



Tips & Tricks for Creating a Successful App

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App Design: Expert Guidelines for Creating a Successful App

So what steps do you need to go through to turn an idea into reality and create a successful app?

Consider the following process, and you're well on your way

<https://xd.adobe.com/ideas/principles/app-design/guide-to-mobile-hybrid-app-design/>



Expert Guidelines for Creating a Successful App

<https://xd.adobe.com/ideas/principles/app-design/guide-to-mobile-hybrid-app-design/>

1. **Set a goal:** write down what exactly you want your app to do
2. **Make a plan and write out a spec:** write down what your app will do and how you will accomplish it.
3. **Dig deep into research:** Analyze the apps that already exist in the space you're targeting; Also conduct user research.
4. **Create a wireframe:** you need to create a structure and visual representation of the user interface
5. **Build a prototype:** Now it's time to create a stripped-down version of your app to test your hypotheses and get early feedback from stakeholders and users
6. **Visual and UI design:** Decide on color schemes and typography, try out animations and make sure they're functional, explore UI kits, and test different versions of your design
7. **Development:** The developers will recommend what kind of tools and libraries can be used to build the app, and this step also includes setting up the actual storage solutions, databases, APIs, and servers for the backend of your app.
8. **Testing and iterating:** Before you launch your app, rigorously test it and make adjustments based on the results. Go through your initial documents and test every feature.



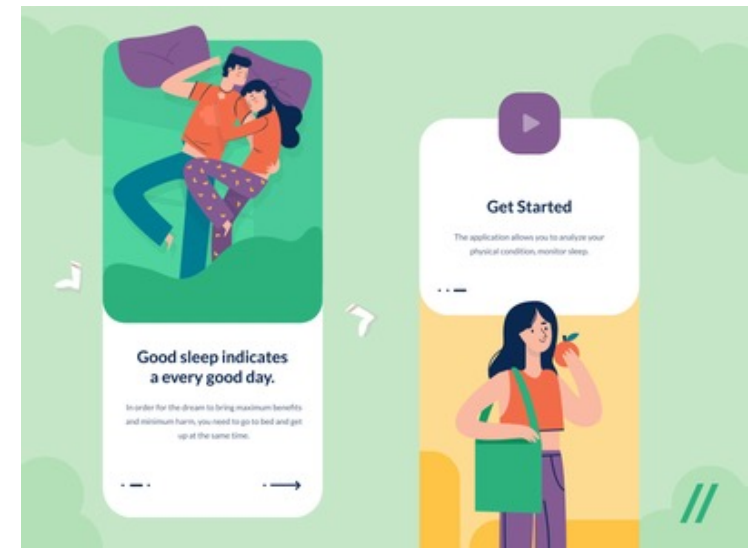
The 11 Screens You'll Find in Many of the Most Successful Mobile Apps

<https://xd.adobe.com/ideas/principles/app-design/11-screens-youll-find-many-successful-mobile-apps/>



1. "Getting Started"

- In most cases, "Getting Started" isn't a single screen, but rather a sequence of screens that the user can swipe through.
- What's important about helping the user get started is to first introduce them to the app itself, its purpose, and then show them only the most basic features that the app offers.



<https://dribbble.com/tags/get-started>

2. "Newsfeed"

- Its main goal is to show the most recent activity in the app and encourage users to contribute to that activity themselves.
- It suggests "what to do."





3. "Here's What to Do"

- One of the main trends in app design these days is keeping things **content-centered**.
- This means that whatever main feature your app offers, it needs to be **easily accessible** for the user.
- Some apps take this rule to the extreme, and go straight to their "**Here's What to Do**" screens right upon launch and **without a home screen**.

4. "What's New"

- The "What's New" screen is much like that initial "Getting Started" guide, but **it focuses only on what has been added** to the app since the last update – the evolution.
- This is very useful in **onboarding the user after an update** and making sure that they benefit from all the new features.
- The form and the presentation of the screen can – and probably should – remain exactly the same as the "Getting Started" sequence



5. "User Progress"

- The "User Progress" screen (aka "User Path") is all about the path of an individual user and their progress towards a given goal
- A goal that's an important part of the user's overall experience with the app.



