



10 User Experience Design Tips for Mobile App Design

Description

Mobile apps have become the one of the most accessible tool for getting things done for customers. It is therefore imperative that you build an aesthetically and experientially designed app for achieving a maximum return from the users. When it comes to designing a mobile app, the user experience and the user interface are the two most important things which are crucial towards designing an application.

Here are ten user experience tips from our UX design agency that can help you boost customer engagements:

Mobile apps have become the one of the most accessible tool for getting things done for customers. It is therefore imperative that you build an aesthetically and experientially designed app for achieving a maximum return from the users. When it comes to designing a mobile app, the user experience and the user interface are the two most important things which are crucial towards designing an application.

Here are ten user experience tips from our UX design agency that can help you boost customer engagements:

Keep an Impressive UI

A mobile app with a good, impressive and appealing look is preferred rather than an app which has a horrible text design. A great looking UI is a must to keep the existing users retained.

Use the Right Colours

A brand is not really focused on the right colour for you and your user interface has a particular colour or a red dot. Choosing a right colour helps to define the right colour for a very subtle and effective way.

Maintain Consistency in Elements

It is extremely important to maintain consistency for defining the elements of the app and then repeating them. For instance, if you find the button text, “Subscribe” is a specific color, then all the buttons should be of that color. All screens should maintain this consistency.

Give Fast Feedback

All users expect that their phones should respond back immediately to all of their interaction, so every interaction must give the user feedback. For example, if a user performs a particular action, respond with a message, then the app provides the user with feedback that their action is being executed.

Use Appropriate Typography

It is very important to use good typography because it has a huge impact on the readability of the

??? which includes r??d?b?l?t?, m??d, user experience, ?t?. D?ff?r?nt principles ?f t???gr??h? mu?t b? und?r?t??d to create a pleasing d???gn.

Involve Real Users

It ?? ?m??rt?nt t? involve r??l u??r? while ?v?lu?t?ng th? UI d???gn ?d??? ?nd ???n??n?. Th?? ?h?uld be done at an ??rl? ?t?g? of d?v?l??m?nt t? reduce the ?h?n??? ?f ??nfu???n r?l?t?d to th? f??tur?? th?t wh??h ones ?h?uld b? included ?nd wh??h ?n?? t? l?t g?.

Stick to the OS Guidelines

While formulating th? design ?f ???'s user ?nt?rf??? it ?? ?m??rt?nt to ?t??k t? th? mult??l? u??r gu?d?l?n?? r?l?t?d t? the targeted ???r?t?ng system.

Beware of Metaphors

Th?r? ?r? f?w gr??h???l m?t??h?r? l?k? th? analogue images (TV screens, radio, cameras), ?t?. wh??h ?r? n?t t??hn???l? familiar to th? young g?n?r?t??n. So, th??? metaphors must be ?v??d?d.

Focus on Functionality

The m?r? complex the app ??, the h?rd?r ?t ?? t? u?? ?r t? n?v?g?t?. Consider br??k?ng the fun?t??n?l?t? into a ??t ?f r?l?t?d apps, ???h focusing on ??r? fun?t??n?l?t? ?f ??u have more of it t? ?ff?r.

Use Motions and Transitions

Techniques ?n?lud?ng m?t??n? ?nd transitions ?h?uld b? used in ?rd?r t? ?nr??h th? u??r ?x??r??n?? ?f th? ??? ?nd ?h?w th? v?lu? t? th? users rather than ?u?h?ng th?m t? look at it.

F?nd ?ut how ??u ??n expand ??ur business w?th a mobile ??? ?r m?b?l?-?n?bl?d website b?

h?r?ng ?n expert UX d???gn ?g?n??.