

Adv. Diploma in Mobile App Development

UI & UX Semester

Lesson 1

User Interfaces and User Experiences



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Welcome New Members to Android



This Semester

UI & UX Semester

- ❑ Week 1-User Interfaces and User Experiences
- ❑ Week 2-Dynamic User Interfaces
- ❑ Week 3-Navigating Through Your App
- ❑ Week 4-Promotion Strategies

Semesters

Overview

- ❑ Last Semester-Further Functionality
 - ❑ Design and Development Processes
 - ❑ Geolocation
 - ❑ Further Functionality
 - ❑ Publishing your App
- ❑ Next Semester-Data Storage
 - ❑ Designing a Prototype
 - ❑ Storing Data
 - ❑ Retrieving and Displaying Data
 - ❑ Monetizing your App

Semesters

Reminder

Tuesdays: Theory

Thursdays: Practical

FAQS

FAQS

Software Used: Android Studio

Language Used: Java

ToDo: Watch Starter Pack Videos

Today's Agenda

Lesson 1: User Interfaces and User Experiences

- ❑ Practical 4 Recap
- ❑ User Experiences
- ❑ User Interfaces
- ❑ UI and UX Architecture
- ❑ Summary

Help Us Help You

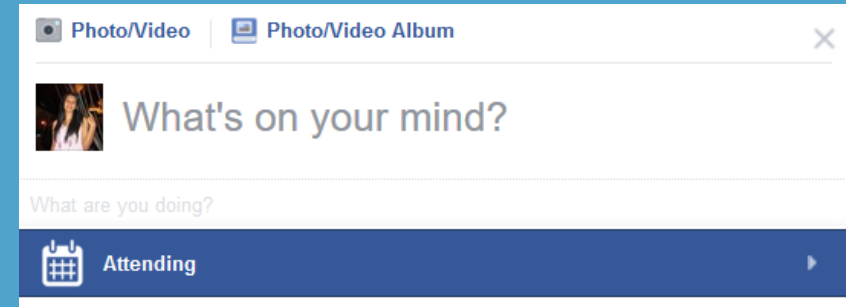
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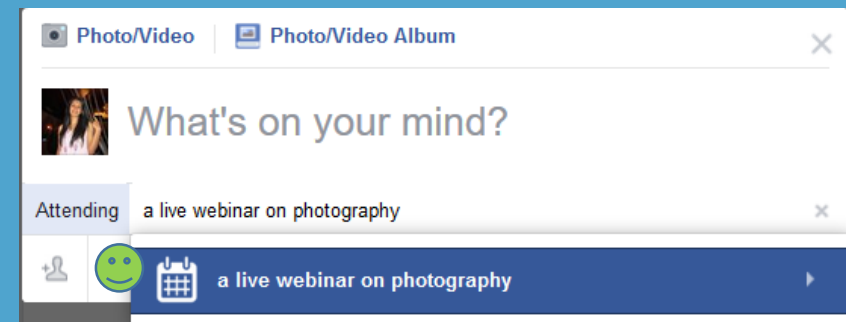
“Check-In” to the Webinar

1



Log in to Facebook – Select Attending

2



Click on the **Smiley Face** - Type the course you are attending

3



Click on “**Check In**” and type Shaw Academy

Practical 4 Recap

Google Play Developers
Console

Configuring the App

Signing the App and Keystores



Overview

Dynamic and Modular

Why?

