

Making mobile apps

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Utrecht University 2019

Who is she?

Education: Business, IT system analysis, HCI, Erasmus Study in UU

Work: Product Owner/analyst in the information technology field, lecturer

Head of curriculum for startup entrepreneurship, mentor for student companies and startups

Code Week ambassador for Estonia

Board member in an NGO that organises IT workshops

Run my own initiatives

What will be do today?

1. Mobile apps analysis
2. Making mobile apps the right way
3. Applying good practices
4. Freestyle

Analysis

What can we even analyse?

Why do we do analysis before anything else?

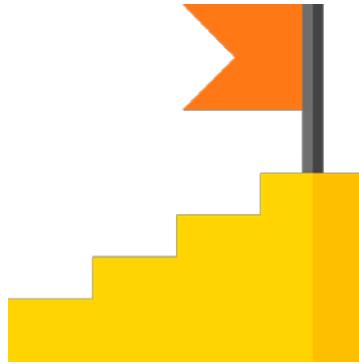
What sort of analysis can be done?

Exercise in pairs for 10min

What are the positive traits of an application?

What are the negative traits?

Try to analyse:



Theory and logic behind it

Designing for mobile 1/3

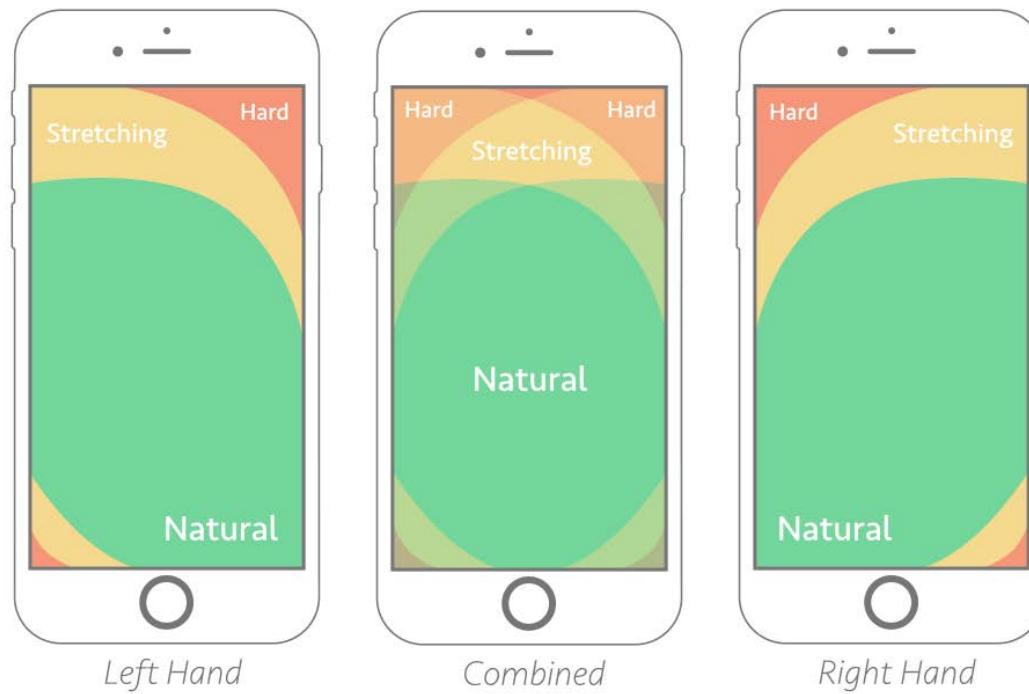


Week in landscape view



Month in portrait view

Designing for mobile 2/3



Designing for mobile 3/3



Making mobile apps with users

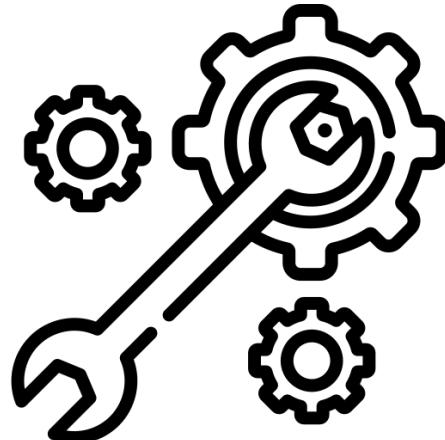
Is experience enough?

