

Visual design - a key part of mobile apps



Henrik Hedegaard

Information Architect

@henrikhedegaard



Twitter

Designit in numbers

20
YEARS

250
TOP BRAINS

25
NATIONS



Designit®

Designit in numbers

09

OFFICES

+3

NEW

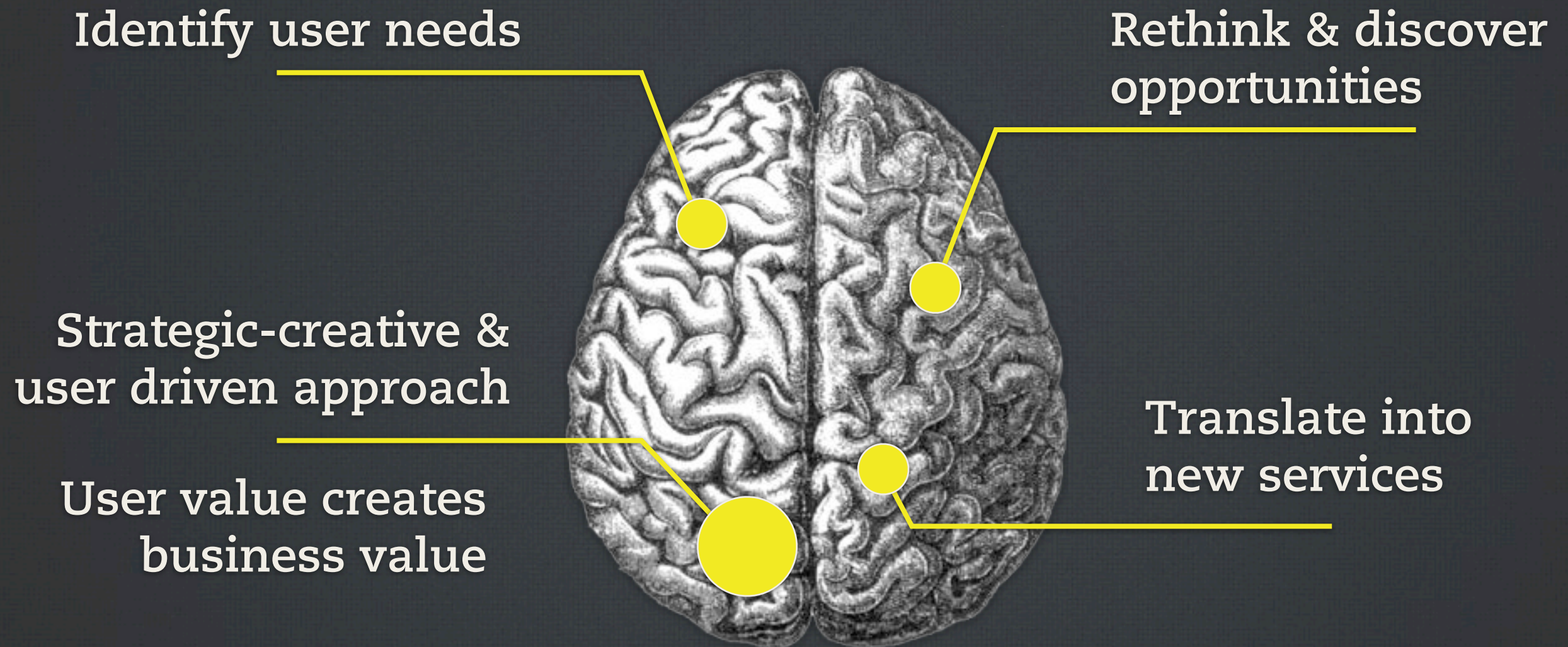
10

COUNTRIES

DENMARK
GERMANY SPAIN
NORWAY SWEDEN
UNITED KINGDOM CHINA

Designit®

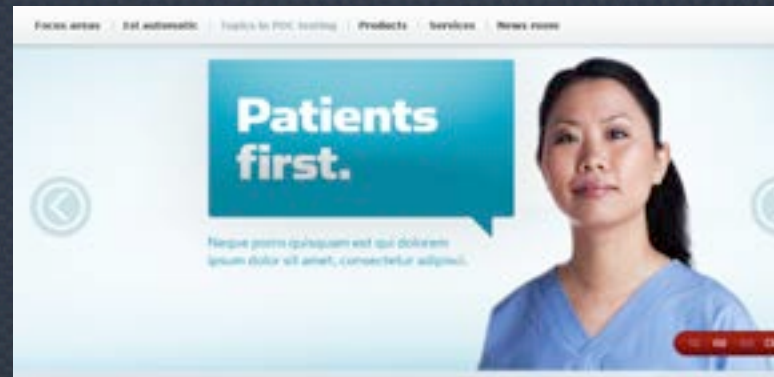
Our Collective Brain



Service Delivery



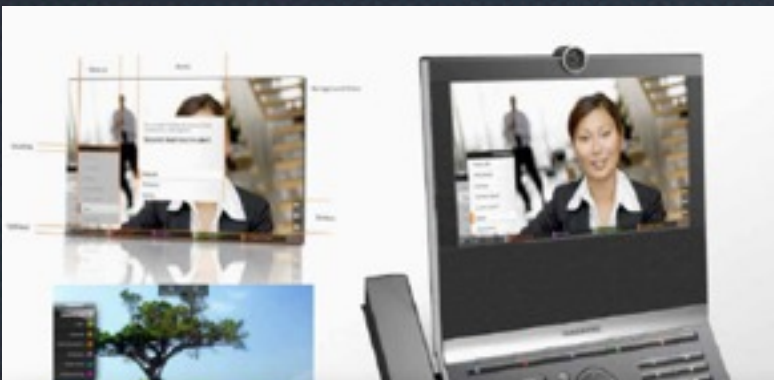
User studies & ethnography



Brand and communication



Digital design



Digital & product experiences



Product design & ergonomics



Service innovation

Some of the clients

AstraZeneca 

citibank


novo nordisk

PayPal

 **YELL**

★ Heineken


CISCO

NOKIA

msn 

Coca-Cola

HITACHI

BBVA

rtve

sage


vodafone


Zenithmedia 

bankinter.

Schneider
Electric

Panasonic

P&G

Two white, hand-drawn signs with black outlines are placed on a green, textured surface resembling grass. The sign on the left is labeled 'SAME OLD SHIT' and the sign on the right is labeled 'CRAZY NEW SHIT'. Both signs are slightly tilted and have a small black stick or pin visible at their base.

SAME
OLD SHIT

CRAZY
NEW SHIT

Your choice...

Prolong the past
Or make changes?

RecipeFinder Menu

Find a Recipe

Search

Random Recipe

Recently Viewed

My Lists

My Favorites

Shopping List

More

About Us

Leave Feedback



My Shopping List



Black Beans

ground black pepper

Black Beans

left over smoked pork, diced (optional)

Black Beans

Butter chicken

1 cup tomato puree

Butter chicken

1 tablespoon grated fresh ginger

Butter chicken

1 tablespoon olive oil

Butter chicken

1 teaspoon garam masala (see note)

Butter chicken

1/2 cup thickened cream

Butter chicken

2 tablespoons butter

Butter chicken

warm roti, to serve

Butter chicken

How to Sprout Lentils

1/2 cup lentils (I use brown lentils)

How to Sprout Lentils

2 cups water

How to Sprout Lentils

Other

ice

Other

watermelon

Other

Recipe Name

A-Z

Remove (4)

Back

Undo

Redo

Corkulous



Notes

Select different colors

Choose a different font

Change the font size

Left, center, or
right justify your
notes.

Drag the bottom
right corner
adjust the size.