Allows the app to work on the largest amount of devices

Provides the best User Experience by doing so

Mobile App Android Flat Design



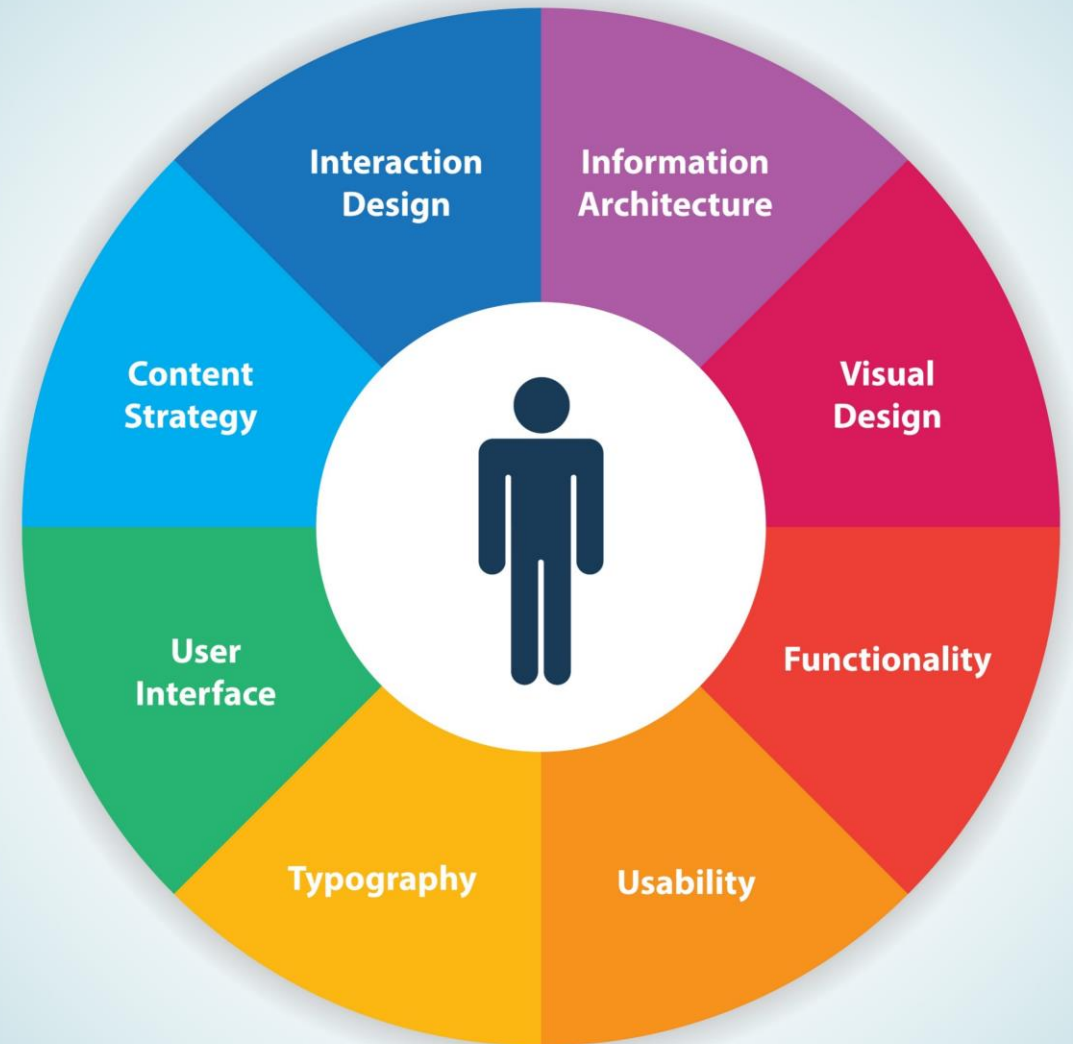
User Experience

What the User experiences when using a product

Why is a positive User Experience essential?

With a positive User Experience a user will return to your app time and time again

How can we design for the intangible?

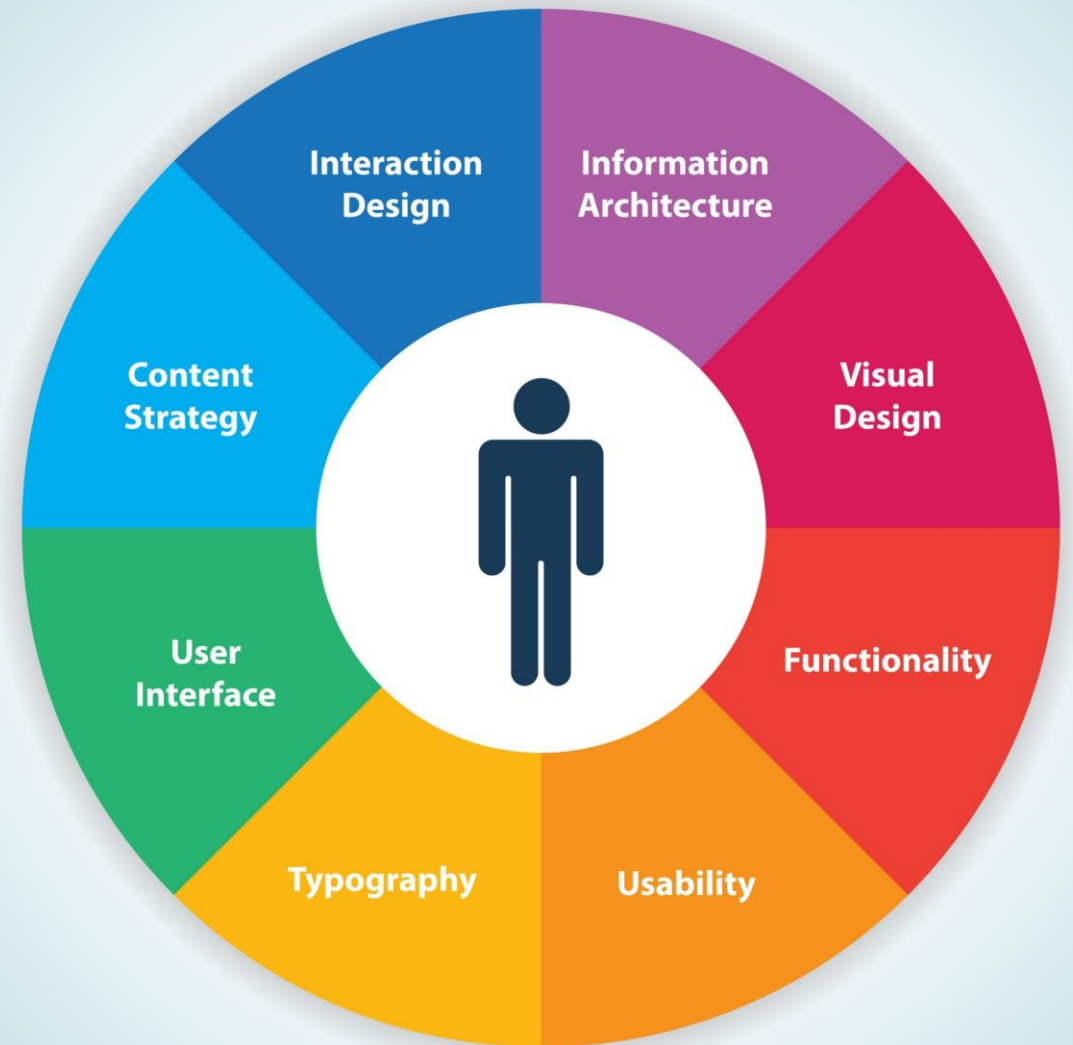


User Experience

What is that Experience based on?

- Functionality
- User Interface
- Context
- Design Focus

This is not an exhaustive list!



