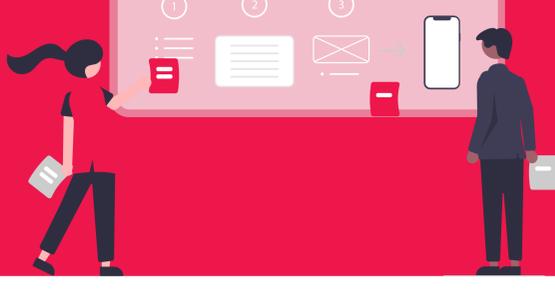


Designing great mobile experiences

Made by **LOLO • TECH**



There are currently over 6.5 billion active smartphones worldwide, equivalent to about 83% of the world's population. Smartphones are everywhere.

As of the first quarter of 2022, there were almost 6 million mobile apps available across the three main marketplaces - Google Play, Apple App Store and Amazon Appstore.

Today, there are apps for nearly everything - banking, education, communication, entertainment and much much more. Users have a huge selection to choose from, and expect instinctive, accessible and delightful user experience.

Designing great mobile experiences has never been more important. This guide will help you start off right.



Understand context

Users may only have one type of device, and it may be an older version - so design for all devices

Your app could be viewed anytime and anywhere - so offer night mode and consider offline functionality

Users may switch devices - so make it both easy and secure to access and recover accounts



57% of people wouldn't recommend a business with a poorly designed mobile site

Users expect speedy and frictionless interaction - optimise for fast loading, limiting heavy content and reducing unnecessary features



Craft your copy

Write clear and succinct copy to help users navigate the app and direct them to easily executable actions

Text size and contrast should all be optimised for small screens as well as different lighting conditions and visual impairments



Avoid jargon that may look cute but could confuse users - don't use 'holler' on a request CTA button, use 'request' or 'contact'

Letter spacing and line height should be tailored to touch devices

Limit the length of text lines; around 40 characters per line works well - if in doubt, make it shorter



Design for touch

Images and video are great, but use them sparingly - you want to focus on functional, interactive elements

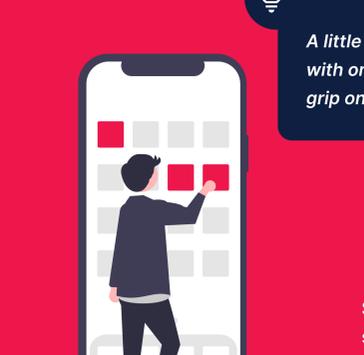
Be mindful of the thumb zone, the areas of the screen a user can easily reach



A little under 50% of all touch interactions are with only one hand - users frequently change the grip on their device and use different fingers

Include visual or tactile feedback on clickable objects such as buttons, and make sure they are large enough

Support native features like pinch to zoom, swipe to bin and other common gestures



Embrace the technology

Use notifications wisely - avoid nighttime pushes and make them easy to customise or deactivate entirely

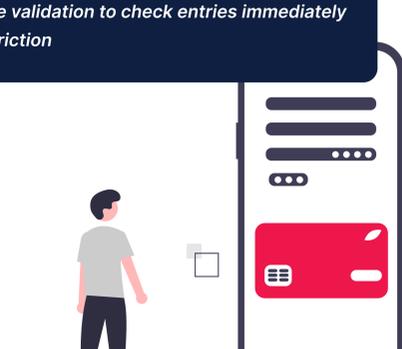
Not every app permission request will be granted by the user, so make sure you design for great UX at all permission levels



Use inline validation to check entries immediately for less friction

Native payments are quicker, safer and preferred by users, but 3rd party integrations like PayPal are also trusted and liked

Enrich the experience with relevant features but don't build things just because you can



Don't assume everyone has fast internet or the latest phone

Design for everyone

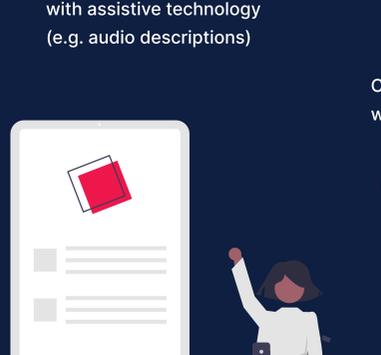
Make sure the app is compatible with assistive technology (e.g. audio descriptions)

Consider visually impaired users when choosing colour and contrast



Approximately 15% of the world's population have a disability or impairment - a significant potential audience segment you need to be mindful of

Minimise cognitive load by keeping content short, clear and relevant



Lola Tech designs great user experiences for mobile and web applications, and builds brilliant software to ensure they run reliably.

Reach out to us if you want to discuss your project - we'd love to talk. business@lola.tech | www.lola.tech

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Sources:

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