

UX Consultancy for **binpress** by Daniel Newman

As per previous recommendations, the header area presents an These buttons attract high quality traffic, but the experience after click binpress NIO ) 回 O LOG-IN Search projects opportunity to better communicate the brand promise and provide more through is less-than-ideal. Ensure click-through pages are appropriately comprehensive navigation. Recommend implementation of improved titled to match buttons from front page; consider giving these buttons header as per prior recommendation. more prominence. Kickstart your software project What are you working on? WEBSITE DESKTOP A Binpress is the marketplace for commercial open-source projects. Main message is strong, but could be improved through use of This link is a low-clicked element; terminology likely is unclear to new Over 1,000 components listed and 1.5 million hours saved! Create new open-source corresponding visuals. Additionally, the curation story needs to be told visitors. Consider renaming or removal. here. Consider adding open-source iconography or time/money tickers, and improve messaging around curation and expert review as to why BinPress components can be trusted. PDFTouch SDK for iOS Featured PHP Paypal API class iPad Newsstand PDF Starter Kit PHP Paypal API class Current rotator is problematic for SEO & usability. Additionally, imagery is Commander Cool iOS Platformer Though pricing bubbles immediately communicate "marketplace"/"store", TOT The simplest way to handle online transactions using PayPal. Get started Starter Kit quickly with Express Checkout, Direct Payments, recurring payments, IPNs and VID they may also scare away users who hadn't considered paying money for not compelling. Consider recontextualizing as a static element or user-Midi Animation Starter Kit for iOS more using this PHP PayPal API class. a component—even if they were ultimately persuadable via the product driven interactive element, and utilizing featured imagery from E-Course Maker iOS Starter Kit \*\*\*\* pages. Pricing is most useful in list views, where comparison is important. PHP product page. Consider A/B testing removal of pricing elements from homepage. Alternatively, consider decreasing prominence. Collectively, these links are the most-clicked elements on the page OBJECTIVE-C JAVA PHP C# JAVASCRIPT RUBY PYTHON C/C++ However, they currently appear to be filtering elements whereas clicking Users who are engaged in content may not expect to find 'more' buttons them takes the user to a new page—a potentially jarring experience. + More popular Popular in the upper-right corner of the various sections. Consider moving Consider redesigning to add iconography, add number of components 'more' buttons to a more prominent location. per language, and ensure element doesn't "read" as a filter. Quiz App Starterkit iPhone + iPad a... Story Book iOS App Template (iPad ... In-app purchase verification Additionally, ensure that click through experience is properly titled. uild a fully featured iOS quiz app Complete Xcode project. Ready otects against in-app purchase 0 made app for a iPhone, iPad or Universal (iPad+iPhone) picture dd multiple choice questions with vpass tools such as 'iAP Cracker' U ny combination of text, picture, sing a hosted receipt verification At a glance, it may be difficult to determine which components are for ideo and true / false questions, and ook. Replace existing jpeg images ervice Each section could benefit from stronger imagery. Consider moving which languages. Consider increasing prominence of language or towards increased use of imagery per-section. \*\*\*\*\* \$99.99+ \*\*\*\* \$19.99+ \*\*\*\*\* \$24.99+ adding iconography. Photo Effects SDK for iOS VideoStream SDK for iOS PepperUI for iOS werful video streaming clone of the famous UI in Paper by hoto effects framework for iOS ications, Photo Effects SDK ective-C framework for iOS ftyThree app for iOS with various 1 es with 35+ ready to use photo ces with support for multiple Comments and reviews are the only indication that the site is 'alive' at otocols & formats (mms, http cts with extensible architecture present, and they are barely visible on the homepage. Consider \$74.99+ \*\*\*\* \*\*\*\*\* \$49.99 \*\*\*\* enhancing social proof by including more user data and/or real time data (e.g. 'recently updated', 'being viewed now', etc.) O Recent releases + More recent Vkontakte iOS SDK v2.0 English Edit... jQuery Fixed WidgetBar for Wordpr... Mail App Template (iOS7) **R** powerful & flexible Vkontakte iOS WordPress plugin for adding a Mail app is an iOS7 template xed toolbar to your site or blog for xed navigation, advertising space W mimicking the design and best features that exist in application 5DK v2, English Edition other relevant content. like Gmail and Mailbox. Includes Objective-( PHP Objective-C \$9.99+ New release \$14.99+ New release \$99.99+ Money Social Template (iOS7) Band Mate App Template (iOS7) Activity App Template (iOS7) Band mate is an iOS7 template for Activity app is an iOS7 template Money Social is an iOS7 template ombining the best features from op fitness apps. Get a functional building music applications. Get a functional native code base and with a fantastic foundation to build 1 Co your social app from. With 1 beautiful artwork with excellent UX native code base, eye-catching nspiration from Facebook, Pinterest Objective-Objective-C \$99.99 \$99.99+ ALL PROJECTS Tutorials section is not presently active, and the concept of what a tutorial is not fully communicated in this context. **Consider removing** 'Project proposals' is not a descriptive enough label to stand alone. Project Proposals 🗅 Tutorials section from homepage temporarily. Alternatively, decrease Create yours 🔸 More proposals Consider adding additional description/marketing text. prominence of older content, and add introductory microcopy about Introduction to SASS: Installation to • 0 Local weather by zipcode PowerPoint presentations usage what tutorials are. for iOS by Will 💄 2 viewer / editor for iOS by by Toseef Sadiq on Jul 23 Tiles are not compelling in current format, and some click throughs are to Elliot 👤 1 Create a Fluid ListView with the • 0 inactive projects. Consider reformatting listed proposals to eliminate ViewHolder Pattern by Mohit Deshpande on Feb unnecessary blank icons and choosing proposals with the most recent WordPress based Travel Openstreetmap OpenGL activity to ensure a quality click-through experience. Create a Virtual Pet Game with HTML5 Vector Map Rendering Site by Zeeshan 💄 5 Engine for iOS by Jay 💄 3 by Pablo Farias Navarro on Feb 1 Create a Mobile HTML5 Farming Game by Pablo Farias Navarro on Oct 16

