

# UX Triggers and Motivators



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There is no Mobile Web. There is only The Web, which we view in different ways. There is also no Desktop Web. Or Tablet Web. Thank you.

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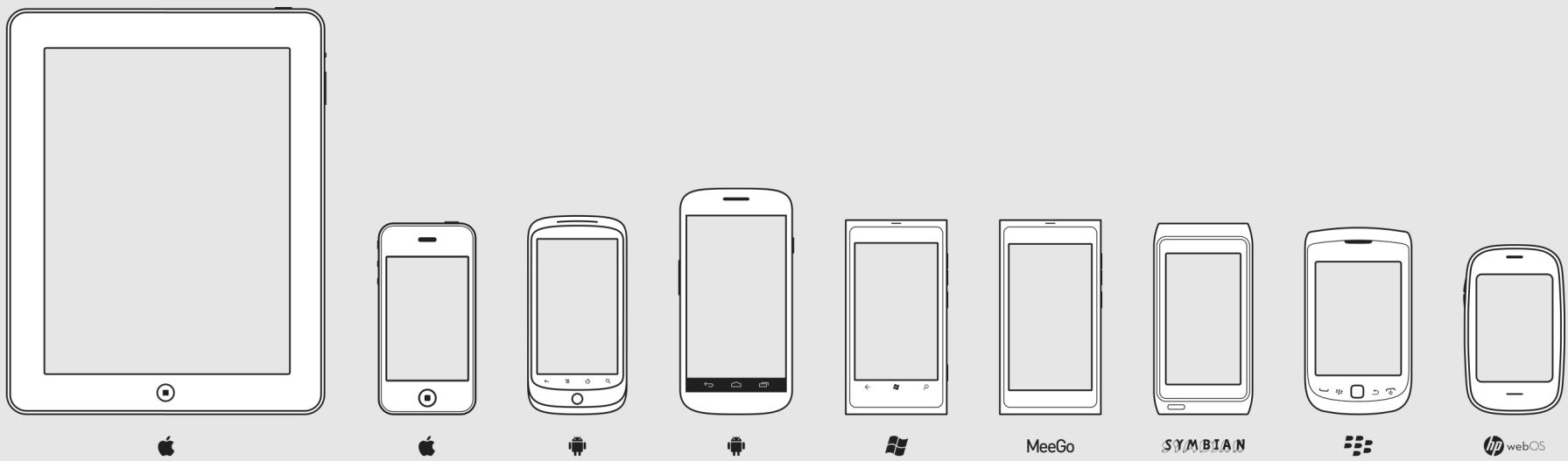
160  
FAVORITES



4:08 AM - 7 Jan 11

# The Great Debate

[PIXLE] + SMASHING MAGAZINE



## Unique Capabilities



## Hardware



*ifixit*

## NYT: Who Made That Cellphone?



## The Evolution of the Mobile Phone?

# — THE **EVOLUTION** OF THE MOBILE PHONE —

1970



1973



1996

1980



1965-'70: TV comedy *Get Smart* predicts the future by depicting a mobile phone, the irreverent "shoe phone."



1966-'69: The *Star Trek Communicator*, said to be the inspiration for Martin Cooper's mobile phone, debuts in the late sixties.



Product Development Technologies' team has been at the forefront of many mobile innovations.

Learn more about our work at [PDT.com](http://PDT.com)



1973: Martin Cooper invents the first mobile phone.



1983: The Motorola Dynatac 8000X (the "Zack Morris phone") debuts, weighing nearly two pounds

HAPPY CHRISTMAS!

✉ SENT

Can someone please pull out some media and load it onto their device?



