



# Mobile UI for the Visually Aware Developer

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Twitter: MobileRez

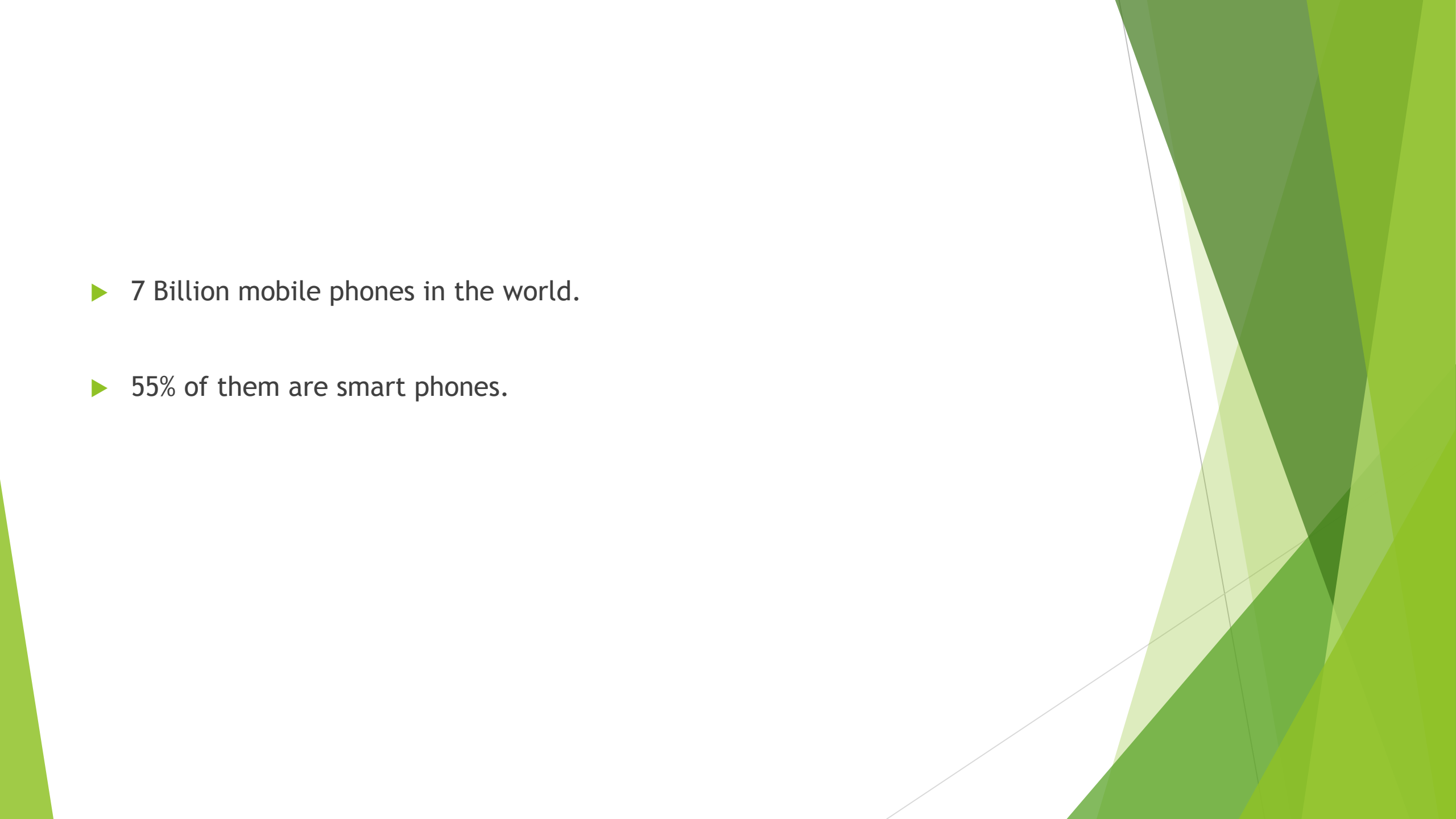
Data Source: Change Sciences 2014, 2015

# About the speaker

- ▶ Programmer since 9/4/2013
- ▶ Mobile Developer (Xamarin)
- ▶ Asperger's Syndrome (Form of Autism)
- ▶ Bio-Hacker ([dangerousthings.com](http://dangerousthings.com))
- ▶ Looking at other perspectives (or at least trying to)



**Don McMillan**

- 
- The background of the slide features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, ranging from light lime to dark forest green. These shapes are concentrated on the right side of the slide, with some extending towards the left. The overall effect is a modern, dynamic, and organic-looking design.
- ▶ 7 Billion mobile phones in the world.
  - ▶ 55% of them are smart phones.



