







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INTRODUCTION TO UX DESIGN

-  INTROS
-  ABOUT PLASTIC
-  MOBILE UX OVERVIEW
-  WHAT WE'VE LEARNED
-  OUR APP PROCESS
-  QUESTIONS

JASON HYDE

VP, Creative and User Experience






- 14 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






AMIR NEDAEI






Sr. UX Architect






- 4 years in user experience
- Oversees and develops UX architecture for all client work
- Is the bridge between creative and development
- Studied information architecture at U of T






CLIENTS











TECHNOLOGY INSPIRED
BY DESIGN™

OUR WORK

BELL 4:21 PM 100%



AIR MILES® reward miles

AIR MILES Cash:

7,100

Dream Balance:

2,789

Activity

November 2012

Check-in Challenge



9 CHECK INS (20 DAYS LEFT)

Keep going! 1237 more check-ins to become a top player.

Offers Nearby

8



Metro

77 Hanna St. - 10m



Check-in

BELL

4:21 PM

100%



SPC



FAVOURITES

Select your favourite retailers & receive \$5.00 off AE.

UNLOCK DEAL

All Deals Nearby



GET DISCOUNTS & EARN
REWARDS W/ A NO FEE-BMO
SPC MASTERCARD

0.5 km



10% OFF YOUR PURCHASE
OF \$40 OR MORE

10

VIRGIN

9:54 AM

96%

Back

pizza pizza

CHECK OUT
NO ITEMS

Veggie

Meat

Cheese



Arugula



Asparagus



Kalamata Olives



PLACE YOUR TOPPING:



QUANTITY:



1



Broccoli

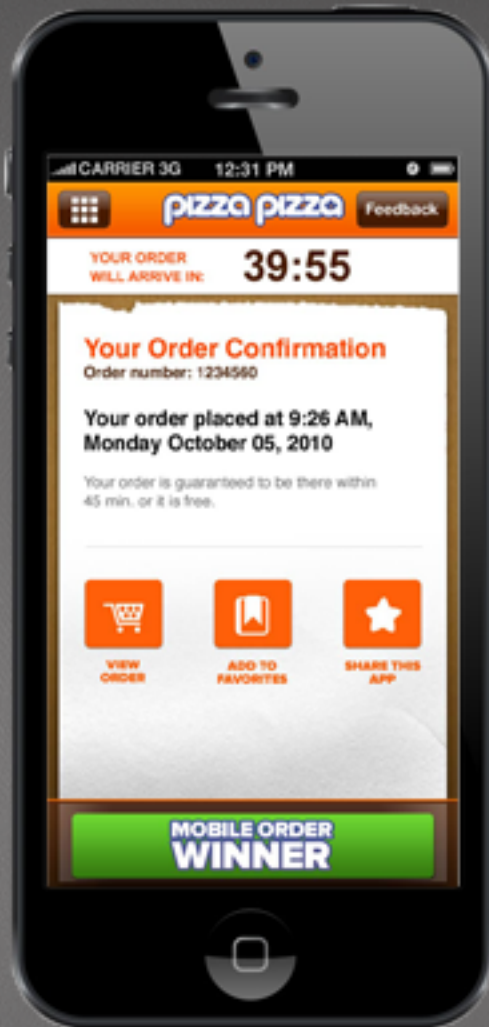
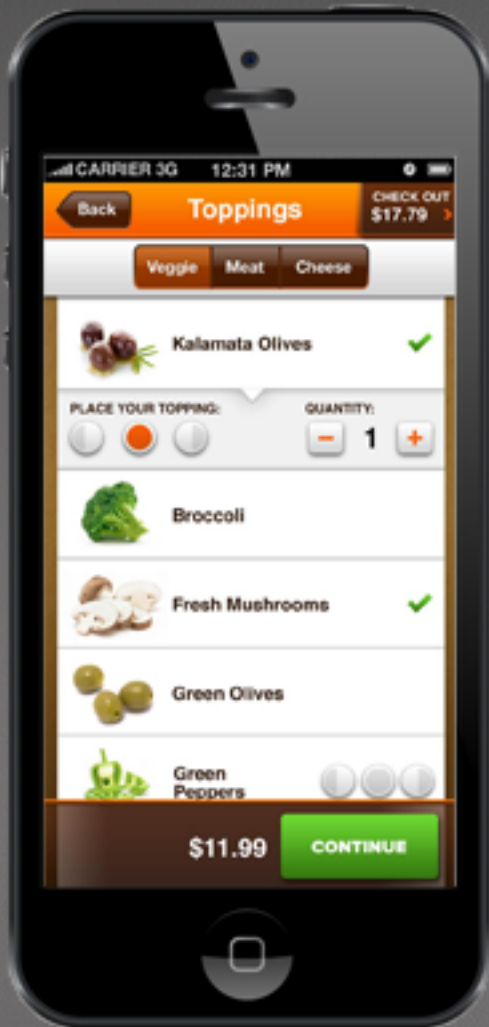
Scroll down for additional options & toppings below

\$8.30

Fresh Mushrooms

CONTINUE

APP: PIZZA PIZZA



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.

UX FOR MOBILE

- Physical interaction, tap, swipe and gestures
- Smaller screens for content
- More advanced features than found on the web
- Each action requires more commitment (no rollovers)

INTUITIVE DESIGN

CAN THEY TELL HOW IT WORKS
BY LOOKING AT IT?

