Mobile Strategy
- Companies want to engage with mobile users
- What mobile strategy makes sense?
    - Mobile web site
        - Develop your web site for desktop users and then adapt for mobile
        - Keep your web site so simple it works well on the mobile platform
        - Create a separate mobile web site for mobile devices
    - Responsive web site
        - A responsive web site adapts based on the screen size, resolution, and device that's accessing it
        - Single web site, multiple views
        - Same text, different presentation(usually)
        - Avoids major changes
        - Avoids maintaining multiple web sites
    - App
        - Designed specifically for mobile use
        - Apps are focused on one a specific task, more targeted than a web site
        - Immersive/sticky
        - Will your app be downloaded and repeatedly used?
        - Need to figure out an app strategy
        - Is it worth the cost?
    - Combination
- Know your target users
- Cost

App Strategy
(mobile app image)
- Native apps – iOS, Android, other
    - Separate development efforts
    - Can leverage platform specific features
    - Better integrated, more immersive
- Web app - HTML5
    - Develop once
    - Runs on any HTML5 device
    - Can't take advantage of platform specific feature
    - Often doesn't look or feel native
    - Not distributed through the app stores
- Hybrid
    - A web app wrapped in a native container that provides access to native UI and features
    - High amount of code reuse
    - Can go in the app stores

<u>App Design</u>
- What's the goal of your app?
- Come up with a description for your app that is clear, concise, and complete
- Who is your intended audience?
- Define your app
  - Features
  - Users
- Your goal and target audience should drive all the design decisions you make
- Common app types
  - Productivity apps
    - Use and manipulate information
    - iWork
  - Utility apps
    - Perform a specific task
    - Youtube, netflix
  - Immersive apps
    - Focused on delivering visually rich content
    - games

<u>Design Principles</u>
- Goal
  - Focus all your decisions on the task at hand and your target user
- Users
  - Target apps to a specific user level
  - Put the users in control
  - Get them to the relevant information quickly
  - Make sure that all user input is valuable
  - Provide subtle but clear, immediate feedback
  - Create a compelling user experience
    - User interaction consistency
- Simplicity
  - Download, install, start using quickly
  - Easy to figure out and use
  - Avoid unnecessary interruptions like unneeded alerts
  - Start instantly and be prepared to stop
- User interface elements
  - Use real-world metaphors
    - Provides familiarity for users
  - Use standard UI elements whenever possible
    - Take advantage of prior experience
  - Use UI elements as they are meant to be used
    - Controls should look and act consistently
  - Minimize the number of controls in a view
  - Always have a reason for custom UI elements
- Content
  - Provide only relevant, appropriate content that's useful to the immediate task
  - Don't overshadow the content
  - Avoid file handling and settings
  - If in doubt, leave it out

- Aesthetics
  - high quality media is expected
  - Integrate aesthetics with function
- Design for the device
  - Use layout that makes sense for the device
  - Adapt art to the screen size
  - Universal apps should have a consistent flow
  - Handle different orientations
  - Support common gestures
  - iPad apps shouldn't just be bigger
  - Responds to gestures and taps
  - The comfortable minimum size of tappable UI elements is 44 x 44 points

Mobile Design Process
- Research, brainstorm, gather requirements
- Define the goal, description, and audience
- Plan the interface and functionality
- Design the user interface
- Design the architecture and program flow
- Develop and test incrementally
- Prototype
  - Get user feedback
- Refine and iterate

Designing Intuitive User Experiences (about 32 mins)
https://developer.apple.com/videos/play/wwdc2014/211/
start 4:34
Platform Savy/Conventions 9:11 - 16:30
Language 39:05-45:10
Icons 45:10-49:45
Animation 49:55-51:20
Simple 51:20-55
Focus 55:05-1:00

Much more detail provided in Apple's iOS Human Interface Guidelines
https://developer.apple.com/ios/human-interface-guidelines/