

Mobile UX Design

Create compelling mobile user experiences.

Definition:

Design for mobile user experience, specifically with smartphones or tablets (iOS, Android).
Make your mobile app or site easy to use and emotionally compelling.

Benefits:

- Leverage UX best practices for mobile.
- Get help with UX strategy for your site/app.
- Improve user adoption.
- Improve differentiation and desirability.
- User centered design for mobile.

Deliverables:

Mobile wireframes, Mobile usability testing, Mobile user research, PhotoShop (visual design).

Methods we use:

Mobile UI Design; Mobile website design; Mobile App design (iOS, Android); Visual Design.

Fact

An ecommerce site optimized for mobile over one that was not, saw a 70% increase in sales with mobile optimized content.

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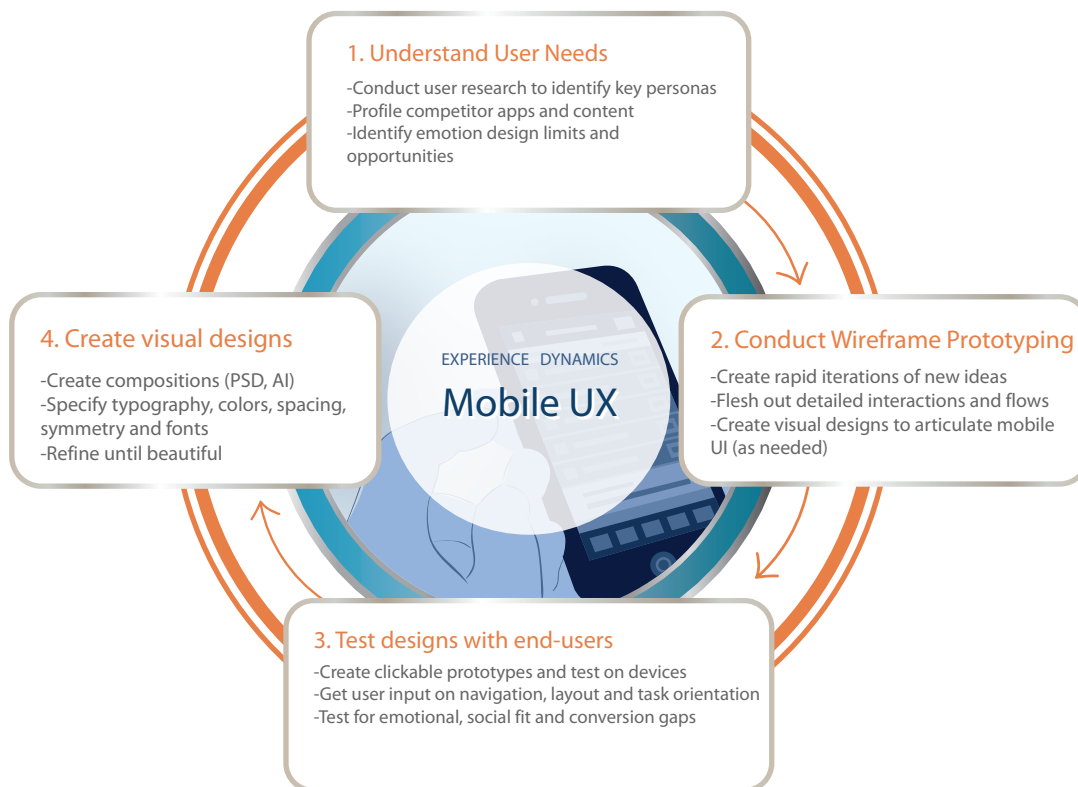
When to do usability testing:

- When designing a new or existing mobile app or site.
- When redesigning a product.
- Conversion for mobile optimization.
- Improving on a mobile app or site.

How Agile Teams use Usability Testing

- Get rapid validation from users.
- Help establish development resource sand priorities.
- Get help with Mobile UI issues and challenges.

Experience Dynamics Mobile UX Design process includes the following steps:



Experience Dynamics Mobile UX Design Process-
proven for creating compelling and ROI-yielding mobile user experiences.

Facts: 34% of UK people surveyed said completing transactions using mobile apps is too complicated and fraught with problems. (27%) of US users said the same. (Kleiner Perkins 2014).

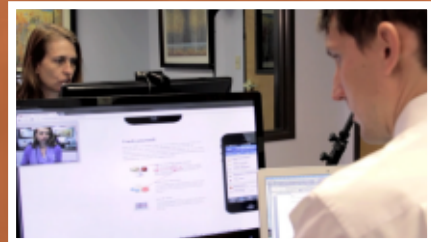
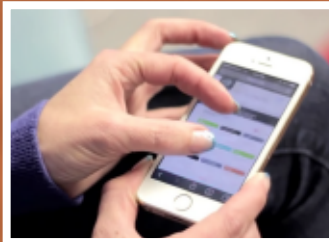
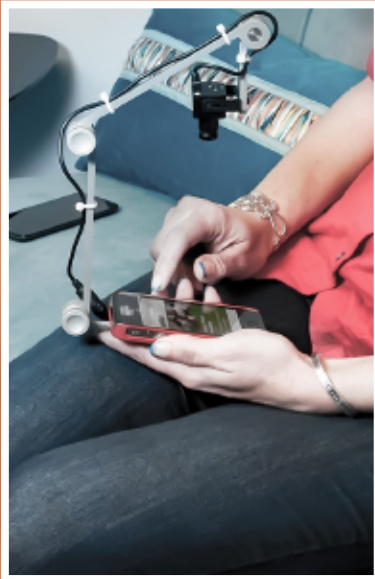
Gain these benefits from Experience Dynamics Accessibility Testing service

Mobile UX Design requires a careful understanding of how users interact with your design in their social, physical and emotional contexts. Fitting your design to mobile-friendly tasks and operating system style guides is critical to getting mobile usability right.

Client Testimonial

"We are very happy with the results of Experience Dynamics work. They are very useful and have had a tremendous impact on our re-design. It is the best money we've spent so far".

- David Andrews, 3DL Consulting



ABOUT

Experience Dynamics takes your User Experience (UX) to a new level with our results oriented **User Centered Design** methodology.

The end result is actionable design recommendations that merge your business objectives with higher conversion rates (2% - 88% average increase), better user engagement and user onboarding, improved customer satisfaction and conversion, and long-term value realized for your enterprise.

IMPROVE YOUR USER EXPERIENCE NOW

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800.978.9183