Designing for MOBILE
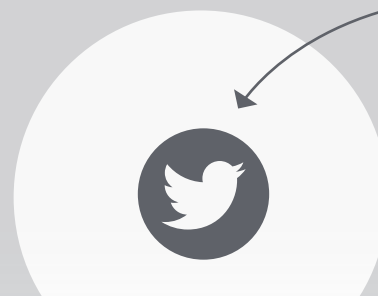
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Click this button to tweet the information on each slide

iOS vs. Android

Who are you designing for?

Who are you designing for?
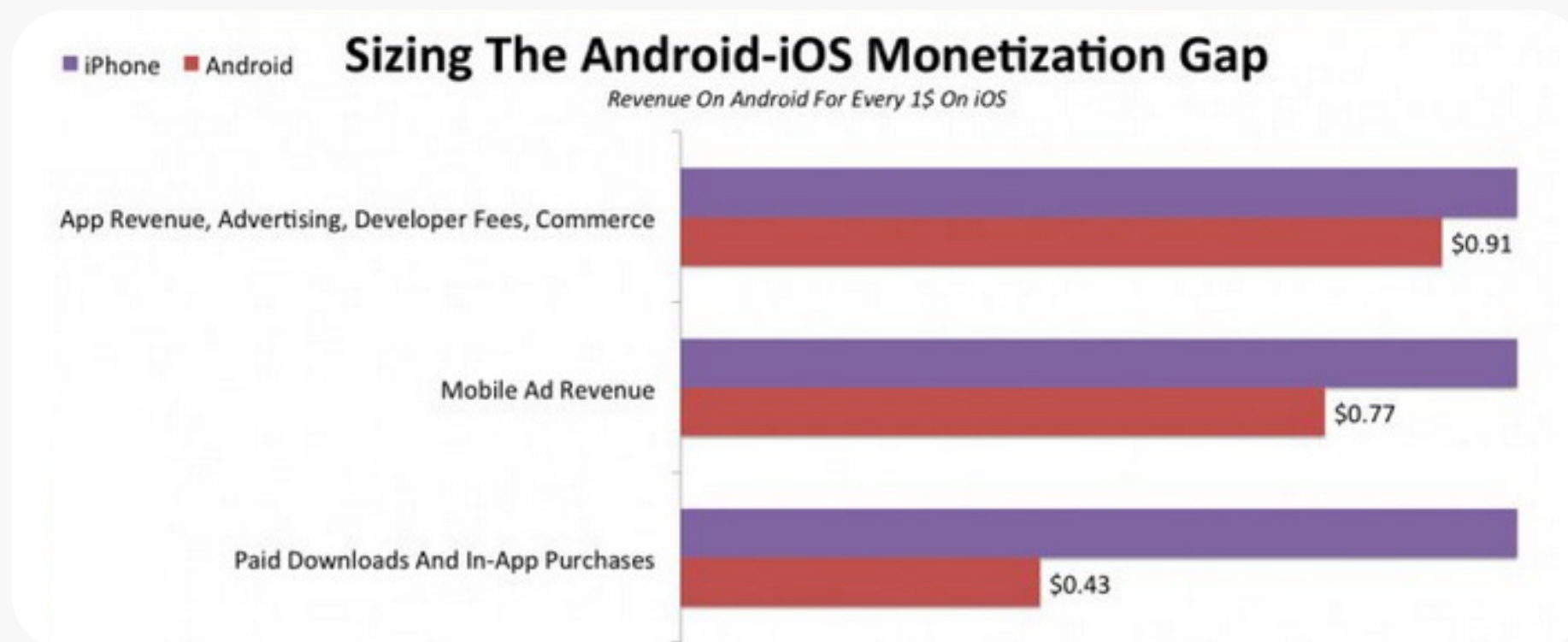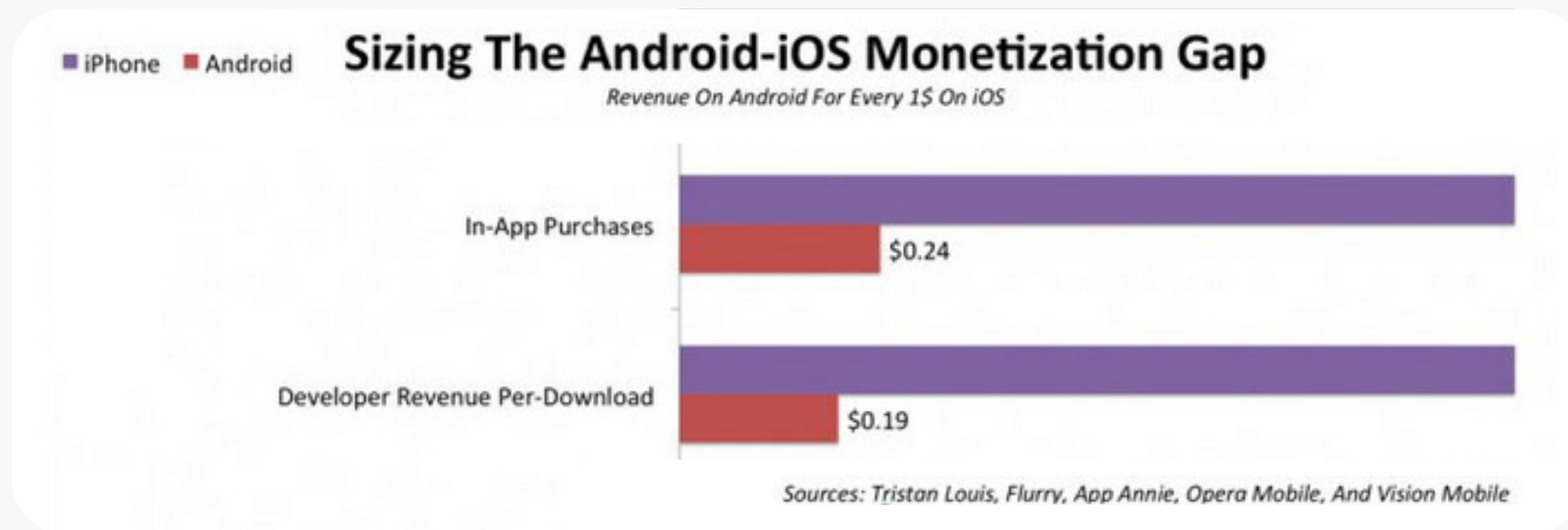
Apple? or Android?

