



Mobile Apps User Experience Design (UXD)

By NIE Mobile App Team

Trends in Mobile

Emotional Experience

It is important to understand the state of mind of mobile app users; they need to perform tasks quickly and they get upset fast if they face any hindrance.

Most Used Apps Show a Change in Behaviour

The top app for 2016 is Facebook; a social media app. YouTube, Google Search and Instagram are also among the top 10. As people use these *social media*, *video streaming* and *search* apps more often, their usage behaviour will start to change as well. Over time, people will come to expect that all other apps should allow them to perform tasks in the new ways that they have become accustomed to.

RANK	APP	AVERAGE MONTHLY-ACTIVE USERS (MILLIONS)
1	Facebook	136.3
2	Youtube	134.8
3	Messenger	120.4
4	Google Maps	105.7
5	Play Store	93.4
6	Google Search	91.7
7	Chrome	91.4
8	Gmail	91.2
9	Instagram	88.4
10	Safari	83.0

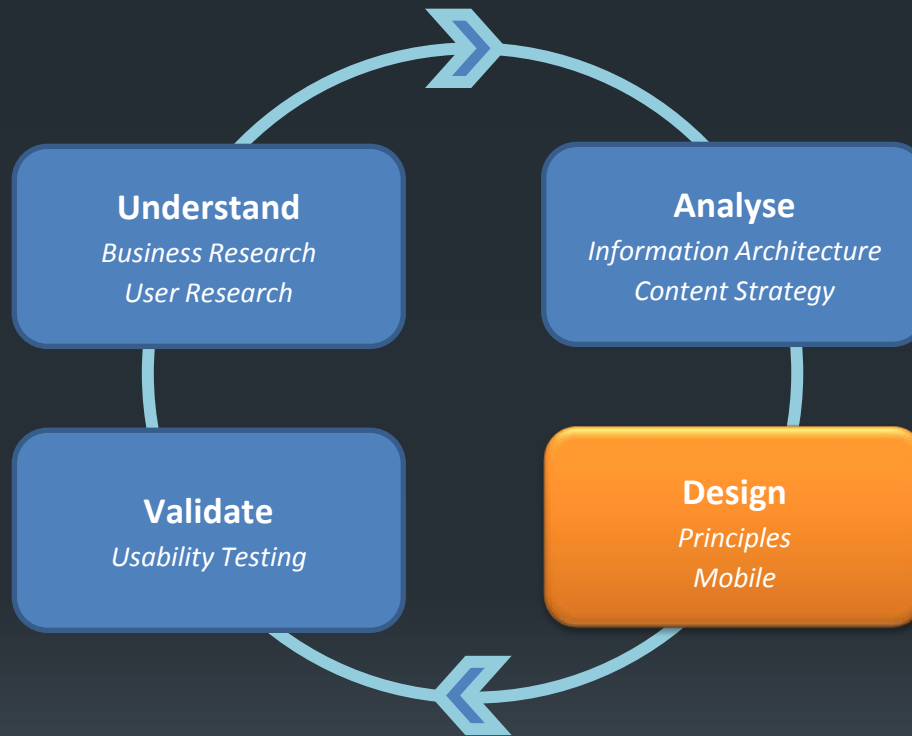
The most used mobile apps in the USA
Average monthly-active users (millions), January-June 2016

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9	Instagram	88.4
10	Safari	83.0
11	App Store	81.7
12	Apple Music	66.6
13	Snapchat	61.5
14	Pandora	50.3
15	Google Drive	46.4
16	Neflix	35.6
17	Twitter	35.1
18	Pinterest	34.5
19	Spotify	31.5
20	Amazon	29.6
21	Kik	26.9
22	The Weather Channel	25.8
23	Google Play Music	23.8
24	Google Docs	23.5
25	Whatsapp	22.7
26	Skype	21.7
27	360 Security	20.3
28	Musical.ly	19.8
29	Google Hangouts	19.3
30	Yahoo! Mail	18.3

