

# Designing the Mobile User Experience

HOW TO DESIGN FOR  
PEOPLE ON THE MOVE

**2** day course

[www.humanfactors.com](http://www.humanfactors.com)



**Human Factors**  
International

# Designing the Mobile User Experience

## Why take this course?

As designers, developers, and UX practitioners who strive to achieve business through designing mobile experiences, we face many design challenges. This course will help you:

- › Build mobile strategies to unite your channels and prioritize investment
- › Make effective decisions about supported devices and operating systems to streamline development and ensure a consistent user experience
- › Analyze and prioritize features to improve usability and satisfy end-user needs
- › Select the right controls and UI patterns to improve usability
- › Create responsive designs to improve cross-device compatibility
- › Test and validate your application's usability to reduce risk and improve user satisfaction

By focusing on creating a design narrative, or the “mobile story,” participants are given best practices and the hands-on experience of creating a mobile design's structure, elaborating its details, and validating its user experience in a prototype.

## What you'll learn

The course will help you answer the following questions:

- › What must the mobile channel do for my clients/end-users?
- › What is the right interface solution for my project (responsive design, adaptive design, native app, etc.)?
- › How do I choose the right navigation?
- › What is the right layout approach for maximizing the use of the screen real estate?
- › When and how should I use the various patterns/screen elements available across mobile operating systems?
- › What are the interaction and visual design considerations across device types?
- › What are the best methods for prototyping and usability testing a mobile project?

## What you get

### What You Get

- › A comprehensive student manual
- › Quick reference job aids



# Designing the Mobile User Experience

## Who should attend

This course is recommended for:

- › UX/usability practitioners who research, design, and validate mobile applications and websites. This course does not cover mobile game design.
- › Developers who will be implementing a mobile design and collaborating with a UX team. This course focuses on visual and interaction design, not on development techniques and QA testing for performance.
- › Business Analysts who are involved in the research, requirements and design of mobile systems
- › Product Managers who need to know best practices for managing successful mobile initiatives

## Prerequisites

There are no prerequisites, but it is advised that participants have familiarity with user experience and usability best practices, such as those taught in HFI's Certified Usability Analyst (CUA) program. This foundation helps participants understand the concepts taught during the course and make a natural transition to the mobile design principles.

## Course Objectives

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- › Define interfaces for different devices and operating systems using research-based techniques
- 
- › Understand the process of developing a mobile strategy
- 
- › Build a mobile application's structural design
- 
- › Select the right mobile patterns and controls
- 
- › Define and develop a well-informed detailed design
- 
- › Comprehend the challenges and techniques around mobile usability testing, including hands-on experience testing a mobile application or website

# Course Outline

## 1 Introduction

- › Why design for mobile devices?
- › The tremendous potential of mobile devices
- › How are mobile devices changing lives?
- › Dispelling myths around mobile user experience

## 2 Strategy

- › The typical approach to mobile user projects
- › Mobile strategy through building a story
- › Gathering project objectives
- › Defining the characters and creating your story's setting
- › Resolving pain points and leveraging opportunities
- › Bringing it all together
- › Choosing the right technology solution (RWD, AWD, RESS, Native App, Hybrid App)

## 3 Structural Design

- › Determining the functionality and features
- › Building the blueprint of the information architecture
- › Information architecture considerations for mobile and tablets
- › Building a pervasive information architecture
- › Determining the navigation design and container
- › Layout design process
- › Layout considerations for mobile and tablets
- › Leveraging layout orientations
- › Structural considerations for responsive design

## 4 Detailed Design

- › Choosing/Designing the right patterns and screen elements
  - Navigation patterns
  - Designing walkthroughs
  - Splash page and landing page design
  - Form design considerations
  - Tables and lists
  - Advertisement design
  - Gallery structures
  - Sort and filter functionality
  - Data visualization
  - Designing messages
  - Input and selection controls
  - Toolbars and buttons
  - Handling cross-OS design
- › Design the interaction flow
  - Guiding visual attention and building affordance
  - Intuitive design through static and animated cues
  - Animation principles in mobile design
  - Facilitating ease of use, leveraging mobile ergonomics
  - Interaction design consideration for mobile and tablets
  - Task completion feedback
- › Visual design considerations
  - Color considerations for mobile devices
  - Considerations for icons, graphics, images, videos
  - Text styling
- › Detailed prototyping
  - Getting started
  - Low cost prototyping process
  - Responsive prototyping\*
  - Storyboarding

# Course Outline

## 5 Validation and Beyond

- › Define the research objectives
- › Selecting the right prototype
- › Methods and tools
  - Selecting test methods
  - Laboratory testing
  - Testing through emulators/simulators
  - Testing with device mounted camera
  - Testing with fixed camera
  - Eye tracking
  - Testing with professional software
  - Testing in the mobile context
  - Determining key testing locations
  - Identifying parameters to observe
  - Recording applications
- › Validation process
- › Start building UI standards
- › Lack of standards causes problems
- › Reusable template and pattern files
- › Guidelines documentation
- › Screen mapping

“I’ve seen so many mobile applications fail because they violate the research-based recommendations from the user experience engineering field.”

“In just two days, this course will empower designers to apply the fundamentals effectively.”



**Eric Schaffer**  
PhD, CPE, CUA, CXA  
CEO and Founder

## Our Guarantee of Your Satisfaction

*Human Factors International, Inc. intends that all participants will benefit from the seminar. We offer the best possible training in this field. If at any time during the first day of the course a participant notifies the instructor of his or her desire to withdraw, he or she may leave and receive a full refund. There is absolutely no risk to the participants or their companies.*

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## Featured Instructors



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Senior Usability Specialist  
CUA



**Amber Krishan**  
Executive User Experience  
Strategist  
B.Des, MFA, CUA, CXA



**David Bell**  
User Experience Strategist,  
BSc, MSc, CUA



**Abdul Suleiman**  
User Experience Strategist  
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- dotMobi
- Ericsson Information Systems
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- MCI
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- Motorola
- National Semiconductor
- Nextel
- Northern Telecom
- Pay Pal
- Prudential Life
- RBC Royal Bank
- SAP / SAP Norway

### Onsite Training

If you have a group of people who would like to attend this course, please contact us to discuss having a private course at your company or hosting a public course.

### Contact Information

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