INTRODUCTION TOUXEDESSER







ABOUT PLASTIC MOBILE UX OVERVIEW OUR APP PROCESS QUESTIONS





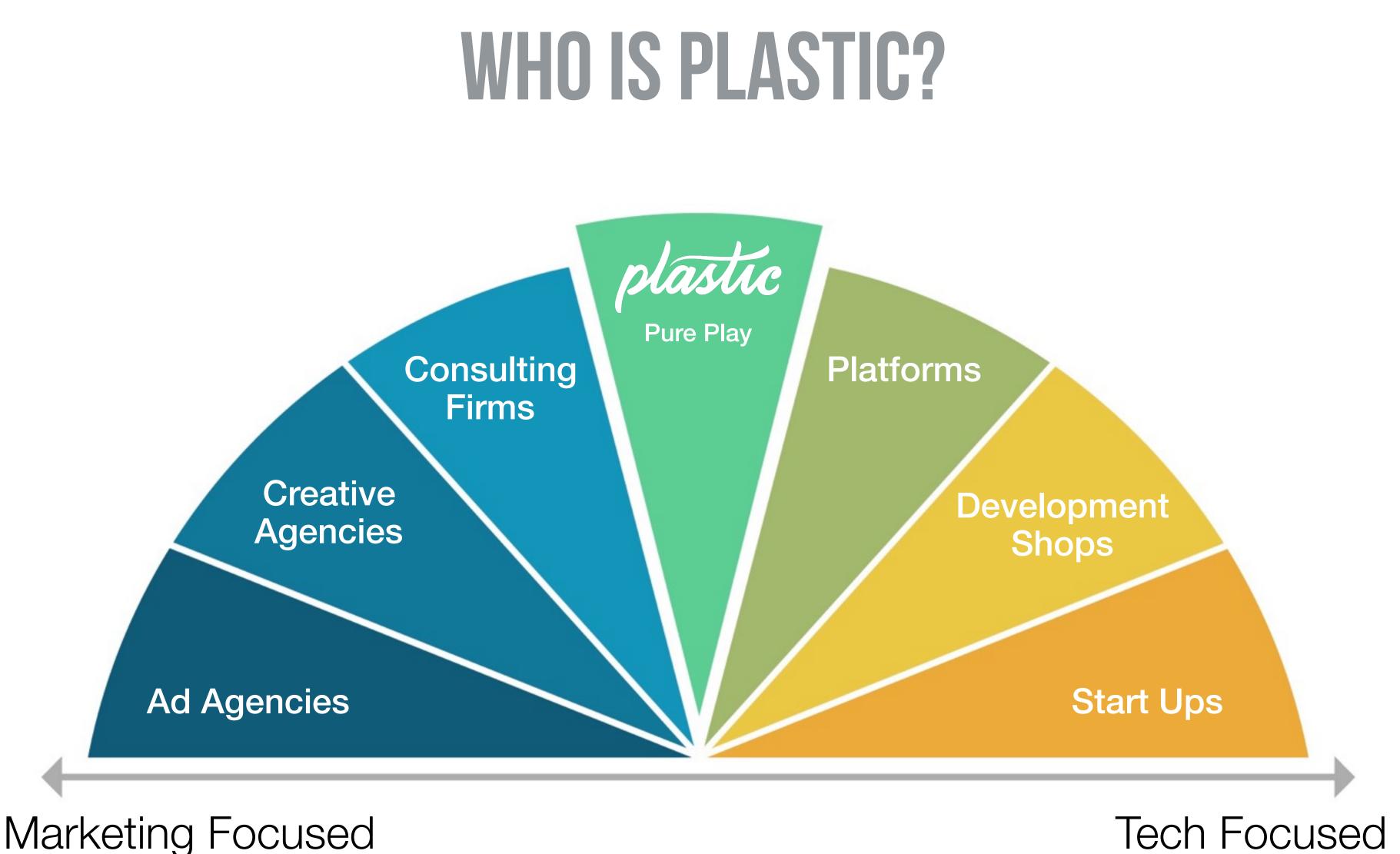
VP, Creative and User Experience

- 15 years experience in digital advertising, design focused
- Present high level creative and strategic approach to clients
- Classically trained in art and design

• Manage a team of UX architects, UI designers and strategists at Plastic







Marketing Focused

TOP CANADIAN BRANDS





LCB0























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MOBLE UX OVERVIEW

WHAT IS UX?

The overall experience of someone using a product and it's ability to meet expectations of use.

To not only meet, but exceed those expectations.

WHAT IS GOOD UX?

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 BADUX FEELING?

