

Mobile App Design First

Workshop

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Lead UX Designer
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12 years of graphic design, digital services and online marketing + 5 years of operative mobile applications.



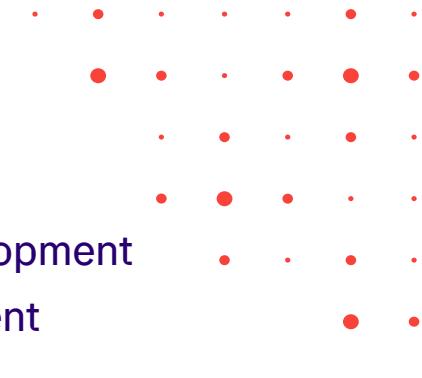
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Senior UX Designer
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20+ years of graphic design, digital services and online marketing, and operative mobile applications.



Agenda

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1. Welcome
 2. Role Of Design In Mobile Development
 3. Homework: Challenge Statement
 4. How Might We
 5. Affinity Mapping
 6. Voting
 7. Specific User Journey
 8. Crazy 8's
 9. Share & Vote
 10. Solution Sketch

Today's Goals

- 
1. Deepen your shared understanding of your application idea
 2. Improve the scope of your app from the user point of view
 3. Leave with a new sketch of your app

Rules of dialogue

1. Listen unconditionally

Two ears, one mouth. Be mindful, beware of gut-reactions, don't introduce biases to the conversation.

2. Accept diversity

Give everyone benefit of the doubt despite their background.

3. Delay opinion

Count to ten before expressing your strong judgement.

Role Of UX Design in Mobile Development.

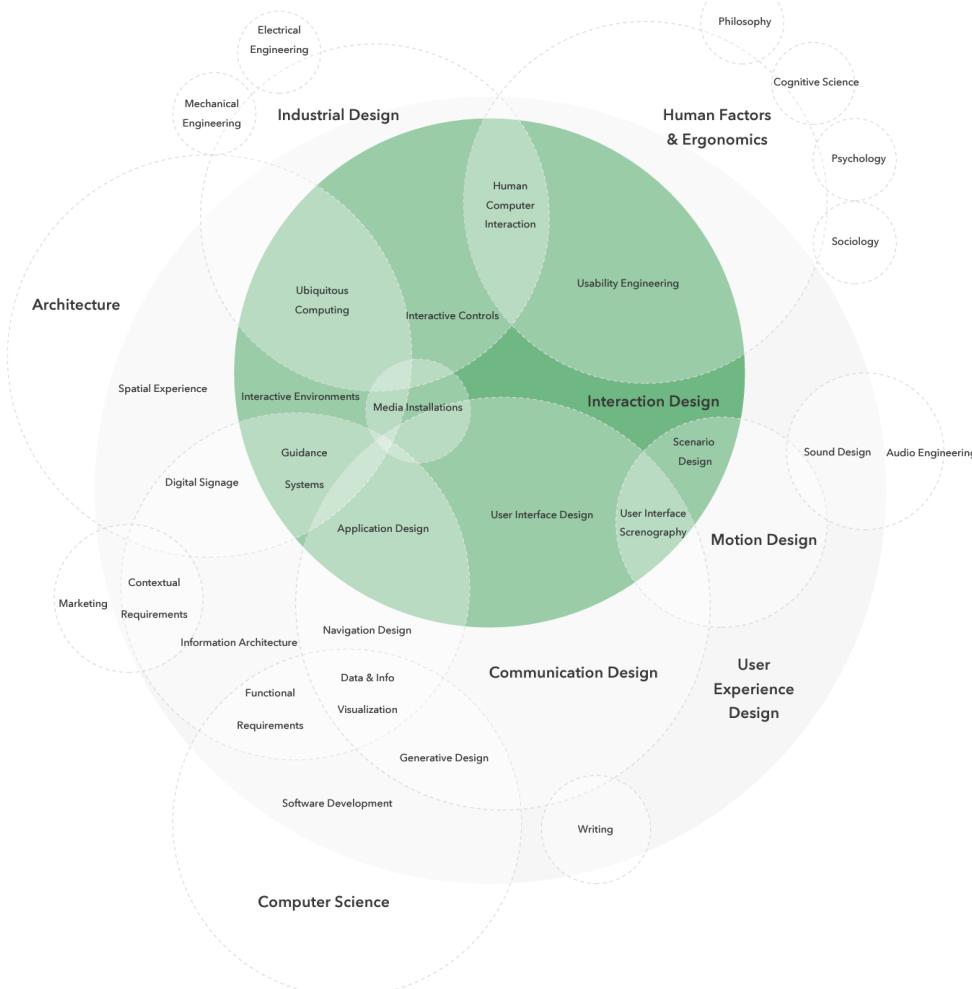
How to perceive design,
why do it, and how.

UX Design What?

“I don’t care what you call it, it’s design all the same.” –Anonymous Lead Designer

Experience Is Holistic

Drawing lines between disciplines is arbitrary and often unnecessary. All disciplines essentially share the same goal – create value human-first. We are in the **value business.**



Human Perspective: Experience Is The Source Of Value

Experience is inevitable, dynamic, context-dependent, and qualitative. Value is created through human experience. Value is a subjective judgement of quality, worth, and importance.

Human **experience is valuable.**

Boundaries Blur, Development Democratizes

In an increasingly technological world, designing products with real people in mind helps us make sure that technology integrates in our lives in a human way.

When building an app becomes increasingly easier, the value is more and more created by understanding the value through the experience.



We are in
experience business.

UX Design

Why?



