

**THIS session is
being recorded**

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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

Tuesday, 5 March 13

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 **!=** Desktop

not equal

- **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**
- **magnetometer**
- **+more**

Tuesday, 5 March 13

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

Mobile > Desktop

greater than

- **personal**
- **always on**
- **always with**
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- **GPS**
- **accelerometer**
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Tuesday, 5 March 13

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

be focussed, edit ruthlessly

Tuesday, 5 March 13

get rid of features!

core purpose is to fit in your pocket

the core competency of X collapsing under its own features



Be UNIQUE!

Tuesday, 5 March 13

There are tons and tons of apps out there

Create a **PERSONALITY**

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



Create a PERSONALITY

freddie mailchimp's mascot

Tuesday, 5 March 13

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Mobile devices are intensely personal device

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USER first
it not NOT about you

Mobile Context's

Tuesday, 5 March 13

focus on the user first not

Tuesday, 5 March 13

texting and walking



Tuesday, 5 March 13

texting and walking

Mobile Context's

Tuesday, 5 March 13

focus on the user first not

BORED

social, news, entertainment

Tuesday, 5 March 13

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.

BUSY

email, calendar, banking

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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: Triplt, email, calendar, banking.

LOST

attractions, directions, recommendations

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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”



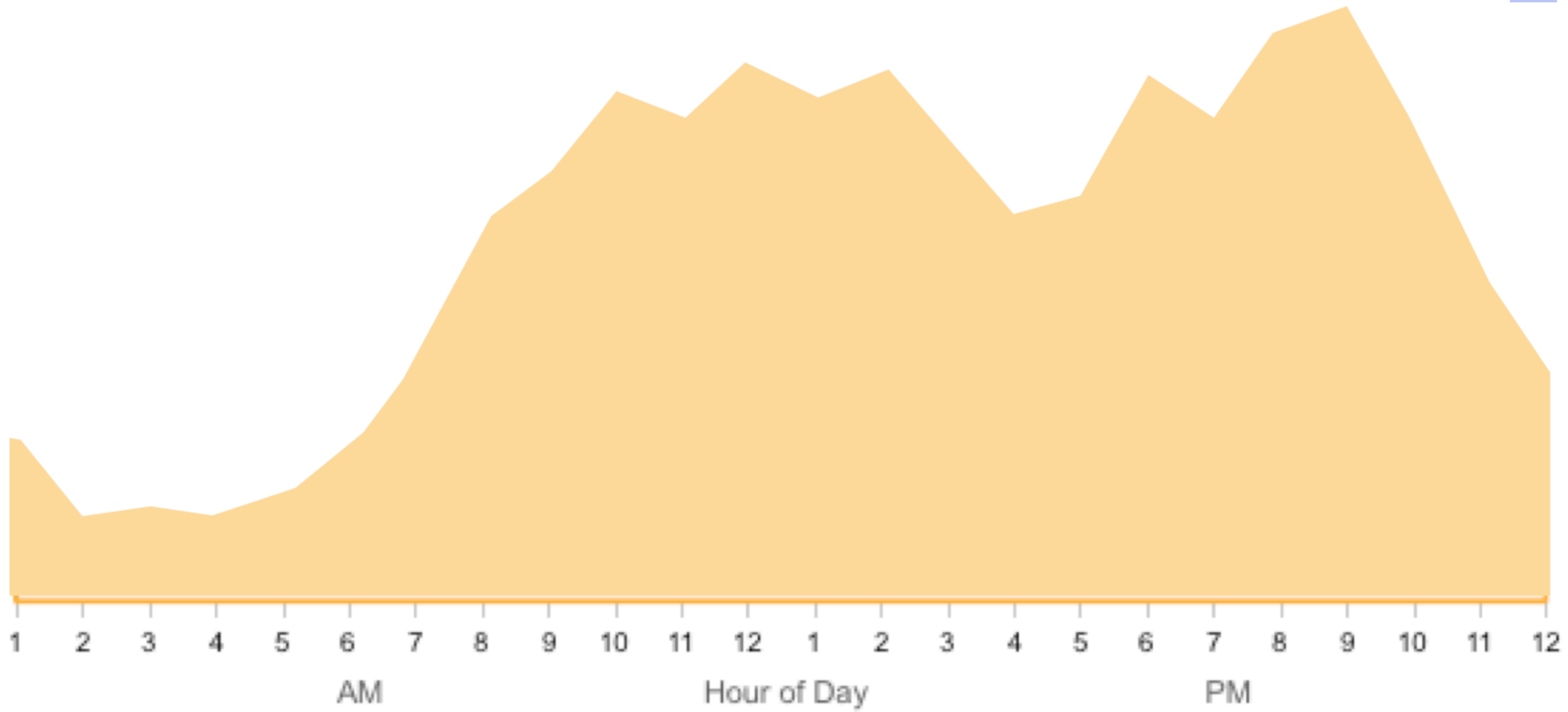
- **Desktop**
- **iPad**
- **iPhone**

Tuesday, 5 March 13

think about user



- Desktop
- iPad
- iPhone

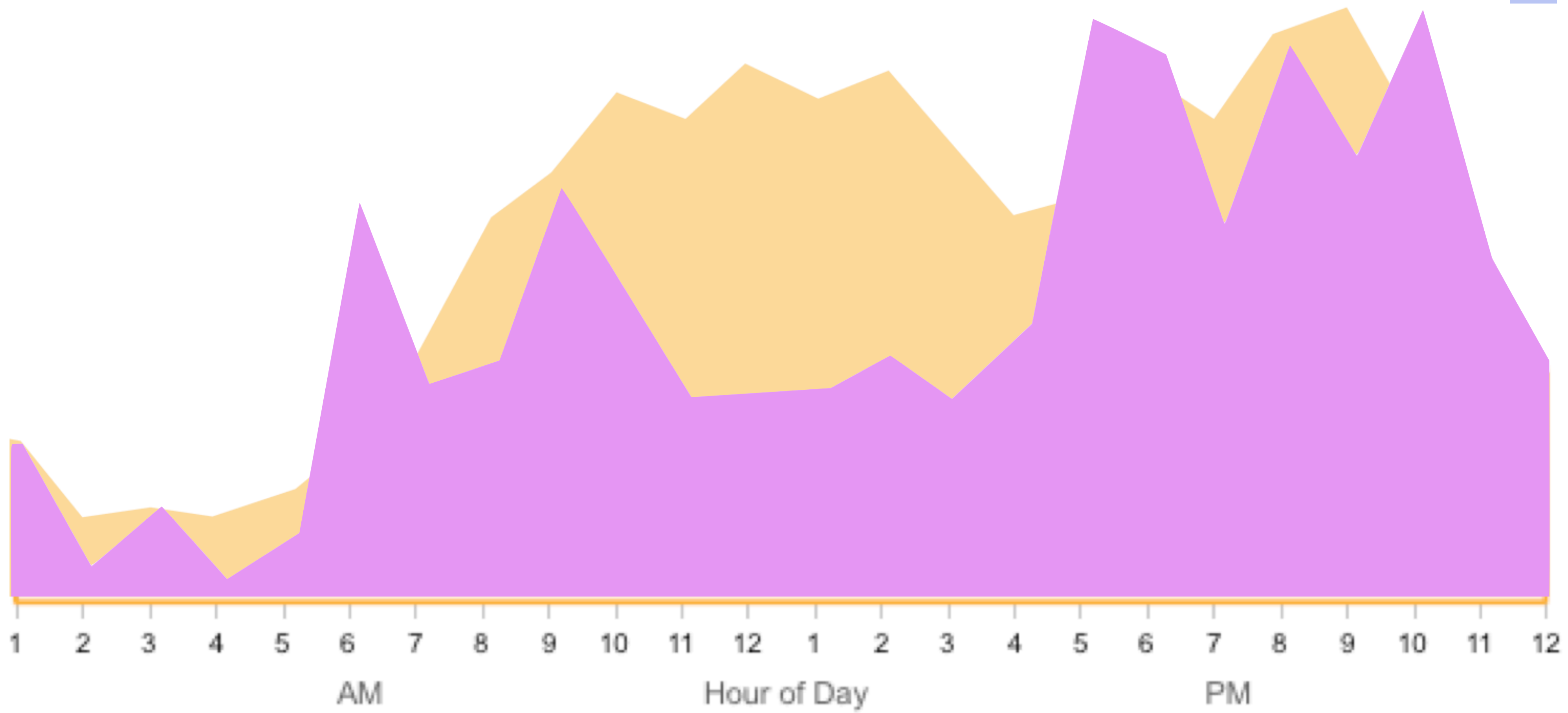


Tuesday, 5 March 13

think about user



- Desktop
- iPad
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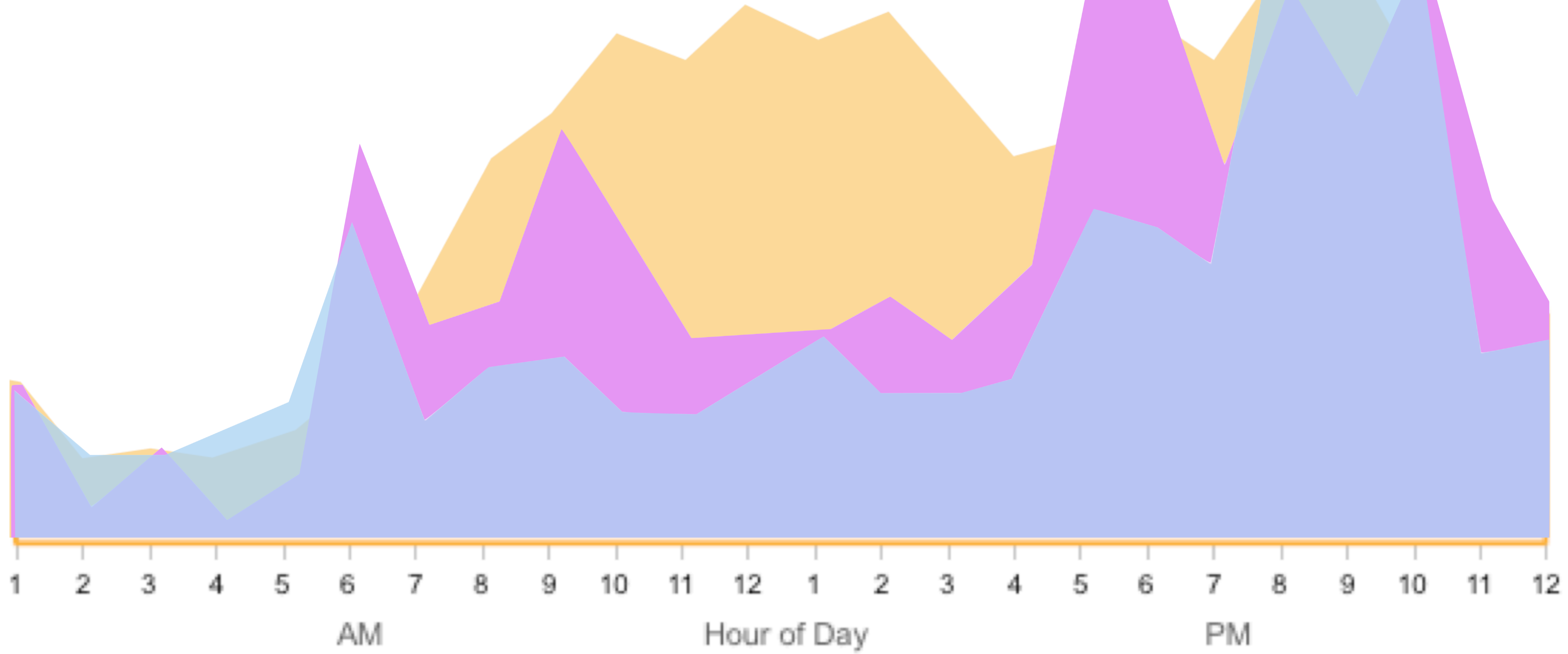


Tuesday, 5 March 13

think about user



- Desktop
- iPad
- iPhone



Tuesday, 5 March 13

think about user

Some Global Guidelines

Tuesday, 5 March 13

stuff that always matters
But

Be Responsiveness & Communicate

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MUST be responsive
does not mean things need to happen fast
but you should respond to the User interaction immediately

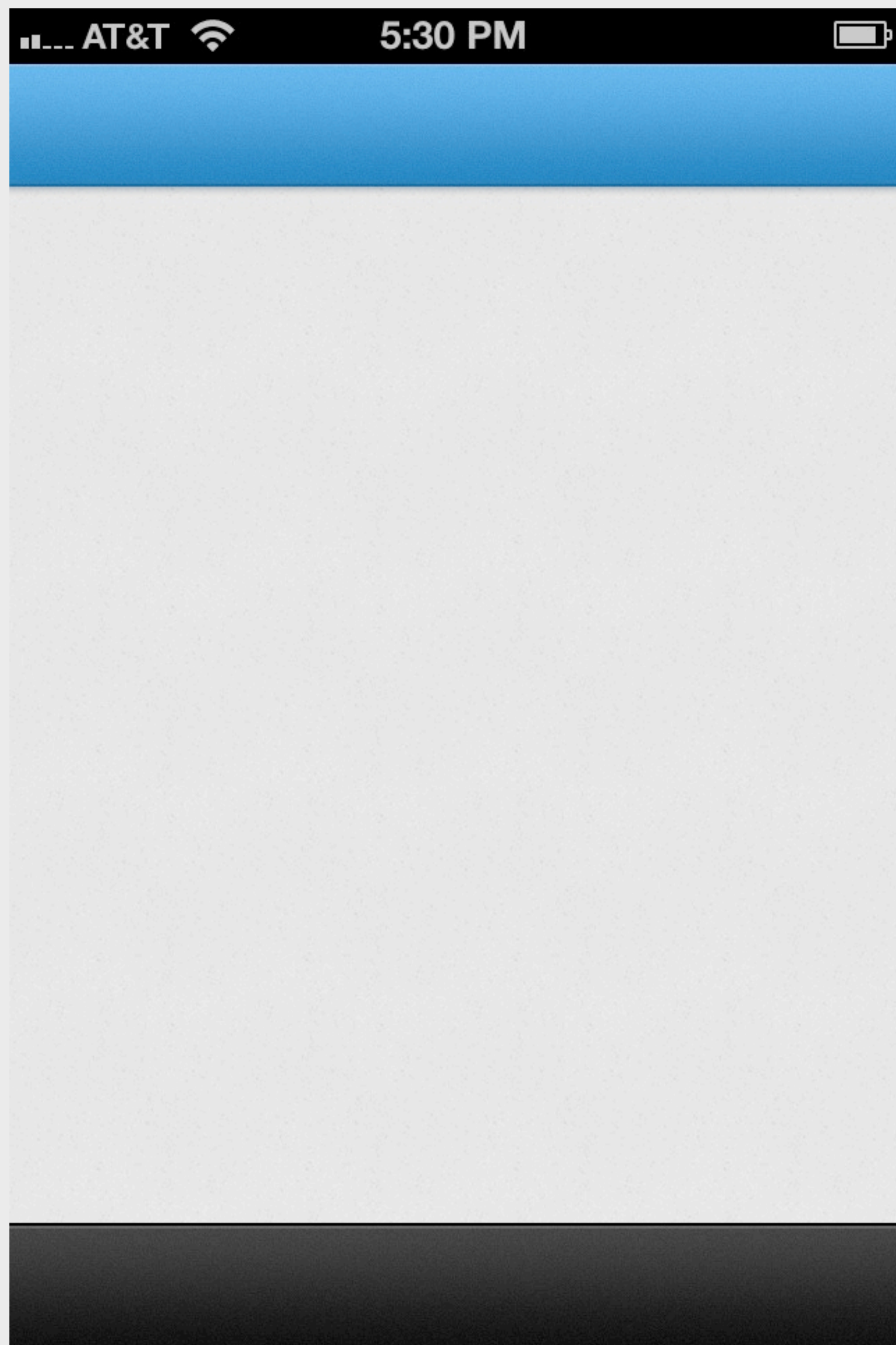
Launch screen Should be 'content-less'

