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# Mobile & Mobility

## A short overview





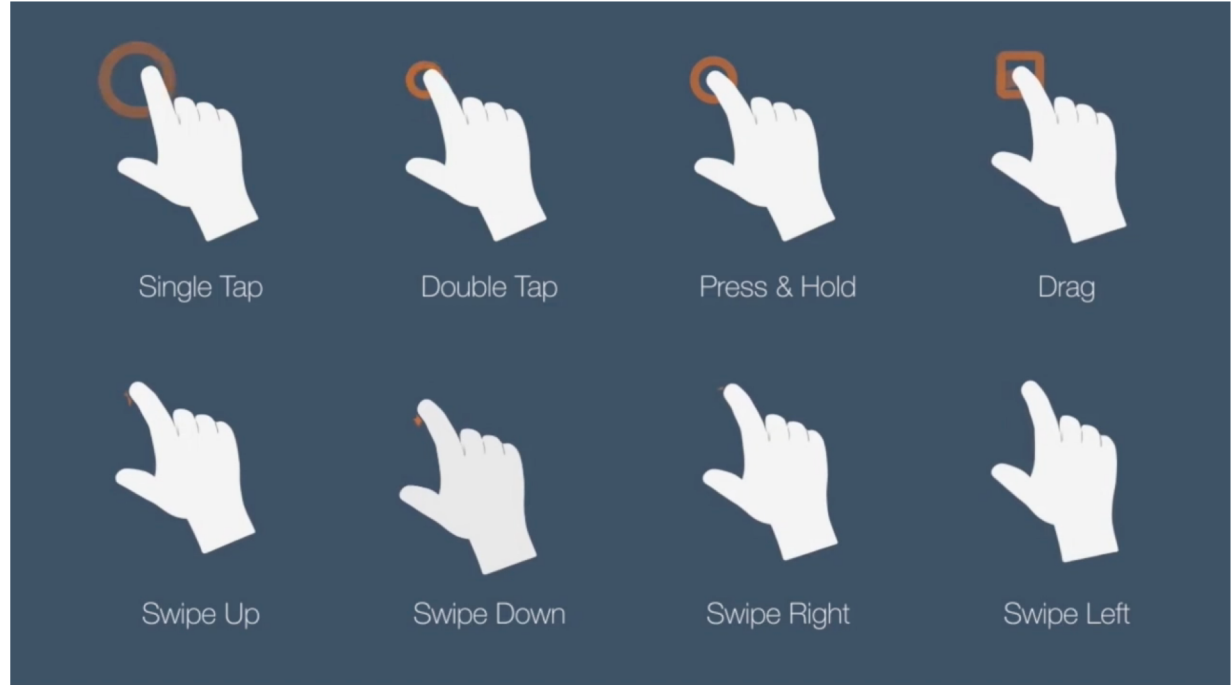


**1987 Psion EPOC had a basic application, a diary**

**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**  
**1990s– 2000: GenY / Millenials**  
**2000 – now: iGeneration**

