

Apple Health Benchmarking/Pros & Cons

Pros:

OVERALL (high level):

- Good onboarding system for apple health (takes you through high level features, and health profile when you first use the app)
- Nice use of iconography and consistent coloring
- When there is a new user, the app gives a good level of customization and onboarding of certain features, as well as suggestions of what to add to your profile/side apps to add as well

DETAILS:

- In the summary section there is a favorites section that is customizable
 - The user can edit and add certain pieces of health data
- In the summary section of the app there is a “get more from your health” section that makes suggestion to the user to add/update elements
 - Update your medical ID, cycle tracking, organ donor registration, and accessing medical records
- The browse section of the app show all of the categories
- At the bottom of the summary section of the app there are suggestions of other apps to purchase/download to compliment the features of the apple health app
- The highlights section in the summary tab changes daily based on the user’s performance in certain aspects like steps, walking and running distance, etc.
- In each of the different health data sections it describes what that certain thing is, for example oxygen saturation has a definition to help the user better understand what data they are looking at/inputting
- Most of the stats show you today’s data vs. the average or vs. this week

Cons:

OVERALL (high level):

- Certain sections could be more customizable
- A lot of the health data that is very specific is not useful unless you have your medical records synced with your apple health app

DETAILS:

- There is no way to get of the apps section if you don’t want to download any other apps & I am not sure if this is personalized to the user

Mobile Notifications (Apple iOS) Benchmarking/Pros & Cons

Pros:

OVERALL (high level):

- Consistent look and feel for all notifications from all apps
- Good use on iconography within the iOS notifications
- Highly customizable

DETAILS:

- Customizable alerts (the user can decide how the alert shows up & sounds)
 - The user can choose if they want the alert to show up on lock screen, notification center, banners, all three, or some combination
 - The user can choose if they want to show a preview
 - The user can choose the banner style (temporary or persistent)
 - The user can also choose to turn sounds and badges on and off
- The alerts can be customized different for each application existing on the user's phone
- The user can choose to show or hide previews for notifications for each individual application or for all of them as a whole
- Notifications nest themselves in each other if they are from the same applications so the list doesn't get super long on your home screen & you can expand these
- A little red dot appears with the number of alerts you have for each particular application to remind you each time you open your phone
- With banner notifications, when the user swipes left three actions appear: manage, view and clear
 - When you choose manage the interface presents the user with options to deliver notifications quietly, turn them off, or go to settings to alert them
- When in the iOS notification settings for an individual application, there is a button at the bottom that takes the user to the notification settings within the actual individual application

Cons:

OVERALL (high level):

- Sometimes it can feel like there is too much customization and it is not always intuitive to find where to customize certain things
- There were features within notifications that I didn't know anything about until this benchmarking. This is less about notifications and more about onboarding, but there isn't anything that show "new features" after each update.

DETAILS:

- The user cannot customize the sounds and badges in the individual notification settings per application, they must go back to sounds and haptics. There is not link to bring them there from the notification customization page

- There is no way to dismiss the red dot in the corner of the application without reading or viewing the alert. Sometimes the user may not want to take action on an alert
 - These are not customizable
- There is no way to set a text as unread again once you read it
- There is no way to just clear some, but not all notifications within the notification center
- There is no clear way to turn on the “deliver quietly” setting without managing each individual notification within the notification center

UC LIBRARIES COMPETITIVE ANALYSIS

BASIC FLOW:

- Initial search function with tabs at the top of the search box to direct the search
- Once you search the list shows in the middle and you can refine your search on the right-side column with (filters, content type, publication date, discipline, etc...)
 - There is a pencil button in the top right corner of the right column that allows you to select more than one filter in each section
 - You can immediately filter by choosing just one selection from each category initially
- In the top bar there is a place to search again, an advanced search and a saved item and menu button in the right corner of the top bar

PROS:

- The initial search function has tabs to help direct the search so that it isn't too broad
- Ability to refine initial search or start a new search after the user has already done an initial search
- Ability to filter (in the left column)
- Filter is broken up into multiple categories making it easier to refine
- Ability to save something as a favorite
- How the site sorts the search (Name, author, date, etc.)
- There is the ability to do an advanced search

CONS:

- When using "refine search" when the user clicks on a category it is automatically filtered
 - This is not intuitive
- The user has to click the pencil icon to filter by more than one category
 - This is not intuitive
- When new search is clicked it just erases whatever is in the search bar, it doesn't bring you back to the page before with the ability to choose a different tab
- "advanced" search looks like a drop down, but it brings the user to a different page

COMPETITIVE ADVANTAGE:

- The website puts all of the most used features on their homepage
 - Most users go to the site to look for a book/publication/journal so this is the main action on the homepage
 - When scrolling down there are four main action buttons which are other frequent actions a user would come to this site to do
- Most UC sites look old and drab and the UC libraries site got a facelift which makes it one of the better-looking UC sites

ISSUES:

- There is a lot of data the user can find on this website and it is not always intuitive on how to get to it
 - Some of the categories in the top navigation don't fit everything in that dropdown menu. It isn't always intuitive on where to find the info you're looking for
 - Especially under the about tab, there are a lot of sections I wouldn't expect to find there
 - It is just the challenge of putting so much info on one site