Four Mobile Traps

The Most Common Mistakes
Made by Mobile Apps and Websites

Results from real-world user tests by

User Testing.com

@usertesting @michaelmace

UserTesting.com

- The fastest way to get feedback

How It Works

1. Sign Up in 3 Minutes

You simply **specify the users' demographics and tasks.**

2. We Notify our User Panel

Within seconds, **representative users** start recording themselves using your site.

3. Get Results in as Little as an Hour

You quickly receive a **video** and **written responses** from users.

- Methodology: Analyzed thousands of real-world user tests of mobile apps and websites to identify common problems and their root causes

About Me

- Ten years at Apple, six years at Palm/ PalmSource

- Founded two startups

- Blog: http://mobileopportunity.blogspot.com

Summary

- New computing paradigms usually cripple the current leaders

- Four mobile traps

- Mobile requires new reflexes

- Ten steps to success

Agenda

- Why transitions are dangerous

- The four traps

- How to avoid the traps

B1: "Principal   MENU
Worksheet Range   Copy   Move   File   Print   Graph   Data   Quit
Global, Insert, Delete, Column-Width, Erase, Titles, Window, Status

	A	B	C	D	E
1		Principal	$50,000		
2		Rate	13.0%		
3		Years	5		
4		Payment	1,137.65		
5					
6	Year	Begin Bal.	End Bal.	Total Paid	Interest
7	1	50,000.00	42,406.26	13,651.84	6,058.10
8	2	42,406.26	33,764.33	13,651.84	5,009.92
9	3	33,764.33	23,929.53	13,651.84	3,817.05
10	4	23,929.53	12,737.22	13,651.84	2,459.53
11	5	12,737.22	0.00	13,651.84	914.63
12					
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16					
17					
18					
19					
20					

Leading applications

	MS-DOS	
Word Processing	WordPerfect	
Spreadsheet	Lotus 1-2-3	
Database	dBase	

Leading applications

	MS-DOS	Windows
Word Processing	WordPerfect	Word
Spreadsheet	Lotus 1-2-3	Excel
Database	dBase	Access / Filemaker

Leading vendors

Windows,1995

1. Microsoft

2. Adobe

3. Autodesk

4. Electronic Arts

5. Intuit

6. Borland

7. Symantec

User Testing.com ➔ **Mobile**

Leading vendors

Windows, 1995	Web, 2013
1. Microsoft	1. Google
2. Adobe	2. Facebook
3. Autodesk	3. Yahoo
4. Electronic Arts	4. Amazon
5. Intuit	5. eBay
6. Borland	6. Wikipedia
7. Symantec	7. Craigslist

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Why?

- Users reconsider commitments

Why?

- Rules of good product design change

Why?

- Leaders usually underestimate the challenge

Agenda

- Why transitions are dangerous

- The four traps
  1. Legacy

- How to avoid the traps

User Testing.com ➝ **Mobile**

Legacy

- "Porting" your app or website to mobile

- Usage flow driven by computer version

- Too many or too few features

- Broken features

PC Education Site

Subscription Plan (compare plans)	Price (USD)
⦿ Monthly Subscripti	$25.00/month
○ Monthly Premium S	$37.50/month
○ Annual Subscription	$250.00/year
○ Annual Premium Subscription	$375.00/year
Need a plan for five or more users?	

> Affordable Premium plan! Includes exercise files. Follow along using the same files as the instructor. No long-term commitment.

User Testing.com → Mobile

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PC Education Site

Compare Subscription Plans

	Monthly	Monthly Premium	Annual	Annual Premium
	$25.00/month	$37.50/month	$250.00/year	$375.00/year
Access over 1,890 courses	✓	✓	✓	✓
Yearly access with savings*			✓ Save $50*	✓ Save $75*
Month-to-month subscription	✓	✓		
Access instructors' exercise files		✓		✓
Closed Captioned tutorials	✓	✓	✓	✓
Access Creative Inspirations documentaries	✓	✓	✓	✓
Searchable transcripts	✓	✓	✓	✓
Earn Certificates of Completion	✓	✓	✓	✓
	select	select	select	select

*Yearly access with savings:

- Annual plan saves $50 over the monthly price
- Annual Premium plan saves $75 over the monthly premium price

Subscription P

- ◉ Monthly Su
- ◯ Monthly Pre
- ◯ Annual Sub
- ◯ Annual Pre

Need a plan

(USD)

/month

/month

0/year

0/year

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Rethink, Don't Port

- Learn the mobile paradigm
    1. Best practice: Mobile teams
    2. Minimum necessary: Dedicated mobile product manager

- Separate what you do from how you do it
    1. Windows Mobile vs. Windows Phone

- Break down your app
    1. What do they need when mobile?
    2. Multiple apps?

