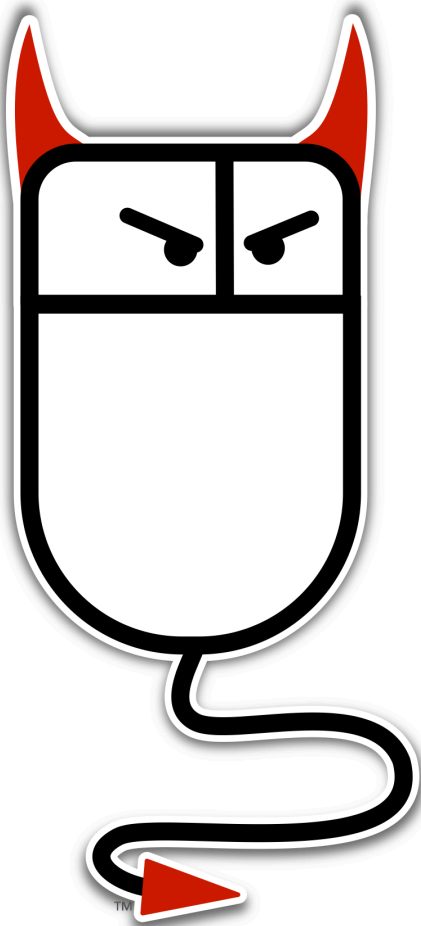


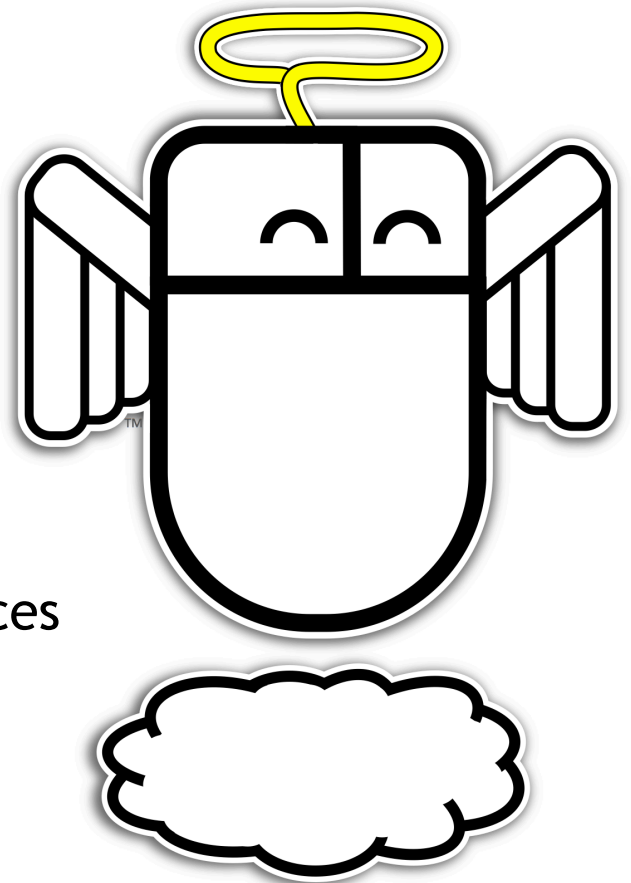
FAST, EASY TIPS FOR TABLET APP USABILITY

