Design Languages for Mobile

ID 405: Human-Computer Interaction Spring 2015

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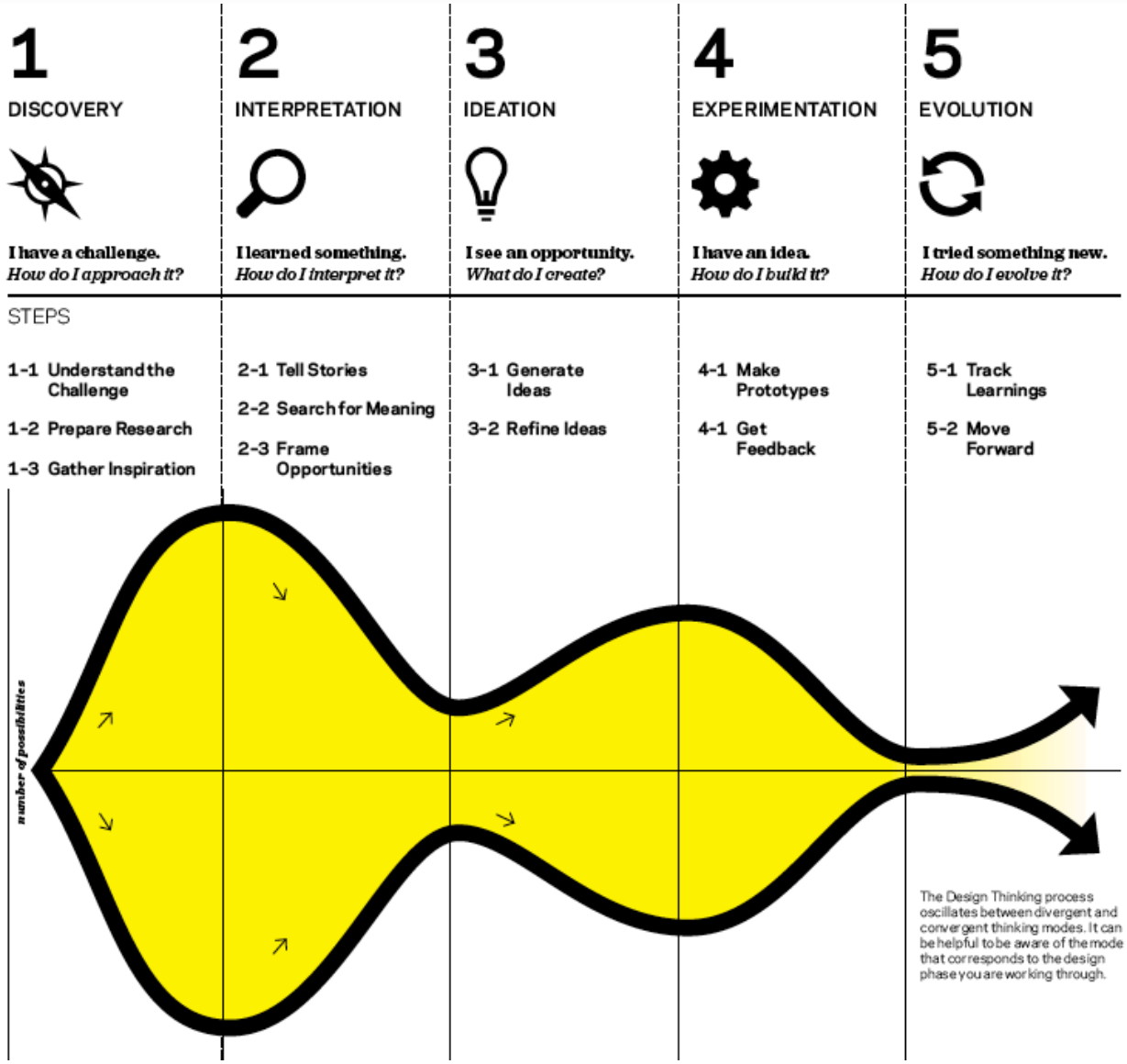
http://info-design-lab.github.io/ID405-HCI/

Outline

- Design Process & UX
- Digital Domain
- Mobile Platforms
- Design Guidelines
- Activity
- Summary

Typical Design Process

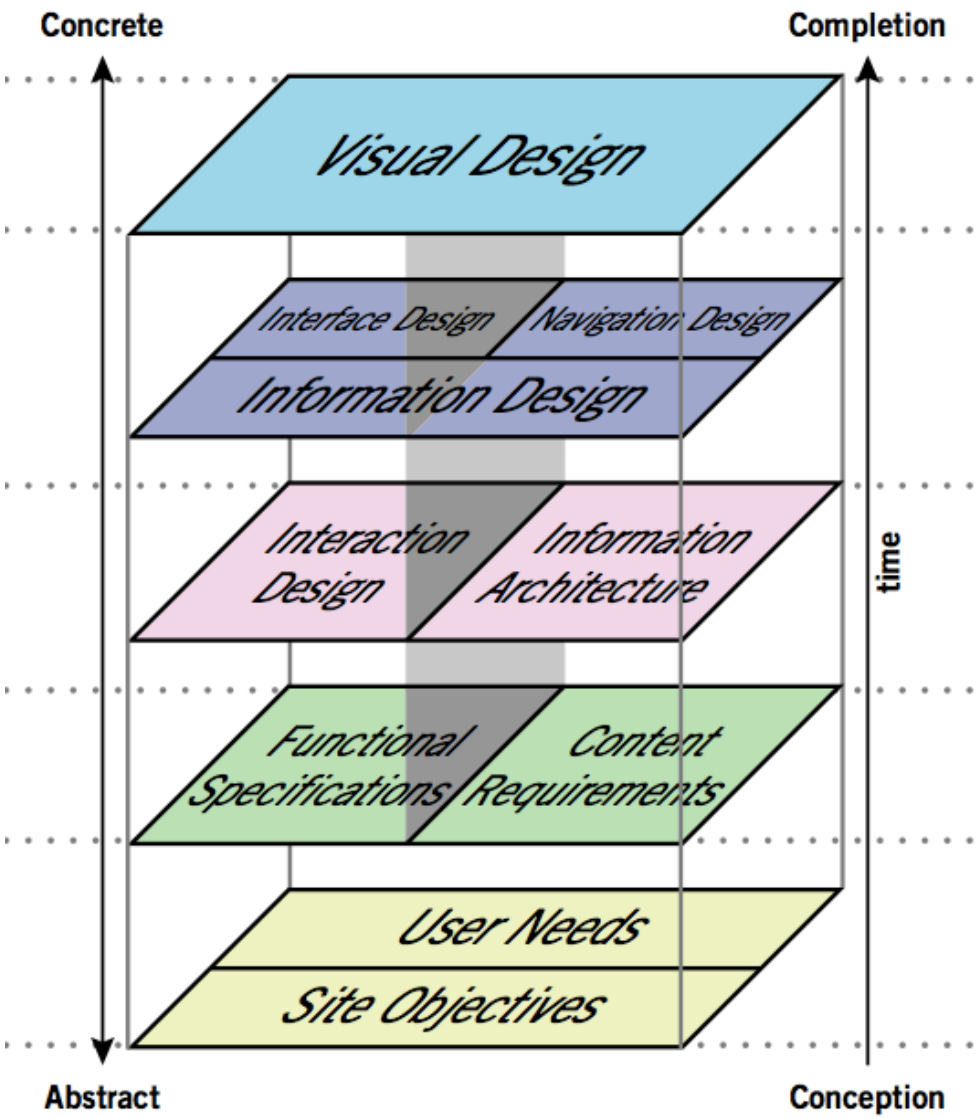


Design Thinking for Educators (IDEO, 2011)
http://www.designthinkingforeducators.com/

What your solution will be judged on

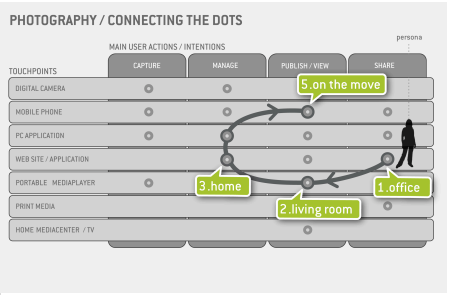
UX honeycomb Peter Morville (2004)
http://semanticstudios.com/user_experience_design/

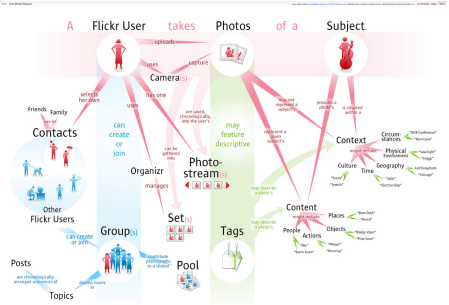
Elements of User Experience



Elements of User Experience by Jesse James Garett (2000)
http://www.jjg.net/elements/pdf/elements.pdf

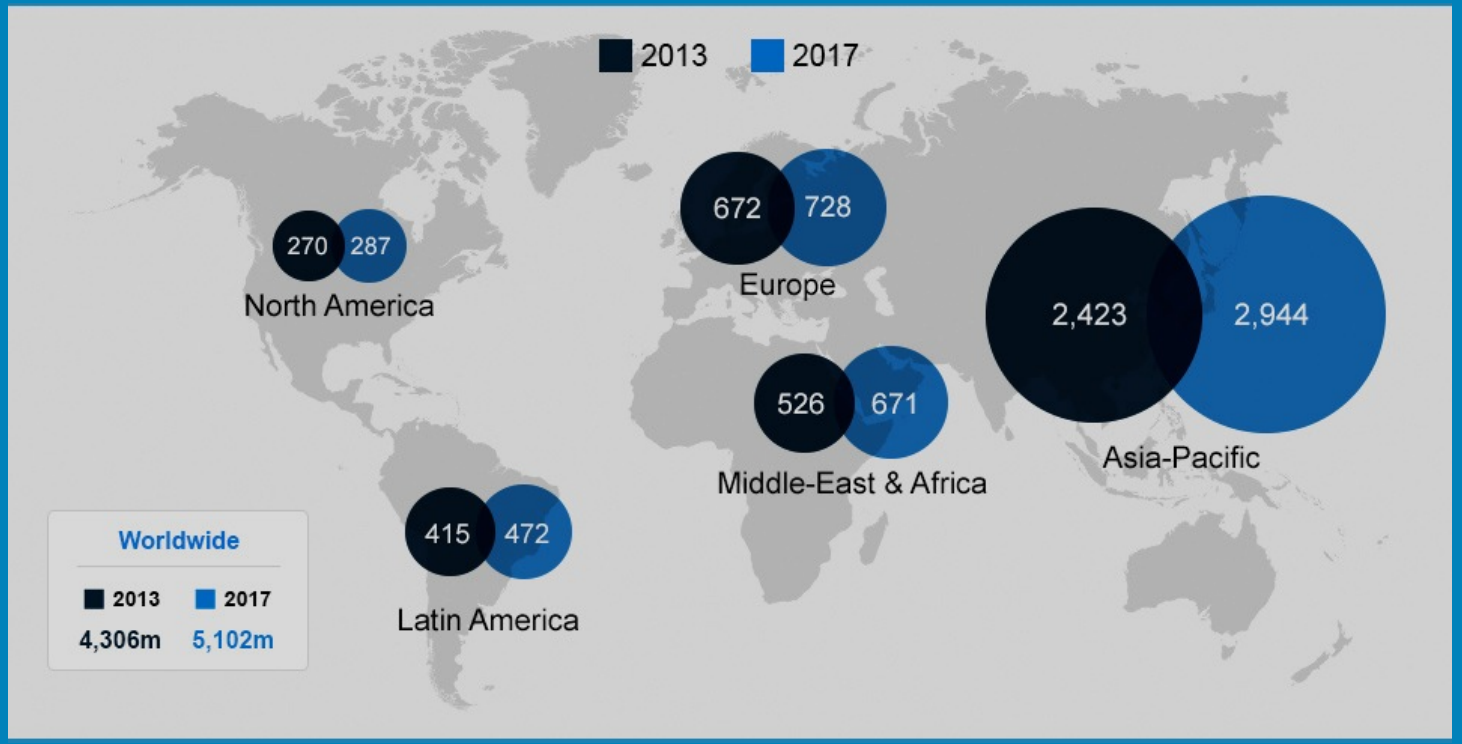
Medium of the Solution





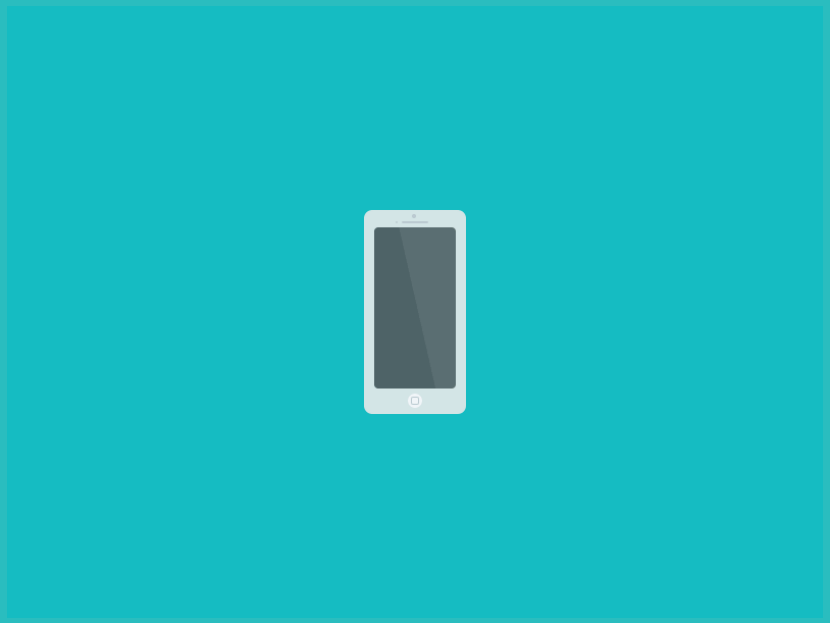
Eames Molded plastic-fiberglass chair (Wikipedia), Air Display: http://www.awwwards.com/23-essential-ipad-apps-for-web-designers-and-developers.html, Photography Touchpoints Matrix http://www.servicedesigntools.org/tools/108, Flickr User Model http://www.flickr.com/photos/bryce/55749985/

