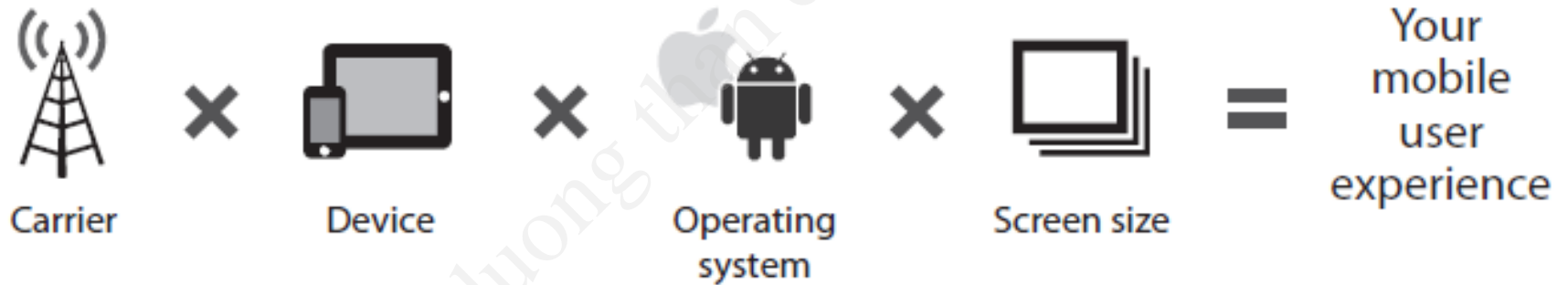


# MOBILE UX

# MOBILE STORM



# THE PROBLEM





# MOBILE USE IS NOT DESKTOP USE



# YOU CANNOT FIT EVERYTHING ON ONE SCREEN



# CUSTOMERS DETERMINE YOUR UX



# RETHINK HYPERLINKING





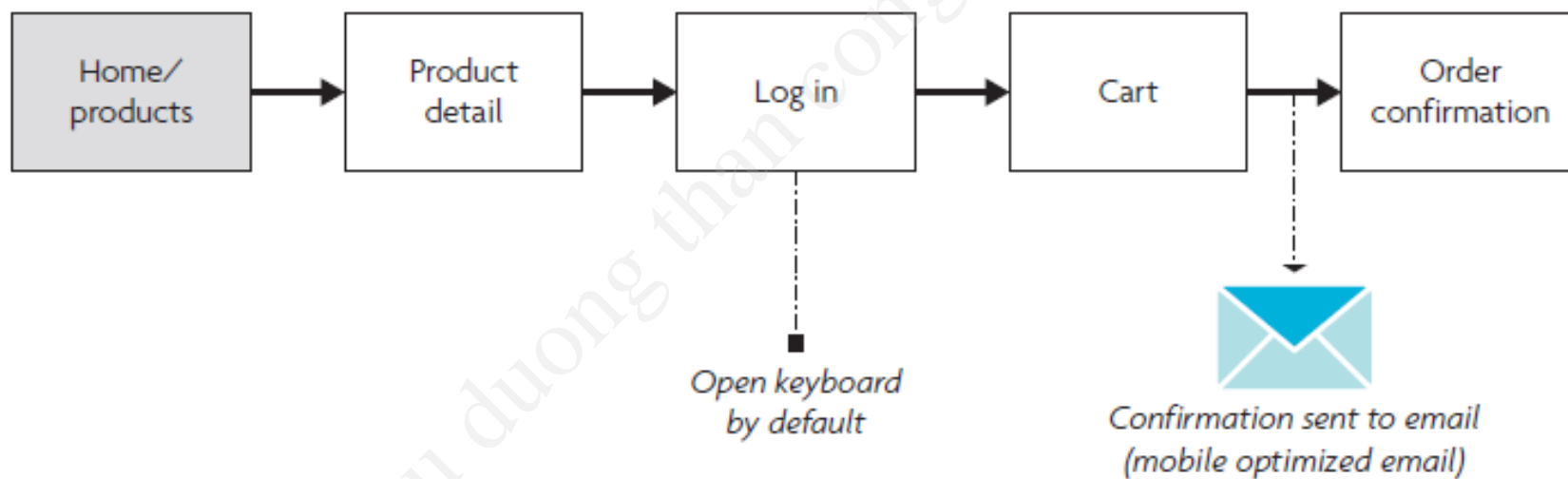
# THE DATA

RESTful  
VERSION

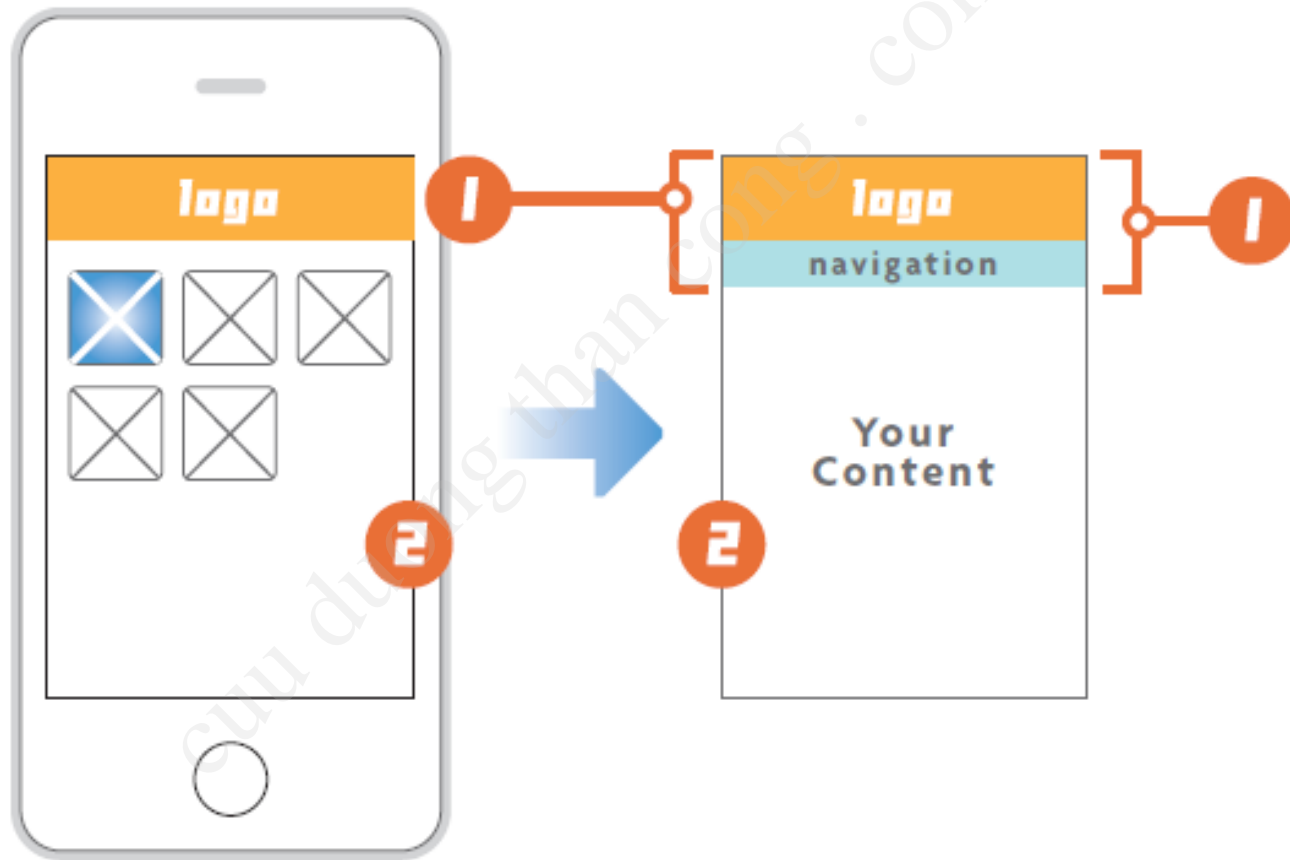