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@uxgrump



Taming evil interfaces
Creating heavenly experiences





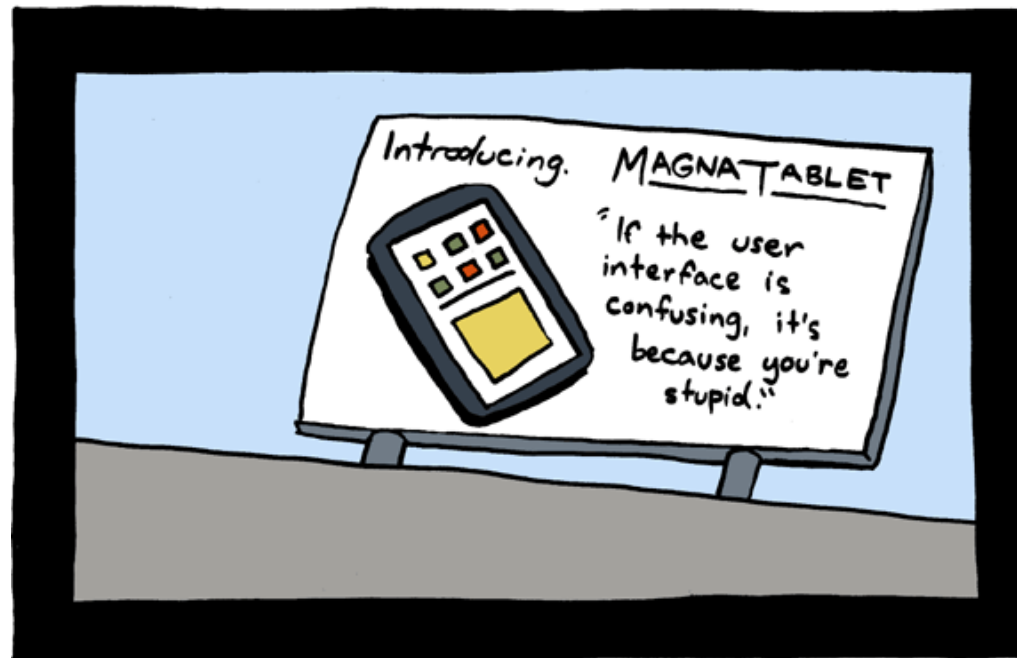
User-centered information

How users work differently with tablets

UX tips for exploiting tablets' strong points

Fast ways to get actionable user feedback as you develop your app





smbc-comics.com





Tablet tasks

How people use tablets

Top task types

Entertaining

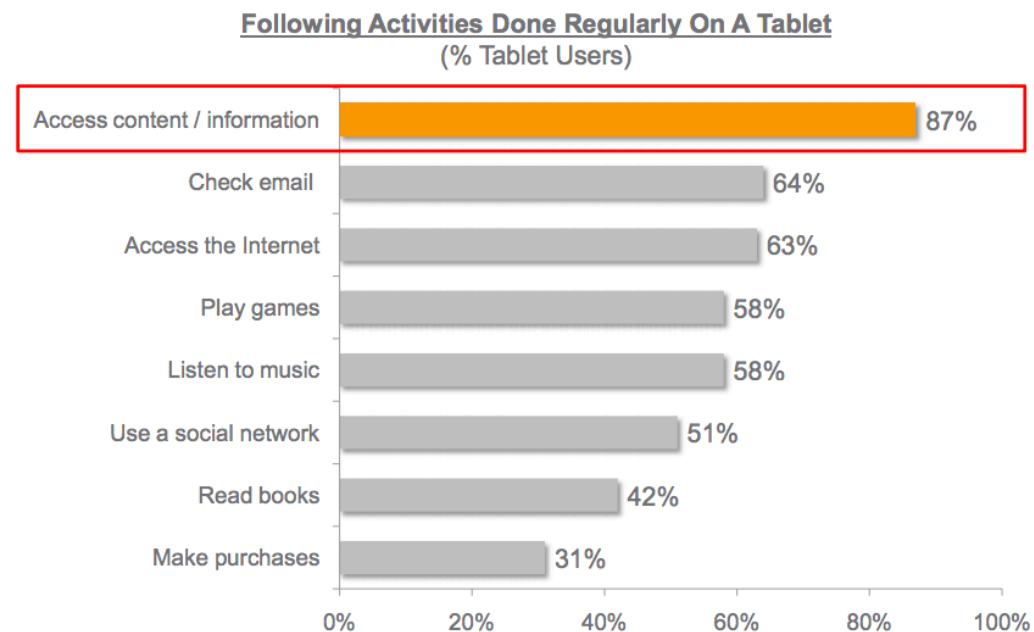
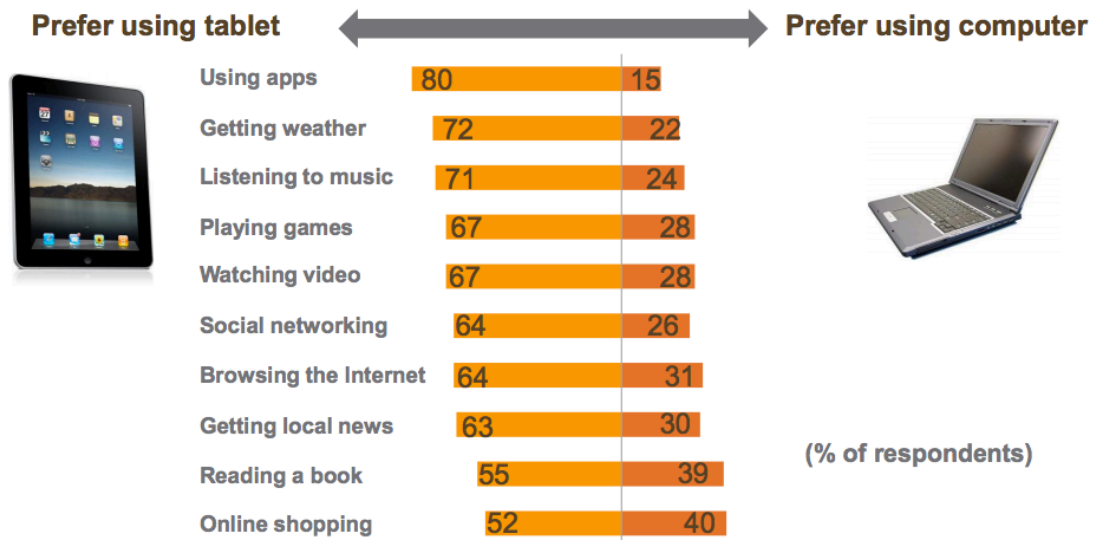
Second most cited reason for buying a tablet

Browsing: news, sports, videos

Consuming: books, movies, games

Checking in: e-mail, social media





Source: OPA (online-publishers.org)



