

# Mobile UX

SVA

Week 1

# Course Structure

1. Mobile Lecture & Sketching
2. Wireframe Presentation & Critique
3. Prototyping
4. Design Presentation & Critique
5. Apple TV Design Presentation & Critique

# Today

10:00-10:15 Class Setup

10:15-11:15 Mobile UX 101 Lecture, pt 1

11:15-12:15 Sketching App Maps

12:15-12:25 Coffee Break

12:25-12:50 Mobile UX 101, pt 2

# #saturdayapps

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

# Class Setup

# Intros: Me

On SVA-IXD Slack, drewcogbill

Office hours by request in Midtown/Slack

# 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.

# 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

<http://drewcogbill.com/svamobileux/wp-admin>

Quick intro to posting to a WordPress blog

# Mobile UX 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

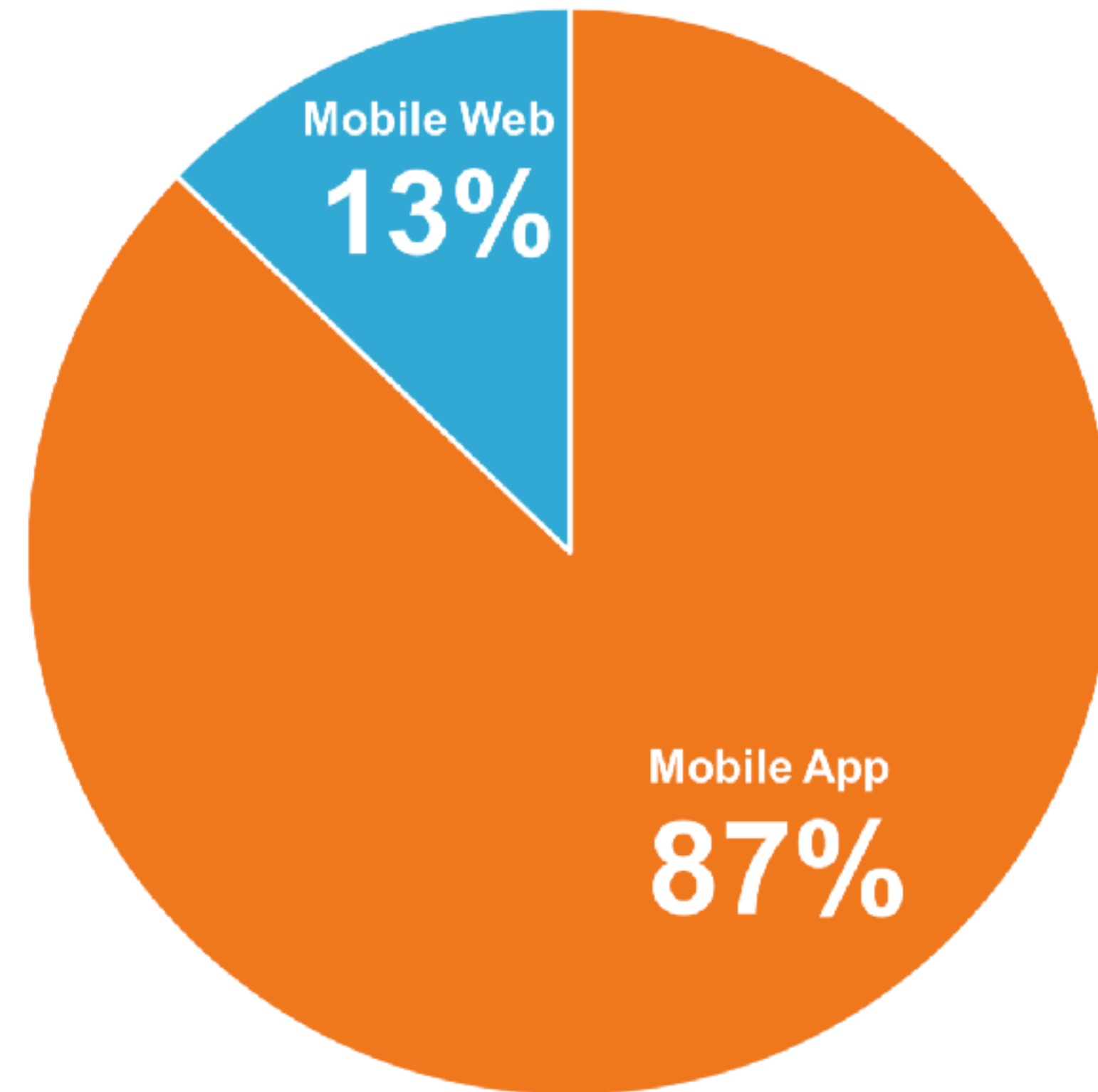
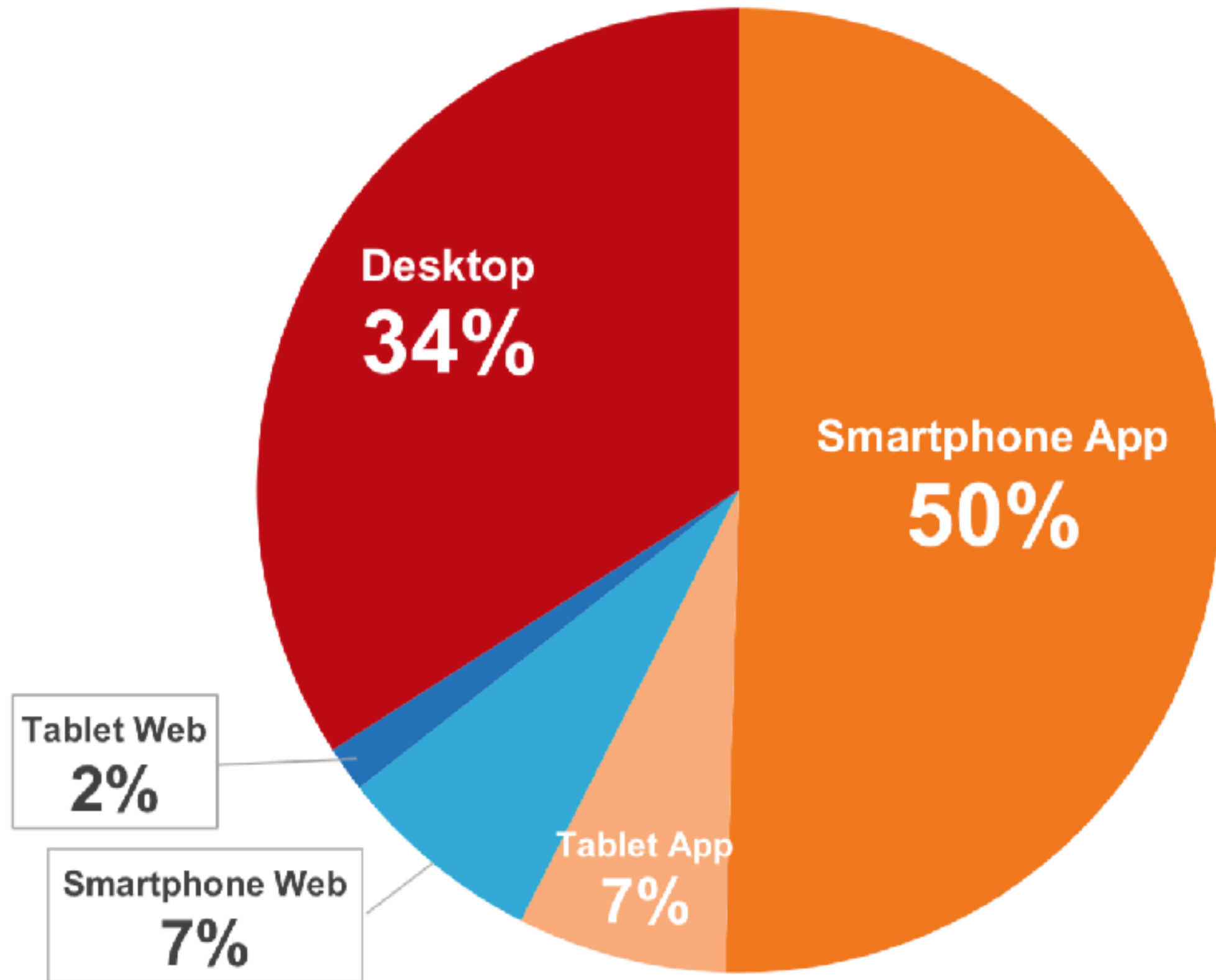
# Mobile Stats and Facts

