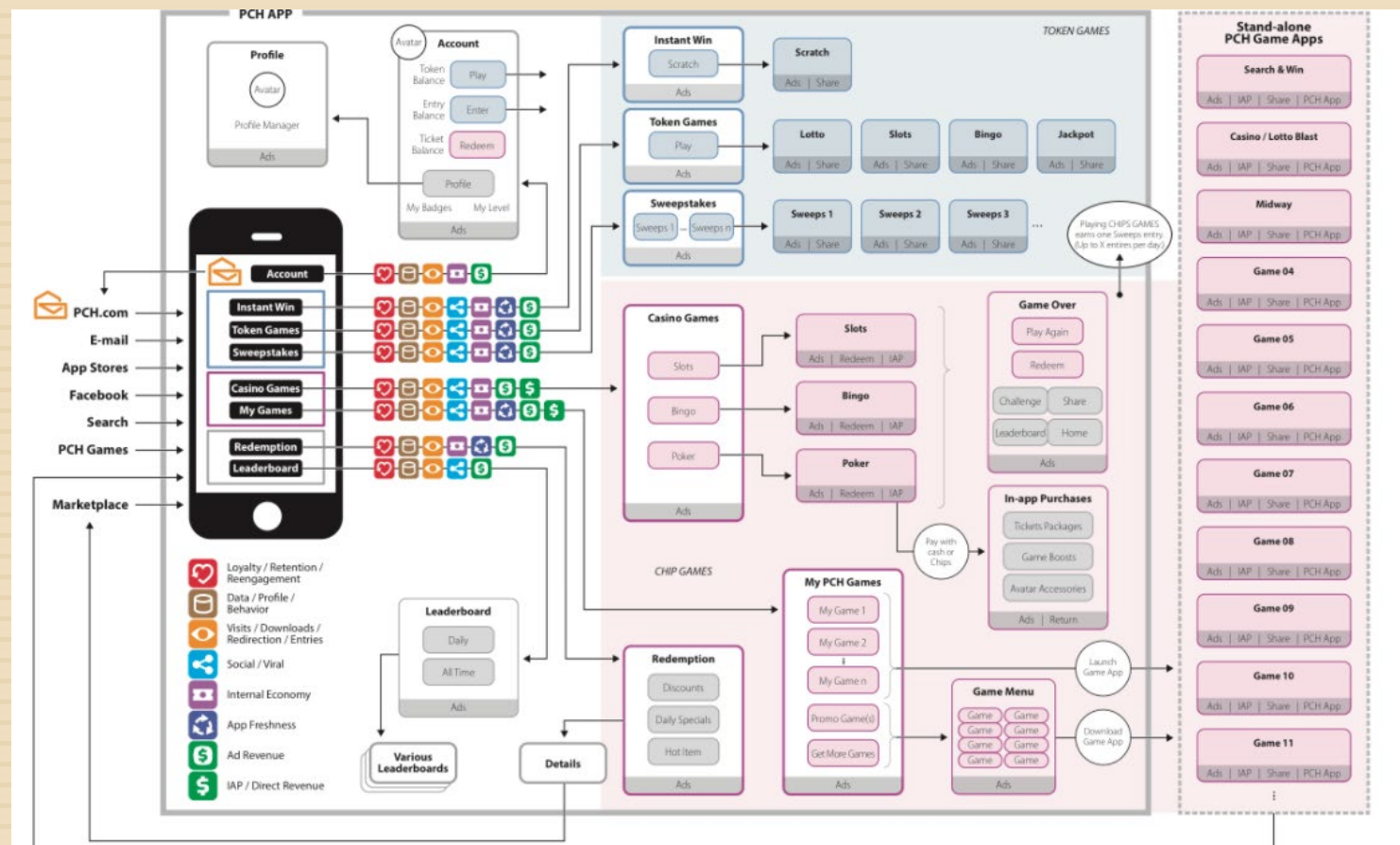


1/9

6MMCS001W MOBILE USER EXPERIENCE

27-Sep-20

Tutorial week 2



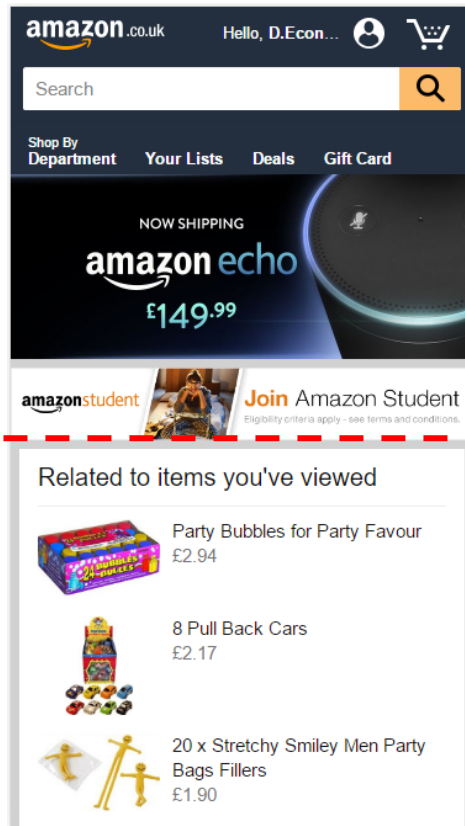
2/17

Chrome

Chrome is the **visual design elements that give users information about or commands to operate on the screen's content** (as opposed to being part of that content).

