

Advanced Mobile Application Development

Week 3: Designing Intuitive User Experiences

Discuss Lab 1

- What were the 5 Characteristics of Intuitive Apps discussed in this talk?
- What were some examples of app you use of each characteristic?

Designing Intuitive User Experiences, Mike Stern, Apple Design Evangelism Manager, WWDC 2014

<https://www.youtube.com/watch?v=b9uJbr9NIQ0> (1 hour total, watch 55 mins)

- Intro to 5:15 (can skip)
- Top 5 Characteristics of Intuitive Apps 5:15-9:10 (start here)
 - #5 Platform Savvy 9:10 – 16:35
 - Platform conventions
 - #4 Easy to Navigate 16:35-38:10
 - Progressive disclosure
 - Be predictable
 - Make selection obvious
 - Maximize continuity
 - Provide hints
 - Less is more
 - (Hamburger menus 32:00)
 - #3 Clear 38:15-51:20
 - Language
 - No big words
 - Avoid jargon
 - Be descriptive
 - Be succinct
 - Avoid truncation
 - Make text legible
 - Icons
 - Animation
 - #2 Simple 51:25-55:00
 - 80/20 rule -
 - #1 Focused 55:05-1:00:20