EXAMPLE: THE OFFICE DOOR

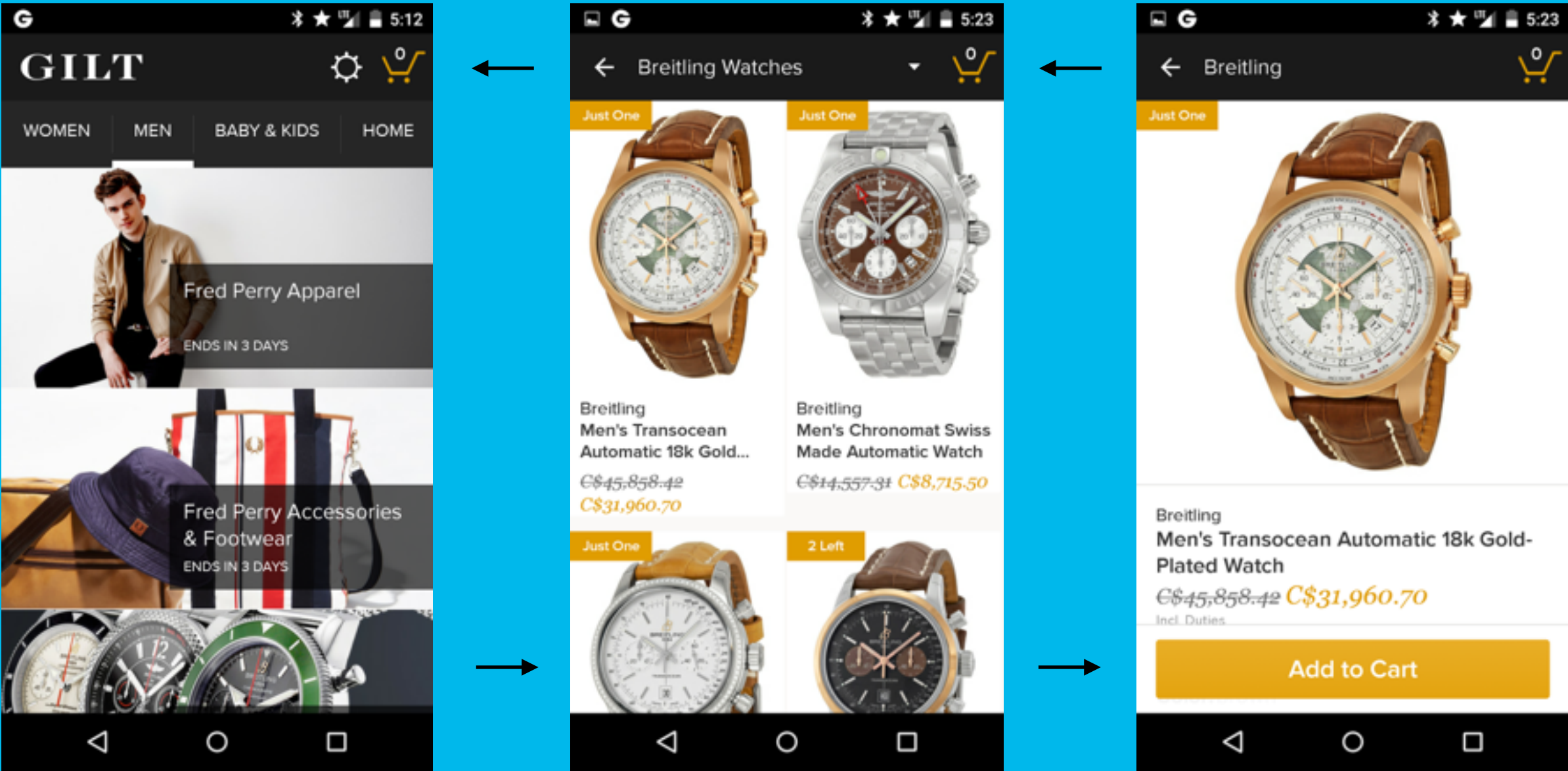




USERS DON'T
ALWAYS READ

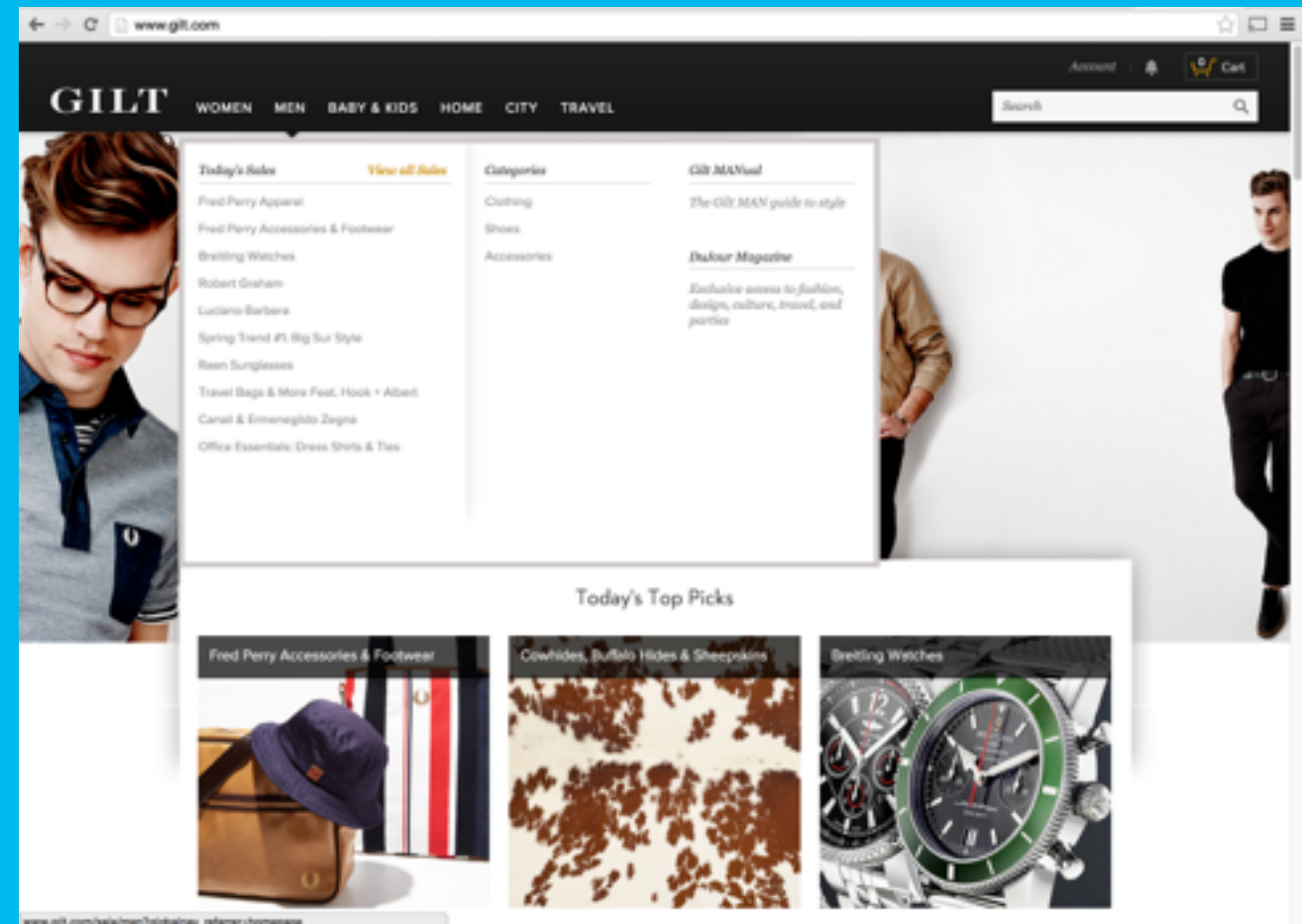
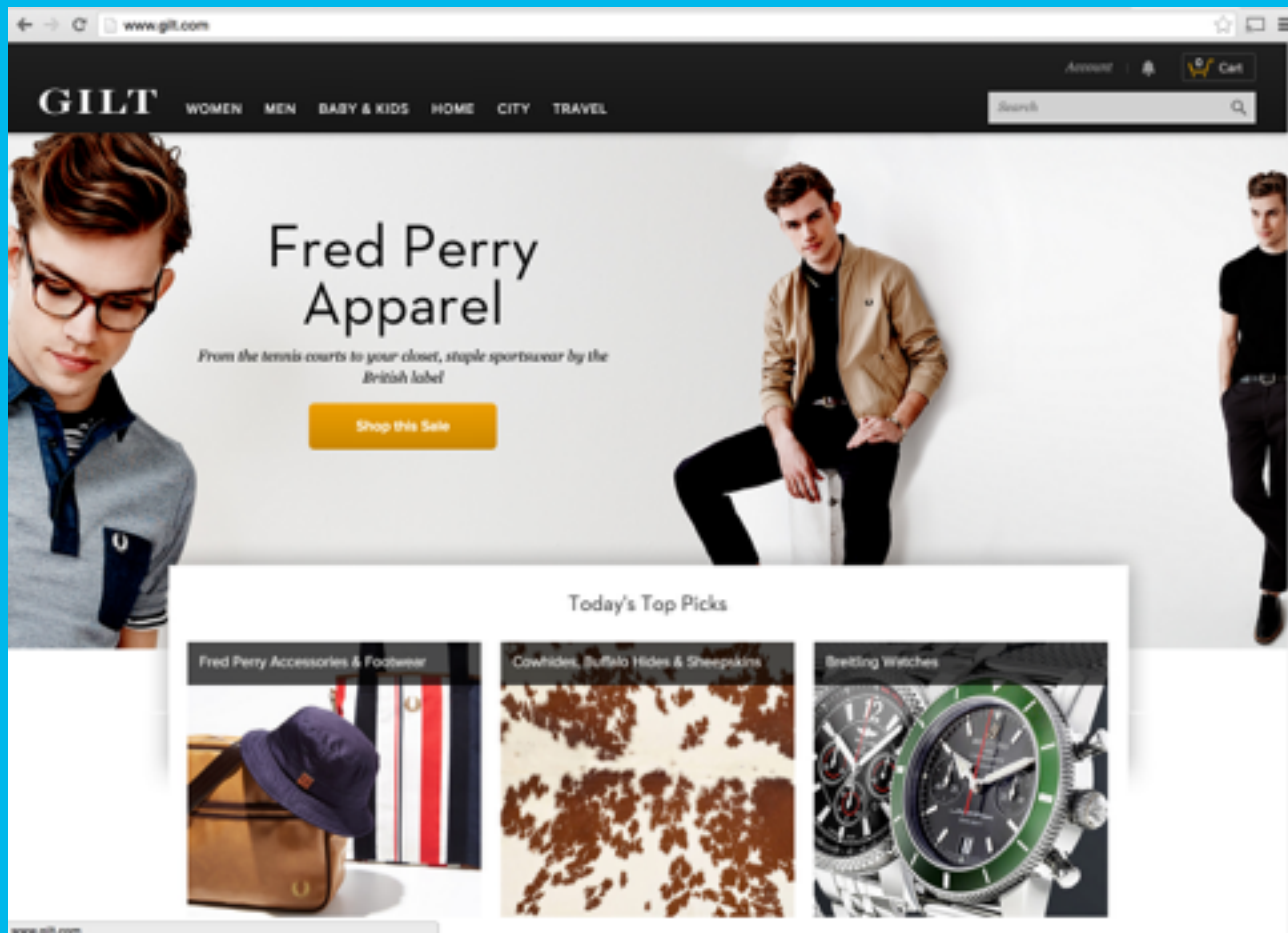