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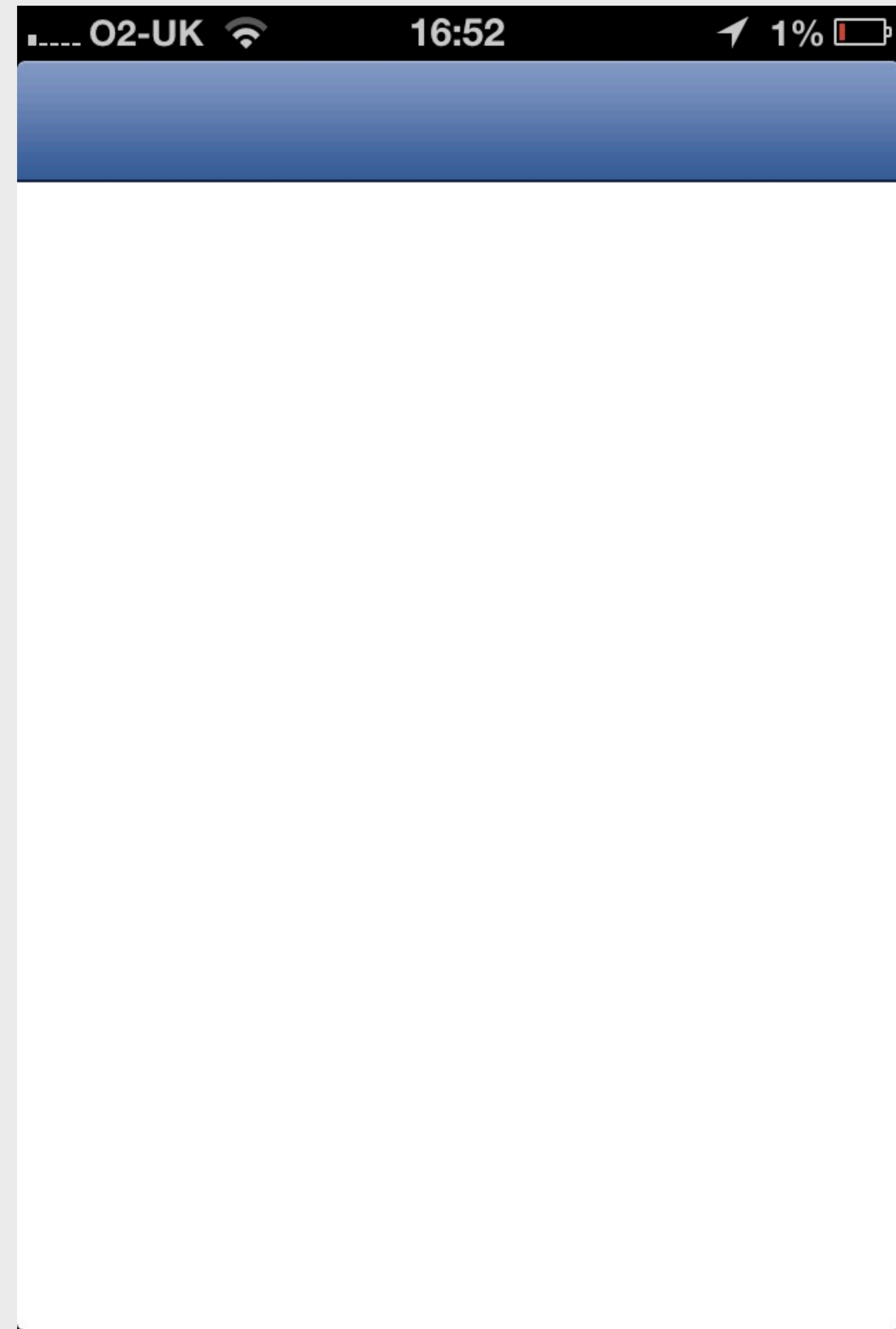
Launch screens

Have to happen..

Ads / Branding – not so good as can feel like time wasting.



twitter



facebook

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buttons etc on the screen are frustrating as they fools you to interact with it but app is not ready

Resume where you left

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launch image might mess it up

First Launch is different

Give a tips and tricks overlay

Simple carousel guide

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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

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provide feedback and think about intention.



Tuesday, 5 March 13

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

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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

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EXPENSIVE To do this

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

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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

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44px is the magic number

Don't put the Send button adjacent to the Backspace button

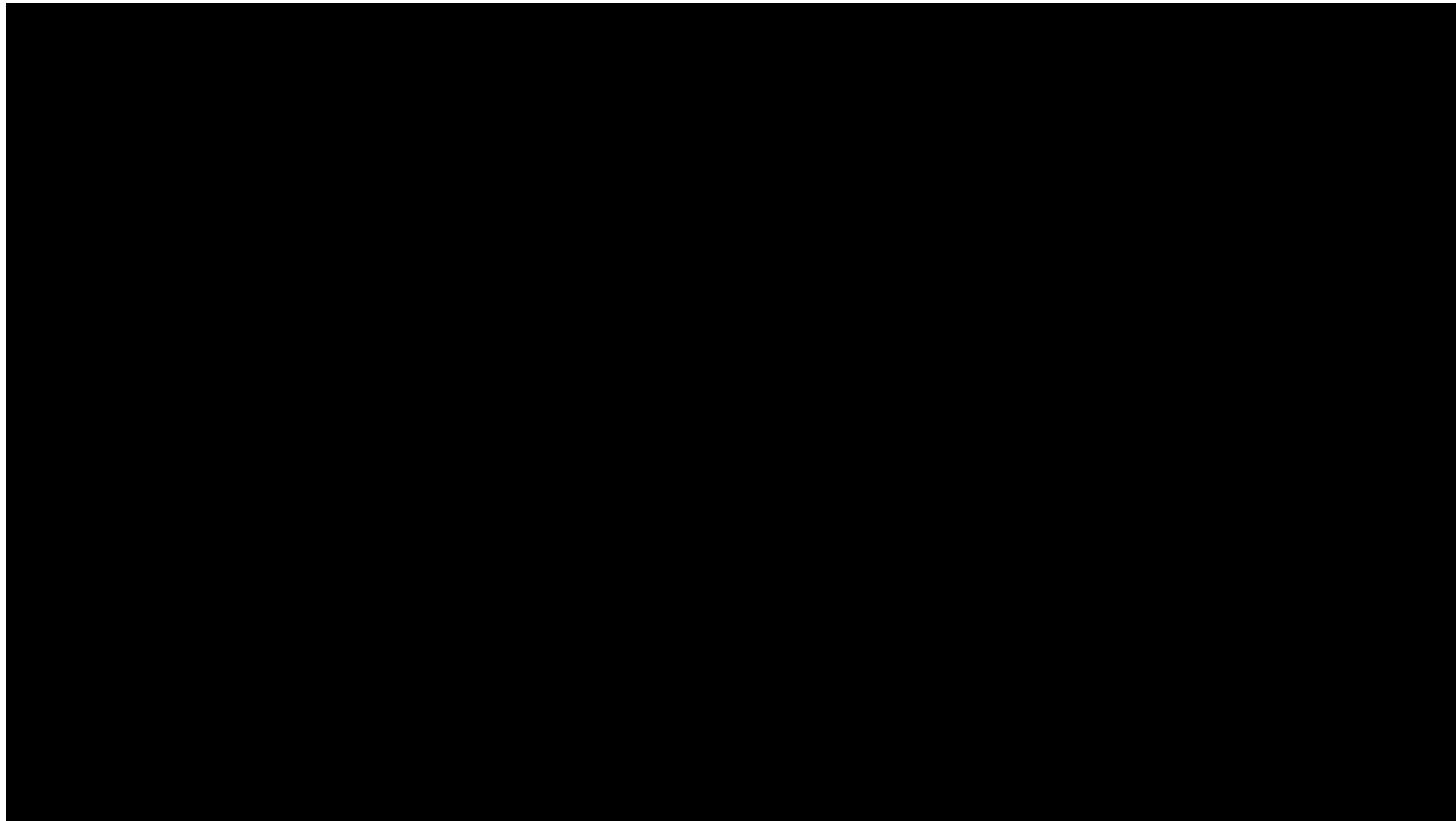
Content is KING

mailbox app

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changed how I use email

mailbox app



Tuesday, 5 March 13

changed how I use email

clear app

Tuesday, 5 March 13

direct manipulation of content

number 1 to do app

where can you remove controls and extra content – focus and strip out

clear app



Tuesday, 5 March 13

direct manipulation of content

number 1 to do app

where can you remove controls and extra content – focus and strip out

controls at the bottom



Tuesday, 5 March 13

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

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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.