START WITH STANDARD NATIVE UI

Every-Screen and Every-Center anyscreen.psd

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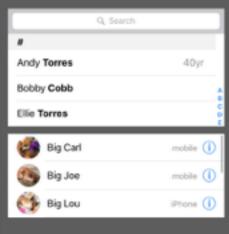
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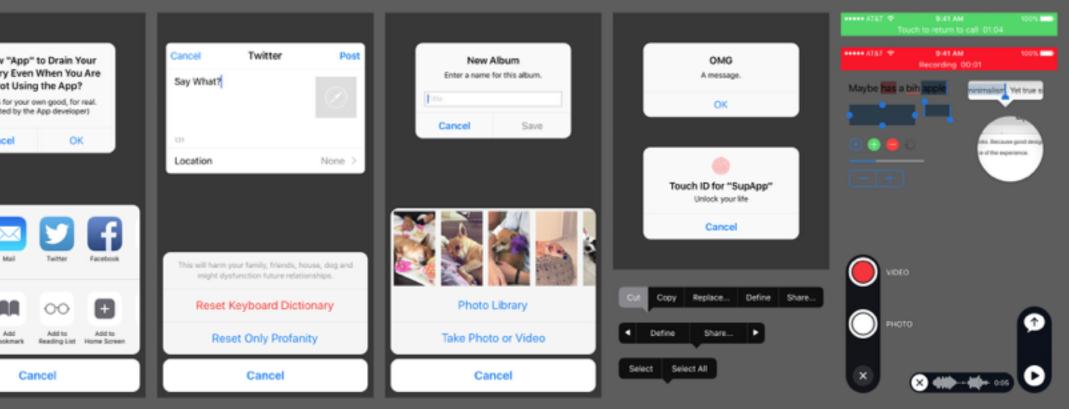
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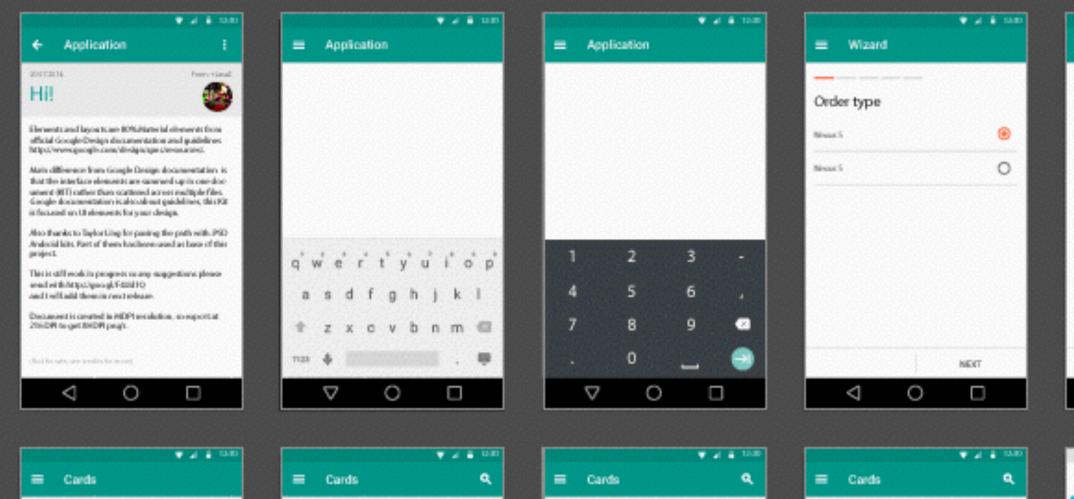
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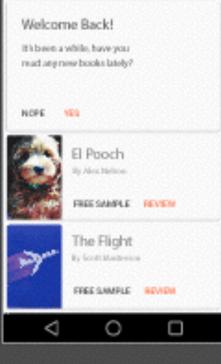
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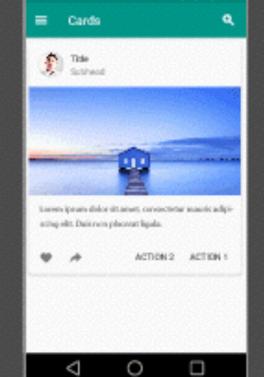