Double tap a
note to edit it

Contacts



Aaron

Double tap to
choose or edit
a contact

Select an existing or
create a new contact
using your iPad's
built-in Contacts



All 9

Focus 6

Starred 1

Inbox

Home 3

Work 6

Edit



All



Today

☐ Register your copy of Todo
● Fri May 7

☐ Follow Appigo on Twitter
● Fri May 7

☐ Visit Appigo on Facebook
● Fri May 7

☐ East Side Renovation
● Fri May 7

Tomorrow

☐ Shopping List
● Sat May 8

Next Seven Days

☐ Take out the trash
● Thu May 13, 7:30 AM

Edit Task

☒ Take out the trash

Notes

Type Normal >

Due Date Thu May 13, 2010 >

Due Time 7:30 AM >

Repeat Every Week >

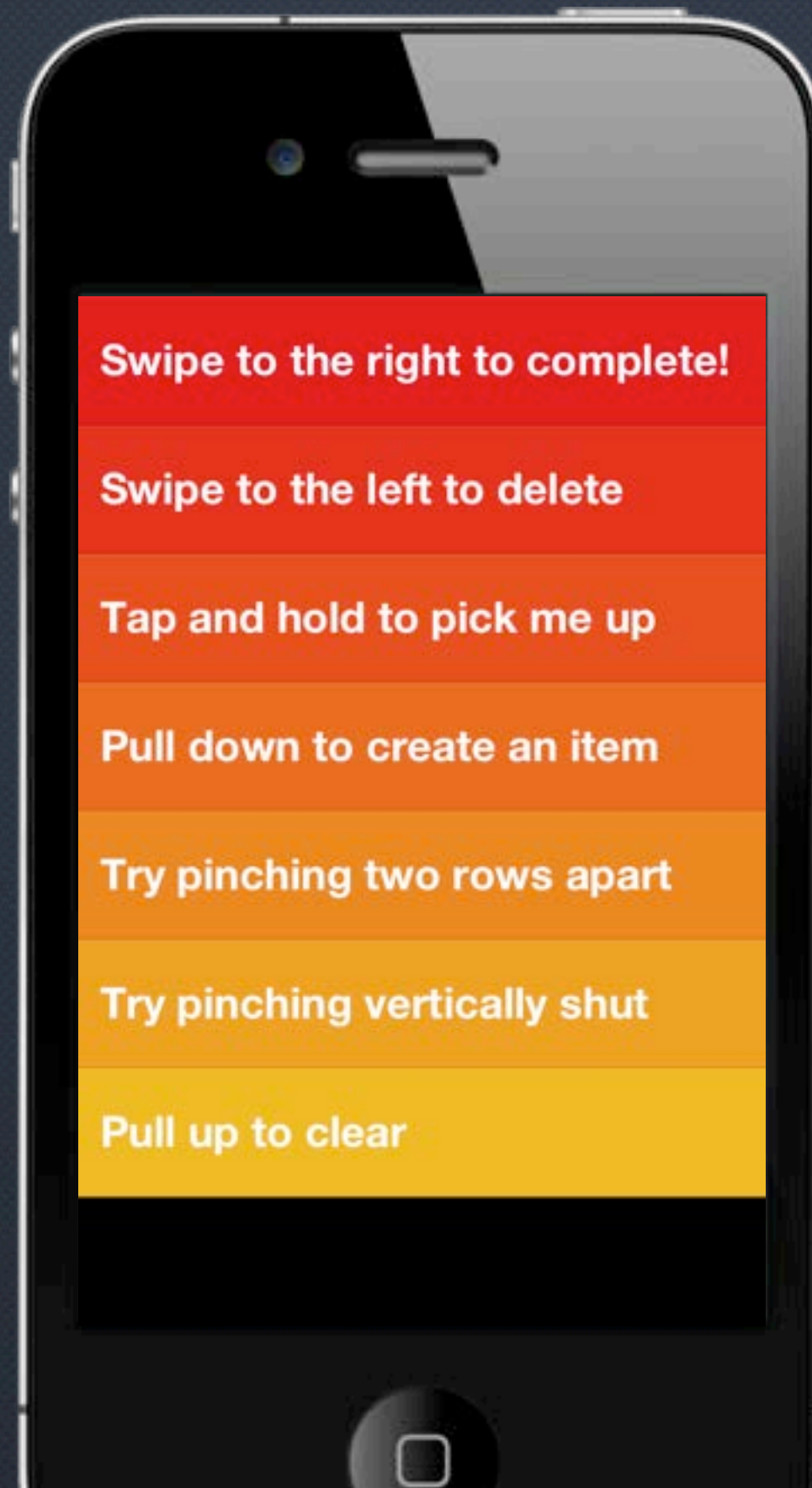
Priority **High** Med Low -

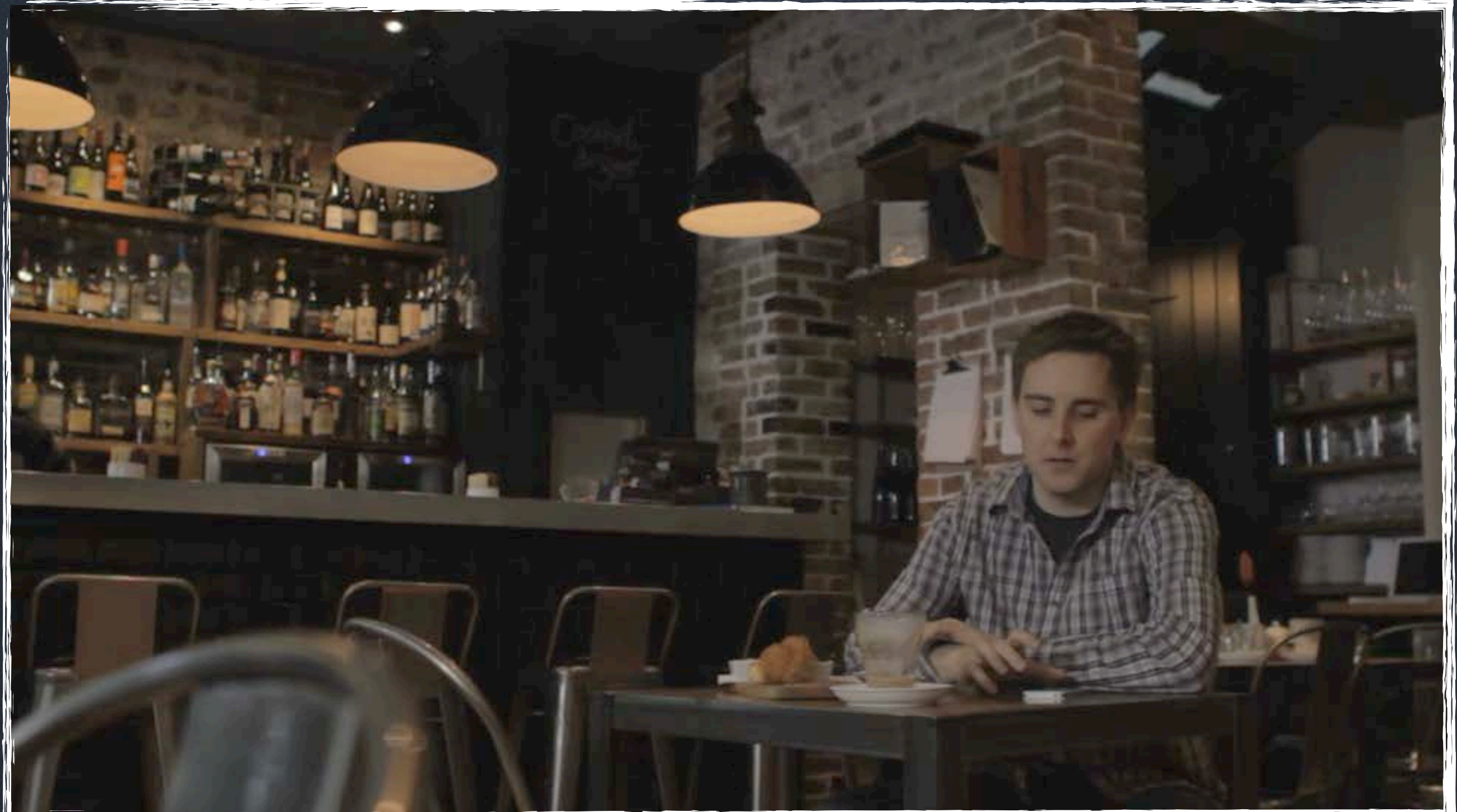
List Home >

Context No Context >

Tags No Tags >

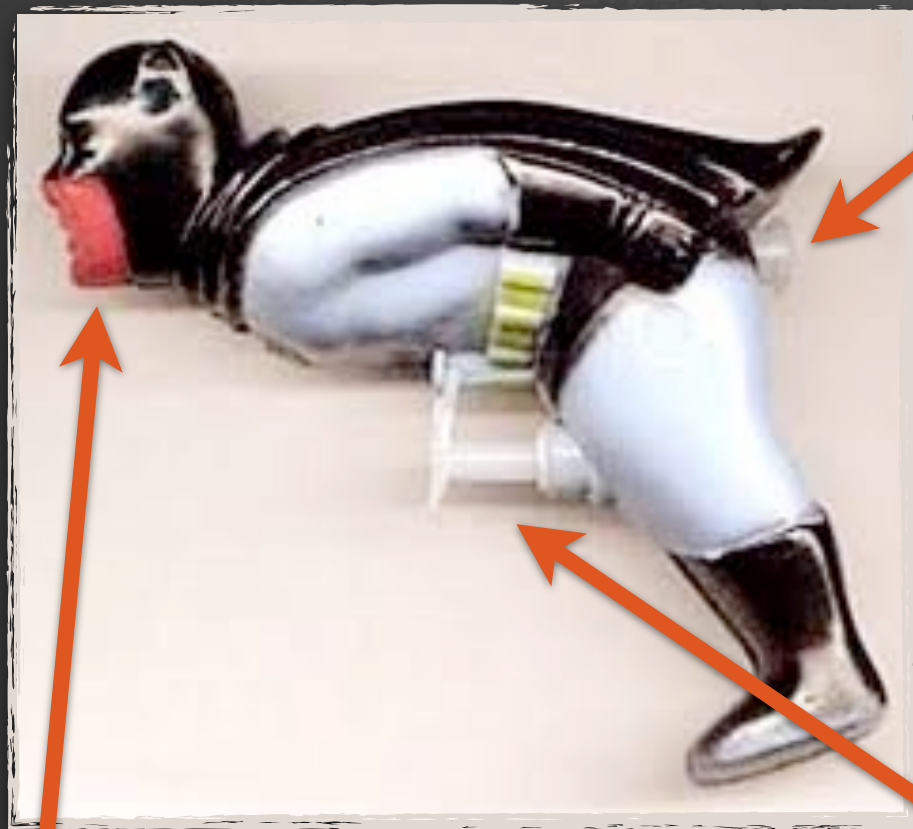






What is a good design?

What is a good design?



“FILL IT UP”

This is actually a squirt gun
...for kids!!!

Press FIRE!!

“SHOOOT”

graphics design

creative

form follows function

breaking boundaries

INSPIRATION

There is no SINGLE solution
only pointers

Considerations

Business

Must be based on a viable business model

Responsibility

Must be a win-win and develop sustainable end-user relations

Feasibility

Must be realistic from a technical perspective

Desirability

App must deliver *real* user value

Process stakeholders



Develop
Function



Design
Form

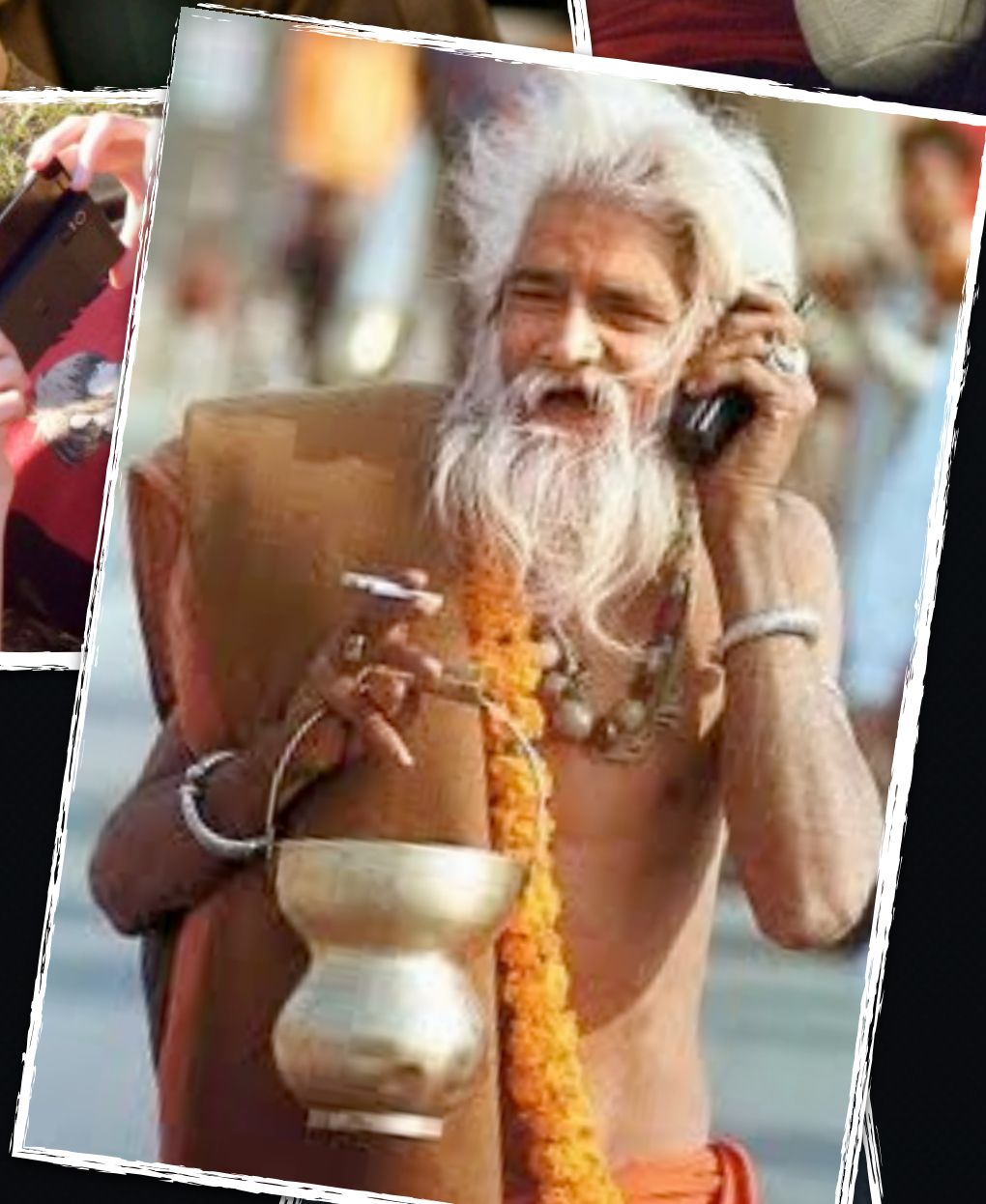
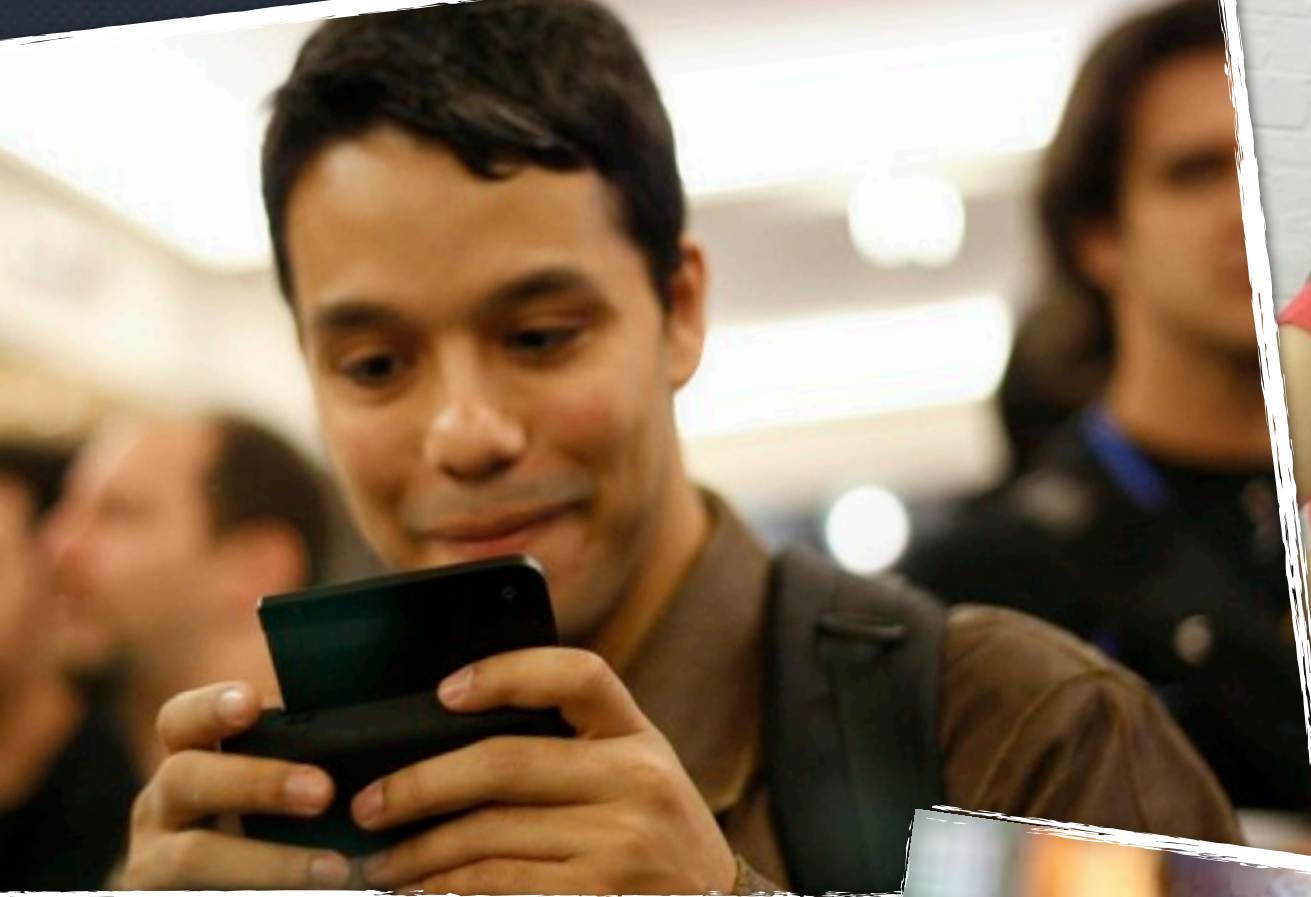


Business
\$\$\$\$\$

We work for the end-user!



Designit®



Potential for success when...

