MOBILE APP DEVELOPMENT

Mobilise your enterprise ...thanks to our experience and modern technology
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Mobility continues to change the way we do business. Its importance in enterprises has vastly increased and employees are getting used to the fact that it takes only few taps to accomplish anything.

That’s why, at Future Processing we have mobile experts who can design and create mobile applications from the architecture, through functionality, to user interface.

Our focus is for the applications to be user-friendly, fast, error-free and not take up a lot of resources.

We have experience in mobile app development in all of the most popular operating systems:

- iOS
- Android
- Windows
At this stage it doesn’t matter whether the customer already has an application or not. Future Processing provides help on each and every stage of the development to maximize the business potential.

If the only thing you have is an idea, we can help you turn your vision into reality and design your application from the scratch.

HOW DO WE DO THAT? READ ON AND FIND OUT!

We understand that designing mobile apps cannot happen in vacuum, therefore depending on customer’s needs, we always conduct a thorough analysis.

PUT CLIENT’S NEEDS FIRST
1. AT THE VERY BEGINNING WE CONDUCT AN ANALYSIS AND DRAFT A STRATEGY

Everything starts with an idea – the same is with mobile applications. However, even the best idea doesn’t guarantee success.

That’s why, before we create an application, we always suggest conducting detailed analysis of competitive programs - their strengths and weaknesses. It is also important to answer the question where the application will be used, in which context, and by whom.

We can organise workshops during which, together with the Client, we’ll try to determine what do they really need from the application. This will help us in the designing process, since we’ll be able to make the most important functionalities easily available.

Having done all of the above, we have a solid basis for an attractive application, which can be superior on the market. We never skip these steps and we’ll always encourage you to be involved in the whole process, from the analysis, through the design, up to the development.

It doesn’t matter whether you already have an application or specification or all you have is just an idea. At Future Processing we have all the necessary competences to help you develop or update your application at any stage.
2. THE GOAL IS TO CREATE A SEAMLESS, SIMPLE, AND USEFUL INTERACTION BETWEEN A USER AND A PRODUCT

The primary aim of design is to solve problems that users may encounter – that is why it is called User Experience design.

Most of these problems are resolved at the stage of functional design, which defines the interactions between different views of the application and the content of these screens.

Corresponding information architecture, layout, grouping of elements, interactions, error messages, hints – this is what makes the user able to use the application intuitively and without a second thought.

3. THE PURPOSE OF GRAPHIC DESIGN IS TO HELP SOLVE A VISUAL OR A PHYSICAL PROBLEM

It is believed that good design never draws more attention to itself than enforcing user goals. That is why, when designing the application's interface, we always remember to make it aesthetically and visually attractive. We focus on clarity and readability, at the same time reducing unnecessary bells and whistles.
CONTEXT OF USE

Have you ever wondered where will your application be used?

Will it be the office computer? The couch in front of the TV? The queue in the supermarket? During the walks or riding a bike? In a car? In daylight or artificial light? Can it be used by one hand? These are all very important questions the designer needs to ask.

Writing potential scenarios of use is very important, as it influences the designing process, e.g. the app can be used in different lightings, therefore it has to be properly adjusted, to make it as usable as possible.
MOBILE DESIGN

Designing mobile applications is associated with reading dozens of pages of guidelines and best practices.

A dose of information helps to avoid problems in the future and makes the applications as effective as possible.

However this is not as easy as it sounds, since these guidelines vary depending on the system in which the product is designed (iOS, Android, Windows).

The philosophy associated with modern design of mobile applications may be described in two words: User Experience.

It is therefore the most important thing to develop high-quality apps, which are a pleasure to use.
How to achieve that? Well, since there are many aspects of usability, we decided to focus only on these most important ones, indispensable in the design process. Hopefully, in time, usability will be the top priority for app designers. However, today it can give you competitive advantage and distinguish you on the market.

First of all, before you even start to design the app, you should familiarise yourself with the guidelines for the operating system the application is supposed to run on.

Applications for different mobile systems vary in design standard and approach. Not without a reason it is said that man is a creature of habit.

Companies introduce standards because habits and learned behavior of a given application facilitate its use on other devices, with the same operating system.

As a result, the user, who learned certain patterns of behavior of one application (designed following the Guidelines), such as closing, saving or sharing, will be able to move these patterns for each and every new application, thereby facilitating the learning.

Potentially, it can also prevent a situation in which users, annoyed by incomprehensible behavior of the app, resign from using it.
Both these standards have simple interface and are graphically minimalistic. They don’t have excessive shadows, textures, gradients, shiny buttons, mirror effects or 3D imitations. Instead, they are characterised by flat graphic elements.

