INTRODUCTION TO UX DESIGN FOR MOBILE APPS
AGENDA

01  Intros

02  UX Case Study

03  Mobile UX Overview

04  App UX Process
Jason Hyde
Chief Experience Officer

- 18 years experience in digital design
- Previously VP, Creative & User Experience at Plastic Mobile
- Recently started my own agency, with a primary focus on UX & Design
LEAN UX
RAPID PROTOTYPING + TESTING
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RAPID PROTOTYPING + TESTING

Challenge / Problem
Hypothesis
Design
Test
Iterate
THE VALUE OF UX
A STARTUP CASE STUDY
CASE STUDY

An open loyalty network for urban mobility

From the creators of

Latin American taxi-hailing
Hi, David

5
VELOS EARNED

Connected to 5 Apps

CAR SHARING
2 Connected

BIKE SHARING
1 Connected

TRANSIT
1 Connected

GET VELOS

Ride Metro 2 times in 30 Velo

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The team was focused on what they wanted to build, not on what people would want to use.
Forming our usage hypothesis

• What does this app do?
• Could we convince someone to download it?
• Is the concept interesting enough that they would tell others?
Our Usage Hypothesis

• The idea of selling your transport data for rewards, is interesting enough to tell others about.

• Positioning Velocia, like a traditional loyalty program, will be less controversial, and therefore increase the likelihood of trial.
TEST SCENARIOS
CASE STUDY

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VELOCIA

• Signed on 8 new partners/sponsors throughout our UX phase

• Secured a second round of funding

• Currently getting ready for their first pilot in Miami
MOBILE UX OVERVIEW
WHAT IS UX?

The overall experience of someone using a product and its ability to meet expectations of use.
WHAT IS GOOD UX?

To not only meet, but exceed those expectations in some way.
INTUITIVE DESIGN
CAN I TELL HOW IT WORKS BY LOOKING AT IT?
EXAMPLE: THE OFFICE DOOR
Users don't read
User Review

Great door, really like the open feature!
COMMON MOBILE CONVENTIONS (THAT WORK)
The Big 3 Navigation systems

BOTTOM TAB

TOP “SWIPE” TABS

HAMBURGER MENU
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
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
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
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.
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.
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
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 give your app a greater feeling of responsiveness, and can help mask data loading times.
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)
MOBILE UX PROCESS
STEP 1
DISCOVERY
LEARN THE BUSINESS

• How will they measure success?
• Do they have the technology infrastructure needed?
• Find business insights (how they make money)
• How can mobile add value to their customers?
Know the User

- Android or 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?
STEP 2
APP CONCEPTS
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 before moving into any kind of prototyping
PROTOTYPING
UX PROCESS

Annotated Prototype

Axure

InVision
TESTING
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

• Ensure they always have a chance to explore the prototype without direction, having them speak out loud, describing what they are doing
AGILE DEVELOPMENT HANDOFF
User stories + Design Assets

Inspect

[Images of Jira and InVision logos]
AN APP IS BORN
THANK YOU

QUESTIONS?

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