UX and UI Best Practices: Deconstructing XactAnalysis Mobile

An Ionic/Angular Mobile Web App

- Over 11,000 active users
- Over 130,000 logins per month
- Localized into many languages, countries
- User browsers include Safari, Chrome, Android, Firefox, BlackBerry, Samsung, Windows touch, etc.
- Nearly ready to release as app in app stores
- Basic Progressive Web App (PWA)

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User Experience (UX)

The overall experience of a person using a product such as a website or computer application, especially in terms of how easy or pleasing it is to use. (Google)

User experience design (UXD or UED) is the process of enhancing customer satisfaction and loyalty by improving the usability, ease of use, and pleasure provided in the interaction between the customer and the product. (Wikipedia)

"User experience" encompasses all aspects of the end-user's interaction with the company, its services, and its products. (Don Norman)

Think "lousy", "usable", or "delightful"

User Interface (UI) Design

[Designing] the means by which the user and a computer system interact, in particular the use of input devices and software. (dictionary)

...The look and feel, the presentation and interactivity of a product.... User Interface Design is a process of visually guiding the user through a product's interface via interactive elements and across all sizes/platforms. (Career Foundry)

User Interface (UI) Design focuses on anticipating what users might need to do and ensuring that the interface has elements that are easy to access, understand, and use to facilitate those actions. UI brings together concepts from interaction design, visual design, and information architecture. (usability.gov)

…includes applying established brand.

## Critical Mobile App Design List

- KISS! Keep it simple, minimize, prune, MVP
- Learn Apple/Android design standards
- Exploit device features – camera, location, gestures
- Load fast, respond quickly (fake speed when not)
- Engage quickly, delay login/signup
- Execute targeted user testing
- Track analytics
- Use short, simple animations
- It will NEVER be perfect, but it can be great (useful & delightful)
- Educate user *why* your app will ask for device access

Deconstruction time

Remember: it is not perfect.

Login

- UX: simplify screen (placeholder labels & removed features)
- UX: save username
- UI: tappable targets should look tappable, and have large tap area
- UI: one highlighted CTA (Call To Action)
- UI: primary task (login) at top, secondary options below
- UX: immediate feedback (spinner when logging in)
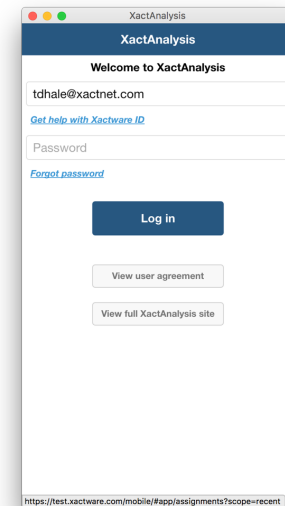
Recently Viewed (Claim Assignments)

- UX: quick access to most common task: work on active claims
- UX: recently-viewed list is automagic, no bookmarking or flagging or removing, most recent at top
- UX: home page option
- UX: missing quick search (make it smart and fast, not like sharepoint)
- UI: scannable
- UI: clickable >
- UI: whitespace
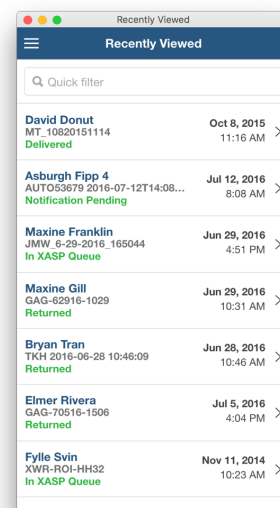
Menu

- UX: animated
- UX: few options (fewer for some users)
- UX: user app context, where am I? where is X feature?
- UI/UX: pleasing icons
- UI: standard menu icon, large target area
- UI: large targets
- UI: common tasks in top half
- UX: Detailed Help (kudos to documentation team)
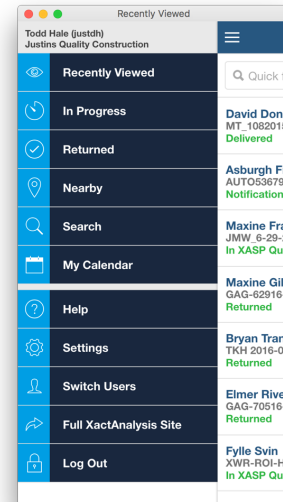
Nearby

- UX: Location aware: FULLY EXPLOIT MOBILE DEVICE FEATURES!
- UX: limit data loaded – assume active claims, use radius in user settings
- UX: zoom map to fit pins
- UI: pin colors inform user of location accuracy
- UI: button bar to switch modes
- UI: simple button labels
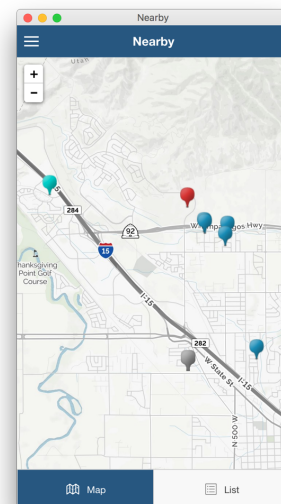
Claim Assignment

