

Designing for Mobile Devices

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Mini FFC #10
March 24, 2012

**WHAT DO I MEAN
BY MOBILE?**



<http://paulmaceoin.com/tag/responsive/>

OVERVIEW

Things Camille will share

- From 'traditional' web to mobile devices
- My workflow
- Personal experience on some projects
 - iOS
 - Android (smartphone)
 - Android (tablet)
- Q & A

FROM DESKTOP TO MOBILE



It's fairly easy to design for mobile devices

Usual type of projects

- Web + mobile web (site)
- Web + mobile (app)
- Mobile app (either iOS or Android, or both)

Visual is Limiting

- **Interactive** > Visual
- My biggest challenge is that I'm limited by thinking visually first
- Experience

Testing is Harder

- Testing on actual devices is VERY important (expound later)

INVEST

A close-up, slightly high-angle shot of a desk. In the center-left, a black pen with a silver clip and a small '02' marking lies on a white sheet of paper. To the right, a brown Starbucks cup is partially visible, featuring the Siren logo. In front of the cup is a yellow paper cutout of a character with a black face and a red nose. The background is a light-colored, textured surface.

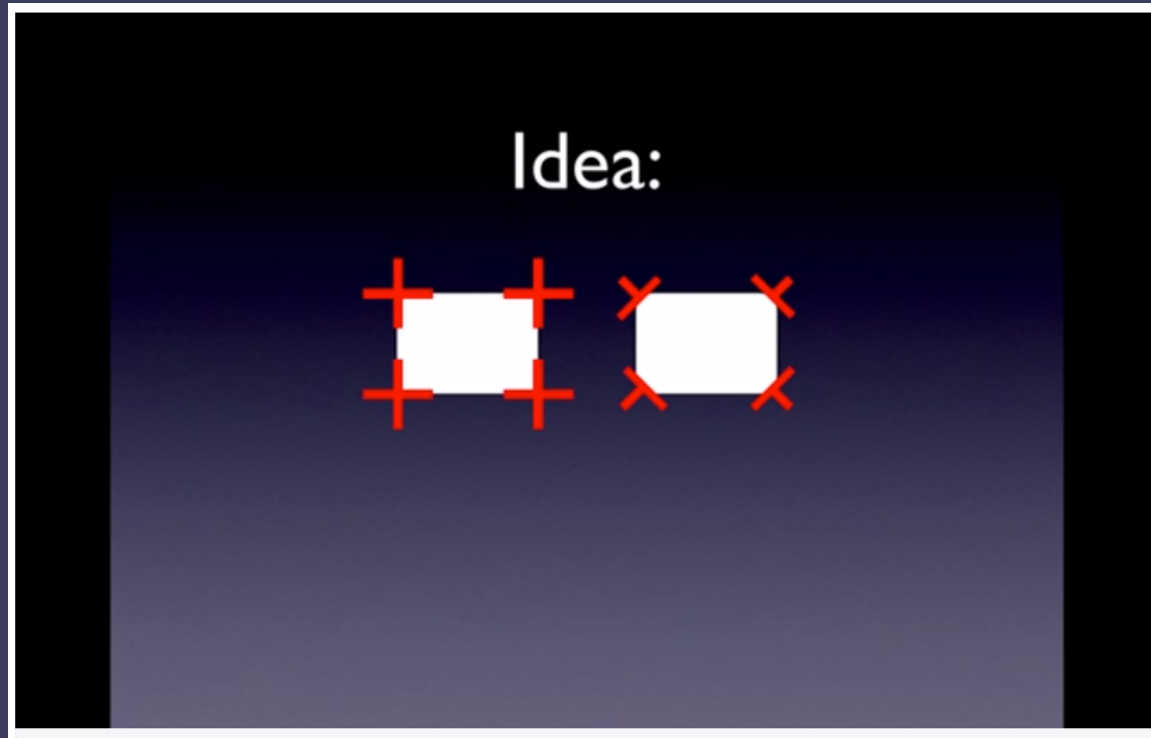
MY WORKFLOW

**THINGS I TAKE INTO
CONSIDERATION**

BRANDING

PURPOSE, TARGET MARKET

AND THEN I RESEARCH



<https://vimeo.com/6527897>

THE SCIENCE OF AESTHETICS BY KEITH LANG

Other Examples

- Color Theory
 - Education
 - Moods + Culture
- Typography
- Trends
- Other apps that are considered to have good UI



cell #

Intro Copy

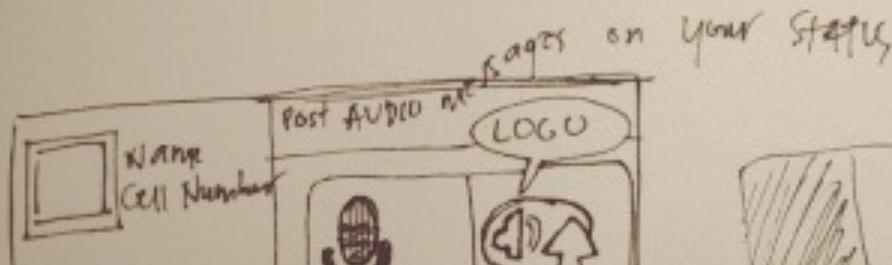
Record w/ Mic



upload
audio
file

Register by #
entering
cell #
verify

• RECORD to
3262
• LISTEN (email)
3262



AND THEN I SKETCH AND DRAFT

ON THE GO?

