

1/11

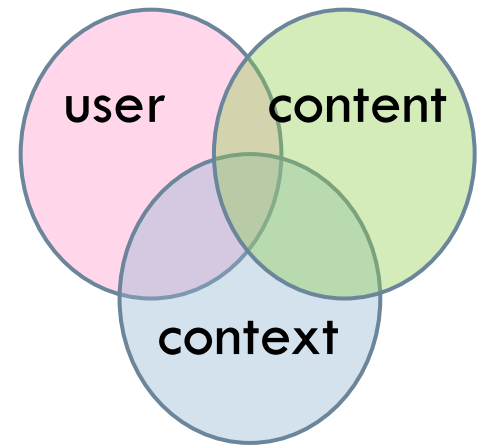
# 6MMCS001W MOBILE USER EXPERIENCE

27-Sep-20

Context, content and information architecture

# How can we achieve good MobUX?

2/11



- Understand your user
- Understand the environment within which the user is likely to use the app
- Understand the device capabilities, plus the environment infrastructure

3/11

# Understanding the user

# Fact - humans have limited memory

4/11

- the human brain today is the same as the human brain 10,000 years ago with extremely limited brainpower
- short-term memory holds only about **7 chunks of information**, and these **fade from your brain in about 20 seconds**
- short-term memory limitations dictate a whole range of design guidelines:
  - ▣ **response times** must be fast
  - ▣ clearly **mark visited links**
  - ▣ make it **easy to scan for and compare information**
  - ▣ offer help and user assistance features
- designing for cavemen



# Fact - comprehension on mobile is 2 times more difficult



5/11

- A smaller screen harms comprehension for two reasons:
  - ▣ Users can **see less** thus they rely on memory to understand anything which is not explained within the viewable space.
    - Less context = less understanding
  - ▣ Users must **move around the page** more and scroll to get other part of the content
  - ▣ Scrolling introduces 3 problems:
    - it takes more **time**, thus degrading memory;
    - it **diverts attention** from the problem at hand to the secondary task of locating the required part of the page;
    - it introduces the new problem of **reacquiring the previous location** on the page.

# Fact - comprehension on mobile is 2 times more difficult

6/11



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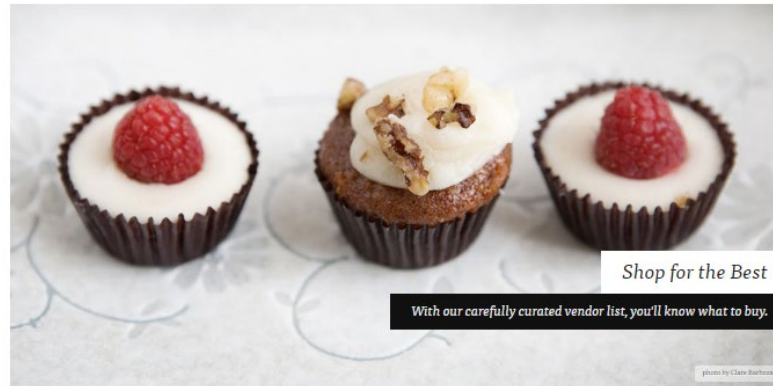
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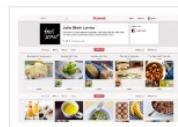
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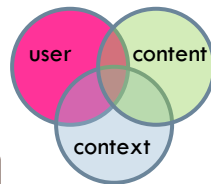
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below fold





# Fact: we don't read pages we scan them

711

## WHAT WE DESIGN FOR... THE REALITY...

Read

Read

Read

Read

[Pause for reflection]

Finally, click on a carefully chosen link

Look around feverishly for anything that

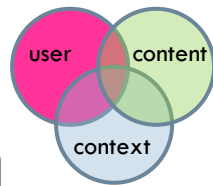
a) is interesting, or vaguely resembles what you're looking for, and

b) is clickable.

As soon as you find a halfway-decent match, click.

If it doesn't pan out, click the Back button and try again.

Steve Krug (2014) *Don't Make Me Think!: A Common Sense Approach to Web Usability*, New Riders, page 21.



