INTRODUCTION TO UX DESIGN

FOR MOBILE APPS

JUNTO

AGENDA

01 Intros

02 Mobile UX Overview

03 Prioritizing your Features

04 App UX Process

05 Questions

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Chief Experience Officer

- 20 years experience in digital design
- Previously VP, Creative & User Experience at Plastic Mobile
- Started my own agency 2 years ago, with a primary focus on UX & Design

INTROS - EXPERIENCE

INTROS - CURRENT CLIENTS

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Experience Agency

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LEAN UX

RAPID PROTOTYPING + TESTING

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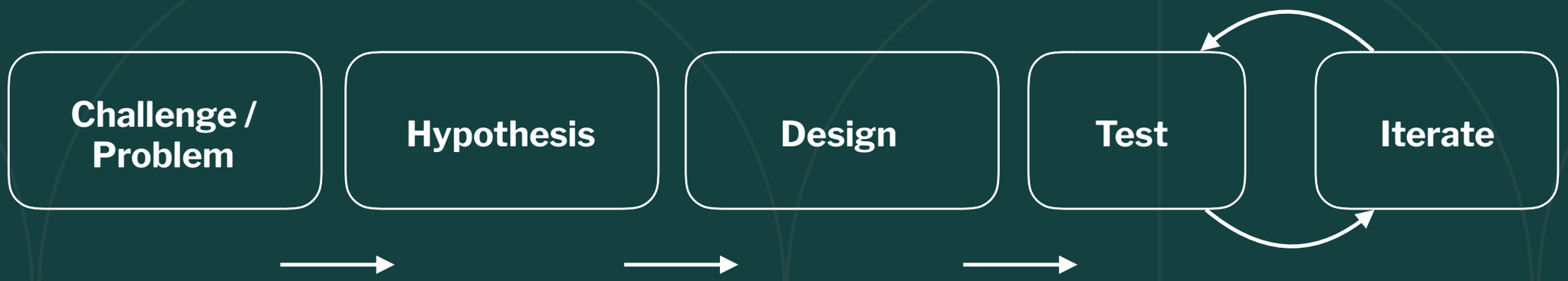

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MOBILE UX

OVERVIEW

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WHAT IS UX?

The overall experience of someone using a product and its ability to meet expectations of use.

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WHAT IS GOOD UX?

To not only meet, but exceed those expectations in some way.

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INTUITIVE DESIGN

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CAN I TELL HOW IT WORKS BY LOOKING AT IT?

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EXAMPLE:
THE OFFICE DOOR

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INSIDE

OUTSIDE

INSIDE

OUTSIDE

USERS DON'T READ

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INSIDE

OUTSIDE

User Review

Great door, really like the open feature!

TESLA MODEL 3 - 2019

TESLA MODEL 3 - 2019

TESLA MODEL 3 - 2019

TESLA MODEL 3 - 2021

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COMMON MOBILE CONVENTIONS (THAT WORK)

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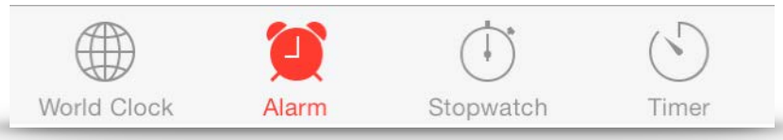
The Big 3 Navigation systems

BOTTOM TAB (PRIMARY)



TOP “SWIPE” TABS (SECONDARY)

HAMBURGER MENU (SECONDARY)

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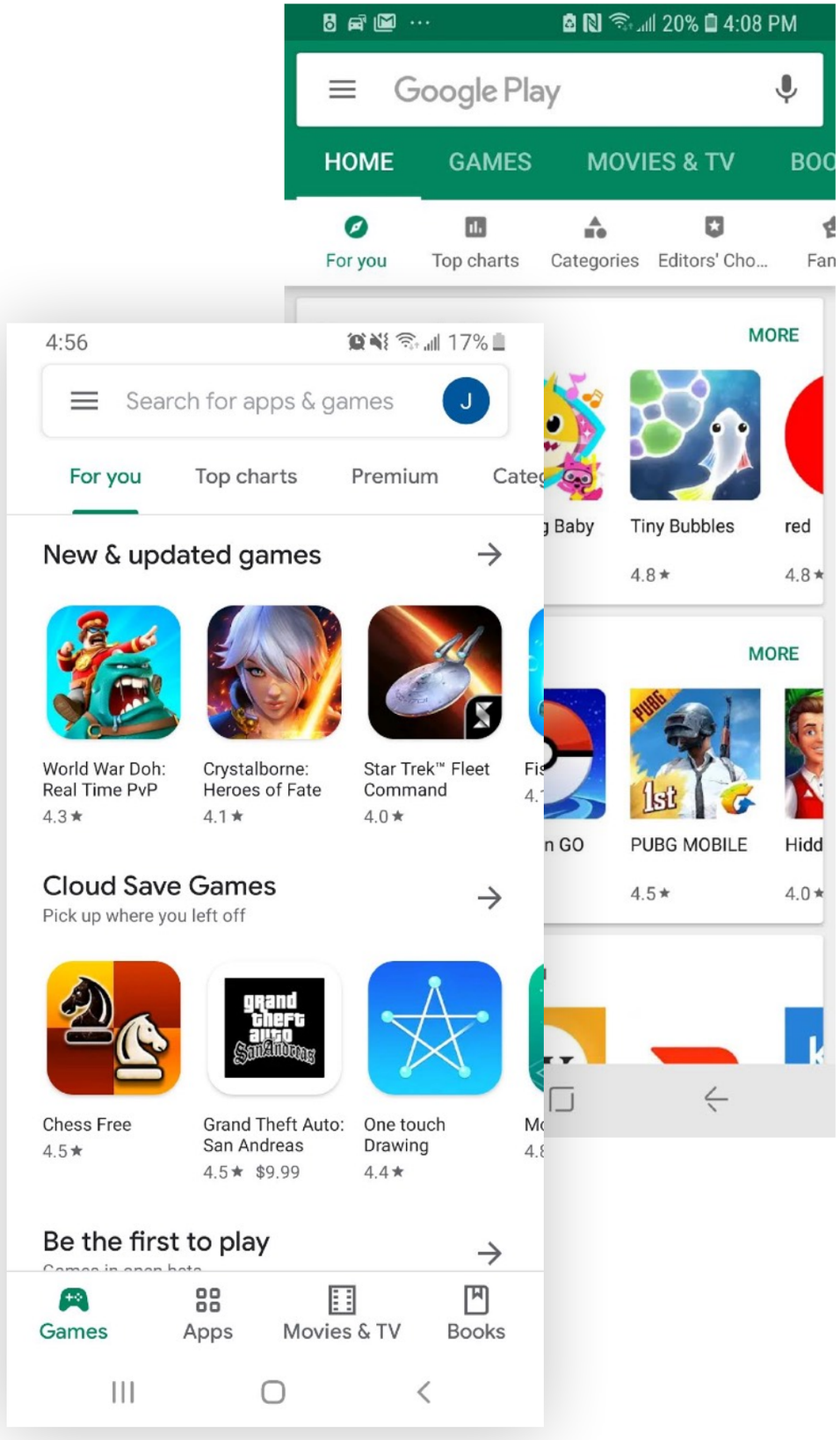
Swiping gestures promote discovery

