

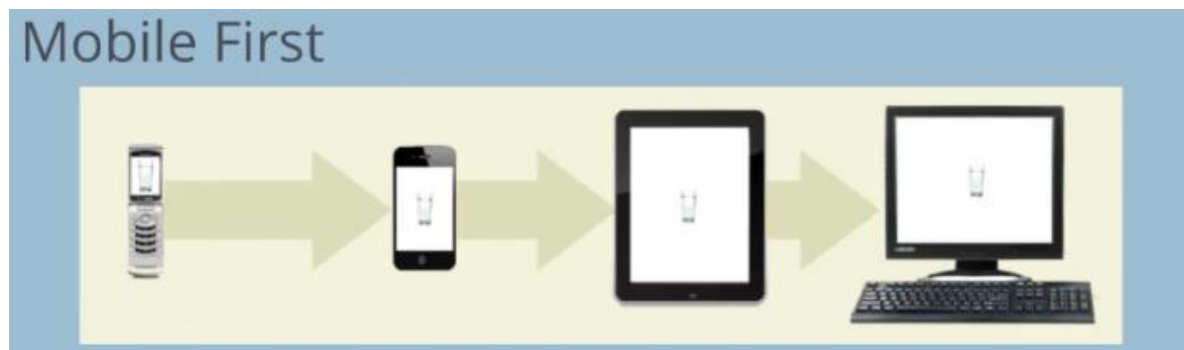
WEEK 01

TEAM: I'm on the number 2 team, and they all speak English. We'll have our meetings on Mondays and Wednesdays.

NOTES 02:

MASTER MOBILE UX (Sitepoint)

- _ Mobile Traffic up 18.6% over 2013
- _ The simple guideline is whatever I'm doing, I need to do mobile first
- _ "Responsive" is not "Mobile First"
- _ Mobile is the new desktop
 - Time consuming and costly for a full rebuild
 - Provides best experience across many devices
 - Address constraints of mobile size/bandwidth
 - Future friendly and ready for growth
 - I'll focus on this in my future projects



REMINDERS

- _ Desktop computer sales have been declining since 2011
- _ You don't see people with their heads in laptops
- _ Start small and scale up
- _ Mobile is not a fad. So, it'll have impact most of next years

IMPROVING UX BY UNDERSTANDING USERS

_" It's really hard to design products by focus groups. A lot of times, people don't know what they want until you show it to them"-Steve Jobs

Things to keep in mind:

Be there: To help move someone along their decision journey.

Be useful: Only 9% of users will stay if it doesn't satisfy.

Be quick: It's not just about fast loading, the functionality must be there as well.

REACHABILITY MATTERS

This means that we need to be aware of the position of the main elements in our webpage.

75% of people rely on thumbs and 49% use one handed grip.

SPEED MATTERS

If our webpage is fast, users will stay.

Tips:

_Reduce image usage throughout sites/apps

_SVG/Webfonts are lower bandwidth

_Optimize and Minify CSS and JS files

_GZIP files to eliminate unnecessary data

NETWORKS MATTER

Not everybody has the latest and greatest one. We need to optimize our website.



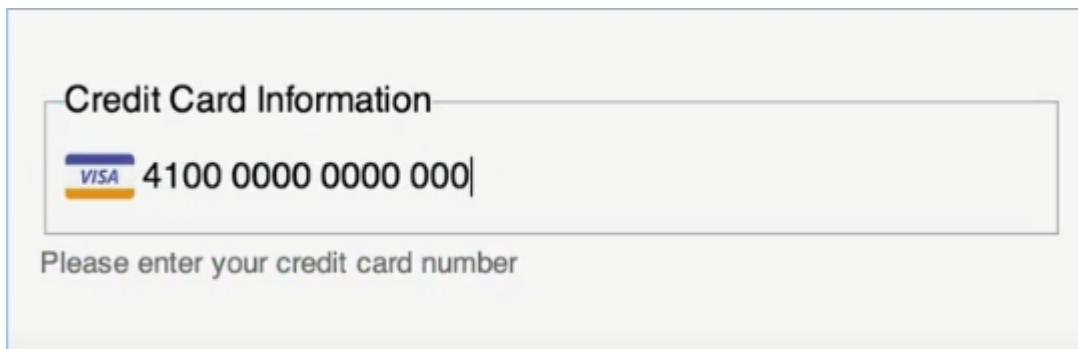
MOBILE INPUTS / FORMS

If a form is large, break it down into sections.


