

mobile interfaces

FFCPH 2012, 9AM

hi, i'm camille.

i design sites and, recently, mobile stuff.

what are we
going to do today?

1. what is mobile?
2. mobile status and trends in Asia / the Philippines
3. design: patterns and gestures
4. mobile web
5. mobile design process
6. exercise!

what is mobile?







iPad mini



iPad
with Retina display



@BenParr asks about iPad. Zuck: "iPad's not mobile. Next question." Parr: "I think Apple would disagree with you." Zuck: "Well, sorry."

less than a minute ago via HootSuite



rachelsterne
Rachel Sterne

<http://mashable.com/2010/11/03/mark-zuckerberg-the-ipad-isnt-mobile/>

going mobile in asia and the philippines.

Mobile South East Asia Report 2012
mobilemonday.net

“Singapore is the most mobile payment-ready nation in the World, according to the MPRI. ***Philippines came in second*** in South East Asia, followed by Malaysia, Thailand, Vietnam, and Indonesia.”

“Filipinos are third most open to mobile payments in the world.”

**“The Philippines is expected to achieve
a mobile penetration rate of
114 percent by the end of 2016”**

(Business Monitor International)

- **increasing mobile internet revenues (71%)**

(Manila Bulletin: <http://bit.ly/MZUVEI>)

- **mobile penetration at 97%**
- **66% of non-Internet users are interested in using an Internet related service on a mobile phone**

feature phones

smartphones

design patterns for mobile

“In general, a pattern must be a best practice, and common enough to be recognized or encountered.”

- navigation
- secondary navigation
- forms
- search
- options/sort
- tools

navigation

Search

Camille Zapata

FAVORITES

- News Feed
- Messages 10
- Events 4
- Friends
- Photos
- Notes
- KomyuTips
- Usability Philippines 6

Path

5:38 PM

At The Ritz Towers Condominium
Makati City Building

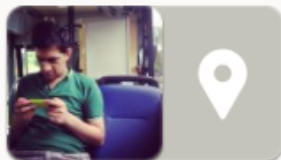
Jeremy: Waiting on the cab to head to the airport.
59 mins ago from Makati City

Games: Jgkdnvidjdhsi
55 mins ago

At Krispy Kreme
Makati City Out Shop



Looks like you're near Club Lobang
Tap here to check in



Anuj Choudhary
checked in at 2 places



Bikaner Misthan Bhandar



Khanna



Jeremy Foo
at **The Ritz Towers**
6745 AYALA AVE.

Waiting on the cab to head to the



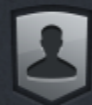
Friends



Explore



Camille



Camille Zapata



Go Premium

Places

Tags

Notebooks



All Notes

NOVEMBER 2012

Camera roll

Saturday Carnegie's 公車 - 235、662、663
公車至立人小學站下車步行1分鐘 捷運 - 六張
梨站或科技大樓站步行約10~15分鐘 Bus -
Take 235, 662 or 663 to the Liren Primary...



Camera roll

Saturday Near the main road/closer to the



secondary navigation

Spirits

Sparkling Wine



3 OF 19

CLASSIC

Black Pepper-Raspberry Sorbet with Prosecco



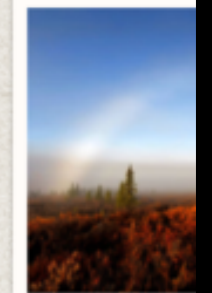
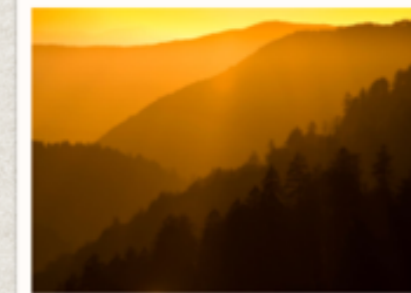
Photos



National Geographic Archive



National Geographic Fan Photos





mix



Skyy

\$11

Red Bull \$2

Add a Red Bull Vodka

forms

Back **Create Account**

Have a Facebook account?

 **Sign Up with Facebook**

GOWALLA WILL NEVER POST TO YOUR ACCOUNT WITHOUT YOUR PERMISSION

or

First name	<input type="text"/>
Last name	<input type="text"/>
Email	<input type="text"/>
Password	<input type="password"/>



TV.App

Login

Forgot your Password?

or

Create Account!

SIGN UP

Comfort Awaits.

Registration is absolutely free.
Simply enter the following:

Sign Up

By clicking 'Sign Up' you agree to our
Terms of Service

Fill out a few quick details.



By tapping Join, you confirm that you
accept the [terms of use](#) and [privacy policy](#).

Cancel

Join

search

quotes

Tracking

Cancel



marquinhoosmark



“Já quis ser amigo de gente com quem não consigo trocar poucas palavras de forma natural. Todo assunto é penosamente fabricado. #Cansa”

— Thiago Grulha

#quotes

4 notes



gentlydreaming



Now Showing

Wr



Cancel



Wreck It Ralph

John C. Reilly, Jane Lynch, Sarah Silverma...