<https://neilpatel.com/blog/the-progress-bar/>

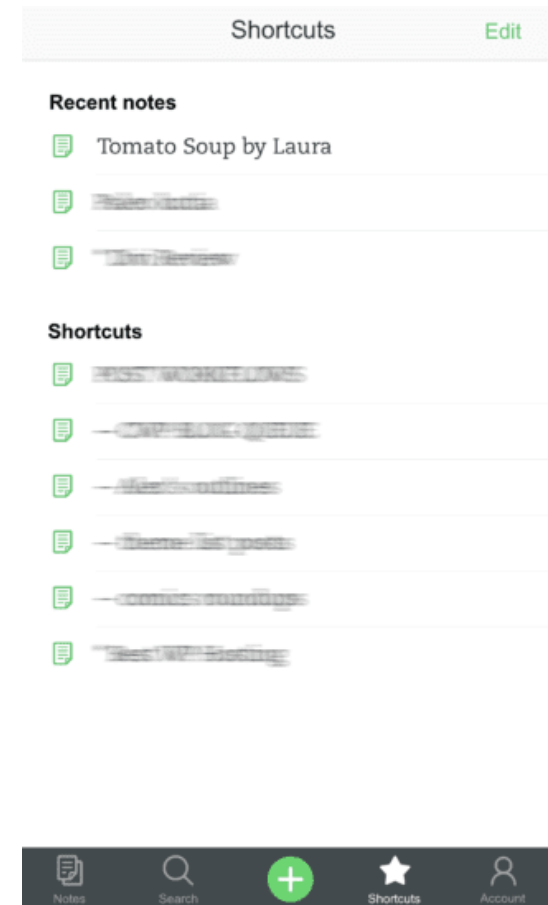
6. "Templates"

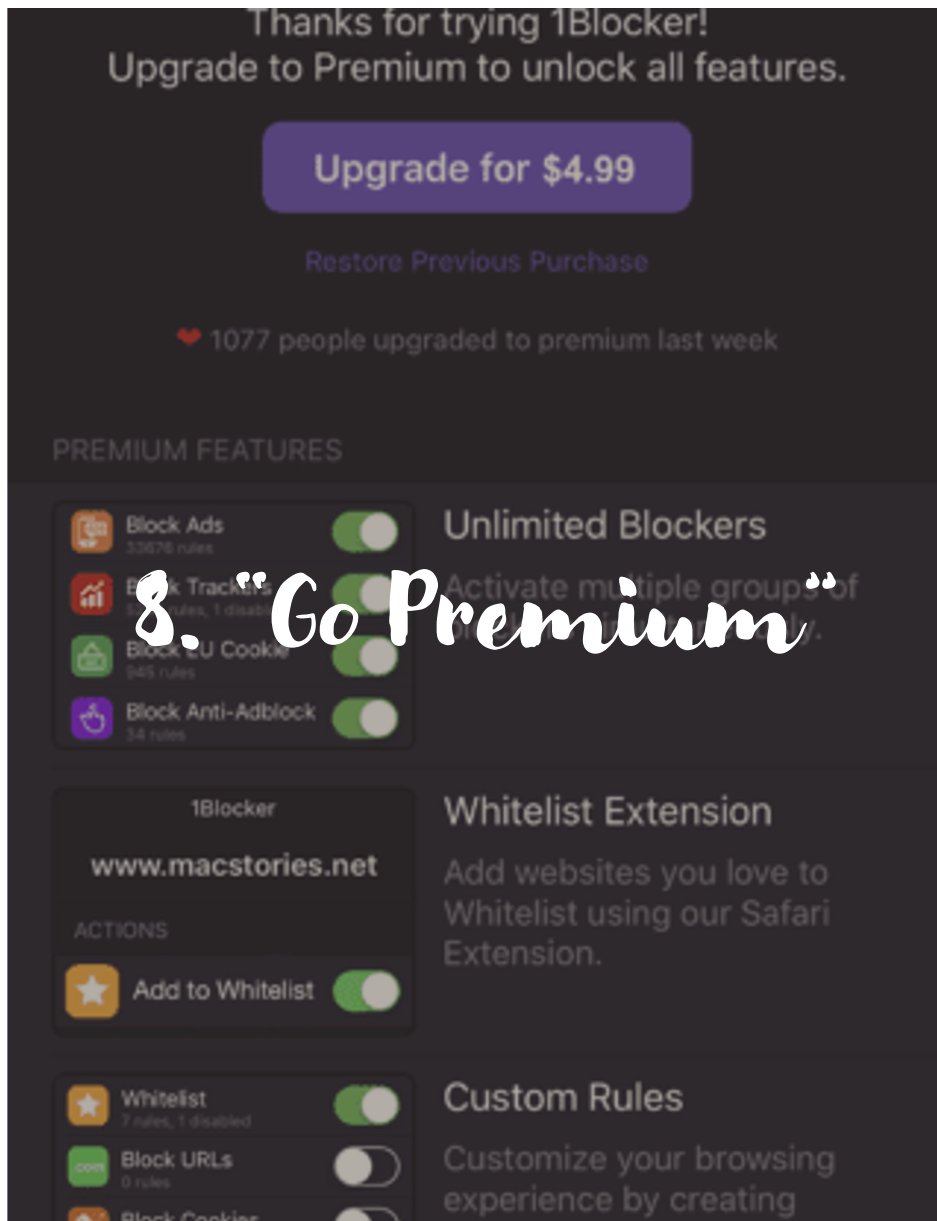
- Any app that allows the user to create something has a **learning curve** to it.
- Depending on the complexity of the outcome, that learning curve might be anywhere on the scale of walk-in-the-park to extra-steep.
- Therefore, by using a "**Templates**" screen, you can make it easier for users to get started with the app and get quality results in a hassle-free way.
- No matter what the nature of the app is, it's always going to be easier to get started based on a template than from a blank canva



