

Mobile Media 101

Parsons

Week 1

Today

7:00-7:15 Class Setup

7:15-8:45 Mobile UX 101 Lecture

8:15-9:15 Sketching, grab Drew to look at your App Map

9:15-9:25 Break

9:25-9:50 Digital Wireframe 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

cogbilla@newschool.edu

Office Hours by request

Intros: Y'all

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. Your Project 3 app must contain an app interface for AI/Machine Learning.

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- 5%

Project 3 design- 5%

Project 3 choose your own- 5%

Project 3 prototype- 5%

Project 3 final presentation- 22%

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

Click "Register"

Use your first name or your first/last name

Blog demo

Mobile Media 101

Mobile Media 101

Mobile

UX

Shortcuts

Process

Mobile

Mobile is the Baseline

Phones and tablets are the primary computing device of the average person

Mobile is the baseline

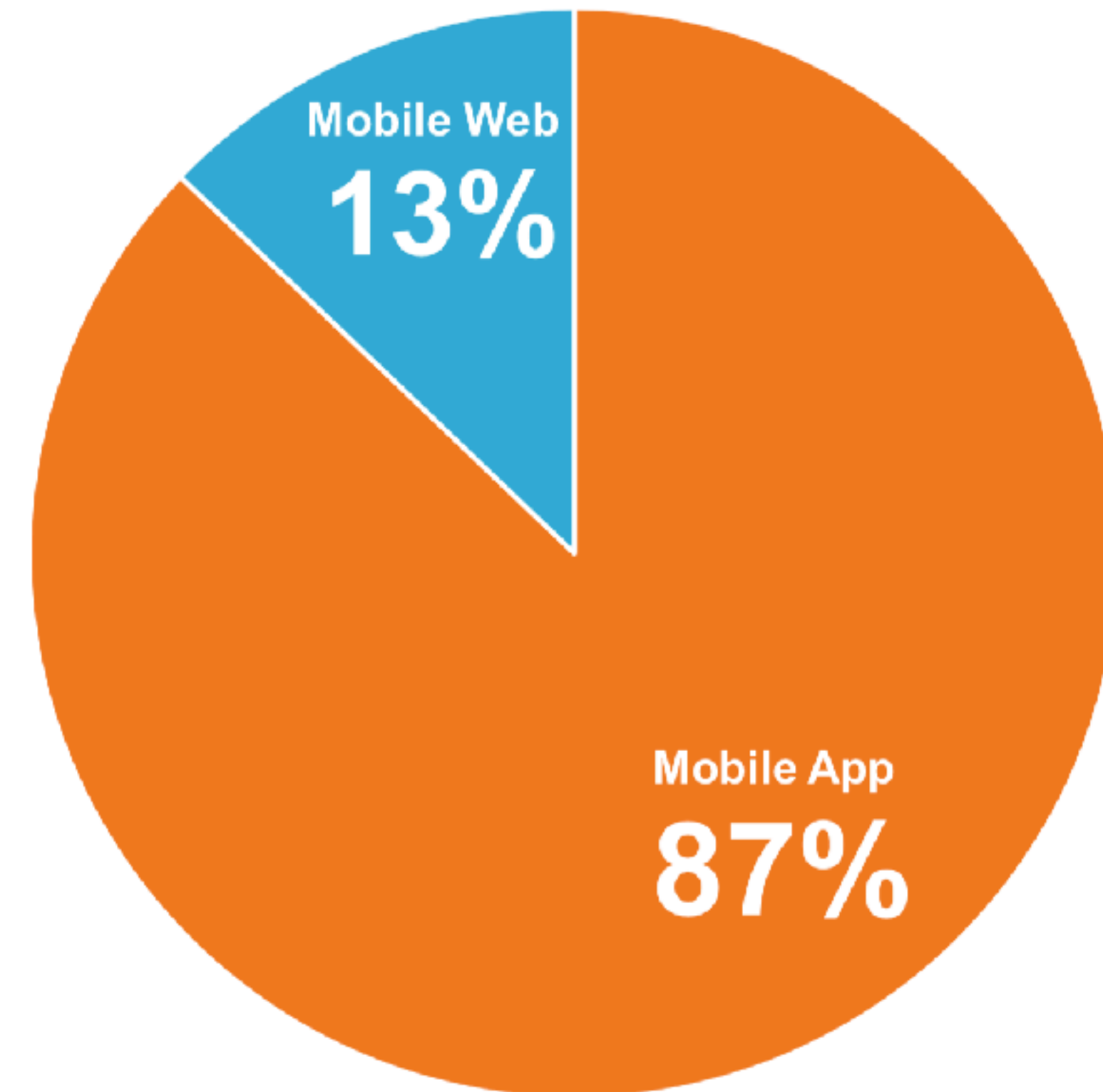
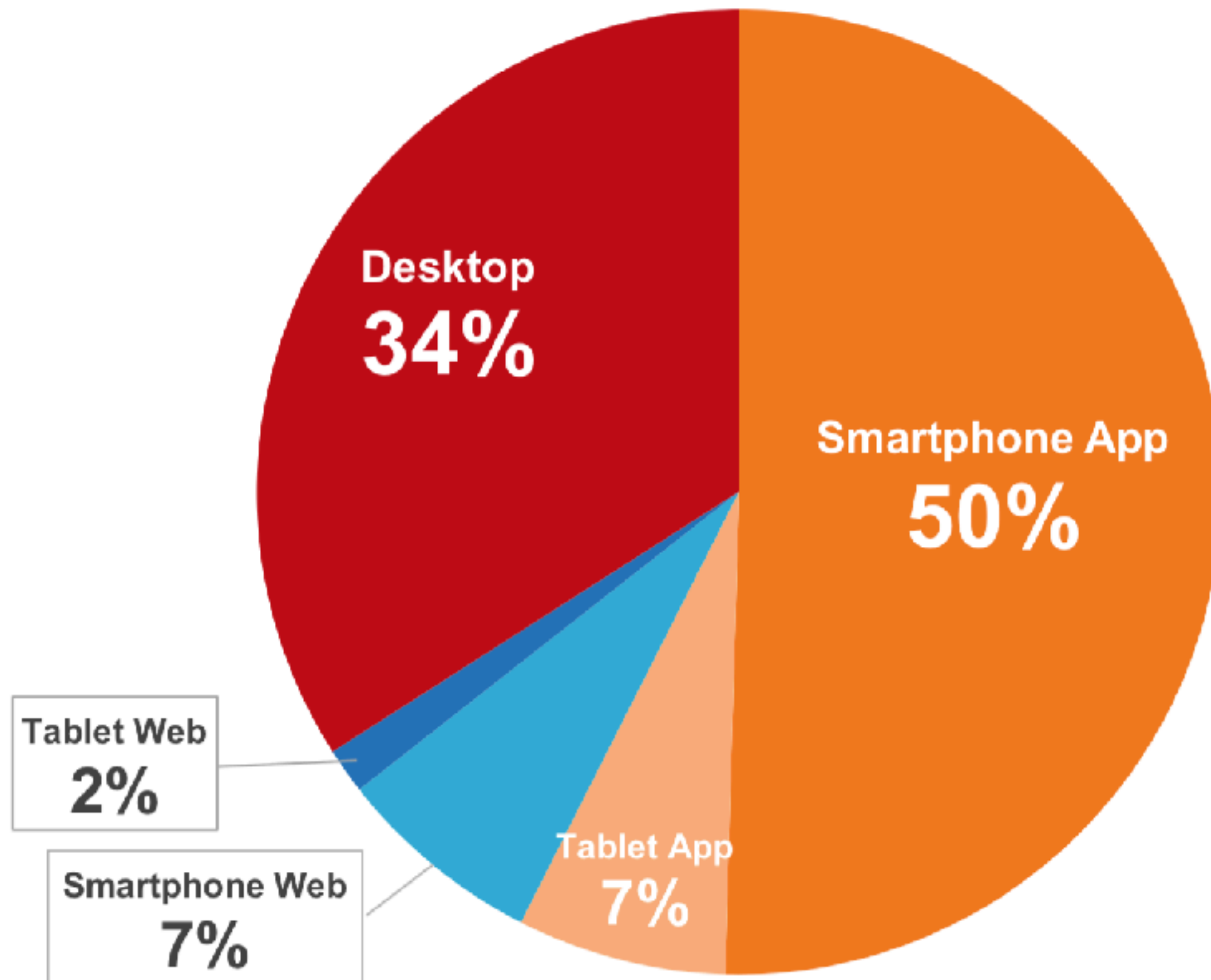
Mobile Stats and Facts

77% of American adults own a smartphones- 2017 [1]

over 50% of American adults own a tablet- 2017 [1]

