

Mobile UX for copywriters

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Agenda

Trends & behaviours

- Scanning
- Orientation
- Comprehension
- Speed
- Single window
- Adverts
- Popular content

Best practices

- Progressive disclosure
- Concision
- Vocabulary
- Sentences & paragraphs
- Links
- Images
- Screen orientation

Industry issues

- Design philosophies
- App types

Future trends

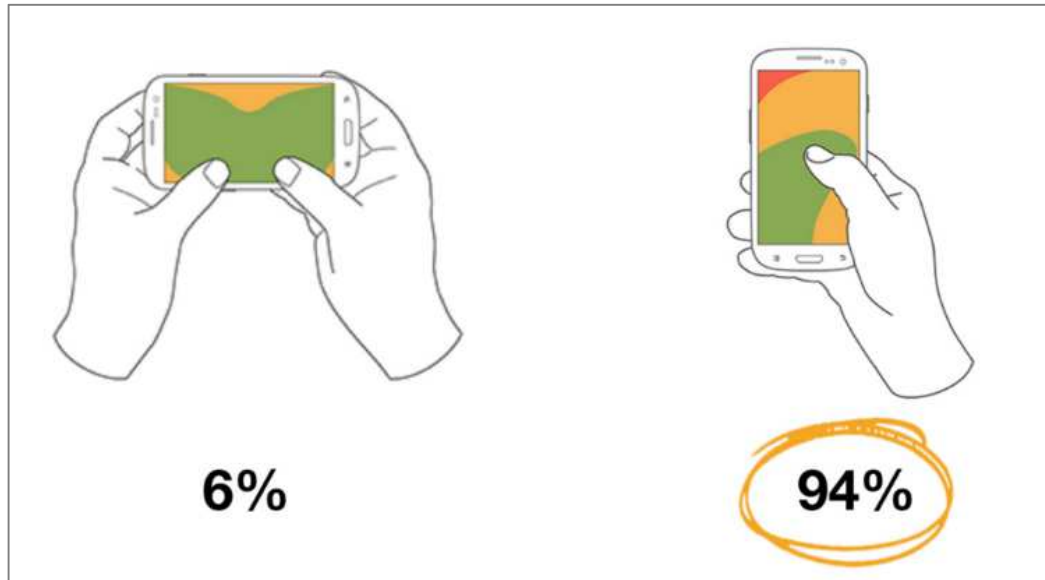
- Wearables
- Bots
- AR
- IoT
- Voice control
- Security

Scanning behaviour

- Scan text = 58%
- Headings only = 37%
- Read text = 5%

http://www.smivision.com/fileadmin/user_upload/downloads/case_studies/smi_cs_mobiledevices.pdf

Orientation



<http://www.mobilemarketer.com/cms/news/video/21146.html>

Comprehension issues

Difficult material = +100% difficult on a phone

- Smaller 'window' on content = higher memory load
- Context of use: time-pressure, distractions & lighting

<http://www.useit.com/alertbox/mobile-content-comprehension.html>

Speed of consumption

- Twitter: faster vs. desktop (all demographics)
- Facebook : faster vs. desktop
(1.7 seconds vs. 2.5 seconds)

<http://adage.com/article/digitalnext/facebook-twitter-mobile-content-consumed-differently/302397/>

Speed - shorter sessions (with interruptions!)

Session length (average): Mobile = 72 sec, Desktop: 150 sec

- Prioritize & simplify tasks
- Support interruptions
 - Auto-save & prompt-to-save
 - Email yourself/others
 - Cross-platform access to non-completed tasks

<https://www.nngroup.com/articles/mobile-ux/>

Speed – app usage

- 90% of users' time = on apps
- 20% of apps = only used 1 time
- 40% of app launches = 15 seconds or less
 - Repeat & simple tasks: 1-click order, shopping lists, previous orders...