# SAY GOODBYE TO THE MOUSE



# PLANNING YOUR MOBILE EXPERIENCE



# P1: THE LAUNCHER

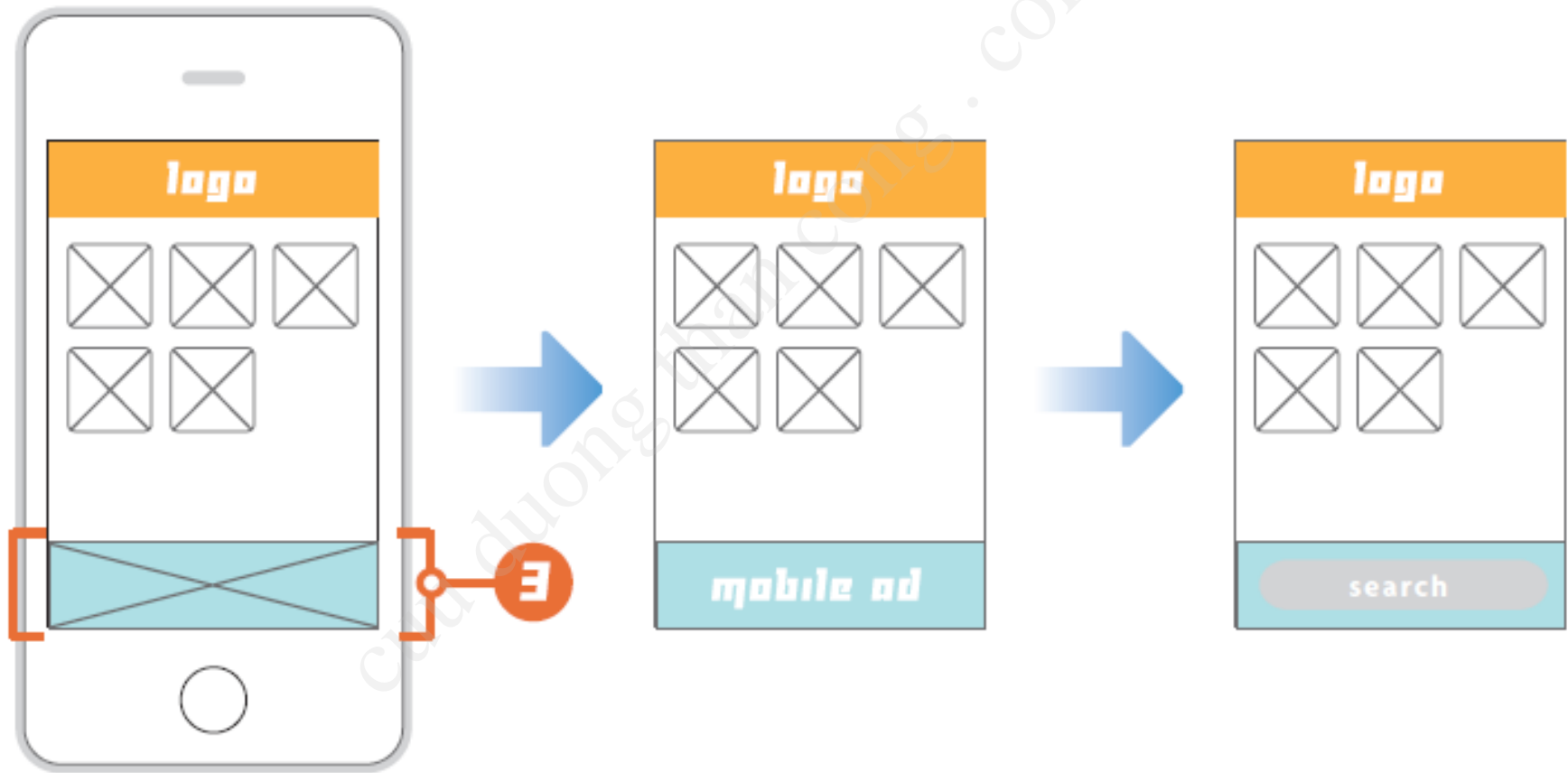


# P1: THE LAUNCHER

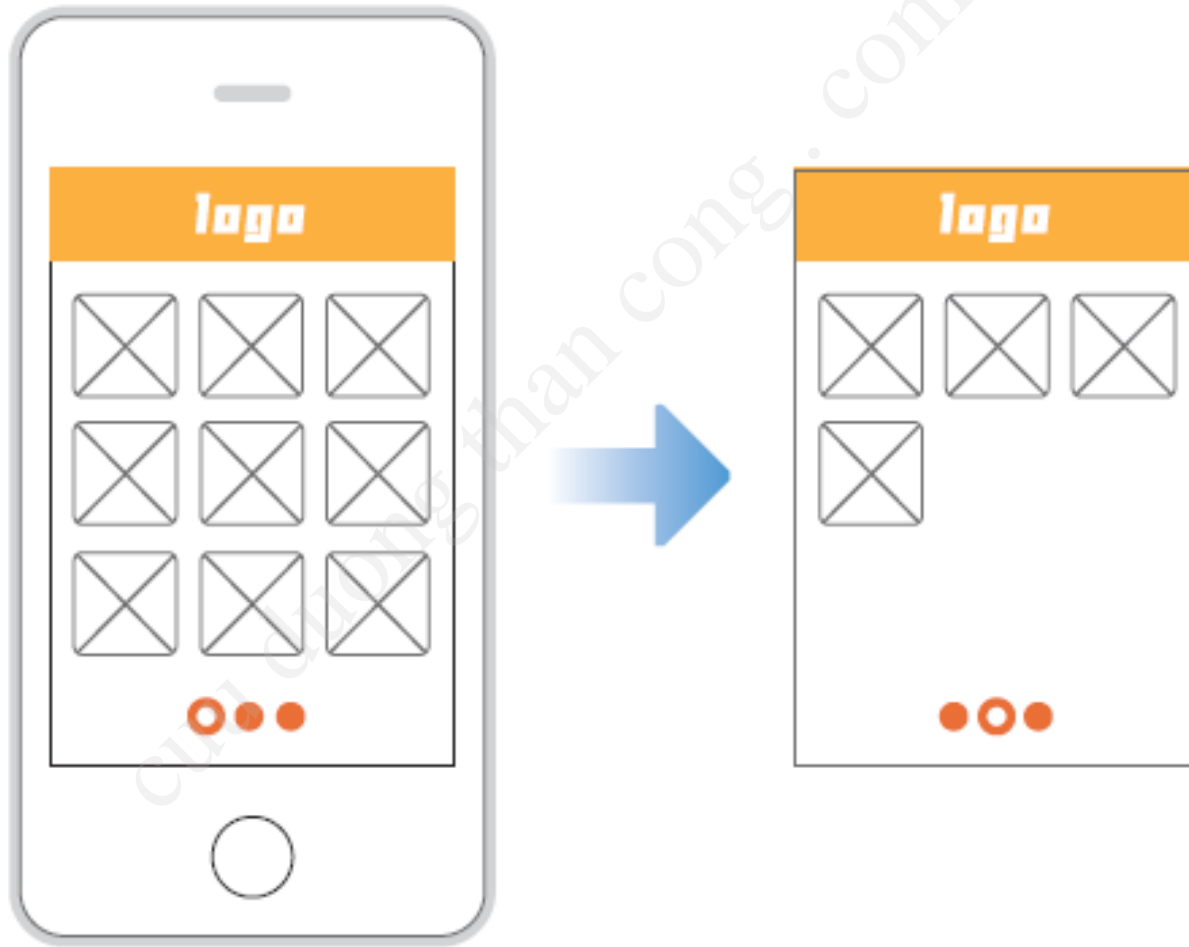
- The header
- The work area

cuu duong than cong . com

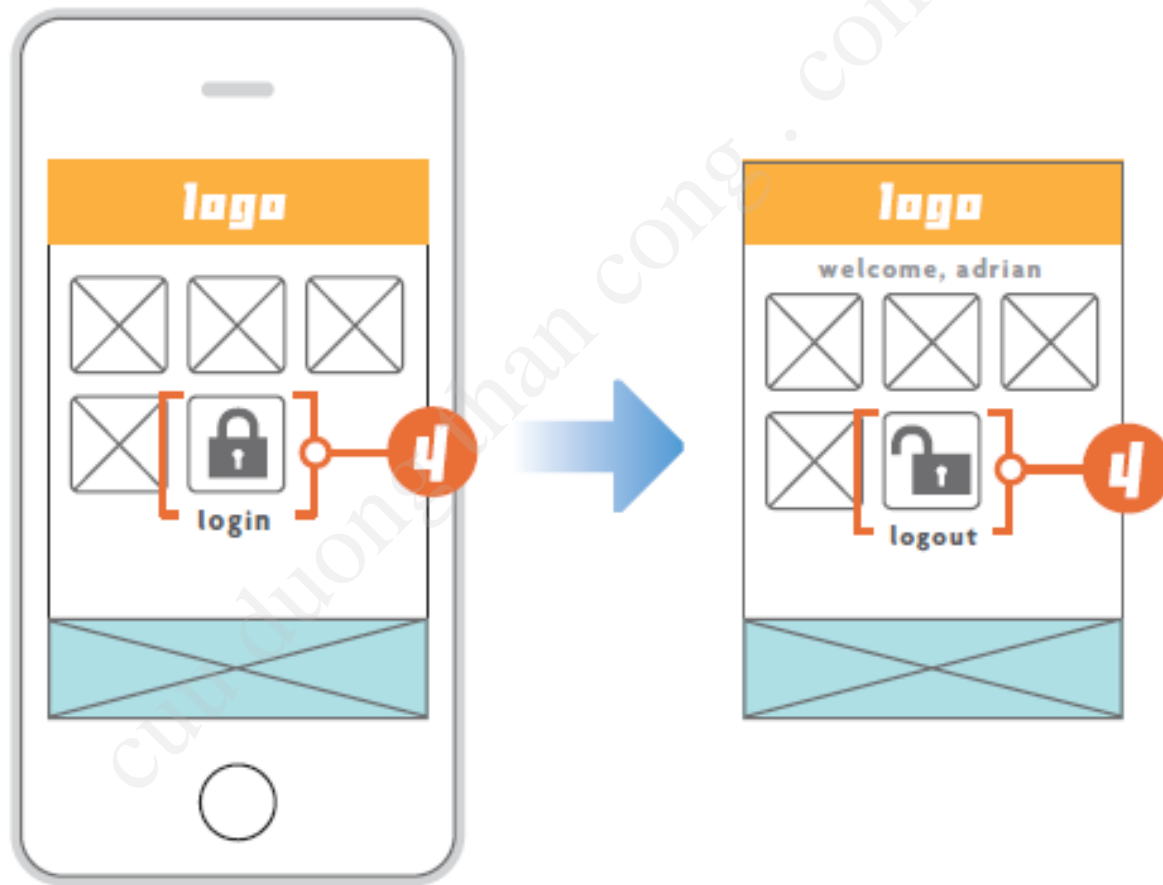
# P1: THE LAUNCHER



# P1: THE LAUNCHER

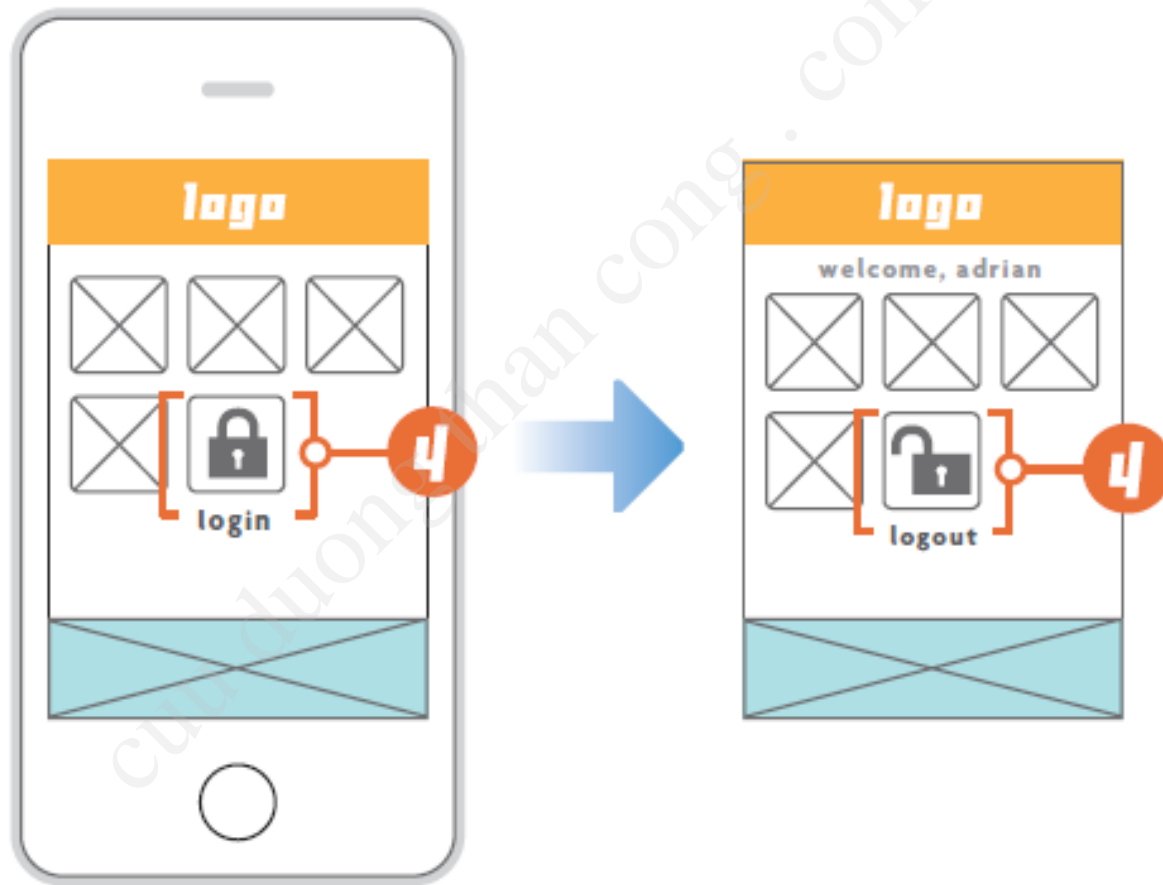