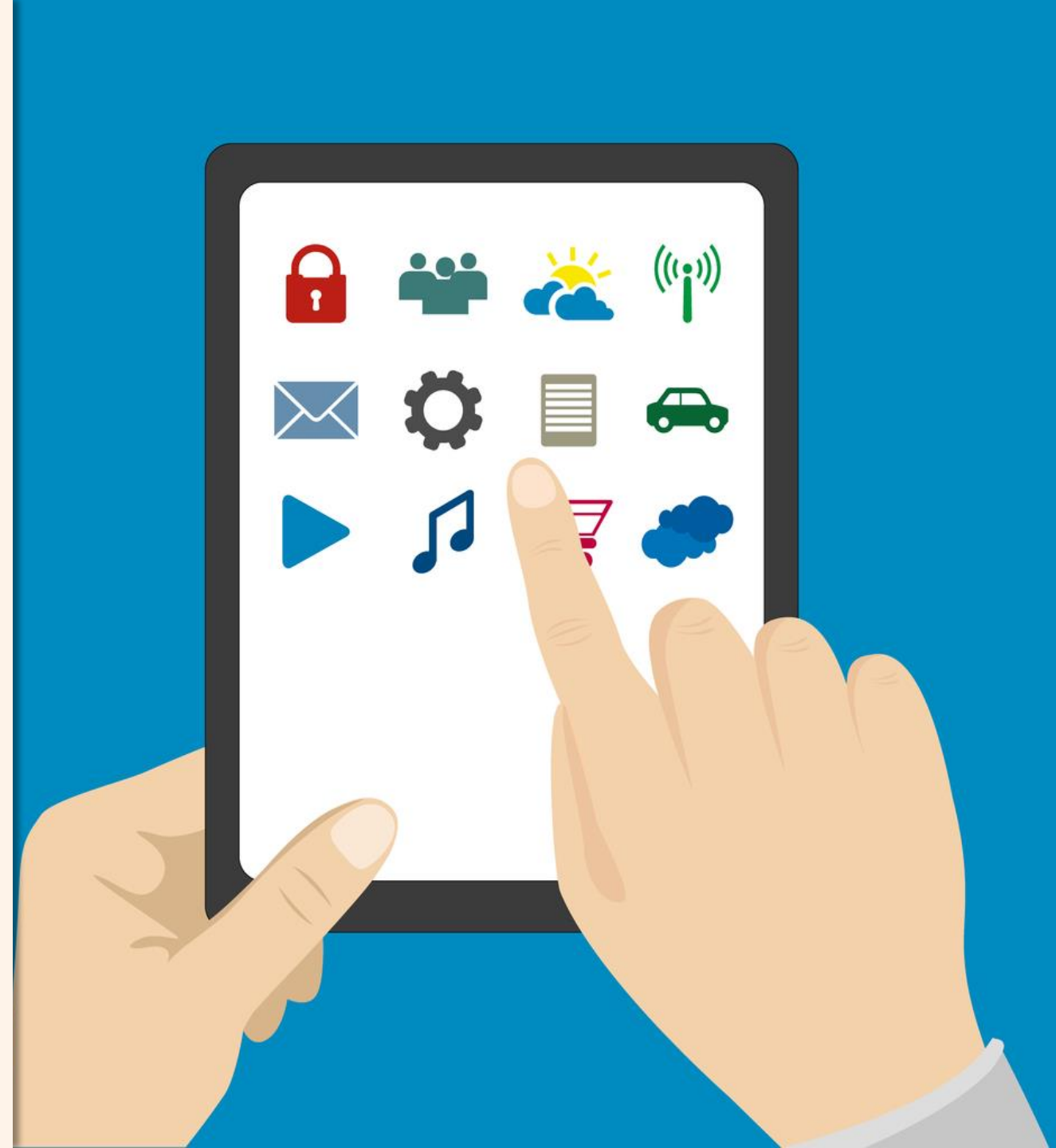
User Experience

Context

Present/Physical

Device/Medium

Modal(State of Mind)