- UI: short claim summary
- UI: selective labels (none for name and claim number)
- UI: formatted addresses and phone numbers (int'l)
- UI: tappable contact info (with action words: call, email)
- UI/UX: pleasing icons
- UX: bottom sections use same names and order as full website
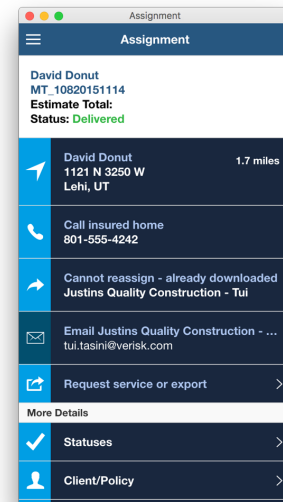
Photos

- UX/UI: viewer supports swipe, double-tap zoom
- UX: support taking new picture (MOBILE FEATURE) or browse gallery
- UX: upload photo PREVIEW
- UX: auto reduce (save data)
- UX: immediate feedback (% complete)
- UX: show new photo in list--DON'T POPUP MESSAGE "Photo was successfully uploaded"
- UI: back arrow replaced menu to take you back to claim screen
- UI: consistent add button (+) in photos, notes, calendar
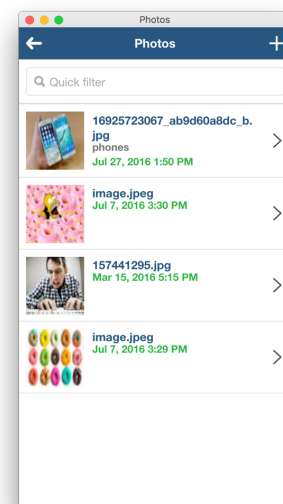
Notes

- UX: "No Notes" (don't leave it blank, and don't show "none" while loading existing notes)
- UI: consistent add button (+)
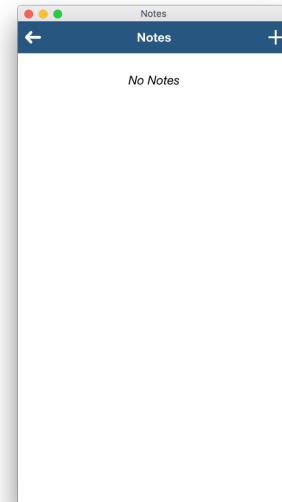
Statuses

- UX/UI: swipable, button tappable, animated
- UI: editable statuses indicated by >
- UX/UI: Attention Needed options unrolled from dropdown
- UX/UI: tagged email input
- UX: autosuggest from contact book
- UI: consistent CTA button
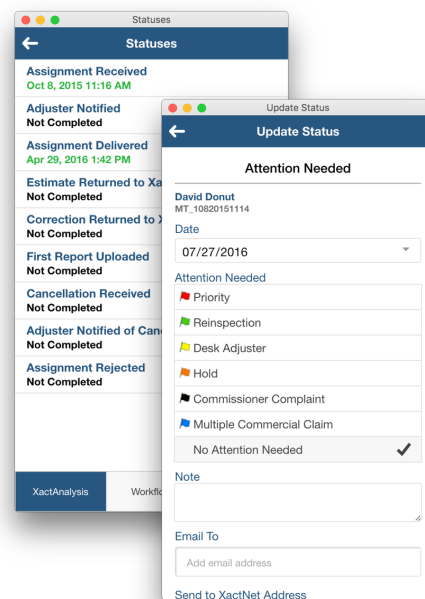
Search

- UI: label in first option of select, or placeholder
- UI: date field selector grouped with date range inputs
- UI: grouped From/To label
- UI: consistent CTA button
- UX/UI: infinite scroll (load 25 claims, lazy load more when you scroll to bottom)
- UX/UI: Go to top button (missing title bar tap)

Settings

- UI: inconsistent labeling (few enough inputs)
- UI: slider for miles
- UI: radio inputs are side-by-side buttons with checkbox icon
- UI: whitespace between inputs, labels close to input
- UI: consistent CTA button

Calendar

- UI: simple, week-only view (no month, year, yet)
- UX: short summary, tap to show details (missing tap indicator)
- UX: re-use appointment type colors (and all labels) from full website
- UX: animate show/hides, quickly!
- UX: one label per date/time set
- UI: grouped address, city next to state, etc.
- UX/UI: form validation message, red highlights, report ALL errors not just first
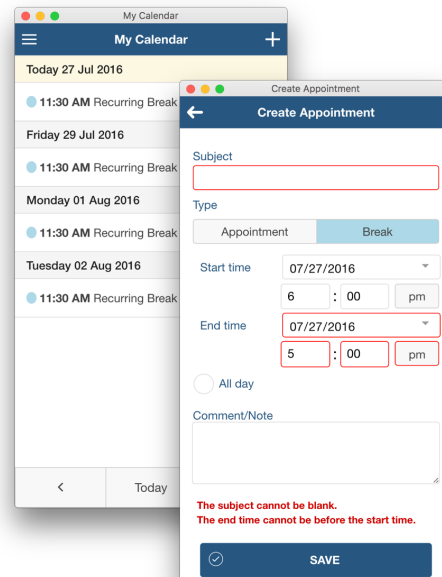
Deconstruction complete!

Resources

https://developer.apple.com/ios/human-interface-guidelines/

https://developer.android.com/design/index.html

https://www.nngroup.com/articles/definition-user-experience/

http://en.wikipedia.org/wiki/User_experience_design

http://blog.careerfoundry.com/ui-design/the-difference-between-ux-and-ui-design-a-laymans-guide/

https://www.usability.gov/what-and-why/user-interface-design.html

https://www.codementor.io/design/tutorial/mobile-app-ui-design-principles

https://www.redant.com/articles/ten-tips-for-mobile-ux/

http://ui-patterns.com/explore