77% of mobile searches take place at home or work, only 17% on-the-go, according to Google.-2013 [2]

Mobile Stats and Facts

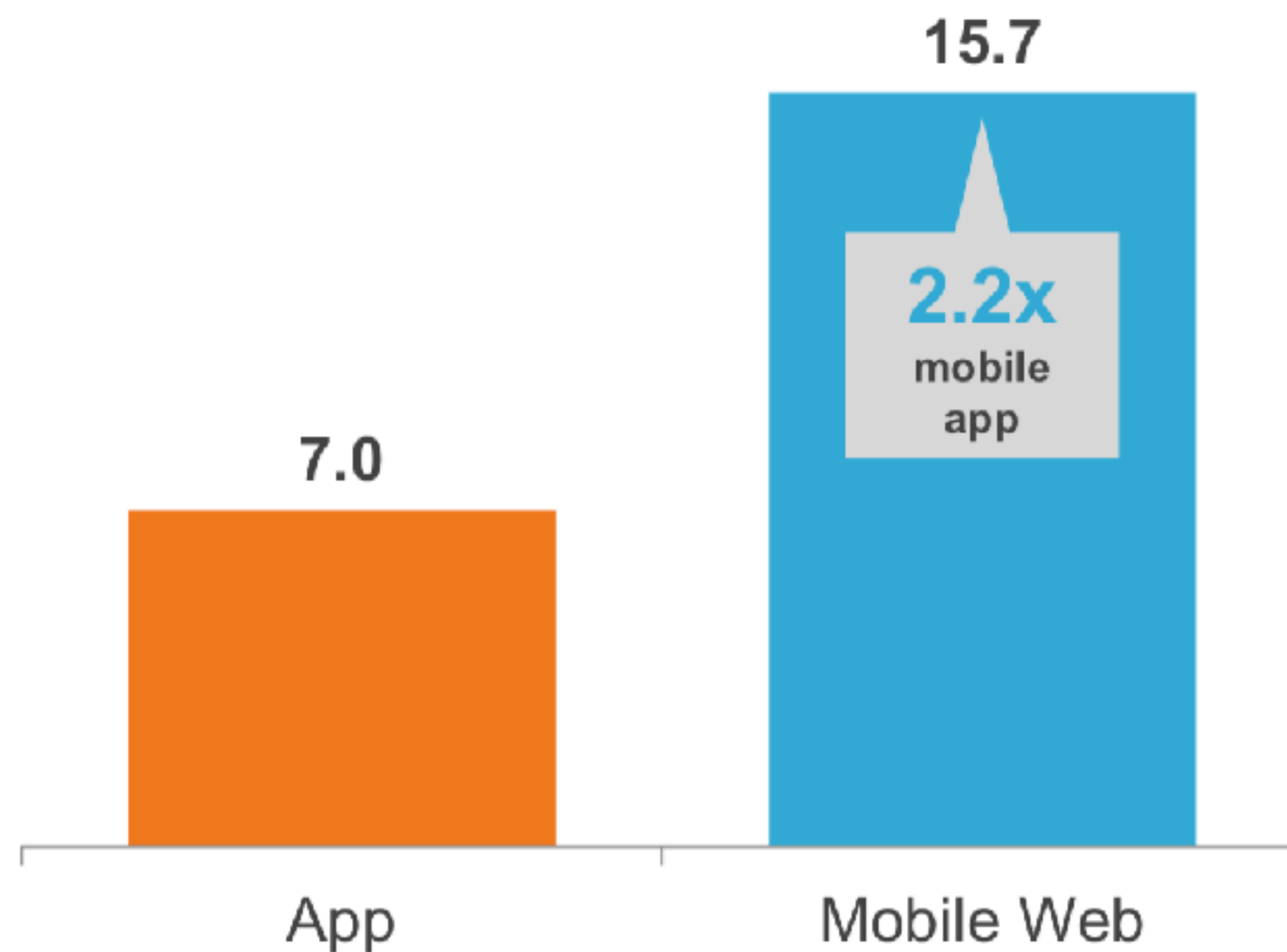


Mobile Stats and Facts

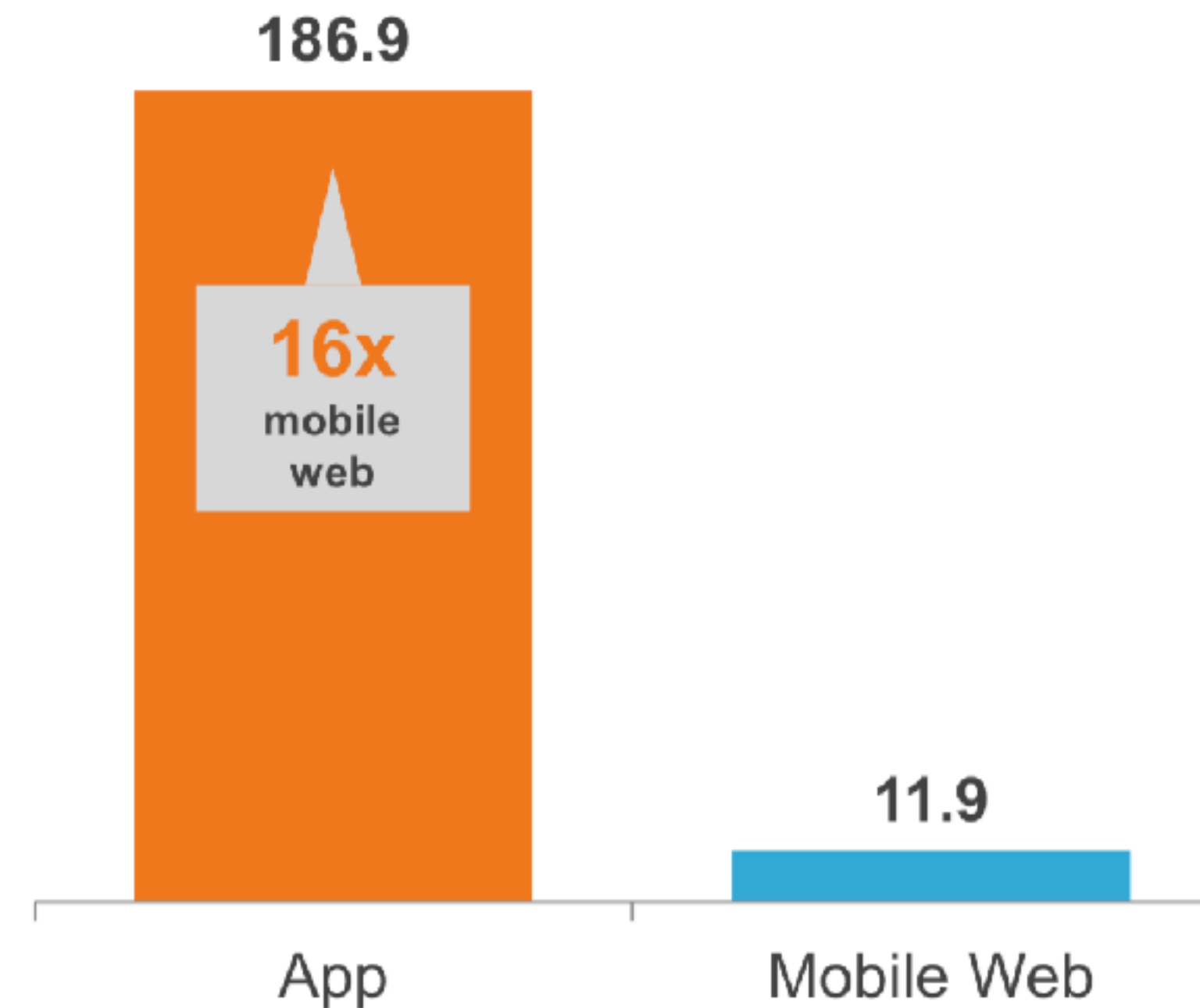
Top 500 Mobile Apps vs. Top 500 Mobile Web Properties

Source: comScore Mobile Metrix, U.S., Age 18+, June 2017

Average Monthly Unique Visitors (MM)



