



## Mobile Design Guidelines

# Principles

### Respect the device

Apps and services for mobile need to take into account a host of device-specific issues, from battery life to signal.



### Explain, don't overwhelm

Avoid long, technical explanations in interfaces. Show things working.



### Make privacy work

Users want assurance that they have some level of privacy or security so their data and files are safe.



### Give control over data

Respect user needs with availability, discoverability and persistence of their data.



### Be seamless

The user shouldn't necessarily know how they're connected, but just feel confident that data is getting sent and received.

