

# Week 1 NOTES

**Adv. Mobile App Development**



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# User Experience

## What is User Experience?

This is what the user experience when using a product. A positive user experience is essential otherwise the user will not return to your product.

User experience is based on a variety of factors. As it is a broad and overarching concept that encompasses a large field it is not possible to provide an exhaustive list. To provide the best user experience it is essential to have a deep understanding of who your users are so that you can design that experience for them.

There are a variety of ways that you can gain a deeper understanding of your users.

(Excerpt from Lesson 2 notes Mobile App Development Pt. 1)

## *“User Personas & Understanding Users*

*To begin understanding “Who are Your Users” we’ll need to start creating a User Profile. Creating a Persona Title for your User helps you to understand who this person is and what they will benefit from in your App. Once you have started giving your Users a Title you’ll be able to visualise who these people are and what they like and do for a living.*

*This can impact on how your Users might use your App because really you are designing the App to best suit them! Once you have a few Samples of Typical Users who will use your App you can add their profile to your App Design Document. The point here is to start getting into the mindset of your User. Perhaps they aren’t Tech-Savvy or don’t have the same interest in Technology as you do. Is your App able to accommodate users who have little to no experience using apps?*

*Find out what these people do to solve the problem your App will solve for them, are there any competitors out there that are doing something similar? Perhaps they are only doing half of what is needed and you'll be able to improve the service to make it easier! Sign up to competitor's services and go through their processes, are there any things you would do differently? Is there a way to simplify the process? These are crucial design questions that will set you apart from your competition in the later stages of Development.*

*Flesh out your Users Personas by asking the 5 W's*

**Who – What – Where – When – Why – How”**

Once you understand who your user is you can start focusing on:

**Functionality**-What is the function of your app and how does it benefit your users, what are the requirements (Primary/Secondary) that your users expect of your app.

**Context**-What is the context of your user? Their physical context, their device context, and their modal context (state of mind). These must be considered when designing your app to provide the best user experience.

**User Interface**-How can you design your User Interface to best tie into your app's functionality and context. The User Interface should be based on the functionality and expected context of your app to provide a great user experience.

**Design Focus**-Focusing on the functionality and context of your app is the best way to provide a good user experience, if it is not essential to the functionality of your app you do not need it. Provide the functionality of your app in such a way that it will feel natural in whatever context the user is using it in.

# User Interfaces

Once you have identified your user, the function of your app and the context your app will be used in it is time to start designing your User Interface.

The design elements of a User Interface comprise of the following.

**Context**-Who are your users? What do you know about them, what type of behaviour will they exhibit?

When will they interact with your app?

Where are they, public or private places?

Why will they use your app? What is its function and purpose?

These should be a checklist for the below elements when designing your UI.

**Message**-A message is like branding, having a strong message integrated well with your User Interface provides the user with a sense of purpose when using your app. The user needs to know and be reminded why they are using your app. Is it to have fun or get fit? Whichever one it is that should be present throughout the app.

**Look and Feel**-This is a highly subjective element but overall the look and feel of your app should be consistent. This can be added to by having haptic or aural feedback. Consistency in conjunction with layout, colour, typography, and graphics leads to the best look and feel for your app.

**Layout**-This is the actual interface of your app but can also refer to the structure and architecture of your app. The structure of your app should be as flat as possible. If a user must go through 3 menus to find what they want that is not a good structure.

## Points on a good UI and layout

- Format content correctly (images, text, etc)
- Hit targets
  - Create controls that measure 44x44 points (size of the average thumb) so they can be accurately tapped.
- Text size should be consistent and legible throughout your app
- Ensure ample contrast between text and background for legibility
- Spacing-Don't let text or images overlap
- Provide high resolution images and avoid image distortion by keeping them to their intended aspect ratio
- Well organized layout, keep controls (buttons, etc.) close to the content they modify
- Align text, images, and buttons to show users how information is related

**Colour, Typography, and Graphics**-Again consistency is key.

**Typography**-Try keep text to a minimum, only have text that is necessary for the user to navigate your app or that provides essential information. Emphasize important information, use font weight, size and colour to highlight important information. If possible, use a single font and use in-built text styles whenever possible.

