



Moving to other platforms

01.04.2016

Time	Subject
8.30	Agenda
8.35	Class Culture and new groups
8.50	Recap from last time at todays literature
8.55	Designing for mobile / responsive navigation
<b>10.00</b>	<b>Break</b>
10.30	Internet of Things
10.40	Designing Forms
11.35	A word from Krug and a Website
<b>12.00</b>	<b>Lunch</b>
12.30	1 hour design challenge
14.00	Homework and happy spring

## Todays Schedule

# Class culture

## What does it mean to be social in 16V?

Know the class

Basement on Fridays

Study Groups – Help each other

Ask for help – Don't be shy

Social media – Facebook – is a part of social activity

Be open for discussion – both about study and personal stuff

Be friendly if someone is reaching out

Common interest of the class – find out what you share

Involve the teachers ( in some activities. )

Create workshops and activities.

Semester talk = Class Culture?

# Class culture

**What support is needed for you to learn what you need, expect and you fulfil your ambitions?**

Diversity

Space to share

Motivated to learn – grades are secondary

(Mads: Respect the teaching environment)

Networking – Different skills can solve more tasks

Communicate with senior students

Raise your hands – don't think you are stupid

Invite people from outside

Class Culture

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# Class culture

**What may be an obstacle that you have experienced before and do not want it to happen again?**

Bad at studying at home

Teacher cant explain the relevance

Work separately in groups (at home)

**How was 16V a good organization for learning when we look back at first semester in July?**

Passionate teachers

Cake and tea – organize that!

Passionate students

Deliver 100% and Experience success

Focus and attitude

Class Culture

# Classroom Teams

April

1

TEAM 1

- 1) Mike
- 2) Simon
- 3) Mikkel HK
- 4) Malik
- 5)

2

TEAM 2

- 1) Christian
- 2) Rostislav
- 3) Martin
- 4) Adrian

3

TEAM 3

- 1) Mikkel O
- 2) Martynas
- 3) Natalia
- 4) Simeon

4

TEAM 4

- 1) David
- 2) Nikolay R
- 3) Thomas
- 4) Vilius

5

TEAM 5

- 1) Andreas B
- 2) Alice
- 3) Terkel
- 4) Marc

6

TEAM 6

- 1) Jakob
- 2) Mikkel VB
- 3) Michelle
- 4) Kaloyan

7

TEAM 7

- 1) Mihail
- 2) Neli
- 3) Steffen P
- 4) Jannie

8

TEAM 8

- 1) Nikolaj VT
- 2) Jens Christia
- 3) Elias
- 4) Andreas WK

9

TEAM 9

- 1) Troels
- 2) Steffen BP
- 3) Frederik
- 4) Mohamad

10

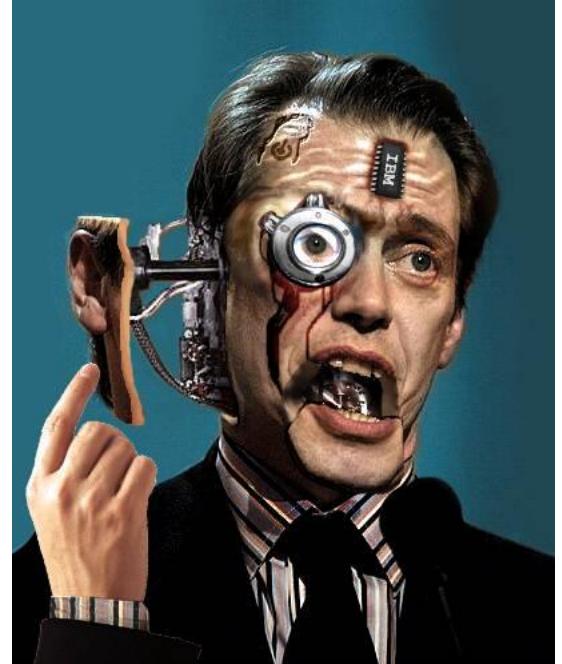
TEAM 10

- 1)
- 2)
- 3)
- 4)

New Groups for April

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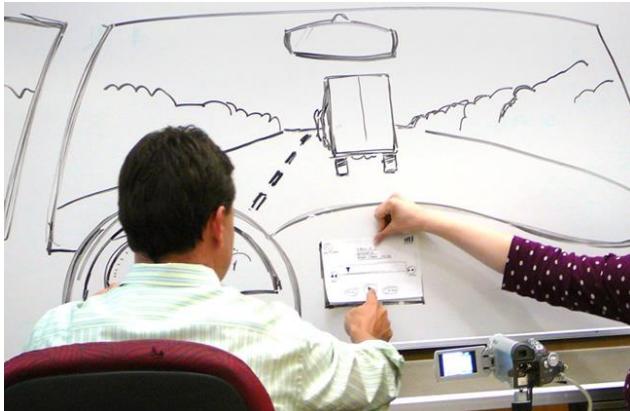
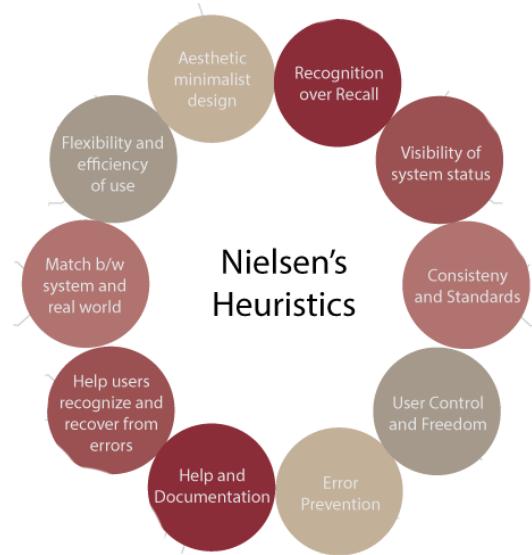
1. Describe what you think will be the perfect day at work. Working as a web developer.
2. What was the best nickname you ever had? Who gave it to you and why was it the best?
3. Would you rather be a Cyborg or be an animal-human fusion thing? Why?
4. Do you believe A or B is correct:
  - A. People make demands and technology evolves to answer them.
  - B. New technology creates new demands in people.



