

# animation for native apps



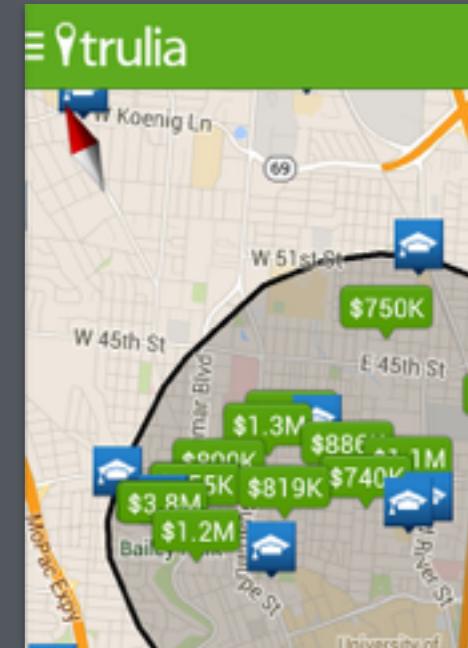
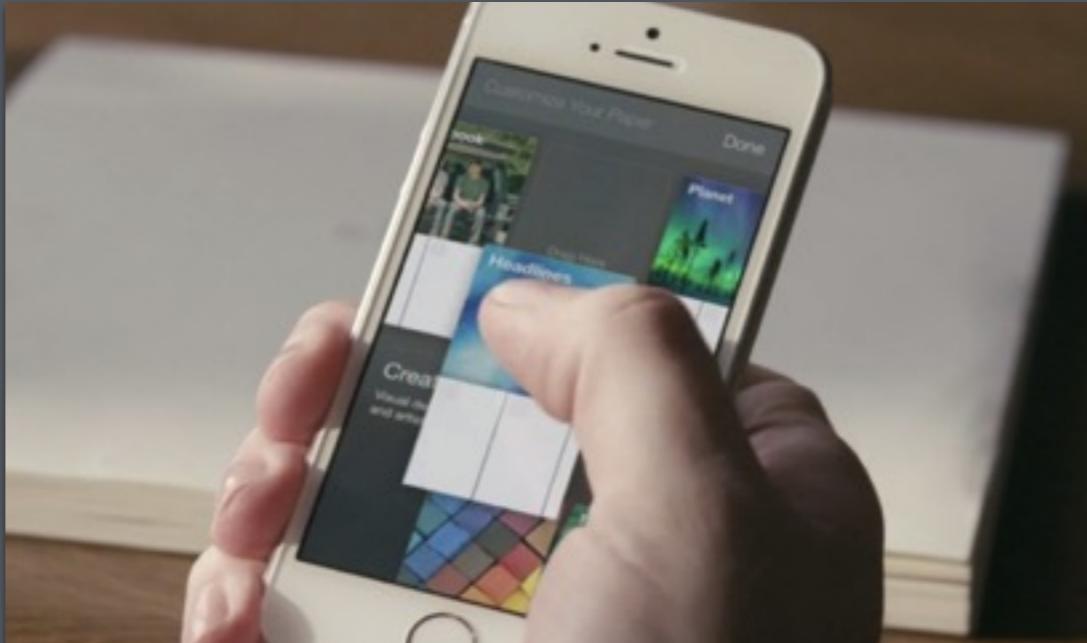
gestures

transitions

prototyping tools

getting dirty

## Gestures | Interaction Design Rules

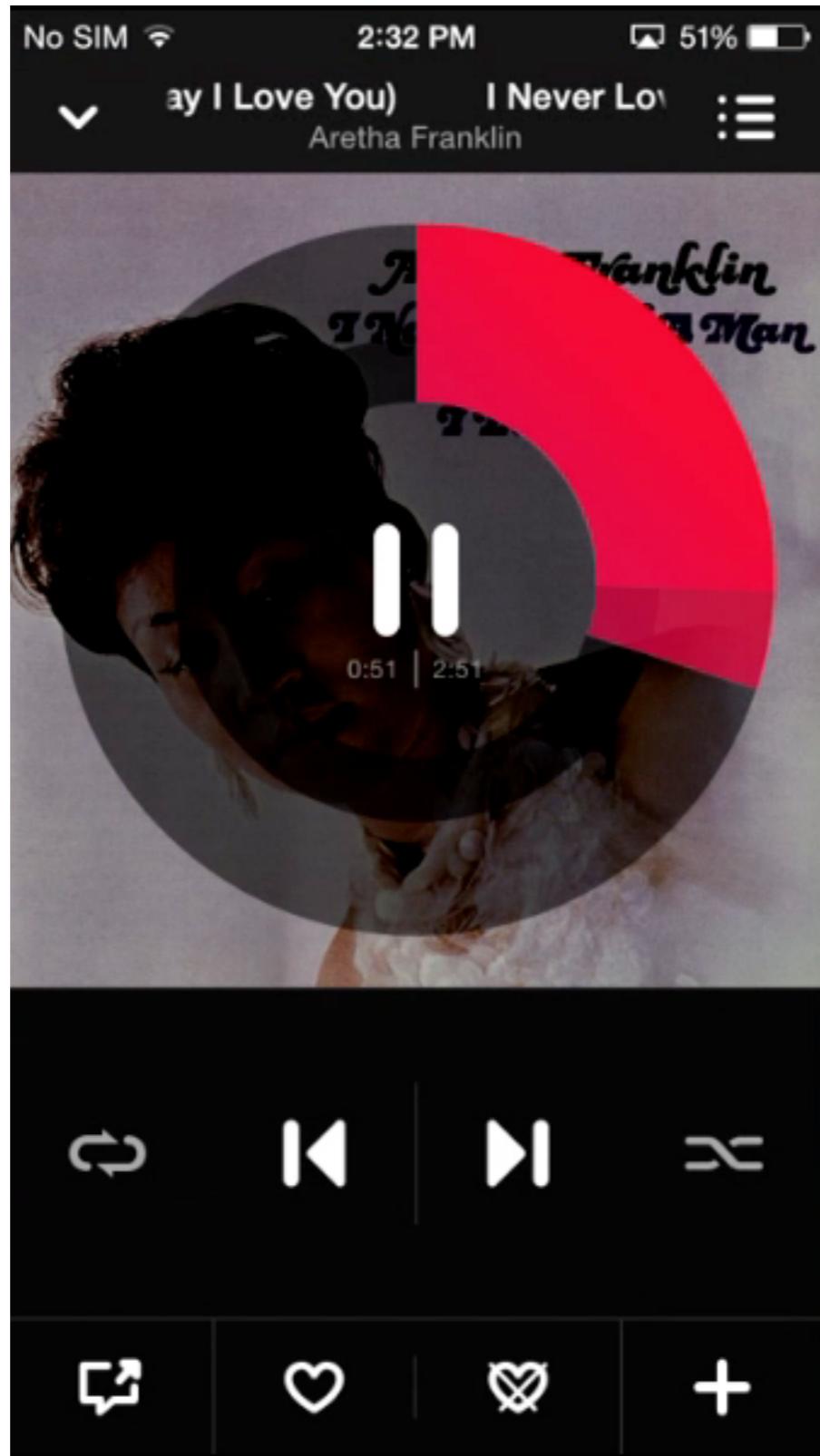


While mobile web also rely on gestures, native apps offer better performance allowing you to create **richer, more responsive** experiences. But don't make these newbie mistakes.





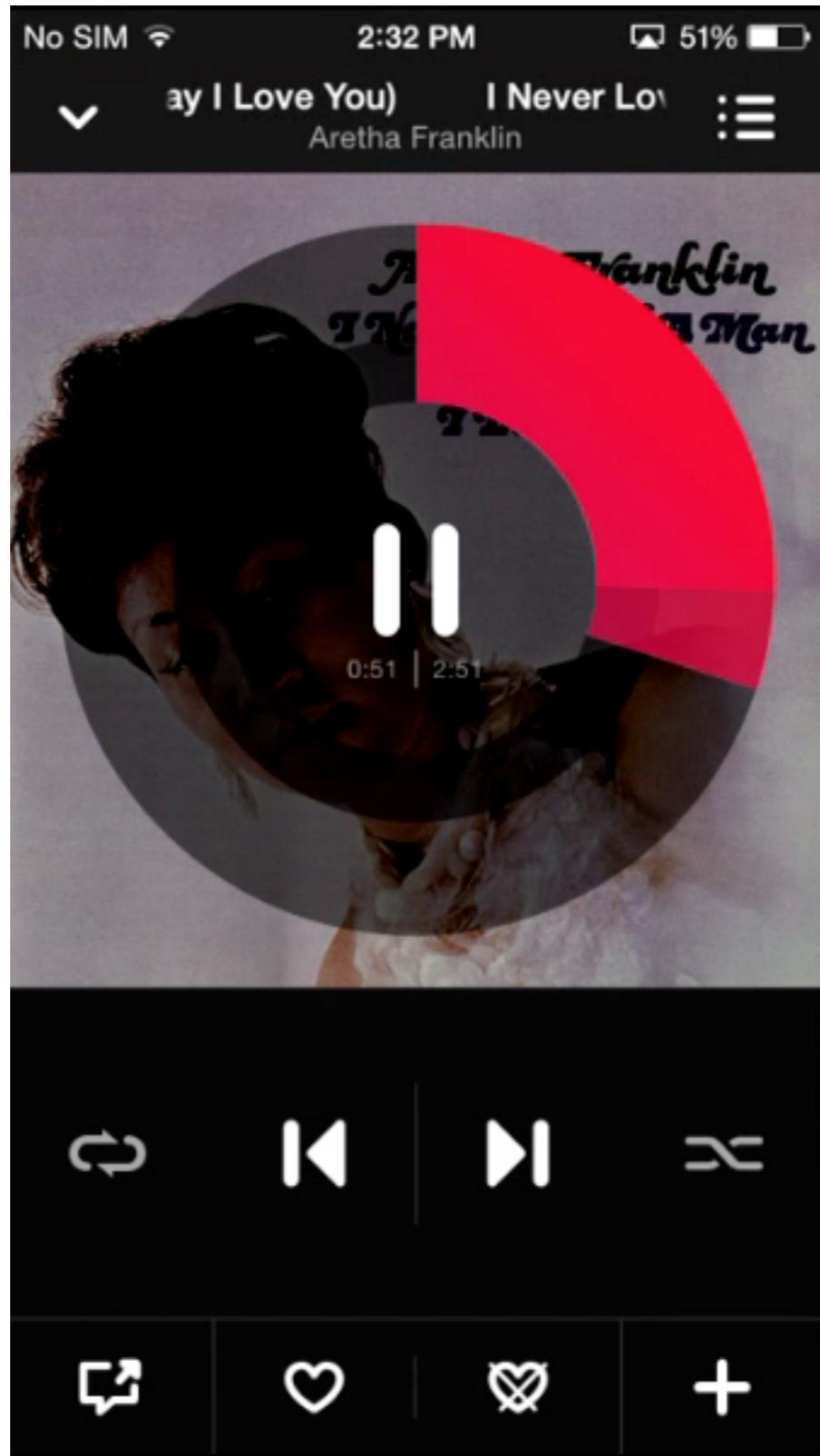
## Gesture IXD Rule #1 | Act Natural



Drag your finger clockwise or counterclockwise to fast forward or rewind a song- Beats



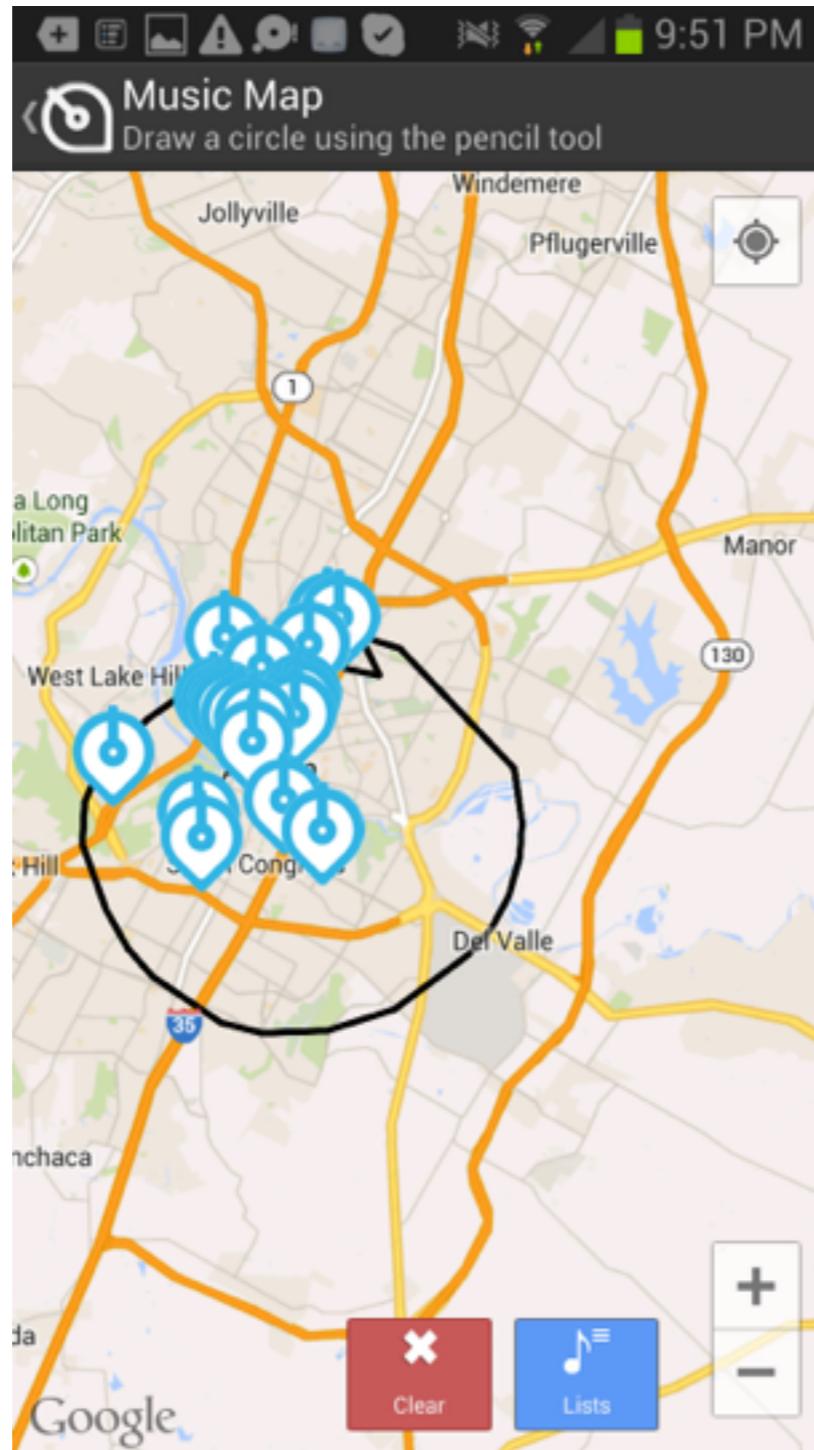
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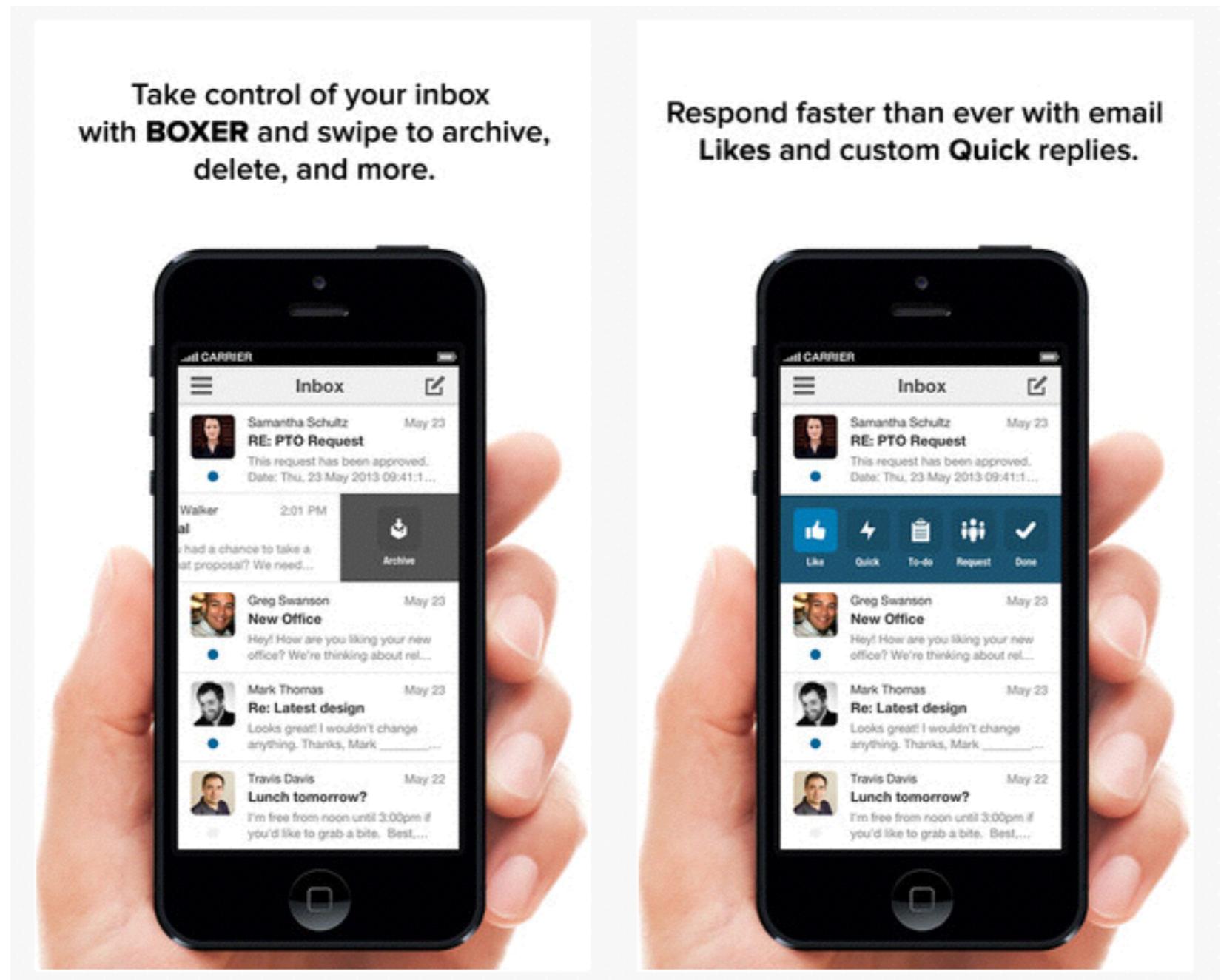
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Draw a circle on the map to make a selection- SoundWave



