Redesigning WEBTOON's iPad App for Universal App Consistency
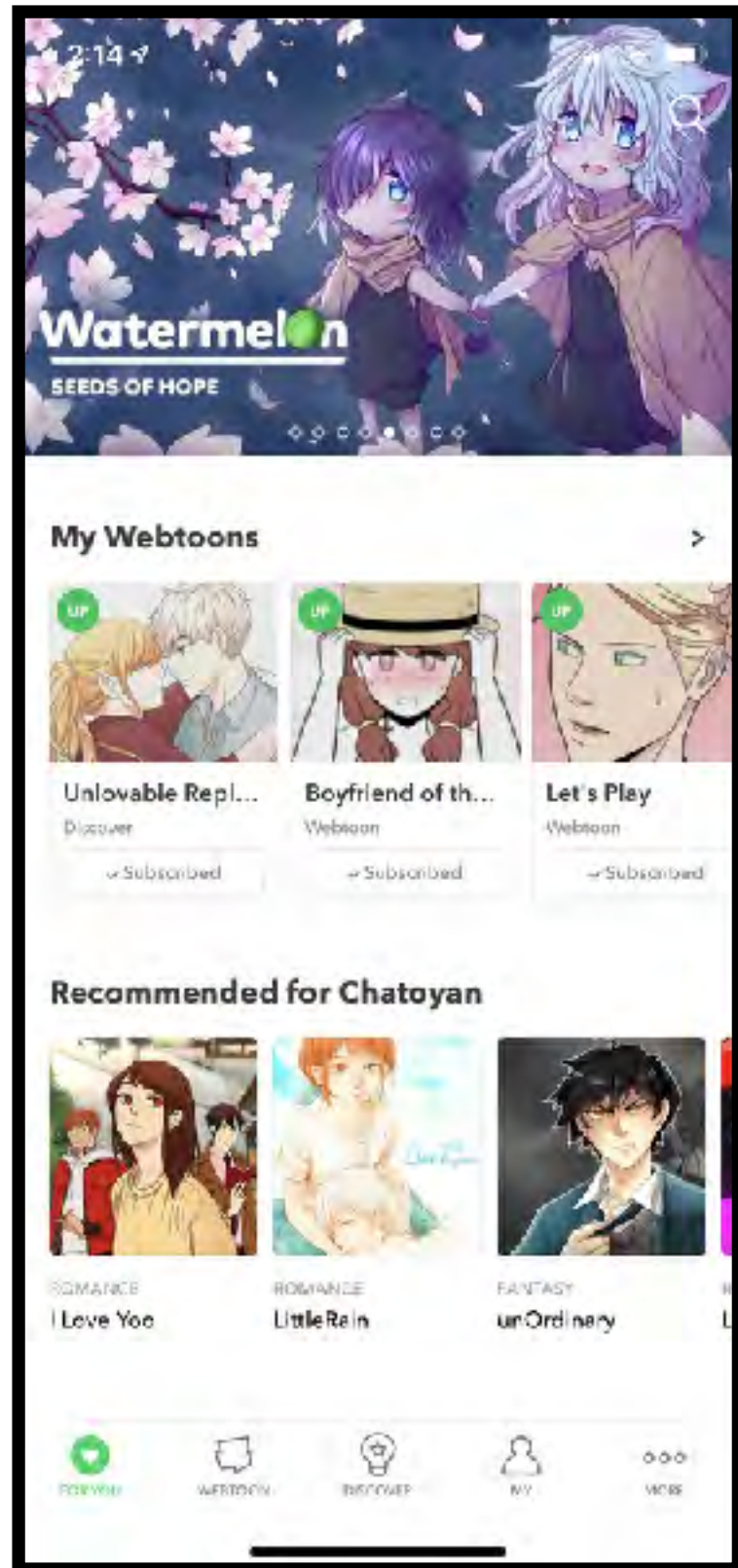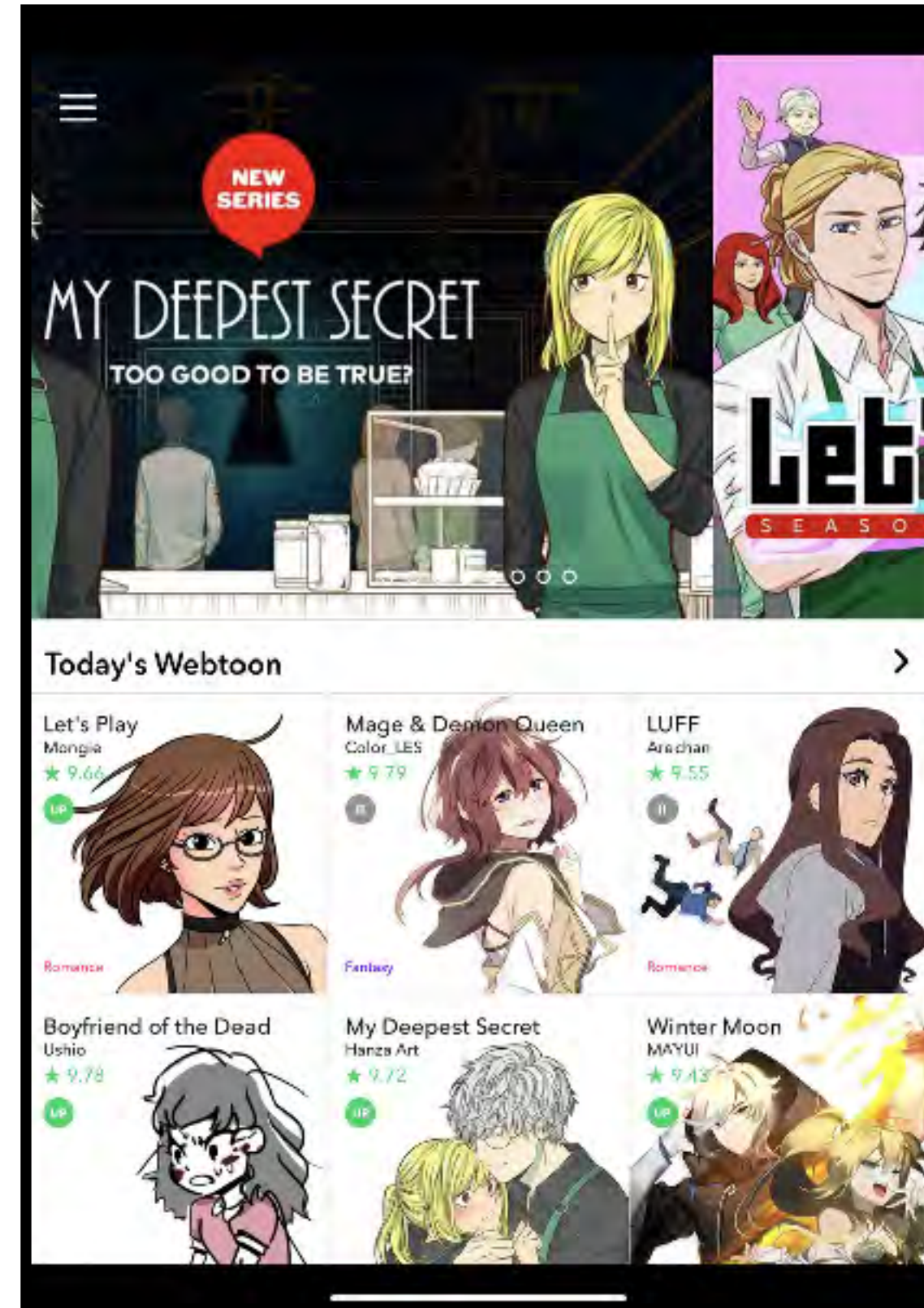
WEBTOON

