Ситник Анастасія Леонідівна

Київський національний університет

технологій та дизайну (м. Київ)

Науковий керівник – доцент Корнєєва І. О.

MOBILE DESIGN (UX)

Every day, the technology and tools to create apps are becoming more easily accessible and more user-friendly, the main goal of mobile designer is to make everything easy in use and clear. And mobile design is a subject in which we can see how much does appearance and aesthetics side intersect with practical functions. Mobile user experience (UX) design refers to the design of positive experiences during the use of mobile devices and wearables, and applications or services running on such devices [1]. The mobile market, like the contexts in which mobiles are used, places unique requirements on the design of the user experience.

Mobile UX design focuses strongly on efficiency and discoverability. Efficiency of an application is a peak level of performance that uses the least amount of inputs to achieve the highest amount of output. Discoverability, in design, refers to users' ability to find key information, applications or services and if the designer fails to find the courage to prioritize, the result is a design where nothing is easy to discover or to use [2].

And what about appearance? The less is better. Flat design is on the top of a hill in mobile trends. Simple forms, light gradients and modern fonts have a great impact on user experience. Simple navigation provides an obvious way of moving between screens and finding the desired items as mobile users must go and forth within the same window. It is not necessary to display every possible information on the interface. Organizing the content will provide the user with a clear understanding of the available features.

When we are talking about smartphones and tablets we should not forget about importance of finger position and gestures. Our thumbs are the key to how we interact with our mobile touchscreen devices. Hoober's research shows that 49% of people hold their smartphones with one hand, relying on thumbs to do the heavy lifting [3]. With this understanding of hand placement, we can conclude that certain zones for thumb movement apply to most smartphones. The gesture: tap, double-tap, swipe, drag, pinch and press. Gestures enable us to engage with technology through our sense of touch.

In conclusion, mobile design is a little bit more about effective user experience then about beauty of an app. First of all it needs to be efficient and discoverable. While enterprise design is continuously transforming, not all applications are truly mobile ready, yet. It's a slow process to make the necessary changes that allow users to adapt to new experiences and to develop a set of basic but versatile rules for every mobile app designer.

REFERENCES

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