<http://flurrymobile.tumblr.com/post/157921590345/us-consumers-time-spent-on-mobile-crosses-5>

<http://info.localytics.com/blog/app-retention-improves>

<http://doi.acm.org/10.1145/2628363.2628367>

Single window = vital

Support tasks in a single window – reduce need for:

- Copy-and-paste
- Paper-and-pen
- Memory

<https://www.nngroup.com/articles/mobile-ux/>

Adverts

Mobile ads = felt more intrusive vs. desktop

- Ensure messages = targeted & deliver value
- Track performance
 - Interaction rates
 - Unsubscribes

<https://www.quantcast.co.uk/blog/mobile-me-the-remodelled-branding-opportunity/>

Popular content

- Simple tasks
 - Content comprehension
 - Data input/manipulation
- Time & location sensitive tasks

<http://www.smartinsights.com/mobile-marketing/mobile-marketing-analytics/mobile-marketing-statistics/>

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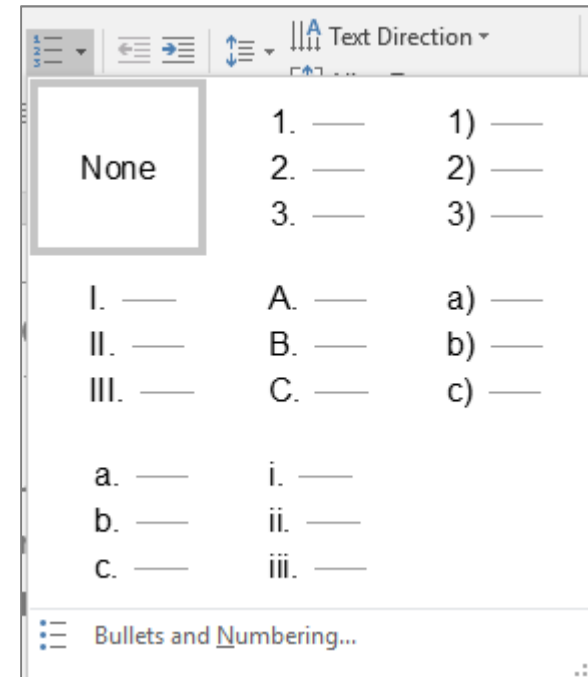
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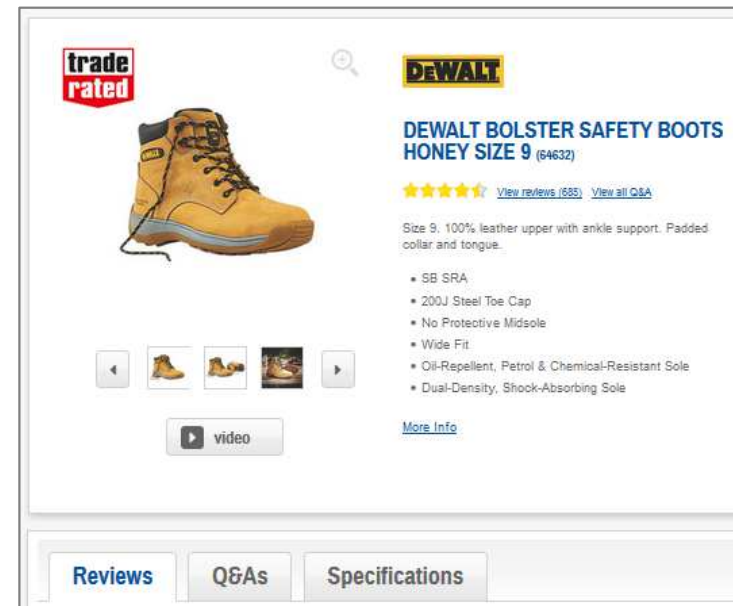
Progressive disclosure

- Better learning = supported by...
 - Default = core functionality
 - Secondary screens: advanced (& rarely-used) functionality
- Users can opt-in to complexity



Structure copy & pages for progressive disclosure

- Core information/material = up-front
 - ...but don't overload the user!
- Ease-of-access to secondary level(s)



Synopsis – main findings/value

Judge Dredd: 2000 AD's futuristic lawman turns 40

Grim, gun-toting lawman Judge Dredd was launched on the comic stands in 1977. Now aged 40, the character's satirical take on authoritarian attitudes is as relevant now as ever, argue his writers.

How can we make business travel less stressful?

Travelling for business may sound glamorous, but it can actually be pretty stressful.

Table of contents – topics to be covered

Set up your console

Topics

- ④ Unbox and position the console
- ④ Plug in the power supply
- ④ Connect the console to your TV
- ④ Connect a controller
- ④ Set your console settings

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Concision

1. Identify 'core' messages
 2. Be as concise as possible...appropriate to audience's knowledge & goals
- Aim = 60% of offline word count

Original (60 words)

We would recommend that you carry most of your holiday money in Traveller's Cheques. This is because they have a higher level of security than cash, and even credit cards.