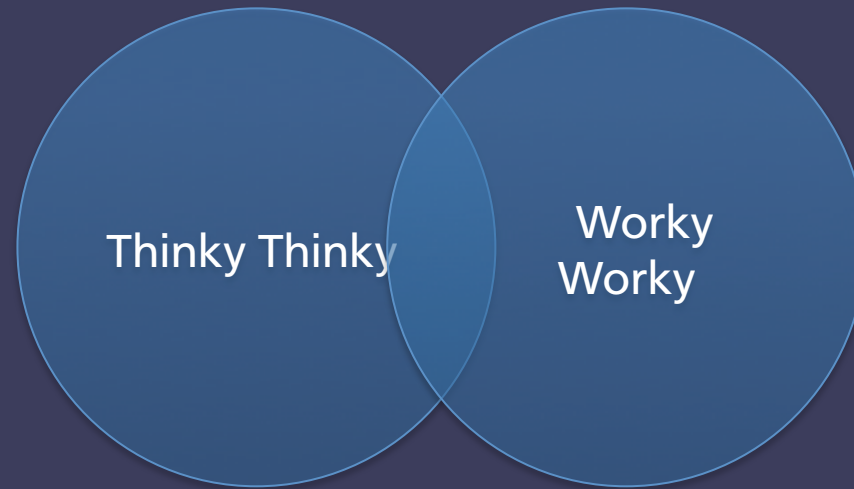
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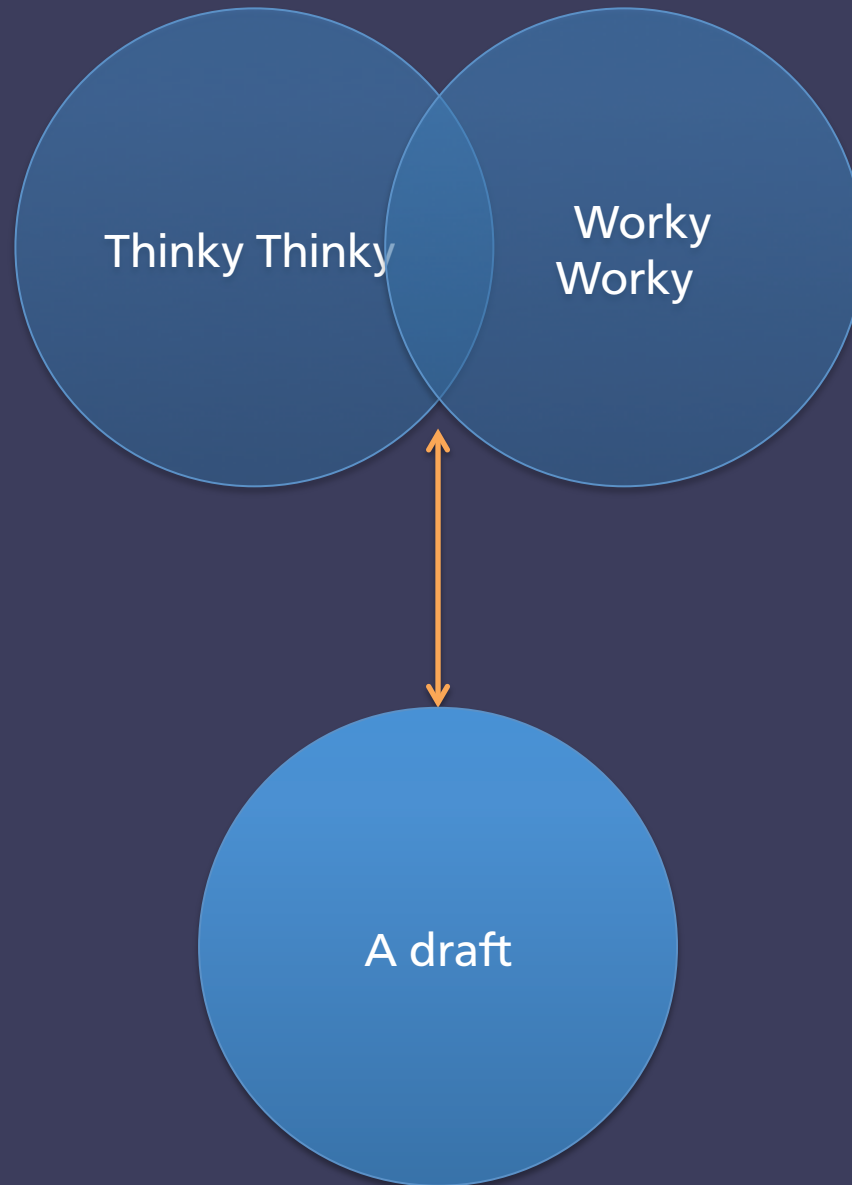
RECORD

