Developing Apps on Tizen: UI & UX Strategies

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UI: What people use to interact with the product

UX: The feeling received when interacting
What is User Interface?

An interactive system, specifically designed, for the intended user and product.

Hardware, Software, Visuals, Sounds, Input keys, and its actual response are included.
Elements of a User Interface

PRESENTATION
- Text
- Style
- Layout

BEHAVIOR
- User Assistance
- Editing & Manipulation
- Viewing & Navigation

STRUCTURE
- Organizational Model
- Task Flow
- Conceptual Model
And User Experience?

"a person's perceptions and responses that result from the use or anticipated use of a product, system or service" – ISO9241-210
Usability

“The extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use – ISO9241-11
The Shift from Features to Experience
Design Innovation

Design thinking
Points the way
Design Process

Discover
Who are the users, how do they work?
What are their daily challenges?

Design
Create UI mockups. Get and incorporate user feedback

Deliver
Implement the solution Conduct user acceptance tests
DISCOVER

Scope

360 Research

Synthesize

IDEATE

Prototype

DESIGN

Implement

Validate

DELIVER

Test

Deploy
Users is the main success key of User Experience
User Experience is
User Centered Design
“We are in the age of Experience” – Jared Pool
“That’s all great but, how do you actually do it?”
IT'S EASY AS 123..
JUST **5 STEPS**
to have a Great UX!
STRATEGY
SCOPE
STRUCTURE
SKELETON
SURFACE
STRATEGY

• Get the **Objectives** and the **Needs** of the target audience.

• **Branding** matters and how it reaches the clients.

• **Personas** are important to identify with the users, their needs, and use.

• **Benchmark** = Industry Standards.
SCOPE

- Functional Specifications
- Technical Requirements
- Content Requirements
STRUCTURE

• User flow diagrams
• Use Case Scenarios
• Language
SKELETON

- User Interface Design (Wireframe)
- Information Architecture
- Design Alterations
SURFACE

• Choose specific Colors & Icons

• Maintain a Style

• Front-end Development.
<table>
<thead>
<tr>
<th>SURFACE</th>
<th><strong>Surface</strong> brings everything together visually: What will the finished product look like?</th>
</tr>
</thead>
<tbody>
<tr>
<td>SKELETON</td>
<td><strong>Skeleton</strong> makes structure concrete: what components will enable people to use the site?</td>
</tr>
<tr>
<td>STRUCTURE</td>
<td><strong>Structure</strong> gives shape to scope: How will the pieces of the site fit together and behave?</td>
</tr>
<tr>
<td>SCOPE</td>
<td><strong>Scope</strong> transforms strategy into requirements: What features will the site need to include?</td>
</tr>
<tr>
<td>STRATEGY</td>
<td><strong>Strategy</strong> is where it all begins: What do we want to get out of the site? What do our users want?</td>
</tr>
</tbody>
</table>
UX Design Trends
A Responsive Web Design
Material Design
Meaningful Micro Interactions
Bigger Emphasis on Typography

• paul-rand.com
• semplicelabs.com
• handiemail.com
• thebloodmile.com
Card Style Layouts
Parallax Scrolling
Content-focused Design
Use of Icons over Text
Demand for Native Apps
Personalized User Experiences
Less is MORE
Some advice...

- Don't port the UI from other platforms.
- Don't override the behavior of system buttons.
- Know your user and get feedback from him.
- Test on real users, early and often.
- Do what the user expects.
- The most common operations should be visible.
- Don't reinvent the wheel.
SkilledIndia.Work
SBI CLERK 2015

QUESTION 50 OF 200

Which of the phrases (1), (2), (3) and (4) given below should replace the phrase given in bold in the following sentence to make the sentence grammatically meaningful and correct. If the sentence is correct as it is and No correction is required, mark (5) as the answer.

Combining the ongoing crisis in Europe, the data make a case for a pause in rate hike.

- No correction required
- Combination of
- Together
- Apart with
- Combined with
MY REPORT
Results for SBI Clerk 2015

OVERALL PERFORMANCE

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<td>Total Questions</td>
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TOPICWISE PERFORMANCE

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<tr>
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<td>29</td>
<td>40</td>
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</tbody>
</table>

SECTION VS PERCENTAGE

40
SECTION VS PERCENTAGE

- Reasoning Ability: 25.0
- English Language: 25.0
- General Awareness: 33.25
- Quantitative Aptitude: 20.0
- Computer Knowledge: 27.0

General Awareness has the highest percentage with 33.25%.
Innovate but don't go further than standards

Build better products, not more features
Mail: vishal@marksmantech.com
Thanks

Q&A