PHASE 1 **PHASE 2** **PHASE 3**

Collect
underpants



Profit



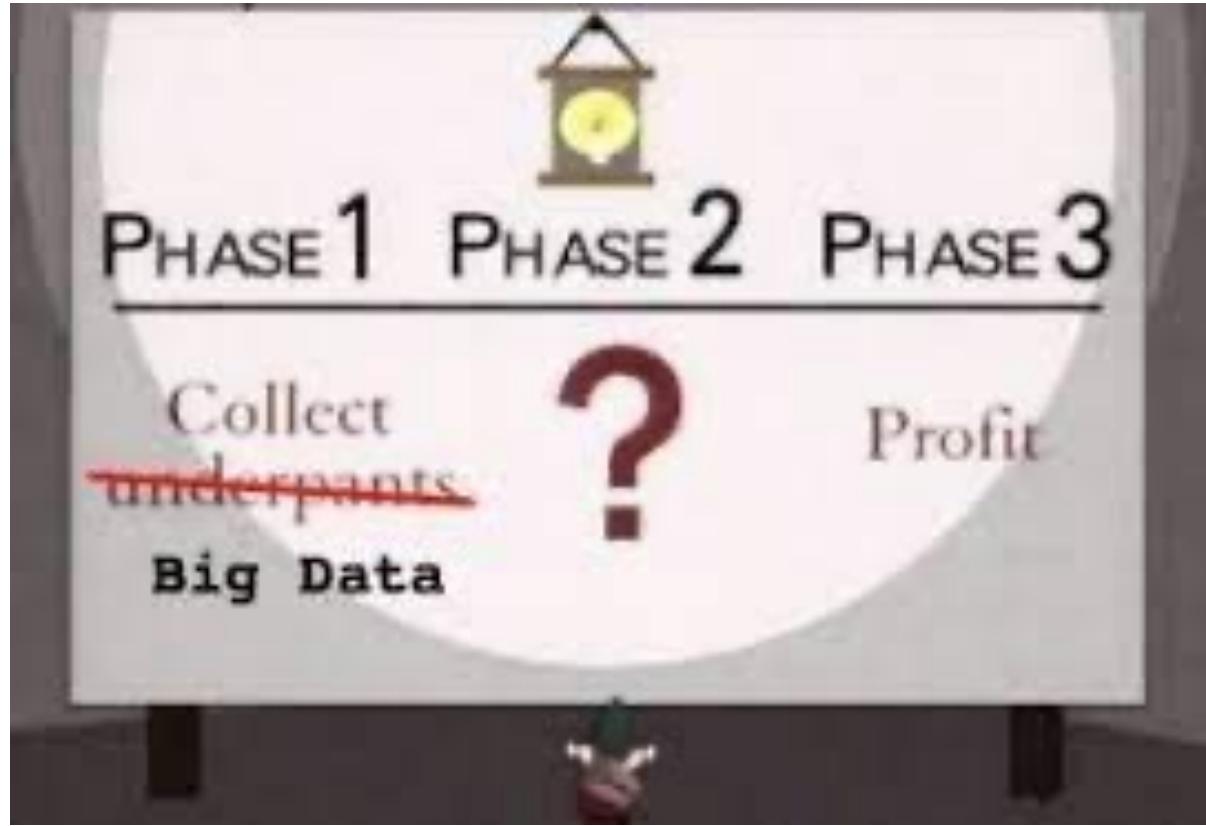
PHASE 1 PHASE 2 PHASE 3

Collect
underpants

?

Profit





Design Aims To Create New Value

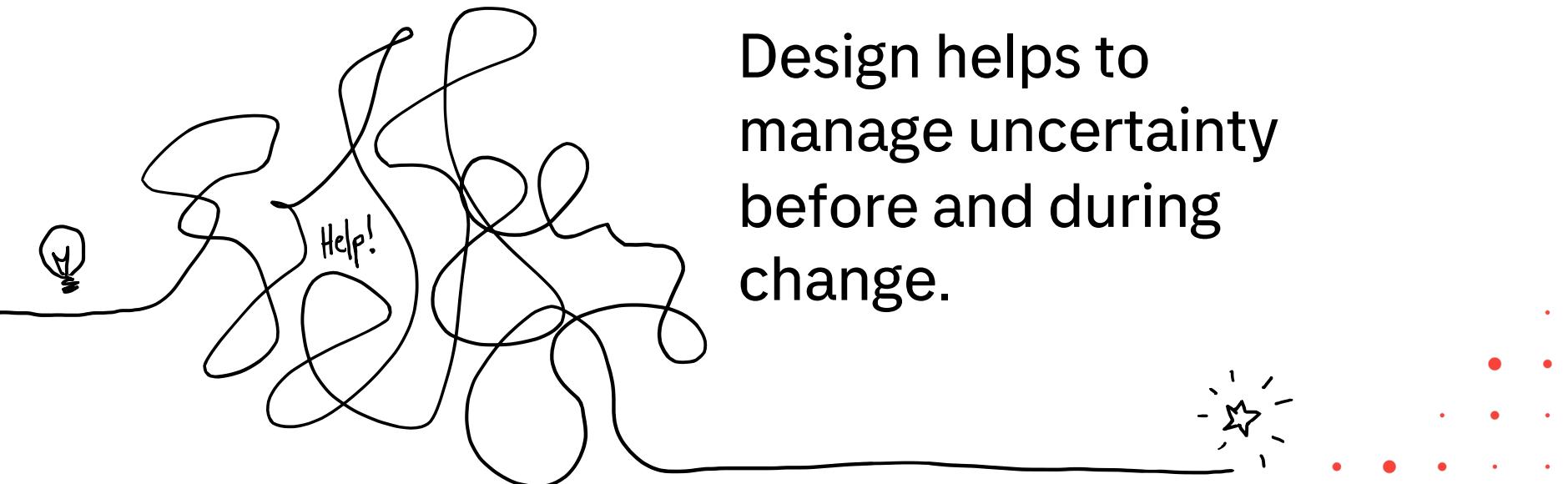
Strategy expresses a future state that utilizes capabilities like the position and resources and considers opportunities to provide new value to the business. **Change is uncertain.**

Capabilities → Collect underpants.

