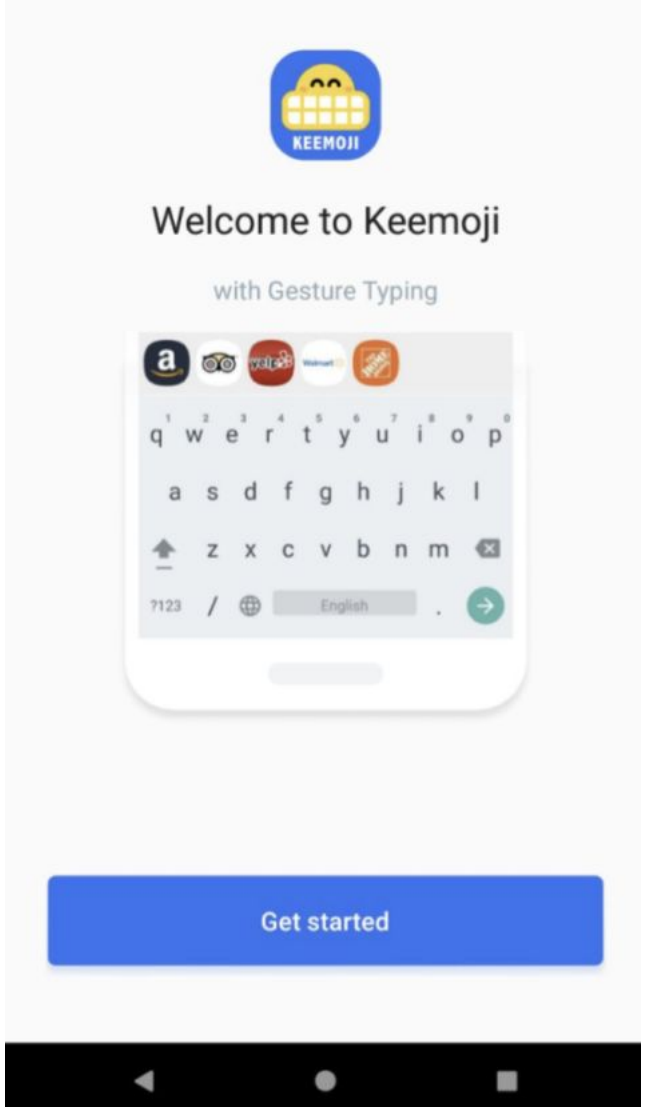
Keemoji

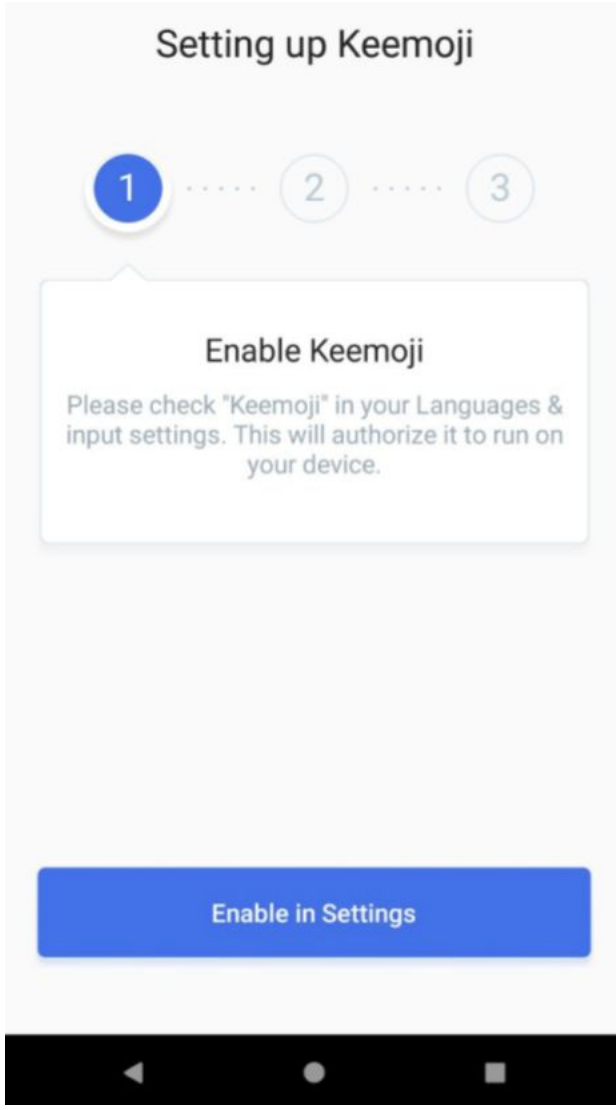
Новый онбординг Keemoji keyboard

Что? Зачем? Как?

Что такое онбординг?

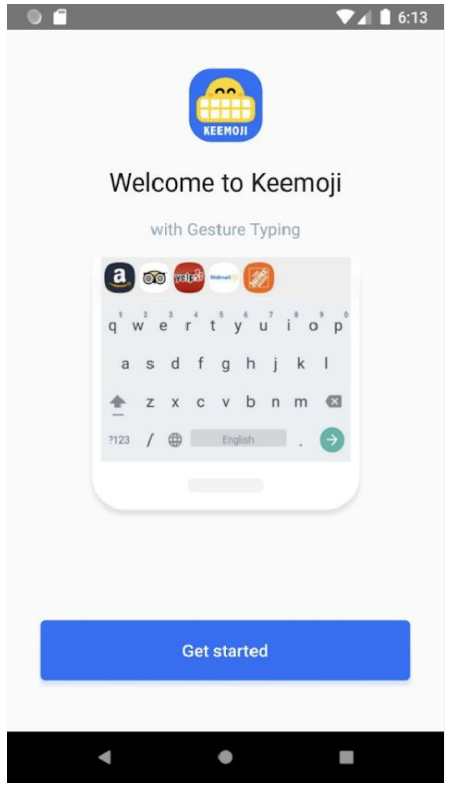
Это стартовые экраны при установке приложения. По мере прохождения которых пользователь активирует клавиатуру и знакомится с основными возможностями клавиатуры.

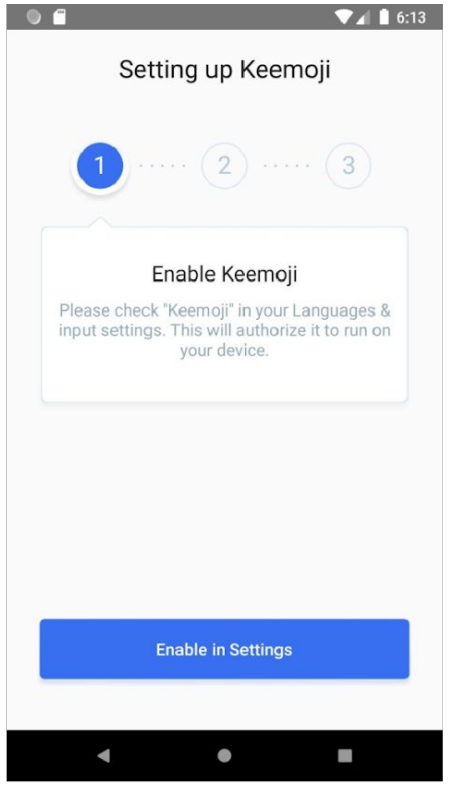


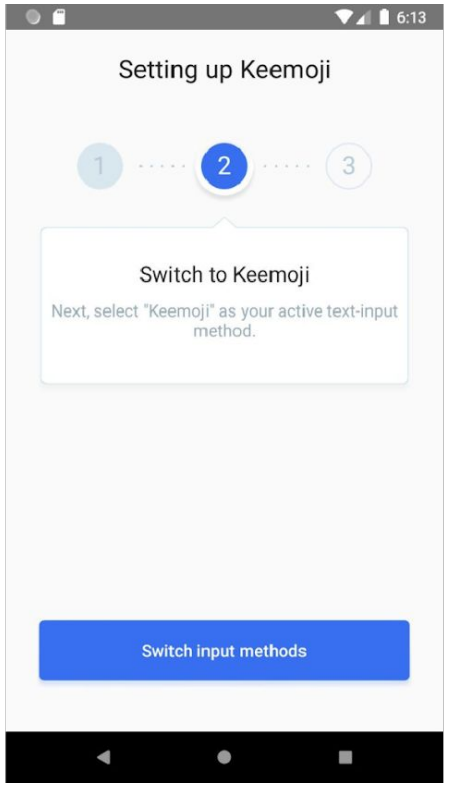


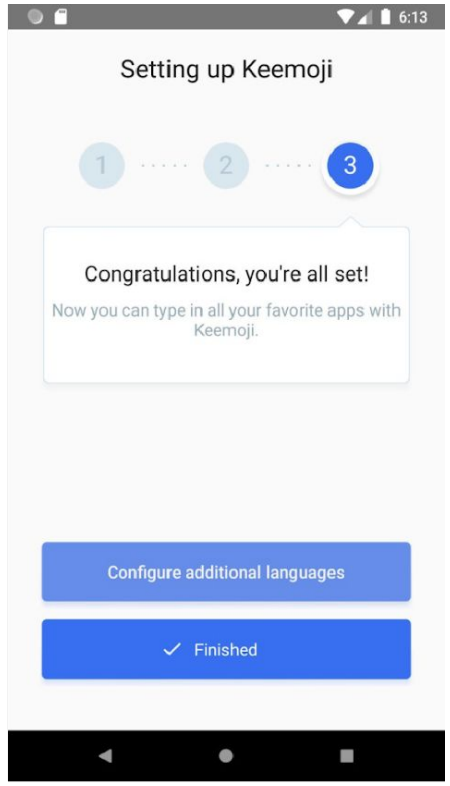
Дефолтный онбординг

Наш дефолтный онборд состоит из 4-х экранов (1 маркетинговый и 3 системных)



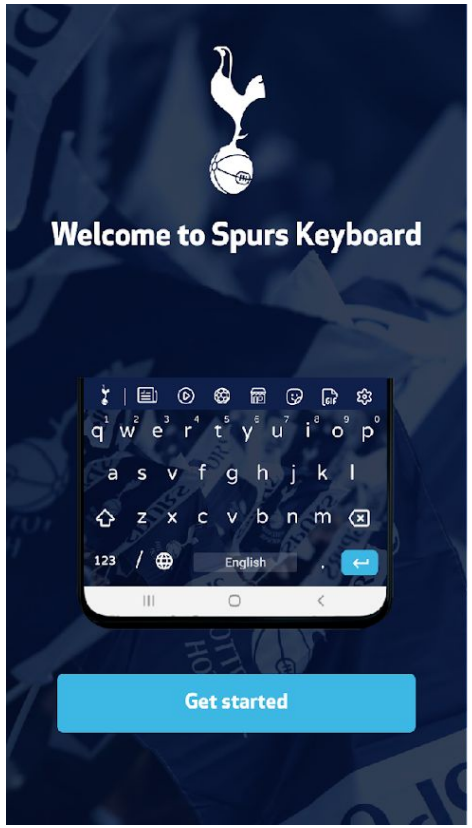


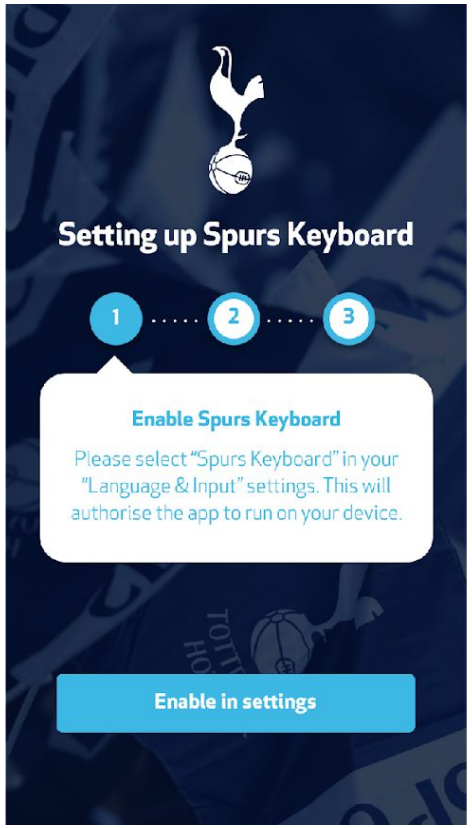


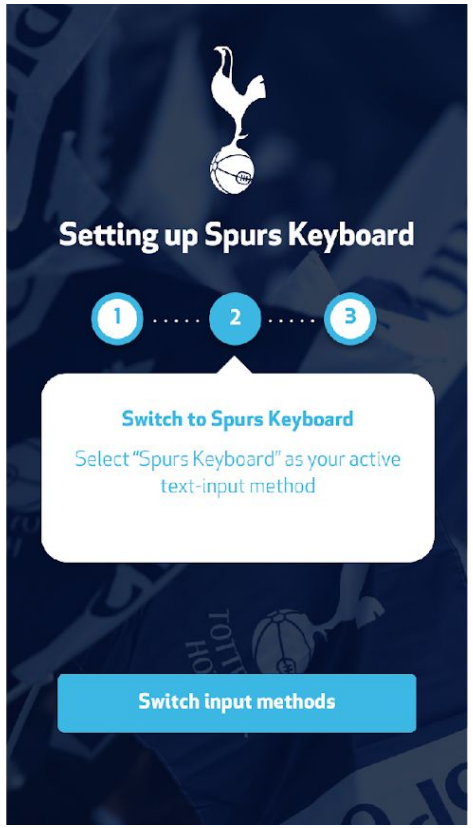


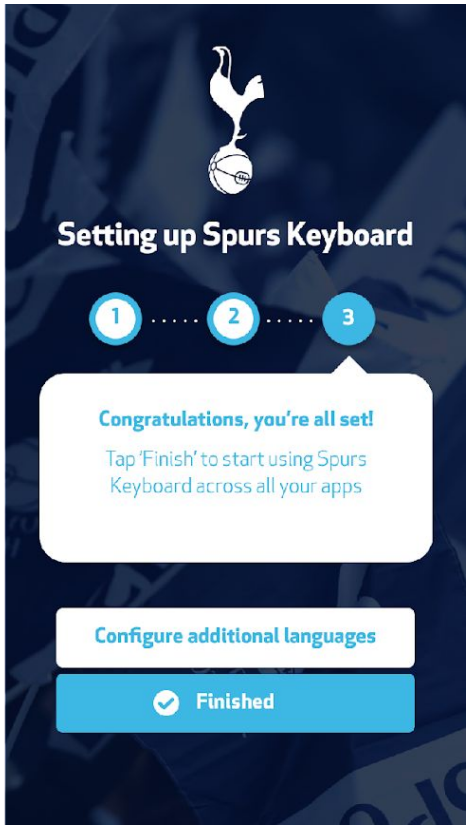
Кастомизация (Android)

Так как у нас множество партнерских сборок, то основное требование к онбордингу это широкие возможности кастомизации под партнера и простота имплементации дизайна в разработке.

