

# Mobile **UX** Design Best Practice

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# What is **Mobile UI design**?



## **User-Centered & Intuitive**

Clear navigation, touch-friendly buttons, and logical layouts to ensure a smooth user experience.



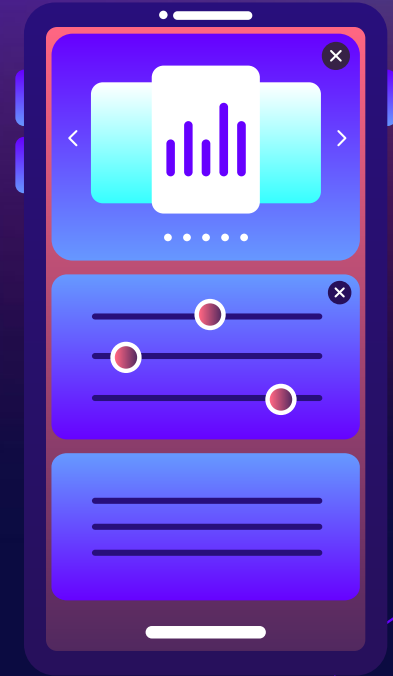
## **Visual Consistency & Branding**

Maintains uniform colors, fonts, and design elements across screens.



## **Optimized for Performance**

Ensures fast load times, responsive interactions, and accessibility for all users.



# Why is it **important?**



## **Better Usability**

Intuitive layouts and touch-friendly controls make apps easier to navigate, improving user satisfaction.



## **Higher Engagement**

Attractive, responsive designs keep users interested and encourage longer app usage.



## **Stronger Brand Image**

Consistent, polished UI reinforces professionalism and builds user trust.



## **Wider Accessibility**

Thoughtful design ensures all users, including those with disabilities, can interact effectively.

# Key Principles Or Techniques

## Accessibility

Supports users with disabilities through adjustable fonts, voice controls, and adaptable layouts.

## Usability & Interfaces

Simplifies navigation for distracted users with clear interfaces and intuitive gestures.

## Gesture Controls

Reduces physical strain with touch-free and motion-based interactions.

## AI-Powered

Boosts engagement by learning preferences and adapting the UI dynamically.

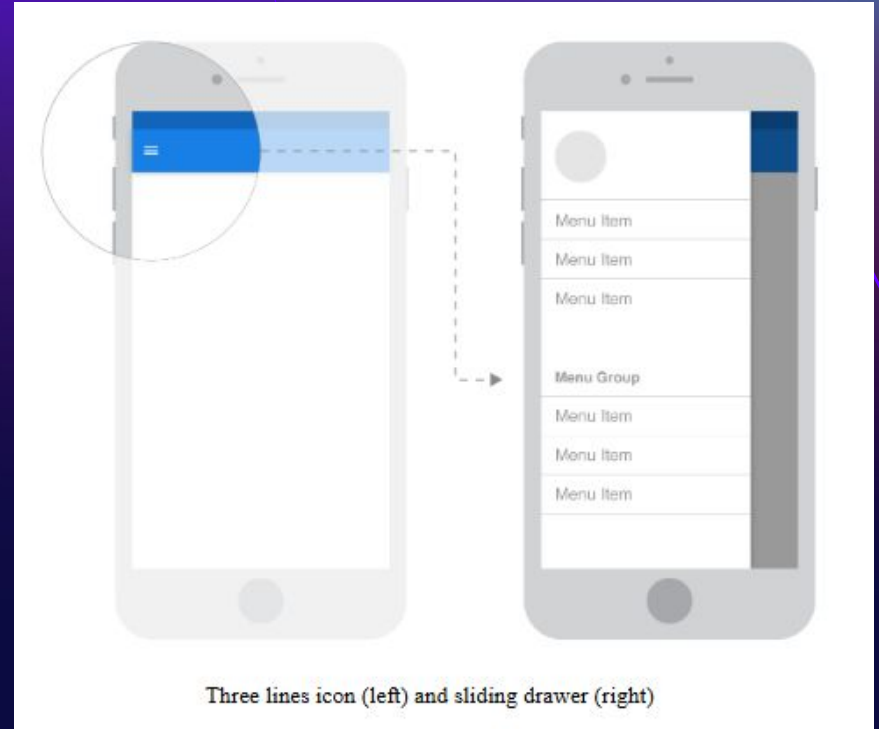
## Adaptive Design

Ensures seamless performance across all screen sizes and devices.