- Focus on the mainstream 80%

Agenda

- Why transitions are dangerous

- The four traps
  1. Legacy
  2. Fear

- How to avoid the traps

Smartphone Fears

- Hackers
  1. Handset company, OS vendor, carrier, app developer

Smartphone Fears

- Hackers
    1. Handset company, OS vendor, carrier, app developer

- Accidentally opting in

Mobile Marketer™
THE NEWS LEADER IN MOBILE MARKETING MEDIA AND COMMERCE

FTC urges mobile marketers not to cut corners when designing around small screens

Smartphone Fears

- Hackers
  1. Handset company, OS vender, carrier, app developer

- Accidentally opting in

- Automatic social posts

Mobile Marketer
THE NEWS LEADER IN MOBILE MARKETING MEDIA AND COMMERCE

FTC urges mobile marketers not to cut corners when designing around small screens

We All Pay

The antisocial network: Path texts my entire phonebook at 6am

Share: [Tweet] 1,085 [+1] 201 [f Like] 679 [in Share] 62
94

POSTED BY STEPHEN KENWRIGHT AT 1:56PM ON TUESDAY, 30 APRIL 2013

Last night I went to bed blissfully unaware of the catastrophic faux pas I made earlier in the day – I signed up to Path, the social network/private messaging service.

For anybody who hasn't used it before, Path was launched in 2010 and allows users to share photos and messages with a "high-quality" network built up of only their closest family and friends. It is this limited network aspect of it which co-founder and CEO Dave Morin believes differentiates it from Facebook and Twitter.

Quotes

- "I'm not going to like or dislike."

- "As soon as I'm done with this test I'm going to be checking on Facebook to see what kind of posting it did."

- "What are 'social choices'? Are those apps I have to use with other people, or apps my friends shared with me?"
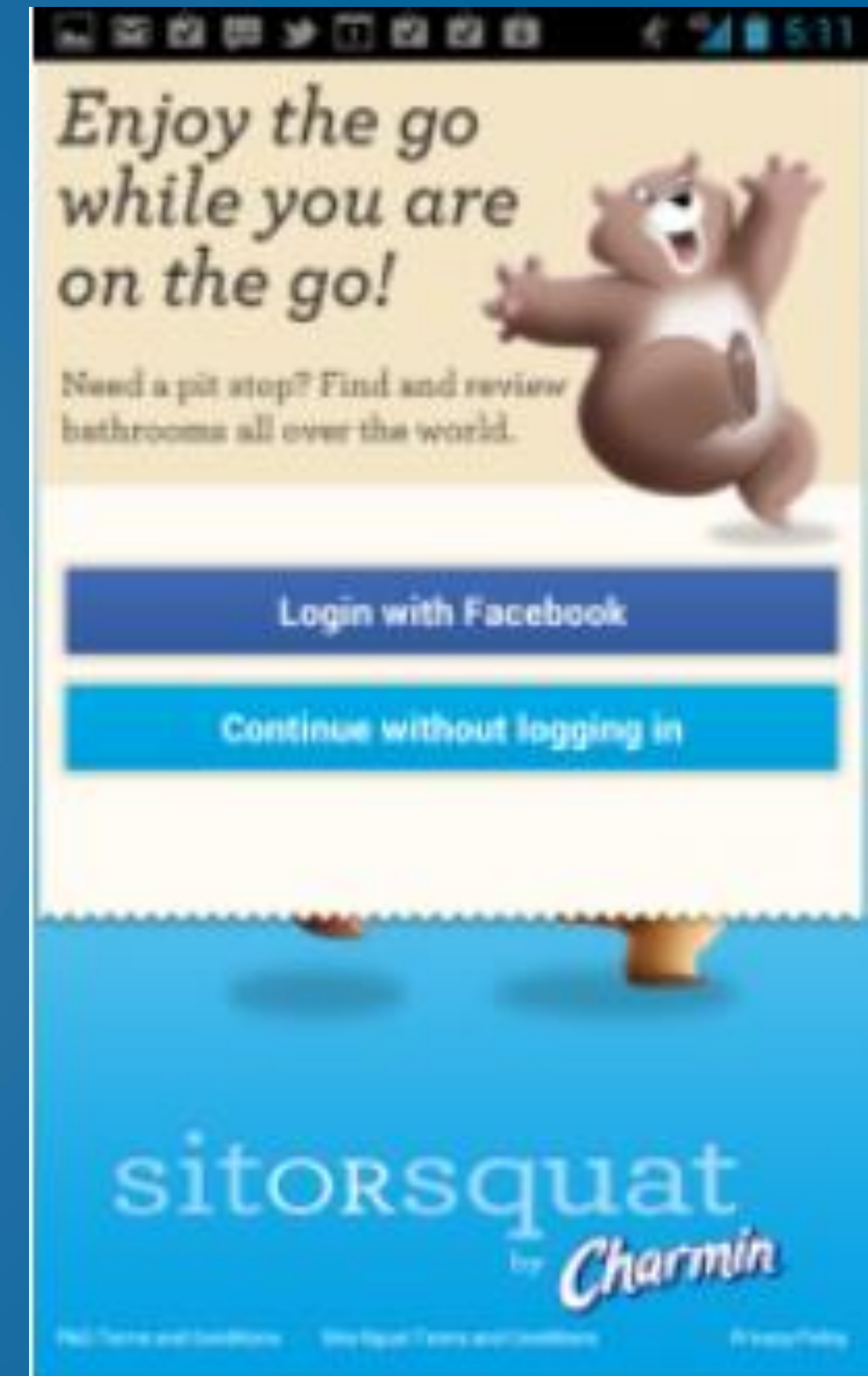
Greg Nudelman, *Android Design Patterns*