Example 1

3/17

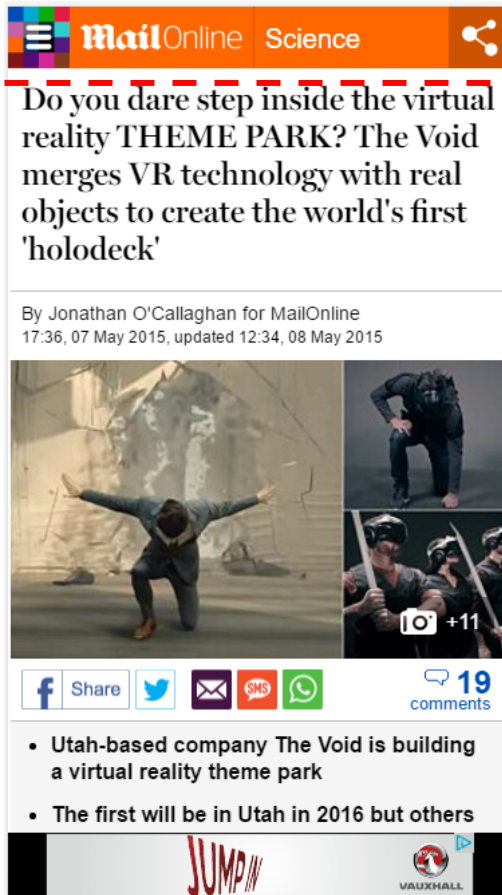


Chrome UI elements
Logo-Identity
Navigation bar
Utility account, shopping cart,
search

Content

Example 2

4/17



Chrome UI elements
Navigation menu. Utility share

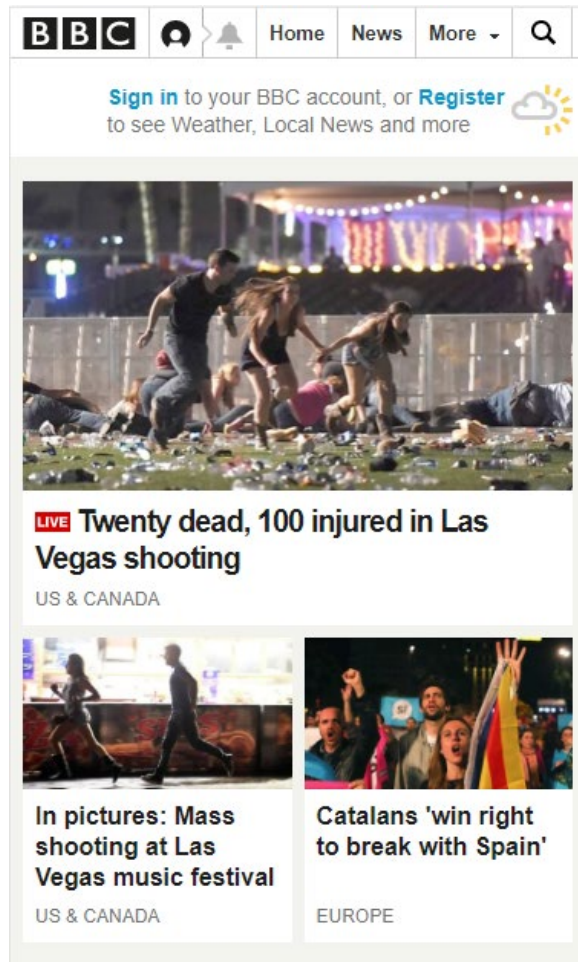
Content

5/17

Activity 1

Identify the Chrome and the content specify the type of navigation which is used and share your answer

6/17



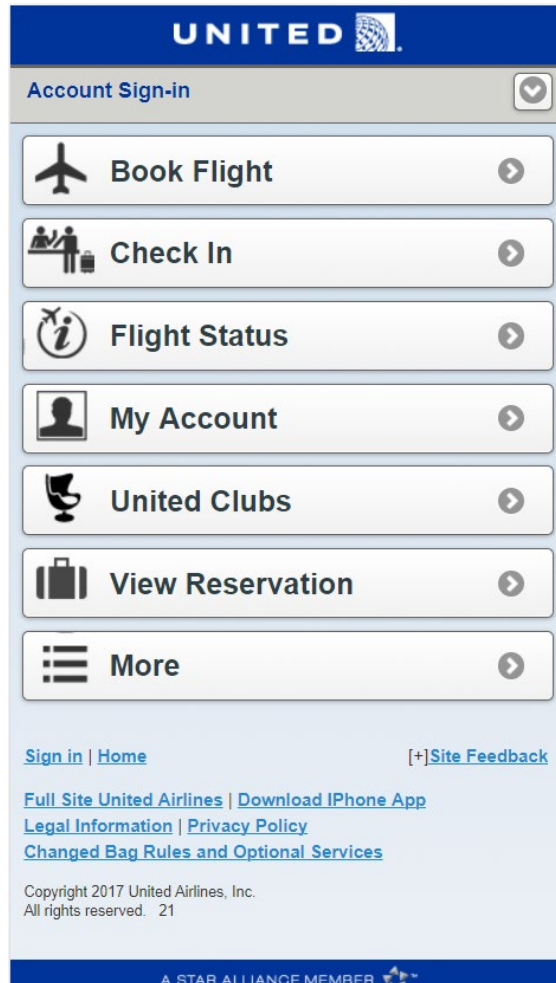
Identify the Chrome and the content specify the type of navigation which is used and share your answer

7/17

The screenshot displays the easyJet mobile app interface. At the top, there is an orange header with the easyJet logo. Below the header, a banner reads "SUMMER 2018 FLIGHTS HAVE LANDED" with an image of people swimming. The main content area is a dark grey card with a white background for the flight search form. The form has tabs for "Flights", "Hotels", "Cars", and "Holidays". Under the "Flights" tab, there is a "One way" option with a checked checkbox. Below this, there are input fields for "From: London Gatwick (LGW)" and "To: e.g. Amsterdam", each with a menu icon to its right. There are also input fields for "Departing" and "Returning" dates, each with a calendar icon to its left. At the bottom of the form, there are three rows for passenger selection: "Adults (16+)" with a minus button, the number "1", and a plus button; "Children (2-15)" with a minus button, the number "0", and a plus button; and "Infants (< 2)" with a minus button, the number "0", and a plus button. A large orange button labeled "Show flights >" is at the bottom of the form. Below the button, there is a link "About special assistance >".

