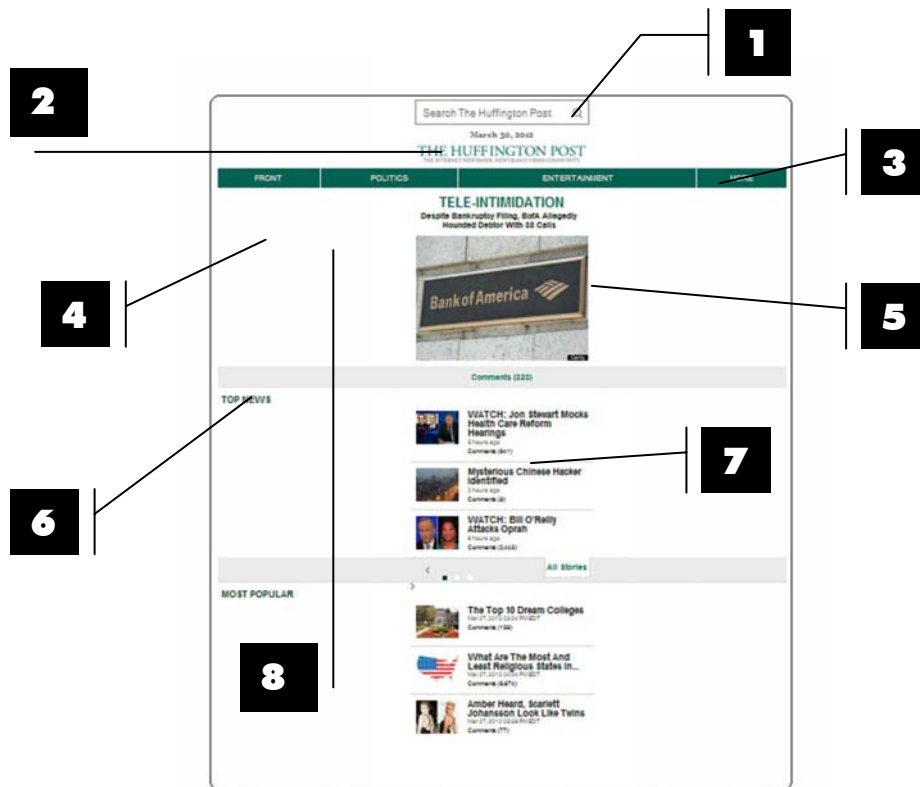


## 8 Key Elements of Mobile Design



Screenshot: iPhone 3.0

Successful mobile design puts users and how they access and consume information front and center. Mobile users typically are not focused or interested in a prolonged browsing session. Rather, they are usually busy with other activities and purposefully retrieving specific information.

The physical specifications of the devices themselves impose additional design considerations. Not only are mobile devices significantly smaller than desktop computers and laptops, they are also less powerful and have less storage. Last, in most cases, users navigate the screen with their fingers, not with a stylus or keyboard.

Although mobile devices vary in capability, the eight elements identified here should help in designing mobile layouts to optimize user experience.

Design Element	User Benefit
1 Prominent search box	o Enables quick access to internal pages
2 Consistent branding and color	o Reinforces identity and adds visual interest
3 Minimal navigation	o Facilitates manipulation of touch screen
4 Ample white space	o Divides sections and prevents click overlap
5 Limited use of graphics	o Speedily renders the page
6 Limited use of fonts	o Reduces visual clutter/highlights sections
7 Short copy blocks	o Makes information easy to scan and select
8 Vertical layout	o Facilitates quick thumb-scrolling