- Always enable swipe gestures when using top layer tabs
- Ideal for navigating through multiple content types
- Carousels help highlight interesting content, and a visually appealing to the user
- Too much swiping leads to fatigue



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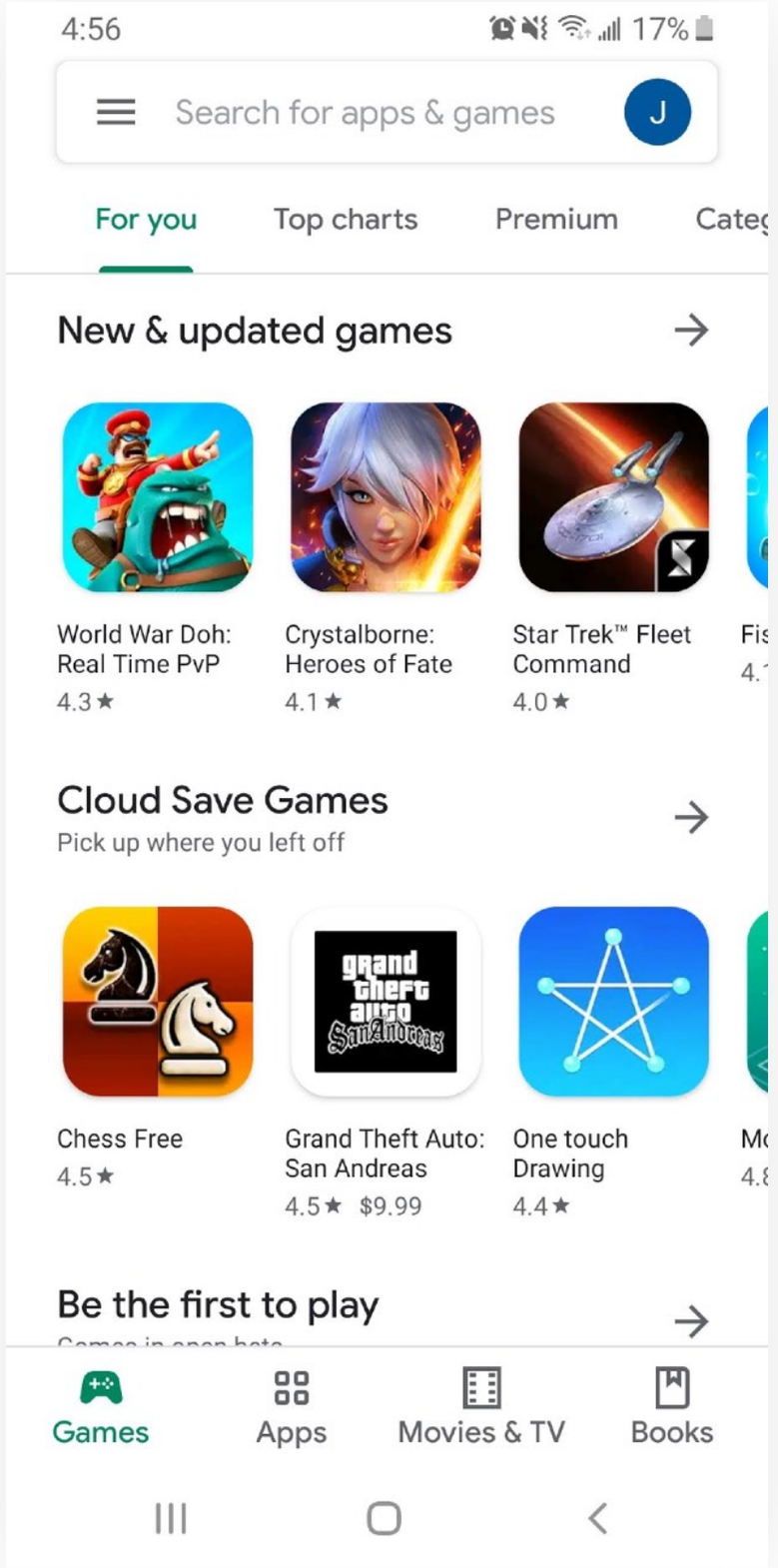
Users scroll, but make it obvious

- Always ensure the screen “fold” sits at the mid point between the page so it’s obvious that they are able to scroll
- Building your screens for scrolling, will make it easier to build for multiple devices sizes



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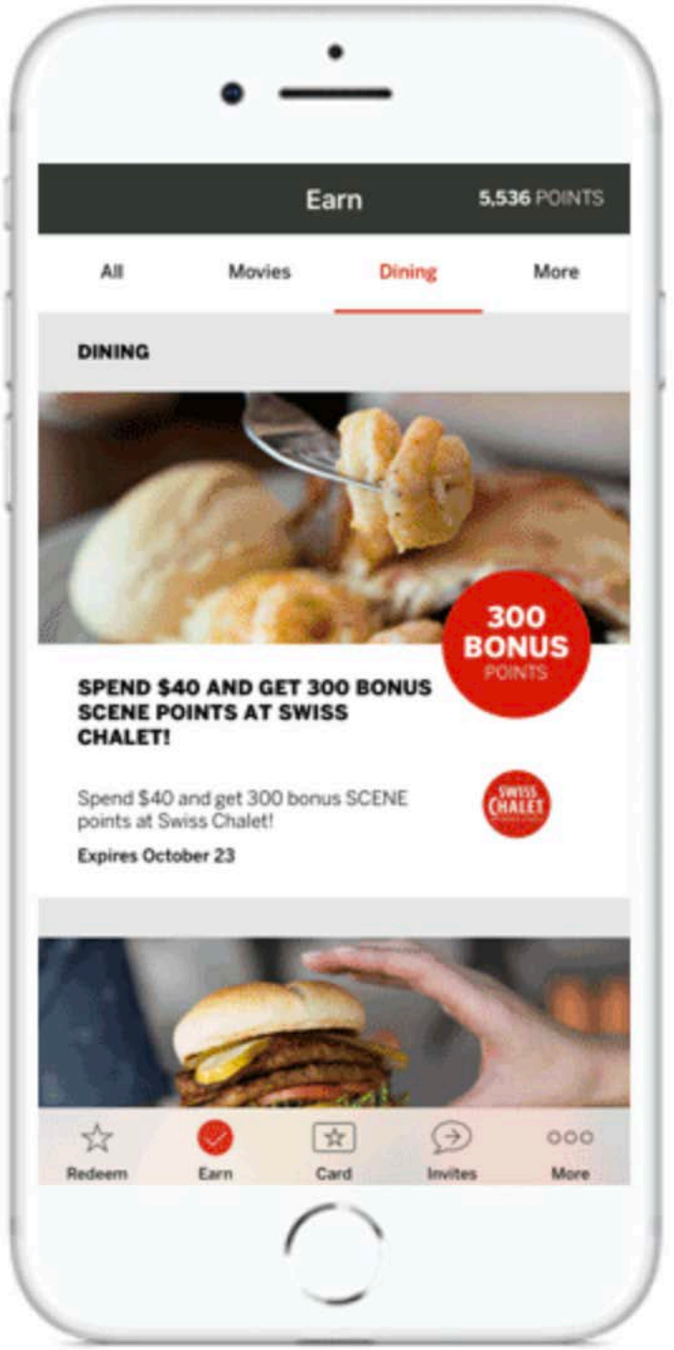
A clean layout is always appreciated

