

# ## W01 - MASTER MOBILE UX ##

## MOBILE FIRST USER EXPERIENCE

→ "Design for the smallest, least powerful device first, then you will focus on the content, and your core functionality. That leads to simple beautiful apps..."

PC reached peak @ 2011, replaced every 4-5 yrs

mobile usage skyrockets, replaced every 1-2 yrs

- different screens 2-3 devices per person per household

Mobile traffic increased significantly

### Mobile first

- Time consuming and costly to do a full rebuild
- Address constraints of mobile initially will ultimately save time and money.
- Start small, scale up
- Mobile is not a fad, we'll see a lot more

Steve Jobs - "A lot of times people don't know what they want until you show it to them."

1. Be There
2. Be Useful
3. Be Quick - reduce cognitive load
  - make smooth and seamless

Reachability - lower corners

Speed Matters - Google - 1/2 second delay - 20% drop in traffic

- Don't assume everyone has latest and greatest.

- Reduce Image size
- SVG/webfonts are lower bandwidth
- Optimize and minimize CSS and JS files
- GZIP files ←

Stewart Alsop - Software sucks, we make do.


Primary controls - most commonly used menu items are located at the bottom.

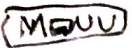
- keep simple and fluid.

- perception is that speed increases

## ##W01 - Master Mobile UX ##

The "Hamburger" is not intuitive

MENU -22.% less clicks  +5.7% more clicks

 +20% more clicks

Mobile Forms - constraints of mobile push you toward more focused, simplified solutions.

- Make it simple so people can use it easily
- Reduce cognitive load, make them think less

- ditch labels and put them inside field, float labels
- ask only for information you need
- Paginate form if you need more info with progress indicator.
- enable auto complete
- Password errors ← masking doesn't increase security  
← don't hide by default, give option to hide
- Auto advance fields, make easy to read.
- when taking numbers, bring up numberpad
- Phone number using standard anchor tag

Mobile Advertising - End users, not technologies, shape Market.

- by 2010, more advertising than content
- Mobile devices are still being treated like desktop devices
- Make ads small and simple, make reveal when clicked
- video ads
- content revealed behind content

Ethan Zuckerman - Fullen state of internet based on choosing advertising over content.

- stop using pop-ups and pop-overs
- keep simple and sleek