# P1: THE LAUNCHER





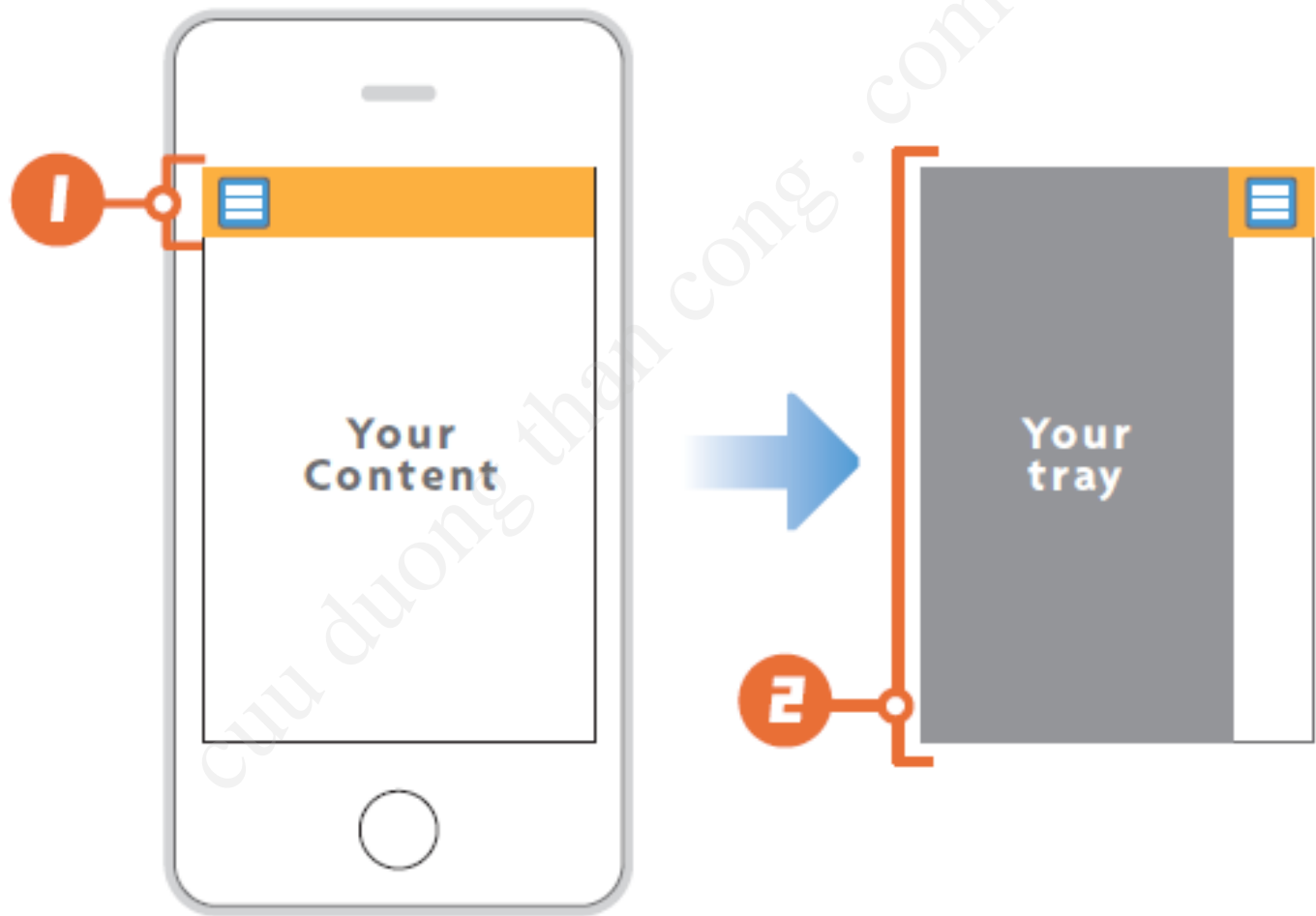
# P1: THE LAUNCHER



# P1: THE LAUNCHER

- Give the user the ability to change the color scheme of the experience.
- Give the user the ability to hide or show icons on the launcher.
- Give the user the ability to change the background by launching the camera or cameral roll.
- ...

