

Mobile UX 101

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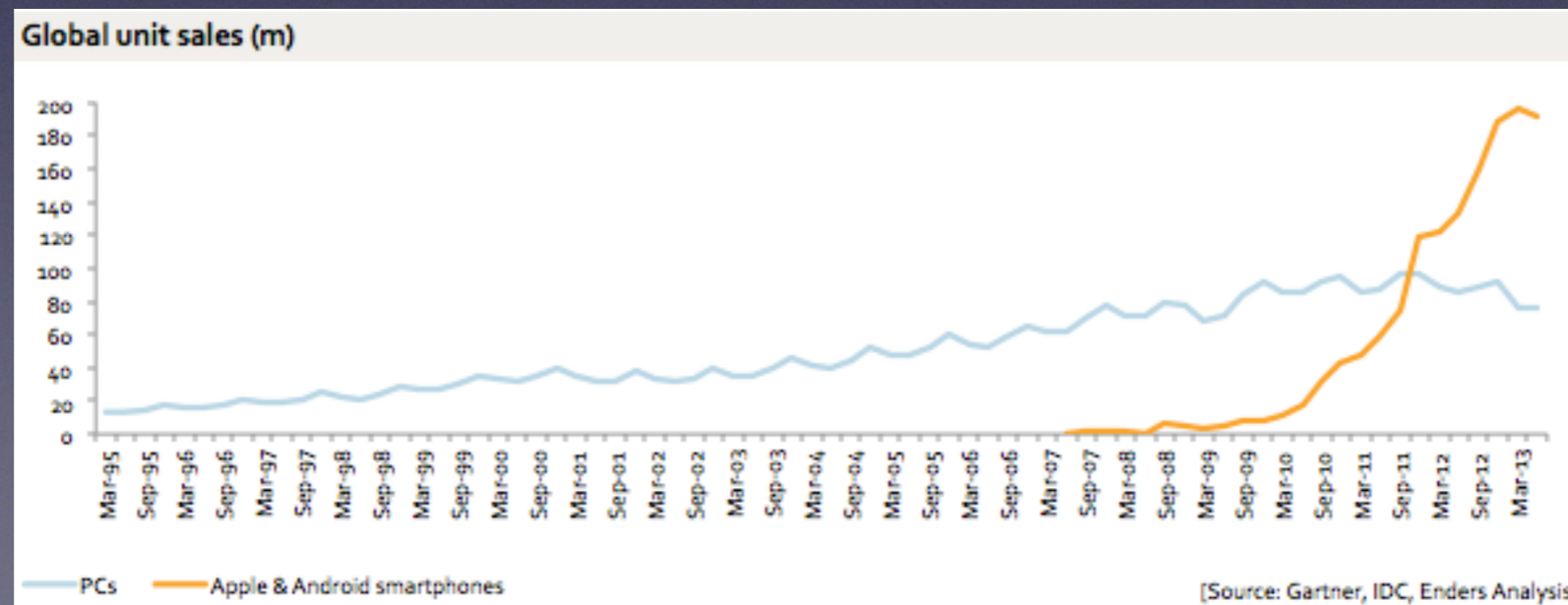
- Mobile
- UX
- Process
- Specifics