Get to know your group!

# Evaluating designs

- Quantitative research.
- A/B Split testing to increase conversion.
- Eye tracking and Heat map to know behaviour.
- Questionnaires to get to know attitudes and associated meanings.
- Jakob Nielsen's Heuristics.
- User tests are the best.



Last time

# This time:

**Topic:** Responsive and adaptive web development. Native apps and Mobile first, plus basic and advanced navigation. How to design Forms.

## Read / Do:

Check the examples in (you will be working with it):

[Frost] Text 1 – On mobile navigation

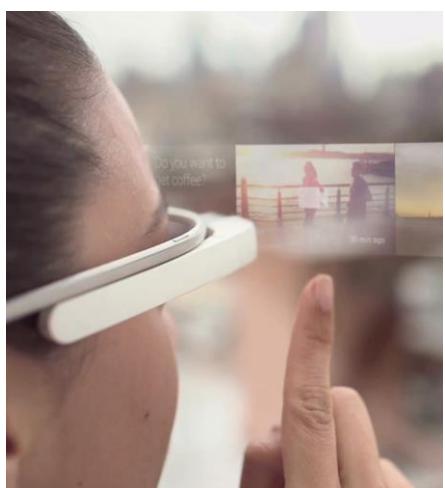
[Frost] Text 2 – On complex mobile navigation

[Cooper] *About Postures for web and mobile* p. 218 – 230

[Wroblewski] *A reason for mobile first* p. 7 - 17

[Krug] *Mobile; not just a city in Alabama* p. 143 – 163 (easy)

This time



# The smart/mobile "phone"

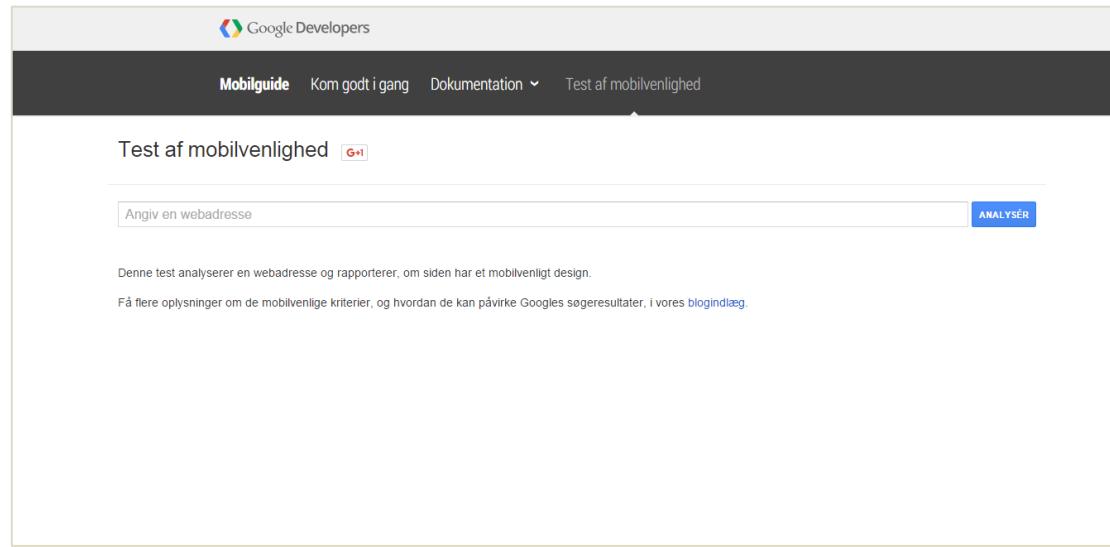
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The smart/mobile "phone"

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# Google bumps pages which are mobile friendly in search queries.



Why? Because their users are mobile!

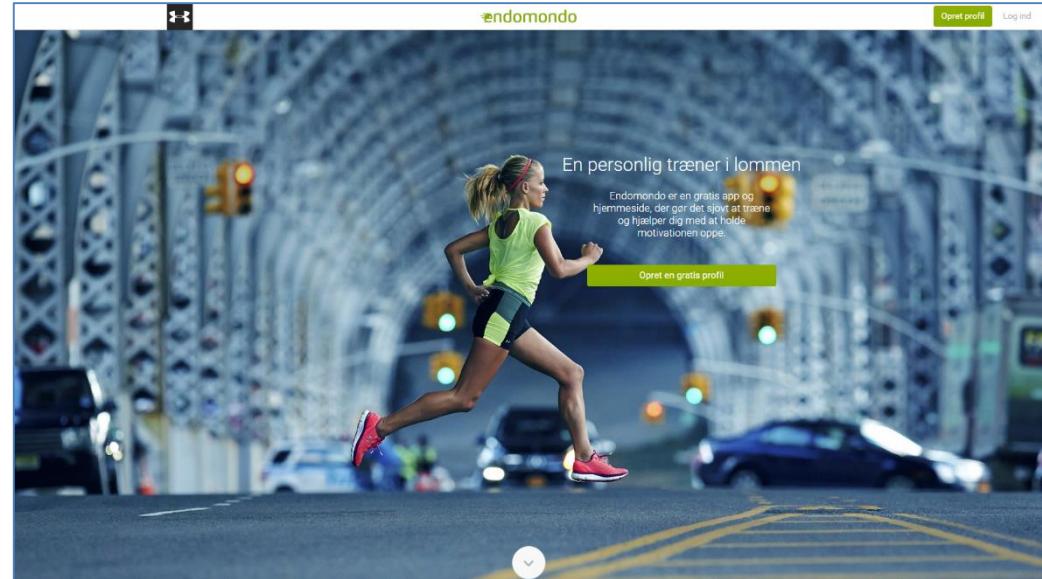
Be responsive or be lost

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# Mobil phone

Mobil = moveable or  
on the move!

Mobil every ware all the  
time for every one.



*"...worth pointing out that the most important opportunities come from people's needs and not from any specific hardware features."*

– Luke Wroblewski

## Mobile first

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# Mobil phone = Pocket spy

Mobil every ware all the time for every one, collecting everything.