**Colour**-Android want apps to use Material design, read more about it here, <https://material.io/guidelines/style/color.html>

**Graphics**-Don't use animation for the sake of using it. Strive for realism and credibility, use consistent animation, and make animations optional.

# Nielsen's 10 Usability Heuristics

Read it from the source.

<https://www.nngroup.com/articles/ten-usability-heuristics/>

## Core Elements of a good UI

### Function

What is the function of your app?

### Navigation

How will the user navigate through your app (keep it simple)

### Readability

A good combination of colour, typography and graphics leads to great readability

### Content

What is the content of your app? Have it in harmony with your layout

### Screen Size

Design and develop for multiple screen sizes to provide the best UI

## UI and UX Architecture

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

Having a well thought out and well-designed information architecture is part of this delivery of information.

Information architecture refers to the organization of data within the information space (layout and structure) but also encompasses other concepts such as:

**Interaction Design**-How the user will interact with the data present.

**Information Design**-The visual layout of information (content, readability, layout, etc.)

**Navigation Design**-How the user will navigate through your app

**Interface Design**-The design of the models and patterns that are used to create action or understanding

With information architecture, it is best if you follow these key features:

Keep it simple

Support a defined goal

Keep labels simple

Limit opportunities for mistakes

Confirm paths

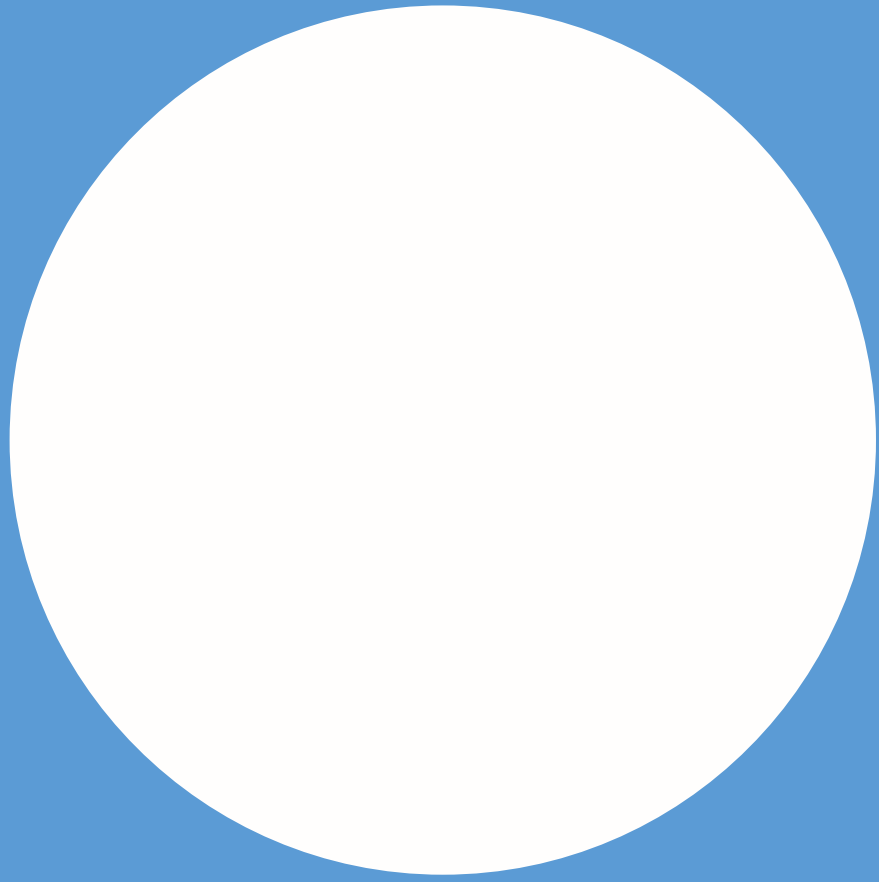
Further reading:

<https://www.nngroup.com/articles/definition-user-experience/>

<http://asktog.com/atc/principles-of-interaction-design/>

<https://www.usability.gov/what-and-why/user-experience.html>

<http://www.uxbooth.com/articles/designing-for-mobile-part-1-information-architecture/>



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