Searching

Answer immediate questions

Comparing: shopping, restaurants

Locating: what's near me





Tracking

Keep lists, measure progress

Cataloging: recipes, photos

Improving: fitness, diet

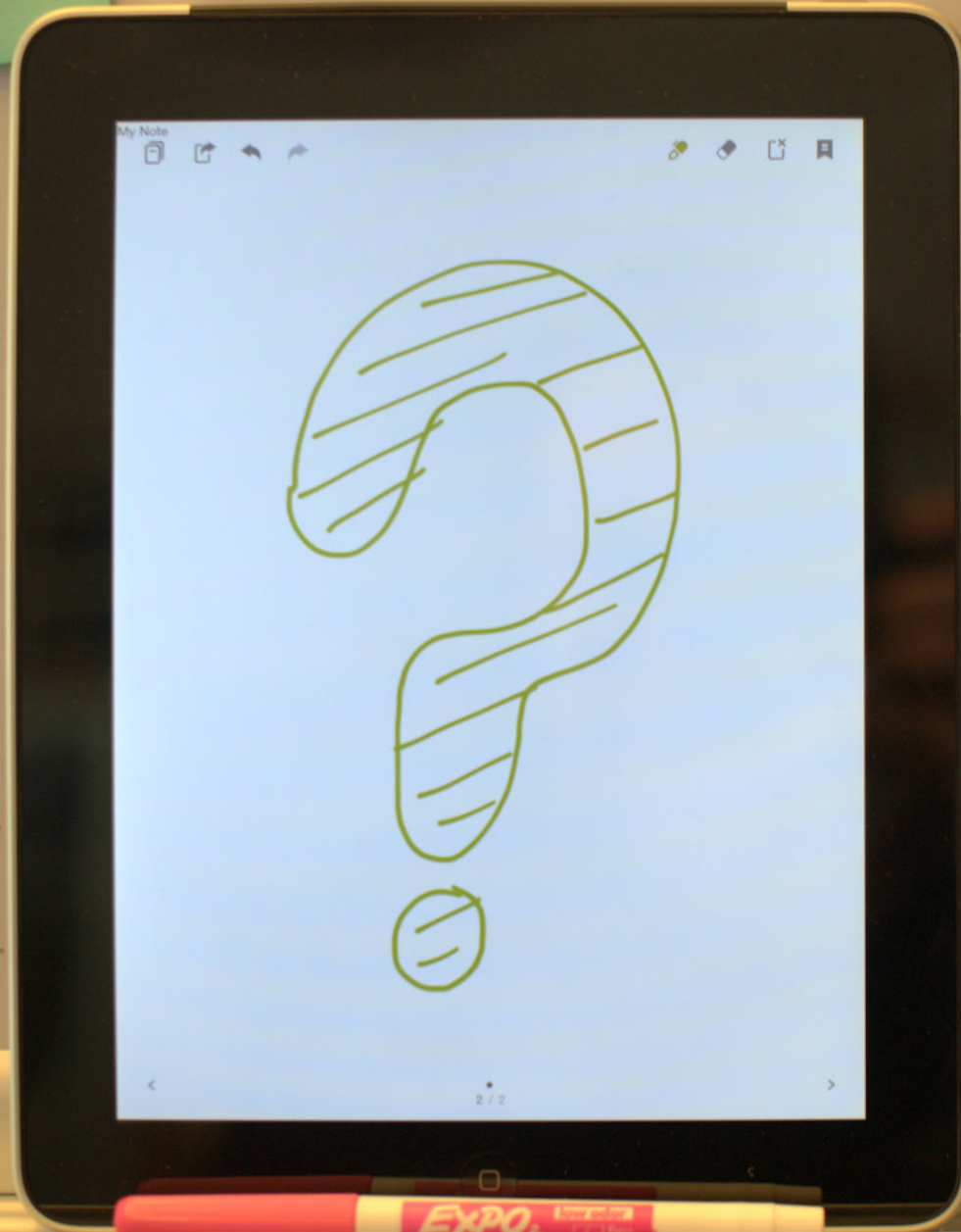
Transacting

Shopping, online banking
do happen on device



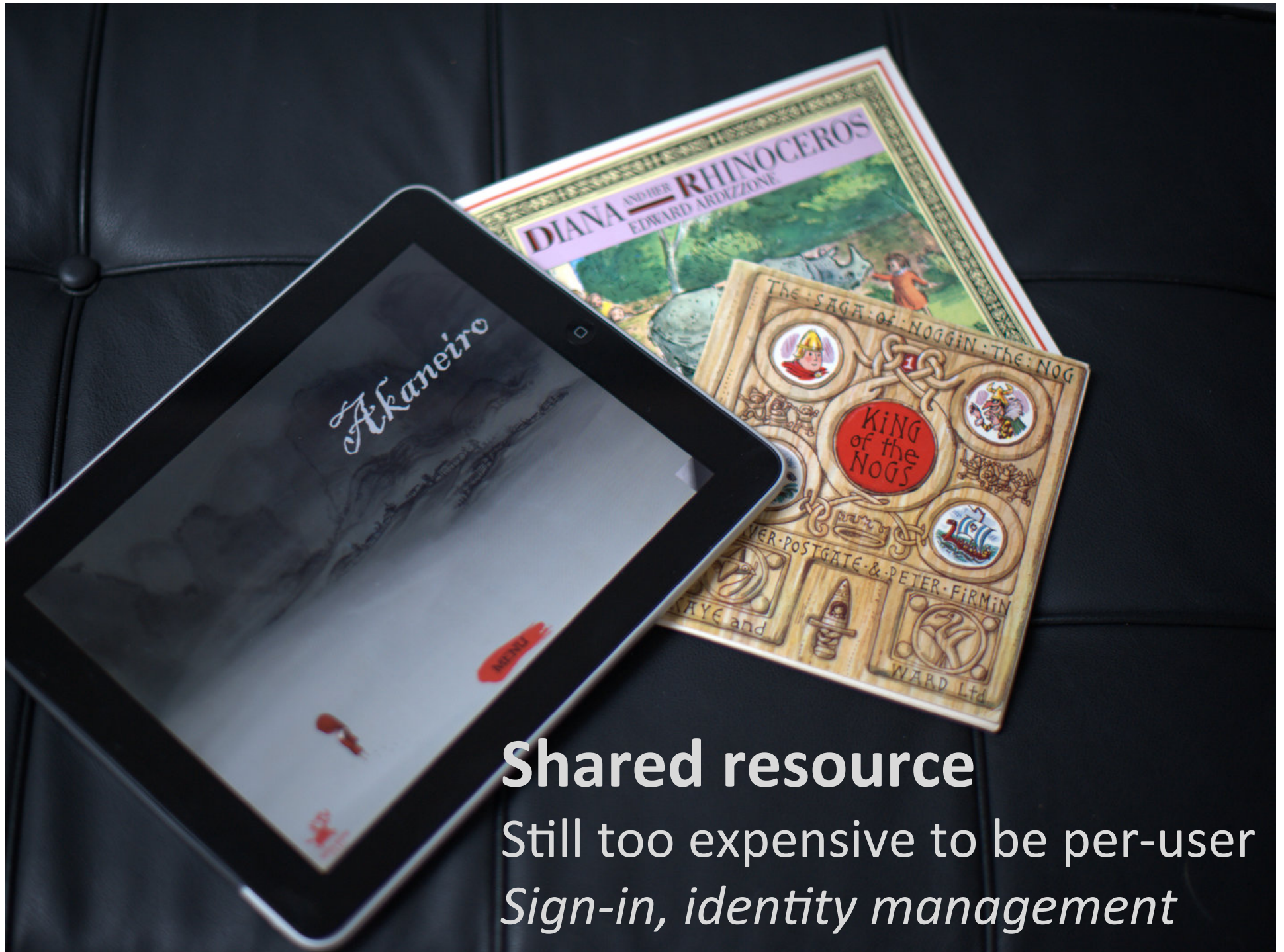
Creating

Only urgent tasks





Tablet properties
Physical considerations



Shared resource

Still too expensive to be per-user

Sign-in, identity management

Business

Co-opting consumer apps



Mobile (sort of)

Phone still default device for immediate access

Laptop still preferred device if creating



Photos

Sharing only: tablets aren't good cameras



Camera Finder / All / Apple

These are the popular Apple cameras used in the Flickr community. [See all.](#)



iPhone 4



iPhone 4S



iPhone 3GS

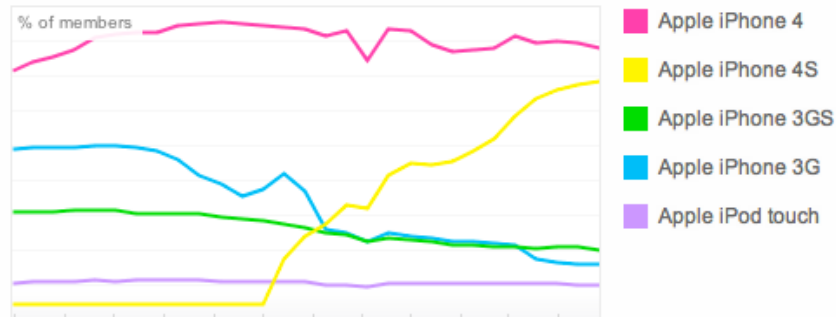


iPhone 3G



iPod touch

Top 5 Apple Cameras in the Community



All the Apple cameras used in the Flickr Community

Name	# of items [?]	Avg. daily users [?]	Activity Factor [?]	Type [?]	Rank [?]
iPhone 4	28,540,066	4695	13	Cameraphone	1
iPhone 4S	5,656,325	3346	12	Cameraphone	2
iPhone 3GS	15,405,985	1053	13	Cameraphone	3
iPhone 3G	40,843,027	968	12	Cameraphone	4
iPod touch	1,721,052	382	9	Cameraphone	5
iPad 2	442,947	201	4	Cameraphone	6
iPad	202,560	95	3	Cameraphone	7
QuickTake 200	8,355	1	N/A	Point & Shoot	8
QuickTake 100	45	1	N/A	Point & Shoot	9
QuickTake 150	0	1	N/A	Point & Shoot	10