Problem Space

Mobile version →

← iPad version

On the App Store for iPad, two versions
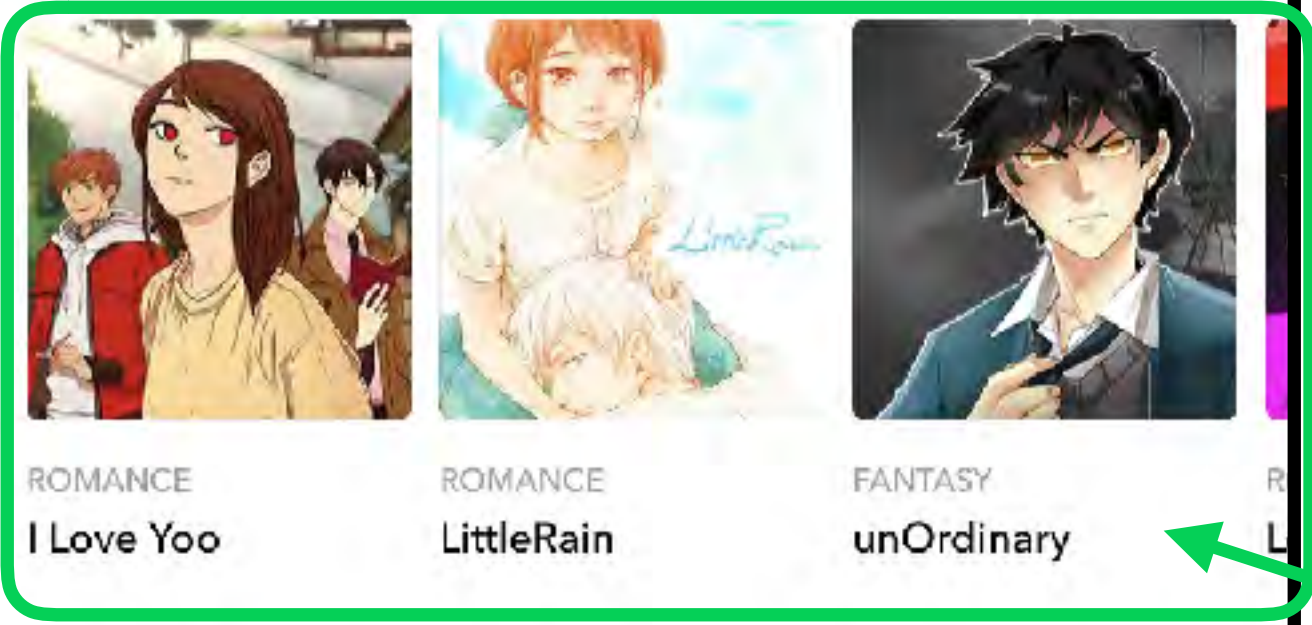of the LINE Webtoon app exist.

Problem Space

Mobile version

iPad version

It's then interesting to see that the iPad version of the app is structured differently to the mobile version! Let's take a closer look…
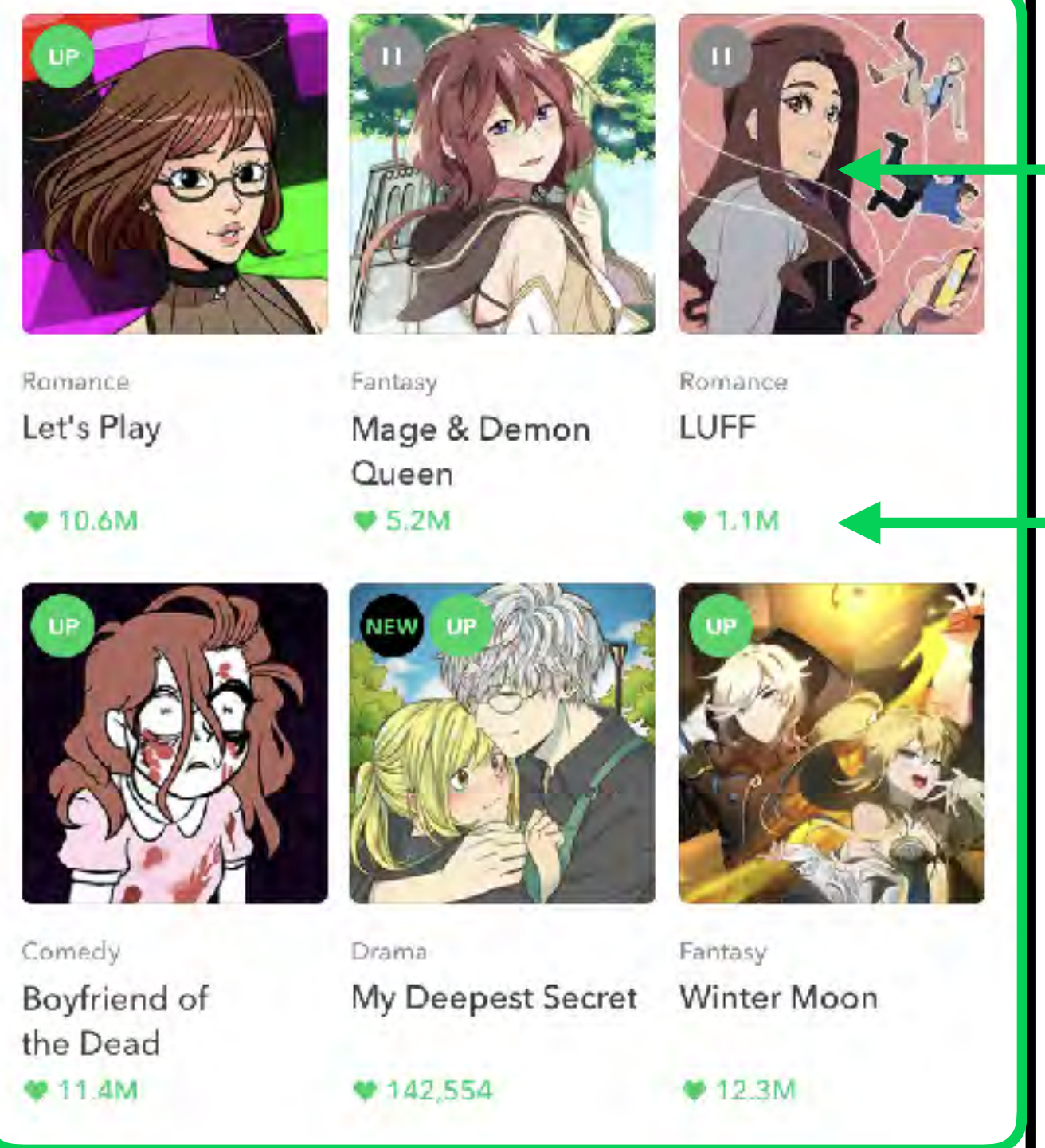
Recommended for Chatoyan