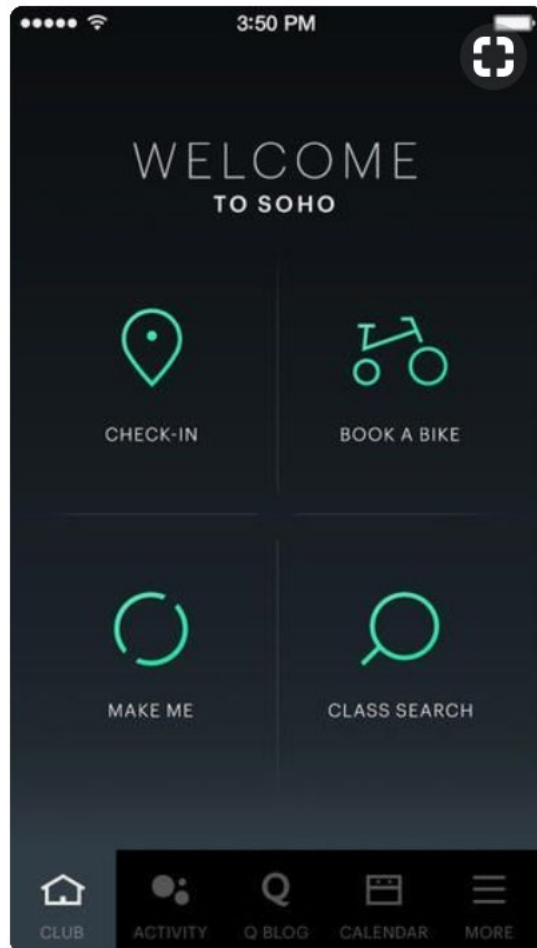
Identify the Chrome and the content specify the type of navigation which is used and share your answer

8/17



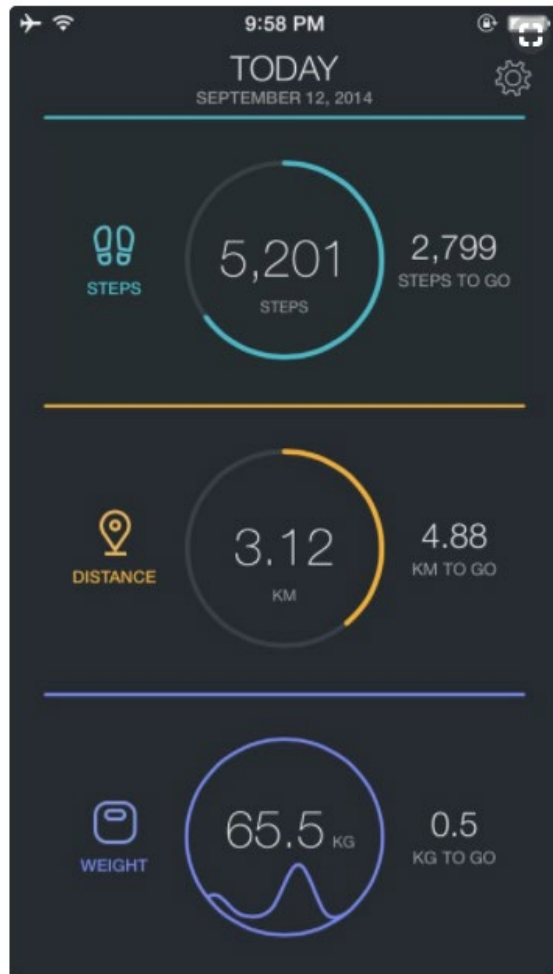
Identify the Chrome and the content specify the type of navigation which is used and share your answer

9/17



Identify the Chrome and the content specify the type of navigation which is used and share your answer

10/17





11/17

Tools for IA

Structure of Information

- Nodes/pages/screens - Visual Design
- Content/tasks structure

-
- ```

graph TD
 Homepage[Homepage] --> AboutUs[About Us]
 Homepage --> CorporateGovernance[Corporate Governance]
 Homepage --> Financials[Financials]
 Homepage --> StockInformation[Stock Information]
 Homepage --> NewsEvents[News & Events]

 AboutUs --> OperatingPrinciples[Operating Principles]
 AboutUs --> FactSheet[Fact Sheet]
 AboutUs --> Affiliates[Affiliates]
 AboutUs --> FAQ[FAQ]

 CorporateGovernance --> BoardOfDirectors[Board of Directors]
 CorporateGovernance --> GuidelinesPolicies[Guidelines/ Policies]
 CorporateGovernance --> CommitteeCharters[Committee Charters]
 CorporateGovernance --> InsiderTransactions[Insider Transactions]

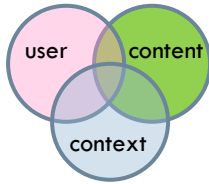
 Financials --> SECFilings[SEC Filings]
 Financials --> Proxies[Proxies]
 Financials --> ManagementReports[Management Reports]
 Financials --> EarningsReleases[Earnings Releases]
 Financials --> FinancialStats[Financial Stats]
 Financials --> RequestInformation[Request Information]

 StockInformation --> StockQuote[Stock Quote]
 StockInformation --> HistoricalPriceLookup[Historical Price Lookup]
 StockInformation --> DividendHistory[Dividend History]
 StockInformation --> InteractiveStockChart[Interactive Stock Chart]
 StockInformation --> InvestmentCalculator[Investment Calculator]

 NewsEvents --> PressReleases[Press Releases]
 NewsEvents --> Events[Events]

