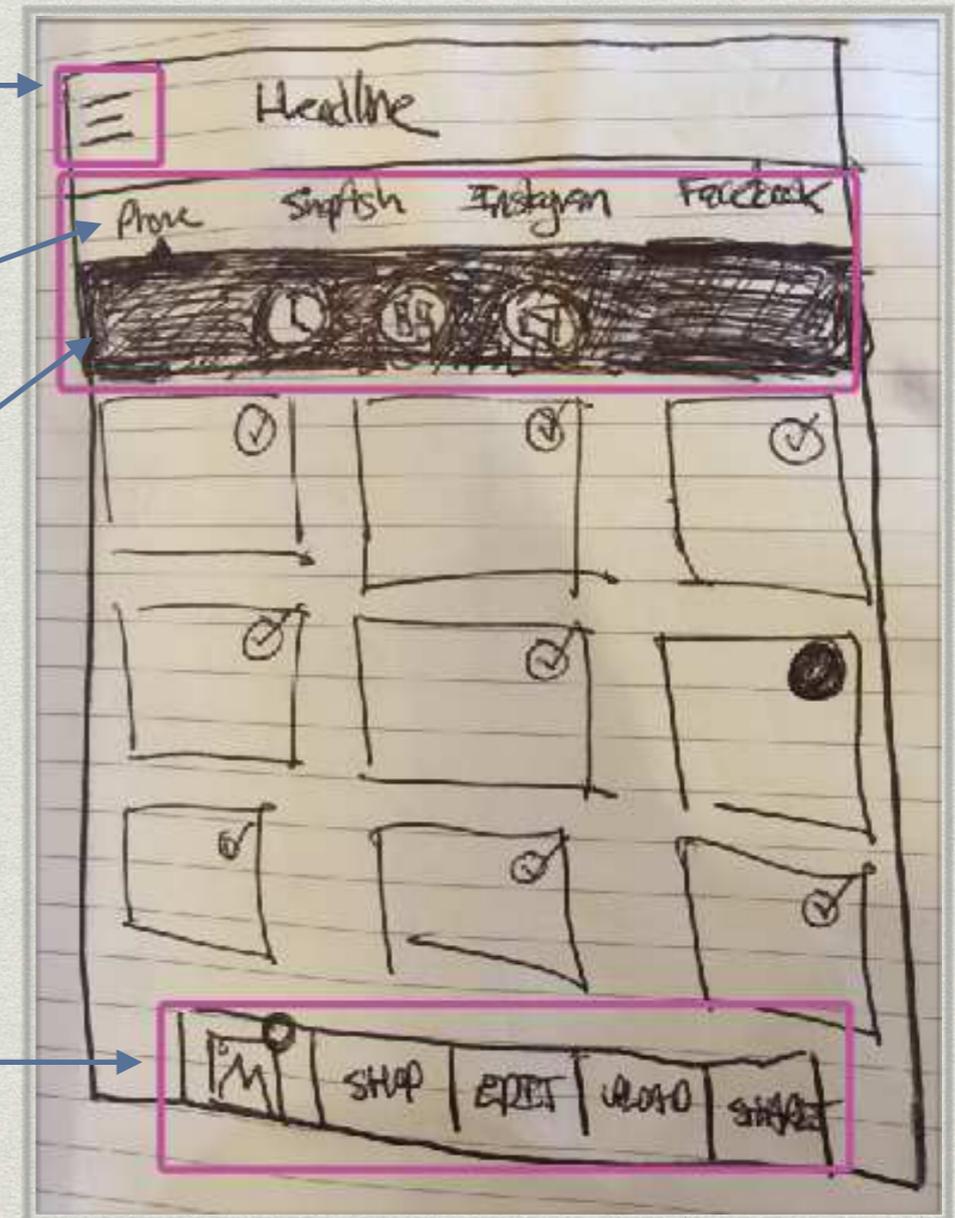
Menu Hierarchy

- * **Hamburger:** Photos, Shop, Help

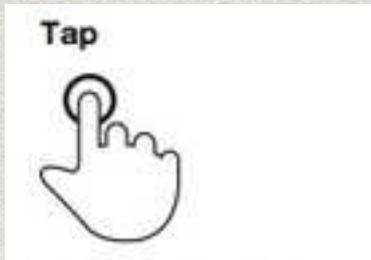
- * **Primary (Photos):** Phone, Snapfish, Instagram, Facebook

- * **Primary Submenu (View Options):** Timeline, Grid, Albums

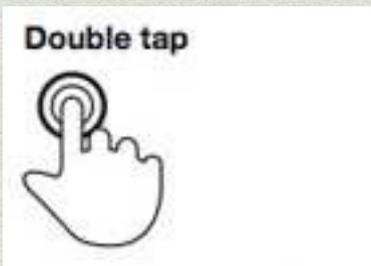
- * **Secondary (Do Stuff):** Selected Images, Shop, Edit, Upload, Share



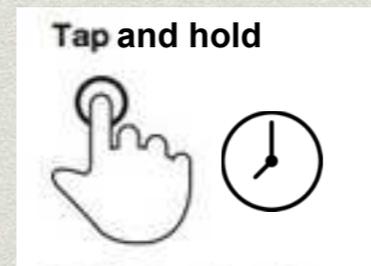
Touch Gestures



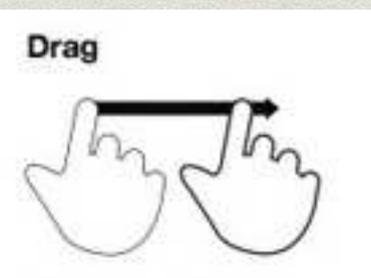
Select a photo, drill down into album, navigate menus and take actions