Change → ?

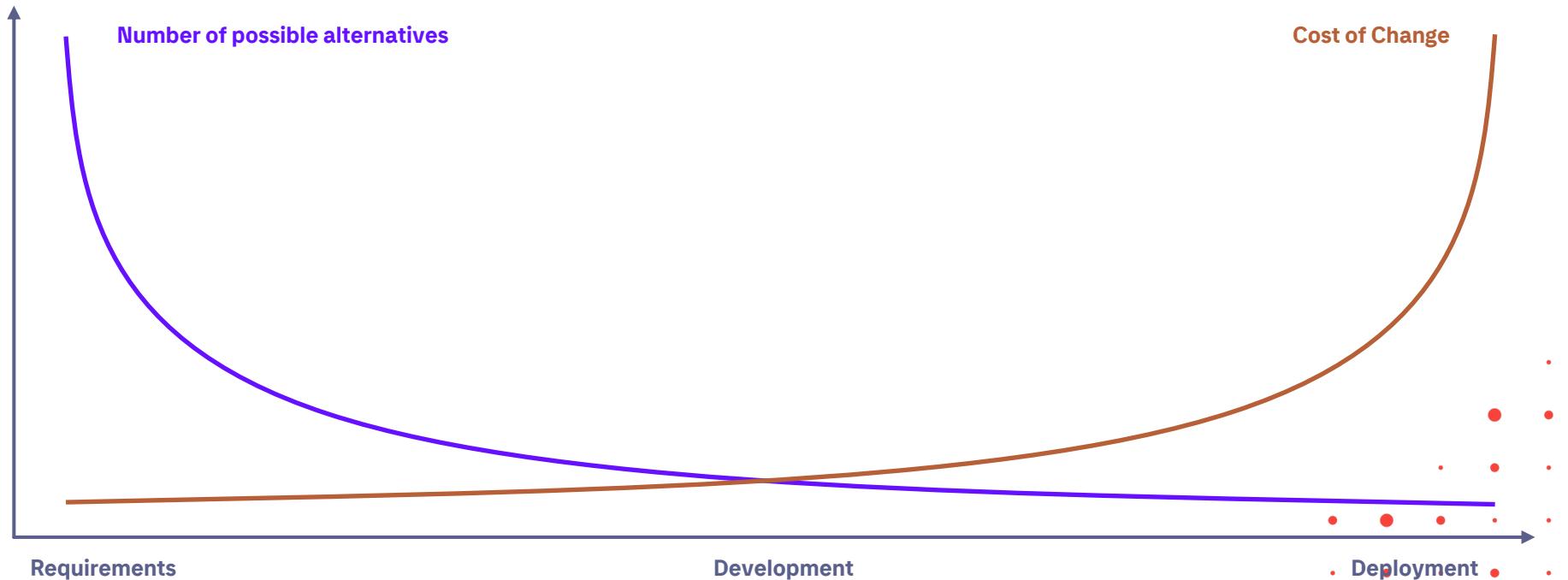
Goal → Profit.

Change Needs Design



Design helps to
manage uncertainty
before and during
change.

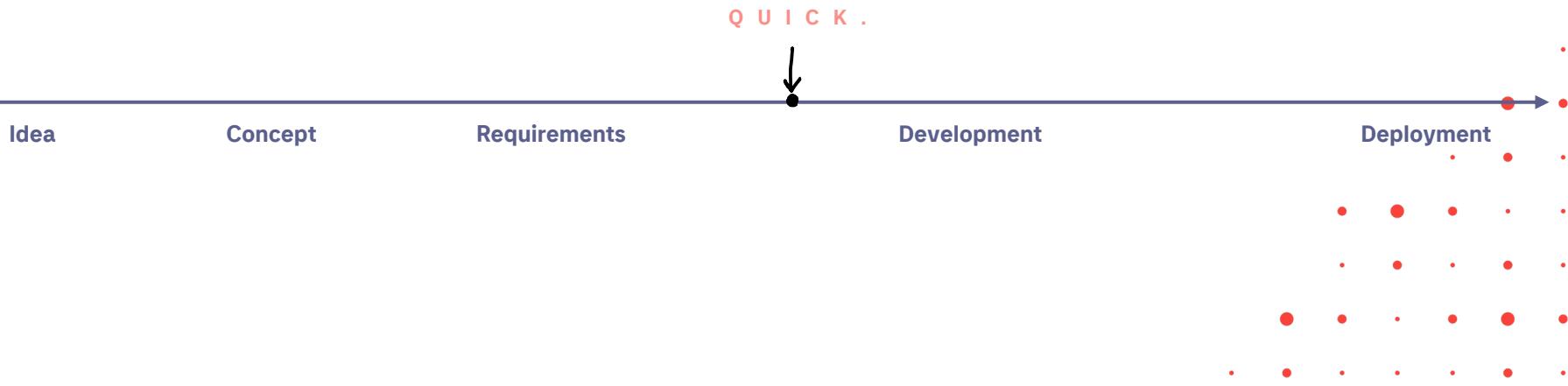
Fail Fast = Learn More = Risk Less



<https://www.interaction-design.org/literature/article/improve-customer-experience-with-ux-investments-that-increase-roi>

