ADT2
APP
DESIGN

Summary

Comprehensive guide

Adobe XD Essential Training

https://www.linkedin.com/learning/adobe-xd-essential-training-design-3/

APPS INTRODUCTION — Martin KERN

- Tuesday 8th-9th 10-5
- Thursday

Nicholas ALEXANDER
Georgia GULLEN
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(1) Intro - What is XD.

(2) Home page / button → Icons
- left toolbar.
- "help" fonction.
- right = properties.
  - share
  - preview
  - etc zoom level.

(3) Differences between MAC / WINDOWS versions UI.

(4) Basics manip:
  - zoom
  - select
  - panning

(5) Tool board (top)
- Artboard (center with icon •••)
- CMD + 3 = Zoom and fit the select to screen.
- rename elements.
- create new document / artboards presets.
  - * Add guidelines → drag from edges

(6) XD can open = PS / Ai / SKETCH files.
  - compatibility
  - Illustrator (recommended)
    - fidelity

(7) Ui Kits → Free → File
  - get UI Kits / Add-ons.
- Carbon Design System (IBM)
  - component states.
- Fresh front tool
- Presentat° (w/ slides)
- Status buttons.
  - wireframes.
    - mobile
    - web
  - amazon alexa
  - dashboard
  - mentor me
  - responsive UI
  - sky UI.

(8) Grid
  - layout
  - square
  - use default

(9) Layers selection
  - hide / lock
  - rename
  - rearrange / hierarchy / organise
  - navigate

(10) The color picker.
  - eye drop tool.
  - save the colors picked.

(11) Linear and gradient radial gradients

(12) Create and edit vector shapes.

(13) Pen tools and strokes.

(14) Point and area text.

(15) Masks.

(16) Images into shapes
  - drag the image.

(17) Boolean operations
  - add
  - subtract
  - intersect
  - exclude overlap.

MOBILE APP

There are many things to consider when designing for mobile. We're sure that this detailed guide will help you get rid of that headache when building apps.
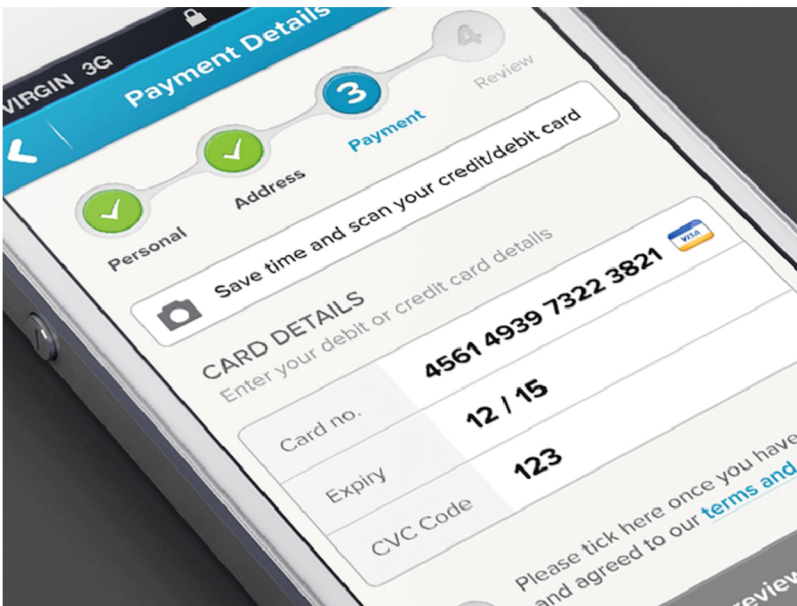
source: Nick Babich - Smashing Magazine

DECLUTTERING

Keep content to a minimum. Present the user with **only what they need to know**.

Keep interface elements to a minimum. A **simple design** will keep the user at ease with the product.
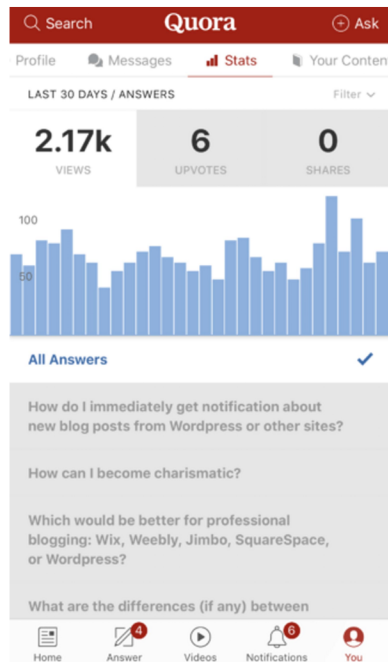
Use the technique of **progressive disclosure** to show more options.

OFFLOAD TASKS

Look for anything in the design that requires user effort (this might be entering data, making a decision, etc.), and look for alternatives. For example, in some cases you can reuse previously entered data instead of asking the user to type more, or use already available information to set a smart default.

BREAK TASKS INTO BITE-SIZED CHUNKS

If a task contains a lot of steps and actions required from the user's side, it's better to divide such tasks into a number of subtasks. This principle is extremely important in mobile design because you don't want to create too much complexity for the user at one time. One good example is a step-by-step checkout flow in an e-commerce app, where the designer breaks down a complex checkout task into bite-sized chunks, each requiring user action.

USE FAMILIAR SCREENS

Familiar screens are screens that users see in many apps. Screens such as "Gettings started," "What's new" and "Search results" have become de facto standards for mobile apps. They don't require additional explanation because users are already familiar with them. This allows users to use prior experience to interact with the app, with no learning curve.
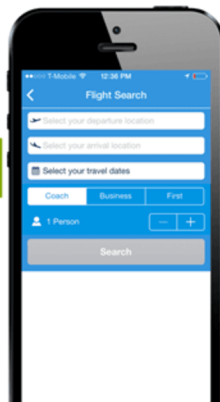
MINIMIZE USER INPUT

Keep forms as short as possible by removing any unnecessary fields. The app should ask for only the bare minimum of information from the user.

Provide input masks. Field masking is a technique that helps users format inputted text. A mask appears once a user focuses on a field, and it formats the text automatically as the field is being filled out, helping users to focus on the required data and to more easily notice errors.

(Image credit: Josh Morony)

Use smart features such as **autocomplete**. For example, filling out an address field is often the most problematic part of any registration form. Using tools like Place Autocomplete Address Form (which uses both geo-location and address prefilling to provide accurate suggestions based on the user's exact location) enables users to enter their address with fewer keystrokes than they would have to with a regular input field.

Dynamically validate field values. It's frustrating when, after submitting data, you have to go back and correct mistakes. Whenever possible, **check field values** immediately after entry so that users can correct them right away.

Customize the keyboard for the type of query. Display a numeric keyboard when asking for phone number, and include the @ button when asking for an email address. Ensure that this feature is implemented consistently throughout the app, rather than only for certain forms.
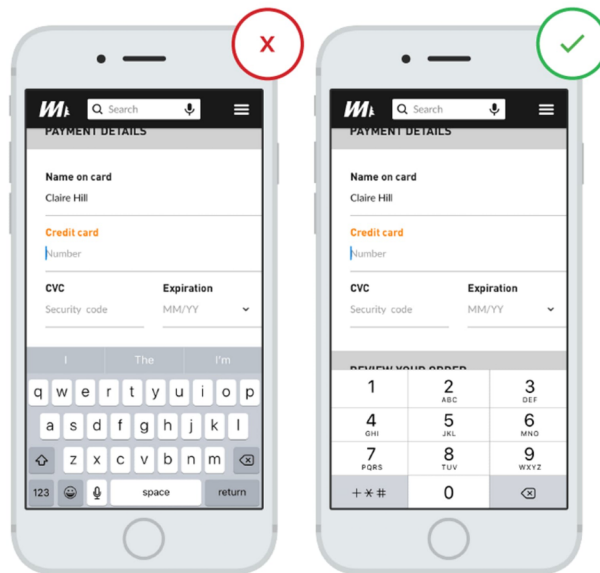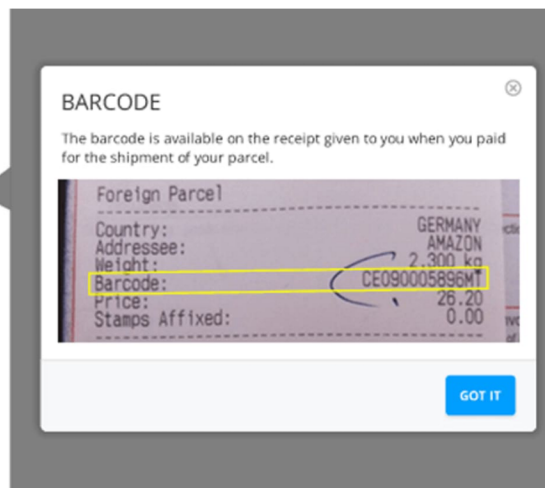

X The user is required to tap the number key in the keyboard to enable number entry.

✓ An appropriate numeric keyboard is automatically provided for fields that require numeric entry.
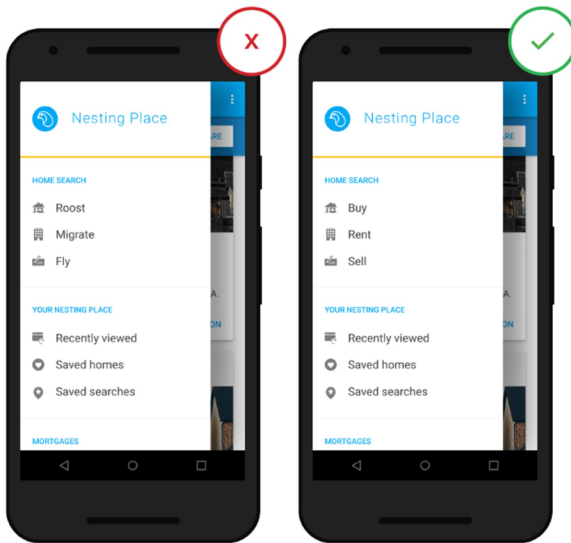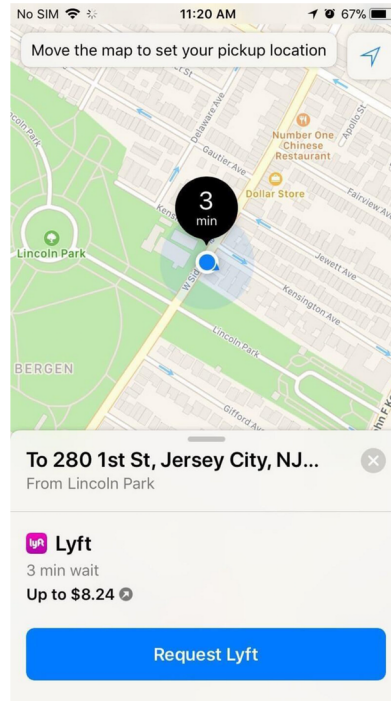
ANTICIPATE USERS NEEDS

Proactively look for steps in the user journey where users might need help. For example, the screenshot below shows a part where users need to provide specific information.

USE VISUAL WEIGHT TO CONVEY IMPORTANCE

The most important element on the screen should have the most visual weight. Adding more weight to an element is possible with font weight, size and color.

AVOID JARGON

Clear communication should always be a top priority in any mobile app. Use what you know about your **target audience** to determine whether certain words or phrases are appropriate.

X Unconventional terminology (e.g., "Roost," "Migrate," or "Fly") can confuse users, hindering discoverability and comprehension.

✓ Terminology (e.g., "Buy," "Rent," or "Sell") is clear and free from unnecessary jargon or whimsy to avoid confusion.

MAKE THE DESIGN CONSISTENT

Consistency is a fundamental principle of design. Consistency eliminates confusion. Maintaining an overall consistent appearance throughout an app is essential. Regarding mobile app, consistency means the following:

- **Visual consistency**
  Typefaces, buttons and labels need to be consistent across the app.

- **Functional consistency**
  Interactive elements should work similarly in all parts of your app.

- **External consistency**
  Design should be consistent across multiple products. This way, the user can apply prior knowledge when using another product.

Here are a few practical recommendations on how to make a design consistent:

- **Respect platform guidelines.**
  Each mobile OS has standard guidelines for interface design: Apple's Human Interface Guidelines and Google's Material Design Guidelines. When designing for native platforms, follow the OS' design guidelines for maximum quality. The reason why following design guidelines is important is simple: Users become familiar with the interaction patterns of each OS, and anything that contradicts the guidelines will create friction.

- **Don't mimic UI elements from other platforms.**
  As you build your app for Android or iOS, don't carry over UI elements from other platforms. Icons, functional elements (input fields, checkboxes, switches) and typefaces should have a native feel. Use native components as much as possible, so that people trust your app.

- **Keep the mobile app consistent with the website.**
  This is an example of external consistency. If you have a web service and a mobile app, make sure that both of them share similar characteristics. This will allow users to make frictionless transitions between the mobile app and the mobile web. Inconsistency in design (for example, a different navigation scheme or different color scheme) might cause confusion.

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Put The User In Control

KEEP INTERACTIVE ELEMENTS FAMILIAR AND PREDICTABLE

Predictability is a fundamental principle of UX design. When things work in the way users predict, they feel a stronger sense of control. Unlike on desktop, where users can use hover effects to understand whether something is interactive or not, on mobile, users can check interactivity only by tapping on an element. That's why, with buttons and other interactive elements, it's essential to think about how the design communicates affordance. How do users understand an element as a button? Form should follow function: The way an object looks tells users how to use it. Visual elements that look like buttons but aren't clickable will easily confuse users.

THE "BACK" BUTTON SHOULD WORK PROPERLY

An improperly created "back" button can cause a lot of problems for users. Prevent situations when tapping the "back" button in a multi-step process would take users all the way back to the home screen.

A good design makes it easier for users to go back and make corrections. When users know that they can take a second look at data they've provided or options they've selected, this allows them to proceed with ease.

MEANINGFUL ERROR MESSAGES

To err is human. Errors occur when people engage with apps. Sometimes, they happen because the user makes a mistake. Sometimes, they happen because the app fails. Whatever the cause, these errors and how they are handled have a huge impact on the UX. Bad error handling paired with useless error messages can fill users with frustration and could be the reason why users abandon your app.

Take an error-state screen from Spotify as an example. It doesn't help users understand the context and doesn't help them find the answer to the question, "What can I do about it?"

Design An Accessible Interface

Accessible design allows users of all abilities to use products successfully. Consider how users with vision loss, hearing loss and other disabilities can interact with your app.

BE AWARE OF COLOR-BLINDNESS

4.5% of the global population experience color-blindness (that's 1 in 12 men and 1 in 200 women), 4% suffer from low vision (1 in 30 people), and 0.6% are blind (1 in 188 people). It's easy to forget that we're designing for this group of users because most designers don't experience such problems.

Let me give you a simple example. Success and error messages in mobile forms are often colored green and red, respectively. But red and green are the colors most affected by color-vision deficiency (these colors can be difficult to distinguish for people with deuteranopia or protanopia). Most probably you've seen the following error message when filling out a form: "The fields marked in red are required"? While it might not seem like a big thing, this error message combined with the form in the example below can be an extremely frustrating experience for people who have color-vision deficiency.

The form field's design relies only on red and green to indicate fields with and without an error. Color-blind users cannot differentiate the fields highlighted in red.

As the W3C's guidelines state, color shouldn't be used as the only visual means of conveying information, indicating an action, prompting a response or distinguishing a visual element. It's important to use other visual signifiers to ensure that users will be able to interact with an interface.

The use of icons and labels to show which fields are invalid better communicates the information to a color-blind user.
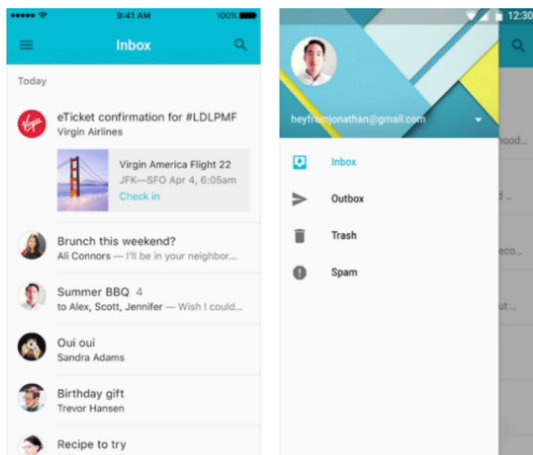
Side drawer (Android). (Image source: Material Design)

Tab bar (iOS). (Image source: Ramotion)

Make The Navigation Simple

Helping users navigate should be a high priority for every app. All the cool features and compelling content that your app has won't matter if people can't find them; also, if it takes too much time or effort to discover how to navigate your product, chances are you're just going to lose users. Users should be able to explore the app intuitively and to complete all primary tasks without any explanation.

USE STANDARD NAVIGATION COMPONENTS

It's better to use standard navigation patterns, such as the tab bar (for iOS) and the navigation drawer (for Android). The majority of users are familiar with both navigation patterns and will intuitively know how to get around your app.

PRIORITIZE NAVIGATION OPTIONS

Prioritize navigation based on the way users interact with your app. Assign different priority levels (high, medium, low) to common user tasks. Give prominence in the UI to paths and destinations with high priority levels and frequent use. Use those paths to define your navigation. Organize your information structure in a way that requires a minimum number of taps, swipes and screens.
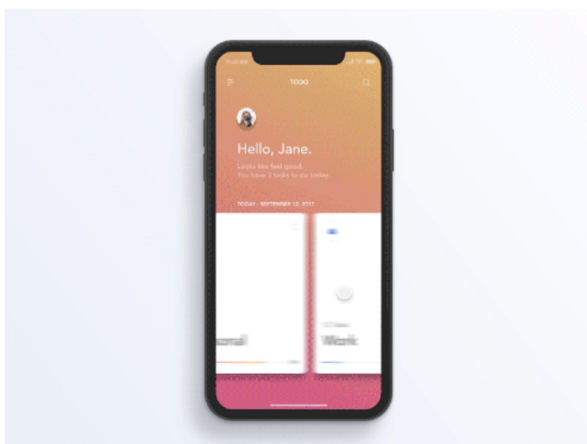
DON'T MIX NAVIGATION PATTERNS

When you choose a primary navigation pattern for your app, use it consistently. There shouldn't be a situation in which part of your app has a tab bar, while another part has a side drawer.