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



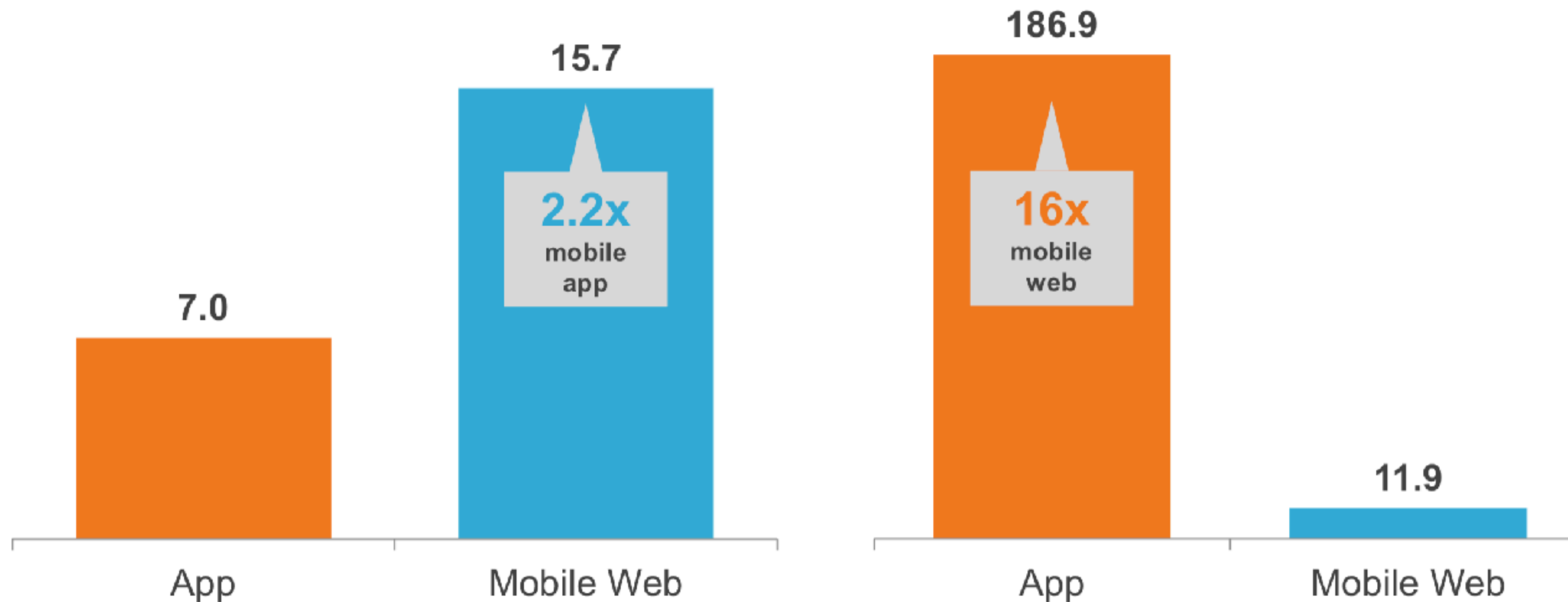
# Mobile Stats and Facts

## 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



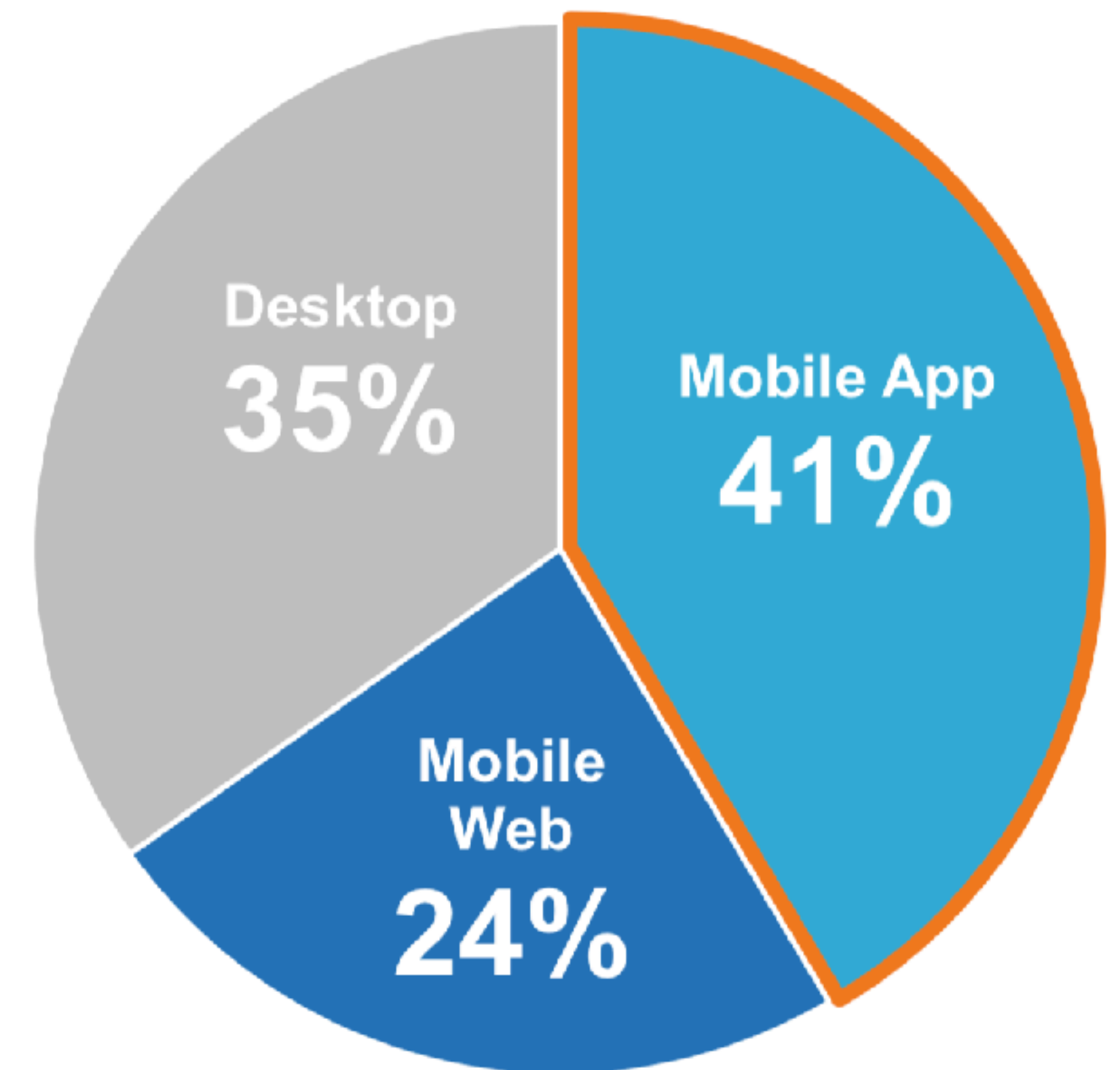
[3] [4]

