G-Mail App. vs G-Mail Website Comparison

Website: https://mail.google.com/mail/u/0/#inbox **App:** G-mail

The **Gmail web page** and the **Gmail application** share a similar visual design and layout in many ways but differ in some key areas due to the limitations and differences in platforms of web vs. mobile.
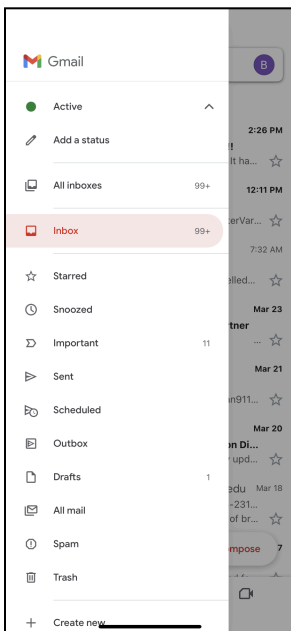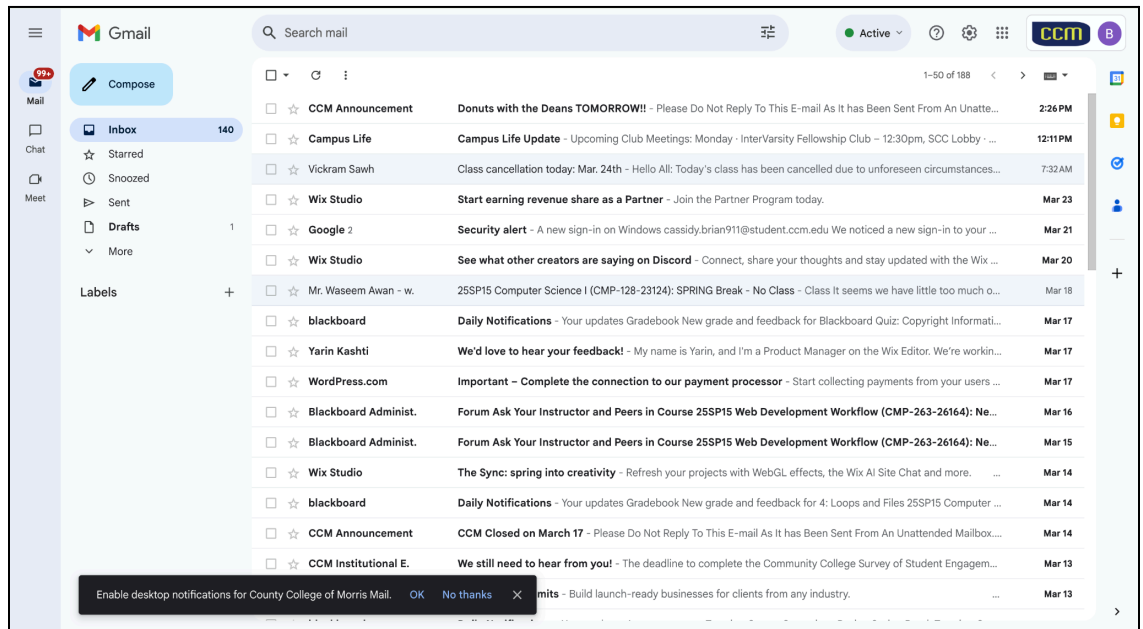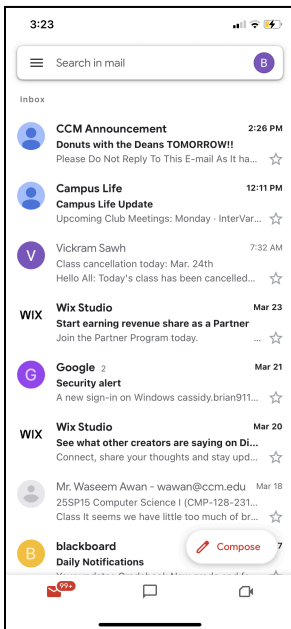
Similarities:

Overall Theme and Design:

○ Both the web page and the app use a clean, minimalist design offering a modern, intuitive look.

○ The use of colors is consistent across both, with white and light gray backgrounds, occasional use of blue.

