INTRODUCTION TO UX DESIGN

FOR MOBILE APPS

JUNTO

AGENDA

01 Intros

02 UX Case Study

03 Mobile UX Overview

04 App UX Process

Jason Hyde

Chief Experience Officer

- 18 years experience in digital design
- Previously VP, Creative & User Experience at Plastic Mobile
- Recently started my own agency, with a primary focus on UX & Design

INTROS - EXPERIENCE

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Experience Agency

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LEAN UX

RAPID PROTOTYPING + TESTING

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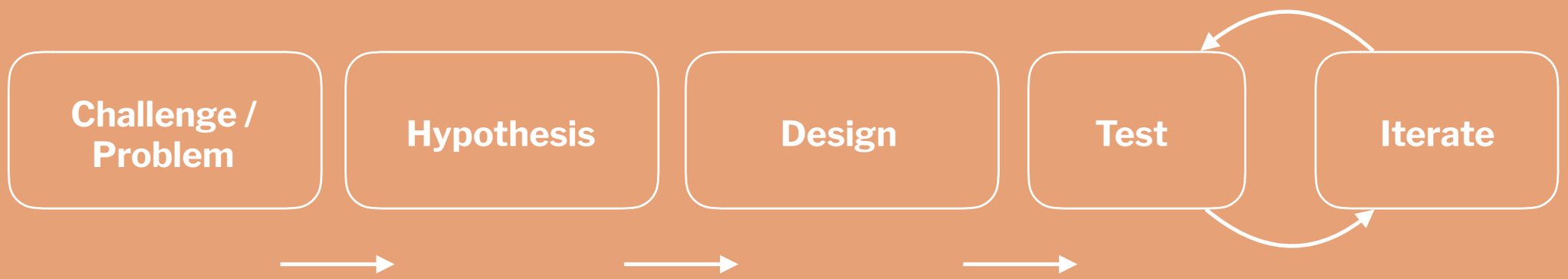
LEAN UX

RAPID PROTOTYPING + TESTING



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THE VALUE OF UX

A STARTUP CASE STUDY

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CASE STUDY

VELOCIA

An open loyalty network for urban mobility

From the creators of

nekso

Latin American taxi-hailing

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VELOCIA

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The team was focused on what they wanted to build, not on what people would want to use.

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Forming our usage hypothesis

- What does this app do?
- Could we convince someone to download it?
- Is the concept interesting enough that they would tell others?

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Our Usage Hypothesis

- The idea of selling your transport data for rewards, is interesting enough to tell others about.
- Positioning Velocia, like a traditional loyalty program, will be less controversial, and therefor increase the likely hood of trial.

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TEST SCENARIOS

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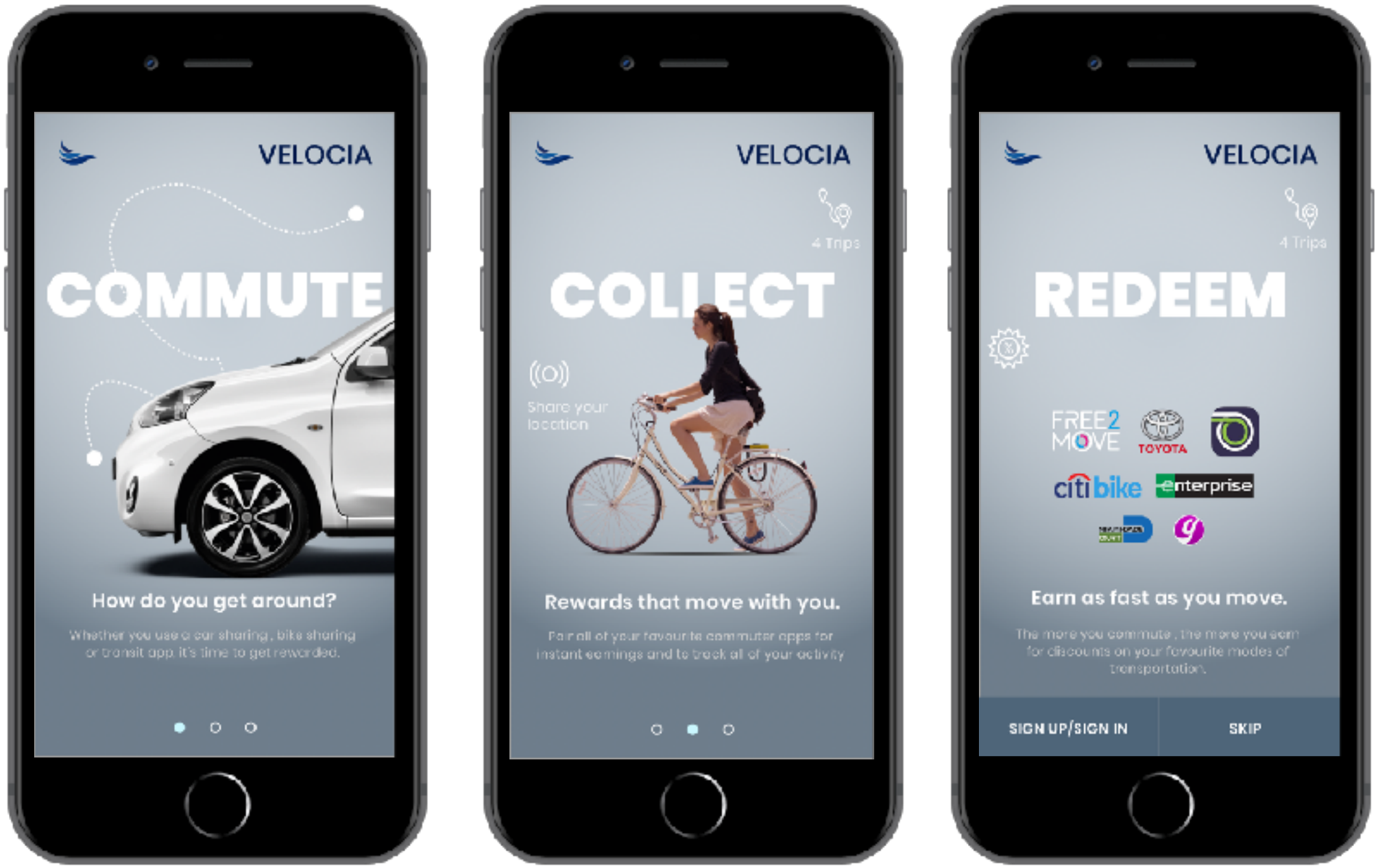

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VELOCIA

- Signed on 8 new partners/sponsors throughout our UX phase
- Secured a second round of funding
- Currently getting ready for their first pilot in Miami

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MOBILE UX

OVERVIEW

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WHAT IS UX?