Who are you designing for?

Keep in mind the benefits of each...

Who are you designing for?

Keep in mind the benefits of each…

Sizing The Android-iOS Monetization Gap
Revenue On Android For Every 1$ On iOS

■ iPhone ■ Android

In-App Purchases — $0.24

Developer Revenue Per-Download — $0.19

Sources: Tristan Louis, Flurry, App Annie, Opera Mobile, And Vision Mobile

Who are you designing for?

Keep in mind the benefits of each… as well as the specs

Who are you designing for?

Keep in mind the benefits of each… as well as the specs

6.6 x 3.46 x 0.31 inches 167.6 x 88 x 8 mm	6.46 x 3.3 x 0.38 inches 162.6 x 82.4 x 9 mm	5.41 x 2.69 x 0.37 inches 137.4 x 68.2 x 9.3 mm
Samsung Galaxy Mega 6.3	**Samsung Galaxy Mega 5.8**	**HTC One**

Mobile Usability

"The interface is your product. What people see is what you're selling. If you just slap an interface on at the end, the gaps will show."

– Getting Real, 37Signals

"The interface is your product. What people see is what you're selling. If you just slap an interface on at the end, the gaps will show."

– Getting Real, 37Signals

So...make it count!

A few tips:

Design with real content

Try to get all of your content up-front, then start designing. Designing around placeholder images and Lorem Ipsum text can lead to problems later.

A few tips:

Make it universally usable

Instead of designing for each device/browser,
design for every device/browser. This ensures
great usability regardless of device.

A few tips:
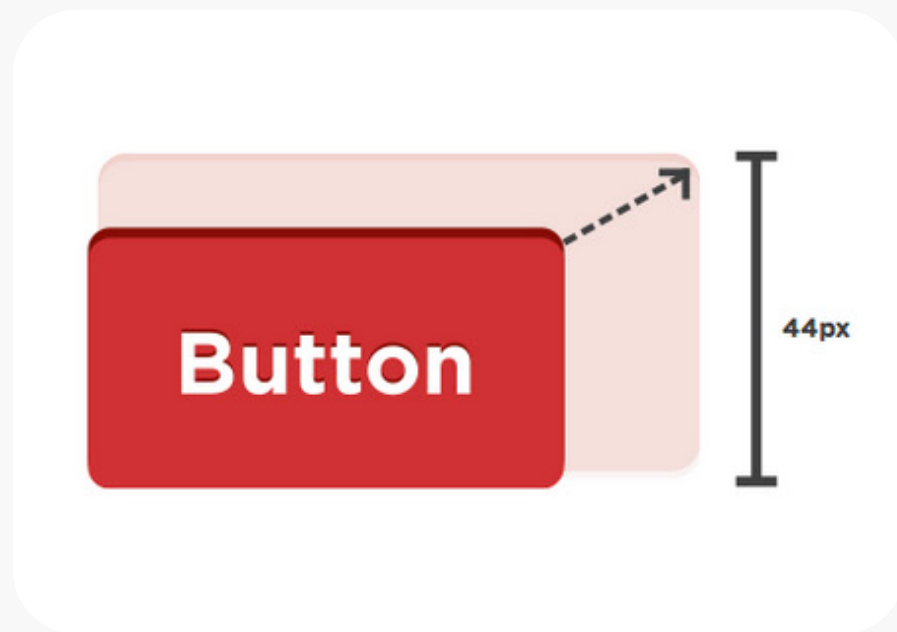
44 px rule

Apple recommends a touch space of at least 44x44px, while Microsoft suggests at least 34x34px. Make buttons and other links easy to click.

Testing

Test, test, test

Test, test, test
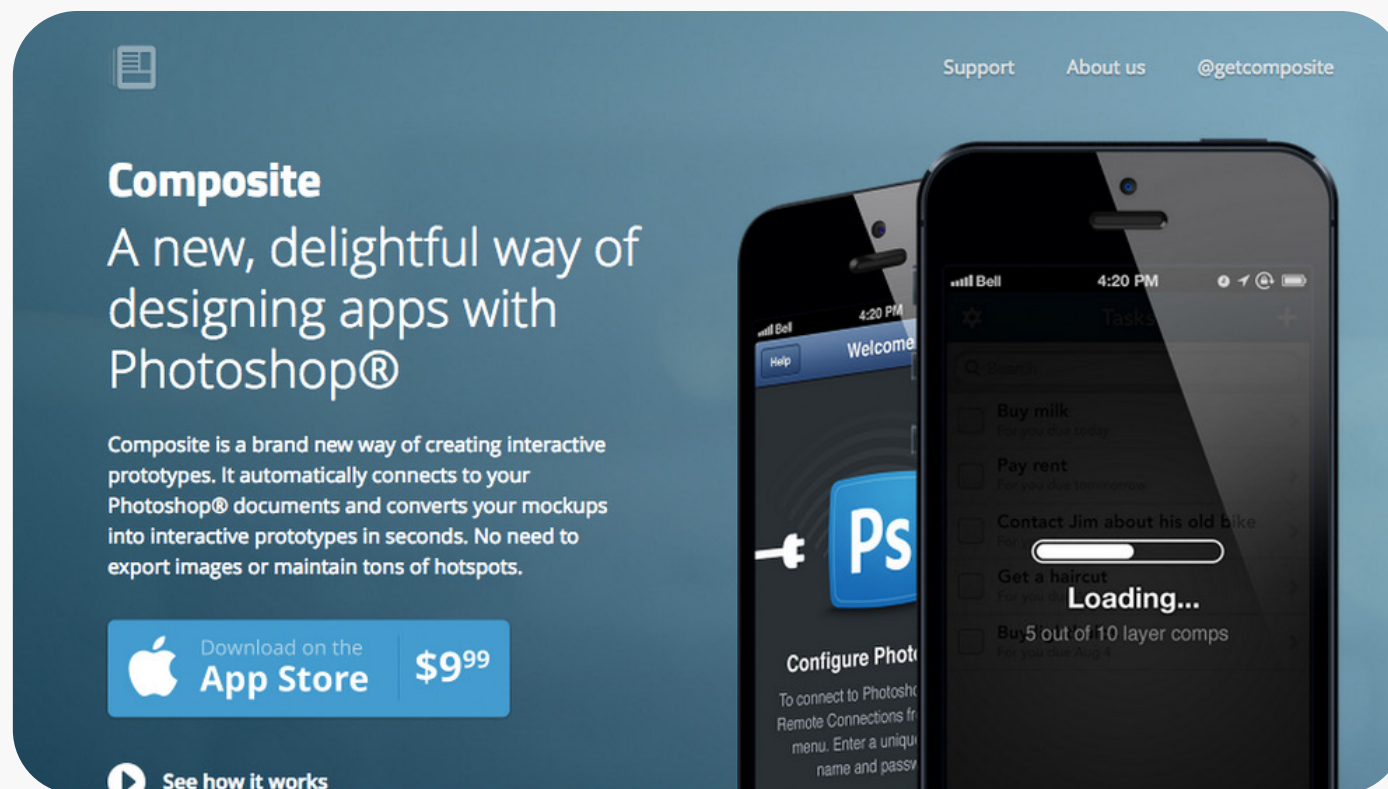
Always test extensively before going live (or even to beta.) This will help you avoid issues later, especially on mobile apps.

