

Reanimate your users

“Why/how to enlight and guide your users”

Please review my session



http://bit.ly/xc_reanimate

It's at the door as well

Who am I

Jeroen Leenarts

2002 - 2011





2010

Xebia



2012

42

Life is paradoxically coincidental to the
ironical tyranny applicable to the unparalleled
definition of reverse entropy.





animate

verb |'animeit| [with obj.]

1 bring to life:

Prometheus stole fire from heaven to animate his clay men.

• give inspiration, encouragement, or renewed vigour to:

she has animated the government with a sense of political direction.

2 give (a film or character) the appearance of movement using animation techniques.

reanimate |ri: 'animeɪt|

verb [with obj.]

restore to life or consciousness; revive.

- give fresh vigour or impetus to:

his personal dislike of the man was reanimated.

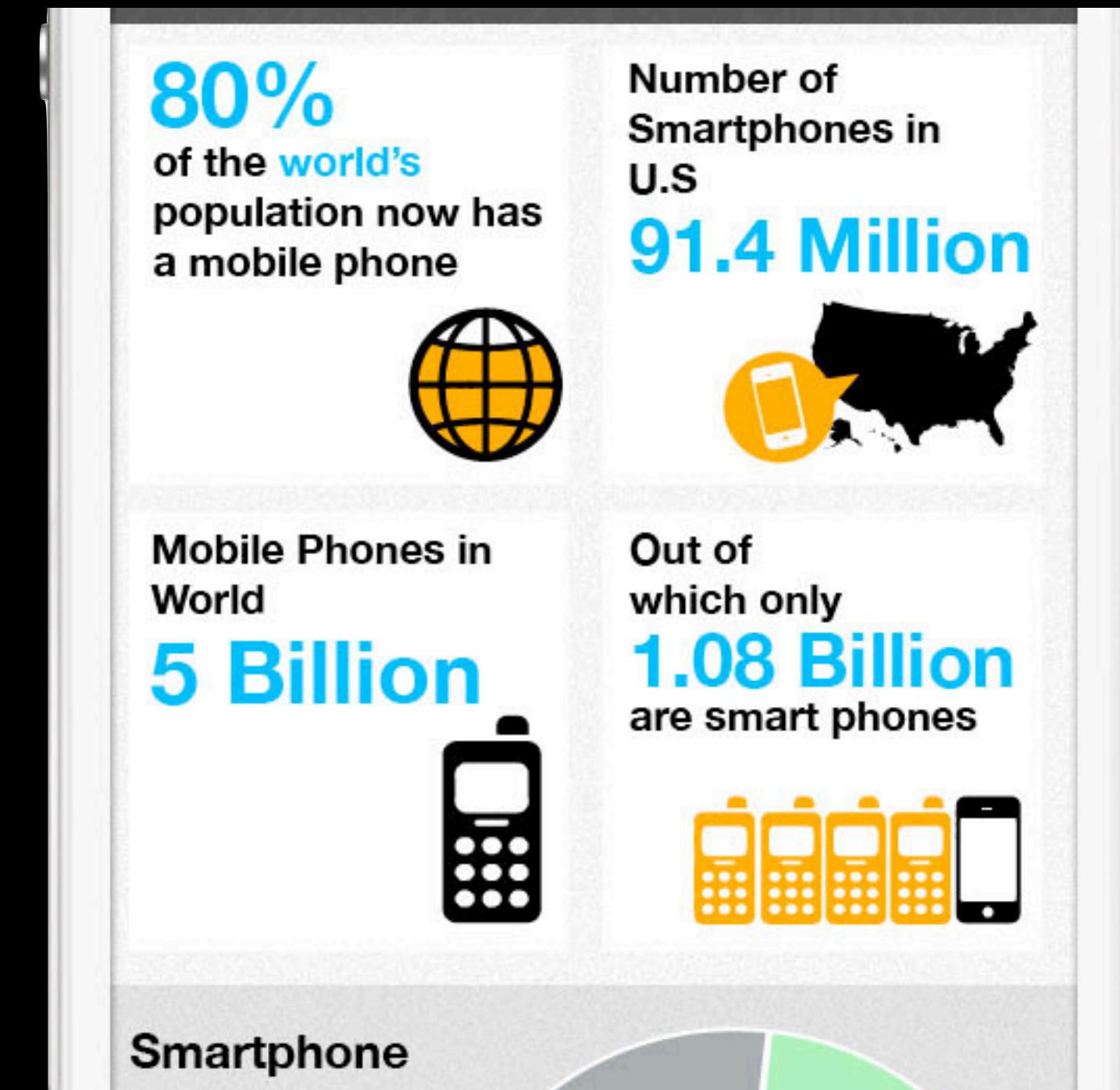
I'm a software developer

- I know a bit about UX design
- I like working with a graphic designer
- Interaction design is somewhat of an interest to me
- **I know a great app when I see one**