Inbox Layout:

○ Both versions organize emails into threads, with the most recent message at the top. The emails are displayed in a list, showing the sender's name, subject, and the start of the email body.
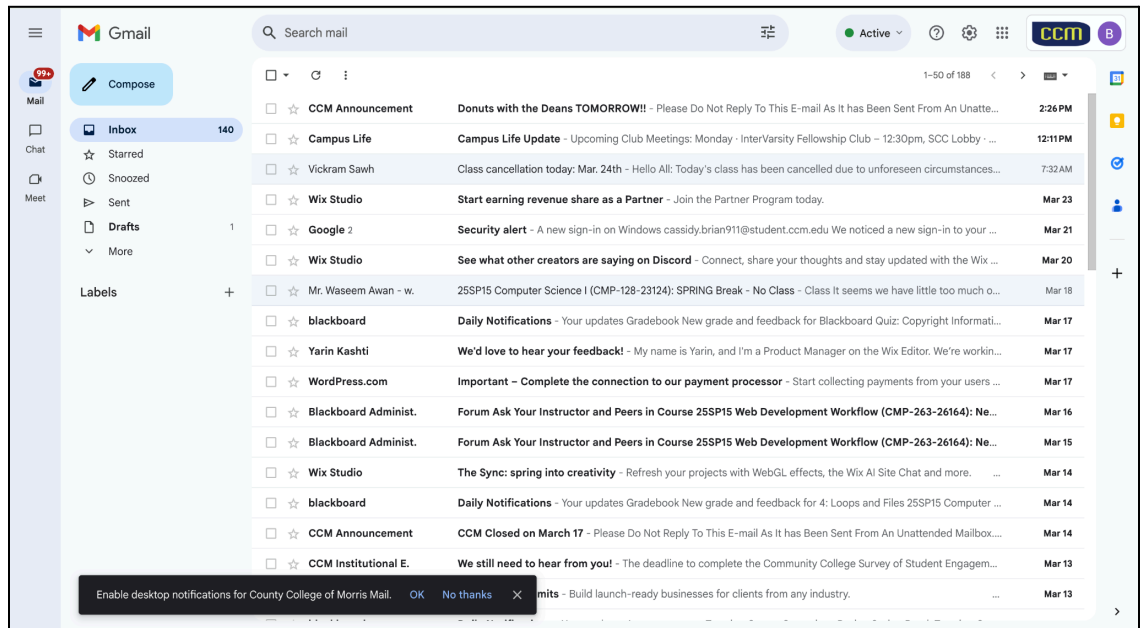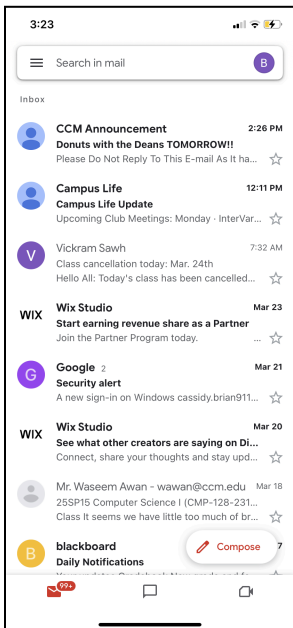
Search Bar:

- ○ Both the app and the web have a search bar at the top to allow users to quickly search through their emails.

Differences:

Screen Layout:

Web:

- ● The web version has a more expansive layout because it can take advantage of a larger screen. The left sidebar is always visible, and the email list takes up most of the screen, with the selected email opened to the right in a larger window. There's also a top navigation bar with links to Google Apps, user profile, and settings.

Mobile App:

- ● The app is designed for smaller screens, so it uses a more compact and stacked layout. The left sidebar is hidden by default behind a hamburger menu, and emails are shown in a stacked format with less space around them. The interface is more touch-friendly, with bigger buttons and swipe gestures for actions like archiving or deleting.
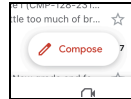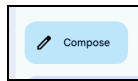
Compose Button:

- On the web version the compose button is located on the top left side of the screen within the main menu. On mobile, it is at the bottom-right corner, and is a floating action button, while on web it is stationary.

Navigation:

- ○ **Web:** Navigation on the web version is more traditional, with a top and side navigation bar and clickable menus. You have easy access to settings, labels, and different folders through the left sidebar.

