

Intro

Forum Nokia & Mobile User Experience

Andreas Jakl

Senior Technical Consultant
Forum Nokia

17 June, 2010
v2.0.2

Thinking Mobile



Mobile Requirements

- **Limited resources**
 - CPU: 220 MHz – 1 GHz, 64-256 MB Ram
- **No hard disc**
 - Therefore no virtual (= “unlimited”) memory
- **Power management**
 - Battery life, data safety in case of power loss is an issue
- **Compact**
 - Not much room for UI and the application itself
 - Reuse of common components important
- **Reliability**
 - Phone functionality always highest priority
 - “Always on”

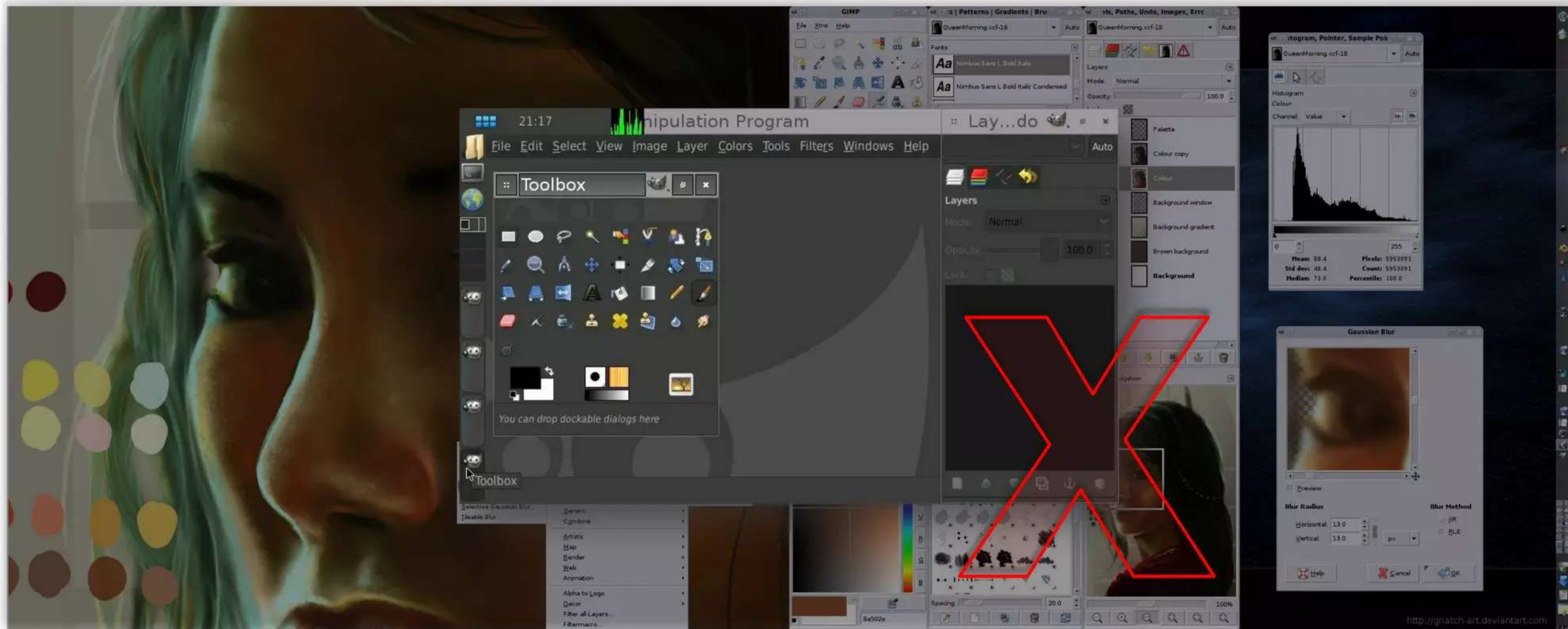


Mobile UIs

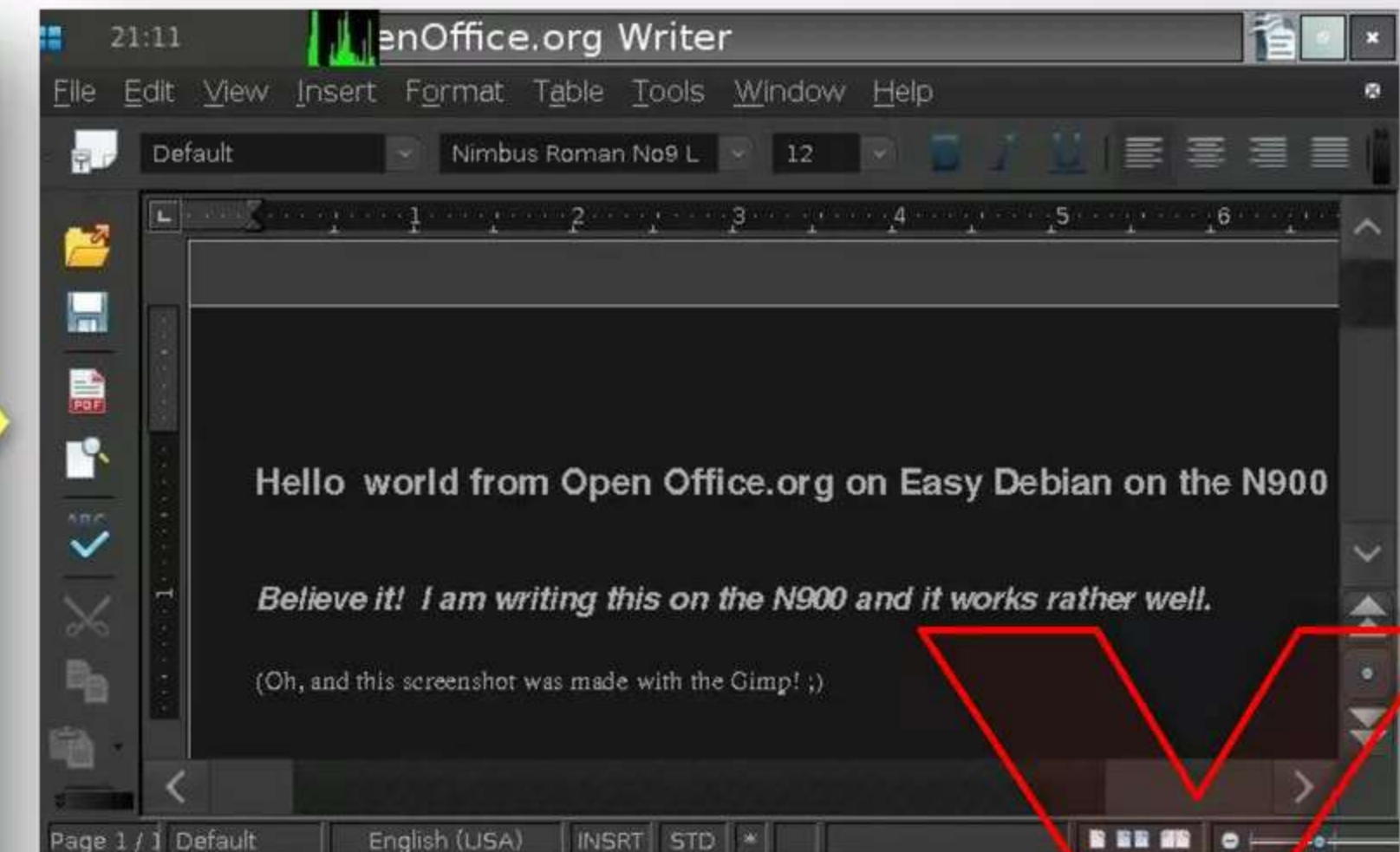
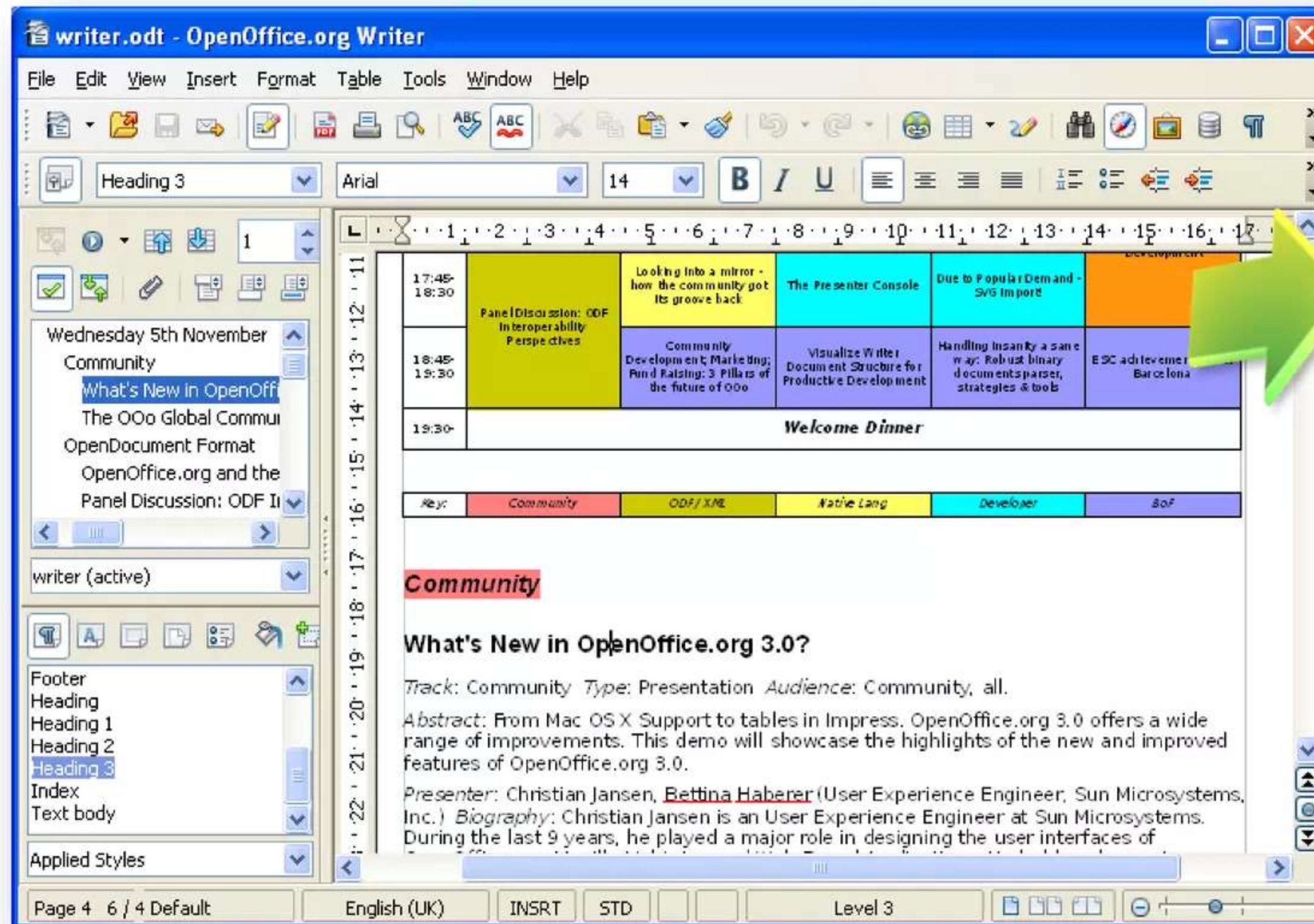
- **Maemo = Debian Linux**
 - **Recompile and run desktop Debian applications on a mobile device**
 - Qt-based UI: no code changes necessary
- **But: desktop != mobile**
 - Screen size
 - Size of individual elements
 - Key modifiers for mouse clicks
 - Hover effects, previews
 - Usage scenarios