MAKE NAVIGATION VISIBLE

As [Jakob Nielsen says](), recognizing something is easier than remembering it. Minimize the user's memory load by making actions and options visible. Navigation should be available at all times, not just when we anticipate that the user needs it.

COMMUNICATE CURRENT LOCATION

Failing to indicate the current location is a very common problem of many mobile app menus. "Where am I?" is one of the fundamental questions users need to answer in order to successfully navigate. People should know where they are in your app at any moment.

📷 *The Health app (designed by Apple) provides information about the current section (the navigation option "Health data" is highlighted) and subsection (the headline "Activity" is visible at the top of the layout).*

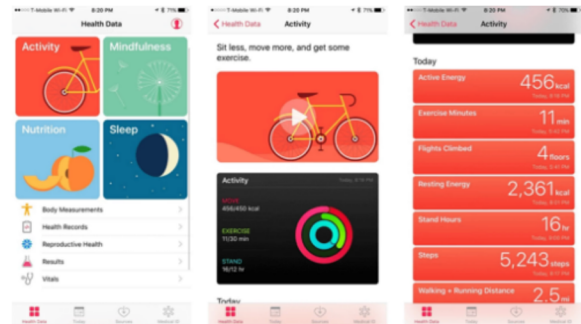# Use Functional Animation To Clarify Navigational Transitions

Animation is the best tool to describe state transitions. It helps users comprehend a state change in the page's layout, what has triggered the change and how to initiate the change again when needed.

📷 *Functional animation can efficiently guide the user's attention and make complex transitions easy to understand. (Image source: [Jae-seong, Jeong]())*

BE CAREFUL WITH USING GESTURES IN THE UI

Using gestures in interaction design can be tempting. But in most cases, it's better to avoid this temptation. When gestures are used as a primary navigation option, they can cause a terrible UX. Why? Because **gestures are hidden controls**.

When it comes to using gestures in a UI, follow a few simple rules:

- **Use standard gestures.**
  By "standard," I mean gestures that are most natural for the app in your category. People are familiar with the standard gestures, so no extra effort is required to discover or remember them.

- **Offer gestures as a supplement to, not a replacement for, visible navigation options.**
  Gestures might work as shortcuts for navigation, but not as a complete replacement for visible menus. Thus, always offer a simple, visible way to navigate, even if it means a few extra actions.

Focus On The First-Time Experience

The first-time experience is a make or break part of mobile apps. You only get one shot at a first impression. And if you fail, there's a huge probability that users won't launch your app again. (Research by Localytics shows that 24% of users never return to an app after the first use.)
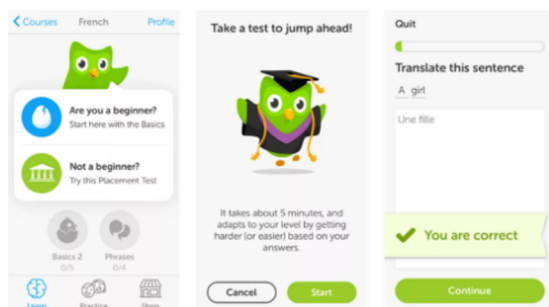
AVOID SIGN-IN WALLS

A sign-in wall is mandatory registration before using an app. It is a common source of friction for users and one of the reasons why users abandon apps. The number of users who abandon the process of registration is especially significant for apps with low brand recognition or those in which the value proposition is unclear.

As a rule of thumb, only ask users to register if it's essential (for example, if core features of your app are available only when users complete registration). And even in this case, it's better to delay sign-in as long as possible — allow users to experience the app for a little while (for example, take a tour), and only then gently remind them to sign up. This will give your users a taste of the experience, and they will be more likely to commit to it.
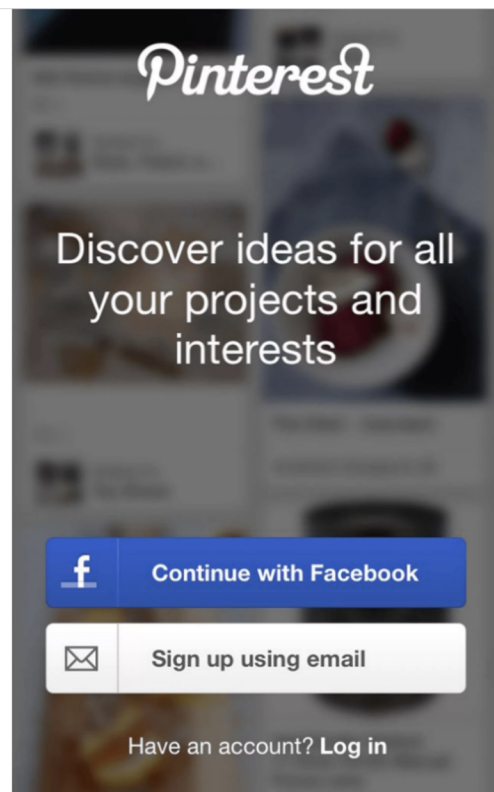
DESIGN A GOOD ONBOARDING EXPERIENCE

In the context of the mobile UX, delivering an excellent onboarding experience is the foundation for retaining users. The goal of onboarding is to show the value your app provides.

Among the many strategies for onboarding, one is especially effective: contextual onboarding. Contextual onboarding means that instructions are provided only when the user needs them. Duolingo is an excellent example. This app pairs an interactive tour with progressive disclosure to show users how the app works. Users are encouraged to jump in and do a quick test in their selected language. This makes learning fun and discoverable.


Pinterest asks users to create a new account or log in upon first loading.

Another thing that can be very helpful during onboarding is an empty state. An empty state is a screen whose default state is empty and requires users to go through one or more steps to populate it with data. Besides informing the user of what content to expect on the page, an empty state can also teach people how to use an app. Even if the onboarding process consists of just one step, the guidance will reassure users that they are doing the right thing.

Duolingo has a user-guided tour that consists of a quick test.
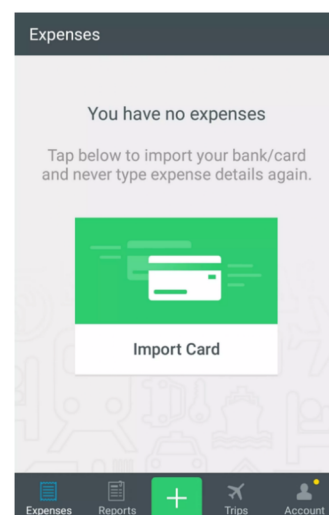
The empty state in Expensify reassures users by telling them how to get started.

Don't Ask For Set-Up Information Up Front

A mandatory set-up phase creates friction and can lead to abandonment of the app. When users launch an app, they expect it to just work. Thus, design your app for the majority of users, and let the few who want a different configuration adjust their settings to meet their needs any time they want.

Tip: Try to infer what you need from the system. If you need information about the user, device or environment, query the system for that whenever possible, instead of asking the user.

AVOID ASKING FOR PERMISSIONS RIGHT AT THE START

Avoid a situation in which the first thing a user sees when launching the app is a dialog requesting permission. Similar to a sign-in wall or up-front set-up phase, requesting permission at launch should be done only when it's necessary for your app's core function. Users won't be bothered by this request if it's evident that your app depends on that permission in order to operate (for example, it's clear why a photo editor would request access to photos).

Tips:

- **Ask only for what your app clearly needs.**
  Don't ask for all possible permissions. It would be suspicious if an app requests something that it has no obvious need for. For example, an alarm clock app asking for permission to access your list of contacts would be suspect.

- **Explain why your app needs the information, if it's not obvious.**
  Sometimes you need to provide more context for your request. For this reason, you can design a custom alert to request permission.

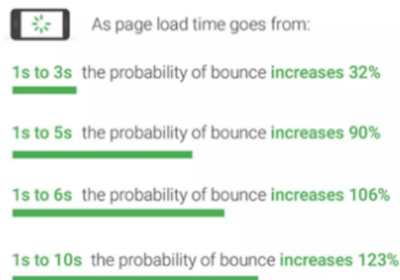🄰 *Permission request patterns proposed by Google. (Image: Material Design)*

But for any other cases, ask for permissions in context. Users are more likely to grant permission if asked during a relevant task.
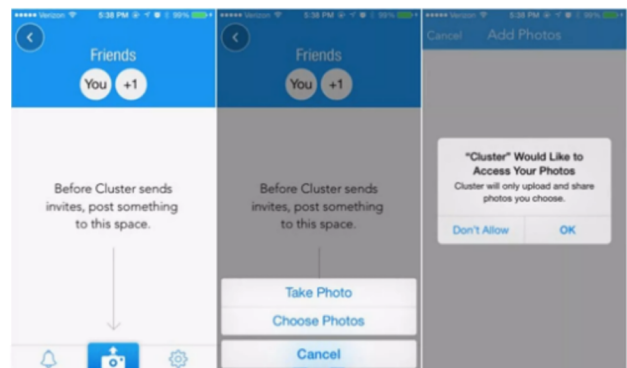
🄰 *Apps should ask for permissions in context and should communicate the value that the access will provide. Prompt users to accept permissions only when they try to use the feature. (Image: Cluster)*

Make Your App Appear Fast And Responsive

Loading time is extremely important for the UX. As technology progresses, we get more impatient, and today, 47% of users expect a page to load in 2 seconds or less.

As page load time goes from:

1s to 3s the probability of bounce **increases 32%**

1s to 5s the probability of bounce **increases 90%**

1s to 6s the probability of bounce **increases 106%**

1s to 10s the probability of bounce **increases 123%**

Source: Google/SOASTA Research, 2017.

The faster your app, the better the experience will be. (Image source: Google)

If a page takes more time to load, visitors might become frustrated and leave. That's why speed should be a priority when building a mobile app. But no matter how fast you make an app, some things will take time to process. A slow response could be caused by a bad Internet connection, or an operation could be taking a long time. But even if you can't shorten the line, at least try to make the wait more pleasant.

CONCENTRATE ON LOADING CONTENT IN THE VISIBLE AREA OF THE SCREEN

Load just enough content to fill the screen when a page opens. Content available on scroll should continue to load in the background. The benefit of this approach is that users will be engaged in reading the initial content and, in some cases, won't even notice that content is still loading.

MAKE IT CLEAR WHEN LOADING IS OCCURING

A blank or static screen that users see when content is loading can make it seem like your app is frozen, resulting in confusion and frustration, and potentially causing people to leave your app. At a minimum, show a loading spinner that makes it clear that something is happening. For a longer wait time (more than 10 seconds), it's essential to display a progress bar so that the user can gauge how long they'll be waiting.

Consider reading "Best Practices for Animated Progress Indicators" for more information on loading indicators.

OFFER A VISUAL DISTRACTION

If an app gives users something interesting to look at while waiting, users will pay less attention to the wait itself. Thus, to ensure people don't get bored while waiting for something to happen, offer them a distraction. A fine animated waiting indicator can retain users' attention while they wait.


Attention to fine movement can delightfully surprise the user. (Image credit: UI8)

Tip: Keep longevity in mind. Even good animation can be annoying when it's overused. When designing an animation, ask yourself, "Will the animation get annoying on the hundredth use, or is it universally clear and unobtrusive?"
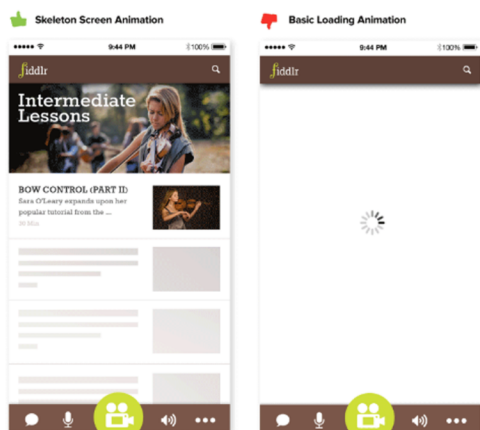
Skeleton Screens

Skeleton screens (i.e. temporary information containers) are essentially a blank version of a page into which information is gradually loaded.
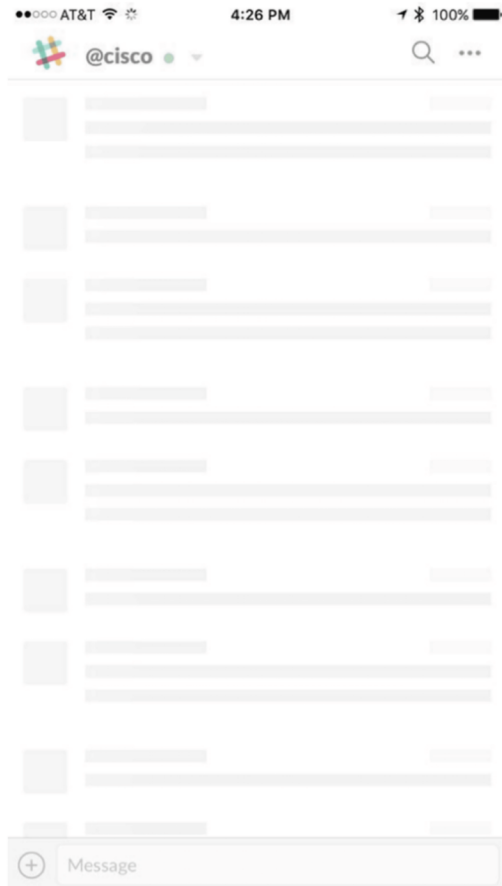
📷 *A skeleton screen shows the screen immediately. Placeholders replace any elements in the layout whose content isn't available yet. (Image: Slack)*

A skeleton screen would appear the moment your app starts loading data, giving users the impression that your app is fast and responsive. Unlike a loading indicator, which just conveys that something is happening, a skeleton screen focuses on actual progress.

📷 *A skeleton screen fills out the UI as content is loaded incrementally. (Image source: Tandem Seven)*

Optimize Content For Mobile

Content plays a significant role in design. In most cases, the primary reason why people use an app is the content it provides. But it's not enough just to have clear, well-crafted content. The content has to be easy to digest.

### MAKE TEXT READABLE AND LEGIBLE

When we think about content, in most cases we mean typography. As Oliver Reichenstein states in his essay "Web Design Is 95% Typography":

> *"Optimizing typography is optimizing readability, accessibility, usability(!), overall graphic balance."*

The key to mobile typography is readability and legibility. If users can't read your content, there's no point in offering content in the first place.

First, a few practical recommendations on legibility:

- **Font size**
  Generally, anything smaller than 16 pixels (or 11 points) is challenging to read on any screen.

- **Font family**
  Most users prefer a clear, easy-to-read font. A safe bet is the system's default typeface (Apple iOS uses the San Francisco font; Google Android uses Roboto).

- **Contrast**
  Light-colored text (such as light gray) might look aesthetically appealing, but users will have a hard time reading it, especially against a light background. Make sure there is plenty of contrast between the font and the background for easy readability. The WC3's web content accessibility guidelines provide contrast ratio recommendations for images and text.
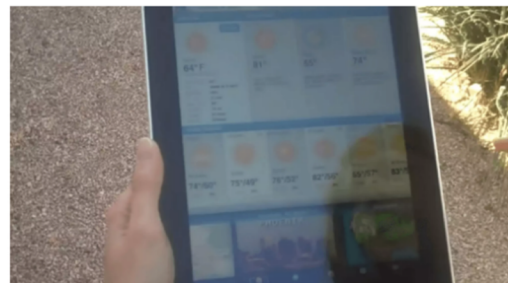
📷 *Even high-contrast text is hard to read when there is glare, but low-contrast text is nearly impossible to read.*

And now, a few recommendations for readability:

- **Avoid all caps.**
  All caps text — meaning text with all letters capitalized — is fine in contexts that don't involve attentive reading (such as acronyms and logos), but avoid it when your message requires heavy reading.

CAPITALIZING FULL PARAGRAPHS IS BAD. THIS IS EVEN HARDER TO READ WHEN IT'S BOLDEN. ARE YOU HAVING FUN READING THIS?

- **Limit the length of text lines.**
  A good rule of thumb is to use 30 to 40 characters per line for mobile.
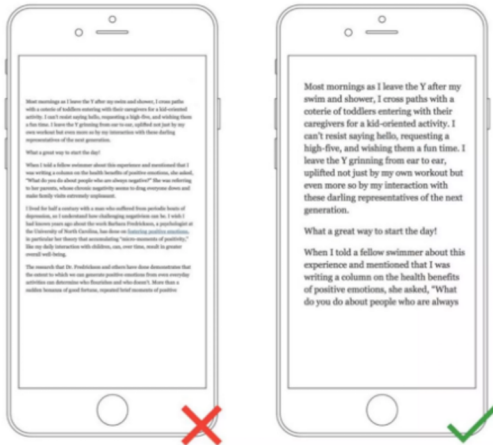
Left: The text is too small to read on a small device without pinching and zooming. Right: The text is comfortable to read on a mobile screen.

- **Don't squeeze lines.**
  Adding space between text aids the user in reading and creates a feeling that there isn't so much information to take in.

Too tight, too much, and just right. By adding the right amount of space to text — both between lines and in the margins — you help users better absorb the words.

HD-QUALITY IMAGES AND THE RIGHT ASPECT RATIO

The rise of devices with high-resolution screens sets a bar for the quality of images. Images shouldn't appear pixelated on HD screens.

Images should always appear in the right aspect ratio, so that they don't look distorted. Images that are stretched too wide or too long just to fit in a space will look unappealing and out of place.

The latest challenge many mobile designers face is optimizing the UX for the iPhone X. Designing for the iPhone X requires a different size of artboard that any other iPhone (you'll need 375 x 812-point resolution images at 3x).

(Image credit: Apple)

Consider reading "Designing Apps for iPhone X: What Every UX Designer Needs to Know About Apple's Latest Device" for more information on designing for the iPhone X.

VIDEO CONTENT IS OPTIMIZED FOR PORTRAIT MODE

Video is quickly becoming a standard method of content consumption for many users. According to YouTube, mobile video consumption grows by 100% every year. By 2020, over 75% of global mobile data traffic will be video content. This means that it's essential to optimize video content for portrait mode.