Potential 'false bottom' to the page. **Consider eliminating full-width** section dividers.

This quote is good, but some are overly-specific to the product, or too brief (e.g. "Very good."). Consider re-curating content to ensure these reviews don't only reflect positively on the product, but on BinPress as a whole.

Press logos may be confusing without a click-through action, and press coverage is relatively old. **Consider shrinking prominence of press logos, and linking them to a new subsection of the About page highlighting past press mentions.** 

Blog content is of high quality, and is underplayed in the footer. Additionally, this is not a feed, but rather a hand-curated list of posts **Consider making this more prominent, and auto-populating from live feed.** 

Numbers on social widgets are of likes/follows on BinPress's respective pages/profiles but clicking on any of the three opens the platform's sharer, instead of the expected behavior of opening BinPress's page/ profile. Consider changing click actions to visit the BinPress pages/ profiles.

on Jul 28 'Featured reviews' page is not well-trafficked, and doesn't seem useful in + More featured review What our users say: helping users find a specific product. **Consider removing action** entirely. On Piano Keyboard for iOS: " I was guite impressed with the guality of this product. The final piano solution was full featured, very responsive to keystrokes, and sounded absolutely perfect. The code was minimal and introduced me to quite a few new concepts that I haven't encountered yet! It's not just that this component saved me money and time, I could have never created a product this well done on my own. I was completely unaware of a few of the technologies used in this product. 11 Phillip Davis 'Read all reviews' links to the page of reviews that the current fettered \*\*\*\*\* review is from, which seems like the wrong action for such a prominent button. Consider changing primary action to instead be browsing READ ALL REVIEWS projects by best reviewed first. SMASHING . Customer logos may be more impactful than press logos. Consider THE NEXT WEB sitepoint adding customer logos, possibly higher on the page. With the changes to the site header, the footer navigation can be From the blog Open-Source Projects Participating simplified and reorganized. Consider restricting site-wide footer to reedom, beer and open-source Terms of service better reflect primary site sections. Privacy policy Affiliate program FAQ [Software] Pricing Redacted We're hiring! FAQ is low-trafficked, and seems redundant to other 'About' content. Consider removal. TAKE THE SURVEY f 10290 **y** -540 164 going to? help us find out! Has the survey been successful as a lead-gen or news creation tool? What is its future? Full listing of all new components is accessible via RSS, but not presently via email. Consider adding an email sign-up functionality for subscribers to receive updates on new components, blog posts, and proposals.

