Introduction

This module focuses on designing effective mobile applications. You'll learn the different design considerations for designing desktop versus mobile products. You'll understand the key differences between responsive websites, mobile websites and native applications.

You'll also understand different mobile application types, based on the UXDI framework. You'll also gain knowledge in mobile design patterns and how they are different from desktop design patterns.

There are three projects in this module:
- Flow diagram for mobile
- Define navigation for desktop
- Define navigation for mobile

Complete the project(s) for your chosen path. Review the **Project Paths** document which is available to download in the 'Introduction to the Diploma' section of the course.

Topics covered include:

- The mobile landscape
- Responsive websites
- Mobile websites
- Native apps
- The rationale for apps
- UXDI Application Framework
- Application types
- Unbundling
- Flows
- Mobile navigation
- Input types
- Content v navigation
- Touch targets

- Notifications
- Displaying content

Recommended reading

Tapworthy

Josh Clark

@bigmediumjosh

Mobile Design Pattern Gallery

Therese Neil

@theresaneil

Additional resources

- 10 do's and don'ts of mobile UX design
- A guide to your first mobile design project
- Typography in mobile design
- 11 powerful examples of responsive web design
- How to design notifications for better UX
- Mobile UX design: What makes a good design notification?
- How to create effective push notifications

Responsive website

Website that adjusts to fit on browser size

Mobile (m.dot) website

Specifically made for mobile phones.

→ more complex websites

Native apps

Runs on specific mobile phone

Powerful native app using mobile phone's capabilities.

Justifying a native app

Checklist for native app.
- Volume — do you have a lot of users.
- Frequency — how often used.
- Unique — need for native capabilities
- Cost — Is it worth the investment.

25% of apps deleted after first use.

Utility apps

Simple + Structured

Update calendar — Quick to do
something

Order number.

Nav
→ Floating button for primary action
→ everything else off-canvas

Consumption apps

Simple + Random

Facebook — Consuming media.

Nav
→ Content as navigation
→ Other options off-canvas

Process apps Complex + Structured

Defined process
Multiple steps.

Nav
→ Would depend on type of process

Ecommerce apps Complex + Random

Nav
→ Navigate section off – canvas
→ Utilities – hub- and –spoke ?

App unbundling

Same product
⮑ multiple apps for different functions.

Make apps more succinct.

Mobile flow

Linear sequence
— step by step. following on each other
— each step depends on previous

Non-linear → Hub and Spoke.
— Steps don't depend on each other
— can work on steps separately.
— Options page with sub-options.

Mobile navigation

Critical to good experience
Smoothes the flow.

Choose appropriate nav style
— Tabs
— off - canvas
— floating buttons
— content as nav
— blended

Input types

Better form flow improves prozess
Optimize field for type of info needed.
— Set input type.
Reduce errors

Smart default

Use data to default fields
to what makes sense
  ↳ location
  ↳ delivery address.

— make an educated guess

Content v navigation

Users don't come to your app to
play with navigation.

— Prioritise popular, most critical
content.

Tap targets

As targets get smaller, errors increase

— keep controls big and chunky.

Displaying content

— Choose important data points for list and grid views.

— map view for location type data.

— Prioritise content.
  — easy to read and understand.

Notifications

- Inform user
- Quick access to functions.
- Genuinely useful.

Skeleton states
↳ Gives impression that app
  is loading.