Mobile & Mobility

A short overview

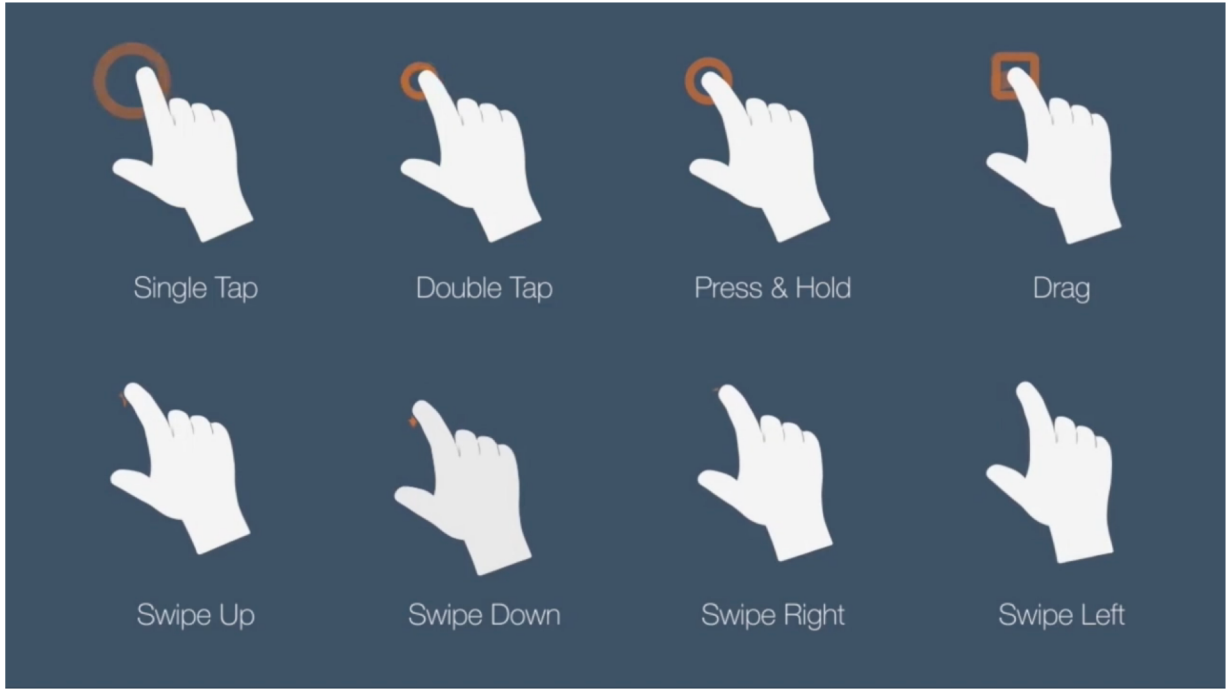
FREE
New York World-Telegram
Princess to See
At Canterbury's
Pay Bandits Terrorize 40
In Penn Station Robbery

1987 Psion EPOC had a basic application, a diary

Apps as we know them since 2007

Now they are no longer tied to a keyboard, gesture and touch become means of interaction and navigation