# 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

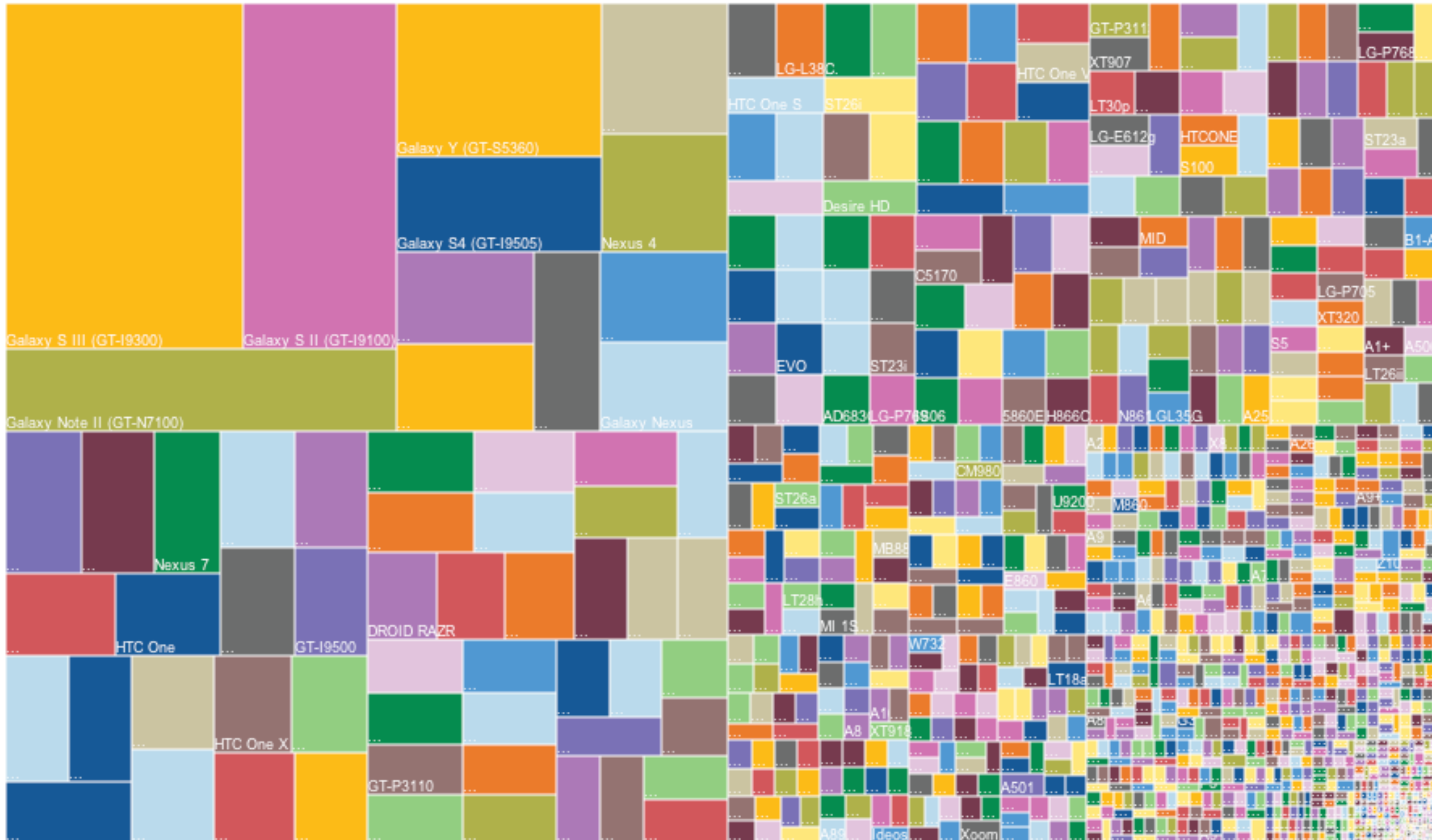
Swipe to close Facebook  
images

TBD: iPhoneX, ForceTouch / 3D  
Touch



# Shortcuts

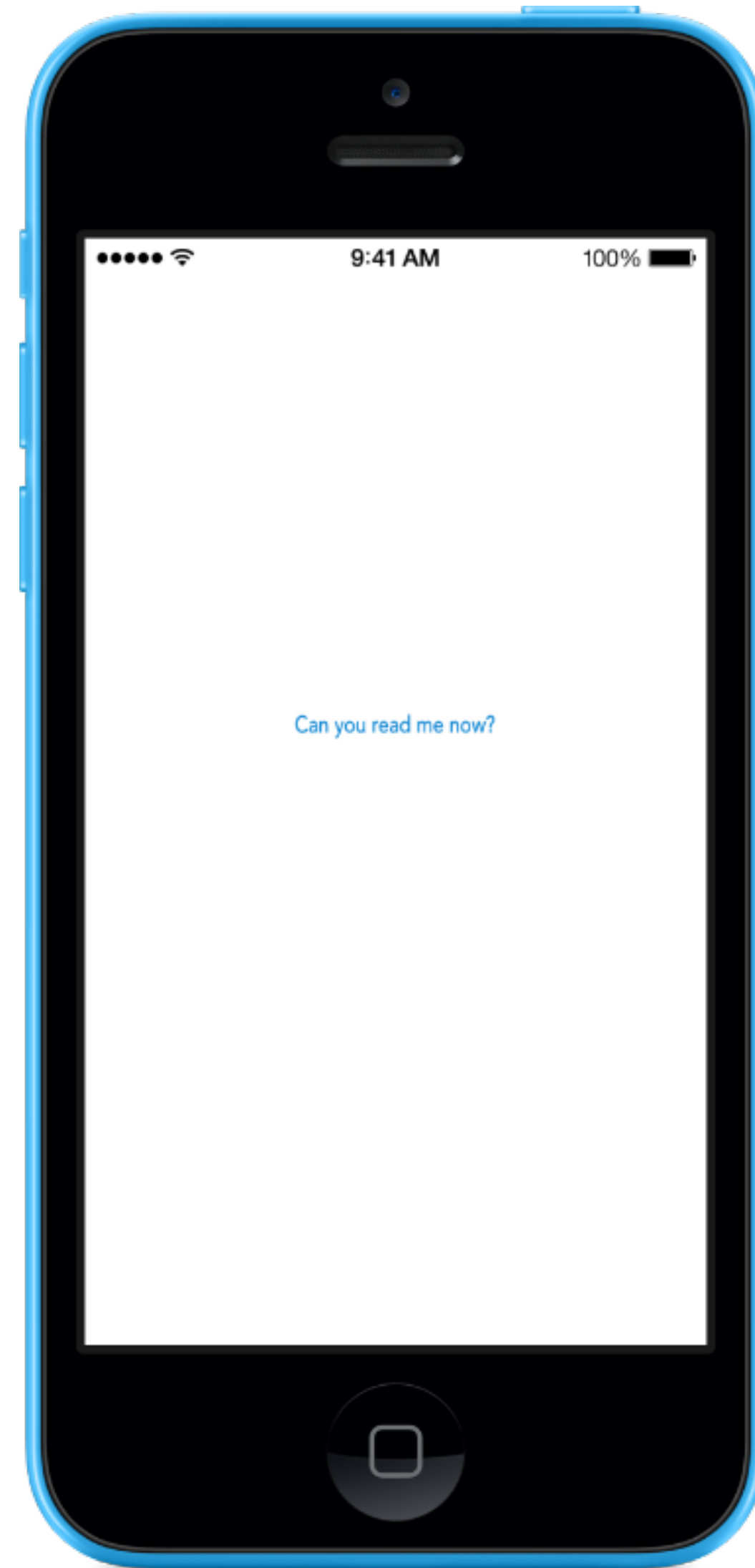
# Know your platform(s).



