

# Mobile Media 101

Parsons

Week 1

# Today

7:00-7:15 Class Setup

7:15-8:15 Mobile UX 101 Lecture

8:15-9:00 Sketching

9:00-9:15 Paper Prototyping

9:15-9:25 Break

9:25-9:50 Digital Prototypes Lecture

# #thursdayapps

What are some good apps and games that you've been checking out recently?

# **Class Setup**

# Course Description

This class will explore user experience **(UX) design for mobile devices.**

The goal of this class is first to encourage students to extend their understanding of UX/interaction design to the mobile space, and second, to broaden students' awareness of the current and emerging mobile ecosphere.

Students will leave the class able to fluently converse about design patterns for custom mobile applications.

Students will not leave this class as masters of iOS development. They will, however, be poised to continue pursuing their interests in mobile development.

# Me

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Office hours by request on D12

# Learning Outcomes

1. Successfully design wireframes to document an app's structure and functionality
2. Create and use paper prototypes to measure the success of an app's UX and UI
3. Discuss UX and UI meaningfully in the context of mobile apps
4. Become familiar with iOS and/or Android UX/UI best practices
5. Be able to meaningfully contribute to app conceptualization discussions
6. Develop an understanding of the app market, including app store economics and marketing

# Projects

1. iPhone or Android App about Food
2. Apple TV adaptation of Food App
3. iPhone, iPad, phone Android, or tablet Android App + companion Apple TV, Apple Watch, Siri, or Alexa App

# Grading

Class participation- 10%

Project 1 wireframe- 5%

Project 1 prototype- 5%

Project 1 design- 5%

Project 1 presentation- 15%

Project 2 wireframe- 5%

Project 2 prototype- 5%

Project 2 design- 8%

Project 3 wireframe 1- 6%

Project 3 design- 6%

Project 3 choose your own- 5%

Project 3 final presentation- 25%

# Grading

An assignment only counts if it's on the blog

# Attendance

Missing 3 weeks will give you a failing grade

# Blog Sign Up

[drewcogbill.com/mobilemedia/wp-login.php](http://drewcogbill.com/mobilemedia/wp-login.php)

Click "Register"

Use your first name or your first/last name

Blog demo

# **Mobile Media 101**

# Mobile Media 101

Mobile

UX

Shortcuts

Process

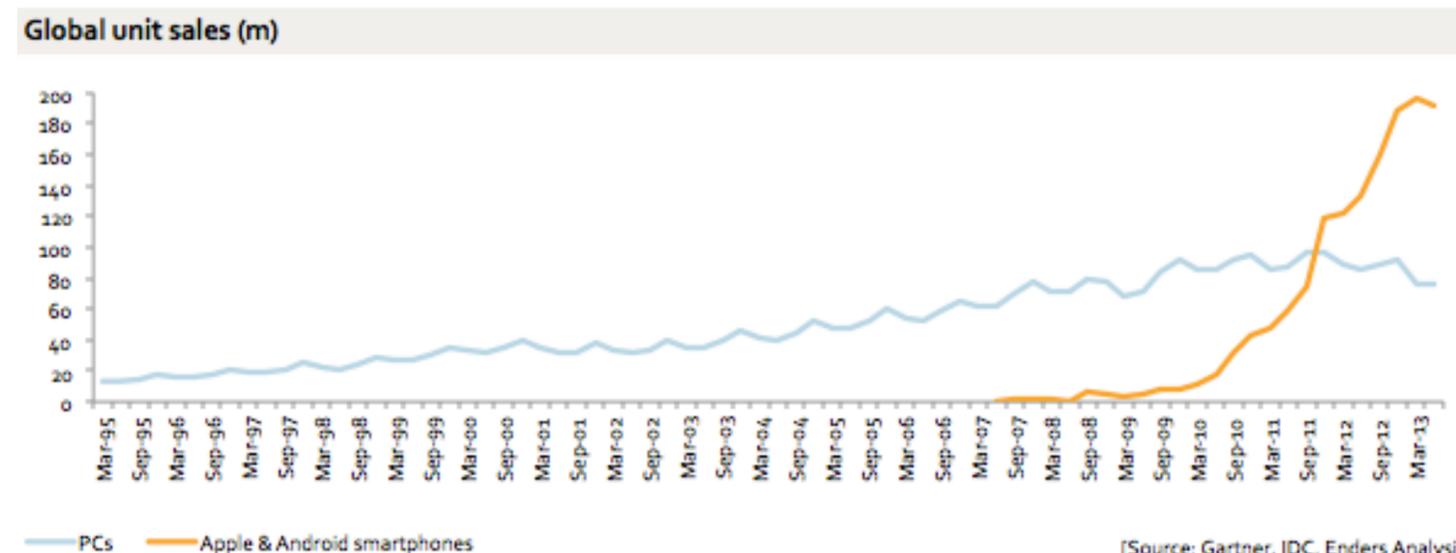
**Mobile**

# We Live in THE FUTURE

Phones and tablets will be (are?) the primary computing device of the average person

Q2 2015 9.5% decrease in PC sales over Q2 2014 at 68.4m units—Apple shipped 61m iPhones same quarter

Google is prioritizing mobile-friendly sites



# More FUTURE

64% of American adults own a smartphones- 2015

over 50% of American adults own a tablet- 2014

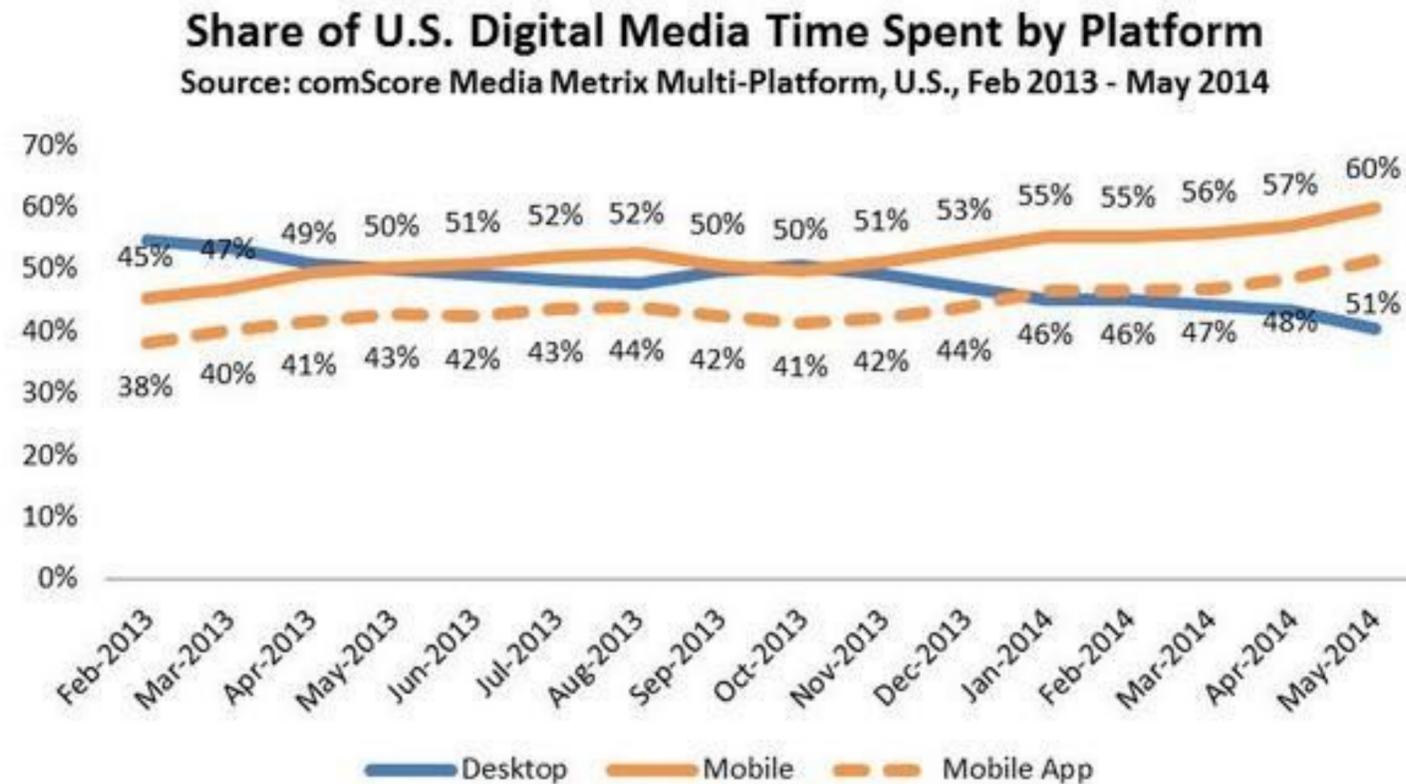
50% of teen smartphone owners aged 12-17 and 50% of young adults aged 18-29 say they use the internet mostly on their mobile phone.-2013