Average Monthly Minutes per Visitor



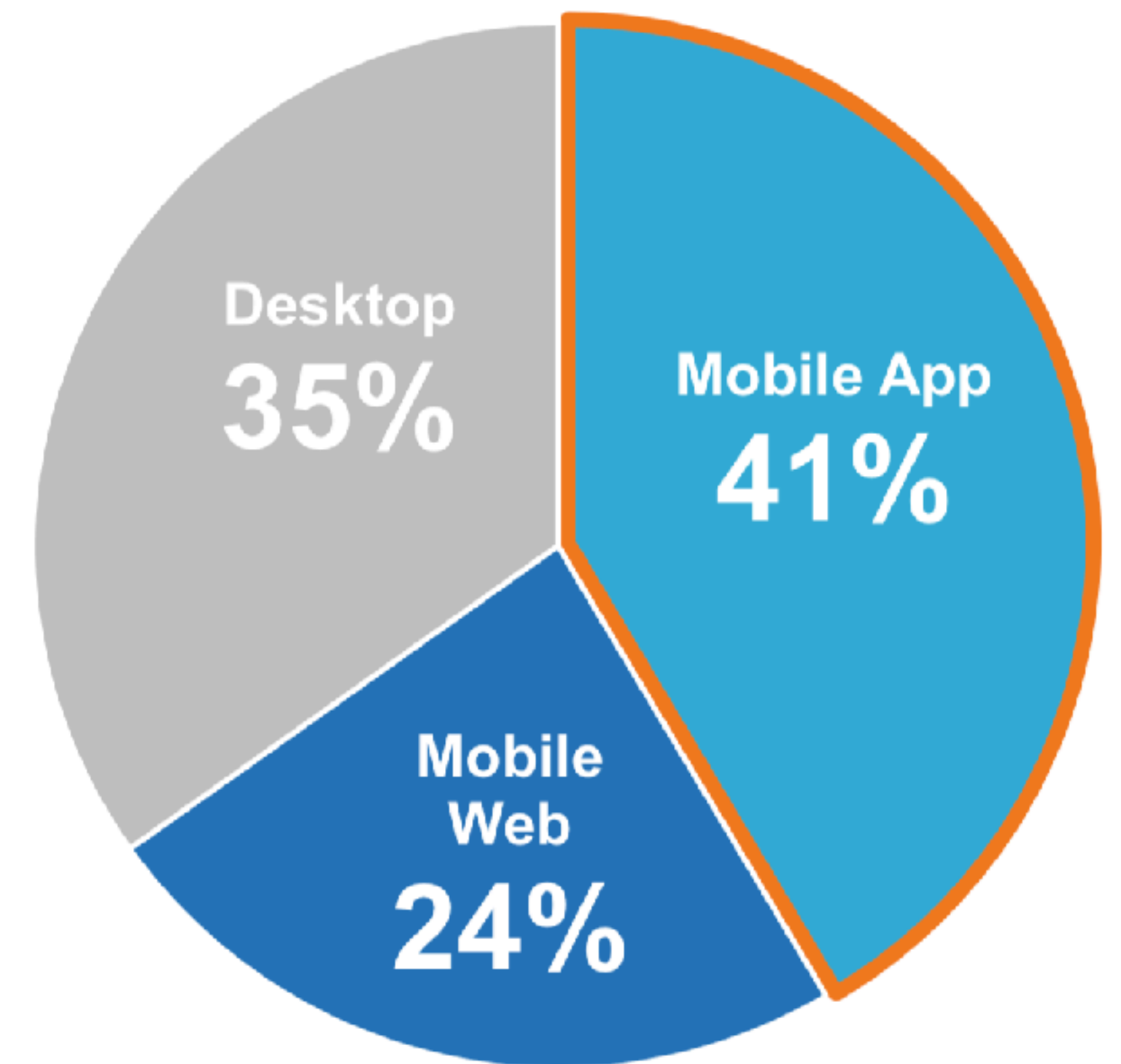
[3] [4]

Small is not less

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

Buzzfeed: 81% of traffic is mobile -2017 [5]

News app usage is 41% mobile



[3]

Beyond Mobile: Everything, Everywhere

Controlling the things around you with your phone (IoT)

Wearables

TV

Voice

Connected Speakers (Echo, Google Home, HomePod)

AR

VR

Machine Learning for Narrow AI

Mobile User Experience

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

Platform Conventions

iOS: Human Interface Guidelines (HIG)