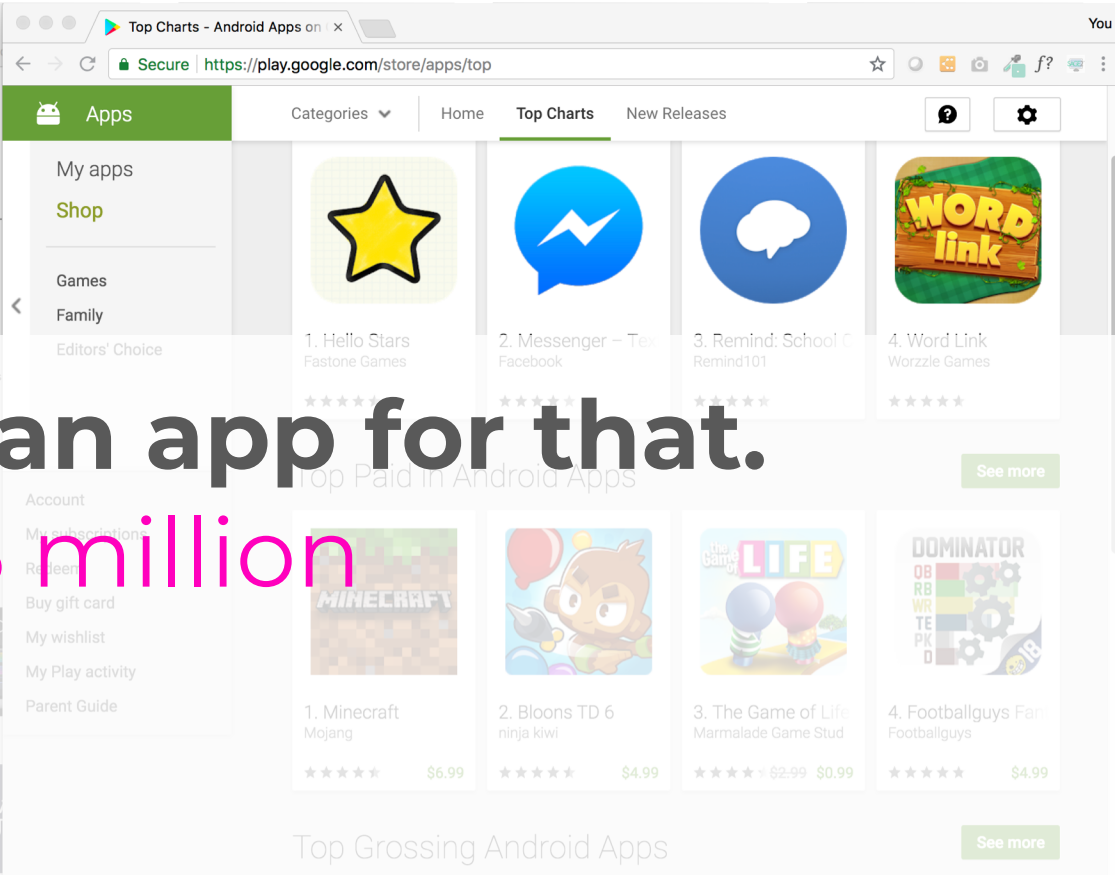
**Different generations often understand devices and apps differently due to past knowledge and experiences**

<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 3.3 million

We are living in a smart/connected world.

It will stretch your set of skills as a designer.

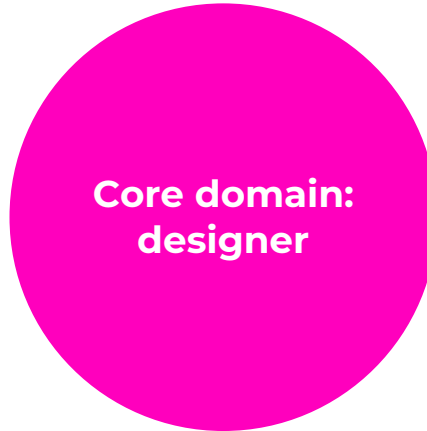


<https://nypost.com/2017/09/27/20-smart-home-products-you-can-control-from-your-phone/>