- ○ **Mobile App:** On the app, the navigation is simplified, relying more on swipe gestures and a bottom navigation bar for quick access to Mail, Search, and Settings. Some features are hidden in menus or require more taps to access.
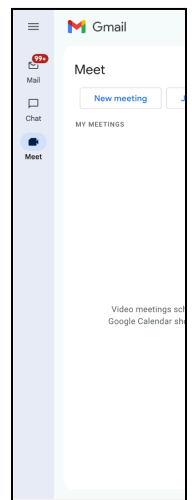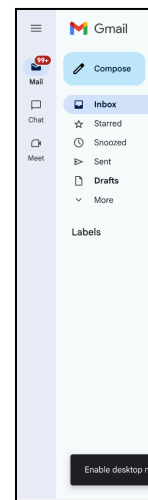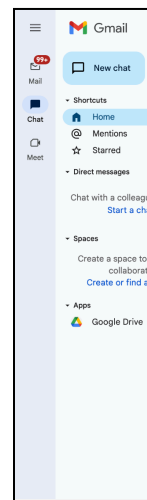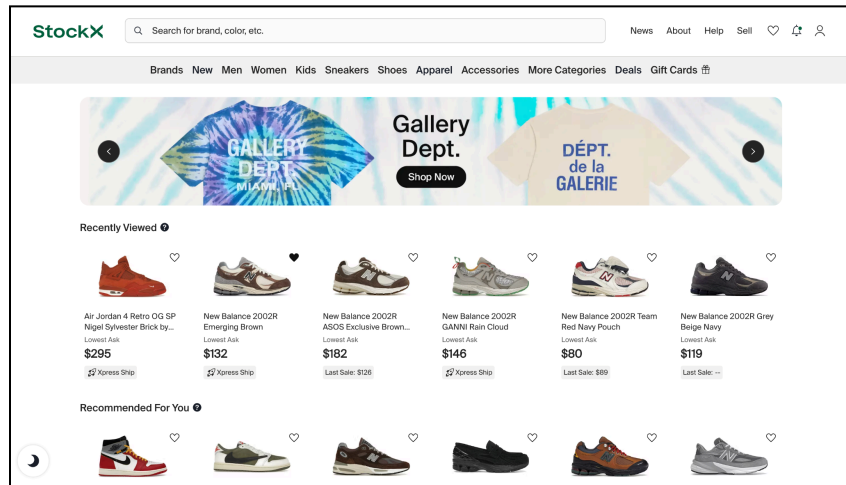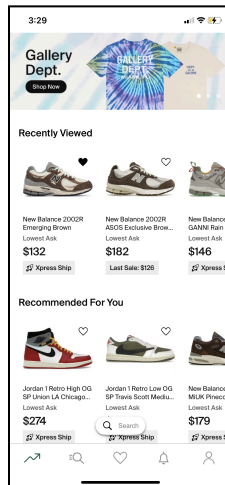

<u>StockX App. vs StockX Website Comparison</u>

The StockX webpage and the StockX mobile application share a similar core design language but are tailored to the differences in screen sizes between web and mobile platforms.
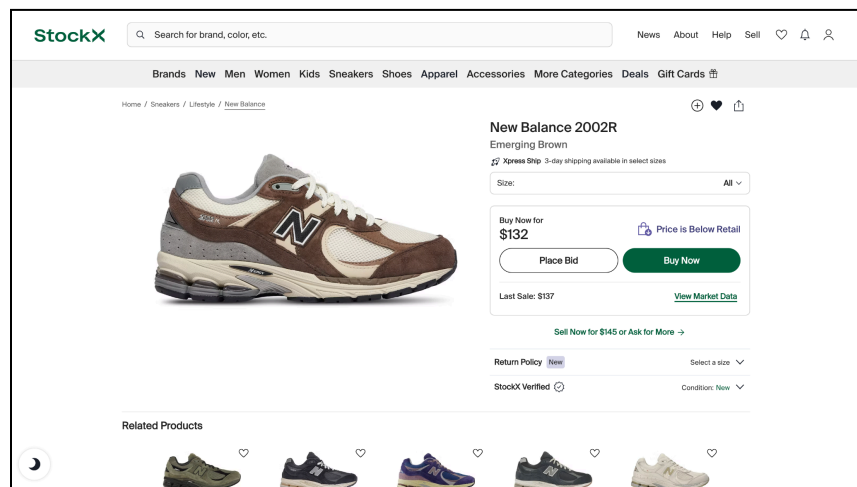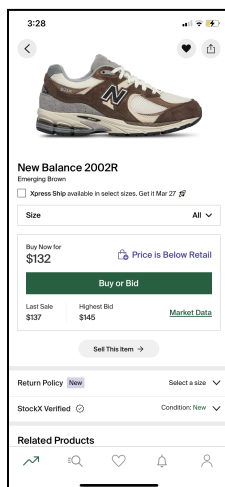
Similarities:

Brand Identity and Design:

- Both platforms share StockX's clean, minimalist design with a heavy emphasis on product images and clear typography.

- The color scheme is consistent across both the webpage and the app: dark tones like black, gray, and white with green accents for buttons and highlights.