► 1 baby born



► 5 Phones Activated



- ▶ Which is ironic cause babies love cell phones




- Society today has a relationship with our phone (and its rather obsessive)



- On average mobile phone users check their phones 150 times a day.



- 
- ▶ 77% - Watching TV
  - ▶ 72% - While Shopping
  - ▶ 56% - At School or Kid events
  - ▶ 55% - Driving
  - ▶ 39% - In the bathroom
  - ▶ 33% - At Social Events

# Interesting Experiment

Phone Deprivation

100 People, Interviews & Dairies



*"It keeps me from looking at my phone every two seconds."*

How Long did they last?

# How Did it make you feel?

- ▶ **Anxious**

- ▶ Missing out

- ▶ Lost

- ▶ Sad

- ▶ Disoriented



- ▶ 23% of smartphone users reported that their phone was the last thing they look at each night.



- Speaking of phones and sleeping, 44% of smartphone users admit to sleeping with their phones. (*Not like that.... accept for 9% of them*)



- Its Like a really awesome pet



It gives us super powers!



# It acts as a Co-Parent



It makes us feel connected

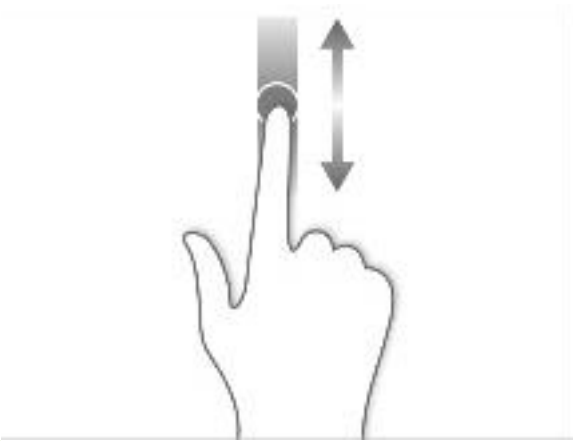


How do we *really* use our phones?