The App Store



Google Play



Google play

Windows Phone Store



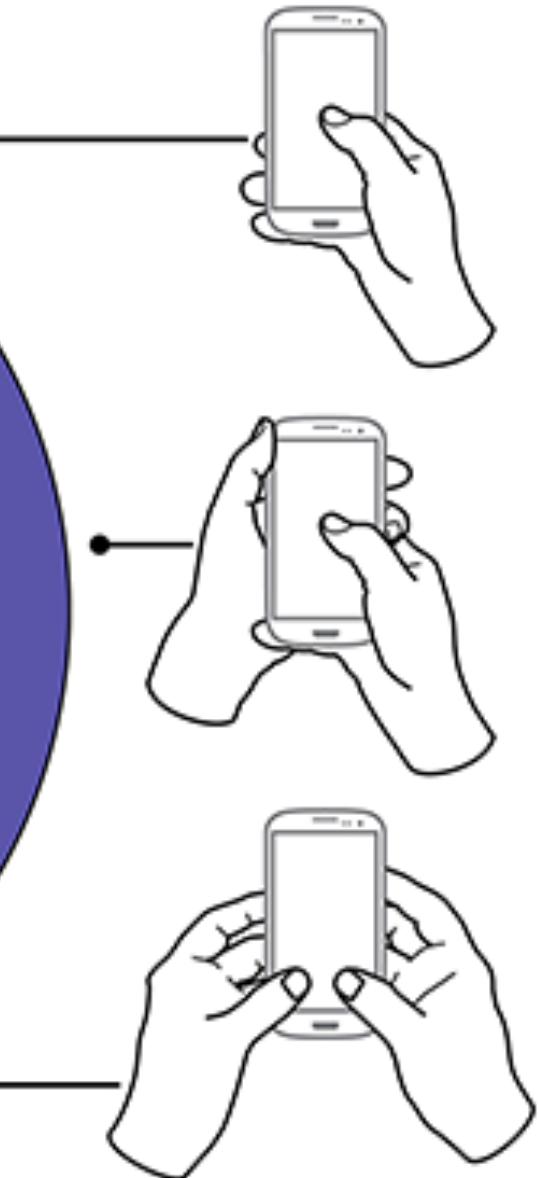
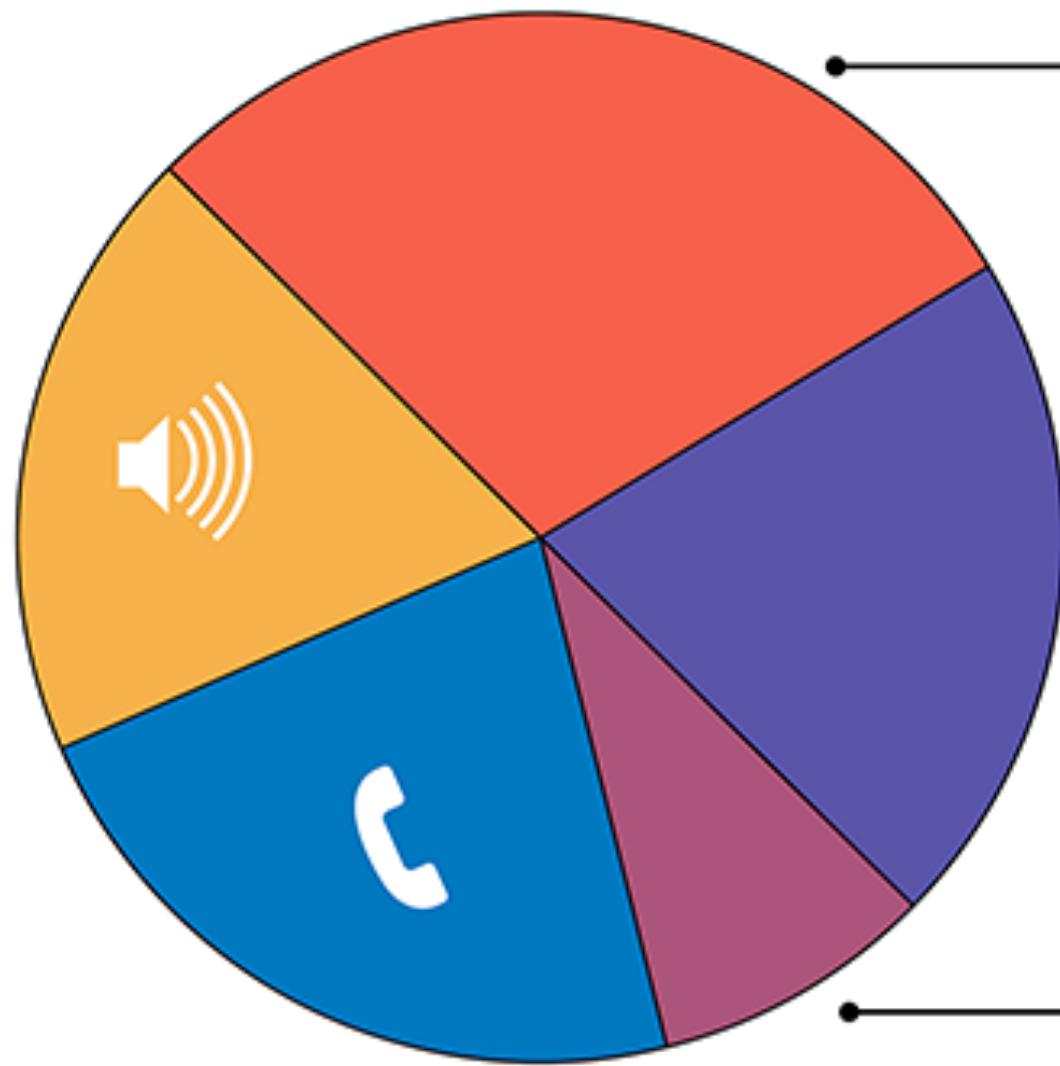
Windows Phone

Text This Number. For Reals.

