

Mobile UX Design

SVA

Week 1

Course Structure

1. Mobile Lecture and Sketching
2. Wireframe Presentation & Critique
3. Prototyping
4. Design Presentation & Critique
5. AppleTV Design Presentation & Critique

Today

10:00-10:15 Class Setup

10:15-11:15 Mobile UX 101 Lecture

11:15-12:00 Sketching

12:00-12:15 Paper Prototyping

12:15-12:25 Coffee Break

12:25-12:50 Digital Prototypes Lecture

#saturdayapps

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

Class Setup

Course Description

The explosive market of mobile applications and services presents new challenges and considerations for interaction designers. In this course students expand their UX thinking to portable devices, while working on a mobile app design. Through exercises in **wireframing**, **view design**, and **light-weight digital prototyping**, students walk away with a **portfolio-quality project** that exhibits their understanding of **mobile UX/UI best practices** with an emphasis on designing for the user.

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Office Hours by request in DUMBO

Learning Outcomes

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

Grading

This is a pass/fail course. Students who pass will:

Present average or above designs. They will demonstrate some success in engaging with the assigned problems and addressing **user expectation and need**. The work will show that the student can identify and work with **simple mobile design patterns** and purposefully apply these patterns to their designs. Design can leave some holes in user navigation and show an incomplete analysis of user need but ideally will not. Baseline designs will often continue to not use patterns or ideas even if they have been clearly identified in previous critiques or class discussions.

Grading

An assignment is considered complete when it is posted on the blog

Blog Sign Up

drewcogbill.com/svamobileux/wp-login.php

Click "Register"

Use your first name or your first/last name

Mobile UX 101

Mobile UX 101

Mobile

User Experience Design

Shortcuts

Process

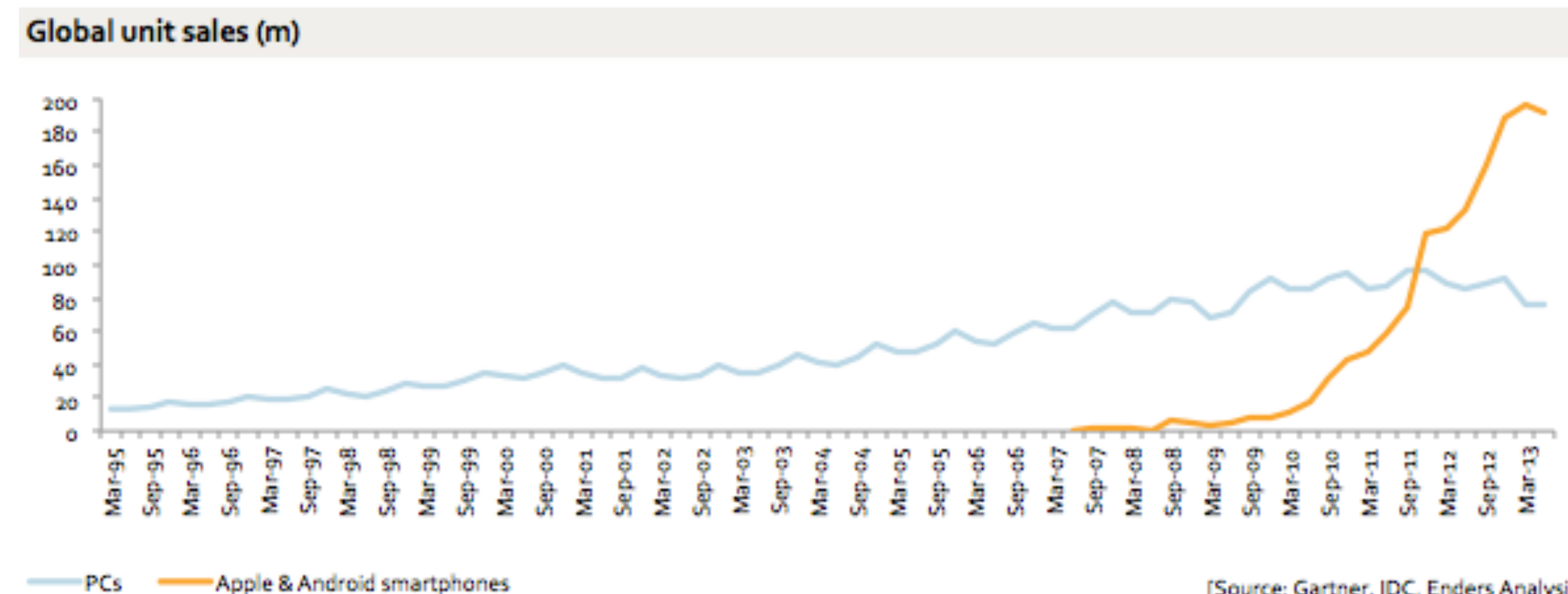
Mobile

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

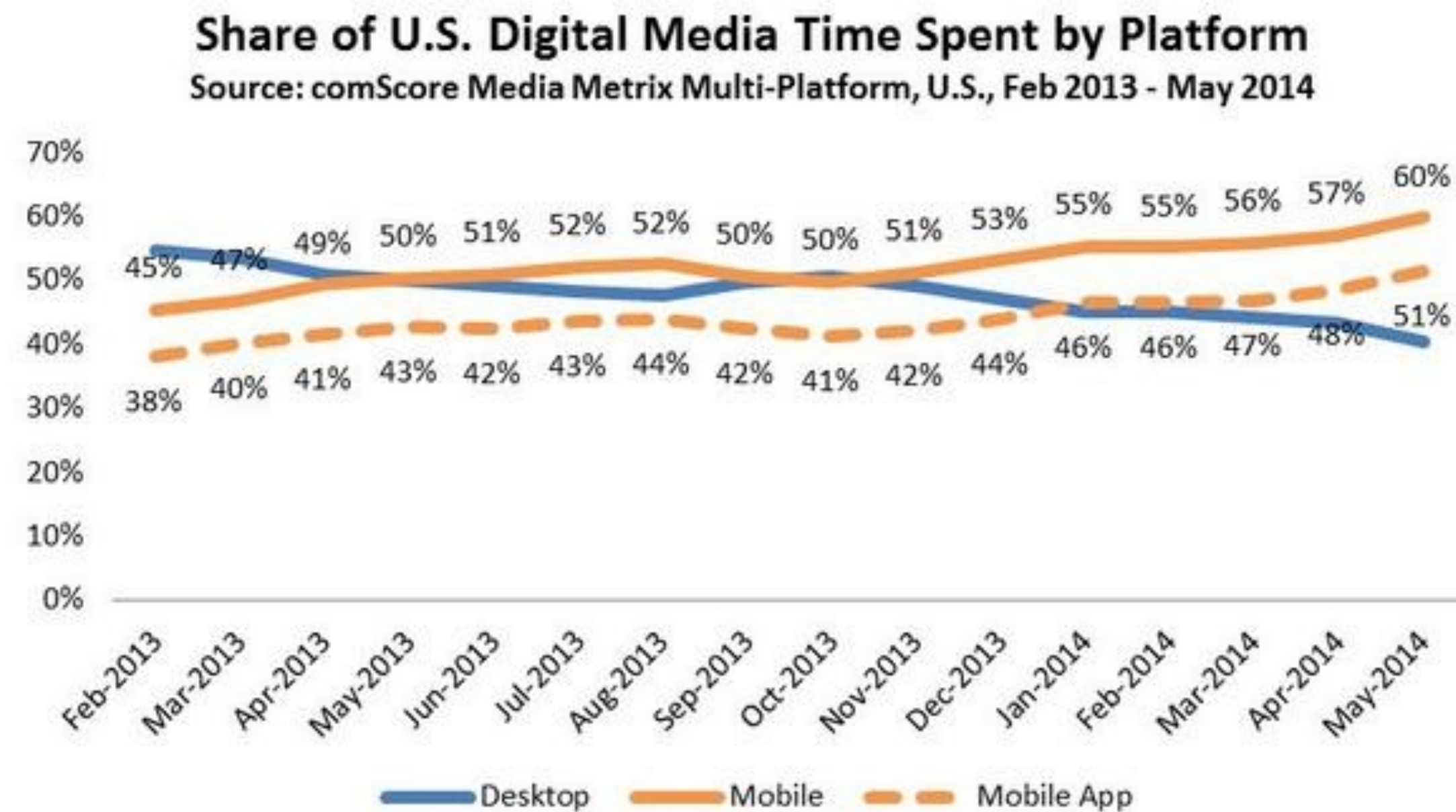
50% of teen smartphone owners aged 12-17 and
50% of young adults aged 18-29 say they use the
internet mostly on their mobile phone.-2013

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?