ROMANCE
I Love Yoo

ROMANCE
LittleRain

FANTASY
unOrdinary

Modal navigation drawer

Carousel format

Daily

Romance
Let's Play
♥ 10.6M

Fantasy
Mage & Demon Queen
♥ 5.2M

Romance
LUFF
♥ 1.1M

Comedy
Boyfriend of the Dead
♥ 11.4M

Drama
My Deepest Secret
♥ 142,554

Fantasy
Winter Moon
♥ 12.3M
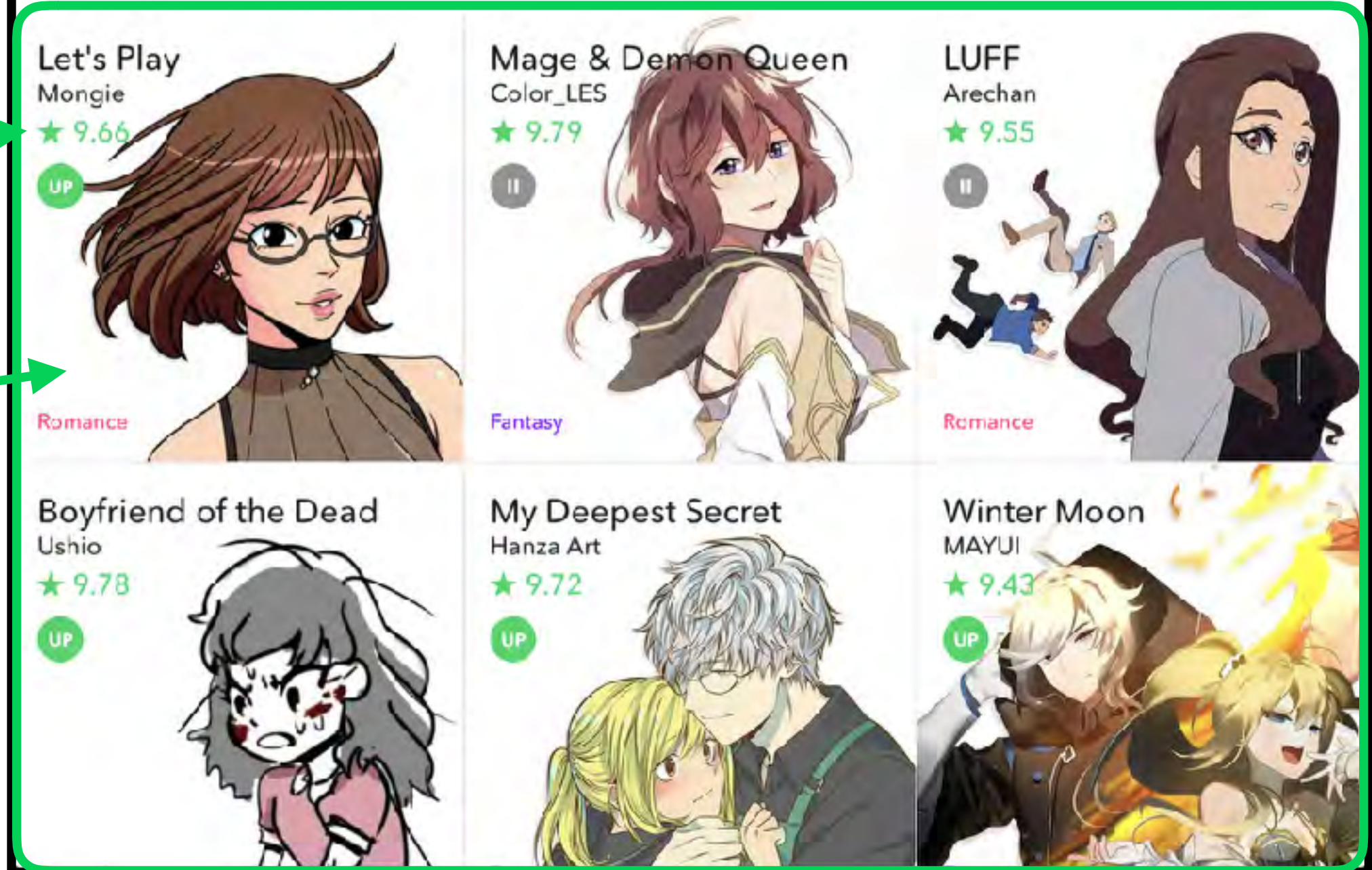
Updated grid format for "Daily"