World View



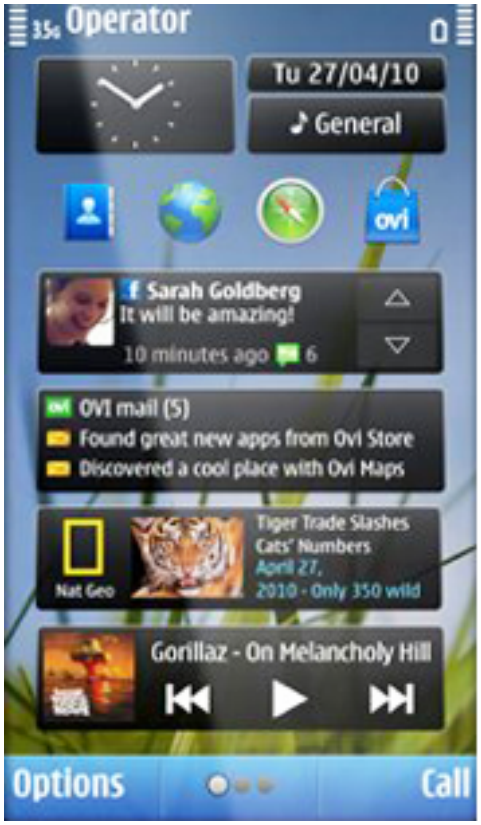
5 Billion People to Use Mobile Phones by 2017
http://www.statista.com/chart/1517/worldwide-mobile-phone-users/

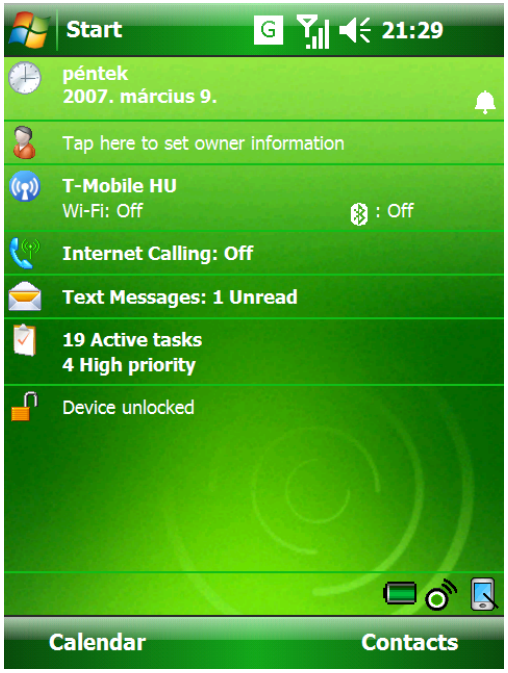
Which phone do you have?



Phones
https://dribbble.com/shots/1371357-Phone-Animated-GIF

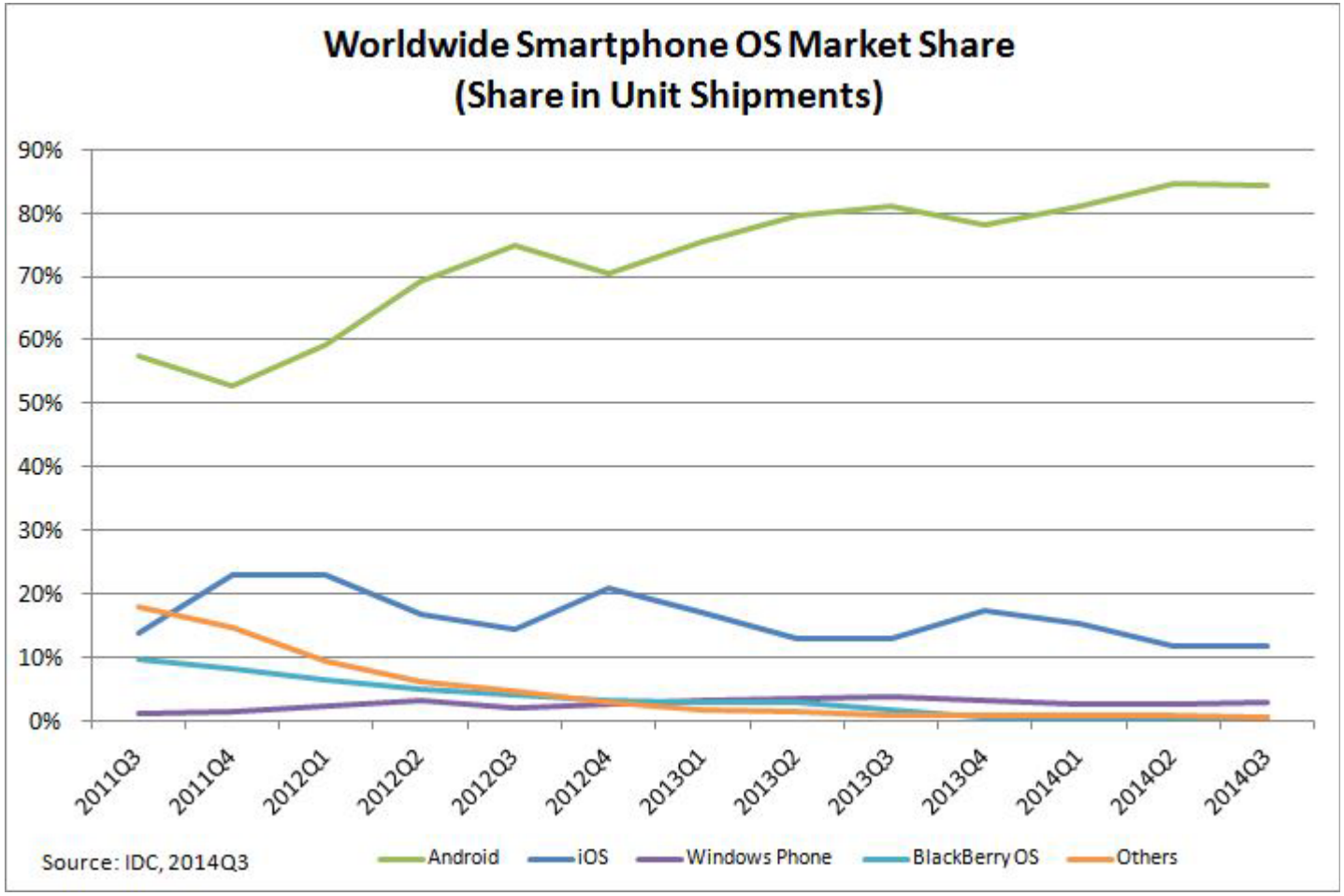
State of mobile platforms in 2007





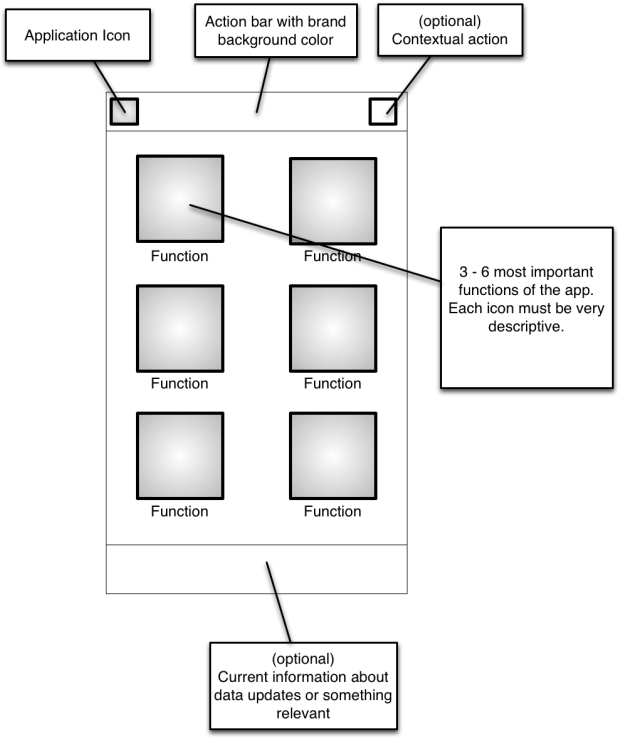
Nokia N8, Windows Mobile 6.5, iPhone 6

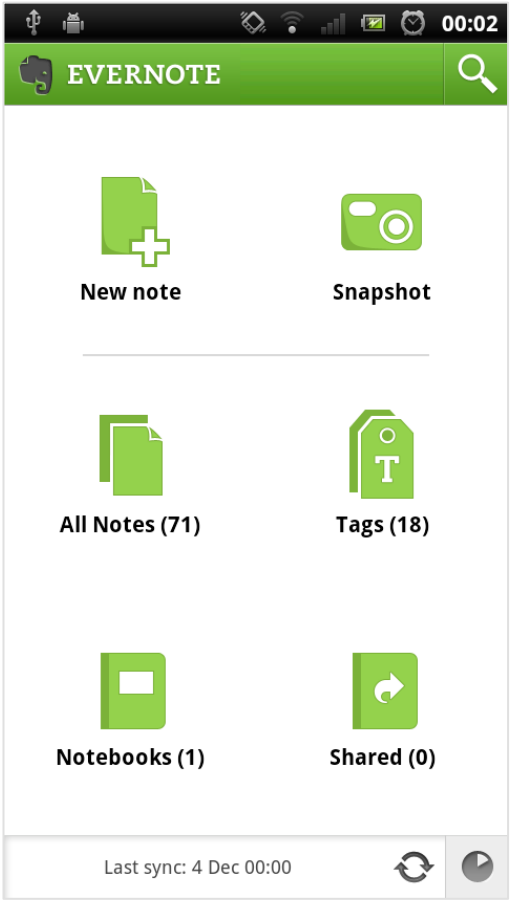
The three current players: Android, iOS, Windows Phone

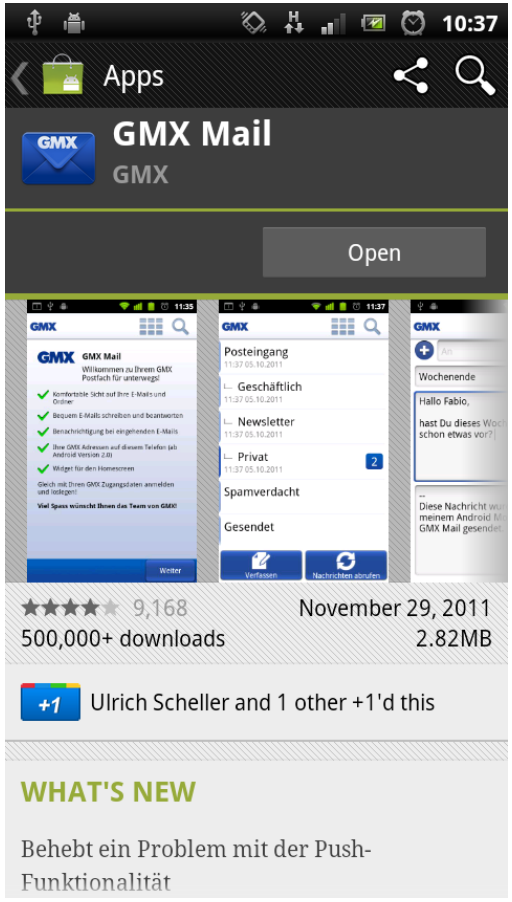


Smartphone OS Market Share
http://www.idc.com/prodserv/smartphone-os-market-share.jsp