## Skills

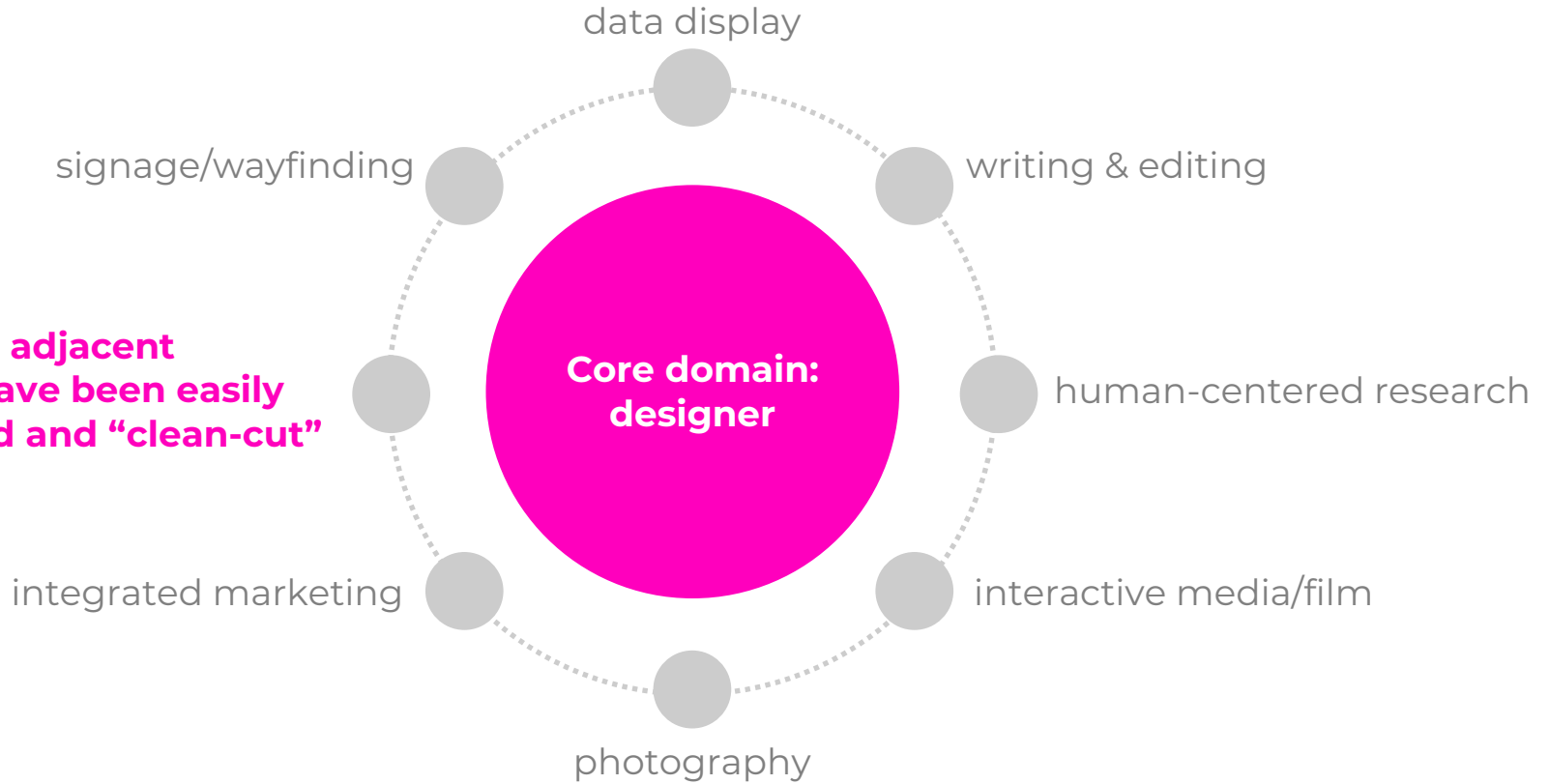
Typography  
Composition  
Color theory  
Symbols/iconography  
Info architecture