Animation, Comedy, Family

Directed by Rich Moore

85% Critic 93% Audience



Q

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.?123

space

Search

FIND EVENTS

MY TICKETS

Search events

Find an event tonight

View events near you

Plants vs

Games

Articles

Plants vs. Zombies

Strategy
1284 comments

\$2.99



Plants Vs. Zombies Cheat...

Adventure
0 comments

\$.99



Q W E R T Y U I O P

A S D F G H J K L

↑ Z X C V B N M ↵

.?123

space

Search

options / sort

SELECT ALL



Look up Nooka in New York.

Check out Monolith wood trim case

Look up Florent Restaurant.

DELETE SELECTED

Bars

coaster

WELCOME TO
Eve Lounge



Happy Hour



Popular



Cocktails



tools

Done



The shizz it man



Section	Subsection
Paragraph	Blockquote

Cancel Text Post Publish

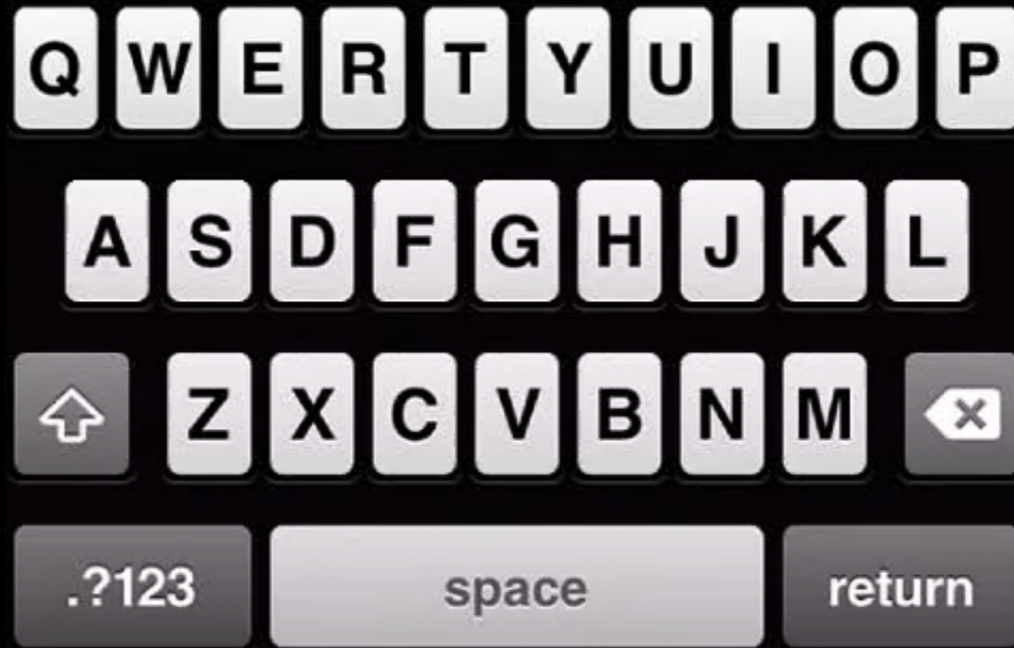
Title (optional)