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

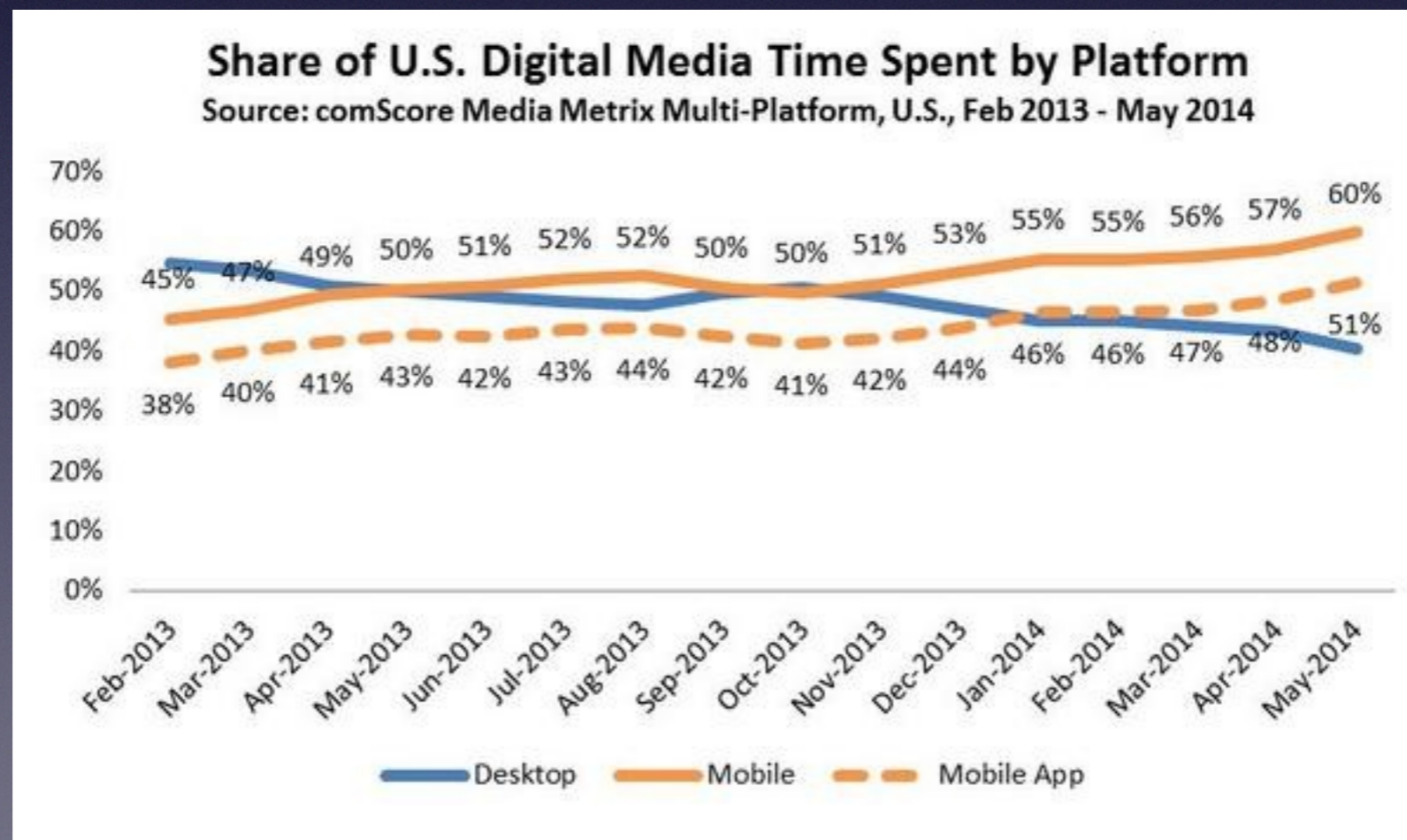


More FUTURE

- 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

Small is not less

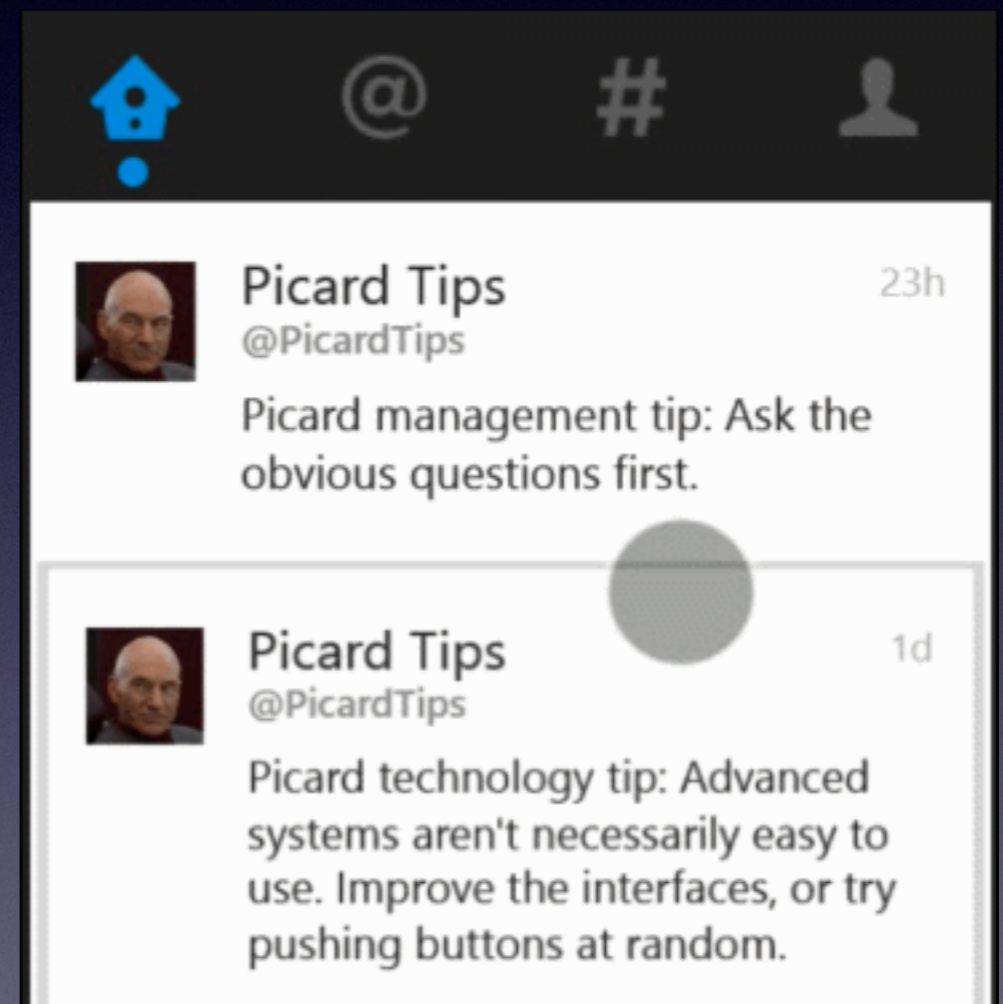
- No "on the bus" or "waiting on line"
- BuzzFeed: 75% of traffic is mobile -2015
- 77% of mobile searches take place at home or work, only 17% on-the-go, according to Google.-2013

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
- 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
- (iOS 9 and Watch OS 2 come out in September, beta available now)

User Experience Design

What is UX

- Nielsen: "'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

What is UX

- ~~A step in the software design process~~
- The practice of prioritizing user needs during product design and development
- ~~Another term for user interface design~~
- Concerned with the whole experience, not just interface design
- ~~A process of making products easy to use for a majority of people~~
- Concerned with making products delightful to use for target users
- ~~An excuse to ignore stakeholder concerns~~
- An opportunity to align user needs and stakeholder concerns

What is UX

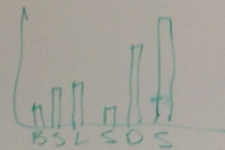
- ~~The more expensive way to design products~~
- Available to anyone designing something with any size budget
- ~~A rigid process that always produces the same documentation~~
- Practiced using a dynamic range of tools and methods
- ~~The role of one team member~~
- Best executed when the whole team is onboard and engaged
- ~~A single, patented discipline~~
- A young approach that combines methods from across disciplines

Where do we star?

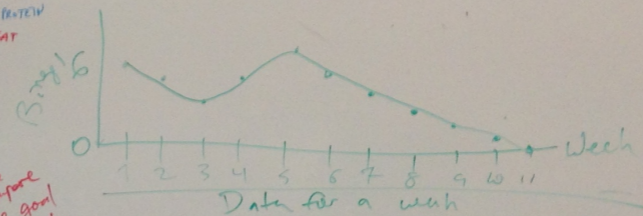
- Understanding platform conventions
- Understanding user expectation

Process

Patient Data



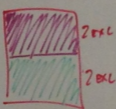
- AU
- VEU
- BETA
- FAT



Patient list:

- Alphabetical List
- Search
- Find a new patient (computer screen)
- 100 - total

TARGET	A	B	80 -
	2	10	60 -
Exchange	2	2	40 -
% BATH	100%	20%	20 -

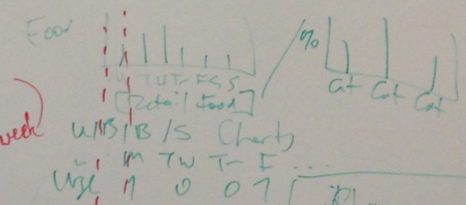
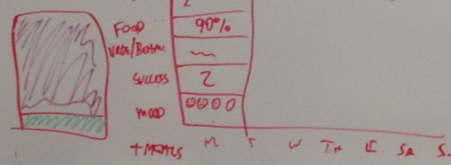


Patient View

- Default for last week
- exchange detail
- exchange graphs
- u/B/S/M Charts, graph kinge (top to go to week)
- weight input
- weight details graph