Files & Photos   48.72MB Available

IMG_2012_12_11_184911.P...
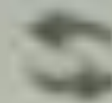
The Essentials

Contact Info Type
Personal

Personal Email
Any@anymail.com

Work Email
Work@work.com

Other Email
None

Mobile Phone
2223334444

Home Phone

What to Do

- Use trustmarks

- Display the opt-ins

- Give absolute social clarity

- Any.DO Facebook login

Create account

Sign-up to get Any.DO on all your devices.

f Sign-In with Facebook

Note: Your tasks will not be linked to your Facebook account in any way
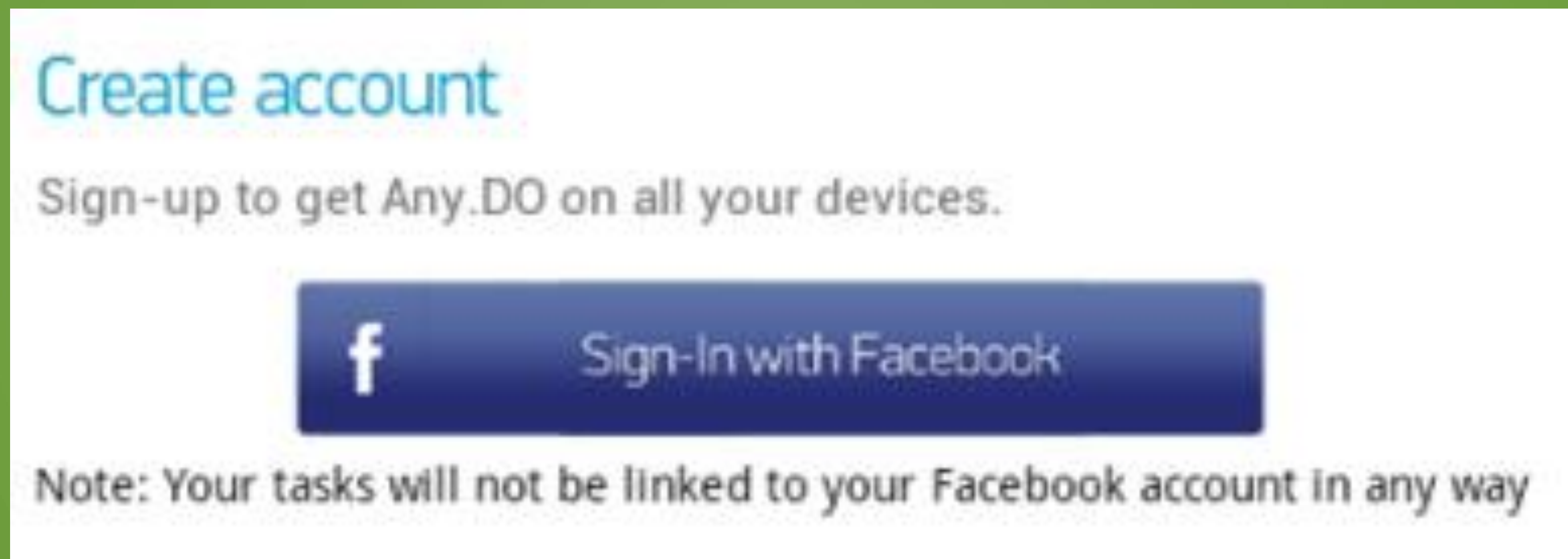
Agenda

- Why transitions are dangerous

- The four traps
  1. Legacy
  2. Fear
  3. Confusion

- How to avoid the traps

Sources of Confusion

- **Unreadable elements**

    1. **Too** small

Sources of Confusion

- Unreadable elements

1. Too small
2. Low contrast: Sunlight, saving batteries

This text may disappear in direct sunlight
This text may disappear in direct sunlight