```
- The diagram illustrates the structure of a corporate website. The root node is 'Homepage', which branches into five main categories: 'About Us', 'Corporate Governance', 'Financials', 'Stock Information', and 'News & Events'. Each category further branches into specific sub-pages.
- Homepage**
    - About Us**
      - Operating Principles
      - Fact Sheet
      - Affiliates
      - FAQ
    - Corporate Governance**
      - Board of Directors
      - Guidelines/ Policies
      - Committee Charters
      - Insider Transactions
    - Financials**
      - SEC Filings
      - Proxies
      - Management Reports
      - Earnings Releases
      - Financial Stats
      - Request Information
    - Stock Information**
      - Stock Quote
      - Historical Price Lookup
      - Dividend History
      - Interactive Stock Chart
      - Investment Calculator
    - News & Events**
      - Press Releases
      - Events





# Tools for IA

13/9

Site map

Teasing content

Clicksteam

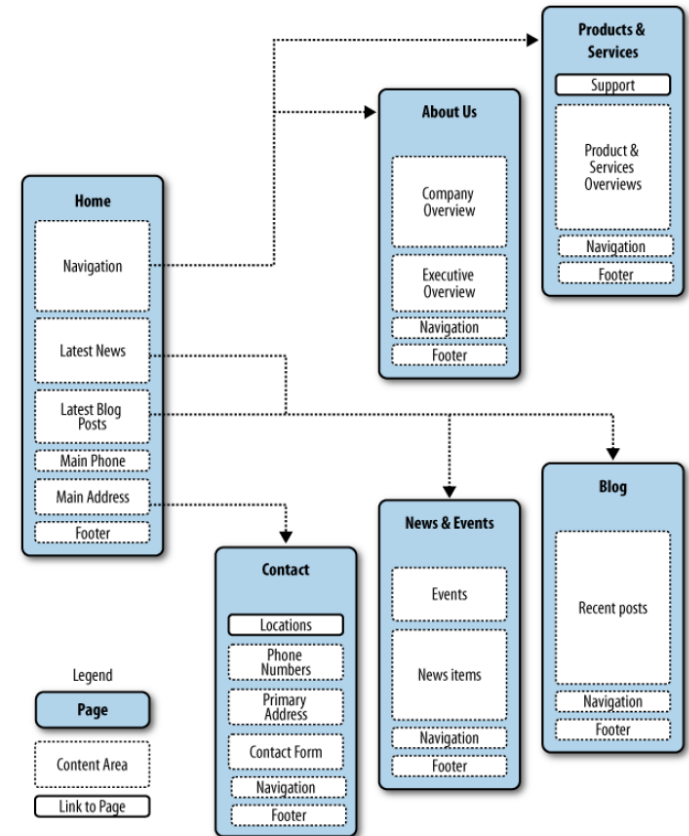
Flowchart/  
flow diagram

Flowmap

Wireframes

Prototypes

- **Teasing content** - which is provide at least one content item per category to confirm the user's expectations of the content within.
- **Find more:**  
Brian Fling (2009) *Mobile Design and Development: Practical concepts and techniques for creating mobile sites and web apps* O'Reilly, pages 97-98.



Brian Fling (2009) *Mobile Design and Development: Practical concepts and techniques for creating mobile sites and web apps*, O'Reilly, page 98.

# Tools for IA

14/9

Site map

Teasing content

Clickstream

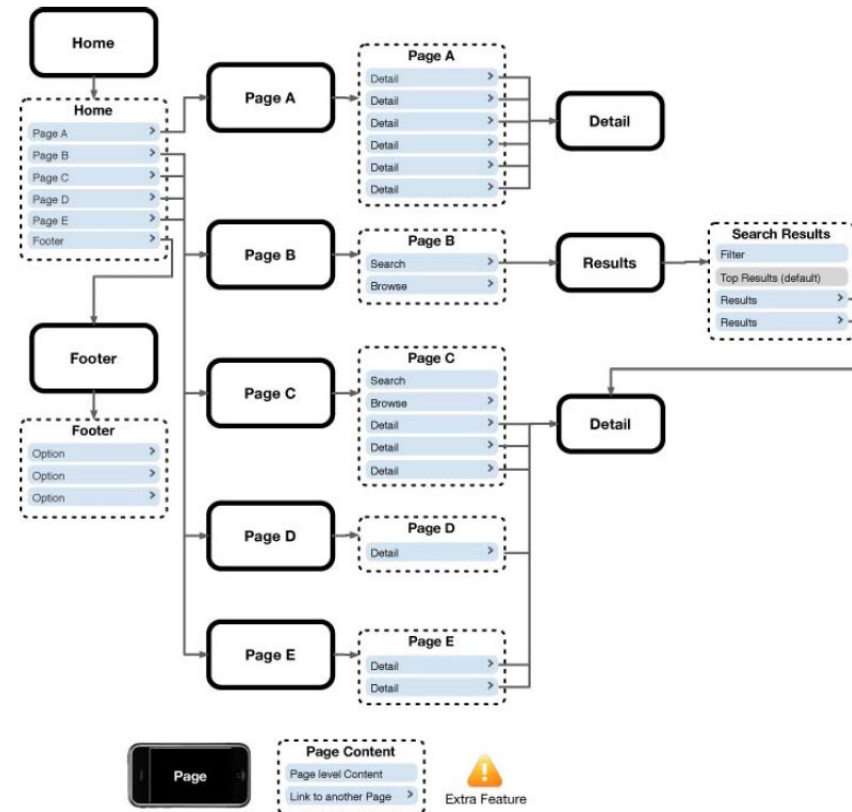
Flowchart/  
flow diagram

Flowmap

Wireframes

Prototypes

- *Clickstream* is a term used for showing the behaviour on websites, displaying the order in which users travel through a site's information architecture, usually based on data gathered from server logs.
- Click streams are used to see the flow in your information architecture, typically using heat-mapping or simple percentages to show where your users are going