People shape stuff but stuff shapes people through teaching new behavior



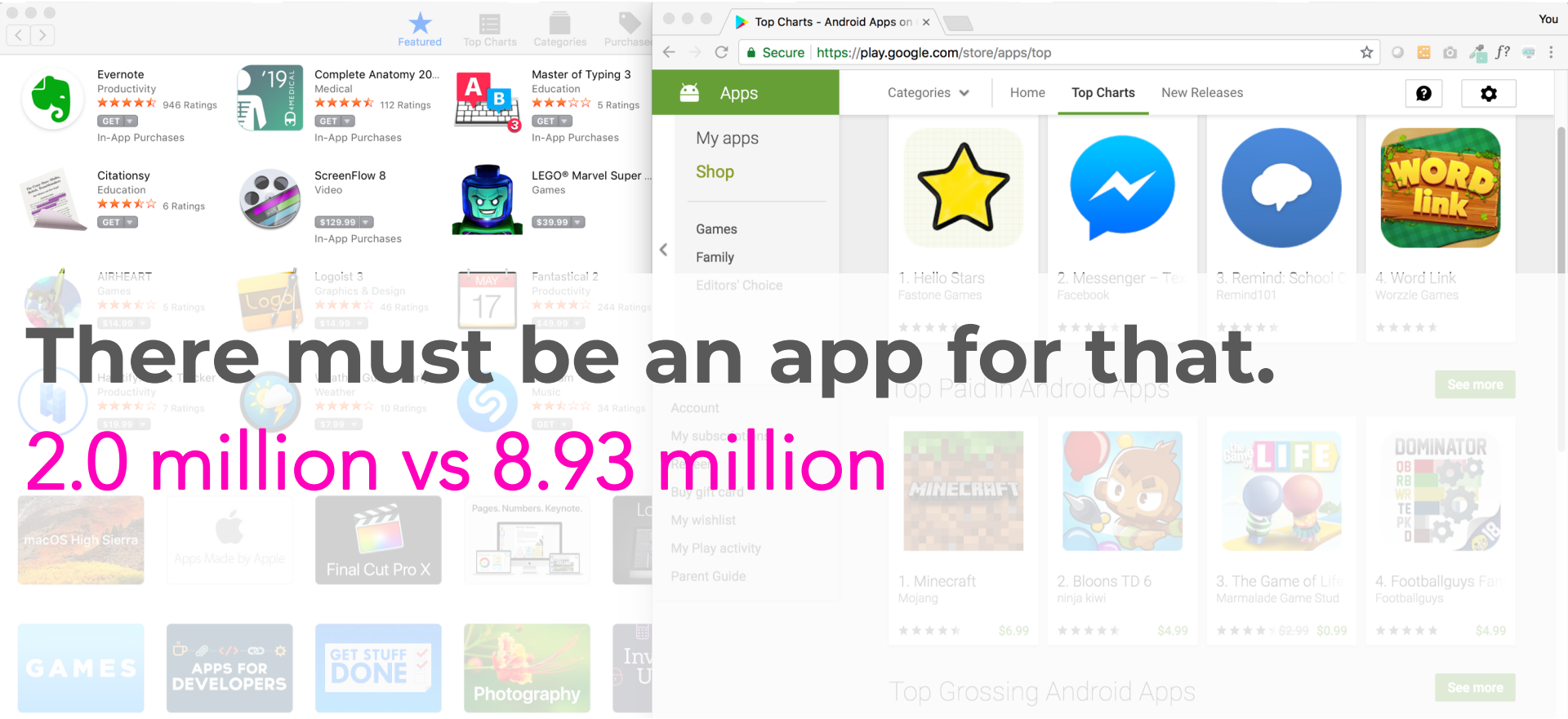
https://vimeo.com/80024597

1946 – 1964: Boomers
1965 – 1980s: GenX
1981 – 1995: GenY / Millennials
1996 – 2015: iGen, GenZ
2010 – 2024: Gen Alpha

Different generations often understand devices and apps differently due to past knowledge and experiences

https://www.flickr.com/photos/zaneology/8430539371

Mobile & mobility has changes how we shop/interact/learn/get around/do our job/take in news/ document life / live



There must be an app for that.

2.0 million vs 8.93 million

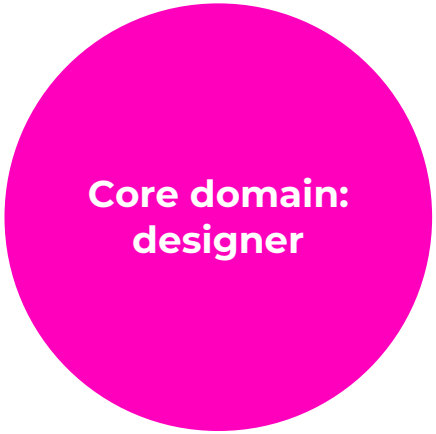
We are living in a smart/connected world.