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$0 $20,000

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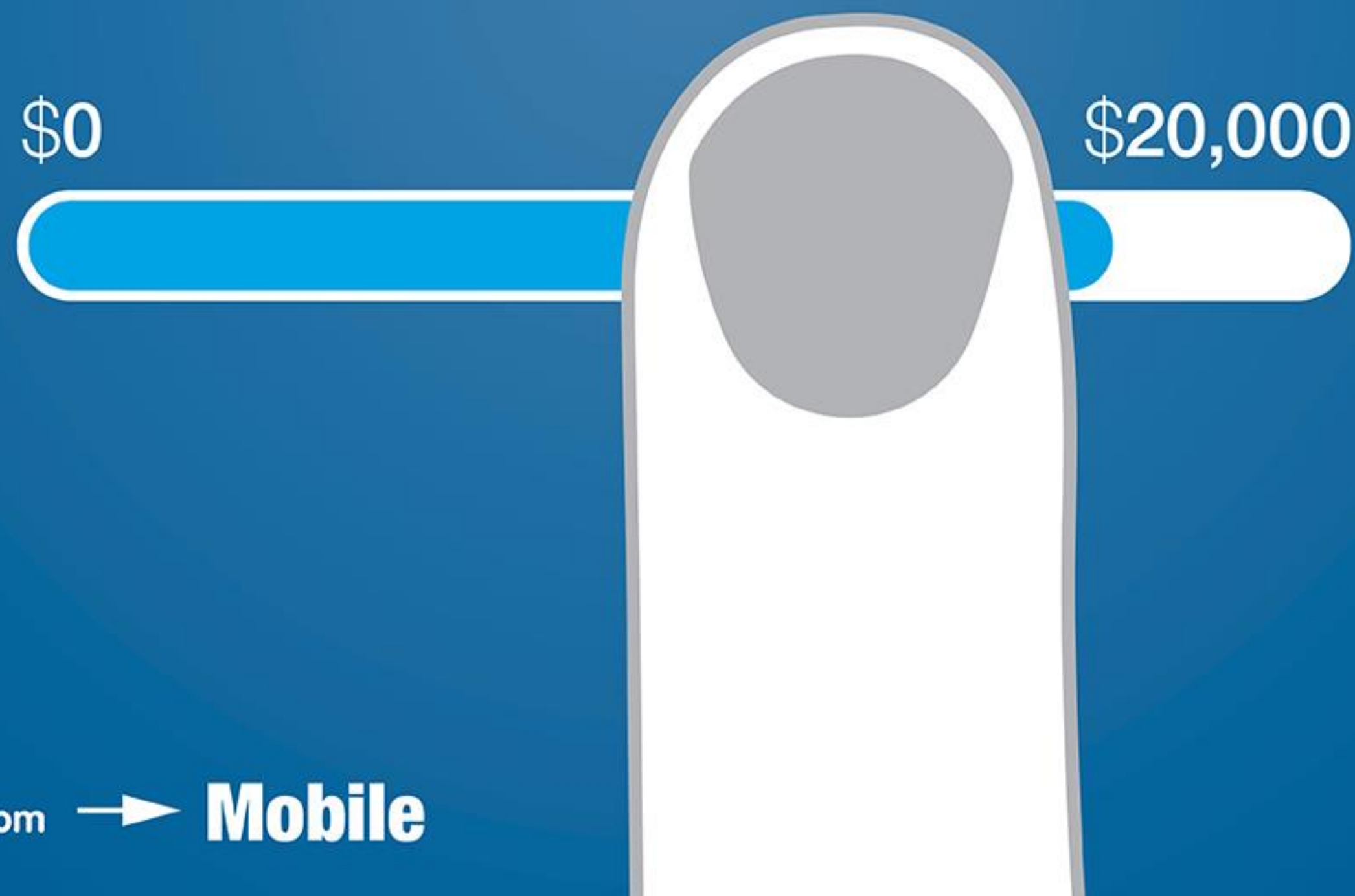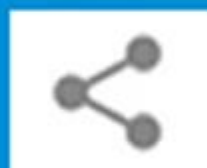
Sources of Confusion 2

- Cryptic buttons and text

- Slow response

- Lack of help

- Unintuitive success path
  1. "What am I supposed to do?"