Edge- Wearables / TV

Controlling the things around you with your phone

Voice Interfaces

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

Touch is natural

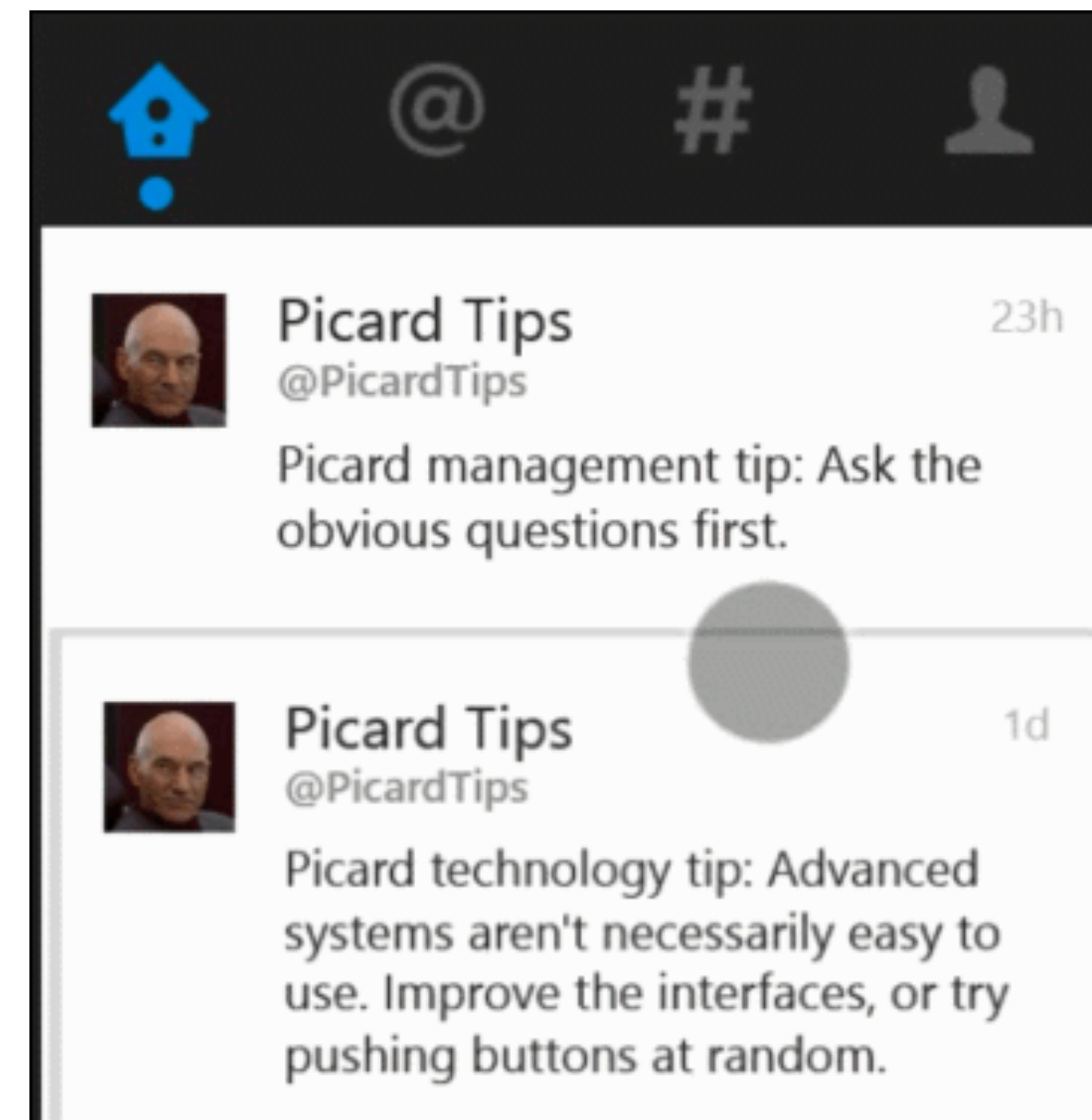
Fingers are different than mice

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 9 fastest adopted software update ever

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

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

~~An excuse to ignore stakeholder concerns~~

An opportunity to align user needs and stakeholder concerns

What is UX

~~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 start?

Understanding platform conventions

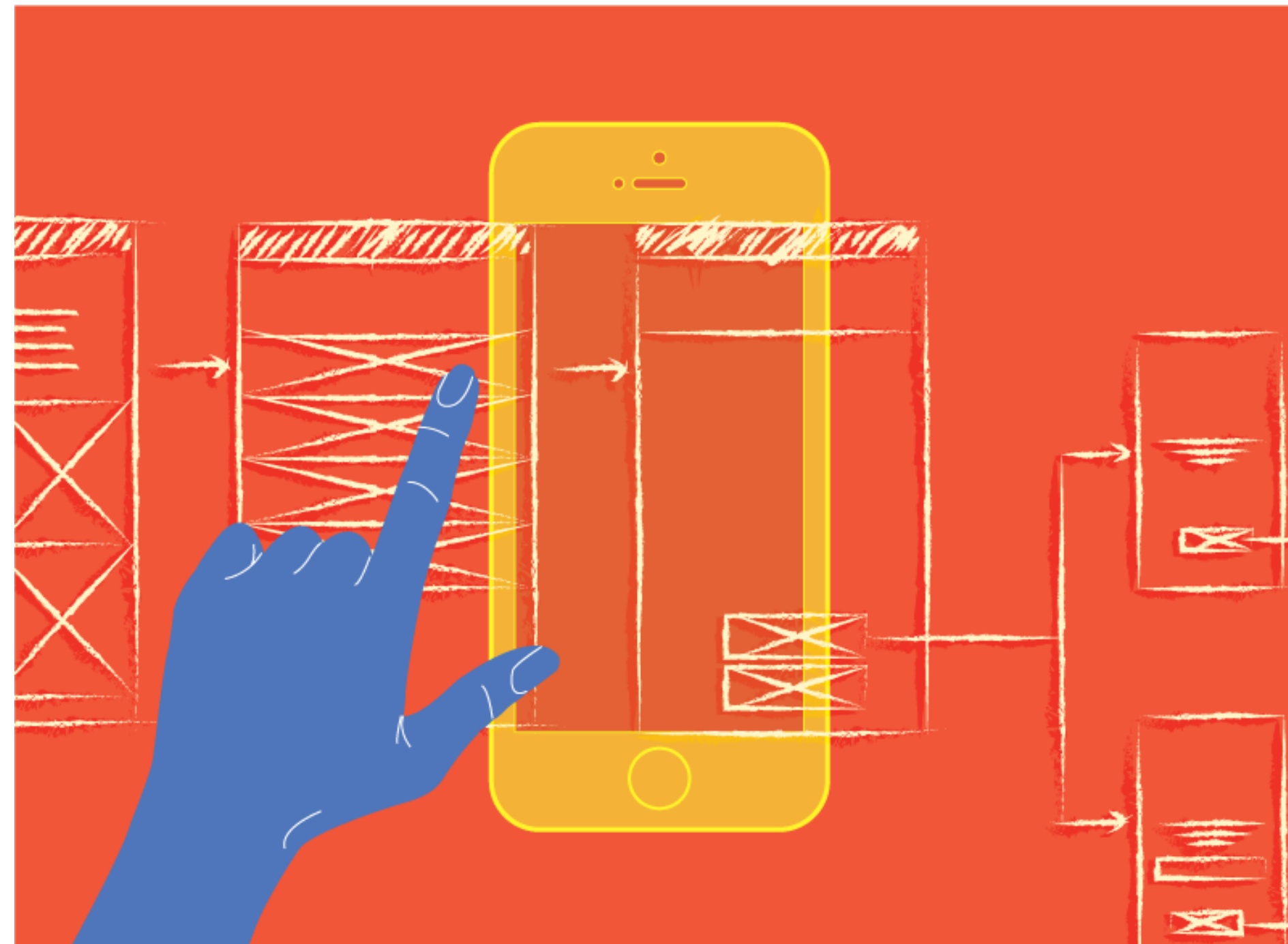
Understanding user expectation

Shortcuts

Tap, don't click.