Navigation

Navigation

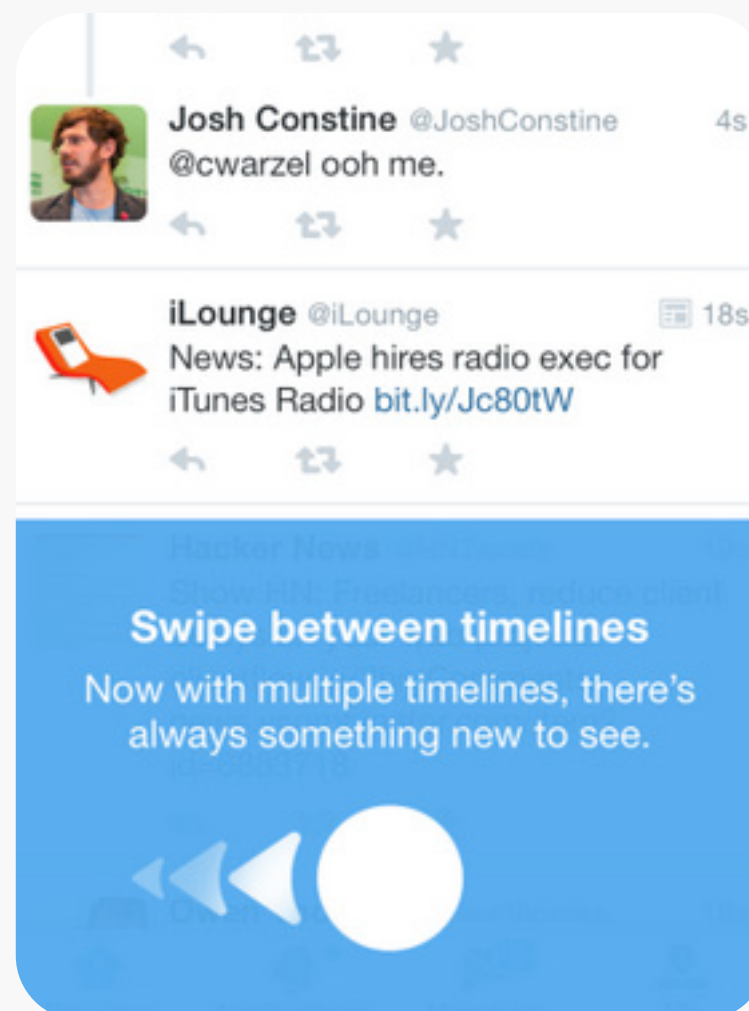Because design is limited, creating the right navigation is key to a good mobile interface.
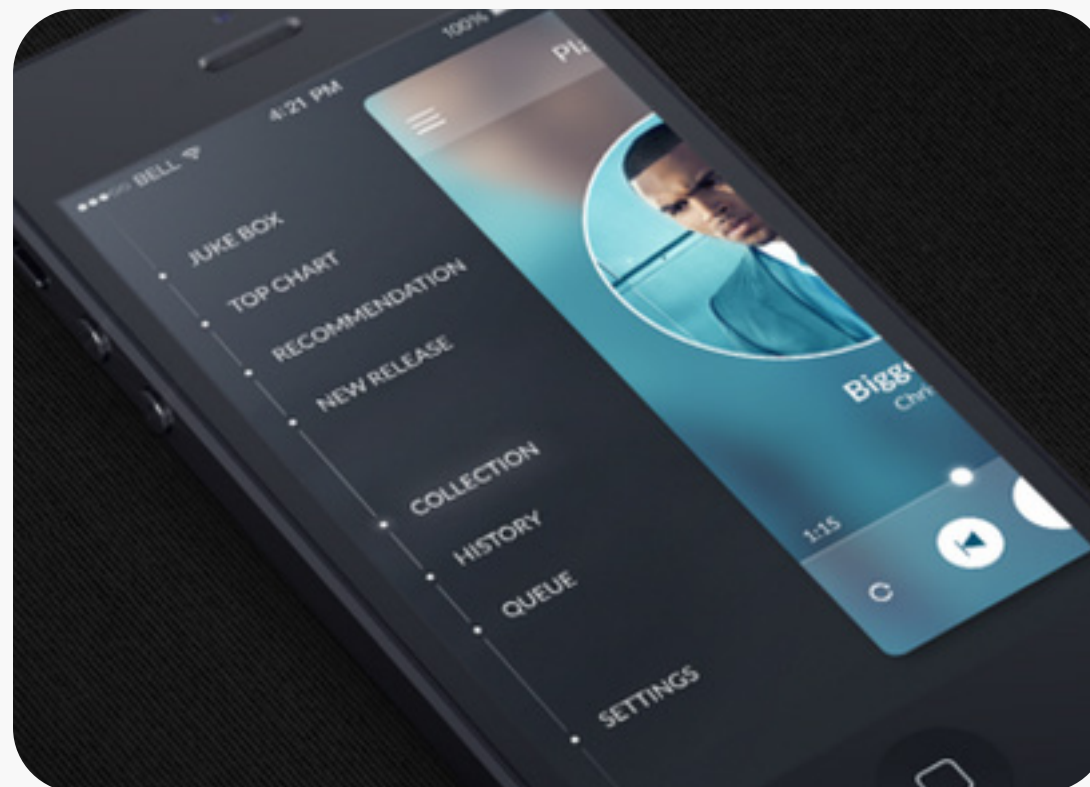
Examples:

Examples:

Examples:

Gestures

Mobile design is much more focused on interaction than web design. It's important to determine how each movement relates to an action the user is taking.
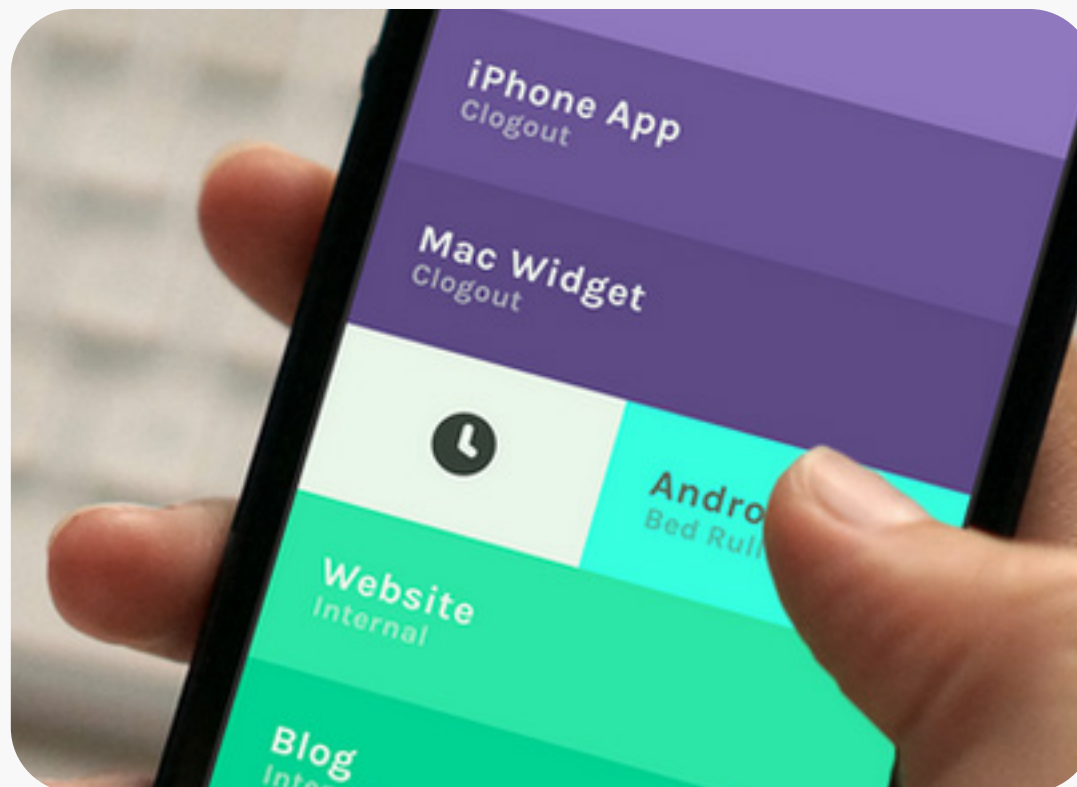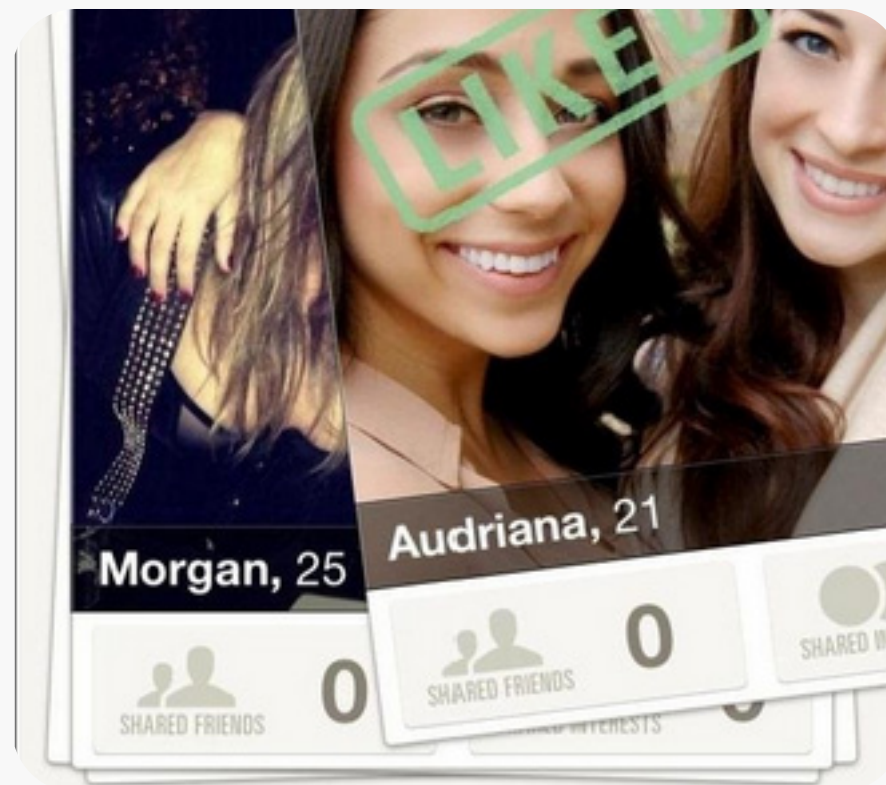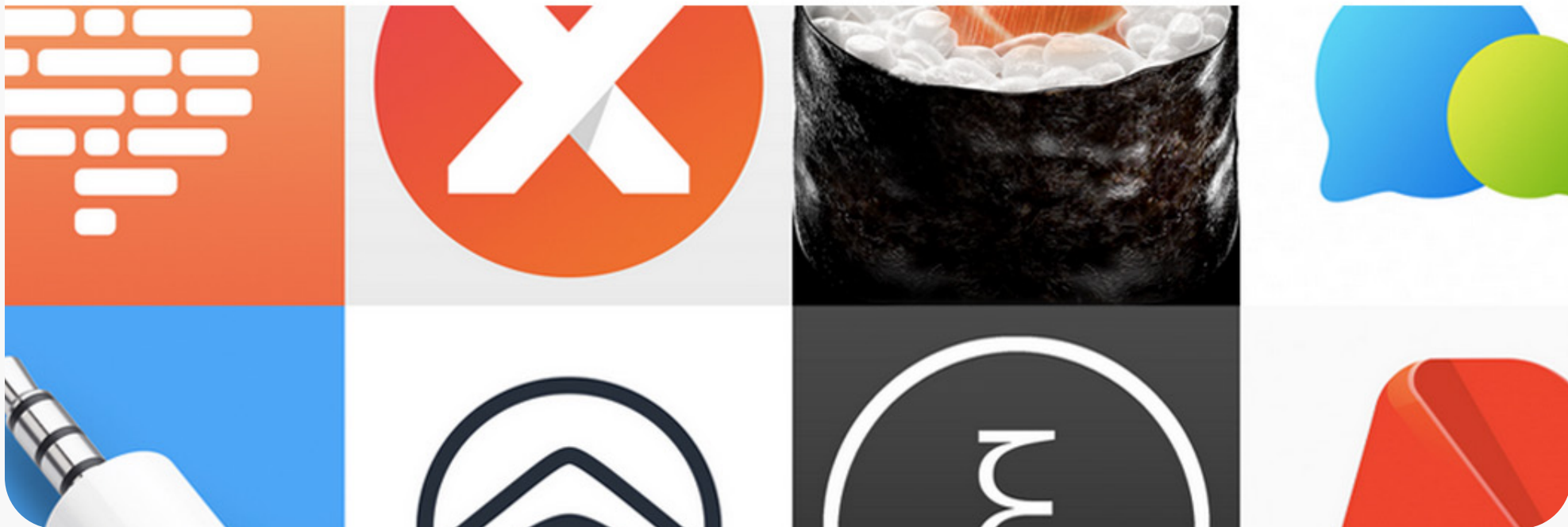
Examples:

Examples:

Examples:

Examples:

Resources

Here are some of our favorite resources for mobile design:

iosicongallery.com
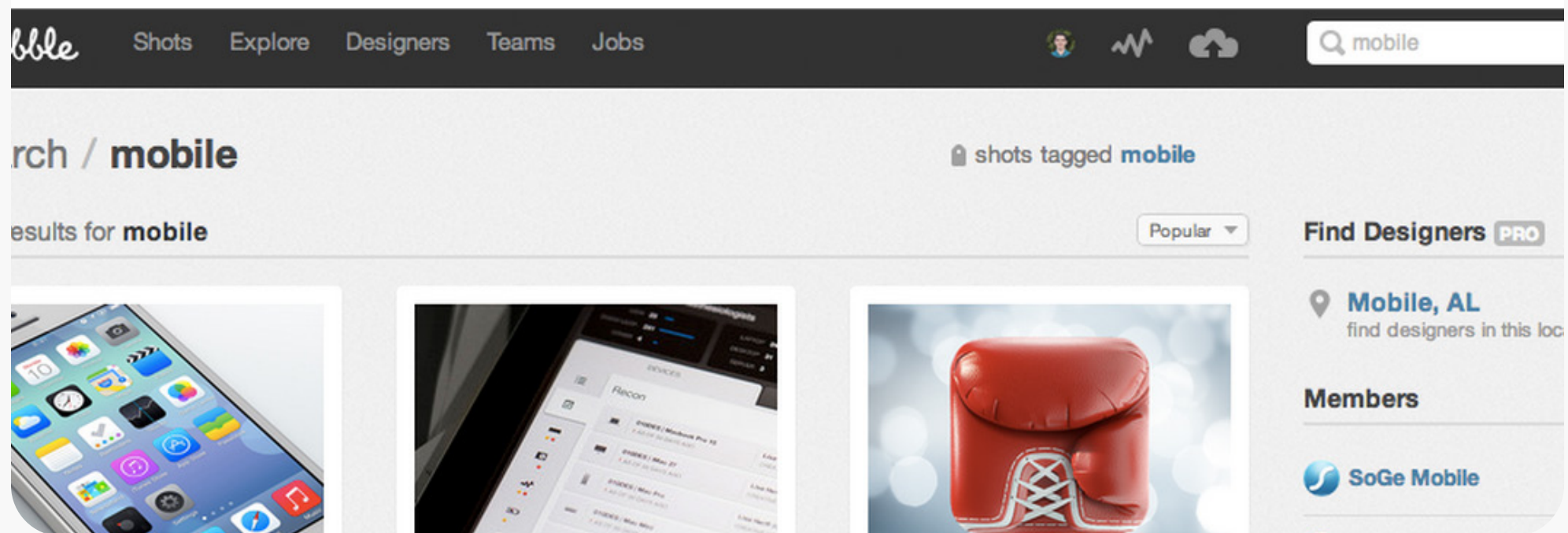
Here are some of our favorite resources for mobile design:

