# Movify

# Designing User Experience for multi-platform mobile apps

by

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**EVERYTHING IS CONNECTED**

Internet of things is at our doorstep.
Mobile is **everywhere**

Mobile changed our

Behaviors

Needs

Expectations

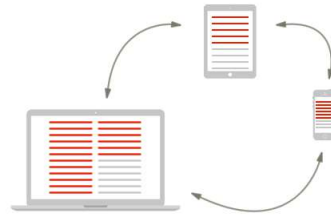Having an iPhone has completely changed the way I poop.

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How to design

# User Experience
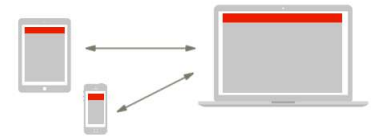
for **multi-platform** apps?

# Choose your strategy

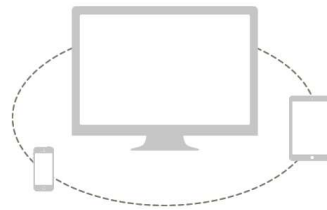**Movify**

Coherence

Synchronization

Device shifting

Complementarity
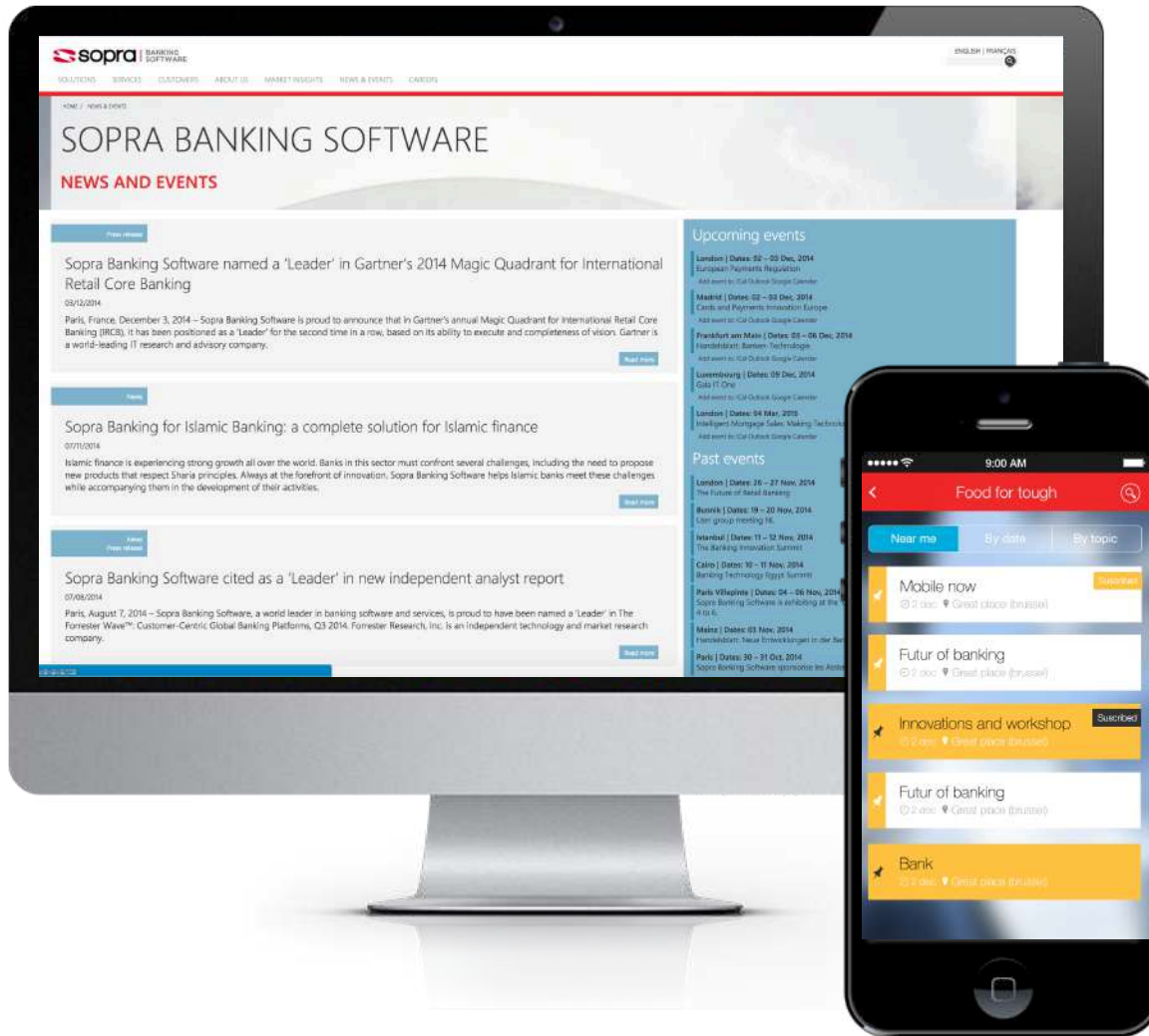
Simultaneity

Screen sharing

# Coherence



- Most **popular** approach
- **Consistent design** among devices
- Feature set **optimized for the device**

# Coherence
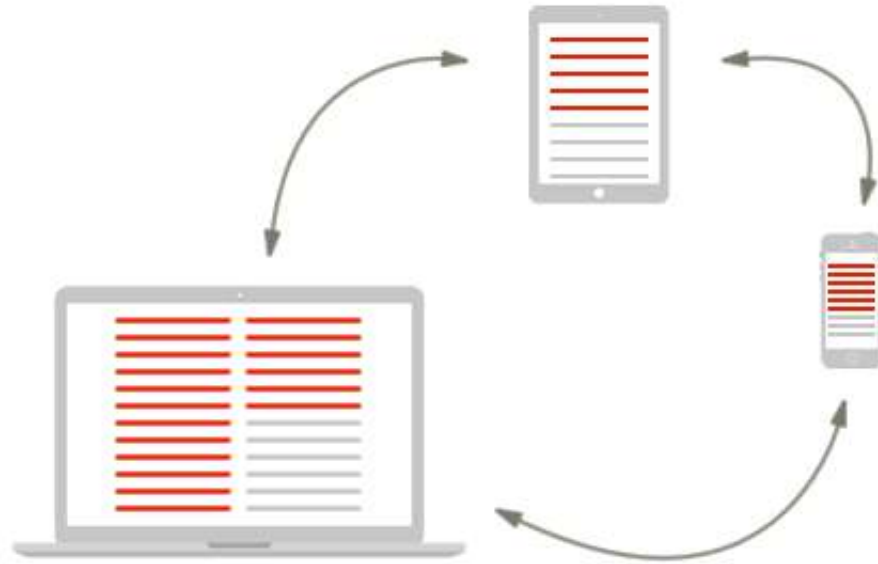


- Facebook
- Evernote
- MS Office
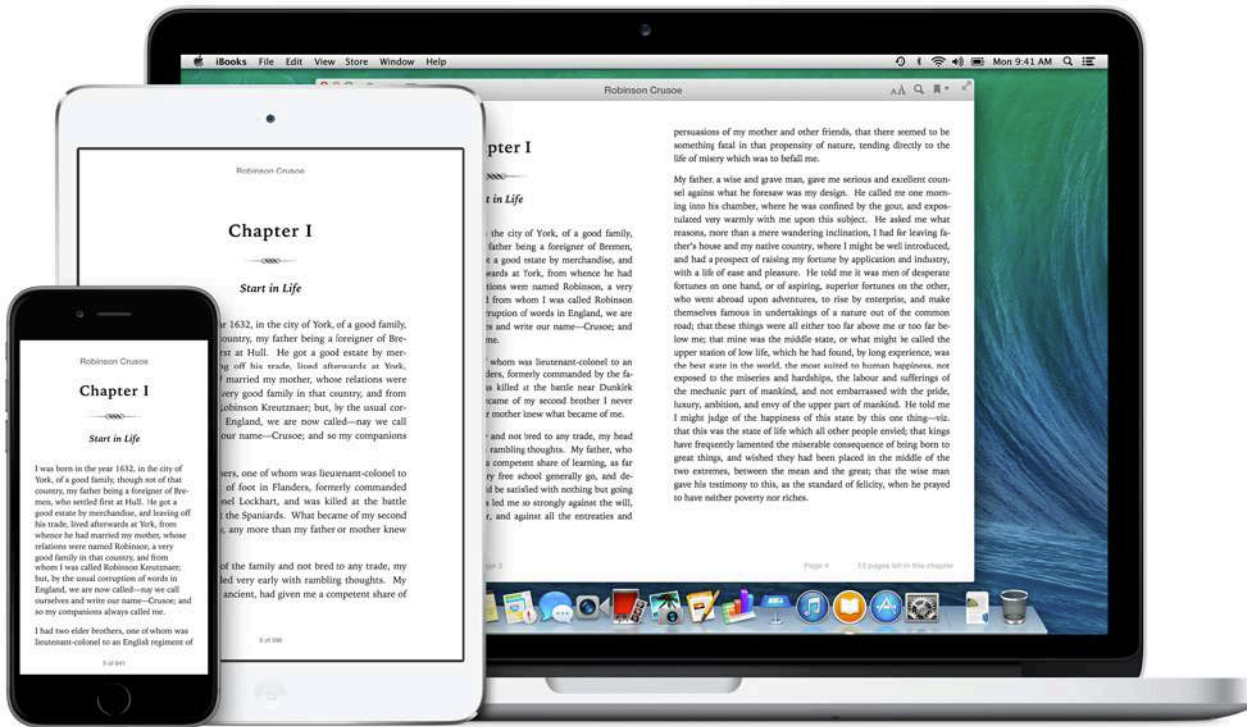
# Coherence