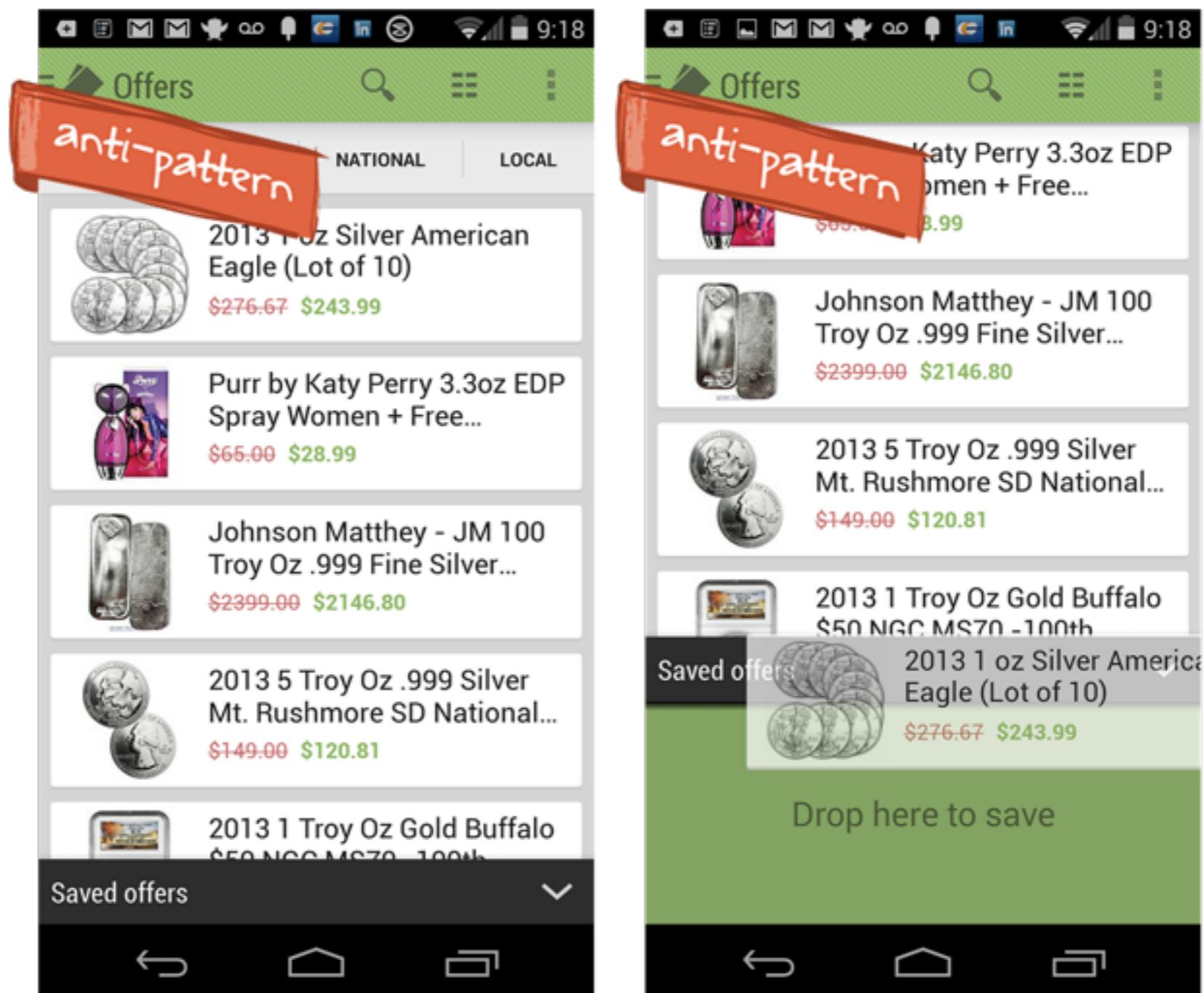
## Gesture IXD Rule #1 | Act Natural



Slow swipe vs fast swipe (early Taskbox) is harder for a user to control than swipe vs long swipe (Mailbox)



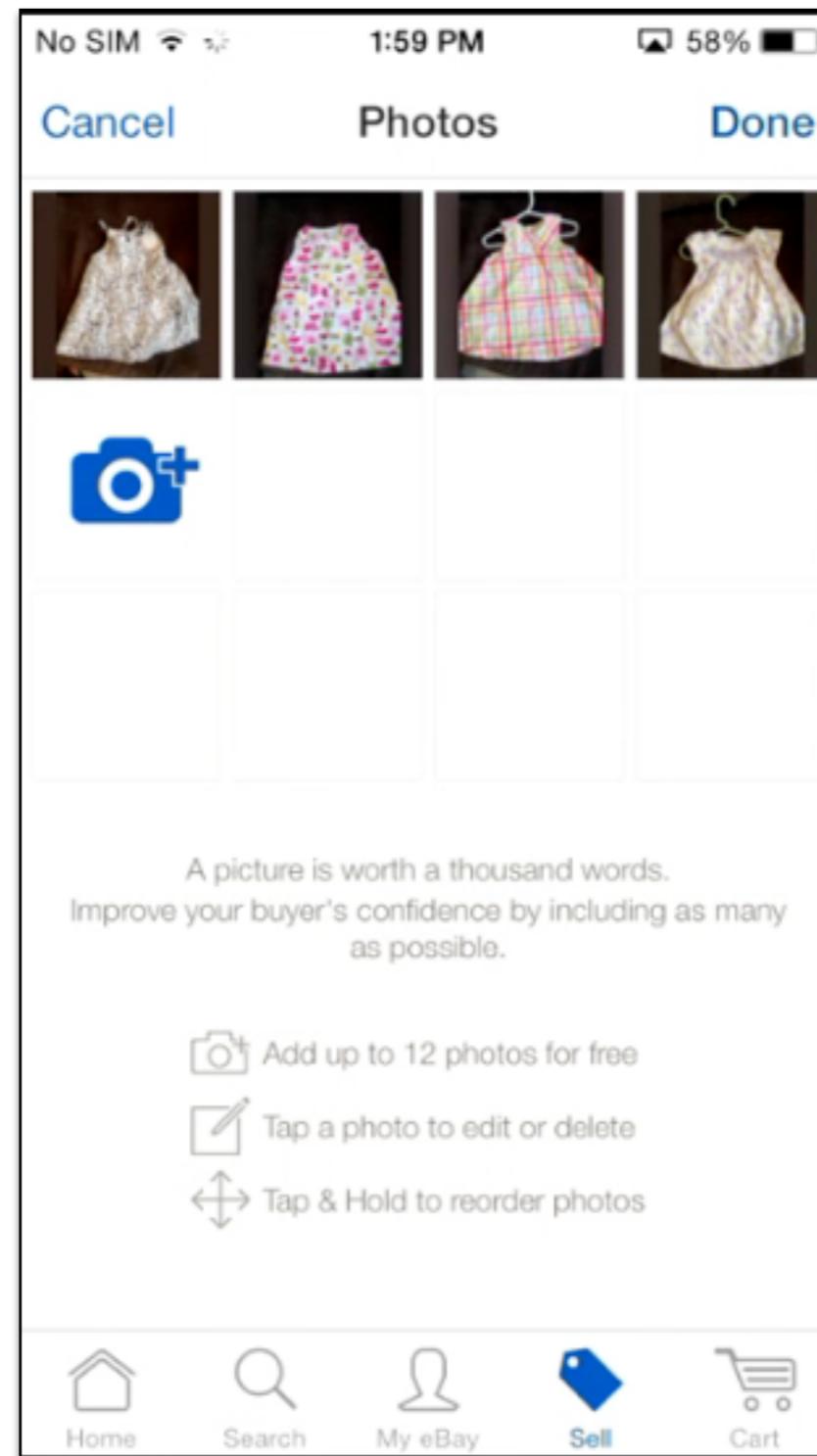
## Gesture IXD Rule #2 | Honor Efficiency



Gratuitous use of drag and drop is terribly inefficient



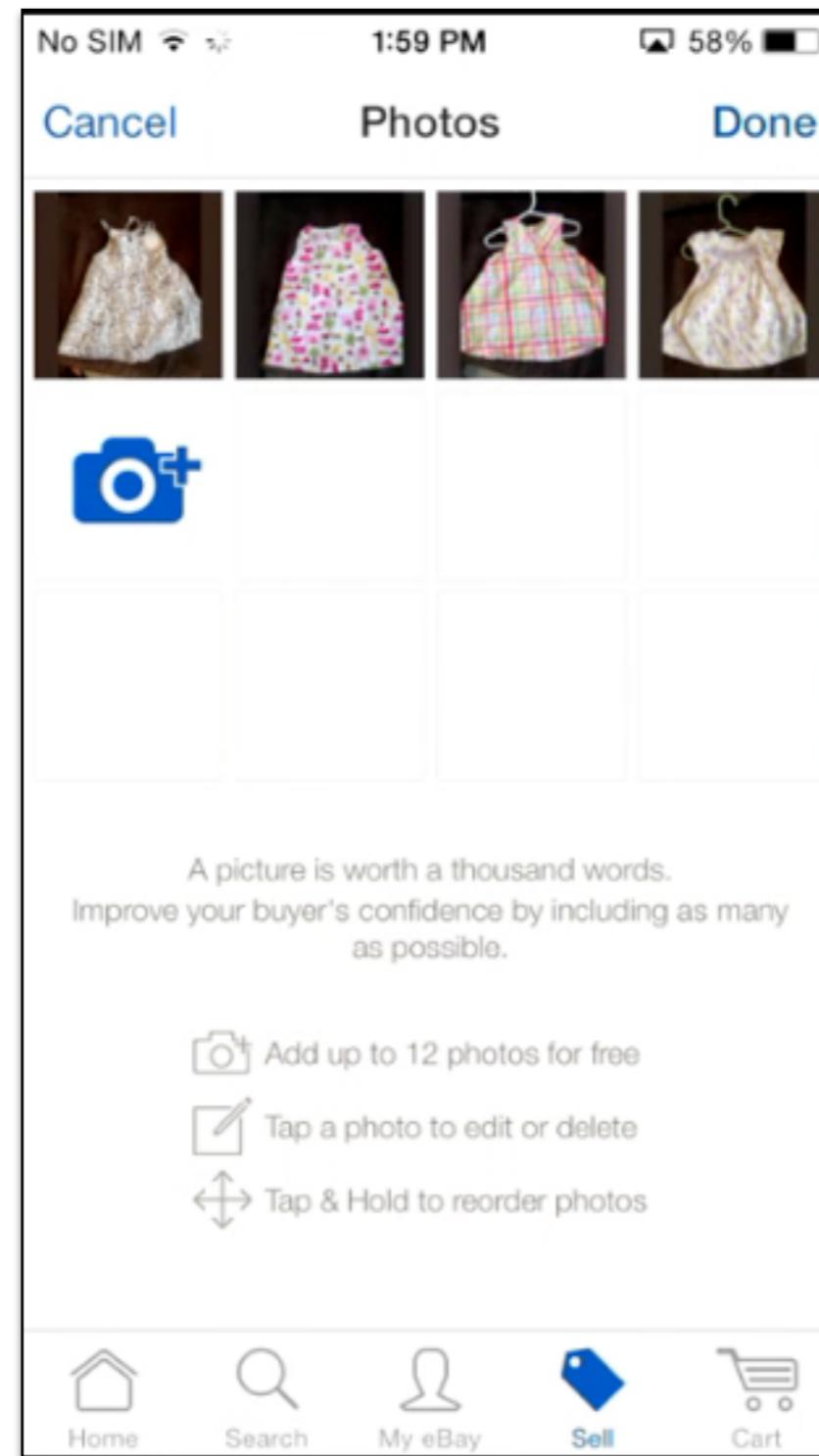
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Drag and drop to reorder is natural and efficient

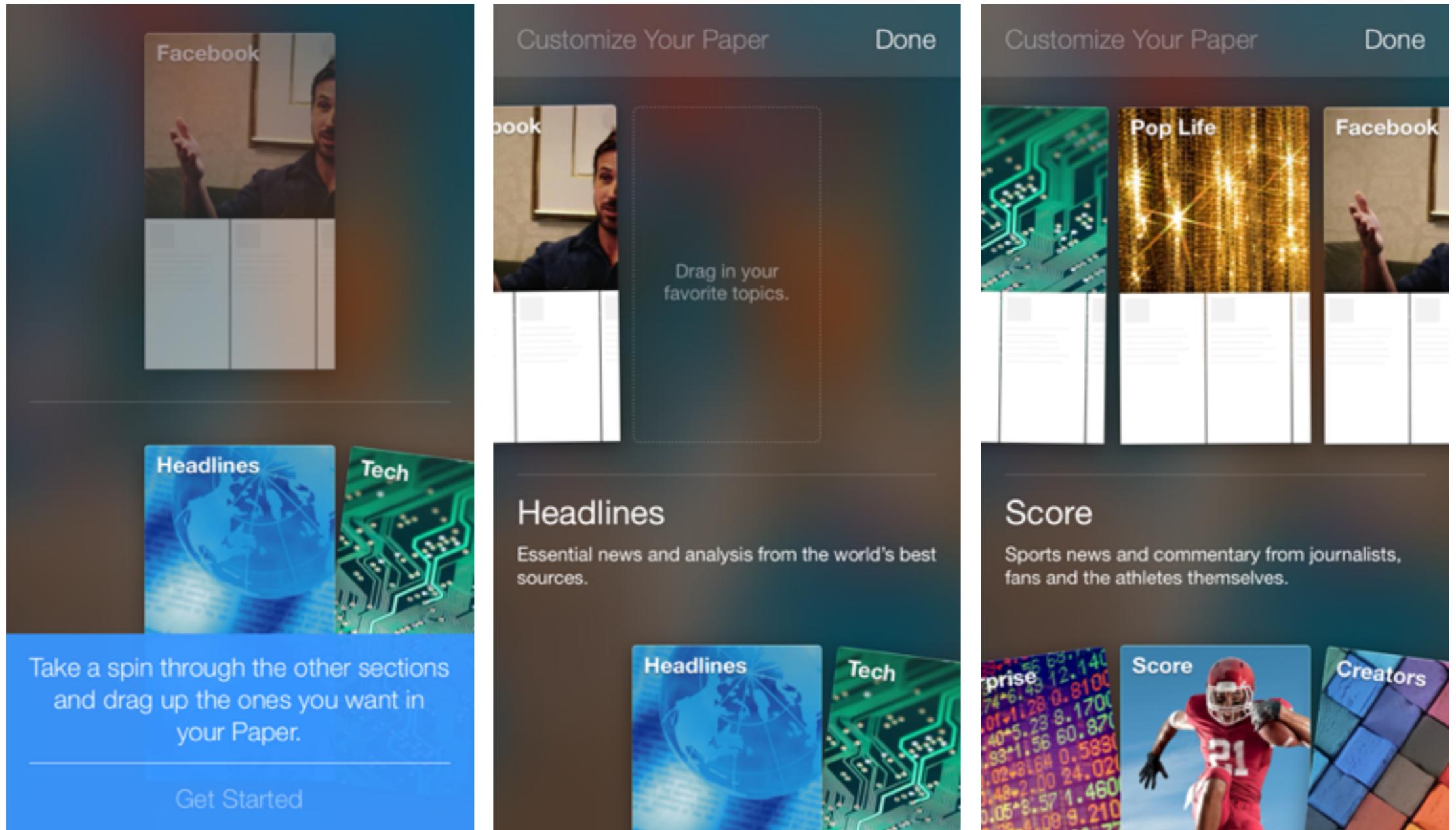


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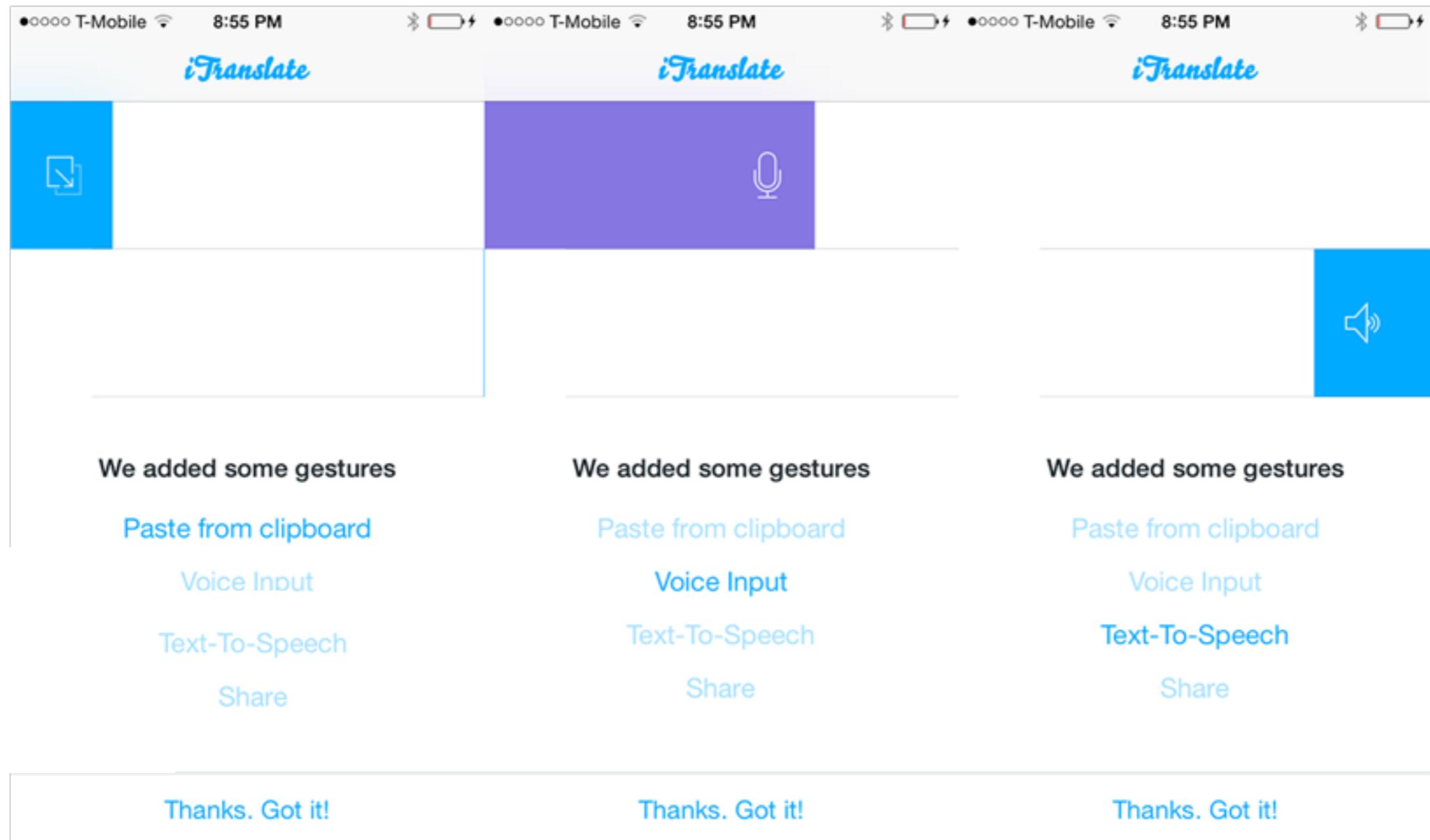
## Gesture IXD Rule #2 | Honor Efficiency



Facebook Paper's personalization pattern works for selecting a couple of topics from say, less than 20, but doesn't honor efficiency if you scale it up



## Gesture IXD Rule #3 | Be Memorable



Short swipe right to paste from clipboard? Long swipe right to use voice input?



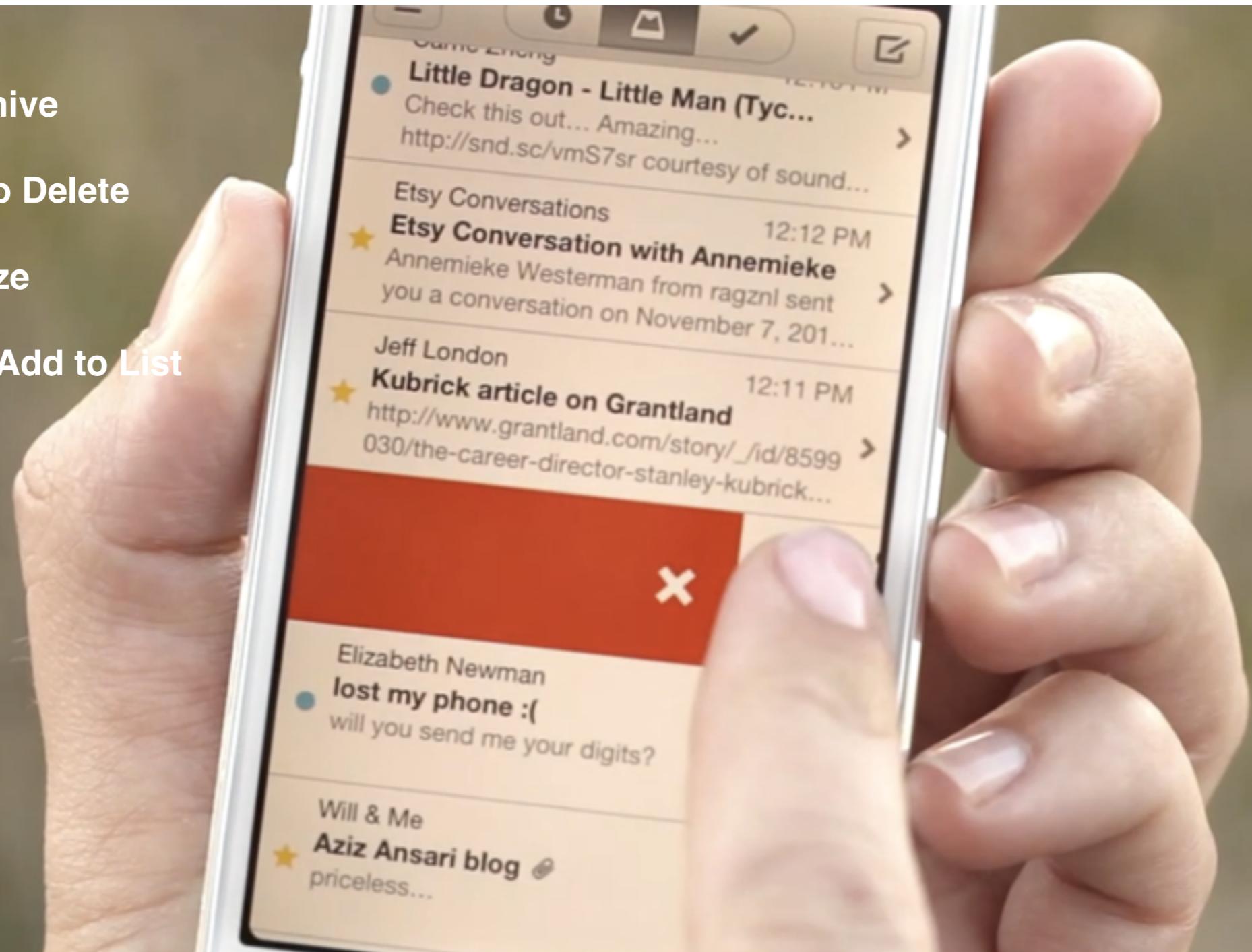
## Gesture IXD Rule #3 | Be Memorable

Swipe right to Archive

Long swipe right to Delete

Swipe left to Snooze

Long swipe left to Add to List



Left swipes get rid of the message. Right swipes offer options to act on it.



