

Mobile UX for business

Comprendre et appliquer les enseignements de l'Expérience Utilisateur (UX) sur smartphones et tablettes pour développer votre business.

Brussels E-Day / 7 mai 2015

Exploration of the day

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Conclusion + FAQ

Who's who ?



Jerome Sedyn

UX / UI Designer

Jerome is skilled in both UX and UI design. He started his career as web designer and focuses now mostly on UX matters, delivering top quality thanks to his strong user centric attitude and creativity.



We worked for : BNP Paribas Fortis, Belfius, Hello Bank!, Radionomy, IPM group, Logic-immo, cinebel, Lalibre, DH, MMA, Sony, ...



Remy Florean

UX Designer

Using his knowledge in both neurosciences and human behavior, Remy creates user-centric interfaces that are functional and innovative. He also has a wide experience in user testing techniques such as eye-tracking and fMRI.



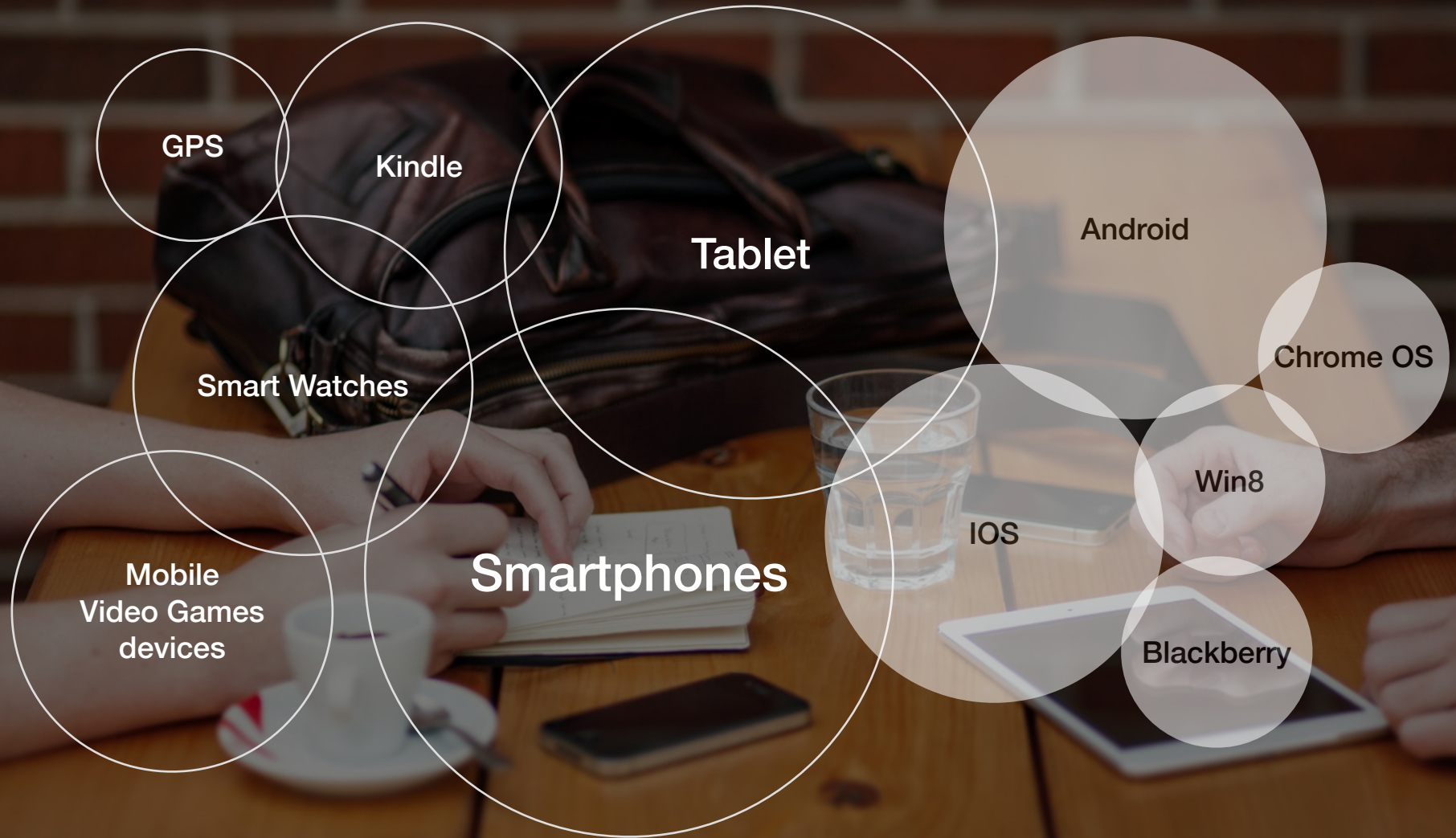


You say Mobile ?