**(303) 475-2784**

303-IS-LA-RUG

## How Users Hold Their Devices



Market Statistics and Device Penetration



Global Mobile Statistics Report

Totally Sweet Stats, Brah!

“At the end of 2011 there were

# **6 Billion Mobile Subscriptions.**

That is equivalent to 87% of the world population.

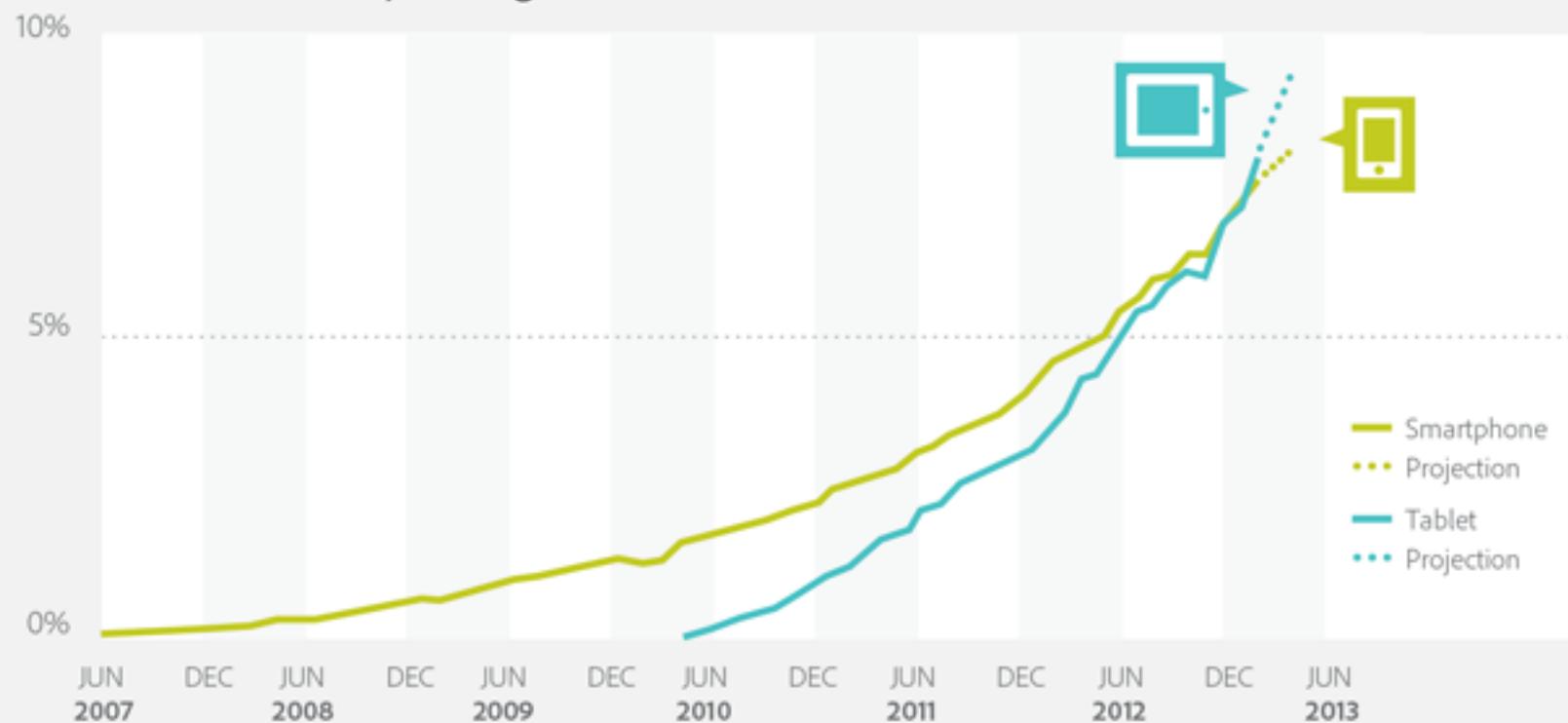
And is a huge increase from 5.4 billion in 2010  
and 4.7 billion in 2009.”

