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BULGARIA

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## UX in Mobile Web App Development

« » Political correctness FTW!

# Disclaimers

- ⦿ Technologies
- ⦿ Communication between teams
- ⦿ 45 min.

( ( Y U NO UX, M?

# What is User Experience?

- ⦿ Emotion
- ⦿ Emotional triggers
- ⦿ Accessibility & Usability
- ⦿ Good UX ~ Accessibility

# one click



Add to Cart



Buy now with 1-Click®



« » Design advice from your boss' mother who did a business card 45 years ago...

# Problems leading to bad UX

- ⦿ Concept
- ⦿ Implementation

(( )) Designers are to blame 😊

# Conceptual problems

- ⦿ Wrong design approach
- ⦿ Simple vs Simple looking
- ⦿ Misconceptions regarding features
- ⦿ Responsive?
- ⦿ Web browsers



« » Please don't...

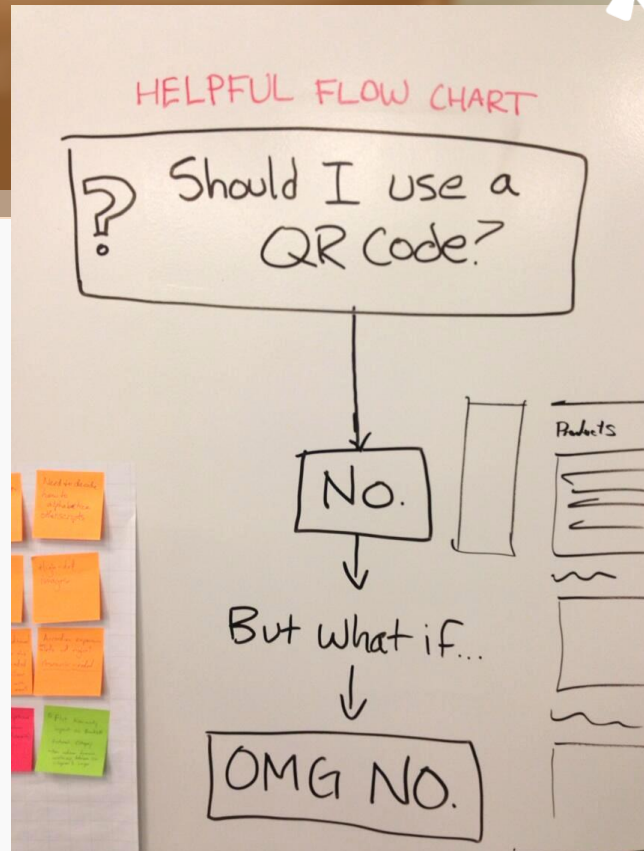
# We should use QR code!

<http://www.webdigi.co.uk>

This page has to be ideally opened on your laptop or desktop browser.

Once you open this link on your computer then you will have a QR code to the url that needs to be opened on your device