# We touch it a lot, but mostly in 3 ways

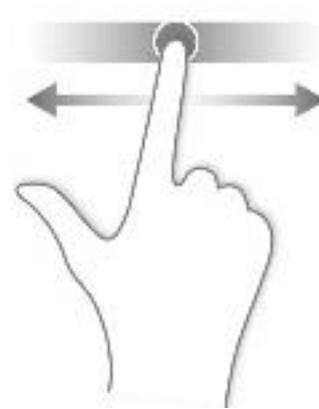
► Scroll - 94%



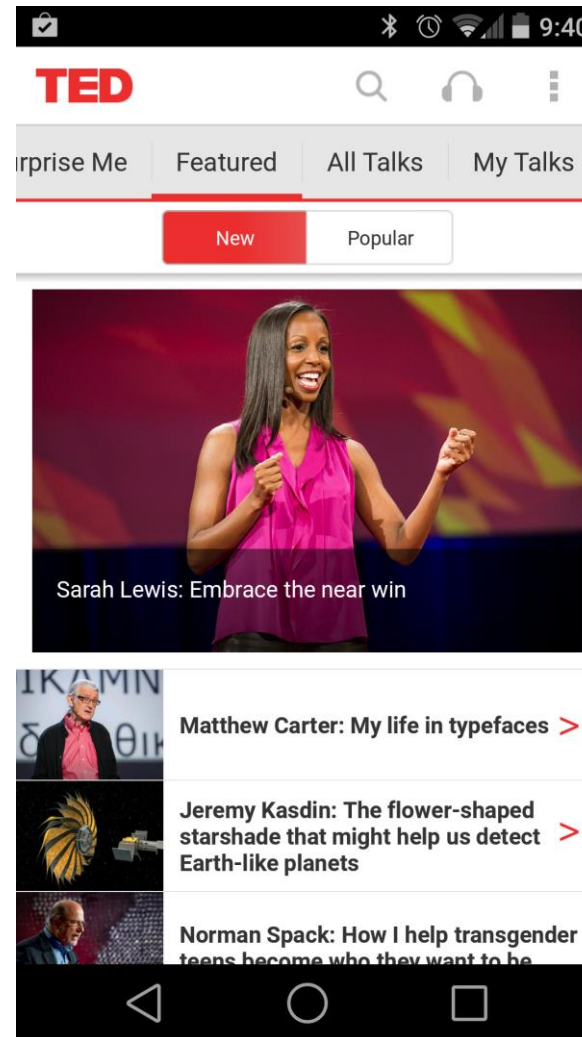
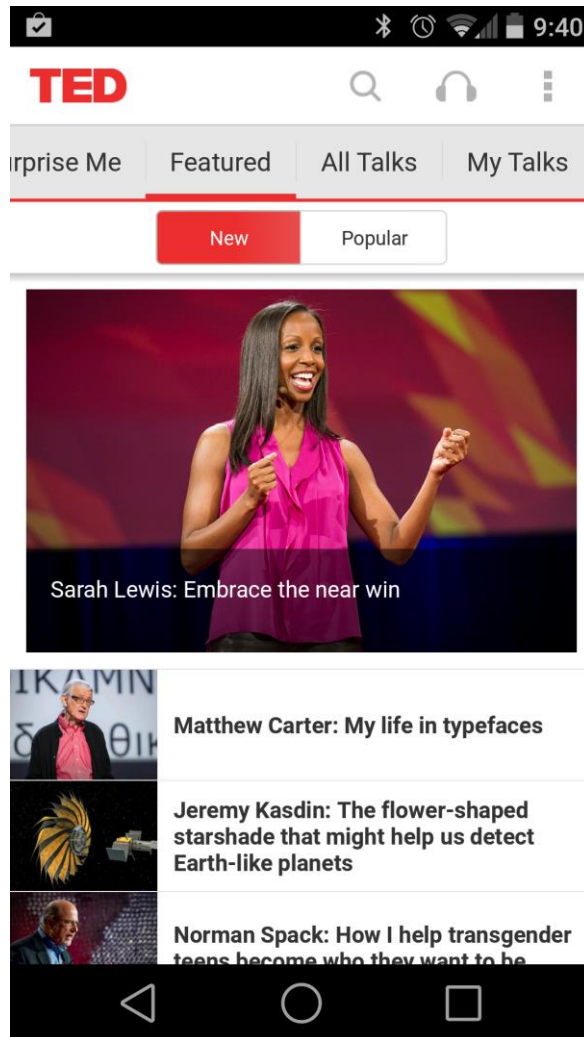
► Tap - 82%