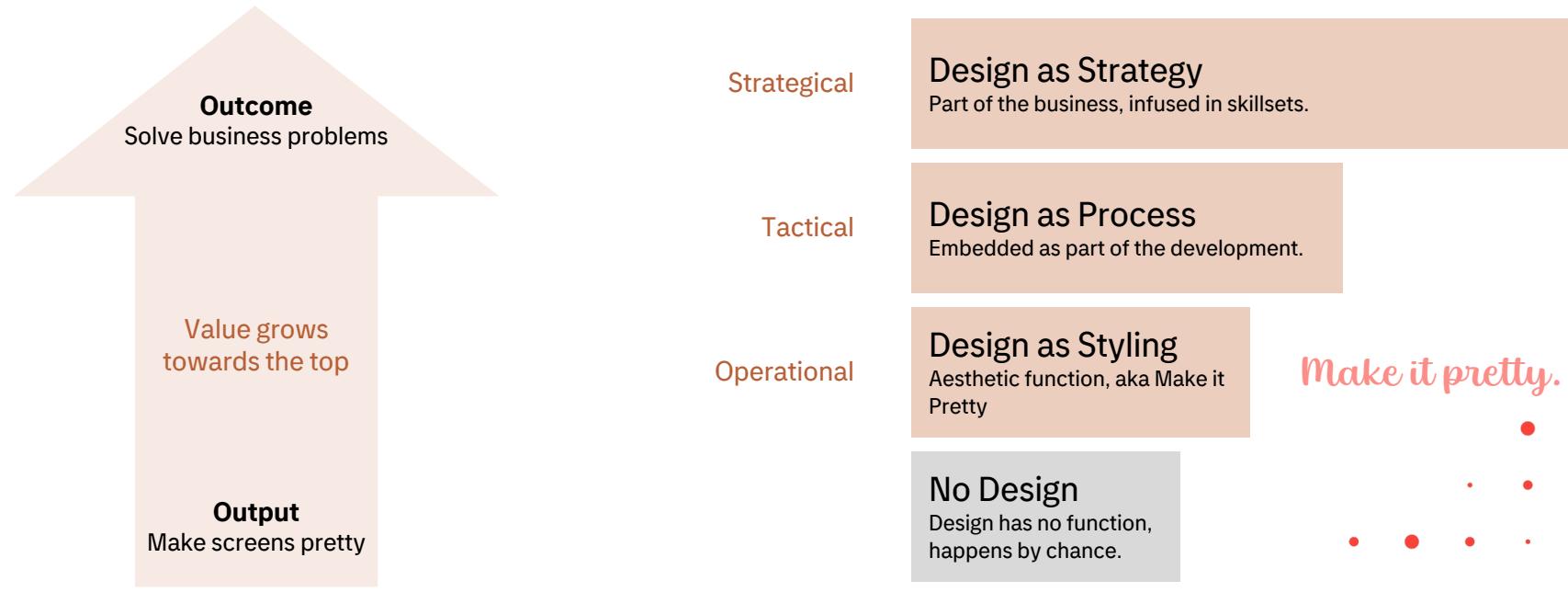
The Role Of Design Has Been Understood Too Narrowly

*Make it pretty.
Make it pop.
So much wow!*



Design Maturity

Strategic level



Technical level

<https://solmesz.medium.com/outcomes-outputs-and-design-maturity-ec50754d3098>

Design Maturity Leads to Customer-maturity

Low Maturity Ornamentation Role

- Solution-first mindset
- Low collaboration
- Narrow field of view
- Early convergence
- Emphasis on domain-experts and subject matter experts
- User disregard or even hostility

High Maturity Strategic Role

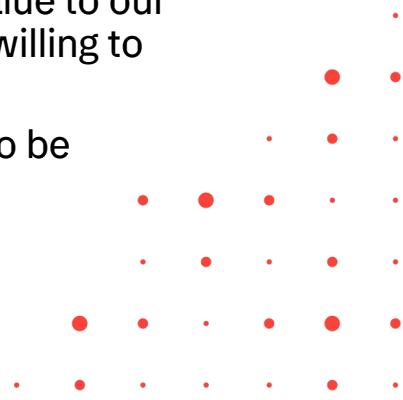
- Design-first mindset
 - High collaboration
 - Purposefully delayed convergence
 - Emphasis on customer/end-user understanding → understand the effects of our decisions
- 

Shift From Solution To Design, From Us to Them

Solution and Organisation Centric

- How could we sell more?
- How can we reach customers?
- Our organization structure is a good starting point for our information architecture.

Design and Customer Centric

- What jobs do our customers need to get done?
 - How could we provide more value to our customers, that they might be willing to pay for, too.
 - How do our customers prefer to be addressed?
 - How well does our information architecture meet their view?
- 

Return On Investment

On average, every dollar invested in UX brings 100 in return.
That's an ROI of 9,900%.

– Forrester

<https://blog.adobe.com/en/publish/2017/05/08/why-more-companies-are-putting-big-money-into-ux>
<https://www.forrester.com/report/The-Six-Steps-For-Justifying-Better-UX/RES117708>
<https://www.interaction-design.org/literature/article/improve-customer-experience-with-ux-investments-that-increase-roi>

A rule of thumb is for every one dollar invested in User Experience research you save \$10 in development and \$100 in post-release maintenance.