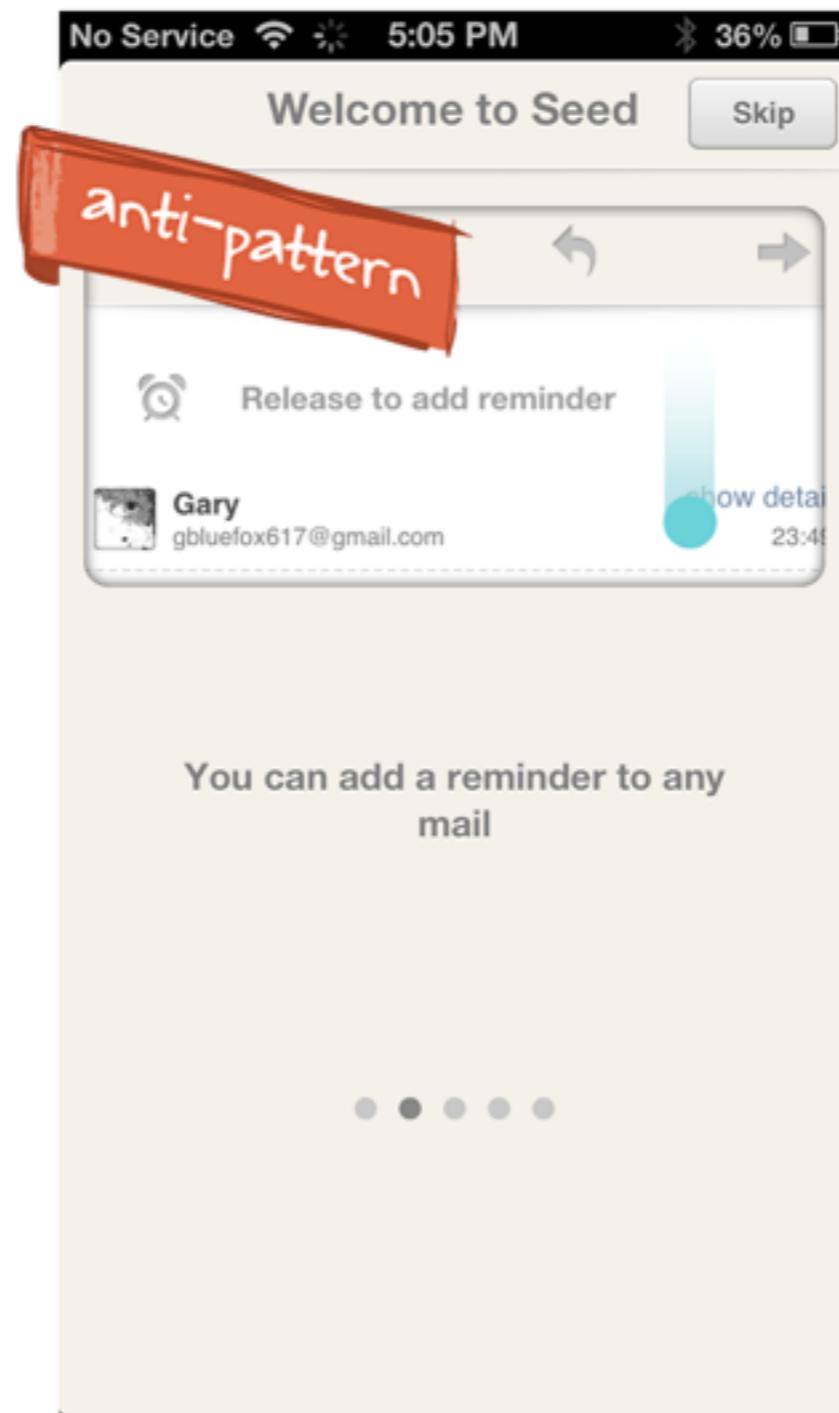
## Gesture IxD Rule #4 | Be Consistent



Pull and release has been used for refreshing content for a long time



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Pull and release has been used for refreshing content for a long time



## Gesture IXD Rule #4 | Be Consistent

### Pull to share!? Hmm... ★★★

by Lewis Burgess

Really don't like the new pull down to share. It's counter intuitive as this is how other apps refresh content.

This should be a button, not a pull down gesture.

### Pull down to share? Stupid! ★★★

by @revs

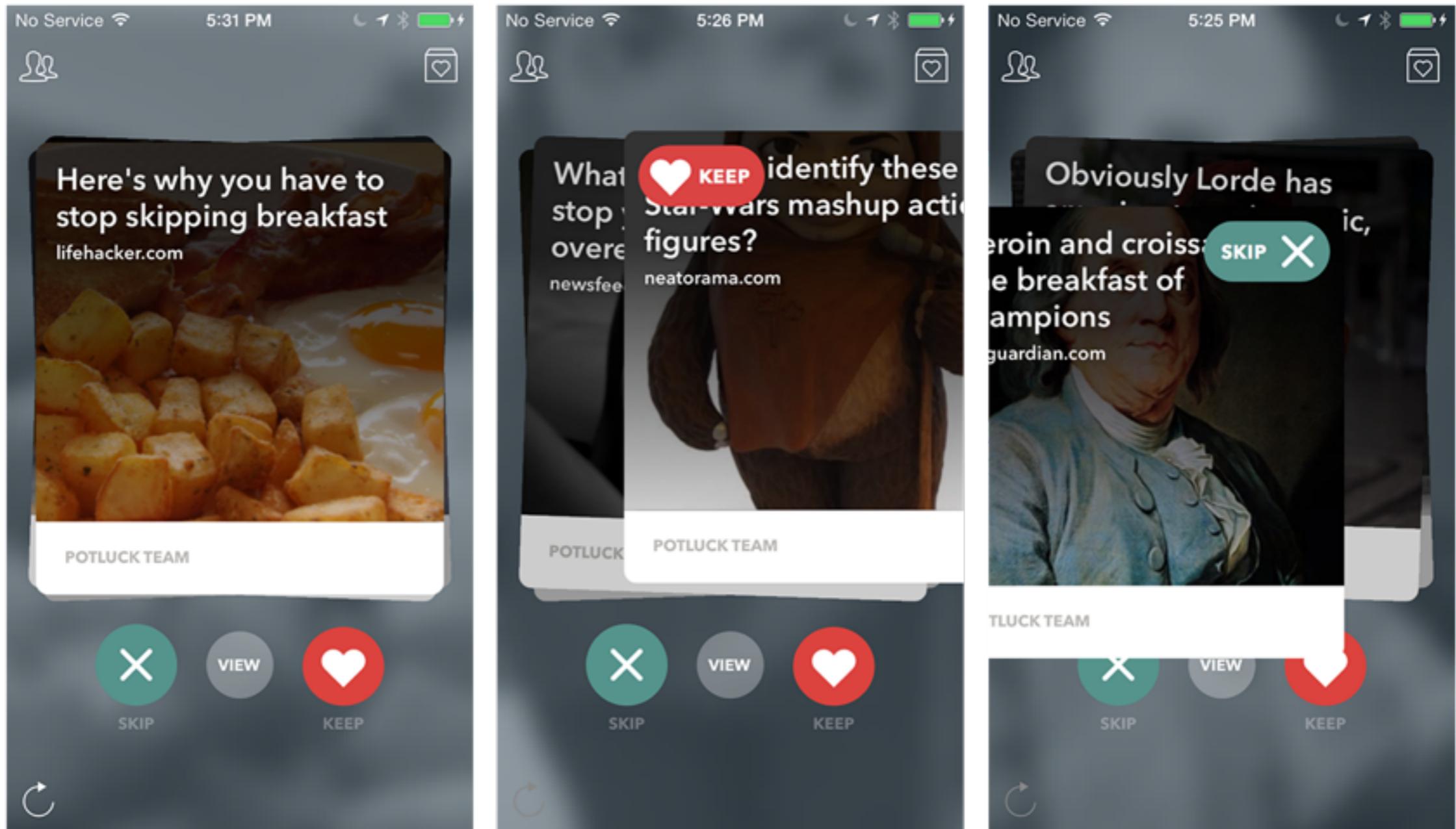
This is a great app, but the "pull down to share" is stupid and keeps getting activated by mistake.

Please make an option to turn this off, or change it to pull down to refresh.

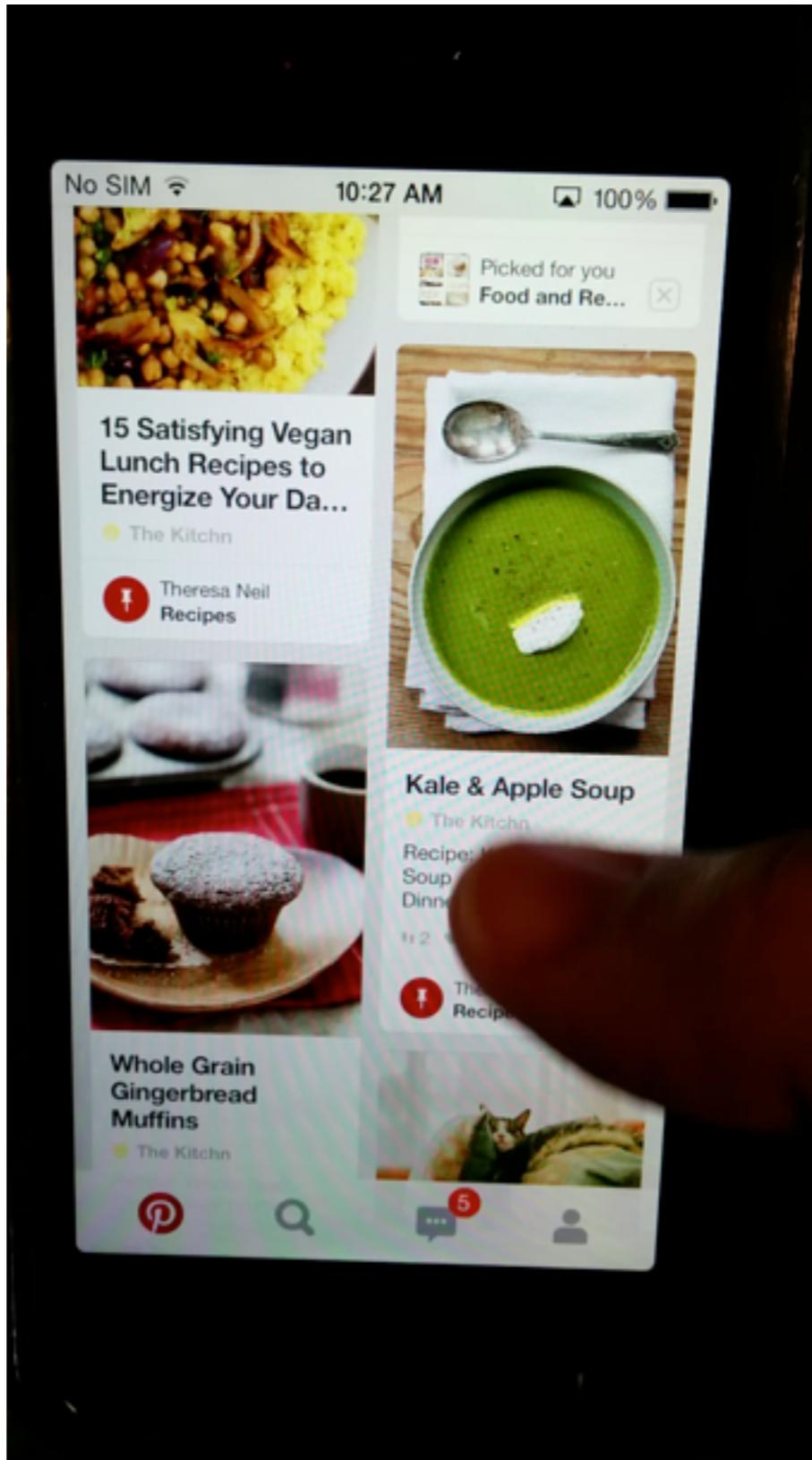
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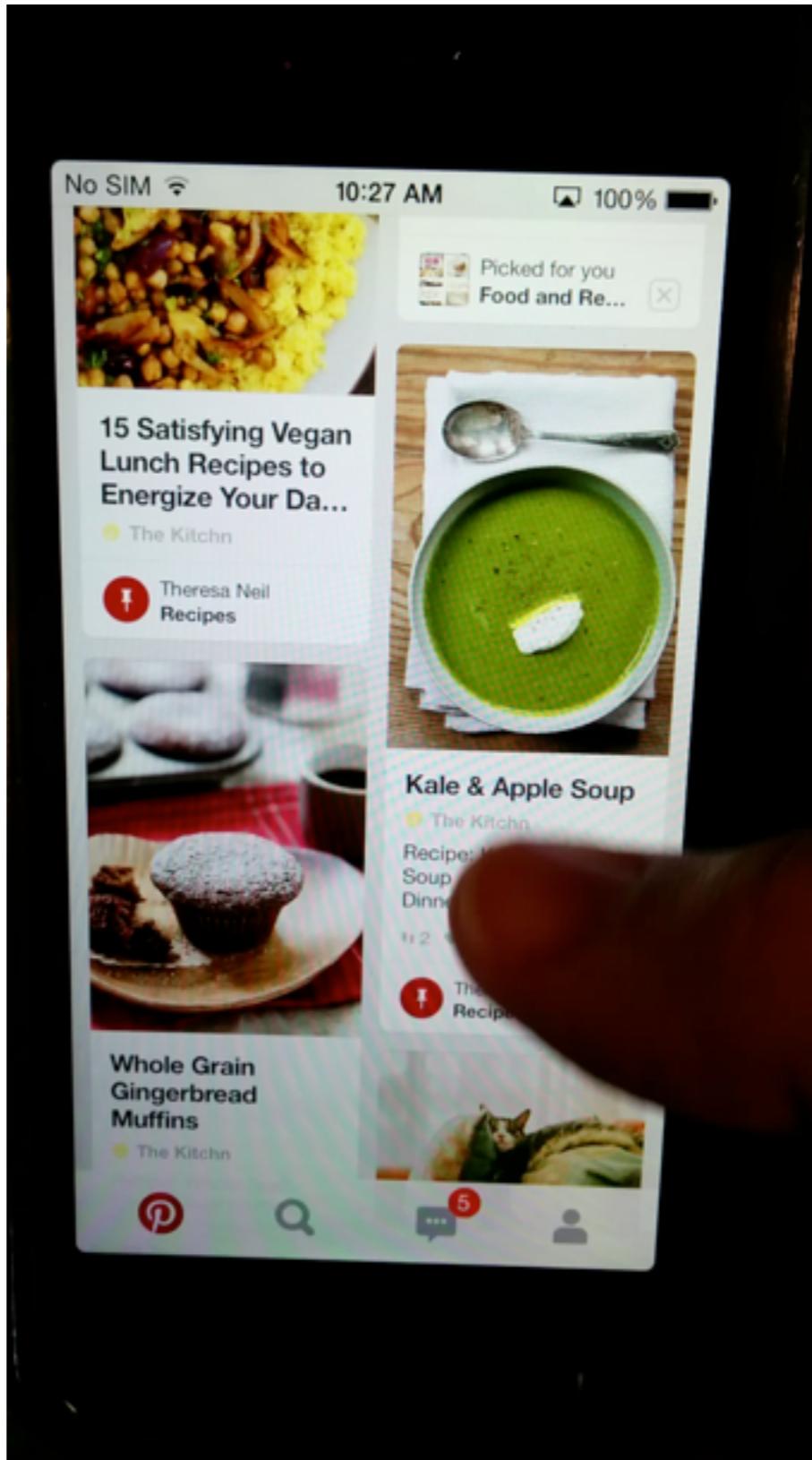
## Gesture IXD Rule #5 | Facilitate Discovery



