



-- Excerpt of the tutorial notes --

Tutorial 19

Wireless Service Usability and Design

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This document is an excerpt of the tutorial notes that will be given to the audience.

6. TIPS & TECHNIQUES FOR DESIGNING UI'S

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TIP #1: Keep it simple

- :: User on the go - data access on the fly - Impatient users
- :: Context of use can be stressful and demanding
- :: No training time



- ❖ Designing mobile services that are simple, easy, fast and effective
- ❖ Design mobile services that are intuitive

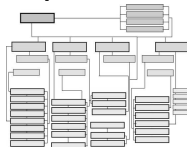
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TIP #2: A good structure first

- :: Service starting with the most important activity
- :: Organize the service structure as flat as possible
- :: Prefer broad to deep structure



- ❖ Design a simple and well-structured service
- ❖ Insure high-used tasks are single keystroke

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TIP #3: Make it easy to navigate

- :: See information at a glance
- :: Users need to know what they do, where they go and how to get to where they started
- :: Users should never feel lost



- Provide users with navigation support (step back, application home, exit)

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TIP #3: Make it easy to navigate (cont'd)

- :: Users need help to know where they are in the application
- :: Users need clear and obvious navigation



- Provide users with consistent and descriptive card titles/header text

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TIP #3: Make it easy to navigate (cont'd)

- :: Users need help to know how far down on the card they are in the application



- Provide users with intuitive and predictive navigation

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TIP #4: Optimize for speed

:: Time is satisfaction



- ❖ Give users speed - reduce interaction
- ❖ Minimize steps. Less is more!
- ❖ Find everything you want within 3 clicks (if possible) - Every keystroke costs usability

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TIP #4: Optimize for speed (cont'd)

:: Text entry is difficult and time consuming on the keypad

:: Digit input is a lot faster than letter input



- ❖ Avoid or minimize text entry
- ❖ Avoid characters that are difficult to find on the keypad (e.g. @ / - > ; < ! . ?)

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TIP #4: Optimize for speed (cont'd)

:: Selecting is better than writing



- ❖ Use alternative methods: selecting lists

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TIP #5: Give users feedback

:: Users become frustrated or lost if there is no feedback during a interaction



- Give users a good control and feeling of safety
- Give users a confirmation card to prevent data loss
- Give users a chance to recover from mistakes

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TIP #5: Give users feedback (cont'd)

:: Users become frustrated or lost if there is no feedback during a interaction



- Give users a confirmation card to confirm input

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TIP #6: Avoid text-based only

:: A picture may be worth a thousand words



- Pay attention to the first screen
- Use pictures to add life to the text
- Use pictures to speed up interaction

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TIP #7: Avoid useless images

:: A word may be worth a thousand pictures



- ❖ Use images to enhance the text, not to replace it
- ❖ Use images only when they add value to the application

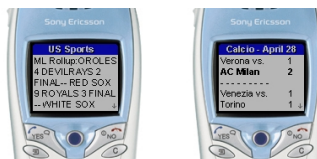
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TIP #8: Pay attention to the layout

:: Master the screen space



- ❖ Avoid clutter
- ❖ Optimize the screen use

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TIP #9: Pay attention to the text

:: Users want fast information retrieval



- ❖ Avoid abbreviations and jargons that users may not know
- ❖ Keep the text short, meaningful
- ❖ Avoid using too many pleasantries

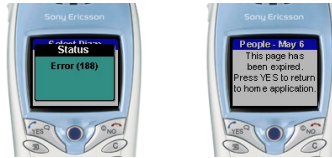
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TIP #9: Pay attention to the text (cont'd)

:: Users want fast information retrieval



- ✦ Write error messages in a short, clear and informative way
- ✦ Don't give users extra problems to solve

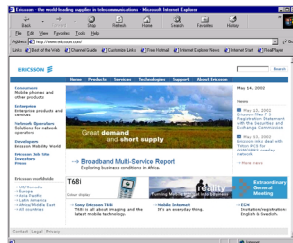
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TIP #10: Don't shrink! Re-design

:: How to adapt Internet services for use with mobile phones?



- ✦ Don't think you can shrink the entire service
- ✦ Don't just copy the Internet

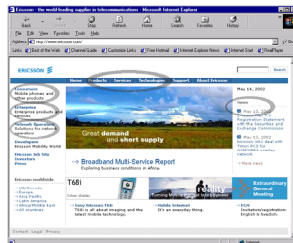
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TIP #10: Don't shrink! Re-design (cont'd)

:: How to adapt Internet services for use with mobile phones?



- ✦ Select the most relevant functions for mobile use
- ✦ Content must have value for mobile users

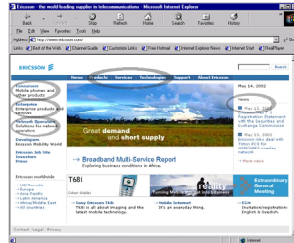
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TIP #10: Don't shrink! Re-design (cont'd)

:: How to adapt Internet services for use with mobile phones?



- ❖ Be consistent (naming, placement, layout, ...)

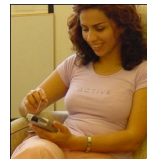
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TIP #11: Try out services on users

:: Feedback from real users is the main point



- ❖ Test the design with the right users
- ❖ Test the design with different browsers and devices
- ❖ Once tested, fix the design

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In summary

- :: Understand mobile users - Design for their needs
- :: Design mobile services for mobile use
- :: Think mobile
- :: Optimize for each browser
- :: Keep it simple
- :: Make the navigation easy
- :: Optimize for speed
- :: Give users feedback
- :: Pay attention to the text, the images and the layout
- :: Be consistent
- :: Evaluate and re-design

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