Language is important

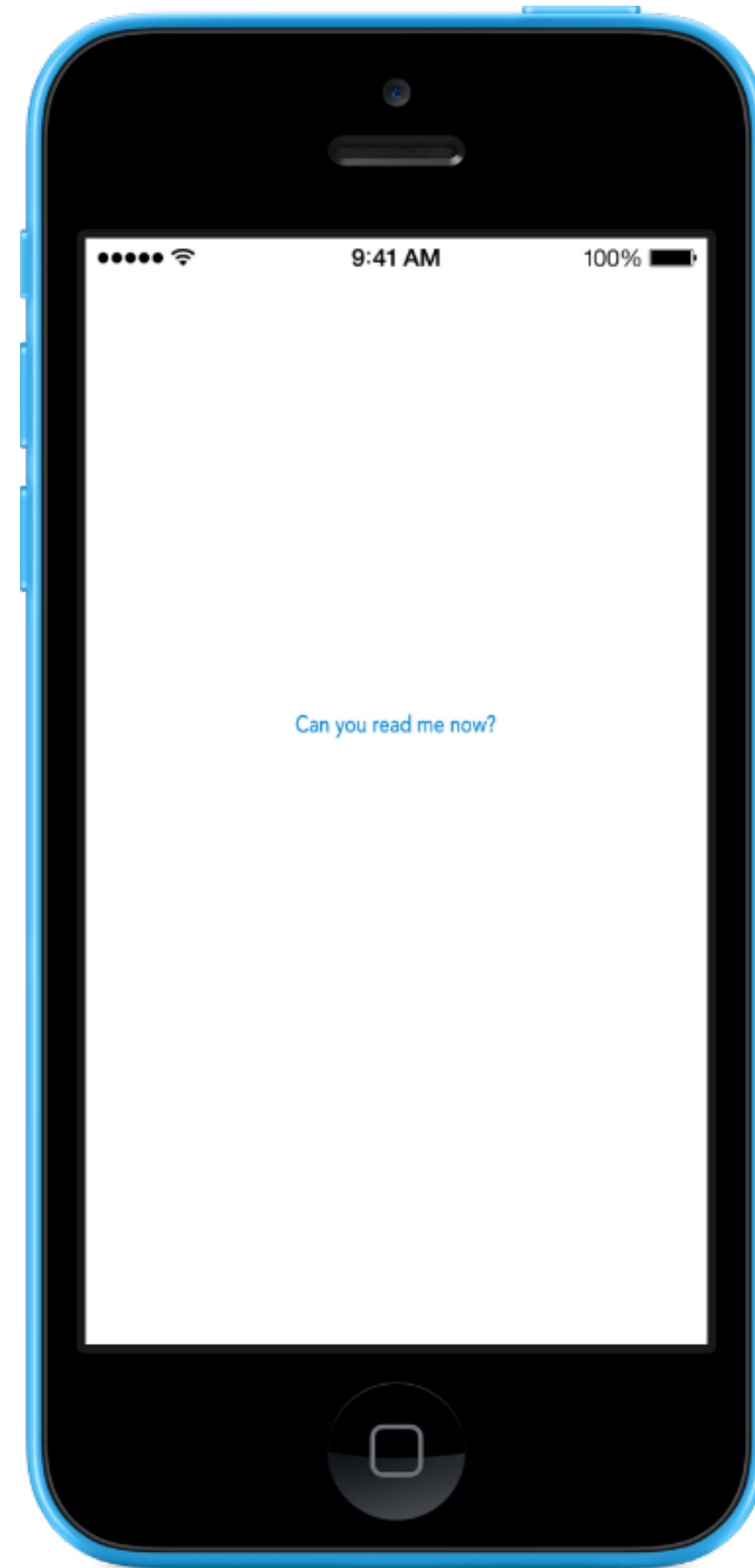
View not page/
screen



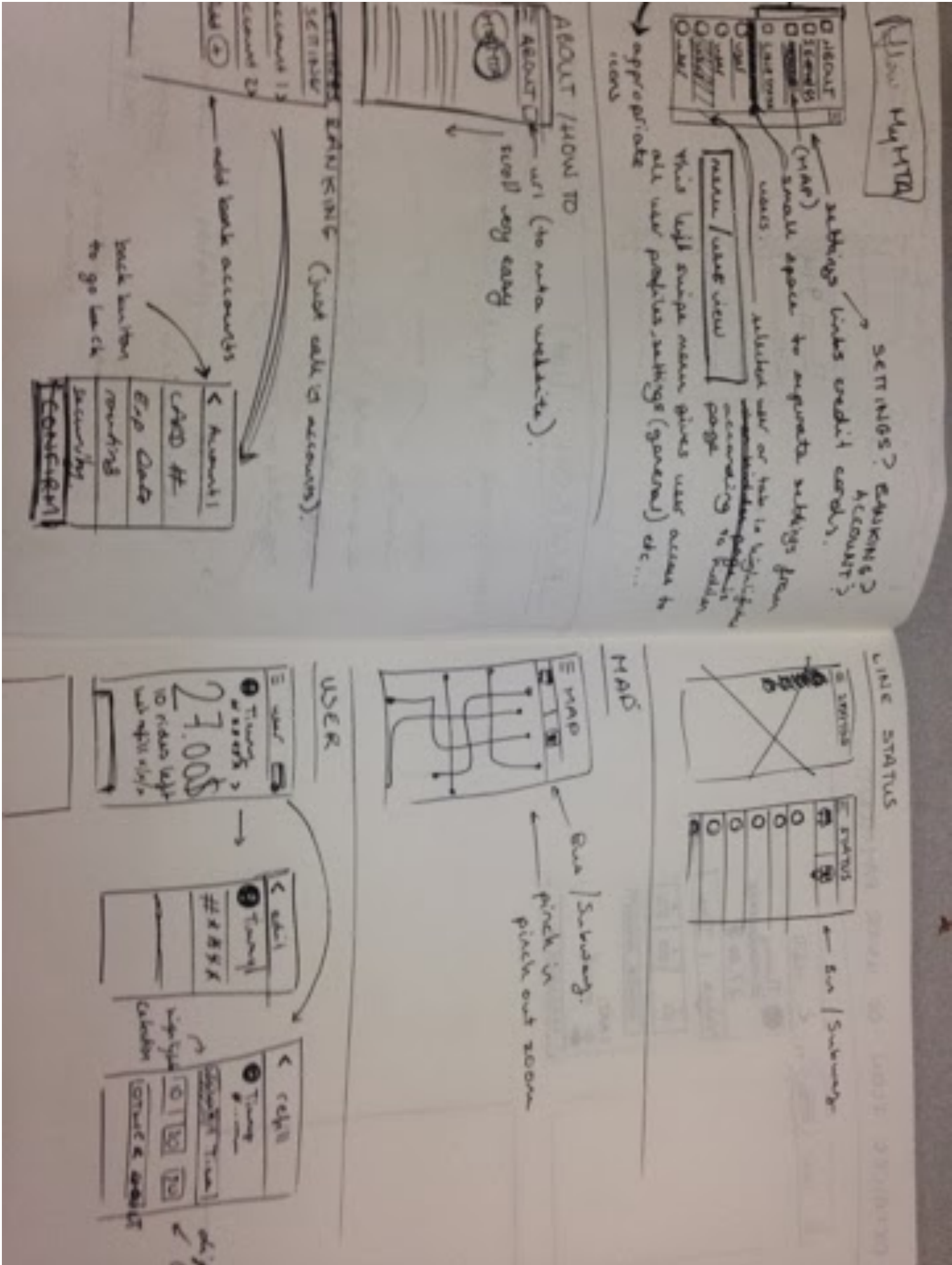
It's a small screen, after all.