US SMARTPHONE USERS

These are the most popular apps of 2016 so far – BI, Aug 2016

UXD



UXD Lifecycle

UX is NOT UI

How UX is Typically Seen

- Interface design
- Visual design

How UX WANTS To Be Seen

- Field research
- Face to face interviewing
- Creation of user tests
- Gathering and organizing statistics
- Creating personas
- Product design
- Feature writing
- Requirement writing
- Graphic arts
- Interaction design
- Information architecture
- Usability
- Prototyping
- Interface layout
- Interface design
- Visual design
- Taxonomy creation
- Terminology creation
- Copywriting
- Presenting and speaking
- Working tightly with programmers
- Brainstorm coordination
- Design culture evangelism

Adapted from uxisnotui.com

UXD is *not* a stand-alone process. It is *a way of thinking and developing apps.*

How to Do UXD

Mobile Behaviours

Micro-Tasking

Urgent:

Designate 1 single key task to each screen so that users can complete all required steps/screens faster.

I'm Local

Find/Lookup:

The app allows users to find nearby locations quickly.

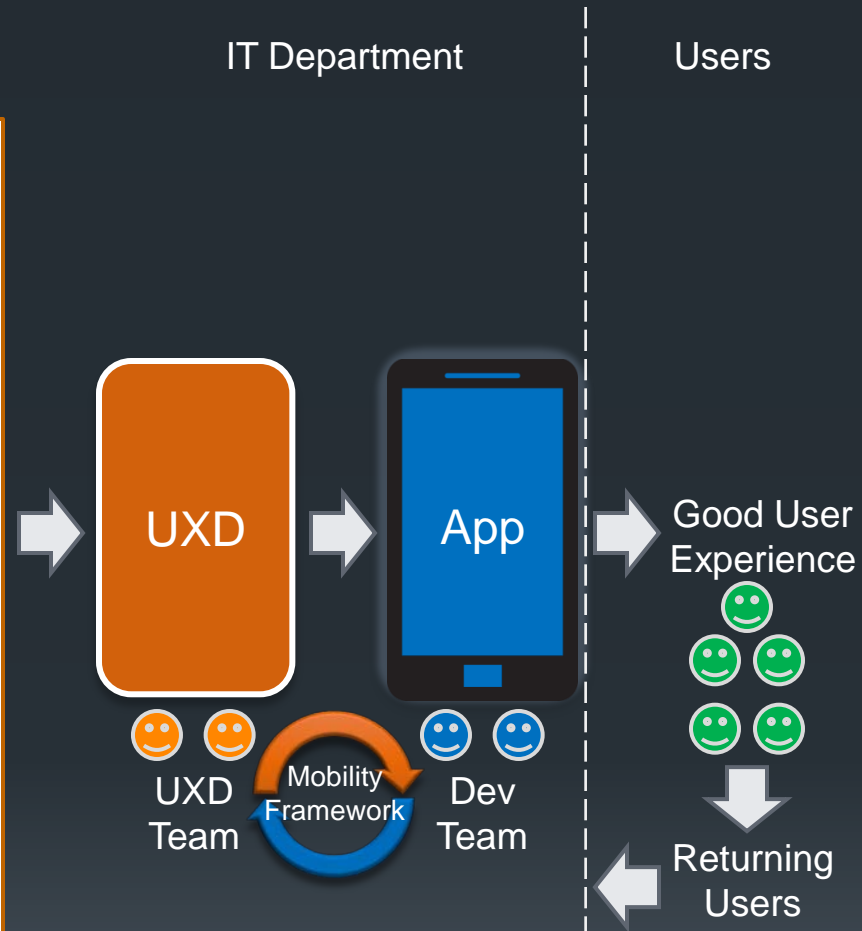
Sense:

Users have a need to know where they are currently. The app can display location information when there is a suitable context.

I'm Bored

Explore:

The app draws users to explore its features.