rearrange to capture - Save goal data

last week / this week input / this week



All moods
- 0
- 1
- 2
- 3

Phone:
- Acct setup
- m more
- At point where with ipad

Get Sketchy

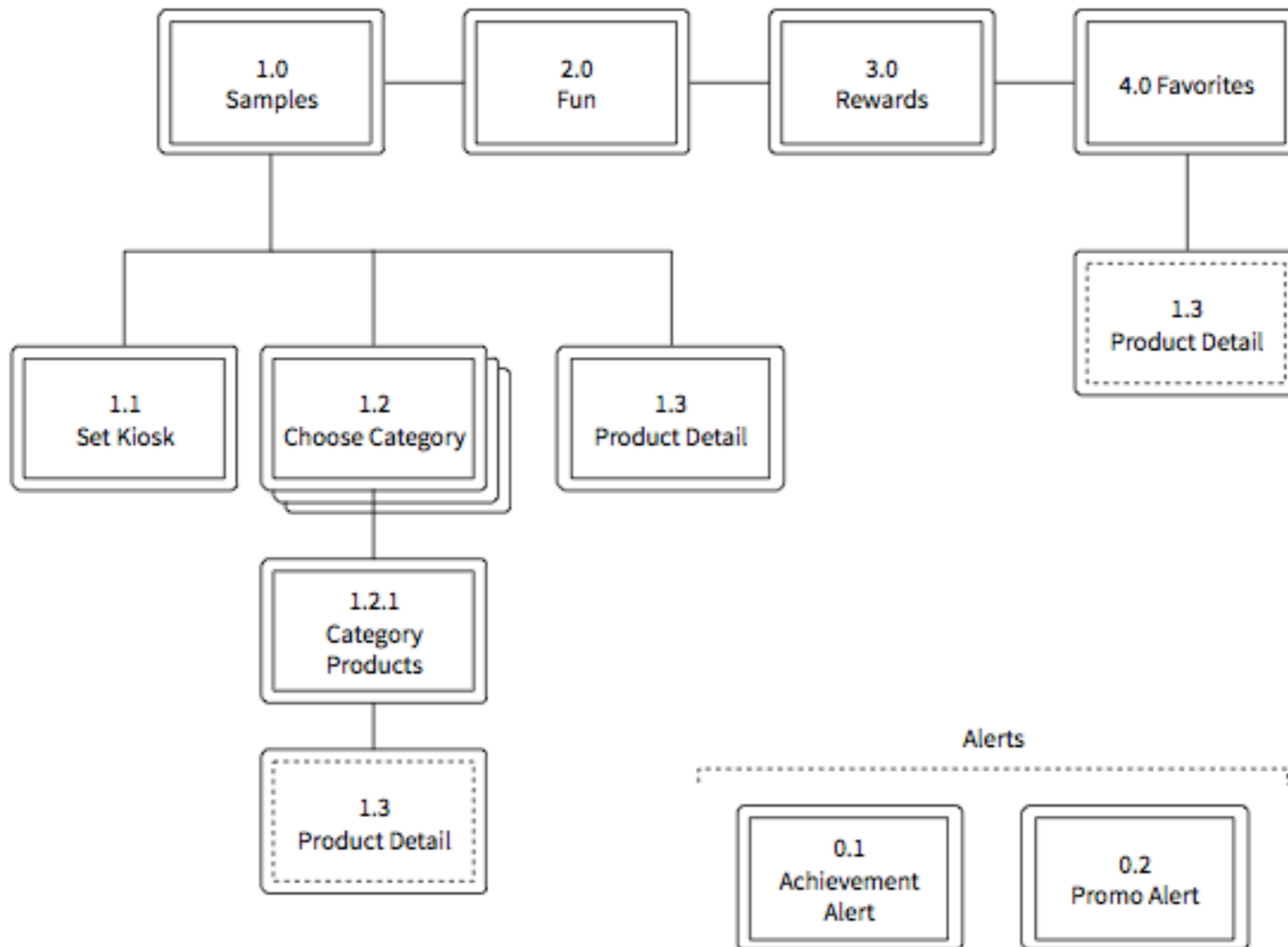
Personas

Wireframes: App map

- Shows every view and their connections
- Have one of these next week

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.



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

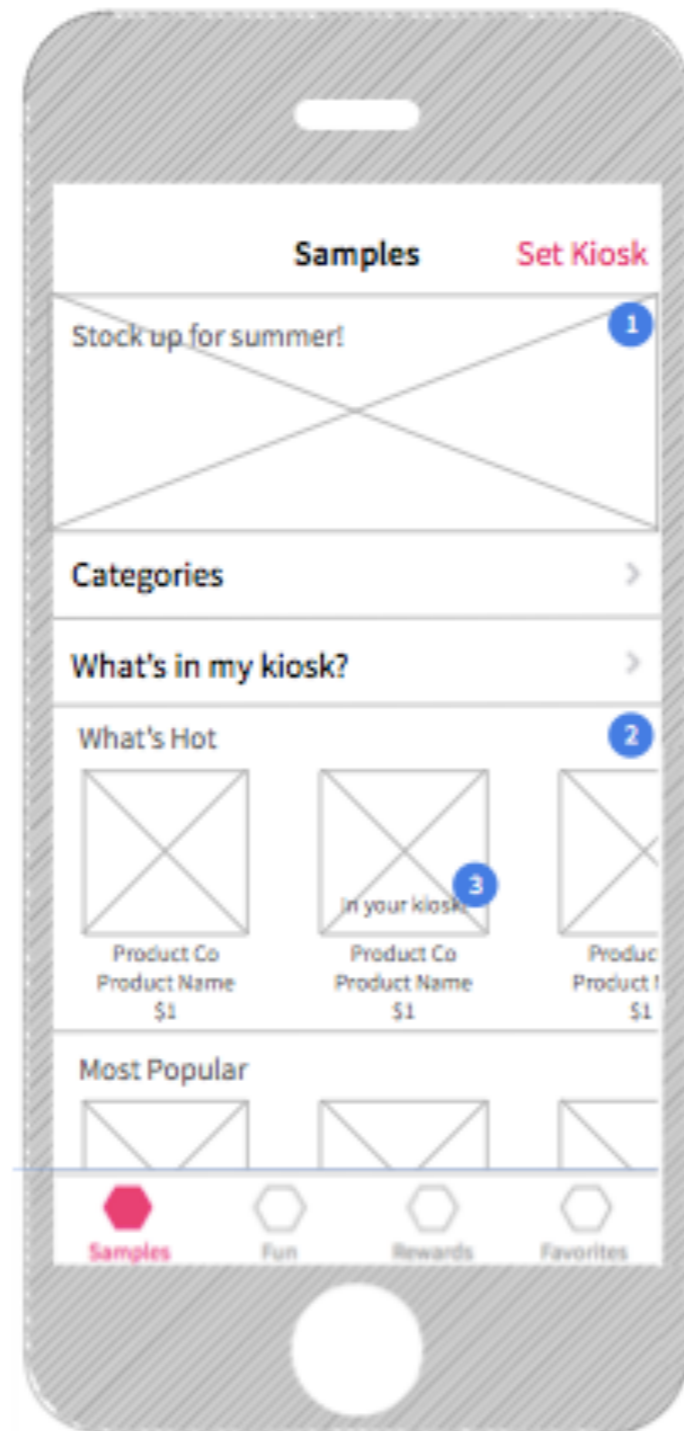
Wireframes

- Show all content, interactions, and basic layout
- Have this next week too

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
- Use annotations to help yourself