# Real-World Examples

## - **sliding drawer**

- also known as "**hamburger menu**"
- allows you to have an indefinite number of elements without cluttering the initial experience
- we can create sections and groups if the app has a lot of menu items, sorting them into a logical structure.



# Real-World Examples - **bottom menu**

## **One-handed use**

Perfect for users navigating with just a thumb

## **Max 5 sections**

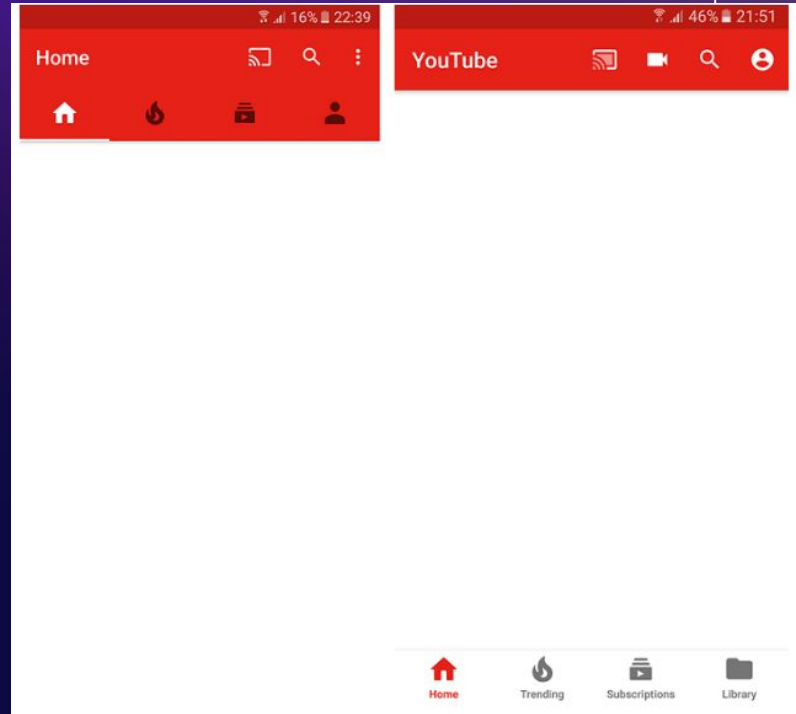
Keeps navigation clear and always visible.

## **Top-free layout**

Keeps content visible without pushing it down.

## **Effortless switching**

Quick access to core features without scrolling.



# Real-World Examples

## - Floating Buttons (FAB)

**FAB (Floating Action Button)** comes from Material Design.

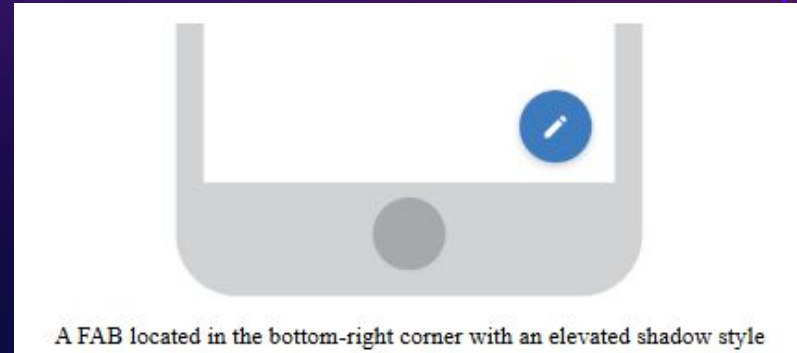
**Common in Android apps**, often placed at the **bottom-right** corner.