It will stretch your set of skills as a designer.

https://nypost.com/2017/09/27/20-smart-home-products-you-can-control-from-your-phone/

Skills

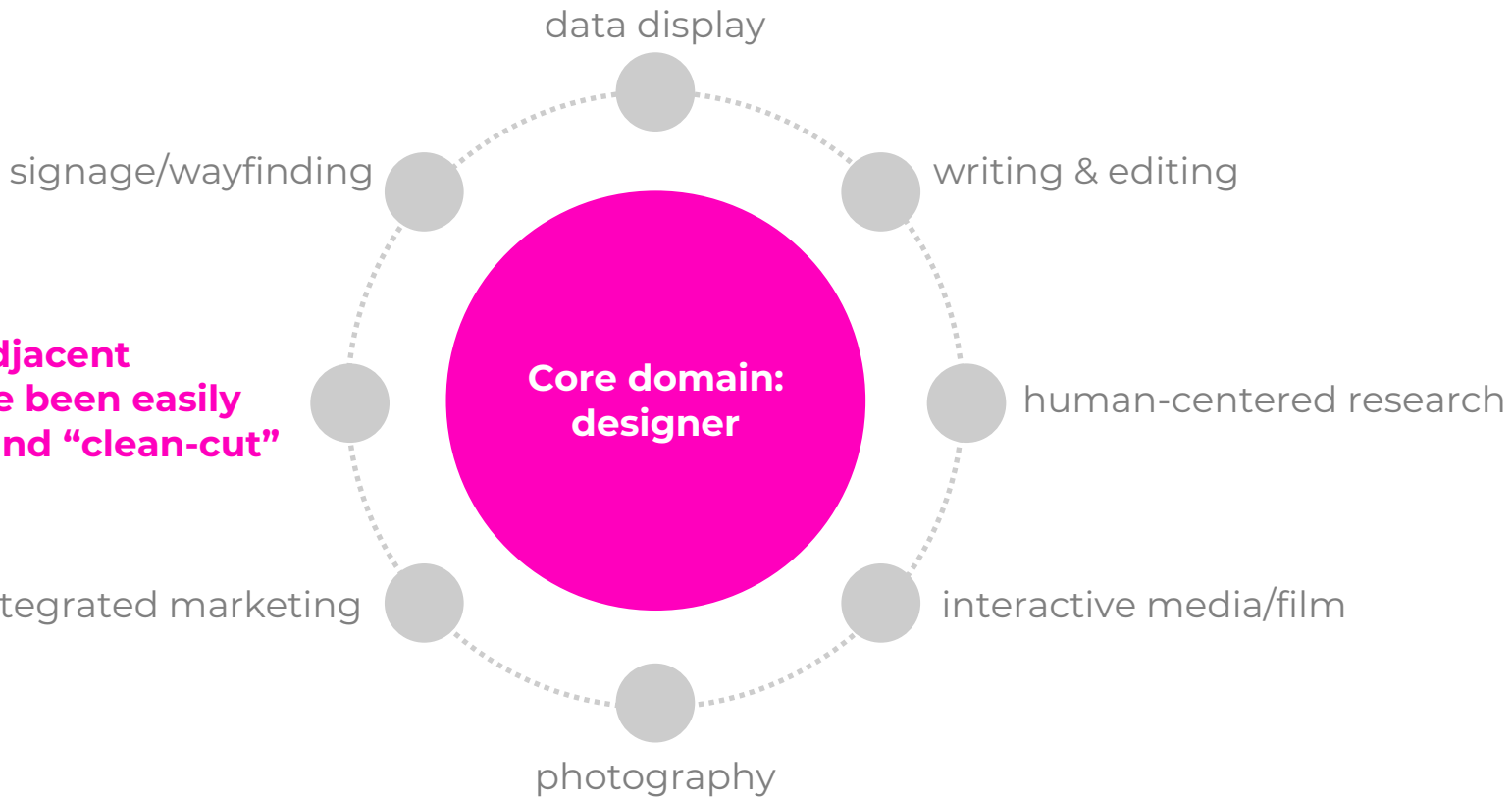
Typography
Composition
Color theory
Symbols/iconography
Info architecture