Stars for iPad
Liked hearts for mobile

Grid format with transparent splash art as opposed to ones w/ background

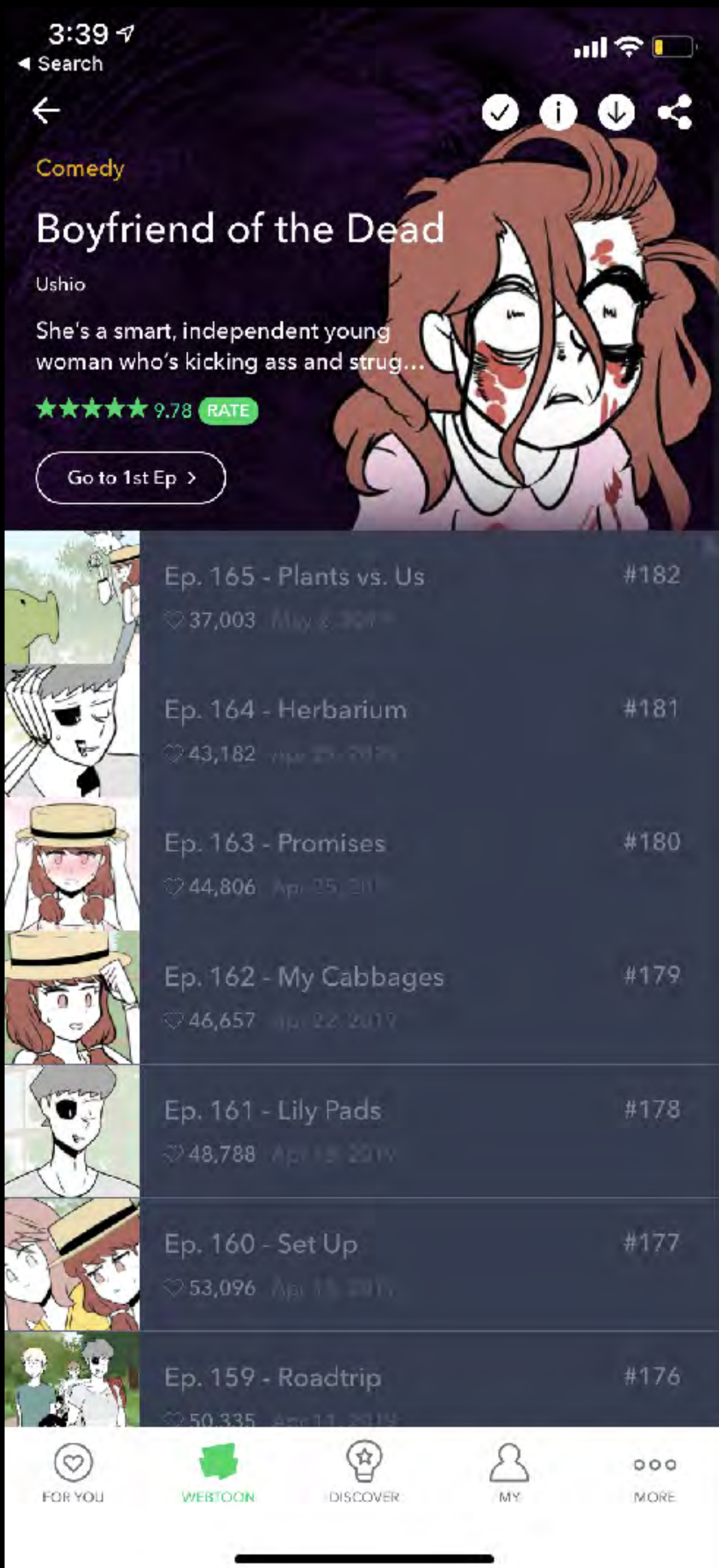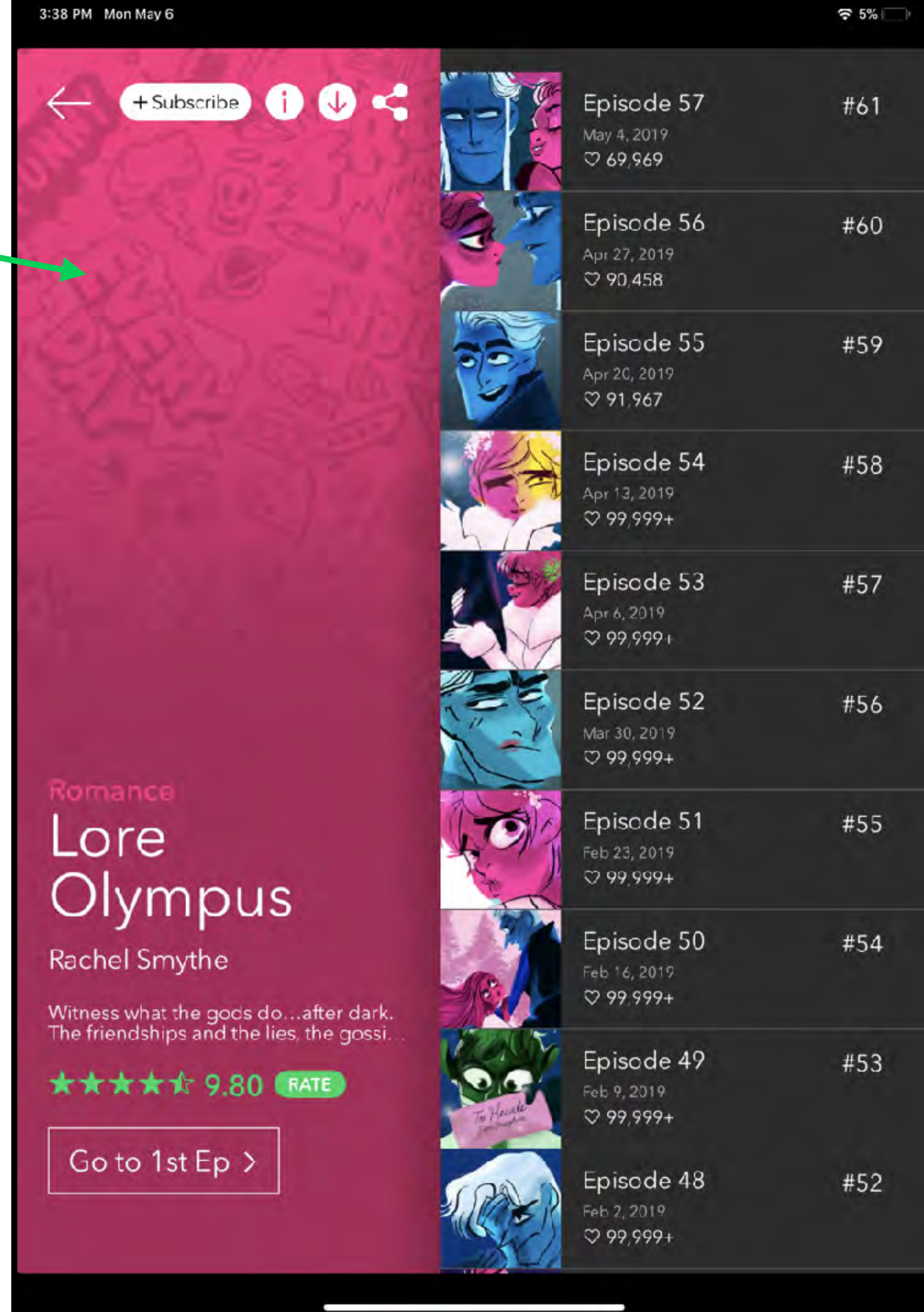Bottom navigation bar

Top Titles

FOR YOU   WEBTOON   DISCOVER   MY   MORE

MY DEEPEST SECRET
NEW SERIES
TOO GOOD TO BE TRUE?

Today's Webtoon

Let's Play
Mongie
★ 9.66
UP
Romance

Mage & Demon Queen
Color_LES
★ 9.79
Fantasy

LUFF
Arechan
★ 9.55
Romance

Boyfriend of the Dead
Ushio
★ 9.78
UP

My Deepest Secret
Hanza Art
★ 9.72

Winter Moon
MAYUI
★ 9.43
UP

Default splash art rather than Webtoon-specific splash art

Interesting side by side detail page compared to top-to-bottom scroll for mobile ver.

Problem Space

Let's make some **assumptions**:

- More users likely own smartphones than tablets.
- There are more WEBTOON users on the mobile version than on the tablet version.
- The WEBTOON app is currently not universal (not designed/developed with a single framework that is compatible for both iPhone/iPad).
- Likely the mobile version is more up-to-date with the WEBTOON team's design standards than the tablet version.

