







INTRODUCTION TO UX DESIGN

plastic

-  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

KAYLA PALOHEIMO

Art Director

- 4 years working exclusively in mobile
- Leads and mentors the design team
- Designs and develops wireframes and final designs
- Classically trained in design

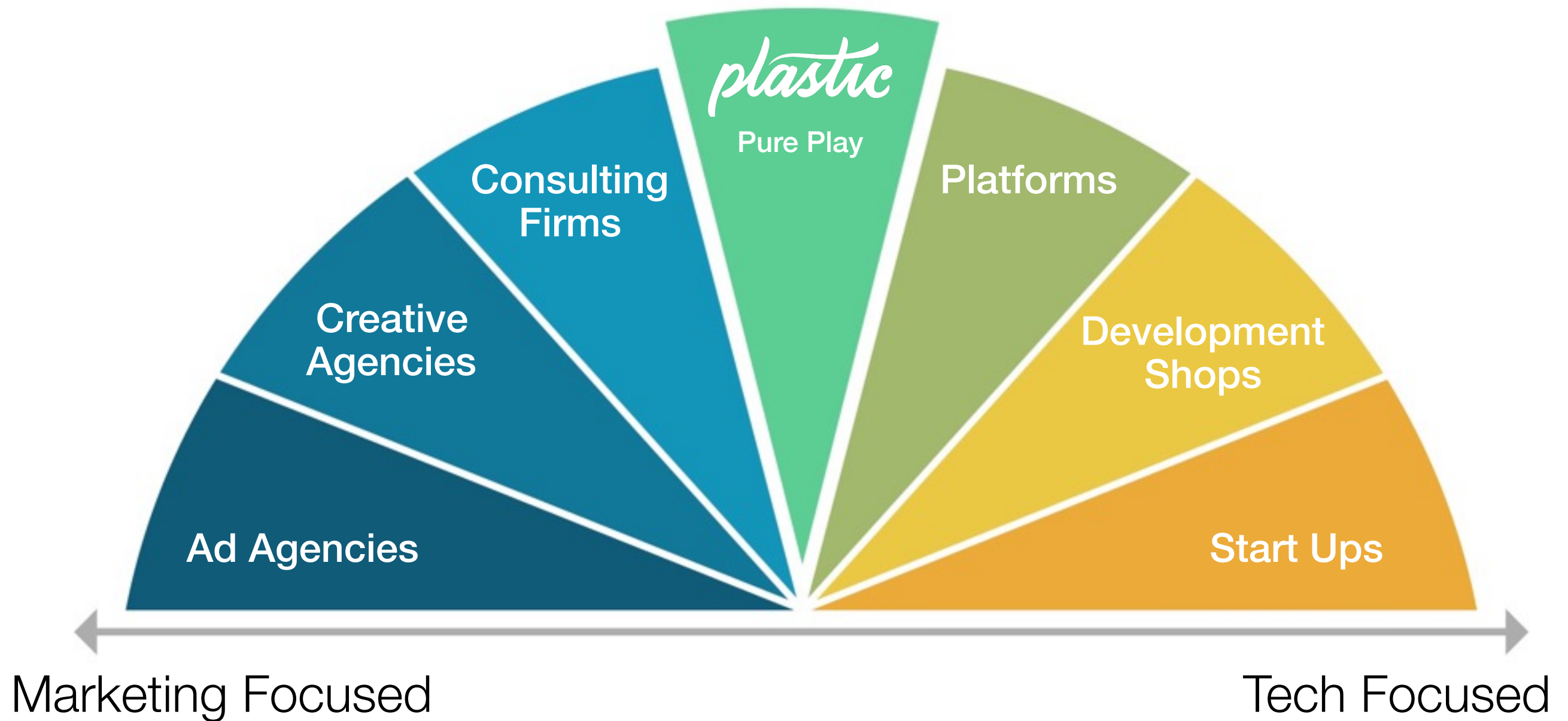
A modern office interior with desks, computers, and a red wall in the background. The text "ABOUT plastic" is overlaid in white. "ABOUT" is in a bold, sans-serif font, and "plastic" is in a white, cursive script font.

ABOUT *plastic*

TOP CANADIAN BRANDS



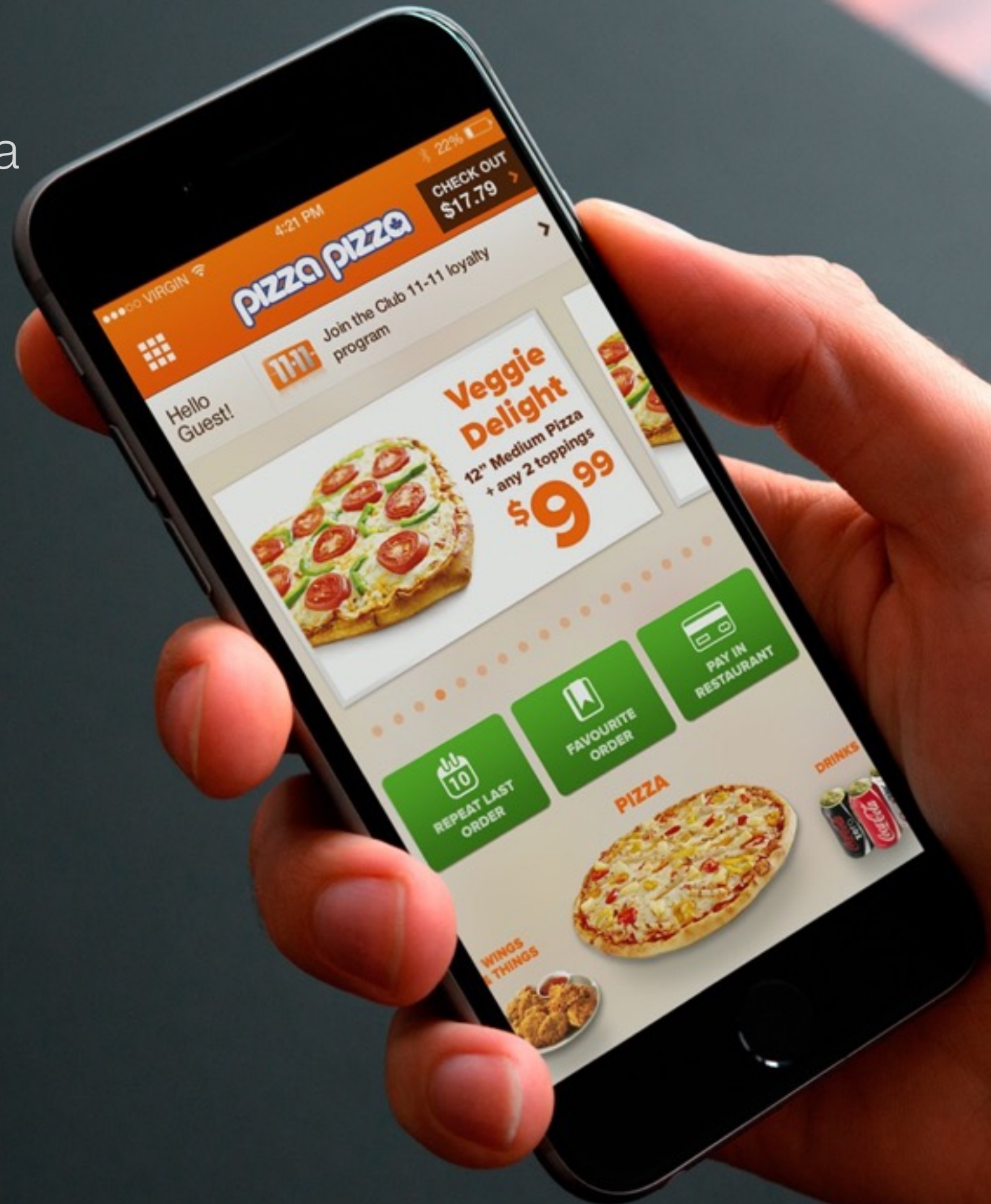
WHO IS PLASTIC?



