* 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
* multiple devices per household now that everyone has a phone.
* Making processes automated or less steps. – Nobody wants to click through a bunch of steps that could just be automated by the app or done in less steps.
* Speed matters- the slower your app is, the more business you will lose. People don’t want to wait.
* Removing unused code will make things easier for coders- will allow the app to run less lines of code
* Bottom nav bars are way better that top nav bars- people can’t reach top with thumb
* Less than five percent user complaints- people don’t want to take the time to complain