Where



app samples

This is a note



 Camille Zapata 



Go Premium

Places

Tags

Notebooks



All Notes

NOVEMBER 2012

Planning a Workshop

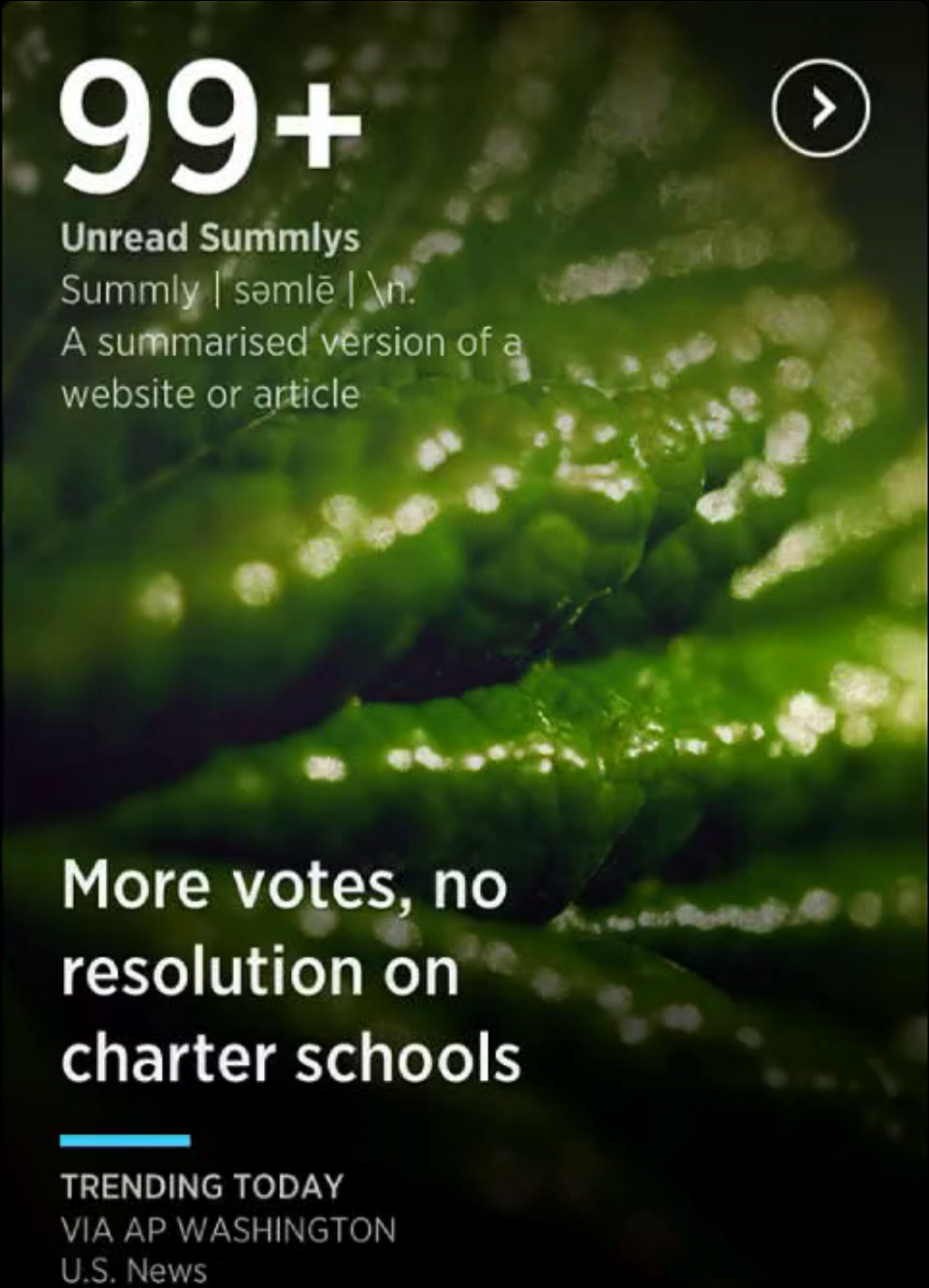
Tuesday <http://www.mindtools.com/pages/article/PlanningAWorkshop.htm> Anyone who has ever planned a workshop will tell you that it's a big job. And planning a good one? Well, that takes organization, focus, and a lot of creati...

Twelve Tips for Conducting Effective Works...

Tuesday <http://www.ipssw2011.com/files/Workshop>

To Do +
1 card

Presentation



99+



Unread Summlys

Summly | səmlē | \n.

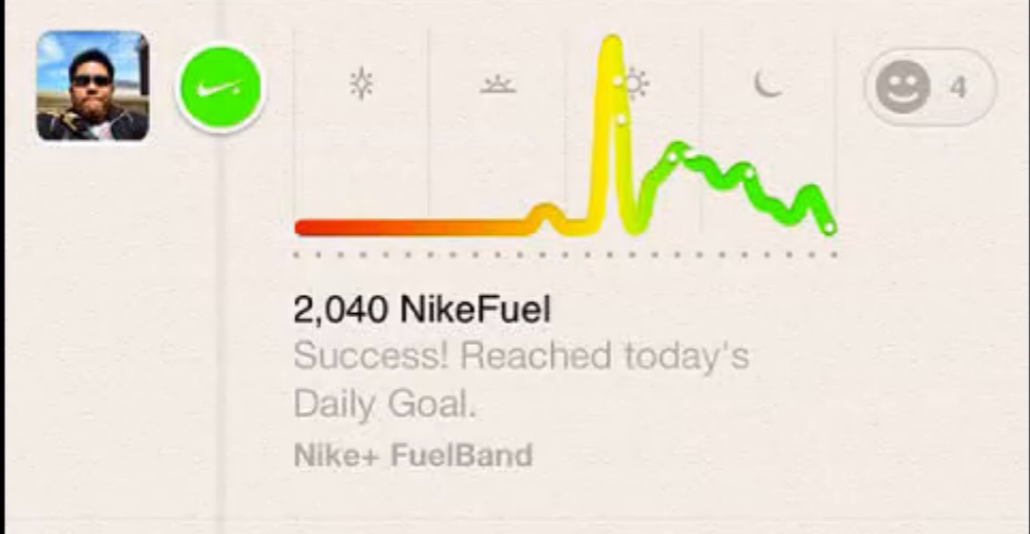
A summarised version of a website or article

**More votes, no
resolution on
charter schools**

TRENDING TODAY
VIA AP WASHINGTON
U.S. News



Sleeping in Quezon City
It's 12:34 AM. Night owl.