Android: Material Design Guidelines

User Expectation

Snapchat

Pull to refresh

Edge swipe for back

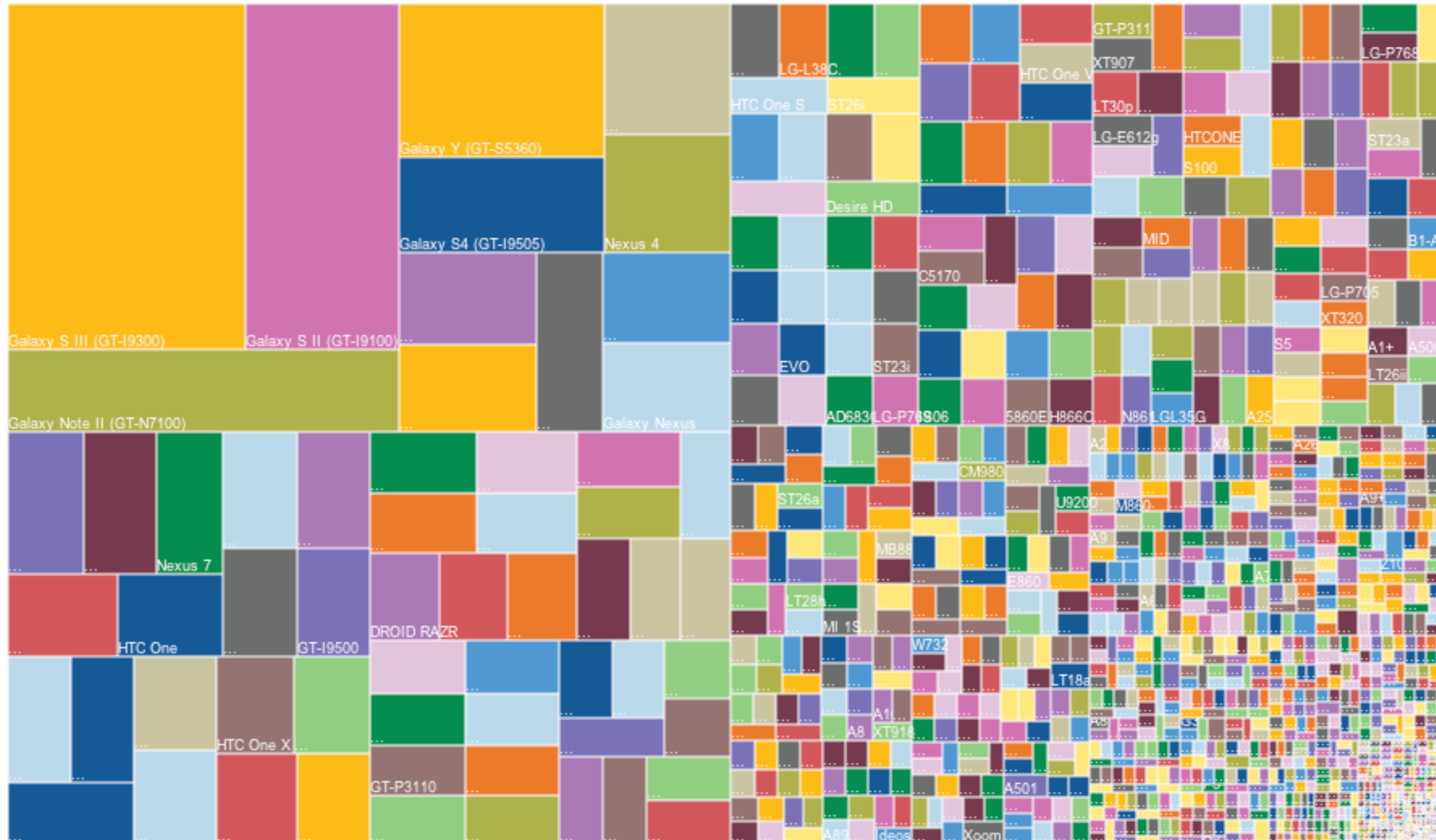
Swipe to close Facebook images

TBD: iPhoneX, ForceTouch / 3D
Touch



Shortcuts

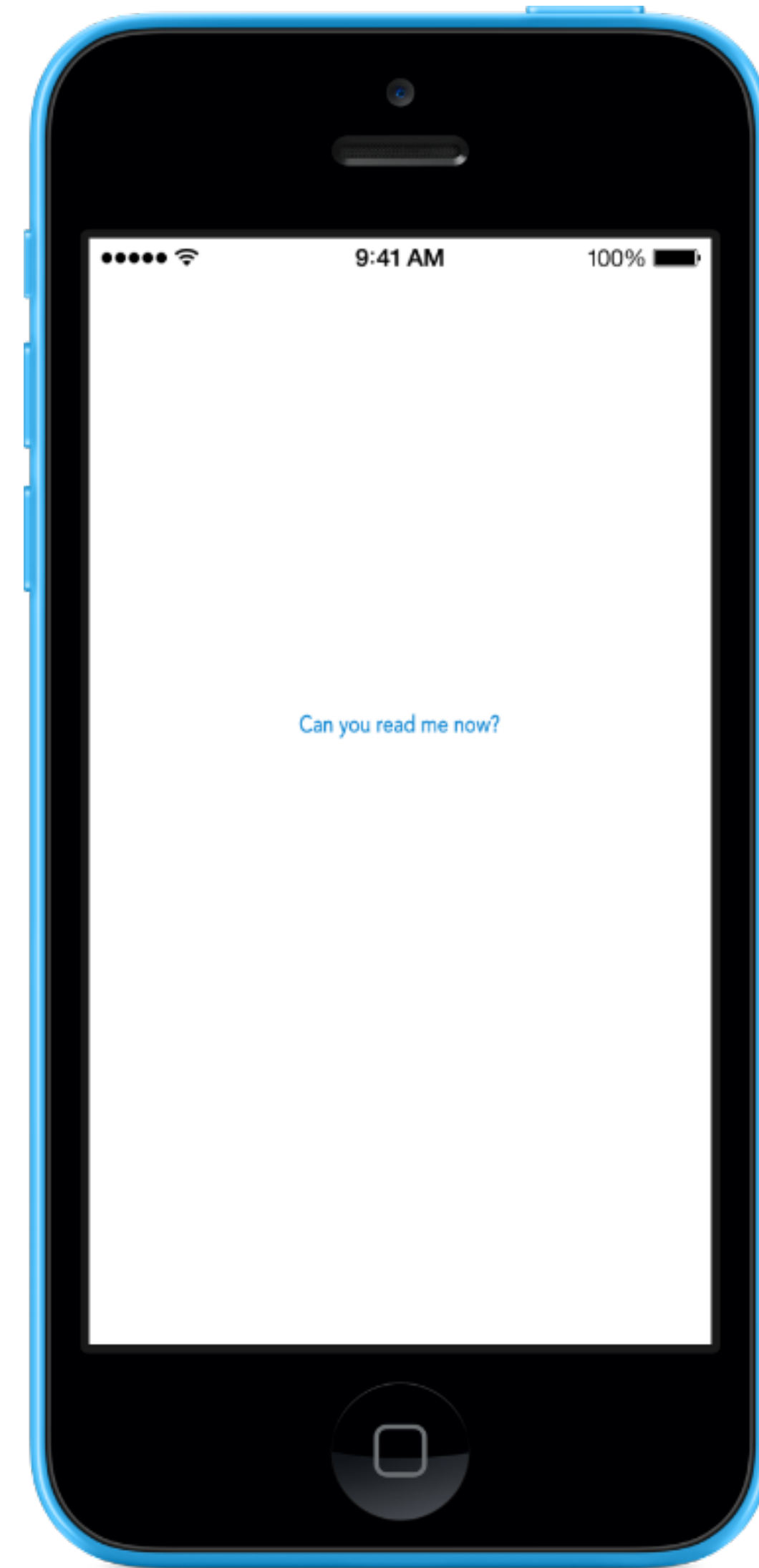
Know your platform(s).



It's a small screen, after all.

Business/index card sized

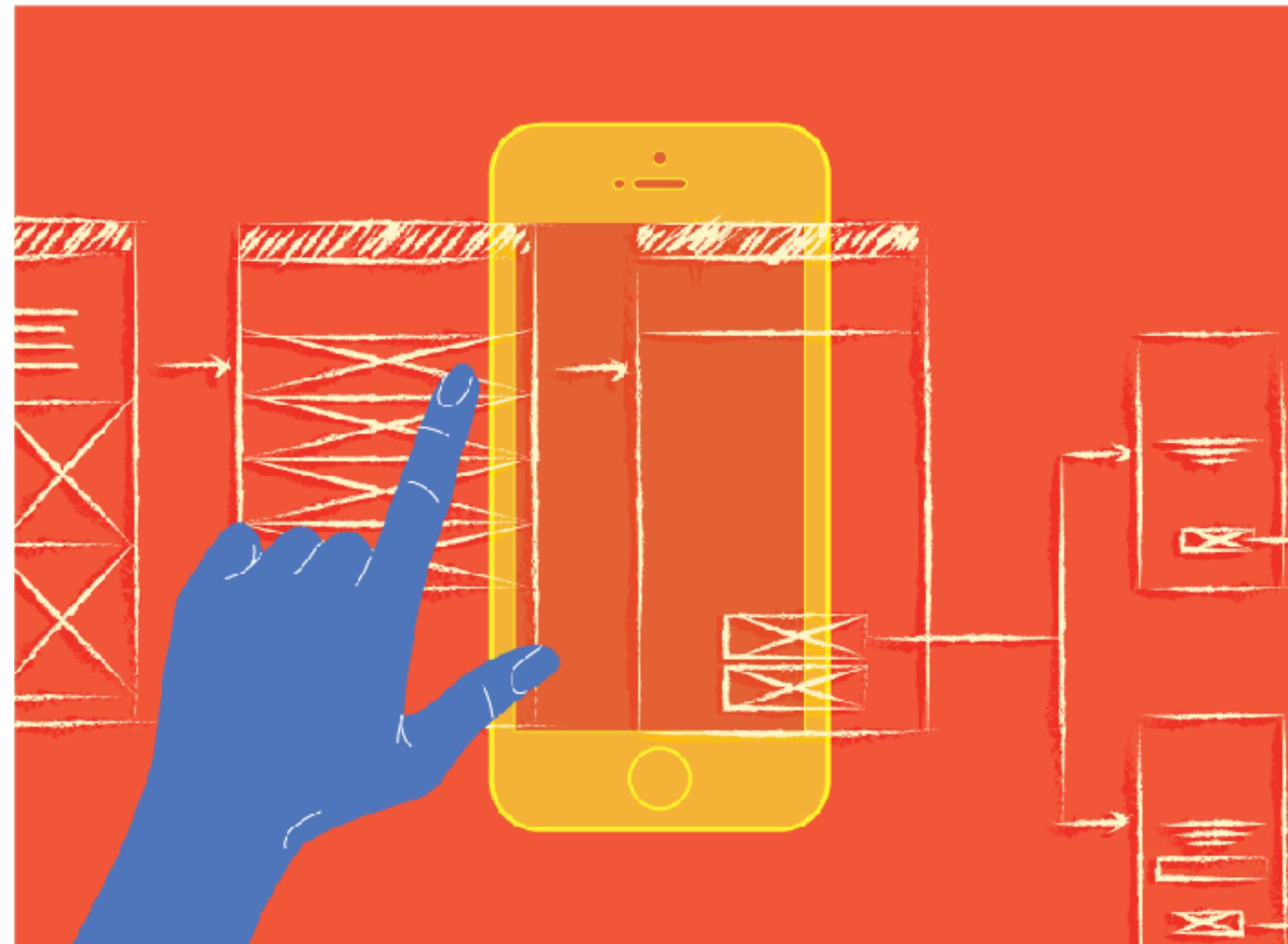
44 x 44



Tap, don't click.

Language is important

View not page/screen (modal)



We know who you are

(this space left intentionally blank)