- it solves my problem
- it address my context
- it has a great look & feel
- it is easy to use
- it has the right functionality
- it performs great
- it inspires me in my task

...and it make me WANT
to use it again



Business, Branding & Marketing



Designit®

POINTERS IN MOBILE DESIGN

Who what where when and why

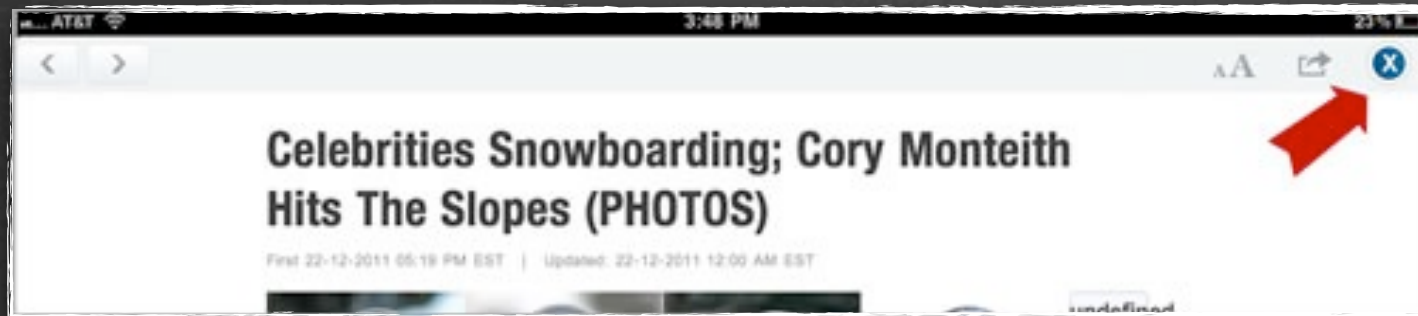
The fat-finger problem



The fat-finger problem



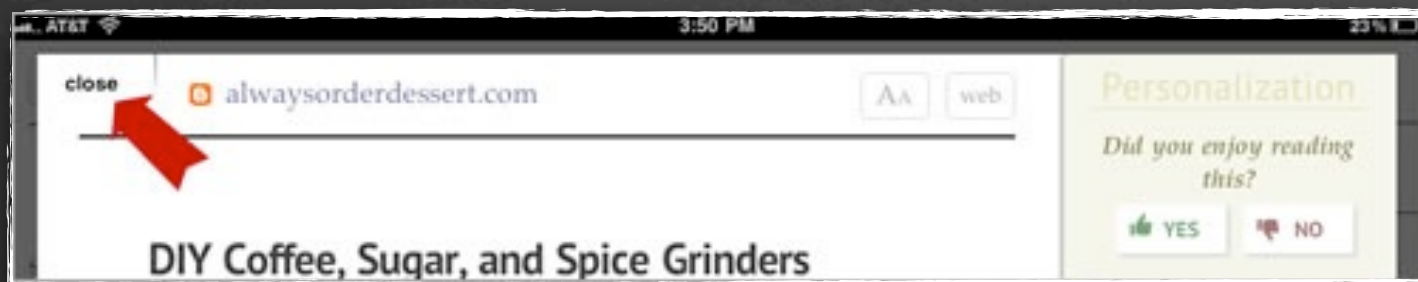
Enrich standard navigation



Huffington Post
Web-relation and totally ugly

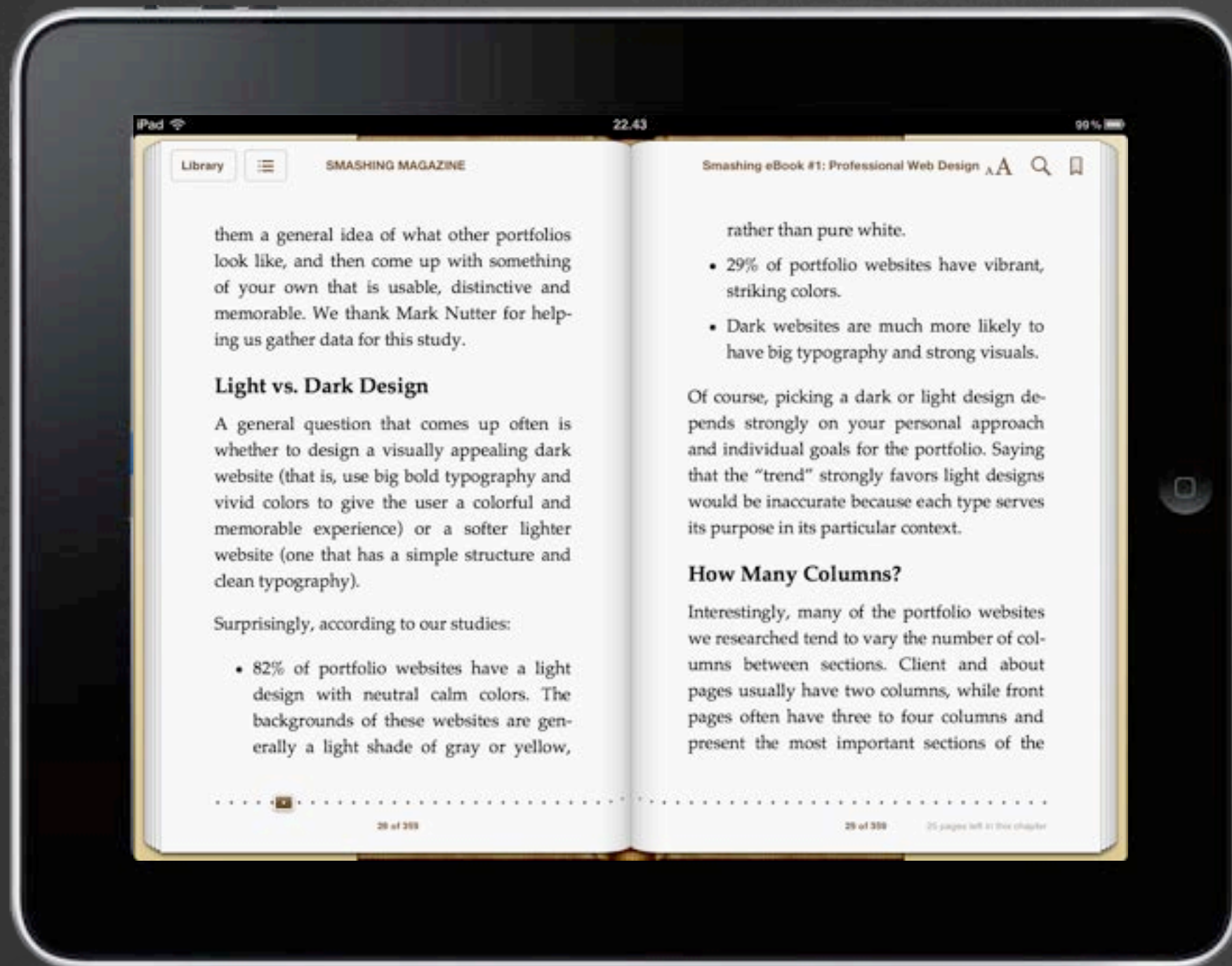


New York Times
Bad positioning
Supplemented with pinch-gesture

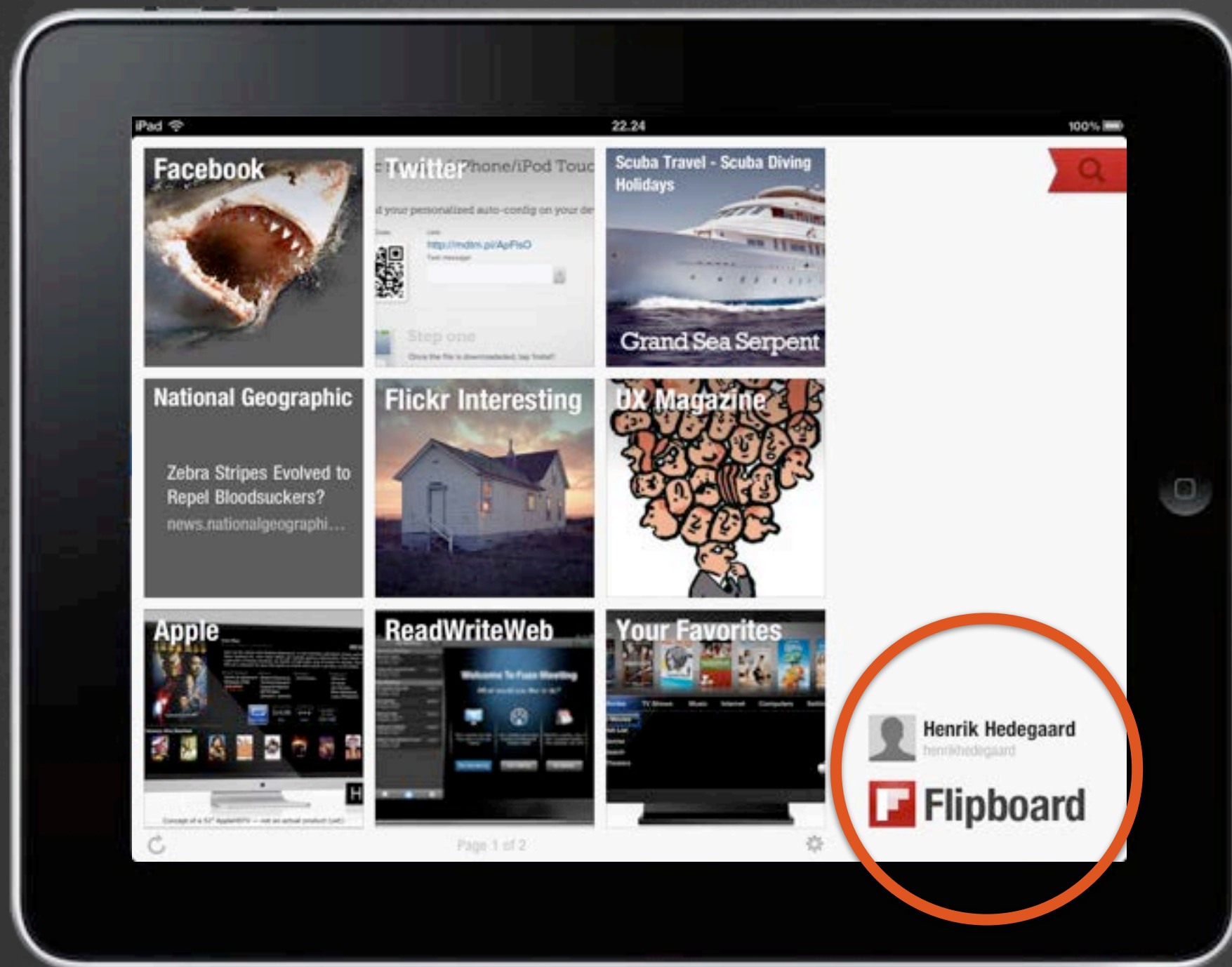


Zite
Very usable, but ugly
Supplemented with tap-gesture

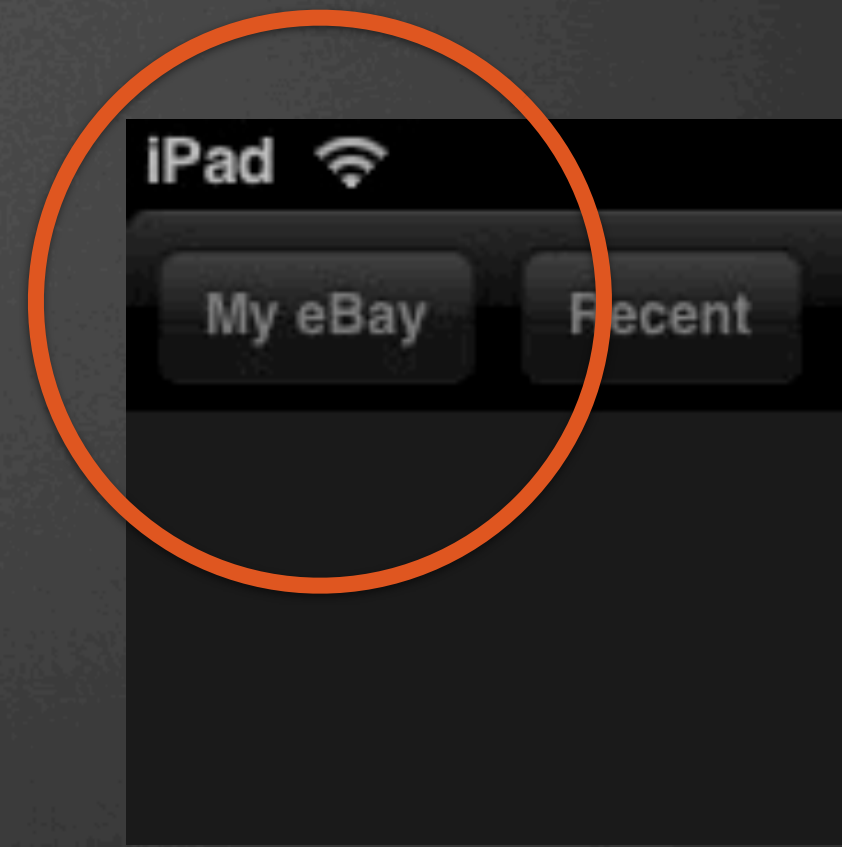
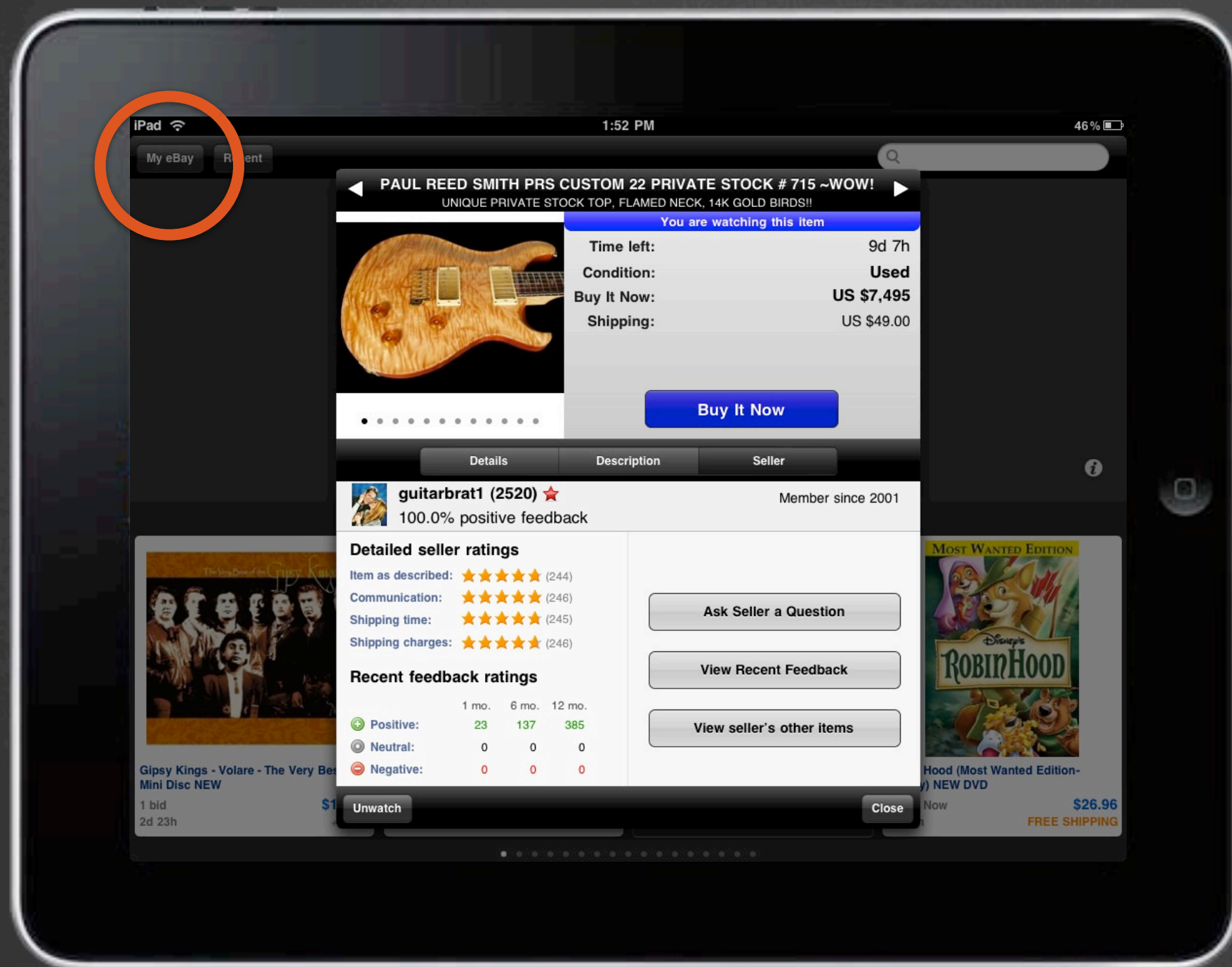
Don't Gesturize the App