Generates and collects data.



A screenshot of a TED talk video page. The title of the video is "Your phone company is watching" by Malte Spitz. The video thumbnail shows a man with a beard speaking. The page includes standard video controls like play, volume, and full screen, along with options to "Watch later", "Favorite", and "Download". The TED logo is visible at the top left, and there are navigation links for Watch, Discover, Attend, Participate, and About.

Privacy?

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## Native vs. Web

## Responsive vs. Adaptive

Responsive vs. adaptive

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A technique that allows your design to be responsive to different devices.  
Meaning that it...

... responds to the screen resolution and size to render an experience optimized and usable for many types of devices.

But for this to work you assume that the content remains the same!

### Good for:

Smaller website where content remains the same regardless of device and use.

## Responsive design



Represents a design that easily adapts to devices. Meaning that...

... the content is designed in a way that a system can serve it up on multiple devices, and in slightly different ways.

Can be more expensive and take longer to develop.

### Good for:

Larger sites and applications with unique content for different devices and different use situations.



## Adaptive design

**Native apps** are applications you need to download (a programme) created for and intended to run on the OS of smartphones.

- + Access to a lot of functions
- Price and app stores.

**Web apps** are webpages optimized for smaller screen size and use on smartphones.

- + Cheap to make
- None of the functions



## Native- and Web App

Native apps allows you to use phone attributes:

- *Direction*: from a digital compass
- *Gyroscope*: 360 degrees of motion
- *Audio*: input microphone; output speaker
- *Video and image*: capture input from camera
- *Dual cameras*: front and back
- *Device connections*: through Bluetooth
- *Proximity*: device closeness to physical objects
- *Ambient light*: light/dark enviro awareness
- *NFC*: Near Field Communications by RFID-tags

Attributes add possible complexity to the  
**Interactions** with the interface.

Accelerometer and more



	ACCURACY	POSITIONING TIME	BATTERY LIFE
GPS	10m	2-10 minutes (only indoors)	5-6 hours on most phones
WiFi	50m (improves with density)	Almost instant (server connect and lookup)	No additional effect
Cell tower triangulation	100-1400m (based on density)	Almost instant (server connect and lookup)	Negligible
Single cell tower	500-2500m (based on density)	Almost instant (server connect and lookup)	Negligible
IP	Country: 99% City: 46% US, 53% International Zip: 0%	Almost instant (server connect and lookup)	Negligible

**TABLE 3.1:** An overview of the different ways a modern mobile device can detect your location. Smartphones make hybrid use of GPS, WiFi, and cell tower triangulation; laptops and desktops use WiFi, IP, and only rarely GPS.

## Location data

# Perspectives on design for mobile



Mobile First

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There are more devices connected to the internet than there are people alive on earth. Most of these devices are mobile.

1. Prepares you for the explosive growth and new opportunities emerging on mobile today.
2. Forces you to focus and prioritize your products by embracing the constraints inherent in mobile design.
3. Allows you to deliver innovative experiences by building on new capabilities native to mobile devices.

Google optimization = this is where your users are.



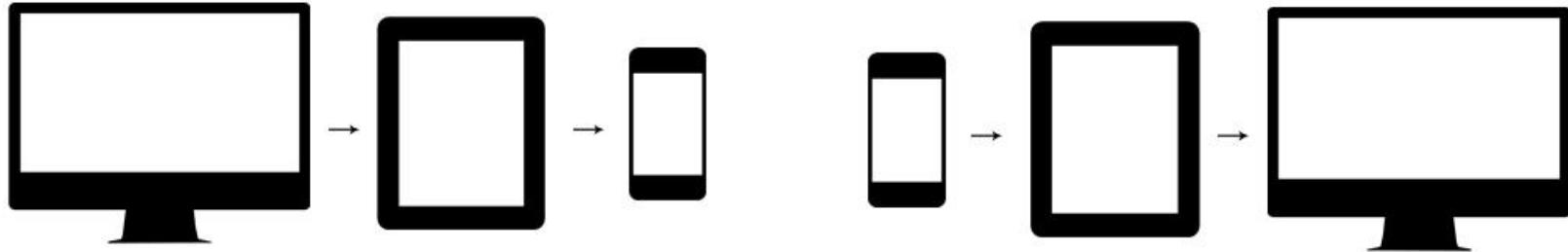
Luke Wroblewski

## Why Mobile First

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## Graceful Degradation vs. Progressive Enhancement



Starting out with a lean and quite impressive product. A product that looks and functions well despite the many restraints that you faced. You get to decide how to make it even more robust!

**Content first and navigation second**

Get the user to the most important stuff right away.

How to Mobile First

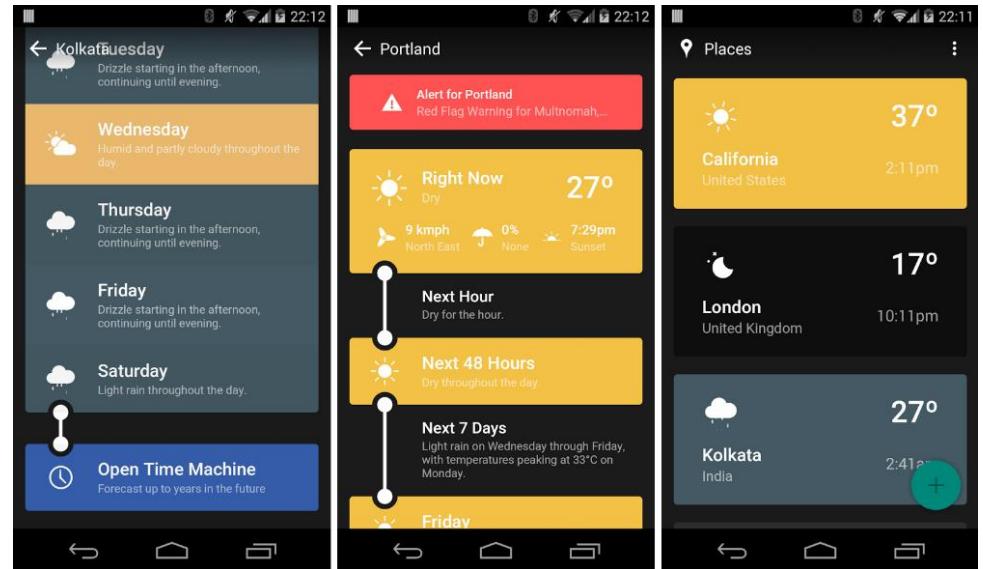
The same principles as for web and all other interfaces. The trick is making the right trade-offs for the size!

