

App Design Tutorial

Katharina Winkler

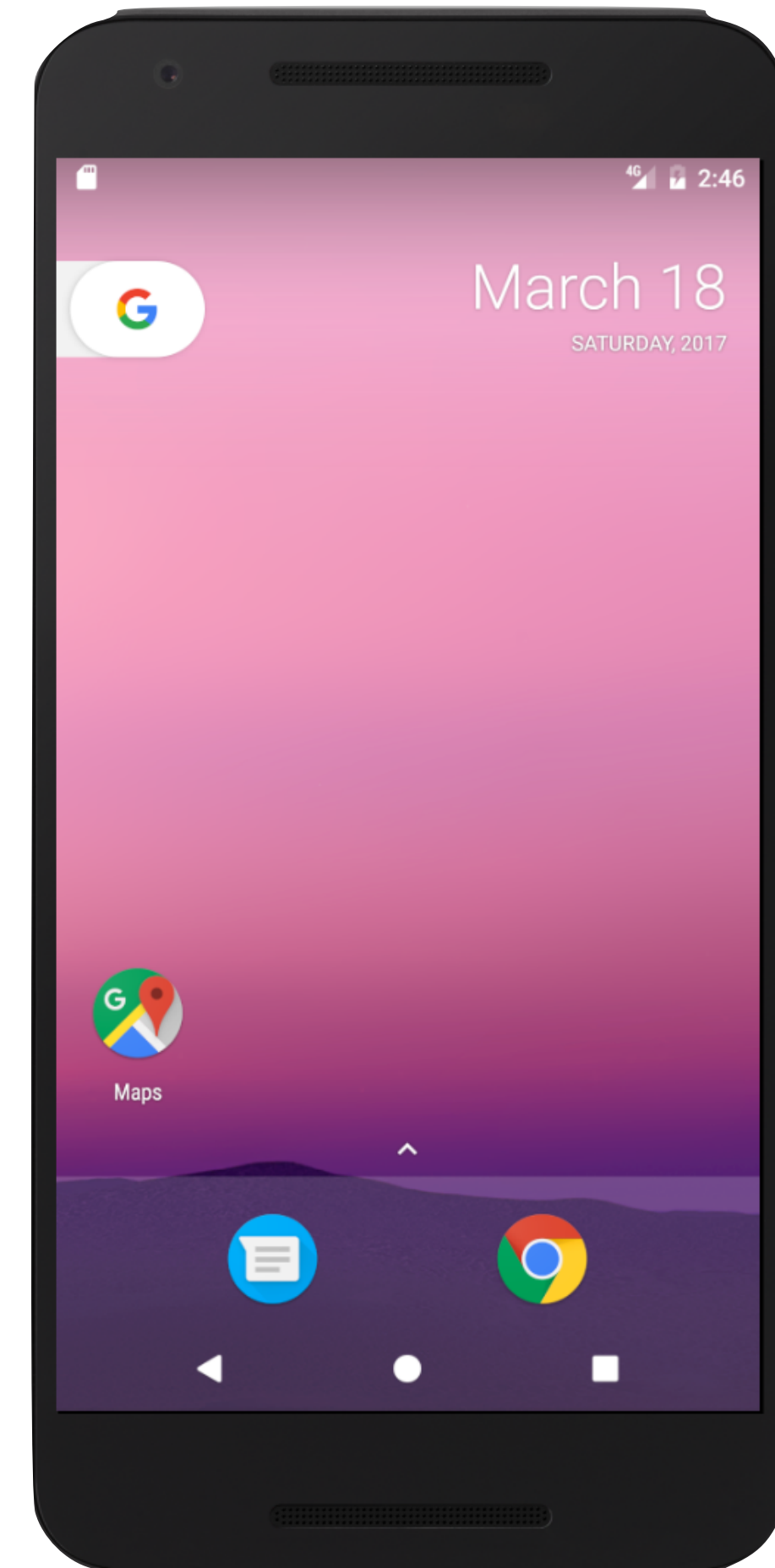
Vorstellung

- Katharina Winkler
- 2013 - 2016: Master in Medieninformatik an der LMU München
- 2017 - 2018: Dozentin für das Praktikum Entwicklung von Mediensystemen
- seit 2016: Projektleitung bei Siemens AG