http://iicns.com

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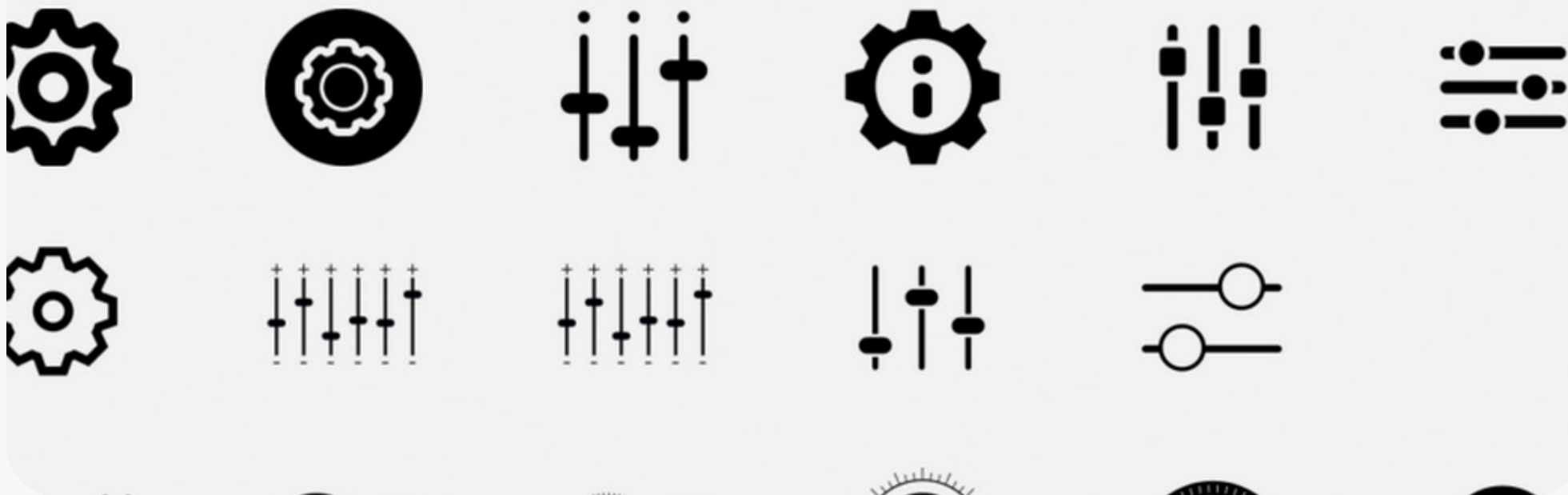
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thenounproject.com
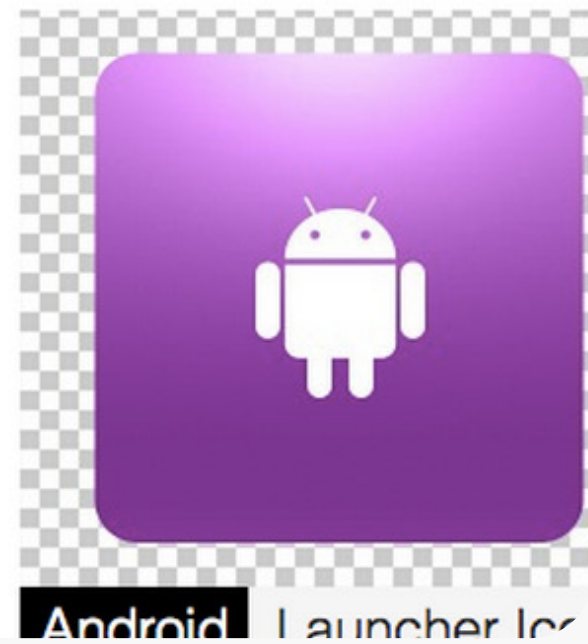
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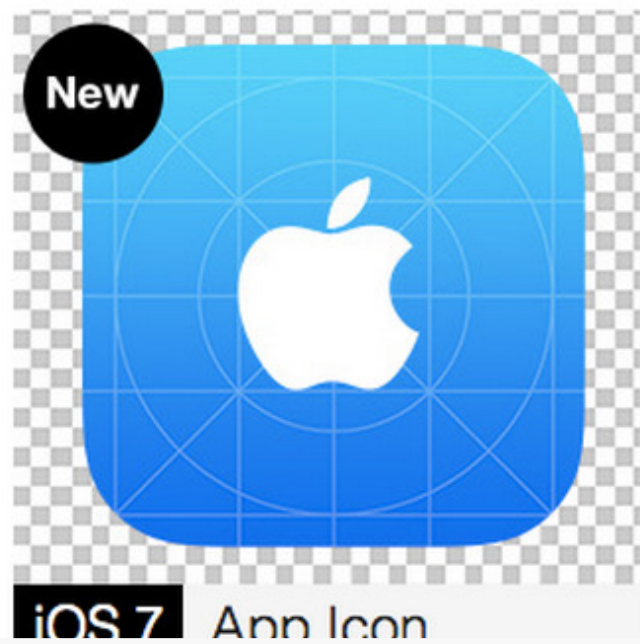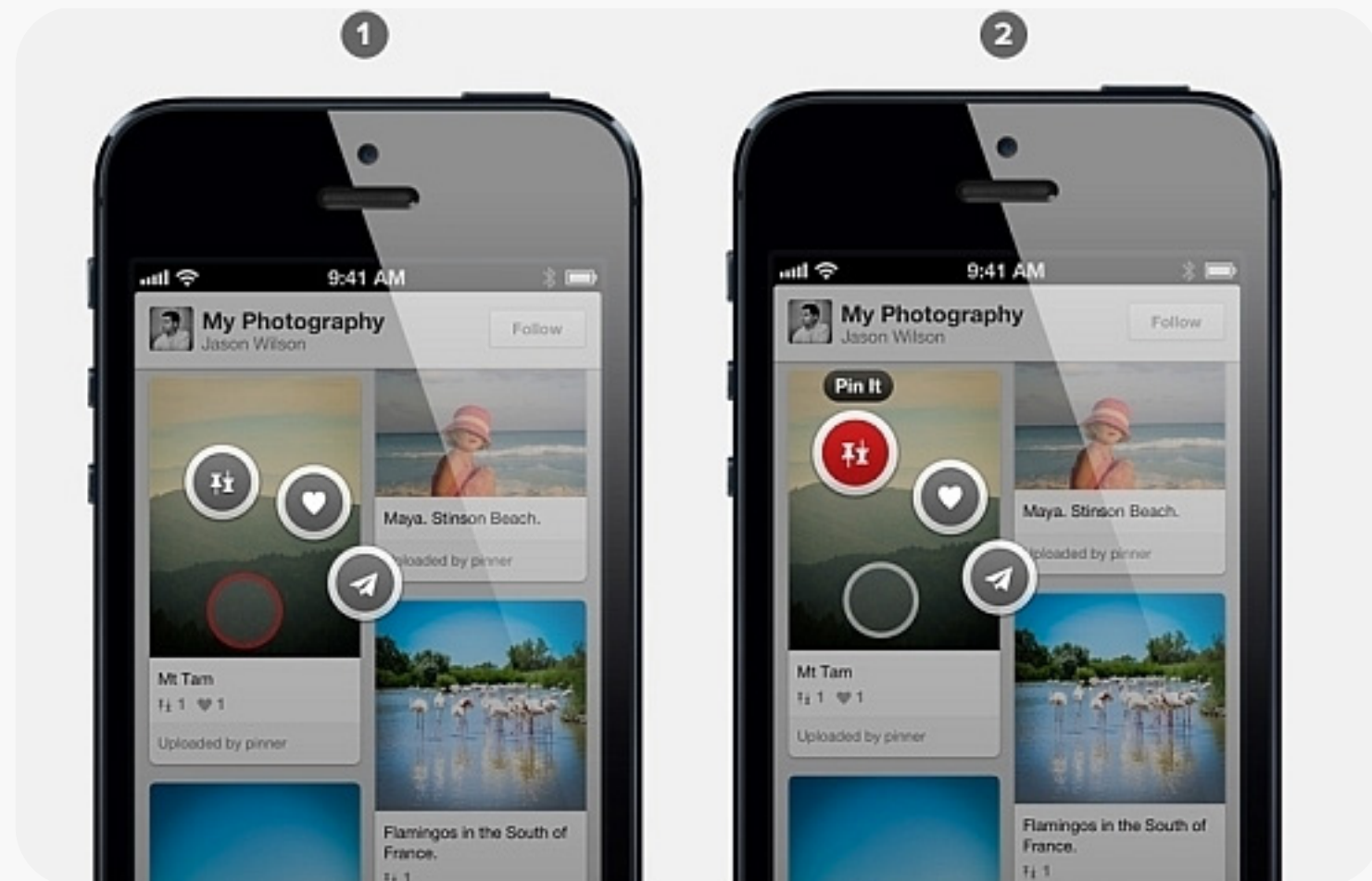http://www.teehanlax.com/tools/iphone/

