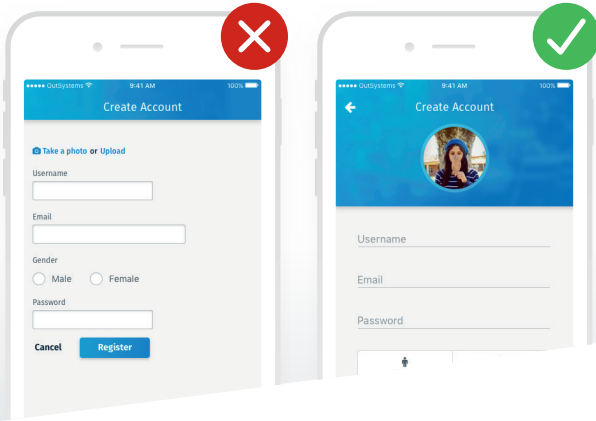


10 Rules for Creating a Mobile Look and Feel

In a world crowded with great mobile apps, expectations are higher than ever. How can you create apps that meet those lofty expectations? Here are 5 rules for getting “the Look” and 5 rules to achieve “the Feel”.

Get the Mobile Look

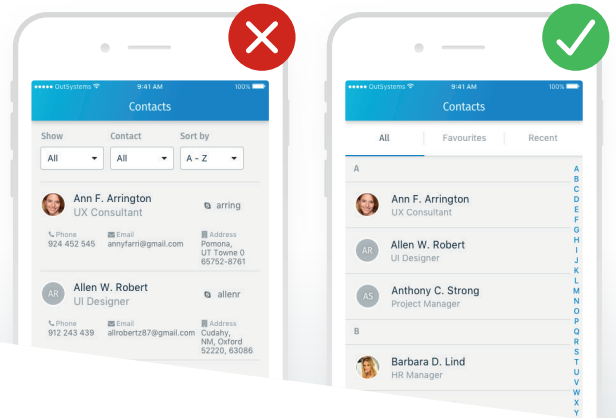


Fill the Screen

Use full-width elements and balance them vertically. Add some eye candy with rich backgrounds, making good use of screen real estate.

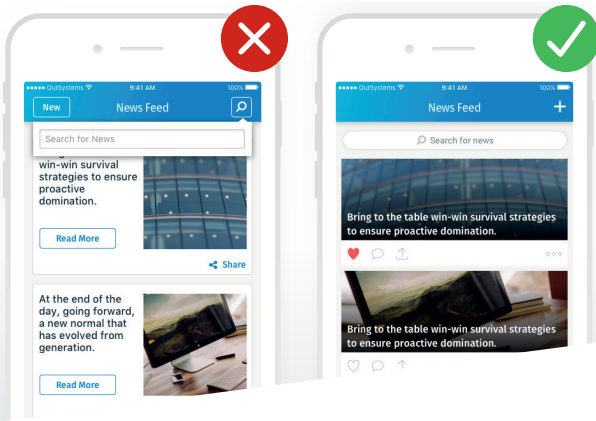
Strip to Essentials

Give users what they need or use the most. Great mobile experiences are grounded in simplicity. You don't need to show more; you need to show enough.



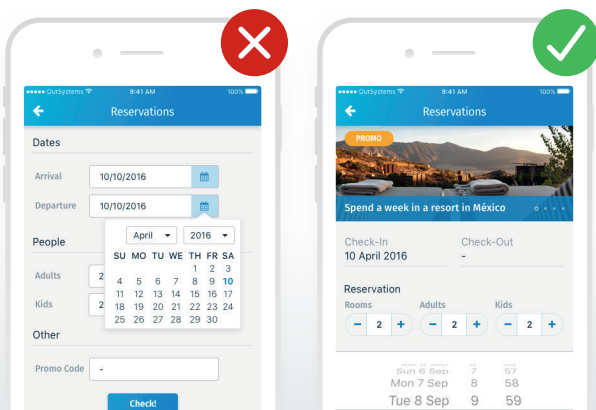
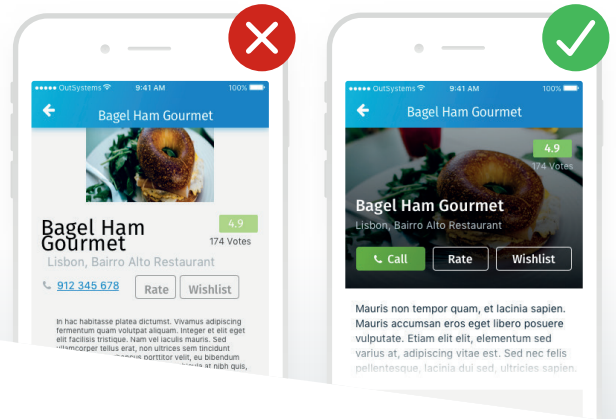
Respect Conventions

Users expect certain elements like back, search, menu and top right actions to be in their usual places. Take a good look around and find what's common. If it ain't broke, don't fix it.



