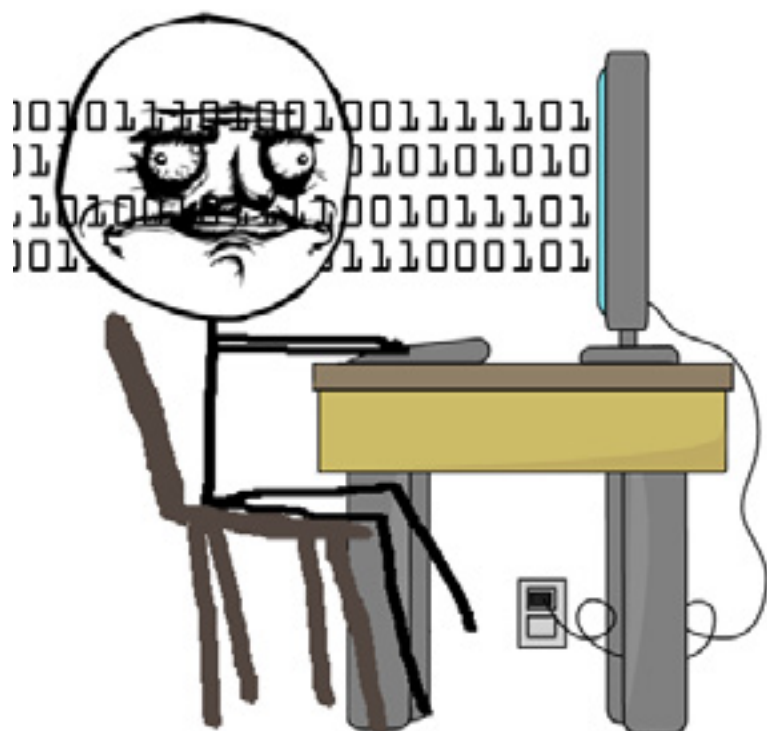


Mobile Application Design vs. How to understand a designer

@emiliamaj





**YOU ARE
THE CSS
TO MY
HTML**

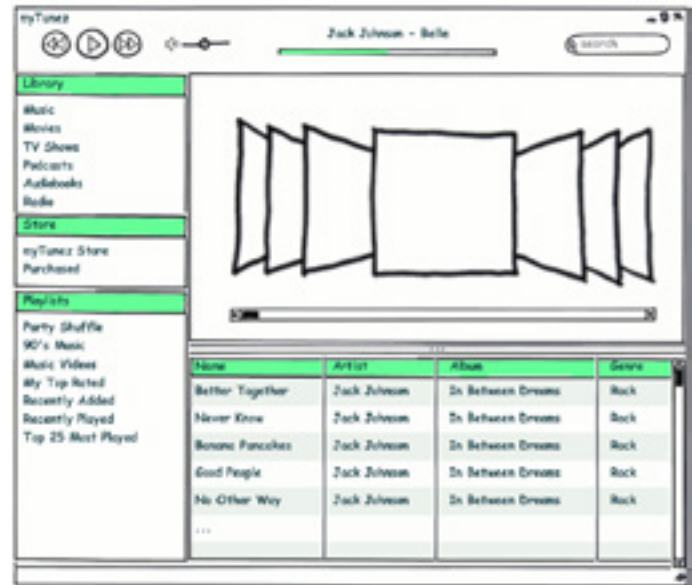


**to understand
to cooperate
to learn from each other**

How to build a mobile application?



1. Analysis



2. Mockups



3. Graphic Design



4. Implementation

analysis

- What kind of app we want to build?
- What is the core feature?
- Who is our target?
- What user gains?
- What are the goals and motivations of a user?
- In what context your application will be used?

➡ **write down and group:** requirements, needs, ideas, inspirations





requirements analysis

Needs

Features

big amount of data



user account

recommendations



users rating

places suggestions



geolocation

engaging



shares




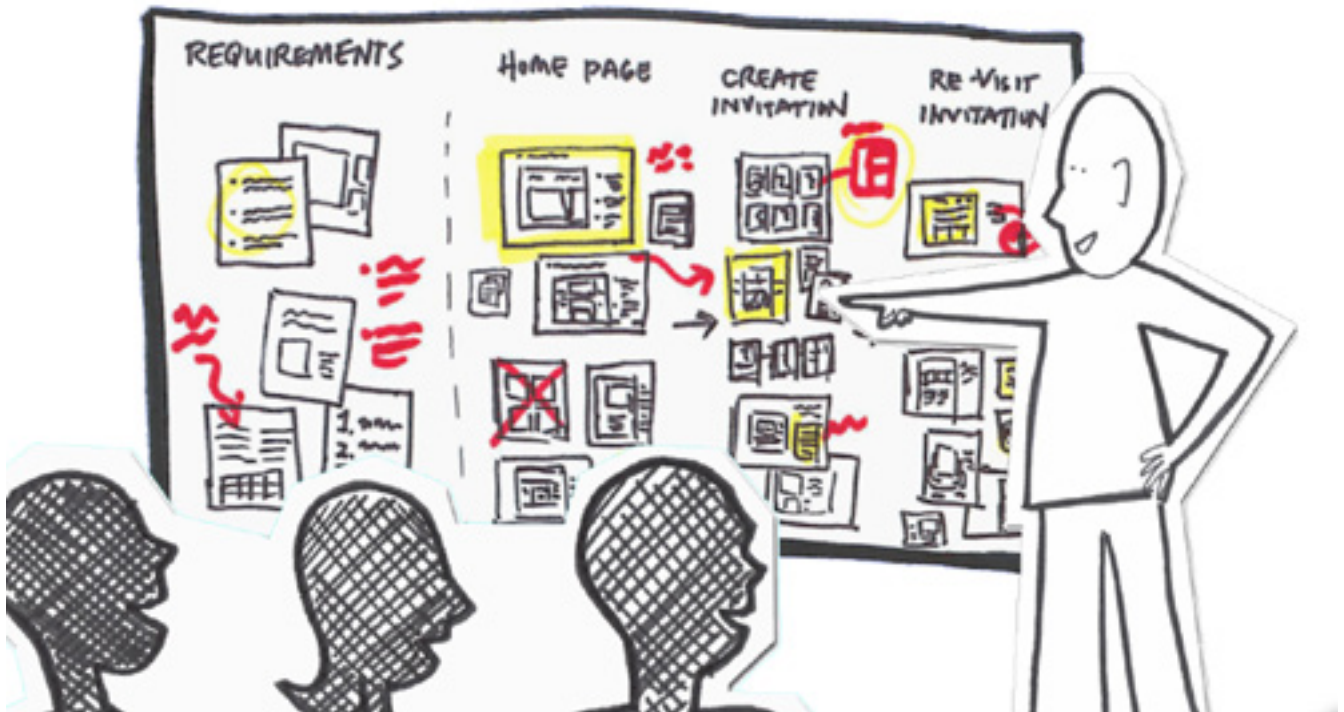
requirements analysis

Must be

Should have

Nice to have

 **feedback** – share your ideas with a team and everyone who gives a constructive opinion



➡ **mockups** – rough and not very accurate idea of the project



mockups

- **draw quickly:** wall + marker
- show only **the most important features**
- **search for different approaches**, do not stop at one, even if you like it
- **investigate a variety of solutions**
everyone draws 4, 2 i 1 version; after: one final together
- **if you don't know what to do, then draw whatever**
the most important is to think aloud and draw it
- if you get confused, **start from the beginning**



Information Architecture – the art and science of organizing and labeling information to support usability

- **Organization**
- **Labeling**
- **Navigation**
- **Research**



usability – is the ease of use and learnability of a human-made object

Definition by Jakob Nielsen:

Learnability: How easy is it for users to accomplish basic tasks the first time they encounter the design?

Efficiency: Once users have learned the design, how quickly can they perform tasks?