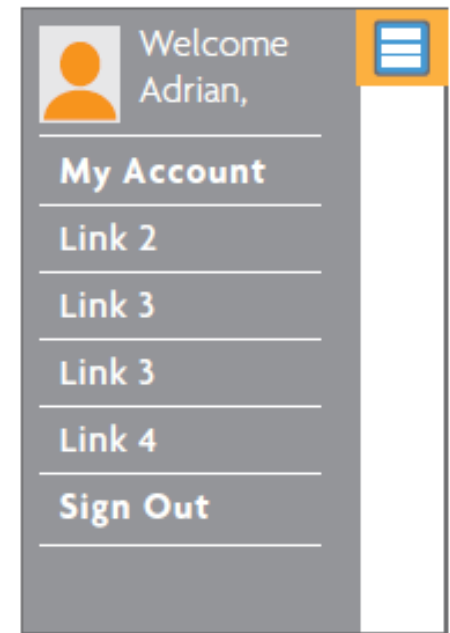
# P2: THE TRAY



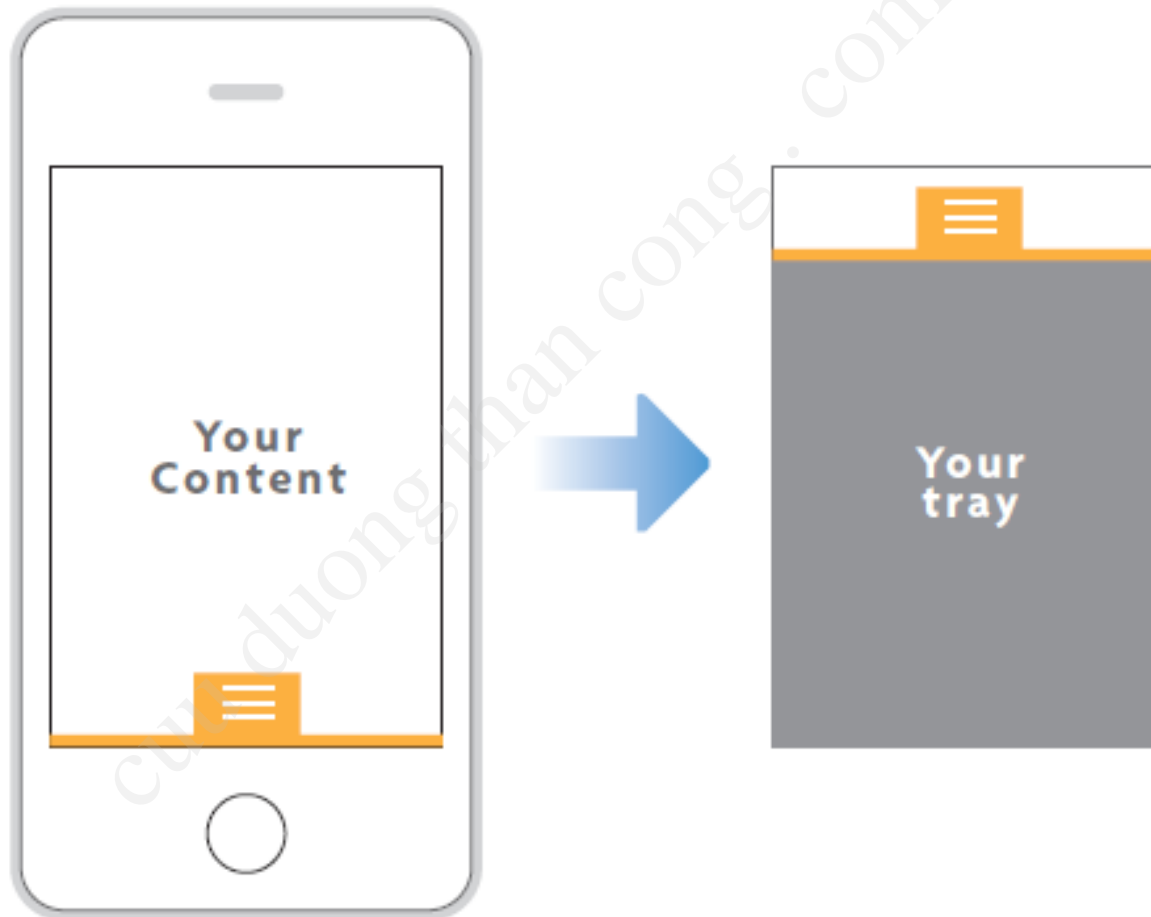
# P2: THE TRAY



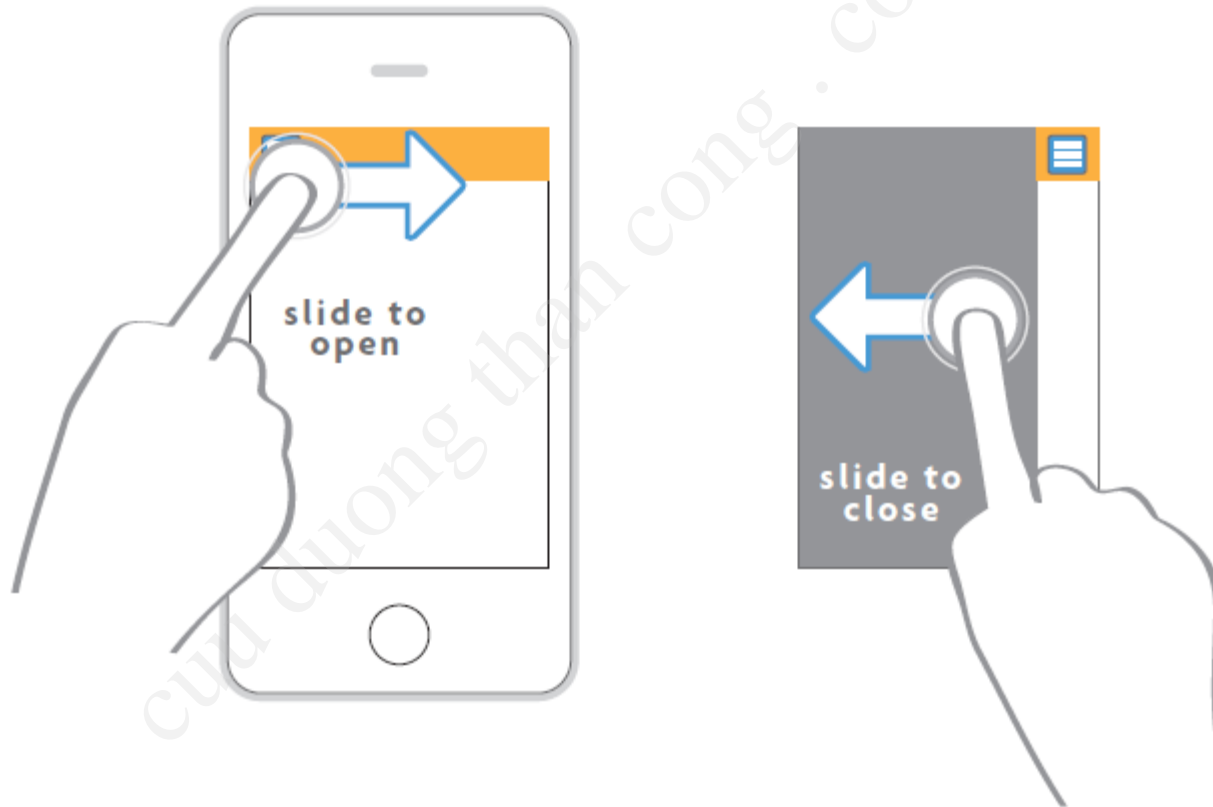
# P2: THE TRAY



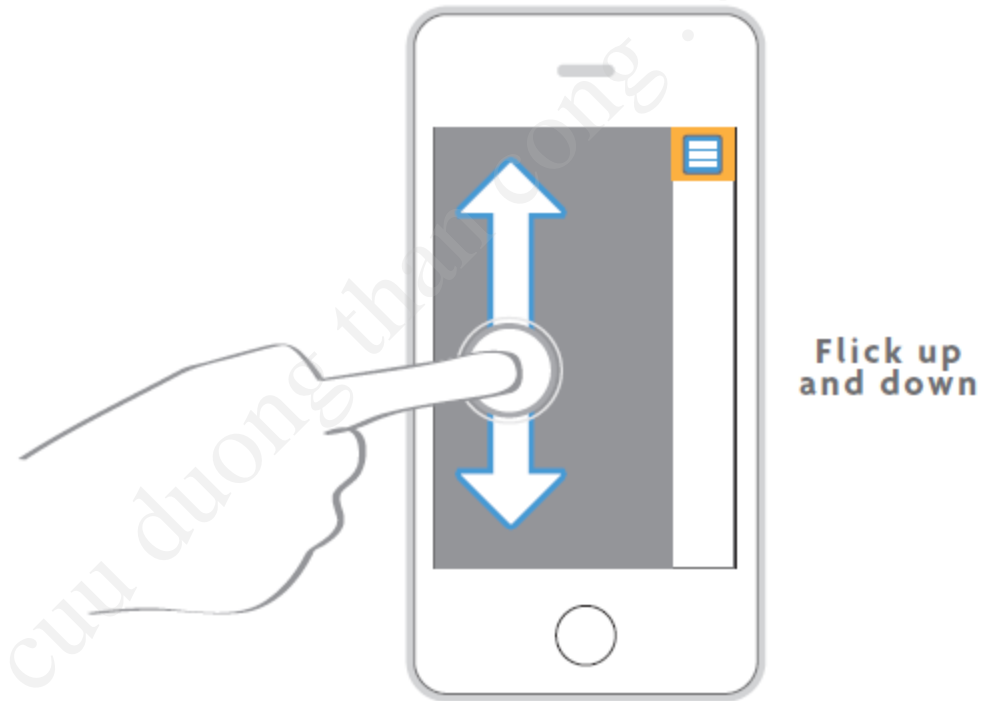