At Changi International Airport (SIN)
Singapore Airport

Bottom navigation bar with a red plus icon and a profile card showing a person's profile picture and a heart icon.



mutelittlebird

murmurandshout



murmurandshout:

Sunset in Nepal

8 notes



some things to
remember

- Mobile screens = small, design critically
- Design hierarchy: position - size - shape - contrast
- color - form
- Keep navigation consistent and simple
- Keep in mind context and what customers will look for from your page
- Short paragraphs, bulleted lists

get inspired

- androidniceties.tumblr.com
- inspired-ui.com
- dribbble.com
- mobile-patterns.com/
- pttrns.com/

mobile web

m.sulit.com.ph/ Search

S Cars Real Estate

Ano hanap mo? Search

Popular Searches

- iphone 4
- nokia
- mitsubishi lancer
- honda esi
- mountain bike

- All Categories >
- Buy and Sell >
- Real Estate >

NAVIGATION MENU SHOW +

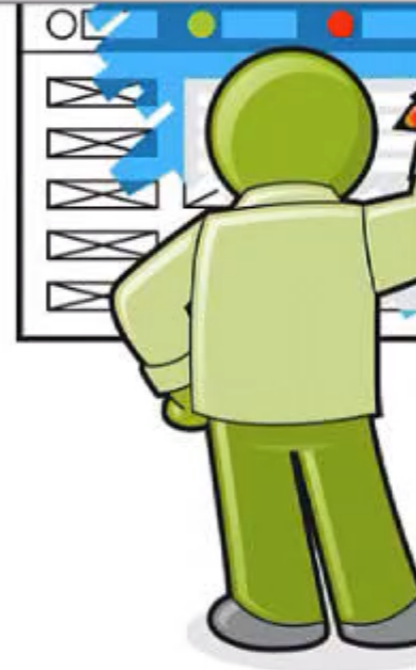


DISCOVER WHY WE'RE #1

.....
*We've captured the intrigue and magic of
a bygone era. Come see why Travel +*



LUKEW
IDEATION + DESIGN



ABOUT

17 years of thought leadership and execution in digital product design.

[Learn about LukeW](#)

WRITINGS

1631 articles about the big picture and crucial details behind online

Experience Surface at a Microsoft Store near you



Feedback

Surface

Click in and do more. Starting at \$499.

[Learn more](#) [Buy now](#)