MOBILE:
PUSH / PULL LINEAR
NAVIGATION



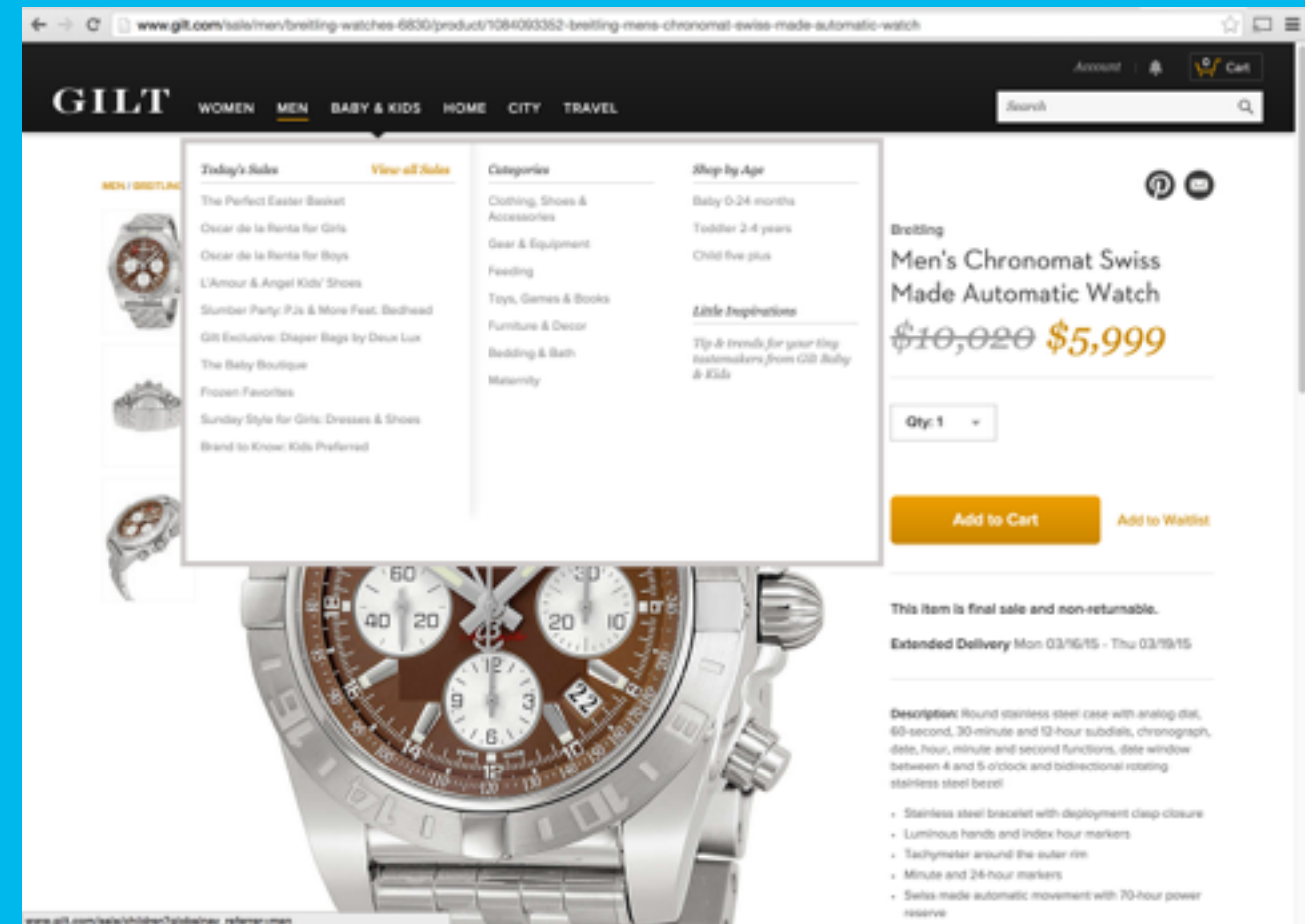
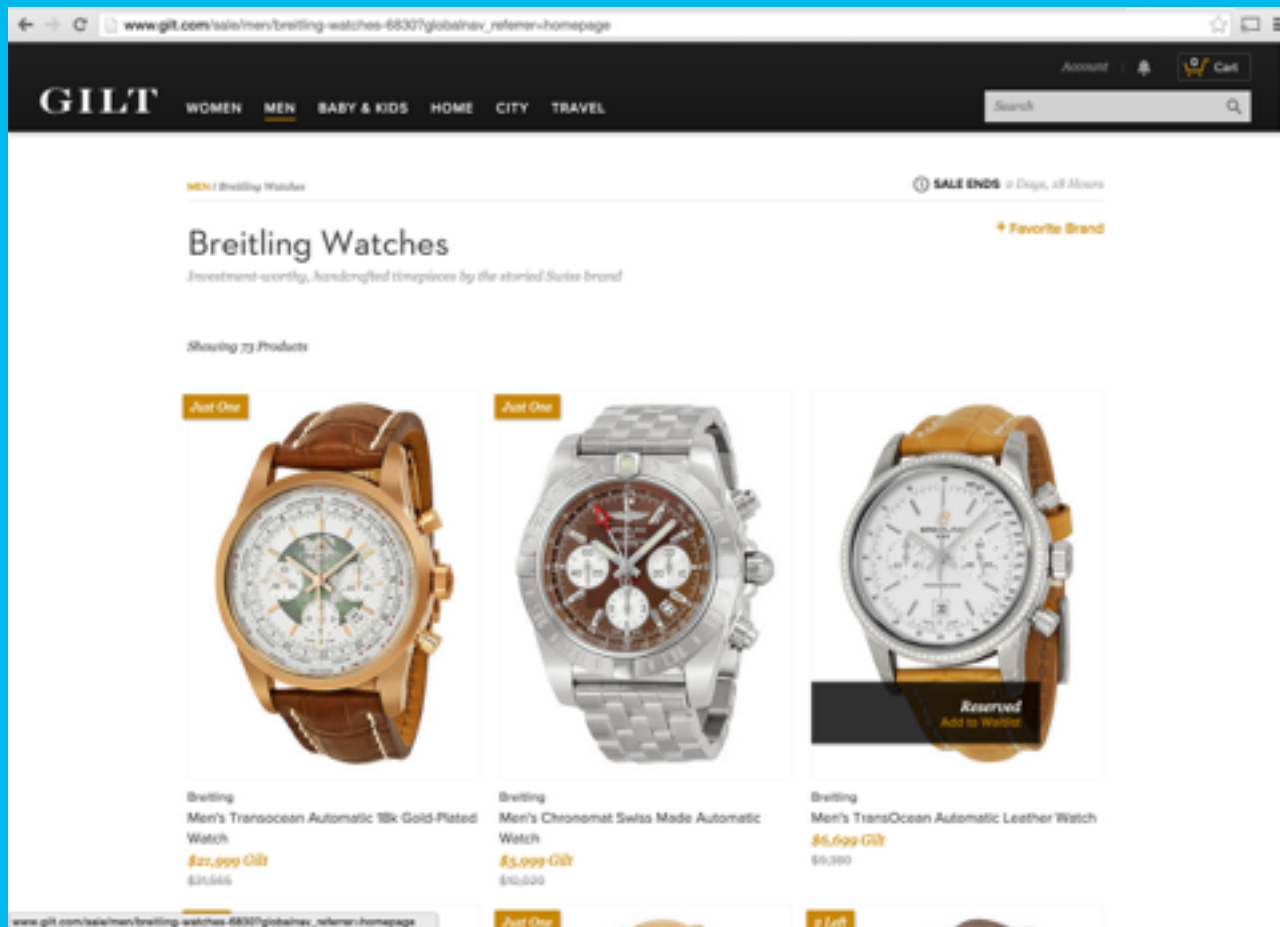
MOBILE: PUSH/PULL NAVIGATION

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MOBILE: PUSH/PULL NAVIGATION