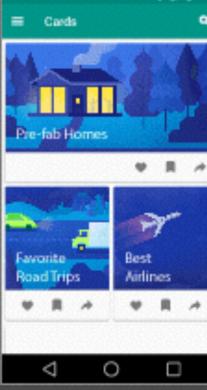


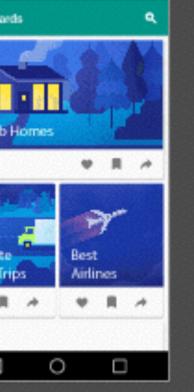




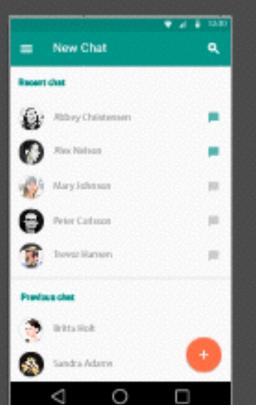


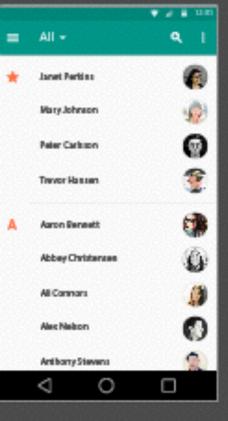


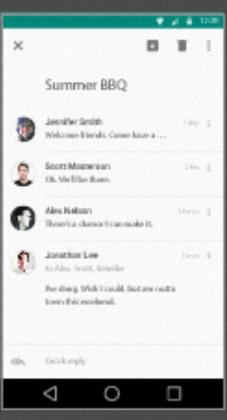


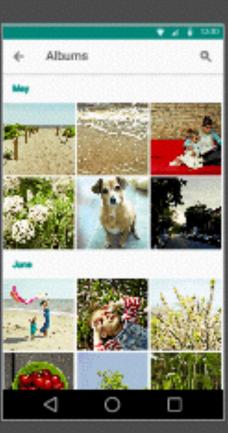


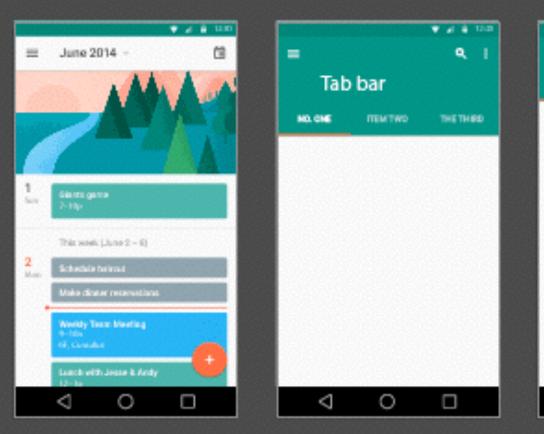














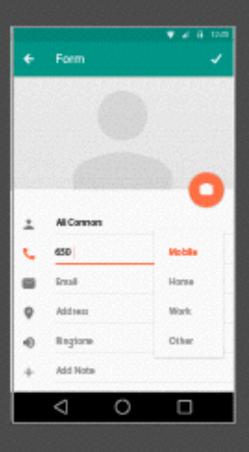
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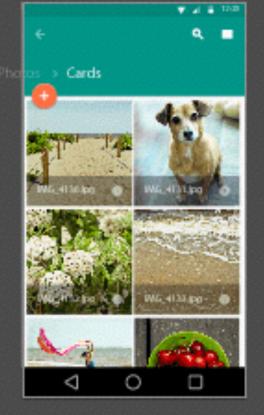
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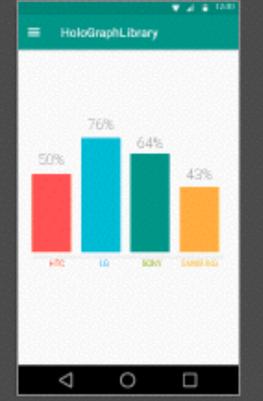
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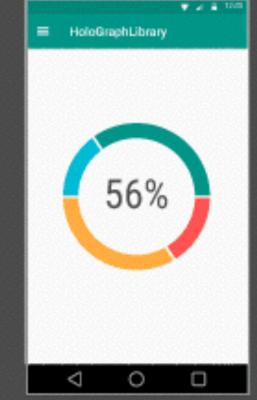


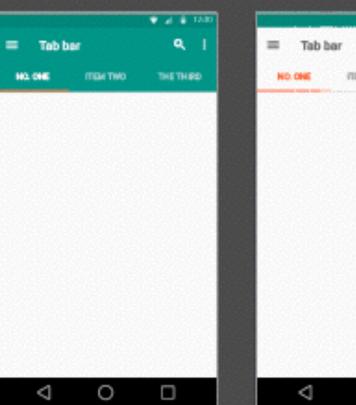




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POSSIBILITIES FOR ERROR

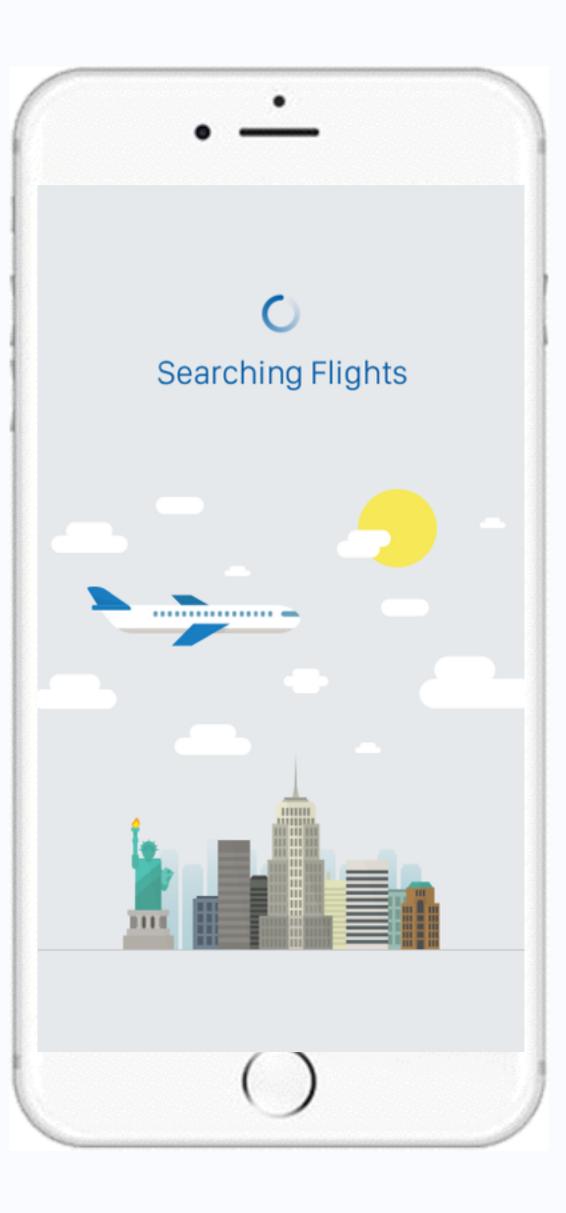
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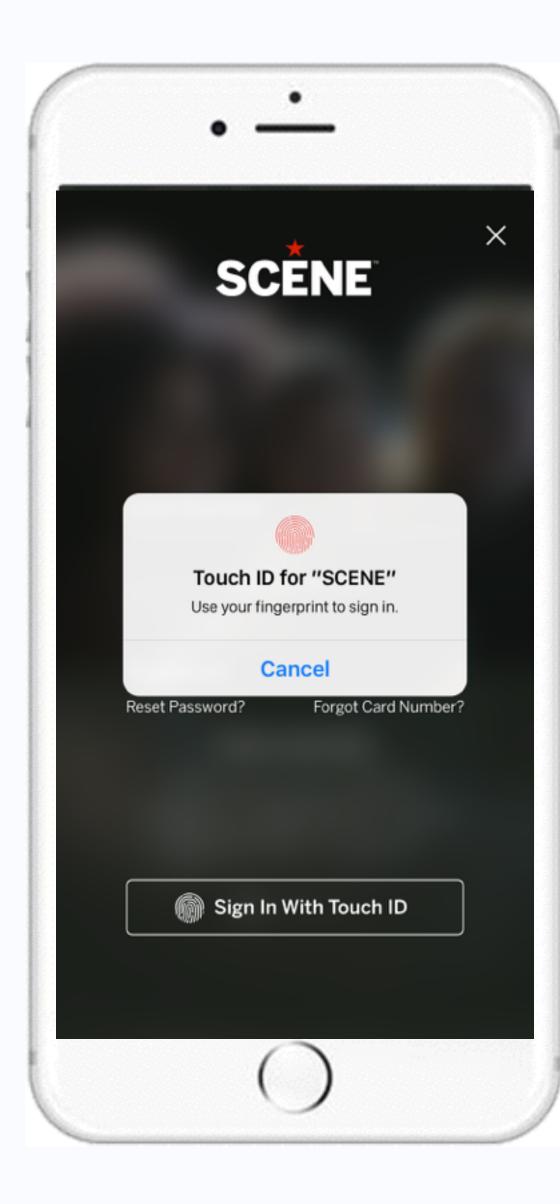
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SLOW LOADING