Problem Space

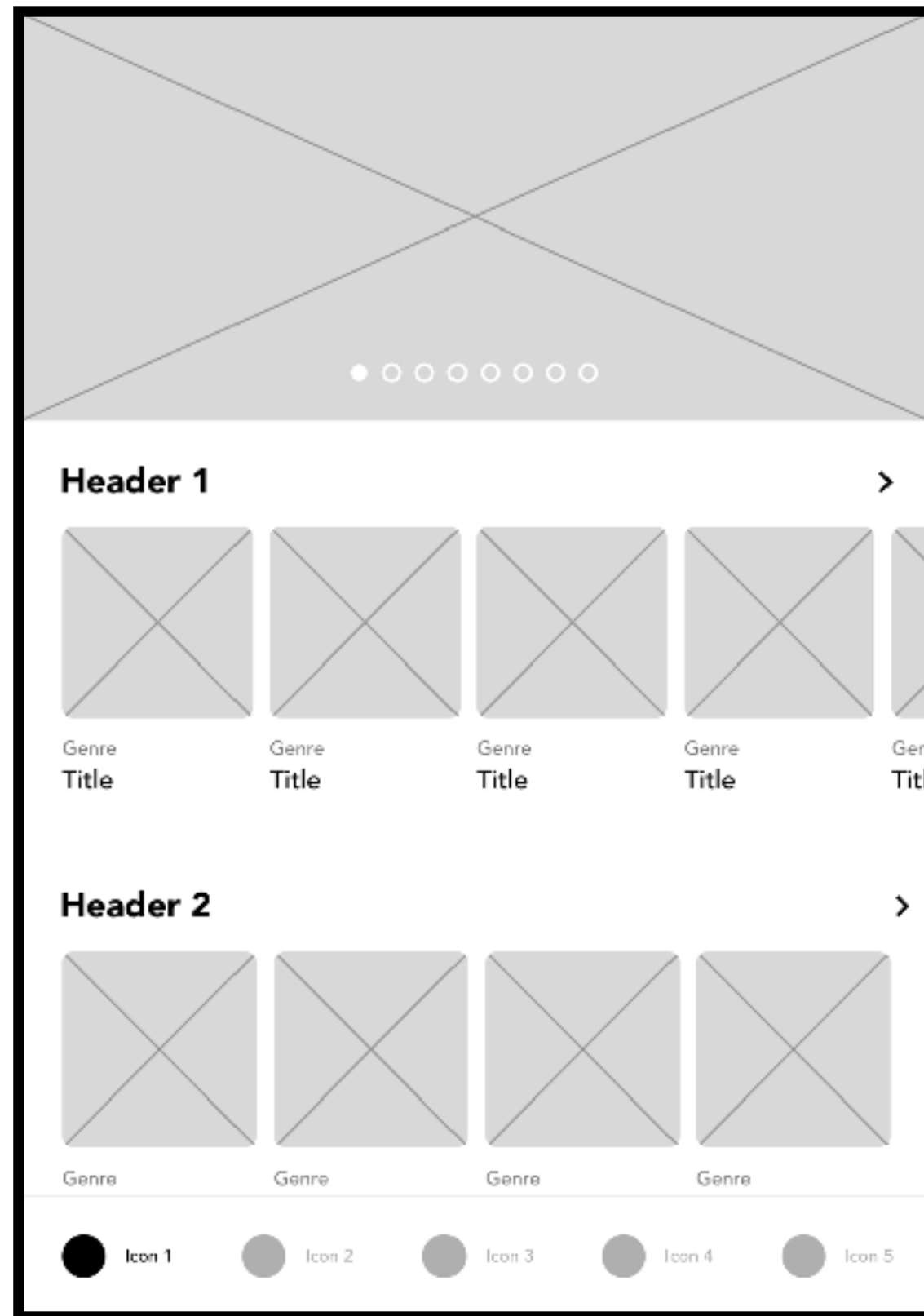With these assumptions in mind, we can formulate our design question:

"How might we redesign the iPad version of WEBTOON to better resemble the mobile version for consistency?"
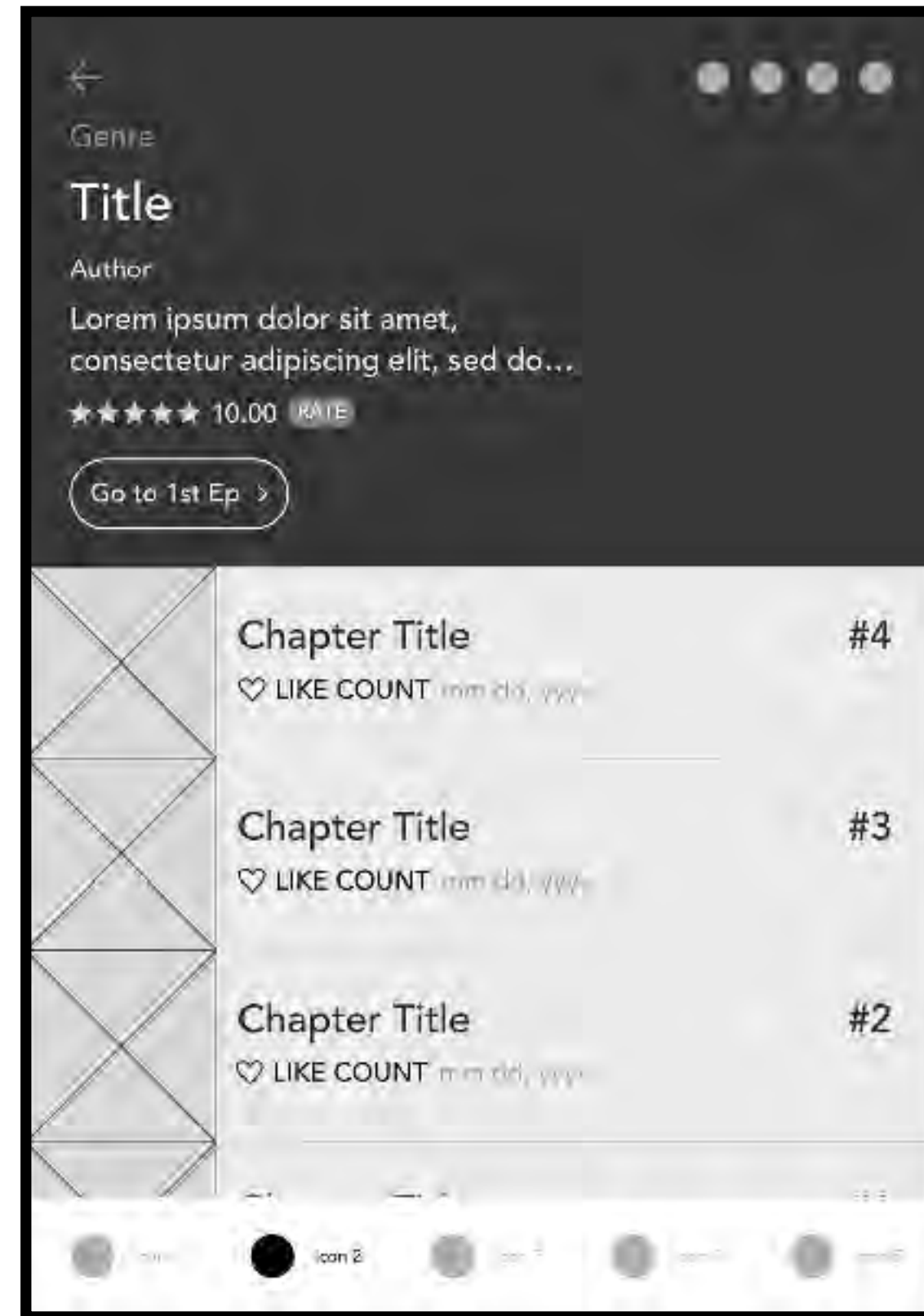
Problem Space

What are the **benefits** to updating the iPad app to resemble the mobile version?