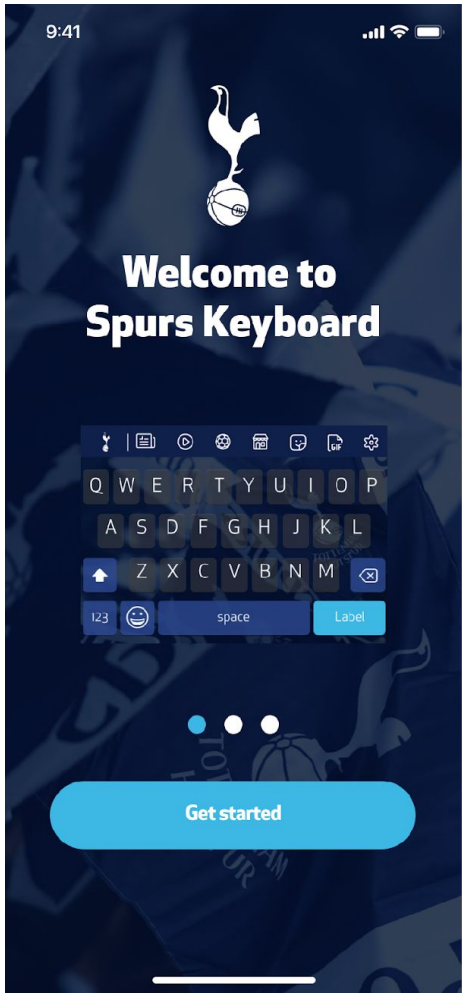


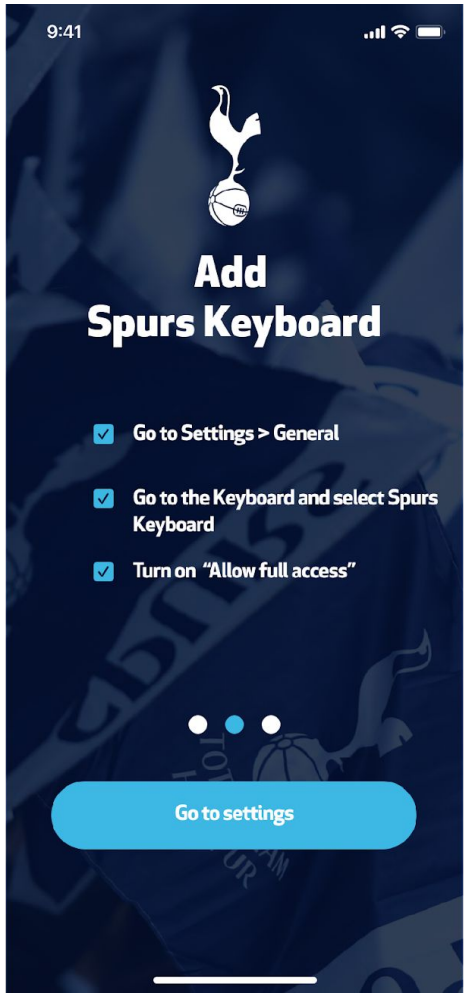


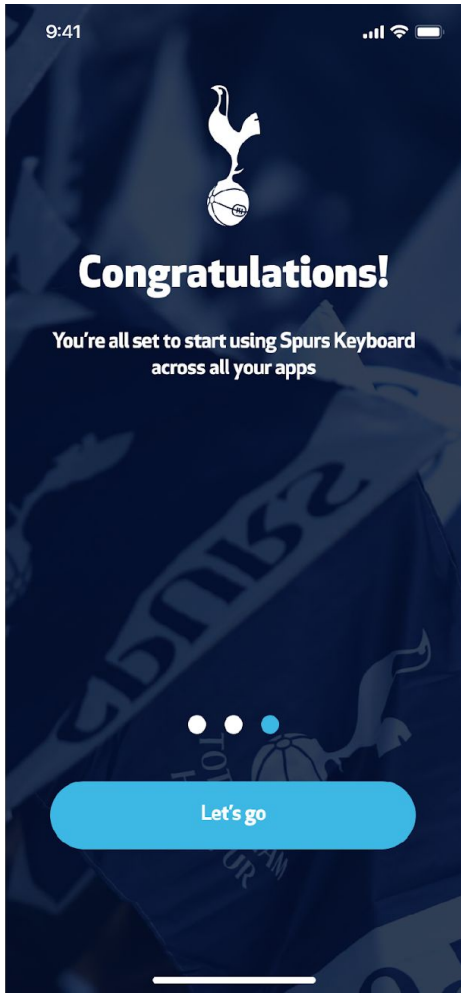




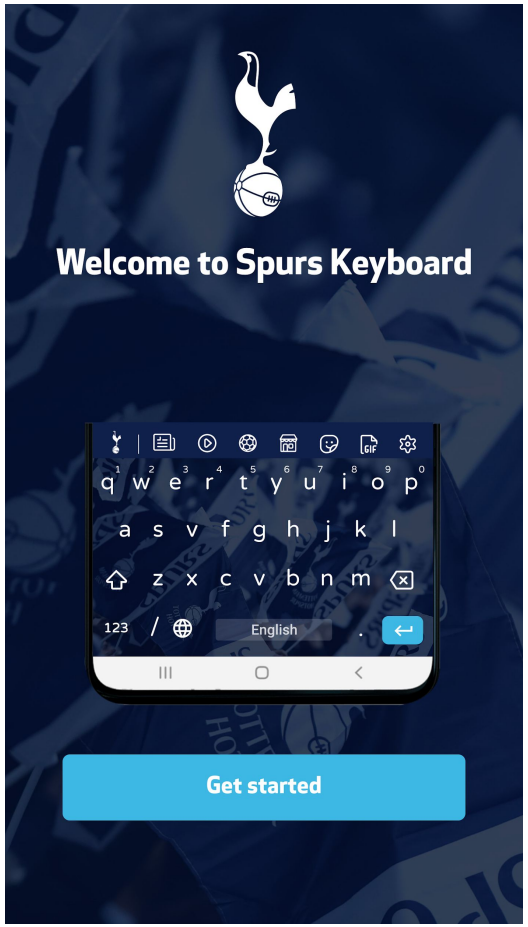
IOS версия

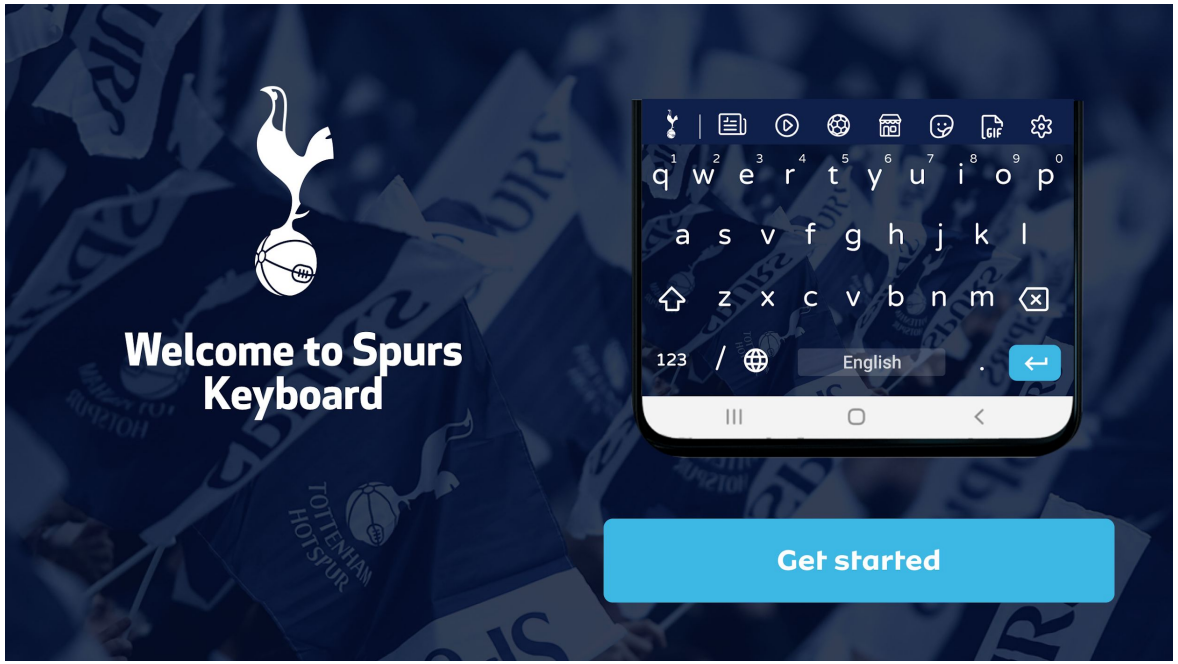

9:41
Welcome to
Spurs Keyboard
Get started


9:41
Add
Spurs Keyboard
Go to Settings > General
Go to the Keyboard and select Spurs Keyboard
Turn on "Allow full access"
Go to settings


9:41
Congratulations!
You're all set to start using Spurs Keyboard across all your apps
Let's go