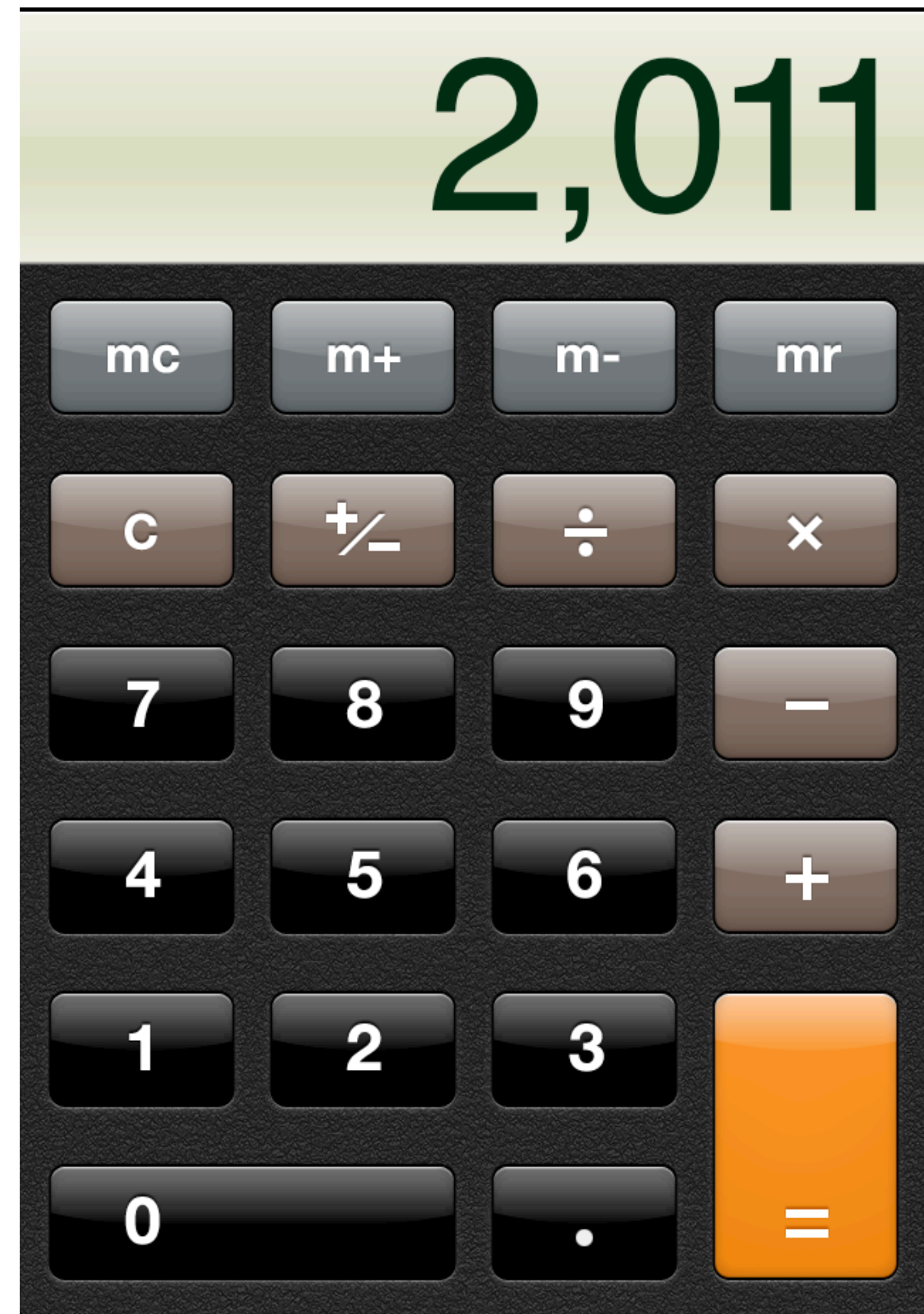
Navigation modes Design Patterns

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pick the one that works best

NONE

NONE



Tab Bar



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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)**

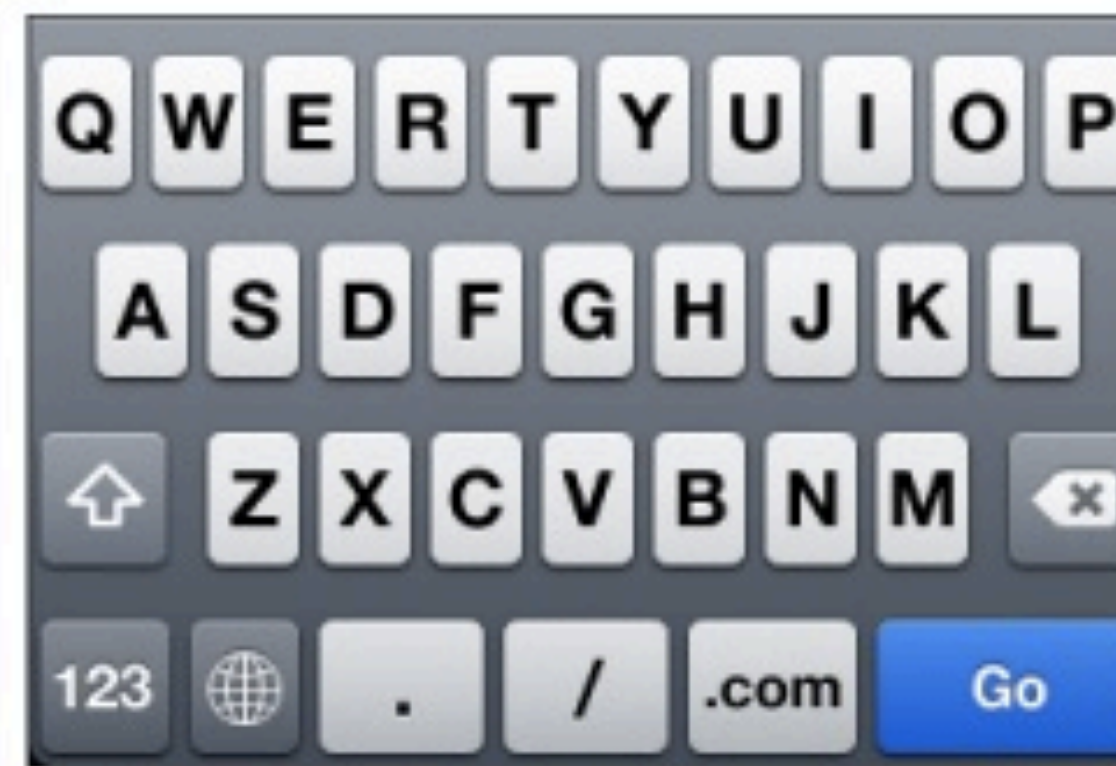
Show correct keyboard if you have to have user keyboard



Default



Email



URL



Phone

If app has lots of typing

you MUST support landscape

***Multi touch requires two hands**

Tuesday, 5 March 13

google maps example no zoom in and out button
not good for lost or busy really

***Swipes etc nice to have**

No replacement for visible controls and one finger

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there is no real replacement for this

No replacement for visible controls and one finger

Portrait RULES!

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

Practical

Tuesday, 5 March 13

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

Tuesday, 5 March 13

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

Five
Simple
Steps

the



HANDBOOK

BY JON HICKS • FOREWORD BY THE NOUN PROJECT

The Icon Handbook - Jon Hicks

Tuesday, 5 March 13

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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

Janet Kendall New Member

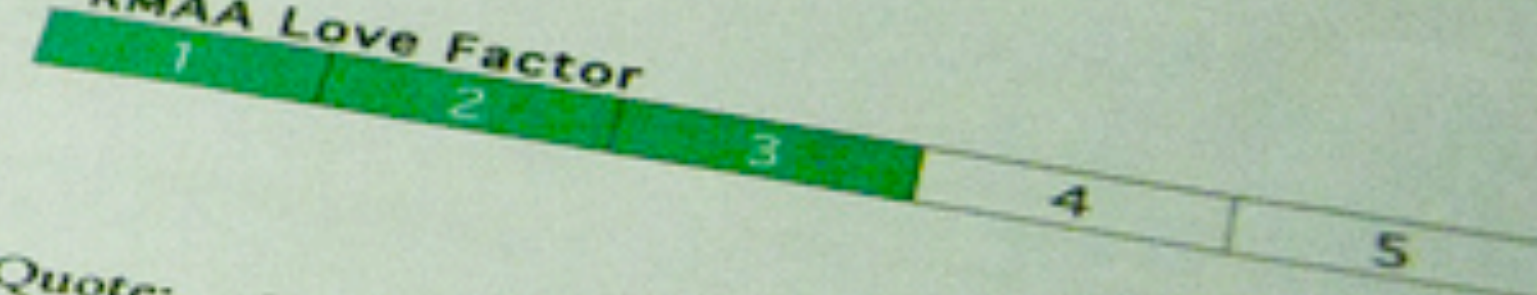


Demographics
Location: Australia (Adelaide)
Age: 50 yrs
Income: \$45k
Education: CAPS Diploma
Employer: Local Govt

Background

Janet works with older equipment and software than the industry norm. She is the records management go to person for her local gov't council. Which is of major concern to Janet as she is often foundering professionally, feeling isolated and alone with no one to turn to. Janet has looked at the benefits of the RMAA previously and discounted them; but is now interested in some minor degree mentorship. She is hungry for new information and resources she can use with a limited budget.