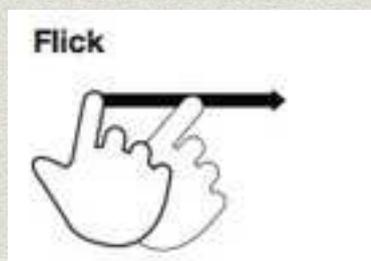
View a photo



Adjust photo position



Left/Right: navigate between primary menu items
Up/Down: vertical scroll



Down: snap back to scroll past primary submenu

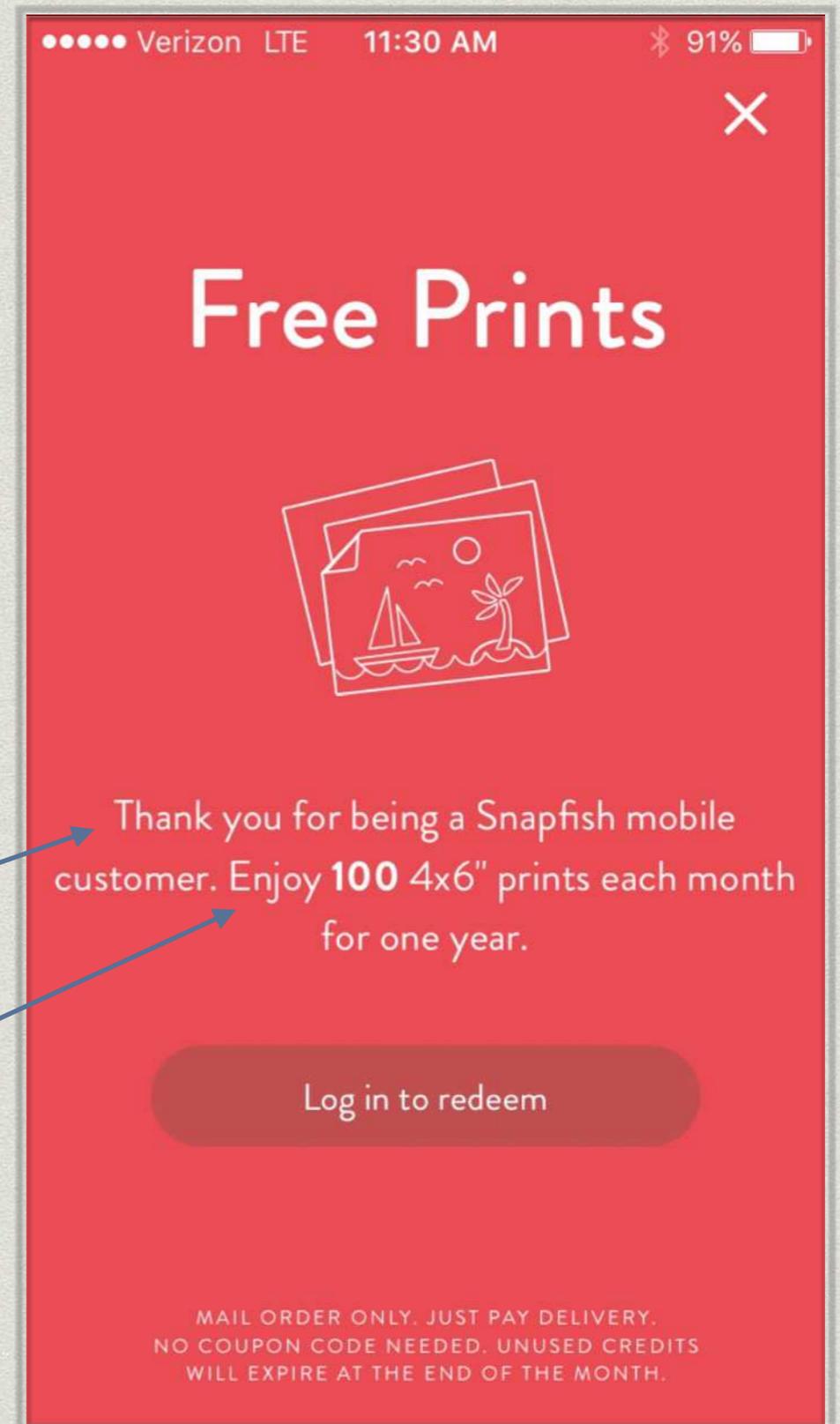
Splash Screen on Launch

- * First time experience is blocked access to the app. The promo offer might be more effective in context (when they are shopping) or as an incentive to create an account. Suggest user testing.

- * The language could be more clear:

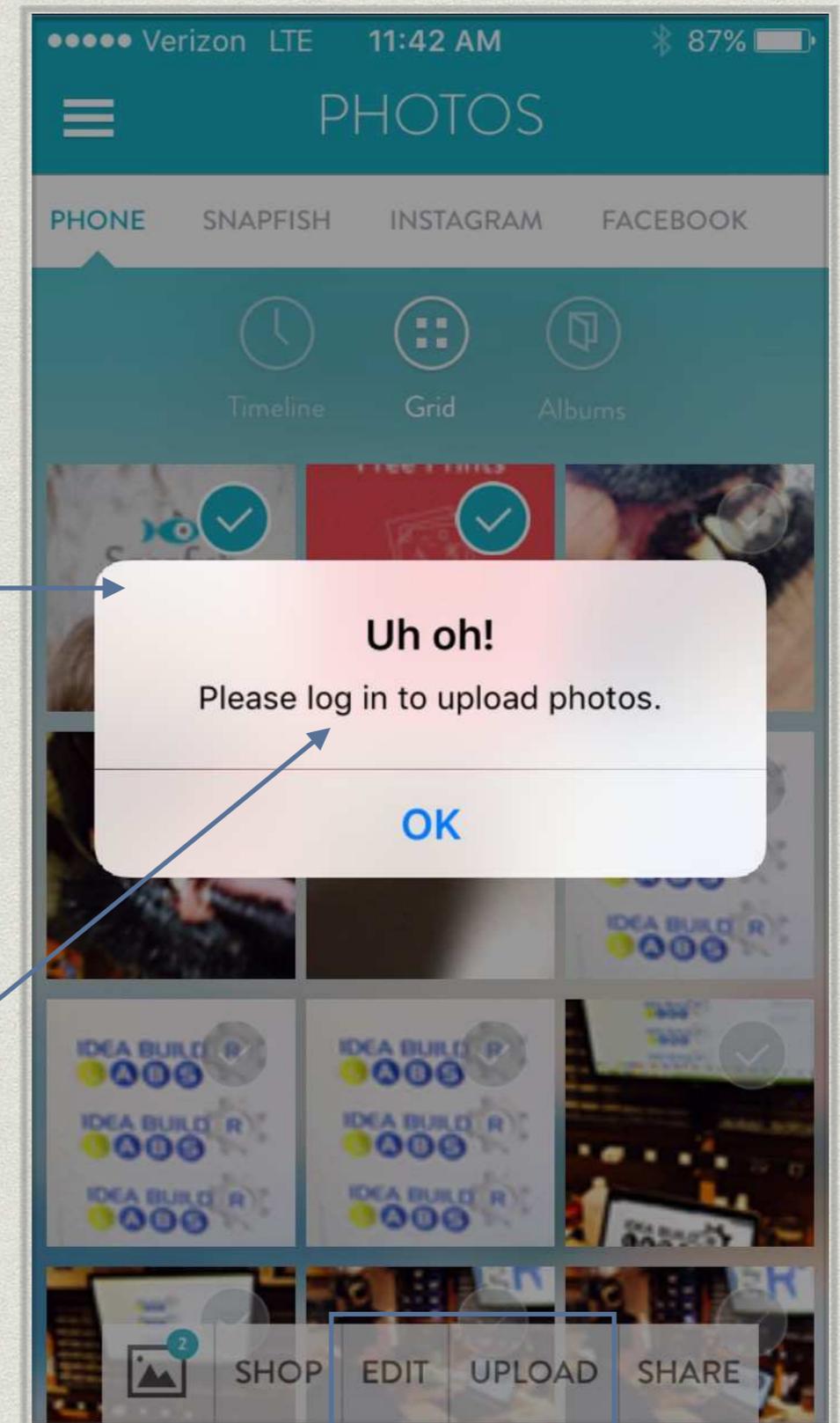
- * *I may not yet be a Snapfish mobile customer...does this apply to me?*

- * *100 4X6 prints each month for one year = not sure what this means? How about "your first 100 photos are free" and more details when they redeem or renew?*