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## The Rise of the Tablet



Adobe Digital Index  
Tablet vs. smartphone growth (share of page views)



# Mobile Landscape

OS	iOS			ANDROID				WINDOWS				BLACKBERRY			
DEVICE	iPhone 5	iPad	iPad Mini	HTC Droid DNA	LG Optimus G	Samsung Galaxy Note II	Motorola Droid Razr Maxx	HTC Windows Phone 8X	Nokia Lumia 920	Nokia Lumia 822	Samsung Ativ S	BlackBerry Z10	BlackBerry Torch 9810	BlackBerry Curve 9360	BlackBerry Bold 9900
CARRIER															
Verizon	✓	✓	✓	✓		✓	✓	✓		✓	✓	✓	✓	✓	✓
AT&T	✓	✓	✓		✓			✓	✓	✓		✓	✓	✓	✓
T-Mobile					✓			✓							✓
Sprint	✓	✓	✓		✓	✓						✓			
Unlocked					✓										
TOUCH SCREEN	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
SCREEN SIZE (diagonal)	4"	9.5"	7.9"	5"	4.7"	5.5"	4.7"	4.3"	4.5"	4.3"	4.8"	4"	3.2"	2.44"	2.8"
WEIGHT	3.95 oz	1.44 lb	0.68 lb	5 oz	5.11 oz	6.35 oz	5.54 oz	4.59 oz	6.52 oz	4.99 oz	4.76 oz	4.86 oz	5.68 oz	3.5 oz	4.59 oz
CAMERA	8 mp	5 mp	5 mp	8 mp	8 mp	8 mp	8 mp	8 mp	8 mp	8 mp	8 mp	8 mp	5 mp	5 mp	5 mp
VIDEO	1080p	720p	720p	1080p	1080p		1080p	1080p	1080p	1080p		1080p	1080p		
MAX STORAGE	64 GB	128 GB	64 GB	16 GB	32 GB	64 GB	16 G	16 GB	32 GB	16 GB	32 GB	16 GB	8 GB	512 MB	8 GB

Leland Rechis Speaks at UPA NY



**Leland Rechis**

Three Google Mobile User Types

**BORED Now**

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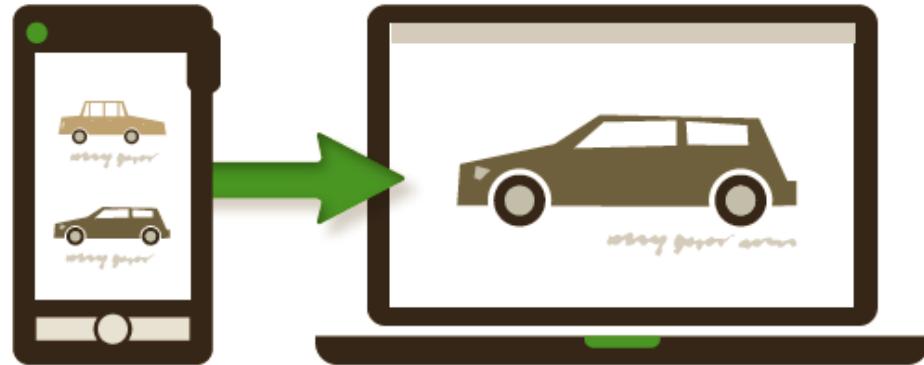
**REPETITIVE Now**

---

**URGENT Now**

## Sequential vs. Simultaneous

**Sequential Usage**  
Moving from one device to another at different times to accomplish a task



**Simultaneous Usage**  
Using more than one device at the same time for either a related or an unrelated activity



Multi-tasking - Unrelated activity



Complementary Usage - Related activity

# 15 Min Break

FACEBOOK TRIAGE BEGINS NOW

The Three Headed Hydra

**NATIVE**

— VS —

**HYBRID**

— VS —

**MOBILE WEB**

## Native Experiences

Built using platform native languages and tools like **Objective-C** for iOS, **Java** for Android, and **.NET** for Windows Phone.

### Pros:

- Sticky Application Access
- Richest Interactions Possible
- Full Device Capabilities Available
- Activity Without Connectivity

### Cons:

- Need to Build for Multiple Platforms
- Increased Cost in Design/Development
- Requires Specialized Developer Expertise for Each Platform
- Updates Require Recompile and Redistribute



