

UI guidelines to build Your App

Android Design

GET STARTED ^

Creative Vision

Design Principles

UI Overview

STYLE v

PATTERNS v

BUILDING BLOCKS v

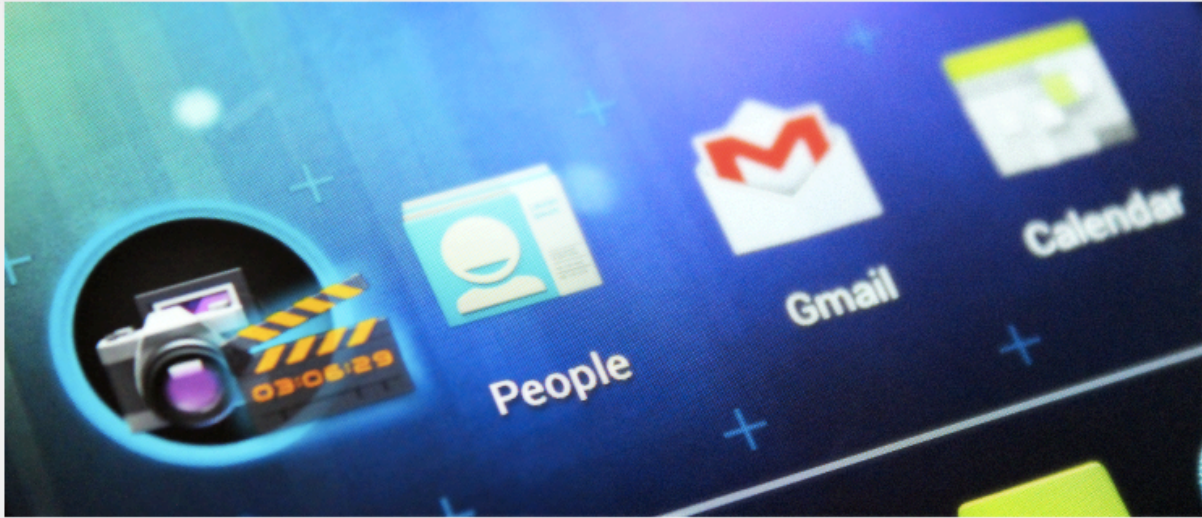
DOWNLOADS

DEVELOPERS

Creative Vision

< PREVIOUS

NEXT >



Ice Cream Sandwich (Android 4.0) marks a major milestone for Android design. We touched nearly every pixel of the system as we expanded the new design approaches introduced in Honeycomb tablets to all types of mobile devices. Starting with the most basic elements, we introduced a new font, Roboto, designed for high-resolution displays. Other big changes include framework-level action bars on phones and support for new phones without physical buttons.

We focused the design work with three overarching goals for our core apps and the system at large. As you design apps to work with Android, consider these goals:



UI guideline docs in iOS



App Design Process

- Create an Application Definition
- List All the Features You Think Users Might Like
- Determine Who Your Users Are
- Filter the Feature List Through the Audience Definition
- Review
- Prototype and Iterate
- EVALUATE!



Example

- “Help People Shop for Groceries”
- Features: *CreatingList*, *GettingRelatedRecipes*, *GettingCoupons*,...
- Who needs it?: *PennyPinching*, *Gourmet*, *BusyMom*, *Single people*
- Filter the Feature List by choosing target audience: *Thrifty People*
- Prototype, Iterate
- EVALUATE! : *Y*ourself, *F*riends, *G*roup of *P*otential *U*users



