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Mobile User Experience
6MMCS001W

Coursework 1 Report - Mobile App Design

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Links to Website:
Figma: https://bit.ly/icraft_figma
URL iPhone: https://bit.ly/icraft_iPhone
URL iPad: https://bit.ly/icraft_iPad
Intro Video: https://youtu.be/Rb32GR5pJnM

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Discussion of UI and application of mobile UX principles

This mobile site denotes a platform for the start-ups which engage in making DIY products and the consumers who want to purchase the DIY products online. Through this site, the users can find information about various products provided by multiple sellers and can place orders and bookings relevant to any product that they prefer. The mobile site offers the opportunity for the small-scale start-ups to advertise their products and reach a wider range and a huge number of customers. For this purpose, the mobile site is designed accordingly as per mentioned in the following sections.

1.1   Mobile Information architecture & Navigation

Design

The main structure of the application

- This application follows one of the Mobile Information Architecture patterns, which is **Tabbed View** because, it resembles the way which the content is organized in desktop browsers on the mobile view (Applikey, 2018).
- This design suits this type of platform because it encourages its users to multitask while keeping the experience user friendly. Furthermore, it highlights the user's current selection on the navigation view, and when combined with the back buttons, it completely addresses the high usability throughout the application.
- **Filtered views** are used to change the view between alternate views via filtering content using a search, thereby allowing the users to freely choose and explore their own desired contents. These views are chosen because of the existence of huge amounts of contents in the used areas. It is provided with a single filter, thereby not overloading the smartphone screen.

As it follows the **Tabbed view** pattern, a navigation bar was implemented in the bottom, The tabbed views provide a slick, self-evident and a hard to miss nature while allowing the user to access the major components via the user's thumb zone. The chrome elements are **applied** throughout the application to give a feeling of consistency. The main navigation blocks are clearly visible on the page and the navigation clearly indicates the active page/section and help the users to recognize where they are, and how to get where they want to go.
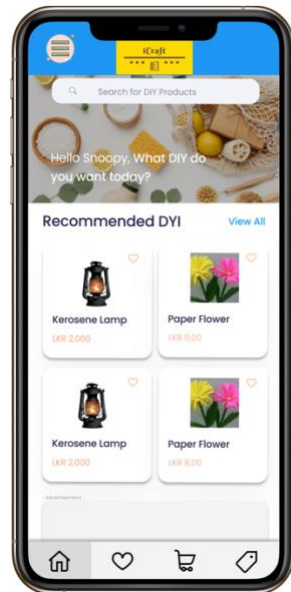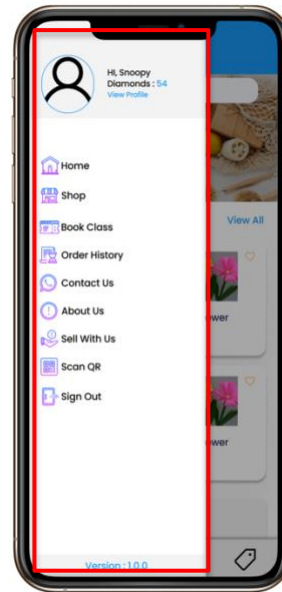
Figure 1 Home page design

Figure 2 Side menu design

1.2   Emotional design

Emotional design of a user interface is the design approach which creates an output to give the user a positive experience. In general, the entry point of the emotional design is the first impression that the user gets. UI/UX designers use this design method to trigger a positive emotional response from the user.

The colours which are being used in this mobile site is mainly the light blue colour in the header, navy purple colour in the footer and white to light grey colours as the background colour of the pages. These colours were chosen to add more simplicity to the mobile site and give the user more of a cool and peaceful atmosphere with low contrast when using the site. Yellow has been used in the logo to highlight it and convey the creativity along with the light blue colour header in most of the pages in the mobile site.

The typography also plays a major role in emotional design. In such model which include emotional design, the typography should be able to comfort the user and give a pleasurable experience by using the mobile site. For this matter, in this mobile site, we have used a minimalist font style and font appearances; therefore, it is very clear and readable for the user. Poppins font style and Montserrat font style adds more simplicity to the site yet more colour since it has been used in a well-thought hierarchical layout along with an intuitive manner. The colours for the fonts which have been used in different places are chosen to give more of a creative feeling to the users.