# It's a small screen, after all.

Business/index card sized

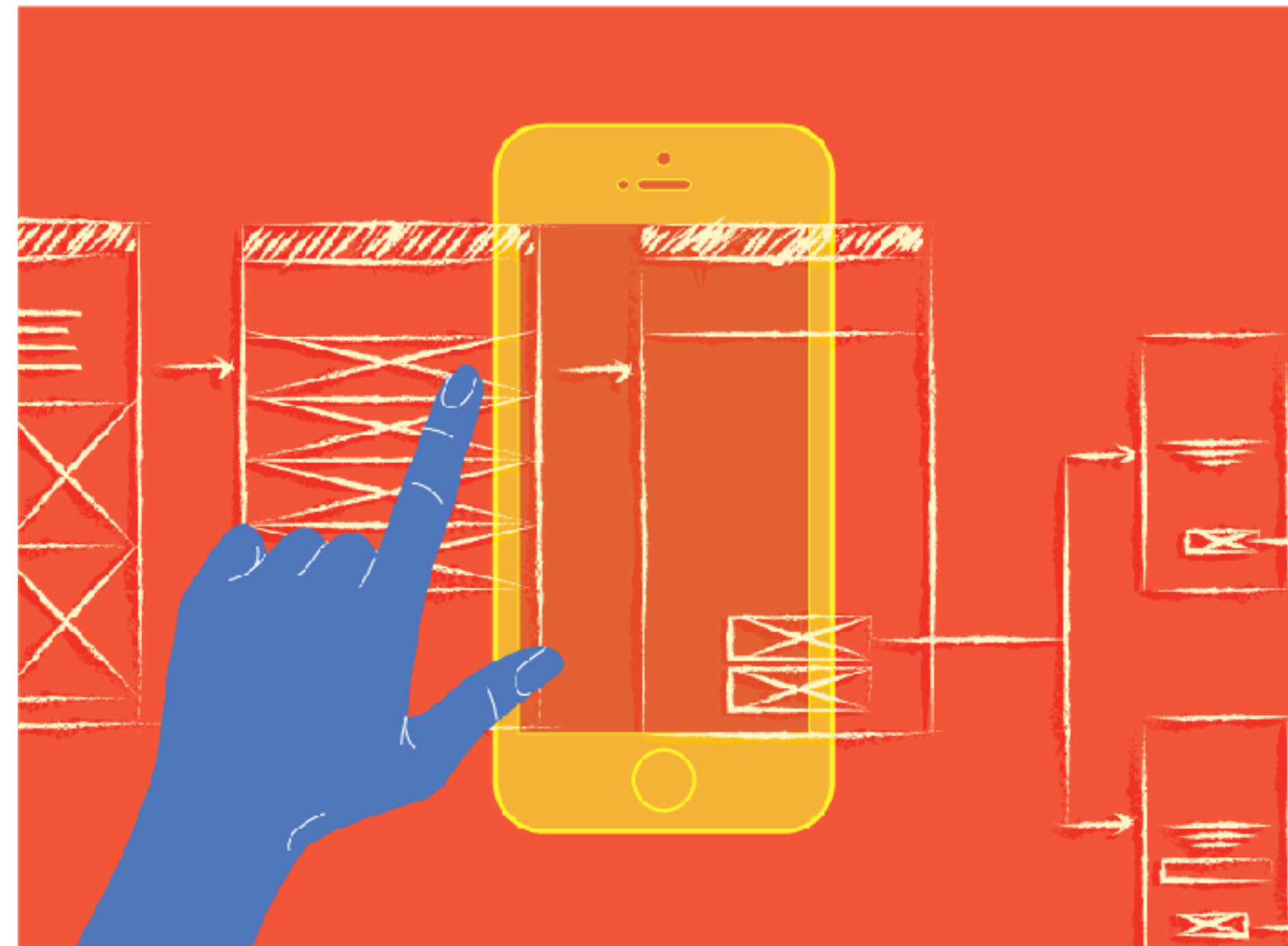
44 x 44



# Tap, don't click.

Language is important

View not page/screen (modal)



**We know who you are**

(this space left intentionally blank)