91% of teens go online from mobile devices at least occasionally-2015

# More FUTURE

60% of web traffic is mobile -May 2015

51% of web traffic is from apps- May 2015



# Real Future?

Controlling the things around you with your phone

Wearables

TV

Voice

# Small is not less

No "on the bus" or "waiting on line"

Buzzfeed: 75% of traffic is mobile -2015

77% of mobile searches take place at home or work,  
only 17% on-the-go, according to Google.-2013

# Native vs Web

Who has a web app on their phone?

Native apps will always be faster

Native apps will always be faster-to adopt techs

Users spend 80-90% of time in apps.

# Touch is natural

Fingers are different than mice

People love to scroll

Edge swipe for back, pull to refresh, swipe to close  
Facebook images

ForceTouch / 3D Touch

Voice is different than fingers



# We get it

iOS 7/8 and Google Material Design argues that we get it

iOS 7 upgrade rate 2x that of iOS 6 upgrade

But we're still figuring out what we get

# **User Experience Design**

# What is UX Design

Neilsen: "'User experience' encompasses all aspects of the end-user's interaction with the company, its services, and its products."

UX Design is creating, controlling, and enabling those interactions

# Where do we start?

Understanding platform conventions

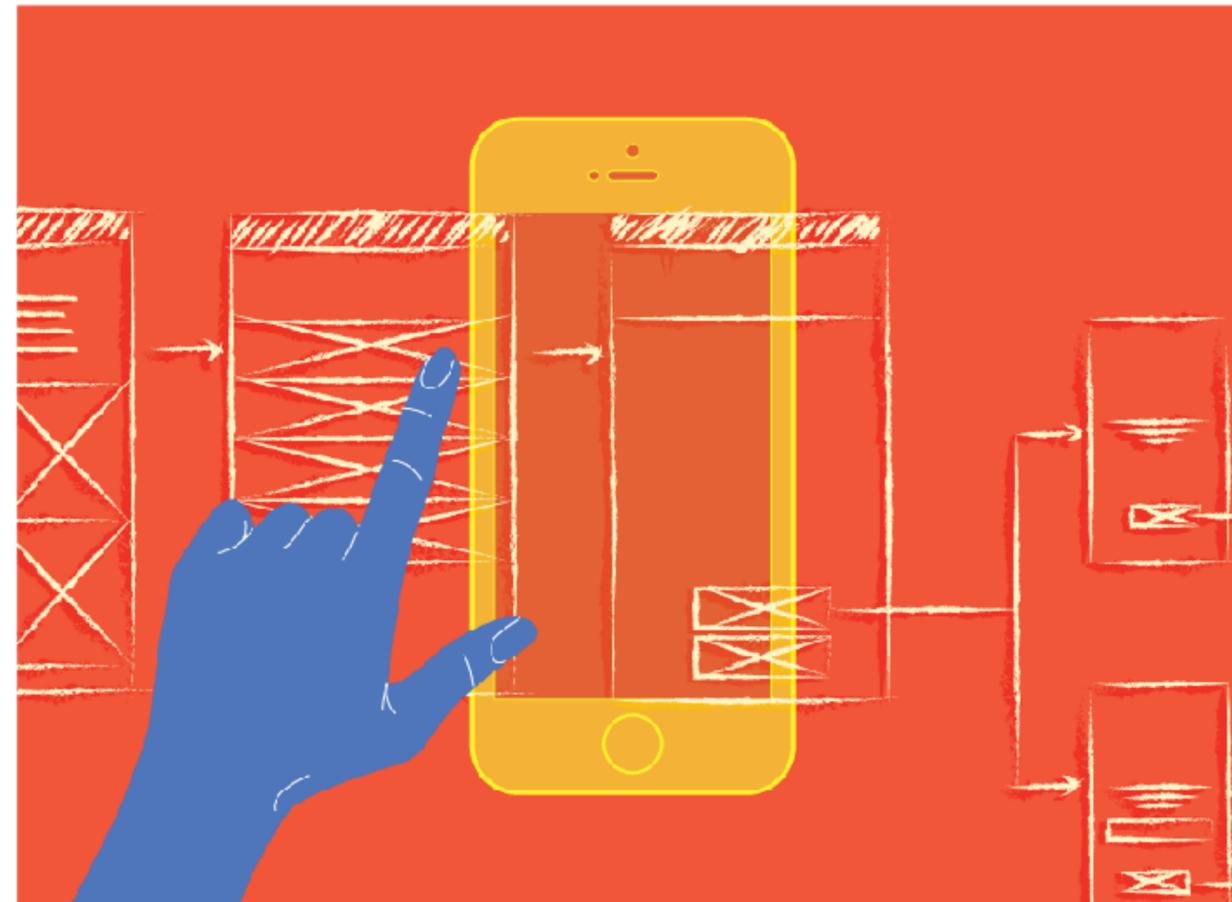
Understanding user expectation

# Shortcuts

# Tap, don't click.

Language is important

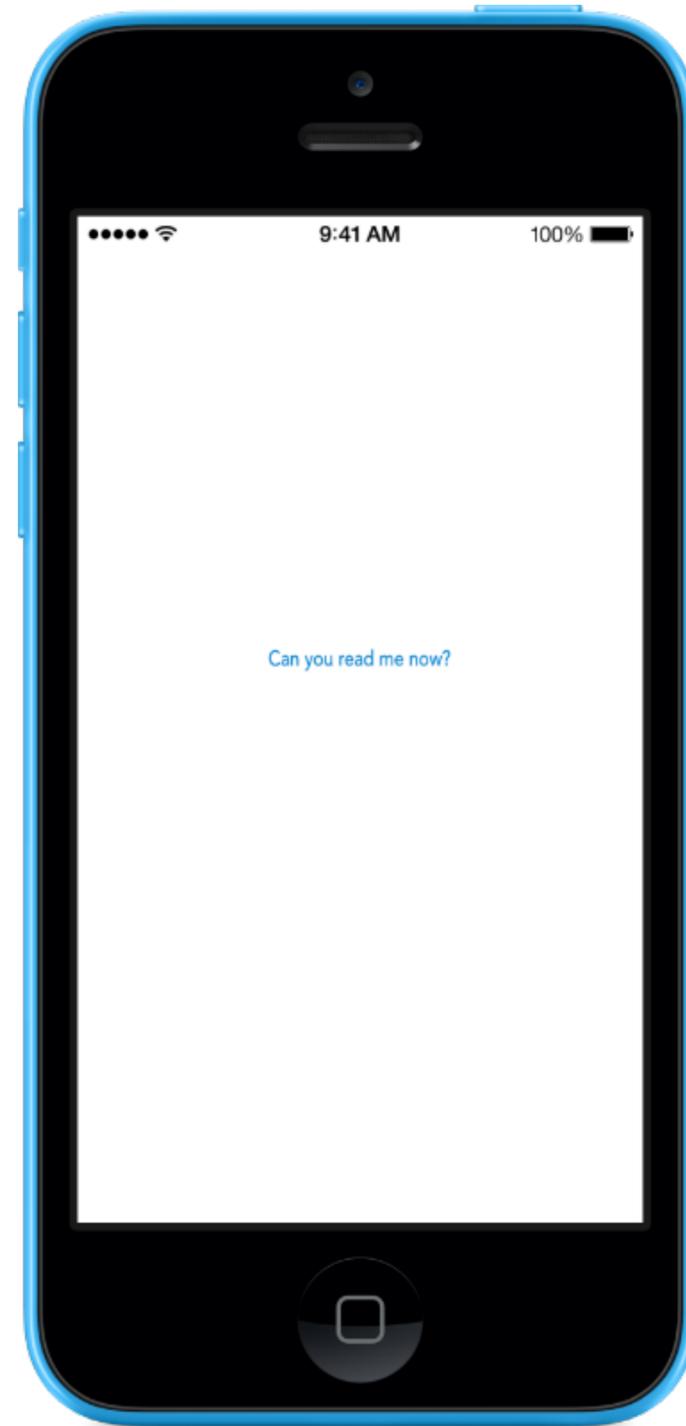
View not page/screen



# It's a small screen, after all.

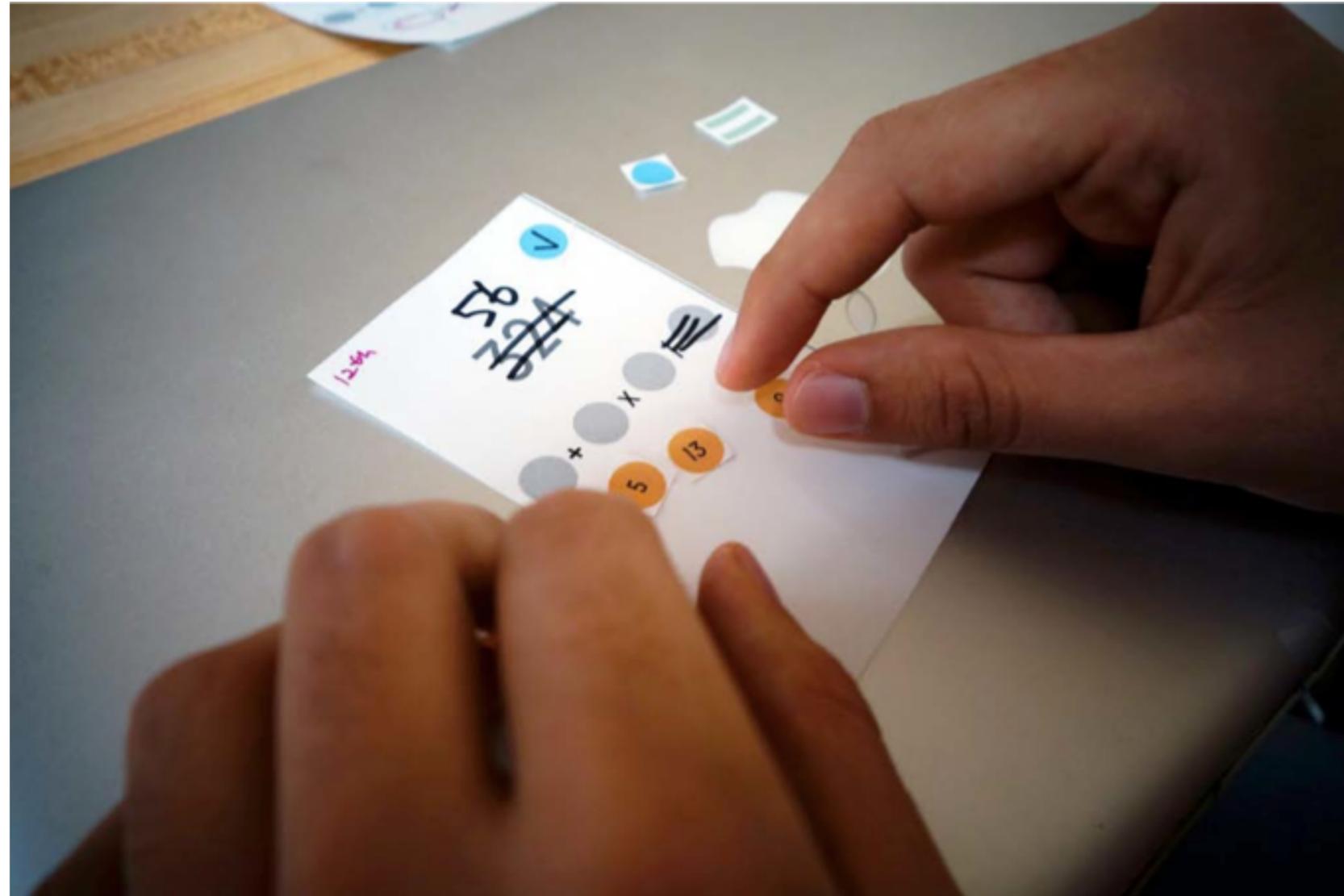
Business/Index card sized

44 x 44

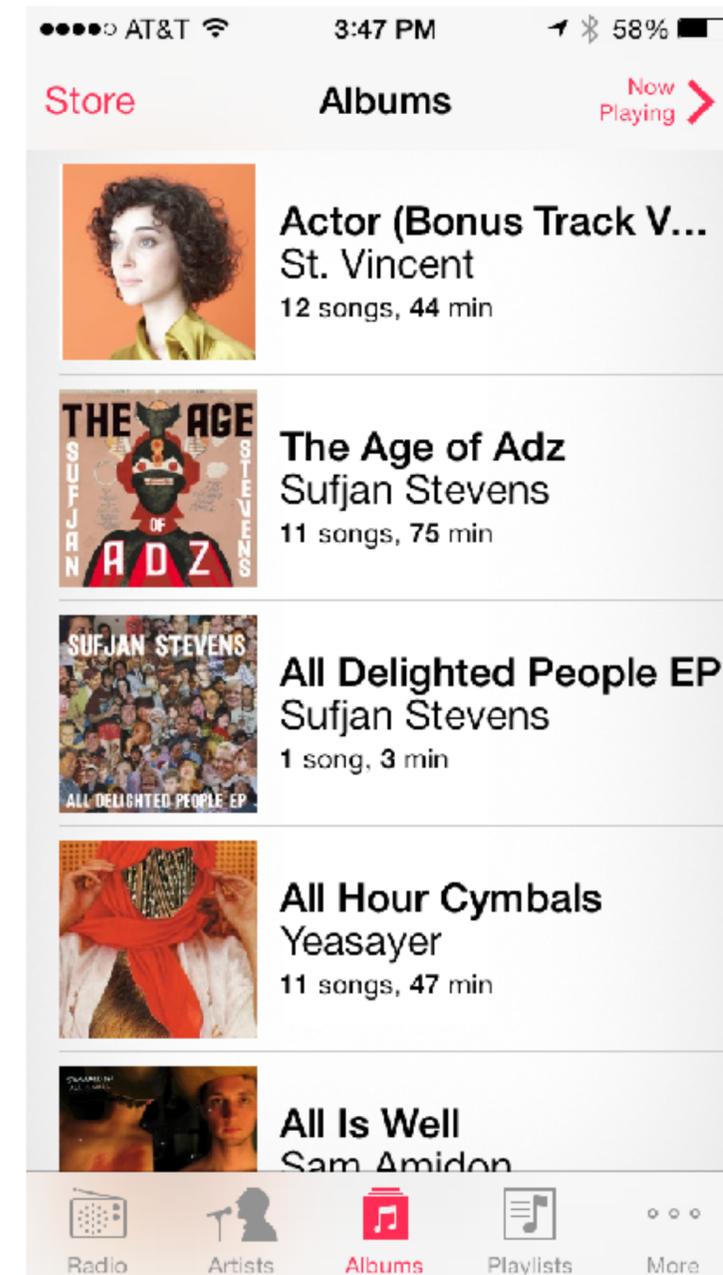
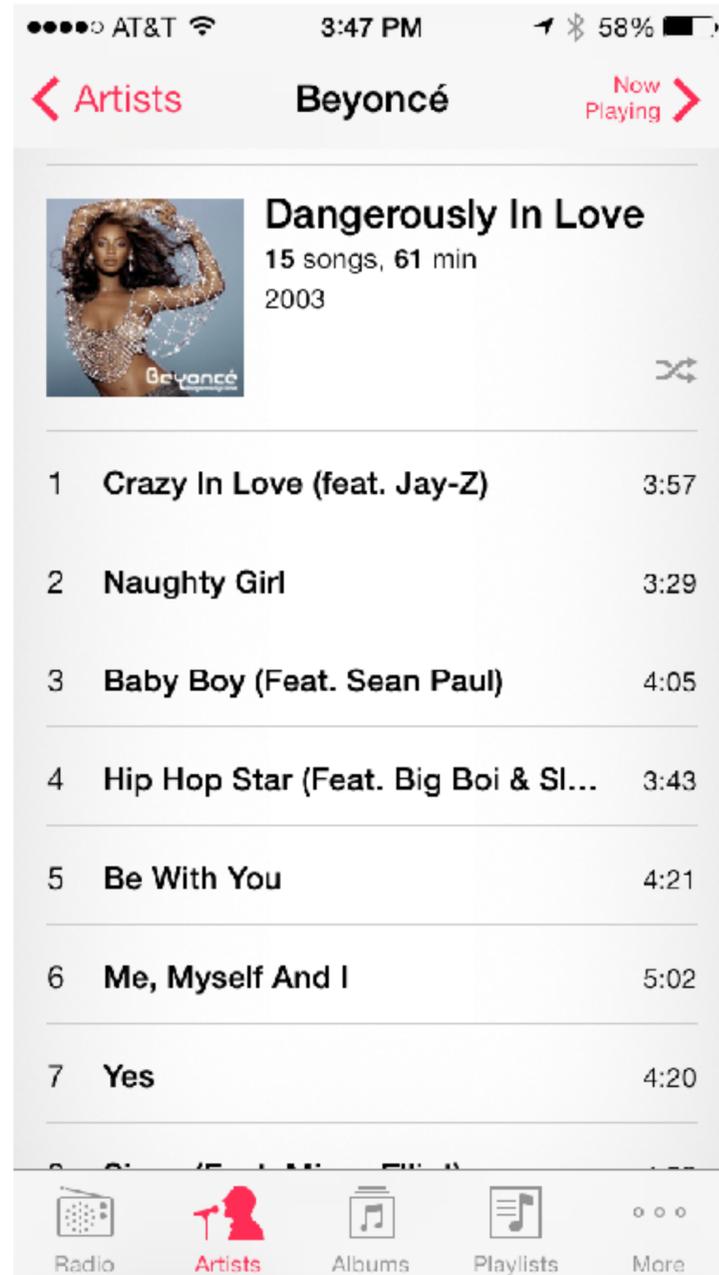