Business/Index card sized

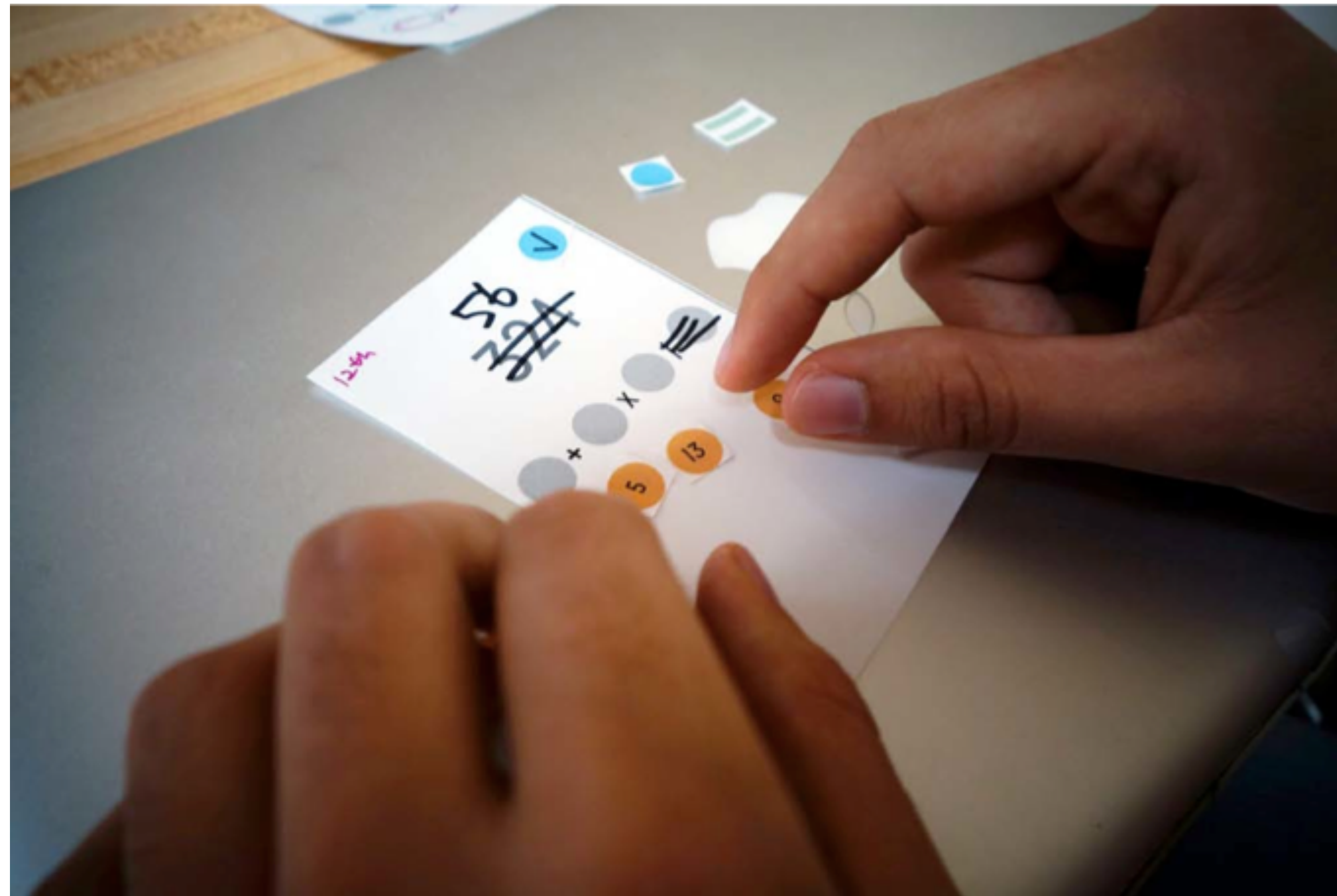
44 x 44



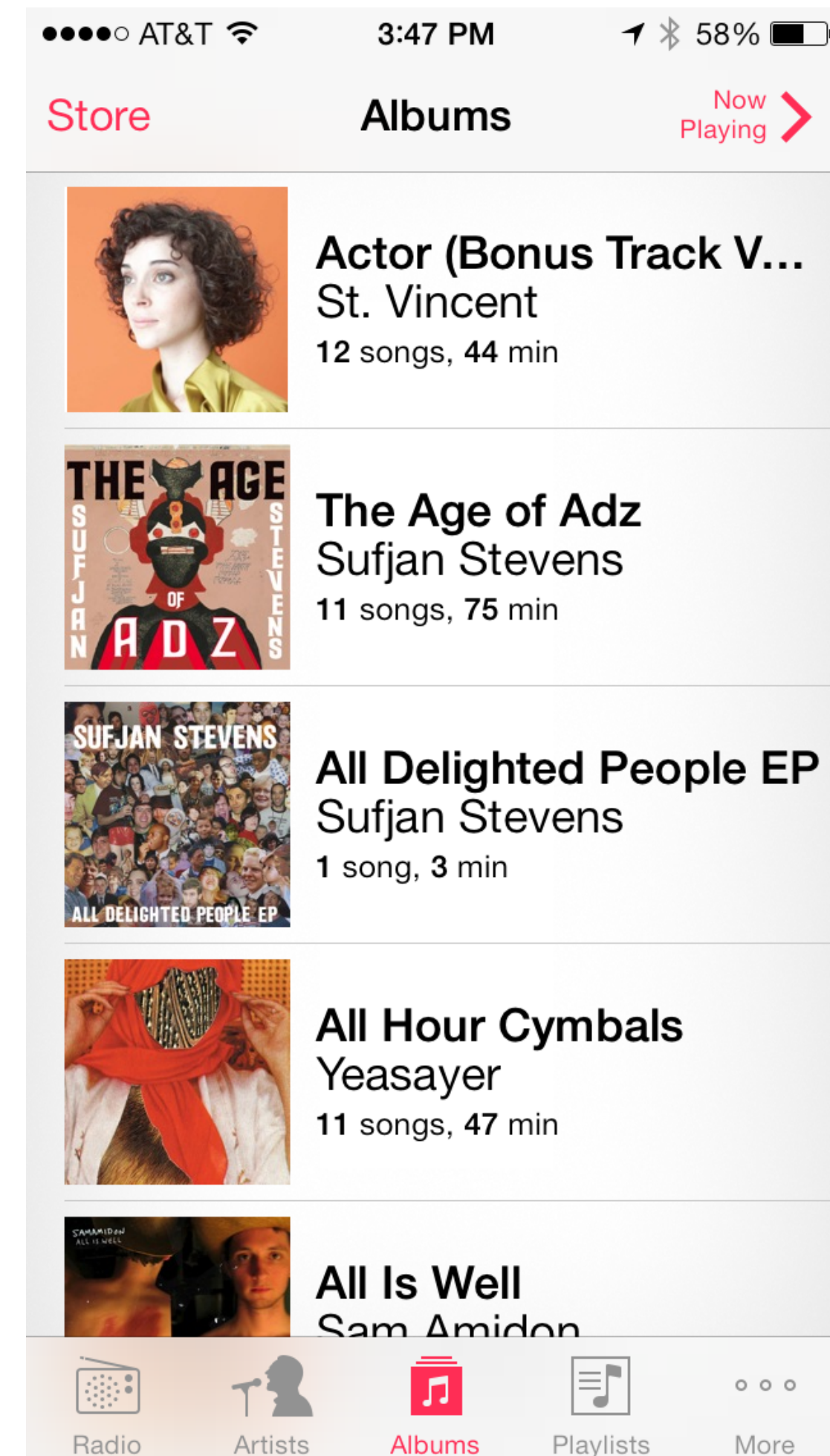
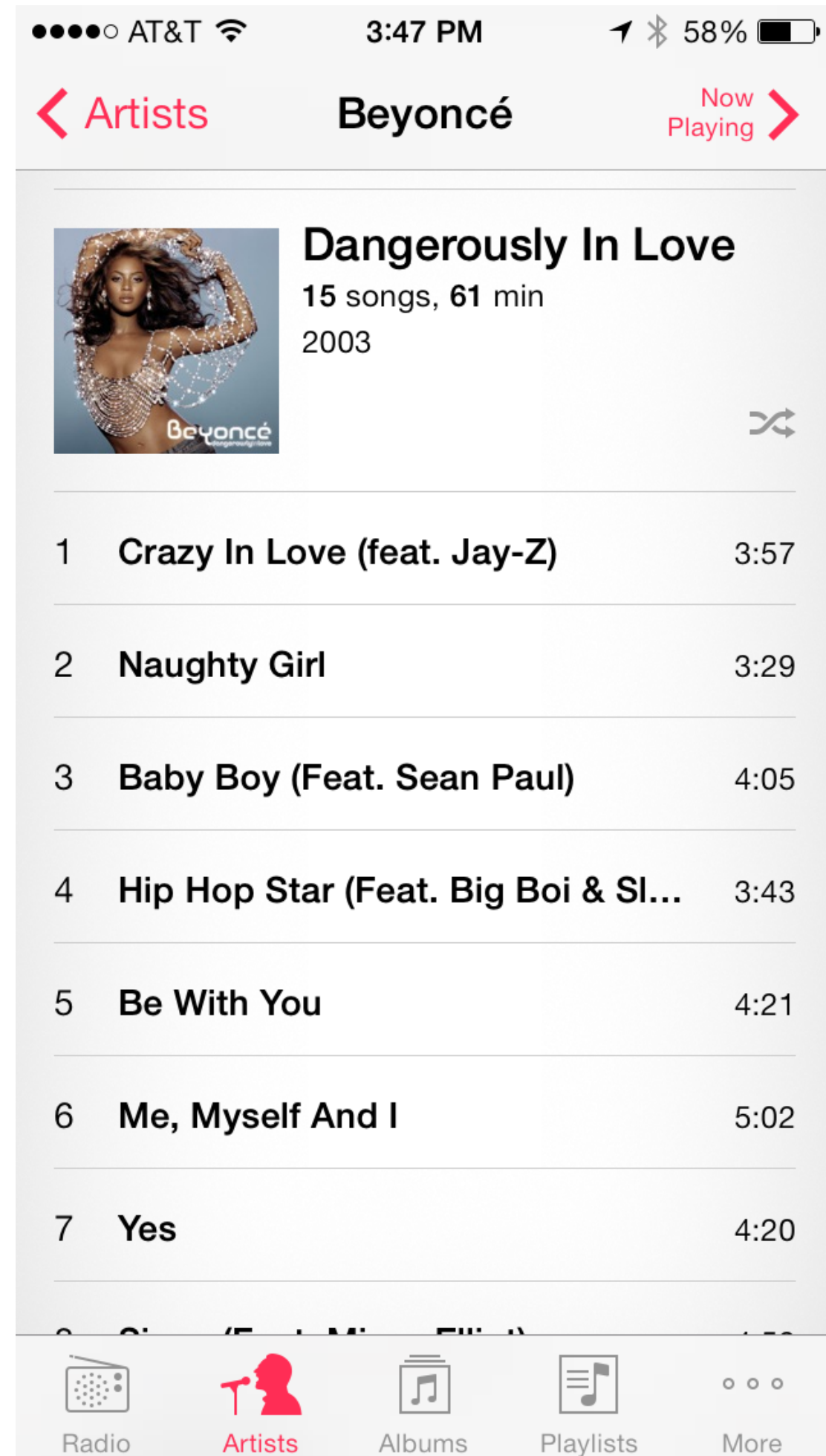
Be quick and dirty...