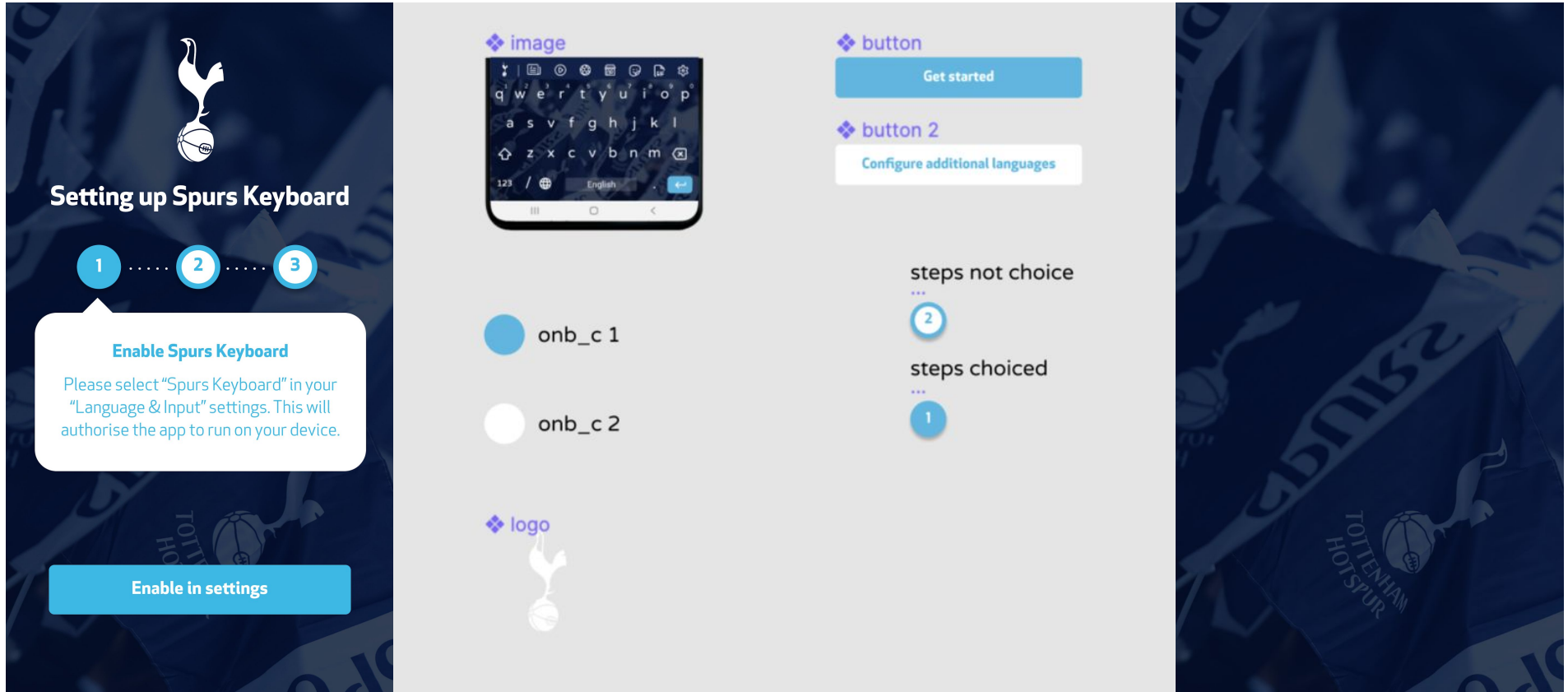
Вертикальный и горизонтальный вид





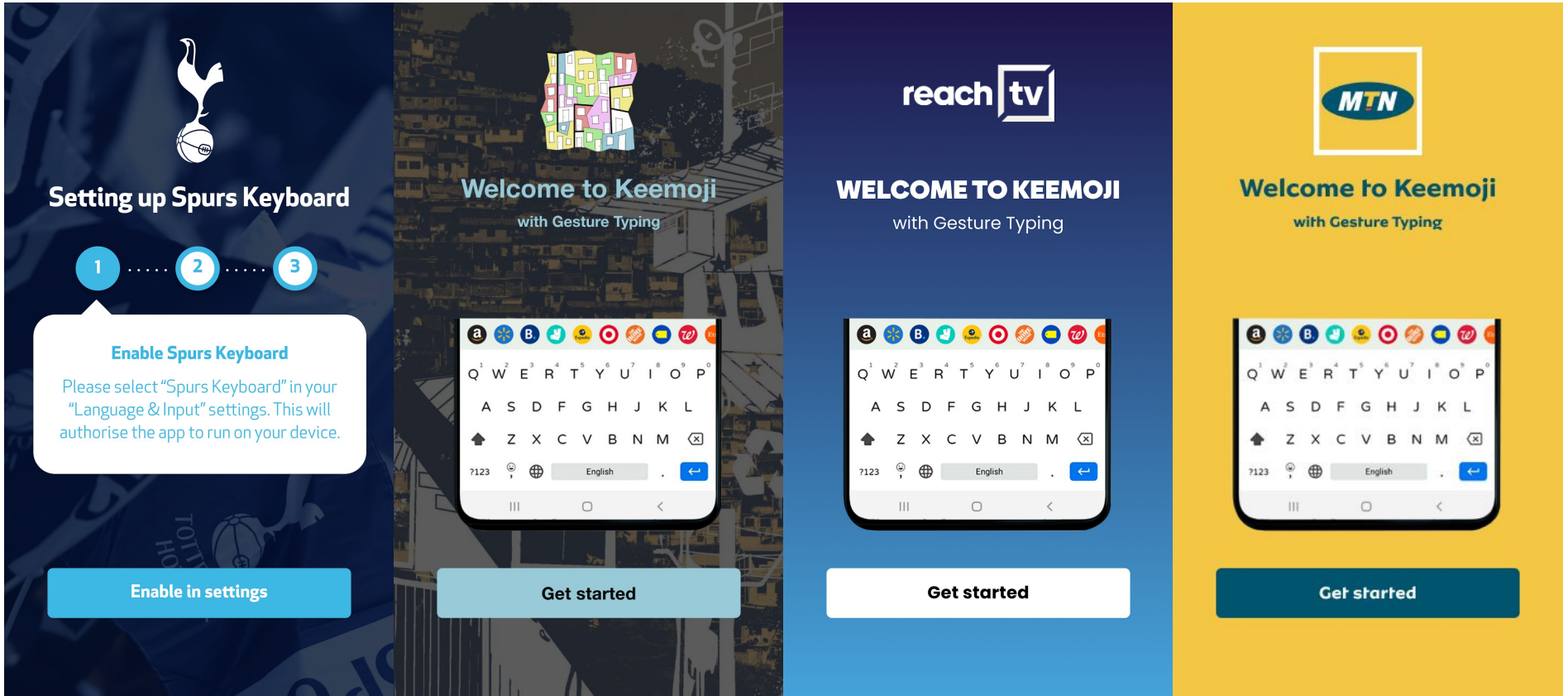
Возможности кастомизации

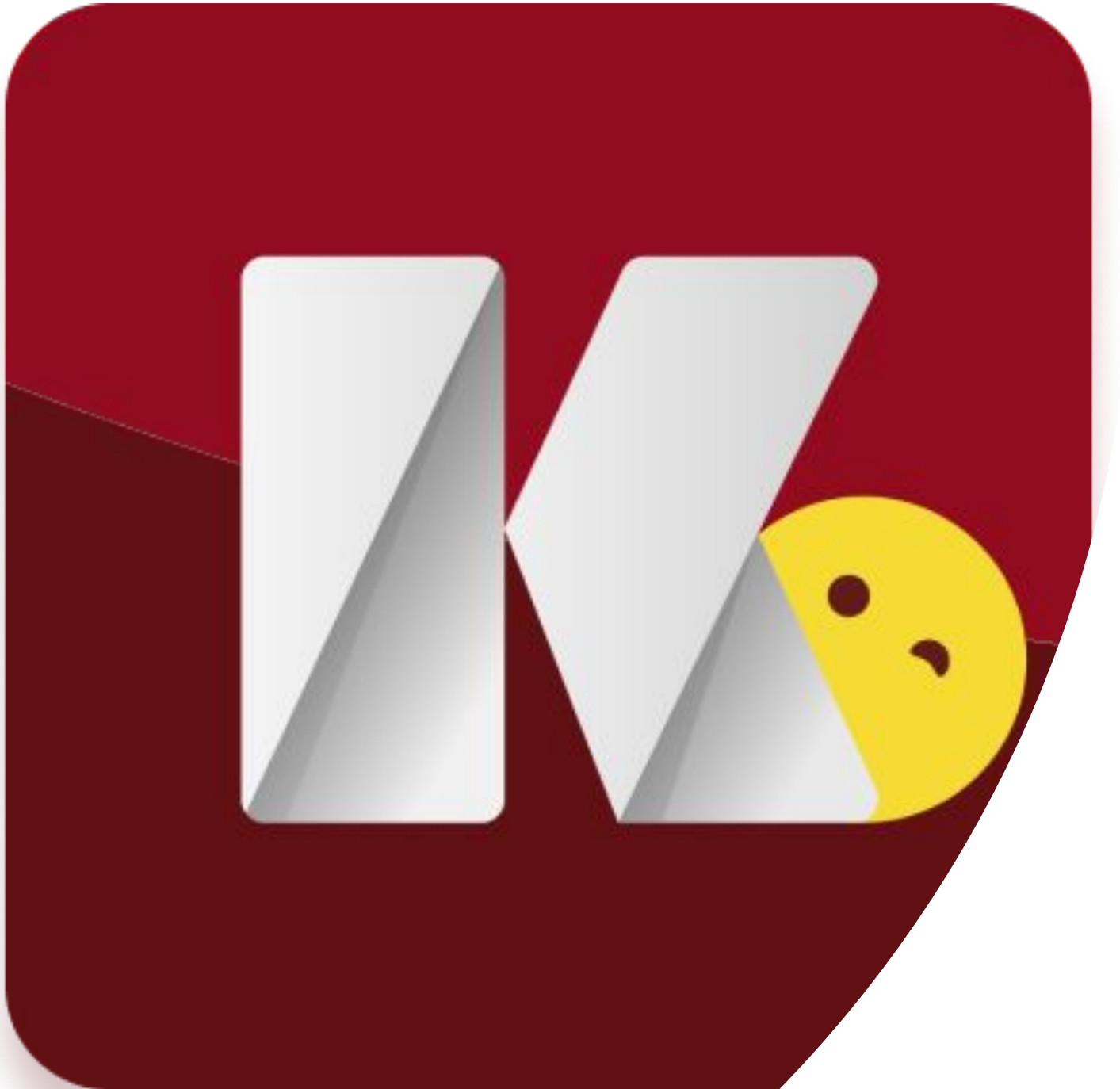
Кастомизируемые элементы: фон, шрифт, цвет, лого.



Возможности кастомизации

Примеры кастомизаций

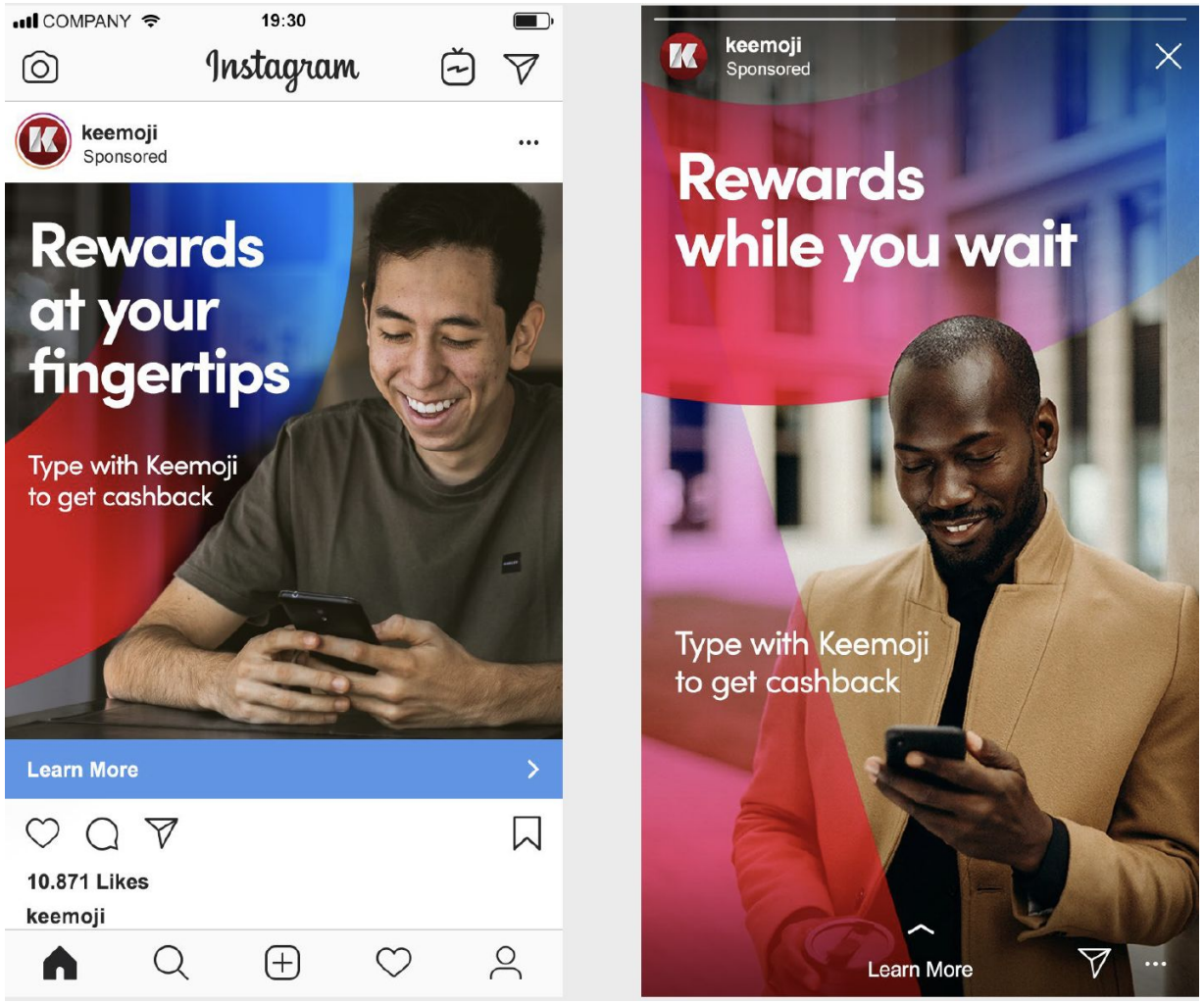




Зачем было что-то менять?

