Flip

Exploring Flip's UX/UI

A comprehensive app review

Learn more

Prepared by
Leon Ferro

Disclaimer

A big heads up for everyone ✋

Alright, buckle up! this analysis isn't about throwing shade, but to dish out some real talk about the Flip app. I'm here to sprinkle some magic dust on it, so it becomes a user favourite. No hard feelings, though! I'll aim to keep it spicy yet constructive. You've been warned.
Ready or not, here we go!

I'll take the risk

⚡Flip

How to Entertain You
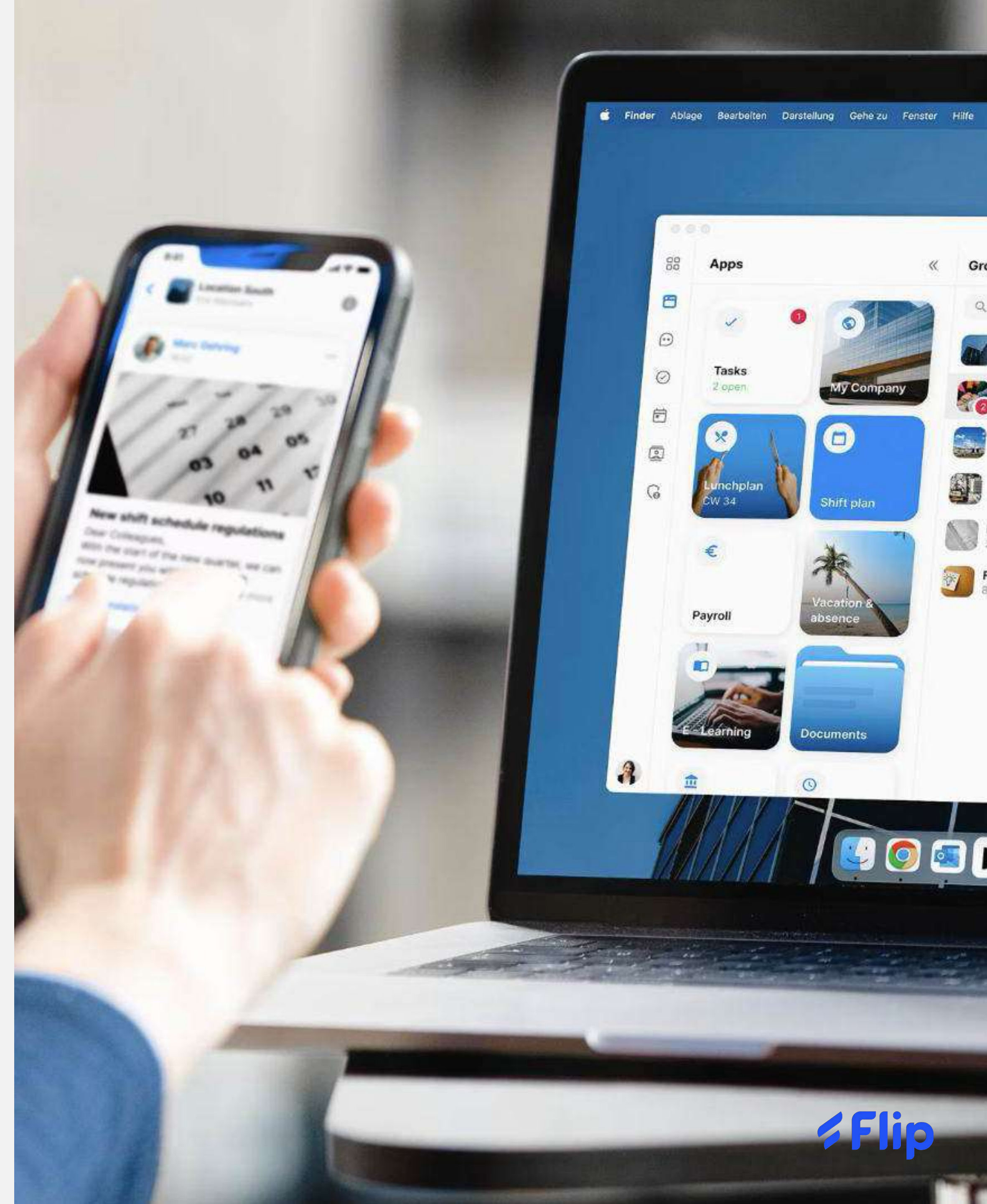
The Agenda (AKA Pretentious List of Topics)

The Findings 🔍

Feedback and Engagement features 💥

Flip's future and next steps ☀️
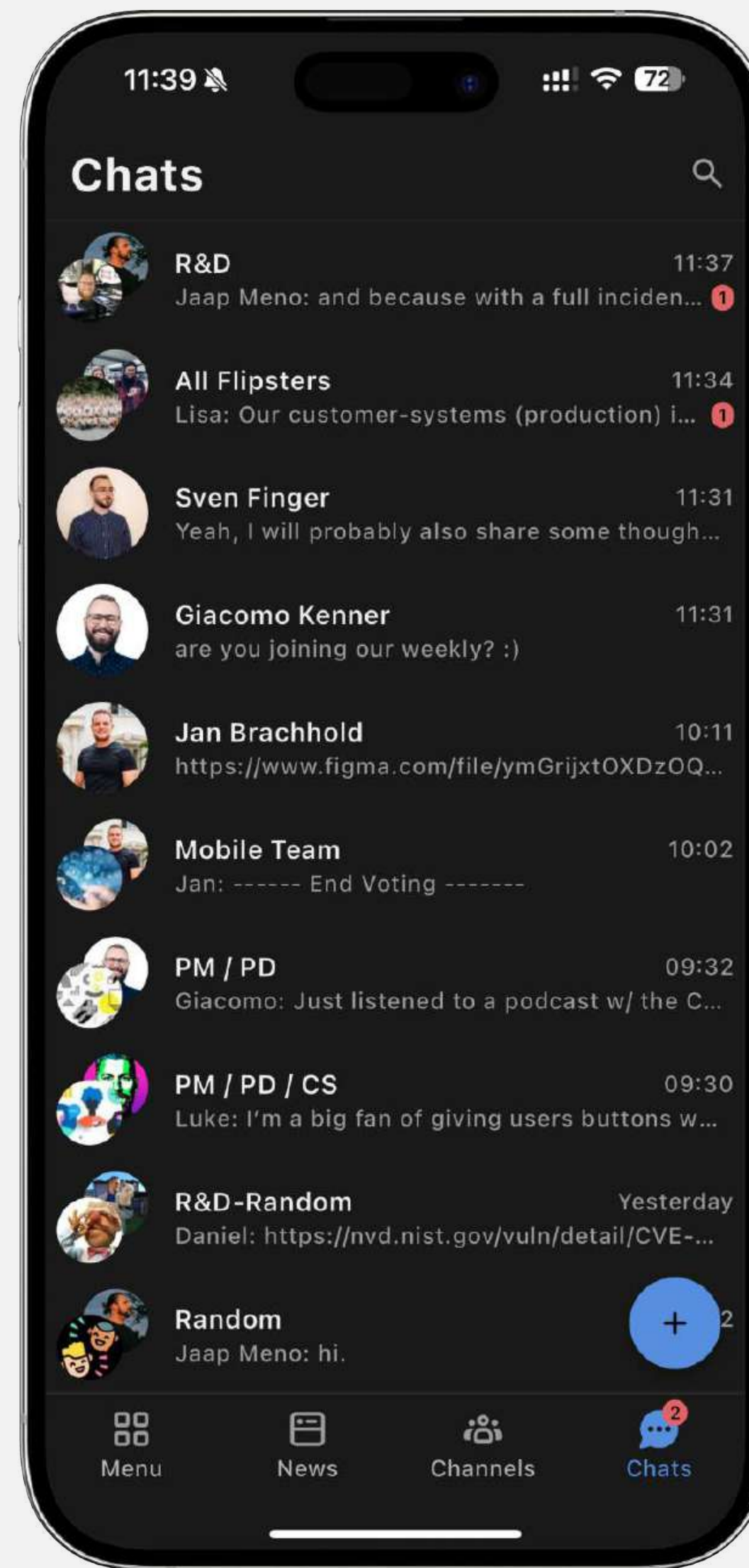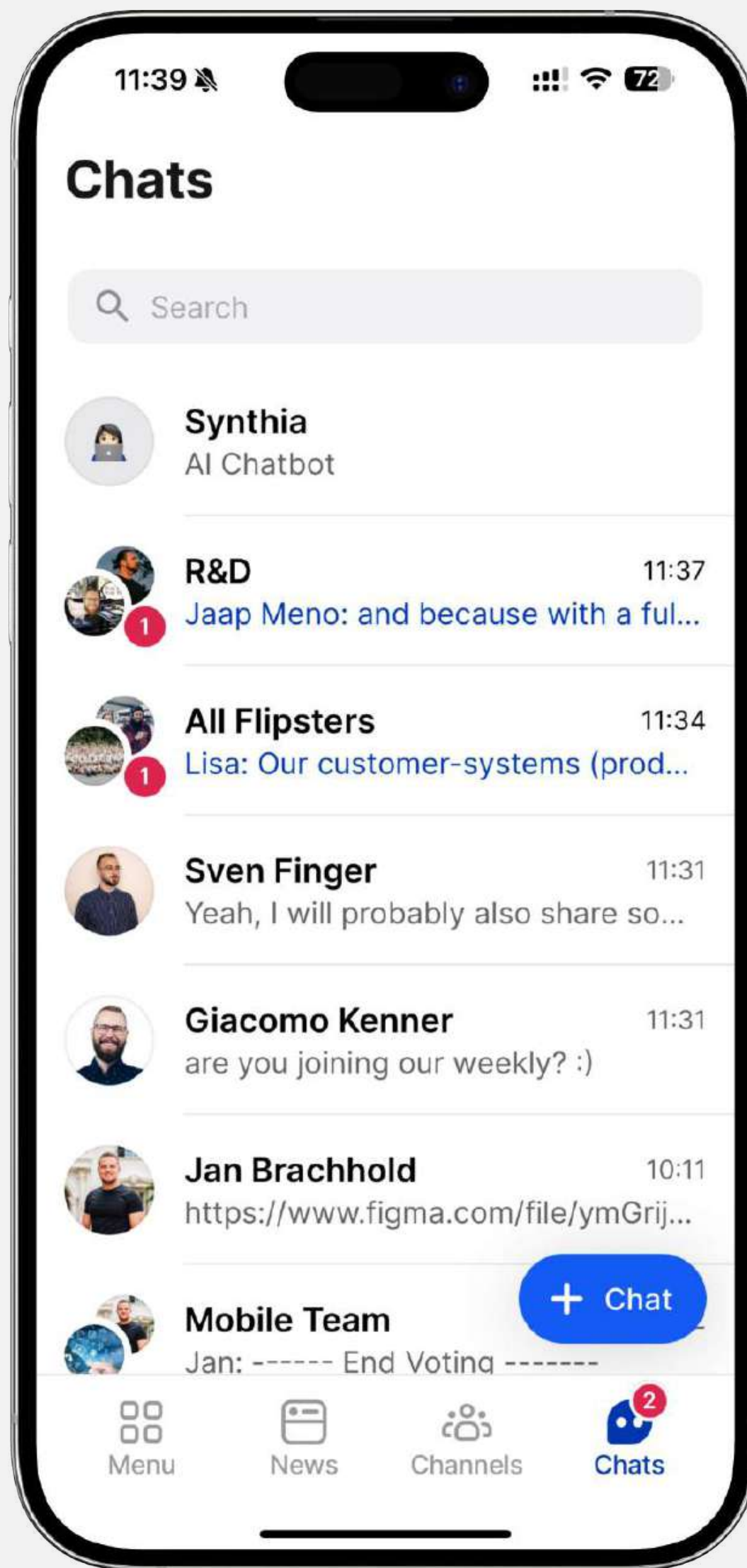
Flip