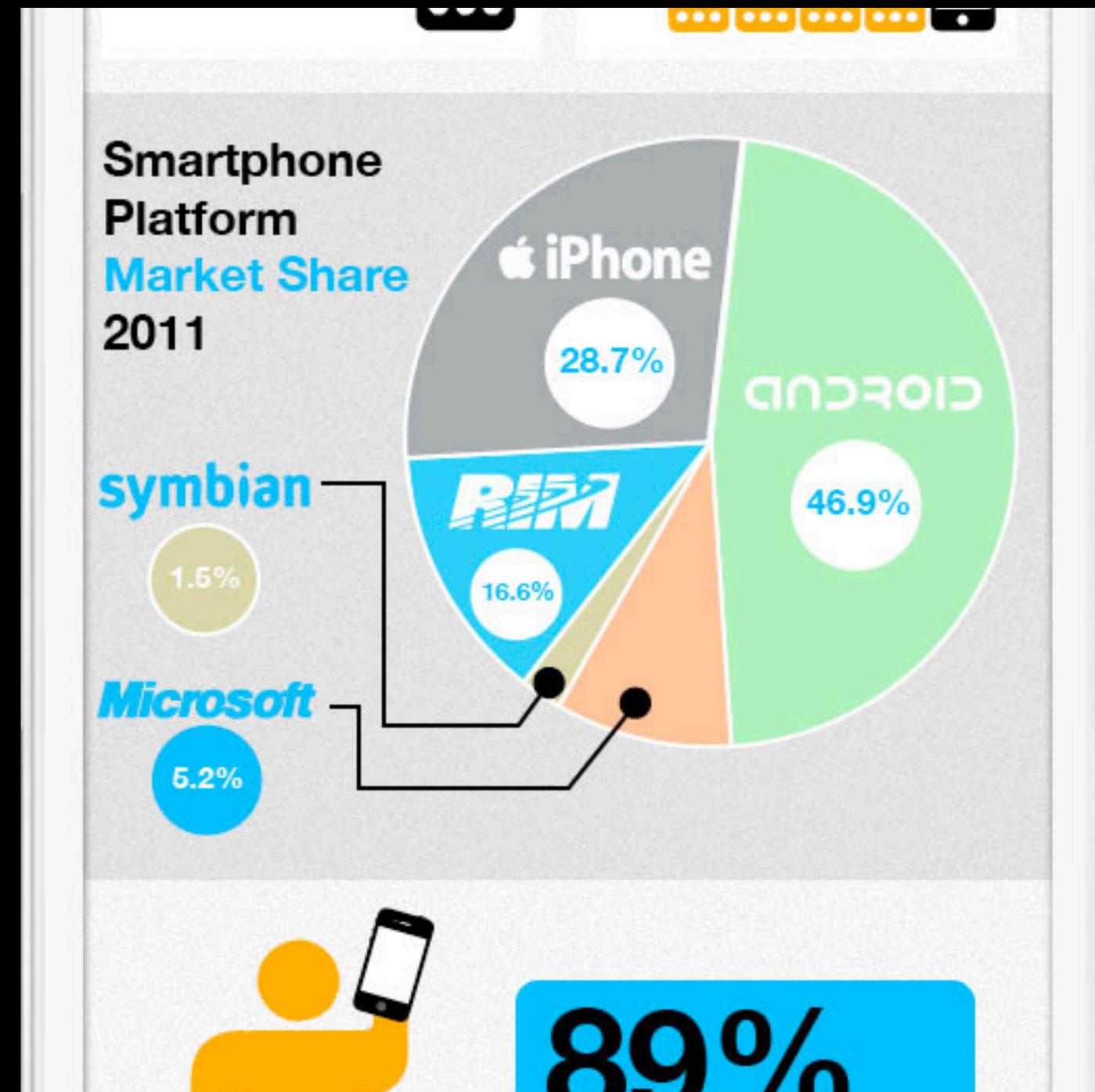
Who are we building for



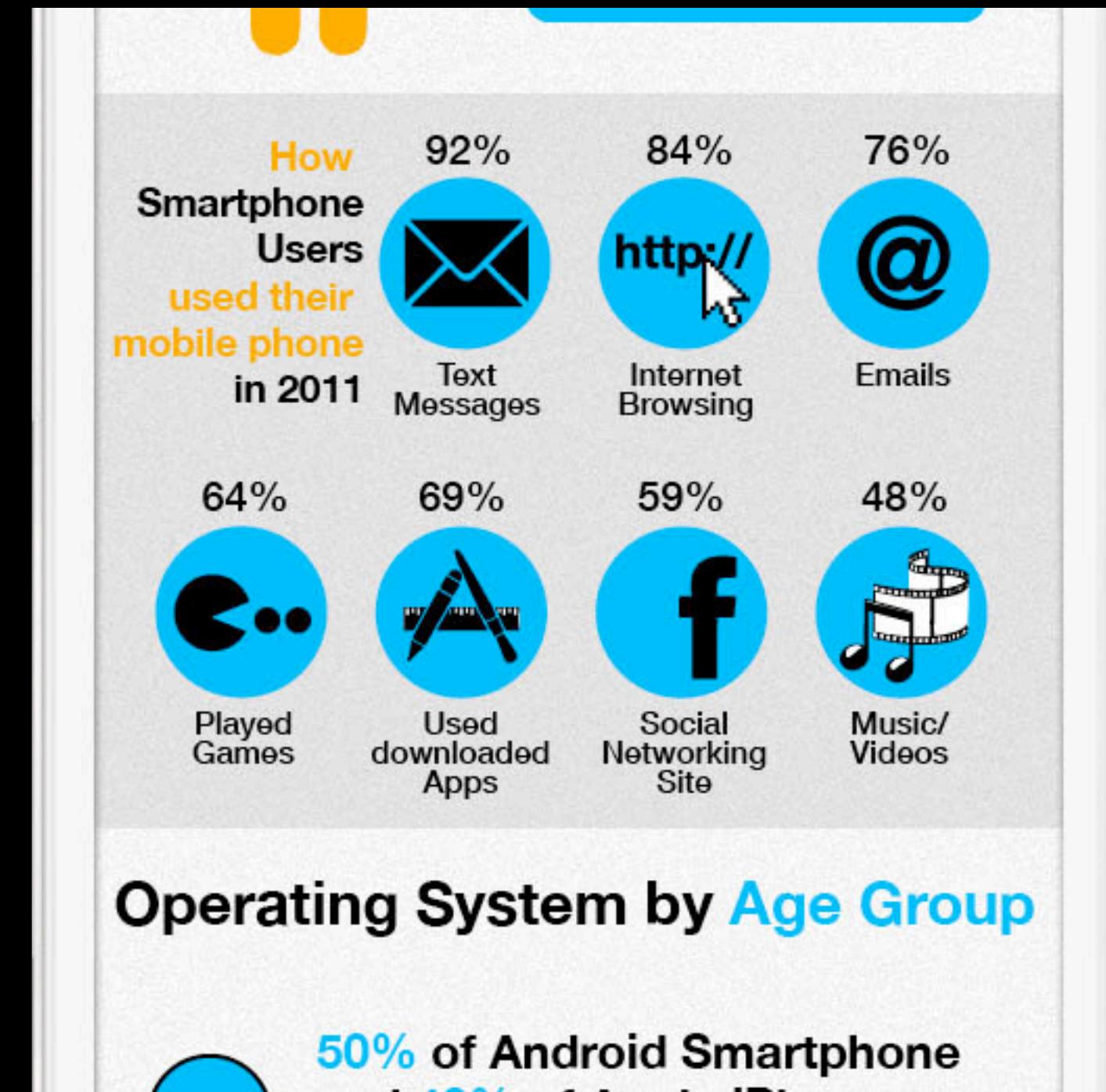
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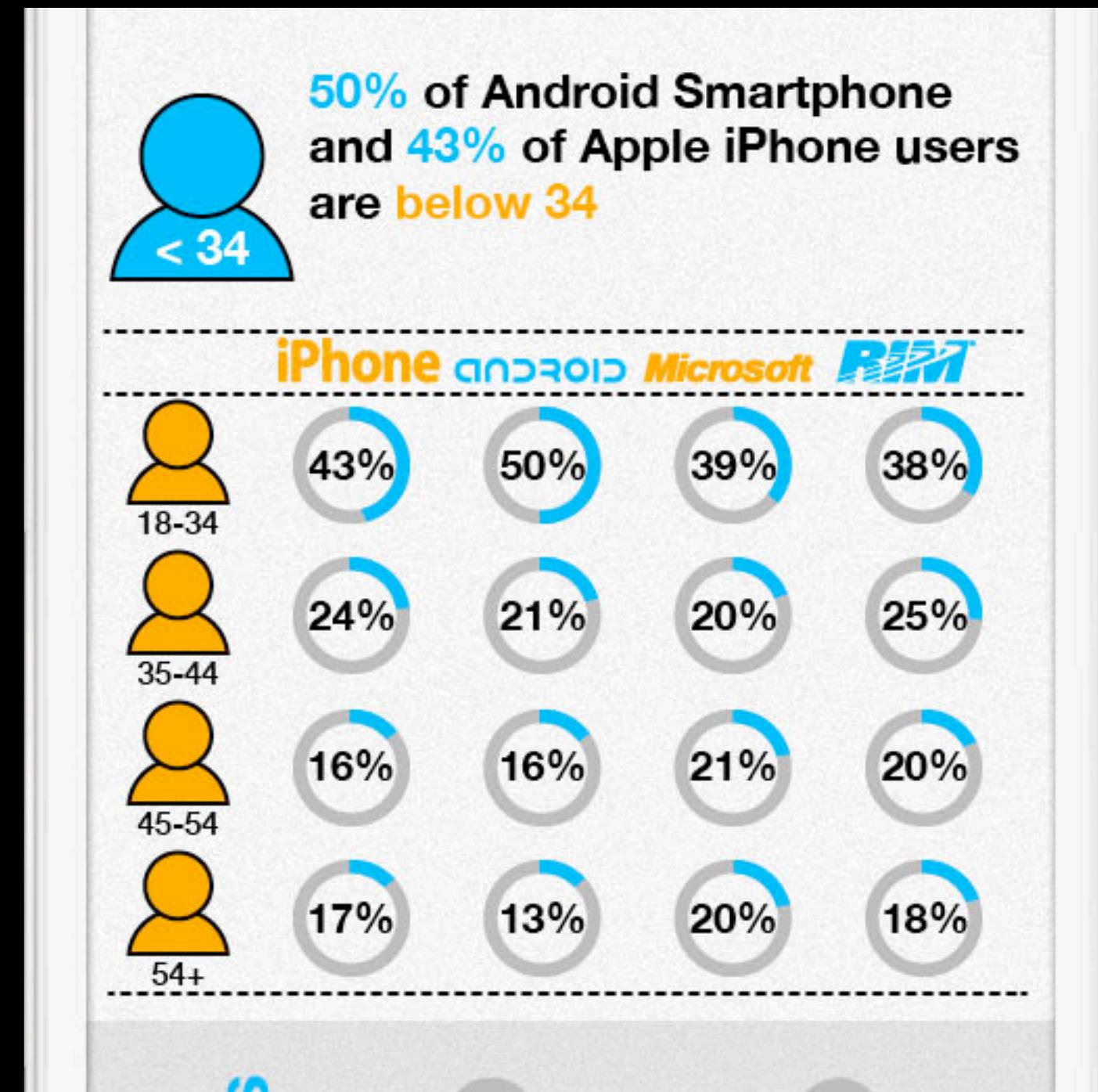
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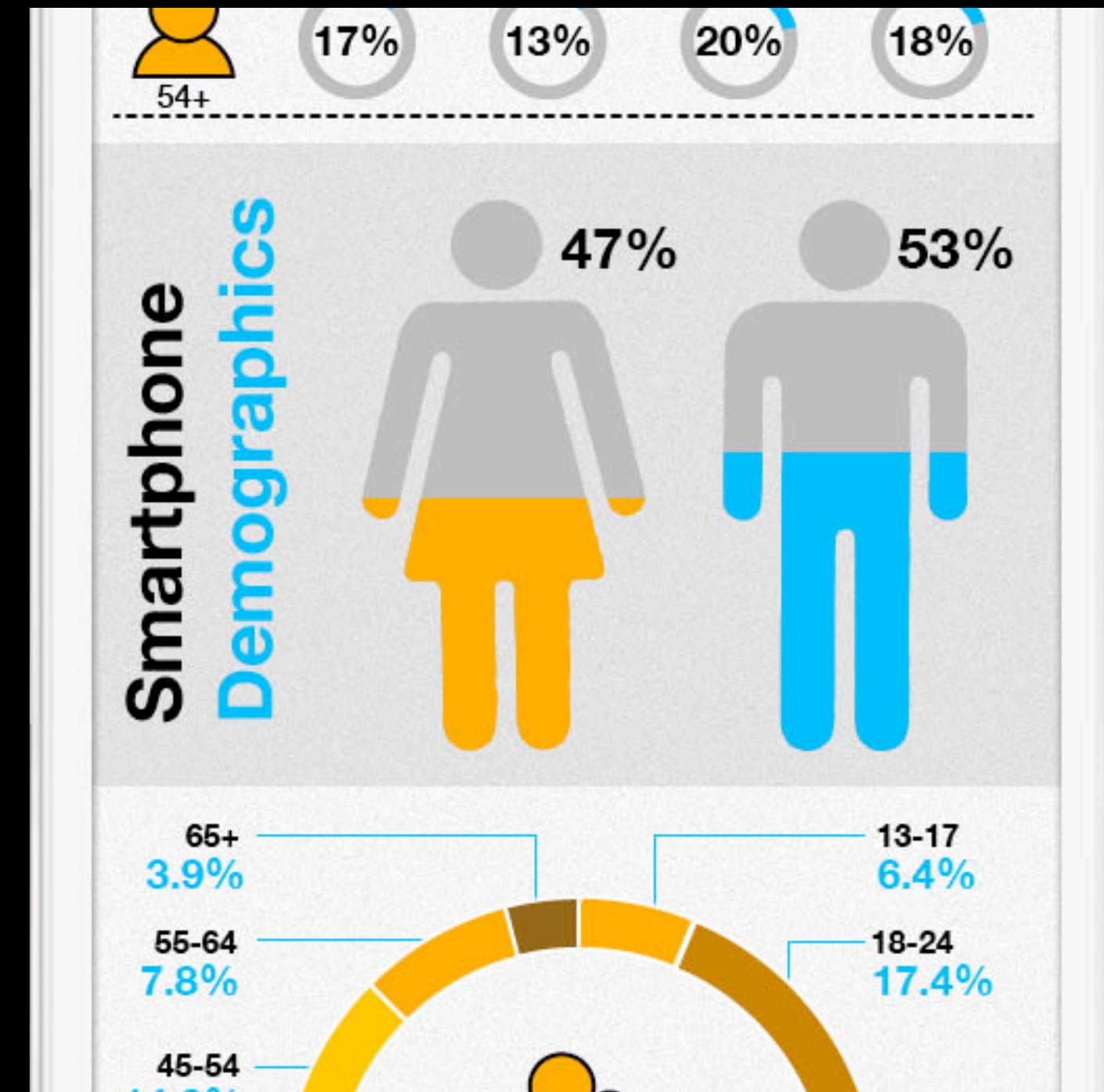
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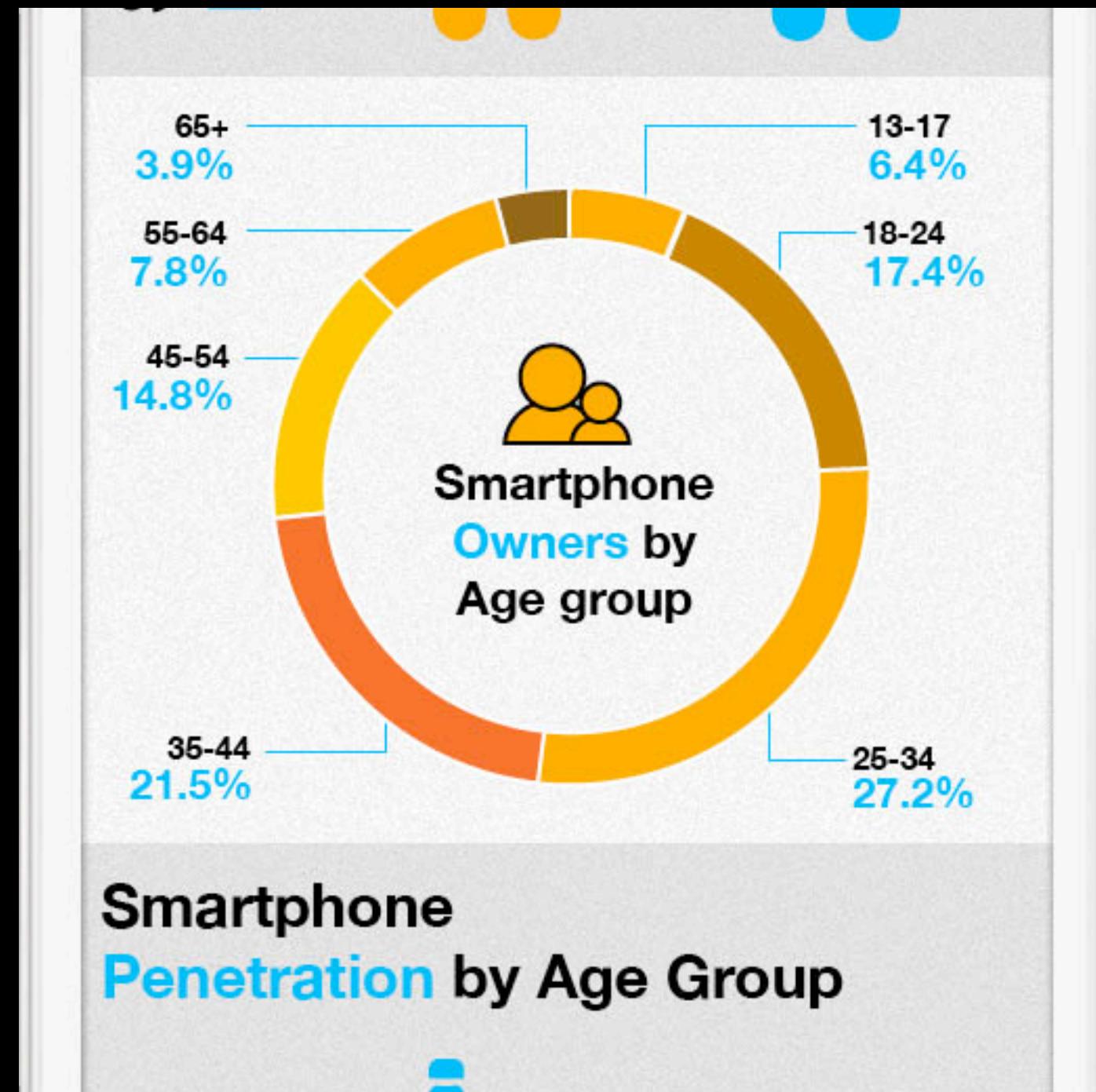