- Cross-platform consistency between versions
- Universal design down the road will allow for easier support across all devices

- Don't need to download the same app twice → downloading off App Store for the iPhone will download the same on the iPad
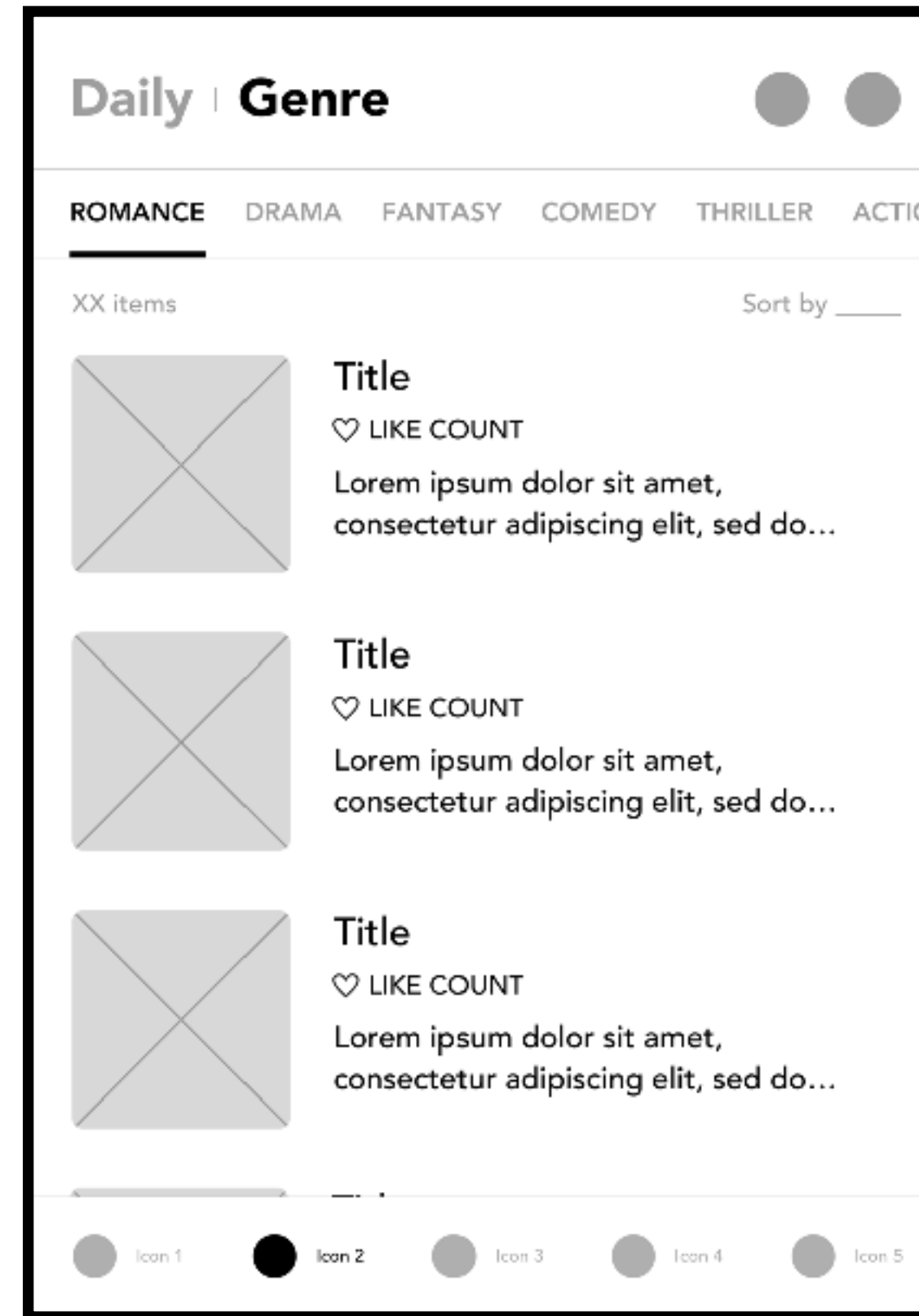- Can promote a clearer brand identity for WEBTOON + a more continuous user experience
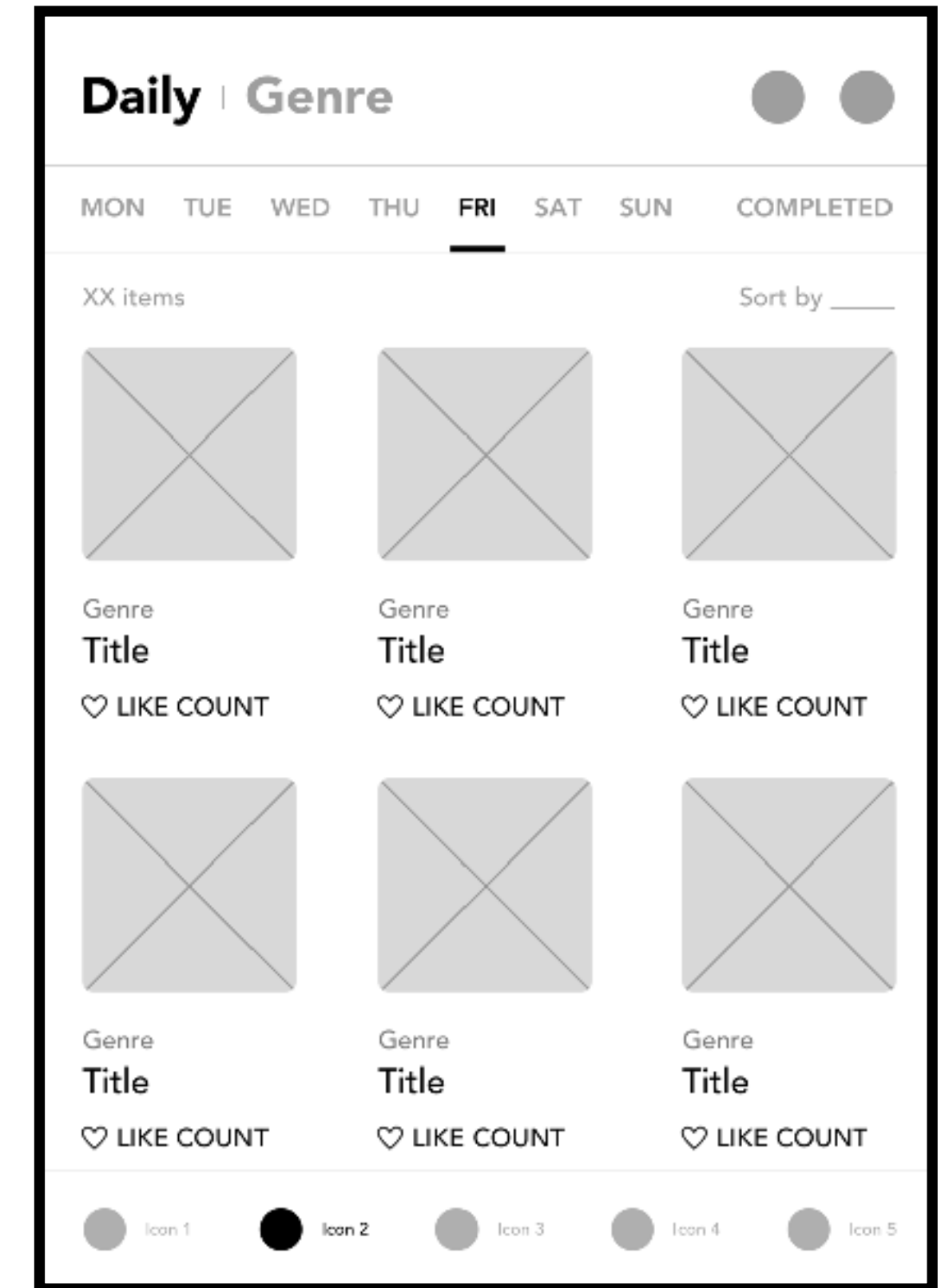
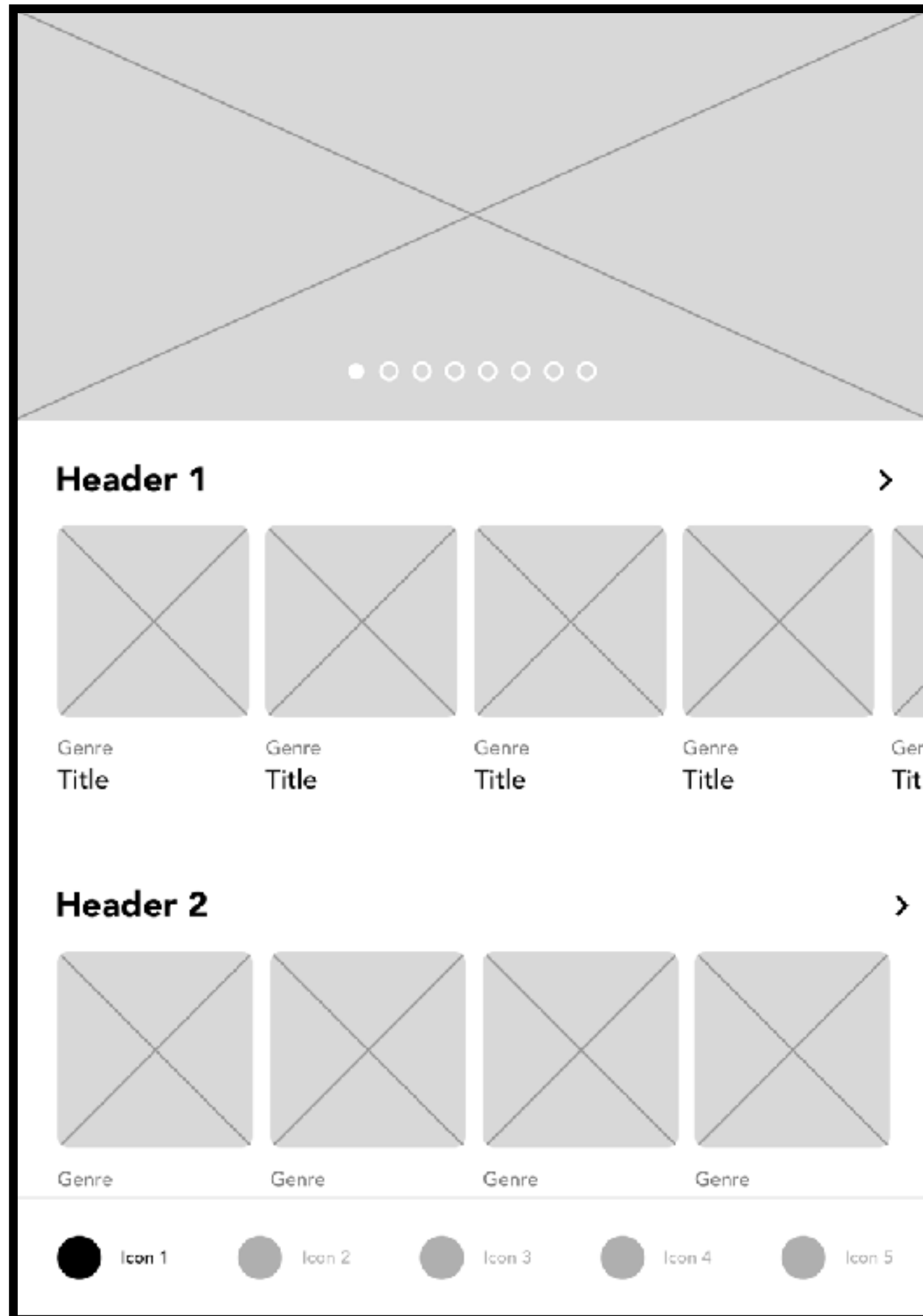# Wireframes