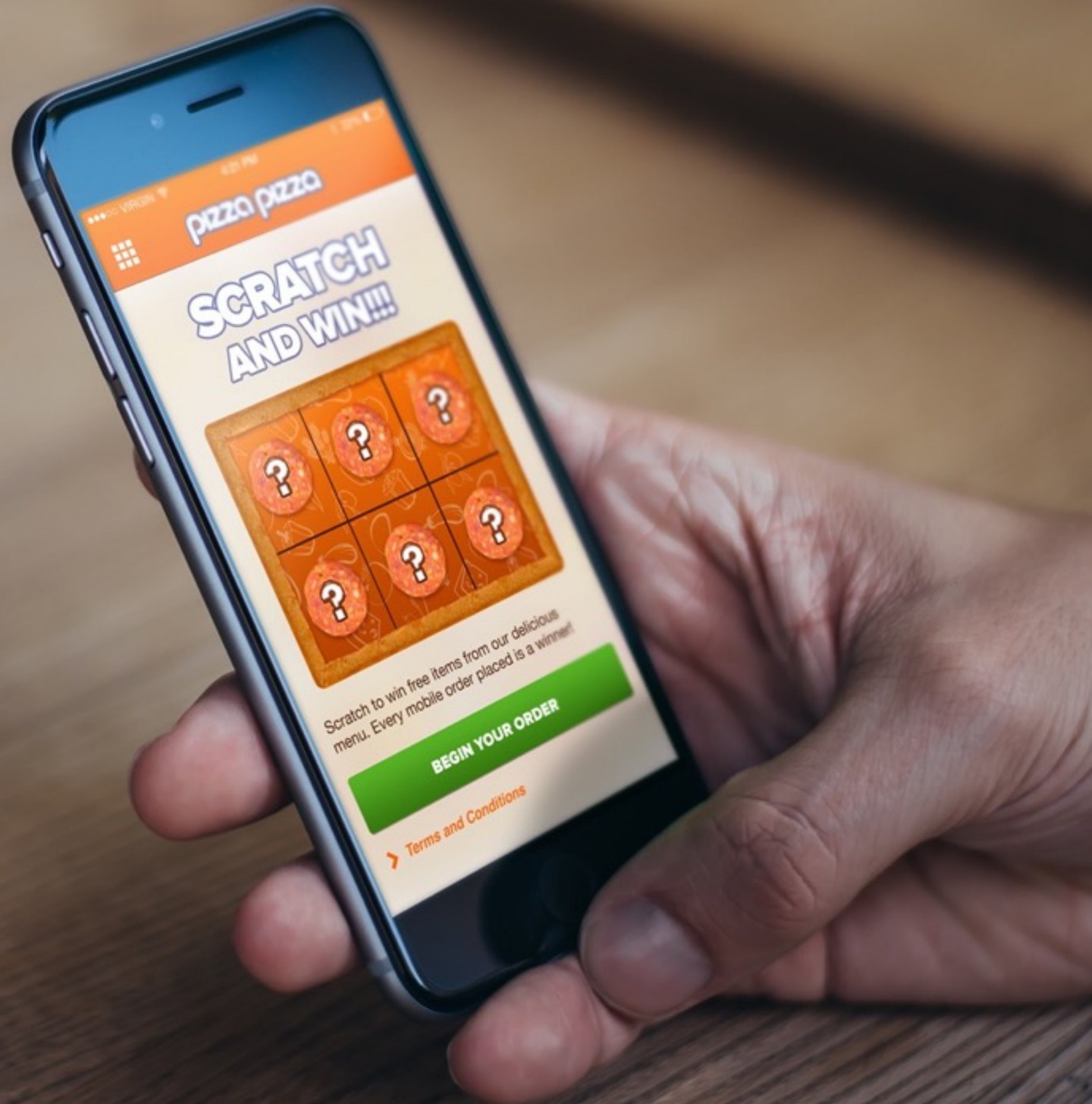
OUR WORK

PIZZA PIZZA

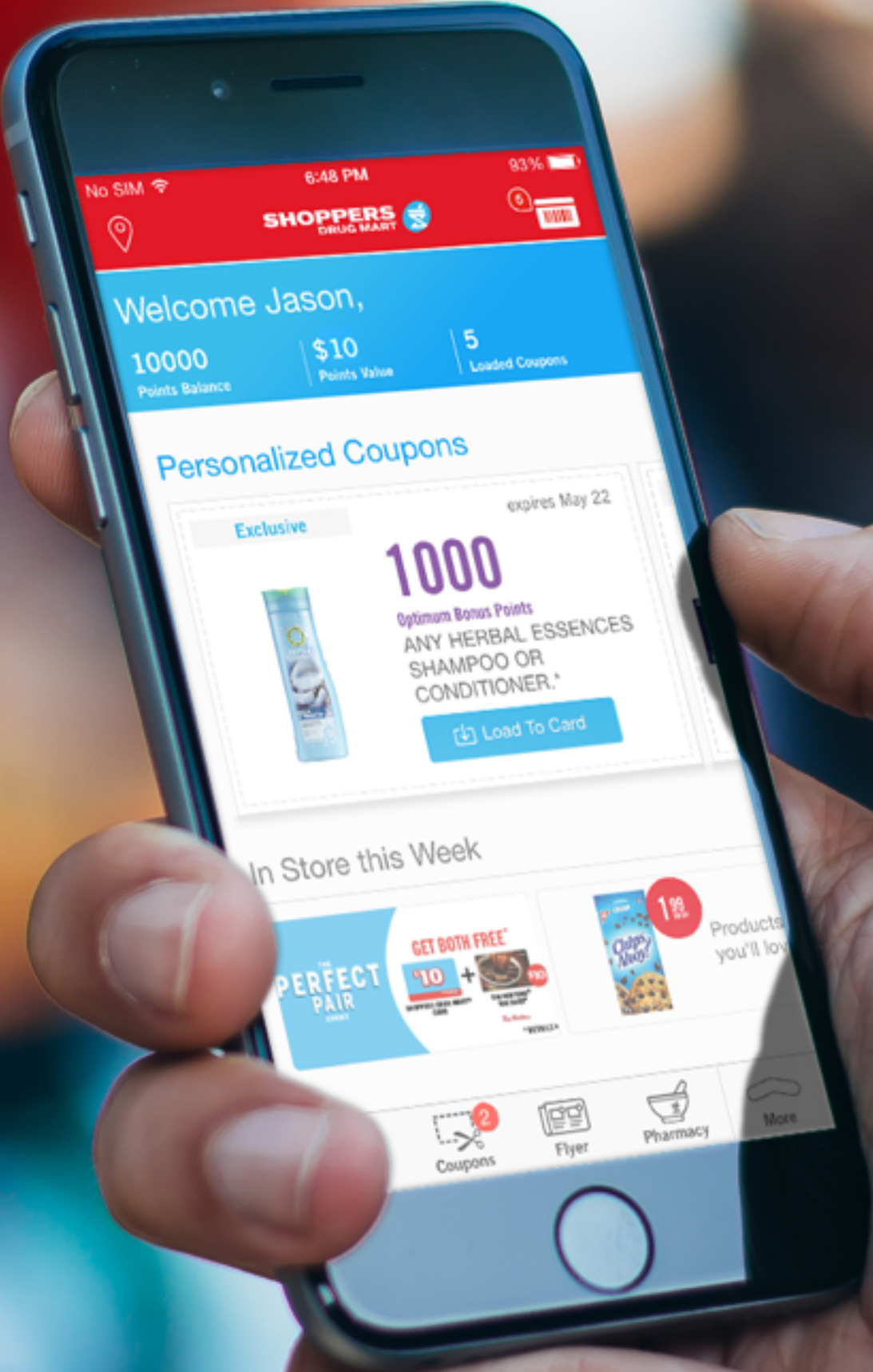
- Largest pizza chain in Canada
- 700 stores



PIZZA PIZZA



SHOPPERS DRUG MART



SHOPPERS DRUG MART



SHOPPERS DRUG MART



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.

UX FOR MOBILE

- Consider physical interaction, tap, swipe and gestures
- Need to prioritize your 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