Create a Mobile HTML5 RPG

## Findings & Recommendations for Browse

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As per previous recommendations, the header area presents an Current filter list is a mix of "object types" (proposals vs. components), bindress All projects 🗧 \$ Search projects 间 O ) 🖳 O LOG-IN SIGN UP opportunity to better communicate the brand promise and provide more sort orders (popularity, release date), and real filters (collections, comprehensive navigation. Recommend implementation of improved languages, categories). Consider completely overhauling presentation header as per prior recommendation. of options for browsing components to completely disambiguate Browse Propo 1 between the various options. Vkontakte iOS SDK v2.0 English Edition jQuery Fixed WidgetBar for Wordpress Sorting by popularity and release date make sense, but additional sort A powerful & flexible Vkontakte iOS SDK Collections A WordPress plugin for adding a fixed orders might assist customers discover relevant projects. Consider Proposals seem out of place when presented intermingled with products. Web developm avigation, advertising space on other Consider a completely separate page for browsing proposals, only adding sorting by average review, update date, and price. ant content Mobile development PHP presenting proposals on the 'browse' page after all products for a Desktop development \$9.99+ \$14.99+ New release New release given set of filters. <> Languages Band Mate App Template (iOS7) Mail App Template (iOS7) ActionScript Mail app is an iOS7 template mimicking Band mate is an iOS7 template for the design and best features that exist in applications like Gmail and Mailbox. ouilding music applications. Get a unctional native code base and beautiful includes original PSD files, artwork with excellent UX. Includes C# Objective-0 Objective-O 'New release' is a good substitute for reviews, but could be even more Java \$99.99+ \$99.99+ New release New release motivating. Consider adding date of release. lavaScript Lua Activity App Template (iOS7) Money Social Template (iOS7) Nesting platforms/frameworks/devices under their respective languages Objective × Activity app is an iOS7 template Money Social is an iOS7 template with a is somewhat confusing at present. **Consider reworking appearance of** fantastic foundation to build your social app from. With inspiration from Frameworks combining the best features from top fitness apps. Get a functional native code base, eye-catching beautiful artwork with and the second second AppKit Frameworks/Platforms to increase clarify of relationship. Facebook, Pinterest and other social UIKit Objective-0 Objective-O Platforms \$99.99+ \$99.99-New release New release iPad If 'Save for Later' iconography is changed (as per my previous PDFTouch SDK for iOS iPad Newsstand PDF Starter Kit recommendations, change this icon as well. Mac A fast and customizable Objective-C Publish a magazine or newspaper as a 'Social proof' is another trust signal. Consider adding number of લ્ડી nobile iPad app with this starter kit. PHP ramework for reading and rendering II ☺ reviewers alongside the star icons, and add another measure of PDF files in iPhone and iPad apps. Build Features include background PDF Python PDF reader apps or use it as a PDF viewer vnloading, PDF magazine issues, popularity (e.g. 'number of views', 'number of downloads', etc.) Ruby Objecti ★★★★★ 🖌 Featured \$499.99+ \$349.99+ VB.NET Categories If organic measures of popularity are properly displayed, this badge may jQuery Fluid Content Scroller Chat - Messaging SDK for iOS Advertising no longer be necessary. Consider removing 'featured' badge in favor of jQuery Fluid Content Scroller Plugin Fully featured customizable Objective-C makes navigation through long item lists smooth and easy. Plugin is represented Audio / Video / Images framework to display and manage message based conversations - similar to other measures of popularity. Database with the tabbed navigation panel at the Whats App or Messages. Quickly add Ecommerce JavaScript \$99.99+ Editors (Content / Media / Others) Even without clicking 'More', the fixed sidebar element is overly tall at Game Development many resolutions. Clicking more makes it behave oddly on almost all More ... 🗣 Finance App Template (iOS7) UIDynamics Helpers + More devices. Consider changing away from a fixed -position, strict list view. Gorgeous iOS 7 style (Flat) App design This set of classes will save you hours of template with specific screens for your next Finance app. UI design and sample e when working with Col 9 stems, allowing you to set up and test Publish your code included. nplicated collision boundaries in no Create project Objective-C These items are very dissimilar from the remainder of the navigation Objective-( Browse tutorial \$99.99+ options in the sidebar. Consider presenting separately (possibly at the end of all results?) or relying on site-level navigation to access these. jQuery Notifications Plugin Smart Social Share A wordpress plugin for hiding and Notify is a beautiful, easily integratable displaying contents in posts and pages based on a set of conditions including and flexible jquery plugin which allows you to easily show notifications of various ypes to your users visit time and vertical scroll. PHP JavaScript \$9.99+ \$16.99+ Epub3 Reader for Android WordPress Form Builder and Processor ... AJAX Ajax Form Pro is a form builder plugin for A fast and customizable Epub reader and wer component for Android. Wordpress. It allows you to build online form in a matter of minutes without any Form Pro The '+' at the end of most prices may scare away users who are on the programming knowledge. Package PHP Java lookout for hidden costs. Since the lowest price is always a valid price \$549.99+ \$18.99+ (there are just additional options available), consider A/B testing the removal of the plus sign from all list views. Events and Activities for iOS **HiPC SQLite** vents and Activities for iOS is a A convenient, extensible, higherformance C++ library with a concise igh-level interface dedicated to inserting component for presenting events in your iOS application with a simple yet beautiful **•** 12 r interface. The package includes a sqlite tables, outperforming even th Objective-0 \$19.99+



## 'Zero Results' Configuration

This text could be improved for users whose searches return no results. Consider changing the message to "Sorry, we couldn't find any projects for the keywords 'Lorem Ipsum'. You can <try browsing all projects> or <submit your idea to the community>."