Home

Webtoon expanded screen

Genre screen, list

Daily screen, grid

I designed these wireframes in Sketch, and tried to have screens resemble what they looked like on the mobile version while keeping to proportions.
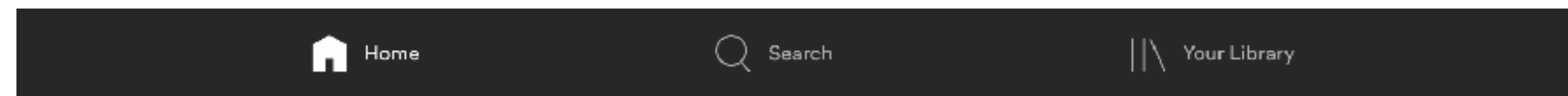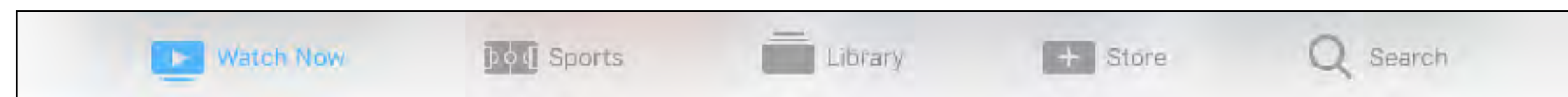
Wireframes