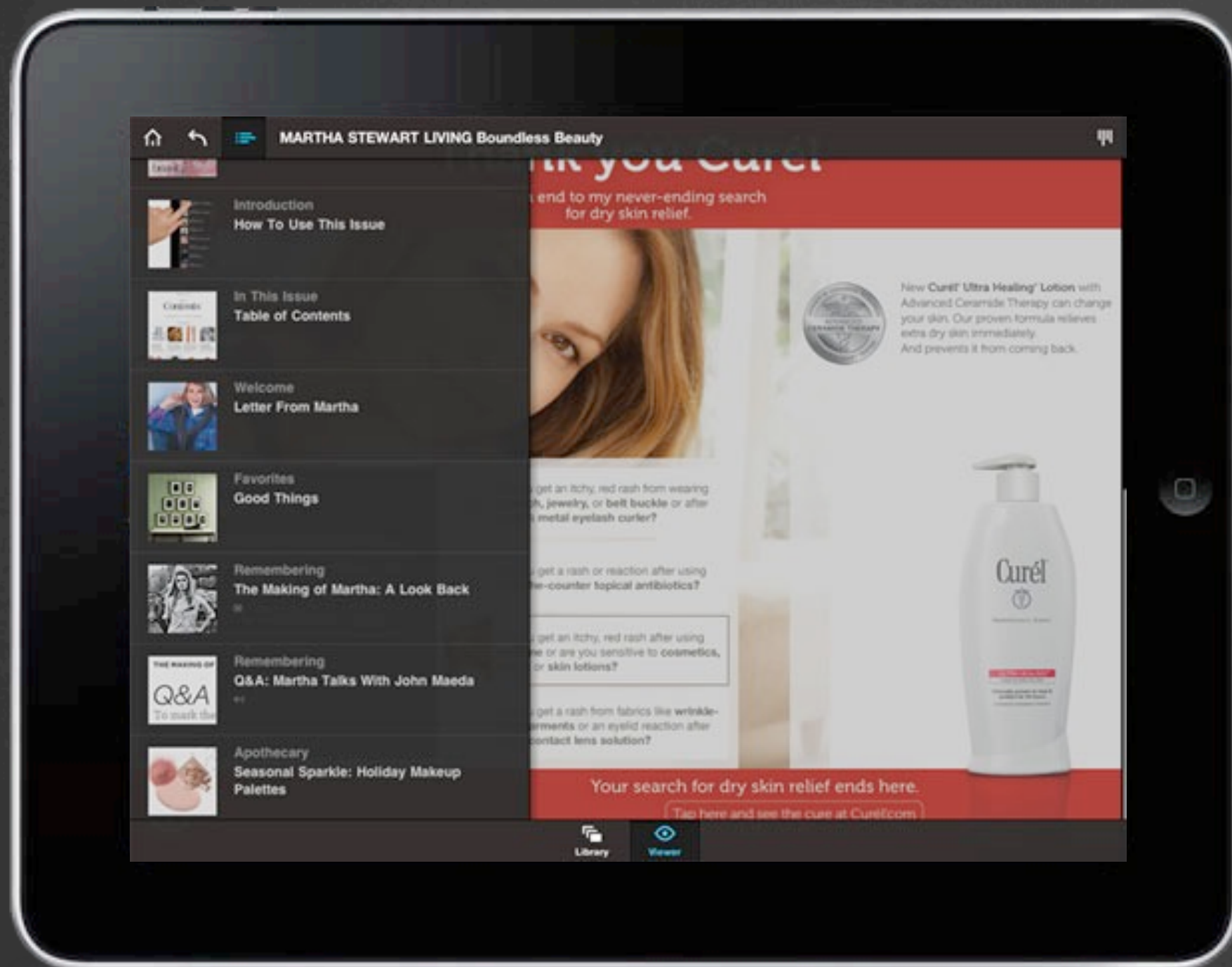
Consider Multi-User



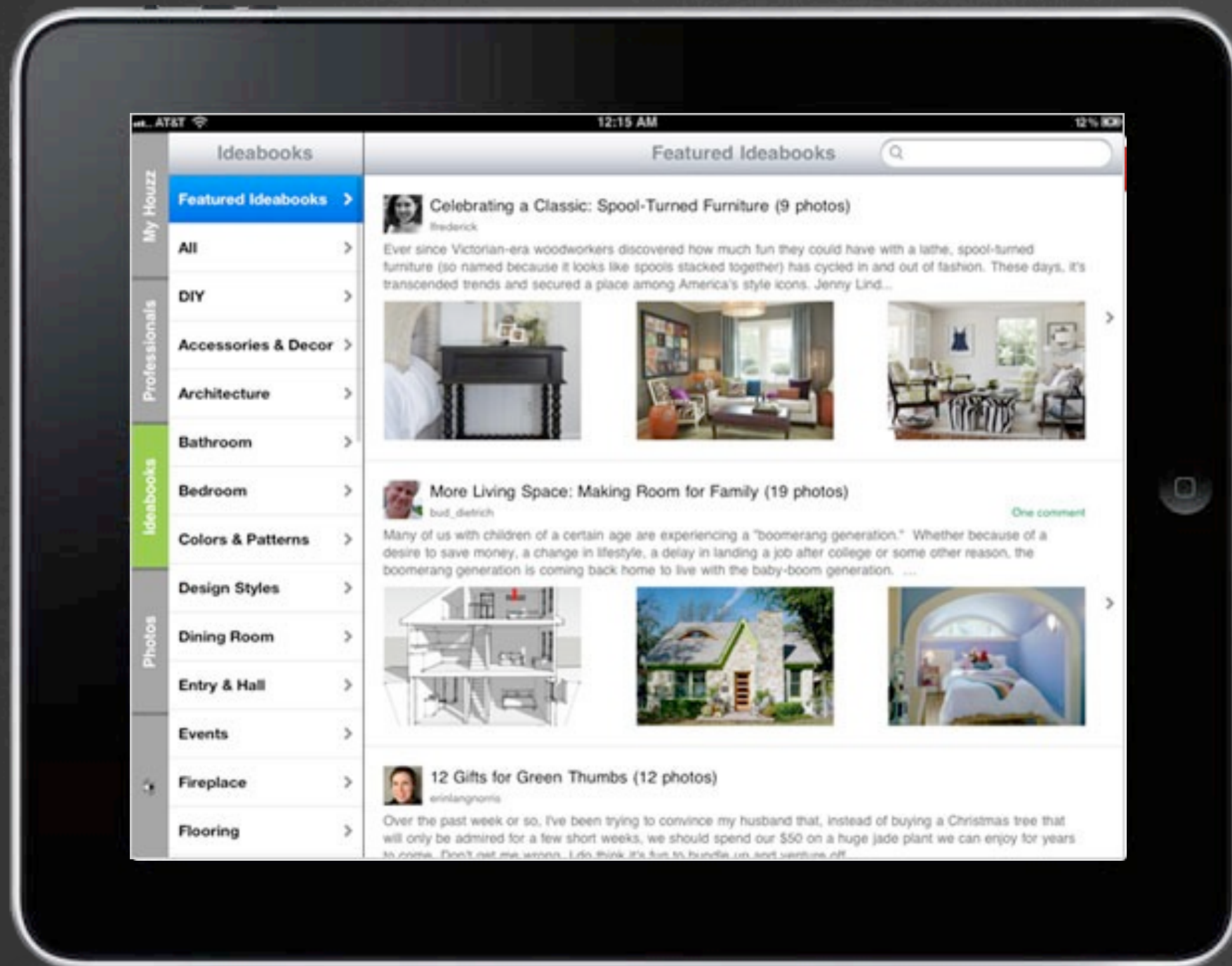
Consider Multi-User



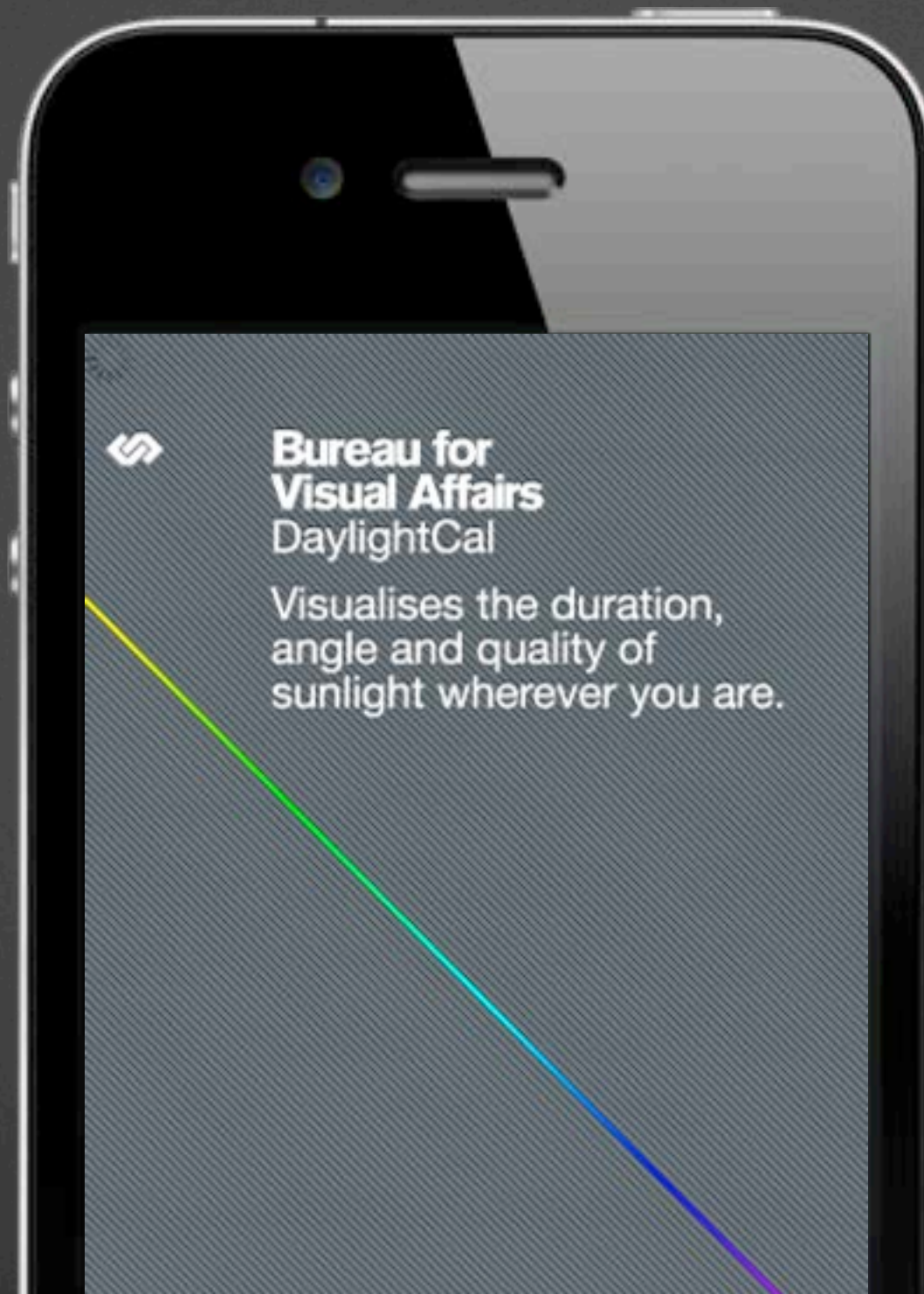
Custom pop-overs & modals



Custom pop-overs & modals



Engaging splash screens



Engaging splash screens



Engaging splash screens



What's touchable??