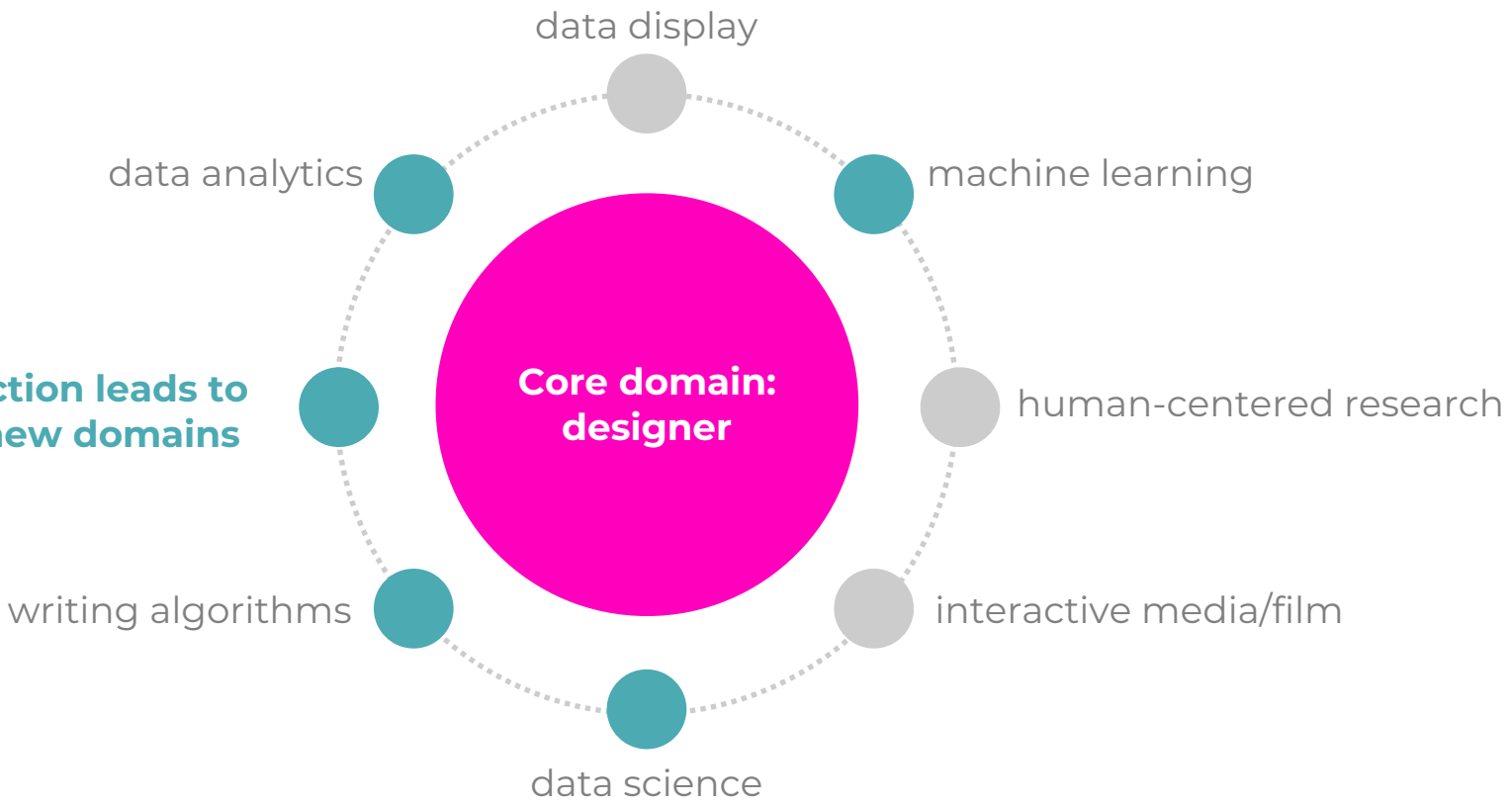
Applied to

Information design
Web/interactive design
Brand/visual identity
Packaging
Signage/way-finding
Publication design

Traditional adjacent domains have been easily understood and “clean-cut”



Smart/Connection leads to mash-ups of new domains



What’s unique about an app from a design POV?

