This document is an excerpt of the tutorial notes that will be given to the audience.

6. TIPS & TECHNIQUES FOR DESIGNING UI’S

TIP #1: Keep it simple

:: User on the go - data access on the fly - Impatient users
:: Context of use can be stressful and demanding
:: No training time

▷ Designing mobile services that are simple, easy, fast and effective
▷ Design mobile services that are intuitive

TIP #2: A good structure first

:: Service starting with the most important activity
:: Organize the service structure as flat as possible
:: Prefer broad to deep structure

▷ Design a simple and well-structured service
▷ Insure high-used tasks are single keystroke
TIP #3: Make it easy to navigate

:: See information at a glance
:: Users need to know what they do, where they go and how to get to where they started
:: Users should never feel lost

➢ Provide users with navigation support (step back, application home, exit)

TIP #3: Make it easy to navigate (cont’d)

:: Users need help to know where they are in the application
:: Users need clear and obvious navigation

➢ Provide users with consistent and descriptive card titles/header text

TIP #3: Make it easy to navigate (cont’d)

:: Users need help to know how far down on the card they are in the application

➢ Provide users with intuitive and predictive navigation
TIP #4: Optimize for speed

:: Time is satisfaction

- Give users speed - reduce interaction
- Minimize steps. Less is more!
- Find everything you want within 3 clicks (if possible) - Every keystroke costs usability

TIP #4: Optimize for speed (cont’d)

:: Text entry is difficult and time consuming on the keypad
:: Digit input is a lot faster than letter input

- Avoid or minimize text entry
- Avoid characters that are difficult to find on the keypad (e.g. @ / - > ; < ! . ?)

TIP #4: Optimize for speed (cont’d)

:: Selecting is better than writing

- Use alternative methods: selecting lists
TIP #5: Give users feedback

- Users become frustrated or lost if there is no feedback during an interaction
- Give users a good control and feeling of safety
- Give users a confirmation card to prevent data loss
- Give users a chance to recover from mistakes

TIP #5: Give users feedback (cont’d)

- Users become frustrated or lost if there is no feedback during an interaction
- Give users a confirmation card to confirm input

TIP #6: Avoid text-based only

- A picture may be worth a thousand words
- Pay attention to the first screen
- Use pictures to add life to the text
- Use pictures to speed up interaction
TIP #7: Avoid useless images

- A word may be worth a thousand pictures
- Use images to enhance the text, not to replace it
- Use images only when they add value to the application

TIP #8: Pay attention to the layout

- Master the screen space
- Avoid clutter
- Optimize the screen use

TIP #9: Pay attention to the text

- Users want fast information retrieval
- Avoid abbreviations and jargons that users may not know
- Keep the text short, meaningful
- Avoid using too many pleasantries
TIP #9: Pay attention to the text (cont'd)

:: Users want fast information retrieval

- Write error messages in a short, clear and informative way
- Don't give users extra problems to solve

TIP #10: Don’t shrink! Re-design

:: How to adapt Internet services for use with mobile phones?

- Don't think you can shrink the entire service
- Don't just copy the Internet

TIP #10: Don’t shrink! Re-design (cont’d)

:: How to adapt Internet services for use with mobile phones?

- Select the most relevant functions for mobile use
- Content must have value for mobile users
TIP #10: Don’t shrink! Re-design (cont’d)

:: How to adapt Internet services for use with mobile phones?

▶ Be consistent (naming, placement, layout, …)

TIP #11: Try out services on users

:: Feedback from real users is the main point

▶ Test the design with the right users
▶ Test the design with different browsers and devices
▶ Once tested, fix the design

In summary

:: Understand mobile users - Design for their needs
:: Design mobile services for mobile use
:: Think mobile
:: Optimize for each browser
:: Keep it simple
:: Make the navigation easy
:: Optimize for speed
:: Give users feedback
:: Pay attention to the text, the images and the layout
:: Be consistent
:: Evaluate and re-design