Provide a “home” screen

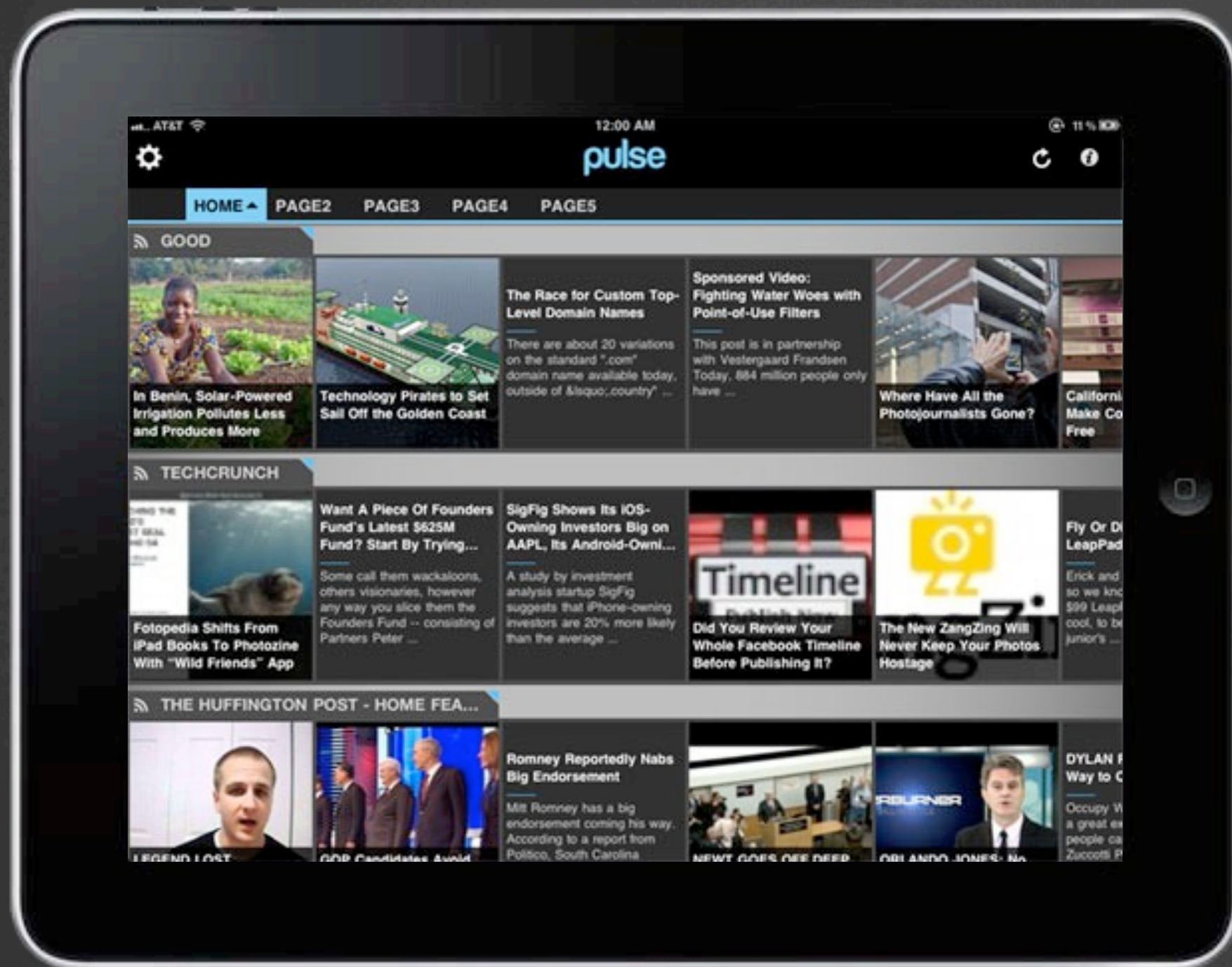


NASA App

- One big mess
- No overview

But only if you have the right level of complexity

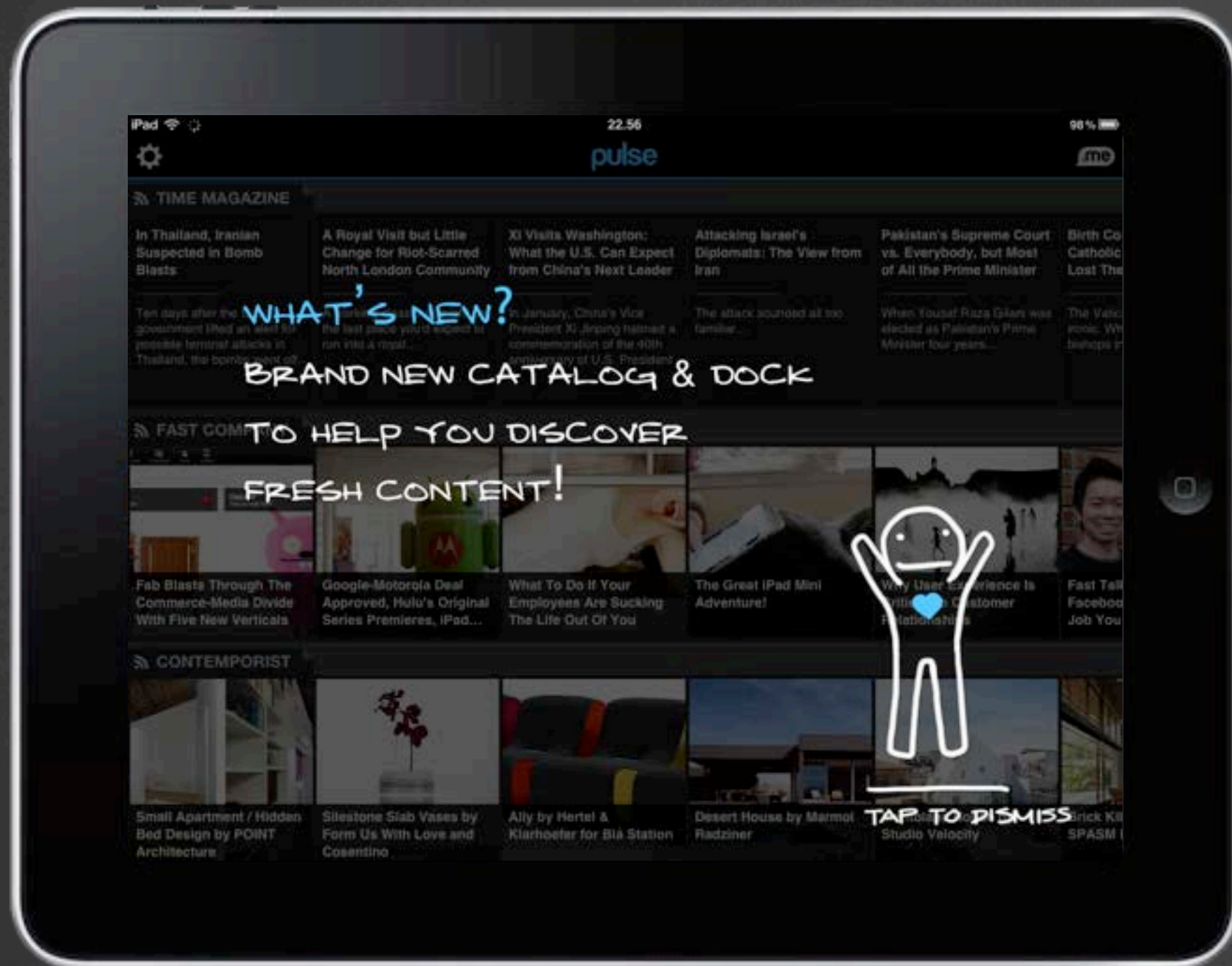
Provide a “home” screen



Provide a “home” screen



Guide you user



Guide you user

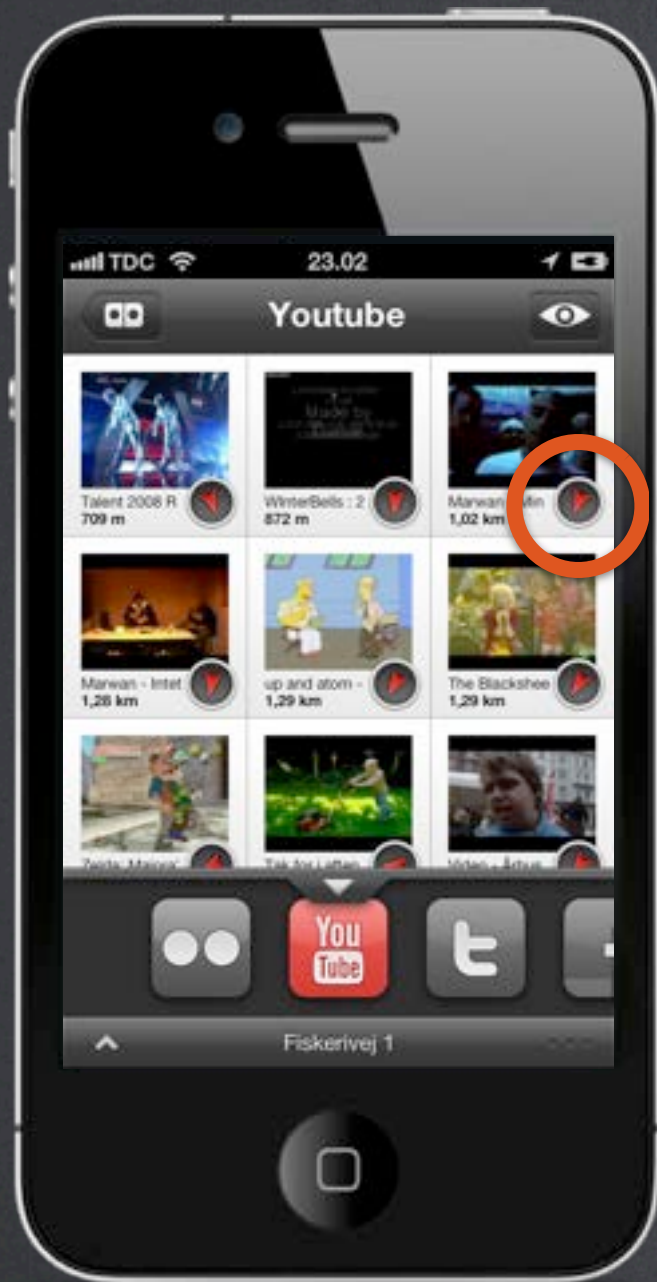


Simplify complexity

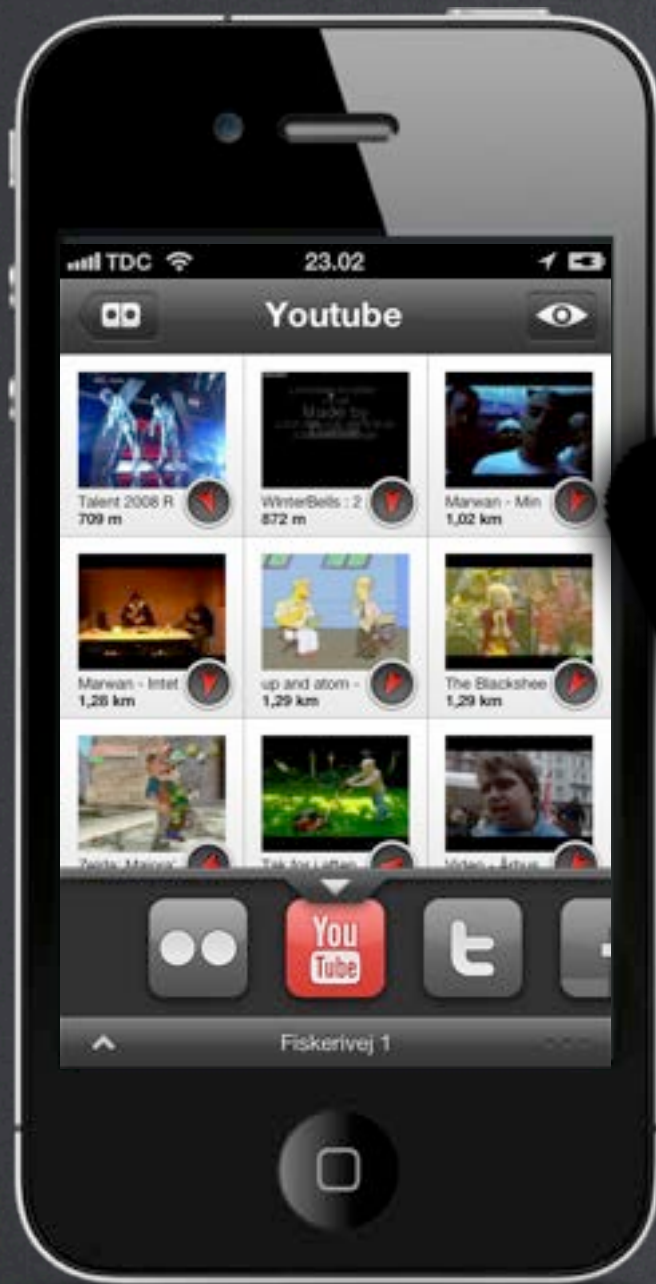


- Goal: engaging self service apps
- Goal: reduce service calls
- Minimal amount of buttons
- Quick monitoring of usage
- Quick history functionality
- Quick statistical coloration
- Simple mobile code / login
- Well-know interface standard

The Extra 10%



The Extra 10%



10 Success Factors in IxD

SATISFACTION

LEARNABILITY

MEMORABILITY

EFFICIENCY

CONSISTENCY

MAPPING

VISIBILITY

SIMPLICITY

FEEDBACK

ERROR RECOVERY

FORM & FUNCTION

WHEN IS OK, OK?

When to accept a functionality



Develop



Design



Business



A DIGITAL ECO-SYSTEM

Print, as we knew it, is dead...

