Designing a mobile app

A presentation by the goat

Decluttering

In simple terms decluttering is to just remove the unnecessary of information and for a mobile app it is important to reduce the clutter to improve the users experience.

- Keeping content to a minimum so it isn't filled with too much information for the user to deal with.

- Keep interface elements to a minimum

Minimise user input

It can be quite annoying typing on a mobile screen and the most common case of user input is filling out a form.

- Keeping forms short by removing unnecessary fields

- Using features such as autocomplete. Where it enables users to enter their address with fewer keystrokes.

- Customise the keyboard. When numbers are needed the keyboard will display a numeric keyboard only.

- Its best to check field values immediately after entry so that users can correct them right away.

Avoid jargon

Having clear communication will always be the one of the top priorities. And using simpler words or phrases will help the user instead of maybe confusing them.
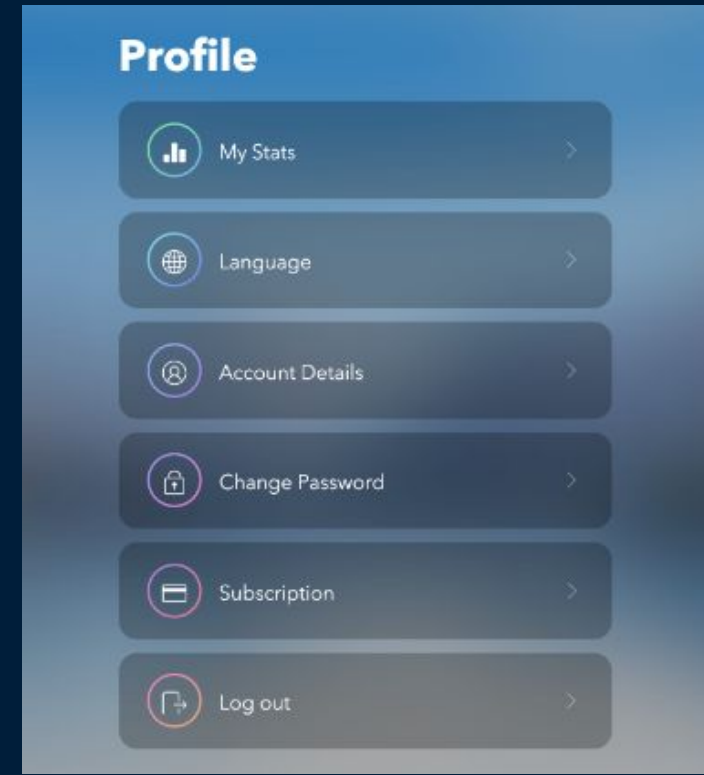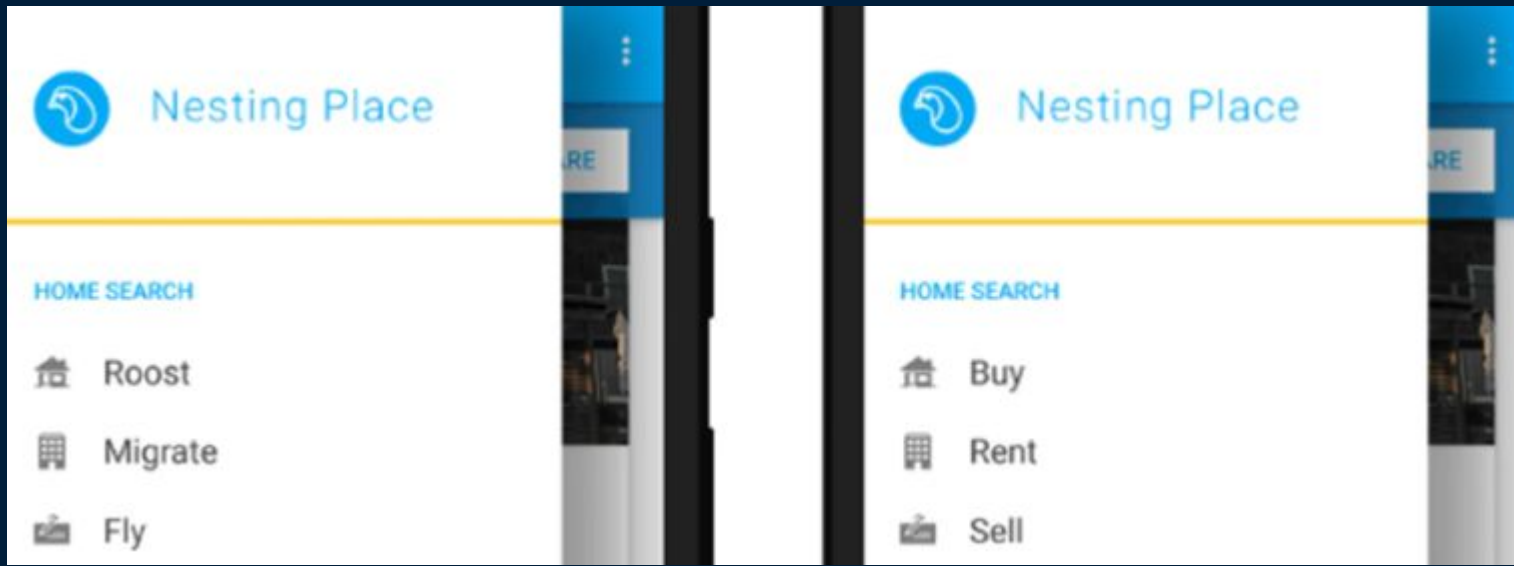
Thumb zone