What's the purpose of this analysis?

Today, I'm here to bring a fresh perspective to the Flip app. By analysing it as a **new user**, I want to identify areas for improvement. This could involve adding **new features**, tweaking existing ones, or even introducing entirely new elements to **boost user engagement**.

Ok? 🙄 and what's the benefit of it?

Our brains tend to overlook repetitive tasks. As a new user, I can **spot potential improvements** that might have **become invisible** to those who've been working on the app for a while.

⚡Flip

Current app state

Flip is getting a makeover! We're rebuilding it using **Flutter**, a modern framework that lets us create a single codebase for **multiple platforms**. This means one app that works seamlessly on both Android and iOS.

Right now, the new Flutter version is in its early stages and is only being used for internal testing. **Devs are working hard** to reach "**feature parity**" with the existing app, which means it will have all the same functionalities we're familiar with.

This analysis will specifically **focus** on the **new Flutter version**, which is expected to launch sometime between late spring and **early summer of 2024**.

Out of the Scope

- The current (Live) app
- Features that are being built or are in the pipeline, such as Calendar, tasks, etc
- Any improvement made but not implemented yet (Margins, kerning, etc)
-

Why?

- Devs didn't have a dedicated designer for a long time.
- In order to come up with the Flutter version, some decisions were made, to speed up the process.
- Lenni started as the dedicated designer, but many things haven't been implemented yet.
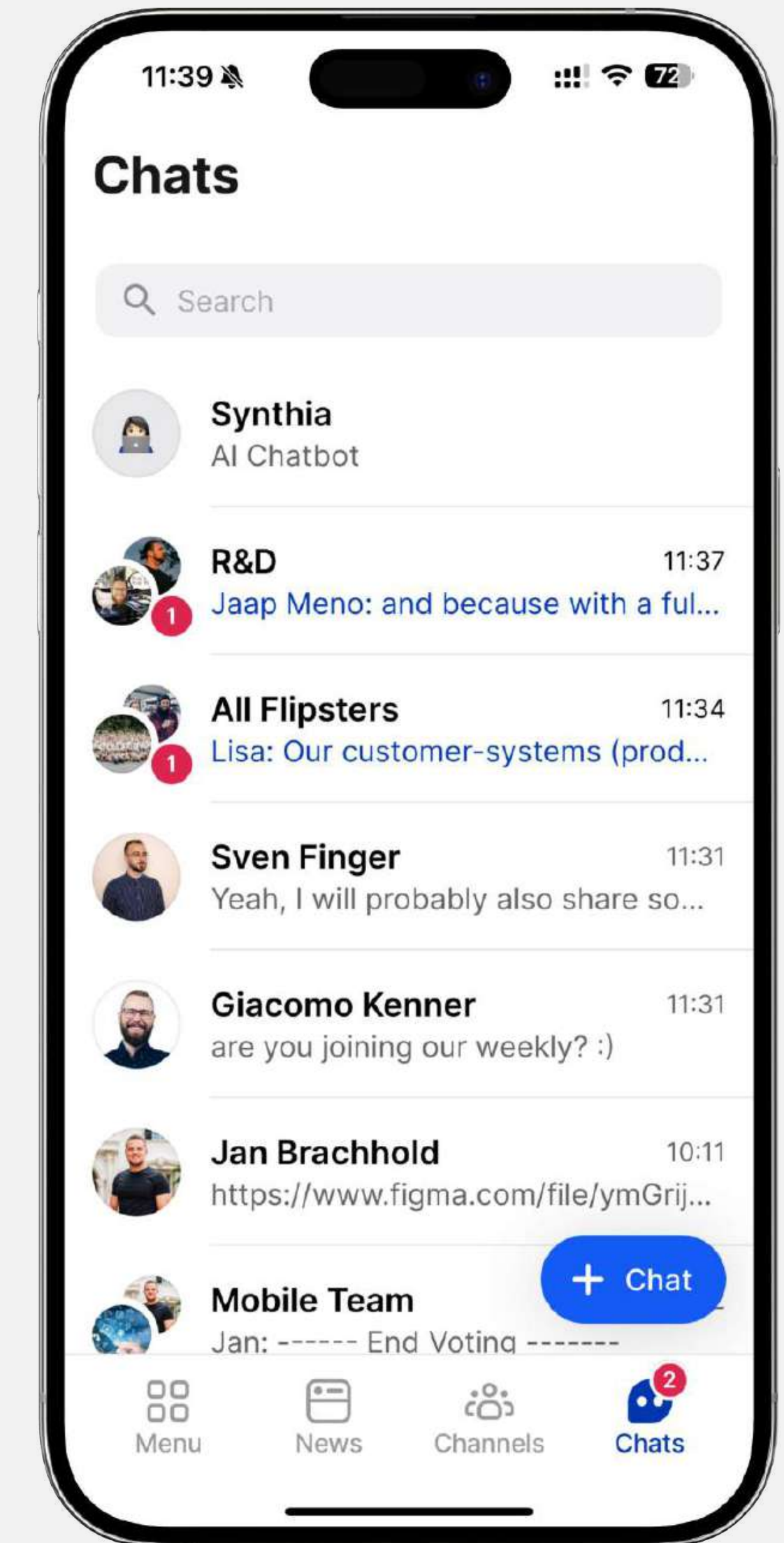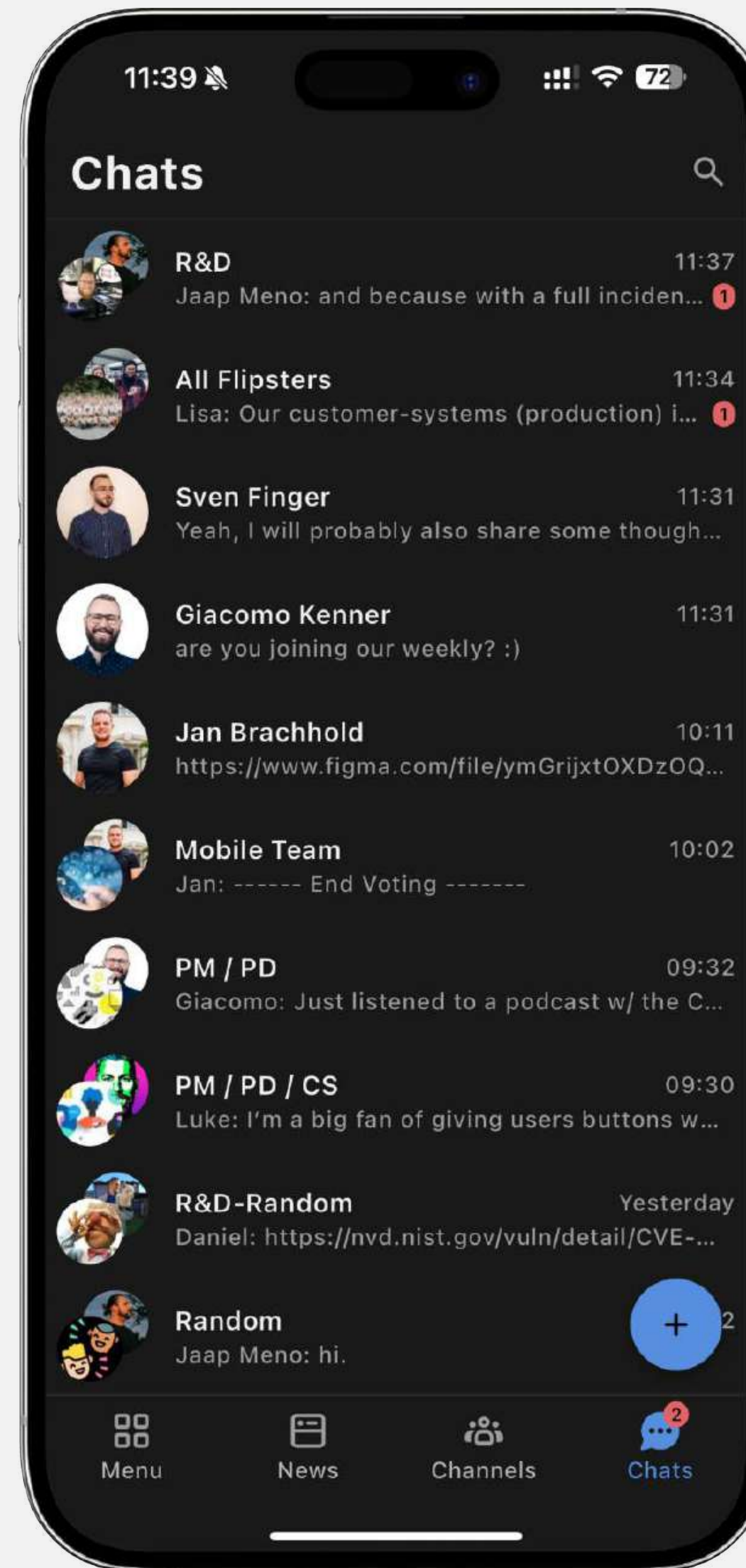
The findings 🔍

