



Avira Optimizer

Mainview and feature accessibility

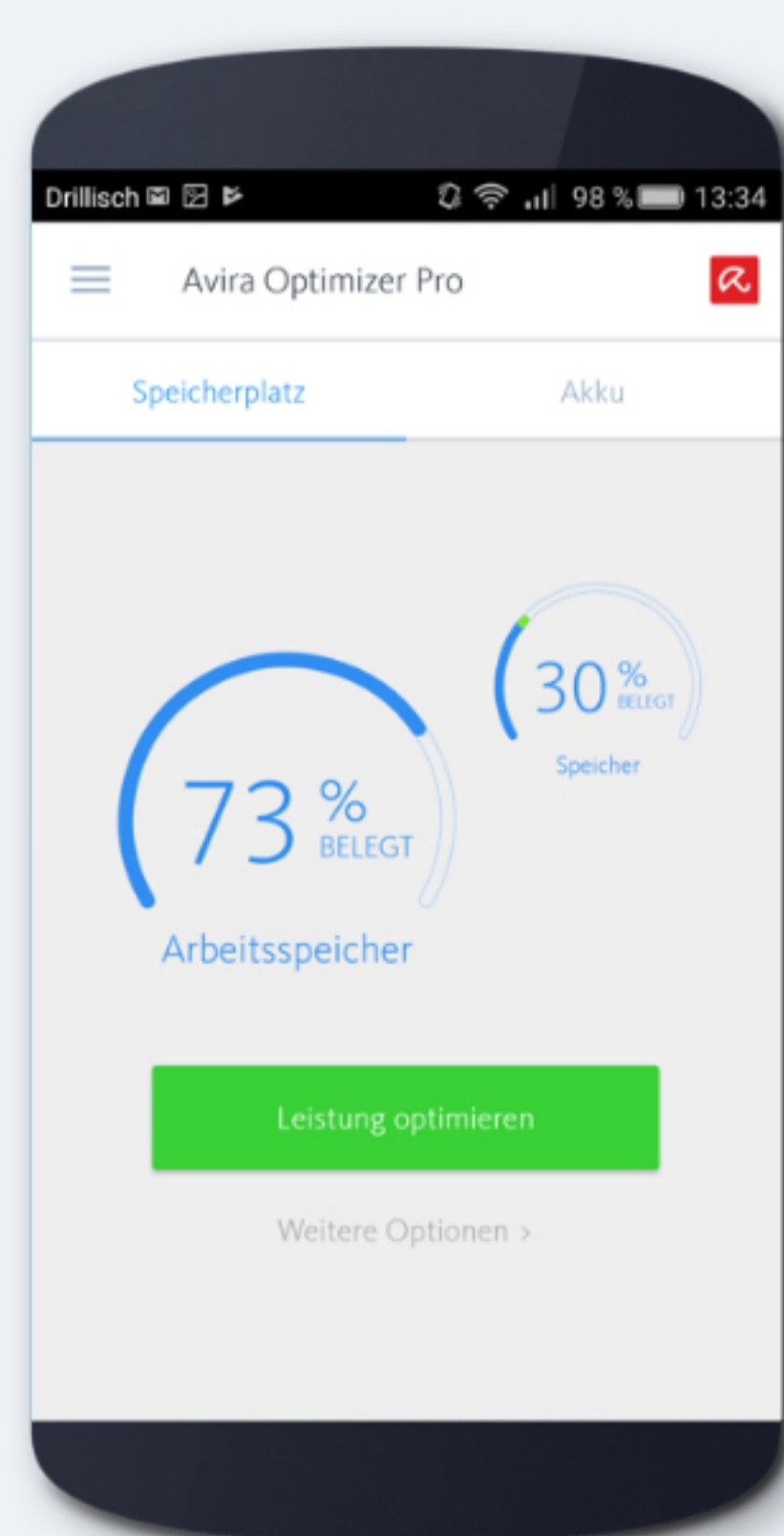
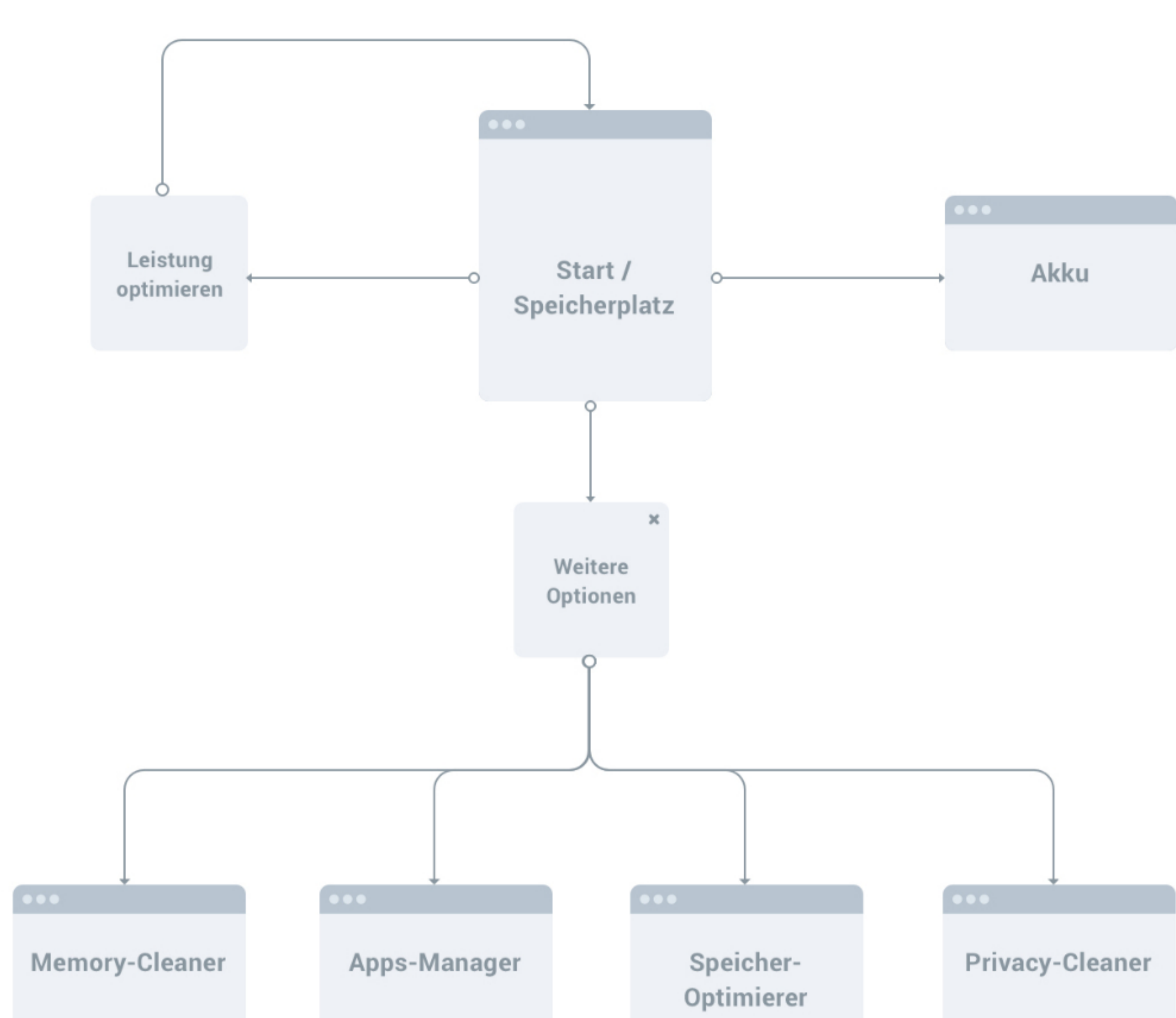
Design draft by Kevin Winhard

UX conception

Ziel war es, das Konzept einer neuen User Experience zu entwerfen.

