# Developing Apps on Tizen: UI & UX Strategies

Vishal Bisht
Marksman Technologies Pvt Ltd

UI

UX

# UI

What people use to interact with the product

TECHNICAL

# UX

The feeling received when interacting

EMOTIONAL

# 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.


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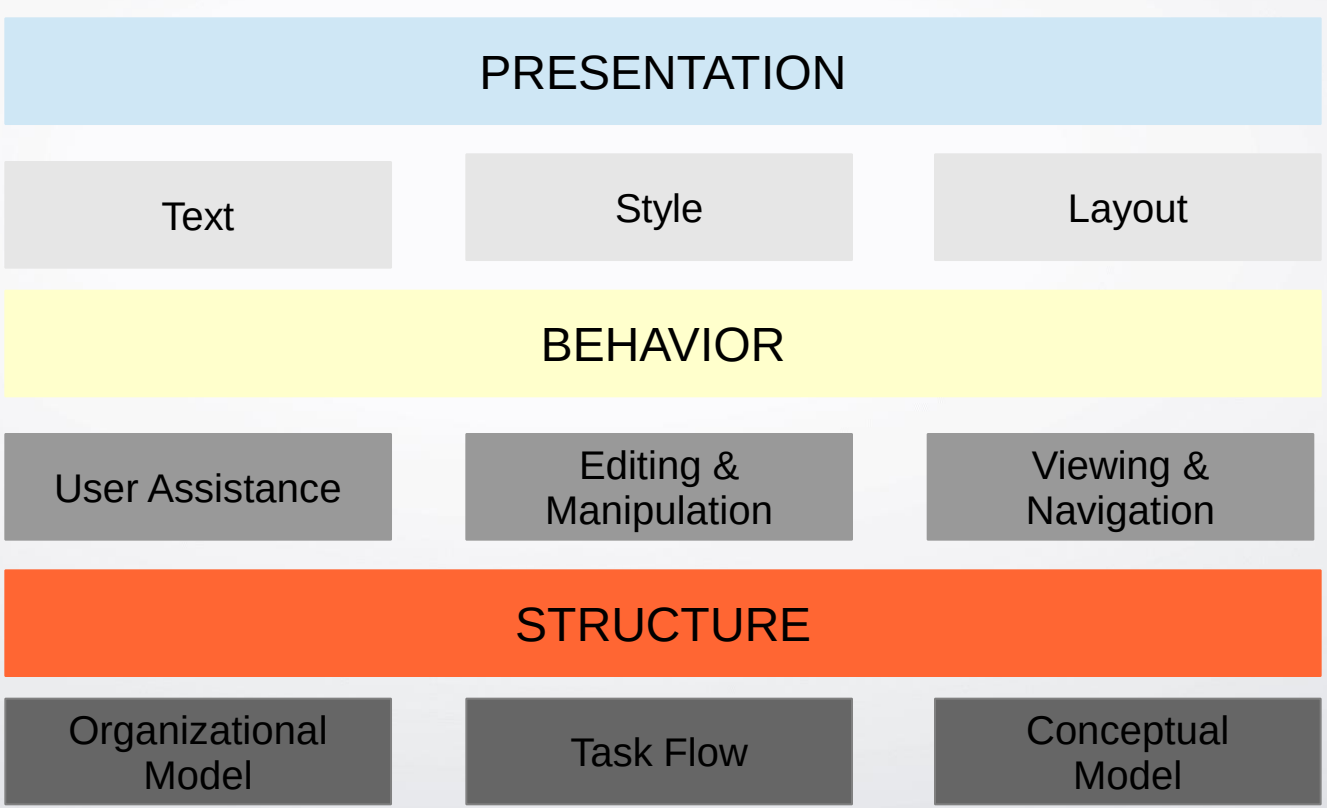