► Swipe - 80%



# No guesswork should be needed.

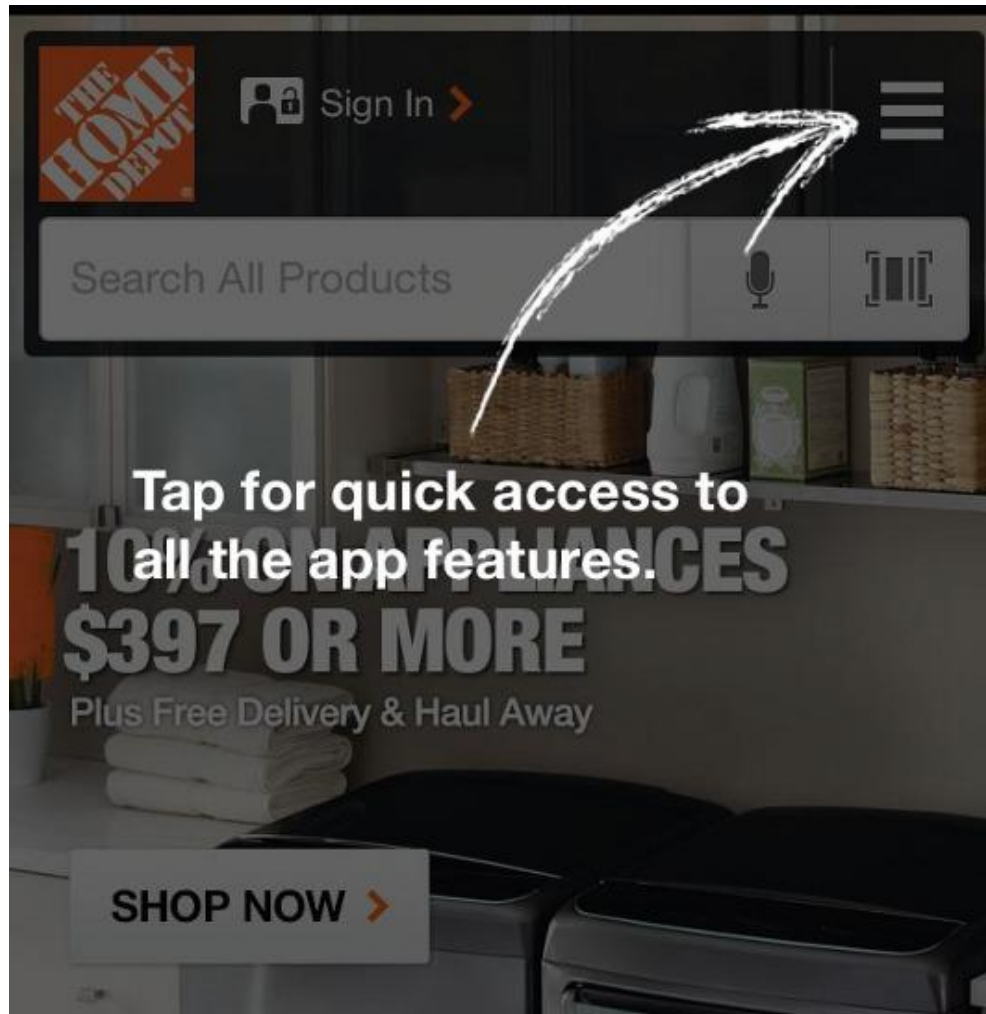


## Takeaway:

We Explore Quickly with as little gestures as possible.