7. "Shortcuts"

- The "**Shortcuts**" screen can be helpful if your app offers a lot of content and/or features.
- Being able to add your own shortcuts can be more convenient than having to navigate through numerous menus.





- The “**Go Premium**” screen (aka “Upgrade” or “Shop”) is usually found in apps built around the freemium model
- and/or apps that collect micro payments to enable some extra perks.

9. "Search"

- The "Search" feature is pretty much a no-brainer in most utility apps
- a separate dedicated "Search" screen can also be very useful.



Search

File types



PDF Files



Text documents



Sheets



Slides



Photos and graphics



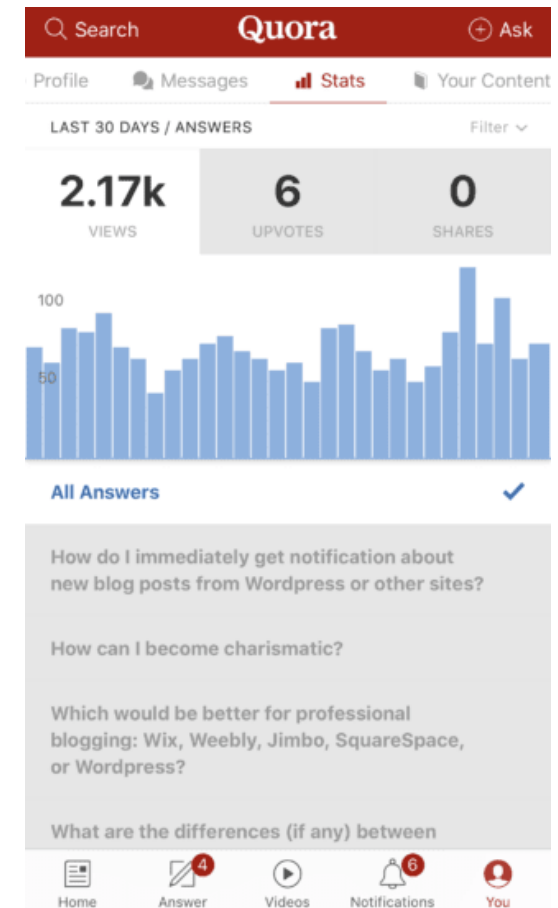
Videos

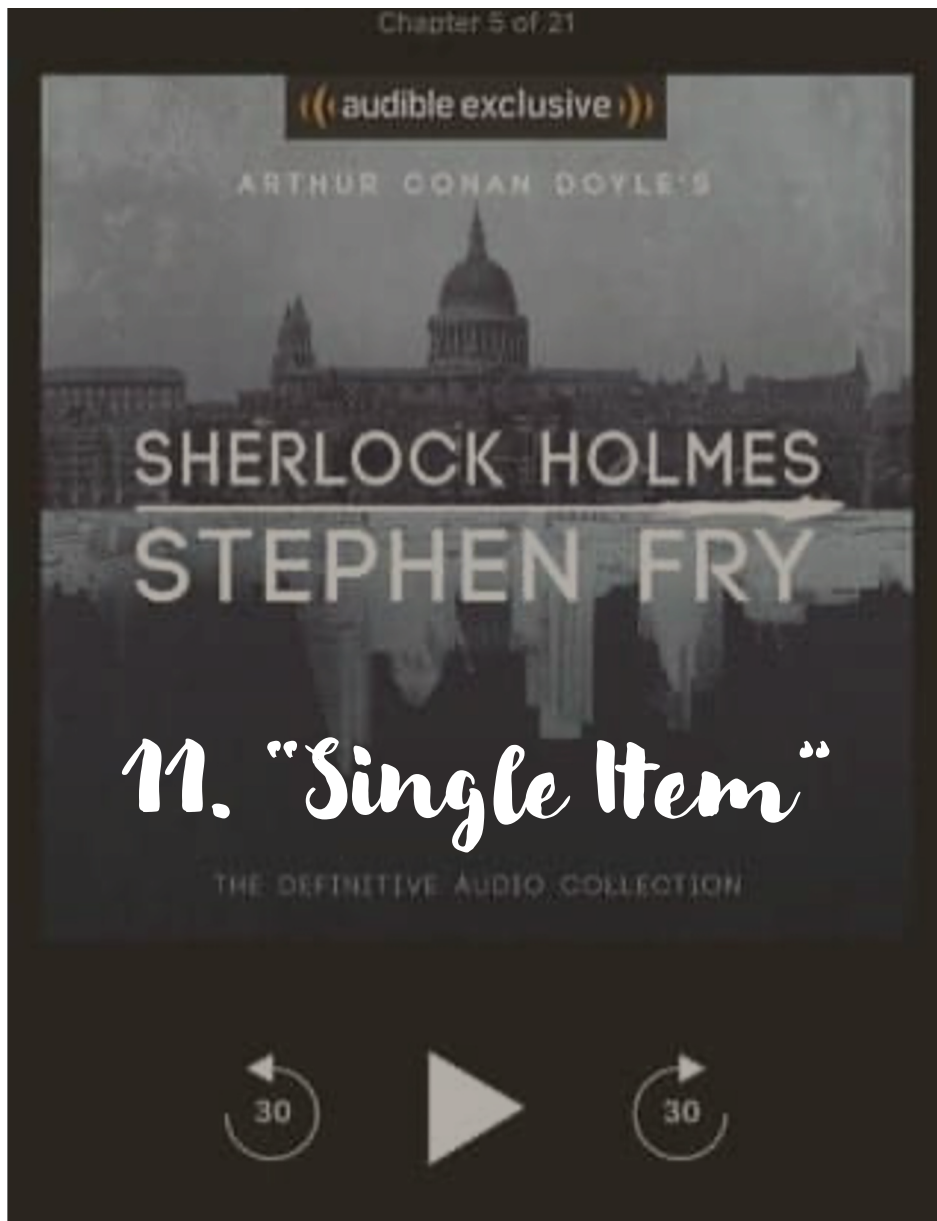


Folders

10. "User Profile"

- The "User Profile" screen is understandably one of the most essential screens for any app that deals with **user accounts** – though a good "User Profile" screen isn't only about letting people change their passwords. There are several more elements that should be considered:
 - Profiles are often portals to the app's **settings**. Instead of featuring a separate settings button in the main menu, add it to the "User Profile" screen.
 - Showcase the **user's recent** activity. A lot of apps do this – Instagram, Twitter, Facebook, and many others.
 - Display the user's **saved-for-later** items or bookmarks.
 - Show the user's stats if applicable. Quora is a good example.
 - Include a section for direct messages





- This is the screen that users see whenever they **interact with the individual items** of what the app is about.
- For instance, in the case of a podcast app, that screen is the **single episode view**. For a reader app, it's the single article view.
- Depending on what the app is meant to do, the specific elements that should find their place on the "Single Item" screen **are going to be different.**
- However, figuring out what to include is only half the challenge.

