A Study on Formativeness of Delivery App Icon Design

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Abstract

Objectives: In a number of applications of various functions, icon design is a very important factor in predicting and recognizing the function of app. Thus, we carried out a study on delivery app icon design in line with market expansion of delivery app of more than 1 trillion won. Methods/Statistical Analysis: This study is to conduct the app icon analysis based on the elements of visual design. Three brands with the highest number of downloads were determined as the study target and app icon of the target was analyzed according to the design elements. We were to identify the position of the icon of the current delivery app through the analysis of used colors, contents and layout of images and text including the outermost shape forming the icon. Findings: According to the findings, although slightly different, the corner of all three brands was the rounded square shape and warm colors and colors were used in two brands and one brand, respectively. It seems to allow users to easily recognize the brand with their eyes by using warm colors with the nature of expansion than cold colors with the nature of shrinkage and can be also interpreted because of symbolism of warm colors used in the images of food more frequently than cold colors. For the image use, all three brands of 'Baedaltong', 'People of Delivery', 'Yogiyo' used illustration images. In the image use, a motorcycle or character with the delivery bin symbolizing the symbol of delivery appeared in two brands and the brand name was layed out on the white dish in the remaining one brand. Both direct method directly expressing delivery food and indirect method symbolizing food in a broader sense were used. The text used in the icon was extremely limited and the contents containing modifiers and information including the abbreviation of the brand name were written as the text. This is interpreted as a phenomenon caused by the constraint that needs to describe the features of the app in a small area. Improvements/Applications: This study extends to the rest of brands about delivery app and also it should have added another detailed element for a higher faith.

Keywords: Delivery App, Icon Design, Layout, Smart Phone, Recognition

1. Introduction

The increase of smart phone ratio is emphasizing the importance of the devices and their interaction. The visual perception is the essential feedback in the input process. App[1] is short for application software or application and a content application program used in smart devices. Thus came into front the use of smart phone application where carrying a smart phone will do all the work. Thus the introduction of smart phone application overcomes all the drawbacks of the earlier systems. In[2] a variety of app design, an app icon is a starting point serving as the gateway to each app as well as the important part which must have the function to predict the functions of the app at a glance. Starting from the past simple flat icons and currently changing into 3D Icons and animated flash icons, splendor is being added to icons shown in the mobile. Excellent graphics add fun and excitement to any

app. An[3] icon is a small picture to represent a button and object formed with the development of computer and is a symbol of modern interface design. Furthermore[4], since the release of Smartphone, app has been developed and released into various and segmentized functions day by day and therefore, the design of app icon became more important for users. Thus, this study is to analyze app icon design around the most popular delivery app.

2. Methodology and Contents

2.1 Overview and Status of App

App stands for application and refers to the application software that can implement various functions by installing the desired dynamic information in a standardized manner regardless of the operating system due to mobile environmental changes of Smartphone. Changes[5] in the digitized environment due to Smartphone are moving from the offline in the contents market to online, mobile application. According to the scale and prospect of the world contents market of[6] through statistical data of Korea

Creative Content Agency, a growth rate of about two times is forecasted in 2017 compared to 2012[6]. (Figure 1)

(Unit: $ million)

2.2 Overview and Status of Delivery App

According to Korea Consumer Agency (KCA), the current delivery app market shows the size of more than 1 trillion won and hence, the competition among delivery app companies was found to be very fierce. The delivery app is an application with a system to order delivery food with Smartphone and users can obtain information on users' reviews about each delivered food including the most popular restaurants as well as order of the desired menu. Thus, we are to analyze the app icon of 'Baedaltong', 'People of Delivery', 'Yogiyo' ranked as No. 1,2,3 among domestic delivery apps.

3. Elements of Visual Design

3.1 Form

A form is a certain shape of a construct forming any structure or the whole[7] and research on forms can be said
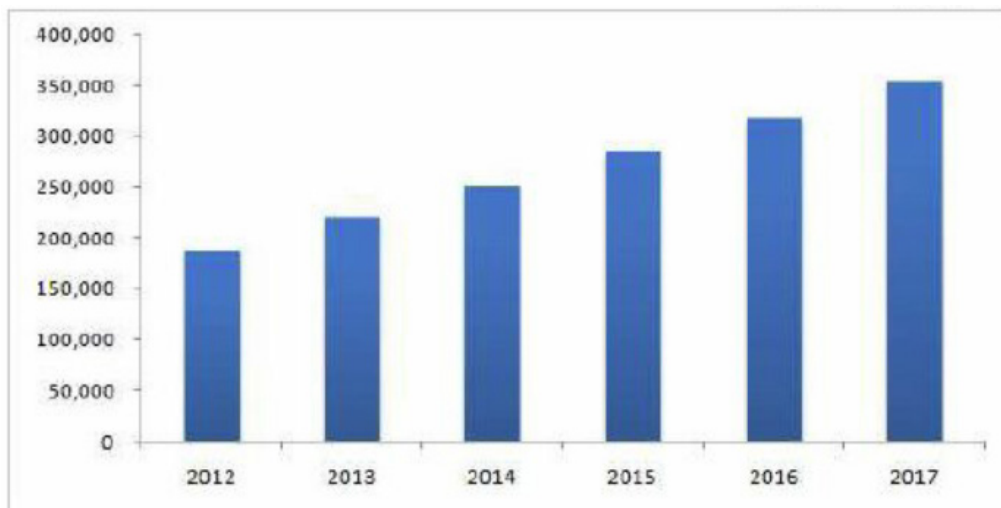

Figure 1. Overview and status of delivery app.
*Source: PWC (2013)

to be the foundation of any design process because it is to identify the structural order of the object. As[8] applications became popular, the importance regarding app icons 'visual and usage factors have heightened. With designs of various app icons appearing, a market overload took place, and app icons that get chosen in a market like this is only extremely few. When it comes to this, we think that morphological factors of app icons through visual perception induce users' desirability, and that through this it makes people download them. Therefore[9], the form of an app icon must be able to express exactly what it means even in a situation where additional elements such as color or animation and text are not applied because it acts as a crucial meaning sign in conveying the information and function that the icon means. Visual[10] communication is the process of sense and perception by the eyes and brain. The start of perception is from forms in the theory of sense. That[11] is, too complicated and difficult forms may act as an element that interferes with the recognition of other elements.

