User Experience for Mobile Applications and Websites: Design Guidelines for Improving and Usability of Mobile Sites and Apps

Description: Although there are more smartphone users worldwide than desktop and laptop users, the usability of mobile websites and applications is still well behind the usability of desktop websites. This report documents our findings from 15 series of usability studies with users in 6 countries (mostly in the USA, but also in Australia, Hong Kong, The Netherlands, Romania, and the UK). It presents a set of design recommendations intended to help designers create a good mobile user experience.

This 506-page report offers 336 design guidelines based on our usability research. Discussions and more than 700 screenshot illustrations supplement our findings.

Benefits of this report:
- Checklist of 336 specific design recommendations:
  - Review your mobile user experience for these 336 items, and you will discover many things that need improvement
  - Score your design against a checklist of usability guidelines to make sure you don't do anything wrong
- Description of how users behave when using a variety of mobile sites and apps, including extensive quotes: Learn from the users' comments and reactions to common design mistakes in the sites we tested
- $400,000 worth of research at 0.07% of the cost
- The differentiating factors that caused site visitors and app users to complete tasks successfully or unsuccessfully
- More than 700 color screenshots from a very wide variety of mobile sites and apps, with descriptions of why they worked well or caused problems in usability testing
- Methodology description helping you define the protocol for running your own mobile usability studies

What's New in the Third Edition?
This third edition of the mobile report is a completely revised and reorganized version of our second edition that reflects the changes in the mobile landscape. The additions in this report reflect many of the new mobile topics and patterns that emerged or were revived in the recent years since the second edition. Additions include: responsive design and how it relates to mobile design in general, findability of apps, flat design, accordions and overlays, hamburger menus, gestures, pagination and infinite lists, flattening navigation hierarchies for mobile, secondary navigation and submenus, in-page tables of contents and page mini-IA, instructional overlays, and more.

Who Should Read This Report?
- Those responsible for a company's or organization's mobile strategy
- Mobile designers and UX researchers

Contents:
1. Executive Summary
   - User Research
   - Basic Characteristics of the Mobile User Experience
   - Mobile Usability Is Harder to Achieve
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   - Mobile Information Needs
   - Mobile Activities
- What Tasks Are Important on Mobile

6. Mobile Limitations and Strengths
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- Single Window
- Touchscreen
- Variable Connectivity
- GPS, Camera, Accelerometer, Voice, and Other Phone Features

7. Mobile Website or Mobile App?
- When Should You Build an App?
- Mobile Websites
- Mobile Apps

8. Mobile Usability Guidelines
- Making Your Mobile-Dedicated Website Findable
- Making Your App Findable
- Mobile-App Functionality
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- Initial Experience

9. Methodology
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- Usability Testing
- Design Reviews

10. List of Guidelines

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