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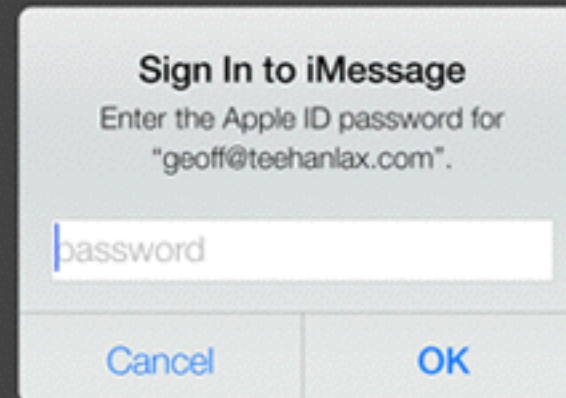
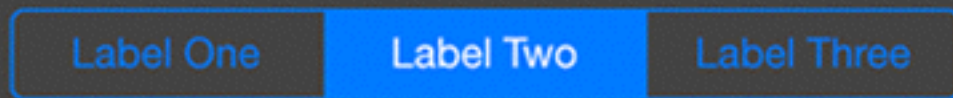
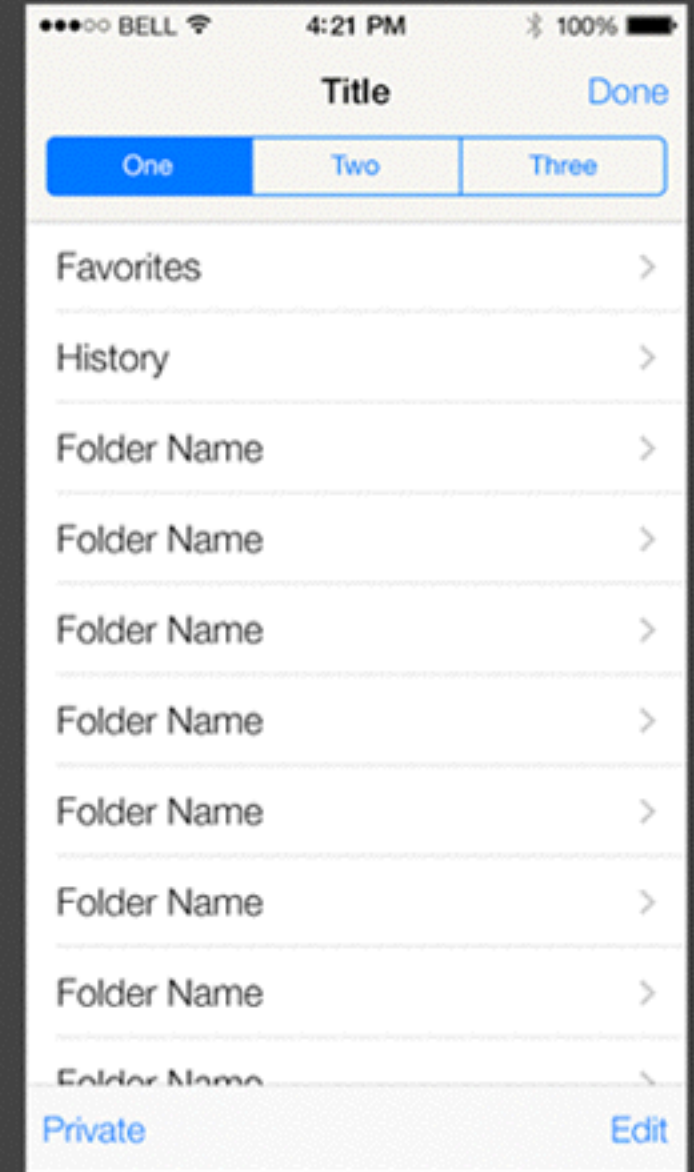
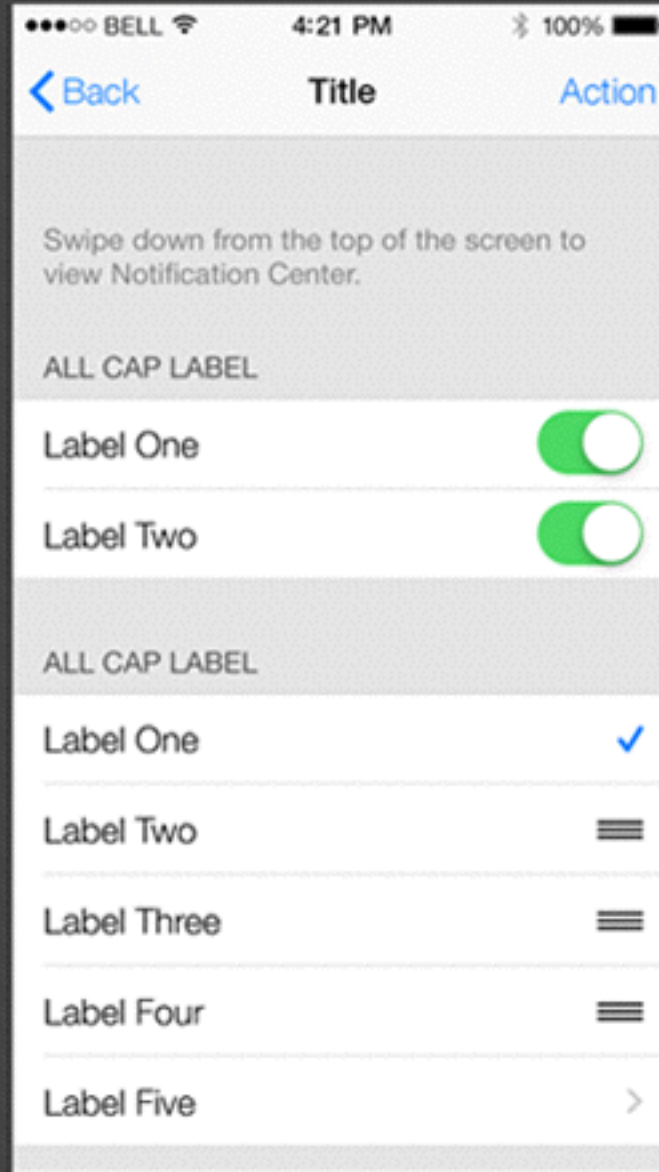
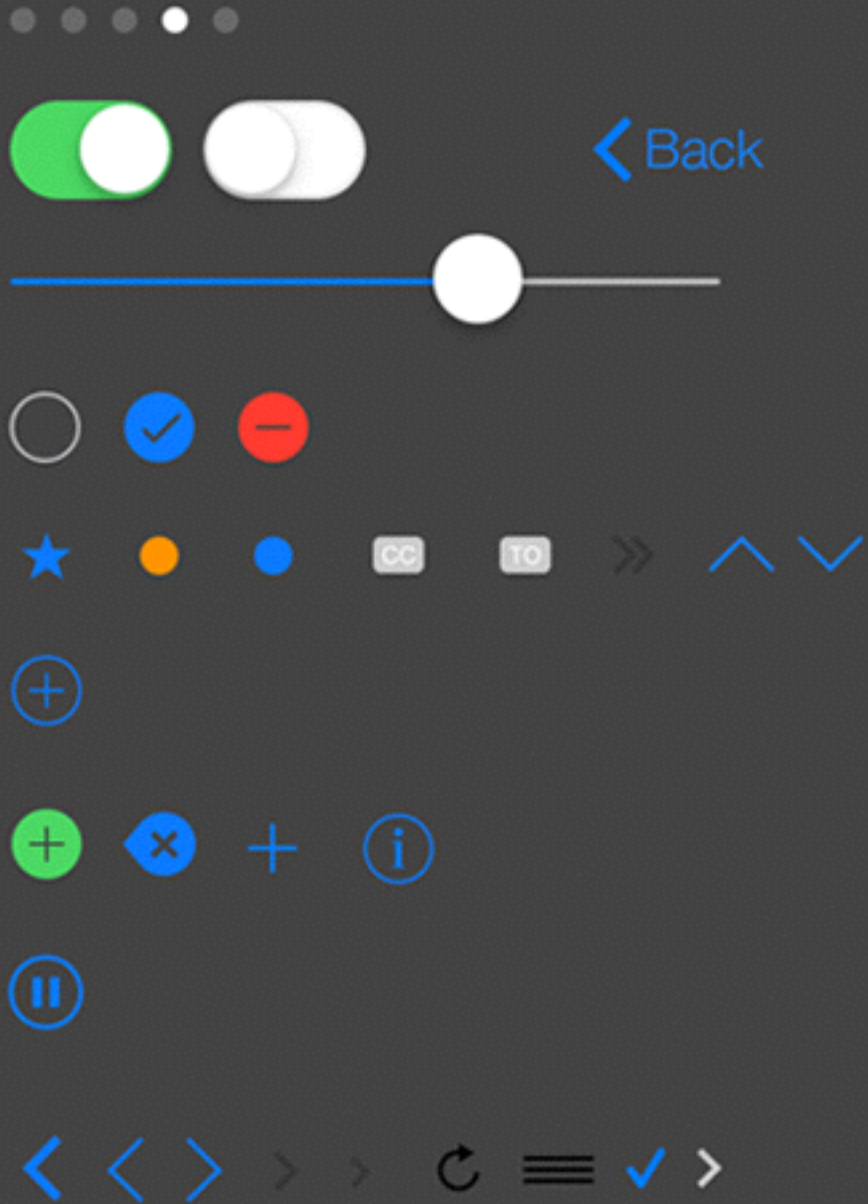
NAVIGATING CONTENT

- Simplest for average users to navigate
- Show enough information to know where they are going
- Follow 3 tap max rule for all content

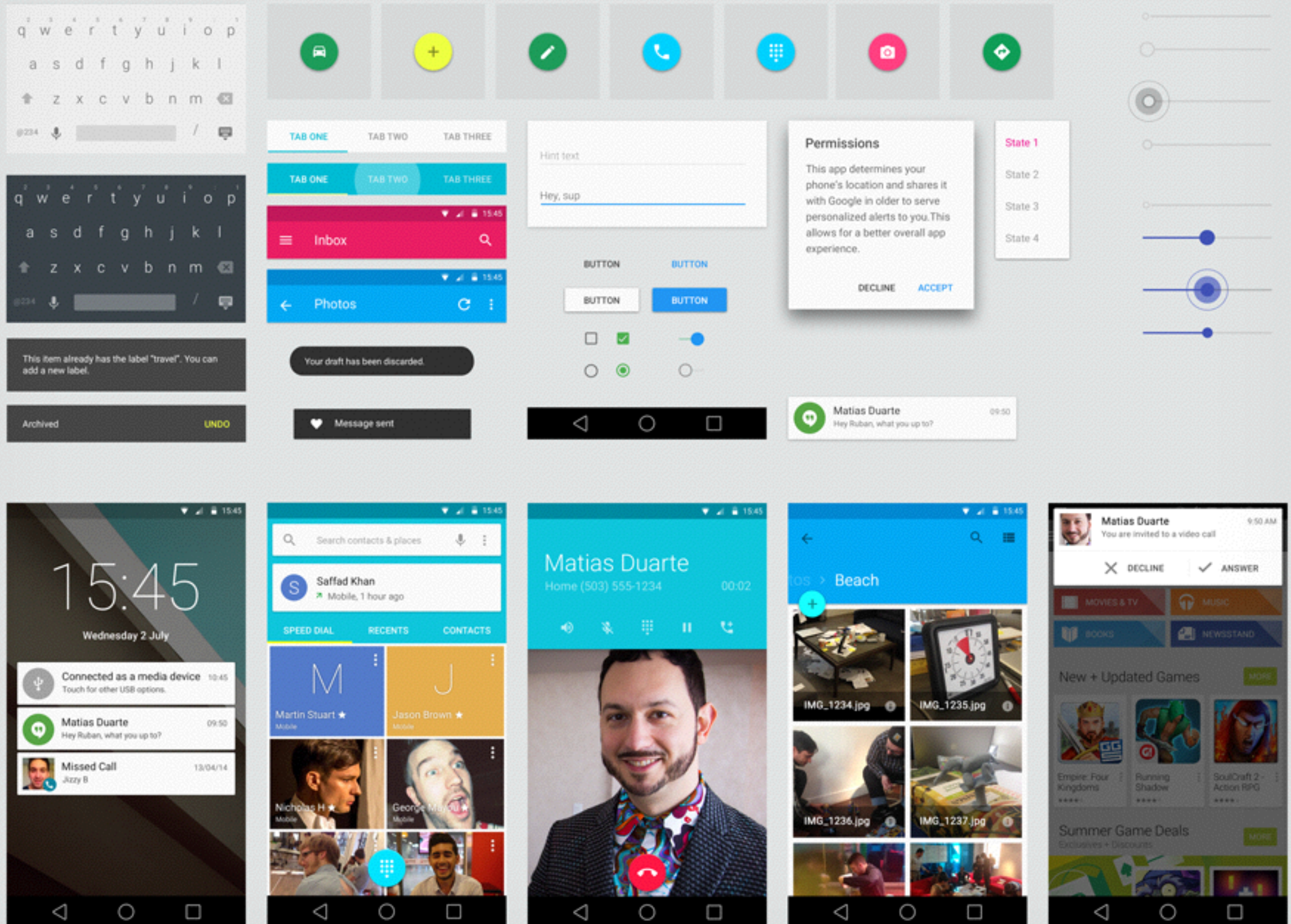
THE ANATOMY OF APP UI

Working with Native UI kits and layouts to build
your app.