–Clare-Marie Karat, IBM

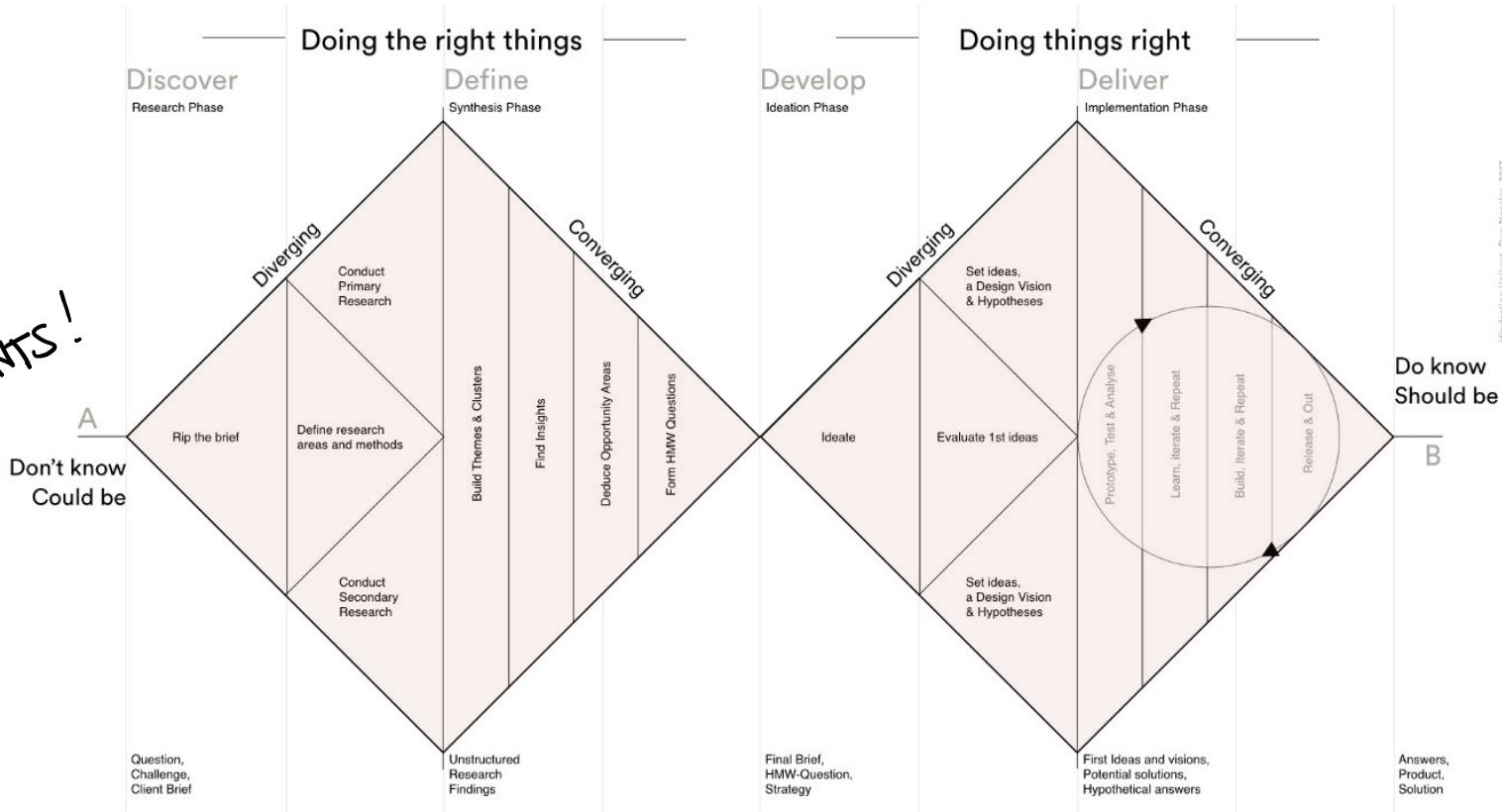
UX Design How?

Design is the art
of being wrong safely.

<https://bootcamp.uxdesign.cc/design-is-the-art-of-being-wrong-safely-7575b0c395c2>