Before any of the textual data, the user's eyes begin to go through the images that are filled with more and more information in them. Those images build up the emotion in the user's mind even before he goes through the textual data. In this mobile site, the images have been used to ensure that the user gets a clear idea on what exactly the site's purpose is. The photography is chosen to emphasize the concept of the mobile site. Along with the photography, the other images such as iconography has been used to give more meaning and emotion to the user about the information consist in the textual data.

Among the properties of this mobile site, the language contributes majorly to the emotional design. This mobile site has been designed for the use of any person in any age. Therefore, the site uses a very simple language, and it can make the user experience the creativeness of the site concept and points of interest.

1.3   Use of colour

Design

For visual balance, color usage is the main resource. In this mobile site, the visual balance has been achieved with the use of the theory The **Golden Ratio**, which is also known as the 6:3:1 ratio. The following colours are the mainly used colours in this site to signify this Golden Theory.
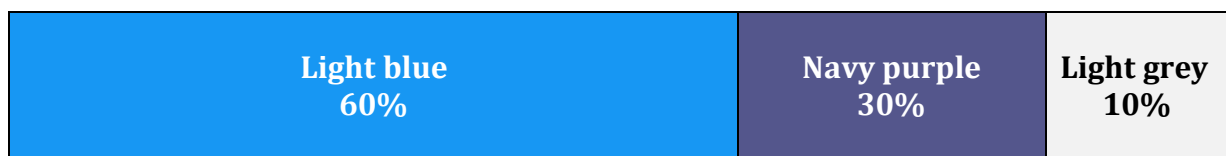
Light blue 60%	Navy purple 30%	Light grey 10%

Figure 3 Color Usage

The Light Blue colour is used in this mobile site to emphasize the calmness. The user is expected to embrace the peacefulness by browsing in this app. Other than that, the light blue color contrasts the most important components used in this app guiding the user throughout the mobile site process.

The colour Pure White was chosen as the primary background colour to exhibit the simplicity and pureness of the mobile site. This colour has been used as a text colour in primary buttons too.

To emphasize the taste of the characteristic of the homemade sense, orange Custard has been used. This color is mainly used on important texts such as prices and ratings to make the user more attentive to the statistical data in the mobile site.

Navy Purple colour is used in the footer area of the mobile site to ensure that the user can identify the page limits when scrolling and surfing through the products and other features. In the meantime, as a shade of blue mixed purple, it gives the user a cool and peaceful sensation.

As a colour to show the miscellaneous, the Light Grey colour has been used. This colour was not meant to provide the user with any special meaning than the user experience since the colour grey is very neutral and emotionless.

1.4   Typography / consistency

Design

Typography plays a major role in this mobile web site. It was not only about choosing the correct font style but the appearance of the font, size, aim of the usage of the font styles and sizes. Typography is used to elicit certain emotions and convey a specific message to the user.

In this mobile site, the font styles **Poppins** and **Montserrat** have been used to optimize the accessibility since those two font styles are highly readable to any kind of a user. By using these two fonts, a certain brand is also added automatically to the site. Since Poppins and Montserrat are not fancy font styles, these styles hold the attention of the reader and by being impactful and meaningful.

Poppins font style has been used in the headings in this mobile site because of its property of emphasizing the message to be conveyed to the user. Montserrat is being used in the paragraphs because it can show the text without spreading it much throughout the screen yet highly readable.

In the header, footer, and primary buttons, the text colour has been set as white because of the background colour used in those areas and elements. When the text is white in colour and bold, it gives more emphasis to the elements and becomes more readable. The text in the body is in a dark blue color to make it clearer and more readable to the user.