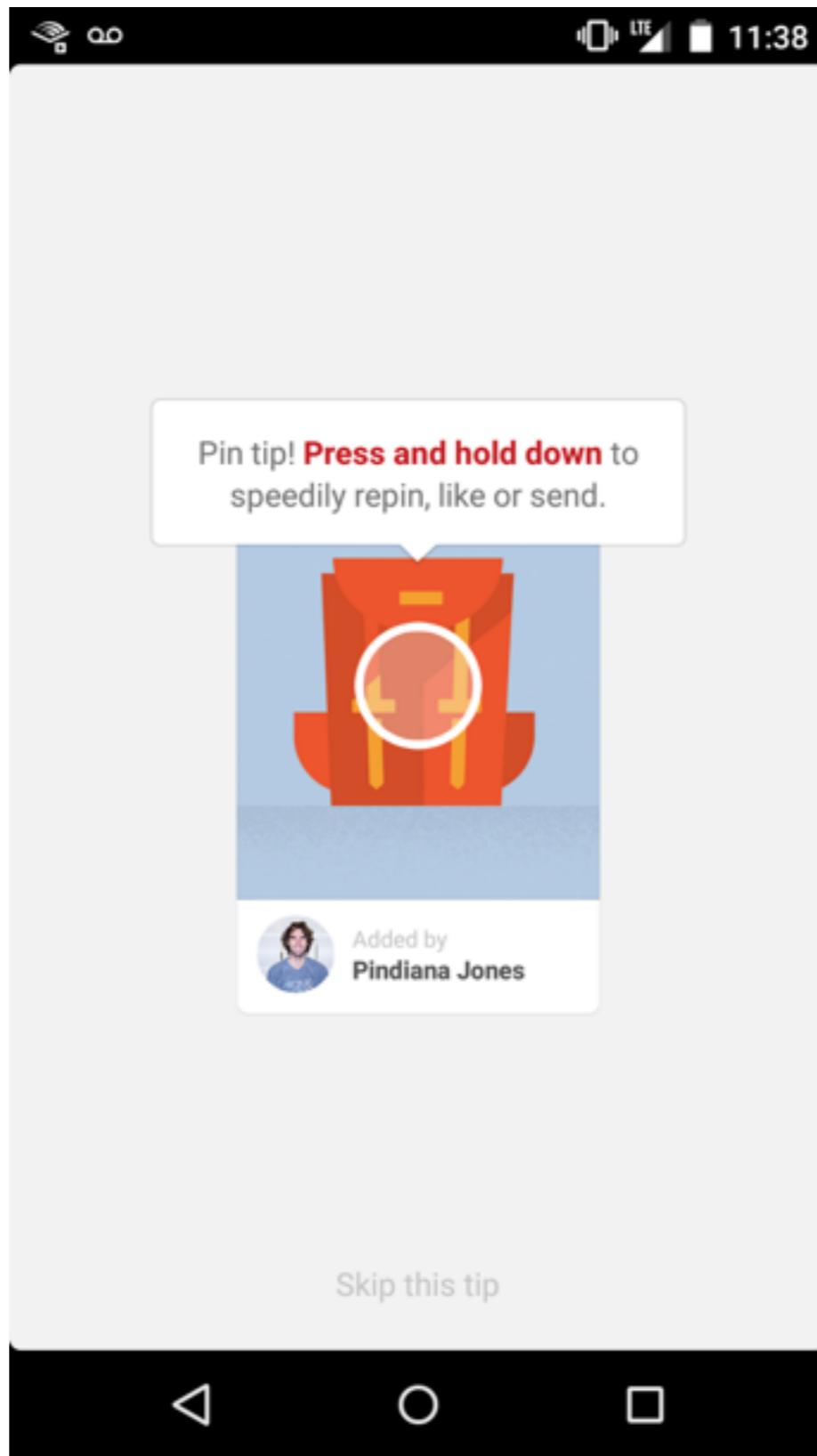
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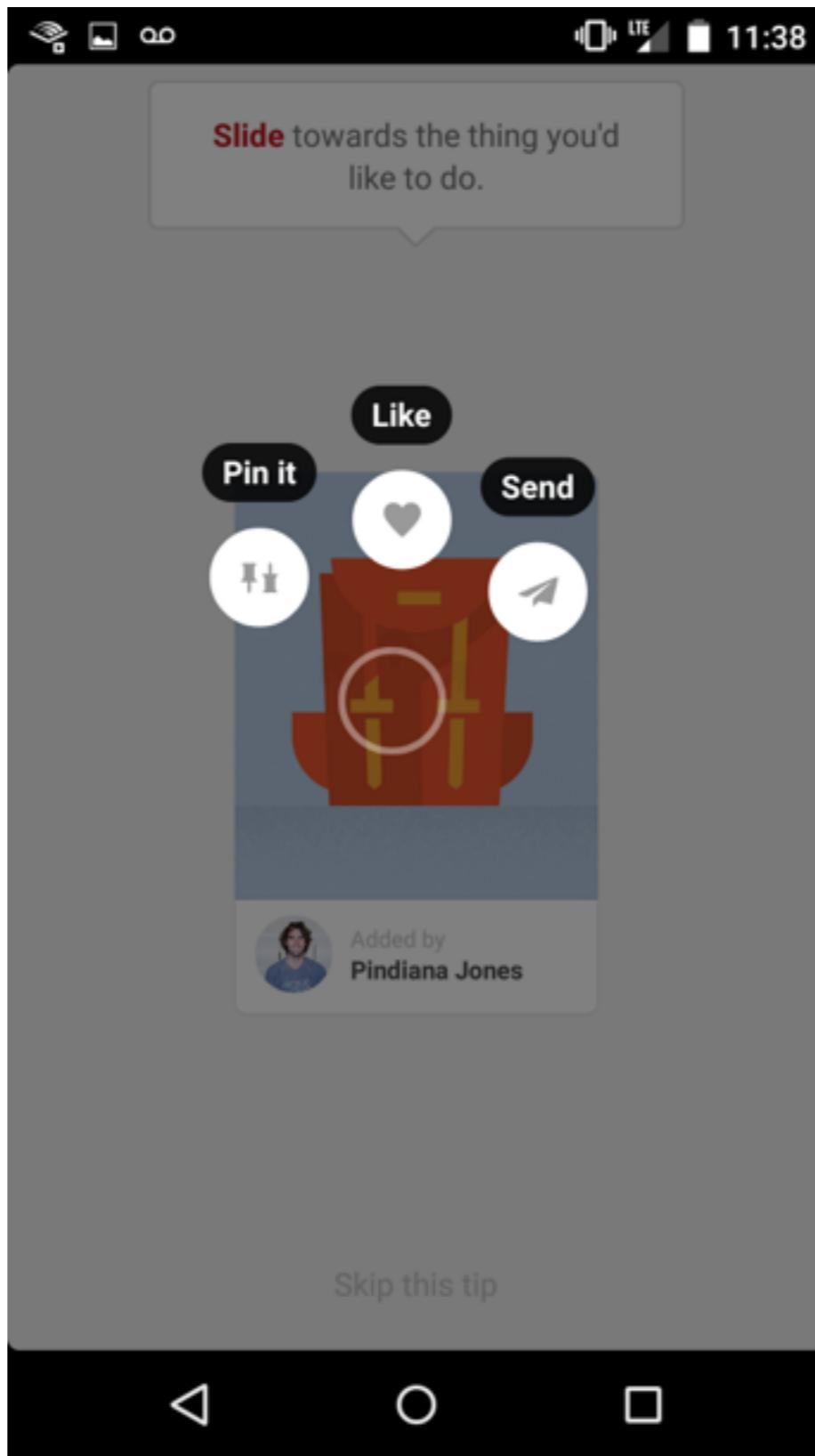
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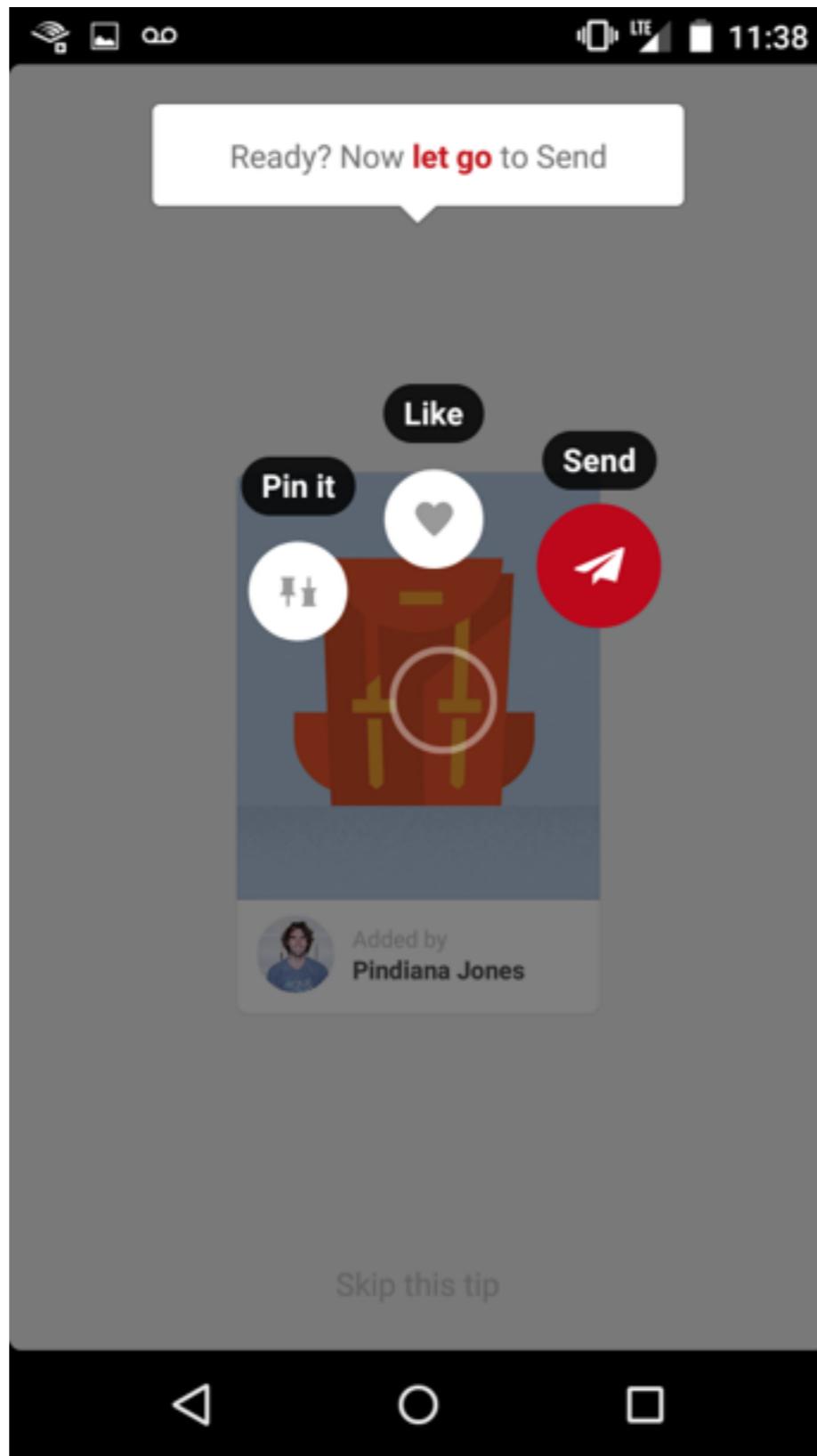
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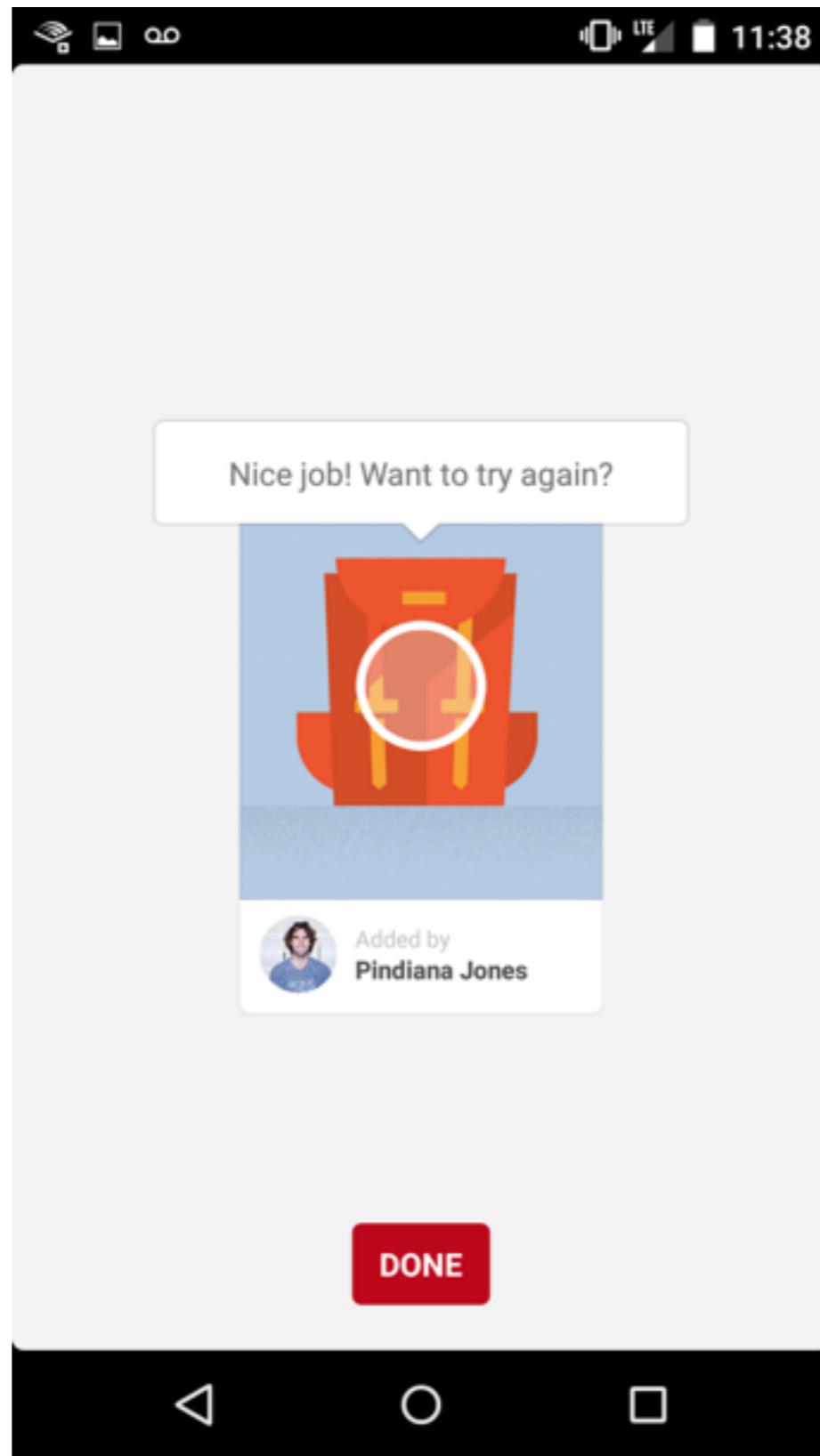
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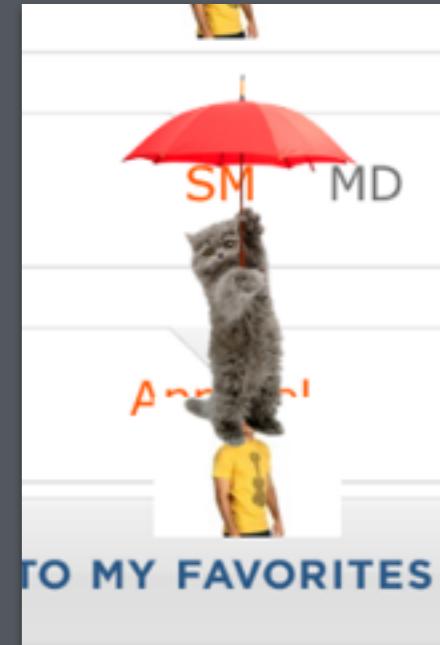
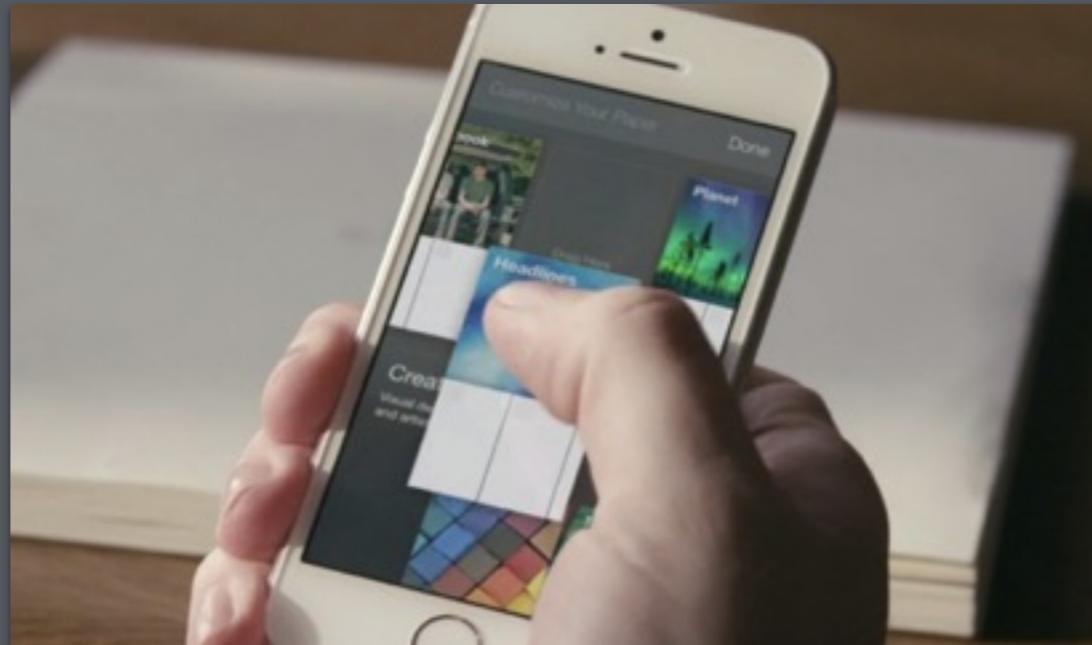
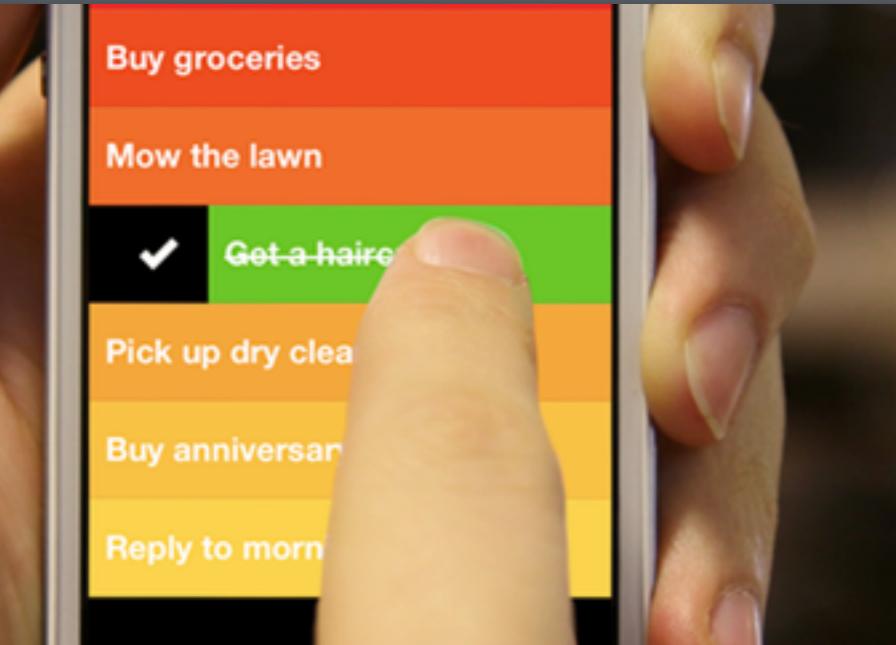
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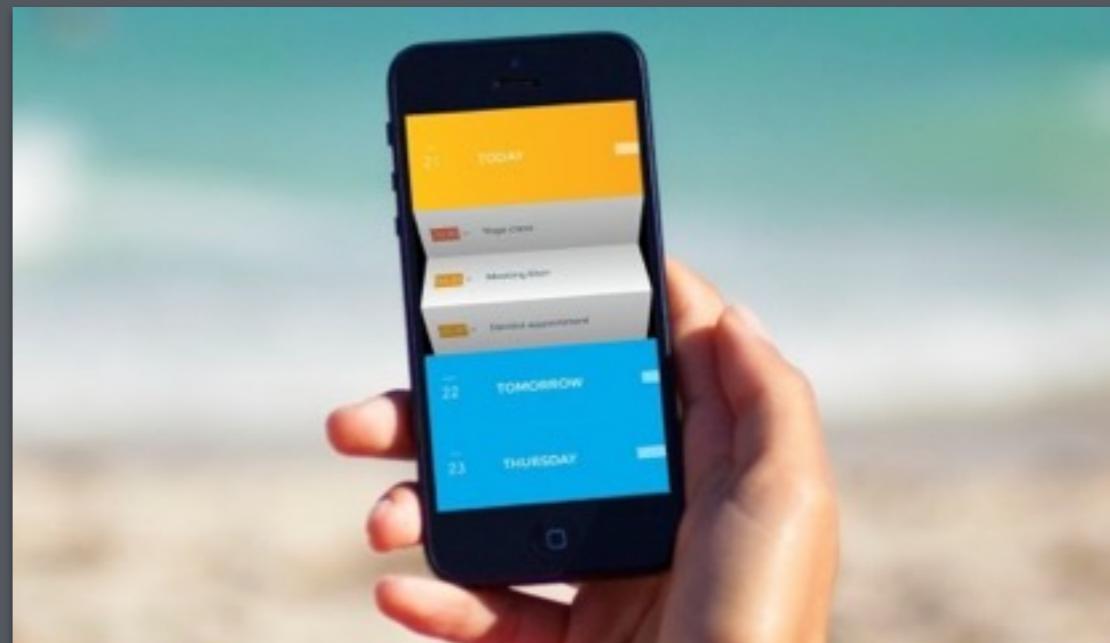
## Gestures Terminology | Developer Speak

ios	Android
tap	touch
drag	long press drag
flick	swipe
swipe	drag
double tap	double touch
pinch/zoom	pinch open/pinch close
touch hold	long press
shake	shake

## Transitions | Designing the details



You've decided on the gesture,  
how should the app respond?  
Animations & transitions bring  
your app **to life**. Learn the basics  
and start practicing.