While users naturally prefer a speedy journey from point A to B within the app, real-world usage involves exploration. They'll browse and tinker to understand the app's capabilities and personalize their experience. Missing features or inconsistencies in the user experience (UX) can lead to frustration and potentially deter users. This following list details some high-level findings related to the Flip app

General Usage Enhancements

- Lack of Permission Transparency
- Spotty Search Functionality
- Limited Actions in Notification Centre
- Confusing My Account Hierarchy
- Suboptimal Spacing and Customisation
- Overall Poor Customisation of the look and feel
- Cluttered Settings Options
- Hidden Messages Remain Hidden

Chat Functionality Improvements

- No Central Hub for Shared Files
- Inconsistent Date Formatting
- Lack of Pin Chats Feature
- No clear visual feedback for attachments
- No branding through stickers
- No Giphy Keyboard

Ft. Expansion and Development

- Lack of Widgets
- Real Offline mode
- Override Quiet Times for important announcements
- Limited Accessibility Features for Users with Disabilities

Usability Enhancements

- No Ability to See Only Unread Chats
- Customise type of notifications and priority
- Limited notification centre actions

Flip

Prioritisation and severity ⚖️

Certainly, not all findings are equally important when it comes to needing fixes or improvements. To address this, I've sorted each finding by how severe it is. Having clear definitions for these levels of severity is important.

Critical: These issues seriously affect how easy it is to use and stop users from finishing tasks. Fixing them should be a top priority.

Major: These issues cause a lot of frustration or confusion for users, but they don't completely stop them from finishing tasks. They should be dealt with soon.

Minor: These issues are small problems or annoyances that might not make a big difference to how easy it is to use. They can be sorted out later in the development process.
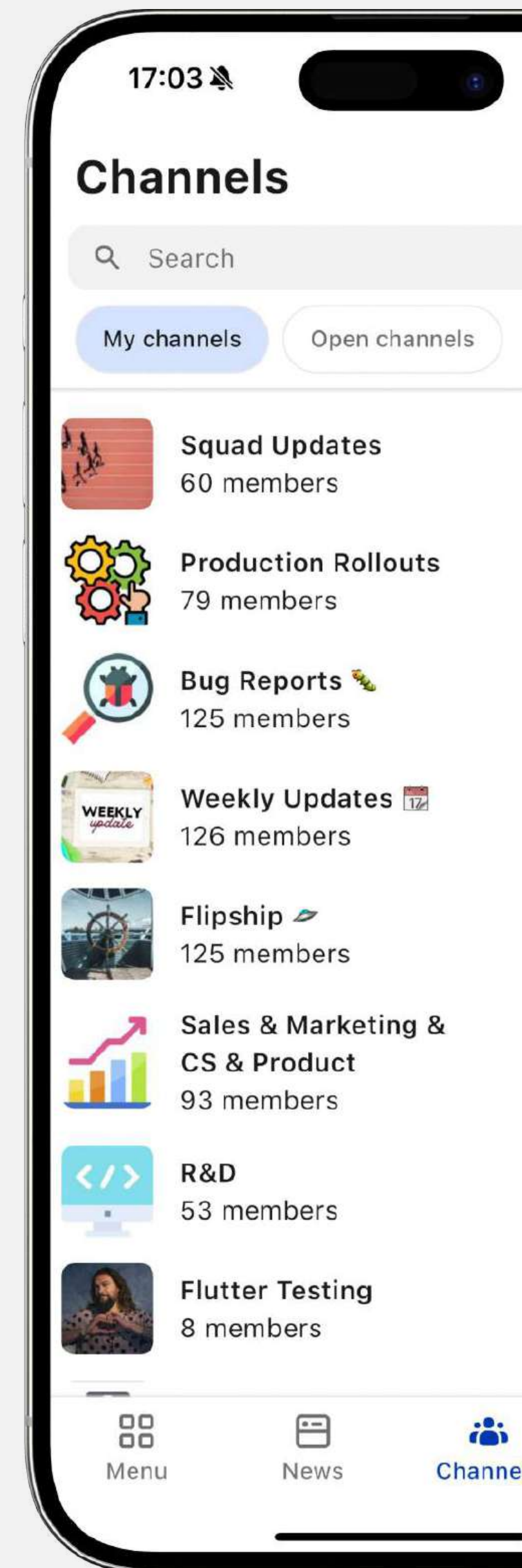
Critical 🚨

- Lack of Permission Transparency
- Spotty Search Functionality
- Limited Actions in Notification Centre
- No Central Hub for Shared Files
- Real Offline mode

Major ⚠️

- No Ability to See Only Unread Chats
- Confusing My Account Hierarchy
- Hidden Messages Remain Hidden
- Poor Customisation for identity
- Cluttered Settings Options
- Override Quiet Times for important announcements
- Limited notification centre actions

Minor 🚶

- Suboptimal Spacing
- Inconsistent Date Formatting
- Lack of Pin Chats Feature
- Lack of Widgets
- Limited Accessibility Features for Users with Disabilities
- No Giphy access or branded stickers in chat
- No clear visual feedback for attachments

17:03 🔕

Channels

🔍 Search

My channels   Open channels

Squad Updates
60 members

Production Rollouts
79 members

Bug Reports 🐛
125 members

Weekly Updates 📆
126 members

Flipship 🚢
125 members

Sales & Marketing & CS & Product
93 members

R&D
53 members

Flutter Testing
8 members

Menu   News   Channel

Flip

Expanding into details

Flip is getting a makeover! We're rebuilding it using **Flutter**, a modern framework that lets us create a single codebase for **multiple platforms**. This means one app that works seamlessly on both Android and iOS.