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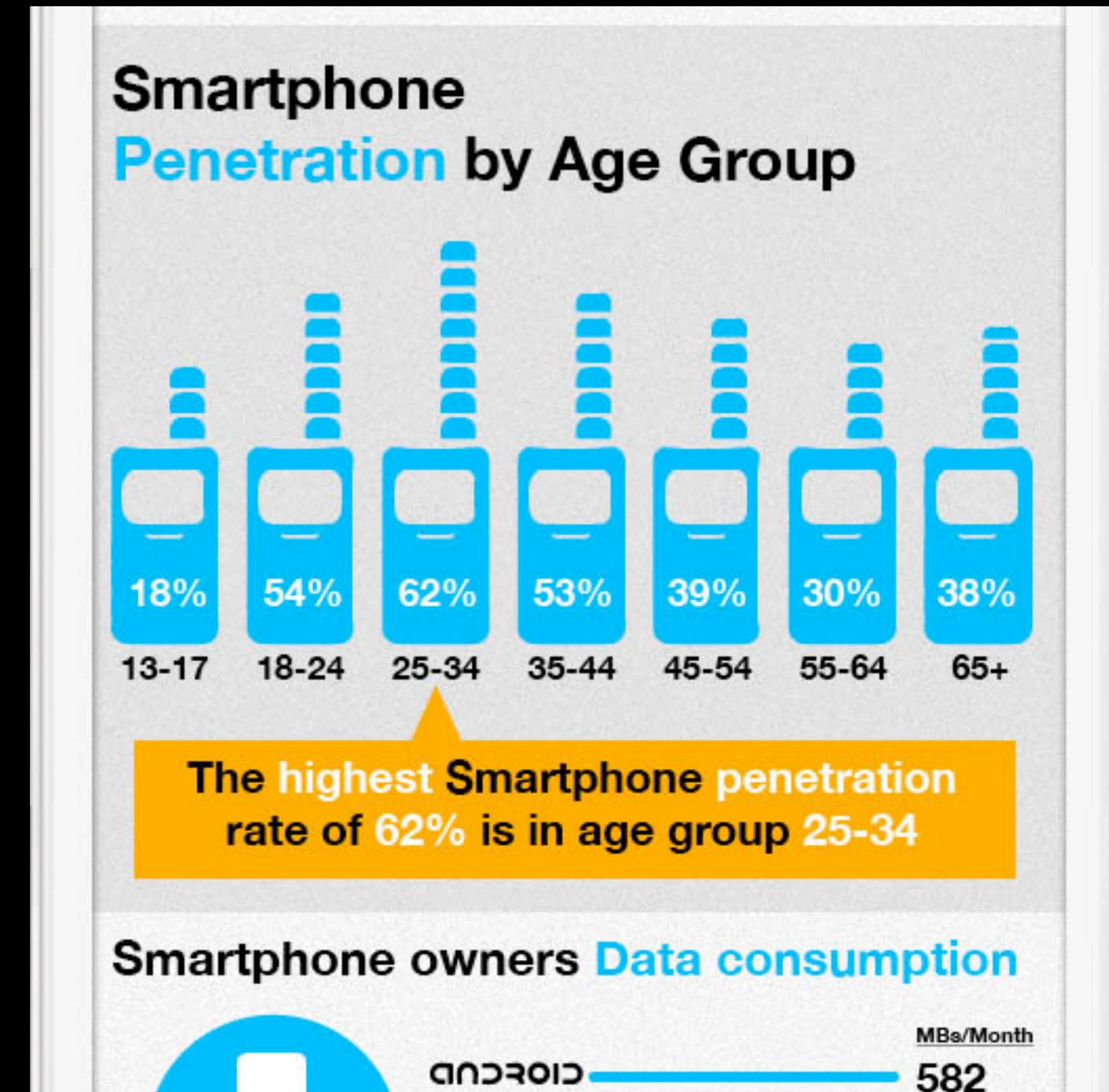
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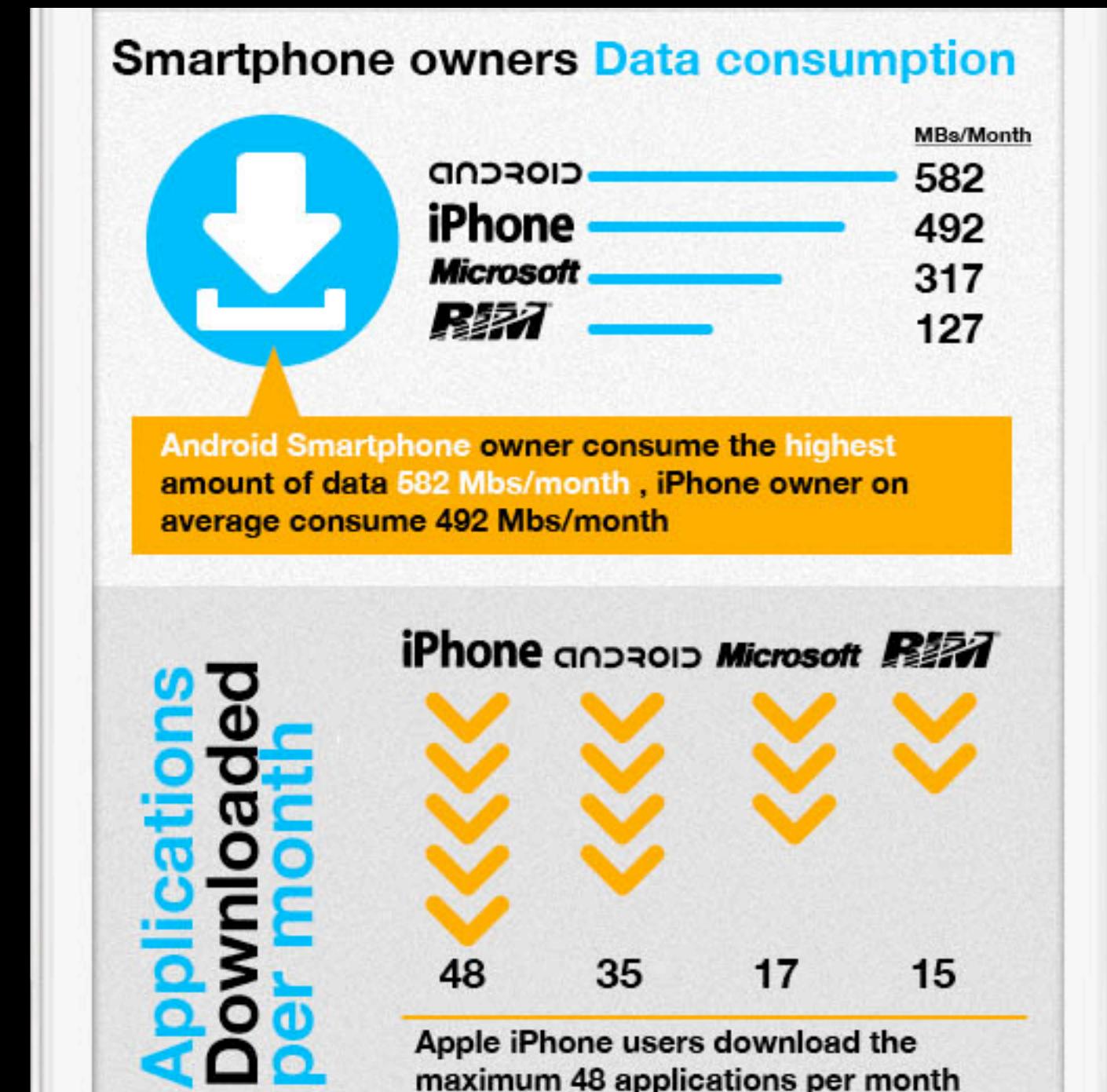
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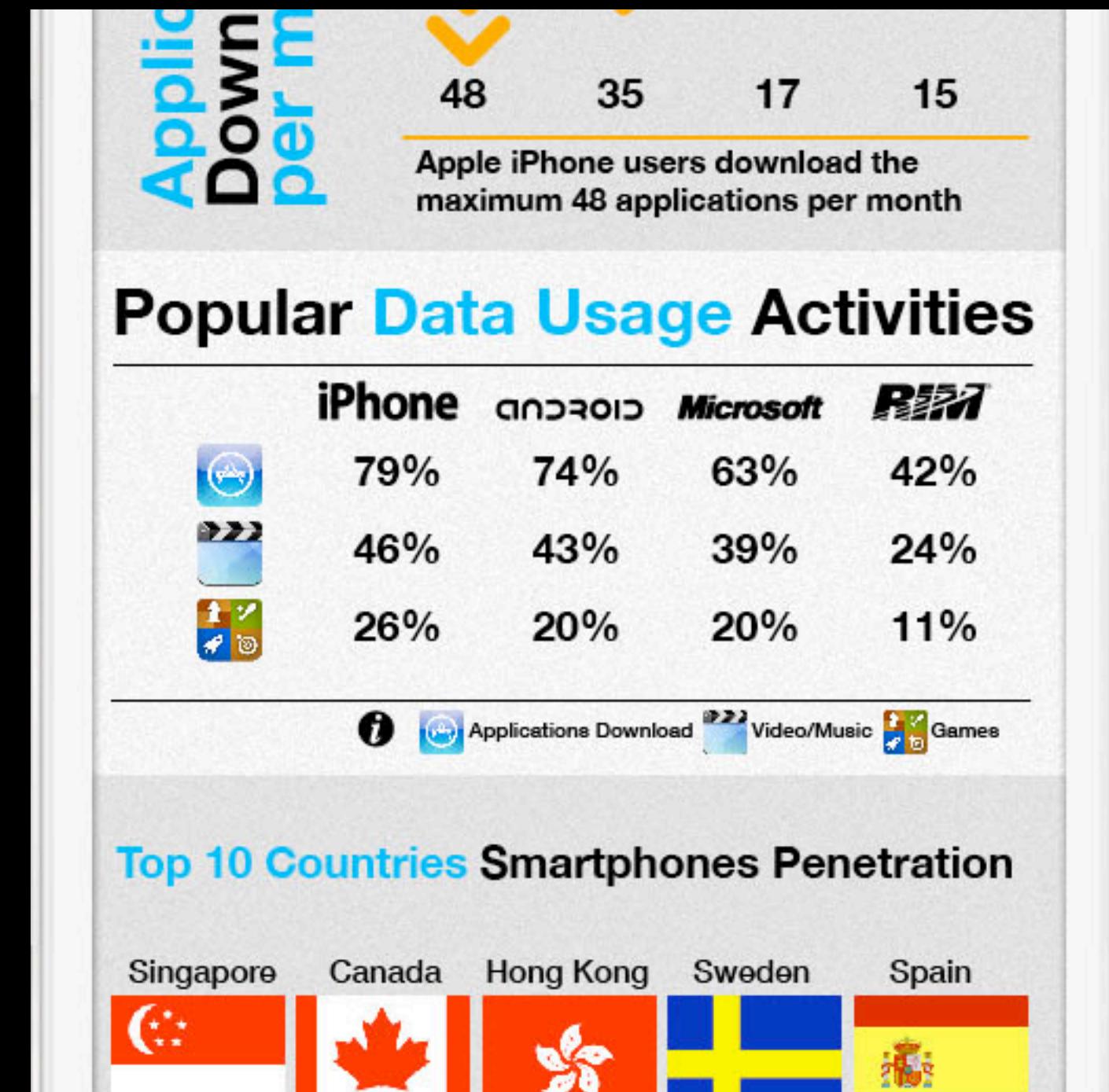
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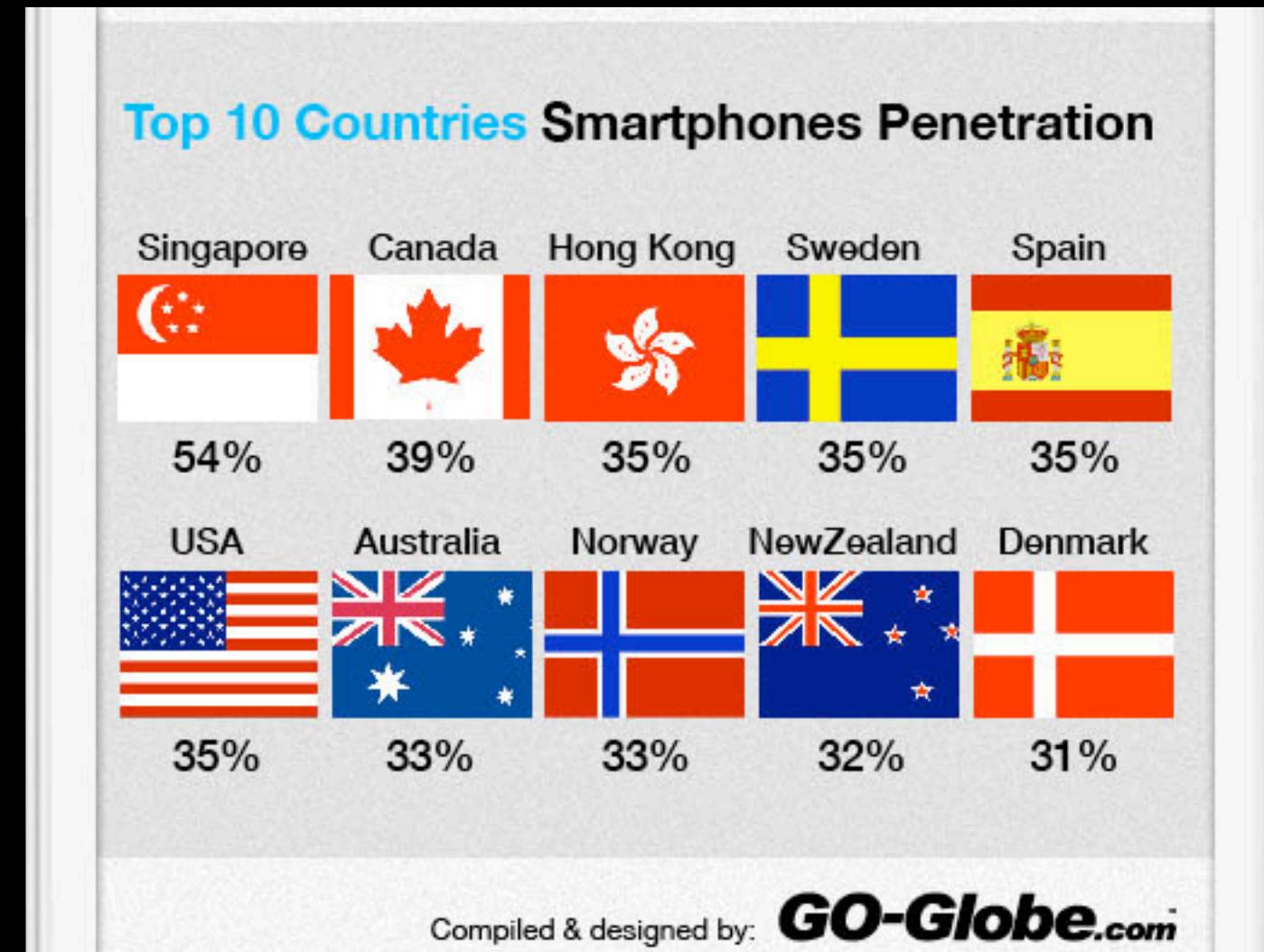
Who are we building for