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

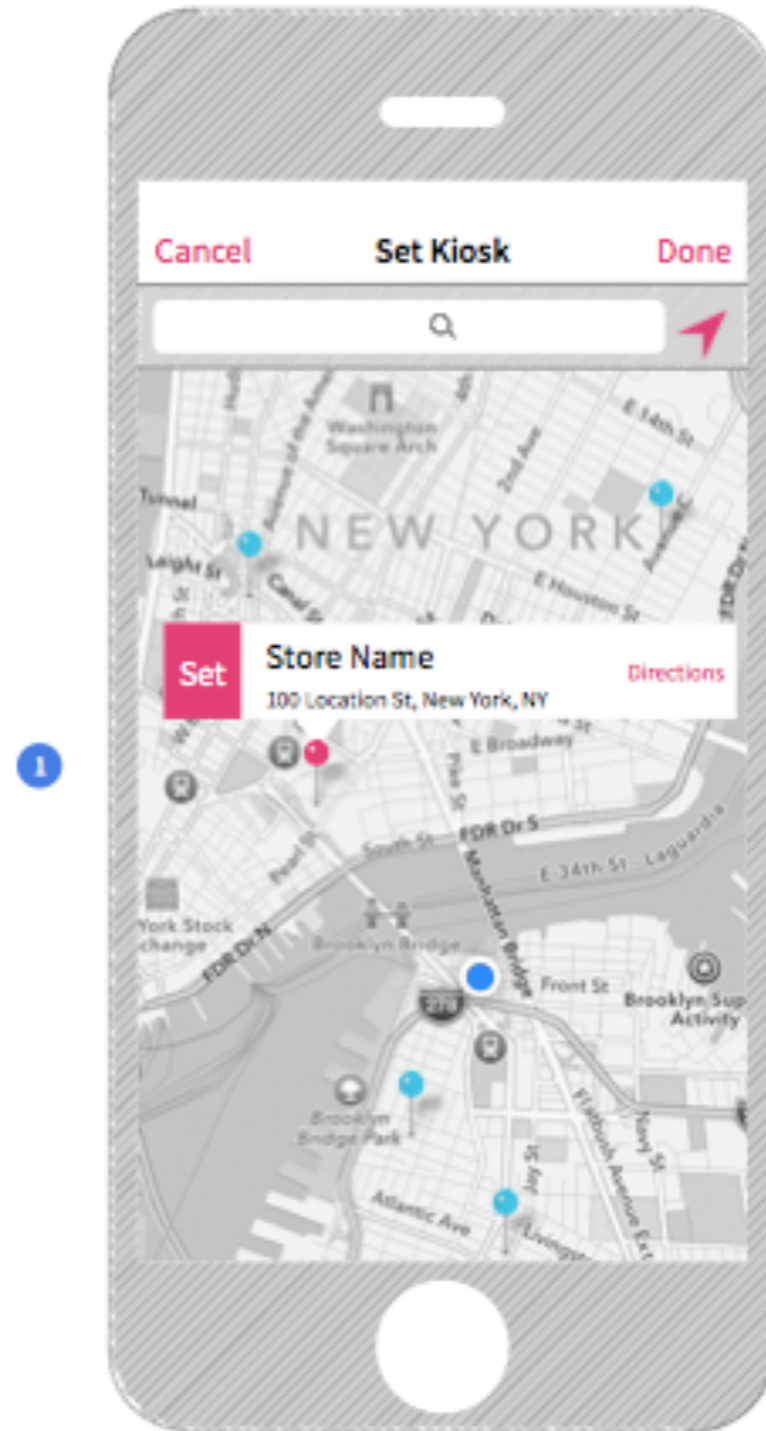
If a kiosk has been set, then products in your kiosk will be indicated.