Critical 🚨

Lack of Permission Transparency

Explanation 🤔
Users feel cautious when the app requests access to device features without explaining why.

Recommendation 💙
Clearly communicate the purpose of permission requests using simple pop-up messages or notifications.

Spotty Search Functionality
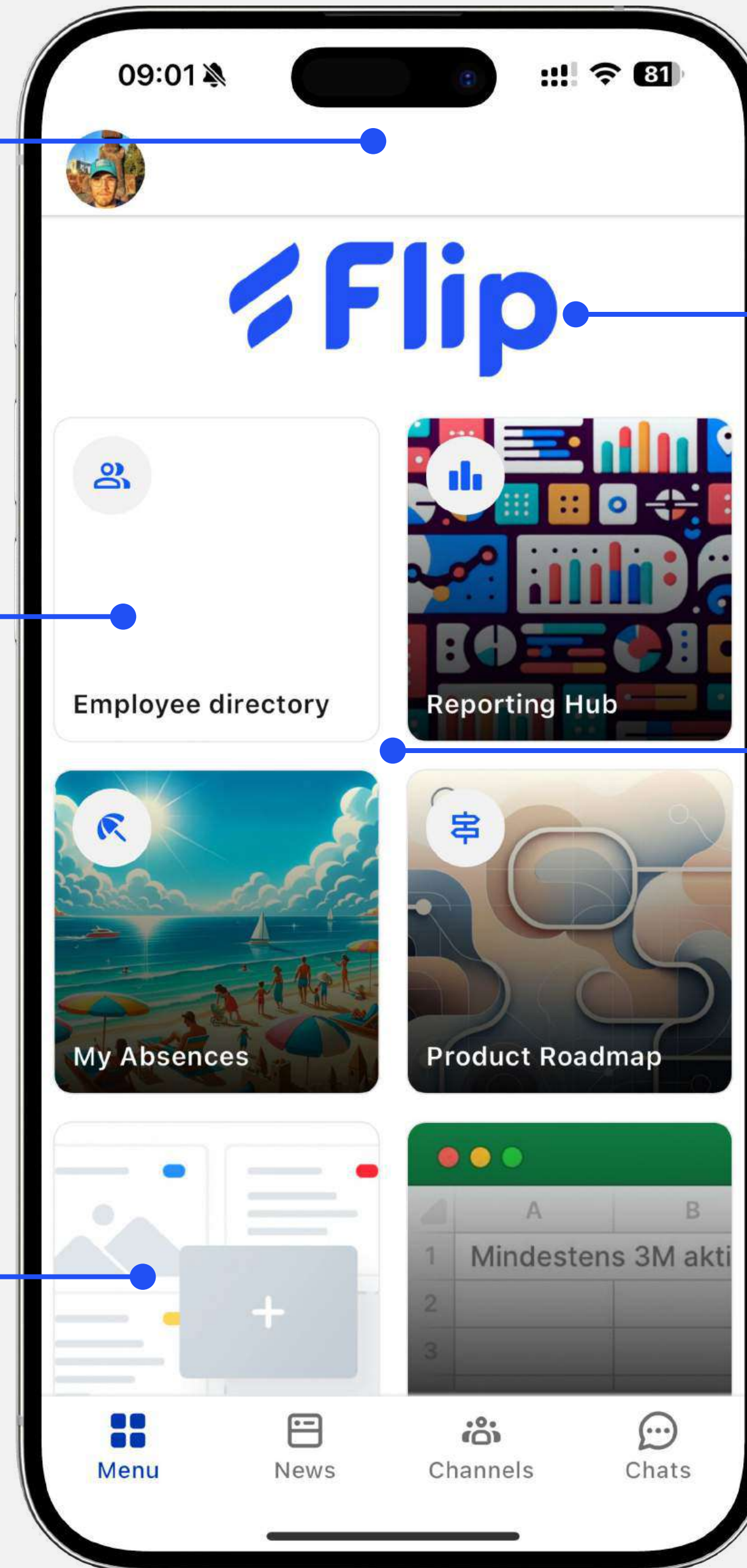
Explanation 🤔
Users struggle to find desired content due to the limited scope of the current search function.

Recommendation 💙
Merge the search component to allow comprehensive searches across the entire app.

No Central Hub for Shared Files:

Explanation 🤔
Difficulties in finding shared files or photos in lengthy chats.

Recommendation 💙
Create a dedicated section in chat info for easy file retrieval. This way user won't have to scroll to fin the right file

Major ⚠️

No Unread chats only filter

Explanation 🤔
Users who prefer a tidy inbox can't easily see only the messages they haven't read yet

Recommendation 💙
Add a filter option to show only unread chats. Later, expand this feature to let users choose between showing all messages, just unread ones, or messages from groups, making it simpler for everyone.

Limited notification centre actions

Explanation 🤔
Users feel frustrated because they can't dismiss or mark notifications as read, especially since this feature only works for mentions

Recommendation 💙
Allow users to dismiss or hide notifications, helping them focus on important updates. Also, give users the option to subscribe to news for timely alerts and a more customised experience

Minor 🚶

No visual help for attached images

Explanation 🤔
When users upload or share multiple photos, the send button is greyed out for no apparent reason.

Recommendation 💙
Allow users to dismiss or hide notifications, helping them focus on important updates. Also, give users the option to subscribe to news for timely alerts and a more customised experience

Dead space that could help for branding

Misuse of real estate

Lack of background perceived as loading error

Inconsistent margins

Tiles can't be either rearranged or resized

09:01

Flip

Employee directory

Reporting Hub

My Absences

Product Roadmap

Mindestens 3M akti

Menu   News   Channels   Chats

Flip

Search function is not powerful

Format can be confused with date and time

Unnecessary wording and not optimal space usage (2 lines)

Separator for visual help

Chats

Mobile Team — 08:0
You: (was invited before we had our squads ...

Random — Yesterday
Lisa: Dear Germany-based flipsters, this wee...

Pets — Yesterday
You: If it fits, I sits

Giacomo Kenner — Yesterday
You: Streber

Jannik Messerschmidt — Yesterday
You: 😀

Jan Brachhold — Yesterday
You: Great, thanks Jan!

Design & Product Experts — Yesterday
Marian: 📎 (pls note, that the report is actual...

R&D-Random — Yesterday
You: 🎬 Photo

Sven Finger — Yesterday
I can understand

Leon / Giaco / Bene
This is still empty.

Menu   News   Channels   Chats

Flip

Dead space that could help for branding

Overall lack of 'air'

News

Sharam Dadashnia
Squad Updates
April 16, 2024, 08:49

Connect Squad Sprint Update

Hey all!
Here is an overview of the goals and spikes we will be working on in the upcoming sprint under the name "Just dancing in the rain" (15.04.24 - 26.04.24).

Menu News Channels Chats

Flip

name "Just dancing in the rain" (15.04.24 – 26.04.24).