Is literature review enough?

Why do I need users' input if I know perfectly well what I am doing?

Good practices

Good practices



What kind of questions to ask?

How to do testing?

What are the tools and methods?

Some tools and methods

Persona xtensio.io

Process diagrams draw.io

Use cases - draw.io

Figma, Proto.io for the prototype

Usability heuristics

Persona

User Persona Type



"A quotation that captures this user's personality."

Age: 1-100
Work: Job title
Family: Married, kids, etc.
Location: City, state
Character: Type

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

The bio should be a short paragraph to describe the user journey. It should include some of their history leading up to a current use case. It may be helpful to incorporate information listed across the template and add pertinent details that may have been left out. Highlight factors of the user's personal and of professional life that make this user an ideal customer of your product.

Remember - you may modify this template, remove any of the modules or add new ones for your own purpose.

Trait 1 Trait 2 Trait 3 Trait 4

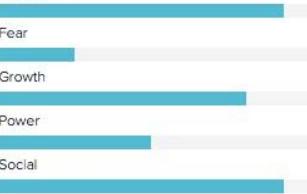
Goals

- A task that needs to be completed.
- A life goal to be reached.
- Or an experience to be felt.

Frustrations

- The challenges this user would like to avoid.
- An obstacle that prevents this user from achieving their goals.
- Problems with the available solutions.

Motivation

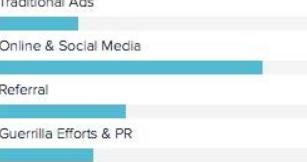


Motivation Type	Score
Incentive	High
Fear	Low
Growth	Medium-High
Power	Medium-Low
Social	High