What part of your concepts is relevant on mobile?

Tap, tap, down, down into the depths of the app.

### Krugs recommendations

- Zooming?
- Accurate links?
- Link to full website?



Krug on mobile



Flat or realistic design



# 2013

WAS THE YEAR OF THE BATTLE...

- FLAT DESIGN VS. REALISM



Turn your volume up

SHARE THIS WORK:

Share 91K Tweet

FOLLOW US:

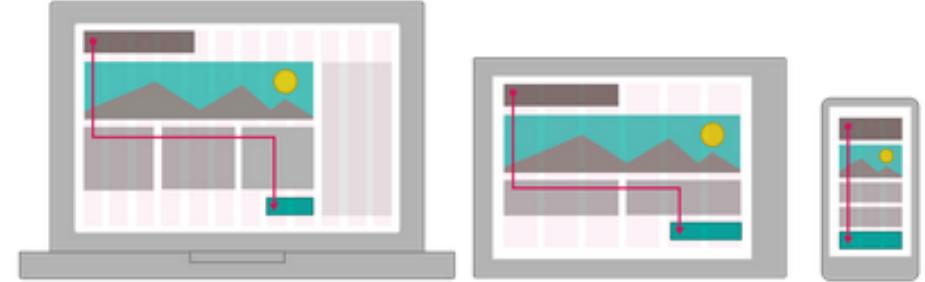
Like 22K FB WEB



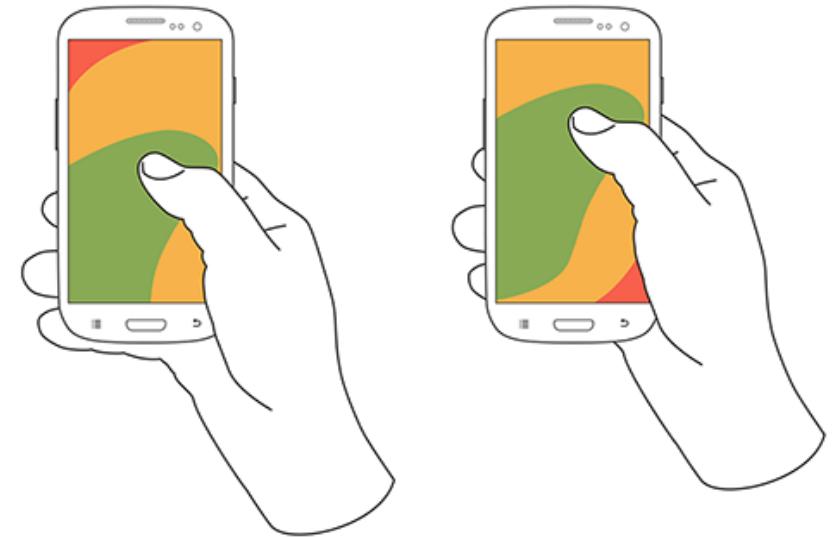
## Flat or realistic design

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Attention areas on screen?



Learnable designing.



Not content but context is king!

# Optimize website for Mobile

**Part 1:** Put all your cell phones away and don't press F12! Work in couples.

Go to: <http://www.usatoday.com/>

Discuss (and write down) what this website should look like on a smartphone.

- What content is most important/relevant?
- Responsive or adaptive? Or a native app?
- Flat or realistic design? Photos or text?
- Ideas for use of mobile attributes special and gestures/interactions?

**Part 2:** Check the website on your smartphone:

- At what points have they followed your suggestions?
- Are their solution better or would they benefit from your suggestions?

## Exercise

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## Optimize website for Mobile

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- Flat or realistic design? Photos or text?
- Ideas for use of mobile attributes and special gestures/interactions?

**Part 2:** Check the website ~~make an sketch that all of you agree on.~~

- At what points have they followed your suggestions?
- Are their solution better or would they benefit from your suggestions?

## Exercise

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Hey there! I'm writing a book called [Atomic Design](#), which is all about crafting effective interface design systems. You can [read the latest draft here](#) and support the project by [preordering the book](#). Thanks!

brad frost

[web](#) [blog](#) [speaking](#) [contact](#)

# THIS IS WHAT I DO.

## WEB DESIGN

I aim to create experiences that look and function beautifully across anything that can access the web. I am a web designer based in beautiful Pittsburgh, PA.

## SPEAKING

I'm extremely passionate about what I do and love talking about where the Web is going. I [speak about design, development and more at](#)

## WRITING

I write about responsive design, atomic design, and more on my blog. I'm writing a book called [Atomic Design](#), and have contributed pieces to a number of publications, magazines and books.

## WORKSHOPS

I give workshops about responsive web design, atomic design, the modern Web design process, and more at companies and conferences.

## Responsive Navigation Patterns

## Complex Navigation Patterns for Responsive Design

Brad Frost

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## Basic navigation

Top Nav or “Do Nothing” Approach

The Footer Anchor

The Select Menu

The Toggle

The Left Nav Flyout

The Footer Only

The “Hide and Cry”

## Complex navigation

The Multi-Toggle

The Ol’ Right to Left

The ‘Skip the Sub-Nav’

The Priority+

Off-Canvas Flyout

The Carousel+

Frost’s patterns

A green circular graphic containing white circles of varying sizes, resembling snowflakes or frost patterns.

# Exercise

Part 1:

In couples pick out a set of navigation patterns for your USA today app. Build an argument as to why by using the pros and cons.

Part 2:

Share your choices with the other couple at the table.