ANATOMY: NATIVE NAVIGATION ELEMENTS



ANATOMY: NATIVE NAVIGATION ELEMENTS



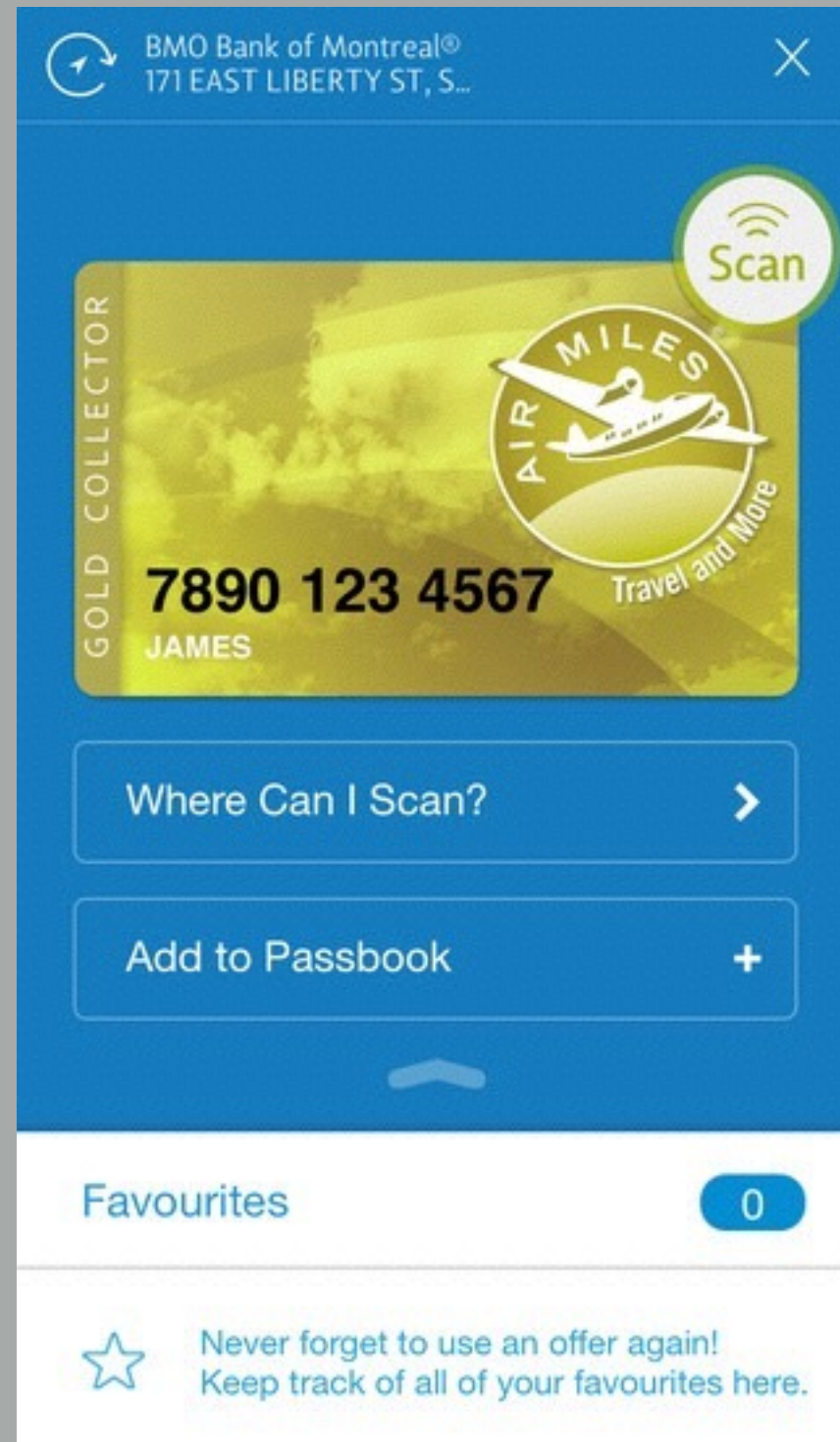
UI KITS - STARTING POINT

- As a resource for font sizes and faces
- For all page layouts and to help streamline content
- For non-custom icons and navigation
- For consistency between pages
- add custom styling after basic page structure is determined

INNOVATION:
CREATING
SOMETHING NEW

CUSTOM VS NATIVE UI

MOBILE: CUSTOM UI



Custom UI NAV

NATIVE UI: PROS + CONS

- Faster to implement and great for standard content
- Requires less user testing
- Can be limited on the types of features it can handle
- Can be visually limiting, and may not provide a unique app experience

CUSTOM UI: PROS + CONS

- For features and content not possible in native UI layouts
- Require some sort of demo or visual cue to understand
- Take longer to develop
- Gives the ability to create a truly unique experience
- Must be user tested and handled with care

WHAT WE'VE LEARNED ABOUT GOOD UX

From hundreds of hours of user testing.

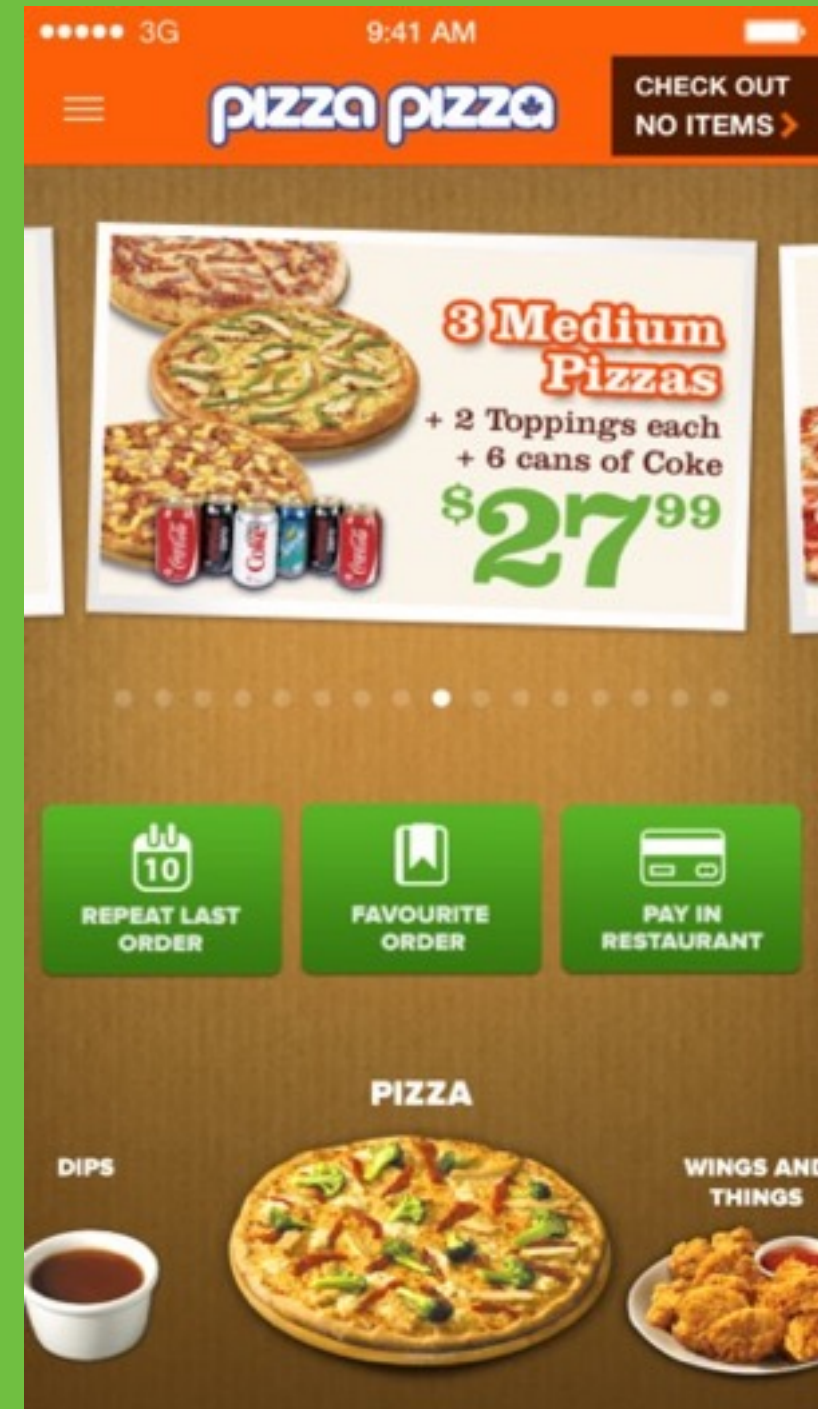
“DESIGN FOR WHAT PEOPLE WILL
USE IT FOR 95% OF THE TIME”

- Yahoo Apps

WHAT WE'VE LEARNED: BEST PRACTICES

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- The user depends heavily on the main screen
- Will only explore when they are “stuck”
- Represents the core of your app