*An example clickstream for an iPhone web application*

Brian Fling (2009) *Mobile Design and Development: Practical concepts and techniques for creating mobile sites and web apps*, O'Reilly, page 99.

# Tools for IA

15/9

Site map

Teasing content

Clicksteam

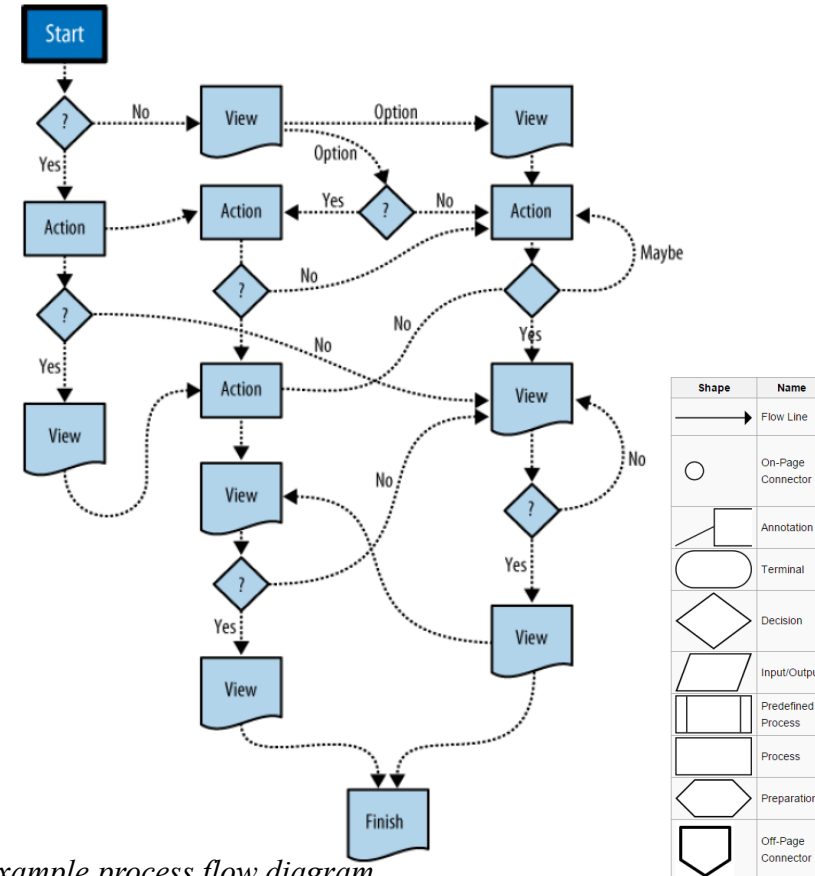
Flowchart/  
flow diagram

Flowmap

Wireframes

Prototypes

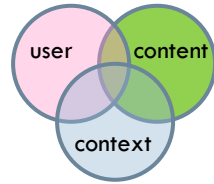
- A flowchart is a type of diagram that represents **an algorithm, workflow or process**, showing the **steps as boxes** of various kinds, and their **order by connecting them with arrows**.
- This diagrammatic representation illustrates a solution model to a given problem.
- Flowcharts are used in analyzing, designing, documenting or managing a process or program in various fields.
- *SEVOCAB: Software and Systems Engineering Vocabulary. Term: Flow chart. Retrieved 31 July 2008.*



*An example process flow diagram*

Brian Fling (2009) *Mobile Design and Development: Practical concepts and techniques for creating mobile sites and web apps*, O'Reilly, page 100.