## Animate Deliberately | Tip from Rachel Nabors and Roma Sha

Grokker MVP uses default transitions because time was short for design & dev

••••• BELL      4:21 PM      22%

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Jeanne Holmstead – 381 Followers  
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Menlo Park, CA

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Topics

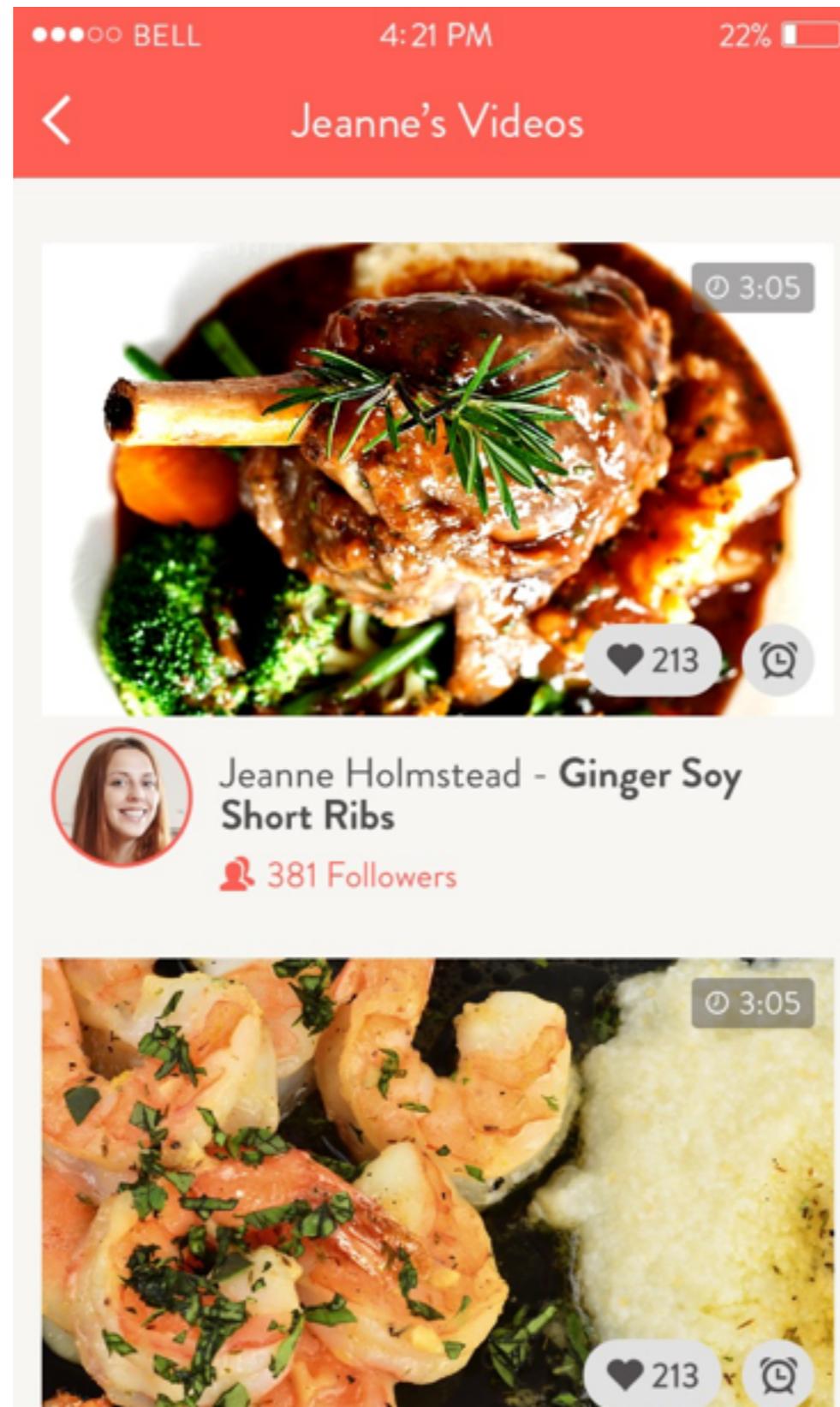
Farm to Table, Raw, Vegetarian

Full Bio >

Videos (12) >

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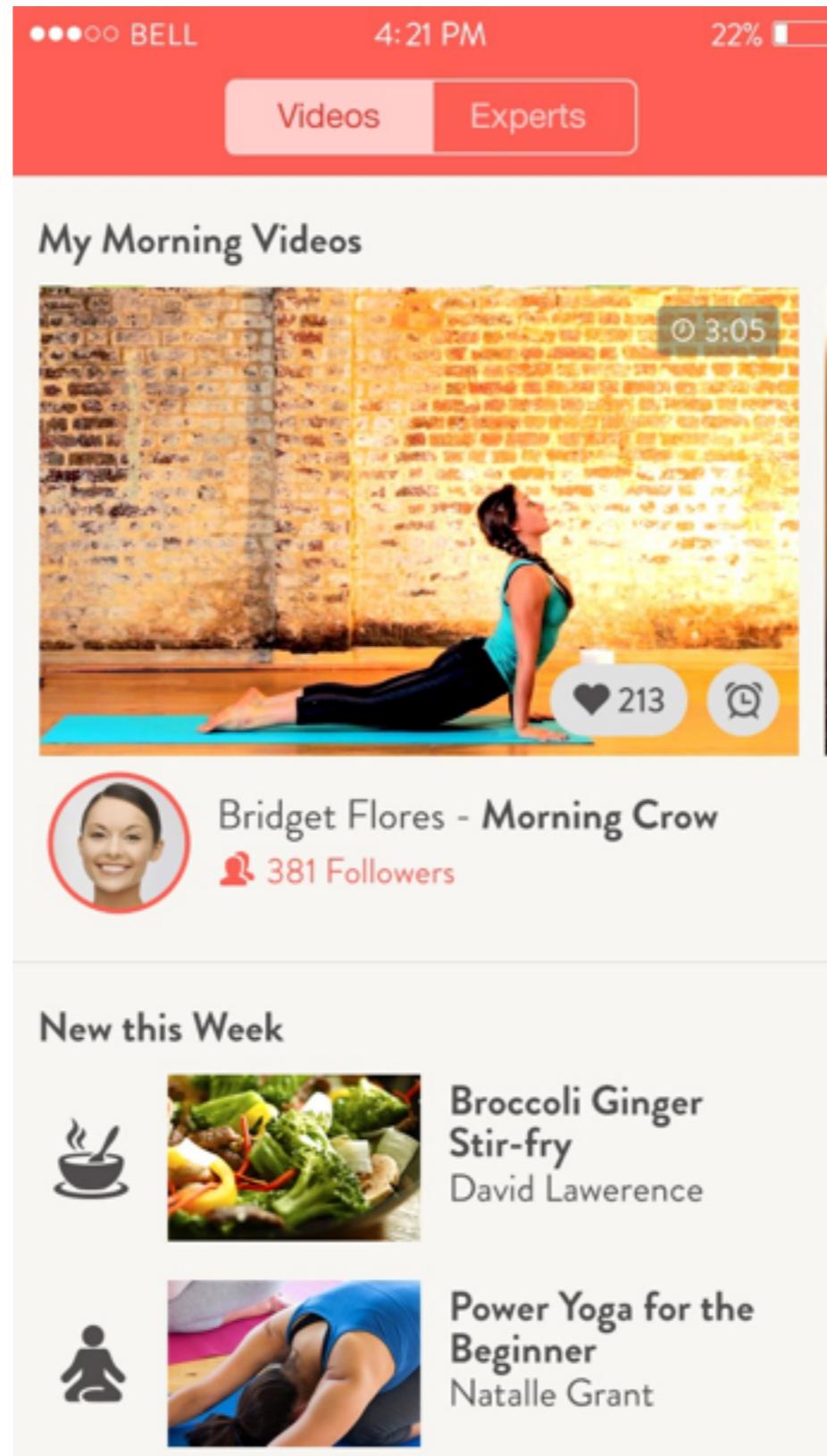
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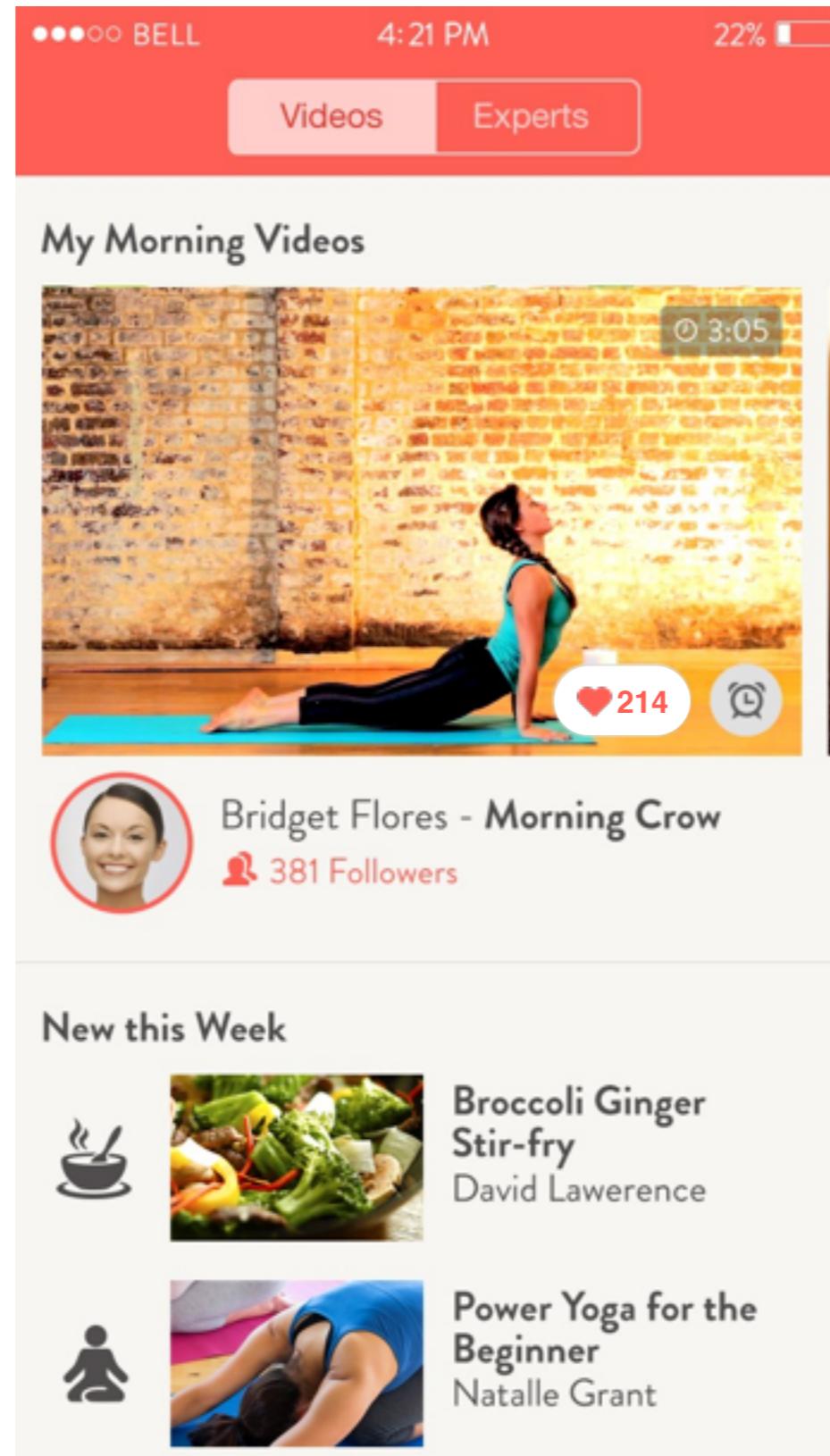
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We only designed a few custom animations



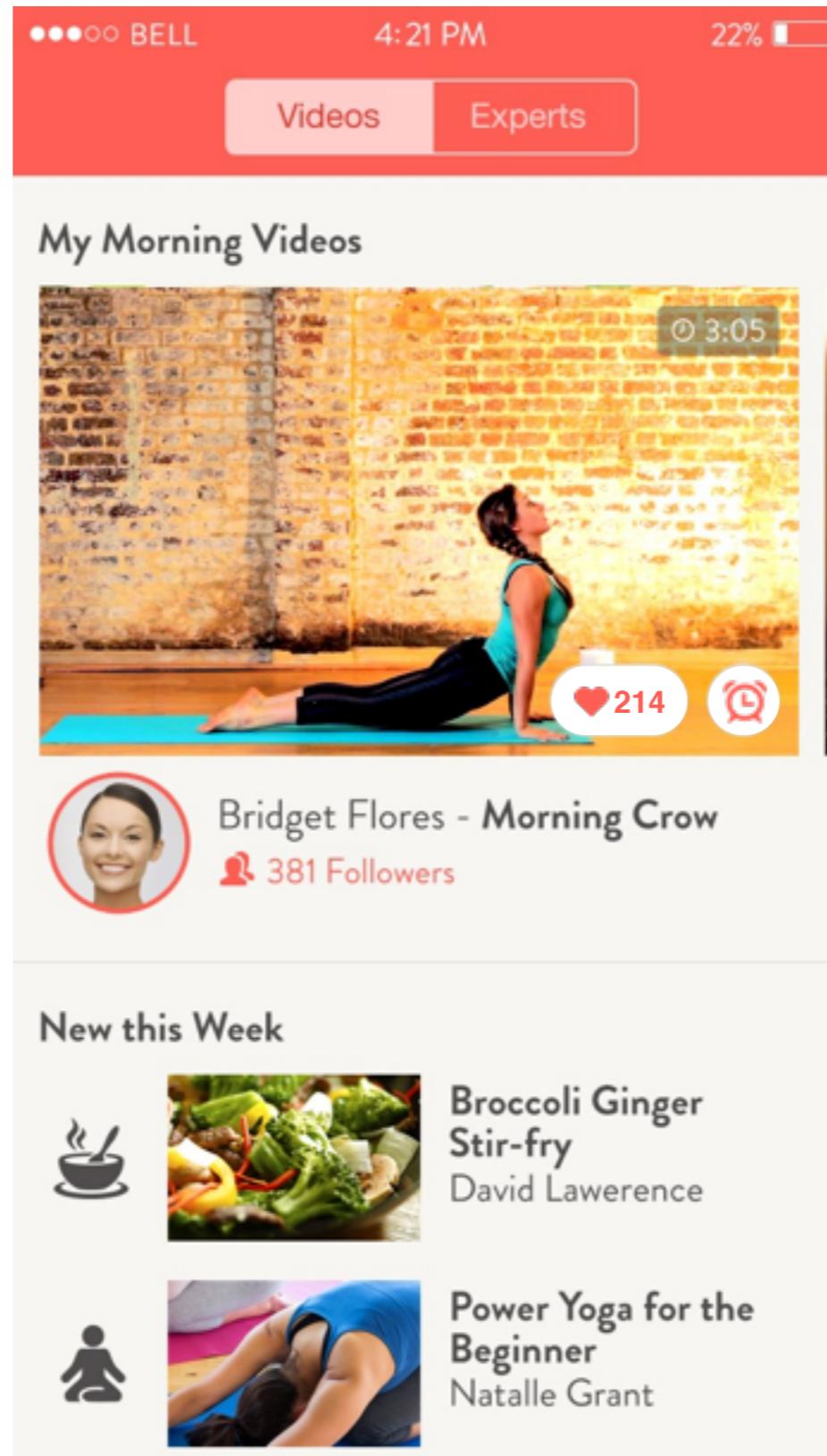
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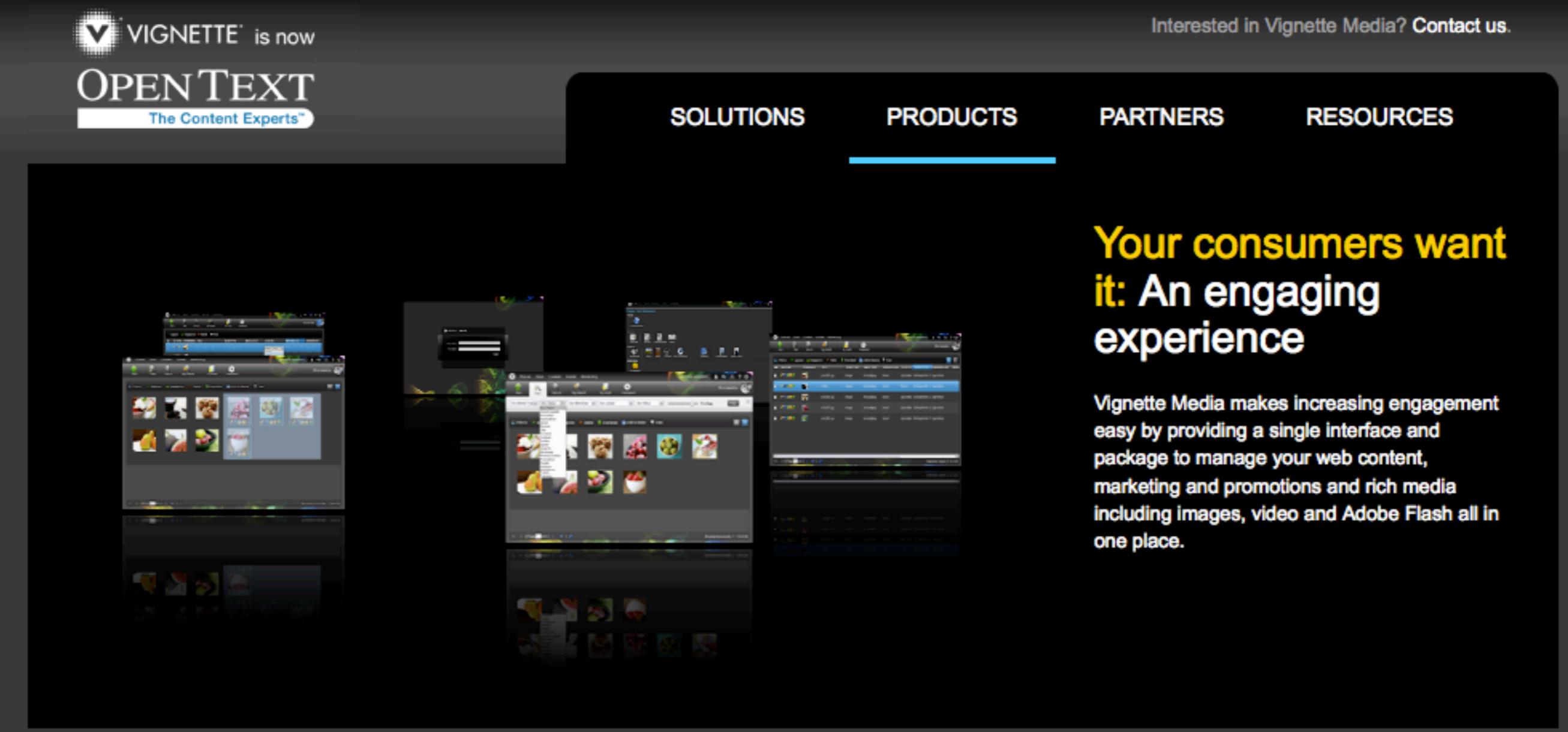
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## Avoid Needless Fanfare | Anti-Pattern from Bill Scott

This carousel's behavior inspires only confusion



The screenshot shows a dark-themed website for Vignette Media. At the top left is the Vignette logo with the text "VIGNETTE® is now OPEN TEXT The Content Experts™". At the top right is a link "Interested in Vignette Media? Contact us.". Below the header is a navigation bar with five items: "SOLUTIONS", "PRODUCTS" (which is underlined), "PARTNERS", and "RESOURCES". To the left of the navigation bar are four overlapping screenshots of software interfaces, likely demonstrating content management or marketing tools. To the right of the navigation bar is a large text block.

Interested in Vignette Media? [Contact us.](#)

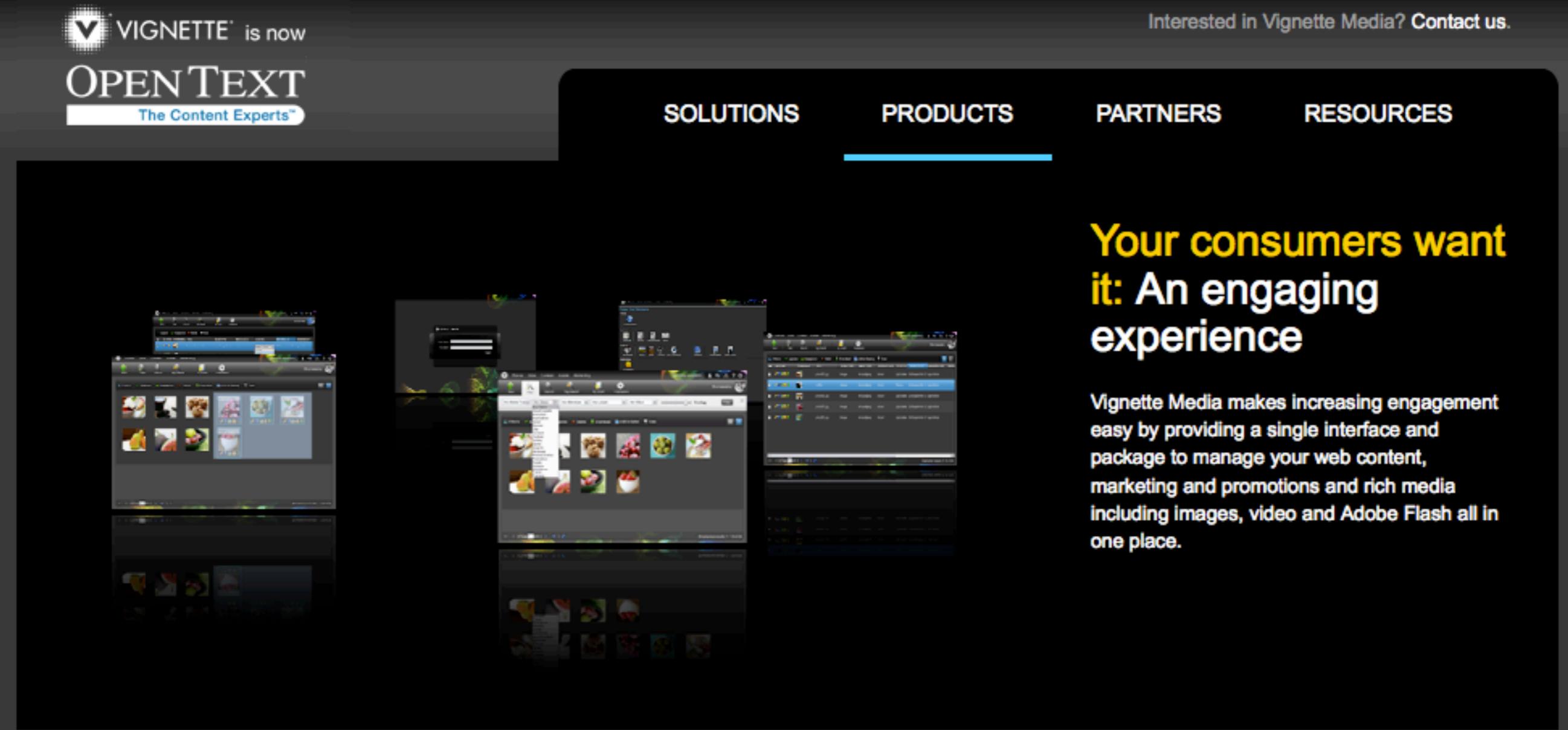
SOLUTIONS    **PRODUCTS**    PARTNERS    RESOURCES

**Your consumers want it: An engaging experience**

Vignette Media makes increasing engagement easy by providing a single interface and package to manage your web content, marketing and promotions and rich media including images, video and Adobe Flash all in one place.

