INTRODUCTION TO UX DESIGN FOR MOBILE APPS
AGENDA

01  Intros

02  Mobile UX Overview

03  Prioritizing your Features

04  App UX Process

05  Questions
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- 20 years experience in digital design
- Previously VP, Creative & User Experience at Plastic Mobile
- Started my own agency 2 years ago, with a primary focus on UX & Design
INTROS - CURRENT CLIENTS
LEAN UX

RAPID PROTOTYPING + TESTING
LEAN UX
RAPID PROTOTYPING + TESTING

Challenge / Problem → Hypothesis → Design → Test → Iterate
MOBILE UX OVERVIEW
WHAT IS UX?

The overall experience of someone using a product and its ability to meet expectations of use.
WHAT IS GOOD UX?

To not only meet, but exceed those expectations in some way.
INTUITIVE DESIGN
Can I tell how it works by looking at it?
EXAMPLE: THE OFFICE DOOR
USERS DON’T READ
User Review

Great door, really like the open feature!
COMMON MOBILE CONVENTIONS (THAT WORK)
The Big 3 Navigation systems

BOTTOM TAB (PRIMARY)

TOP “SWIPE” TABS (SECONDARY)

HAMBURGER MENU (SECONDARY)
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
Users scroll, but make it obvious

- Always ensure the screen “fold” sits at the midpoint 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
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
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
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.
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
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.
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)
DEFINING YOUR MVP

PRIORITIZING YOUR FEATURES
What is an MVP?

• Your Minimum Viable Product

• The MVP is a term used to define what can be built within the time and budget constraints that will meet the end product goals

• Involves a negotiation between engineers, designers and product owners to determine what features will have the highest value to the customers for the initial release, and which can be released in the future

• Things that would be assessed: Complexity of the designs, Native vs custom implementations, secondary services/APIs that may be required in order to deliver
Prioritizing Your Features

Feature Assessment Process

1. **High Level App Concept**
   - Visualize what your ideal end state will look like including all proposed features
   - Identify which features will be key to the app’s success and any interdependencies on the features

2. **Technology Assessment**
   - Look at the level of complexity to build all the proposed features
   - Work closely with the design team to ensure all details are understood
   - Provide a high level timeline for the project

3. **MVP Roadmap**
   - Decide what features will be in the first MVP, dividing the effort into feature groups and a Release schedule (MVP 1, MVP 2, MVP 3 etc)
Case Study: OLG App
Feature Set

- Login/registration
- Lotto Ticket Scanner
- Instant WIN Games
- Upcoming Jackpots
- Reminder Notifications
- Personalized Coupons
Feature Set: MVP 1 Selection

- Login/registration
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How to determine what features are a must have

- Will removing a feature have a negative impact on a user or the goals of the product?

Example

![Venn diagram showing Login/Registration and Forgot Password](image-url)
OUR MOBILE UX PROCESS
STEP 1
DISCOVERY & REQUIREMENTS
LEARN THE BUSINESS

• How will they measure success?
• Do they have the technology infrastructure needed?
• Find business insights (how the app will help the business)
• How can mobile add value to their customers?
KNOW THE USER

- Android vs 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?
STEPS 2
APP CONCEPTS
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
- Created as a prototype to begin user testing right away
PROTOTYPING
Annotated Prototypes
USER TESTING
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 to get usable data

- Ensure they always have a chance to explore the prototype without direction, having them speak out loud, describing what they are doing
AGILE DESIGN
HANDOFF TO
DEVELOPMENT
Design Assets & Documentation

(Sketch Measure or Invision Inspect)
AN APP IS BORN
THANK YOU

QUESTIONS?

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