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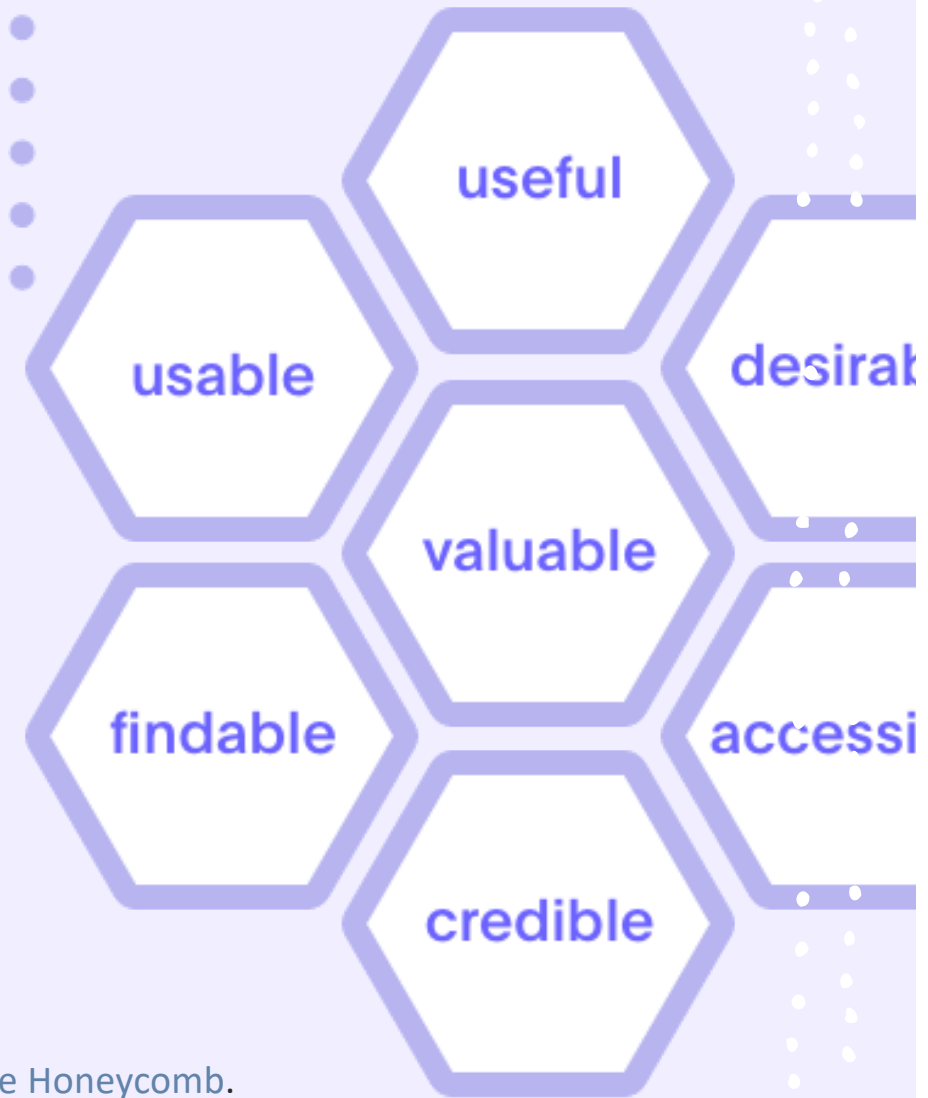
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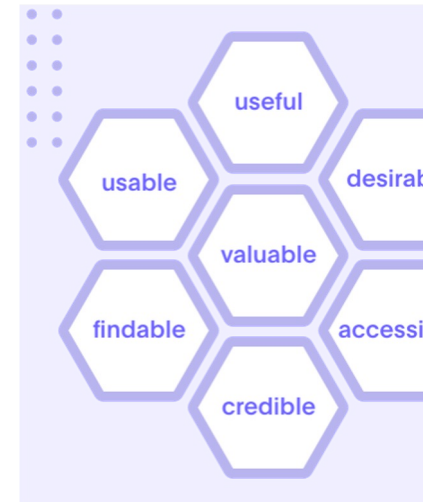
What Makes a Good User Experience?

<https://xd.adobe.com/ideas/principles/web-design/what-makes-good-ux/>



Peter Morville's [User Experience Honeycomb](#).