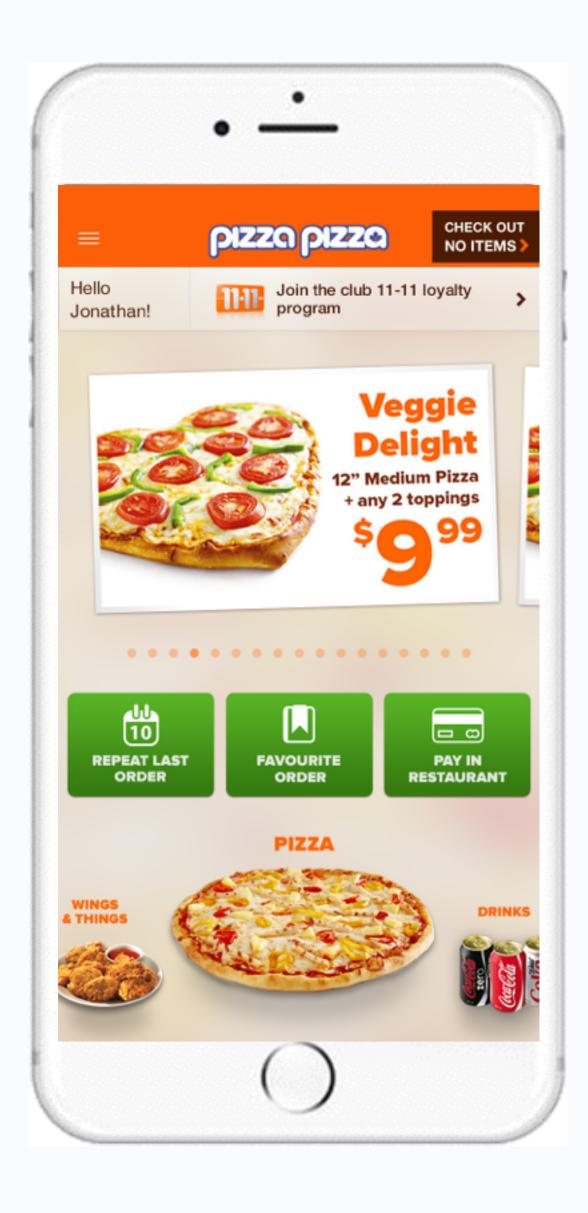
PROVIDE EXPECTED FEATURES

PROVIDE EXPECTED FEATURES



CUSTONU TEST, TEST AND TEST AGAIN

CUSTOM UI



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WHAT A B O U T G O O D U X ?