If you are given a chance to compare the same application on iOS and Android, take a look at the navigation bar – does Android have ‘back’ button? Well, it doesn’t since this very system is equipped with the hardware back button, therefore it doesn’t have to be duplicated inside the app.

Another difference can be spotted in the application’s menu. Android uses the so-called ‘drawer’ in its mobile system, which is basically the slider menu or ‘tabs’ – a menu pinned to the upper bar.

In case of Apple, ‘tab’ is the main navigation menu. It no longer uses the side one.

iOS, on the other hand, gives us a chance to use the blur effect. Also, we should use gallery mechanisms provided by the platforms in their documentations.

Application’s clarity depends on many aspects, such as the right placement of photos.

Speaking of photos, there shouldn’t be a lot of text accompanying them because they will quickly become illegible. Remember, one picture says more than thousand words.
Depending on the system, internal icons also differ. Android uses filled icons. iOS, on the other hand, uses ‘fill and line’ icons. The ‘line’ icon is used before the tap and the ‘fill’ icon is used after that.

**FLOATING ACTION BUTTON**

Floating action button is yet another typical Material Design component used in Android. It is usually situated in the bottom right corner. It remains pinned, even when the screen is being scrolled by the user.

**ICONS**

Depending on the system, internal icons also differ. Android uses filled icons. iOS, on the other hand, uses ‘fill and line’ icons. The ‘line’ icon is used before the tap and the ‘fill’ icon is used after that.
While designing the application, we also have to remember to use proper font, of proper size.

In Europe, it is Roboto for Android, San Francisco for iOS (after it stopped using Helvetica) and Segoe UI for Windows.

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Roboto - Android (Material Design)

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General recommendation is to make the buttons large enough, sufficiently separated from the other interface elements, as well as properly positioned on the screen.

Producers of operating systems suggest how to do it and our experts design applications according to these recommendations.

Each platform has its own grid, which should be followed. It is a guideline to place the elements in a way which will make them easy to use.

FINGER-FRIENDLY DESIGN

Our fingers aren’t precise. Have you ever clicked obnoxious ads by mistake, trying to reach the ‘action’ button? All because these were too close together.
While designing interactions ok gestures. It may bring major benefits and make it easier to navigate the app. Gestures may well replace many action button (e.g. back/next/delete).

It is necessary to know the gesture language, since choosing the right one to the specific action is an imperative. We must be aware which actions are intuitive for the user and know the difference between them in all types of operating systems.

In the process of developing your first mobile app it is hard not to pack it with as many options as possible. However, it is best if one application focuses on realisation of one main need. This rule has direct impact on the ergonomics and identification of user’s goals.

Focus only on the most vital elements in the designing process. Information architecture must be as simple and as logical as possible, because too much functionalities can simply be confusing for the user.

DON’T FORGET ABOUT THE GESTURES!

Here starts the transitions from GUI (graphical user interface) to NUI (natural user interface).
EXAMPLES OF PROJECTS

Now that you know all the necessary guidelines, let us show you some recent examples of the applications we developed.
Since mobility became such an important part of people’s daily work, we’ve embraced it too and developed Pocket Office.

We created an internal application, addressed to Future Processing’s employees, that helps our employees operate more flexibly, execute tasks quickly, and reduce running costs.

All thanks to, among others:

- displaying their appointments from the Exchange calendar up to 7 days ahead,
- finding and booking the nearest available conference room based on their approximate location,
- reporting issues on the go, e.g. when they encounter a problem with the equipment,
- having an electronic business card that contains a minimum set of billing details about the company.
Since we are an IT company we like to be surrounded by many techy-techy devices. In this hectic times every second counts, that is why we have tablets installed next to conference rooms in our new building – Future 4.

Not only do they show when the room is empty, but also who’s occupying it. This guarantees all-day, on-the-go access to room’s availability and possibility of booking them with just one tap of the card.
Future Processing organises many annual events and conferences. To make attendees’ lives easier we enabled them to always stay on top of things, this is why we decided that each event will have its own dedicated app, available in app store.

The apps allow you to, among others:

- check the agenda
- add lectures or events to favorites
- find out more about the speakers
- engage in social activities e.g. simple games
- check the map of the place

...at any time before, during, or after the conference.
Thanks to our knowledge and experience, we can provide you with mobile applications that are customer-friendly and allow for quick and easy data processing, not to mention exceptional design, which will distinguish you on the market.

APPLICATIONS FOR CUSTOMERS

Apart from developing applications for our internal use, we design and develop them for our Clients.
Are you considering the design and development of mobile applications?

Feel free to contact us and let’s talk about how we can work together!

I’m interested