

How to Design a Great UI/UX for Your Mobile App

No comments



*There has been phenomenal growth in mobile applications this year. there are an estimated 4.77 billion mobile users worldwide, and every marketer and businessman wants to get their best foot forward. In order to capture these users, more than App Store Optimization (ASO) is needed). For companies to stand out in a sea of mobile apps, **UX and UI** design are essential. Here are some tips on how to create a visually stunning mobile app.*

UI/UX Design for Mobile

Current Trends in UI Design For Mobile Apps

It is crucial to be aware of the current industry trends in order to stay ahead of the competition. Lack of awareness can result in users choosing only the most relevant and effective solutions. In addition to providing maximum value to your users, knowing the trends can also help you create better products. however, which trends should you follow? Every business niche has its own unique characteristics that limit design trends. Mobile UX/UI design could be affected by a

number of new and promising technologies. To design a truly impressive mobile application, we've listed the ones we think are essential. This being said, we will not be covering well-known elements like dark mode, bold typography, etc, as those are no longer mainstream.

1- Augmented and virtual reality

In 2024, there will be 1.73 billion mobile users of augmented reality! Mobile phones make augmented reality possible without glasses and give a stunning effect. However, if you want to develop a strategy for implementing augmented reality in design, you will need expertise and knowledge.

2- Artificial intelligence

In 2022, it is impossible to discuss UI/UX design trends without mentioning artificial intelligence. This technology has applications that range from chatbots for customer service to AI-powered product offerings. Thus, artificial intelligence is by far the most powerful tool for creating personalized experiences and, as a result, deeper interactions with customers.

3- Login without entering a password

Using Face ID or Touch ID is becoming common for all kinds of apps. They provide an added layer of security and make life easier for users. Saving your users from having to enter passwords every time they open an app is a sure way to make it convenient for them. Multi-directional navigation Using this intuitive path simplifies complex flows and interactions. users are encouraged to interact with the app consciously rather than just scrolling up and down. Including horizontal sliders among vertically scrolling displays enhances the user's experience.

4- Animation

An app's interface always looks better with animation, whether it's a microinteraction or a full-blown illustration. You can make your typography move, add quirky illustrations to your sideboards, or make your app easier to navigate with animation. 3D animation will be incredibly trendy in 2022.

5- Emoticons

The developers of mobile apps actively use emojis in their products. Emojis are universal symbols that most people are familiar with. Users understand each symbol's mood and meaning immediately, so the application design is clear

without bulky UX text. In addition to making navigation in the application fast and convenient, all of these features enhance the friendliness and usability of your product.

6- The voice user interface and contactless interaction

There will be a lot more voice interaction on mobile devices in 2022, such as Google Assistant, Siri, and Alexa. voice applications will provide fast and accurate query results, and they will be more useful and tailored to the user's needs.

7- Liquid swipe and no button design

There are already common gestures for iOS and Android. however, by using a liquid swipe, you can now create a buttonless design. Users don't need to see a visual button to determine where to click or swipe. What is the best combination for your application? This is the most challenging part. You could copy your competitors' mobile design patterns, but are they sure they know what users want? The worst part is that it prevents you from creating the best experience among them. We recommend you start by reading user reviews of competing applications. this will give you a better understanding of their pitfalls and obvious successes. then, you can seamlessly integrate the trends that will work best for your business.

How to build an effective app UI design process

Consequently, mobile app UX designs differ from desktop UXs. How should mobile app UIs be designed?

1- Utilize well-known screens

Most applications have familiar screens, such as "Getting Started," "Search Results," and "What's new". They are self-explanatory and can be used without training.

2- Get rid of the clutter Organize your space

Having too many buttons, images, and icons clutters up your app's interface design and overloads users with information. Having too many buttons, images, and icon clutters up your app's screen. Ensure that content and interface elements are kept to a minimum. Use the gradual disclosure technique to show more alternative options.

3- Create a familiar and predictable interface for interactive elements

Another foundation for app design, UX, and UI is predictability. users feel more in control when things turn out the way they expect them to. On mobile devices, users can only determine if an element is interactive by clicking on it, unlike on

desktops, where hover effects are used. If you are designing buttons or other interactive elements, think about how accessibility is communicated. Forms should follow functions: how they appear should tell users how to use them. Visual elements that look like buttons but are not clickable can easily confuse users.

4- Offload tasks

The design process must find everything that requires user effort (data entry, decision-making, etc.) and provide alternatives. You can, for instance, reuse previously entered data instead of asking the user to join others or set default values with information already in place. It is better to break a task into several subtasks if it requires a lot of steps and actions from the user. In mobile design, this principle is especially important to avoid creating excessive complexity. Chunking can also help you connect two different actions (such as viewing and purchasing). It is easier to navigate through a flow when it is presented as logically related steps.

5- To convey importance, use visual weight

Due to the limited space on mobile devices, the most important element on the screen should be given the most visual weight. therefore, prioritize your most important information to users. With weight, size, and color, you can give an element more weight. But it doesn't have to be big. Comparing large and small elements can help determine their priority. Sometimes a small, lone button in the middle of a blank interface draws more attention than a big button in the same place.