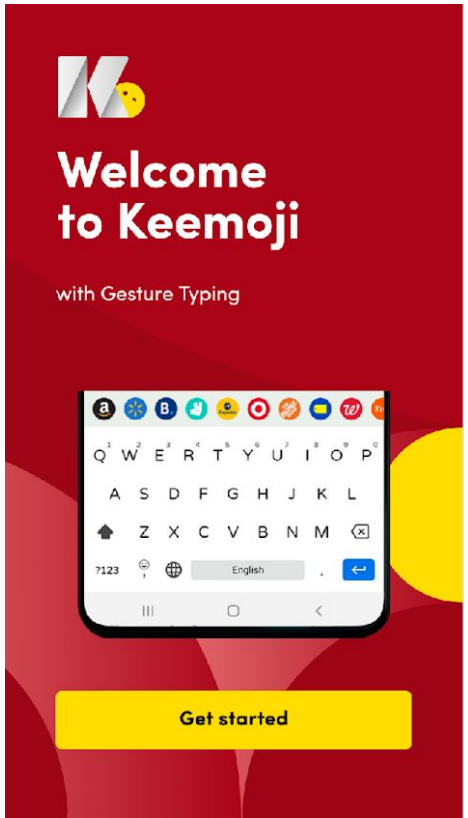
Причины обновления

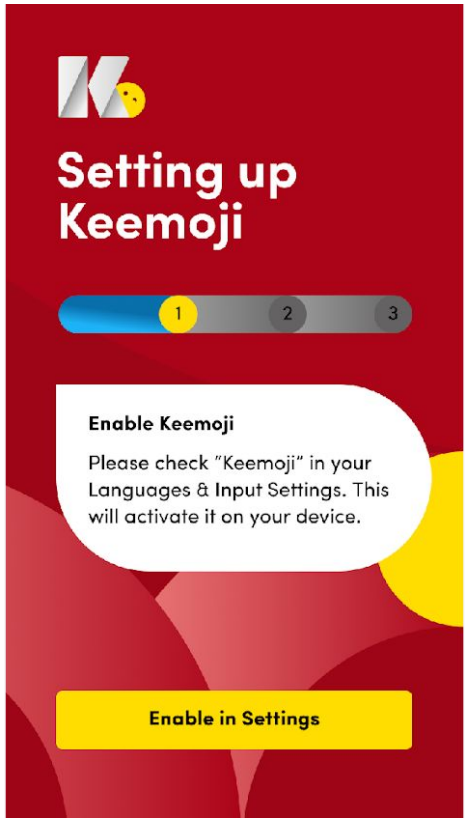
1. Появился новый фирменный стиль.
2. Новые фичи в клавиатуре
3. Клавиатура стала сложнее и нужно показать пользователю основные фичи просто, наглядно и понятно.

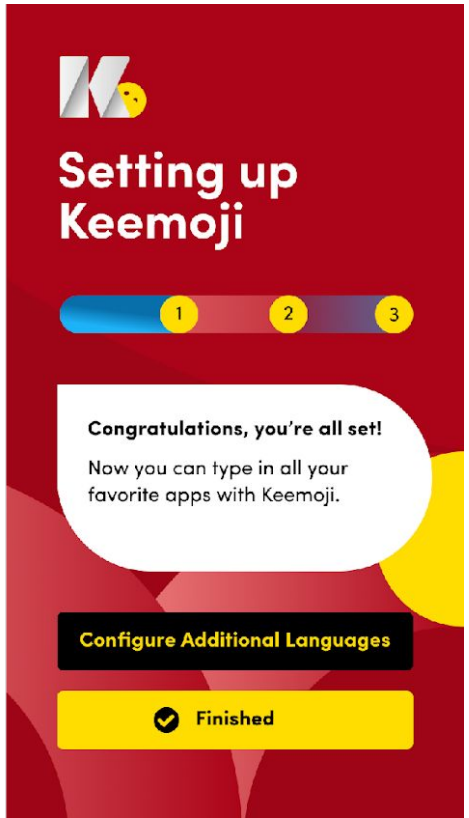


Итерация 1

Привнесли новые элементы в старую логику. Рестайлинг.







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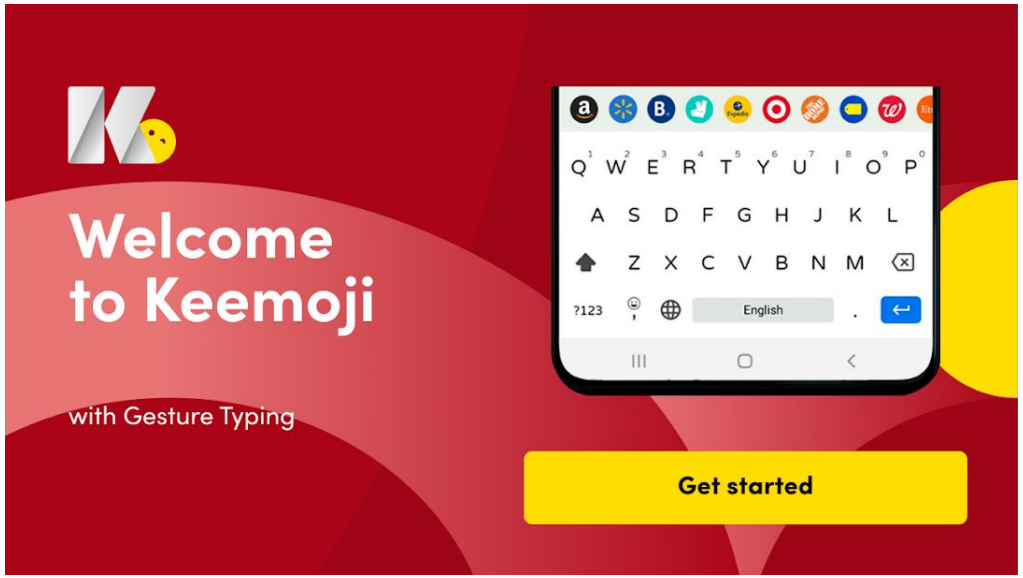

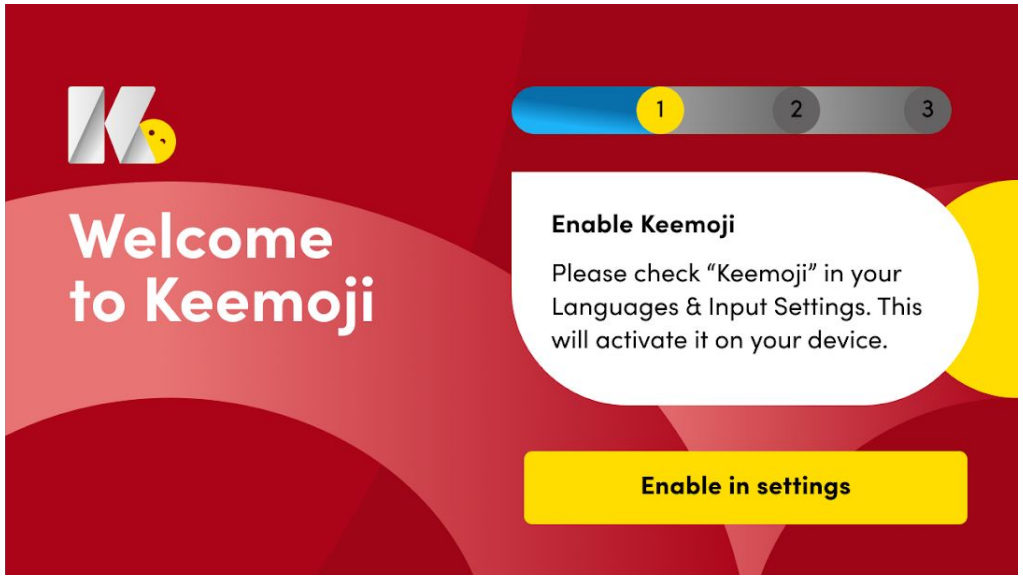

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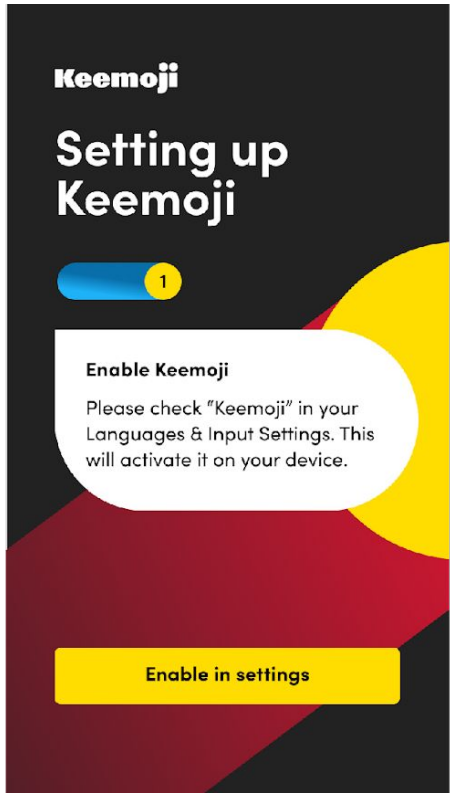
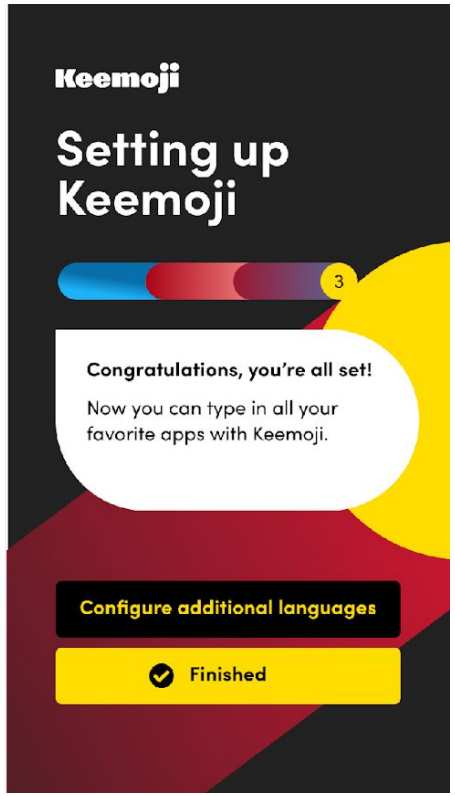
Привнесли новые элементы в старую логику. Рестайлинг.





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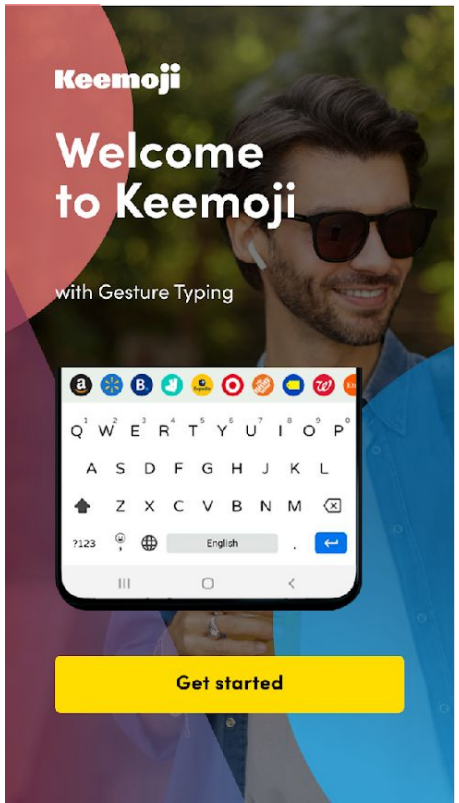
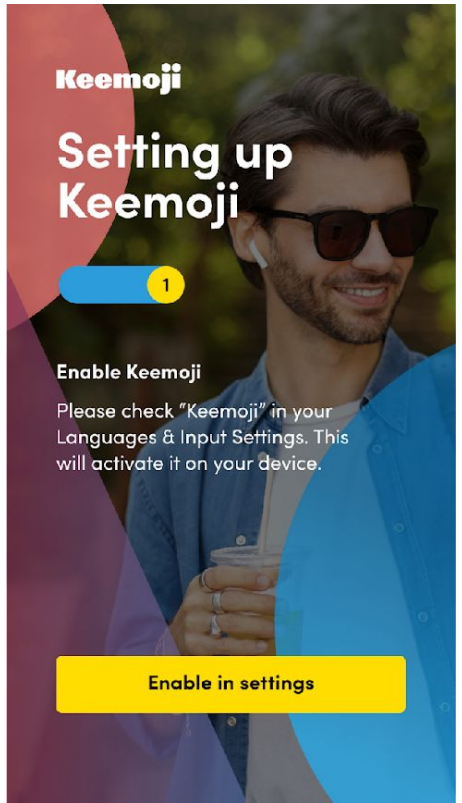
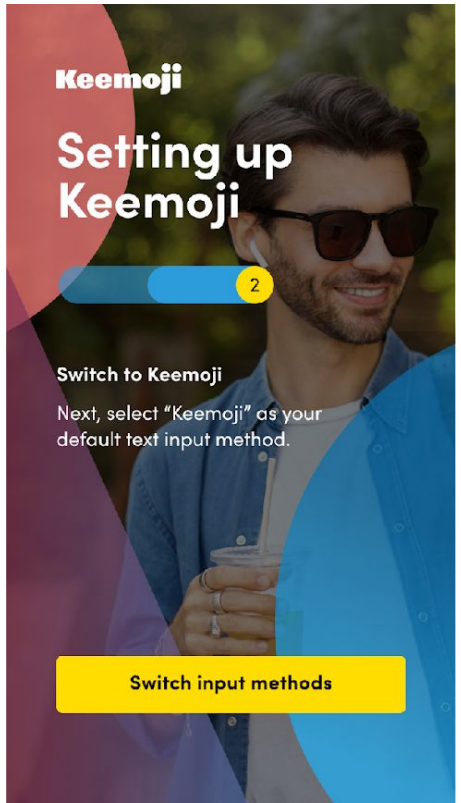
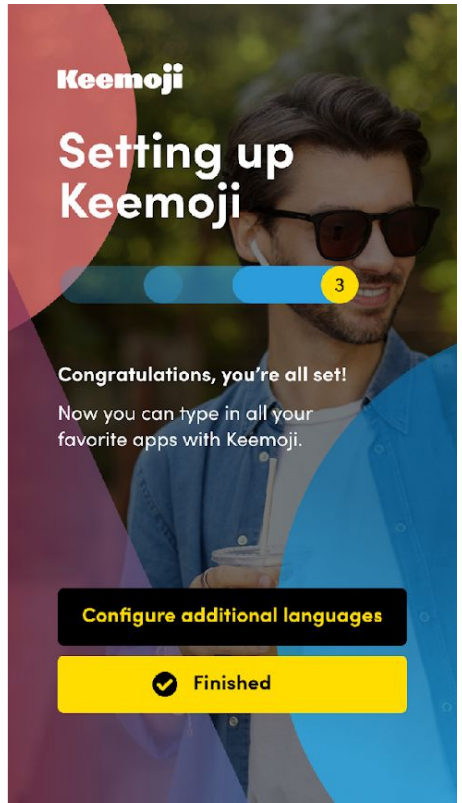


