

Designing a great mobile app

1. Create an app “Vision” statement

specific, one or two sentences

The vision for the SPM mobile app is _____

2. Understand the user scenarios for using the app

understand the user behaviors

identify real scenarios when they might use the app

how does the app help a user reach a goal

3. Choose the right content and features for these scenarios

ensure every feature supports a scenario

ensure features will be used by most users

ensure features provide value



Example “Vision” statement

The vision for the ADP Sales Performance Management mobile app is to help sales representatives envision, track and achieve their sales goals

Brand Direction

***personal**

***flexible**

***fresh**

PERSONAL

- A **focus on people**, not transactions
- As **engaging to look at and use** as a consumer facing product
- Open and transparent** in how it works
- Easy, and therefore fast**, to find what you need and do what you want
- Able to **responsively extend across multiple devices**

FLEXIBLE

- Able to adapt** to global standards
- Flexible enough to **adapt for custom content and design elements**
- Dynamic** enough to predict a user's needs and meet them

FRESH

- A **distinctively fresh approach** to HCM software
- An embedded **sense of ADP**
- Fun, surprising and beautiful**

Design Direction

CARDS (ISOLATED EXAMPLES)



9/8/14

Style Guide – Titanium Visual Design Language – V0.2.9

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DATA VIS EXAMPLE

EARNINGS PLANNER



ADP

App word clouds



Proposed Names

Top Contenders

Sales View

Sales Lineup

Sales Compass

SalesWire

Closeout

Trek

Other Thoughts

CleanDeal

Manifest

Tidy

Sales Layers

SalesFlex

SmartSale

DealEase

FreshDeal

Dotted Line

Alight

Sale Track