Let's talk about it

ALRIGHTY THEN

It's not just your smartphone...



Mobile in Belgium

31,4%

Belgians are browsing on mobile
Sementis

+6,15%

number of smartphones on the Belgian market between 2013
and 2014 (from 33% to 40%)
Sanoma Belgium

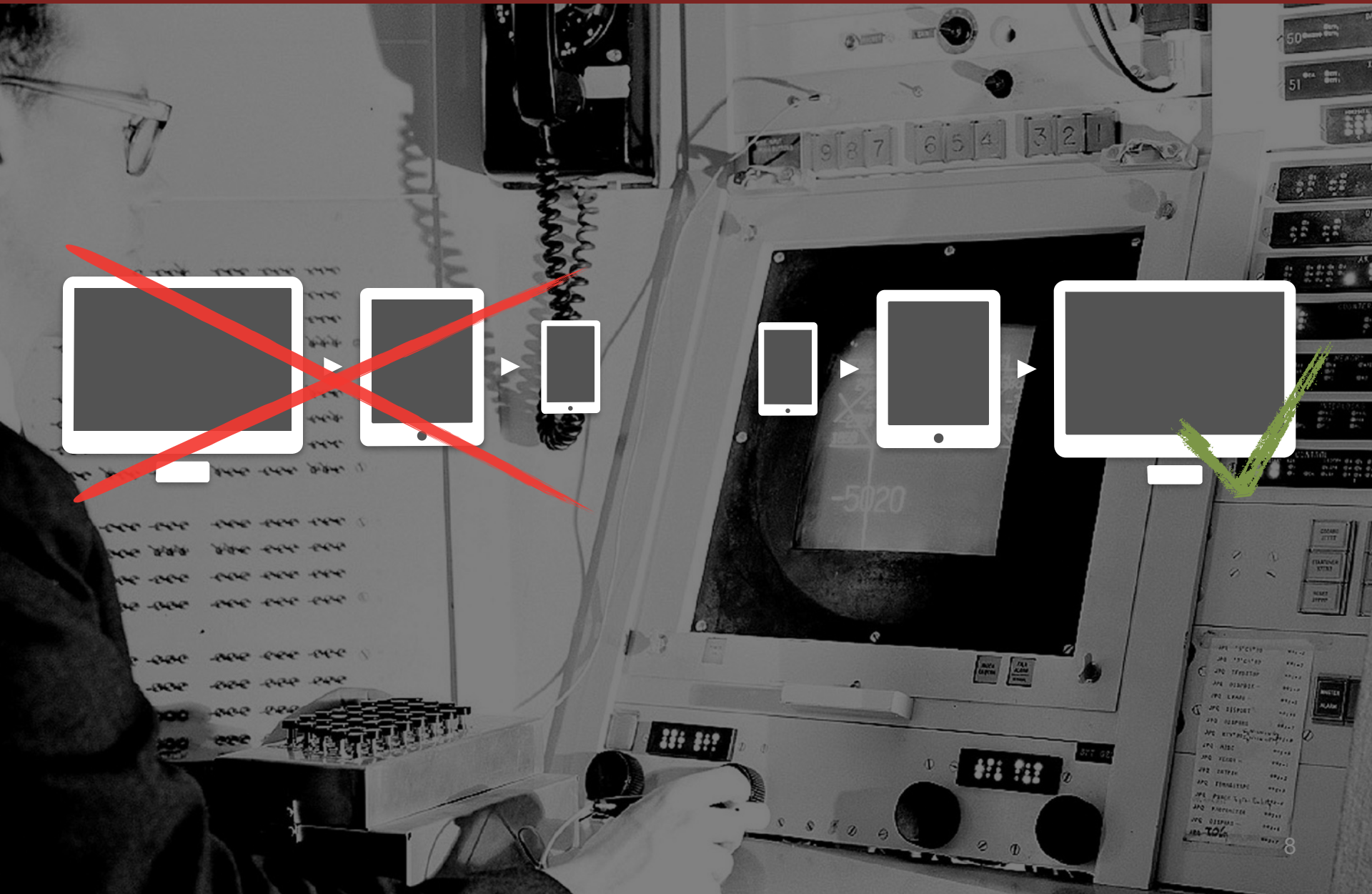
2.8M

cellphones sold in Belgium in 2014.
Le Soir

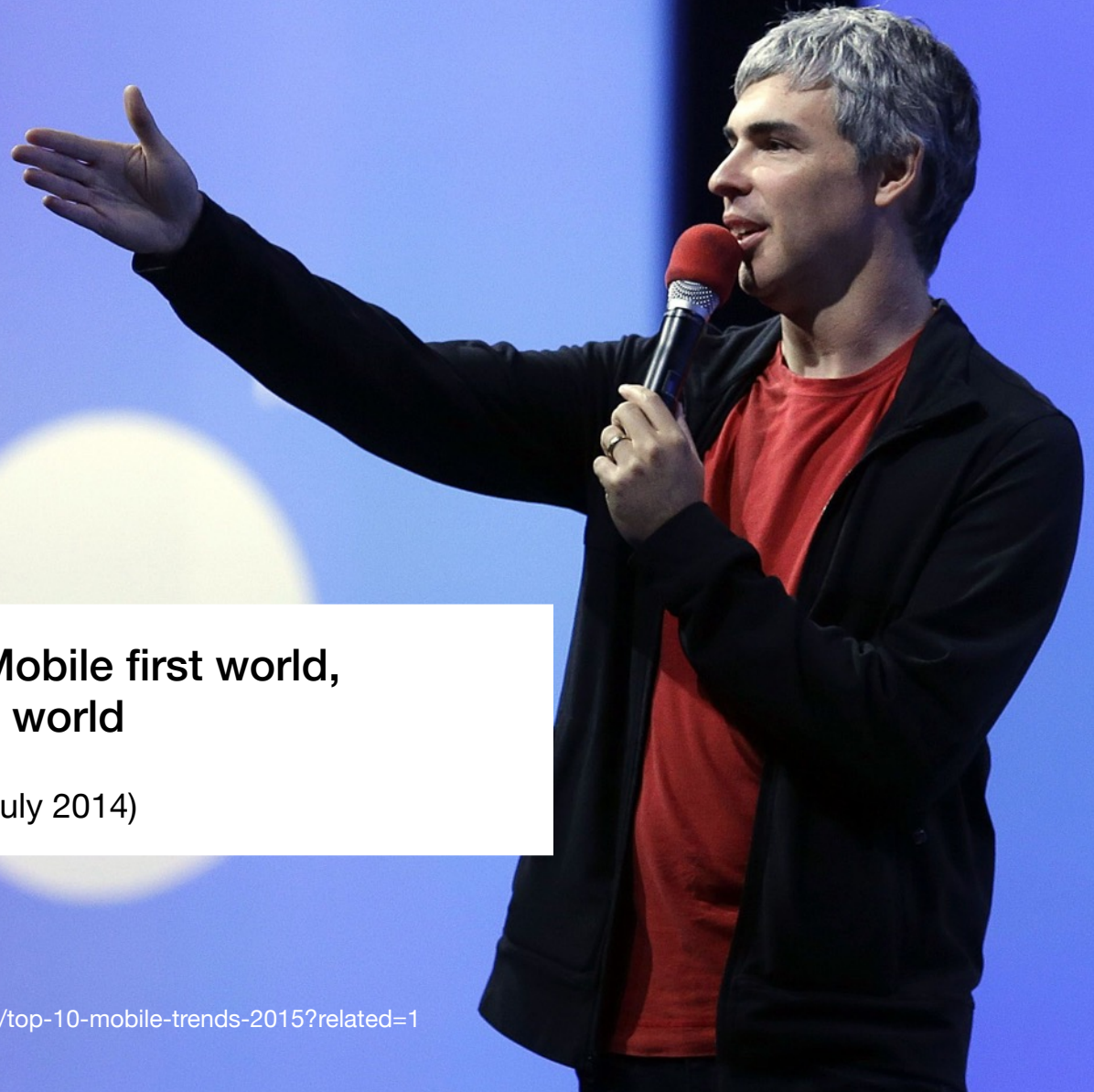
You remember that ?