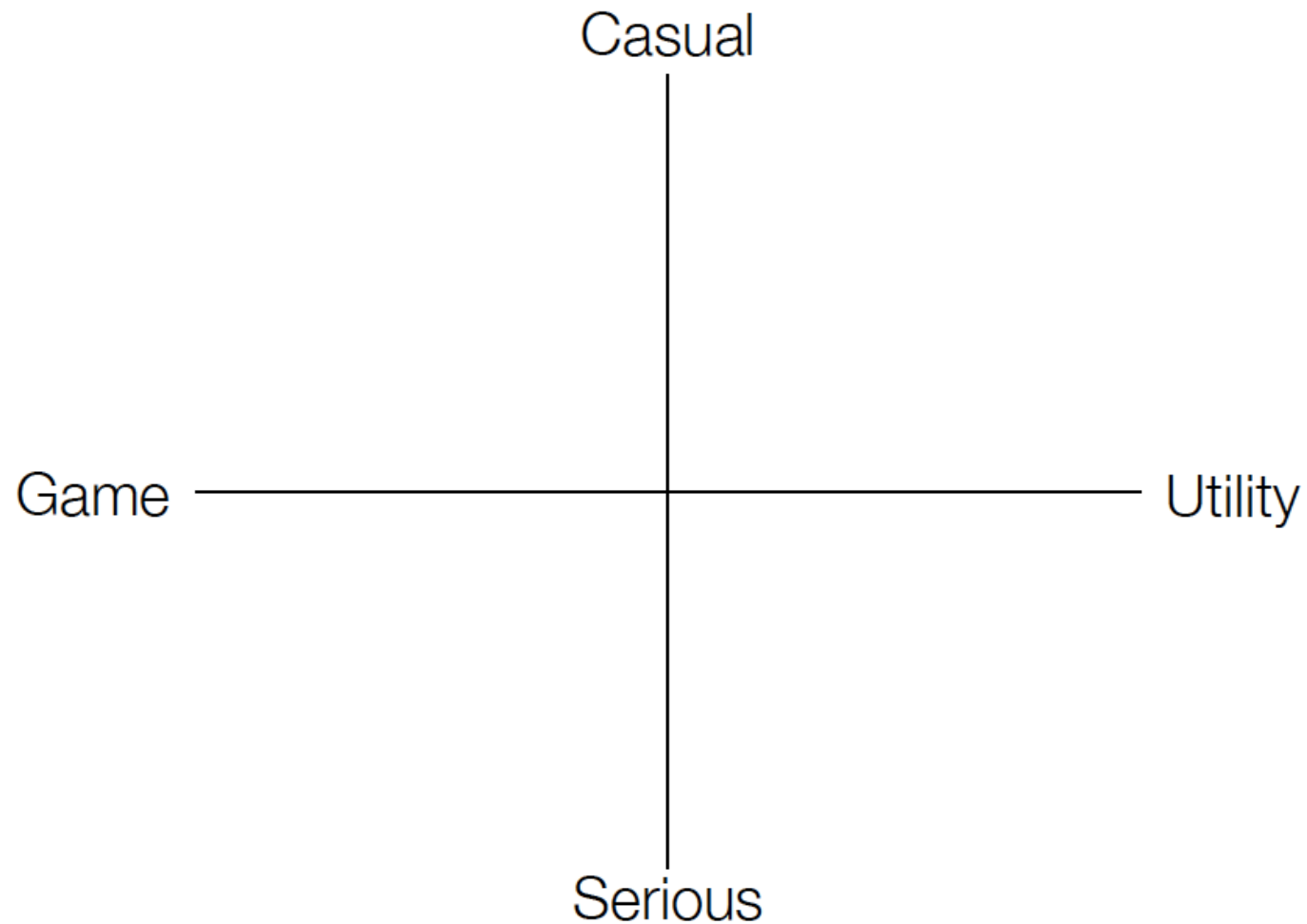
Extreme Use Cases

- 60 SECONDS use case
 - Soccer match scores, weather, stock quotes..

- 60 MINUTES use case
 - Video watching, Reading (emails) , Writing (blogs) , making dinner plans..