The thumb zone is where the thumb feels the most comfortable when interacting with the screen.

- For a mobile app consider having the most important options in the green zone (having most interaction buttons)

- The red/orange area for a mobile app would have either information or settings where the user wouldn't have to press all the time.

- As most people hold their phone right handed it is best to not leave out the people who hold it left handed and try to make the app best for both handed users.
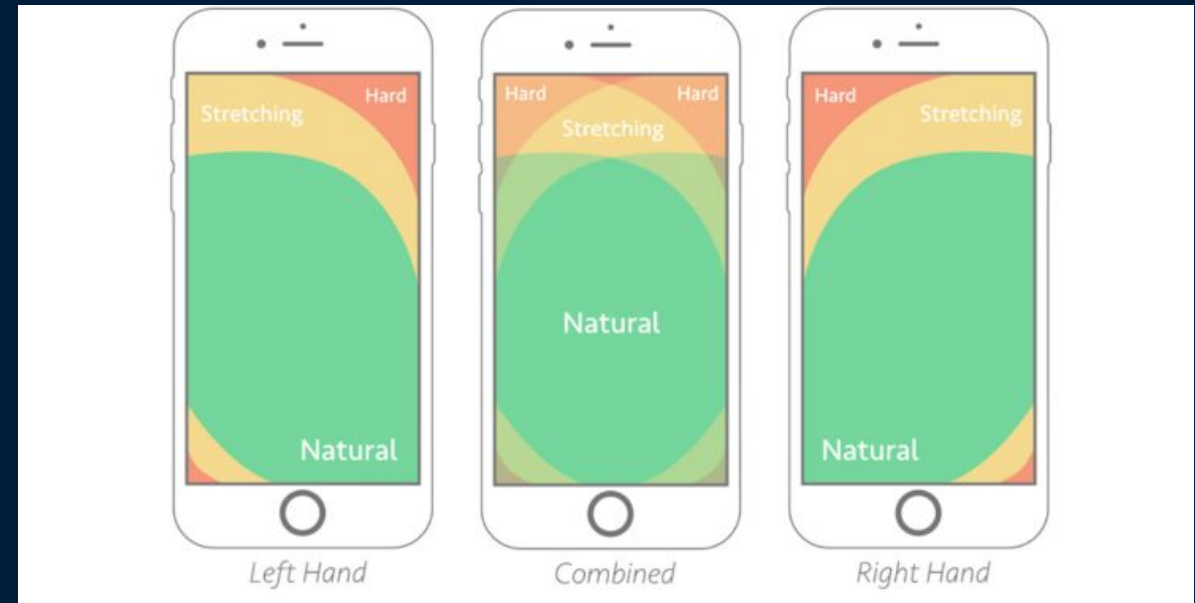
Design for fingers

Designing actionable elements in a mobile interface, making targets big enough so that it is easier for users to tap.