But please also bear in mind that not all shops accept them. You would therefore be well advised to make sure that you take an extra supply of local currency.

Your version (Target = 40 words)



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Vocabulary principles

5 million adults in England = functionally illiterate

- 11 year old-level or lower

Target = international audience

- Simple, basic English

http://www.literacytrust.org.uk/adult_literacy/illiterate_adults_in_england

Vocabulary guidelines

- Simplify, appropriate to audience
- Avoid non-literal meanings (example: cultural references)
- Avoid context-dependent meanings (example: close/far vs. close/open)



- We need to make the right decision.
- Our cutting-edge research will help you to think outside the box.
- An apprenticeship is a more applied route than the traditional academic one.
- Here are some complementary products.
- The Institution provides all the necessary administrative support to make the process as simple as possible.

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New fossil evidence has pushed back a key step in the evolution of bird flight by millions of years.

Skeletal changes that helped birds take to the air happened 120 million years ago, during the hey day of dinosaurs, according to a specimen from China.

Features such as fused bones were thought to be present only in relatively advanced birds, living just before the dinosaurs went extinct.

A strong, rigid skeleton is part of the blueprint of modern birds.

The bird, *Pterygornis dapingfangensi*, lived in north-eastern China during the Early Cretaceous.

It is only the second of its kind to be discovered and is exquisitely preserved.

The find "pushed back the date for these birds' features by over 40 million years," said co-researcher, Min Wang from the Institute of Vertebrate Palaeontology and Palaeoanthropology at the Chinese Academy of Sciences in Beijing.

One of the requirements of all flying machines is a structure that is both strong and lightweight.

To achieve this in birds meant changes to the basic body plan of most back-boned animals.

During the course of bird evolution, some of the vertebrae and bones of the pelvic girdle fused together, as did some finger and leg bones.

And many tail, finger, and leg bones were lost.

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Sentences

Simple, clear & direct

- 1 subject/issue
- 10 - 15 words
- No more than 1 piece of punctuation (comma, hyphen or bracketed-statement)

Active voice = shorter & simpler

- Tim wrote this course
(subject – verb – object)
- This course was written by Tim
(object – verb – subject)

Paragraphs

- 1 topic/subject
- Mobile
 - 2 sentences
 - 3 lines
- Front-load with emotive and/or informative word



Venture Capital Advisory Group

Acting as a single point of contact for venture capital funds, the Venture Capital Advisory Group marshals our global resources to offer creative approaches to issues facing fast growth companies and their investors. We also make a difference by providing quarterly insights and market data to help venture capital firms, their partners and portfolio companies achieve their potential. Our regular workshops and coaching sessions, held in various locations across the globe, allow entrepreneurs to connect with the venture capital community and with each other, and share and learn from leading practices.

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Links

Good link text = even more vital than on desktop

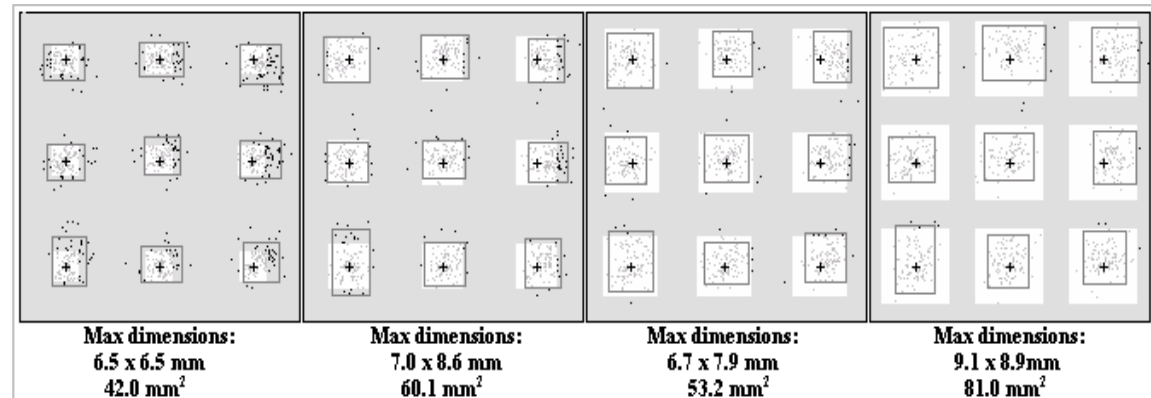
- Shorter sessions, attention-spans & download speeds...

