



User-centred Design for the Mobile Web

The challenges of designing the User Experience for mobile websites accessed via mobile devices.

PRESENTED BY CHARLES ANDREW CHRISTIE



User-centred Design for the Mobile Web

The challenges of designing the User Experience for mobile websites accessed via mobile devices.

PRESENTED BY CHARLES ANDREW CHRISTIE



User-centred Design for the Mobile Web

The challenges of designing the User Experience for mobile websites accessed via mobile devices.

PRESENTED BY CHARLES ANDREW CHRISTIE

The User-centred Mobile Design Lifecycle

The User-centred Mobile Design Lifecycle



1 Assess
Current
Situation

The User-centred Mobile Design Lifecycle



1 Assess
Current
Situation



2 Understand
Your
Users

The User-centred Mobile Design Lifecycle



1 Assess
Current
Situation



2 Understand
Your
Users



3 Prioritise
Mobile
Features

The User-centred Mobile Design Lifecycle



1 Assess
Current
Situation



2 Understand
Your
Users



3 Prioritise
Mobile
Features

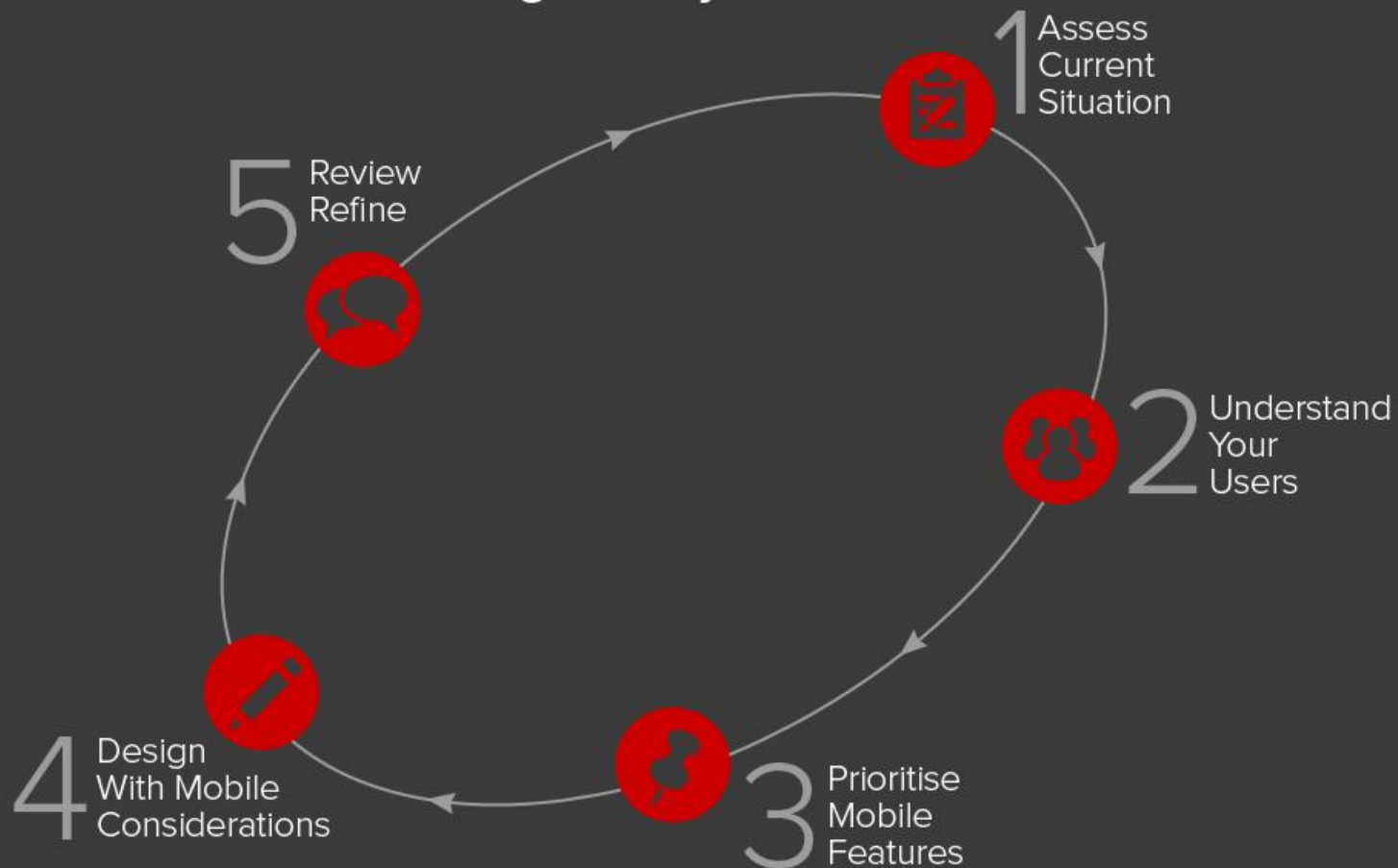


4 Design
With Mobile
Considerations

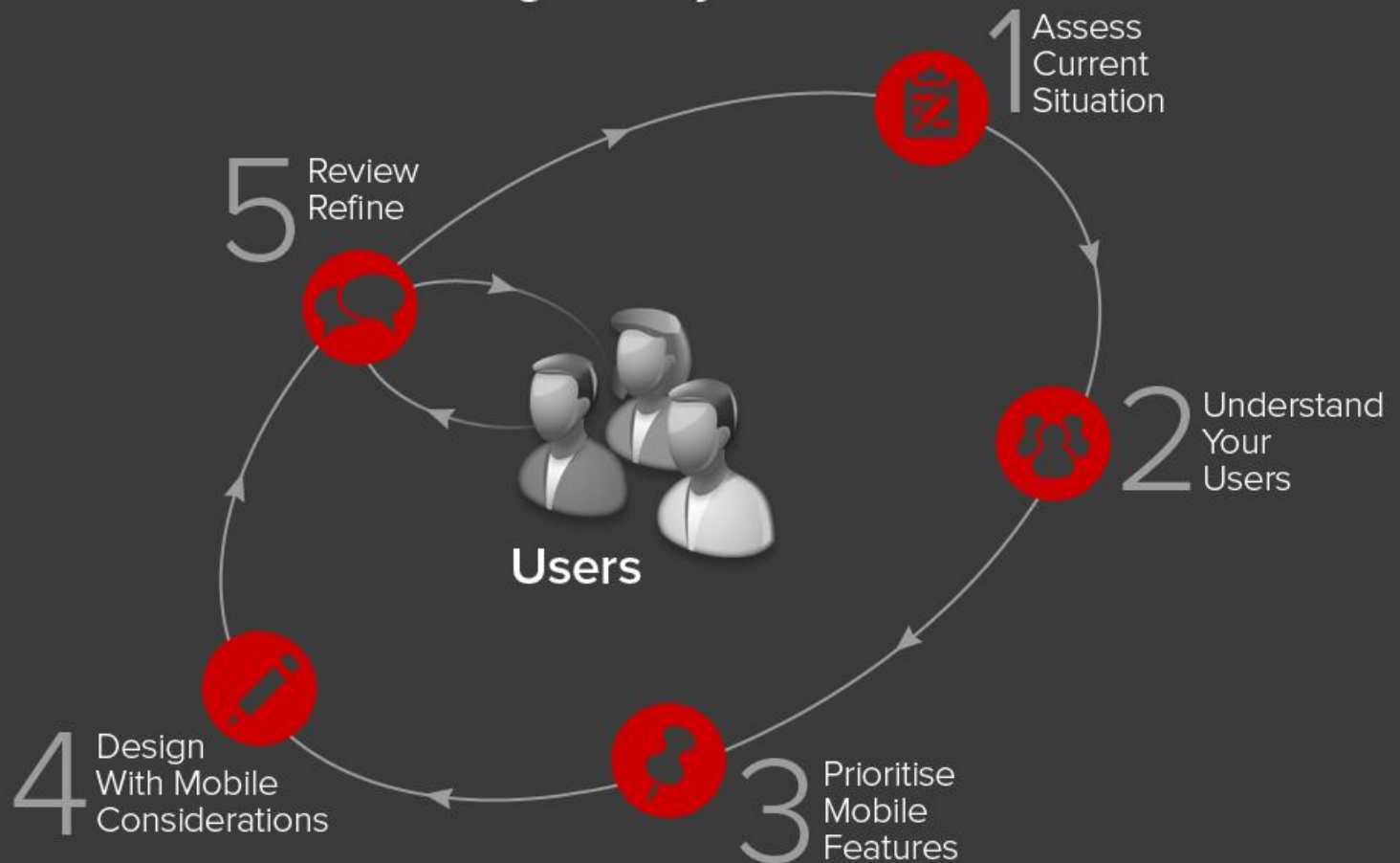
The User-centred Mobile Design Lifecycle



The User-centred Mobile Design Lifecycle



The User-centred Mobile Design Lifecycle





1 ASSESS CURRENT SITUATION

Do you really need a mobile website now?

Why would Users use their mobile to visit your site?



1 ASSESS CURRENT SITUATION

Do you really need a mobile website now?

Why would Users use their mobile to visit your site?

Q.
*You manufacture commercial jetliners,
do you need a mobile website?*

A.
Probably not.





2 UNDERSTAND YOUR USERS

A Involve them...

