MENDELU
Faculty
of Business
and Economics

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Author: David Procházka

How to design a great app

or at least not screw the whole thing up

Table of content

What you will (hopefully) learn

How to design applications that are comfortable and intuitive for users.

Why is it necessary?

[1] There is a difference between beauty and usability.
[2] Wii vs Xbox and Playstation

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- Good design sells – see Apple, Google.[1]
- You cannot just copy!
  Porter: *Competitive Strategy: Techniques for Analyzing Industries and Competitors* – You must define your difference from the competitors.[2] You cannot be just cheaper, more efficient.

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Table of content

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- We can start with analysis of the reasons why people are (not) using some applications.
- HCI is in fact about seeking the right questions and eventually about finding some reasonable answers.
- **The ultimate goal is to understand the user.**

Why is a manager using an email?[3]

[3] Jenifer Tidwell: Designing Interfaces

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- Is she afraid of card payment?
- Is the web page too complex?
- Is she seeking some human support/confirmation?

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[5] Photoshop vs mobile app for photo adjustments

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4. His/her standpoint to your (current) application[4] or alternatives.
5. How much time (s)he wants to spend with application learning[5].

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Every person is unique

(S)he is not like you![6]

[6] Usually

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- Bad: We will create a Java application for photo organization. There will be preview window, some buttons...
- Better: We will create an application for investigative journalists. They have problem with collecting information about on-line sources. This application will help them to save the link on the source and. . .

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- IMHO that not a good idea. It tights you.
- You are frequently stuck in a stereotype.
- Inconvenient for multi-modal applications.
- It's better to use abstract terms. You can decide the implementation later (similar to OOP).

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- Although these objects clearly define some functionality, they have no particular visual representation.
- Visual representation is (right now) a burden. It is limited by hardware limitations etc.

Mind map

Let’s draw a mind map!

Wireframe

Let’s draw an interactive wireframe!

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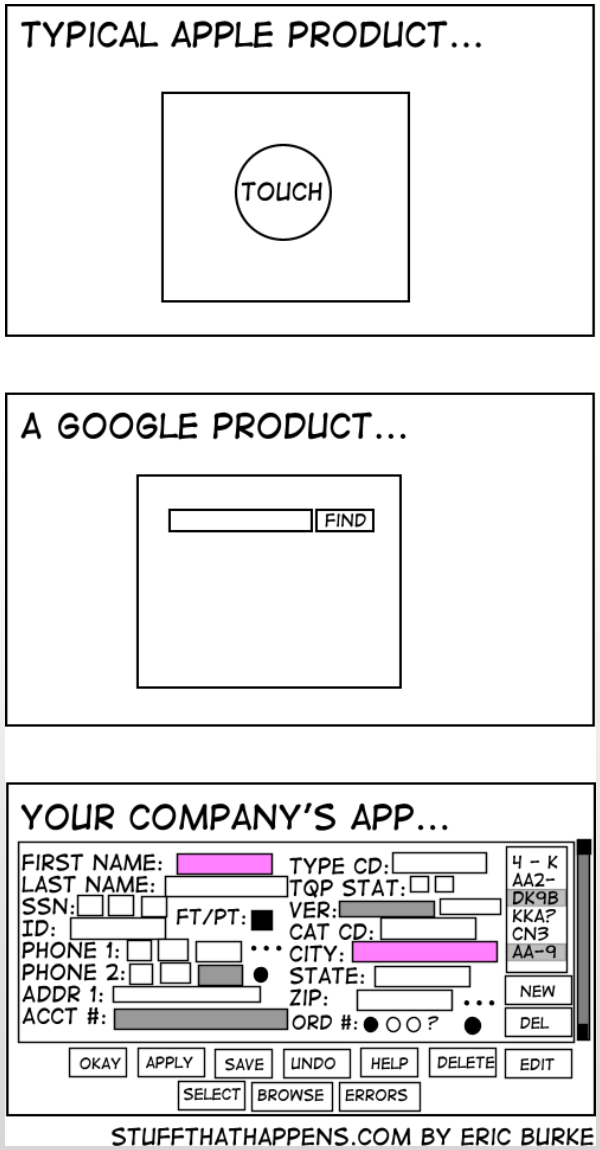
   - Apple Human Interface Guidelines: `https://developer.apple.com/design/`

XKCD


TYPICAL APPLE PRODUCT...
TOUCH
A GOOGLE PRODUCT...
FIND
YOUR COMPANY'S APP...
FIRST NAME:
LAST NAME:
SSN:
ID:
PHONE 1:
PHONE 2:
ADDR 1:
ACCT #:
FT/PT:
TYPE CD:
TQP STAT:
VER:
CAT CD:
CITY:
STATE:
ZIP:
ORD #:
4 - K
AA2-
DK9B
KKA?
CN3
AA-9
NEW
DEL
OKAY
APPLY
SAVE
UNDO
HELP
DELETE
EDIT
SELECT
BROWSE
ERRORS
STUFFTHATHAPPENS.COM BY ERIC BURKE

Thanks for your attention!

David Procházka

Spatial Hub
Mendel University in Brno

david.prochazka@mendelu.cz
https://spatialhub.mendelu.cz
https://informatika.mendelu.cz