Menu   News   Channels   Chats
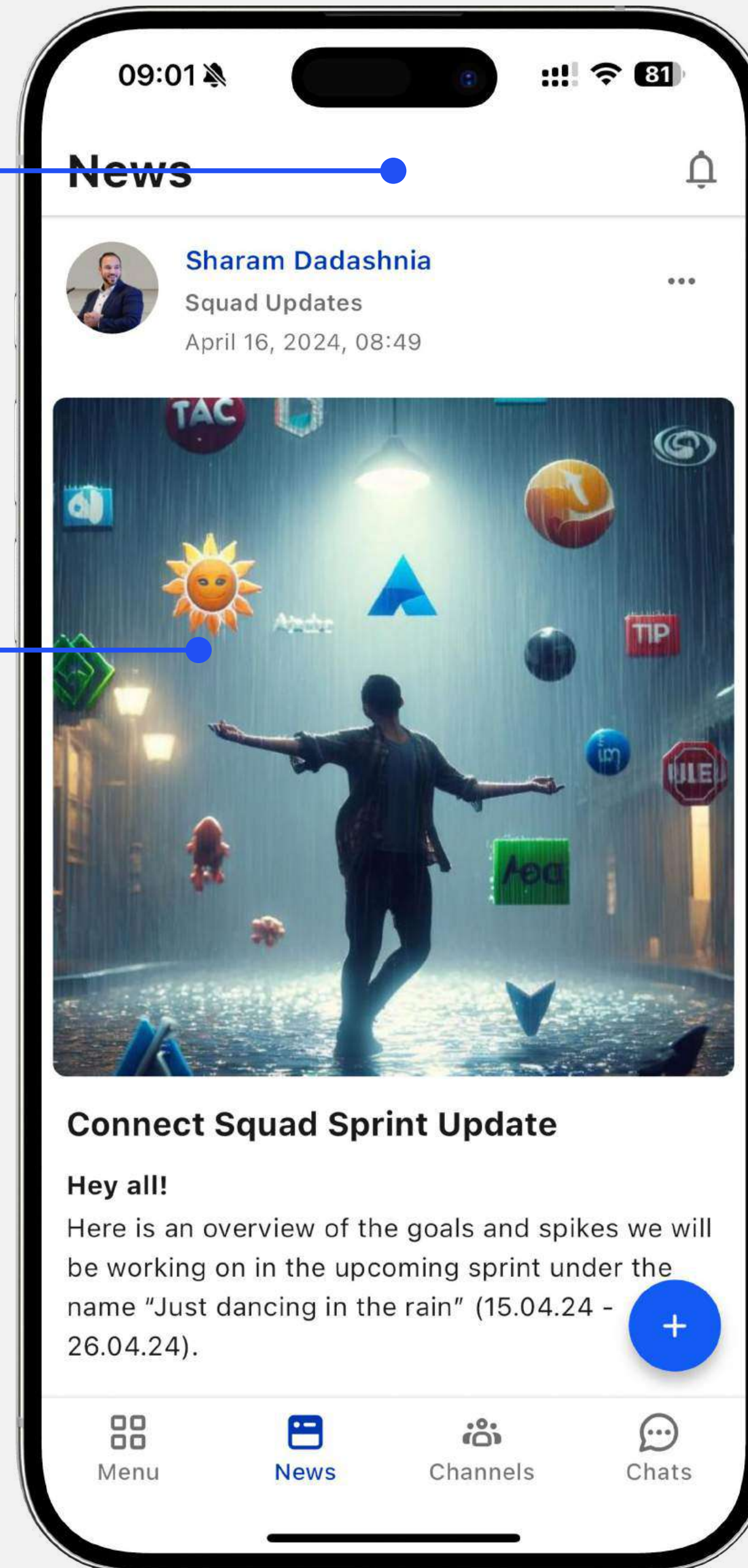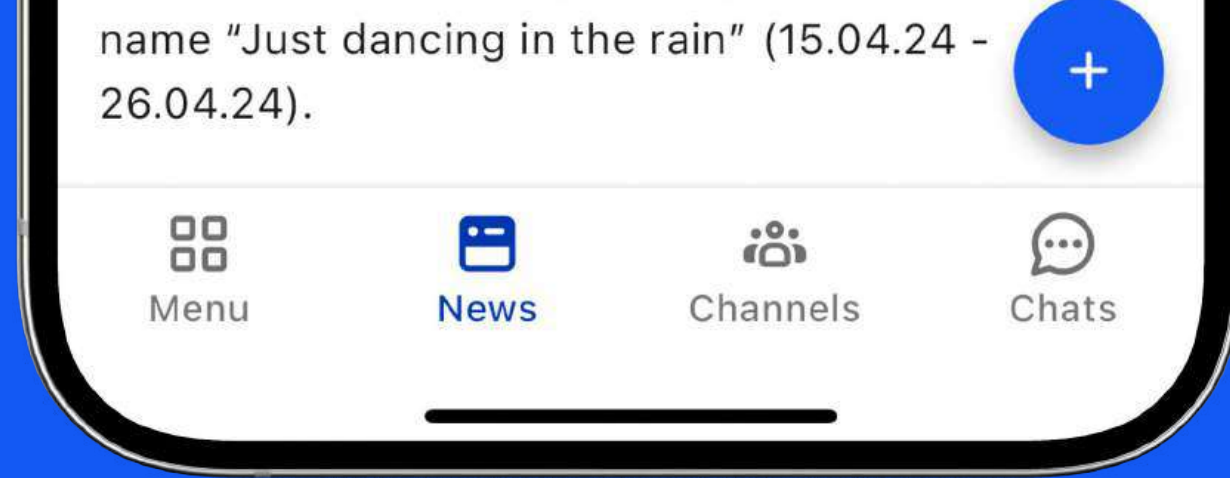
Is all of this worth it? 🤷‍♂️

Critical Changes:

Chat Functionality Improvements: Introducing a central hub for shared files, consistent date formatting, and chat pinning are critical enhancements addressing usability issues. These changes significantly improve user experience by simplifying file sharing, enhancing date clarity, and organising chats efficiently.

Major Changes:

Improved Customisation Options: Enhancing the app's customisation features to allow users to rearrange the menu and show/hide information relevant to them. This empowers users to personalise their experience, making it more tailored to their preferences and workflow.

It's a triple win for all parties 🏆

Solving these problems benefits both sides, as improving the app or adding new features benefits everyone involved. In the long term, this could also help in attracting new customers.

Competitive Advantage	Resource Utilisation	Operational Costs
For users 👷		
Access to advanced functionality and tools elevates productivity and collaboration, giving them an edge over competitors.	Enjoy a smoother experience with fewer disruptions, allowing support personnel to focus on other tasks.	Benefit from a more efficient platform, reducing indirect expenses such as lost productivity and opportunity costs
For Flip 🌀		
By providing innovative solutions, we differentiate ourselves in the market, attracting and retaining customers.	Addressing usability issues and technical problems reduces the frequency and severity of support tickets, optimising resource utilisation.	Each support ticket costs resources and affects customer satisfaction. Enhancing usability and functionality cuts down on tickets, lowering operational costs.
For Customers 🏢		
Offering advanced functionality and customisation may attract more interest and attention from both potential and former users.	Companies could benefit from this by achieving more with existing resources, maximising productivity and output	Simplifying its use could help avoid spending on training workshops or materials for user distribution

App-solutely Impactful

Unpacking the App Store reviews effect
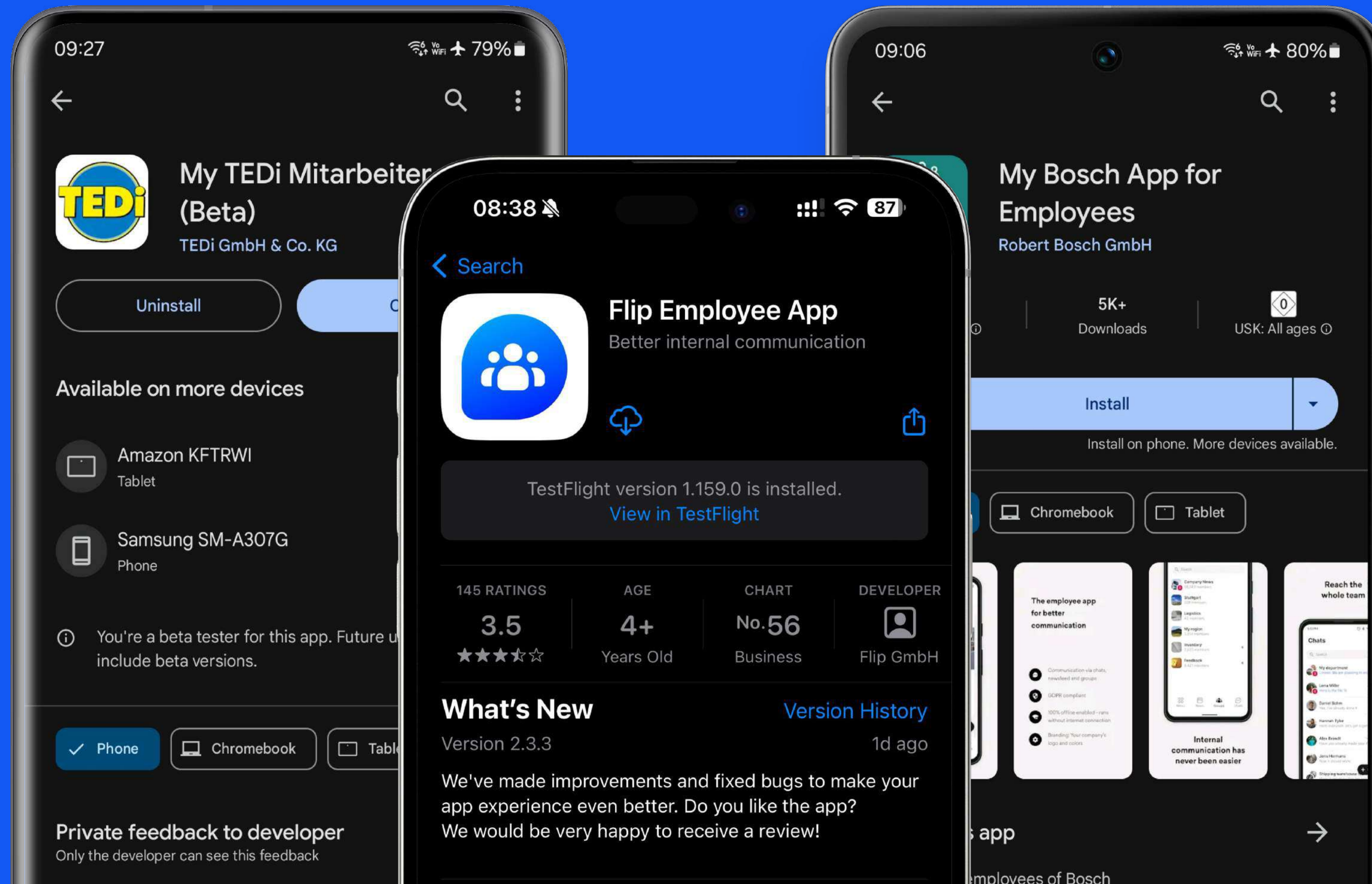
Ok ok, what's the deal with the app store reviews?

