

Designing for Distraction

MOBILE-AND-ENGAGEMENT-FIRST DESIGN



Overview

- ▶ Design for the Distracted
 - ▶ Mobile First Design
- ▶ Design for engagement
 - ▶ Engagement First Design

Distractions

WHAT THEY ARE
WHAT USERS WANT

Average person

- ▶ looks at phone 150 times a day
- ▶ Mostly brief
- ▶ Split attention



Distracted Usage

- ▶ Driving
- ▶ Walking
- ▶ Work
- ▶ In social situations
 - ▶ Café, bar, Dinner, Etc.

Mobile Usage (2010)

- ▶ 84% use at home
- ▶ 80% misc. times
- ▶ 74% in Line or waiting
- ▶ 69% while shopping
- ▶ 64% at work
- ▶ 62% during TV
- ▶ 47% during Commute



Behaviours

- ▶ *John Clark's (Google's) Behaviours*
 1. Micro-tasking (repetitive now)
 2. I'm Local (urgent now)
 3. I'm Bored (bored now)



Interaction Types

- ▶ Look up/Find
- ▶ Explore/Play
- ▶ Check in/Status
- ▶ Edit/Create



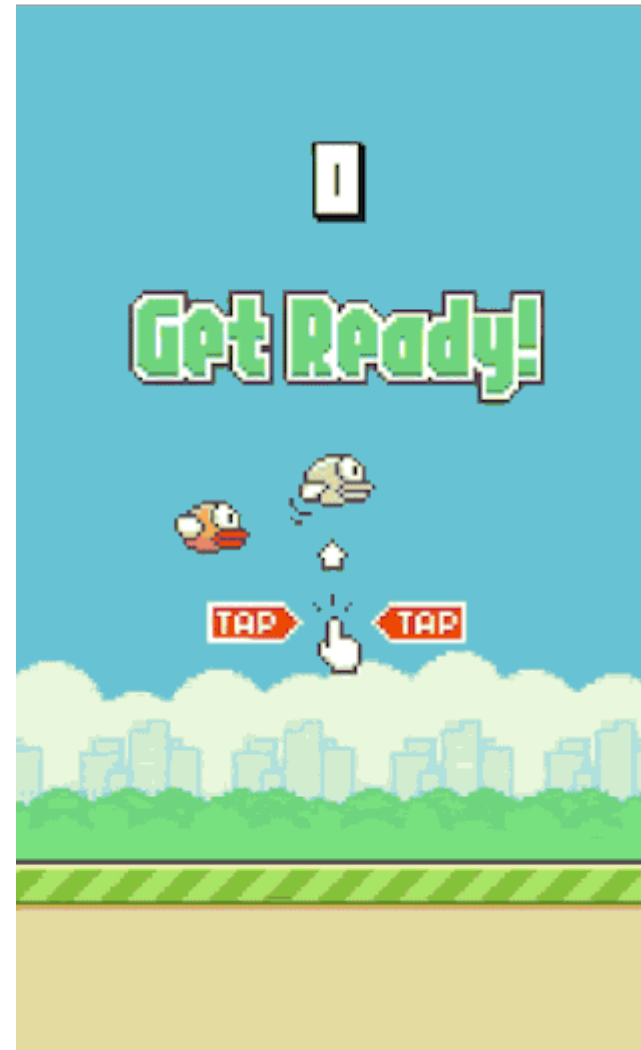
For the
Distracted



PREMISES
MOBILE FIRST
EMAIL

Flappy Bird

What makes this great?



Premises

- ▶ For what people want to do
- ▶ Maintain Clarity and Focus



“

one eyeball and
one thumb.

”

LUKE WROBLEWSKI

In “Mobile First” from A Book Apart.



“

And arms' length

”

MAILCHIMP

Mobile First

- ▶ Think what mobile is uniquely good at
- ▶ Content over Navigation
- ▶ Device/Browser



Content over Nav

- ▶ Users Enter at Middle of Site
- ▶ Get them to what they want
- ▶ Consider link at top to menu at bottom

Device/browser

- ▶ Don't duplicate functionality
- ▶ If you need a sticky or fixed menu, put at top
 - ▶ Bottom usually is device buttons



Email Considerations

A La MailChimp

Keep it Responsive

- ▶ Change layout
 - ▶ use media queries
 - ▶ even with tables
- ▶ hide/show elements based on platform

Sizing

- ▶ min font size of 16
 - ▶ Apple: 17-22px,
 - ▶ Google: 18-22px
- ▶ target min of 46
 - ▶ Apple 44
 - ▶ Google 48

Spacing

- ▶ avoid CLUSTERING links
- ▶ important calls to action
 - ▶ Make them FULL width
 - ▶ mitigate L/R thumb issues

For
Engagement

READERS, LAYOUT,
ELEMENTS, ADS
AND IMAGES



Readers First

- ▶ Bring clarity
- ▶ Get rid of screen distractions
- ▶ Let People read

Layout

- ▶ Format
 - ▶ No need to imitate paper
 - ▶ Scrolling is good
 - ▶ People prefer it
- ▶ <http://www.nngroup.com/articles/scrolling-and-attention/>
 - ▶ <http://googlewebmastercentral.blogspot.ch/2011/09/view-all-in-search-results.html>

“

People don't go to a web site to click buttons, they want to find information.