- When designing for mobile less is always more
- Stick to native UI type sizes and always preview and mockups on your phone.
- Beware the word “busy” when showing it to users for testing



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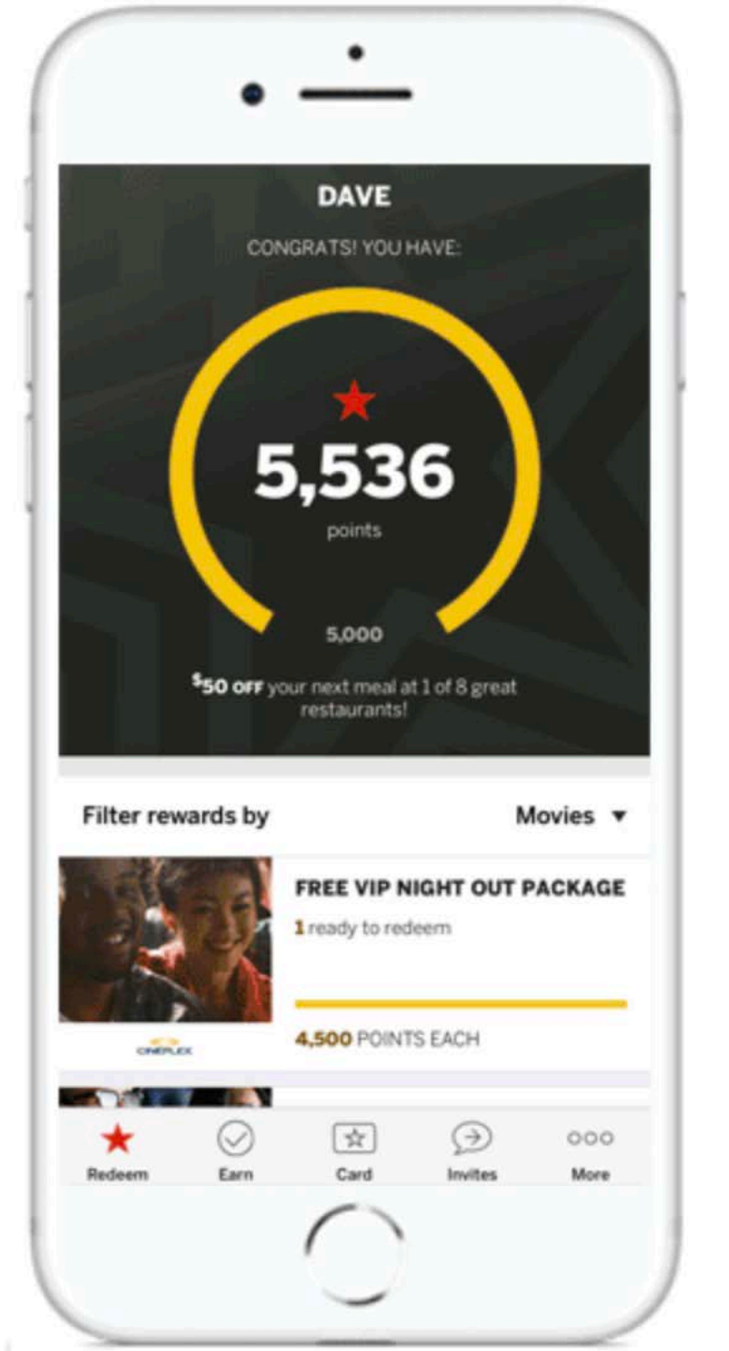
The home screen **is your app** to the user

- Your home should contain all key features a user would need daily.
- Give your home the greatest amount of time during your UX phase.
- Design for what users will do 95% of the time



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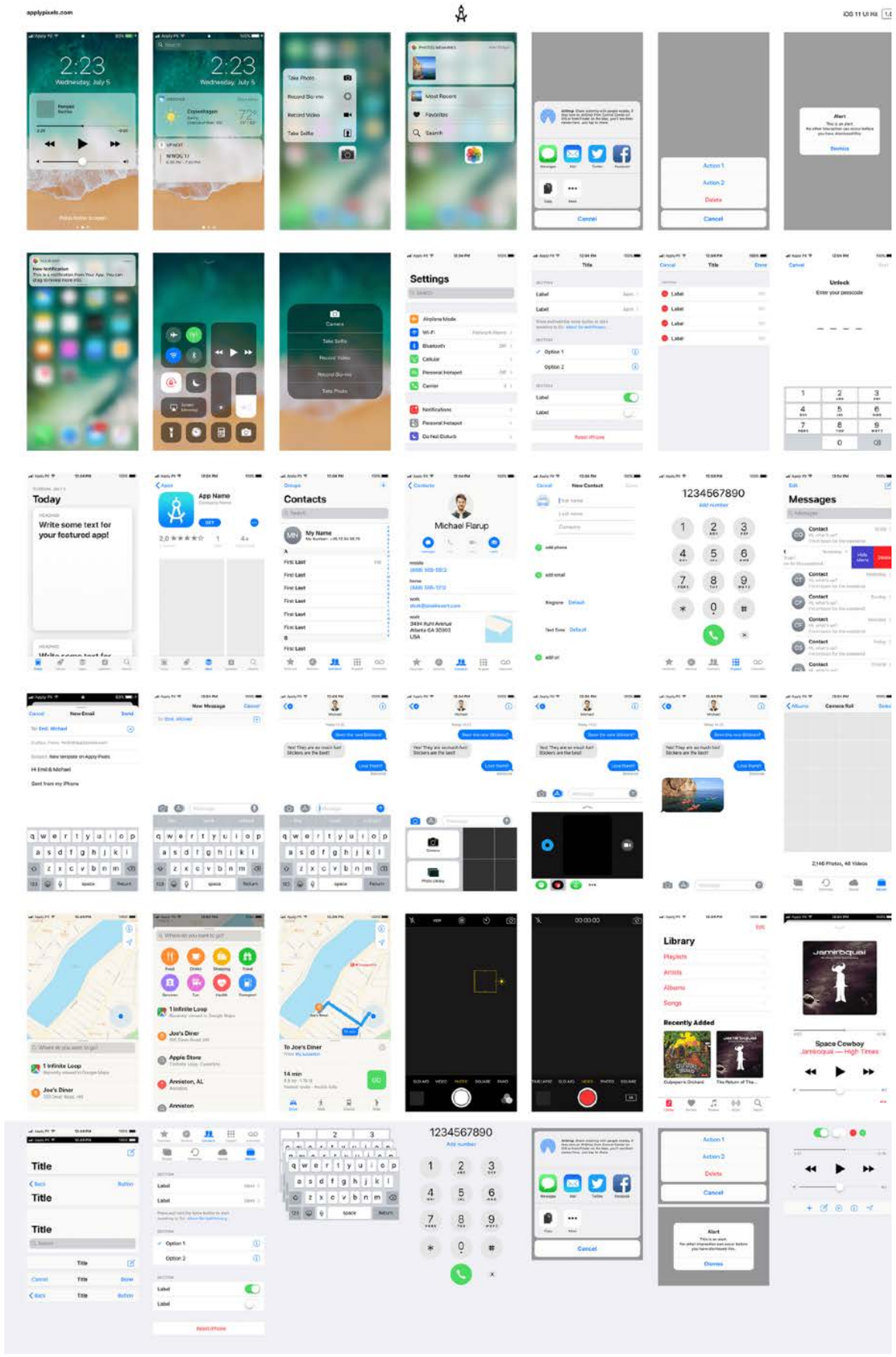
Native UI elements work best for typical functions

- For things like forms, fields, selections a user will already be familiar with the way they function.
- Native UI is faster to develop
- Are typically designed for a very specific purpose, and can be confusing if the purpose is altered too much.