RMAA Love Factor



Quote: ...Love going to the RMAA to see what's new that I should know about Upcoming events Branch news

Scott Giles Student (Member)



Demographics

Location: Australia (Adelaide)
Age: 19yr
Income: \$10k
Qualification: Higher School
Certificate
Employer: University
University: Studying at Adelaide

Background

Scott is very tech savvy, but gets very impatient if he can't find the information he wants or the system has limitations. He is currently thinking about taking an internship for the summer break. He uses a Mac at home and a Windows computer at University. For him the RMAA is all about networking and a little socializing. He's been wondering if the RMAA is any use for overseas connections, as he is planning to travel around Asia for 6-12 months next year. Scott's current partner works for the RMAA very rarely.

Personality: curious, passionate, enthusiastic, questioning, syndical, easygoing, short-attention span, fast-learner

Needs

- Supplement studies
- Clarification of Benefits
- Low cost informative educational events
- Looking for a mentor
- Networking with future employers

Motivations

Find discussions on the best practices in RM

Scenarios

Search for authentic resources on RM/IM with a community discussion

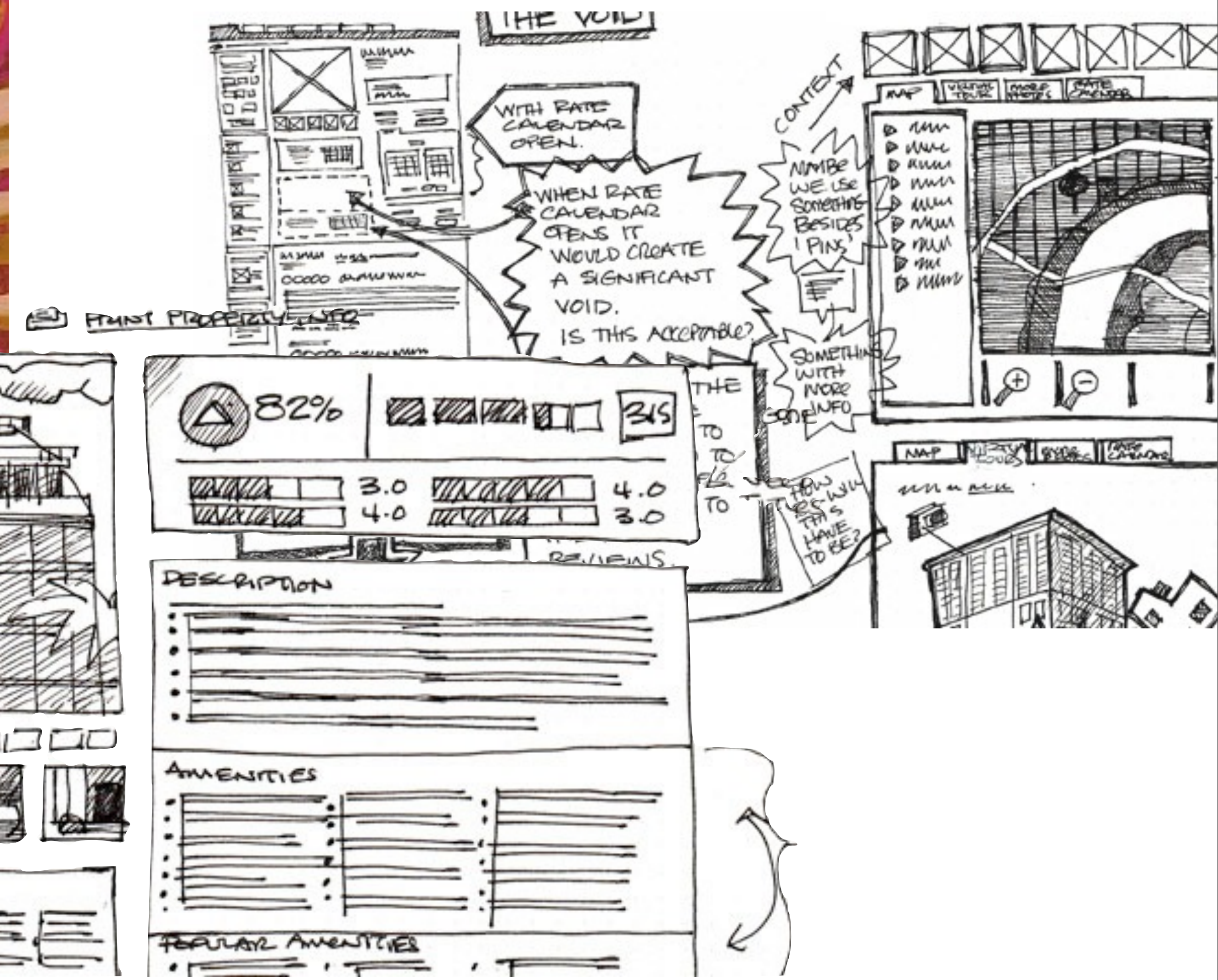
Features

Storyboard on PAPER!

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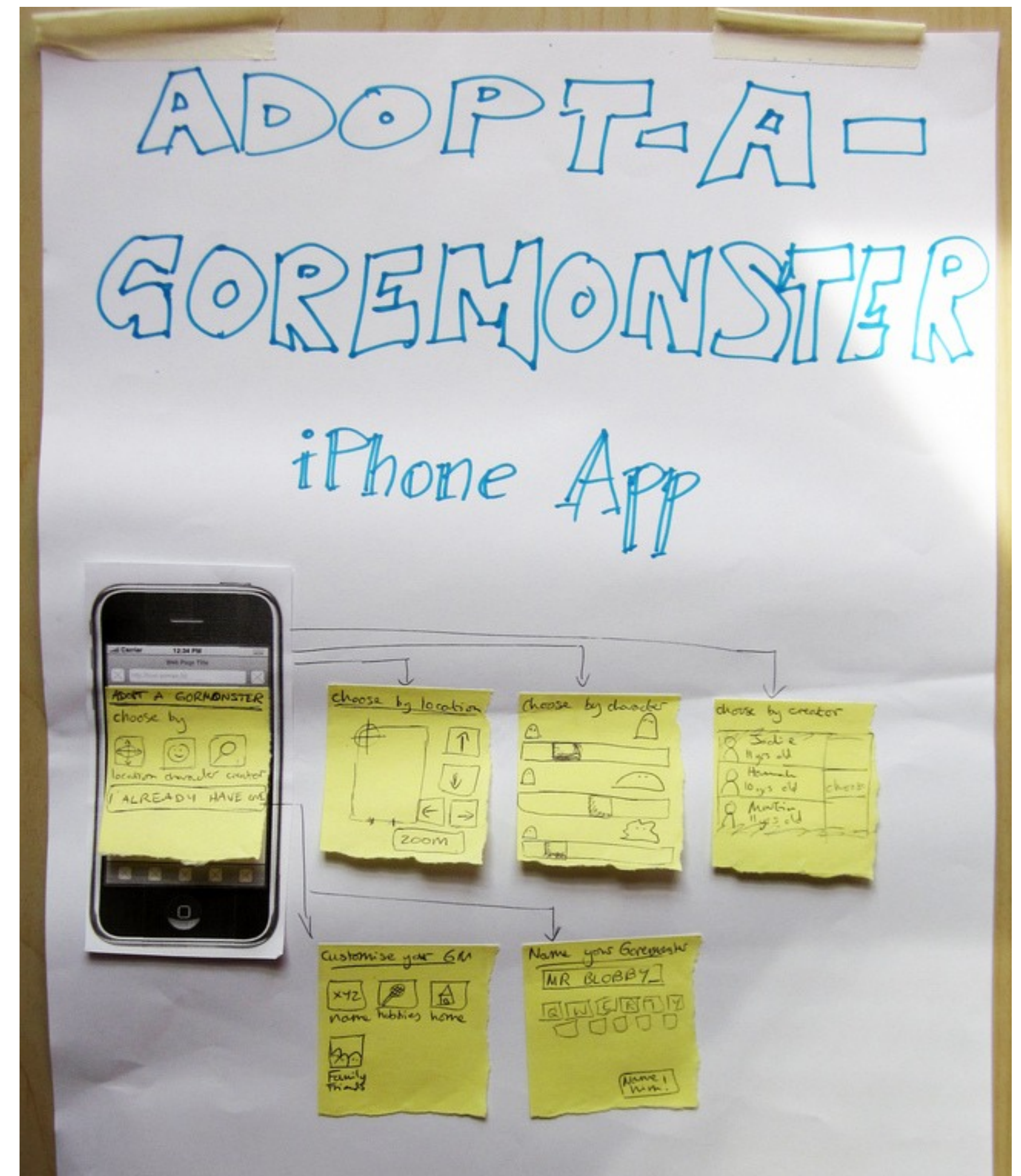
pencil and paper