Navigation – Using Frost

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# Recap

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# Break 30 minutes

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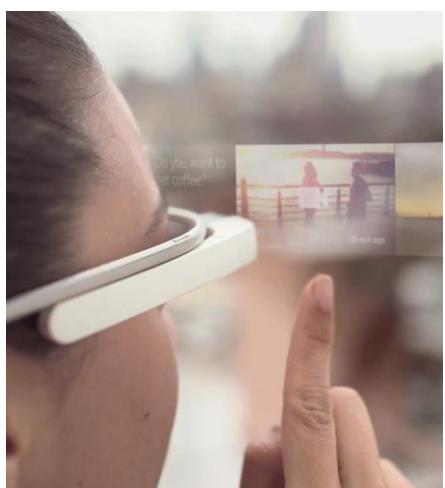


Why other platforms?



# The Smart city and "Everyware"

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# Designing for other channels

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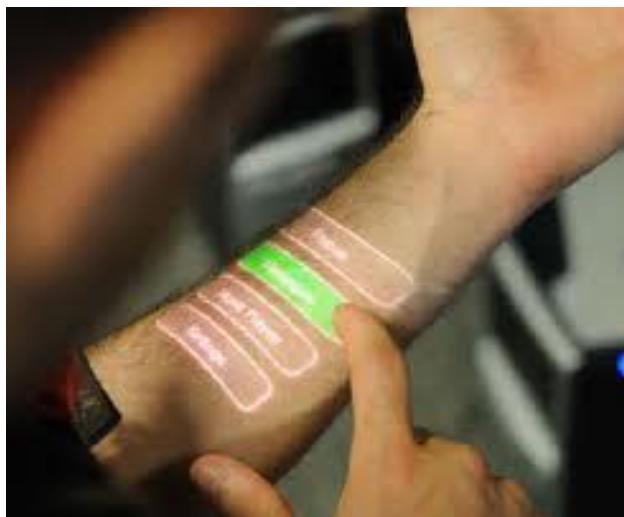
# Creative Interfaces

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**"Most usability testing regimes assume the context of a person facing a computer, the luxury of the person's full attention, and a comfortable environment with minimal distractions. Information appliances, on the other hand, need to work in low-attention situations, or where the user's attention needs to be fleetingly channeled through the appliance while walking, talking, or any of the multitude of other day-to-day activities that would be routinely classed as distractions."**

David Pereira

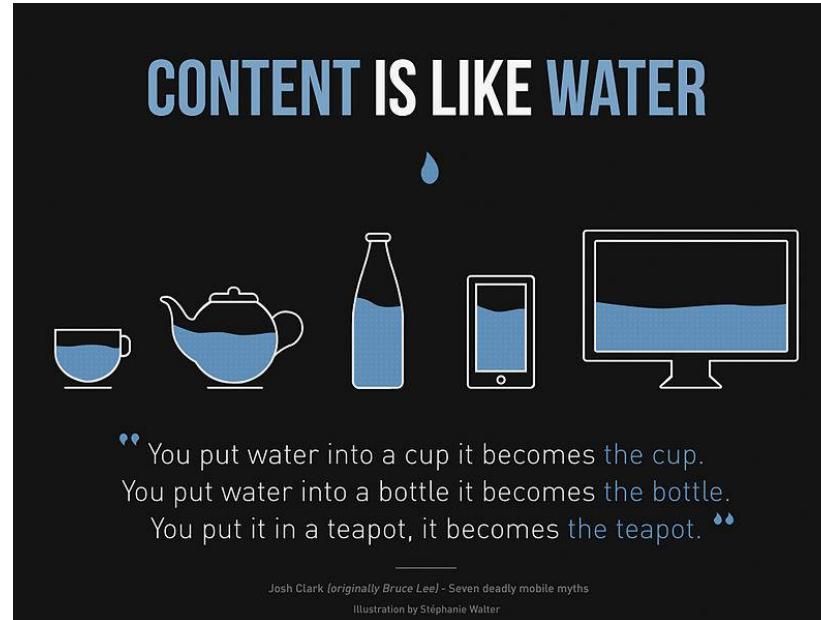
New usability issues?



# UX Design for mobile and more

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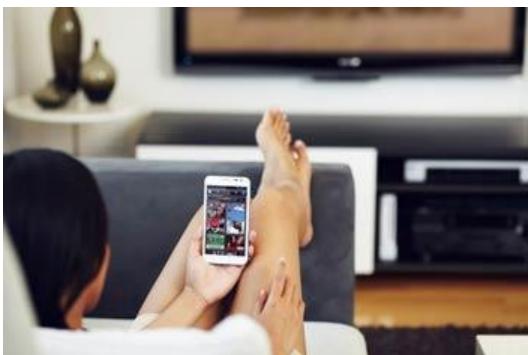
”The medium is the message”



Does the water taste same?

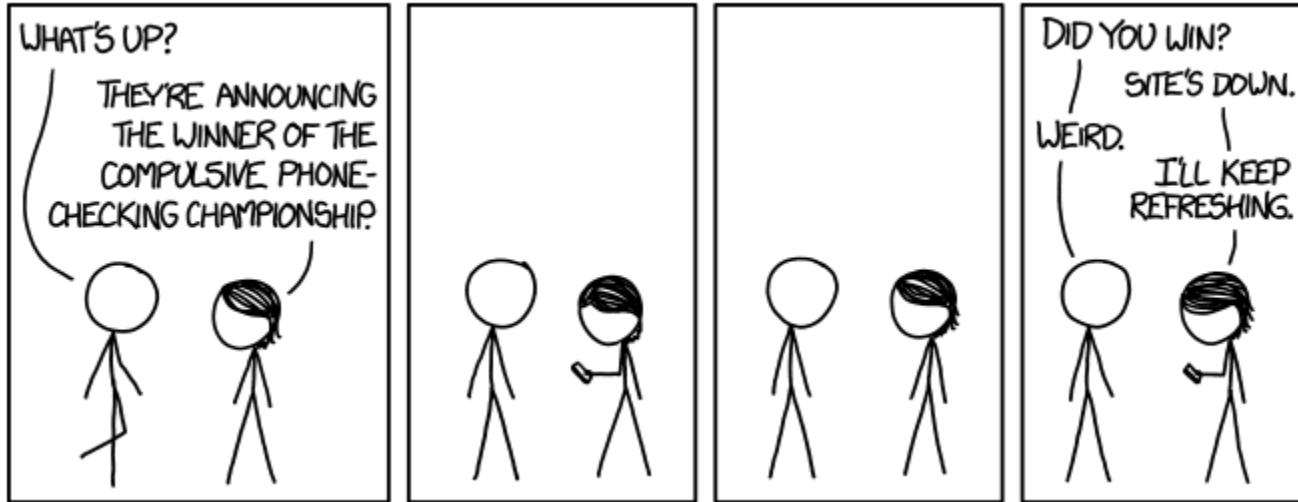
Macluan

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# Where do you mobil`?

