

HACKING GREAT UX IN 12 HOURS



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Background

E-Commerce



Fashion & Brands



Apple TV Commercial



Hardware



WHY GREAT UX MATTERS?



It matters because...

Great UX helps you craft better solutions for the your end user

Great UX forces you to evaluate your feature-set

Great UX allows you to articulate your idea

WHAT IS GOOD UX?

Applying Dieter Rams' Design Principles to Mobile



10 Principles

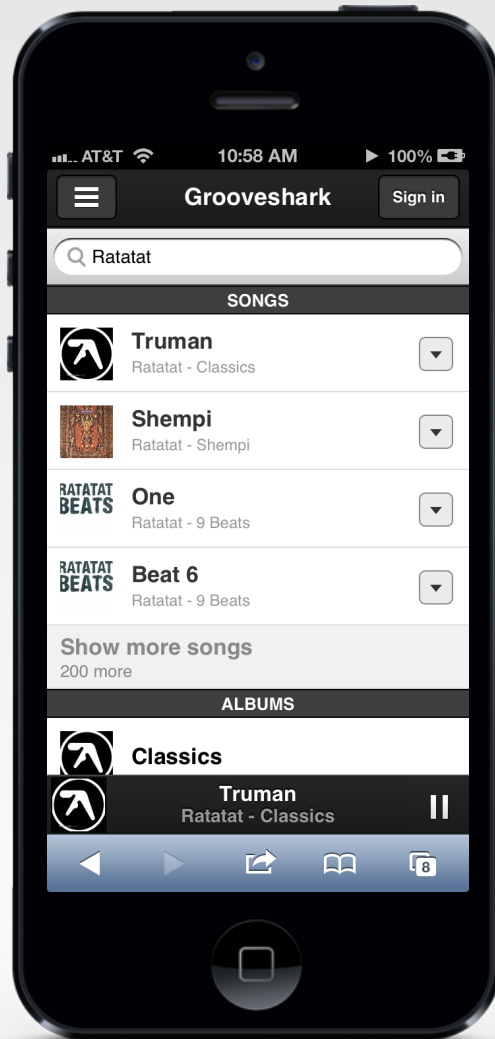
1. Is innovative
2. Makes a product useful
3. Is aesthetic
4. Makes a product understandable
5. Is unobtrusive
6. Is honest
7. Is long-lasting
8. Is thorough down to the last detail
9. Is environmentally friendly
10. Is as little design as possible



Dieter



Makes a product useful

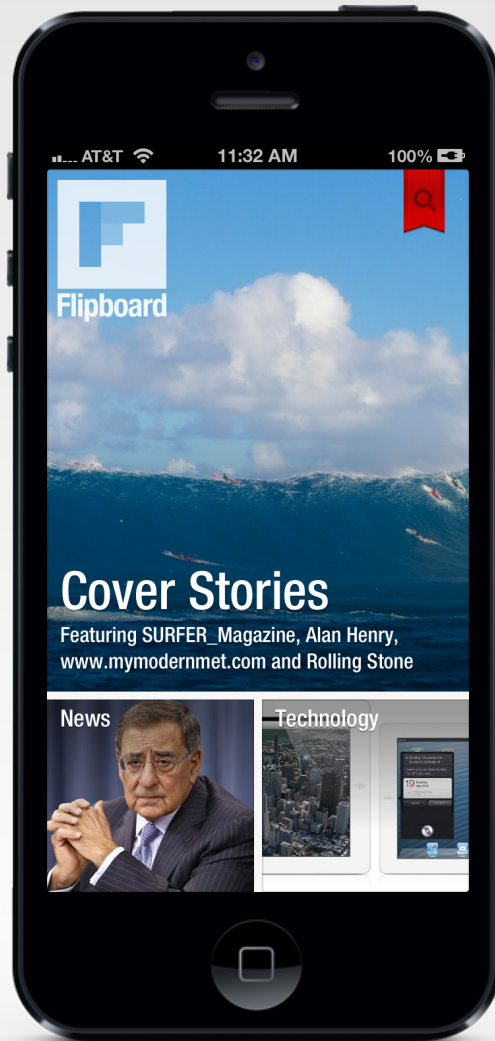


Grooveshark

The app should provide immediate utility.