Frameworks: Double Diamond

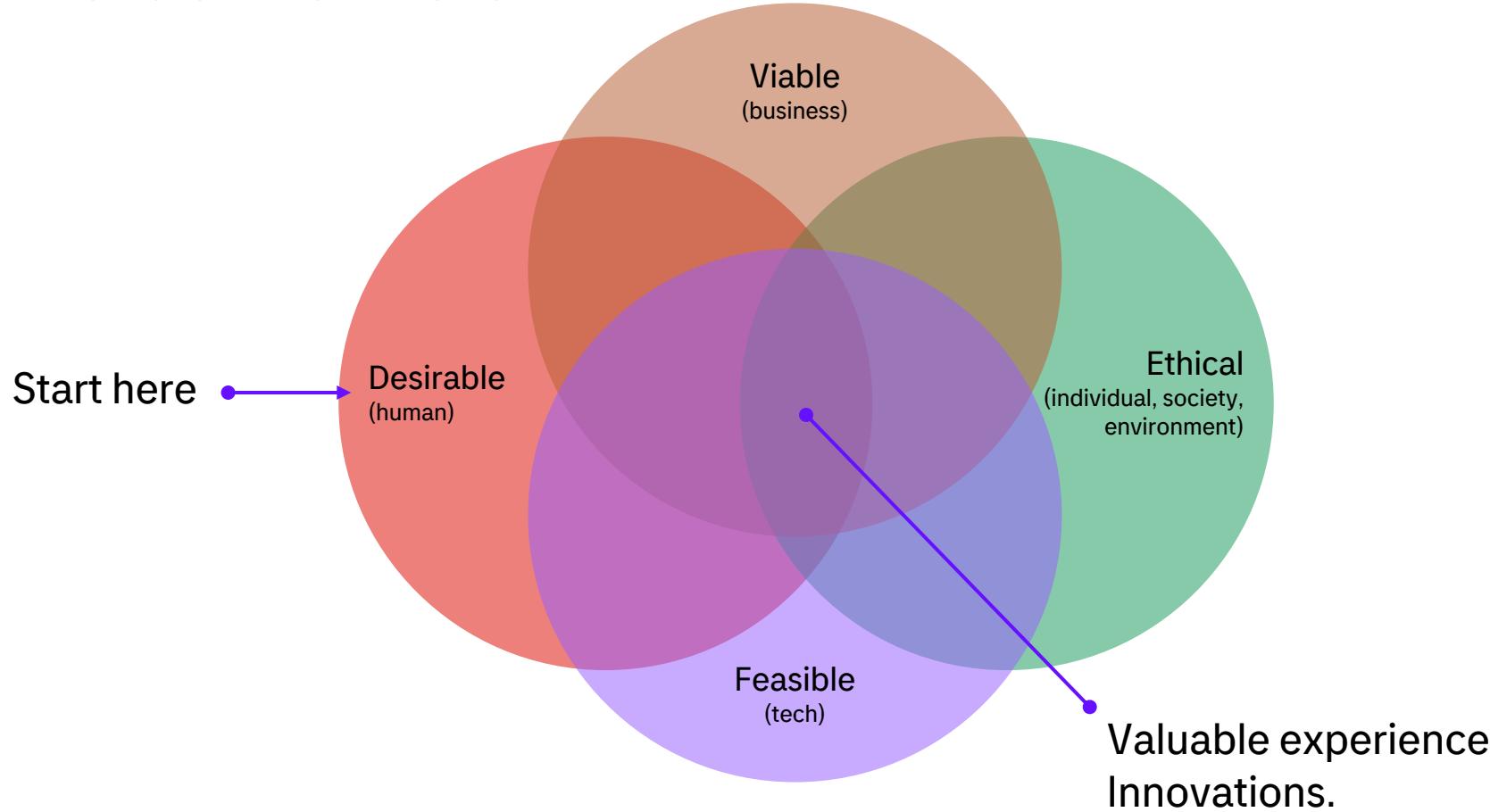
**COLLECT
UNDERPANTS!**



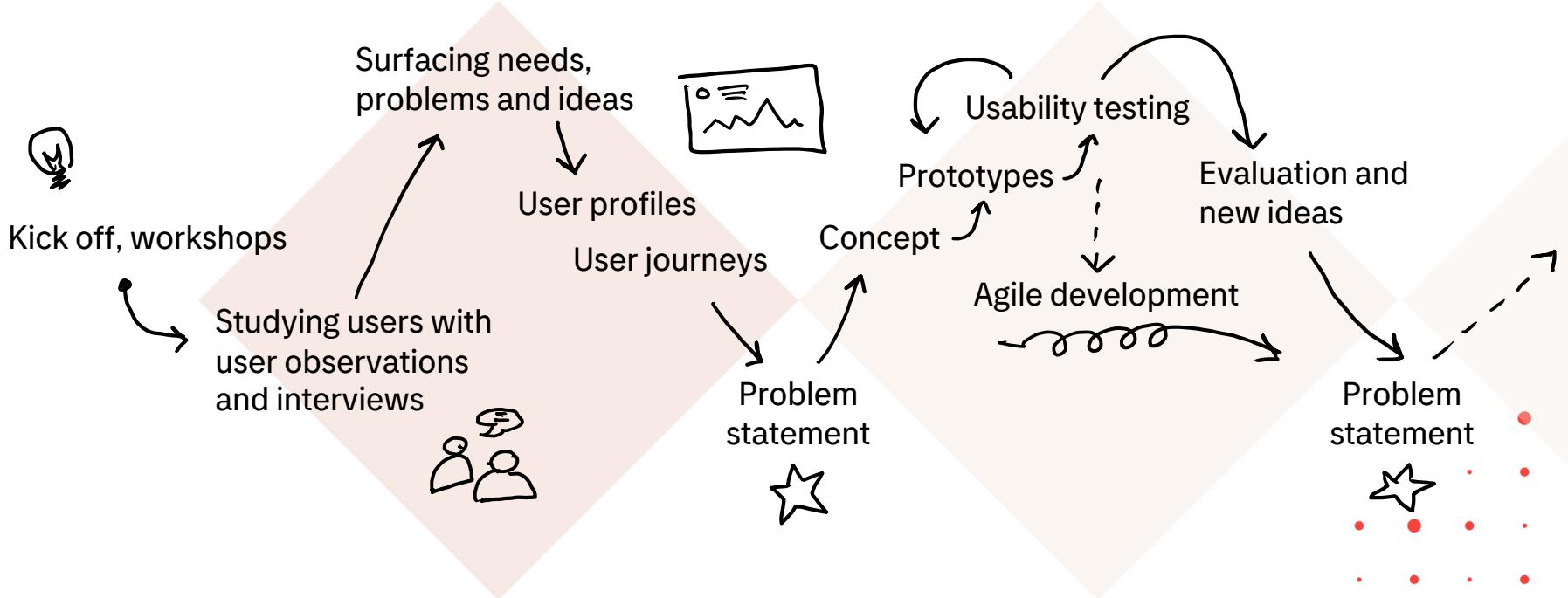
Hinderling, Volpert, Dan Neustadter, 2017
hinderingvolpert.com, dannuestadter.com

PROFIT!

Valuable Innovations



UX Design In a Project, an Example



Everyone is a UX designer

People who make design decisions.

→ Increase consciousness about their responsible role as a designer. Learn about design.

← THESE MATTER

People who call themselves designers.

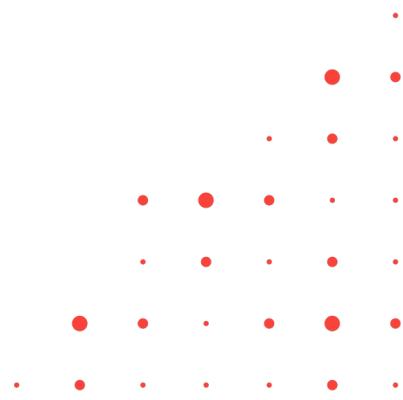
→ Improve understanding that design will happen when they're not around. Learn to evangelize, facilitate and lead the design.