Set Kiosk 1.1

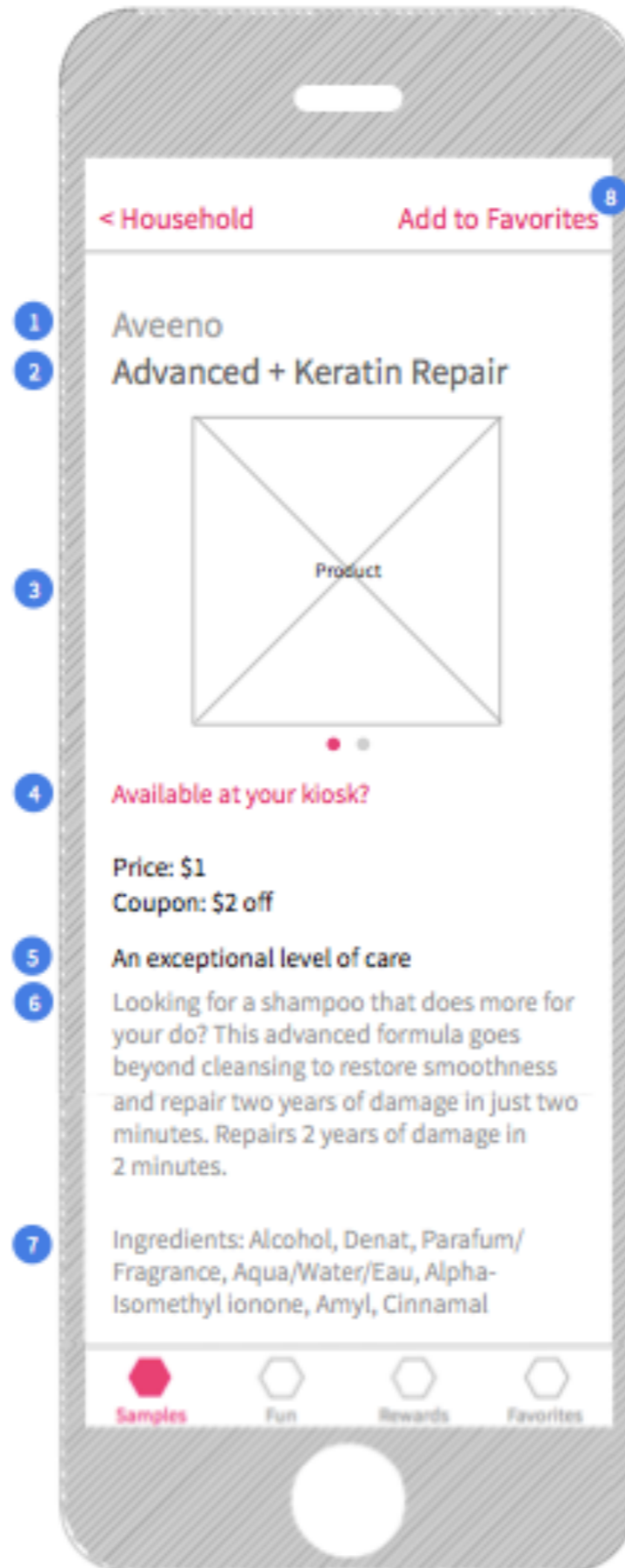
1. Currently selected kiosk

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

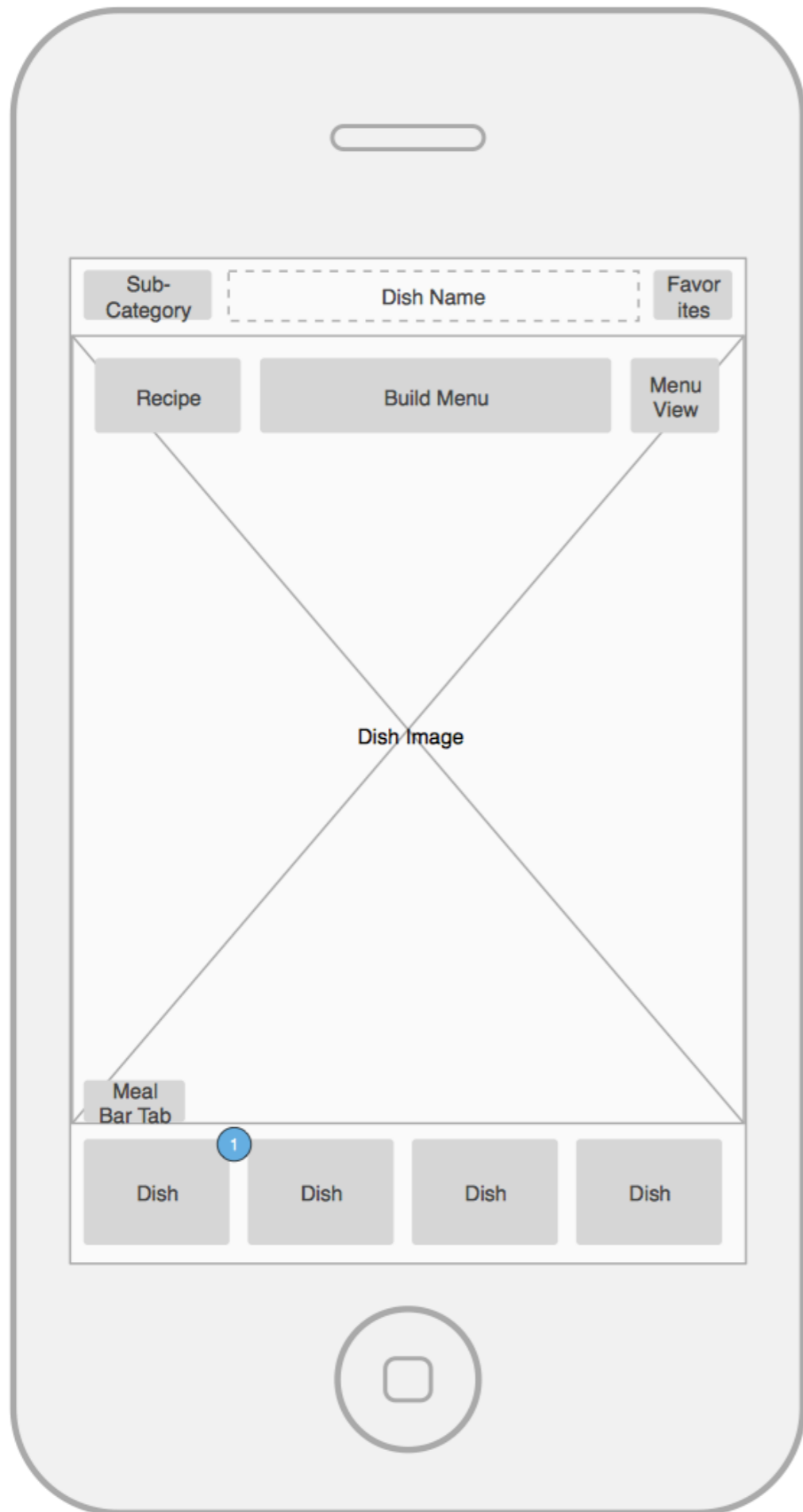
6. Description

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

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, print to export
- Graffletopia

Paper Prototypes

- Paper
- Digital

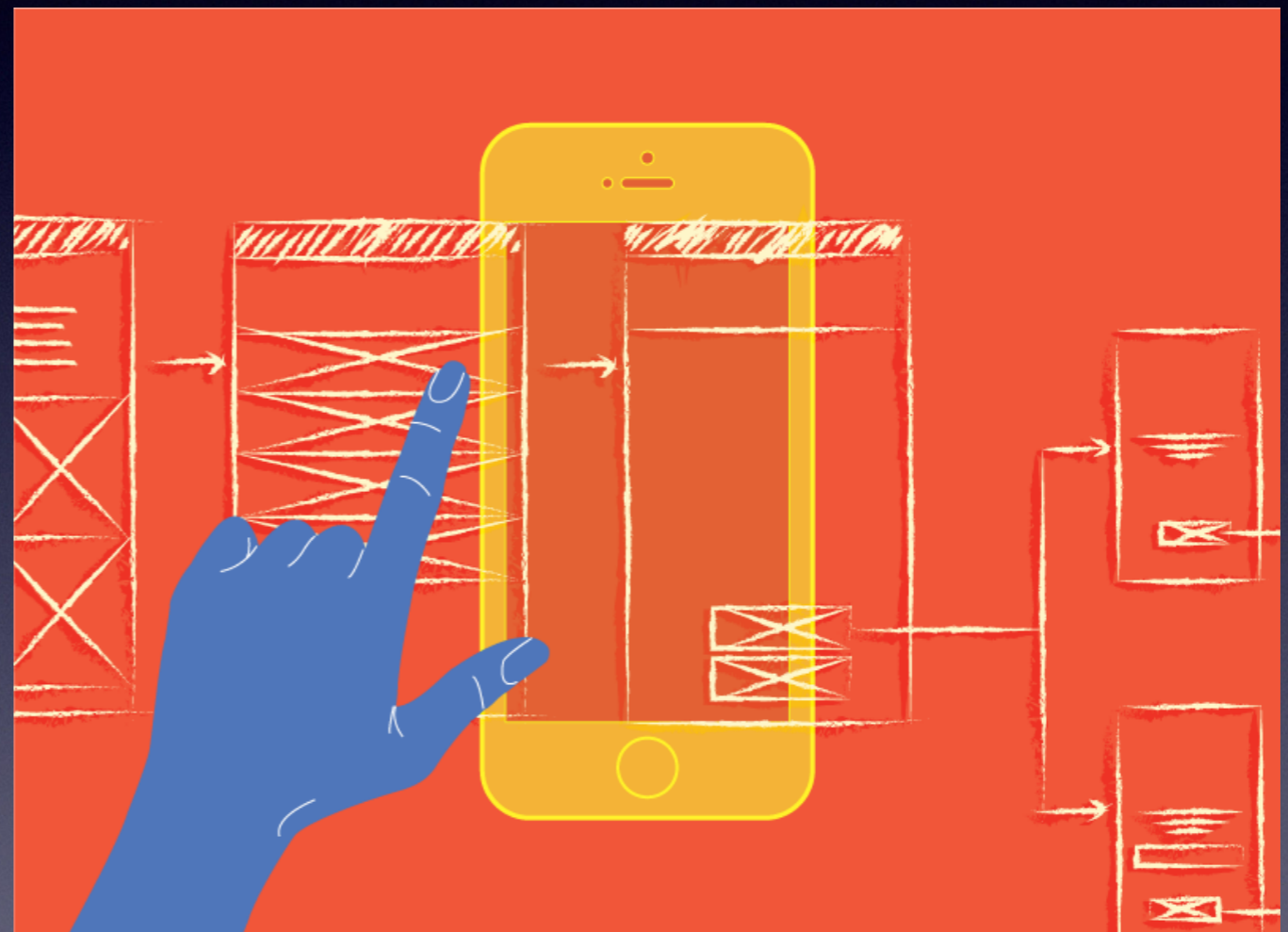
Prioritize and Start Building

- With a full team, you would start building now
- Agile/Scrum (more on this later)
- Devs would start building, and you'd go to full design, both learning from each other and from users with regular releases and user testing.