## Mobile Web Experiences

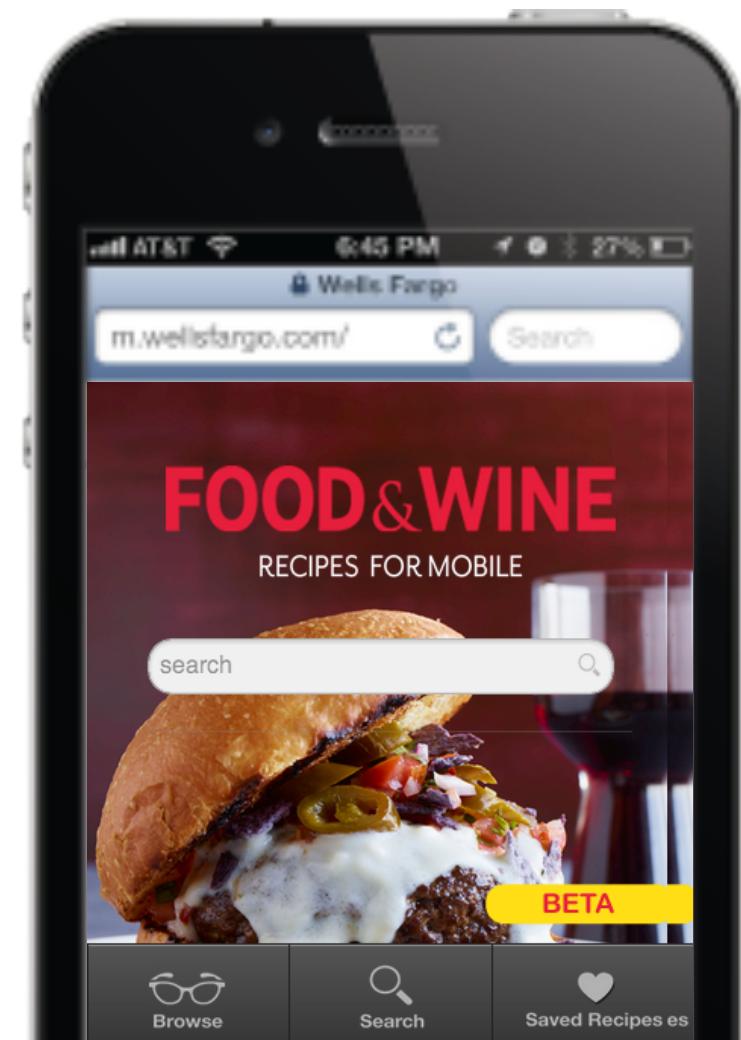
Accessed over the Web, Mobile Web Apps are built using Web technologies including HTML5 and JavaScript.

### Pros:

- Low Barrier of Entry
- Very Rapid Deployment
- Cost Effective Multi-device Support
- Complete Control of Content

### Cons:

- Extremely Limited Interaction Patterns
- Stuck in the Browser
- No Activity Without Connectivity
- Lost in the Crowd



## Hybrid Experiences

Built using combination of HTML5 and JavaScript and packaged with a framework like PhoneGap or Appcelerator Titanium or a custom native shell.

### Pros:

- Rapid Deployment
- Sticky Application Access
- Kinda Cost Effective Multi-device Support
- Complete Control of Content

### Cons:

- Extremely Limited Interaction Patterns
- Interaction Patterns NOT Native
- Need to build wrappers for multiple platforms
- No Activity Without Connectivity



## Approach Determination Questionnaire

1. What does the user want to accomplish by using your app?
2. Do you need access to device hardware capabilities like the camera, or accelerometer?
3. Does the app need to be functional offline? To what degree?
4. How sensitive is the app to variance in network performance?
5. Does the app need to perform any processor or graphics intensive operations like 3D graphics or real-time calculations read: games?
6. What is the platform matrix you want to support?
7. What is your tolerance for supporting multiple applications and operating systems?
8. Do you need a presence in the app stores (Google Play, iTunes, Windows Phone Store)?

# Responsive Design

The image displays two side-by-side screenshots of The Boston Globe website, illustrating its responsive design across different screen widths.

**Left Screenshot (Desktop View):**

- Header:** Shows the logo "40 Years Ready WEATHER TRAFFIC", navigation links (NEWS, METRO, ARTS, BUSINESS, SPORTS, OPINION, LIFESTYLE, MAGAZINE), and "TODAY'S PAPER".
- Main Content:** A large headline "Kayla Harrison envisions golden moment at Olympics" with a subtext about her sexual abuse. Below it is a video player showing a judo match, with the caption "Four years ago, Kayla Harrison came to Pedro's Judo in Wakefield during a tumultuous time in her life. Now she is training for the 2012 Olympics. 57 minutes ago".
- Article Preview:** "Despite obstacles, judo champ seeks gold in London 2012" with a photo of a judo match.
- Advertisement:** A Fiat advertisement for the Fiat 500.
- Text Box:** A quote from Bernard Chafe, 57, about gas price gouging.
- Column:** "Globe Insiders" featuring an interview with Obama about military options against Iran.