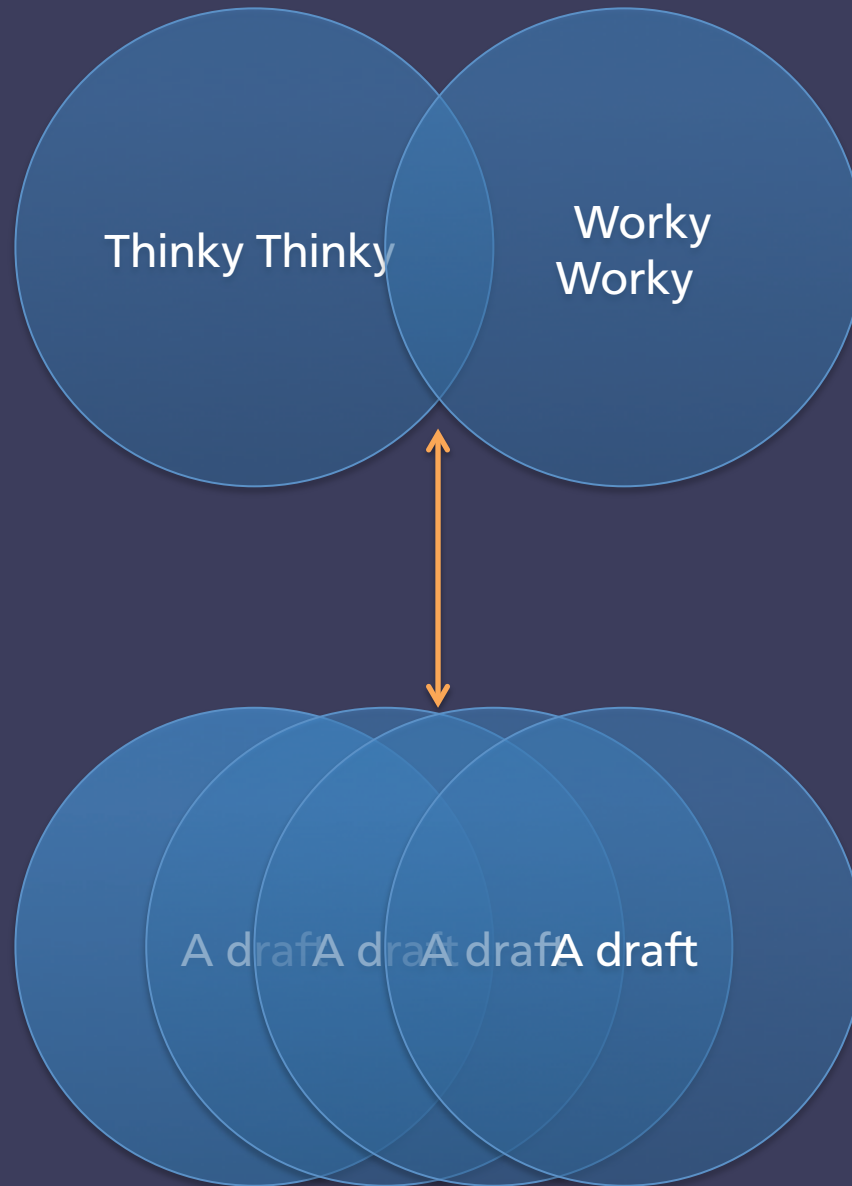
LISTEN (FB ACT)

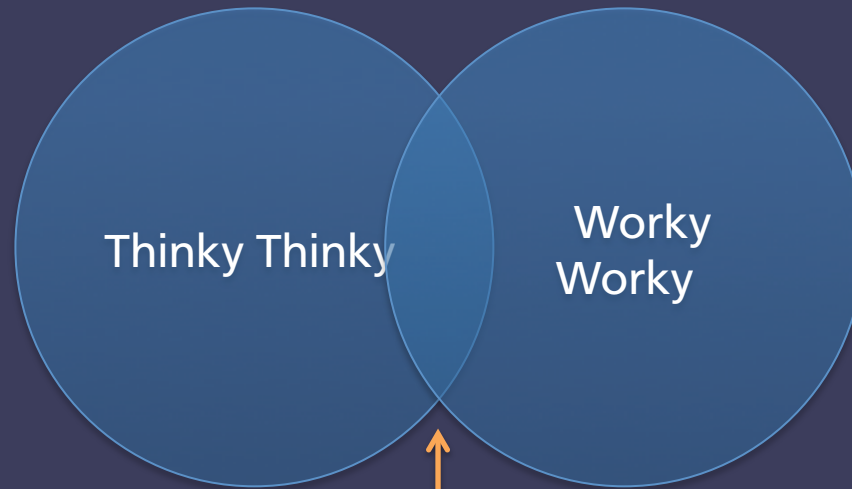
OK:











