INTRODUCTION TO UX DESIGN
AGENDA

- ABOUT PLASTIC
- MOBILE UX OVERVIEW
- OUR APP PROCESS
- QUESTIONS
JASON HYDE

VP, Creative and User Experience

• 15 years experience in digital advertising, design focused
• Manage a team of UX architects, UI designers and strategists at Plastic
• Present high level creative and strategic approach to clients
• Classically trained in art and design
ABOUT plastic
WHO IS PLASTIC?

- Consulting Firms
- Platforms
- Development Shops
- Start Ups
- Ad Agencies
- Creative Agencies
- Marketing Focused
- Tech Focused

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TOP CANADIAN BRANDS

- Shoppers Drug Mart
- RBC
- Pizza Pizza
- OLG
- Air Miles
- LCBO
- Toronto Star
- SPC
- SCENE
- Canadian Tire
- TSC
- CIBC
- TD
- Interac
- BTR
MOBILE UX OVERVIEW
WHAT IS UX?

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

To not only meet, but exceed those expectations.
INTUITIVE DESIGN
CAN THEY TELL HOW IT WORKS BY LOOKING AT IT?
EXAMPLE:
THE OFFICE DOOR
PEOPLE DON'T READ
“Great door! I especially like the open feature!”
How to avoid that bad UX feeling?
START WITH STANDARD NATIVE UI
ELIMINATE THE POSSIBILITIES FOR ERROR
HIDE SLOW LOADING WITH ANIMATION
Provide expected features
PROVIDE EXPECTED FEATURES
CUSTOM UI = TEST, TEST AND TEST AGAIN
CUSTOM UI
WHAT ABOUT GOOD UX?
Give extra value
NOTIFY MY SO
I DON’T MISS OUT
THINK ABOUT MY DATA PLAN
THINK ABOUT MY DATA PLAN
REINVENT AN OLD PROCESS
RITUAL
Skip the line & enjoy rewards
At your local faves

TORONTO | NEW YORK | CHICAGO
OUR UX PROCESS
PROTOTYPE DRIVEN DESIGN


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Our Concept Process

Concept Phase 3 - 5 weeks

- Strategy Discovery/Insights
- Design Concept
- User Testing
- Concept Refinement
- User Testing
- Concept Prototype
- Brand Checkin
- IT/Dev Checkin
- IT/Dev Checkin
- Presentation
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 YOUR 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

• ARC requirements doc
GET INSPIRED

• What’s the competition doing?
• What other industry can we draw parallels too?
• What’s the latest in insert here ui patterns?
• What have we learned since last time?
SKETCH & DESIGN

• Is it a content based or task based app?
• What are the key user paths that are core to the app?
• Is there a new feature we’ve never seen before?
• What type of design style is right for the user base?
CHOOSE YOUR NAVIGATION

HAMBURGER

BOTTOM TAB BAR

SWIPE TOP TAB
Design Concept
UX TESTING
WHAT TO WATCH FOR

• Hesitation of any kind

• Let them explore and talk through what they see

• The word busy. Time to re-work the design

• Consistency in feedback (test from 5-7 people)
Process Overview

Production Phase

- Annotation Structure
- Design Sprint 1
- User Testing
- Design Sprint 2
- User Testing
- Design Sprint 3
- Final User Test

IT / Dev Checkin
IT / Dev Checkin
IT / Dev Checkin
1.01 - Products: Search

This is the search state of the products screen. This screen is displayed after users tap the search field in the header on 1.00 - Products.

1️⃣ Tapping "X" will clear field and return it to its default selected state.

2️⃣ Tapping "Cancel" will display 1.00 - Products.

3️⃣ Tapping a popular search terms will display search result screen for the tapped search term.

4️⃣ "Search" button will be in an inactive state until user begins typing. Tapping the "Search" button while active will display 1.04 - Products: Search Results.
WIREFRAMES + PROTOTYPES

Ps

InVision

Axure
AN APP IS BORN
QUESTIONS?