Memorability: When users return to the design after a period of not using it, how easily can they reestablish proficiency?

Errors: How many errors do users make, how severe are these errors, and how easily can they recover from the errors?

Satisfaction: How pleasant is it to use the design?



User Centered Design – users are involved in the design process to identify their needs, constraints and goals

- each step of the product development takes place with the participation of users (from the initial interview until the final tests)
- user needs and behavior are the basis for a information and navigation hierarchy
- business objectives, functionality and technological capabilities are secondary

„User Experience encompasses all aspects of the end-user [on-line] interaction with the company, its services and products.”

Nielsen Norman Group, „User Experience - Our Definition”



heuristics

Heuristics by Donald Norman:

Visibility – I see what is going on

Feedback – I see the effects of my actions

Constraints – I know why I'm not able to act

Mapping – I know where I am and how I get around

Consistency – I recognize similar elements of the system


Afordance – I know what to do

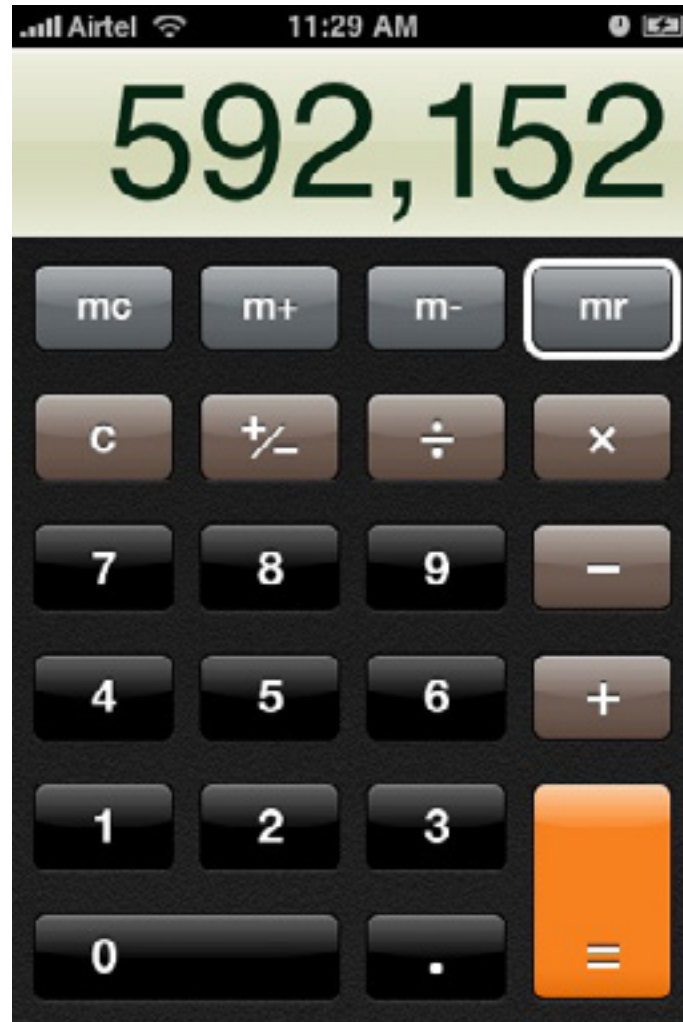
 **visibility** – I see what is going on



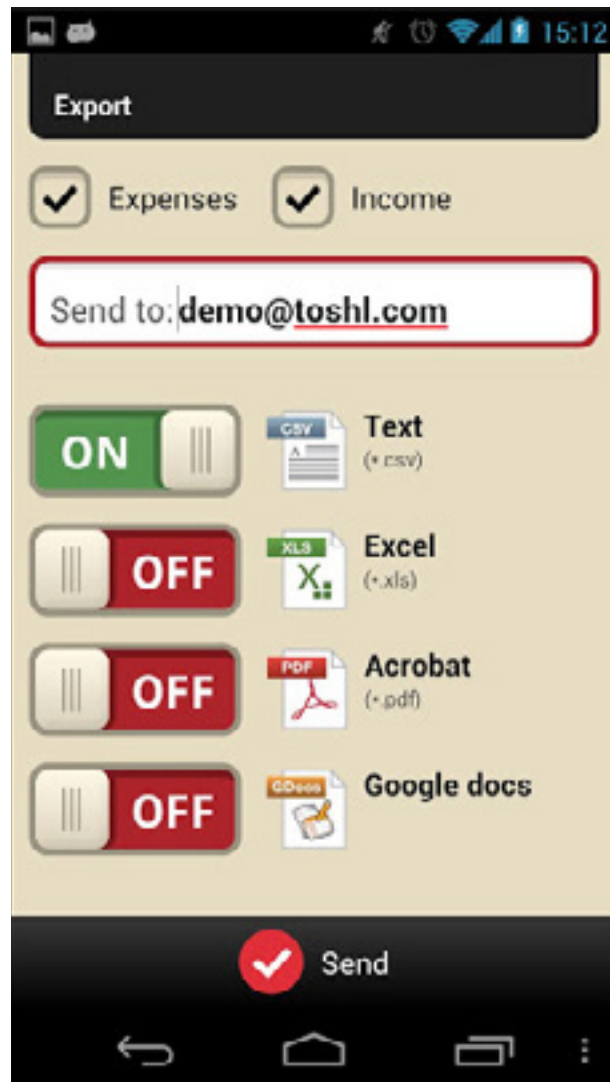
Szukaj w Google

Szczęśliwy traf

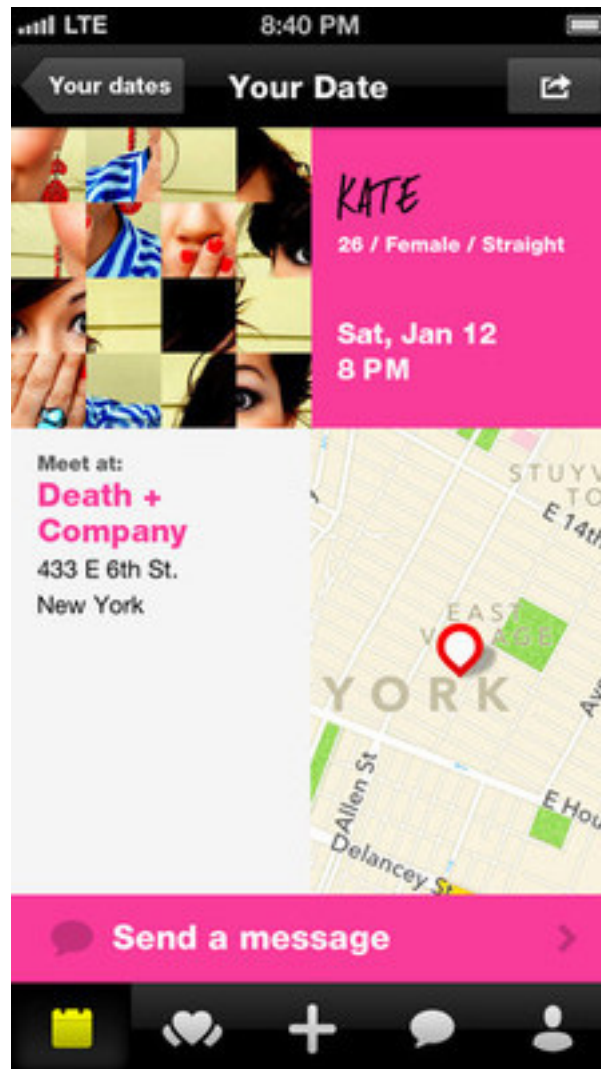
 **feedback** – I see the effects of my actions