According to ScientiaMobile, 94% of users use their mobile device in portrait mode. If your app provides video content, it should be optimized to allow users to watch it in portrait mode.

Facebook Live allows you to watch video in Facebook's timeline. (Image source: Giphy)

Design For Touch

Designing for touch has a goal of reducing the number of incorrect inputs and making interaction with an app more comfortable.

DESIGN FOR FINGERS, NOT CURSORS

When you're designing actionable elements in a mobile interface, it's vital to make targets big enough so that they're easy for users to tap. Mistaken taps often happen due to small touch controls.


🖾 *A small touch target increases the chance of false selection. (Image source: Apple)*

When designing a touch target, you can rely on the MIT Touch Lab's study (PDF) to choose a proper size for interactive elements. This study found that the average size of finger pads are between 10 and 14 mm and fingertips are 8 to 10 mm, making 10 by 10 mm a good minimum touch target size.

🖾 *10 by 10 mm is a good minimum touch target size. (Image source: UXmag)*

Not only is the size of the target important, but it's also essential to have the right amount of space between targets. If multiple touch targets are near each other (for example, "Agree" and "Disagree" buttons), ensure that there is good amount of space between them.
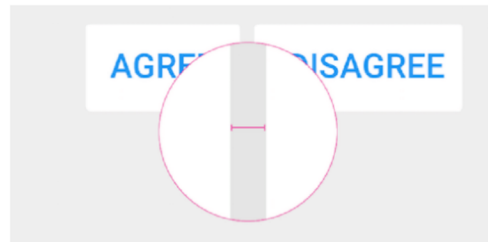
🖾 *An example of space between buttons. (Image source: Material Design)*
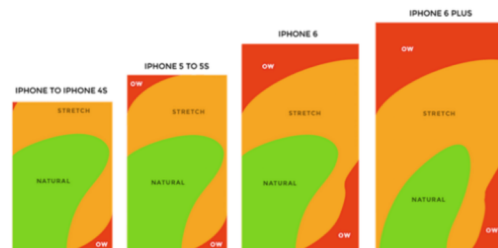
CONSIDER THUMB ZONE

Designing for thumbs isn't only about making targets big enough, but also about considering the way we hold our devices. A lot of users hold their phone with one hand. Only a part of the screen would be a genuinely effortless territory for their thumbs. This territory is called the natural thumb zone. Other zones require finger stretching or even changing the grip to reach them. Below, you can see what the safe zone looks like on a modern mobile device.
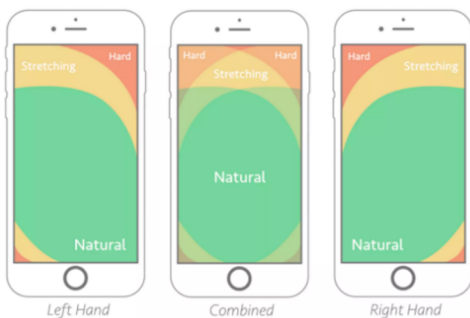
🖾 *Thumb zones, according to research by Scott Hurff. (Image source: Smashing Magazine)*

The bigger the display, the more of the screen is less easily accessible.


🖾 *Thumb zones for a right-handed person, according to research by Scott Hurff.*

Consider all zones when designing for mobile:

- The green zone is the best place for navigation options or frequent interactive actions (such as call-to-action buttons).

- The red zone is the best place for potential danger options (such as "Delete" or "Erase"). Users are less likely to trigger this option accidentally.

FEEDBACK ON INTERACTION

In the physical world, objects respond to our interaction. People expect a similar level of responsiveness from digital UI controls. You'll need to provide instant feedback on every user interaction. If your app doesn't provide feedback, the user will wonder if it has frozen or if they missed the target. The feedback could be visual (highlighting a tapped button) or tactile (a device vibration on input).
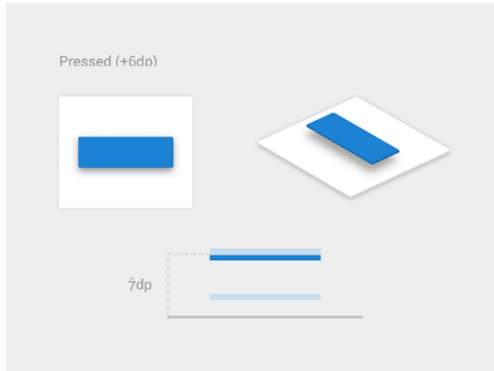
📷 *Apps that provide a visual animation or other type of visual eliminate this guesswork for the user. (Image credit: Vadim Gromov)*

Humanize The Digital Experience

UX isn't only about usability; it's mostly about feelings. And when we think about what makes us feel great, we often think about well-crafted design.

PERSONALIZED EXPERIENCE

Personalization is one of the most critical aspects of mobile apps today. It's an opportunity to connect with users and provide the information they need in a way that feels genuine.

There are countless ways to improve the mobile UX by incorporating personalization. It's possible to offer personalized content depending on the user's location, their past searches and their past purchases. For example, if your users prefer to purchase particular groups of products each month, an app might track that and offer them special deals on those types of products.

Starbucks' mobile app is an excellent example that follows this approach. The app uses information provided by users (for example, the type of coffee they usually order) to craft special offers.
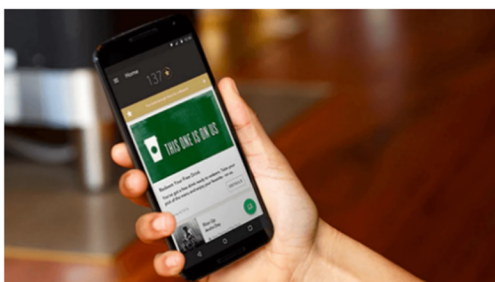
📷 *Starbucks provides offers and services tailored to individual customers*

DELIGHTFUL ANIMATION

Unlike functional animation, which is used to improve the clarity of a user interface, delightful animation is used to make an interface feel human. This type of animation makes it clear that the people who crafted the app care about their users.
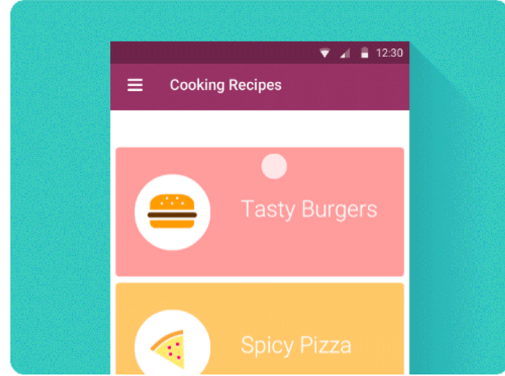
📷 *Using delightful details is an opportunity to create an emotional connection with your users. (Image credit: Serhii Hanushchak)*

Optimize Push Notifications

Annoying notifications are the number 1 reason people uninstall mobile apps (according to 71% of respondents).
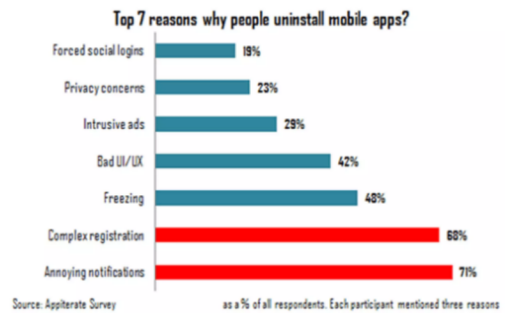

📷 *(Image source: Appiterate Survey)*

Don't send push notifications just because you can. Each notification should be valuable and well timed.

PUSH THE VALUE

When a user starts using your app, they won't mind getting notifications, as long as the value they get is sufficiently greater than the interruption. Almost 50% of users are grateful for notifications that interest them. Personalizing content to inspire and delight is critical. Netflix is an excellent example of a company that "pushes the value." It carefully uses viewing data to present recommendations that feel tailor-made.
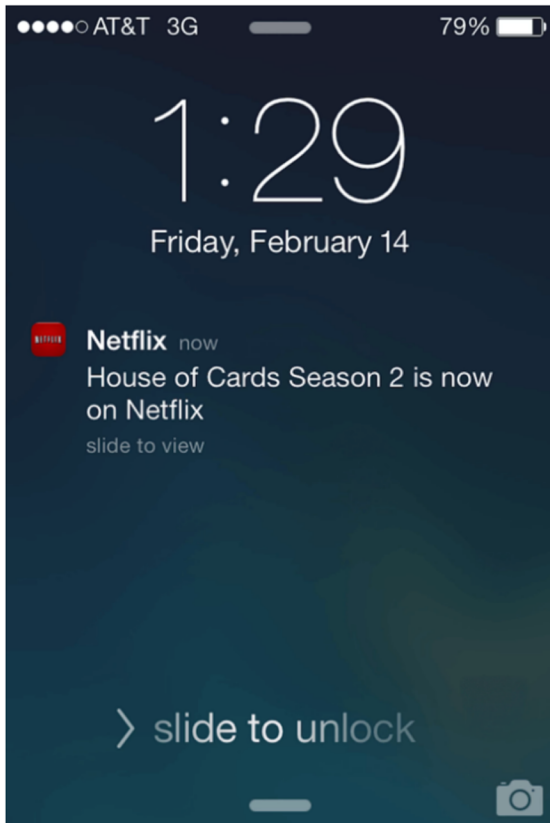

📷 *Netflix does a great job of personalizing its push notifications, letting users know when their favorite shows are available.*

AVOID SENDING MANY NOTIFICATIONS IN A SHORT PERIOD OF TIME

Too many notifications delivered in a short period of time can lead to the situation known as notification overkill — where a user can't process the information and simply skips it. Limit the total number of notifications by combining different messages.

TIME YOUR NOTIFICATIONS

Not only is what you say important, but also when you say it. Don't send push notifications at weird hours (such as in the middle of the night). The best time for push notifications is peak hours of mobile usage: from 6:00 pm till 10:00 pm.
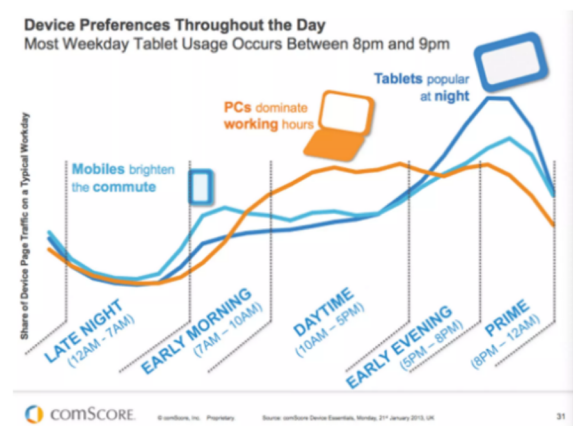
📷 *(Image source: comScore)*

CONSIDER OTHER CHANNELS TO DELIVER YOUR MESSAGE

Push notifications aren't the only way to deliver a message. Use email, in-app notifications and news feed messaging to notify users about important events, according to the level of urgency and type of content you would like to share.

📷 *Select the proper notification type based on the urgency and content. (Image: Appboy)*

Optimize For Mobile

DESIGN FOR INTERRUPTION

We live in a world of interruption. Something is constantly trying to distract us and direct our attention elsewhere. Not to mention, a lot of mobile sessions happen when users on the go. For example, users might use your app while waiting for the train. Such sessions can be interrupted at any time. Users can be easily frustrated when an app forgets their current progress as soon as they close it.

When an interruption occurs, your app should save the current state (context) and allow users to continue where they left off. This will make it easier for users to re-engage with the app when they return to it after the interruption.

TAKE ADVANTAGE OF THE DEVICE'S CAPABILITIES

Mobile devices have a lot of sensors (camera, location tracking, accelerometer) that can be used to improve the UX. Here are just a few features that you can use to do that:

- **Camera**
  It's possible to simplify data input operations by using a camera. For example, you could use the digital camera to read credit card numbers automatically.

(Image credit: Business Insider)

- **Location awareness**
  Apps can use a device's location data to provide content relevant to the user's location or to simplify certain operations. For example, if you're designing an app for food delivery, instead of asking the user to provide an address for delivery, you can auto-detect their current location and ask the user to confirm that they want to receive a delivery to that location.
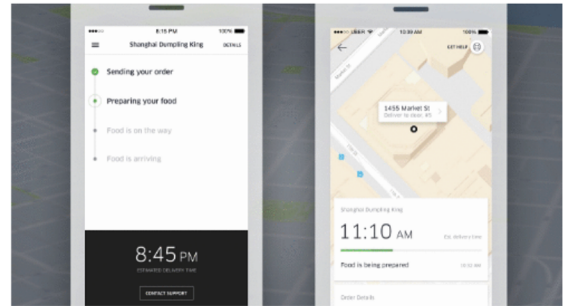
Apps like Uber Eat already use this property to reduce the number of actions required by the user.

- **Biometric authentication**
  It's possible to minimize the number of steps required to log in to an app using features like fingerprint touch login or facial identification.
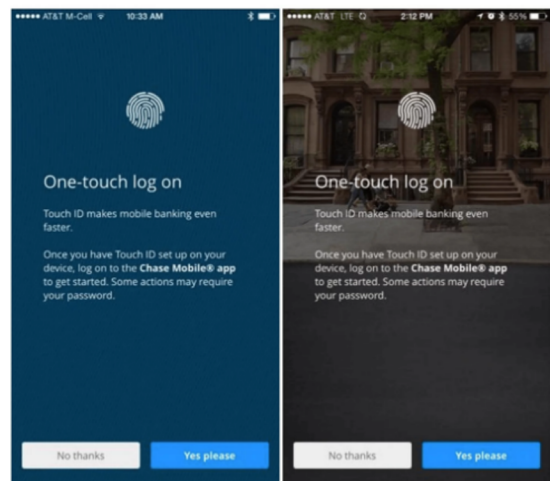
Chase Mobile's app provides a one-touch log-in feature.

STRIVE TO CREATE A MULTI-CHANNEL EXPERIENCE

Don't think of your mobile app as an isolated experience. When it comes to creating a user journey, the ultimate goal is to create a seamless experience, across all devices. Users should be able to switch to a different medium and continue the journey.

According to Appticles, 37% of users do research on mobile but switch to desktop to complete a purchase. Thus, if you're designing an e-commerce app, mobile users should be able to switch to their desktop or laptop to continue the journey. Synchronization of user progress across devices is a key priority for creating a seamless experience. It makes users feel that their workflow isn't interrupted.

Adapt Mobile Design To Emerging Markets

According to Google, a billion new users are expected to come online in the next couple of years. And the vast majority of them will be from emerging markets (or so-called mobile-first countries, like India, Indonesia, Brazil and Nigeria). They will gain access through a mobile phone. These users will have very different experiences and expectations from those who are in the US and Europe.

If you're interested in going global, it's important to consider their experiences.

POOR INTERNET CONNECTIVITY

In the US and Europe, users are accustomed to ubiquitous connectivity. But that certainly isn't true worldwide. Products in emerging markets have to be able to perform over slow or intermittent connectivity. Depending on a person's location, the network might switch from Wi-Fi to 3G to 2G to no connectivity at all, and your product has to accommodate that.

If you plan to design for such market, consider the following:

- Make sure your product works when it isn't connected to the Internet at all. Allow caching of data.

- Optimize your product for fast loading. Minimize page size by keeping images and other weighty content to a minimum; and reduce the size of that content.

LIMITED DATA

In about 95% of emerging markets, people rely almost entirely on expensive prepaid mobile data. People buy a fixed amount of data, and many can only afford something like 250 MB of data per month.

These users appreciate transparency when it comes to understanding their data consumption. They also value the ability to control whether a product downloads over Wi-Fi or uses data.

Below, you can see another example from YouTube Go. After selecting a video, users can choose the quality of the video. The app lets them know up front how much data they'll spend before committing to an action.

LIMITED DEVICE CAPABILITIES

Smartphones in mobile-first countries have dramatically different capabilities from the Pixels and iPhones popular in the US. Most emerging-market devices cost below $100 and might come with limited storage and processing power. Make sure that the product you design works with older, low-end devices and software.

LOCAL AESTHETICS

Minimalist design, which is popular in the Western world today, might be considered too bare for other cultures. If you want your product to succeed in emerging markets, pay attention to the cultural aesthetics. You can get inspiration from regionally popular products or hire local designers who are familiar with user preferences. Designing according to local aesthetics will make your product feel more relatable.

SPECIFICS OF REGION

When Google adapted Google Maps for India, it considered that India is the largest two-wheeler market in the world, and the millions of motorcycle and scooter riders have different needs than drivers of automobiles. It released two-wheeler mode in Maps. This mode shows trip routes that use shortcuts, not accessible to cars and trucks.

Testing And Feedback

All of the principles you've just read can help you design a better experience for mobile, but they won't replace the need for user research and testing. You'll still need to test your solution with real users to understand which parts of the UI require improvement.

FEEDBACK LOOP

Encourage user feedback at every opportunity. In order to collect valuable feedback, you need to make it easy for users to provide it. Thus, build a feedback mechanism right into your product. This could be as simple as a form marked "Leave feedback." Just make sure that it works seamlessly for your users.

DESIGN IS A NEVER-ENDING PROCESS

It's fair to say that design is a process of continual improvement. As product designers, we use analytics and user feedback to improve the experience continually.

Helpful Tools And Resources For Designers

COLOR CONTRAST CHECKER

It's surprising how many mobile apps don't pass the AA test. Don't be one of them! It's essential to check the accessibility of your color contrast. Use WebAIM's Color Contrast Checker to test color combinations.