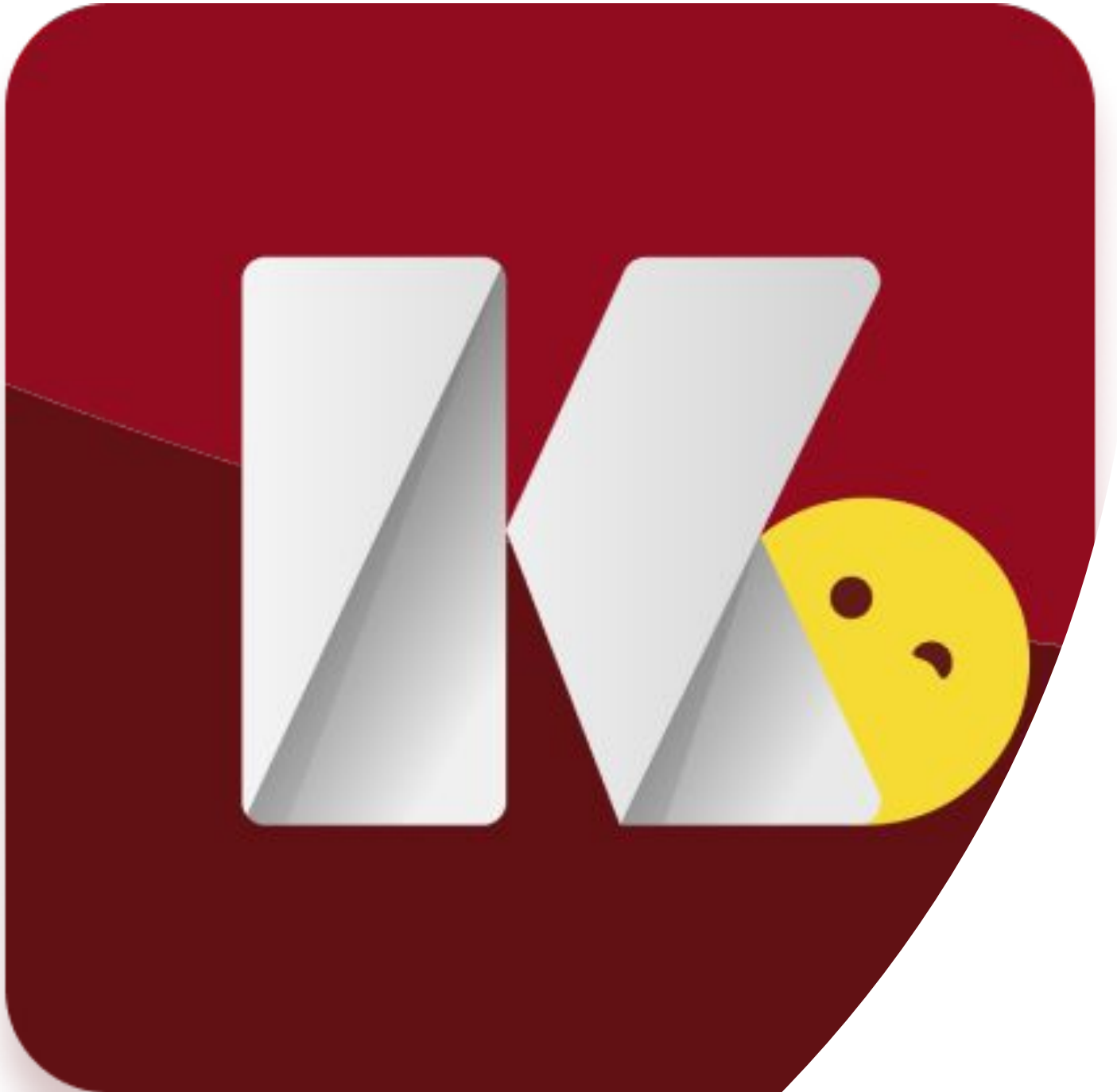






Результат

1. Выглядит свежо и современно
2. Клавиатура стала сложнее, а пользователю основные фичи так и не показали.



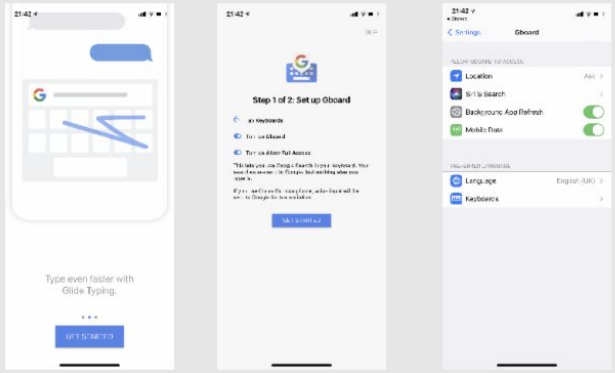
UX-исследования

Анализ конкурентов

Gboard

(8 clicks)

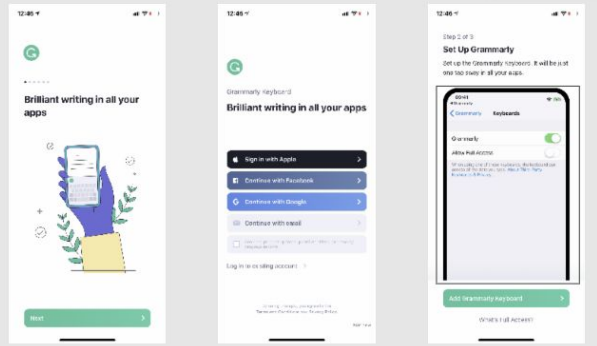
Splash screen



Grammarly

(10 clicks)

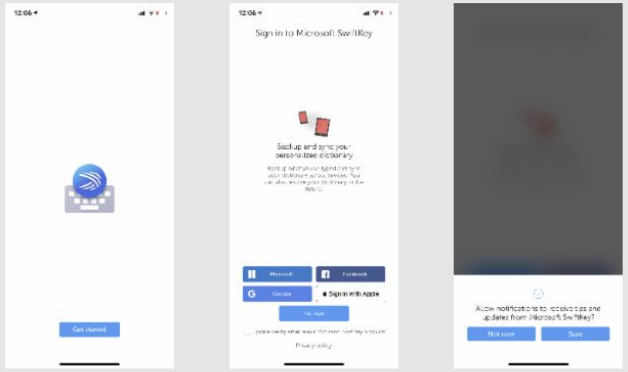
Splash screen



Swiftkey

(11 clicks)

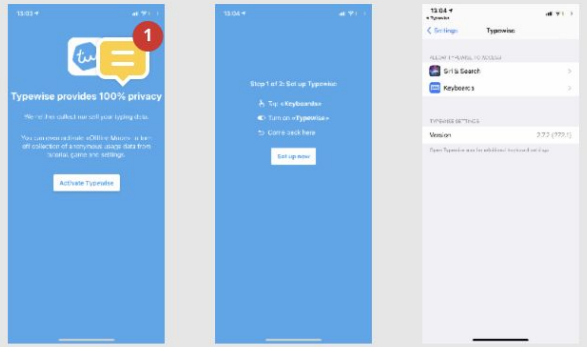
Splash screen



Typewise

(6 clicks)

Splash screen

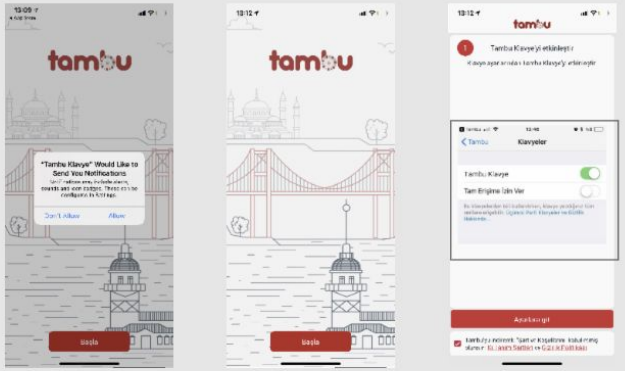


Анализ конкурентов

Tambu

(11 clicks)

Splash screen

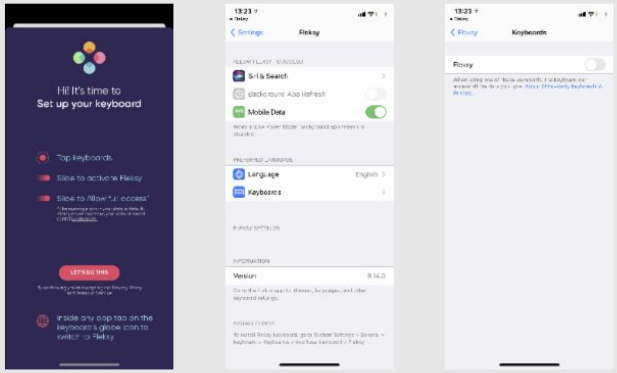


1. Наличие сплеш-экрана
2. Анимации ключевых фич клавиатур
3. Сложный онбординг не отталкивает пользователя

Flesky

(6 clicks)

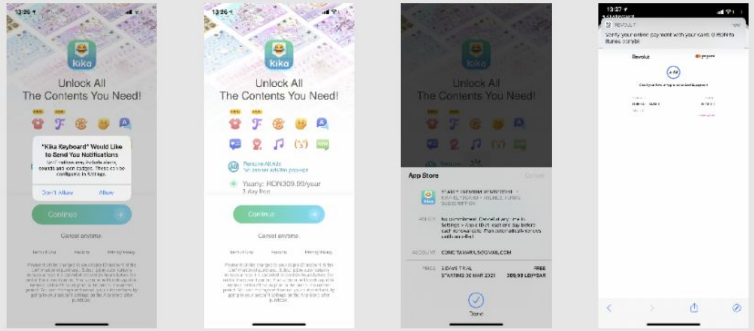
Splash screen



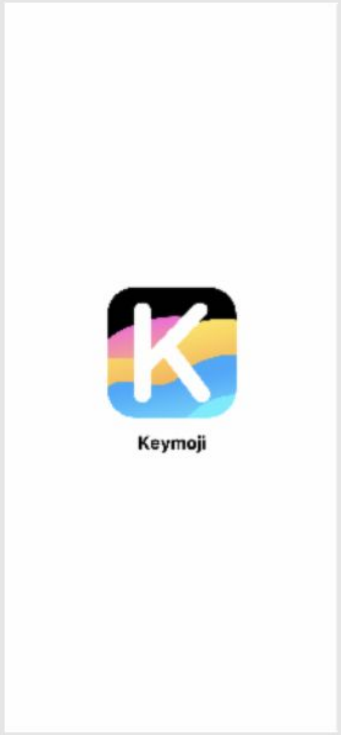
Kika

(12 clicks)