iOS7 GUI PSD (iPhone)

A Photoshop template of GUI elements found in the

Here are some of our favorite resources for mobile design:

Examples

And a few examples of
awesome mobile design

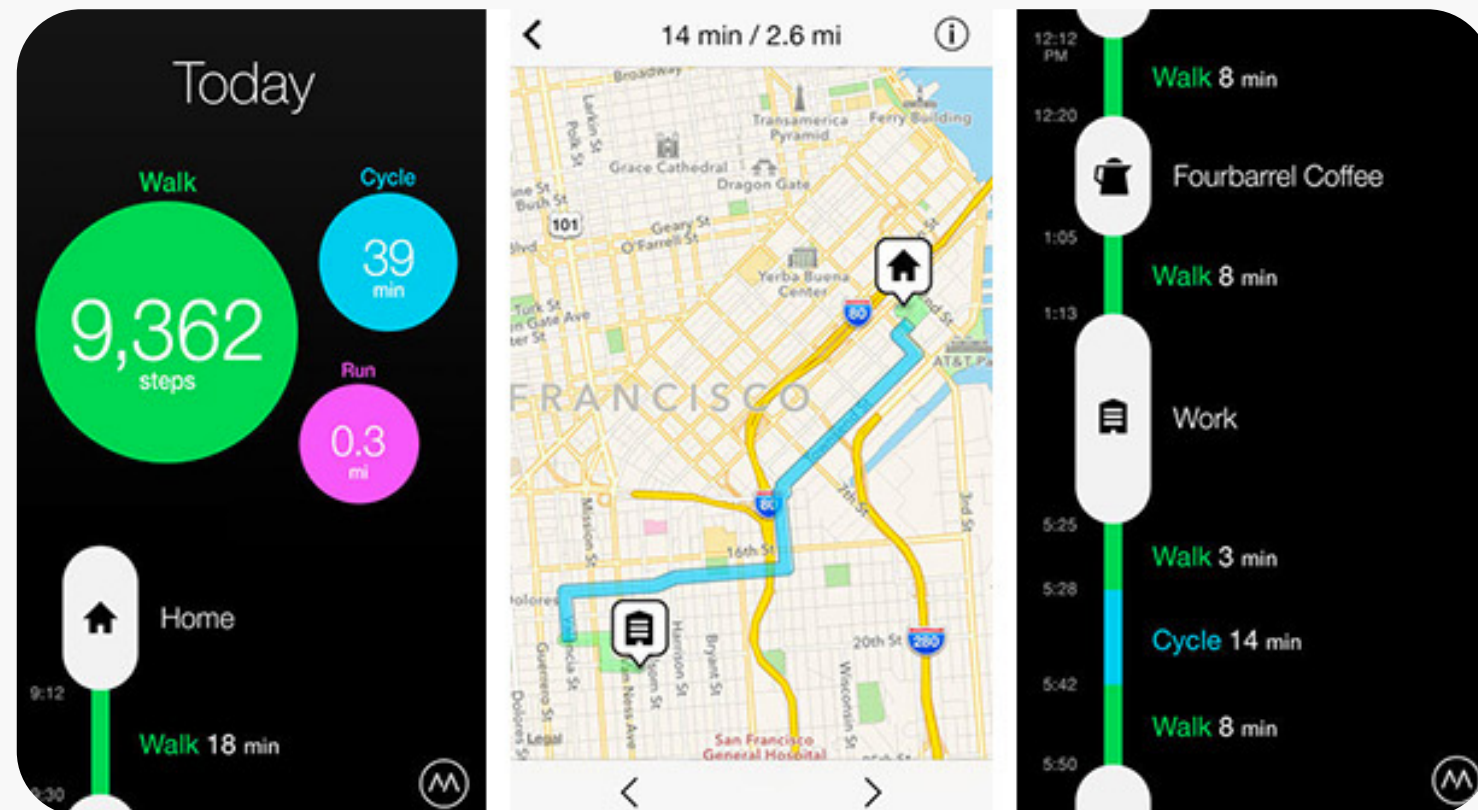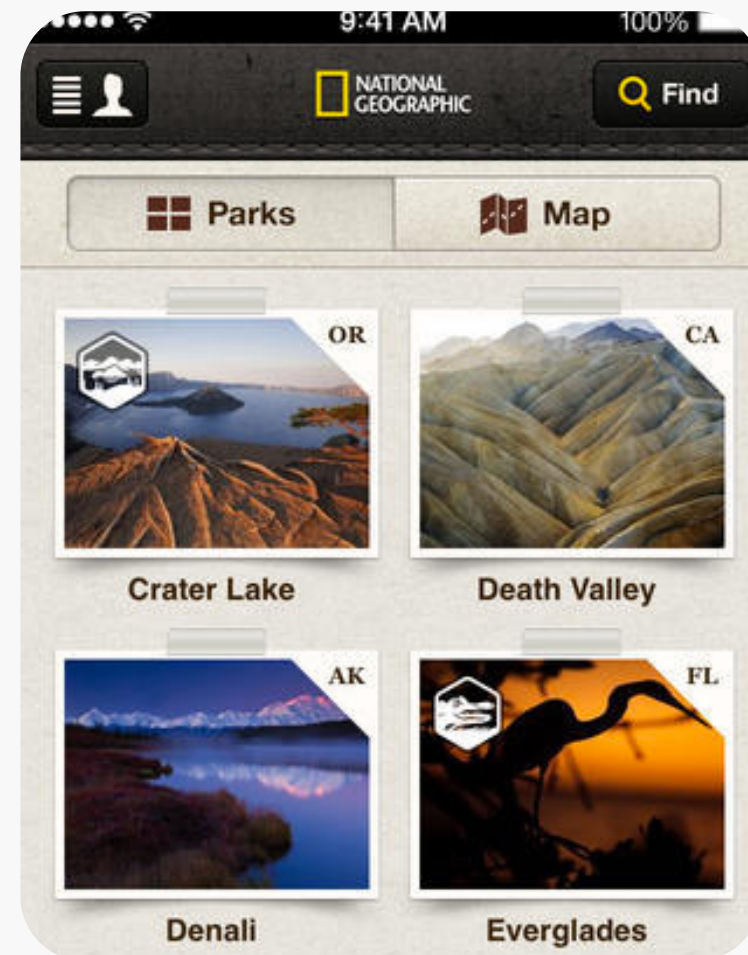Pinterest

