# Interface Design for Mobile Applications

Group #18
Carson McClelland - 100725653
Kalid Ajibade - 100660188
Walid Ayub - 100695612
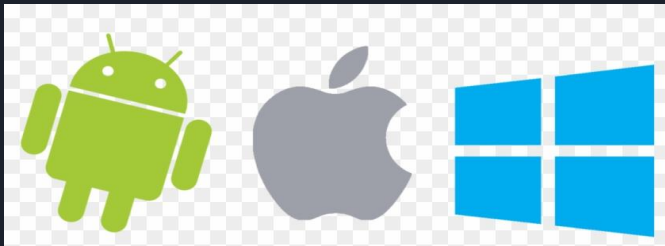Shwan Majeed - 100749077

# Introduction

# Introduction

- We now live in a world where everything is accessible through your phone, from people to products and just about anything in between. With the way that technology is progressing, it's hard to imagine that things like social media and mobile applications never existed on a smartphone just a few years ago.

- While we have made big strides in the years since, the user interface for mobile applications still remains a core issue for developers today, with many designers facing challenges when it comes to figuring out how to use UI elements to achieve near perfection.

# Introduction

- **Few major factors that developers must consider:**
    - Application adheres to client needs while also making it visually appealing
    - Usability of the app
    - UI experience of the app
    - Overall user experience

- With more people reaching for their phones as opposed to their desktops, there's a significant likelihood that mobile application usage will soon overtake that of websites. Thus, leading to greater competition among designers, and a greater need to ensure that your app stands out from the rest.

# Challenges

# Challenges

- Given the fact that we all have our own unique preferences, it can be quite difficult for a designer to come up with the 'perfect' solution
- attempting to satisfy every individual client's needs as well as garnering customer loyalty and  ratings.
- Has to be  both inherently user-friendly and visually appealing.
- Determining the right size to make the buttons and characters for optimal readability
- Streamline the  information on the app itself  to not take away from its features - the main purpose of any app
- Compatibility with other applications

# Solutions

# Solutions

- Meet user needs and expectations

- Simplicity, avoid clutter

- Consistency throughout the application

- Easy navigation throughout the application
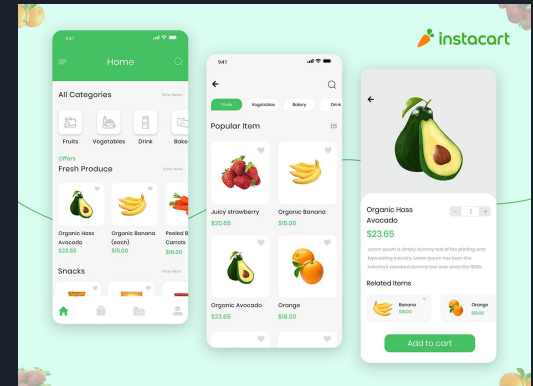
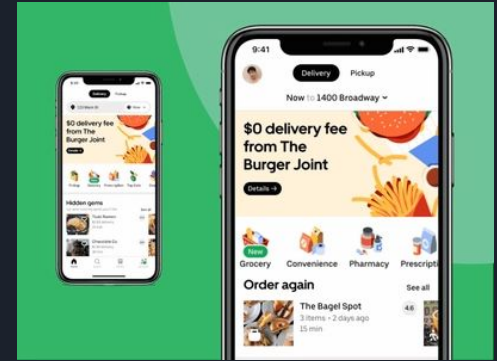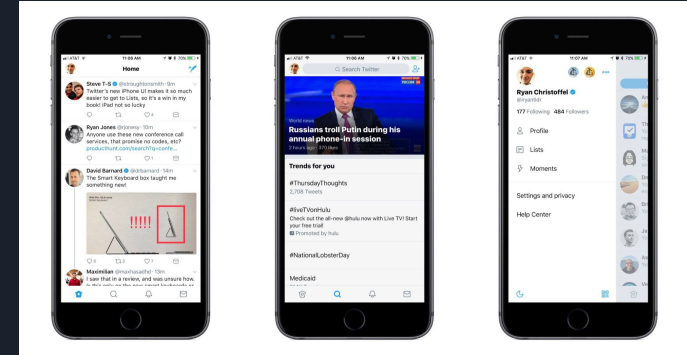- Implement user feedback to improve

# Use Cases

# Use Case #1: Food Delivery/ Ordering Apps

- Delivery apps such as UberEats & Instacart

- Visualization is important for user to select stores and items
- Images, Colors, and Descriptions

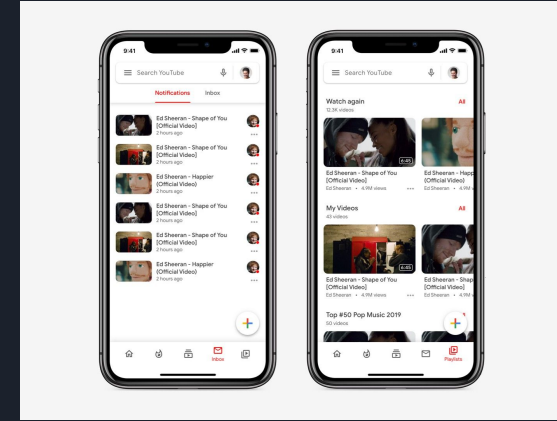- Search functions for convenient navigation

# Use Case #2: Social Media





- Social media such as Instagram, Tiktok and Twitter

- Enable creativity for users

- Real time updates

- Tiktok is a good example of how UI can lead to users being on the app for a long period of time

# Use Case #3: Entertainment



- Entertainment apps such as YouTube and Netflix

- Display attracting thumbnails and titles (description) to lure users

- Search function for users to effectively find specific videos

# Conclusion

# Conclusion



- Objective is to create an application that meets clients needs in order to generate repeat customers

- Tackle the challenges of the market in which they are entering and create solutions

- Ensure that applications are user friendly, user appealing,  and simple

Thanks for listening