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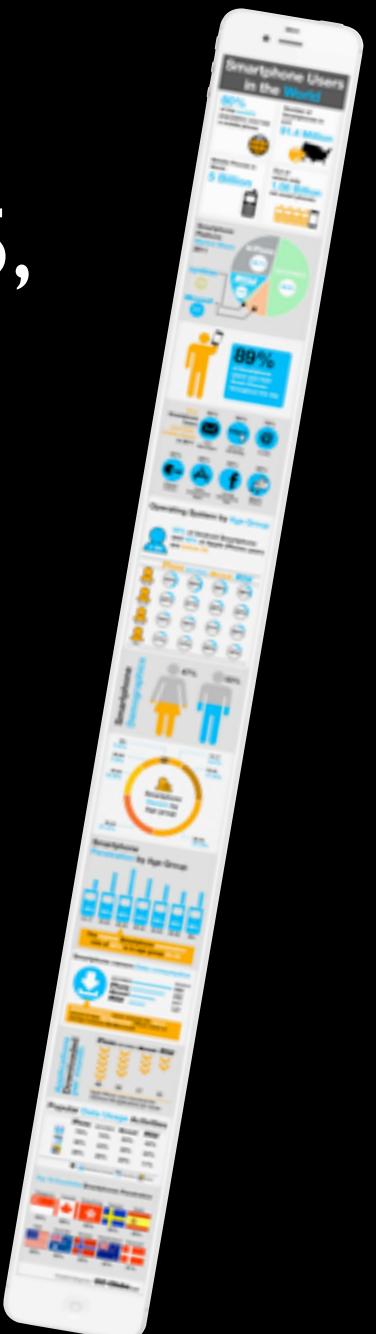