**Right Screenshot (Mobile View):**

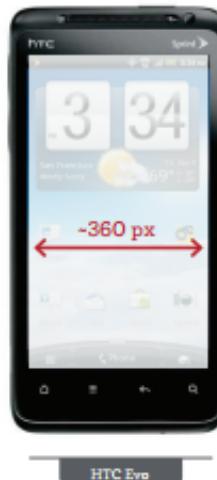
- Header:** Shows the logo "WEATHER TRAFFIC", navigation links (SECTIONS, TODAY'S PAPER, MY SAVED), and "SEARCH".
- Main Content:** The same headline and video as the desktop version.
- Article Preview:** "Santorum backpedals on colleges statement" with a photo of a judo match.
- Text Box:** A quote from Bernard Chafe, 57, about gas price gouging.
- Column:** "Globe Insiders" featuring an interview with Obama about military options against Iran.
- Bottom Content:** A sidebar with news items: "State steps up oversight of prices at gas stations" (with a photo of a gas pump), "Obama keeps military option open on Iran" (with a photo of Obama), and "Putin claims victory in Russian presidential vote" (with a photo of Putin).

# Mobile Breakpoints

Breakpoint #1: Smartphone Narrow

Orientation= Portrait &

Orientation= Landscape and <480 pixels



Breakpoint #2: Smartphone Wide

Orientation= Landscape and >480 pixels



## Alternative Inputs



# Principles Who Thinks Like This?

Object	Description	Actions
CCM Folder	Contains heterogeneous objects, though most often other folders and objects of the same type. Can also include objects from the filesystem. Typically CCM will have Folders of Computers, Sites, and Profiles.	<b>Standard Actions:</b> New, Move, Create Shortcut, Cut, Copy, Paste, Delete <b>Object Actions:</b> View/Edit Assigned/Inherited Configuration Elements, Assign Permissions, View Dependencies plus: Expand/Collapse, Edit Property Sheet
CCM Group	A special type of Folder that contains shortcuts to Computers, Groups, Packages, Templates and Folders.	Standard Actions, Object Actions plus Edit Property Sheet, Expand/Collapse
CCM computer	Computer connected to the network.	Standard Actions, Object Actions plus Edit Property Sheet
Shortcut to CCM computer	Shortcut to computer	Standard Actions, Object Actions plus Edit Property Sheet
CCM Computers	Collection of sites and computers that have not yet been assigned to sites.	Standard Actions, Object Actions plus Expand/Collapse
CCM Site	CCM server running at a specific geographical location and its associated resources, including package replication [server]	Standard Actions, Object Actions plus Expand/Collapse, Edit Property Sheet
Shortcut to CCM Site	Shortcut to Site	Standard Actions, Object Actions plus Expand/Collapse, Edit Property Sheet
CCM Site Folder	Collection of CCM Sites and Computers. Properties affect CCM Sites contained within.	Standard Actions, Object Actions plus Expand/Collapse, Edit Property Sheet
CCM package	Unit of configuration for a computer. Can be disk format/partition info, software installers, scripts and parameters, or an executable command. Each package can be individually scheduled.	Standard Actions plus Edit Package Script, Test Installation Step-By-Step, Edit Property Sheet
Administrators	A special type of Folder in the CCM Directory Administration Snap-in that contains CCM Administrators, and lists all users in the Directory Service (so that they may become CCM Admins)	Expand/Collapse
CCM Administrator	Person in the Directory Service with Access Rights to CCM Admin Containers in the Directory Service.	Create Shortcut, Assign Role, Move
Shortcut to CCM Administrator	Shortcut to Administrator	Assign Role, Move
Roles	A special type of Folder in the CCM Directory Administration Snap-in that contains CCM Roles	Expand/Collapse
Role	A collection of Administrators in the CCM Directory Administration Snap-in	Move
Directory Containers	A special type of Folder in the CCM Directory Administration Snap-in that contains Organizations and Organizational Units	Expand/Collapse
Directory Service O, OU	The two levels of container in the CCM Directory Administration snap-in	Expand, Collapse, Properties, Delete, Rename
Tools	Various third party tools that interact with or complement Aurora functionality.	Open, Open with specific objects, Assign Permissions
CCM Developer Studio	Environment for developing and debugging packages and package components. Located in the Tools Folder.	Open, Open with a specific package, Assign Permissions

## Software Requirements Specification Document Template

This document contains a template structure for a software requirements specification (SRS) document. The easiest way to use this template is to simply make a copy of this file and edit it, replacing the contents of each section with the correct material. For more information on how to obtain the contents, consult the Requirements Elicitation Process Guide which is available in the [ICS SE Journal, Volume 4](#).

### Document Title

Author(s)

Affiliation

Address

Date

Document Version Control Information

### 1. Introduction

- 1.1 Purpose of this document

Describes the purpose of the document, and the intended audience.

- 1.2 Scope of this document

Describes the scope of this requirements definition effort. Introduces the requirements elicitation team, including users, customers, system engineers, and developers.

This section also details any constraints that were placed upon the requirements elicitation process, such as schedules, costs, or the software engineering environment used to develop requirements.

