

10 UX Building Blocks for App Success





UX can make or break your app !

The mobile UI/UX of an app is key to its adoption and popularity among users. First impressions are lasting and bad design is an app killer.

The current mobile app abandonment rate of **70 %** is proof.

The criticality of a mobile solutions' UI/UX cannot be overstated, especially in the enterprise space which has lagged behind consumer apps in this regard.

With mobility proving to be the most powerful driver of work efficiencies, communication, marketing, engagement, and collaboration, enterprises must revamp their app design strategy.

Mobile UI/UX is **more than technology**. It is an **art** that demands technical, functional, and constantly evolving design skills. It is no longer a nice-to-have quality but a must-have for enterprises to realize the ROI of mobile solutions.

Know your users

- ① Interact with customers to identify the target audience of the mobile solution.
- ② Understand the goals and context of the app - will it be informational, interactive, functional or game-based?
- ③ Observe how users interact with existing solutions.
- ④ Gauge how tech savvy your users are and their openness to change.
- ⑤ Observe the content layout and style users are familiar with and keep it in mind in the design phase.

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Get it right from the start

- ① Run a feasibility analysis of design options based on platform, technology, budgetary and project timeline constraints.
- ② Consider tradeoffs involved in terms of performance, bandwidth & battery.
- ③ Suggest design solutions to enhance the user experience such as leveraging gesture design and device sensors (camera, GPS, microphone..)
- ④ Create right expectations with clear and timely communication
- ⑤ Build a practical design strategy to achieve an app's goal seamlessly.

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Observe, Research and Analyze

- 1 Keep it simple and focus only on the users needs and requirements.
- 2 Understand users' challenges such as large icons for autistic users ; bigger fonts and labeled buttons for the elderly etc.
- 3 Zero down on the design strategy after considering the technology option selected by developers.
- 4 Consider present and future needs of the users and make provisions for extensibility.
- 5 Resist the temptation to incorporate too many features into the app.

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Provide For Security

- 1 Consider application security considerations from the design phase.
- 2 Make provisions to protect business data and customers' privacy.
- 3 Consider functional needs— backend storage and processing, data cache..
- 4 Make provisions for digital signature capture and authentication.
- 5 Use a visual feedback whenever a security process is running in the background.

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Conceptualize Information Flow

- 1 Define the sequential flow of information/events across screens.
- 2 Ensure consistency across different interactions.
- 3 Decide how background processing will work and ensure visual feedback whenever it is running.
- 4 Keep users informed with appropriate alerts and notifications.
- 5 Avoid an excess of any of the features like badges or alerts.

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Every Detail Matters

- 1 Ensure every design element on the screen is responsive.
- 2 Manage the screen real estate—use white space intelligently.
- 3 Place app controls at the bottom for easy accessibility.
- 4 Plan the icon design for clarity and usability.
- 5 Eliminate errors and user frustration by building a layout that accommodates thumb and finger placement and size. Also, provide visual cues for users to anticipate next steps.

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Capture Failure Early

- 1 Conceptualize all the screens using wireframes.
- 2 Get the prototypes to users as quickly and as often as possible for feedback, corrections and testing.
- 3 Work on the app design aspect so that it does not break under scenarios like loss of GPS/GPRS, WiFi connectivity, call interruptions etc.
- 4 Catch any false assumptions early.
- 5 Submit the prototype to customers early; encourage them to play with it and live the experience for a few days.

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Bulletproof The Design

- 1 Have end users test the prototype on targeted devices.
- 2 Have users test it under extreme conditions like numb fingers, remote locations, extreme weather etc.
- 3 Collect user feedback on interface and experience.
- 4 Verify the app's design and flow in both landscape and portrait modes.
- 5 Explore all functionalities of the solution pertaining to specific device capabilities like GPS, accelerometer etc.

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For The Best, You Need The Best

- 1 Select platform-specific expertise in design teams— iOS (iPhone and iPad) , Android, Windows Phone, Blackberry etc .
- 2 Never compromise on design by sharing interface elements between mobile platforms and devices.
- 3 Appreciate the differences between platforms and devices to build strong designs on each .
- 4 Never compromise on security or functionality because of design restrictions. Think of another way to achieve the goal.

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Leave No Stone Unturned

- ① Test, Test and Test again across targeted platforms and devices .
- ② Test the design under demanding conditions.
- ③ Test what-if scenarios to make sure the app's design does not break such as lack of connectivity during download, low battery and more .

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Build a mobile app that succeeds

The user interface of a mobile solution must be engaging and attractive for users to want to use the application again and again.

Mobile application design has the power to create an emotional connection with users which makes all the difference. To achieve this goal, you need the subtle integration of technology, art and creativity, skills that separate the wheat from the chaff.



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