

User Interface Design, Prototyping, and Evaluation

Mobile UI Design

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CSE 441
Spring 2012

* Based in part on content in Chapter 9-10 of *Designing the iPhone User Experience*, Suzanne Ginsburg, Addison Wesley, 2011


Hall of Fame or Hall of Shame?



- Weight Watchers app

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Hall of Shame!



- Weight Watchers app
- What app am I in?
- Icon mappings?
- Menu non-standard
- No overview+detail
- How do I do "My Friends" w/o Log In?

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Outline

- Review of mobile computing
- Smart phone design
- Responsive design

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Mobile Design Constraints & Context

Design constraints

- limited attention/interactions bursty (sometimes untrue)
- form factor/screen size small (independent of resolution)
- natural (ambiguous) input modalities



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Mobile Design Constraints & Context

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- natural (ambiguous) input modalities

Mobile usage context

- mobile device with user & on
- use gives clues to context...
 - apps give cues (e.g., calendar or job schedule)
 - location gives cues
 - activity inference (e.g., adapt to walking)



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Mobile usage context

- mobile device with user & on
- use gives clues to context...
 - apps give cues
 - location gives cues
 - activity inference



Design for limited attention

- minimize keystrokes
- understandable at a glance (overview + detail)
- task-oriented w/ minimum set of functions

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Mobile Design's Key Moment



iPhone (2007)

App Store (2008)

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Initial Impressions Matter

- If people don't "get it", they won't download or they'll quit after quick look
 - need to have clear "value proposition" in both app store title, blurb, & app design

Instagram

By Burbn, Inc.

Open iTunes to buy and download apps.



Description

★★★★★ Instagram

15 million users love Instagram! It's a free, fun, and simple way to make and share gorgeous photos on your iPhone.

Pick from one of several gorgeous filtered effects or tilt-shift blur to breathe a new life into your mobile photos. Transform everyday moments into works of art you'll want to share with friends and family.

Share your photos in a simple photo stream with friends to see - and follow your friends' photos with the click of a single button. Every day you open up Instagram, you'll see new photos from your closest friends, and creative people from around the world.

View on iTunes

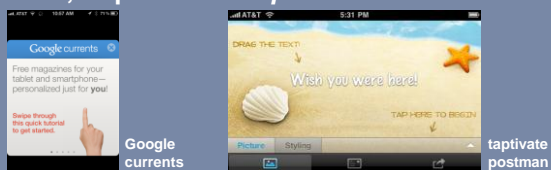
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Initial Impressions Matter

- If people don't "get it", they won't download or they'll quit after quick look
 - need to have clear "value proposition" in both app store title, blurb, & app design
- Give "getting started info", annotate the UI, or provide an optional demo



Personalize User Experience

- Name
 - use it if known & integral (e.g., social networking)
- Settings
 - common ones in app & rest in settings
 - don't make dumping ground for extra features
 - e.g., font size, sound, units, list view, screen orientation, tab content, history, etc.
- Favorites/Bookmarks
 - save item for viewing later (sync across platforms)
 - common in content-rich apps (news, photos, recipes)

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Personalize User Experience

- Name
 - use it if known
- Settings
 - common ones in app
- Favorites/Bookmarks
 - save item for viewing
- Behavior
 - access based on app history (e.g., recent searches)

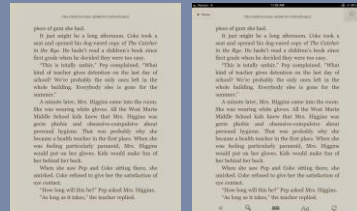


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Let the Content Shine

- Immersive applications focus on content
 - “The idea is that the content is the interface, the information is the interface — not computer administrative debris.” – Edward Tufte
- Access controls via tap screen, tap button, & scroll up



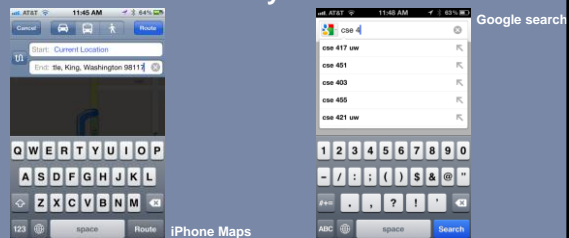
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Kindle reader

Make Selections Fast & Error Free

- Provide smart defaults
- Suggest matches during text entry
- Store recent activity / selections



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Provide Appropriate Feedback

- Animations
 - Downloading, moving, end of content...
- Transitions
 - when users move between related screens
 - e.g., flip (settings/views), slide left/right (lists), slide up/down (secondary panel), fade in/out, curl (e.g., maps)
- Text alerts
 - If visual not enough (inline or overlay-modal)
- Sound
 - use sparingly as can be annoying

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“Good Artists Borrow, Great Artists Steal” – Pablo Picasso(?)

- What apps do you like?
- Why?
- Borrow good features/styles

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Next Time

- Thursday: Studio Task on Confirmations
- Next Thursday: Online Usability Study

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