# Tools for IA



16/9

Site map

Teasing  
content

Clicksteam

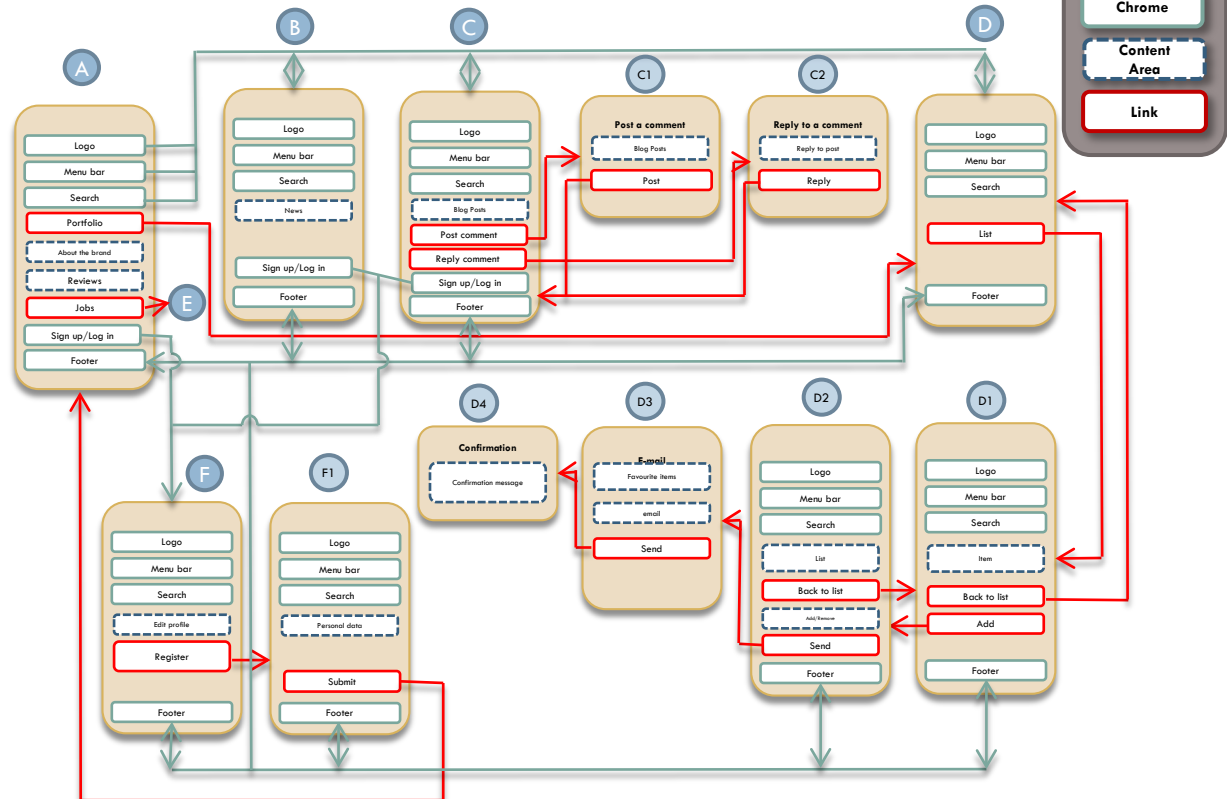
Flowchart/  
flow diagram

Flowmap

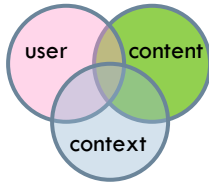
Wireframes

Prototypes

- Task flow diagram: Sitemap + interaction flow where someone clicks and the next screen they arrive on







# Tools for IA

17/9

Site map

Teasing  
content

Clicksteam

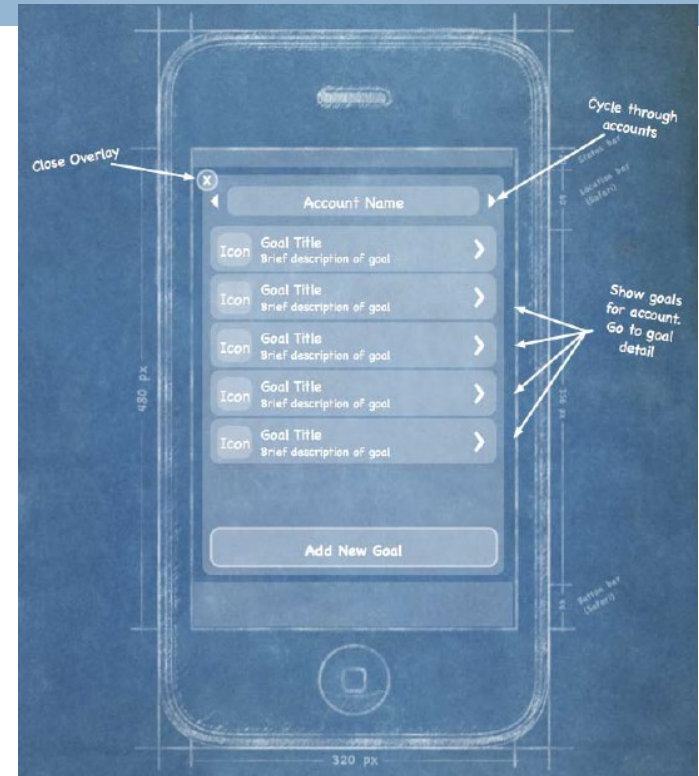
Flowchart/  
flow diagram

Flowmap

**Wireframes**

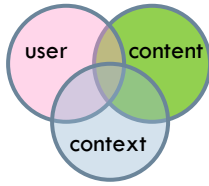
Prototypes

- Wireframes are a way to layout information on the page, also referred to as information design
- Wireframes show how the user can interact with the information provided on a page
- How do we layout our navigation
- What visual and interaction metaphors we will use to evoke action
- What is the best way to communicate information in the assumed content of the user



*An example of an annotated iPhone web application wireframe, intended to be low fidelity to prevent confusion of visual design concepts with information design concepts*

Brian Fling (2009) *Mobile Design and Development: Practical concepts and techniques for creating mobile sites and web apps*, O'Reilly, page 102.



# Tools for IA

18/9

Site map

Teasing  
content

Clicksteam

Flowchart/  
flow diagram

Flowmap

Wireframes

**Prototypes**

- Paper prototyping involves taking our printed-out wireframes or even drawings of our interface and putting them in front of people

More on  
prototypes in  
week 3



*A paper prototype, where the interaction is nothing more than drawings on note cards*

Brian Fling (2009) *Mobile Design and Development: Practical concepts and techniques for creating mobile sites and web apps*, O'Reilly, page 103.

# Reading

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19/9

- **Chapters 7:** Mobile Information Architecture, Brian Fling (2009) *Mobile Design and Development: Practical concepts and techniques for creating mobile sites and web apps*, O'Reilly.
- Elaine McVicar (2012) *Designing for Mobile, Part 1: Information Architecture*, Information Architecture.