How to Do UXD

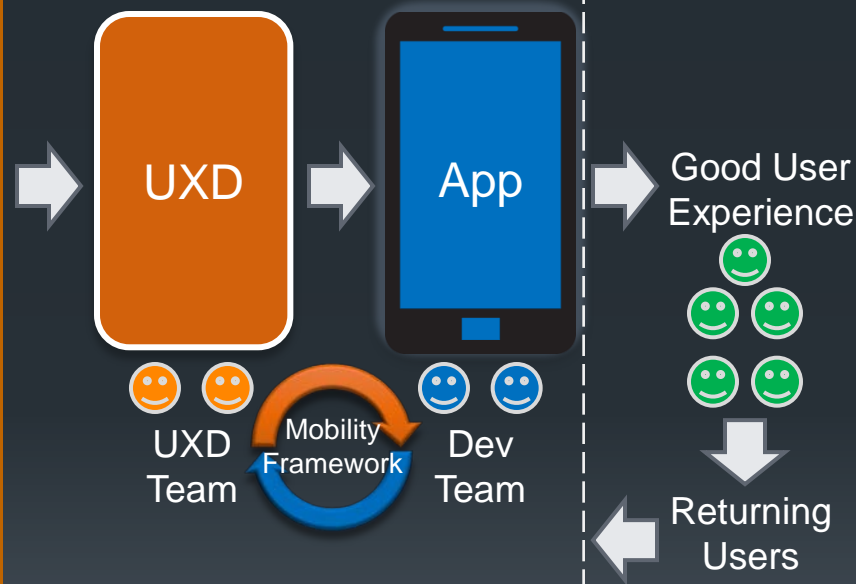
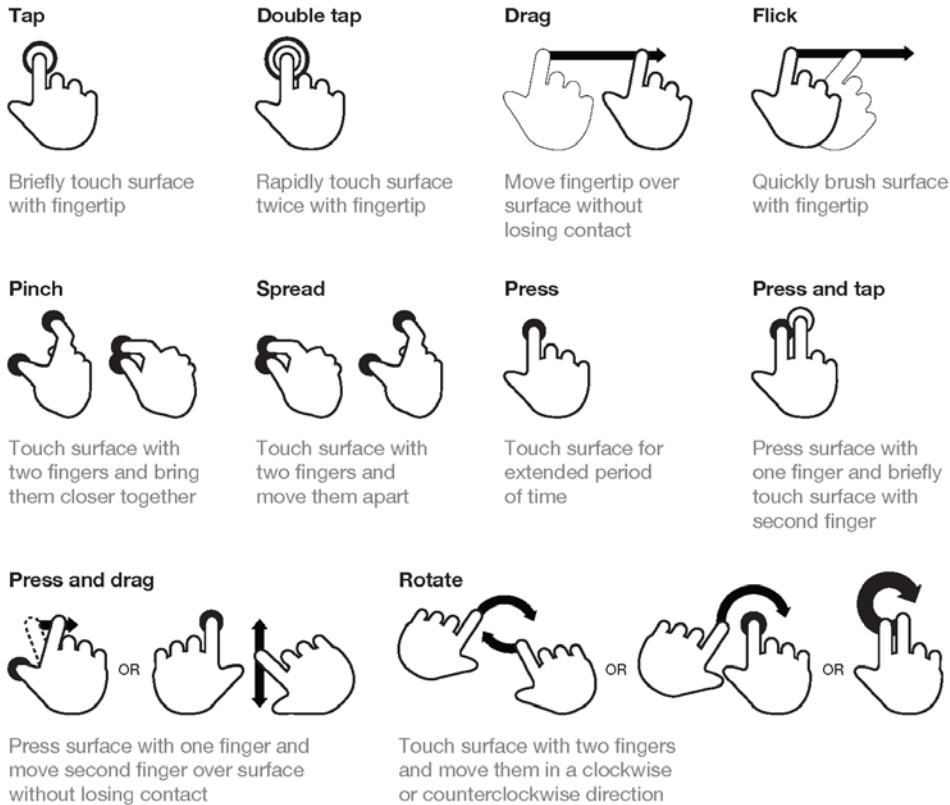
IT Department

Users

Gestures

A more natural way to use mobile apps.