- Sopra Banking
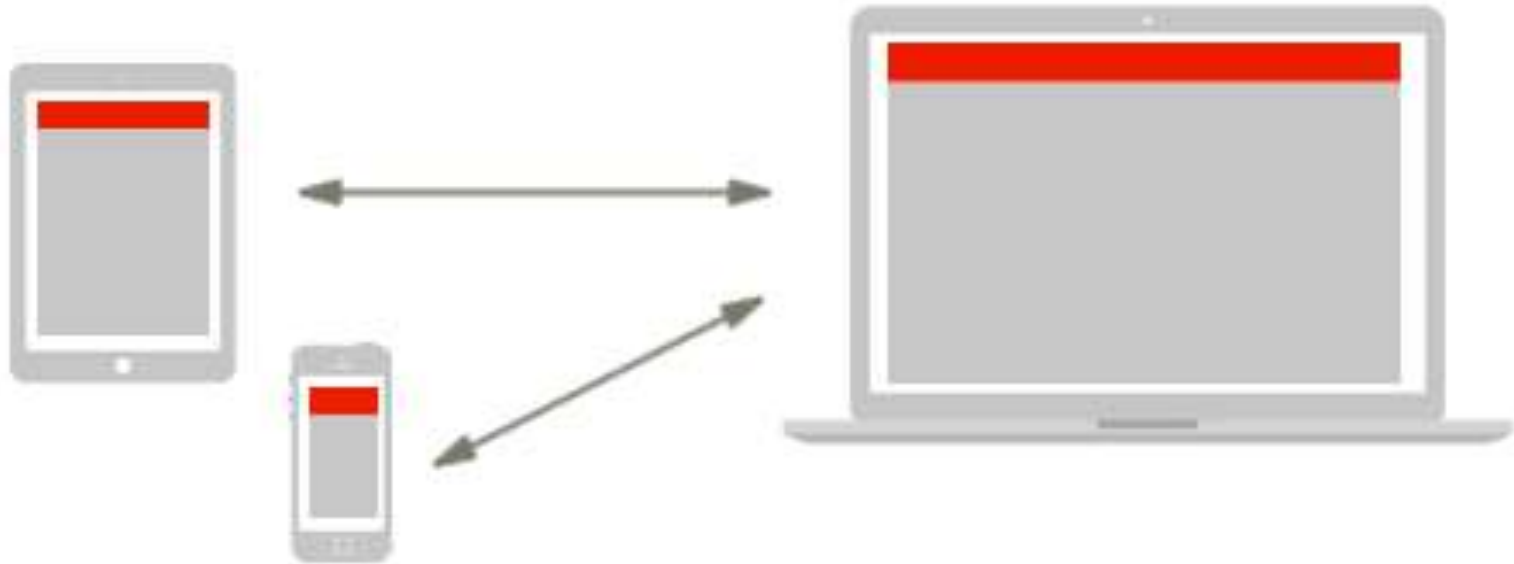
# Synchronization



- Focus on keeping the **content up-to-date**
- Change on one screen is reflected on another
- **Seamless transition** to continue the experience as device is changed

# Synchronization

- iBooks
- Amazon Kindle
- Netflix

# Device shifting

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- Content and functionalities can be moved to another device
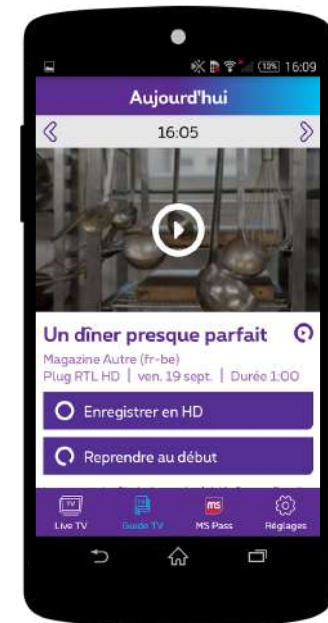
# Device shifting



