

KOLLIN ZOLTÁN

MOBIL DESIGN

CSAPDÁK

HWSW MOBILE! 2015

**UX**



**BEST PRACTICE**

**DESIGN PATTERNS**

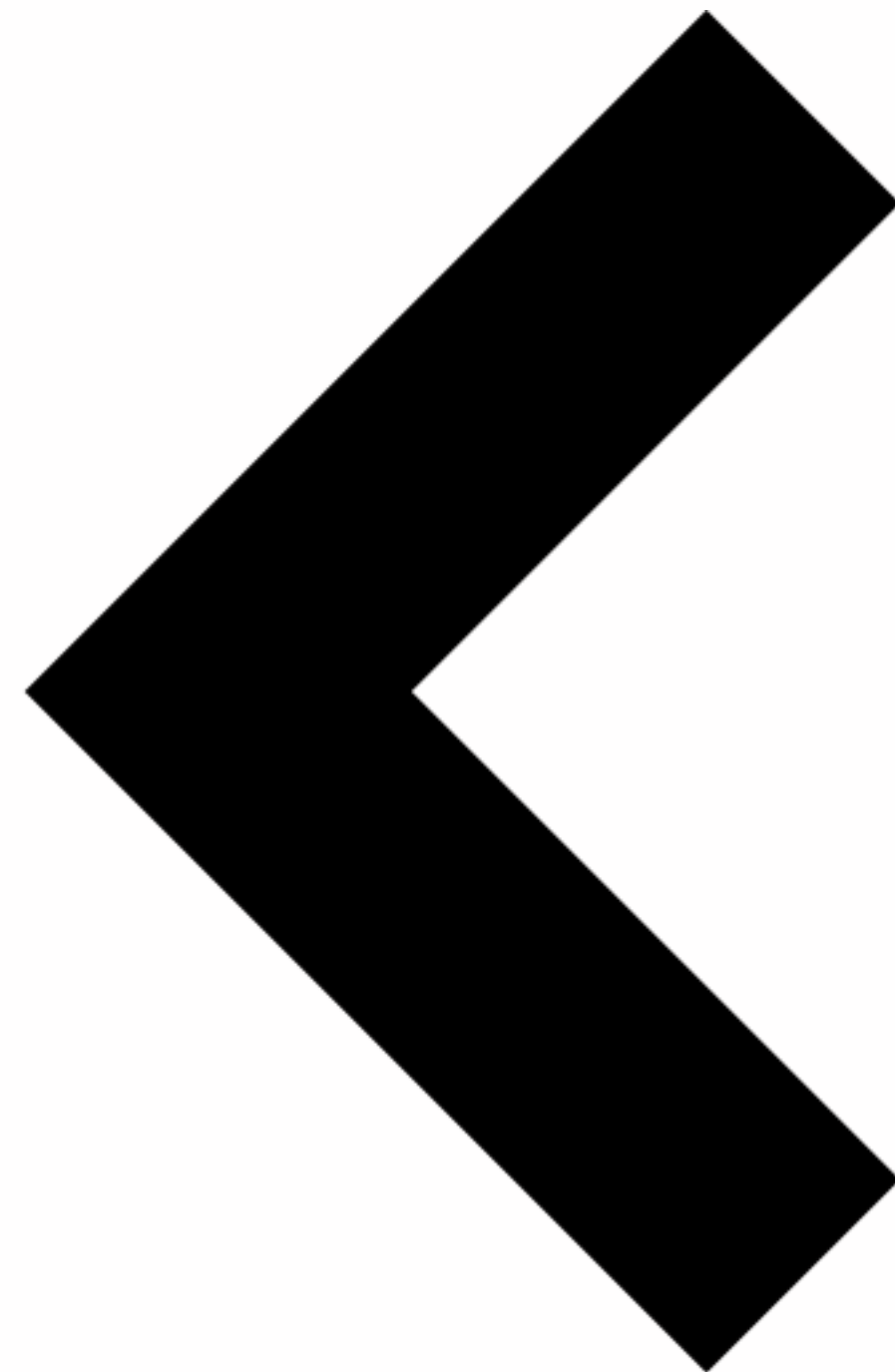
**DESIGN GUIDELINES**

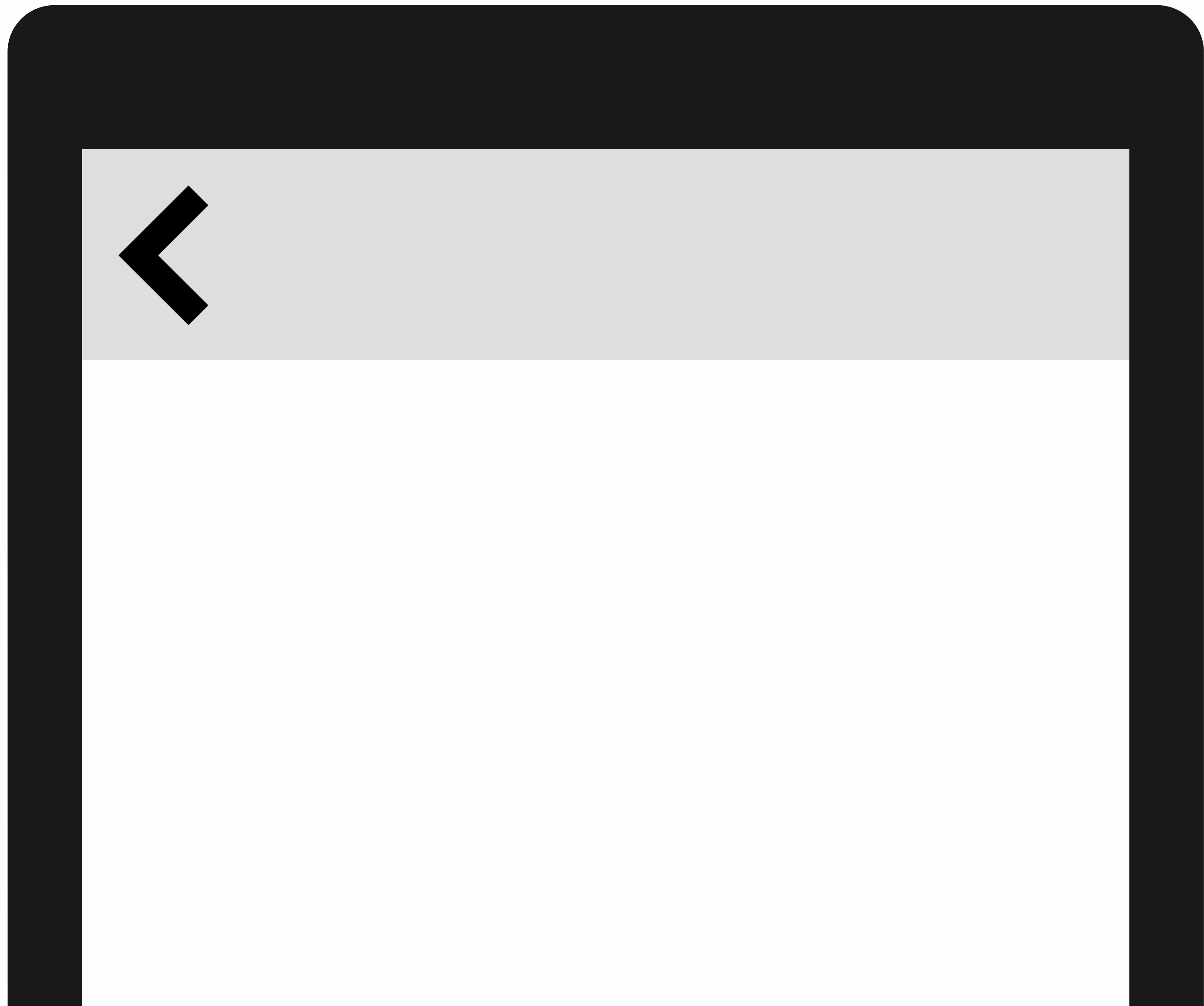
IKONOK

GESZTUSOK

ONBOARDING