Brands & Influencers

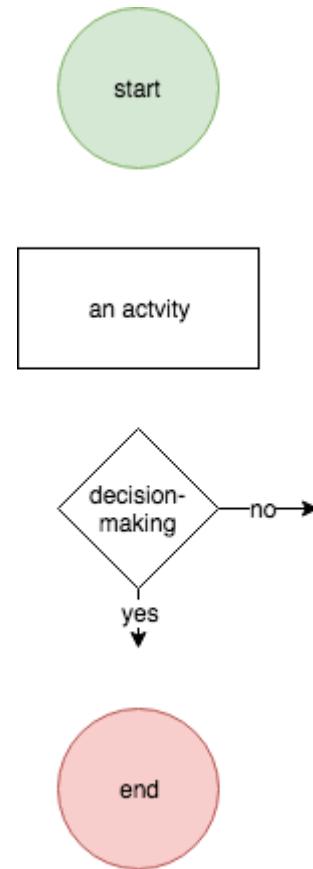


Preferred Channels

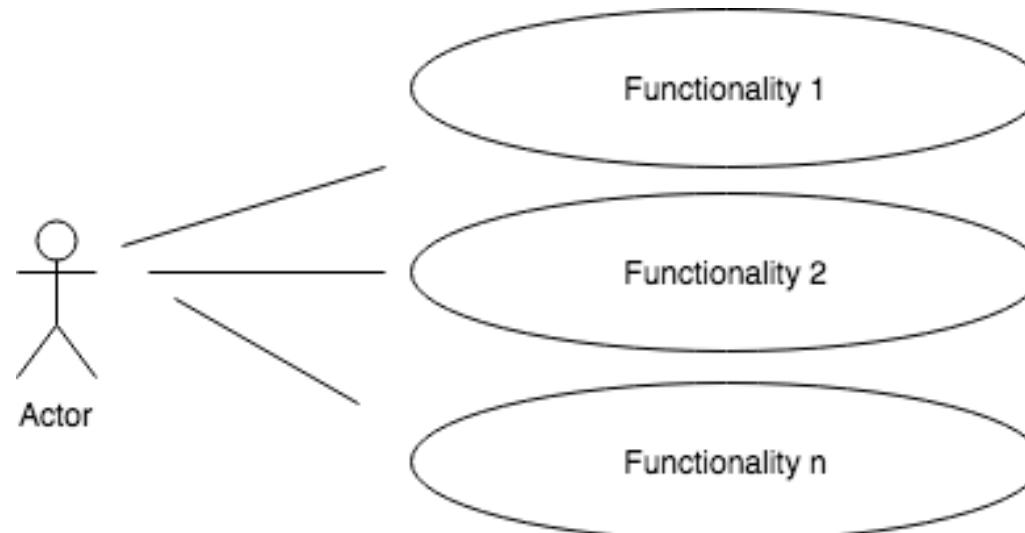


Channel Type	Score
Traditional Ads	Medium-Low
Online & Social Media	High
Referral	Medium
Guerrilla Efforts & PR	Low

Process diagrams



Use cases

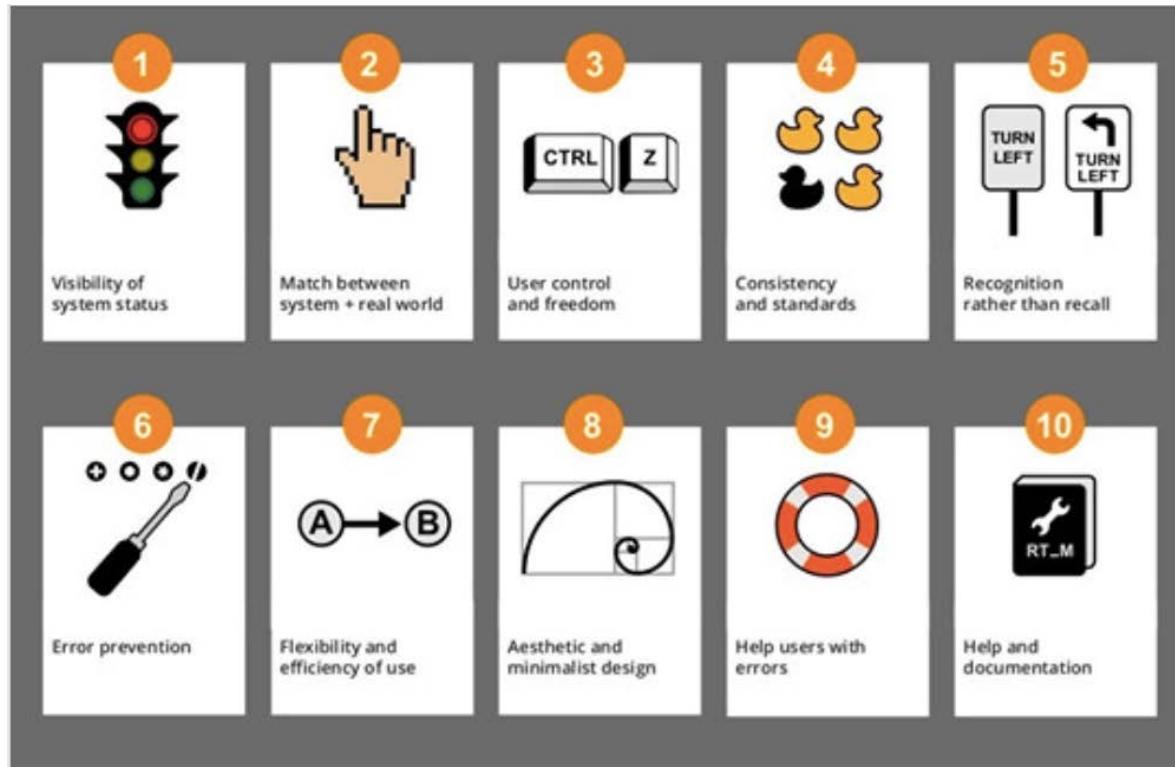


Prototype

Low-fidelity

High-fidelity

Heuristics



**Freestyle - Lets play it all through OR
lets talk about your projects?**

Thank you for your attention!

Contact me:

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