

# MOBILE HEURISTICS

Guidelines to Quickly Boost User Satisfaction



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1

## Fat Fingers and Ergonomics

The application should adhere to tap zones of 48pt x 48pt and optimize physical reachability of important content / action buttons for the hands of users.



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## Visibility and Efficiency of Key User Goals

The key goals of the application should be obvious to find and accomplish. Entry and continuation points should be clear, and the number of screens and states required to achieve goals should be minimized.



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## Minimization of Cognitive Load

The application should not present the user with more than seven simultaneous options to choose from, should offer the user “smart default” options that shorten the effort required to achieve their goals with the software, and group / “chunk” like features.



4

## Clear Signifiers

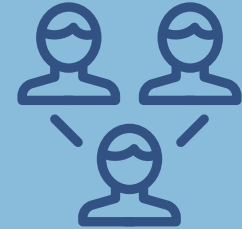
The application should favour textual navigation cues over graphical navigation cues, or include text labels with graphical navigation wherever possible. Navigation items should be obvious and explicit instead of hidden behind menus or other UI elements.



5

## Recovering from Interruptions

The application should return users to an appropriate state when the app is reengaged or diminish gracefully when relegated to a multitasking menu [iOS] or recent apps menu [Android].



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## Accomodate Advanced and Novice Users

The system should provide ways for advanced users to customize and optimize frequent actions, while ensuring that those actions are easily discovered and accomplished by novice users.



7

## Performance of Use

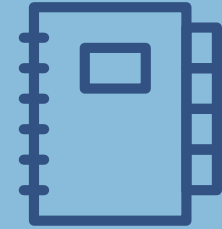
The application should maximize user time spent engaged with app vs waiting for loading or system functions. Speed should be seen as a key metric of usability in the mobile space.



8

## Use of Colour

The app should use colour strategically, such that colours enhance comprehension of features and hierarchies without distracting or misleading the user. Contrast ratios of text on backgrounds should be at least 4.5:1 in order to accommodate outdoor and other high brightness contexts.



9

## Consistency and Standards Across Devices

The application should follow the input method conventions set by Apple and Google in order to meet with user expectations. Wherever possible, the application should use UI elements that will be familiar to audiences of both Android and iOS platforms.



10

## 3D Navigation Framework

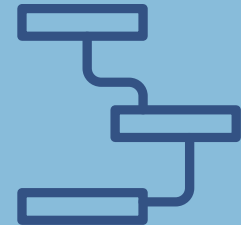
The application's information architecture should structure user journeys to favour 3D layered drill down sequences rather than 2D scrolling sequences wherever possible.



11

## Viewing vs Doing

The application should provide entry and exit points that allow the user to easily transition between information gathering and acting on information.



12

## Appropriate Friction

Perfect usability does not engender perfect satisfaction. The application should have the appropriate amount of friction to encourage users to gain mastery of the application as they use it, so that they feel capable and confident.



THANKS FOR READING

Go forth and make mobile awesomeness!

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