WebAIM Color Contrast Checker

UI KITS FOR ADOBE XD

A well-designed user interface will make your app shine. It's great when you can design your UI not from scratch, but using a solid foundation such as a UI kit. Adobe XD has five UI kits that you can download absolutely for free. These kits will boost your creativity and help you deliver visually interesting UI designs.
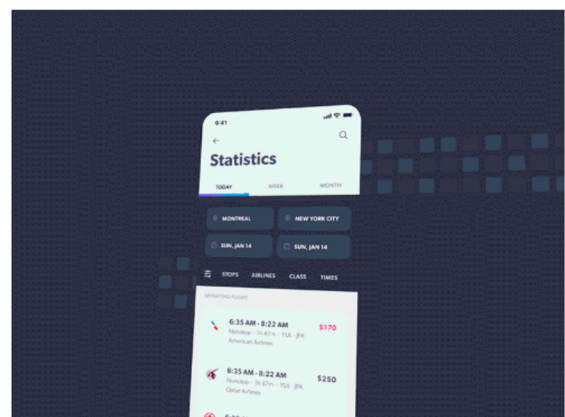
Navigo Transportation UI Kit (Image credit: Adobe)

Project brief

BRAINSTORM

EXPAND IDEAS

NARRATIVE

SITE MAP

APP DESIGN

INTRODUCTION   Learn to create an App prototype for mobile devices using prototyping tools such as Sketch, Invision, and Figma. Your app prototype will be a working model that demonstrates interaction.

Assessments:
Project 1: Workbook and exported files and assets 50%
Project 2: Final outcome and presentation 50%

Project brief

"Create an interactive app to count birds in your neighbourhood"

TASK 1 - Brainstorm

Make a list of problems in the form of a mind map
https://www.pinterest.nz/FinnishedTouch/mind-maps/
Start by thinking about what a bird counting app might entail:

- What kinds of birds
- How to recognise bird species
- Recording bird counts
- Total bird counts
- Commicating your results
- Sharing with a community
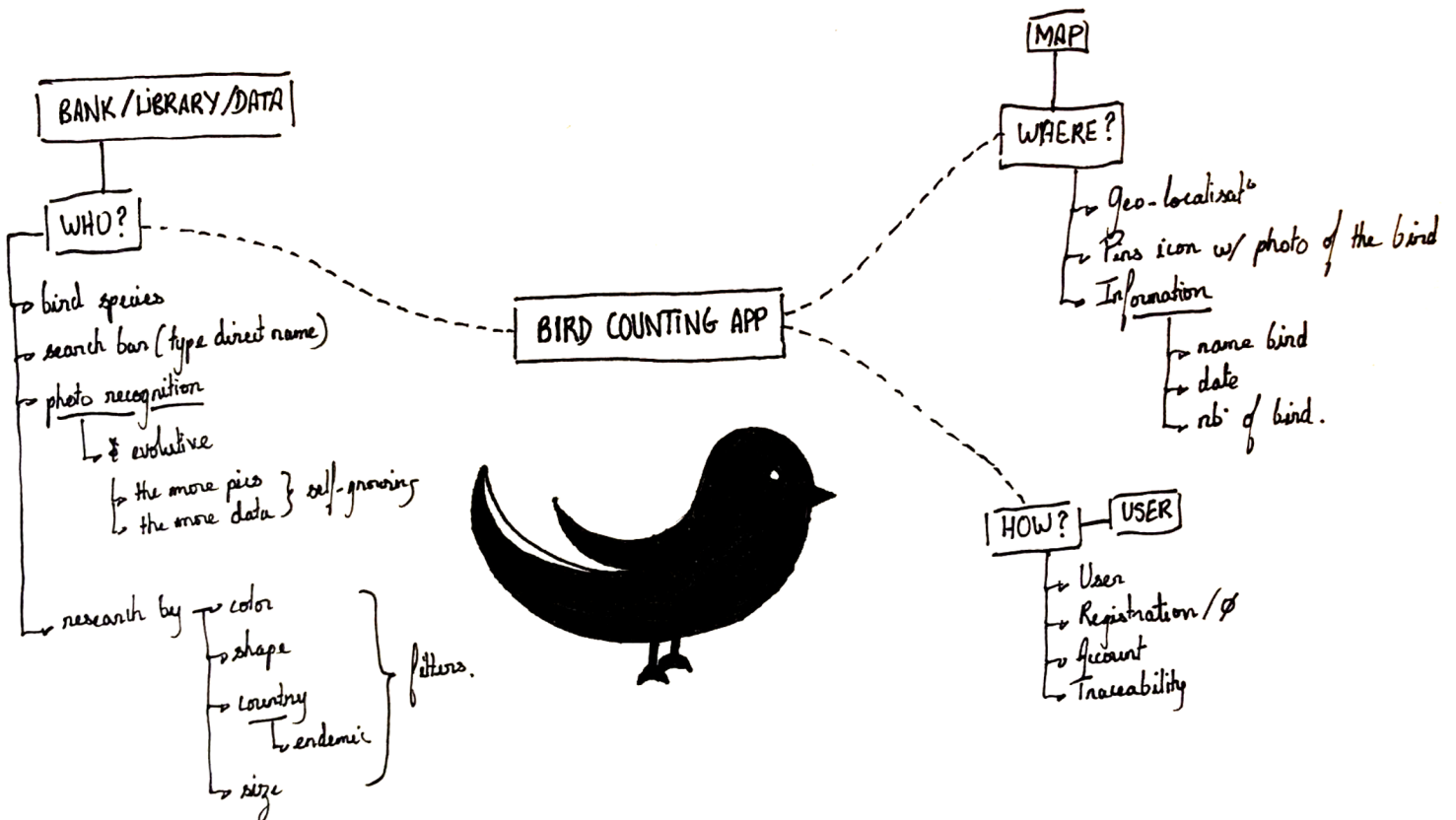
TASK 2 - Isolate three ideas that you think are worth exploring

- Expand each idea, writing down solutions to the design problem
- Without thinking about how it would look in an app, write down all the ways you can think of to solve the problem
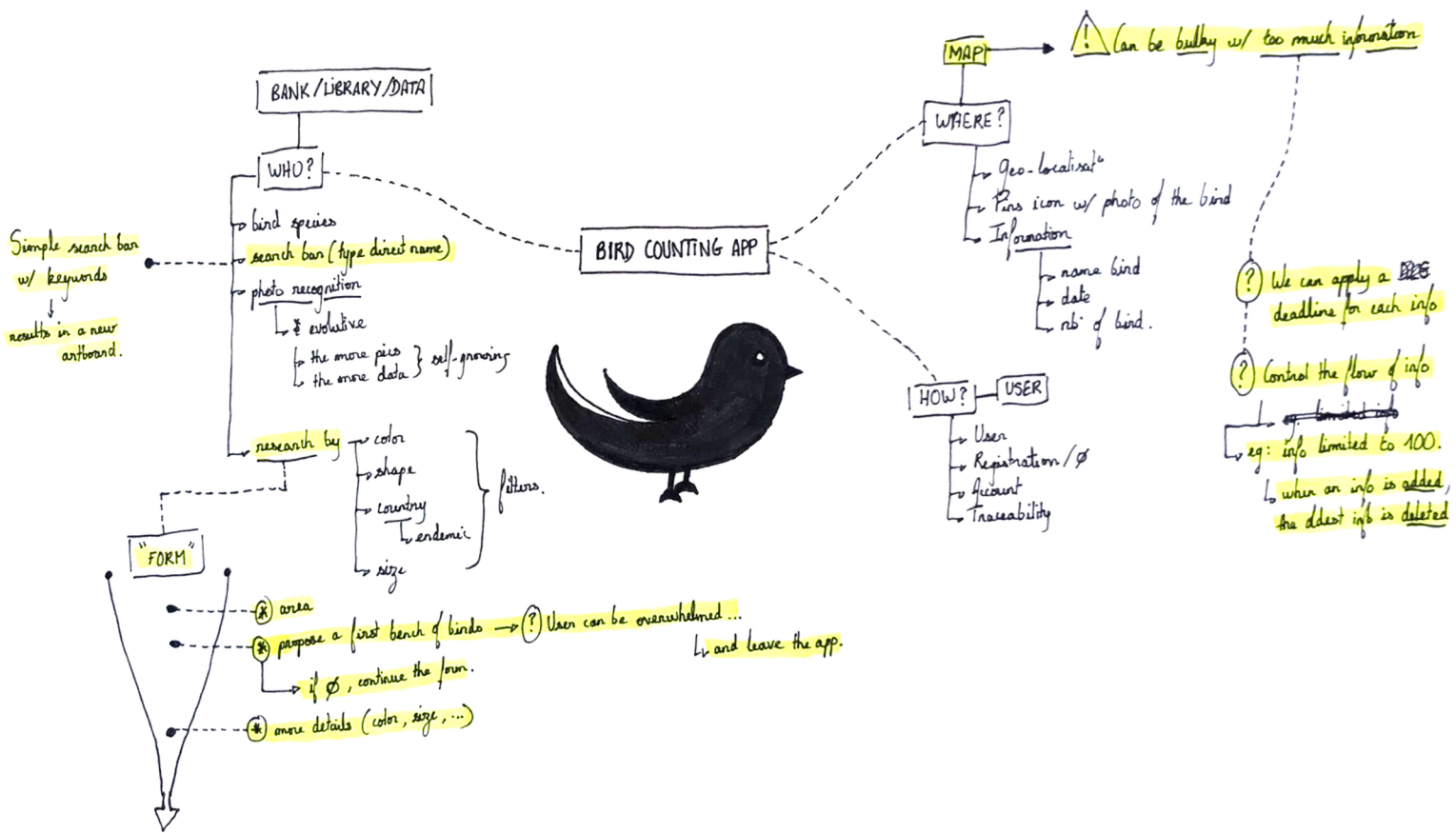
TASK 3 - Write your proposal into the form of a project brief

• Describe the solution in the response to the design problem
• Write up in narrative paragraph form
• Include all the things you think are 'do-able' in the app
• Try to imagine all the different ways in which people will use your app
• Include an 'Extension' wish list of things that will extend the functionality of your app

NARRATIVE

As a traveler, I like to explore the nature around me.
When I came to New Zealand, I heard about this famous little local bird called "Kiwi". Someone told me that I could see it at the Auckland Zoo, but I wanted to watch it in its natural habitat. I found this app called "KBT", the letters standing for Kiwi Bird Tracker.

KBT is a unique and powerful tool that helps you find the kiwi birds across New Zealand. If you want to see one of the most emblematic bird in New Zealand, KBT is the perfect tool for you. Whether you are an educator or a nature lover, you can explore the very last areas where the birds have been seen.

The platform is based on community's experiences.
When you run the app, a simple and intuitive map appears. Centered on the map, your location is represented by an icon. You can choose the default icon or upload a photo. If you zoom-out, you will probably see all these little pins with a Kiwi shape: they represent the exact locations where the Kiwi birds have been seen. When you click on one of the icons, a window pops up with some information: the name of the person who reported the case, the date, and the quantity of birds seen. Below, you can see a photo of the Kiwi bird, uploaded by the reporter. You can 'like' and 'comment' the photo, or even share the post on social medias.

Down to the bottom, there is a "Go to this location" button: if you click on it, an itinerary will automatically be created from your current location to the point selected.
At any moment, you can be a "finder" or a "witness". You can whether seek for Kiwi birds or report your encounter with them. By reporting and counting the birds, you will help the algorithm to determine the low rate zones (orange zones on the map) and the high rate zones (red), and finally help other people to find the most concentrated areas.

• Include all the things you think are 'do-able' in the app:
o   registration
o   personal section
o   geo-location
o   itinerary
o   report section
o   share buttons

• Try to imagine all the different ways in which people will use your app:
o   education
o   tourism
o   science

• Include an 'Extension' wish list of things that will extend the functionality of your app:
o   social media (to share the posts)

• Explore what the audience's reaction will be to your design:

o Initial reaction :
¬ Playful

o How will the app look and feel?
¬ easy to use
¬ refined
¬ ludic

o How the audience will associate/compare the app design with other products
¬ the map being the main part of the app, I will associate the UI with other map apps to not disorientate the user (e.g. Google map, Maps).

UX Storytelling for a better User Experience

Stories have defined our world. They have been with us since the dawn of communication, from cave walls to the tall tales recounted around fires. They have continued to evolve with their purpose remaining the same; To entertain, to share common experiences, to teach, and to pass on traditions.

Today we communicate a bit differently. Our information is fragmented across various mass-media channels and delivered through ever-changing technology. We've lost that personal touch where we find an emotional connection that makes us care. Using storytelling, however, we can pull these fragments together into a common thread.

It Begins With A Story

When speaking about stories, we describe the experience in a certain way. It tends to be more of an emotional experience, sometimes affecting us more on a personal level in how we relate to the story. This is much different from the way we traditionally describe the experience with products like websites or applications. Those are seen as more utilitarian and task-oriented.
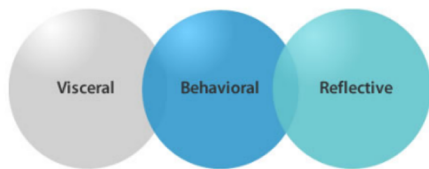
How the Brain **Processes an Experience**

What is a good user experience?

In order to achieve our goals, the interface should be usable and function the way we expect.

Donald Norman, a professor of cognitive science and usability consultant for the Nielsen Norman Group.

https://en.wikipedia.org/wikiDon_Norman

After hearing that if people followed his rules "everything would be ugly," Norman decided to explore people's relationship to design. The result was the book Emotional Design.

Emotional Design

How people experience products, translates into three types of design:

Visceral Design. This design is from a subconscious and biologically pre-wired programmed level of thinking. We might automatically dislike certain things (spiders, rotten smells, etc.) and automatically like others ("attractive" people, symmetrical objects, etc). This is our initial reaction to the appearance.

Behavioral Design. This is how the product/application functions, the look and feel, the usability, our total experience with using the product/application.

Reflective Design. This is how it makes us feel after the initial impact and interacting with the product/application, where we associate products with our broader life experience and associate meaning and value to them.

The Basics of storytelling for User Experience

At a basic level, storytelling and user experience have common elements — like planning, research, and content creation — that can be utilized for effectively developing an experience. Storytelling offers a way for the team to really understand what they are building and the audience that they are creating it for.

This designed product/experience can then offer meaning and emotion for its users.

TASK 4 - Map out the narrative story

• Visually map out the narrative story for your design problem and solution
• At this stage - Go crazy !
• You can do this in your digital workbook, or draw in Photoshop and save as a PSD document or PNG to add to your digital workbook.
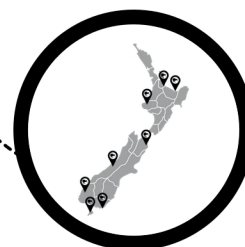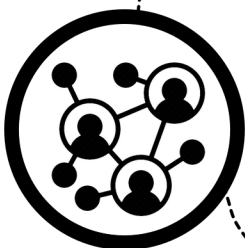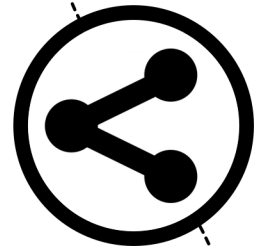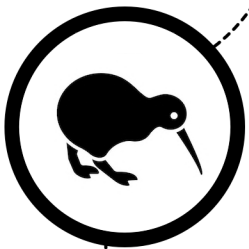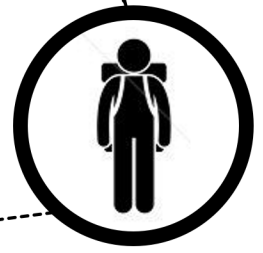
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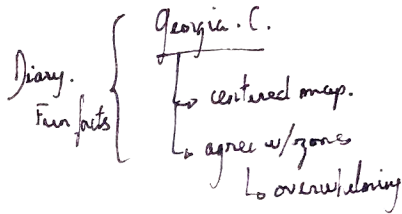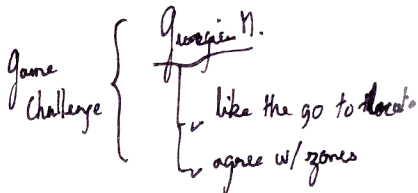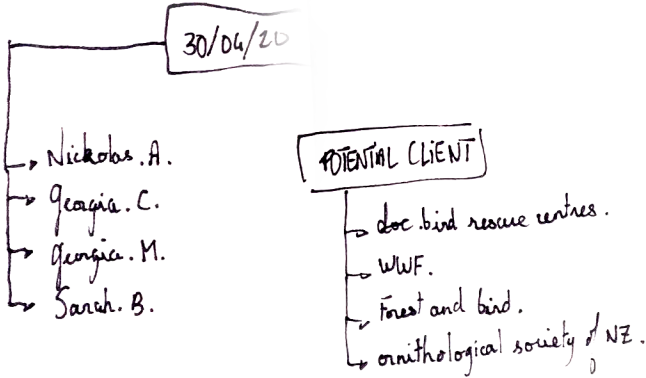
NARRATIVE THREAD

INTRODUCTION

A narrative thread, or plot thread (or, more ambiguously, a storyline), refers to particular elements and techniques of writing to center the story in the action or experience of characters rather than to relate a matter in a dry "all-knowing" sort of narration.
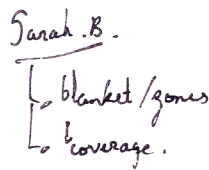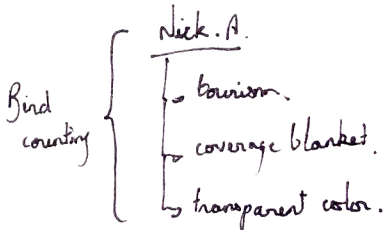
Thus the narrative threads experienced by different but specific char- acters or sets of characters are those seen in the eyes of those charac- ters that together form a plot element or subplot in the work of fiction.

In this sense, each narrative thread is the narrative portion of a work that pertains to the world view of the participating characters cogni- zant of their piece of the whole, and they may be the villains, the pro- tagonists, a supporting character, or a relatively disinterested official utilized by the author, each thread of which is woven together by the writer to create a work.

30/04/20

- Nicholas .A.
- Georgia. C.
- Georgia. M.
- Sarah. B.

POTENTIAL CLIENT
- doc .bird rescue centres.
- WWF.
- Forest and bird.
- ornithological society of NZ.

Game Challenge — Georgia M.
- like the go to docto
- agree w/ zones

Diary. Fun facts — Georgia .C.
- centered on map.
- agree w/ zones
- overwhelming

* Bird songs/calls recognition.
* Colored zones
- too complicated
- too bulky.

Bird counting — Nick .A.
- tourism.
- coverage blanket.
- transparent color.

Sarah .B.
- blanket / zones
- coverage.