- Having a 10mm x 10mm is a great touch target size.

- Important to have the right amount of space between targets (not to have "agree" and "disagree" next to each other)
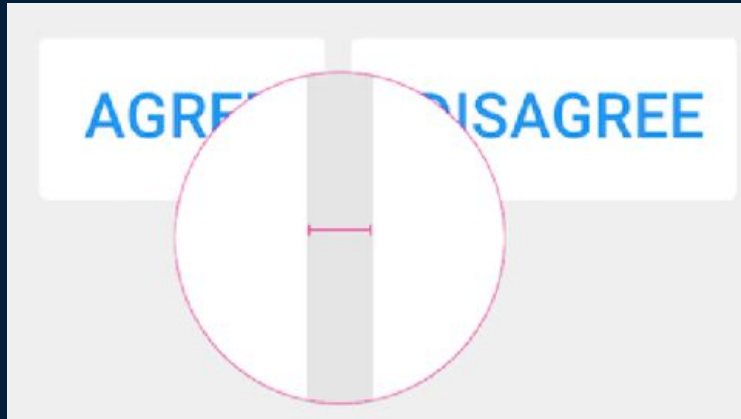
Push the value

When users use your app, notifications aren't bad as long as the value is better than the interruption. (Getting early information about a new season on Netflix or re stocked of an item the user is looking for).

- Only have useful notifications for a user who recently looked at a certain thing.
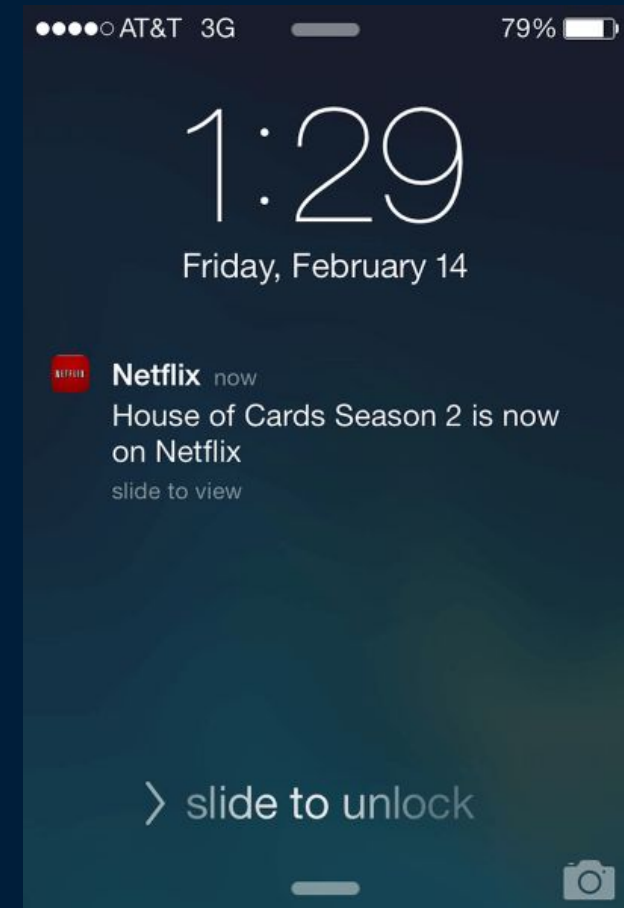
Thank you for your attention

I don't do presentations for a living