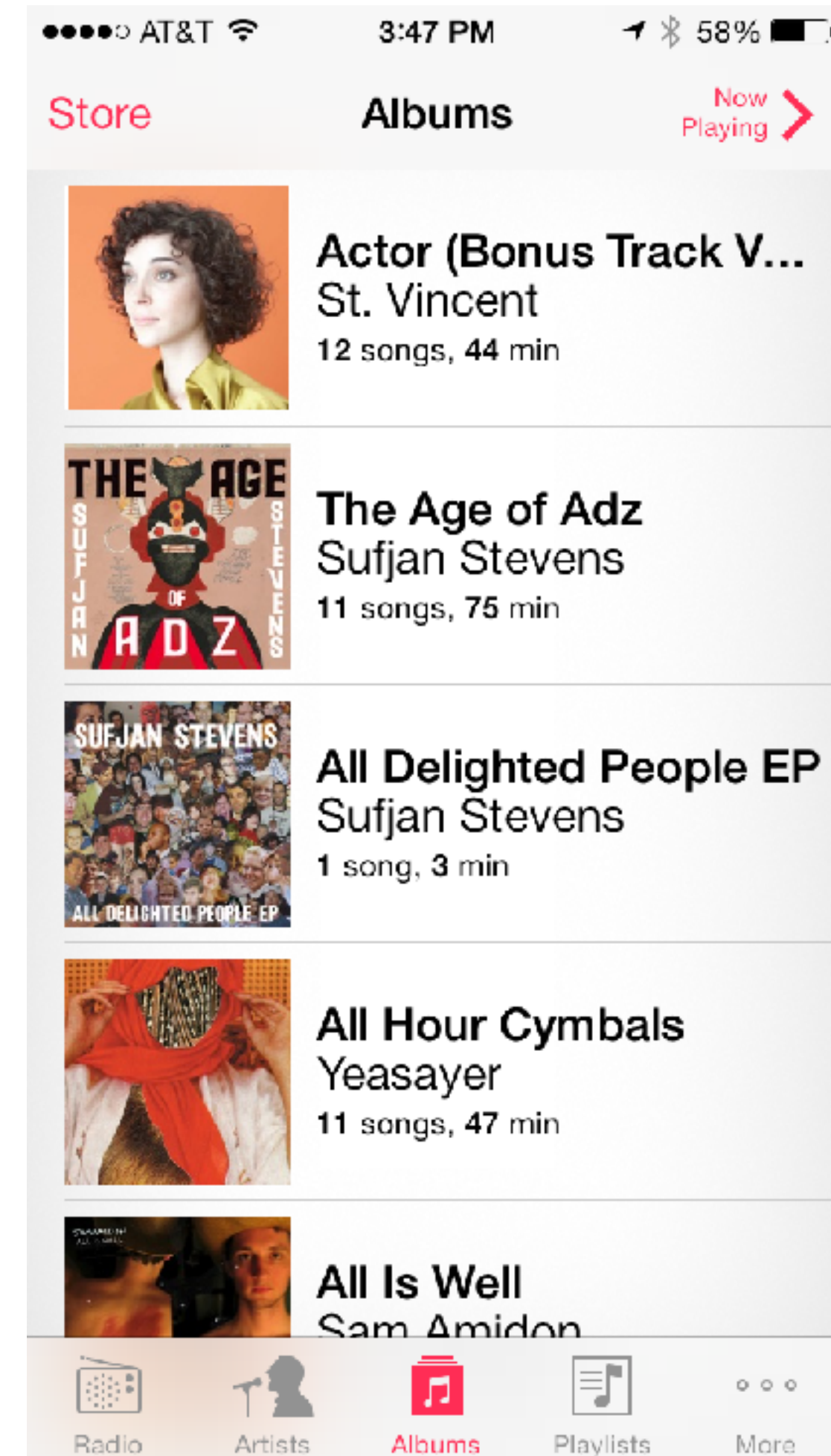
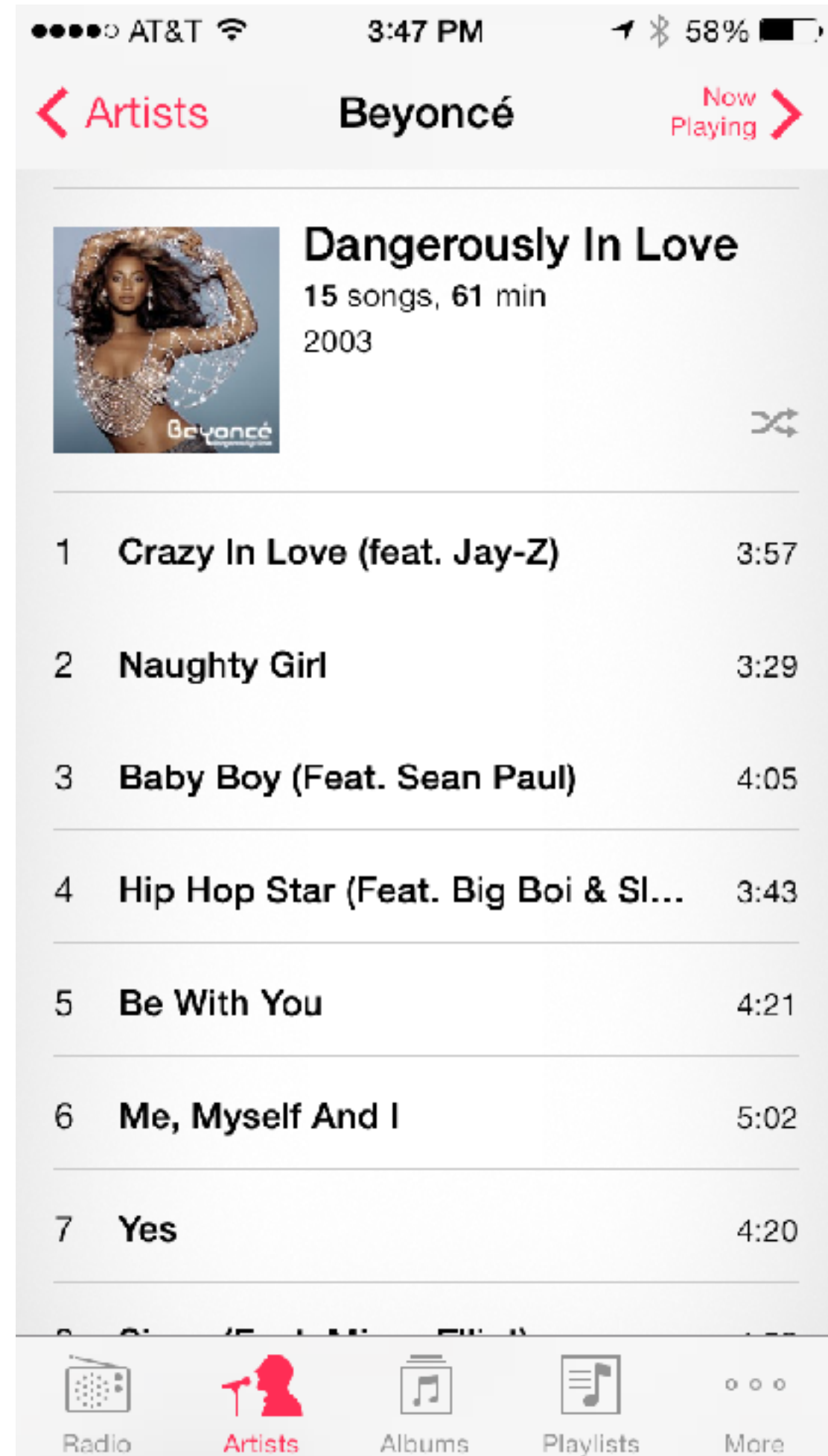
# Limit friction.



