THIS session is being recorded
Adam Procter

Winchester School of Art

Principles of mobile Interface design
1. Pens and Paper at the ready
2. Take notes
First get into a Mobile Mindset

There are tons and tons of apps out there
Mobile != Desktop

- tiny screen
- battery powered
- spotty connection
- small pipe
- expensive data
- limited storage
- distracted user
- touch v mouse
Mobile $\neq$ Desktop

- tiny screen
- battery powered
- spotty connection
- small pipe
- expensive data
- limited storage
- distracted user
- touch v mouse
Mobile > Desktop

- personal
- always on
- always with
- usually connected
- addressable
- GPS
- accelerometer
- gyroscope
- magnometer
- +more
Mobile > Desktop

greater than

personal
always on
always with
usually connected
addressable
GPS
accelerometer
gyroscope
magnometer
+more

first thing you touch in the morning
push notification, sms etc – “addressable”
sensors
cameras
be focussed, edit ruthlessly

got rid of features!
core purpose is to fit in your pocket
the core competency of X collapsing under its own features
be focussed, edit ruthlessly

get rid of features!
core purpose is to fit in your pocket
the core competency of X collapsing under its own features
There are tons and tons of apps out there

Be UNIQUE!
Create a PERSONALITY

Apps that are friendly reliable and delightful are very important
Charming
Mobile devices are intensely personal device
They are our constant companions
- they will see you app as a friend or helped
Create a PERSONALITY

freddie mailchimp’s mascot

Tuesday, 5 March 13

Apps that are friendly reliable and delightful are very important
Charming
Mobile devices are intensely personal device
They are our constant companions
- they will see you app as a friend or helped
USER first
it not NOT about you

Tuesday, 5 March 13
focus on the user first not
Mobile Context’s

focus on the user first not
texting and walking
Mobile Context’s

focus on the user first not
Immersive and delightful experience that picks up where user left off is important.

* eBay sells multiple ferraris per MONTH on mobile.
* personally, smartphones and tablets have completely replaced traditional television. * still, interruptions are highly likely so be sure to pick up where user left off.

There are a lot of people using their smartphones on the couch at home. In this context, immersive and delightful experiences geared toward a longer usage session are a great fit. Still, interruptions are highly likely so be sure your app can pick up where your user left off. Examples: Facebook, Twitter, Angry Birds, web browser.
Tuesday, 5 March 13

Ability to accomplish micro-tasks incredibly quickly and reliably in a hectic environment is important.

* Tunnel vision
* Huge targets
* Bold design

This is the ‘running through the airport’ scenario. The ability to accomplish micro-tasks quickly and reliably with one hand in a hectic environment is critical. Remember that the user will have tunnel vision in this context, so huge targets and bold design are important. Examples: TripIt, email, calendar, banking.
LOST
attractions, directions, recommendations

In transit, in unfamiliar surroundings, or in familiar surroundings but interested in something unknown. Connectivity and battery life are big concerns.

Users who are in transit, in unfamiliar surroundings, or in familiar surroundings but interested in something unknown around fall into the lost category. In this context, sketchy connectivity and battery life are big concerns, so you should offer some level of offline support and be sparing with your use of geolocation and other battery hogs.

Typical examples: Maps, Yelp, Foursquare
Context

“The interrelated conditions, in which something exists or occurs”
think about user
think about user
think about user
think about user
Some Global Guidelines
Be Responsiveness & Communicate

MUST be responsive
does not mean things need to happen fast
but you should respond to the User interaction immediately
Launch screen
Should be ‘content-less’

Launch screens
Have to happen..
Ads / Branding – not so good as can feel like time wasting.
buttons etc on the screen are frustrating as they fools you to interact with it but app is not ready
Resume where you left

launch image might mess it up
First Launch is different
Give a tips and tricks overlay

Simple carousel guide

hopefully app is simple
4 steps max allow skip (in case of reinstall)
or is user content – add in dummy content that is actually a guide
empty to do this – has dummy to dos that are a guide
Communicate Feedback

provide feedback and think about intention.
provide feedback and think about intention (harder).
for example clicking on a list you want to highlight row but if user scrolls list the would be confused if it highlighted
intent driven instant user feedback (native more than web)

long should have spinner
modal & confirmation

modal alerts should be for disasters.
pushy, pulls them out of user flow
Use for alerts

confirmation if they for example log out – pop up
Polish

Polish is extremely valuable. Because of the 'constant companion' nature of our relationship to smartphones, paying a lot of attention to getting the little details perfect will be noticed and appreciated. I think of this as being like the 'fit and finish' of a car. The engine might be powerful and the body style gorgeous, but if there's a lot of road noise or rattling on the highway, the experience will begin to degrade for the commuter.
Thumbs

With the advent of touchscreen interfaces, everyone is always talking about “finger this” and “finger that”. In reality, the thumb is what we need to design for. Unless the user has her smartphone is using two hands, it’s almost impossible to get a finger on the screen. And even in a two handed grip, she’s likely to type with two thumbs.
Targets

44px is the magic number
Don’t put the Send button adjacent to the Backspace button
Content is KING
mailbox app

changed how I use email
mailbox app

tuesday, 5 march 13

changed how i use email
clear app

direct manipulation of content
number 1 to do app
where can you remove controls and extra content – focus and strip out
clear app

direct manipulation of content
number 1 to do app
where can you remove controls and extra content – focus and strip out
Think of an adding machine, a bathroom scale, or even a computer – the controls are beneath the display. And for good reason – if they weren’t, we wouldn’t be able to see what was going on with the content!

