

FeedFriendly iPhone App Graphic Design Project

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App Summary

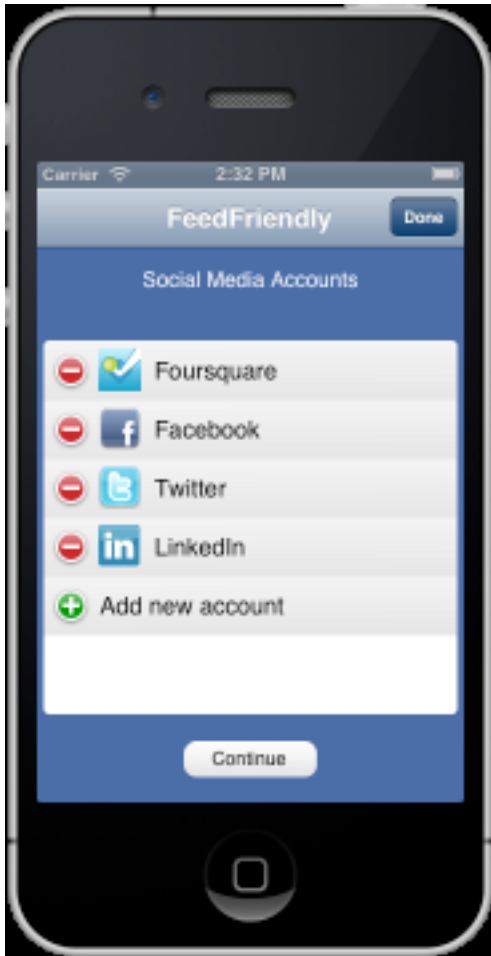
FeedFriendly is a currently-selling iPhone/iPad app that combines several social media updates (Facebook, Twitter, LinkedIn, Foursquare, and XING currently) into a single list. Updates from each contact are grouped, so one friend's updates can't flood your list. You can also assign priorities to your friends, so you can sort the list by importance or time of last update. Please see <http://www.feedfriendly.com> for more details.

Project Summary

We've completed a new version of FeedFriendly and would like a graphic designer to review the app to suggest and design graphic and/or UI changes to make the app more appealing to potential users. Potential design opportunities may include font and icon changes, reordering or re-layout of UI elements, and addition or deletion of graphic elements. We're not interested in a full redesign of the UI nor its basic workflow. Our time budget for the design review and final graphics is about 6-10 hours.

Current UI Overview

What follows is a brief description of the current FeedFriendly workflow.



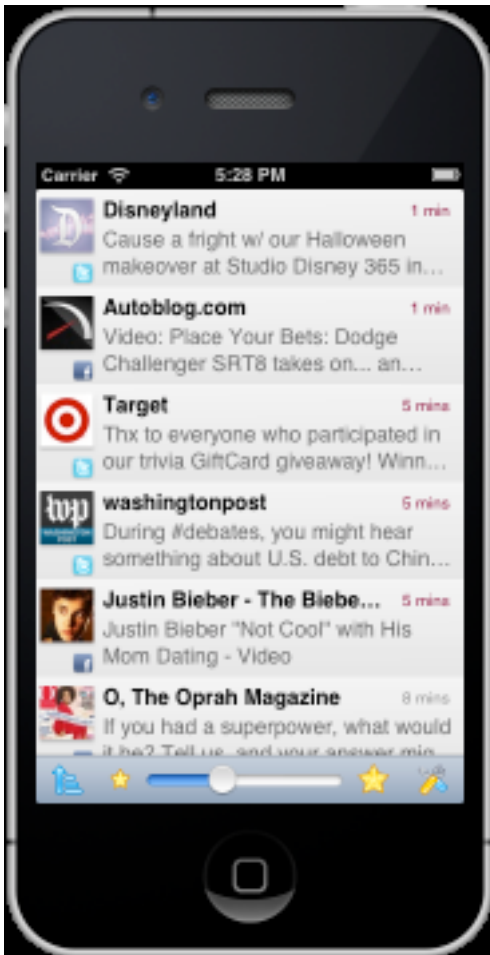
Add new or delete social media accounts using the standard iPhone list editing UI.