**34.8% NEM ISMERTÉ FEL  
EZT AZ IKONT EGY KUTATÁSBAN:**

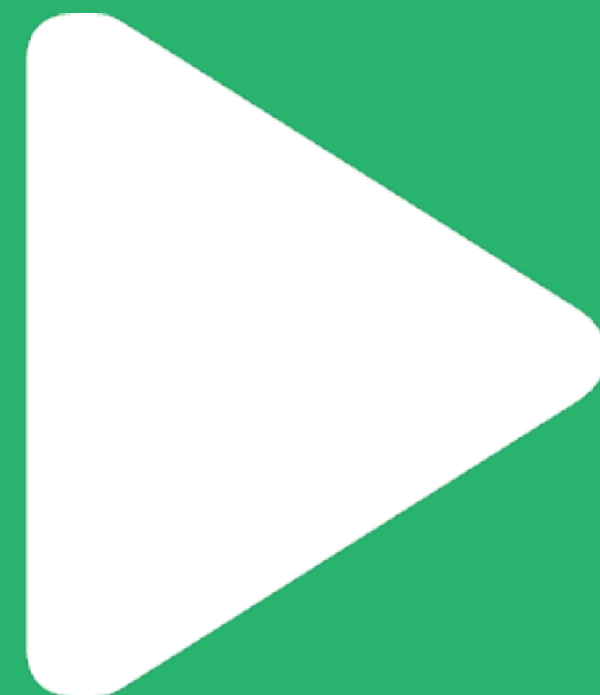


# UNIVERZÁLIS IKONOK

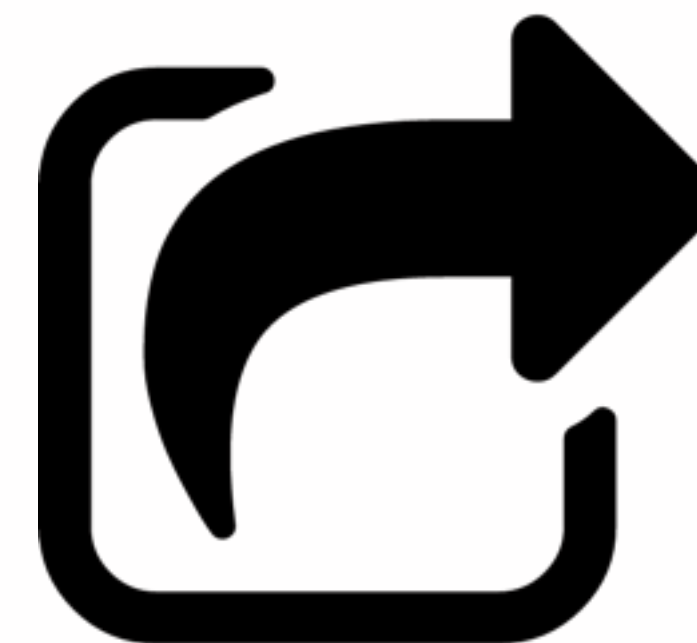
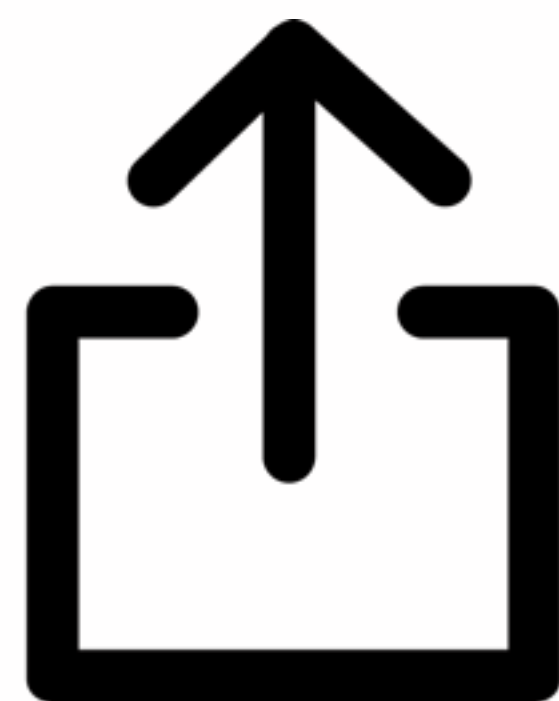
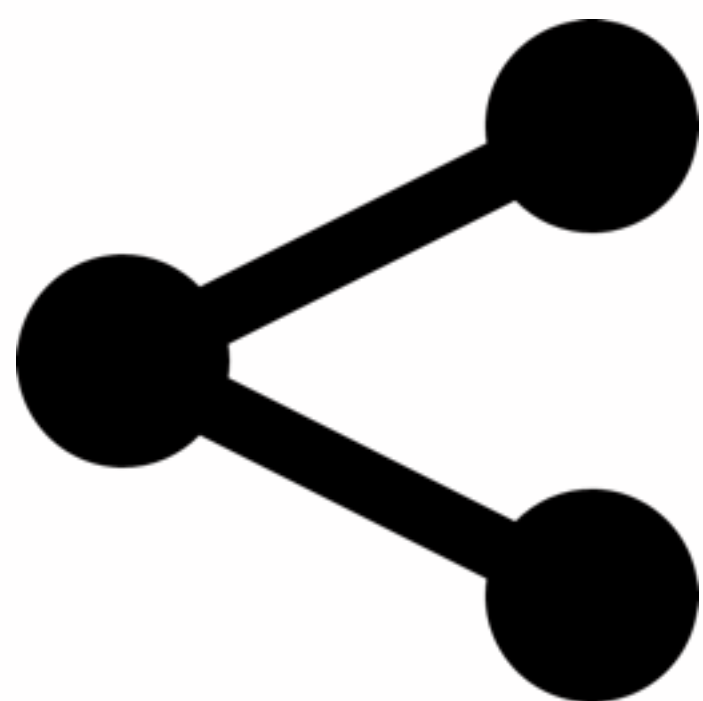