design process

1. Define user story → list features

2. Flow chart

3. Wire frames

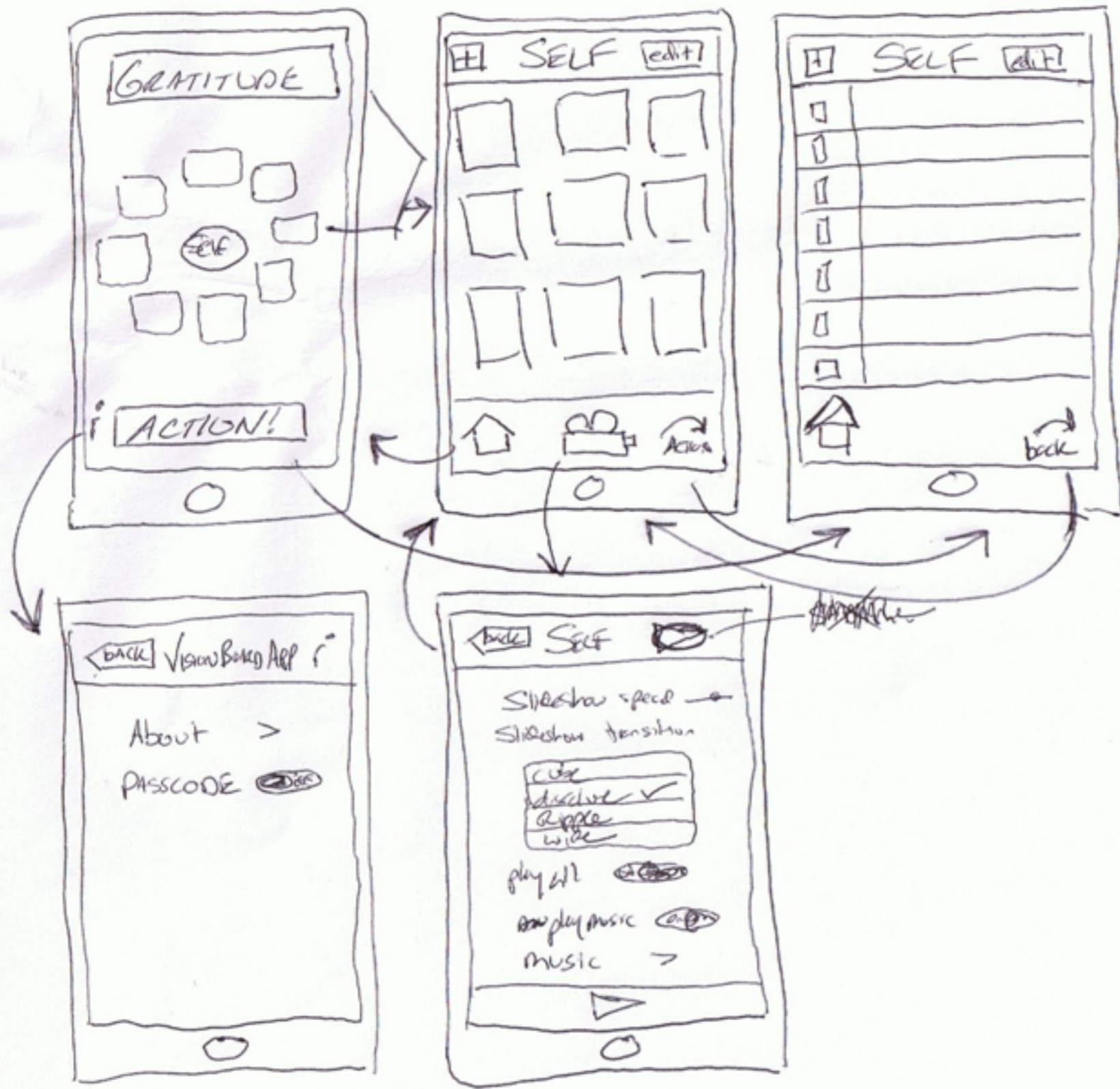
4. Prototype + Design

define user story

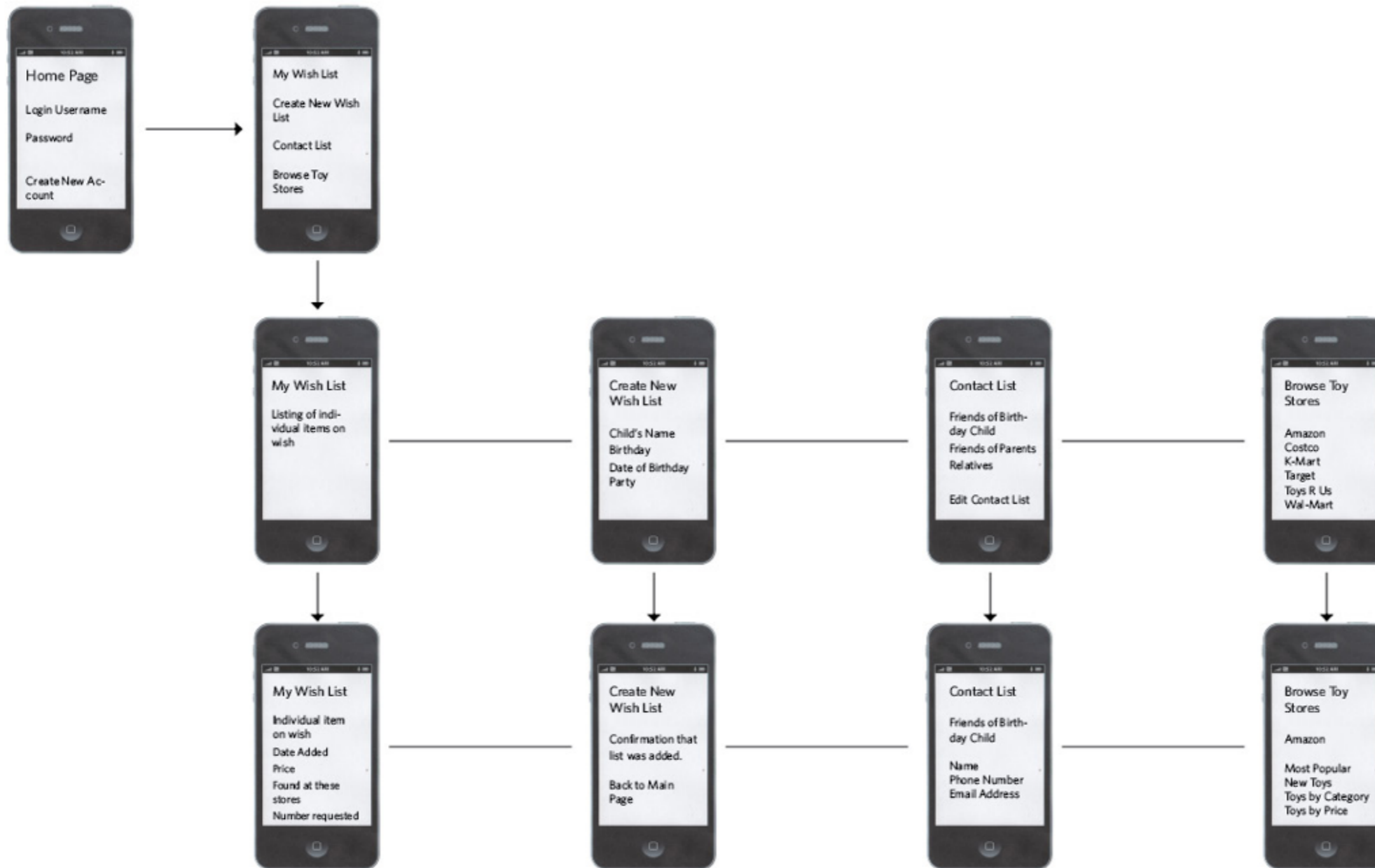
- most convenient movie schedule
- need to reload prepaid credit card before paying
- looking for hours of a restaurant
- pizza menu for delivery
- milk tea choices for a friend who will buy for me
- - camera battery prices: while walking through the mall
- - when Charlie had to buy jumper cables
- - is there a Swatch at Robinsons?