Mobile first



We are Mobile



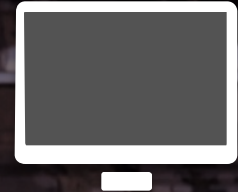
**We are no longer in a Mobile first world,
we are in a mobile only world**

Larry Page - CEO of Google (July 2014)

Way of thinking



Mobile First



Desktop First

To the point

Screen space

Media access

Gestures

Elements size

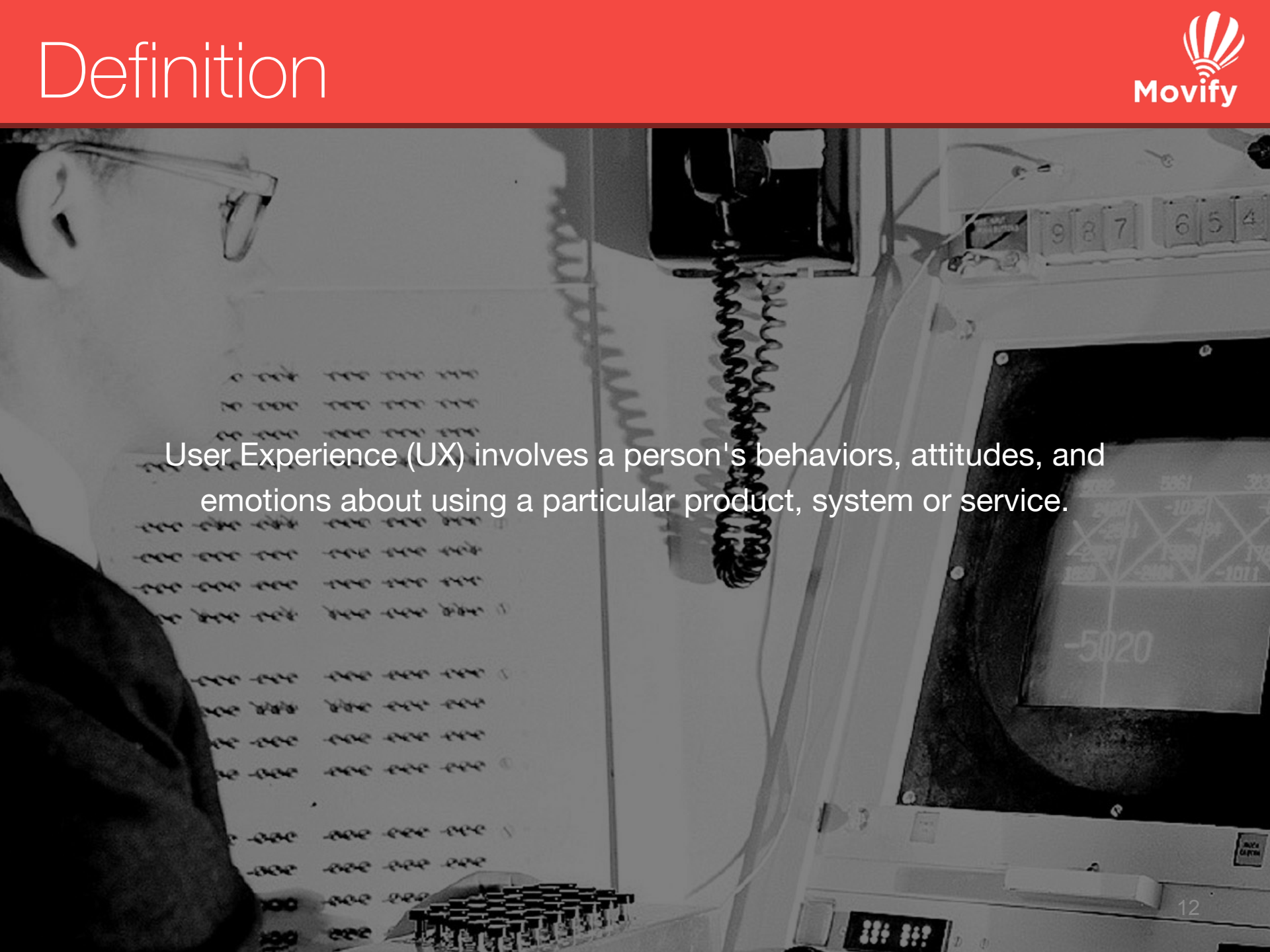
Forms



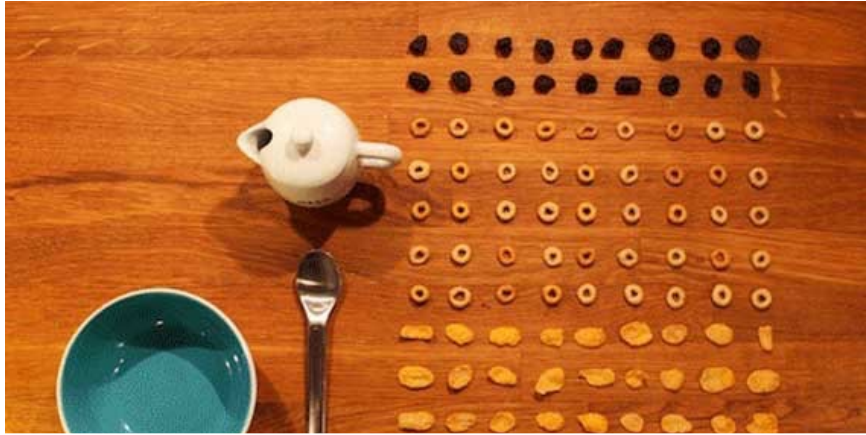
UX for Mobile

User experience in the move

Definition

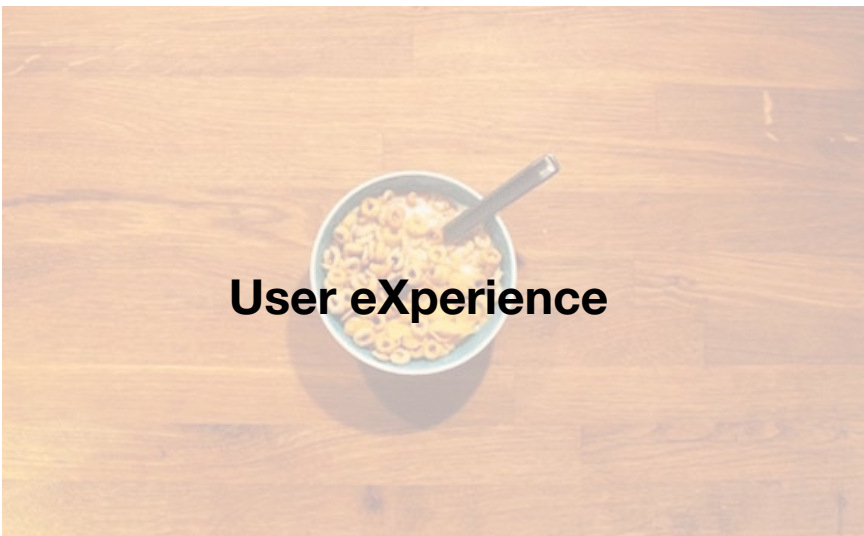
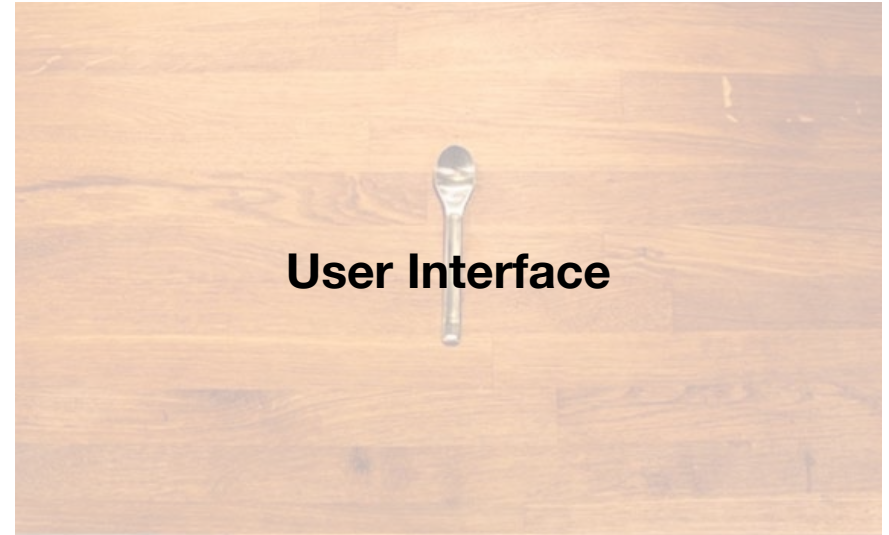
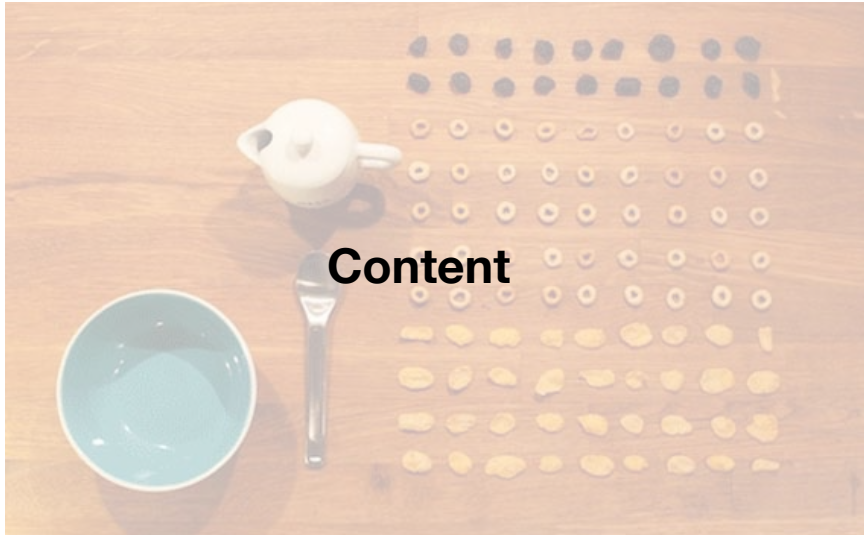