UI patterns vs design languages

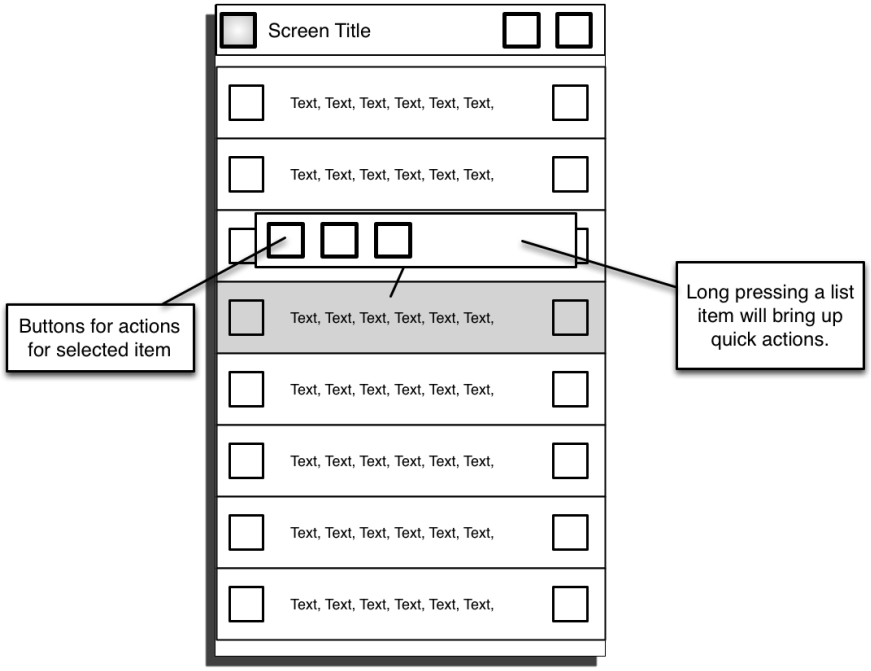


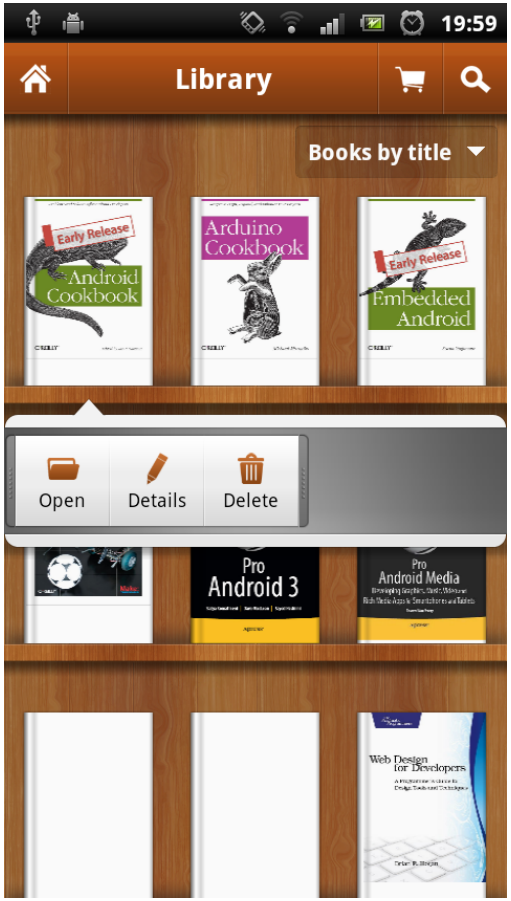




What Android Apps Should Look like?
http://www.androiduipatterns.com/2011/12/how-should-android-apps-look-like_16.html

UI patterns vs design languages





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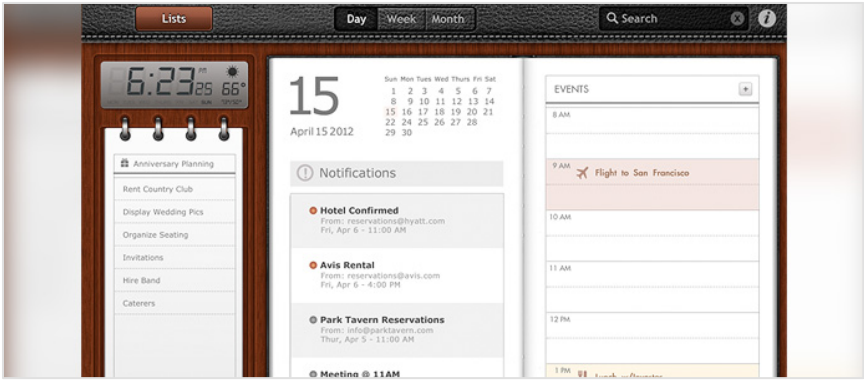
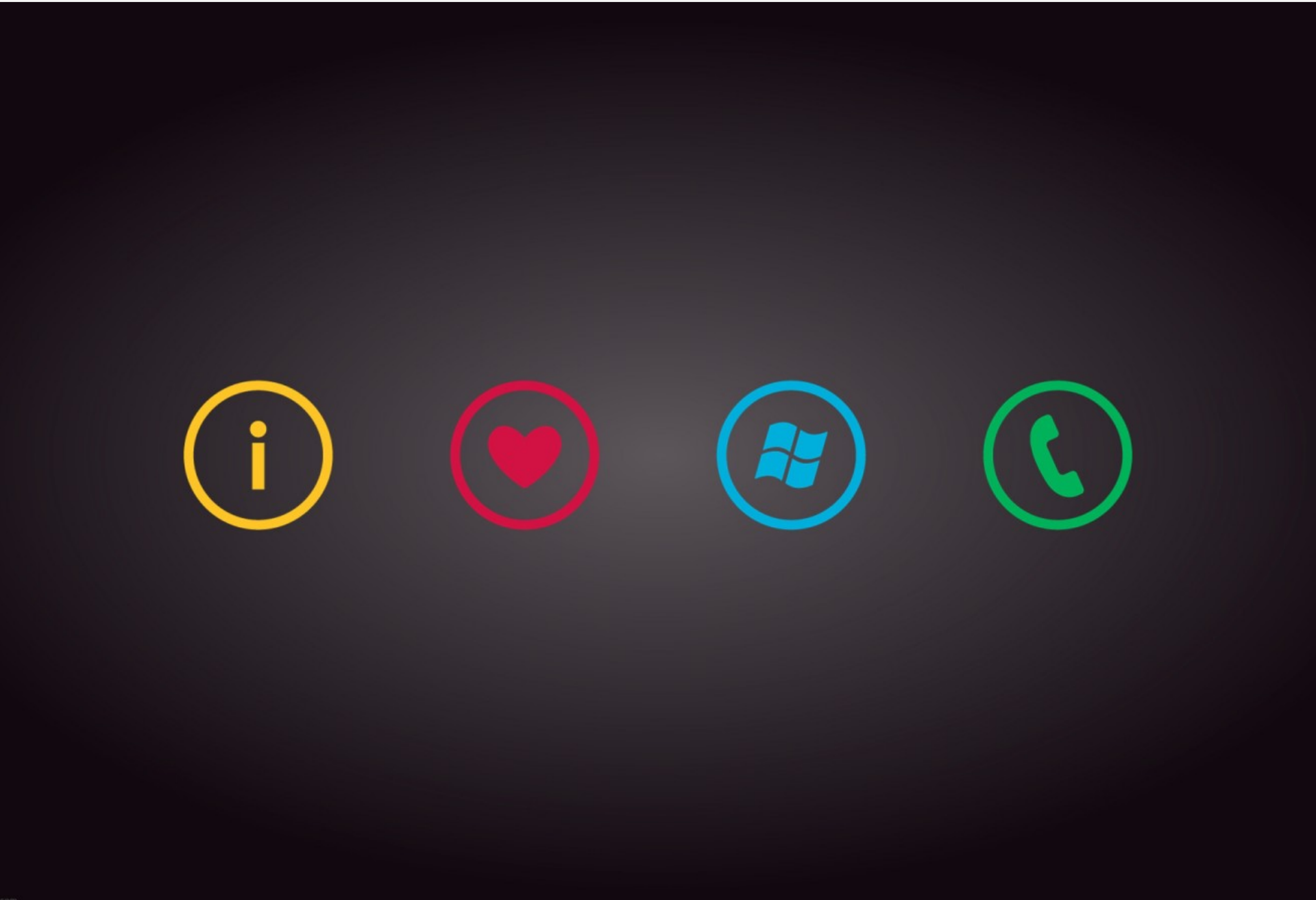
Skeuomorphism

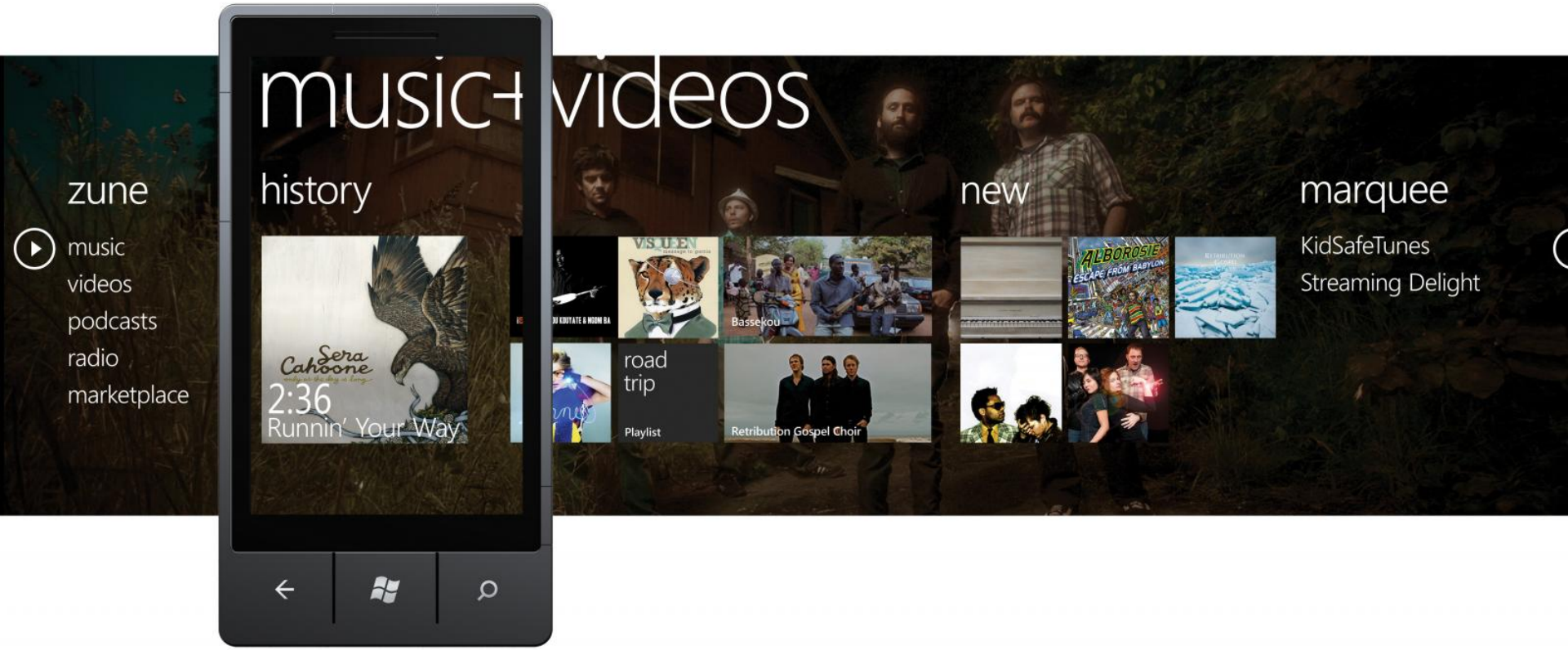
A skeuomorph is a derivative object that retains ornamental design cues from structures that were necessary in the original.