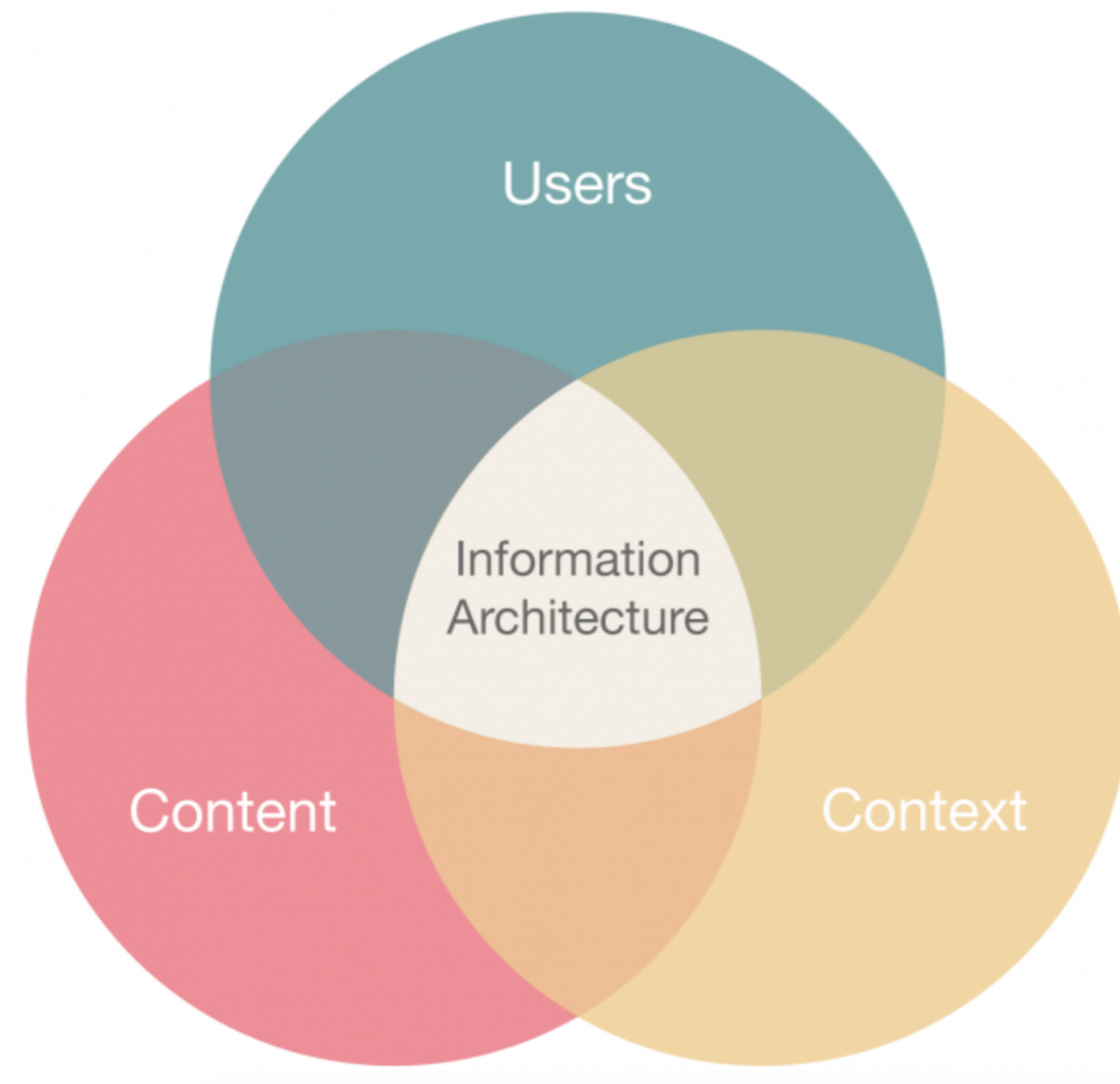
Overview

- Information Architecture
- The eight principles of Information Architecture
- Design Guidelines
- Wireframes
- Usability Testing