# Elements of a User Interface

# 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*



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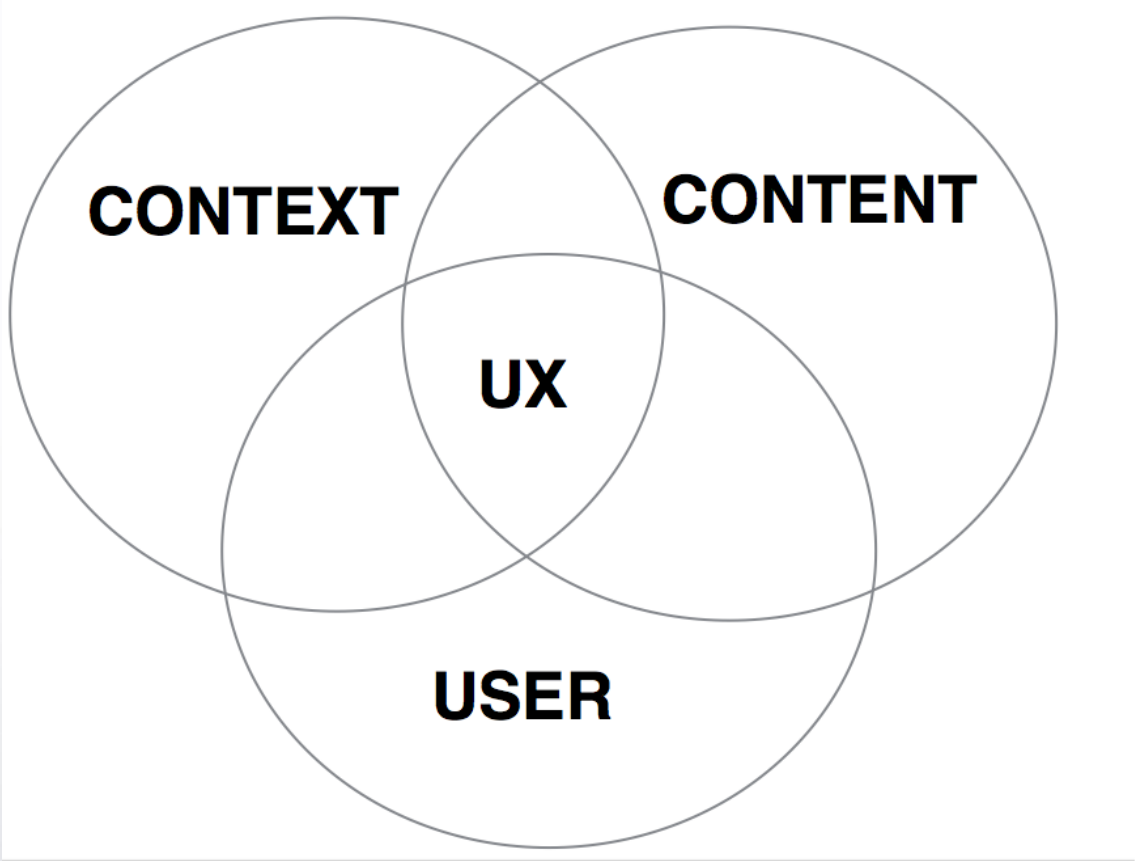
CONTEXT
CONTENT
UX
USER

# 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*



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The Shift from

# Features

to

# Experience

# Design Innovation

Design **thinking**
Points the way



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# 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