- Pocket
- Instapaper
- AirPlay

# Complementarity



- Screens supplement each other
- Second screen for additional information
- The other device extends functionality
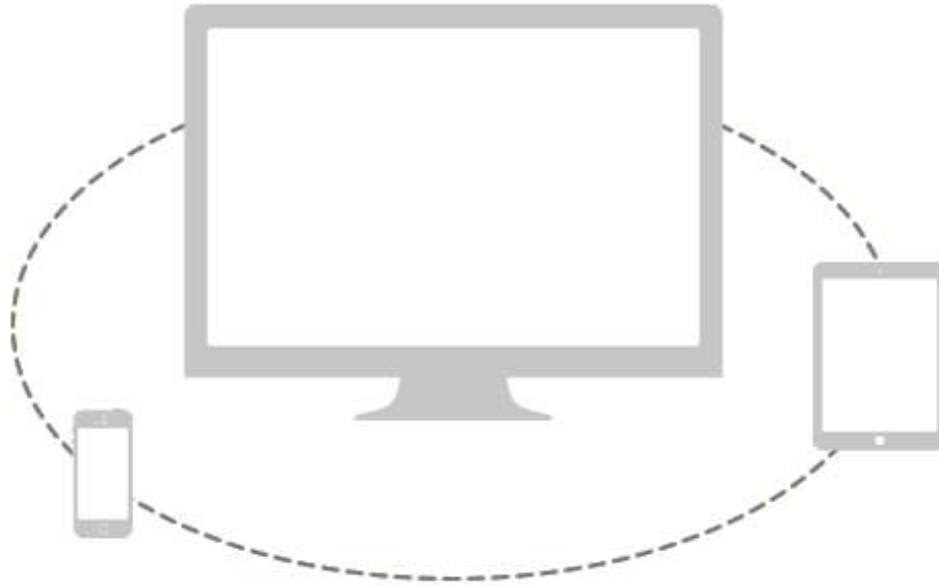
# Complementarity



- Proximus TV Everywhere

# Complementarity



- Adobe Shape CC

# Simultaneity

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- Complementarity extends the experience, simultaneity is used from the beginning
- Screens depend on each other
- User is manipulating the content

# Simultaneity



- Adobe Nav

# Simultaneity



- UPC Horizon GO

# Screen sharing

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• Stitching screens together for more screen real estate

# Design for **people**

**Not** for devices

# Design for people

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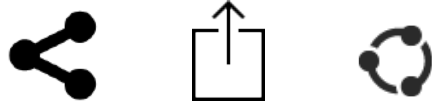Different experiences & expectations

Different needs & goals

Different preferences

Different situations & contexts

# Design for people

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## Different experiences and expectations

- use design patterns
- don't re-invent the wheel
- use platform guidelines

## Different needs and goals

- focus on 1 thing at a time
- prioritize your content
- adapt scenarios for device

## Different preferences

- cover multiple scenarios
- don't force them – guide them
- make content accessible in different conditions