GIVE EXTRA VALUE



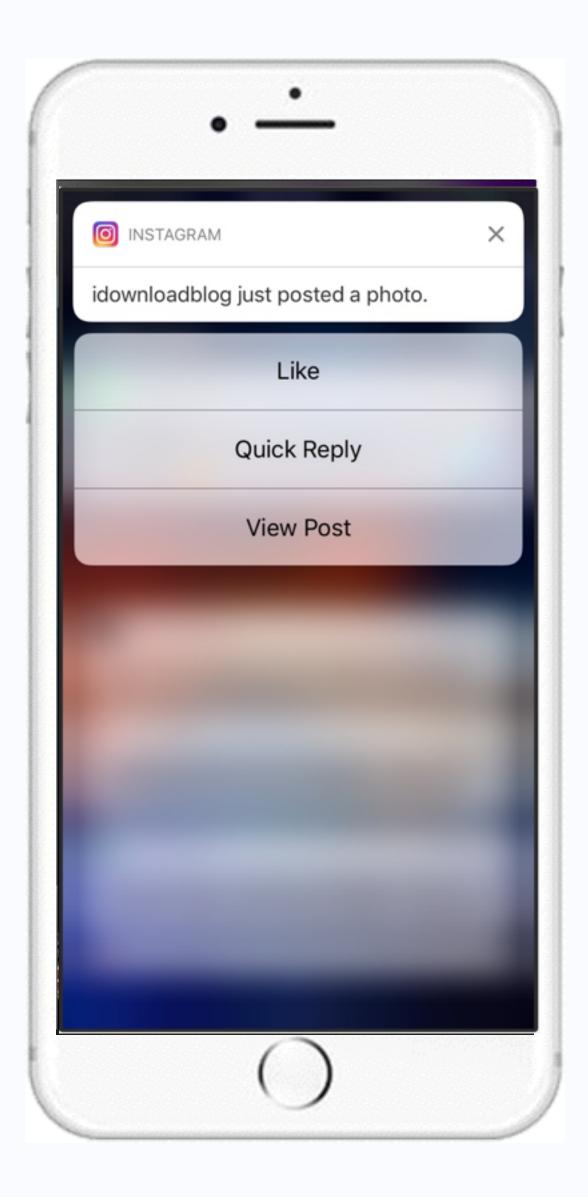






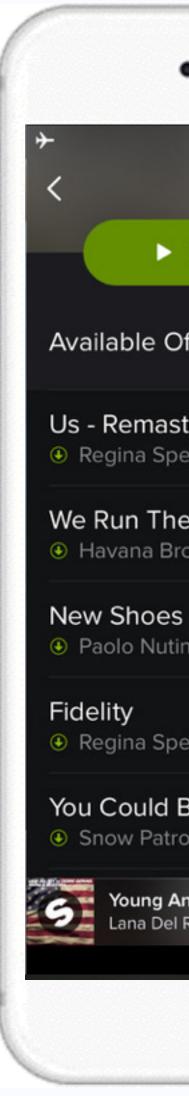
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NOTIFY ME



THINK ABOUT MY

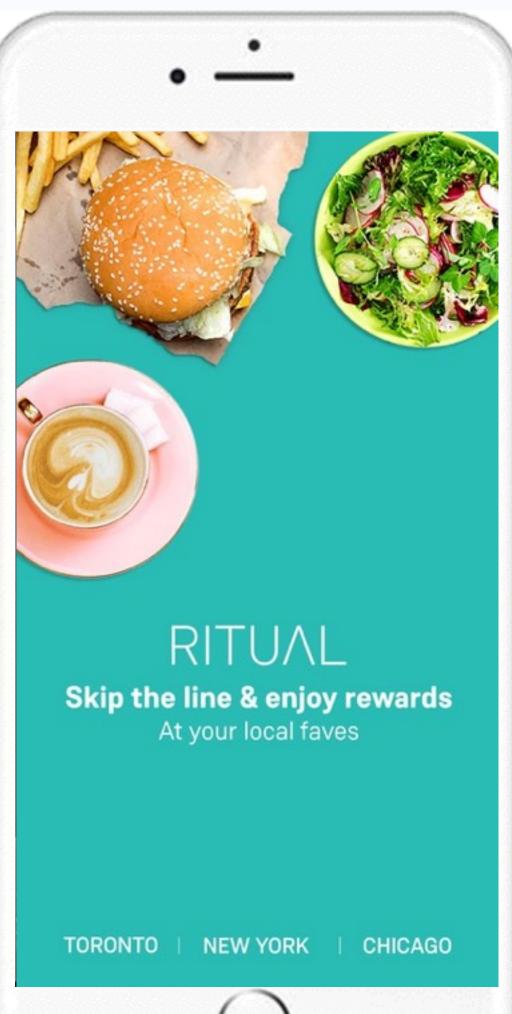
THINK ABOUT MY DATA PLAN



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REINVENT AN OLD PROCESS

REINVENT



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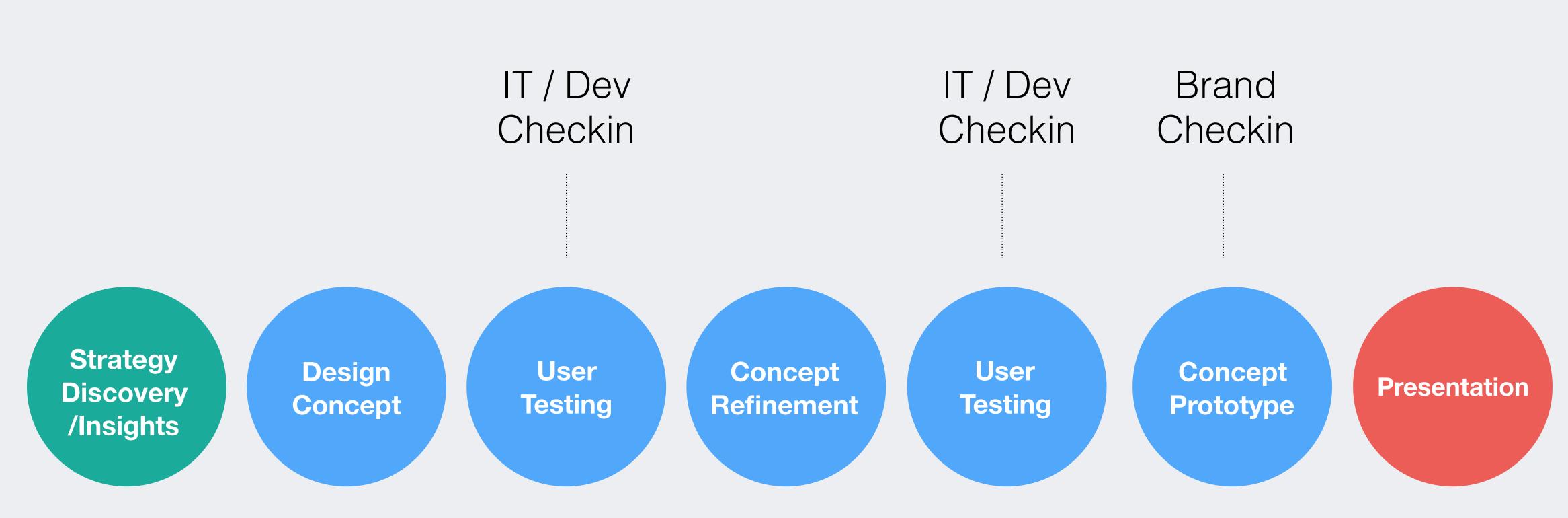
OUR UX PROCESS



PROTOTYPE DRIVEN DESIGN Speed. Quality. Collaboration.