By using these two fonts, the consistency of the app has been achieved, and it helps to keep the mobile site out of confusion.
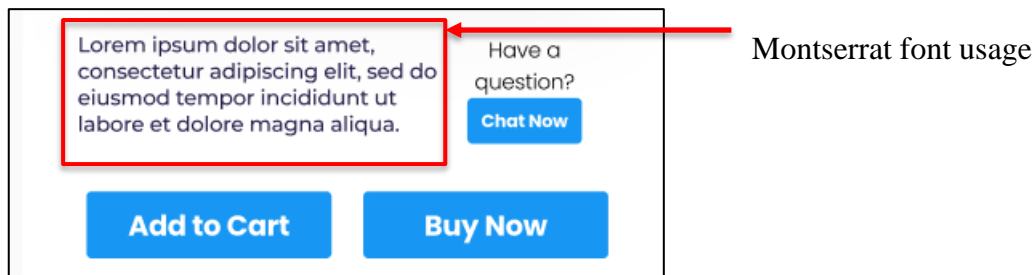

Montserrat font usage

Figure 4 Font Usage

1.5   Photography / consistency

Design

When it comes to the photographic design choice, more images have been included throughout the application to give out a motivational feeling for the users about the importance and the value of this kind of an application. This is mainly due to images help in blending the contents with reality conjuring false expectations. Photographs are also used in introductory areas like carousels for daily deals to provide with a visually rich representation. This also does not imply that heavily computerized photography can promote unrealistic visuals.

About resolution, high-quality resolutions are utilized to improve the overall quality throughout the application. The images will be cropped with relevant to the needed areas. In the means of image placement, the thumbnails will be left-aligned where the photographs are carrying high relevance to the containing context. (ex: - promotion carousels, cards in list views, POI).

By utilizing the icons instead of photos, the screen space is well managed, allowing the elements to be identified easily giving a quick glance of the context. (e.g.: - ratings, main menu, buttons, and comment sections)
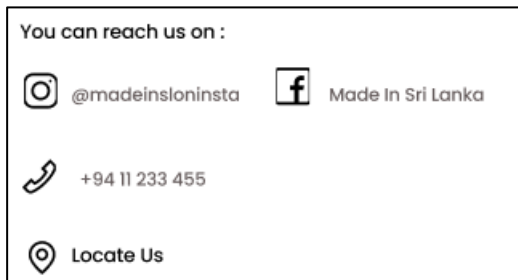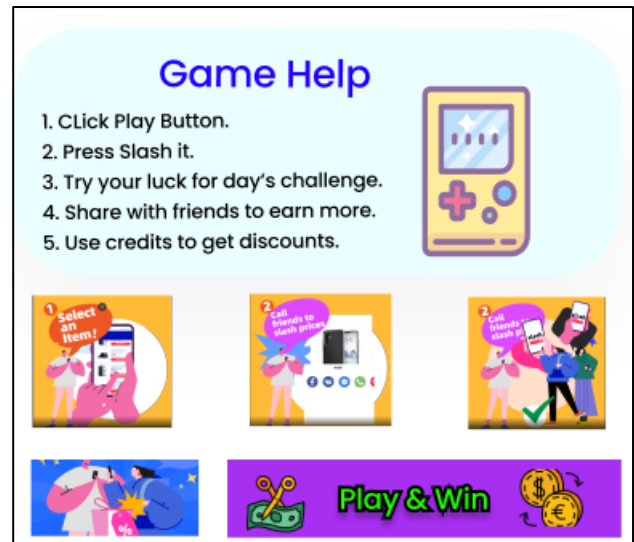
Figure 5 Contact Page Design