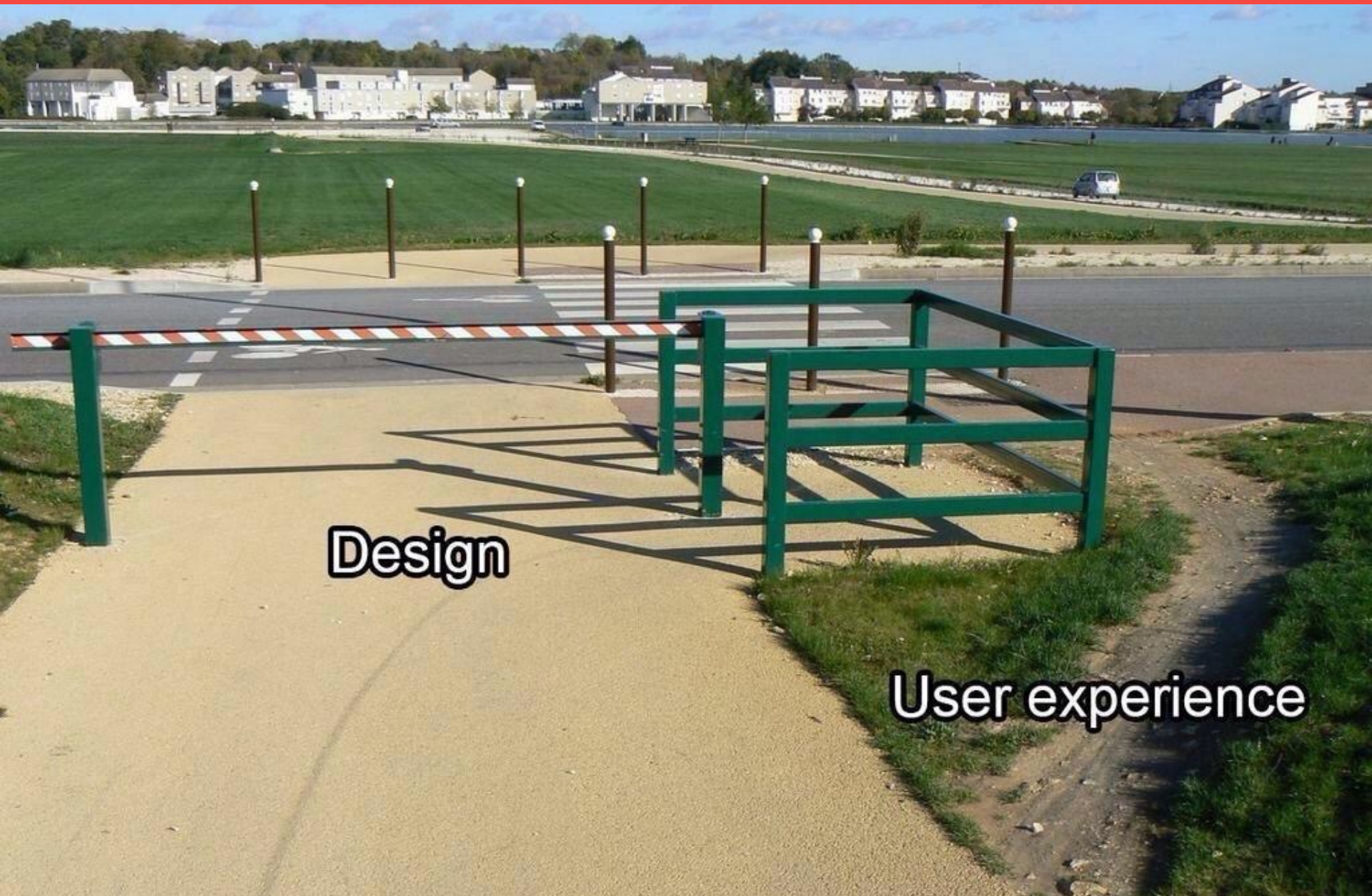
User Experience (UX) involves a person's behaviors, attitudes, and emotions about using a particular product, system or service.