<http://www.uxbooth.com/articles/designing-for-mobile-part-1-information-architecture/>  
[last accessed 03/10/2018]

NNG Nielsen Norman Group / Articles

<https://www.nngroup.com/articles/>

20/17

# Activity 2

# flow diagram

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21/17

Site map

Teasing  
content

Clickstream

**Flowchart/  
flow diagram**

Flowmap

Wireframes

Prototypes

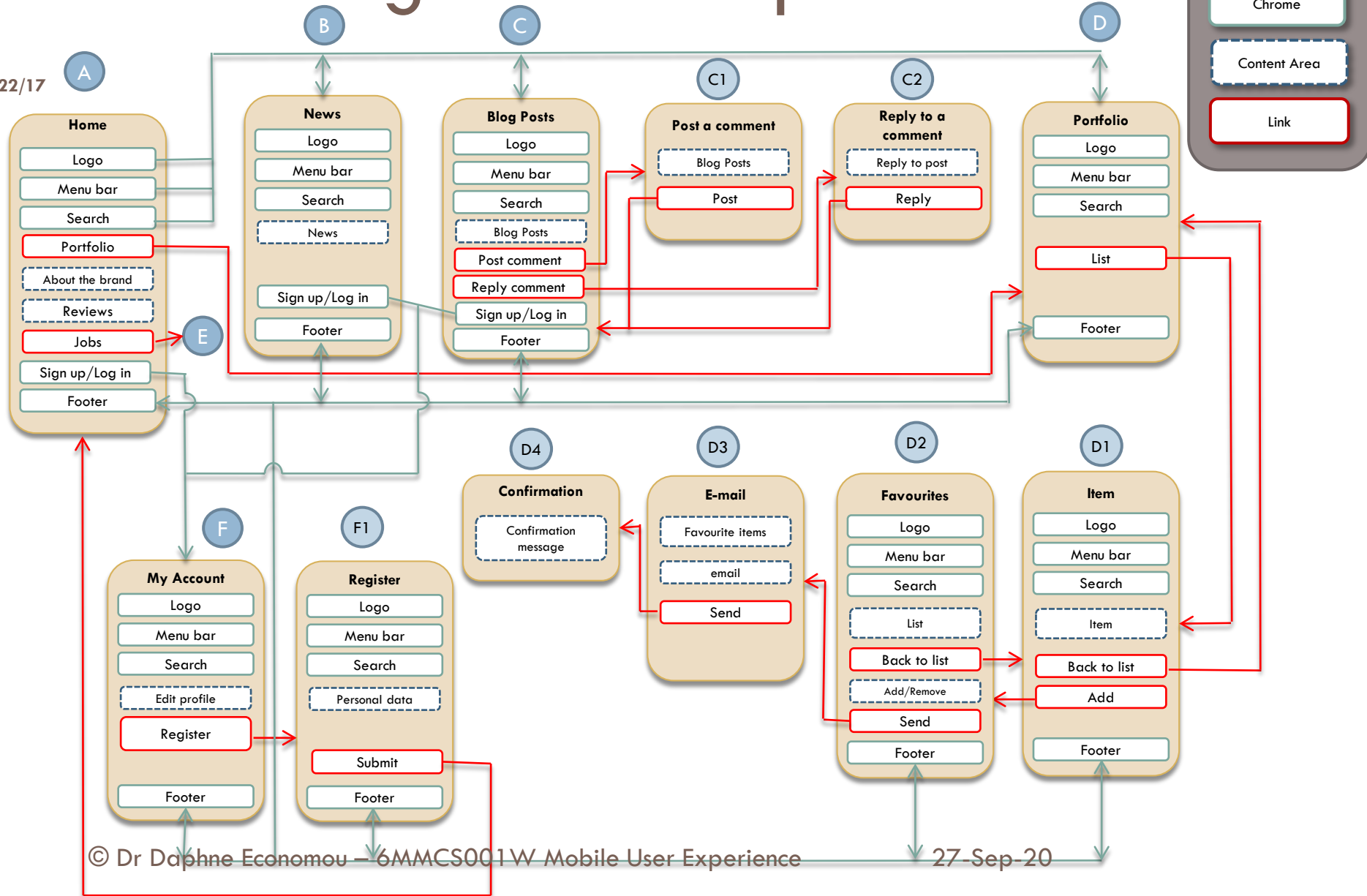
- Flow diagram: Sitemap + interaction flow

[where someone clicks and the next screen they arrive on]