Figure 6 Gamification Page Design

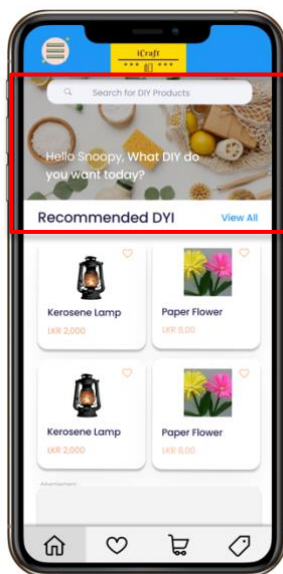## 1.6   Gestalt principles grouping

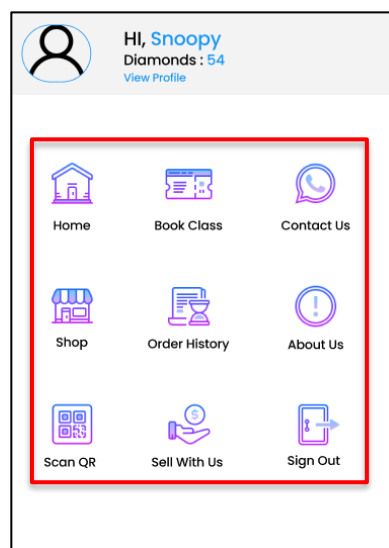**Design**

Figure 7 Gestalt Principles - Home

Figure 8 Gestalt Principles - Side Menu

Here similar products/items have been grouped together to work closely with the principle of **similarity** where the shared attribute among the grouped items.

Proximity law of Gestalt states that objects/shapes that are close to others gives the impression that the items have formed groups. This principle is utilized in menu bars, wish list lists and carts throughout the application.

And an ample amount of symmetry is maintained throughout all the components in the application leaving out a simple and visually pleasing experience for the end-user while

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maintaining stability and order. This resulted in giving out a comfortable feeling for the end-user.

Closure is another principle in the set of Gestalt Principles and this is used to identify the closure of the elements as it is aligned without keeping big spaces among the elements. In this mobile web app, the space been used in the maximum level of effectiveness by deciding which elments are to be used in which spaces therefore, the user experiences the user friendliness.
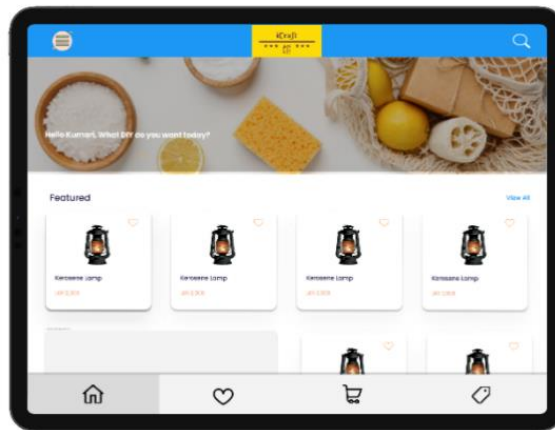

Figure 9 Gestalt Principles - iPad

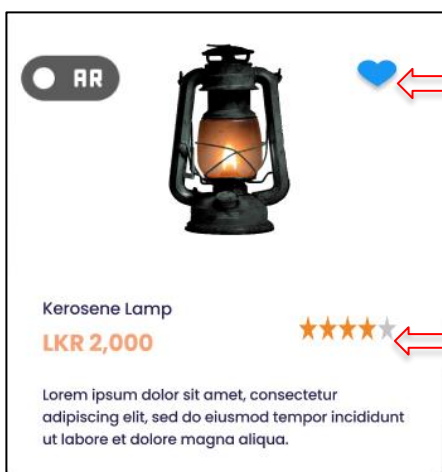## 1.7   System response & feedback

Figure 10 POI Card

The blue colored filled icon depicts that the product is selected for the wish list of the user while orange outlined icon show that it has not been added to the user's wish list.

Yellow stars indicate the rating received for a particular product by the purchased users allowing the other users to clearly identify the rating before buying the product. This rating can be performed by using the order history tab and below snapshot depicts its action.
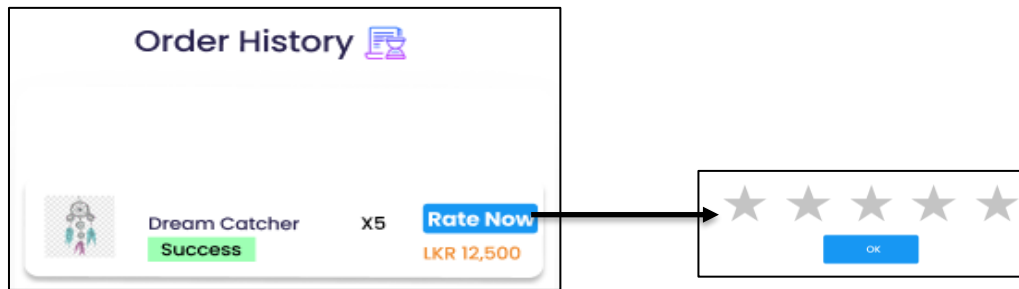
Figure 11 Product Rating