# P2: THE TRAY



# P2: THE TRAY

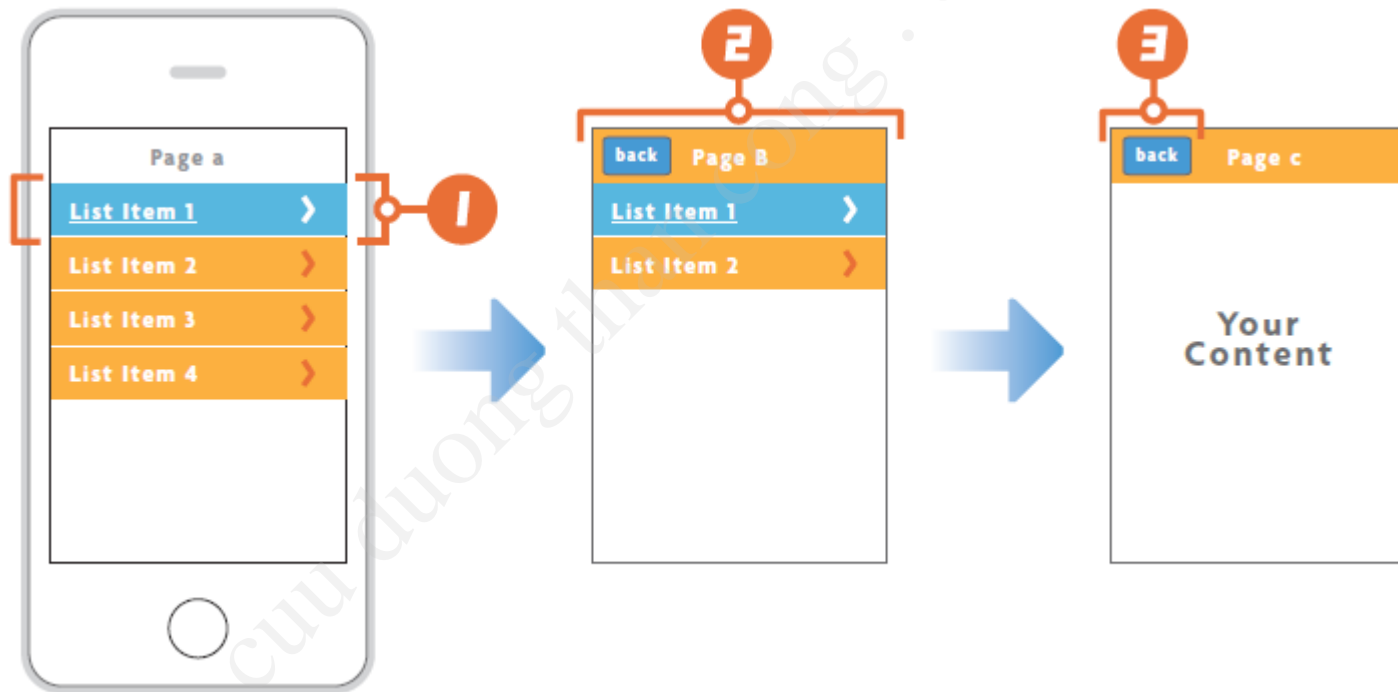


# P2: THE TRAY





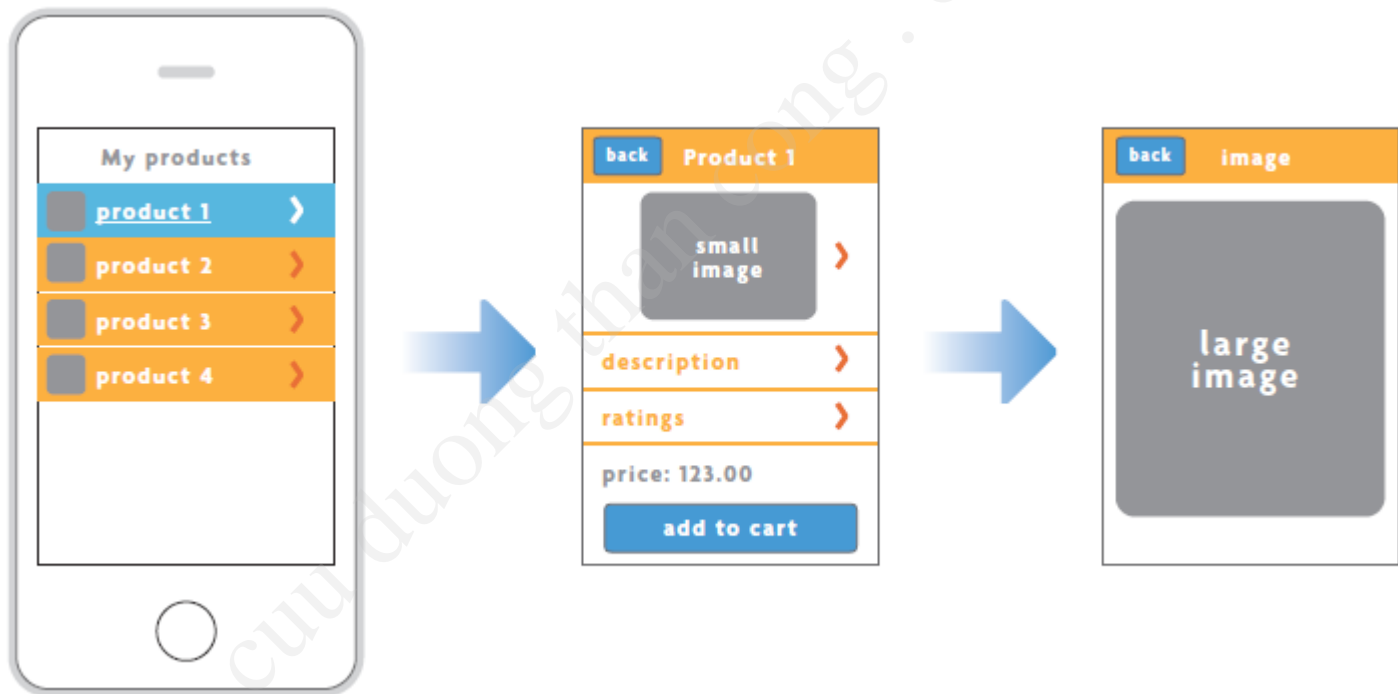
# P3: THE LIST



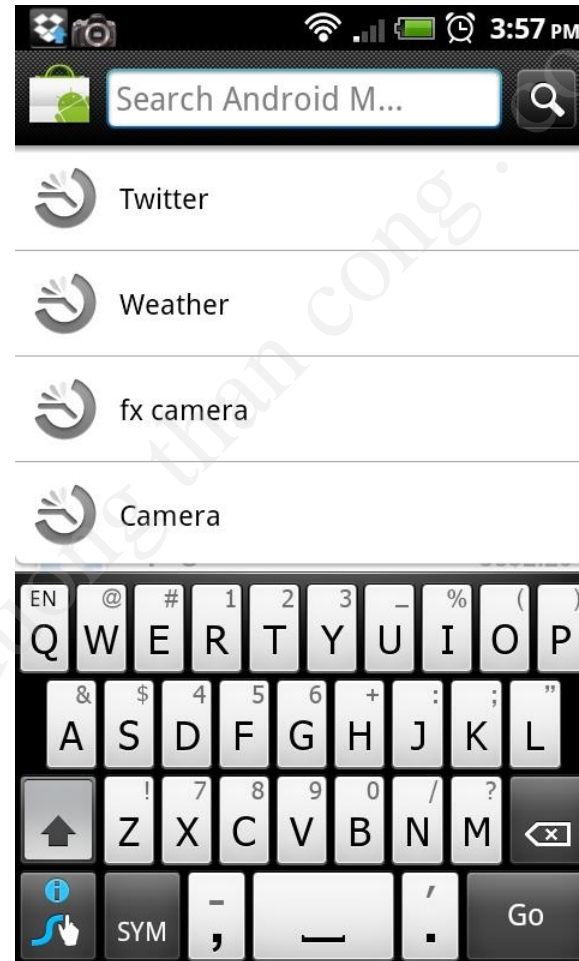
# P3: THE LIST

- The List Item
