

# four key principles of mobile user experience design

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# 1 There is an intimate relationship between a user and their mobile device.



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The relationship between an individual and their mobile device may seem like a given, but it goes far deeper than most realize...

...all the way to a physical level and the exchange of bodily fluids.



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"May I borrow your phone?"

How many people around you would you loan your phone to right now without hesitation?



Let's say it is a sticky, summer day...

You loan someone your phone to make a call. They are very respectful of it, but when they return it...

...it is full of goo.



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The mobile device is quickly arriving at a status of iconic personification...

I am my phone. My phone is I.



#1 There is an intimate relationship between a user and their mobile device.

What happens if we lose ourselves?

A compromised mobile device could become the networked equivalent of a voodoo doll.



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## Design Take-Away:

Assume primary ownership, and allow for secondary usership.



#2 Screen size implies a user's state. The user's state infers their commitment to what is on screen.



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Imagine...

You've been dying to see a blockbuster 3-D movie in a giant IMAX theater since the day it was first rumored.



On opening day...

You take your seat in the sold-out theater only to find yourself sitting next to someone who needs a shower.



#2 Screen size implies a user's state. The user's state infers their commitment to what is on screen.

So say you missed in it theaters...

You're going to watch the same movie on your buddy's massive 72" HDTV, and that same stinky dude is there..

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Same blockbuster...

You're crammed into a dorm room trying to watch the movie on a 24" computer screen, and El Stinkerino walks in the door.



One more...

You're trying to watch the movie on your iPhone while riding the bus, and guess who shows up and wants to peak over your shoulder...



## Design Take-Away:

People are less likely to put up with ~~poor experiences~~ crap on their mobile devices.



#3 Mobile interfaces are truncated. Other interfaces are not.



Back when I was your age...

Getting a new phone meant  
manually transferring all of  
your contacts.



People figured out early on that...

Syncing is the greatest thing  
to ever happen to mobile  
devices...ever.



So what does "truncated" mean...

It means that you will never want to write a term paper on a mobile device. There are better tools for that.



Design Take-Away:

Data Collection: Good

Date Entry: Bad



# #4 Design for mobile platforms - the real ones.



There is a tendency to discuss  
mobile platforms in terms of device  
manufacturers and service providers.

...this needlessly binds the overall  
conversation to the press release of the day.



Over time four meaningful  
mobile platforms have  
emerged: **Voice**, **Messaging**,  
the **Internet**, and **Native  
Applications**.



Voice- The Original Mobile Platform:

Mobility is about efficiency,  
and vocal telephony has  
proven difficult to optimize  
and adapt to social contexts.



## Messaging- SMS & MMS:

Friedhelm Hillebrand, the father of txtng, call the format's 160 character limit "perfectly sufficient."

...but for what?



## The Internet - Adaptive Tactics & Web Apps:

If desktop Internet browsing  
is a scanning activity, then  
mobile Internet browsing is a  
squinting activity.



The Internet - Adaptive Tactics & Web Apps:

The line between mobile Web  
App and mobile Native App is  
blurring, but there is still  
a line.



## Native Apps - The Boutique Platform:

Two years ago, hardly anyone knew how to install a native app onto their mobile device.



## Native Apps - The Boutique Platform:

In boutique experiences, a relatively small audience will compensate for itself through fervor and zealotry.

...but you had better know your audience.



thank  
you

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