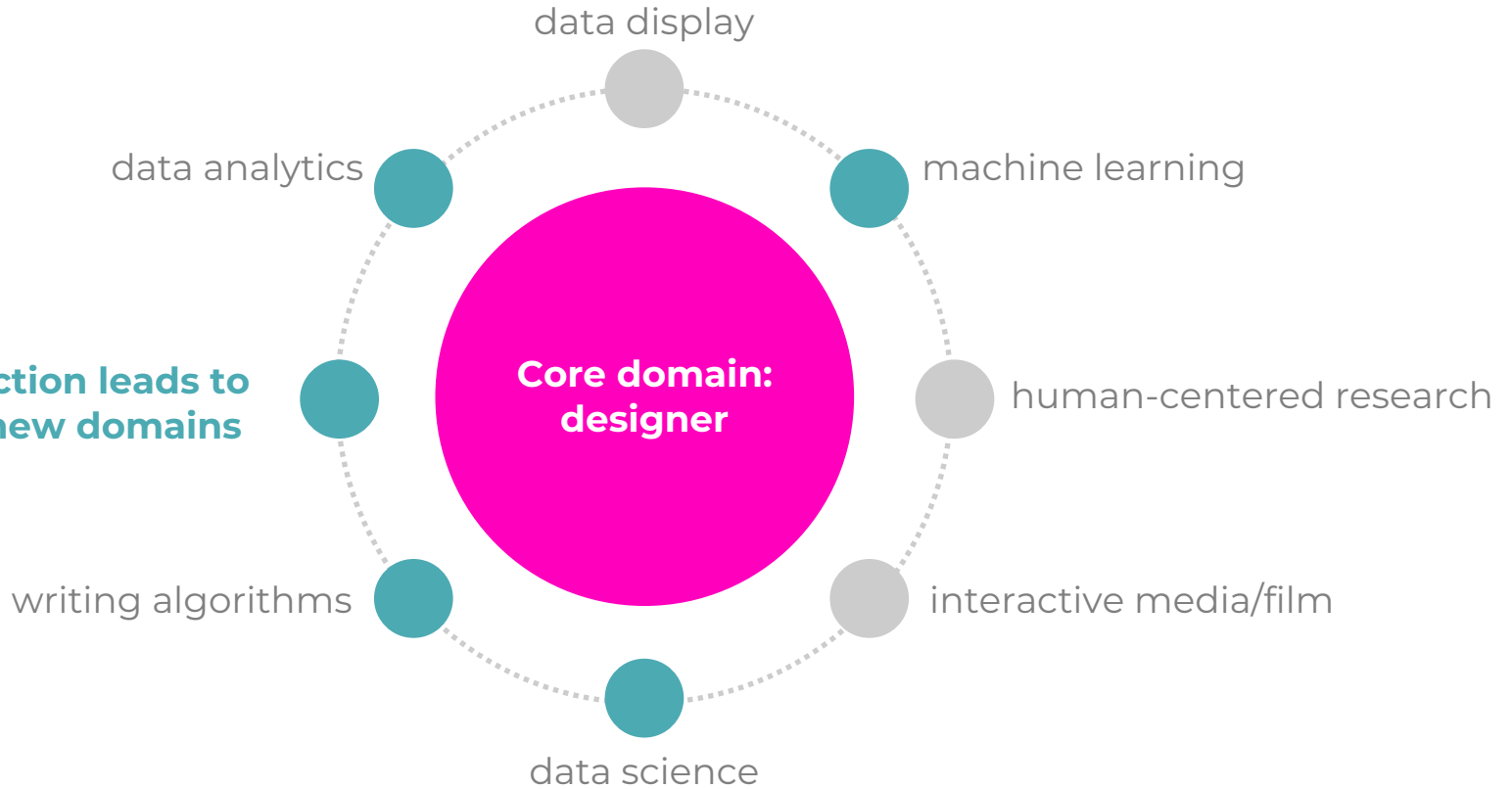
## Applied to

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/>

	Action (Share)
	Add
	Bookmarks
	Camera
Cancel	Cancel
	Compose
Done	Done
Edit	Edit
	Fast Forward
	Organize

	Pause
	Play
Redo	Redo
	Refresh
	Reply
	Rewind
Save	Save
	Search
	Stop
	Trash



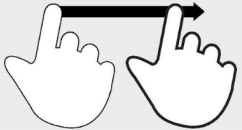

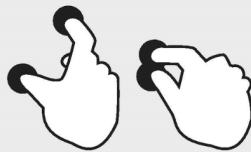
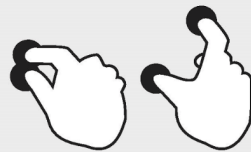


	Bookmarks
	Contacts
	Downloads
	Favorites
	Featured
	History
	More
	Most Recent
	Most Viewed
	Search

	Add
	Alarm
	Audio
	Bookmark
	Capture Photo
	Capture Video
	Cloud
	Compose
	Confirmation
	Contact

## 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/>

<h3>Tap</h3> <p>Briefly touch surface with fingertip.</p>  <p>CORE GESTURES</p>	<h3>Double Tap</h3> <p>Rapidly touch surface twice with fingertip.</p>  <p>CORE GESTURES</p>	<h3>Drag</h3> <p>Move fingertip over surface without losing contact.</p>  <p>CORE GESTURES</p>	<h3>Flick</h3> <p>Quickly brush surface with fingertip.</p>  <p>CORE GESTURES</p>
<h3>Pinch</h3> <p>Touch surface with two fingers and bring them closer together.</p>  <p>CORE GESTURES</p>	<h3>Spread</h3> <p>Touch surface with two fingers and move them apart.</p>  <p>CORE GESTURES</p>	<h3>Press</h3> <p>Touch surface for extended period of time.</p>  <p>CORE GESTURES</p>	<h3>Press + Tap</h3> <p>Press surface with one finger and briefly touch surface with second finger.</p>  <p>CORE GESTURES</p>



**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

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**Good Design is as little  
design as possible.**