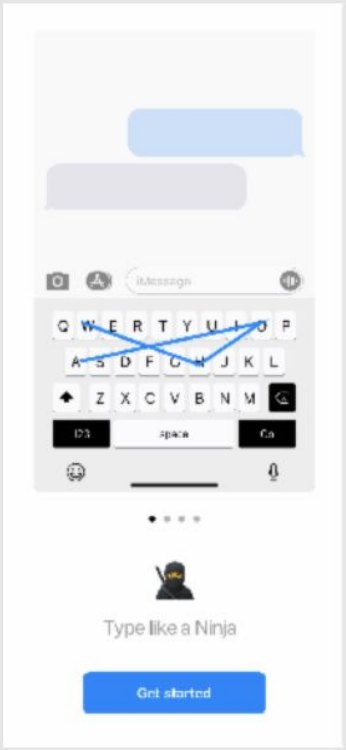
Splash screen



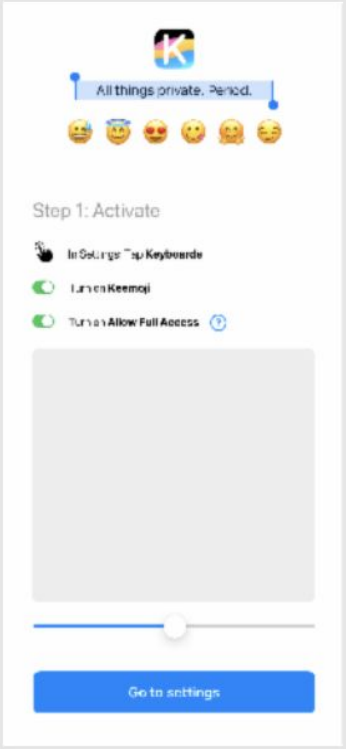
UX Keemoji keyboard



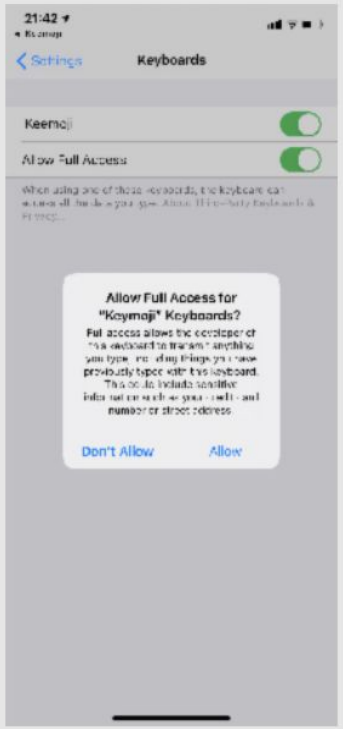
Splash screen



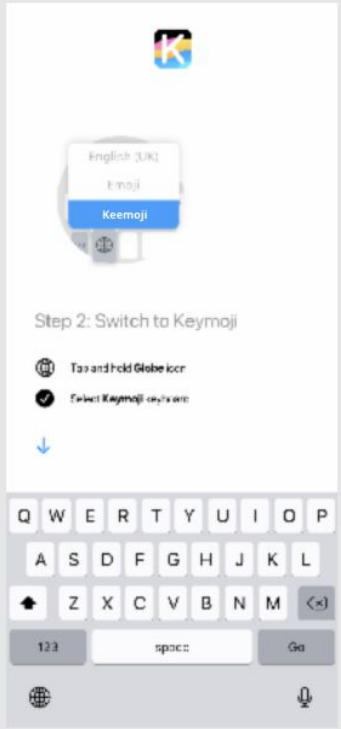
Marketing area



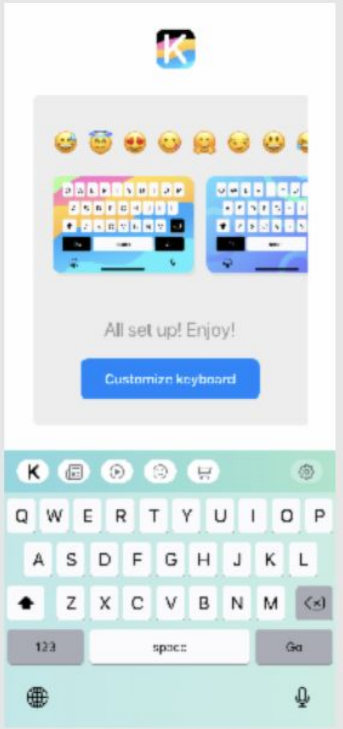
Activation tutorial



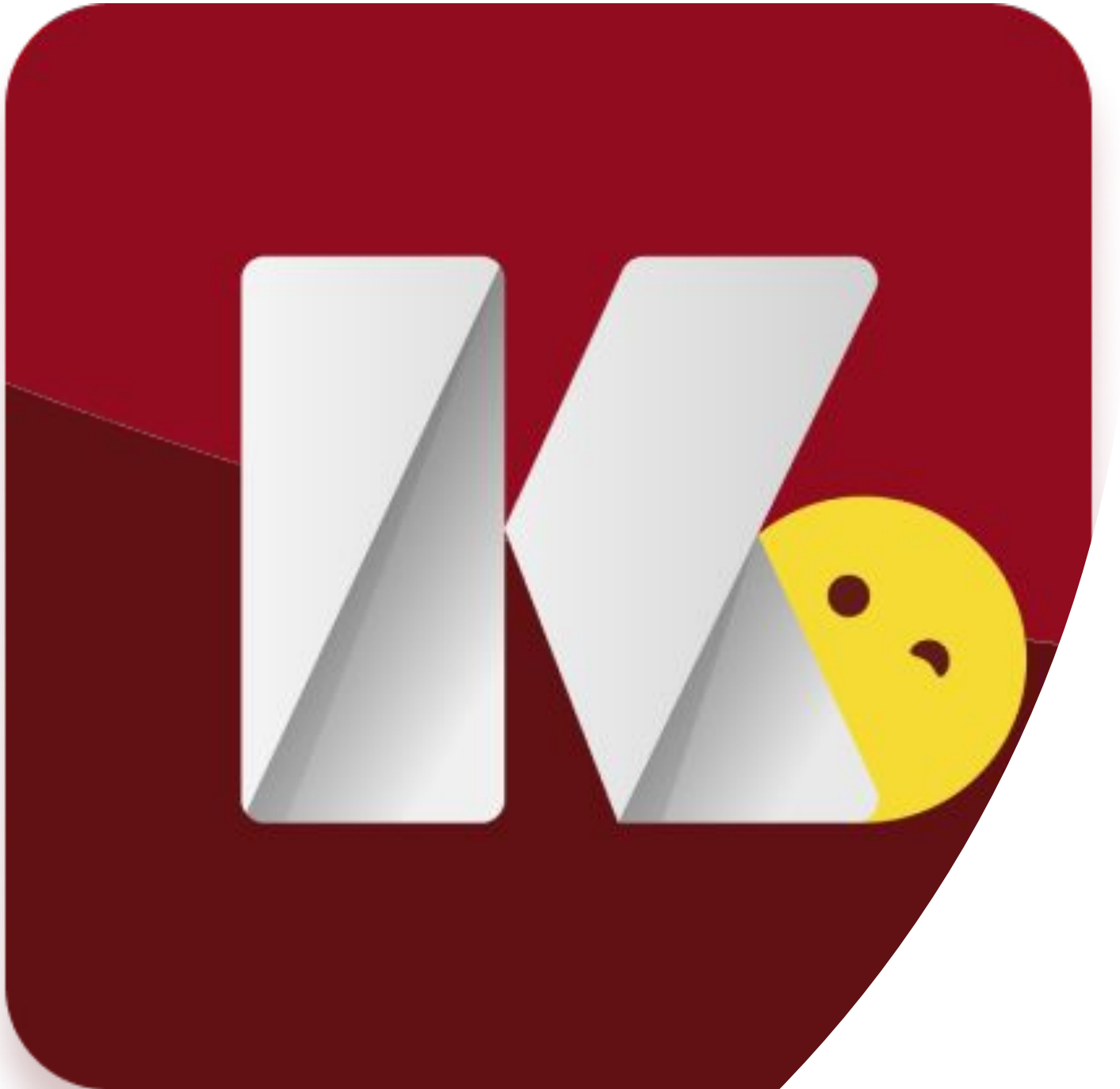
Settings Step 4



Switch to Keymoji



Done!