Paper prototypes



Video Storyboard

**narrate
walk through
journey**



Having said that...
Prototype on device's ASAP

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JQM
Zepto
get a feel for it

then back to paper



prototyping should be quick

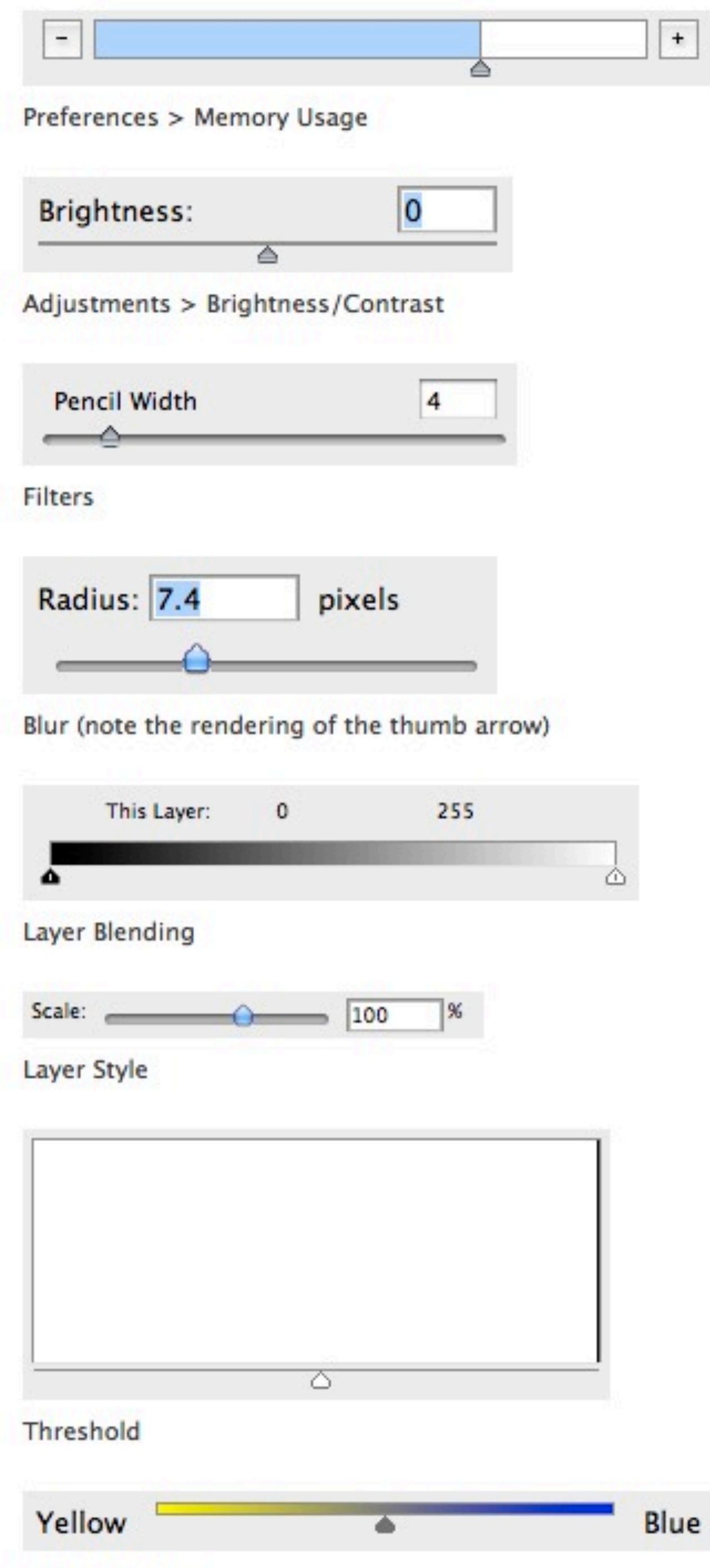
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does not need to be production ready

JQM

UI Design Principles

Consistency



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dont 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

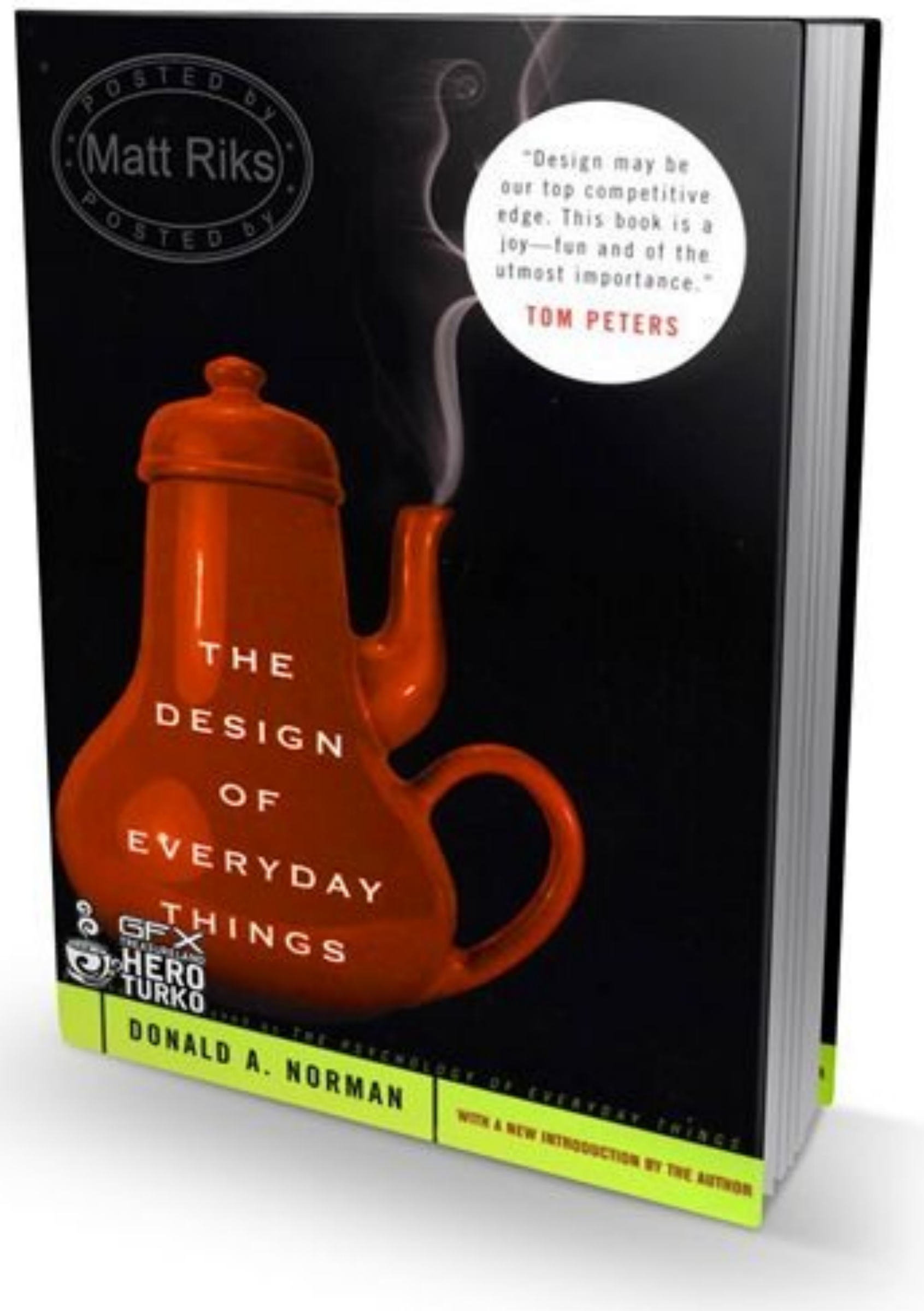
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Clues to what it does – <http://www.pbase.com/pnd1/image/50093460>

Image Copyright © held by Phil Douglis, The Douglis Visual Workshops

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.