Martin. K
- the pins appears the more you zoom.
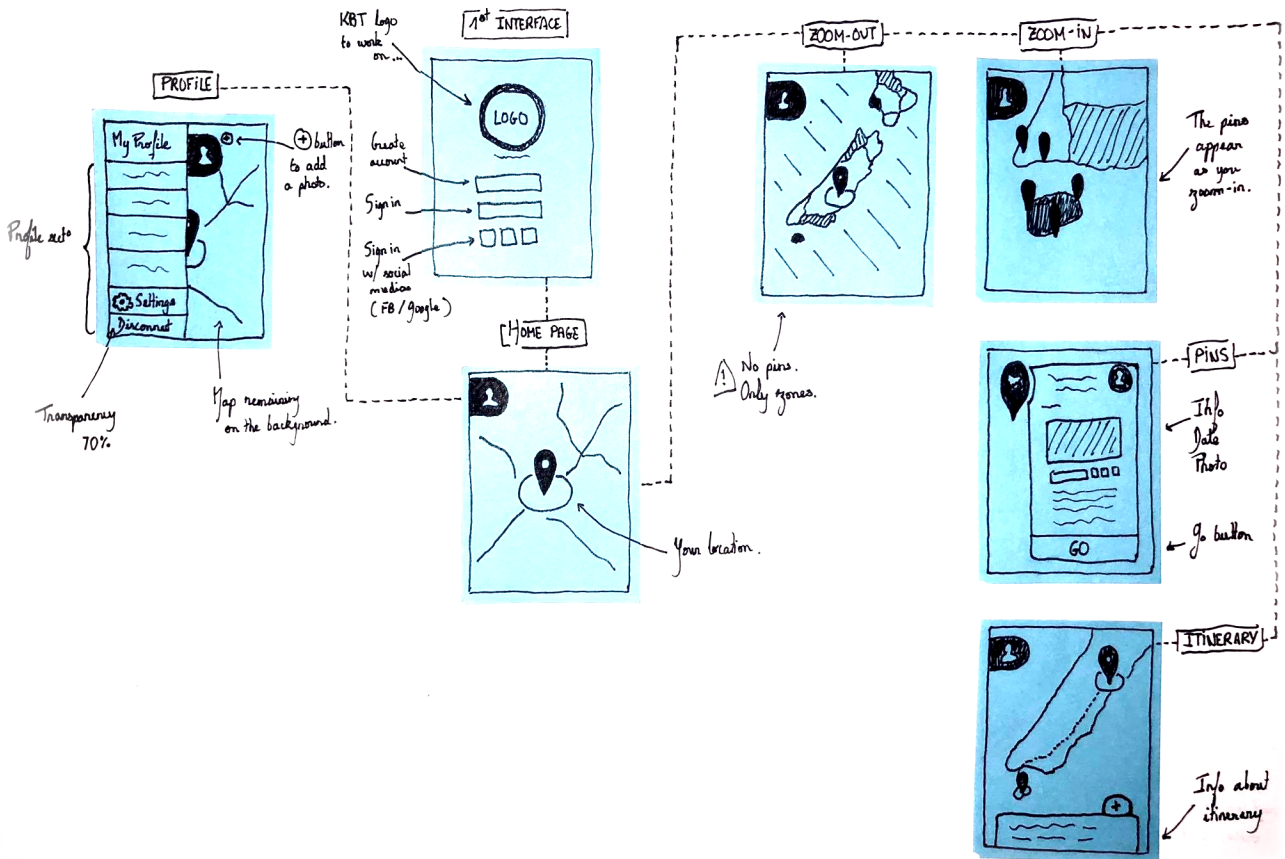
CONTENT STRATEGY

In order for your website or application to succeed, you need to have the right content to meet your goals.

By starting with a content-first mindset, you will ensure that proper time is given to understanding what you want to say and how to say it.

Otherwise you may end up trying to cram content into a website that cannot hold it properly and your message will be lost on your users.

SITE-MAP
First sketches
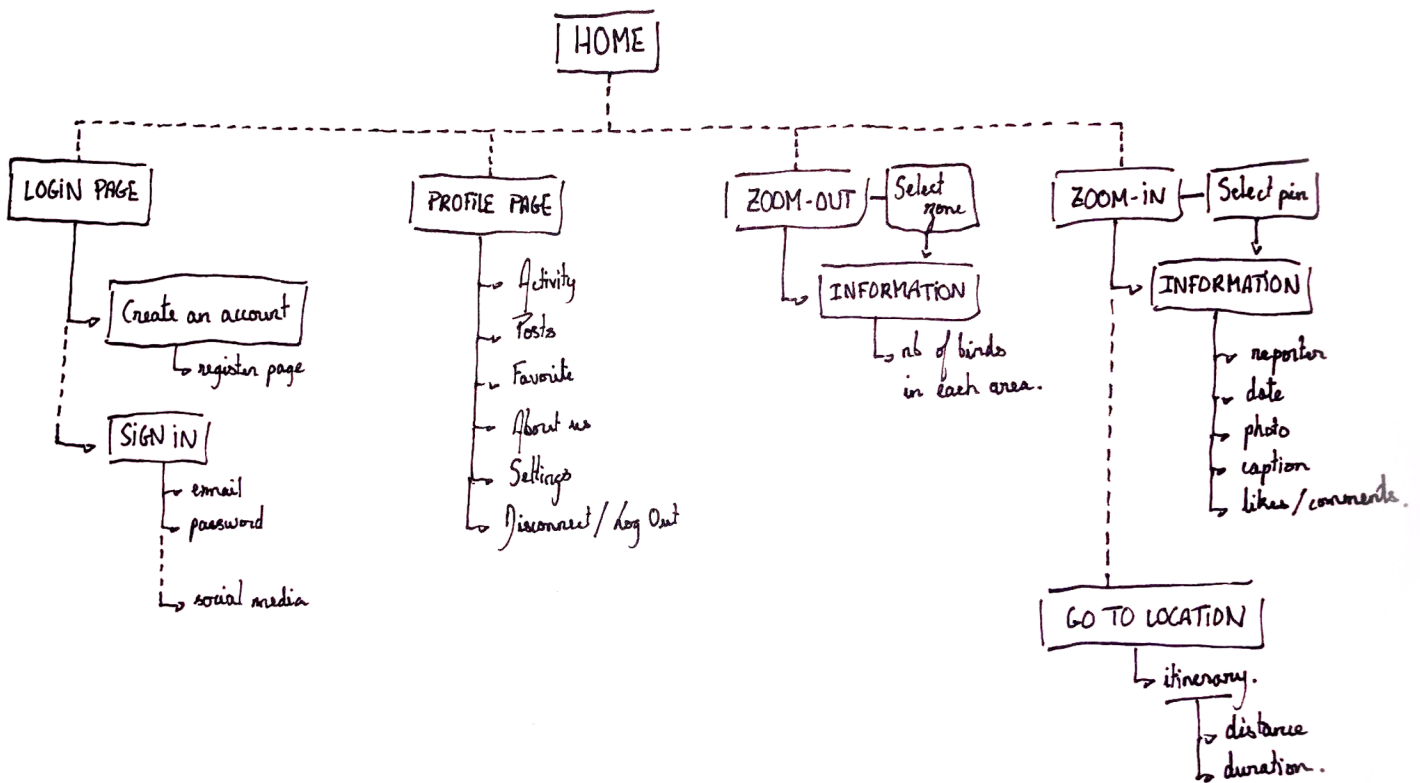
CONTENT STRATEGY LIST

PART 1

Home page
o Logo app
o heading : Welcome

Login page
o username/email
o password
o social medias

Register page
o email
o password (twice)
o confirmation

Map page
o interactive full screen map UI
o profile icon button (top-left)
o pin of current location (center)
o zoom out – view of areas (more/less concentrated)
o zoom in – view of pins (case by case)

Information area page
o number of birds reported

Information pin page
o photo of reporter
o name of reporter
o date of report
o photo of bird (if available)
o caption
o button : like
o button : comment
o button : share
o button : add to favorite
o button : Itinerary

Itinerary page
o pin.1 : local location
o pin.2 : destination
o button : walk
o button : car
o button : public transport
o distance from pin.1 to pin.2
o duration from pin.1 to pin.2
o button : Validate itinerary

Profile page
o user photo
o user name
o activity
o my posts
o favorite
o about
o settings
o Log out

Activity page
o "user_000 liked your post"
o "user_000 commented your post"
o "user_000 shared your post"
o refresh page : swipe down

My posts page
o back to map page
o pins : only showing pins reported
o pins : color green

Favorite page
o back to map page
o pins : only showing pins added to favorite

About page
o data policy
o terms of use
o open source libraries (?)

Settings page
o invite friends
o notifications
o privacy
o security
o help
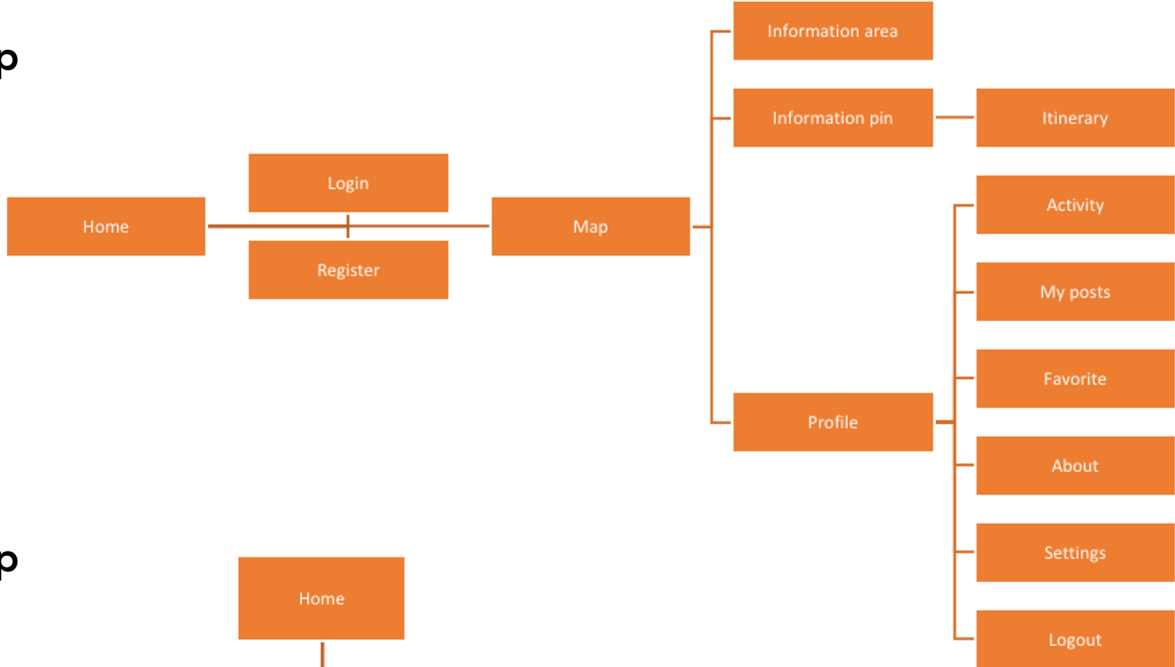
Log out page
back to splash page
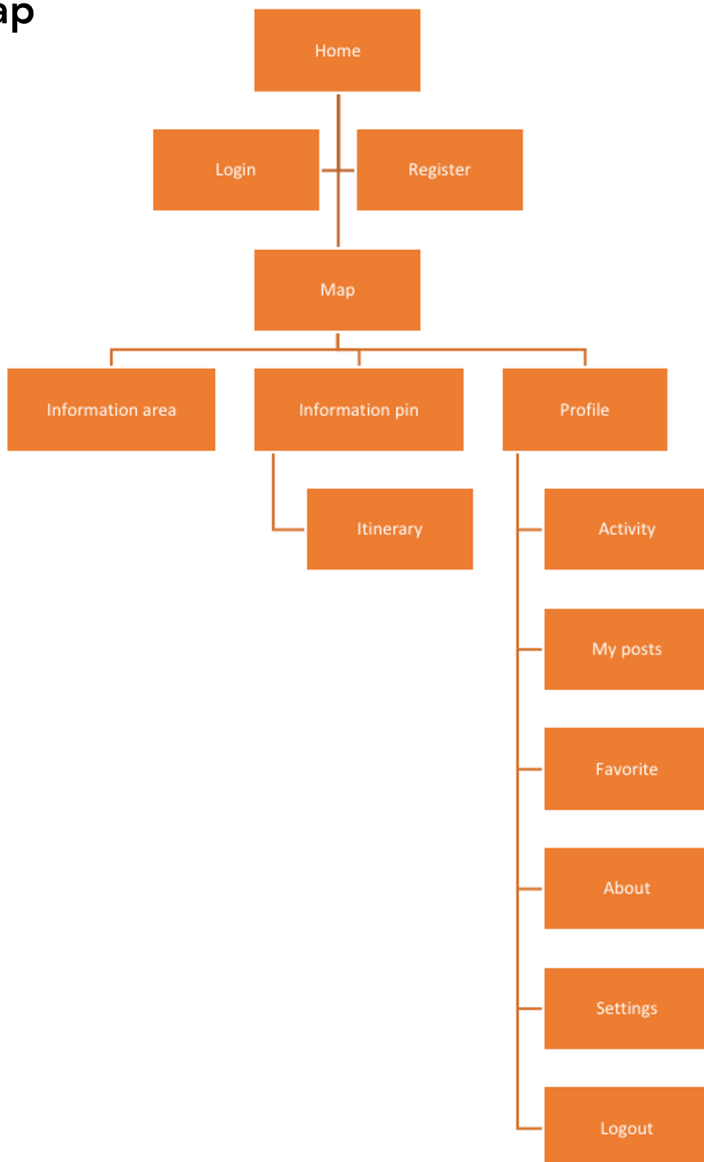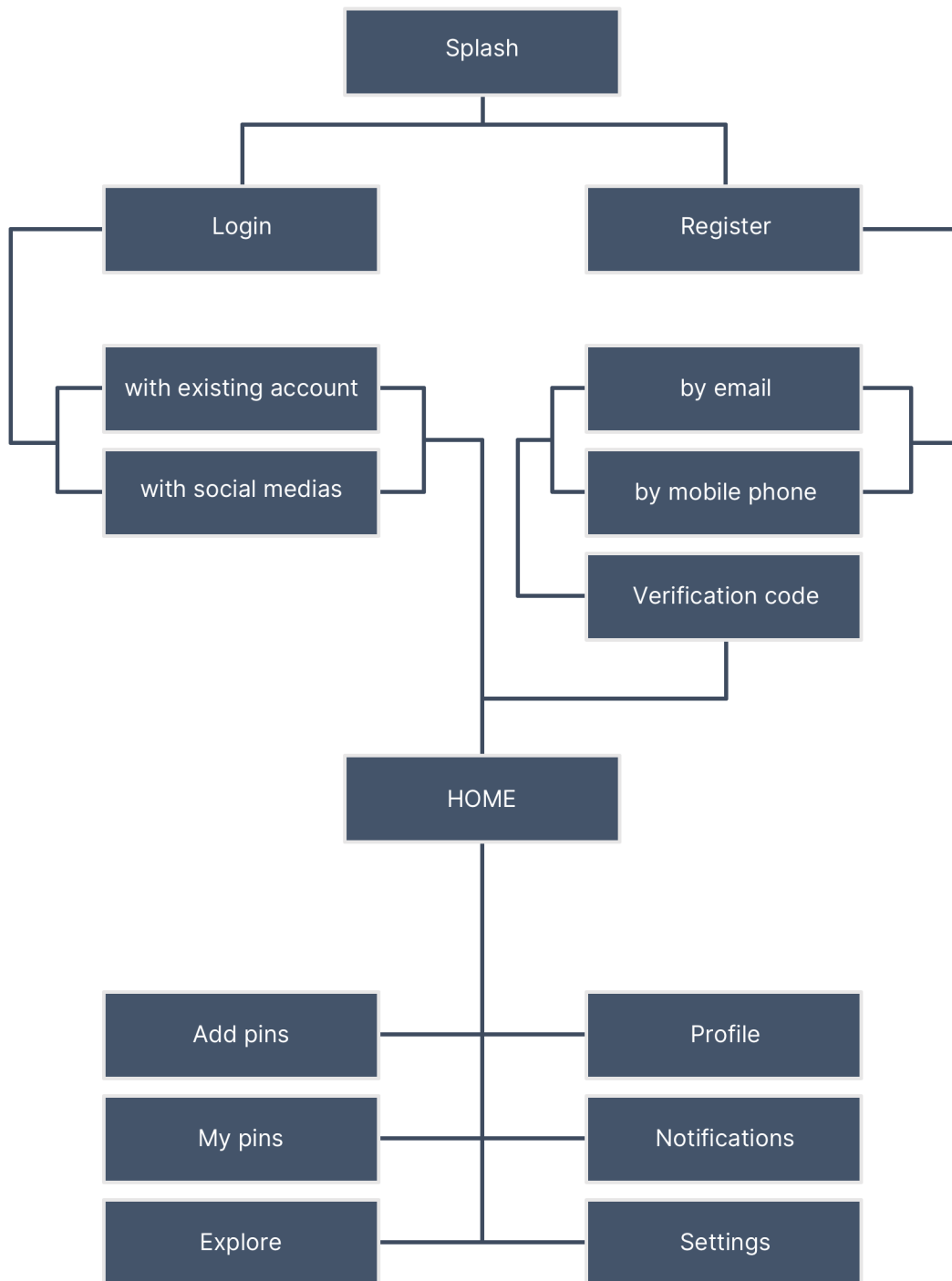
CONTENT
STRATEGY

PART 1

Site-map
horizontal

```
Home ──── Login ──── Map ─── Information area
          Register          Information pin ─── Itinerary
                            Profile ─── Activity
                                        My posts
                                        Favorite
                                        About
                                        Settings
                                        Logout
```

Site-map
vertical

```
            Home
      Login      Register
            Map
Information area  Information pin  Profile
                  Itinerary        Activity
                                   My posts
                                   Favorite
                                   About
                                   Settings
                                   Logout
```

SITE MAP

UPDATE

```
                          Splash

          Login                         Register

    with existing account          by email

    with social medias             by mobile phone

                                   Verification code

                          HOME

    Add pins                        Profile

    My pins                         Notifications

    Explore                         Settings
```

Research

I N S P I R A T I O N

R E S E A R C H

I had a look at different apps already on the market, and found those 4 apps that I was interested in.