Post-its

Grid
notebook

Printed
template

Adobe
Fireworks

PERSONAL UI DESIGN KIT

ABOUT

CONTACT

HELP

LOGO/home

LOGIN
Register

MANAGE BOOKING

- Web Check-in
- Baggage Upgrade
- Reserve seats
- Change/Cancel Booking

PROMOS

Hotels

Book
Flight

Lots of post-its, of different colors and sizes + inking pen

- rent car
- Insurance
- Seat Selector
- Prepaid Baggage

extra seats

Fares

Flight
Status

**WIREFRAMES ARE FOR
BRAINSTORMING**

“Of course you can make clickable diagrams but really, what is the point testing something so removed from the actual experience?”

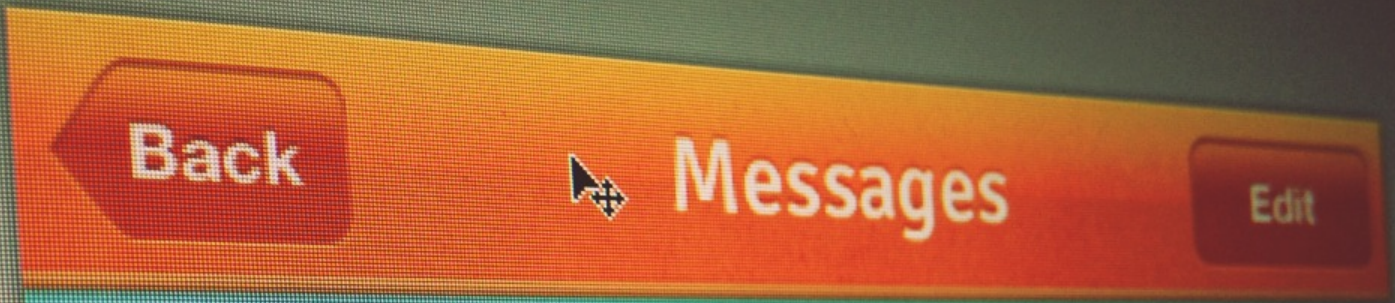
<http://mistermorris.tumblr.com/post/19780254171/why-wireframes-are-dead-to-me>

**PROTOTYPES ARE FOR
CLIENTS**

	SPEED	PROXIMITY / FAITH	TESTABLE ⁺	INTERACTIVE	RESPONSIVE
SKETCH	✓	✗	✓	✗	✗
WIREFRAME	✓	✗	✗	✗	✗
COMP	✓	✓	✗	✗	✗
PROTOTYPE	✓	✓	✓	✓	✓

**AS WEB DESIGNERS,
WE HAVE AN ADVANTAGE**

EXPERIENCE ON DESIGNING FOR SPECIFIC DEVICES

A screenshot of the top header of an iOS Messages app. The header has a red-to-orange gradient background. On the left is a red button with a white left-pointing arrow and the word "Back" in white. In the center is the word "Messages" in white, with a mouse cursor icon hovering over it. On the right is a red button with the word "Edit" in white. Below the header is a large teal-colored area.

Back



Messages

Edit

IOS

Rian Lim



Camille Zapata

Saturday, March 5

We can drink at our house na! Hahahaha.
Kinda.

Rian Lim

Saturday, March 5

Sigeee! we should plan this!!