# UNIVERZÁLIS IKONOK?



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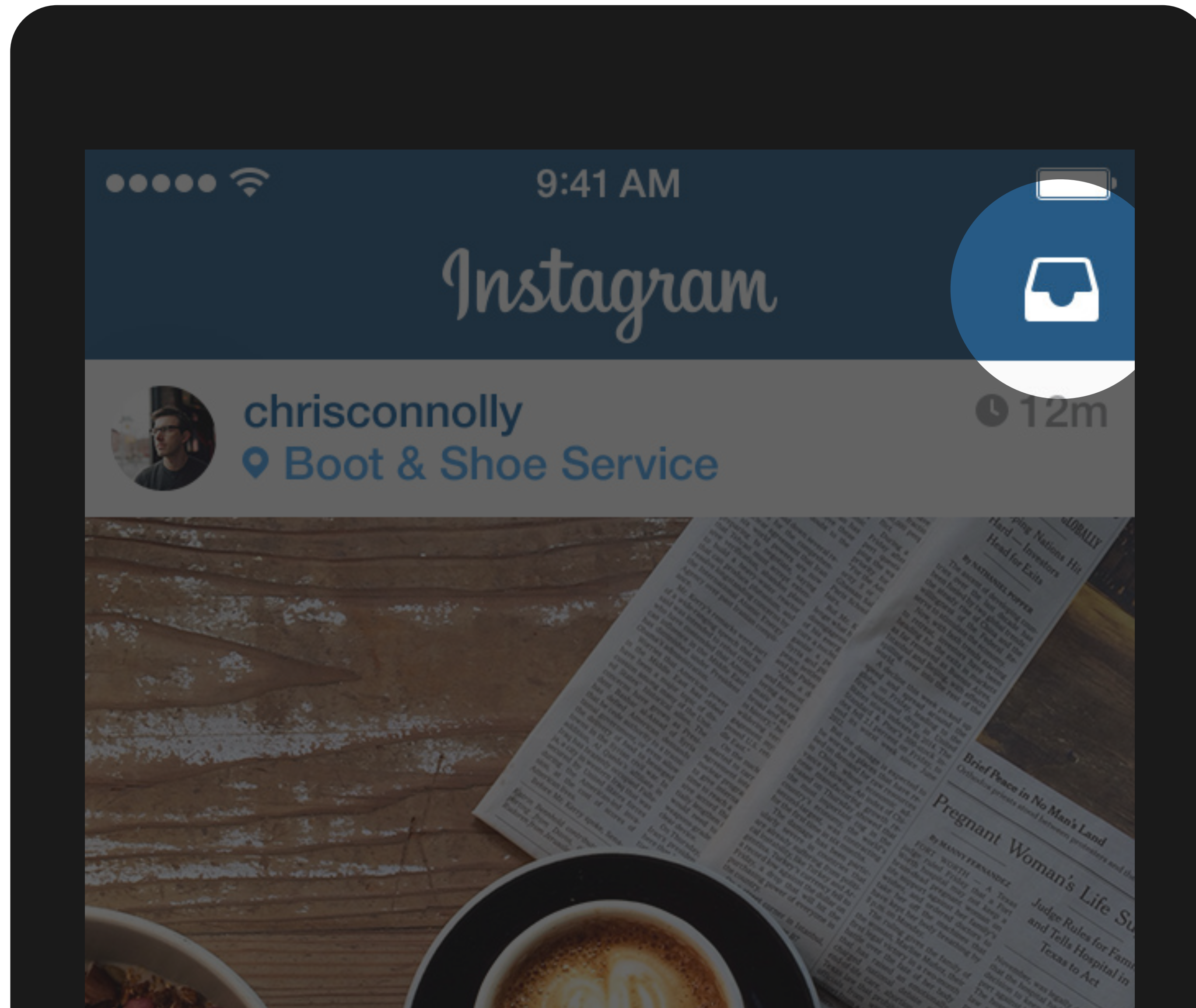


