# Updated Competitive Analysis

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Monique L. Lopes

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# Google Translate

*Brief Description*

Google translate is a mobile and web browser feature that google has that can translate one language to another. Users can write text to speech as well ask type in what they want translated and it will translate what has been said or types along slide it. Users can also choose which language they want to translate and which language they speak. This is useful to users that do not speak a certain language and what's to translate information and or in conversation.

*Analysis Consideration - Visual Design*

The visual analysis is very clean and professional, keeping with Google's brand identity. It also keeps to the fact that the the main user interaction is to translate so they keep it minimal for the users intentions, making it too complicated would defeat the purpose. The typography is very simple, minimal, and readable which is important to the user.
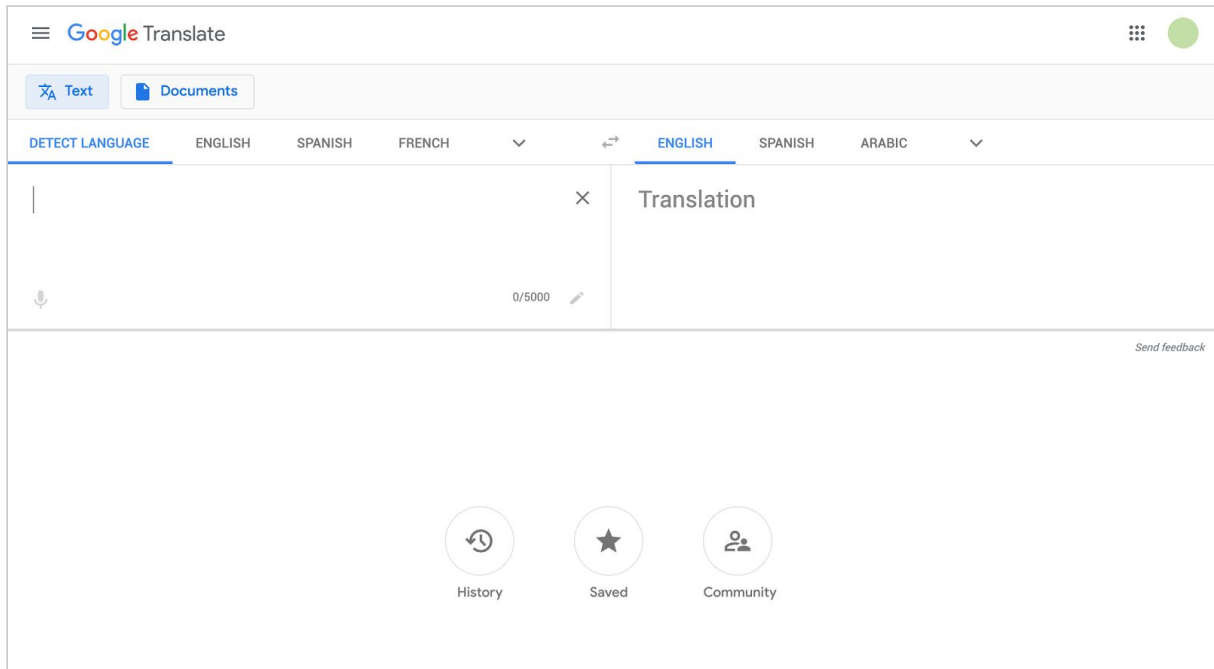
*Analysis Consideration - Interaction*