INSIDE



OUTSIDE



INSIDE



OUTSIDE



USERS DON'T
ALWAYS READ

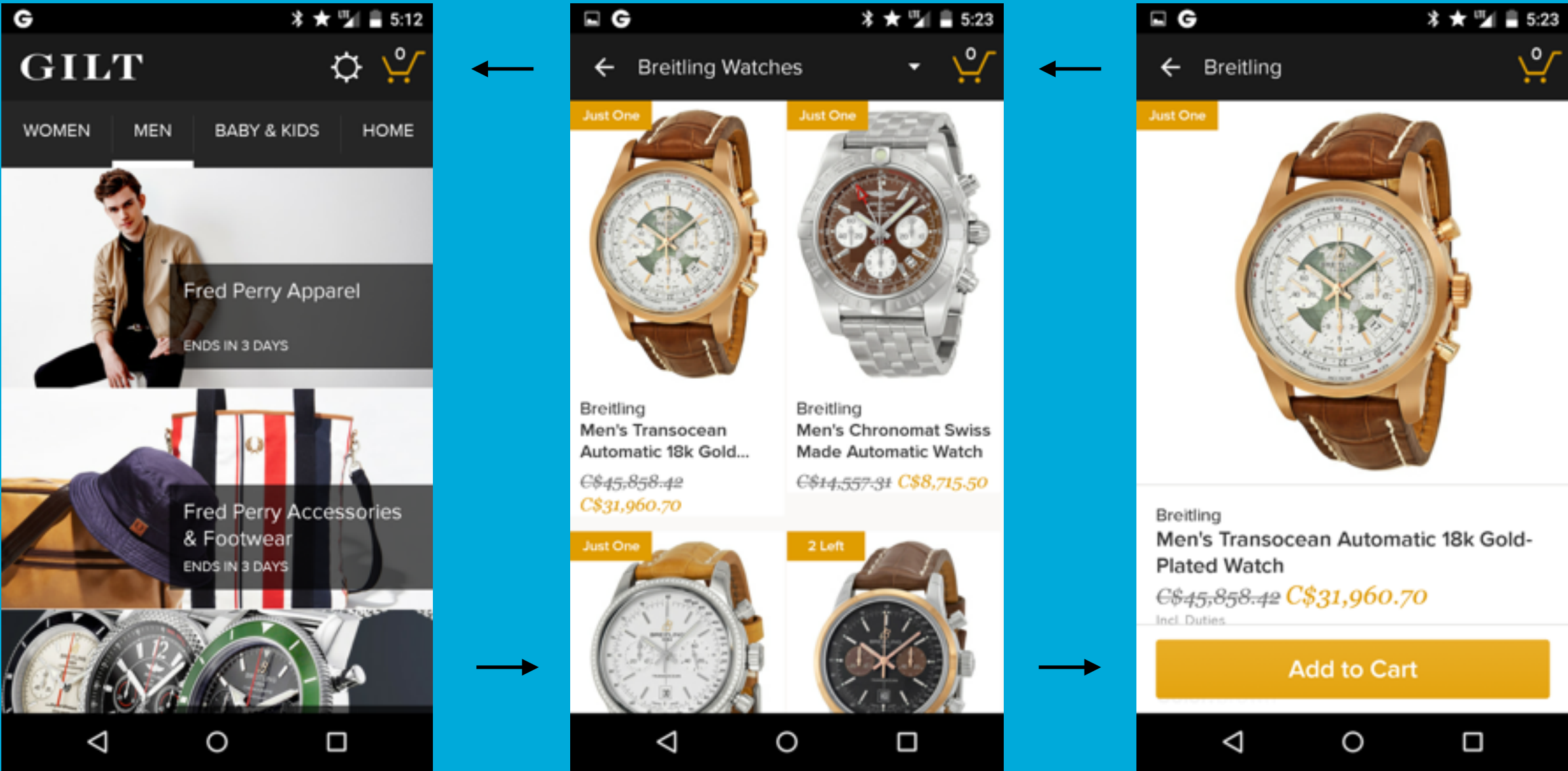
INSIDE



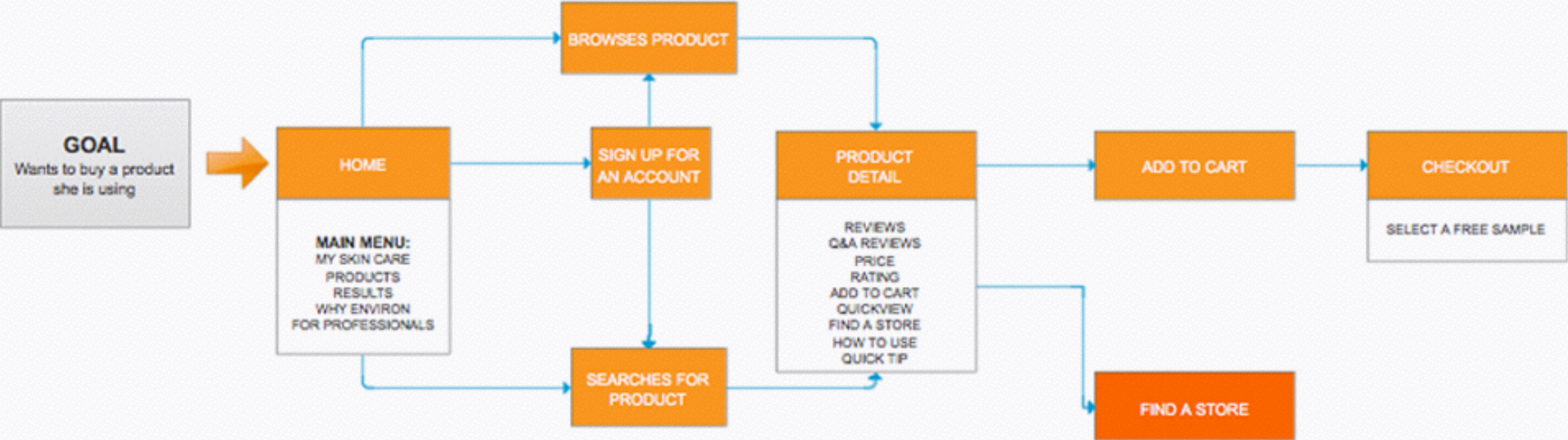
OUTSIDE



MOBILE: PUSH / PULL LINEAR NAVIGATION



MOBILE: PUSH/PULL NAVIGATION



NAVIGATING CONTENT

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

THE ANATOMY OF APP UI

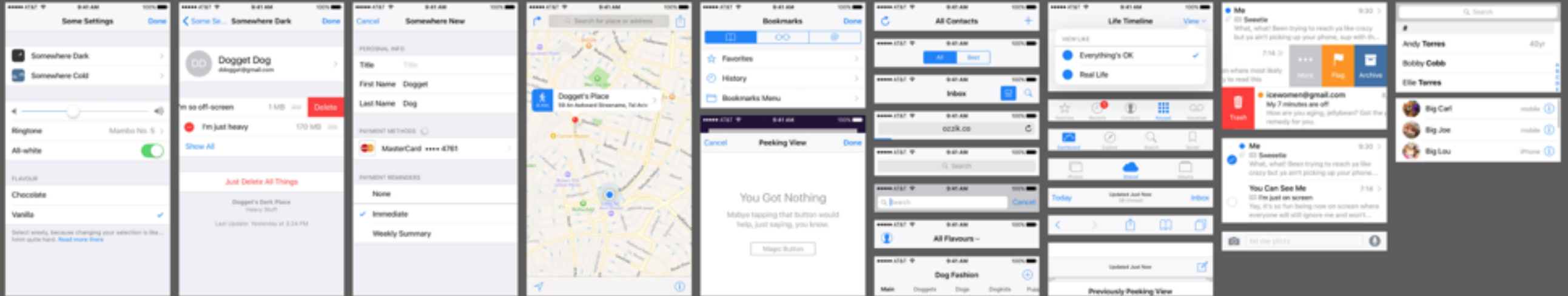
Working with Native UI kits and layouts to build
your app.

ANATOMY: NATIVE NAVIGATION ELEMENTS

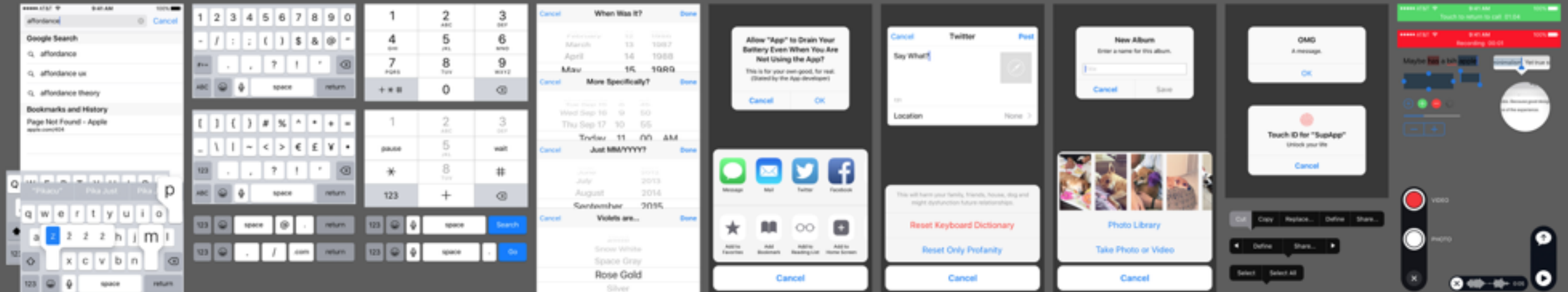
Every-Screen and Every-Center anysreen.psd