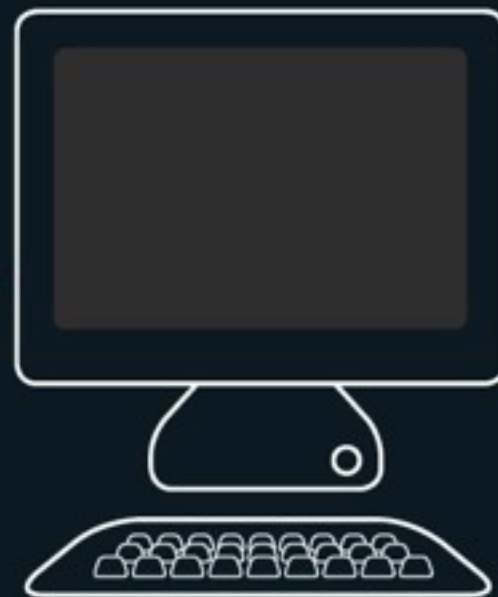
A digital eco-system

**THE FIRST AGE:
LEAN-BACK PRINT**



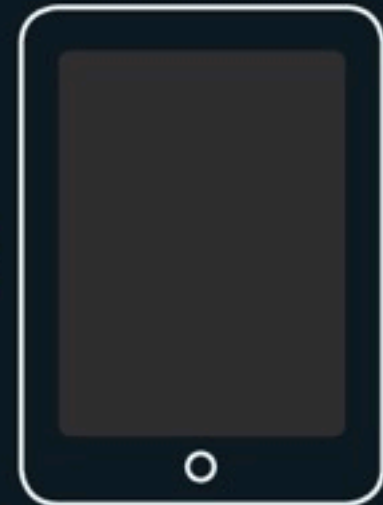
RITUAL PLEASURE
OF READING

**THE SECOND AGE:
LEAN-FORWARD WEB**



SNACKING AND RESEARCH,
COMMUNITY, SHARING

**THE THIRD AGE:
LEAN-BACK DIGITAL**

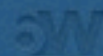


LEAN-BACK,
ONLY BETTER



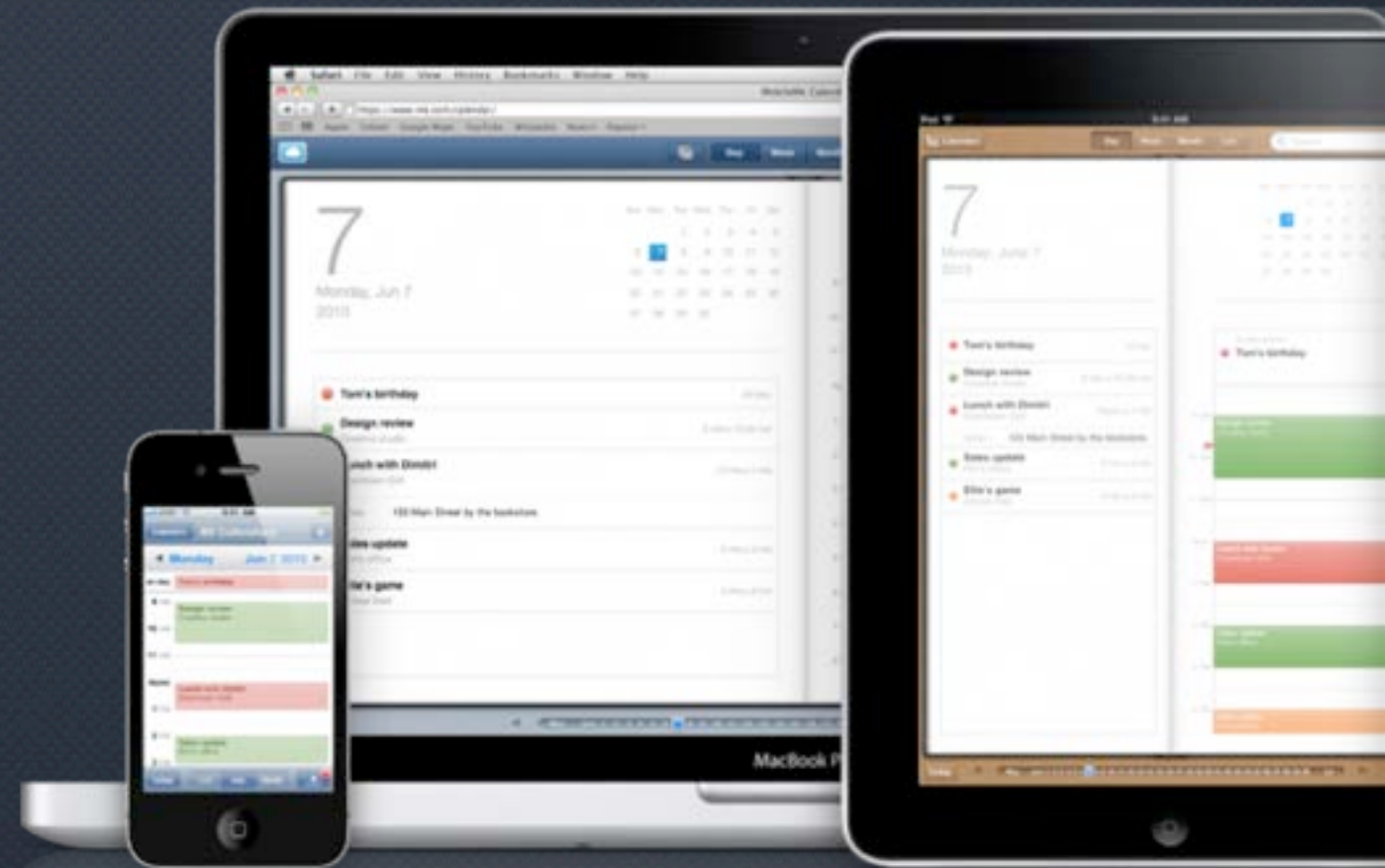
Wunderkit

A new way to organize your life.



Service integration

- Same UI universe
- Same visual style
- Same metaphores
- Different interactions
- Different context
- Different technology



An inclusive strategy



Services with purpose

Regular websites

Responsive webdesign

Web-apps

Hybrid apps

Native apps

Jyske Bank

SmartPhone, Tablet, Responsive webdesign

Jyske Bank - Digital Strategy

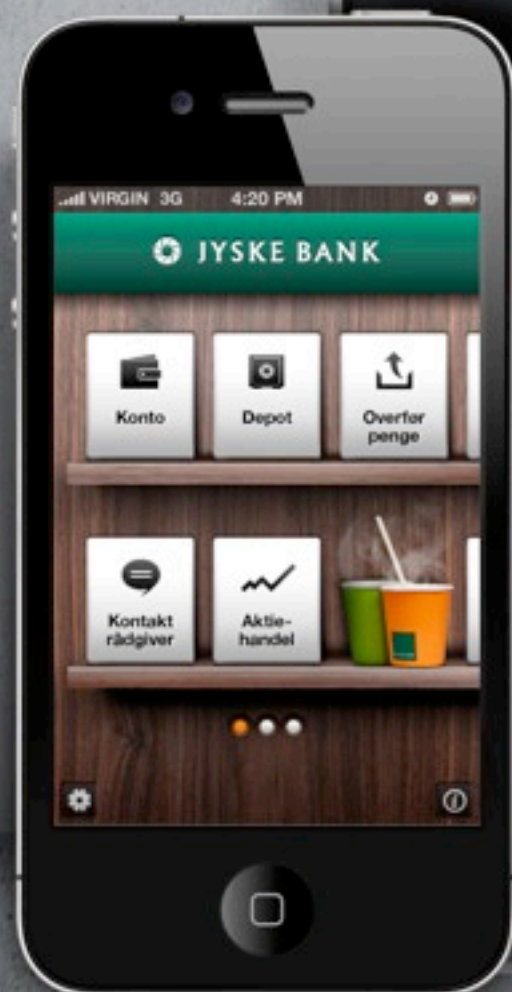
2008 - New website

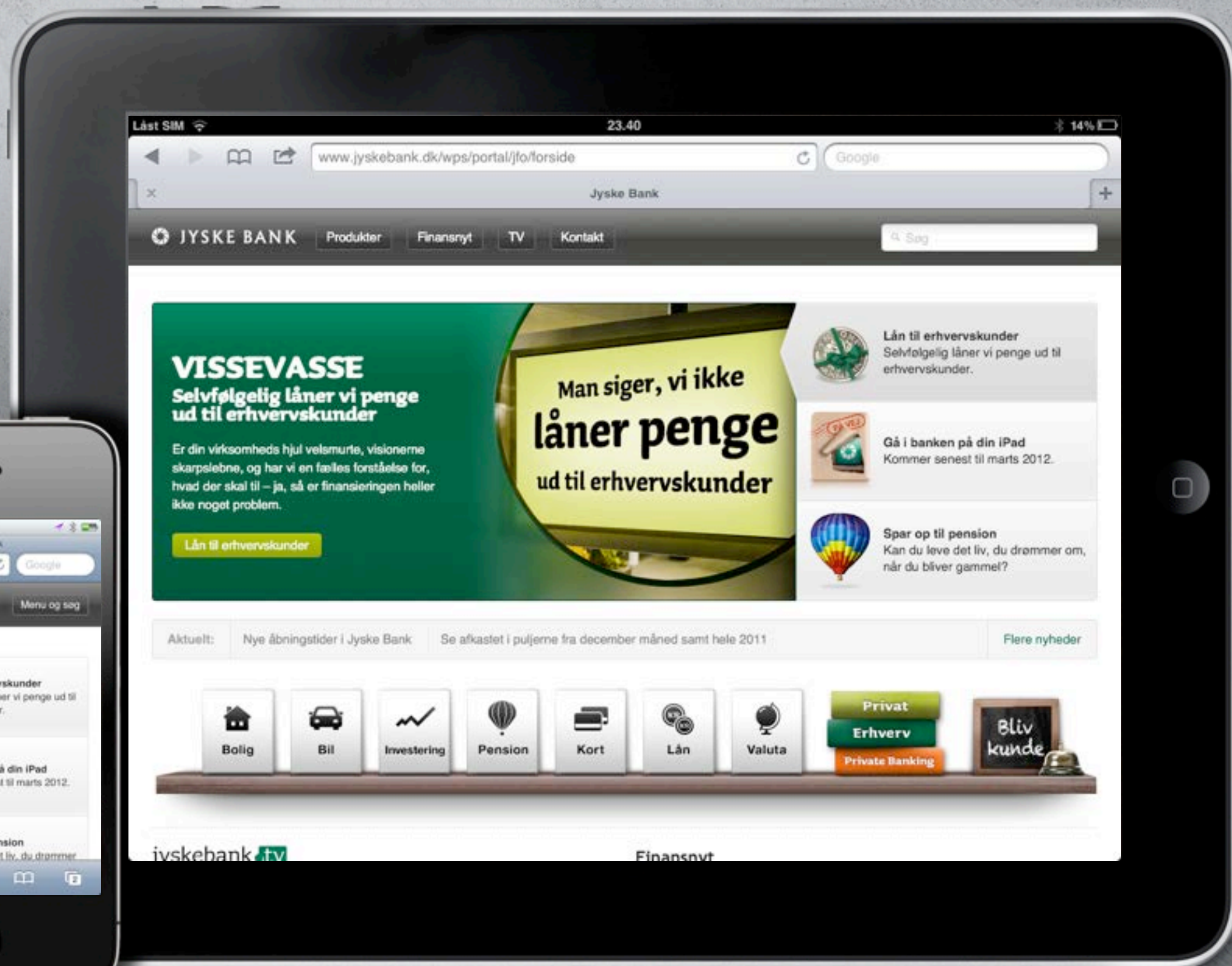
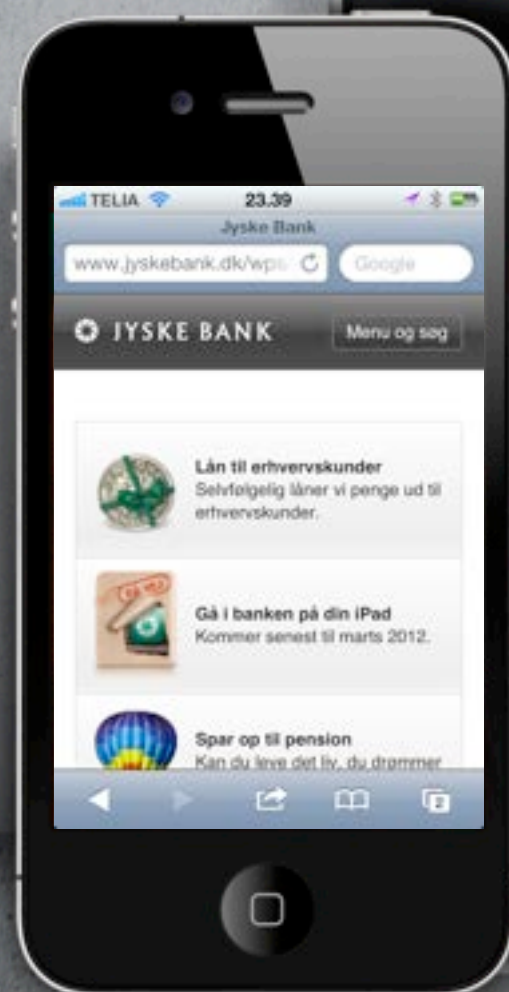
2010 - Mobile Currency calculator (iPhone)

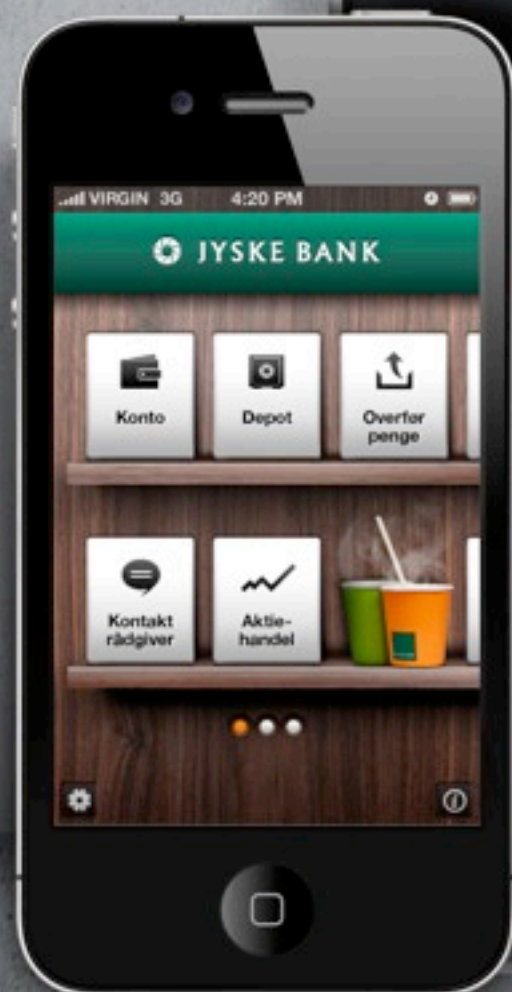
2010 - Mobile Banking (iPhone + Android)

2011 - Responsive webdesign

2011 - Mobile Banking (iPad)







Rasmus Kjær Mogensen



log ind

Lone Diaz Ludvigsen



Indstillinger



Brugere



Bruger-id eller mobilkode er forkert! 4 forsøg tilbage.