User Experience

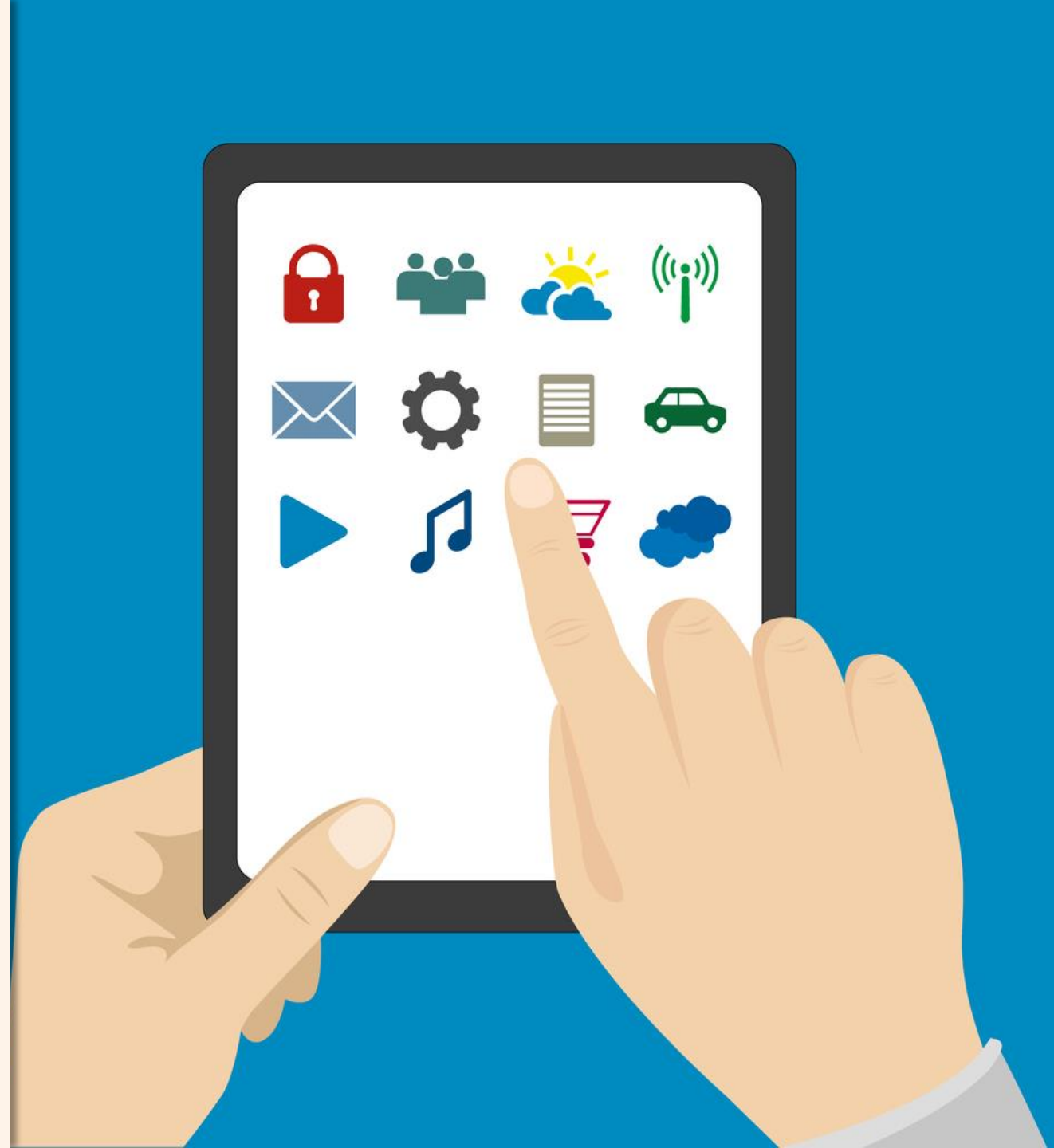
Functionality

What is the function of your App?

Primary functionality early on

Secondary functionality in updates

Users prefer apps that fulfil one function very well over apps that try and do to much at once



User Experience

Design Focus

Good Design Focus

->

The Best User Experience

Focusing on the functionality and context of your app and providing a good design for both is key



User Interface

The User Interface is what the User sees when using an app

Why is this important?

2x times as likely to leave an app immediately than they are after 20 seconds

How can you achieve the best first impression?



User Interface

Design Elements of User Interfaces

Context

Message

Look and Feel

Layout

Colour, Typography and Graphics



User Interface

Nielsen's 10 Usability Heuristics

Usability is how easy a UI is to use

1. Visibility of system status
2. Match between the system and real world
3. User control and freedom
4. Consistency and standards
5. Error prevention
6. Recognition rather than recall
7. Flexibility and efficiency of use
8. Aesthetic and minimalist design
9. Help users recognise and recover from errors
10. Help and documentation



User Interface

Nielsen's 10 Usability Heuristics

The Usability Heuristics center around the 5 components of Usability

Learnability

Memorability

Efficiency

Satisfaction

Error Handling



User Interface

Core Elements

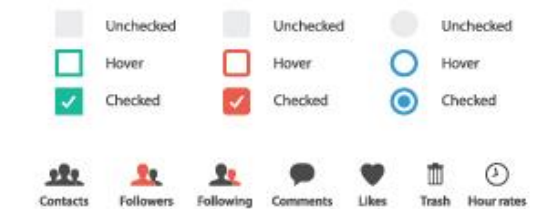
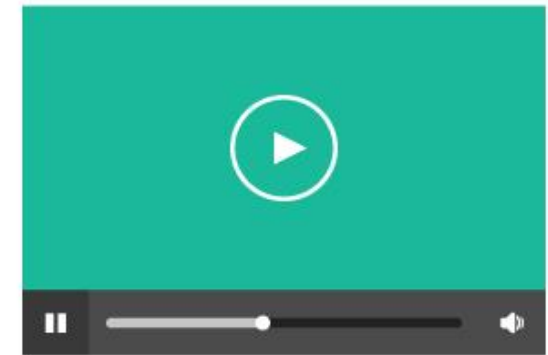
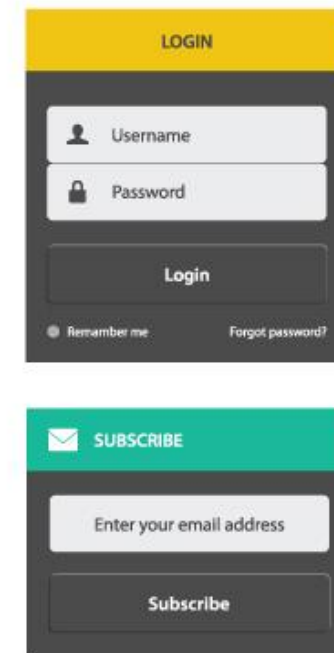
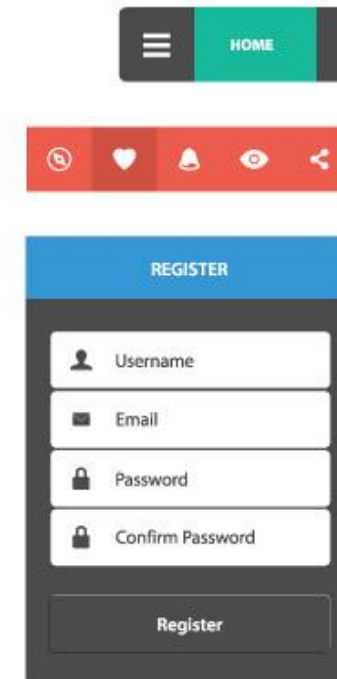
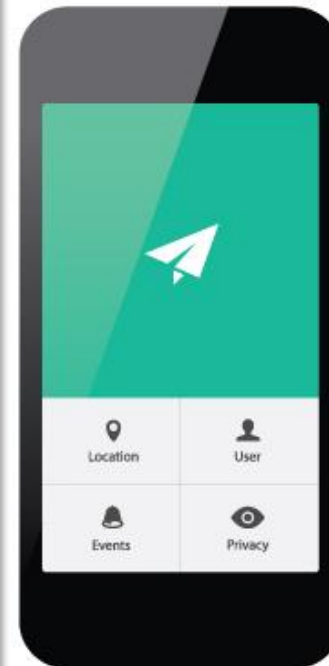
Function

