


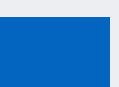




INTRODUCTION TO UX DESIGN

plastic

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

JASON HYDE

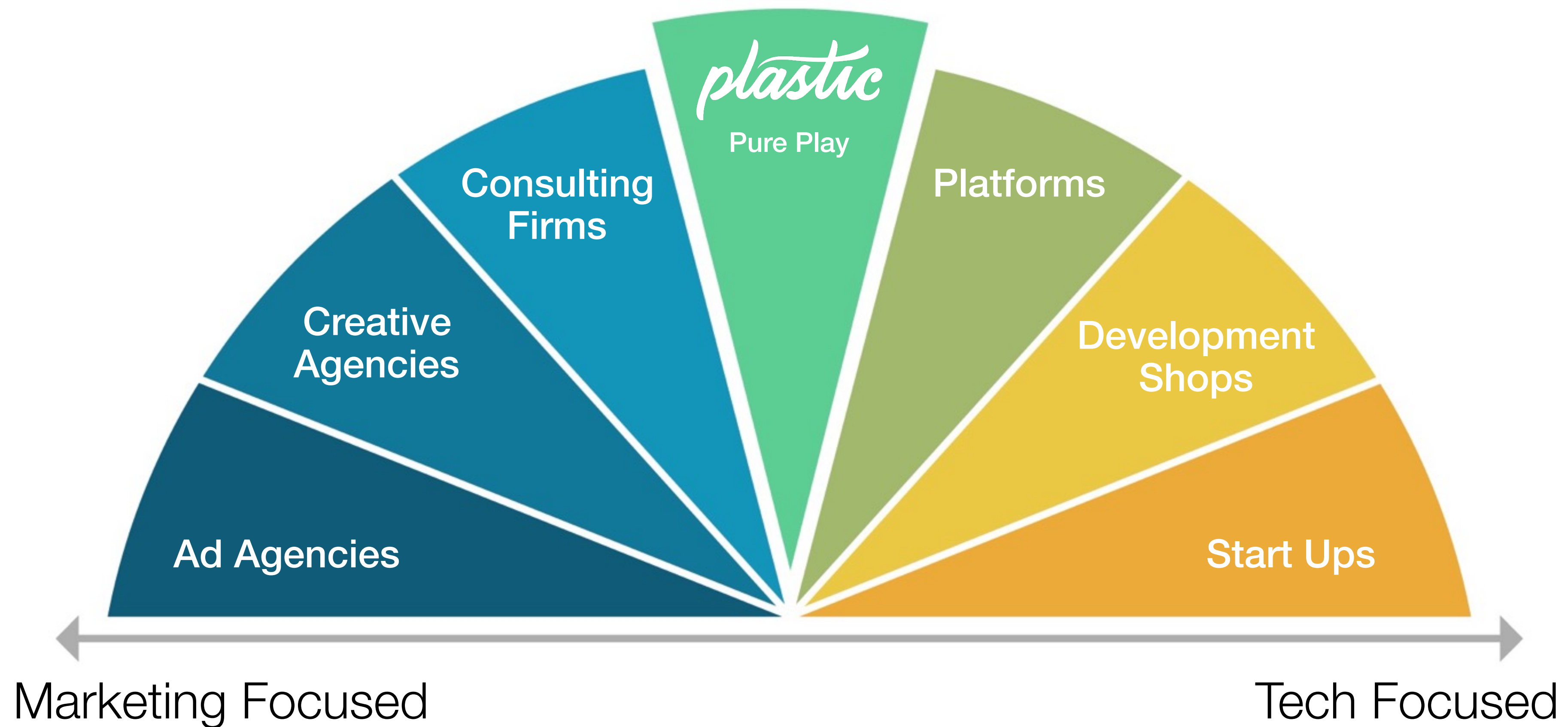
VP, Creative and User Experience

- 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?



TOP CANADIAN BRANDS





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

INSIDE



OUTSIDE



INSIDE



OUTSIDE





PEOPLE DON'T READ

INSIDE



OUTSIDE



“Great door! I especially like the open feature!”



HOW TO AVOID THAT BAD UX FEELING?

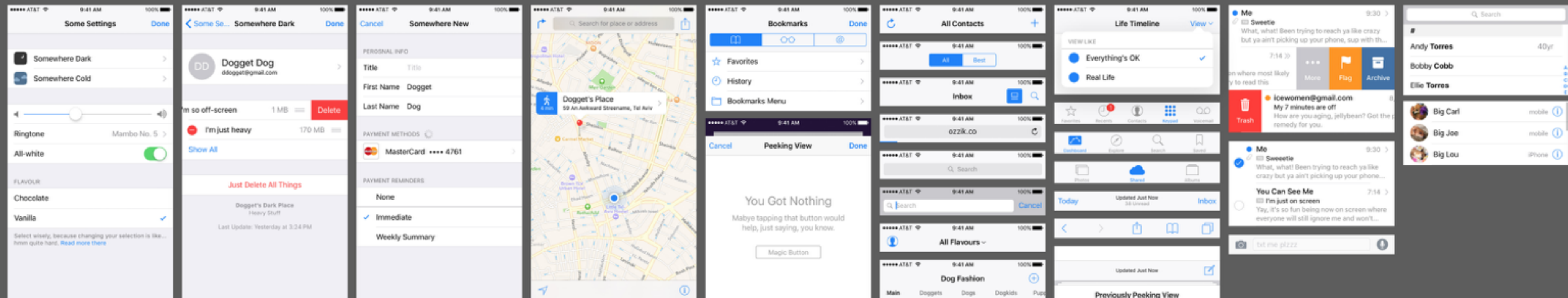


START WITH STANDARD NATIVE UI

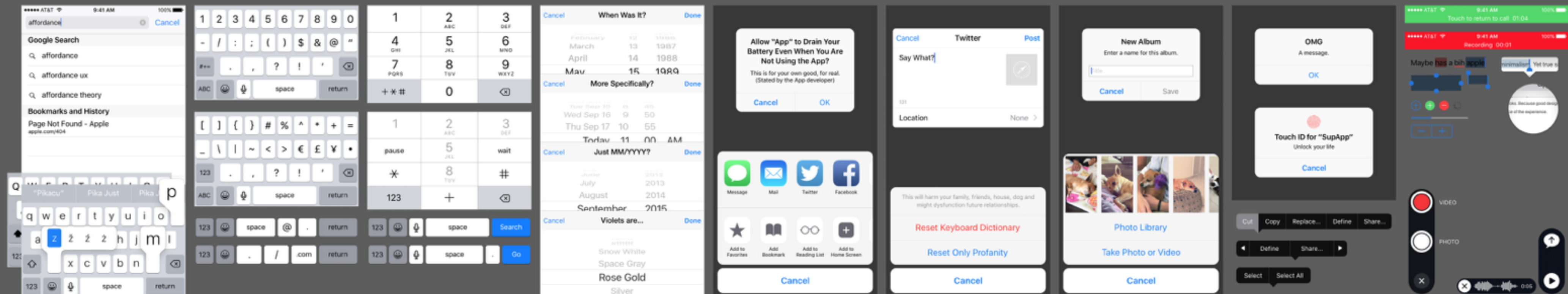
Every-Screen and Every-Center anysreen.psd