Comment section allows the user to review the purchased item for the use of the future buyer of the product to get an idea before making a purchase
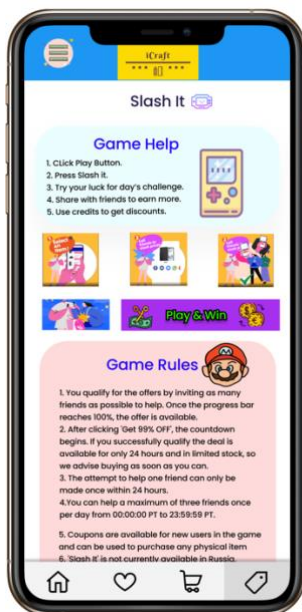
Figure 12 Comments Section

1.8   Gamification

Gamification on this application contains a mechanism where the user will get rewards according to the completion state of certain challenges. If the user reaches a specific percentage of the campaign progress, user will start receiving discounts for the items that will be bought.

Here the user gets qualified by inviting friends through social media as much as possible. When the progress of the bar finally reaches 100%, that offer/discount will be available for claim.
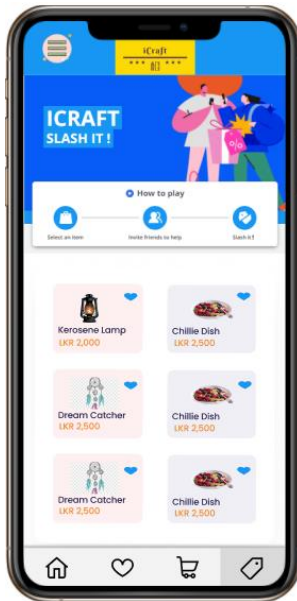User needs to select Play & Win button to start the game

Figure 13 Gamification Page

Figure 14 Slash it processes

When the user starts the gaming process, the user is presented with an instructional interface and a list product that "slash it" can be used to obtain discounts and promotional diamonds. By using this method, the platform will reach to more users while the customer gets rewards to apply for discounts etc.
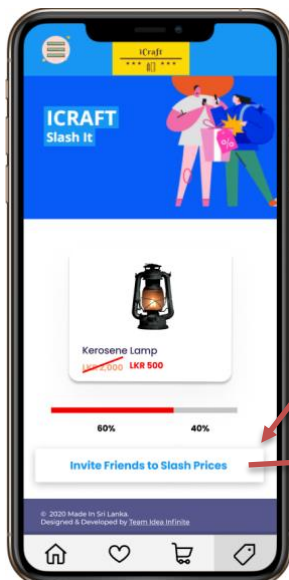
Here a progress bar is displayed where the progress will be increased with proportional to the number of users that the customer has shared the slash it game link.

User can click the invite friends' button and choose a preferred network type to share the link with.
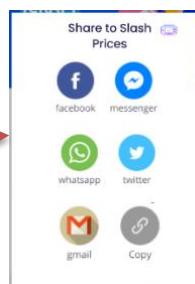
Using this pop up the user can share the game with friends and enjoy the promotional credits

1.9 Directing the user to content and use of emphasis

In a mobile site, the emphasis plays a major role when it comes to controlling the user's experience over the mobile site design by contrasting the UI elements when necessary. In general, the fewer the UI elements in the mobile site, the easier it is to understand and access, but with the loading of the content and elements in the mobile site, the emphasizing of the most useful elements are in question, and it becomes difficult for the user's eye to distinguish what it should be looking at first among all the elements. Therefore, it is needed to evaluate the hierarchy of the elements. Emphasis helps the elements to stand out and become the focus of the design.
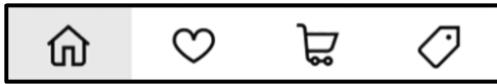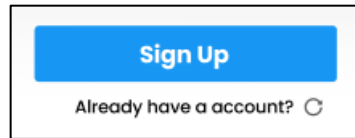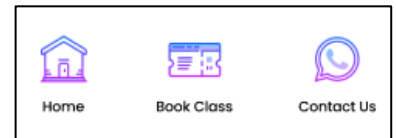
Figure 15 Menu Bar

Figure 16 Signup Button

Figure 17 Side Menu Buttons

In this mobile site, there are a few elements that are designed to stand out from the other elements. Out of those buttons play a major role in the mobile site or any other mobile site. A button is a styled link to another page, or a component and these buttons vary on the importance hierarchy.