The overall experience of someone using a product and its ability to meet expectations of use.

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WHAT IS GOOD UX?

To not only meet, but exceed those expectations in some way.

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INTUITIVE DESIGN

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CAN I TELL HOW IT WORKS BY LOOKING AT IT?

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EXAMPLE:
THE OFFICE DOOR

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INSIDE

OUTSIDE

INSIDE

OUTSIDE

USERS DON'T READ

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INSIDE

OUTSIDE

User Review

Great door, really like the open feature!

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COMMON MOBILE CONVENTIONS (THAT WORK)

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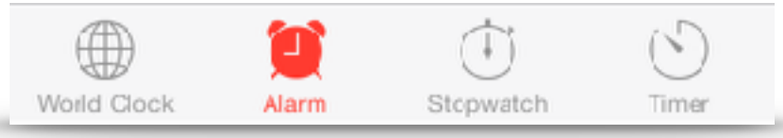
The Big 3 Navigation systems

BOTTOM TAB



TOP “SWIPE” TABS

HAMBURGER MENU

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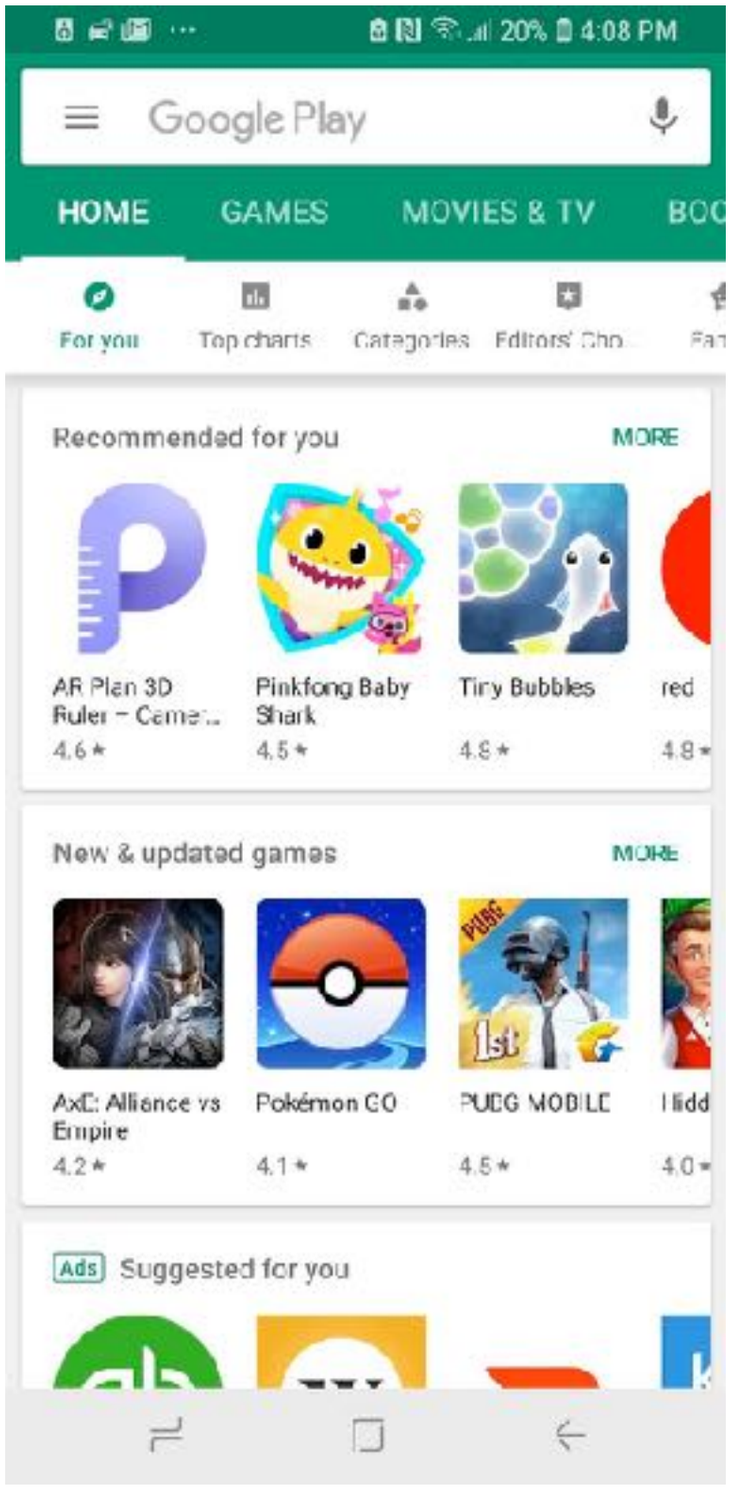
Swiping gestures promote discovery

- Always enable swipe gestures when using top layer tabs
- Ideal for navigating through multiple content types
- Carousels help highlight interesting content, and a visually appealing to the user
- Too much swiping leads to fatigue