Designing for tablets

UX tips to make use of tablets' strong points



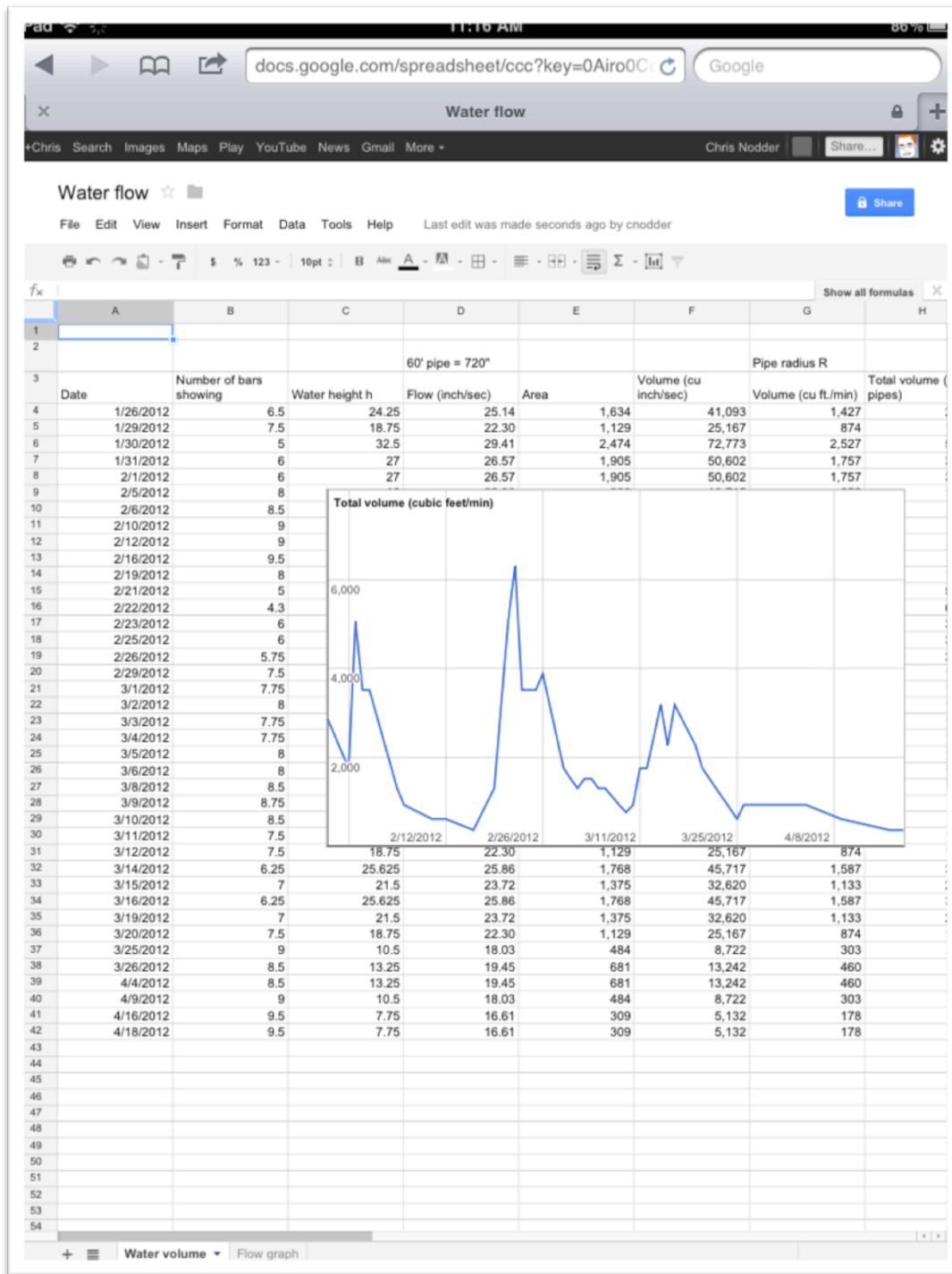
Design for distractions

86% of mobile internet users use device while watching TV
Tablets used in public spaces – may have to quit at any time



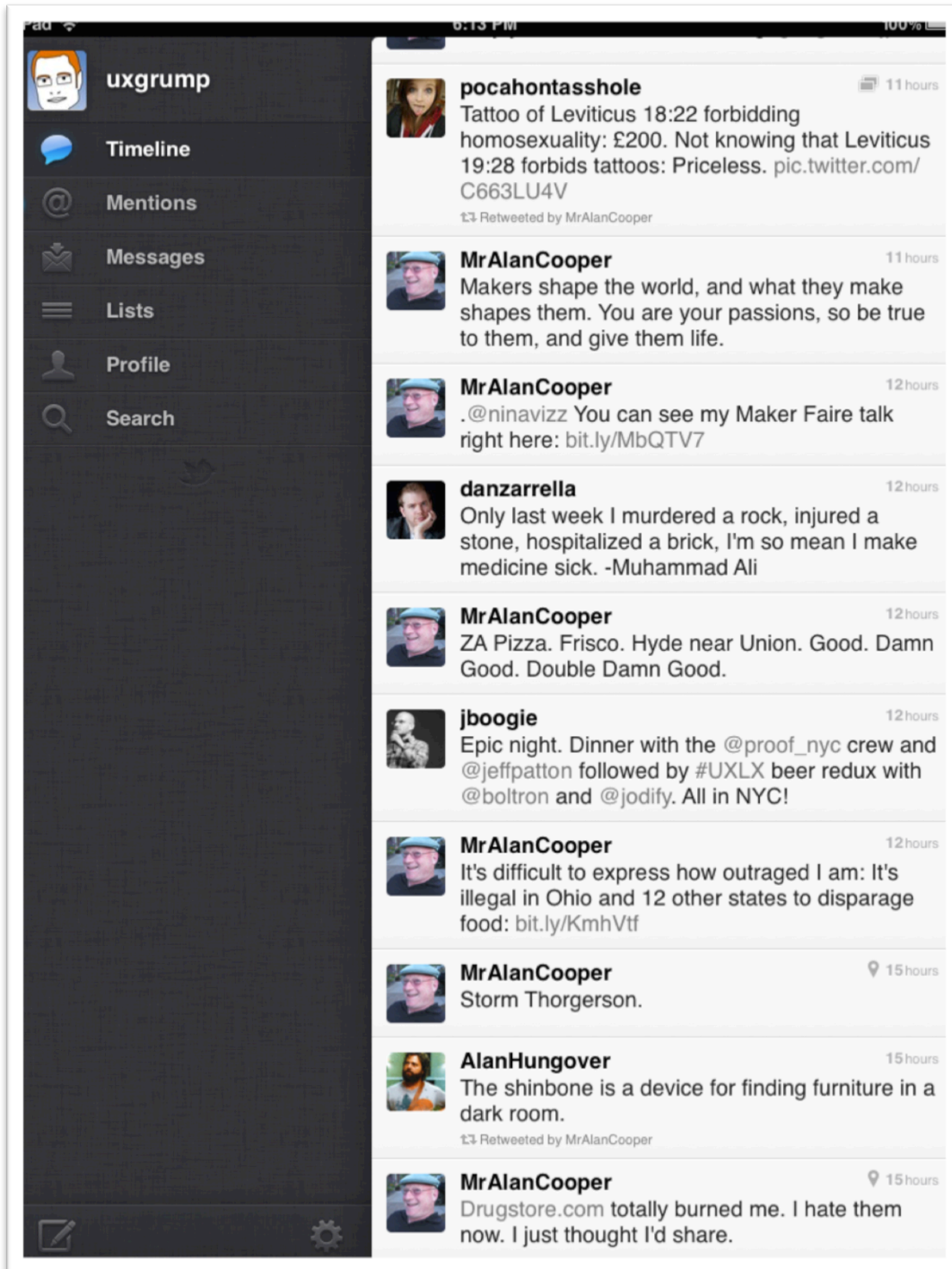
Distractions:

Constant saving

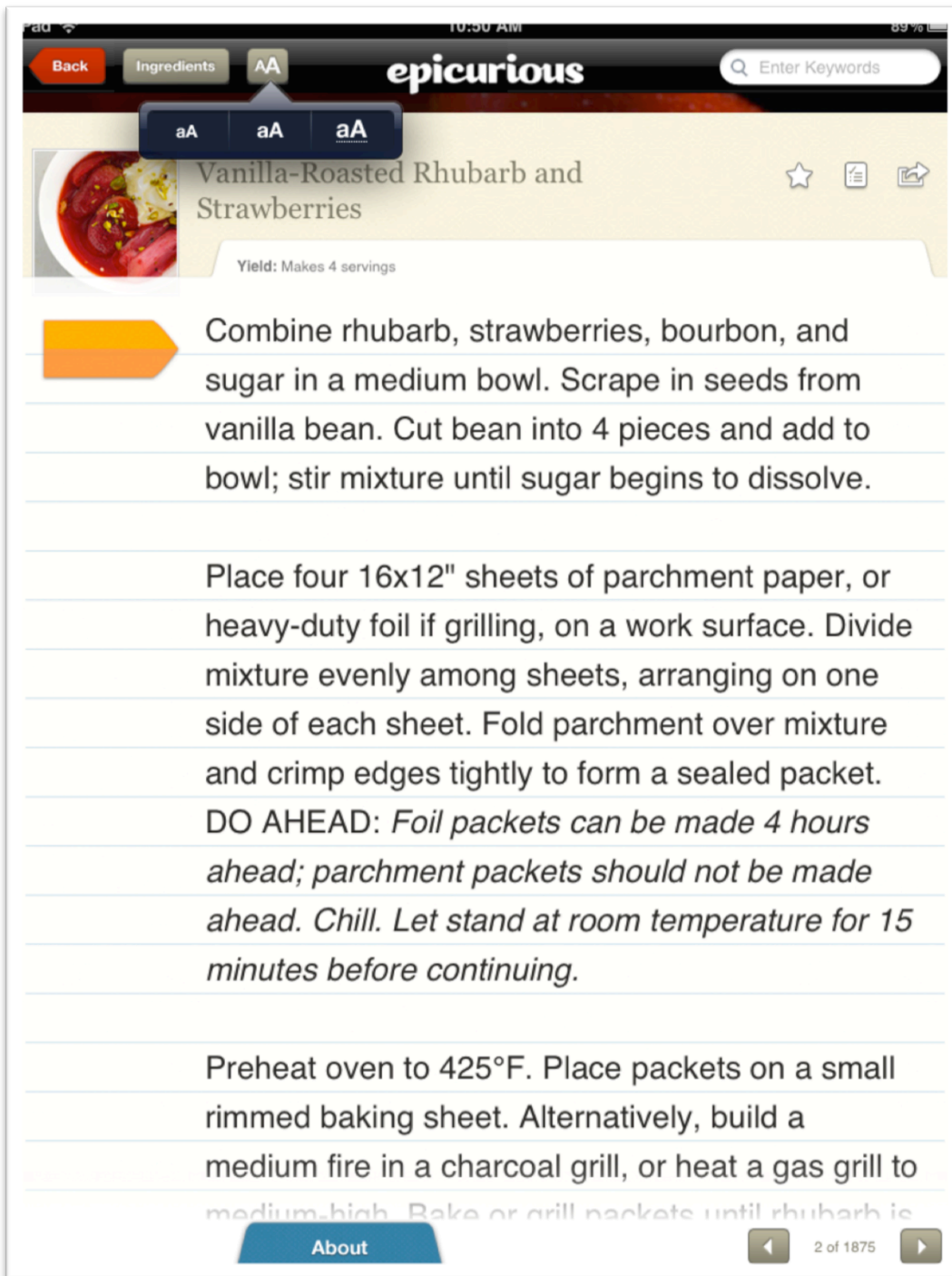


Distractions:

