INTRODUCTION TO UX DESIGN FOR MOBILE APPS

JUNTO
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03  Mobile UX Overview

04  App UX Process
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Chief Experience Officer

• 19 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
LEAN UX
RAPID PROTOTYPING + TESTING
LEAN UX

RAPID PROTOTYPING + TESTING

Challenge / Problem → Hypothesis → Design → Test → Iterate
THE VALUE OF UX
A STARTUP CASE STUDY
CASE STUDY

VELOCIA
An open loyalty network for urban mobility

From the creators of nekso
Latin American taxi-hailing
The team was focused on what they wanted to build, not on what people would want to use.
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?
Our Usage Hypothesis

• Positioning Velocia, like a traditional loyalty program for transportation, will be easy to communicate to users, and will let us create a fresh twist on a familiar concept.

• Users will feel rewarded by doing things you normally do.
TESTING OUR CONCEPT
CASE STUDY

How do you get around?
Whether you use a car sharing, bike sharing or transit app, it’s time to get rewarded.

COLLECT
Rewards that move with you.
For all of your favourite commuter apps for instant earnings and to track all of your activity.

REDEEM
Earn as fast as you move.
The more you commute, the more you earn for discounts on your favourite modes of transportation.

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VELOCIA

• Signed on 8 new partners/sponsors throughout our UX phase

• Secured a second round of funding

• Currently completed their first successful pilot in Miami
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
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 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
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 give 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)
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 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?
STEP 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 testing right away
Annotated Prototype
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
User stories + Design Assets

Inspect

| Jira | InVision |
AN APP IS BORN
THANK YOU

QUESTIONS?

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