* Most people use their mobile devices with their thumbs
* 44 pixels – minimum target size in order to hit the buttons with the thumb.
* Keep in mind where a user’s thumbs would be when placing app features.
* Make whatever your user is trying to do easy – multiple loading screens bad
* Do one thing and do it well ex: google maps, Gmail, google docs- all only do one thing
* It is really easy to overwhelm people
* you should be able to figure out the app’s purpose with a quick glance
* Don’t hide stuff from the user
* Controls below content- if they reach for a control up top- then they’re hiding content with their reaching thumb
* Get out of the way- don’t show unnecessary screens without telling the user why