← THIS JUST US

https://articles.uie.com/designing_without_a_designer/

Pointers

In Summary, UX Pointers

- Go observe the real world, talk with the real users
 - Involve more people in design
 - Use tools that support co-operation, Figma/Figjam is a great choice
 - Build bridge across different roles: design and development should always work together, sharing the vision, in great understanding
 - Design all the time, lo-fi is best
 - Great idea trumps fancy implementation
 - Explore options, delay convergence
- 

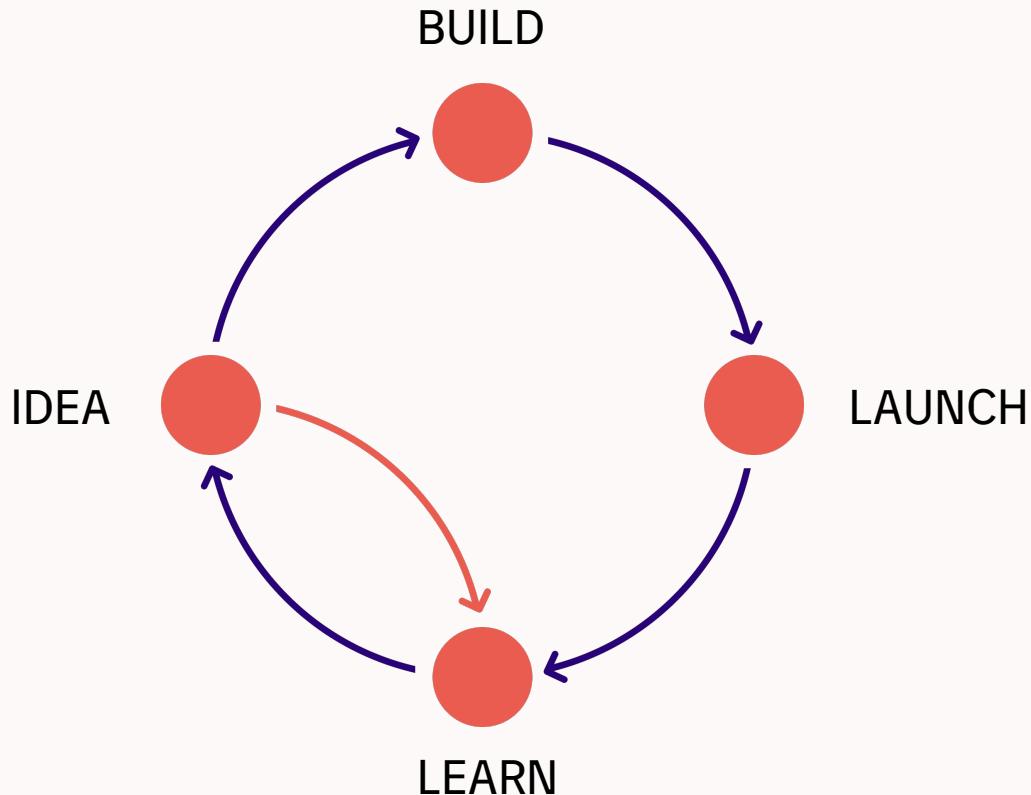
Mobile Specific Pointers

- Pay attention to the micro moment your app is a part of, user's journey is key
- Rely on general established UI-patterns on your selected OS
- Mobile App is not a website, it's more like a small desktop app
- Reinvent the wheel cautiously
- Simple is generally better in every way
- Simplicity can only be achieved through reduction
→ Diverge and Converge. Surface assumptions, fail fast, learn fast.