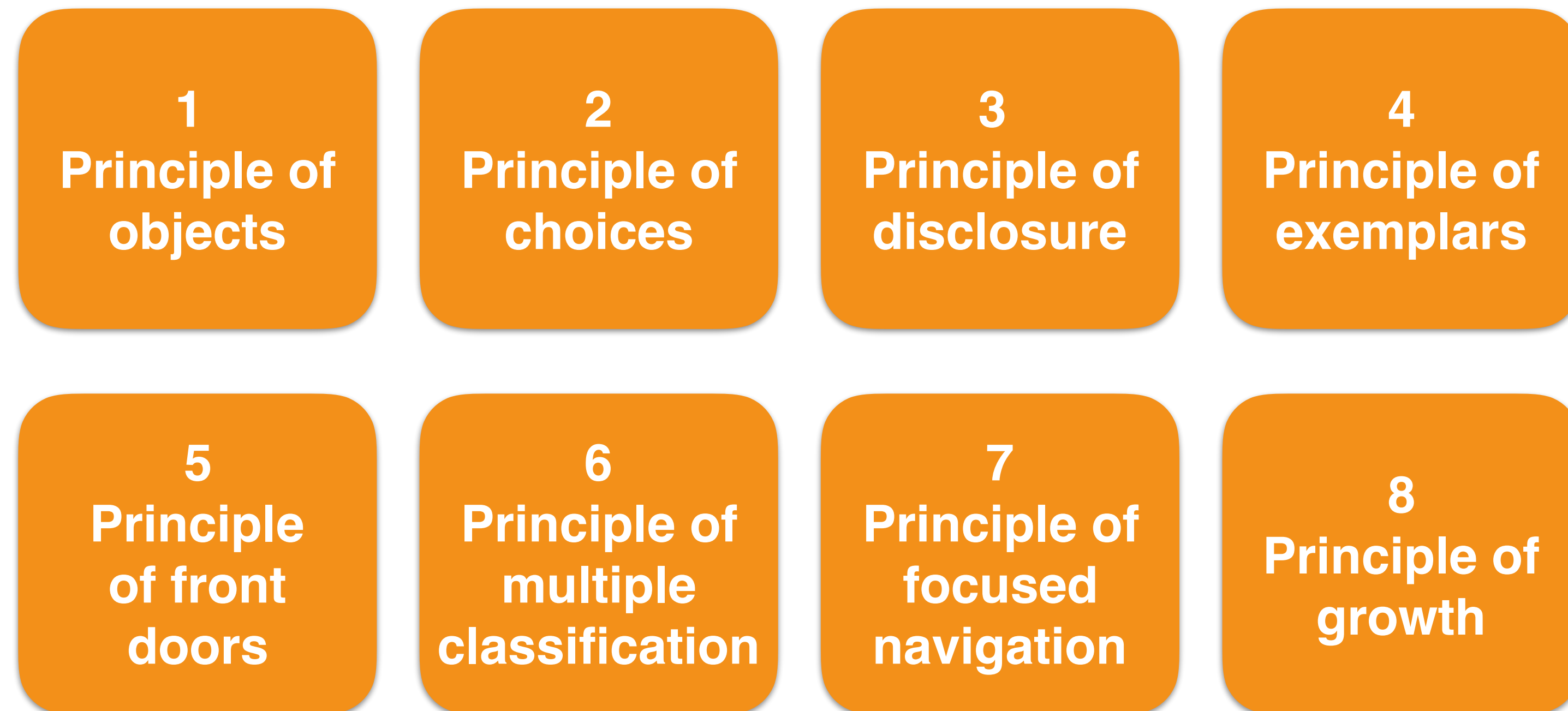
Information Architecture

What is Information Architecture?