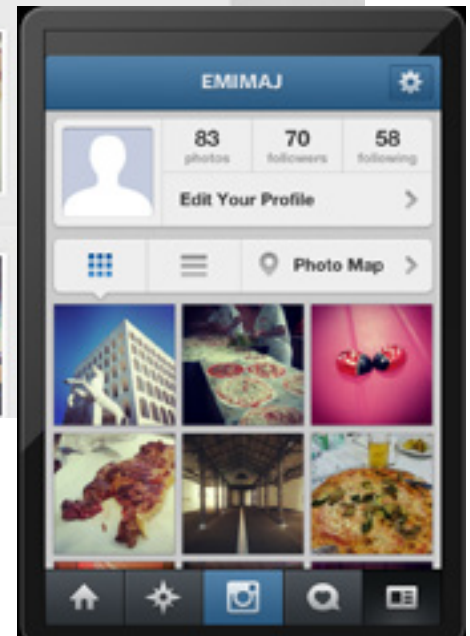
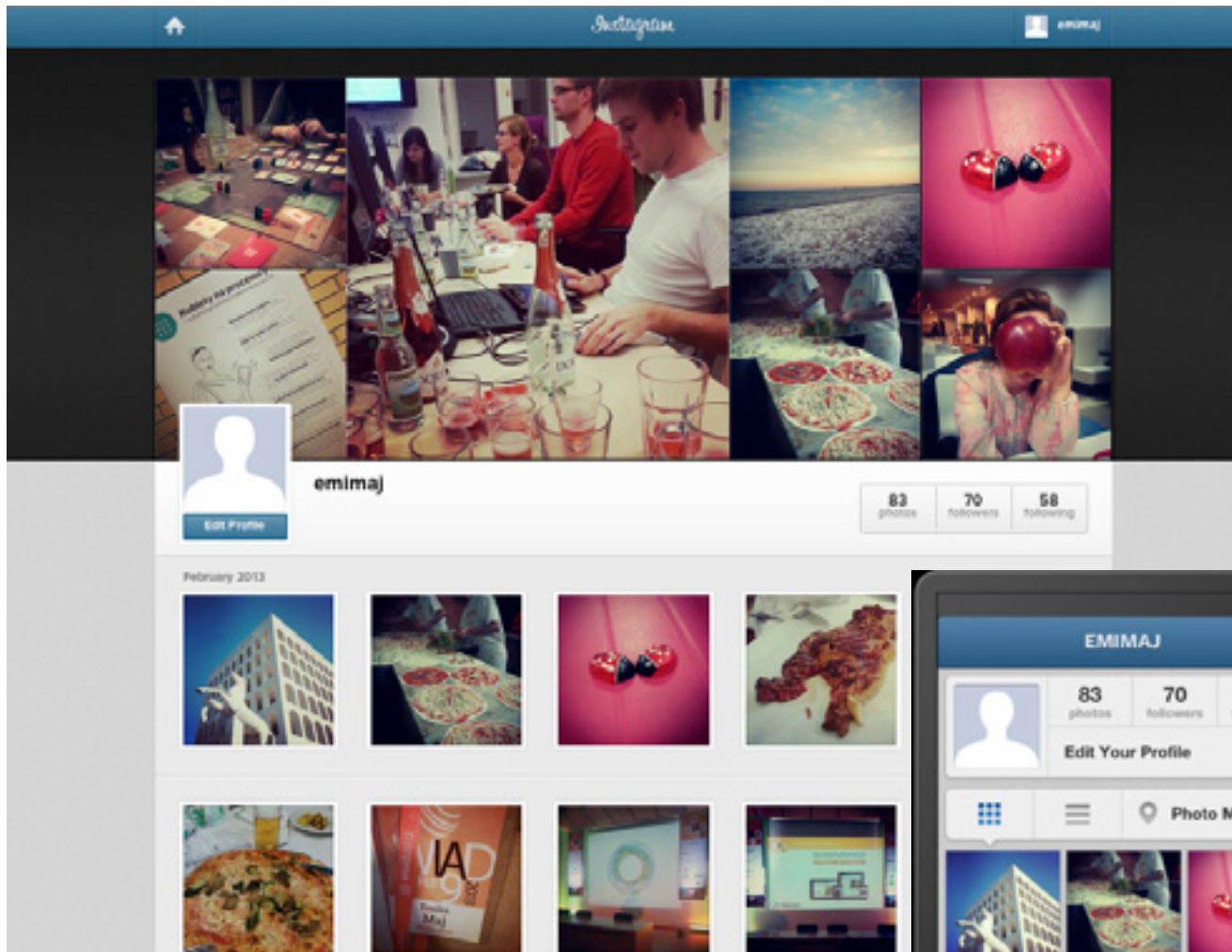
➡ **constraints** – I know why I'm not able to act




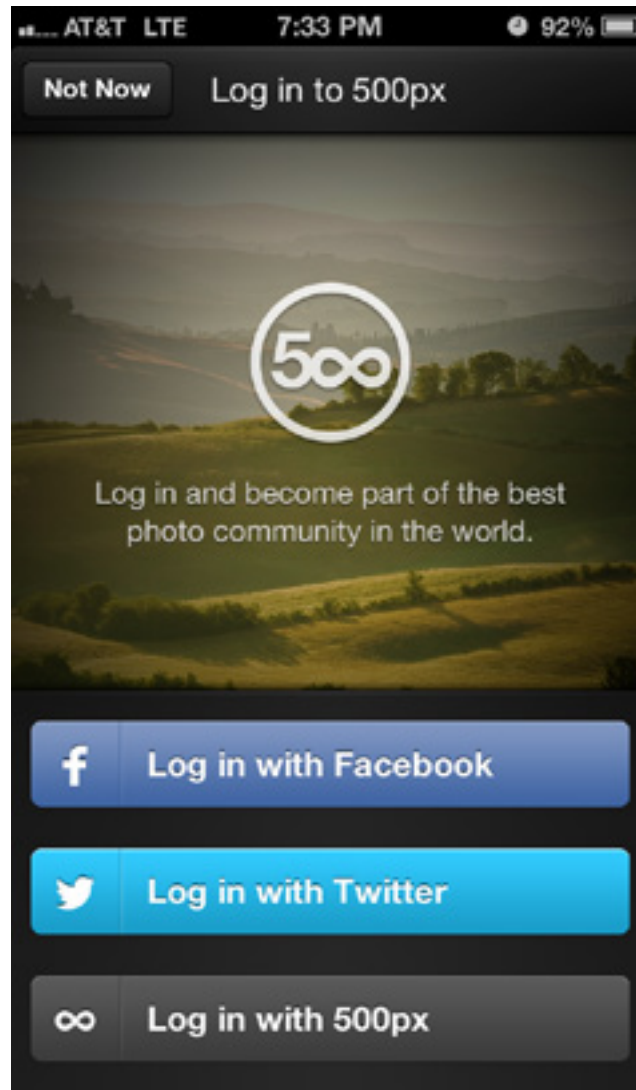
➡ **mapping** – I know where I am and how I get around