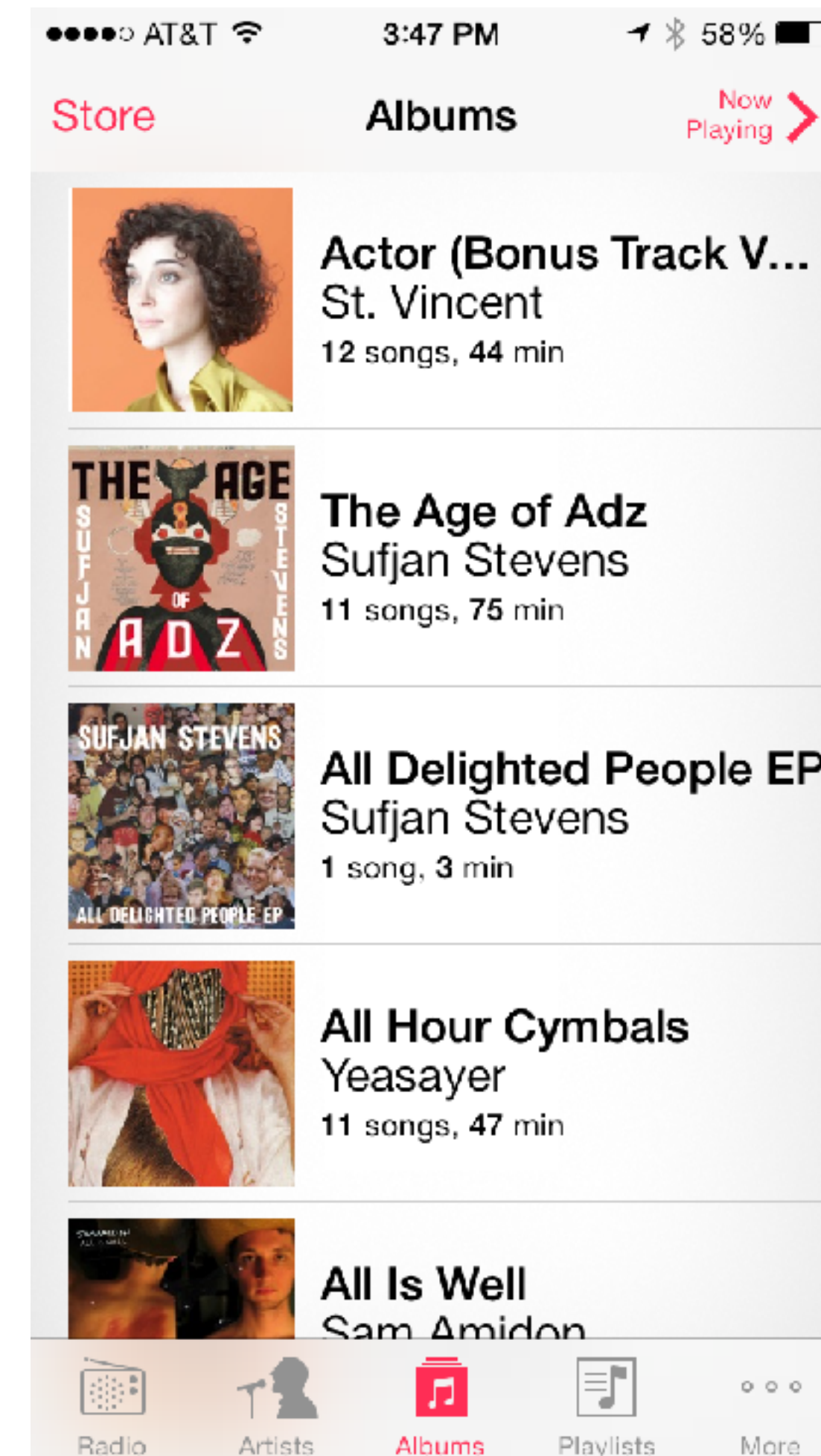
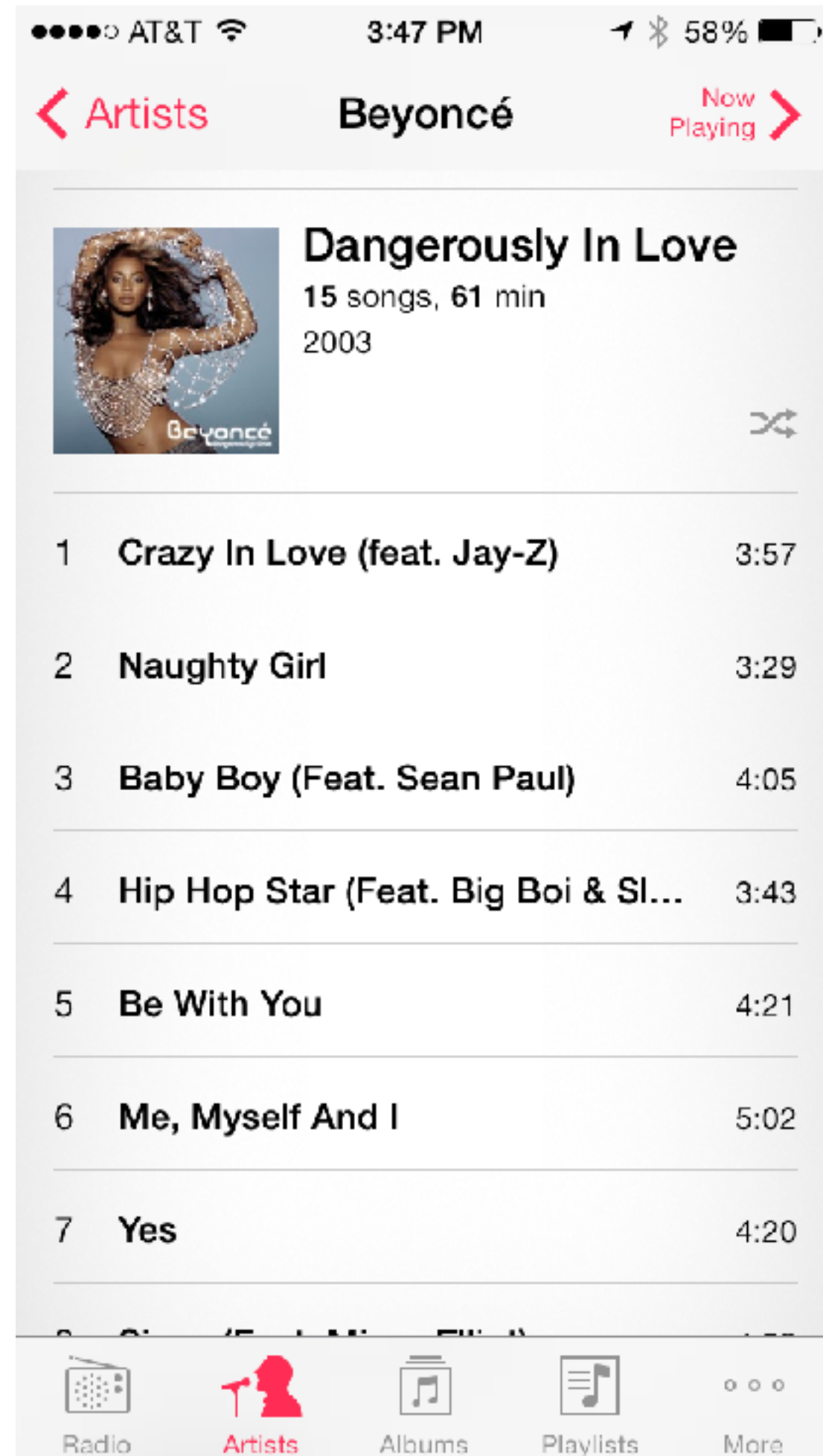
Limit friction.