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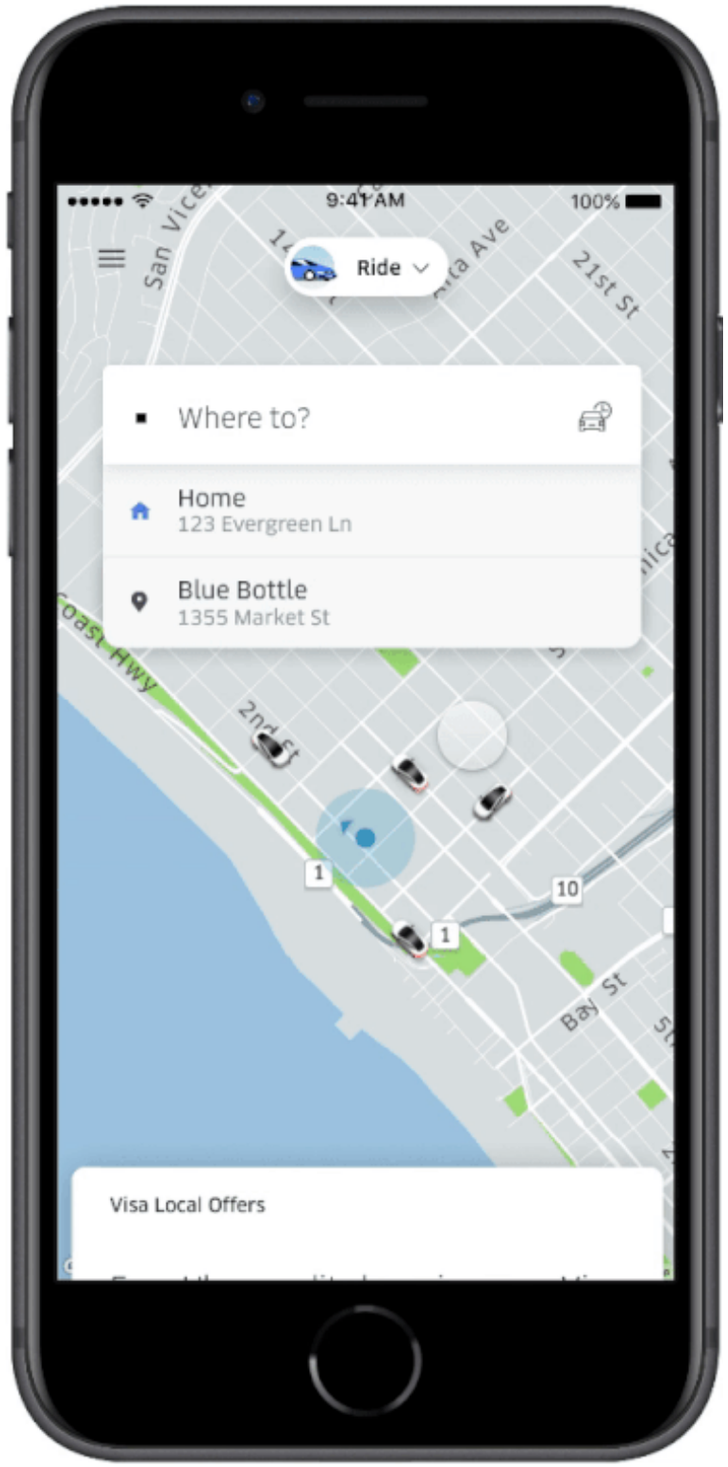
Custom UI works best whenever creating something never seen before

- Ideal when you are creating a feature not currently possible to display in native UI
- For creating a unique interaction for your brand.
- Custom UI takes longer to develop
- Requires much more testing than native



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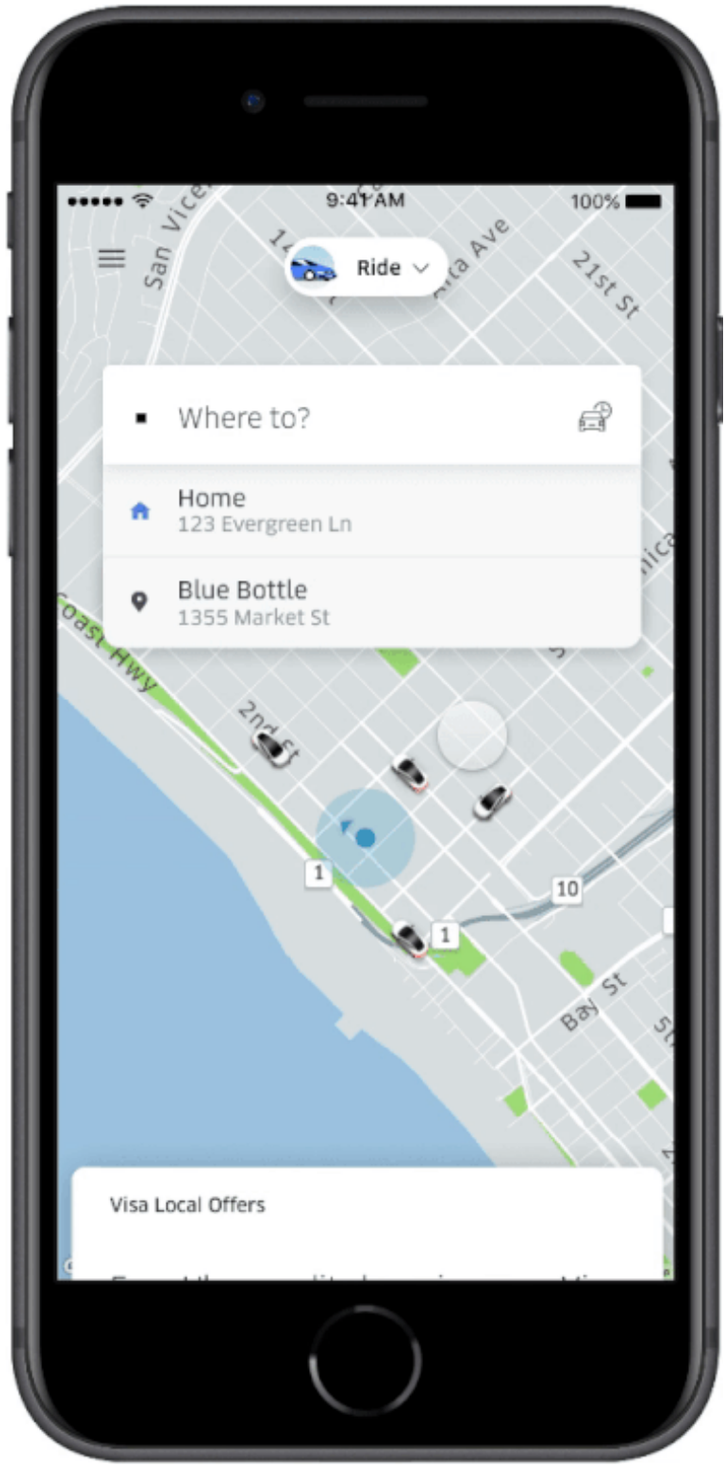
Animation helps users understand custom UI

- Using UI loading animations demonstrates the interaction to the user so they can visually identify the function

- Interaction animations gives your app a greater feeling of responsiveness, and can help mask data loading times.