Is aesthetic

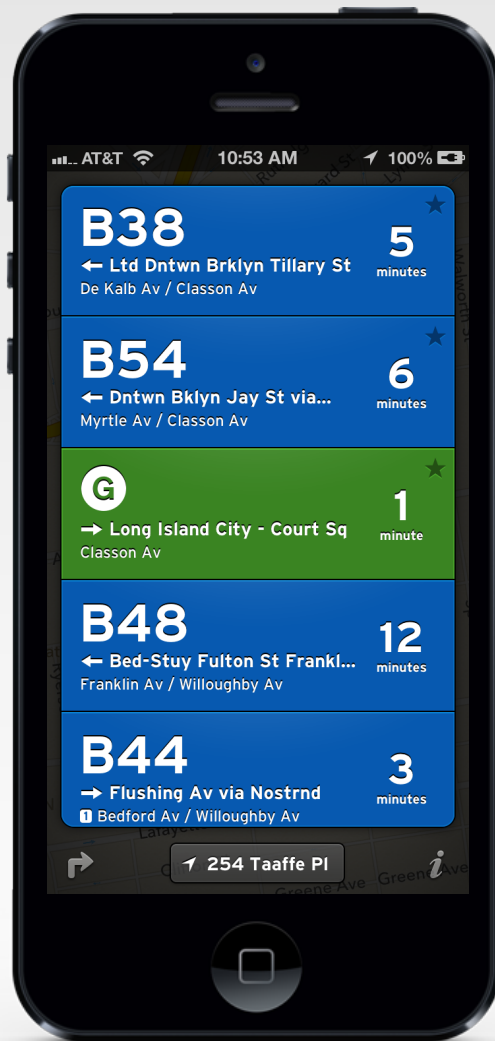


Flipboard

User perceives a more satisfying experience.



Makes a product understandable

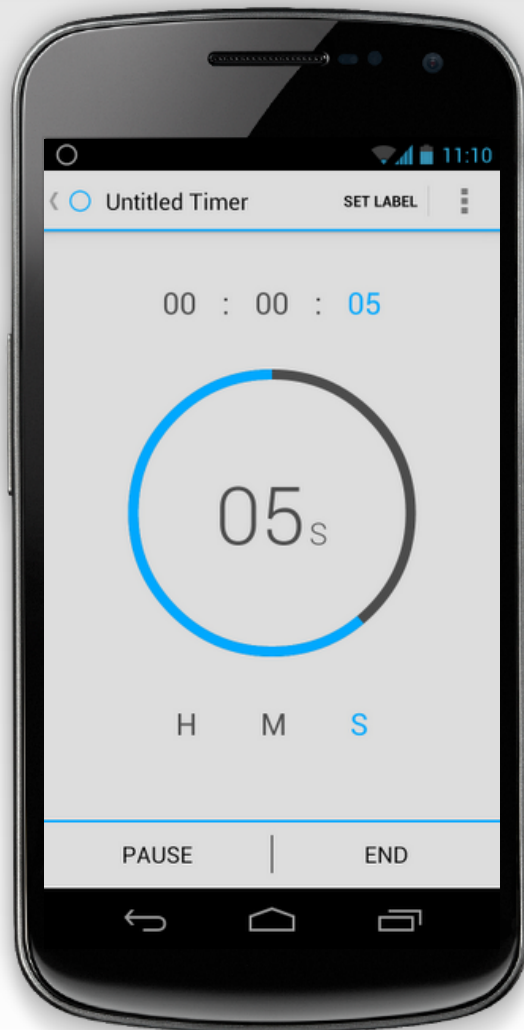


Transit

The purpose of the app should be obvious to the user.



Is as little design as possible



Timer

Let the functionality shine through.

Resources

www.github.com/twotoasters/att

