Theresa Neil | 5.3.15

Smart Designs for Smartphones

morning

Rethinking for native apps

Good versus great apps

Avoid the trap of web thinking

Capitalize on uniquely native opportunities

Designing across platforms

Using personas and stories to create a happy path

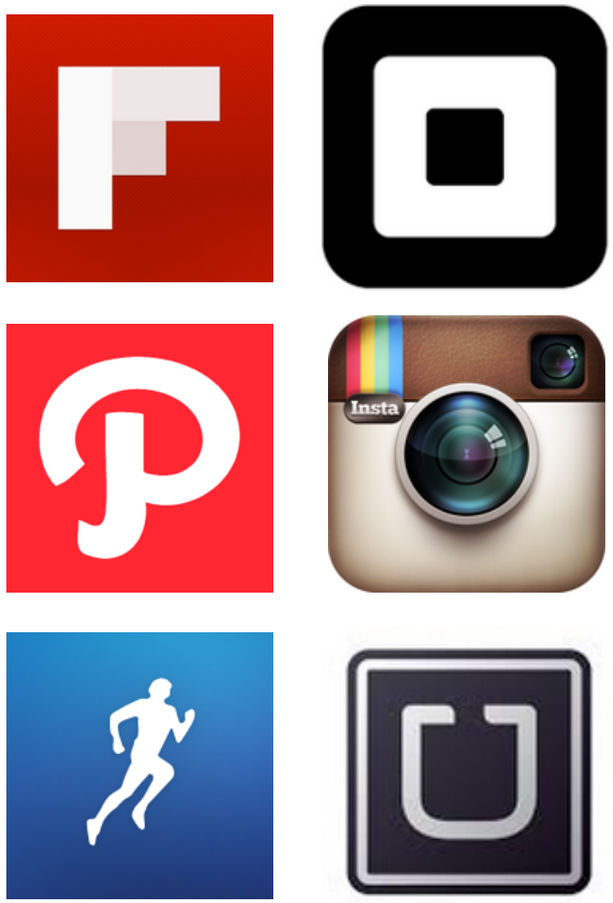
Different platforms, different design?

Good vs Great Mobile Apps | Solve a significant pain point...

Good vs Great Mobile Apps | Solve a significant pain point...

by exploiting the capabilities that mobile devices offer

Great Native Apps | Exploit the options that the mobile device offers



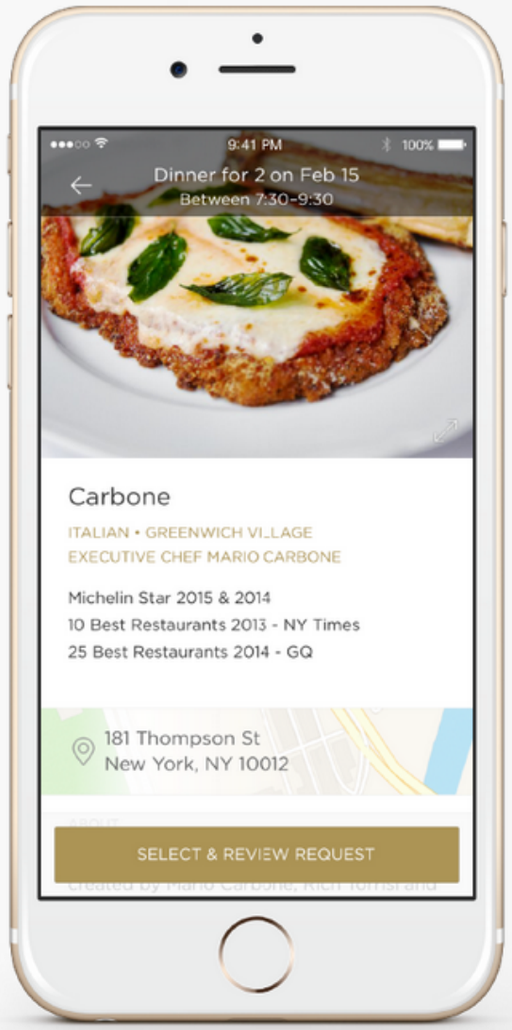
MADE FOR MOBILE

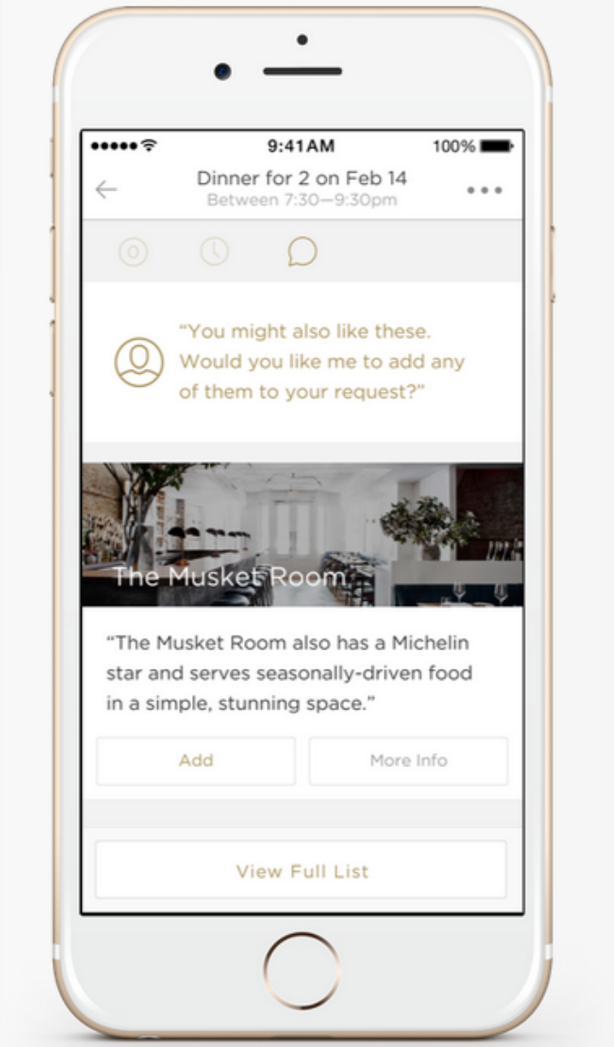
Good vs Great Mobile Apps | Let's Compare

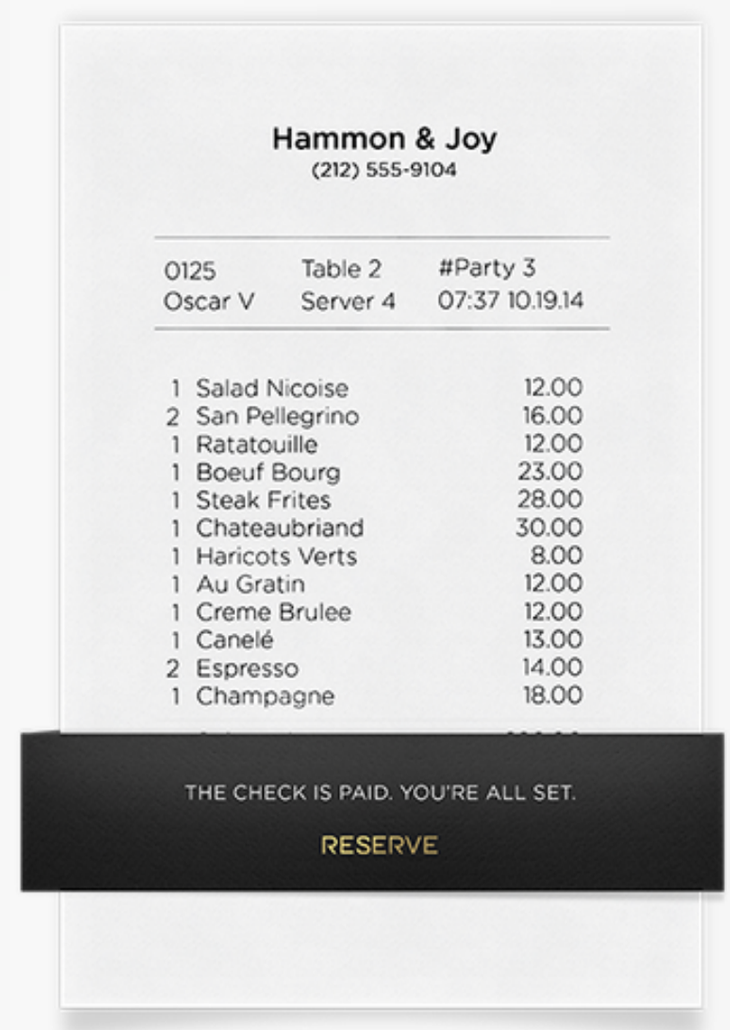
SeatMe App for Restaurants

Yelp added a a reservation option, but only at restaurants using, SeatMe, Yelp's front of the house software.

Good vs Great Mobile Apps | Let's Compare

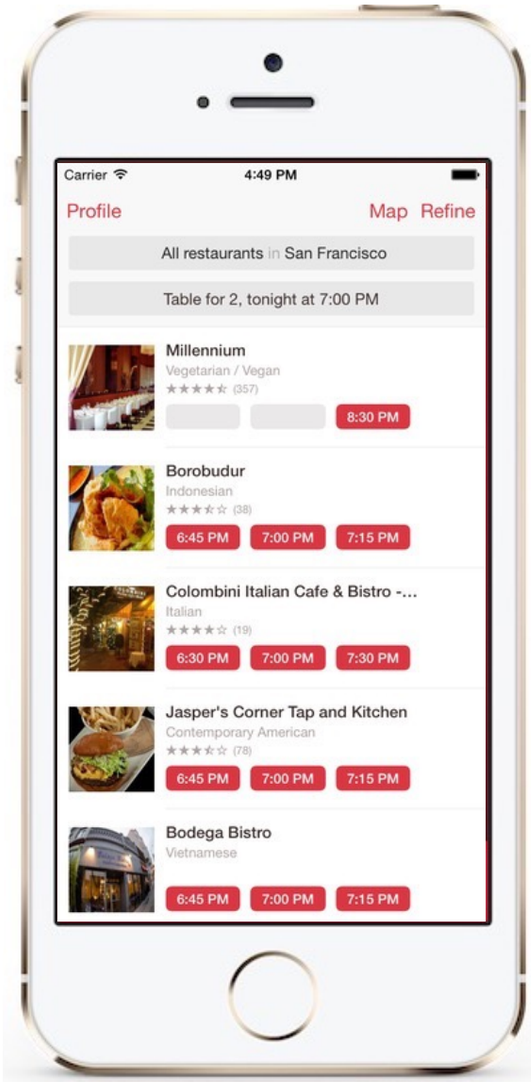


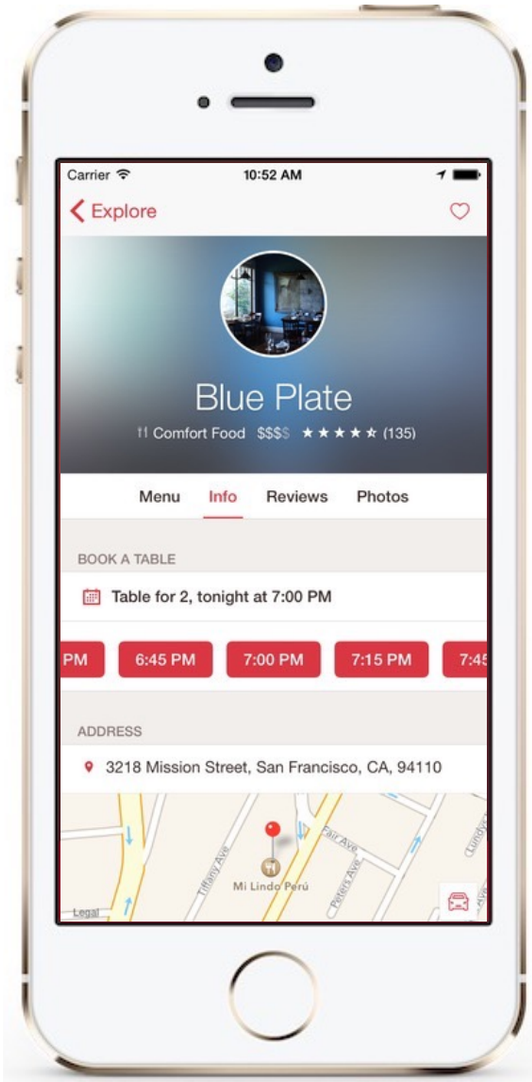


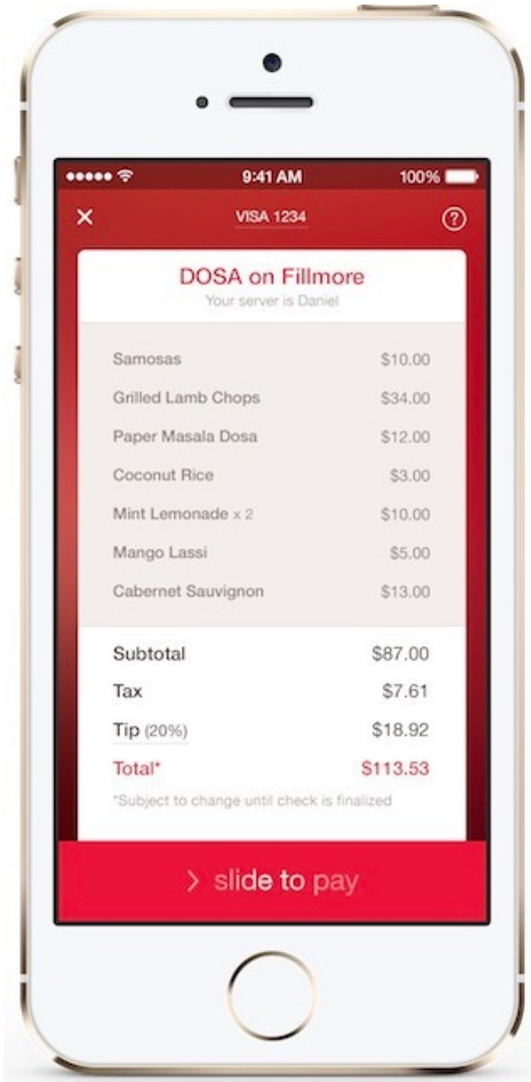


Reserve lets you reserve and pay for your meal. It also makes recommendations if your first option isn't available.

Good vs Great Mobile Apps | Let's Compare





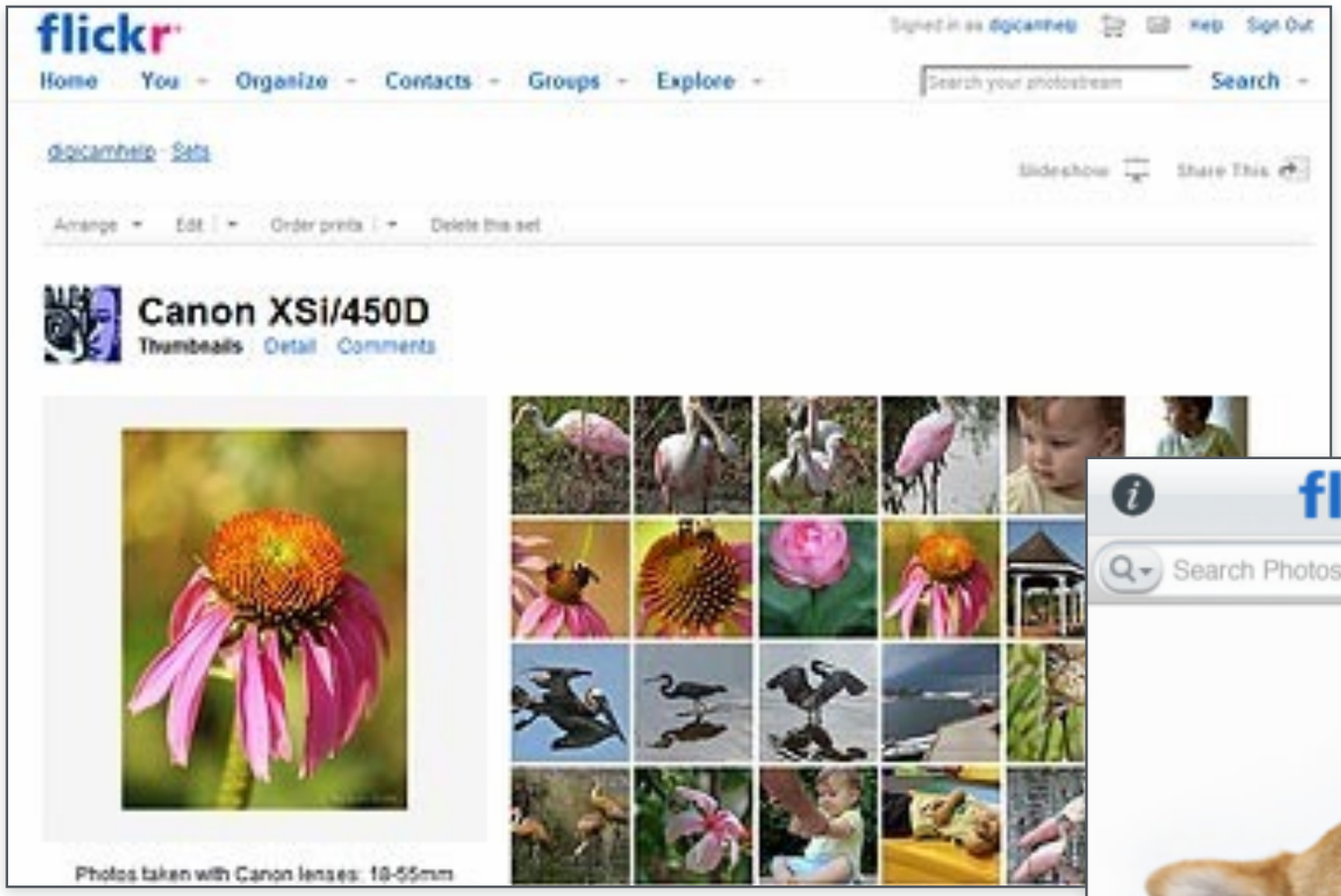


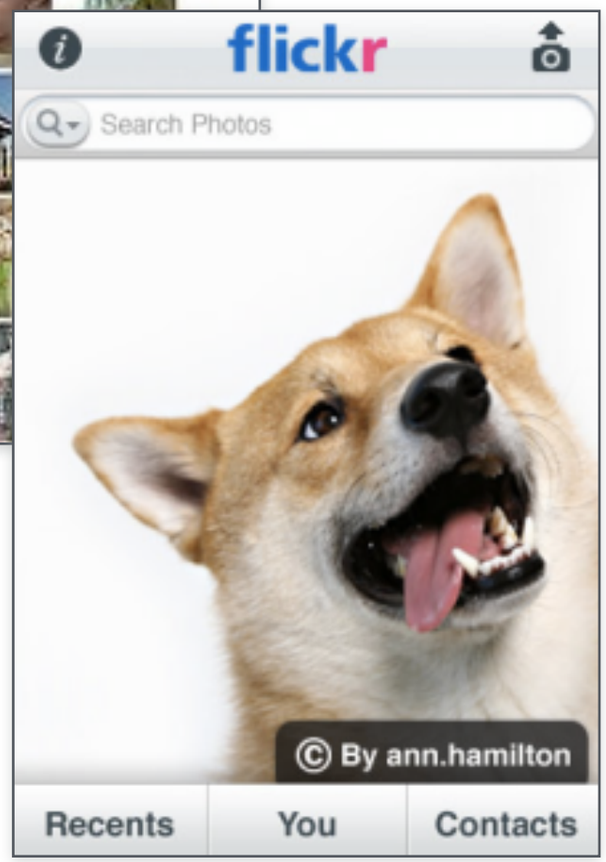
OpenTable considers the whole experience from reservations to transportation, to payments

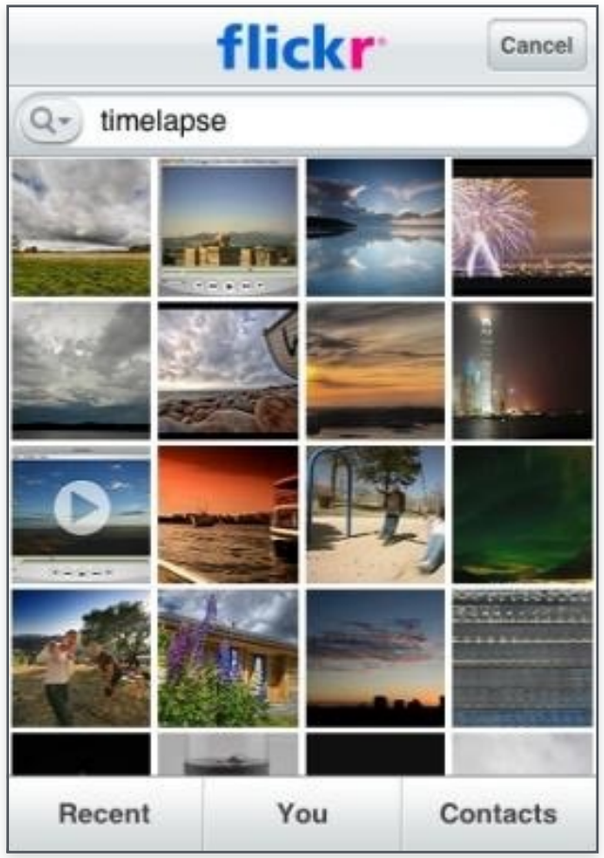
OpenTable
Version 6.5.0, 22.7 MB
Aug 20, 2014

We've partnered with Uber to allow you to request a ride when viewing your upcoming reservation (where available). We'll even tell your driver where to take you so you can just hop in and go!

Avoid the Trap | It's not about prioritizing & reorganizing content from the web







In 2008-10 Flickr was working hard to port their web app to mobile. But they were asking the wrong questions.

Avoid the Trap | Rethink the entire UX

In the meantime…

1 week	100,000 users
2 months	1 million users
< 1 year	10 million users
now	200 million users

Instgram was thinking about what mobile photography could be : instant sharing, filters, friend feeds…

Avoid the Trap | Rethink the entire UX

In the meantime…

photography could be : instant sharing, filters, friend feeds…

Flickr responded by quickly adding filters and Facebook integration, but the damage was already done.

1 week — 100,000 users

2 months — 2011 — 15 million users

< 1 year — 2012 — 12 million users

20% decline

now — 200 million users

rethinking
for native apps

harness ambient data

find connections

be (hyper) aware

Theresa Neil | strategy + design

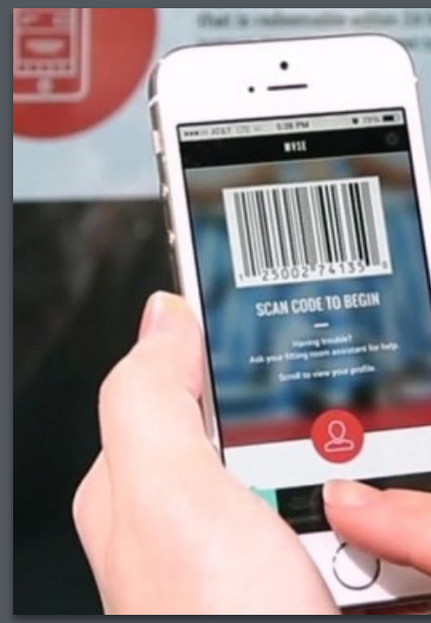
Carrier
12:45 AM
eCard
DENVER MUSEUM OF
NATURE&SCIENCE
Sending log in information...

Let's Brainstorm | Possible Opportunities

Visitors
Usually students or adults with children
Rely on the paper brochures or audio guide
Satisfaction surveys say that visitors like the displays, but there is so much to see, it is overwhelming
Some visitors have a window of time for the trip, others have plenty of time, average visit time, 2.5 hours
The outdoor bone dig scavenger hunt is only open in clear weather, which is disappointing to many visitors who have to miss it

Museum Administrator
Know the number of new and returning visitors
Don't know what they look at or enjoy the most
Need information about visitors to apply for Grants
Want to expand the outdoor experience via fundraising
Want to convert visitors to members
Needs to bring in more visitors

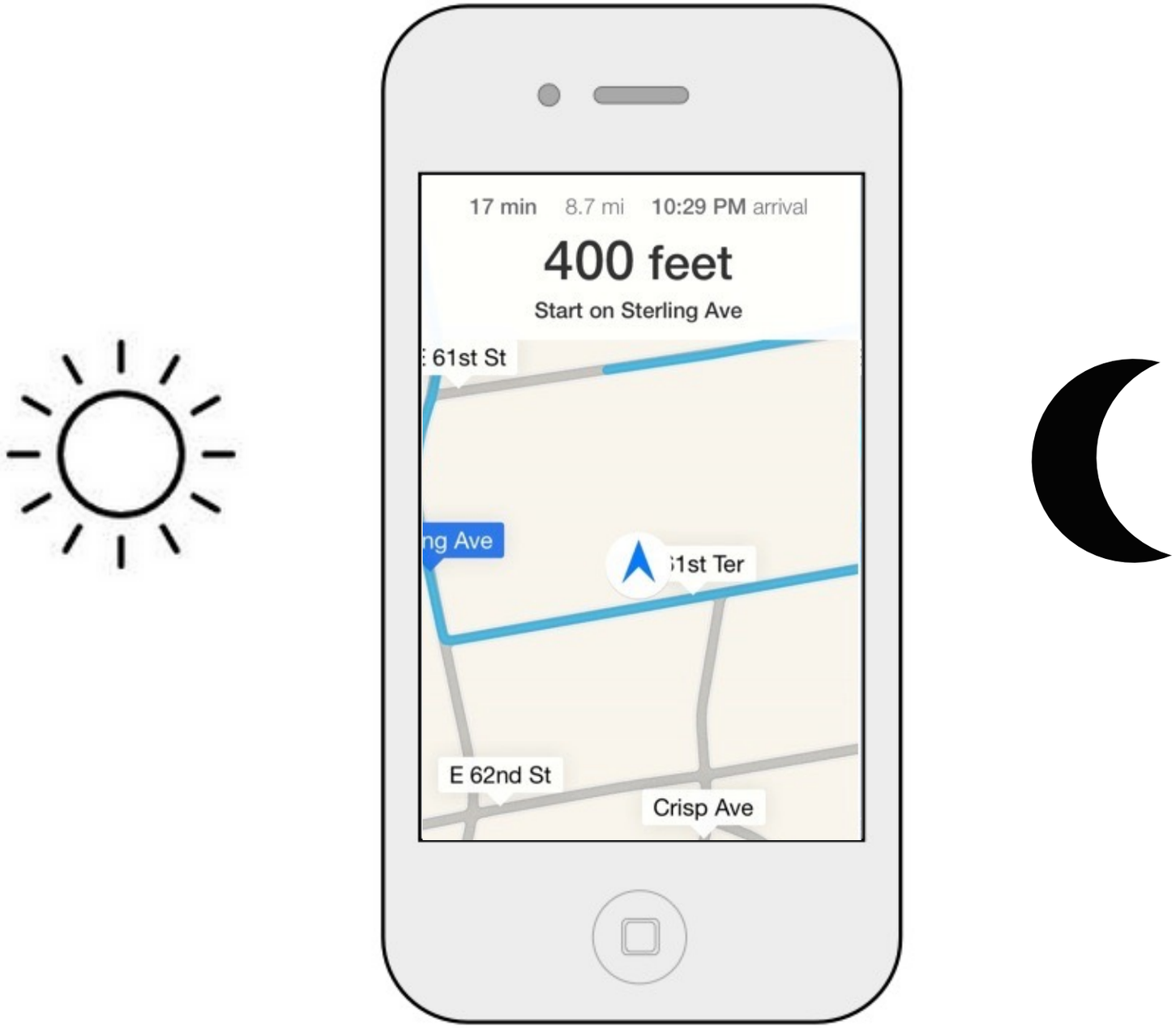
Harness Ambient Data | Mobile devices can sense almost everything



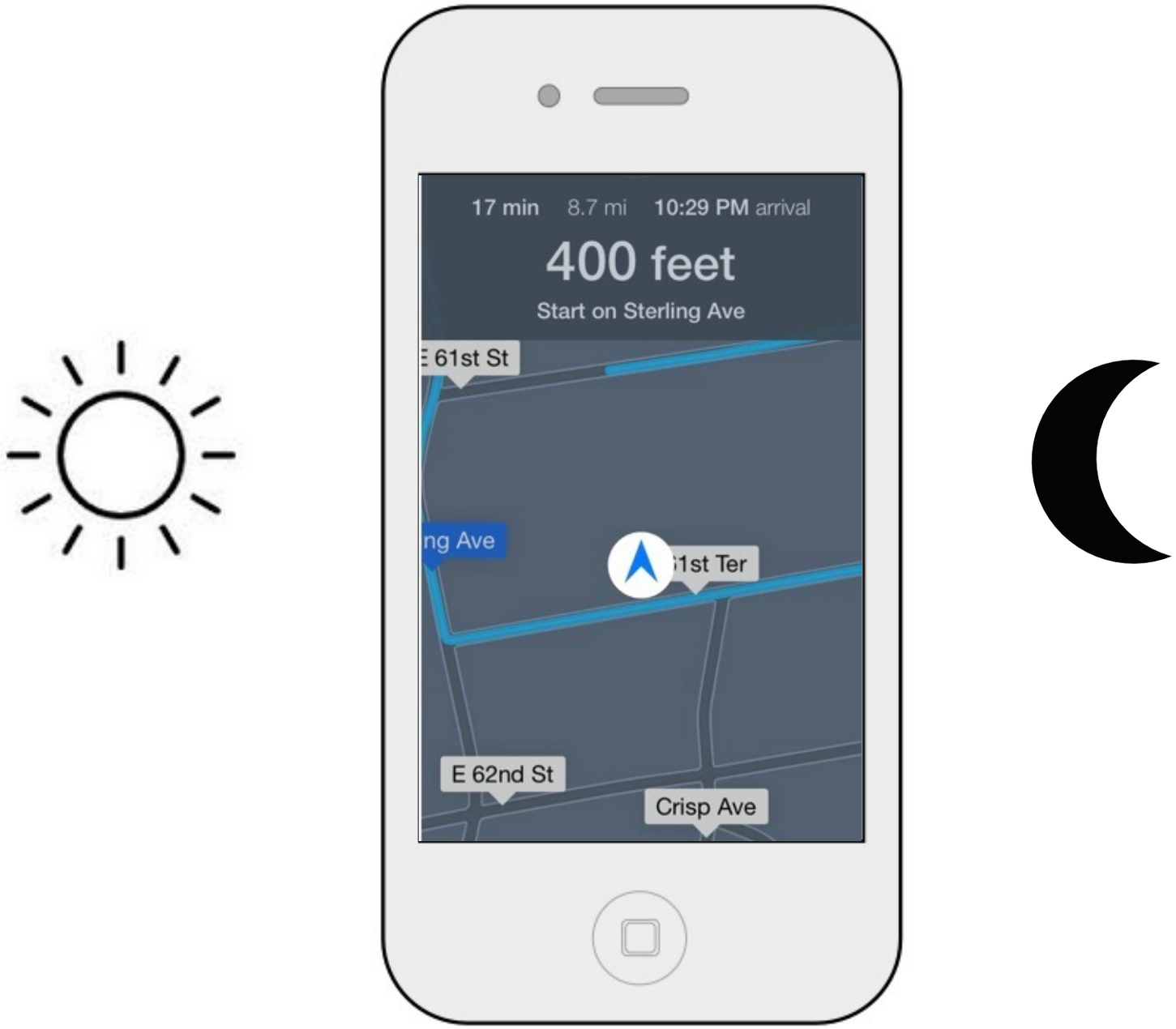
Location, time of day, sound, photos, and movement can all provide valuable information from our mobile users.

Harness Ambient Data | Location

Harness Ambient Data | Time of Day / Light



Harness Ambient Data | Time of Day / Light

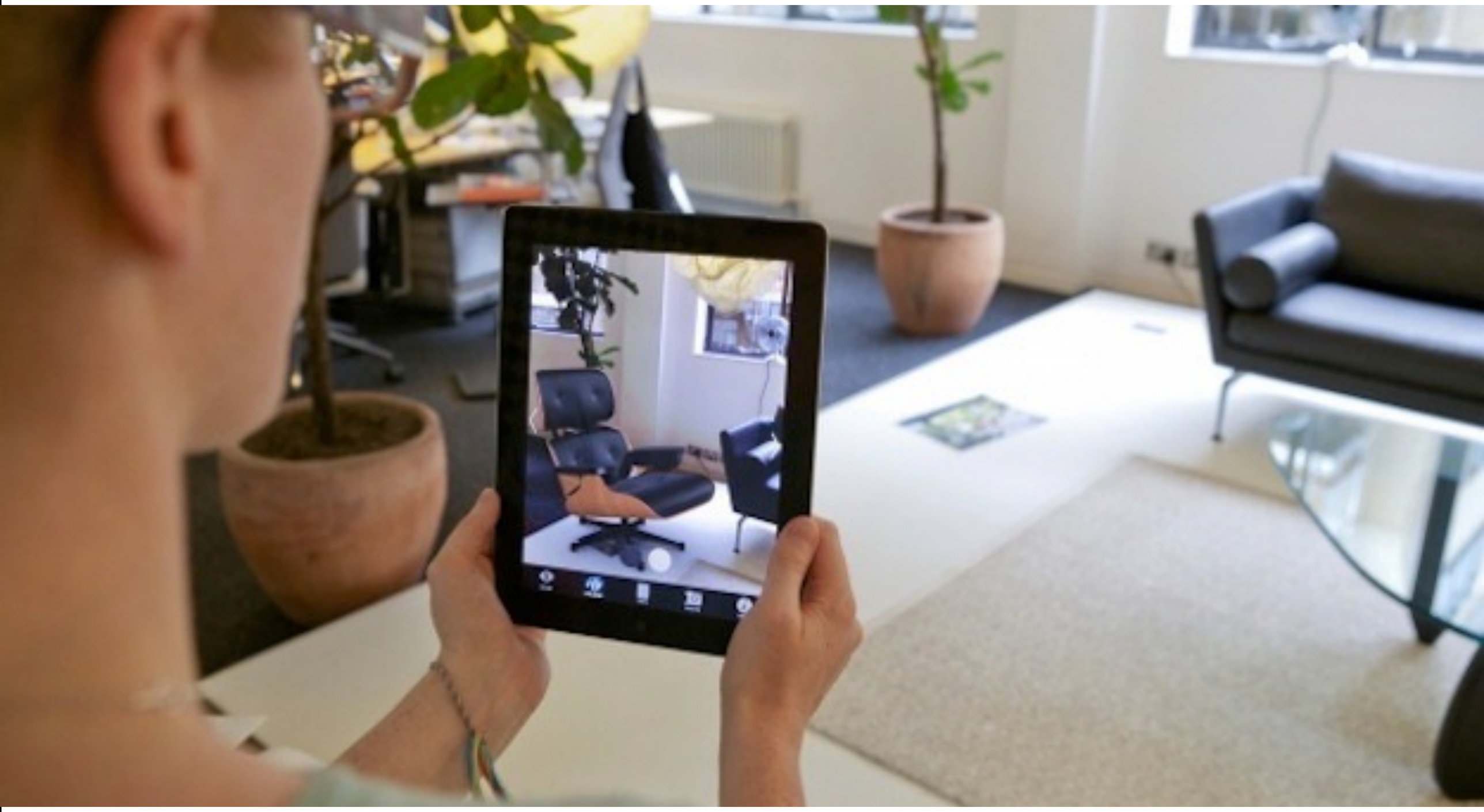


Harness Ambient Data | Sound

Harness Ambient Data | Temperature

Harness Ambient Data | Camera

Harness Ambient Data | Camera



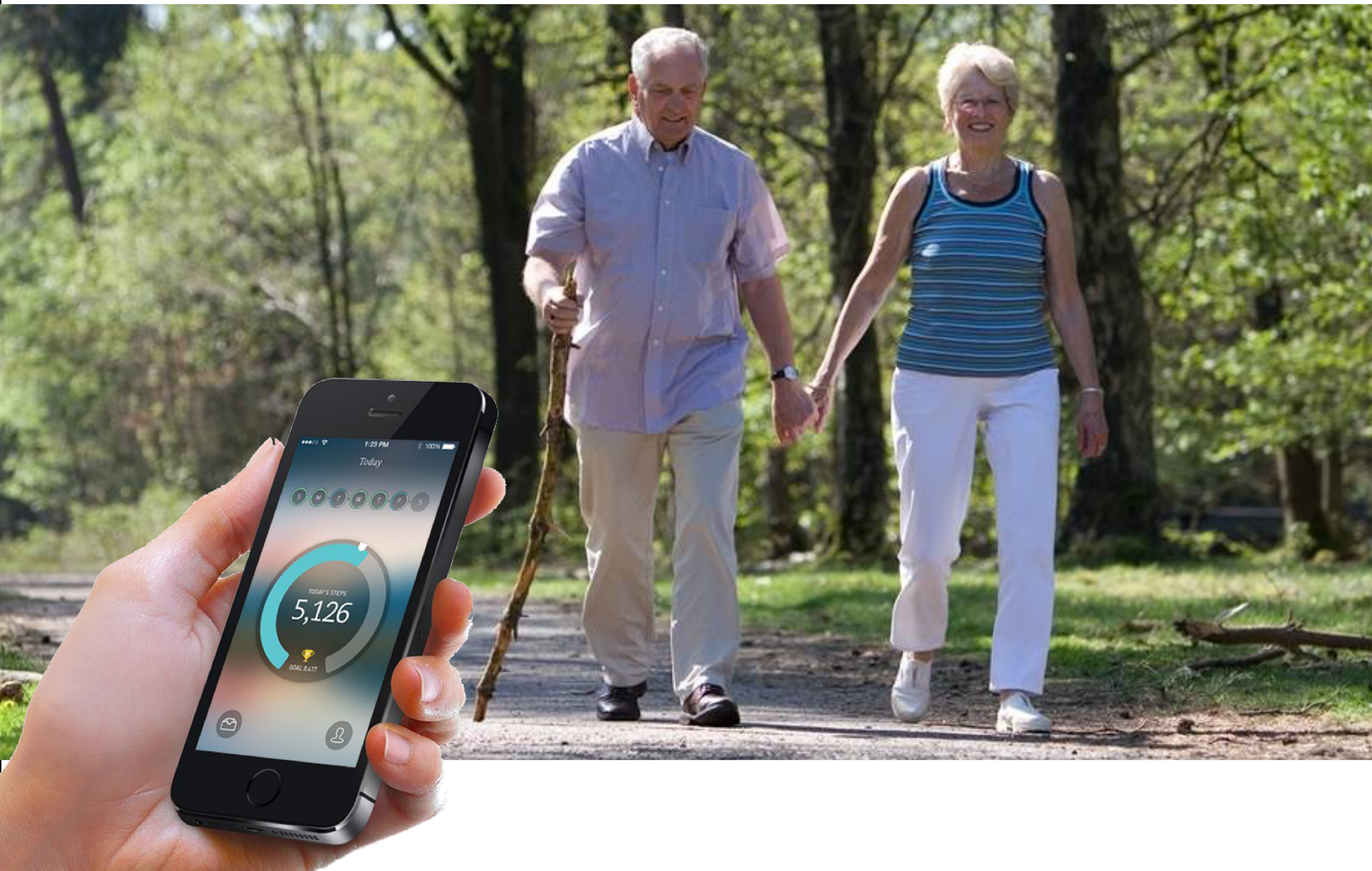
Cancel
nectar

Harness Ambient Data | Camera

Harness Ambient Data | Camera

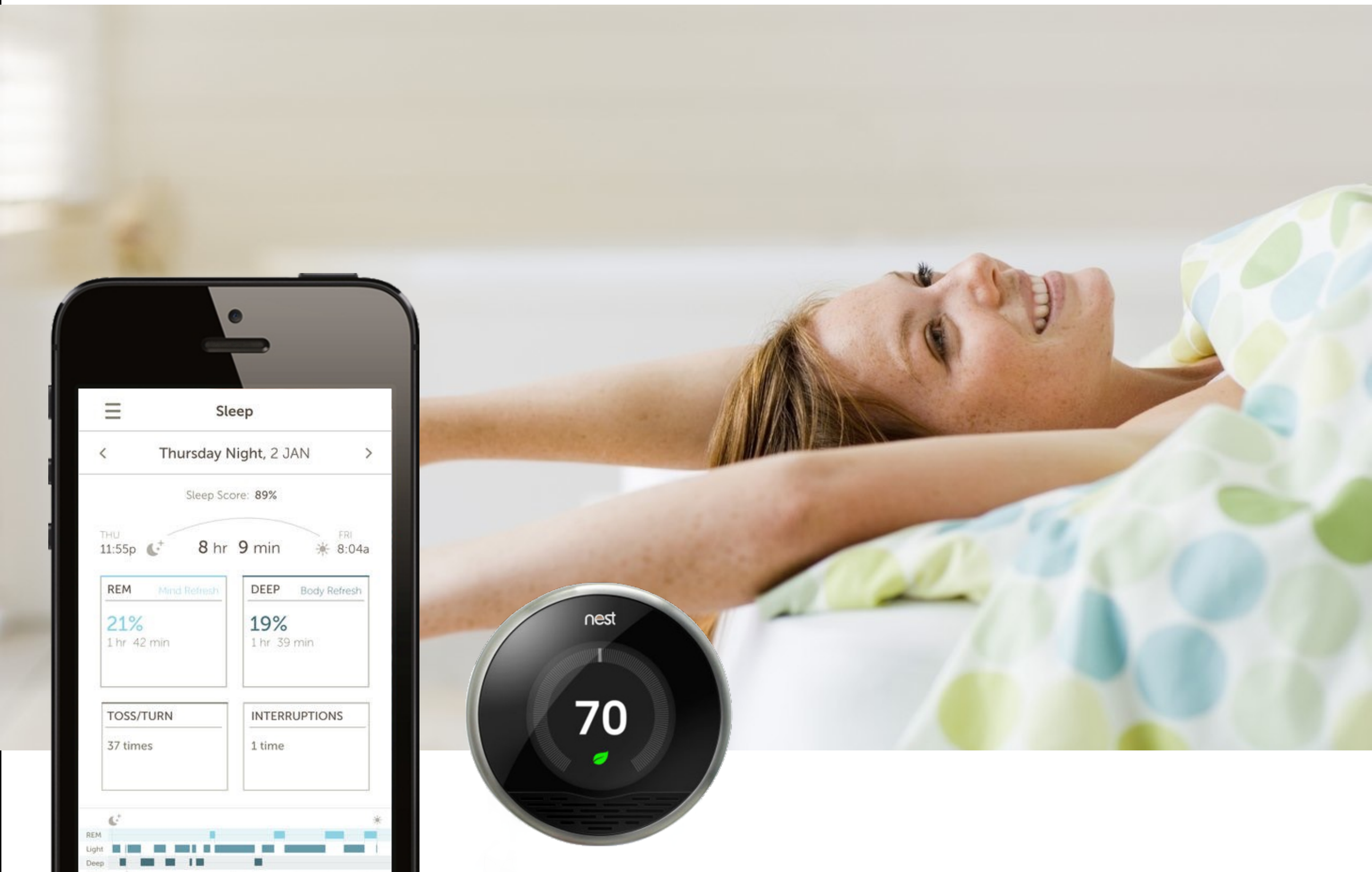
Harness Ambient Data | Camera

Harness Ambient Data | Movement



Harness Ambient Data | Acceleration

Harness Ambient Data | Movement + Temperature

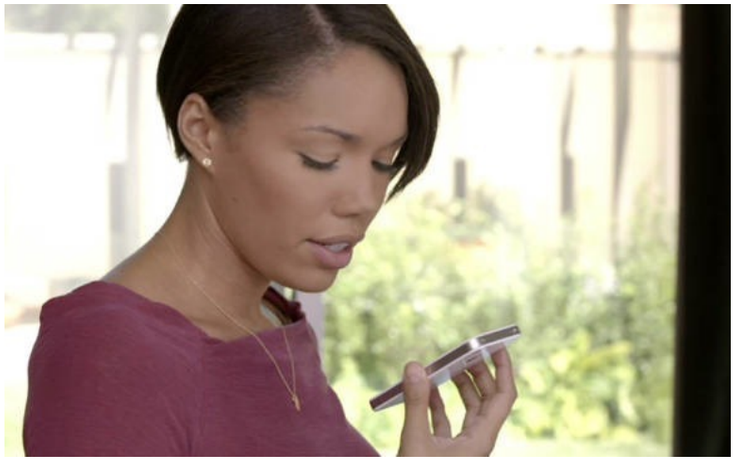


Video Network Example | Imagine the Possibilities

Video Network Example | Imagine the Possibilities

LOCATION

TIME/ LIGHT



SOUND

TEMPERATURE

CAMERA

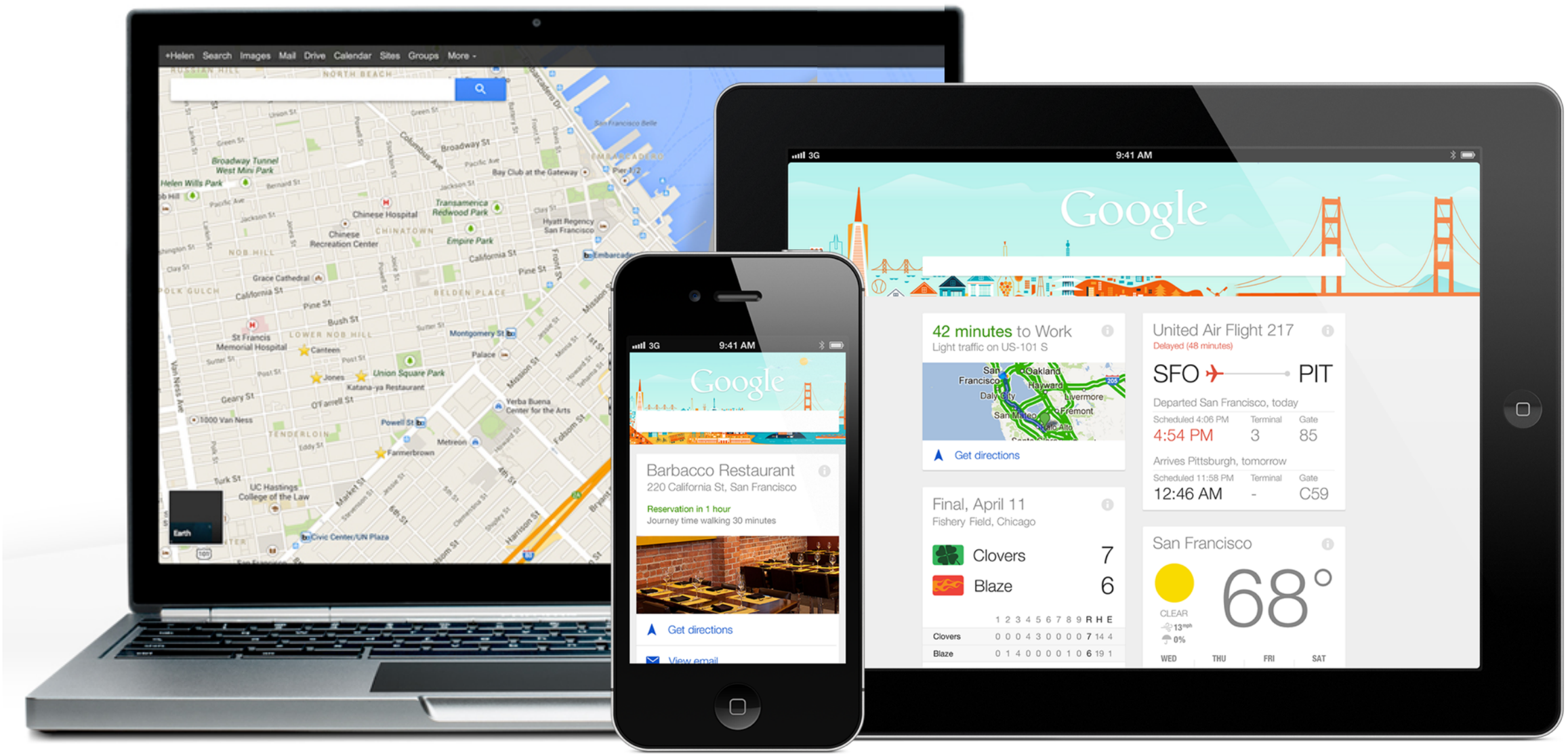
MOVEMENT

Find Connections | Explore connections with devices, objects, even other apps

How can we create a better mobile experience by connecting to other platforms? TVs, tablets, consoles are obvious candidates, and explore analog options too.

Connect Across Platforms | Computer, Tablets, Phones

Users often don't complete an activity in one sitting or through a single channel.
Plan for the entire journey, not a single device. http://www.nngroup.com/articles/seamless-cross-channel/

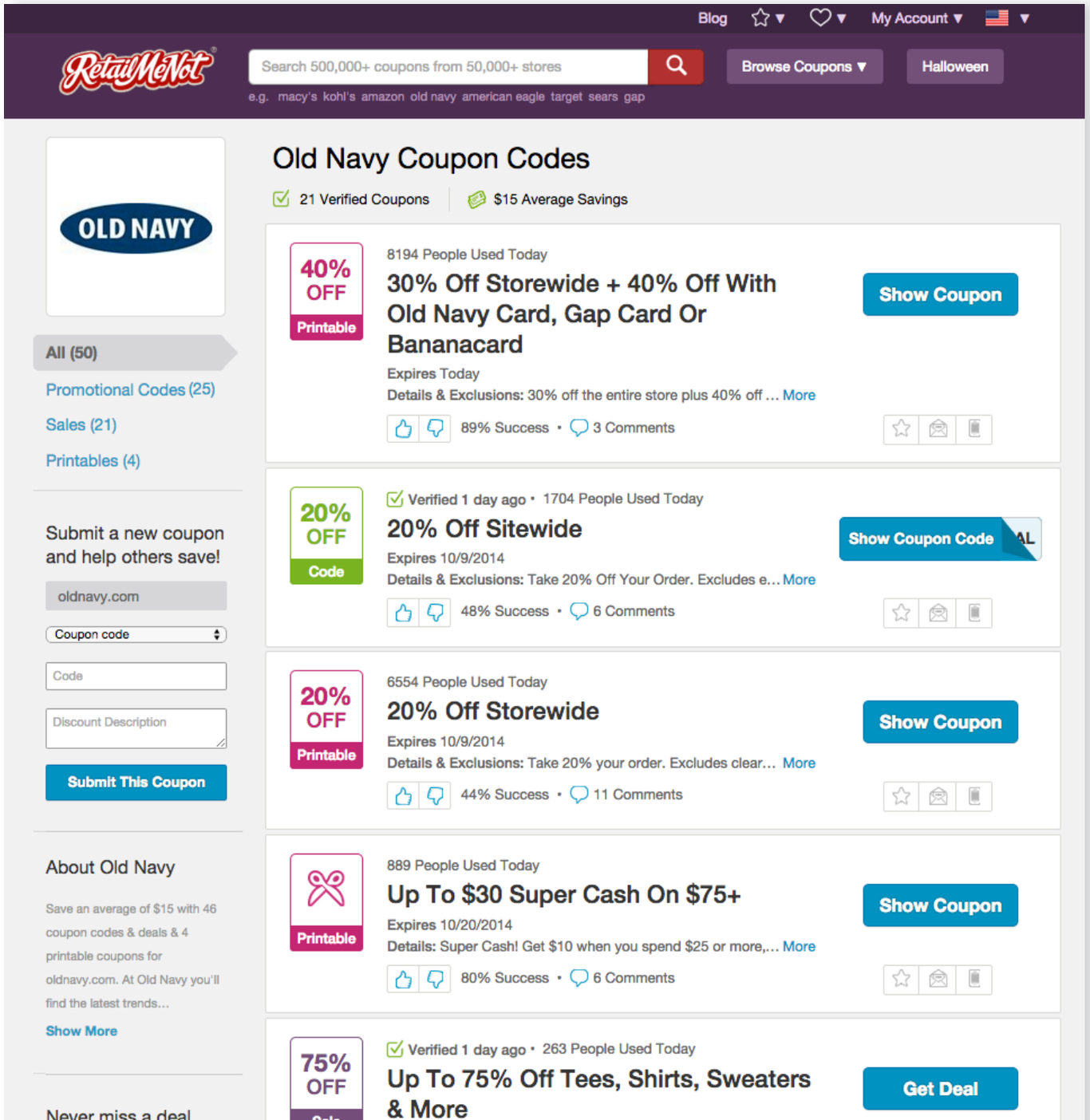


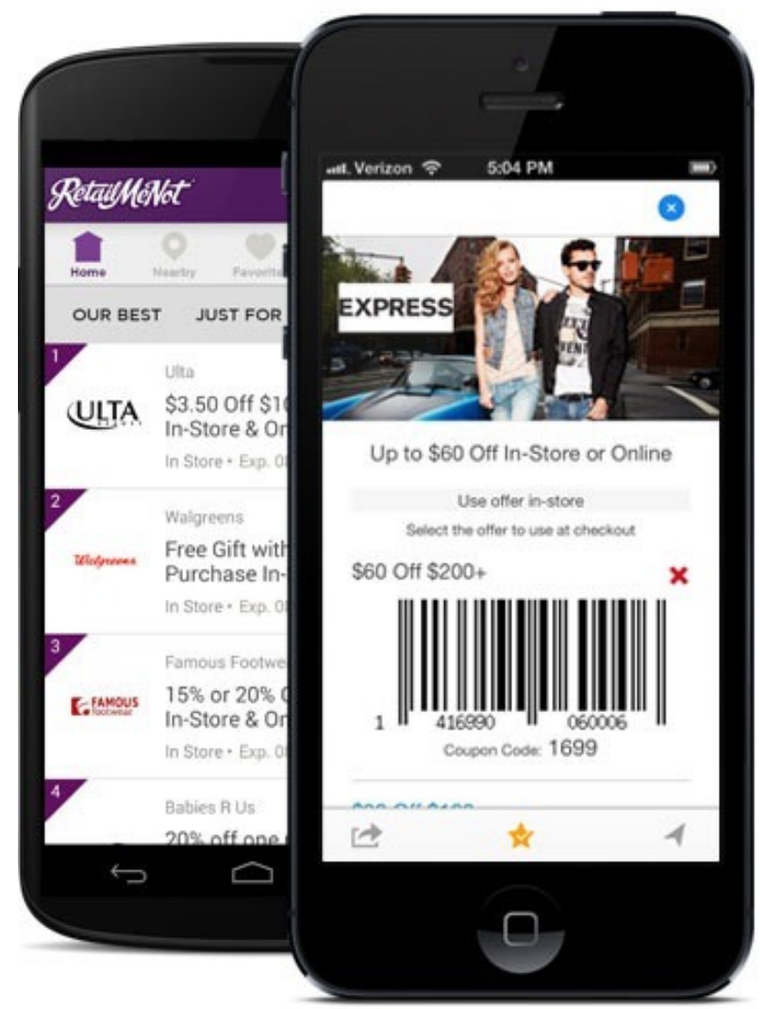
Connect Across Platforms | Tablets, Phones, eReaders

Users often don't complete an activity in one sitting or through a single channel.
Plan for the entire journey, not a single device. http://www.nngroup.com/articles/seamless-cross-channel/

Connect Across | Channels

Users expect to be able to complete a desired task in the channel of their choice, and they want the experience to incorporate helpful and usable context-specific elements.





http://www.nngroup.com/articles/context-specific-cross-channel/

Connect Across | Channels

Blog ★ ♡ My Account ▾

RetailMeNot

Search 500,000+ coupons from 50,000+ stores

Browse Coupons ▾ Halloween

e.g. snapfish ulta target kohl's amazon old navy american eagle macy's sears

You're not logged in.

Log in, and your coupons will stay saved for as long as they're good. You can use them from any browser or our FREE mobile app.

Join for FREE! or Log in

Saved Coupons

KOHL'S

88% SUCCESS

Extra 20% Off Sitewide With Kohls Charge

Coupon Code: OCTPYD20

Kohls: Extra 20% Off Everything with Kohls Charge. Expires on 10/16/2014.

6576 people used today | Last used just now | Expires 10/16/14

4 Comments

SAVED FOR NOW

amazon.com

78% SUCCESS

Up To 70% Off Halloween Shop + Free Shipping On Orders Over $35 SALE

Get Deal

Amazon: Save up to 70% On Halloween Shop + Free Shipping on orders over $35. Ends 10/31/2014

11064 people used today | Last used just now | Expires 10/31/14

8 Comments

SAVED FOR NOW

25% OFF

RetailMeNot on the Go

Redeem in-store coupons from your phone!

Get the Free App

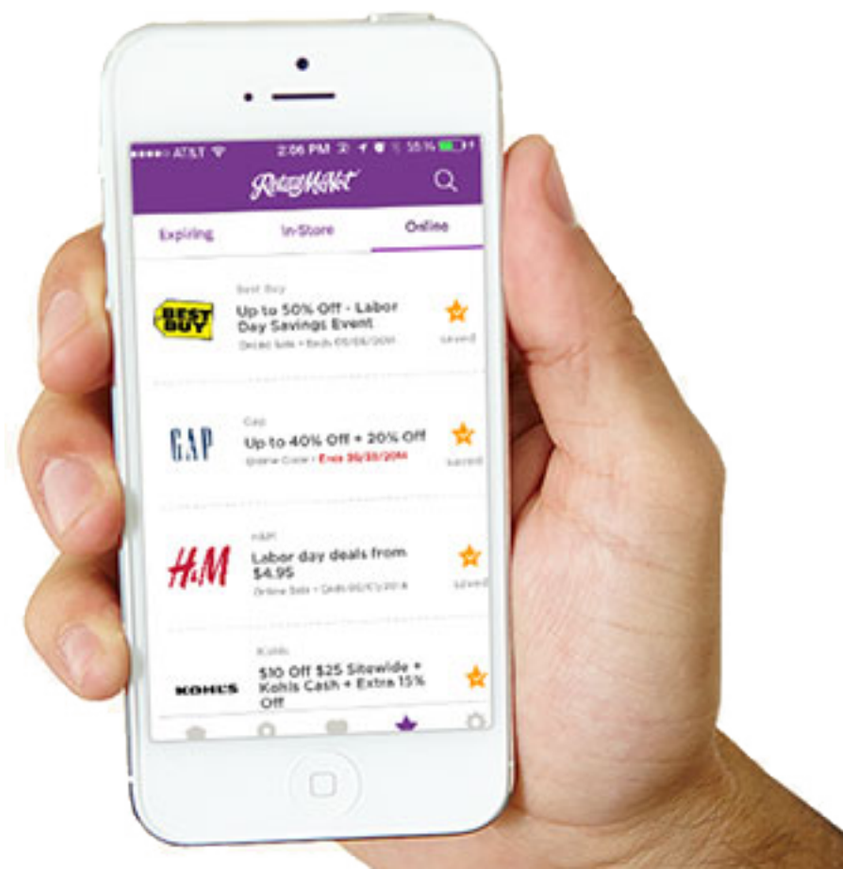
DON'T SEE YOUR COUPONS?

- We remove coupons when they are no longer accepted by a retailer.
- Coupons only sync when you're logged in.

Savings sent straight to your inbox. Subscribe to the Best of RetailMeNot!

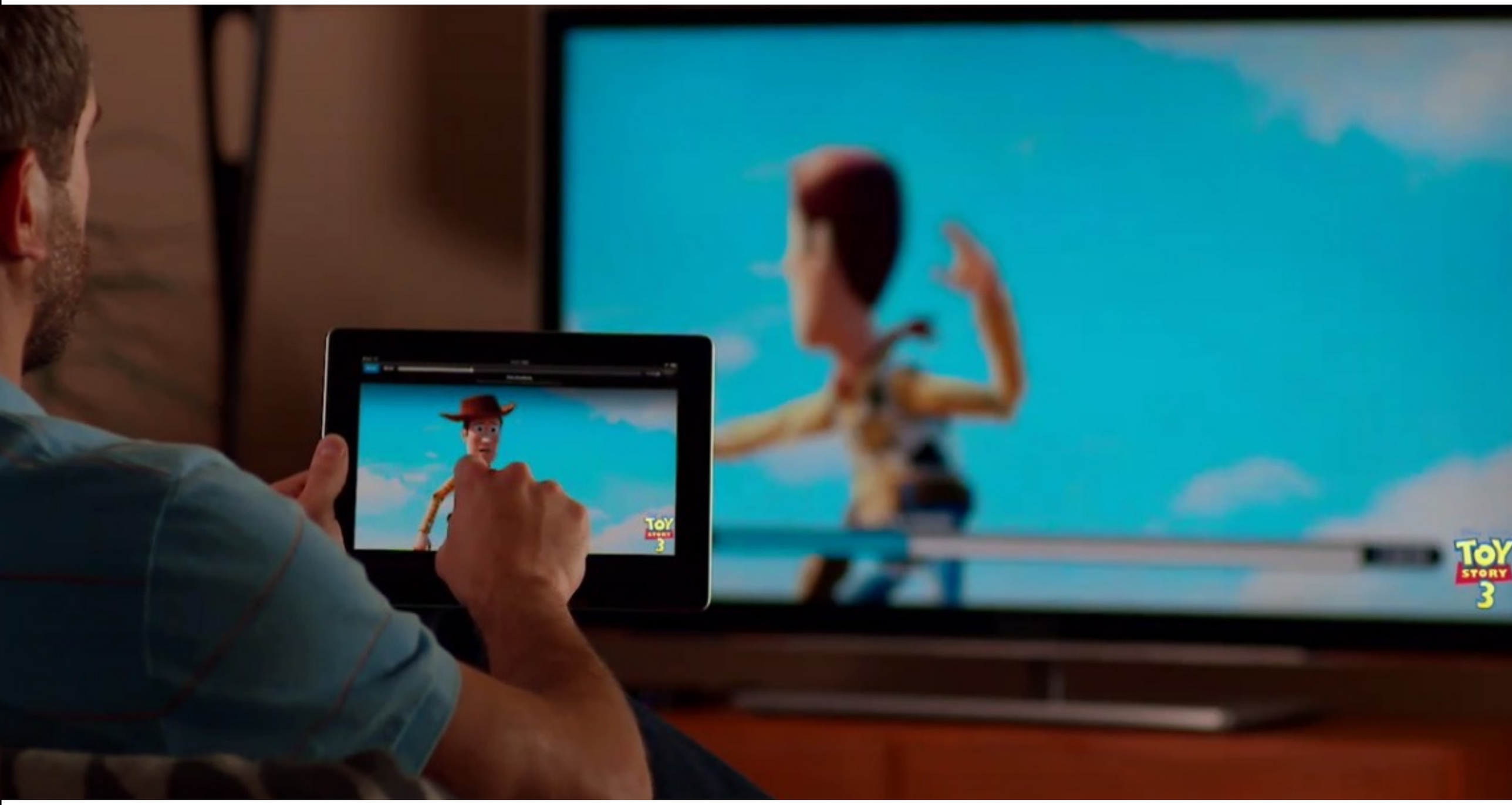
Your email address Subscribe

Users couldn't understand why they didn't see the coupons saved on one device weren't available on their other devices.



Jonathan
LIFE
START
COLLEGE
CAREER
STOP!
GRADUATION
STOP!
GET MARRIED!
STOP!
GRADUATION
STOP!
RETURN TO COLLEGE
Hasbro

TALKING STATUES
CITY OF LONDON
MEOW
VISIT ME!
HELLO?
The Broad Family
Actor: Maisie Williams
Writer: Lucy Caldwell
Exchange Square
Goat
Actor & Writer
Hugh Dennis
Brushfield Street
Hodge The Cat
Actor: Nicholas Parsons
Writer: Catherine Hiller
Gough Square
Rush Hour
Actor & Writer
Late Talker
Finsbury Avenue Square
Leaping Hare
Competition Statue
Broadgate Circle
Eye-I
Actor & Writer
Sara Pascoe
Bishopsgate
Rowland Hill
Actor: Alan Johnson
Writer: Colette Hiller
King Edward Street
John Wilkes
Actor & Writer
Jeremy Paxman
Fetter Lane
Old Street
Holborn
Chancery Lane
St.Paul's
Bank
Mansion House
Monument
N
W
E


TOY
STORY
3
TOY
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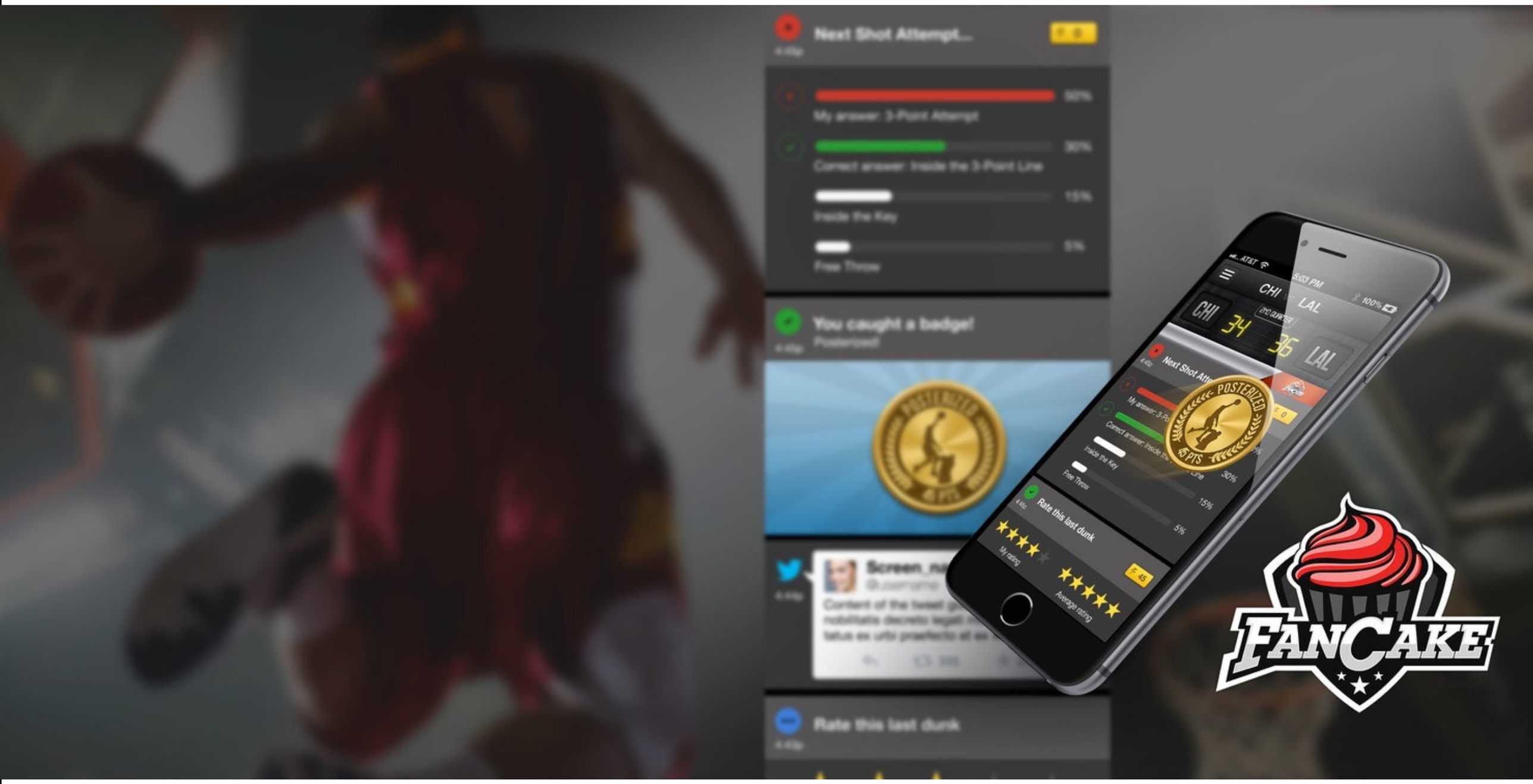
3

SONY
BRAVIA HX850
Program Guide
Title List
Home Network
Voice Command
Remote
Applications
The Future
Program Guide
Timer list
Now
12/31 (Mon)
19:00
19:30
20:00
20:30
21:00
Asahi.TV
Weekly Drama
Weekly Drama
SUWatch
Guiter lesson
Country Music hour
Top of the Rock
W Forest.net
It is for laugh.
Magic Hour World Famous Forest
Ch-Sat4
The Future
Cooking Stadium
Bridge Comu...
Special Anime
Green town Episode 23
NRW.TV
Love Cats
Road to Dream

Connect With | TVs > Enhancing/Augmenting

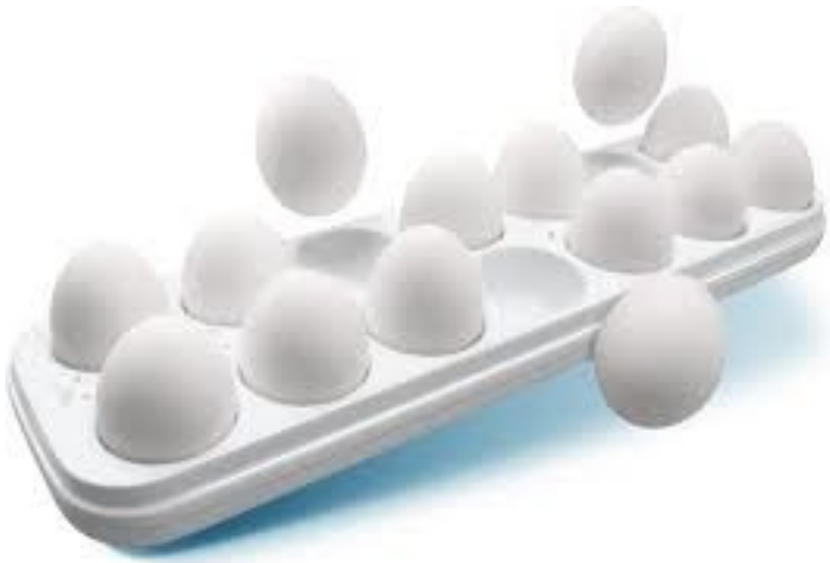


Connect With | Consoles

Connect With | QR Codes

Connect With | Smart Objects

As of 2013, 3.4 billion has been invested in wireless smart object start ups. Everything from egg trays to toothbrushes, forks to bracelets.