Our **Concept** Process



Concept Phase 3 - 5 weeks

Strategy Discovery /Insights

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?



Strategy Discovery /Insights

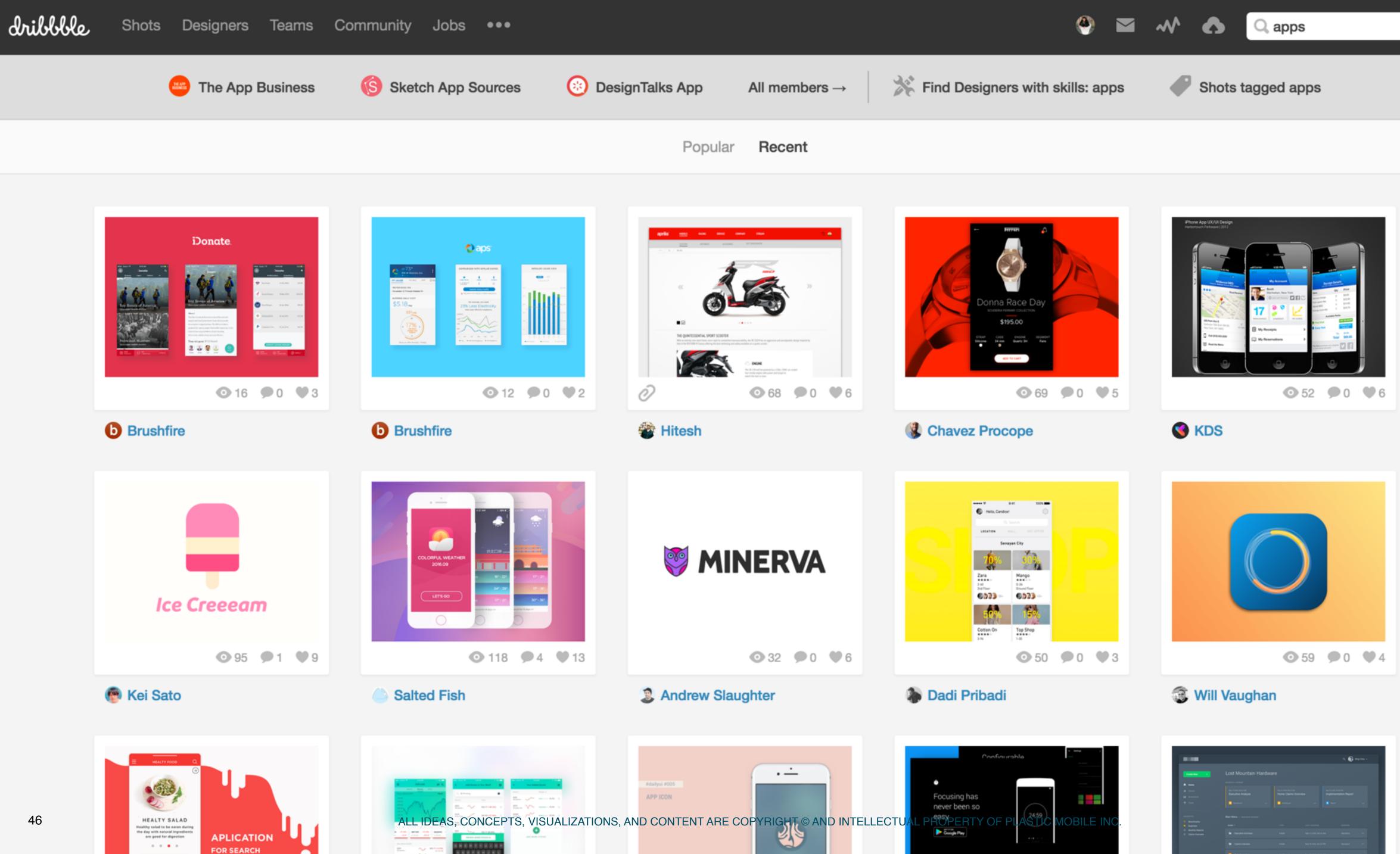
KNOW YOUR USER

- 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?