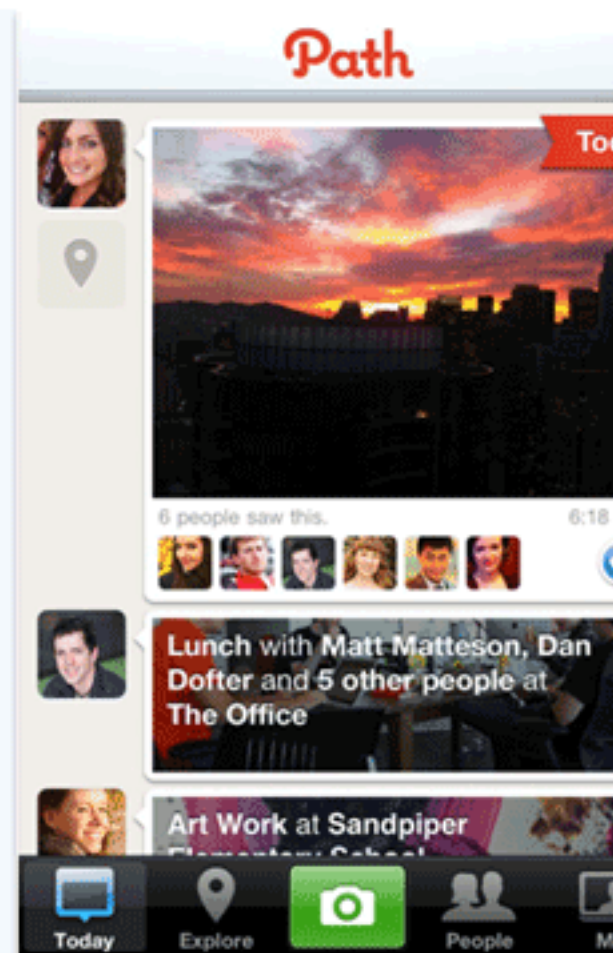
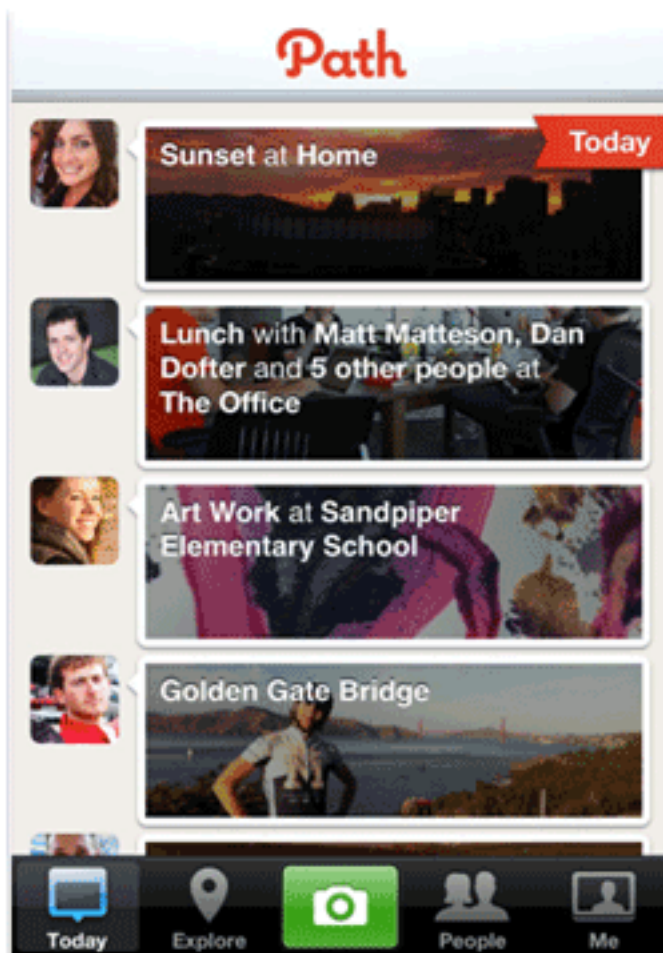
Camille Zapata

Saturday, March 5

ANDROID (SMARTPHONE)

ANDROID (TABLET)

THINGS A-CHANGIN'

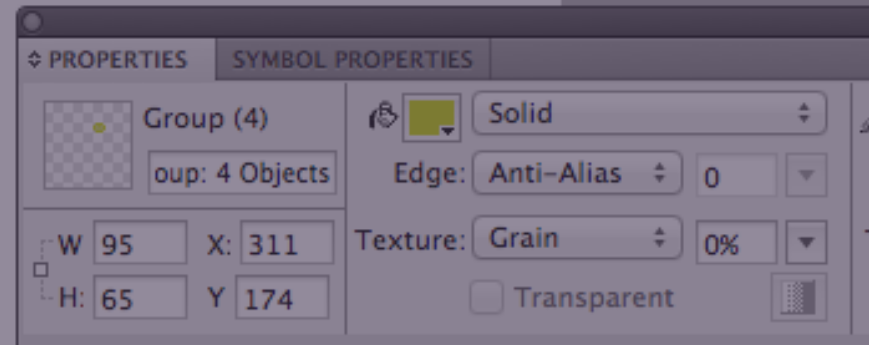




USUAL DELIVERABLES



Overview



Contacts

Sliced images & Absolute positioning



Settings



Help

```
var slowly = {
  fade : function (id) {
    this.fadeLoop(id, opacity);
  },
  fadeLoop : function (id, opacity) {
    var o = document.getElementById(id);
    if (opacity >= 5) {
      slowly.setOpacity(o, opacity);
      opacity -= 4;
      window.setTimeout("slowly.fadeLoop('" + id + "', " + opacity + ")", 50);
    } else {
      o.style.opacity = 0;
      if(id == "screen2"){
        setTimeout("slowly.fade('stain_ariel')", 1200);
        animationDemo();
        animationOther();
      }
    }
  },
  setOpacity : function (o, opacity) {
    o.style.opacity = opacity / 100;
```