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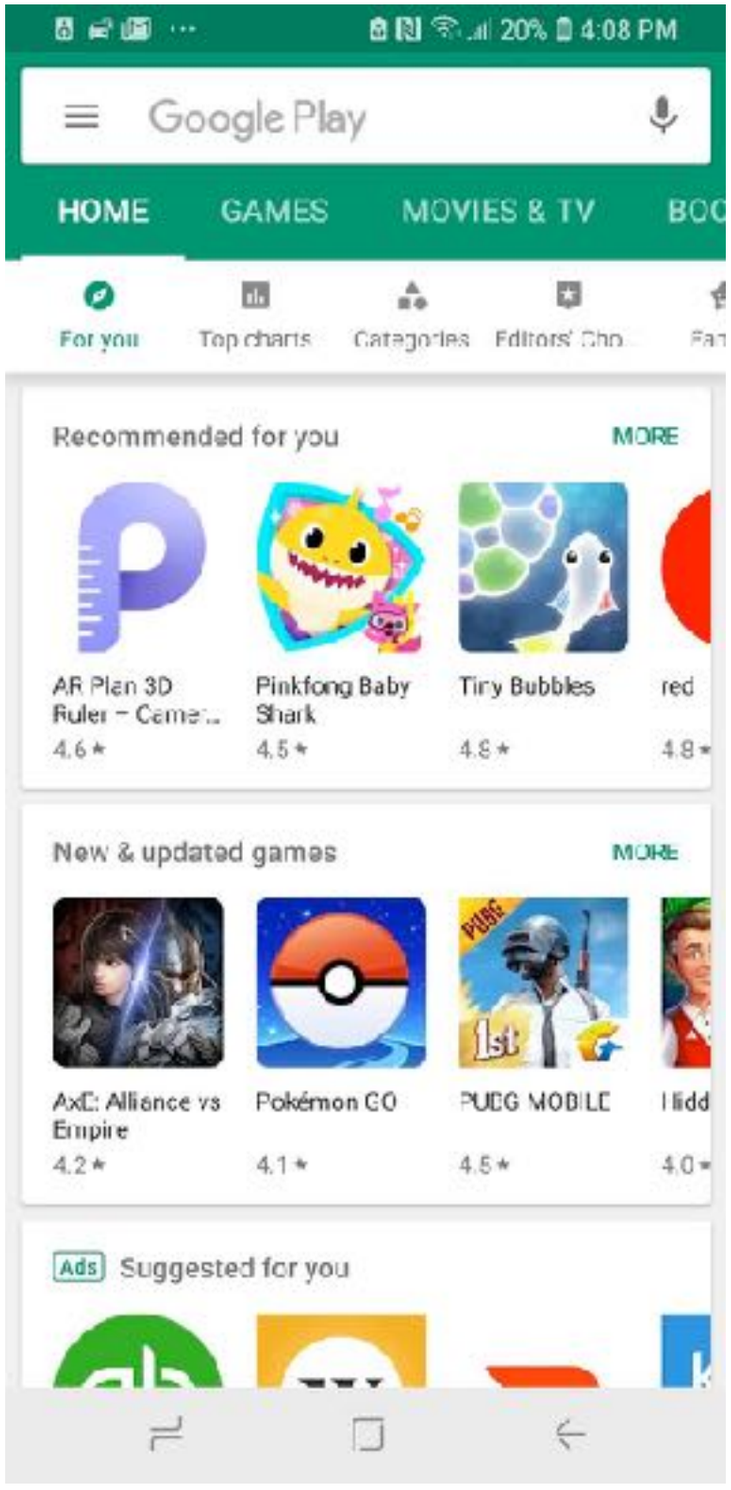
Users scroll, but make it obvious

- Always ensure the screen “fold” sits at the mid point between the page so it’s obvious that they are able to scroll
- Building your screens for scrolling, will make it easier to build for multiple devices sizes



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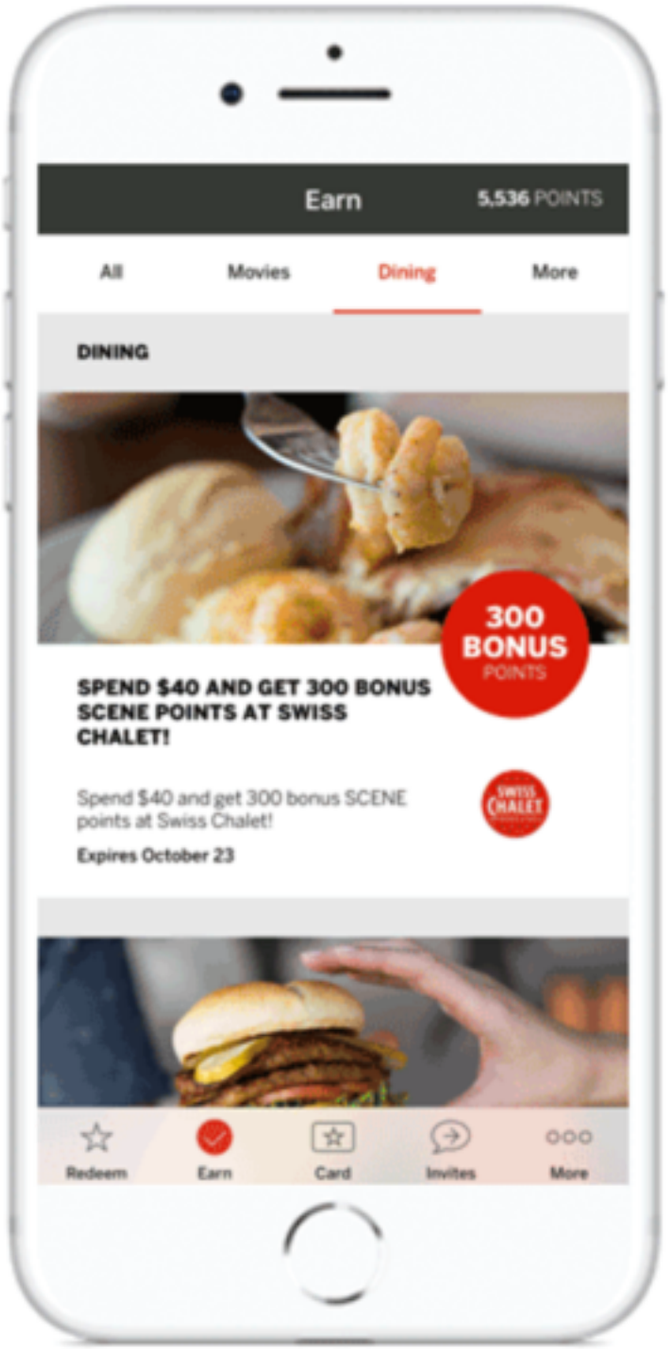
A clean layout is always appreciated

- When designing for mobile less is always more
- Stick to native UI type sizes and always preview and mockups on your phone.
- Beware the word “busy” when showing it to users for testing