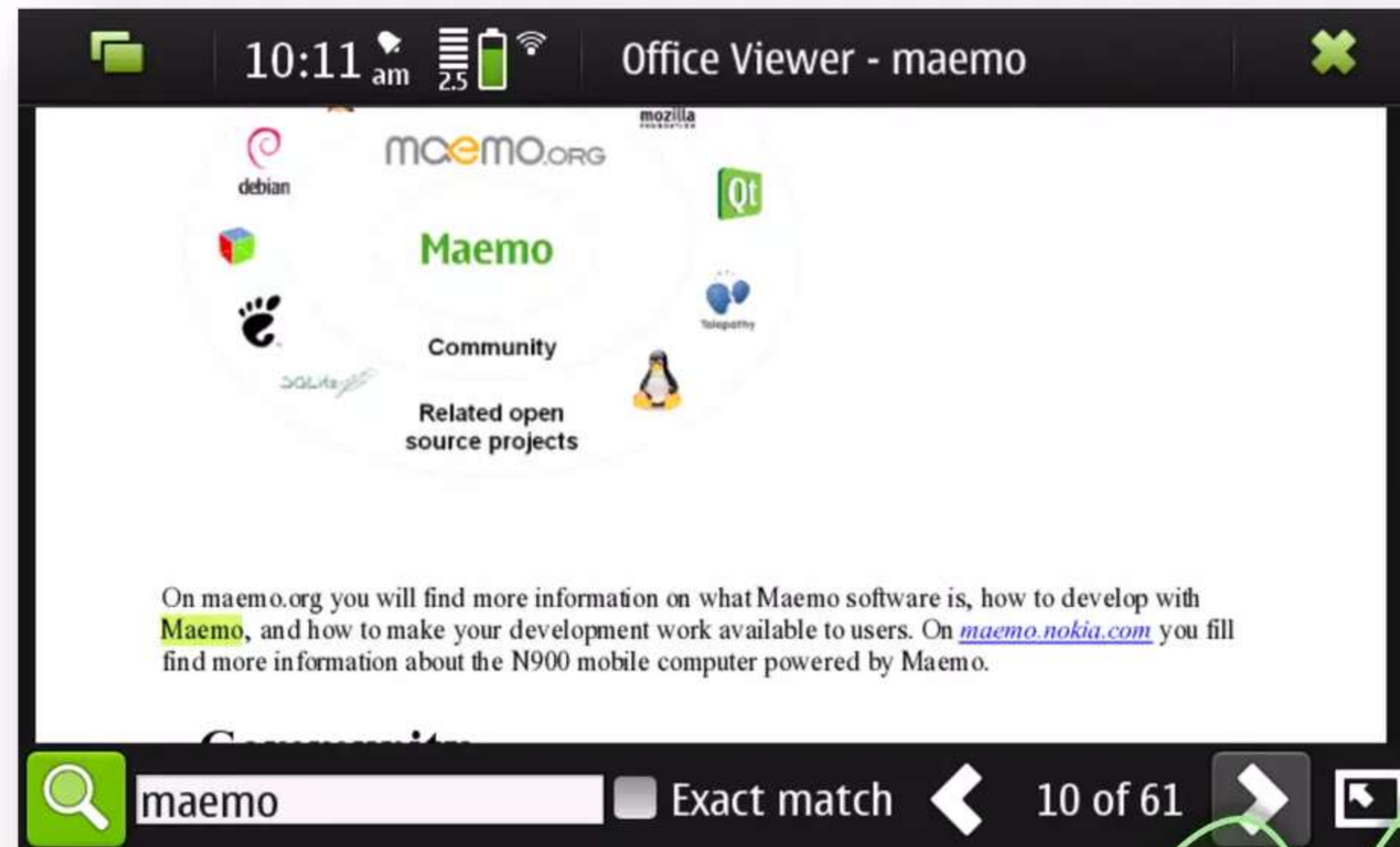
Gimp: Desktop to Mobile



OpenOffice: Desktop to Mobile



KOffice Viewer with Adapted UI



What does UX for mobile mean?