3.2 Color

Humans are known to have the ability to identify up to 5 million different colors. However, this is the aspect only in terms of distinguishing colors one by one and emotions people feel in one color appear very diversely and each individual shows different trends and characteristics. Also[12], linguistic images and visual images can be said to be applied in combination to color images. A color image acts as a means of communication beyond language. Objective understanding of colors and exact perception of color images will enable the rational use of colors that can satisfy the various desires of consumers in color planning. Using[13] right colors gives right contents to users while wrong ones leads to the ill effect to the users in icon design. Therefore[14], the exact meaning association for the use of the icon is possible when identifying the characteristics of the color during production of an app icon and using it properly.

3.3 Image

The image is very important role in the Formative elements. Images can be divided into photos and illus-

trations. A photo is the expression method which is the most effective in direct visual communication to users. Sending a message through photos is simple but you must be careful because using excessively large images or large capacity of images significantly slows down the loading speed. Illustration is an element that simplified the image and is recognized as the communication art suitable for circumstances, purpose. Illustration is recognized to users as an emotion which is more intimate than photos. Therefore[15]; illustration is used more frequently than photos when trying to give an intimate feeling.

3.4 Text

Text is the most accurate in delivering information. But on the other hand, text will not be any help at all if you haven't learning it. Text applied to icon can be divided into two kinds of 'a case that text itself is applied as a symbol image' and 'text as text information to complement the description to the symbol image'. The former serves to deliver more accurate information by adding text information regardless of to which type the icon belongs. Also[16], despite its advantage of telling what it means more clearly than anything else, text should accurately mention only the core part because there is concern that images may look complicated if the length is longer. In[17] particular, an App icon should tell the information regarding its function to users in a relatively narrow range and hence, the proper use of text is very important.

4. Analysis of Icon Design of Delivery App

This study is to conduct the app icon analysis based on the elements of visual design. We were to identify the position of the icon of the current delivery app through the analysis of used colors, contents and layout of images and text including the outermost shape forming the icon. According to the Table 1, although slightly different, the corner of all three brands was the rounded square shape and warm colors and colors were used in two brands and one brand, respectively. It seems to allow users to easily recognize the brand with their eyes by using warm colors with the nature of expansion than cold colors with the

Table 1. Analysis chart of Icons

Brand	Icon	Outer shape	Color		Image	Text
People of Delivery		Square with rounded corners	Main color	R :42 G :193 B :188	Appearance of a character and motorcycle, the symbol of delivery	'Baemin', the abbreviation of the brand name is located in the upper right corner
			Secondary color	R :104 G :81 B :65		
			Point color	R :255 G :255 B :255		
Baedaltong		Square with rounded corners	Main color	R :250 G :208 B :38	Located a character and food Baedaltong, the symbol of delivery	Marked a modifier 'Number One' in the upper right corner
			Secondary color	R :245 G :134 B :39		
			Point color	R :255 G :55 B :0		
Yogiyo		Square with rounded corners	Secondary color	R :225 G :34 B :26	Marked the brand name on the white dish	Put 'delivery' in the upper right corner to convey information
			Secondary color	R :255 G :255 B :255		
			Point color	R :241 G :186 B :77		

nature of shrinkage and can be also interpreted because of symbolism of warm colors used in the images of food more frequently than cold colors. For the image use, all three brands of 'Baeda tong', 'People of Delivery', 'Yogiyo' used illustration images. In the image use, a motorcycle or character with the delivery bin symbolizing the symbol of delivery appeared in two brands and the brand name was layed out on the white dish in the remaining one brand. Both direct method directly expressing delivery food and indirect method symbolizing food in a broader sense were used. The text used in the icon was extremely limited and the contents containing modifiers and information including the abbreviation of the brand name were written as the text.

5. Conclusion

App Inventor's intuitive blocks programming allow mobile app developers to focus on design and programming logic instead of language syntax. In[18] a number of applications of various functions, icon design is a very important factor in predicting and recognizing the function of app. Thus, we carried out a study on delivery app icon design in line with market expansion of delivery app of more than 1 trillion won.

In the outer shape, all the corners had the rounded square but the degree of curves was designed differently and two brands of red 'Yogiyo' and yellow 'Baeda tong' showed warm colors and 'People of Delivery' was designed with a cold color of blue-green. In the images used, motorcycles symbolizing delivery and Baeda tong appeared with a character in 'People of Delivery' and 'Baeda tong' and 'Yogiyo' used only the white dish as a image.

In the text, all three icons conveyed information through modifiers of No. 1, delivery including their brand names in the upper right corner. Due to the nature of icon displaying the information in a very narrow range, it was found that all three brands temperate colors and information shown to users is also expressed very briefly. In addition, all three brands were inducing the awareness of users by using symbolic images associated with food and arouse a familiar feel with illustration characters without

using the images of photos of realistic expression. That is, rather than complex and heavy images, design of light images using the symbolism as much as possible is suitable for app icons that allow users to quickly find and run the app icon of the function they want among many app icons. This research is a incomprehensive. So this study extends to the rest of brands about delivery app and also it should have added another detailed element for a higher faith.

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