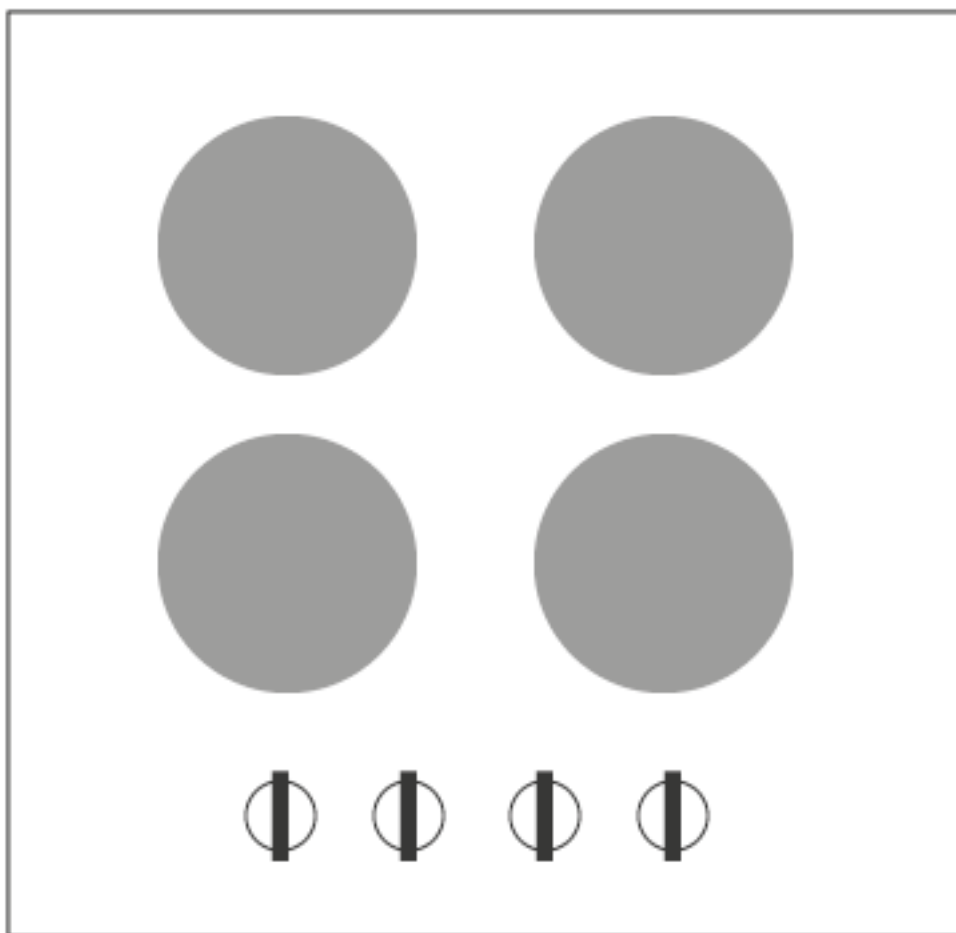
➡ **consistency** – I recognize similar elements of the system



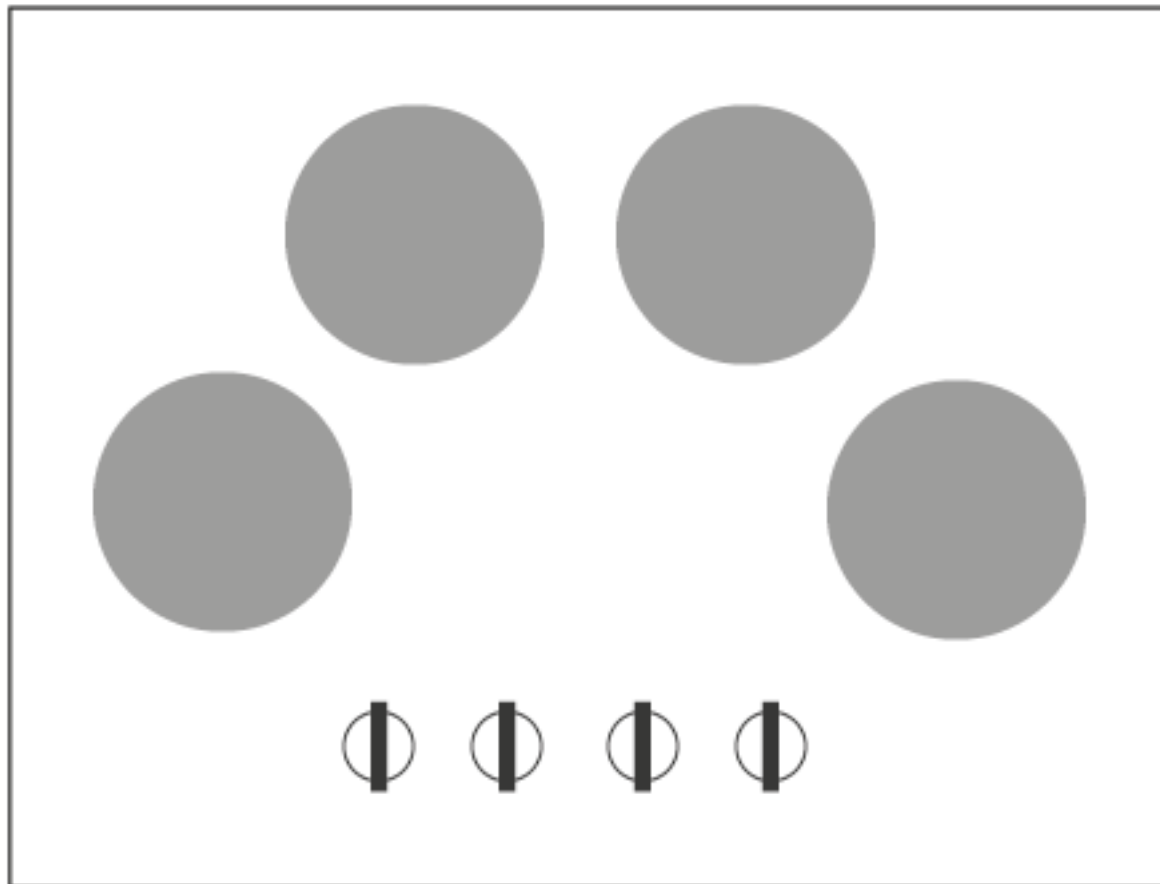
 **afordance** – I know what to do



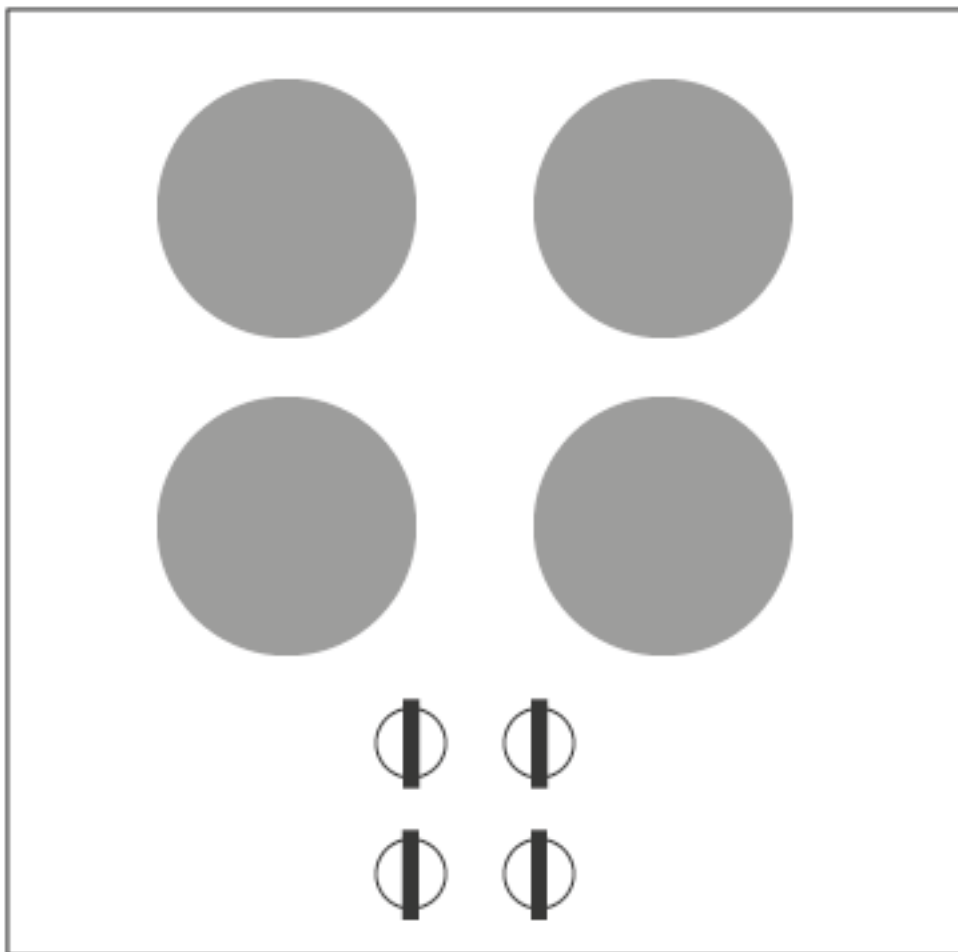
 affordance



 affordance



 affordance





good advice

- don't think about solutions but about needs
- think about user as a busy and “mobile” man
- simplify as much as you can
- one main feature per screen
- the fewer steps in navigation, the better
- don't duplicate the functionality (but group logically)
- use global applications (mental model)