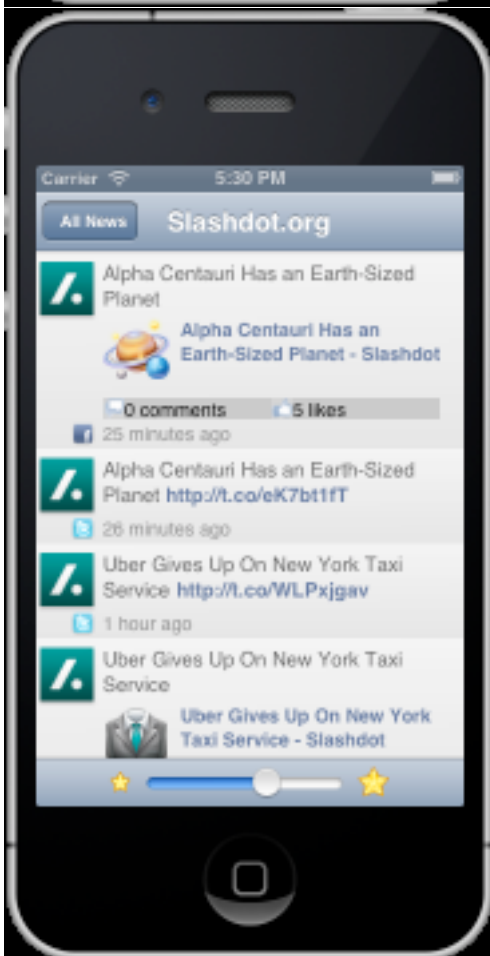
Login or logout of social media accounts.



Add a new social media account.



Display news posts, the latest per friend/contact. Tap on any news post to display all news for that friend/contact. This is the main view.



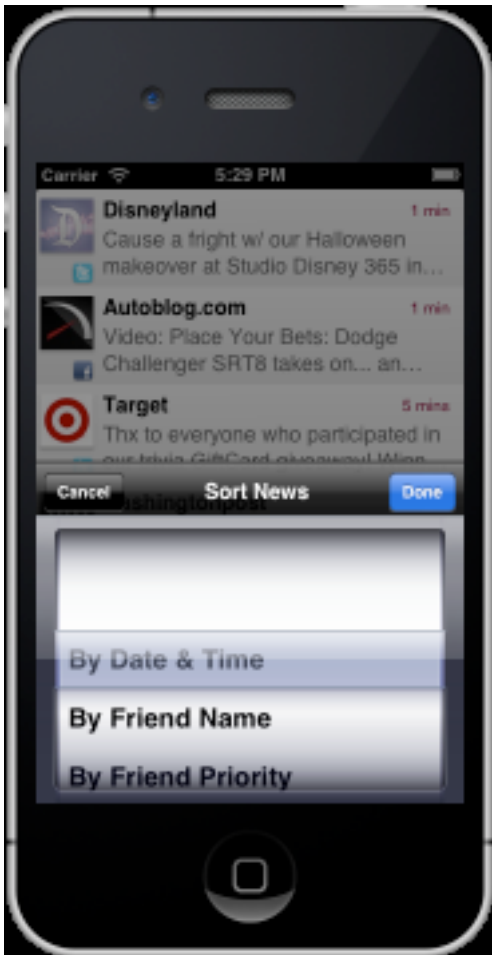
Display all news posts for a friend/contact.



Display a web browser by tapping on hyperlinks in the news posts for a friend/contact.