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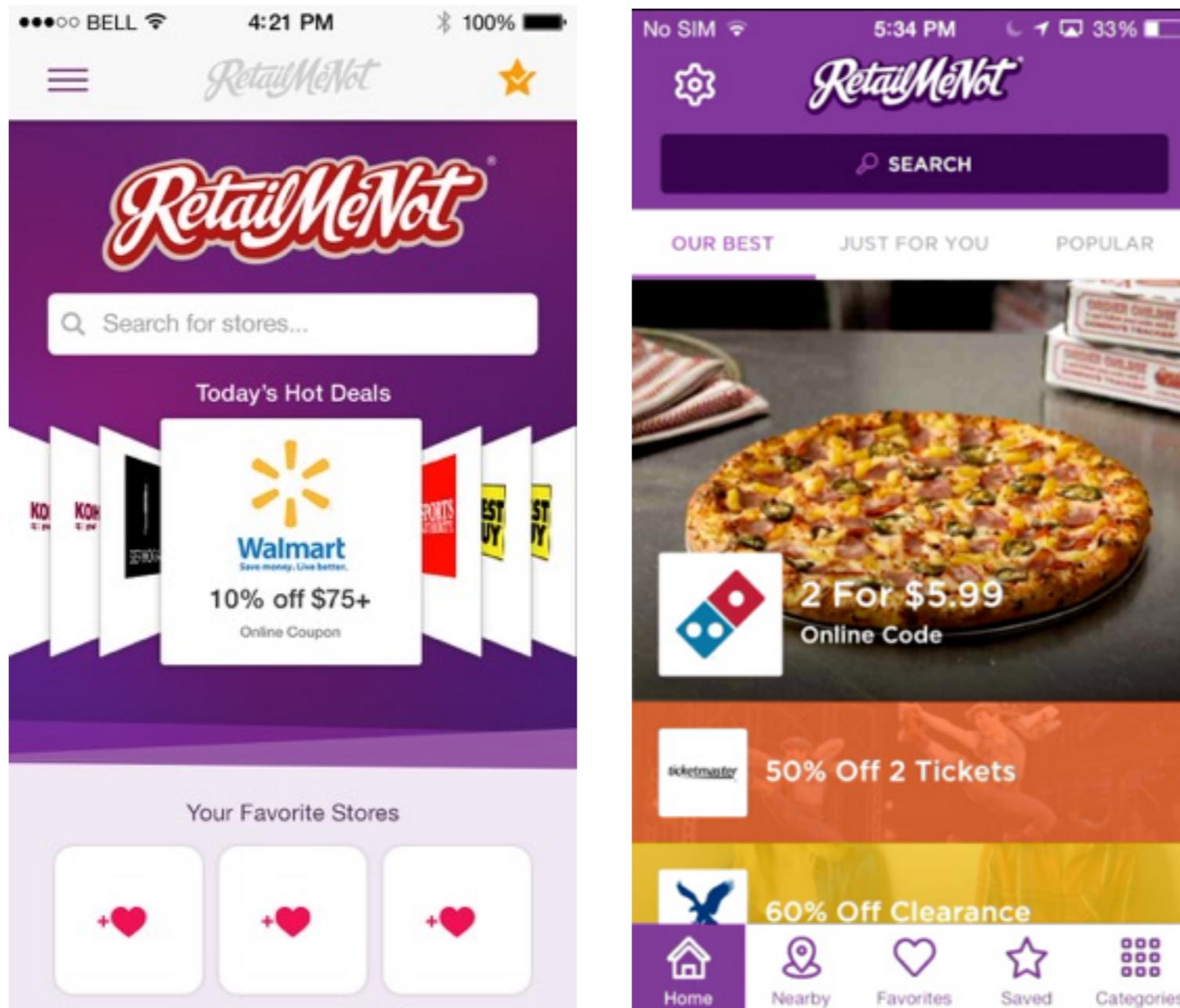
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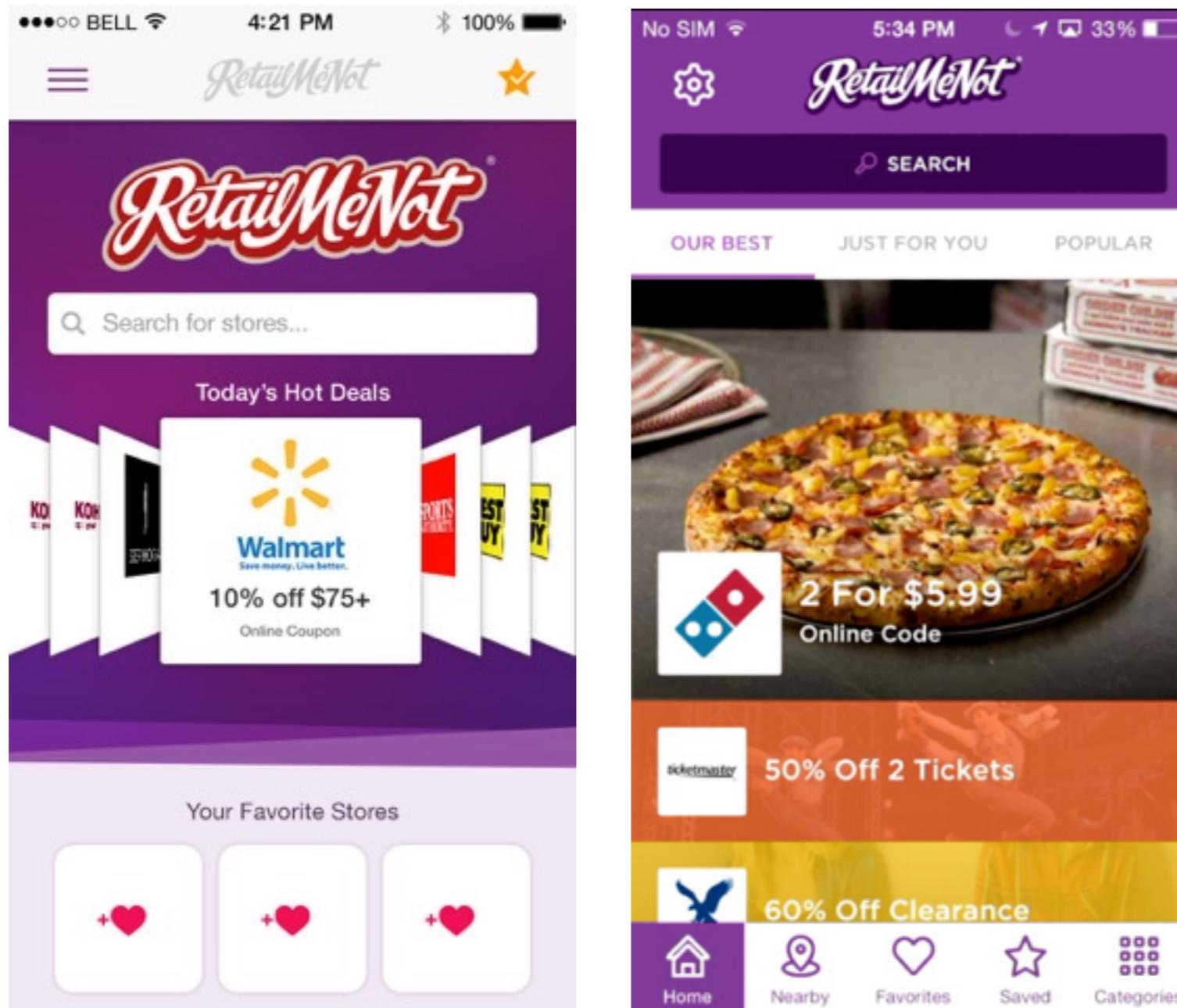
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RetailMeNot's new animated carousel actually solves numerous usability issues and business objectives around merchant branding



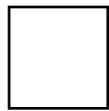
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## Aspire for Authenticity | Recommendation from Google Material Design

### Point of Origin



#### Do.

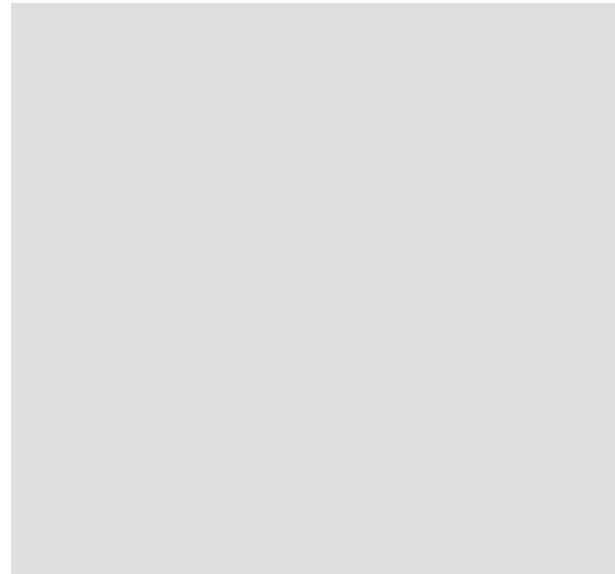
Material appears from the touch point, visually tying the element to the point of touch.

#### Don't.

Paper appears from the center of screen, breaking the relationship with the input.

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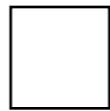
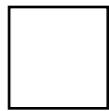
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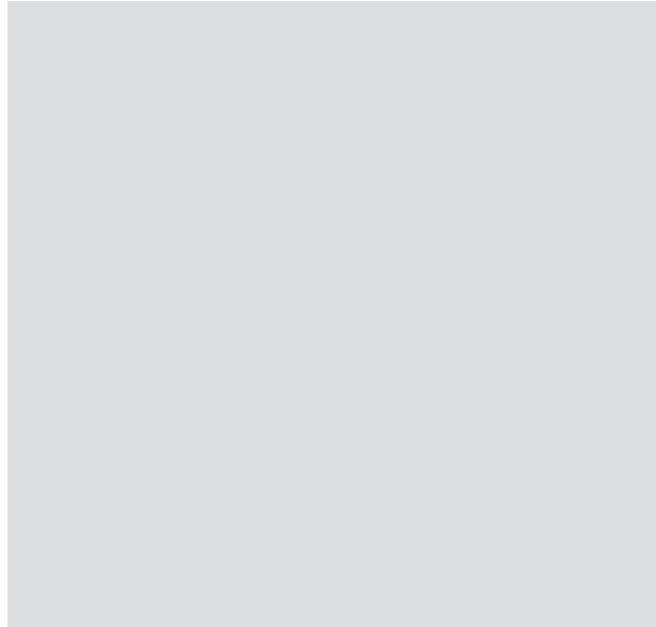
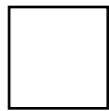
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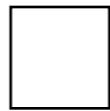
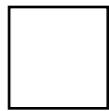
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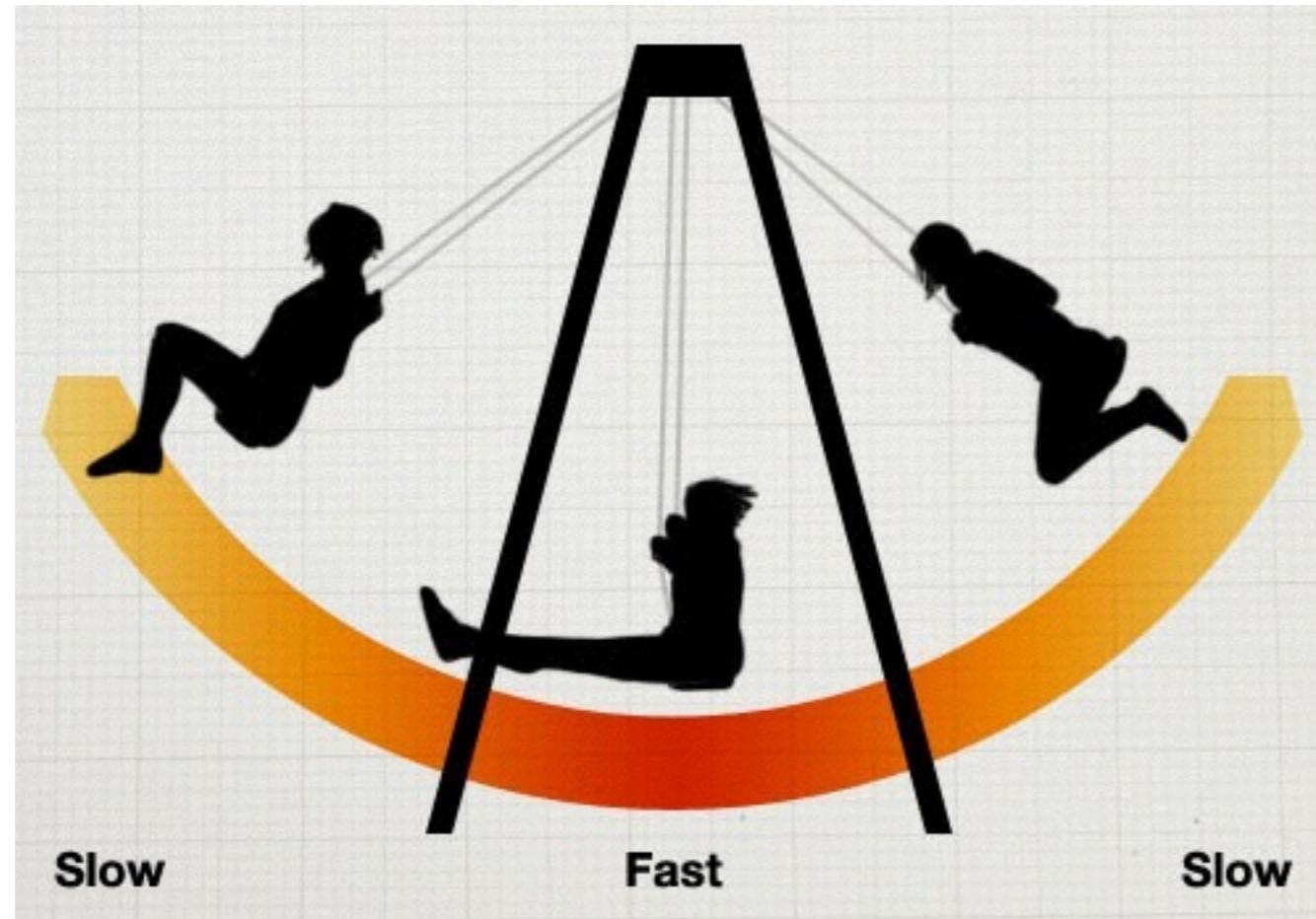
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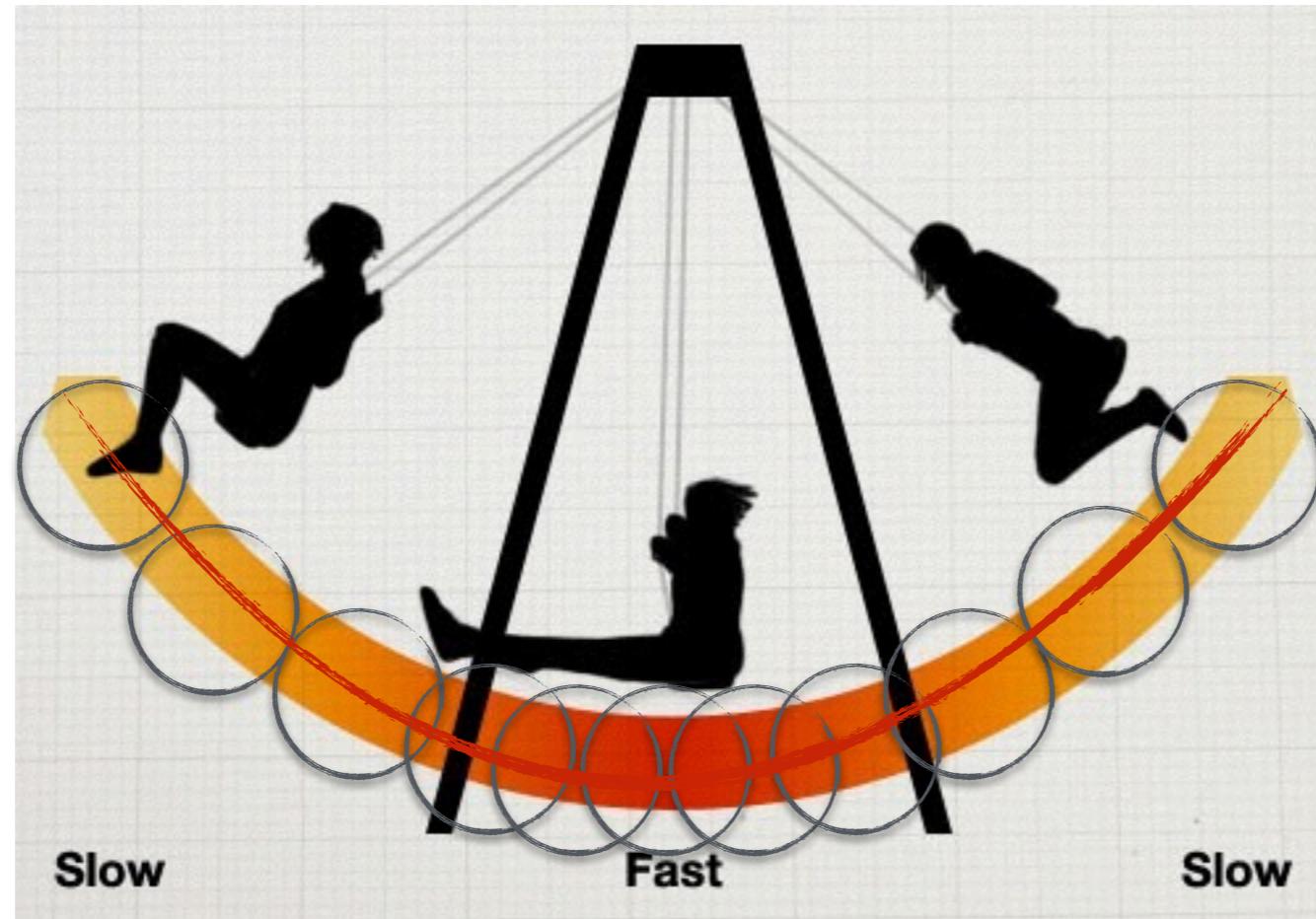
## Aspire for Authentic Response | 12 Basic Principles from Disney

