

## **Master Mobile UX**

### **How to rewire your brain for Mobile First UX**

Rise in Mobile Use as of 2007 (Paradigm shift)

Now...wide range of devices

Desktops replaced 4-5 years

Devices every 2 years

Do mobile first- responsive doesn't mean mobile first

Does not address

Touch interaction or screen real estate issues

Downside

Time consuming and to do full rebuild

Taking the investment provides best experience across many devices

Address constraints of mobile size/bandwidth

Future friendly and ready for growth

---

### **How to improve UX By Understanding Users**

"Fill client needs by observing their doing"

1. Be there
2. Be Useful
3. Be Quick

### **Reachability Matters**

- How users use their device
  - Make key items easy to reach on the device
  - How does it effect business
  - (Speed MATTERS)
  - Reduce images
  - Svg/webfonts are lower bandwidth
  - Optimize and minify css and js files
- 

### **Better mobile UX and strategic menu designs**

- Placement matters
- Facebook app
- Address reachability issues

- Created perception of speed
  - Improved engagement rates
  - Increased user satisfaction
  - Hamburger menu
  - Keep up to date on latest trends. Mobile is evolving quickly
  - Button of “menu”
- 

### **Designing Intuitive and Mobile Friendly forms**

- Mobile inputs “Forms”
  - Reduce cognitive load- make them think less
  - Let me reduce your cognitive load
  - Use float labels
  - Check box large
  - Check box
  - Pagination and progress indication
  - Enable auto complete reduces errors and time
  - Masking passwords doesn’t even increase security
  - Give users options to hide password
  - Credit cards- auto advance to next field
  - When taking numbers ensure the number keypad is used on mobile
- 

### **Designing a Better Mobile Advertising user experience**

- End users shape the market
- About how people respond to the technology
- More ads then actual content- obnoxious
- No pop ups or pop overs
- Content First