- Identify birds w/ Questionnaire
- Identify birds w/ Photo
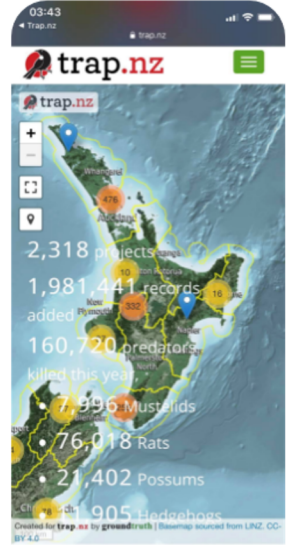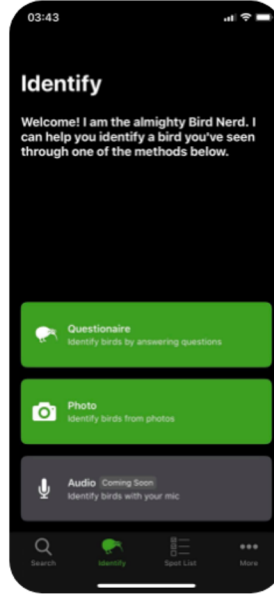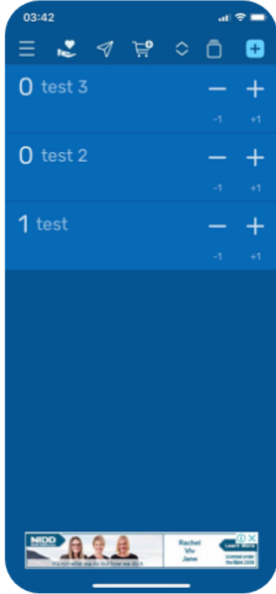- Identify birds w/ Audio

- List

Counter+
Yan Kin LEUNG

Counter
Alexander BICHURIN

Bird Nerd
Chris HAWKINS

Trap.nz
Groundtruth Limited

- Simple and efficient buttons
- Reset button

- Map w/ areas and zones
- Too much content/information

TYPES OF KIWI

RESEARCH

I discovered that there are 5 main types of Kiwi. I made some research about each of them to create real content.

source: www.kiwiforkiwi.org

Pukupuku
📍 Offshore Islands

The total number of little spotted kiwi is thought to be just over 1500 and growing.

Because they live only on a few offshore islands (most are on Kapiti Island), and in Zealandia in the heart of Wellington city, little spotted kiwi are classified by the Department of Conservation as 'at risk: recovering'.

In the South Island, little spotted kiwi were widespread in the west and north during the early 1900s, but died out around 1980. That year, the population had dropped to just 1000 birds, devastated on the mainland by stoats, cats and larger predators. Without the sanctuary of offshore islands, little spotted kiwi may have gone extinct.

Region	Estimated 2015 population	Estimated 2030 population
Kapiti Island	1 200	1 200+
Kohanga (all but Kapiti)	600	1 667

T Y P E S   O F   K I W I

I discovered that there are 5 main types of Kiwi. I made some research about each of them to create real content.

source: www.kiwiforkiwi.org

Tokoeka
📍 South Island, New Zealand

All population numbers quoted are based on 2015 estimates unless stated otherwise.

The combined population numbers for the three tokoeka taxa make it the most numerous kiwi species in New Zealand – 25,900.

However, the Haast tokoeka, a mountain-loving kiwi, is New Zealand's rarest taxa, with an estimated population of just 400.

Region	Estimated 2015 population	Estimated 2030 population
Haast Range	400	738
Fiordland	12 500	10 772
Rakiura (Steward Island)	13 000	9 962

T Y P E S   O F   K I W I

R E S E A R C H

I discovered that there are 5 main types of Kiwi. I made some research about each of them to create real content.

source: www.kiwiforkiwi.org

Roroa

📍 South Island, New Zealand

The great spotted kiwi is the tallest kiwi species, at about 45 centimetres tall.

Today, they are found in three discrete natural populations – northwest Nelson, the Paparoa Range, and near Arthur's Pass. Birds have also been transferred to Lake Rotoiti mainland island, in Nelson Lakes National Park.

It is thought great spotted kiwi have been in part protected by the high altitudes they live in. The harsh conditions make it tough going for the dogs, cats, ferrets and stoats that would otherwise prey on them.

Region	Estimated 2015 population	Estimated 2030 population
Northwest Nelson to Buller River, Paproa Range, Southern Alps (Arthur's Pass to Lake Sumner)	14 800	12 428

T Y P E S   O F   K I W I

RESEARCH

I discovered that there are 5 main types of Kiwi. I made some research about each of them to create real content.

source: www.kiwiforkiwi.org

Rowi
📍 Okarito Sanctuary

Rowi are New Zealand's rarest kiwi species, with an estimated population of 500 birds. While one of the three tokoeka taxa has an even smaller population (Haast tokoeka are estimated to total just 400), the whole tokoeka species is estimated to number nearly 26,000.

The only wild population of rowi is found at Okarito, near Franz Josef, on the West Coast of the South Island. Most rowi live within the Okarito kiwi sanctuary. All rowi, 100%, are under active management to protect them from predators, particularly stoats.

Region	Estimated 2015 population	Estimated 2030 population
Okarito Sanctuary	500	891

TYPES OF KIWI

RESEARCH

I discovered that there are 5 main types of Kiwi. I made some research about each of them to create real content.

source: www.kiwiforkiwi.org

Brown

📍 North Island, New Zealand

All brown kiwi live in the North Island. Four geographically and genetically distinct forms have been identified: Northland, Coromandel, western (mainly Taranaki/Wanganui) and eastern (mainly Hawkes Bay, Bay of Plenty and East Cape).

All population numbers quoted are based on 2015 estimates unless otherwise stated.

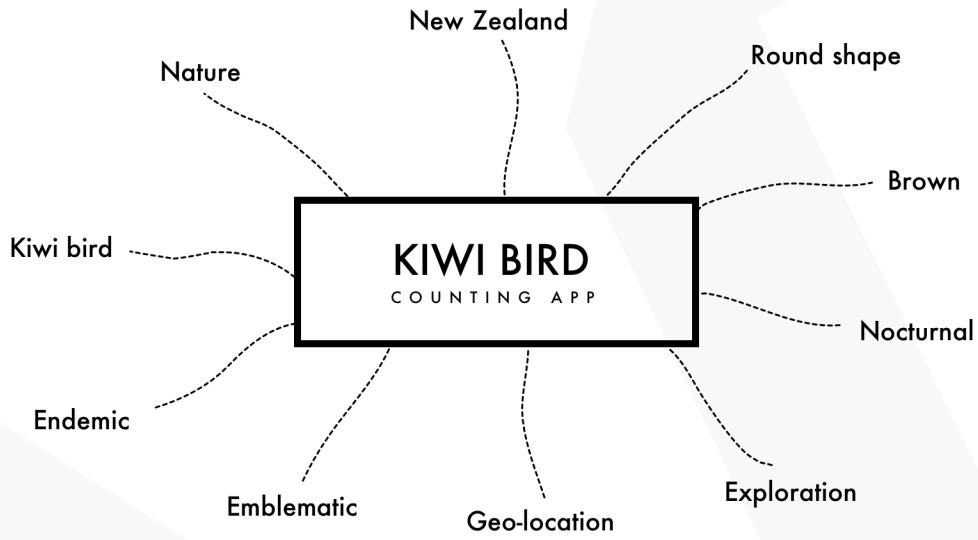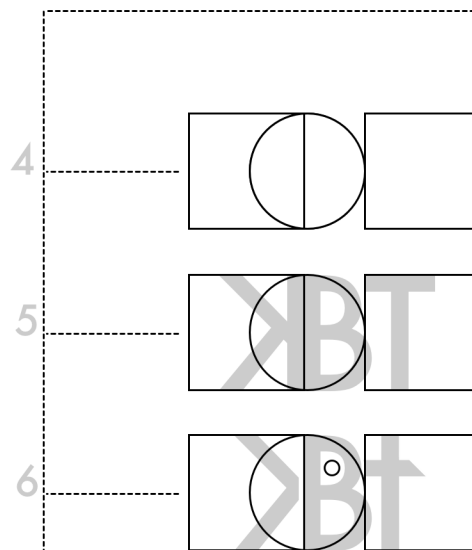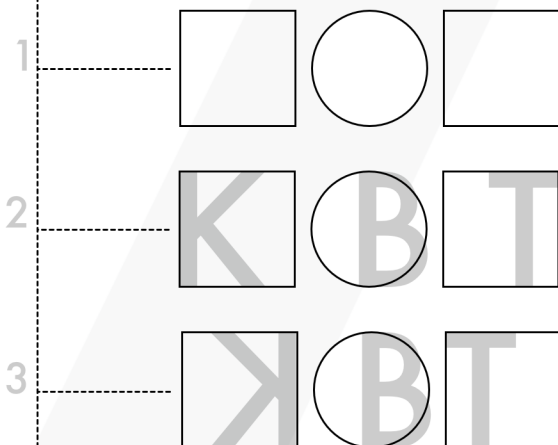| Region	Estimated 2015 population	Estimated 2030 population
Northland	8 200	12 325
Coromandel	1 700	3 411
Eastern - Bay of Plenty, East Coast, Hawke's Bay	7 150	7 281
Western - King Country, Taranaki, Whanganui	7 150	7 281

Branding

Part.1

Concept
BRAINSTORM & KEYWORDS

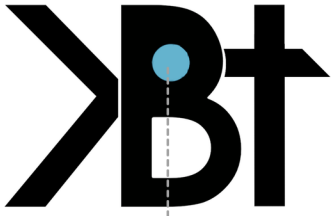New Zealand

Nature

Round shape

Kiwi bird

KIWI BIRD
COUNTING APP

Brown

Nocturnal

Endemic

Exploration

Emblematic

Geo-location

Creative Process
STEP BY STEP

1

2

3

4

5

6

Colours / B&W
ADAPTATION

#64b3cf
civil twilight

#000000
full black

Horizon
Day
Sunrise
Civil twilight 6° 12° 18°
Civil dawn
Nautical twilight
Nautical dawn
Astronomical twilight
Astronomical dawn
Night

P A L E T T E

#10282F	#1b404d	#306576	#64b3cf	#ebf4f7
night	astronomical twilight	nautical twilight	civil twilight	day
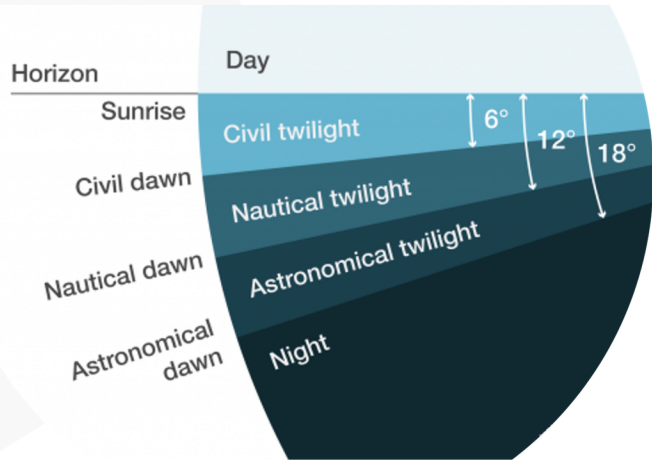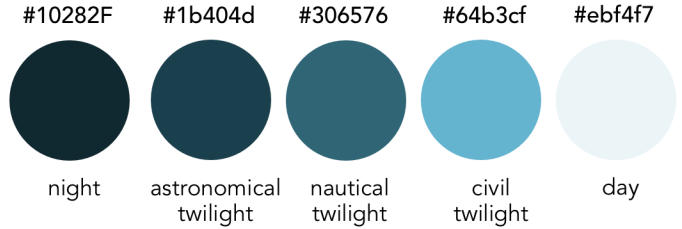
Details
DECRYPTION

B form.
The letter B standing for the word "Bird".

this horizontal bar
is an extension of
the B form.
It is a representation
of the Kiwi beak.

K form, horizontally reversed
The letter K standing for the word "Kiwi".

T form.
The letter T standing for
the word "Tracker".

Fonts

DESCRIPTION

KBT

K I W I   B I R D   T R A C K E R

Font : Avenir Next (demi)
Kerning : 40%
Color : #000000

The **Avenir® Next** font family was designed by Adrian Frutiger in collaboration with Monotype Type Director Akira Kobayashi. Avenir Next is a Geometric Sans Serif typeface.

Avenir Next Regular

Avenir Next Italic

Avenir Next Ultra-light

Avenir Next Ultra-light Italic

Avenir Next Medium

Avenir Next Medium Italic

Avenir Next Demi Bold

Avenir Next Demi Bold Italic

Avenir Next Bold

Avenir Next Bold Italic

Avenir Next Heavy

Avenir Next Heavy Italic

Adaptability
ON DIFFERENT BACKGROUND

Background : white
Logo : black & blue

KIWI BIRD TRACKER

Background : black
Logo : white & blue

KIWI BIRD TRACKER

Background : image
Logo : white & blue

KIWI BIRD TRACKER

Background : color
Logo : black & blue

KIWI BIRD TRACKER

Background : image
Logo : black & blue

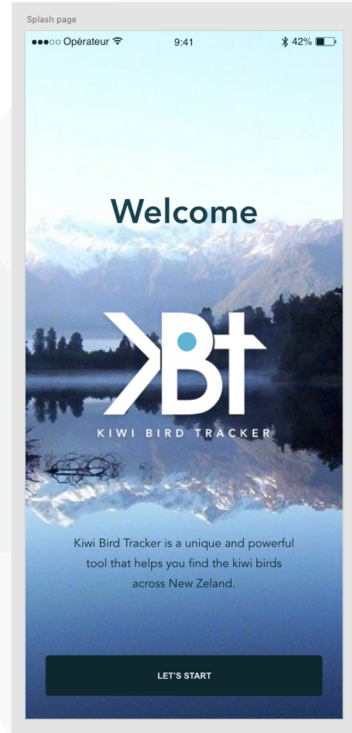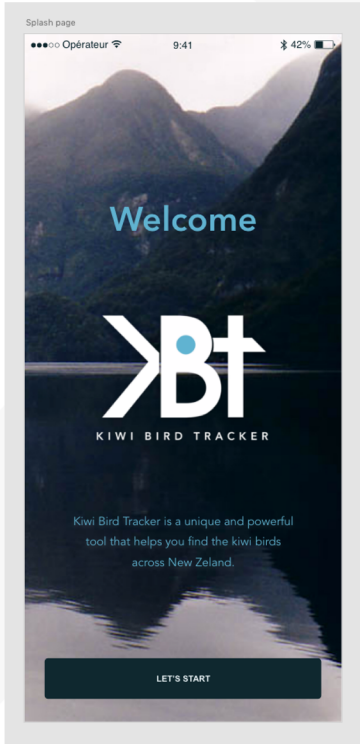
KIWI BIRD TRACKER

Background : white
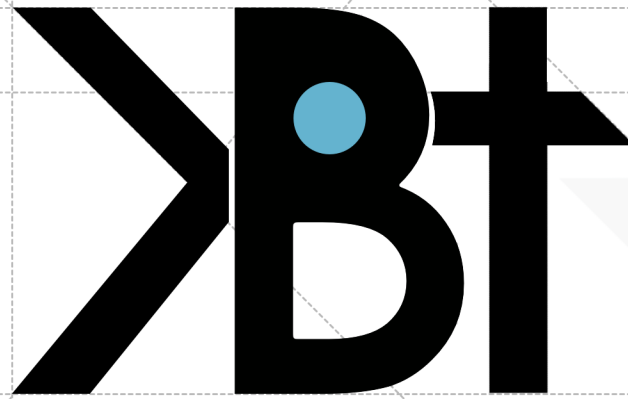Logo : black & gray

KIWI BIRD TRACKER

Splash page
BACKGROUND

FEEDBACKS
FROM TEAM

KBt

KIWI BIRD TRACKER

Martin K

A lot of work done here but not convinced by the complexity of this logo. A logo does not really need to represent the first letters of the brand.

Nick A

Quite agree with Martin. There are too many lines going on and that makes the logo a bit bulky and hard to understand.

Sarah B

Disagree with Martin. It is graphically well executed and the elements representing the letters as well as the kiwi bird are quite recognisable. 10/10 lol

Georgia C

Agree with Martin and although it looks well, the logo is complicated.

