

10 Mobile UX design principles

1) Content prioritization

- keep interface to a minimum
- display only necessary content & functionalities
- notifications shouldn't prioritize

less
is
more

2) Make navigation intuitive

- learnability of your design is key for its success
- make info readily available
- user should be able to trace their steps

3) Touchscreen target sizes

- make interface elements big enough to capture touch screen actions
- 44px wide & tall
34px? which is
26px? best?
- spacing is important

4) Provide user control

- allow users to personalize their website journey
- changing settings, controlling notifications, cancelling actions
- gives the user freedom & transparency

5) Legible text content

- anything smaller than 16px is challenging