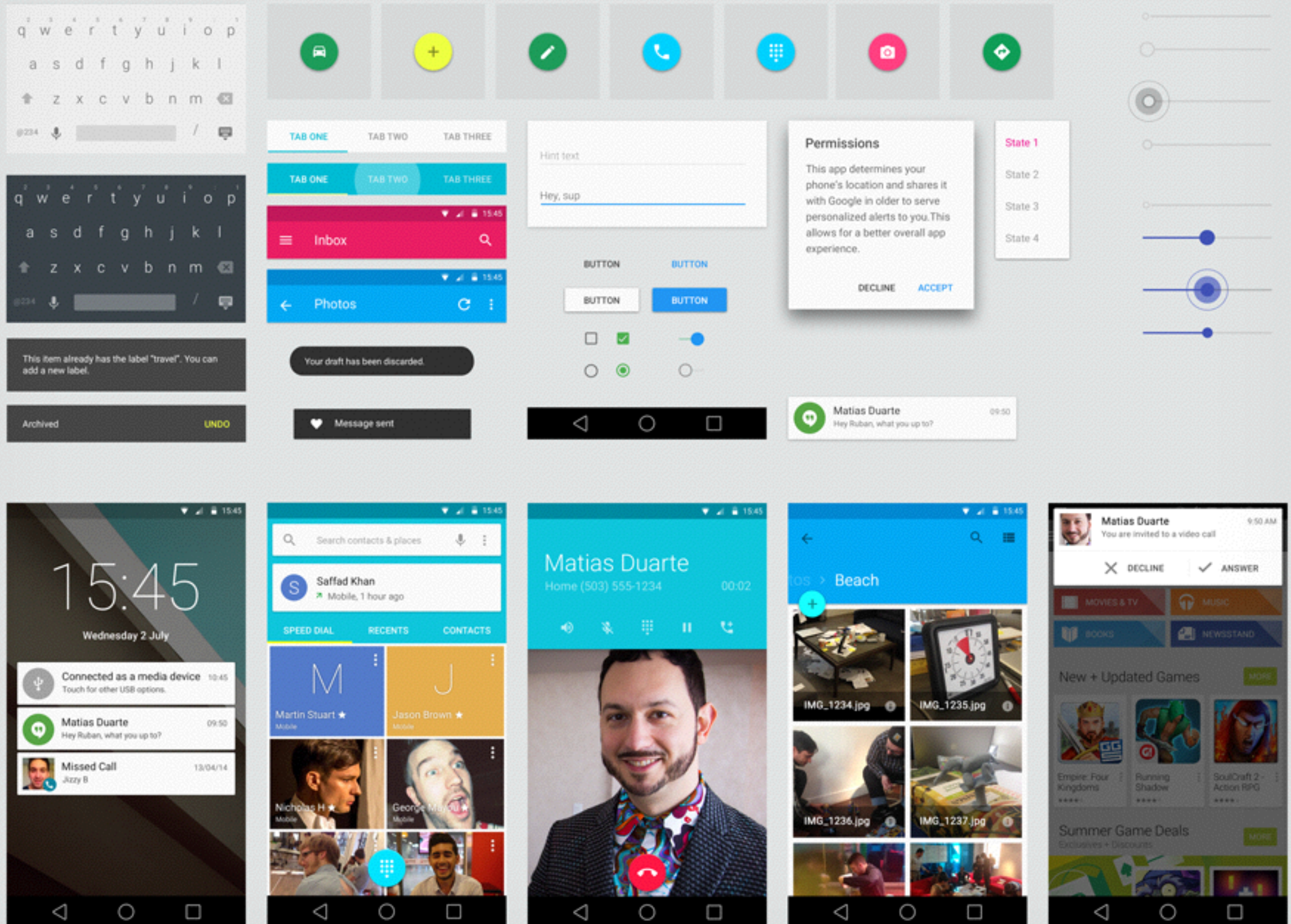
Bars, views and lists blueprints.psd



Controls controls.psd



ANATOMY: NATIVE NAVIGATION ELEMENTS



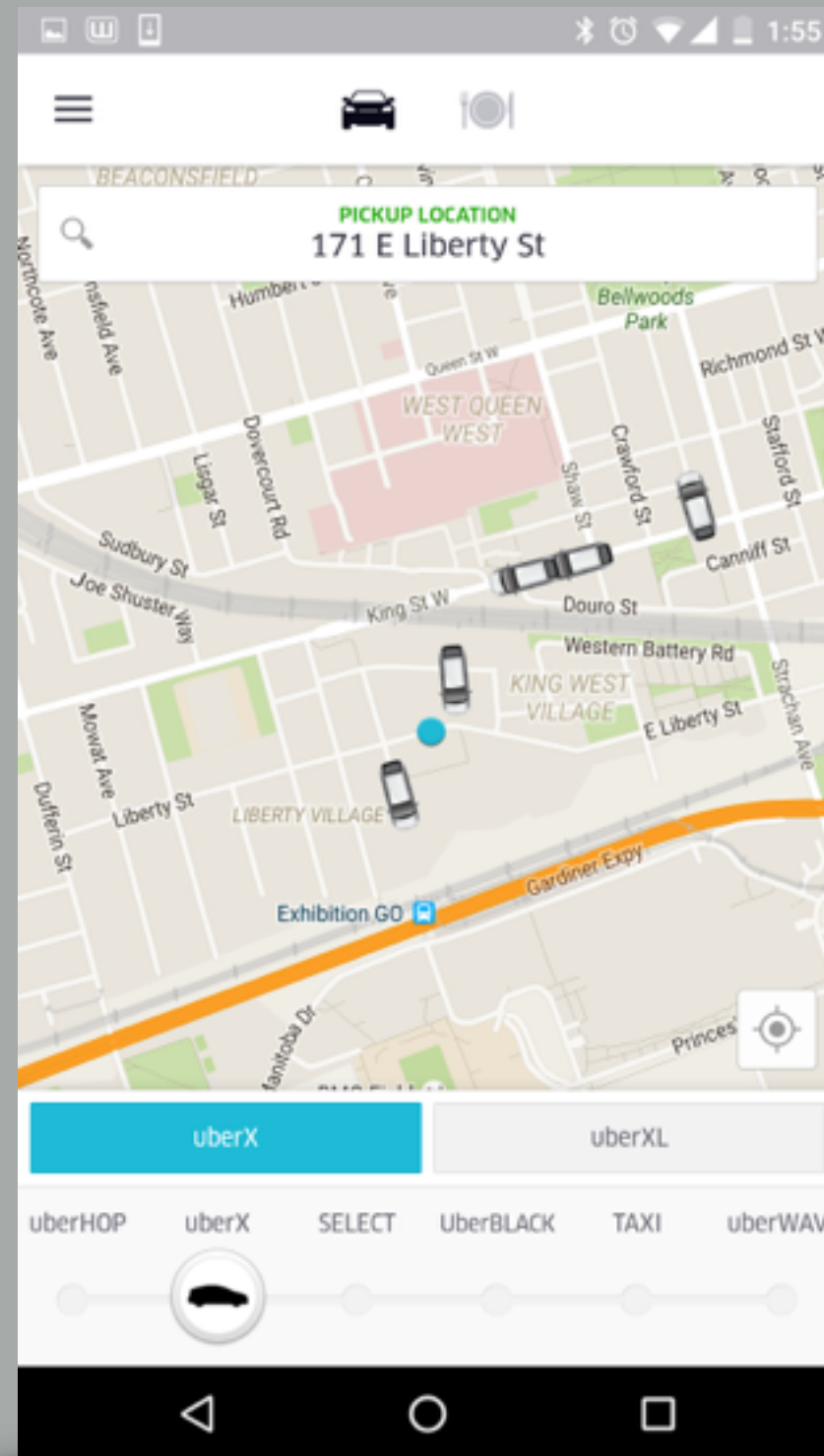
UI KITS - A STARTING POINT

- 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

NATIVE UI - PRO & 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 - PRO & 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.

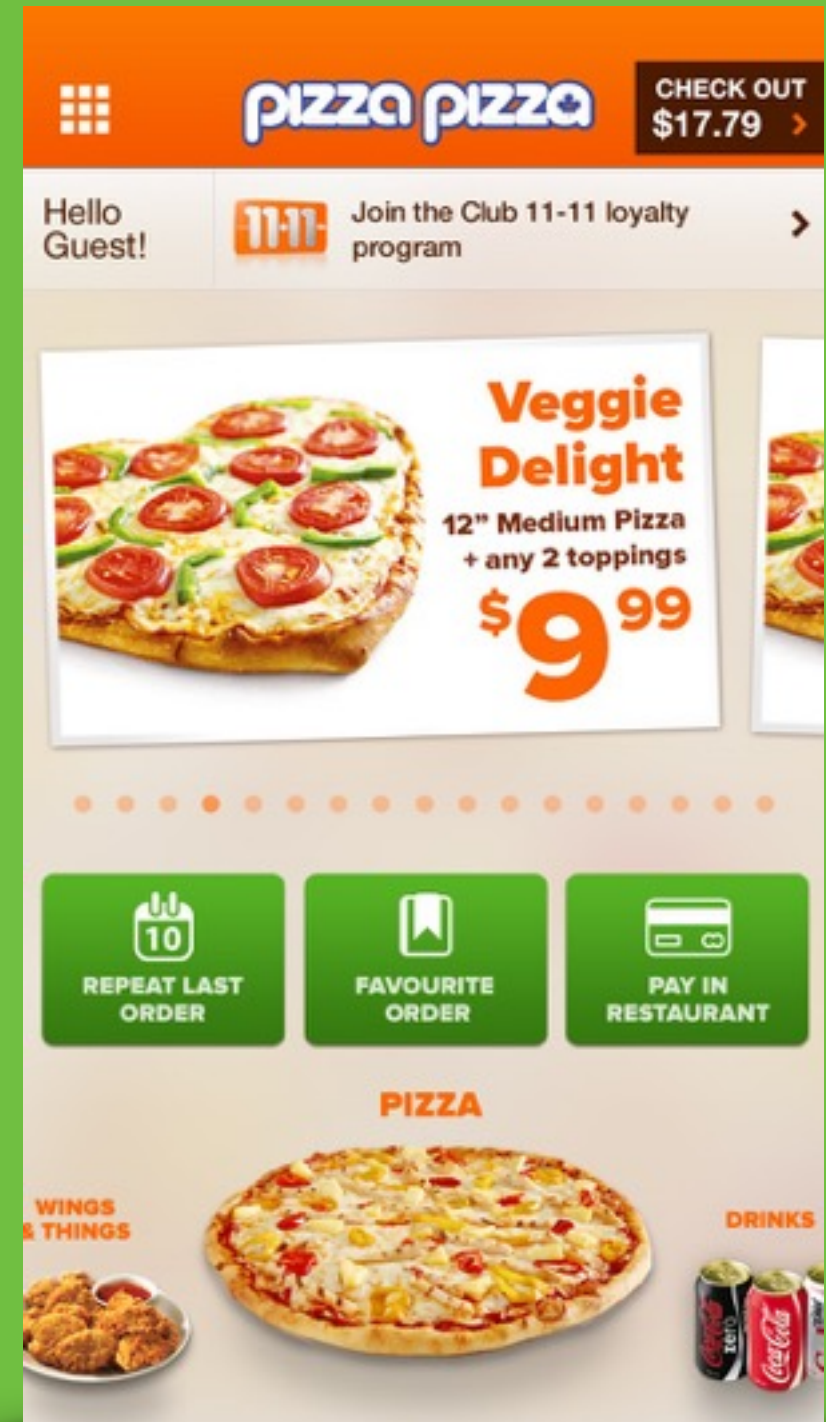
“DESIGN FOR WHAT PEOPLE WILL
USE IT FOR 95% OF THE TIME”

