5 SIMPLE TIPS FOR DESIGNING BETTER IPHONE APPS

As People visit the Apple or Google App Stores looking for new apps to buy, they judge their potential purchases based on productivity, fun it can provide, and also design. We're told early on in life not to judge a book by its cover, but without a way to try an app, **screenshots** are one of the few ways a user can judge the quality of it. **Since** it's not possible for someone to judge the usability or code-quality just by **browsing** the App Store, judging entirely based on design makes sense, and so apps with better design tend to be chosen more often when compared with competing apps. So how can we design better apps? Well, I'm glad you asked. I'll discuss five simple tips that will help.

1. Wireframe Your App

When we talk about an app's design, we're talking about two main components. **[2A]** These two components are user experience (UX) design and user interface (UI) design. **[2B]** Experience design is all about the goals of the app, such as which characteristics to include, and how the user will accomplish those goals. **[2C].** That includes the colors, textures, and fonts used to create the visual style of the app. **[2D].** It's important that you spend time designing the experience of the user. Instead of starting with the visual design of your iPhone app, start with wireframes. A wireframe is a simple plan of your app idea that allows you to work exclusively on the experience, ignoring the visual aspects. Draw buttons, include text, and especially focus on making the learning process intuitive. Only start paying attention to style once you're confident that your wireframes represent a clean, usable app design.

2. **Use Finger-Sized Tap Targets**

This is the biggest aspect to improve the usability of your app: Increase the tappable area for every button. Remember you're designing for fingers and thumbs. Apple recommends a minimum of 44x44px for any element the user is expected to interact with. Now this doesn't mean that the button needs to visually look that big. The tappable area can extend beyond the visual size of the button. This will help users avoid

the frustration of trying multiple times to **tap** an element. Just be careful if you have several buttons close to each other. Make sure that your extra tappable area doesn't interfere with other buttons.

3. Have Only One Primary Goal Per Screen

[4A] When you're designing a screen in your app, focus on the primary goal you want the user to accomplish. **[4B]** For example, in the email list screen in iPhone's Mail app, the user's primary goal is to read emails. **[4C]** One of your tasks as a designer is to decide what's the most important, and then emphasize that. **[4D]** Decrease the visual weight of secondary elements so that the primary action is clear.

4. Avoid Default Button Styles

The **default** style for UIButtons on the iPhone is something I dislike. Almost all of the default elements included with **iOS** look good. Then there is the default button. Unless you have a very boring design style for your app, chances are, the default button styles won't match. Customizing the look of buttons to match your UI will make a huge difference and keep you from looking like an amateur app designer. You can either customize the button style and include a background image, or you can draw a new button style with code.

5. Add Extra Views When There's a Lot of Information

Moving into a new view is very easy for the user. So, if you find yourself trying to add too much information to a single view, then just add another view. In iPhone, you can see Apple does this quite often on their "create" screens. In the New Contact view, selecting a ringtone sends you to a new view called ringtones, which displays the list of available ringtones you can assign to that new contact. Tapping a phone number label brings up a modal dialog with other label options (called Label). By adding extra screens, you can avoid confusing your users with too many elements by only showing the information they request (a concept known as progressive disclosure).

** Adapted from: https://www.webfx.com/blog/web-design/design-iphone-apps-better/*

Glossary:

- **Screenshot**: An image of the display on a screen, for example, when showing how a program works.
- **Browse**: It refers to reading and scanning through data.
- **Tap**: To use your fingers to control your touchscreen cell phone.
- **Default**: What happens or appears if you do not make any other choice or change, especially in a computer program.
- **iOS**: iOS is a mobile operating system created and developed by Apple Inc. exclusively for its hardware.

Answer the following questions:

1. The word **since** in paragraph 1 is closest in meaning to
   a. although
   b. from
   c. because
   d. when

2. Look at the four squares [] in paragraph 2. Indicate where the following sentence can be added:
   The user interface design is what that experience looks like visually
   a. [2A]
   b. [2B]
   c. [2C]
   d. [2D]

3. What is NOT stated about the areas you need to tap?

   a. Buttons need to be huge so that your fingers can tap them.

   b. The area may be bigger than a button itself.
   c. You should avoid putting many buttons in the same area.
   d. The area must be big enough so that people don't feel frustrated when trying to tap a button.

4. Look at the four squares [] in paragraph 4. Indicate where the following sentence can be added:
   Though there's a secondary action for composing an email, the button is off in the corner and not emphasized

   a.[4A]
   b.[4B]
   c.[4C]
   d. [4D]

5. What does the author imply about the default button?

   a. Applying drastic changes to the default button make you an amateur designer.
   b. Changing the background image is a bad option when customizing the button.
   c. Changing the traditional design settings is not an option.
   d. The default button is not attractive at all.

6. Organize the following recommendations for designing better apps in chronological order:

1____ 2____ 3____ 4____

   a. Planning an app idea will let you work entirely on the experience concept.
   b. Ignoring the visual design aspects affects the perception of quality.
   c. Keeping a simple view makes an enjoyable experience / Assigning other elements in new screens.
   d. Preventing restrictions in button selection for available space and size can help you with the look of your app.