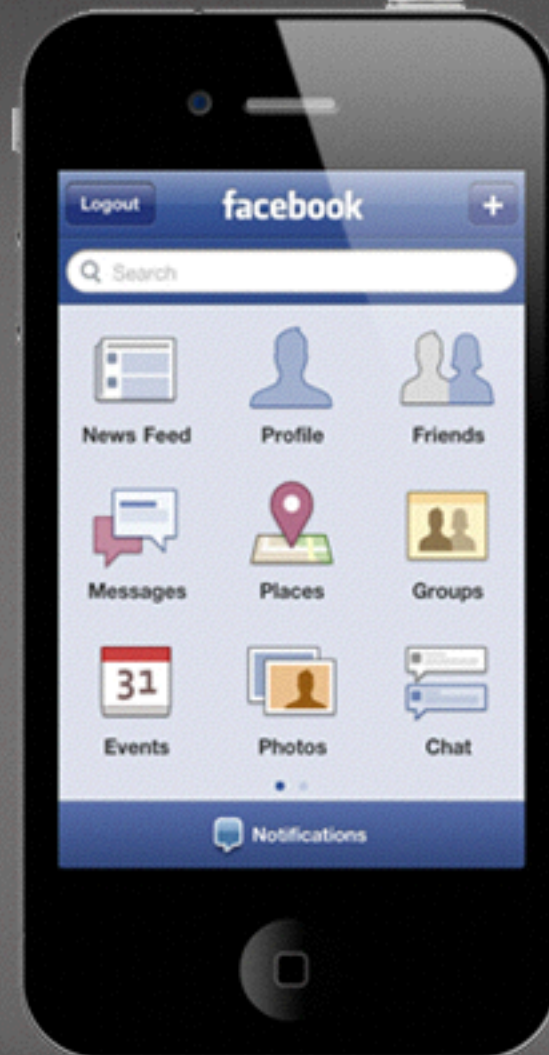
THE NAVIGATION DEBATE

FACEBOOK: UX TIMELINE

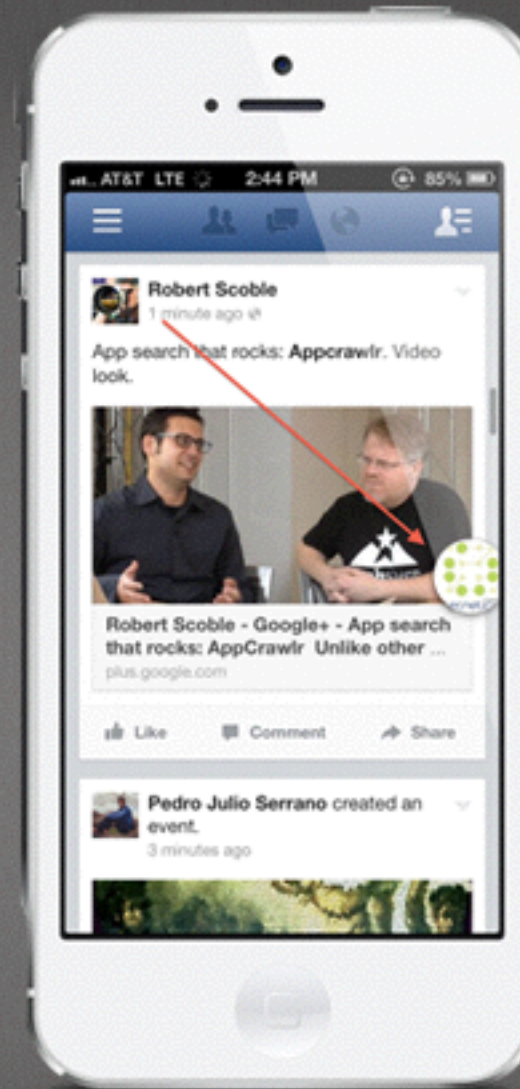
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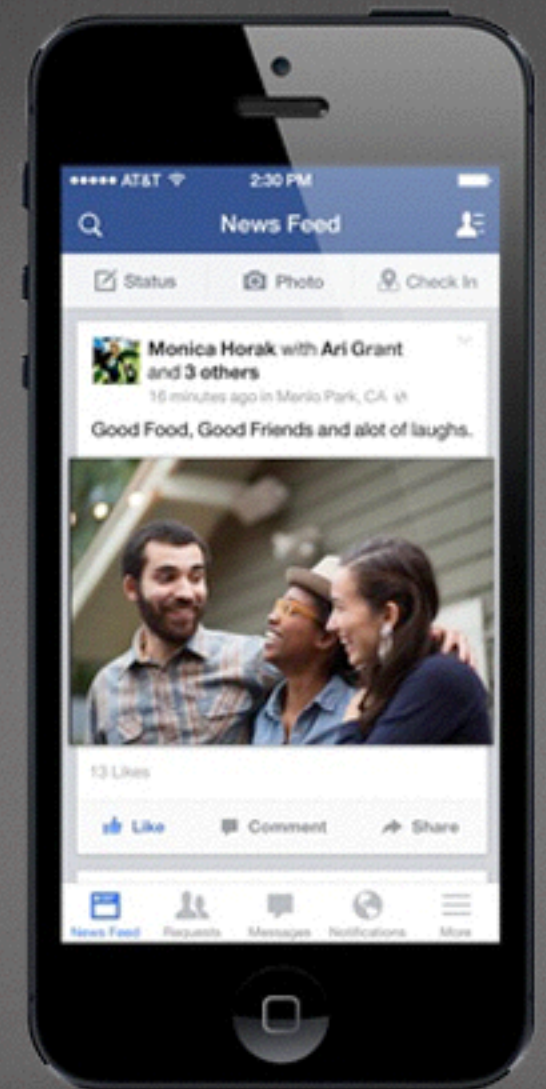
2007