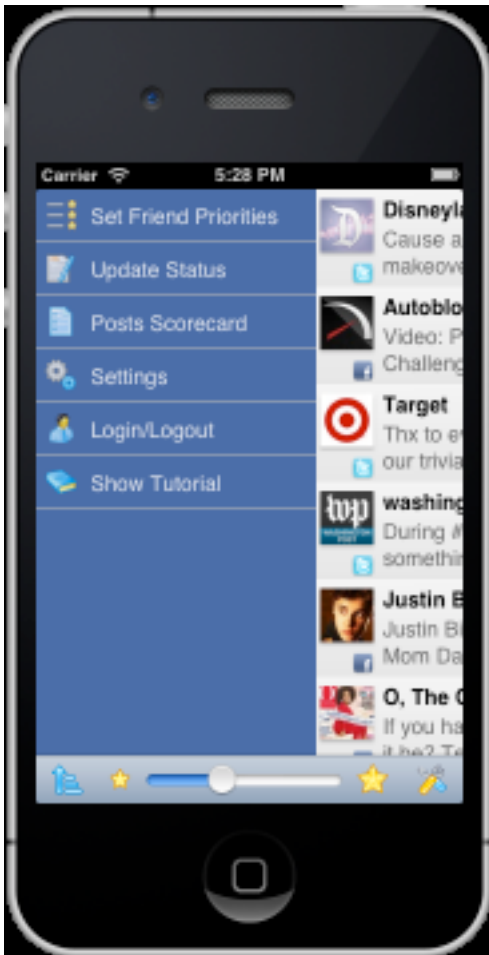
Set friend/contact priorities by selecting friends by Facebook or Twitter Lists or by tapping. Then use the slider to change the priority of those friends.



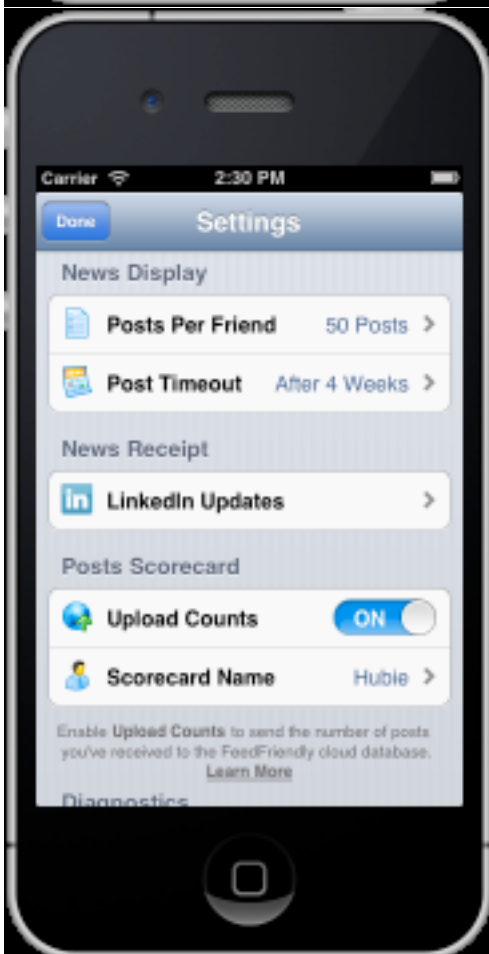
Sort the news by Date & Time, Friend Name, or Friend Priority. This pop-up list is displayed by tapping the sort icon at the bottom-left of the main view.