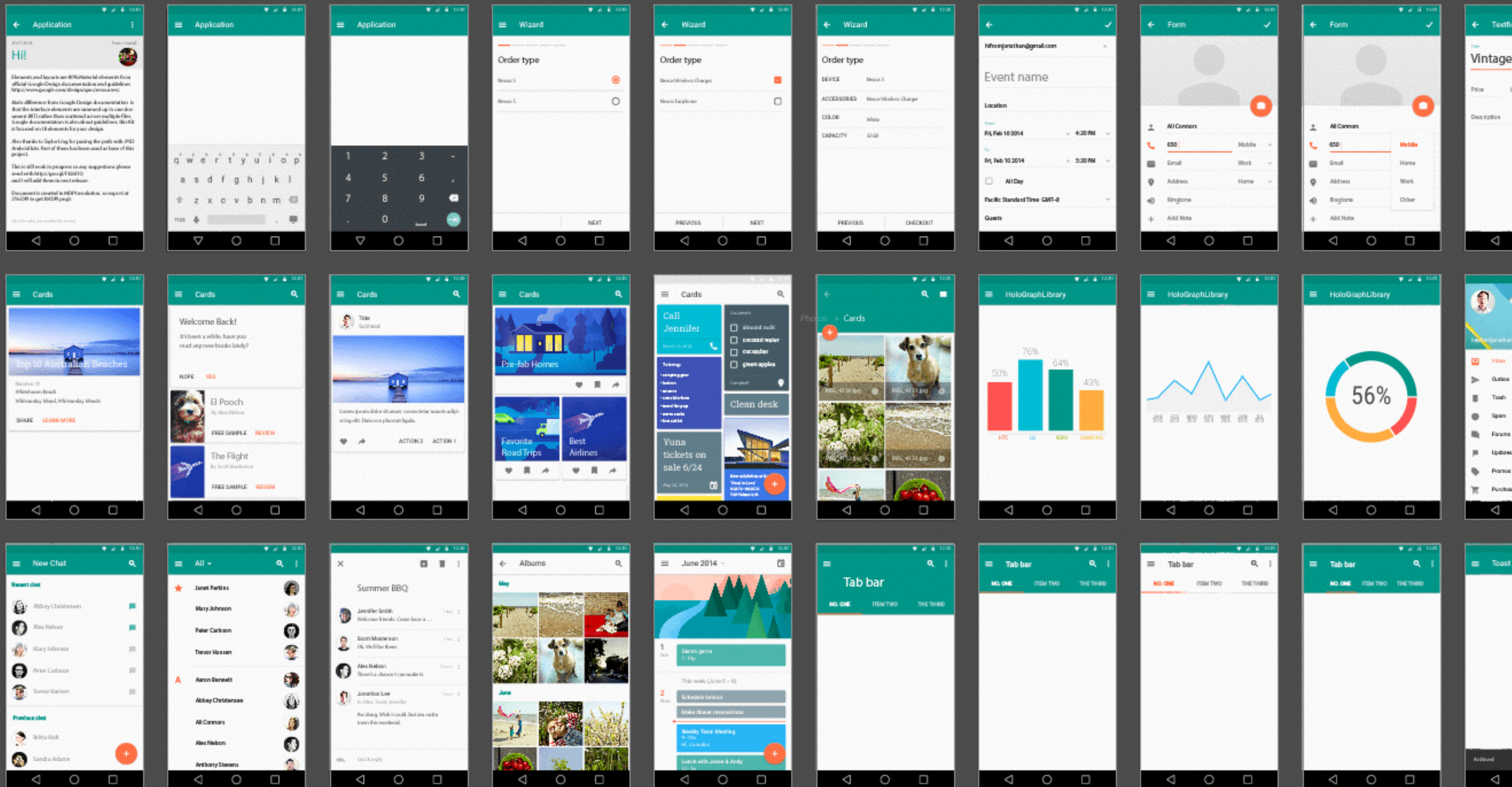


Bars, views and lists blueprints.psd



Controls controls.psd





ELIMINATE THE
POSSIBILITIES FOR
ERROR

FORMS

Join

✕

* Required

PERSONAL & CONTACT INFO

Select Title*

▼

First Name*

Last Name*

Gender* ▼

Birthday*(Day/Month/Year)

▼

Street Address*

?

City*

Province* ▼

Cancel

Next

Join

✕

* Required

PERSONAL & CONTACT INFO

Select Title*

▼

First Name*

Last Name*

Gender* ▼

Birthday*(Day/Month/Year)

▼

Street Address*

5 Maine St West

?