Small is beautiful.

But Apps can be pretty fully loaded packages.

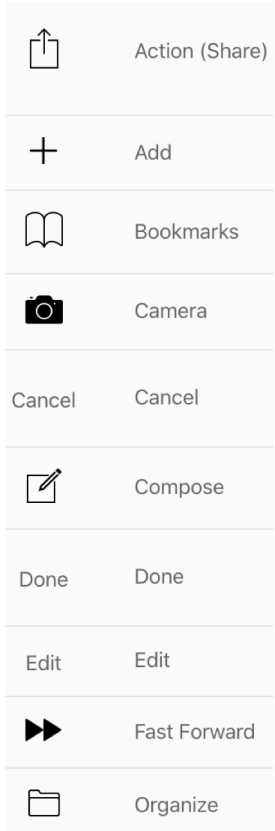
The way in which we are able to unpack them is what separates the good from the bad.

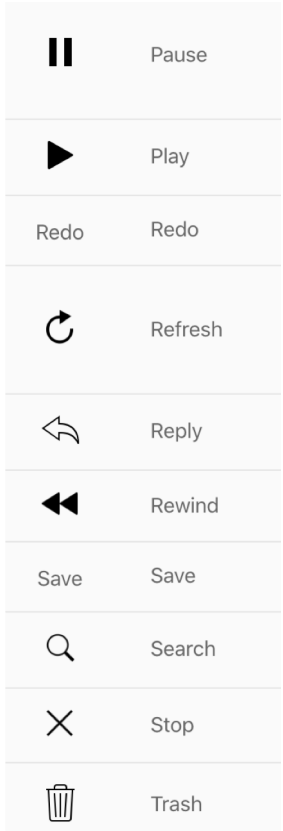
https://www.thesun.co.uk/motors/2750403/world-record-most-people-in-a-smart-car/

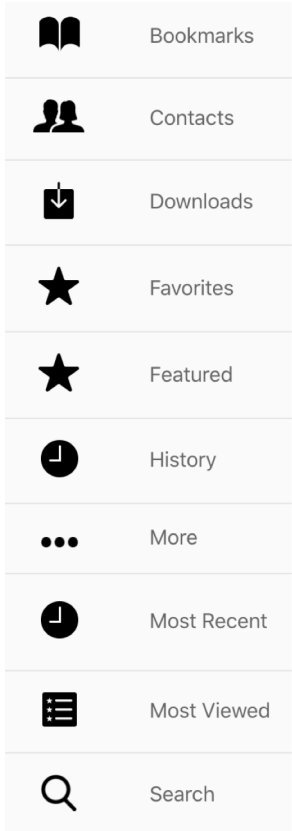
Visual conventions

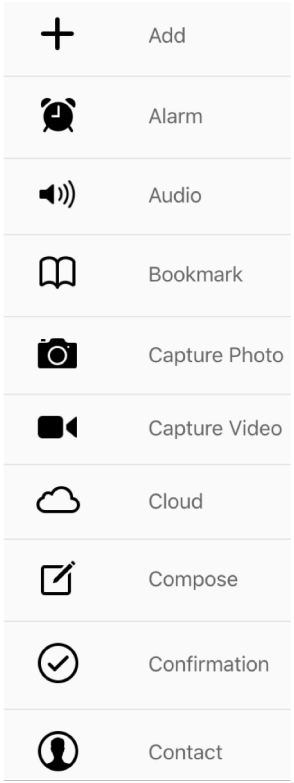
include navigation tools, layers, transparency, progress bars, alert overlays, etc.

https://developer.apple.com/design/human-interface-guidelines/ios/icons-and-images/system-icons/