One concept per screen



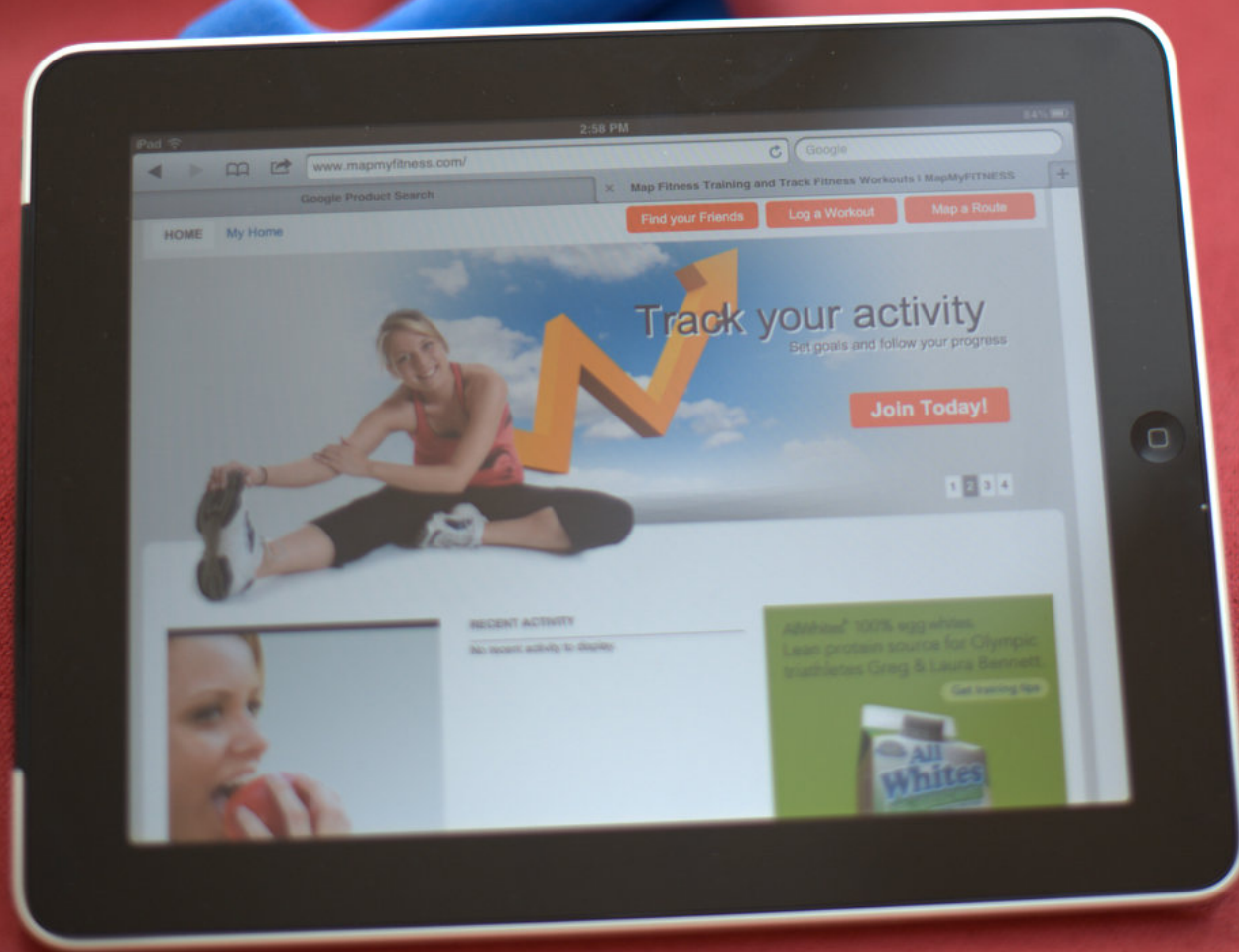
Distractions: Scannable content

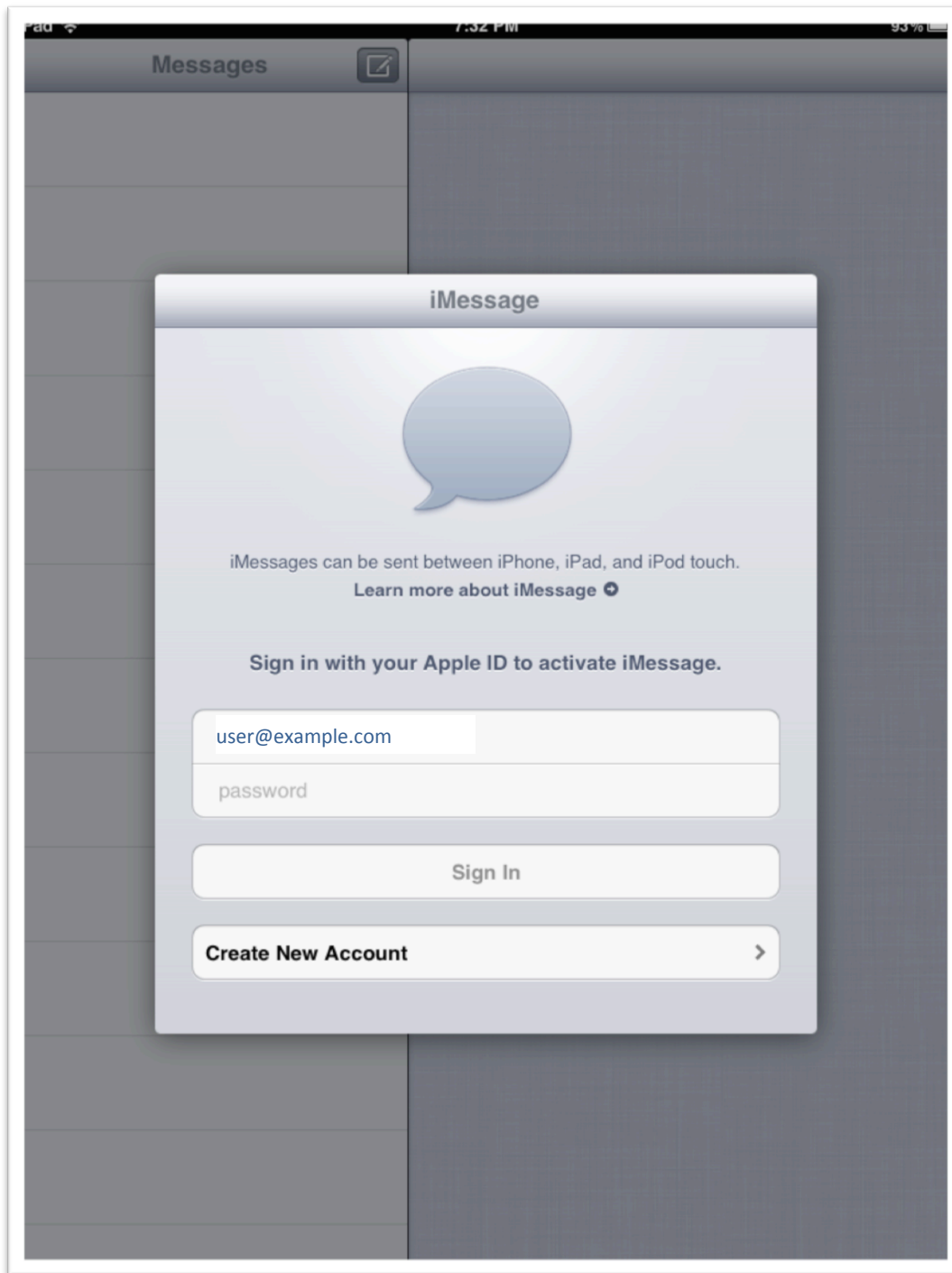


Design for existing/repeat users

Allow account creation but aim for sign IN, not sign UP

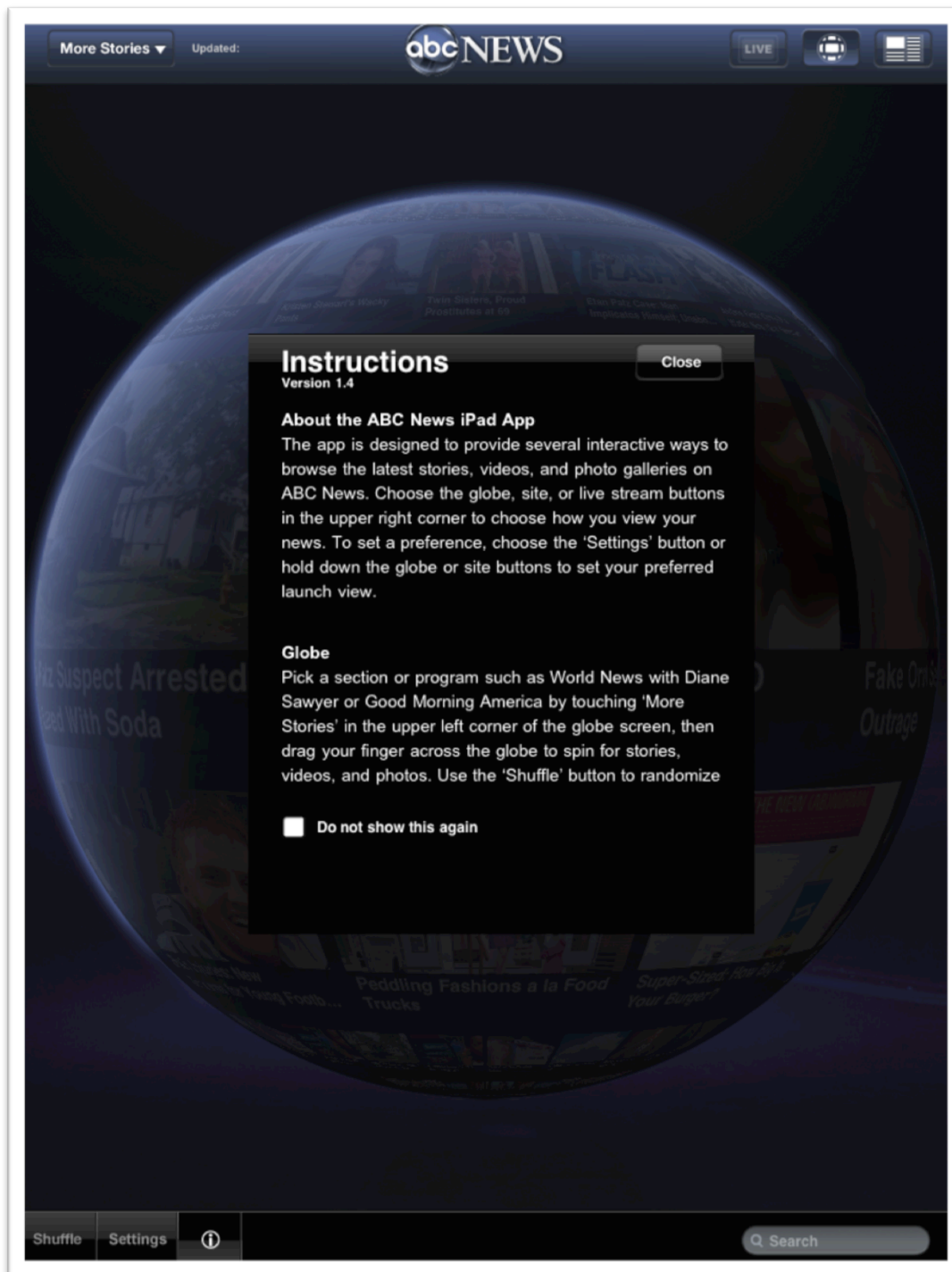
Sharing devices means people will log in/out of apps





Existing users:
Sign *in* easier than
sign *up*





Existing users:

Design for exploration,
not instructions



Make content into navigation



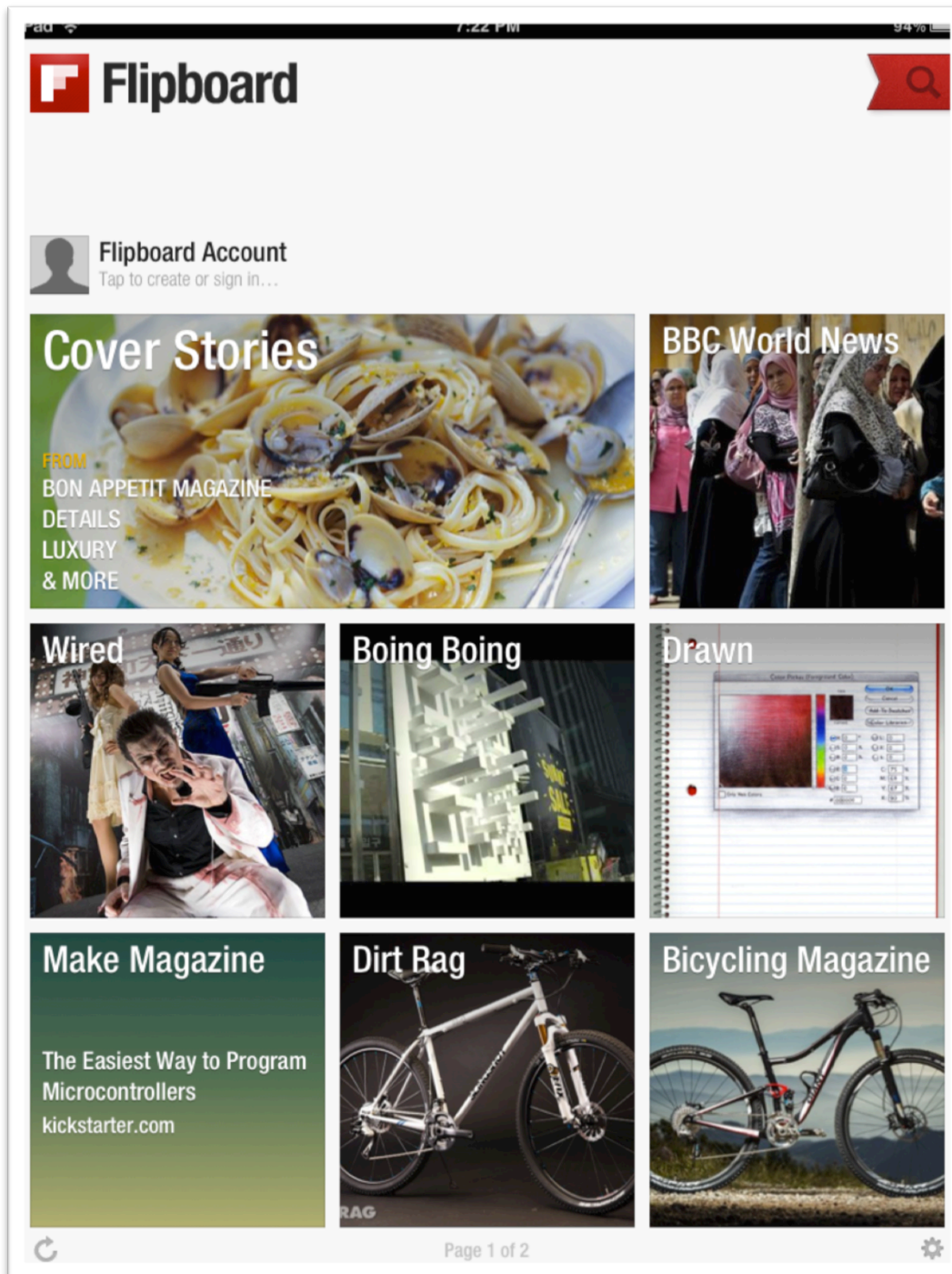
Content is the most important thing

- Only display key task navigation (actions, back)

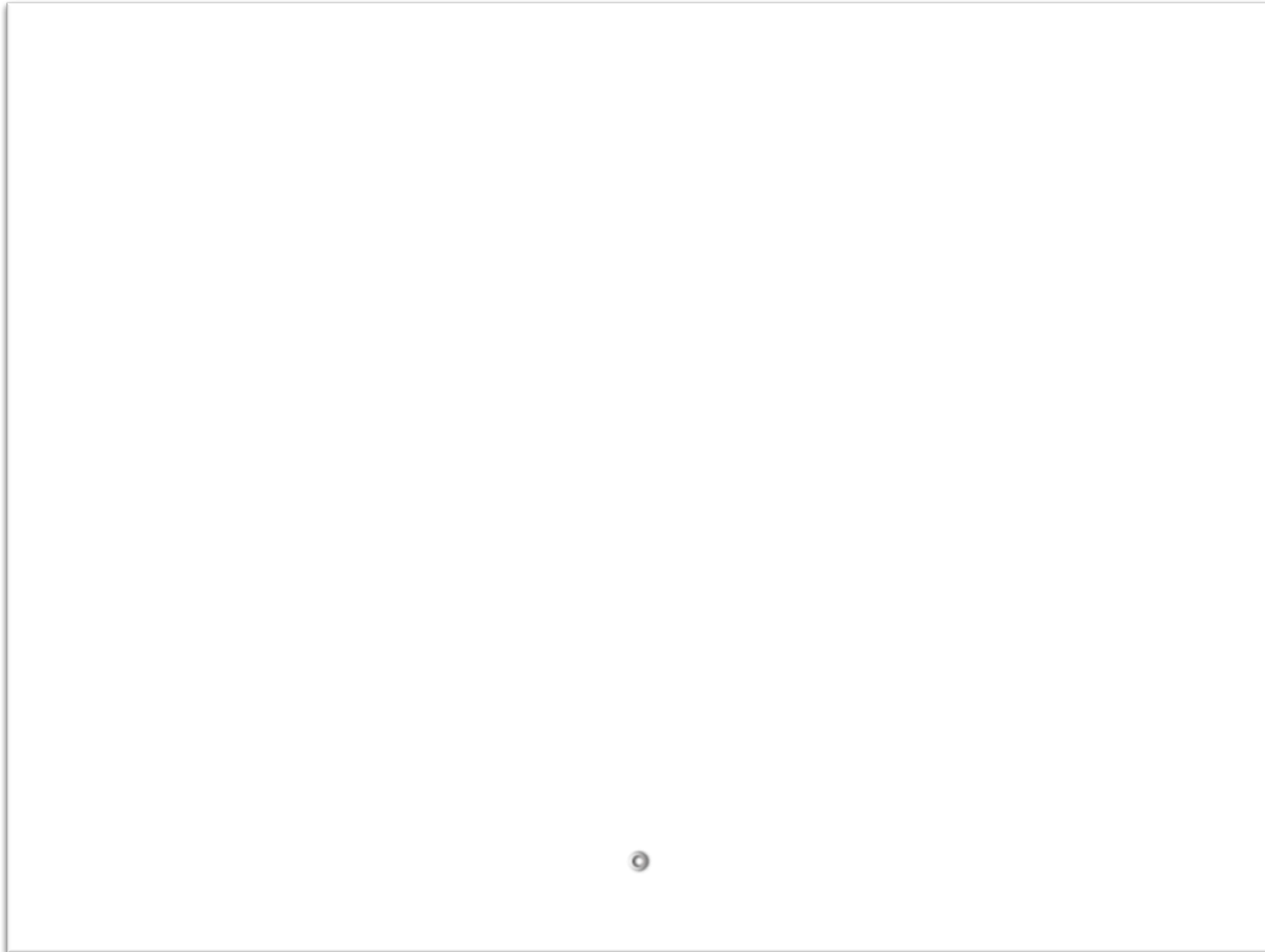
- Hide other navigation behind a “menu” button

- OK to use a big nav pop-up for secondary tasks

Navigation:
Content is nav



Navigation:
Hide menus



Navigation:
Targets $> 1\text{cm}^2$
No crowding



Navigation:
Content should
be discoverable



An iPad is shown at an angle, displaying a dark screen. At the top, there is a status bar with 'iPad' and a Wi-Fi icon on the left, '3:22 PM' in the center, and '98%' battery on the right. Below the status bar is a white search bar with a magnifying glass icon and the text 'Search iPad'. The rest of the screen is dark and mostly blank.