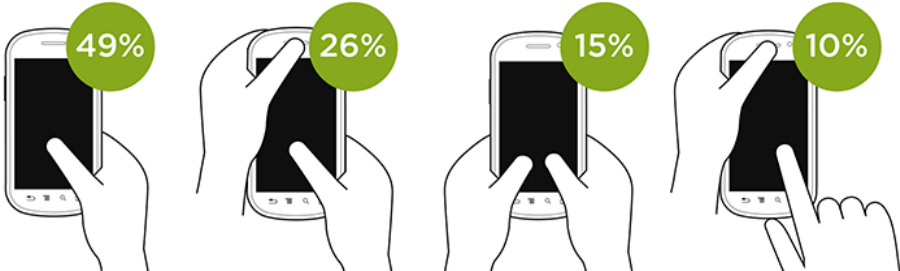
CORE GESTURES Basic gestures for most touch commands



How to Do UXD

How We Use the Touch Screen

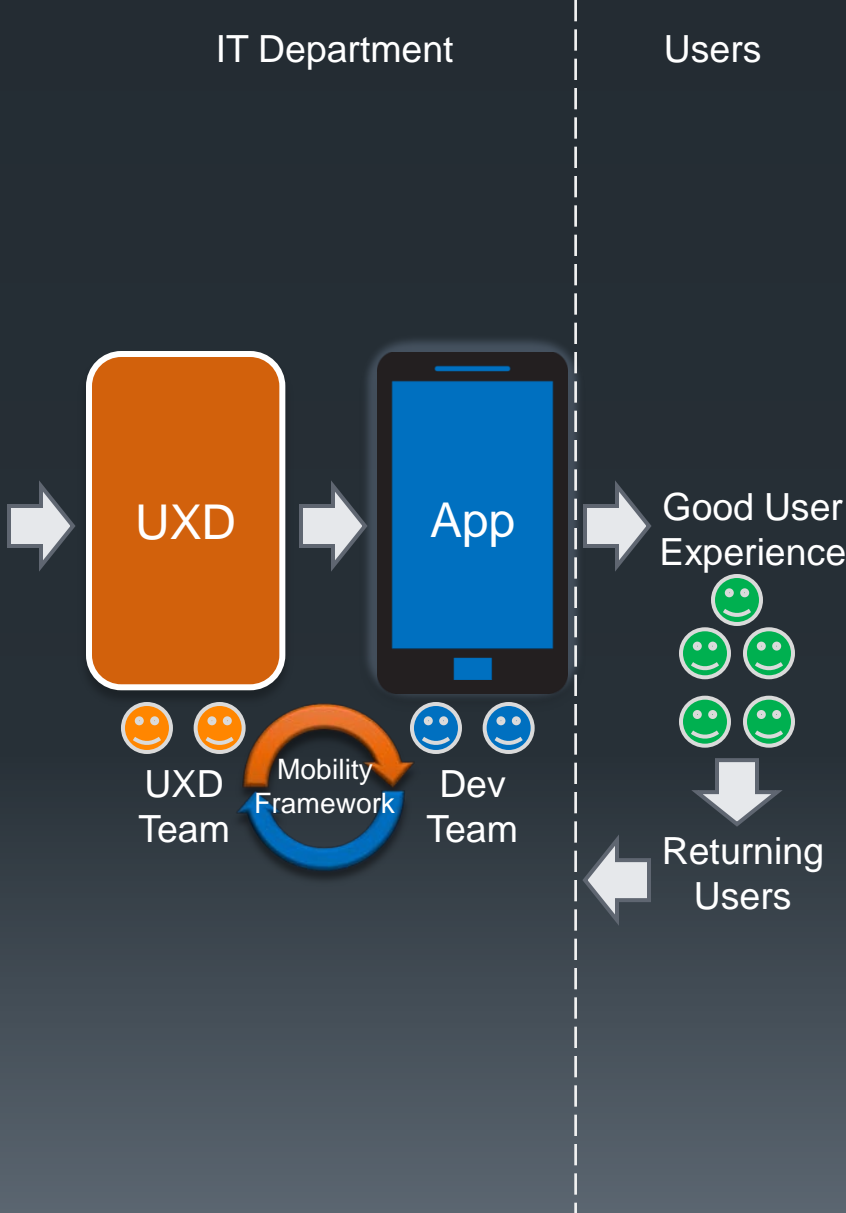
Smartphone Posture



Easy to Hit, Hard to Reach Touch Areas of Mobile Phone (Right Handed Bias)