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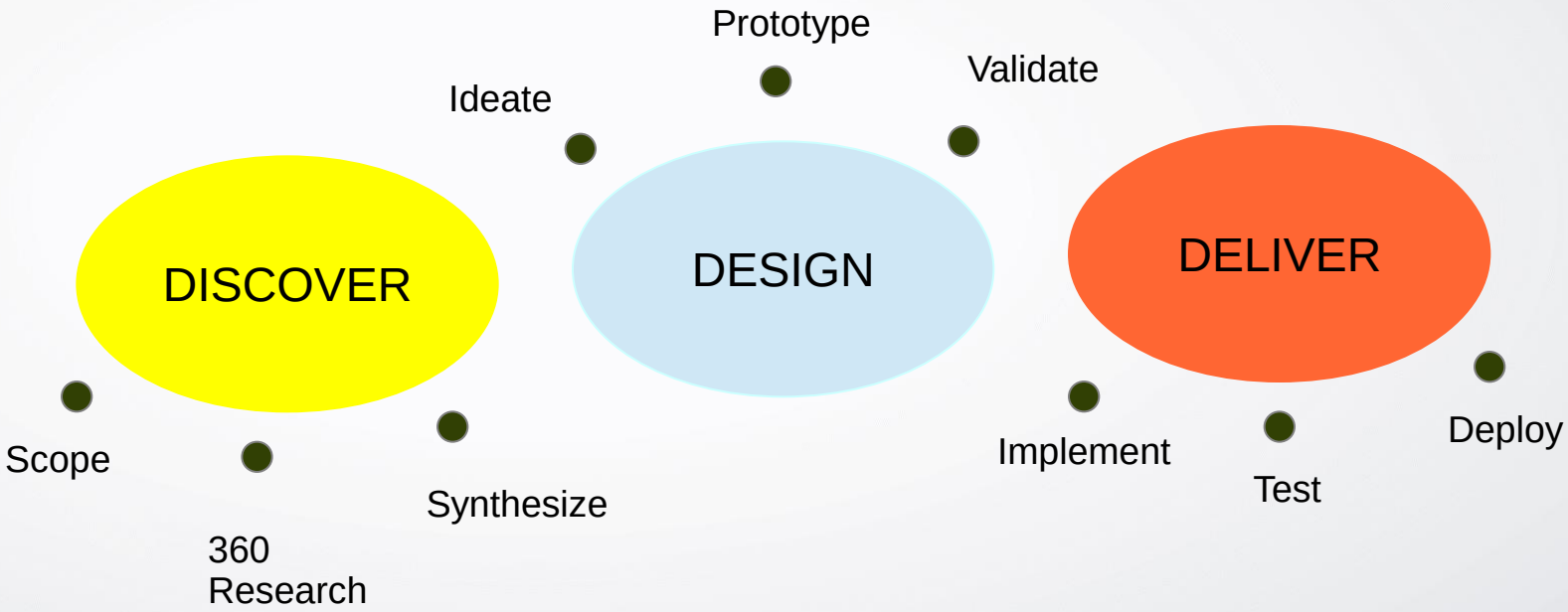




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**Users** is the main

**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.**



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| | |
|---|---|
| **SURFACE** | **Surface** brings everything together visually : What will the finished product look like ? |
| **SKELETON** | **Skeleton** makes structure concrete : what components will enable people to use the site ? |
| **STRUCTURE** | **Structure** gives shape to scope : How will the pieces of the site fit together and behave ? |
| **SCOPE** | **Scope** transforms strategy into requirements : What features will the site need to include ? |
| **STRATEGY** | **Strategy** is where it all begins : What do we Want to get out of the site ? What do our user want ? |

# UX Design Trends

# A Responsive Web Design

# Material Design



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# Meaningful Micro Interactions



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# Bigger Emphasis on Typography