Who are we building for



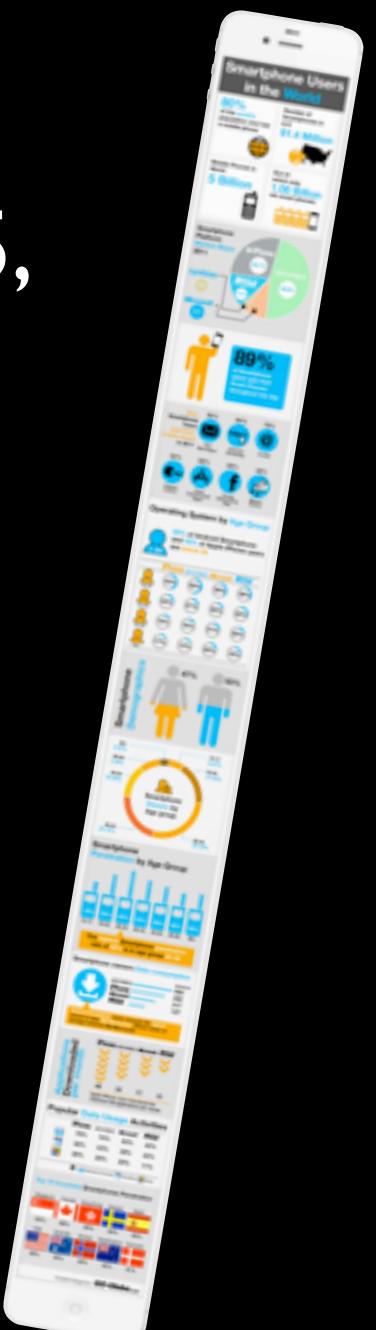
Who are we building for

- So ok, our average smartphone user is between 18 and 85, can be male or female, lives all over the world, uses the dreaded thing constantly, sends texts a lot and absolutely loves installing every single app they come across.