”

ADRIAN ZUMBRUNNEN



Elements

- ▶ Good type
- ▶ No Fixed/Sticky
- ▶ No Sidebars
- ▶ Limit animations

“The only side column
you look at is your own
side column.”

OLIVER REICHENSTEIN

Advertising

- ▶ Can be distracting,
- ▶ don't make it cheapen the product.
- ▶ good example, that's not disruptive



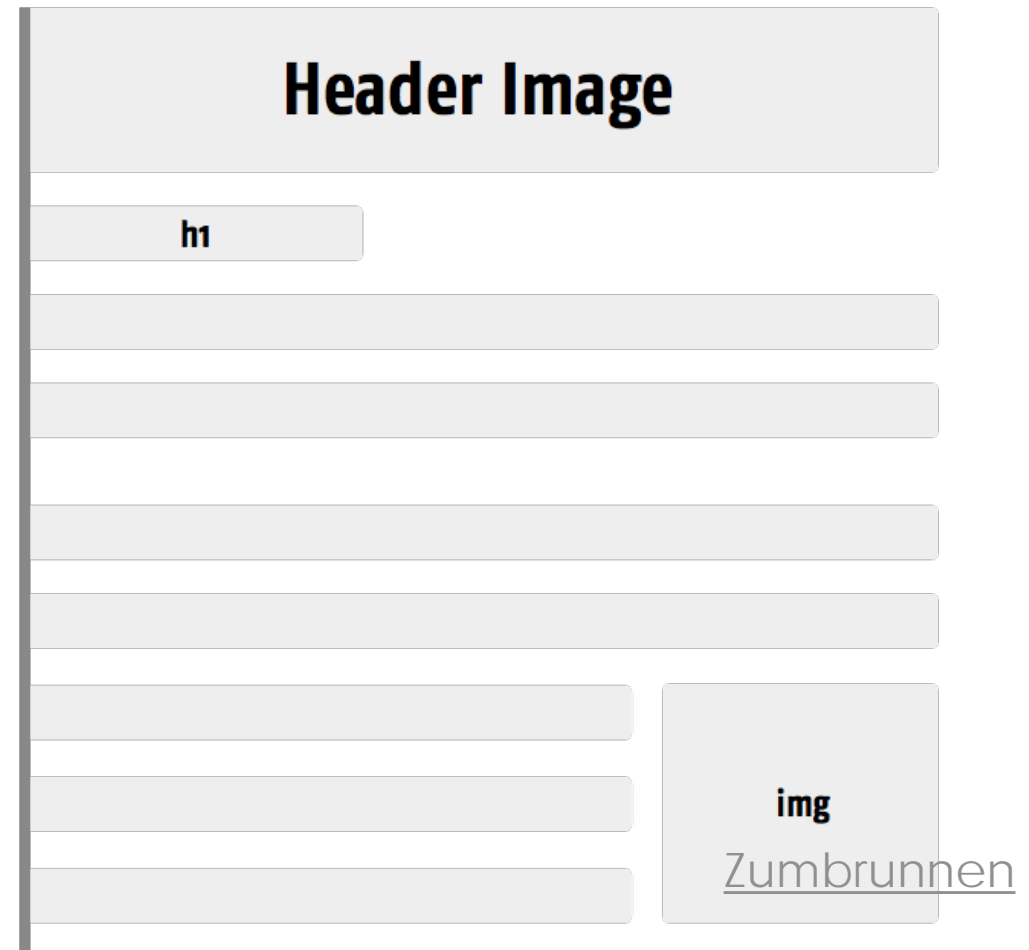
The screenshot shows a mobile application interface. At the top, there is a navigation bar with a back arrow, the word "QUARTZ", the word "OBSESSIONS", and a hamburger menu icon. Below the navigation bar, there is a text snippet from an article: "He's given the book a push which might help it make its way back into the business book canon more permanently." Below the text, there is a "Share this:" label followed by a text input field containing the URL "http://qz.com/2328;". Below the input field, there are five social media sharing icons: an envelope icon, a Twitter bird icon, a Facebook 'f' icon, an 'in' icon for LinkedIn, and an 'I' icon for Instagram. At the bottom of the screenshot, there is a banner advertisement for Doctors Without Borders. The banner features the organization's logo on the left, the text "WE SAVE LIVES WHERE FEW OTHERS WILL GO." in the center, and a red "DONATE" button on the right.