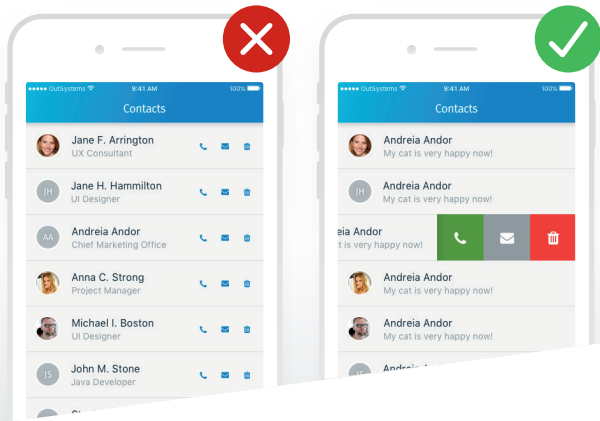
Be Pixel Perfect

Make sure your alignment and spacing are perfect. Use high quality, retina-like images that scale well on all screens. Don't mix several different fonts, sizes and colors.



Step Away from the Web

Some web features can also exist on mobile — but probably shouldn't. It might be tempting to just grab one of the millions of available plugins, but many weren't optimized for a mobile experience.

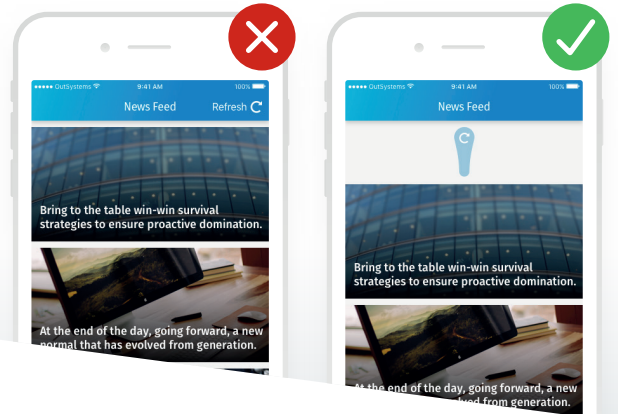


Think Touch

Get larger buttons and hit targets, make cards fully touchable and provide instant reactions. Remember: there is no hover effect on mobile. Mouse != finger.

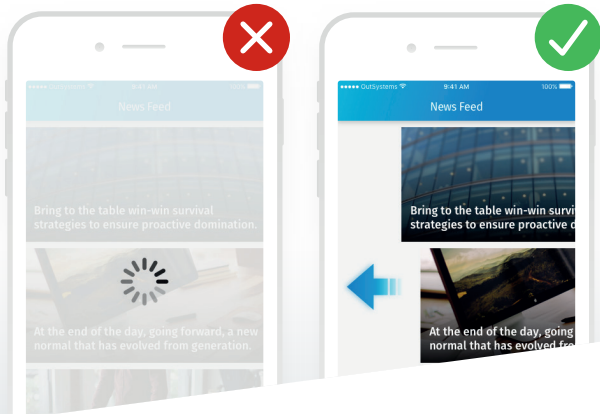
Slide, Pull and Stretch

Use screen interactions to their fullest. Pull to refresh, and hide the header on scroll. Make scrolling easy, in any direction. Zoom, stretch, pinch. Gestures are expected on touch interfaces.



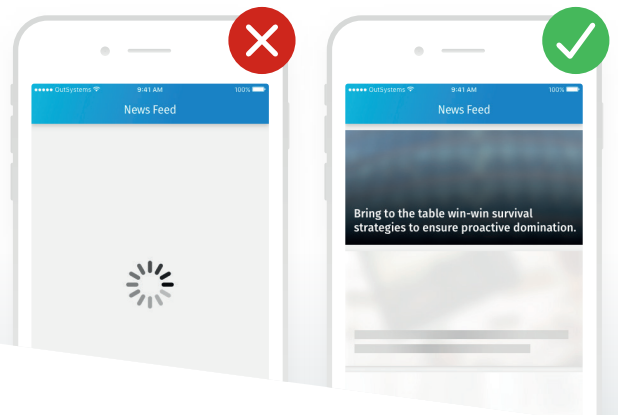
Fine-tune Transitions

Ease screens into visibility as if they were already there. Use graceful right-to-left sliding to open detail screens. Slide from bottom to top, to open creation screens. Reverse transitions when going back.



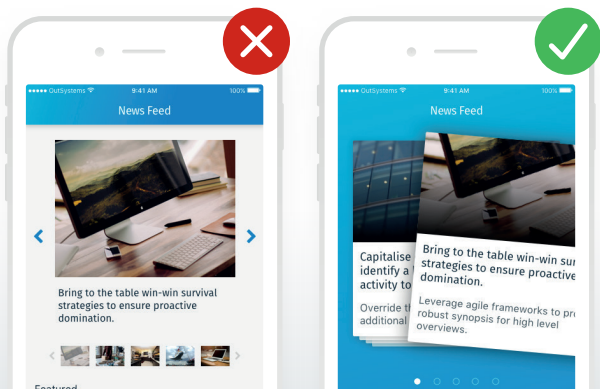
Graceful Loading

Don't start from a blank screen. Don't wait until all data is available to show something on screen. Speed, transitions and performance are everything. Load progressively instead of bulk loading all data.



Add Movement

Elements do not just appear out of nowhere in the real world, unless it's magic. Use animations to ease content in and collect data. You may not use magic, but you can create an illusion.



You can read all about this in further detail in this article. (Scan the QR code!)

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