Links - guidelines

- Informative; make sense out of context (avoid 'Click here', 'More details'...)
- Front-load
- Concise as appropriate
- 1 link per paragraph (multiple = a double-spaced list)

South Korea's Yonhap news agency reports that Seoul has been subject to a barrage of cyber attacks in recent years. It has previously stated that many attacks have targeted South Korea's government facilities. Some agencies also believe that the attacks originate from especially-trained hackers based overseas.

1 cm x 1 cm = most reliable target



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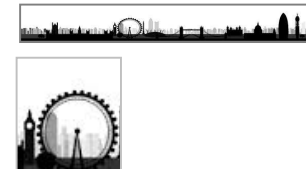
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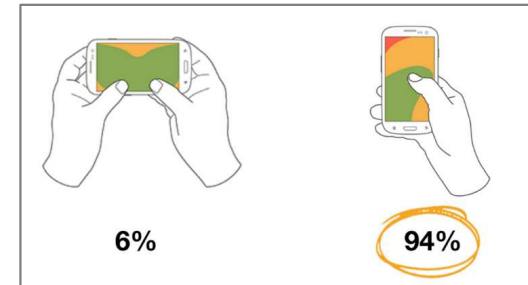
Images

- Remove less important elements/images
- Crop to focus on single most meaningful detail
- Allow the user to opt-in to a 'high definition' experience



<https://www.nngroup.com/articles/small-pictures-big-screens/>

Orientation



- Same content & functionality (if not, explain & provide access!)
- Consider memorable ‘location markers’ (paragraph breaks, headings...)
- Consistent scrolling between orientations

Maintain the top-edge between orientations

The John Doe files amount to 1,500 pages of largely unseen material gathered in evidence by prosecutors investigating alleged irregularities in political fundraising. Last year the [Wisconsin](#) supreme court ordered that all the documents should be destroyed, though a set survived that has now been obtained by the news organisation.

The files open a window on a world that is very rarely glimpsed by the public, in which millions of dollars are secretly donated by major corporations and super-wealthy individuals to third-party groups in an attempt to sway elections. They speak to a visceral theme of the 2016 presidential cycle: the distortion of American democracy by big business that has been slammed by both Donald Trump and Bernie Sanders.

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3 main flavours

- Mobile first = mobile designed first
 - Parallel design = recommended (with mobile prioritised)
- Responsive design = same content & functionality for all devices
 - Pro: Consistency & reduced costs (build & maintenance)
 - Google's recommended solution
- Adaptive design = different content & functionality for different devices
 - Pro: Bespoke solution per device (GPS, Camera...)

Types of App

- Native app's code = operating system-specific
- Web app's code = universal
 - Progressive (web) app's code = universal
 - Easier to deliver: push notifications, background content updating, content caching...
- Hybrid app's code
 - Code = mixture of specific & universal

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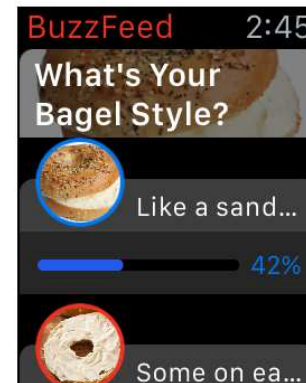
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Wearables

Page summaries & concision = likely to be even more important!