<https://www.nngroup.com/articles/browser-and-gui-chrome>

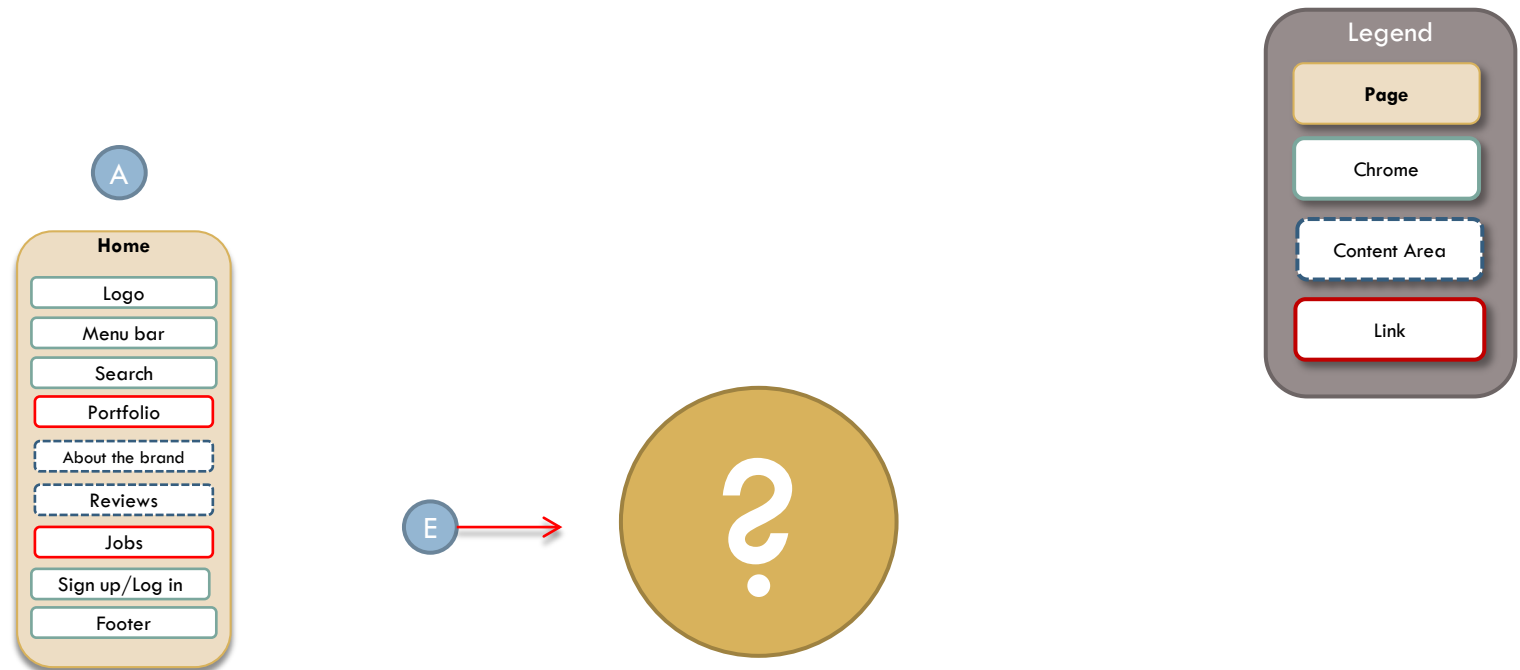
# Flow diagram example

22/17



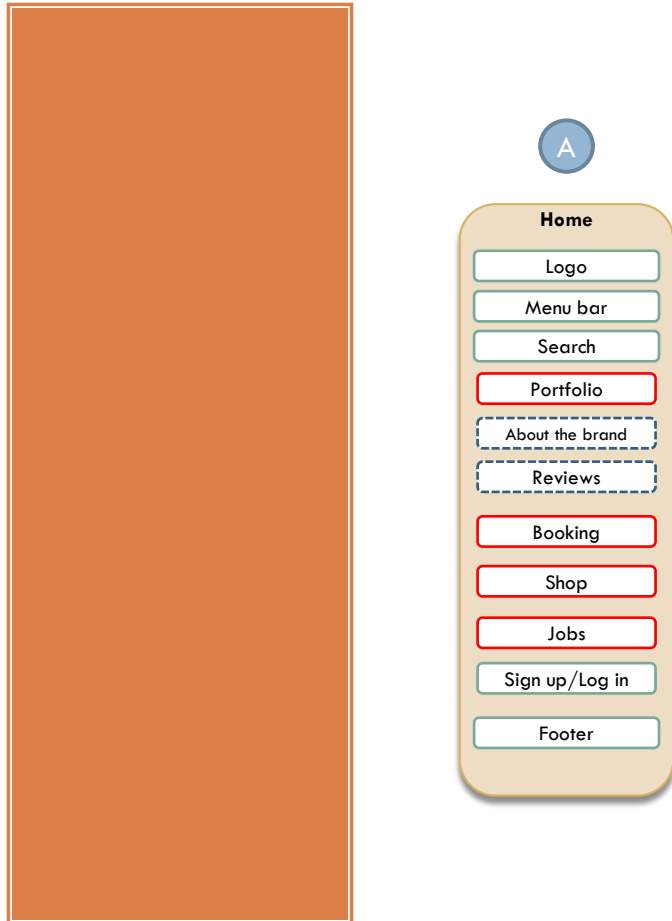
# Activity 2: Complete the Flow diagram for jobs

23/17



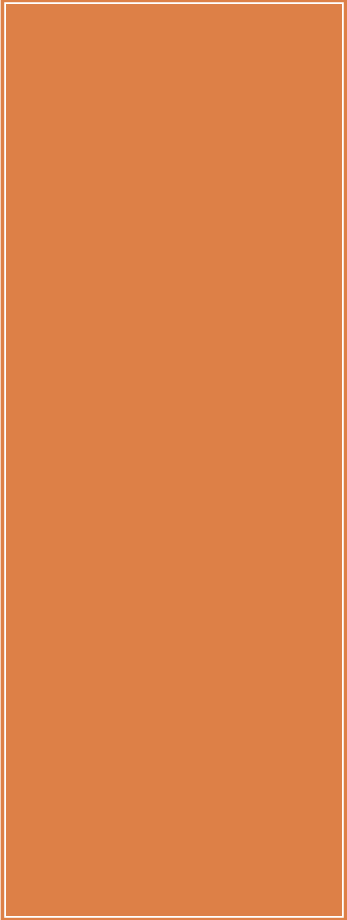
# Practice

24/17



- On the previous example add two elements:
  - ▣ a booking facility
  - ▣ a shopping cart
- Demonstrate the sequence of interactions to browse a list of events to the stage of completing a booking.
- Demonstrate the sequence of interactions to browse a list of products to the stage of completing a purchase.



- 
- Start working on the flow diagram for the mobile web app you will be proposing for CW1.
  - Bring your flow diagram in the next tutorial to receive formative feedback and to get the chance to refine it before the final submission.