## Different situations and context

- avoid distractions
- keep it simple
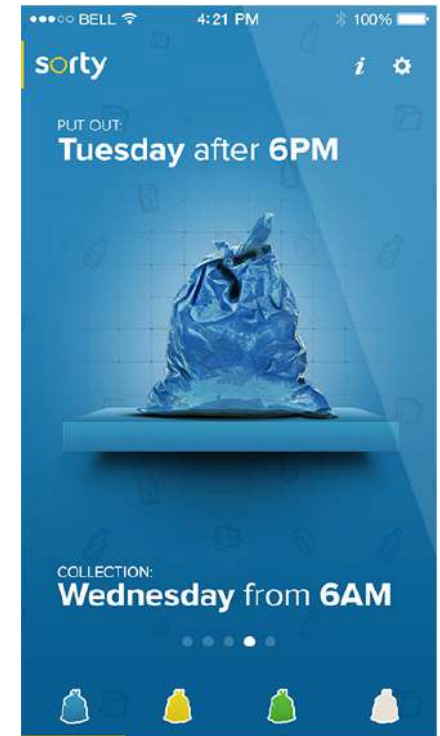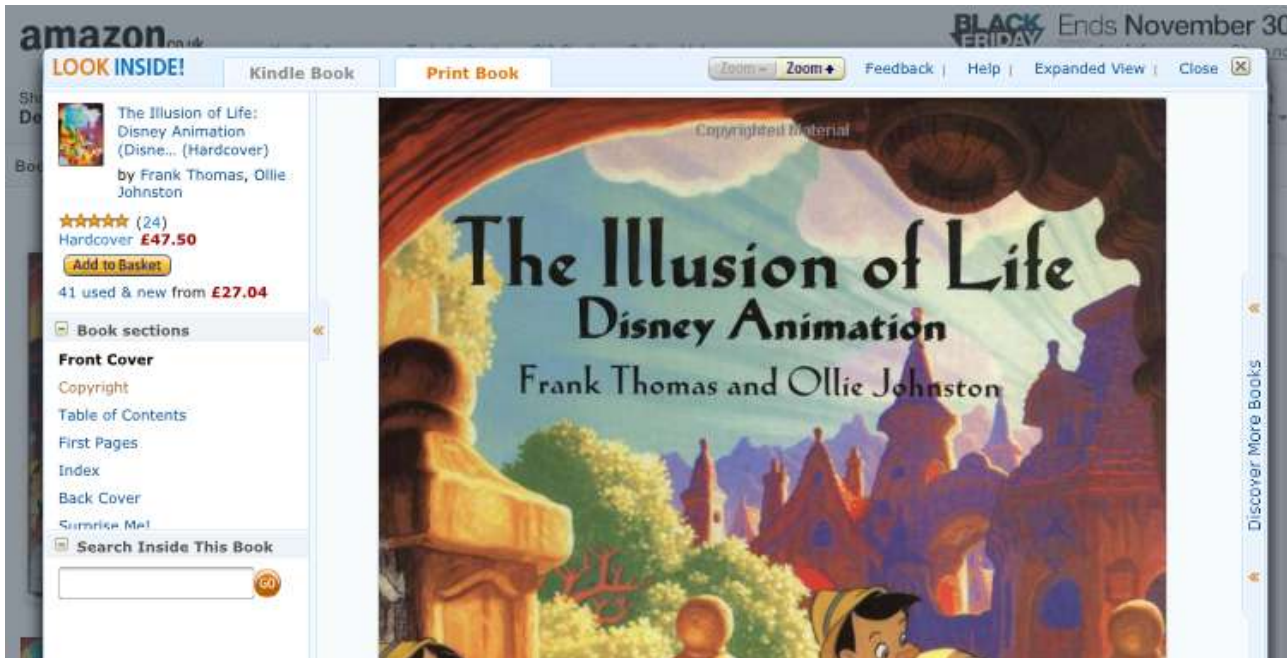- use sensors (GPS etc.)