One thing I did change was the orientation layout for icons in the bottom navigation bar. Rather than setting the icon label text directly underneath the icon, I decided that the larger width on the iPad would benefit from displaying icon text to the right of the icon.
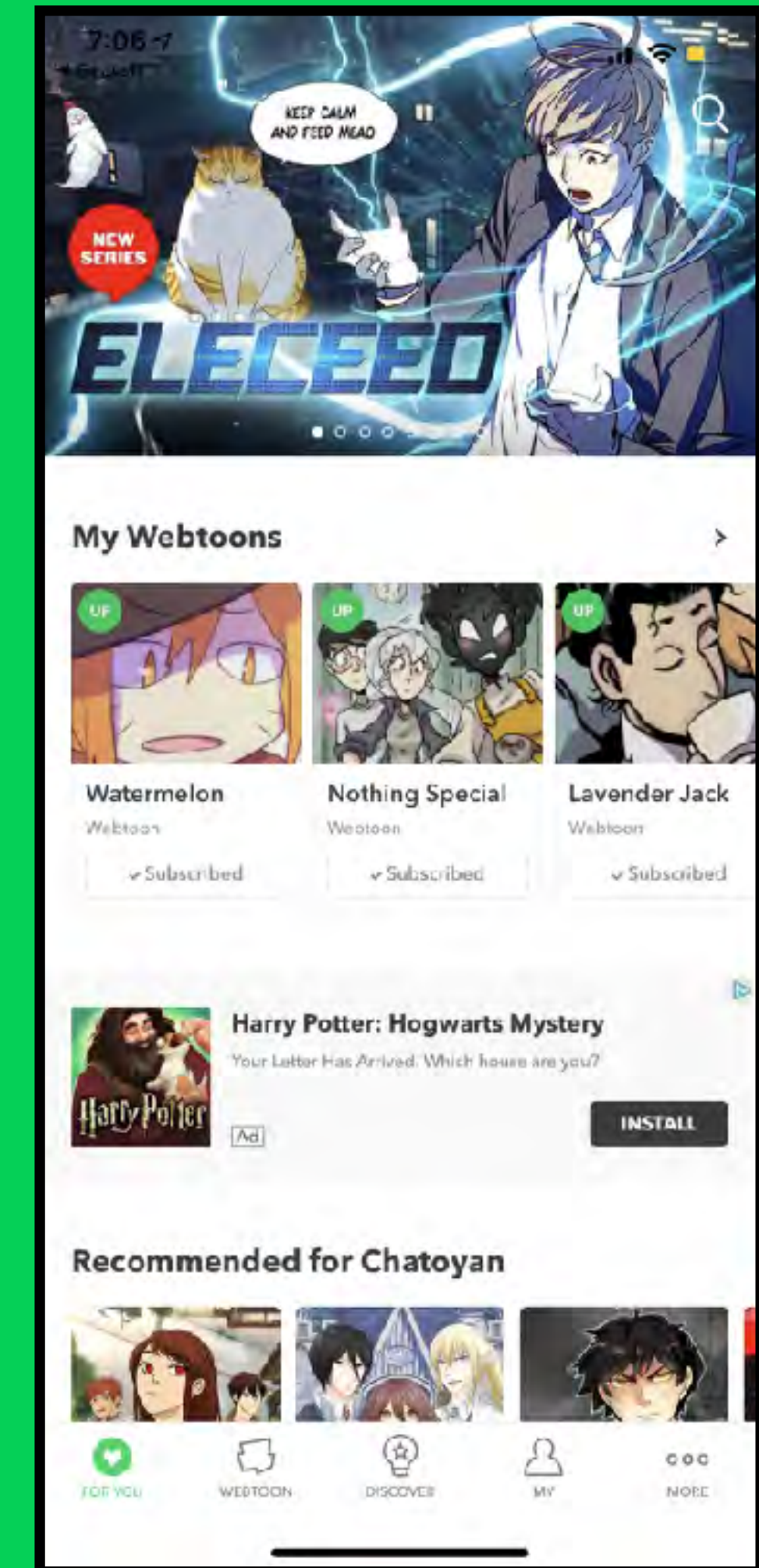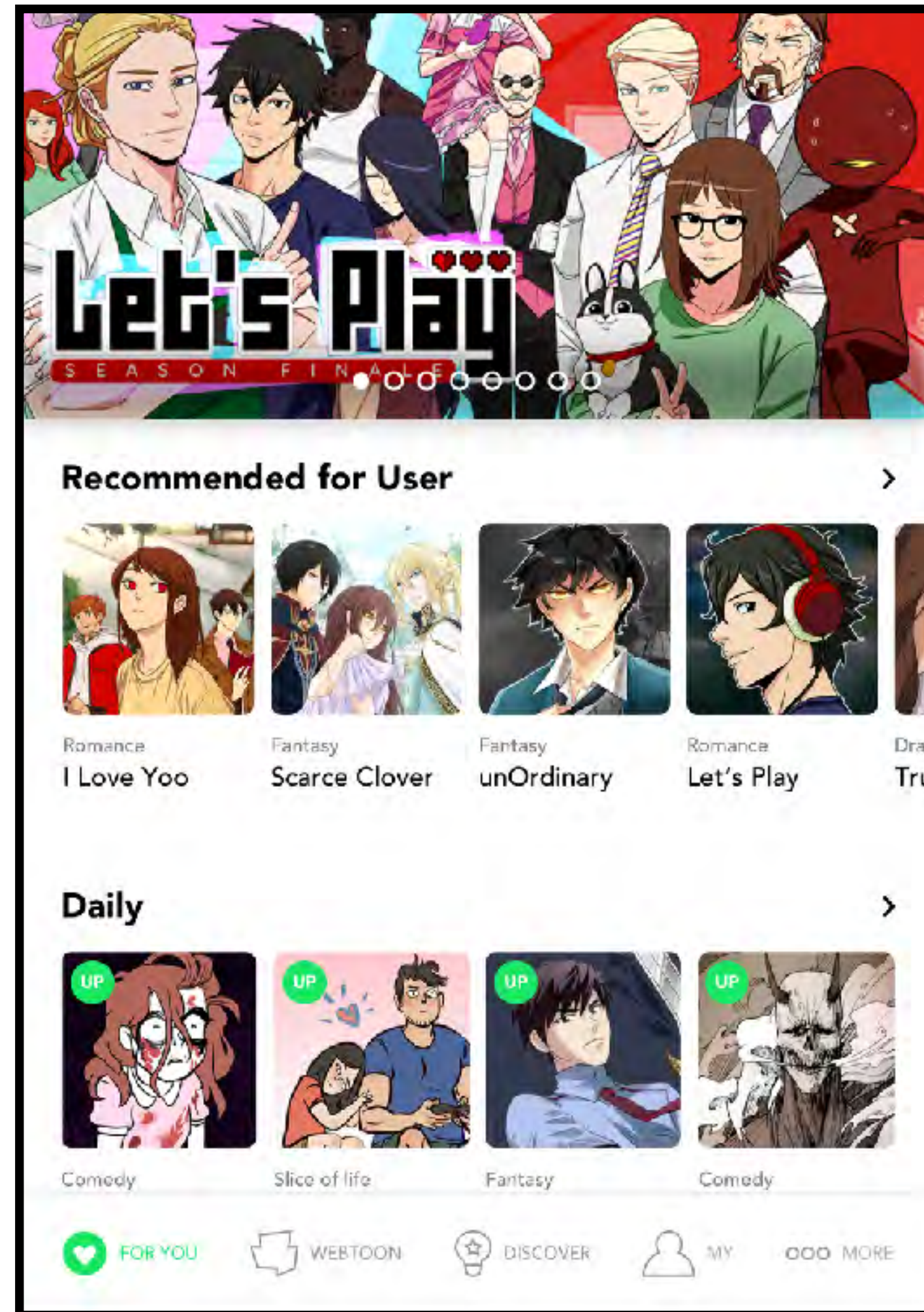

Tapas

Spotify

Apple TV

Mockups

Redesigned Mockup of Home Screen

Next Steps & Considerations

- Exploring the significance between ♥ (likes) and ★ (rating /10)
    - Noticed an interesting difference in priority between current mobile version (updated for US) and tablet version (resemblant more to KR version)

- Should there be any special design exceptions made for the tablet version that is not on mobile?

- Could resolution uploads be changed so that image quality could improve on larger screens (and if so, SHOULD they? → upload requirements for WEBTOON authors would change)

Thank you.

WEB TOON