- 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

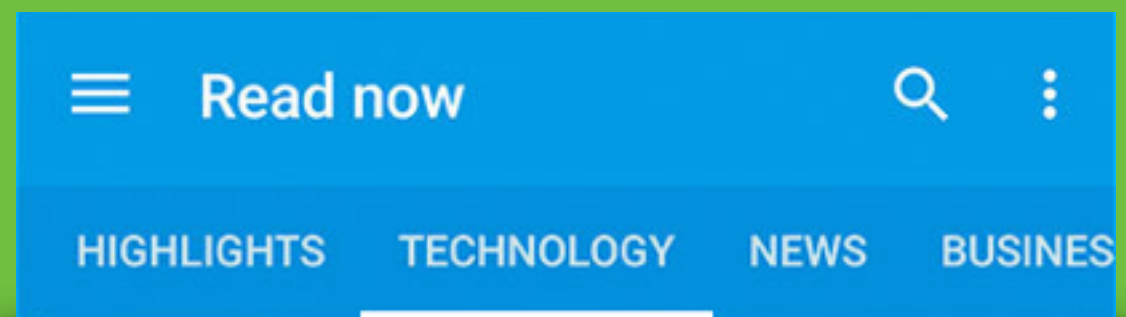
HAMBURGER



BOTTOM TAB BAR



SWIPE TOP TAB ★

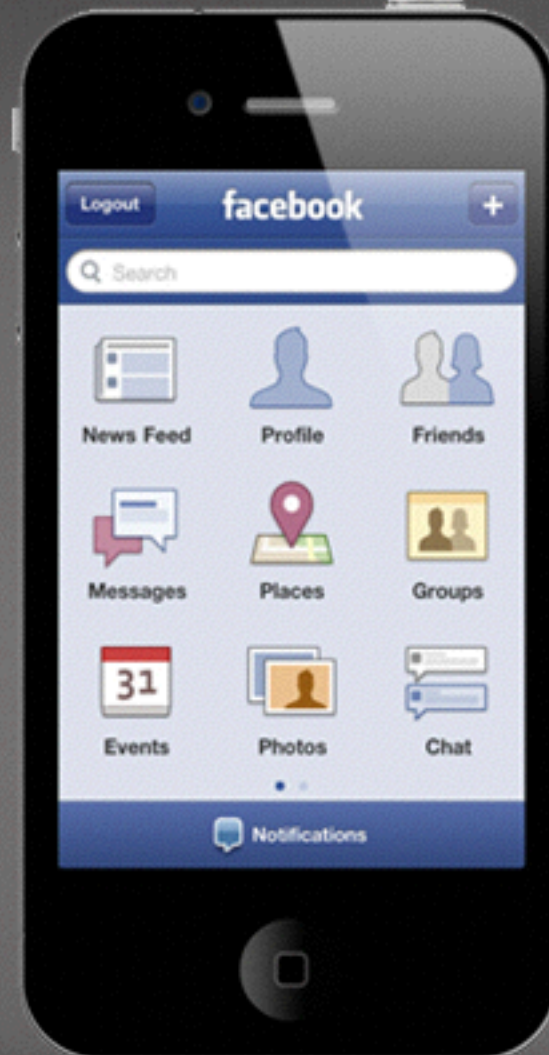


FACEBOOK: UX TIMELINE

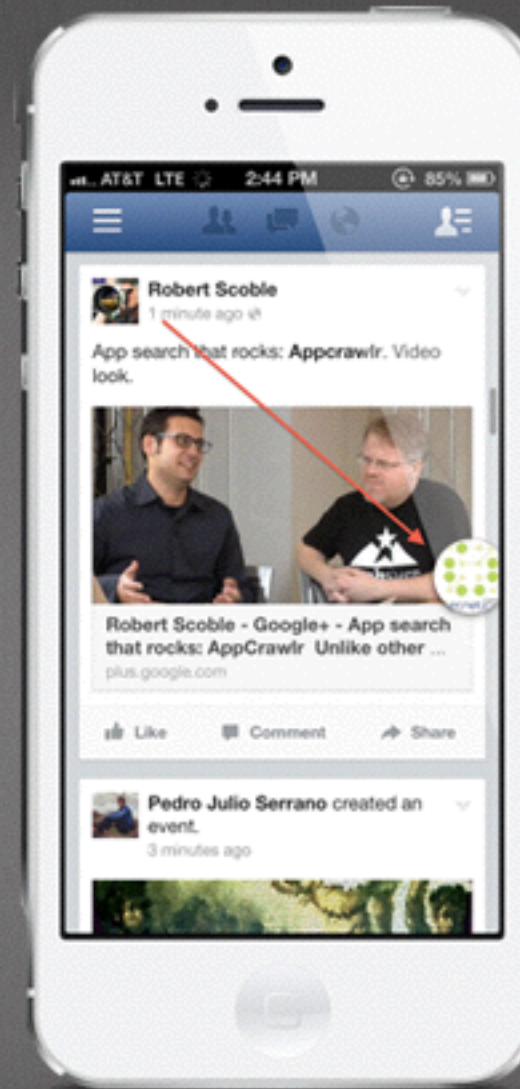
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2007