- Beauty vs. productivity
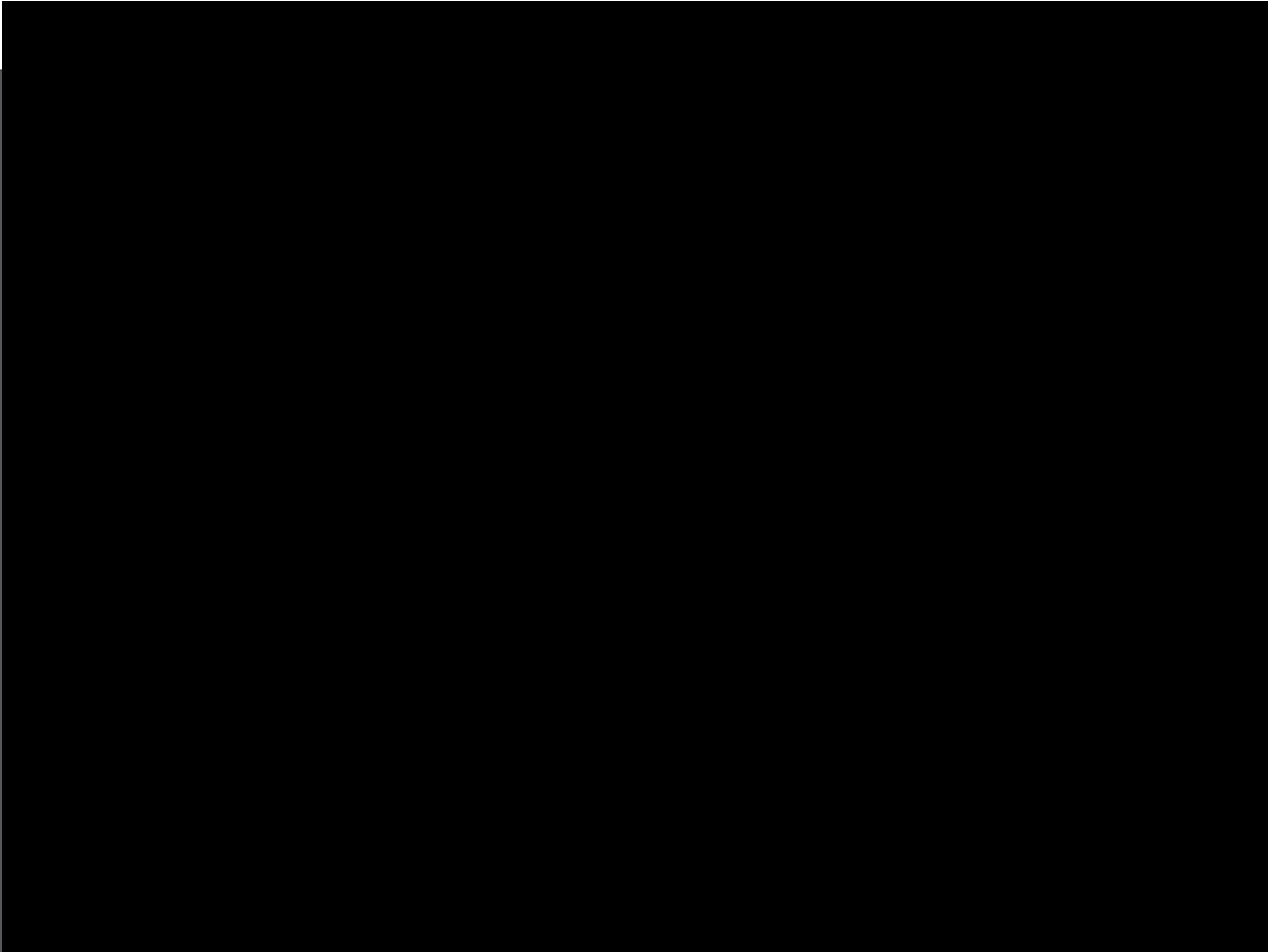
Icon Confusion

	iOS	Android
Refresh		
Bookmark		
Favorite		
Share		
More		
vs	Most Recent	Add to Queue
vs	Most Viewed	Social Group