6- No split-screen

Users rarely use split-screen features on newer smartphones, so app UI UX is extremely important even if users don't have split-screen abilities. It is possible to add currency exchange rates and other financial services to a banking app interface, for example. If you don't, users may leave your application to look at the exchange rate, or they may close it completely. Later, they may abandon your application. Ensure users have everything they need in your app. Keep the flow between screens simple. Avoid forcing users to go deeper than three screens. Never force them to log in or register in the browser.

7- Consistency is key in your design

This is a fundamental design principle since consistency eliminates confusion. In the context of a mobile application, this means:

Visual consistency: fonts, labels, and buttons should be consistent throughout the application.

Functional consistency: Your application should behave consistently when it comes to interactive elements.

External consistency: Users can apply previous knowledge to other products when the design is consistent across multiple products.

8- Ensure that the back button is working correctly

Poorly designed back buttons cause users a lot of inconveniences. Prevent users from returning to the home screen by clicking the back button multiple times. The best designs make it easy for users to return and make corrections. If users know they can look again at the data or the options they selected, they can continue working.

Mobile UX Design Best Practices

Among the challenges and opportunities presented by mobile device trends are both for UX designers. we have to take into account the variety of devices and the ways in which they are used, on the one hand. Secondly, it opens up a whole new set of UX design focus areas, resulting in creating positive experiences for a whole new generation of users.

Designing mobile UX is tricky. There are so many things we must take into account, like the growing number of mobile devices, how people interact with them, and how people want consistent and pleasurable experiences on all devices.

Mobile designers should consider the following UX design best practices.

1- UX Research

It is easy to get entangled in mockups or prototypes at a certain point, however, doing proper UX research first is something that cannot be ignored. Always remember that "you are not your user," and that the best user experience depends on thorough UX research.

2- Clutter

Imagine the anxiety of a cluttered mobile device! We've all experienced the anxiety of a cluttered desktop! With every new button, image, content, etc., you only make things harder to understand. Getting rid of anything that's not absolutely necessary in a mobile UI is a good idea. A great tip is to strive for minimalism, but not at the expense of usability. One way to accomplish this is to prioritize one main action on each screen.

3- Prioritize

The tendency is to include as many features as possible. we feel leaving something out somehow will make the experience less enjoyable for users. Instead, keep features focused on their core objectives, refine the design by

analyzing which features are used the most, and work on making those features intuitive and pleasurable.

4- Touch Targets

If a user taps on something and it doesn't respond, they can get physical angry and start hitting their mobile devices. A study conducted at MIT found that they were tapping on something with a small touch target. generally, touch targets should be at least 7-10mm wide, which is an average fingertip width. it's also a good idea to space them apart adequately.

5- Legible Text

Since so much of what users do is based on content consumption, make sure you choose typefaces that work well across multiple sizes and weights to ensure a consistent experience across all types of mobile devices. For reduced eye strain, font sizes of at least 11 points are recommended. Google Roboto and Noto fonts and Apple's San Francisco fonts are excellent examples of clean, easy-to-read typefaces.

6- UI Feedback

We remain informed as we interact with applications. When feedback is lacking, users might wonder if something has happened, if something is happening, or why something did or did not happen. Based on the UI element or app status, use different types of feedback (sound, haptics, visualizations).

7- Accessibility

It is likely that one of the most overlooked aspects of user experience design, and especially mobile user experience design, is accessibility. 15% of the world's population experiences some form of disability. The Web Content Accessibility Guidelines are a freely available resource, and they should be part of the toolbox of every digital designer.

Conclusion

As mobile adoption increases and a variety of devices become more prevalent, UX designers will face a greater challenge in designing user experiences. To achieve positive human experiences, it is critical to adhere to a set of best practices, understand the constraints imposed by mobile, and maintain a smooth working relationship with developers.

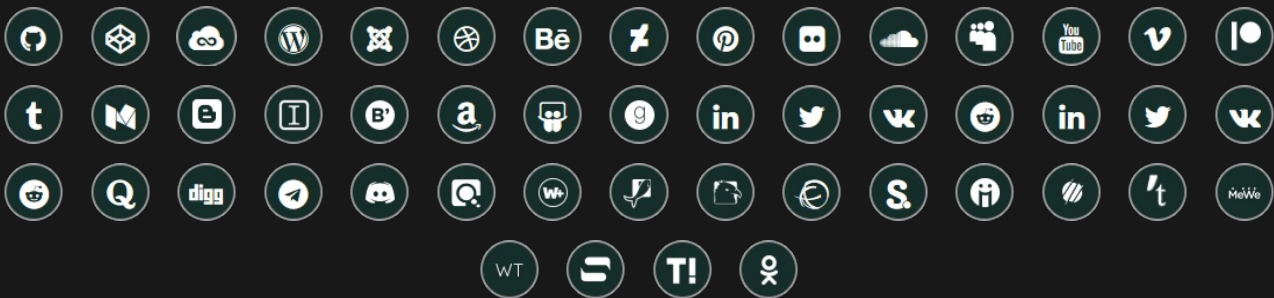
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