REDTUBE
OFFICIAL MOBILE APP

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About the project

While I'm writting these lines, www.redtube.com receives more than 25M visits per day and around 120M page views per day, with mobile growing bigger and bigger every month as the platform of predilection.

The website isn't fully responsive but is providing a similar service on desktop by maintaining its consistant navigation scheme. My mission was to design its first native experience on mobile, while refreshing its brandig and easing the access of some of its powerful hidden features.

My work on the Redtube Official Mobile App began by meticulously planning the user's journey, crafting the screen layouts and the information architecture. From the initial splash screen, and the simplified log-in and sign-up processes, to the actual content.

The typography and the color swatches have both been carefully crafted in harmony to reinforce a sense of brand identity, although always with emphasis on creating a clean and straightfoward interface.

The different functionalities available in the Redtube Official Mobile app are rich and multi-dimensional. Content pages, powerful search system and fully customizabe filters are all brought together with an always-open - yet discreet - navigation system, and a dynamic Floating Action Button (FAB), designed for simple and smooth use of the app, following the latest Google Material Design guidelines.

The result is a sophisticated and stylish product, that offers a good range of different features and... while maintaining a primary focus on the users and the content.

01. LOGIN SCREEN

02. MAIN SCREEN

03. MENU

04. SEARCH AUTOCOMPLETE

FONTS

GOOGLE FONTS ROBOTO

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

This is the normal family, which can be used alongside the Roboto Condensed family and the Roboto Slab family.

https://www.google.com/fonts/specimen/Roboto

roboto thin	ROBOTO THIN
roboto thin italic	*ROBOTO THIN ITALIC*
roboto light	ROBOTO LIGHT
roboto light italic	*ROBOTO LIGHT ITALIC*
roboto regular	ROBOTO REGULAR
roboto italic	*ROBOTO ITALIC*
roboto medium	ROBOTO MEDIUM
roboto medium italic	*ROBOTO MEDIUM ITALIC*
roboto bold	**ROBOTO BOLD**
roboto bold italic	***ROBOTO BOLD ITALIC***
roboto black	**ROBOTO BLACK**
roboto black italic	***ROBOTO BLACK ITALIC***

COLORS

GOOGLE MATERIAL DESIGN GUIDELINES

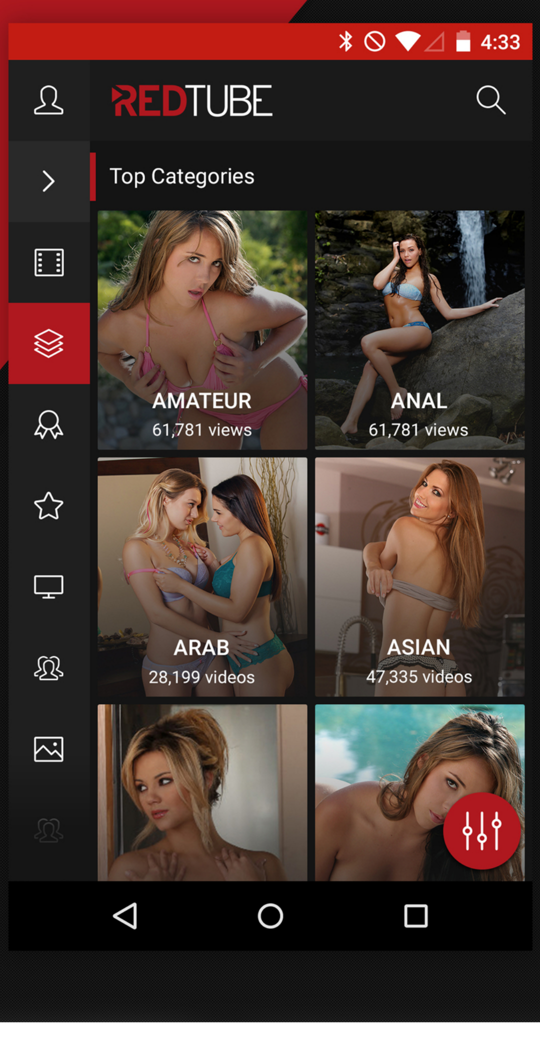
Color in material design is inspired by bold hues juxtaposed with muted environments, deep shadows, and bright highlights.