Prototype early and often



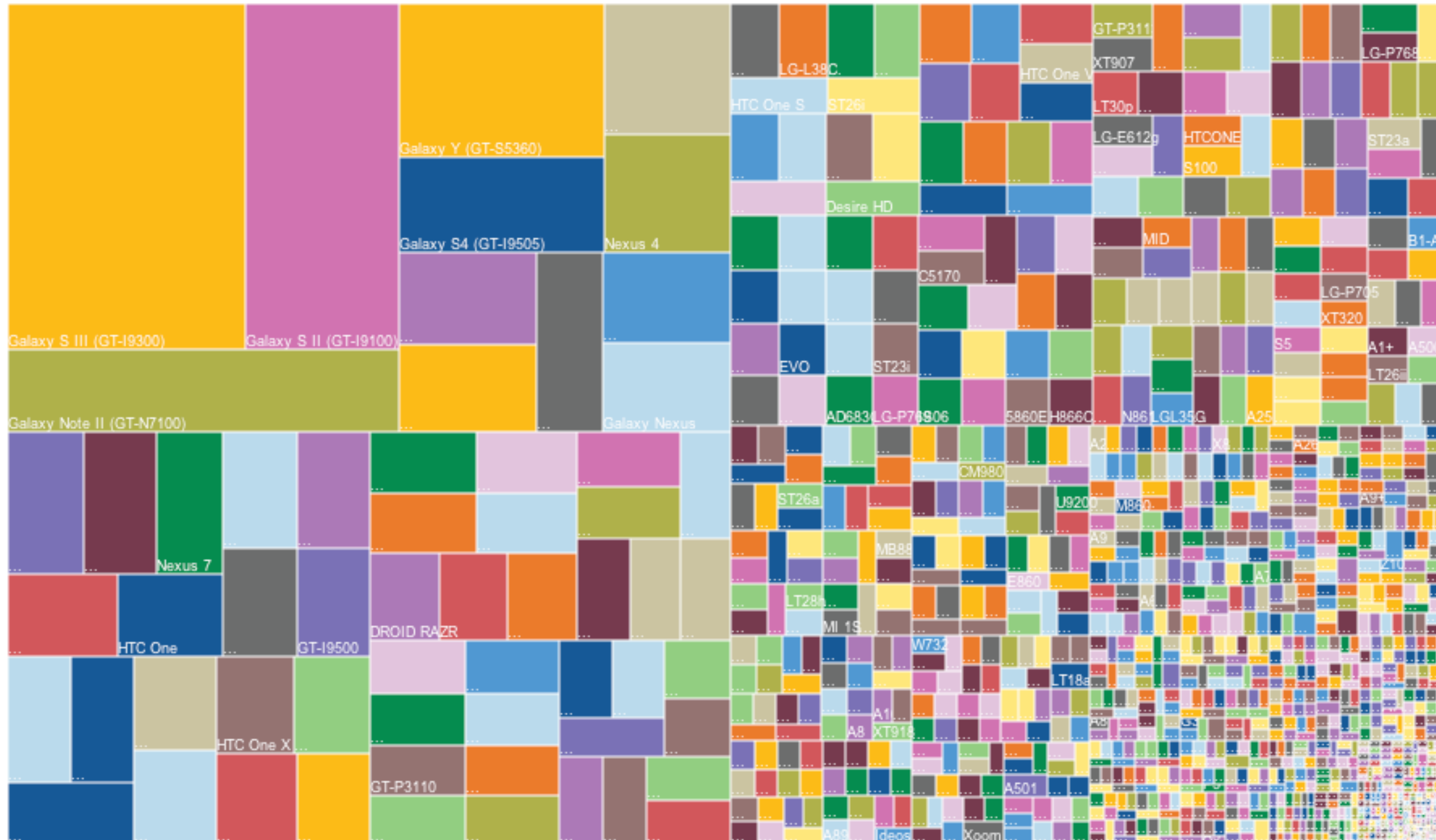
Tab Bars



Know what's important.



Know your platform(s).



Limit friction.

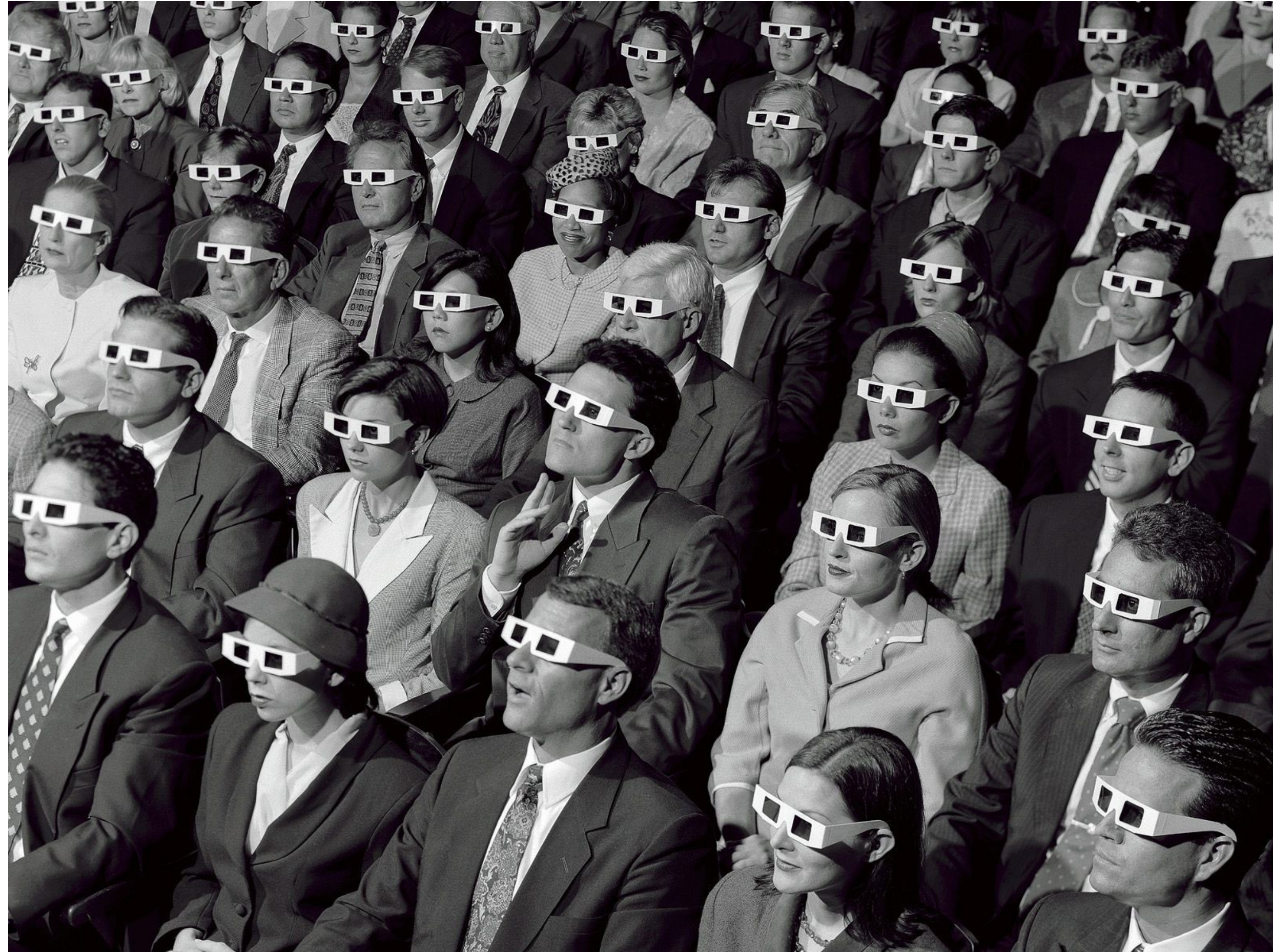


Show content immediately

We know who you are

No logos in your app

Focus



Process

Your user

Who is your user?

What are you doing for them?