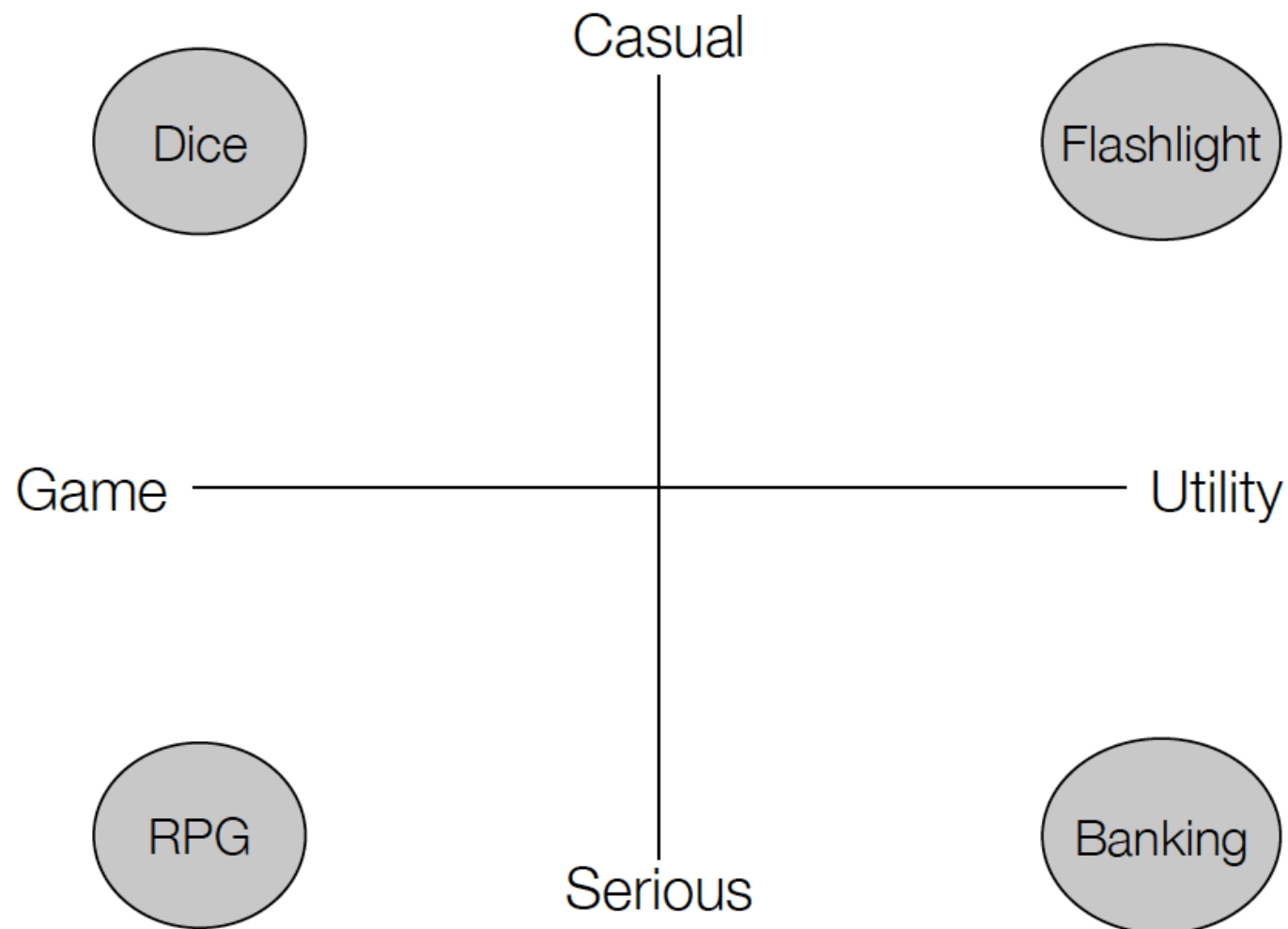


Extreme Use Cases





Extreme Use Cases





12 Myths of Mobile User-Interface Design

Over the years (2005 A. Marcus and adapted)

- Users want power and aesthetics. Features are everything
- What we really need is a Swiss army knife
- 3G is the future!
- Focus groups and other traditional market analysis tools are the best way to determine user needs
- If it works in New York, it will work anywhere
- The killer app will be games, --er, no, I mean, nightlife, or gps.... uh...
- Mobile devices will essentially be phones, organizers, or combinations, with maybe music/video added on
- The industry is converging on a UI standard
- Highly usable systems are just around the corner
- One operating system will dominate
- Mobile devices will be free-or nearly free
- Advanced data-oriented services are just around the corner



APP concept: Create a Story

I want to easily create a shopping list easily, quickly and share it with my family.

I want to check how much exercise while I go to work, do sports and share it with my doctor

I want to know where is the cheapest gas station wherever I am considering the mileage to reach it.

I want my camera to tell me when is the best timing/lighting for me to shoot a picture

I want to plan my next summer vacation in the countryside and select from friends' advices and social websites

I want to monitor and improve my mnemonic skills



The Story; Where and When

- At the office during a meeting
- At home, with my kids
- On Vacation with my friends
- 24/7
- A teacher with 1-10 grades students in class
- Recruiter on face-to-face interviews



UI prototyping: Wireframing

UI schema of application

- Visual layout and its elements (e.g. action bars)
- Functions of the elements (e.g. input text box)
- Navigation flow and rules
- Effect of interaction context on the visual state

DOES NOT focus on graphics **RATHER** on app use
action dynamics and behavior in context

HOW: pencil, drawings, board and tools



Homework

- Select **three** smartphone (Android) apps and rate them (1-5). Why you like, What it does for you, etc..
- Upload along with your project report/apk



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