FACEBOOK



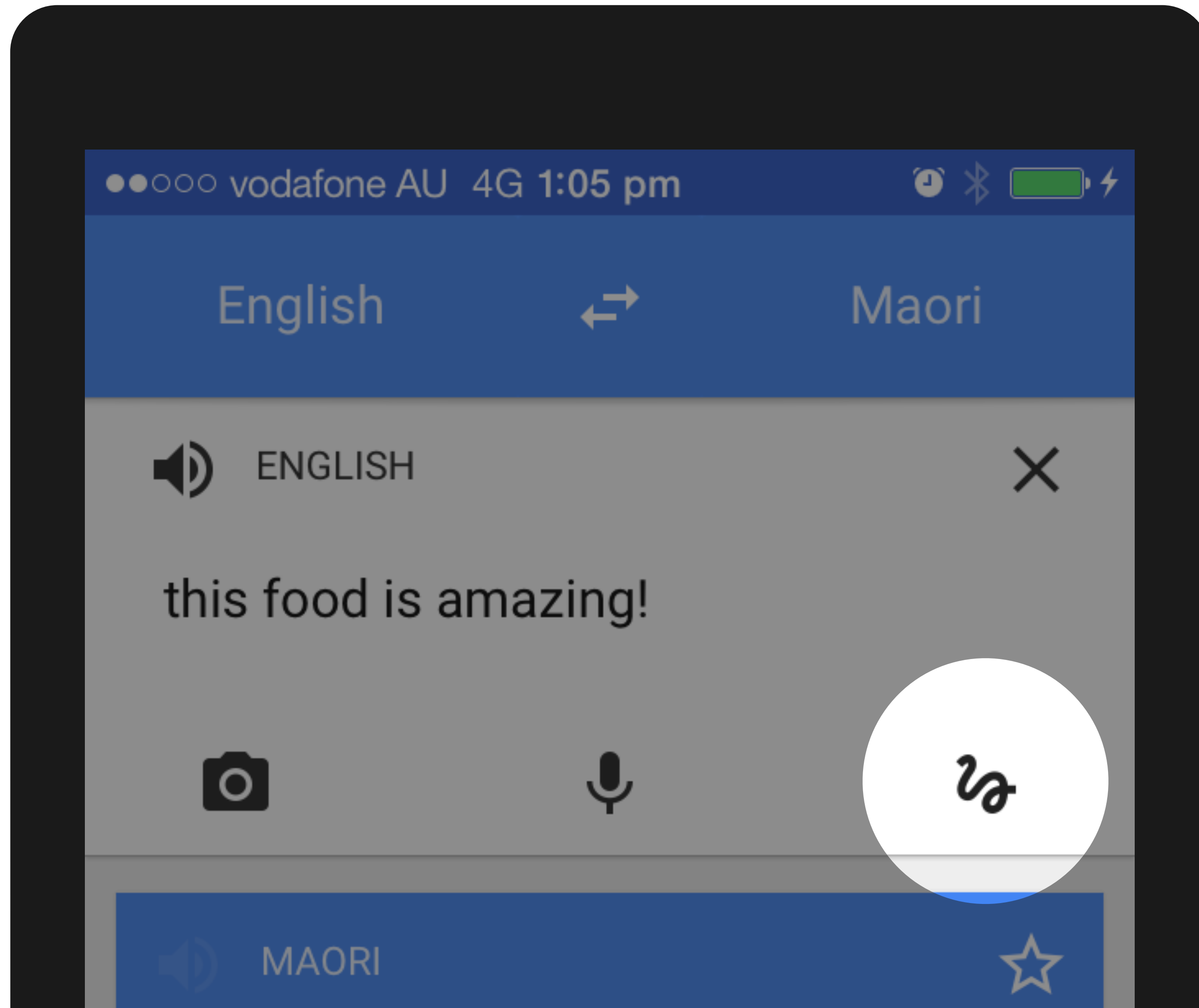
TWITTER

# UNIVERZÁLIS IKONOK?

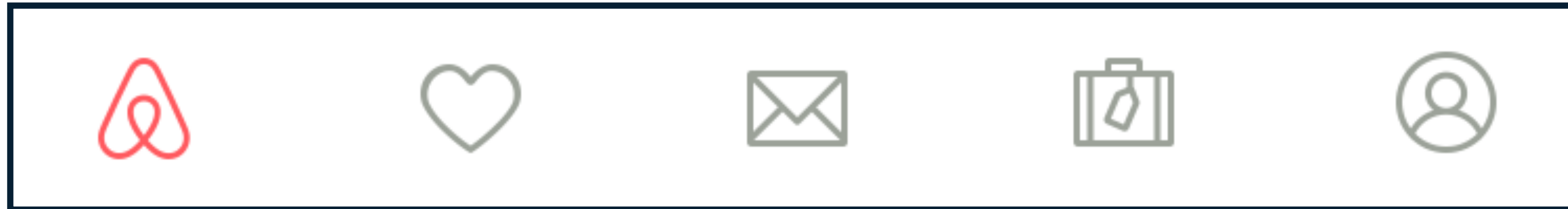


z

# GOOGLE TRANSLATE



# REJTVÉNYEK

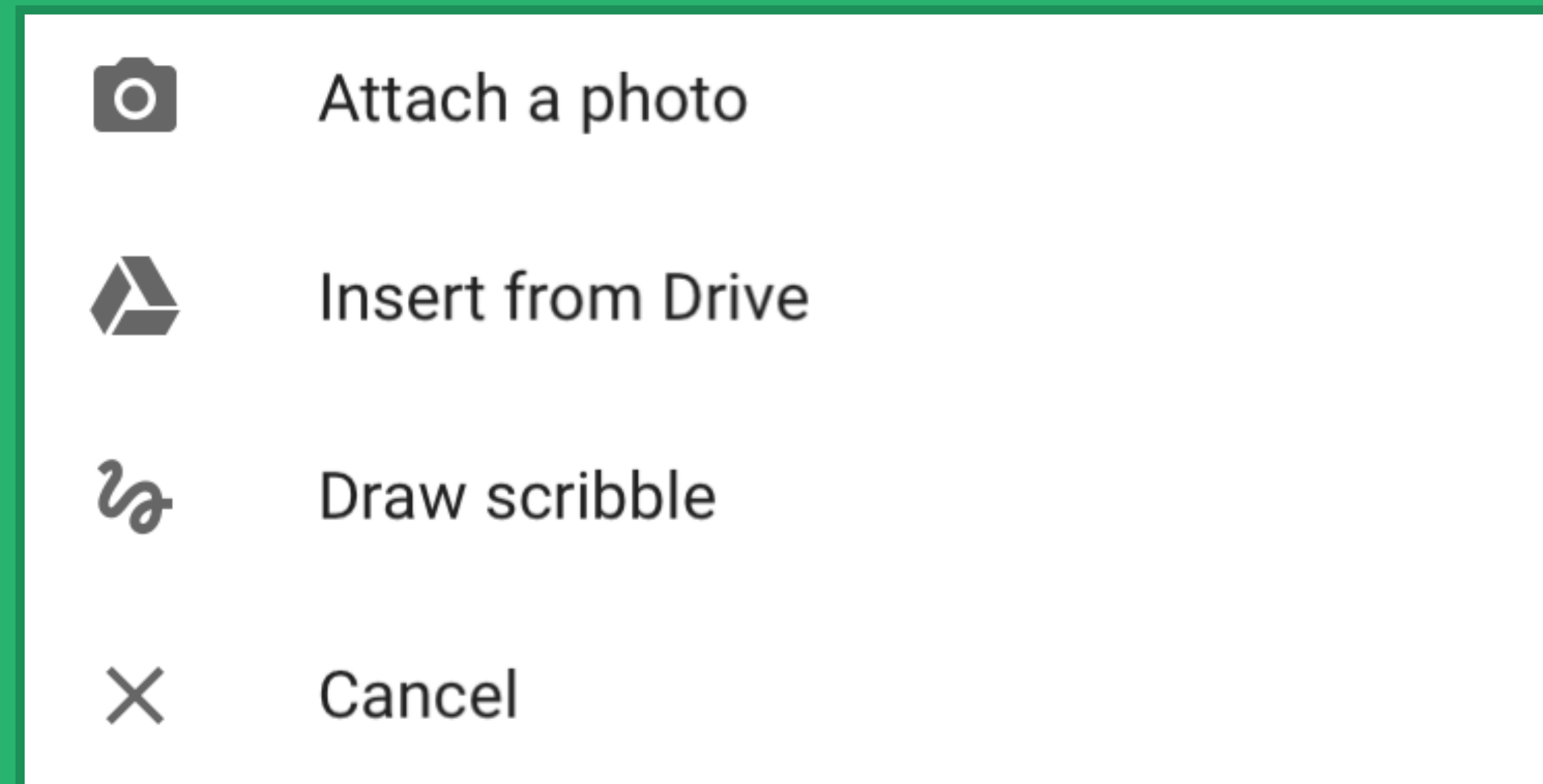


AIRBNB



MEDIUM

# MEGOLDÁSOK





IKONOK

GESZTUSOK

ONBOARDING



Single Tap



Double Tap



Press & Hold



Hold Timer



Swipe Up



Swipe Down



2x Tap



2x Double Tap



2x Press & Hold



2x Hold Timer



Swipe Left



Swipe Right



2x Swipe Up



2x Swipe Down



2x Swipe Left



2x Swipe Right



3x Swipe Up



3x Swipe Down



Spread



Pinch



2x Rotate Left



2x Rotate Right



3x Swipe Left



3x Swipe Right



4x Swipe Left



4x Swipe Right



5x Spread




5x Pinch



5x Rotate Left



5x Rotate Right

●●●○ AT&T 

9:16 PM

 51% 

## Personal List

Swipe to the right to complete!