ШI-
решения

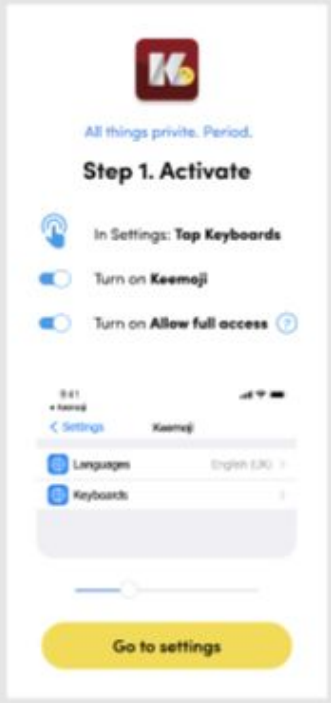
UI Keemoji keyboard

Максимум анимаций

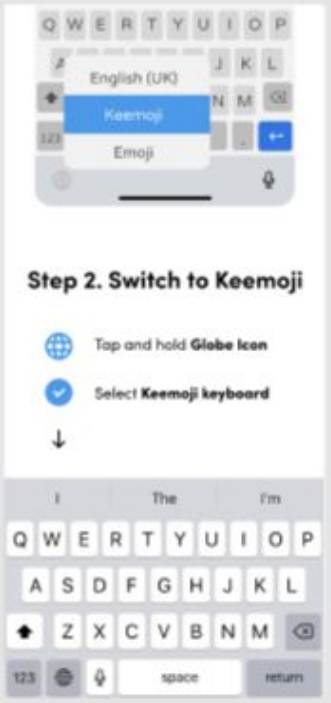
Screen 11

Screen 12

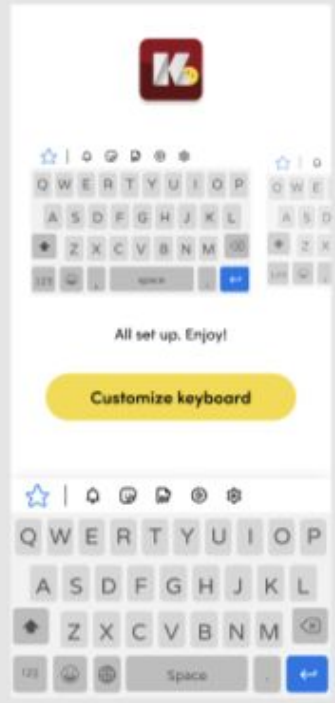
Screen 16



Screen 14

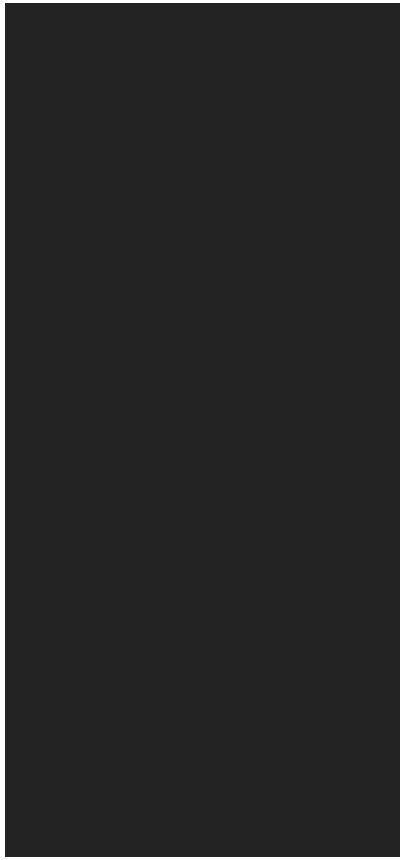


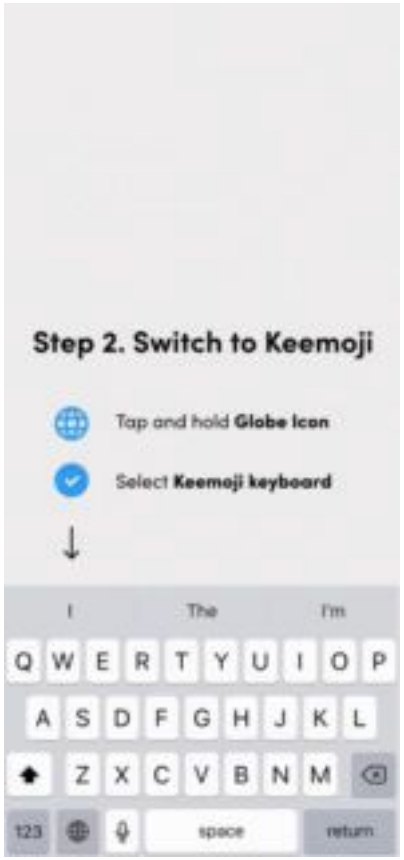
Screen 15

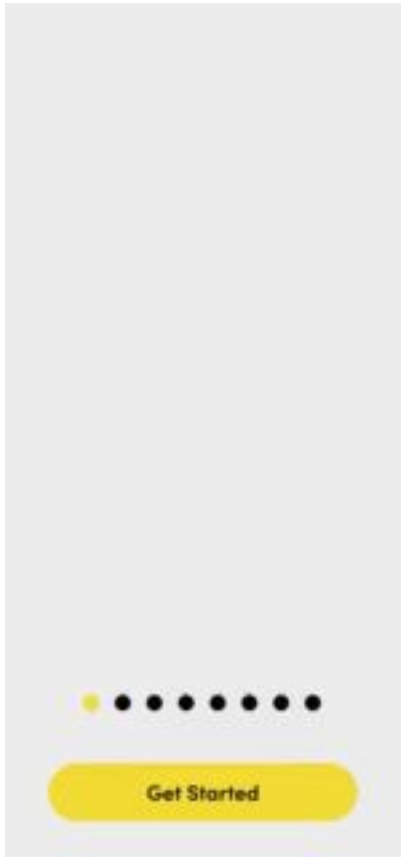


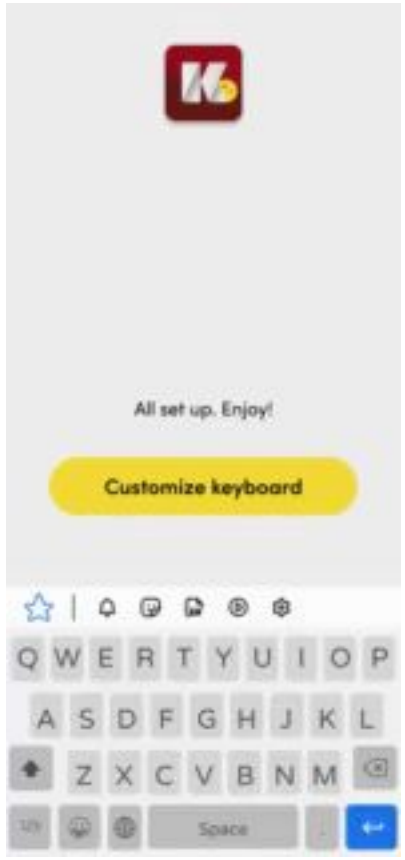
UI Keemoji keyboard

Примеры анимации экранов



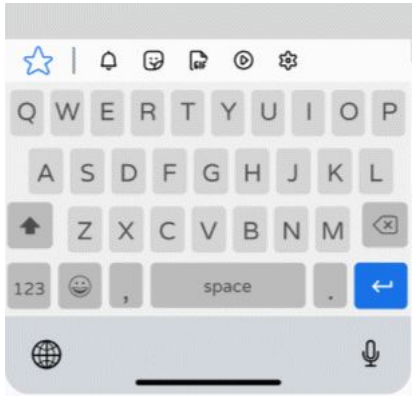


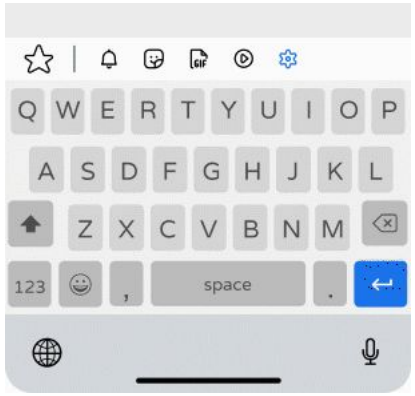


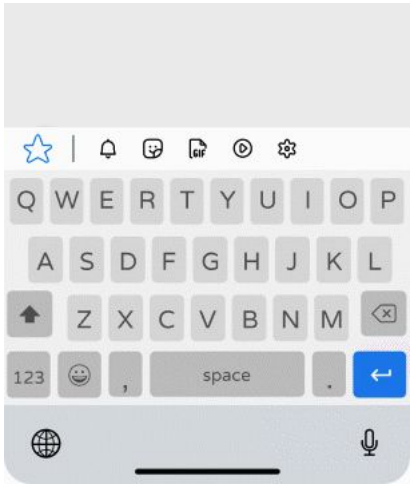


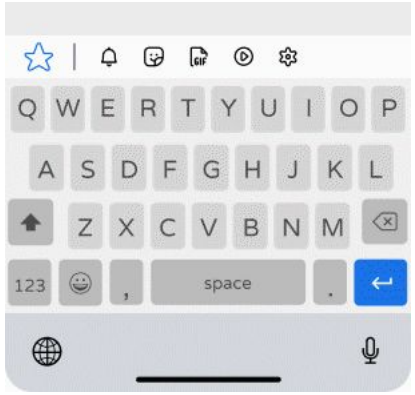
UI Keemoji keyboard

Микроанимации



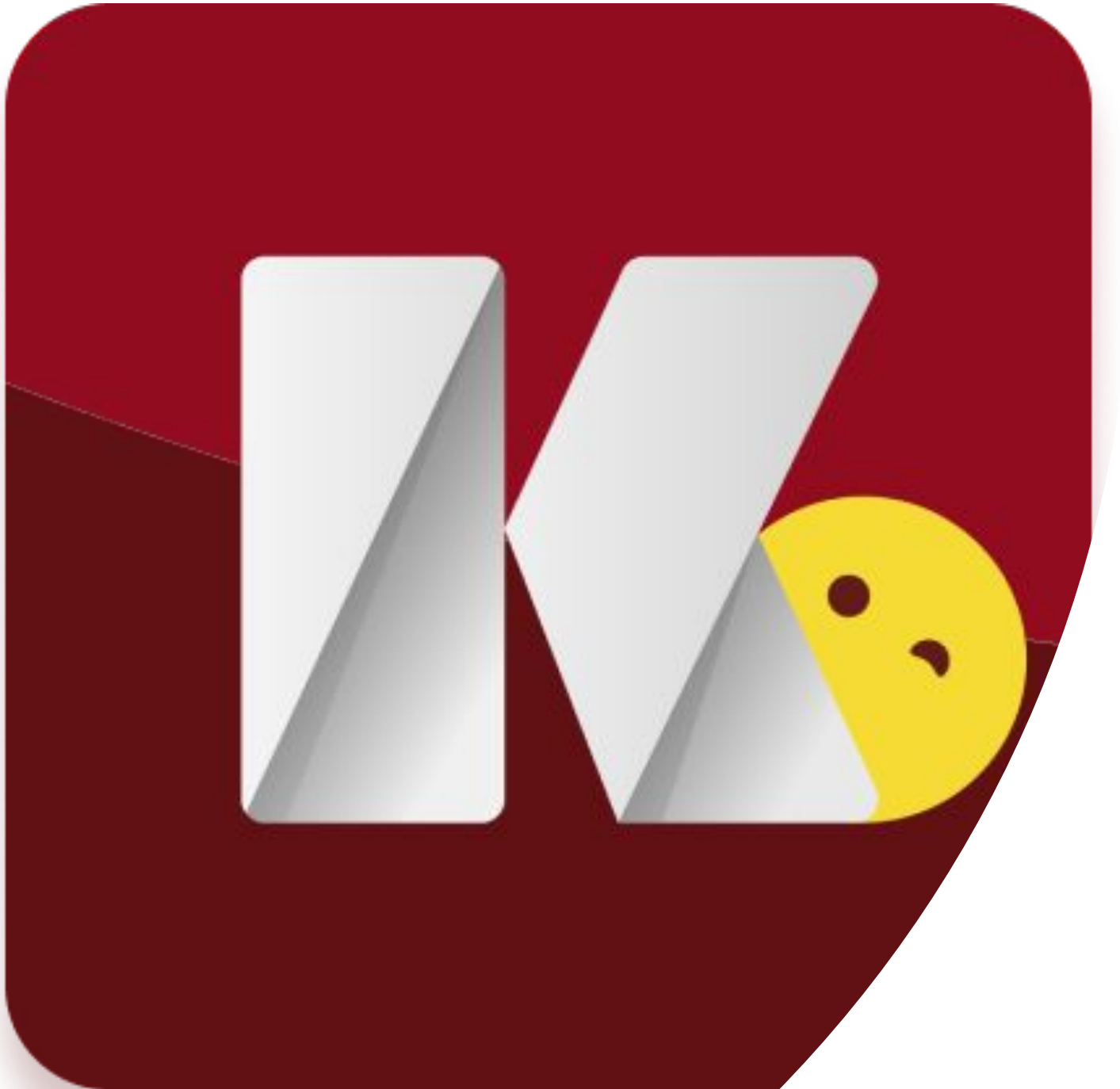






1. Большое количество микро-анимаций ограничивает возможности кастомизации дизайна

2. Анимации имеют ограничения при конвертации в JSON (не поддерживаются сложные выражения и многосоставные анимации

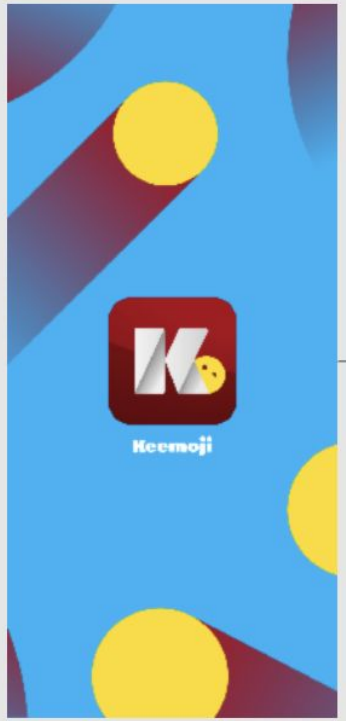


Оптимальное решение

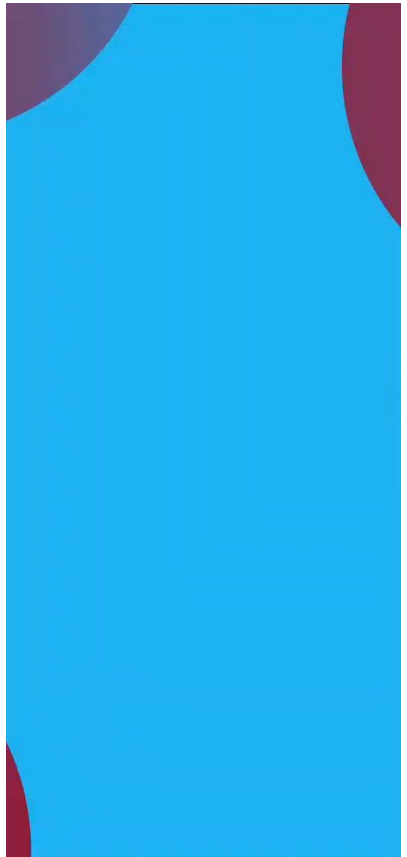
UI Keemoji keyboard

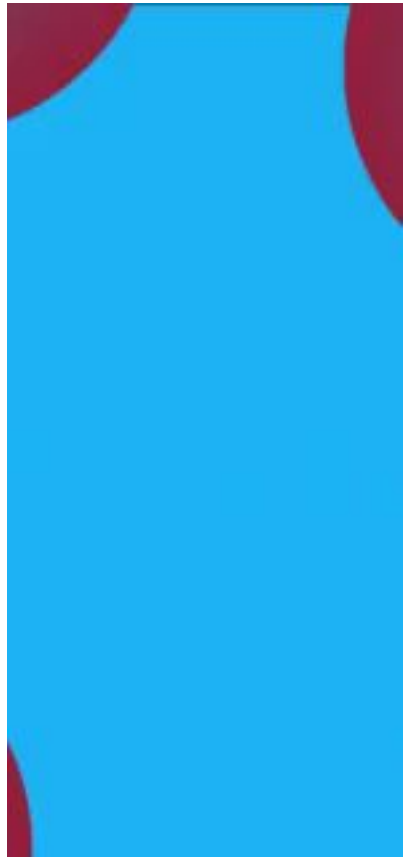
Splash Screen

iOS



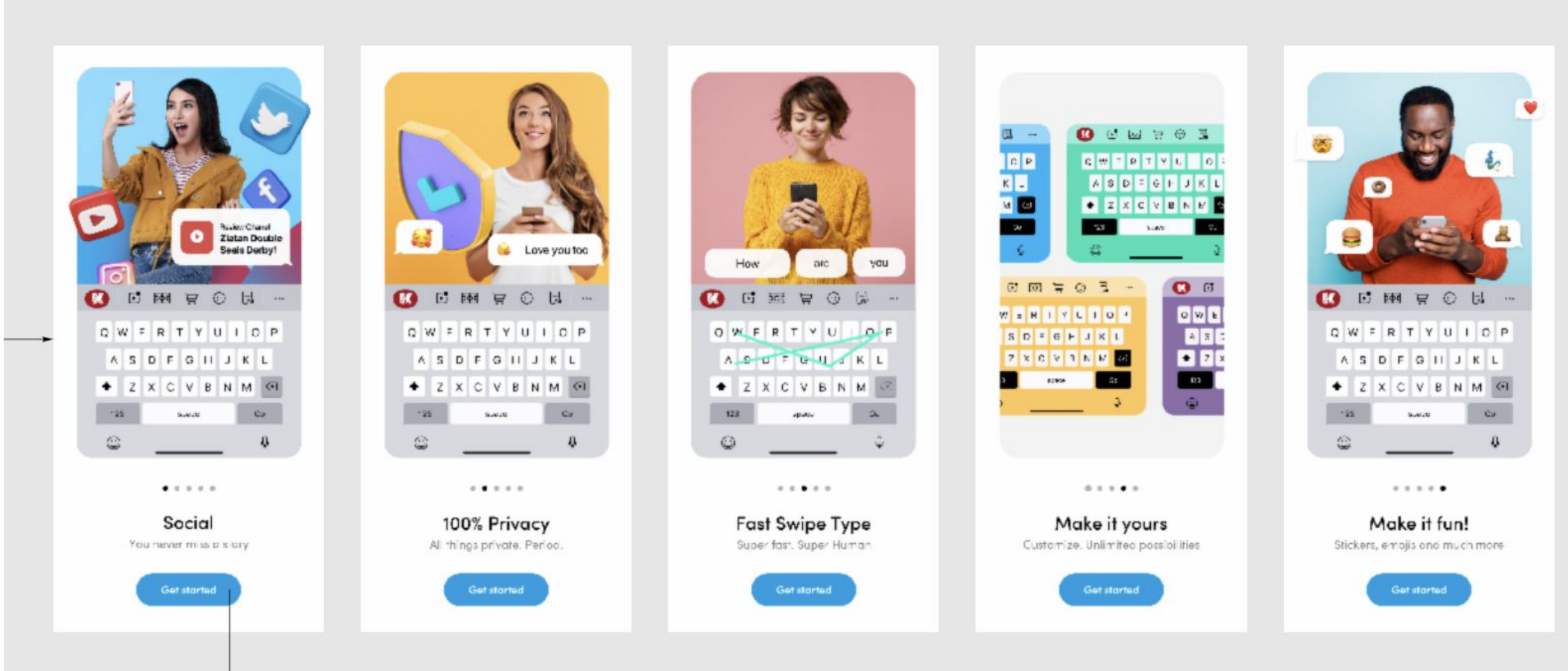
Анимированный сплеш экран под каждого партнера.
С простыми анимациями фейд ин и фейд аут.