App Store reviews are crucial for companies offering SaaS products for on-the-go use. Listening to users is vital, as their feedback can provide valuable insights for app improvement or new ideas. However, this process isn't always straightforward and often deviates from reality.

In many cases, users who leave feedback or reviews are unhappy customers who encountered issues with the app, didn't like it, or faced other challenges beyond the company's control. This typically results in negative feedback, indirectly impacting the product's perception.

3 key groups

New Users 👷

Flip as a brand 🌀

Potential customers 🏢

Potential users may hesitate to download Flip if they see low ratings and negative reviews. They might question the app's quality, performance, or necessity, especially if Flip is optional rather than mandatory for their use.

Negative reviews can portray Flip's brand as negligent and uninterested in resolving user issues. Lack of engagement with user feedback may suggest a lack of commitment to product improvement, even when issues aren't directly related to the app
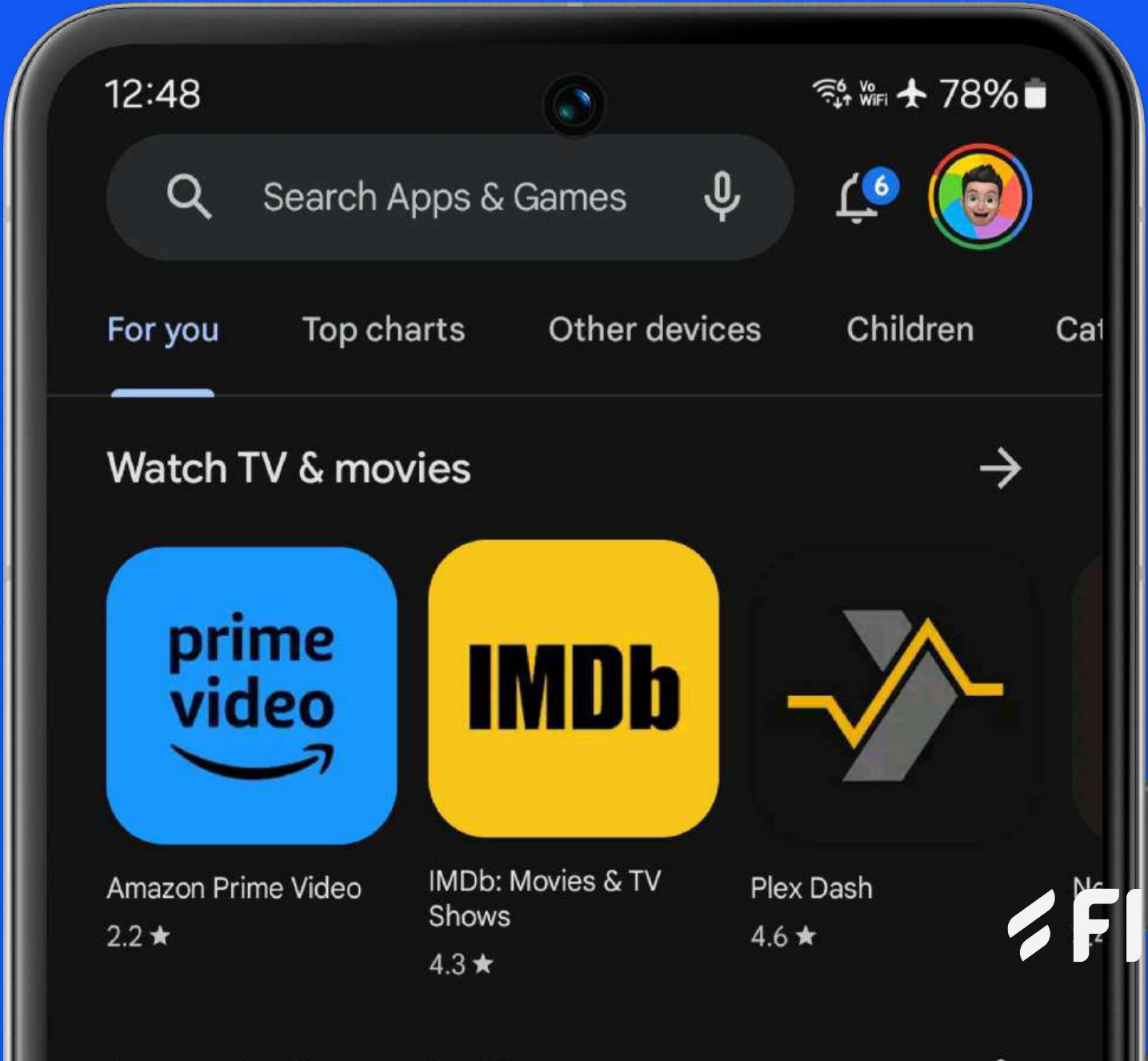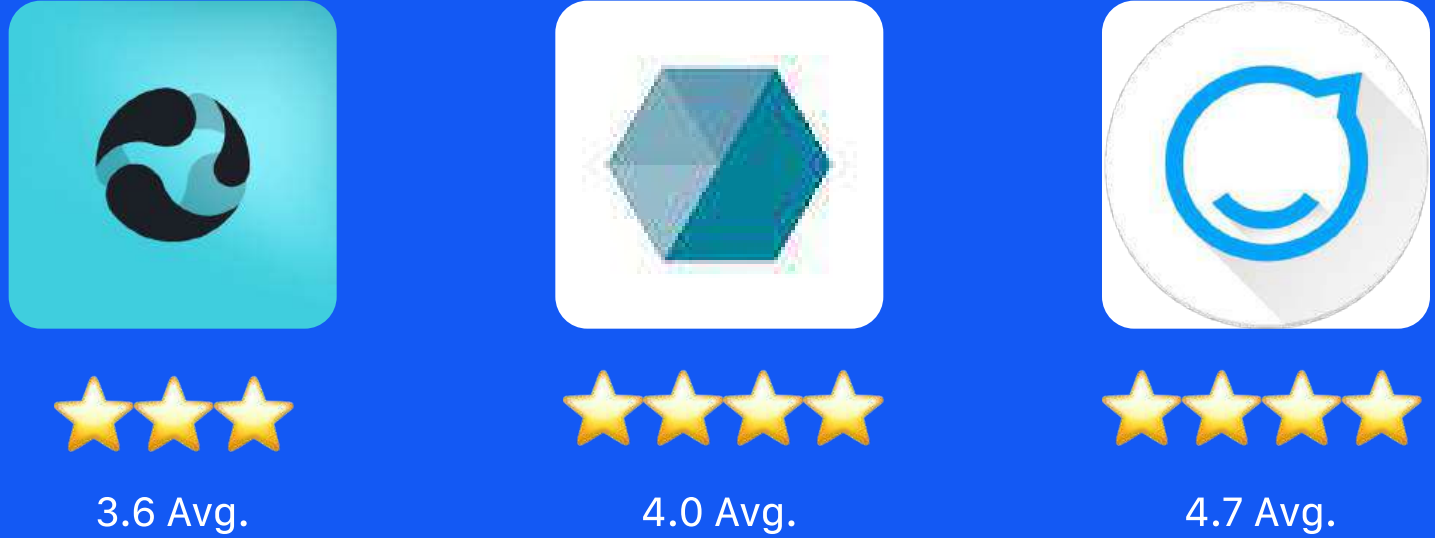
For those researching internal communication apps, encountering low ratings on Flip in the app store could dissuade them from considering it further. Despite Flip's functionality, poor ratings may create the impression that it's inadequate for their needs, leading potential customers to overlook it without exploring further.
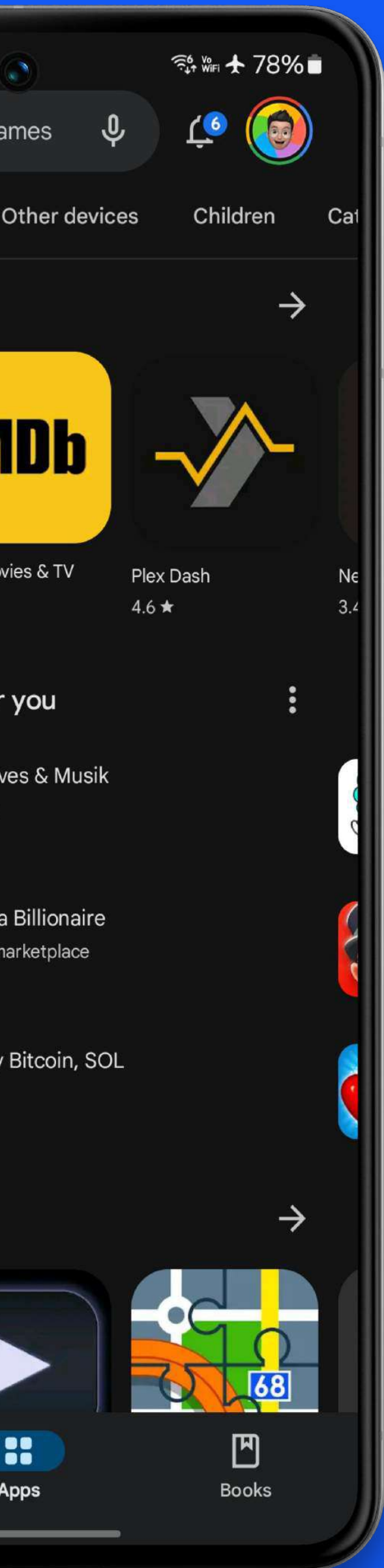
08:38 🔕