Swipe to the left to delete

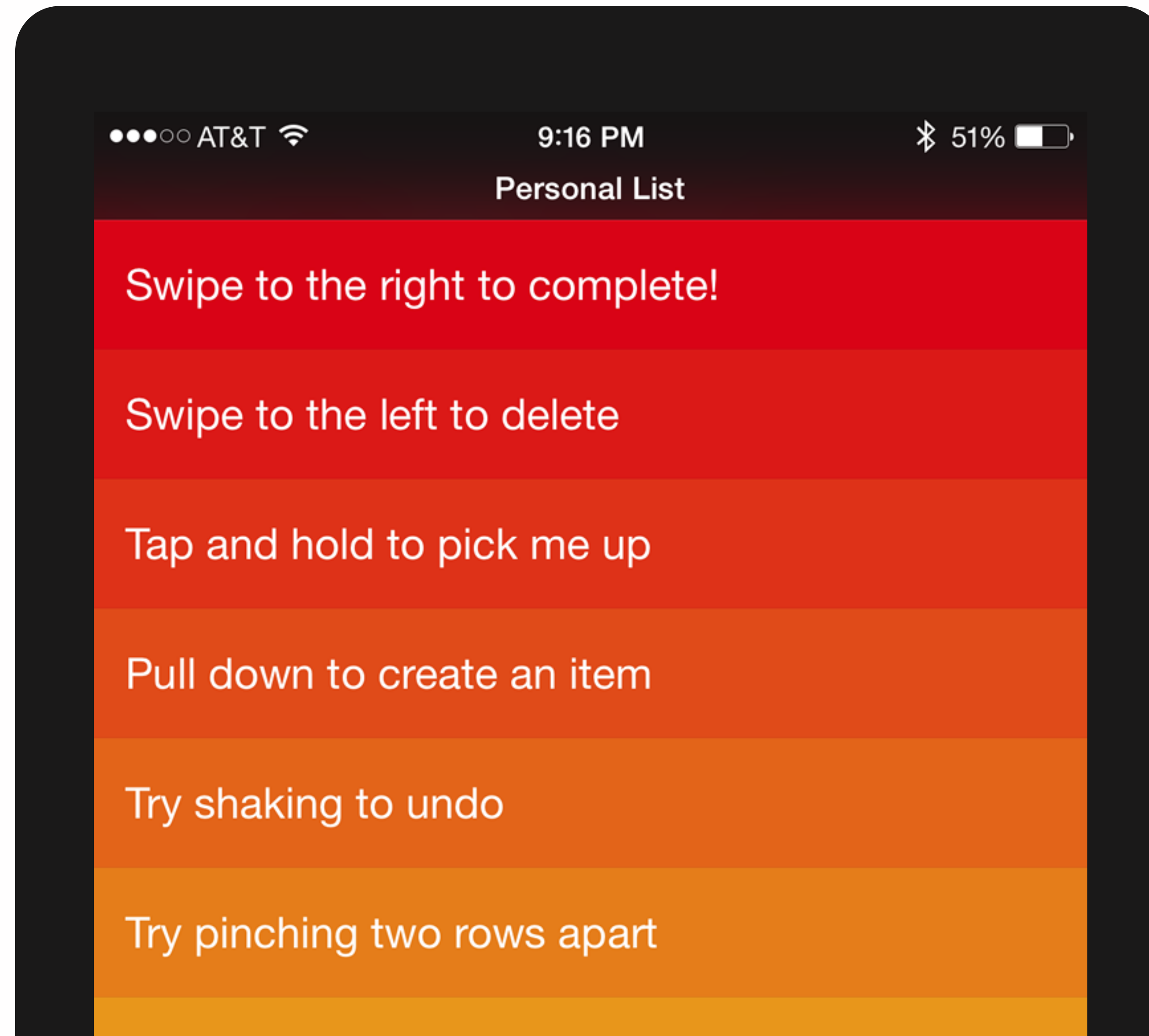
Tap and hold to pick me up

Pull down to create an item

Try shaking to undo

Try pinching two rows apart

# UNIVERZÁLIS GESZTUSOK?



**Steam Store**

6/28/14 >

You have sold an item on the Community Market  
Dear Cherry Blossom, An item you listed in the  
Community Market has been sold to ДСП-Gam...

6/27/14 >

our recent  
o Steam, in...

More

Flag

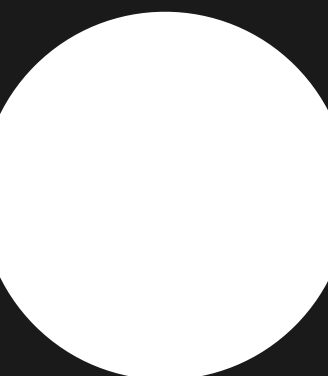
Trash

**service@intl.paypal.com**

6/27/14 >

Received for this Payment to PayPal Account...  
June 27, 2014 10:00 AM (GMT-07:00) [Unsubscribe]  
[View] [Reply] [Share] [Forward] [Print] [Share] [Check...

Updated Just Now



**Steam Store**

6/28/14 >

You have sold an item on the Community Market  
Dear Cherry Blossom, An item you listed in the  
Community Market has been sold to ДСП-Gam...

Mark as  
Unread

**Steam Store**

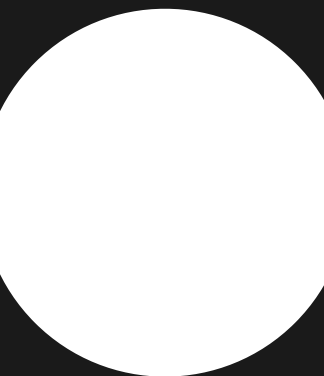
Thank you for your purchase!  
Dear zero\_insanity, Thank you for your  
purchase on Steam. If you're new to St

**service@intl.paypal.com**





6/27/14 >

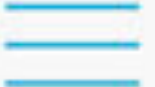




Received for your payment to [REDACTED]  
[REDACTED] [REDACTED] [REDACTED] [REDACTED]  
[REDACTED] [REDACTED] [REDACTED] [REDACTED]