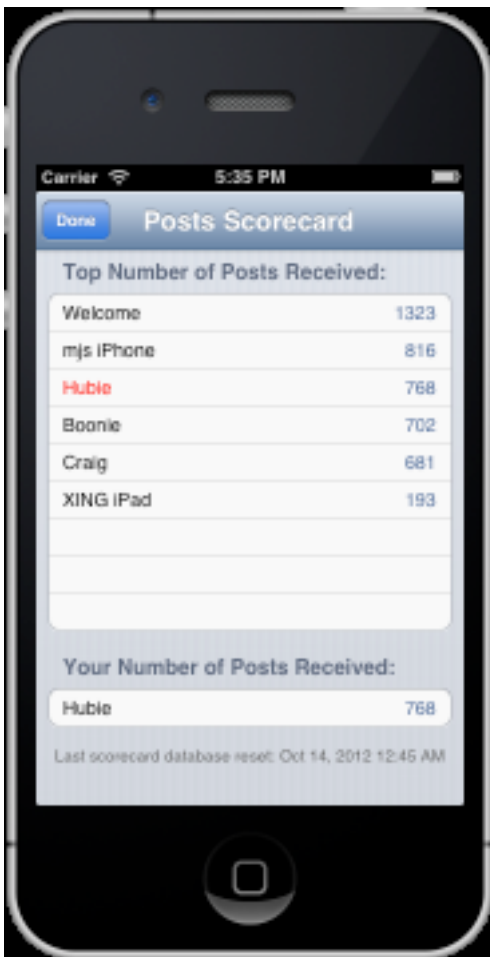
Post status and an optional Facebook photo to multiple news feeds at once.



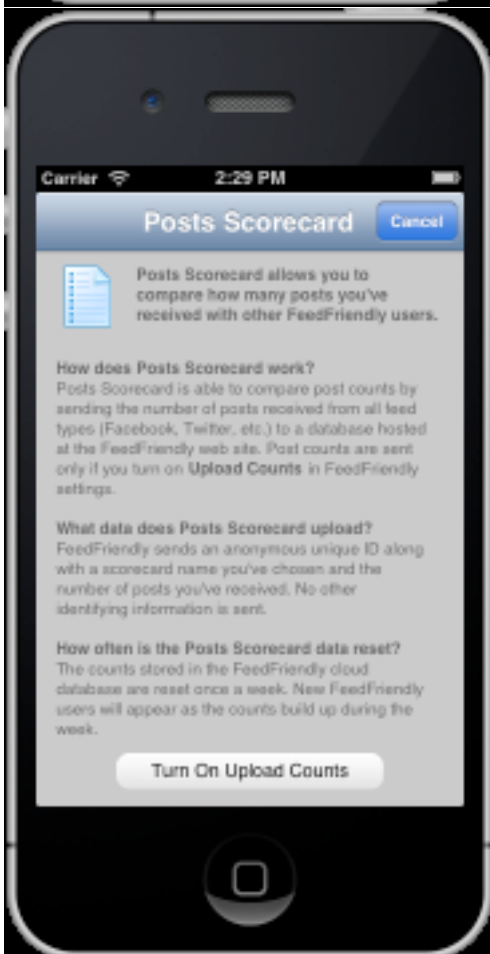
Display various “tools” (Set Friend Priorities, Update Status, Settings, etc.) by tapping the tools icon at the bottom-right of the main view.



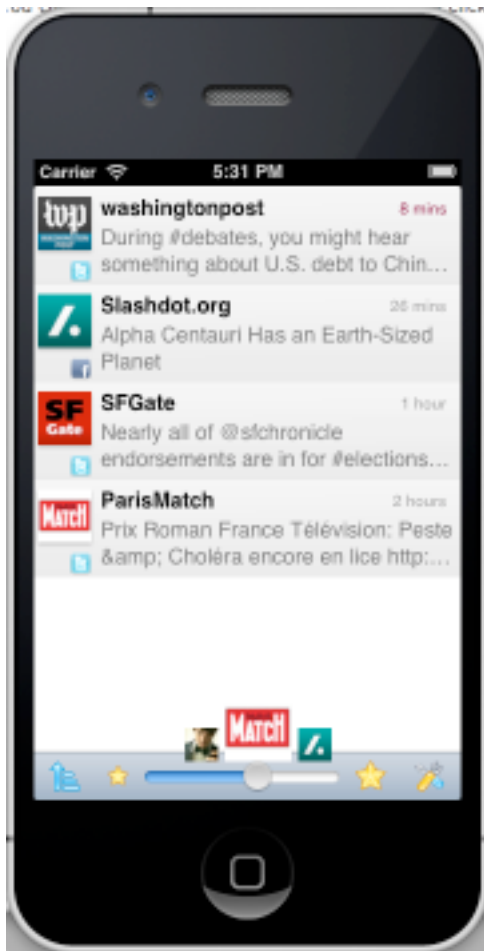
Change various app-wide settings.