To develop a mobile user experience that aligns with the needs and expectations of your targeted Users, you should involve a select few in the process.



2 UNDERSTAND YOUR USERS

A Involve them...

To develop a mobile user experience that aligns with the needs and expectations of your targeted Users, you should involve a select few in the process.

B ...by giving them something to play with

Rapid Prototyping coupled with a programme of Eye Tracking and simple Research questions, can be invaluable at this stage.



2 UNDERSTAND YOUR USERS

A Involve them...

To develop a mobile user experience that aligns with the needs and expectations of your targeted Users, you should involve a select few in the process.

B ...by giving them something to play with

Rapid Prototyping coupled with a programme of Eye Tracking and simple Research questions, can be invaluable at this stage.

By investing quality time at the beginning, you avoid potential costly issues at the end.



3 PRIORITISE MOBILE FEATURES

From your research, ensure that your mobile websites' requirements align with those of your users.



3 PRIORITISE MOBILE FEATURES

From your research, ensure that your mobile websites' requirements align with those of your users.

Don't over commit with features - prioritise.



3 PRIORITISE MOBILE FEATURES

From your research, ensure that your mobile websites' requirements align with those of your users.

Don't over commit with features - prioritise.

*Build half a product
- not a half-ass product!*



4 DESIGN WITH MOBILE CONSIDERATIONS

The basics of website design apply to mobile, but with a few important considerations.



4 DESIGN WITH MOBILE CONSIDERATIONS

The basics of website design apply to mobile, but with a few important considerations.

Mobile devices:

- > Have small screens



4 DESIGN WITH MOBILE CONSIDERATIONS

The basics of website design apply to mobile, but with a few important considerations.

Mobile devices:

- > Have small screens
- > Are always on



4 DESIGN WITH MOBILE CONSIDERATIONS

The basics of website design apply to mobile, but with a few important considerations.

Mobile devices:

- > Have small screens
- > Are always on
- > Have slow connections




4 DESIGN WITH MOBILE CONSIDERATIONS


The basics of website design apply to mobile, but with a few important considerations.

Mobile devices:

- > Have small screens
- > Are always on
- > Have slow connections
- > Generally used when the User is - mobile!

A large, solid red circle on the left side of the slide, containing a white pencil icon pointing towards the top right.

So, here are more specific considerations
when designing for Mobile Web:



So, here are more specific considerations when designing for Mobile Web:

A Design for smaller screens

Create a fluid layout that adapts to various widths.



So, here are more specific considerations when designing for Mobile Web:

A Design for smaller screens

Create a fluid layout that adapts to various widths.





So, here are more specific considerations when designing for Mobile Web:

A Design for smaller screens

Create a fluid layout that adapts to various widths.





So, here are more specific considerations when designing for Mobile Web:

A Design for smaller screens

Create a fluid layout that adapts to various widths.





B Simplify Navigation

Remember, mobile users have to rely on tiny keypads, trackballs and touch to navigate mobile websites.



B Simplify Navigation

Remember, mobile users have to rely on tiny keypads, trackballs and touch to navigate mobile websites.

To aid the process of navigation:

- > Present main links vertically (not horizontally)



B Simplify Navigation

Remember, mobile users have to rely on tiny keypads, trackballs and touch to navigate mobile websites.

To aid the process of navigation:

- > Present main links vertically (not horizontally)
- > Reduce the number of categories and levels of navigation



B Simplify Navigation

Remember, mobile users have to rely on tiny keypads, trackballs and touch to navigate mobile websites.

To aid the process of navigation:

- > Present main links vertically (not horizontally)
- > Reduce the number of categories and levels of navigation
- > Ensure tapped elements are at least 30 pixels wide



B Simplify Navigation

Remember, mobile users have to rely on tiny keypads, trackballs and touch to navigate mobile websites.

To aid the process of navigation:

- > Present main links vertically (not horizontally)
- > Reduce the number of categories and levels of navigation
- > Ensure tapped elements are at least 30 pixels wide
- > On long scrolling screens, ensure main navigation appears at the bottom too



C Prioritise Content

Be succinct!



C Prioritise Content

Be succinct!

Smaller screen sizes require even more careful attention to the content displayed to the user.



C Prioritise Content

Be succinct!

Smaller screen sizes require even more careful attention to the content displayed to the user.

Put on your editor's hat and cut unnecessary content, then cut some more.



C Prioritise Content

Be succinct!

Smaller screen sizes require even more careful attention to the content displayed to the user.

Put on your editor's hat and cut unnecessary content, then cut some more.

When you're done, prioritise the content and display the most important content first.