- The Navigation Bar
- The Navigation Buttons

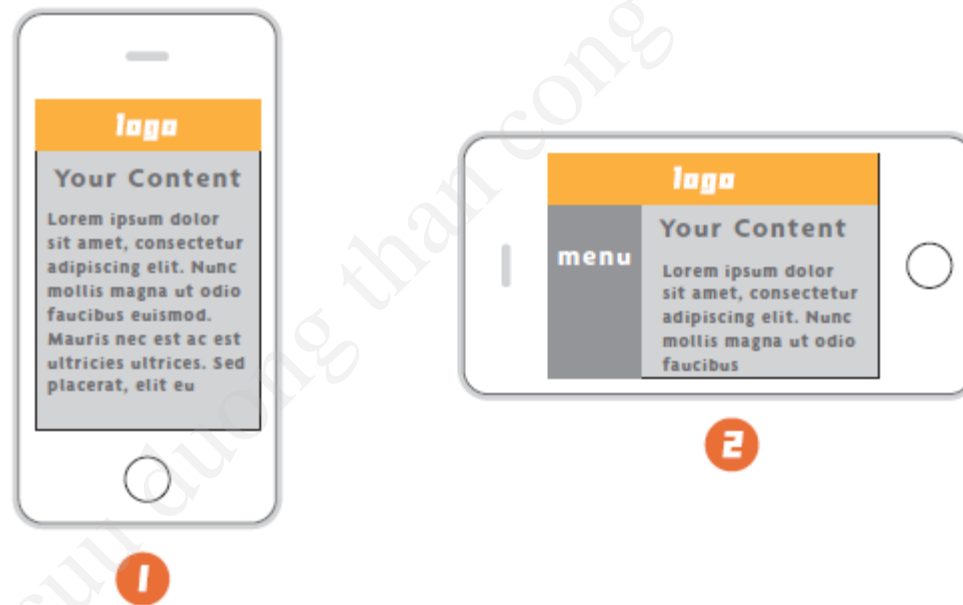
# P3: THE LIST



# P3: THE LIST

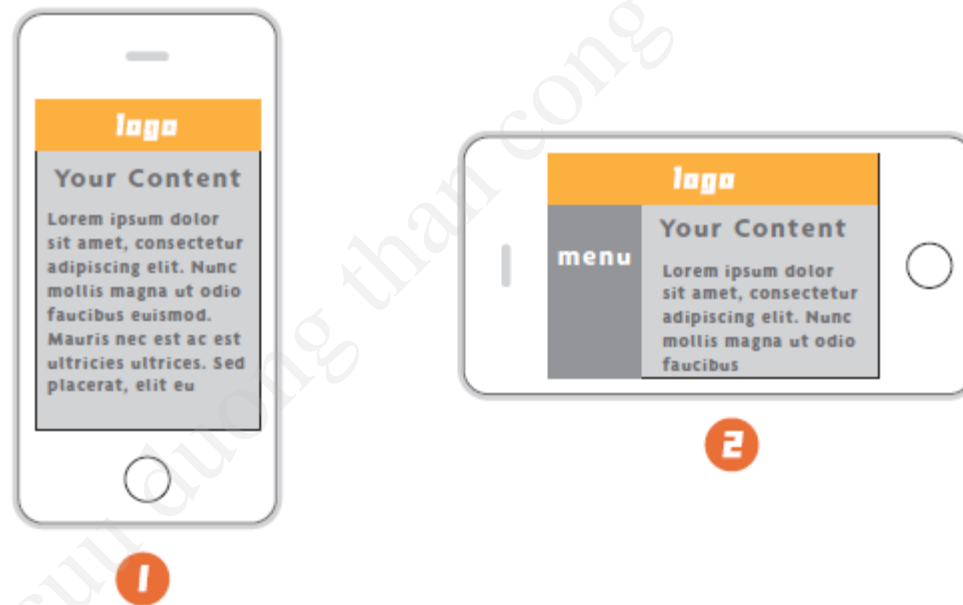


# P4: THE ROTATE

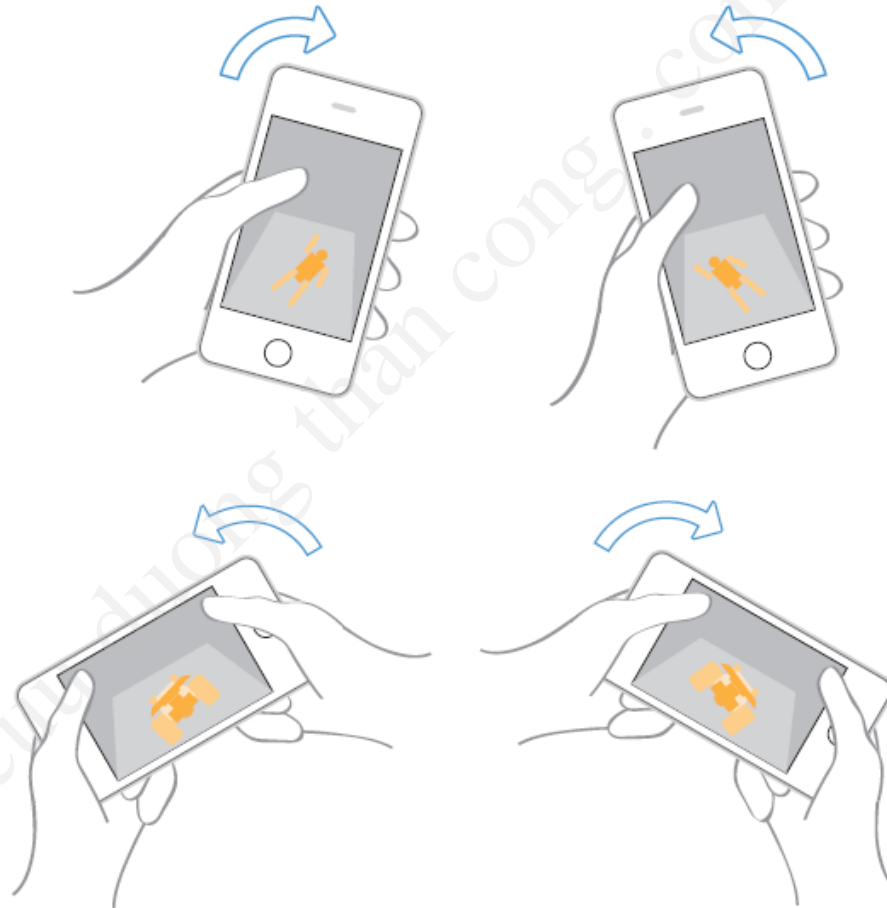