Bad News

- Where there is no standard, Icons are just pretty pictures
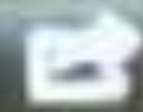
- Gestures and swipes too
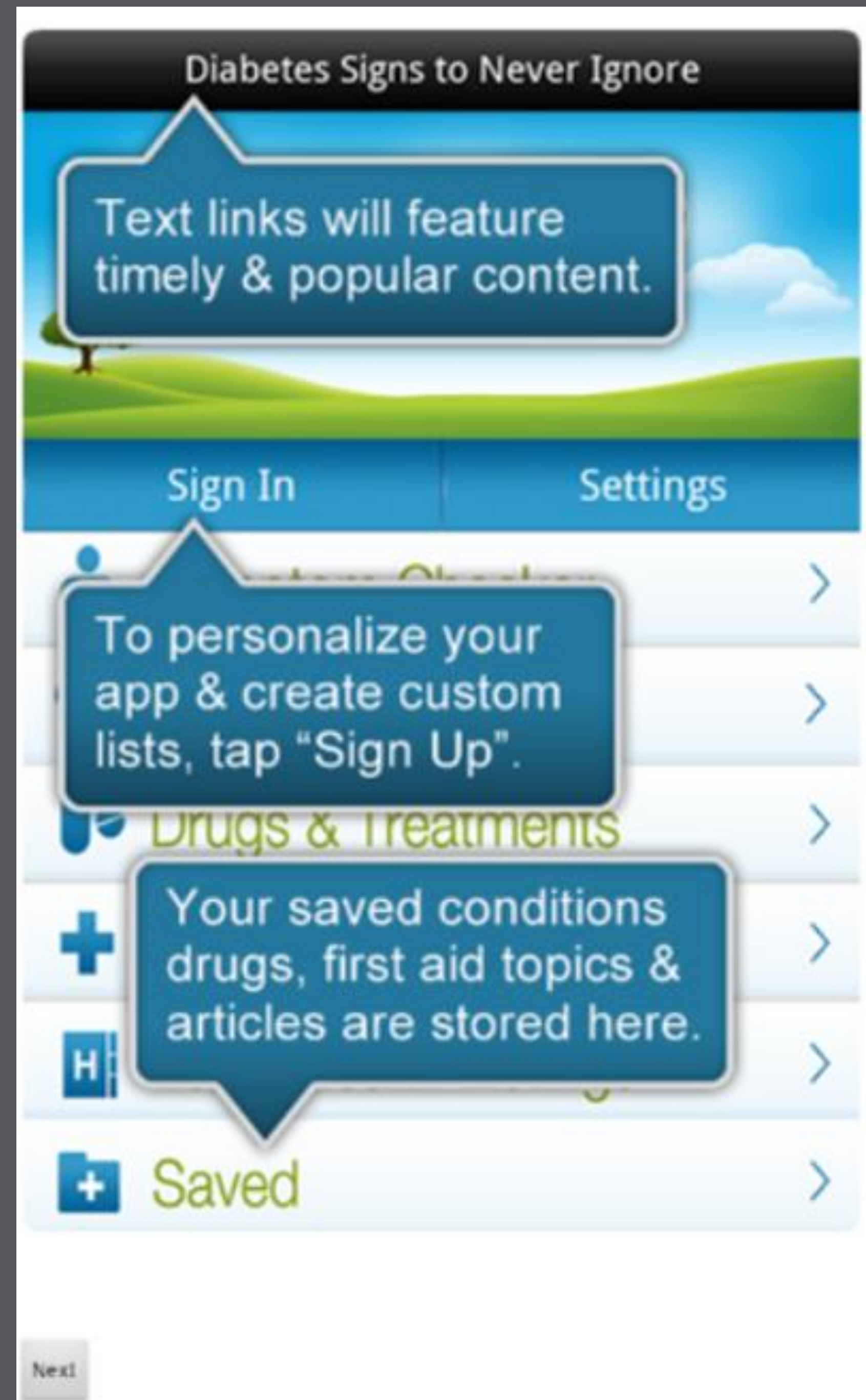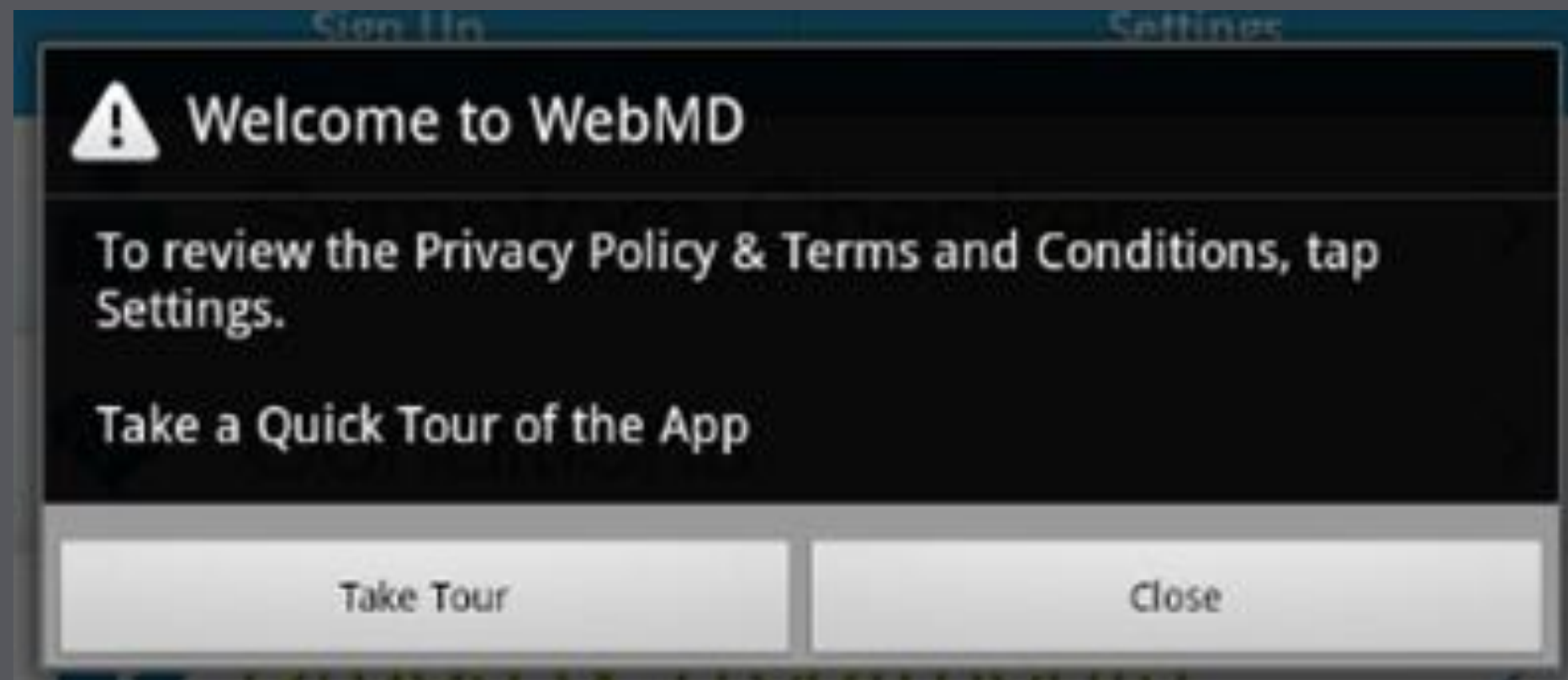
What to Do