- Functionality, ease of use – emotional connection
- Design for the user, not the technology
- Consider your concept and your interactions, and check against them at every stage of development
 - Users
 - Device UI context
 - Service usage context



Design Center



<http://www.forum.nokia.com/Design/>

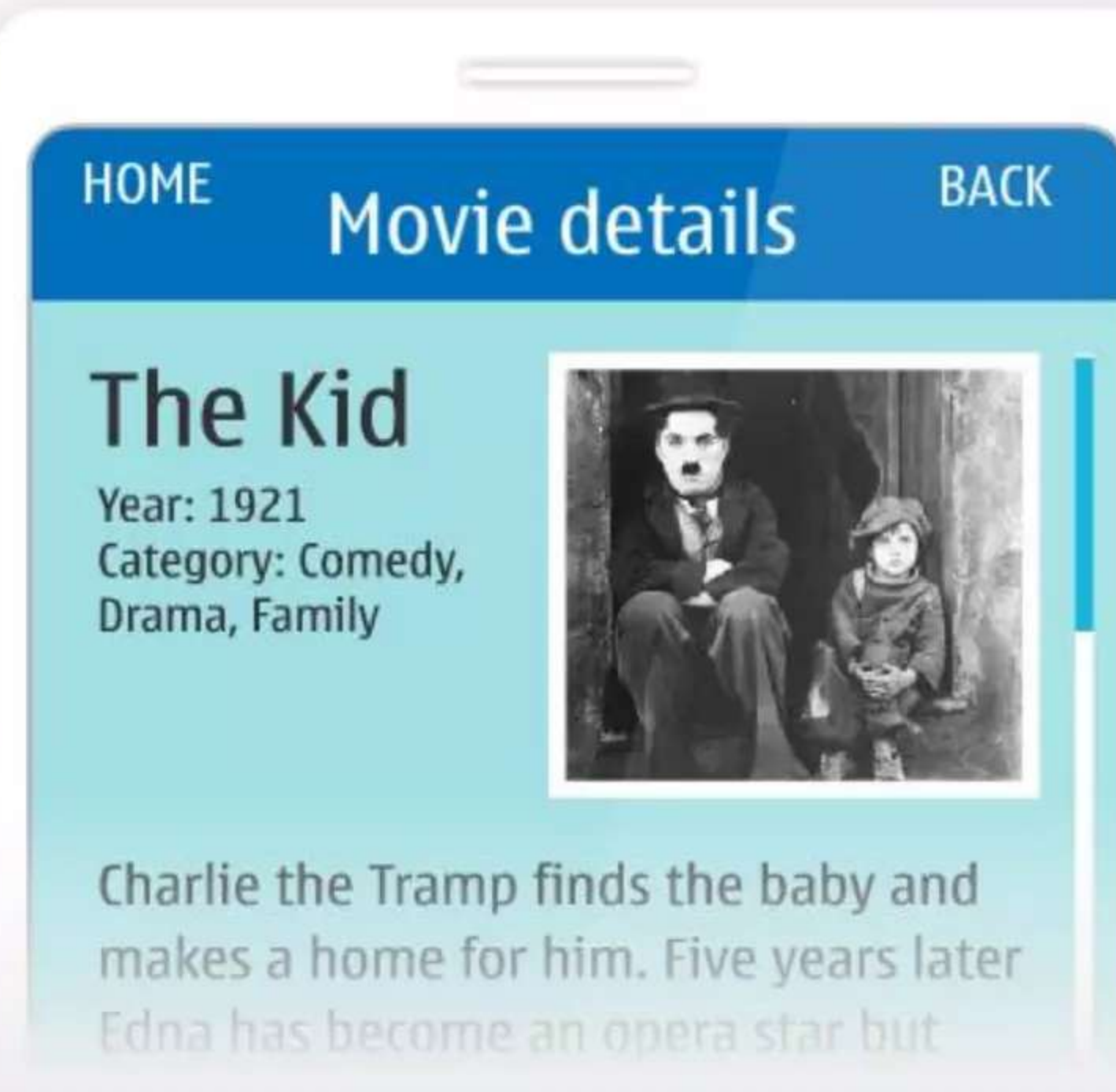
User Experience

forum.nokia.com/ux

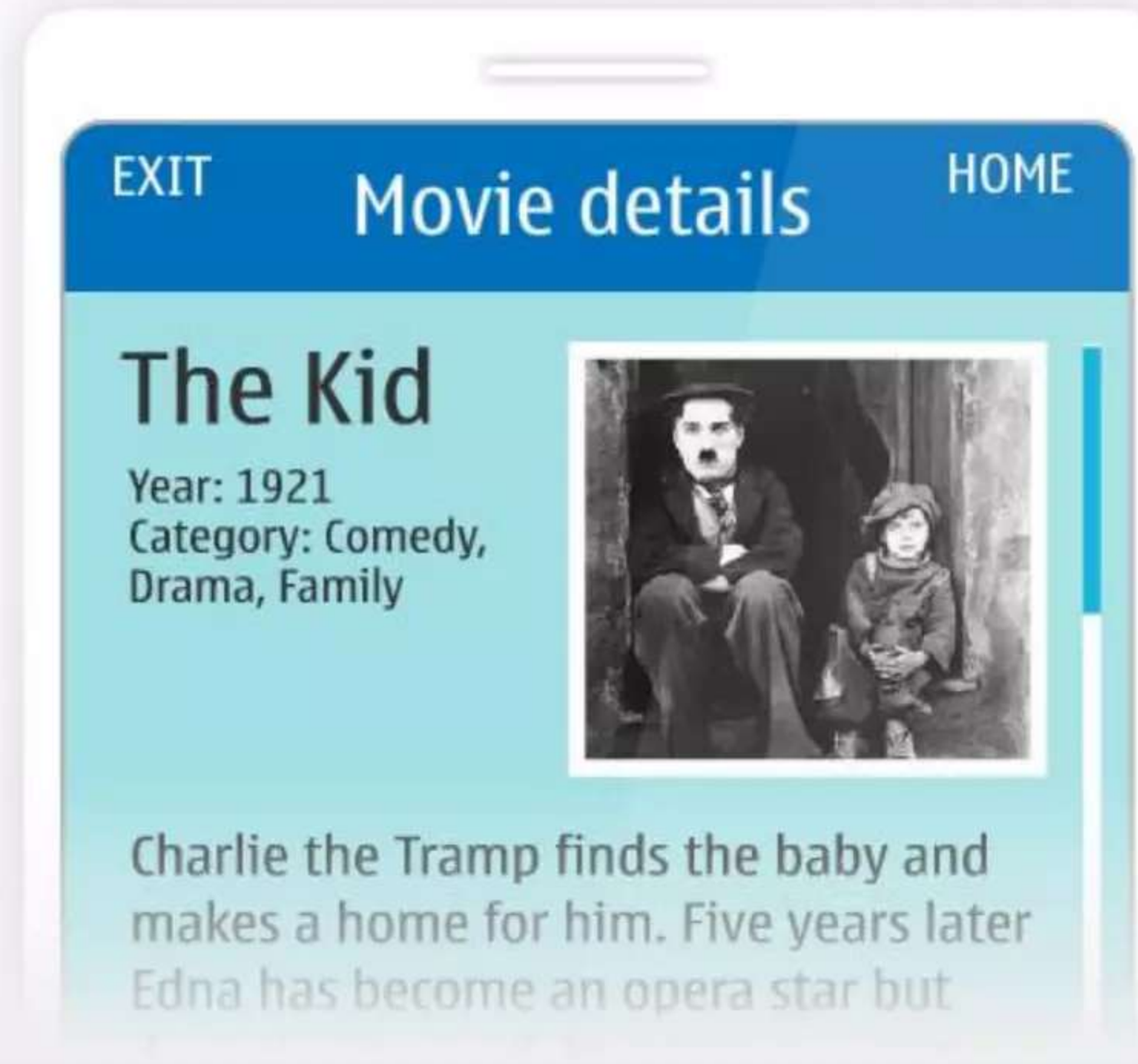


Which is better for Nokia devices?

A:



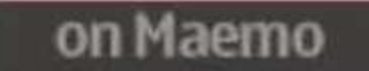
B:



Design Gallery

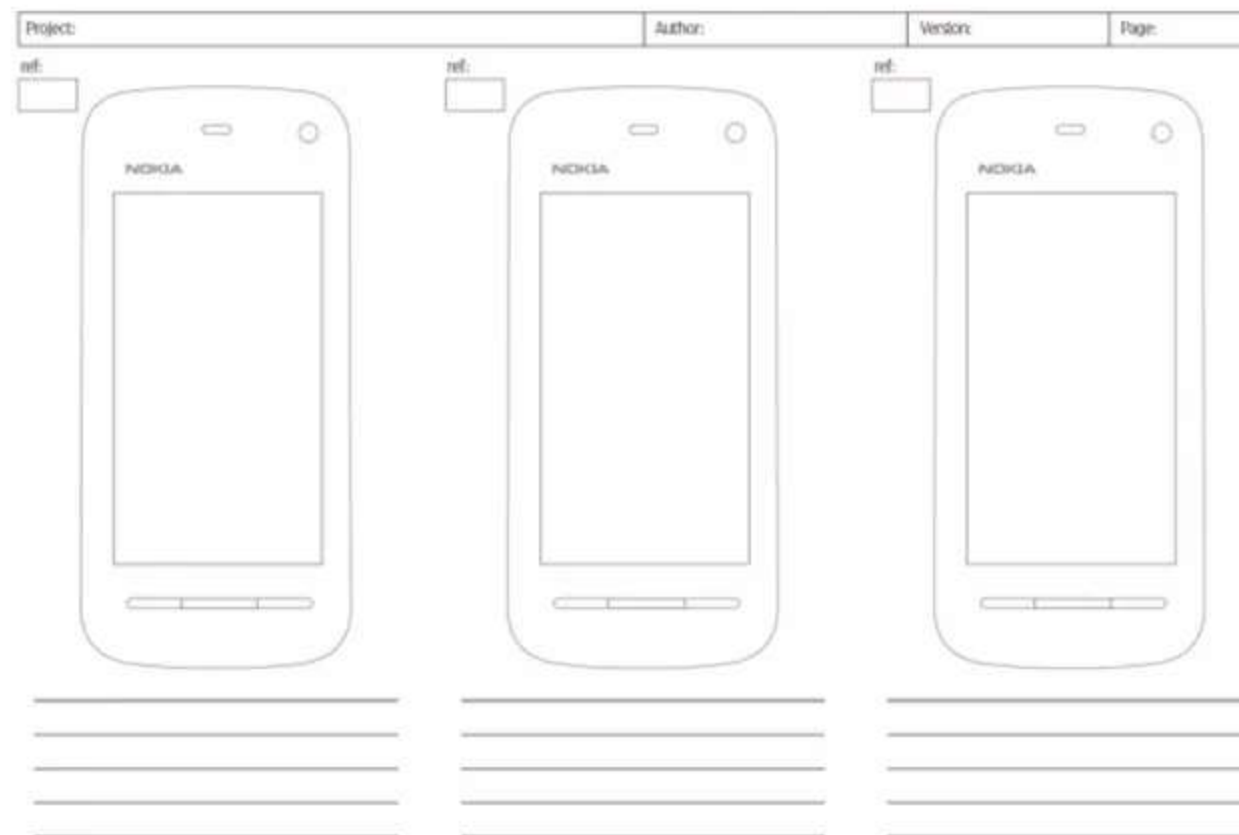
Design Gallery

Time / Newest First  Platform  Region  Alphabetical 

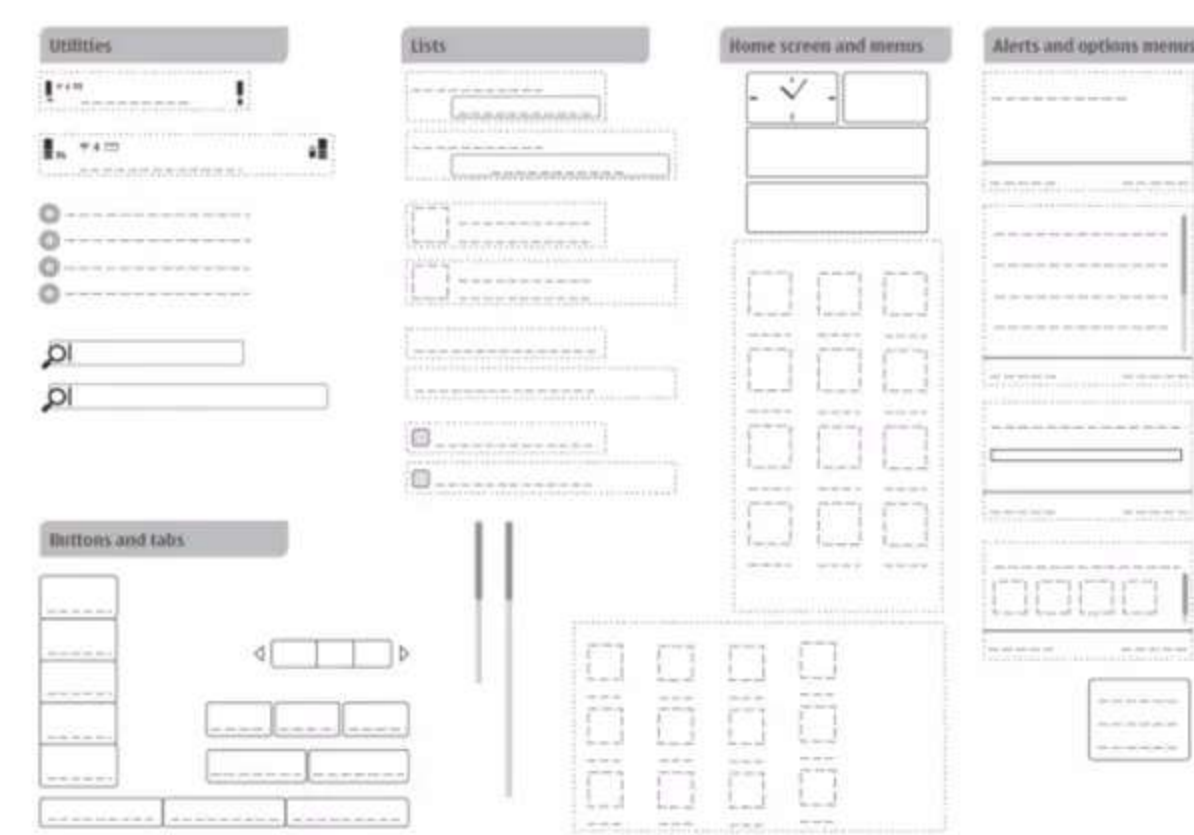
JUN 2010				MAY 2010			
APR 2010				MAR 2010			
FEB 2010				JAN 2010			