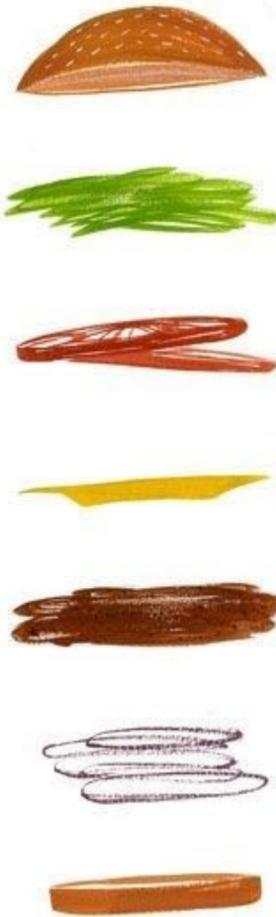
# Prototype early and often



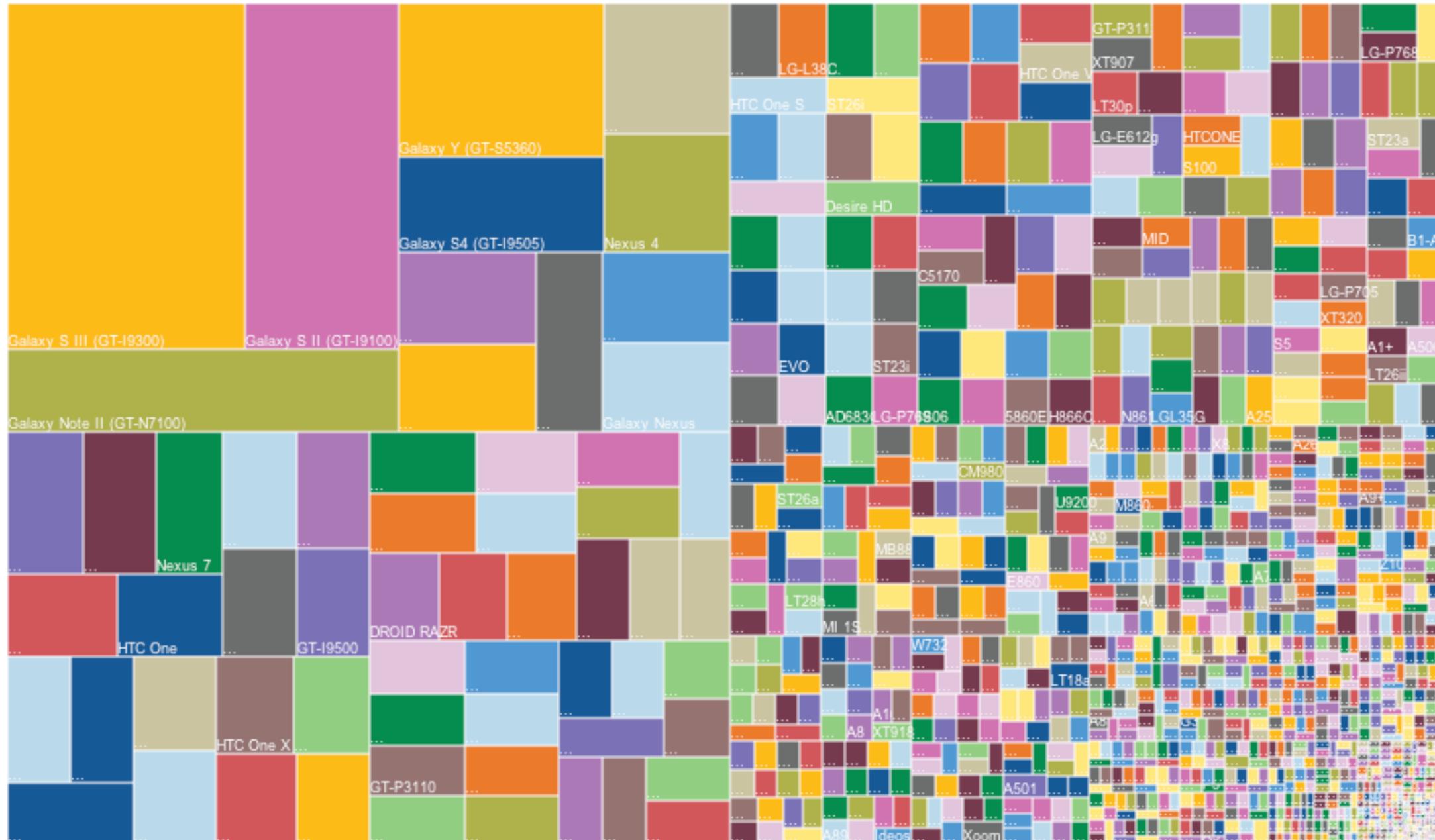
# Tab Bars



# Know what's important.



# Know your platform(s).



# Limit friction.



# We know who you are

No logos in app

**Process**

# Your user

Who is your user?

What are you doing for them?



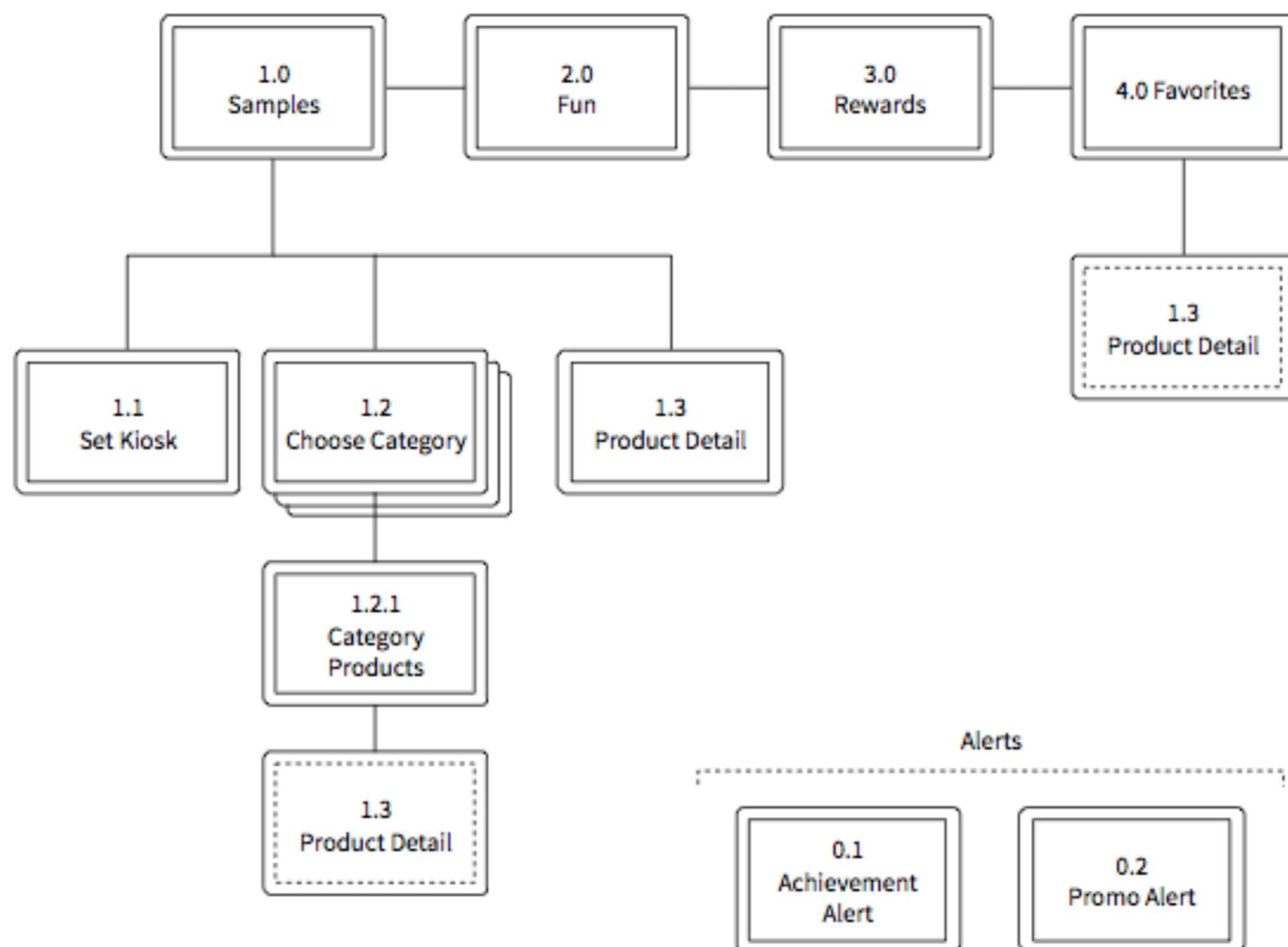
# Wireframes: App map

Shows every view and their connections

Make one for your app for the next class

## App Map

The App Map represents each screen that exists in the app and the connections between those screens. The numbers are referenced in the individual screen breakdowns.