Adapted from lukew.com

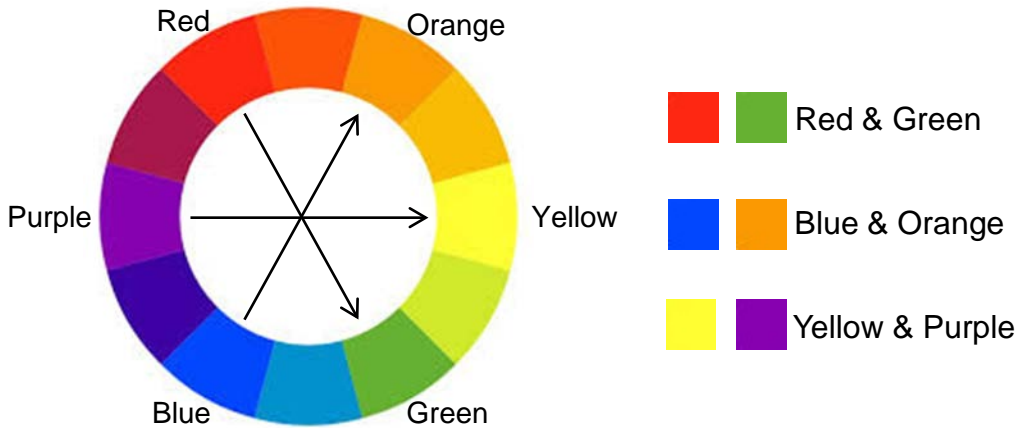


How to Do UXD

Colours

Complementary Colours

Any 2 colours which are directly opposite each other on the Colour Wheel.



Conflicting Colours

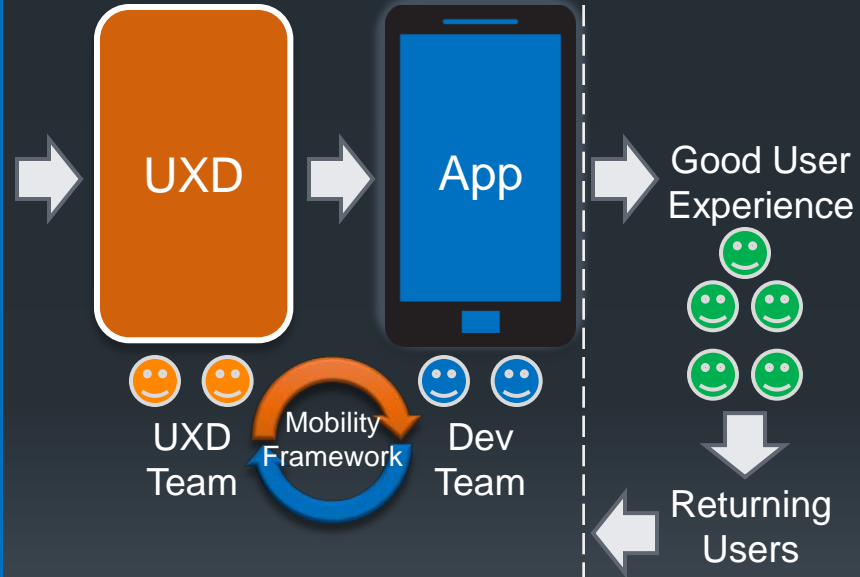
They give you a headache when you look at them.