information limit

- We tend to contain information in 3-4 groups (e.g. the phone numbers 506 96 80 97). Step-by-step navigation is usually better
- We get lost ourselves in a “deep navigation” systems
- We have difficulty with an effective selection of the more than 3-4 variants



the paradox of choice – in case of too many possibilities
we're stressed and often don't choose anything
(decision-making paralysis)

- | | | | |
|-----------------|----------------------|----------------------|----------------------|
| • Performa 635 | • Performa 200 | • Centris/Quadra 650 | • PowerBook Duo 230 |
| • Performa 636 | • Performa 400 | • Centris/Quadra 660 | • PowerBook Duo 250 |
| • Performa 637 | • Performa 405 | • Quadra 800 | • PowerBook Duo 270 |
| • Performa 638 | • Performa 410 | • Quadra 840 | • PowerBook Duo 280 |
| • Performa 640 | • Performa 430 | • Quadra 950 | • PowerBook 520 |
| • Performa 5200 | • Performa 450 | • Power Mac 5200 | • PowerBook 540 |
| • Performa 5215 | • Performa 460 | • Power Mac 5300 | • PowerBook Duo 2300 |
| • Performa 5300 | • Performa 466 | • Power Mac 6100 | • PowerBook 5300 |
| • Performa 6110 | • Performa 467 | • Power Mac 6200 | |
| • Performa 6112 | • Performa 475 | • Power Mac 7100 | |
| • Performa 6115 | • Performa 476 | • Power Mac 7200 | |
| • Performa 6116 | • Performa 550 | • Power Mac 7500 | |
| • Performa 6117 | • Performa 560 | • Power Mac 8100 | |
| • Performa 6118 | • Performa 575 | • Power Mac 8500 | |
| • Performa 6200 | • Performa 577 | • Power Mac 9500 | |
| • Performa 6205 | • Performa 578 | • PowerBook 145 | |
| • Performa 6214 | • Performa 580 | • PowerBook 150 | |
| • Performa 6216 | • Performa 600 | • PowerBook 160 | |
| • Performa 6218 | • Performa 630 | • PowerBook 165 | |
| • Performa 6220 | • Performa 631 | • PowerBook 180 | |
| • Performa 6230 | • Quadra 605 | • PowerBook 190 | |
| • Performa 6290 | • Centris/Quadra 610 | • PowerBook Duo 210 | |
| • Performa 6300 | • Quadra 630 | | |