**OK**





VS





Call



Favorites



Recents



Contacts



Keypad



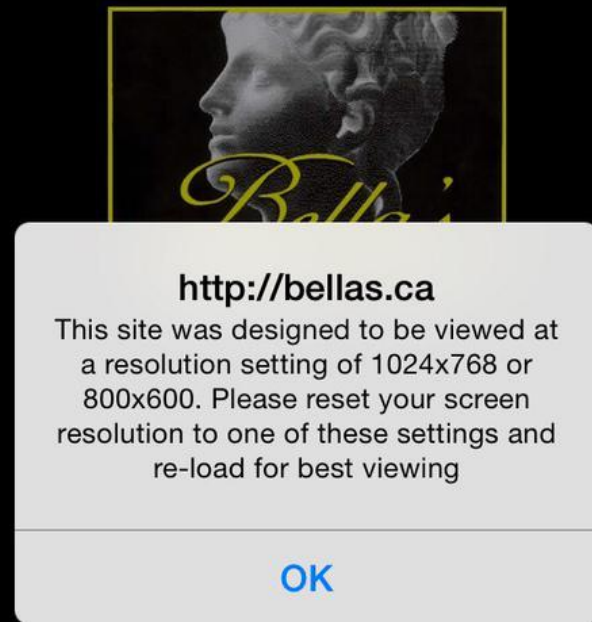
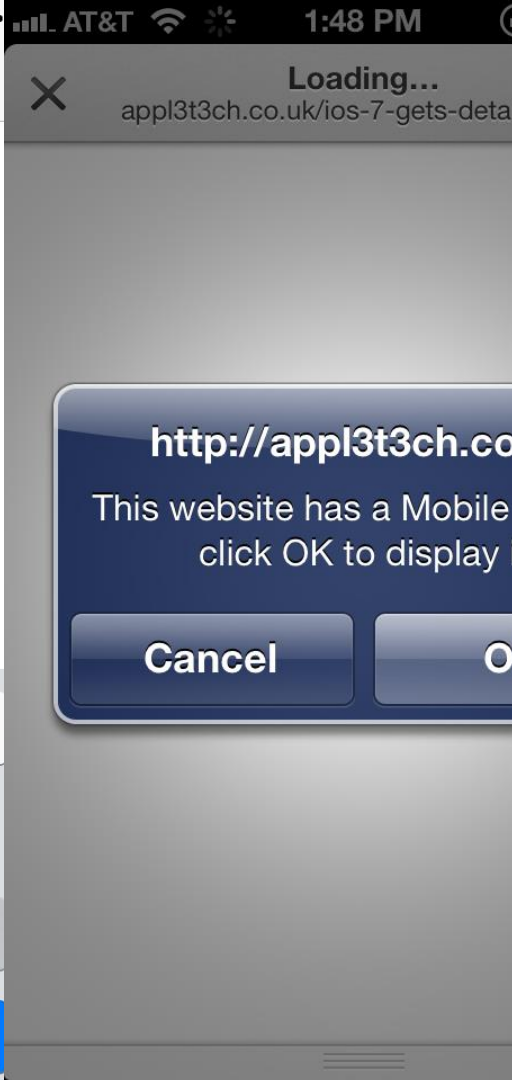
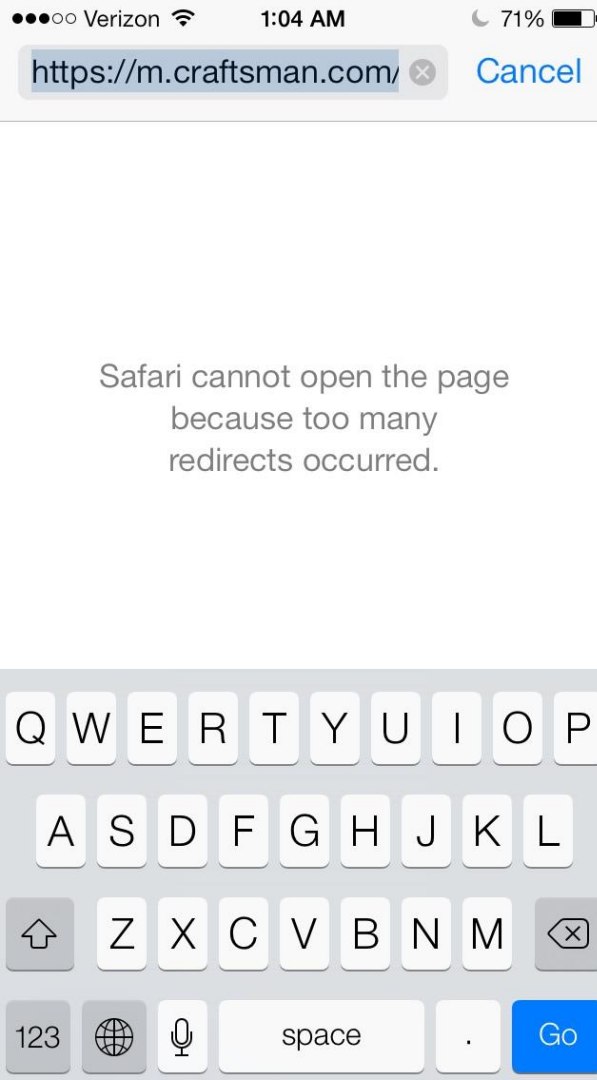
Voicemail



« » Programmers are to blame too...

# Development problems

- ⦿ Bad implementations
- ⦿ Low performance
- ⦿ Communication
- ⦿ Error reporting
- ⦿ Frame skipping



# Choose your experience.



## Tablet HD

Best when connected via Wi-Fi or 4G LTE



## On-the-GO

Recommended for smartphones and 3G



## PC

Some features won't work on mobile devices



 Premium southcoasttoday.com content is available to sample on a limited basis.  
Learn more about registering or subscribing to increase your access.

What a nice big screen you have!

BahnSharing was designed for mobile devices.

Hint: Maybe make your browser window smaller



**Inbox by Gmail** - the inbox that works for you

[www.google.com](http://www.google.com)



Please rotate your device.

« » At least some general ones

# Solutions for better UX

- ⦿ Conceptual decisions
- ⦿ Performance
- ⦿ User interfaces
- ⦿ Prepare for implementation
- ⦿ Use of animations

« » It's not over yet...

# Questions?

# Thanks!




Please give your feedback about this session and vote for your favorite MobDemo competitor on the MobCon app!

## Martin Chaov

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