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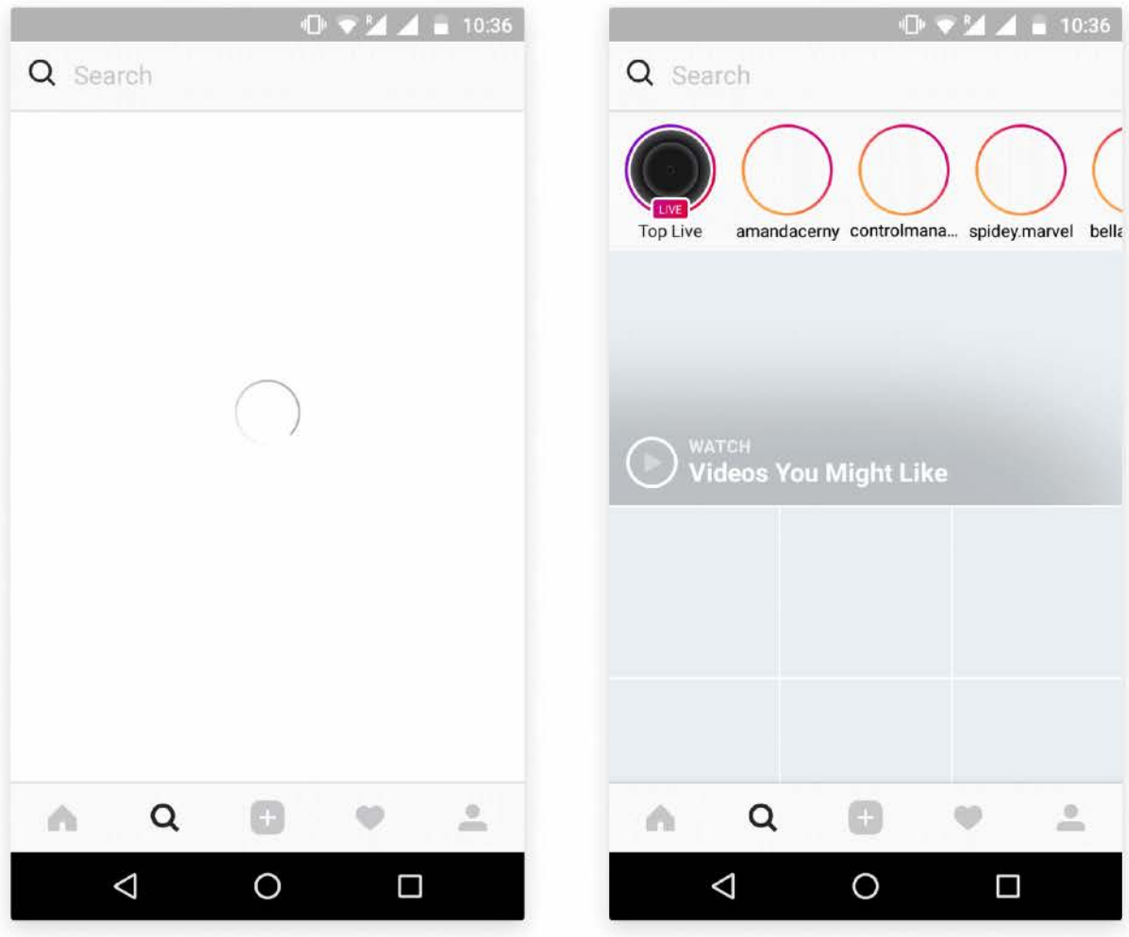
Loaders let users know the app is always working

- Failure to include a loader will make your app look broken and or appear slow
- If your data may take longer than average, your loader should explain this to the user
- Effort should be made to reduce the amount of loading time needed on every visit (caching)



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DEFINING YOUR MVP

PRIORITIZING YOUR FEATURES

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What is an MVP?

- Your **M**inimum **V**iable **P**roduct
- The MVP is a term used to define what can be built within the time and budget constraints that will meet the end product goals
- Involves a negotiation between engineers, designers and product owners to determine what features will have the highest value to the customers for the initial release , and which can be released in the future
- Things that would be assessed: Complexity of the designs, Native vs custom implementations, secondary services/APIs that may be required in order to deliver

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Feature Assessment Process

Visualize what your ideal end state will look like including all proposed features

Identify which features will be key to the apps success and any interdependencies on the features

Look at the level of complexity to build all the proposed features

Work closely with the design team to ensure all details are understood

Provide a high level timeline for the project

Decide what features will be in the first MVP, dividing the effort into feature groups and a Release schedule (MVP 1, MVP2, MVP 3 etc).