Metro & Windows Phone



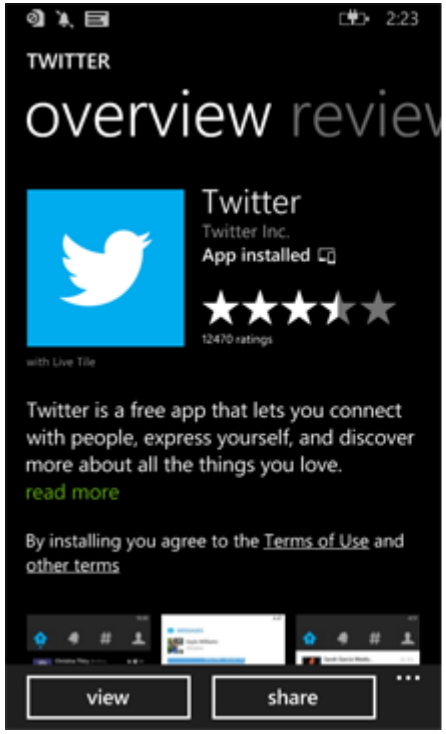
Metro & Windows Phone

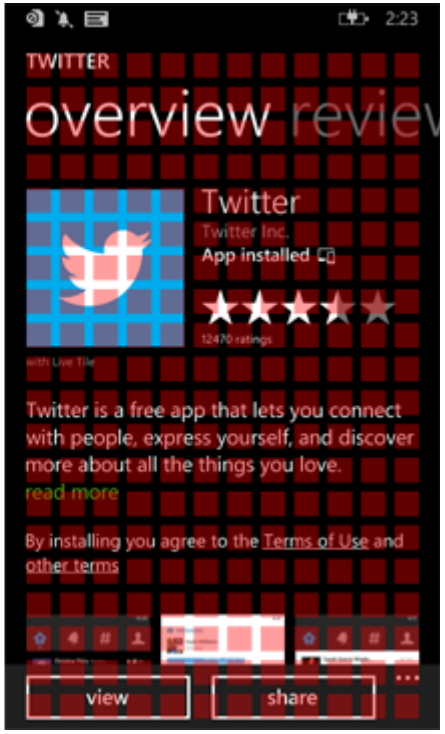


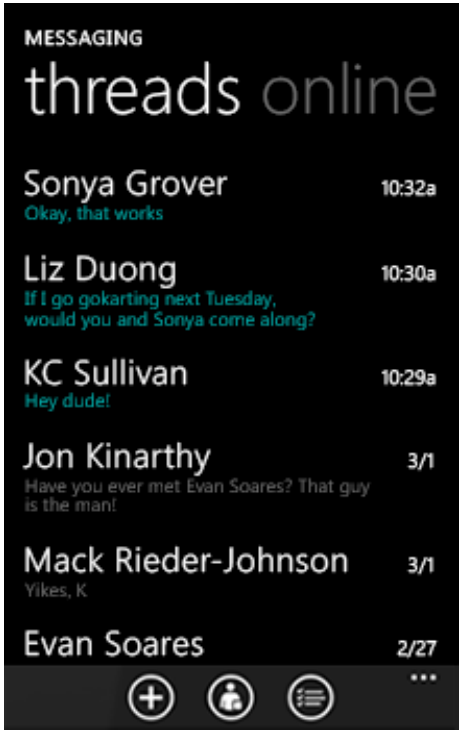
Inspiration

Windows Phone Principles https://msdn.microsoft.com/library/windows/apps/hh781237.aspx
Metro Book released with Windows Phone 7

Pride in craftsmanship

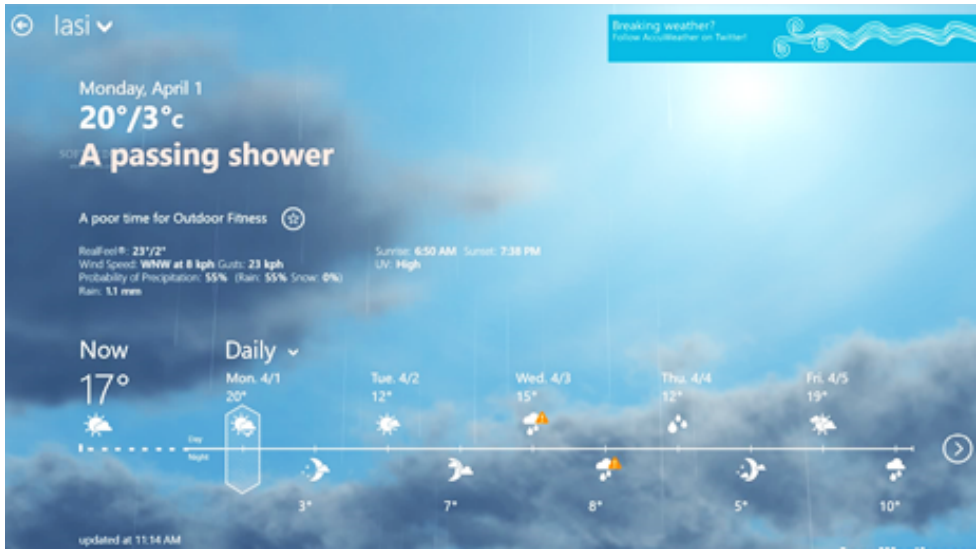


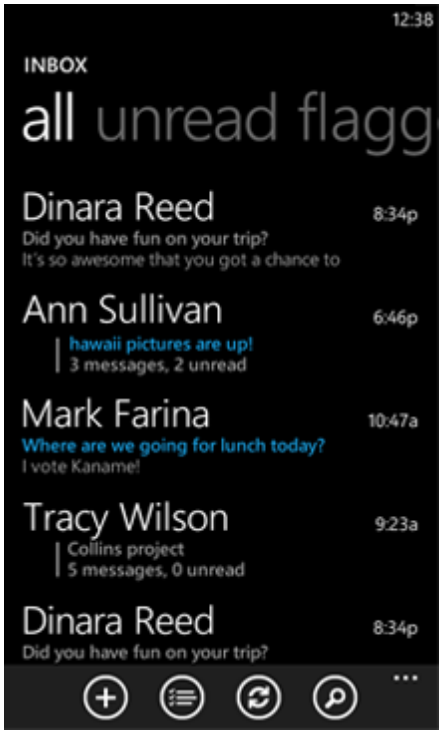




Principles

Do more with less





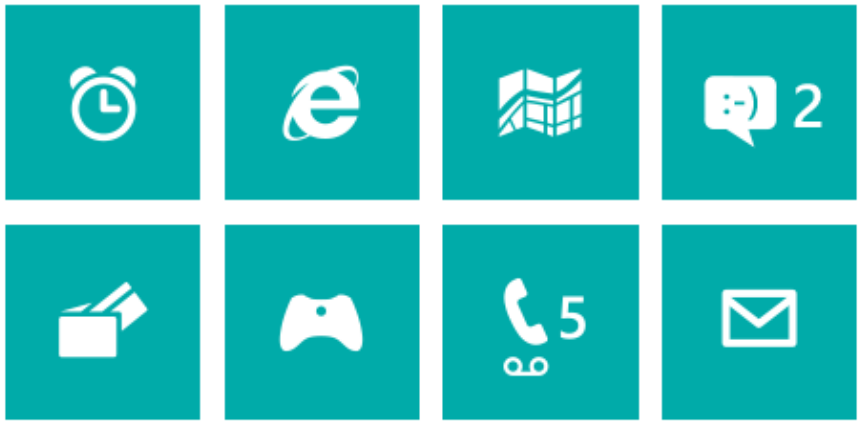
Principles

Fast & Fluid

WP Apps Inspiration: http://understandingexistence.net/2012/12/29/microsofts-design-language/
Aramex Windows 8 App: http://prototype-interactive.com/our-work/aramex-windows-8-app