**Thumb-friendly**: Positioned near thumb for easy, one-hand access.

**Reduces hand stretch**, improving usability on large screens.

**Highlights key actions**: Used for standout or primary functions (e.g., compose, add).

**Eye-catching**: Stays visible and encourages quick interaction.



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# Real-World Examples

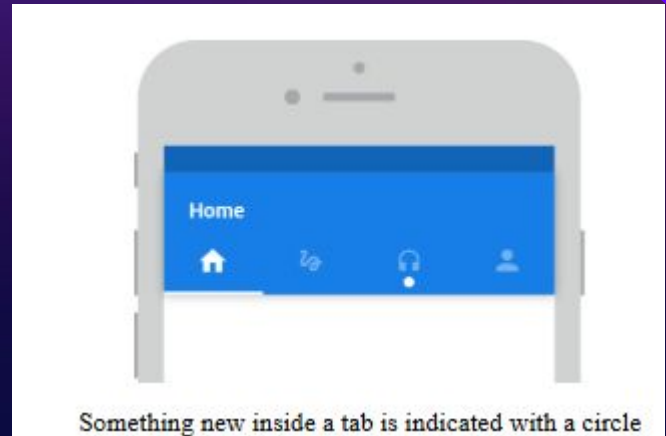
## - Circle Hint

**Circle hint:** small dot or badge showing something has changed.

**Used in** menu items, tabs, icons, or app features.

**Common use:** Unread messages, updates, or alerts.

**Draws attention** subtly without disrupting the UI.



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# Applications

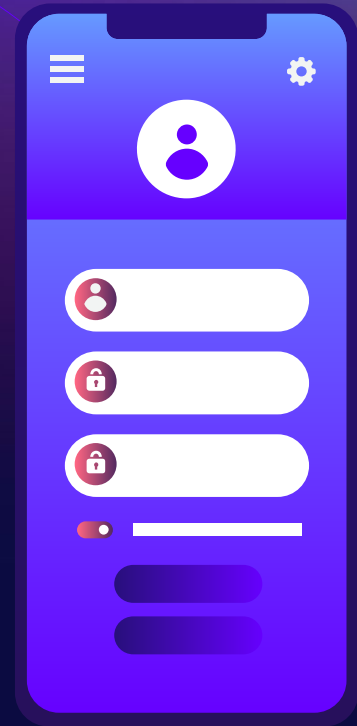
**E-Commerce Apps** – Simplifies shopping with intuitive navigation and seamless checkout.

**Social Media** – Enhances engagement through gesture controls and personalized feeds.

**Banking/FinTech** – Ensures secure, accessible transactions with clean, user-friendly interfaces.

**Healthcare Apps** – Supports accessibility (voice navigation, high contrast) for diverse users.

**Productivity Tools** - Optimizes multitasking with adaptive layouts and minimal cognitive load.



# Benefits

<b>Faster Task Completion</b>	Streamlined UI reduces steps for common actions (e.g., payments).
<b>Higher Retention</b>	Enjoyable UX keeps users returning, reducing uninstalls.
<b>Inclusivity</b>	Accessibility features comply with regulations
<b>Brand Loyalty</b>	Consistent, polished design fosters trust and recognition.
<b>Cross-Device Reliability</b>	Responsive layouts work flawlessly on any screen size.

# Discussion Question #1

o What actions do the following icons represent?



# Discussion Question #1 Answer

## Answer

UI elements may vary across platforms, so it's important to choose components that are appropriate for each environment.

Be sure to follow platform-specific best practices:

<https://m3.material.io/components/icon-buttons/guidelines>

<https://developer.apple.com/design/human-interface-guidelines/icons>



Share - Android



Share - iOS



Hamburger menu - Android



Filter - iOS

# Discussion Question #2

O Apple announced Liquid Glass in iOS 26 during its June keynote. While the dynamic fluid aesthetic drew attention, user feedback was mixed. Which core design principles may have been overlooked and why?



# Discussion Question #2 Answer

## Answer

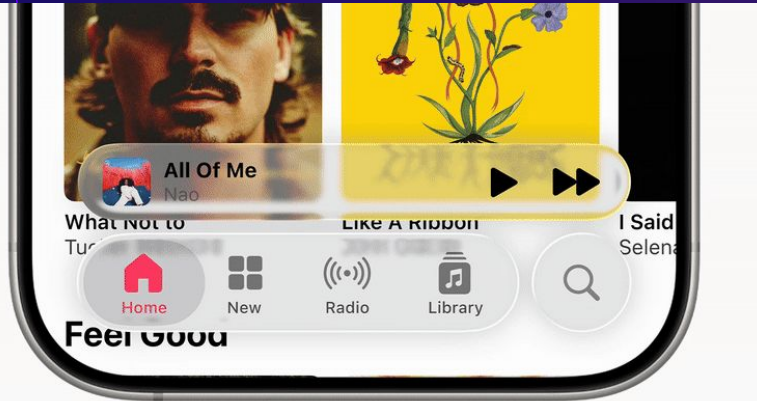


Image: Apple

- Readability: The ultra-transparency made text and icons hard to read
- Adaptivity: The design didn't sufficiently adapt to different backgrounds or lighting conditions, making it inconsistent across apps
- Accessibility: Users with vision impairments found the design difficult to navigate, sparking calls for higher contrast and reduced motion.
- Ineffective user controls: Customization options for adjusting transparency or animations are lacking
- Changes in progress: Apple's response was to tone down the effect in the subsequent beta versions, leading some to criticize the design looking like frosted glass

# Citation

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# Thank You!

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