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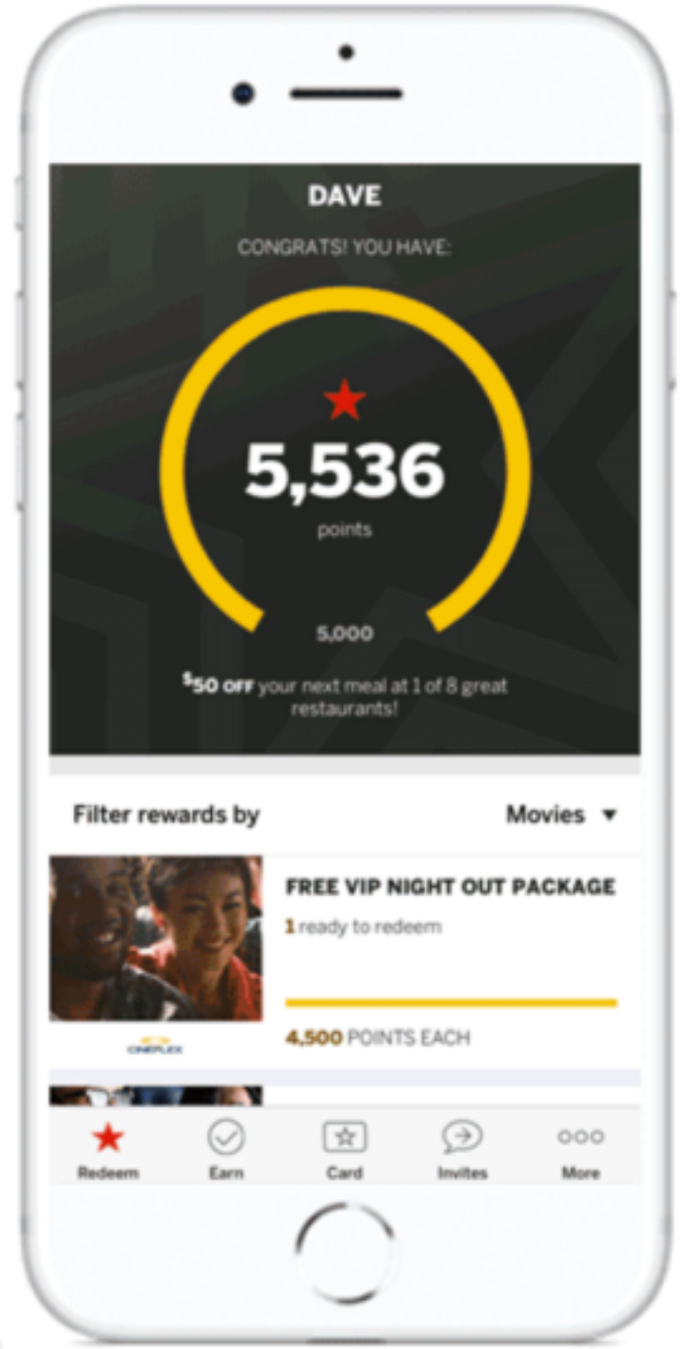
The home screen **is your app** to the user

- Your home should contain all key features a user would need daily.
- Give your home the greatest amount of time during your UX phase.
- Design for what users will do 95% of the time



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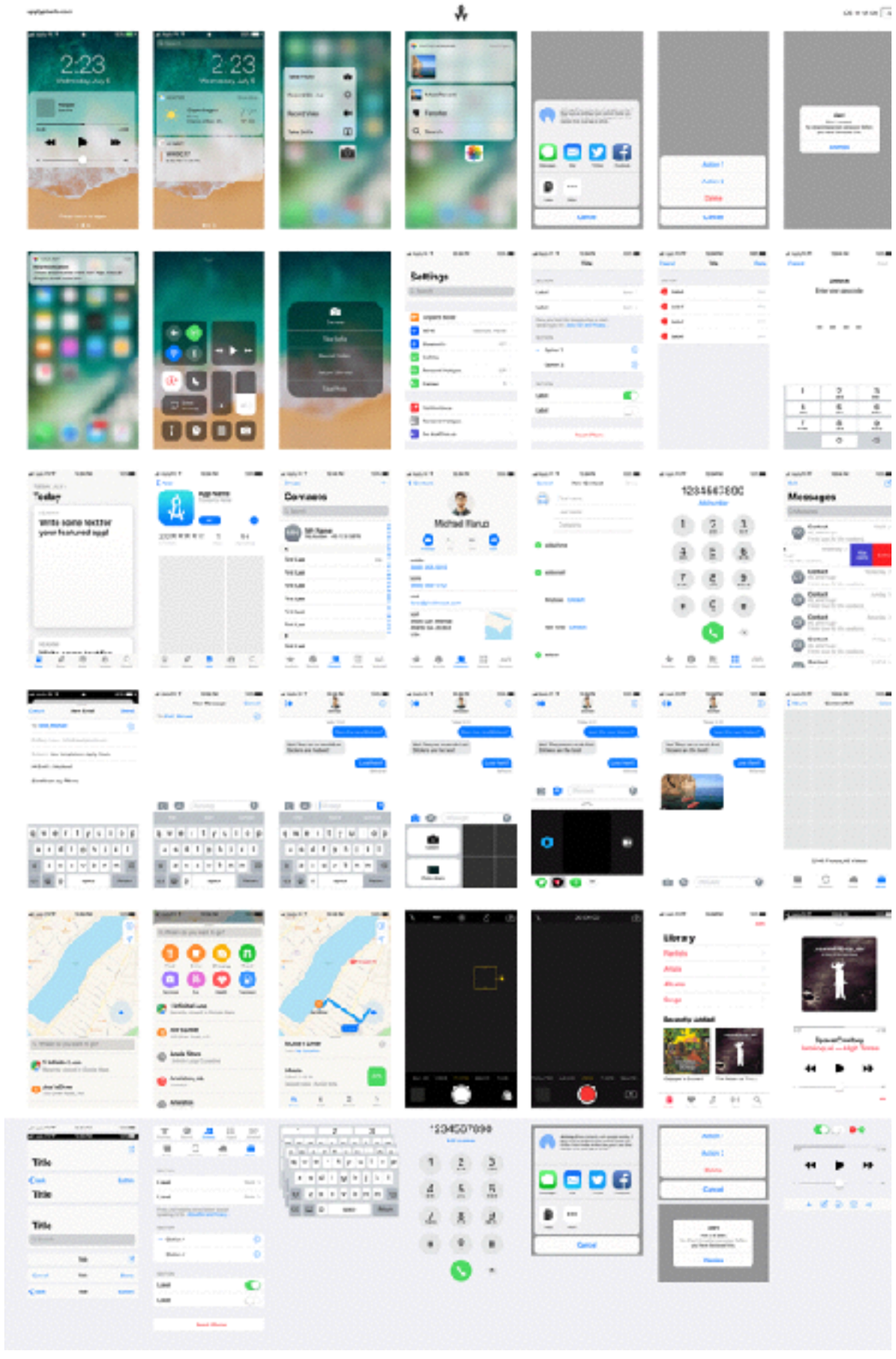
Native UI elements work best for typical functions