2009



2011

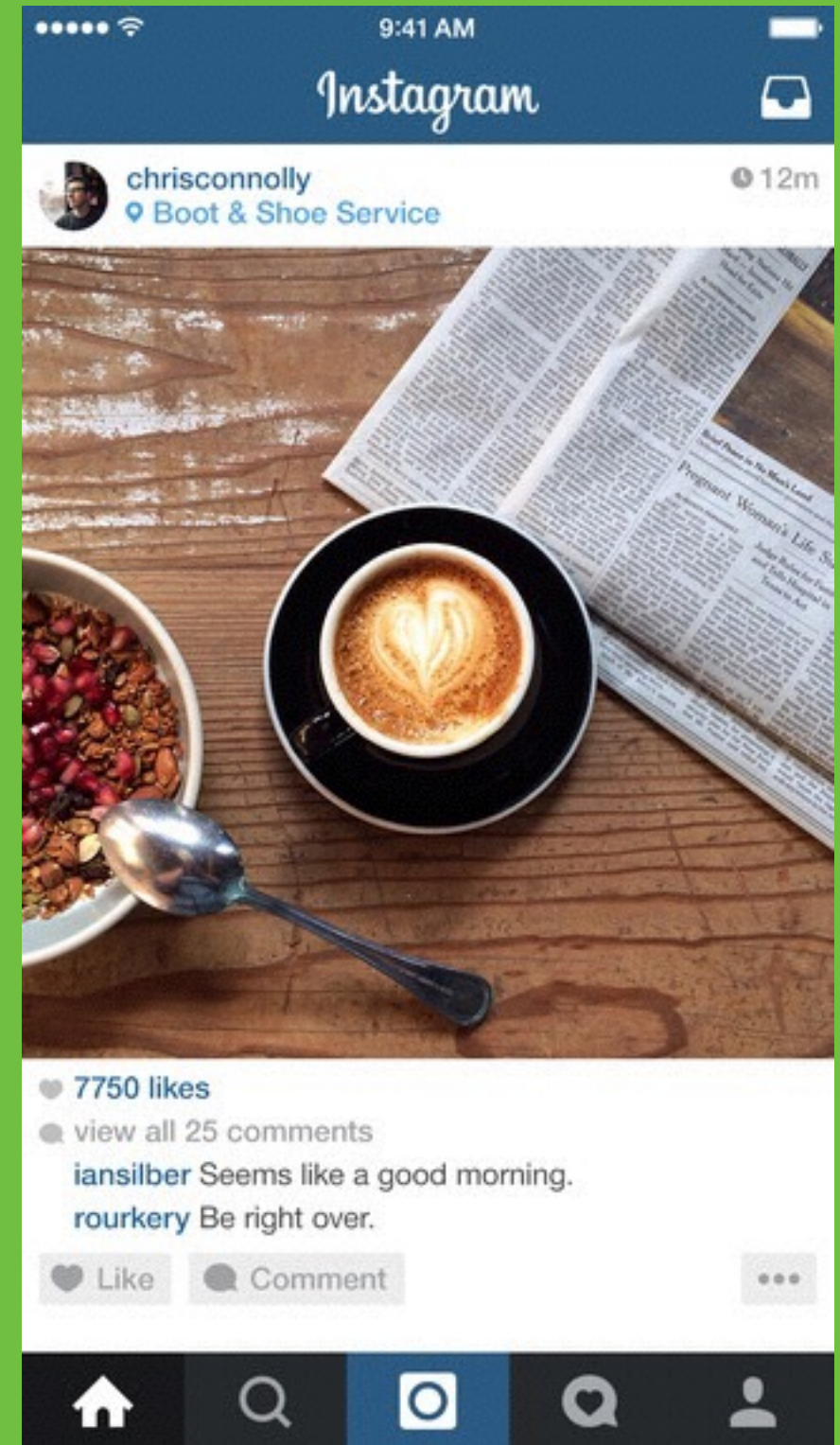


CURRENT

WHAT WE'VE LEARNED: BEST PRACTICES

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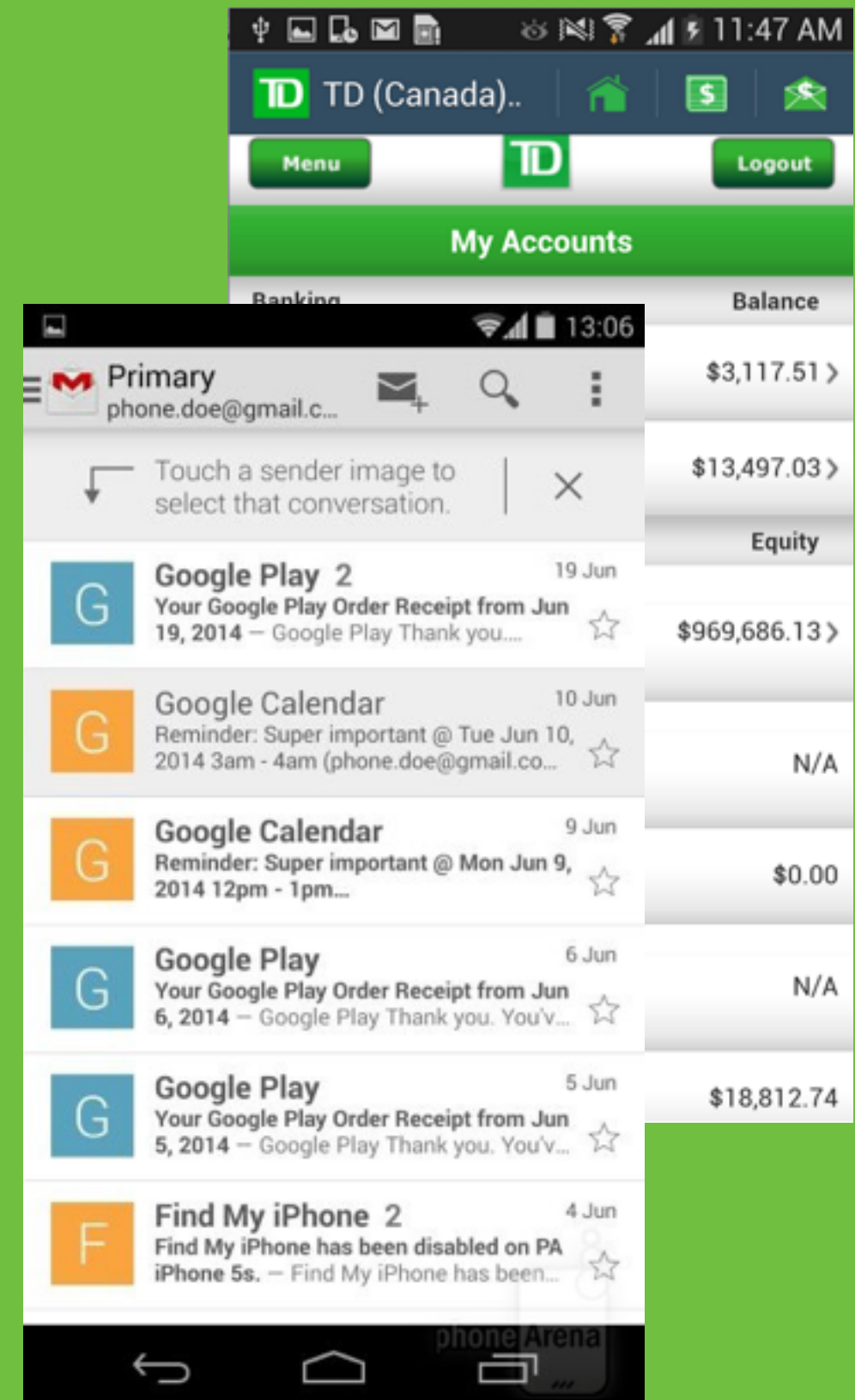
- Users expect 100% functionality from the web + 10% more
- Less is more, especially when it comes to navigation



WHAT WE'VE LEARNED: BEST PRACTICES

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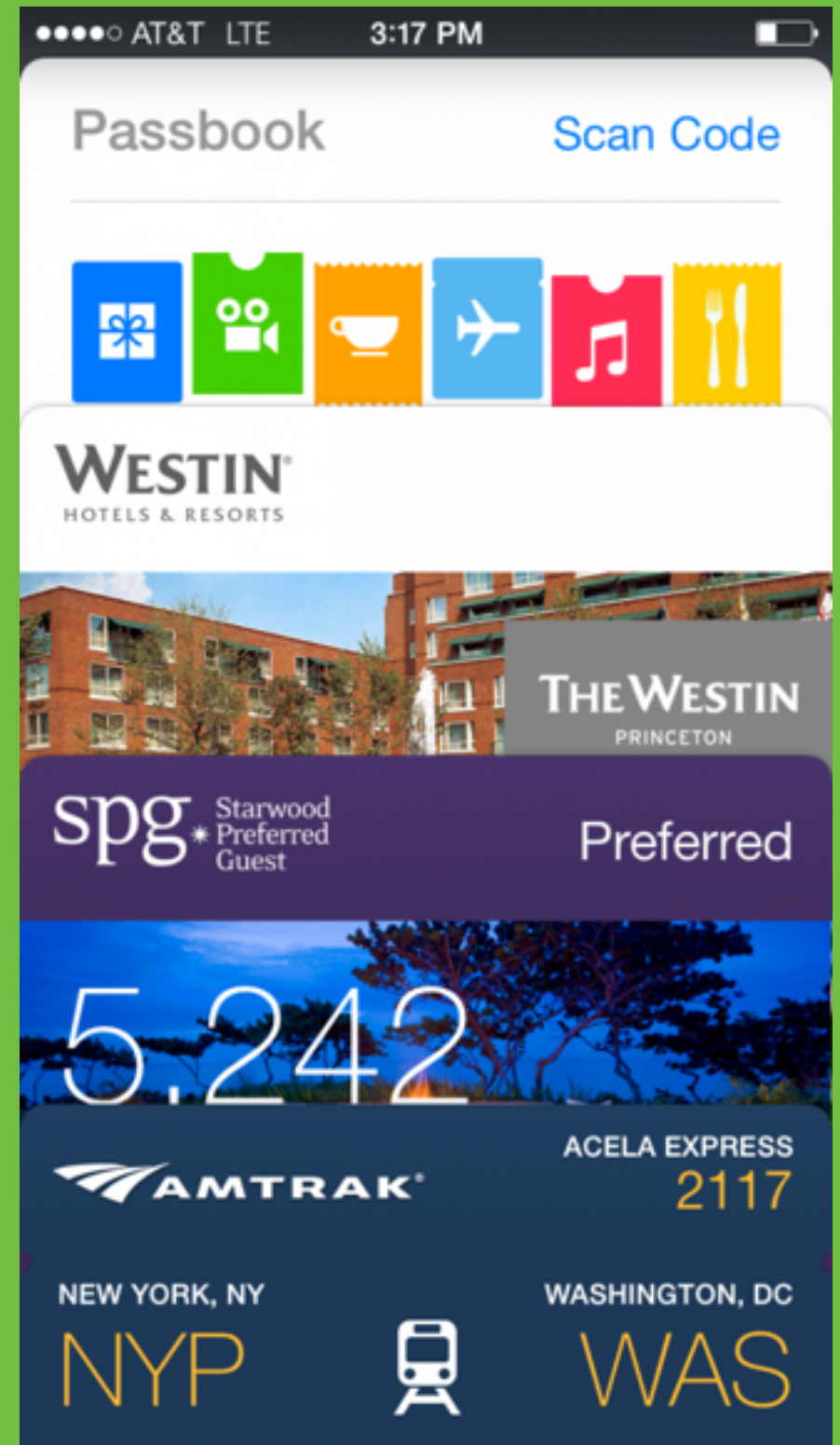
- Using 100% native UI elements doesn't always translate to good usability



WHAT WE'VE LEARNED: BEST PRACTICES

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- Visual cues and animations are key in helping a user understand any action
- Can make things look faster (performance)



OUR APP PROCESS

UX TEAM

VP Creative/UX

UX Architect

Strategist

UI Designer

Art Director

UX Researcher

PITCH PHASE: FEATURE CONCEPTS









DISCOVERY

LEARN THE BUSINESS

- How will they measure success?
- Do they have the technology infrastructure needed?
- Follow the money and find business insights
- How can mobile add value to their customers?