Principles

Authentically Digital

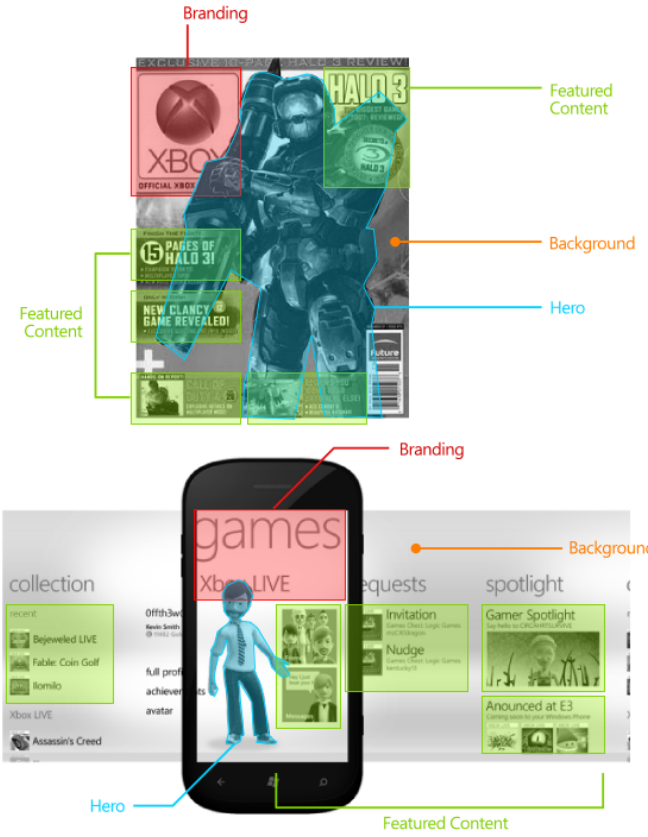


Principles

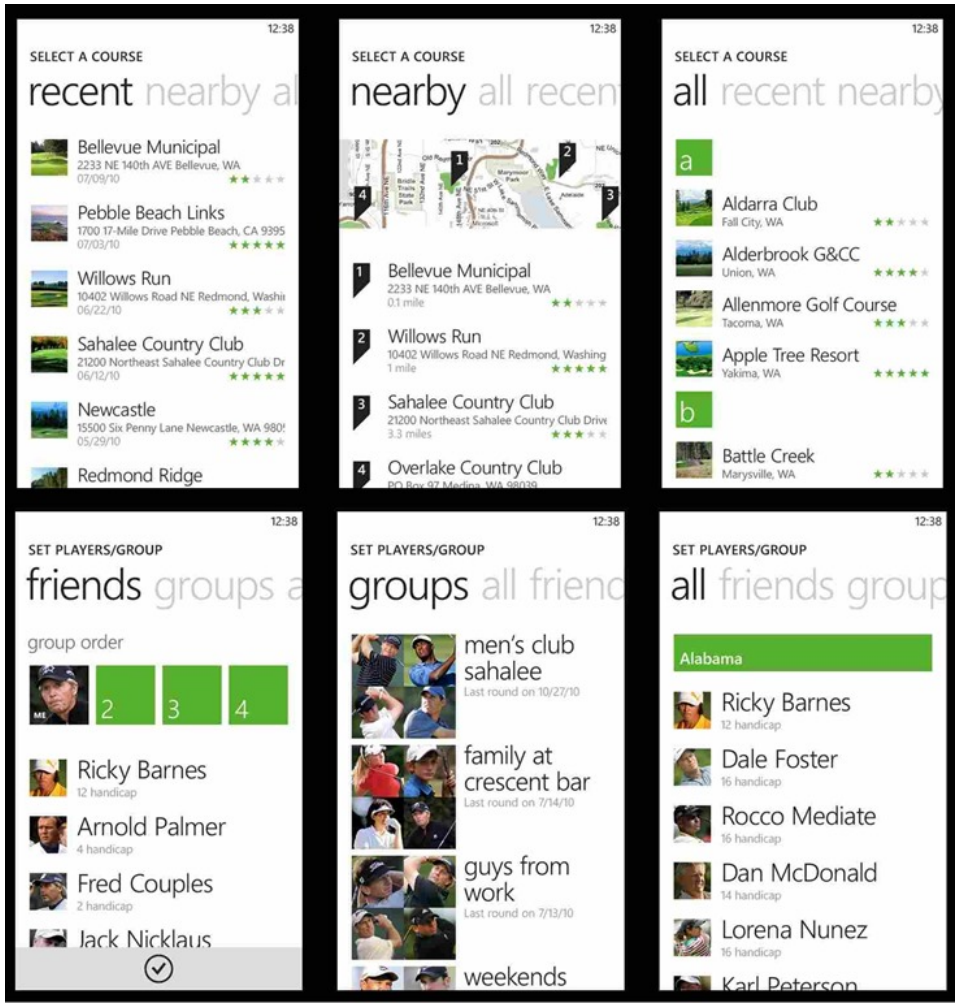
Win as one

Key Aspects: Panorama/Hub

Panoramas are like Magazine Covers

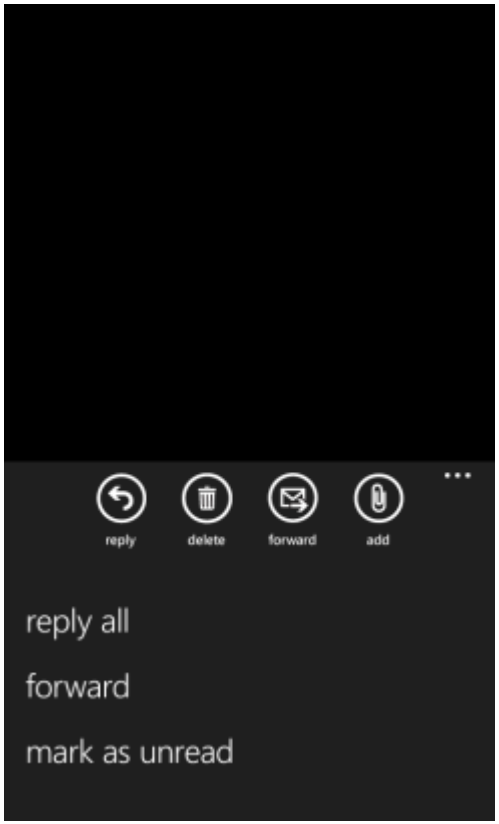


Key Aspects: Pivot & Tiles

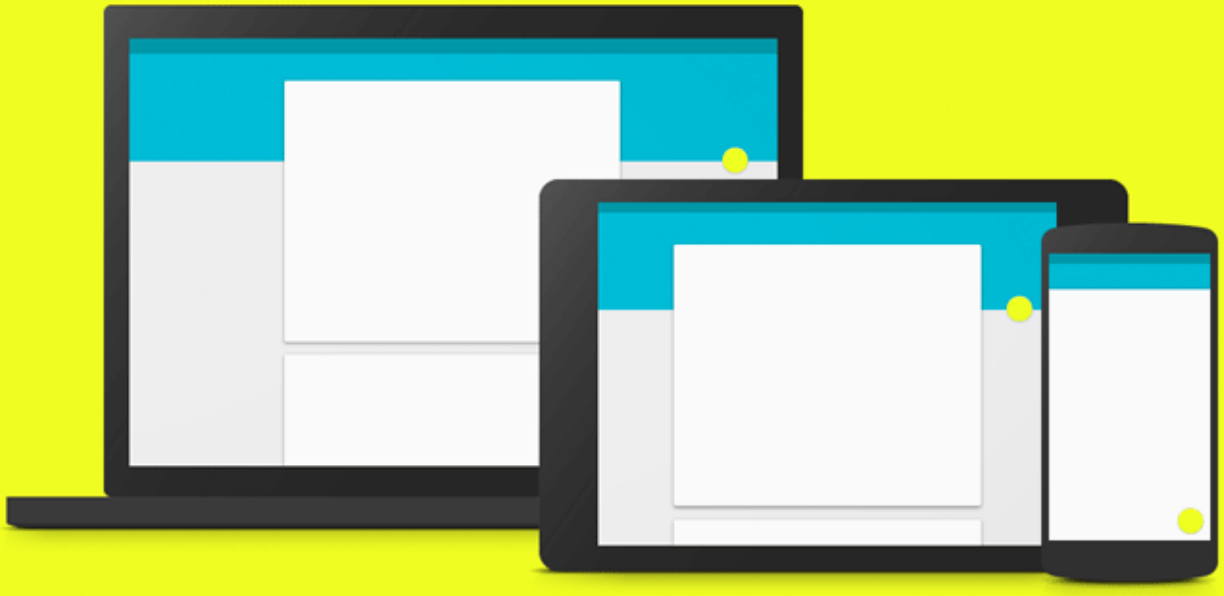


WP App Inspiration: http://understandingexistence.net/2012/12/29/microsofts-design-language/

Key Aspects: Application Bar



Material Design for Google's Android

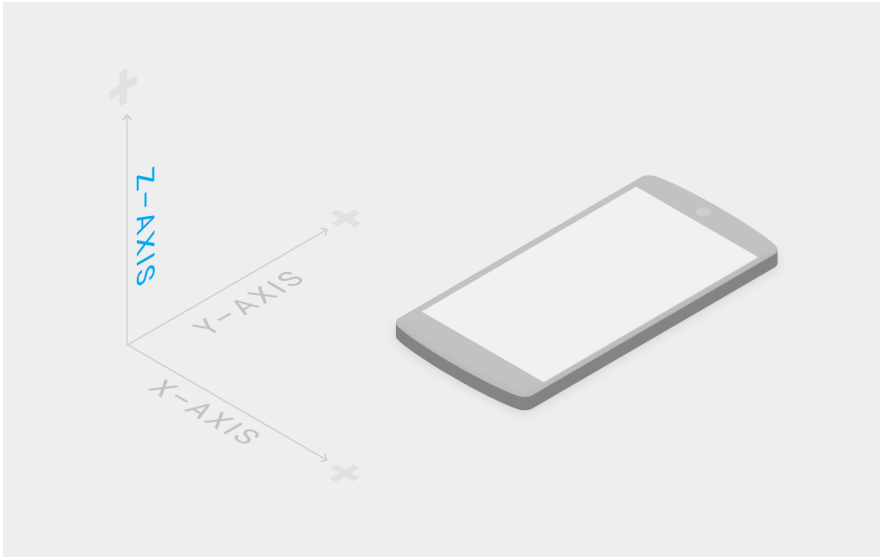


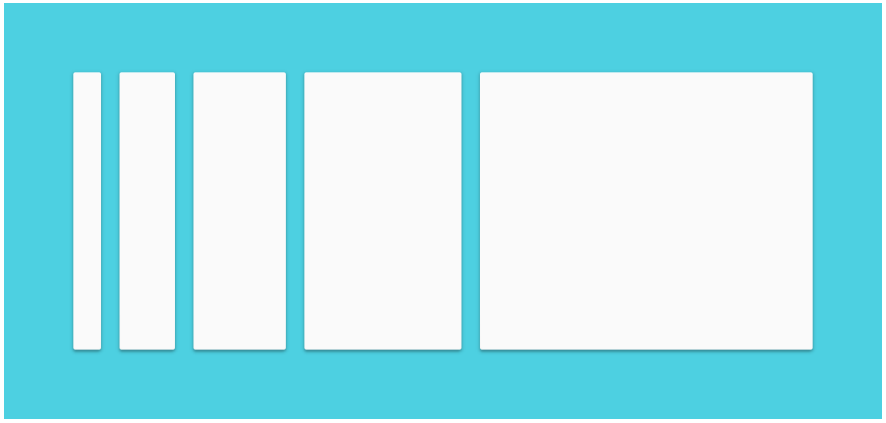
Material Design Intro
http://www.google.com/design/spec/material-design/introduction.html#introduction-principles

Material Design for Google’s Android

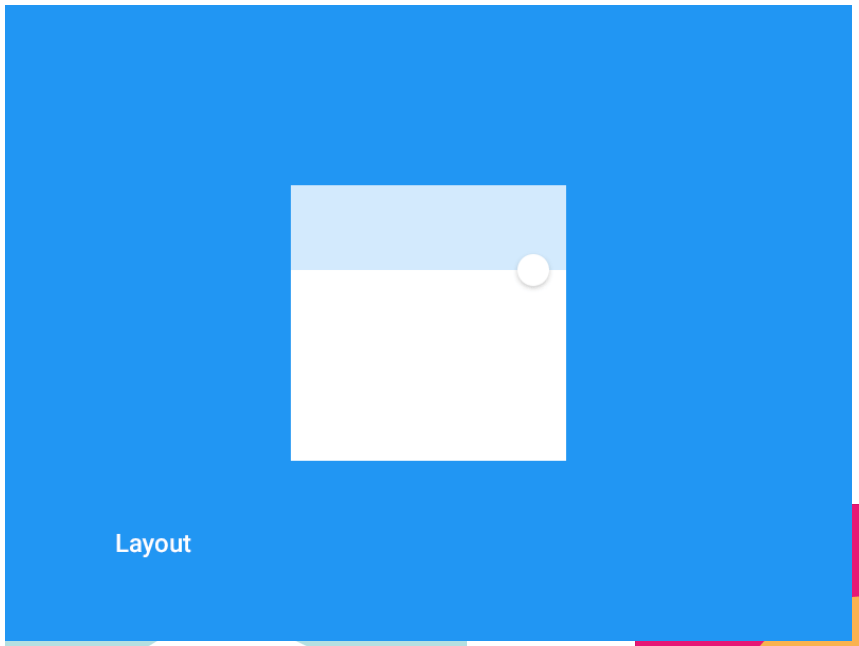
Google Material Design Intro
https://www.youtube.com/watch?v=Q8TXgCzxEnw

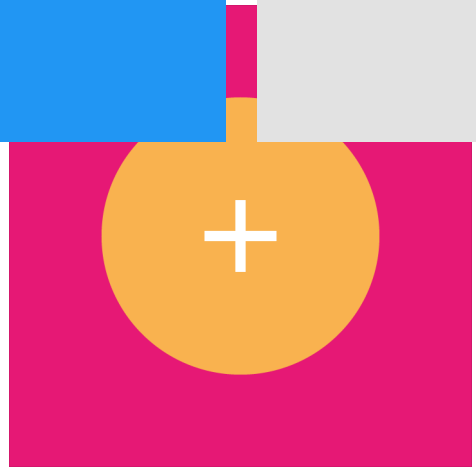
Inspiration





Principles





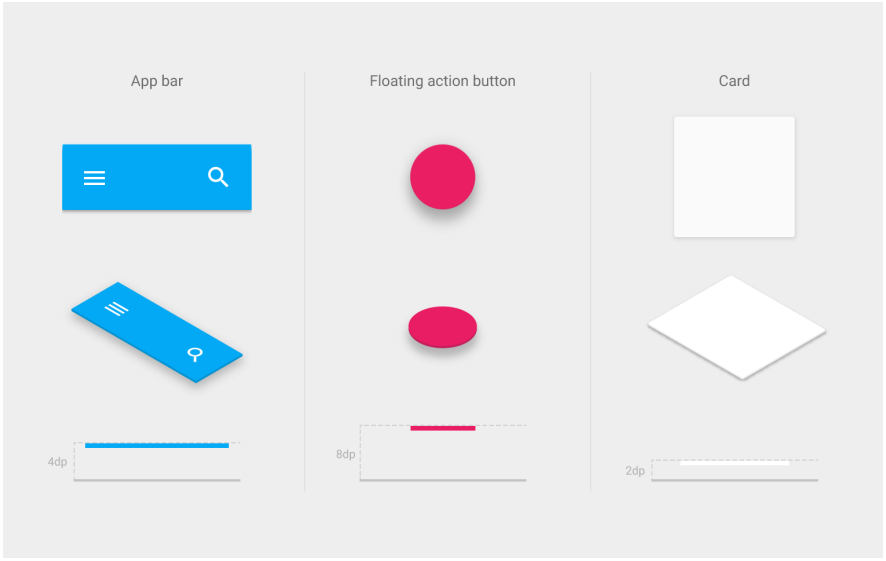
Material is the Metaphor

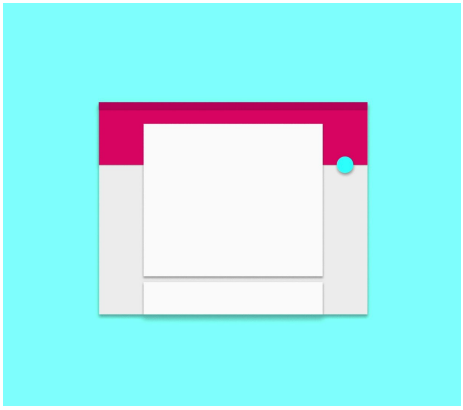
Bold, Graphic, Intentional

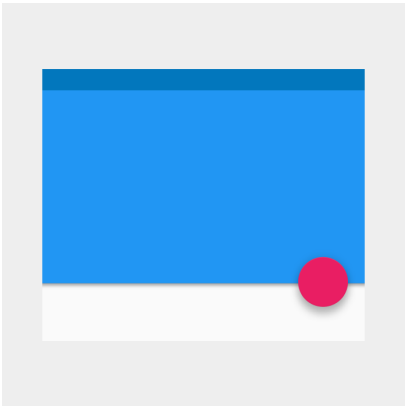
Motion provides meaning

Inspiring Material Design Animations
http://www.amongtech.com/20-amazing-android-material-design-animations/