Get Sketchy

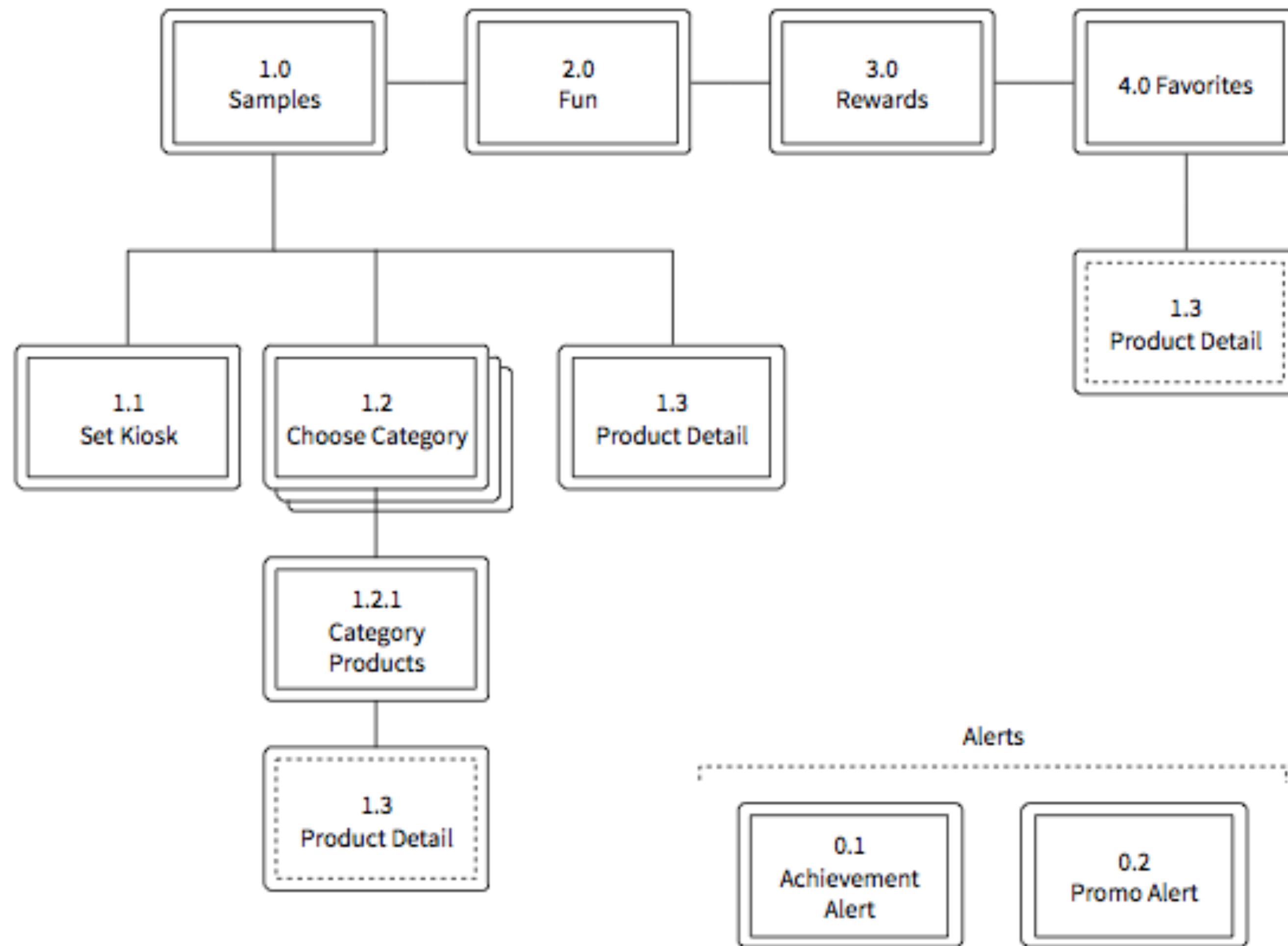
Wireframes: App map

Shows every view and their connections

Make one for your app for the next session

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

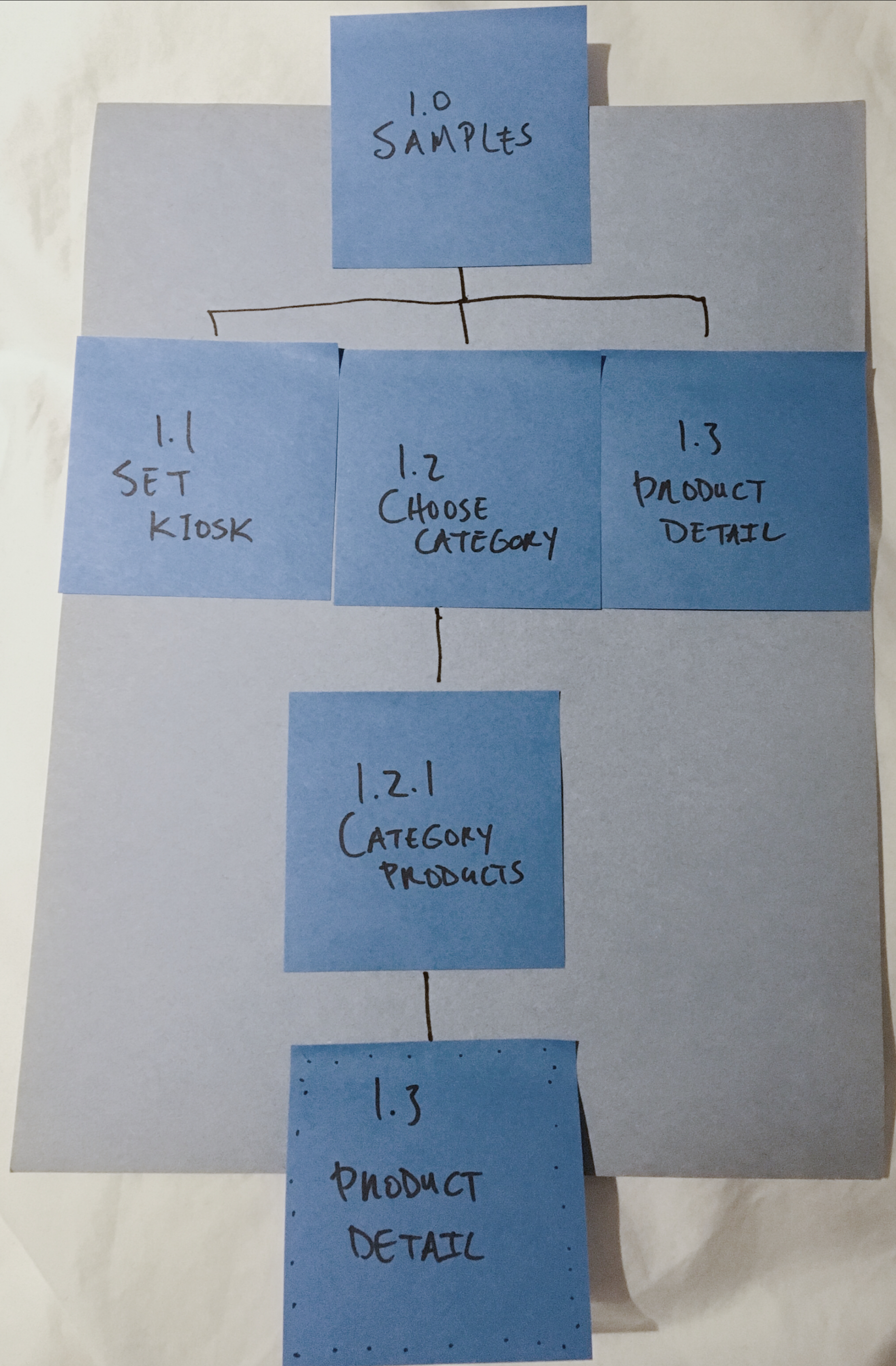
1.1
SET
KIOSK

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

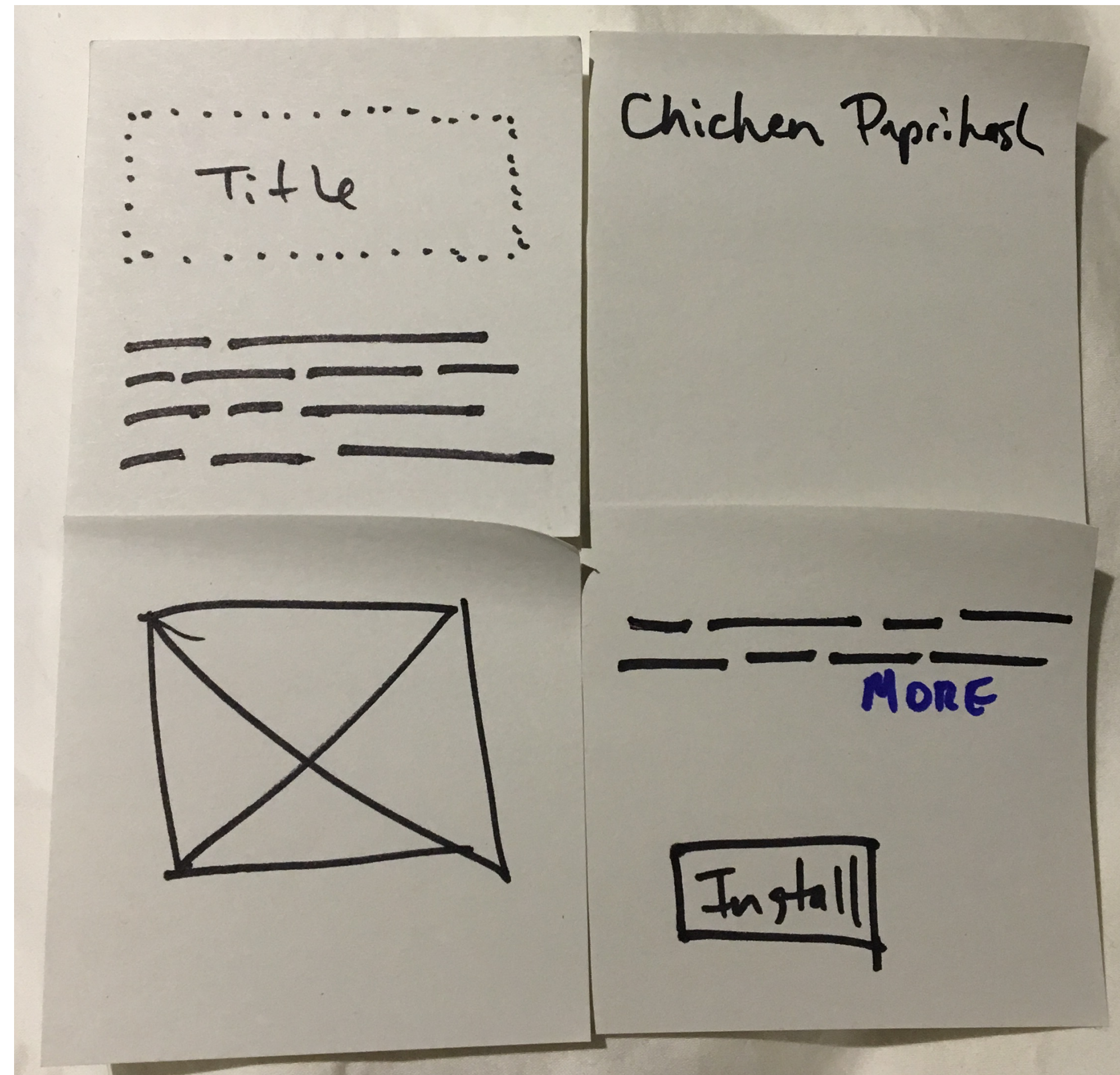
Show all content, interactions, and basic layout