- Functionality is the highest form of beauty

- Avoid confusing UI
  1. When in doubt, use text
  2. Avoid multilevel menus

- Respond instantly
  1. Button and window animation mask delays

- Great help
  1. Context sensitive, searchable, always available

Help Done Right: WebMD

Help Done Right: Snapseed

Agenda

- Why transitions are dangerous

- The four traps
  1. Legacy
  2. Fear
  3. Confusion
  4. Boredom

- How to avoid the traps

Mobile = Short Attention Span Theatre

Top Turnoffs

- What's the point?

- Too hard to learn

- Too many social prompts

- Too many or too few controls

- B-o-r-i-n-g

Web App Design

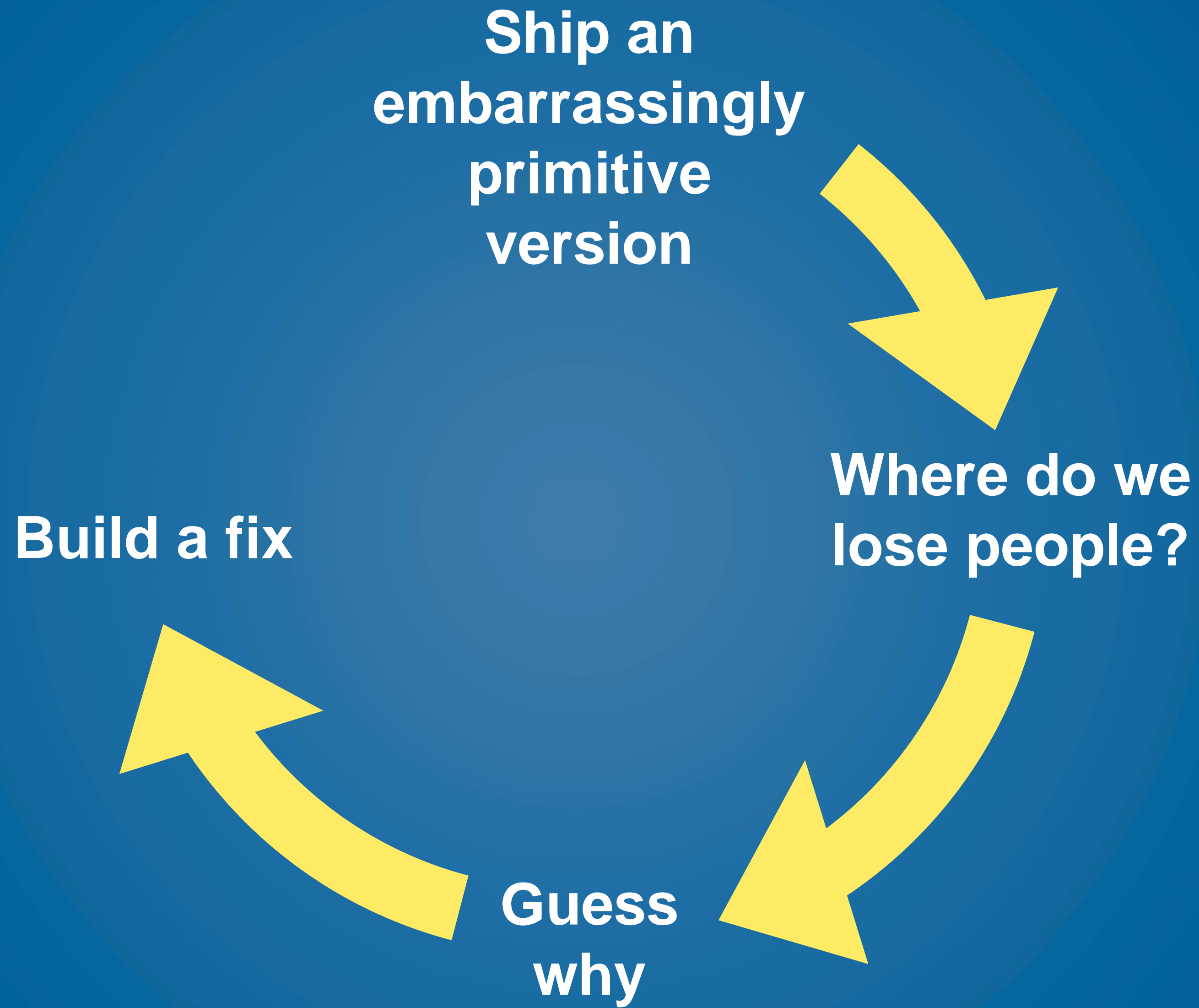Ship an embarrassingly primitive version

Where do we lose people?