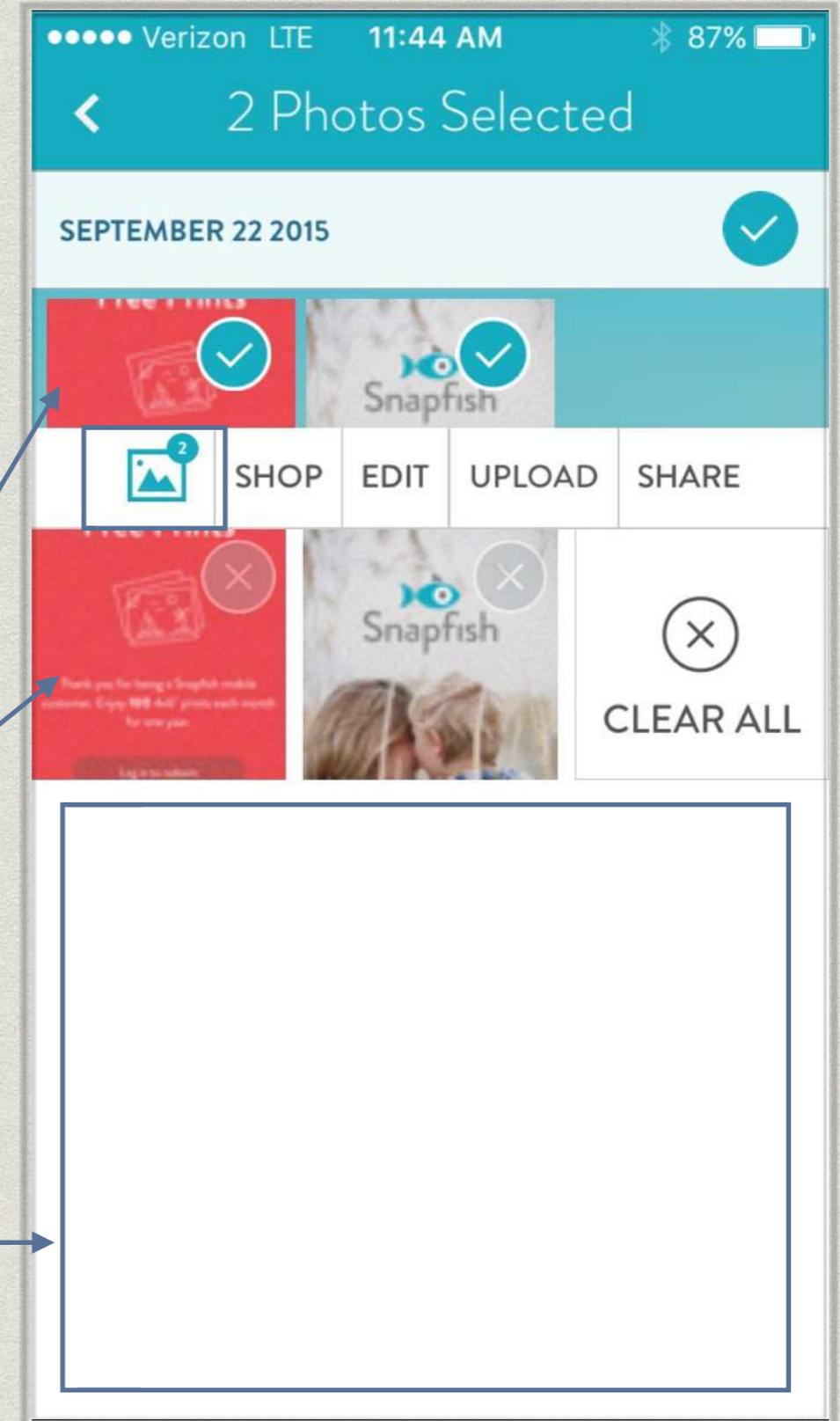
Edit/Upload Error

- * Two of the Secondary menu items lead to the same screen (login required)
- * Both of them give the same error when a user abandons by using the “Back” icon (<) 
 - * *Why can't users edit without an account?*
 - * *Why not just let them go back and login when they are ready?*
- * An error message seems to be the wrong design pattern — suggest more of an incentive or invitation
- * The messages should be specific to each menu item (both shouldn't say “login to upload”)



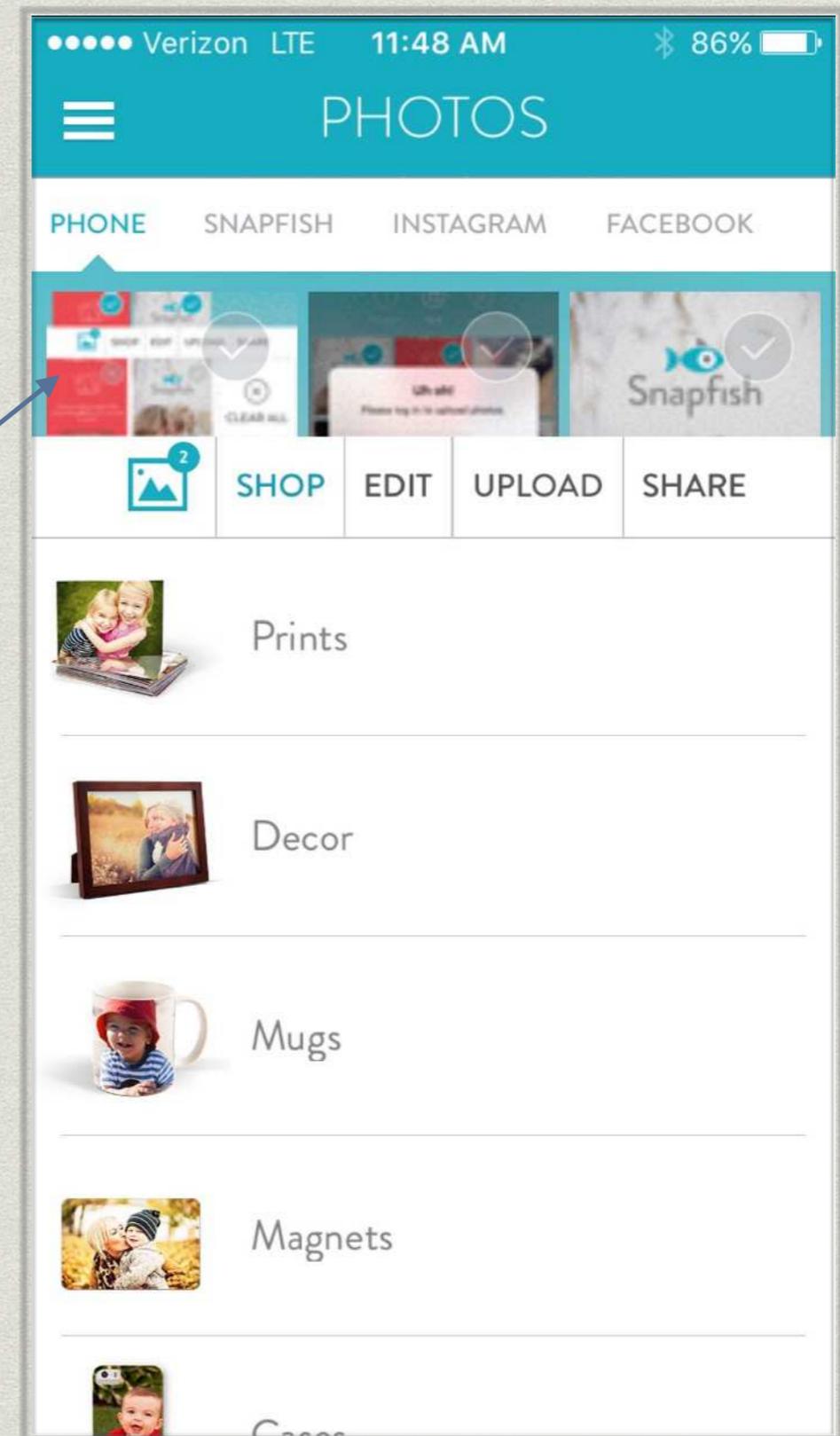
Secondary Menu: Selected Photos

- * As photos are selected, the image icon gets a numbered badge reflecting the total
- * Tap on the image icon and the Secondary menu acts like an expanding tray, fixed at the bottom.
- * This gets a little confusing with “double thumbnails”, if the grid view is selected.
- * Suggestions: expand only to show selected (reduce whitespace), or perhaps the tray should expand fully (not showing parts of the same thumbnails). Or reconsider the tray as a design pattern.



Shop

- * Here the expanding tray presents the same problem: image thumbnails are shown...but can't be interacted with.
- * The purpose seems to be to allow the user to exit out of the tray.
- * There is likely a less confusing way to do this that uses the available real estate better.