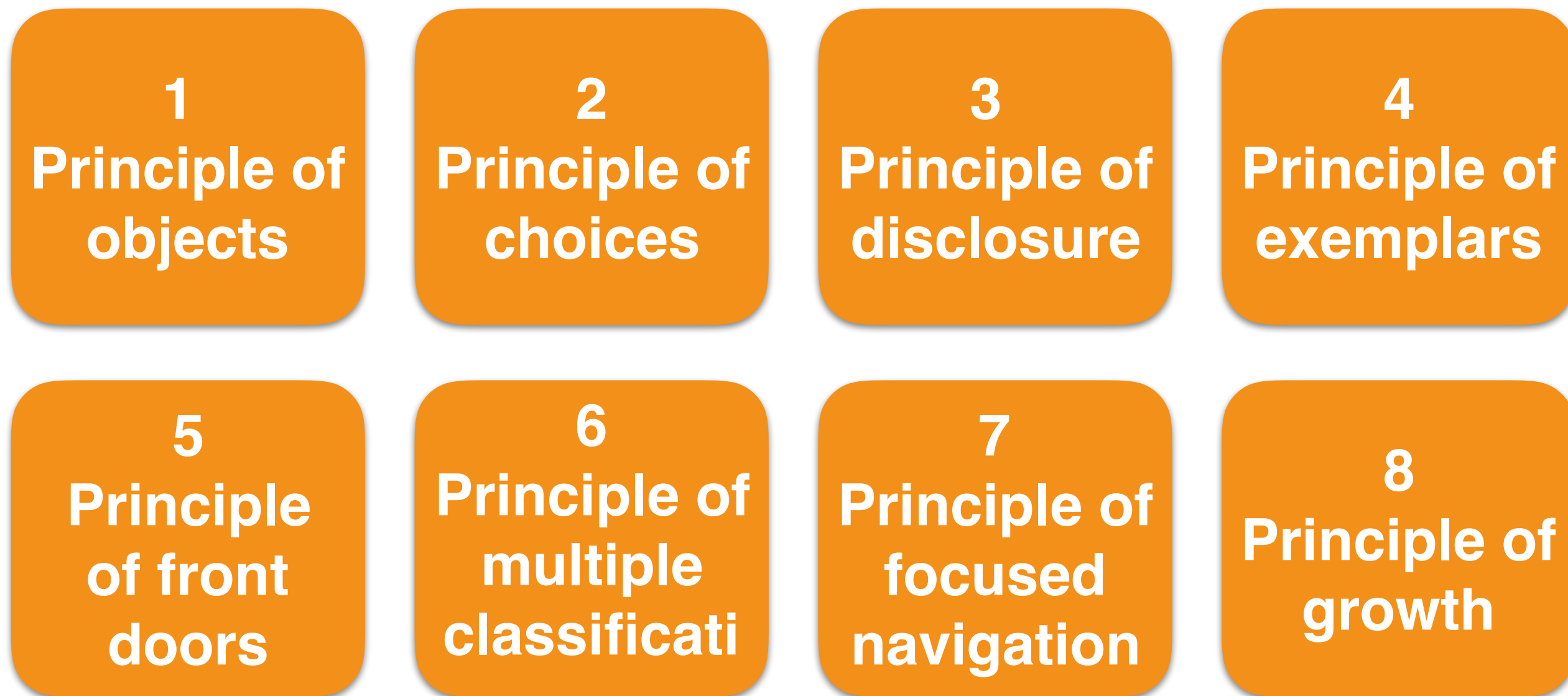
The eight principles of Information Architecture (by Dan Brown)

The eight principles of Information Architecture (by Dan Brown)



Practical Part

The eight principles of Information Architecture



Groups Task

- For the group work you have **15 min** time
- Select 3 of the 8 principles. Find examples in your app (iOS or Android) where the principles can be applied. Discuss whether the principles have been implemented. What was implemented well? What could be improved?
- Prepare screenshots that will show the implementation of the principles.
- Define a group speaker who will present your results.

Useful Resources

<https://www.designprinciplesftw.com/collections/eight-principles-of-information-architecture>

<https://theblog.adobe.com/a-beginners-guide-to-information-architecture-for-ux-designers/>

Style Guide

Before you start...



**Which operating
system?**



**Phone and/or
Tablet?**



Which version?

Style Guide

Android Guidelines

- <https://developer.android.com/design>
- <https://material.io/design/guidelines-overview>