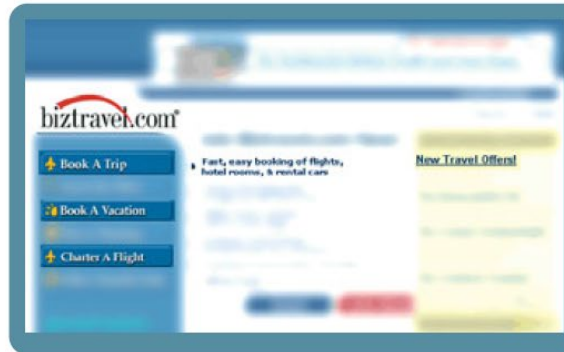
# Fact: we don't read pages we scan them

811

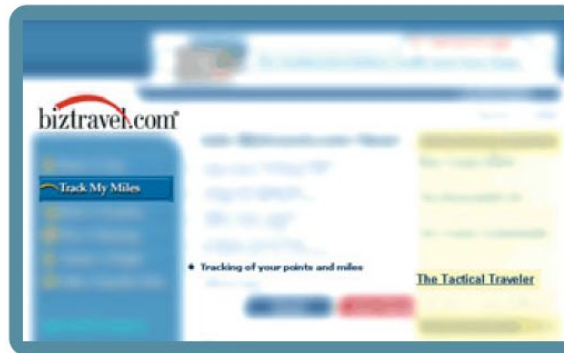
## WHAT DESIGNERS BUILD...



## WHAT USERS SEE...



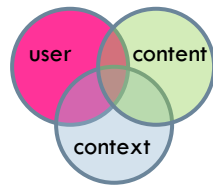
I want to buy a ticket.



How do I check my frequent flyer miles?

Steve Krug (2014) *Don't Make Me Think!: A Common Sense Approach to Web Usability*, New Riders, page 23.





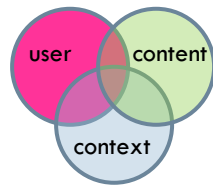
# Fact: we don't make optimal choices, we sacrifice

911

- Economist *Herbert Simon* coined the term satisficing (a cross between satisfy and suffice) in *Models of Man: Social and Rational*, Wiley, 1957
- We choose the 1<sup>st</sup> reasonable option, why?
  - ▣ users are usually in hurry
  - ▣ no penalty for guessing wrong
  - ▣ weighting option may not improve our chances
  - ▣ cognitive limits – even if we get all the information we cannot digest it
  - ▣ guessing is more fun

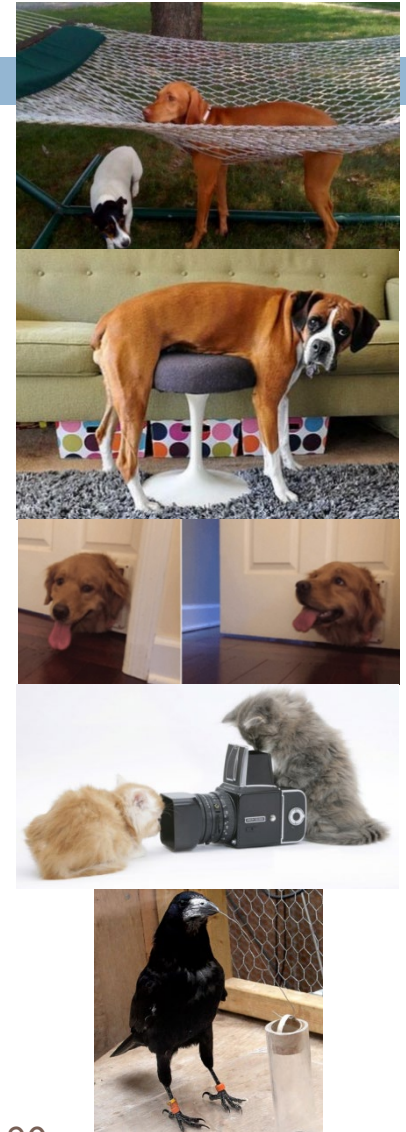


# Fact: we don't try to figure out we muddle through, why?



1011

- It doesn't matter to us how things work as long as we can use them
- If we find something that works we stick to it
- However, if **users get it**:
  - ▣ there are **better chances** to find what they are looking for
  - ▣ there are better chances to understand the **full range available** to them
  - ▣ there are better chances to **lead them where you want**
  - ▣ **they will feel smarter and in control** and **they will come back**



# What to consider to achieve good MobUX?

11/11

- Understand the user:
  - ▣ memory
  - ▣ habits
- Understand the environment/context within which the user is likely to use the app [lecture - week 1]:
  - ▣ mobility & context of use
  - ▣ types of uses, micro-uses and longer uses
  - ▣ MobUX characteristics:
    - small screen
    - portable
    - single window
    - touchscreen
    - connectivity
    - phone features
- Understand the device capabilities, plus the environment infrastructure [look at lecture week 1 and to be discussed further in week 3]