http://www.forum.nokia.com/Design/Design_gallery/

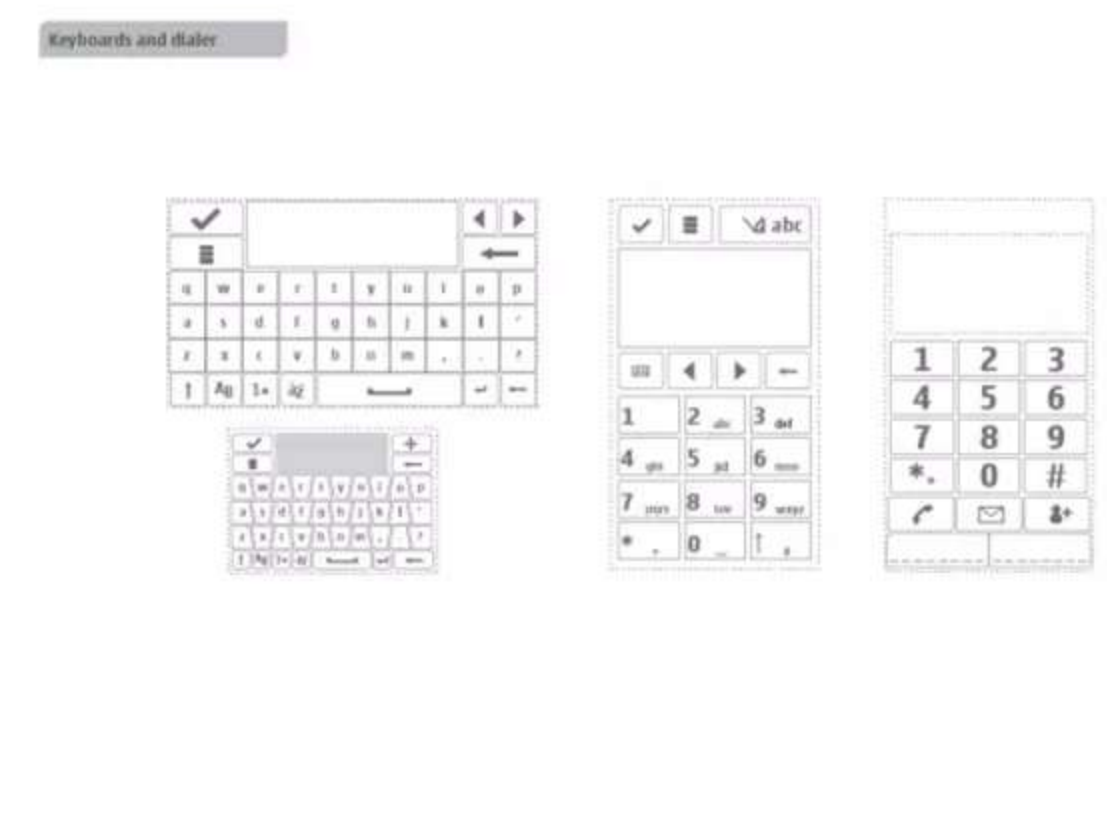
Design and Paper Prototyping Templates



Forum Nokia Design and Paper Prototyping Templates - Touch template: Portrait



Forum Nokia Design and Paper Prototyping Templates - Touch: Components



Forum Nokia Design and Paper Prototyping Templates - Touch: Keyboards

http://www.forum.nokia.com/Design/Design_process/Getting_started/Conceptual_design.xhtml