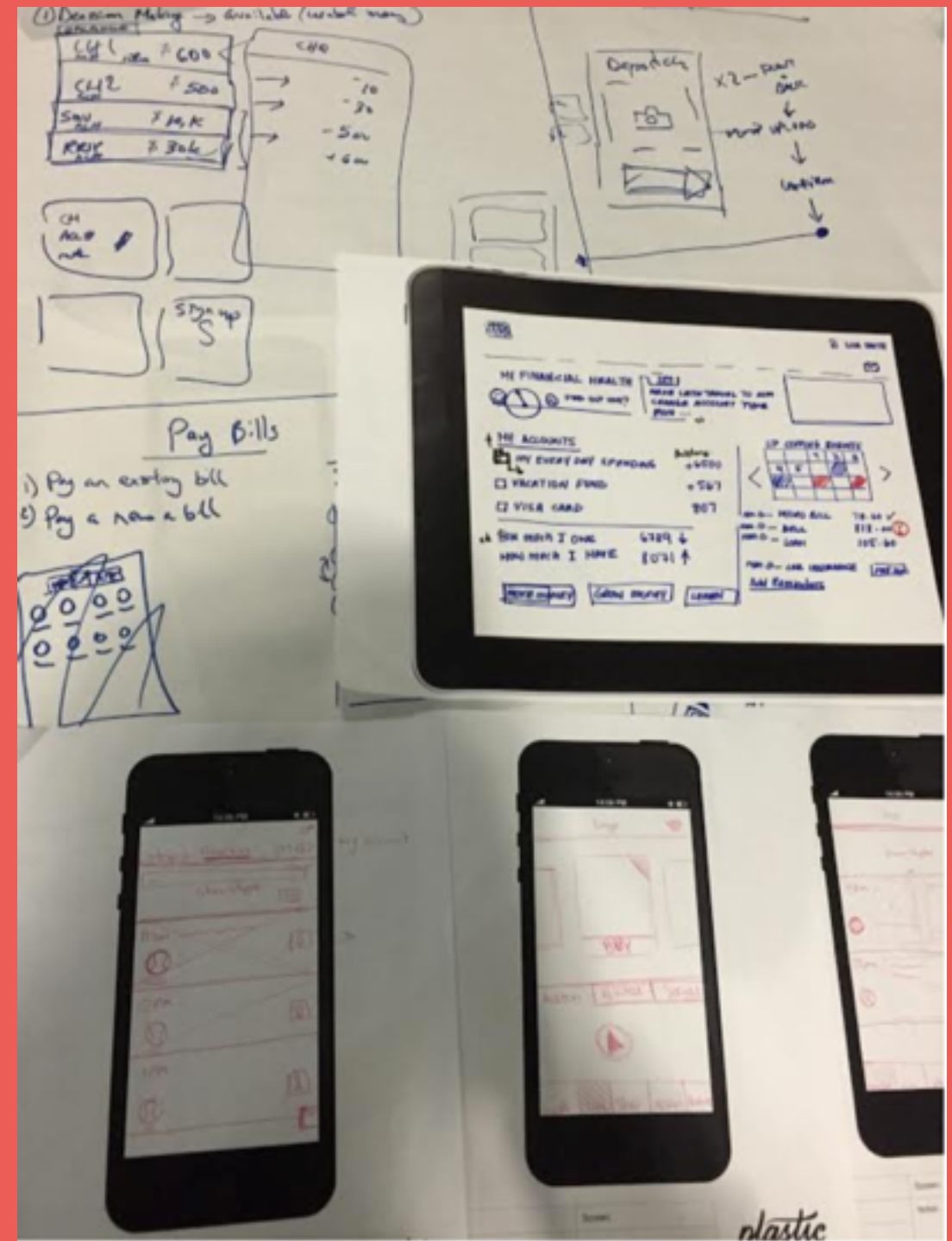
KNOW THE USER

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

WIREFRAMES + PROTOTYPES

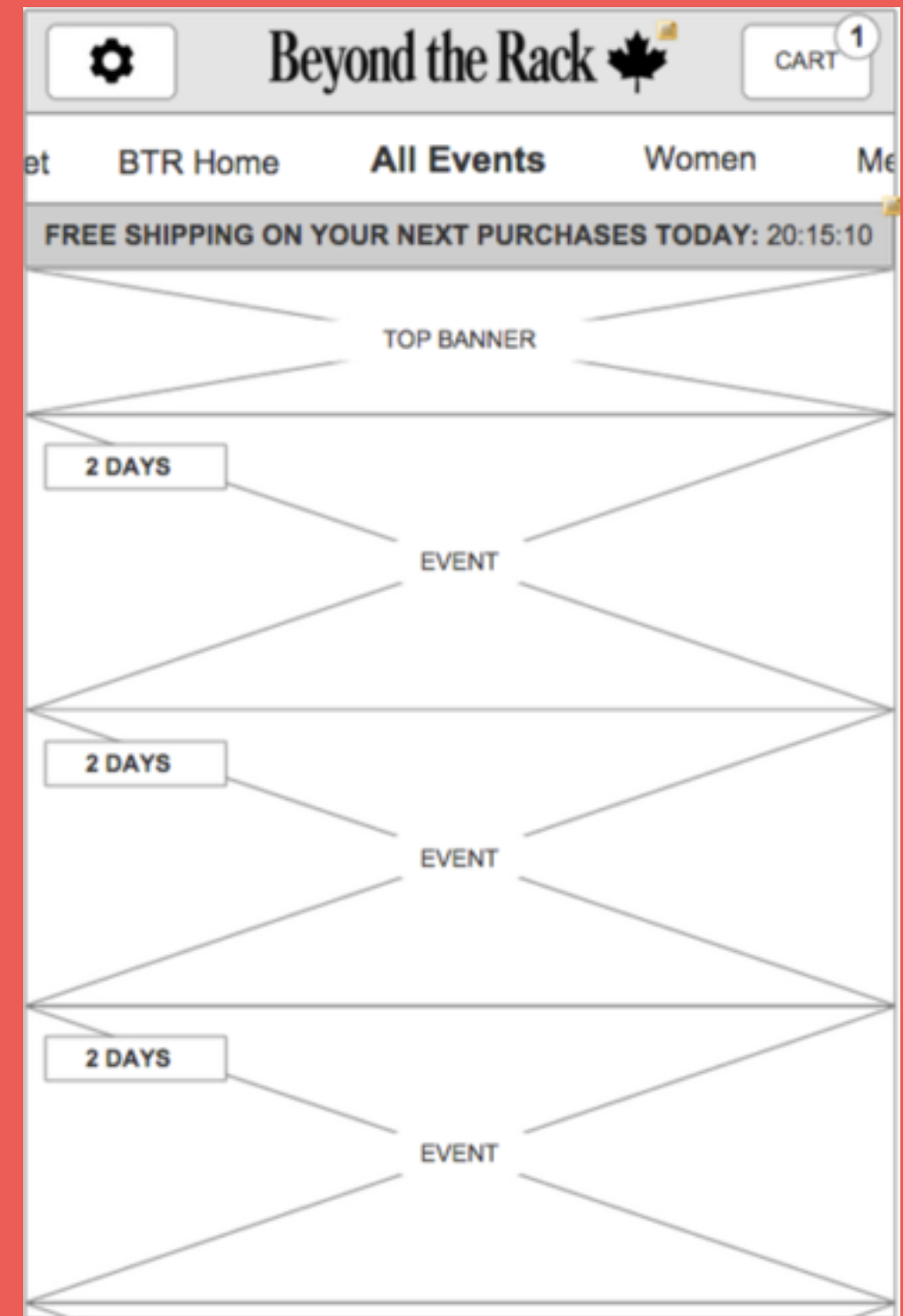
Paper Prototypes

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



Low Fidelity Digital Wireframes

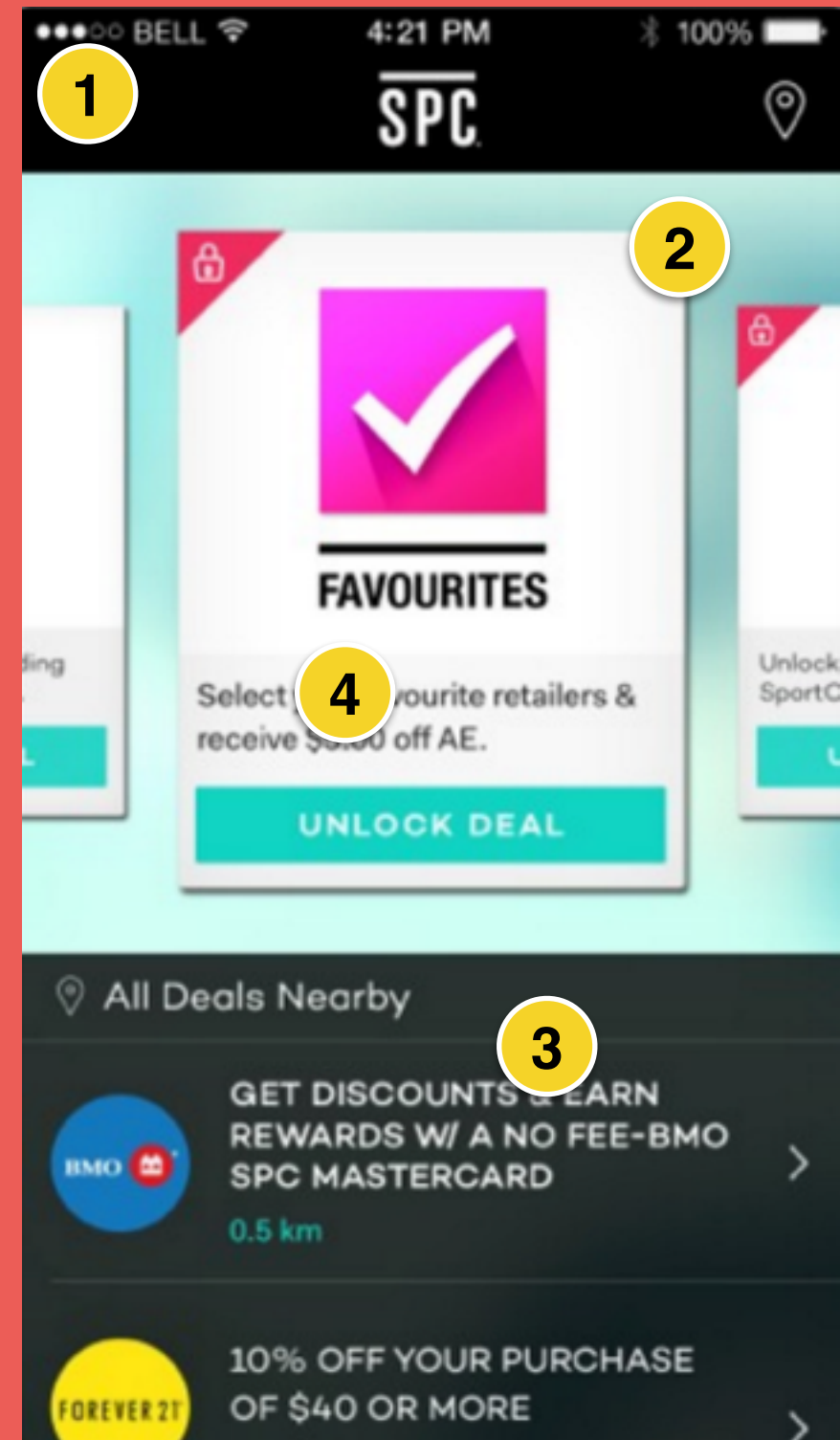
- Are complete with annotations, flow diagrams, and any other supplementary information that will aid designers and technical architects
- Fully detailed, leaving nothing to interpretation for design
- Allows for cheap and quick informal usability testing in the earliest stages of a project.



UI DESIGN

High Fidelity Digital Wireframes

- Are as close to the final product as can get prior to development
- Include annotations and animation examples for developers
- Can be easily converted to a working prototype for very accurate usability testing



DEVELOPMENT

QUESTIONS?