

# Designing for Mobile and Touch

When designing for mobile and touch devices a designer must consider user scenarios and how they differ based upon the environment, posture, and motivation of the user at the time. In this three-part session we help participants map out specific uses and scenarios for mobile users, and then help participants align those findings to UI suitable for mobile and touch devices. During this session participants create and align a feature set that is specific to mobile use and bring it to life in sketches, wireframes, paper and interactive prototypes.

## Part 1: Designing for mobile devices

There are many factors to consider when designing for mobile.

### Demographics of mobile app users

- Percentage of population accessing websites on mobile devices
- Percentage of population using only mobile apps

### Mobile apps defined

- Difference between devices
- Difference in user needs and requirements
- Working with physical size, and orientation
- Considering user postures and positions in design
- Scenarios of use

### Types of mobile apps

- Responsive web sites
  - Understanding fluid layouts, media queries, and responsive media
- Native apps
  - Understanding platforms and what additional features you can take advantage of
- Hybrid apps
  - WebView apps and compiled hybrid apps

### UX and Design approach to designing for mobile apps

- Important components of mobile development
- Building to multiple screen size
- Popular screen resolutions
- Options as a designer

### Understanding the differences in user goals

- Researching your mobile app user
- Mapping out stories and scenarios for your mobile user (class project)

### Building the information architecture for your mobile device

- Establishing your features
- Prioritizing features
- Focus on where your user is, not where they can go
- Testing your information architecture



## Part 2: Designing for touch

Touch is a language. Normally we're used to thinking about interactions with the mouse. The language of the mouse has been fine-tuned over the last 25 years. We all know how to scroll, point and click. The language of touch is new to users. How do you teach your users how to take advantage of touch in your experiences?

### Designing for touch on devices

- Touch requirements
- Orientation
- Patterns of interaction
- Direct manipulation
- Providing Visual feedback

### Primary touch gestures

- Tap, Tap and hold, Swipes, pinch and zoom and more
- Understanding that touch is not exact
- Compensating for the lack of a hover state in touch
- Best touch experiences for users based upon physical limitations.

### Touch requirements for best experience

- Providing immediate feedback
- Having content follow finger
- Keeping interactions reversible
- Providing visual feedback

### Designing a touchable UI

- Understanding common postures for touch devices
- Designing for the interaction vs. reading on a touch device
- Avoiding occlusion
- Building touchable UI

## Part 3: Creating your UI for your mobile and touch devices

- Understanding and using a typographic grid
- Applying a grid to your mobile layout
- Using typography to convey your information hierarchy
- Taking advantage of metaphors in mobile design

### Creating your wireframe

- Creating and testing a wireframe for your mobile app
- Adapting your wireframe for expanded break points
- Testing your wireframe

### Creating a mobile prototype

- Paper prototype
- Interactive prototype of your mobile app

### Testing

- Testing your prototype