**Apple products
in the 90's**

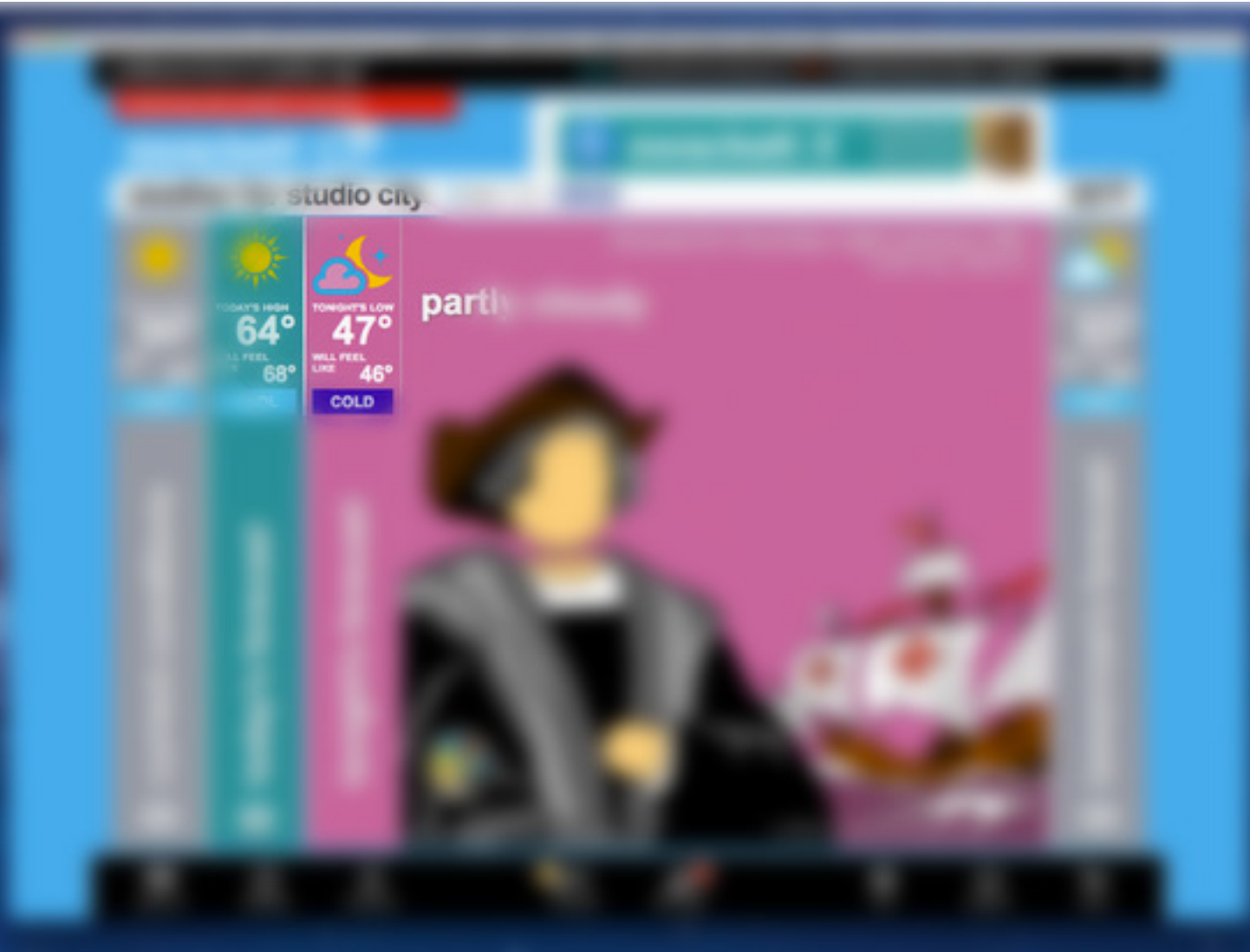
➡ the paradox of choice

Apple products around 2000, after reduction by S. Jobs

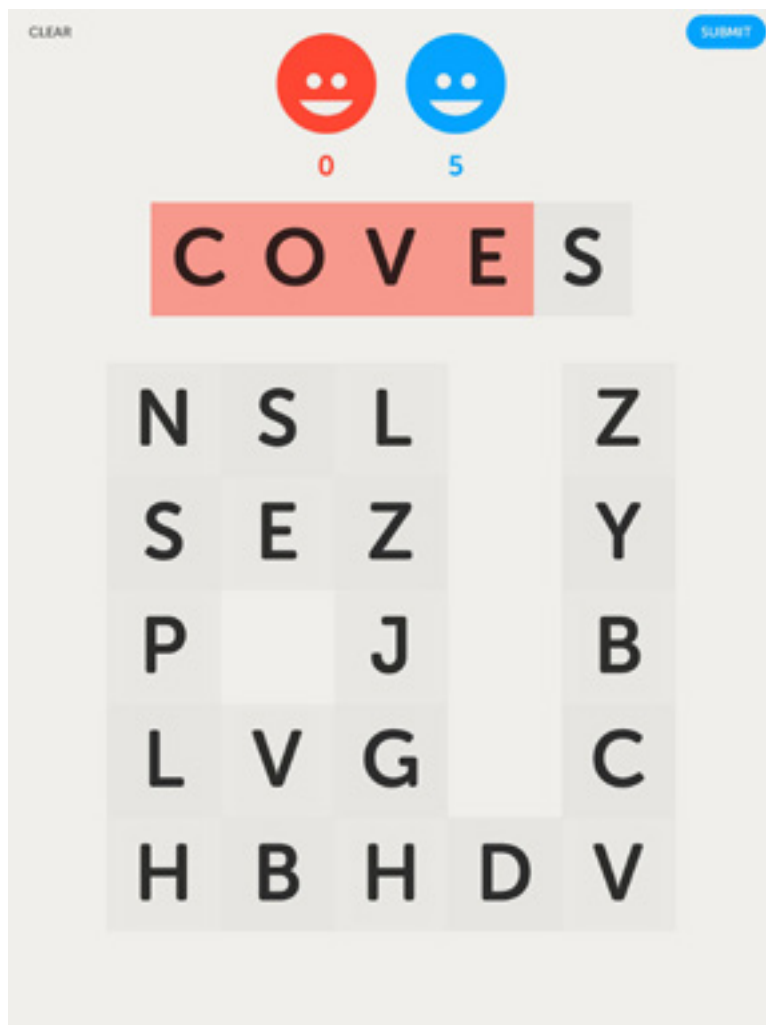




range of sharp vision –it's about ok. 2,5 cm ; reduce the number of elements and take care of their proper distinction



→ visual simplicity

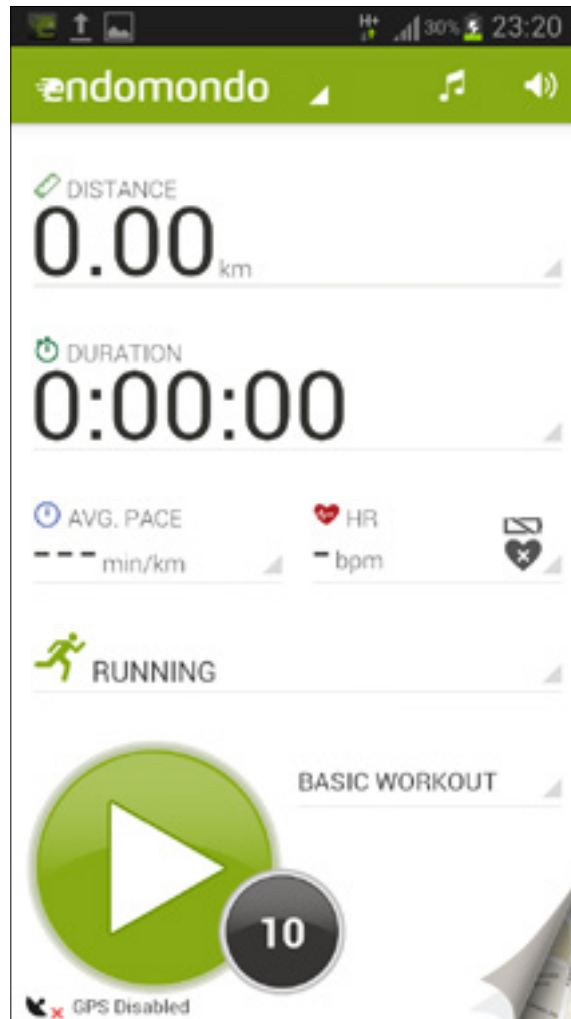


Letterpress by
Loren Brichter

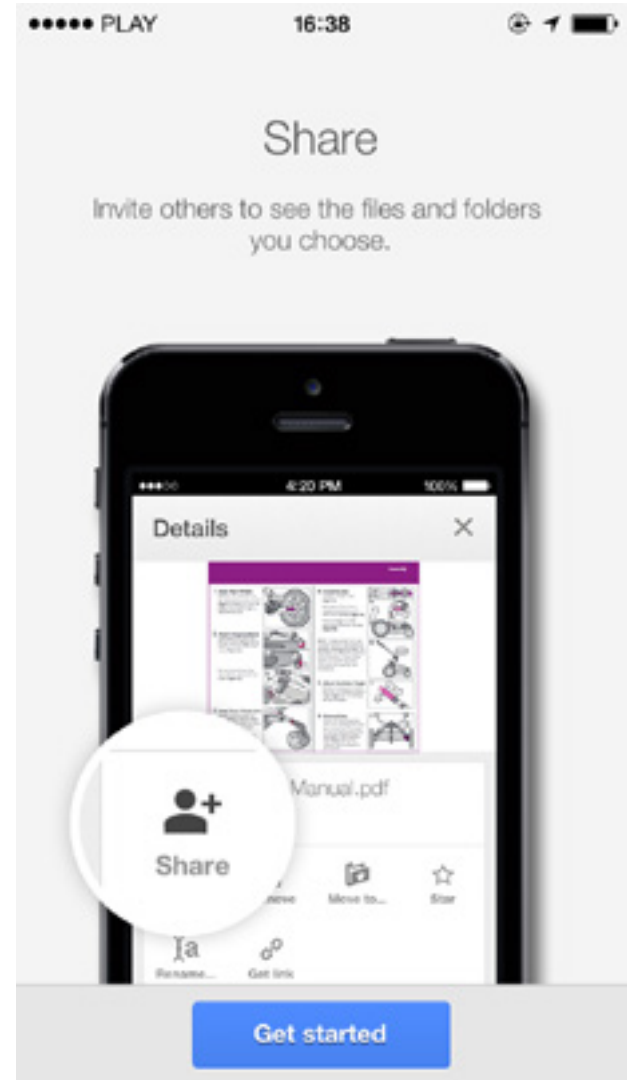
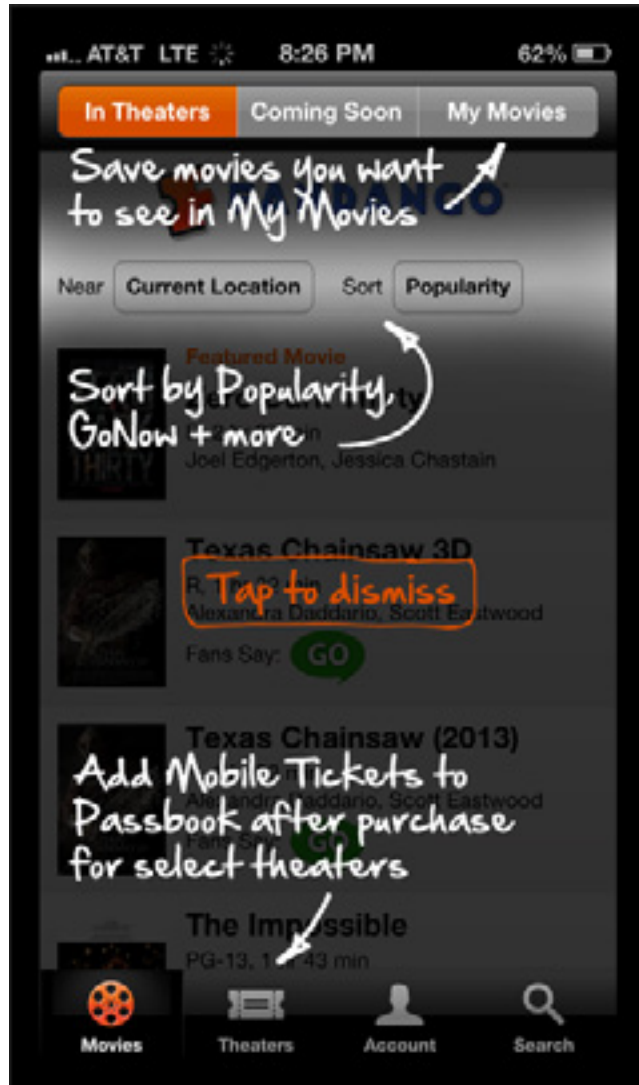


first screen – is the most important!

