

Mobile User Experience Design Issues

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SMARTPHONE

- Intimate object
- Always with the user
- Small screen
- Direct manipulation
- Communication & Social Interaction Foremost
- Not a desktop computer



dreamstime.com



INTIMATE OBJECT

- Not just a tool
- Aesthetic object
- Show off to friends
 - Think of offering a rich experience
- But aesthetic appeal is only temporary



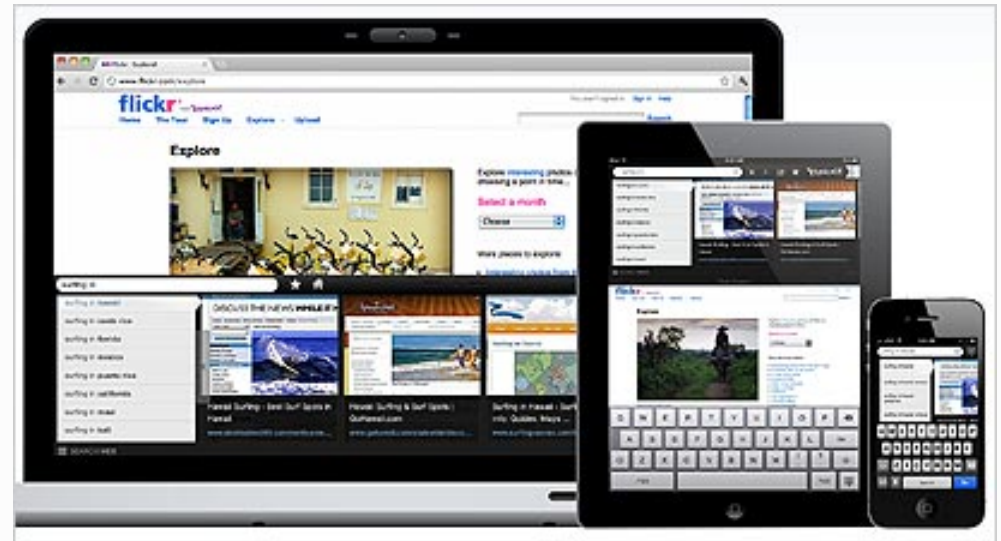
ALWAYS WITH THE USER

- Mobile means anywhere, any time
- Incorporate location information when possible
- Use context varies greatly
- Users may not be fully engaged



SMALL SCREEN

- Screen orientation can change
- Use the whole screen
- No place for clutter
- Be succinct
- Prioritise content
- Focus on the primary task
- Give people a logical path to follow



DIRECT MANIPULATION

- Gestures and taps, not clicks
- Targets must be fingertip size
- Text input can be difficult



COMMUNICATION AND SOCIAL

- Let users connect with each other
- Encourage collaboration, competition



NOT A DESKTOP COMPUTER

- One task at a time
- Start instantly
- Always be ready to stop
- Conserve battery power
- Make people save only if necessary





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