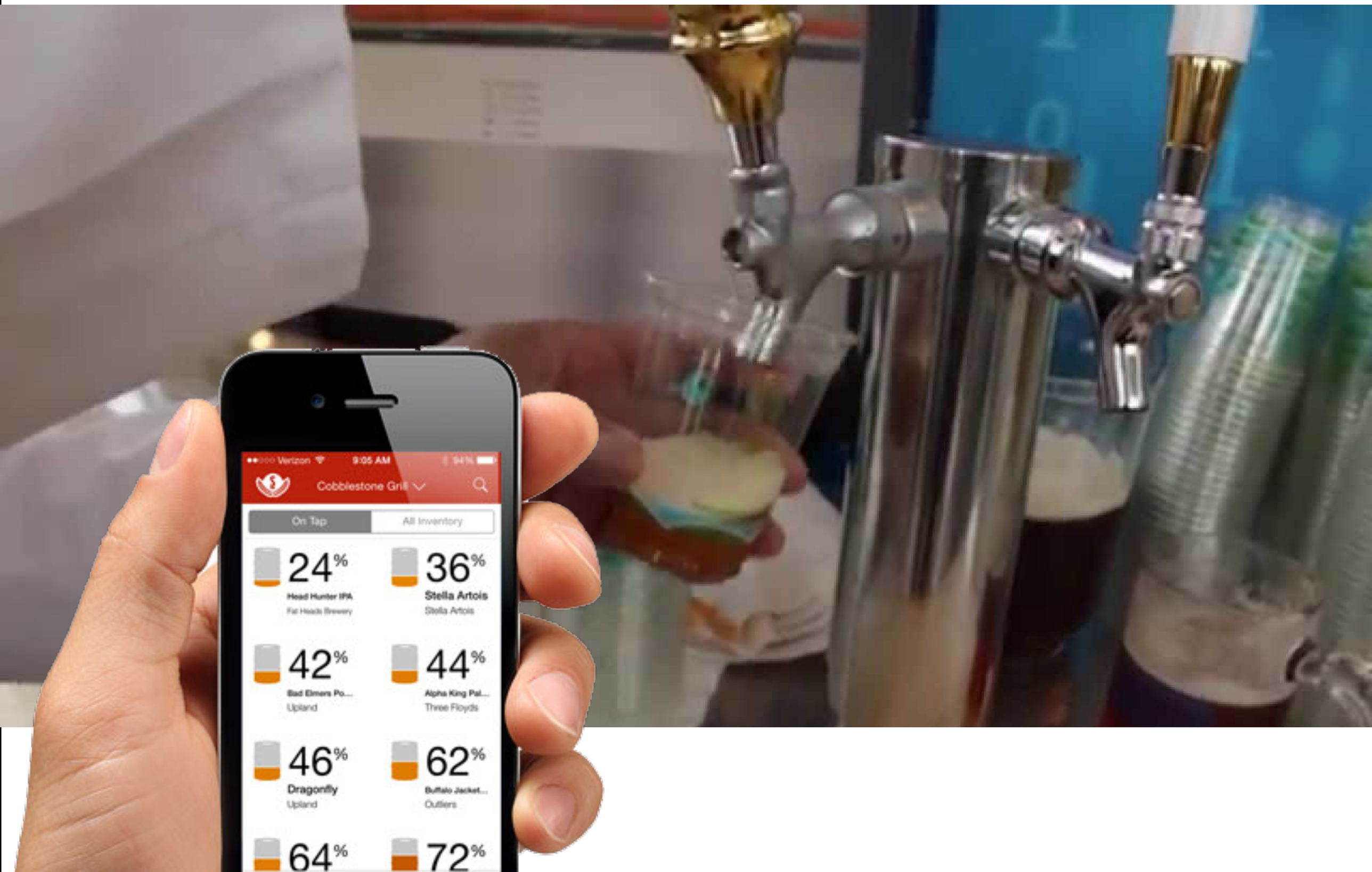


© Kolibree

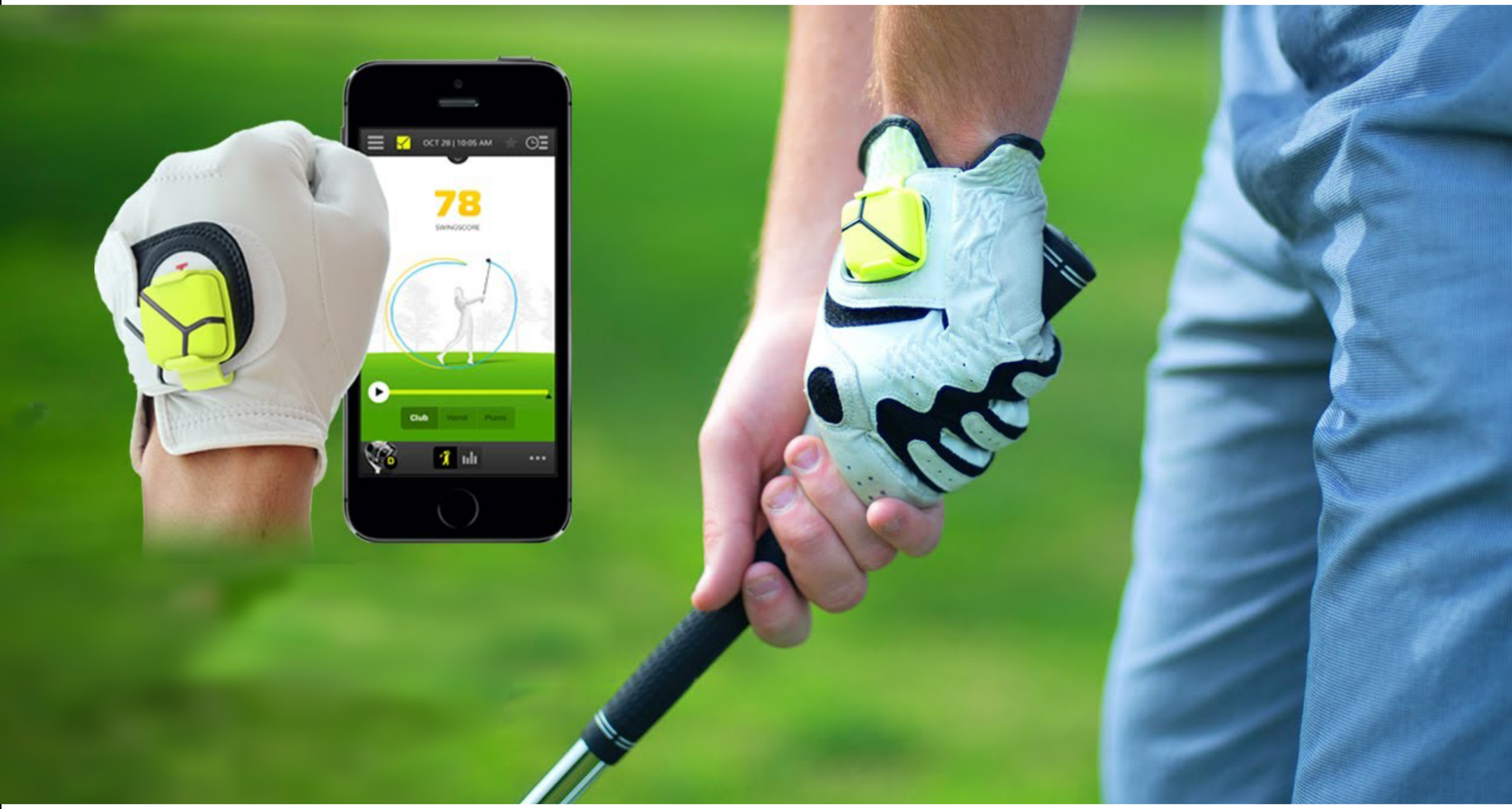
Connect With | Smart Objects

Connect With | Smart Devices

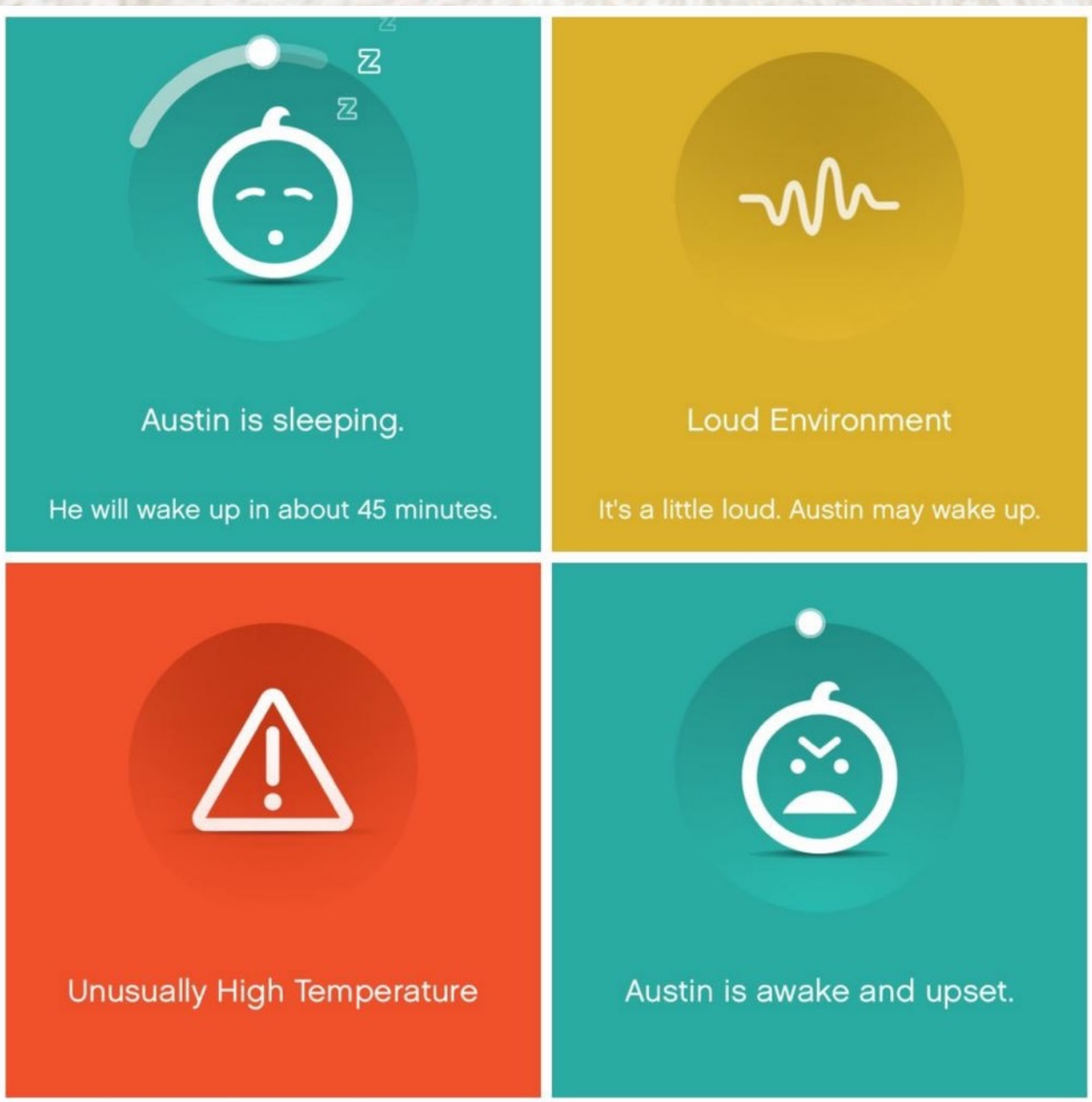
Connect With | Radio Frequency Identification, RFDI



Connect With | Wearables

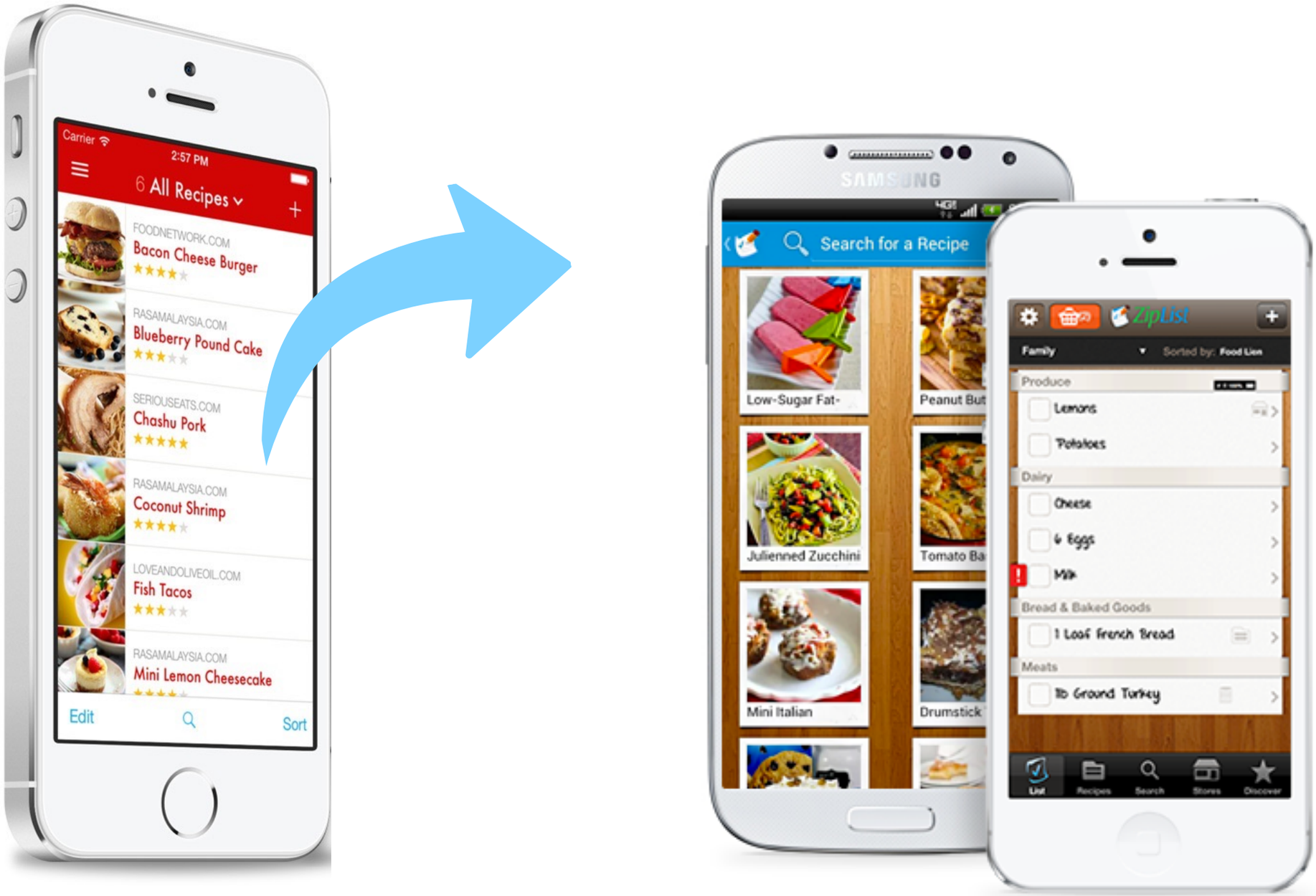


Connect With | Wearables



Connect With | Consoles & Wearables

Connect With | Other Apps



Connect With | Other Apps

Popular UP by Jawbone Recipes

IFTTT

Turn on the lights when you wake up

by jawbone 1.5k 636

Broadcast a celebratory message when you achieve your step goal

by jawbone 552 16

Log a meal in UP when you post a photo of your food to Instagram with the tag #knowyourself.

by jawbone 501 48

Automatically log your sleep from UP into Evernote.

by jawbone 2.1k 77

Log a meal in UP when you check in at a restaurant on Foursquare.

by jawbone 1.8k 83

Log coffee to UP every weekday (Mon - Fri) at 8:30am.

by jawbone 1.3k 42

Connect With | Other Apps

APPLE HEALTH

on patient

Video Network Example | Imagine the Possibilities

COMPUTERS, TABLETS

CONSOLES

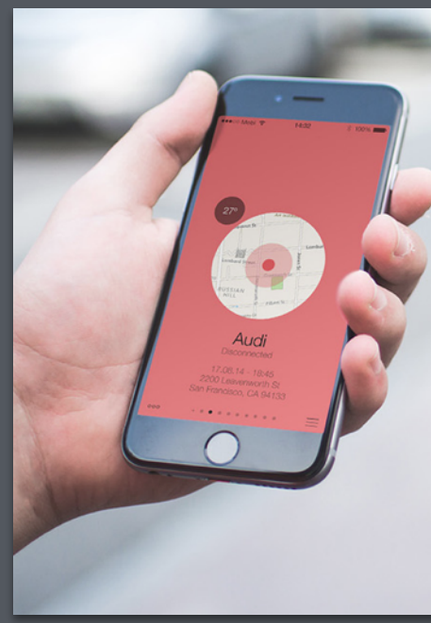
TV

ANALOG OBJECTS

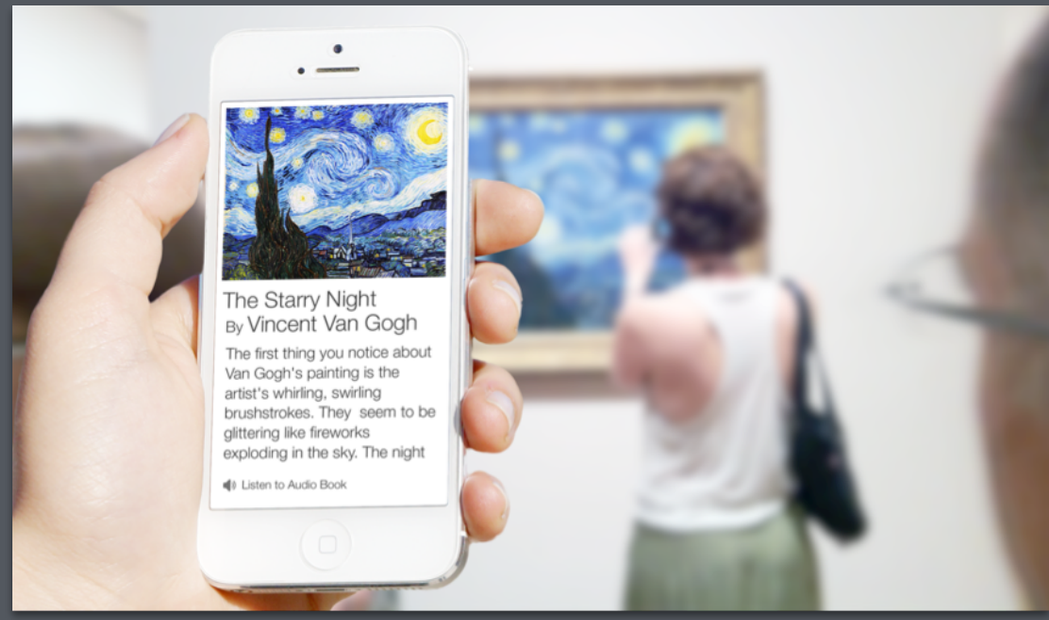
SMART OBJECTS

WEARABLES

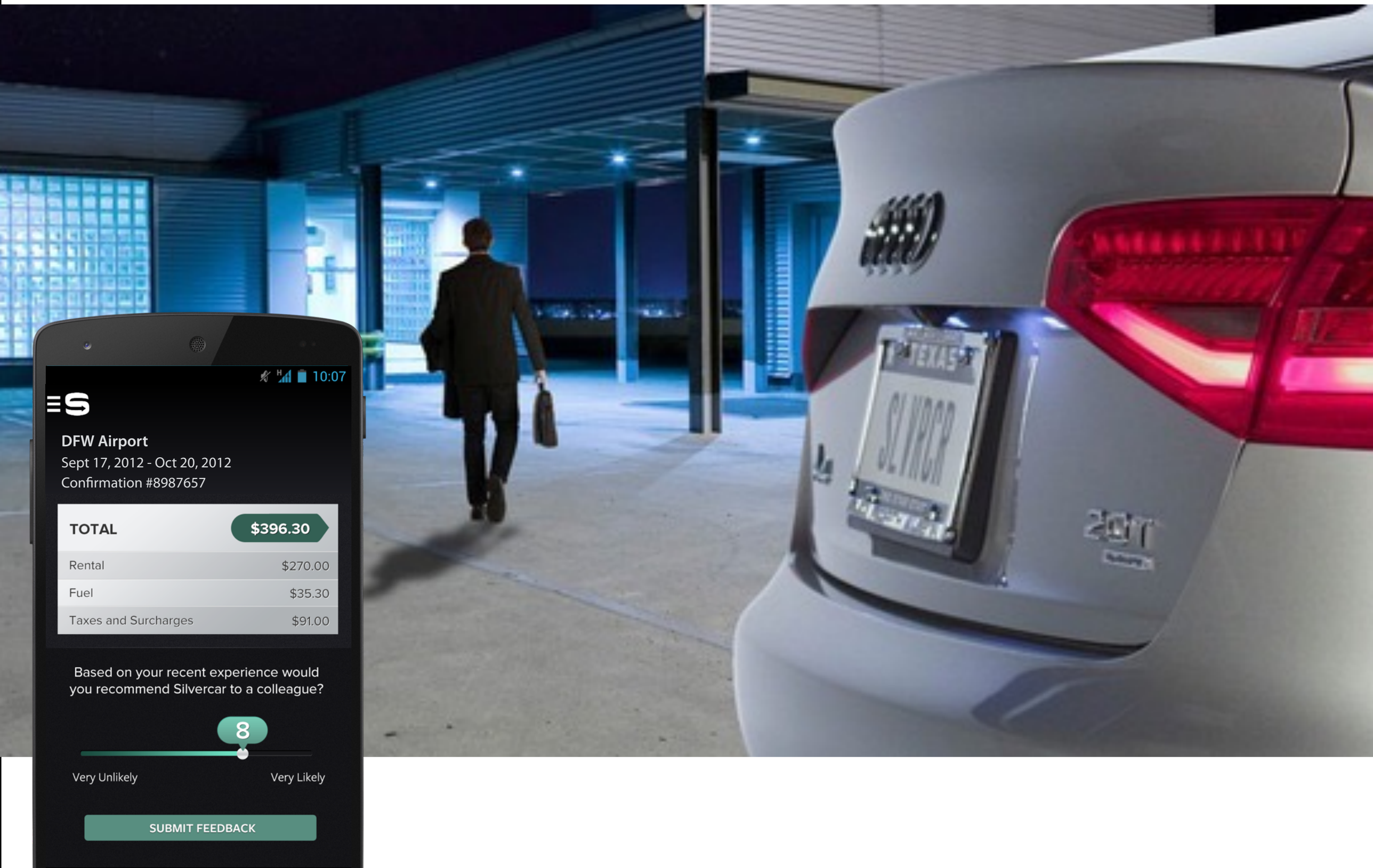
Be (Hyper) Aware | Awareness of the physical space provides extra context



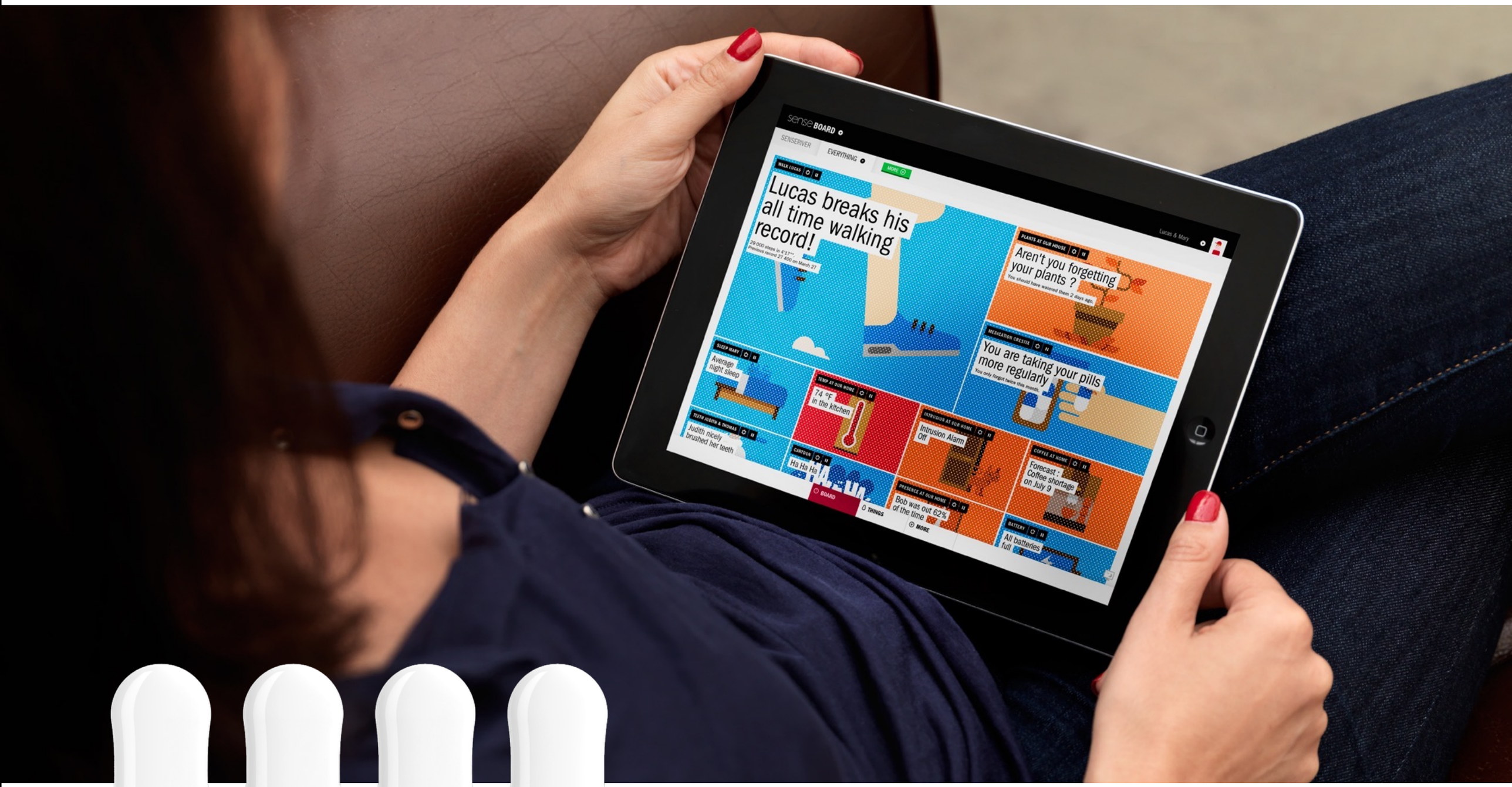
Would integration or awareness of physical object or space improve the mobile experience? **Bluetooth technology** can make this possible, make way for beacons and nearables.



Be (Hyper) Aware | Bluetooth Sensors

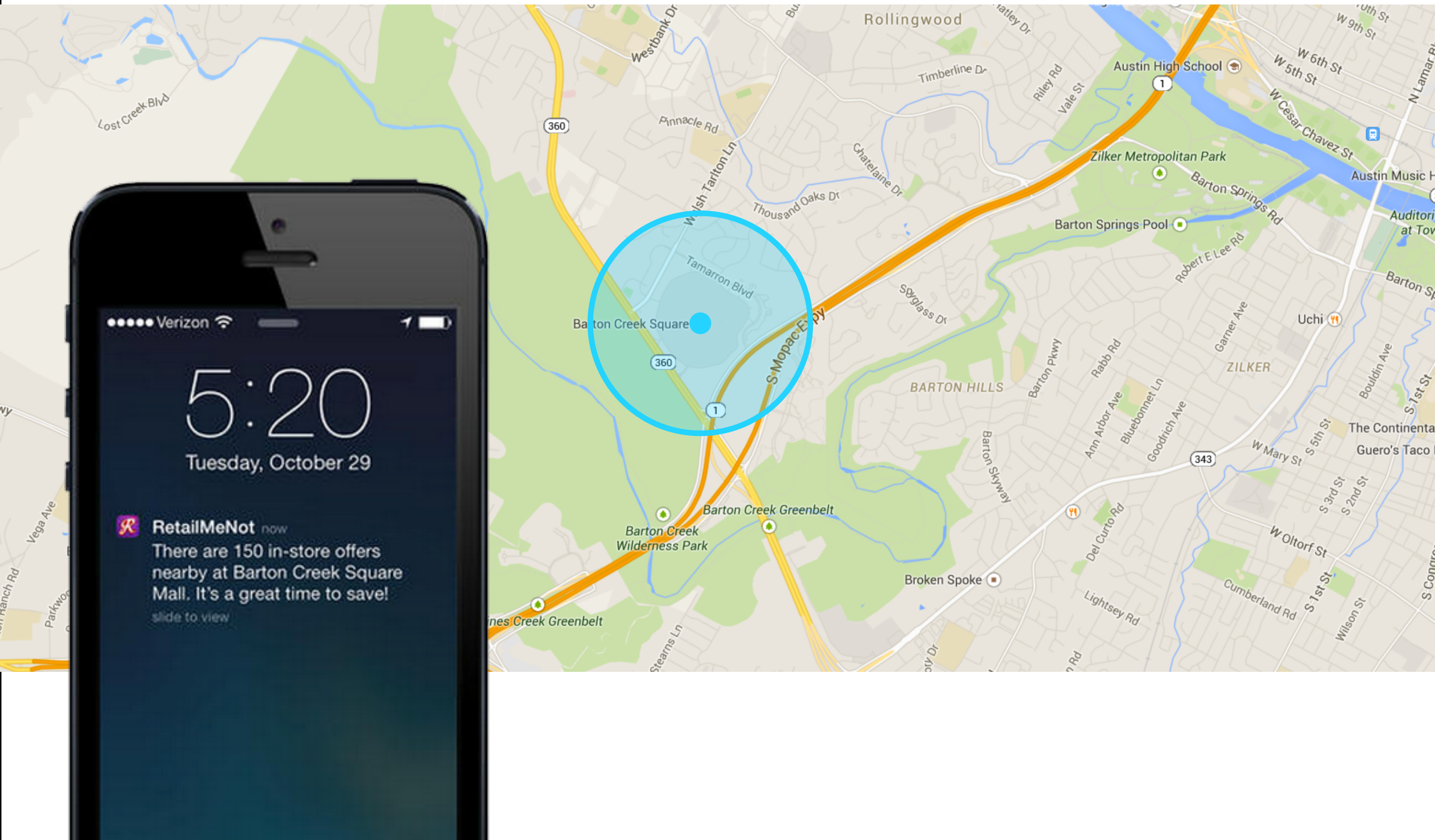


Be (Hyper) Aware | Bluetooth Sensors

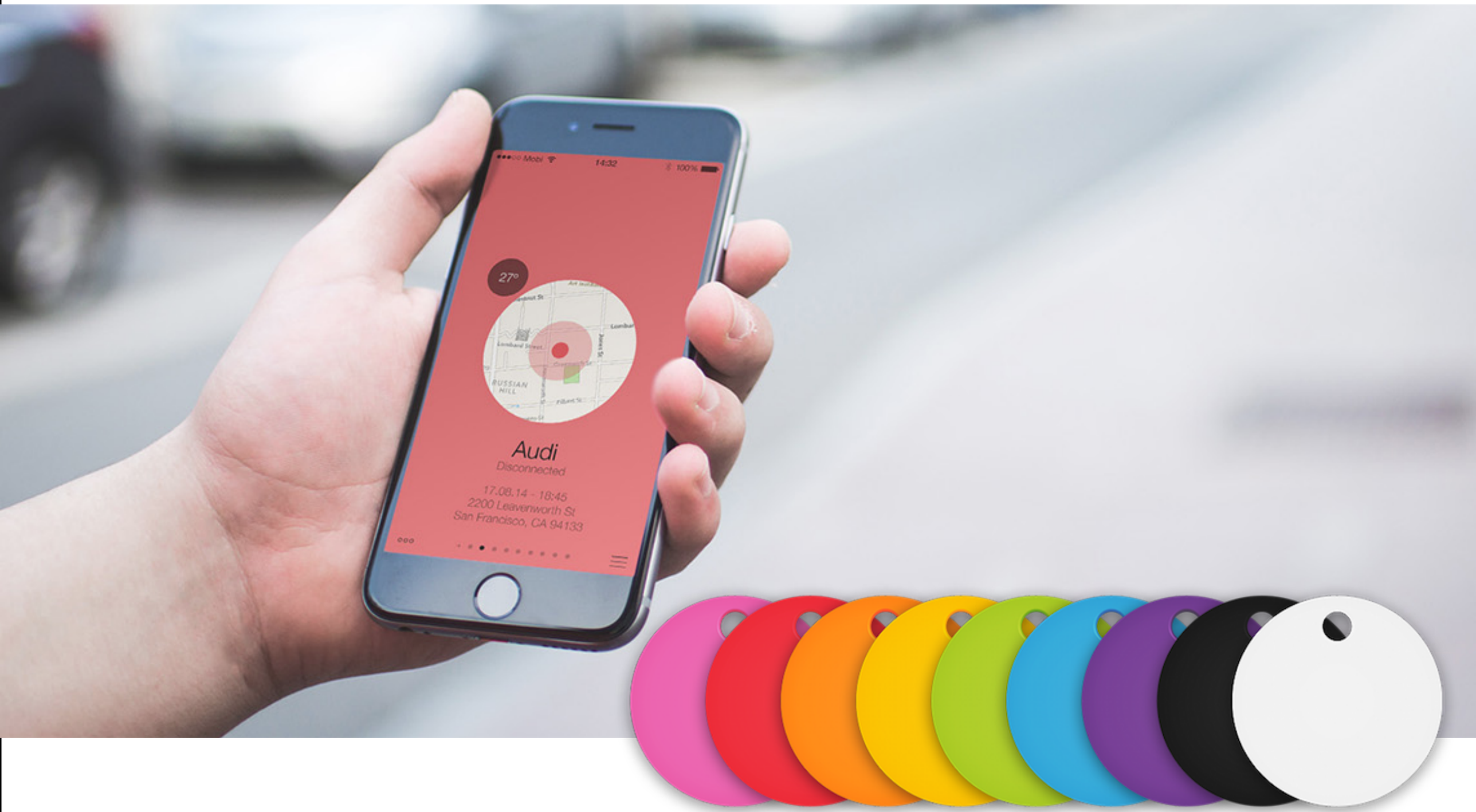


Be (Hyper) Aware | Geofencing

ReatilMeNot increased engagement x4



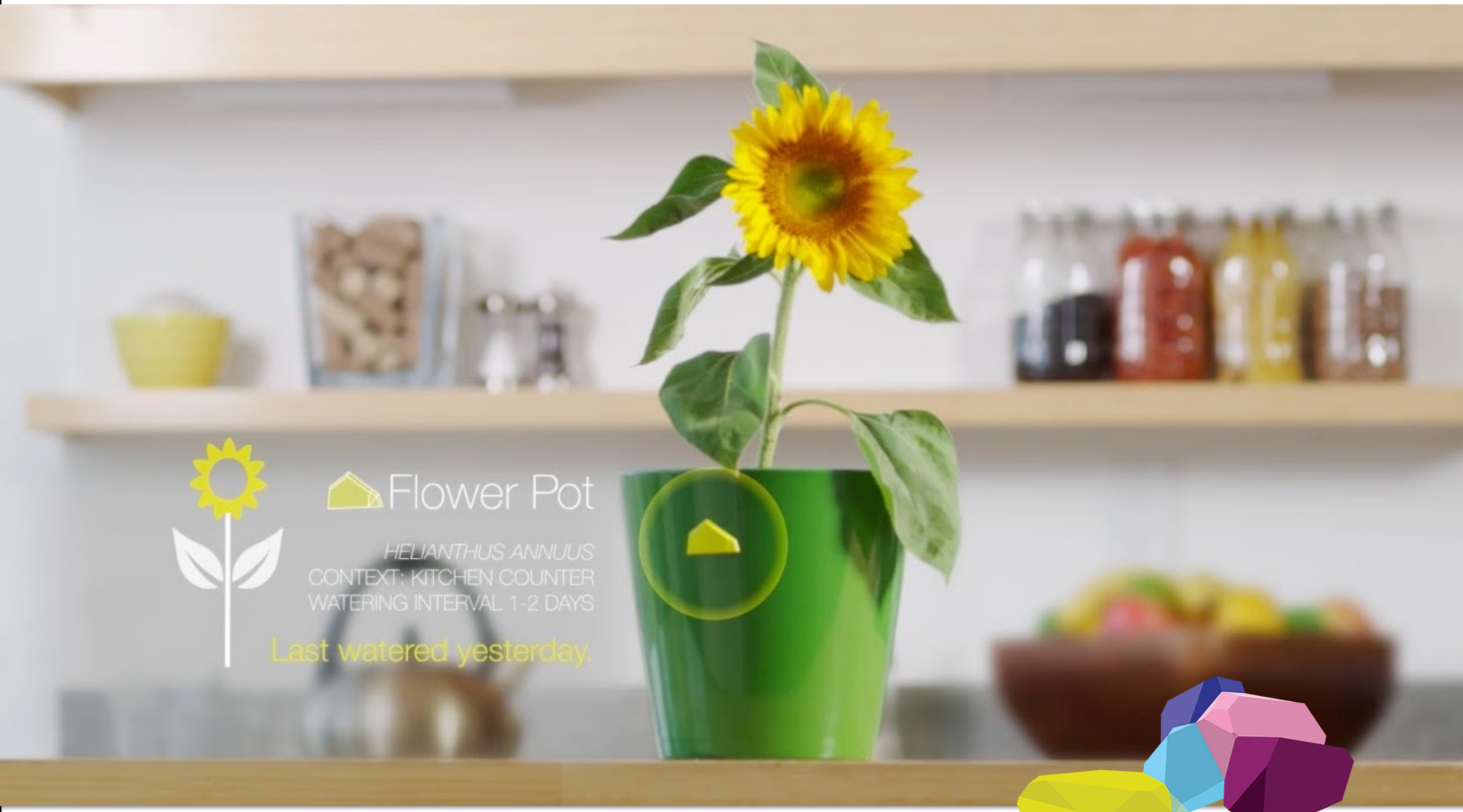
Be (hyper) Aware | Low Energy Bluetooth Tags



Be (hyper) Aware | Bluetooth Low Energy Stickers

estimote

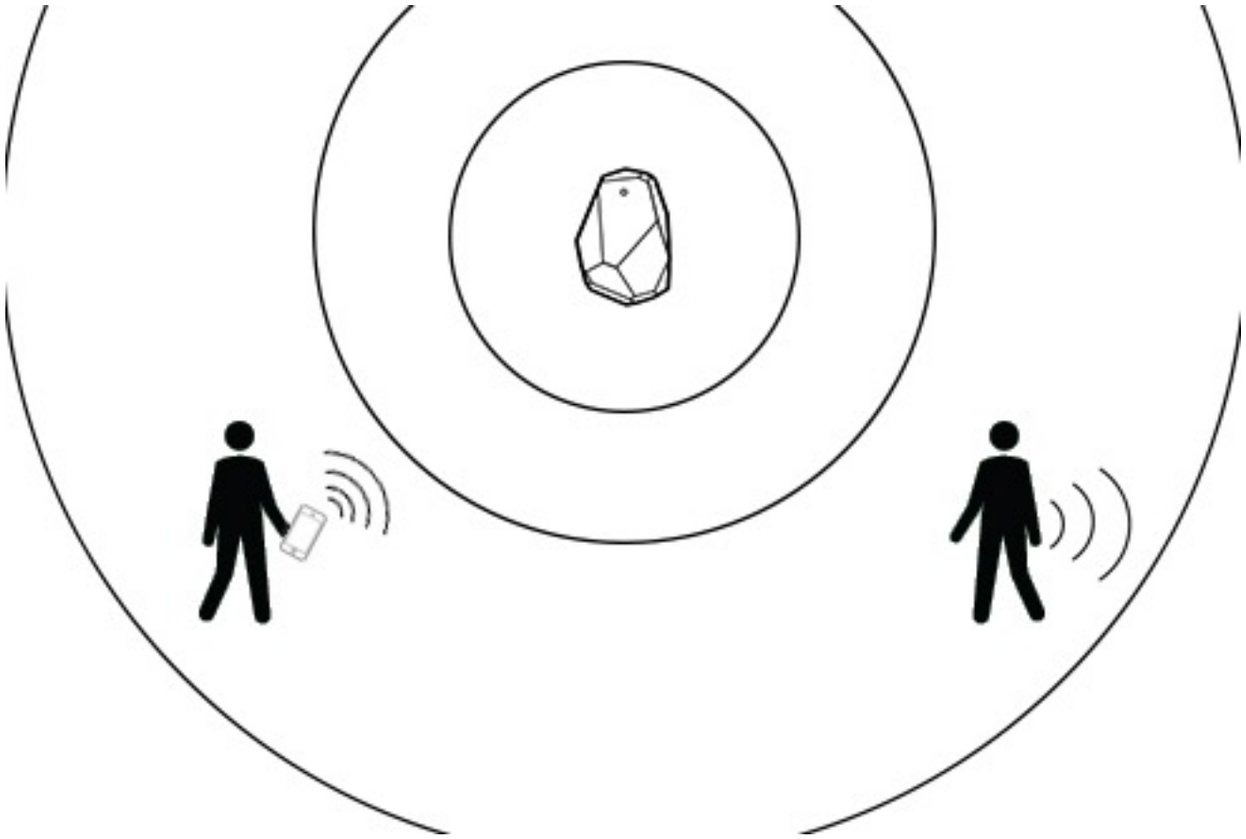
Be (hyper) Aware | Bluetooth Low Energy Stickers

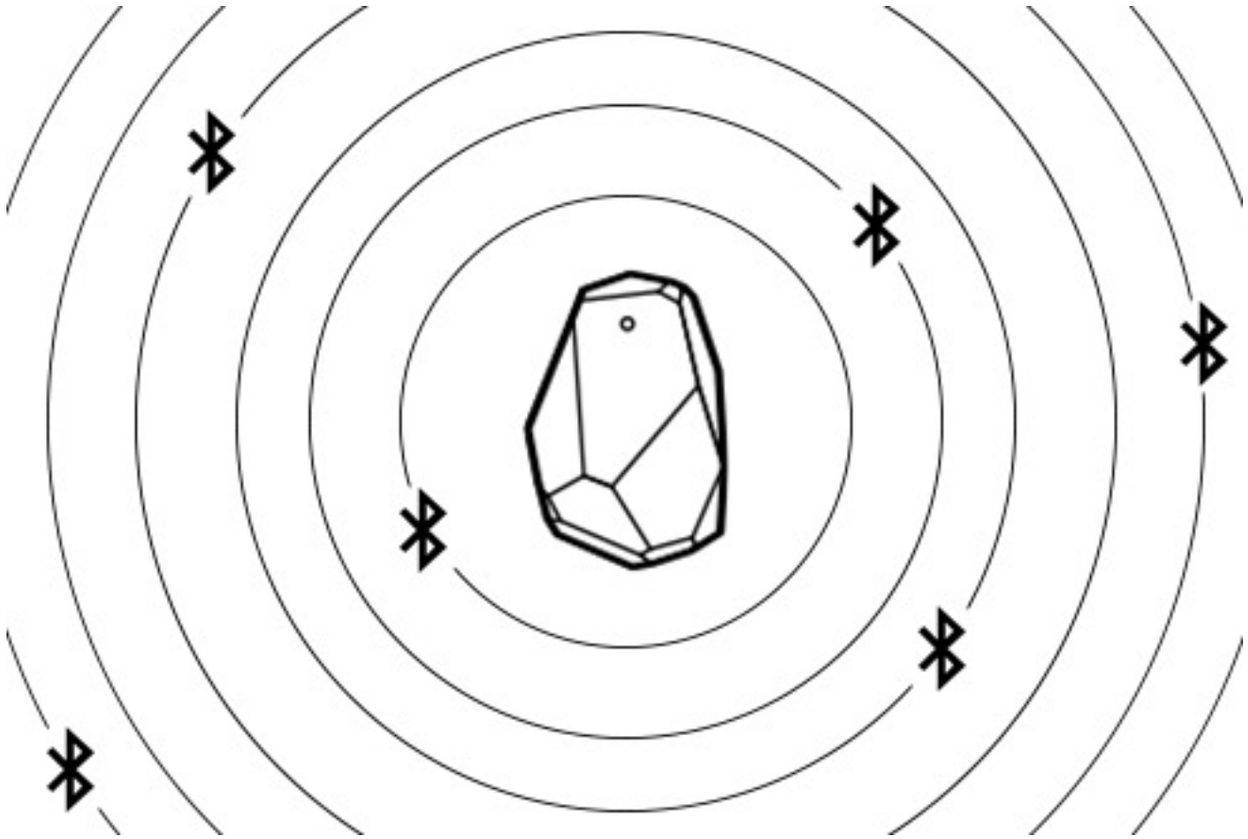


estimote

Be (Hyper) Aware | Beacons

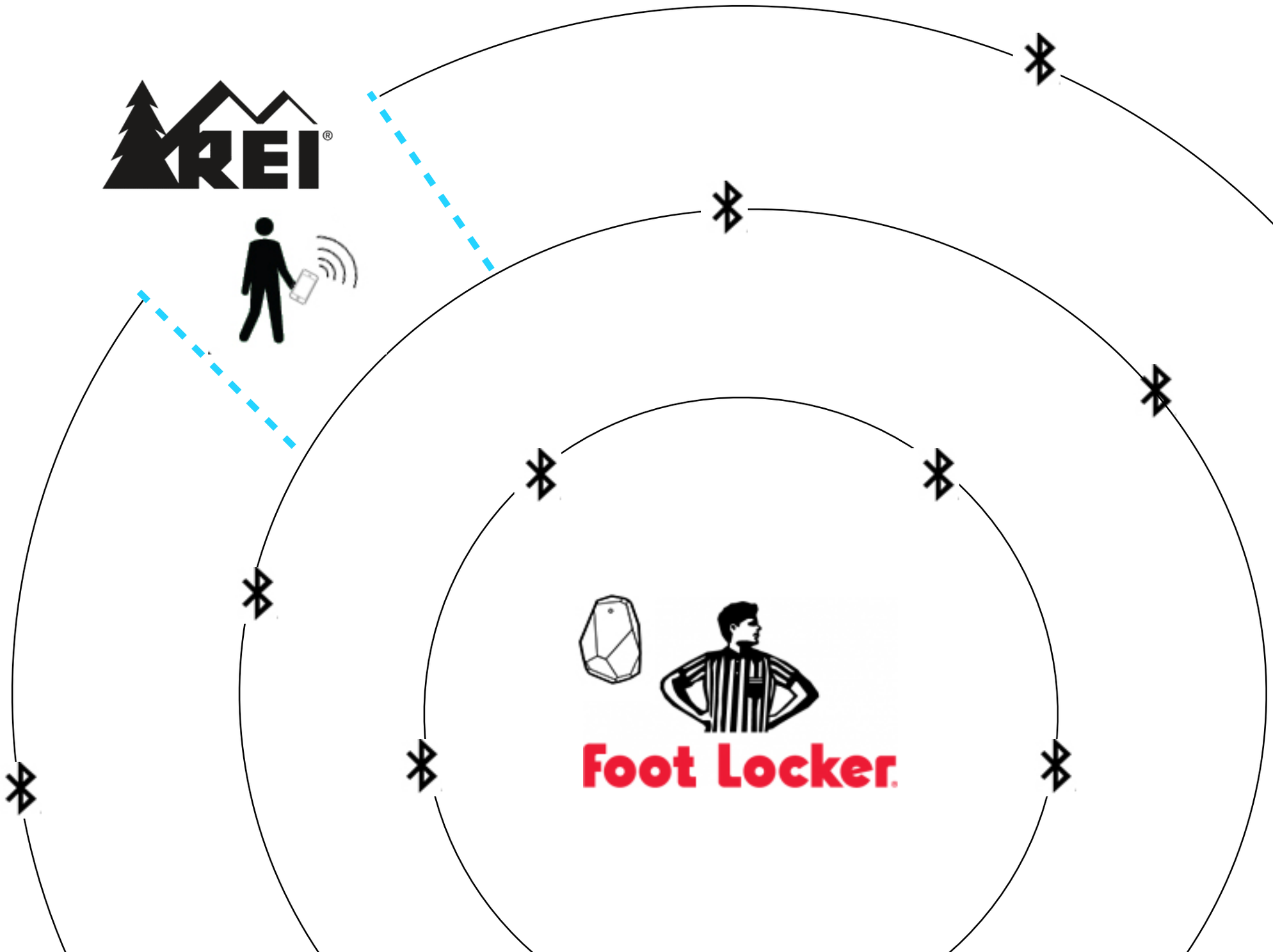
Beacons use bluetooth technology for communication.
The have proximity zones for tracking (very near, near, far, unknown).



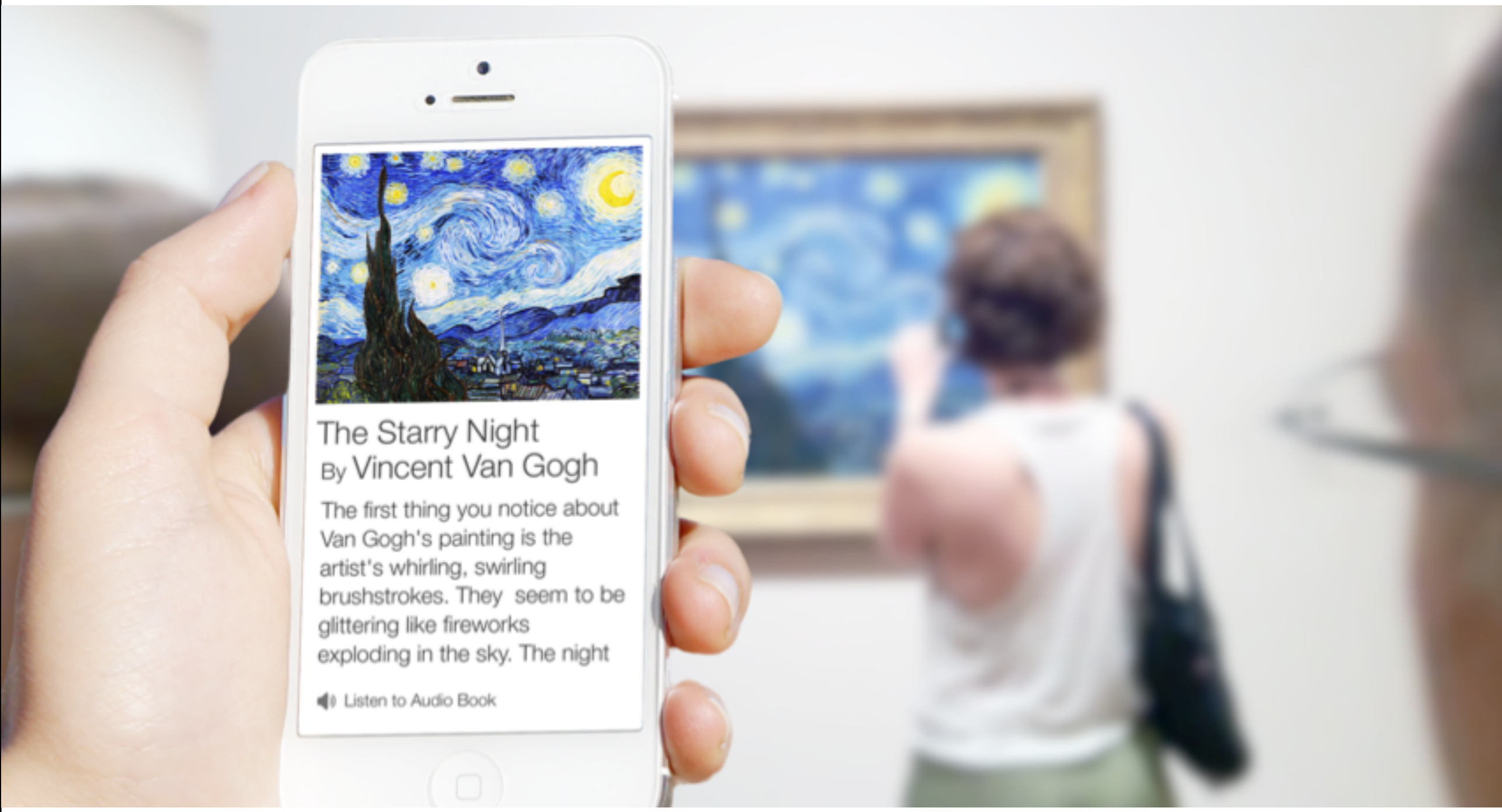


Smartphones do not continuously scan for beacons, when it is active, it will scan more. If it is locked, it scans less..

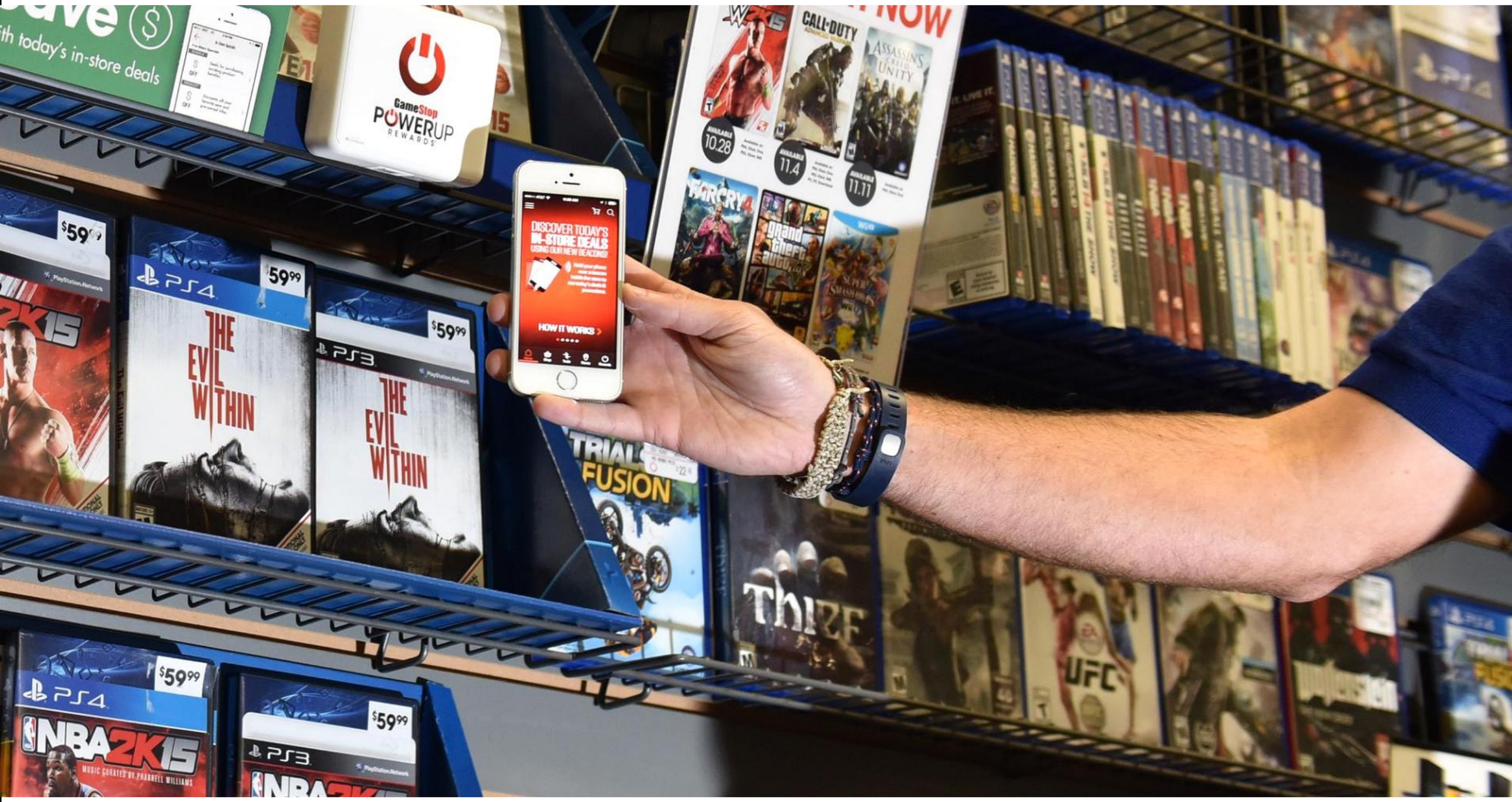
Be (hyper) Aware | Beacons + Geofencing



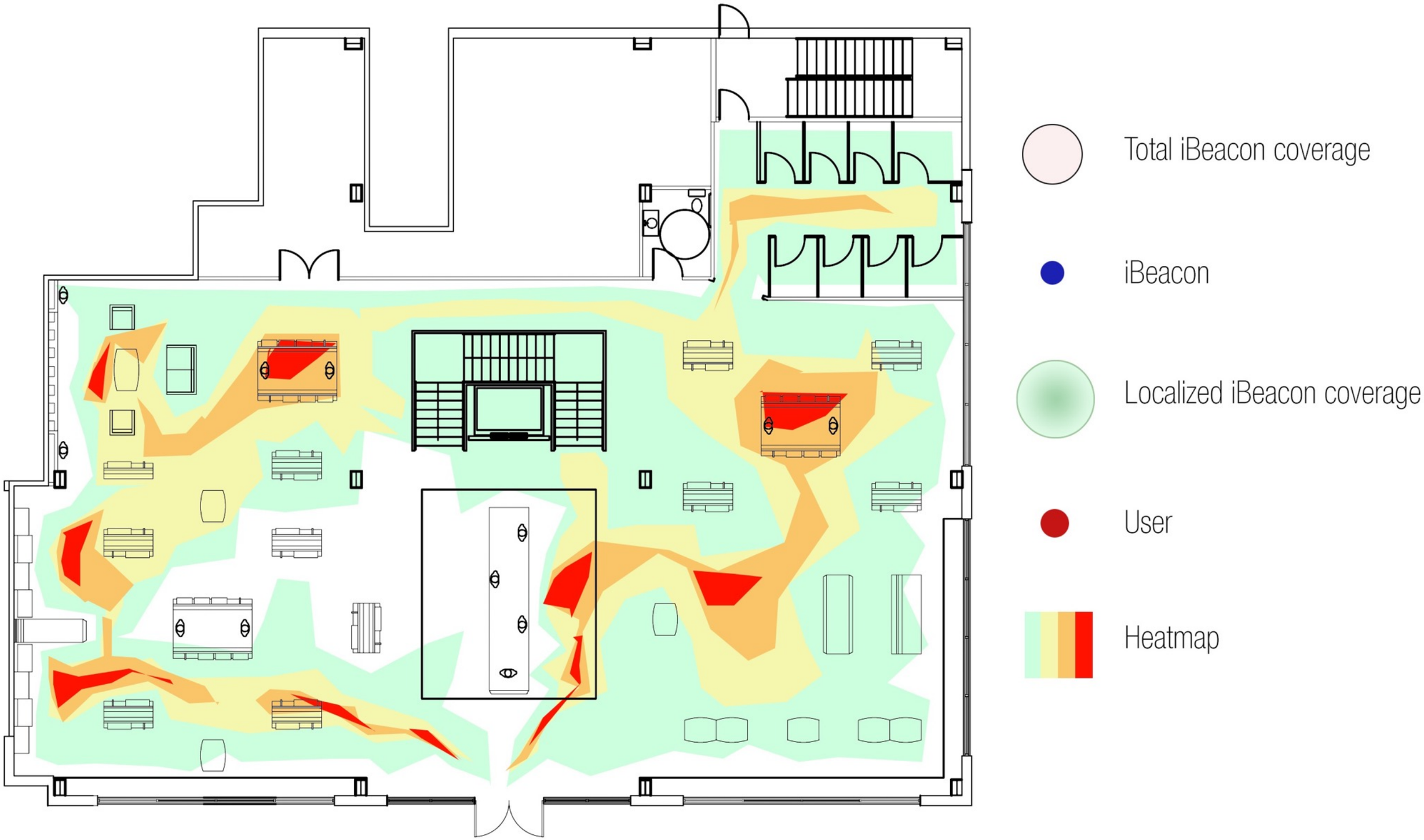
Be (Hyper) Aware | Beacons > Timely Information


The Starry Night
By Vincent Van Gogh
The first thing you notice about Van Gogh's painting is the artist's whirling, swirling brushstrokes. They seem to be glittering like fireworks exploding in the sky. The night
Listen to Audio Book

Be (Hyper) Aware | Beacons > Enhanced Customer Experience

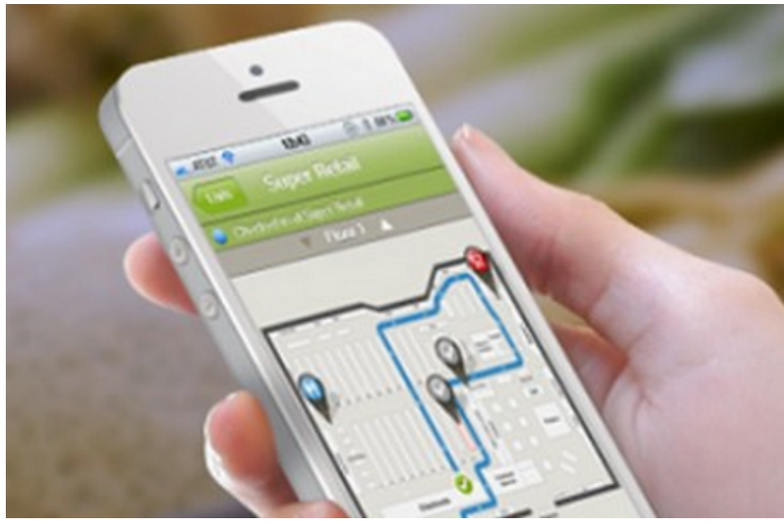


Be (Hyper) Aware | Beacons > Tracking Patterns



Be (Hyper) Aware | Beacons > Contextual Offers

Video Network Example | Imagine the Possibilities



cross platform UX design

personas & pain points

the happy path

picking platforms

similarities & differences

Theresa Neil | strategy + design

Personas | Archetypal Users

Personas & Painpoints | Student

Sam
Working on a research project
Single visit, seeking specific information

Checks out museum's offerings online → Arrives at museum, buys ticket → Refers to map, doesn't see what he needs → Asks attendant, she points him to the stairs →

He finds the display on the second floor → Goes back to the attendant to find the next thing he needs → Heads back up stairs for the second time

Later.... Sam looks at the web site again. He missed the biggest display on the topic & the book in the gift store- Darn!

Personas & Painpoints | Student

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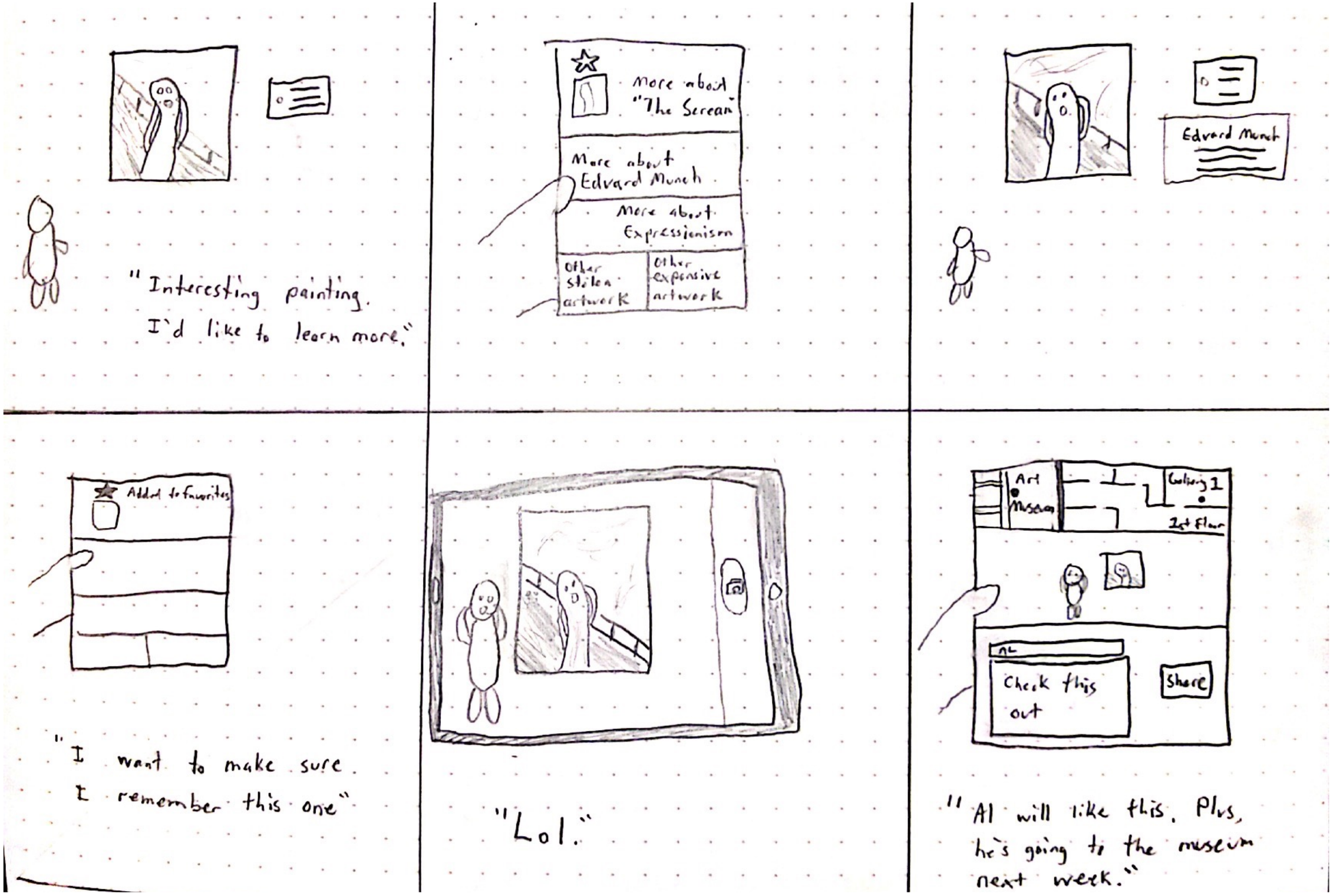
Let's Storyboard | What are the opportunities for Sam?



Franklin Family
On vacation
Looking for something fun and educational

Checks out museum hours online, buys tickets → Arrives at museum, pulled in by the kids to the first display → Mom goes back and grabs a map and considers the audio tour → At each exhibit, Mom looks up info to tell kids, but they are too fast! →

Kids want to go dig- but oh no, it is closed for weather. Kids melt down. → They are revived by the promise of the biggest dino skeleton → Kids are hungry, ready to leave, buy stuffed dinos on the way out

Later.... Mom wants to pull together a book of the trip, but doesn't have anything from the museum visit

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Personas & Painpoints | Enthusiast

Ethan
Museum member since 2010
Routinely attends events at the museum
Donates to organizations he believes in

Renews membership by snail mail → Receives paper member card → Gets an email about an upcoming event → Goes to the talk, but is stuck in the back behind a big class →

After the talk, explores the new exhibit → Fascinating, he takes some pictures and takes some notes → Heads home, posts pictures on Facebook

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Personas & Painpoints | Museum Administrator

Mona
In charge of funding and exhibits
Relies on Grants for funding
Relies on surveys for visitor feedback

story 1

Applying for an important Grant → Needs specific information on visitors → Only has # of visitors, # members

story 2

Needs to bring in more visitors → Tries expensive direct marketing → isn't sure if it works

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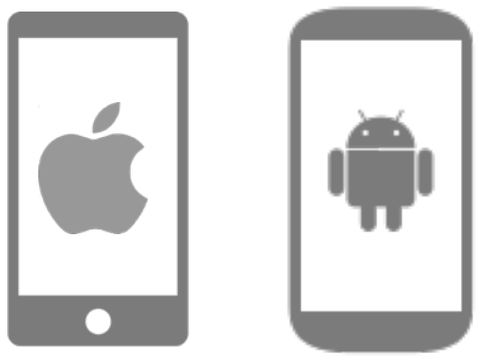
Picking Platforms | What do we need to design & develop?



native app for museum visitors

web application for the museum administrator

tablet or phone app for museum staff

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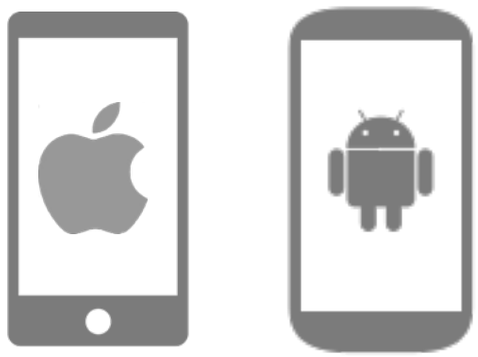

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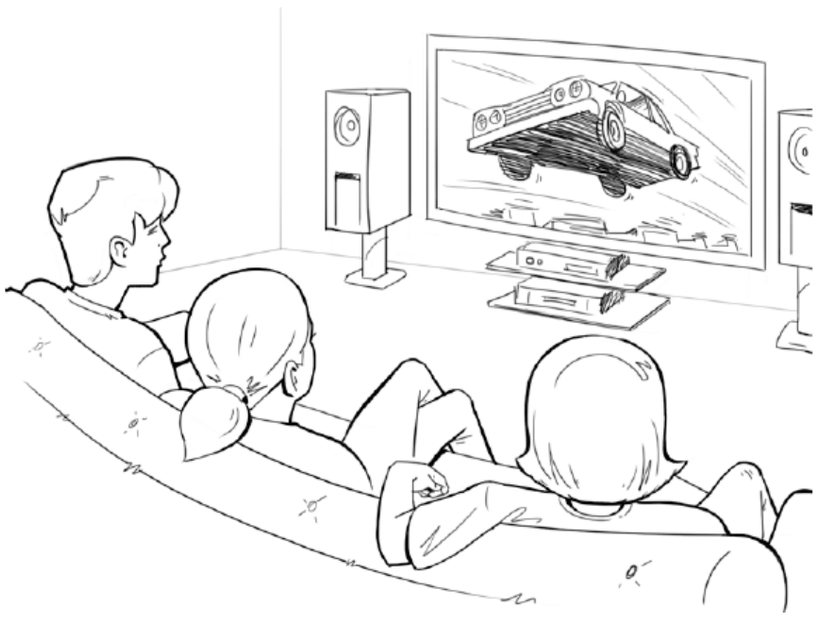
different platforms

different designs?

Different Platforms | Different Design?