2009



2011

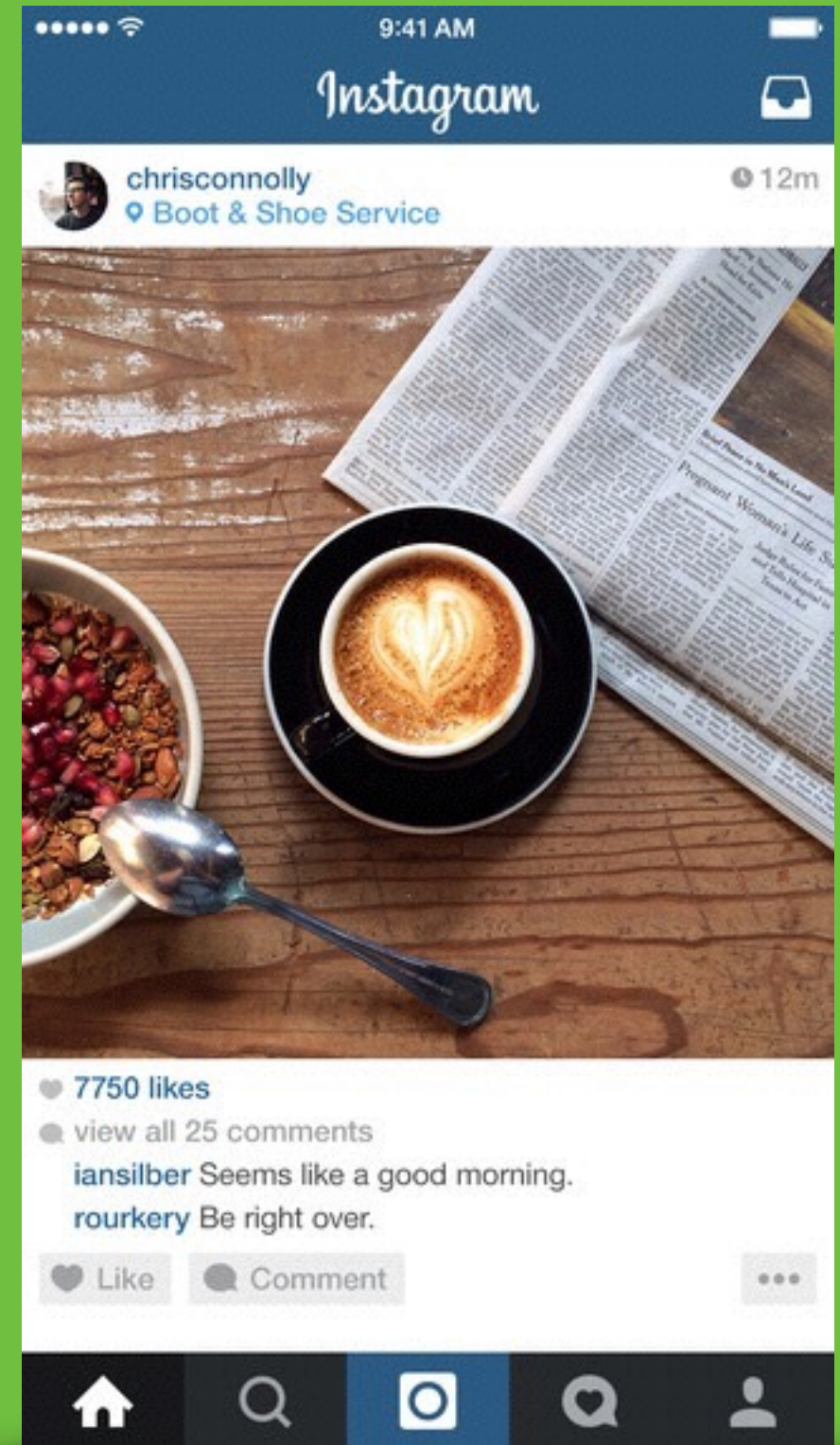


CURRENT

WHAT WE'VE LEARNED: BEST PRACTICES

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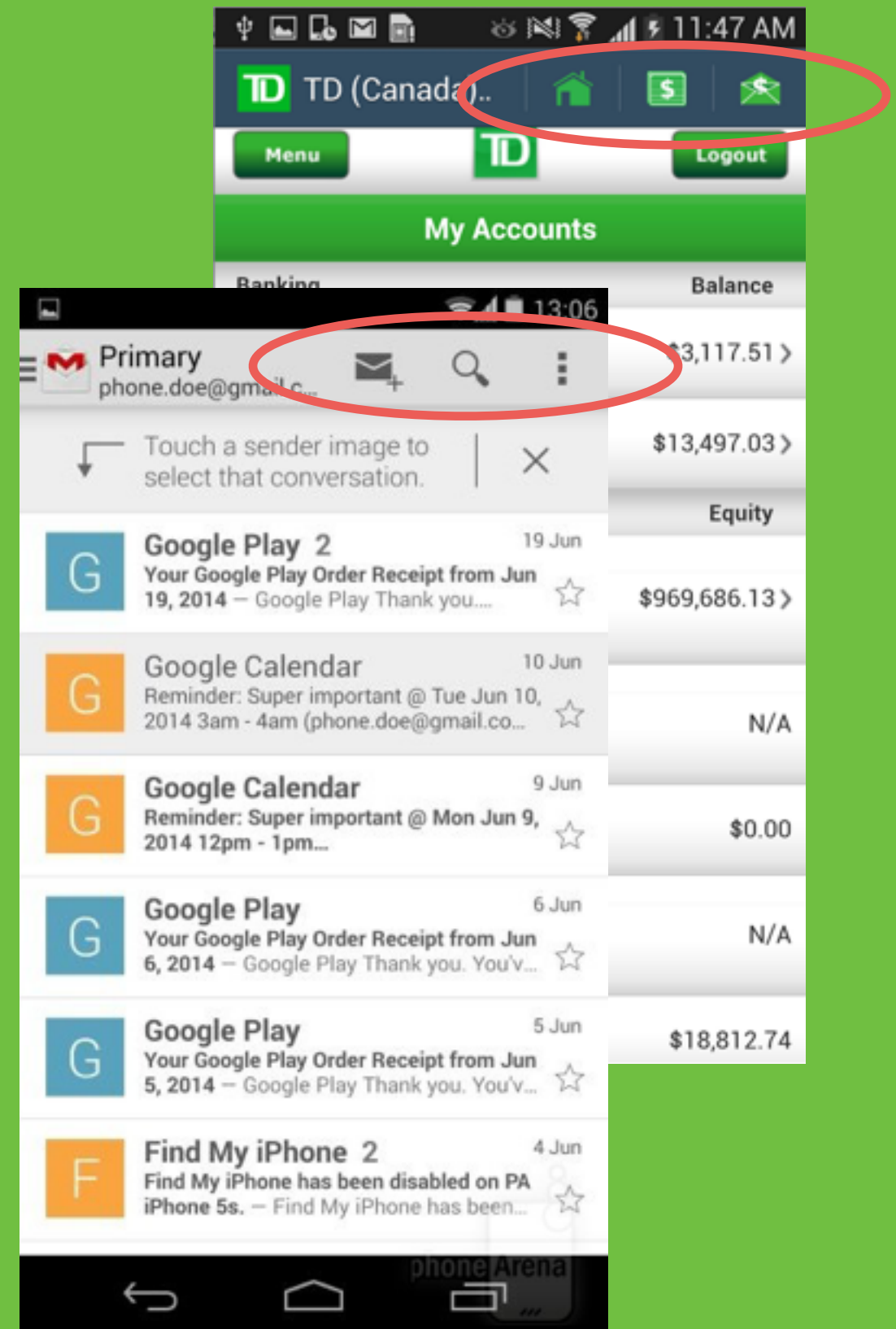
- Users expect 100% functionality from the web + 10% more
- Less is more, especially when it comes to navigation



WHAT WE'VE LEARNED: BEST PRACTICES

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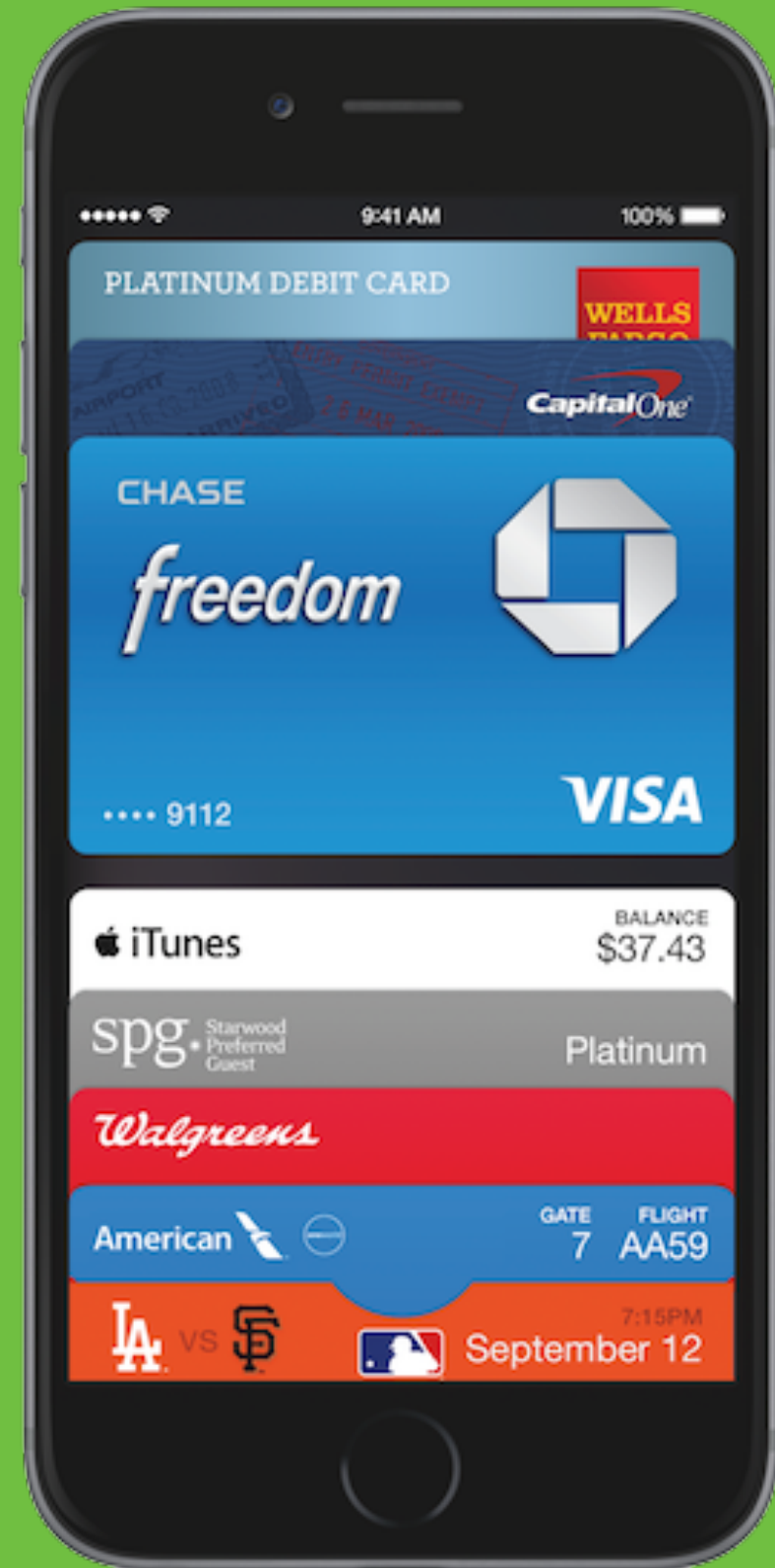
- Using 100% native UI elements doesn't always translate to good usability