The interaction of the function is successful in a sense that it will translate one language to another. Obviously, there can be some mixups in translations due to different dialects or words but it provides the solution and results of the translated language. This is a super accessible and useful product for anyone to use.
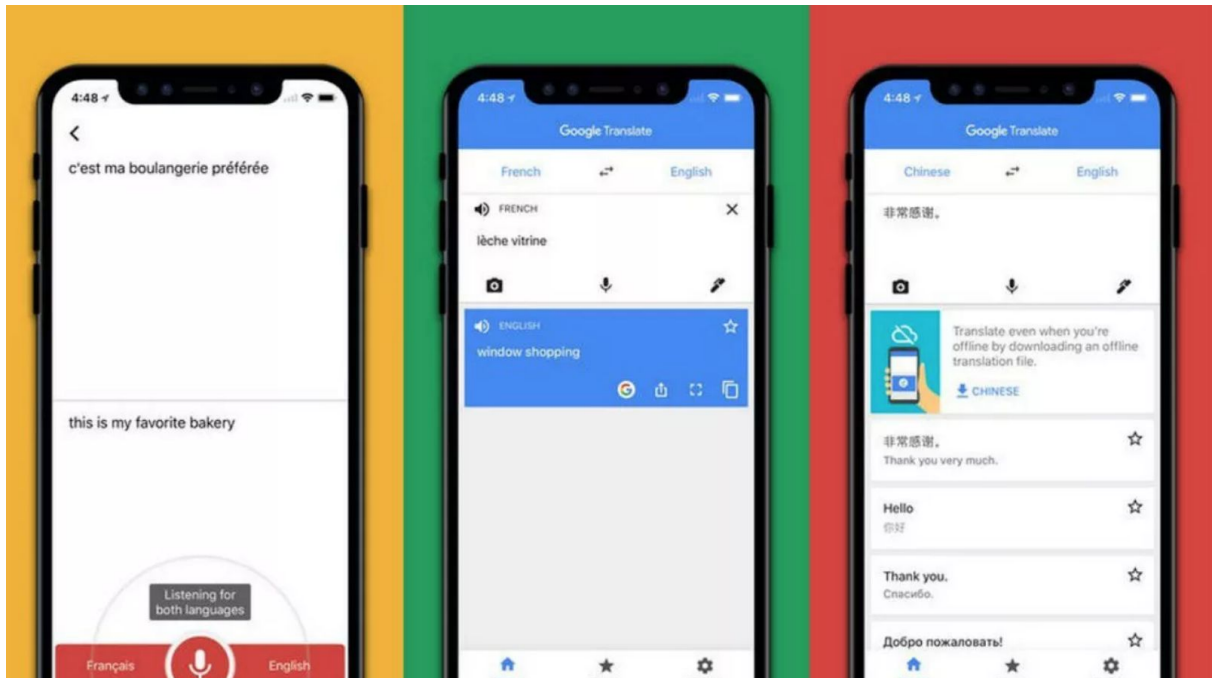
*Analysis Consideration - Synthesis*

Through my findings,  I can see that google has done a successful job of creating a translation app accessible for all users to use. Through the simplistic and minimal layout to highlight the app as well as the browsers main intention which is to translate one language to another. It also has the option of text to speech to type out your world as well as to read out the translated text for better pronunciation on words. Also the overall UX of the application as well as the browser is easy for the user to understand. Below are some images of what the web browser looks like as well as the application.

# Google Translate Browser



# Google Translate App

# Ballet Rotoscope

*Brief Description*

Ballet Rotoscope is a video that shows a ballerina dancing while overlaid on top of the dancer is a motion graphic that tracks the dancers movements visualized by the point points of her body. Such as her hands, head, joints, and feet. Throughout the video it alternates between having the visual being just the dancer, as well as both the dance and the overlaid motion tracker, and just being the motion tracker and visualizes the dancers movements without the dancer.

*Analysis Consideration - Visual Design*

The visuals of the video are very simplistic and minimal, being that it only contains the dancer and the visual motion tracking of her body. It elegantly visualized by the white lines and dots to pinpoint the important part of the figures body.

*Analysis Consideration - Interaction*

This piece works well in a since that it visualizes the exact intent of the video where it is to show and track the dancers movements through her overall performance, this shows a different perspective on visuals.

*Analysis Consideration - Synthesis*

Overall, this is very cool and effective where it demonstrates what it's trying to communicate to the viewer. It is a new and more futuristic way of looking at figures and movements but identifying main point and body parts and visualizing it in a new way. This use of tracking and identifying specific points to create an image or even potentially anything could be something interesting to explore. Below I have included an image as well as the video link to visualize the dancer and the use of motion tracking.

Link to video: https://www.youtube.com/watch?v=yzJk6ww3LD0

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## ASL American Sign Language - App

*Brief Description*

This is an app that helps users learn american sign language by using flashcards and quizzes. People who want or need to use sign language would use the app. This product is useful if you need or are willing to learn sign language.

*Analysis Consideration - Visual Design*

The overall app is pretty poorly designed, there is no continuity and it is hard/confusing to navigate. You can tell there was not a lot of thought that was put into this, as there are iconography, but then there are also images of hands as well as for the boarders. Also, i was reading some reviews and you can notice in the images below (in the synthesis section) that the use drawings and or vectors that are buried in the application, which leads to a poor user experience. Especially if you're trying to learn.

*Analysis Consideration - Interaction*

The interaction flow of the app is quite all over the place, there is not since of hierarchy information or steps, everything is just scattered on the main screen and it is up to the user to figure out the flow ot importance of the application. It has the content needed for the user to learn but for the navigation and layout could have been designed better.

*Analysis Consideration - Synthesis*

Overall, I chose this app to review because it says that this is one of the best ASL apps out there to learn sign language and it shows that clearly there has not been too much thought on the whole overall experience or concept. This app has certain tools such as memos, quizzes and flashcards to learn and it even gives you points, although the interface itself to exptermly not inviting or user friendly. It's disorganized and the images to learn from are mostly buried which makes users want to delete the app as soon as they download it which doesn't make the experience memorable or effective to doing the one target goal of this app which is to teach people how to sign. Below are some images of the app interface  that demonstrates the visual design and overall look of the app.