- 1.3 Overview

Provides a brief overview of the product defined as a result of the requirements elicitation process.

- 1.4 Business Context

Provides an overview of the business organization sponsoring the development of this product. This overview should include the business's mission statement and its organizational objectives or goals.

### 2. General Description



# Principles Human Interface Guidelines



## **Principles** Android Guidelines



User Interface Guidelines

## Principles Android Guidelines



Home    Dashboard    Docs    Samples    Downloads    Support    Community

Dev Center - Windows Store apps > Docs > Designing UX for apps

# Designing UX for apps

- ▷ Windows Store app development
  - Designing UX for apps
    - ▷ Planning
    - ▷ Design guidance
    - ▷ Design inspiration
    - ▷ Case studies
    - ▷ Design assets

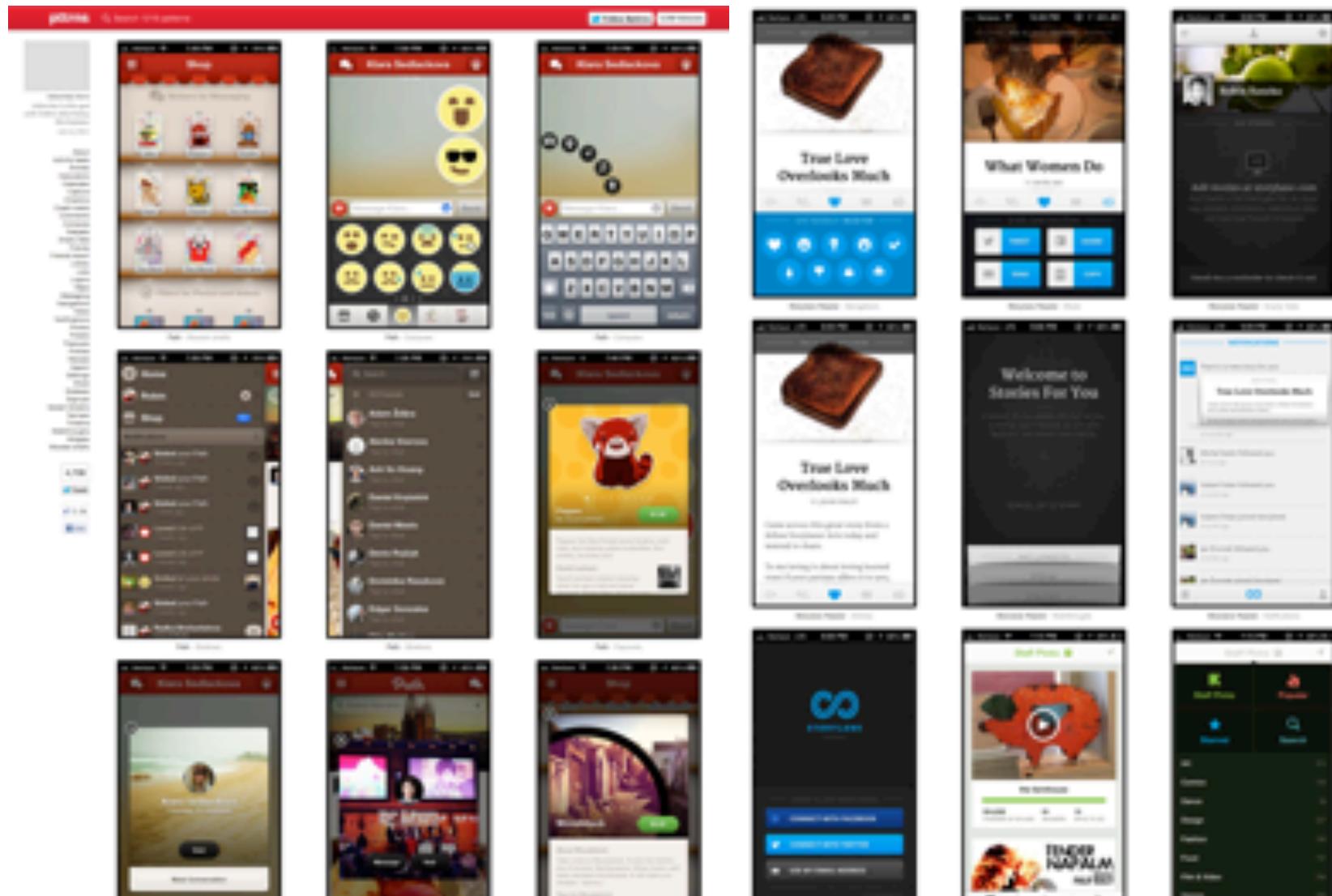
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## Planning



**App focus**  
**User scenarios**  
**App features**  
**Making money**

# Principles Pttrns.com



# Principles Android Patterns

**ANDROID PATTERNS** [Open](#)

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Home > Notifications > notify users of an activity in my app? > Progress bar dialog

## Progress bar dialog

It works like this:



1. A progress bar dialog can be triggered by an action the user takes, or be fired by an app itself, e.g. on startup.  
2. The progress bar dialog contains at least a title, usually a description of the event, and a progress bar accompanied by a percentage. The progress bar shows the progress by filling a bar in real time. Additionally, extra text or buttons for e.g. canceling a download can be added.  
3. The dialog can be closed automatically when the event is finished, or manually by the user if they tap the 'cancel' button.