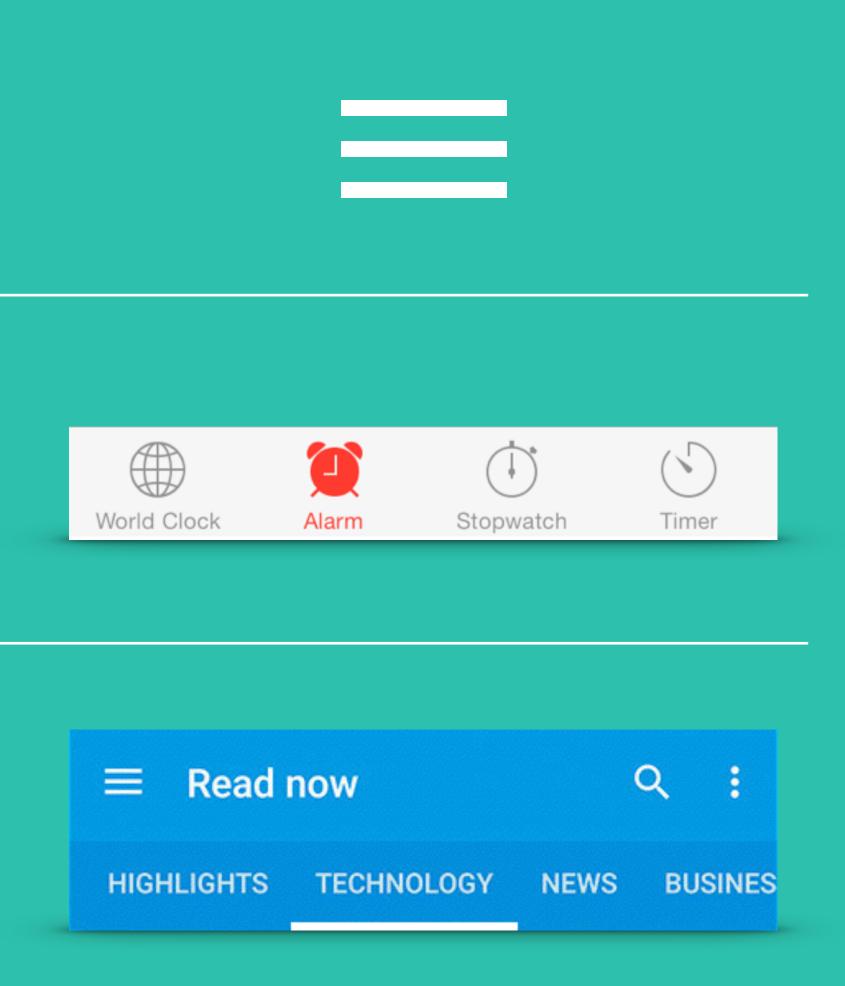
CHOOSE YOUR NAVIGATION

Design Concept

HAMBURGER

BOTTOM TAB BAR





Design Concept

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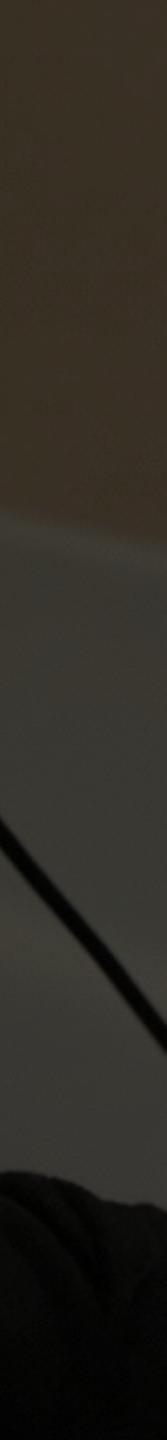
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A00 POINTS

When you purchase four ones.

Get Free Apps!