# Show content immediately



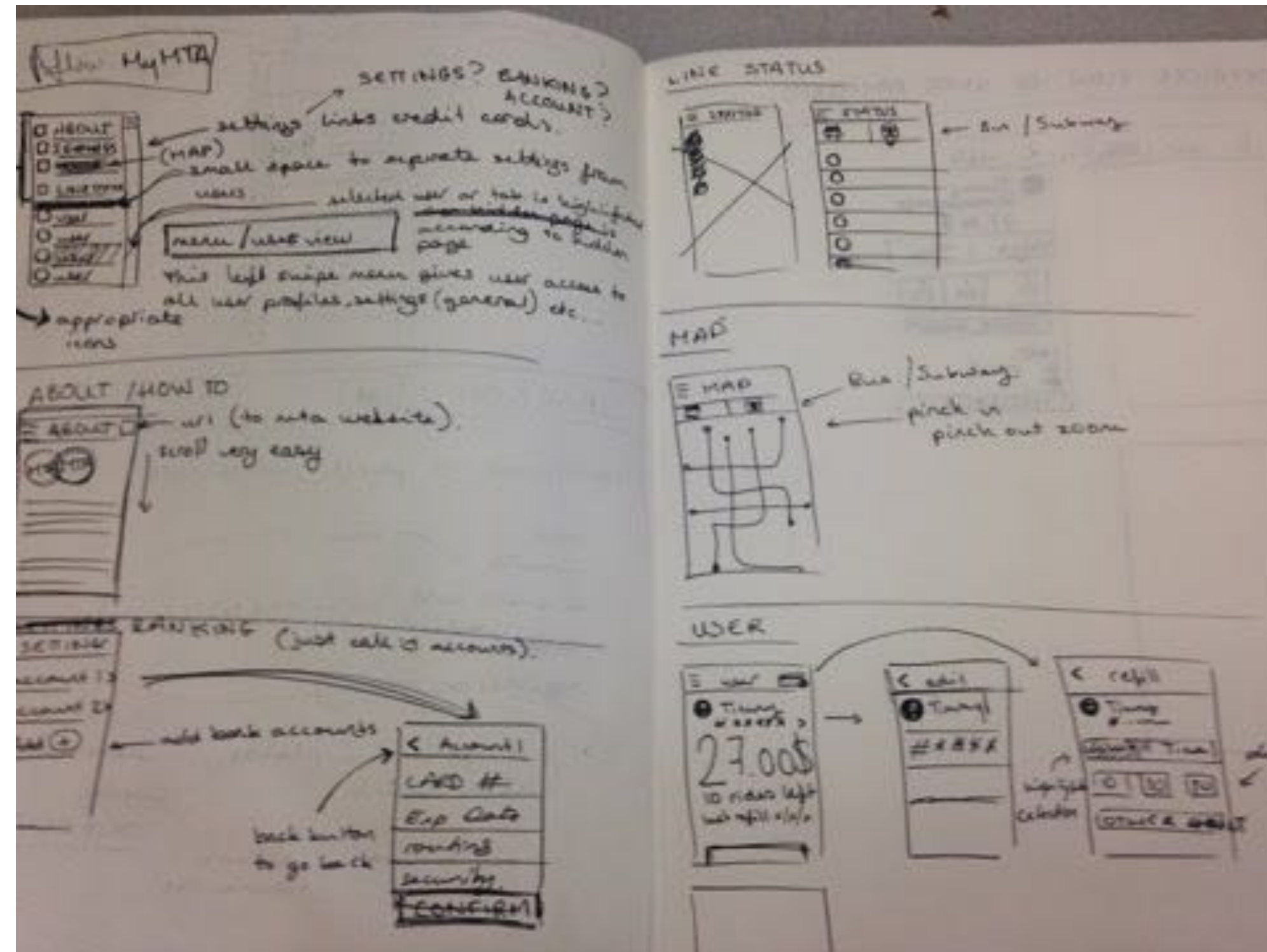
# Tab Bars



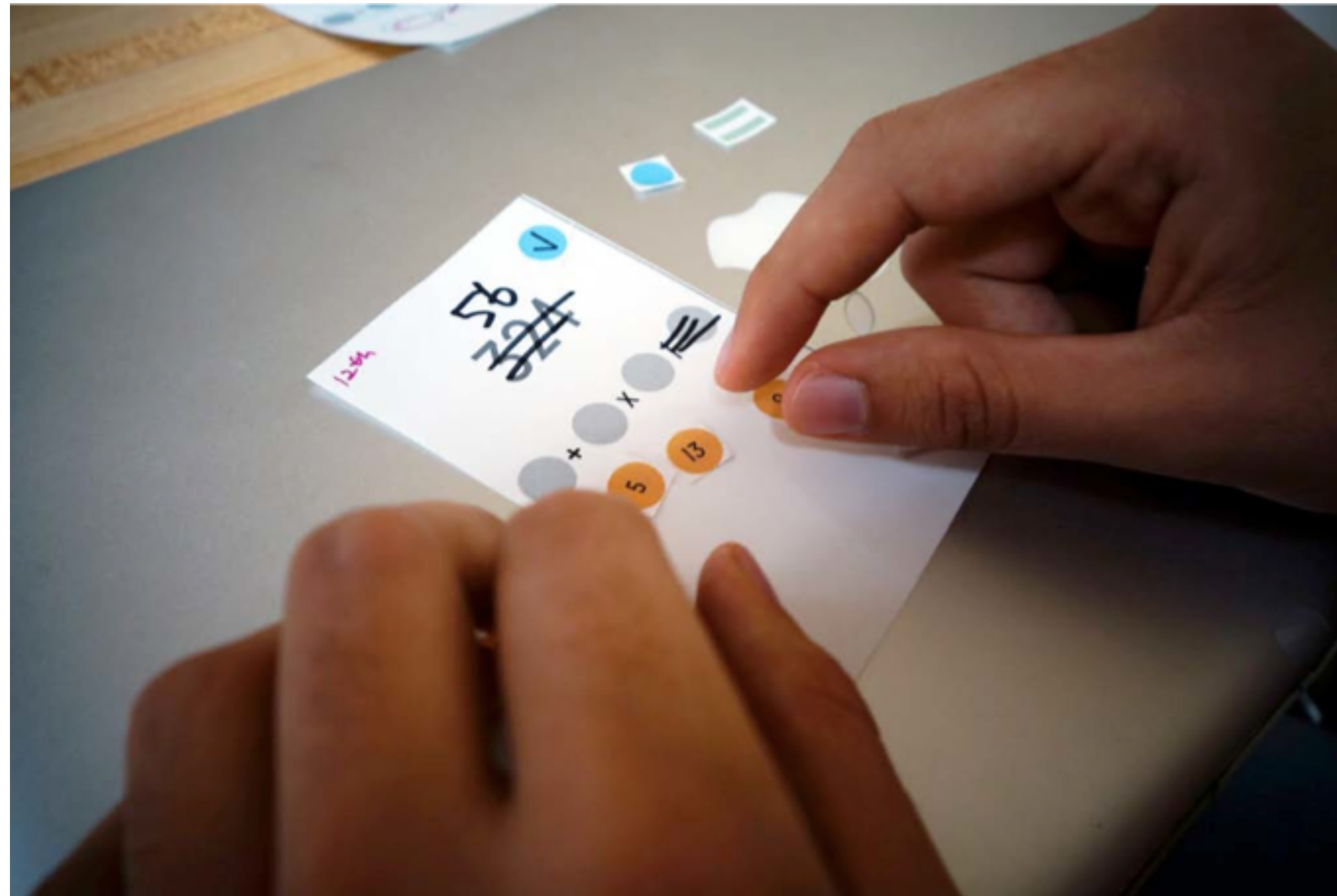
# Know what's important.



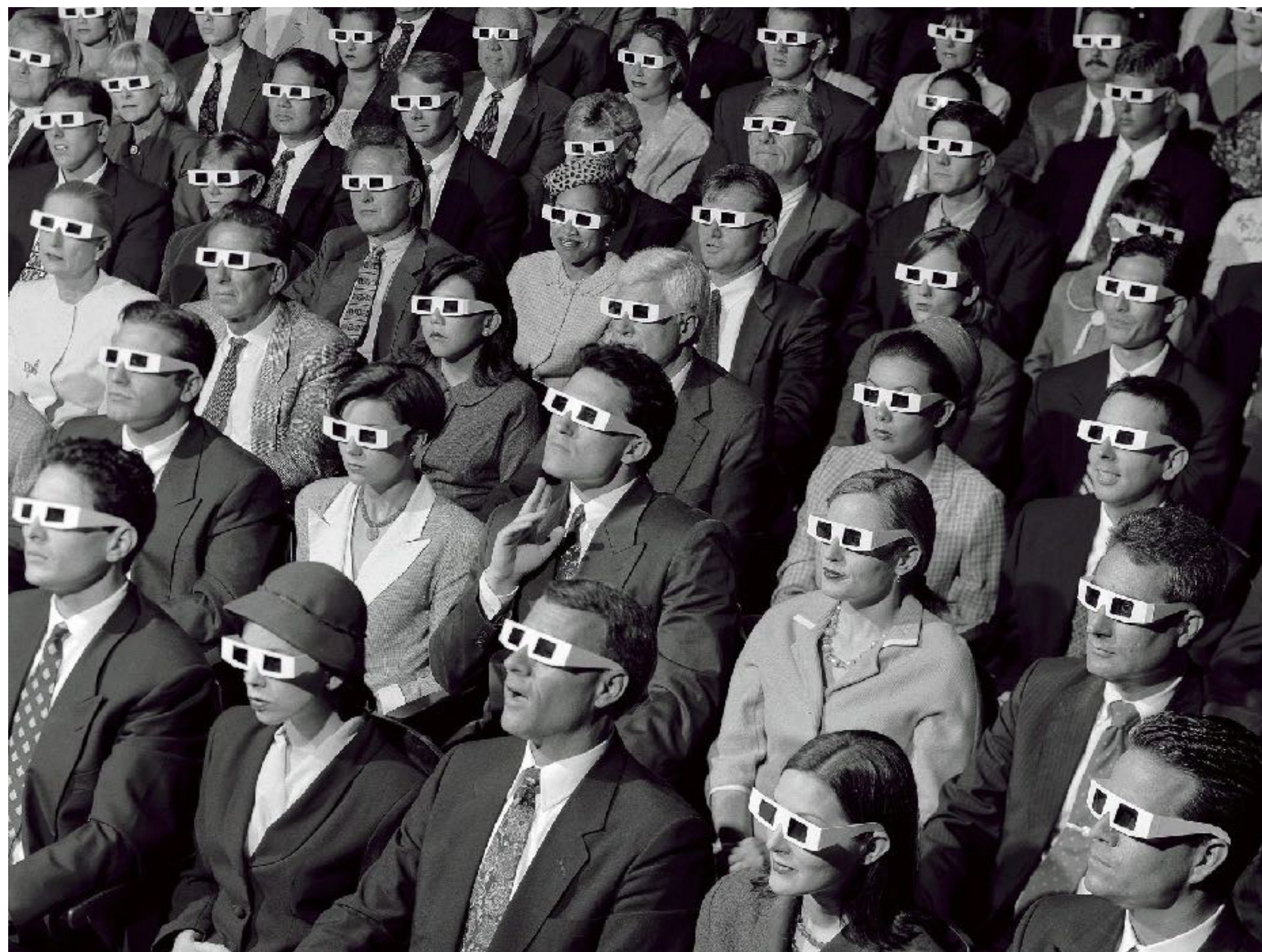
# Be quick and dirty...