1.0  
SAMPLES

1.1  
SET  
KIOSK

1.2  
CHOOSE  
CATEGORY

1.3  
PRODUCT  
DETAIL

1.2.1  
CATEGORY  
PRODUCTS

1.3  
PRODUCT  
DETAIL

# Wireframes: App map

Let's do one together: iOS contacts app

# Wireframes: Accounting

Free yourself from layout

Account for: text, buttons, images

**List Panel 1.0 - Thu Feb 06  
2014**

## Notes

*Holding the iPad in the portrait orientation is more natural and document-like for this app. We'll employ the sliding panel for navigating between patients and to administration.*

List of accessible patients:  
First Name | Last Name | Last updated

Name for searching

Search

Sort First Name

Sort Last Name

Sort Last  
Updated

Add Patient

Organization Admin

Sign Out

# Wireframes

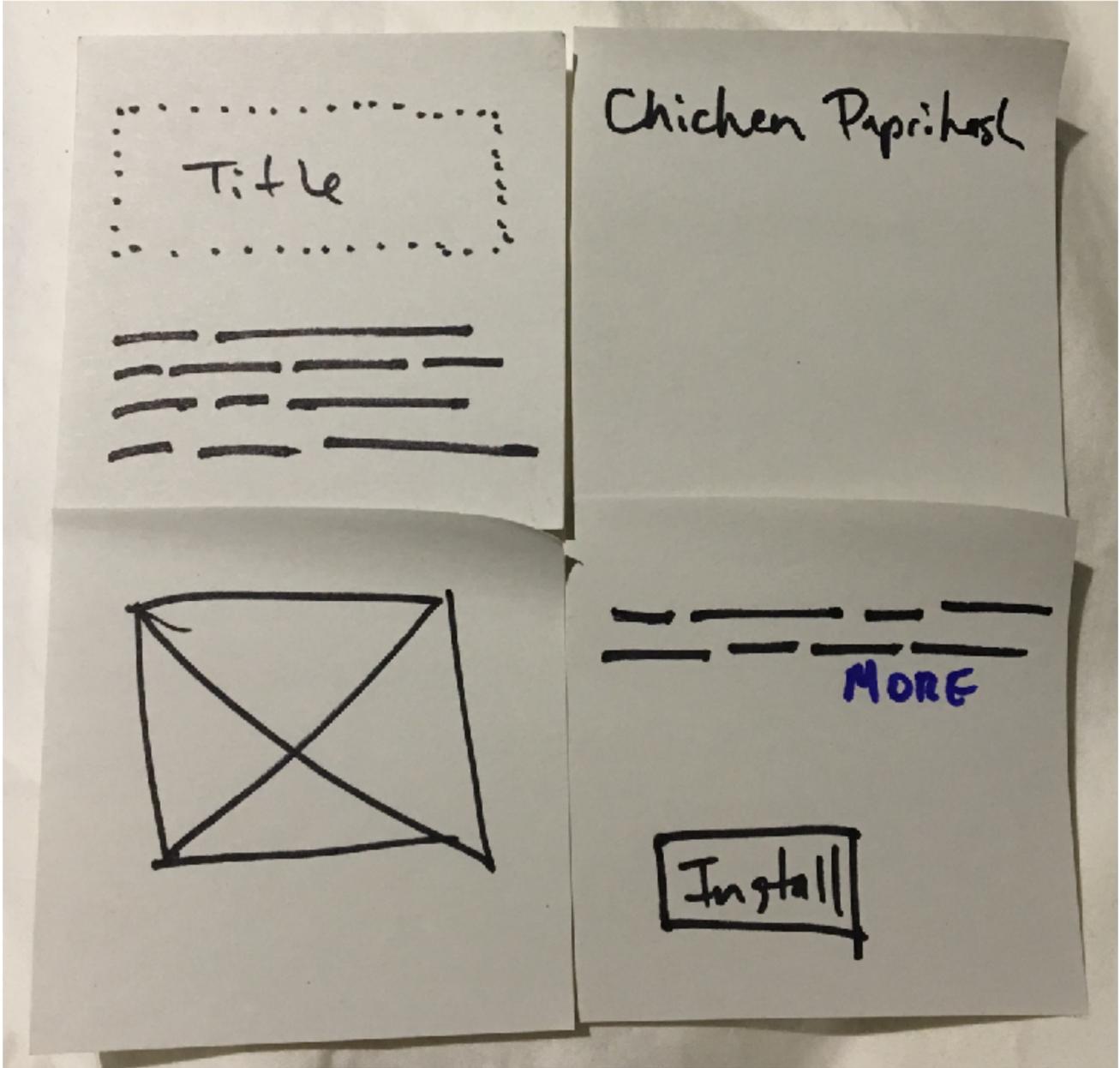
Show all content, interactions, and basic layout

# Index Card Wireframes

Keep it to the basics

Don't worry too much about layout

# Index Card Wireframes



# Let's Sketch

Think up a food app idea: who is your audience and what are you doing for them?

Create a post-it note app map

Create index card wireframes

# Paper Prototyping

# Paper Prototyping Tips

Give your user a task: e.g. plan a dinner to make on Tuesday night

Don't lead your user: learn from their confusion

Ask them questions constantly to try and probe what they're thinking, and suggest that they narrate what they're thinking

Testers: test not critique

# Digital Wireframes

# Wireframes

Number wireframes to match app map

Include real content not lorem ipsum or placeholder

Think about tester as first time user (don't include things filled in)

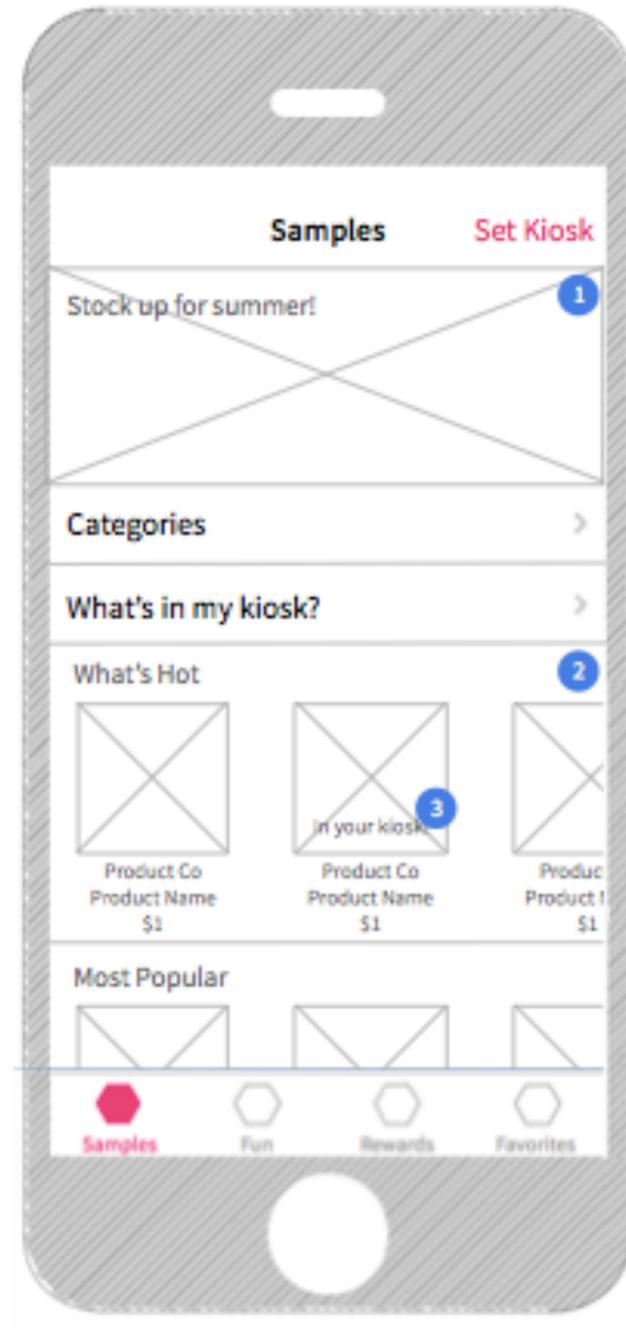
Think about hierarchy, and use different grays to emphasize

