

## ATLS 4120/5120: Mobile Application Development

### Week 4: App Design Principles

#### Discuss Lab 2

- What were the 11 core design principles discussed in this talk?
- What's an example in an app you use of each?

Essential Design Principles, Mike Stern, Apple Design Evangelism Manager, WWDC 2017 (59:55)  
<https://developer.apple.com/videos/play/wwdc2017/802/>

Intro: what apps should provide

Core Design Principles (11)

- Wayfinding
- Feedback
- Visibility
- Consistency
- Mental model
- Proximity
- Grouping
- Mapping
- Affordances
- Progressive Disclosure
- Symmetry

Much more detail provided in Apple's iOS Human Interface Guidelines

<https://developer.apple.com/ios/human-interface-guidelines/>

#### App ideas

What are some motivations behind building apps?

- New cutting-edge, creative idea
- Solve a problem better than current solutions
- Hired by a client

Common app types

- Productivity apps
  - Use and manipulate information
  - iWork
- Utility apps
  - Perform a specific task
  - Youtube, netflix
- Immersive apps
  - Focused on delivering visually rich content
  - games

Apps should have a well defined goal

Apps should have a well defined user

#### App Design

Iterative UI Design 41 (34 with skip) mins <https://developer.apple.com/videos/play/wwdc2016/805/>

What are we making?

- Define your app

- Features - all ideas
- User goals
- You are not the user, don't design for yourself
- The user is not everyone
- Create a few questions to ask potential users
- User characteristics = user goals
- Developer goals = app goals
- App goals describe qualities
- Feature list based on ideas and goals

Where do we start?

- Start by designing what you know (skip 14:00-21:50 designing in keynote)

What's the right design?

- Develop multiple designs or layouts
- Critique/debate the different designs
- Create a workflow – a set of steps that completes a task
- Iterate

So that's a good look at the design process and we'll be using a very similar one this semester.

Discuss project 1