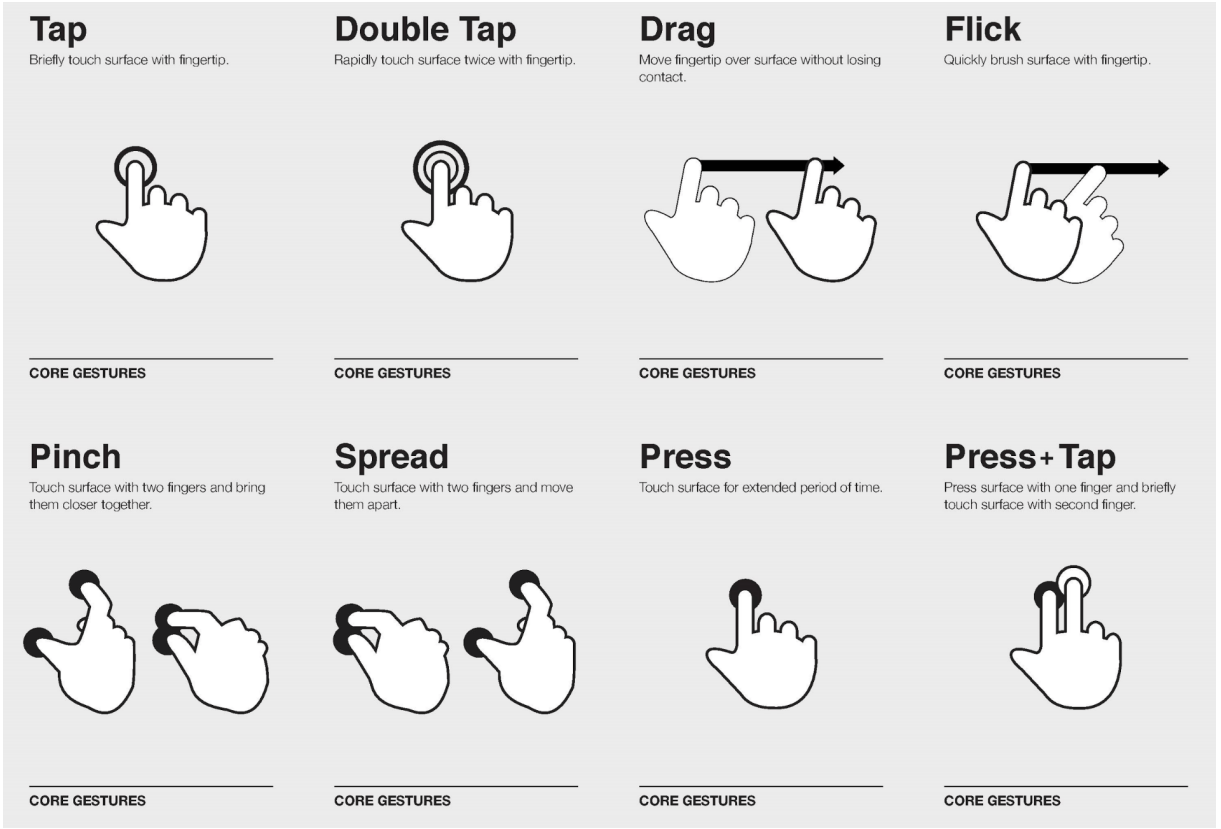




Gestural conventions

Gestures include tap, drag, flick, swipe, double tap, pinch, touch & hold, shake.

https://www.smashingmagazine.com/2016/10/in-app-gestures-and-mobile-app-user-experience/



Mobile apps are the epitome of “less is more.”

Less is more

Everything should have purpose.

Simplicity & clarity assist the user.

Communication is focus.

Content carries the personality.

So what makes for a good one?

Correct alignment of:
Purpose
Expectation
experience

How do we get there?

Creating something that appears simple & beautiful takes a lot of time, and iteration, and editing, and testing, and prototyping, and refining

Good Design is as little design as possible.