Mobile Web Templates

High-end



Mid-range



Low-end



http://www.forum.nokia.com/Develop/Web/Mobile_web_browsing/Web_templates/

Mobile Web Templates – Layouts

Corporate



News



Online store



Corporate



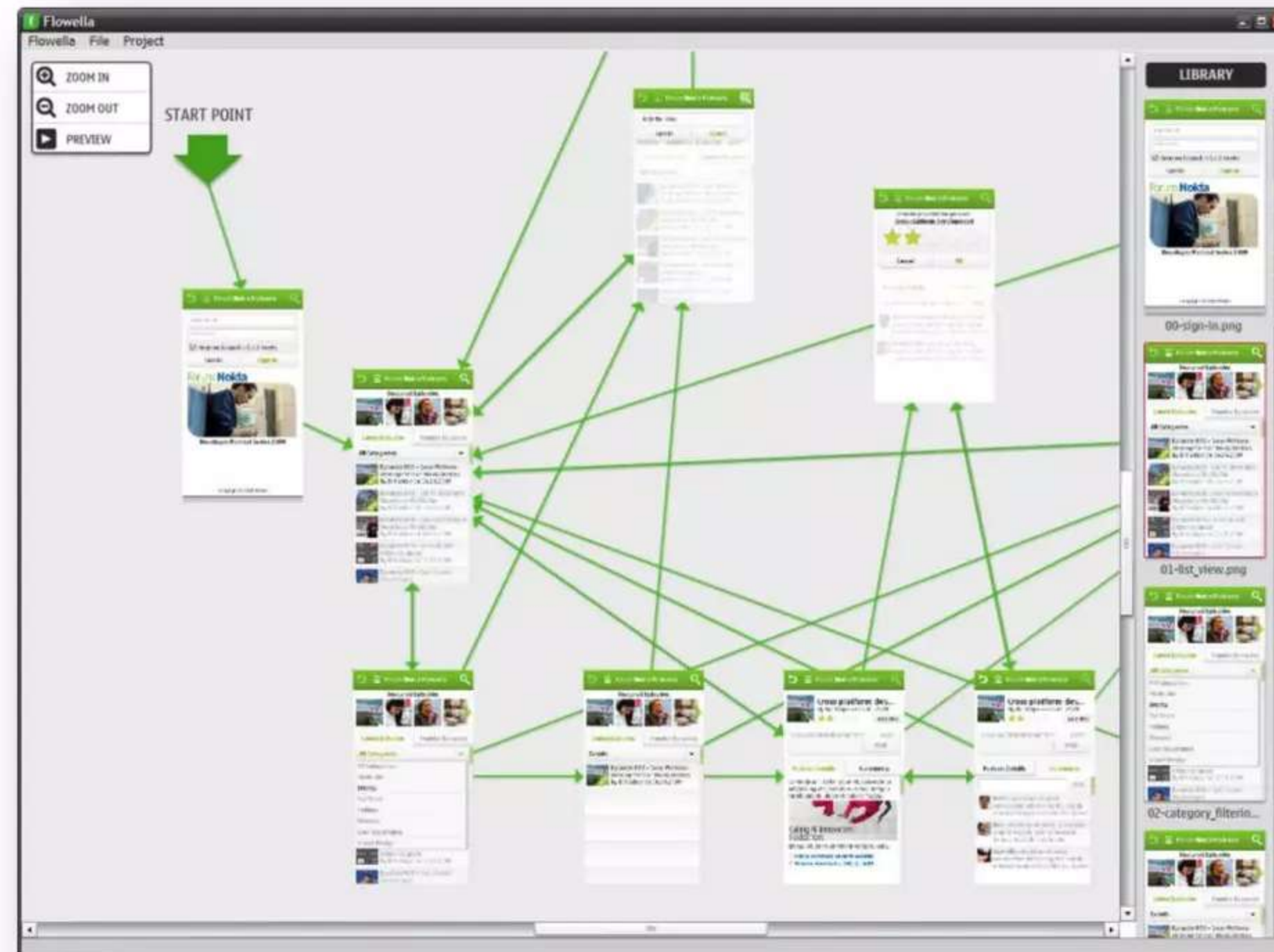
News



Online store



Flowella – Task Flow and Prototyping



<http://www.youtube.com/watch?v=xmuJwKYjiW0>

http://www.forum.nokia.com/Library/Tools_and_downloads/Other/Flowella/

User Experience Validation

- **A UX expert will review your app using:**
 - User Experience Evaluation Model
 - Mobile Heuristics
 - Relevant UI Style Guides
- **Purchase review for any app:**

http://www.forum.nokia.com/Design/User_experience_program/User_experience_services.xhtml



Behaving on a Mobile Device

- **Quality Assurance for publishing**
 - Performed for all app stores
 - Includes technical and user experience tests
- **Self-testing guidelines**
 - Symbian Signed:
<http://tiny.symbian.org/testcriteria>
 - Java Verified test criteria:
<http://javaverified.com/Testing>



Symbian Signed Test Criteria

- **Phone usage is critical! Examples:**
 - No disruption to voice calls
 - No disruption to text messages
 - No disruption to key device applications (messaging, contacts, calendar, web)
 - Un-installation leaves (nearly) nothing behind
 - Application visible in task manager as long as it is running

SYMBIAN SIGNED

Java Verified Test Criteria

- **Even stronger focus on user experience**
 - Application must not crash or freeze
 - No excessive battery consumption
 - App must start in < 25 s
 - Graphics and animation must be readable and clear
 - UI must be consistent throughout the app
 - Browsing through app must be clear and without unnecessary steps
 - App must be free of spelling errors
 - Main menu contains exit, help and about
 - App must handle unexpected user behavior (e.g., erroneous actions)



Post-Sale Feedback Channels

- **Note what your users say about your app!**
 - Read comments
 - Update frequently and fast
 - Word of mouth very strong factor!

???

★★★★★ by gracie24 on a Nokia N97 February 3, 2010

how do you make it so your playin the computer, not another human? PLEASE HELP ME!



Users are helping users.
But: better improve UI to target cause!

cool

★★★★★ by esra38 on a Nokia 5800 XpressMusic February 13, 2010

there r 3 steps befoe u begin in the 1. Step u choose yourself to play an in the2. Step u choose a computer , so u dont have to play only with a friend...

Thank You.

Want to learn more?

www.forum.nokia.com/Design/