- For things like forms, fields, selections a user will already be familiar with the way they function.
- Native UI is faster to develop
- Are typically designed for a very specific purpose, and can be confusing if the purpose is altered too much.



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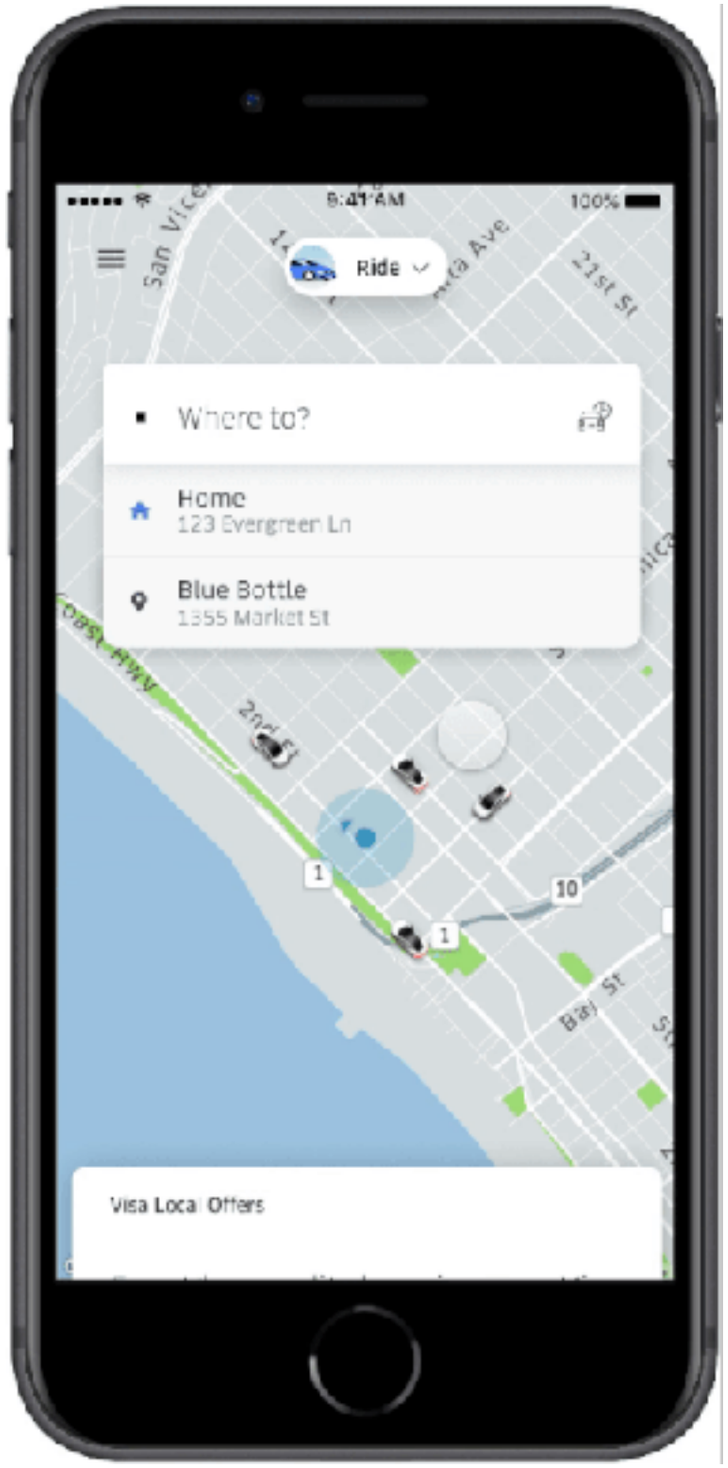
Custom UI works best whenever creating something never seen before

- Ideal when you are creating a feature not currently possible to display in native UI
- For creating a unique interaction for your brand.
- Custom UI takes longer to develop
- Requires much more testing than native