Enter valid street address

City*

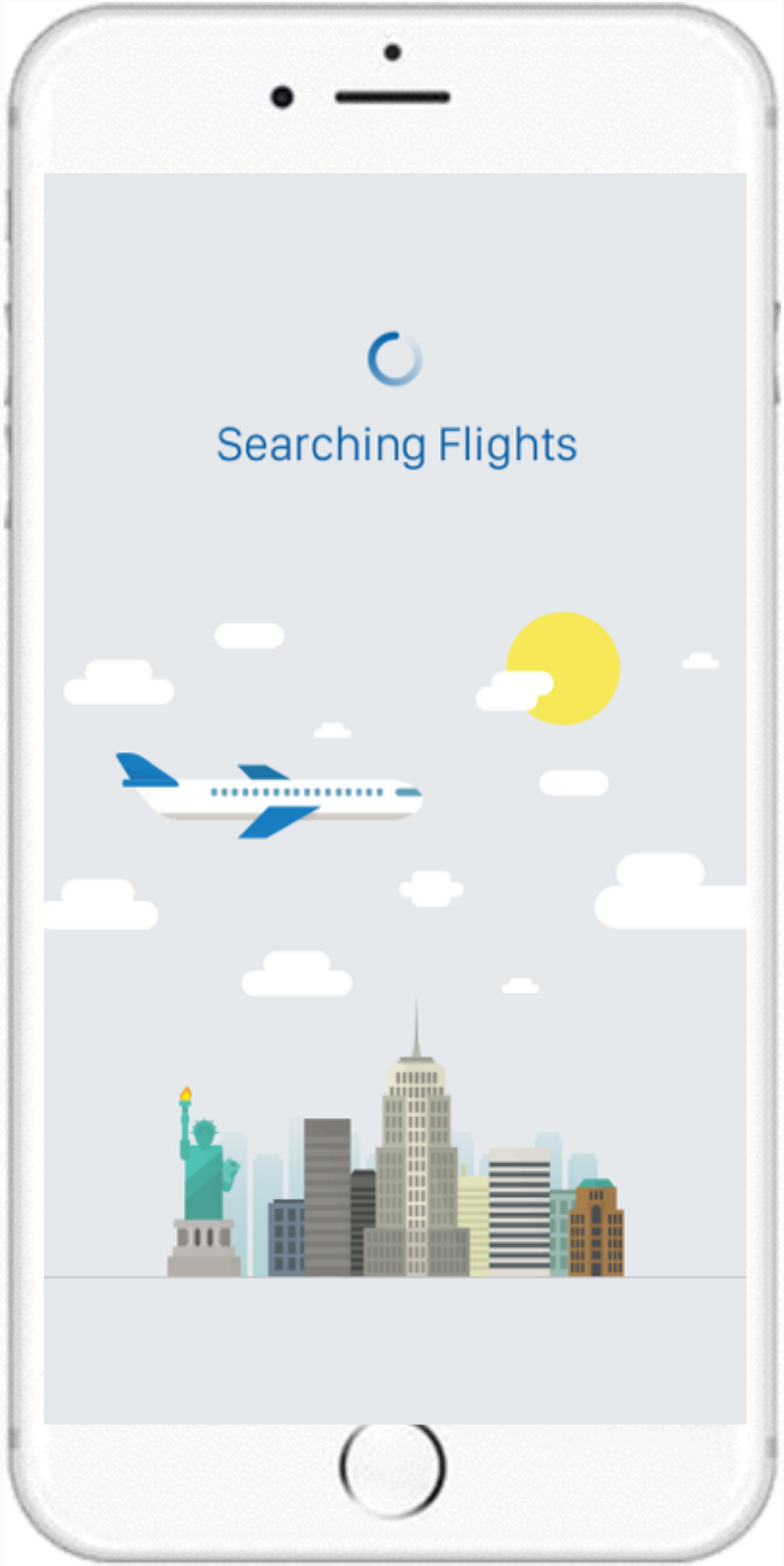
Province* ▼

Cancel

Next

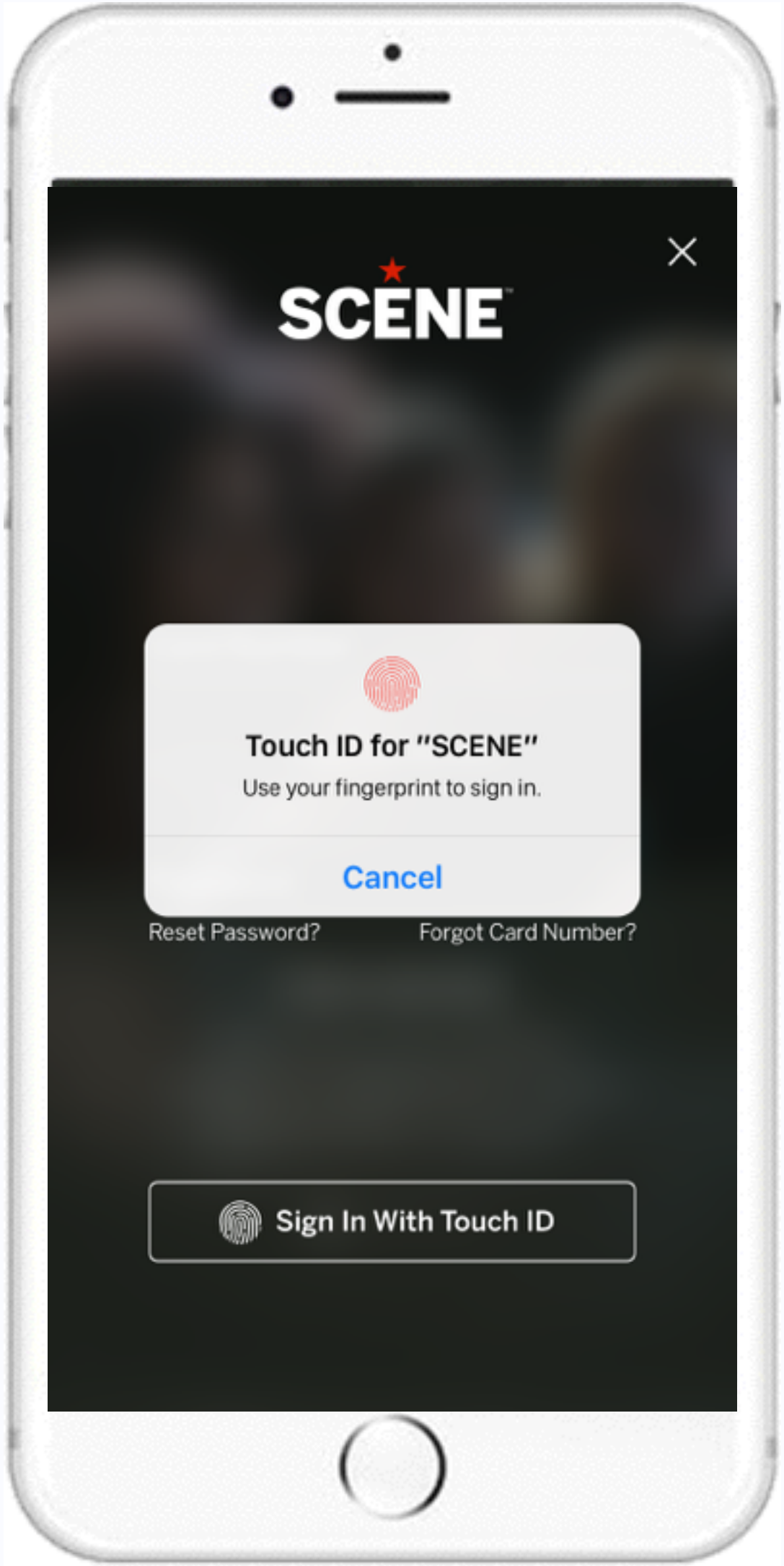
HIDE SLOW LOADING WITH ANIMATION

SLOW LOADING



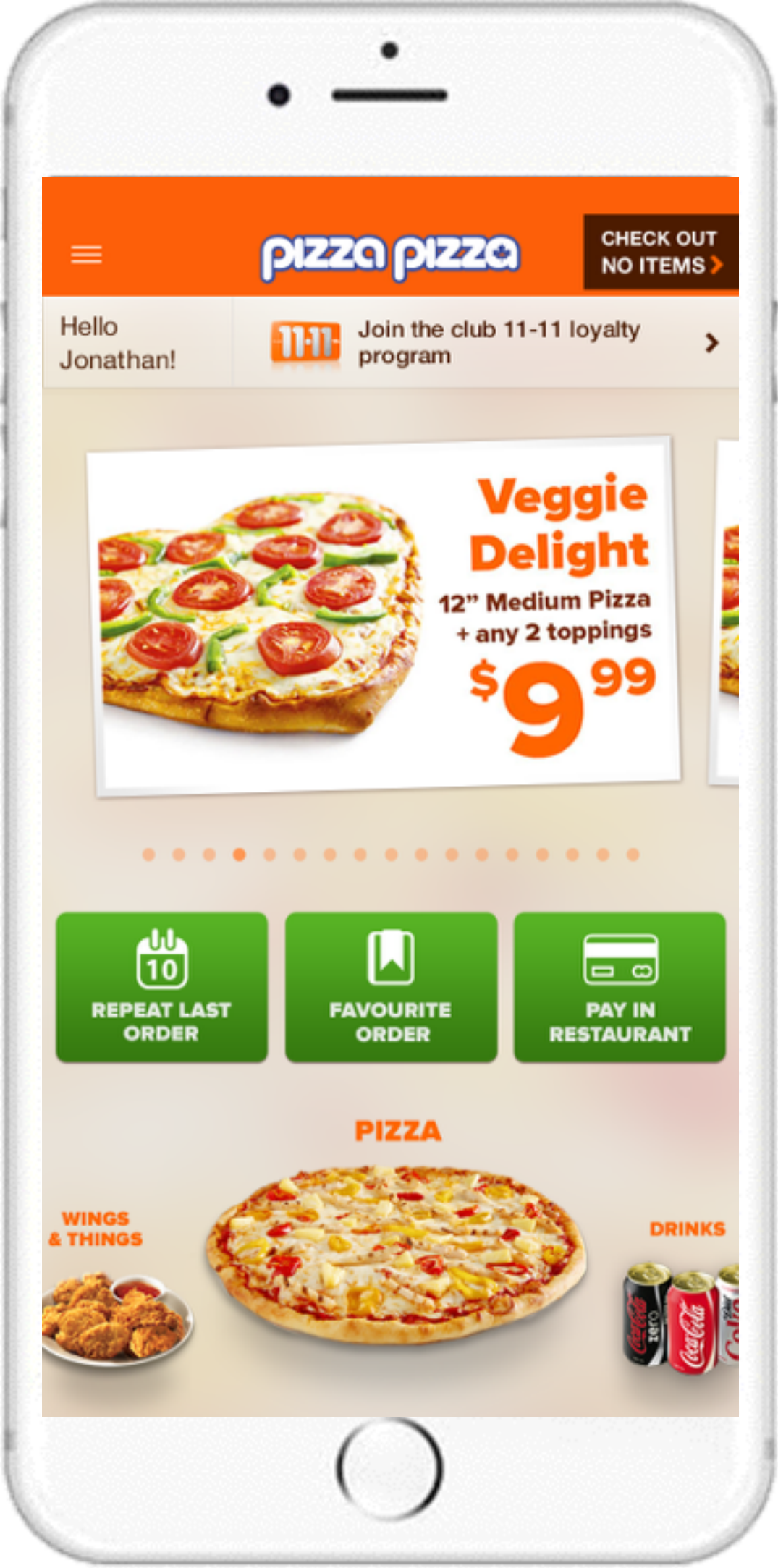
PROVIDE EXPECTED FEATURES

PROVIDE EXPECTED FEATURES



CUSTOM UI
=
TEST, TEST AND