User Experience Personas, Flows, Conceptual Model	✓ SAME
Information Architecture How the screens fit/flow together	✓ VERY SIMILAR
User Interface Controls Tab Bar, Action Bars, Toggles, Selectors...	✗ DIFFERS
Interaction Design & Gestures Capturing and responding to user input	✗ DIFFERS
Visual Design Imagery, fonts, iconography, color palette	✓ VERY SIMILAR
Copy Instructional copy, promotional copy	✓ SAME

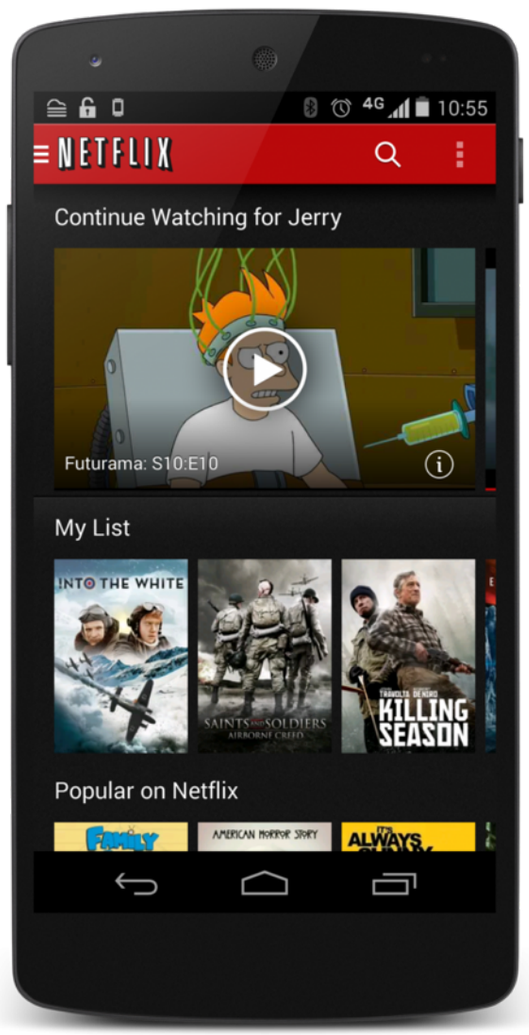
Different Platforms | Same User Experience

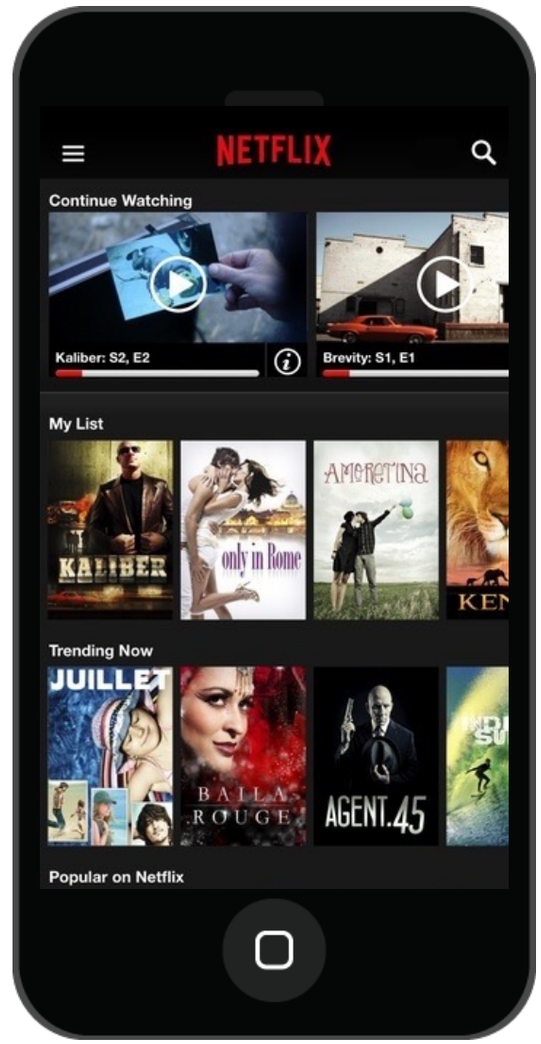


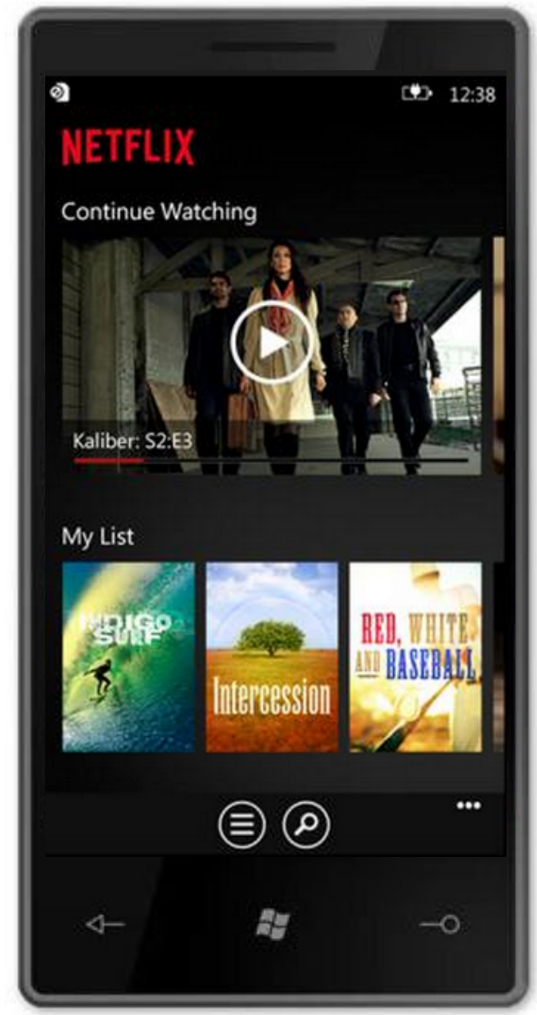
NETFLIX

Same underlying conceptual model :
Movies rated for you, instant streaming and queued lists

Different Platforms | Similar Information Architecture

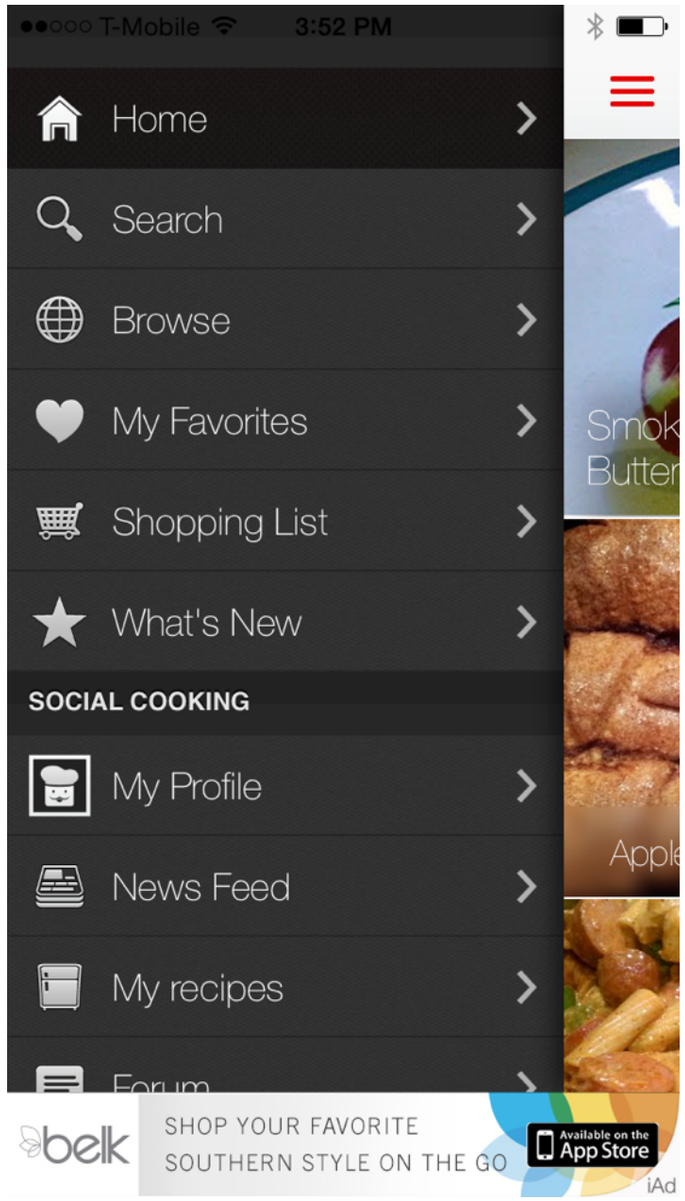


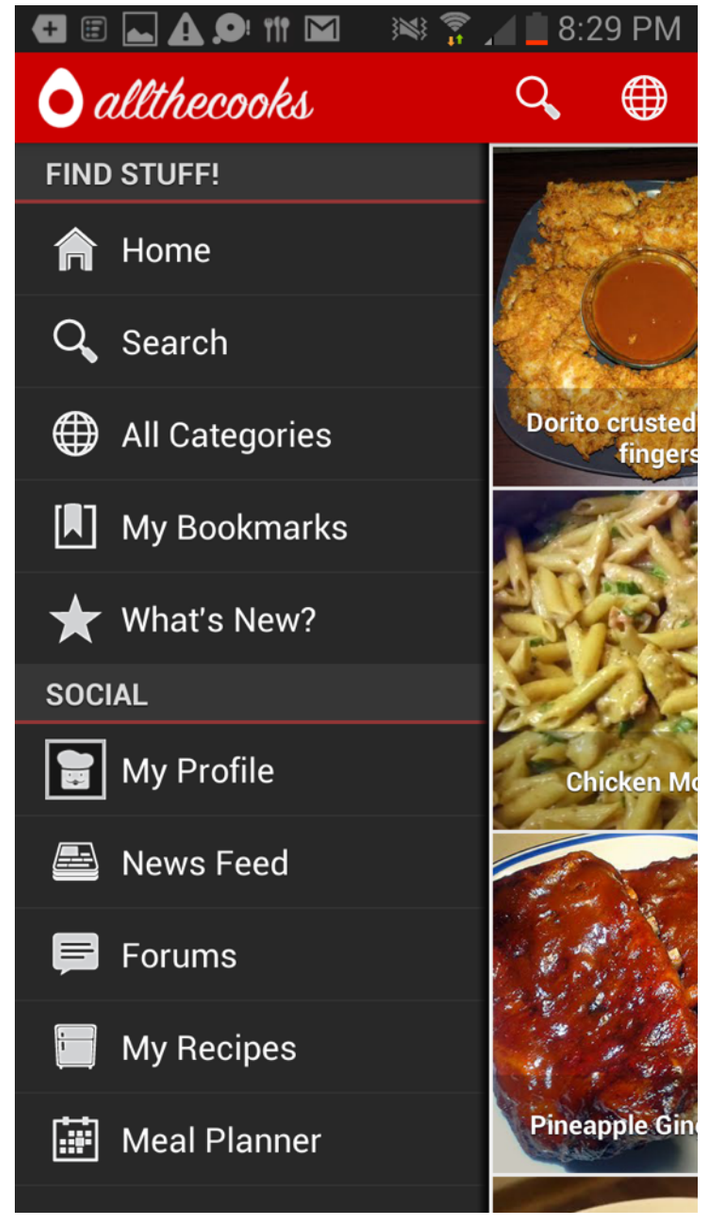




NETFLIX

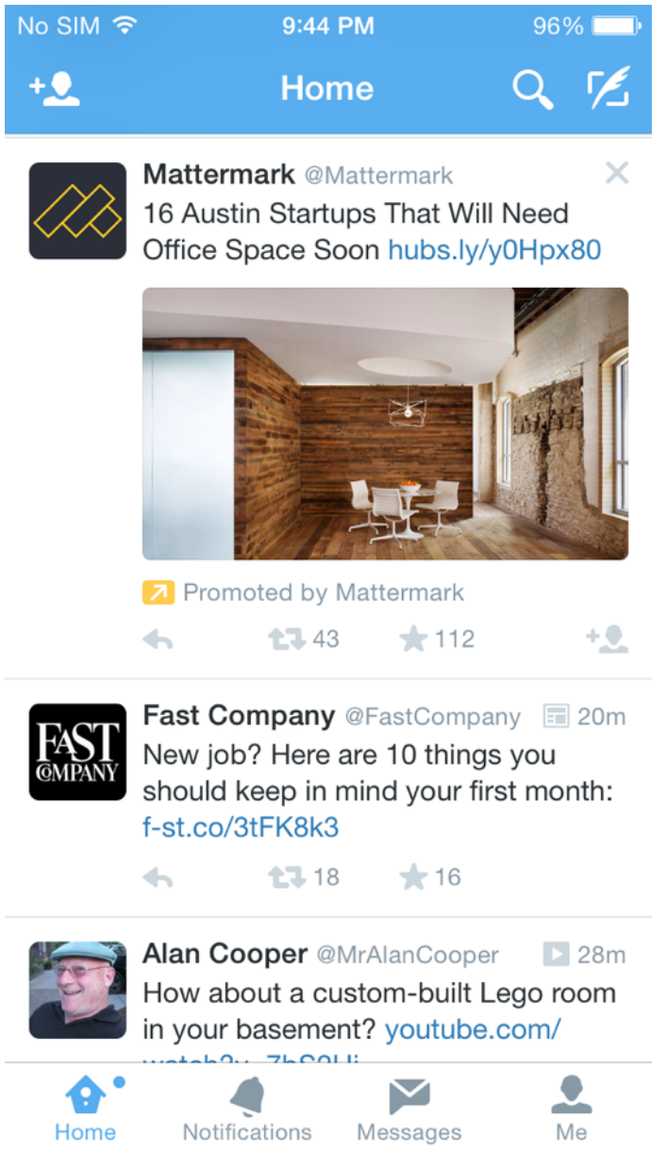
Different Platforms | Should have similar information architecture



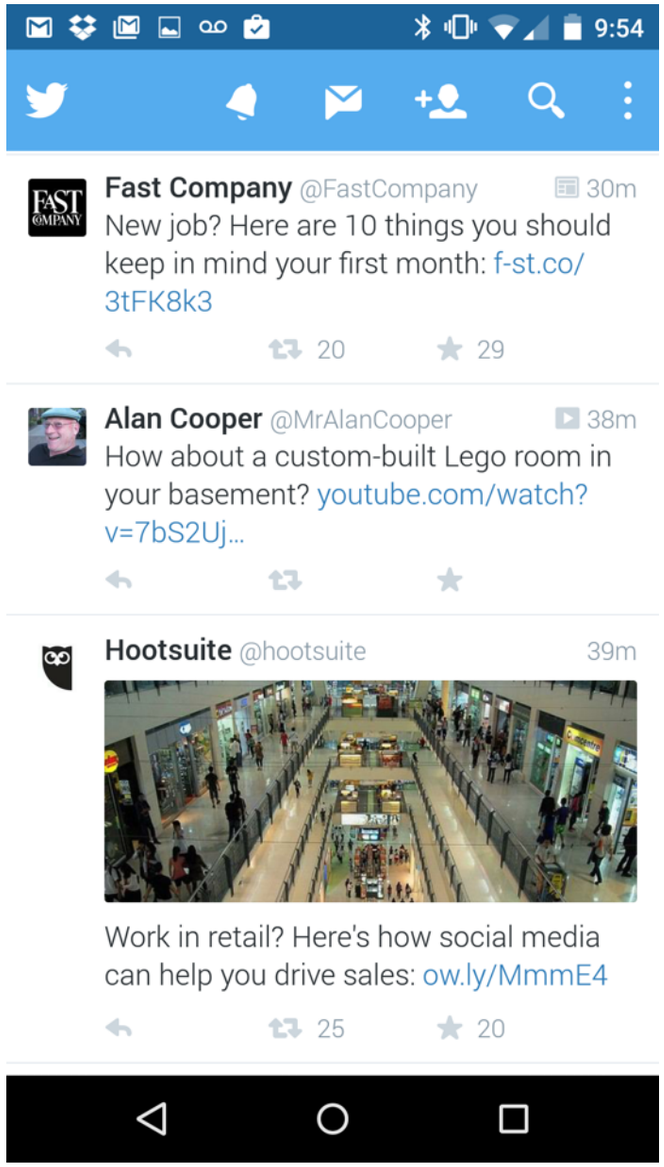


iOS people prefer 'favorites' to 'bookmarks'? They don't want a 'meal planner', but they do want to actively 'browse', not just look at 'categories', like Android folks.

Different Platforms | Different UI Controls



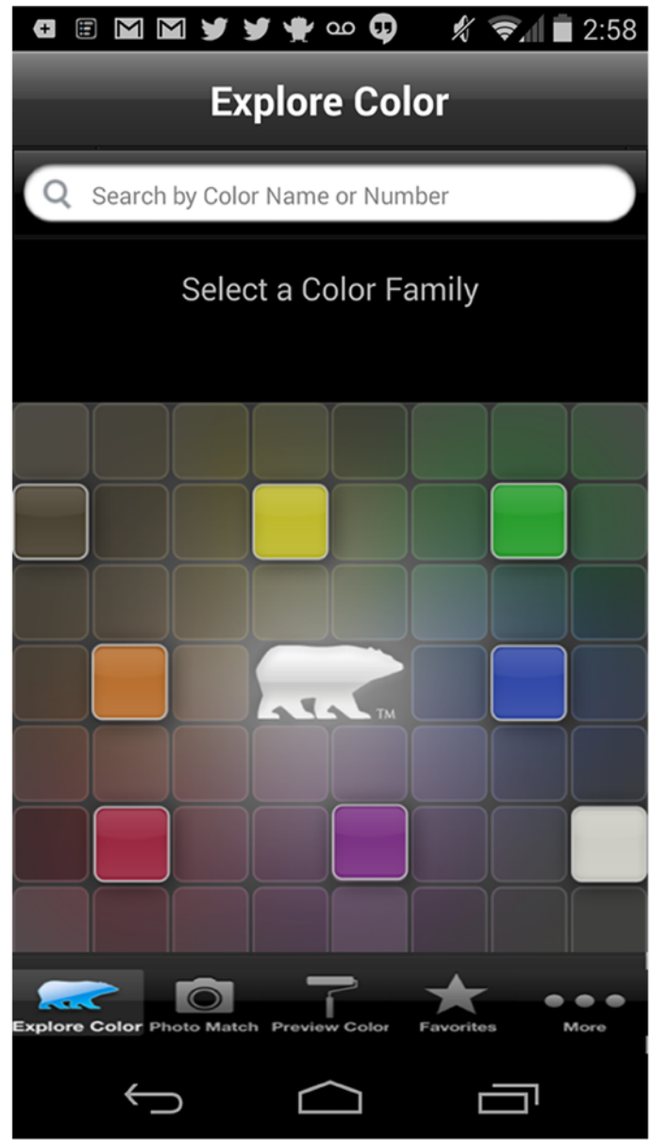
IOS TAB BAR

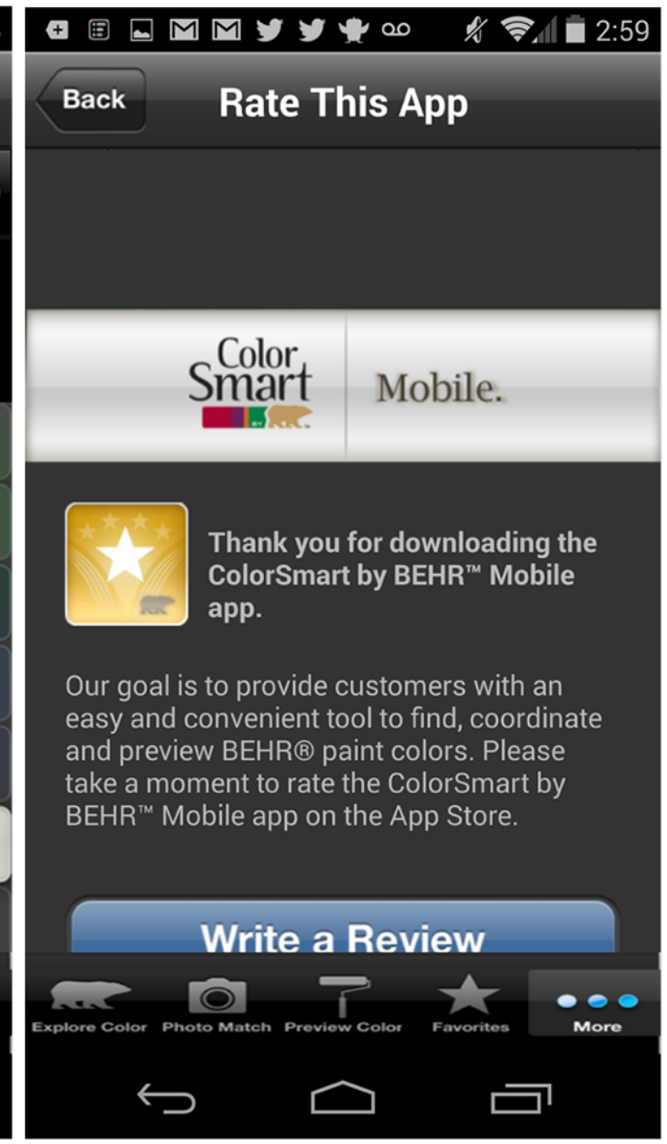


ANDROID ACTION BAR, ICON TABS

Use the tab bar in iOS, use the action bar in Android

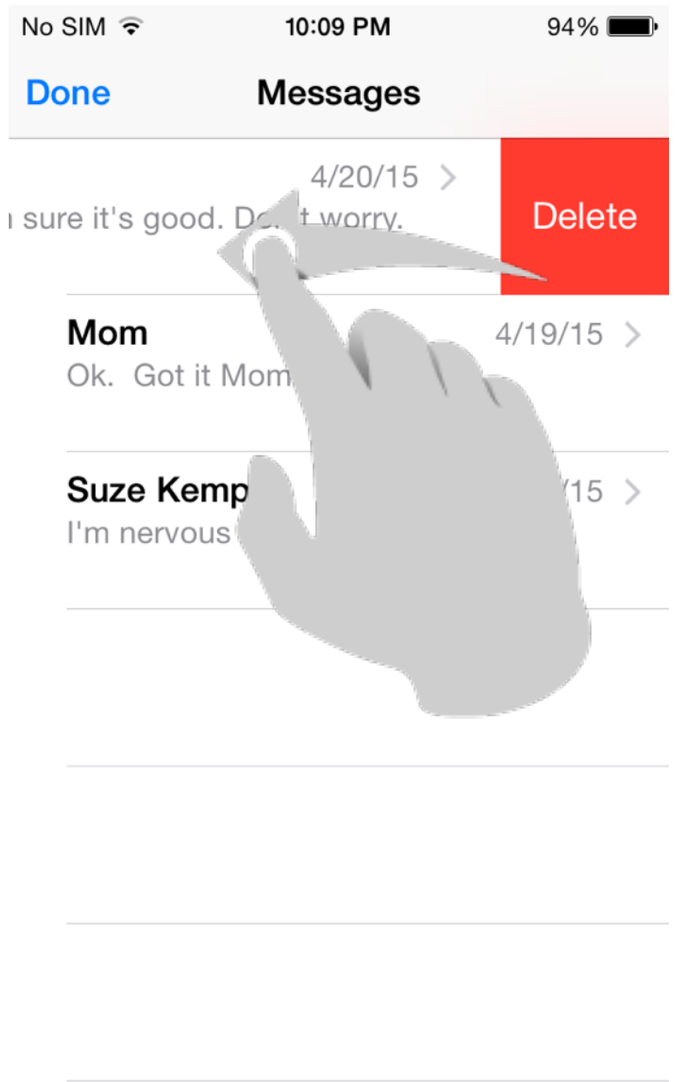
Different Platforms | Different UI Controls



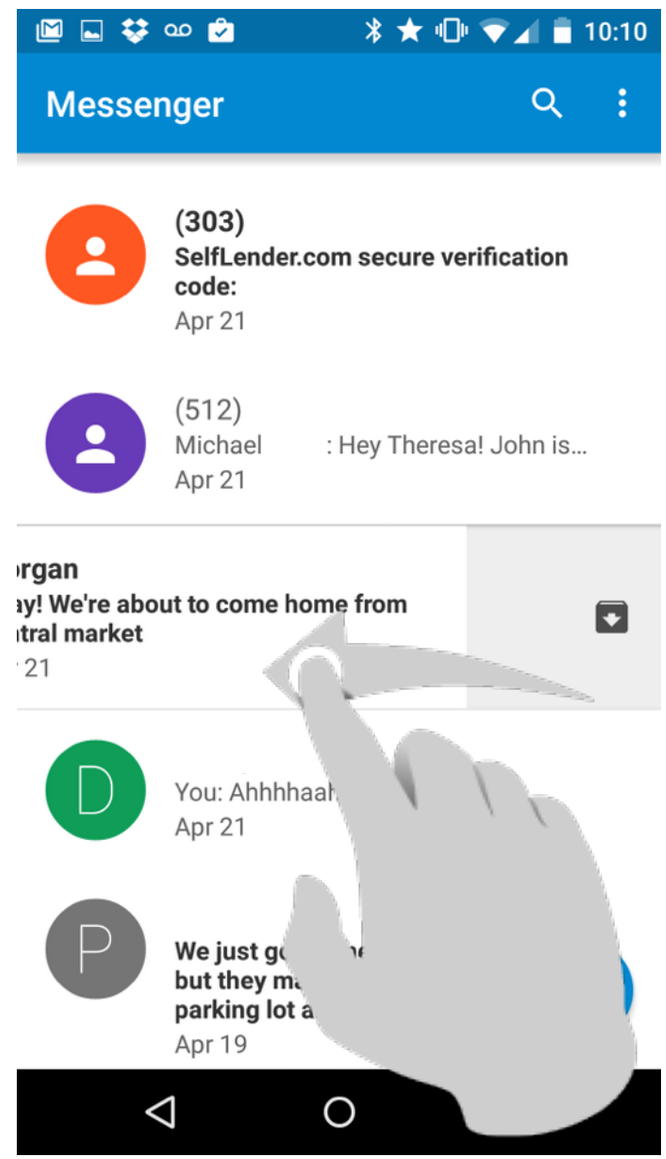


BehrPaint simply squished their iOS app onto Android

Different Platforms | Different IX Design & Gestures

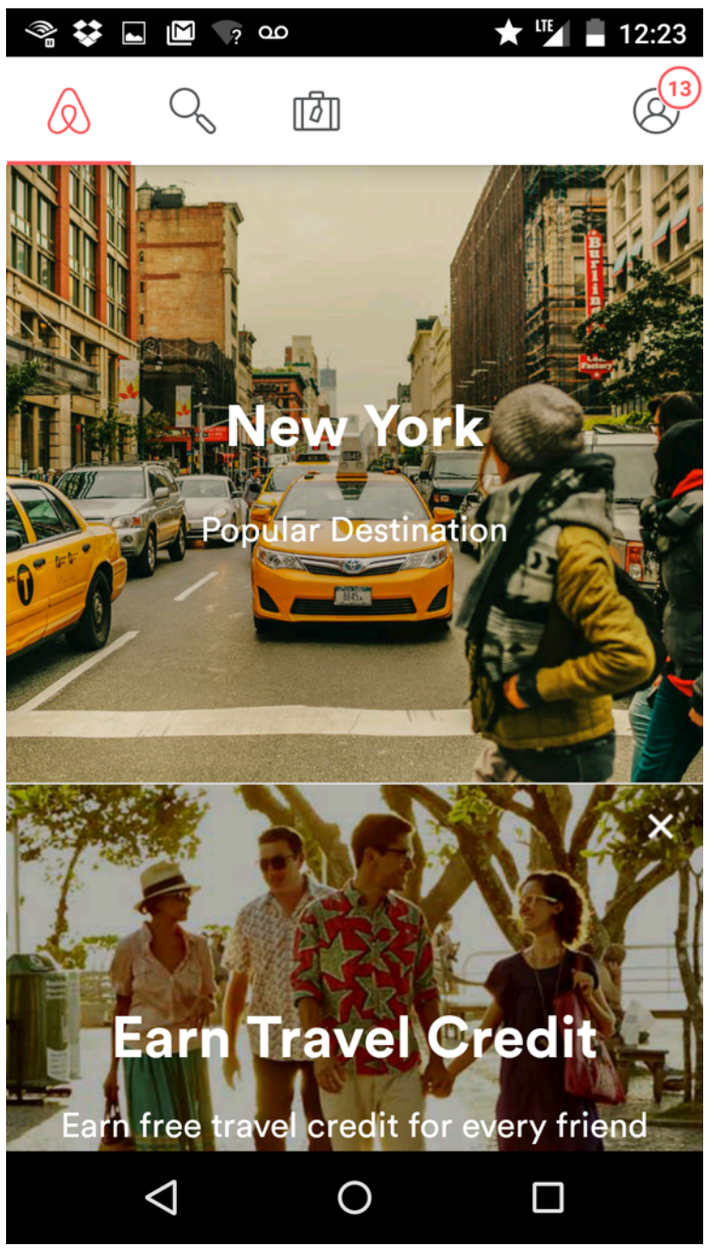


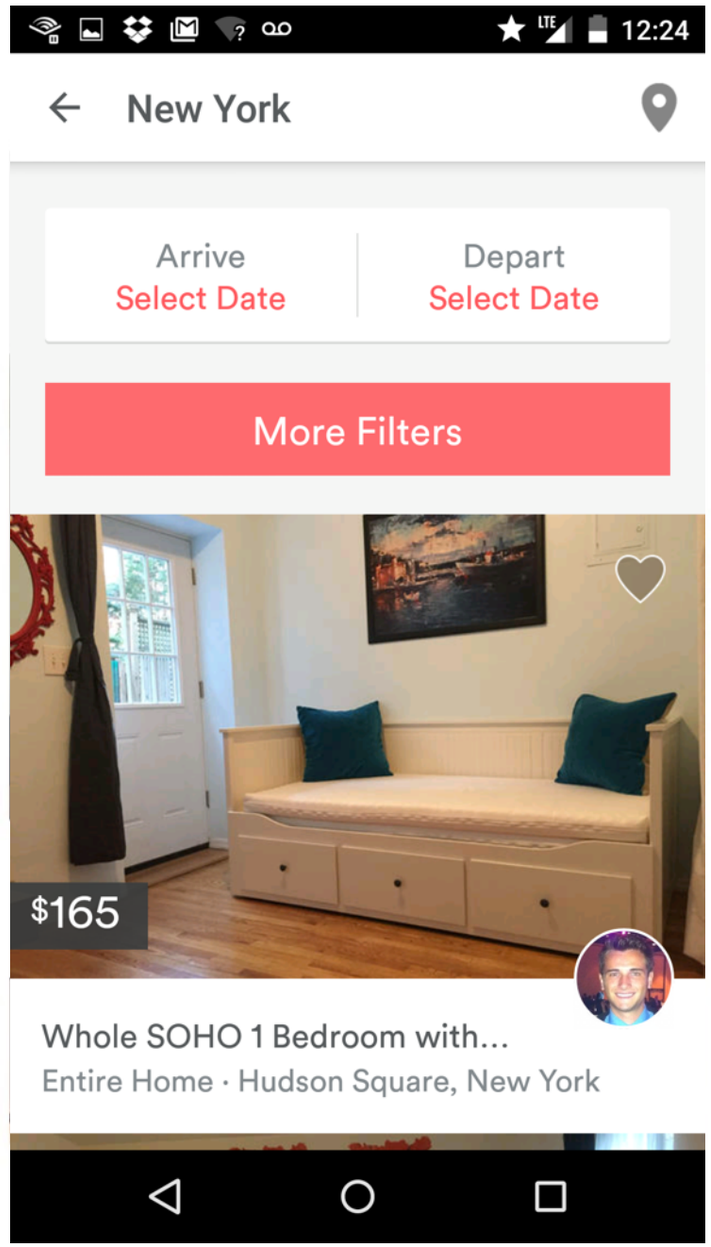
iOS- Swipe reveals the action (then you tap)

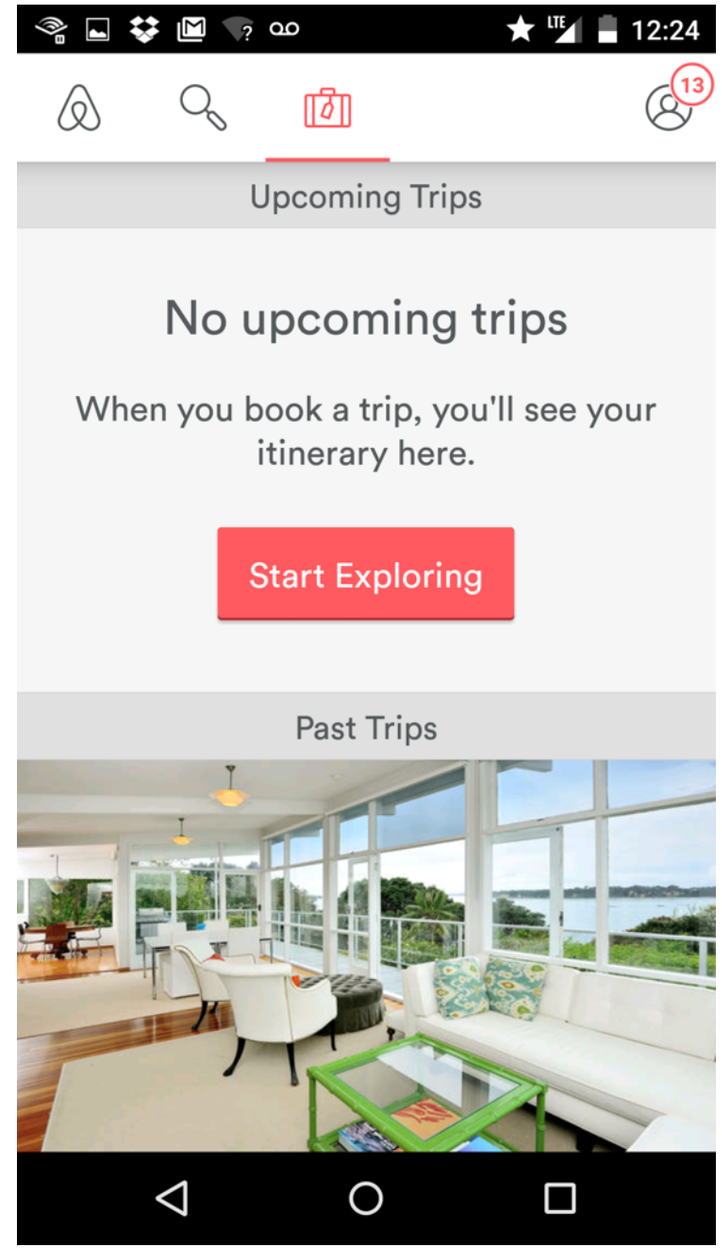


Android- Swipe performs the action (and offers an undo)

Different Platforms | Similar Visual Design







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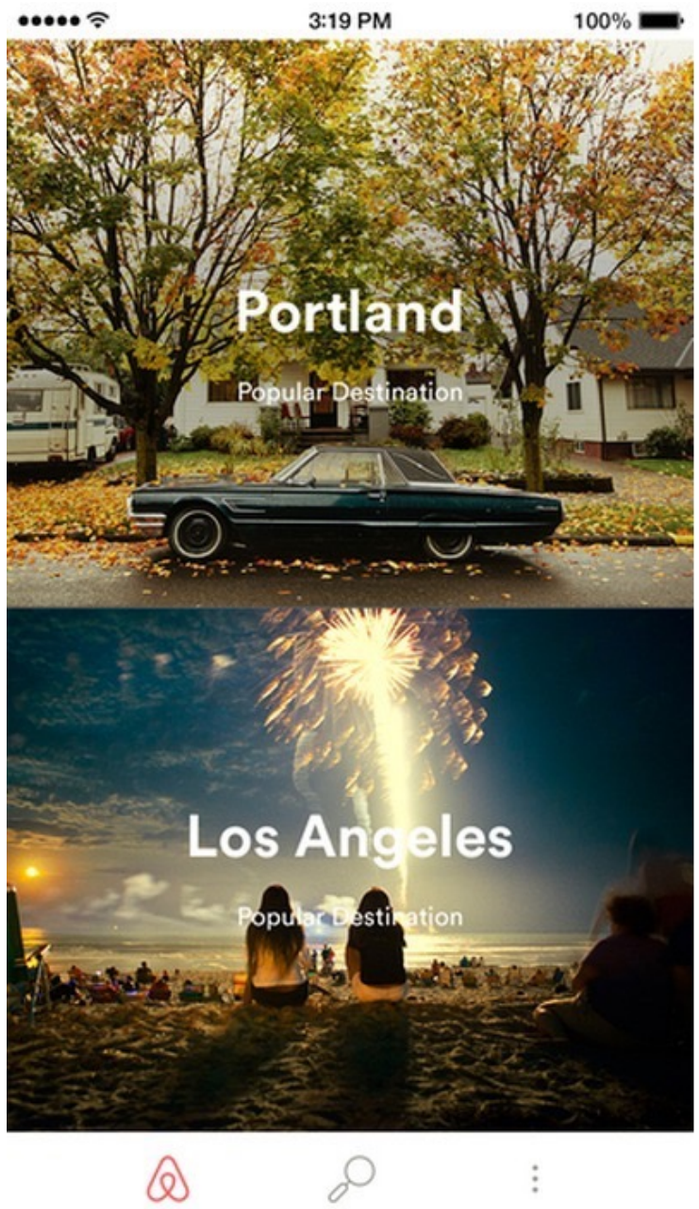
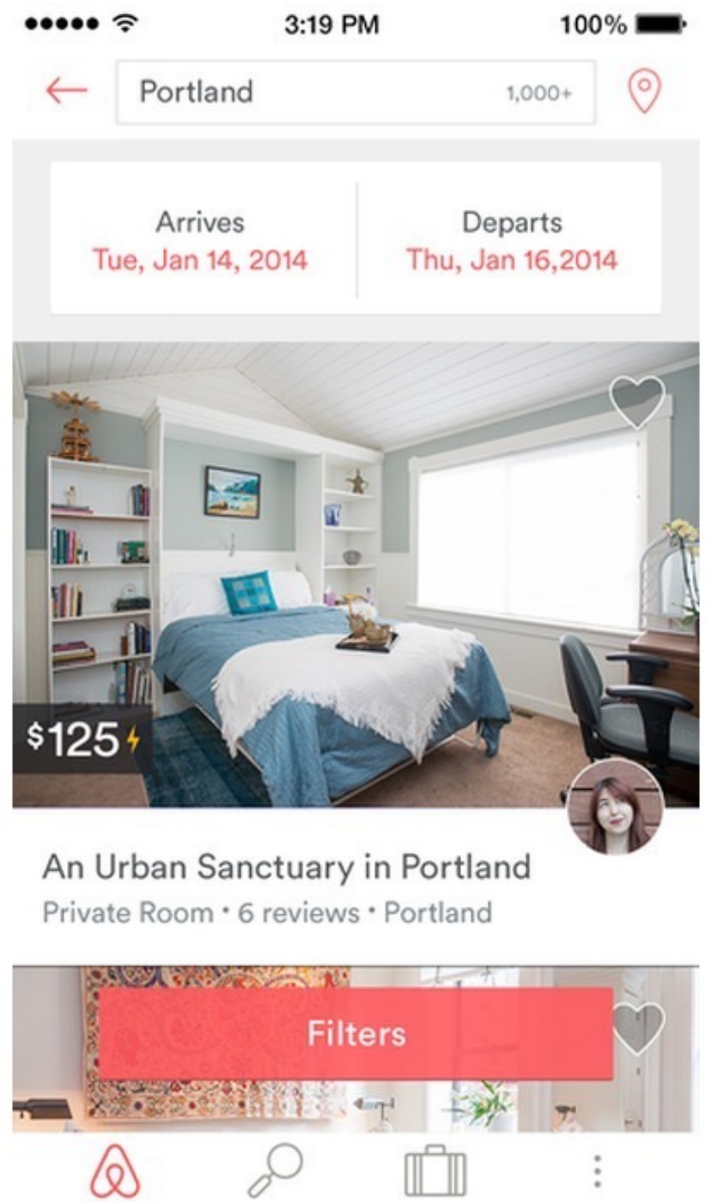
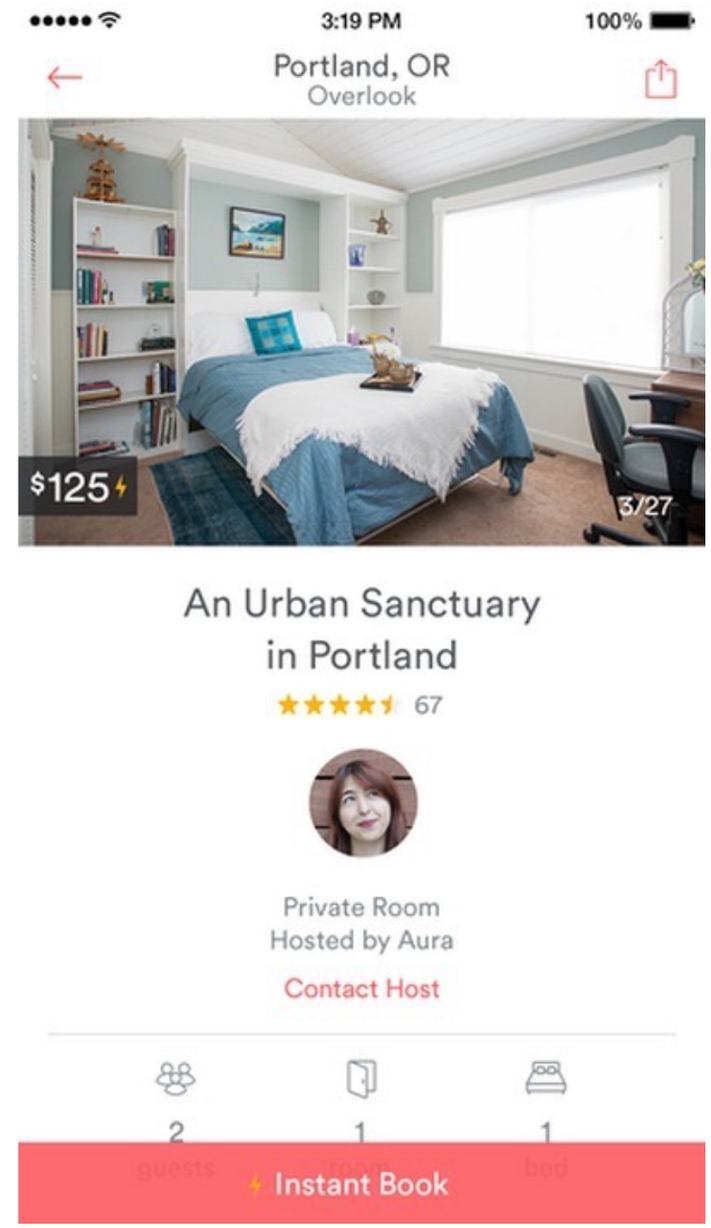






afternoon

UI Patterns

Navigation

Search, Sort & Filter

Tutorials & Onboarding

Bring it to life

Designing for Gestures

Crafting Transitions & Animations

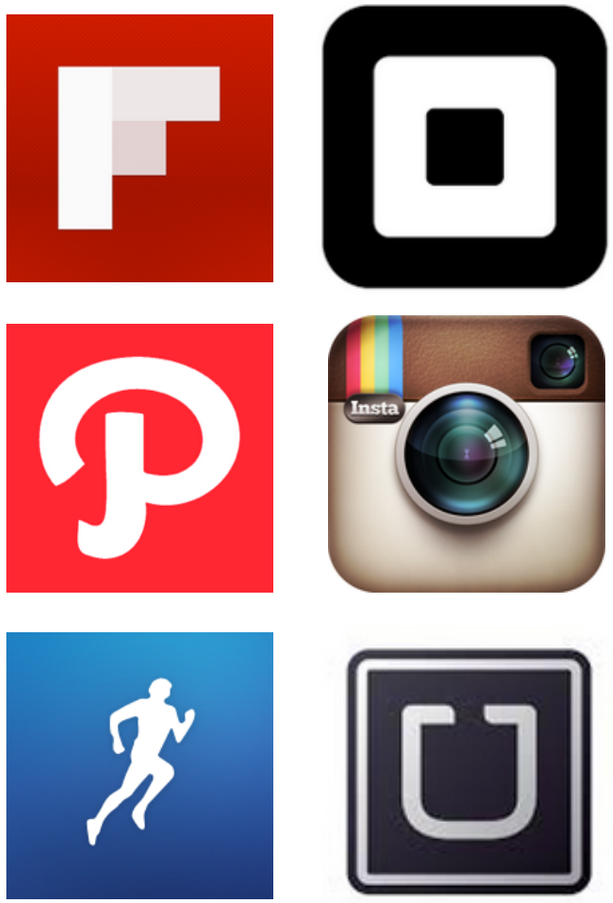
Prototyping Tools

Good vs Great Mobile Apps | Solve a significant pain point...

Good vs Great Mobile Apps | Solve a significant pain point...

by exploiting the capabilities that mobile devices offer

Great Native Apps | Exploit the options that the mobile device offers



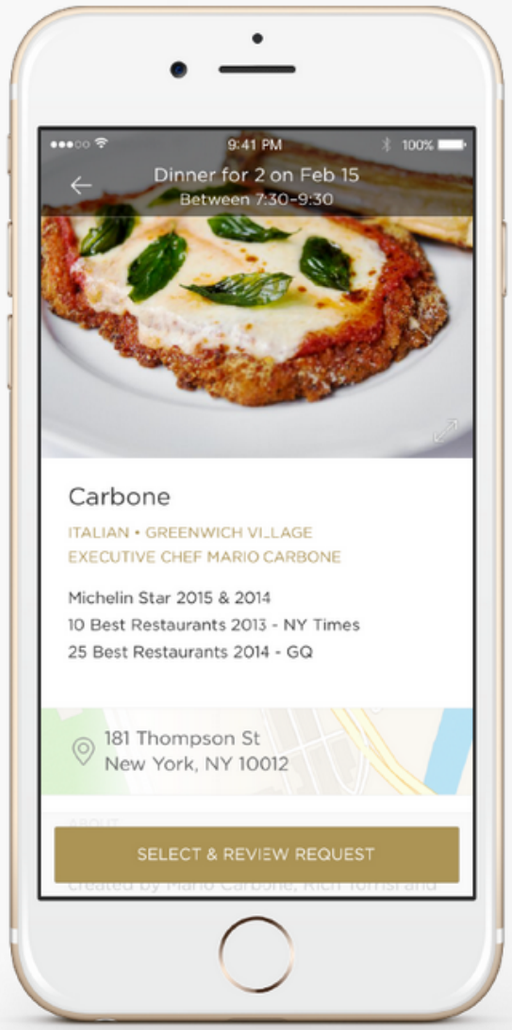
MADE FOR MOBILE

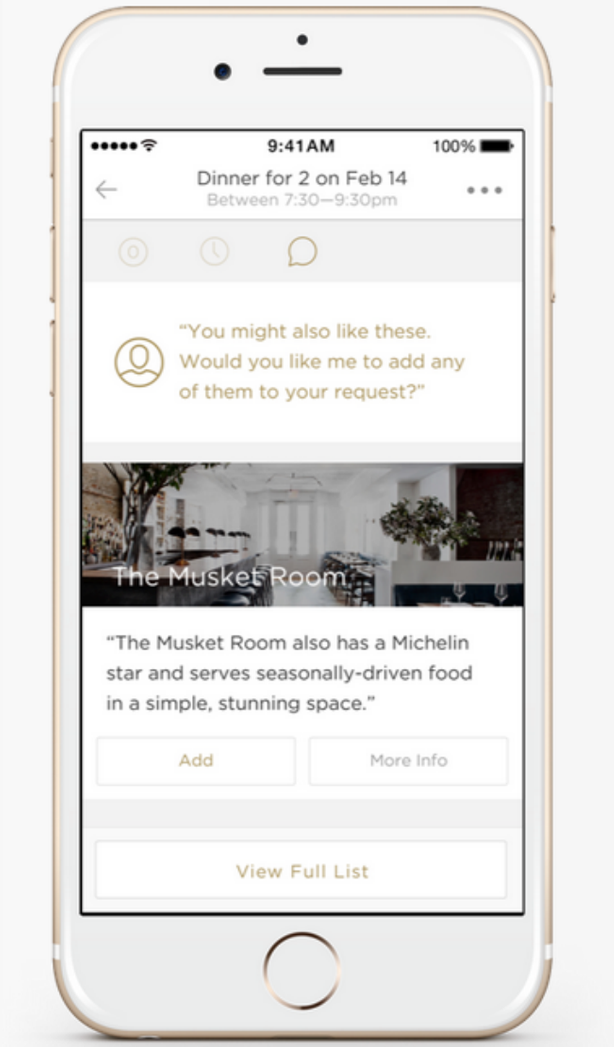
Good vs Great Mobile Apps | Let's Compare

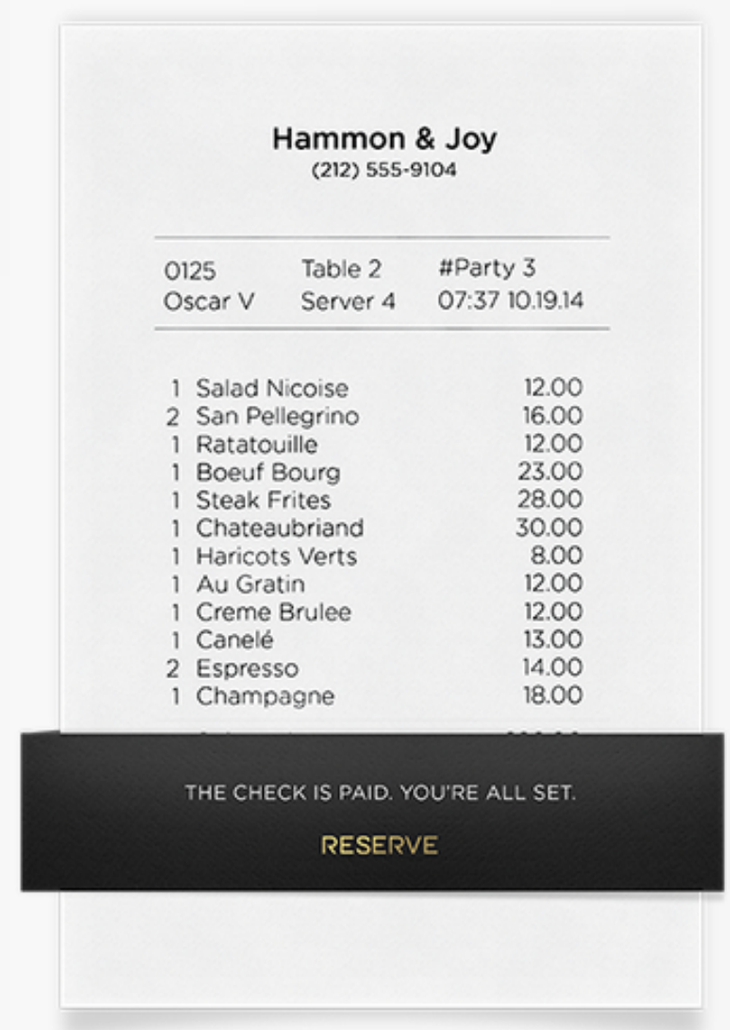
SeatMe App for Restaurants

Yelp added a a reservation option, but only at restaurants using, SeatMe, Yelp's front of the house software.

Good vs Great Mobile Apps | Let's Compare

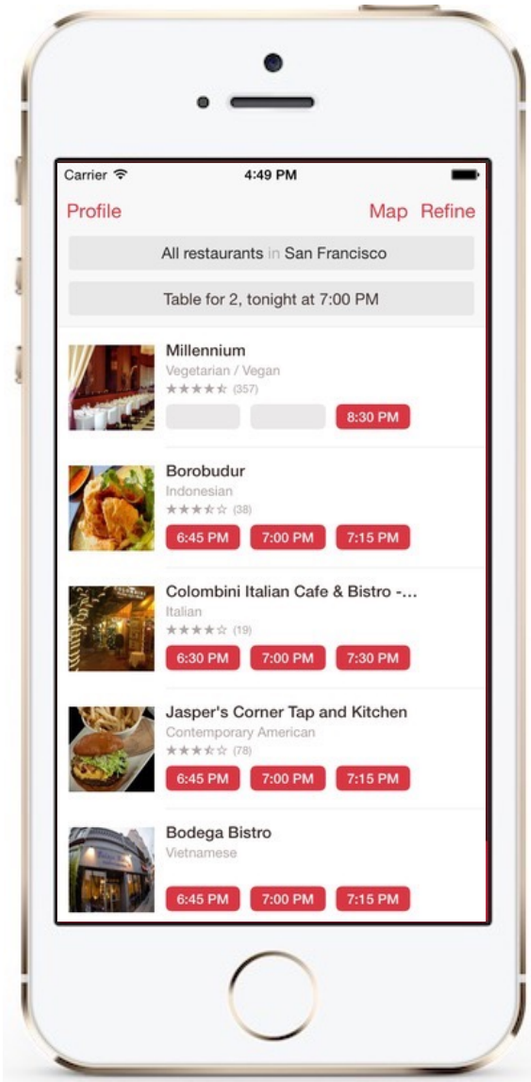


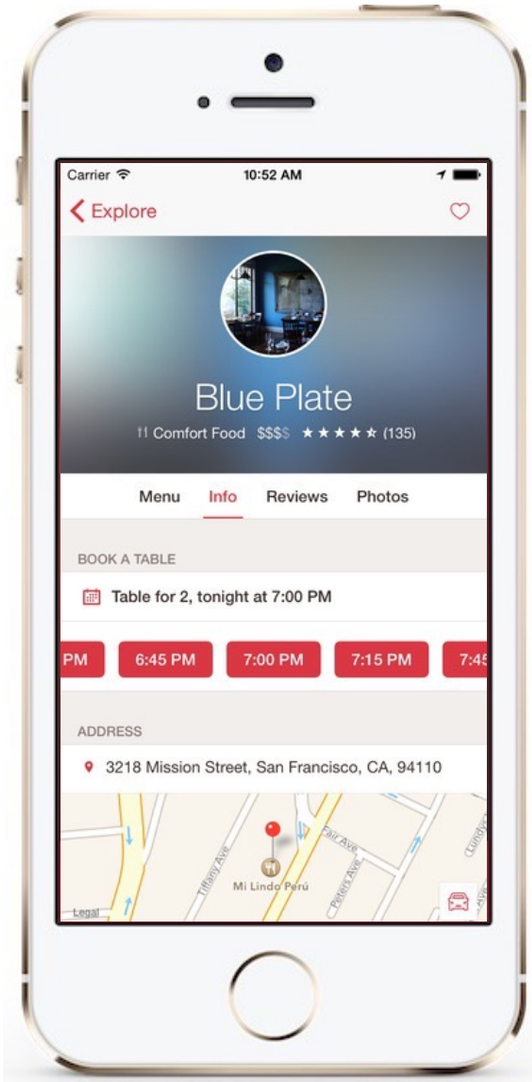


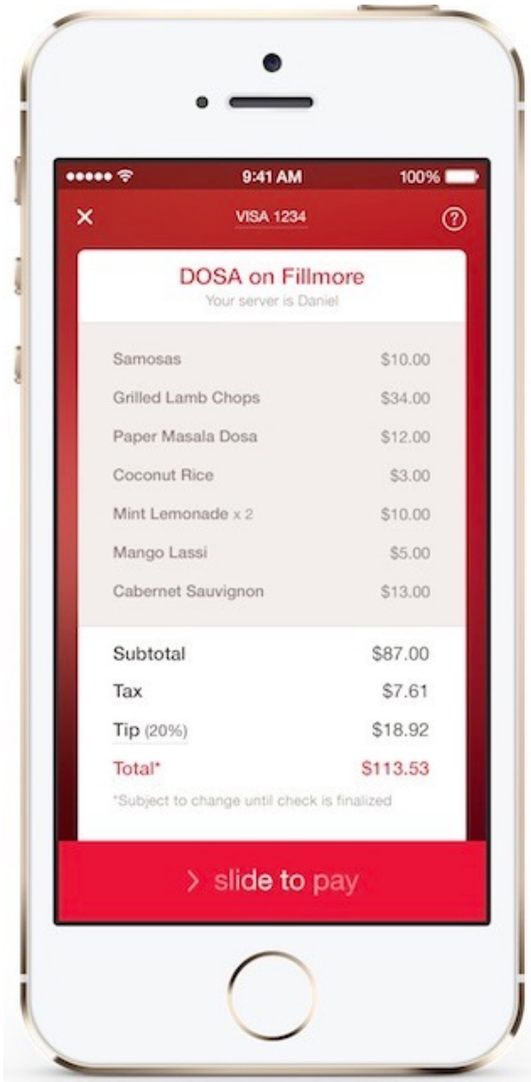


Reserve lets you reserve and pay for your meal. It also makes recommendations if your first option isn't available.

Good vs Great Mobile Apps | Let's Compare





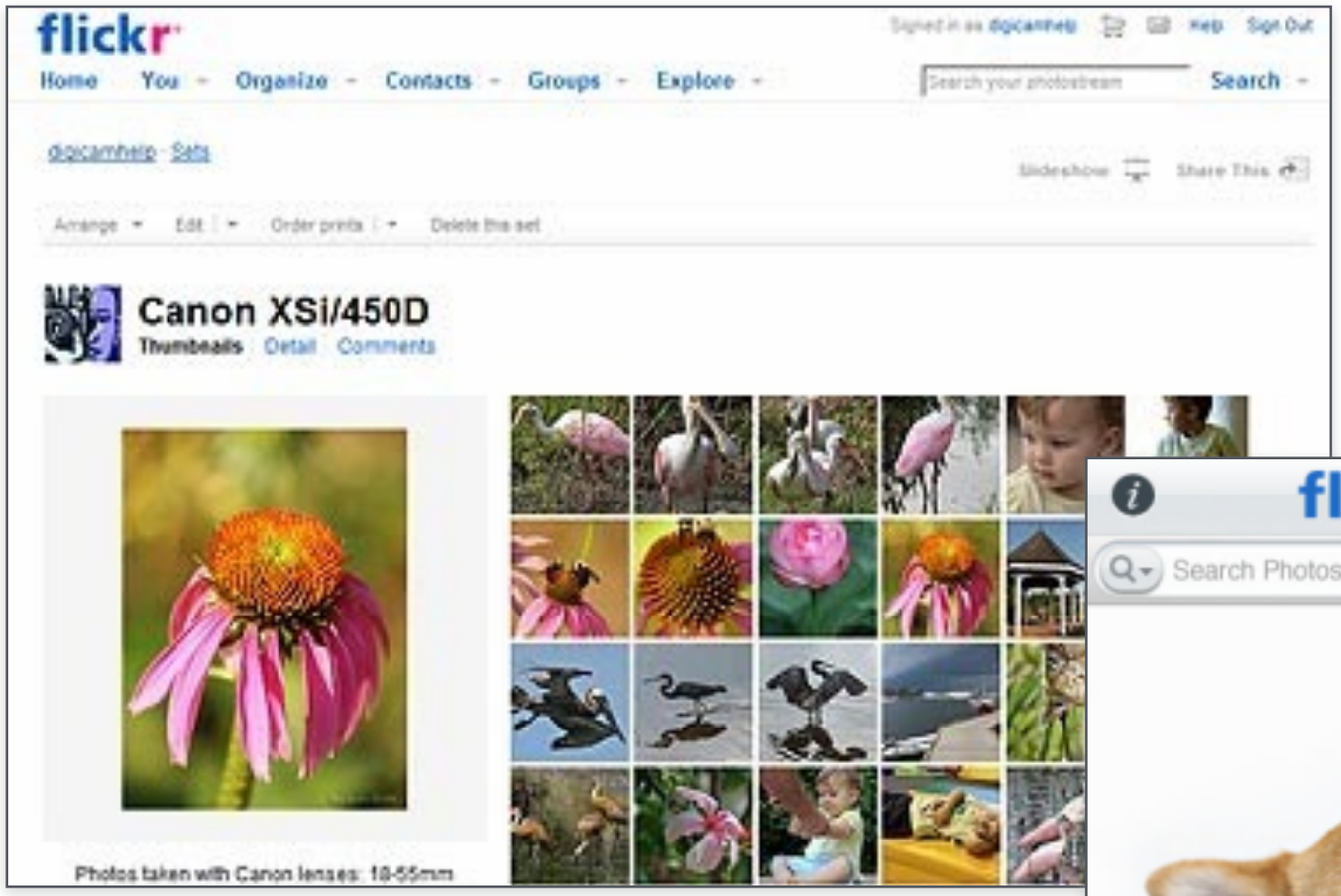


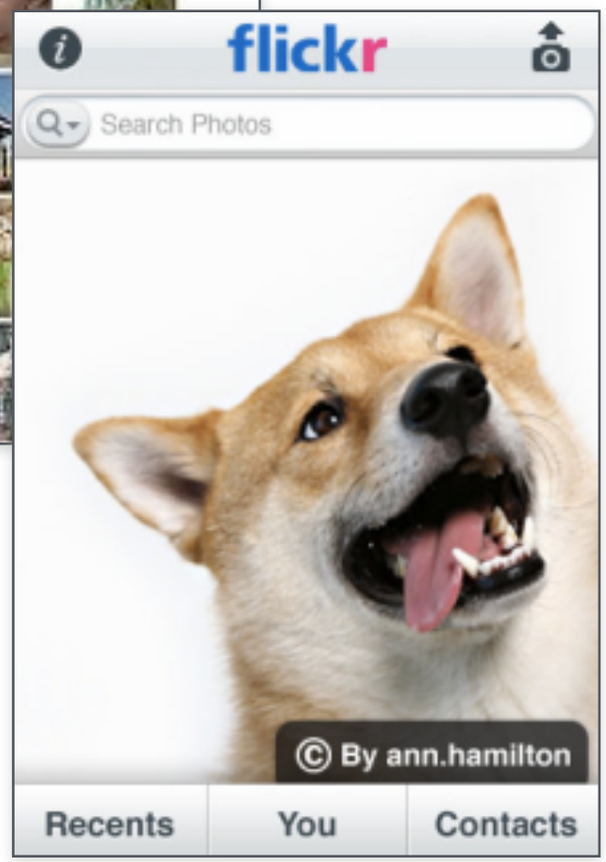
OpenTable considers the whole experience from reservations to transportation, to payments

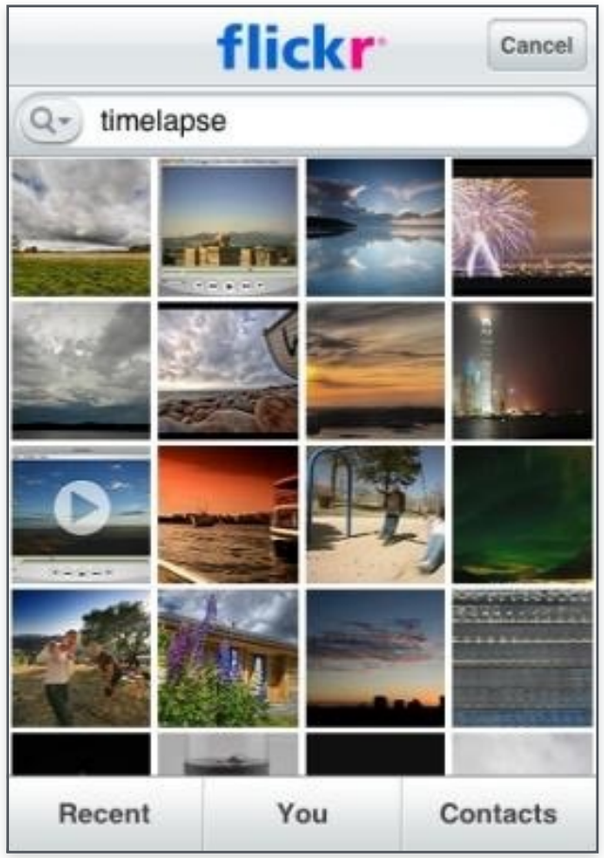
OpenTable
Version 6.5.0, 22.7 MB
Aug 20, 2014

We've partnered with Uber to allow you to request a ride when viewing your upcoming reservation (where available). We'll even tell your driver where to take you so you can just hop in and go!

Avoid the Trap | It's not about prioritizing & reorganizing content from the web







In 2008-10 Flickr was working hard to port their web app to mobile. But they were asking the wrong questions.

Avoid the Trap | Rethink the entire UX

In the meantime…

1 week	100,000 users
2 months	1 million users
< 1 year	10 million users
now	200 million users

Instgram was thinking about what mobile photography could be : instant sharing, filters, friend feeds…

Avoid the Trap | Rethink the entire UX

In the meantime…

photography could be : instant sharing, filters, friend feeds…

Flickr responded by quickly adding filters and Facebook integration, but the damage was already done.

1 week — 100,000 users

2 months — 2011 — 15 million users

< 1 year — 2012 — 12 million users

20% decline

now — 200 million users

UI Patterns
iOS & Android

navigation

search

tutorials

Theresa Neil | strategy + design

New IA for Native | Rated Features for Visitor App

Wayfinding (organic)

Wayfinding (structured, based on common user goals)
- See the best stuff (1hr, 2hr, more)
- See something new
- Entertain the kids
- Educate a class of kids
- Dive deep into a specific topic

Social elements
- ‘liking’ exhibits
- community

Interactive displays
- talking statues
- beacons

Immersive 3-D simulation scavenger hunt

Live assistance and education in the museum

Virtual store

Note taking, integration with evernote?

eCard for members, join or renew

Discounts for slow times

Purchase tickets

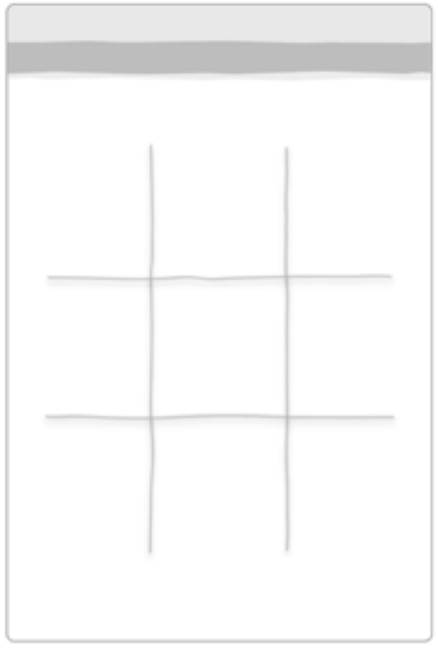
Upcoming events

Visitor loyalty program

On the spot fundraising

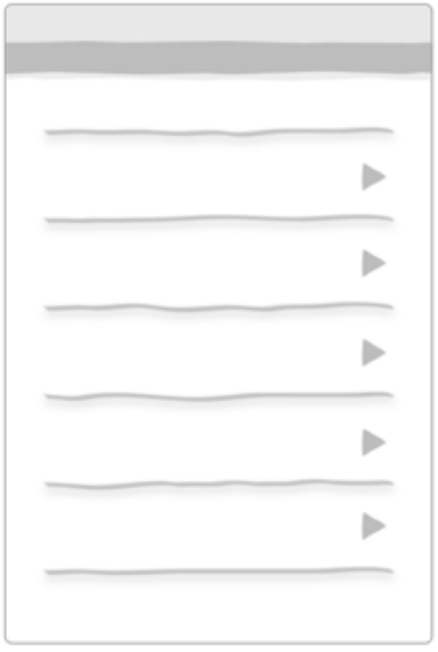
UI Patterns | Navigation

Dashboard

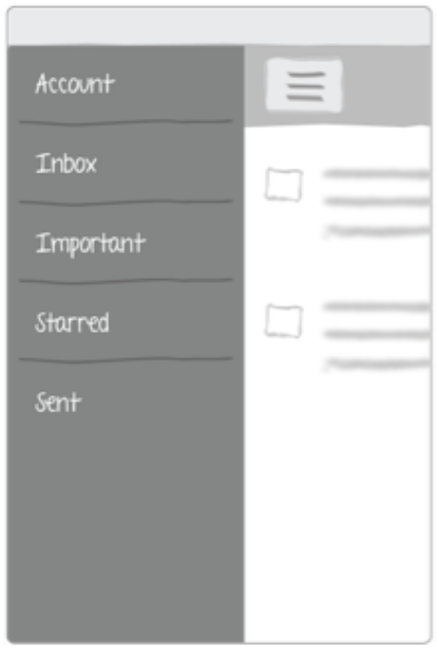


Springboard

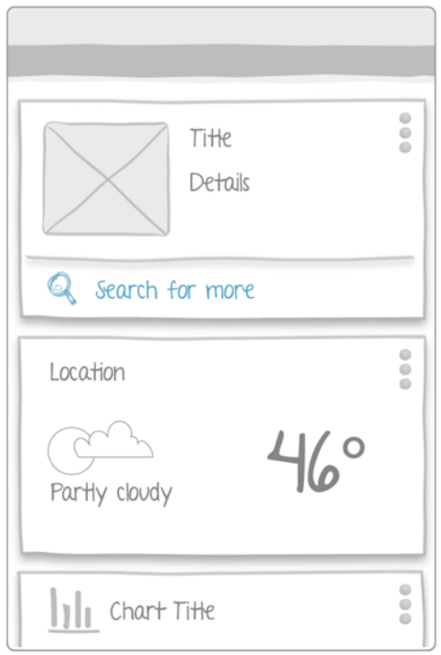
Tabs



List

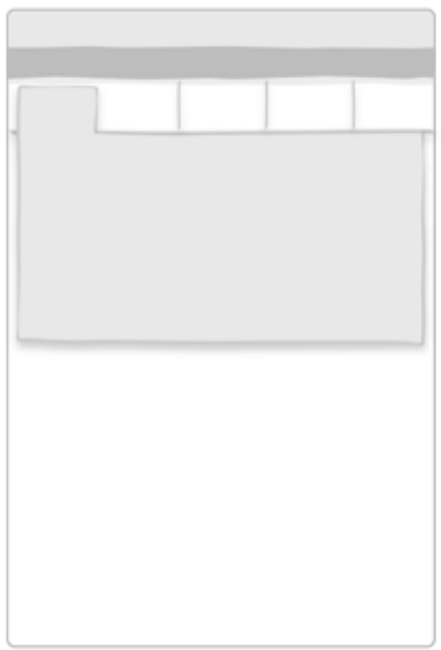


Drawer



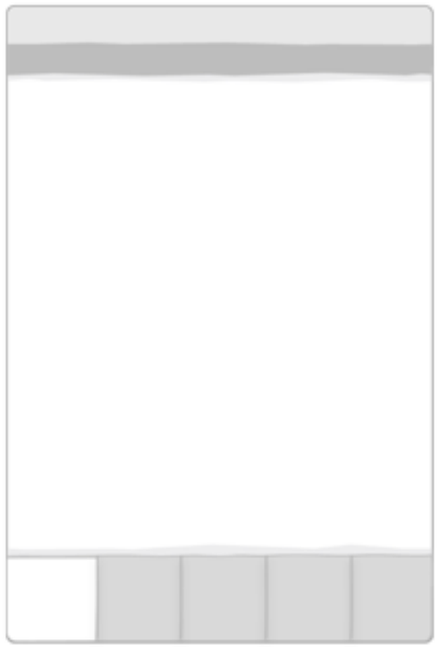
Cards

Pie

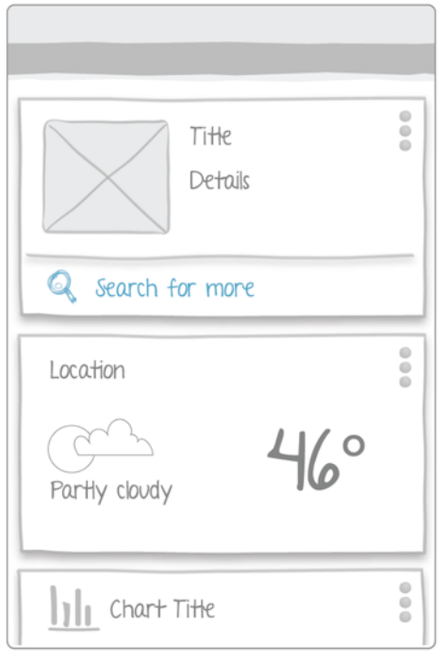


Toggle

UI Patterns | Navigation



Tabs



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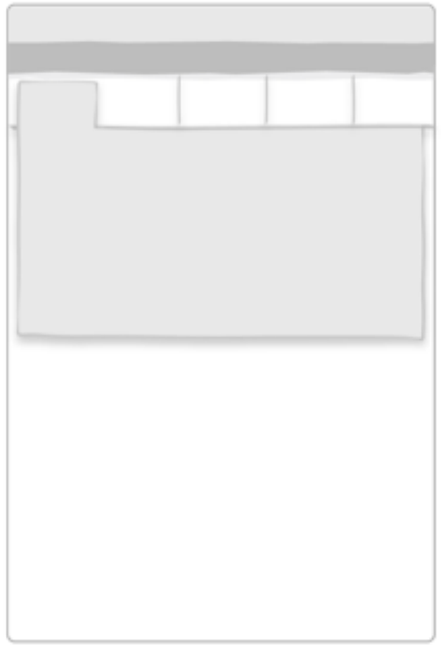
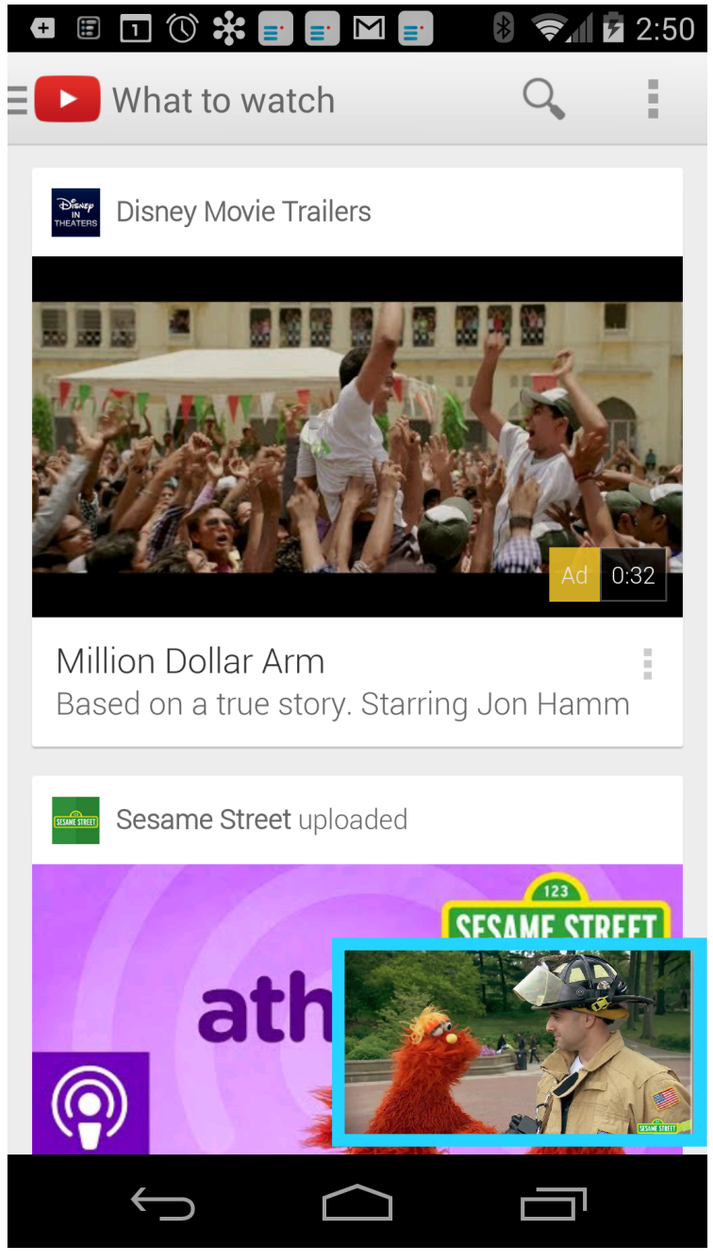
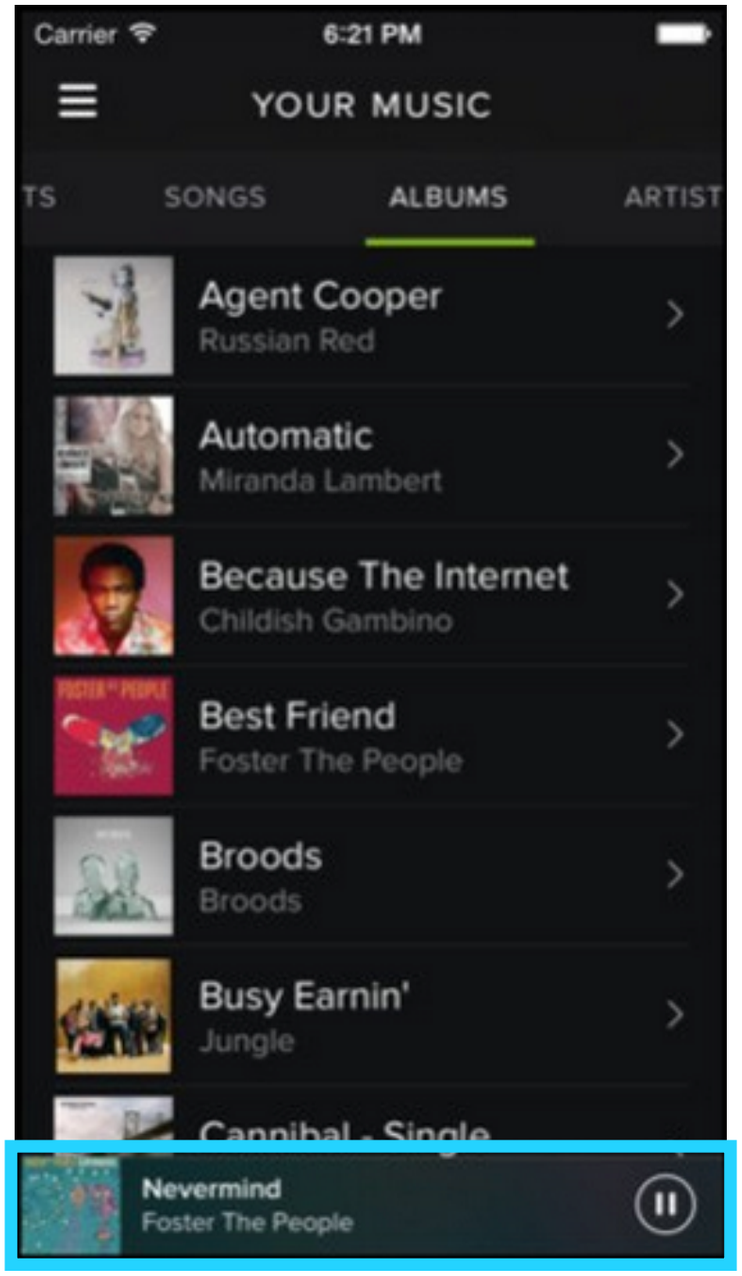