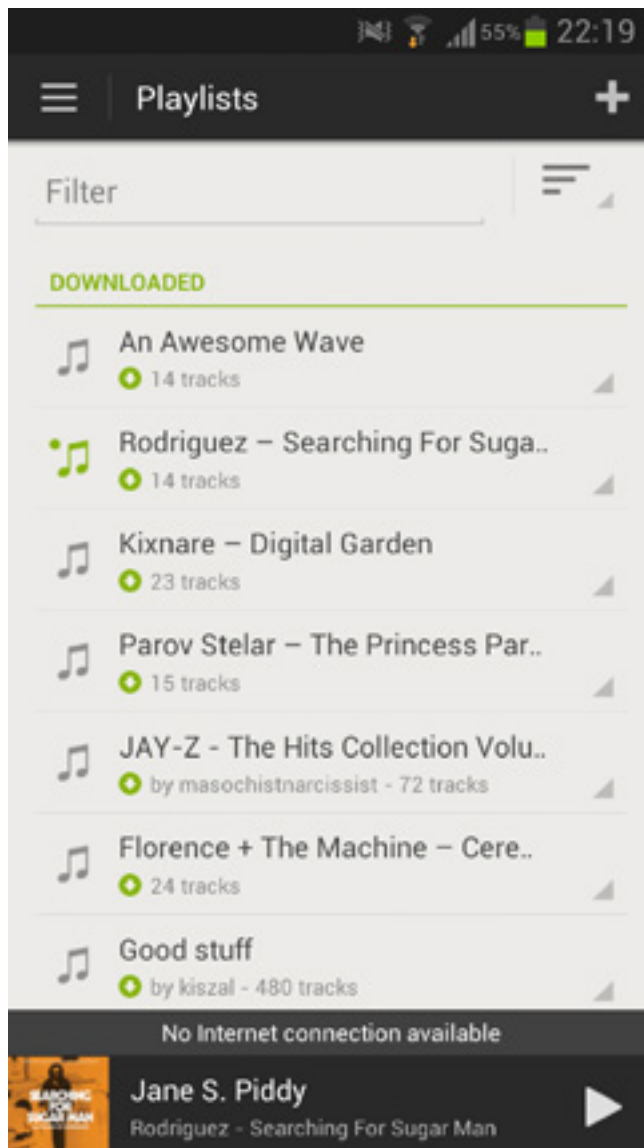
User should do and see exactly what he's expecting.



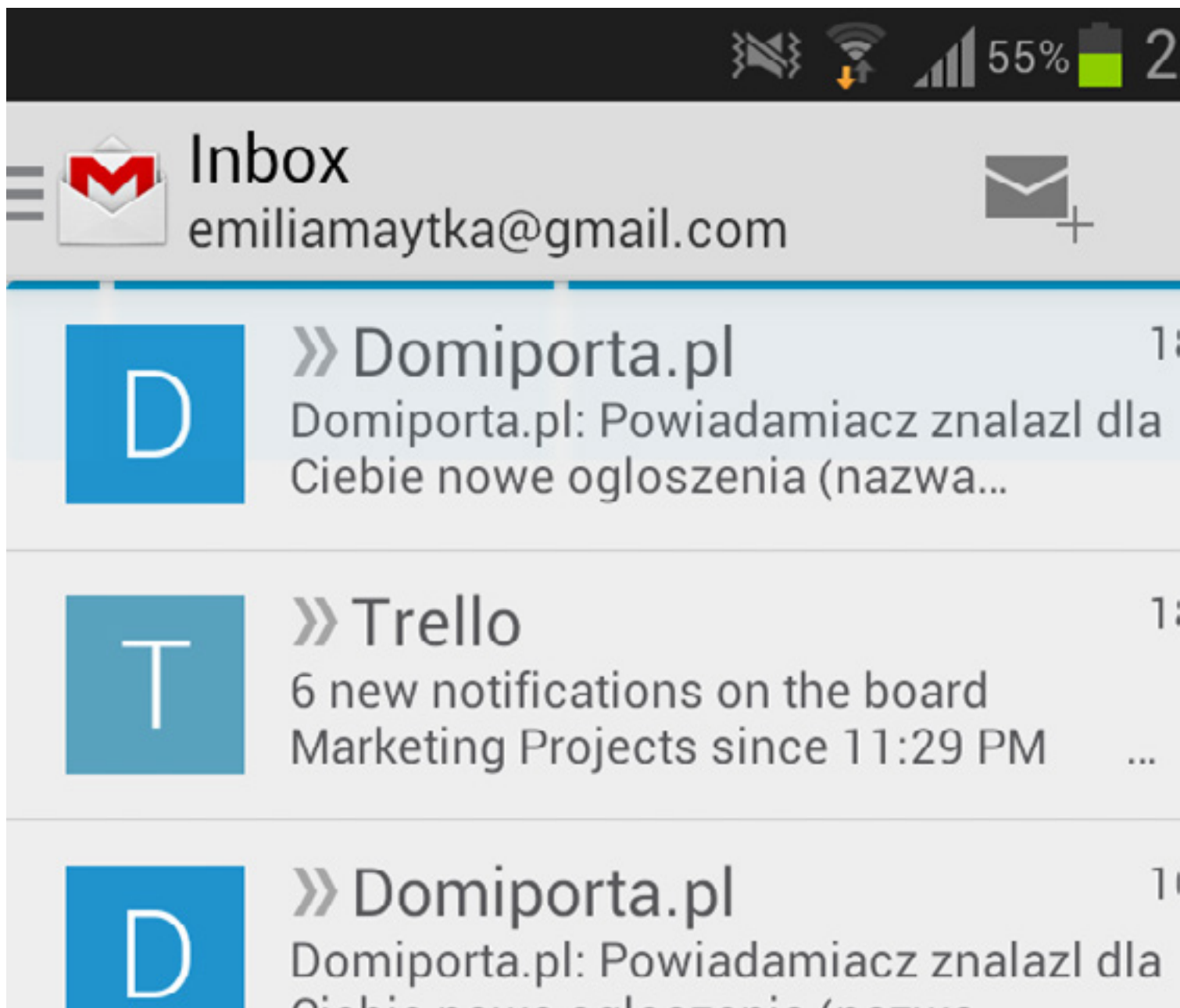
➡ **FUX (First User Experience)** – when interface can be complicated, learn how to use it