Activate the autocomplete mode.

Activate the hide / show function for passwords.

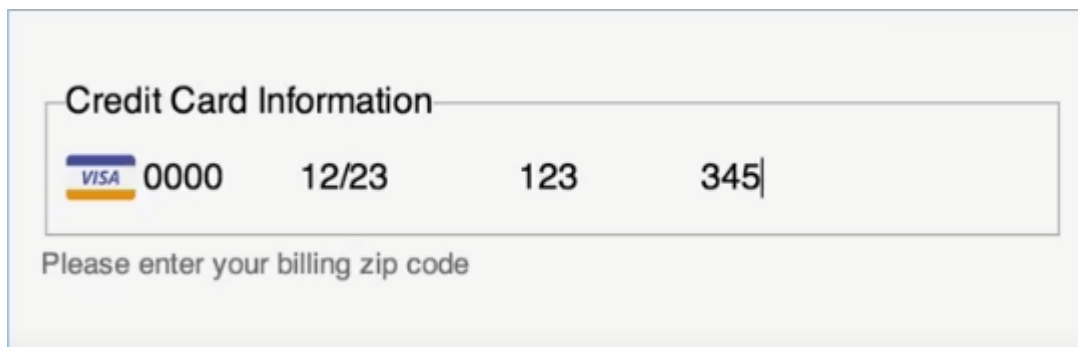
Example for credit card:




Credit Card Information

 4100 0000 0000 000|

Please enter your credit card number



Credit Card Information

 0000 12/23 123 345|

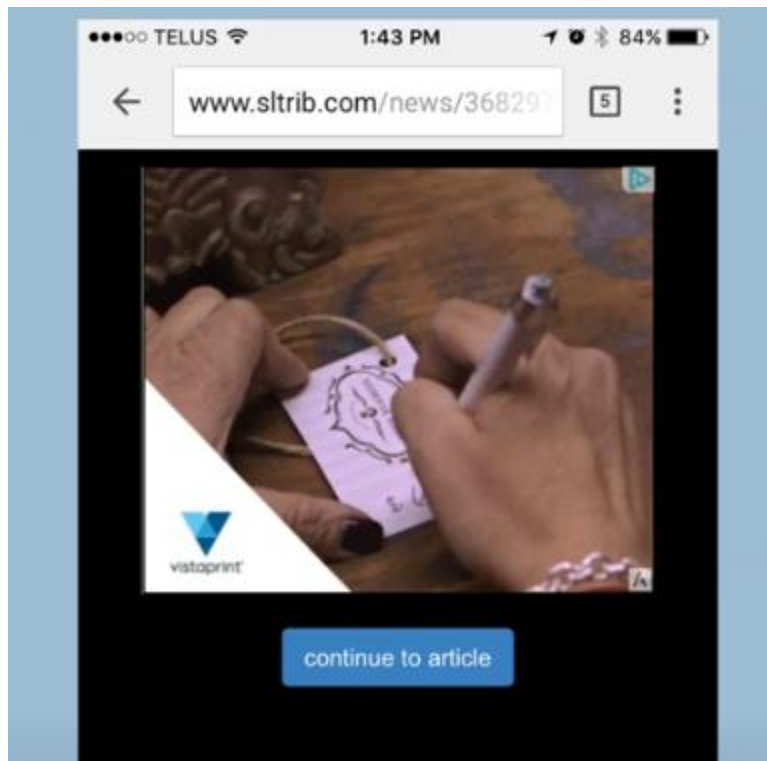
Please enter your billing zip code



When using phone numbers, use a linking phone.

MOBILE ADVERTISING

Pop-ups are not a good way to use advertising. Many people use it at the top part of a webpage. It's not a good practice.



Tips:

- If we want to include ads, let's make them small and simple
- They shouldn't take up 40% or plus of our screen real state
- We can show the ad in a little window in between the content that shows us a full-size ad underneath

SUMMARY

- _Stop using Pop-ups
- _Users don't visit your website to look at ads
- _Keep it simple and sleek
- _Make sure it's unobtrusive. Content first