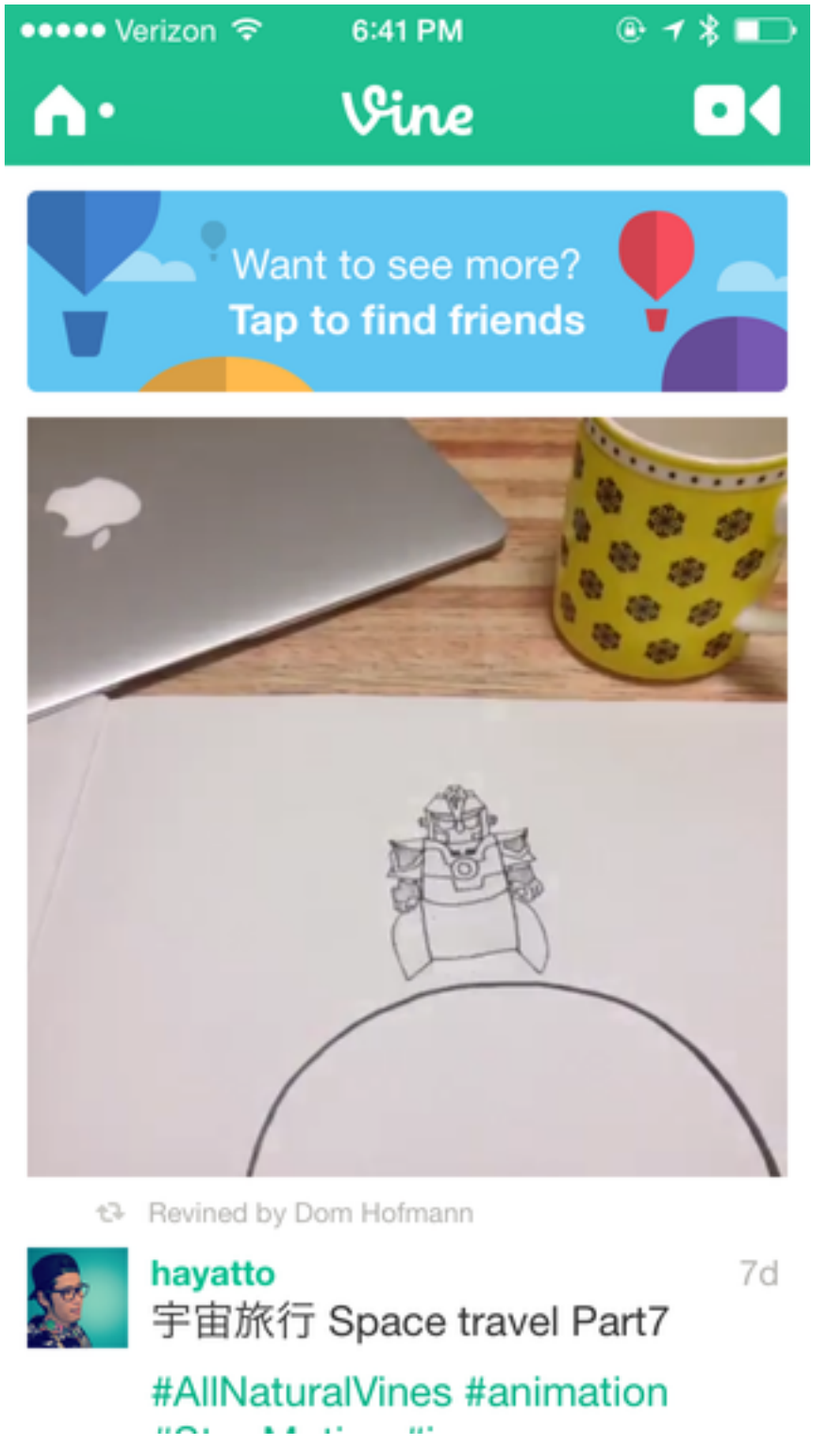
Toggle

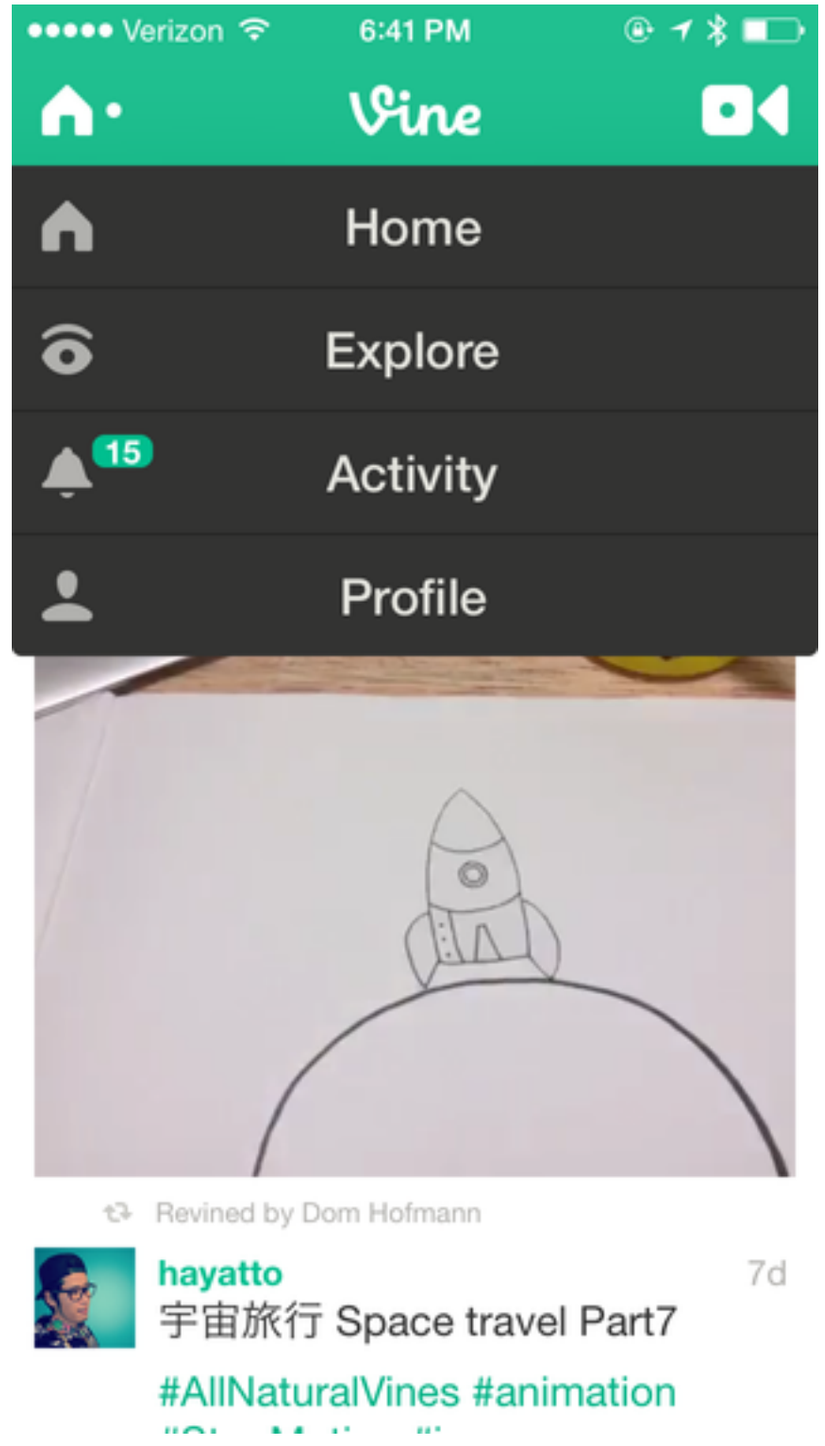
UI Patterns | Inspiration > YouTube and Spotify

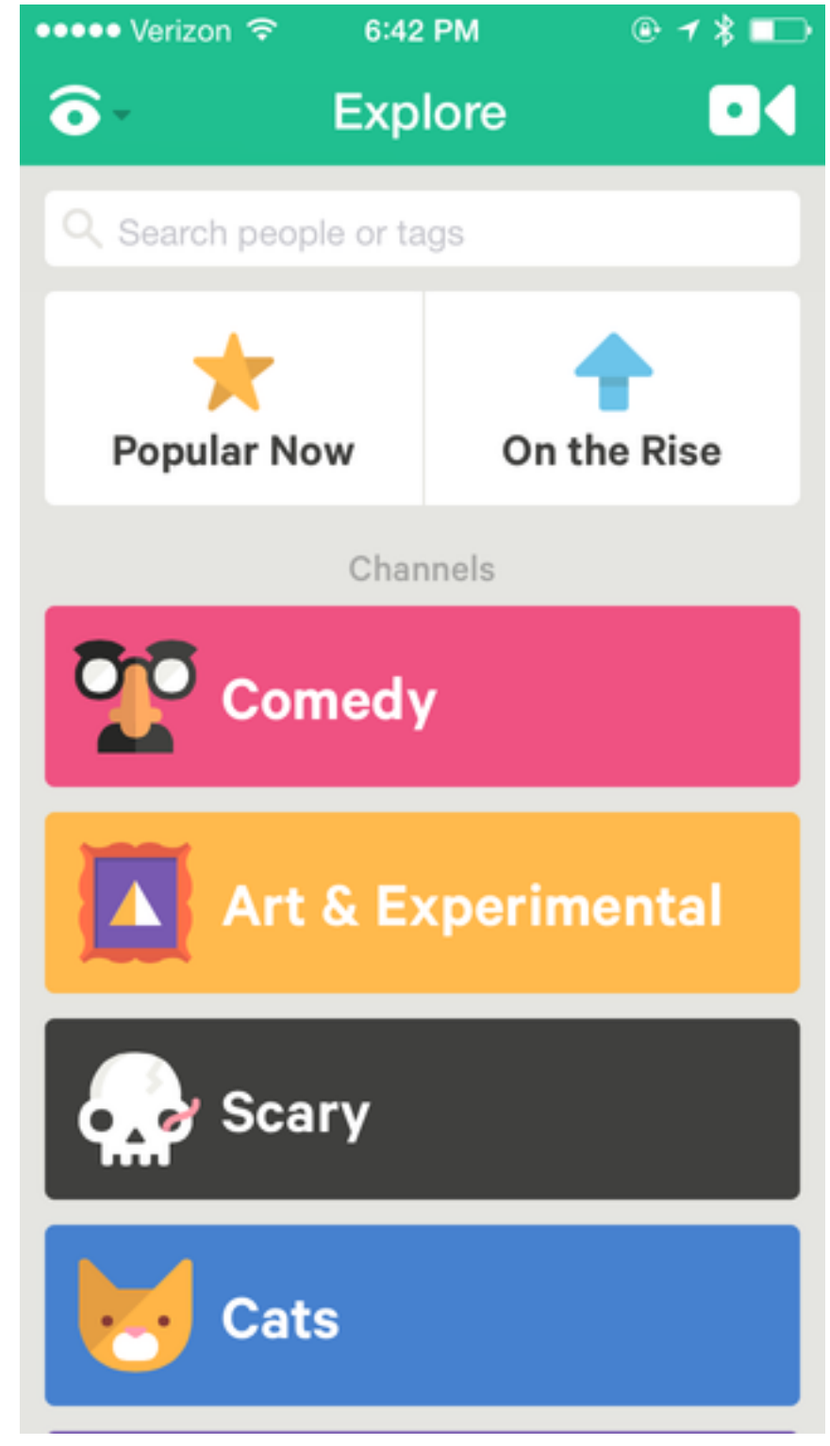




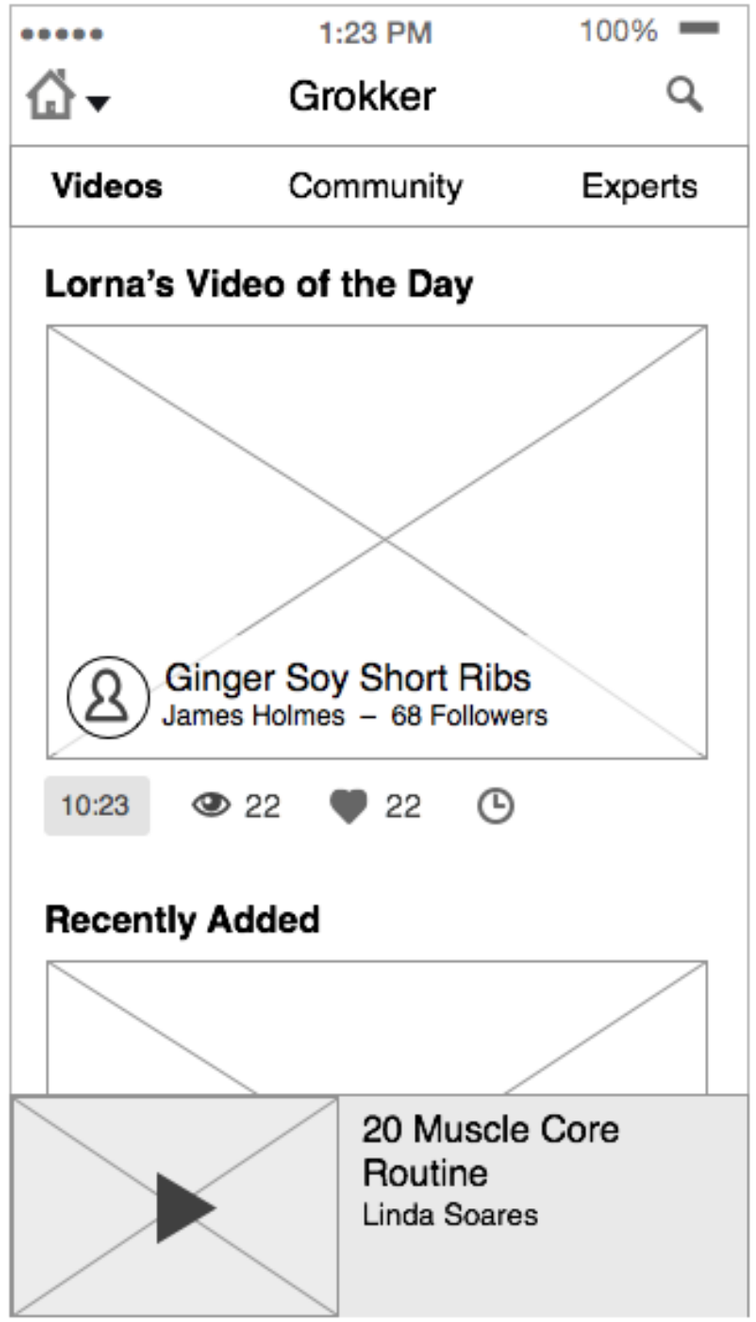
UI Patterns | Inspiration > Vine's Toggle Menu



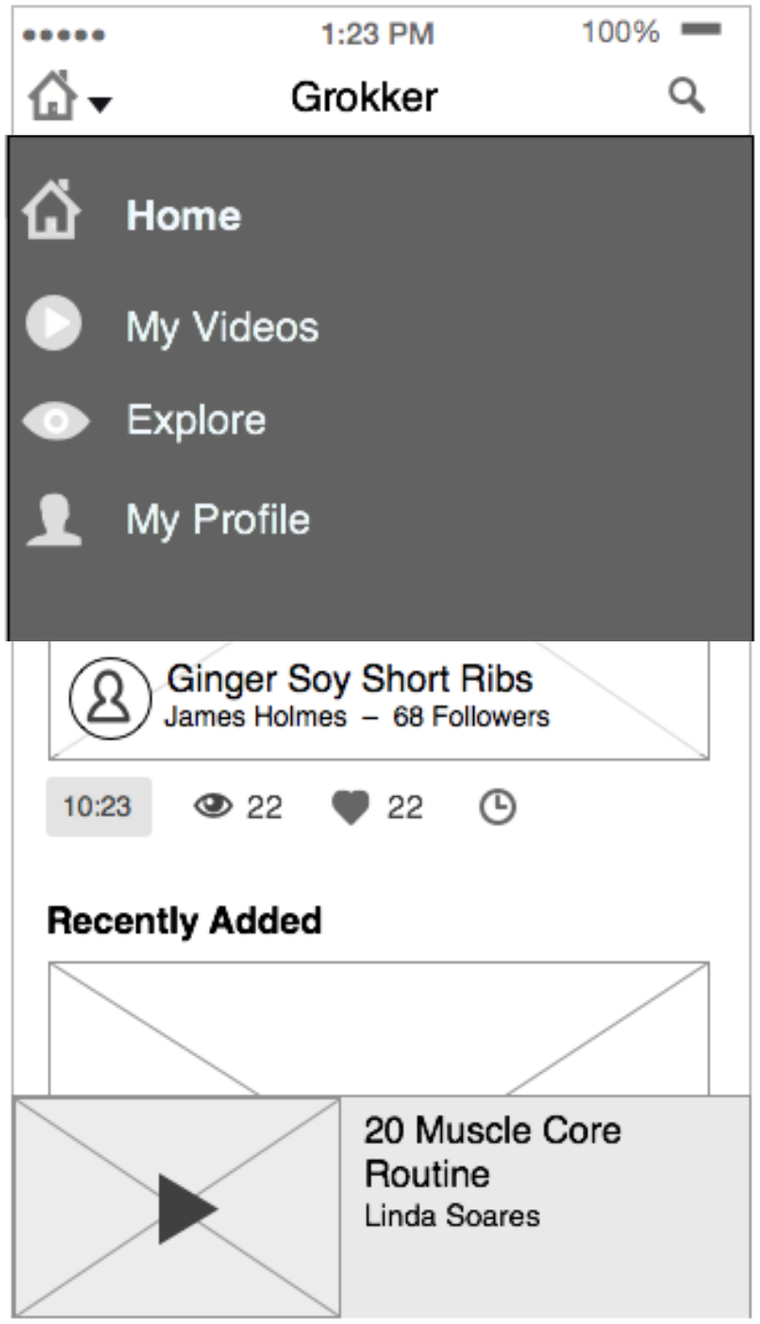




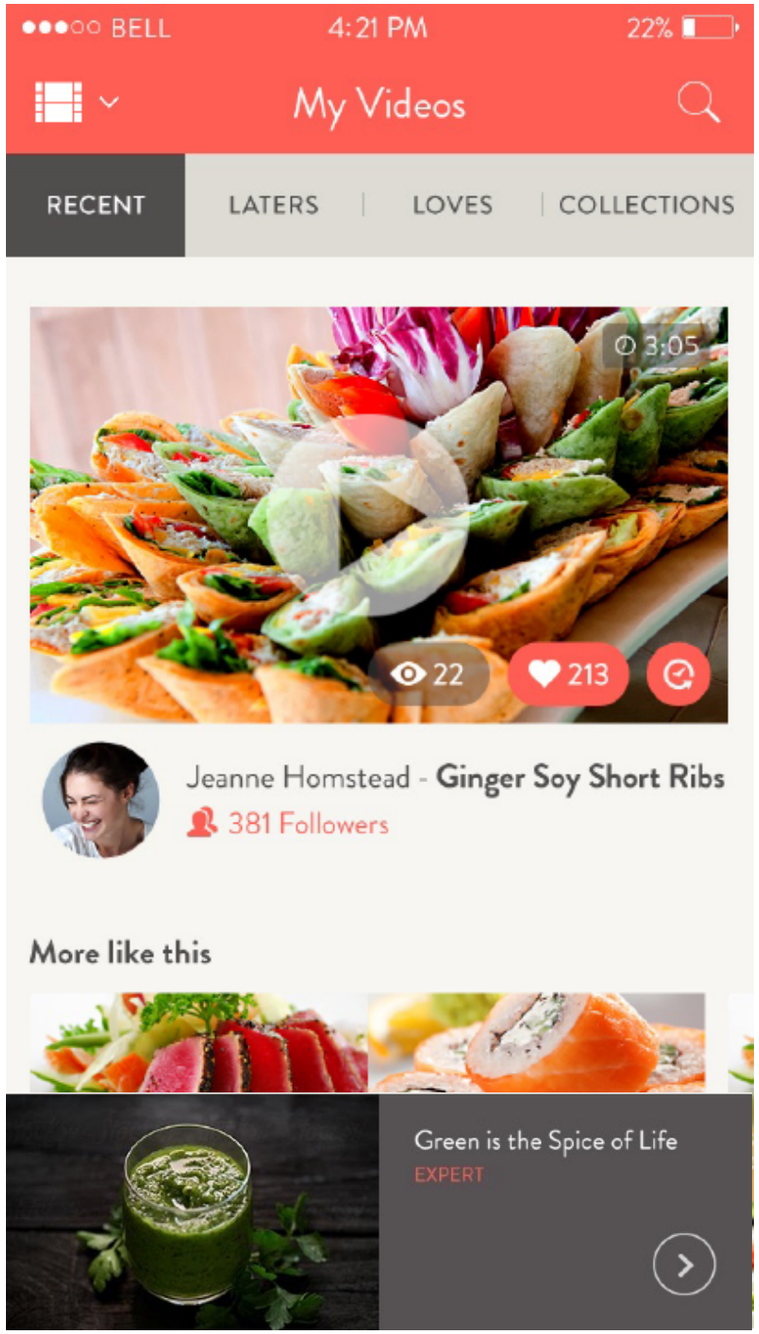
UI Patterns | Version 1 Toggle Menu & Resume Watching Widget



UI Patterns | Version 1 Toggle Menu & Resume Watching Widget

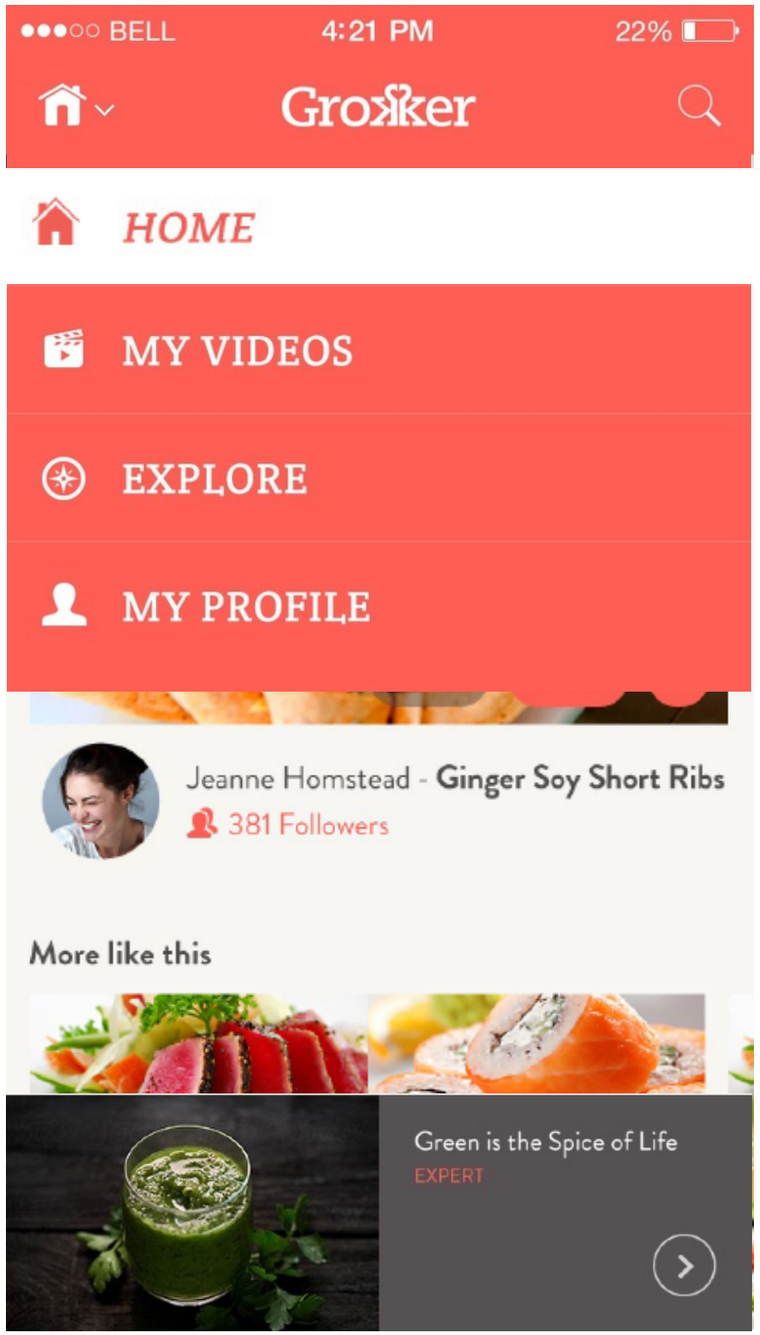


UI Patterns | Version 1 Test Results > Glowing!!



> very clean very easy interface

UI Patterns | Version 1 Test Results > Glowing!!



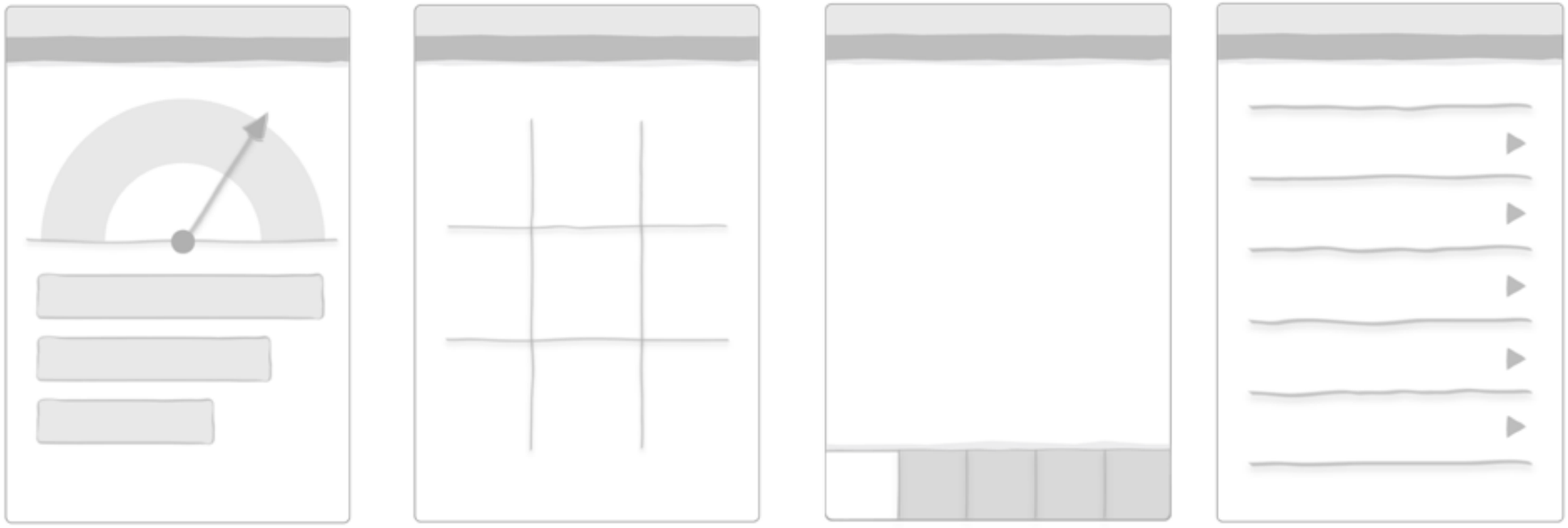
> very clean very easy interface

UI Patterns | Version 1 Test Results > Glowing!!

APPLE SAYS 'NO, NO, NO'

> very clean very easy interface

Apple as a Dictator | Gotta use Tabs



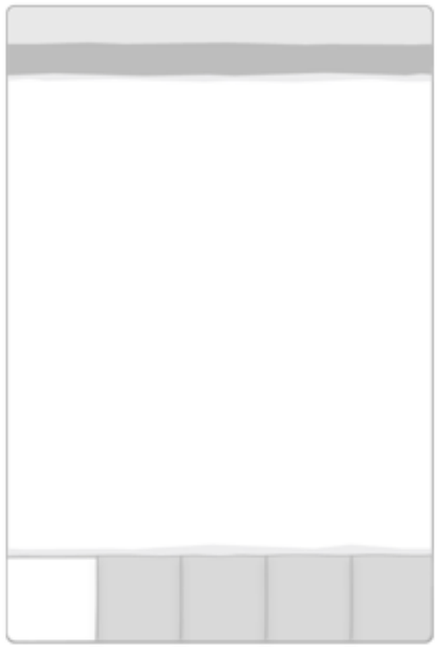
Dashboard Springboard Tabs List

Use a tab bar to display several peer categories of content or functionality. A tab bar is a good way to support a flat information architecture and its persistence lets people switch between categories regardless of their current location. To learn more, see Tab Bar.

A tab bar:

- Is translucent
- Always appears at the bottom edge of the screen
- Displays no more than five tabs at one time in a horizontally compact environment (if there are more tabs, the tab bar displays four of them and adds the More tab, which reveals the additional tabs in a list)
- Maintains the same height in all orientations
- Can display a badge on a tab to communicate app-specific information (a badge is a red oval containing white text and either a number or exclamation point)

Apple as a Dictator | Gotta use Tabs



Tabs

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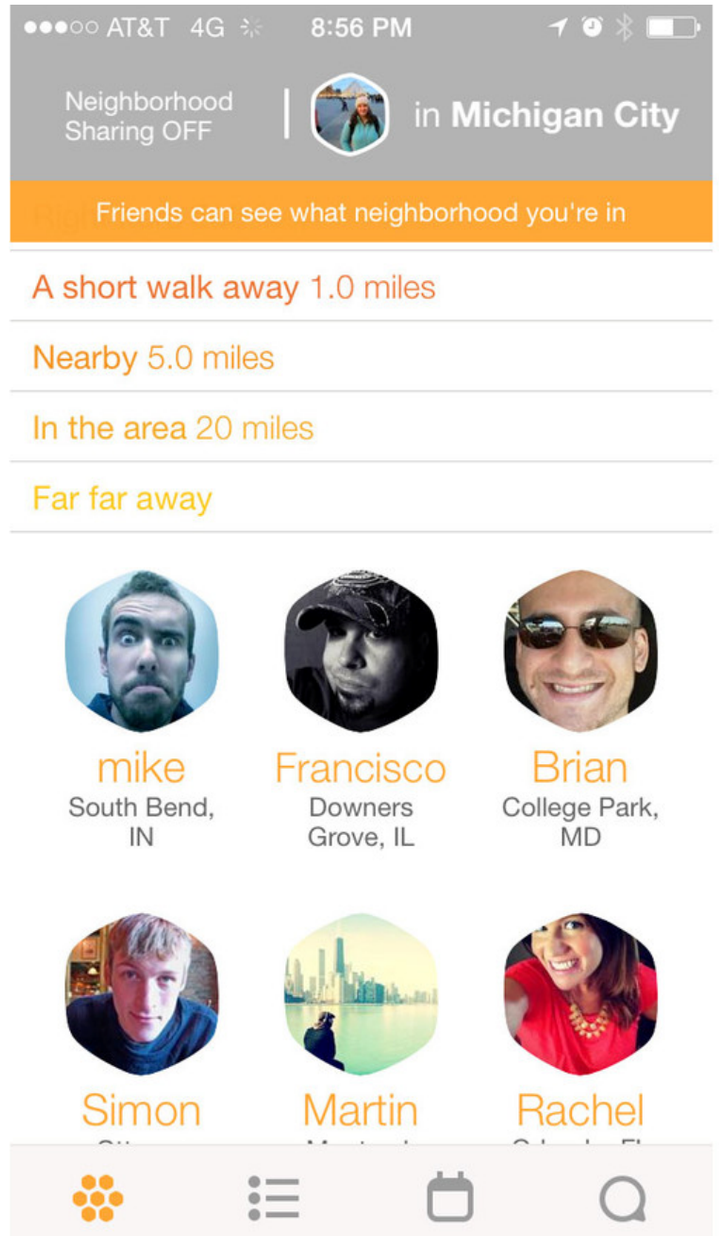
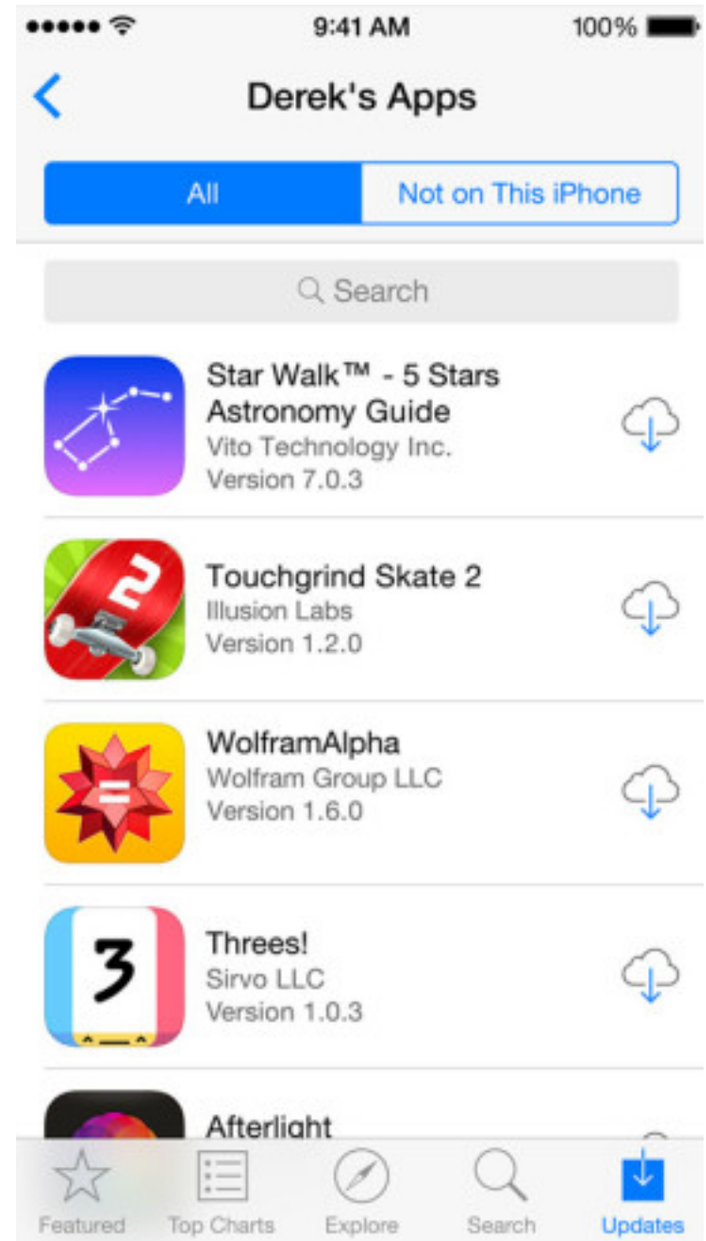
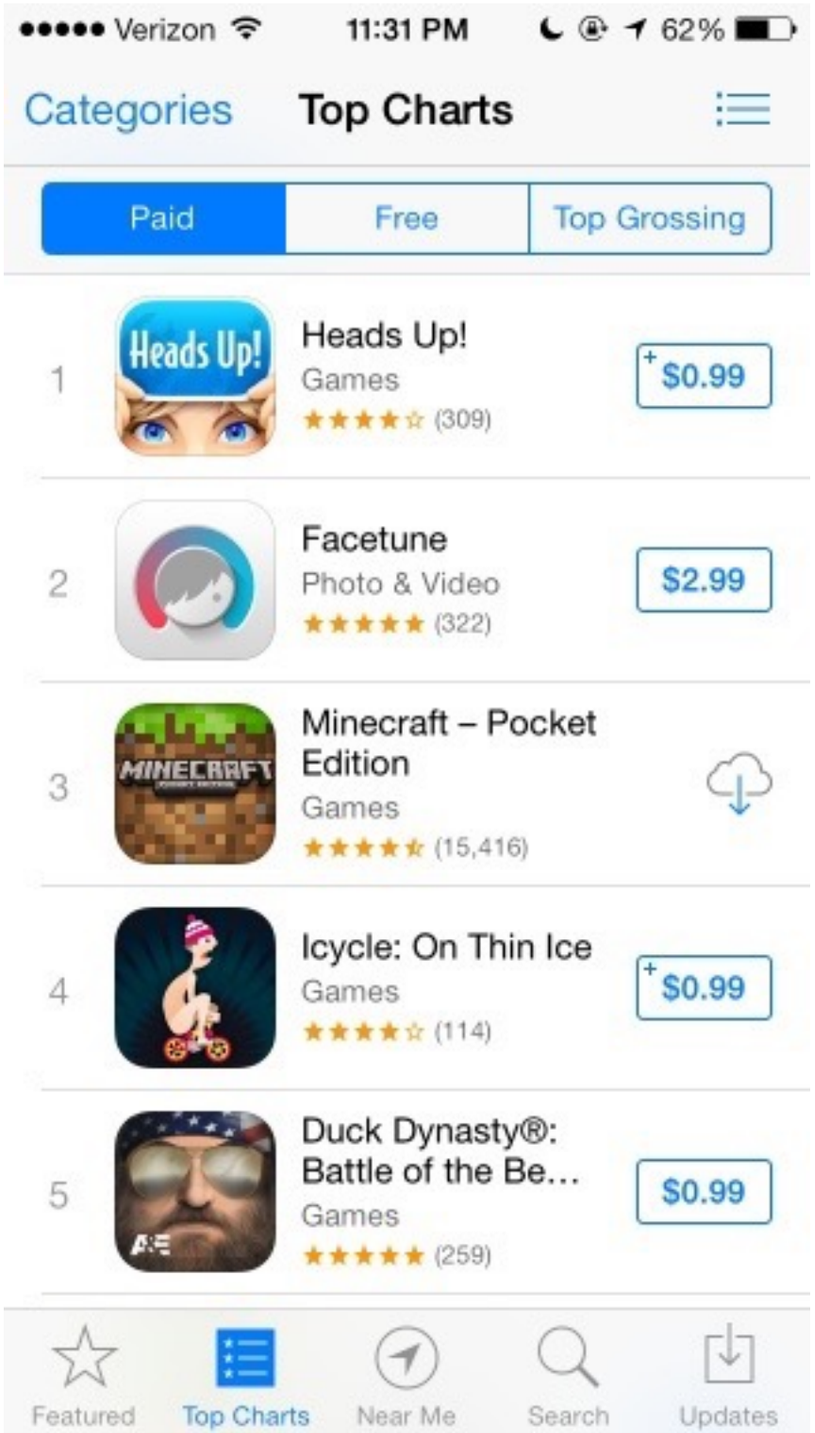
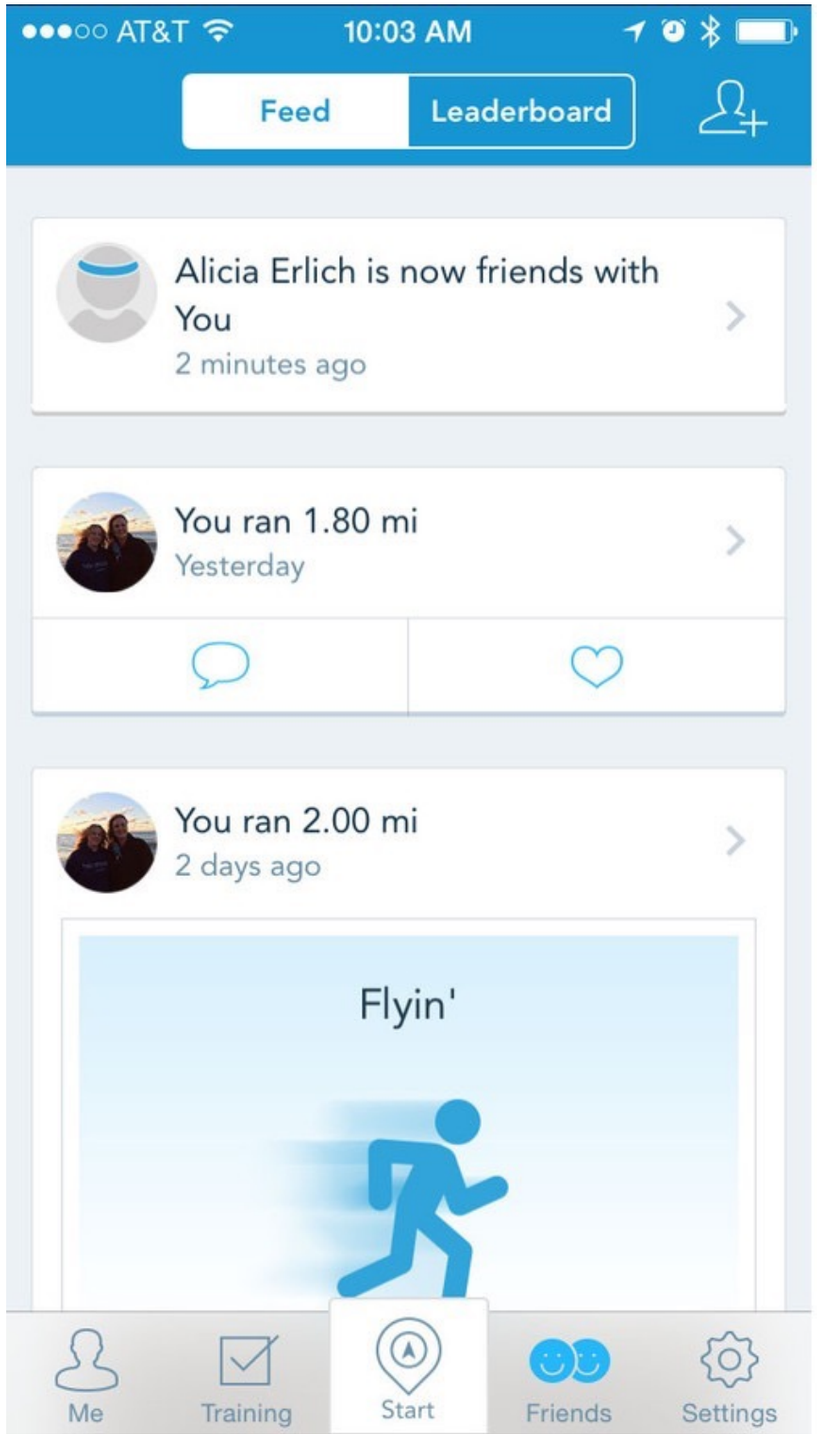
Primary Nav iOS 8 | Tab Bar





Secondary Nav iOS 8 | Segmented Control





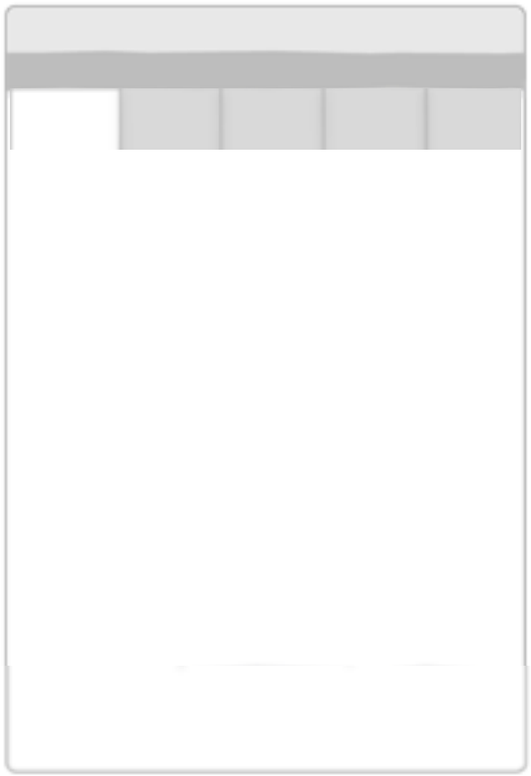
Let's sketch

The navigation controls for our iOS app

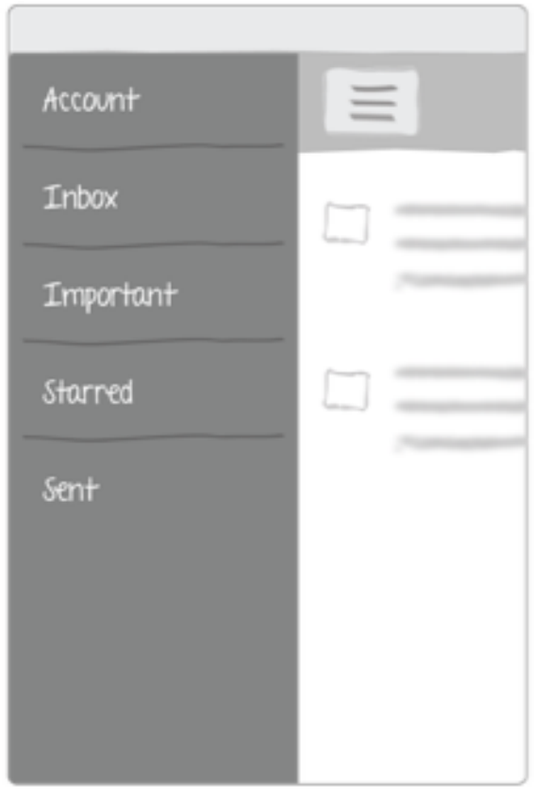
navigation for Android

Theresa Neil | strategy + design

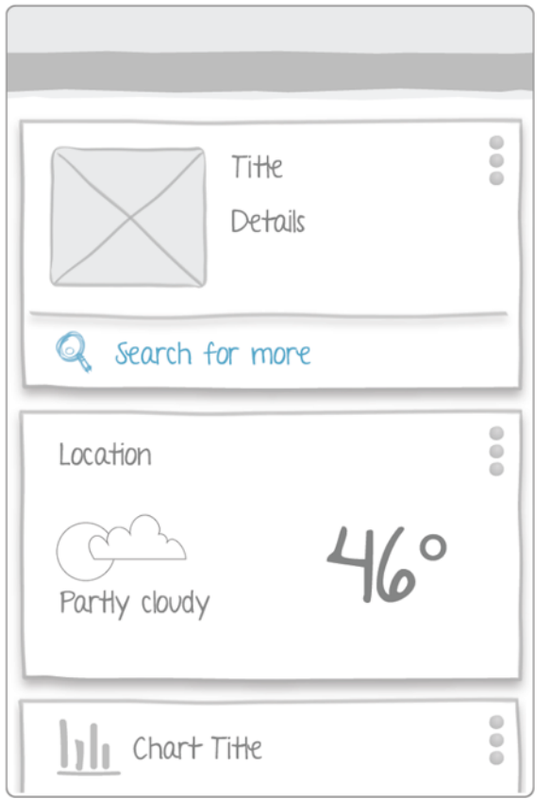
Primary Nav Android | Three Viable Options



Tabs



Drawer



Cards

Primary Nav Android | The Action Bar

The action bar is a window feature that identifies the user location, and provides user actions and navigation modes. Using the action bar offers your users a familiar interface across applications that the system gracefully adapts for different screen configurations.

Figure 1. An action bar that includes the [1] app icon, [2] two action items, and [3] action overflow.

The action bar provides several key functions:

- Provides a dedicated space for giving your app an identity and indicating the user's location in the app.
- Makes important actions prominent and accessible in a predictable way (such as *Search*).
- Supports consistent navigation and view switching within apps (with tabs or drop-down lists).

Primary Nav Android | Tabs

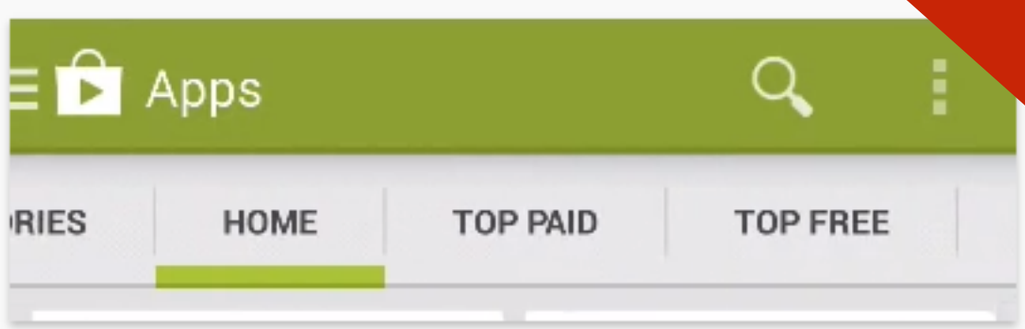
Fixed Tabs

Fixed tabs display all items concurrently. To navigate to a different view, touch the tab, or swipe left or right.

Fixed tabs are displayed with equal width, based on the width of the widest tab label. If there is insufficient room to display all tabs, the tab labels themselves will be scrollable. For this reason, fixed tabs are best suited for displaying 3 or fewer tabs.

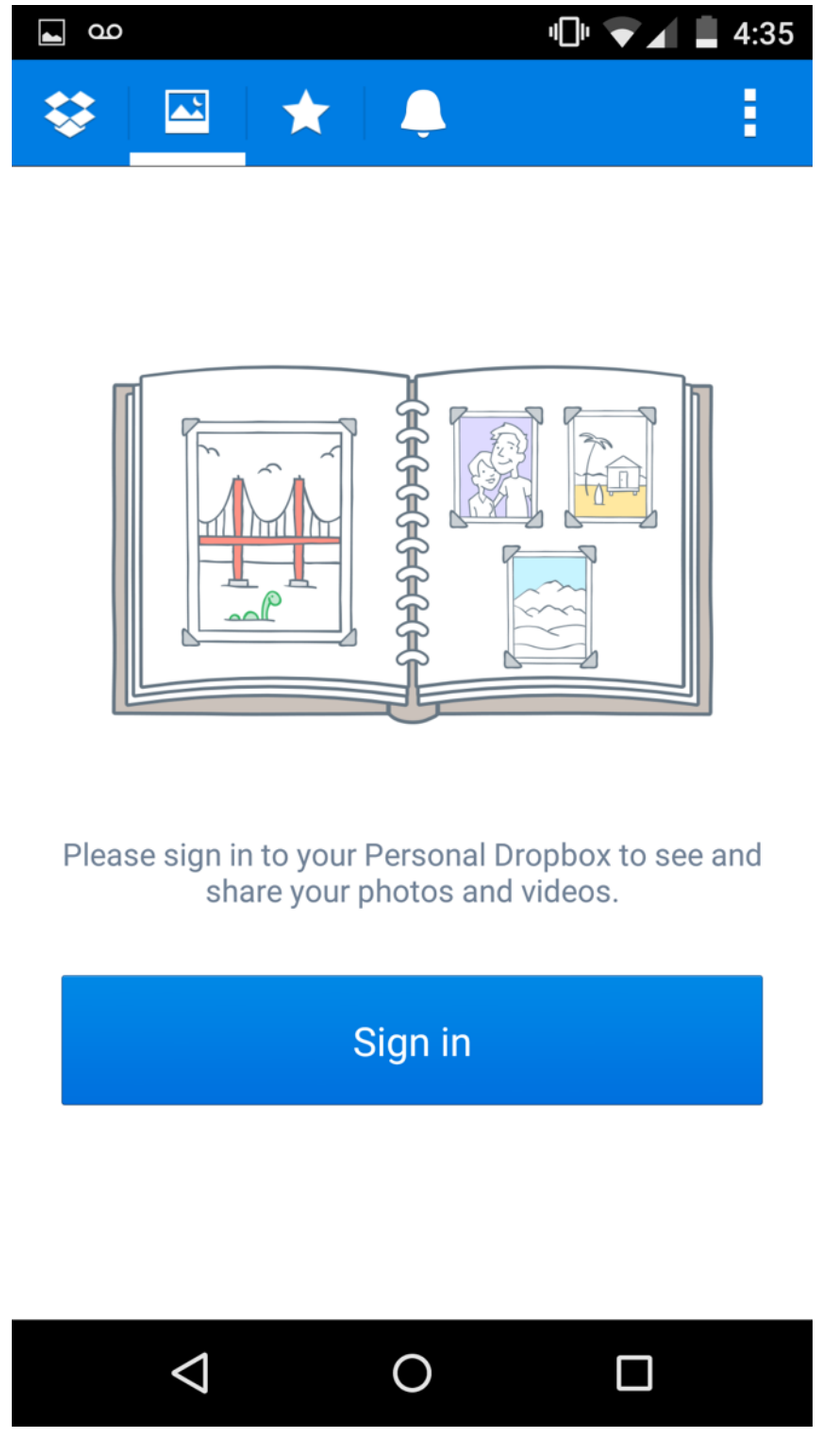
Scrollable Tabs

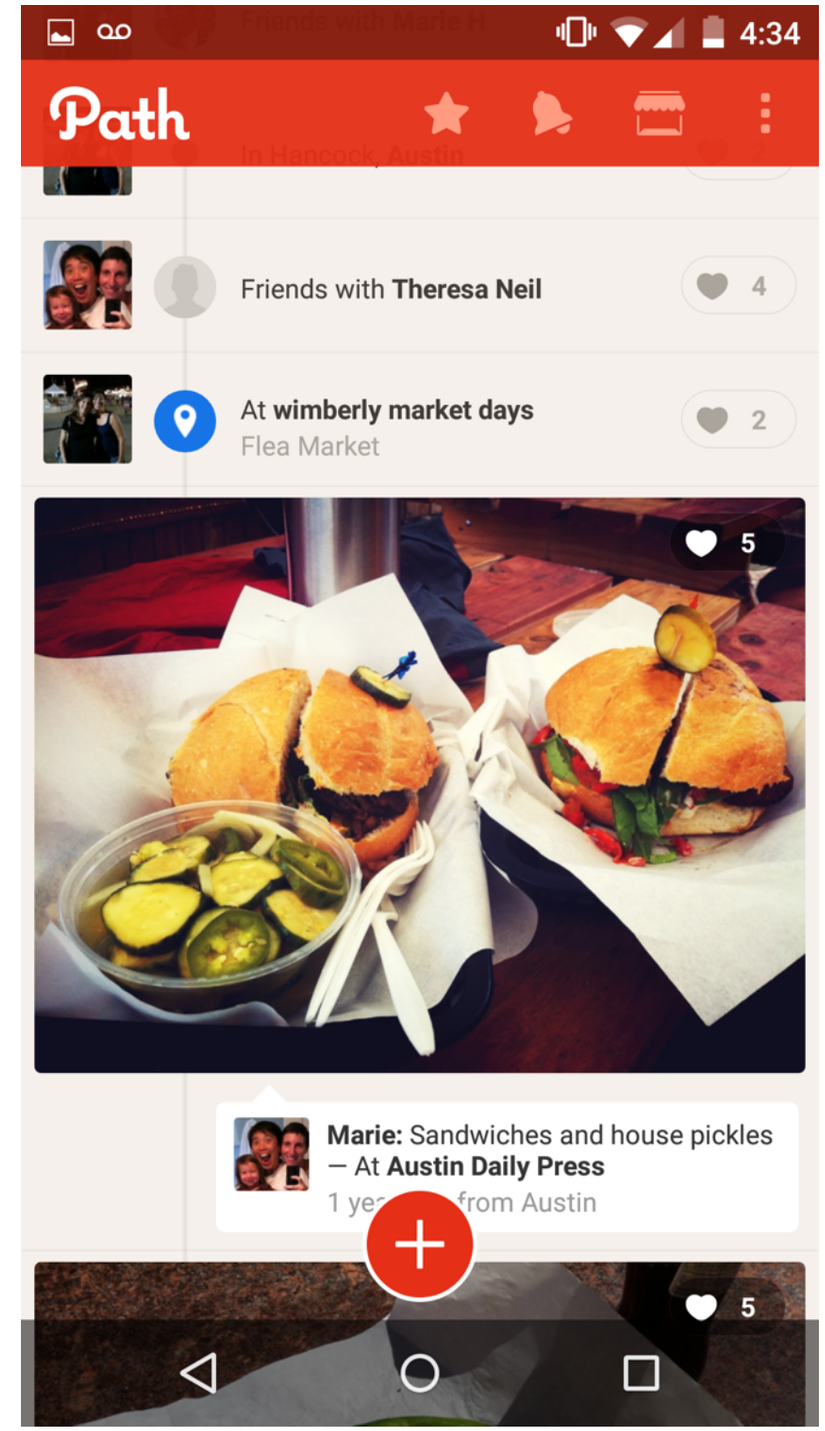
Scrolling tab controls can contain a larger number of items than a standard tab control. To navigate to the next/previous view, swipe left or right.



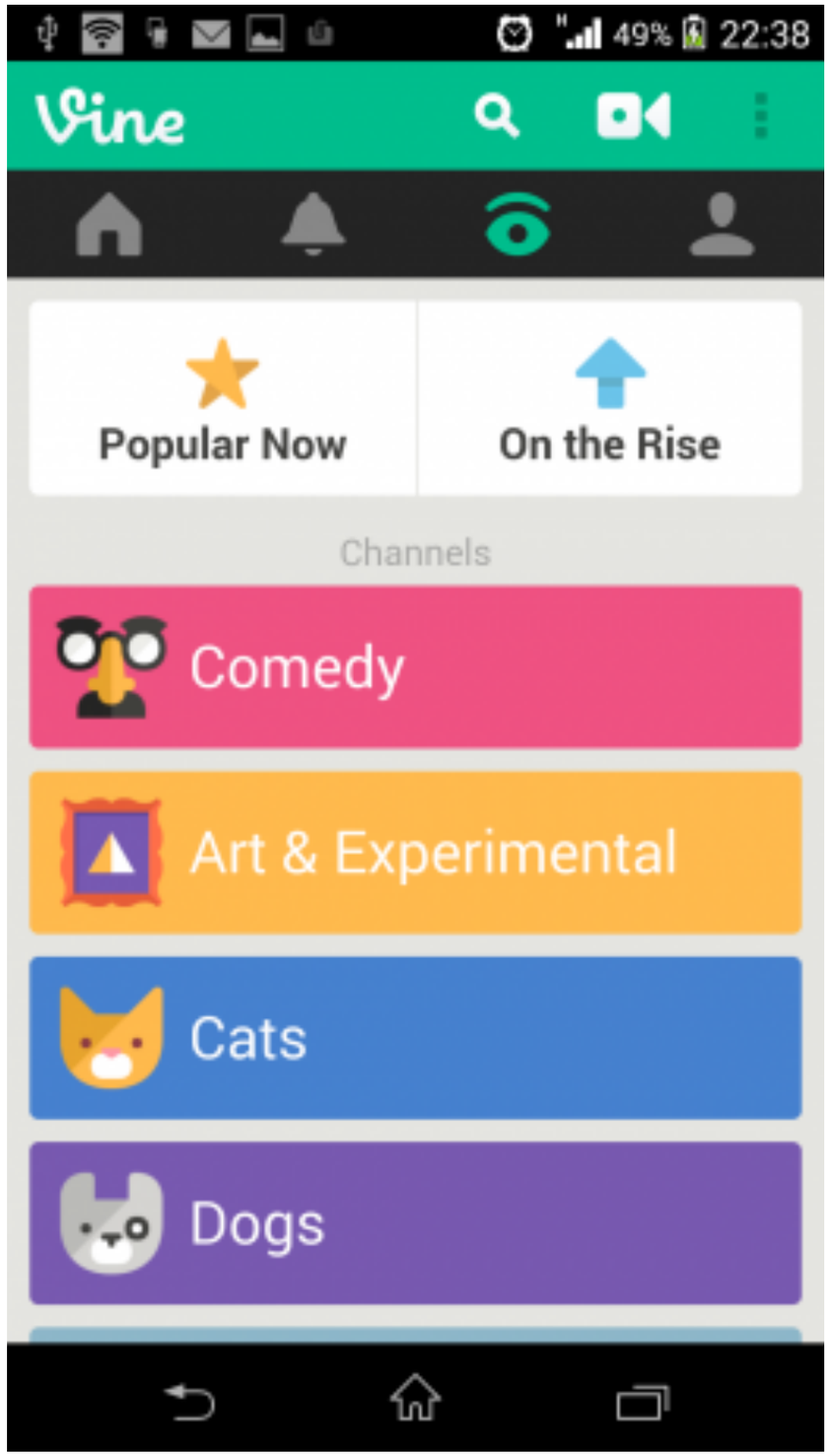
Scrolling tabs in the Play Store app.

Primary Nav Android | Icon Tabs in the Action Bar

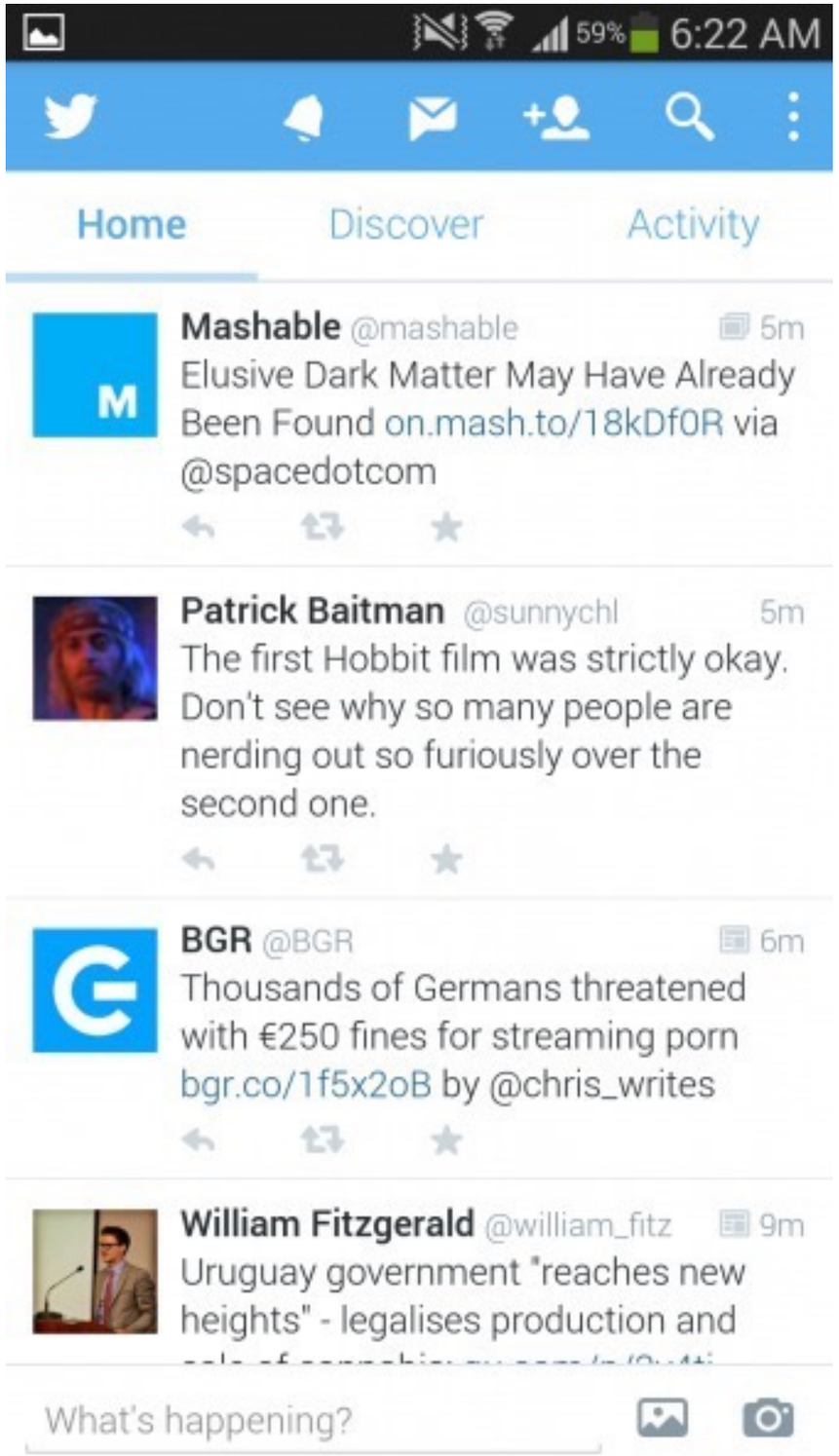


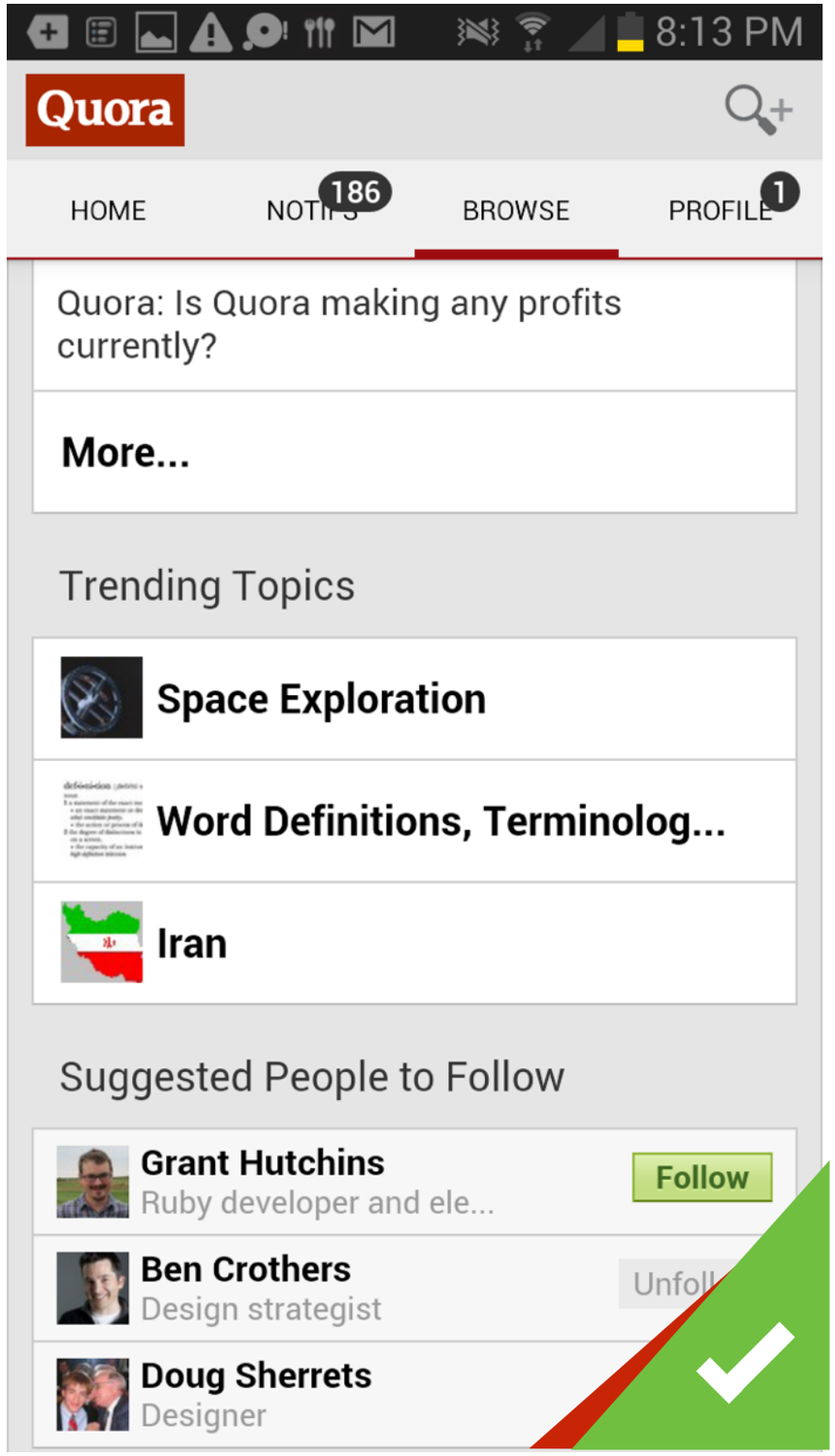


Primary Nav Android | Icon Tabs Below the Action Bar

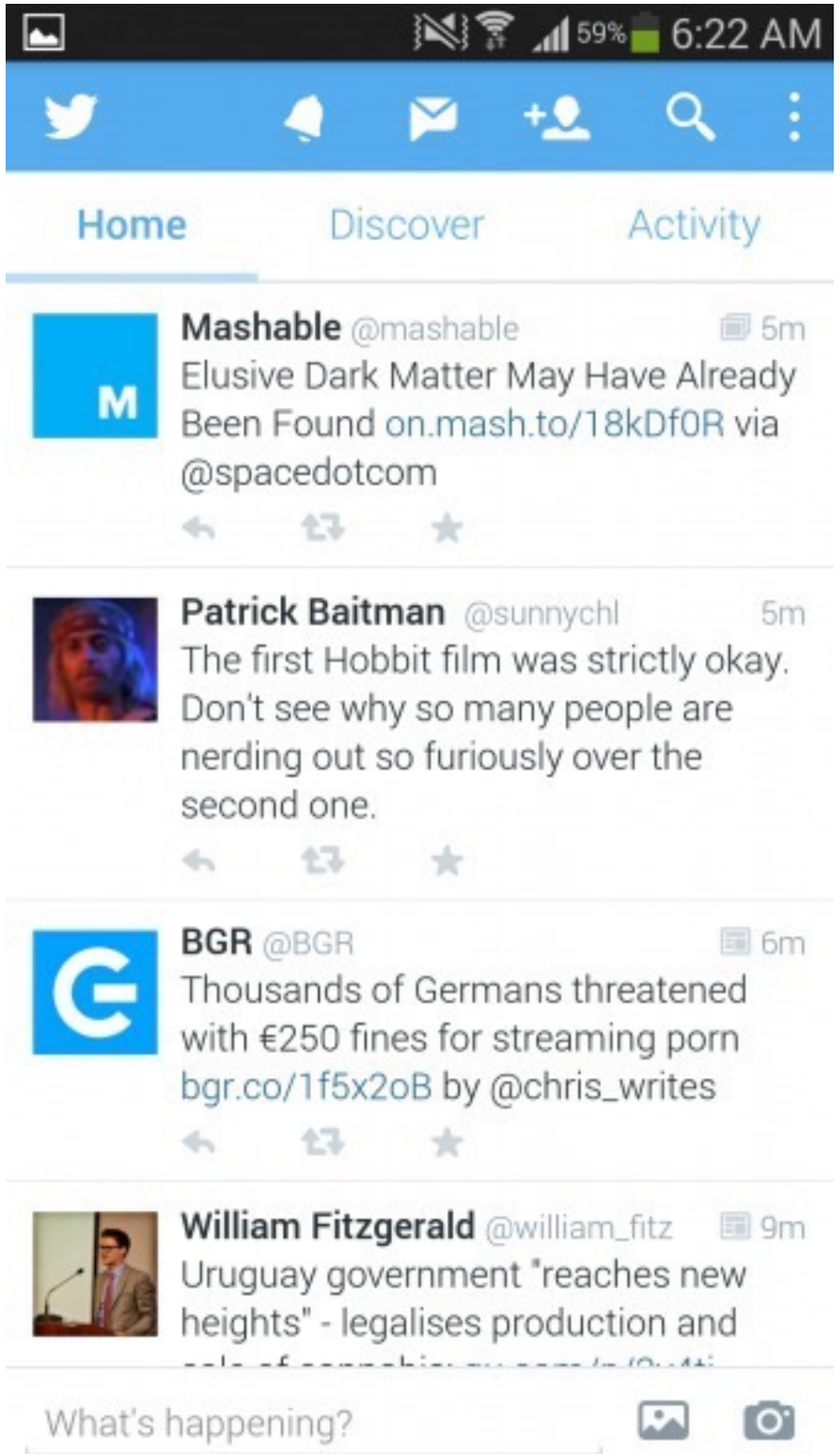


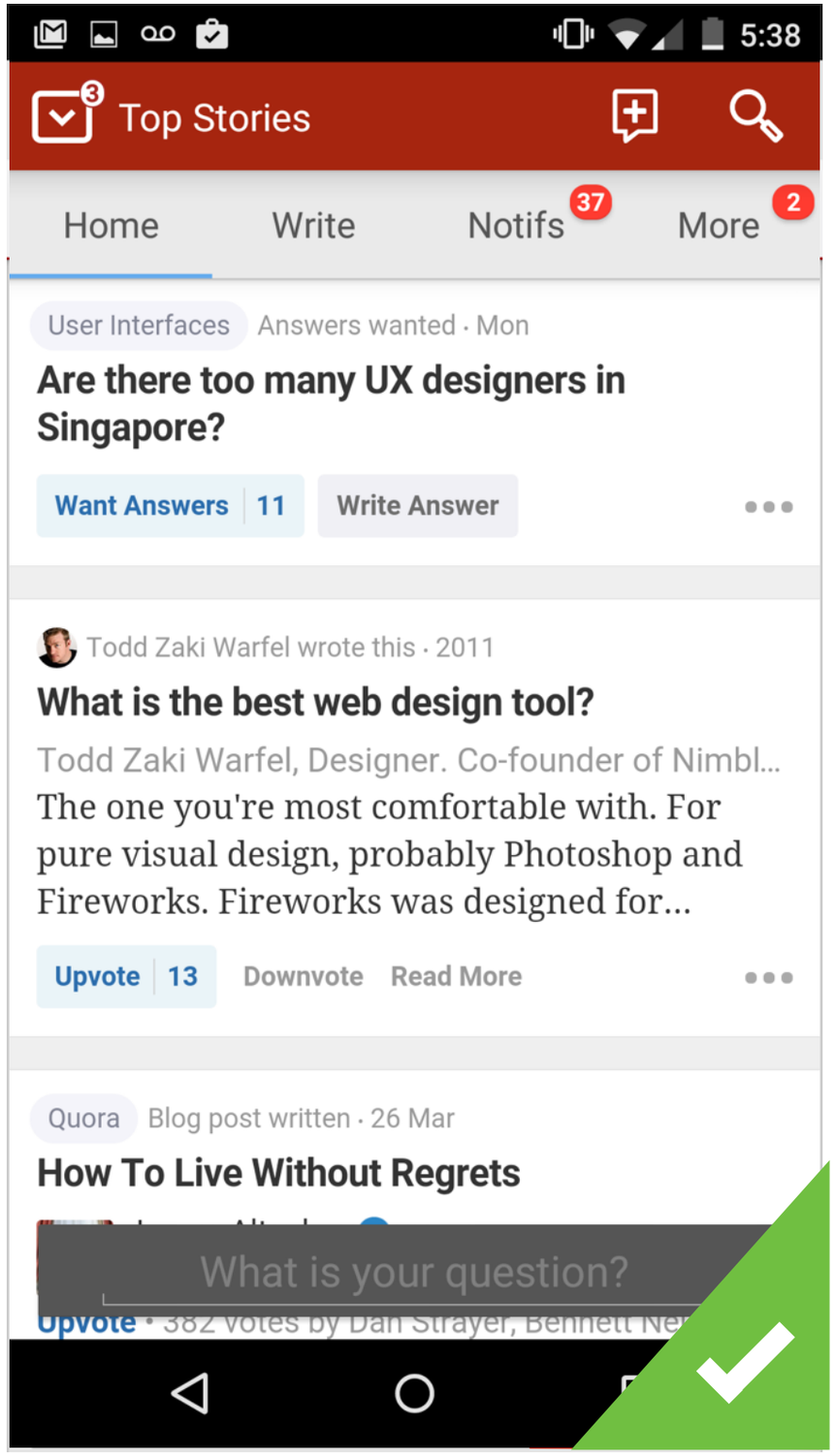
Primary Nav Android | Text Tabs Below the Action Bar