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I: Where were you when you learned you'd won?

W: I was actually asleep; I woke up when I refreshed the website and saw the news.

Mobile

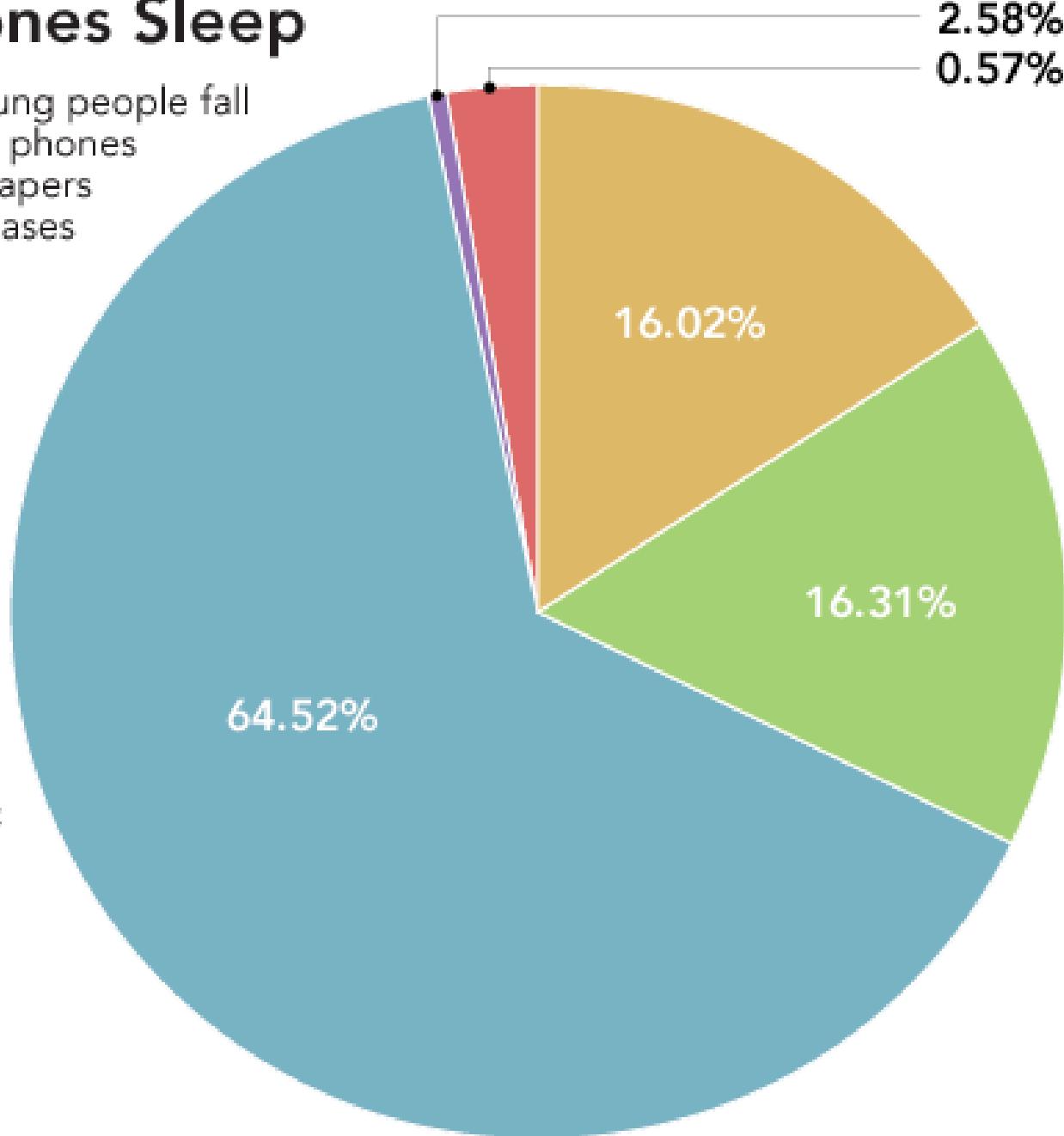
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# Where Our Phones Sleep

Nearly three-quarters of young people fall asleep each night with their phones within reach. That number tapers off in middle-age and decreases in the 65+ category, where people are equally likely to sleep with their phone in another room. Using a phone before bed has been shown to interfere with length and quality of sleep.

- In a different room from where I sleep
- In my bedroom, but not in a place where I can reach it
- Next to my bed, in a place where I can easily reach it
- In the car
- Other / Varies



i've been thinking about  
how we stare at computers

Kyle McDonald

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Jacob Nielsen (the guy with the heuristics) wrote a book on mobile usability including guidelines. It is called... Mobile Usability.

Best practise guidelines for usability testing touchscreens are still under development. Too many screen sizes and new use contexts?

The same principles apply! Even when technology changes.

What does it really mean to be *mobile*?



Things in situation



## Registration

New to Amazon.co.uk? Register Below.

My name is:

My e-mail address is:  madsvj3@gmail.com

Type it again:

### Protect your information with a password

This will be your only Amazon.co.uk password.

Enter a new password:

Type it again:

---

[Conditions of Use](#) [Privacy Notice](#)

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Sign-up  
Payment  
Registration  
Donation

# Collecting information in Forms

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The homepage is not the most important page on the site.

The page that converts a visitor to a customer or user or sharer might be the most important.