Look at

Me again

IT Department

Users



How to Do UXD

Interactivity

Users should see primary content **without zooming or scrolling horizontally.**



Recommended



Not Recommended

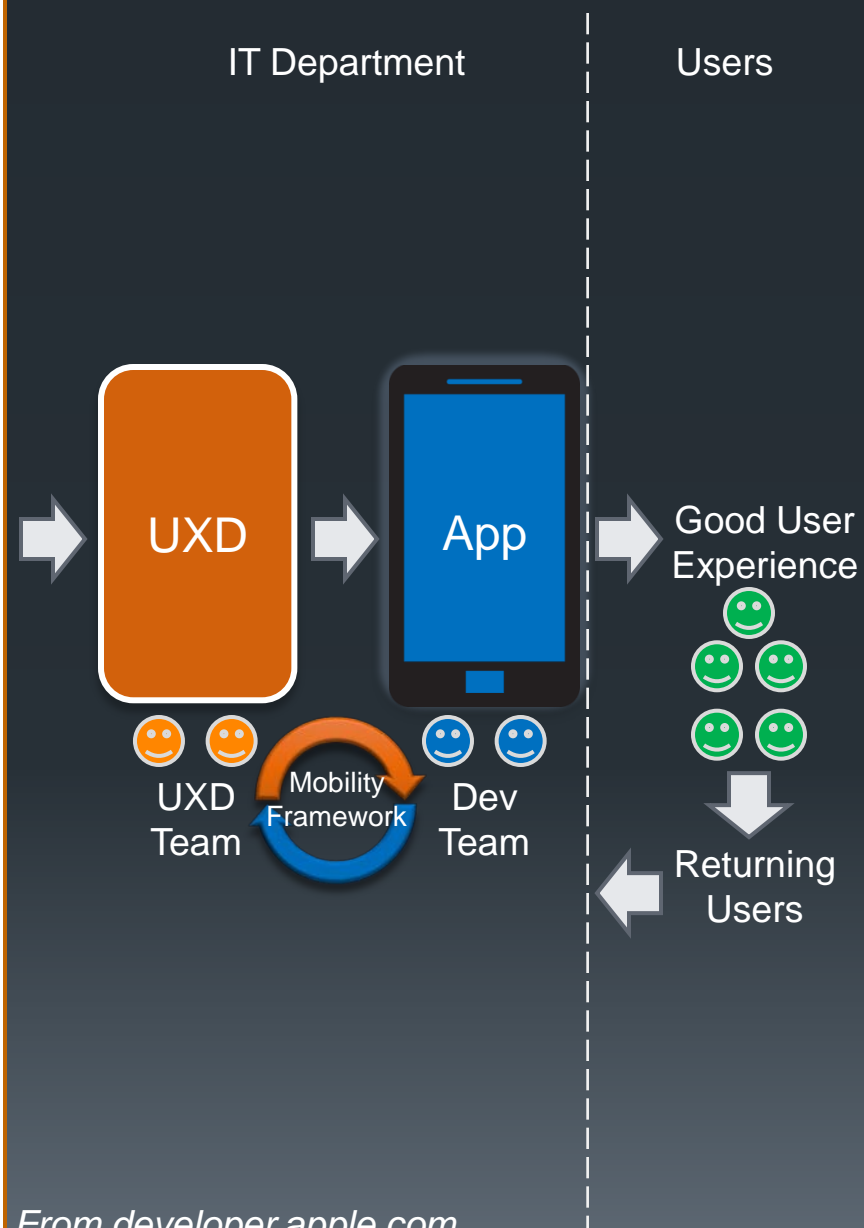
Controls must be at least **44 X 44 points** so that they can be accurately tapped with a finger.