Who are we building for

- So ok, our avarage smartphone user is between 18 and 85, can be male or female, lives all over the world, uses the dreaded thing constantly, sends texts a lot and absolutely loves installing every single app they come across.
 - Averages 48 App installs A MONTH!!



Average user's attention span...



This is a problem!

- How to achieve customer retention?
- How to make ‘em stick?
- How to keep re-animating your users?



I don't have all the answers

I can tell what I have learned

Where to start

- The context
- An idea
- The experience
- Add some style
- Polish and buff till you drop

The context

- It is not a desktop or a website
- It is personal, mobile device with a touch based interface
- Mobile apps are used everywhere: on the train, in bed, beneath a table, while waiting, while walking, even places I'm not going to mention...

The context

- Ever seen someone check e-mail waiting for the check-out in a grocery store? On a laptop?

The context

- When and where is **your user** using your App?
- And what is he/she trying to achieve?
- Don't create an average user.
- Instead conceptualize for a number of typical users

A phone is NOT a tablet, so design
accordingly

Welkom
bij de ING



Inloggen

ING

* * * *

1	2	3
ABC		DEF
4	5	6
GHI	JKL	MNO
7	8	9
PQRS	TUV	WXYZ
0		✖

Rekeningen Wijzig

Betaalrekeningen	Saldo
Hr A. van Dijk <small>reknr. 1234567</small>	€733,04 ▾
Hr A. van Dijk en/of Mw C. van Dijk <small>reknr. 1234567890</small>	€1.233,91 ▾
Spaarrekeningen	Saldo
Comfortspaarrekening <small>reknr. 1234567</small>	€555,90 ▾
Pensioenspaarrekening Hr A. Van Dijk <small>reknr. R 157-87746</small>	€2.050,14 ▾
Creditcards	
Creditcard A. van Dijk <small>kaartnr. 1234 **** **** 1234</small>	▲
Af & Bij	Aflossen

Rekeningen Overschrijven

Betaalrekeningen Saldo

€ 125,00

Ontvanger

Naam **J.J. Valkenburg**

Rekeningnummer **1234567**

Mededeling **Huur**

Inplannen **8 november 2012 - Maandelijks**

Inplannen



This screen displays a list of bank accounts under the heading "Rekeningen".

Rekeningsoort	Naam/omschrijving	Saldo
Betalarrekeningen	Hr A. van Dijk reker. 1234567	€733,-
	Hr A. van Dijk en/of Mw C. van Dijk reker. 1234567890	€1.233,-
Sparrekeningen		
Comfortsparrekening	KIJKSHOP / NIJMEGEN	€555,-
	GAMMA / SCHEVENINGEN / 'S GRAVENHAGE	-€3,-
Pensioenparrekening	ALBERT HEIJN 185 / 'S GRAVENHAGE	-€43,-

Below the accounts, there are sections for "Naam/Omschrijving/Mededeling", "Datum", "Tegenrekening", and "Mutatiesoort". At the bottom, there are buttons for "Overdragen", "Toevoegen", and "Opslaan".

This screen shows a calendar for December 2012 and January 2013. An event for "Spotschool" on December 3rd is highlighted. A detailed view of this event is shown in a modal window:

Van	Aan	Naar	Bedrag
08:00 03 dec	16:00 03 dec	Hr A. van Dijk	€12,-

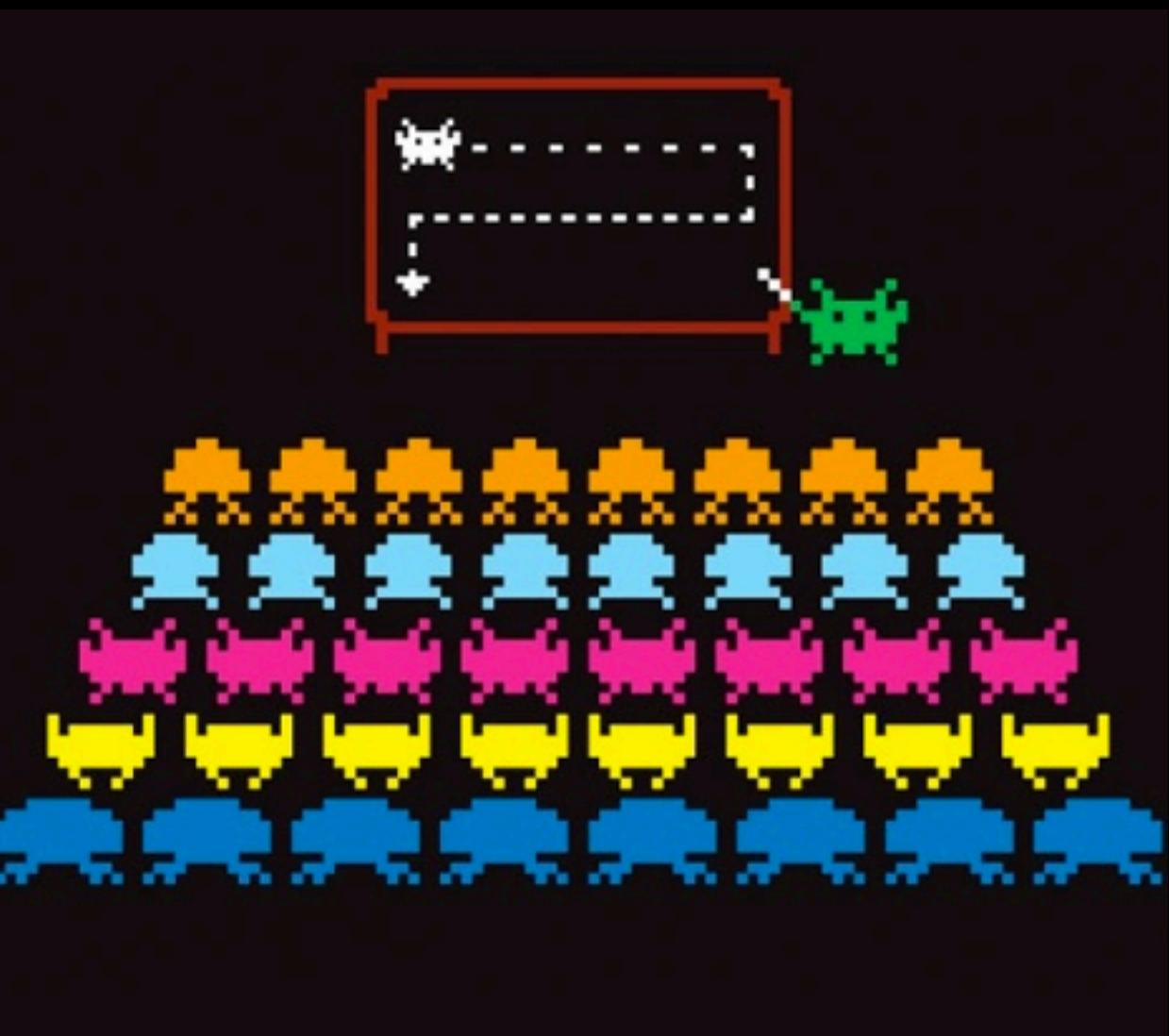
The modal also lists the purpose: "Mededeling Bedankt voor de lening", frequency: "Maandelijks", end date: "12 november 2013", and a "Intrekken" button.

An idea

- This is the hardest part
- Validate the idea
 - Would it be used daily?
 - What's the competition doing?
 - Is the competition popular?
 - What can you do with the device's capabilities?