- The rotation
- The horizontal or vertical screen

# P4: THE ROTATE

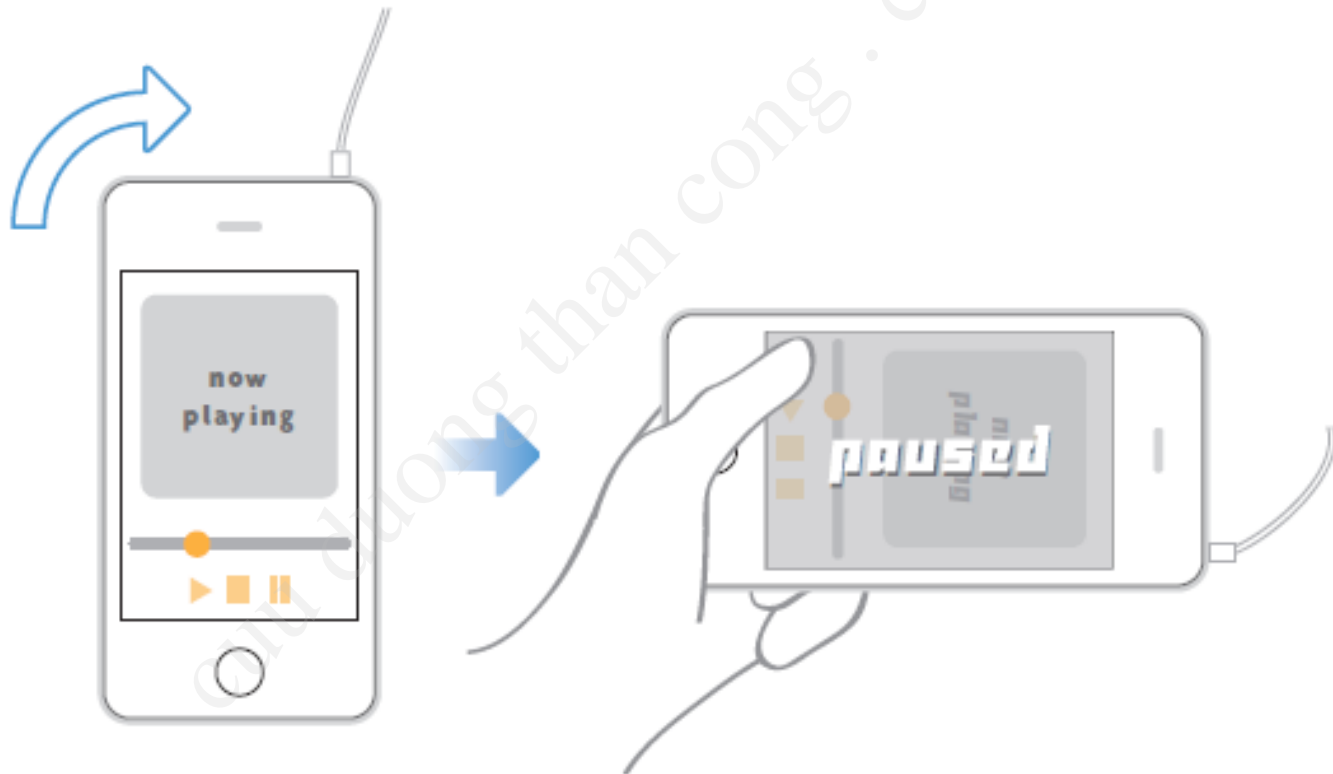


# P4: THE ROTATE

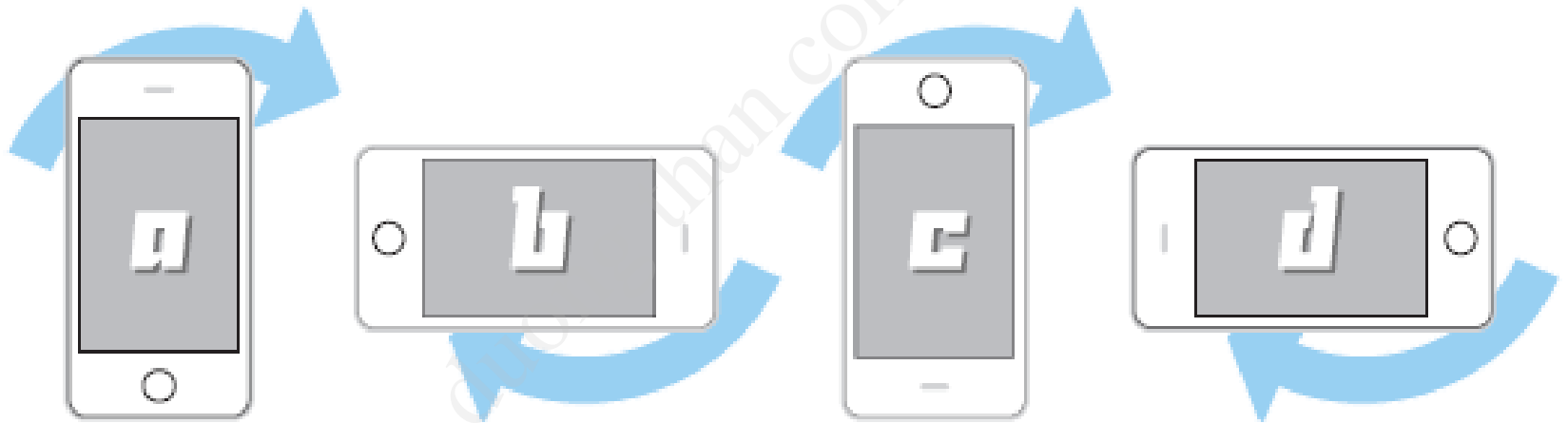