And a few examples of
awesome mobile design

Moves

And a few examples of
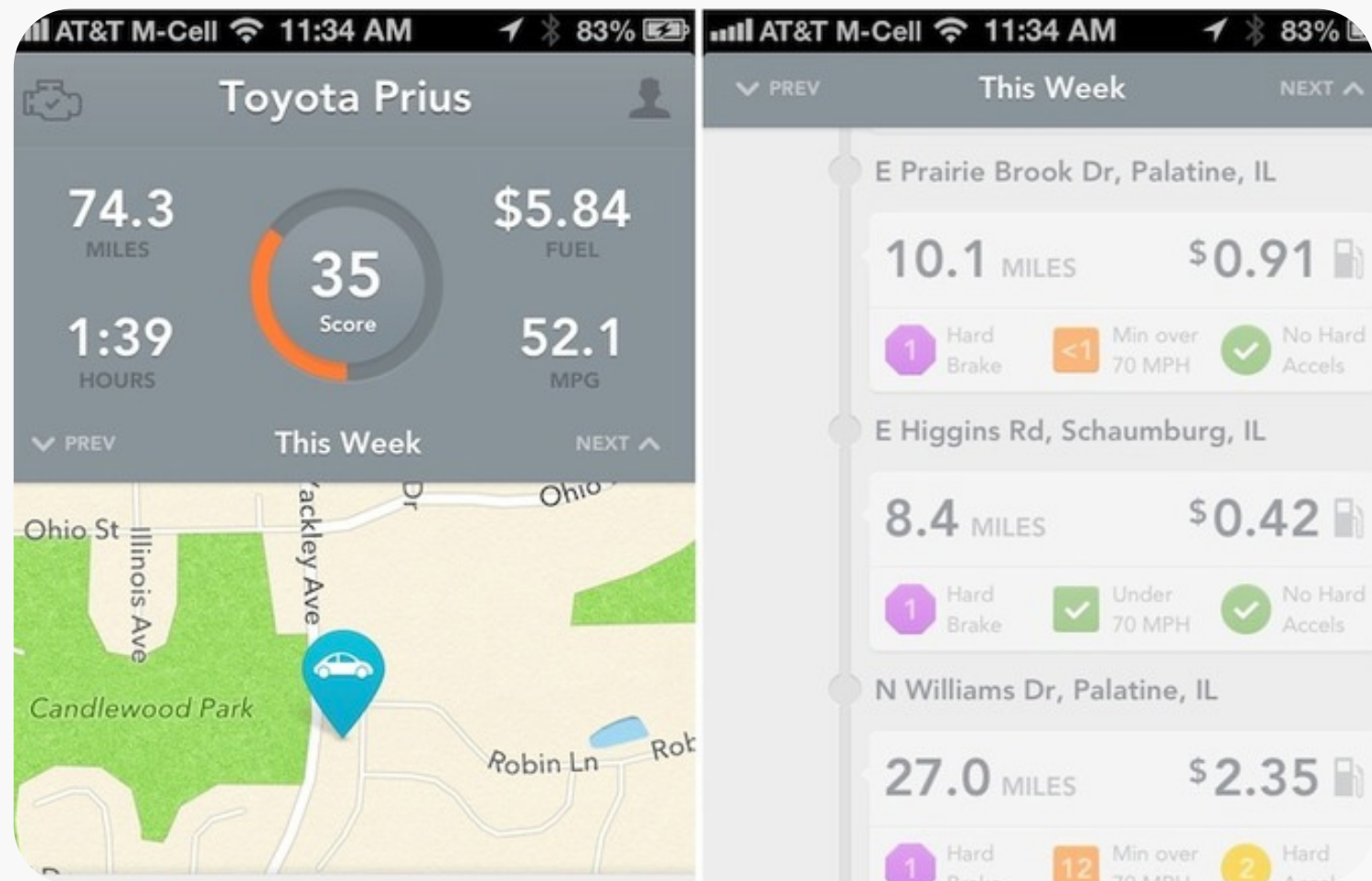awesome mobile design

National
Geographic
Parks

Examples

And a few examples of
awesome mobile design

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can help your mobile design →