

## Rewiring Your Brain: Lesson 1

Design for the smallest/least powerful device first

Have to design for multiple types of devices: Mobile/Tablet most common

Do mobile first --- Google.

## Step 2: How to Improve UX by Understanding Users

People don't know what they want until you show it to them - Steve Jobs

1. Be there
2. Be Useful
3. Be Quick - reduce their cognitive load
4. Reachability Matters - One handed grip and thumb
5. Speed Matters - Loading times matter/ Networks make a difference
  - a. Reduce image usage
  - b. SVG/Webfonts are lower bandwidth
  - c. Optimize and minify CSS and JS files
  - d. GZIP files to eliminate unnecessary data

## Better Mobile UX with Strategic Menu Design

Most software is mediocre software and people have gotten used to it.

Primary Controls - should be easily reached by the one handed grip with thumb

Placement Matters - Creates a perception of speed if user does not have to reach for controls

Understanding Matters - Keep up to date on trends as to what is popular and therefore what users understand

## Designing Intuitive and Mobile Friendly Forms

Can you ditch labels in a form?

Are checkboxes large enough to hit with thumbs?

Only get info you absolutely need or you won't get any info at all.

Can you use pagination so the form fits on one screen.

Masking passwords doesn't even increase security. Don't hide by default but give them an option to hide

You have control over what keyboard comes up. Get number keypad for numbers.

## Designing A Better Mobile Advertising User Experience

1. End users shape the market not technologies.
2. Stop using pop ups and pop overs
3. Give users content
4. Keep it simple and sleek
5. Make it unobtrusive