Updated Just Now

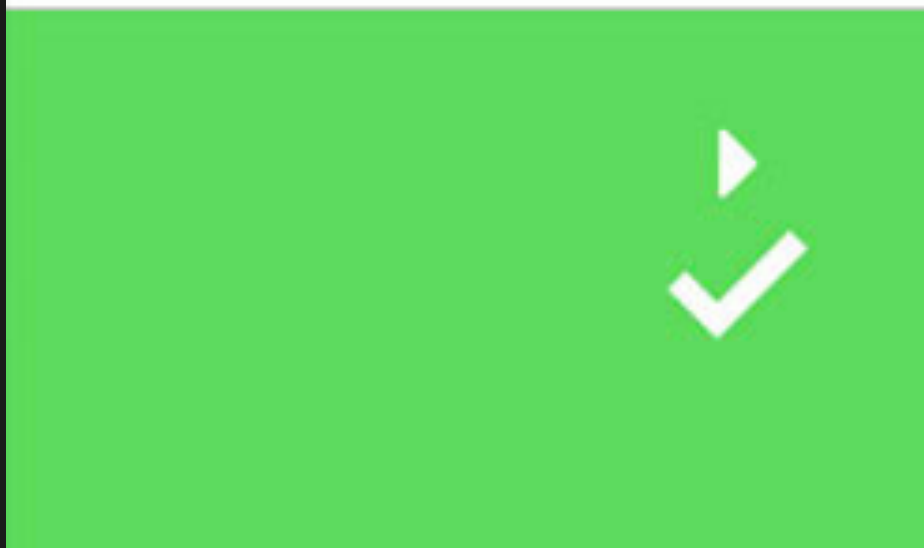


# MAILBOX

●●●○○ AT&T  12:16 PM   75% 

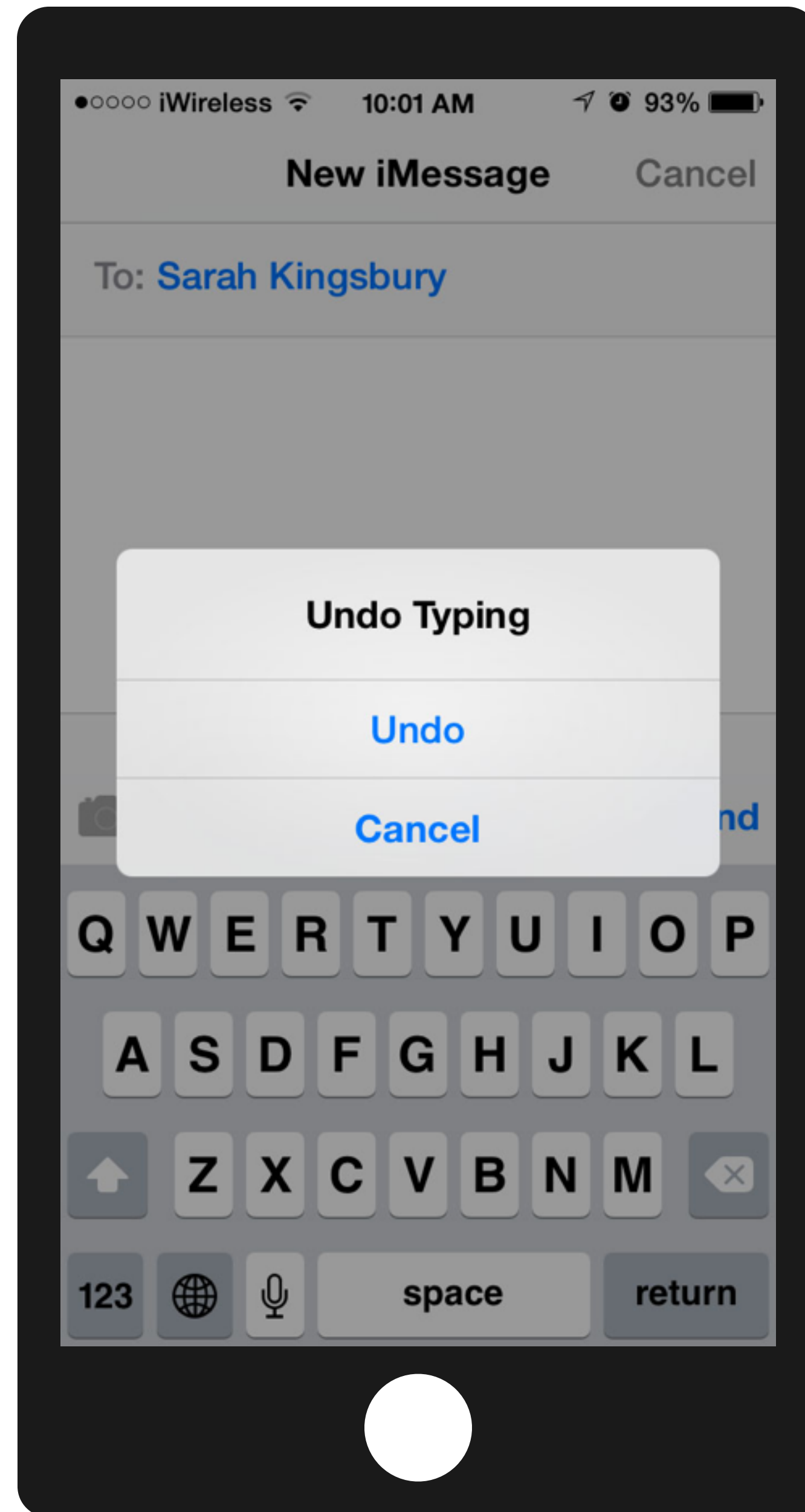
 Search



Google  
**Change in security settings f**  
<google.png> Ally Kazmucha <  