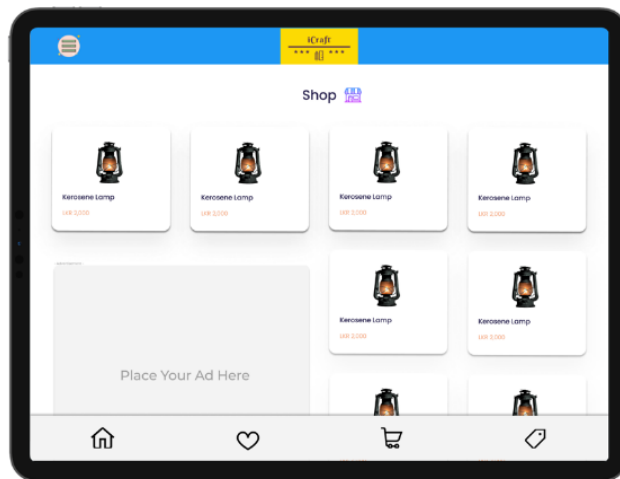## 1.10   iPhone vs iPad

Design
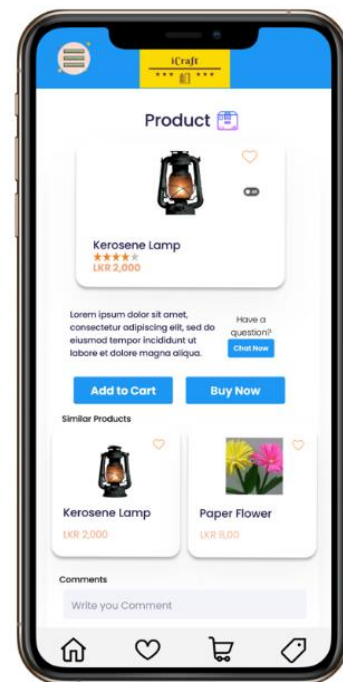
a) Product Page

Figure 19 Product Page - iPad

Figure 18 Product Page - iPhone

When comparing iPhone display and the iPad display has more space, and this space is used to display more content in an attractive way than iPhone and placement also have changed to make it easy to users to interact.

b) Contact Us Page

Figure 20 Contact Us - iPad
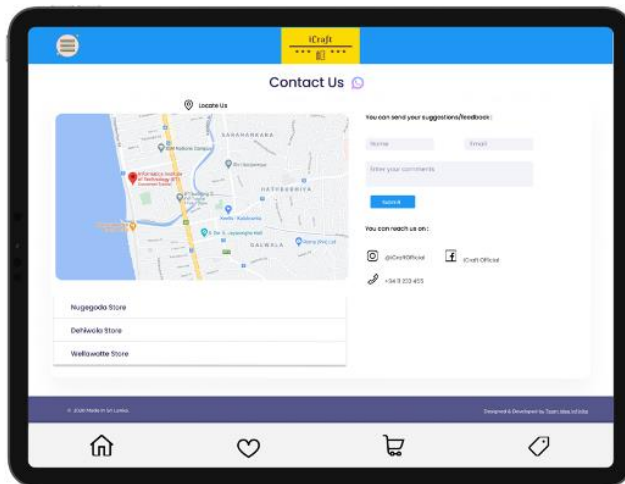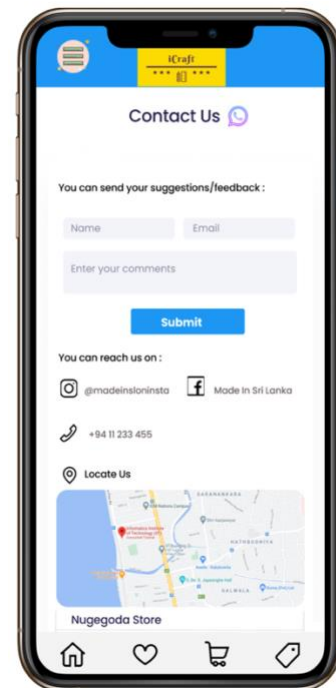