Index Card Wireframes

Keep it to the basics

Don't worry too much about layout

Index Card Wireframes



Let's Sketch

Think up an app idea

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

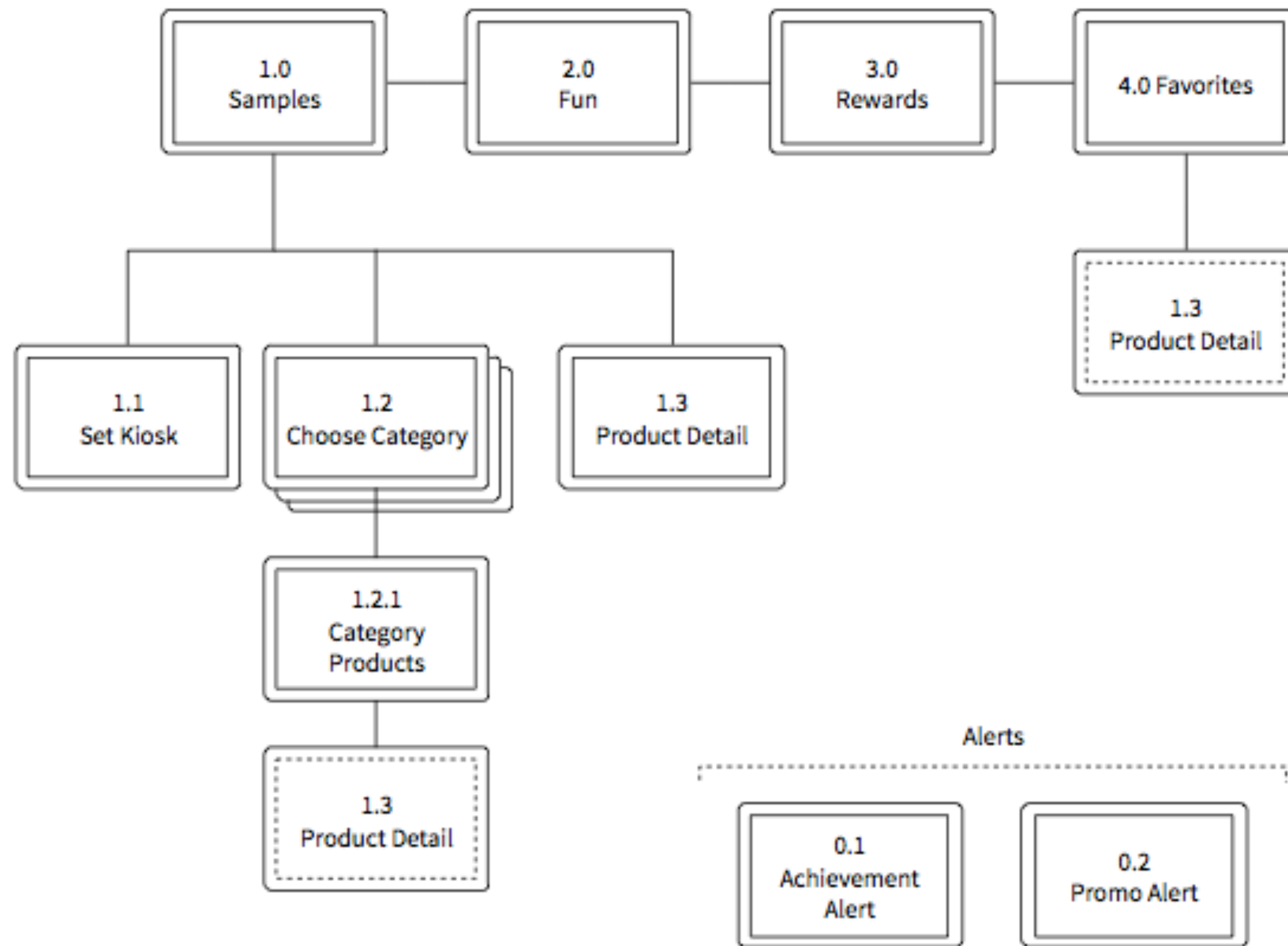
Let's Go Digital

Digital Wireframes

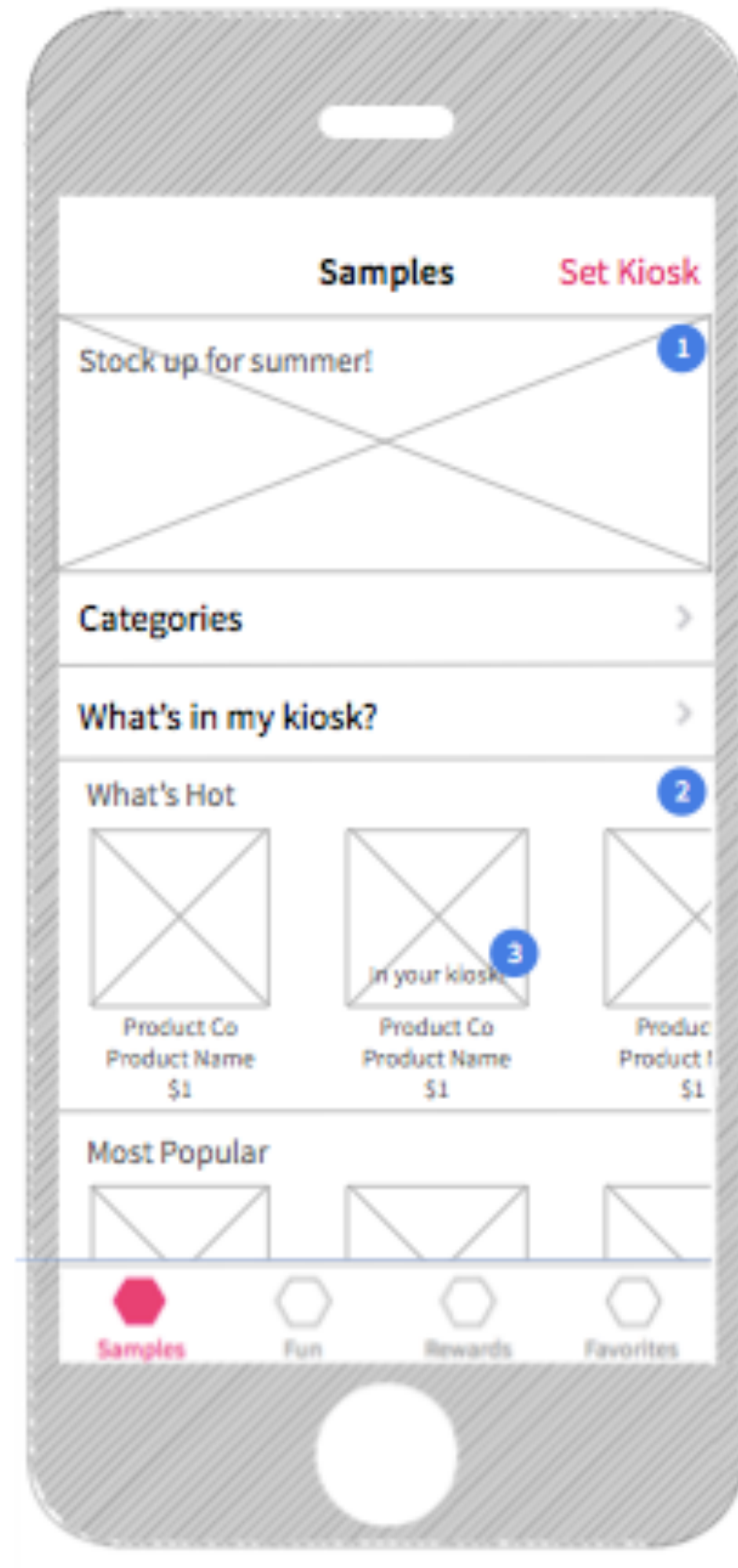
- Include real content not lorem ipsum or placeholder
- Think about hierarchy, and use different grays to emphasize
- Think about size of things on the view, will they actually fit
- Use color for links and other platform conventions

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.