# 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

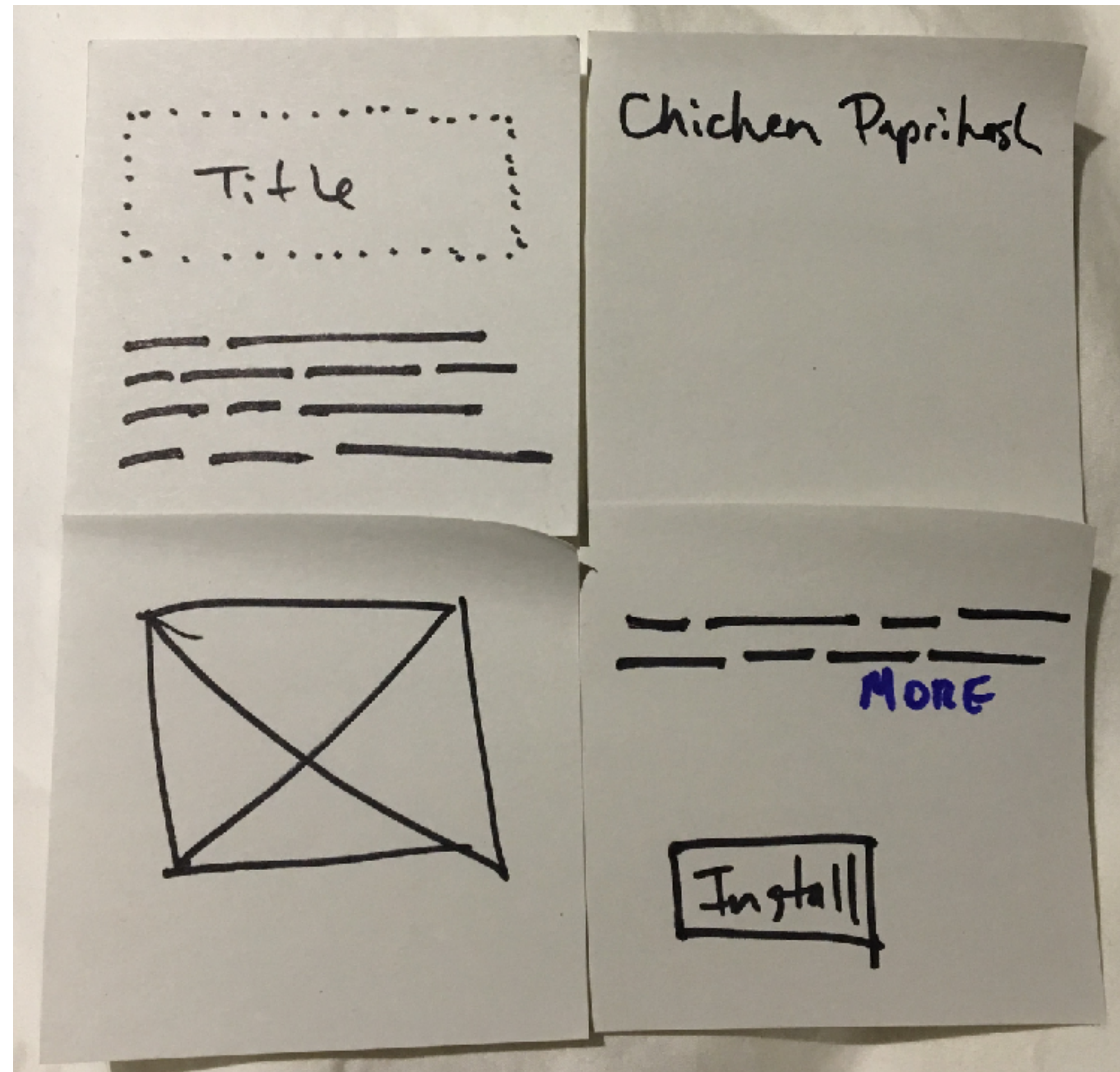
# Index Card Wireframes

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.

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**Let's go digital**

# Digital Wireframes

Include real content not lorem ipsum or placeholder

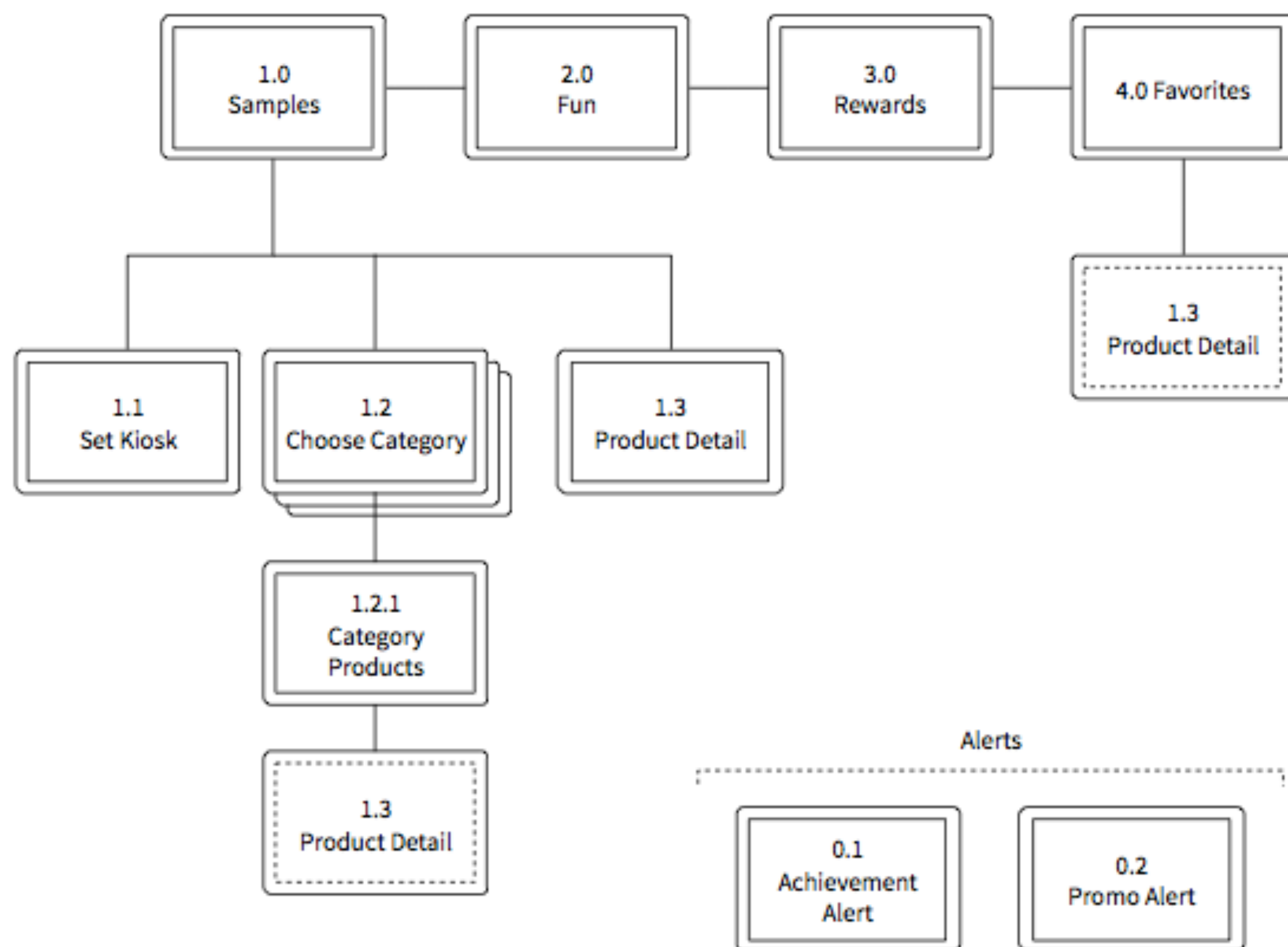
Think about hierarchy, and use different grays to emphasize