Show content immediately



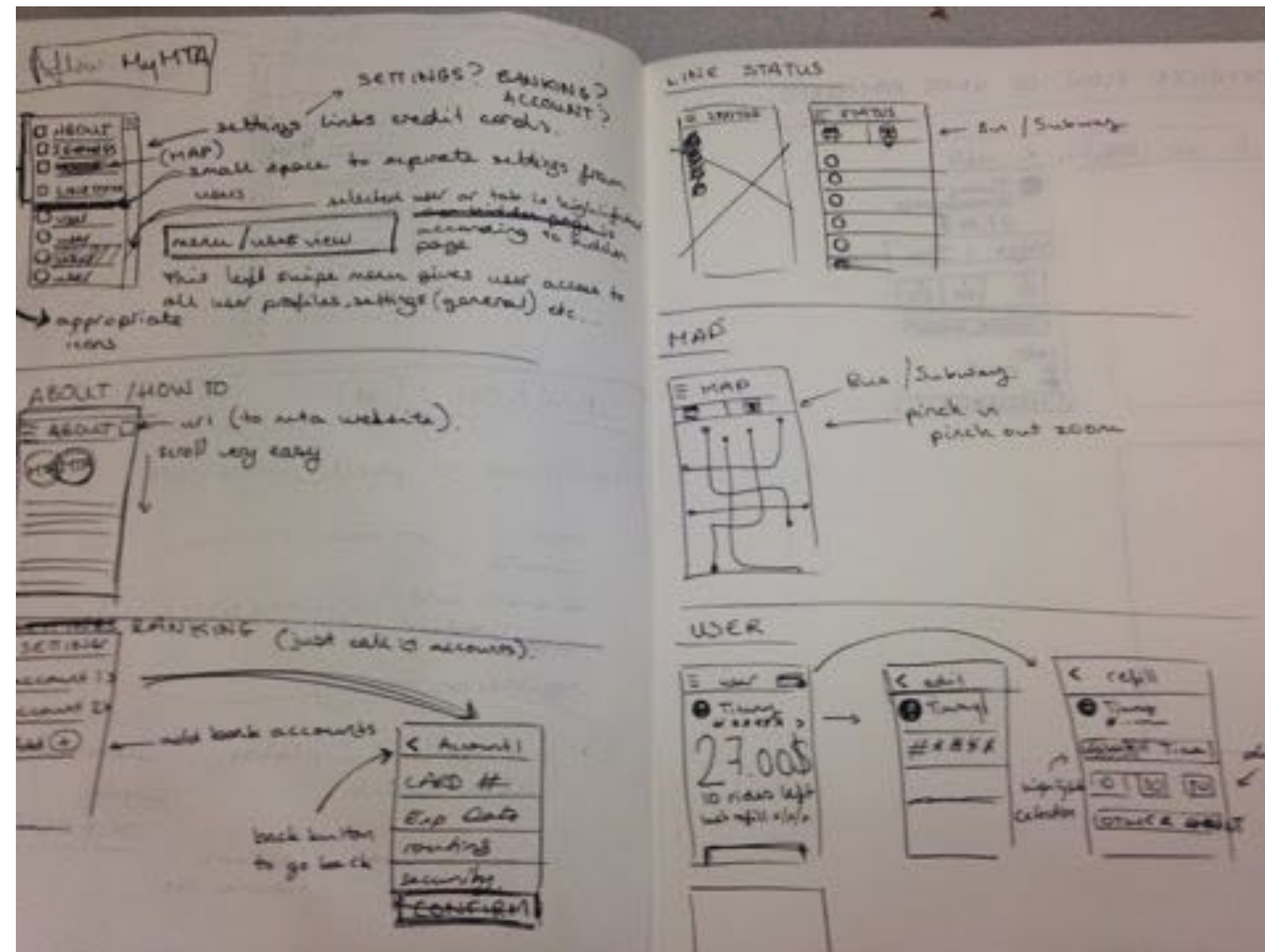
Tab Bars



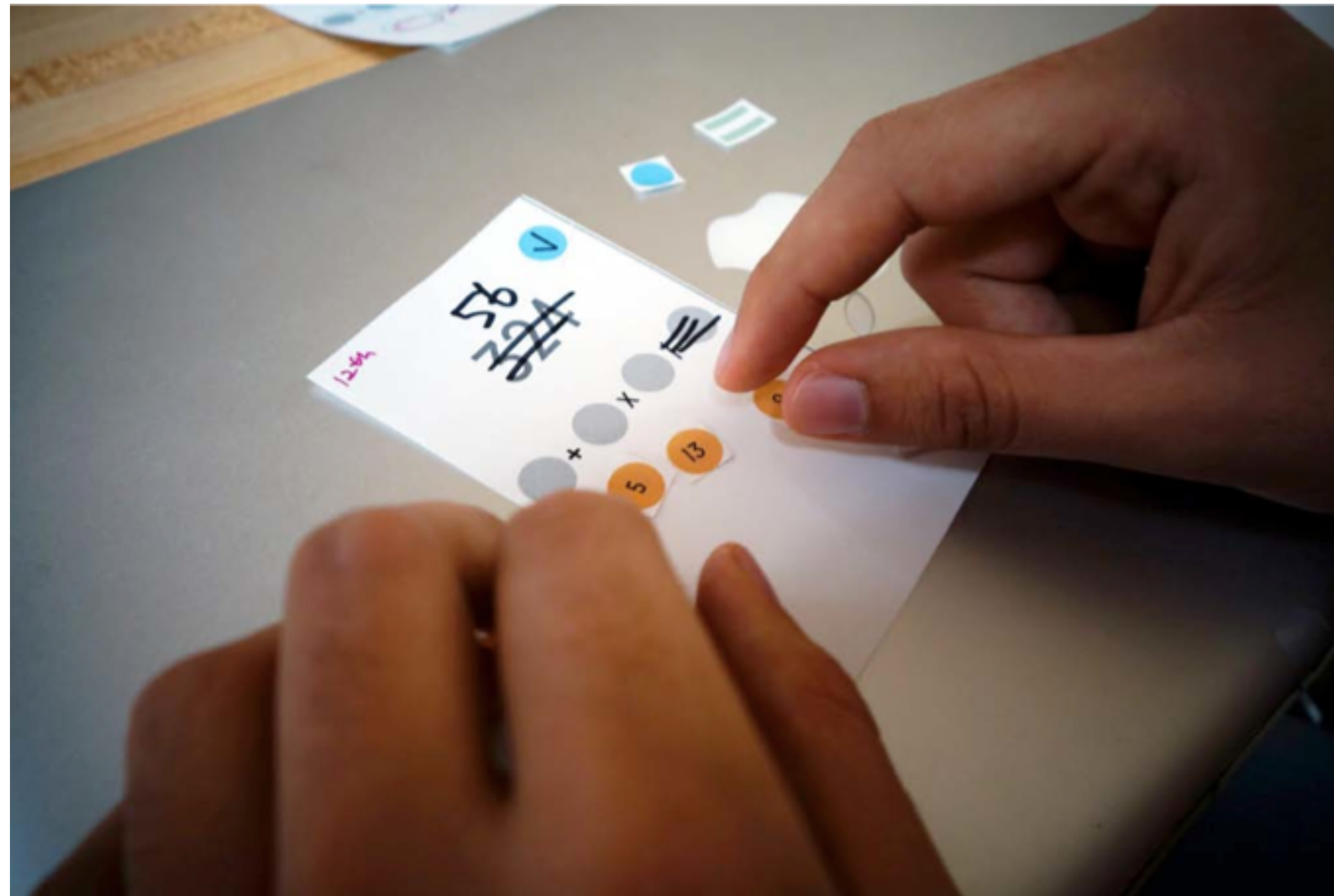
Know what's important.



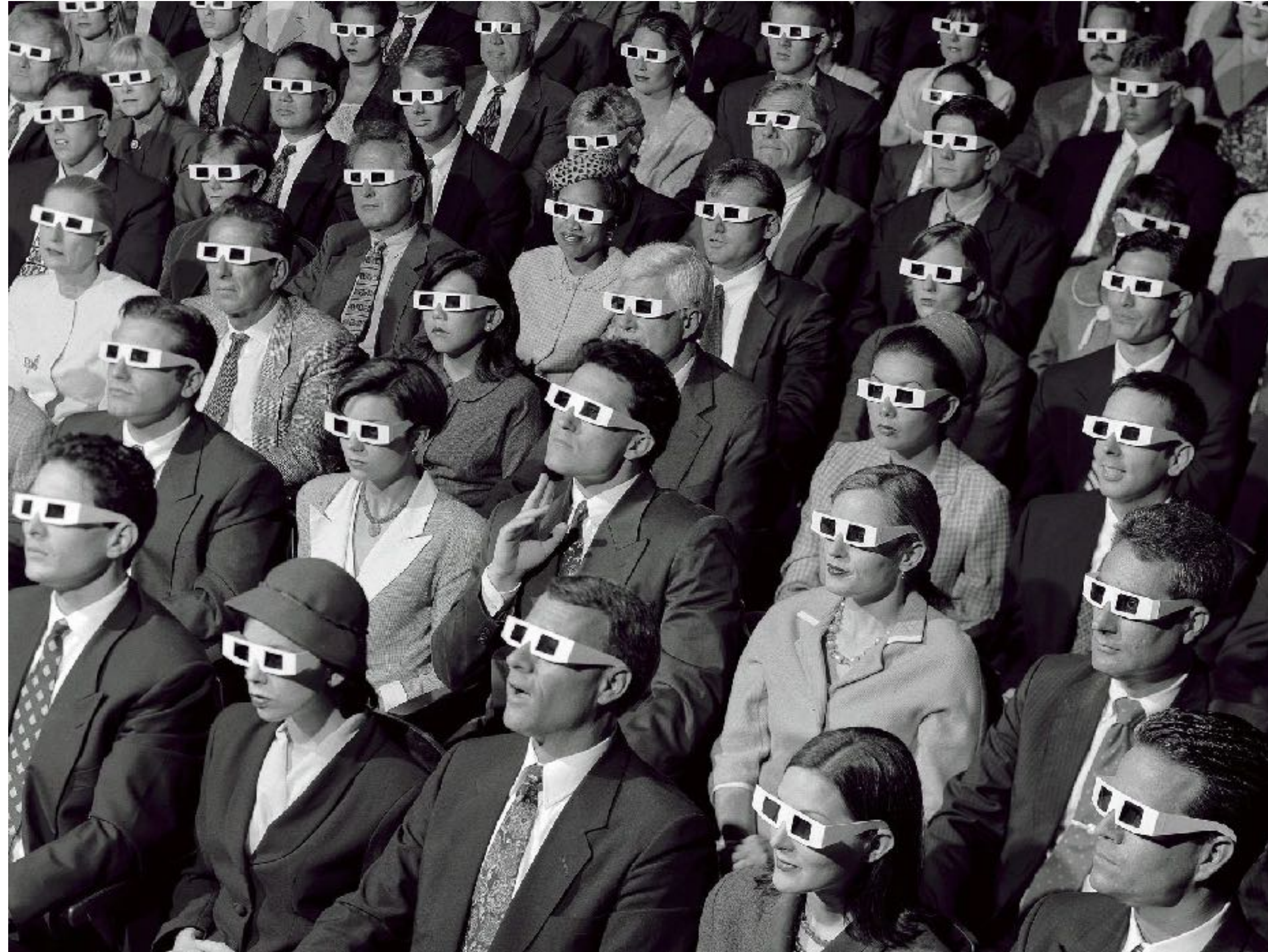
Be quick and dirty...