Specifics

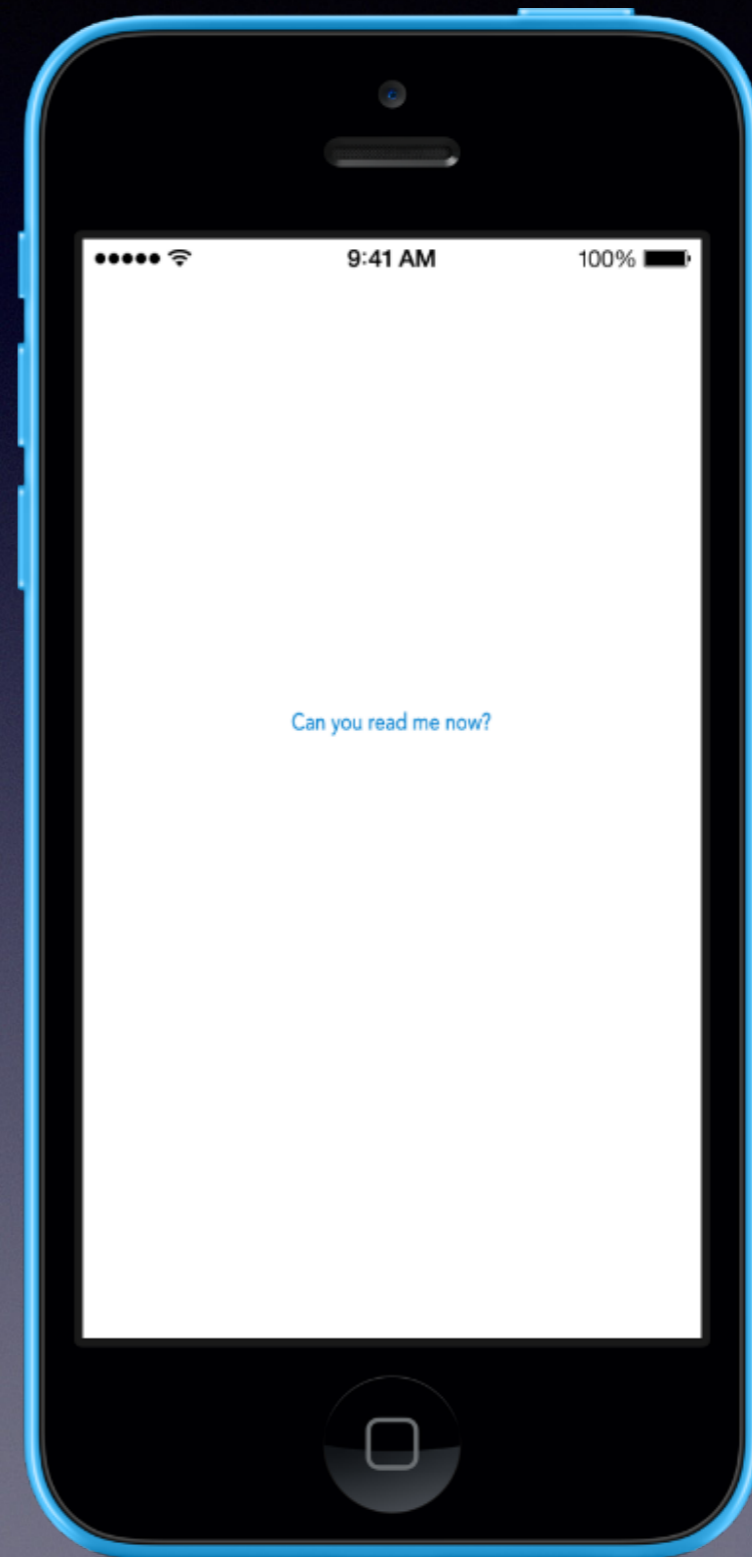
Tap, don't click.