Navigation

Readability

Content

Screen Size



User Interface

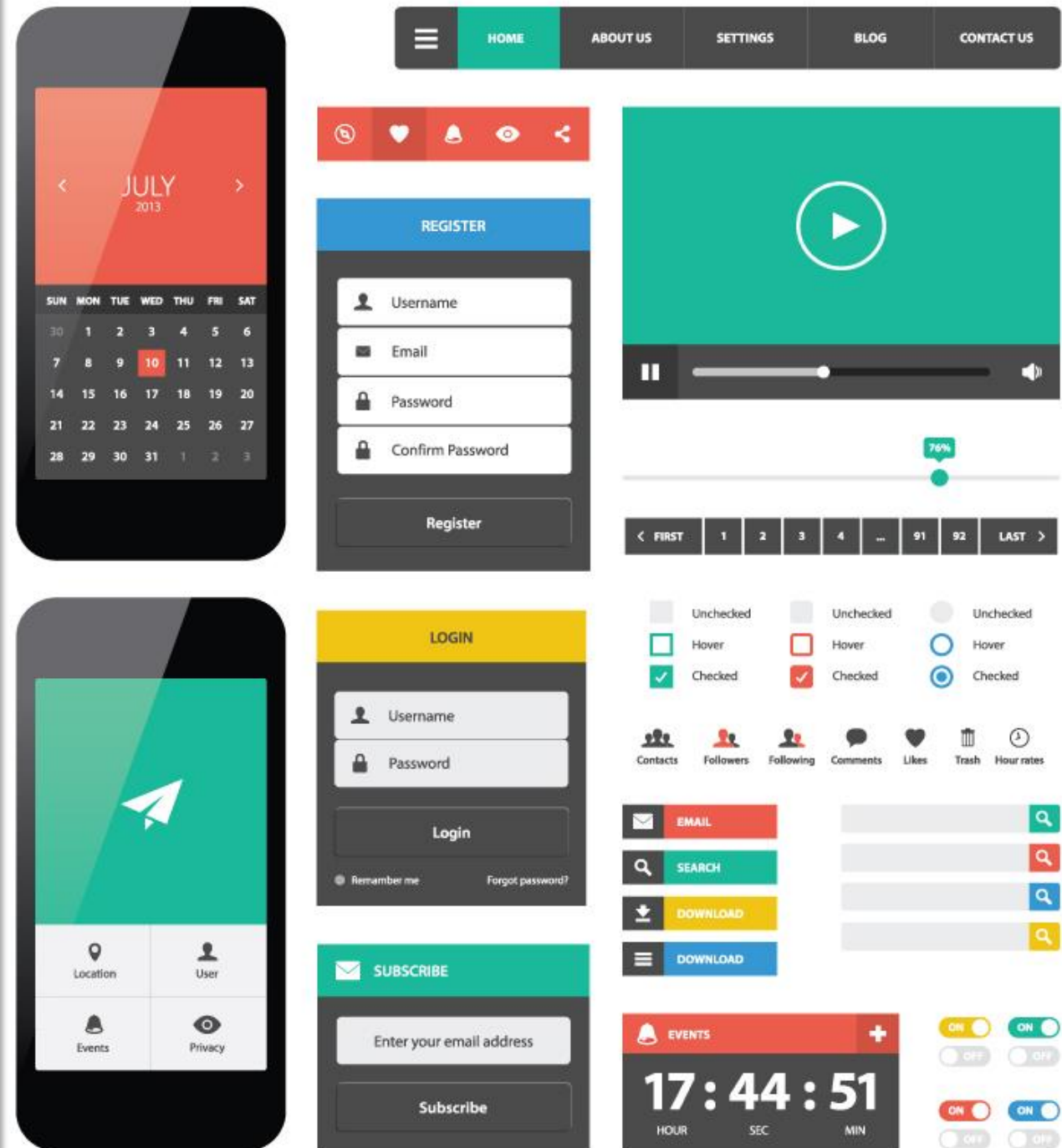
Function

What is the function of your app?