- paul-rand.com
- semplicelabs.com
- handiemail.com
- thebloodmile.com

# Card Style Layouts



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# Parallax Scrolling



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# Content-focused Design

# Use of Icons over Text



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# Demand for Native Apps

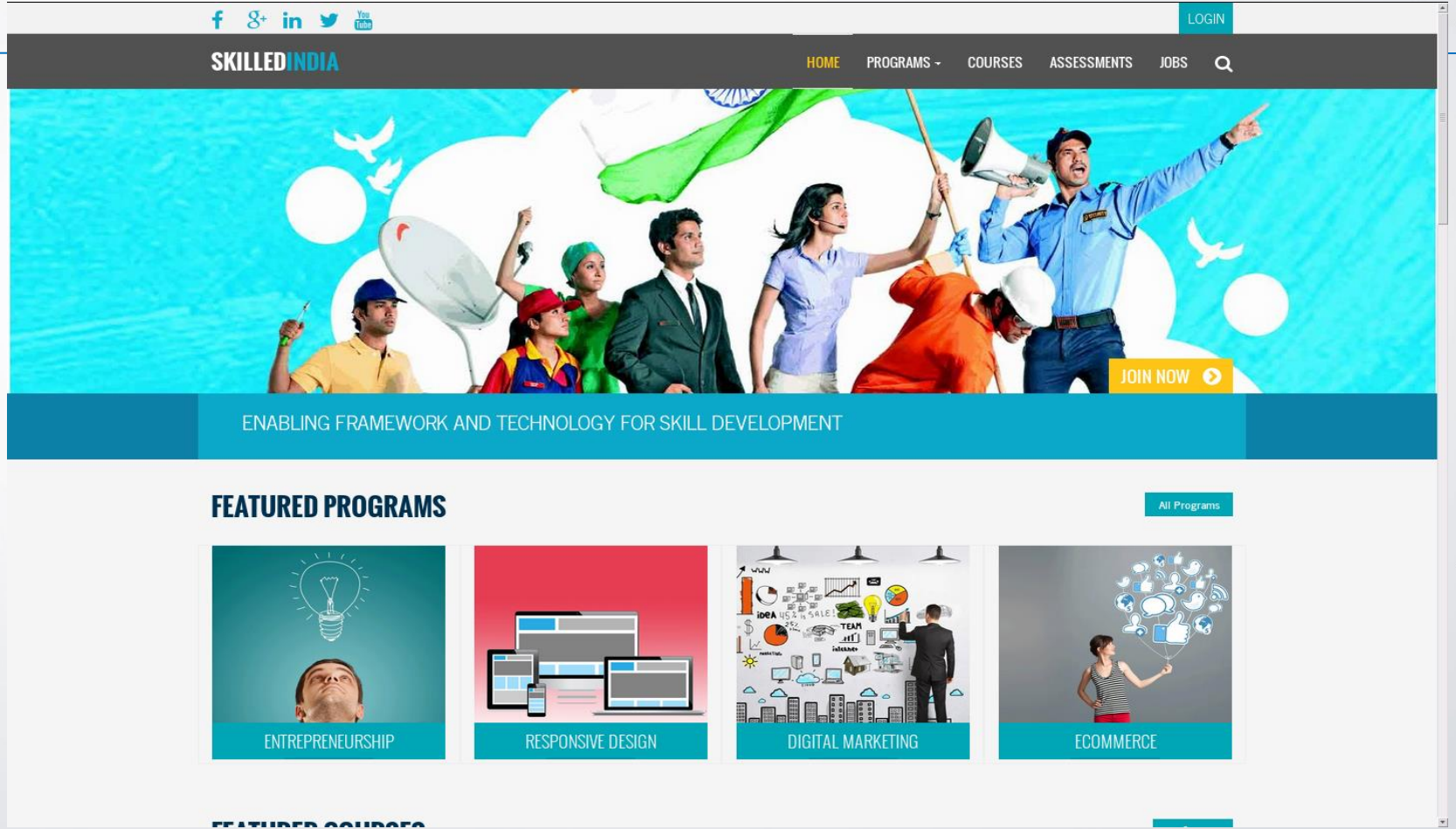
# Personalized User Experiences

# 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



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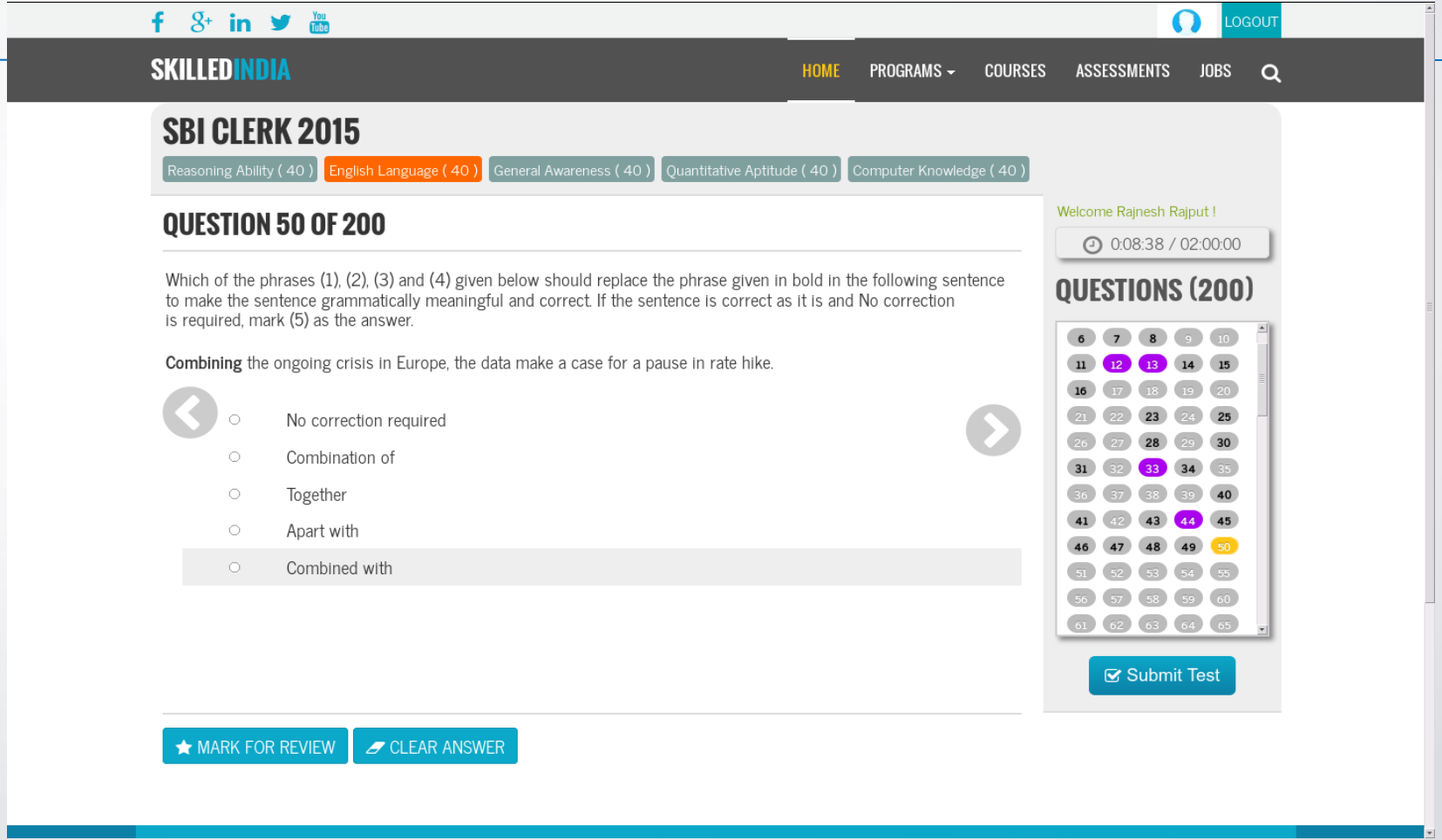