TEST AGAIN

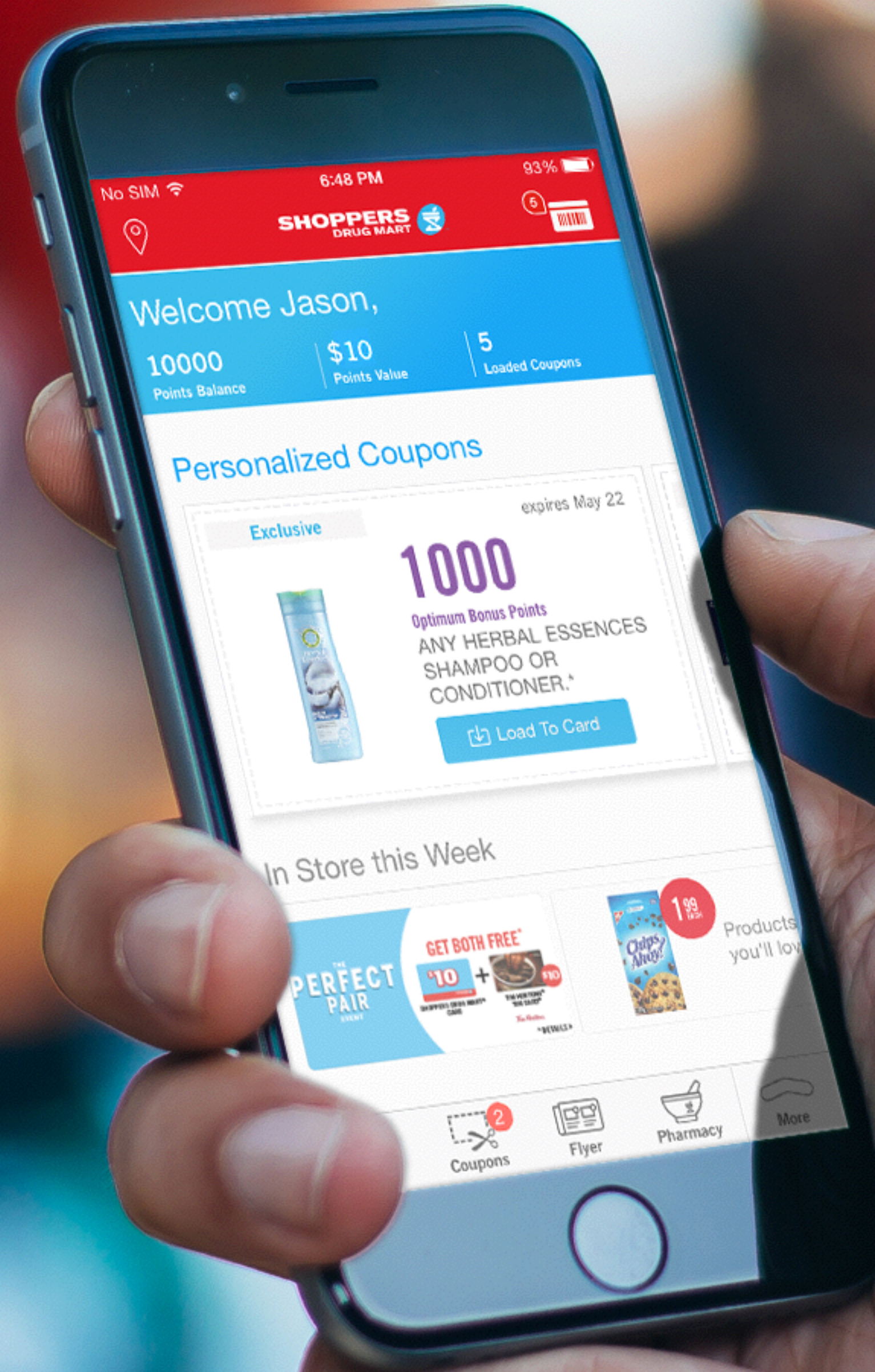
CUSTOM UI



A person's hands are holding a smartphone horizontally, with the screen facing the viewer. The background is a blurred view of a beach and the ocean. The text "WHAT ABOUT GOOD UX?" is overlaid in large, white, sans-serif capital letters.

WHAT ABOUT GOOD UX?