Prototype early and often



Focus



Sketching

Your user

Who is your user?

What are you doing for them?

Get Sketchy



Wireframes: App map

Shows every view and their connections

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

Show all content, interactions, and basic layout

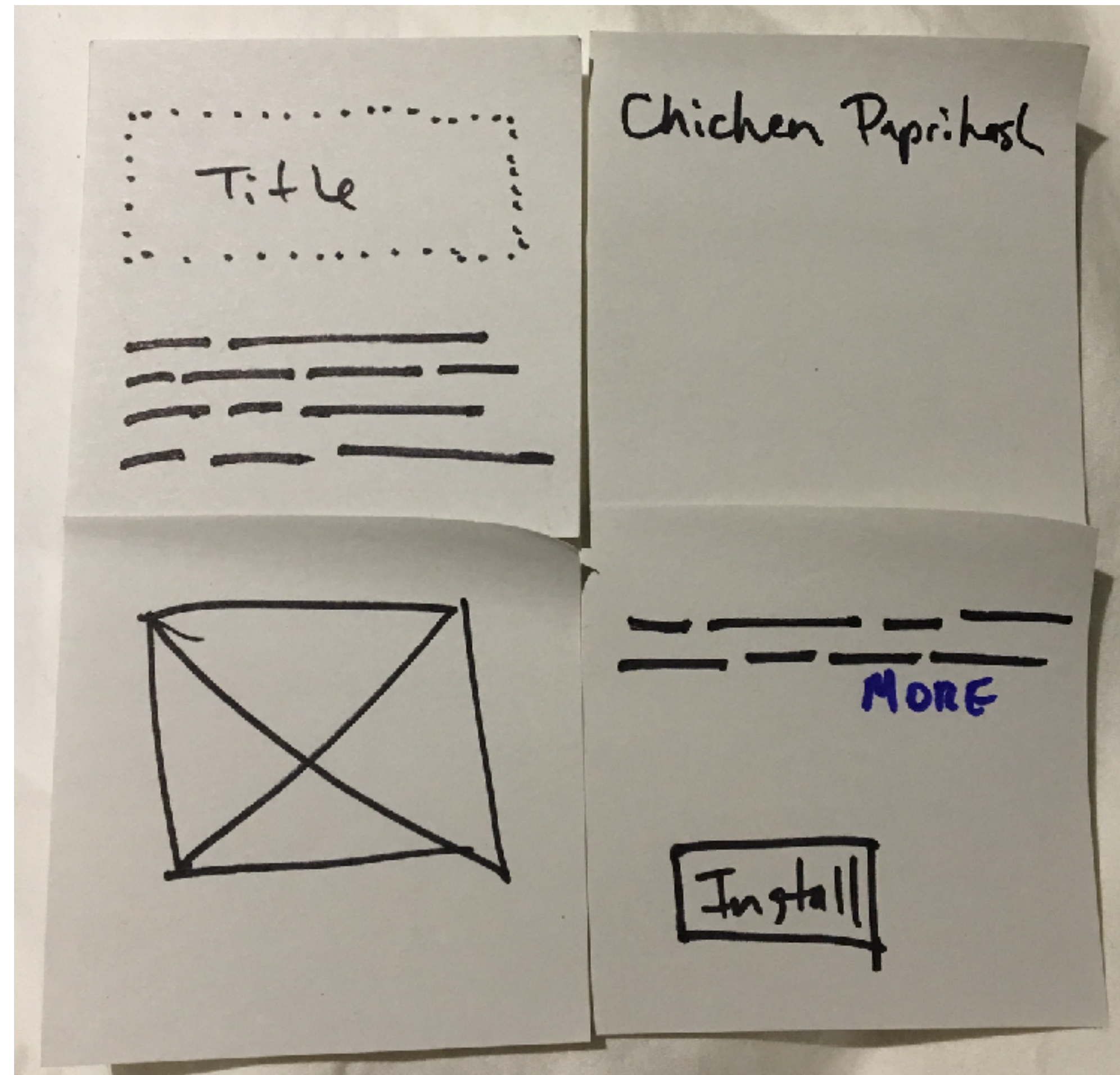
Index Card Wireframes

Keep it to the basics

Don't worry too much about layout

Also going to make one of these today

Index Card Wireframes



Today

Project 1 will be food apps about food.

Grab me when you finish your app map

If you have time, start sketching out wires.

Schedule

10-10:30 Intros (me, you), #apps

10:30-12:00 Intro to mobile UX lecture

12:00-12:30 Lunch

12:30-2:00 Wireframes- by hand- grab Drew for App Map Review

2:00-3:00 Paper prototyping and critique

3:00-3:15 Coffee break

3:15-4 Paper prototyping and critique

4-4:30 For Next Week

Let's go digital

Digital Wireframes

Include real content not lorem ipsum or placeholder

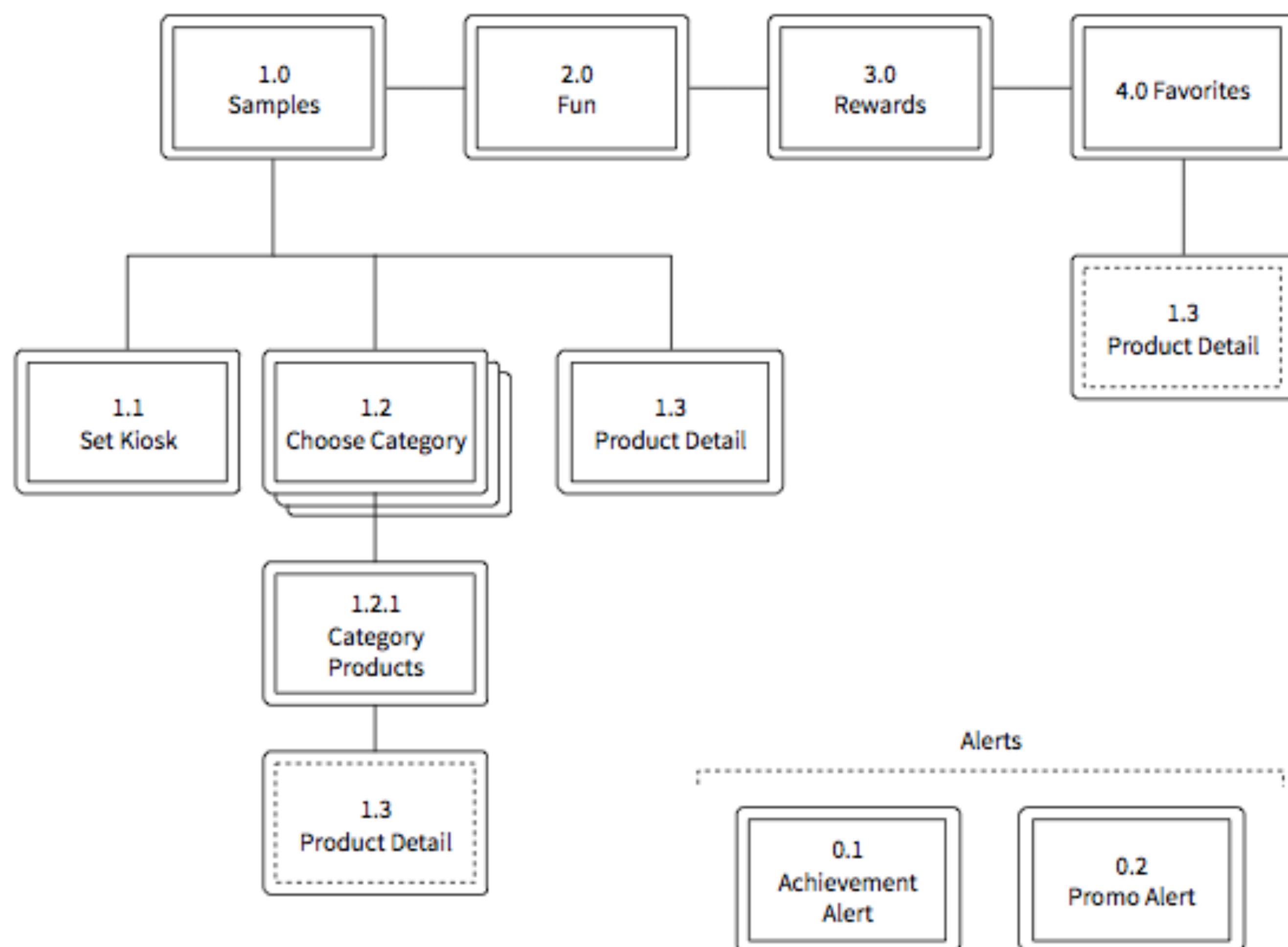
Think about hierarchy, and use different grays to emphasize

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

Use color for links and other platform conventions

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.



