

# UI / UX Principles

## Lecture 8: High-Fidelity Prototyping (UI Design for Mobile)



# UI Design for Mobile





# Mobile **App** Or Website?

**8 Reasons Why Apps Are  
Better**

# Why Apps

## Better?

### 1) Mobile apps offer better personalization

Personalization is about showing users what suits them based on their interests, location, usage behavior, and more.



# Why Apps

## Better?

### 2) Ease of sending Notifications

The ability to send instant notifications to users is so desirable that it is one of the key reasons why many businesses want to have a mobile app in the first place.



# Why Apps

## Better?

### 3) Using of mobile device features

Mobile apps have the advantage of utilizing features of a mobile device like a camera, contact list, GPS, phone calls, compass, etc.





# Why Apps

## Better?

### 4) Ability to work offline

Like a website, apps too might require internet connectivity to perform most tasks, but here's the difference: an app can still offer basic content and functionality to users in offline mode.



# Why Apps

## Better?

### 5) Freedom in designing

A mobile app gets designed with several elaborate functions based on advanced gestures like 'tap,' 'swipe,' 'drag,' 'pinch,' 'hold,' and more.





# Why Apps

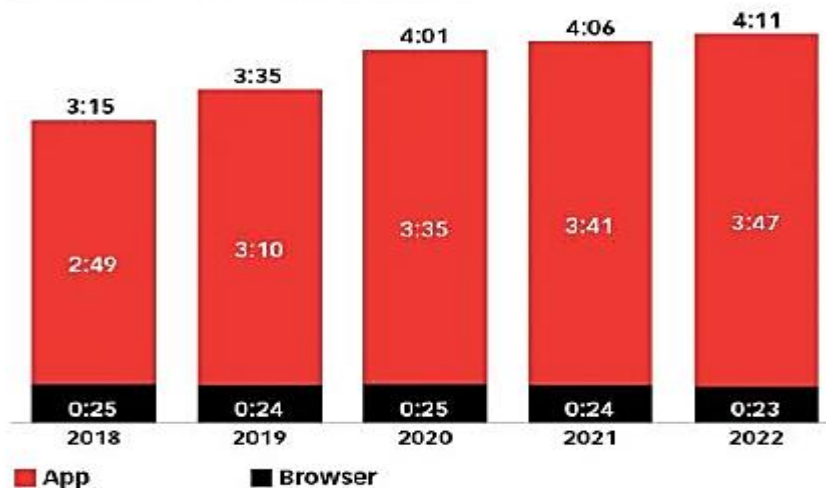
## Better?

### 6) Users spend more time on Apps

Mobile users spend **88%** of their time on mobile apps

**Mobile Internet: Average Daily Time Spent in the US, App vs. Browser, 2018-2022**

*hrs:mins per day among population*



*Note: ages 18+; includes all time spent with internet activities on mobile devices, regardless of multitasking; numbers may not add up to total due to rounding*

*Source: eMarketer, April 2020*

# Why Apps

## Better?

### 7) Brand presence

الحضور العلامي

Even when users are not actively using a mobile app, they get reminded of the brand associated with the app. The icon of the app acts like a mini-advertisement for the brand.



# Why Apps

## Better?

### 8) Apps can work faster than Websites

Apps usually store their data locally on mobile devices, unlike websites that generally use web servers. For this reason, data retrieval happens swiftly in mobile apps.





**ERROR**

## **Do's and Dont's of Mobile App Design**

# Do's and Dont's

## First, the do's

### 1) Research before the design

Avoid the **false-consensus** effect (**you are not your user**). Do research first. Proper research will help you understand who your users are and what they really need. The goal is to create an experience that truly resonates with your target audience.

# Do's and Dont's

## First, the do's

### 2) Prioritize features

Nothing is more confusing for first-time users than an app that has too much going on. The most successful apps available on the market are highly focused and **present a limited set of features**. Thus, limit your app's feature set by prioritizing what's important and trimming nice-to have features.





# Do's and Dont's

## First, the do's

### 3) Cut out the clutter

Cluttering a user interface overloads your user with **too much information** — every added button, image, and line of text makes the screen more complicated. Clutter is terrible on a desktop, but it's way worse on mobile devices where users have limited screen space.

**"one primary action per screen"**

أزل الفوضى من الواجهة 3)  
لا تضيف أزرار أو نصوص كثيرة

القاعدة: "إجراء أساسي واحد لكل شاشة"

# Do's and Dont's

## First, the do's

### 4) Make navigation clear

Use **navigation patterns that are familiar** to your target audience so that the navigation **doesn't require any explanation**. Organize your information **(IA)** in a way that requires a minimum number of actions to reach the destination.

# Do's and Dont's

## First, the do's

### 5) Design finger-friendly tap-targets

Smaller touch targets are a common source of problems for mobile users. Mistaken taps often happen because of small touch controls. When you're designing mobile interfaces, it's best to make your targets big enough so they're easy for users to tap. Create controls that measure at least **7–10 mm** so they can be accurately tapped with a finger.