# P4: THE ROTATE



# P4: THE ROTATE



# P5: THE LOG IN



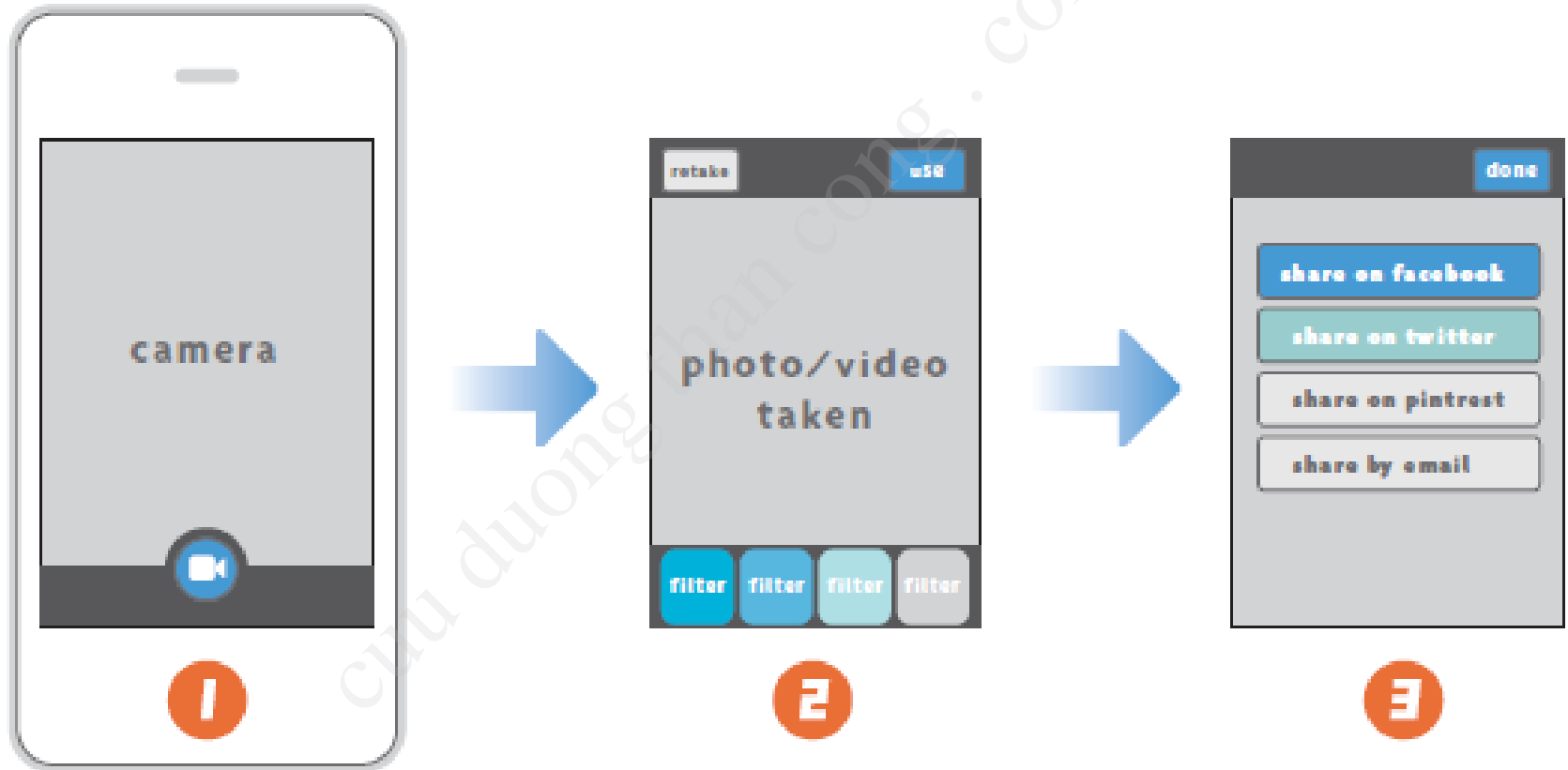
# P5: THE LOG IN



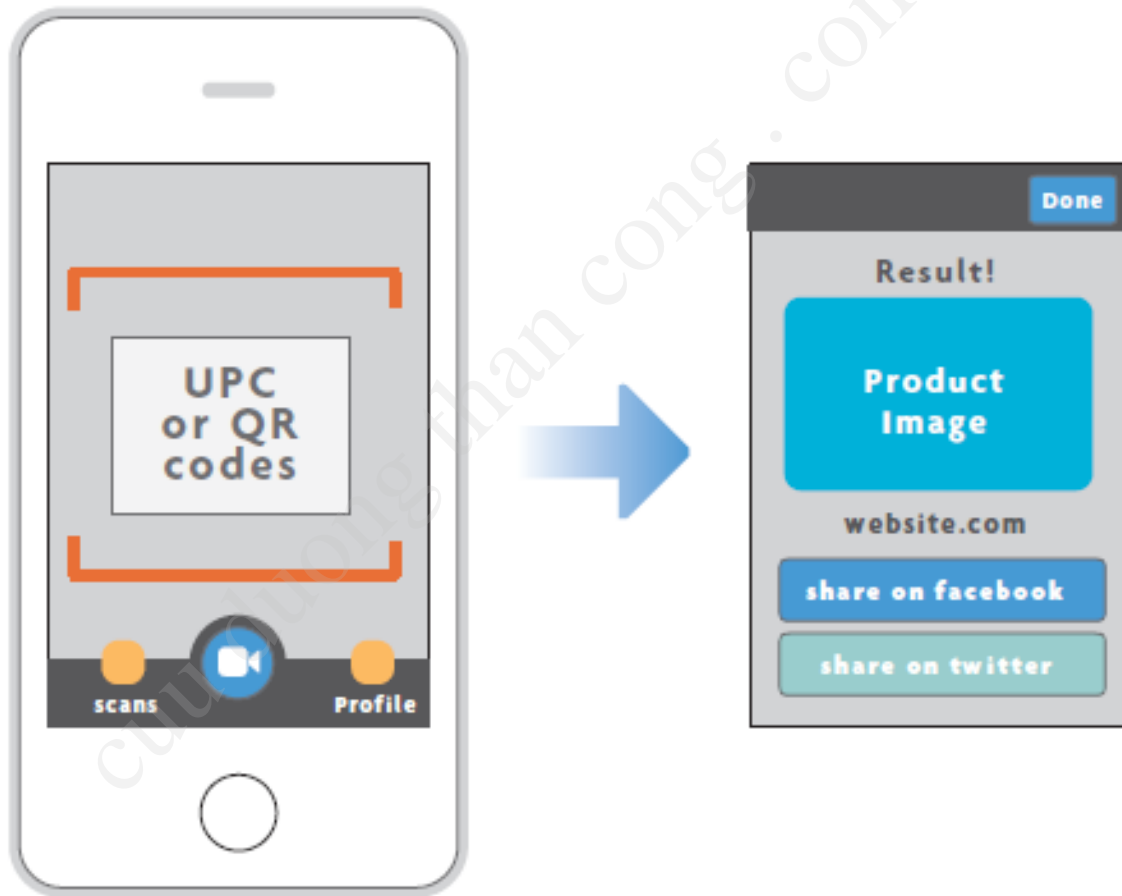
# P5: THE LOG IN



# P6: THE CAMERA



# P6: THE CAMERA



# P7: THE MAP AND LOCATION