Update Bag

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	KT SHORTS #01 MEDIUM	<input type="button" value="1"/>	x	25,00 €
---	-------------------------	----------------------------------	---	---------

---

SUBTOTAL	25,00 €
----------	---------

---

SHIPPING	<input checked="" type="radio"/> FLAT RATE: 4,90 € <input type="radio"/> PICKUP IN BERLIN (FREE)
----------	---

---

TOTAL	29,90 € (INCLUDES 4,77 € MWST.)
-------	------------------------------------

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"We loose customers somewhere in the buy form?"

The why of forms



# DONATE NOW

Big Life depends on your donations to keep our operations running. Thank you for your generosity.

DONATIONS ARE WELCOME FROM AROUND THE WORLD



One Time Donation

\$ 0.00

USD

Recurring Monthly Donation ([Ranger Club](#))

\$25

\$35

\$50

\$100

\$250

Other

How are you paying?\*

Check

Credit Card

PayPal

\* required fields



**JOIN THE RANGER CLUB**

Your monthly support helps keep our operations running year-round. [Learn about the Ranger](#)

make sure you get your stamp in the address if the address is not entered correctly, you will not receive your stamp.

# The what is forms

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## Make it fast to complete.

- Shortcuts like "tab" and pre defined digits in number fields.
- A clear description/label.
- Clear buttons and type of button + area highlights.

## Use gestalt and grouping.

- Indicate related info with boxes.
- Break it down to provide overview.

## Stay vertical and stay on one page.

- Reconsider all that negative space.
- Stay simple to not disturb the customer.
- Maybe - provide a bit of relief?

The image shows a user interface for a sign-up process. It features a dark background with teal and grey accents. At the top, there are two buttons: 'Sign Up' in a teal box and 'Log In' in a grey box. Below these buttons is the text 'Sign Up for Free'. The main area contains four input fields: 'First Name\*' and 'Last Name\*' in a row, followed by 'Email Address\*' and 'Set A Password\*' below them. At the bottom is a large teal button labeled 'GET STARTED'.

# How to do forms

## Dumb users?

- Provide help text as fold out or thumbnail on hover. Explain why action is necessary.
- Make clear what is (Optional) or required\*.

## People will make mistakes – plan for it.

- Don't make them redo everything on one missed click.
- Choose smart forms for calendar and numbers.
- Write decent and meaningful error messages.

## Do user test and be ready to change the layout.

- People have been doing this for a long time and still get it wrong.
- Habits change. Keep your form up to date.

Registration

Personal  Company

Email

Name

Password

Male  Female

By clicking Register, you agree on our [terms and condition](#).

Register

# How to do forms



THE INTERACTIVE  
SUBSCRIPTION FORM  
BY CATHERINE  
& LILIANE

[theinteractiveform.com/](http://theinteractiveform.com/)

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## **Personal information:**

- Name and Address
- Email
- Phone number

## **Functions:**

- Ability to change the order.
- Escape hatch.

## **Payment information:**

- Type of card
- Card number, Expiration and Control number

## **The “I accept terms and conditions”:**

- Some form of button

## **Overview of order, cost and delivery:**

- What product
- How many
- Final prize
- Date of delivery.

## **Complaint:**

Your boss is in trouble! Customers goods are being stolen.

## **Add an - ID-check:**

- Pick ID you will show on delivery
- Explanation of this.
- Reminder of this.

Design a form - Screen size 1024x768

# Moving from forms to designing Client Management System or other backend systems is a short step.

The screenshot shows a client management system interface with the following sections:

- Activity:** Shows a feed of recent interactions:
  - Arbejde 1 (Art Director assistant): Ansgning by Mads Vestergaard Karkov Holst, 5 months ago.
  - Aros (Firma): Firma by Mads Vestergaard Karkov Holst, 5 months ago.
  - Guidekoordinator TrapHolt (Ansgning): Ansgning by Mads Vestergaard Karkov Holst, 8 months ago.
  - Digital Redaktør (Ansgning): Ansgning by Mads Vestergaard Karkov Holst, 8 months ago.
  - TrapHolt (Firma): Firma by Mads Vestergaard Karkov Holst, 8 months ago.
- Arbejde Tasks:** Shows 0 tasks. A green "+ CREATE TASK" button is available.
- Arbejde Calendar:** Shows 0 meetings or events. A green "+ ADD TILE" button is available.

## Forms and beyond that?

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# Designing UX for other channels

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# Reality Check with Scademinds. Working in the field or on the go



- How to design interface for tools.
- Be aware of physical constraints.
- Be aware of other tasks (open a door).
- The reality is never the same.
- Interference from work conditions.
- Think about new employees.
- Will conditions change in the future?

Mobile work station

Steve Krug



# DON'T MAKE ME THINK

*revisited*

and Mobile

A Common Sense Approach to Web Usability

"...There is no one "right" answer to most usability questions. Design is a complicated process and the real answer to most of the questions people ask me is "It depends"..."

– Steve Krug, Don't make me think

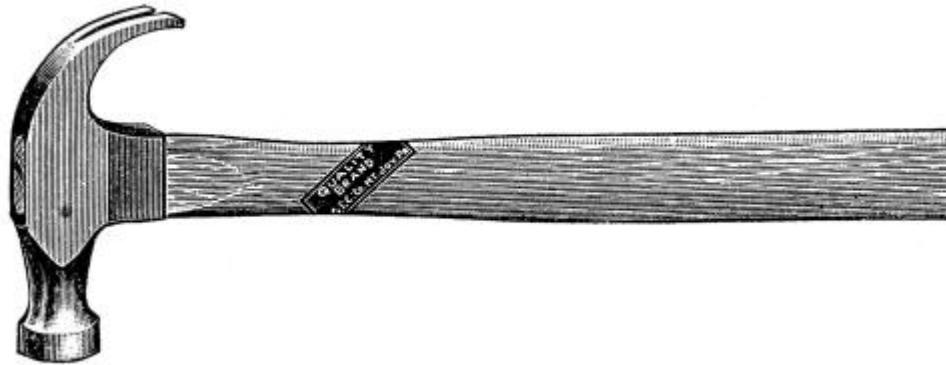
Don't make me think

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Does not mean you should not be thinking –  
you have to think when shopping or moving around online!