Select Product

- * Clicking on a Secondary submenu item from the previous screen brings us here
- * Since the same menu options are presented up top — now as Primary (Prints, Decor, Mugs, Magnets, Cases, Jewelry)... suggest losing the “menu in the tray” from the previous screen.
- * I like how you can swipe the menus OR the content to browse between product categories

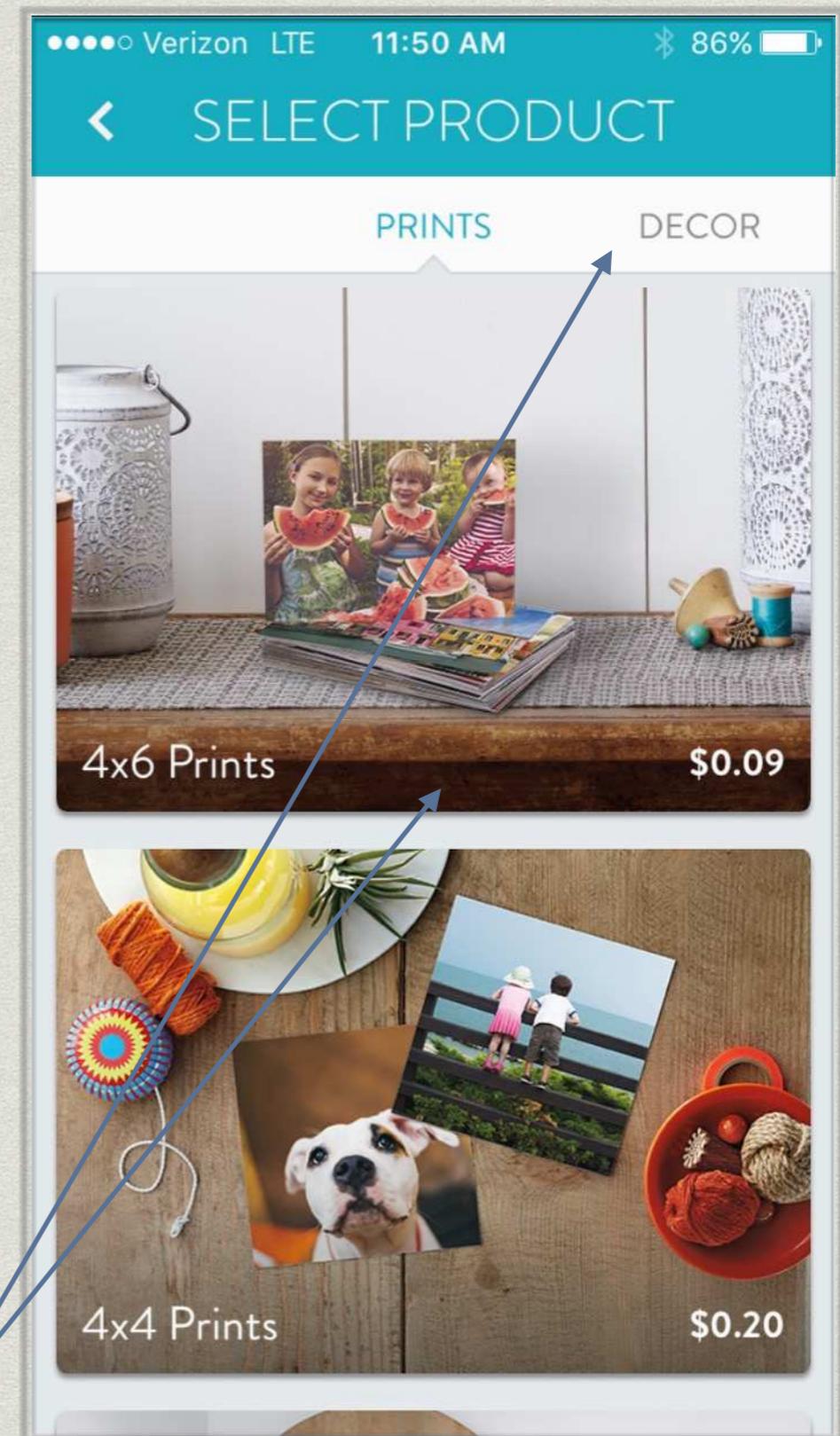
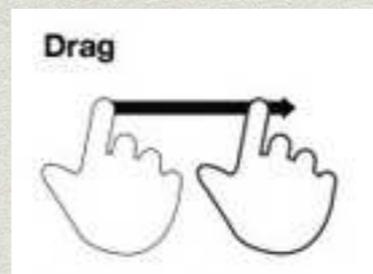
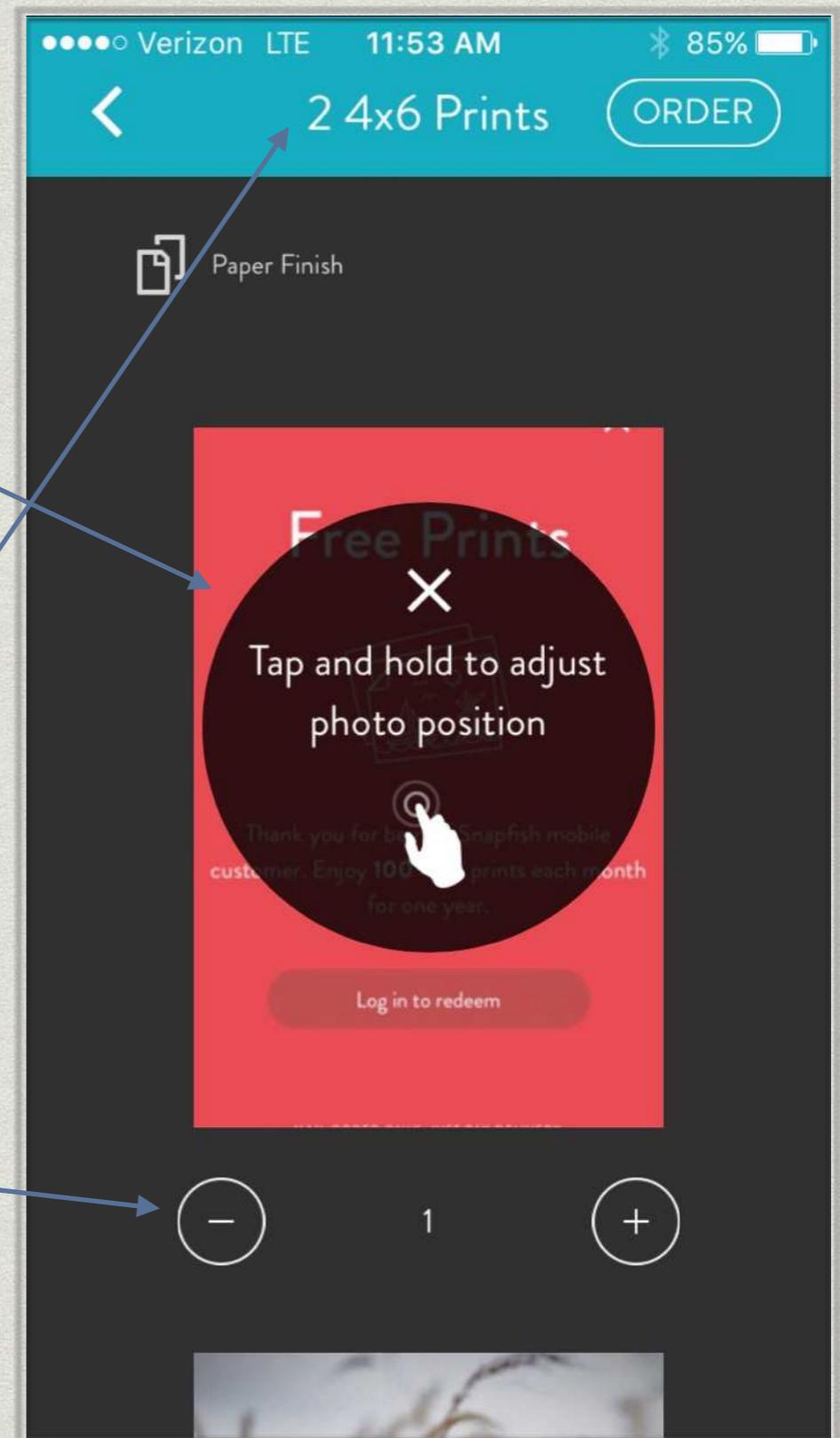