Figure 21 Contact Us - iPhone

Here in iPad 2 column layout has been used to take maximum advantage from wide display and user can view a large map with different store locations. In iPhone single column is used to display all details, and the user must perform several scrolls to get information.
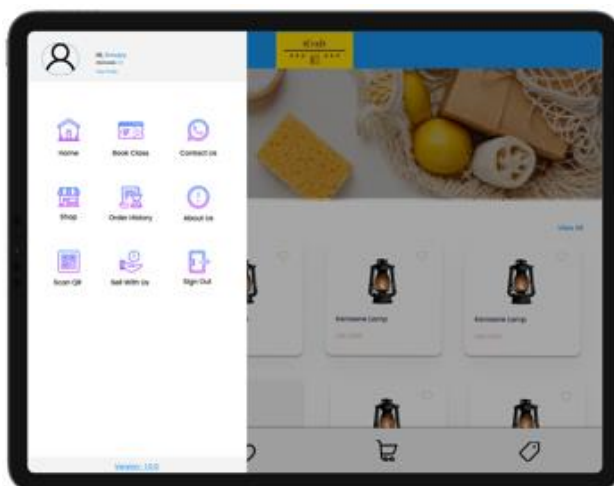
c) Side Menu Bar
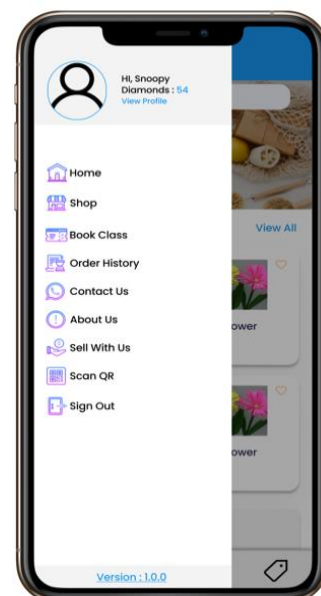

Figure 22 Side Menu - iPad

Figure 23 Side Menu - iPhone

In iPhone side menu bar is displayed as single list view to avoid menu bar is covering full display area of iPhone and in iPad 3-tab view is used inside menu because the display area is much larger, and the placement is more attractive for end-user.

d) Shop Page
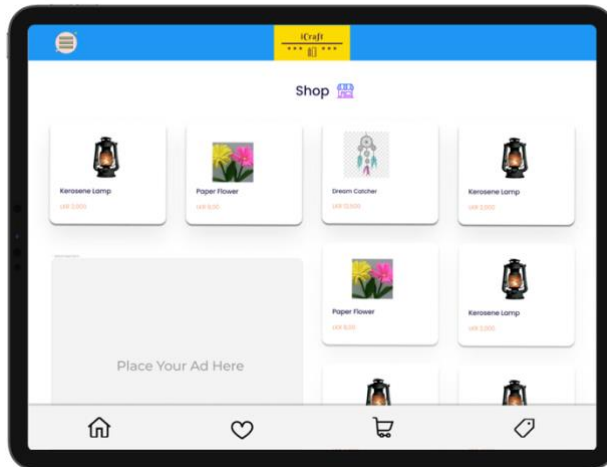
Figure 24 Shop Page - iPad
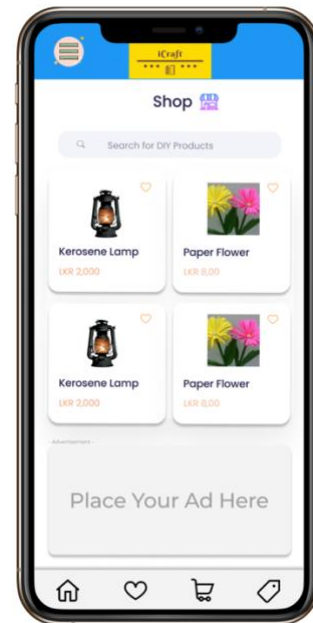
Figure 25 Shop Page - iPhone

In the shop layout placing of advertising, elements are larger in iPad version, and also product display area changed to use total space of iPad, and an iPhone compact version of the same shop page is used by optimizing and breaking down the structure to suit iPhone display area.