Primary Nav Android | Text Tabs Below the Action Bar



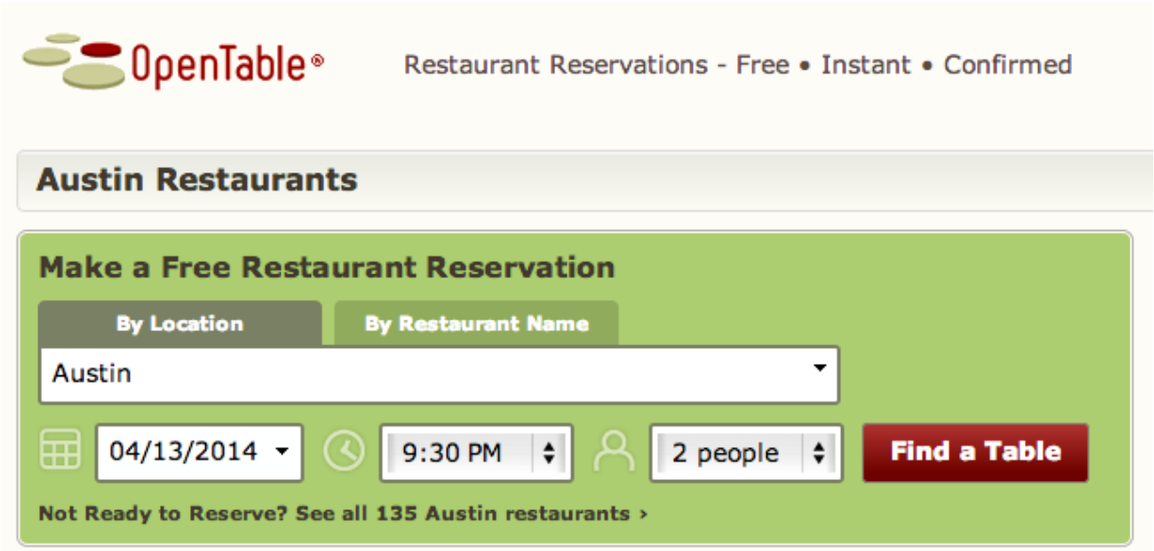


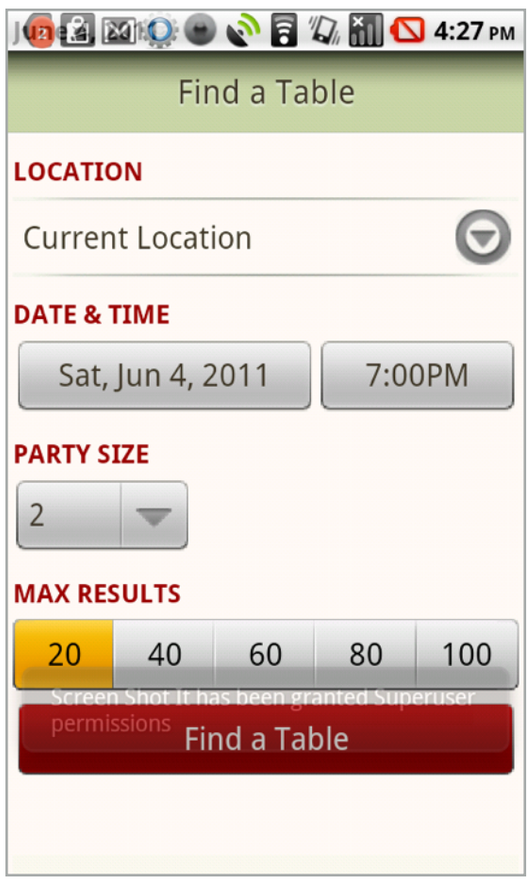
Let's sketch

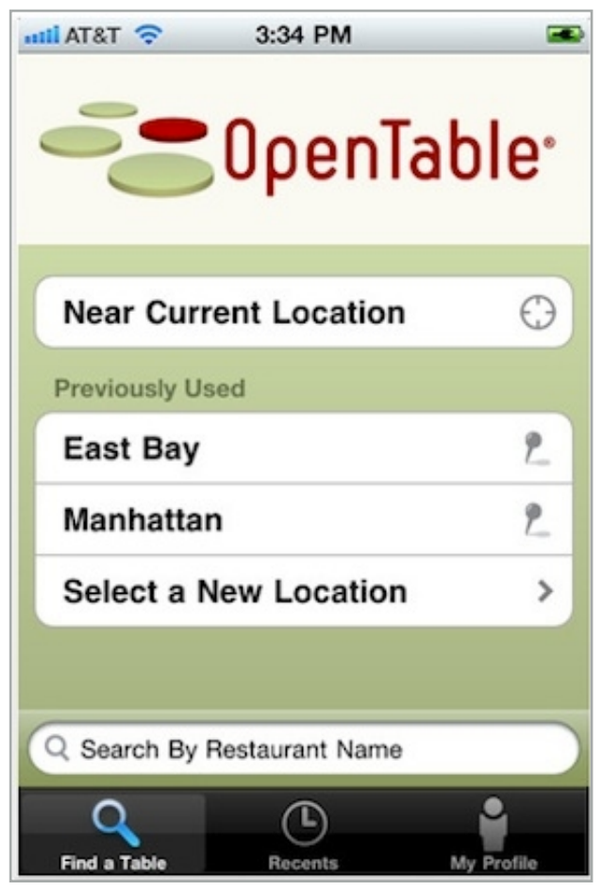
The navigation controls for our Android app

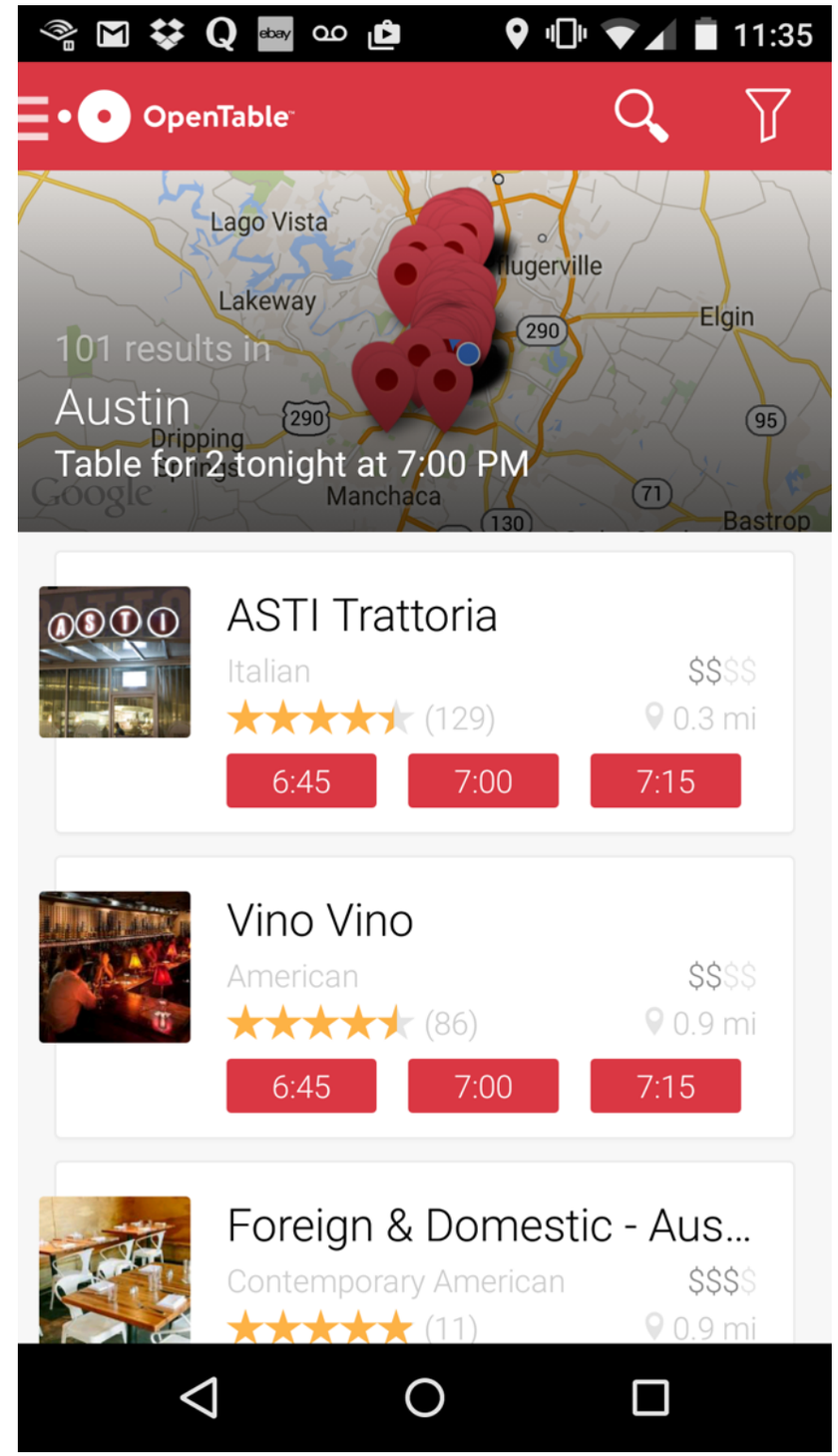
Share

Search Patterns | Implicit Search

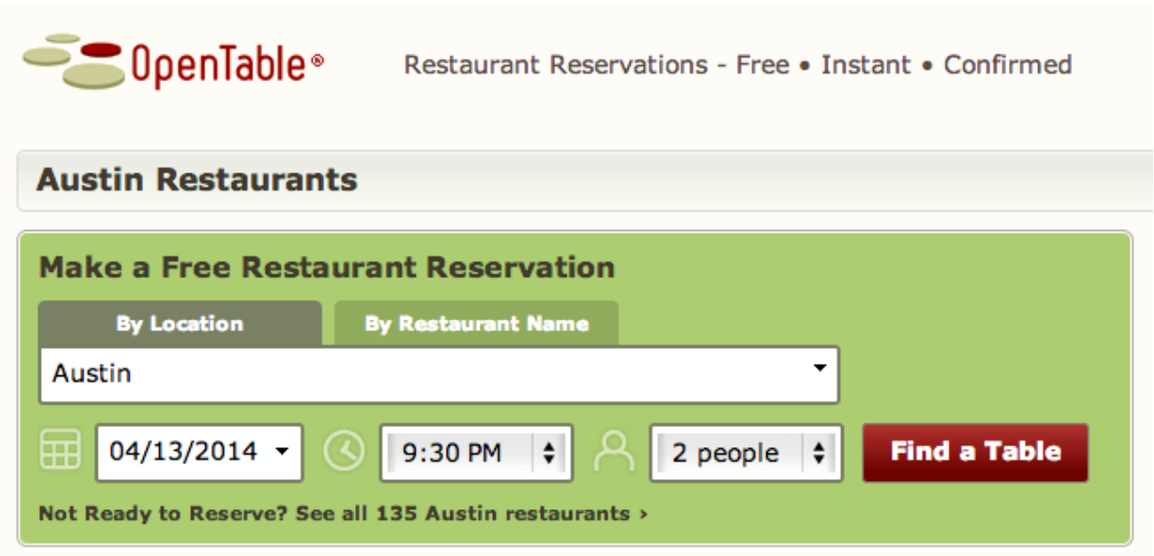


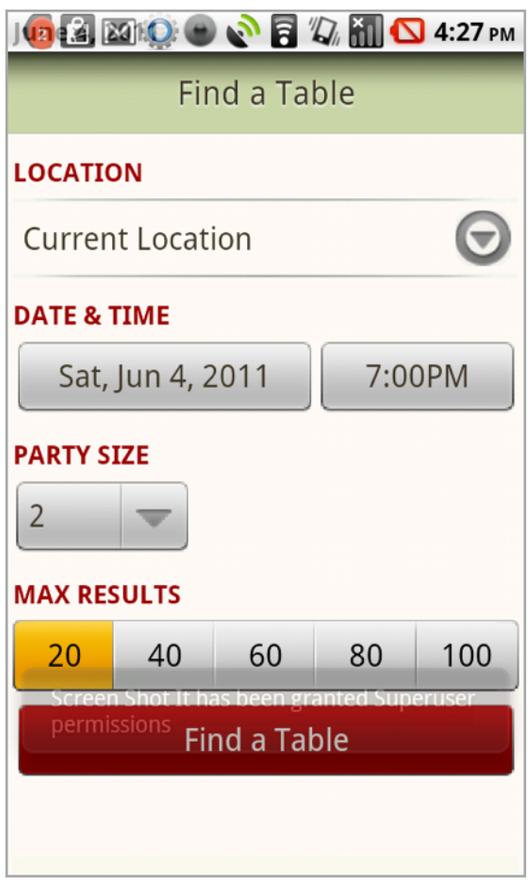


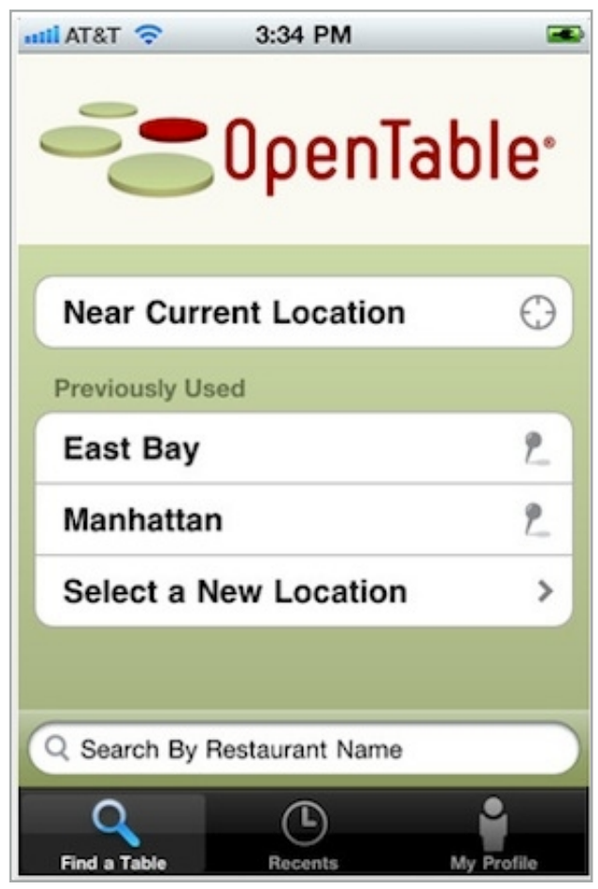


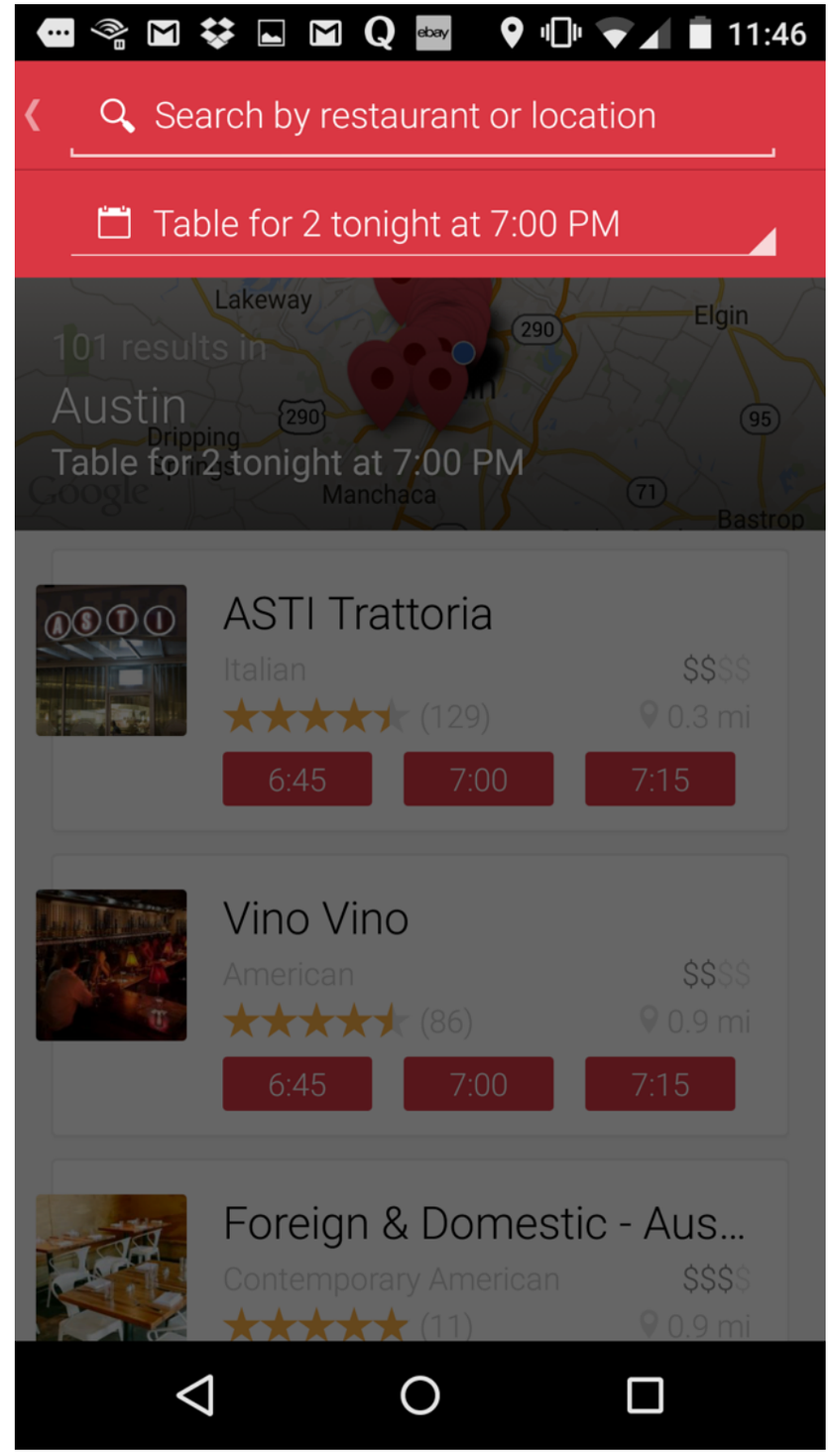


Search Patterns | Implicit Search

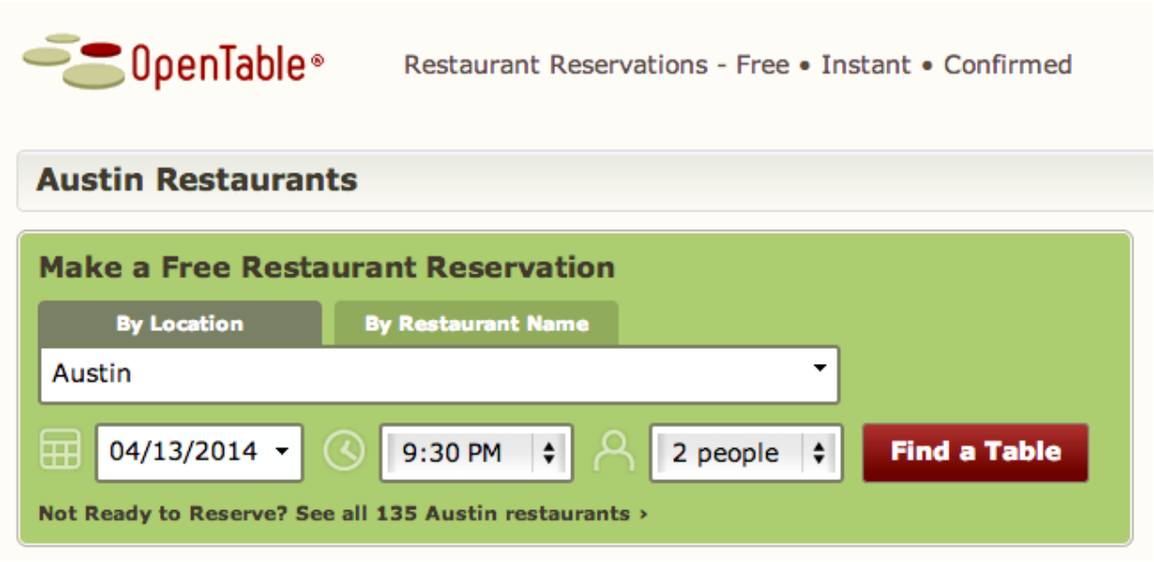


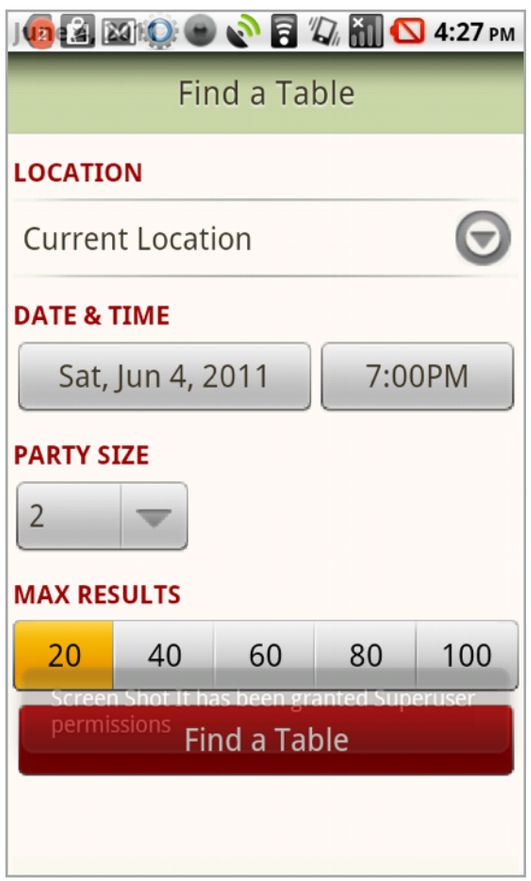


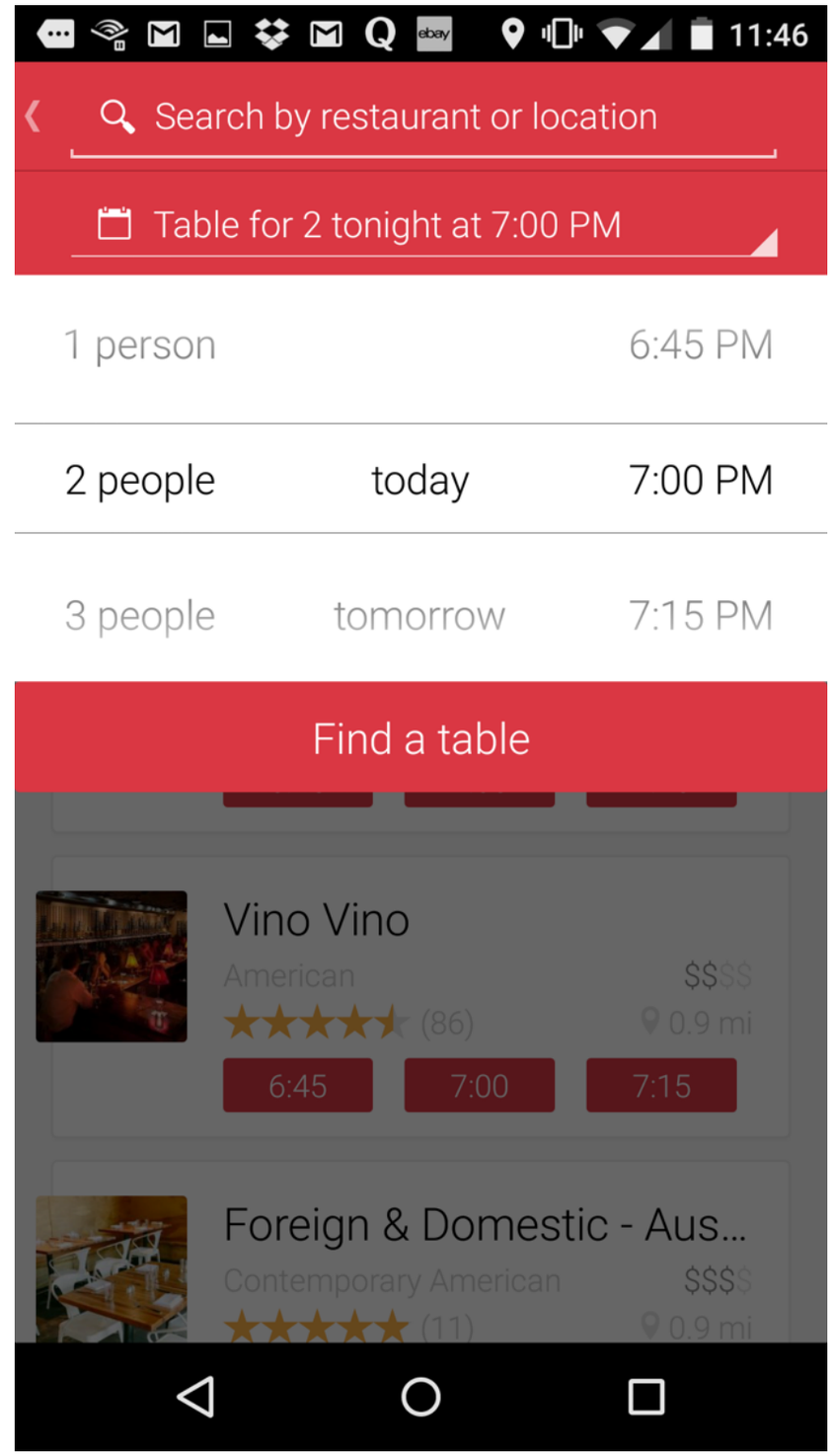




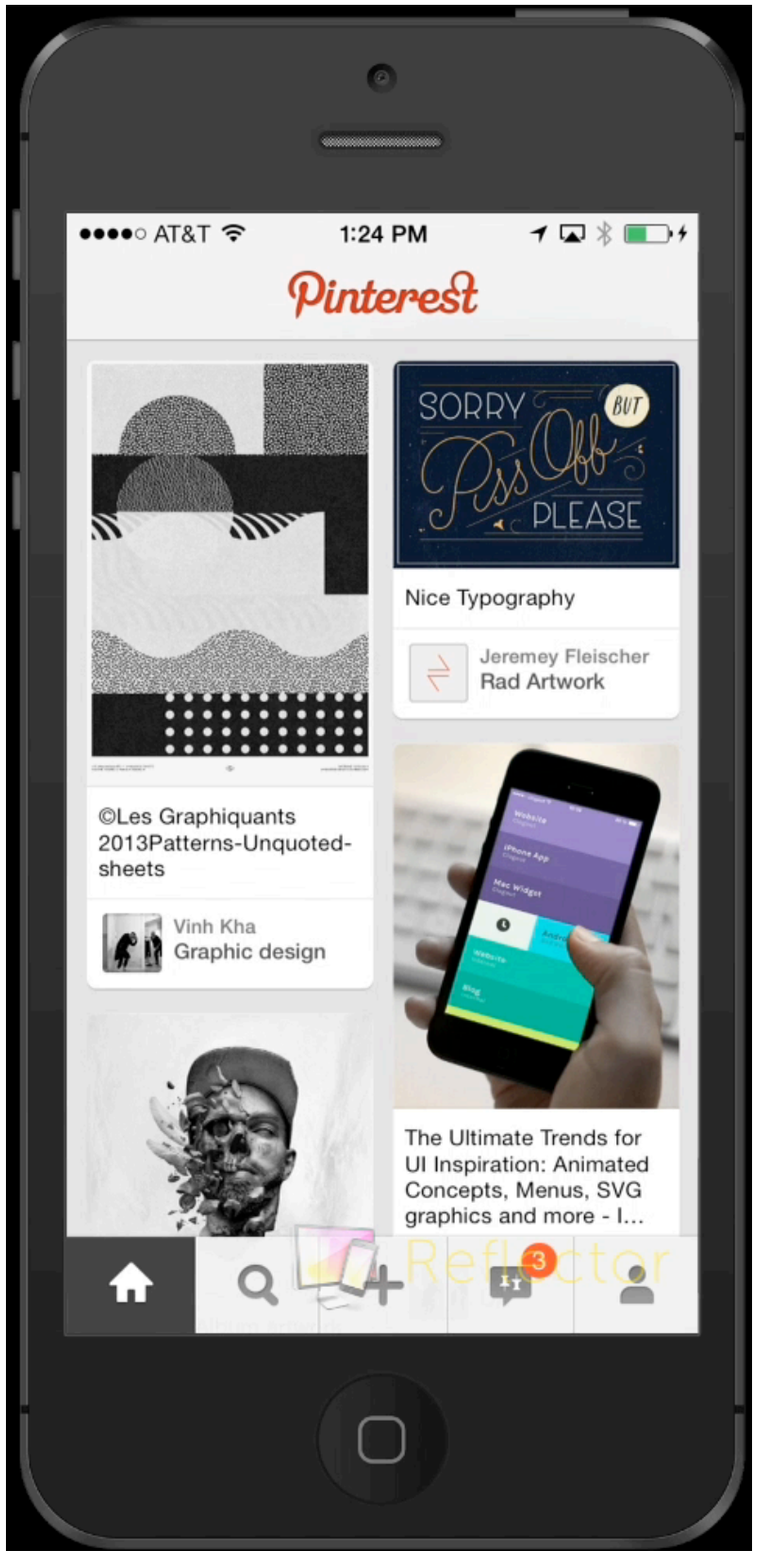
Search Patterns | Implicit Search





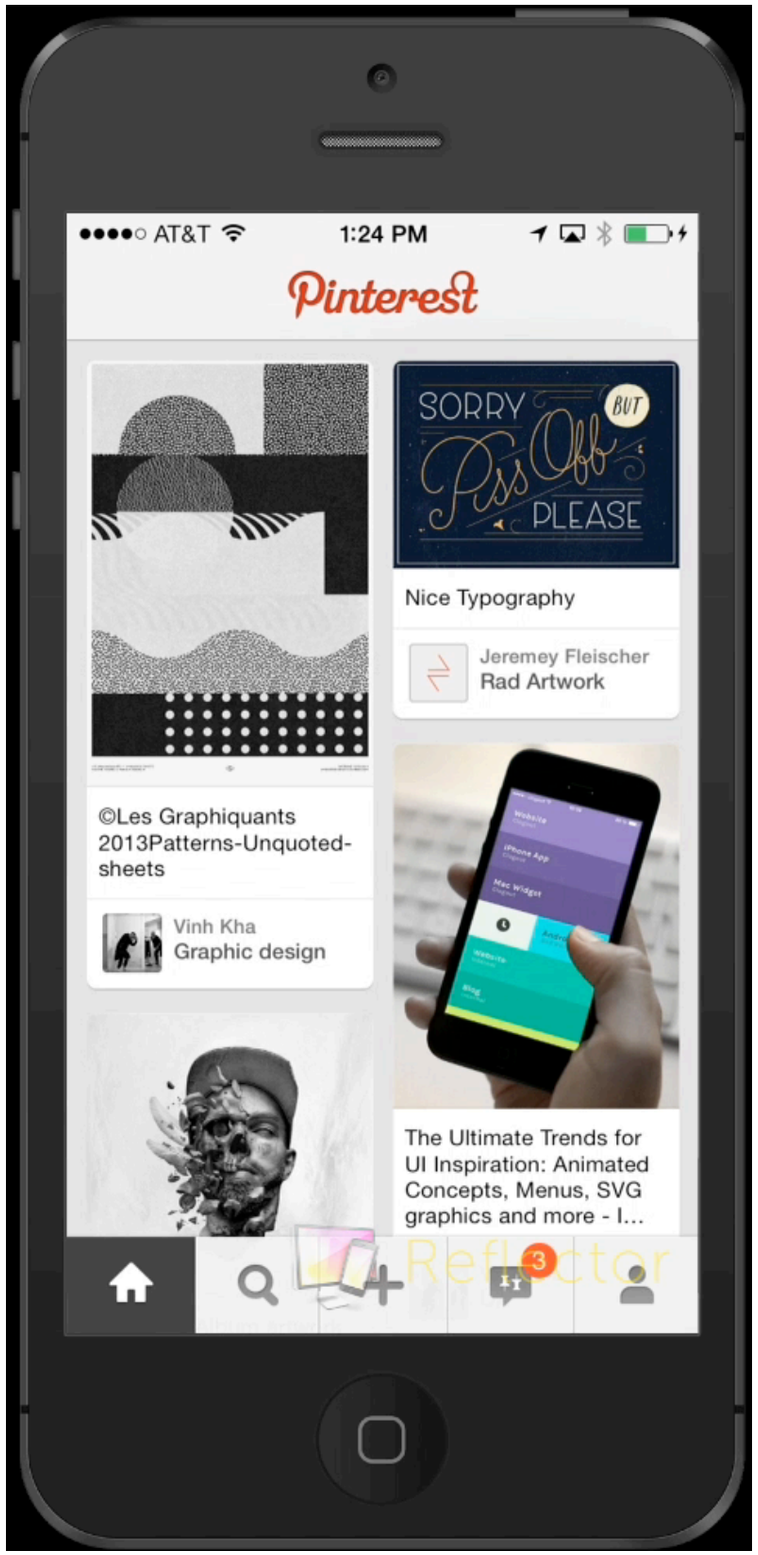


Search Patterns | Explicit Search > iOS Examples



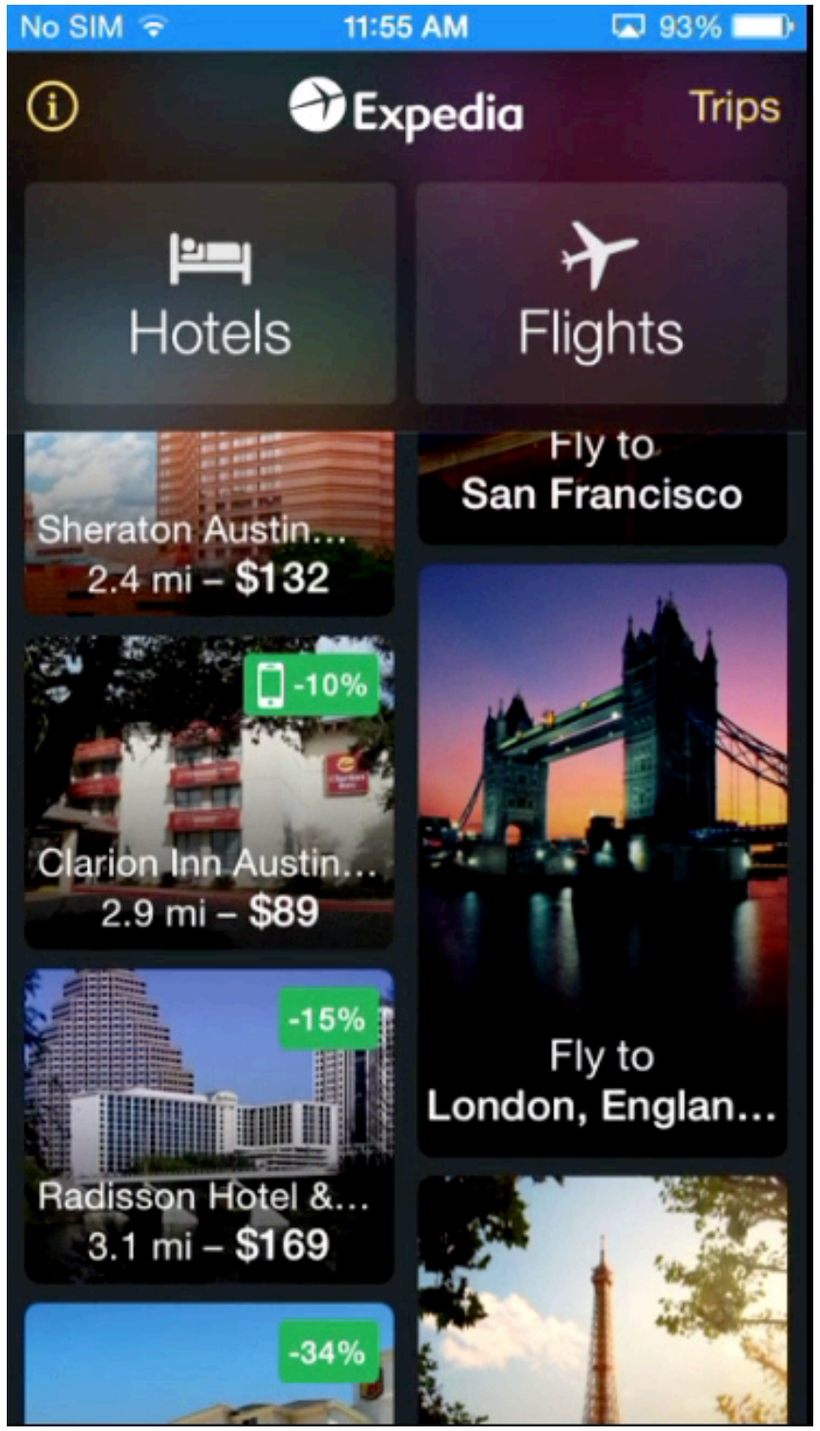
modal

Search Patterns | Explicit Search > iOS Examples



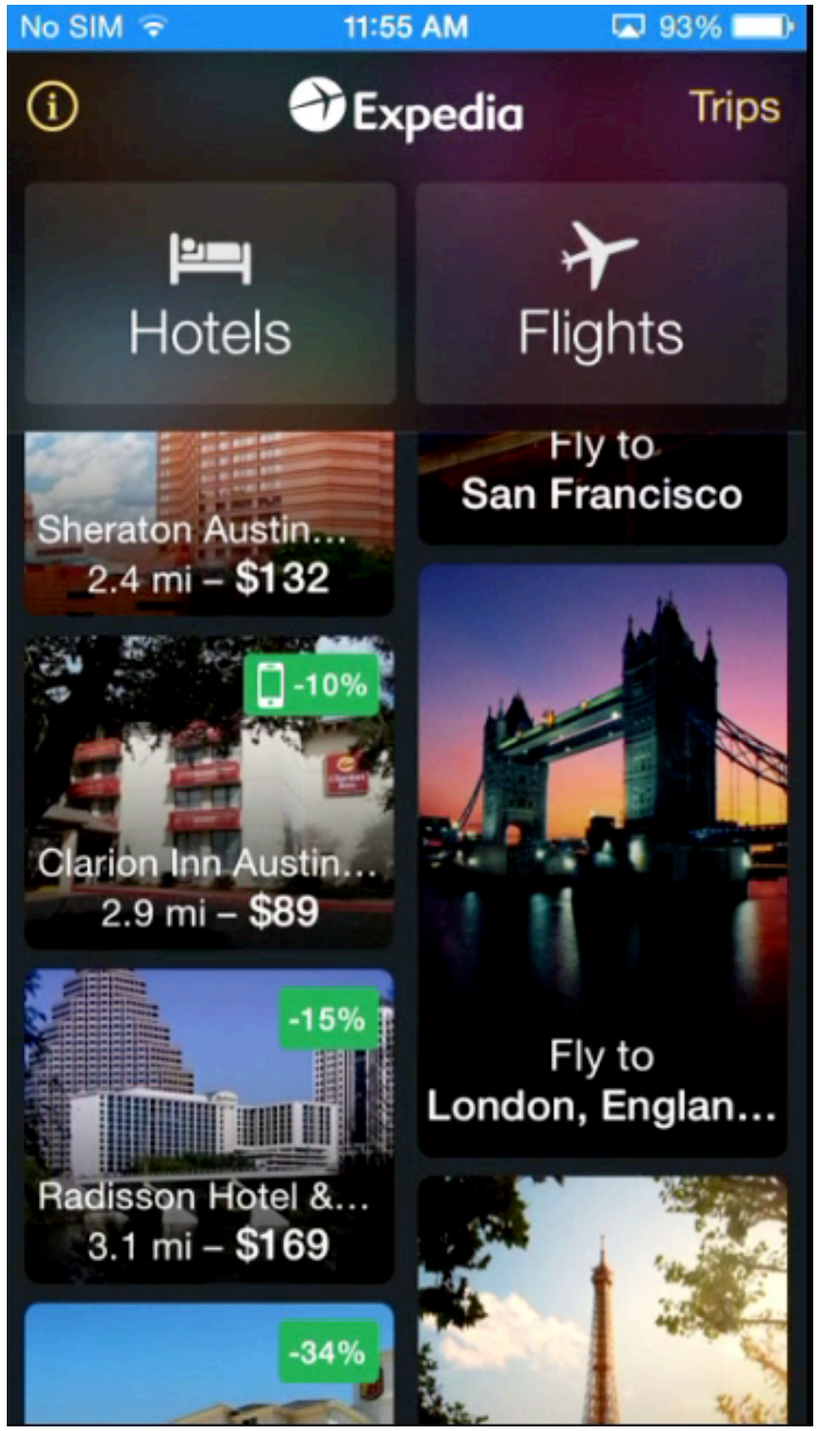
modal

Search Patterns | Explicit Search > iOS Examples



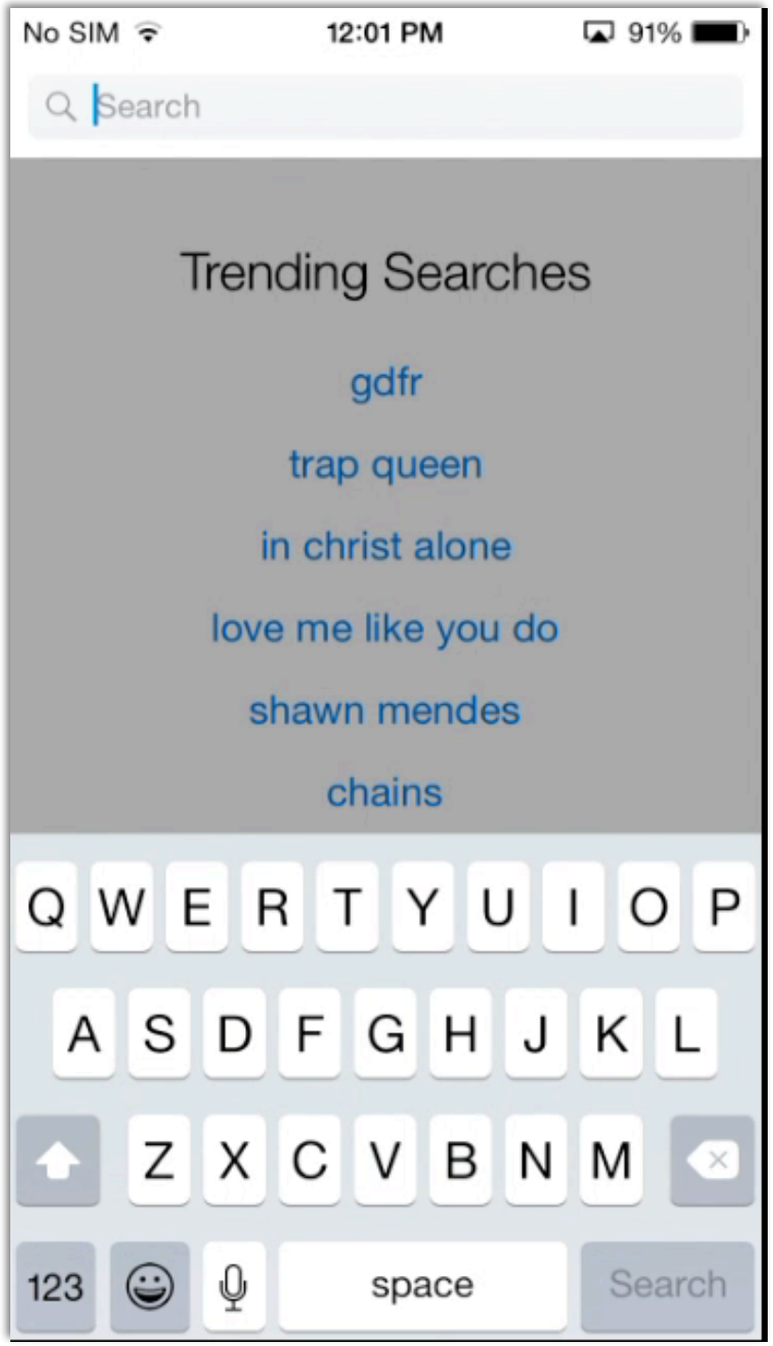
search form

Search Patterns | Explicit Search > iOS Examples



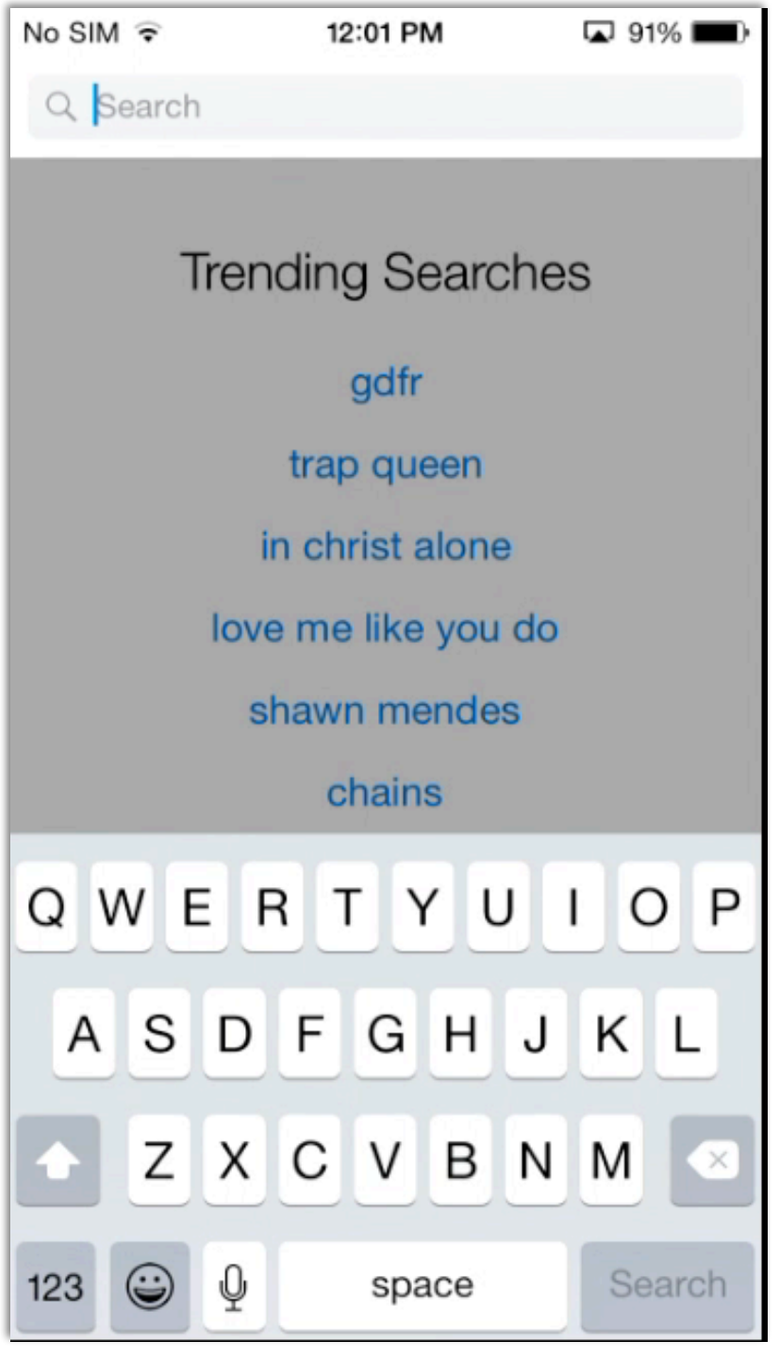
search form

Search Patterns | Explicit Search > iOS Examples



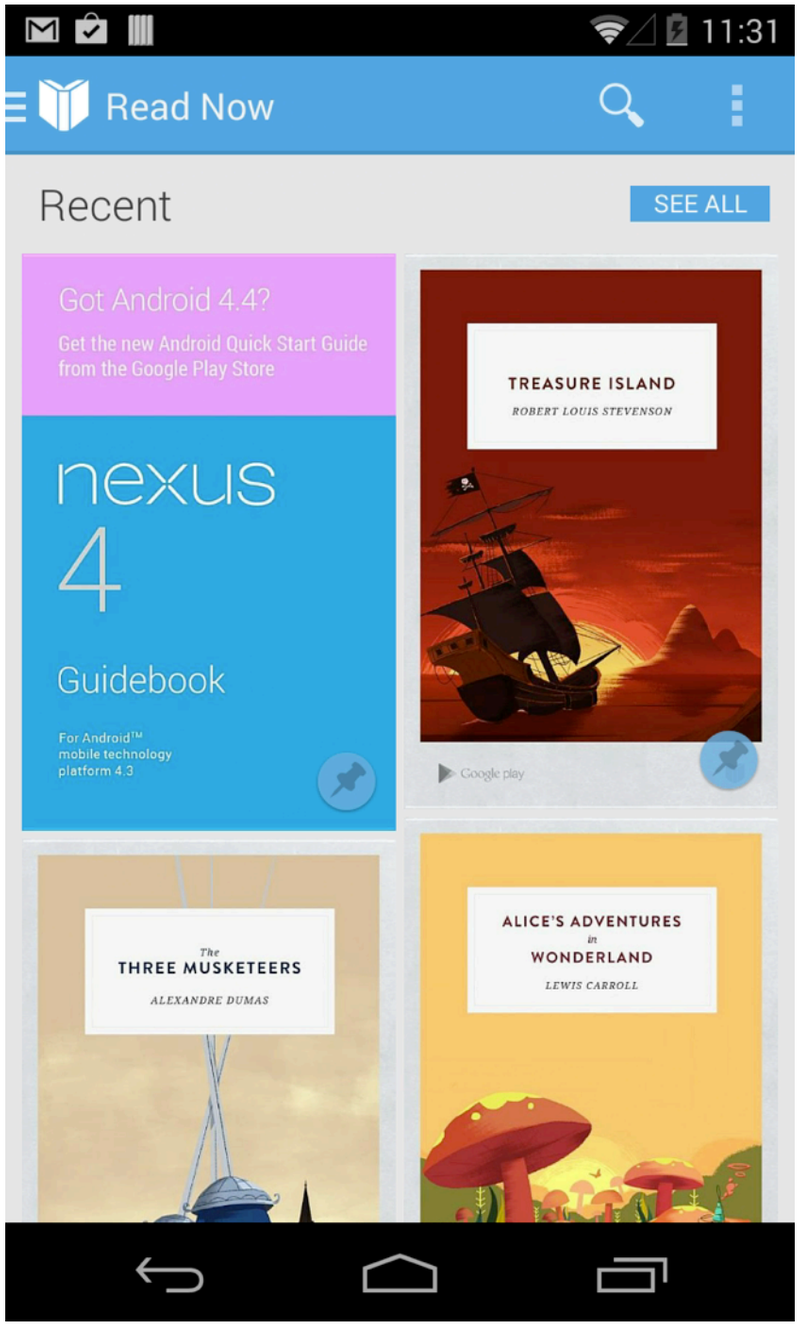
scoped search

Search Patterns | Explicit Search > iOS Examples



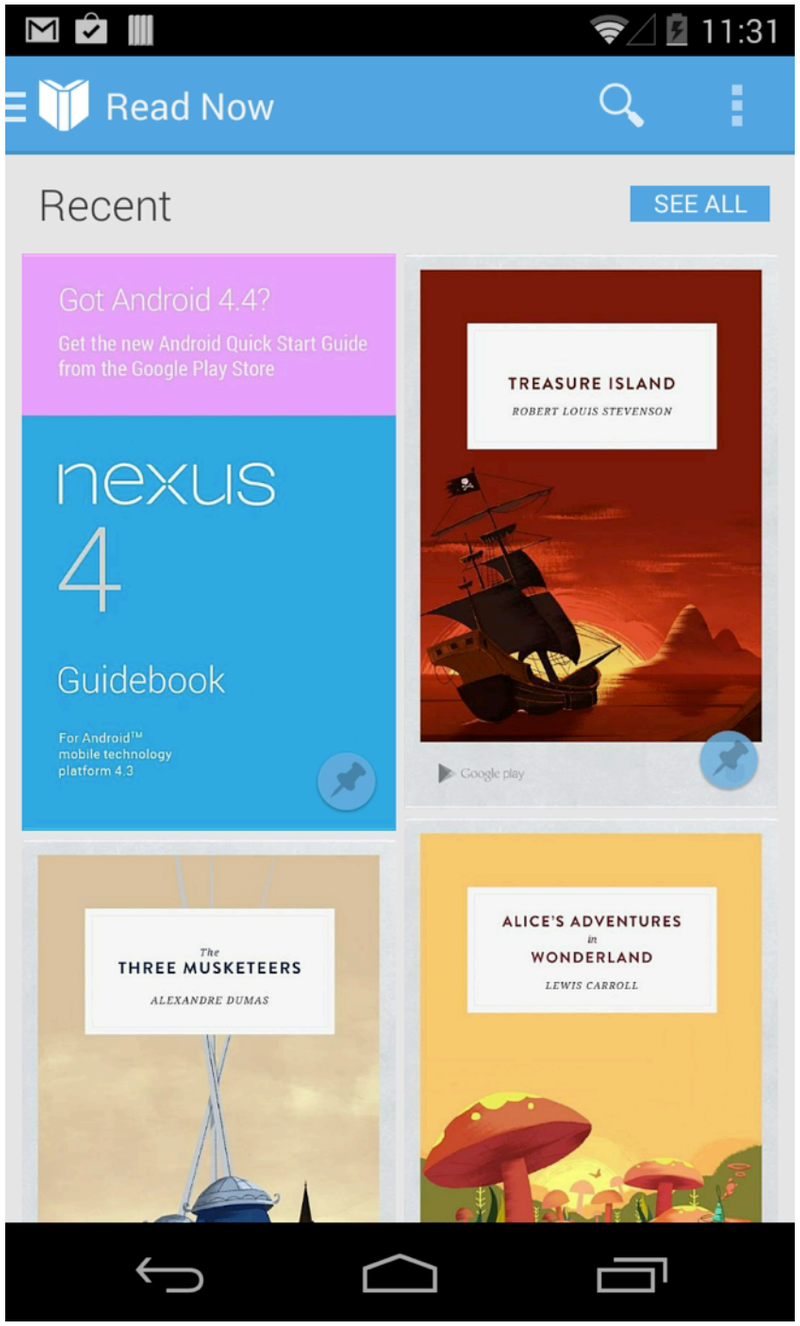
scoped search

Search Patterns | Explicit Search > Android Examples



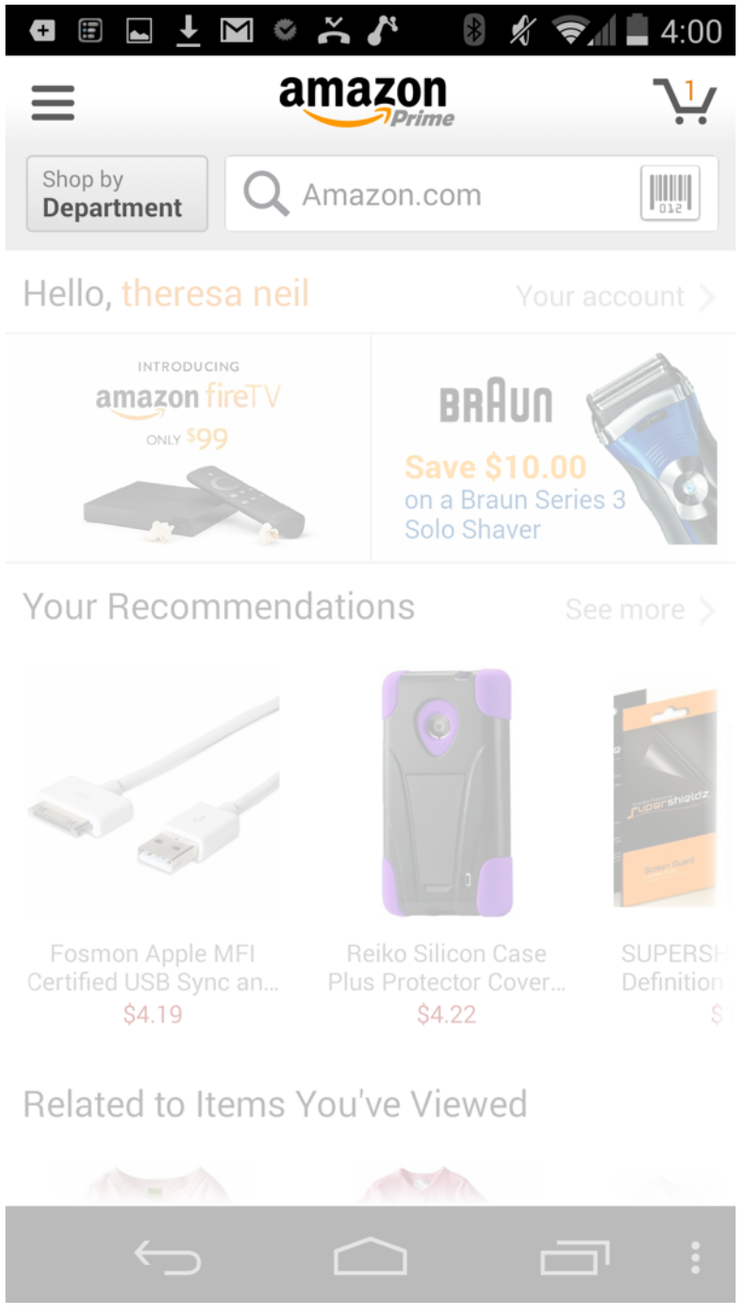
search dialog

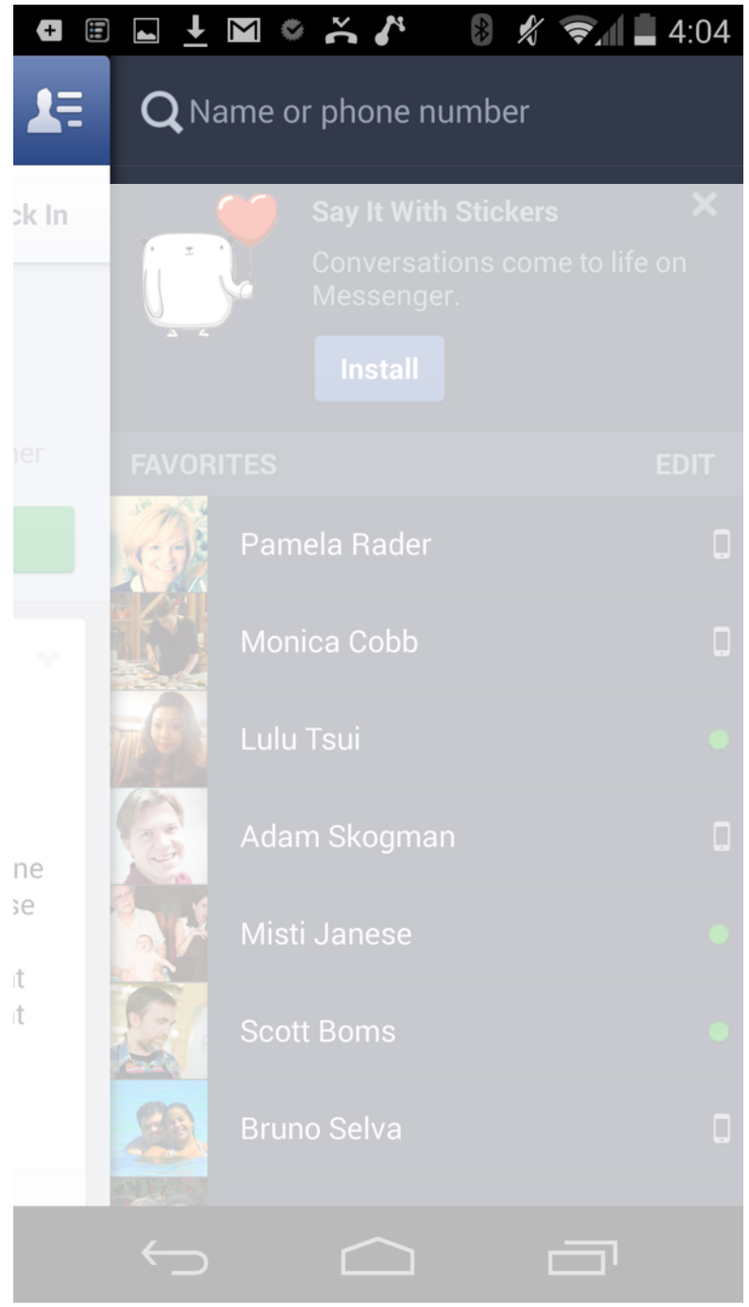
Search Patterns | Explicit Search > Android Examples



search dialog

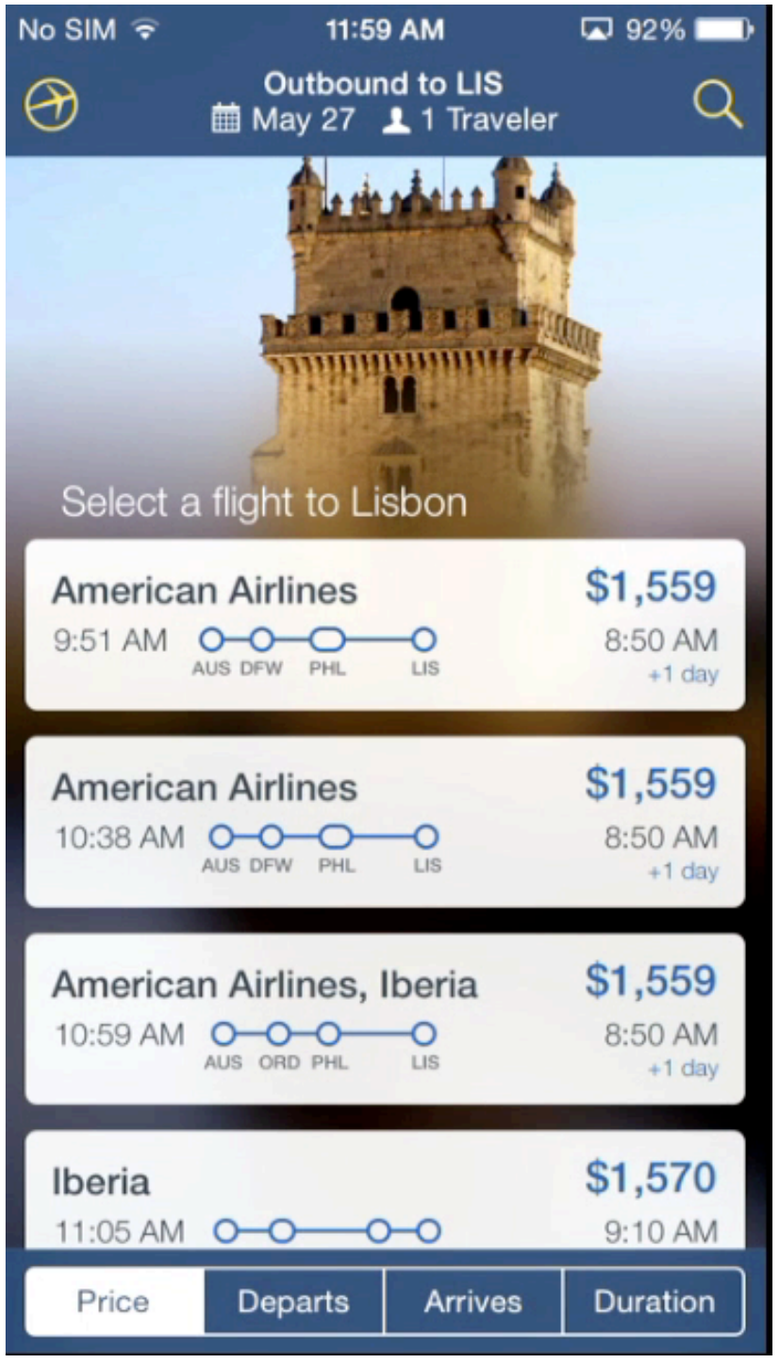
Search Patterns | Explicit Search > Android Examples