# Avoid minimal animated cues

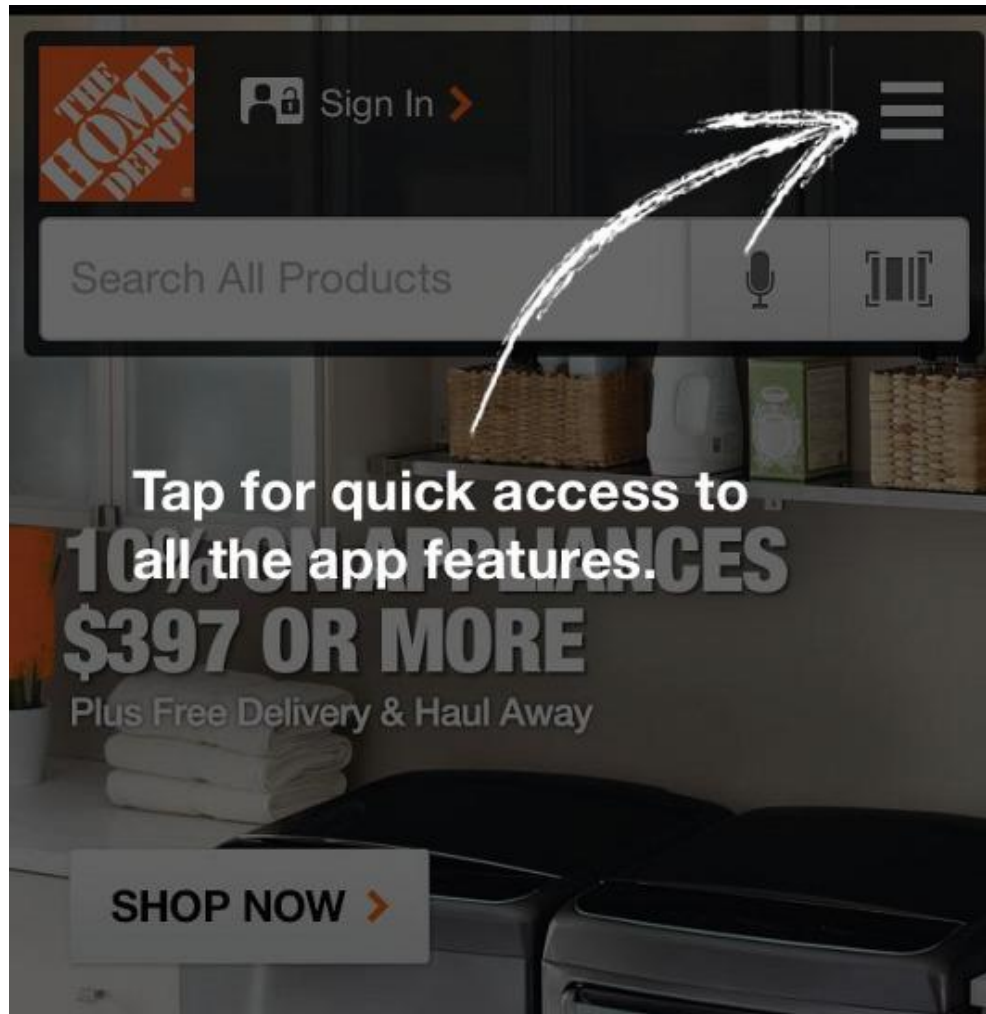




# Good use of animated cues



# Keep things simple for the first time



What gesture do people use when they first hit the page?

What gesture do people use when they discover something and they don't know what they did to make that happen?

(i.e. make the slide out menu appear)

## Takeaway:

We Make up our own gestures out of the ones we all ready know.

We go to great lengths to avoid typing

“

Oh shit, did I just overdraw my  
account with that typo?

”

-M GenX, Minimizer

# What about the pinch to zoom in and out?

- ▶ Users know how, but they would rather not.



People don't make it easy on themselves either.



Issues with typing are not always about screen size.

# What about....

- ▶ Using Social networks to login
- ▶ Mobile wallet

Issues with typing are not always about screen size.



Takeaway:

Design for typing ZERO

Icons are mostly confusing

# Do you know these icons?



Play 92%



Close 88%



Search 80%

# Do you know these icons?



Favorite 65%



Settings 58%

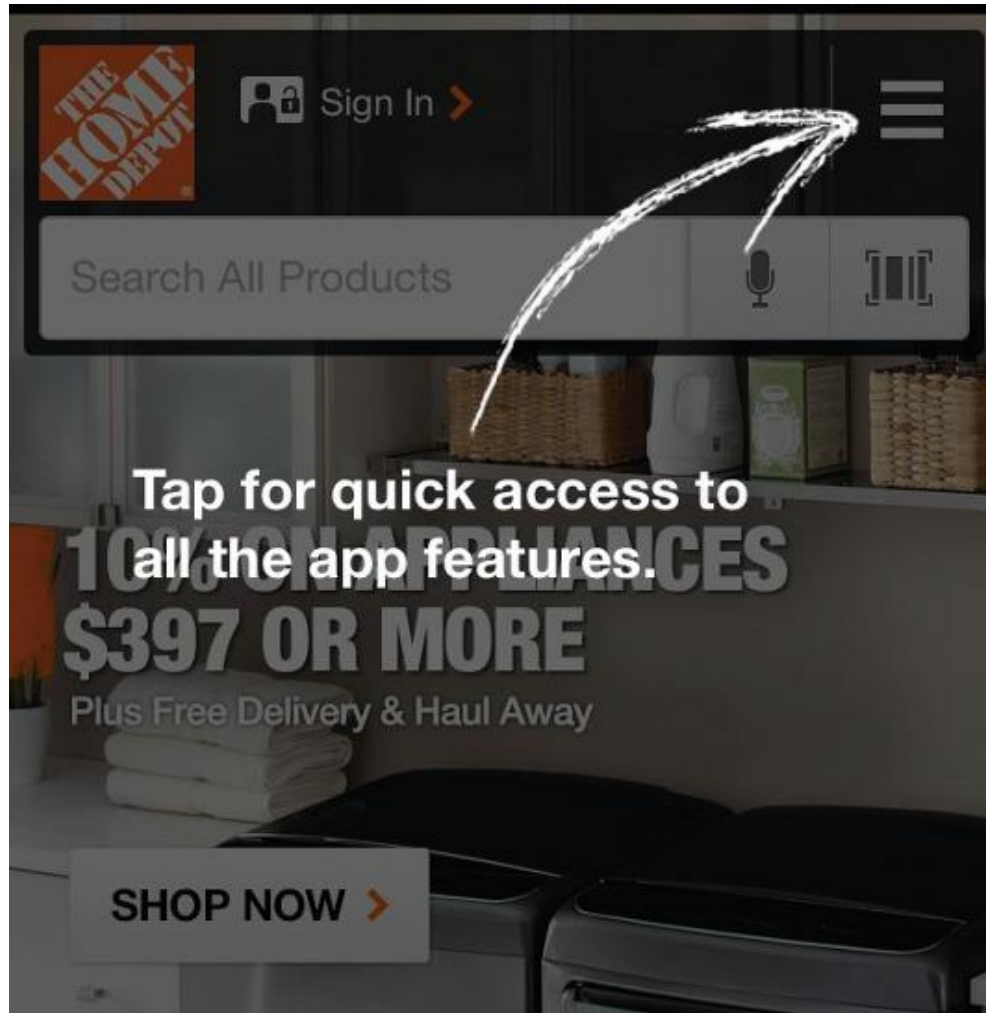


Locate 38%



Other things to remember when icons  
are involved

We pass by the hamburger menu



“

I've been noticing that little doodad on sites but thought it was just the design.

”

-M Millennial, Wired

## Takeaway:

Use Icons in a way that is consistent with most other sites.

We Suffer From bottom nav aversion

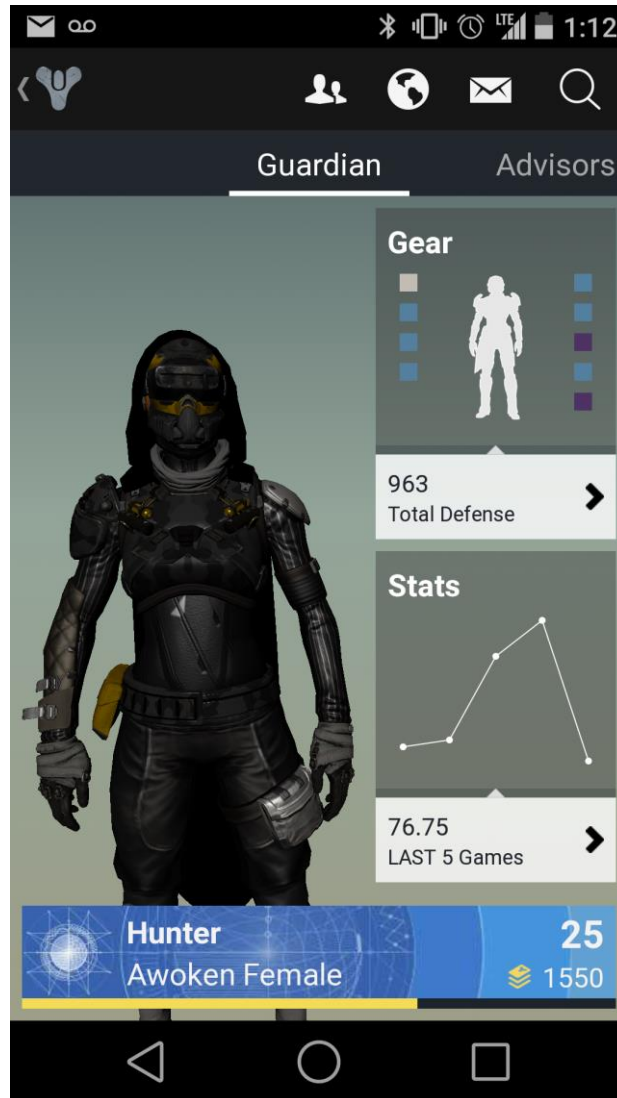
“

I know there is stuff on the bottom but if I have to look its probably too late.

”

-M GenX, Minimizer

# Keep It at the top



## Takeaway:

Essentials should be in a page or on top.



We Don't Multi-task very well.



“

If I get distracted by a notification, I just forget about that first thing.

”

-M, GenX, Wired

# Tips to help with distraction

- ▶ Focus on the one thing per screen
- ▶ Streamline Steps

# Takeaway:

Make Each screen a self contained unit

# The Lack of a back button/option

“

Well, That didn't work. I hoped  
it would just clear out.

”

-F, Millennial, Pragmatist

# So how do users solve this problem?

- ▶ 54% try swiping to go back
- ▶ 45% use a provided back arrow
- ▶ (don't forget washingmachine)



## Takeaway:

The back button is a carry over from the desktop that maybe should carry over.

Other things to note

- ▶ We expect a little magic
- ▶ A few surprises
- ▶ Appreciate it when apps show awareness.... But not when its creepy
- ▶ We expect mobile to be better than desktop

“

A user interface is like a joke.  
If you have to explain it, its  
not that good.

”