Recommended



Not Recommended



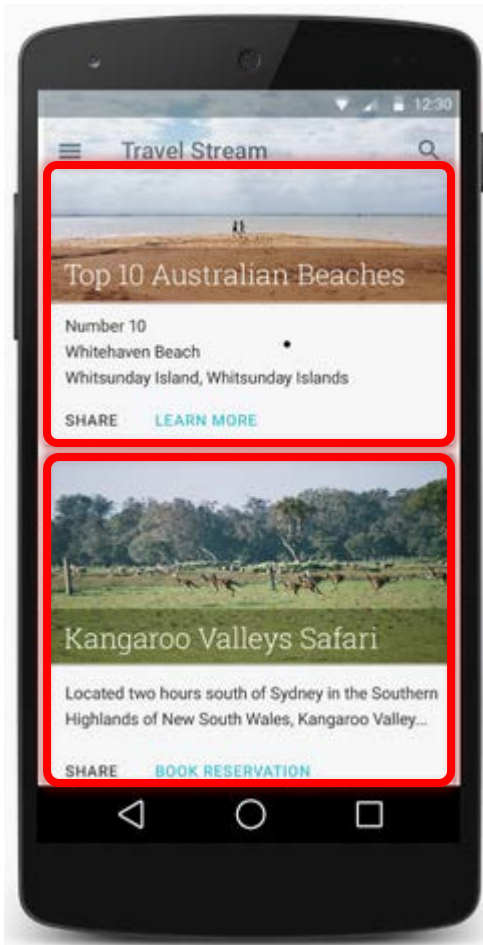
From developer.apple.com

How to Do UXD

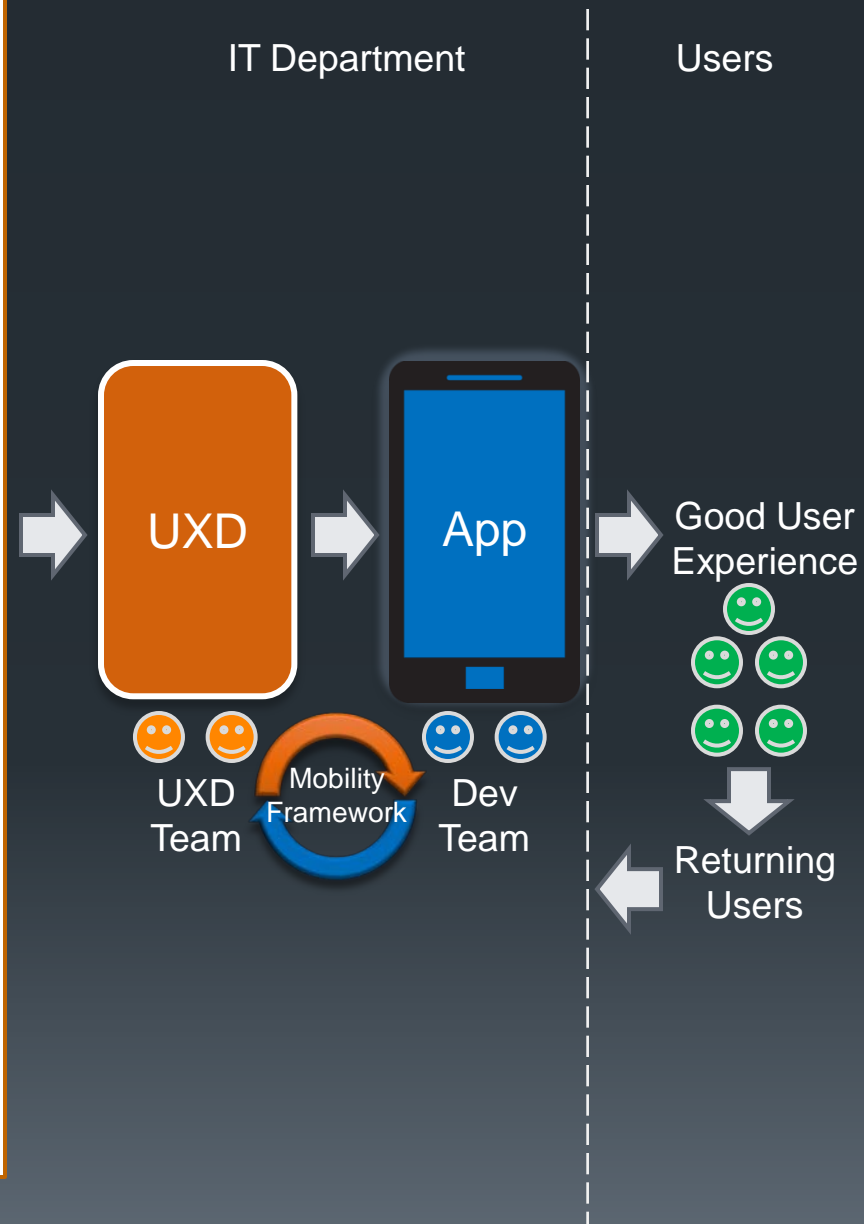
Cards Design

Cards widget present information in a new way.