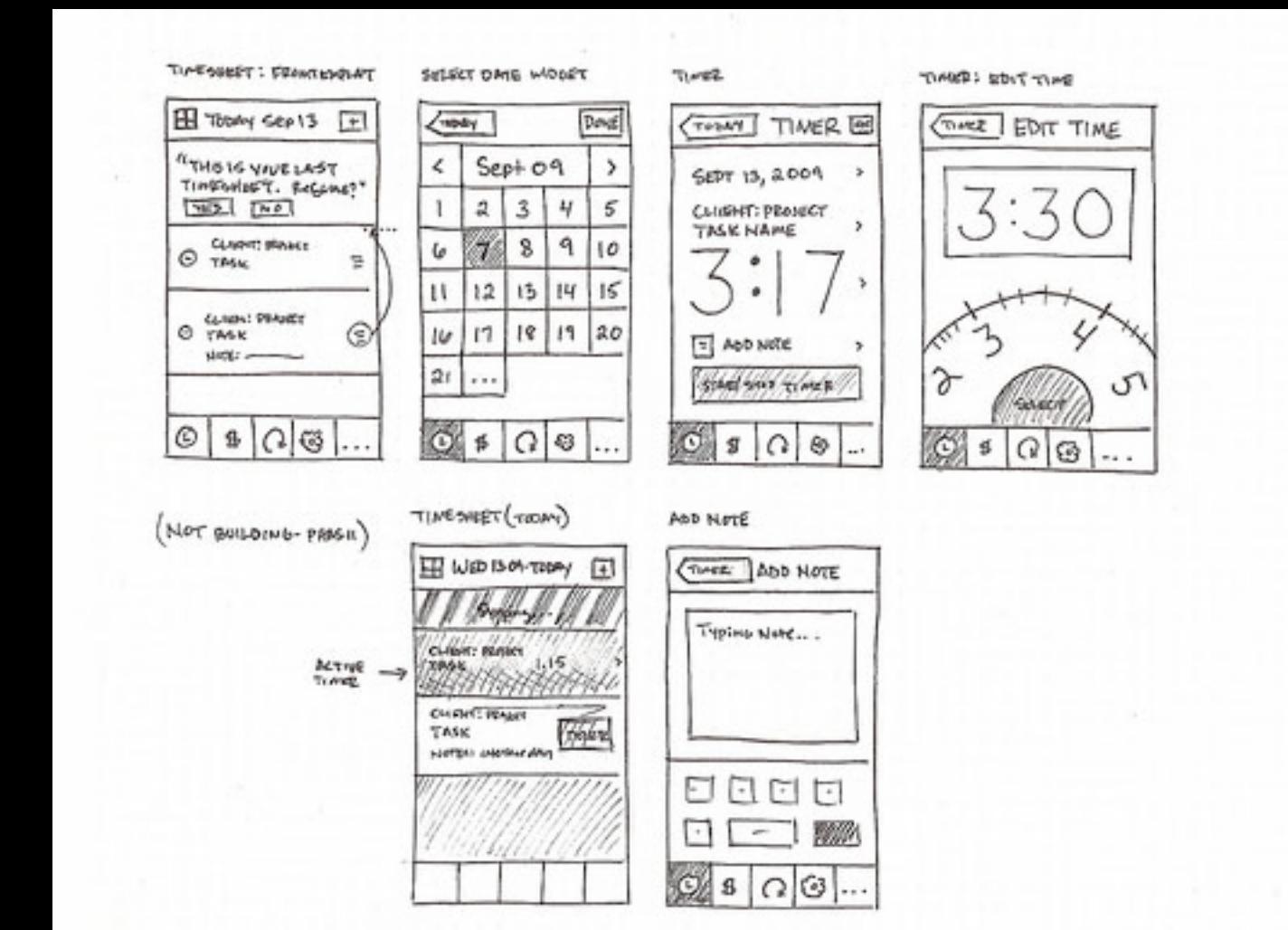
The idea

- Start small, only core features
- It's ok to only do a few things if you do them really well
- Based on feedback, extend
- Keep your target (user) in mind at all times



The idea

- Web or native...
- Start with pen and paper



The implementation

**"What your users really care about
is what your app enables them to
do and how it makes them feel
when they're using it."**

- Mark Kwano, User Experience Evangelist at Apple

Ehr...

- Get list of features...
- ...implement list of features
- == PROFIT??

It's about the experience

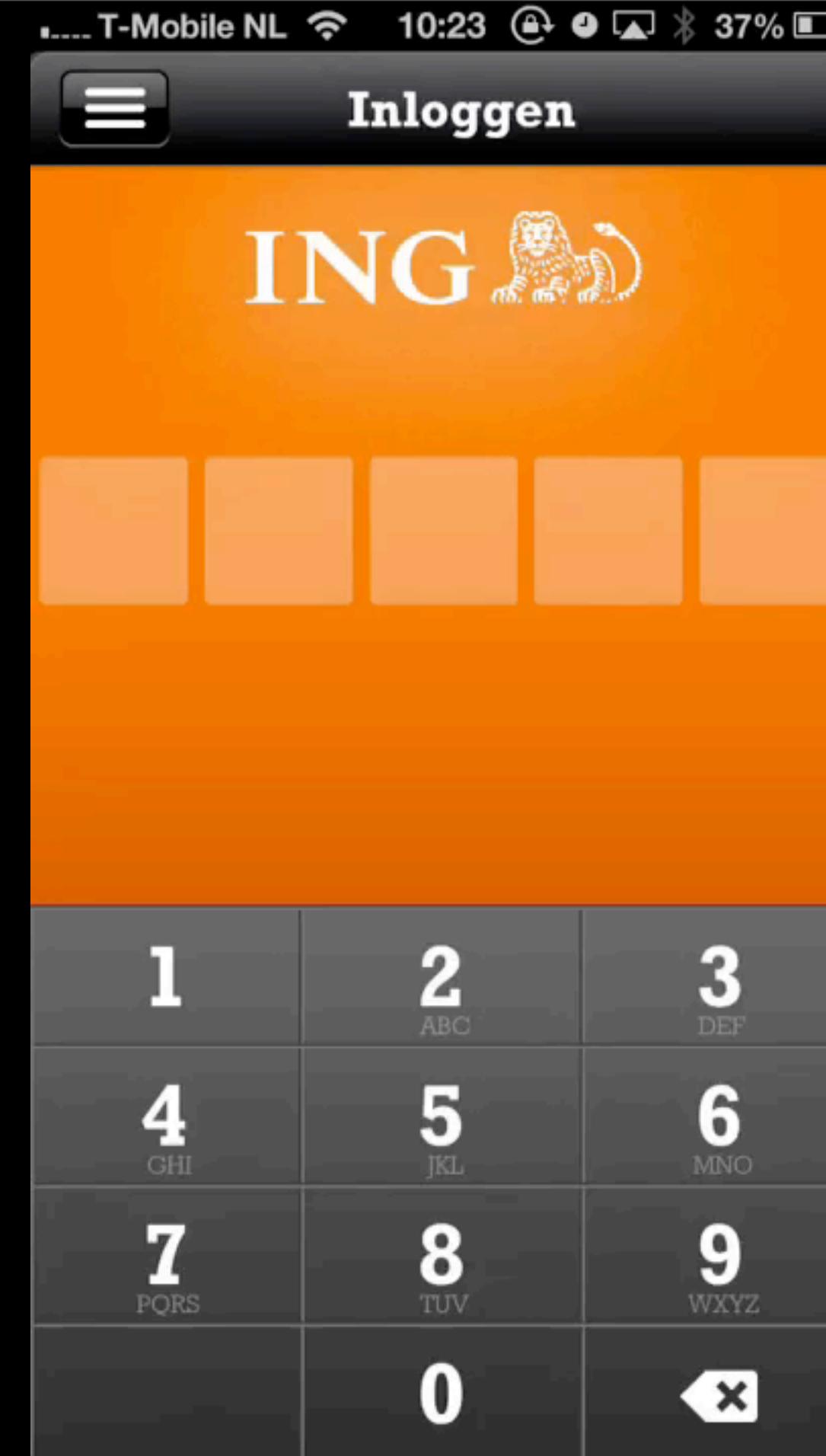


iPad Mini Update to Trail Next Full-Size iPad Launch by Several Months?

100♡ by Eric Slivka / 4h

Use intuitive
gestures rather
than buttons

Use animation
to show
feedback



Mimic real-world
objects
(when appropriate)