Flip Employee App
Better internal communication

TestFlight version 1.159.0 is installed.
View in TestFlight

145 RATINGS	AGE	CHART	DEVELOPER
3.5	4+	No.56	
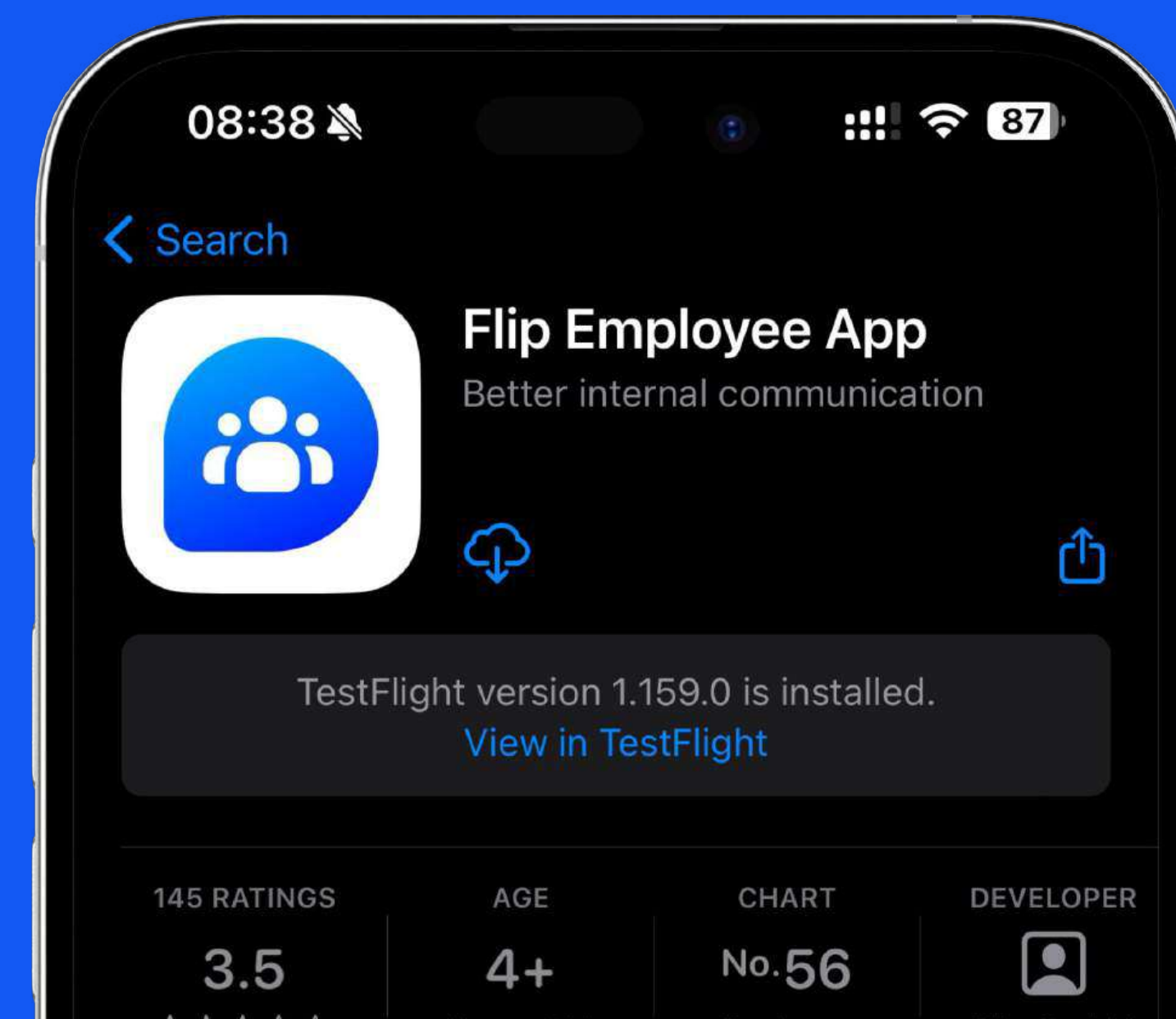
Flip

Let's take a look at where Flip stands right now
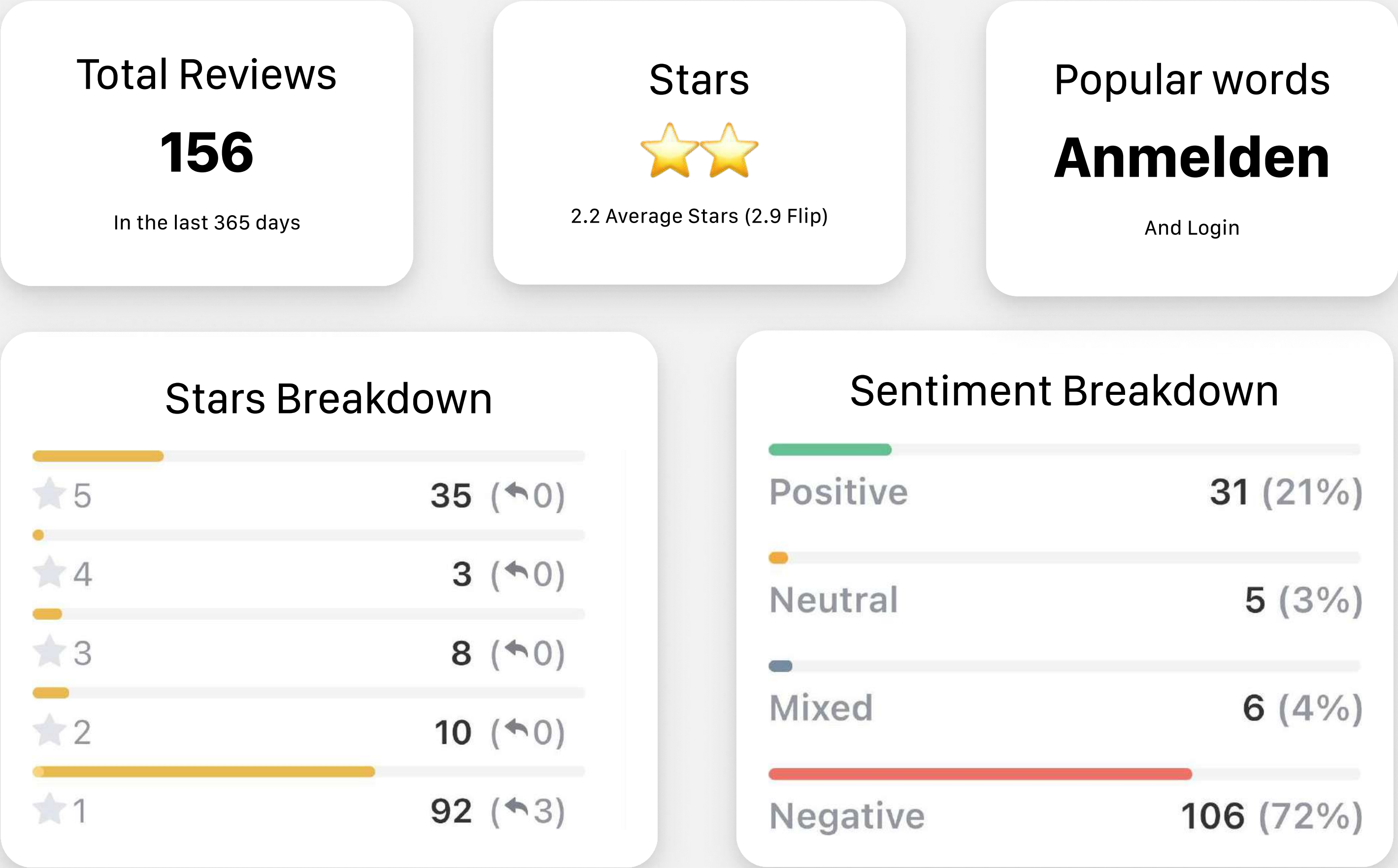
Ok, and what about competitors?