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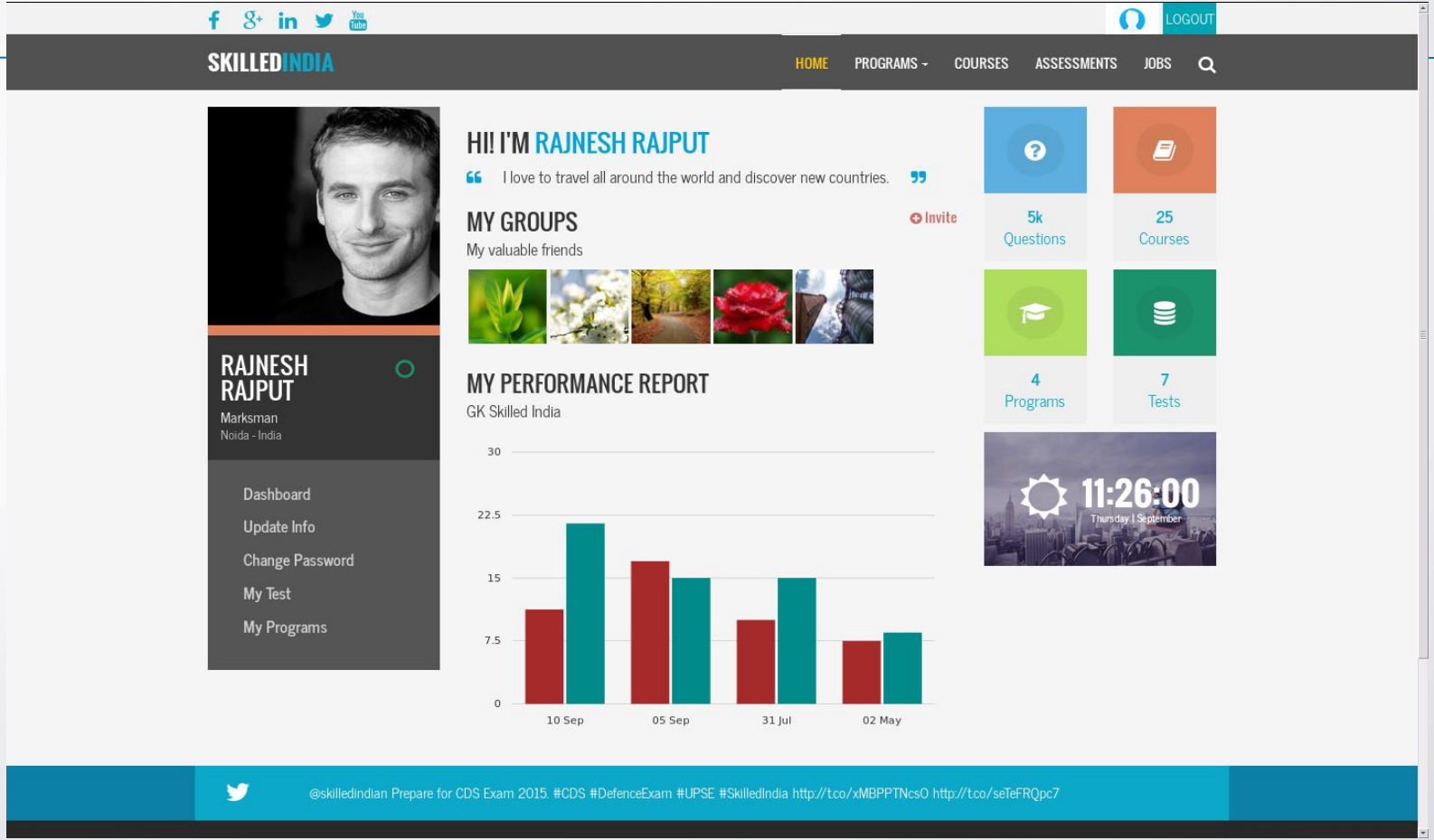