Client: Avira
Services: User Experience
Year: 2017

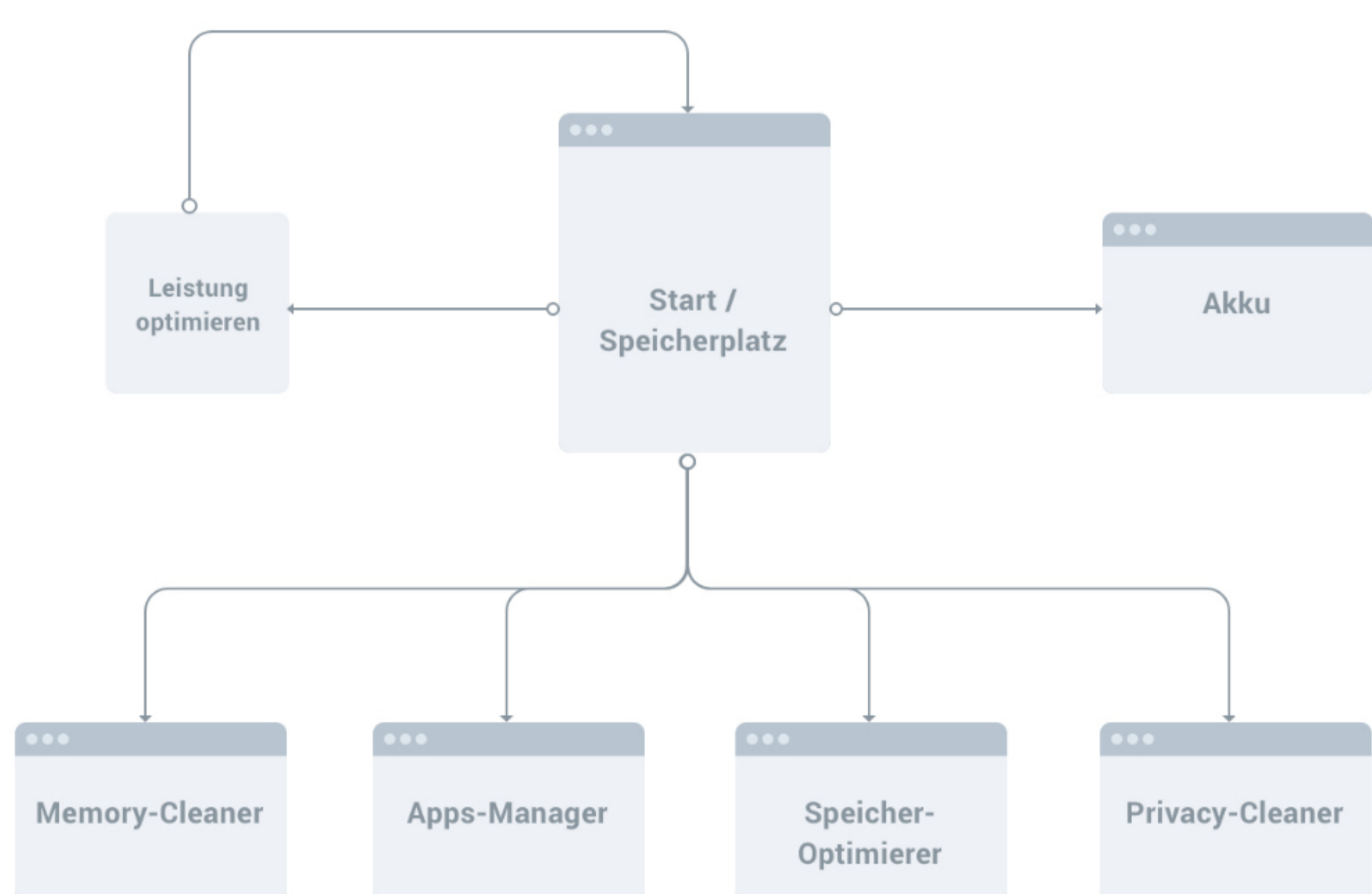
How it works today



The Problem

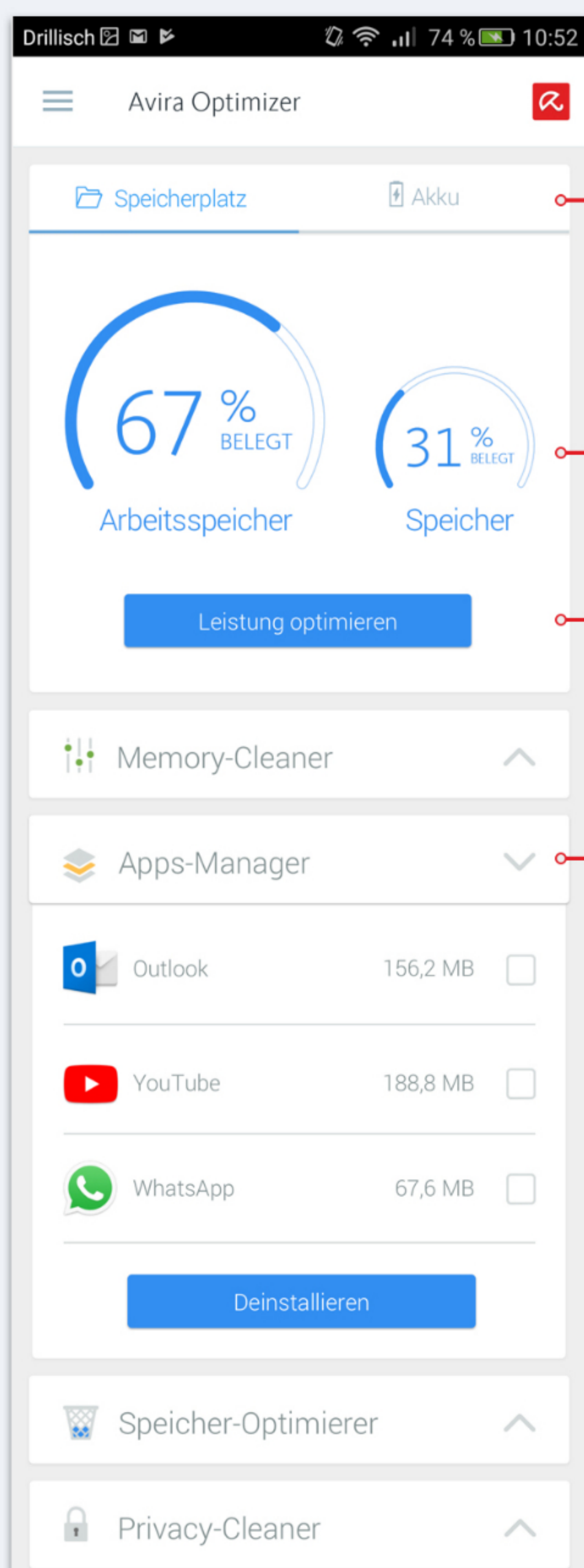
- ‚Speicherplatz‘ and ‚Akku‘ are not clearly identifiable on the first view
- The main focus is pointed towards the CTA
- The sub-pages behind ‚Weitere Optionen‘ are difficult to find
- A lot of the most important space is not used

The Solution



How the design works

While following parts of the avira styleguide, I decided to group important elements and combine equivalent parts visually while keeping the functional behavior of those elements listed on the main view.



Added icons to the toggle bar to make ‚Speicherplatz‘ and ‚Akku‘ look more clickable.

Brought the important elements on the same horizontal level.

Changed the size and color of the main CTA to have a more blended first impression of the overall look and feel

All sub-pages of ‚Weitere Optionen‘ were brought to the front page as foldable navigation elements.

This way it's easy to implement containers whose content still consists all the functionalities and behaviors of the existing sub-pages while changing the structure and the layout marginally.