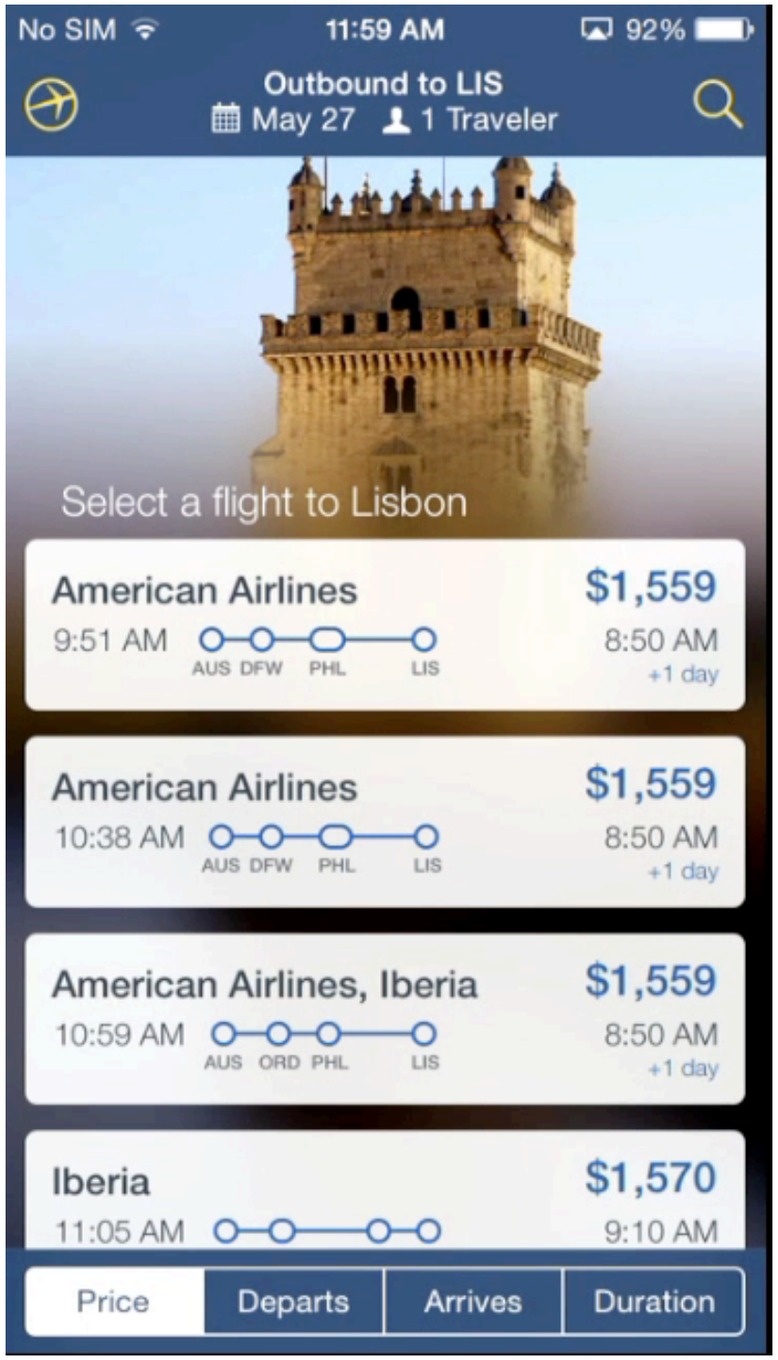
search widget

Sort Patterns | Onscreen



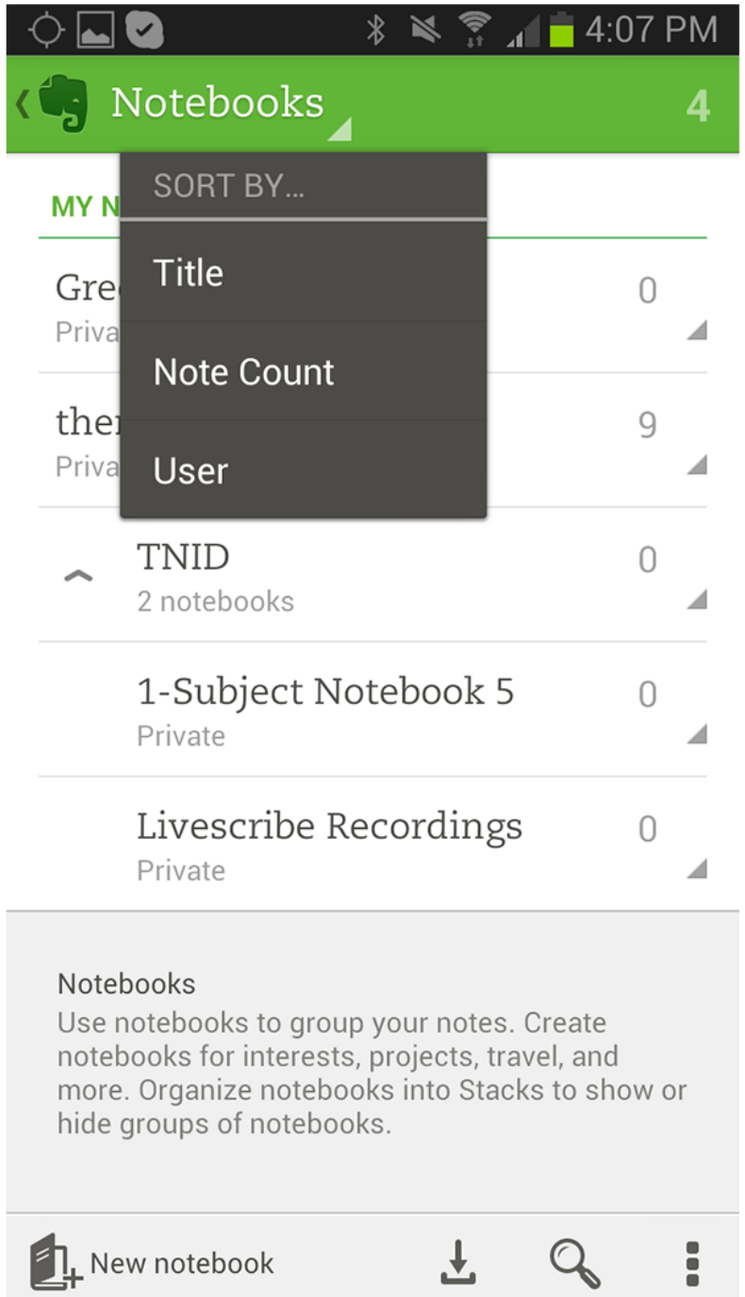
on screen

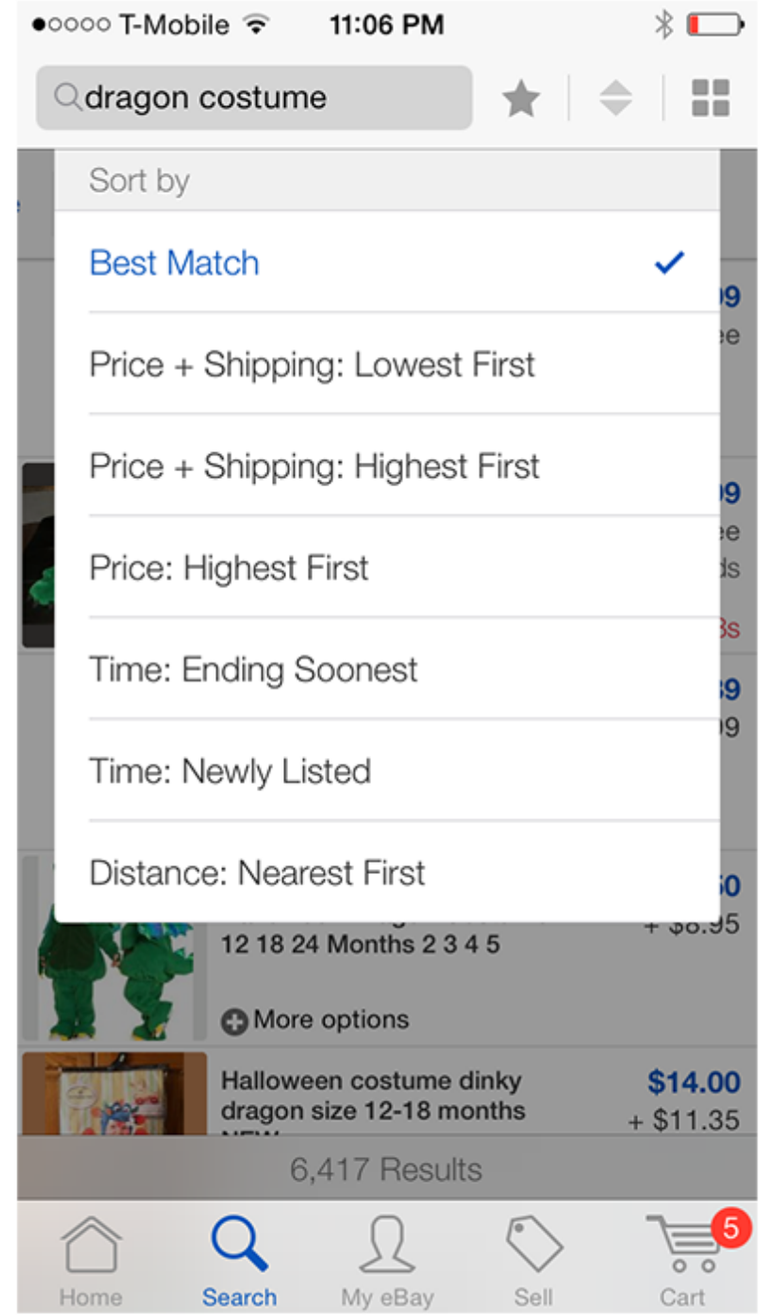
Sort Patterns | Onscreen



on screen

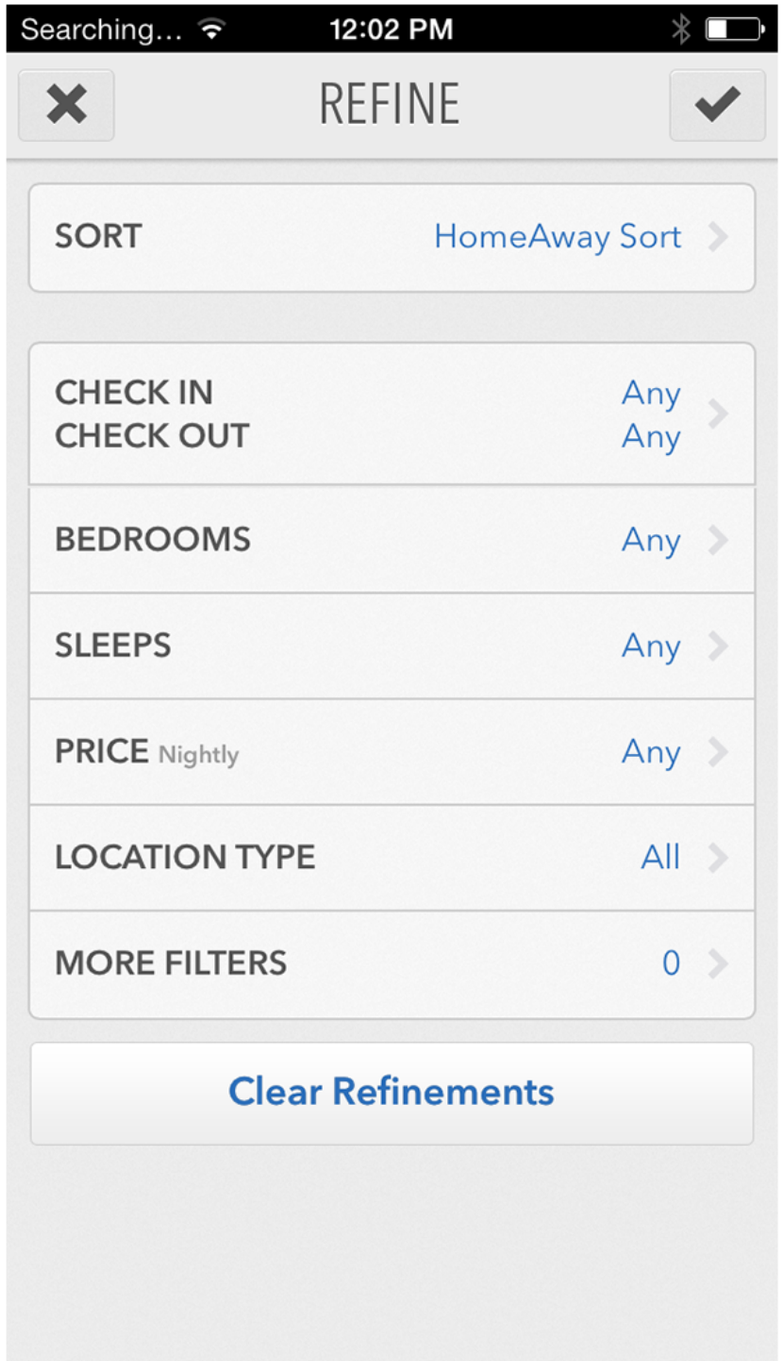
Sort Patterns | Overlay

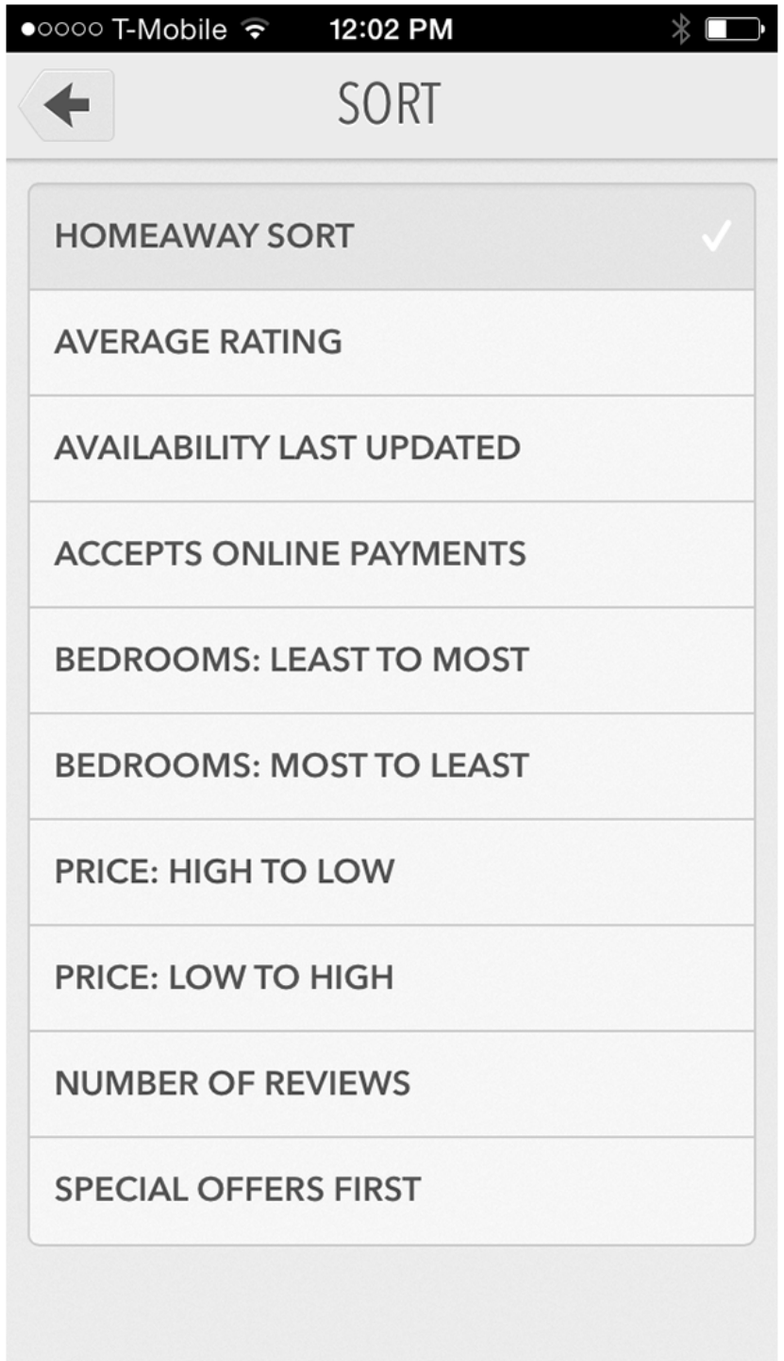




overlay

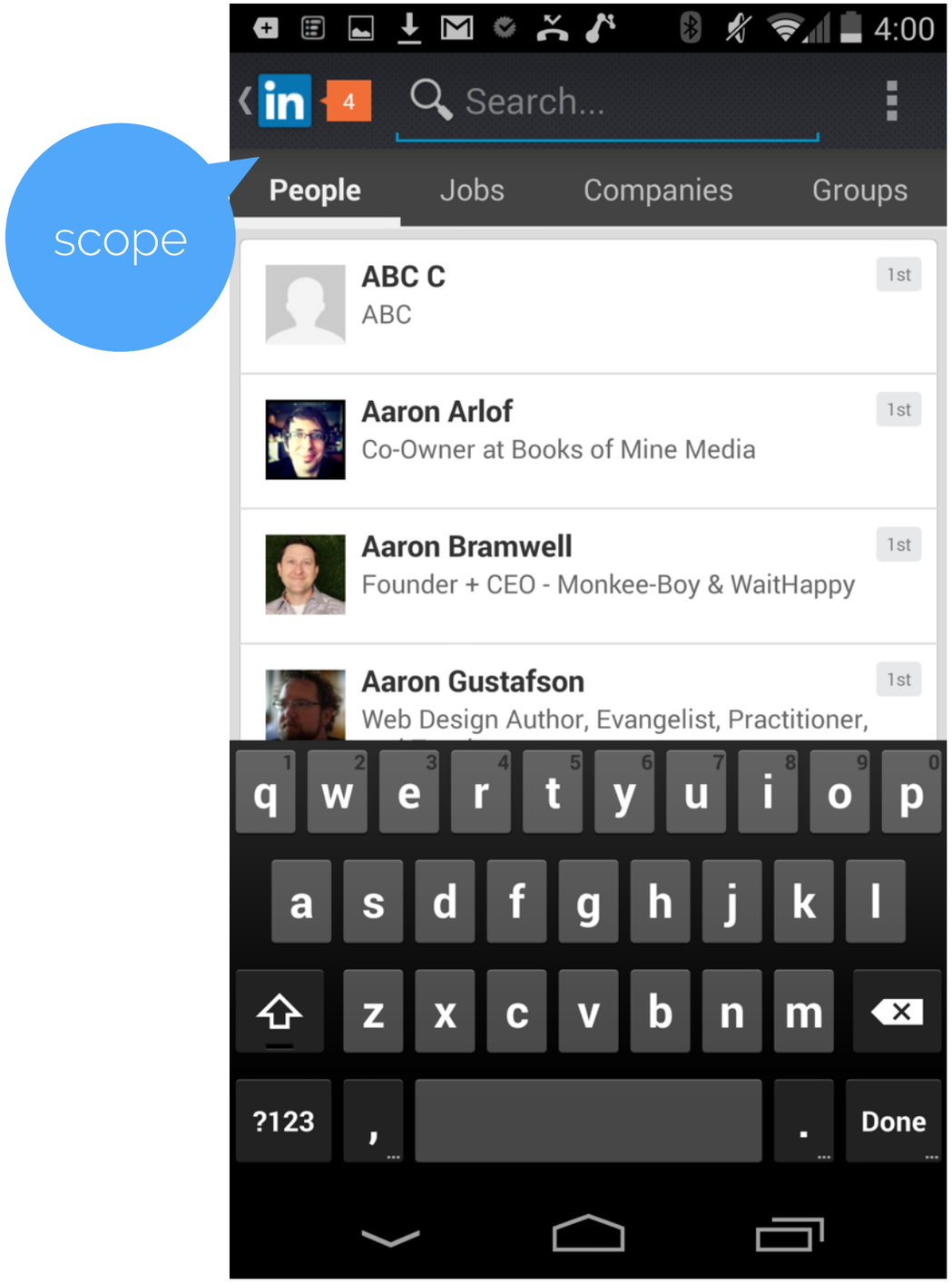
Sort Patterns | Form

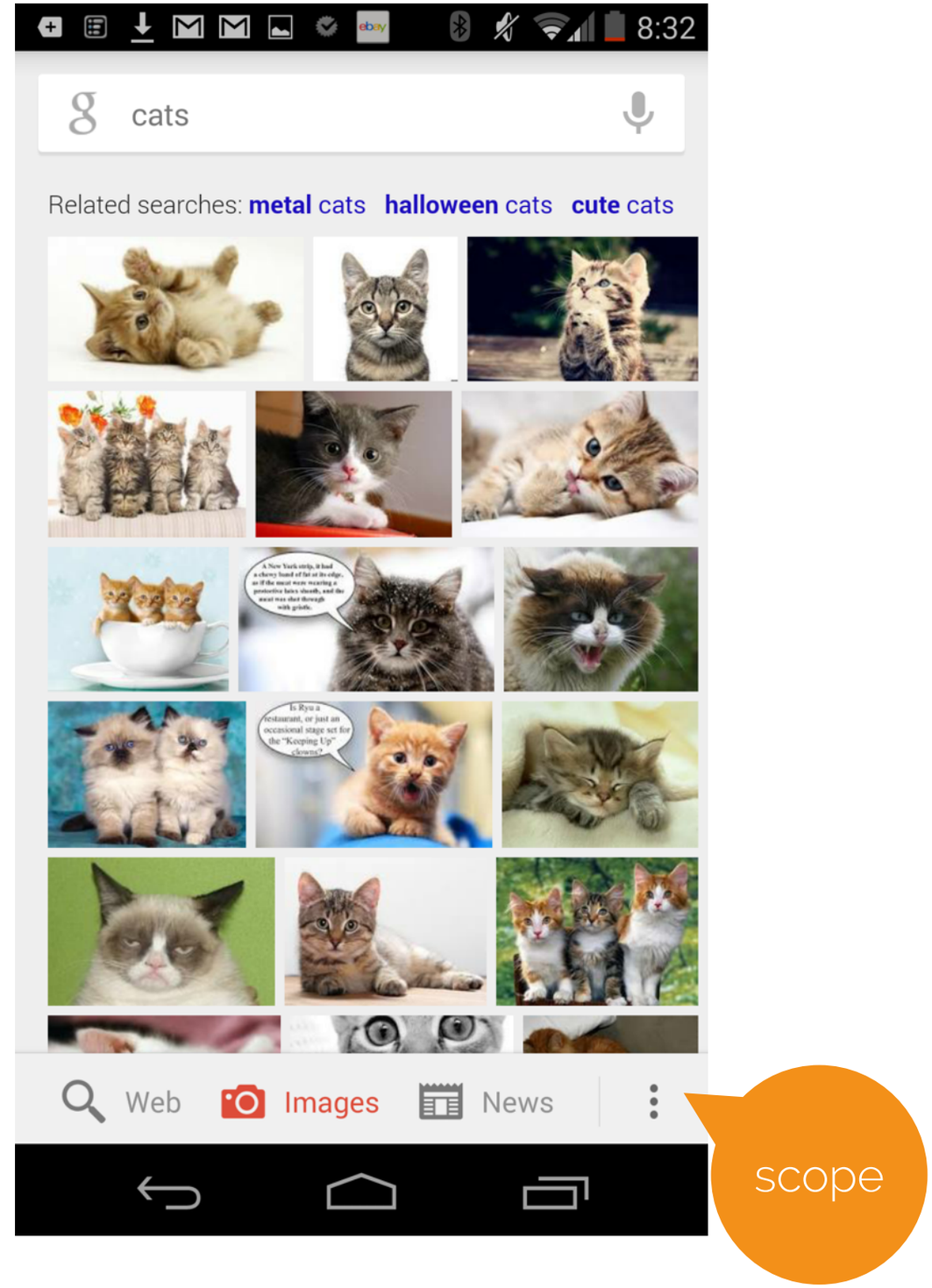




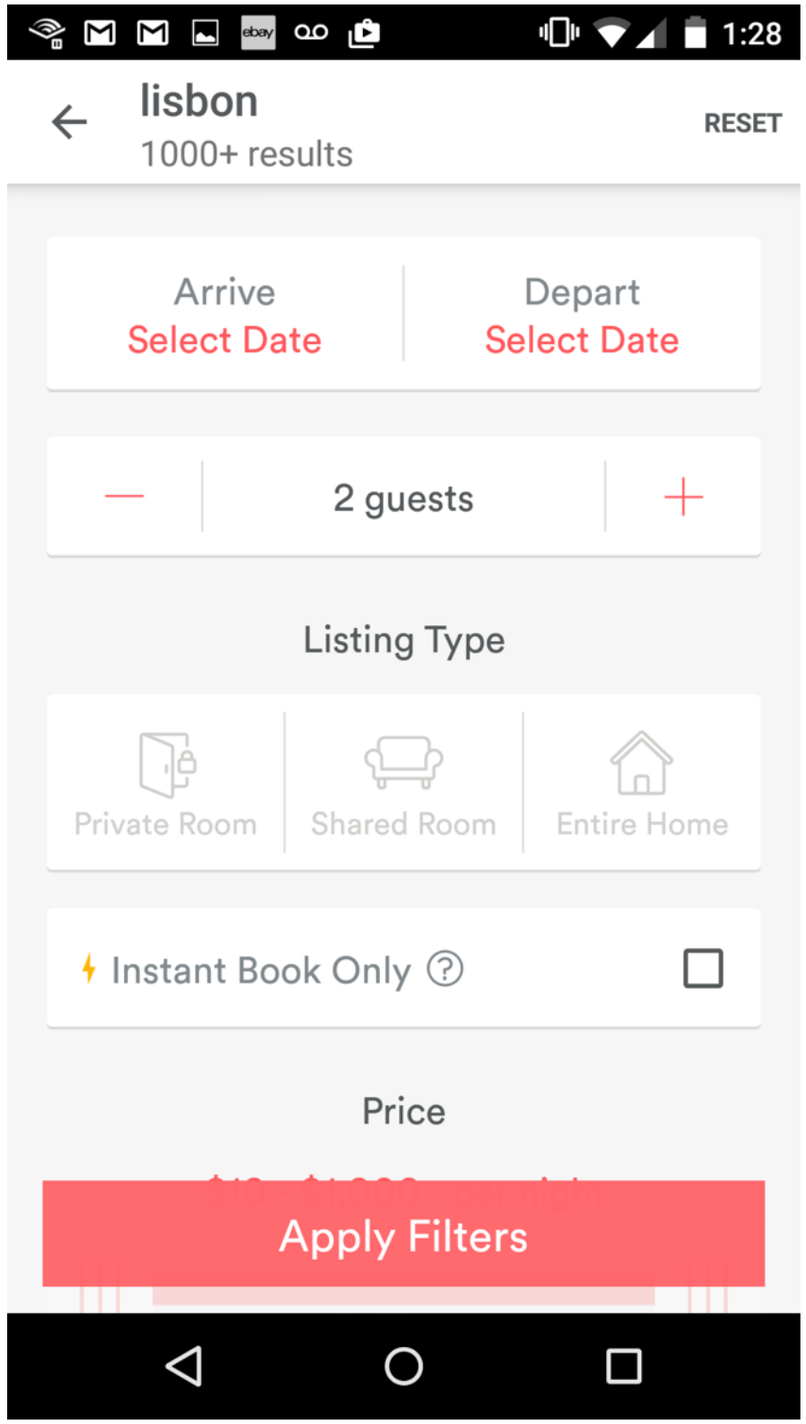
full page form- very heavy

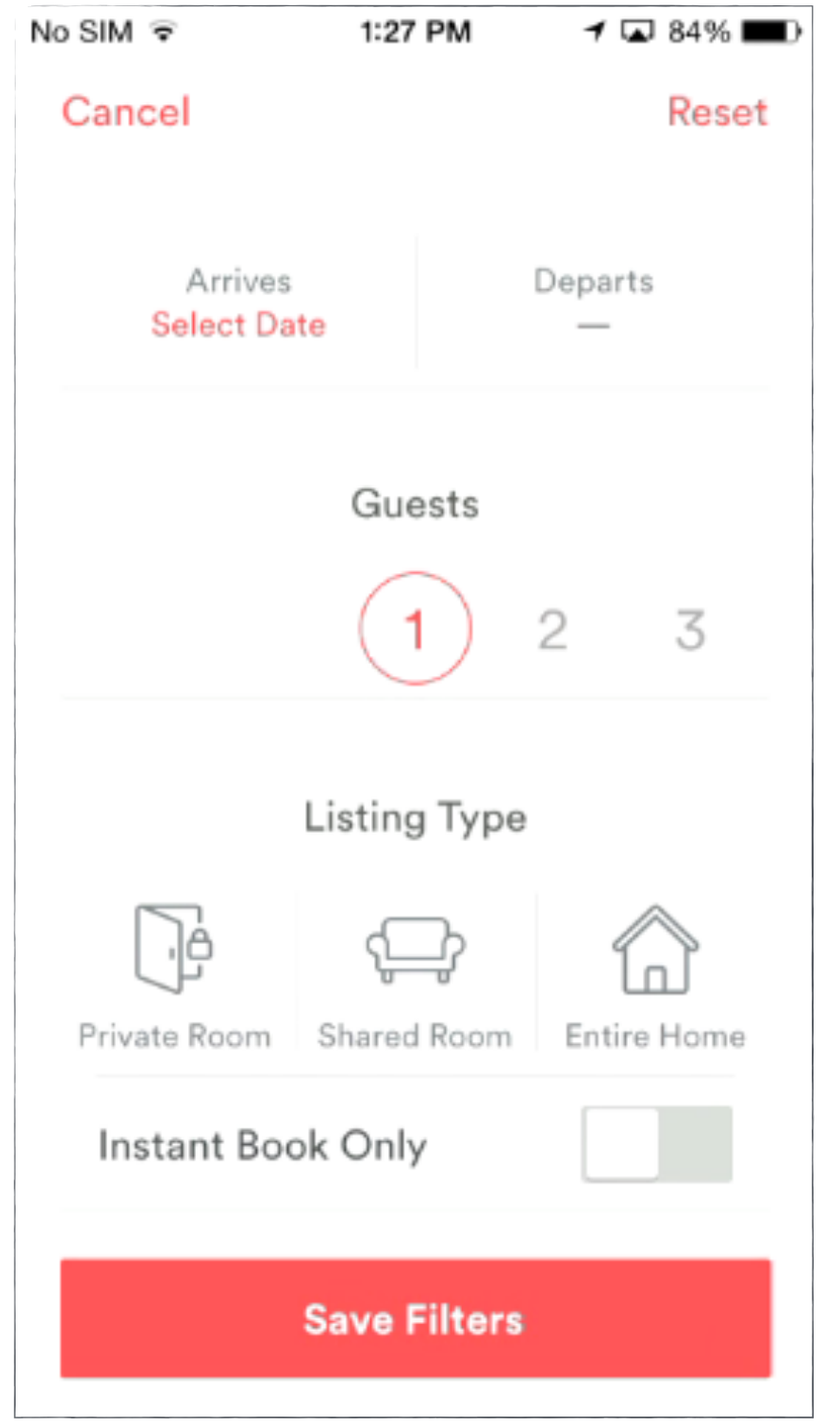
Filter Patterns | Onscreen





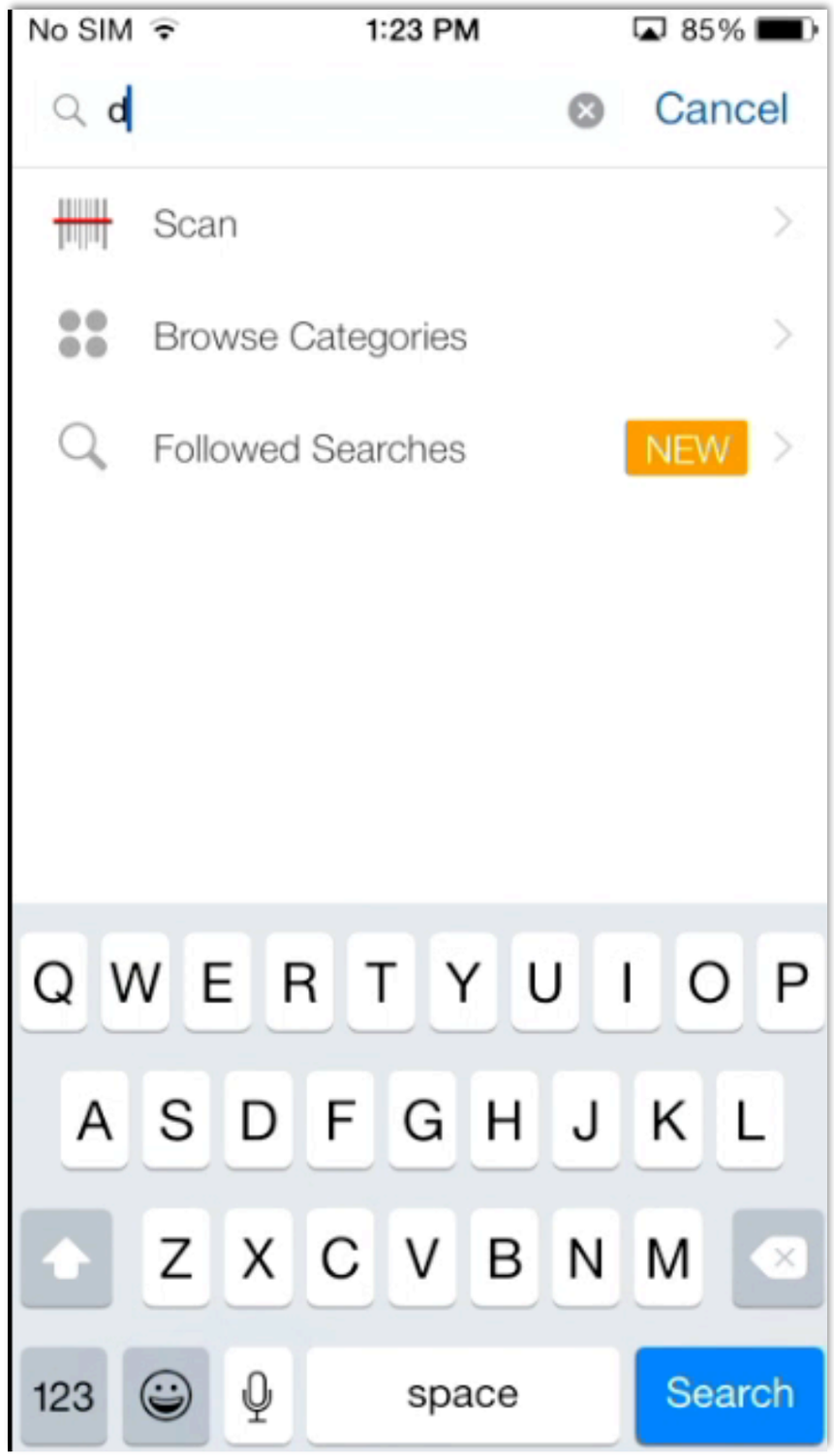
Filter Patterns | Modal Form



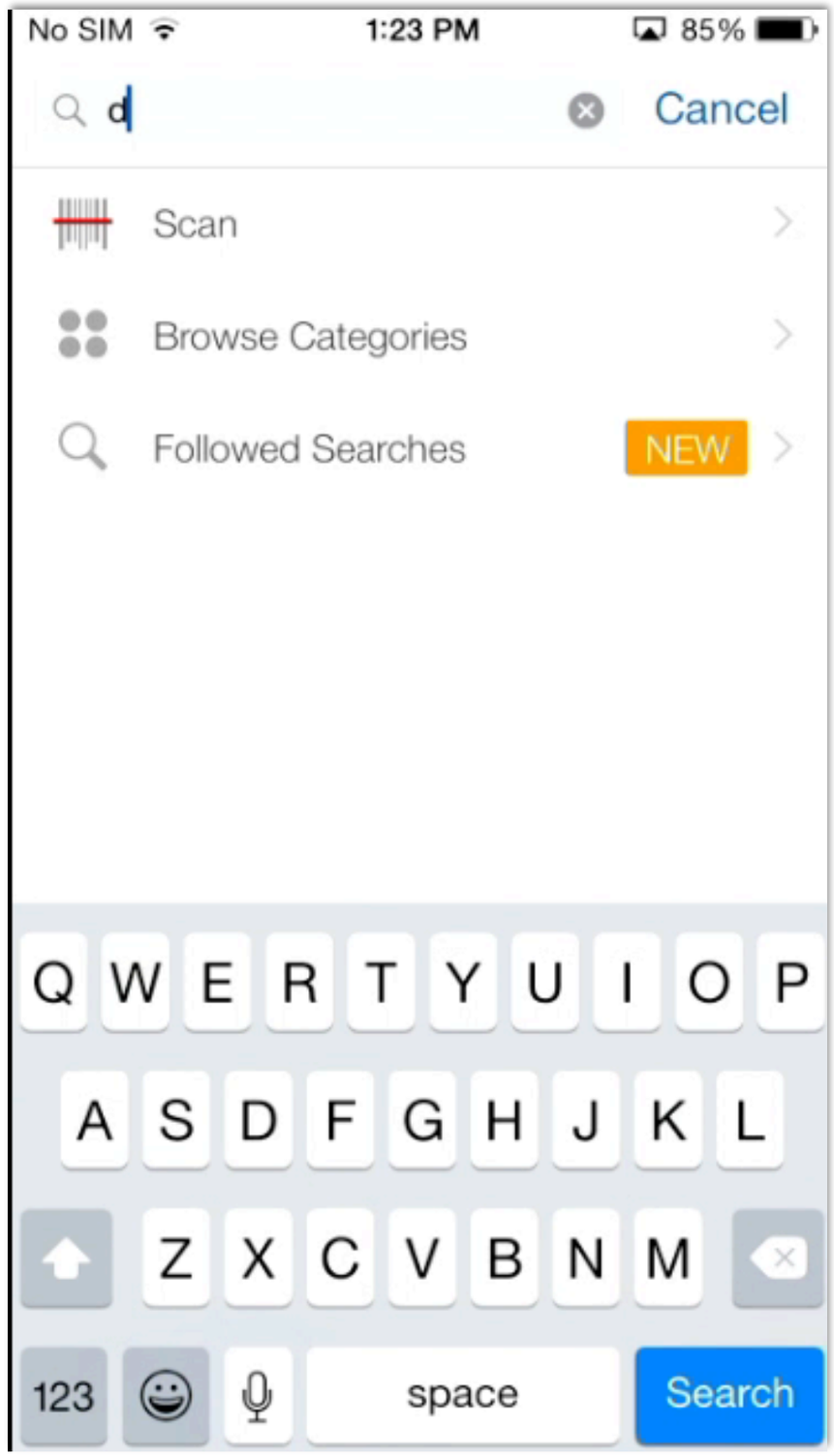


Airbnb Android and iOS

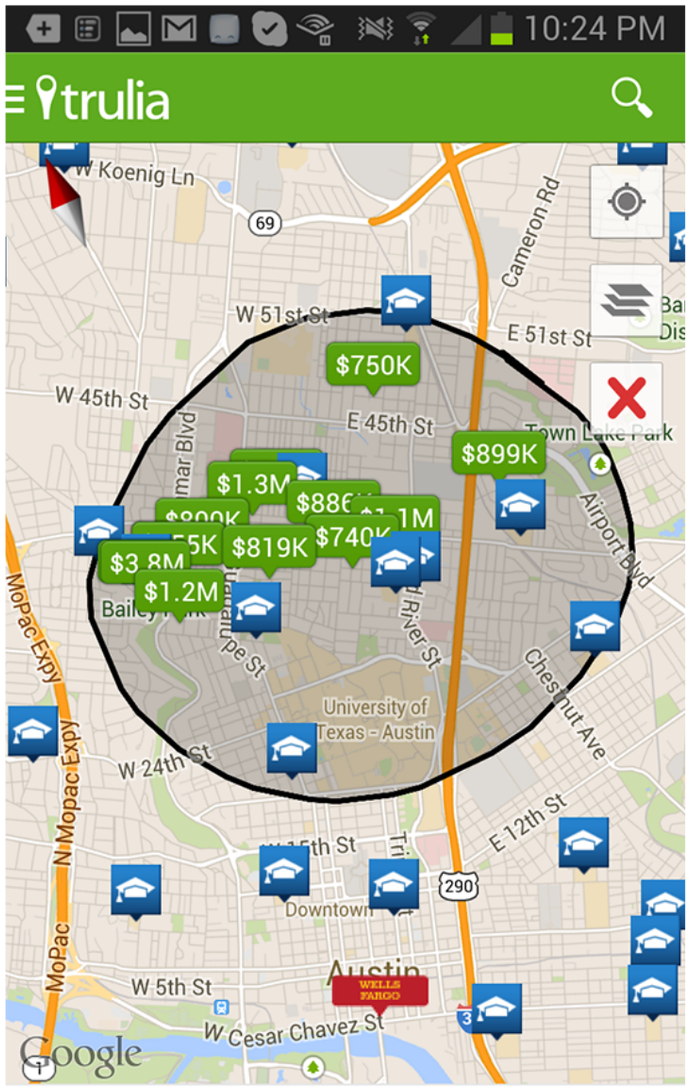
Filter Patterns | Drawer

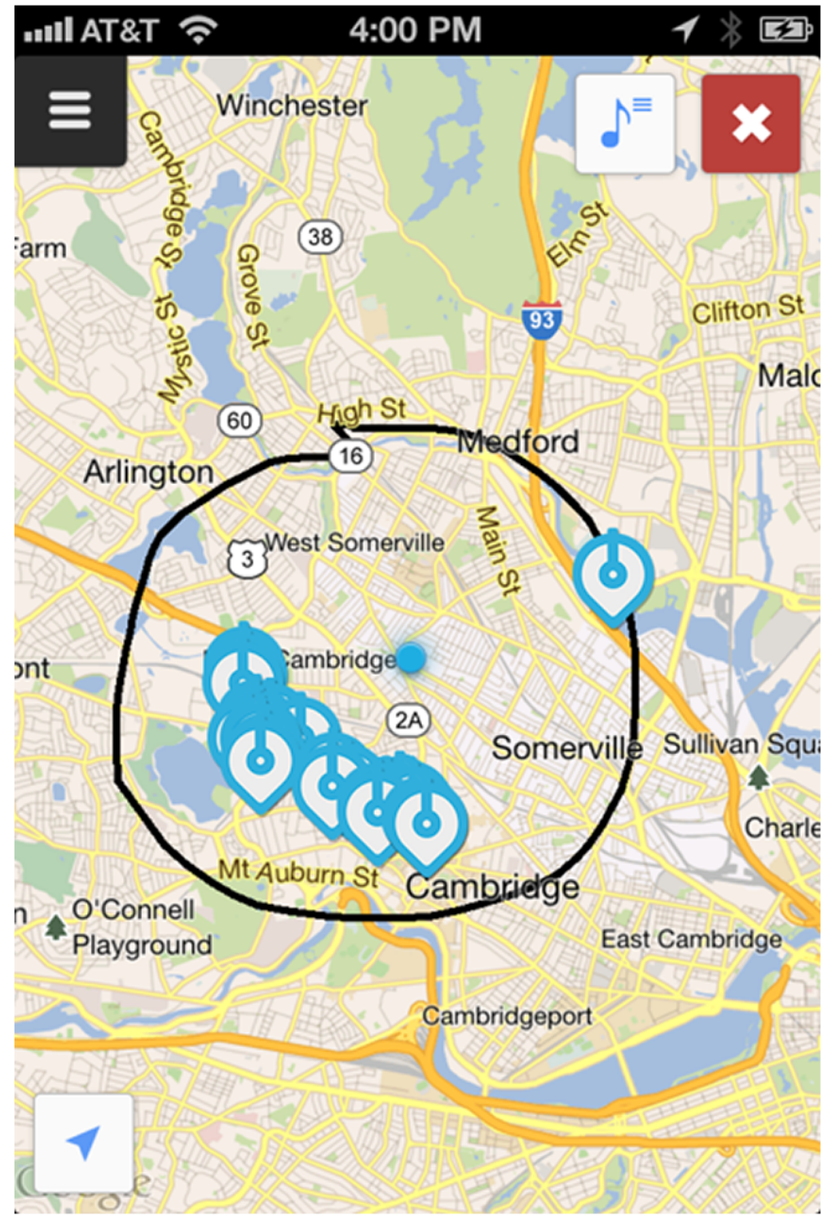


Filter Patterns | Drawer



Filter Patterns | Using Gestures > Direct Manipulation





circle area on map

Let's sketch

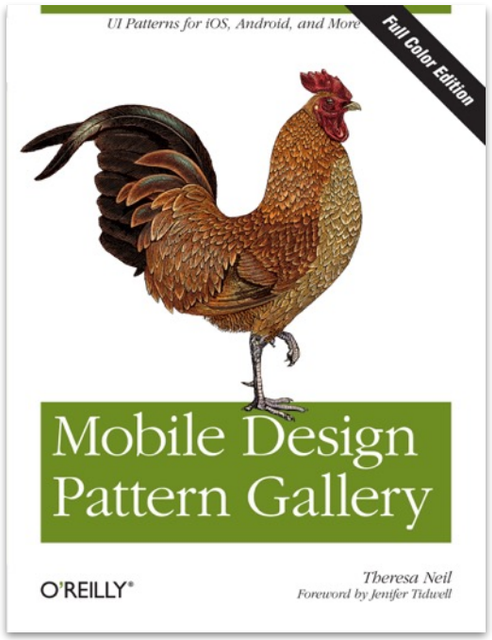
Explicit Search- How can we guide the student to the right places in the museum for his research?

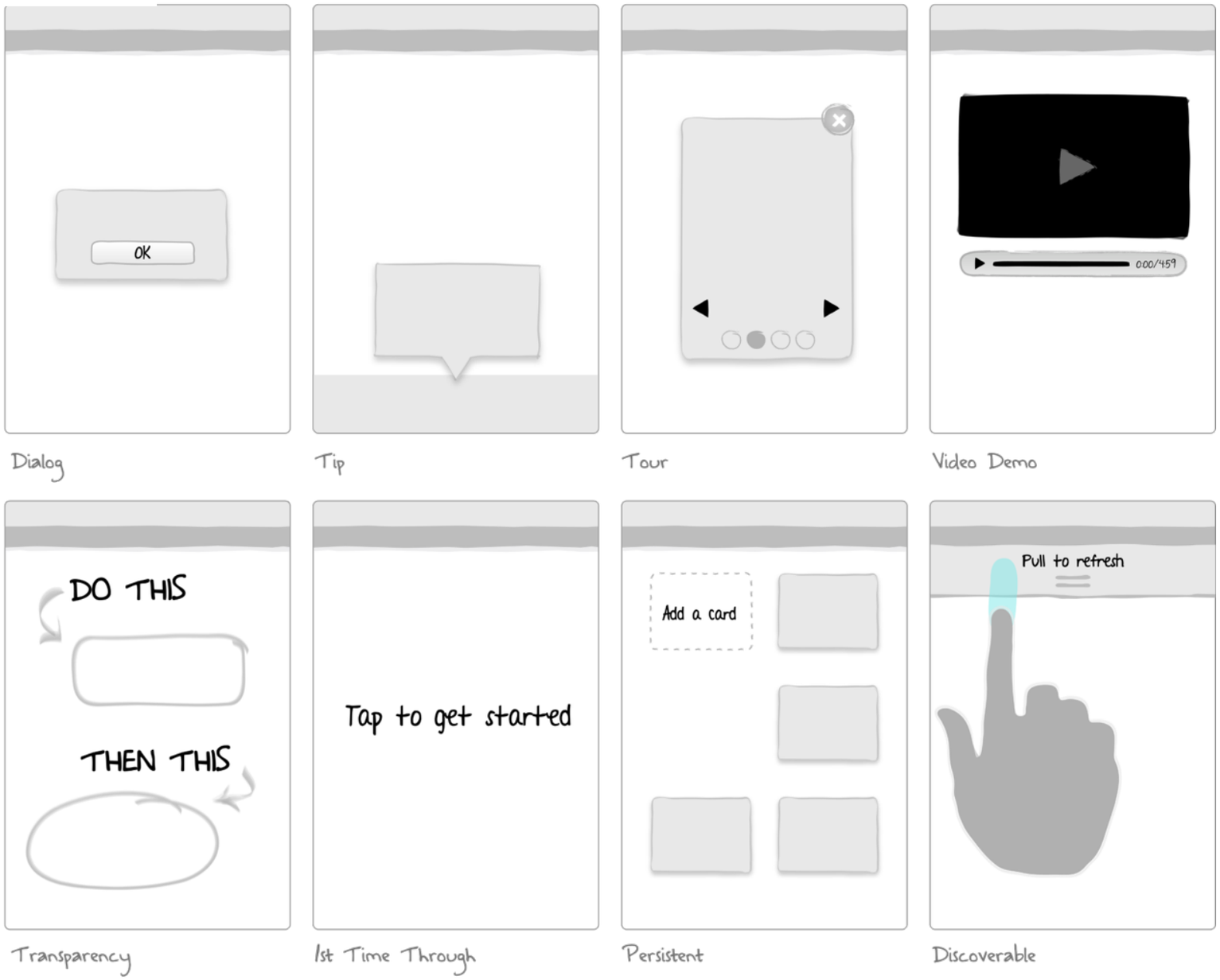
Implicit Search- What should the enthusiast see on his app when he walks into the museum?

Implicit Search- What will the person who bought 2 adult and 2 kids tickets through the app see when they arrive?

Mobile Tutorials

Mobile Design Pattern Gallery | First Edition 2012

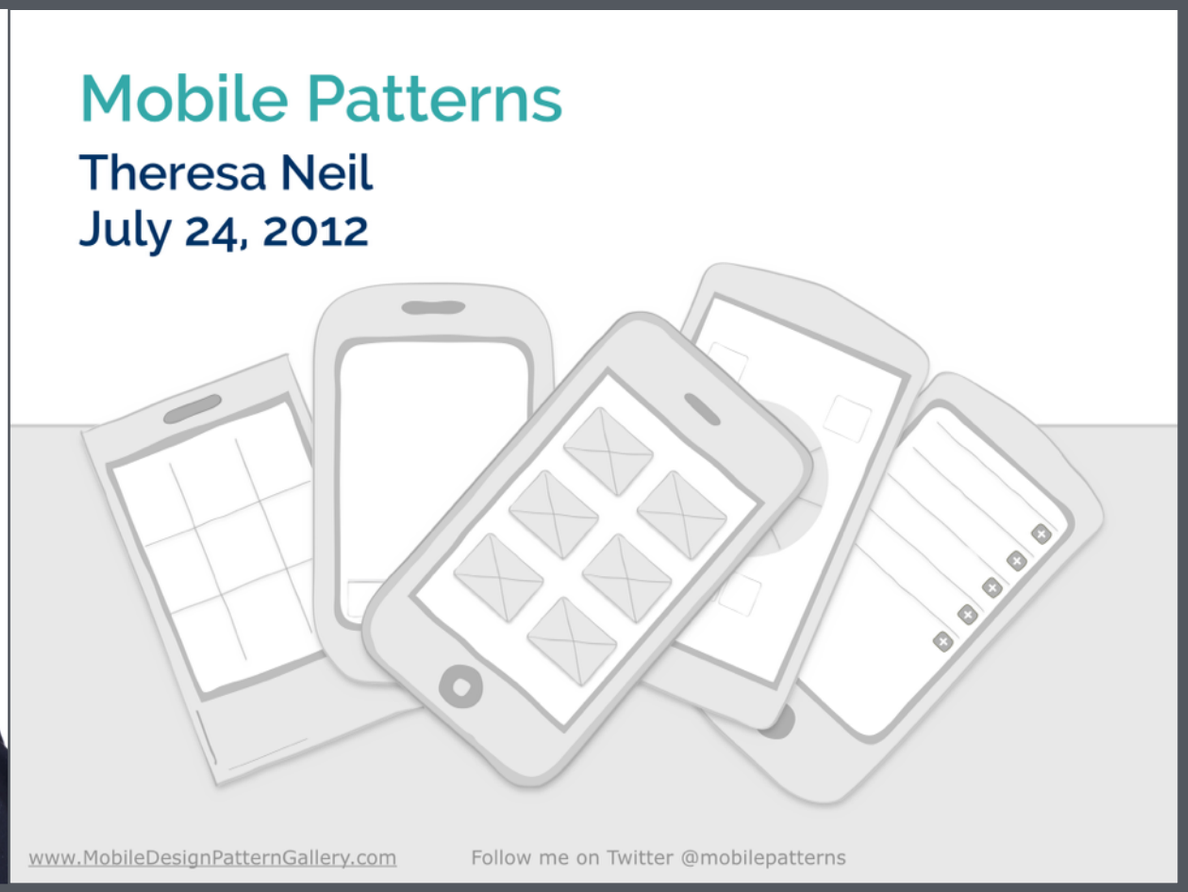




70 patterns across 10 chapters

One chapter was devoted to Invitations, design patterns for driving deeper engagement with your application.

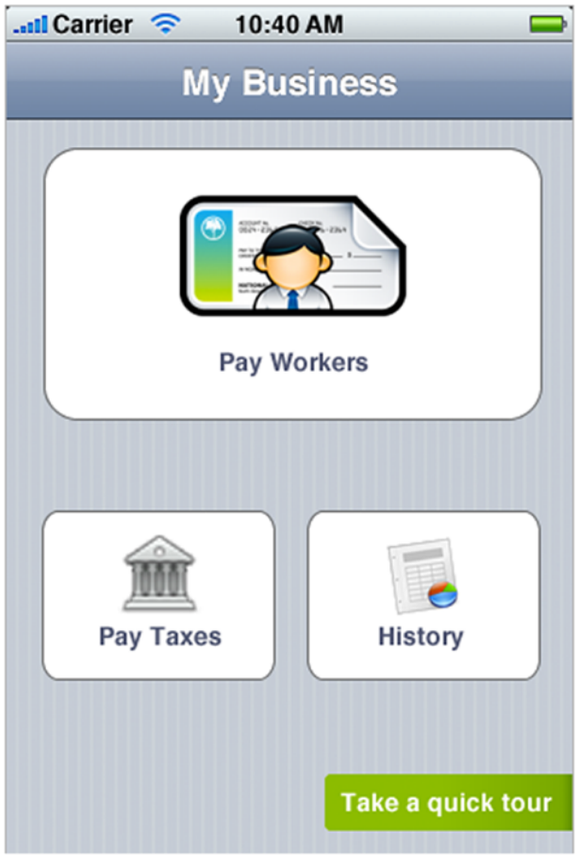
Mobile Design Pattern Gallery | Speaking at Intuit

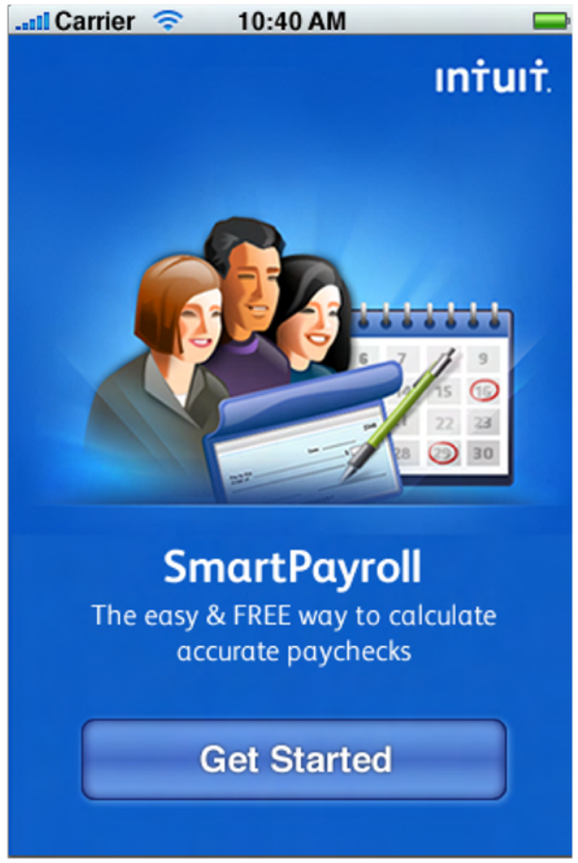


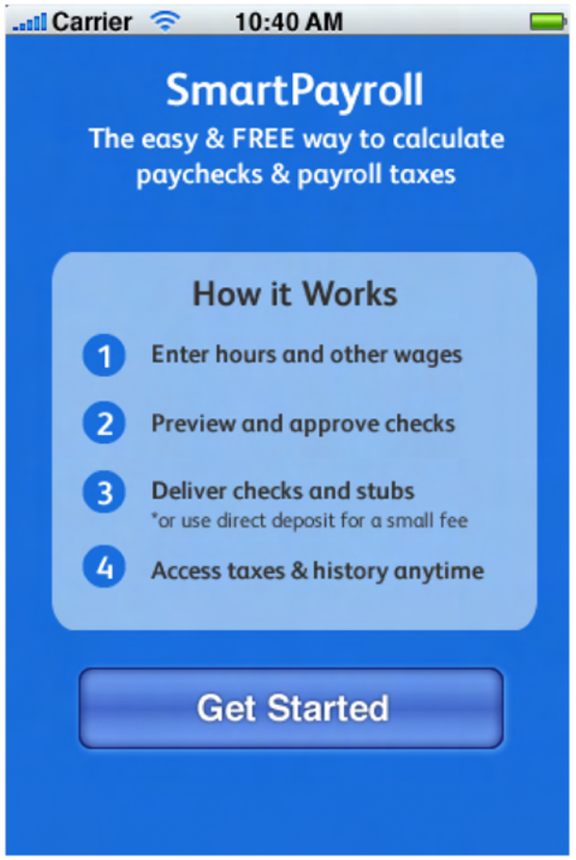
Inspiring Confidence

-in-

Snap Payroll



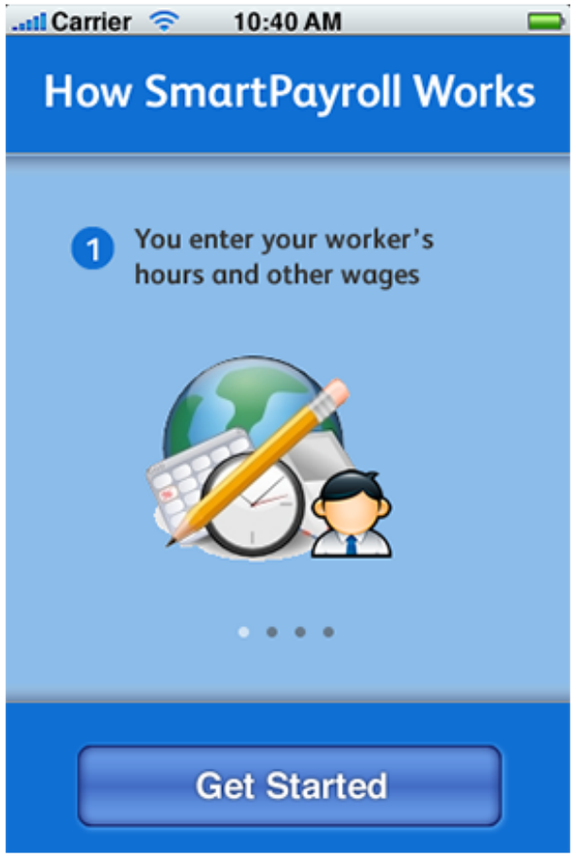


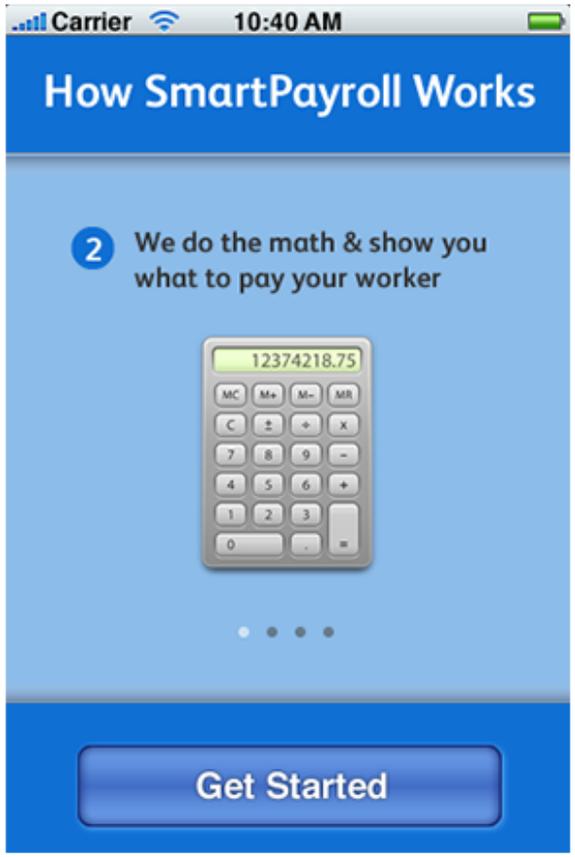


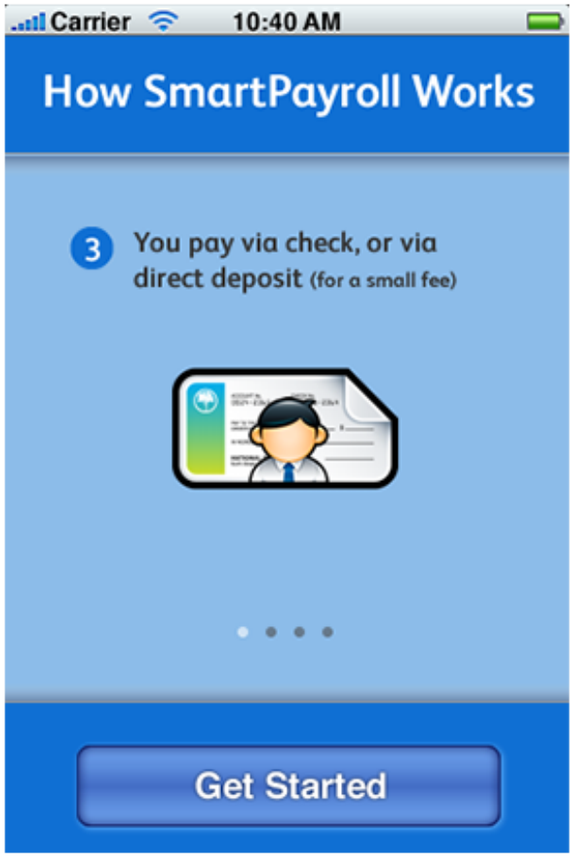
Theresa Neil
strategy + design

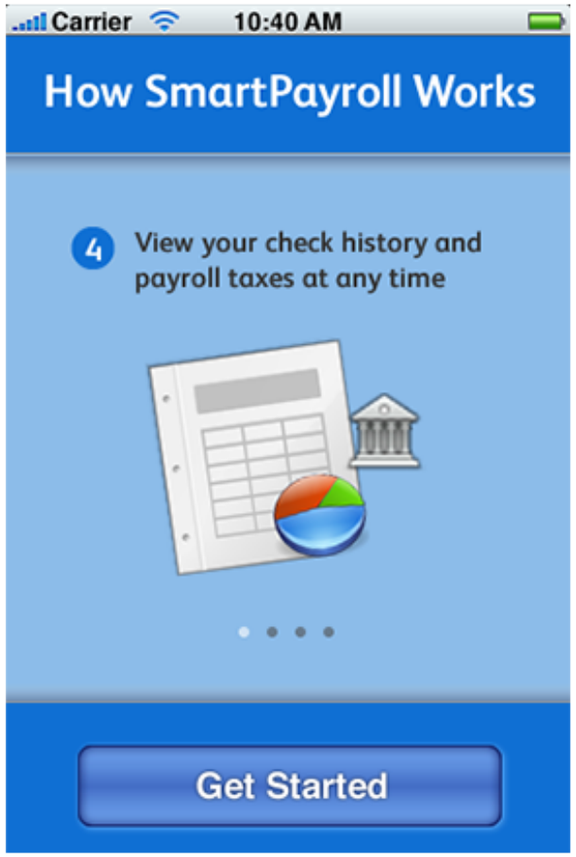
Pattern Failure

Alissa stepped us through dialogs, tours, transparencies, and transparency tours for first time through… explaining how each one failed their users.









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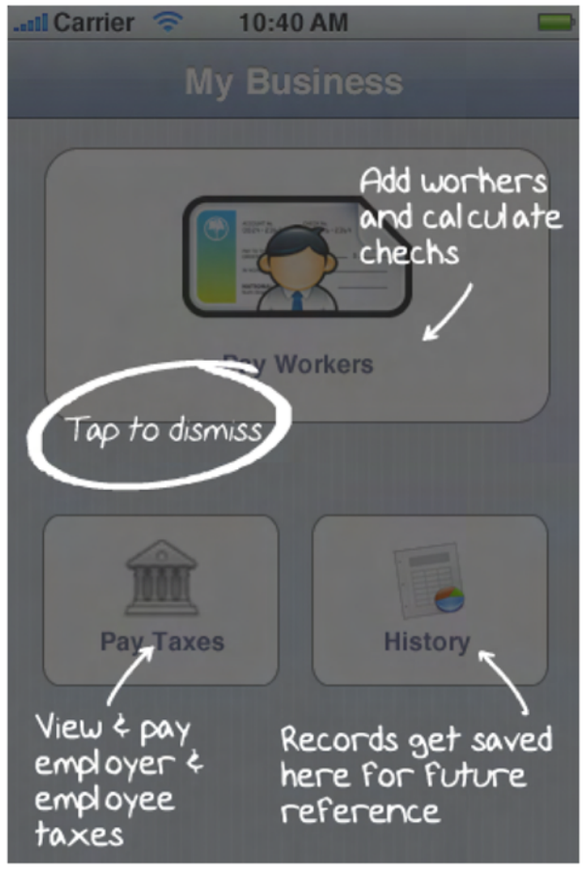

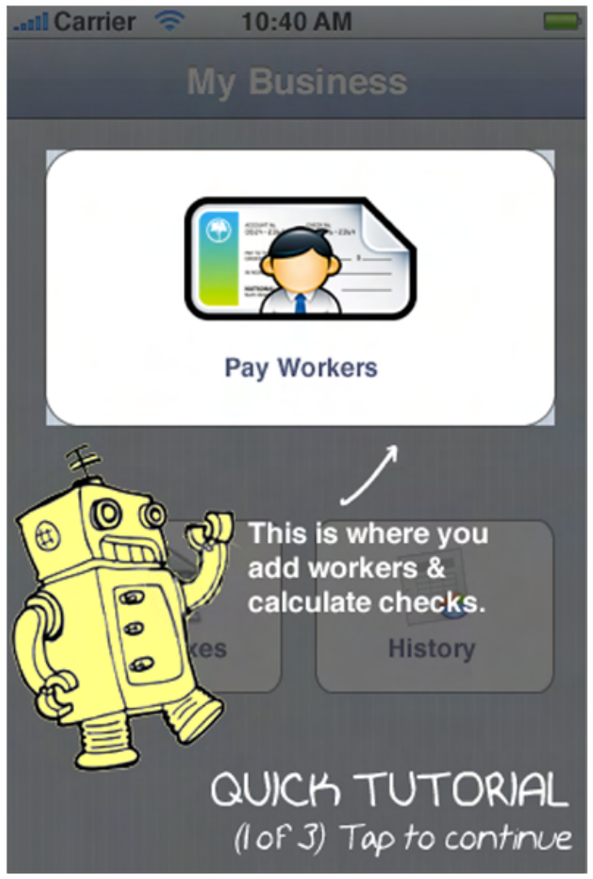

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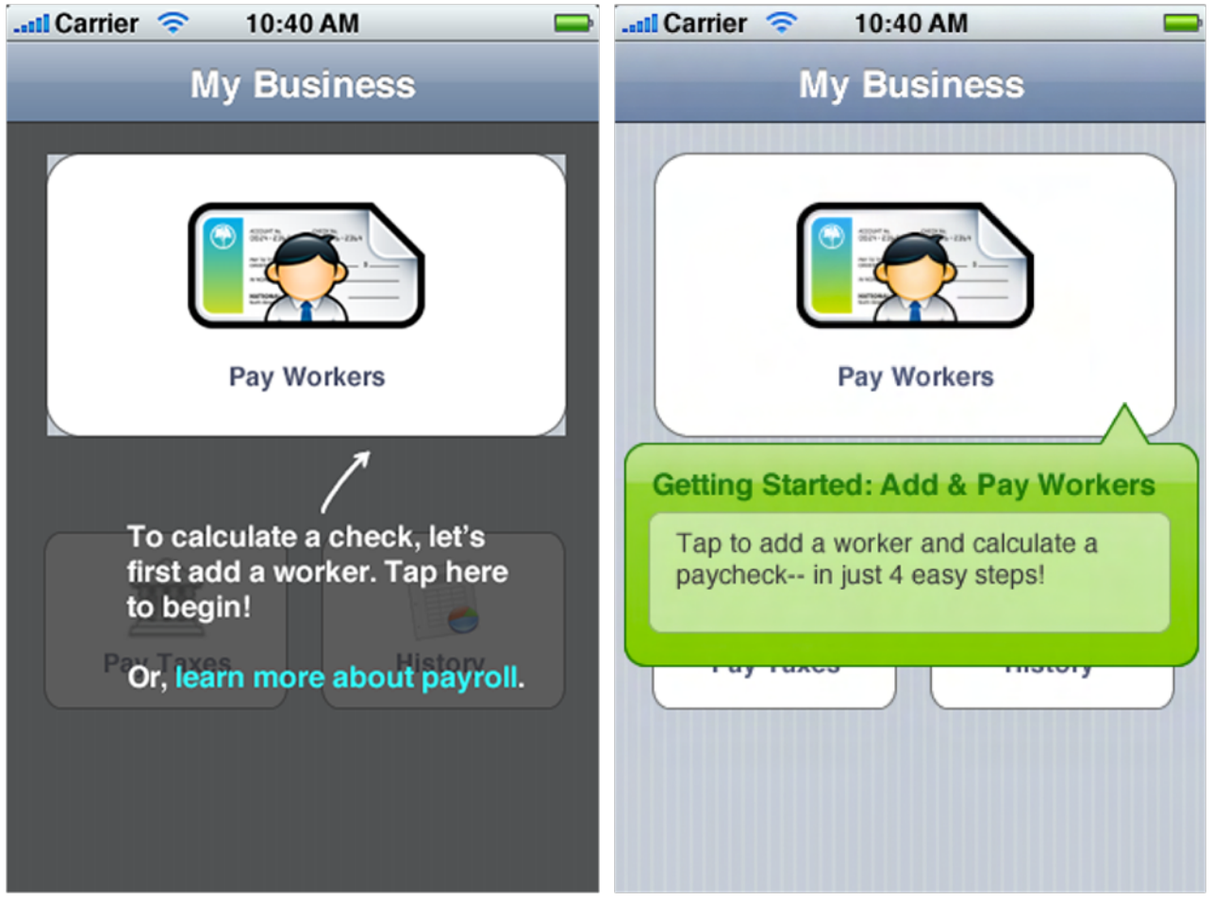

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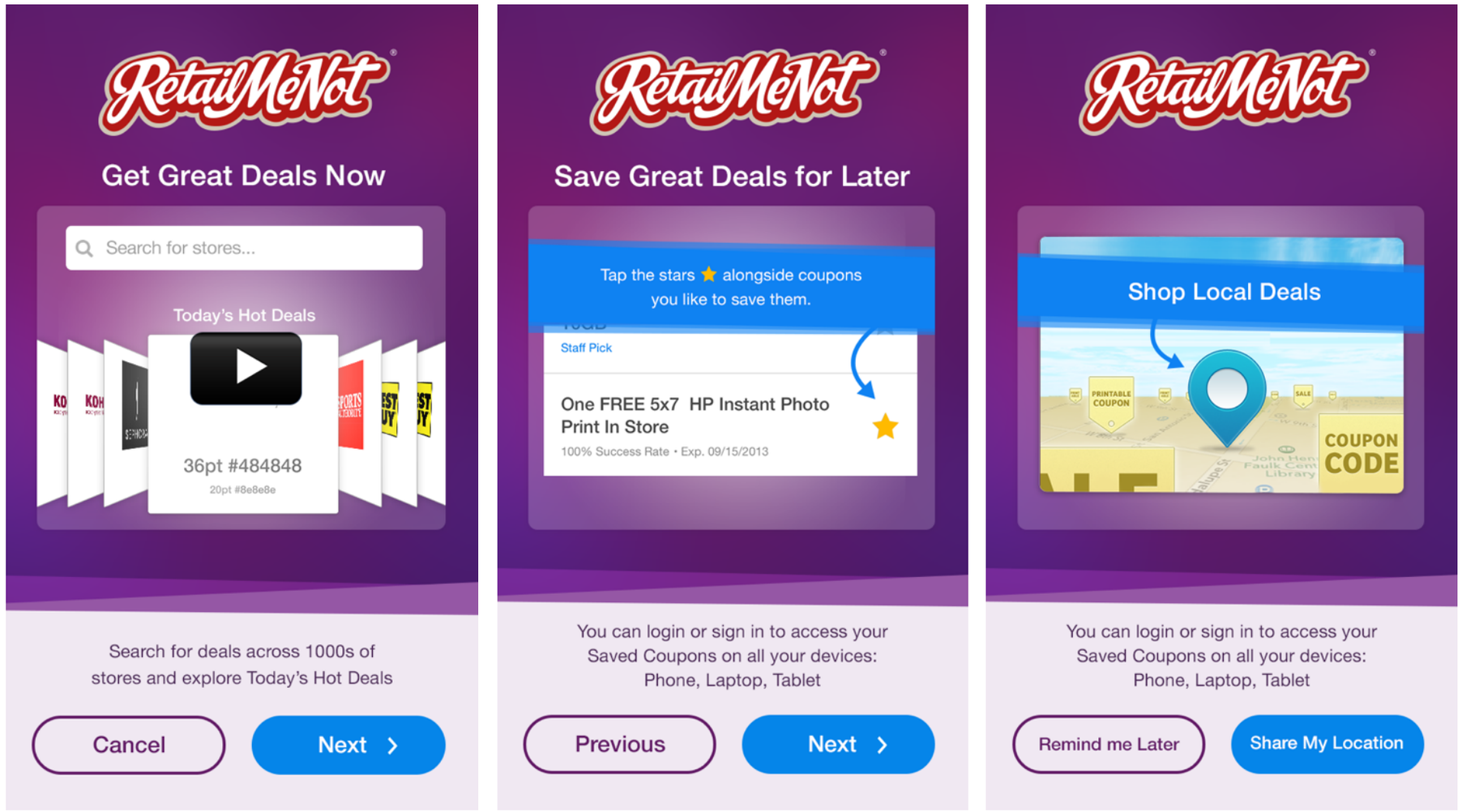

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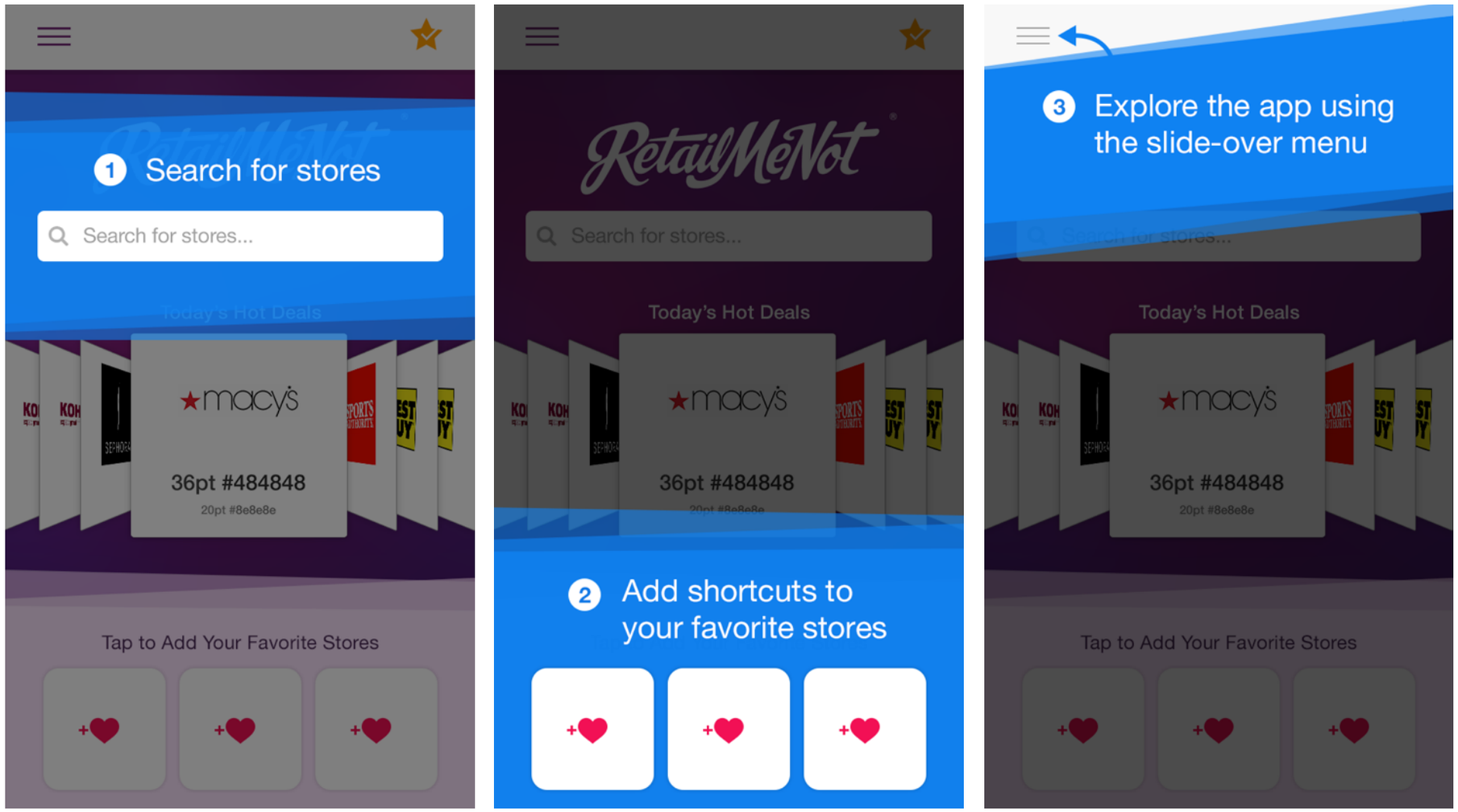
Pattern Failure

Fast forward two years and we try these patterns again, this time including a video demo. But all of these just frustrate our users.



