Master Mobile UX

The Paradigm:

* Personal Computer
  + Replaced: every 4-5 year
* Mobile and Tablets
  + The rise of mobile sales and apps
  + Mobile traffic has been rising since 2013
  + Replaced: every ~2 year

Improve UX:

* Understanding users
  + Be there: To help move someone along their decision journey, and deepen their loyalty
  + Be Useful: only 9% of users will stay if it does not satisfy their needs.
  + Be Quick: It is not just about fast loading, the functionality must be there as well
* Reachability matters
  + 75% of people rely on thumbs
* Speed Matters
  + Reduce image usage
  + Lower bandwidth
  + Minify CSS and JS
* Networks matter

Strategic Menu Design:

* Keep it simple
* Placement Matters
* Improved engagement
* Understanding matters
* Perception matters
  + In comparison to hamburger menu\*

Designing intuitive and mobile friendly forms

* Password matter
* Numbers matter
  + For credit card/debit card
* Calls matter
  + Don’t force a copy and paste

Advertising User Experience:

* More contents on a page
* Friendly size ‘
* Stop using pop-ups
* User don’t visit your website to look at ads
* Keep it simple and sleek
* Make sure it unobtrusive. Content first.

How would a developer make it optimize for different mobile devices?