HTML, CSS, JS if needed

```
var slowlyshow = {
  fadeIn : function (id) {
    this.fadeInLoop(id, zeroOpacity);
  },
  fadeInLoop : function (id, opacity) {
    var o = document.getElementById(id);
    if (opacity >= 0) {
```

TESTING



TEST ON THE ACTUAL DEVICE as much as possible

Android OS - The First 100 Devices



Acer E110 320x480, 3 mega pixels, 118g Acer E400 320x480, 3 mega pixels, 125g Acer S100 480x800, 5 mega pixels, 135g Alcatel OT-980 240x320, 2 mega pixels, 155g Apad P7901a 800x480, Non-phone, 388g Archos 5 Tablet 800x480, 182g Archos 7 Tablet 800x480, Non-phone, 388g Barnes&Noble Nook 600x800, Non-phone, 353g Cincinatti Bell Blaze 320x480, 5 mega pixels, 113g Cydie M7 480x800, 480g



Dell Aero 360x640, 5 mega pixels, 105g Dell Mini 5 480x854, Non-phone, 220g Eken M001 800x480, Non-phone, 350g Eken M003 800x800, 590g Garmin A10 320x480, 5 mega pixels, 130g Garmin A50 320x480, 3 mega pixels, 0g General Mobile DSTL1 240x400, 5 mega pixels, 135g Haipad M701 800x480, 350g HTC Aria 320x480, 5 mega pixels, 115g HTC Desire 480x800, 5 mega pixels, 130g



HTC Desire HD 480x800, 8 mega pixels, 164g HTC Droid Eris 320x480, 5 mega pixels, 120g HTC Espresso 320x480, 5 mega pixels, 167g HTC EVO 4G 480x800, 8 mega pixels, 170g HTC G1 320x480, 3 mega pixels, 159g HTC G2 320x480, 3 mega pixels, 118g HTC G2 Touch 320x480, 5 mega pixels, 135g HTC Incredible 480x800, 8 mega pixels, 130g HTC Legend 320x480, 5 mega pixels, 126g HTC Liberty 320x480, 5 mega pixels, 113g



HTC Nexus One 480x800, 5 mega pixels, 130g HTC Tattoo 320x480, 3 mega pixels, 113g HTC Wildfire 240x320, 5 mega pixels, 130g Huawei U7510 240x320, 2 mega pixels, 105g Huawei U8100 240x320, 3 mega pixels, 104g Huawei U8110 240x320, 3 mega pixels, 110g Huawei U8220 320x480, 3 mega pixels, 130g Huawei U8230 320x480, 3 mega pixels, 130g Huawei V845 240x320, 3 mega pixels, 115g I-mobile 6010 240x400, 3 mega pixels, 106g



I-mobile i858 480x800, 5 mega pixels, 164g Kyocera M6000 480x800, 3 mega pixels, 109g Kyocera Zio 480x800, 3 mega pixels, 105g LG Ally 480x800, 3 mega pixels, 159g LG GT540 240x400, 3 mega pixels, 115g LG GW620 320x480, 5 mega pixels, 139g LG KH5200 320x480, 2 mega pixels, 139g LG LU2300 480x800, 5 mega pixels, 128g LG U950 480x640, 5 mega pixels, 135g Motorola CLIQ XT 320x480, 5 mega pixels, 131g



Motorola Devour 320x480, 3 mega pixels, 180g Motorola Droid 480x854, 5 mega pixels, 169g Motorola Droid X 480x854, 8 mega pixels, 140g Motorola Droid2 480x854, 5 mega pixels, 169g Motorola I1 320x480, 5 mega pixels, 131g Motorola MB200 320x480, 5 mega pixels, 165g Motorola MB300 320x480, 5 mega pixels, 165g Motorola MB502 320x240, 3 mega pixels, 110g Motorola MB511 320x240, 3 mega pixels, 120g Motorola XT502 320x480, 5 mega pixels, 113g



Motorola XT701 480x854, 8 mega pixels, 140g Motorola XT720 480x854, 8 mega pixels, 140g Motorola XT800 480x854, 5 mega pixels, 120g Motorola XT806 480x854, 5 mega pixels, 165g Nexian A890, 5 mega pixels, 0g Orange Boston 320x480, 5 mega pixels, 118g Pantech 630 480x800, 5 mega pixels, 128g Pantech IM-A600 480x800, 5 mega pixels, 128g Pantech IM-A605 480x800, 5 mega pixels, 114g Samsung Behold 2 320x480, 5 mega pixels, 119g