G I V E E X T R A V A L U E



No SIM

6:48 PM

93%

SHOPPERS
DRUG MART

Welcome Jason,

10000

Points Balance

\$10

Points Value

5

Loaded Coupons

Personalized Coupons

Exclusive

expires May 22



1000

Optimum Bonus Points

ANY HERBAL ESSENCES
SHAMPOO OR
CONDITIONER.*

Load To Card

In Store this Week

PERFECT
PAIR

GET BOTH FREE*

\$10 + \$10

SHIPPERS DRUG MART
CODE

*SEE STORE



1.99

Products
you'll love

Coupons

2

Flyer

Pharmacy

More



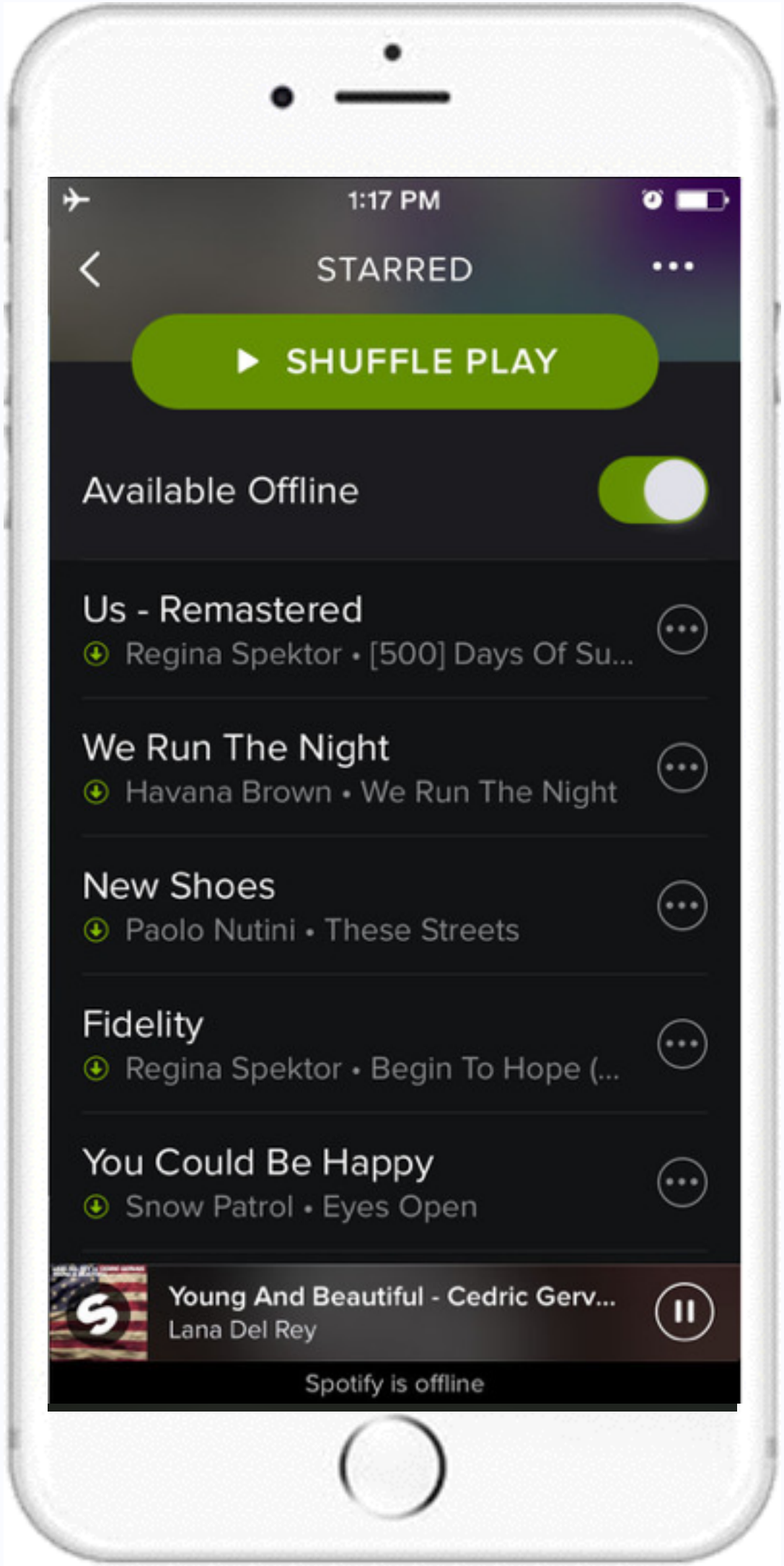
NOTIFY MY SO
I DON'T MISS OUT

NOTIFY ME

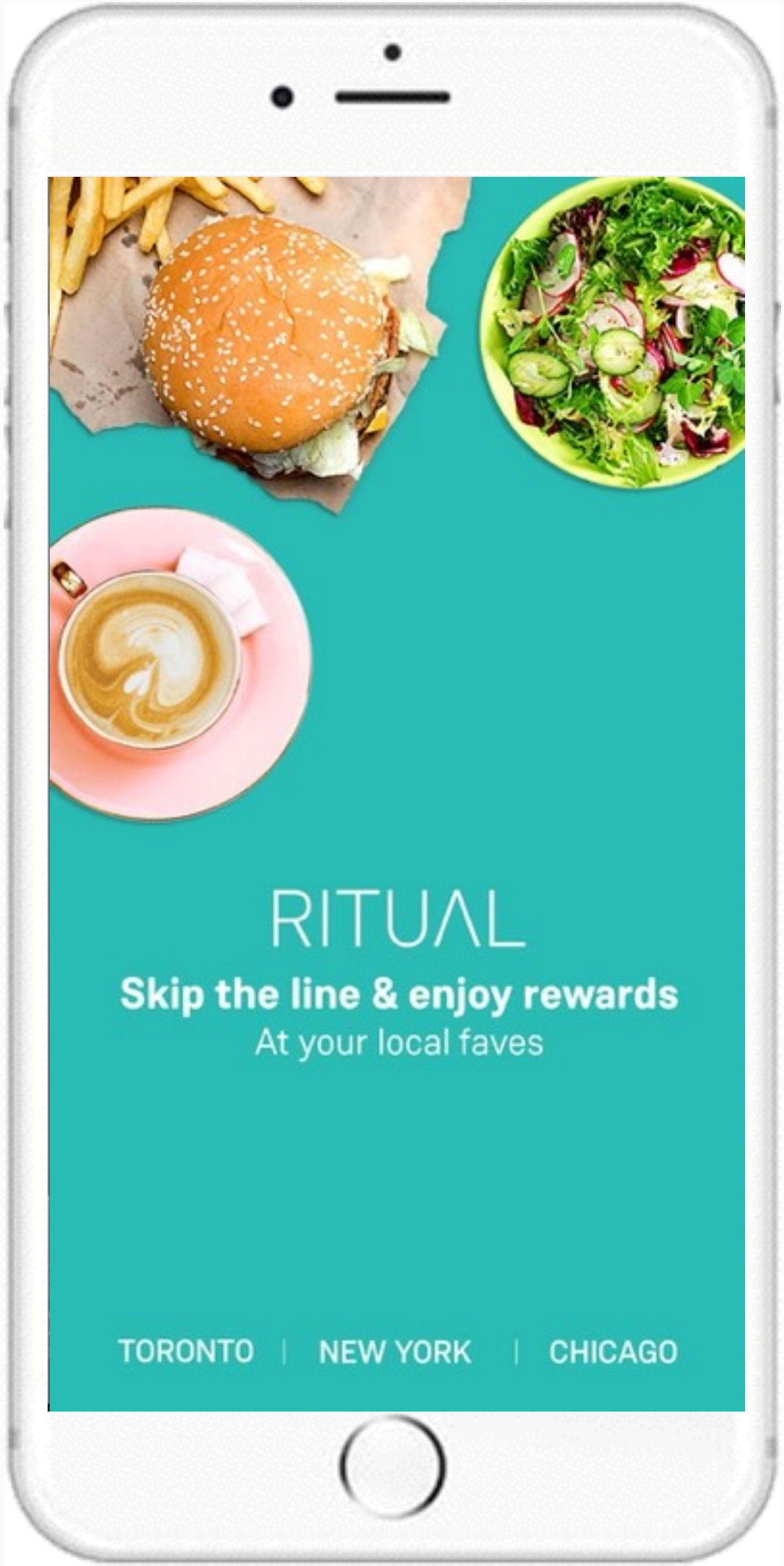


THINK ABOUT MY DATA PLAN

THINK ABOUT MY DATA PLAN



REINVENT AN OLD PROCESS

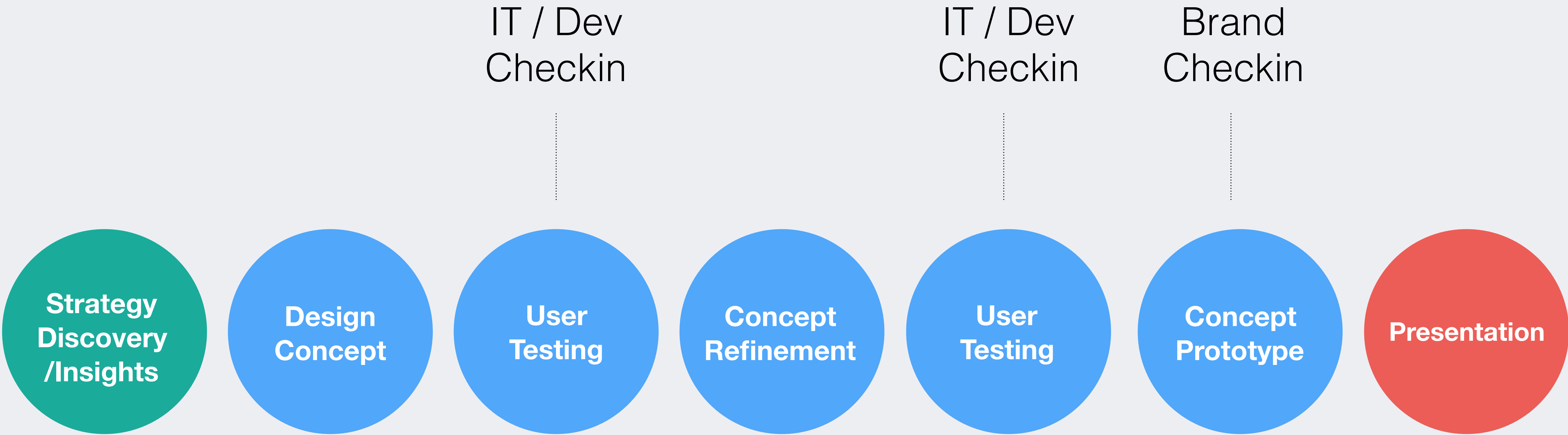


OUR UX PROCESS

PROTOTYPE DRIVEN DESIGN

Speed. Quality. Collaboration.