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**Don't** annoy

Turn device
**restriction to benefits**

# Don't annoy

## Adapt designs to your device

- UI elements should be big enough to be clickable
- Interface should show what is important here
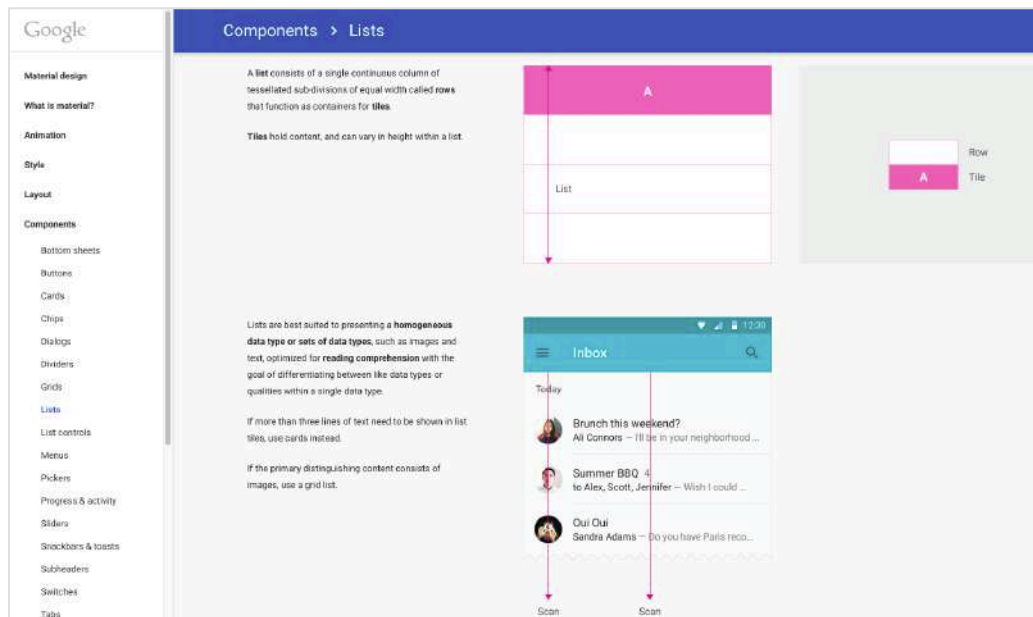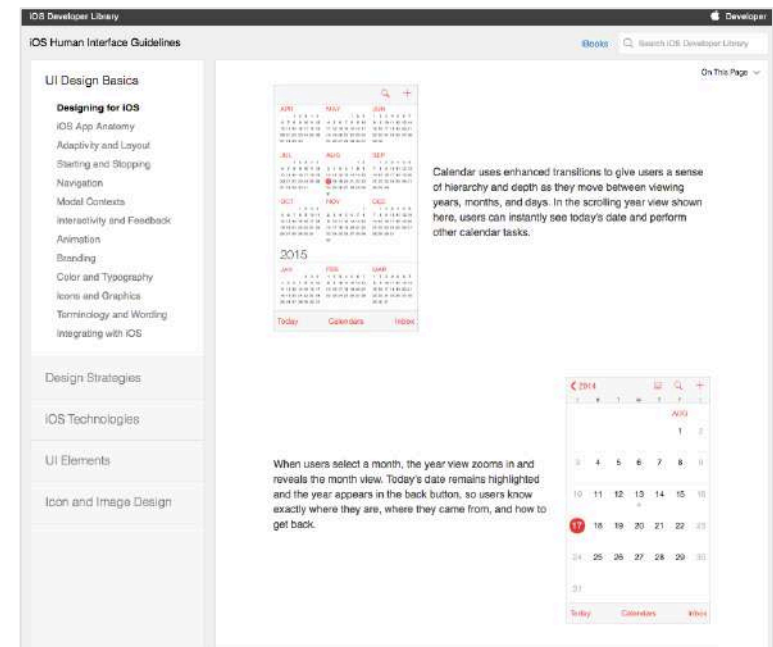- Don't be afraid of scrolling

# Don't annoy

**Differentiate UI for different platforms**

- Each platform should have UI style that follows its guidelines
- UI elements of one platform should not be mixed with other platforms

# Don't annoy

## Use consistent information architecture

- One content many styles
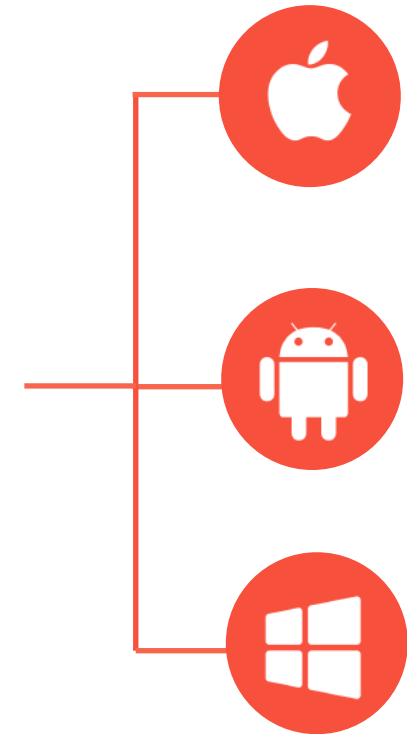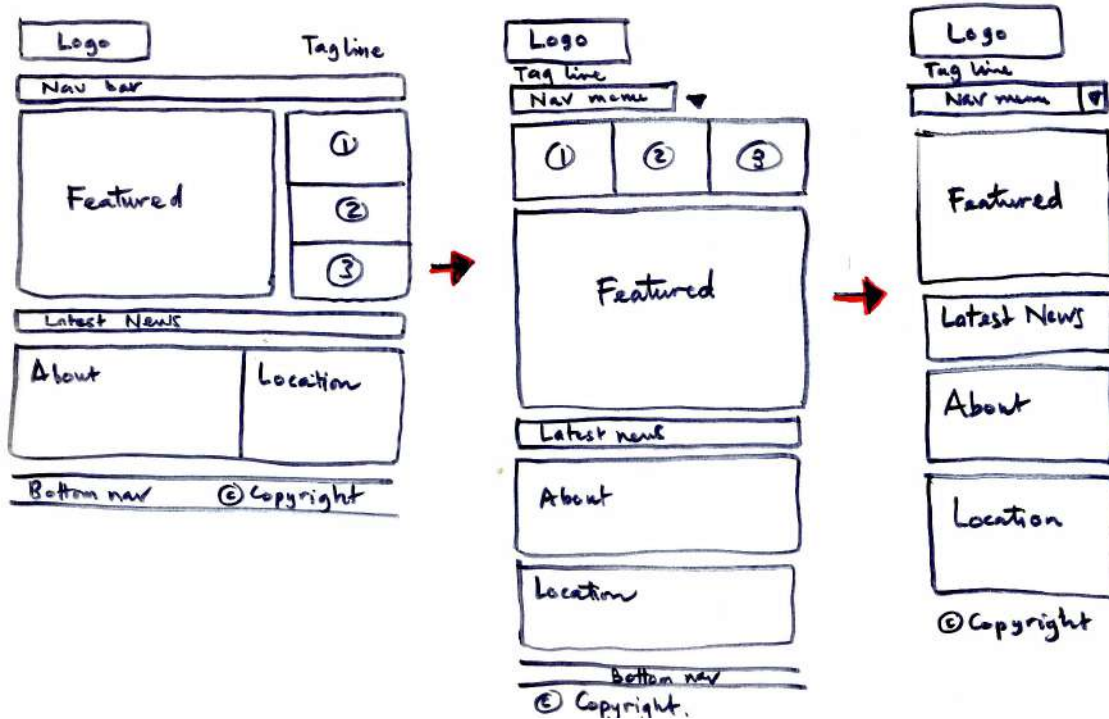
# Don't annoy