Georgia McG

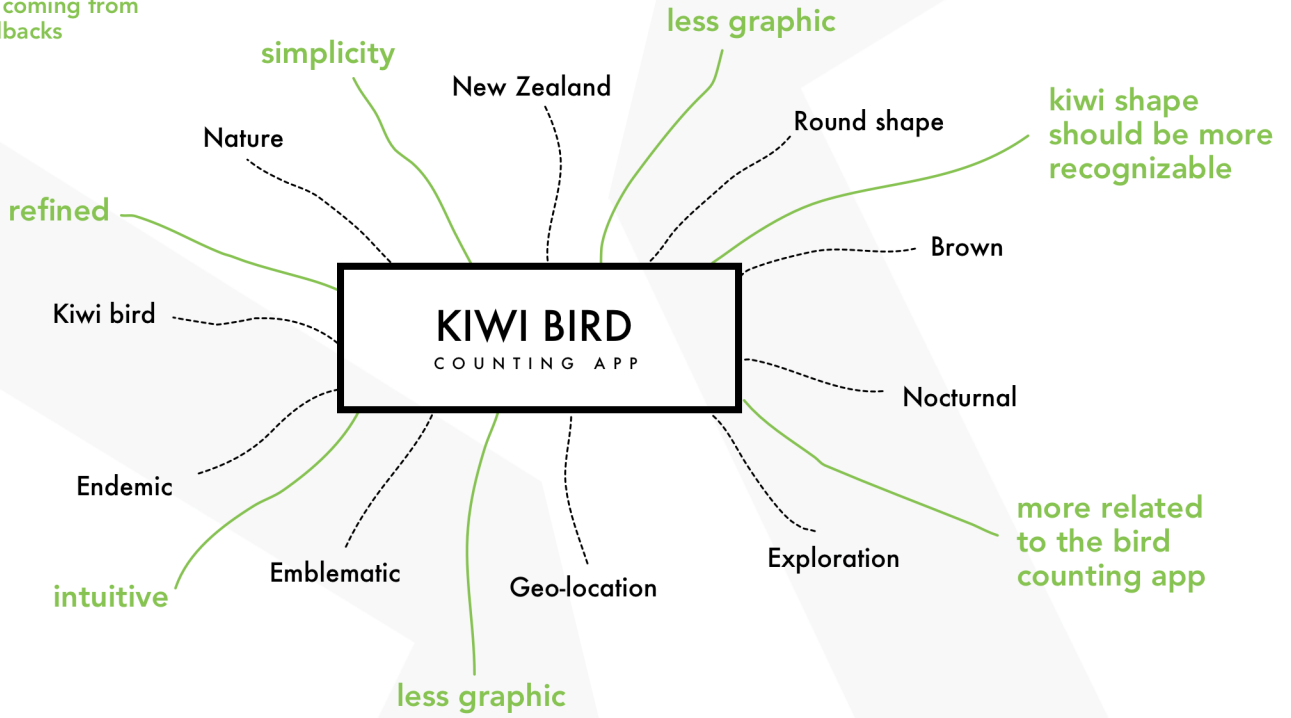Agree with Martin. Maybe something more simple could be a better solution.
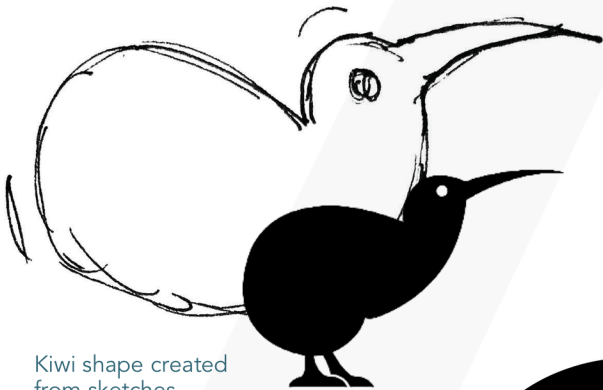
Branding

Part.2

Concept
BRAINSTORM & KEYWORDS

New keywords coming from
the Teams feedbacks

simplicity

less graphic

Nature

New Zealand

Round shape

kiwi shape
should be more
recognizable

refined

Brown

Kiwi bird

KIWI BIRD

COUNTING APP

Nocturnal

Endemic

more related
to the bird
counting app

intuitive

Emblematic

Geo-location

Exploration

less graphic

Creative Process
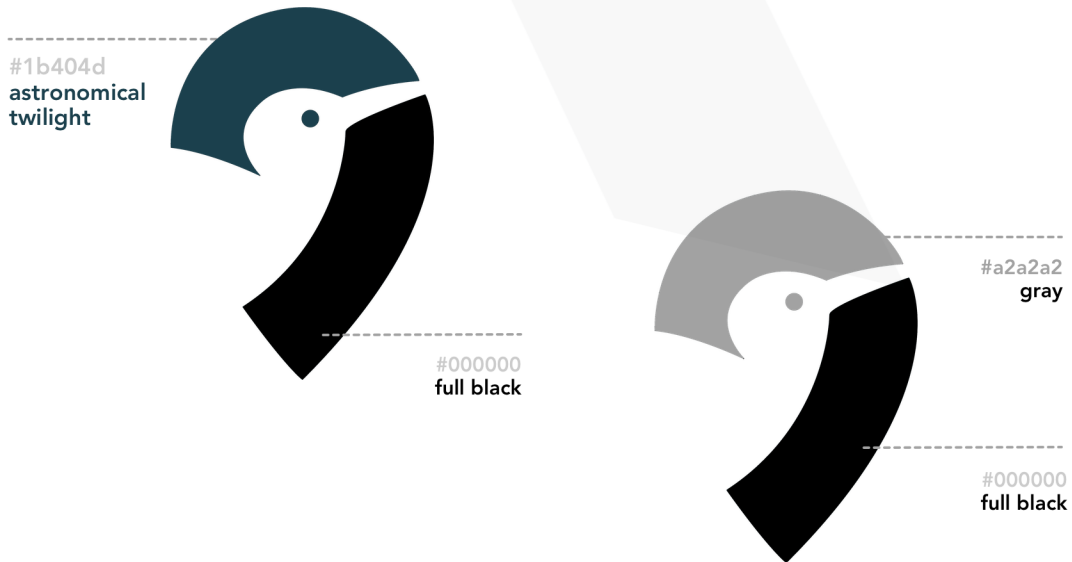## STEP BY STEP

Kiwi shape created
from sketches
and inspired from
images on internet

Location icon, widely
known. Refined and
simple lines.
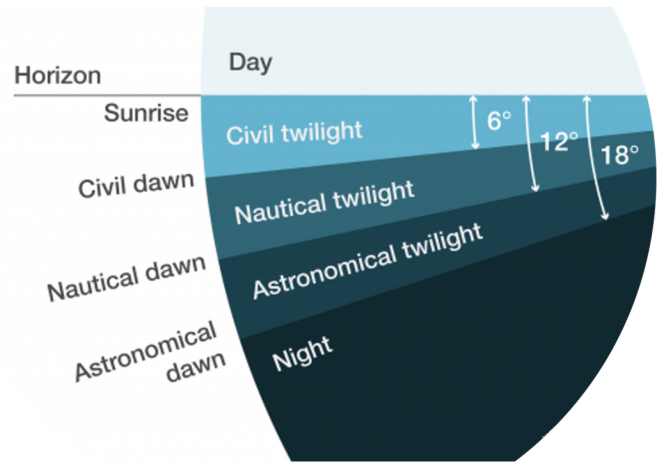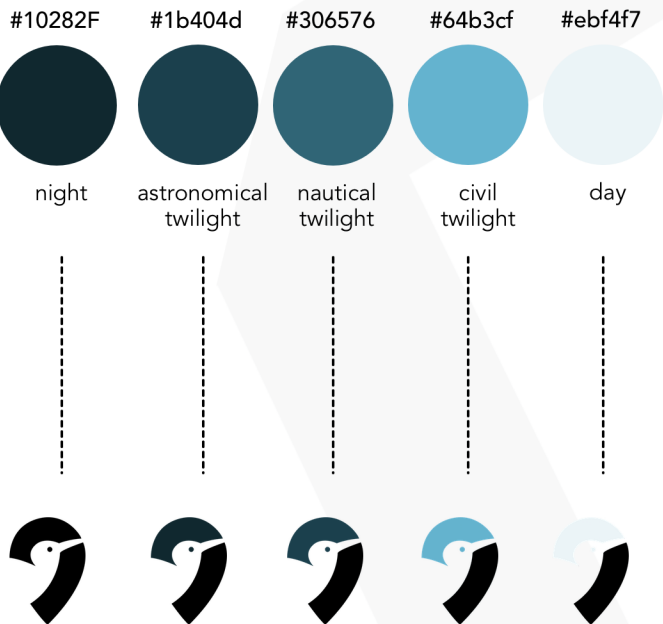
Result of merging the
two forms.

Colours / B&W
ADAPTATION

#1b404d
astronomical twilight

#000000
full black

#a2a2a2
gray

#000000
full black

Colour Palette
VARIATION

#10282F	#1b404d	#306576	#64b3cf	#ebf4f7
night	astronomical twilight	nautical twilight	civil twilight	day

Horizon — Day

Sunrise — Civil twilight — 6°

Civil dawn — Nautical twilight — 12°

Nautical dawn — Astronomical twilight — 18°

Astronomical dawn — Night

Fonts
DESCRIPTION

KIWI BIRD TRACKER

Font : FUTURA (medium)
Kerning : 40%
Color : #000000

The **Avenir® Next** font family was designed by Adrian Frutiger in collaboration with Monotype Type Director Akira Kobayashi. Avenir Next is a Geometric Sans Serif typeface.

Avenir Next Regular

Avenir Next Italic

Avenir Next Ultra-light

Avenir Next Ultra-light Italic

Avenir Next Medium

Avenir Next Medium Italic

Avenir Next Demi Bold

Avenir Next Demi Bold Italic

Avenir Next Bold

Avenir Next Bold Italic

Avenir Next Heavy

Avenir Next Heavy Italic

7 May

Refinement
DETAILS

#10282F
Night
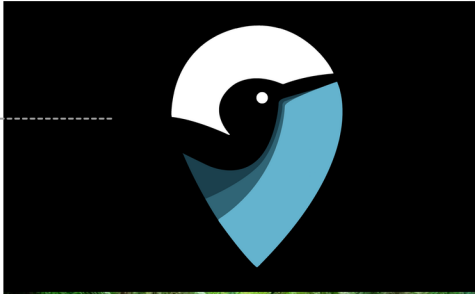
#ebf4f7
Day

#64b3cf
Civil twilight

#306576
Nautical twilight

#1b404d
Astronomical twilight

Adaptability
ON DIFFERENT BACKGROUND

Background : white
Logo : shade of blue

Background : black
Logo : white & blue

Background : image
Logo : white & blue

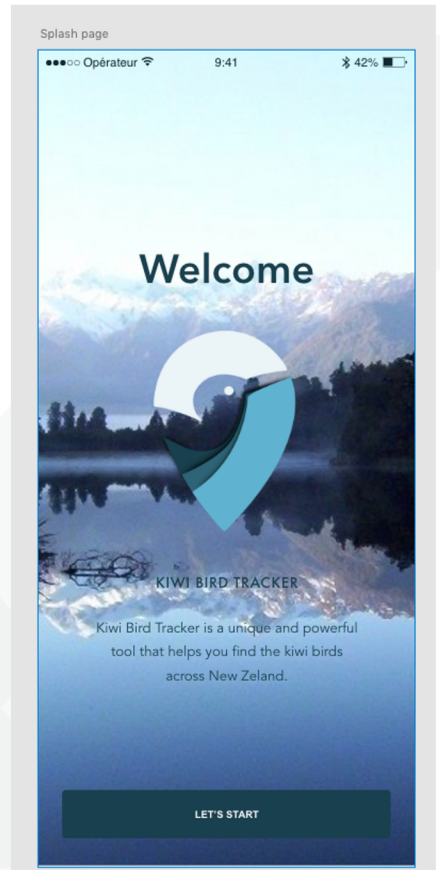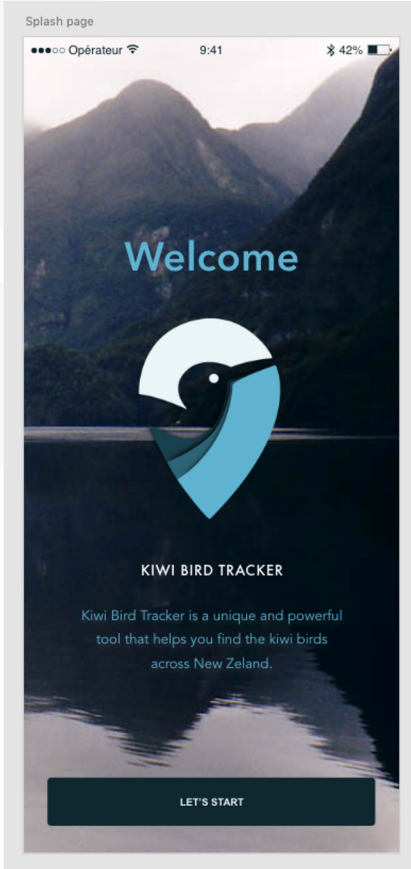**Background : color**
Logo : black & blue

Background : image

Background : white
Logo : B&W

Splash page
BACKGROUND

A darker background enhances the logo and the texts.

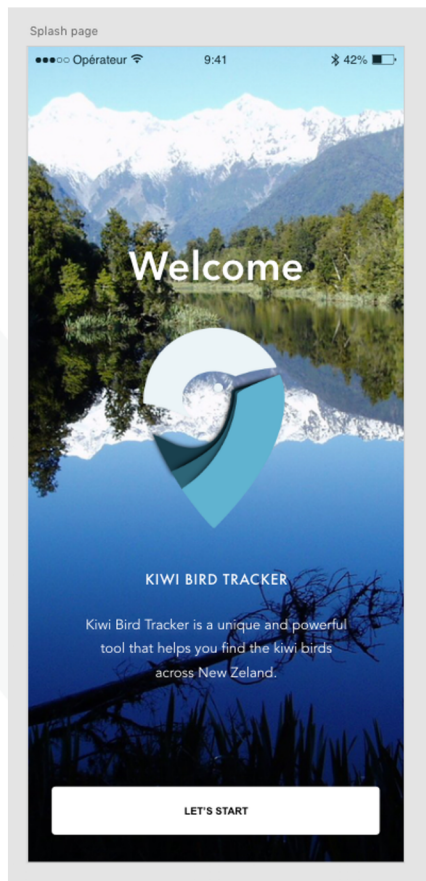A dark button is pleasant and not agressive for the eye.

A background with too much details feels overwhelming and the text is hard to read.

User journey

USER JOURNEY MAP

USER PERSONA

SPECIFIC CASES

USER JOURNEY MAP

STAGE	1	2	3	4	5	6	7	8	9	10
SITUATION	User would like to see Kiwi birds and keep track of it.	User finds KBT and is downloading the app.	User opens KBT app and registers.	User goes to 'Explore' mode and sees an overview of where there is the most Kiwis.	User is navigating through the map (zoom in/out - drag).	User finds an interesting location, clicks on the location button, and is redirected to Google map.	User is now at the location he wanted to be.	User opens the app and goes to 'Add ' mode. Every time he sees a kiwi, he can record his count.	User is posting his experience on the app and is sharing on Social medias.	User has seen kiwis and wants to explore another location to see more kiwis.
EMOTION	CURIOUS	SKEPTICAL	RELAXED	DELIGHTED	CURIOUS	JOYFUL	PROUD	AMUSED	CONFIDENT	PLEASED
INTERACTION	Offline	Mobile	Mobile	Mobile	Mobile	Mobile	Offline	Mobile	Mobile	Offline

USER PERSONAS

	1	2	3	4	5	6	7	8	9	10
EXPECTATIONS	Research about Kiwi and find a way to keep a record.	Download speed.	Ease and accessibility to register/login.	Find high rate areas.	Find closest/nearby areas.	Have a preview of the itinerary to the location.	None.	Record the count. Take pictures.	Publication choice and speed.	Access to the map and comparison with places already visited.
PAIN POINTS	None.	Slow download.	1 - No email address. 2 - No phone number (Ph). 3 - No verification code. 4 - No social medias (Sm).	1 - Don't know how to zoom in/out. 2 - Don't know how to go back. 3 - Want to add a pin now.		Want to go back to the app.	None.	Can't find the 'add' button to count the birds.	Made a mistake and want to delete/edit.	Overwhelmed by the content on map.
SOLUTION/ IMPROVEMENT	None.	Avoid elements that can reduce the app flow (e.g.drop shadows).	1 - Register by Ph. 2 - Register by email. 3 - Send again or Sm. 4 - Register by Ph/email.	1 - Add +/- buttons or tutorial button. 2 - Home button or tutorial button. 3 - 'Add' button at bottom of screen.		None.	None.	Place 'Add' button w/ a '+' sign on first row of Home page and add description.	Add 'Edit' button. Add 'Delete' button.	Use filters.
EMOTION	(Happy — Sad scale)									

SPECIFIC CASES

PROFILE

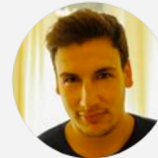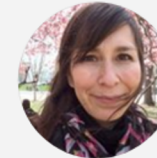|				
Lisa KLEIN age: 13 BEGINNER	**Max SMITH** age: 18 UPPER-INTERMEDIATE	**Tom MITCHEL** age: 26 ADVANCED	**Donna McGAW** age: 54 INTERMEDIATE	**Alastair SULLIVAN** age: 72 BEGINNER

FEATURE

Amputation right arm	Motion Sensitivity	Color blindness	Unilingual	Not into new technology and partially sighted

PAIN POINTS

Can only use her left hand.	Animations / transitions / motion effects are unpleasant and cause migraine.	Can't recognize colors.	Can't understand the english version app and does not speak any other language.	Does not understand most of the features of the app and can't see properly.

SOLUTION/ IMPROVEMENT

Place important features (buttons) on the left side of the screen. Maybe adapt buttons accessibility for both sides.	Add a 'Reduce motion' button in settings.	Create a color palette that is colorblind proof and increase contrast.	Switch language in settings. Maybe choose a country when register and set the language consequently.	Add a tutorial button. Choose font size in settings. Bigger buttons. Voice assistance. Voice reading. Voice command.

Style guide

FONT PAIR
SELECTION

Didact Gothic & Arimo

All of this text is editable. Simply click anywhere in the paragraph or heading text and start typing. You can copy and paste your own content in to see what it looks like with these font combinations.

Heading: Didact Gothic
Body: Arimo

⊕ Download Font Pair

- simple
- quite narrow and stretched up

- refined
- formal
- strong kerning

Quicksand & EB Garamond

All of this text is editable. Simply click anywhere in the paragraph or heading text and start typing. You can copy and paste your own content in to see what it looks like with these font combinations.

Heading: Quicksand
Body: EB Garamond

⊕ Download Font Pair

- interesting rounded shape
- strong presence
- attracts the eye

- Ø comment

✅ Cabin & Old Standard TT

All of this text is editable. Simply click anywhere in the paragraph or heading text and start typing. You can copy and paste your own content in to see what it looks like with these font combinations.

Heading: Cabin
Body: Old Standard TT

⊕ Download Font Pair

- good contrast
- simple
- formal
- timeless

- a bit too "NY times" like
- condensed / narrow

Ovo & Muli

All of this text is editable. Simply click anywhere in the paragraph or heading text and start typing. You can copy and paste your own content in to see what it looks like with these font combinations.

Heading: Ovo
Body: Muli

⊕ Download Font Pair

- sophisticated

- simple
- straight lines
- geometric

TYPOGRAPHY
SELECTION

Lorem Ipsum

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Inter®

OVERVIEW
Inter is a typeface carefully crafted & designed for computer screens. Inter is a free and open source font family.