UX TESTING

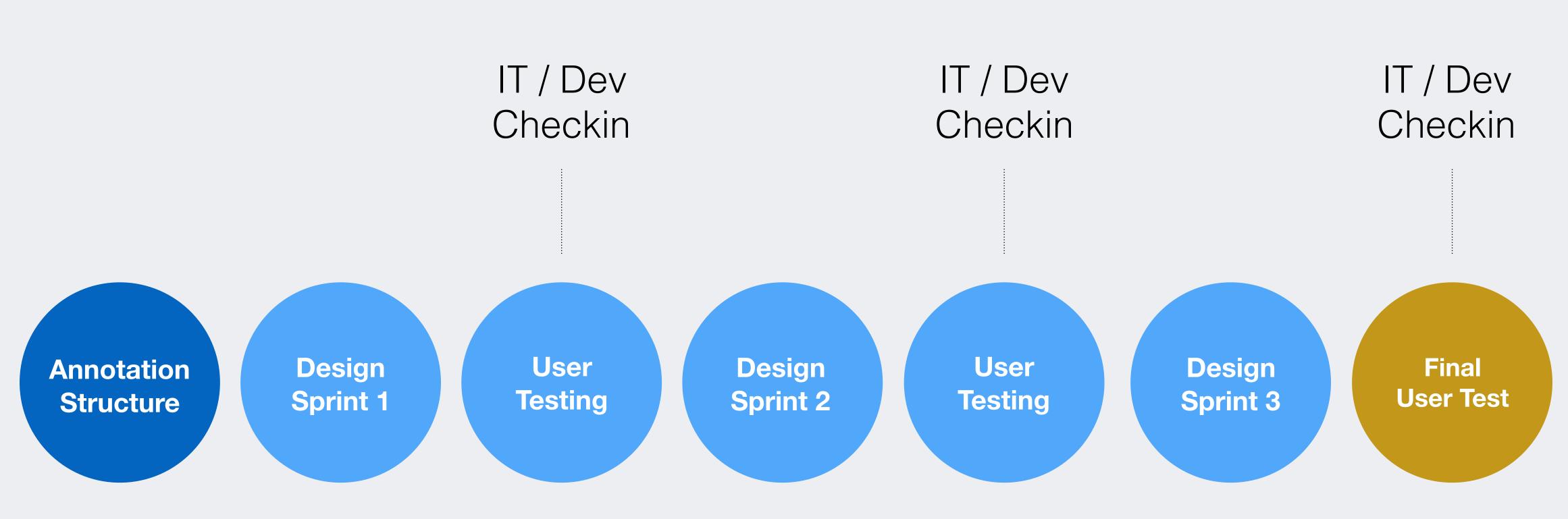


Design Concept

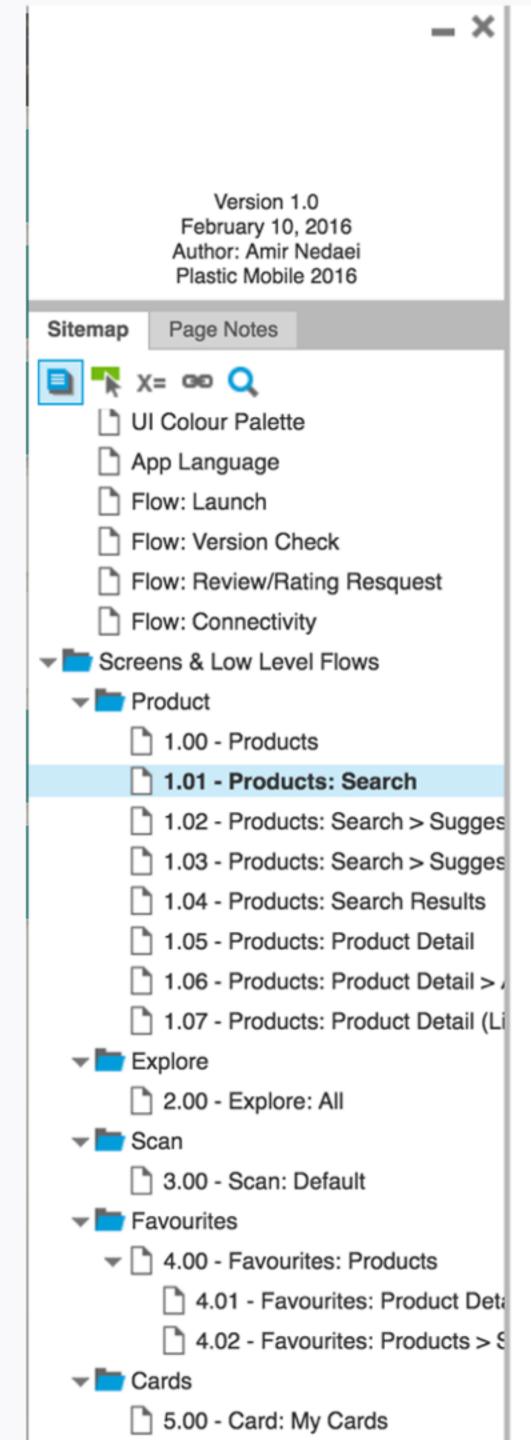
WHAT TO WATCH FOR

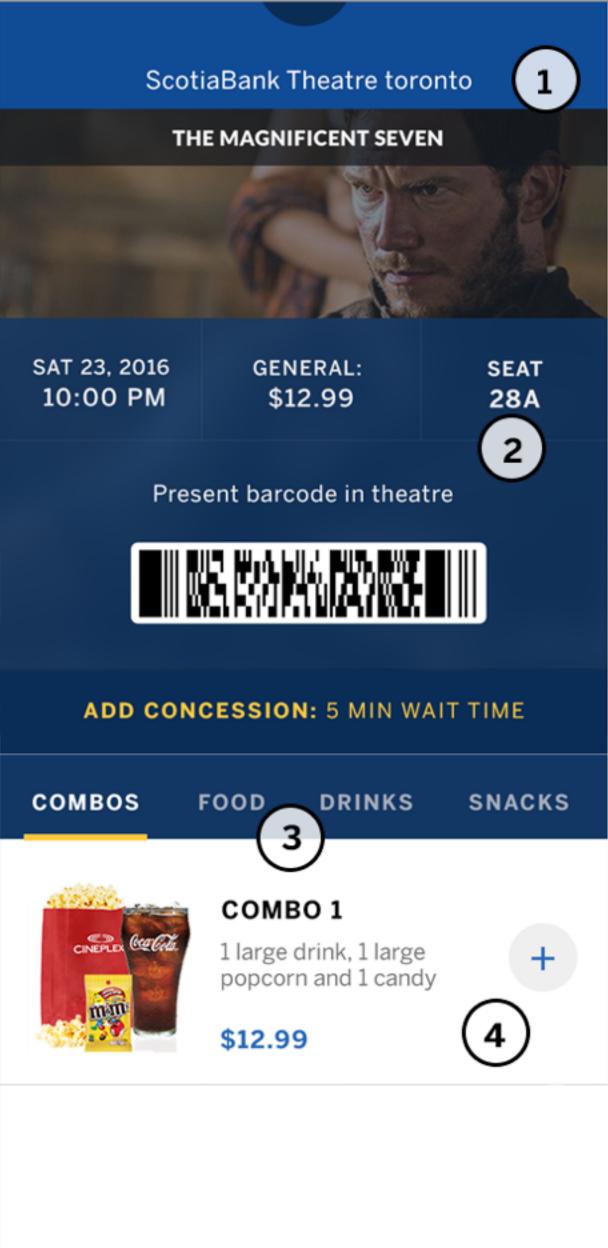
- Hesitation of any kind
- Let them explore and talk through what they see
- The word **busy**. Time to re-work the design
- Consistency in feedback (test from 5-7 people)

Process Overview



Production Phase





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.

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



4

Tapping "Cancel" will display 1.00 - Products.

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

"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









AN APP IS BORN

OUESTIONS?