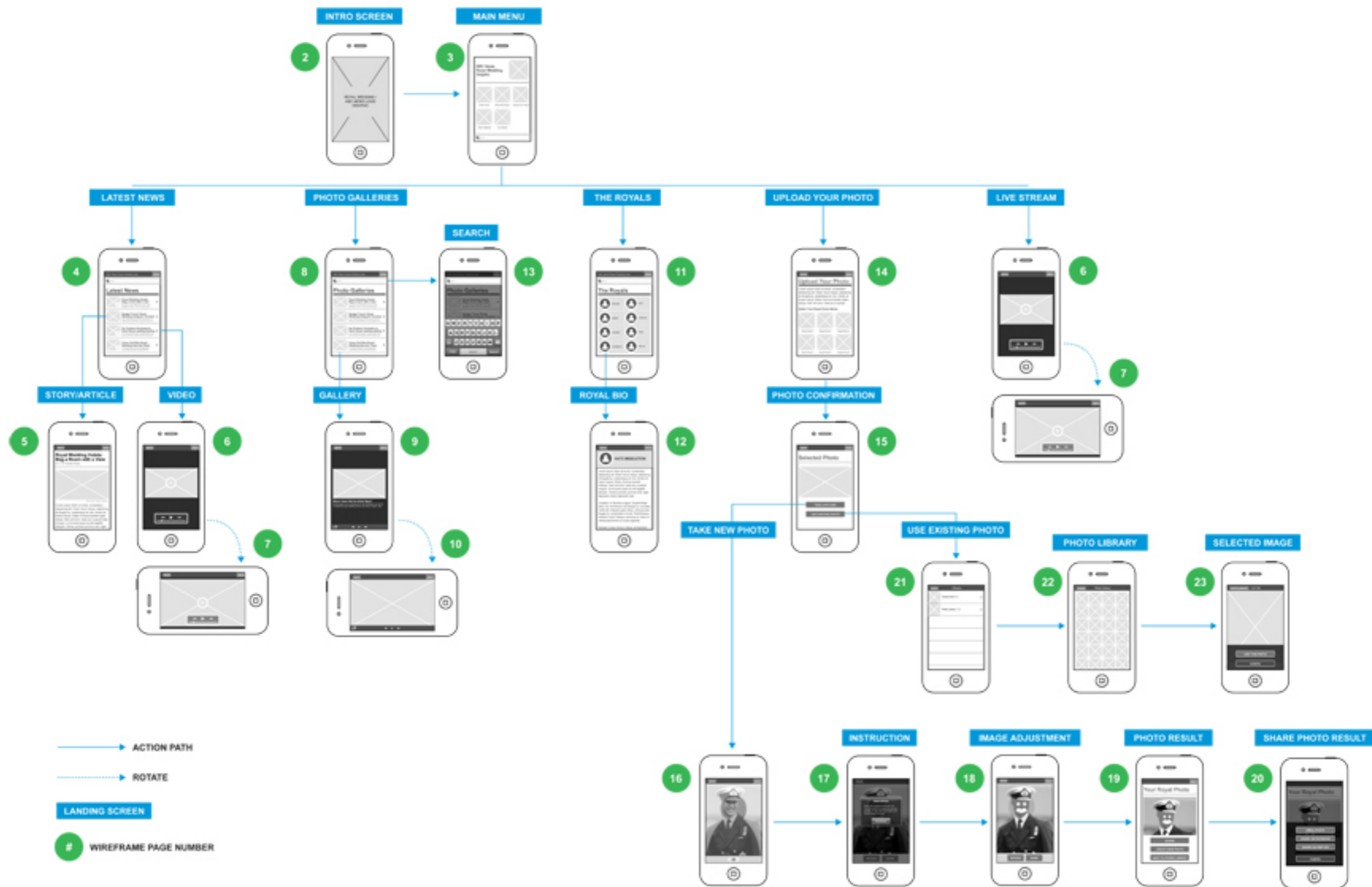
- camera battery prices: while walking through the mall
- car won't start; have to buy jumper cables
- is there a Swatch at Robinson's?