Show most important information first. Tap to reveal more.



Adapted from Android Developer



How to Do UXD

Responsive Web Design – CSS Frameworks

These are collections of assets that provide a system for building sites or applications.

Advantages:

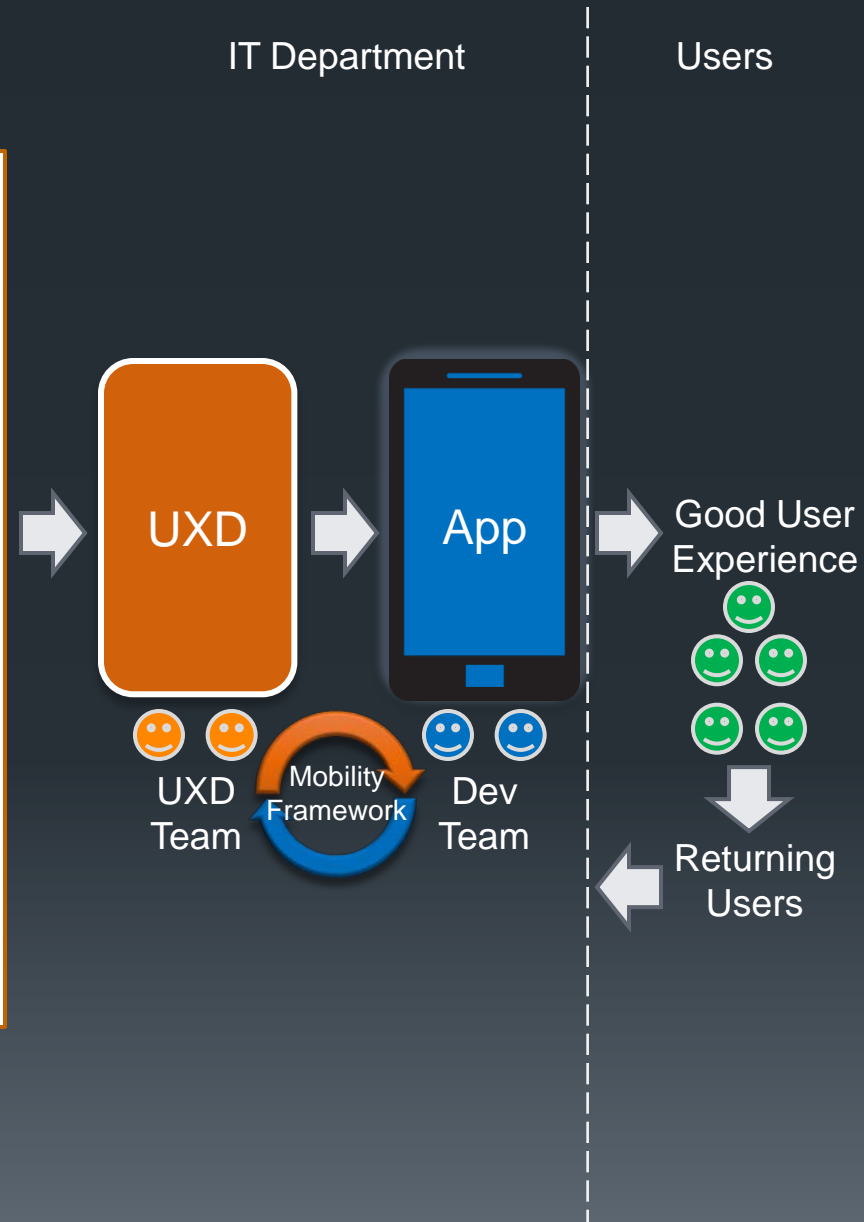
- Speeds up development time
- Gives projects more consistency
- A great way to learn

Disadvantages:

- Increase in project size
- Restrict the way developers work
- Non-semantic class-based codes

A recommended CSS framework to use is Bootstrap.

Adapted from Ace Training



Thank You