## Think mobile!

- Avoid elements that worked for web, but are no good for mobile
- Mobile means data consumption
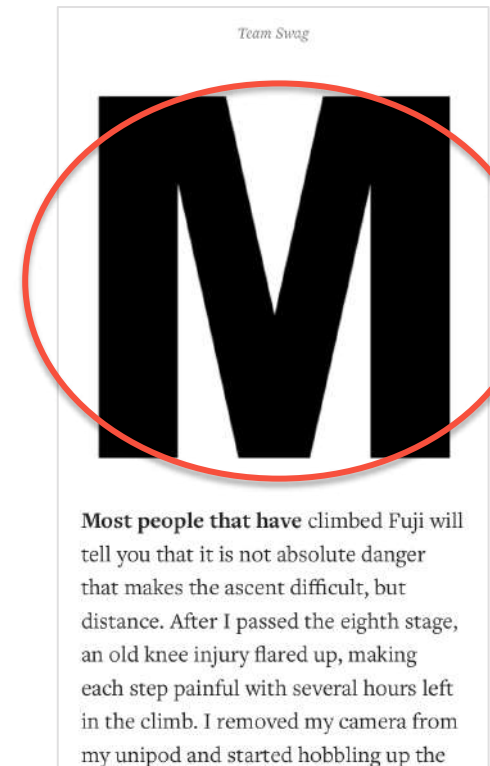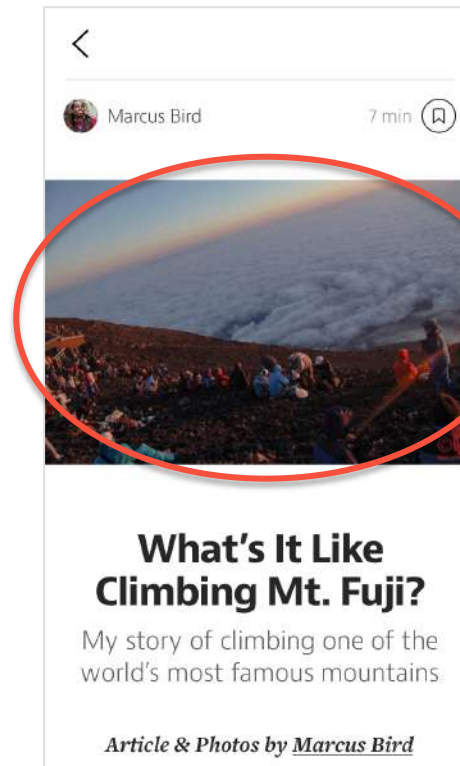
# Master the details

Show them you care by showing quality

# Master the details

## Embrace animations and transitions

- Movement can provide clarity on mobile
- Inform about context
- Bring joy
- Available for all platforms

