Mobile Design & Development: Lecture Notes

# Unit 1: Introduction

## Introduction

Module Overview:



Module Structure



Assessment



# Unit 1: Mobiles for People

## Introduction

Design things that are useful and useable and providing an overall enlightening user experience

Products will resonate with people if it allows them to achieve something whilst fitting in with other things in their life

## Useful

Motivation = Discovering things that people really want to do

Heckel's Law: The quality of the user interface of an appliance is relatively unimportant in determining its adopting by users if the perceived value of the appliance is high

Heckel's Inverse Law: The importance of the user interface design in the adoption of an appliance is inversely proportional to the perceived value of the appliance

Coursework Notes

* Complete process for ID coursework simultaneously with MD coursework