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LOGOUT

RAJNESH RAJPUT

Marksman

Noida - India

- Dashboard
- Update Info
- Change Password
- My Test
- My Programs

# MY REPORT

Results for SBI Clerk 2015

## OVERALL PERFORMANCE

| | |
|---|---|
| Scored Marks | 139.75 / 200 |
| Questions Attempted | 157 |
| Questions Answered Correct | 144 |
| Total Questions | 200 |
| Total Time Taken | 00:00:09 |

## TOPICWISE PERFORMANCE

| Subjects | Attempts | Un-Attempted | Correct | Total | Marks |
|---|---|---|---|---|---|
| Reasoning Ability | 35 | 5 | 31 | 40 | 30 |
| English Language | 28 | 12 | 28 | 40 | 28 |
| General Awareness | 36 | 4 | 33 | 40 | 32.25 |
| Quantitative Aptitude | 25 | 15 | 23 | 40 | 21.5 |
| Computer Knowledge | 33 | 7 | 29 | 40 | 28 |

## SECTION VS PERCENTAGE

40



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| | | | | | |
|---|---|---|---|---|---|
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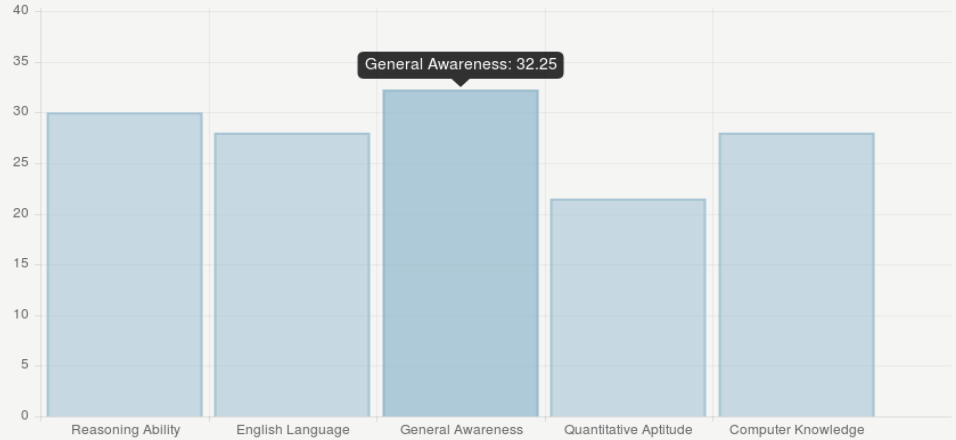
## SECTION VS PERCENTAGE

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**Innovate but don't go further than standards**

**Build better products, not more features**

Mail : vishal@marksmantech.com

*Thanks*

Q&A