Apple Guidelines

- <https://developer.apple.com/design/human-interface-guidelines/>



Wireframes

Steps to the finished prototype

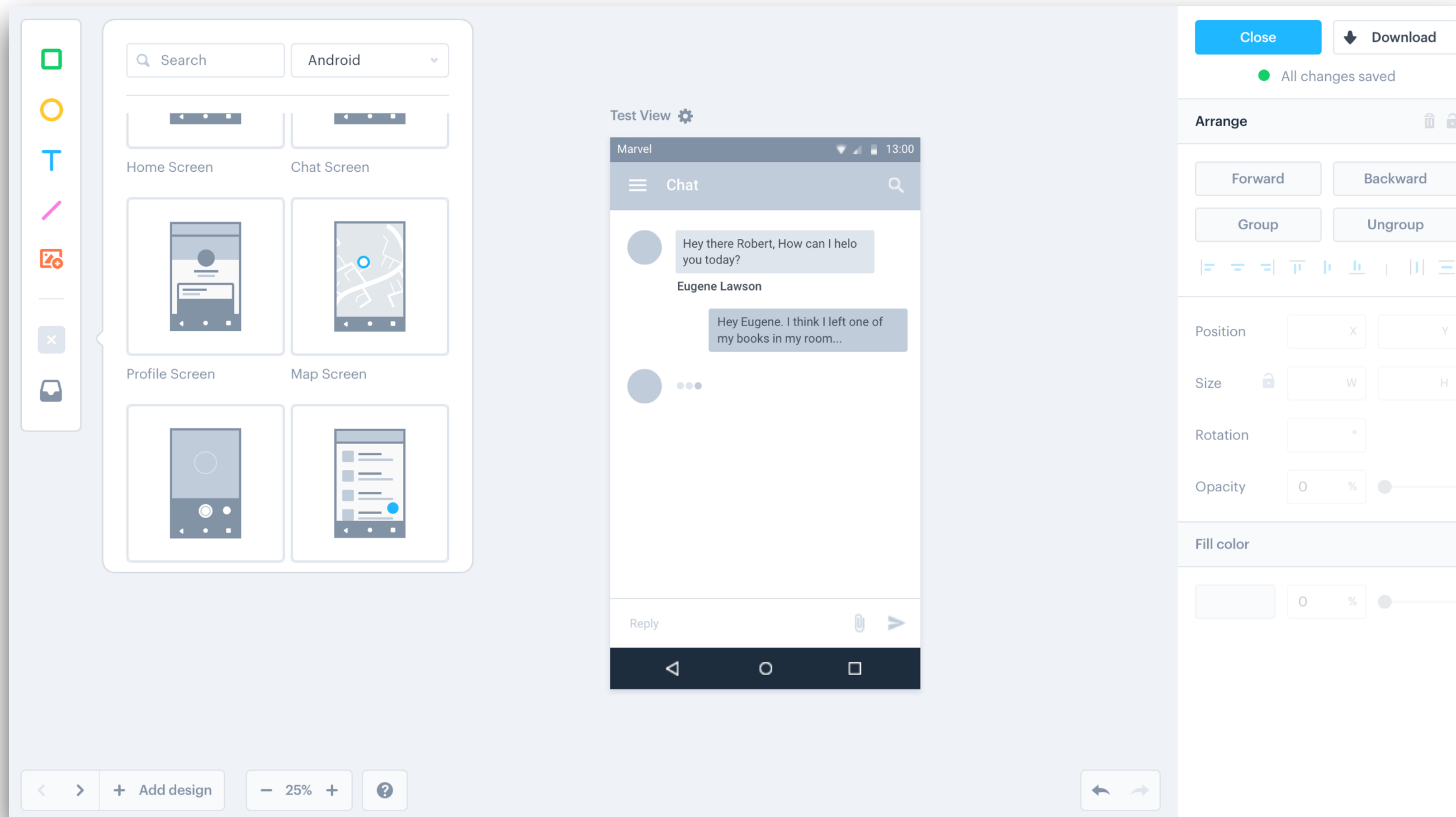


Conceptual level

Component level

Interactions level

How to wireframe in Marvel

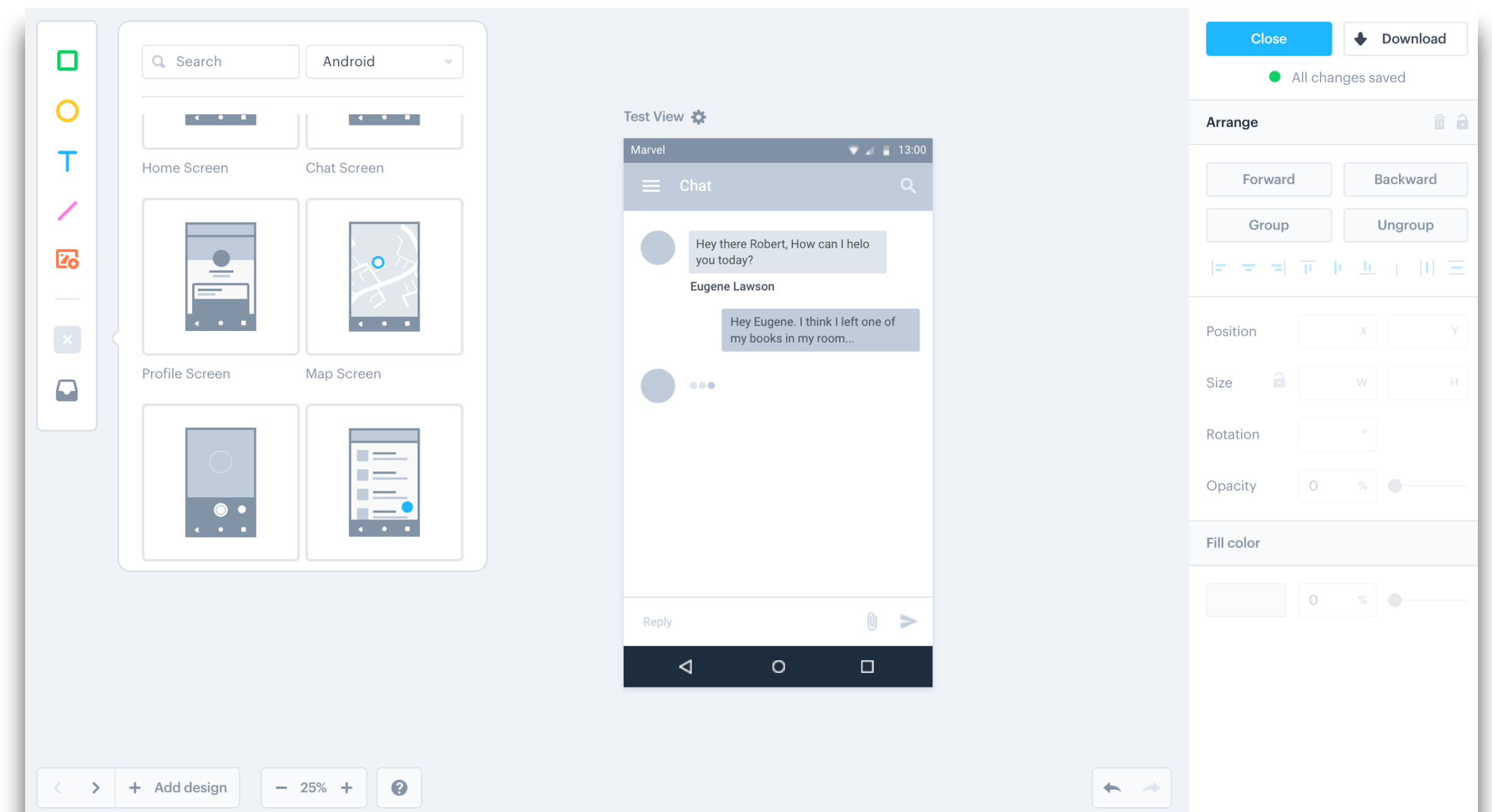


<https://marvelapp.com/>

Practical Part

Groups Task

- For the group work you have **30 min** time
- See „How to wireframe and design in Marvel“
<https://help.marvelapp.com/hc/en-us/articles/360008947317--How-to-wireframe-and-design-in-Marvel>
- Perform the wireframing in the group with
<https://marvelapp.com>
- Define a group speaker
- The group speaker presents your results after the group task



<https://marvelapp.com/>

Testing

Thinking Aloud Testing

„In a thinking aloud test, you ask test participants to use the system while continuously thinking out loud — that is, simply verbalizing their thoughts as they move through the user interface.“ [31]

Thinking Aloud Testing

- Explain the test setting to the user and that he/she should thinking out loud
- Give the user a typical task in your software
- Observe the user behavior
- Document the user behavior.
- Afterwards: Evaluate the test results. What works well? What does not?
- Improve your app according to the test results