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PRIORITIZING YOUR FEATURES

Case Study: OLG App

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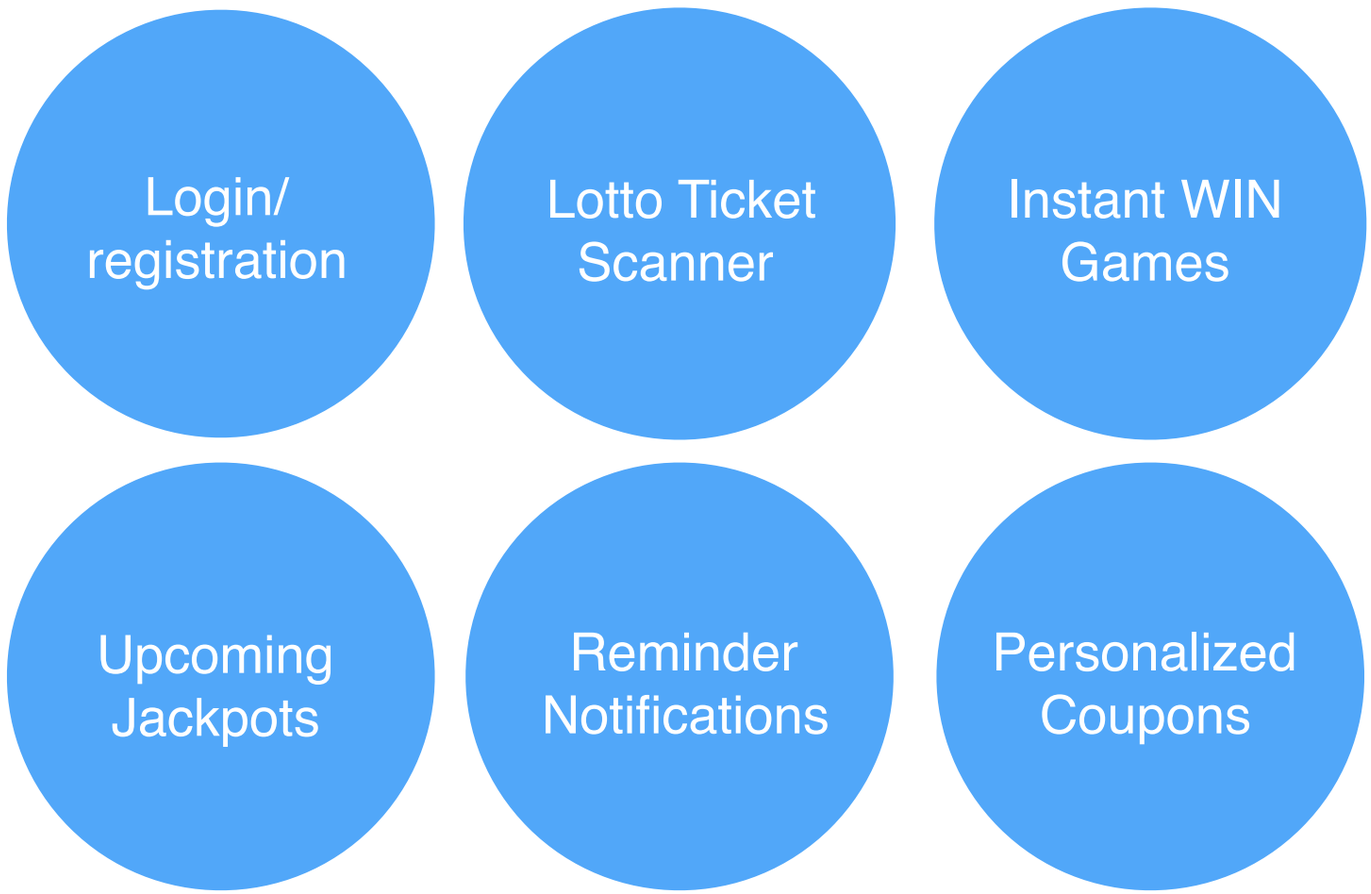
Feature Set



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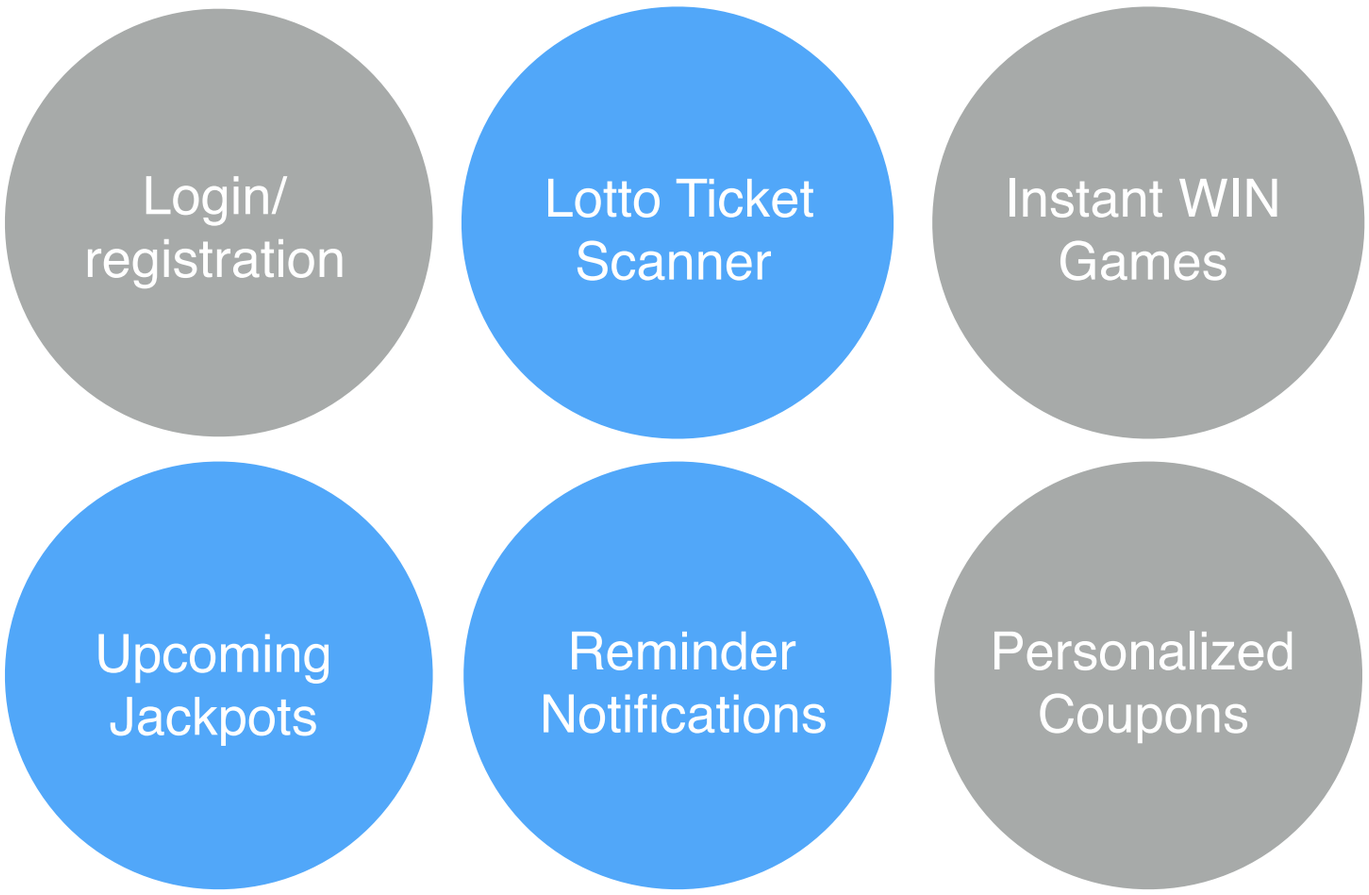
Feature Set: MVP 1 Selection