# Do's and Dont's

## First, the do's

### 6) Make text legible

Choose a typeface that works well in multiple sizes and weights to maintain readability and usability in every size. Use sufficient color contrast for text. Insufficient contrast makes the text blend in with the background. Strive for a minimum contrast ratio of **4.5:1** for body text and image text.

#### Heading

##### Sub-Headline

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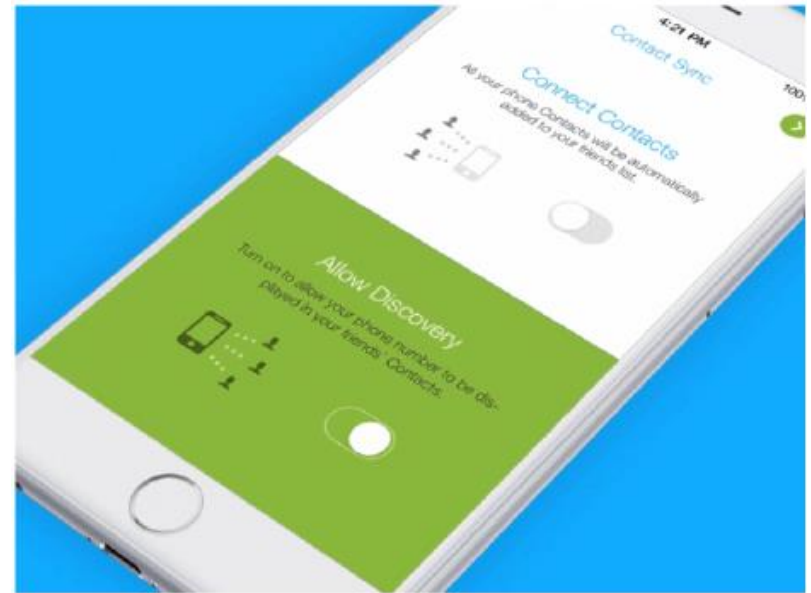


# Do's and Dont's

## First, the do's

### 7) Provide feedback on interactions

Each human-computer interaction is based on two fundamental elements — user input and computer reaction to it. To make the interaction predictable, it's essential to provide some sort of feedback in response to every user action.



# Do's and Dont's

## First, the do's

### 8) Minimize the need for typing

Typing on a mobile device is a slow and error-prone process. It's, therefore, always best to try to minimize the amount of typing required on a small device. Ask only what you really need to know. Keep forms as short and simple as possible by removing any unnecessary fields.





# Do's and Dont's

## First, the do's

### 9) Always test your design

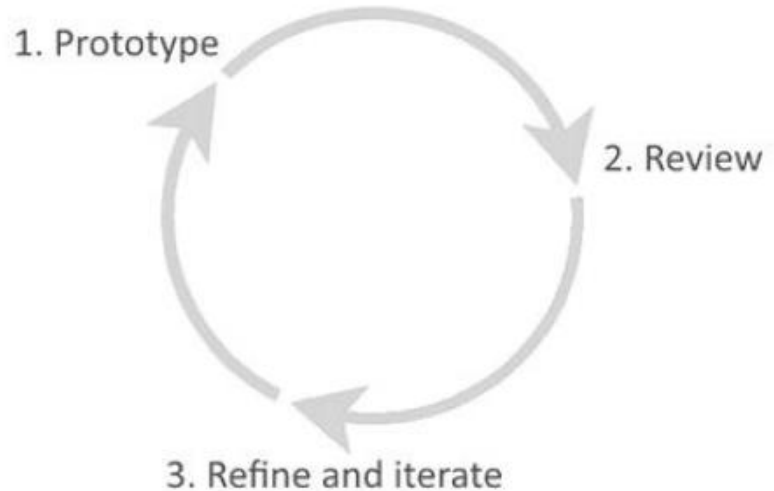
Even the most well-crafted UI and well-thought out UX will ultimately contain some unseen flaws when put into the real world. All too often a design that looks great on a designer's large desktop screen doesn't look nearly half as good when taken for a test on a real mobile device.

# Do's and Dont's

## The don'ts

### 1) Don't try to design the perfect experience from the first attempt

When you design a mobile app, it's almost impossible to create a perfect design right from the first attempt. Even if your design satisfies the initial requirements, you might find a new set of requirements after user testing.