WHAT WE'VE LEARNED: BEST PRACTICES

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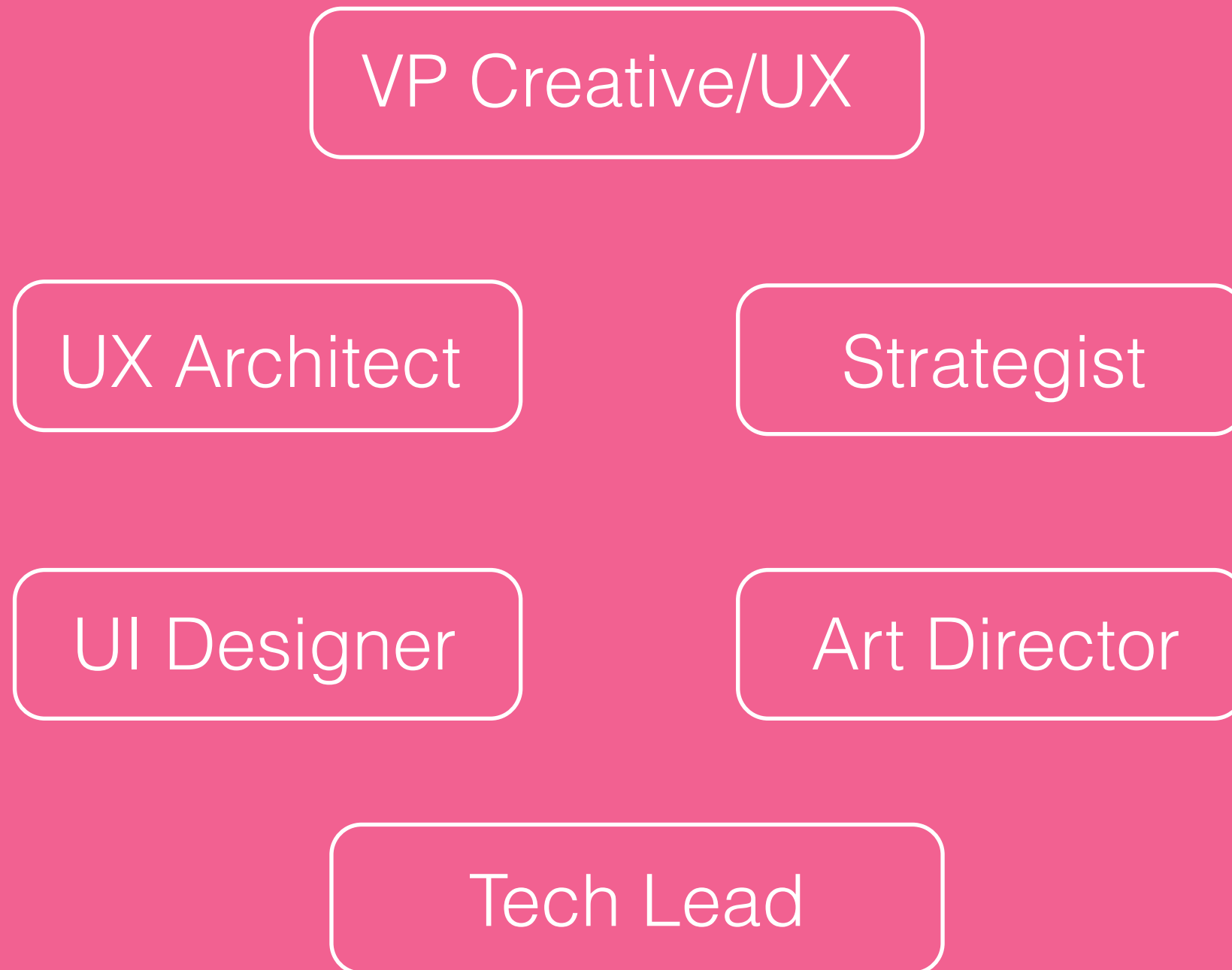
- Visual cues and animations are key in helping a user understand any action
- Can make things look faster (performance)



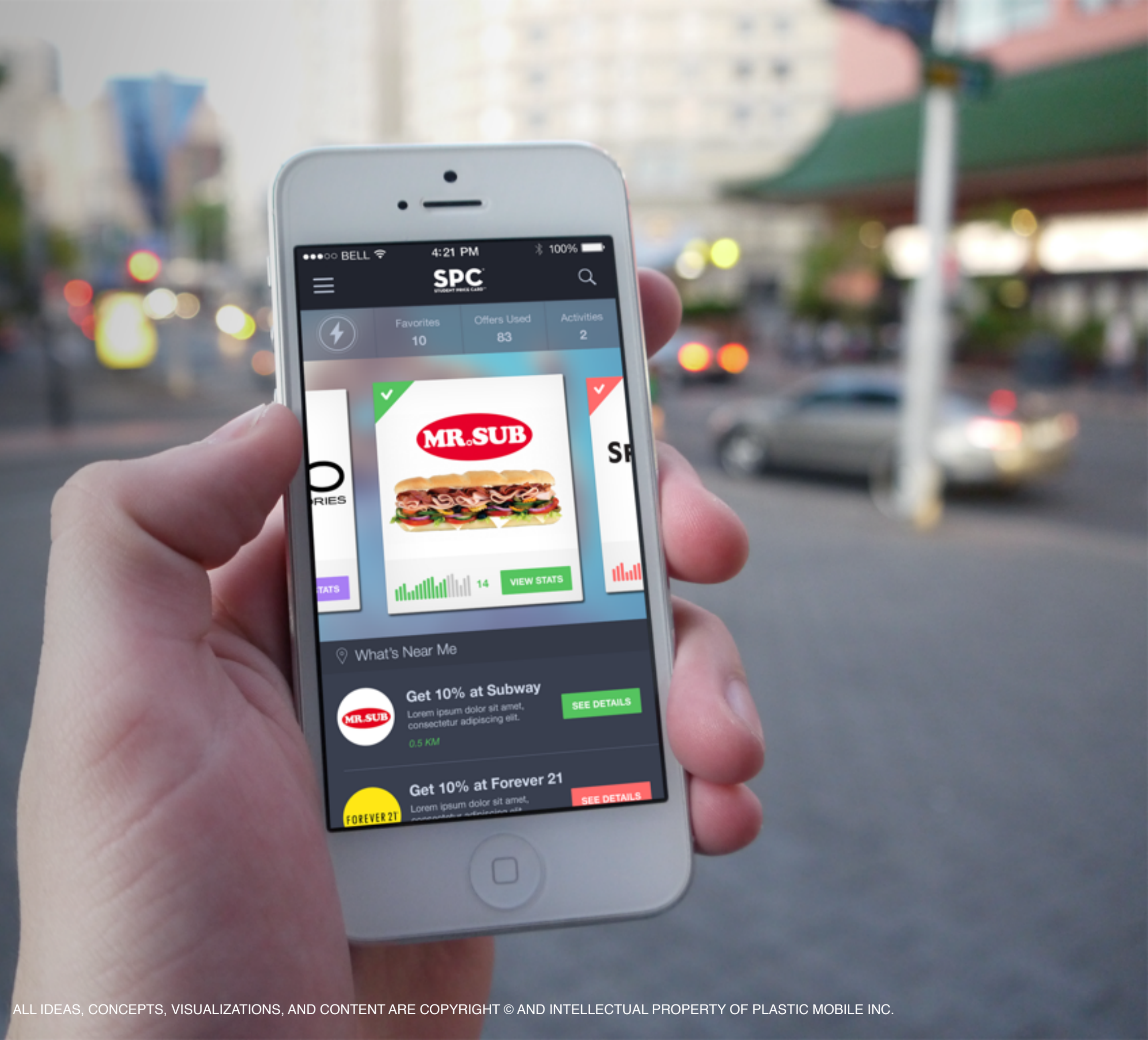
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OUR APP PROCESS

UX TEAM



PITCH PHASE: FEATURE CONCEPTS







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?