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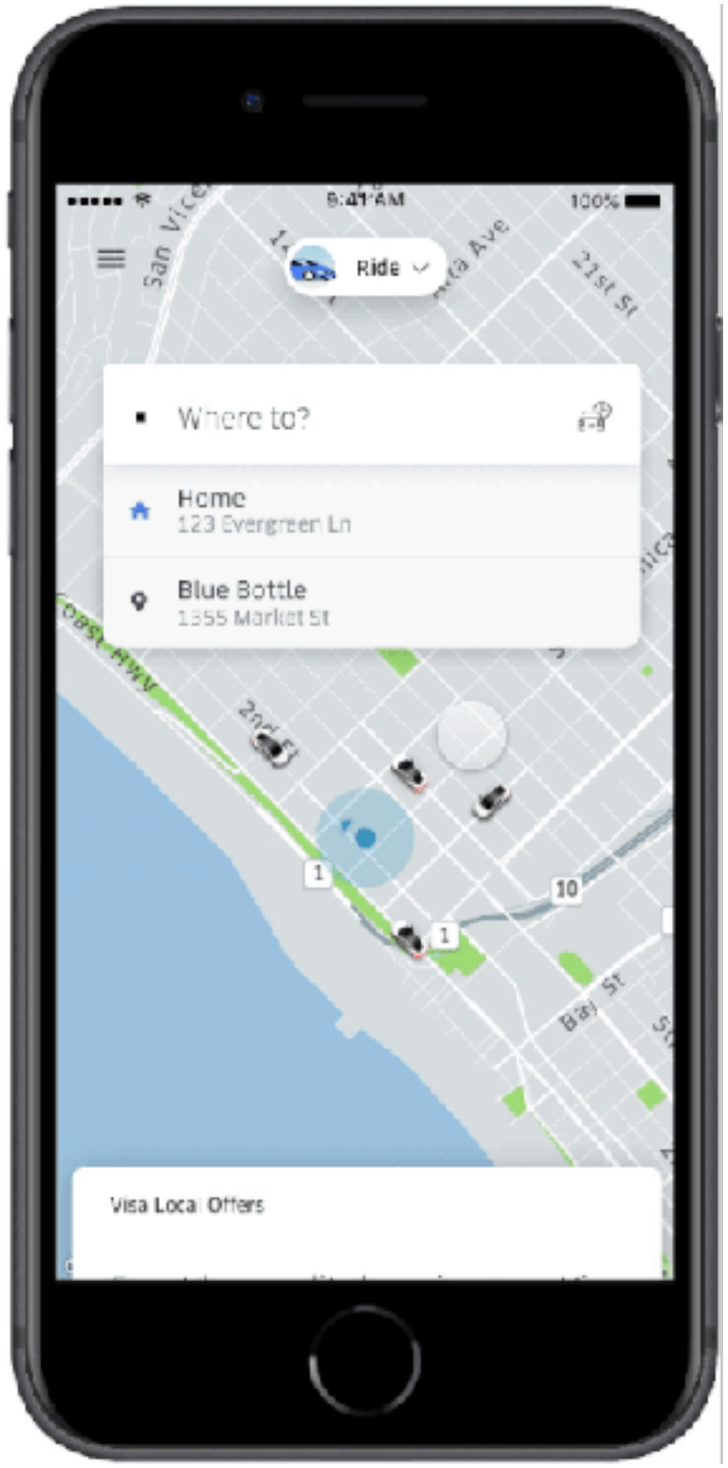
Animation helps users understand custom UI

- Using UI loading animations demonstrates the interaction to the user so they can visually identify the function

- Interaction animations gives your app a greater feeling of responsiveness, and can help mask data loading times.



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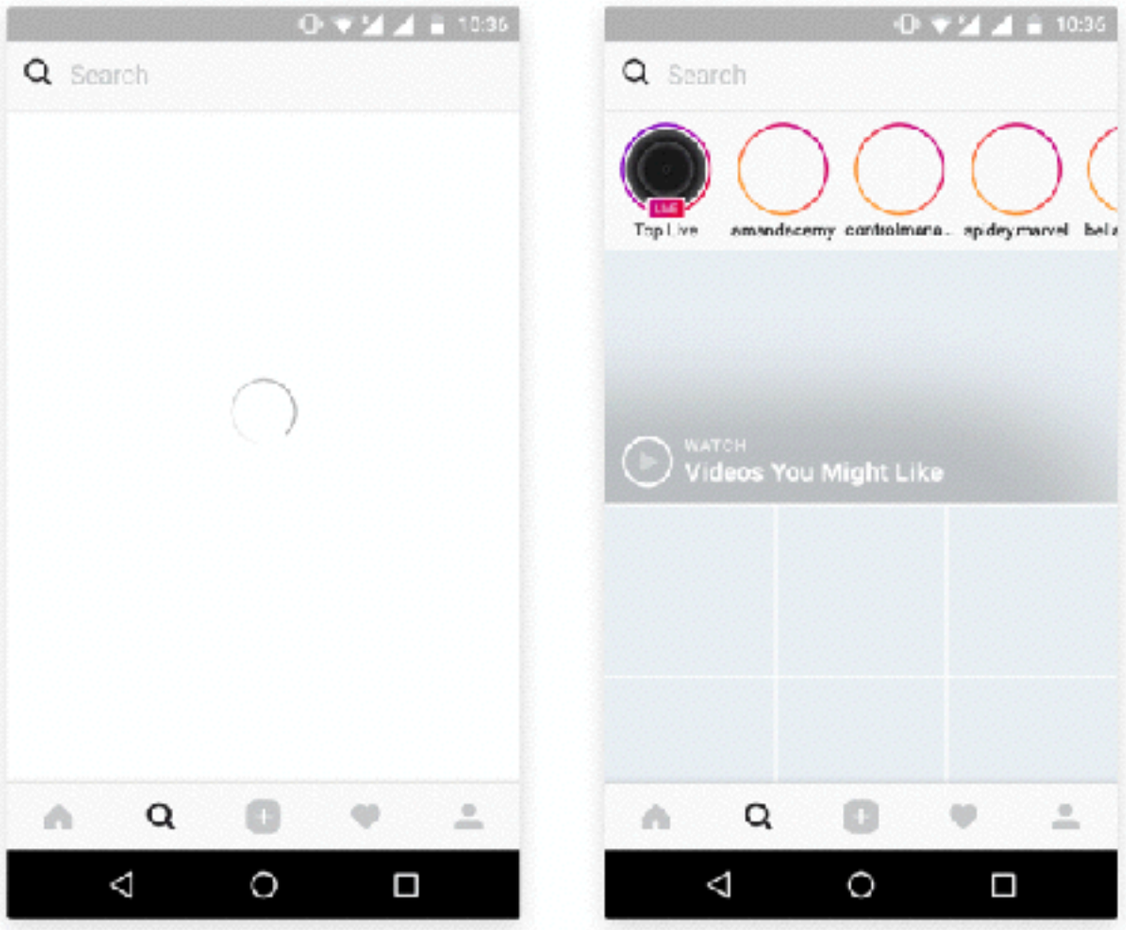
Loaders let users know the app is always working

- Failure to include a loader will make your app look broken and or appear slow
- If your data may take longer than average, your loader should explain this to the user
- Effort should be made to reduce the amount of loading time needed on every visit (caching)



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MOBILE UX PROCESS

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STEP 1

DISCOVERY

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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?

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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?