# Do's and Dont's

## The don'ts

### 2) Don't design in isolation

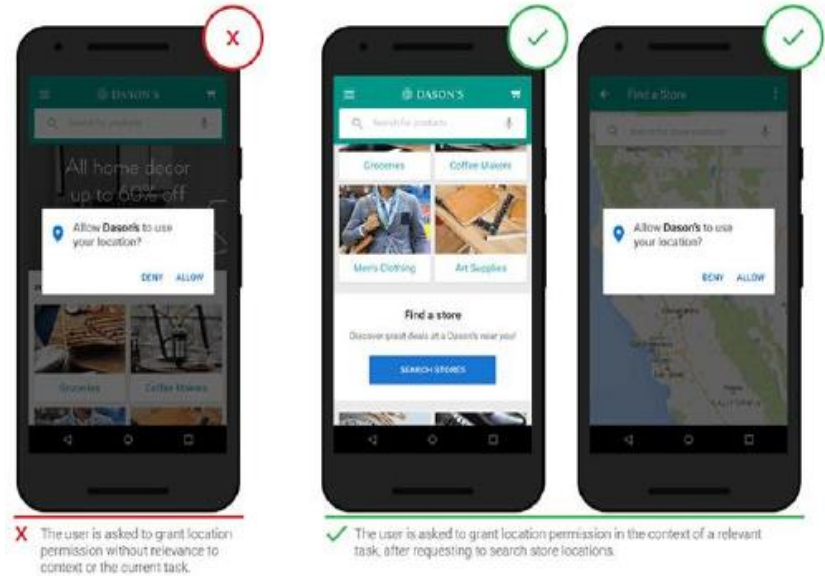
Start by **validating your hypothesis based on the user's needs**. Use the **Design Sprints** technique to help you move from idea to learning in just a few days, instead of it taking months or years.

# Do's and Don'ts

## The don'ts

### 3) Don't ask for permissions right at the start

When an app asks for **permissions right at the start** users often **deny** such **permissions requests**. Why? Because at this point, the user doesn't have any context to make a decision. They don't know why you need those permissions.



# Do's and Dont's

## The don'ts

### 4) Don't make users wait for content

A blank screen, shown when content is loading, can make it seem like your app is frozen. You should always strive to give the impression that your app is fast and responsive.

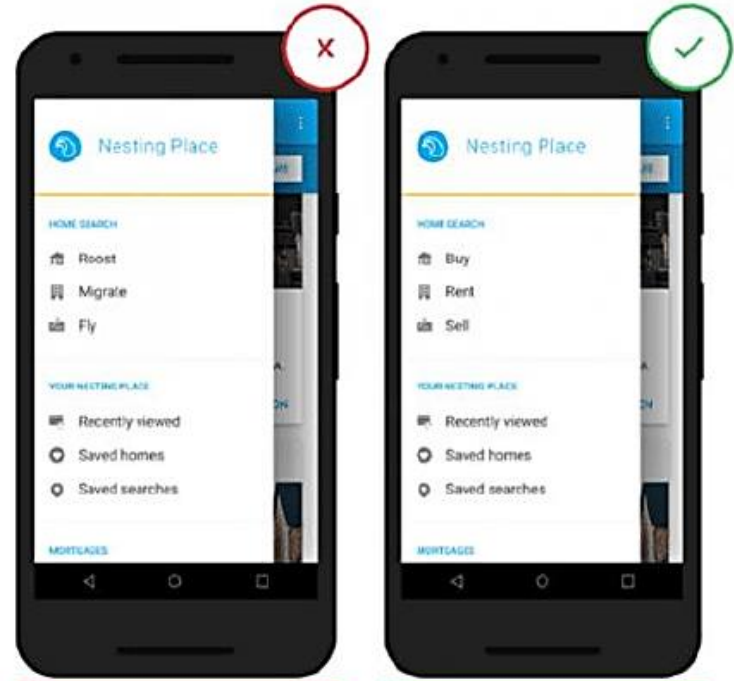


# Do's and Dont's

## The don'ts

### 5) Don't use jargon in the user interface

Every word in your app is part of a conversation with your users. Make this conversation comfortable for them by speaking the same language as your users. Use familiar, understandable words and phrases if you want your app to appeal to everyone.



**X** Unconventional terminology (e.g., "Roost," "Migrate," or "Fly") can confuse users, hindering discoverability and comprehension.

**✓** Terminology (e.g., "Buy," "Rent," or "Sell") is clear and free from unnecessary jargon or whimsy to avoid confusion.



# Do's and Dont's

## The don'ts

### 6) Don't create dead-end pages

Designing a UX is designing for flow, and flow is, in most cases, about moving forward to accomplish a goal. You should avoid creating dead-end pages in your apps because they act as blockers for user flow. Nothing in your app should be a dead-end. Error states and empty states should provide instructions and actions to move forward.



# Do's and Dont's

## The don'ts

### 7) Don't take users to a browser

Users can be easily frustrated when an app takes them to the mobile web for more content or to complete a task. This increases abandonment and reduces conversion because users might simply not return to the app. Use an in-app browser. If your app lacks a specific feature or piece of content, try to use an in-app browser. Do not invoke the smartphone browser.



# Thank You