Hi Ally, You have successfully d

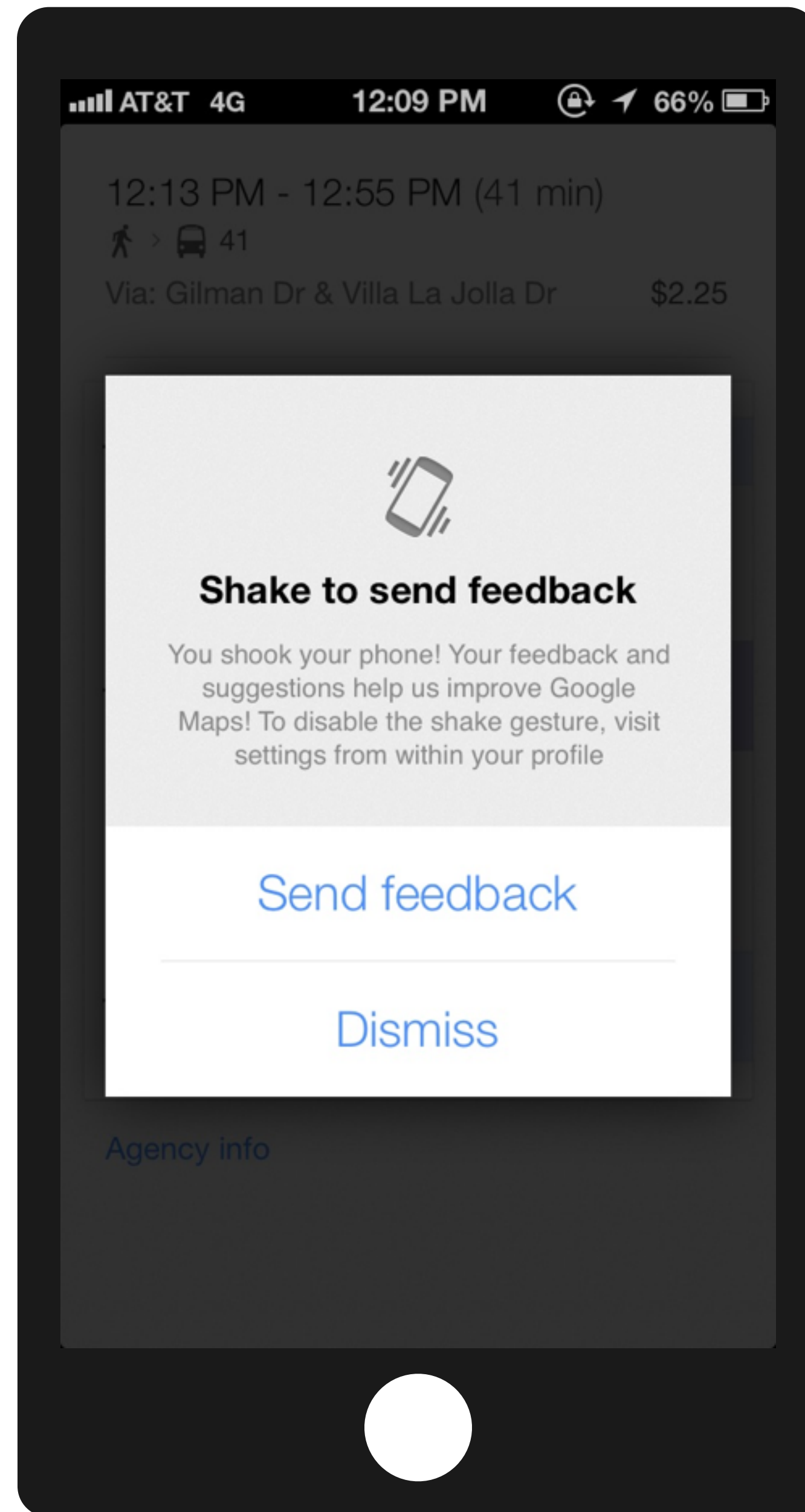
AMC to akazmucha@gmail.com 11:07 AM  
**10% bonus on Cyber Monday eGift Card p...** >  
Take advantage of a Cyber Monday special from  
AMC. Get a 10% bonus on eGift Card purchas...

