

Mobile UI / UX Design

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Section 1: What is UX Design?

Definitions and basics about the discipline

Section 2: Mobile UX Design Trends

What are the current trends and best practices in mobile applications

Section 3: UX Discovery, Assessment & Planning

What's involved in starting and planning a design project

Section 4: “Nuts & Bolts” / Wireframing to Prototyping

What's involved in creating the basics of the design

Section 5: User Interface High Fidelity Design

Turning the basics into a polished, market-ready user interface

Section 6: During Development - Building the UX

Putting the design into practice, What's involved in implementing the user interface

What is UX?

User Experience (UX) refers to the experience a person has when using a product.

It is subjective in nature because is rooted in individual perception and thought with respect to the system.

What is UI?

User Interface (UI) refers to space and method created as the junction between a user and a product.

The goal is to facilitate effective operation of the product.

What is UI / UX Design?

The process of designing the user interface and the experience that results from its use.

Why are
UI / UX integral?

UX Design

*overall experience of a product
structure meets broader Design Goals*

UI Design

layout each view of the interface and all it's details

The Mobile Medium

Size

Touch & Gestures

Context of Use

The design process is typically four phases:

Discovery / Assessment / User Research

Wireframing

Visual Design

Production & Development

How will the UI/UX
meet these
Design Goals?

What is the purpose of the app?

What will be in the app?

What will the app do?

What are the user expectations?

Will the app do what the user wants and needs it to?

How will it be clear what the app does?

What will the user do to drive the app's features?

How will it be clear how to interact with the app?

What makes a “Bad UX”?

Confusing navigation structure

Confusing layouts

Too many options

Confusing or no visual cues

Bad content

Broken interface elements

User-Centered Design philosophy

User Advocate

The process relies on:

the standards within the metaphor or medium

knowledge of the trade

the many best practices

heuristic studies about user practices

instinct and direct evaluation

user research

What makes a
UX great?

K.I.S.S.

(Keep it simple, stupid)

Hick's Law

Consistency

Fitt's Law

Proximity

The Mental Model

Conditioning

The 80/20 Rule

More questions

What does it mean to “Keep It Simple”?

How can we leverage Proximity and Fitt's Law?

How does consistency work best?

In what ways can The Mental Model & Conditioning serve?

How do we identify which are the actions the user will perform?

Design for Common Problems

Design for “The User”

A Few Great Mobile Apps

Practice Exercise

Look at an application that you think could use a redesign. Write down any improvements that you would plan to make.

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