For our native app, I chose to maintain the consistancy with the current branding of Redtube, while still taking inspiration from the Google Material Design Guidelines, which resulted in the creation of this color swatch:

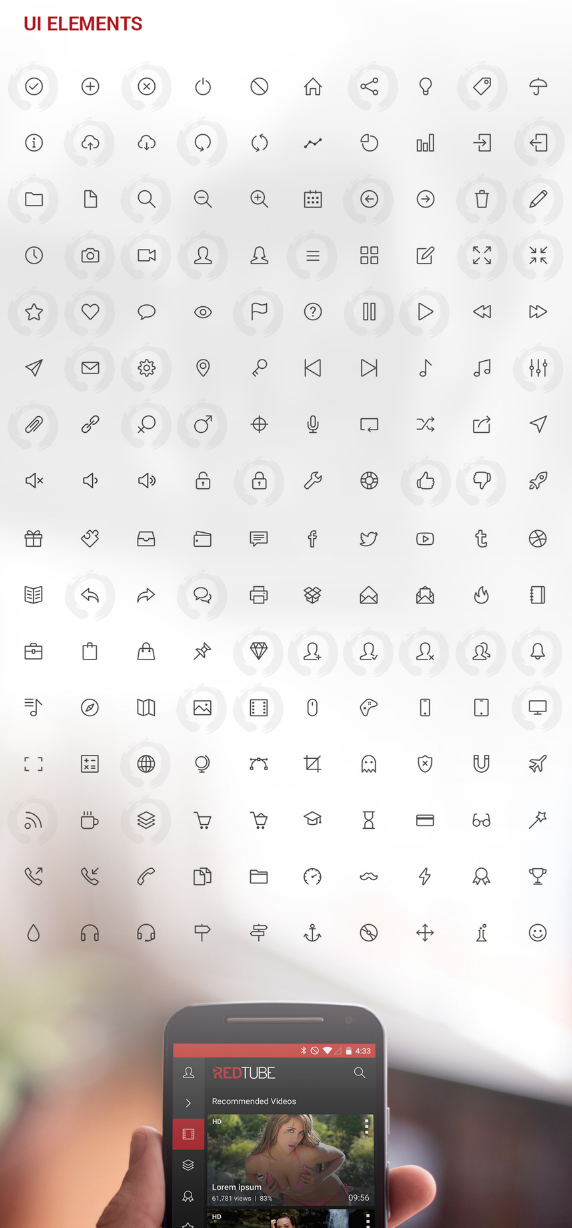
Red	
500	#F44336
50	#FFEBEE
100	#FFCDD2
200	#EF9A9A
300	#E57373
A100	#FF8A80
A200	#FF5252

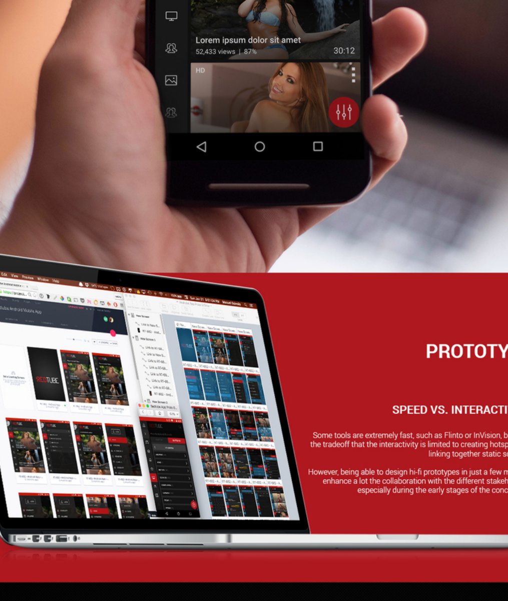
400	#EF5350
500	#F44336
600	#E53935
700	#D32F2F
800	#C62828
900	#B71C1C
A400	#FF1744
A700	#D50000

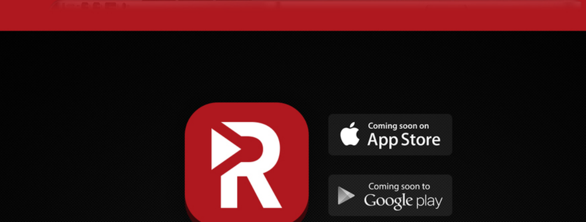
iOS & ANDROID



UI ELEMENTS







PROTOTYPE

SPEED VS. INTERACTIVITY

Some tools are extremely fast, such as Flinto or InVision, but with the tradeoff that the interactivity is limited to creating hotspots for linking together static screens.

However, being able to design hi-fi prototypes in just a few minutes enhance a lot the collaboration with the different stakeholders, especially during the early stages of the conception.

Coming soon on App Store

Coming soon to Google play

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