Practical UX for Mobile

A FUTURE FRIENDLY APPROACH TO COMMUNICATING YOUR IDEAS

@dkardys
USER RESEARCH
STAKEHOLDER INTERVIEWS
PERSONAS & SCENARIOS
CARD SORTING
ENORMOUS SITEMAP
LOTSA WIREFRAMES
TASK FLOWS
DESIGN COMPS
PROTOTYPES
DEVICE TESTING
USABILITY TESTING
But WILL the People know to tap it?
Makers wanna make... not document
How much of the UX process is expendable?
FUTURE FRIENDLY
-there is a-

Dissonance of Vision

FUTURE FRIENDLY     vs.     BOSS’ PHONE
...the people farthest from understanding the technology are often the ones making the strategic decisions.

—Dan Willis
It’s up to those with the best understanding of the technology to lead the way.
Crossing the Chasm
The biggest challenges, in my experience, are to do with people. Specifically, the way that people work together.

— Jeremy Keith
Arm yourself with better communication tools
“The purpose of a design artifact, whether a wireframe, prototype or sketch, is to illustrate our thinking.”

—Robert Hoekman
The purpose of a design artifact can also be to transform our thinking.
Create Props

NOT

Paperwork
Assumptions | Shared understanding
Silo mentality | Convergent experience
Page driven design | Design systems
Prototyping the Experience

wsol.com/practical-ux-for-mobile/
Participatory Sketching

Getting stubborn ideas out of people’s heads and onto paper.
Comics & Storyboards

Great for getting to people focus on goals and scenarios instead of features and screens.
Role Playing / Bodystorming

Performing the experience

http://www.flickr.com/photos/nlireland/5963130143/
http://www.flickr.com/photos/xian/3763797756/in/photostream/
Journey Maps / Service Blueprints

Outlining the various points where users interact with a product or service, across channels. Can weave together personas, scenarios, and tasks.
User Journey map became more than just a journey with touchpoints, emotions, takeaways, etc...
It also became a representation of the Information Architecture and the content plan, with our Personas (needs, goals, scenarios) serving as the starting point for everything — sort of like the glue that ties it all together.

—Rian Van Der Merwe
Find gaps in the experience.

http://www.flickr.com/photos/osucommons/3385601567/
Paper Prototypes
Quickly ideate and validate ideas.
KJ Method

An efficient way to arrive at consensus when dealing with large or divided groups.

http://www.netmagazine.com/features/how-run-effective-meeting
### Page Description Diagram

#### HIGH
These features are vital to a user's understanding of

- **Hero presentation**
  The "hero" should be a large image to establish tone and an emotional connection with the visitor. Along with the image, messaging can be provided to establish identity and purpose. Its placement should be primary to the homepage presentation.
  
  **Example:** Connecting the world with technology
  State-of-the-art widgets for all your sprockets

- **Self-selection**
  The primary user profiles of Partners, Resellers, and Customers should be given an opportunity to self-select based on their group. Some information should be given up-front to ensure easy identification.
  
  **Example:**
  
  ![For Commercial Partners](image)
  Wholesale purchasing for product developers

- **Identity messaging**
  Among the first pieces of content on the page should be some messaging that establishes the concept and mission of the organization.

#### MEDIUM
The site should include these features to function well and

- **Logo**
  The logo should be clear, at the left of the page (likely at the top or near it) and should provide an easy link back to the homepage.

- **Primary Navigation**
  The main nav should appear at or near the top of the page and provide clear direction into the site. The top-level items proposed are:
  
  **Who We Are**
  **What We Do**
  For Commercial Partners
  For Resellers
  For Buyers
  Contact Us

- **Contact information**
  The only currently available contact information is an email address. If phone number or physical/mailling address is available, it may be worth including to give a more tangible sense of presence.

#### LOW
These features are useful, but not vital to the

- **News and Events feed(s)**
  Users, especially current members, will likely be interested in news updates and upcoming events and conferences. Depending on frequency and importance of events, they may receive a more prominent presence or an upgraded prominence when an event is imminent.
  
  **Example:**
  
  - **Next event:**
    - 2012 Widgeteers' Conference
    - Sarasota, FL
    - Dec 3-7, 2012
  
  - **Upcoming events:**
    - Workshop Weekend
    - Sarasota, FL
    - Dec 3-7, 2012
    - Technology Webinar Online
    - Dec 3-7, 2012

  News feeds should be presented with the date of each entry clearly labeled. Note that if news is updated at a relatively slow pace, this can reflect poorly on an organization, making it appear stale and unattended.

  **Example:**
  
  - **Nov 1, 2012**
    - Update on new policies for resellers
  
  - **Oct 13, 2012**
    - Update on new policies for resellers

- **Footer**
  The footer should provide redundant navigation options for when the user reaches the end of the content. Additional identity or legal/privacy/copyright information is also provided here.