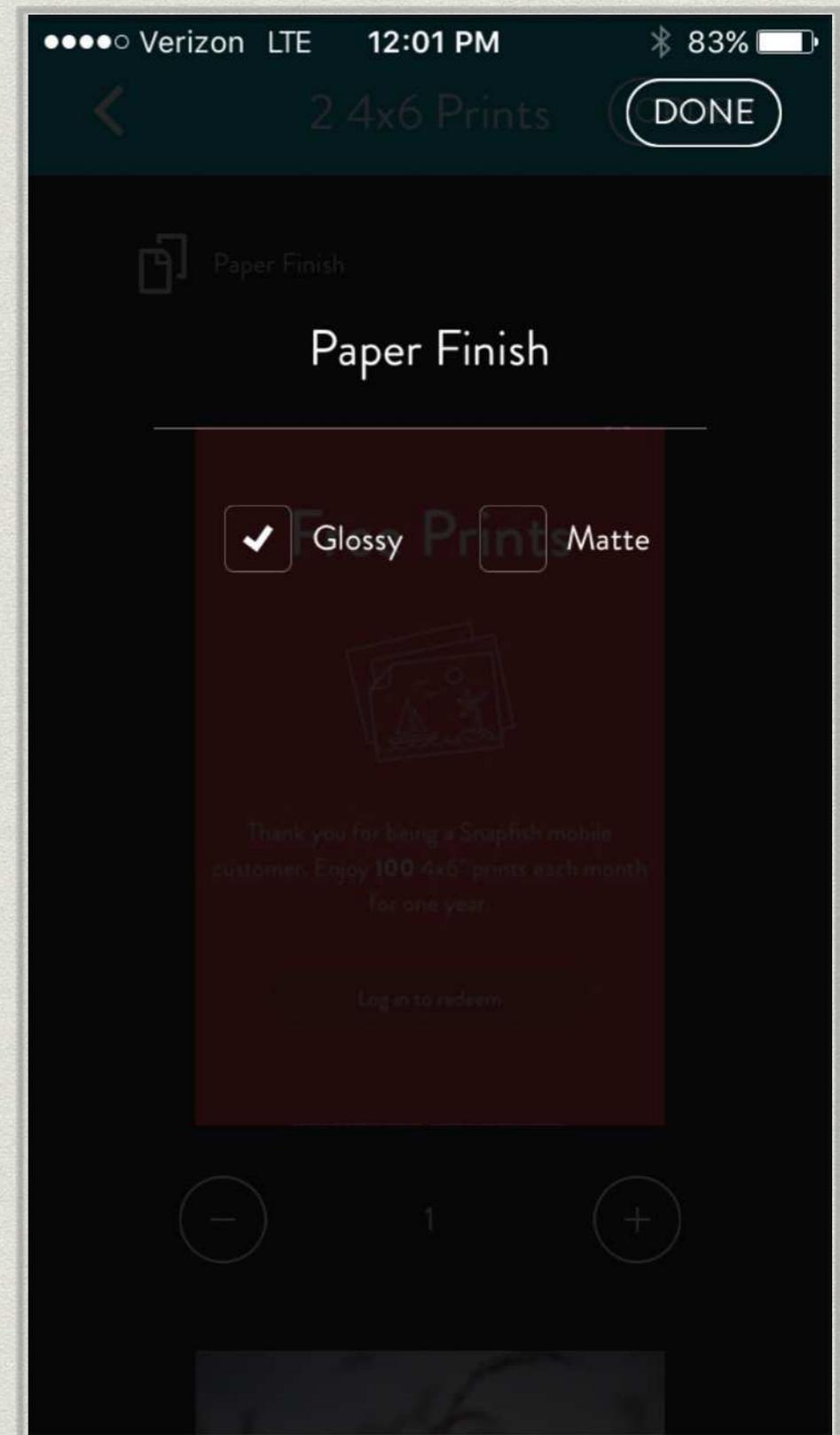
Image Positioning

- * This instructional overlay and the interaction work well!
- * Also nice how it only appears once. How else can personalization, learnability and adaptation to user behavior be part of the Snapfish mobile app experience?
- * Example: when I navigate back from “Decor” it returns me to “Print” — I think it should remember where I was and return me to the last menu selection, not the first in the list.
- * Heading: (1) 4X6 Print vs 1 4X6 Prints
- * Quantity Selection: works great
- * “Order” requires a login — suggest the same model for “Edit” (or perhaps require creating an account to access the app?)



Ordering an Individual Item

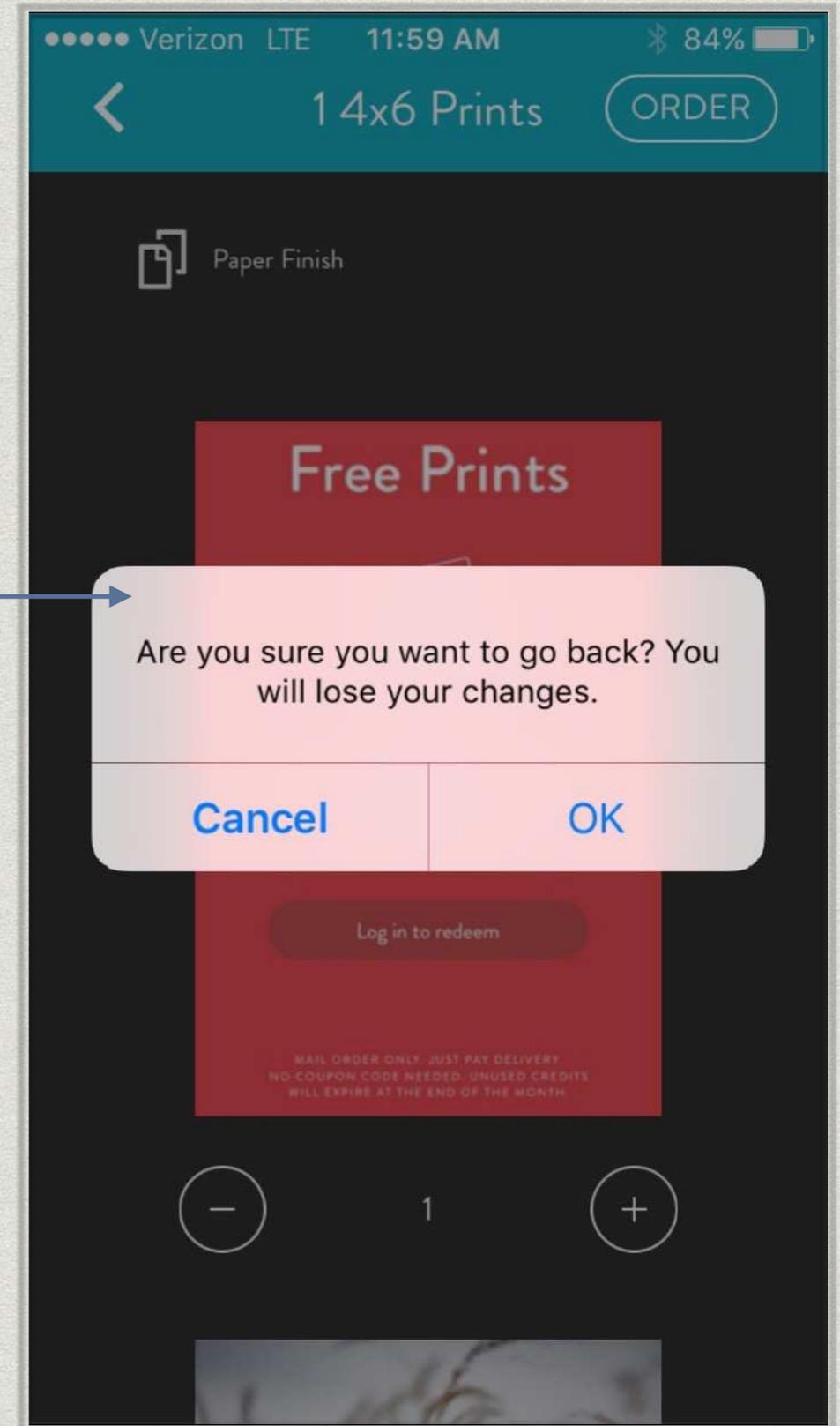
- * Paper Finish:
 - * *show/explain the difference?*
 - * *is overlay the right pattern?*
 - * *why not a toggle on the previous screen?*