<http://www.nngroup.com/articles/smartwatch/>

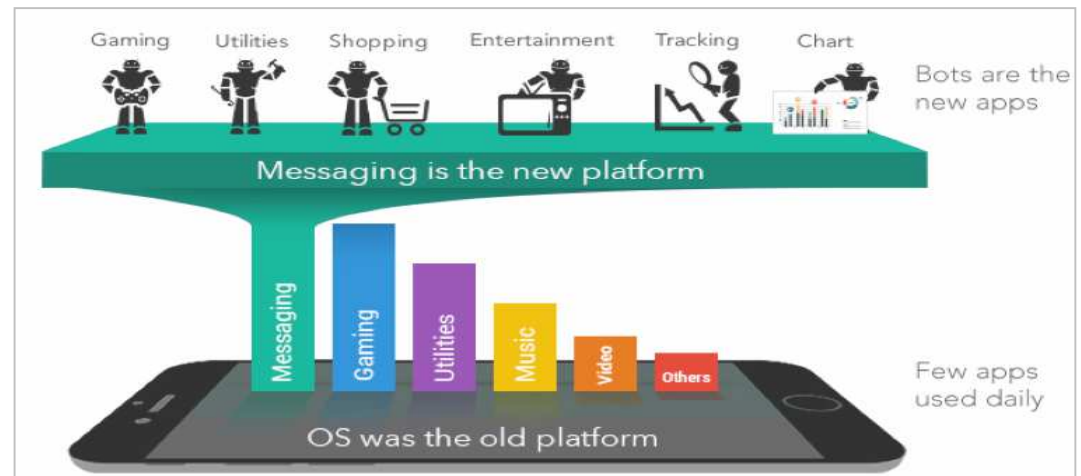


Bots

Most users only use a handful of apps per day

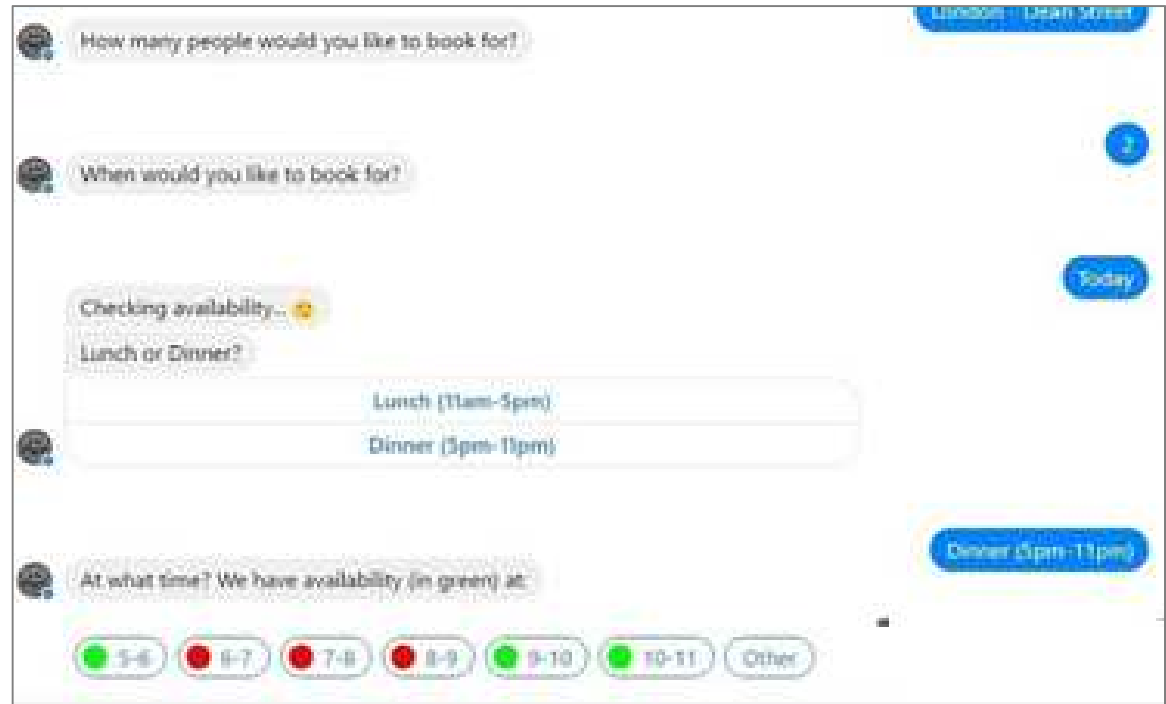
Evolution...

1. “Desktop O/S + apps”
2. “Browser + website”
3. “Messenger + bots”



Bots

- Option-select = easier than chat
 - Decision-trees > AI (currently)
- Allow users to request email/SMS confirmation



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AR (Augmented Reality)

Data = overlaid onto the real world

- Teaching anatomy in Cleveland Clinic



<http://www.bbc.co.uk/news/business-35629715>

In-store

American Apparel: product information, reviews & buy online



<https://www.youtube.com/watch?v=0O9CUpgSNRU&feature=youtu.be>

IoT (Internet of Things)

Objects = connected and can send/receive data over a network

Examples: insurance (car, health, home...)

- Track & reward behaviour
- Early detection, diagnosis & action

<https://econsultancy.com/blog/66544-what-are-the-opportunities-for-digital-marketing-and-the-internet-of-things>

https://www.uk.capgemini.com/resource-file-access/resource/pdf/the_impact_of_the_internet_of_things.pdf

3 likely uses...