Tast dit bruger-id

• • • • • • • • • •

Tast din mobilkode

• • 5

1

2

3

4

5

6

7

8

9



0

OK

Rasmus Kjær Mogensen



log ind

Lone Diaz Ludvigsen



Pia Danielsen



Indstillinger



Brugere

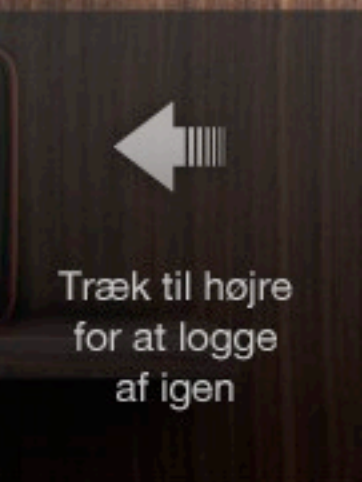
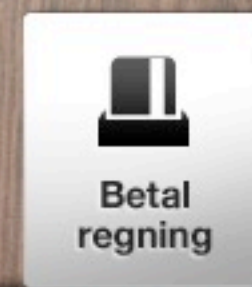
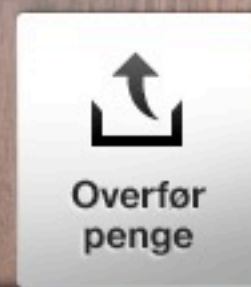
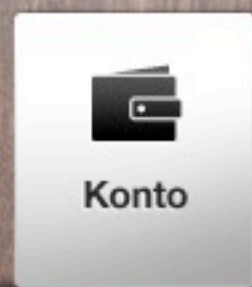
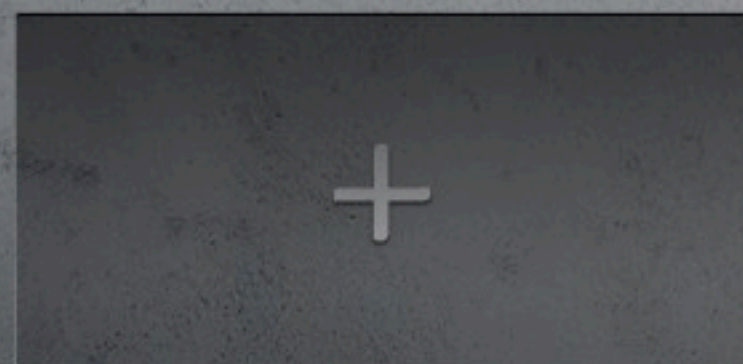
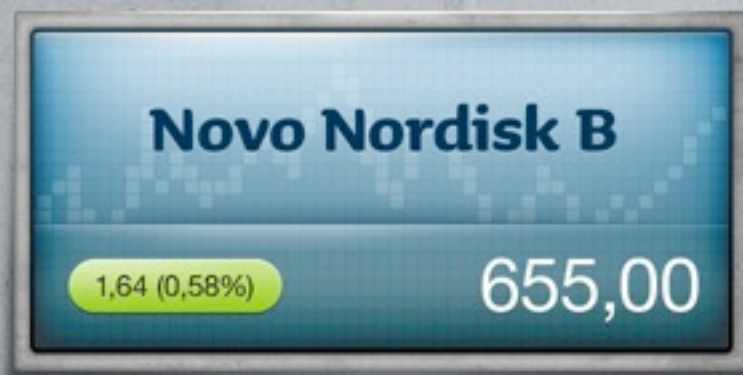


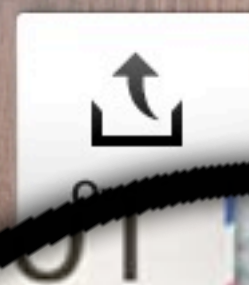
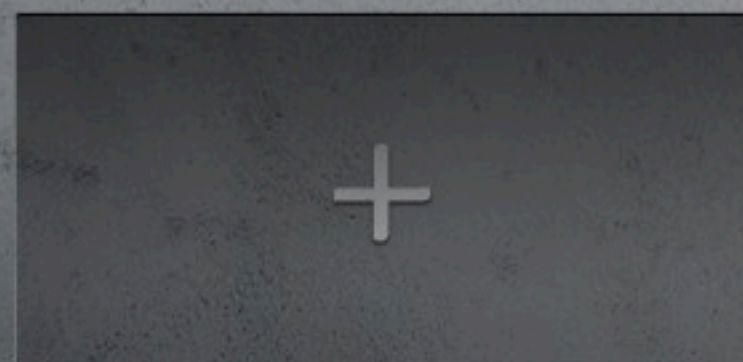
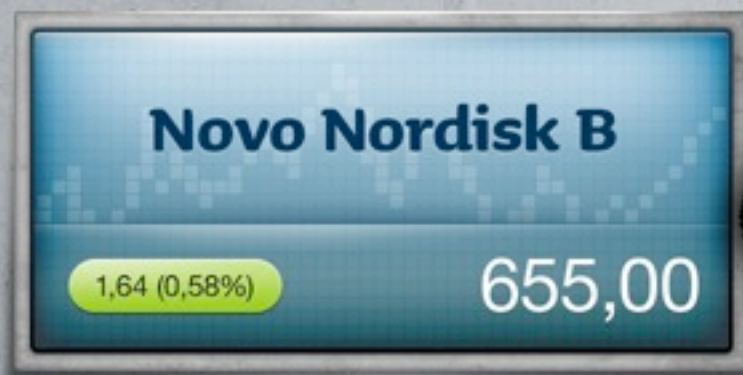
Tast dit bruger-id



Tast din mobilkode







 **Tyrkiet**
Tyrkiske lira, TRY

Mastercard **3,0059**

Lommepenge til Sofie

Hver 14. dag

Overførsel




Smukke bisser i skoven
- version 2 take 3
Jyskebank.tv til smukfest

Min primære konto
Til rådighed

38.755,20

DK Føtex Silkeborg
03.10.2011

-1.304,07

DK Føtex Silkeborg 03.10.2011	-1.304,07
Indbetaling 03.10.2011	10.000,00
PBS Butikken.dk 03.10.2011	82,45

Novo Nordisk B

1,64 (0,58%) **655,00**

Novo Nordisk B

Stærkt køb

Kurs uændret **655,00**

Novo Nordisk B 655,00 (14,64)	2,58%
A.P. Møller Maersk B 45.324,50 (-195,50)	2,07%

PBS Jyske Mastercard
03.10.2011 - imorgen

-584,75



Kommende betaling

Havkatten (Jyske Bank) søndag kl. 20:53 

Brugere kan ikke tage fejl – eller kan de? Deltag i debatten på Jyske Bank Kundepanel og giv din mening til kende, det er godt at kunne give den til lys din facebook venner...



Åbningstider i Netbank, Mobilbank og Pengeautomater udvides

Dejligt endelig at se det, sker alligevel jævnligt man henover midnat sidder og arbejder lidt i netbank eller skal tjekke ...

Jamie Møller 20.06.2011 10:53




Indstillinger

Valuta

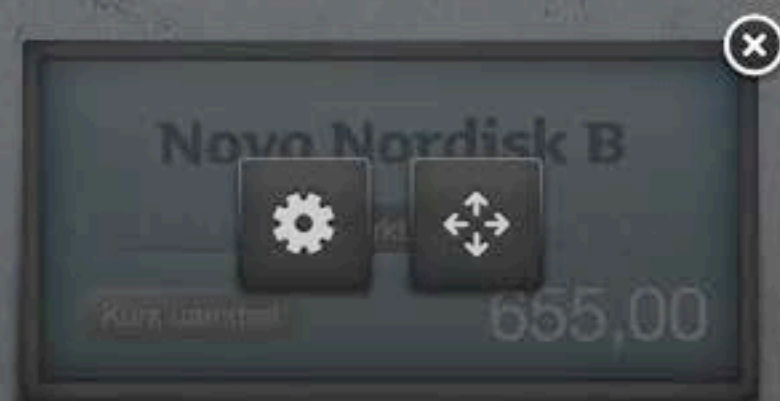
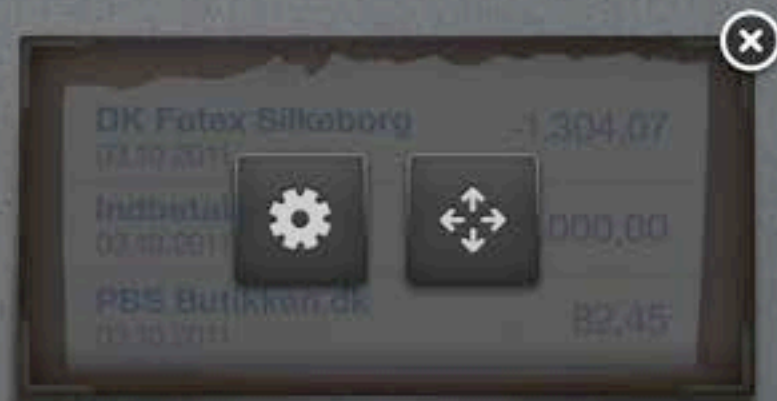
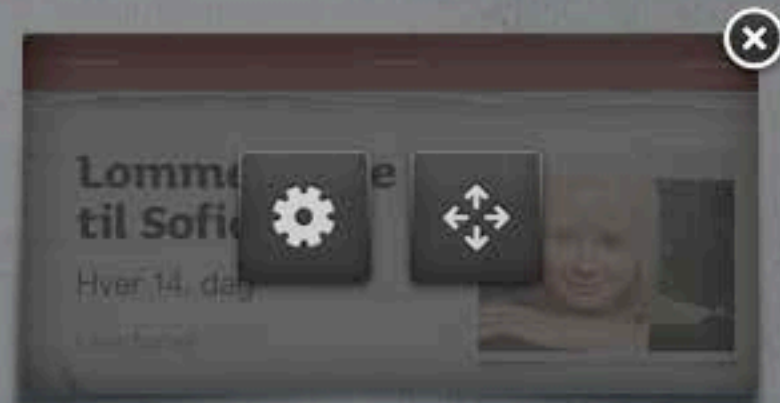
Land: Tyrkiet



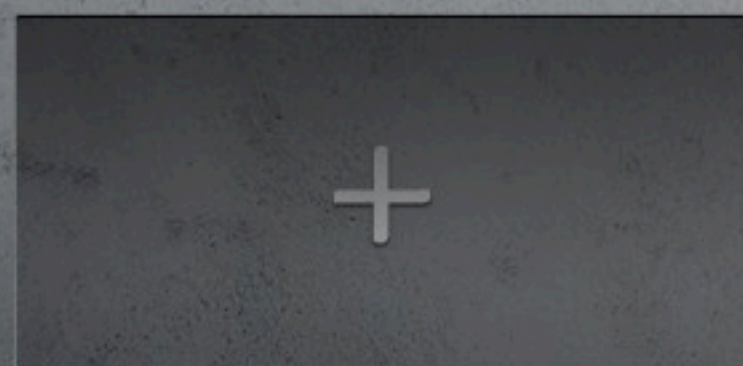
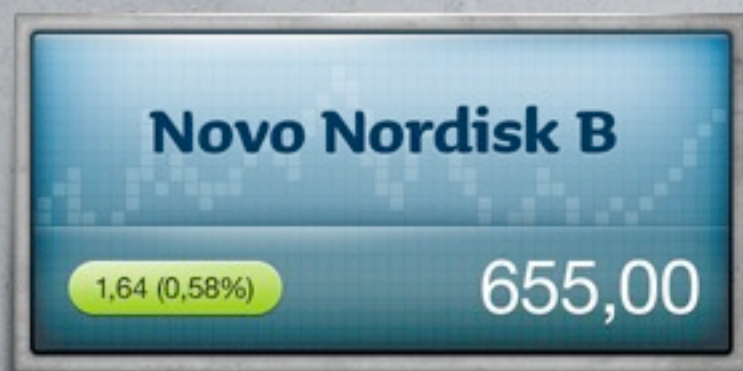
Valutakurs: Mastercard