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

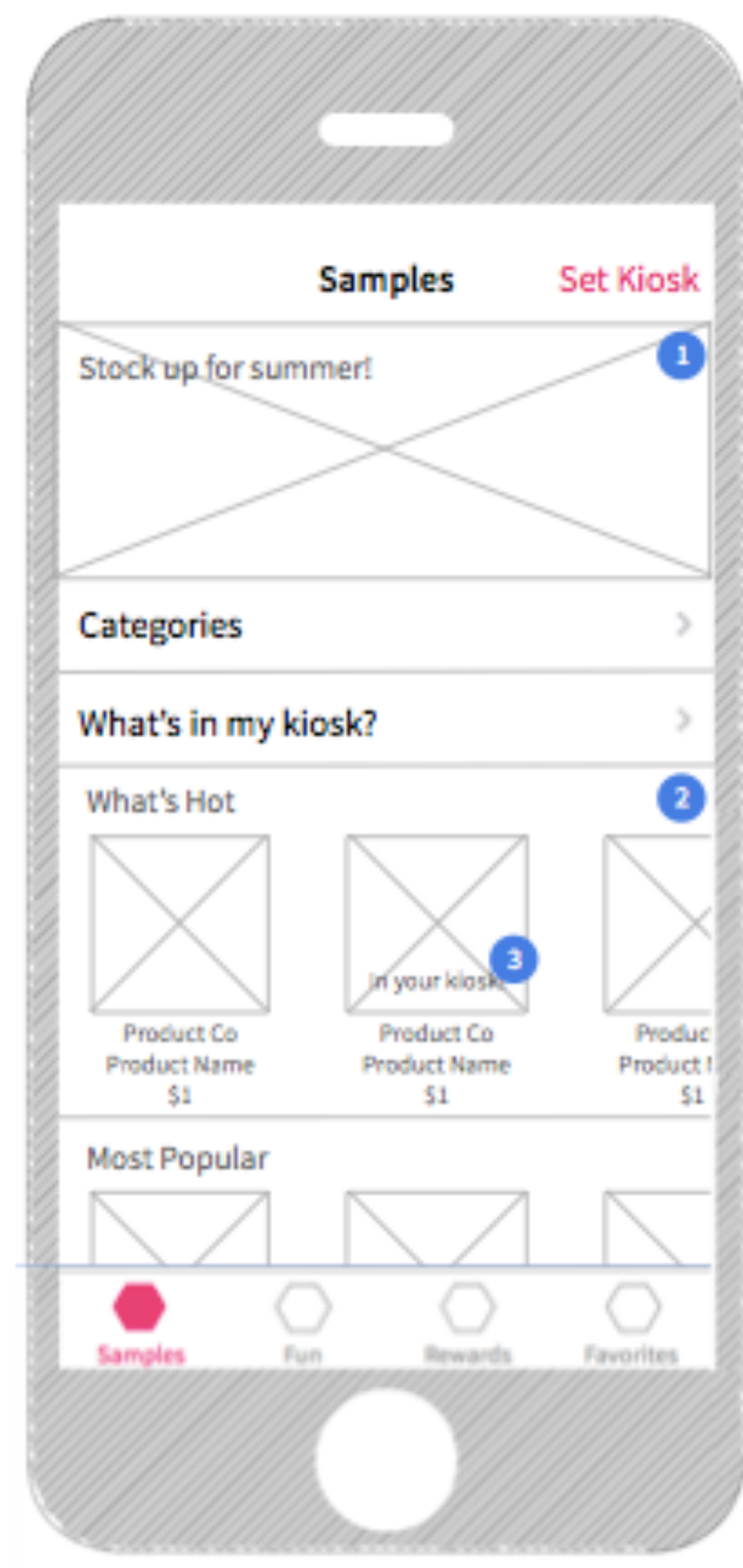
Each product group module will be 4-5 products. These should be short so that the horizontal scrolling does not become disorienting.

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.



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.

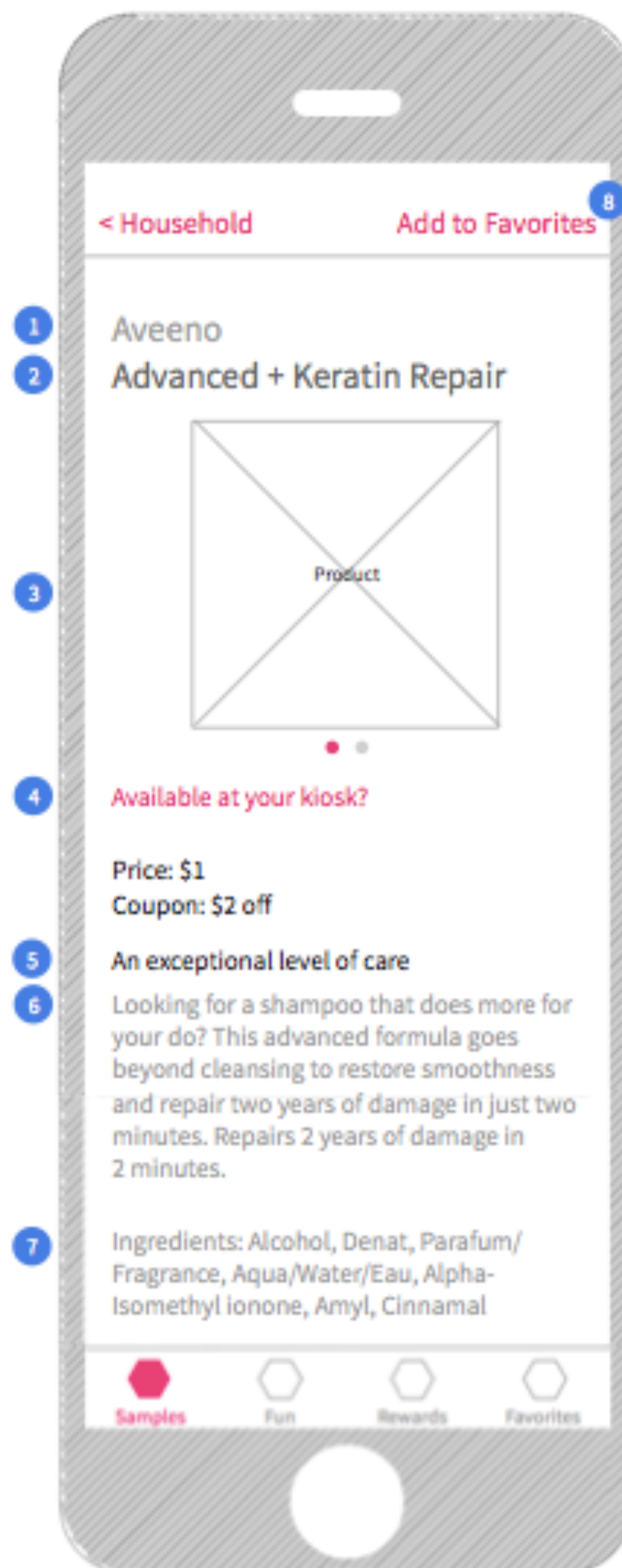
5. Tagline

6. Description

7. Ingredients, if available

8. Add to Favorites

Changes to Remove from Favorites if product is already favorited.



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

For Next Week

For Feb 1, 2018

Look on the blog under “For Next Week”

Don't worry about tagging anything

Sources

[1] <http://www.pewinternet.org/fact-sheet/mobile/>

[2] <https://www.thinkwithgoogle.com/consumer-insights/creating-moments-that-matter/>

[3] <https://www.comscore.com/Insights/Presentations-and-Whitepapers/2017/The-2017-US-Mobile-App-Report>

[4] <https://youtu.be/EFRG9Lpeuo4>

[5] <https://www.quantcast.com/buzzfeed.com#trafficCard>