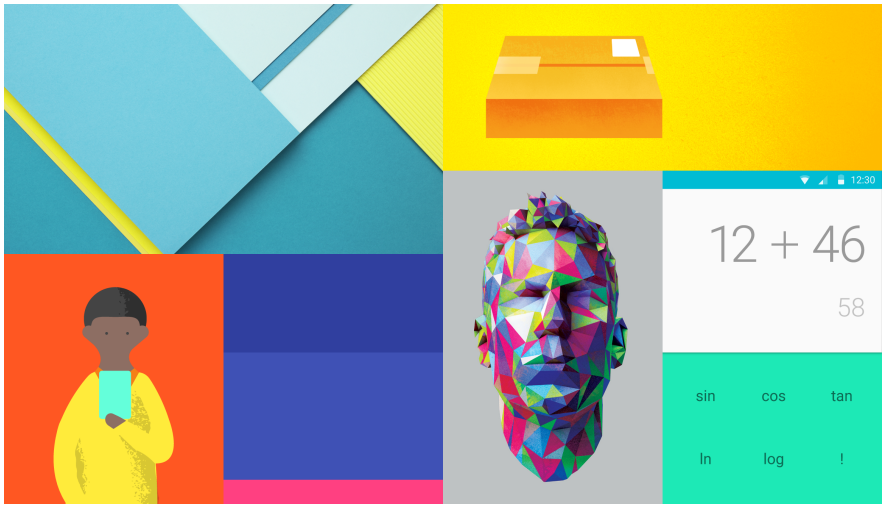
Aspects: Material metaphor

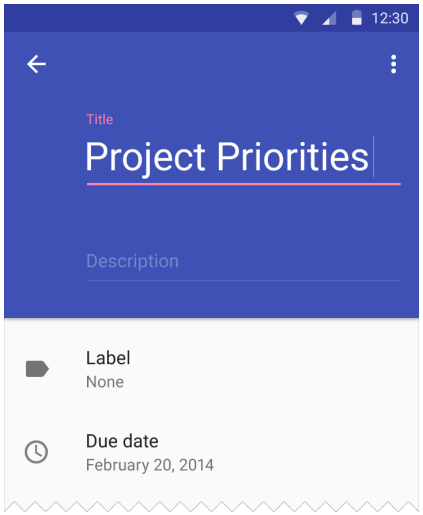


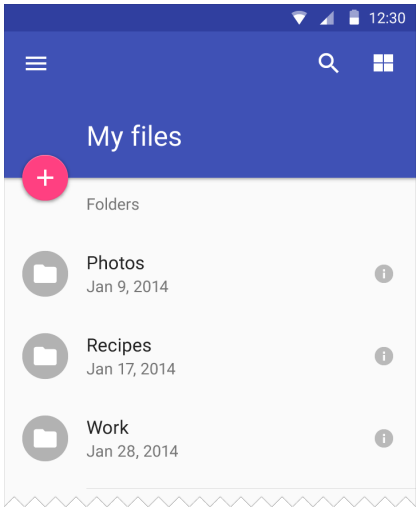


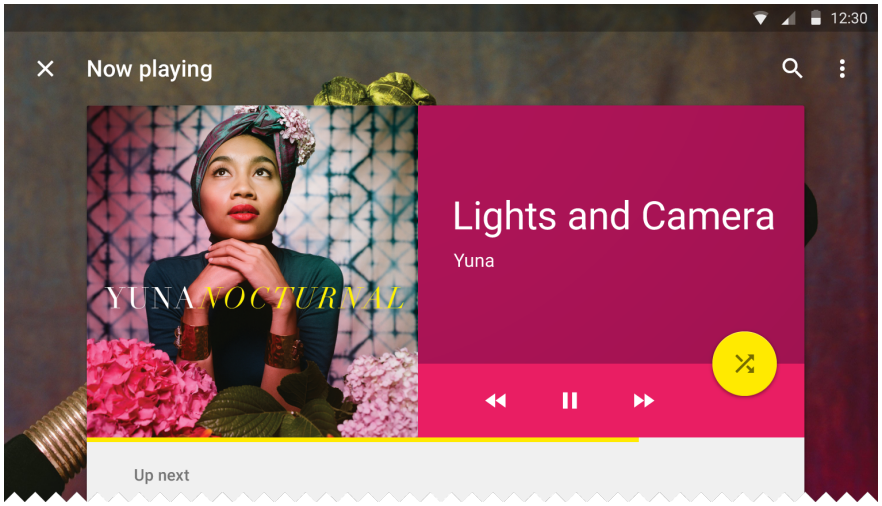


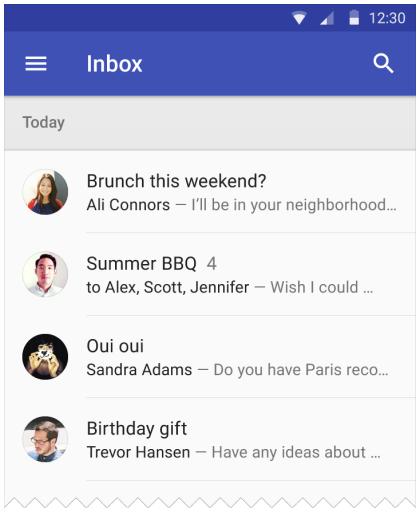
Aspects: Colors & Type

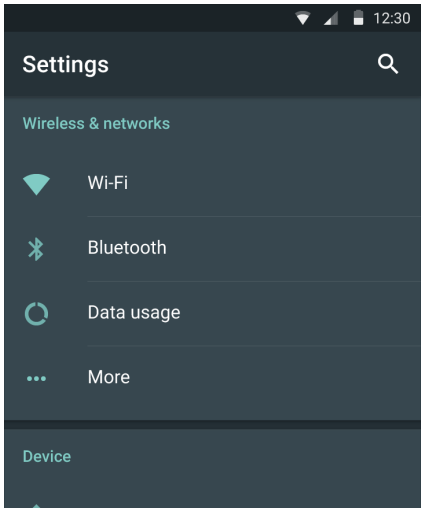




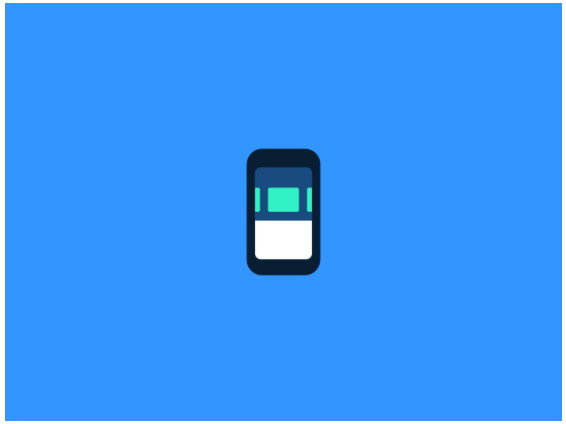


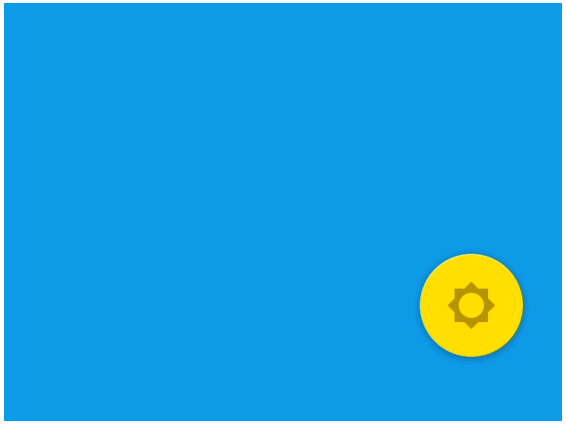


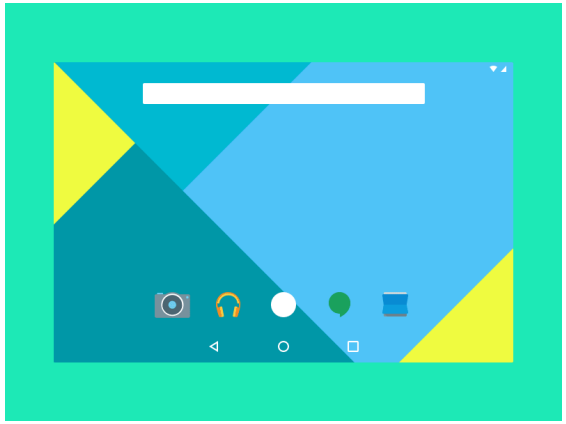


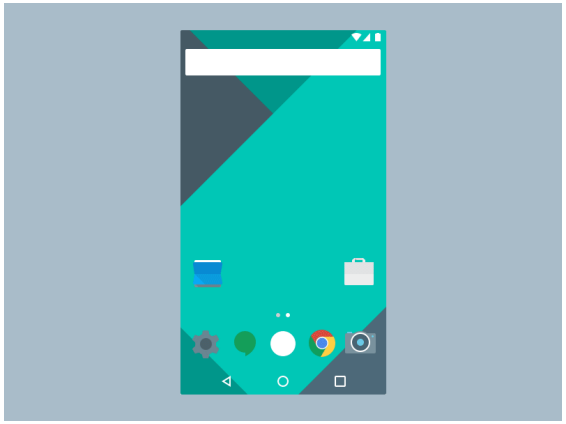


Aspects: Animation (Transitions)









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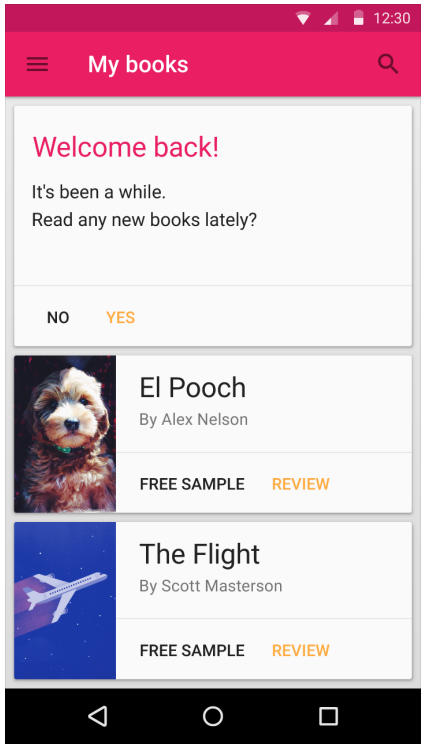
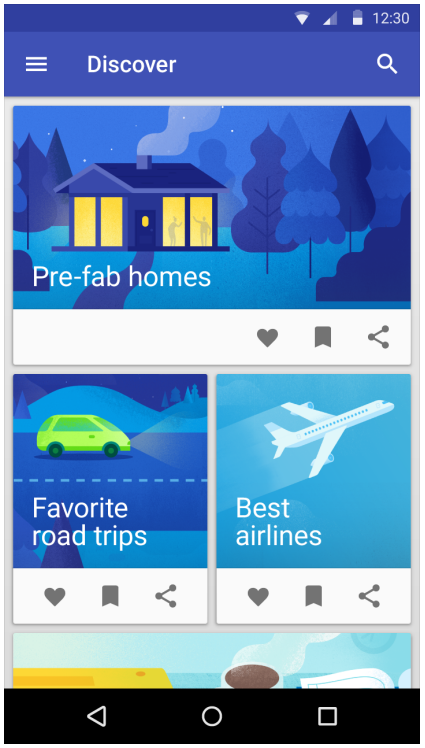
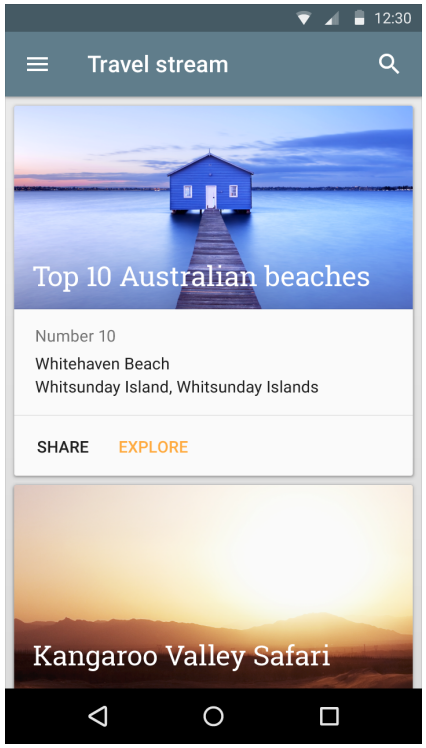
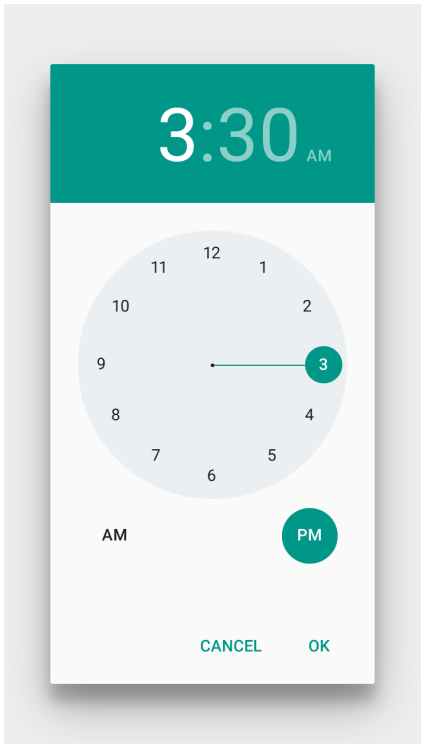
Aspects: Cards & Dialogs