Abandon Error

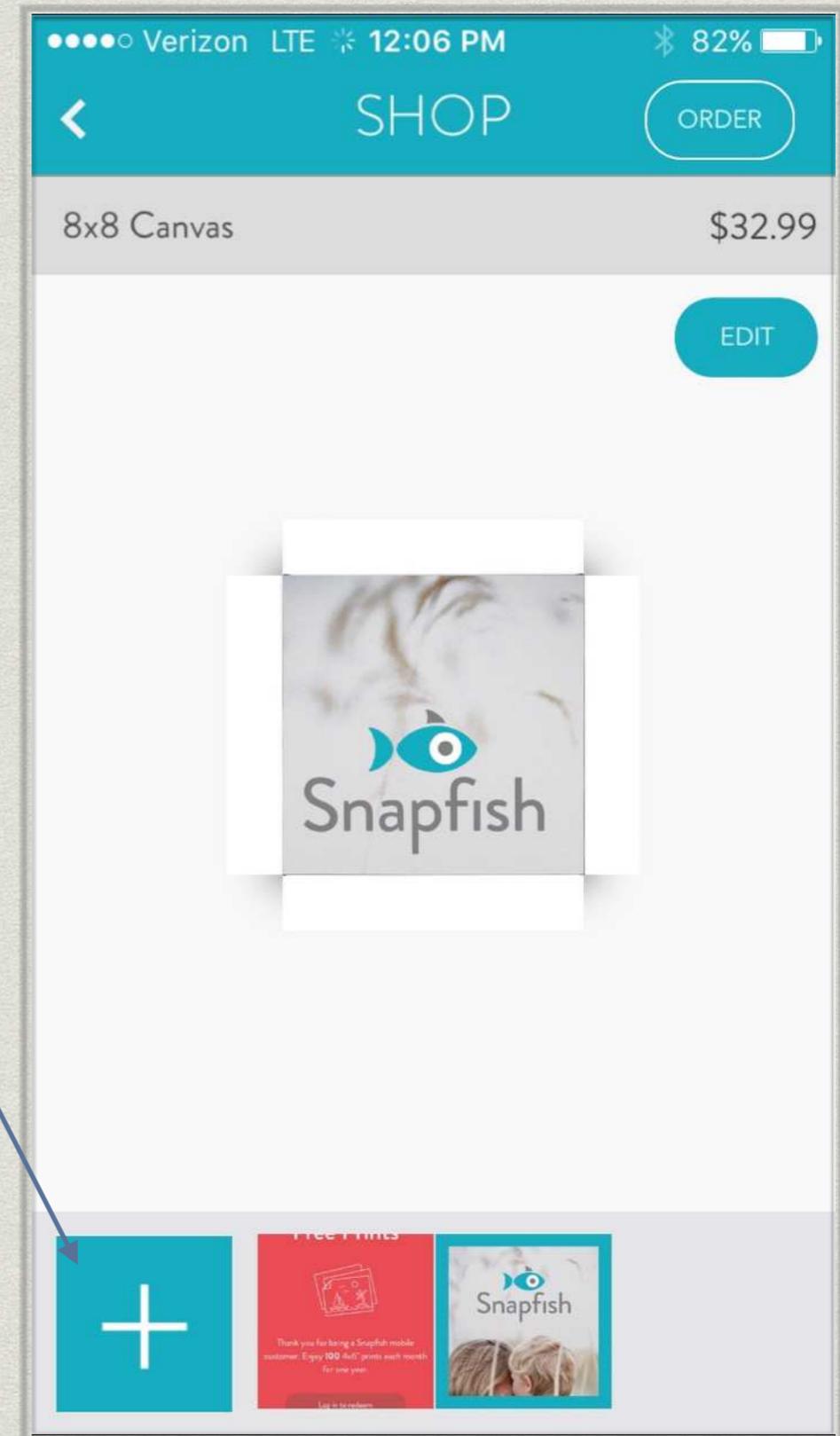
- * Again, using the “Back” (<) button here results in what looks like an error message. Scary!

- * It would seem friendlier to just save the changes until they come back and create an account. Incentivize, invite, and remind would likely be a more effective approach to conversion.



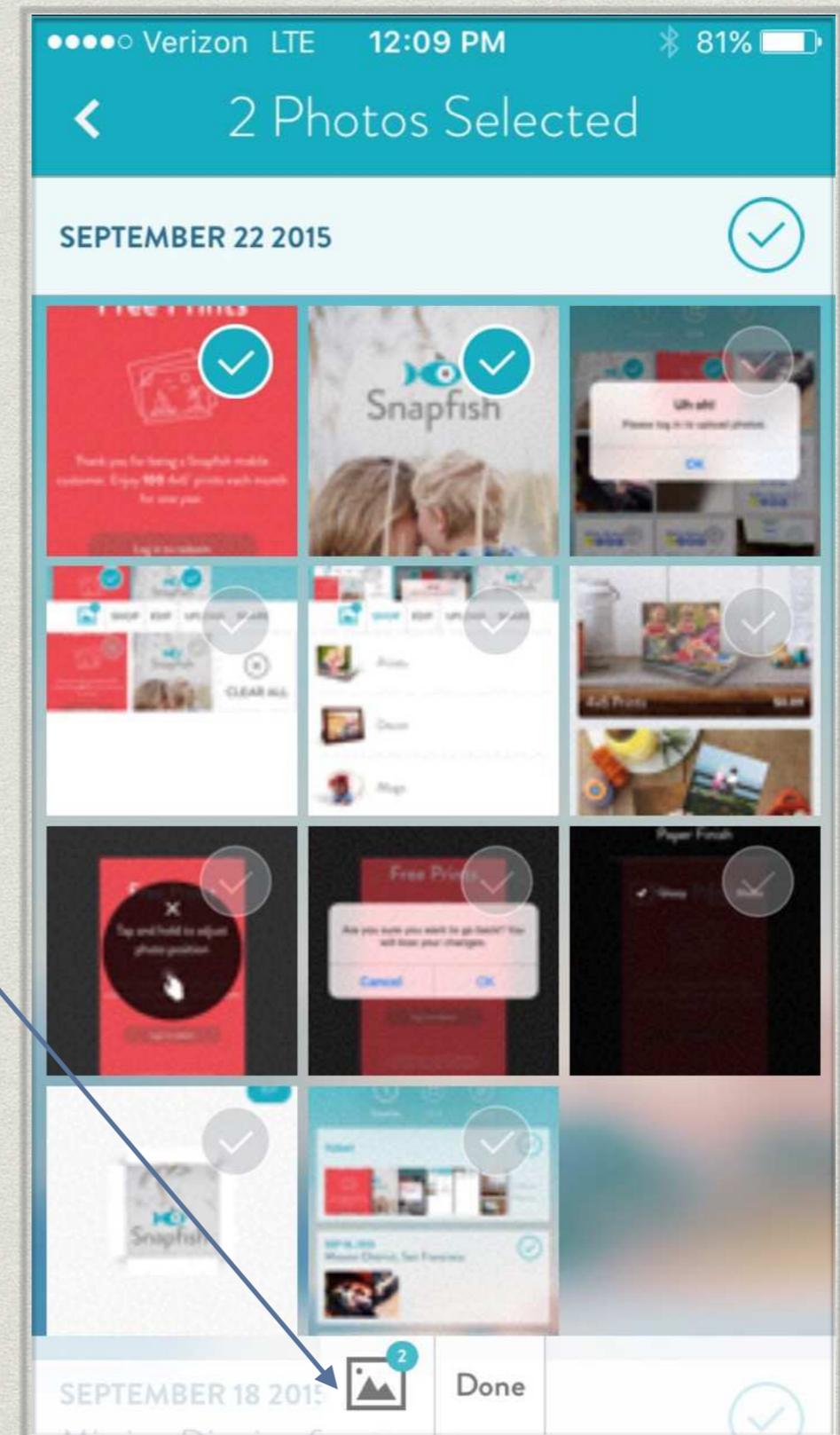
8X8 Canvas

- * Why can I add photos with the [+] button here...but not for Prints?
- * Also, I don't get the scary "lose changes" message after editing here