Preparation for the next Lecture

Prepare the following until the next lecture in groups.

- Find five participants for a Thinking Aloud Test, close to the persona you made.
- Performed a Thinking Aloud Test with each participant and value the findings.
- Improve your app according to the results.
- Prepare the results for the next lecture in a 3-minute presentation.

Resources and helpful Links

Information Architecture

[1] <https://www.designprinciplesftw.com/collections/eight-principles-of-information-architecture>

[2] <https://theblog.adobe.com/a-beginners-guide-to-information-architecture-for-ux-designers/>

[3] <https://asistdl.onlinelibrary.wiley.com/doi/pdf/10.1002/bult.2010.1720360609>

Style Guide

[11] <https://developer.apple.com/design/human-interface-guidelines/ios/overview/themes/>

[12] <https://developer.android.com/design>

[14] <https://developer.android.com/docs/quality-guidelines/tablet-app-quality>

Wireframes

[20] <https://balsamiq.com/learn/articles/mobile-app-wireframing-guide/>

[21] <https://marvelapp.com>

[22] <https://help.marvelapp.com/hc/en-us/articles/360008947317--How-to-wireframe-and-design-in-Marvel>

Testing

[30] <https://www.nngroup.com/articles/thinking-aloud-the-1-usability-tool/>

[31] <https://www.nngroup.com/articles/why-you-only-need-to-test-with-5-users/>