This is what the user is here for and should be extremely clear

Navigation

Navigation should be easy to recognize and easy to use



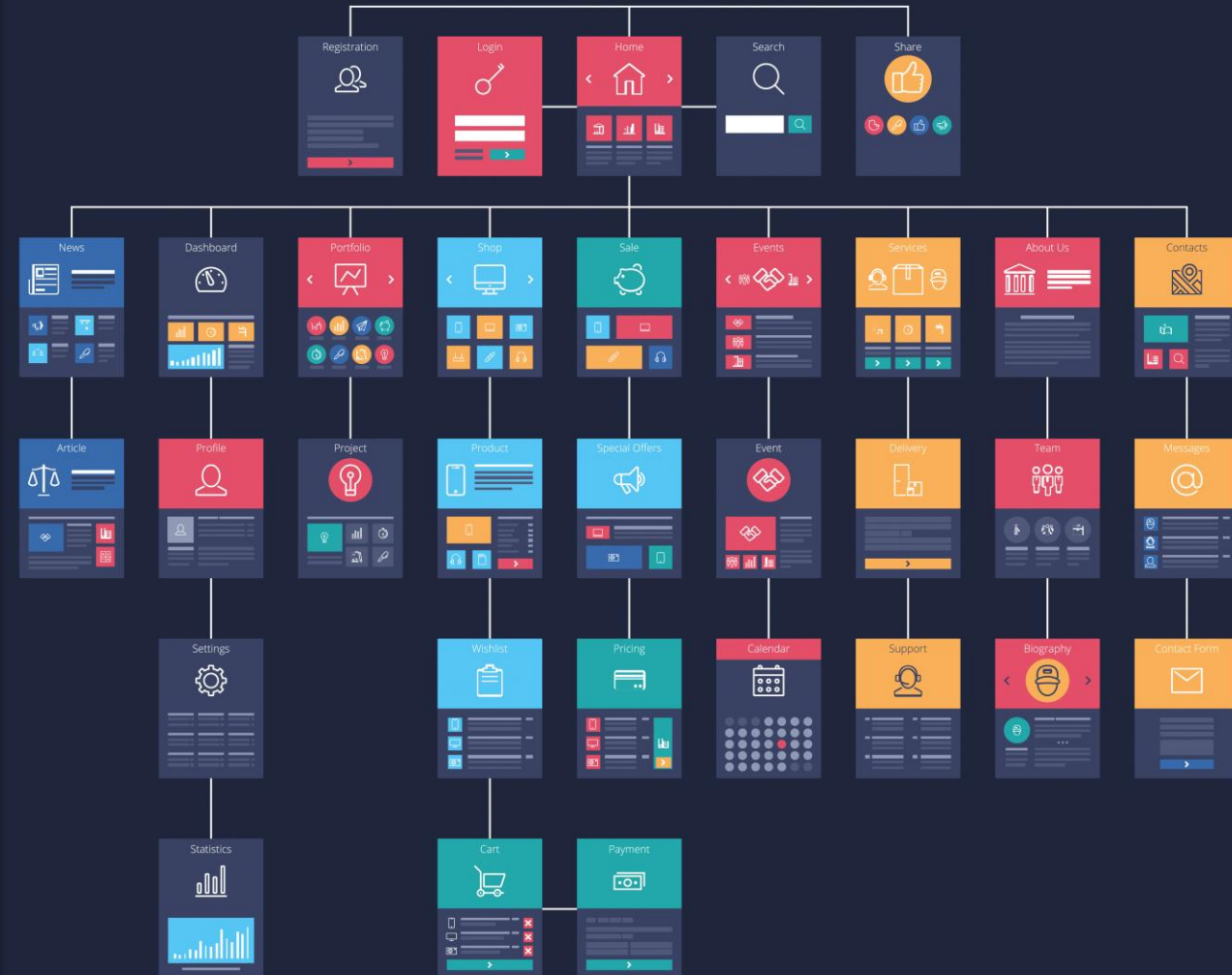
UI and UX Architecture

What should a good UI and UX be based around?

A good UI and UX is based around the delivery of information in a readable, understandable and effective format

Information Architecture

All good mobile apps have a well thought out information architecture



UI and UX Architecture

Information Architecture

The organization of data within the information space

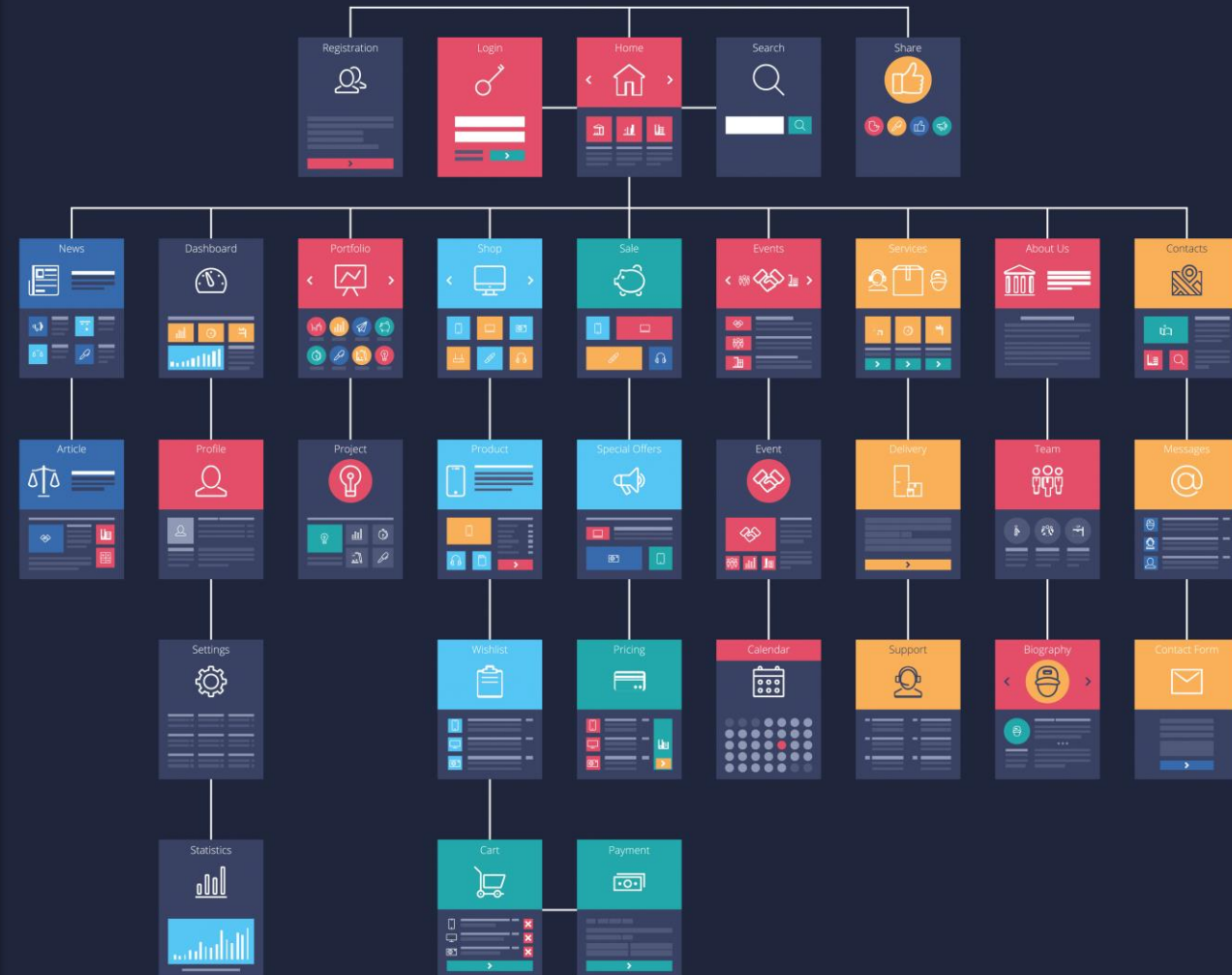
This includes:

Interaction Design

Information Design

Navigation Design

Interface Design



UI and UX Architecture

Information Architecture

So lets have a look at some examples of information architecture

Hierarchical

Hub and Spoke

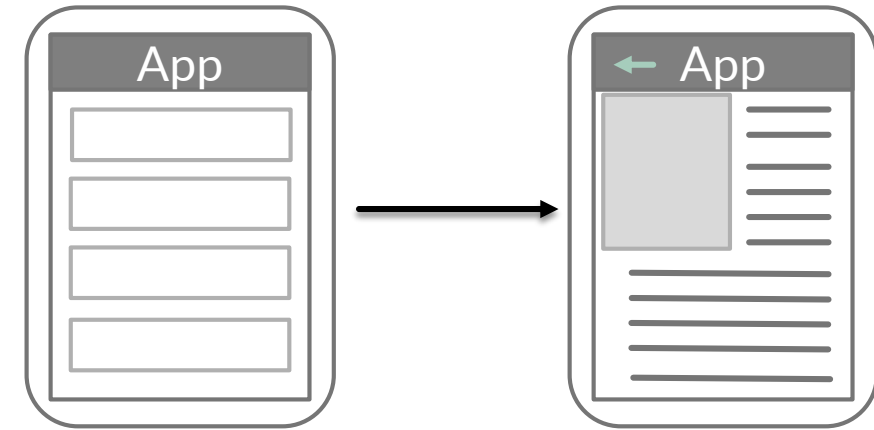
Nested

Tabbed View

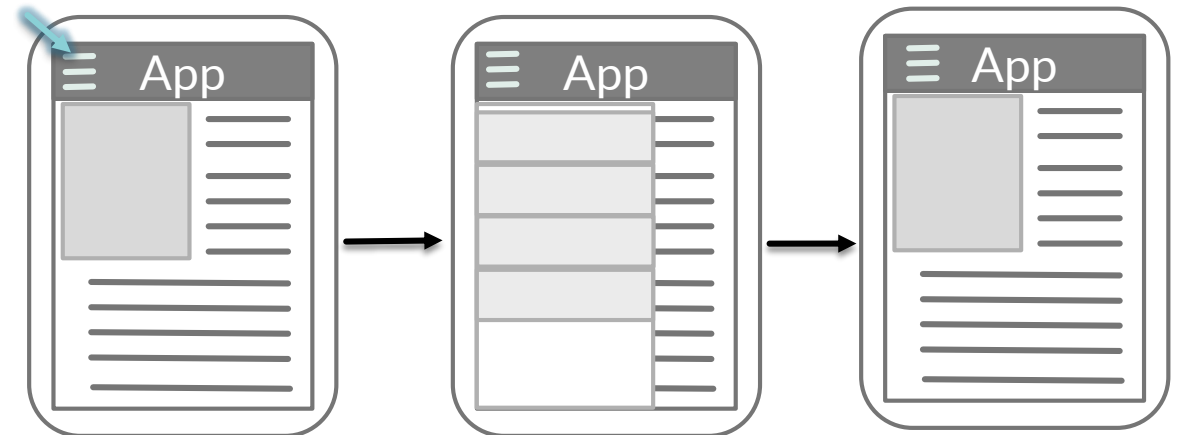
Bento Box/Dashboard

Filtered View

Example 1(Nested)



Example 2(Hierarchical)