D Minimise User Input

Smartphones have tiny keyboards (either real or virtual), so are subject to fat-finger errors - therefore:



D Minimise User Input

Smartphones have tiny keyboards (either real or virtual), so are subject to fat-finger errors - therefore:

- > Keep URLs as short as possible



D Minimise User Input

Smartphones have tiny keyboards (either real or virtual), so are subject to fat-finger errors - therefore:

- > Keep URLs as short as possible **wedo.is**



D Minimise User Input

Smartphones have tiny keyboards (either real or virtual), so are subject to fat-finger errors - therefore:

- > Keep URLs as short as possible **wedo.is**
- > Use alternate input mechanisms (Geolocation, for instance)



D Minimise User Input

Smartphones have tiny keyboards (if any real or virtual), so are subject to typing errors - therefore:

> Keep URLs short and memorable

> Use a domain that is easy to remember

http://wedo.is

Would Like To Use Your
Current Location

Cancel

Continue



D Minimise User Input

Smartphones have tiny keyboards (either real or virtual), so are subject to fat-finger errors - therefore:

- > Keep URLs as short as possible **wedo.is**
- > Use alternate input mechanisms (Geolocation, for instance)
- > Limit input to essential fields



D Minimise User Input

Smartphones have tiny keyboards (either real or virtual), so are subject to fat-finger errors - therefore:

- > Keep URLs as short as possible **wedo.is**
- > Use alternate input mechanisms (Geolocation, for instance)
- > Limit input to essential fields
- > Select the best mobile input option (from a List is faster than typing)



D Minimise User Input

Smartphones have tiny keyboards (either real or virtual), so are subject to fat-finger errors - therefore:

- > Keep URLs as short as possible **wedo.is**
- > Use alternate input mechanisms (Geolocation, for instance)
- > Limit input to essential fields
- > Select the best mobile input option (from a List is faster than typing)
- > When a User logs in - offer the option to stay logged in



E Design for Intermittent Connectivity

Users usually pay for internet access, so keep mobile sites as nimble as possible - by:



E Design for Intermittent Connectivity

Users usually pay for internet access, so keep mobile sites as nimble as possible - by:

- > Keeping pages small



E Design for Intermittent Connectivity

Users usually pay for internet access, so keep mobile sites as nimble as possible - by:

- > Keeping pages small
- > Removing unnecessary code



E Design for Intermittent Connectivity

Users usually pay for internet access, so keep mobile sites as nimble as possible - by:

- > Keeping pages small
- > Removing unnecessary code
- > Reducing image sizes / resolutions



E Design for Intermittent Connectivity

Users usually pay for internet access, so keep mobile sites as nimble as possible - by:

- > Keeping pages small
- > Removing unnecessary code
- > Reducing image sizes / resolutions
- > Minimising the number of embedded images



F Offer Cross-channel Consistency and Integration





F Offer Cross-channel Consistency and Integration

- > Balance form and function
(retain brand styling)



F Offer Cross-channel Consistency and Integration

- > Balance form and function
(retain brand styling)
- > Maintain continuity
(access same data you would on a website)



F Offer Cross-channel Consistency and Integration

- > Balance form and function
(retain brand styling)
- > Maintain continuity
(access same data you would on a website)
- > Extend the user experience
(include reviews / ratings)



F Offer Cross-channel Consistency and Integration

- > Balance form and function
(retain brand styling)
- > Maintain continuity
(access same data you would on a website)
- > Extend the user experience
(include reviews / ratings)
- > Build a consistent User Experience



G Other Considerations





G Other Considerations

- > Detect if your Users are using a mobile browser



G Other Considerations

- > Detect if your Users are using a mobile browser
- > Don't rely on technology that is not universally supported



G Other Considerations

- > Detect if your Users are using a mobile browser
- > Don't rely on technology that is not universally supported
- > If you must make Users scroll
 - make them scroll in one direction



G Other Considerations

- > Detect if your Users are using a mobile browser
- > Don't rely on technology that is not universally supported
- > If you must make Users scroll
 - make them scroll in one direction
- > Use short descriptions for page titles for easy bookmarking



5 REVIEW AND REFINE

Continually reviewing with Users and refining based on their feedback, will ensure you the best possible Mobile experience.



5 REVIEW AND REFINE

Continually reviewing with Users and refining based on their feedback, will ensure you the best possible Mobile experience.

Conclusion

Designing the perfect mobile website is probably an impossible task.



5 REVIEW AND REFINE

Continually reviewing with Users and refining based on their feedback, will ensure you the best possible Mobile experience.

Conclusion

Designing the perfect mobile website is probably an impossible task.

Adopting a User-centred Design for Mobile Web approach, will certainly get you close.

W
E
D
O

TAKK :)