Think about size of things on the view, will they actually fit

Use color for links and other platform conventions

Use annotations to help yourself or not

## Samples 1.0



### 1. Banner Module

Banner modules can be used to link to any section in the app (a product, the game, category, potential product, etc.) or to link to a website if we're advertising something not in the app.

### 2. Product Group Module

Each product group module will be 4-5 products. These should be short so that the horizontal scrolling does not become disorienting.

These groups can be: most recent, new in my kiosk, your favorites, most popular, most liked, most favorited, manually set by editorial, proposed products, etc.

Ideally we can set up the backend to allow the arrangement of these modules and the Banner Modules to be changed.

### 3. In your kiosk

If a kiosk has been set, then products in your kiosk will be indicated.

SAMPLEit - Tue Jul 22 2014

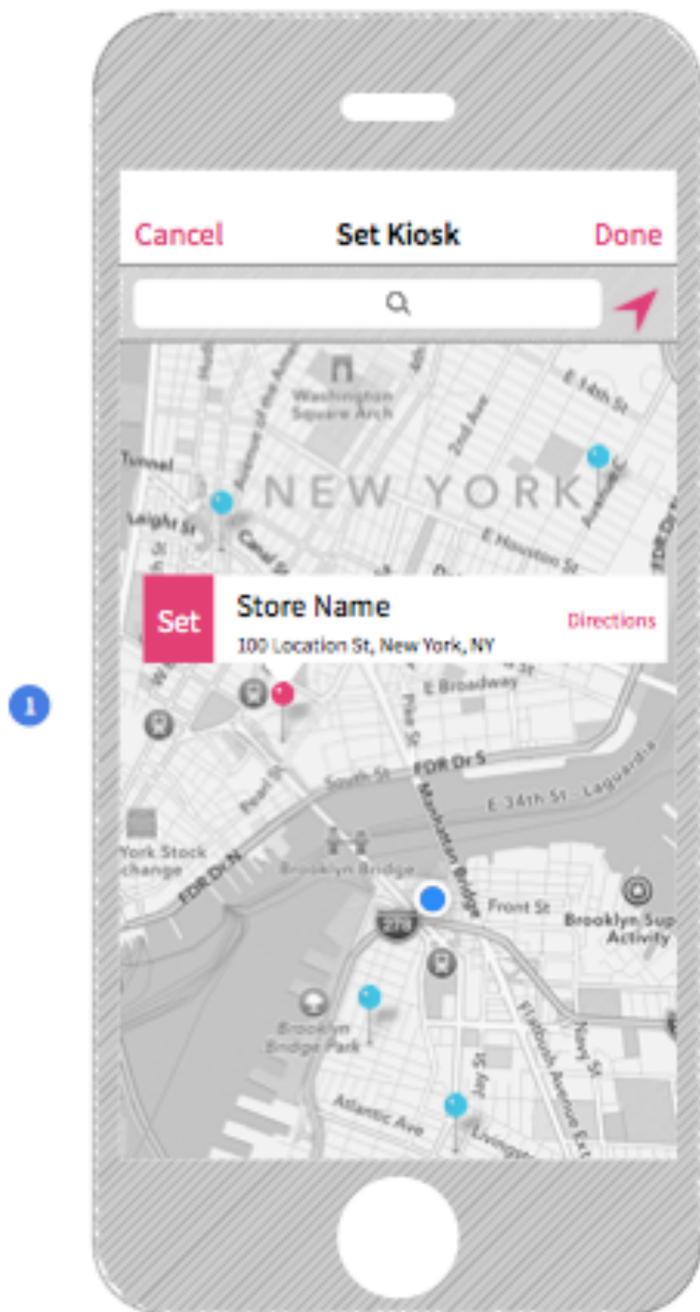
## Set Kiosk 1.1

### 1. Currently selected kiosk

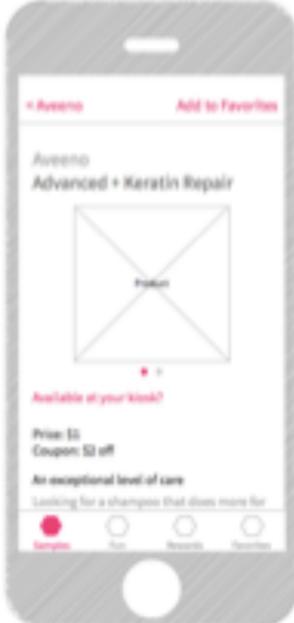
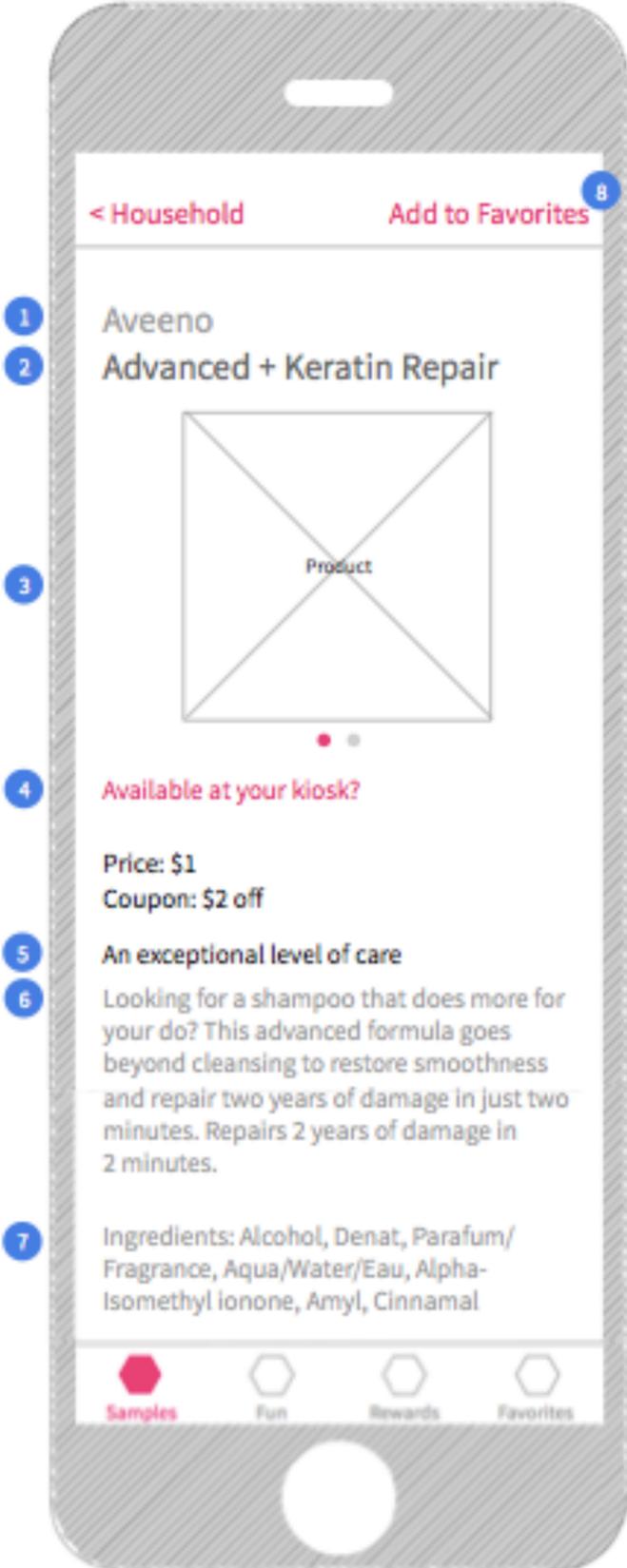
User will be able to set or change the default kiosk.