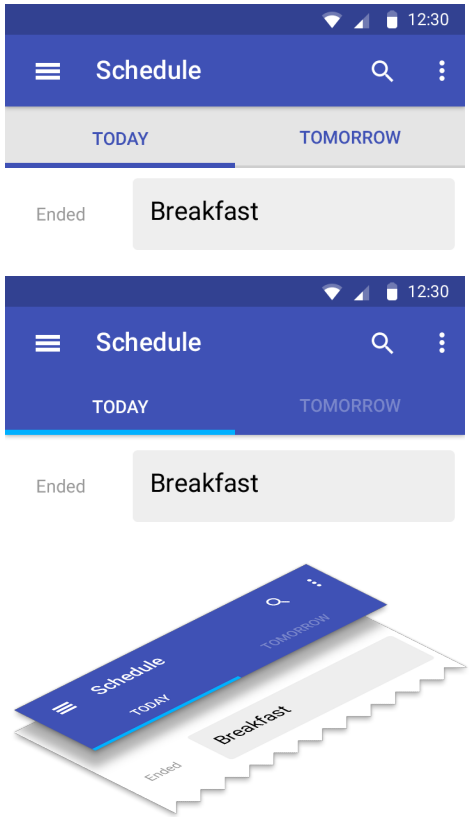


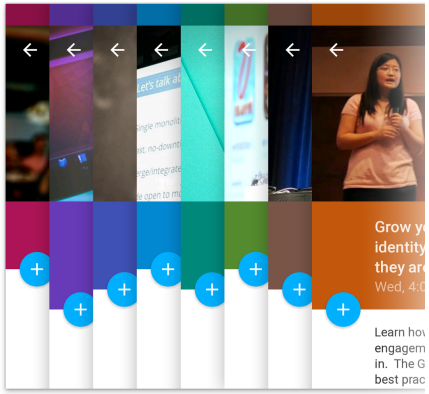


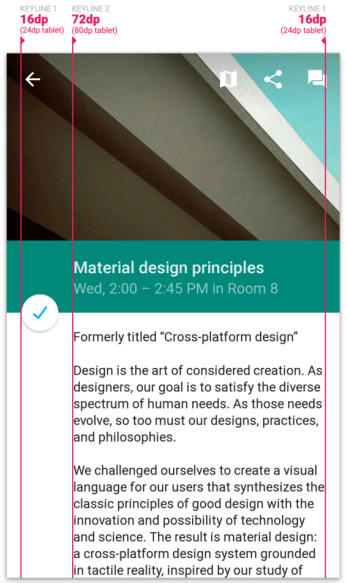


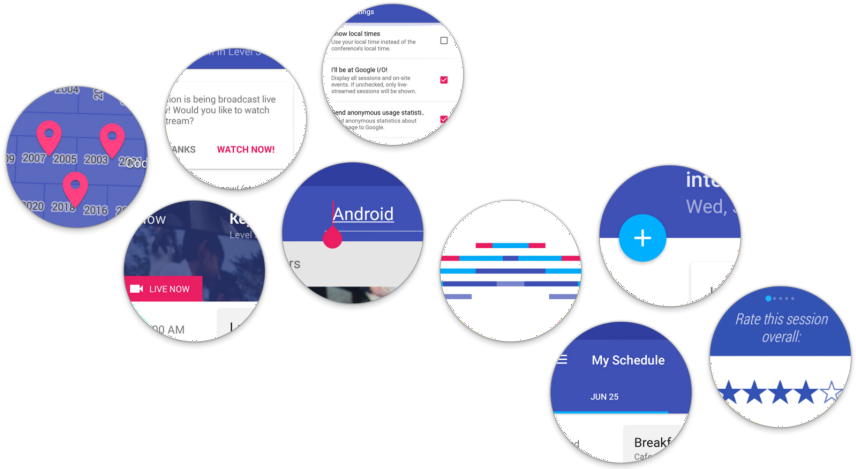


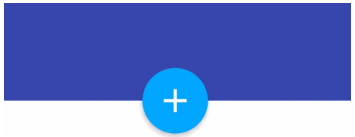
Case Study: Google I/O App











Case Study: Google I/O App
https://medium.com/google-design/material-design-in-the-2014-google-i-o-app-e3b22caffae6

Task + Discussion

(Identify principles & patterns in use in your own mobile phone)

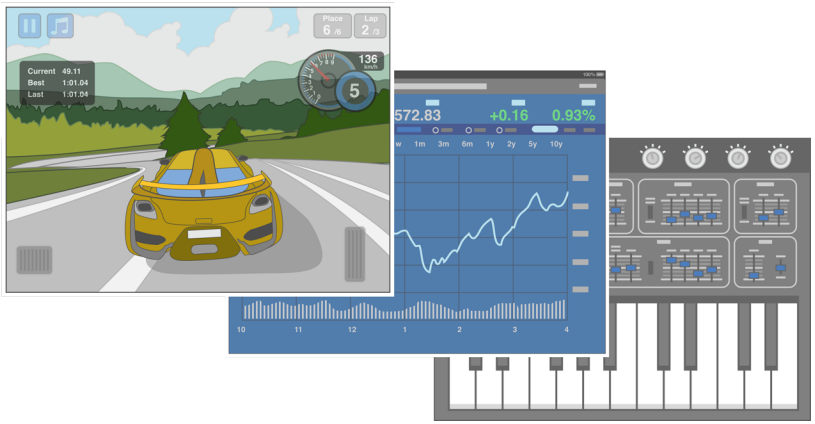
Apple: iOS

9:41 AM
Collections
Moments
Lafayette - Stanley
St Marys Rd
Photos
Shared
Dashboard
Calories Burned
Daily Avg: 428
May 5
12
19
Sleep
Daily Avg: 7h 9m
Heart Rate
Min: 53 Max: 126
Health Data
100%
Monday
2
Messages
Calendar
Photos
Camera
Weather
Clock
Maps
Videos
Notes
Reminders
Stocks
Game Center
Newsstand
iTunes Store
App Store
Passbook
Health
Compass
Settings
Phone
Mail
Safari
Music
Sean
Details
iMessage
Today 9:41 AM
Where are you?
Delivered
Lisa
think about
r out at Point
row?
re if Oliver will
s, but he will
Send
totally
love
space
return

Flat Design *(kind of!)*

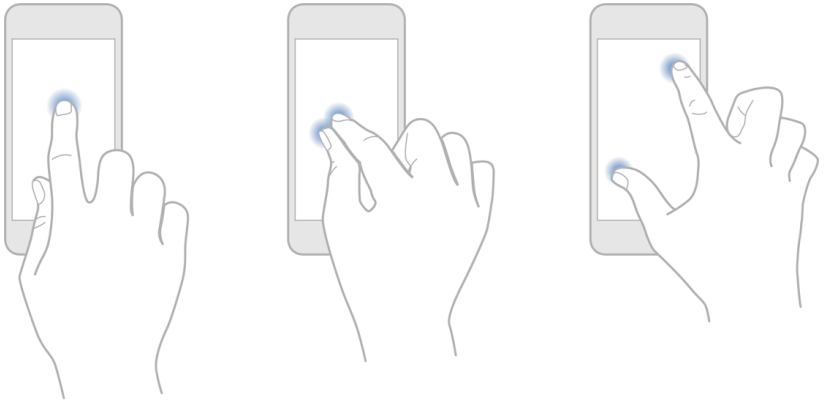
iOS 6 vs iOS 7
icon comparison

iOS Human Interface Guidelines (Design Principles)

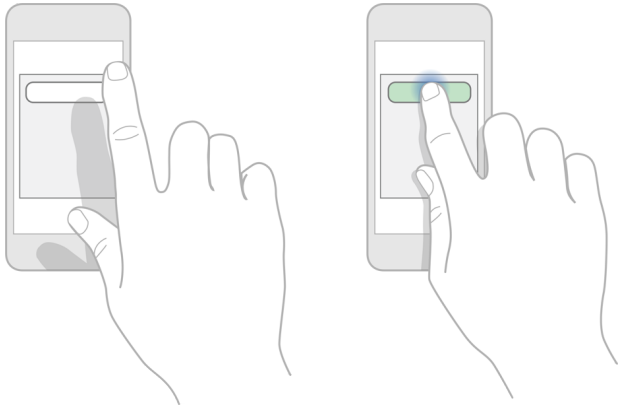


Aesthetic Integrity

Consistency

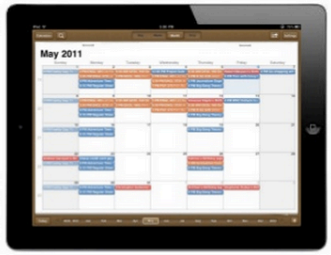


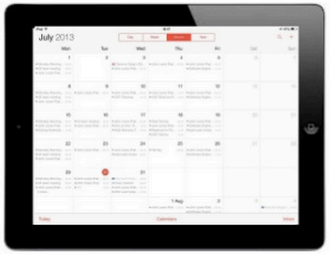
Direct Manipulation



Feedback

iOS UI Design Principles





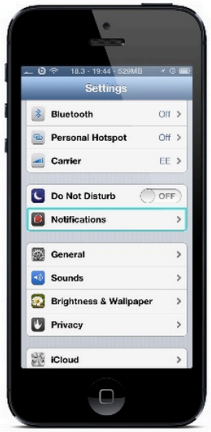
Deference

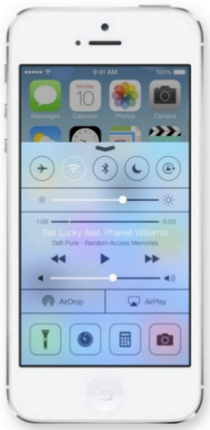
The UI helps users understand and interact with the content, but never competes with it.

Clarity

Text is legible at every size, icons are precise and lucid, adornments are subtle and appropriate.

A sharpened focus on functionality motivates the design.



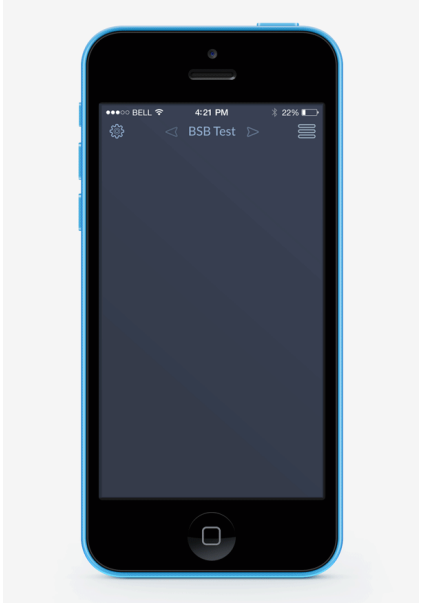


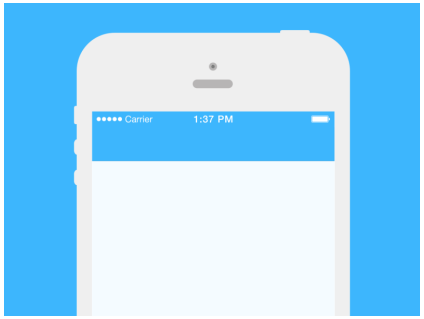
Depth

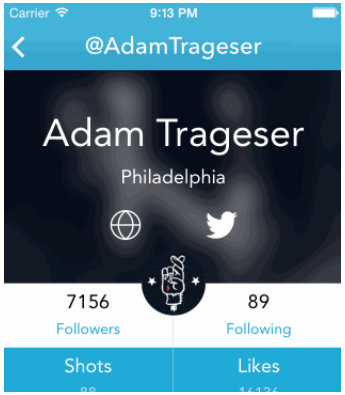
Visual layers and realistic motion heighten users' delight and understanding.