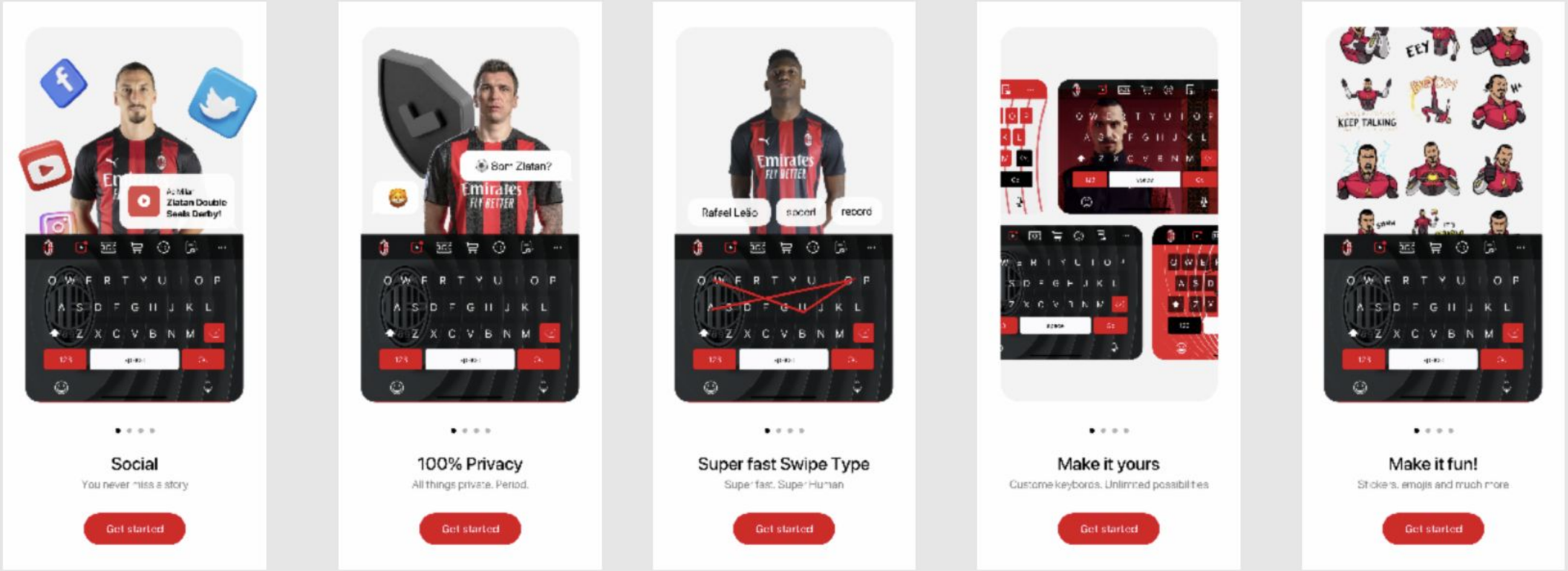
UI Keemoji keyboard

Маркетинговые экраны лучше сделать статичными изображениями



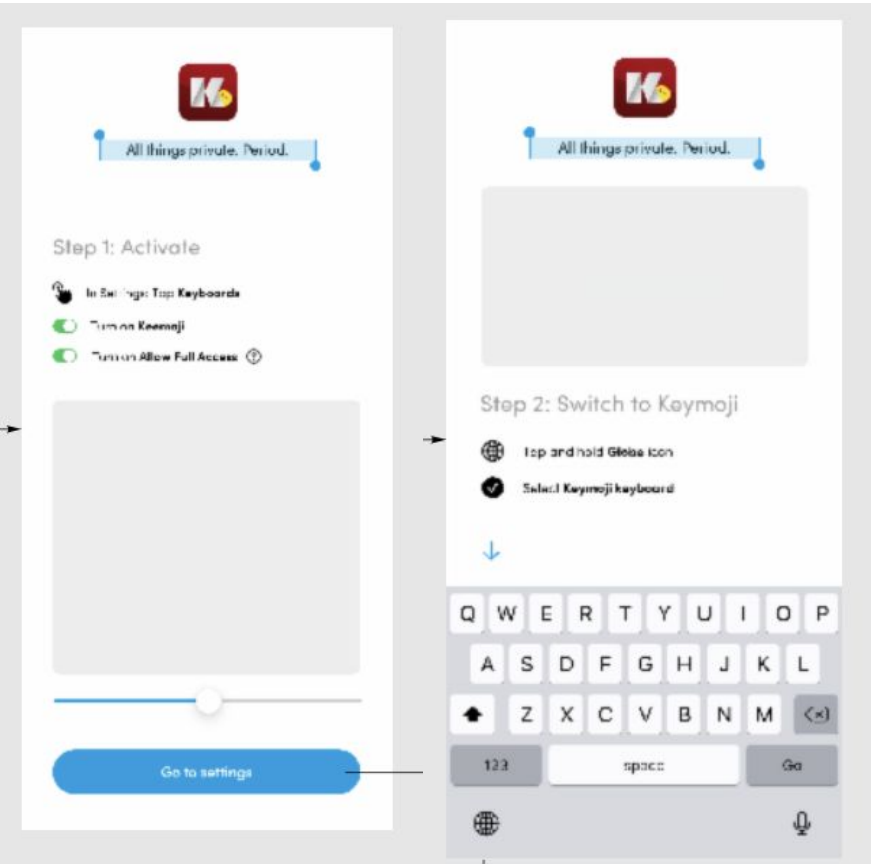
UI Keemoji keyboard

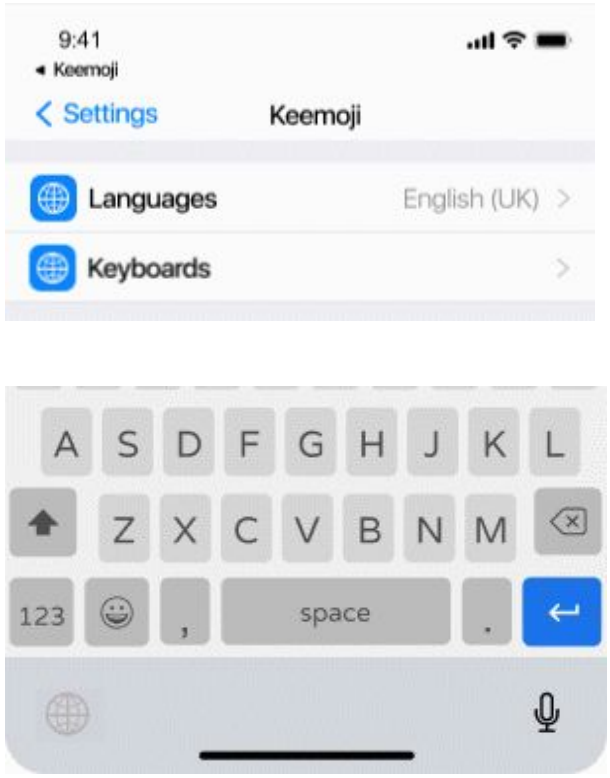
Маркетинговые экраны лучше сделать статичными изображениями

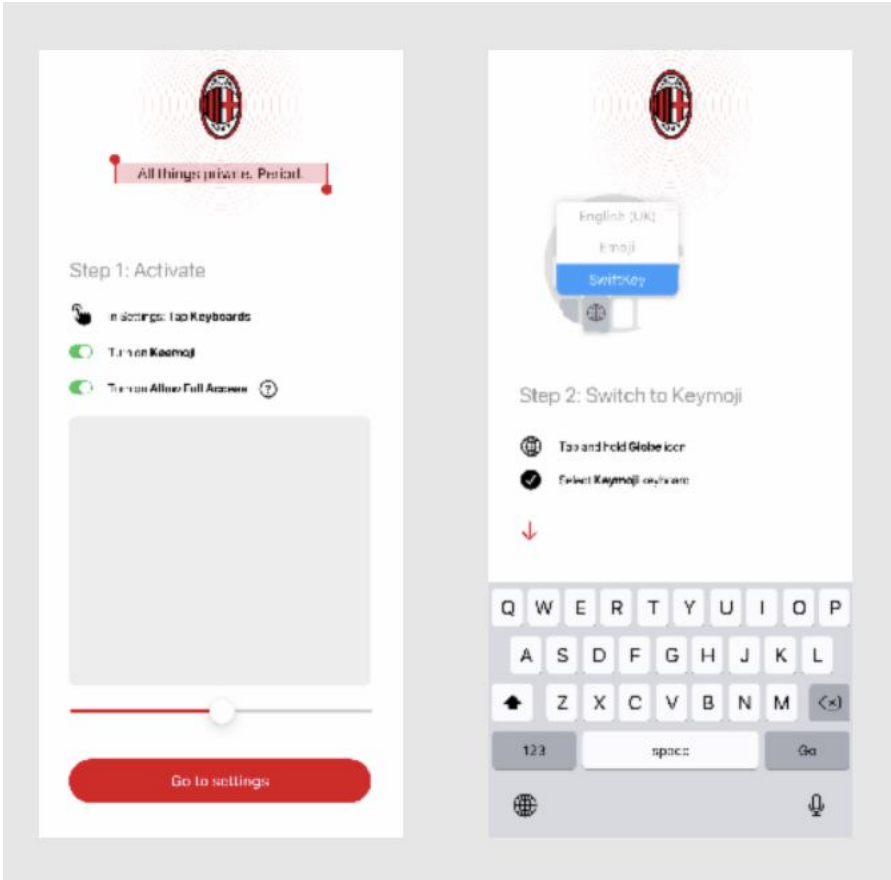


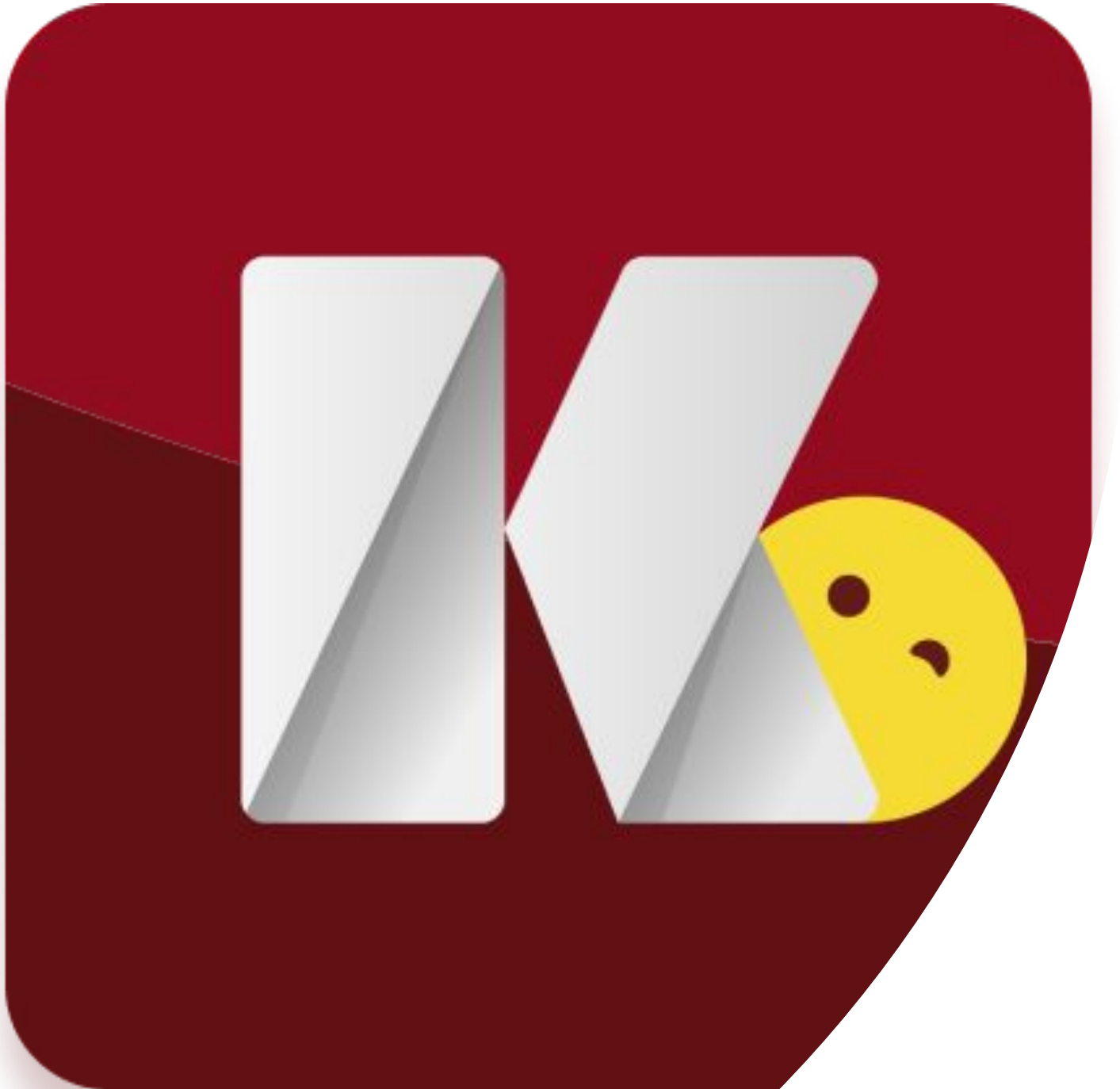
UI Keemoji keyboard

Анимируем только шаг 1 и шаг 2









Спасибо!

За терпение ;)