Slide Left:

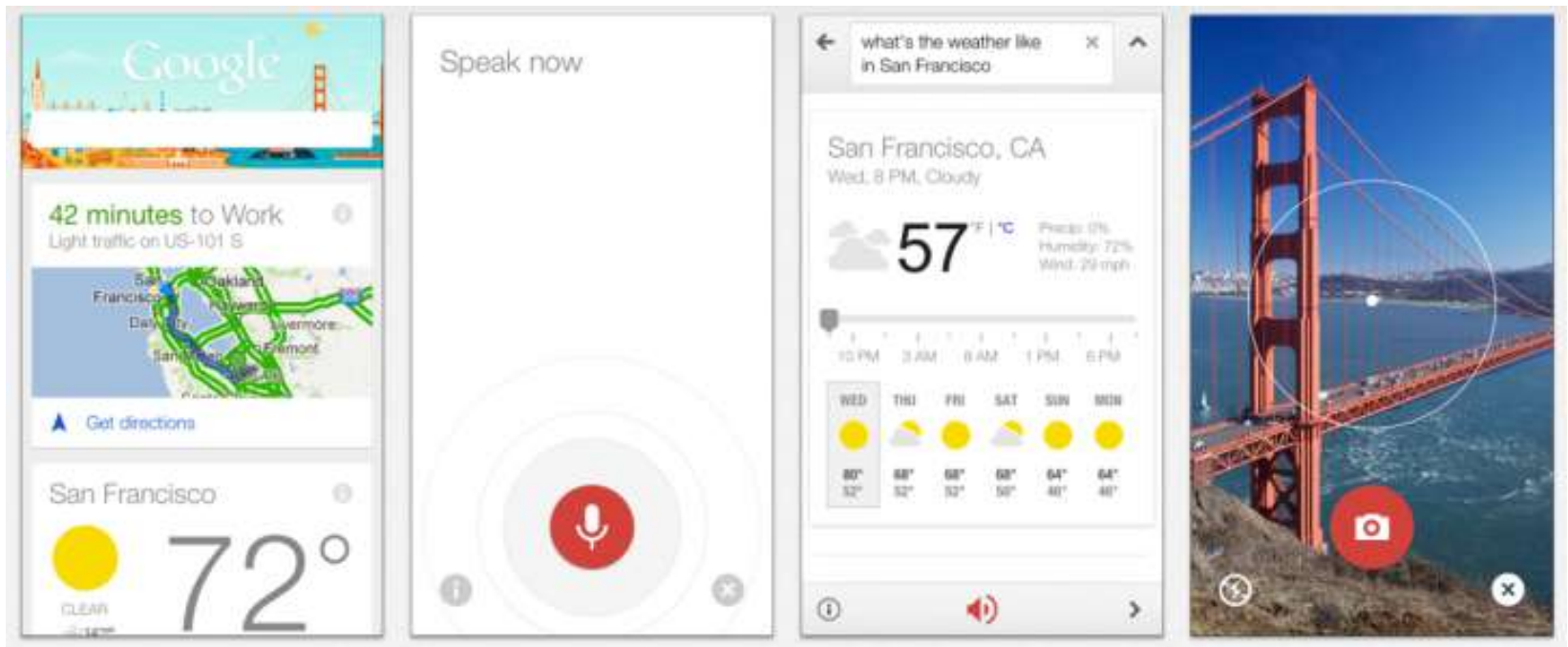Slide Right:

Slide Up:

Slide Down:

Fade:

# Master the details

**Enrich the experience with sensors**

- Sensors can precise information (location based)
- They can add new functionality (scan / voice record to input data)
- They can ease the usage (compass for navigation)

# Let's sum up

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- **Choose your mobile strategy**

  coherence, synchronization, device shifting, complementarity, simultaneity, screen sharing

- **Design for people (not for devices)**

  (Different experiences and expectations, goals, preferences, context of usage)

  Use design patterns and guidelines, prioritize your content, cover multiple scenarios, avoid distractions

- **Turn restrictions into benefits**

  adapt designs to mobile world, use UI specific for each platform, don't copy Web, create consistent IA

- **Master the details**

  use animations and transitions to explain content, enrich experience with sensors

Well design product is **easy to use** and has a **meaning to the user**.

It will **save** your **time and money**.

Good UX will **rise the bar for your competitors** (existing and potential).

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It is not important who is the first with the product.

**It is important who does it best.**

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