Product Pages:

- On both platforms, individual product pages provide detailed 360 degree views, including high-quality images of the items, size options, and pricing information.
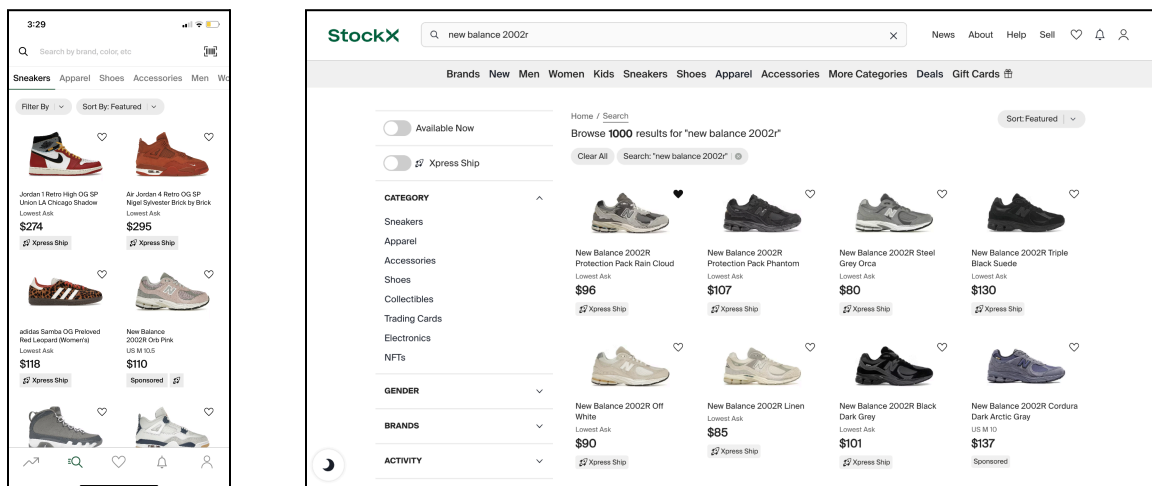
Search Functionality:
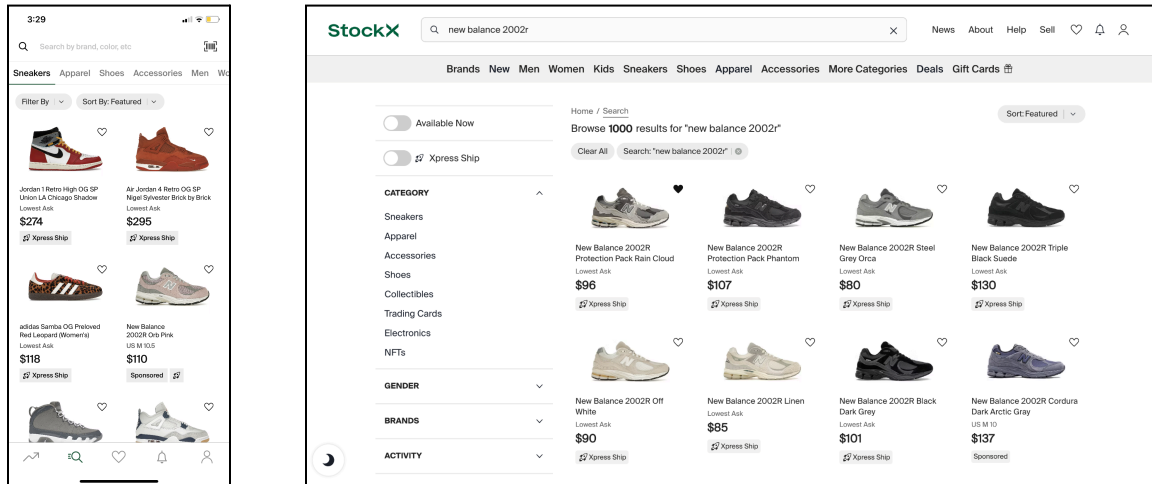
- Product search results are displayed in a grid format on both the webpage and the app.

Differences:

Screen Layout:

- **Web:** The webpage can take advantage of a larger screen and multiple columns, allowing the homepage and product listings to display more information at once. The grid of products is accompanied by filtering options on the left sidebar, giving more space for product details and visuals.

- **Mobile App:** The mobile version uses a more compact, vertical layout due to the smaller screen. The products are stacked vertically with the filtering options often hidden in a dropdown or slide-out menu. The design is optimized for touch gestures and one-handed navigation.

Navigation and Menu Layout:
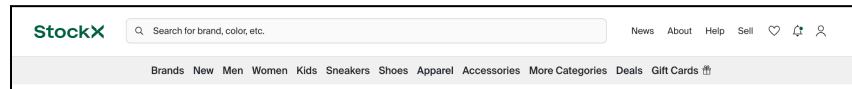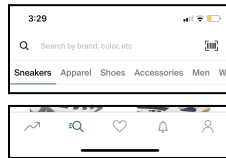
- **Web:** The navigation bar is positioned at the top of the webpage, with a drop down menu underneath that shows categories for what you are looking to browse. Next to the search bar there are icon buttons for Favorite items, Notifications, and Profile.

- **Mobile App:** The mobile app has a bottom navigation bar that provides shortcuts to key sections like Your Portfolio, Search, Favorites, Notifications, and Profile.