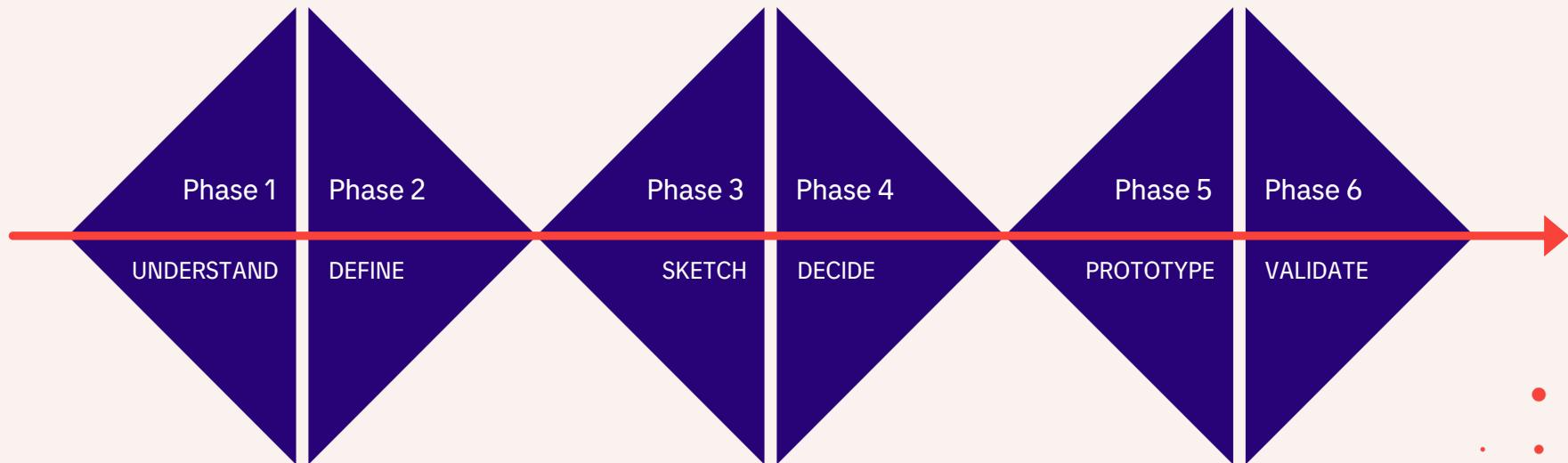
Design Sprint by Google

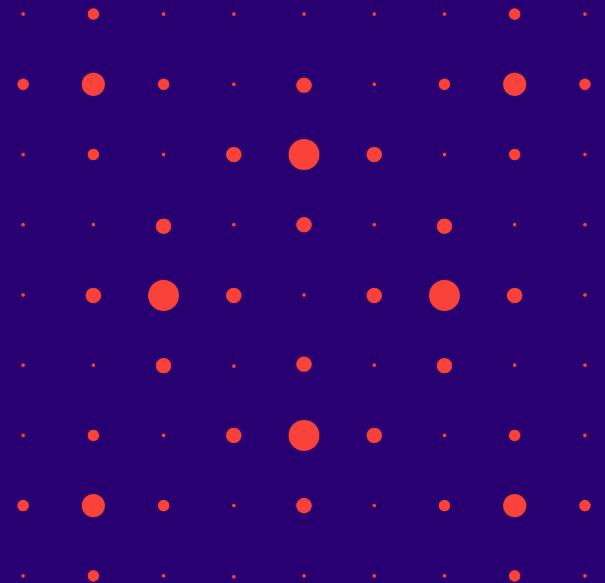
What is a Design Sprint?

A design sprint is a framework for answering critical business questions through design, prototyping, and testing ideas with users.



Framework to support divergent and convergent thinking





Let's go...

Icebreaker



10 min



Two Truths and a Lie (10 min)

To play, everyone sits or stands in a circle. One by one, each person in the circle says three statements about him/herself.

Two of these statements must be facts, or "truths," and one must be a lie.

The other members then try to guess which statement is the lie. After the guesses the person that got the lie gets a point.

Homework: Challenge Statement

Phase 1: Understand



Goal



User type



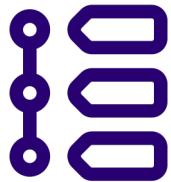
Platform



Timeframe

Homework: Deliverables

Phase 1: Understand



Your deliverables here

How Might We?

Phase 2: Define

To do that we use a note taking method called How Might We's.

How: assumes opportunities exist.

Might: says we don't have to find something

We: is all about doing this together

Write with a thick dark sharpie. Be succinct. One idea per sticky note. Not too broad, and not too narrow. If you don't write it down it can't be voted on.





10 min

Affinity Mapping

Phase 2: Define

Start grouping ideas into categories. Don't worry if the categories aren't immediately apparent. Look for overlaps or duplicates to get started. Revise or change the categories to create the most useful mapping.



Voting



10 min

Phase 2: Define

Each team member gets 3 dots.

- It's ok to vote on your own.
- It's ok to put more than one dot on the same note
- We'll pay more attention to notes that have multiple votes, so think strategically
- We are not trying to get to one direction at this point in time

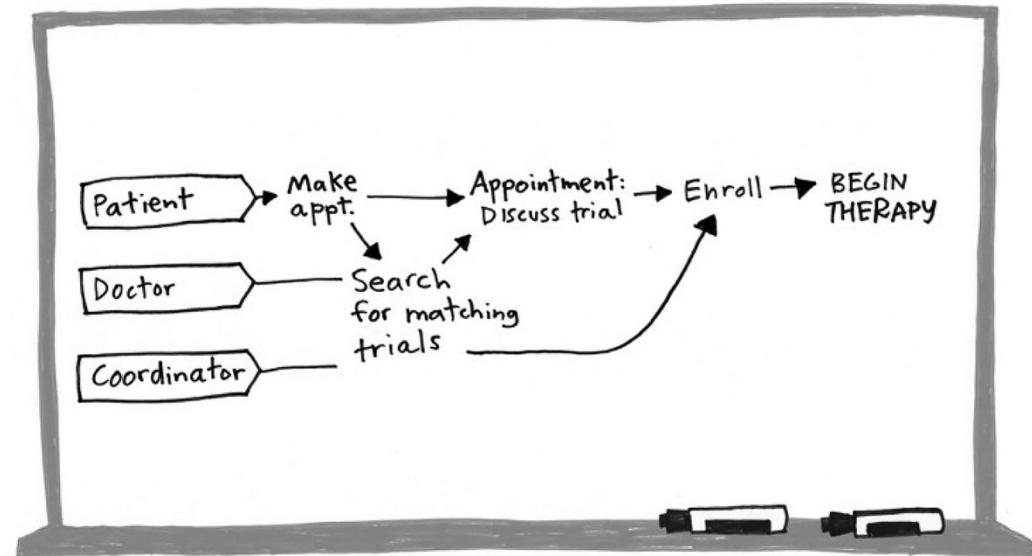


Specific User Journey

Phase 2: Define

Start with the first step in their experience, then add each step until they have completed their task.

Include descriptions for each step, identify and highlight pain points as you go.





8 min

Crazy 8's

Phase 3: Sketch

Fold your paper into 8 rectangles. Sketch 1 idea in each rectangle rather than a storyboard.

Go for quantity, don't worry about making these beautiful, these are just for yourself.

Try to get beyond your initial idea.

8 ideas in 8 min





20 min

Share & Vote

Phase 3: Sketch

Give each person 3 minutes to present their ideas. Then provide each person with 3 dots to vote on the sketches.



Solution Sketch

Phase 3: Sketch

- Each person selects their best idea
- Sketch it out showing multiple states of the ideas
- Include words to create a sketch that can communicate on its own
- Add a memorable title



Homework after the design workshop

- Github repository
 - Repository ready
 - Readme.md included in the repository with basic feature list
 - Prepare to present during the Development workshop
 - Deadline 13.2.

Thank you