- Access media: guides, product information...
- Personalisation: based on usage & learning
- Connect to other products: combining with partner products, apps & data services

Whisky

Label can...

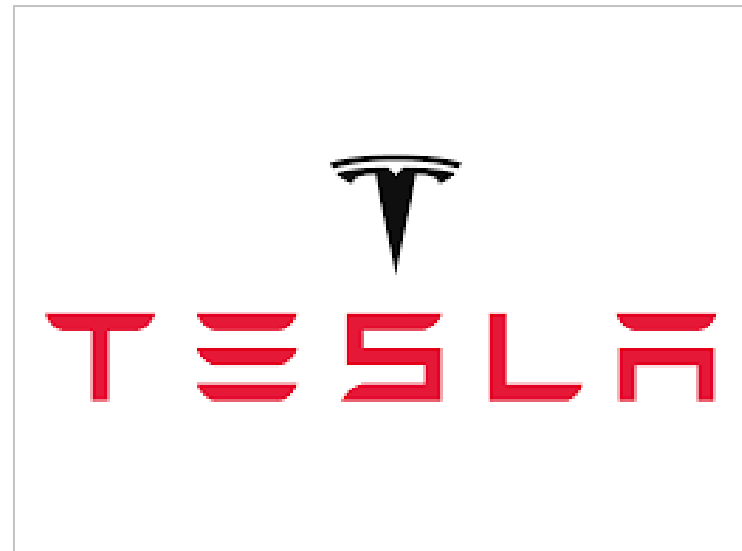
- Support NFC (Near Field Communication)
- Detect state of bottle (open/closed)

Allows personalised messages



Car

Cheaper models got free battery upgrade (extra 30 miles range) while fleeing Hurricane Irma



Toothbrush

App offers advice based on your habits



The screenshot shows the Amazon.co.uk product page for the Oral-B Pro 6000 CrossAction Electric Rechargeable Toothbrush. The page features the Amazon logo, navigation links for 'TS's Amazon', 'Today's Deals', 'Gift Cards', 'Sell', and 'Help', and a search bar. The product is categorized under 'Dental Care' and 'Electric Toothbrushes & Accessories'. The main image shows the toothbrush, its charging station, and the product box. The product title is 'Oral-B Pro 6000 CrossAction Electric Rechargeable Toothbrush with Bluetooth Connectivity Powered by Braun'. The price is listed as £76.55, with a crossed-out RRP of £229.99. The page also shows a 5-star rating from 380 customer reviews and a 'Want it tomorrow, 20 June?' banner.

amazon.co.uk
Try Prime

TS's Amazon Today's Deals Gift Cards Sell Help

ALL-NEW kin

Shop by Department Search Health & Personal C... Hello, TS Your Account

Health & Personal Care Best Sellers Subscribe & Save Dental Care Shaving & Hair Removal Men's Grooming

Dental Care › Toothbrushes & Accessories › Electric Toothbrushes & Accessories › Electric Toothbrushes › Rotating

Oral-B Pro 6000 CrossAction Electric Rechargeable Toothbrush with Bluetooth Connectivity Powered by Braun
by Oral B
★★★★★ 380 customer reviews | 29 answered questions

RRP: ~~£229.99~~
Price: **£76.55** & **FREE Delivery** in the UK. [Details](#)
You Save: **£153.44 (67%)**

In stock.
Dispatched from and sold by Amazon. Gift-wrap available.

Want it tomorrow, 20 June? Order it within 7 hrs 32 mins

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Voice control

- SiriKit allows your app to use voice controls
- 9 domains with specific task-support:
 - VoIP calling
 - Messaging
 - Payments
 - Photos
 - Workouts
 - Ride booking
 - Car commands
 - CarPlay (automotive vendors only)
 - Restaurant reservations (requires additional support from Apple)

<https://www.tune.com/blog/5-new-ios-10-features-mobile-marketers-optimize/>

<https://developer.apple.com/library/prerelease/content/documentation/Intents/Conceptual/SiriIntegrationGuide/index.html>

Security

- Face-recognition ('pay with a smile' in KFC China)
- Fingerprint
- Voice
- Iris



<https://www.technologyreview.com/s/603494/10-breakthrough-technologies-2017-paying-with-your-face/>
<https://www.theverge.com/2017/9/4/16251304/kfc-china-alipay-ant-financial-smile-to-pay>

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Any questions?