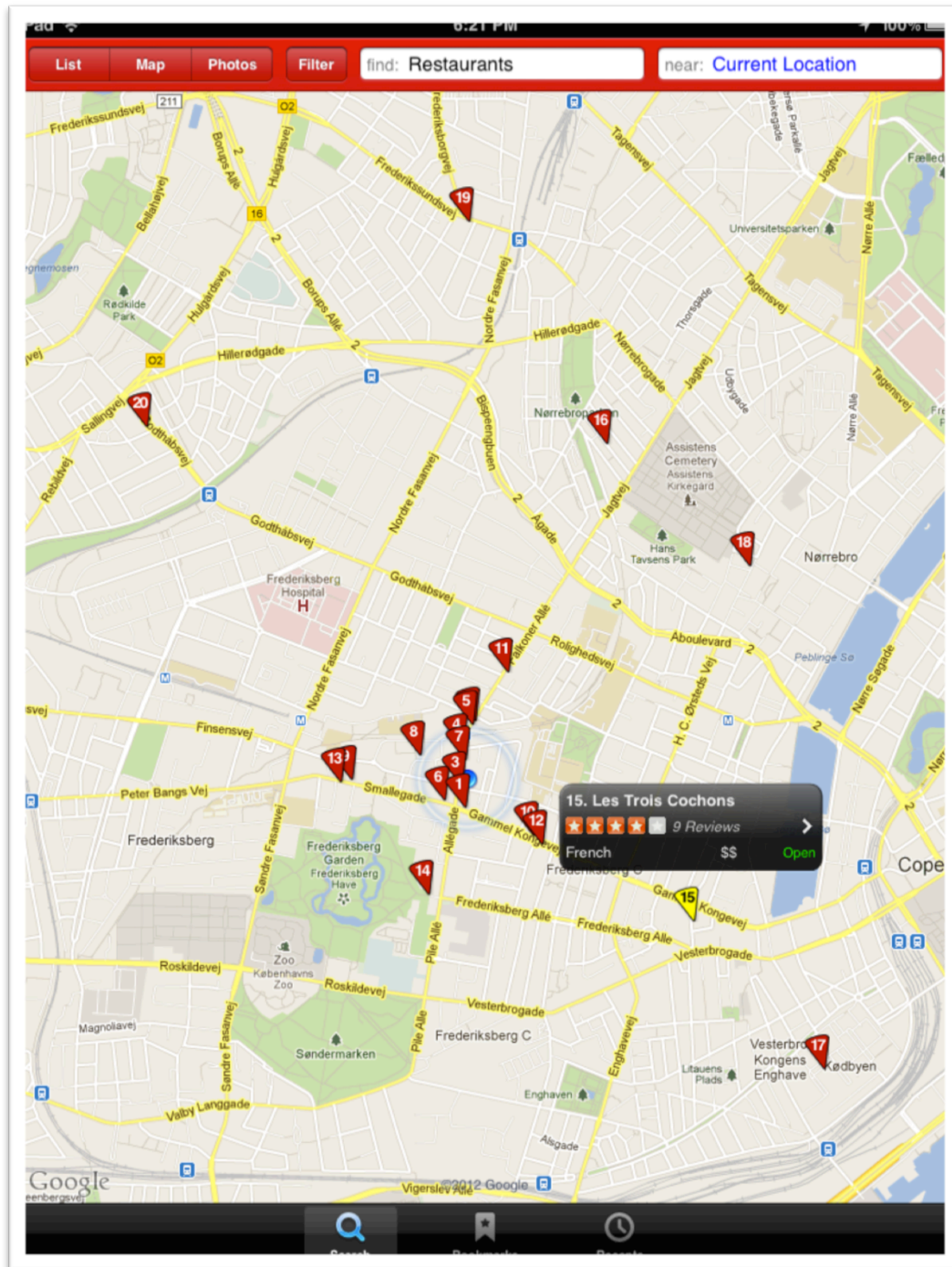
Infer intention (intelligently)

To really win, figure out what people *meant*

Search: typically want local answers

Transact: pull up correct loyalty card for location

Entertain: Airplane mode = movies, not YouTube



Infer:

I want to eat near
to where I am



Build for one key task

Entertaining,
Searching,
Tracking,
Transacting,
Creating
Include escape routes



Develop an app when...

You need interaction

Task flow is non-linear

Being in app stores is beneficial

App adds extra value



Use a Web site when...

Mobile use is secondary

Task flow is linear

You update very frequently

User testing the tablet UX

Users can't tell you what they need,
but they can show you

Get out of the building

Find out what problems to solve
Learn where the sticky bits are

Go to where the task occurs

waiting area

coffee shop

building site

sofa

morning commute

Give people a quick task and a gift

Tell them what their end goal is, then shut up and watch. Save questions until afterwards.

Paper prototypes for early concepts

A stack of four books with yellow, orange, and blue covers is shown. A silver tablet is placed on top of the books, displaying a dark screen. The background is dark and out of focus.

Sketch your interface
One sheet per screen
React to user's "touch"

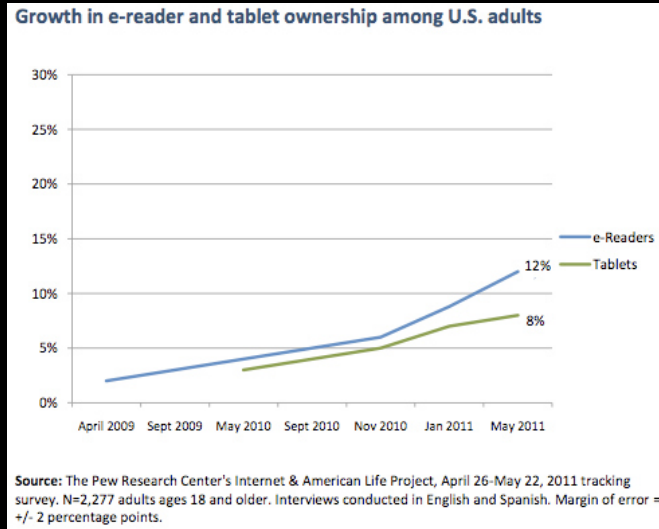
Gives early insight
Saves costly mistakes

User Experience research tools

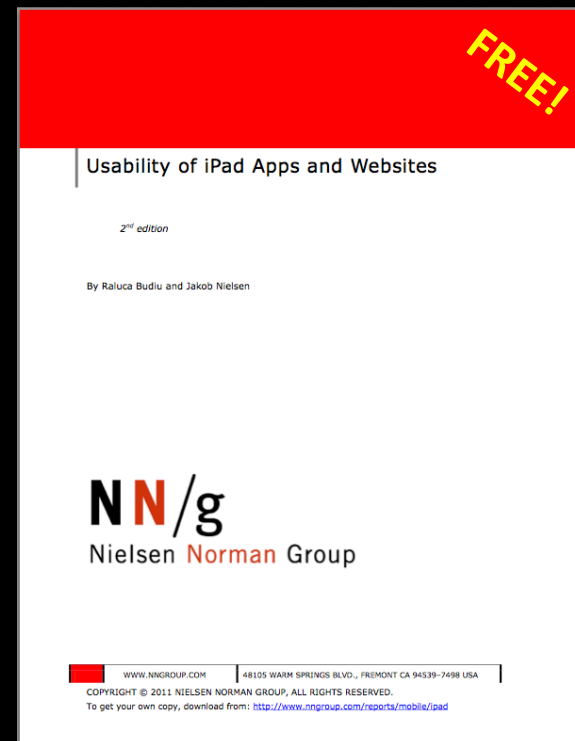


questionablemethods.com

Other data sources



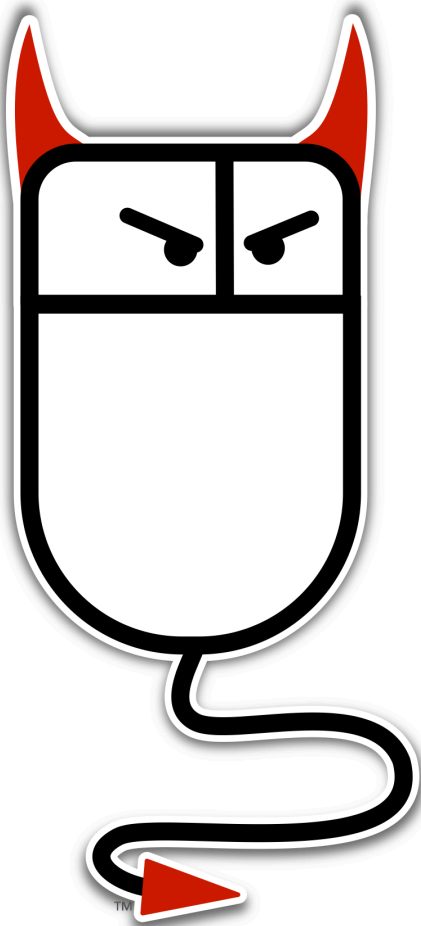
pewinternet.org, search “tablet”



nngroup.com/reports/mobile/



chris@nodder.com
@uxgrump
questionablemethods.com



Taming evil interfaces
Creating heavenly experiences