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STEP 2

APP CONCEPTS

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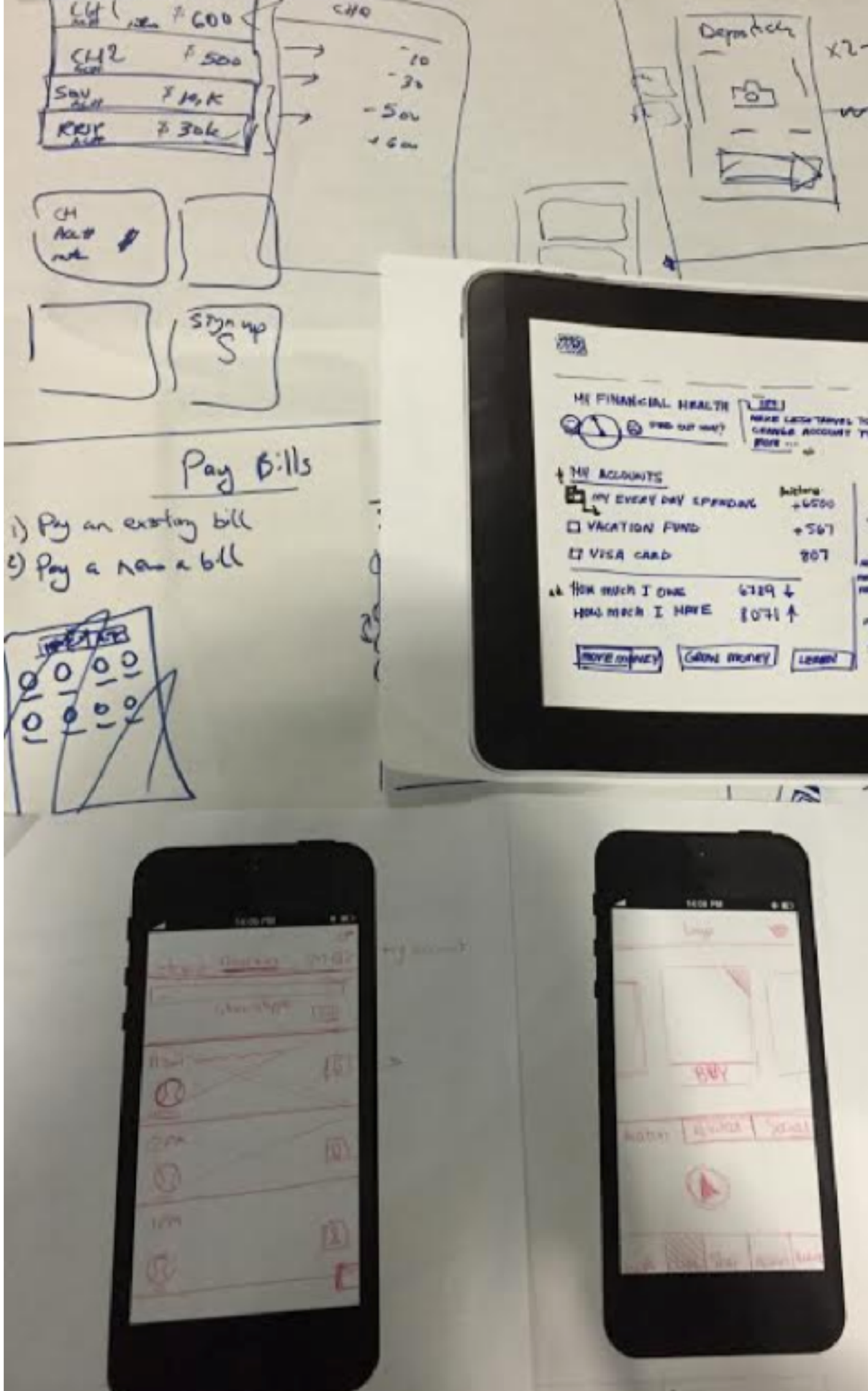
Paper Prototypes

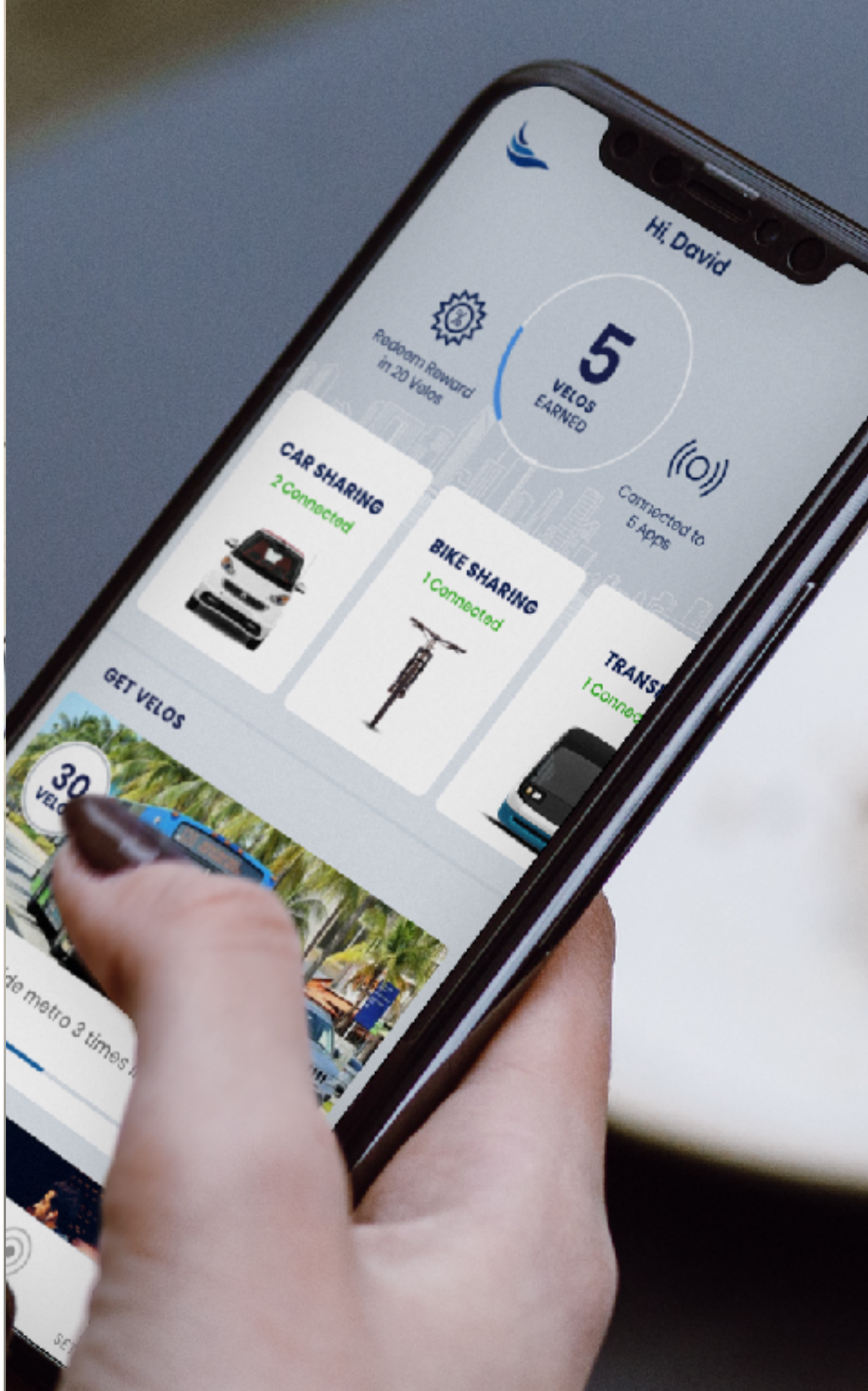
- Creating rough, hand sketched, drawings of an interface
- Allows for quick on the fly changes
- Allows for quick informal usability testing in the earliest stages of a project.