UI and UX Architecture

Information Architecture

Building a Successful Information Architecture

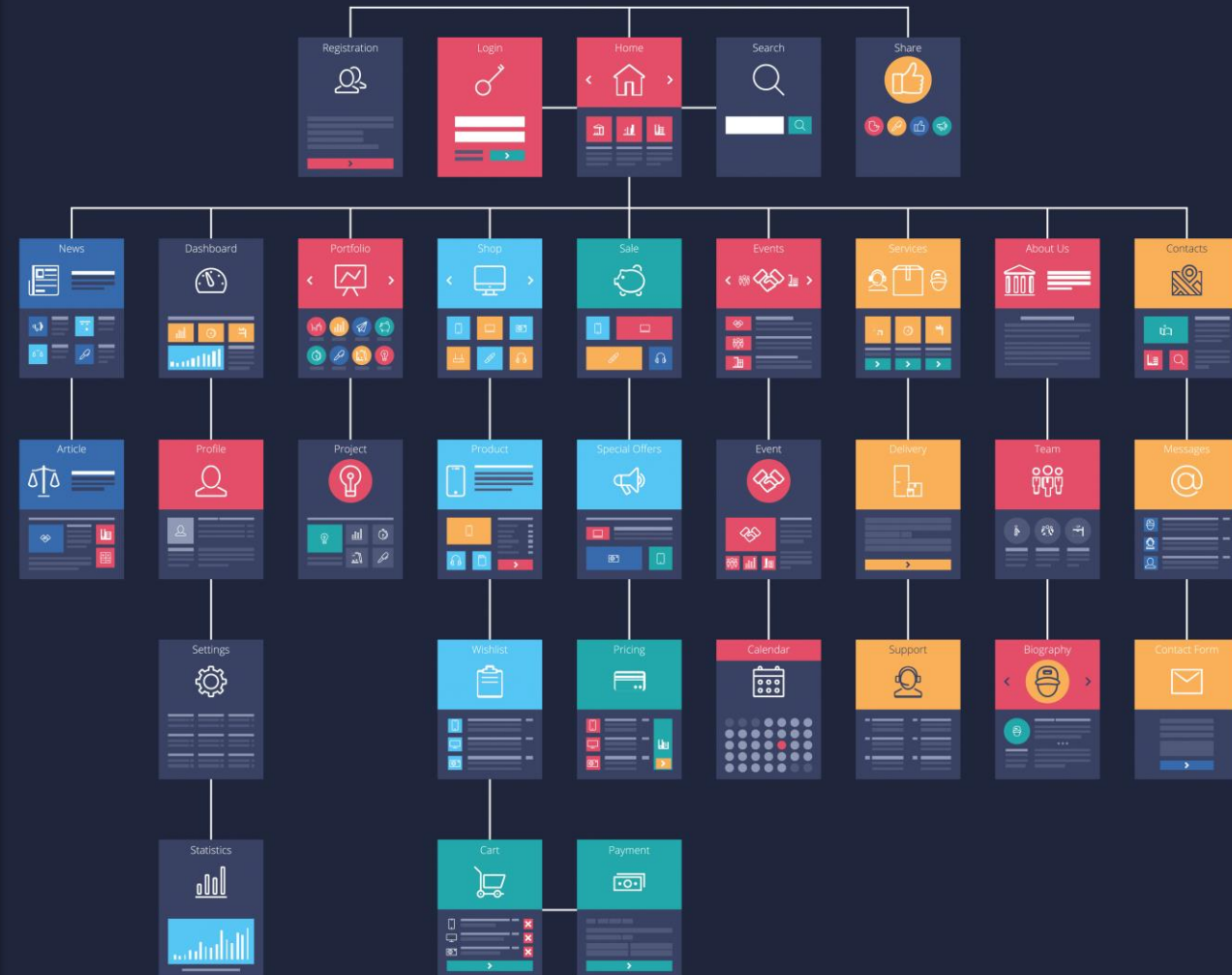
Keep it simple

Support a defined goal

Keep labels simple

Limit opportunities for mistake

Confirm paths



UI and UX Architecture

Information Architecture

Testing

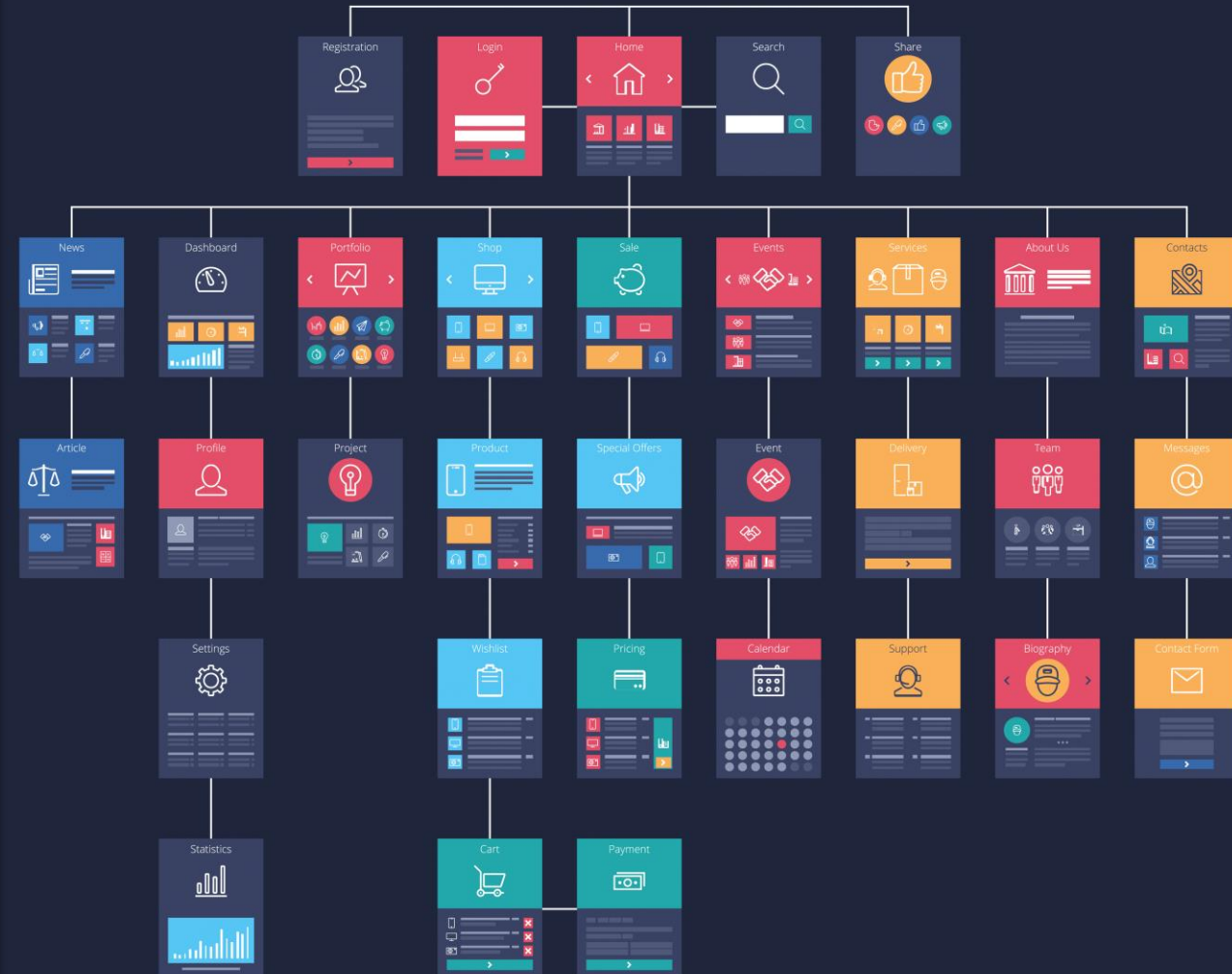
After designing your information architecture it is always good to test it

Wireframes

Paper Prototypes

Context Prototyping

Testing



Recap

User Experience

What the user feels when they use your app

User Interface

What the user sees and interacts with when they use your app

UI and UX Architecture

The structure of both



Lesson 1

SUMMARY

- ❑ App Overview
- ❑ User Experience
- ❑ User Interfaces
- ❑ UI and UX Architecture
- ❑ Summary

Congratulations you have just taken the next step
in **designing** you Android **user interface**

- Email your questions to us and benefit the most
- We're here to help, so contact us anytime!

NEXT LESSON

The next session is “**Practical 1**”

Advance your knowledge of Android App Development

Email: oisin.feely@shawacademy.com



QUESTION TIME

See you back for the **Next Lesson**
Practical 1

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