Images

- ▶ Strongly influence perception of site
- ▶ Captions read 300xs more than body copy
- ▶ Stock is boring, don't use
- ▶ Ask: What does it actually communicate?
- ▶ use images for a reason

Header Images

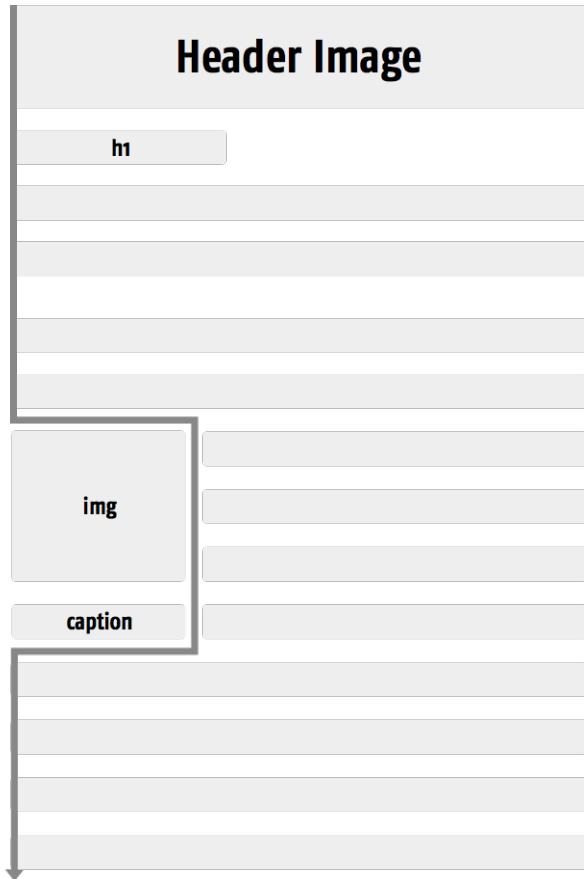
- ▶ put header image **before** header text
- ▶ Kissmetrics found it more effective
- ▶ Doesn't interfere with reading flow



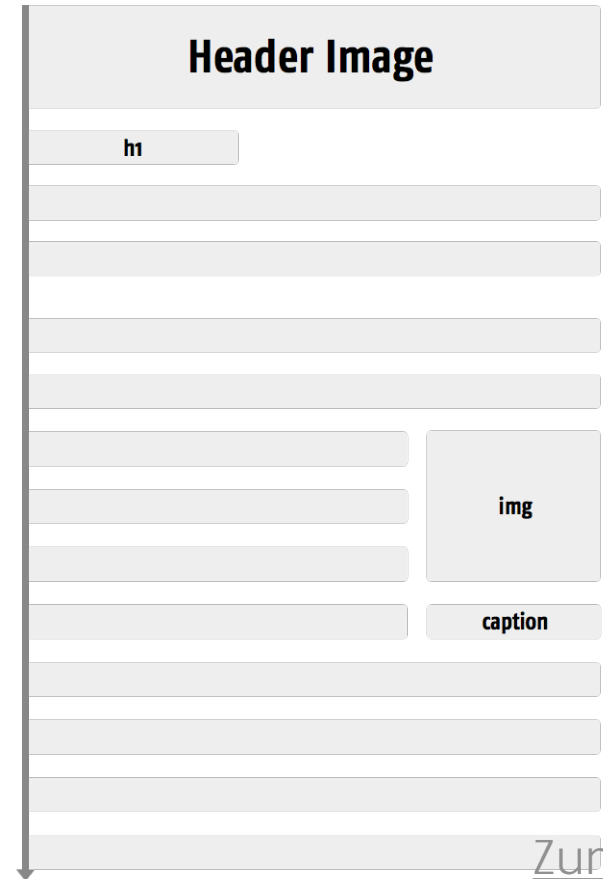
Body Images

- ▶ Float images right with the rag
 - ▶ Doesn't disrupt line start
 - ▶ Less distracting

Compare flow



VS



Recap

- ▶ Think about how the average person uses their device
- ▶ “one eyeball, one thumb, and arm’s-length.”

Recap cont.

- ▶ Keep it responsive
- ▶ Think about reader flow
 - ▶ Content first
 - ▶ No distractions

Recap cont.

- ▶ Design for the Distracted
 - ▶ Mobile First Design
- ▶ Design for Engagement
 - ▶ Engagement First Design



the new e
Digital Marketing and Design

Citations

MailChimp:

<http://templates.mailchimp.com/design/mobile-friendliness/>

Luke W Blog:

<http://www.lukew.com/ff/entry.asp?1664>

Luke ALA:

<http://alistapart.com/article/organizing-mobile/>

Zumbrunnen:

<http://azumbrunnen.me/blog/creating-distraction-free-reading-experiences/>

Additional Reading/links:

<http://abookapart.com/>

<http://practicaltypography.com/>

<https://blog.compete.com/2010/03/12/smartphone-owners-a-ready-and-willing-audience/>

<http://www.slideshare.net/tripodell/ixda-final-16262806>

<http://www.creativebloq.com/web-design/how-create-distraction-free-reading-web-9134550>

<http://www.smashingmagazine.com/2013/10/23/smart-transitions-in-user-experience-design/>

<http://www.nngroup.com/articles/scrolling-and-attention/>

<http://googlewebmastercentral.blogspot.ch/2011/09/view-all-in-search-results.html>