OK



Færdig





Konto

Overfør

Betal

Søg

Min primære konto

Til rådighed 8.755,20

Budget 19.717,60

Opsparing 16.000,00

Totalsaldo -55.527,20

Kontostatus

OVERTRÆK

Kontoejer Fuldmagtgivers navn

BIC/SWIFT 7173 1234567

Valuta 25.000,00

Valuta DKK

IBAN DK717300009876543

BIC/SWIFT JYBADKKK

Ind og udbetalinger

Betalinger 30 dage frem

01.03.2011 På tirsdag PBS betaling lorem ipsum NOTA -2.500,00

28.02.2011 I morgen Fast overførsel med en meget lang og beskrivende -2.811,00

28.02.2011 I morgen PBS betaling lorem ipsum AFVENTER -1.736,68

December

01.03.2011 PBS betaling lorem ipsum -2.500,00

28.02.2011 Fast overførsel med en meget lang og beskrivende 12.811,00

28.02.2011 PBS betaling lorem ipsum NOTA 65.736,68

28.02.2011 Fast overførsel med en meget lang og beskrivende -2.811,00

01.03.2011 PBS betaling lorem ipsum -2.500,00

28.02.2011 Fast overførsel med en meget lang og beskrivende 12.811,00

28.02.2011 PBS betaling lorem ipsum 65.736,68



Konto

Samsø Automekaniker

Beløb

Annuller

Min primære konto

Til rådighed 8.755,20

Budget 19.717,60

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Totalsaldo -55.527,20

Kontostatus

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BIC/SWIFT 7173 1234567

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BIC/SWIFT JYBADKKK

Ind og udbetalinger

Betalinger 30 dage frem

01.03.2011 På tirsdag PBS betaling lorem ips

28.02.2011 I morgen Fast overførsel med en

28.02.2011 I morgen PBS betaling lorem ipsum

AFVENTER

-1.736,68

December

01.03.2011 PBS betaling lorem ipsum -2.500,00

28.02.2011 Fast overførsel med en meget lang og beskrivende 12.811,00

28.02.2011 PBS betaling lorem ipsum 65.736,68

NOTA

28.02.2011 Fast overførsel med en meget lang og beskrivende -2.811,00

01.03.2011 PBS betaling lorem ipsum -2.500,00

28.02.2011 Fast overførsel med en meget lang og beskrivende 12.811,00

28.02.2011 PBS betaling lorem ipsum 65.736,68

Vælg interval

Fra 500

Til 1.500

Søg i dette interval

Lone Diaz Ludvigsen

Stilstand i 10 minutter - du er nu logget ud.

Tast din mobilkode

•	•	5			
---	---	---	--	--	--

1	2	3
4	5	6
7	8	9
⬅ x	0	OK

Log på igen for at fortsætte eller gå til [log ind](#)



Konto

Overfør

Betal

Søg

Min primære konto

Til rådighed 8.755,20**Budget** 19.717,60**Opsparing** 16.000,00**Totalsaldo** -55.527,20

Kontostatus

OVERTRÆK

Kontoejer Fuldmagtgivers navn**BIC/SWIFT** 7173 1234567**Valuta** 25.000,00**Valuta** DKK**IBAN** DK717300009876543**BIC/SWIFT** JYBADKKK

Ind og udbetalinger

Henter data...



**Undskyld, vi kunne ikke få fat i dine data.
Vent venligst ...**

P.S. Tjek lige om du har forbindelse til nettet



Konto

Overfør

Betal

Søg

Min primære konto

Til rådighed 8.755,20

Budget 19.717,60

Opsparing 16.000,00

Totalsaldo -55.527,20

Kontostatus

OVERTRÆK

Kontoejer Fuldmagtgivers navn

BIC/SWIFT 7173 1234567

Valuta 25.000,00

Valuta DKK

IBAN DK717300009876543

BIC/SWIFT JYBADKKK

Ind og udbetalinger

Betalinger 30 dage frem

01.03.2011 PBS betaling lorem ipsum
På tirsdag28.02.2011 Fast overførsel med e
I morgen28.02.2011 PBS betaling lorem ipsum
I morgen

December

01.03.2011 PBS betaling lorem ipsum

28.02.2011 Fast overførsel med en meg

28.02.2011 PBS betaling lorem ipsum

28.02.2011 Fast overførsel med en meg

01.03.2011 PBS betaling lorem ipsum

28.02.2011 Fast overførsel med en meg

28.02.2011 PBS betaling lorem ipsum

Kontoliste

Rediger

Min primære konto

7173 1234324

OVERTRÆK

-8.755,20

Billån Kia

7173 1234324

-11.755,20

Sommerhus Rude strand

7173 1234324

25.755,20

Kapital pension

7173 1234324

-1.755,20

Billån Audi

7173 1234324

-375.755,20

Børneopsparing Emma

7173 1234324

OVERTRÆK

3.364,20

Børneopsparing Argememnon

7173 1234324

20.332,20

Min primære total total konto

7173 1234324



Konto










Overfør

Betal

Søg

Kontoliste

OK

- 
- | | | |
|-------------------------------------|--|---|
| <input checked="" type="checkbox"/> | Min primære konto
7173 1234324 |  |
| <input checked="" type="checkbox"/> | Billån Kia
7173 1234324 |  |
| <input checked="" type="checkbox"/> | Sommerhus Rude strand
7173 1234324 |  |
| <input checked="" type="checkbox"/> | Kapital pension
7173 1234324 |  |
| <input type="checkbox"/> | Billån Audi
7173 1234324 |  |
| <input checked="" type="checkbox"/> | Børneopsparing Emma
7173 1234324 |  |
| <input type="checkbox"/> | Børneopsparing Argememnon
7173 1234324 |  |
| <input checked="" type="checkbox"/> | Min primære total total konto
7173 1234324 |  |

Kontonavn

Min primære konto

Saldi

Til rådighed

NEJ

Budget

JA

Opsparing

JA

Skyggesaldo 3

NEJ

Skyggesaldo 4

NEJ

Detaljer

Ind- og udbetalinger

JA

Kommende betalinger

2 uger frem



Betal regning

Indbetaler - informationer

Vælg din konto



Min totalkonto - Til rådighed

7840 1049549

Saldo

8.755,20

Dato

5. oktober 2011

Beløb

Angiv beløb

Beskrivelse

Angiv beskrivelse



Modtager - informationer

Send

Betalingskoder

+01

+04

+15

+71

+73

+75

+01

Gironummer

Indbetaler

Claus Petersen

P.P. Ørumsgade 34, 2.th

8000 Aarhus C

Besked til modtageren

Skriv besked



Gem skabelon Angiv skabelon navn

Skabeloner



Overfør penge

[Tilbage](#)

Detaljer for din transaktion

Type	Overførsel andre konti
Fra konto	7840 1049549 - Min Totalkonto Disponibel saldo
Beskrivelse	Alex - udlæg for fotos
Dato	5. oktober 2011
Beløb	500,00 kr.
Til konto	3396 5452544758
Besked	Hi Alex, thx for the images. Hereby the transfer of the fee we agreed on.

Tast mobilekode og nøgle

NemID nøglekort for F107-050-937

Mobilkode

NEM ID #

NEM ID

• • • • •

0 7 4 2

5 |

1

2

3

4

5

6

7

8

9

x

0

OK






Overfør penge



Kvittering for din transaktion

Type	Overførsel andre konti
Fra konto	7840 1049549 - Min Totalkonto Disponibel saldo
Beskrivelse	Alex - udlæg for fotos
Dato	5. oktober 2011
Beløb	500,00 kr.
Til konto	3396 5452544758
Besked	Hi Alex, thx for the images. Hereby the transfer of the fee we agreed on.

Andre muligheder

-  Overfør flere penge >
-  Tilbage til konto >
-  Til til hovedmenu >





Undskyld, vi kunne desværre ikke få
fat i din rådgivers data.

Prøv igen


Spær kort

Spær straks dit betalingskort, hvis du mister det
eller har mistanke om misbrug.

Visa, Dankort og hævekort

  Ring +45 44 89 29 29

MasterCard

 Ring +45 36 73 74 70



Din rådgiver

Henriette Rahbæk Hedegaard

Tlf. +45 89 89 12 34
henriette@jyskebank.dk



[Send mail](#)

Der er risiko for, at oplysninger, du sender med almindelig e-mail, kan læses af andre. Du bruger funktionen på eget ansvar. Vi anbefaler at du bruger post funktionen i Jyske Netbank til fortrolige meddelelser.

Spær kort

Spær straks dit betalingskort, hvis du mister det eller har mistanke om misbrug.

Visa, Dankort og hævekort

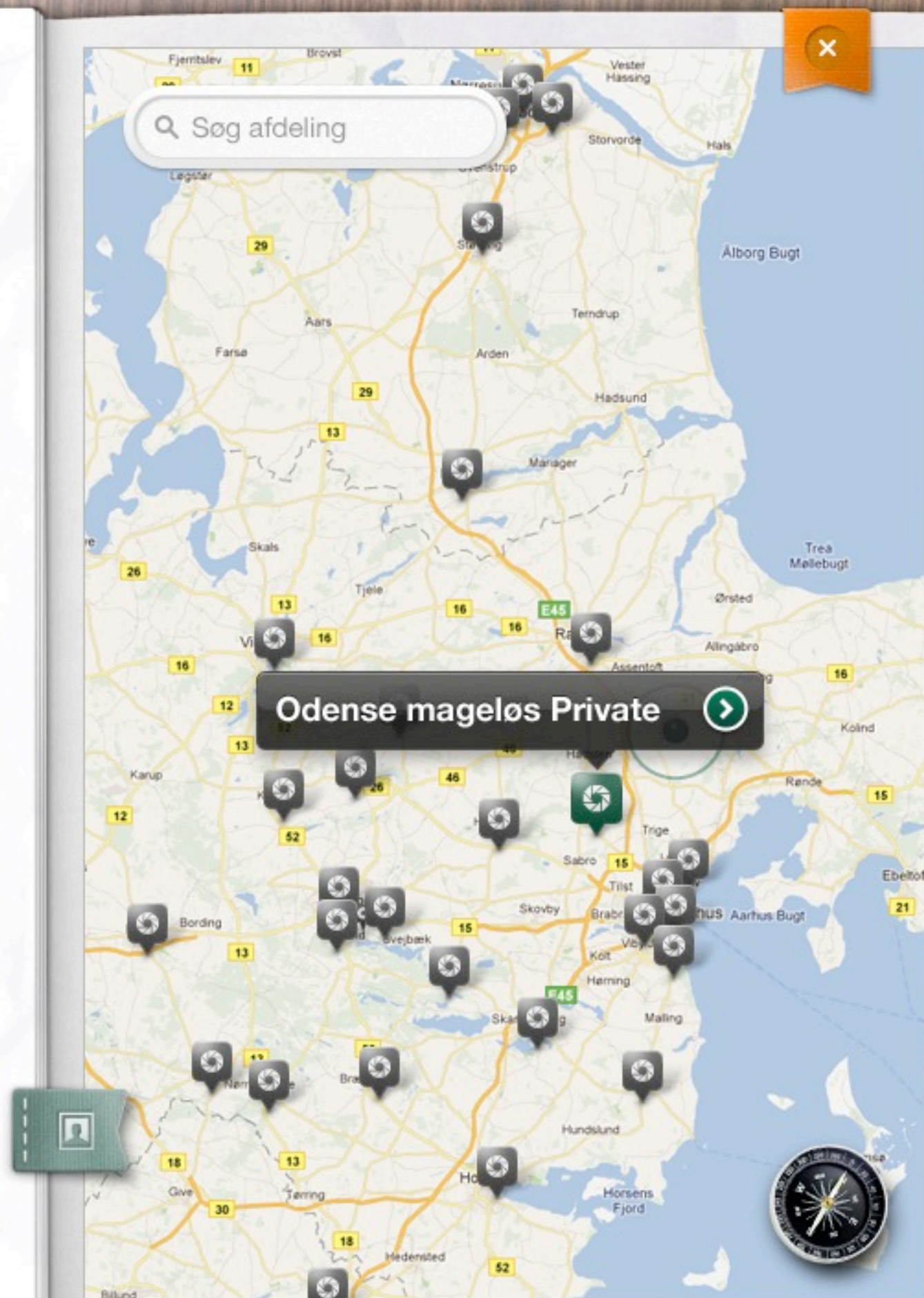


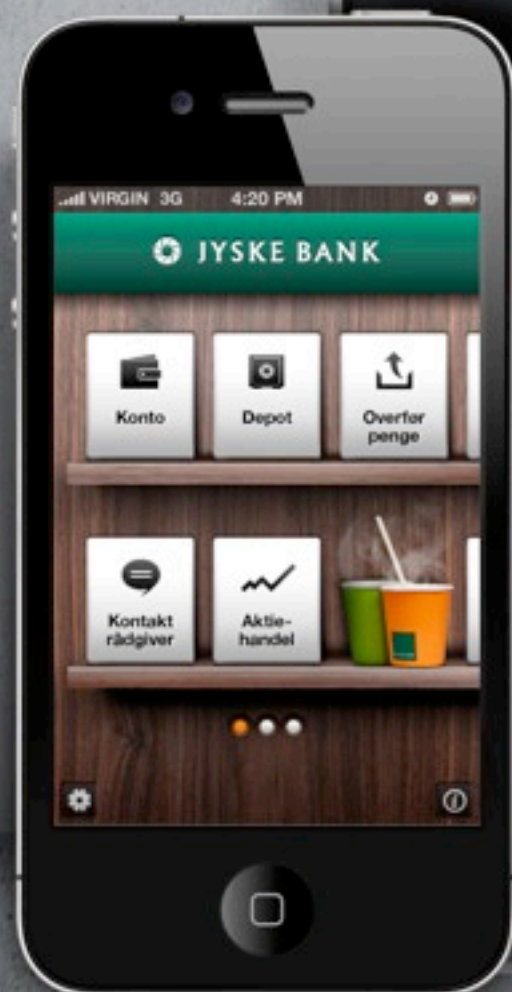
Ring +45 44 89 29 29

MasterCard



Ring +45 36 73 74 70





Submitted to App Store



<http://smallsurfaces.com/>
<http://www.simplecue.com/>
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