### Slow In and Out



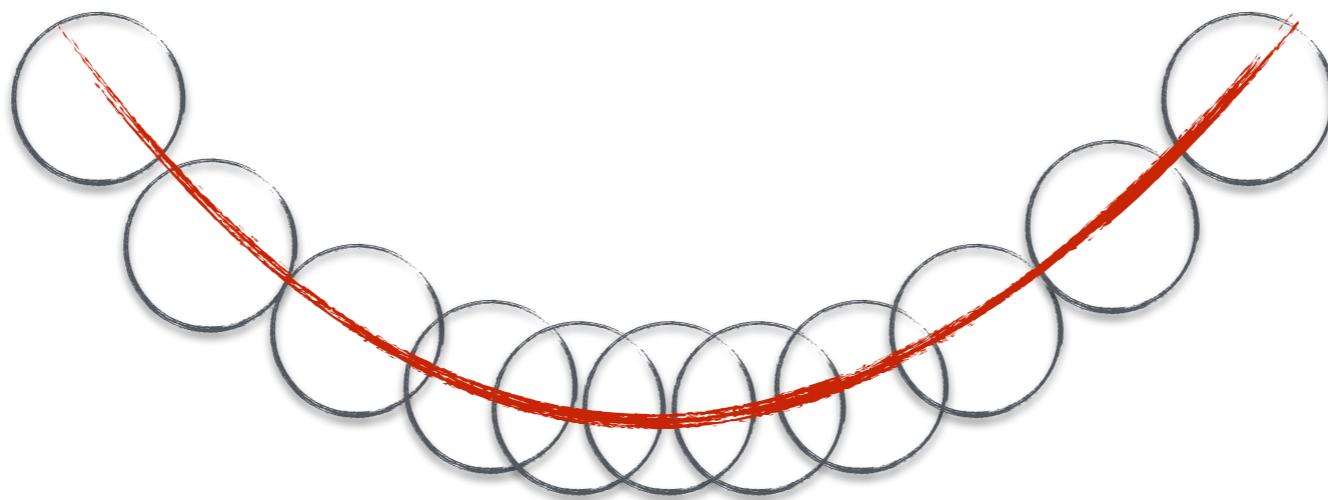
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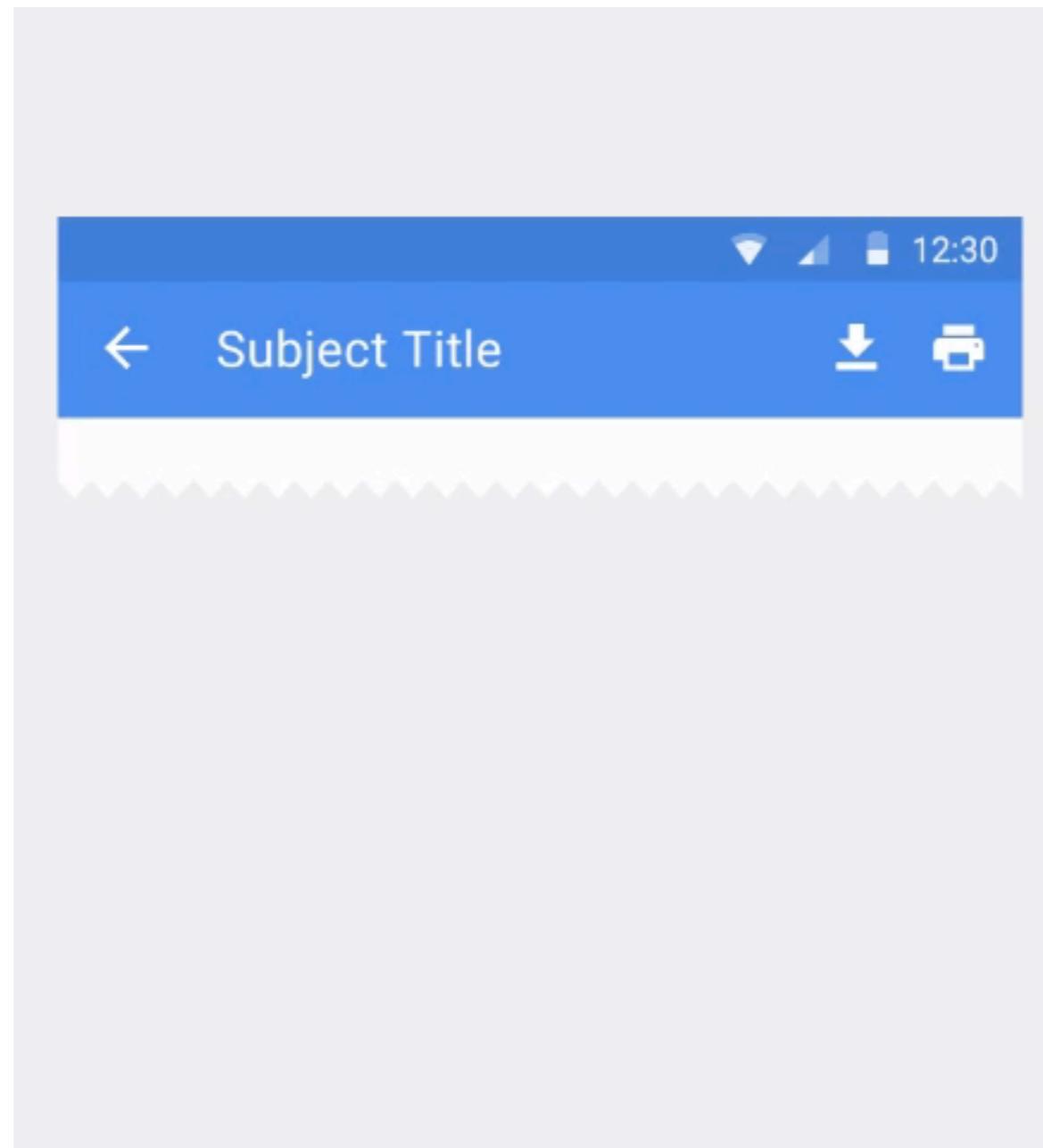


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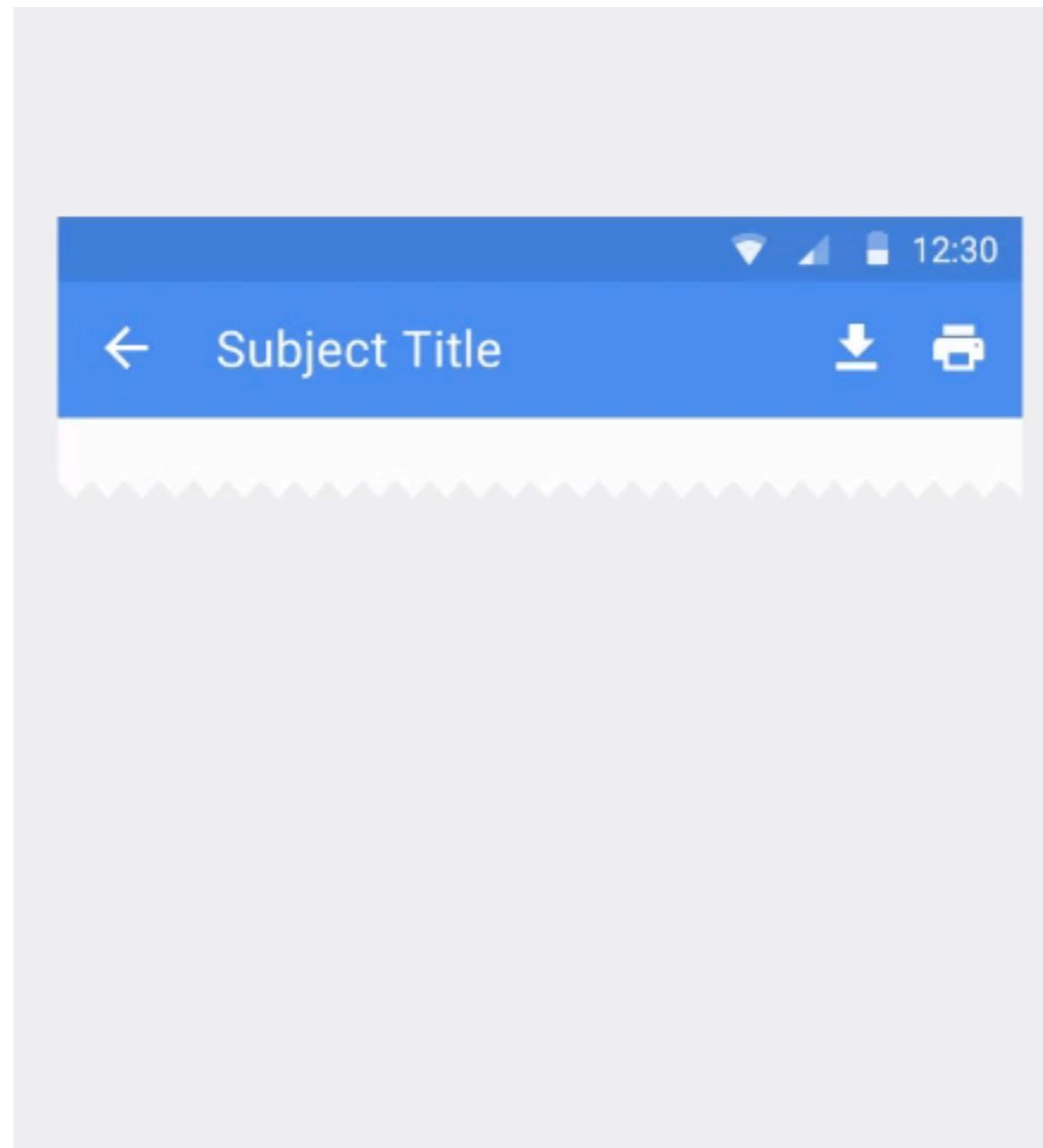


## Work from the Epicenter | Recommendation from Google Material Design



Inputs have an epicenter. Actions should visually connect to their respective input epicenter. Closer actions occur sooner than more distant ones, creating a ripple of actions.

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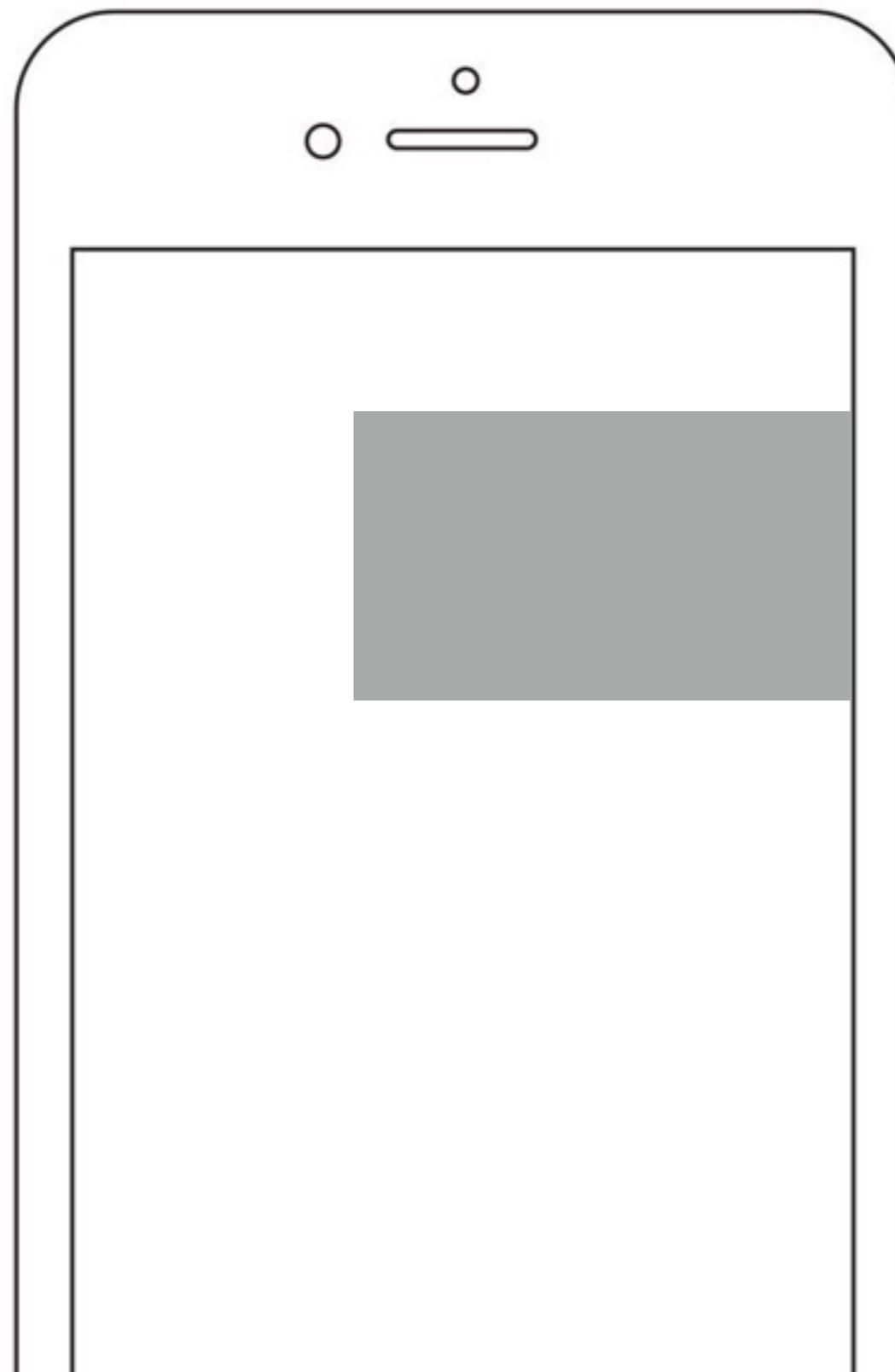


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## Go 4x Faster | Tip from Rachel Nabors