Samsung Galaxy S 480x800, 5 mega pixels, 120g Samsung Galaxy Tab 1024x600, Non-phone, 3 mega pixels, 380g Samsung Galaxy U 480x800, 5 mega pixels, 131g Samsung GT-I5500 240x320, 2 mega pixels, 102g Samsung GT-I5503 240x480, 2 mega pixels, 102g Samsung GT-I5700 320x480, 3 mega pixels, 120g Samsung GT-I5800 240x400, 3 mega pixels, 110g Samsung GT-I8520 480x800, 8 mega pixels, 156g Samsung I7500 320x480, 5 mega pixels, 114g Samsung M100s 480x800, 5 mega pixels, 128g



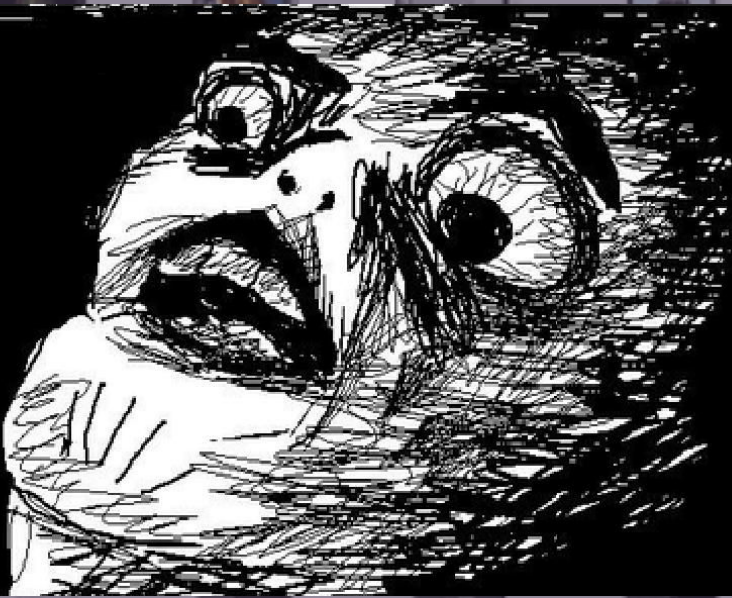
Samsung R680 320x480, 5 mega pixels, 140g Samsung SGH-I896 480x800, 5 mega pixels, 128g Samsung SHW-M110S 480x800, 5 mega pixels, 121g Samsung SPH-D700 480x800, 5 mega pixels, 155g Samsung SPH-M900 480x854, 5 mega pixels, 169g Samsung SPH-M910 240x400, 3 mega pixels, 138g Sharp IS01 960x480, 0g Sharp SH-10B 960x480, 5 mega pixels, 230g SMT MID-560 800x480, Non-phone, 388g SonyEricsson X10 480x854, 8 mega pixels, 135g



SonyEricsson X10 mini 240x320, 5 mega pixels, 120g SonyEricsson X10 mini pro 240x320, 5 mega pixels, 120g SonyEricsson X8 320x480, 3 mega pixels, 104g Splice M300 320x480, 5 mega pixels, 0g Vibo A688 320x480, 5 mega pixels, 0g Videcon V7500 320x480, 5 mega pixels, 114g Wellcom A800 480x800, Non-phone, 3 mega pixels, 0g Wellcom A88 320x480, 5 mega pixels, 114g Wistech A81-E 800x480, Non-phone, 380g ZTE X850 240x320, 3 mega pixels, 100g

Android OS - The First 100 Devices

Ldpi, mdpi, hdpi, xhdpi?



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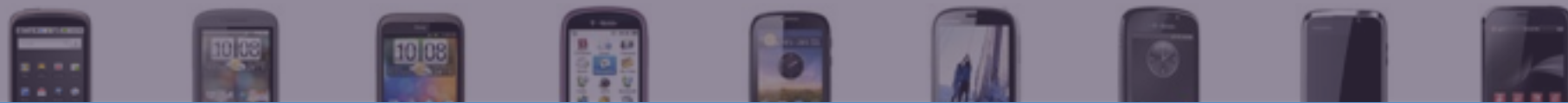


Dell Aero 360x640, 5 mega pixels, 105g **Dell Mini 5** 480x854, Non-phone, 220g **Eken M001** 800x480, Non-phone, 350g **Eken M003** 800x800, 590g **Garmin A50** 320x480, 3 mega pixels, 130g **General Mobile DSTL1** 240x400, 5 mega pixels, 135g **Haipad M701** 800x480, 5 mega pixels, 130g

LEAST COMMON DENOMINATOR



HTC Desire HD 480x800, 8 mega pixels, 164g **HTC Droid Eris** 320x480, 5 mega pixels, 120g **HTC Espresso** 320x480, 5 mega pixels, 167g **HTC G1** 320x480, 3 mega pixels, 159g **HTC G2** 320x480, 3 mega pixels, 118g **HTC G2 Touch** 320x480, 5 mega pixels, 135g **HTC Legend** 320x480, 5 mega pixels, 126g **HTC Liberty** 320x480, 5 mega pixels, 113g