Exact opposite to desktop that’s why it’s not obvious

Contrast this real-world design consideration with traditional web or desktop software, where navigation and menu bars are virtually always at the top. This made sense because the mouse pointer is nearly invisible. Not so with finger as a pointer.
Avoid Scrolling

Avoid scrolling. I can assure you that 'below the fold' exists for mobile. Also, having a non-scrolling screen has a more solid and dependable 'feel' than a scrolling view because it's more predictable. Of course, certain screens have to scroll, but it's good to avoid it where you can. If you think discoverability might be an issue, you can reverse animate scrollable content into its default position to give a subtle but effective indication that there is more content out of view.
Navigation modes
Design Patterns

pick the one that works best
single screen apps
NONE

single screen apps
Tab Bar

3–6 cats at the bottom – most popular views you see are different top level views – none is hierarchy distinct modules.
File folders – different content – should not be drilling down
Drill down
Tab Bar & Drill down
Typing is BAD!
(no fun)

minimise keyboard interaction as much as possible
Show correct keyboard if you have to have user keyboard

Default

Email

URL

Phone

minimise keyboard interaction as much as possible
If app has lots of typing
you MUST support landscape

minimise keyboard interaction as much as possible
*Multi touch requires two hands*

google maps example no zoom in and out button
not good for lost or busy really
*Swipes etc nice to have

but KIS
No replacement for visible controls and one finger

there is no real replacement for this
No replacement for visible controls and one finger
Portrait RULES!

- optimise for this first, think about the landscape (keyboard)
- watch out for landscape changes by mistake (lieing down)
- lock orientation if possible
Practical

optimise for this first, think about the landscape (keyboard)
watch out for landscape changes by mistake (lieing down)
lock orientation if possible
Your Icon - very important

Very important – its your business card (basically)
Literal as possible
if not make a play on the name
BOLD – Jon Hicks
app store
home screen
Very important – it's your business card (basically)
Literal as possible
if not make a play on the name
BOLD – Jon Hicks
app store
home screen
Good basic Principles
Balanced Design

- People
- Content
- Context
Balanced Design

- Users
- Business
- Context
Good content is;

- Appropriate
- Useful
- User-Centred
- Clear
- Consistent
- Consise
- Supported
Personas

Flickr user Cannedtuna
Create a real person name and Photo
Storyboard on PAPER!
Paper prototypes
Video Storyboard

narrate
walk through
journey
http://colly.com/comments/dconstruct_workshop/
Having said that...
Prototype on device’s ASAP

get a feel for it
then back to paper
iterate
prototyping should be quick

does not need to be production ready

JQM
UI Design Principles
Consistency

Tuesday, 5 March 13

Don't re-invent the wheel.

Pay attention to patterns.

Users spend the majority of their time on interfaces other than your own (Facebook, MySpace, Blogger, Bank of America, school/university, news websites, etc). There is no need to reinvent the wheel. Those interfaces may solve some of the same problems that users perceive within the one you are creating. By using familiar UI patterns, you will help your users feel at home.
Affordance

An affordance is a quality of an object, or an environment, which allows an individual to perform an action. For example, a knob affords twisting, and perhaps pushing, while a cord affords pulling.

Clues to what it does – http://www.pbase.com/pnd1/image/50093460
Image Copyright © held by Phil Dougls, The Dougls Visual Workshops
loads in the library
Design a system
Not Pages/Screens
Design Atmosphere

- colour
- typography
- texture
- layout

Very important - its your business card (basically)
Literal as possible
if not make a play on the name
BOLD – Jon Hicks
app store
home screen
Think Colour

http://styletil.es/
Kuler
http://www.colourlovers.com/
Think Type

Typographic selection
- style
- scale
- hierarchy
The Goldilocks Approach to Responsive Web Design

With over 4 billion mobile devices in use around the world, mobile browsing is rising fast. We can no longer assume that our sites will be viewed on...
Texture / Feeling

Very important – its your business card (basically)
Literal as possible
if not make a play on the name
BOLD – Jon Hicks
app store
home screen
Tuesday, 5 March 13
Style Tiles

Election Headline
Font: Kulturista Web Bold by Typekit

Election Subhead
Font: Kulturista Web Regular by Typekit

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
diam nonummy nibh euismod tincidunt ut laoreet dolore magna
aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nos-
trud exerci tation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in
reprehenderit in voluptate velit esse cillum dolore eu
fugiat nulla facilisi.

This is an example of a Text link

Learn More ▶

Possible Colors

Possible Patterns

Current Comprehensive
Smart Stimulating

http://styletile.es/
Kuler
http://www.colourlovers.com/
User bits

http://dribbble.com/
http://www.icondeposit.com/design:19

SKETCH
User Testing

- functional (by you)
- cafe testing (adhoc)
- task testing (gather data)
User Testing

http://www.usertesting.com/
I keep six honest serving-men they taught me all I knew;  
Their names are What and Why and When  
And How and Where and Who.

- Rudyard Kipling
I keep six honest serving-men they taught me all I knew;
Their names are What and Why and When
And How and Where and Who.

- Rudyard Kipling
Jonathan Stark
Luke Wroblewski
Jared Spool