

# During Development: Building the UX

# Native vs. Web-Based

# Native App

An app built for a specific mobile platform,  
and which will reside on the device.

# Web-Based App

An app designed for mobile use,  
which will reside on the world wide web,  
and be accessed through a browser.

# Native Wrapper

# Hybrid App

# Documentation

# Requirements Document



# Wireframes

Supporting written explanations of:

- features
- functions
- behaviors
- flows
- anything implied about the experience

# Style Guidelines

# Color Palette

# Shared Styles

# Unique Element Style

# Fonts and style variations

Include reference examples



# Numeric Values

# Design Assets

# Master Files

# Code vs. Graphics

# The Many Sizes of Mobile Devices

# iPhone

- 1x – original (320x480)
- 2x – iPhone 6 (750x1334)
- 3x – iphone 6 Plus (1242x2208)

# Hybrid & Web-Based

# Supporting Development



# Coordinate Schedules & Followup Meetings

# Design Audits

# QA / Testing

# Recap & Tips

Establish Requirements,  
assess how they will influence  
the UI/UX design

Which Mobile Devices?

Get to know the Users and design the  
experience for their needs

Engage Stakeholders throughout the project,  
and require formal approval  
of wireframes and Hi-Fi designs



Familiarize yourself with trends and good patterns, and use them in your design.  
Be discerning and avoid bad trends.

Consider existing applications with great designs and draw from their best practices for your own designs

Consider throughout the process  
how to best apply design theories

Make wireframes thorough and clear, and,  
pitch the benefits of your proposed experience with  
explanations of best practices to support your choices

Create a strong visual hierarchy with consistent semantics and use of visual cue styles which will result in an intuitive experience the User can rely on

Use Void Space well,  
don't cram content,  
but group or cluster in meaningful ways

Make interactive touch zones large enough  
so that they are usable and friendly

Consider the brand's identity  
when choosing color and font palettes.

Apply styles carefully with intention  
that supports the hierarchy and semantics.



Be aware of what languages and technologies  
the development team will be using  
and customize the design and documentation  
to meet development needs

AS the project begins  
make sure the stakeholders are aware of  
the pros and cons of  
Native vs. Web-Based vs. Hybrid

Spend time polishing your  
presentation documents and pitches

Research Cutting Edge Technology

Subscribe to Trade  
Publications and Blogs

HAVE FUN DESIGNING  
Great Experiences

# Practice Exercise

Using your Section 5 exercise design as basis,  
create a Style Guidelines Document