Guess why

Build a fix

Web App Design

Ship a slightly less embarrassing version

Where do we lose people?

Guess why

Build a fix
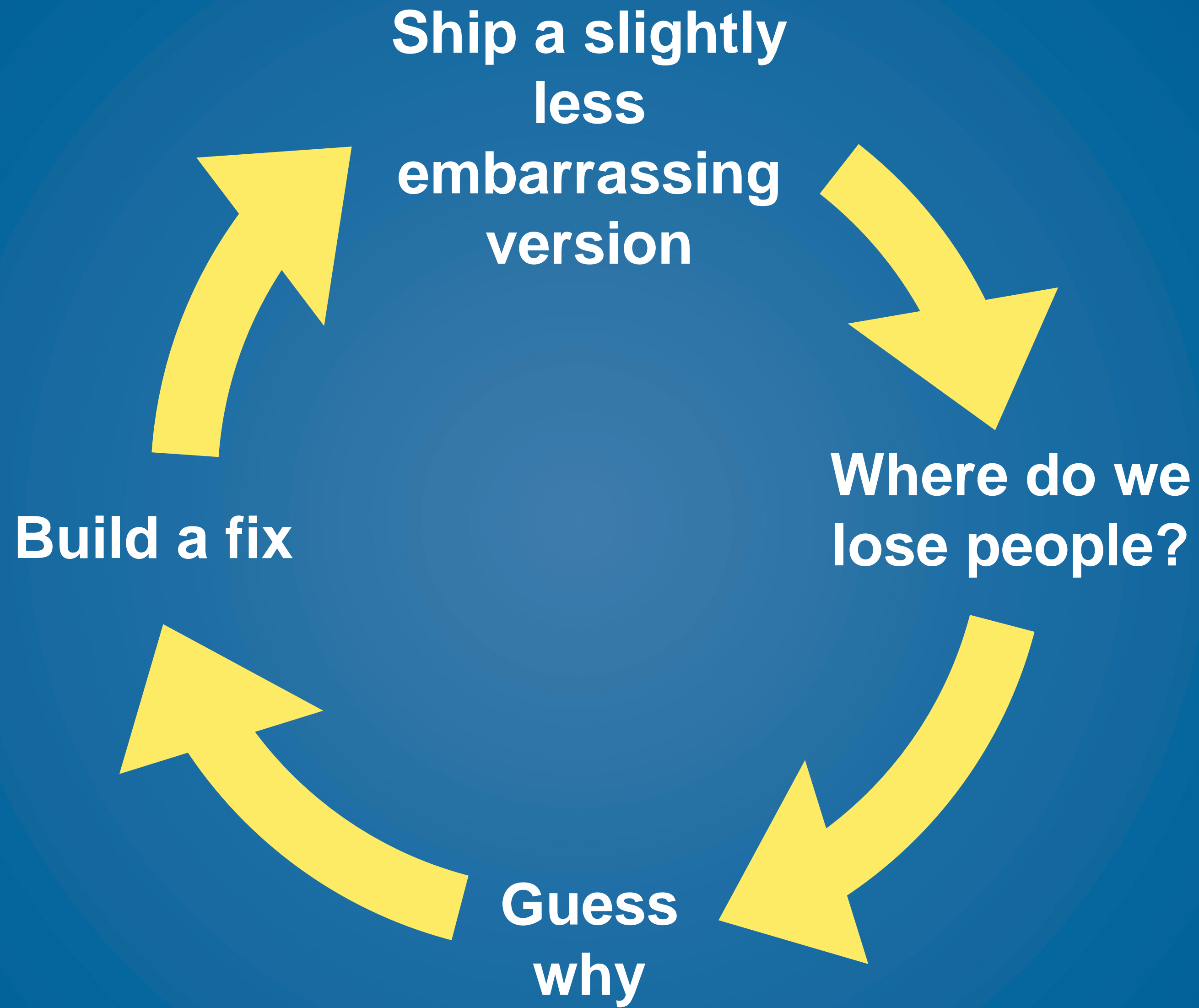
Mobile App Design

Ship an embarrassingly primitive version

Get trashed in the App Store

Desperately try to fix it

"Mobile isn't a good match for our business"

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What to Do

- Don't test only for usability, test for emotional engagement
  1. Quantitative and qualitative research

- Test before you ship

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How to Integrate User Tests

- Three-screen user testing (smartphone, tablet, computer)

- Apps turned every week

Rethink, Don't Port

1. Rethink for mobile

2. Design for the mainstream

3. When in doubt, use text

4. Avoid multilevel menus

5. Make it work, then make it pretty

6. Respond instantly

7. Give superb help

8. Show them that they're safe

9. Avoid social anxiety

10. Test early, test often

User Testing.com

- For a free test:
  http://bit.ly/MobileTrapSurvey

- Download the whitepaper:
  http://info.usertesting.com/
  TheFourMobileTraps.html

- mike@usertesting.com