- Language is important
- View not page/screen

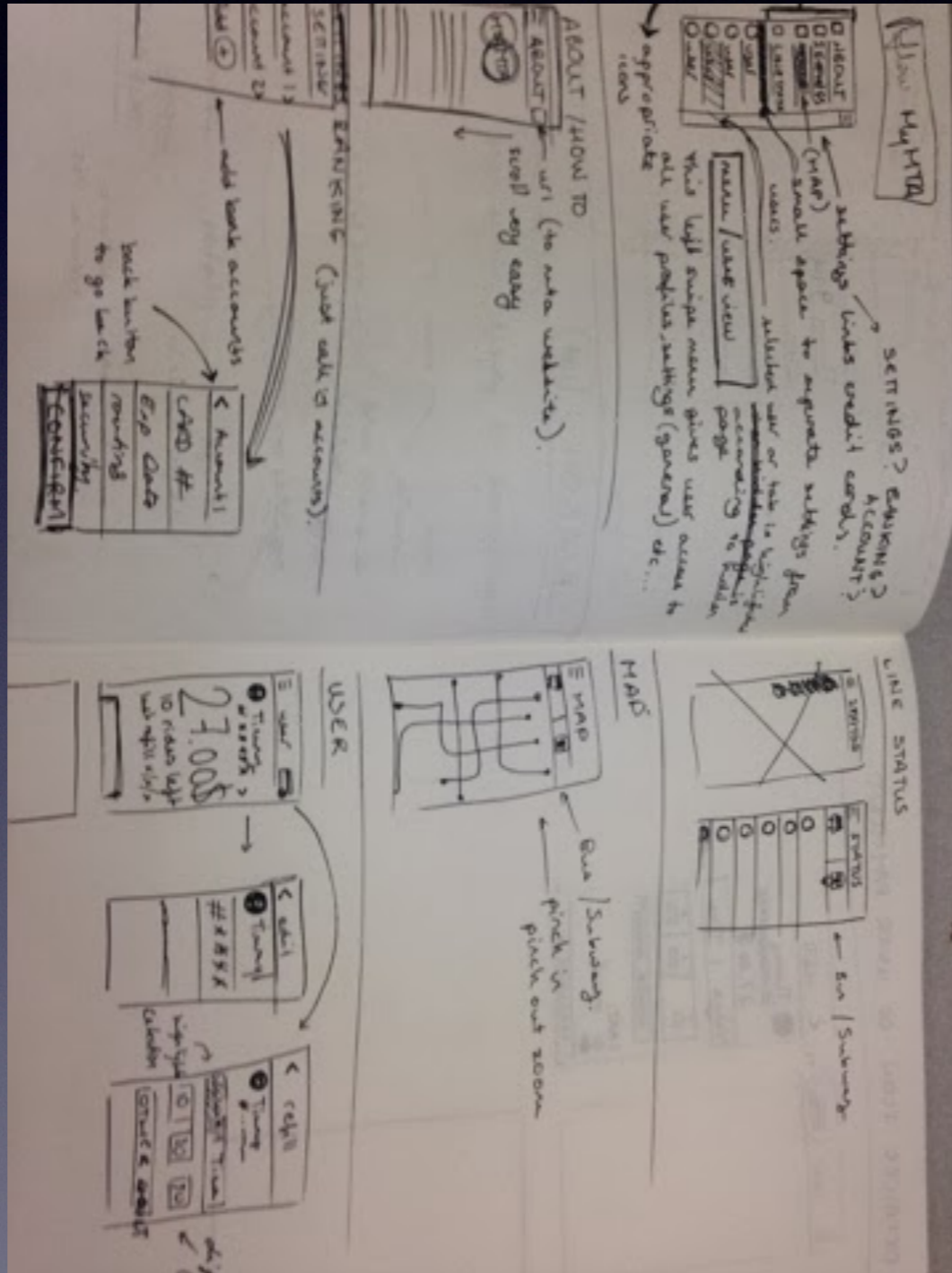


It's a small screen, after all.

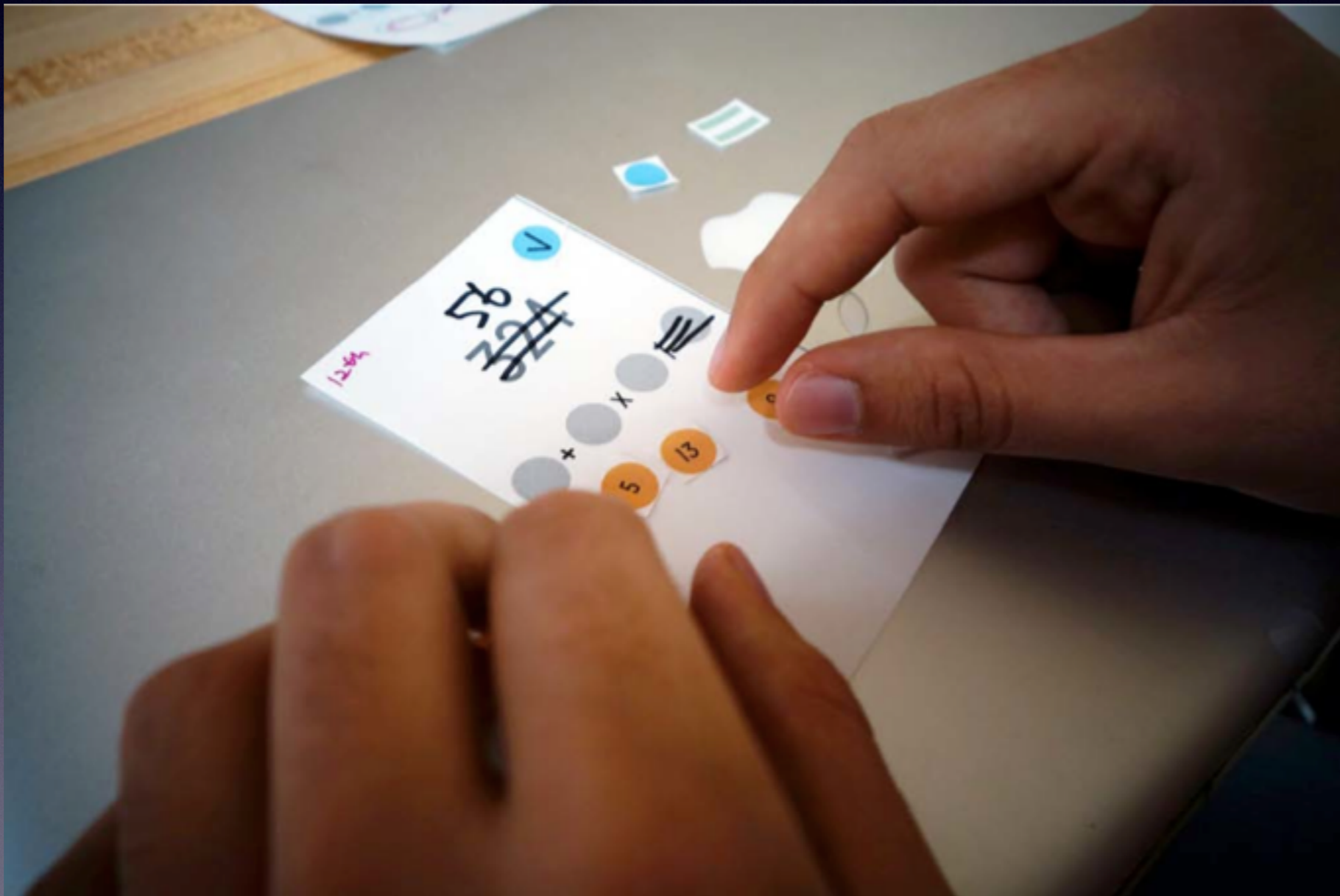
- Business card sized
- 44 x 44



Be quick and dirty...




Prototype early and often



Tab Bars

AT&T 3:47 PM 58%

Artists **Beyoncé** Now Playing




Dangerously In Love
15 songs, 61 min
2003

- 1 Crazy In Love (feat. Jay-Z) 3:57
- 2 Naughty Girl 3:29
- 3 Baby Boy (Feat. Sean Paul) 4:05
- 4 Hip Hop Star (Feat. Big Boi & Sl... 3:43
- 5 Be With You 4:21
- 6 Me, Myself And I 5:02
- 7 Yes 4:20