**Don-
Norman**

Tuesday, 5 March 13

<http://www.amazon.co.uk/Design-Everyday-Things-Don-Norman/dp/0465067107>

loads in the library

**Design a system
Not Pages/Screens**

Design Atmosphere

- **colour**
- **typography**
- **texture**
- **layout**

Tuesday, 5 March 13

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



Tuesday, 5 March 13

<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

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

Tuesday, 5 March 13

Very important – its your business card (basically)

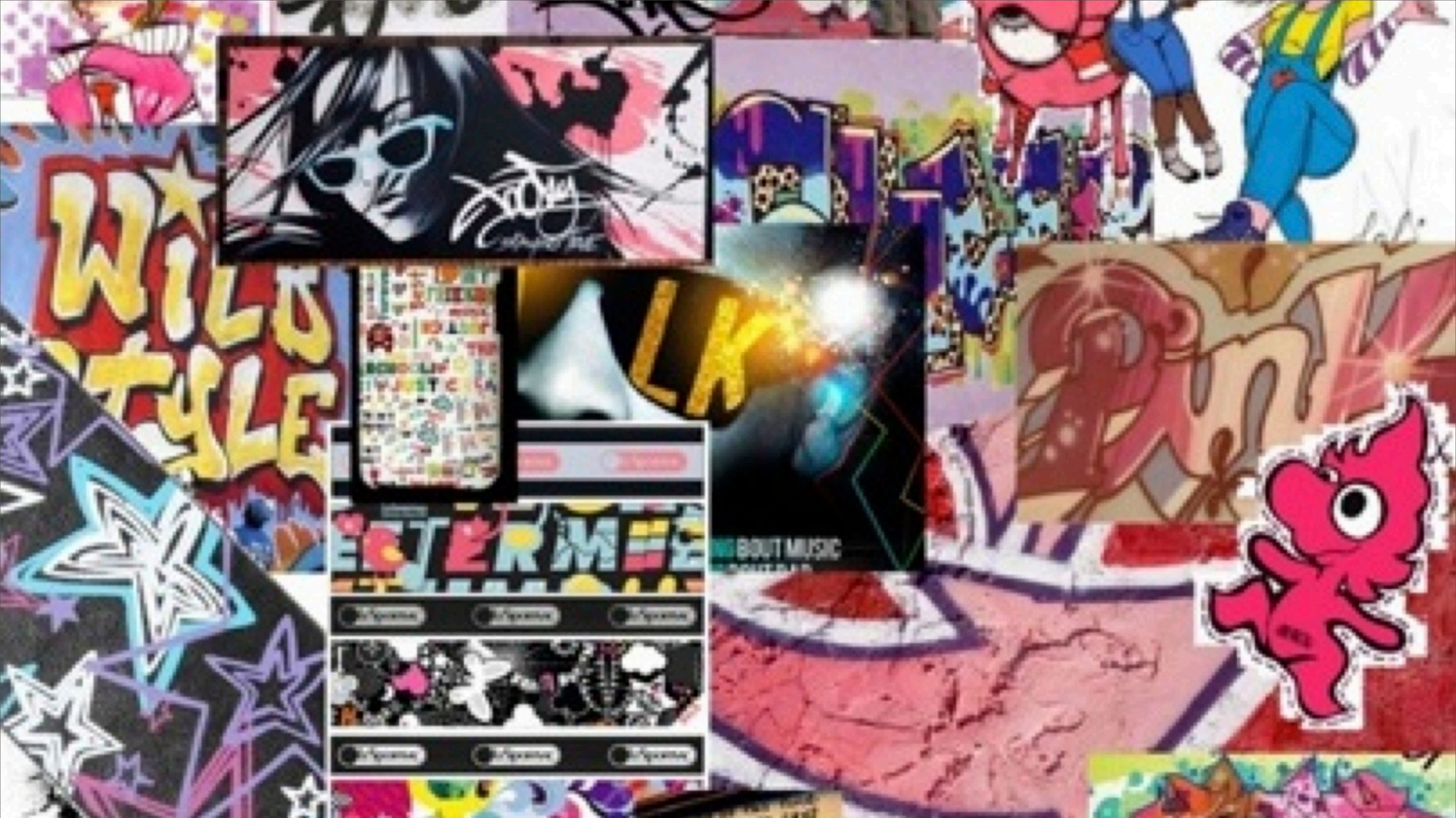
Literal as possible

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home screen





29-1926

When you get here
my shoes on the floor
Friday 1494 if its
leaves for leaves on
Have you been down
so yet? I have the
How come the
is so dry? Are you
All the paper you want. See what
Remember the day that Chicago is
the best the world ever. Can't be beat
We're starting to get some nice hot
weather over here finally. The
weather has been pretty miserable
I hope this week. You in it

The Transition
falls to do so, it is not
If it can be shown that
that to production, it
will cannot be shown
not to show


A CHILD'S GARDEN

ends of the village grow
Still the note of the
Dusty and dim
Deaf are
ears may go by, and the wheel in the river
Wheel as it wheels for us, children, to-day,
Wheel and keep roaring and foaming for ever
Long after all of the boys are
Home from the Indies and home from the ocean
Heroes and soldiers we all shall come
Still we shall find the old mill wheel
Turning and churning
You with the bean the
at the
ance



Style Tiles

Style Tile
version:1



Election Headline


Font: Kulturista Web Bold by Typekit

Election Subhead


Font: Kulturista Web Regular by Typkit

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 nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at


[This is an example of a Text link »](#)