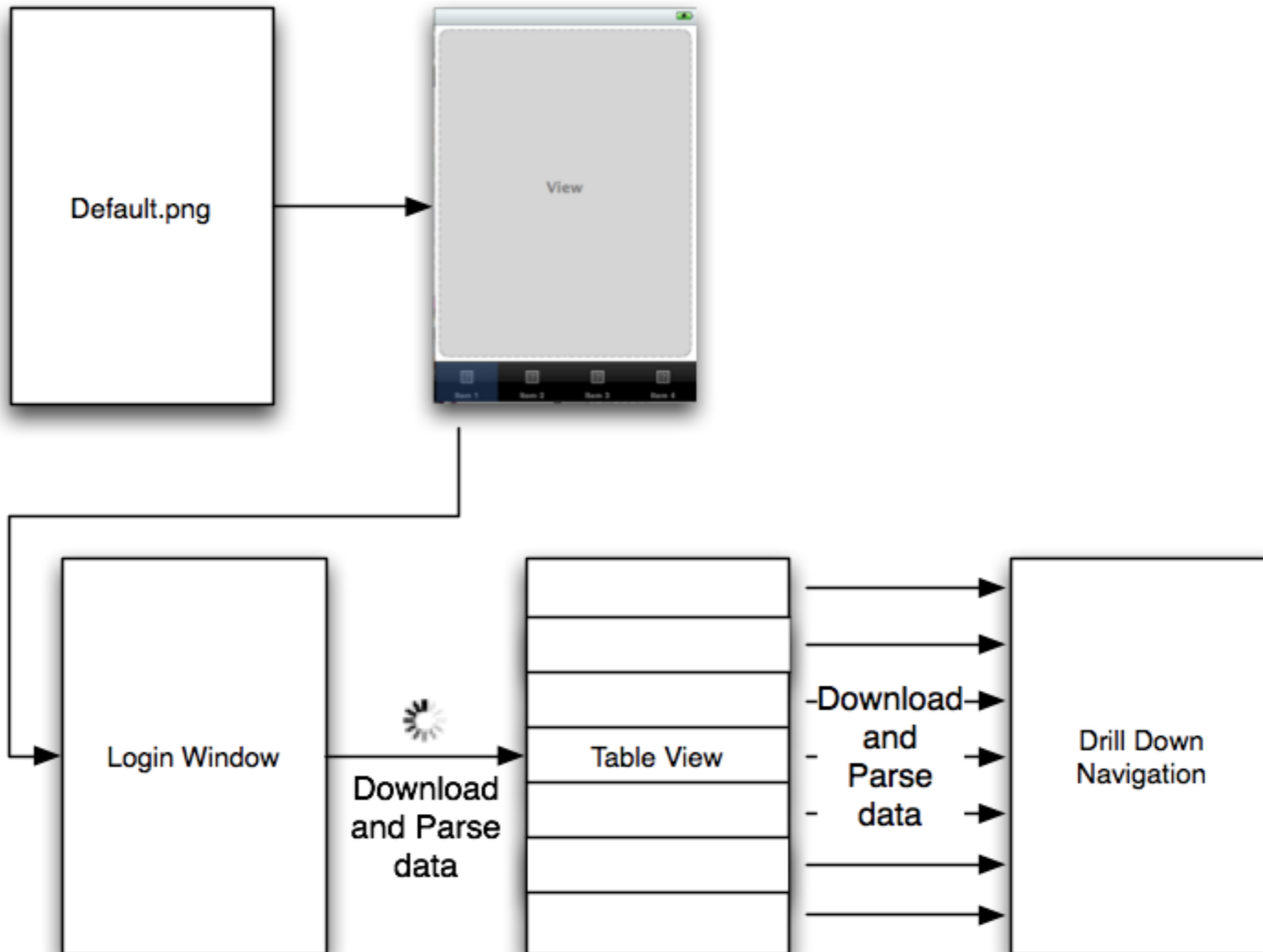
flow chart



MY CHILD'S BIRTHDAY REGISTRY FLOWCHART

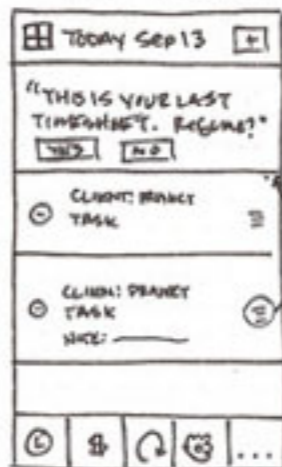






wireframes

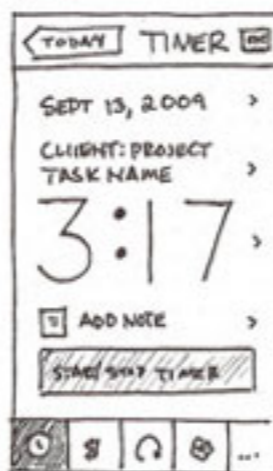
TIMESHEET: FRAGMENTARY



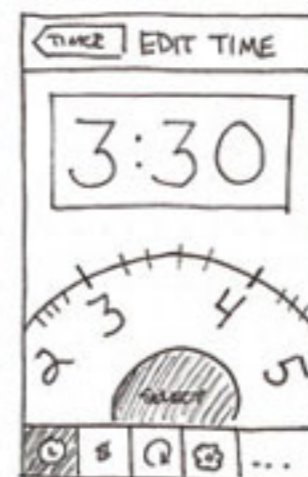
SELECT DATE WIDGET



TIMER

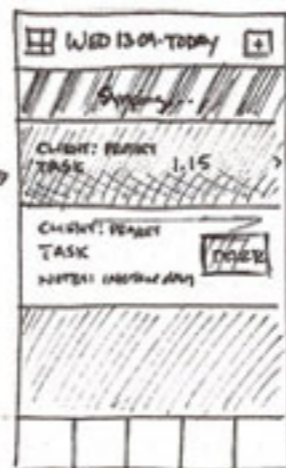


TIMER: EDIT TIME



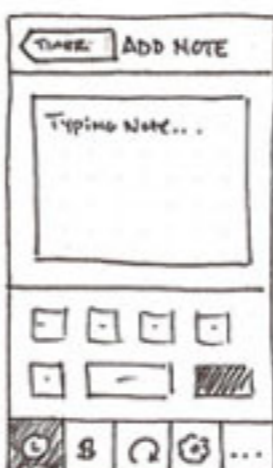
(NOT BUILDING - PASS II)

TIMESHEET (TODAY)



ACTIVE TIME →

ADD NOTE



Where's My Stuff?

App would allow users to photograph items add basic info. App would note GPS location at which record was created. User could search for items and phone would tell them how far away it is and in what direction.

Photograph an object



User adds some basic info; app notes gps location



