

Even though mobile UX design is an umbrella category, according to the website UXdesign.cc, it's important to remember that there are two different kinds of design in this category which include app design and mobile website design. Today, there are thousands upon thousands of apps people can download. Because of this the app must not only offer a unique experience but also be worth the customer's time and device storage. App and tablet use are on the rise worldwide and this will only continue to increase. According to Fortune.com only 75% of users use a downloaded app more than once. This is why mobile design is so important.

Like with most products, you want to put the user first as they will be the ones using the product. Catering to the user's needs lessens the chance of that user moving to a different website, app, or activity in general. One of the first and most important tasks is to make navigation intuitive. In other words you want the user to be able to navigate around the app or website with ease and without problems or frustration. One way this can be achieved is by using symbols and icons that people recognize. These can include a hamburger menu, home icon, or speech bubble. Secondly, you want to make sure things work seamlessly for mobile, tablet, and web use. This not only allows ease of use for customers but also helps one to build trust within a brand. If one were to use and experience a design via mobile app and then use and experience a completely different design via web, one will probably have many questions to say the least.

You also want to focus on user goals because a mobile app and website goals are different. For example, if you are using a restaurant app you have limitations of what you can do. These may include viewing the menu, making a reservation, or getting directions. On a website one has a lot more options such as looking up a brand or company's history. This is why you want to determine why and how the customer will be using your product. A mobile device offers convenience and ease of use. In this case one goal could revolve around eliminating the need for a customer to enter information they use frequently such as login or payment information or even orders. Another important aspect is user personalization. It not only boosts user experience but can help with marketing goals and overall return.

As many people are well aware, life is difficult enough as it is. You do not want to make things even more difficult because you are using an app or a website. The solution for this is a very simple concept which is try and make things easier! Eliminate anything that is not vital or over complicates what is trying to be done. One way some apps do this is by using the camera feature on your phone in order to enter a credit card. For an app you do not need to include every single screen the app has but rather focus on a few key screens. This will offer enough information for the vast majority of users. Additionally, you also want to only use gestures that people are used to using such as scrolling or pinching. Again, why make things more difficult? Going off of this you also want to be aware of how you design the layout. Put icons within reach of your thumb and not at the top of the screen. As someone who uses their phone a lot I can't tell you how annoying it is to have to move your entire hand in order to hit a certain icon. Lastly, you want things to work fast as many people do not have the patience to wait around for a screen to load. We are also way beyond that technologically.