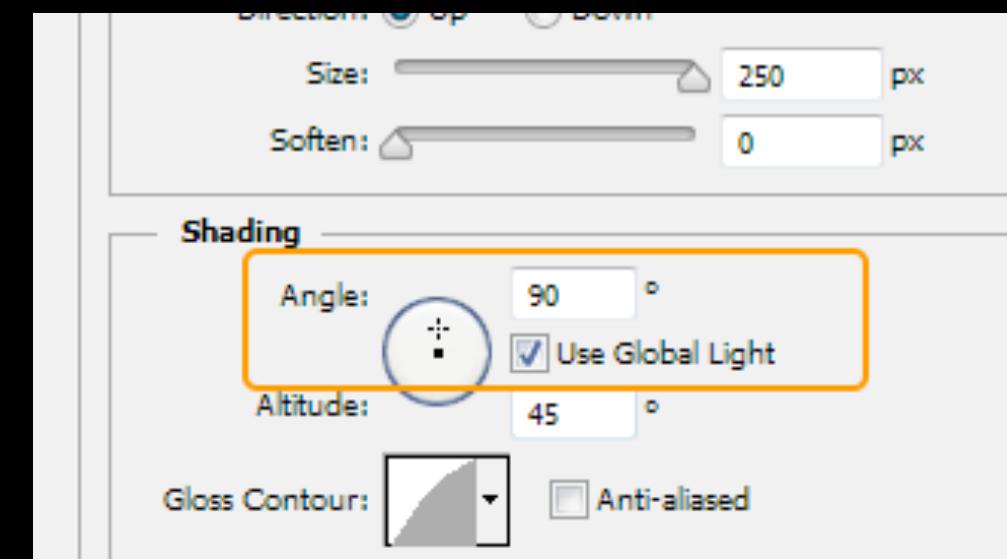
Style

- Colors, Patterns, Textures
- Shadows
- Consistency
- Typography
- Icons



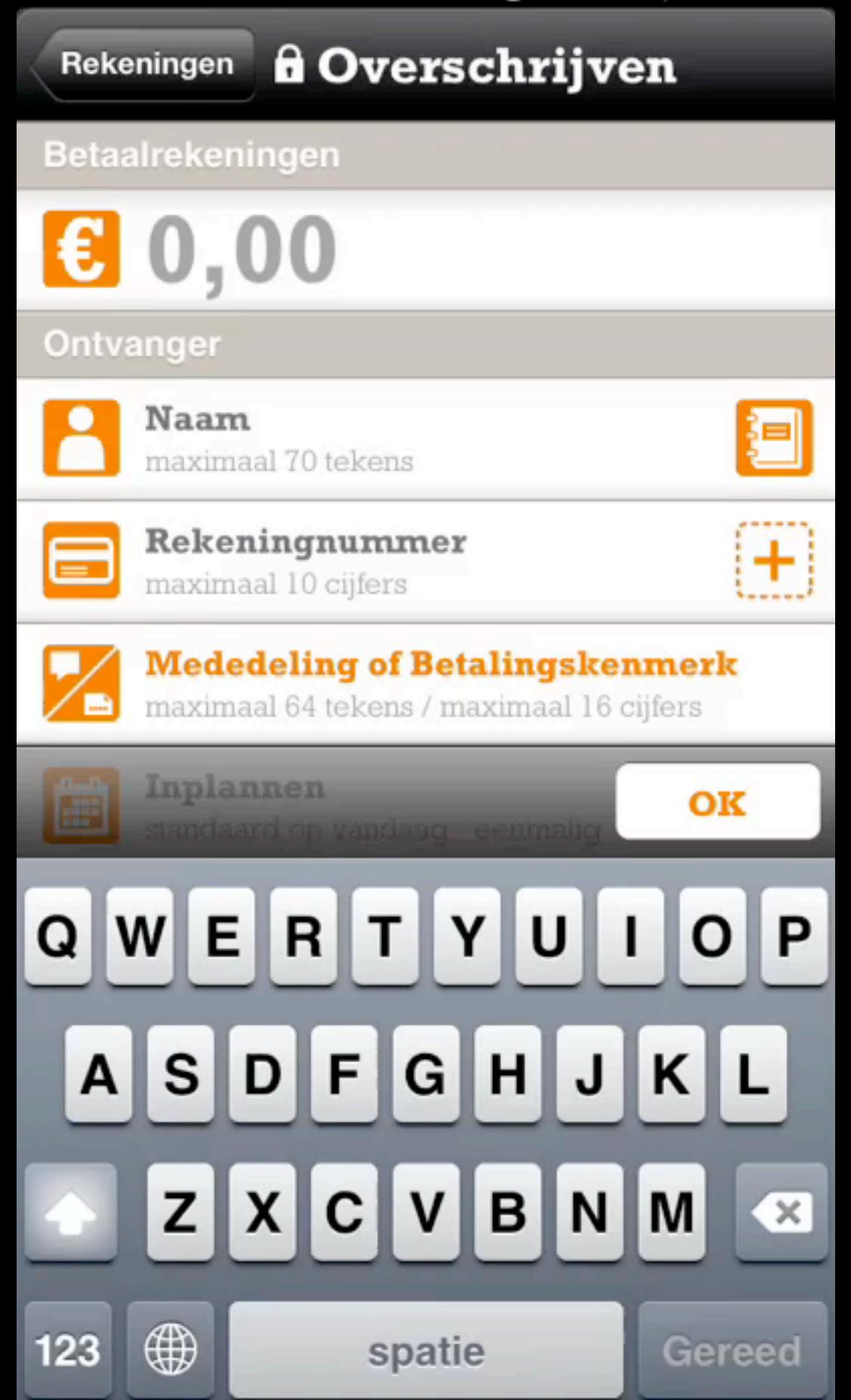
Some random tips

- Smallest font size 13pt
- Minimum touch area 44pt
- On iOS shadows always come from 90 degrees
- 60 fps is important
- Fast launch/resume



Polish

- Transitions
- Animations
- Forms/layout



Sometimes we experiment

(aka. prototyping)



18:33

21%

Af & Bij

Inleggen

Opnemen

i



do

45

56

3,45

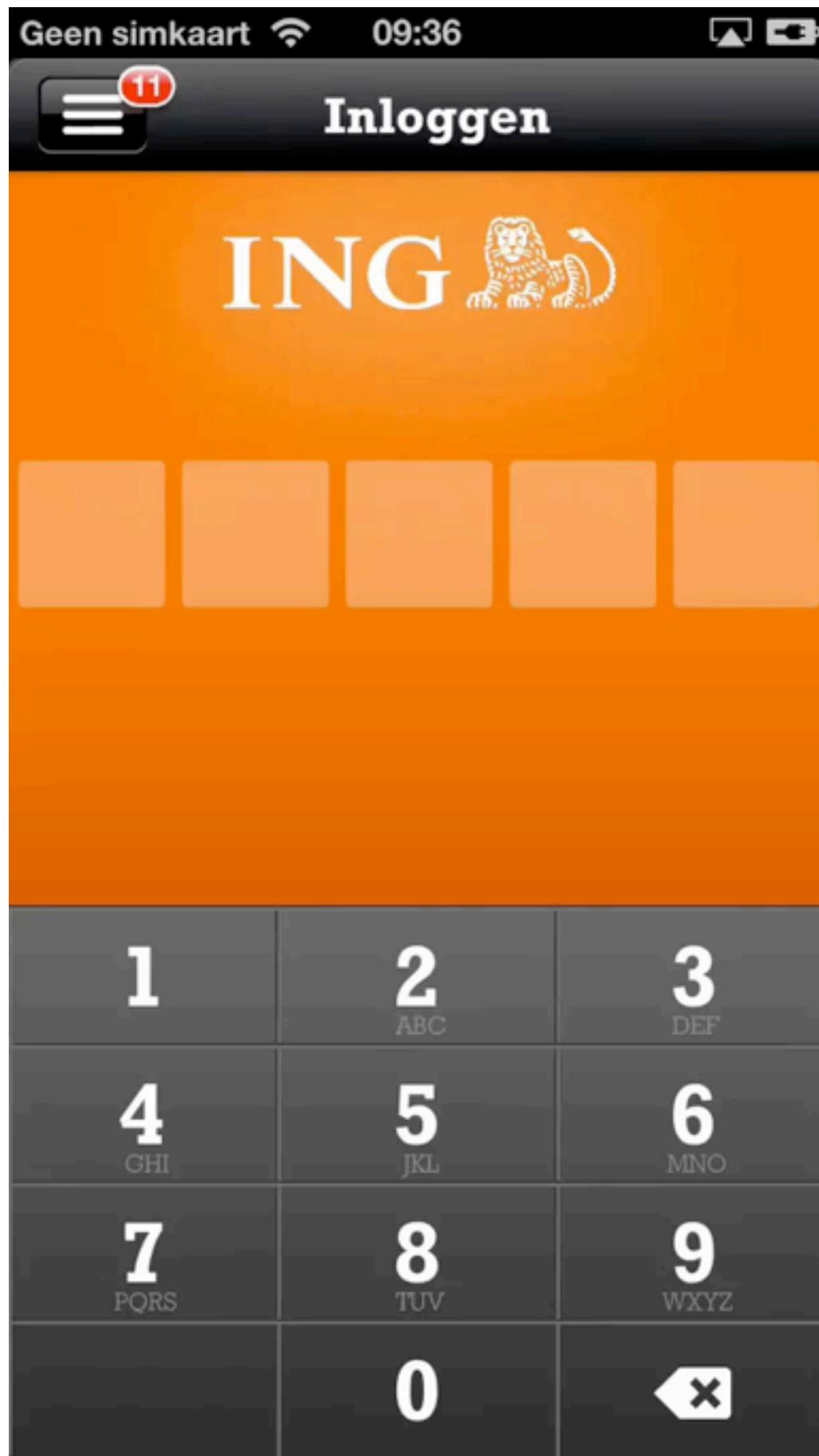
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06



Experiments get out of hand...





I know a great app when I see one





CocoaHeads

June 19th, Xebia Office
18:30 - 22:00

Free diner included

More info + register at:
<http://cocoaheads.nl>

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