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

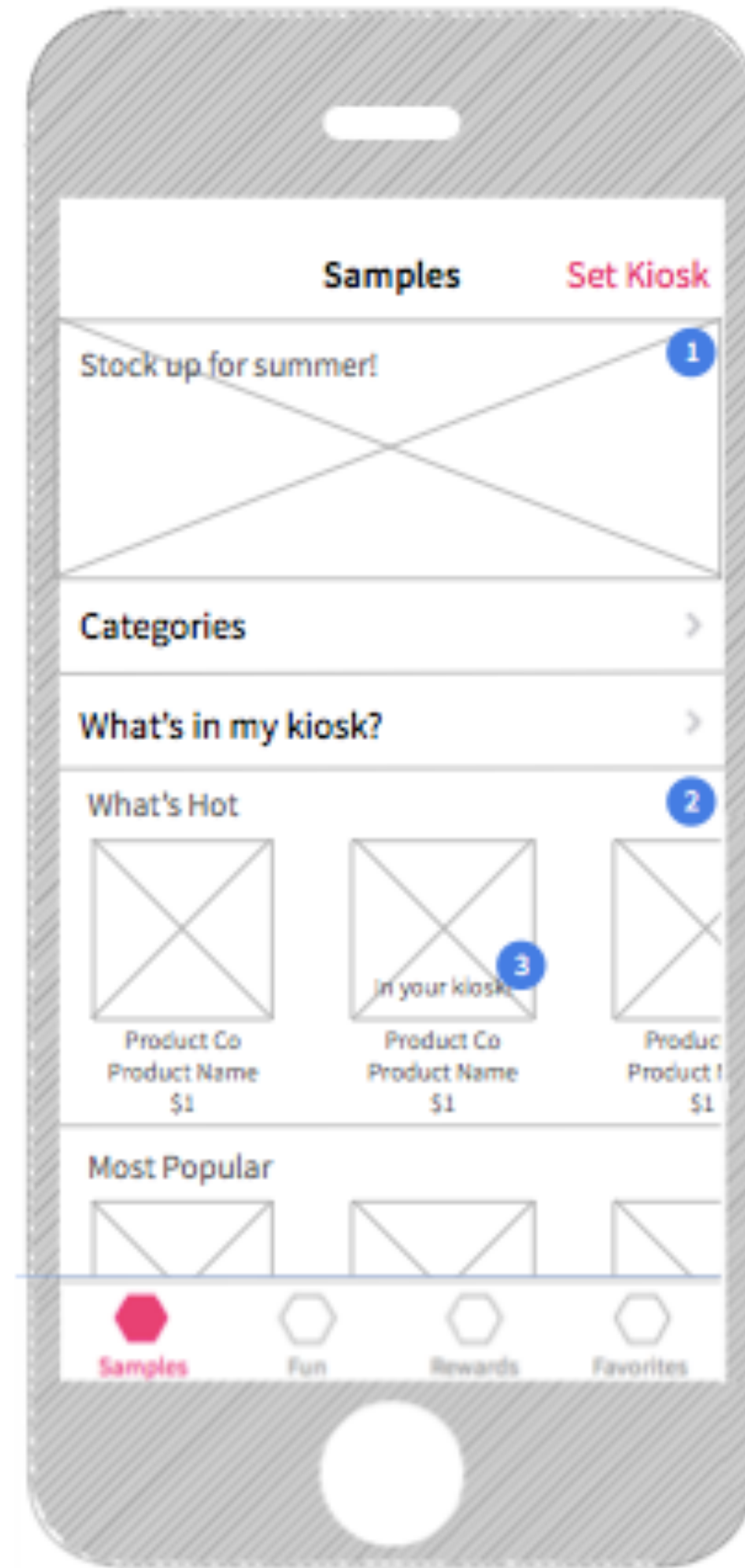
Use color for links and other platform conventions

## 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.

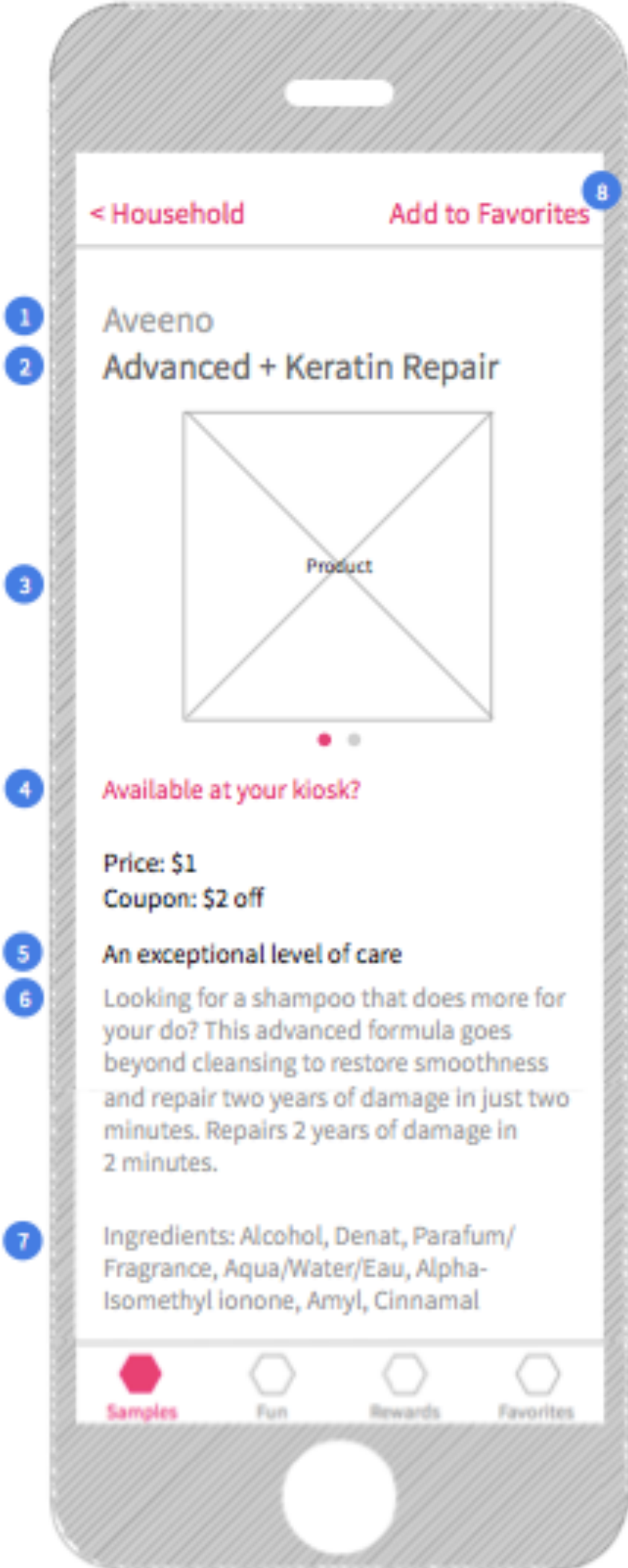
These groups can be: most recent, new in my kiosk, your favorites, most popular, most liked, most favorited, manually set by editorial, proposed products, etc.

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**

# To Slack/the blog!

Let's look at the blog, assignments will always be there

Remember, don't tag your posts

# 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>