High fidelity design

- Created for the initial client presentation

- Establishes the overall design look and feel before moving into any kind of prototyping



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PROTOTYPING

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Annotated Prototype

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TESTING

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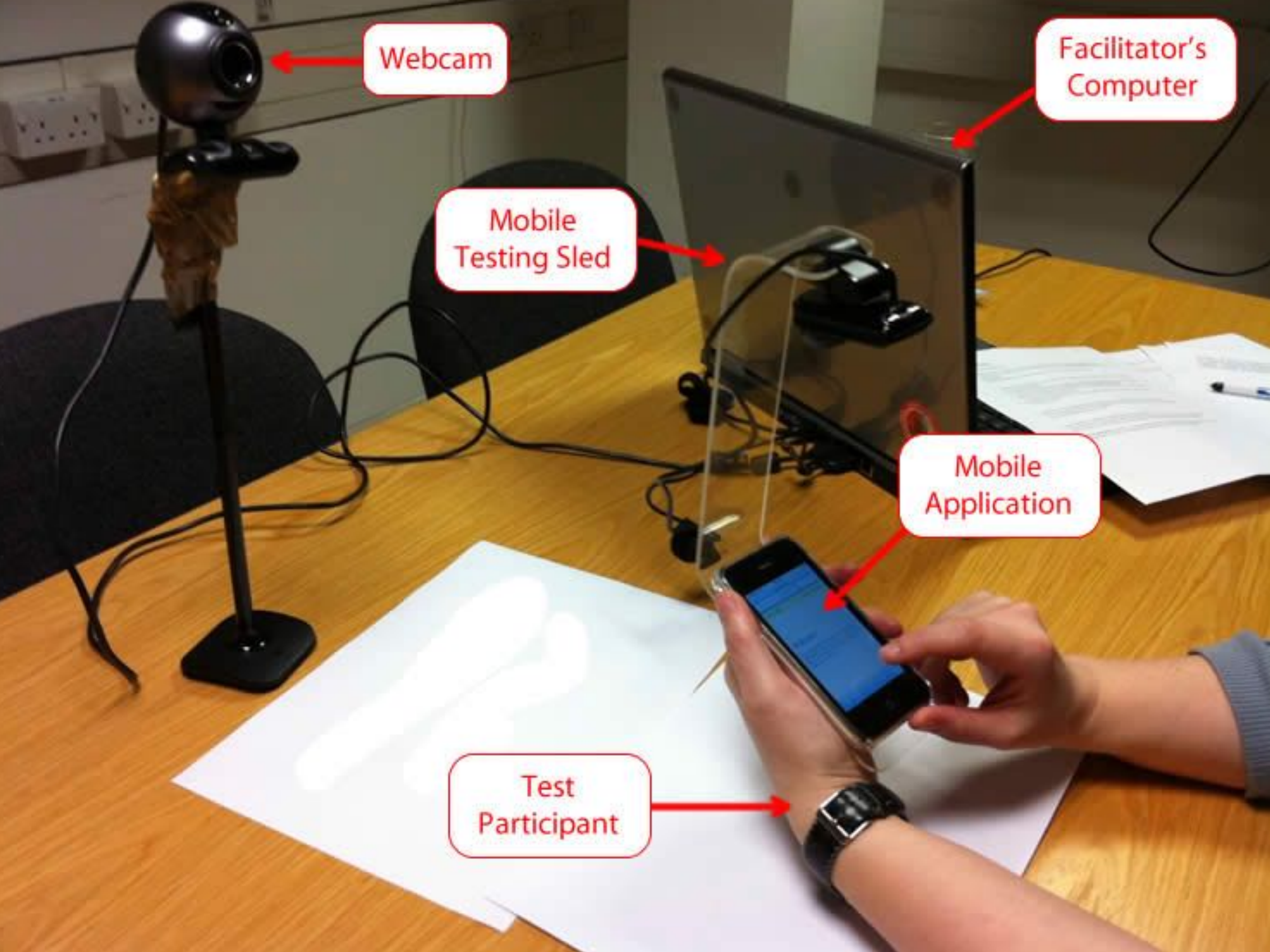
Webcam
Facilitator's Computer
Mobile Testing Sled
Mobile Application
Test Participant

Testing your prototypes

- Use a moderator who is not involved with the project, or has little knowledge
- When a test subject asks a question, respond in a way that will cause them to come to their own conclusion - what do you think that button does?
- 5 Test subjects is typically enough per test
- Ensure they always have a chance to explore the prototype without direction, having them speak out loud, describing what they are doing

AGILE DEVELOPMENT HANDOFF

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User stories + Design Assets

Inspect

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AN APP IS BORN

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THANK YOU

QUESTIONS?

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