

The Mobile Design Matrix

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Apogee has been fortunate enough to work on a number of mobility projects over the years.

Recently we worked on the design of a mobile application and to help the Product Team determine the type of activities and tasks people may want to do on their mobile phone using this particular application Apogee created "The Mobile Design Matrix"

It includes the following factors:

1. Task complexity – What other information do users need to complete the task?
Who else do users need to speak to?
2. Data Entry – How much data entry is the user required to make?
3. Workflow – How many screens is the user required to go through?
4. Channel Value – Does it add value as compared completing the task via another channel? What alternatives do customers have to get the same information?
5. Time sensitivity – Does the information provide immediate value to enable a user to make a quick decision?
6. Content density – How much content must be displayed?
7. Personal Value – What is in it for the users? What are the alternatives?

What other factors should Product Teams be thinking about when designing a mobile application?

Also check out Giant Ants work on Mobile China (http://www.giantant.com/mobile_china.html) and Gabriel White's Small Surfaces (<http://www.smallsurfaces.com/>)