What are the difference between the pics
and how they relate to product design ?







Design

User experience

How it works ?





Mobile App

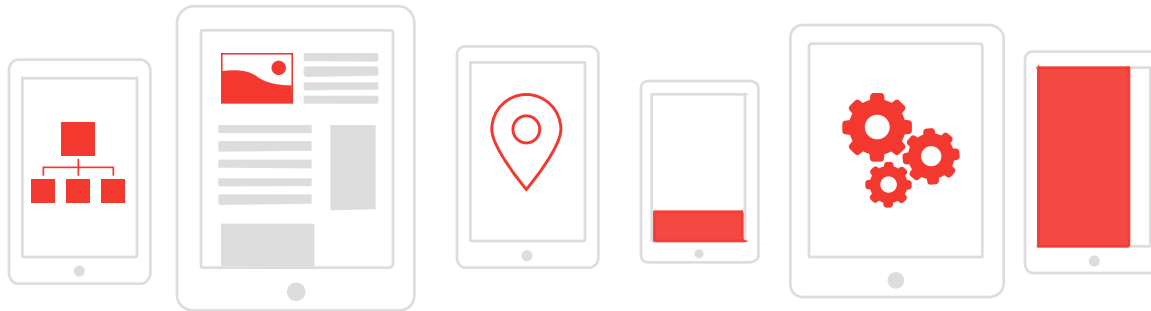
- Download once on “store”
- Native or Hybrid
- Advanced gestures
- Faster
- In-store Visibility



Responsive

- Need Internet access
- RWD or Mobile dedicated
- Limited gestures
- Network dependent
- Search engine ranking