Avenir® Next

OVERVIEW
The Avenir® Next font family was designed by Adrian Frutiger in collaboration with Monotype Type Director Akira Kobayashi.

AVENIR NEXT HISTORY
Adrian Frutiger was destined for typographical greatness well before his entrance into the world of commercial typeface production. Very creative from an early age, Frutiger dabbled in sculpture and type design, in particular, alternatives to the stiff, formal cursive taught at his native Swiss schools.

Arguably, **Frutiger's most famous font, the Univers® family, was produced as a reaction to Paul Renner's 1927 Futura® typeface.** Frutiger did not feel comfortable with the manner in which Futura sat upon the page, feeling it was too disciplined. Preferring a more humanist approach to typeface creation, he persuaded his then-employer Charles Peignot to allow him to create a new face based on different criteria.

The Avenir (French for "future") font was produced as another real alternative to the Futura design and the original face was available in three weights with accompanying italic variants. This limited variety led to the reworking of the type in the early twenty-first century by Frutiger and Kobayashi. The Avenir Next design was subsequently released in twenty-four different styles including Regular, Italic, Condensed and Condensed Italic variants and published by Linotype in 2004.

AVENIR NEXT USAGE
The font was instantly successful in print and with its expanded range of characters and specific optimization, equally successful as an on-screen font. Many companies have adopted the font for use in official literature as well as logotype.

LG currently use the Avenir Next design on cell phone buttons because of its excellent readability – something very important in everyday use and emergency situations. The British television channel BBC2 recently shifted its corporate typeface from the Gill Sans® font to the Avenir Next font, breaking away from the typographic image formerly used by all BBC channels.

TYPOGRAPHY
VARIATIONS

Lorem Ipsum

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Inter®

Inter Regular

Inter Italic

Inter Ultra-light

Inter Ultra-light Italic

Inter Medium

Inter Medium Italic

Inter Semi-Bold

Inter Semi-Bold Italic

Inter Bold

Inter Bold Italic

Inter Heavy

Inter Heavy Italic

Inter Black

Inter Black Italic

Inter Thin

Inter Thin Italic

Avenir® Next

Avenir Next Regular

Avenir Next Italic

Avenir Next Ultra-light

Avenir Next Ultra-light Italic

Avenir Next Medium

Avenir Next Medium Italic

Avenir Next Semi Bold

Avenir Next Semi Bold Italic

Avenir Next Bold

Avenir Next Bold Italic

Avenir Next Heavy

Avenir Next Heavy Italic

COLOR
PALETTE
SELECTION

#DE486D   #10282F   #1B404D   #306576   #64B3CF

source: Colormind

	Regular vision	Protanopia	Deutranopia	Tritanopia	MEANING & SYMBOLISM
#DE486D					action / strength / energy / passion
#10282F					calmness / intelligence / sincerity / faithfulness / wisdom
#1B404D					Reliability
#306576					safety / harmony / balance
#64B3CF					calm / balance / creativity / refreshing / clarity / cleanliness

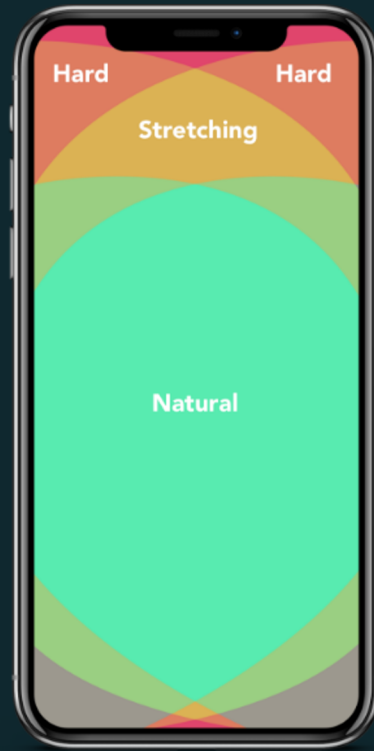source: Coloring for Colorblindness

BUTTONS AND ICONS

INVENTORY

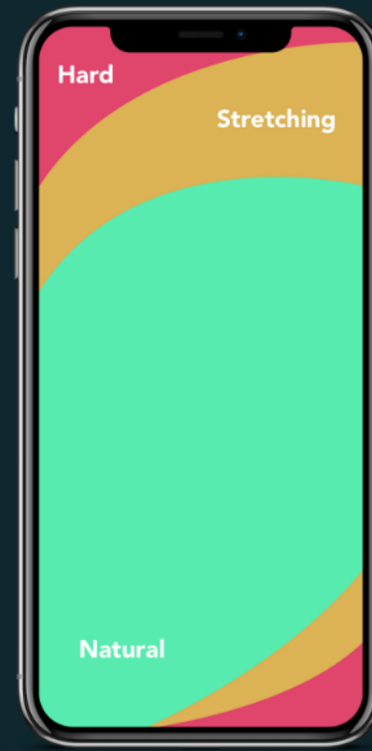Confirm - input field ···········
Register

Confirm - action ···········
Cancel | OK

Activate / Deactivate ···········

Open tab ···········
Language >
Privacy >
Resources >

Adust - zoom-in/zoom-out ···········
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Logout ···········
Logout

Home
Edit
Add photo
User
Email
Password
Share
Bird sound
Filters
Reset

Verified
Record
All pins
My pins
Locations
47 Areas / Zones
Remove / Add
Unselected / Selected
Kapiti Island Locations name
Add pins here Labels

THUMB ZONES

RESEARCH

Left hand

Hard
Stretching
Natural

Combined

Hard
Hard
Stretching
Natural

Right hand

Hard
Stretching
Natural

Basic handholds

49%

36%

15%

Reflection

FEEDBACKS

FROM TOM BOND

Tom BOND
UX manager at Thankyou Payroll

Dunedin, Otago, New Zealand

Attention to details is excellent.

Good to do unexpected things with your user.

Good technical grasp on prototyping in XD.

Lots of details around Explore section.

Good use of XD as layout platform like Illustrator.

What is the app doing ? Very specific app for such a rare bird. Could be the other birds as well ?

What about capturing bird calls ?

If adding a location you would want to click on the map first.
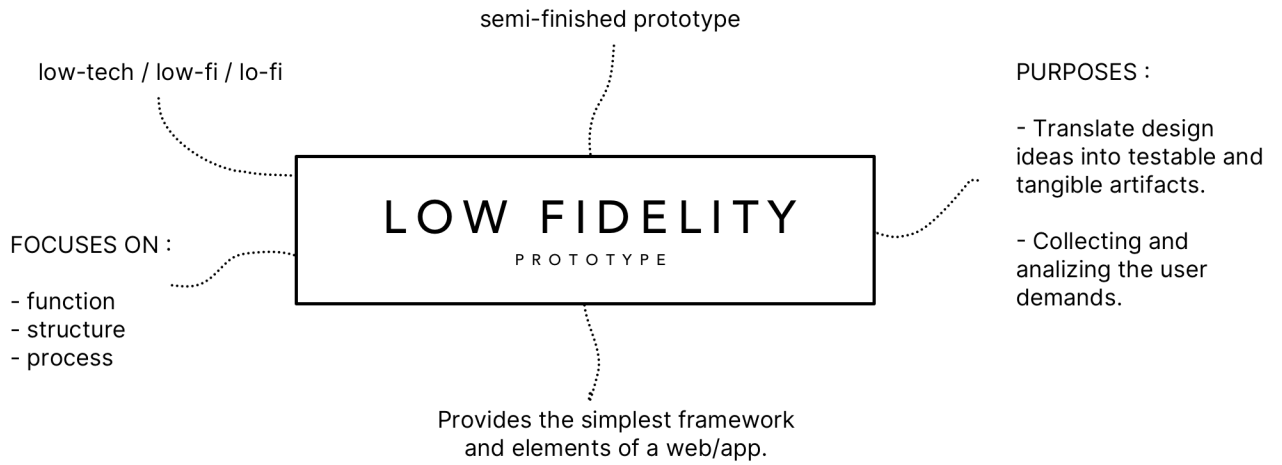
Test with friends !

Carful with assumptions - not all people in the 70s are beginners.

Counting is a bit limiting

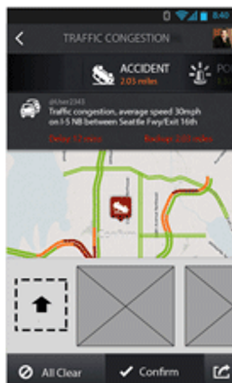The hi fidelity of the map could be limited

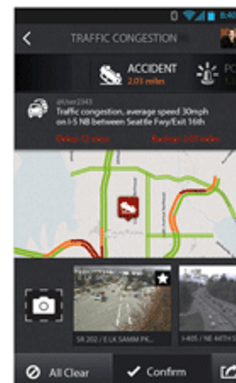When you share the preview, it does not show the background.

semi-finished prototype

low-tech / low-fi / lo-fi

LOW FIDELITY

P R O T O T Y P E

PURPOSES :

- Translate design ideas into testable and tangible artifacts.

- Collecting and analizing the user demands.

FOCUSES ON :

- function
- structure
- process

Provides the simplest framework and elements of a web/app.

comprehensive and interactive prototype

high-tech / high-fi / hi-fi

HIGH FIDELITY

P R O T O T Y P E

PURPOSES :

- Discover the potential issues

- Evaluate usability

FOCUSES ON :

- functions
- interactions
- details

It is quite close to the final product

SKETCH

LOW-FI

HI-FI

F E E D B A C K S

F R O M

Mark SHARMA
Artist, Designer, Director
Studio 3 Ltd, UX Design Engineer

Otago & Southland, New Zealand

Good use of the journey map & journey personas.

You have covered a lot more than expected.

Good to see you considered accessibility from the start.

Like the logo.

How realistic is this ?

Otherwise, what is the value in this app ? Could it be identifying different species ? Or problems facing kiwis ?

What happens when you have that number of different locations ? Can you apply an image ?
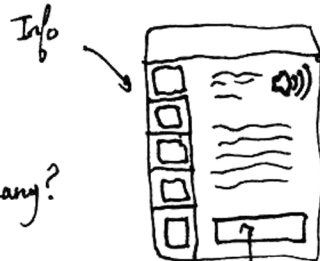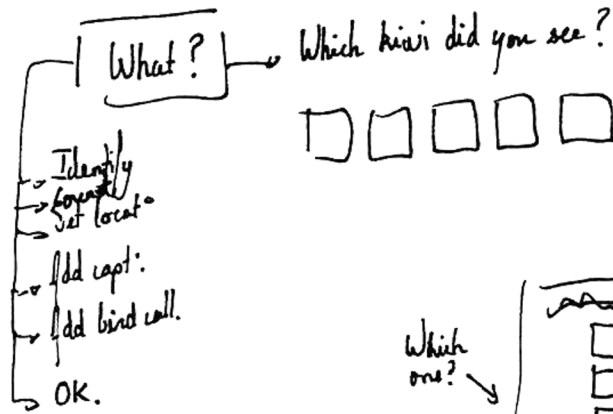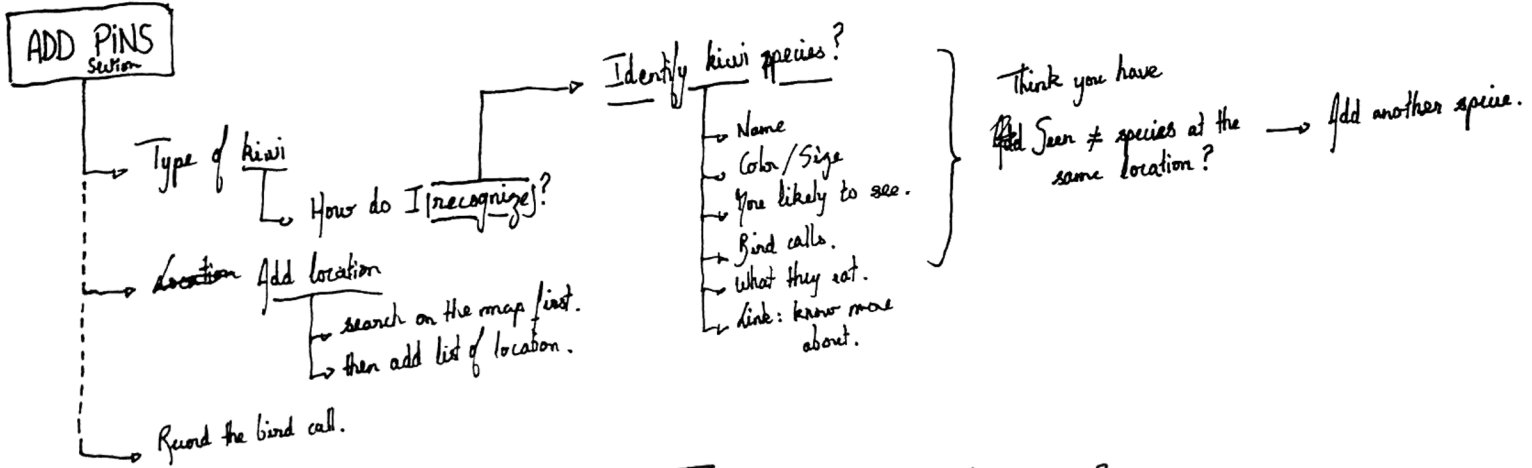
Bigger focus on the counting, specifically kiwi.

Still need to break this down into different species of kiwi.

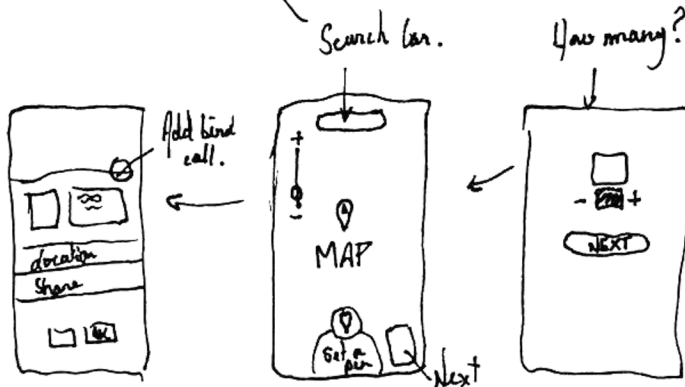Strongest aspect is the bird counter.
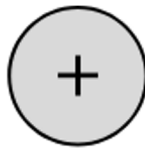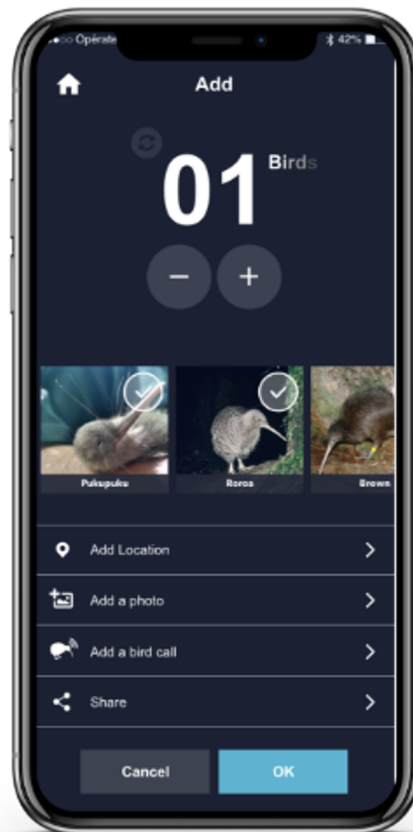
RESPONSES TO FEEDBACKS

IMPROVEMENT TO DO

ADD PINS Section

→ Type of kiwi
  └→ How do I (recognize)?

→ Location Add location
  ├→ search on the map first.
  └→ then add list of location.

→ Record the bird call.

Identify kiwi species?
  → Name
  → Color/Size
  → You likely to see.
  → Bird calls.
  → What they eat.
  → Link: know more about.

Think you have
Add Seen ≠ species at the same location? → Add another spieie.

What? → Which kiwi did you see?

□ □ □ □ □

→ Identify
→ ...
→ ...et locat°
→ Add capt°:
→ Add bird call.
→ OK.

Which one? ↘

Info ↘

That's what I saw.

Locations listing.

Search bar.

How many?

Add bird call.

location
Share

MAP

Set a pin   Next

NEXT

R E S P O N S E S   T O
F E E D B A C K S

I M P R O V E M E N T   D O N E

+

Add pins
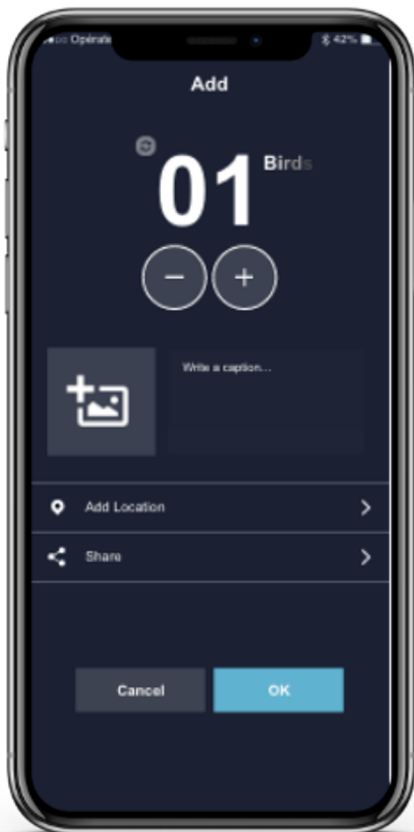
PERSONAL EXPERIENCE

BEFORE

— No experience in App designing.

— Concerned about the workload.

— Didn't know if I could keep up.

+ Motivated.

+ Curious.

+ Interested.

DURING

— Understand how Adobe XD works.

— Create a strategy.

— Do the research.

— Use maps.

— Color palette.

+ **Give and receive feedbacks from team.**

+ React from feedbacks and adapt the prototype.

+ Learn with the team and online tutorials.

+ Share ideas with the group.

+ Solve problems.

AFTER

+ Developed strong analytical and critical skills.

+ Learnt a lot about creating an App.

+ Think widely and then refine ideas.

+ Met my own standards.

+ I would improve the 'Explore ' section.

+ I would work on the responsiveness (tablet, website).