SAMPLEit - Tue Jul 22 2014

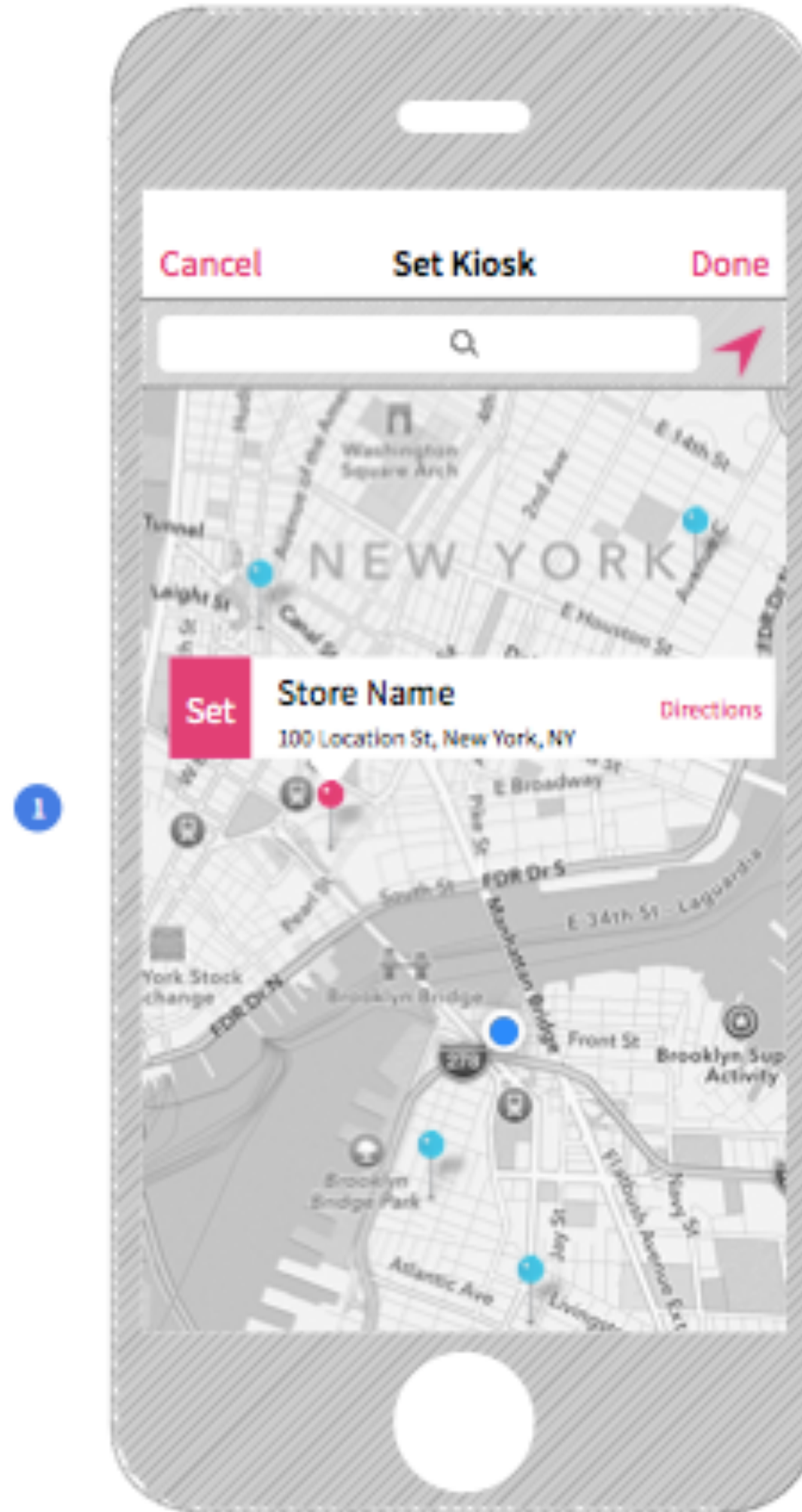
Set Kiosk 1.1

1. Currently selected kiosk

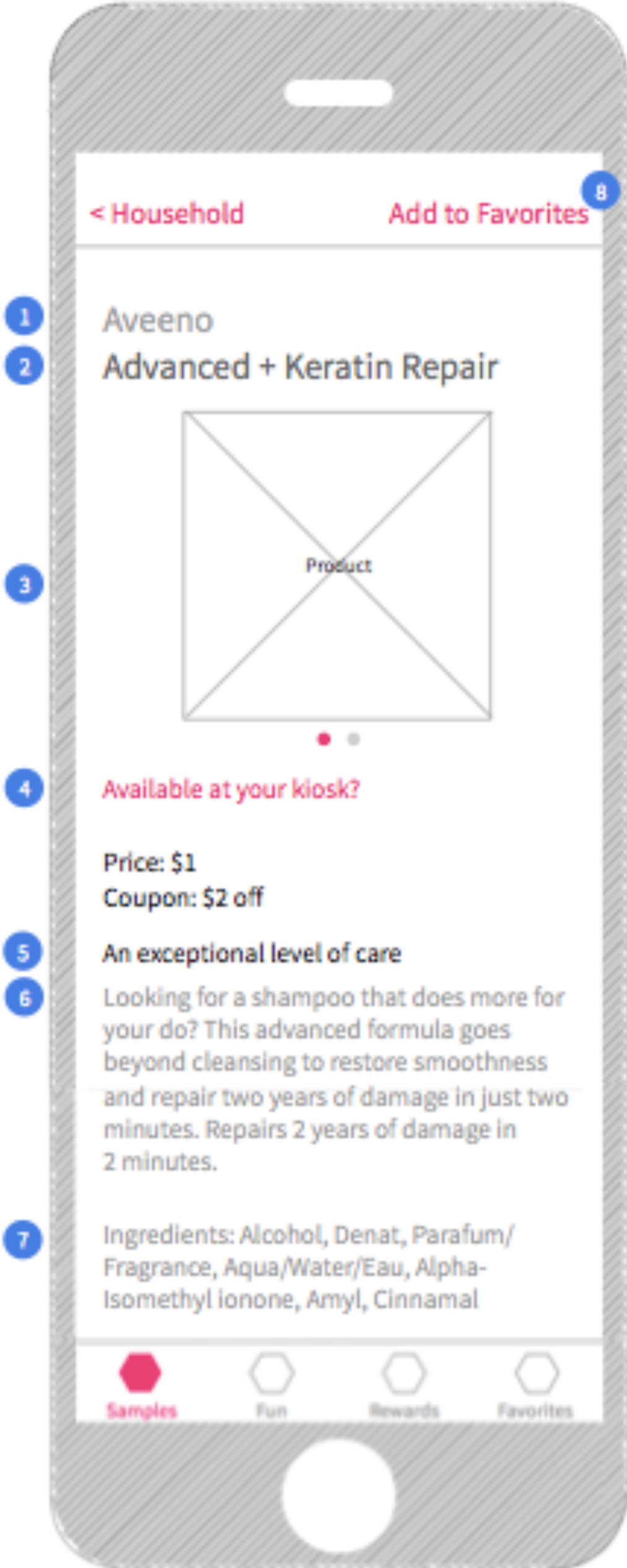
User will be able to set or change the default kiosk.

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.



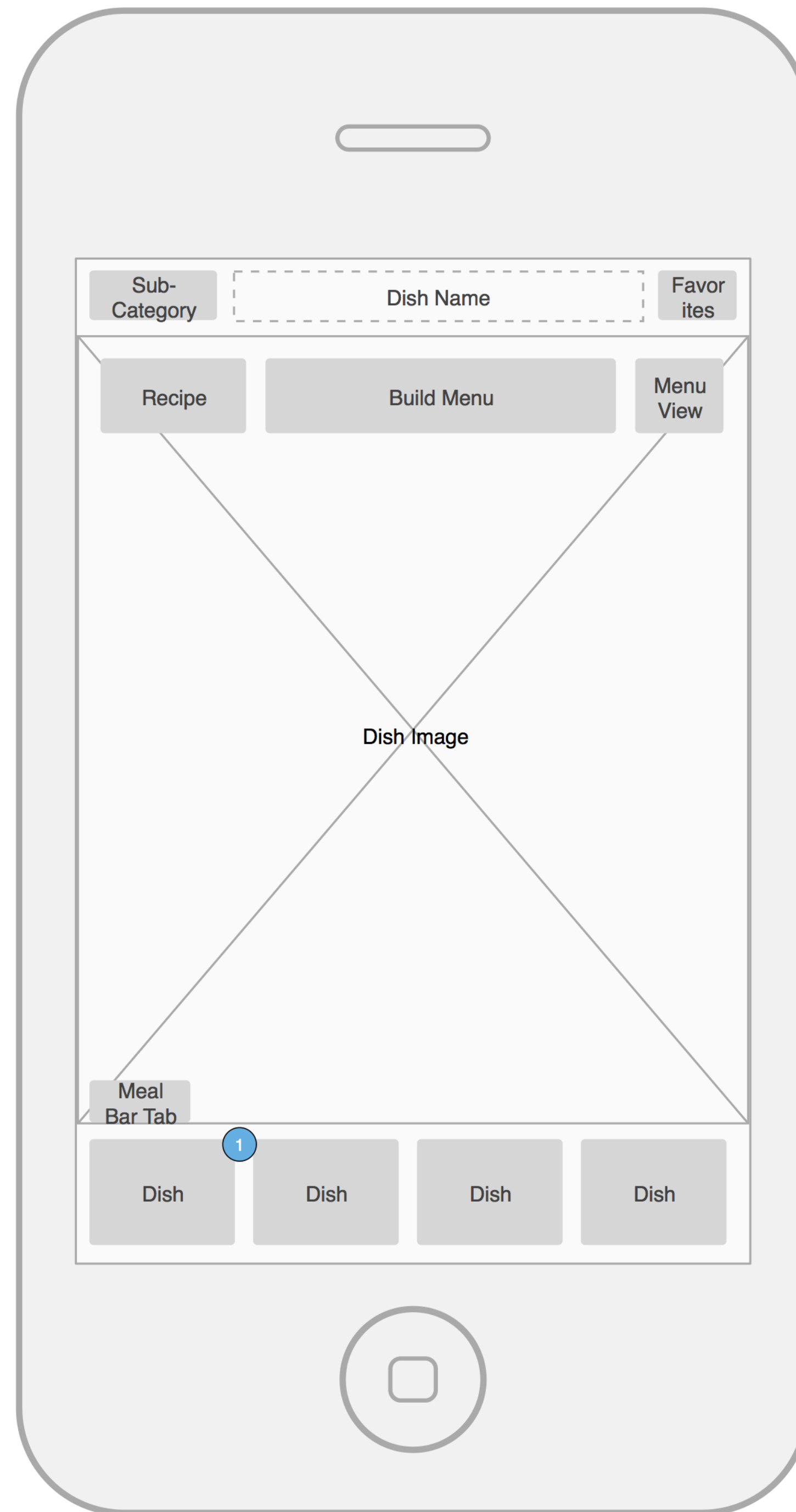
1.0 iPhone - Dish Selector Meal Bar Expanded - Wireframes - 4 March 2011

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, each wire on canvas, print to export

Graffletopia

For Next Week

Look on the blog

Don't worry about tagging anything

Sources

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An email from Dimitri Stancioff on Feb 4, 2014

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How To Make Sense of Any Mess- Abby Covert