Radio Artists Albums Playlists More

AT&T 3:47 PM 58%


Store Albums Now Playing




Actor (Bonus Track Version)
St. Vincent
12 songs, 44 min




The Age of Adz
Sufjan Stevens
11 songs, 75 min



All Delighted People EP
Sufjan Stevens
1 song, 3 min



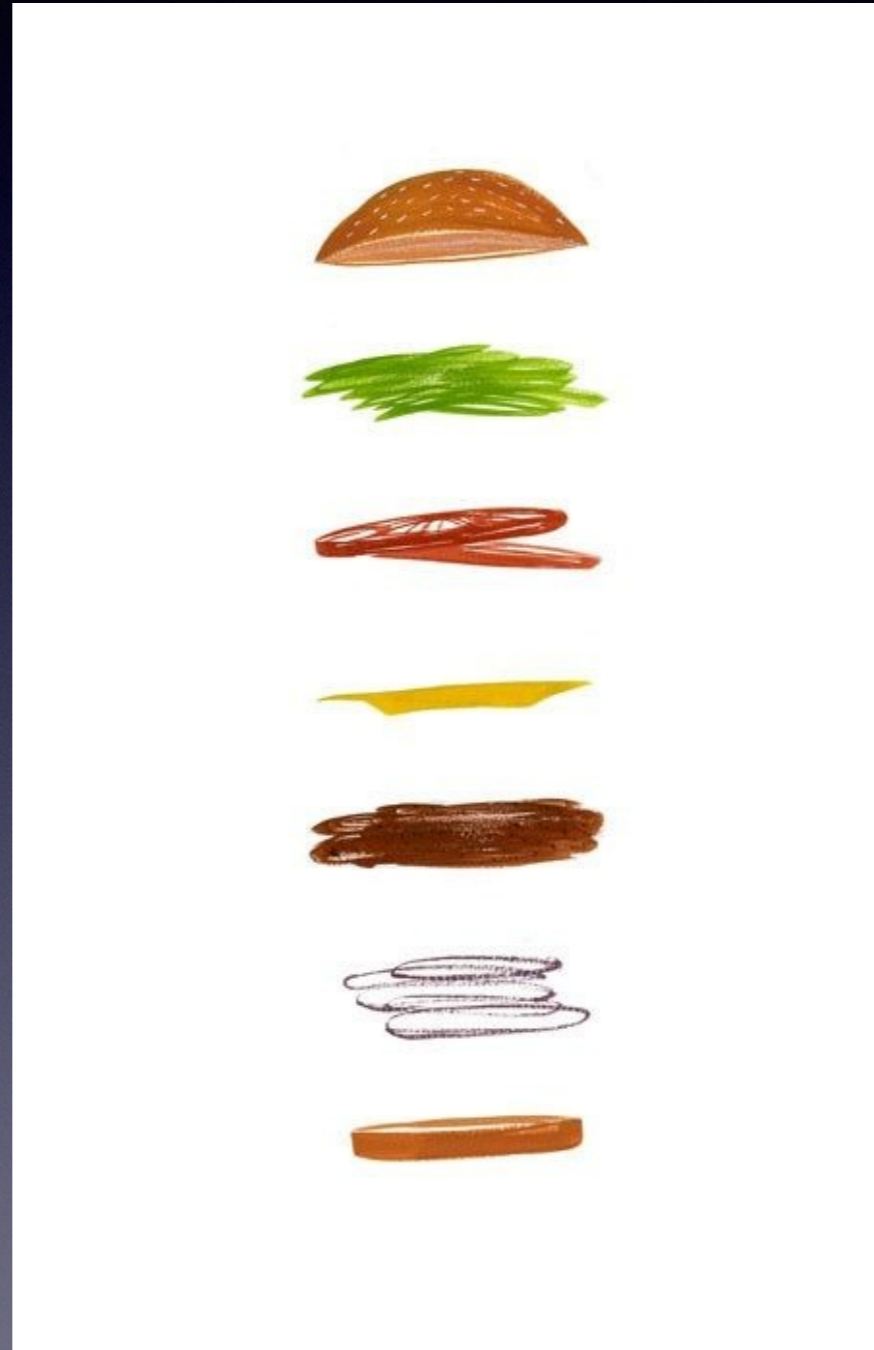
All Hour Cymbals
Yeasayer
11 songs, 47 min



All Is Well
Sam Amidon

Radio Artists Albums Playlists More

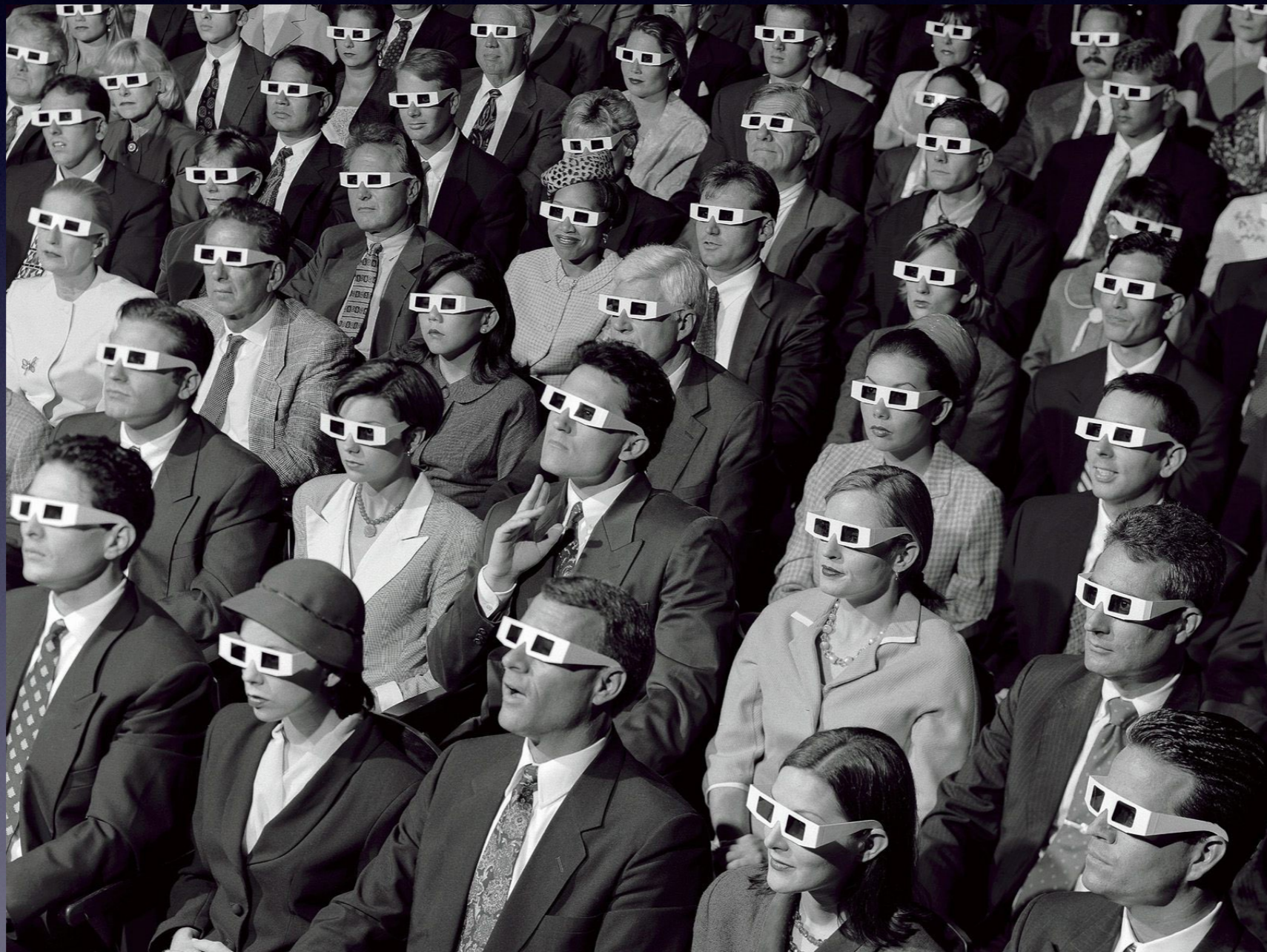
Know what's important.



Limit friction.



Focus.



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