USER TESTING

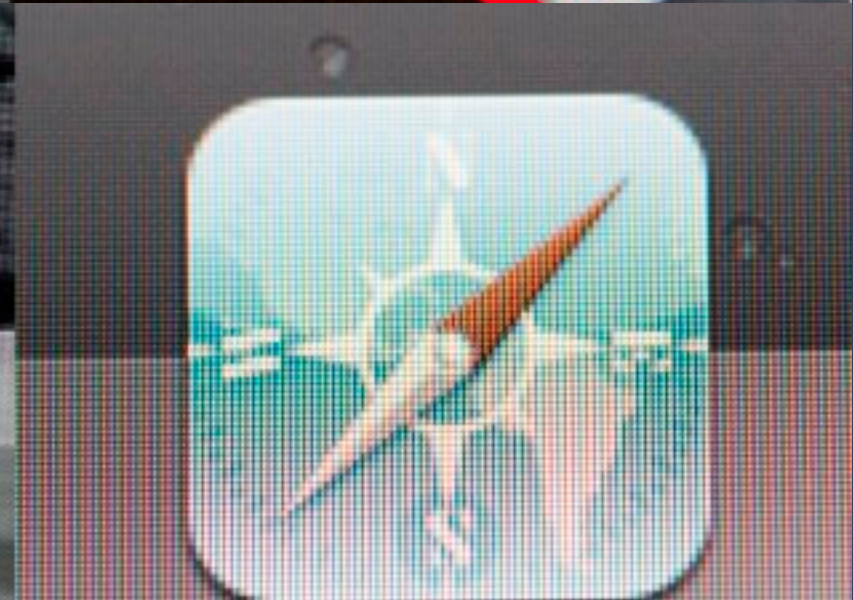
User Testing

- Doesn't seem to be a common practice, even in a corporate company
- Lack of resources should NOT stop you from trying to perform some user testing
- If an undergrad can do it, "professionals" should

IOS **VS** ANDROID

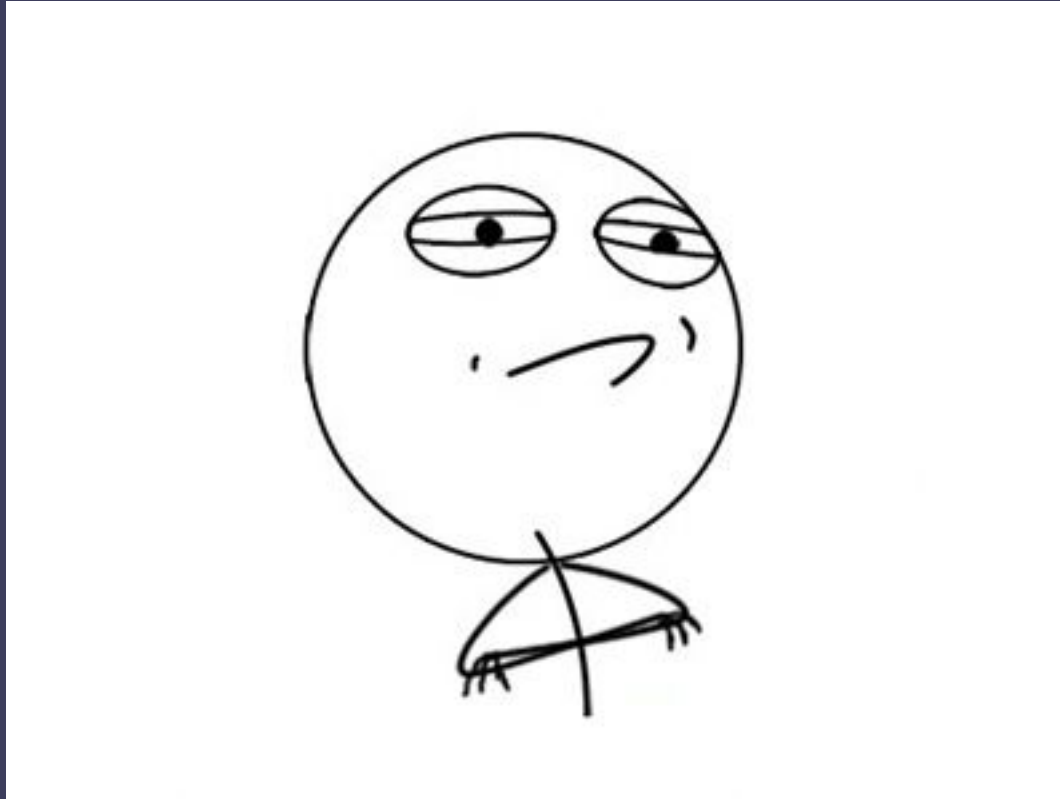
Exce

Exce



Faster, smoother
over-all better experience

Android fragmentation?



CHALLENGE ACCEPTED

Q & A