Our **Concept** Process



Concept Phase 3 - 5 weeks

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

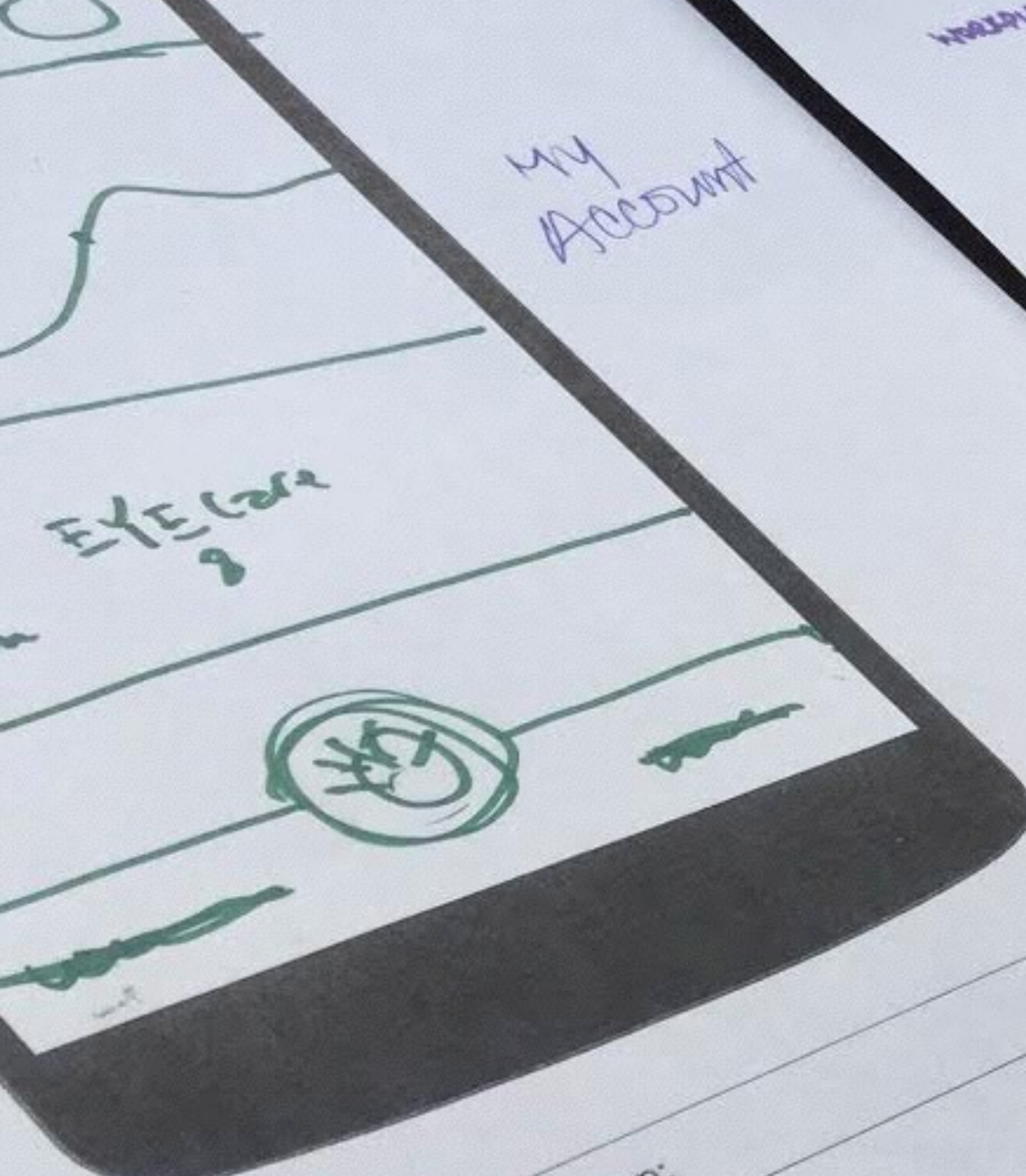
- Android or iOS? Users expect platform specific interfaces
- Age range/demographic? Will influence the type of language used, imagery and content
- App usage? Heavy users understand native UI very well, while casual may not
- ARC requirements doc

GET INSPIRED

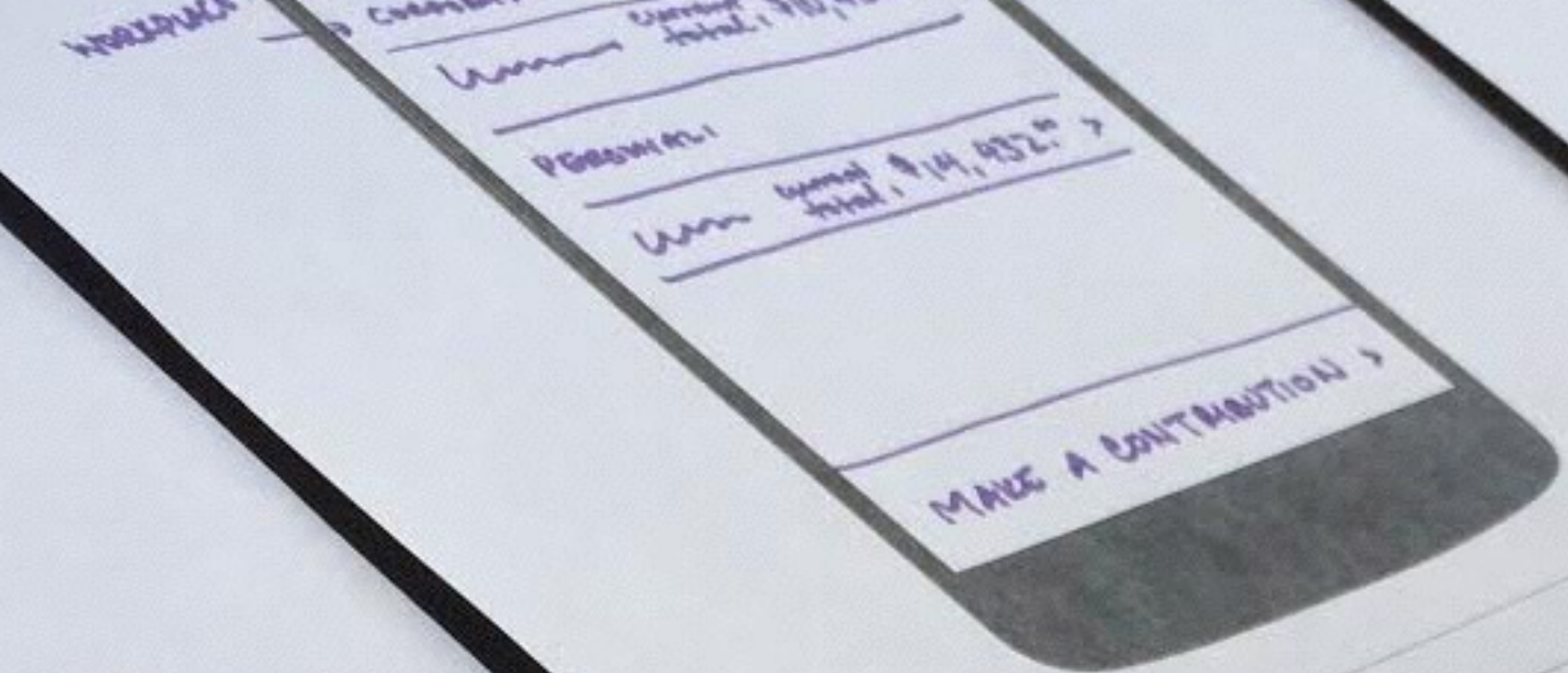
- What's the competition doing?
- What other industry can we draw parallels too?
- What's the latest in insert here ui patterns?
- What have we learned since last time?

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?