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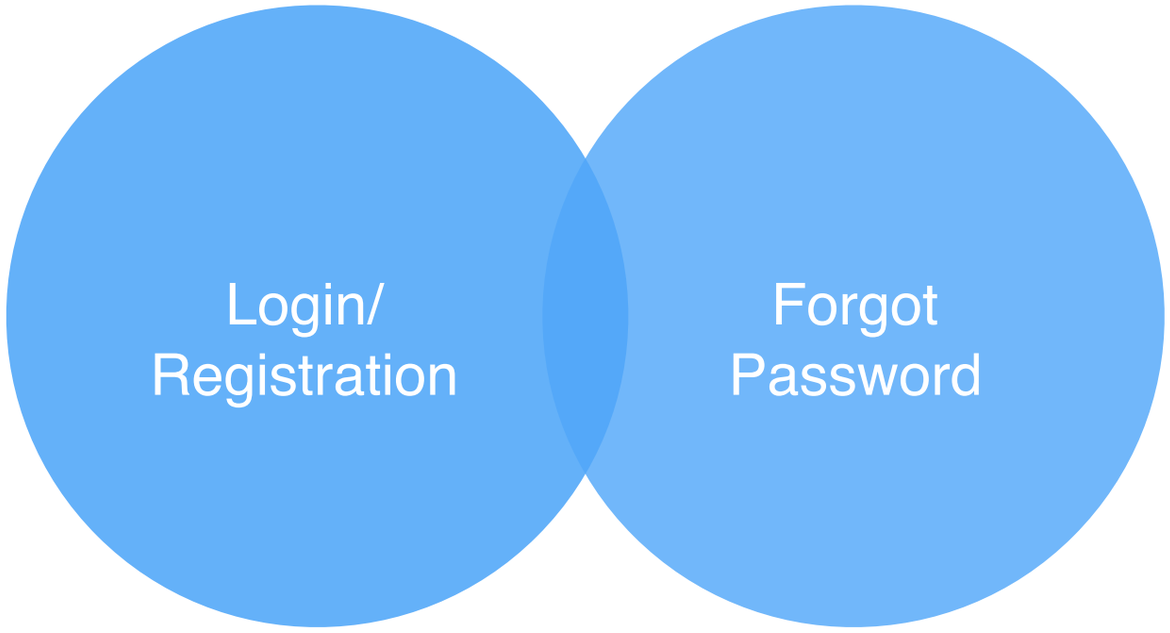
How to determine what features are a must have

- Will removing a feature have a negative impact on a user or the goals of the product?

Example



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OUR MOBILE UX PROCESS

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STEP 1

DISCOVERY & REQUIREMENTS

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LEARN THE BUSINESS

- How will they measure success?
- Do they have the technology infrastructure needed?
- Find business insights (how the app will help the business)
- How can mobile add value to their customers?

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KNOW THE USER

- Android vs iOS? Users expect platform specific interfaces
- Age range/demographic? Will influence the type of language used, imagery and content
- App usage? Heavy users understand native UI very well, while casual may not
- Motivation for using your app?

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STEP 2
APP CONCEPTS

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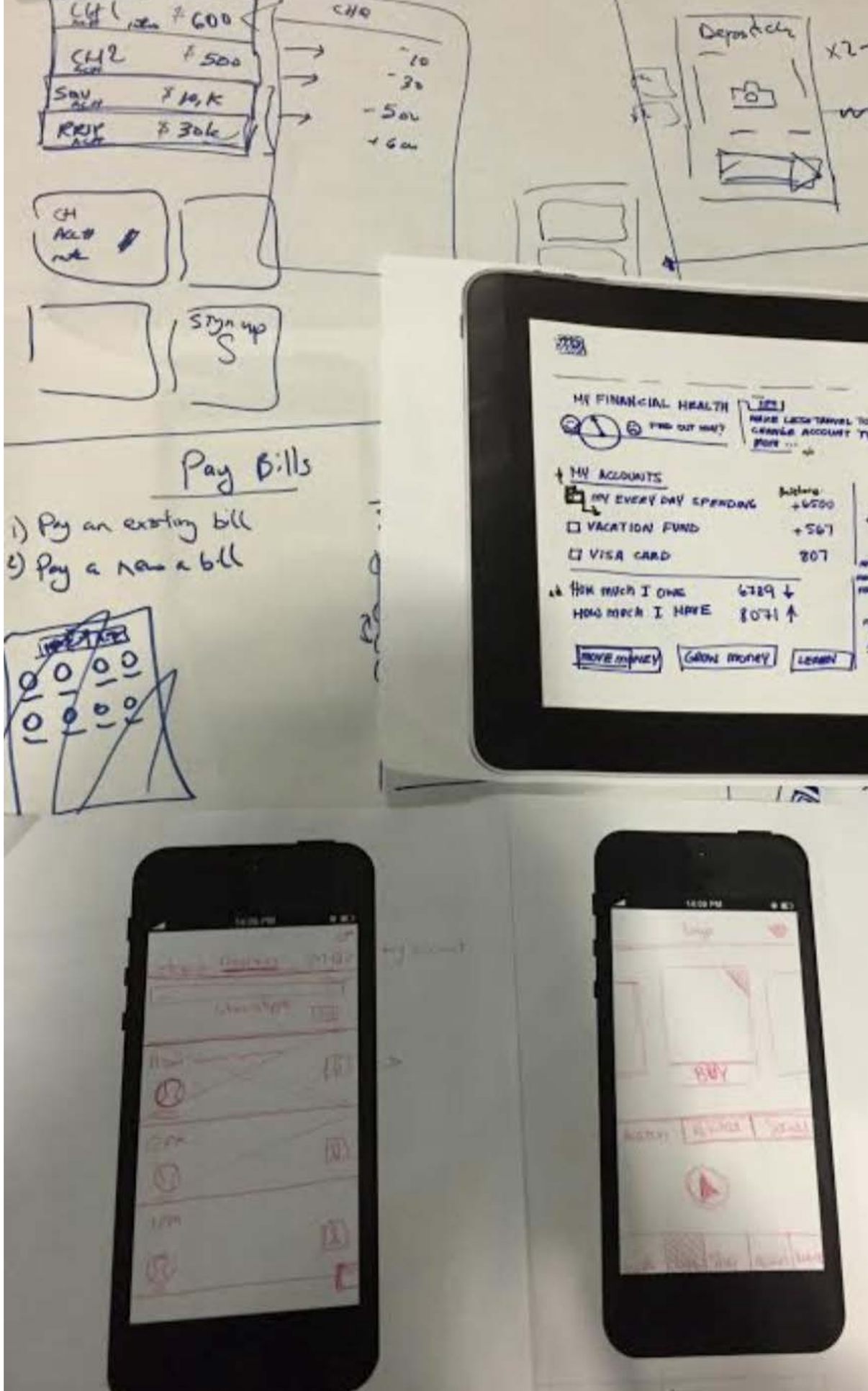
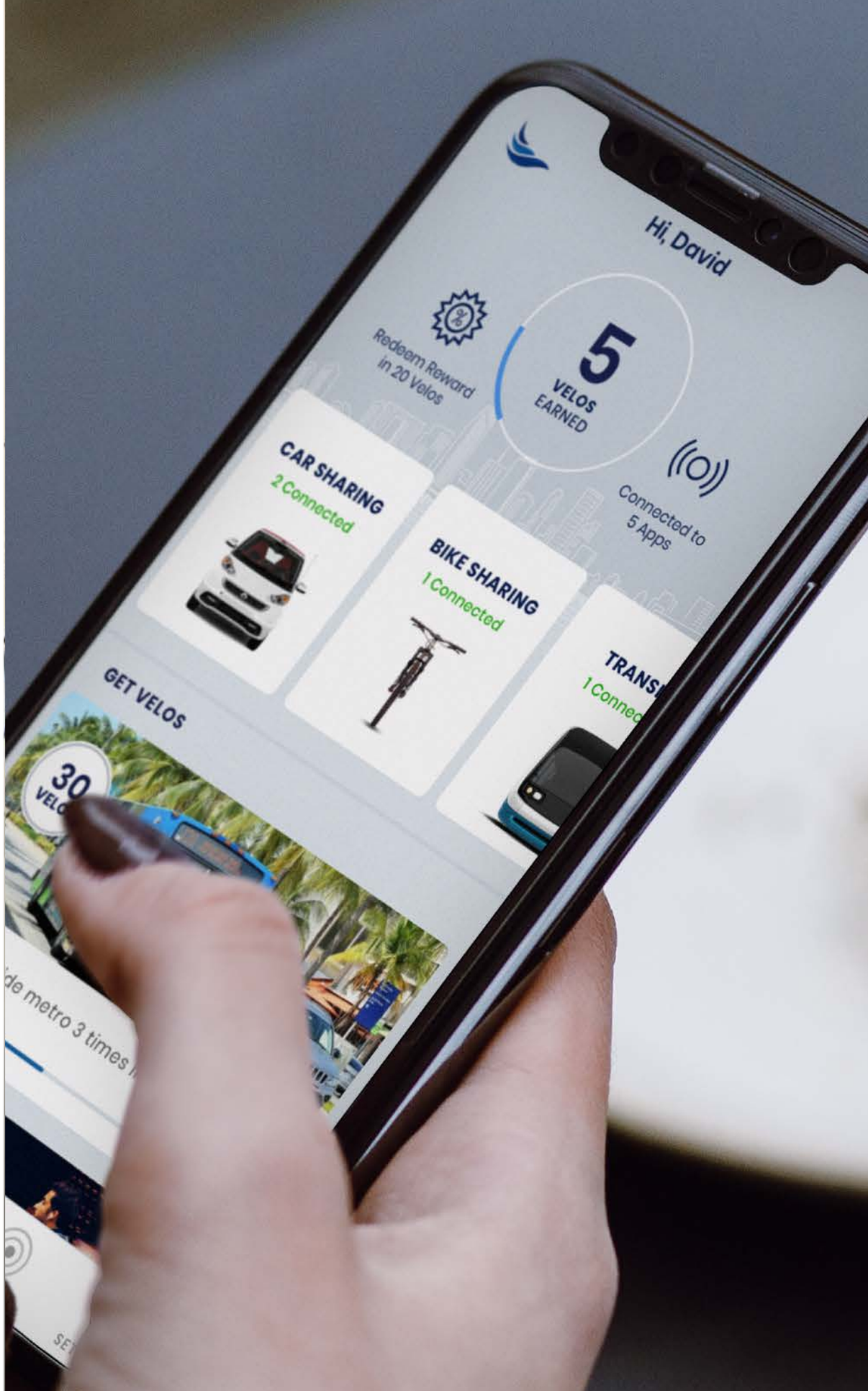
Paper Prototypes