Manage database of items locally

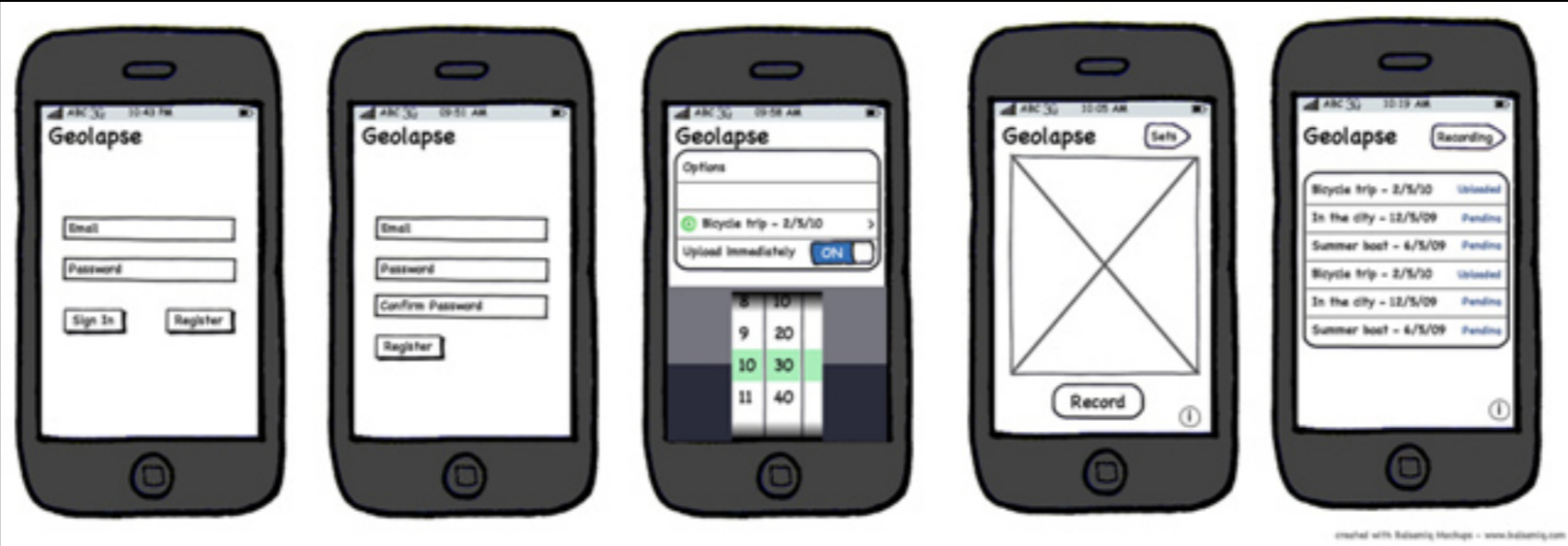


Search for items by name



App shows you direction via compass, and distance





Tools for wireframing

- Paper and pen
- Balsamiq
- Keynote
- Adobe Fireworks
- Other apps

prototype



- HTML / CSS / JS

- Adobe Edge Inspect



the disciplined
pursuit of less

- http://blogs.hbr.org/cs/2012/08/the_disciplined_pursuit_of_less.html
- Extreme criteria: remove clutter
- ask "What is essential?" and eliminate the rest
- beware of the endowment effect

exercise!

other blogs you can follow

- UX matters
- UX Magazine
- Little Big Details

Books

- Designing mobile interfaces
- Effective UI
- Mobile Design Pattern Gallery
- Responsive Web Design, Ethan Marcotte
- Emotional Design: Why we love (or hate) a everyday things