1.11   How Ui Principles were applied

The main purpose of a good mobile user interface is to maximize the beauty of the design while making the design useful. To achieve this, there are main principles that are to be followed and first most consideration that is to made is to understand the user, understand the device capabilities and understand the environment/context within which the user id likely to use the app.

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3Cs Framework

The **3Cs framework by Michal Levin** is one of the most important set of rules to be followed when designing a mobile UI/UX. This includes *consistent, continuous, and complementary design.*

The same content offering is replicated across devices is shown by **Consistency** of the design. This can be mainly seen in the homepage, Shop page, Product page and the order history which share the same UI design for the product card which includes the product picture and basic details. The font styles and the colours of the mobile web app are some of the basic examples for the consistency.

Continuity is the ability following the user flow, an end-to-end user experience that is distributed across multiple devices, where each device picks up what the previous device is left off. This can be seen in the ordering procedure and the rating procedure of the application.

Complementary ability which is the ability for the different devices to work together as a group is also achieved in this design by allowing both iPhone and iPad can perform the same set of functions throughout the mobile web app.

Information Architecture (IA)

The information architecture focuses mainly on the organizational structure of the content in a way a user can navigate through it. The goal of such architecture is to help user find the information and complete tasks. The general, the purpose of the IA are:

- to help users to understanding where they are
- what they have found
- what is around
- what to expect?

In this design, there are main elements that have been taken into consideration such as:

1. **Geographical** information has been applied in the content which have some sort of geography as the key element. In this UI/UX design, the use of maps to navigate the shop branches in the Contact Us page and the Augmented Reality view of the products using a popup has geographical information.

2. **Format** schema organizes the content around file formats. This was a great way to show the users the different types of information available in the mobile site as they

have found the topic that they are interested. The AR view of the product, the introductory video representing the business's purpose.

3. The information which has been used in this mobile web app has been given consideration according to the **Organizational Structure.** Since the business is related to online store of DIY, the content, files and tasks as met the accordance of subject.

4. The **Task** of this mobile web app is shopping online, therefore the other tasks, pages and content have been design in according to online shopping. Along with online purchasing, rating the products, viewing order history, gamification and account details have been designed accordingly.

Navigation on Mobile

The navigation on mobile can be explained as how the user can navigate throughout the mobile web app easily. There are 2 principles to be followed in adding navigation and they are:

1. Taking little screen space – there are only small spaces been allocated to the purpose of navigation and they are the menu bar in the bottom of the page and the hamburger icon in the header of the page, yet these two spaces provide the optimum usability to the users.

2. Accessible and discoverable - the mobile site's navigation can be done using the main menu in the bottom of the page which has 4 buttons to access the home page, wish list, cart, and the gamification page respectively. Along with the main menu, the side menu is also been added to the header of the pages which allows the user to access any page, as necessary.

Chrome elements

Chrome elements are the visual design elements which give the users information about or commands to operate on the screen's content and these are opposed to being part of that content. In this mobile web app, the following are been identified as Chrome elements:

- Logo
- Side menu
- Search
- Footer
- Main menu

The Chrome element ratio of this mobile web app is the Ratio:4 which is the ideal ratio.

Design Process

The design process includes:

- **Discovery** or finding information about the client and the product. In this mobile web app, what the company does is clearly being mentioned in the 3-step introductory information, the introductory video and the about us page. The target audience, competitors the information that is to be needed to come across been identified by the recommendations provided to the users.

- **Exploration** is done to identify what the users look for and the information architecture of the mobile web app. The design of gamification and rating can be used to identify this information.

References

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Emotional Design

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