- Creating rough, hand sketched, drawings of an interface
- Allows for quick on the fly changes
- Allows for quick informal usability testing in the earliest stages of a project.



High fidelity design

- Created for the initial client presentation
- Establishes the overall design look and feel
- Created as a prototype to begin user testing right away



PROTOTYPING

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Annotated Prototypes

axure

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USER TESTING

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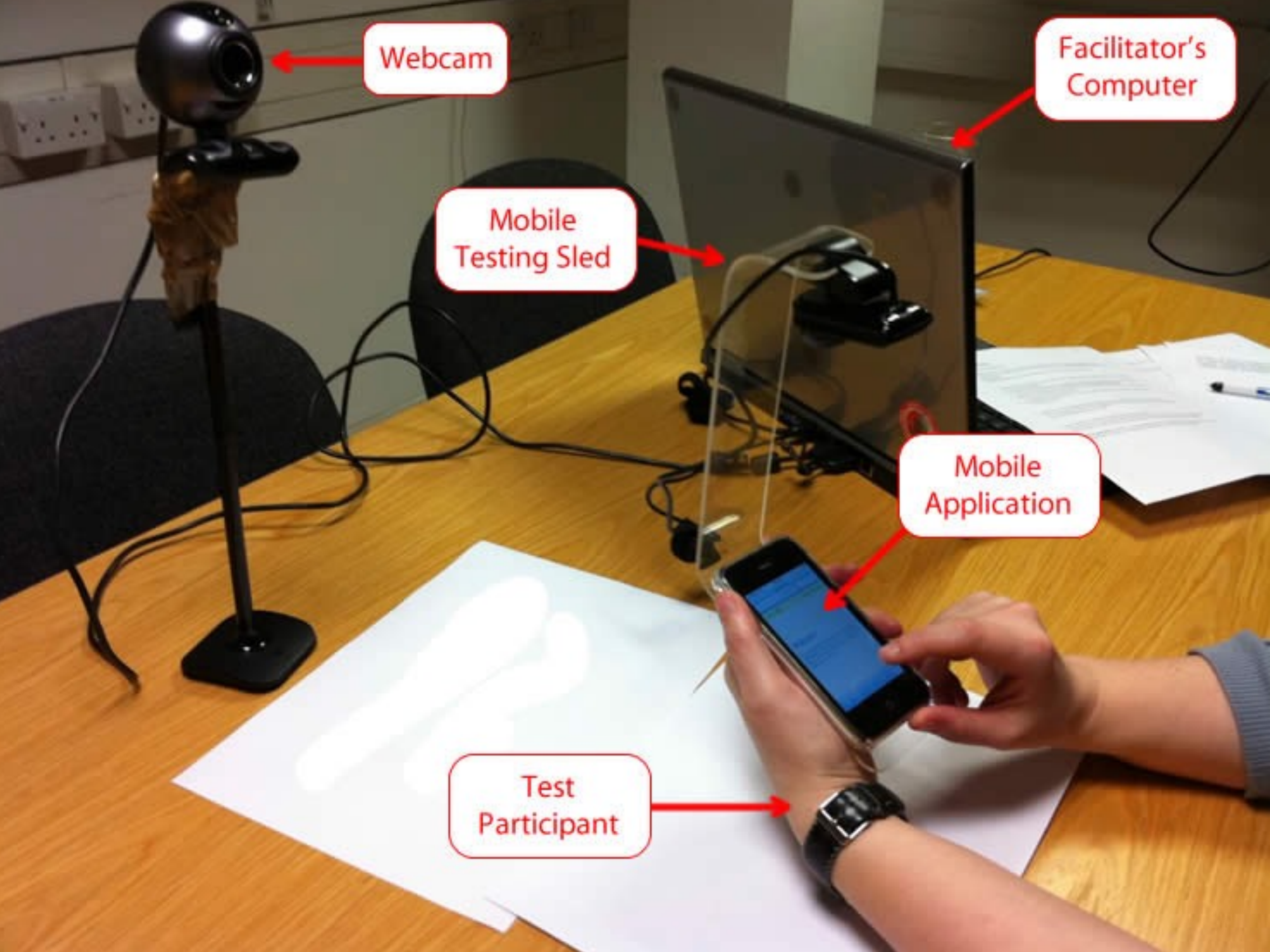
Webcam
Facilitator's Computer
Mobile Testing Sled
Mobile Application
Test Participant

Testing your prototypes

- Use a moderator who is not involved with the project, or has little knowledge
- When a test subject asks a question, respond in a way that will cause them to come to their own conclusion - what do you think that button does?
- 5 test subjects is typically enough per test to get usable data
- Ensure they always have a chance to explore the prototype without direction, having them speak out loud, describing what they are doing

AGILE DESIGN HANDOFF TO DEVELOPMENT

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Design Assets & Documentation

(Sketch Measure or Invision Inspect)

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AN APP IS BORN

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THANK YOU

QUESTIONS?

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