Total Reviews

156

In the last 365 days

Stars

⭐⭐

2.2 Average Stars (2.9 Flip)

Popular words

Anmelden

And Login

3.6 Avg.

4.0 Avg.

4.7 Avg.

Stars Breakdown

⭐ 5	35 (↩0)
⭐ 4	3 (↩0)
⭐ 3	8 (↩0)
⭐ 2	10 (↩0)
⭐ 1	92 (↩3)

Sentiment Breakdown

Positive	31 (21%)
Neutral	5 (3%)
Mixed	6 (4%)
Negative	106 (72%)

12:48

Search Apps & Games

For you   Top charts   Other devices   Children   Cat

Watch TV & movies →

prime video

IMDb

Plex Dash

Amazon Prime Video
2.2 ★

IMDb: Movies & TV Shows
4.3 ★

Plex Dash
4.6 ★

Flip

Recommendations and alternatives

In-App Feedback Prompt
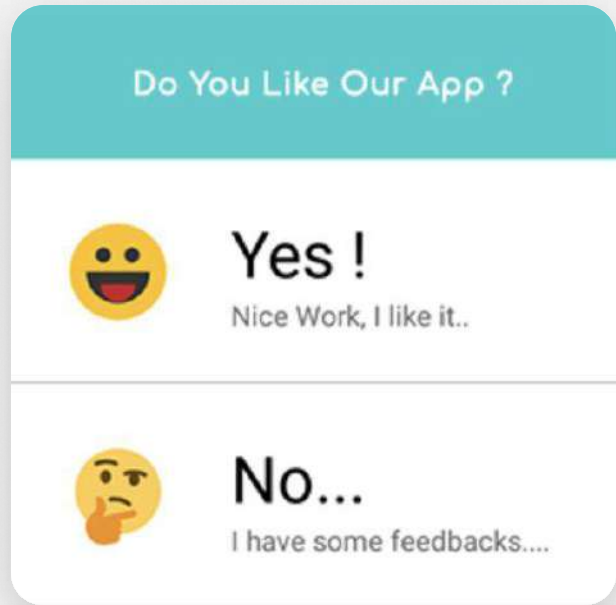
Implement a non-intrusive feedback prompt within the app, asking users to rate their experience or provide feedback. This can be triggered after users complete a task or session, making it easy for them to share their thoughts directly within the app interface.

Feedback Surveys
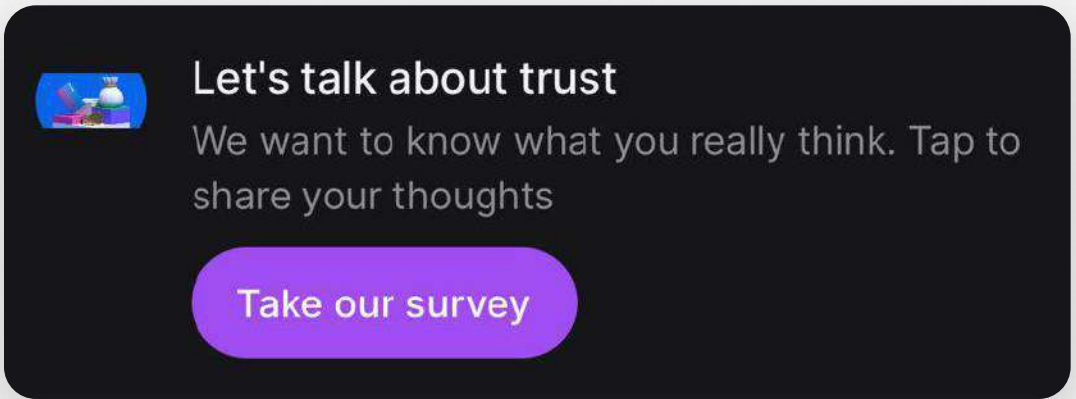
Periodically send out in-app surveys to gather detailed feedback from users about specific features, usability issues, or areas for improvement. Offer incentives such as discounts or rewards for completing surveys to encourage participation.

Gamified Incentivised Reviews
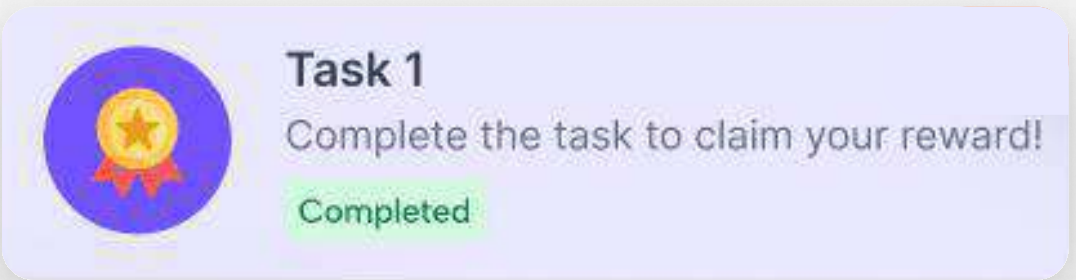
Implement a gamified system where users are rewarded with exclusive content or virtual rewards for leaving positive reviews on the app store or providing valuable feedback within the app. This gamification encourages user engagement and participation in providing feedback, while also incentivising positive reviews that can improve the app's rating.

Metrics & Mayhem

Calculating success, confronting chaos

Flip

Are We Even Making a Difference?
Measurement and Evaluation

| Lack of Permission Transparency | Spotty Search Functionality | No Central Hub for Shared Files | User Feedback Collection |

Initiative 💠
___

Clearly communicate the purpose of permission requests using simple pop-up messages or notifications.

Merge the search component to allow comprehensive searches across the entire app

Create a dedicated section in chat info for easy file retrieval. This way users won't have to scroll to find the right file.

Introduce diverse feedback channels like in-app prompts, surveys, and a gamified system to gather user input for enhancing the app and increase the app store ratings

Revelant KPI's 📈
___

- Average time taken by users to grant permissions after receiving explanations.
- Percentage of users who grant permissions within a certain time frame after receiving clear explanations.
- User satisfaction score with permission request notifications over time.

- Average time spent on the search feature per session.
- User satisfaction score with the search function over time.
- Daily, weekly, and monthly active users

- Average time taken by users to retrieve a shared file after accessing the dedicated section.
- Percentage of users who utilize the dedicated section for file retrieval within a certain time frame.
- User satisfaction score with the file retrieval process over time.

- Number of users who provide feedback through in-app prompts or surveys.
- Average rating or sentiment score of in-app feedback.
- Incorporation of actionable feedback into app improvements and updates.

Living on the Edge
Surviving the Odds with Risk Assessment

Lack of Permission Transparency	Spotty Search Functionality	No Central Hub for Shared Files	User Feedback Collection

Risk 🔴

Users may still feel hesitant to grant permissions even with clear explanations, leading to lower engagement or adoption rates	Technical difficulties or limitations in merging the search component could result in a degraded search experience or unintended consequences.	Users may still struggle to locate shared files even with a dedicated section, particularly if the organization or categorization of files is unclear.	Feedback collection may result in an increase in negative app store reviews if user suggestions are not addressed or if improvements are not perceived

Mitigation 👷

Conduct user testing to ensure that the explanations provided are truly clear and address users' concerns. Continuously monitor user feedback to identify any lingering issues with permission requests	Carefully test the merged search functionality across different devices and scenarios to identify and address any technical issues before deployment. Provide adequate user support a to address any user concerns or complaints post-implementation	Design the dedicated section with intuitive organisation and navigation features (Files, docs, videos, etc) Provide clear guidance on how to effectively use the new file retrieval system through tutorials or tooltips within the app	Ensure transparent communication about feedback utilisation, prioritise addressing critical issues, and provide alternative channels for urgent concerns

Beyond the Horizon

Mapping Out the App's Future Journey

Product Evolution

User-Centric Design Evolution
Flip needs to evolve based on user feedback and research, ensuring a seamless and intuitive experience for all. Iterative improvements driven by user needs should be a must.

Enhanced User Experience:
We should aim to deliver A world-class app experience that keeps users engaged

Empowering Users
We're committed to setting new standards in app functionality.

Data-Driven Decision Making
Data provided by MixPanel should fuel our decisions for a better user experience.

User Empowerment

Scalability and Adaptability
We should aim for scalability to support future needs and adaptability to fit diverse user workflows.

Innovation in Features and Functionality
Customisation is key. We should put users in control with customisable settings and personalised features. Your app experience, your way.