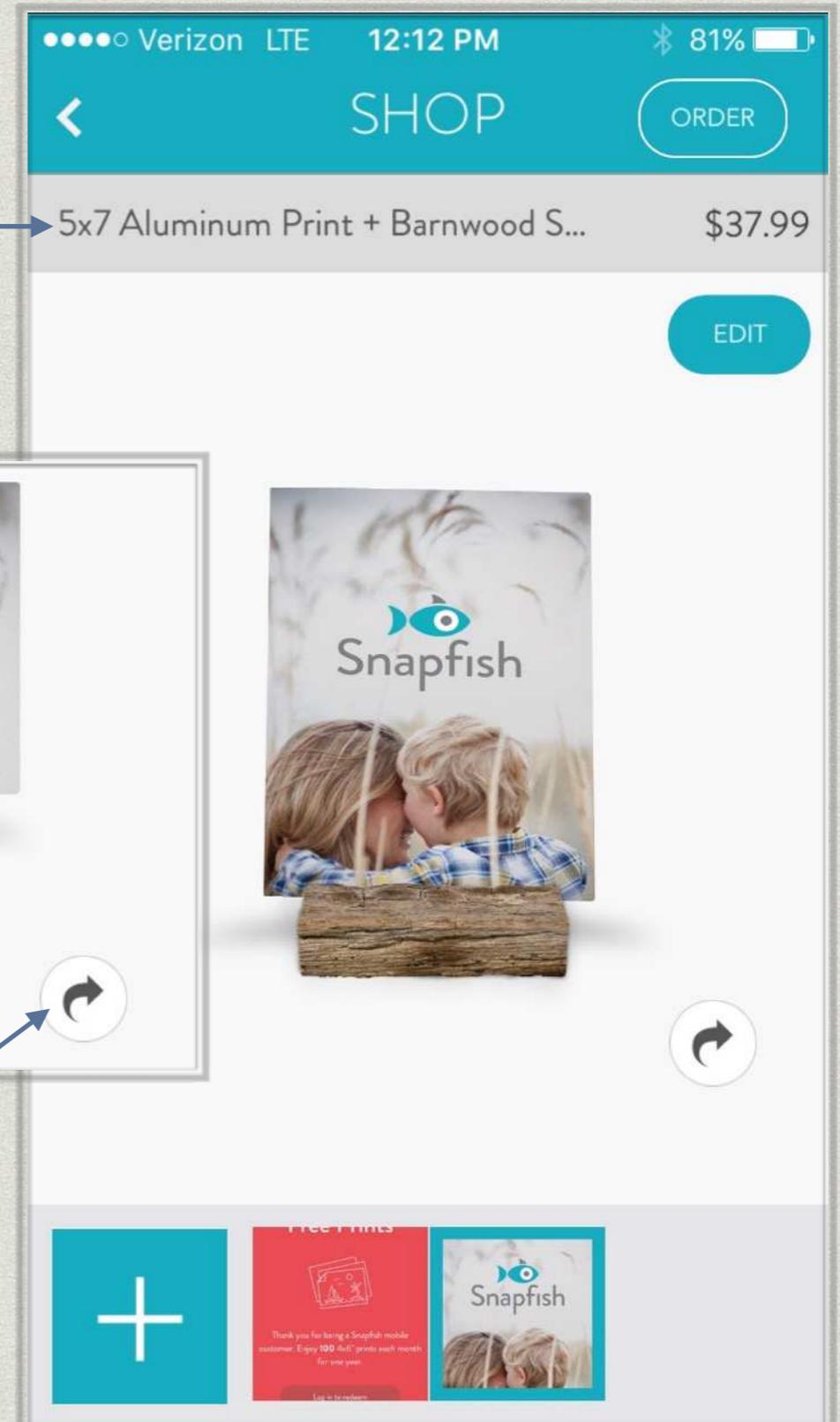
Adding Photos from Shop

- * The contextual menu as semi transparent overlay gets a little hard to read.
- * Suggest it not have a white background because that's the same as the photo date headings



5X7 Aluminum Print + Barnwood Stand

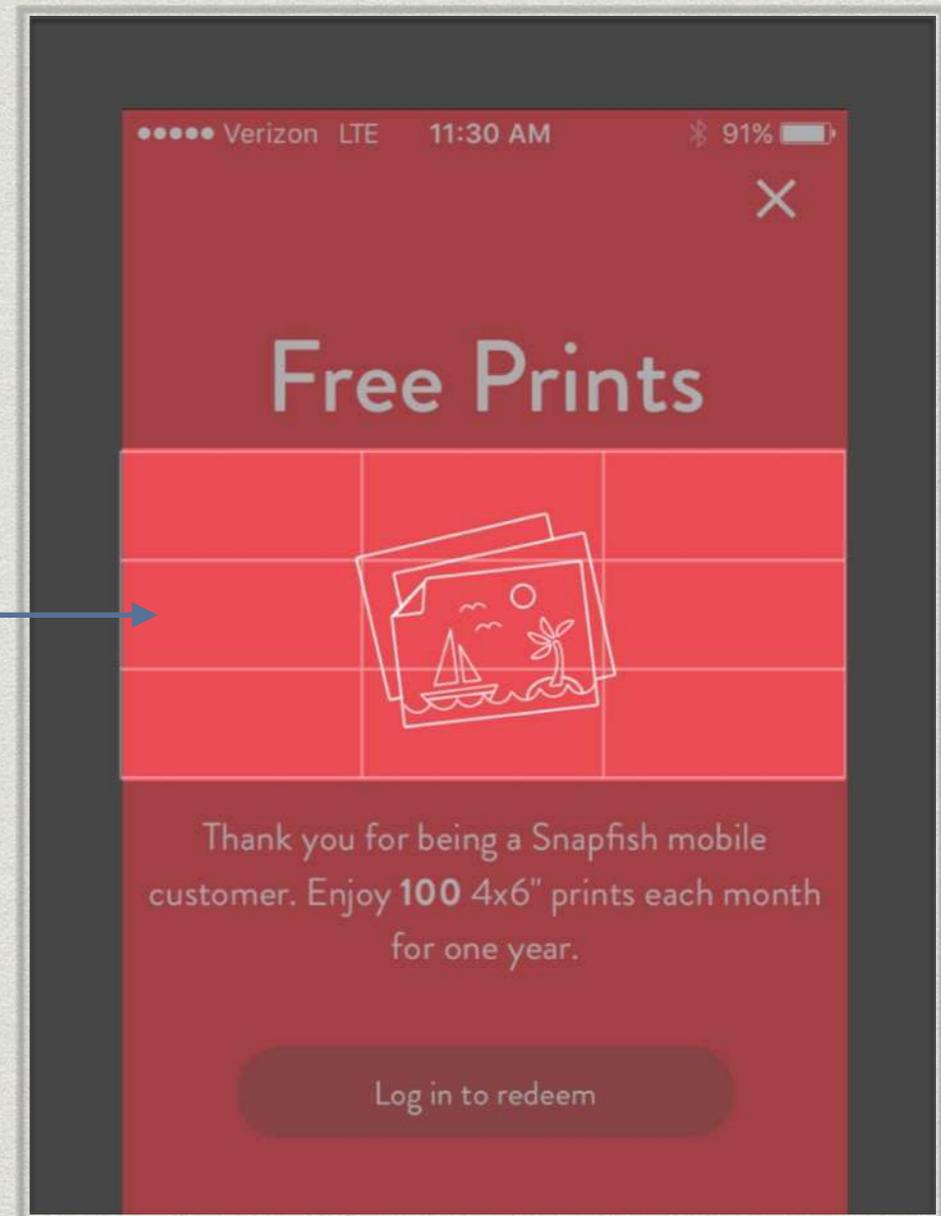
- * Product name doesn't fit (...) — suggest min/max analysis of headings