Learn More 

Possible Colors



Possible Patterns



Current Comprehensive
Smart **Stimulating**

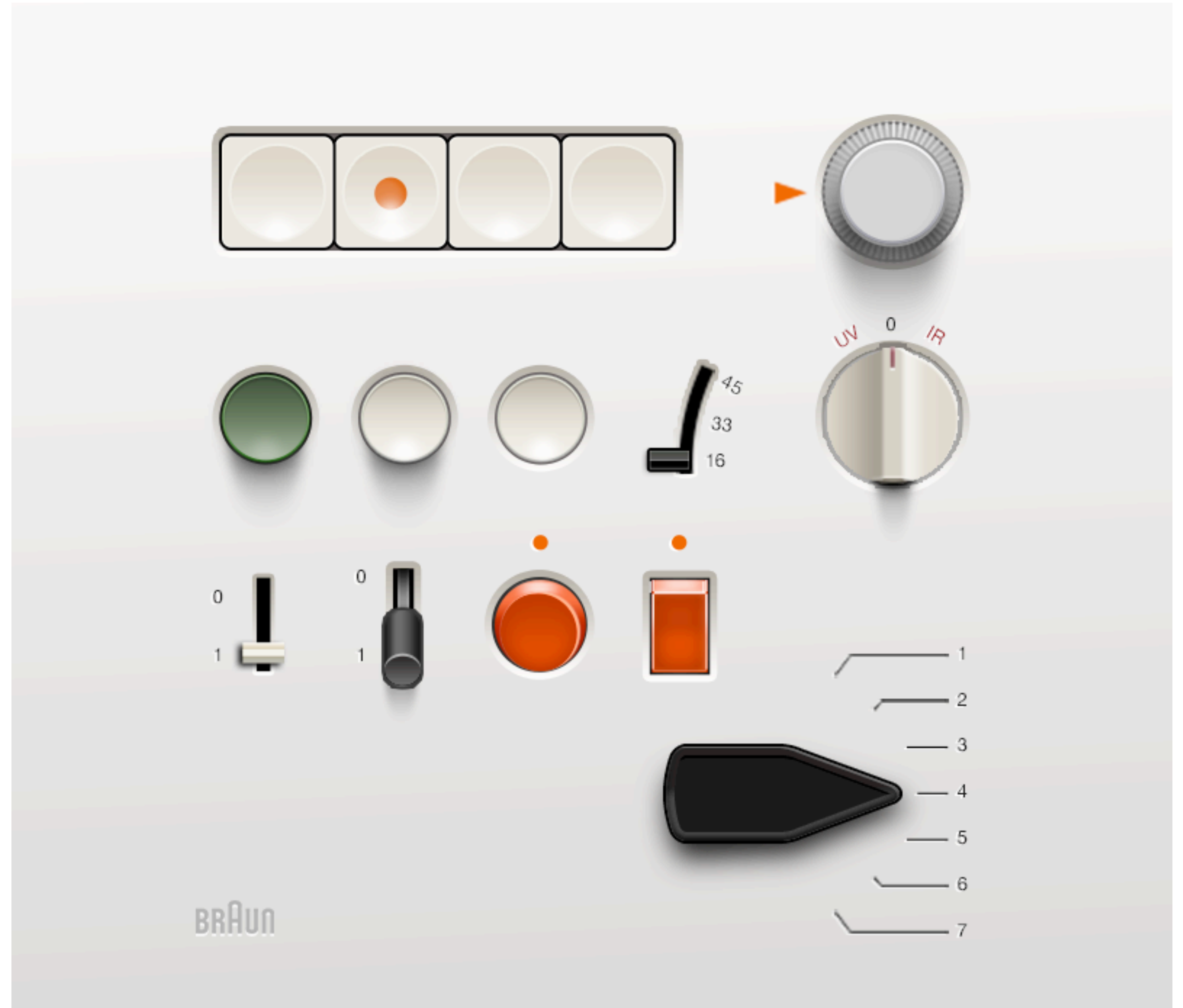
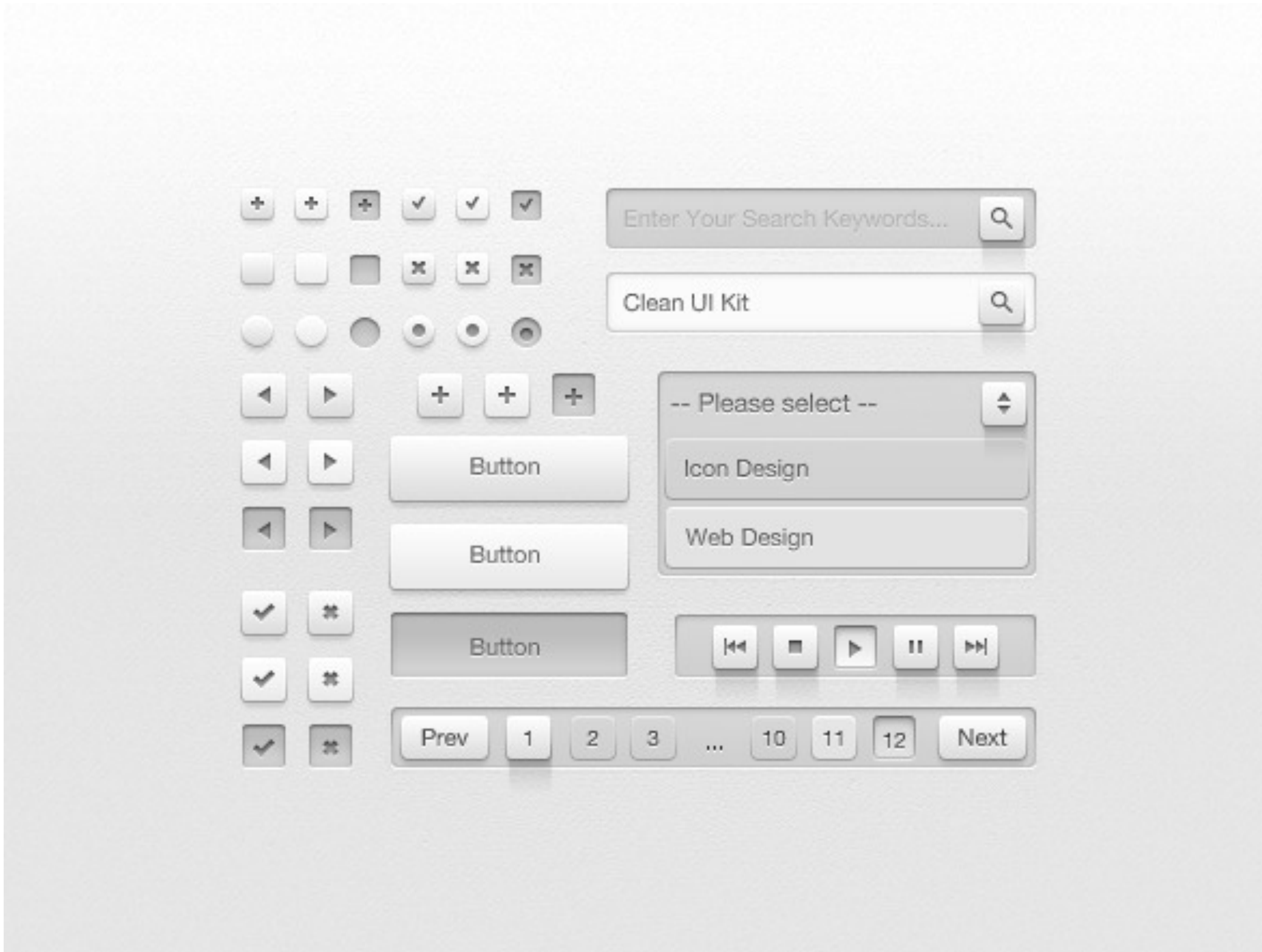
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<http://styletil.es/>

Kuler

<http://www.colourlovers.com/>

User bits



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<http://dribbble.com/shots/597337-Braun-UI-psd>

<http://dribbble.com/>

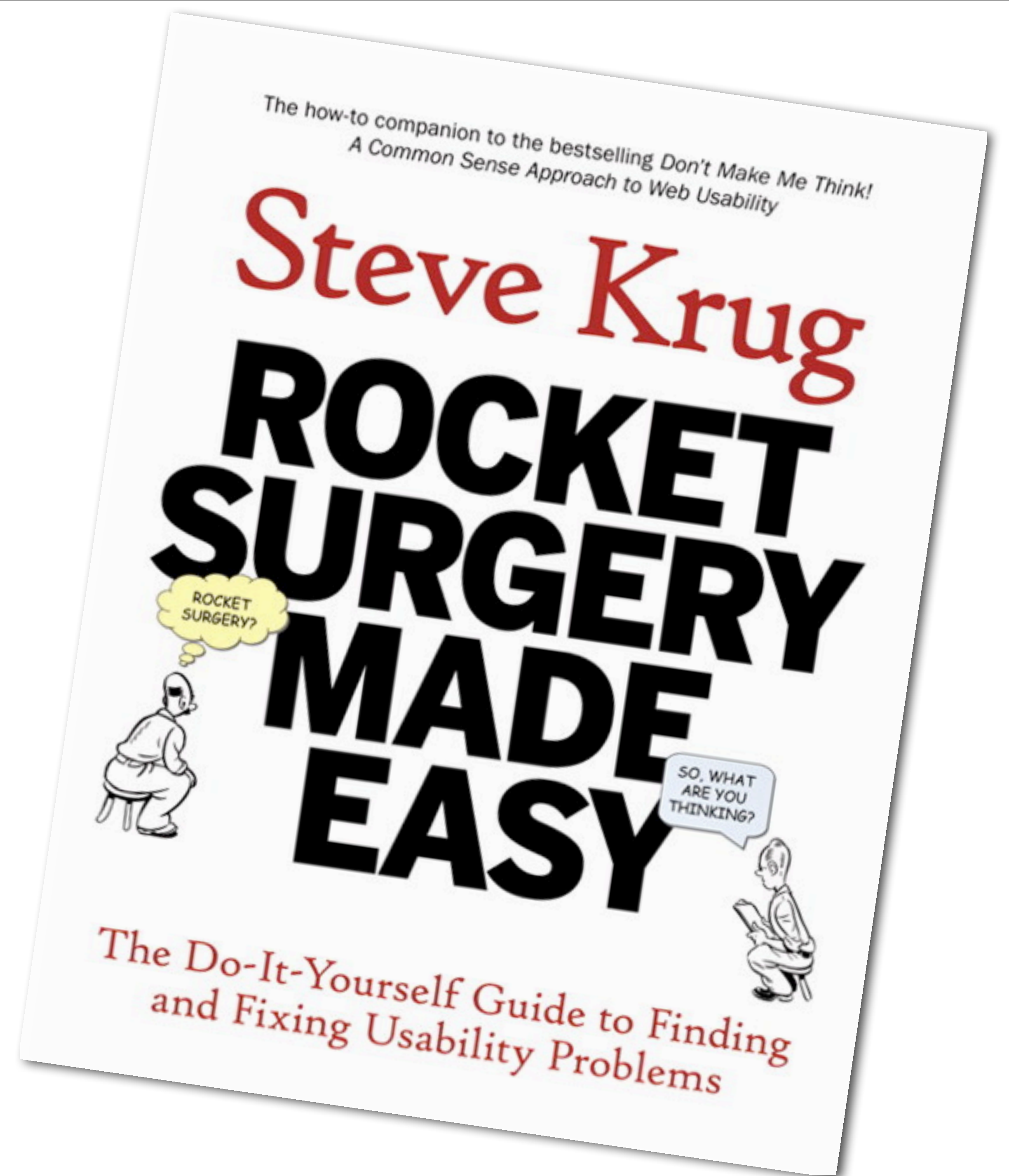
<http://www.icondeposit.com/design:19>

SKETCH

User Testing

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

User Testing



Tuesday, 5 March 13

youeye.com

silverback

<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