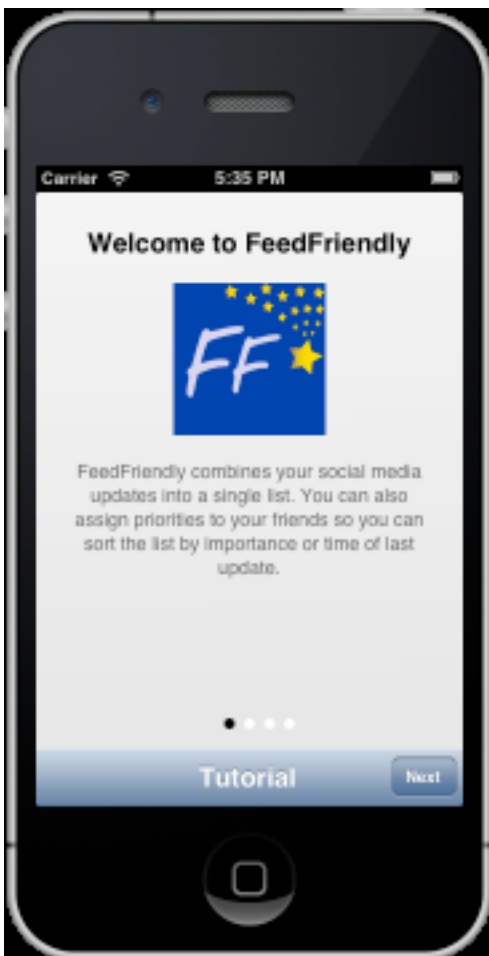
Posts Scorecard allows the user to compare how many posts they've received with other FeedFriendly users. This is an opt-in feature.



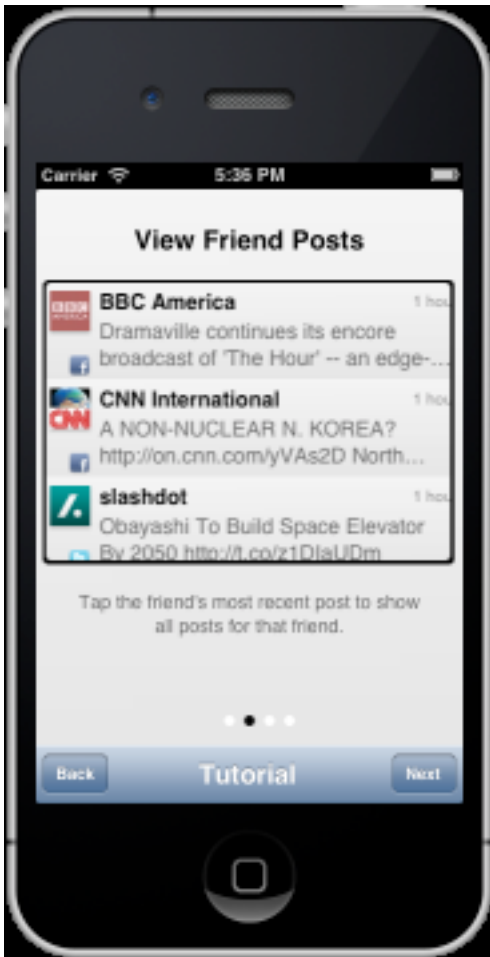
On the second launch of FeedFriendly, this opt-in view appears explaining Posts Scorecard and asking if the user wants to enable uploading of stats.



Display news in the main view based on friend priority. Use the slider to show or hide news based on friend priority.



First tutorial view. The tutorial is displayed automatically when the user starts FeedFriendly for the first time. The tutorials for running on iPhone and iPad are slightly different.



Second tutorial view.



Third tutorial view.



Fourth tutorial view.

Splash screen.



FeedFriendly

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App icon.