Means - Think of your task at hand, not at how, where or when.



Remember Heidegger?

Don't make me think

# The F-model

## WHAT WE DESIGN FOR... THE REALITY...



How we read on the web

## We look until we are satisfied

1. Try a search-query.
2. Look through the result (only first page).
3. Click one that sounds about right or has the right words.
4. Look for the answer (we don't actually know it, but we will, if we find it).
5. If the answer is not there, repeat from step 1.

How we read on the web [Krug]

Lunch 30 minutes

---



A A A  
24" 12" 6"  
Distance from face

Use eyes to Search

866 217 2442 toll free Social

What we do Meet the team Order this website Contact

Printed  
By  
Somerset®

We're not web designers,  
we're printers. Our veins run  
thick with ink and nothing  
seems right unless we can

Web it up

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## **1. Discoverability and Understanding:**

- Can I find your way through the webpage? What is this site's mission and goal? Why does this page exist?

## **2. Who are they targeting, what user segment and where?**

- How can you tell? What is their communication strategy?

## **3. What would it look like on a mobile platform?**

- Would you consider responsive, adaptive or a native app as the best mobile solution for this site?

## **4. Can you find examples of:**

- |               |              |                      |
|---------------|--------------|----------------------|
| - Affordances | - Signifiers | - Animations         |
| - Mapping     | - Feedback   | - Data visualisation |

Web web web web art?

# Exercise

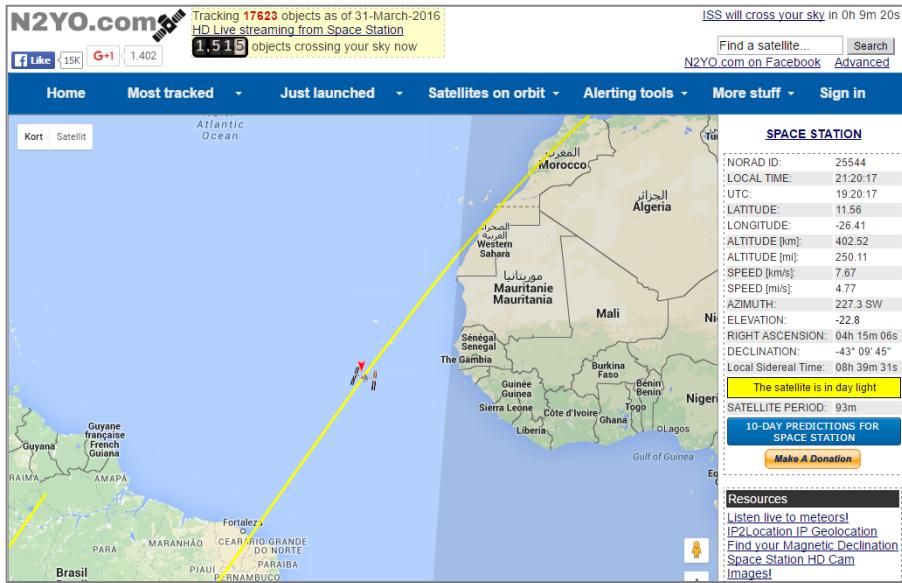
Design a proposal for a mobile version of this site: [www.n2yo.com](http://www.n2yo.com)

- Make a chose between adaptive, responsive or native app.
- Colors and Fonts are up to you, but don't spend too much time on this, think about the UI and UX. The client prefers colours from the website.
- One of the key requirements is that the mobile version is simple and intuitive to use as some of the users may not be very computer literate.

**In one hour you must have:**

1. A Mock-up, detailed sketch or similar visual representation.
2. A redesigned signup-form for this site.
3. A list of content prioritized to fit the mobile version
4. Navigation pattern choices - introduced by Frost.

1 hour design challenge



Two minute presentation "around the table".

Every group has one vote.

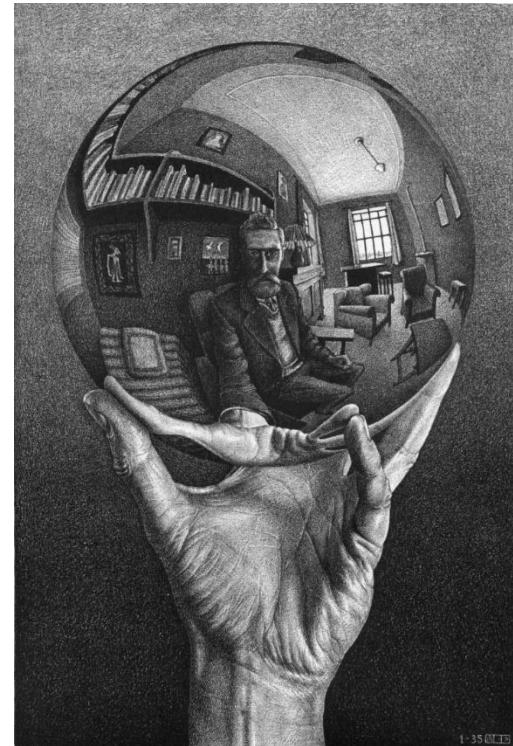
The app with most votes is the winner.

# Voting

BUSINESS ACADEMY  
AARHUS

# Moving to other platforms

- Making mobile interfaces has consequences for users and products.
- Adaptive designs changes content.
- Responsive designs maintains content.
- Mobile First is Content First.
- Flat design and realistic design.
- The Internet of Things and Smart Cities.
- Designing forms with high usability.
- We scan and muddle through instead of reading everything on a site.



What happened today?

# Next time:

**Topic:** Communication strategy, content, context and the art of visualizing data. Understanding primary site structure and communication strategy, plus how to work with content priority. Data visualization and content audits as tools.

## Read / Watch:

[[McCandless](#)] TED talk about the power of data visualisation.

Video 18 min. Write two questions down!

[[Cunningham](#)] Strategic Com. in the New Media Sphere.

[[Weinsberg](#)] The Not-So-Universal Language of Laughter

Next time

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