Like 1 person likes this. Be the first of your friends.

### Use when

A dialog is usually a small window that appears in front of the current activity, making the underlying activity lose its focus. Progress dialogs are mainly used to indicate an app is (downloading) items. If you want to inform your users about the progress your app is making, a progress bar dialog can be used. The progress bar dialog quantifies the progress.

If you want to show undefined progress, you should apply a progress wheel dialog. When you want to show the progress of an event that's running in the background, you should use ongoing status bar notifications.

#### The Good

- Provides the user with exact, quantified information on the progress.
- This dialog can have an option for canceling the process.

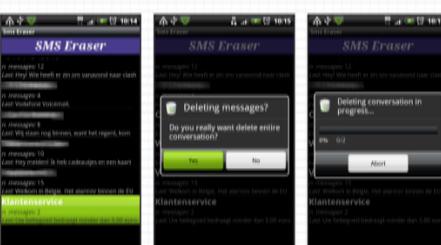
#### The Bad

- Takes focus away from the app, because it forces the user to wait for the dialog to close.
- May be annoying if the download or the task takes much time. (SAHIL RALLY)

Add good Add bad

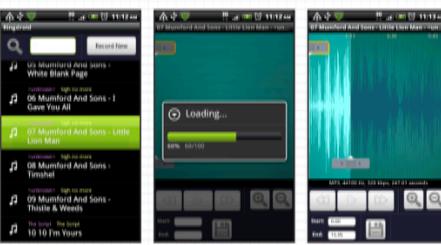
## Examples

### SMS Eraser



1 SMS Eraser lets a user delete a sms conversation. When the conversation is selected...  
2 ... an alert dialog asks the user to confirm the deletion. When confirmed...  
3 ... a progress bar dialog shows the progress of the deletion, plus a button to abort.

### Ringdroid



1 When the user selects a song in Ringdroid to edit...  
2 ... a progress bar dialog informs the user the song is being loaded in the editor.  
3 When it's finished loading, the song is shown in the editor.

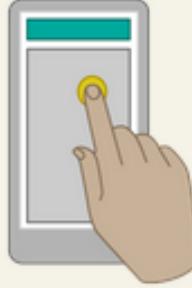
### Leave a comment

Name (Required)

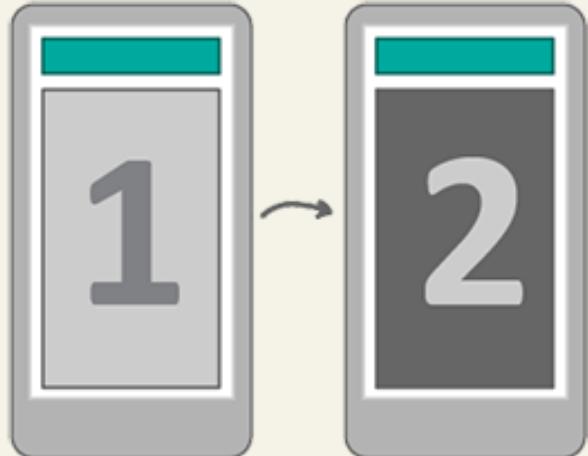
Email. Your email is never published nor shared. (Required)

Post comment

## Principles Gesture Patterns

Action	iOS	Android	Windows 8
Press	Selects primary action 	Selects primary action	Selects primary action
Long press	In editable text display magnified view for cursor positioning 	Enter data selection mode	Show tooltip without selecting the item
Double press	Zoom in or zoom out 	Zoom in or zoom out. Also used for text selection	No standard

## Principles Animations and Transitions

Gesture	Transition	Description	General usage
<b>Press</b>	Quick change 	The view changes without any animation.	When changing between two different types of tool or content.
	Expand 	An item on the screen expands pushing content along or down	When expanding a list of content within a screen.
	Flip 	The view flips over as if turning around from back to front	When viewing a screen specifically related to the previous screen, e.g. additional information.

**Mobile** Deconstructed Q&A

# Any Questions?

smith&beta®

# NEVER USE COMIC SANS



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