- **Search (optional)**
  A search function is not vital, but may help users find content more quickly than browsing.
Our sixth generation of low-voltage pump and traction motor controllers sets new standards of quality, reliability, versatility and value—the result of our longtime experience with a global installed base. Available in voltages from 24-80V and power levels from 5 to 50kVA, the AC Superdrive (ACS) can accommodate almost any battery-powered electric vehicle application, communicating via CANopen or optional vehicle control I/O.
Design Systems
Breed Modular
Markup & CSS
General Components

Pagination

Social / Share

Breadcrumbs
Home > product family > category > class > sku

Tooltip
(title attribute...or image ?)
content or tooltip icon (with title attribute)

7.1.0 Rotating Feature + Headline + caption + pagination + swipe enabled

Short Headline text
Short one sentence caption

8.1.0 Tiled-grid galleries (1-up, 2-up, 3-up depending on screen width)

Image sizes
Icon, thumbnail, medium, large (featured), wide (banner), hero (rotator)

medium image
featured image

rotator (hero) image

banner image

medium image

rotator (carousel) image

Short Headline text
Short one sentence caption
Short Headline text
Short one sentence caption
Short Headline text
Short one sentence caption
General Interactive/Toggle Components

6.1.0 Tabbed panels

<table>
<thead>
<tr>
<th>Tab Title 1</th>
<th>Tab Title 2</th>
<th>Tab Title 3</th>
</tr>
</thead>
</table>
| Headline (link)
Summary text ... Selfies freegan was anderson, gluten-free bushwick typewriter jean shorts high life hoodie stracha. Ethical cliche direct trade gastropub quinoa, blog bushwick umami. 8-bit selvage high life, portland brooklyn stumptown pug scenester gastropub american apparel. |

6.2.0 Accordion panels

<table>
<thead>
<tr>
<th>Accordion Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>medium image</td>
</tr>
</tbody>
</table>

Headline (link)
Summary text ... Selfies freegan was anderson, gluten-free bushwick typewriter jean shorts high life hoodie stracha. Ethical cliche direct trade gastropub quinoa, blog bushwick umami. 8-bit selvage high life, portland brooklyn stumptown pug scenester gastropub american apparel.

6.3.0 Toggle Menu

<table>
<thead>
<tr>
<th>Content Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>List Item one</td>
</tr>
<tr>
<td>List Item typewriter jean shorts high life</td>
</tr>
<tr>
<td>List Item three</td>
</tr>
<tr>
<td>List Item five</td>
</tr>
<tr>
<td>List Item seven</td>
</tr>
</tbody>
</table>

6.1.1 Tabbed panels - collapsed (narrow) state

<table>
<thead>
<tr>
<th>Tab Title 1</th>
</tr>
</thead>
</table>
| Headline (link)
Summary text ... Selfies freegan was anderson, gluten-free bushwick typewriter jean shorts high life hoodie stracha. Ethical cliche direct trade gastropub quinoa, blog bushwick umami. 8-bit selvage high life, portland brooklyn stumptown pug scenester gastropub american apparel. |

6.4.0 Toggle Content (closed state)

| Headline (hyperlink)
Summary text ... Selfies freegan was anderson, gluten-free bushwick typewriter jean shorts high life hoodie stracha. Ethical cliche direct trade gastropub quinoa, blog bushwick umami. 8-bit selvage high life, portland brooklyn stumptown pug scenester gastropub american apparel. |

6.4.1 Toggle Content (expanded state)

| Headline (hyperlink)
Summary text ... Selfies freegan was anderson, gluten-free bushwick typewriter jean shorts high life hoodie stracha. Ethical cliche direct trade gastropub quinoa, blog bushwick umami. 8-bit selvage high life, portland brooklyn stumptown pug scenester gastropub american apparel. |

READ MORE/EXPAND

COLLAPSE
HTML Prototypes
(or mobile app prototypes)
Dedicated research and development efforts provide a continuous flow of important product innovations to keep product offerings in sync with changing industry demands. The result is a broad line of products that set the standards for quality with distinguishable differences that promote safety and efficiency in the workplace.
We develop sustainable solutions that help protect the environment. Find out more about our EcoPolyBlend spill control products and other eco-friendly solutions.

STACKED PRODUCT

STACKED PRODUCT W/DESCRIPTION

HORIZONTAL PRODUCT
Facilitation.
Design Studio

Design Mini Brief + Structured Rules for Critique
Totally arbitrary re-prioritization of objectives incoming!
Pace The Conversation

Focus on one thing at a time

http://www.flickr.com/photos/nlireland/5963130143/
Project paralysis...
UX is a result... not a document.
PREPARING for what’s to come
You are ALL architects of the user experience.
THANKS!
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