A. Adds a kiosk product group

B. All products will indicate if available at kiosk.



# Product Detail 1.3



**1. Brand**

**2. Product Name**

**3. Photos and Video**  
Do we need 'actual sample' label?

**4. Available at your kiosk?**  
If you have a kiosk chosen, this will instead say if the product is available at that chosen kiosk. If you have a chosen kiosk and the product isn't available at your kiosk, you will be able to request it.

**5. Tagline**

**6. Description**

**7. Ingredients, if available**

**8. Add to Favorites**  
Changes to Remove from Favorites if product is already favorited.

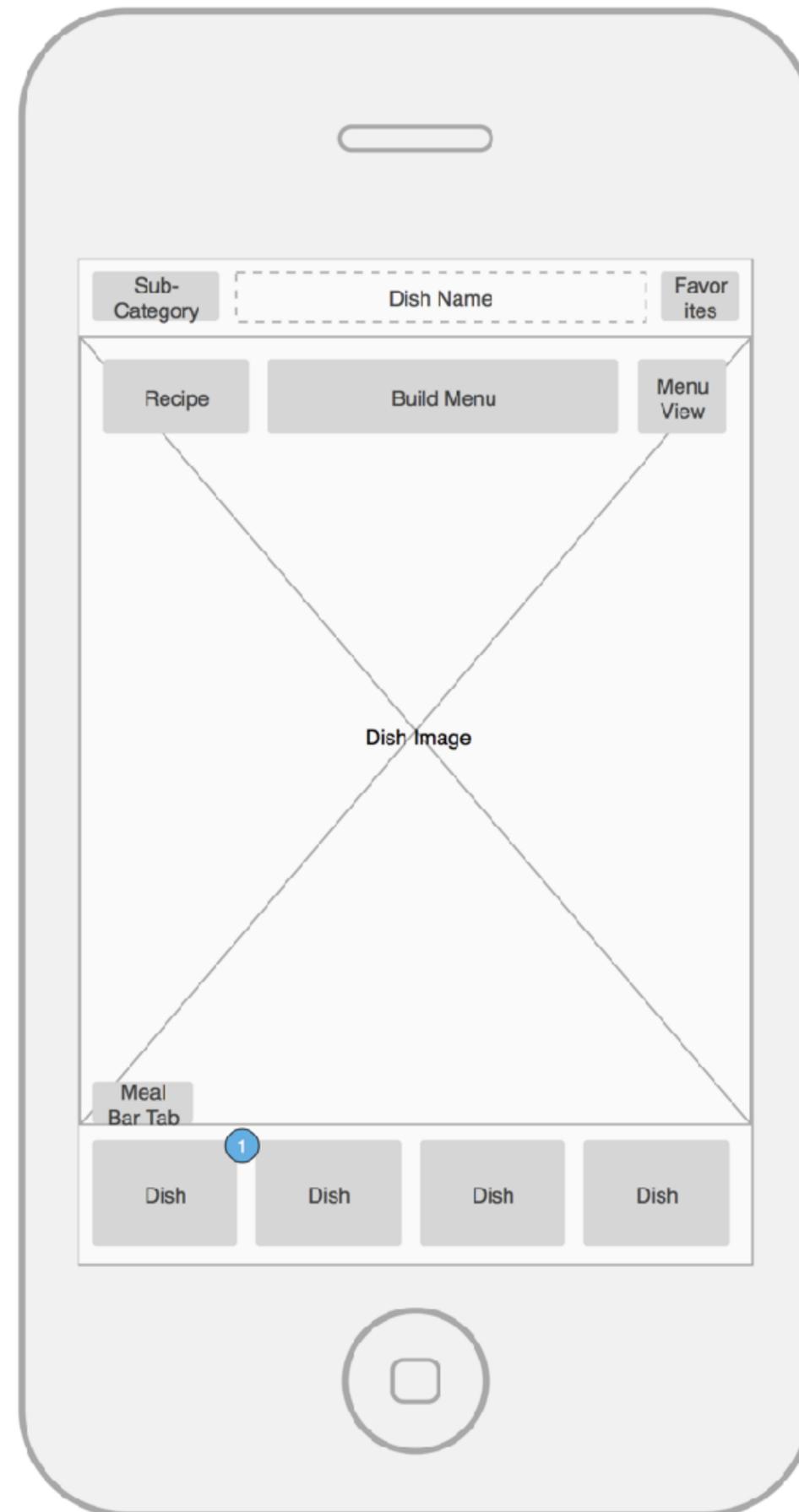
## 1.0 iPhone - Dish Selector Meal Bar Expanded - Wireframes - 4 March 2011

### Notes

*The dish selector is a sort of 'window viewer', where the screen is focused in on one dish in a huge grid containing all of the dishes separated by row into entrée categories, starchy side, vegetable side, and dessert. The suggested meal will be built from the user's choice at this point.*

#### 1. Dish Image

All four dishes of the meal are shown. If you have just started the app or deleted any items, there will be the ability to tap the empty slot to add a dish. Whichever dish is actively being edited should be indicated as well.



# Omnigraffle

Let's draw some boxes connect them with a line

Magnets, stencils, iOS templates, orthogonal lines, bringing in images, export to pdf, tab bars (6/7)

**For Next Week**

# For Feb 2

Look on the blog under “For Next Week”

Don't worry about tagging anything

# Sources

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How To Make Sense of Any Mess- Abby Covert