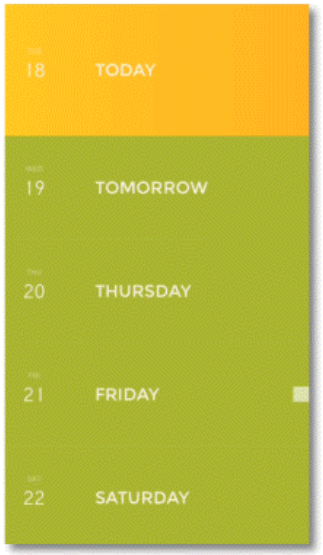
iOS Principles
http://www.slideshare.net/PaulTing1/introduction-to-ios7s-design-changes

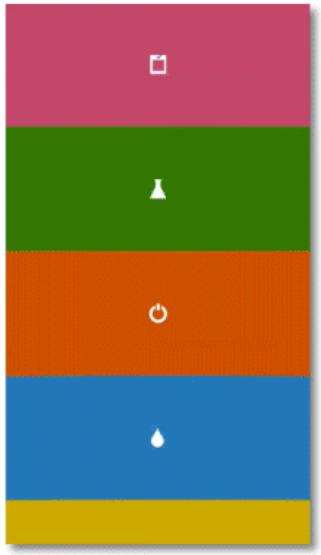
iOS Transitions

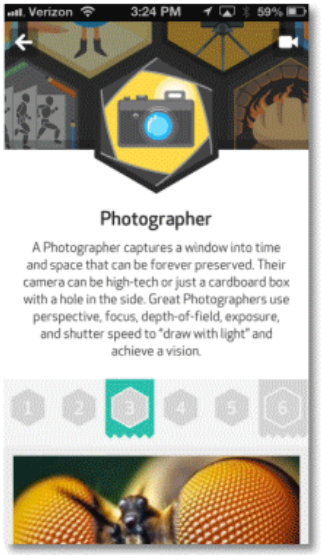




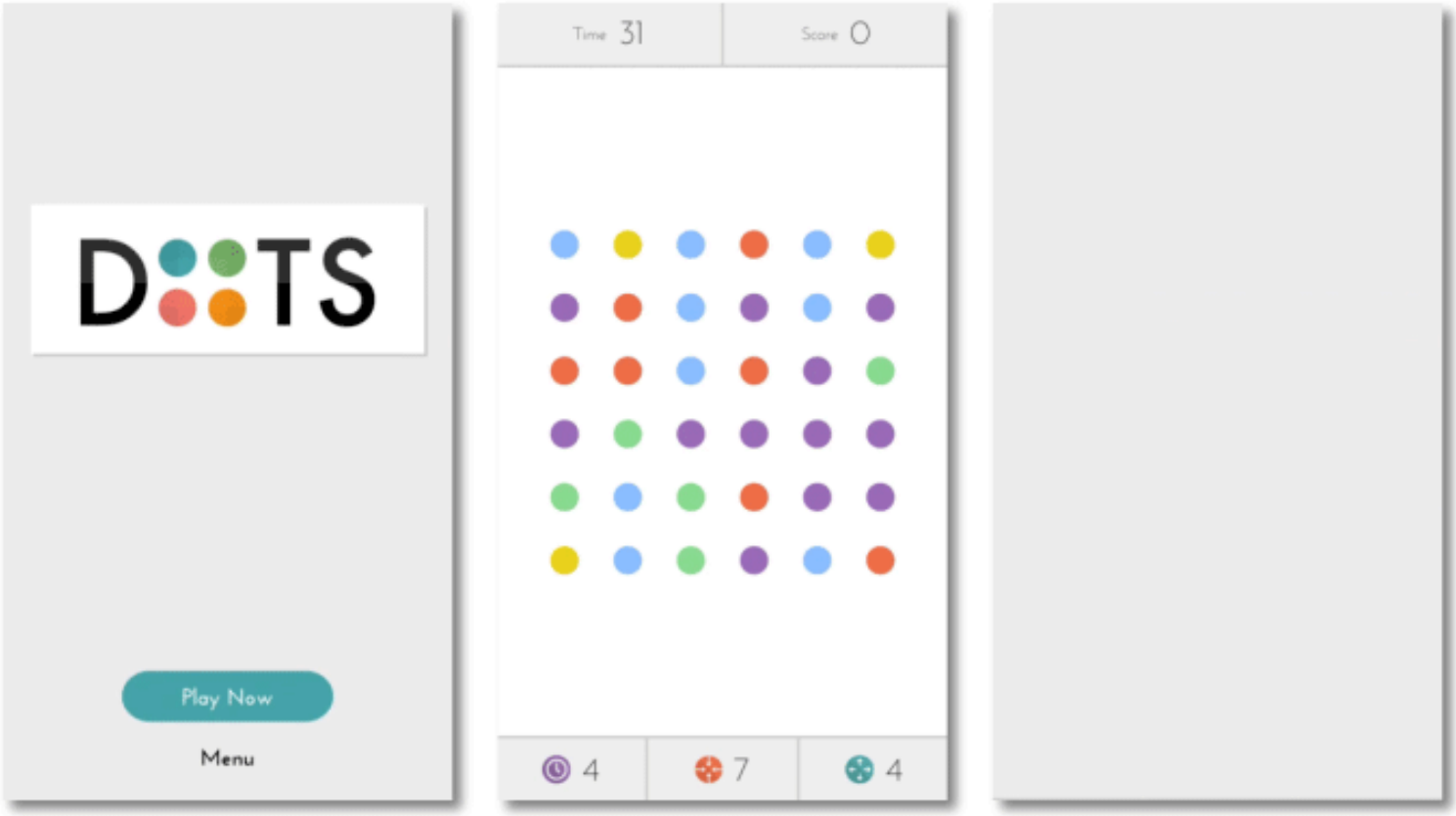




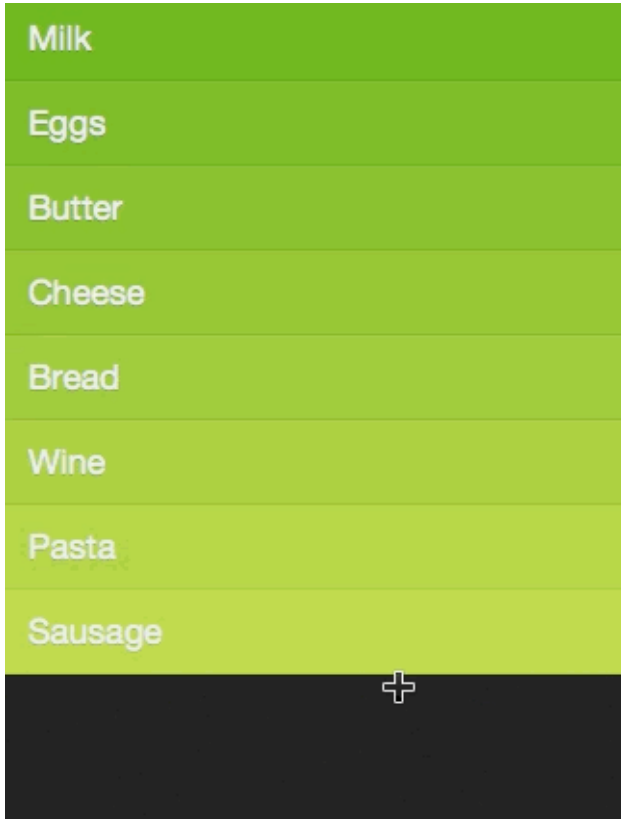


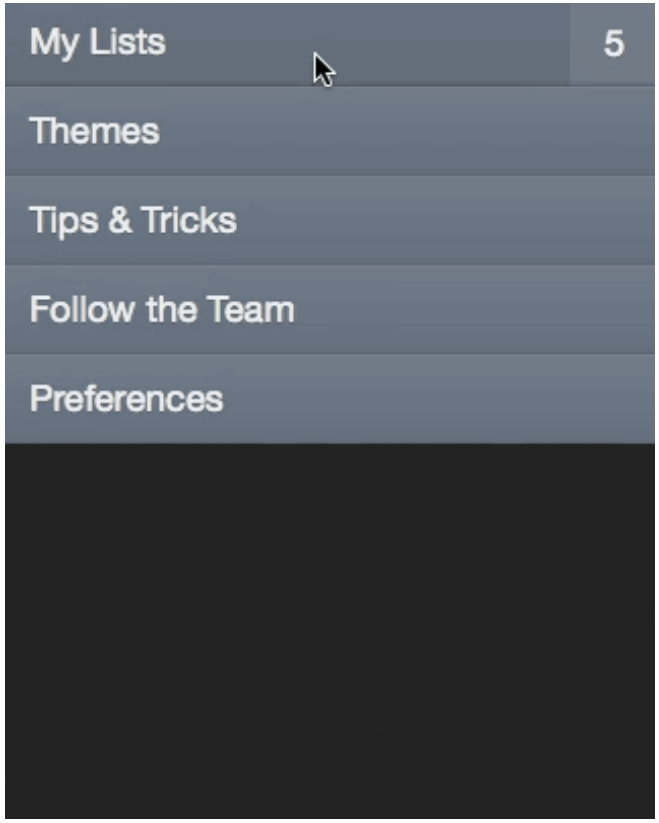


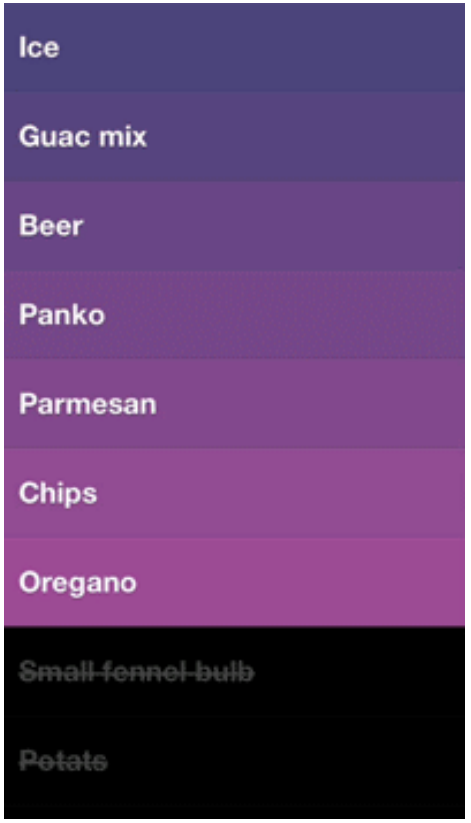
Breaking the rules: Games



Breaking the rules: App

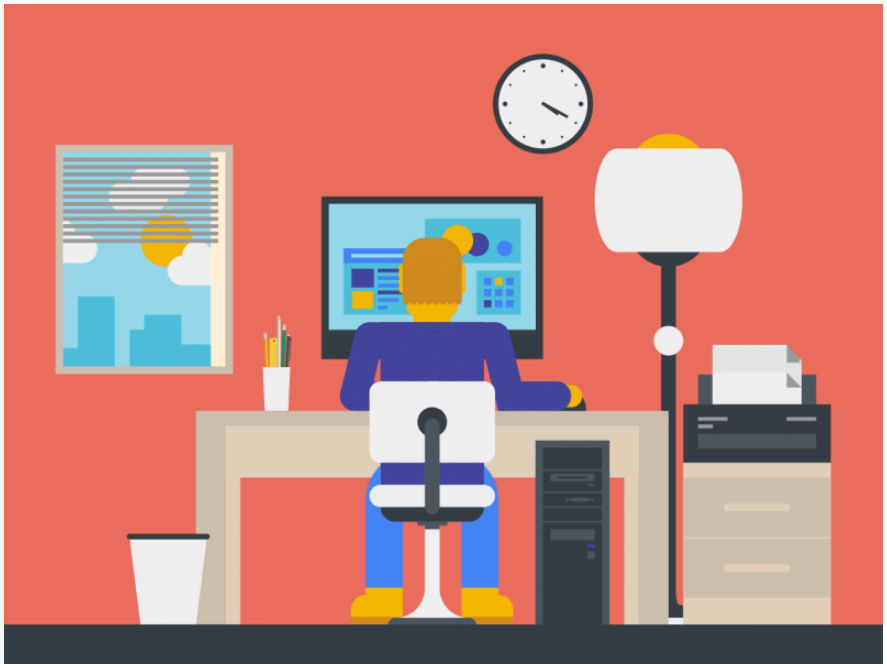






Clear App Review on The Next Web: http://thenextweb.com/apps/2012/11/08/clear-for-mac-the-simpler-a-great-app-looks-and-feels-the-harder-it-is-to-make/

Thank you!



Read Transition: https://dribbble.com/shots/1431210-Read-stuff
Homework Transition: https://dribbble.com/shots/1443011-Homework-animation