- * Rotate tool works great, but could perhaps be improved (icon, position, description)

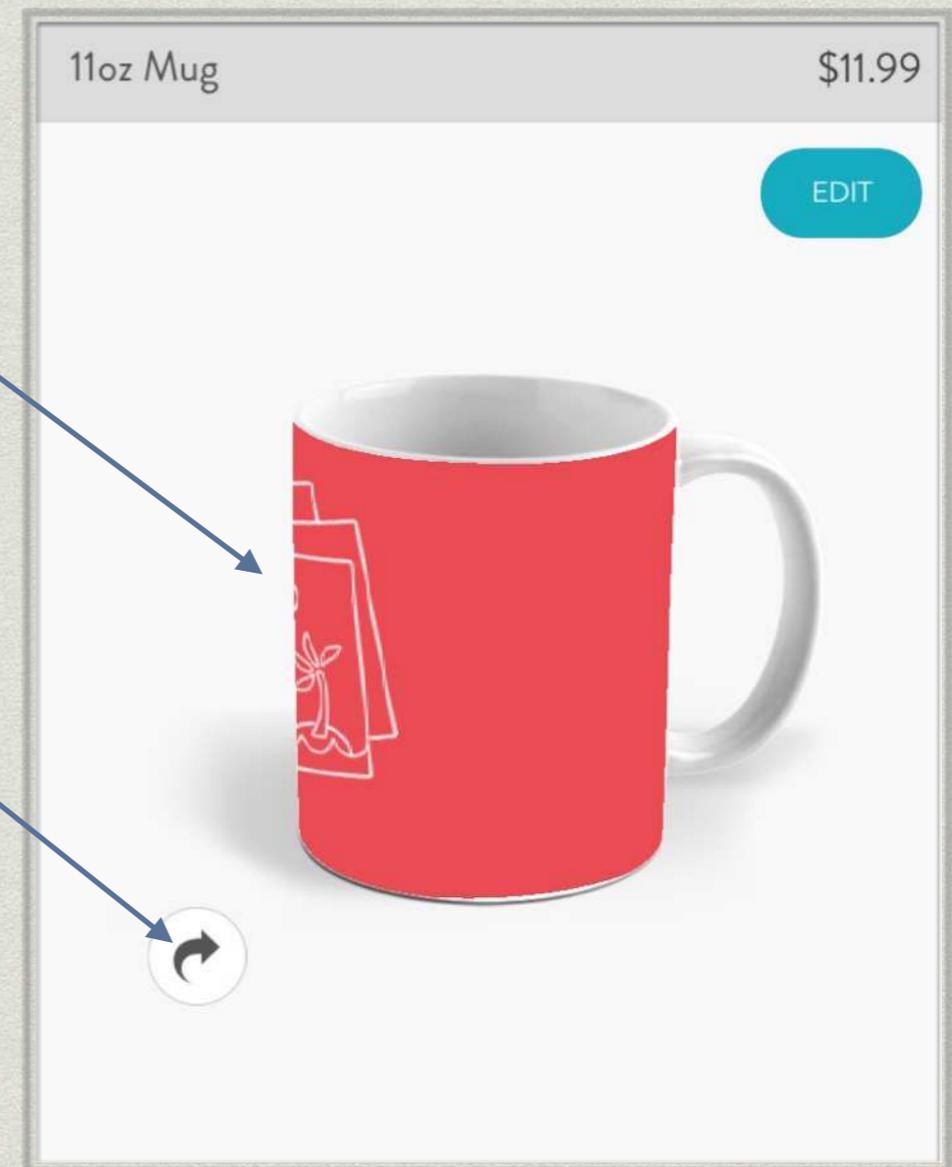
11oz Mug

* This part works great



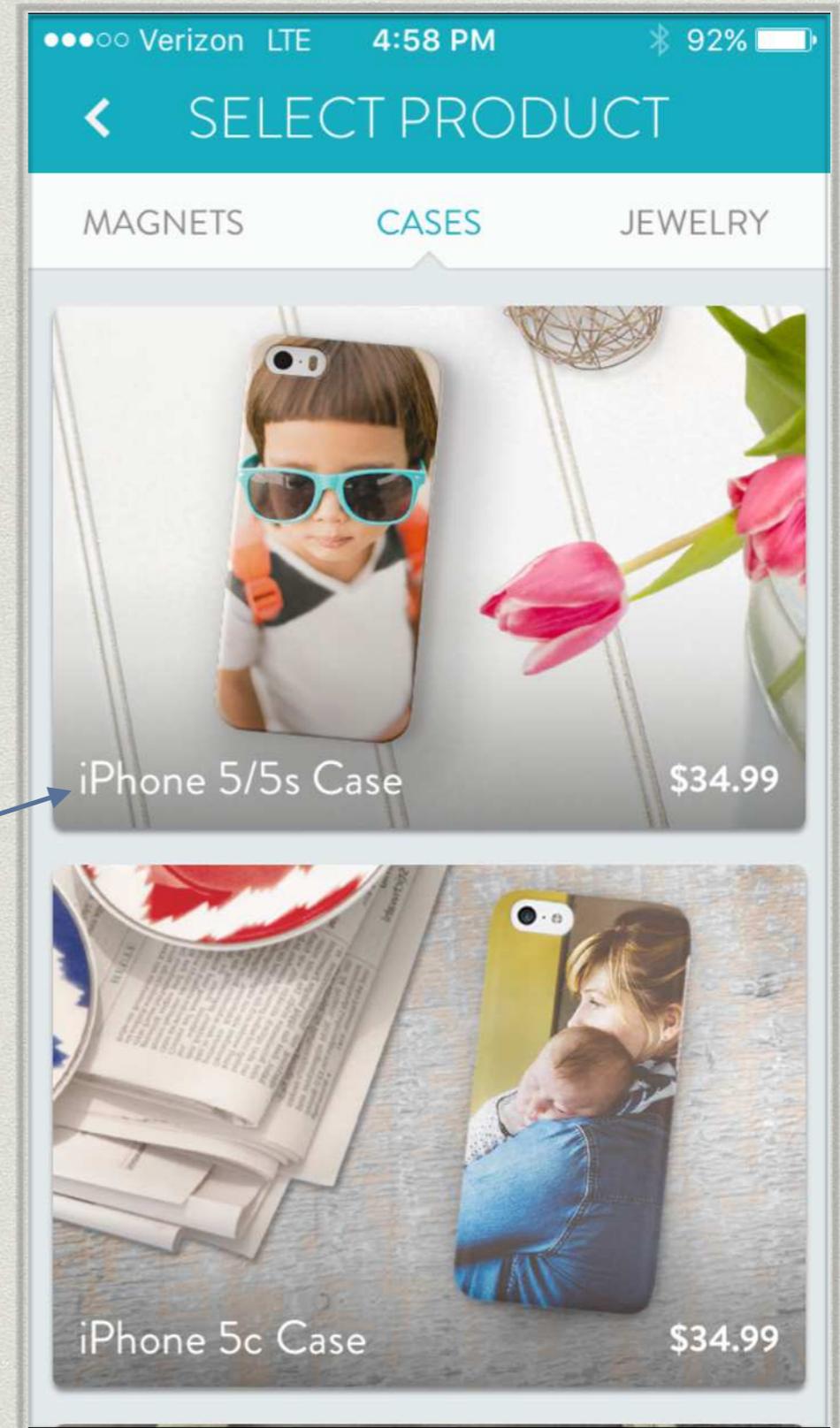
11oz Mug (continued)

- * Here it would be nice if we could rotate the mug
- * But the rotate tool doesn't seem to make sense here (since a mug works best vertically)
- * It's also in a different place than on the Aluminum Print product page



Cases

- * No iPhone 6 case or Galaxy S6 case— the app looks out of date by not presenting the most current options



Questions and Discussion

...and thanks to the Snapfish team!