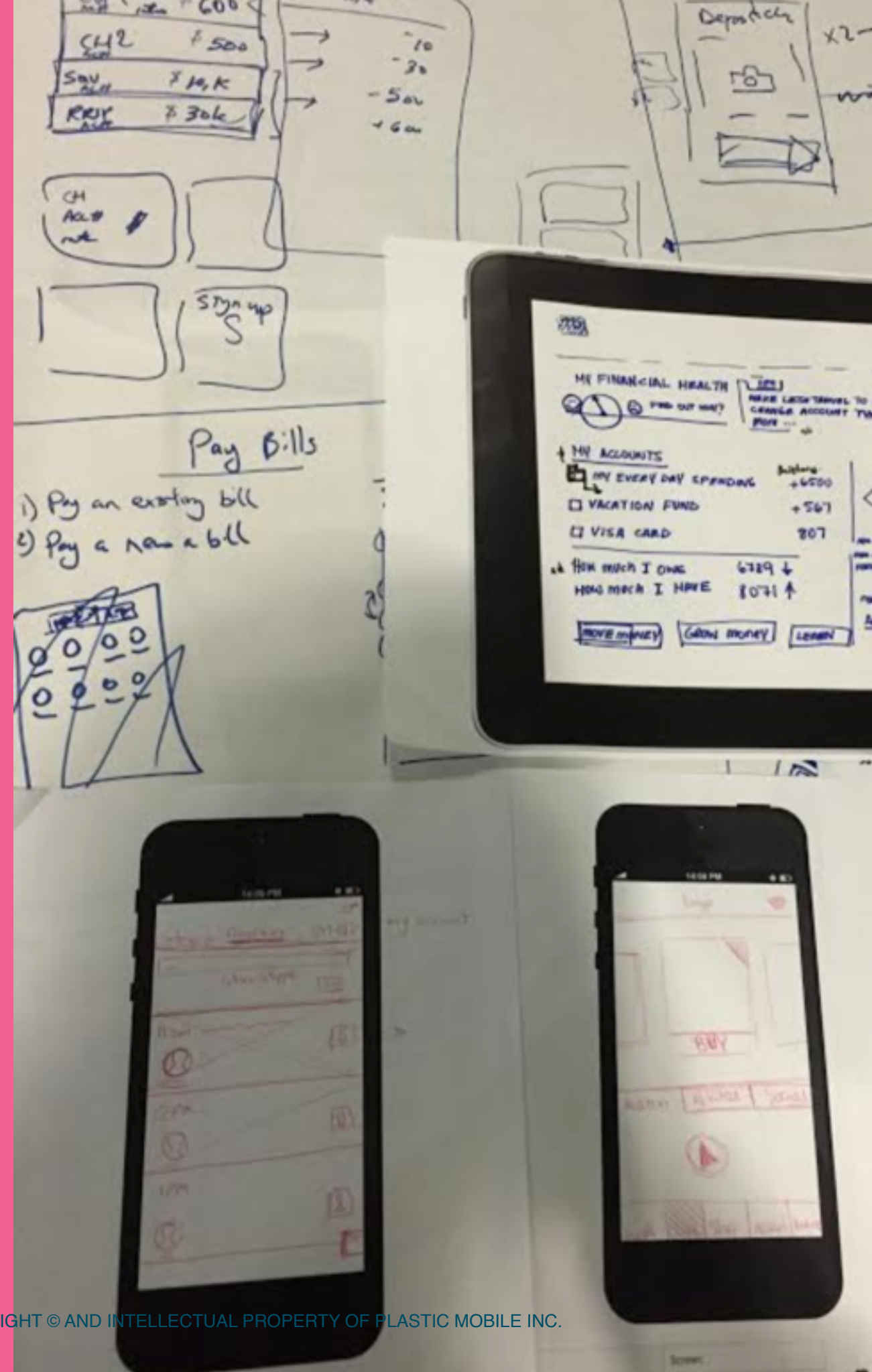
KNOW THE USER

- 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?

WIREFRAMES + PROTOTYPES

Paper Prototypes

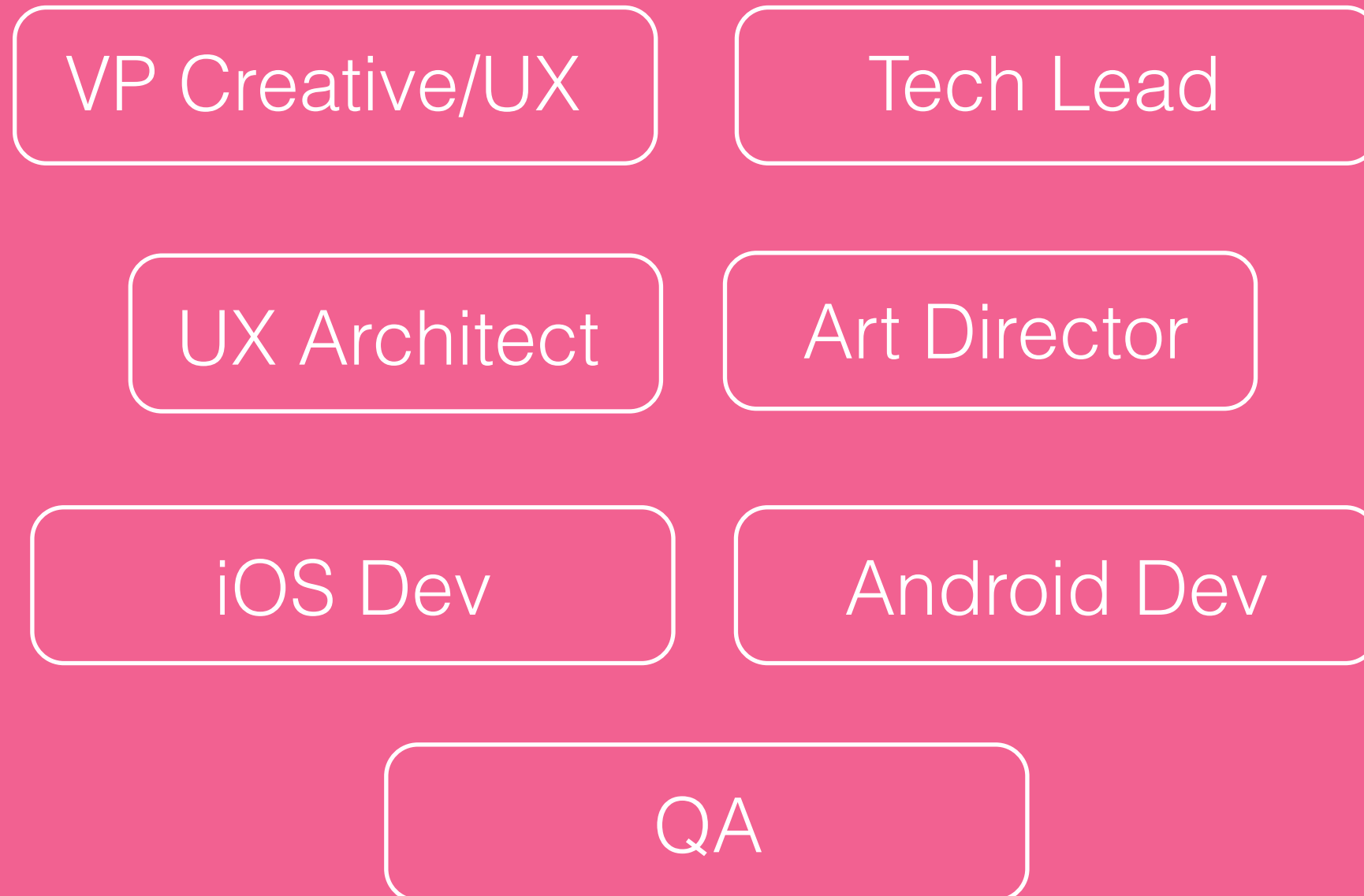
- Creating rough, hand sketched, drawings of an interface
- Allows for quick on the fly changes
- Allows for quick informal usability testing in the earliest stages of a project.



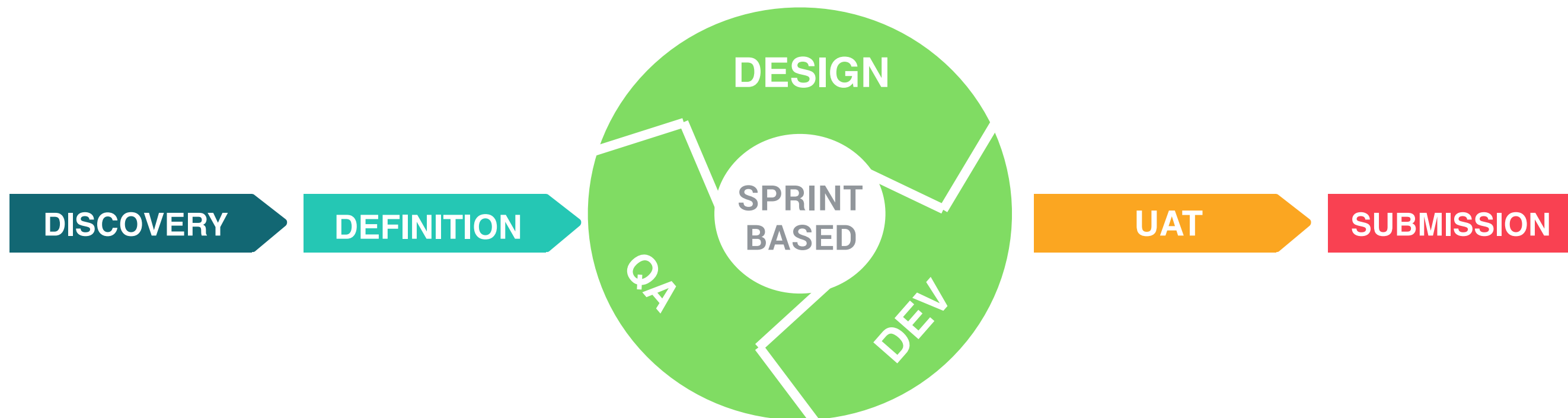


UX TESTING

DEVELOPMENT



AGILE PROCESS



A N A P P I S B O R N

QUESTIONS