Things to consider



Information Architecture

No hyperlinks

Less images

Limited footer

Navigation size

Geolocation

Device functions

Impact of user's task

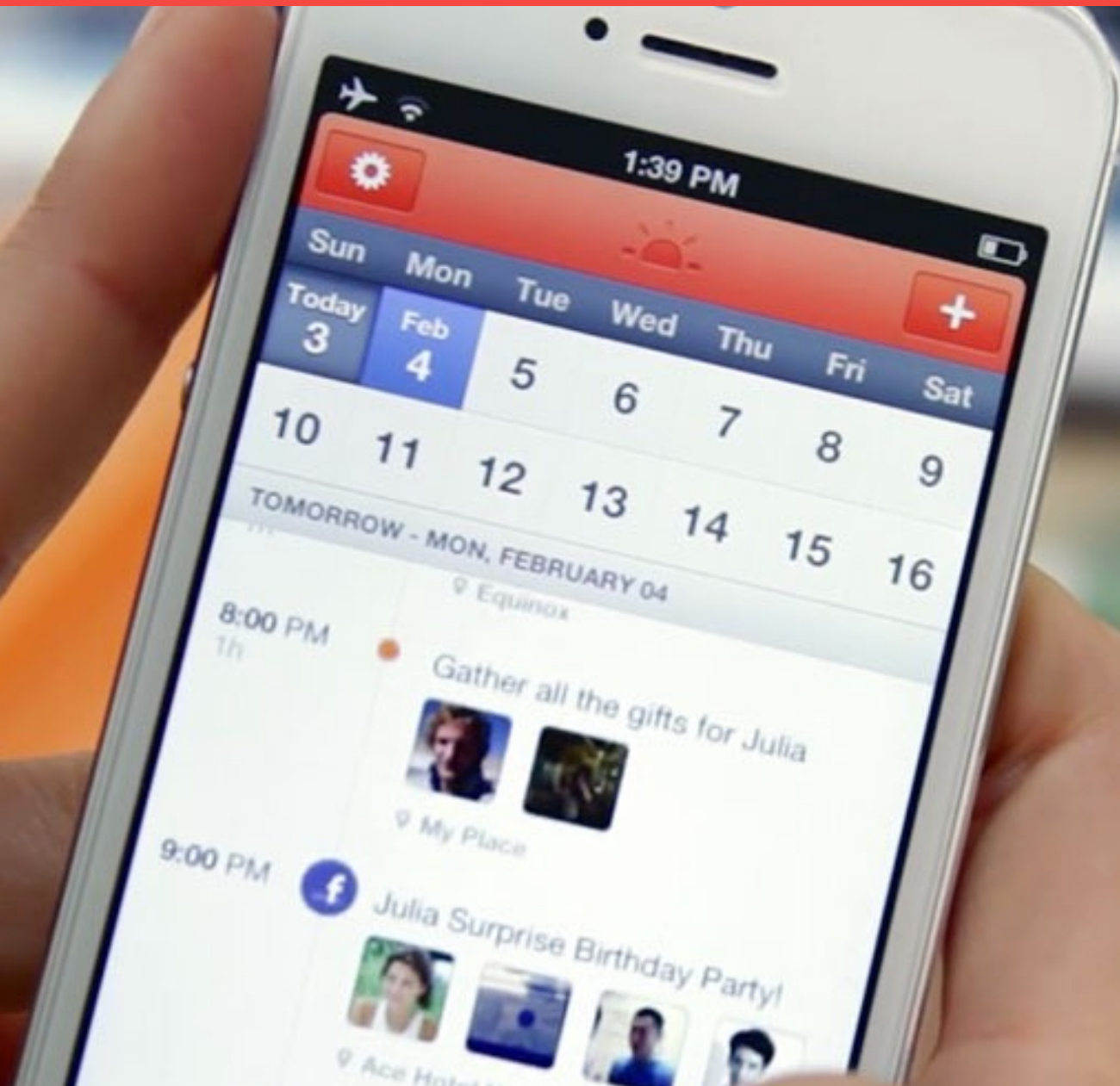
Use Cases

some examples

Easy Banking




Sunrise Calendar





VOTRE PREMIER RÉSEAU SOCIAL D'ASSURANCES

Espace Client

 **Se connecter**

- > [Mot de passe oublié](#)
- > [Première connexion](#)

Accéder à mon Espace Client MMA

Activez et découvrez l'Espace Client MMA

Activer votre Espace ClientVotre Espace Client,
accessible 24h/24 et 7j/7


- Consultez vos **remboursements santé**
- Vérifiez **ce pour quoi vous êtes couvert ou non**
- Consultez **votre épargne** et l'historique de vos retraits et versements
- Téléchargez vos **attestations** (responsabilité civile, scolaire...)
- Déclarez et suivez vos **sinistres**

> [En savoir plus sur l'Espace Client MMA](#)

Connectez-vous

Adresse email

Mot de passe

> [Mot de passe oublié ou identifiant perdu ?](#)☐ **Se souvenir de mon adresse email** **Connexion**

To go further



Mobile First

by Luke Wroblewski

A book Apart (<http://abookapart.com>)



Content strategy for mobile

by Karen McGrane

A book Apart (<http://abookapart.com>)

- <http://mobileuxbook.com>
- <http://uxmastery.com/resources/books/>
- <http://uxmag.com>
- <http://www.smashingmagazine.com/2012/07/12/elements-mobile-user-experience/>



Any Questions ?

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