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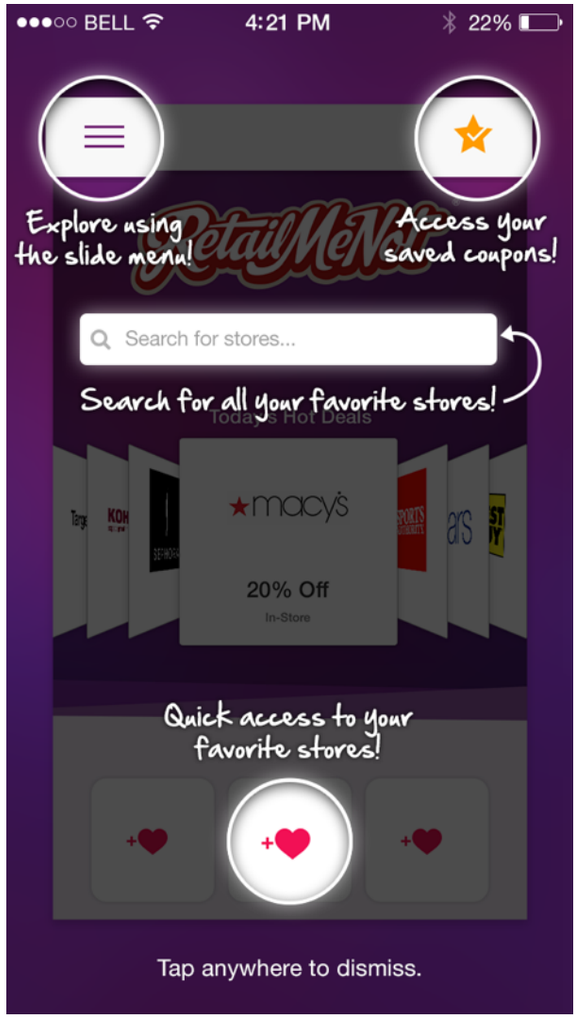

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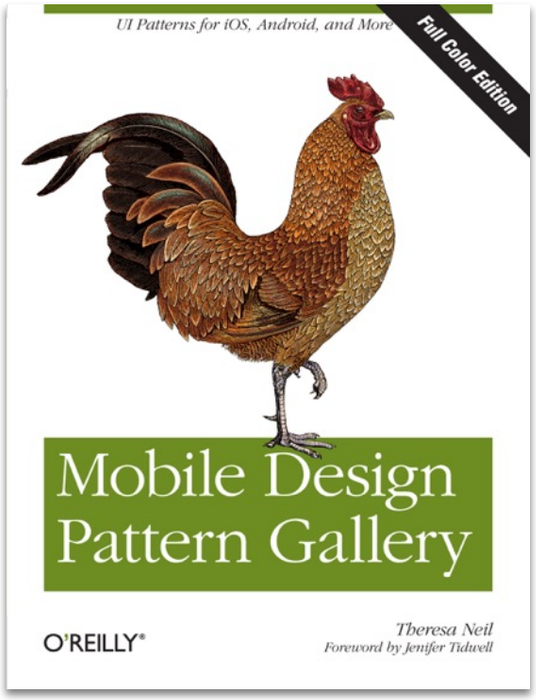
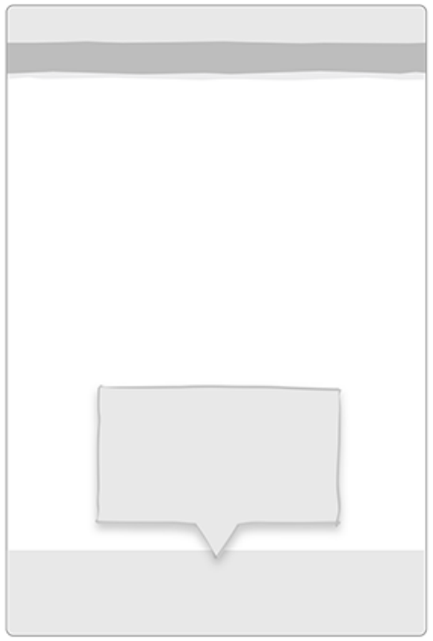
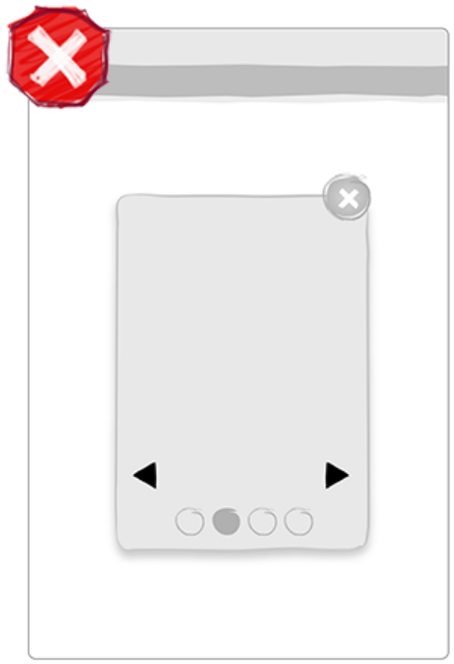
Mobile Tutorials | Pattern Failure



Dialog



Tip

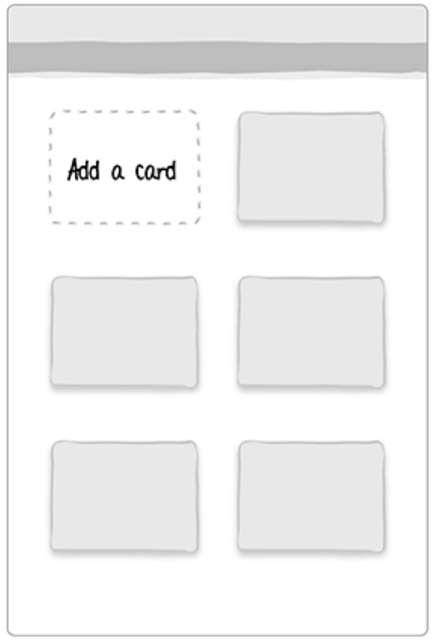


Tour

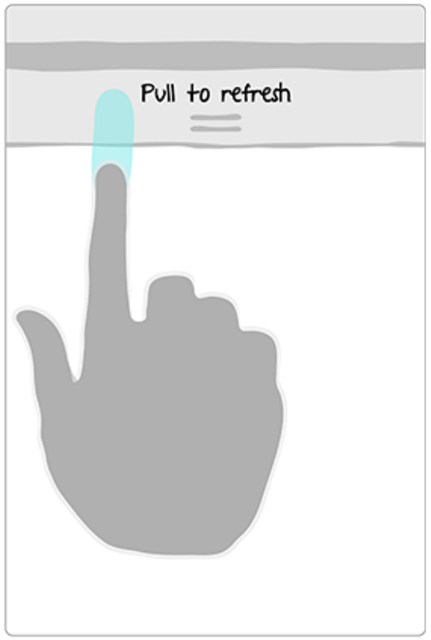
Video Demo

Transparency

1st Time Through/Tutorial



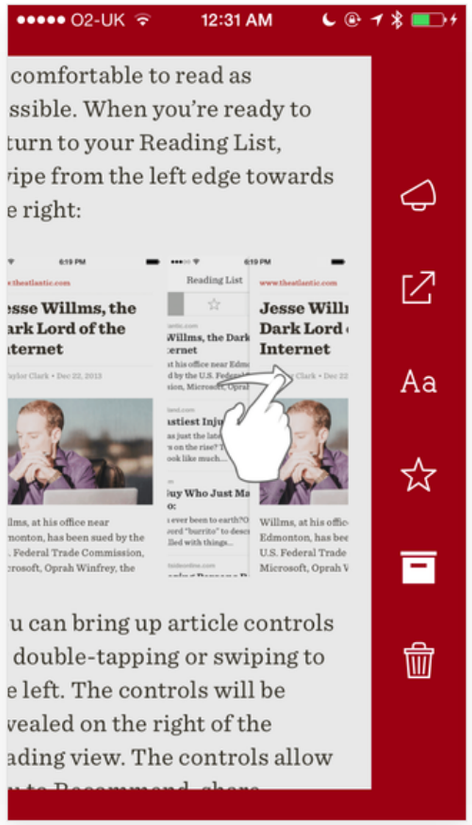
Persistent



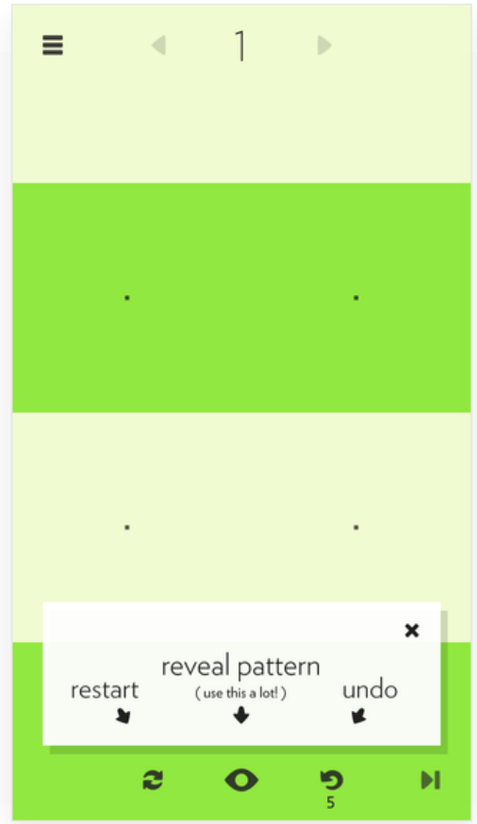
Discoverable

Mobile Tutorials | Pattern Failure

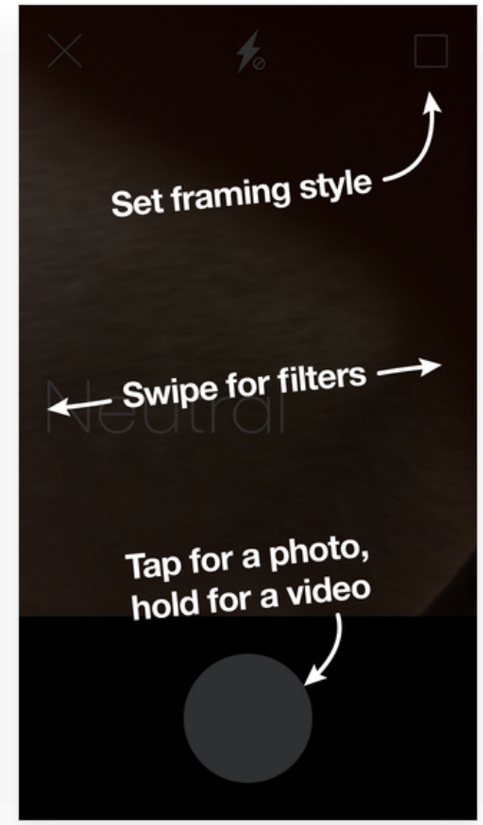
Flink Coach Marks



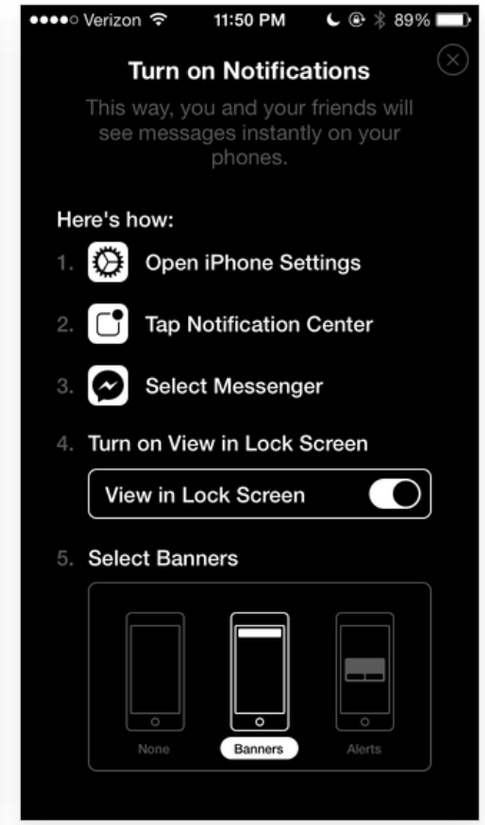
Readability™ Coach Marks



har•mo•ny Coach Marks



Ultravisual Coach Marks

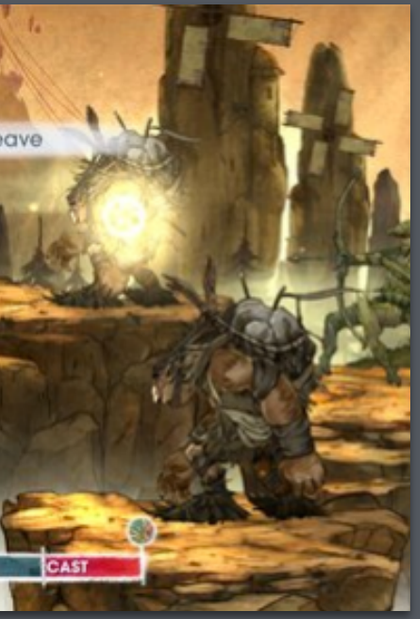


Facebook Messenger Coach Marks

pttrns

common practice ≠ best practice

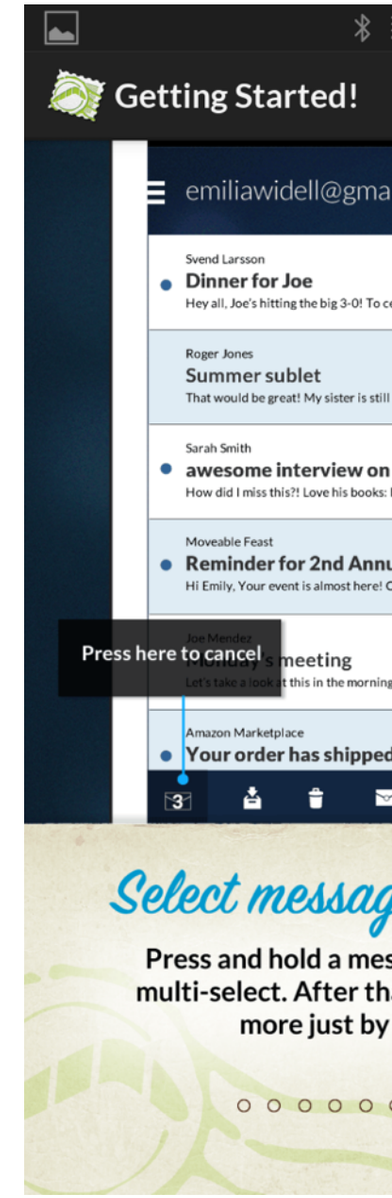
Mobile Tutorials | What Does Work?



Let's look at game design for best practices in designing tutorials to increase engagement.

Extra Credits' "Tutorials 101" gives us some basic guidelines.

Rule #1 | Use Less Text



Show, Don't Tell

Tutorials should be interactive so that users learn by doing. Boomerang just keeps going and going, eight pages of copy!

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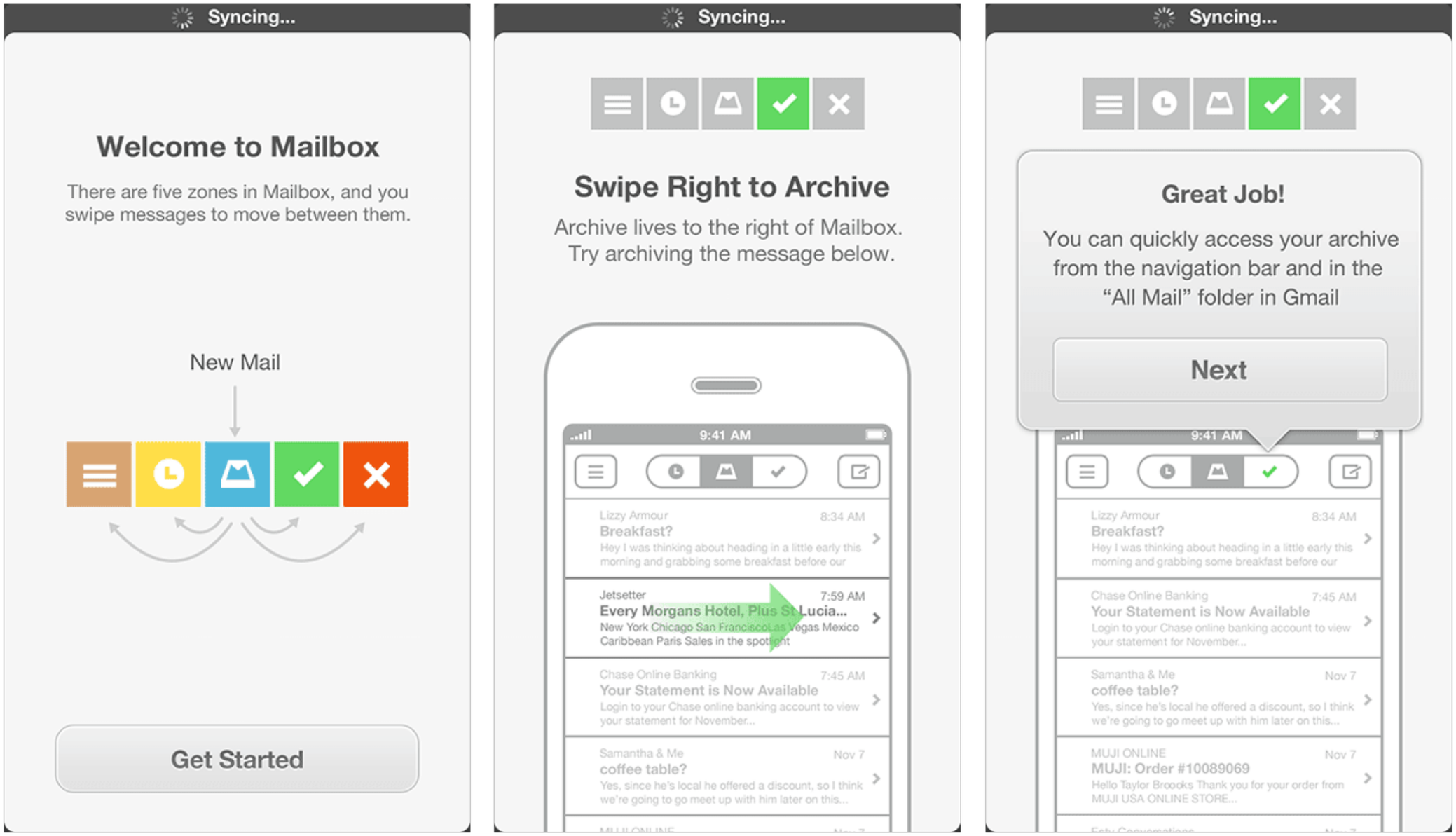

Show, Don't Tell

Tutorials should be interactive so that users learn by doing. Mailbox has an interactive tutorial with words of encouragement along the way.

https://www.youtube.com/watch?v=URd0j5vEsHE

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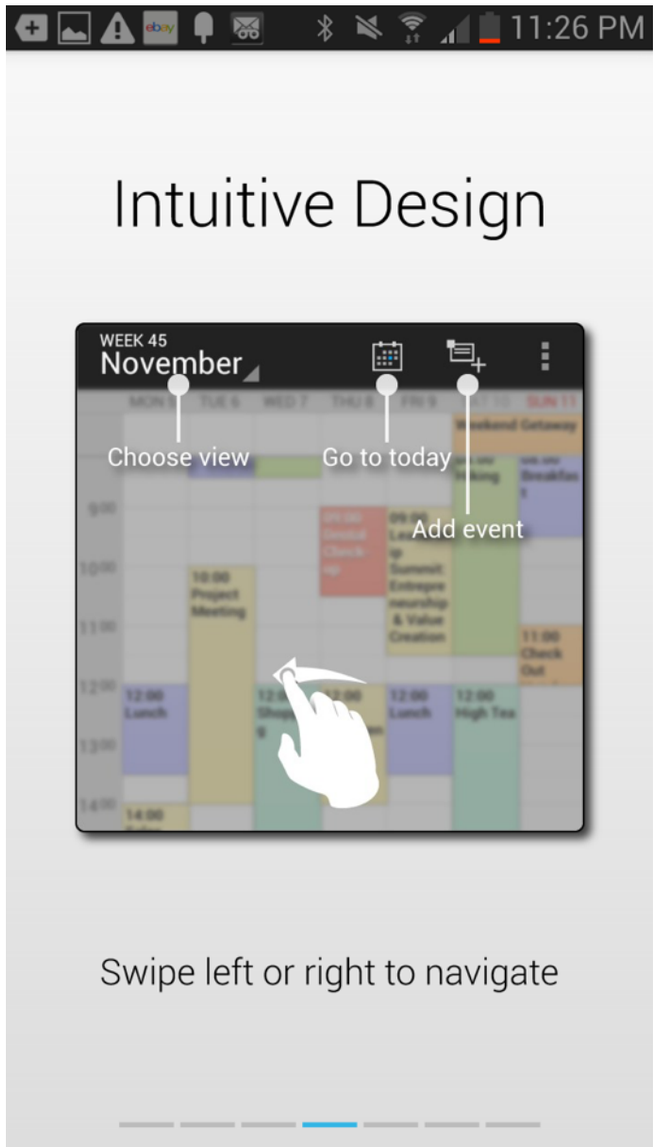

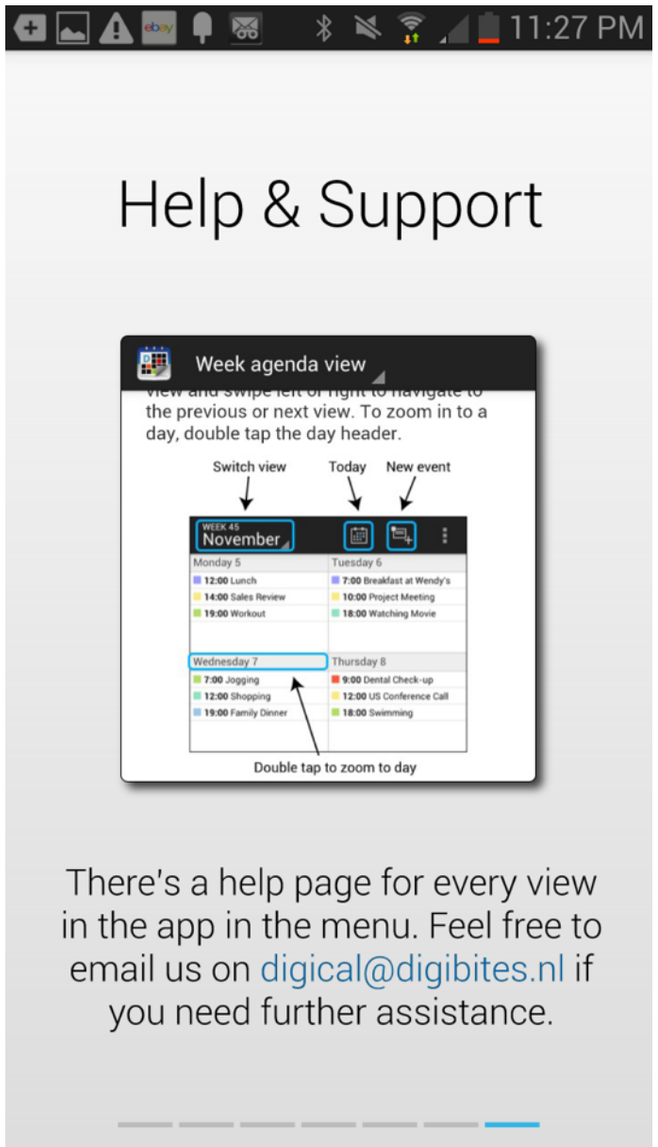

Show, Don't Tell

Tutorials should be interactive so that users learn by doing. Digical could learn from Fantastical's interactive tutorial.

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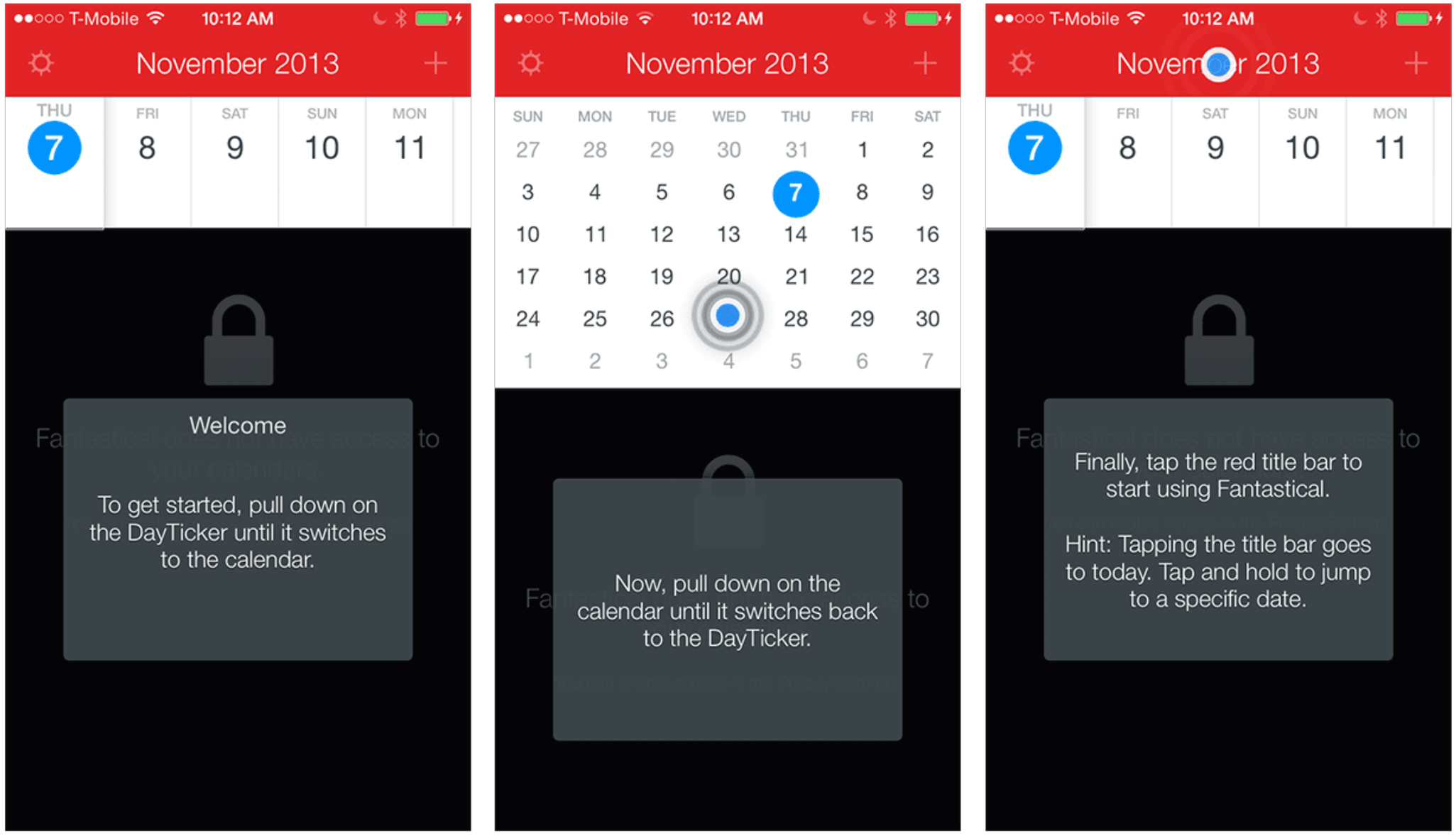


Show, Don't Tell

Tutorials should be interactive so that users learn by doing. Like Mailbox, Fantastical requires your participation first time through.

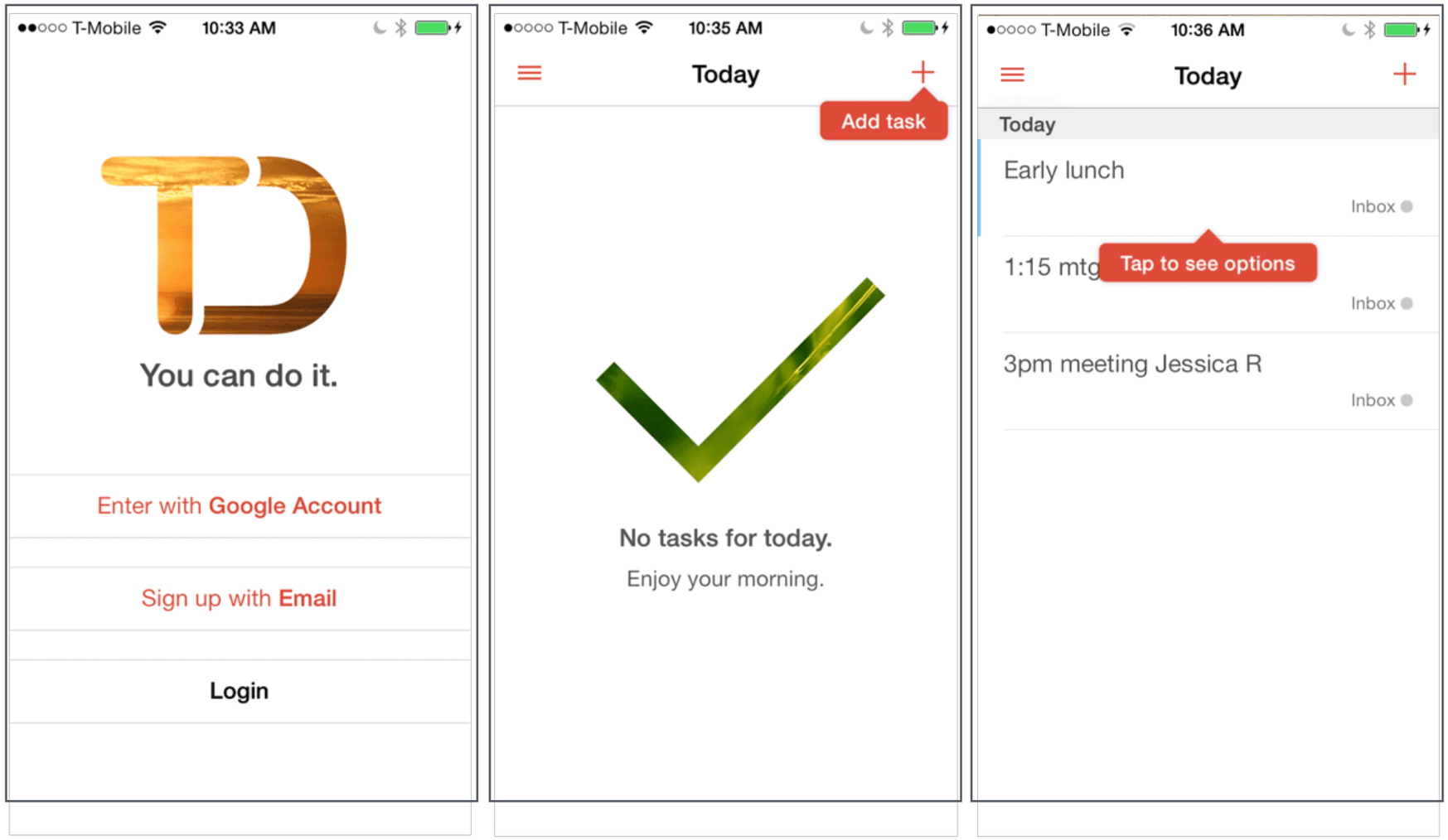
https://www.youtube.com/watch?v=e6Q8FbuNwiQ

Rule #2 | No Frontloading

Overwhelmed, Under Engaged

Provide information in short, easily digestible chunks. Doo has 11 pages of front loaded instructions!

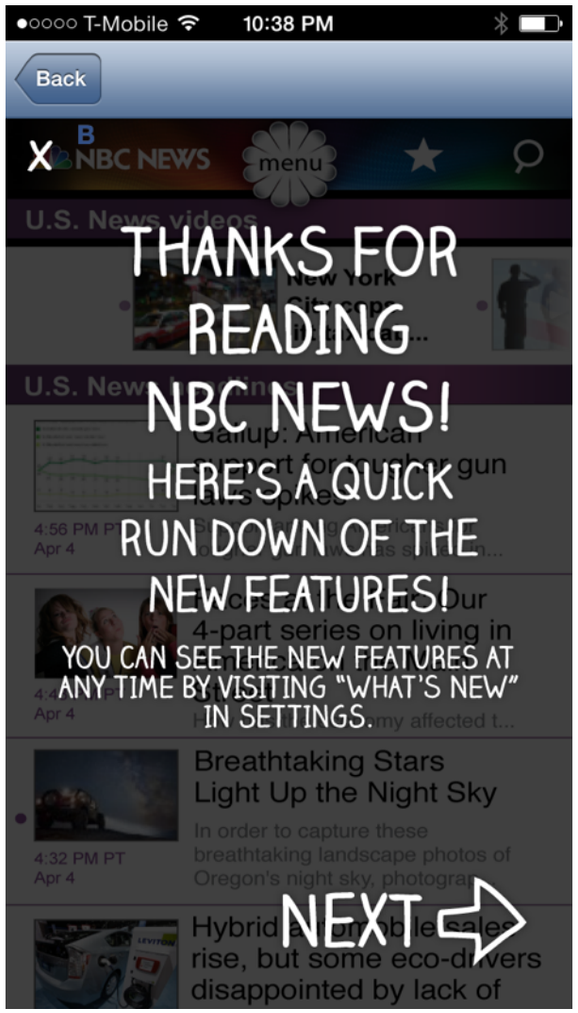
Rule #2 | No Frontloading

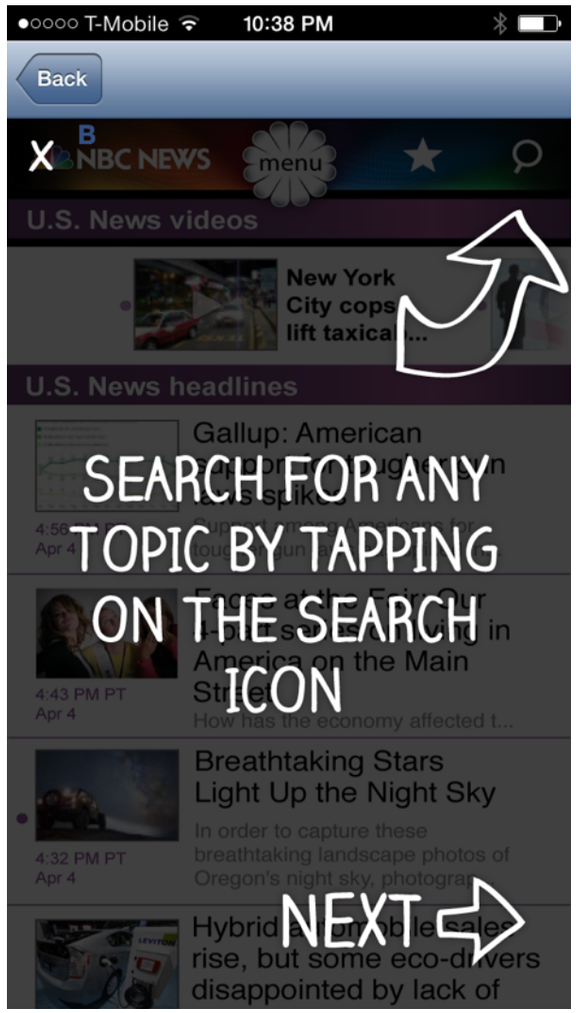


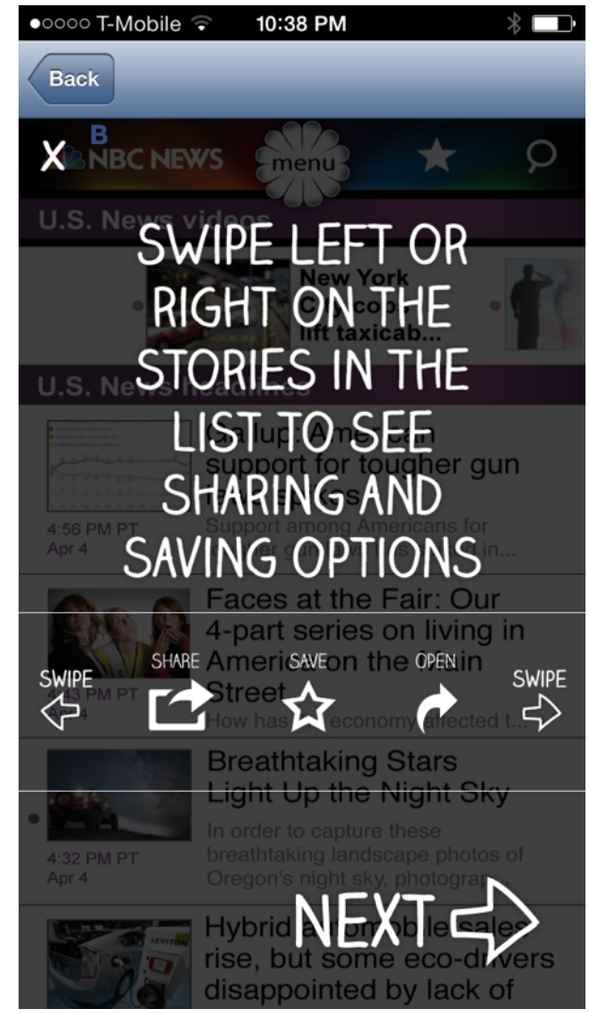
Overwhelmed, Under Engaged

Provide information in short, easily digestible chunks. ToDoList just gives you tips in the context of a normal workflow.

Rule #3 | Make It Fun



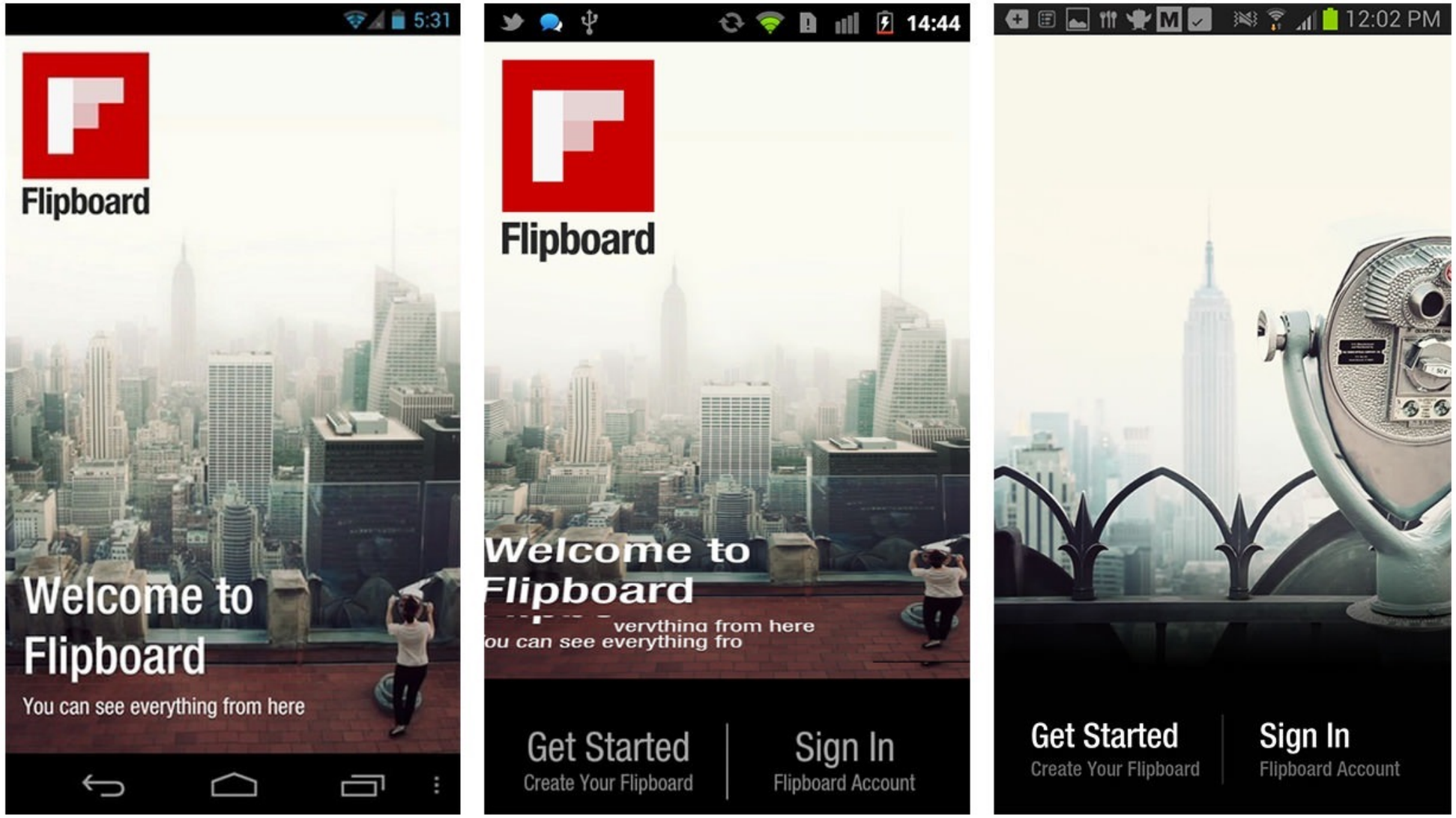




Make deeper engagement rewarding

Handwritten font on a transparent overlay is is not actually fun.

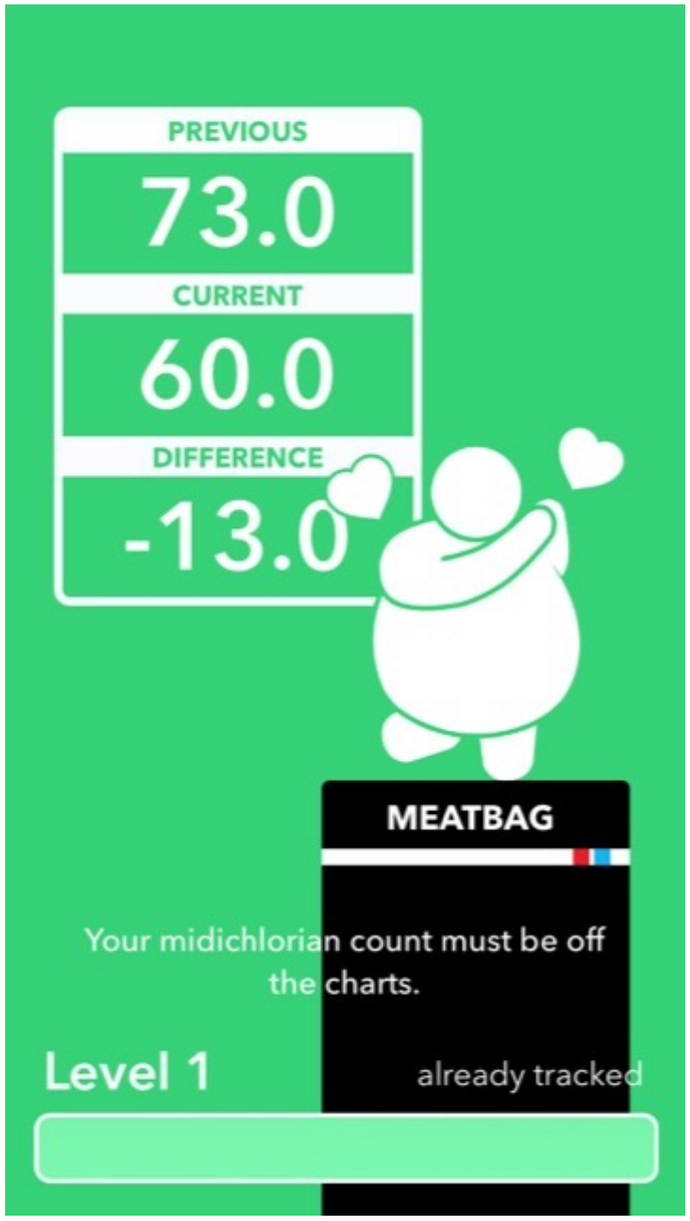
Rule #3 | Make It Fun

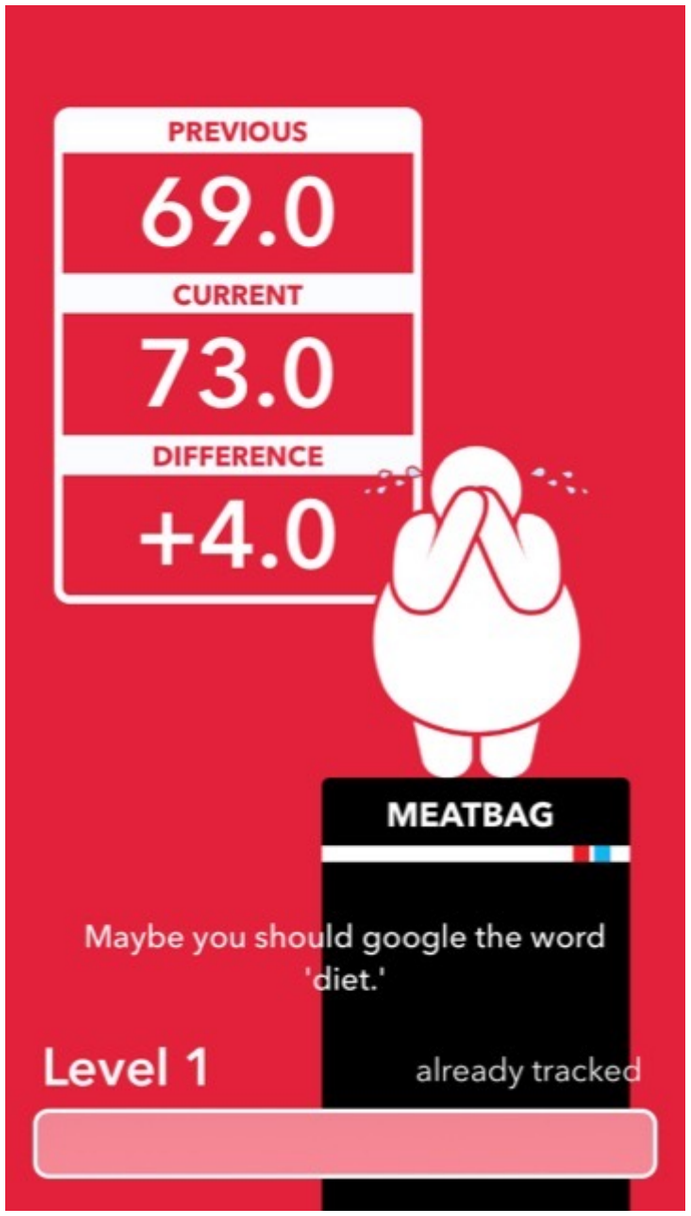


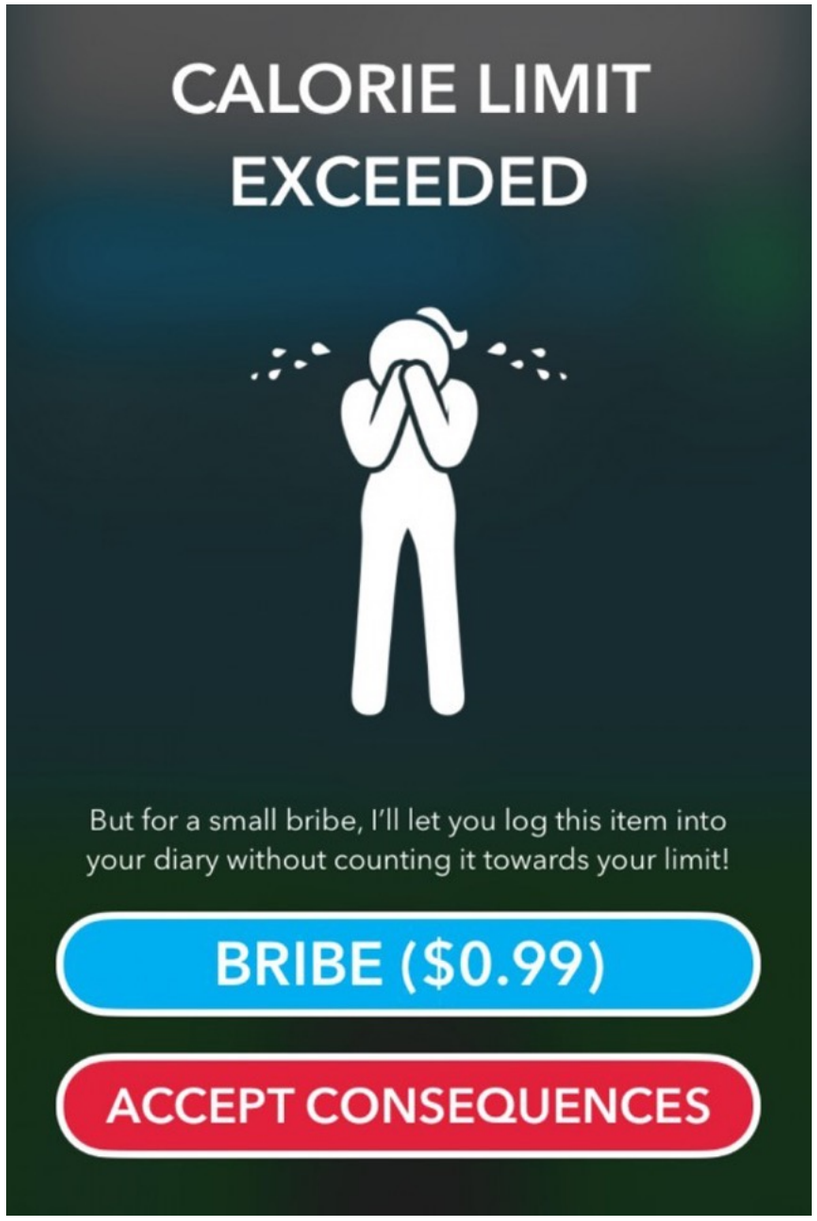
Make deeper engagement rewarding

Flipboard (2013) had a fun playful element on their landing screen that got users used to the swipe gesture the app relies on for navigating content.

Rule #3 | Make It Fun



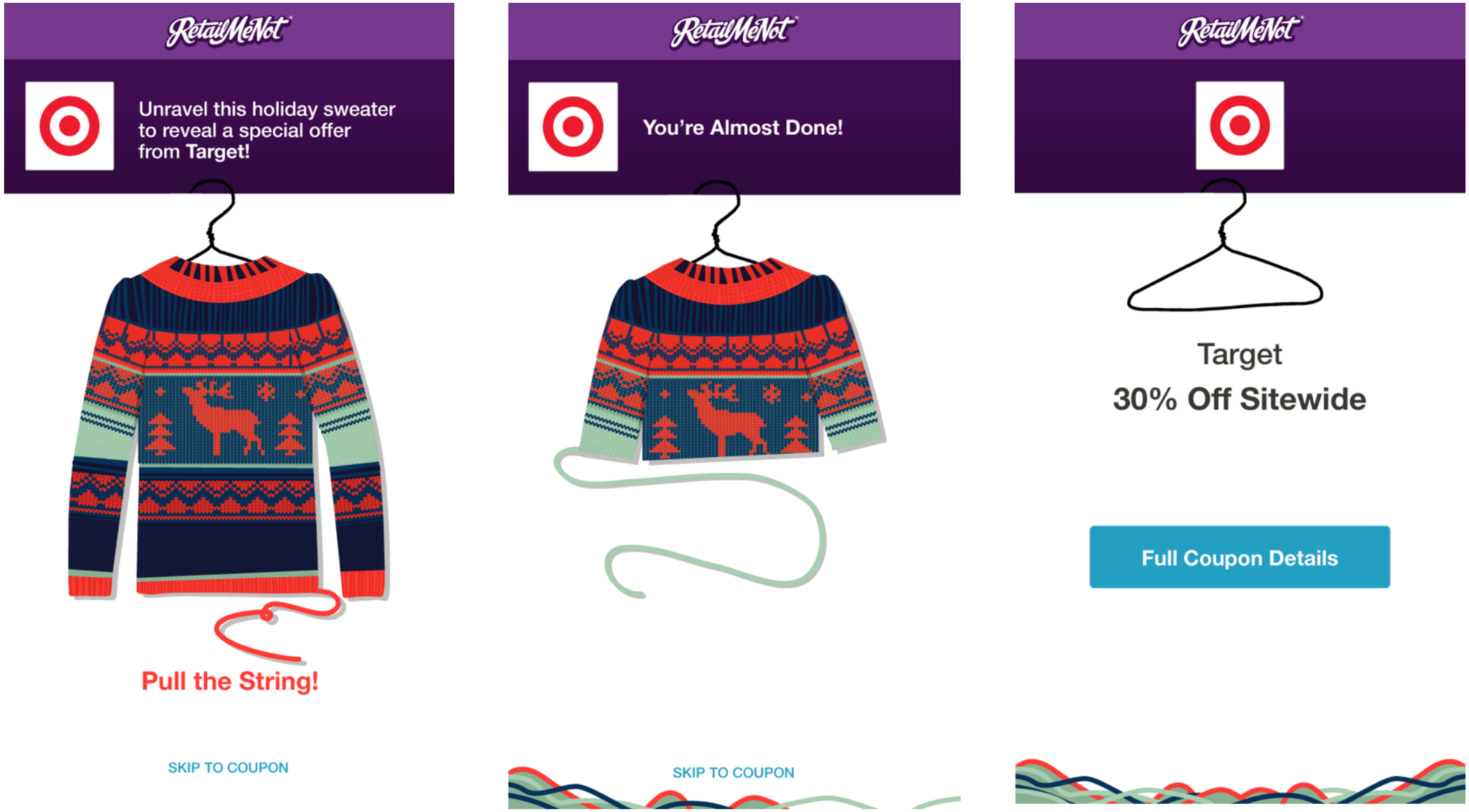




Some people like obnoxious

Carrot makes fun of you while you try to lose weight and will take a bribe if you want it to overlook a naughty snack.

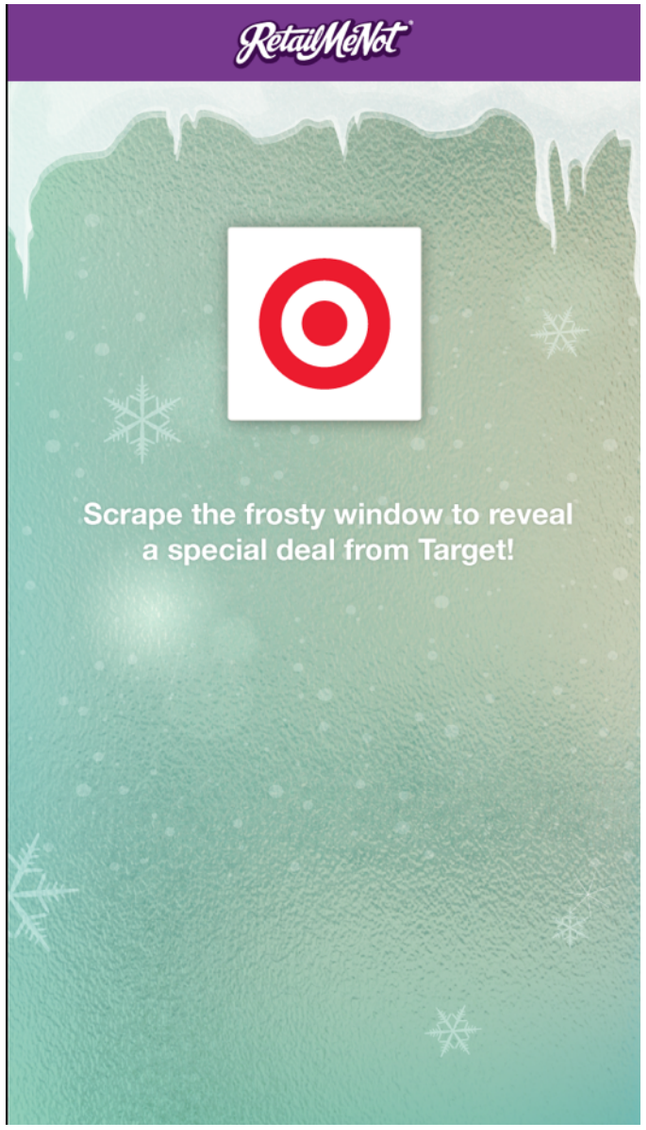
Rule #3 | Make It Fun



And Rewarding

RetailMeNot used these delightful mystery coupons during the holiday season, interactive, fun and rewarding!

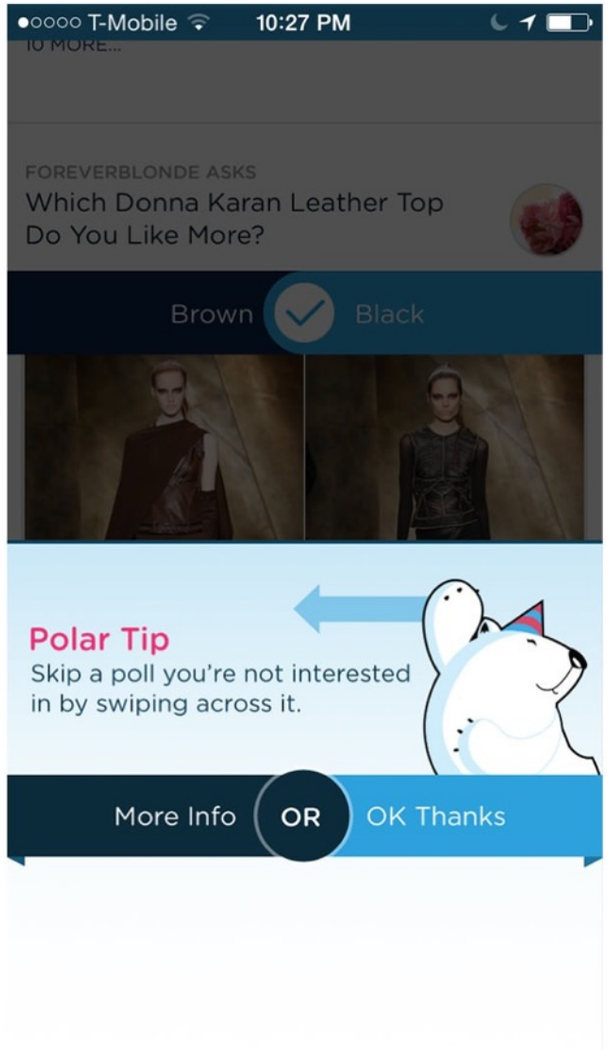
Rule #3 | Make It Fun

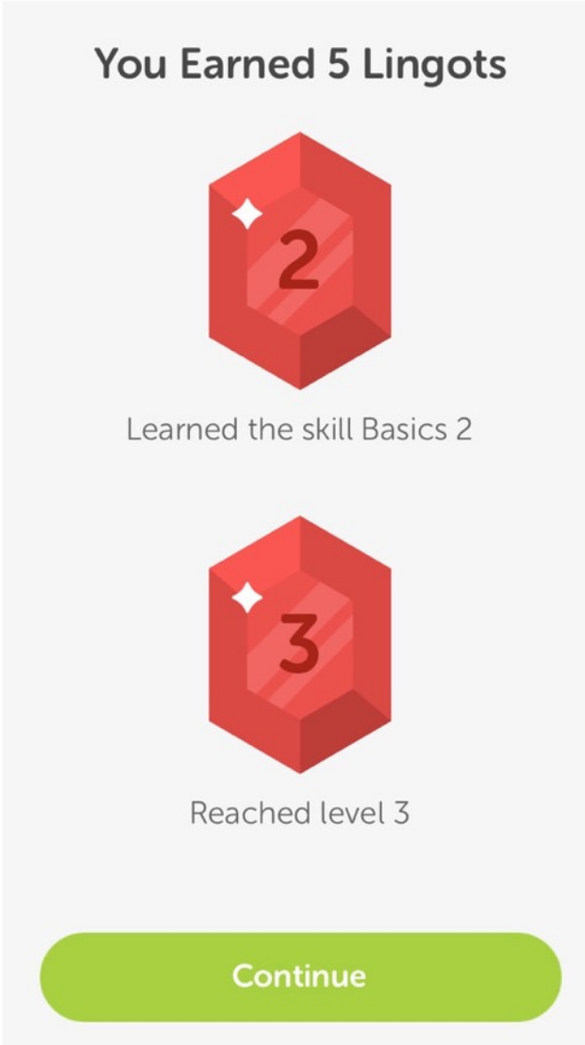


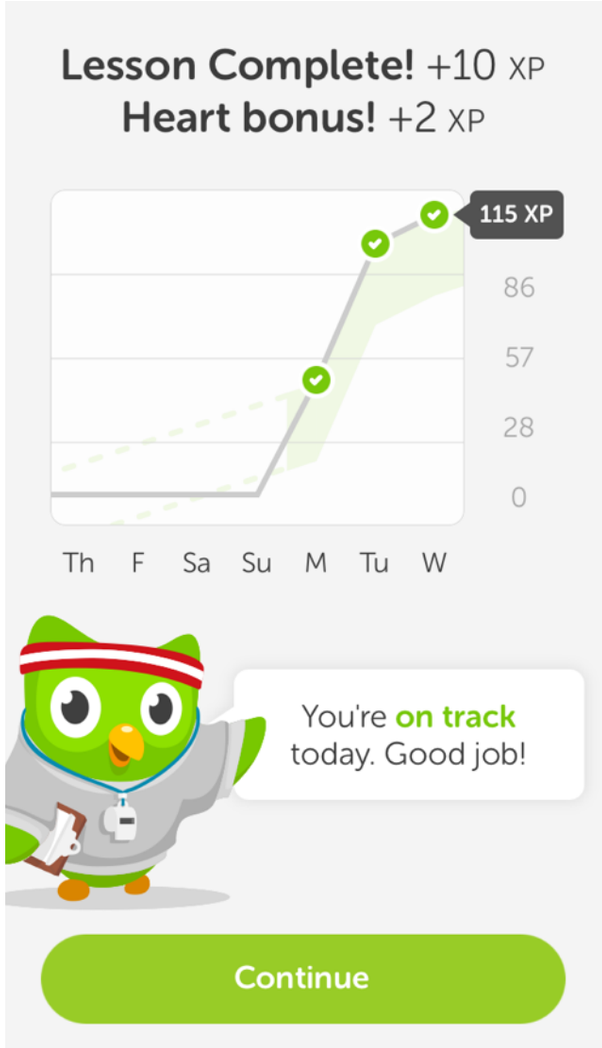
And Rewarding

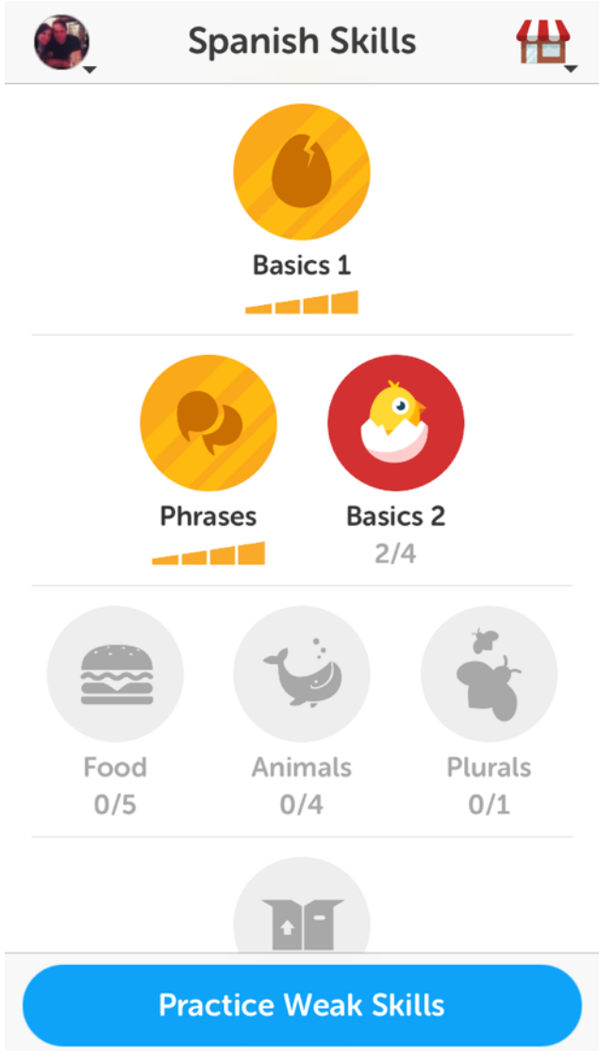
RetailMeNot used these delightful mystery coupons during the holiday season, interactive, fun and rewarding!

Rule #4 | Reinforce Learning





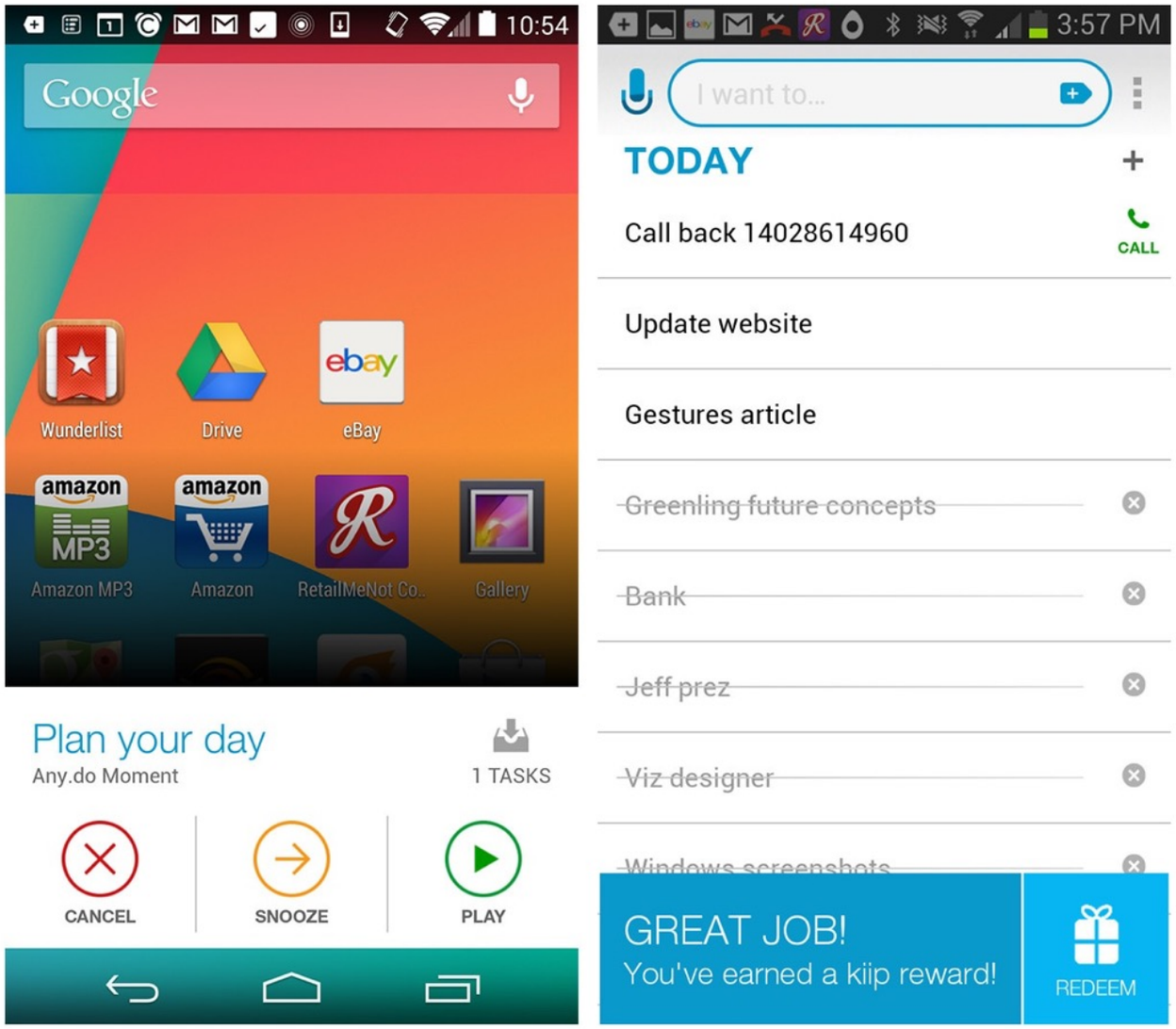




Reinforcement takes care of itself…

By following the first three rules. Ex. Give new tips once an action is mastered (Polar) or try an even more structured gamification model (DuoLingo).

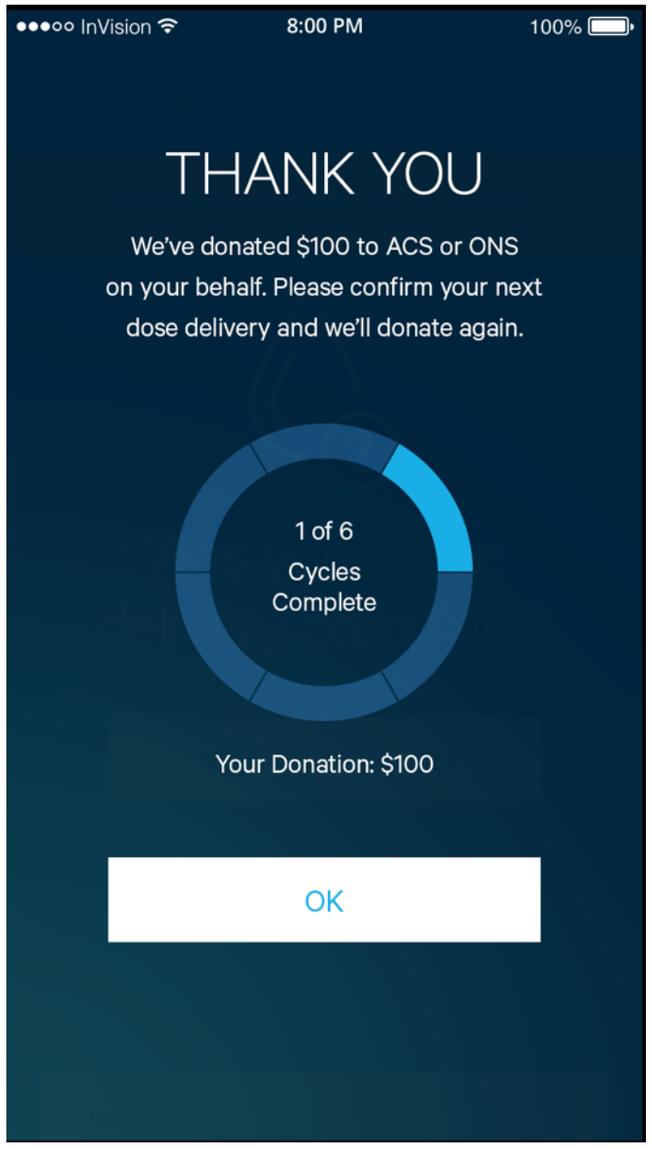
Rule #4 | Reinforce Learning



Visual Feedback & Praise

AnyDo shows the tasks marked off with a strike though, just like in the tutorial. And occasionally I get a surprise for getting all my tasks done.