My Account

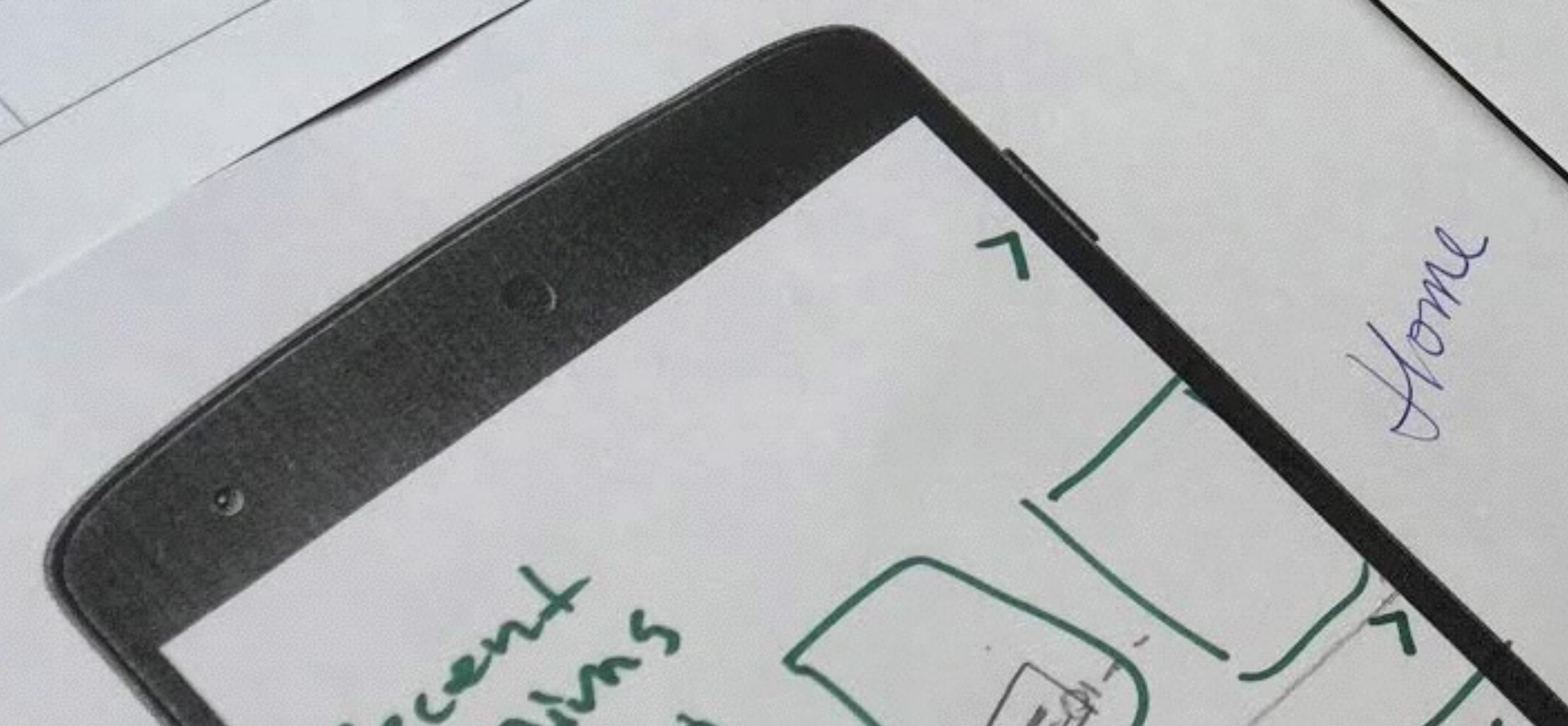


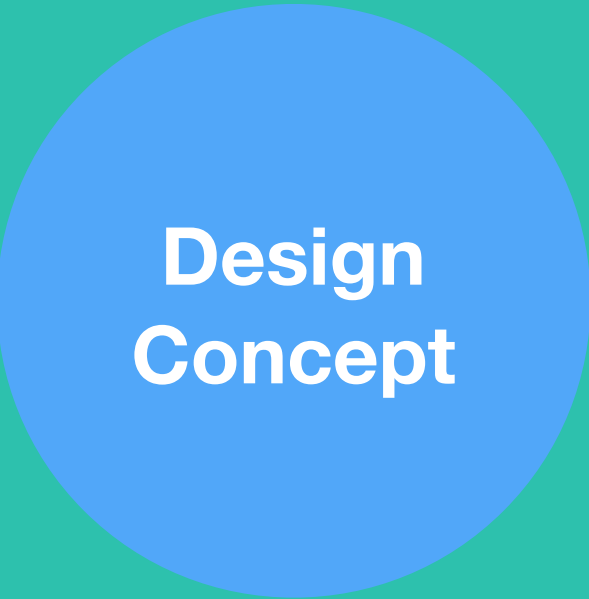
Client:	Screen:
Project:	Notes:
Date:	