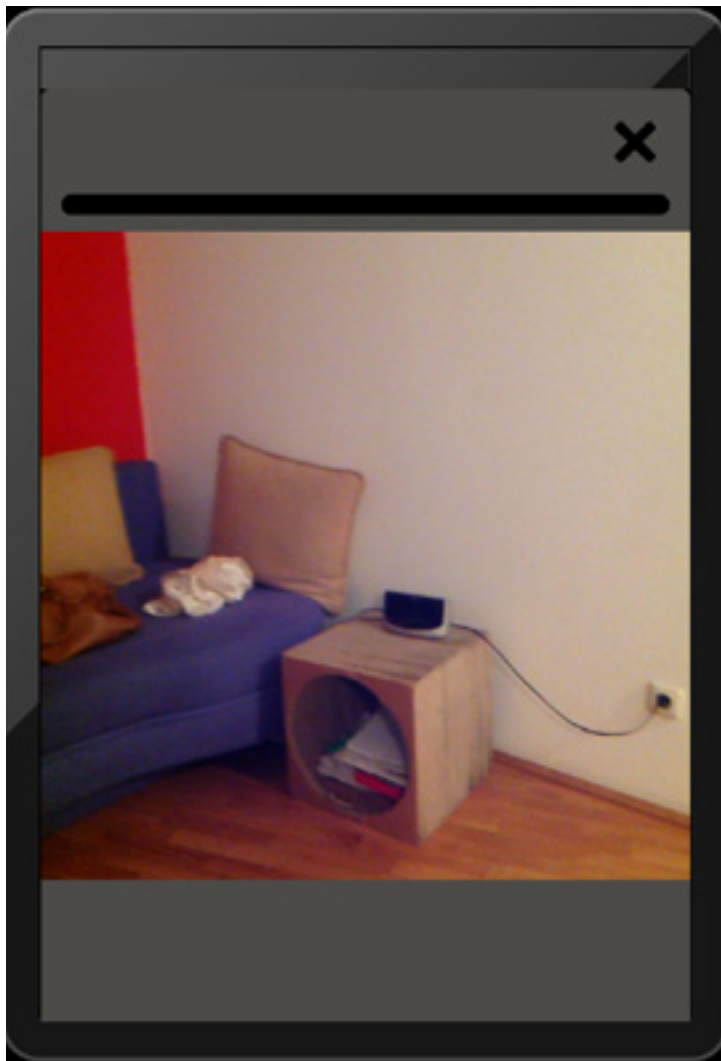
 suggestions



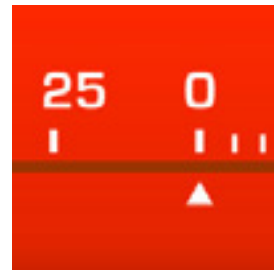
 max. use of mobile screen



➡ direct interaction

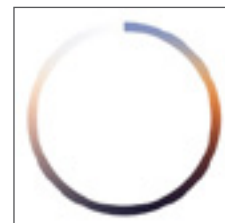
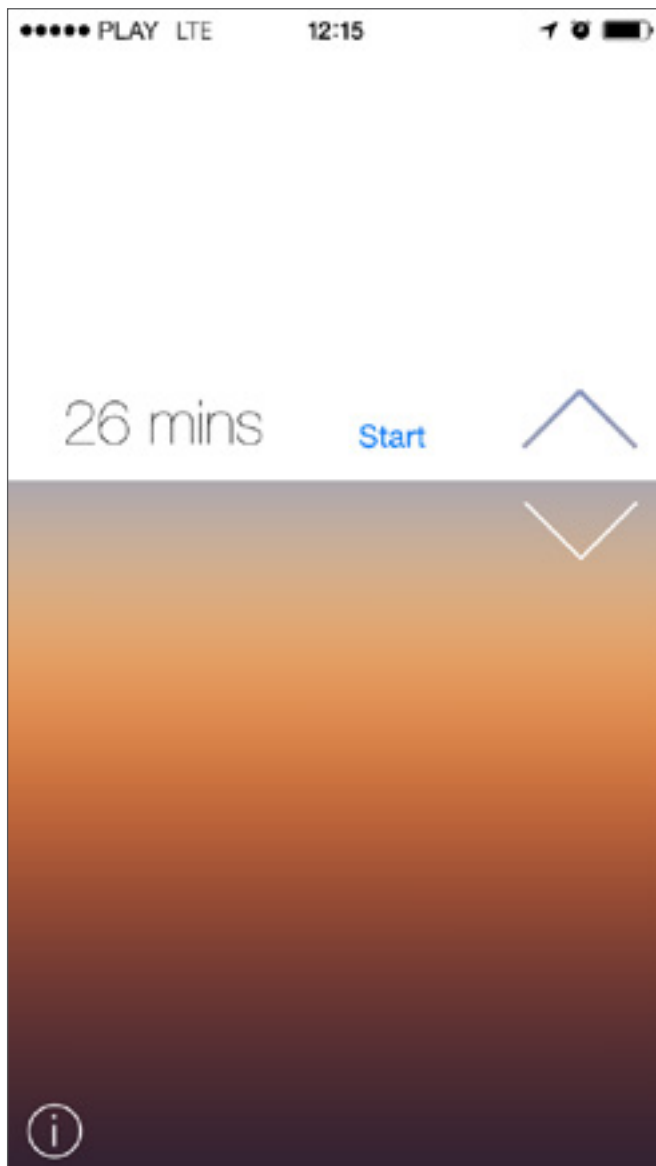


 gestures



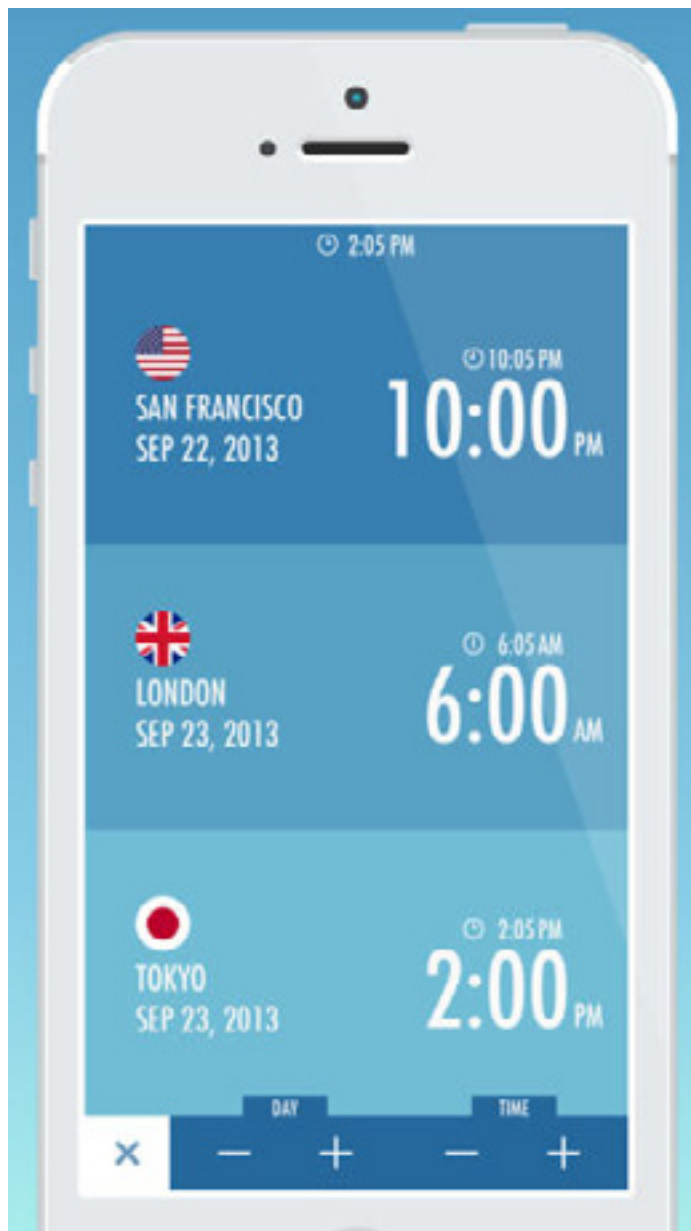
Flat Pomodoro

➡ minimalism



Eve Nap Timer

➡ flat design



Timelet

→ typography



SMOG

Emilia Maj

UX & Graphic Designer

www.emimaj.com

helloemimaj@gmail.com

[@emiliamaj](#)