Rule #4 | Reinforce Learning



Skip the Badges and Leaderboards

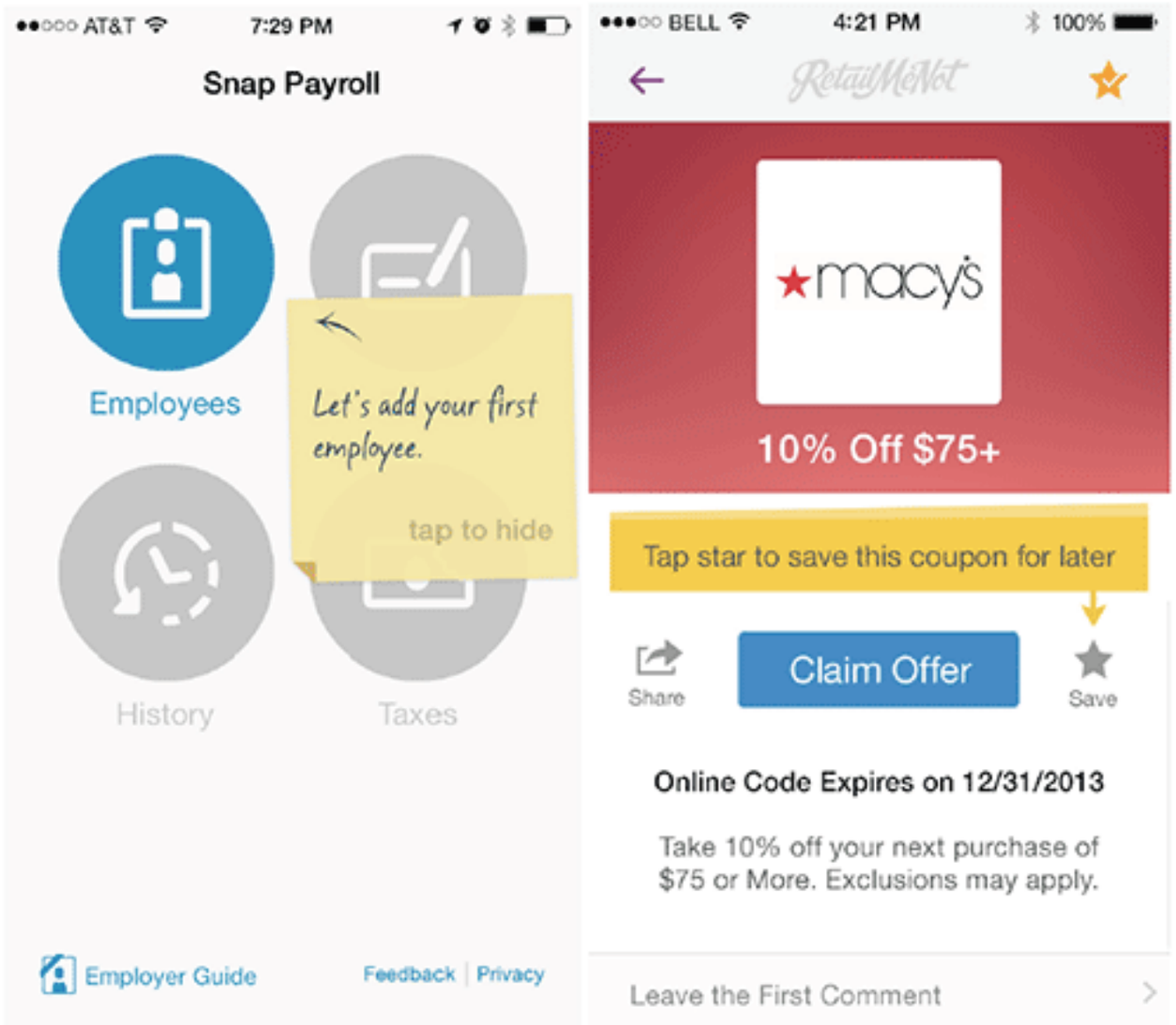
Find out what really motivates your users and leverage that, could be a donation, or maybe just a little humor at the right time.

Rule #5 | Listen to Your Users

Where do they get stuck?

Considering that you've been deep inside your app, building and refining it for months, who is the best person to explain how it works? Probably not you,

Mobile Tutorials | What Worked for Intuit and RetailMeNot?

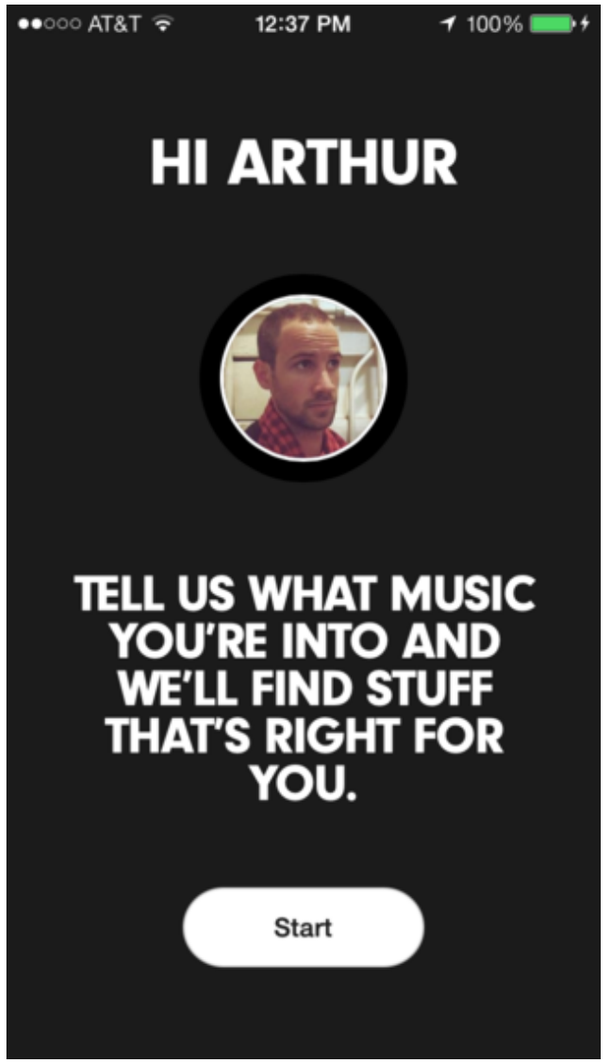


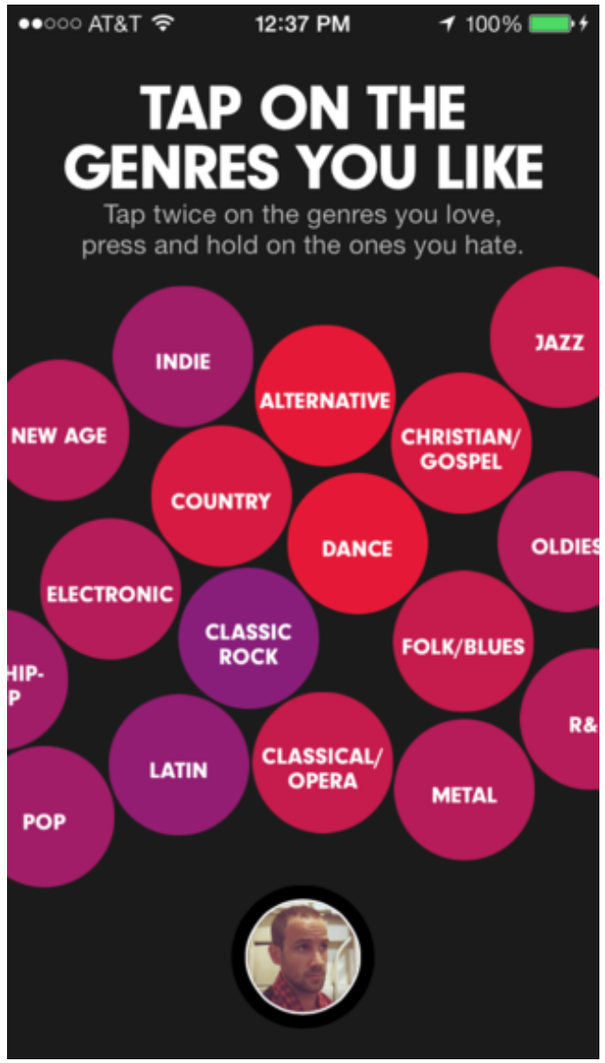
Contextual Tips

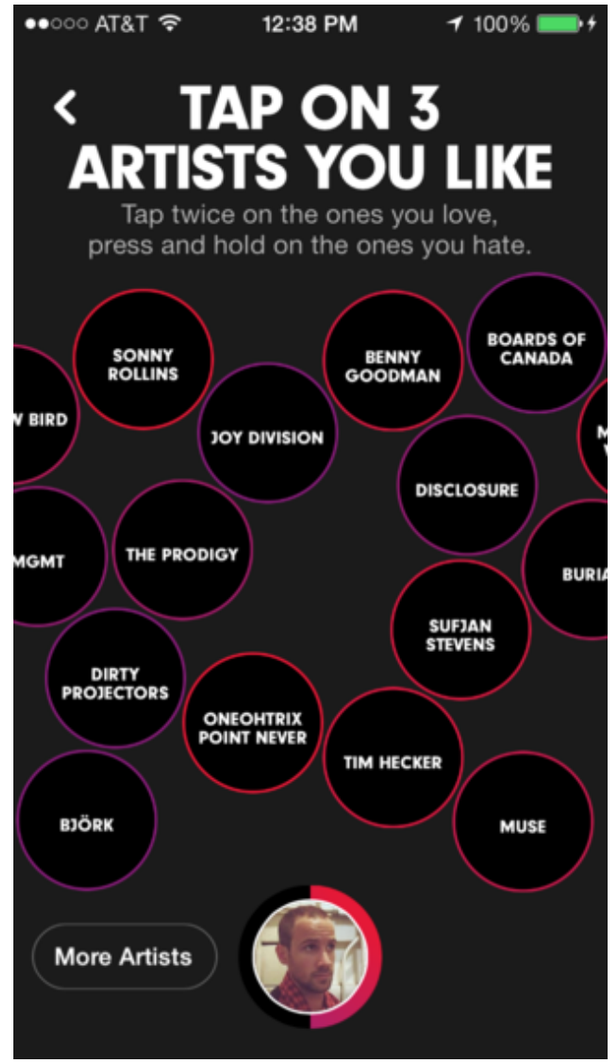
User testing showed that providing tips at the right time drove deeper user engagement with their applications.

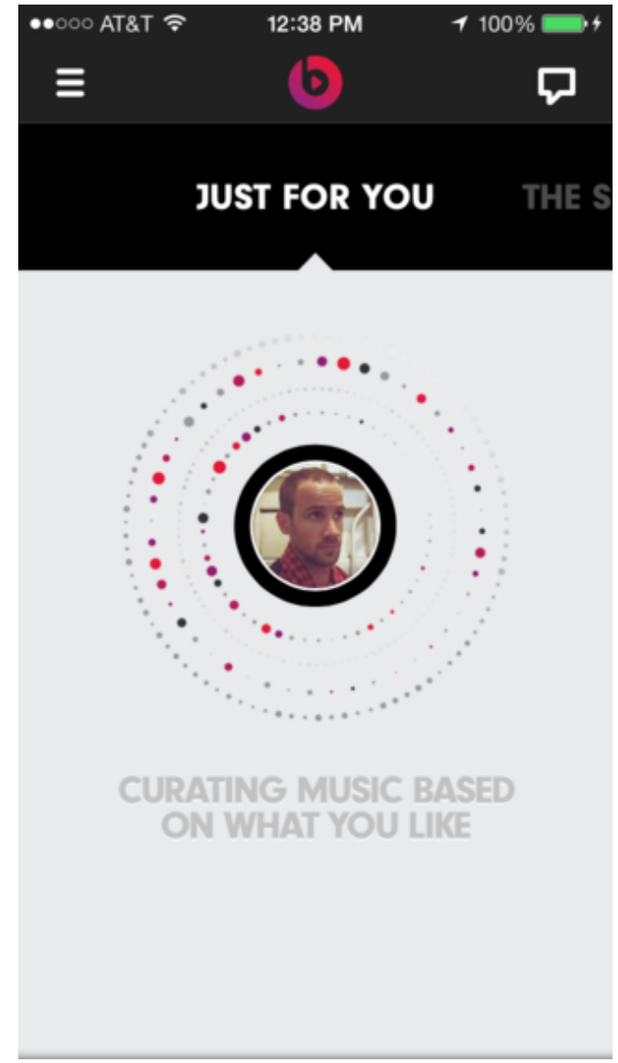
Frequently Asked Questions

FAQ | Tutorials vs Onboarding





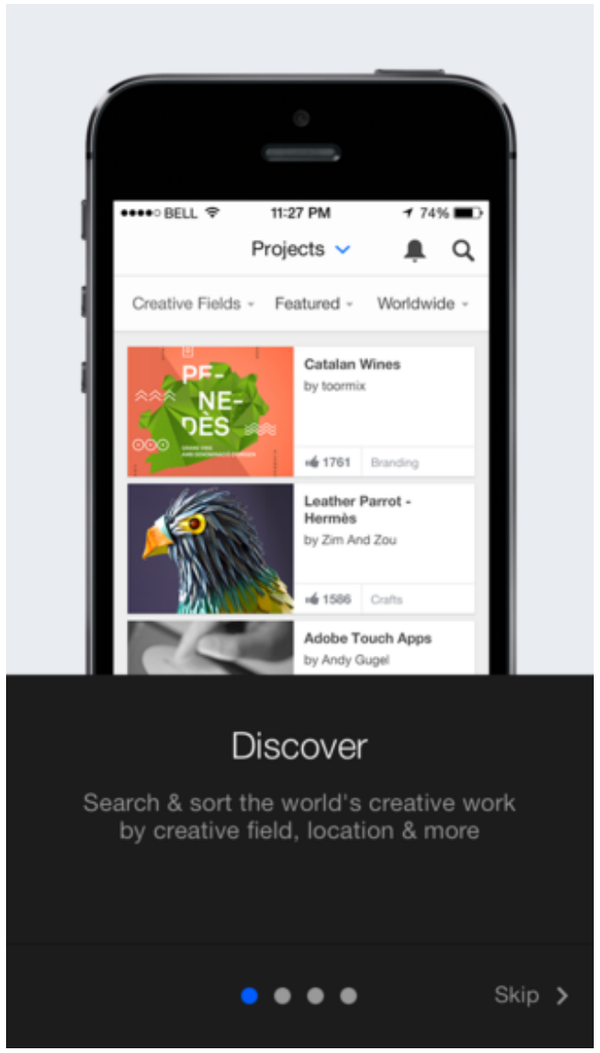


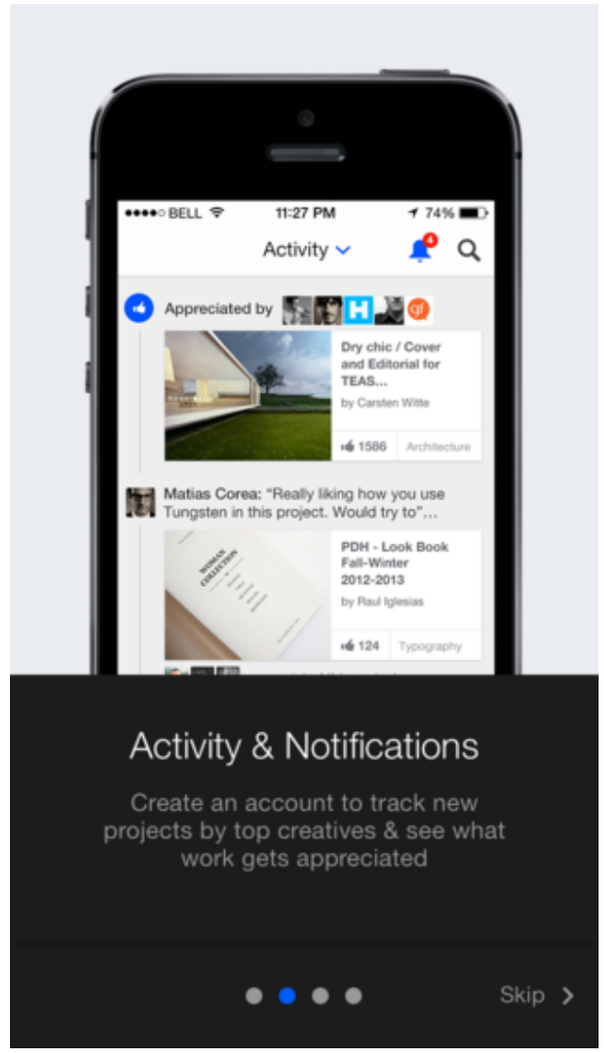


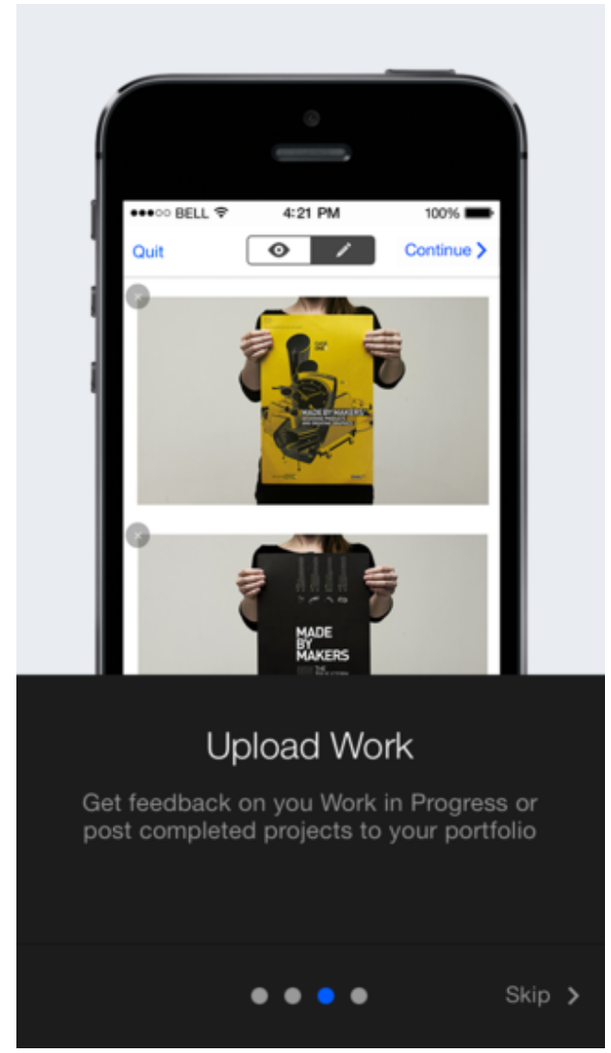
Personalizing an experience is different than…

Trying to teach someone how to use your app. This example from Beats Music is a good example of Registration + Personalization (Chapter 2:Forms).

FAQ | Tutorials vs Product Tours

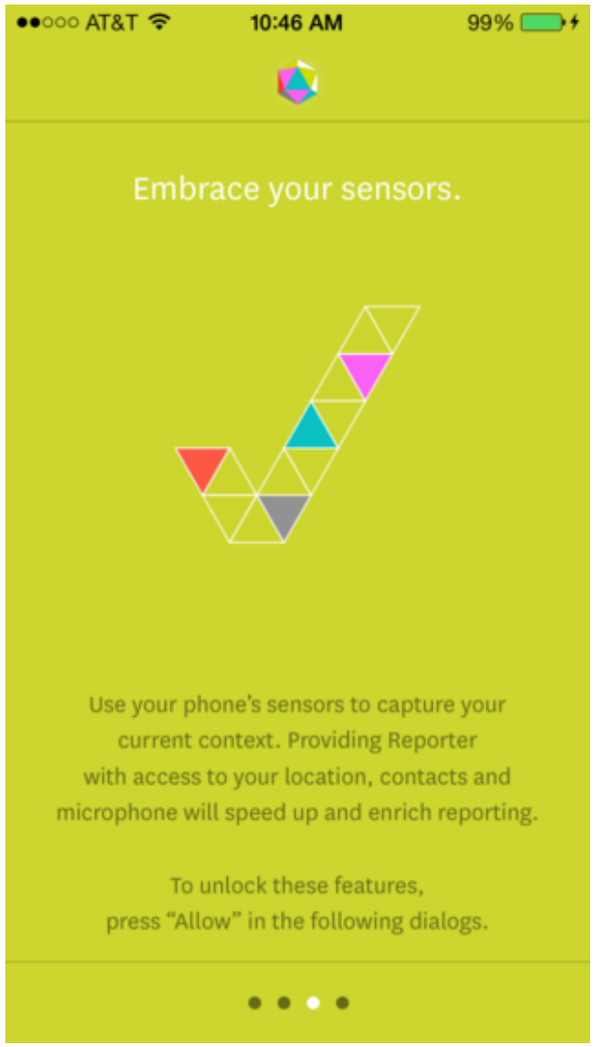


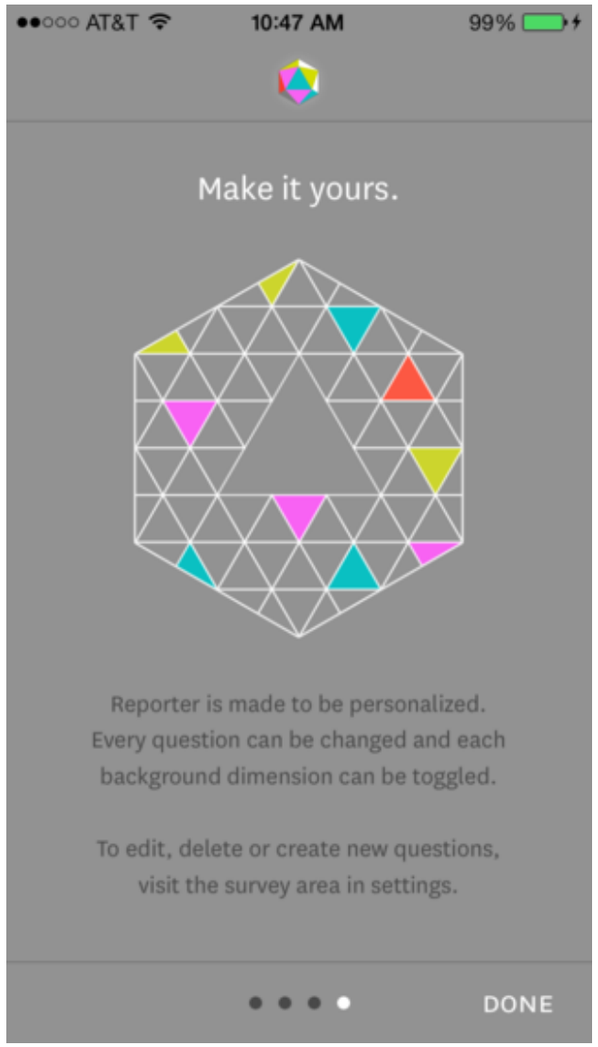




> **Highlighting your value proposition is different than…**
>
> Trying to teach someone how to use your app. But, make sure to test, keep the copy brief, and offer an option to skip. Behance (good), Reporter (bad).

FAQ | Tutorials vs Product Tours

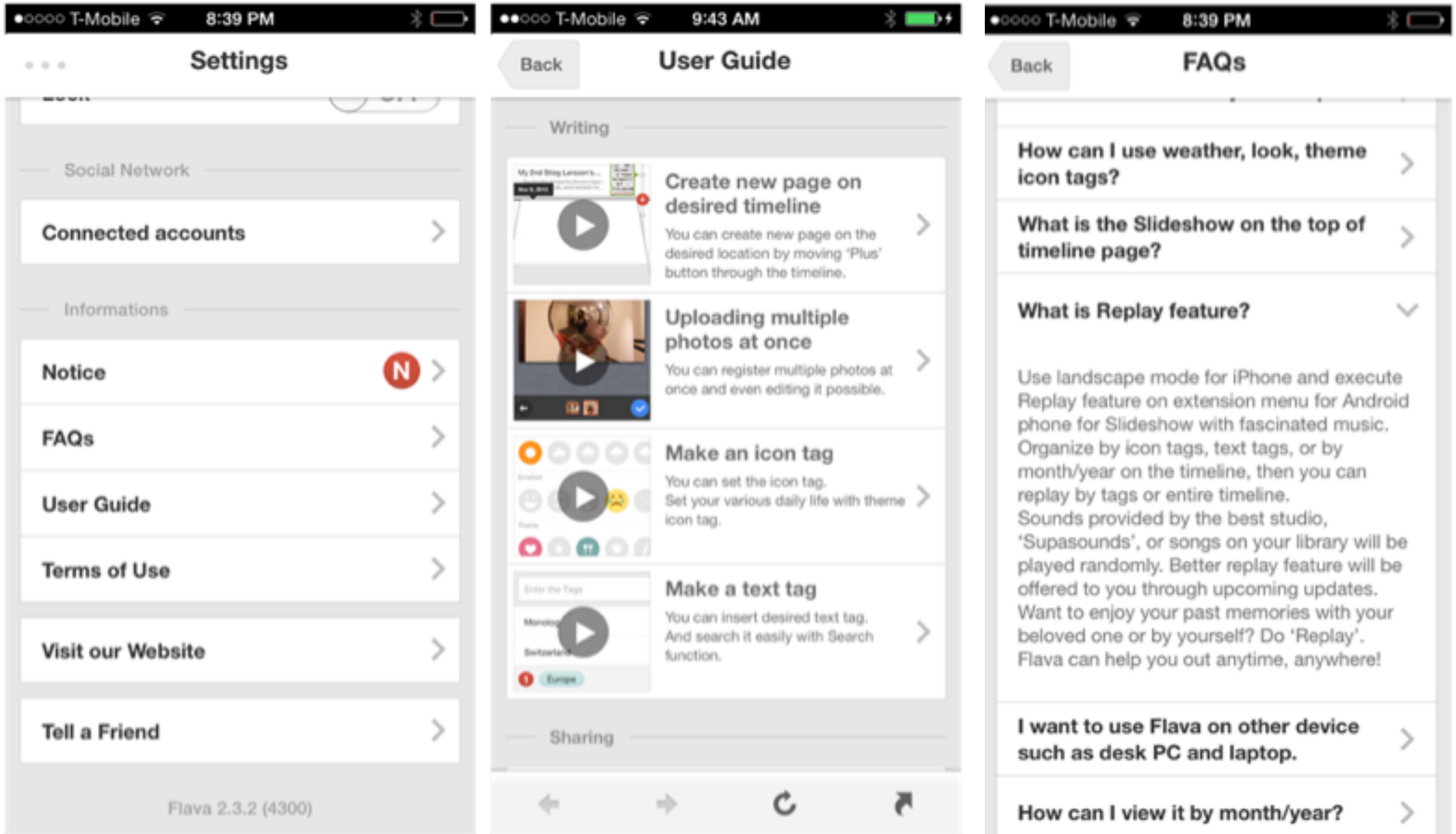




Highlighting your value proposition is different than…

Trying to teach someone how to use your app. But, make sure to test, keep the copy brief, and offer an option to skip. Behance (good), Reporter (bad).

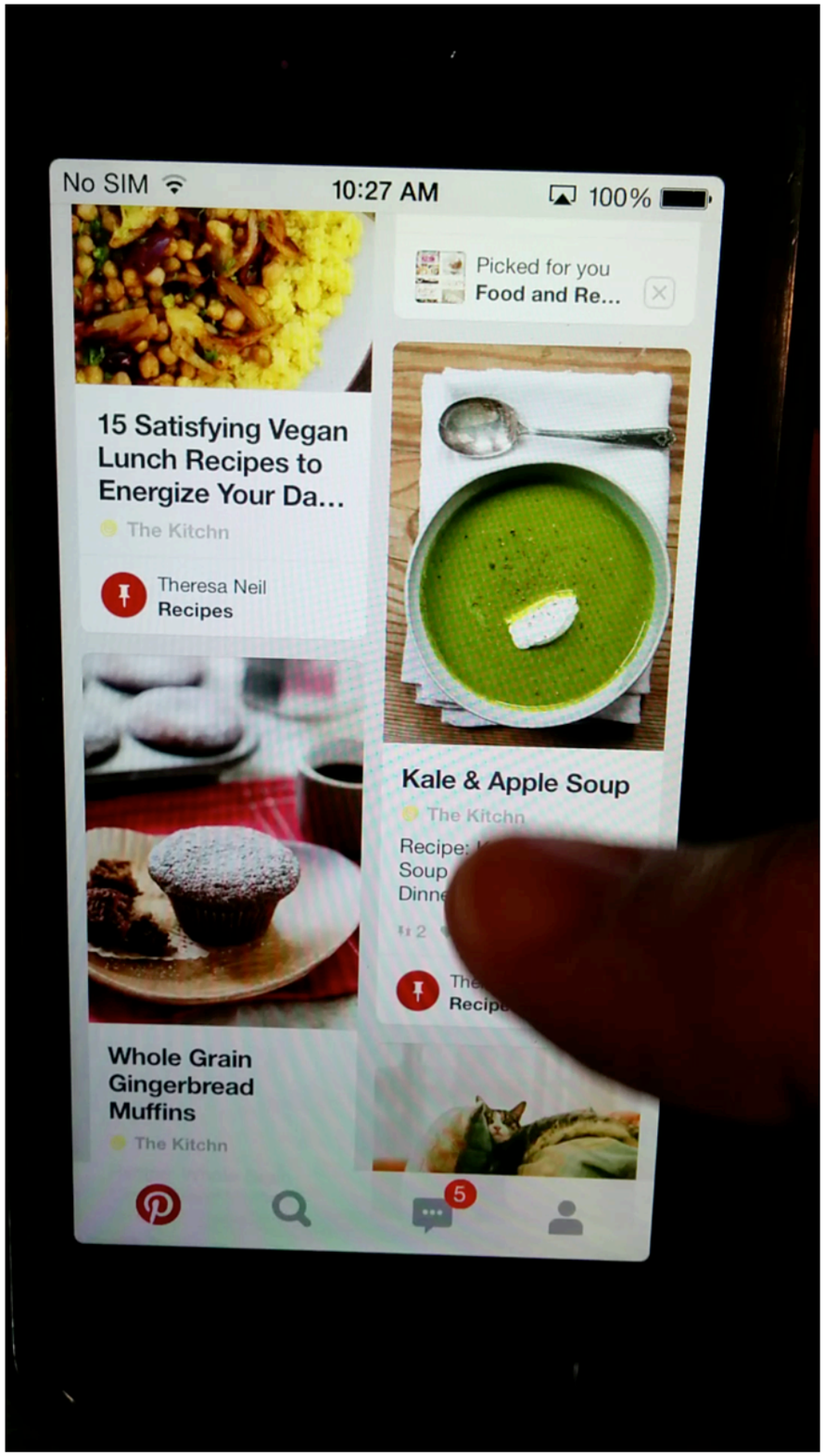
FAQ | Tutorials vs Help



You can still offer help

Some mobile apps, specifically productivity tools and BtoB apps, may require a Help System too (see Chapter 10:Help). Flava does a nice job with theirs.

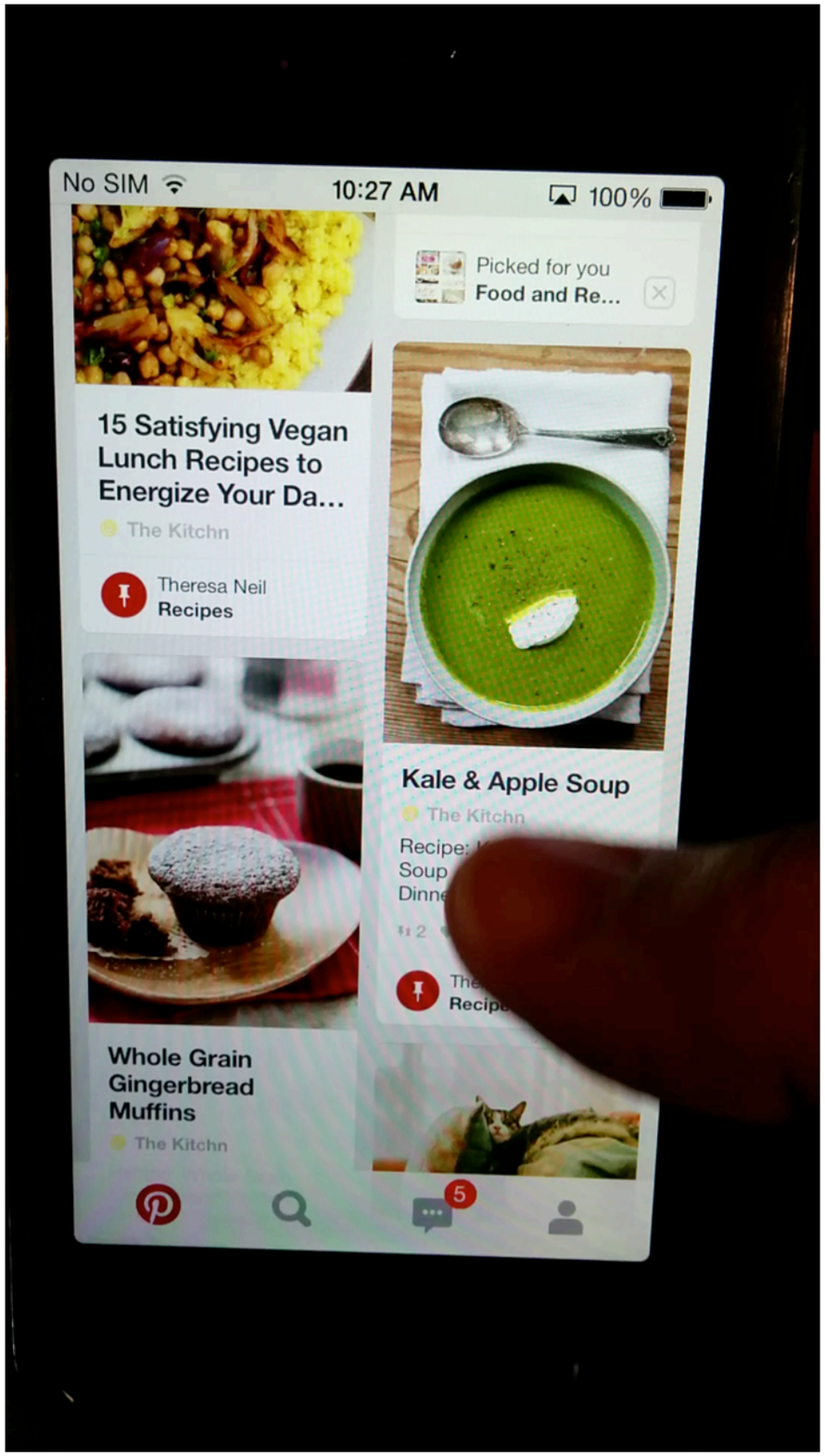
FAQ | Quick Fix?



Ex. Usability testing uncovers a problem

Pinterest has two ways to pin things, one easy to discover, the other harder to discover and takes a minute to learn. Can a tutorial help?

FAQ | Quick Fix?



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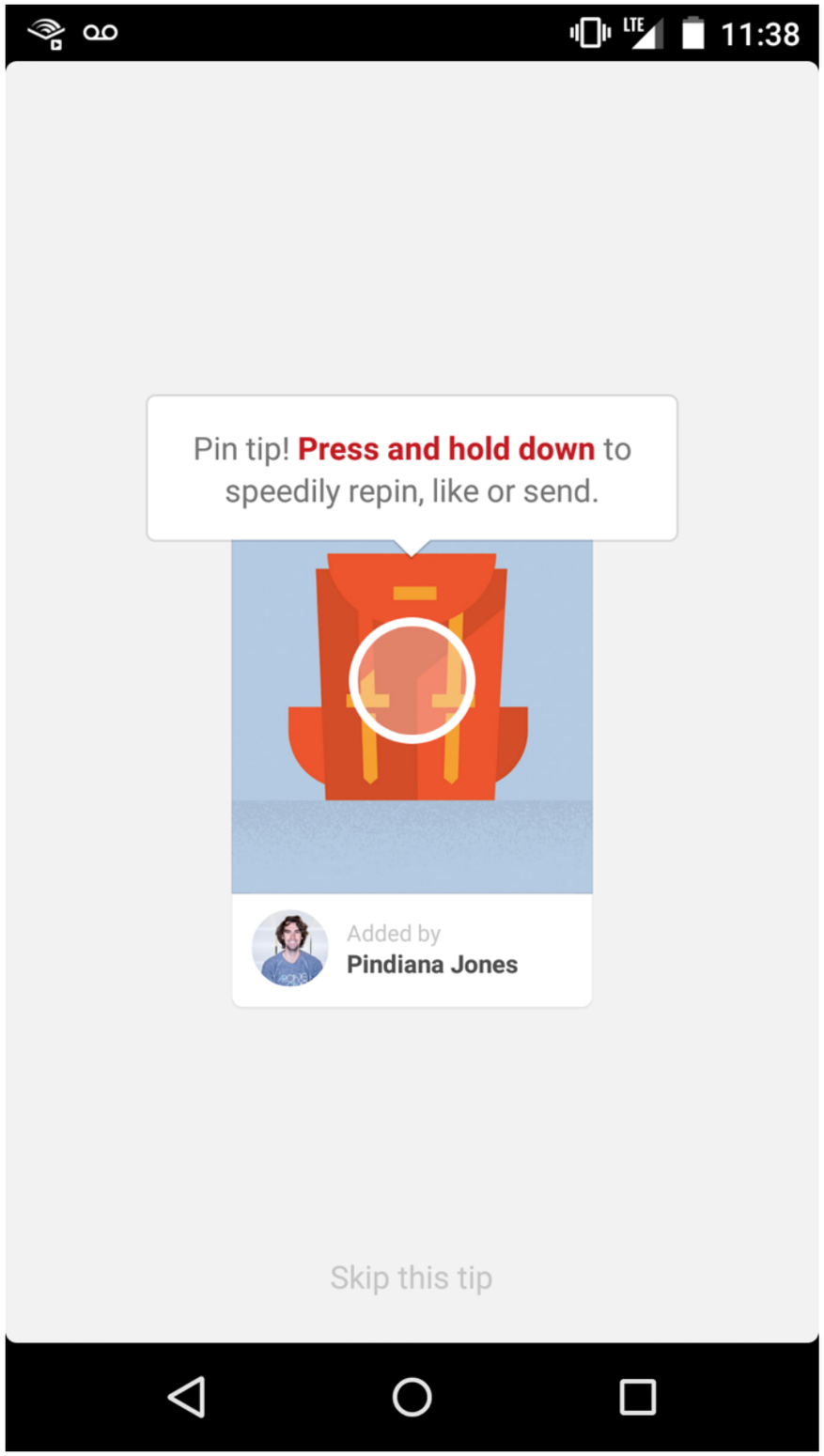
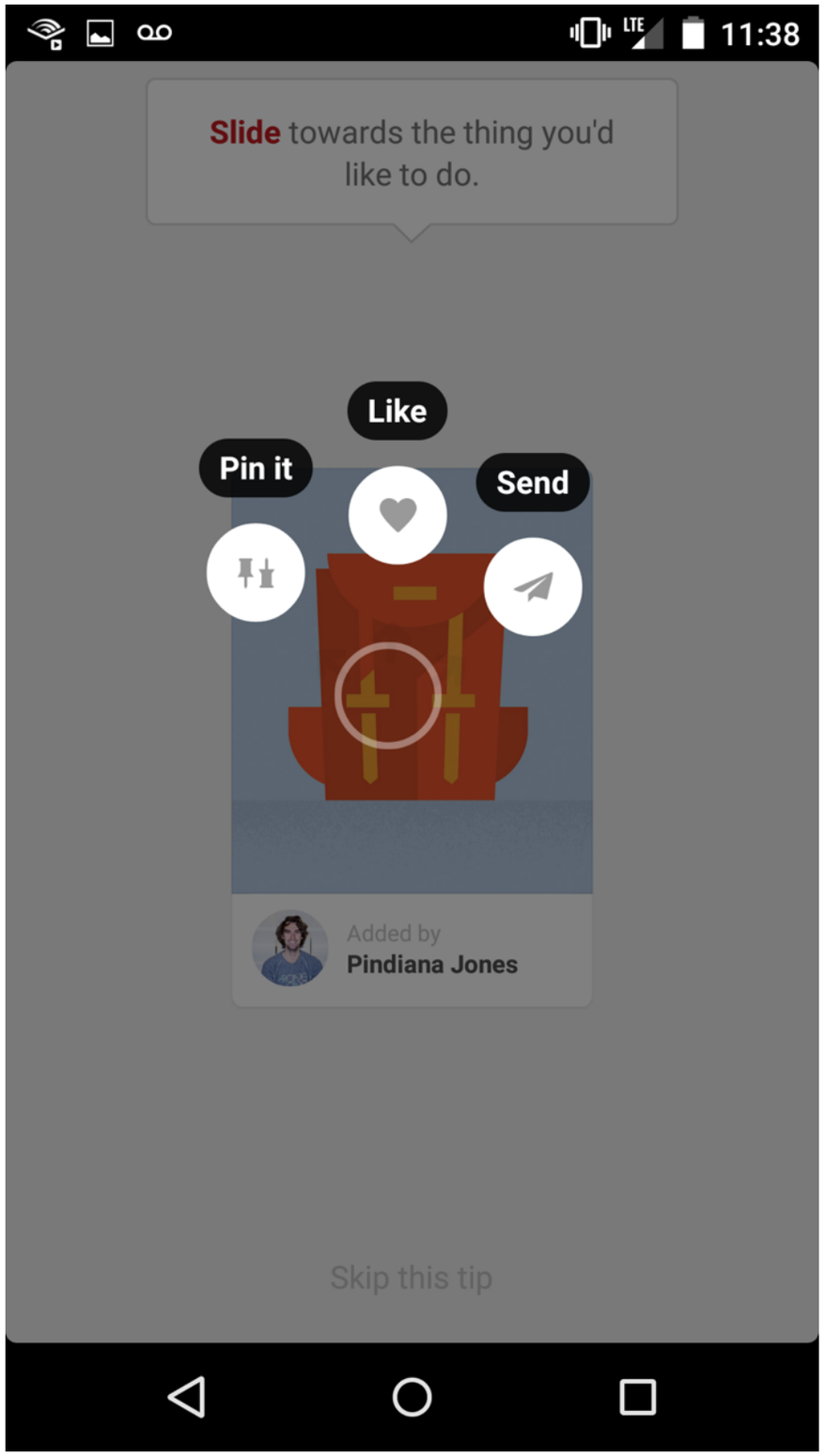


Yes!

This is a perfect example of using a tutorial to introduce and advanced feature. Pinterest provides this interactive tutorial the second or third time you open the app.

FAQ | Quick Fix?



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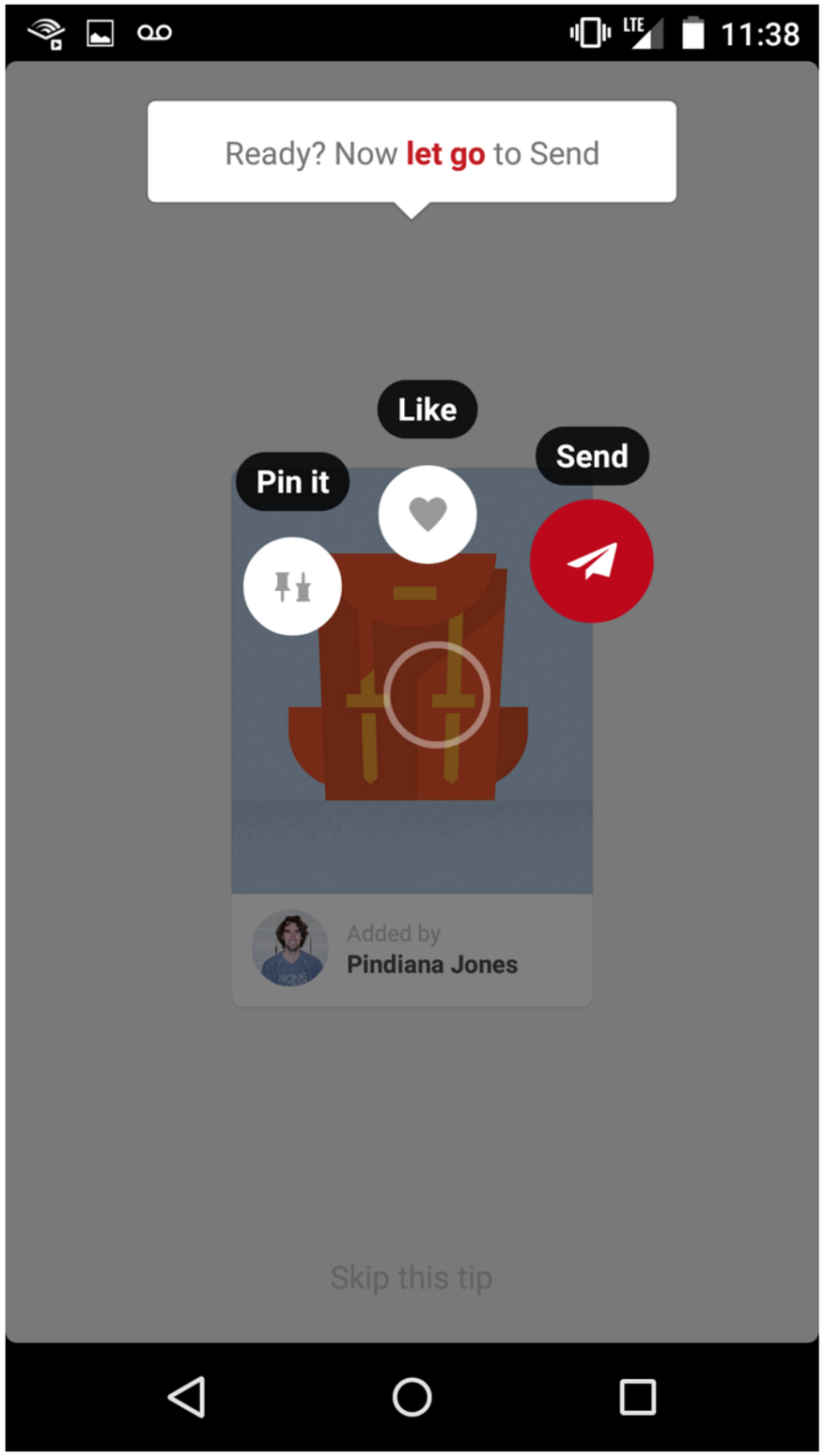

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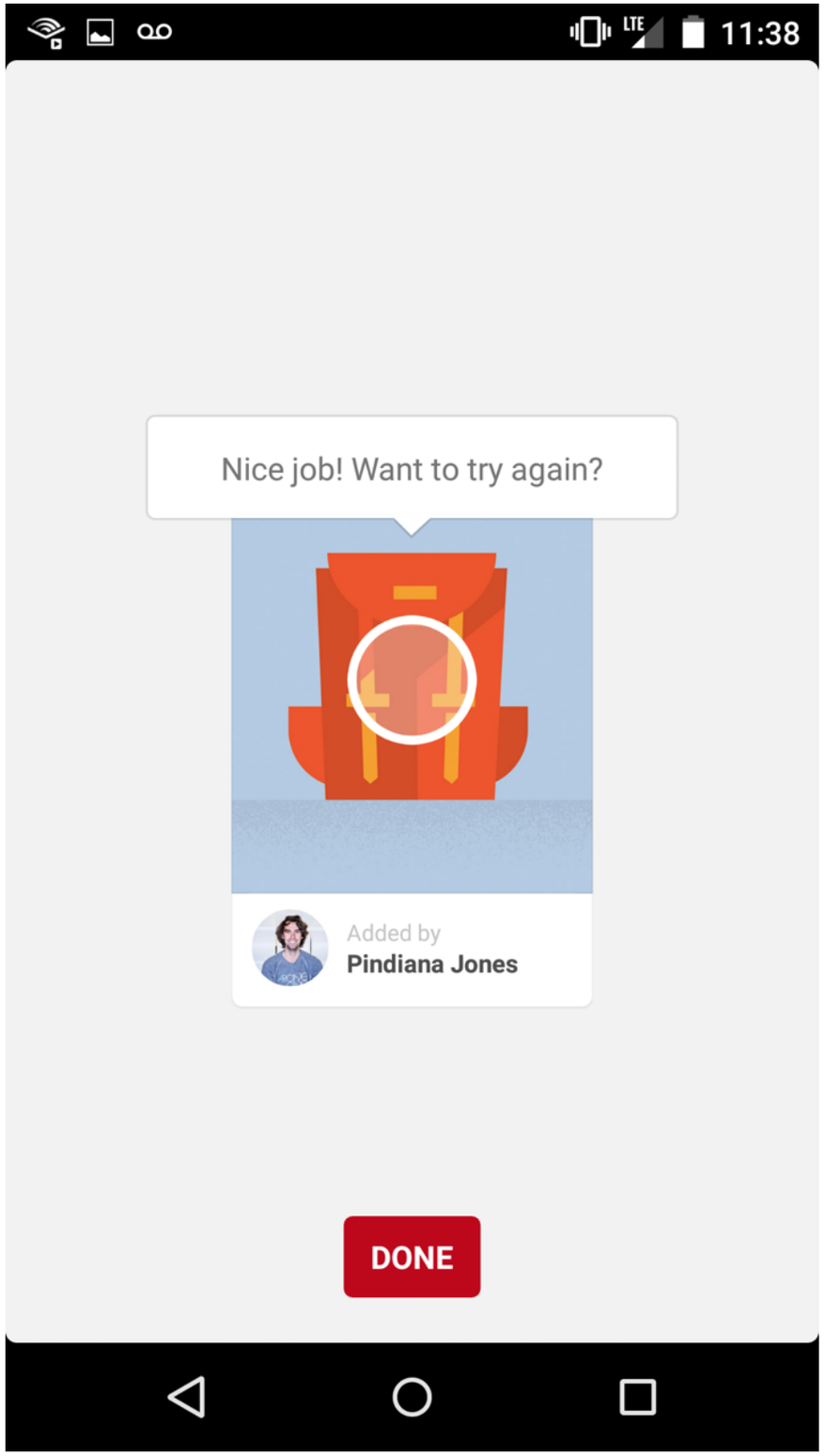

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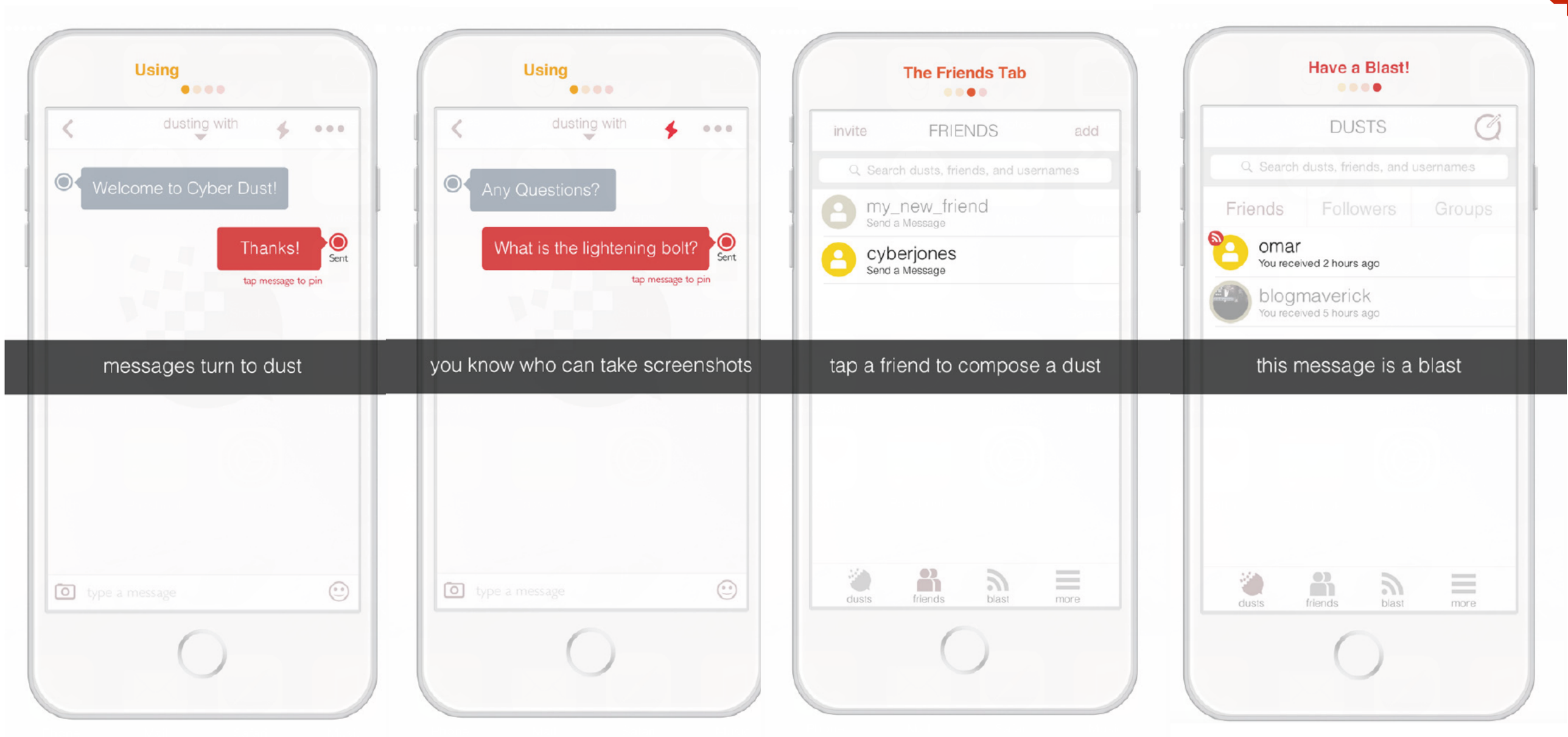
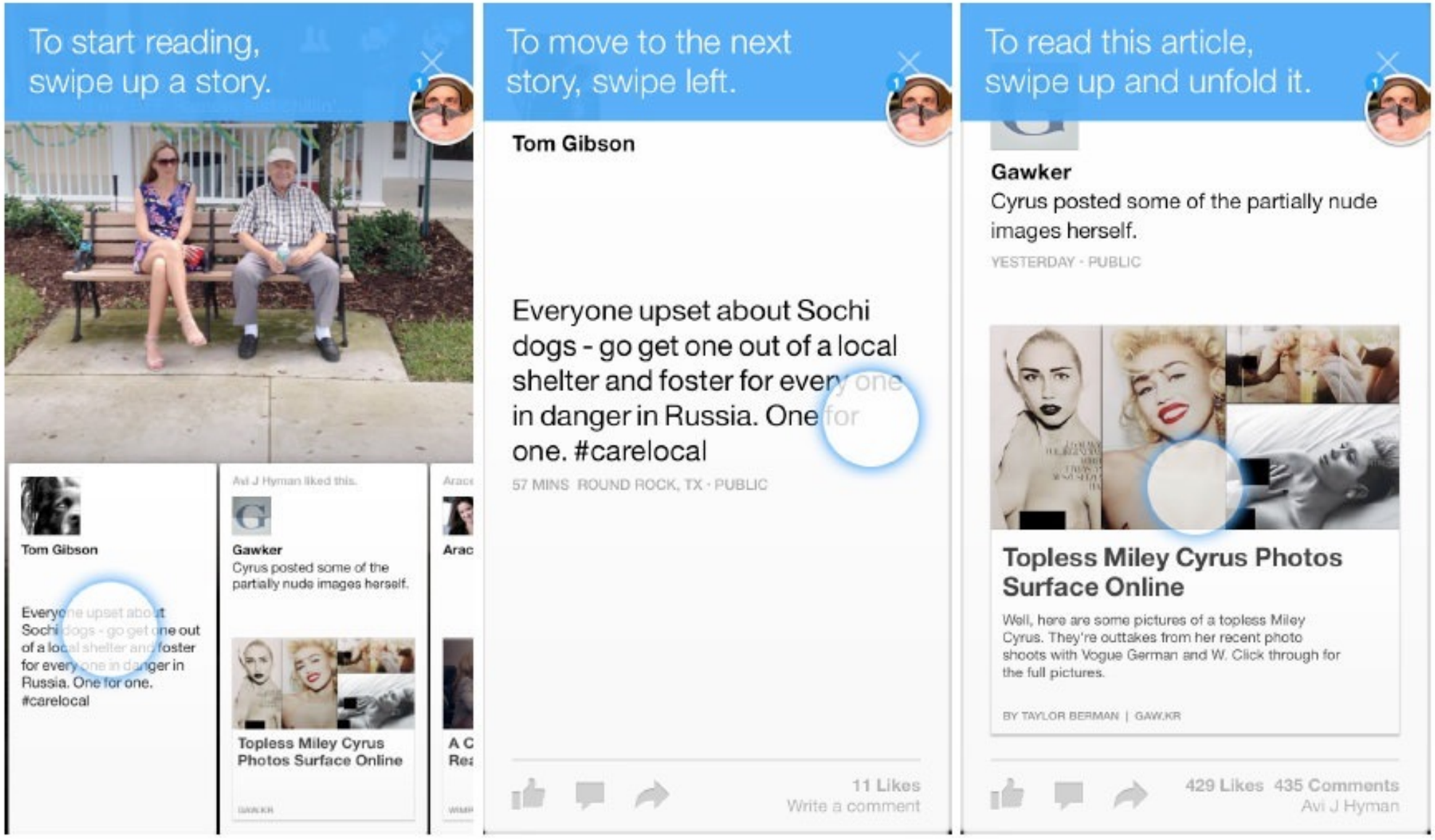
FAQ | Panacea?



Tutorials can only do so much

Bad conversion, poor overall adoption, low ratings? Sounds like systemic UX problems, back to the drawing board.

FAQ | Tutorials vs Guided Experience

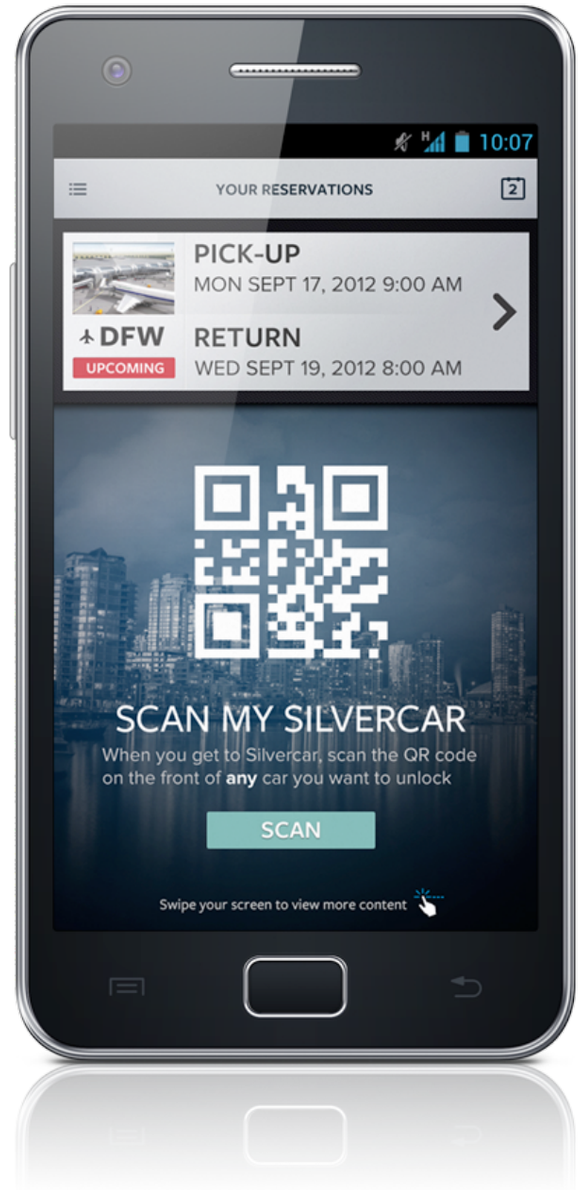


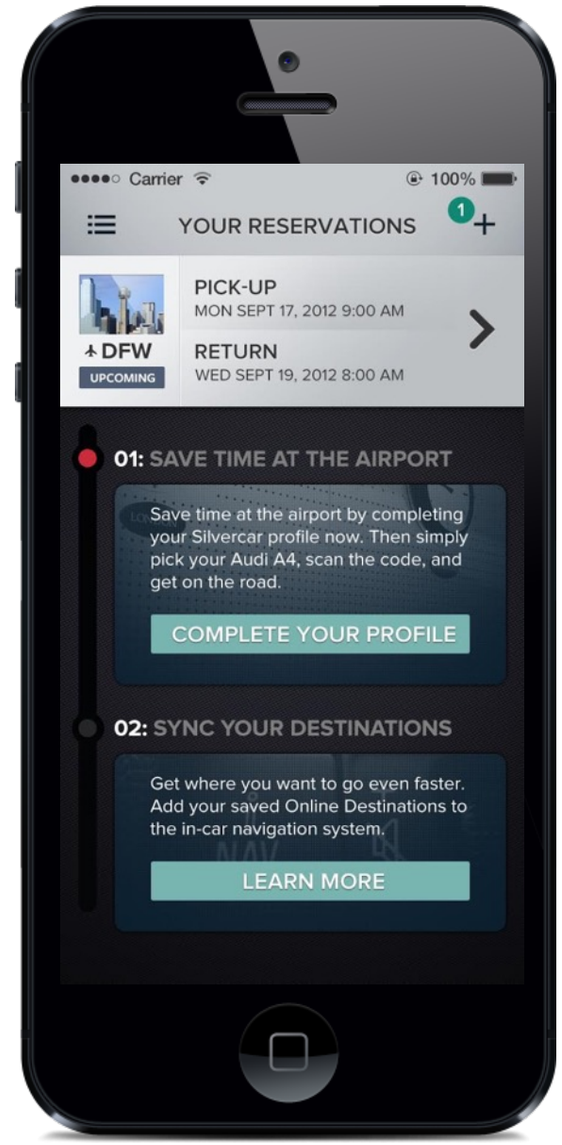
Same thing

Just different terminology, the same rules apply to both. To read a bit more on the user testing of Facebook's Paper app, check out this article.

Examples

Silvercar | Contextual Timeline

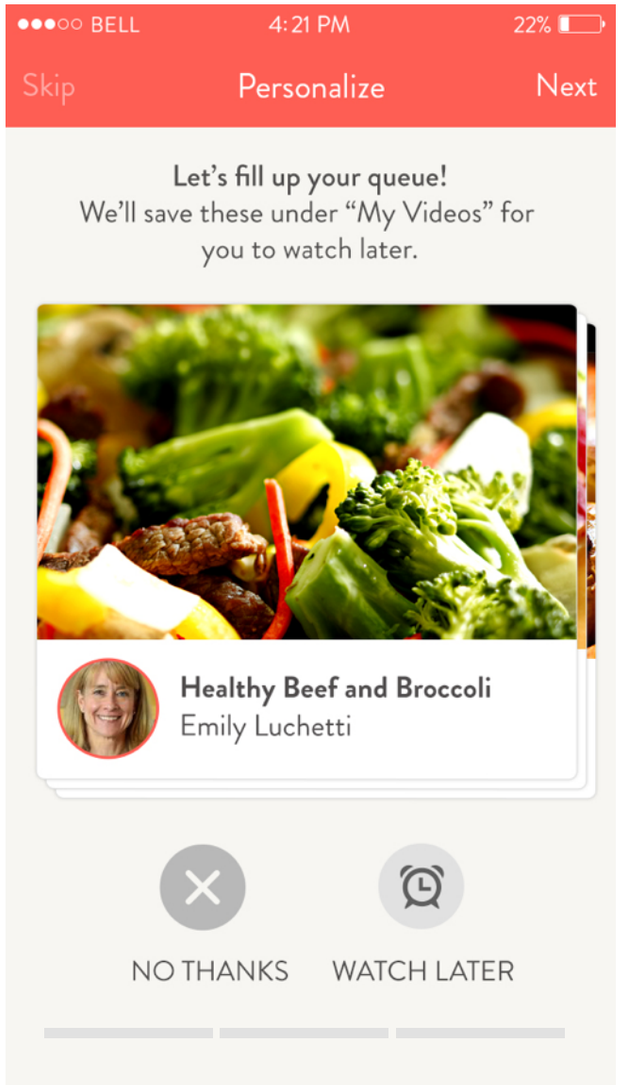


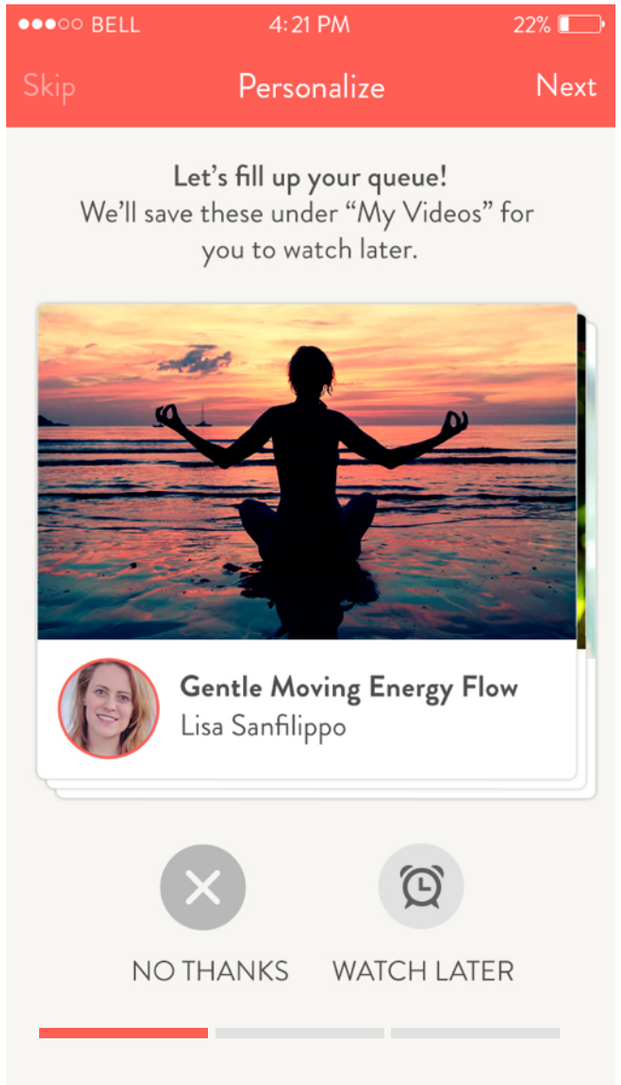


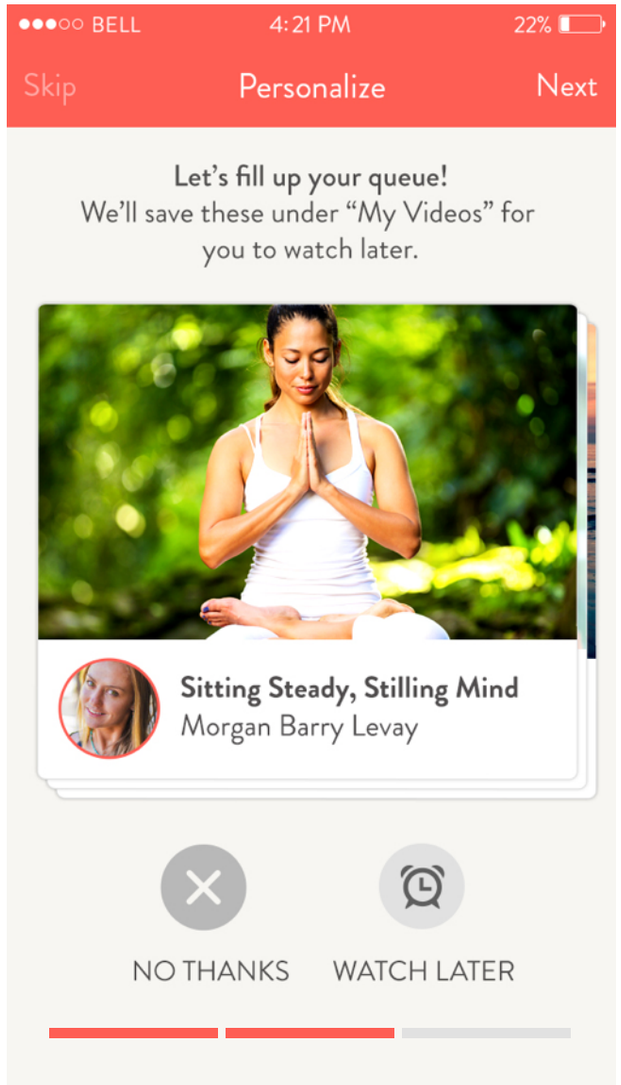
Guided experience (through the airport)

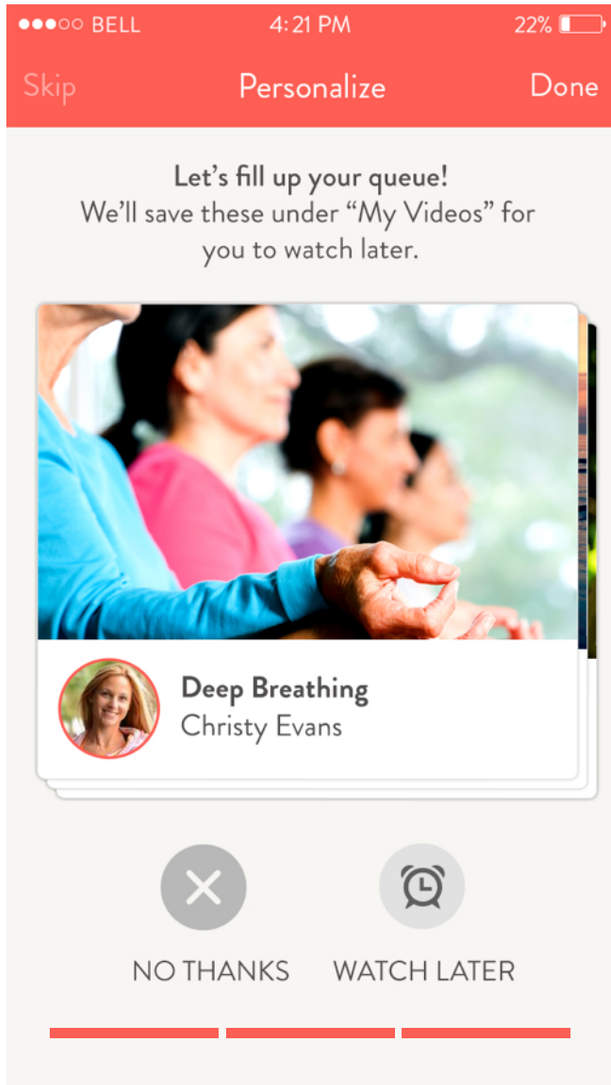
We used time and location to show the next step in the car pick up process, from getting off the plan to scanning the car and pairing the phone to the Audi.

Grokker | Driving Deeper Engagement





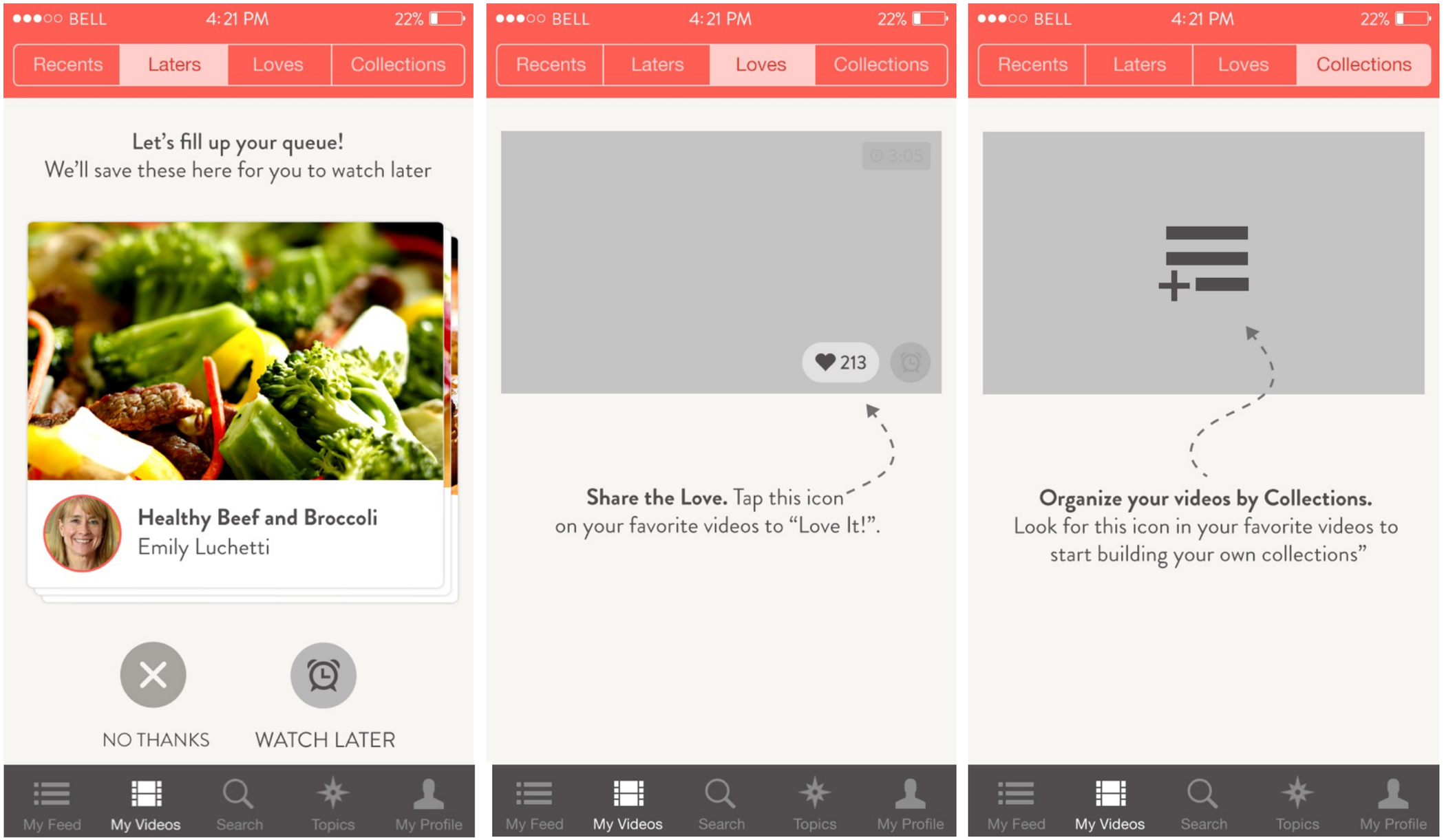




Fill up the queue

From the web site, we know people with 3 or more saved videos come back.
During registration we used the Tinder pattern to let people review & save videos.

Grokker | Design for Blank Slates



Opportunities to educate

We used otherwise empty screens for education purposes.