plastic



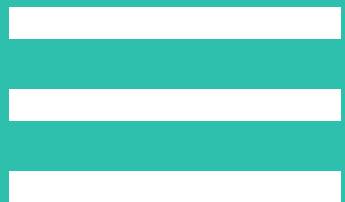
Home



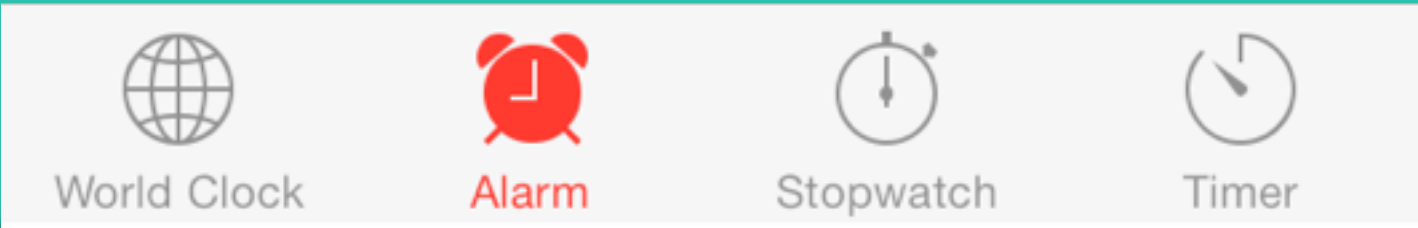


CHOOSE YOUR NAVIGATION

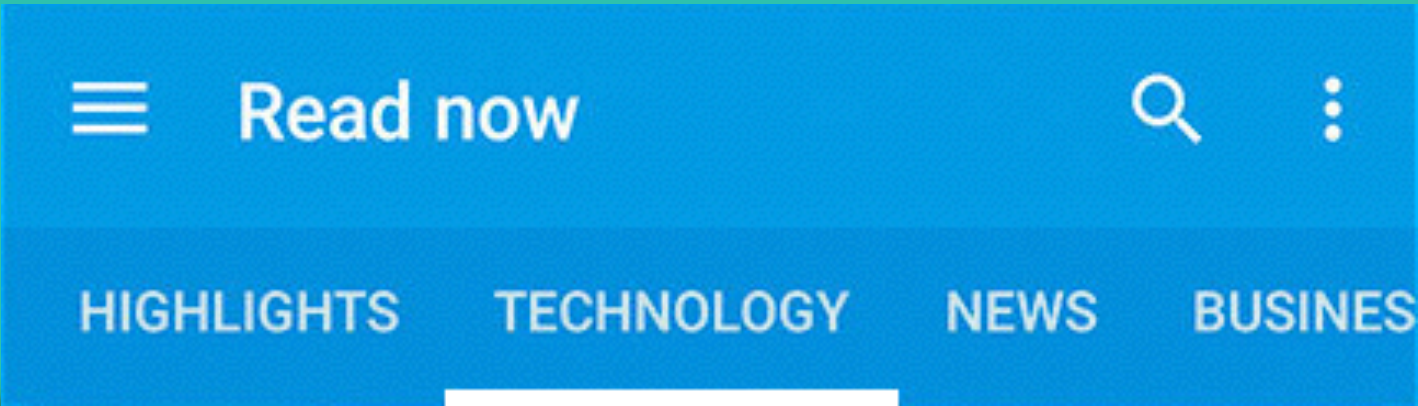
HAMBURGER



BOTTOM TAB BAR



SWIPE TOP TAB



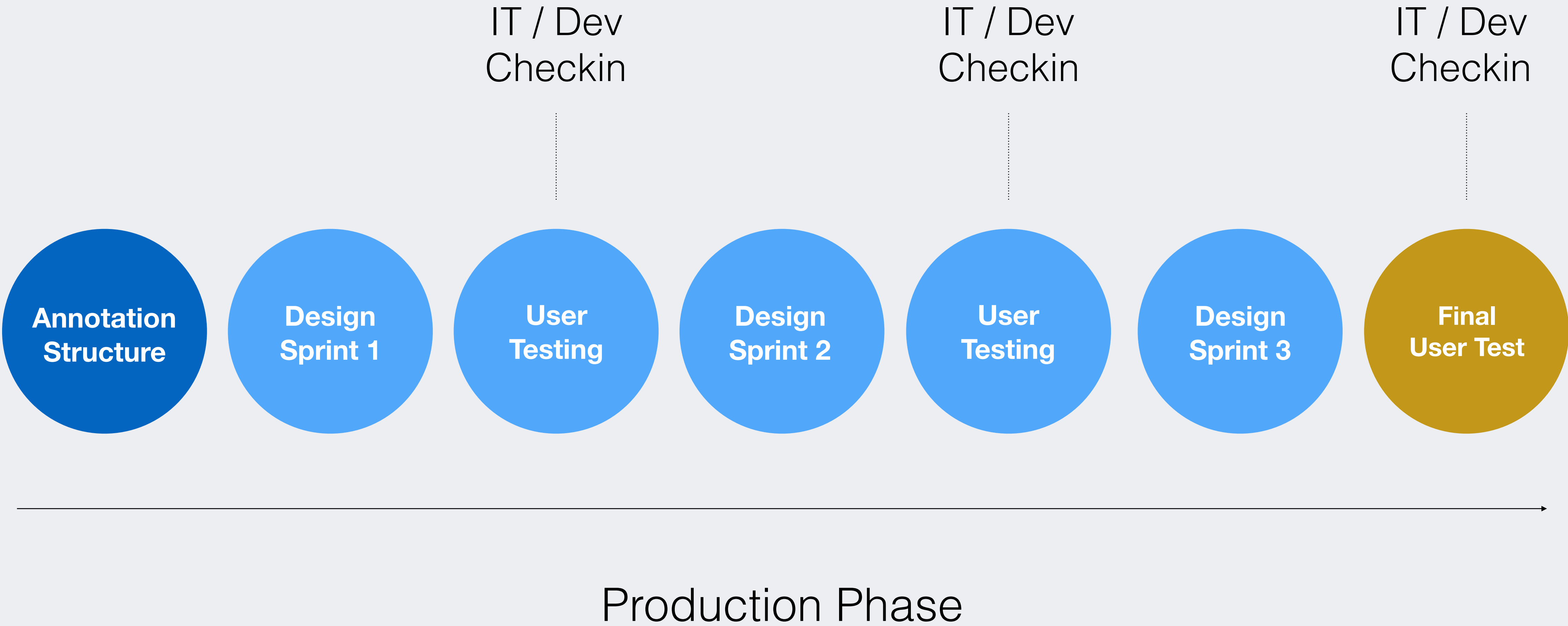
Design
Concept

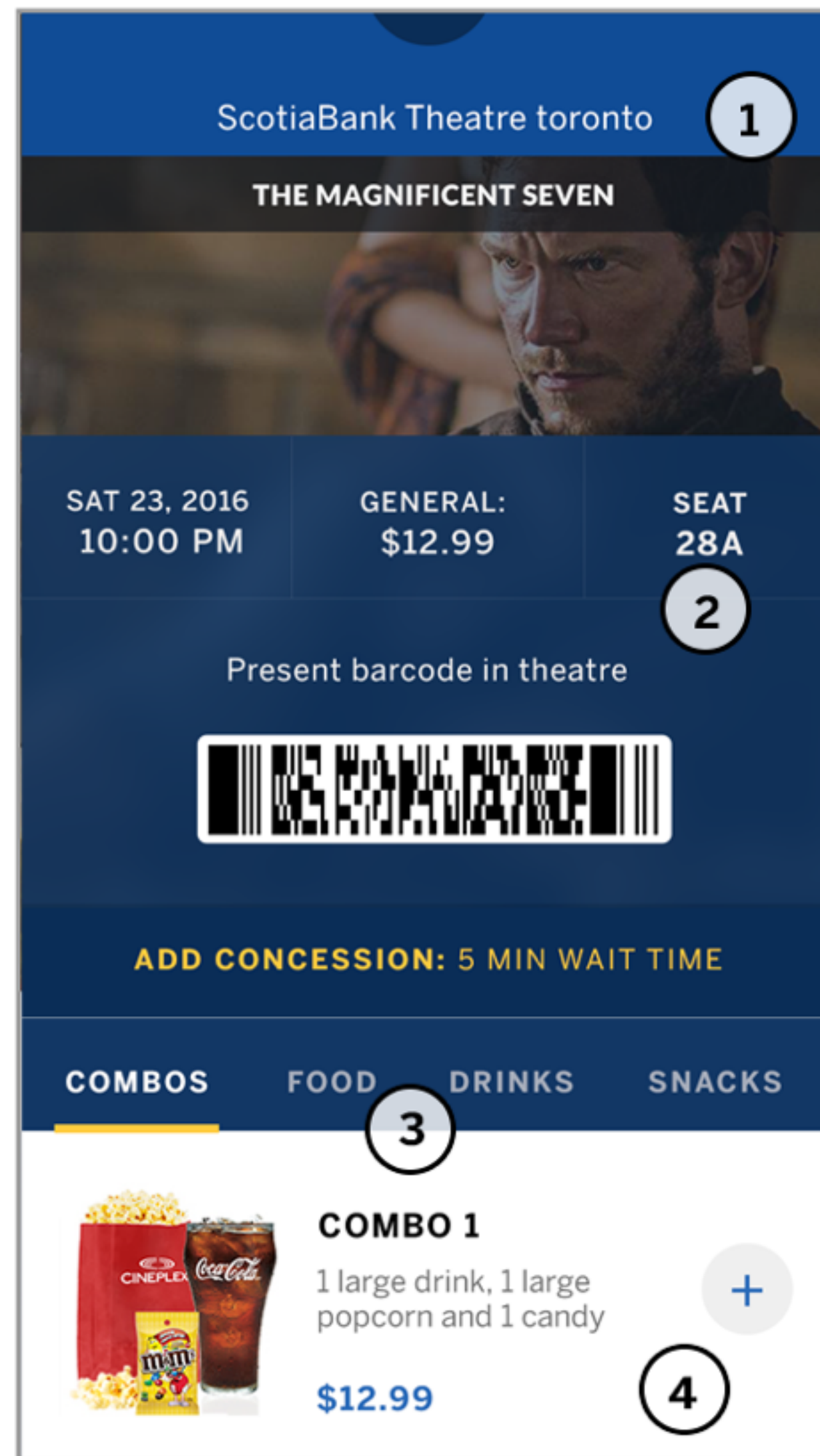
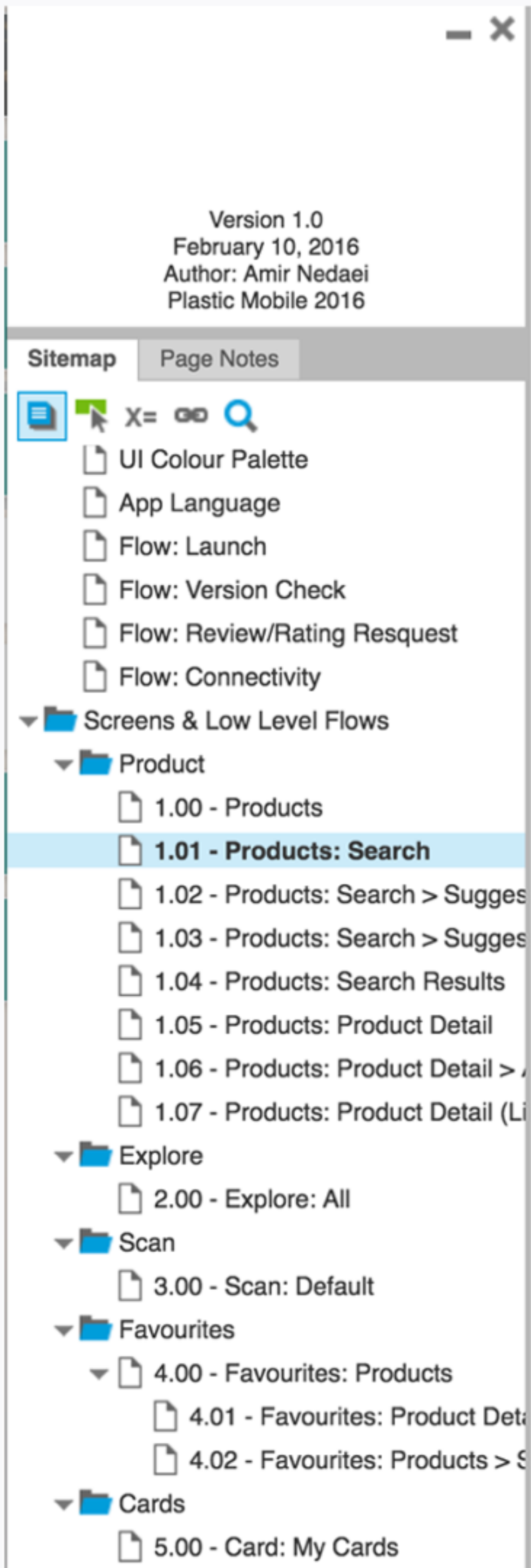


UX TESTING

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)





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**.

- 1 Tapping "X" will clear field and return it to its default selected state.
- 2 Tapping "Cancel" will display **1.00 - Products**.
- 3 Tapping a popular search terms will display search result screen for the tapped search term.
- 4 "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



Q A

A N A P P I S B O R N



QUESTIONS?