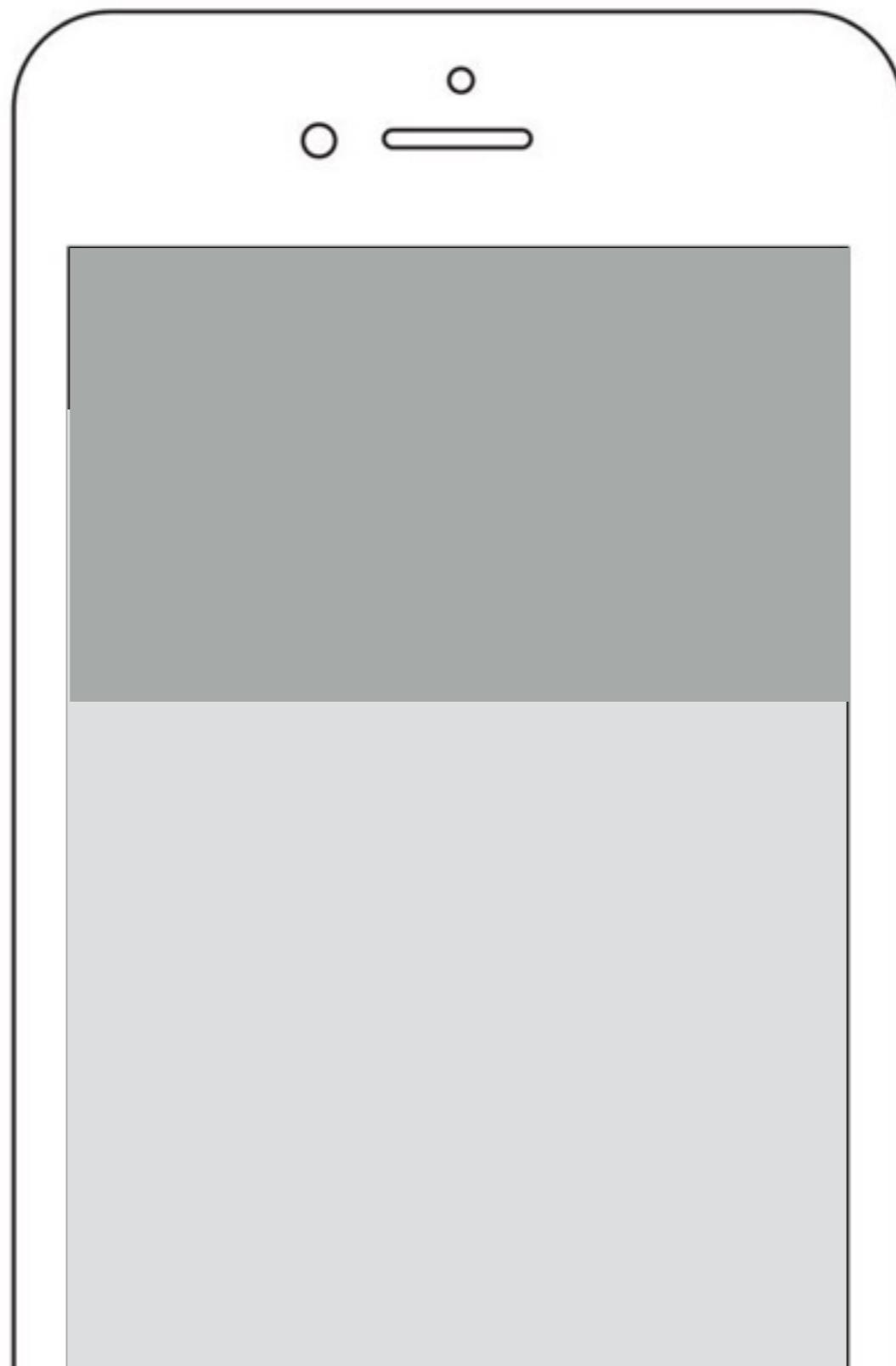
1 second





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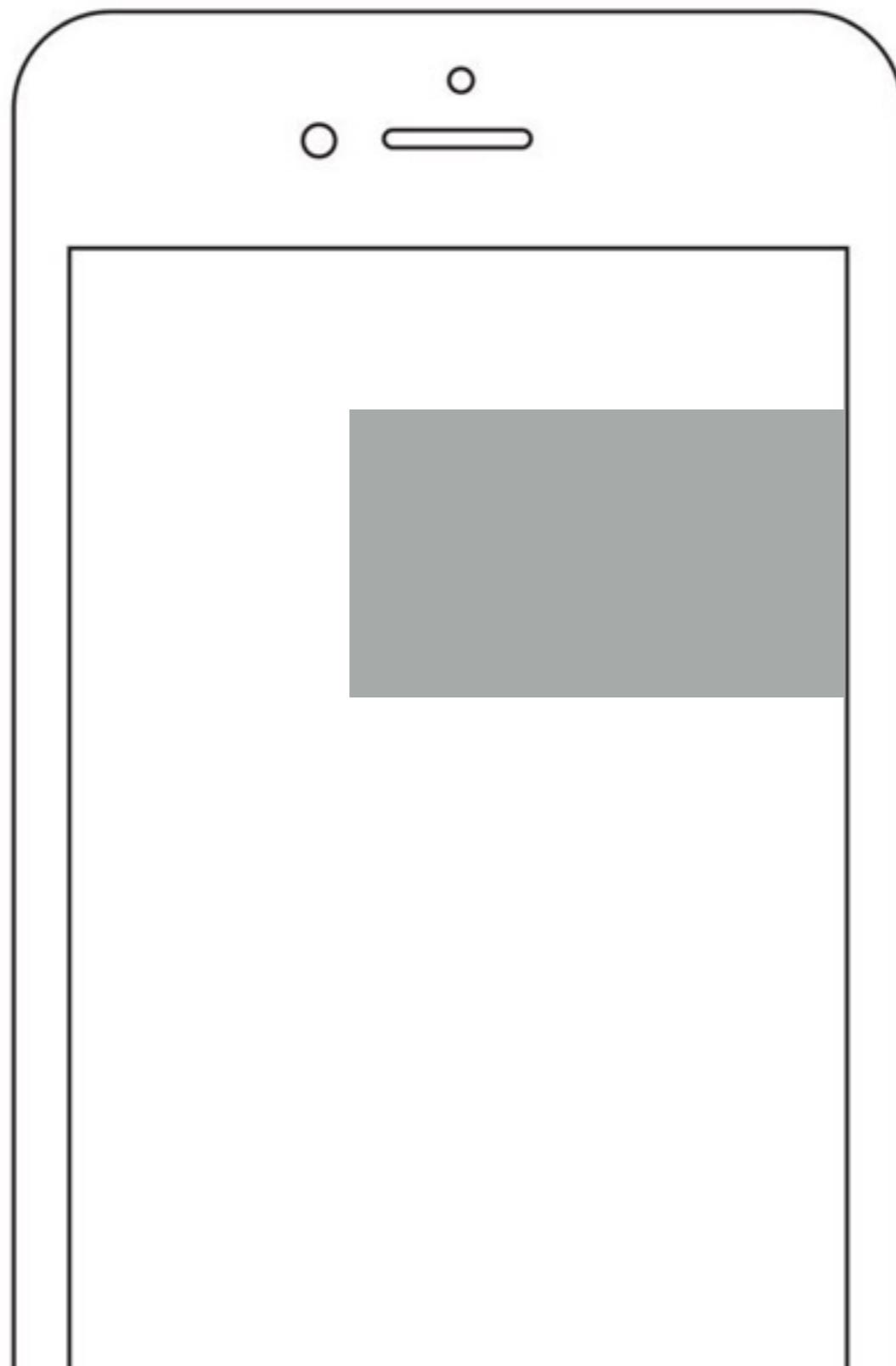
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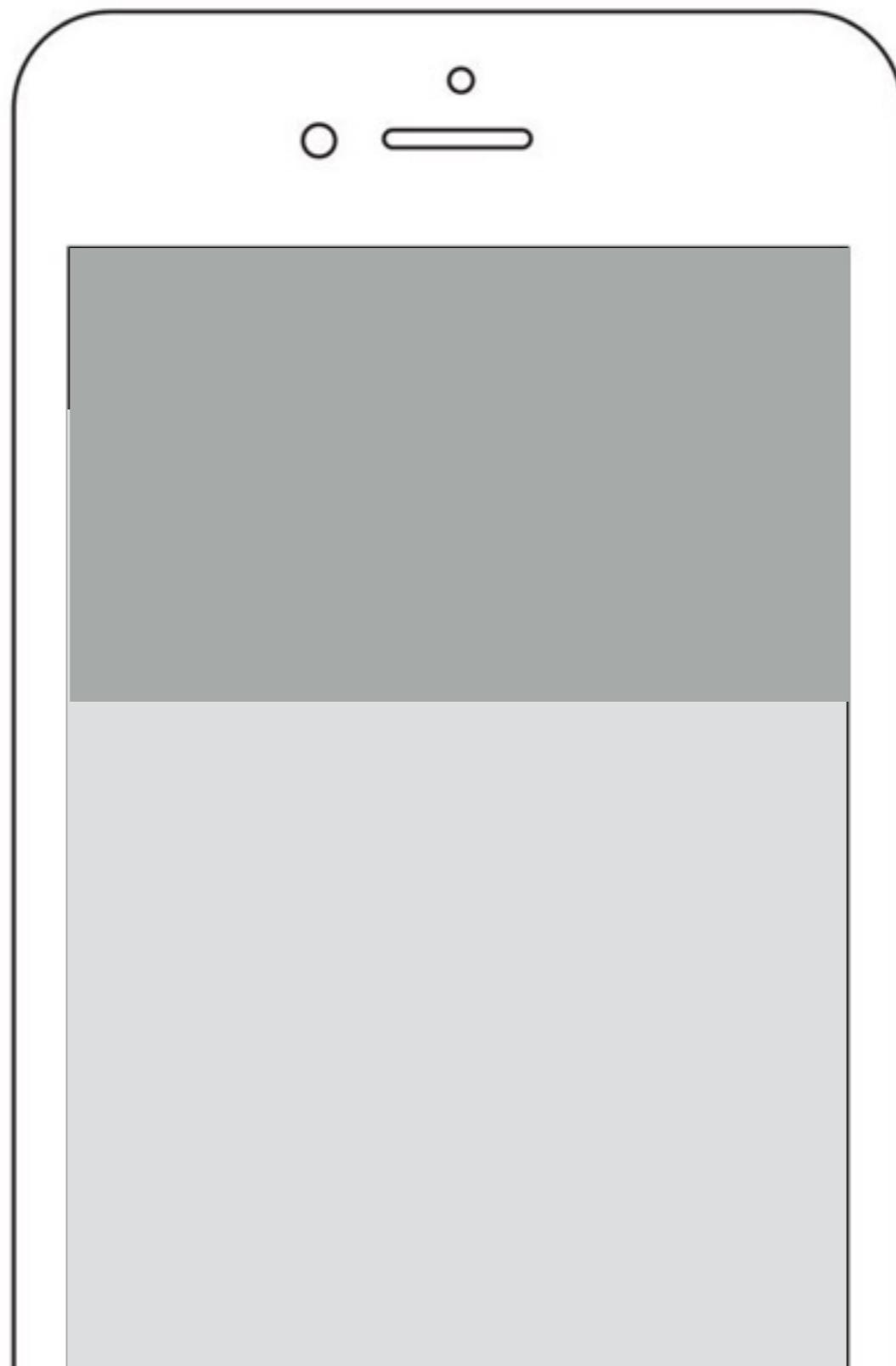
.25 seconds





Go 4x Faster | Tip from Rachel Nabors

.25 seconds





## proto.io



mobile web

## inVISION

import comps

w/gifs

mobile web

## Keynotopia



## pixate

import comps



## m

import comps  
or sketches

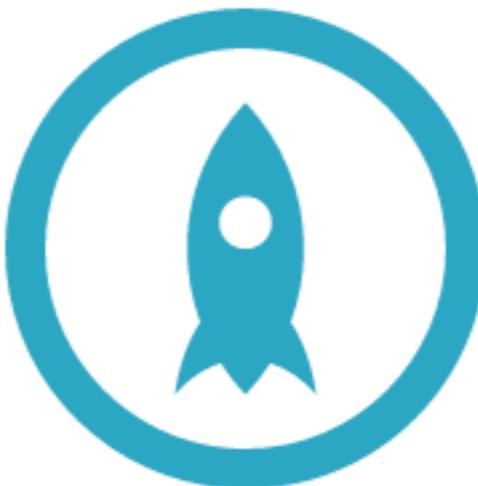
mobile web

## axure



mobile web

# proto.io



<https://proto.io/promo/theresa-neil/>

<https://spaces.proto.io/>

# User Validation

## User Testing | Testing your Prototype > Userlytics

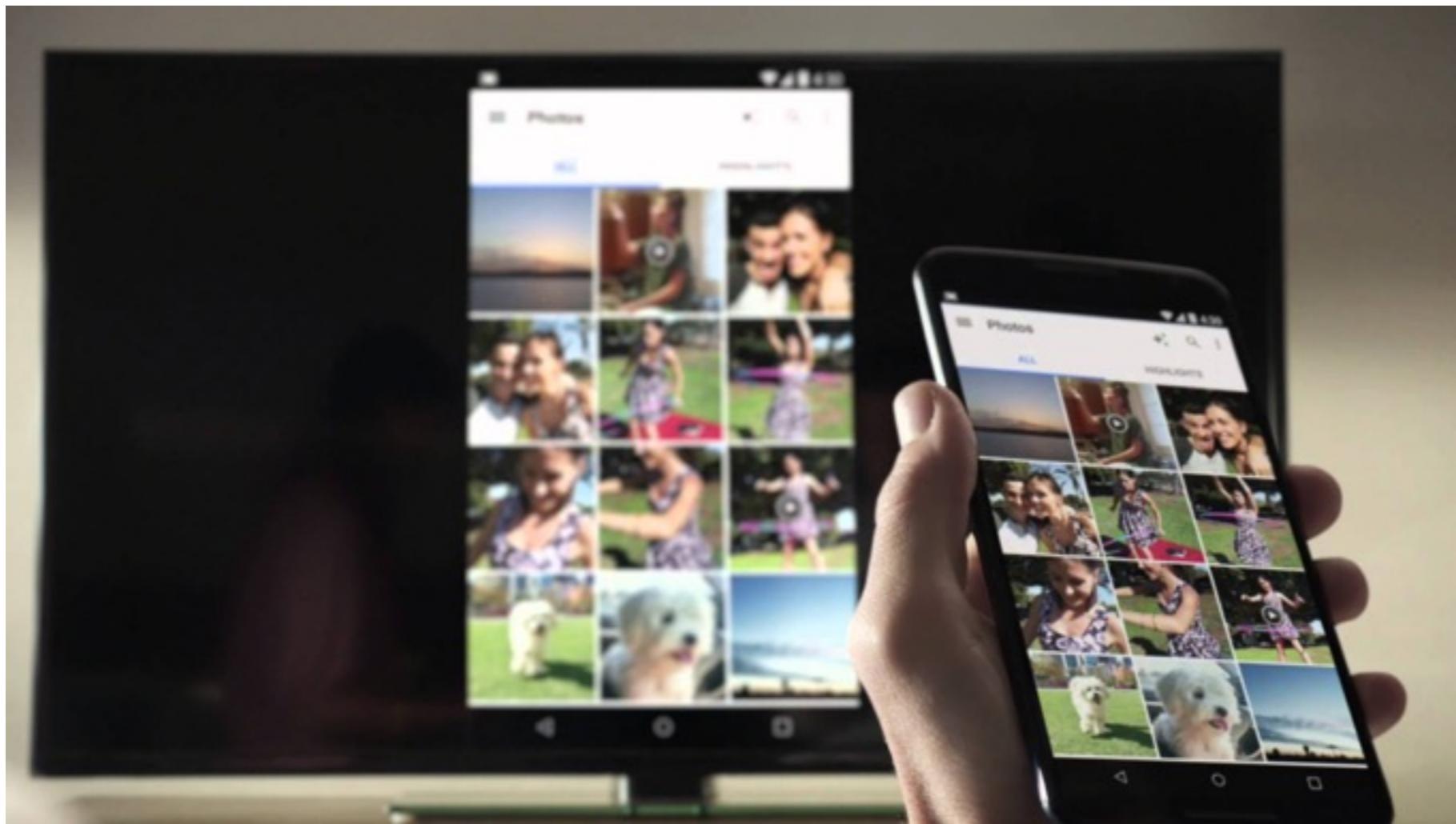


### Remote unmoderated testing

This is like [usertesting.com](http://usertesting.com) or [loop11.com](http://loop11.com), but the participant will actually be holding their mobile device and its screen will be projected on their computer for you to see



## User Testing | Testing your Prototype > Mirroring360



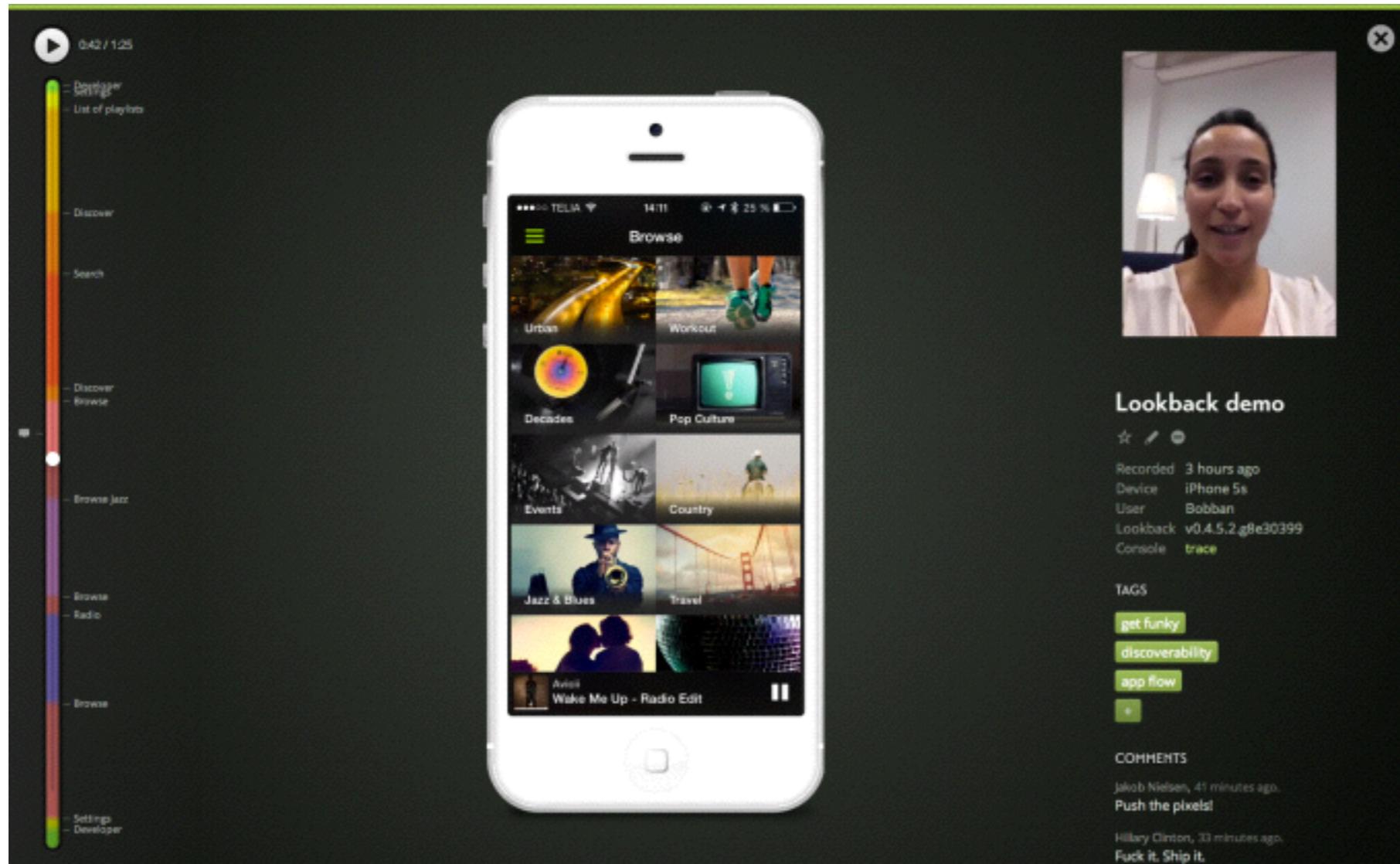
### In person moderated testing

- Android icon: Install M360 on the Android test device, it auto mirrors to your display, have user sign in to remote meeting session (web cam on) from the phone, you start recording the session (GoToMeeting, WebEx, [join.me](#))

### Remote moderated testing

- Android icon: Ask participant to install M360 to their Android phone, it auto mirrors to their display, have user sign in to remote meeting session (web cam on) from the phone, you start recording the session (GoToMeeting, WebEx, [join.me](#))

## User Testing | Testing your Prototype > Lookback



 lookback

### In person moderated testing

- 🍎 Jailbreak the iPhone or iPad- install Lookback, start recording, open prototype as usual
- \_ANDROID\_ Install the Lookback app, start recording, open prototype as usual

## User Testing | Testing your Prototype > Reflector



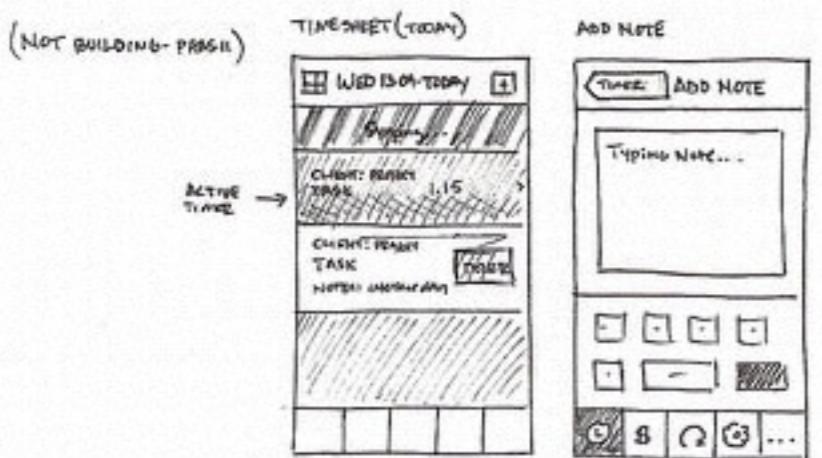
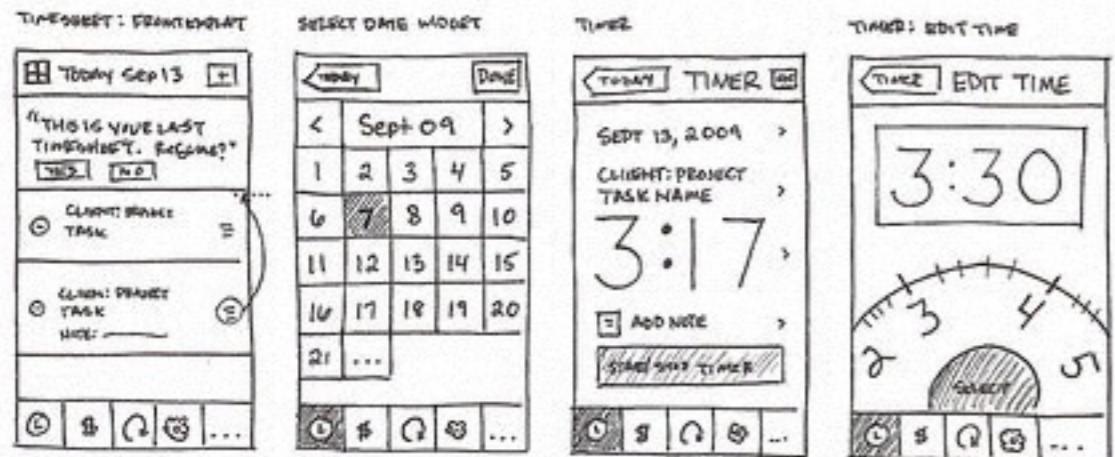
### In person moderated testing

- Install Reflector on your laptop or desktop, turn on Airplay on test iPhone, have user sign in to remote meeting session (web cam on) from the phone, you start recording the session (GoToMeeting, WebEx, [join.me](#))

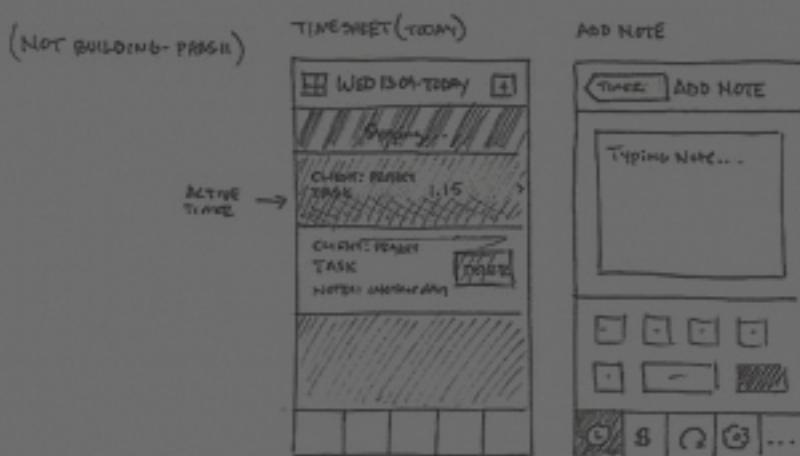
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# Developer Checklist | What do these guys want?



## Developer Checklist | What do these guys want?



# Analytics | Testing your Product after Launch

appsee

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W Wikipedia

Overview Sessions UI Analysis Analytics Settings

## Analytics

All Versions 2.0.2 2.0.1 All Times 30 Days 7 Days Today

**Total Users:** 23,963 **App Launches:** 61,695 **Avg. Session Length:** 02:49

**Daily Sessions:** Line chart showing sessions from Sep 18 to Sep 23. Peak around Sep 21.

**Daily Users:** Line chart showing users from Sep 18 to Sep 23. Peak around Sep 21.

**Devices:** Donut chart showing device distribution. iPhone 5 (50.8%), iPhone 4S (27.3%), iPhone 4 (15.4%), iPad (2.0%), iPhone 5s (1.0%), and Other (0.9%).

**OS Versions:** Donut chart showing OS versions. iOS 7.0 (99%) and iOS 7.0.1 (1%).

**App Versions:** Donut chart showing app versions. 2.0.2 (65.3%) and 2.0.1 (34.7%).

**Session Duration:** Donut chart showing session duration distribution. 0-20 Sec. (22.7%), 1-5 Min. (42%), 20-60 Sec. (19.8%), 5-10 Min. (10.5%), 10-30 Min. (2.7%), 30-60 Min. (1.4%), and Other (1.4%).

**Countries:** World map showing user distribution by country. Top countries: United Kingdom (36%), France (8%), Italy (8%), Germany (5%), United States (5%), India (3%), Netherlands (2%), Sweden (2%), Belgium (2%), and Russian Federation (2%).



# Analytics | Testing your Product after Launch

appsee

Shoebox

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Overview Sessions UI Analysis Insights Screens Popups Analytics Settings

Login

Search... 1.0.2 1.0.1 1.0 All Times 30 Days 7 Days Today

26 Sessions 63% of all sessions 00:02 Average Duration 30% of time in app 26% of App Interactions

This screen contains a large number of unresponsive gestures (56% of all gestures)  
This screen has a high quit rate (32% of app quits were from this screen)

iPhone iPhone 5

40% CreateAccou... 28% Open App 24% Popup 3 43% CreateAccou... 24% Popup 3 18% Shop

Shoebox Login

Taps % All First Last Unresponsive





Thank you!

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