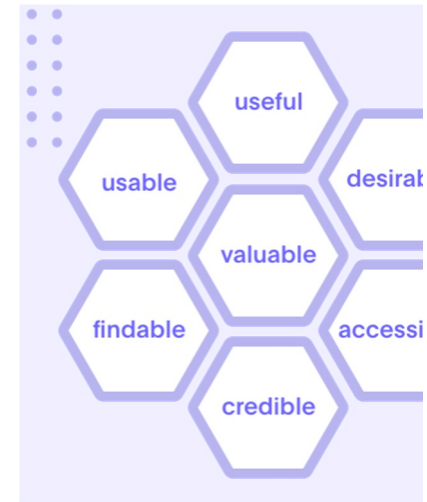
What Makes a Good User Experience?



Useful. Oftentimes products are defined by feature requirements; a checklist of items that need to be in the product.

As User Experience Designers we need to ask the question, is the product we're creating **useful**? Is it helping someone to achieve their goal in a logical, cohesive way?

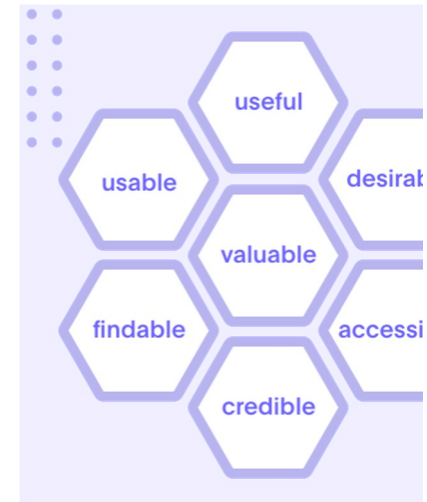
What Makes a Good User Experience?



Usable. When we think about user experience we often think of usability and the ease at which someone can operate a product.

Though on it's own it is not sufficient, it is critical to the experience.

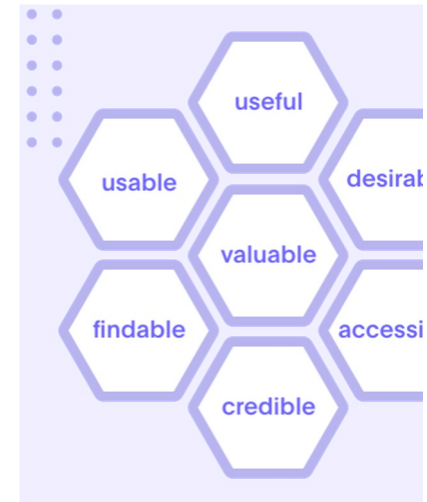
What Makes a Good User Experience?



Desirable. Is what we're creating interesting to the user base? Being simply usable and useful is one thing, but being desirable can elevate a product experience to the next level.

A good experience is one people want to experience.

What Makes a Good User Experience?



Findable. Getting lost is not fun, whether you're in a maze or in a digital product.

Being able to find what you're looking for may not solicit rave reviews

Having a difficult to navigate product will certainly bring you negative ones.

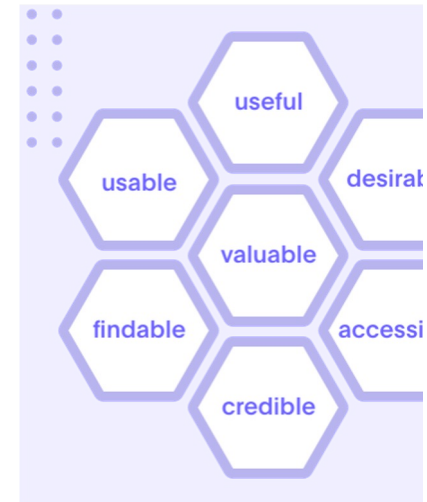
What Makes a Good User Experience?



Accessible. Just as our users vary between products, so do their abilities.

Designing a product without considering accessibility is creating roadblocks for segments of the population, creating a restricted experience.

What Makes a Good User Experience?



Credible. There is ample false information around on the internet today.

From copycat websites, to email scams and data privacy issues.

Ensuring that users of your product feel safe, and secure, contributes greatly to product experiences today.

Link

- <https://www.nngroup.com/articles/mobile-navigation-patterns/>
- <https://xd.adobe.com/ideas/principles/app-design/>
- <https://xd.adobe.com/ideas/process/wireframing/guide-to-creating-mobile-app-wireframes/>
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