Me & John to Me 11:31 AM

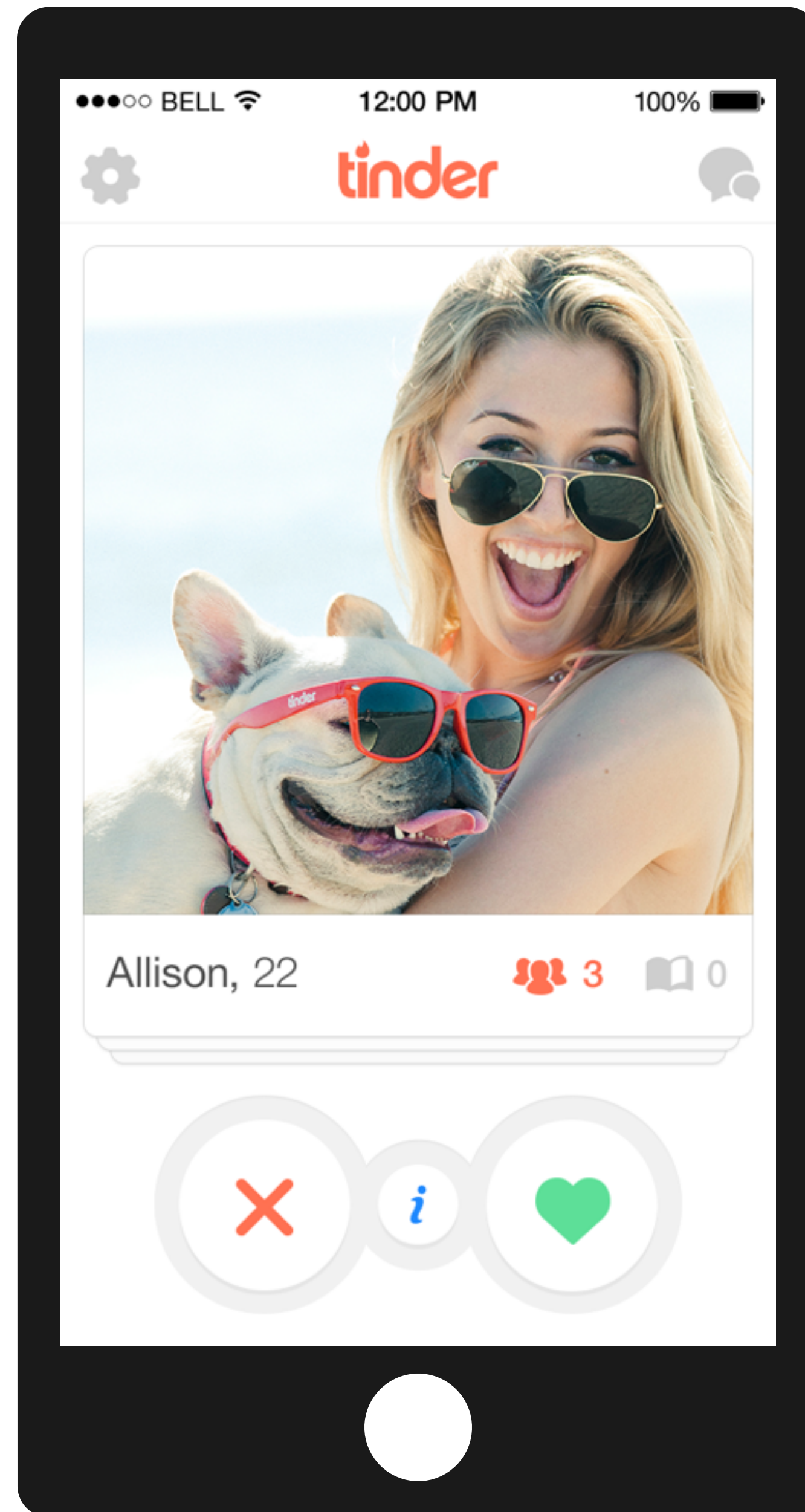


IOS PATTERN

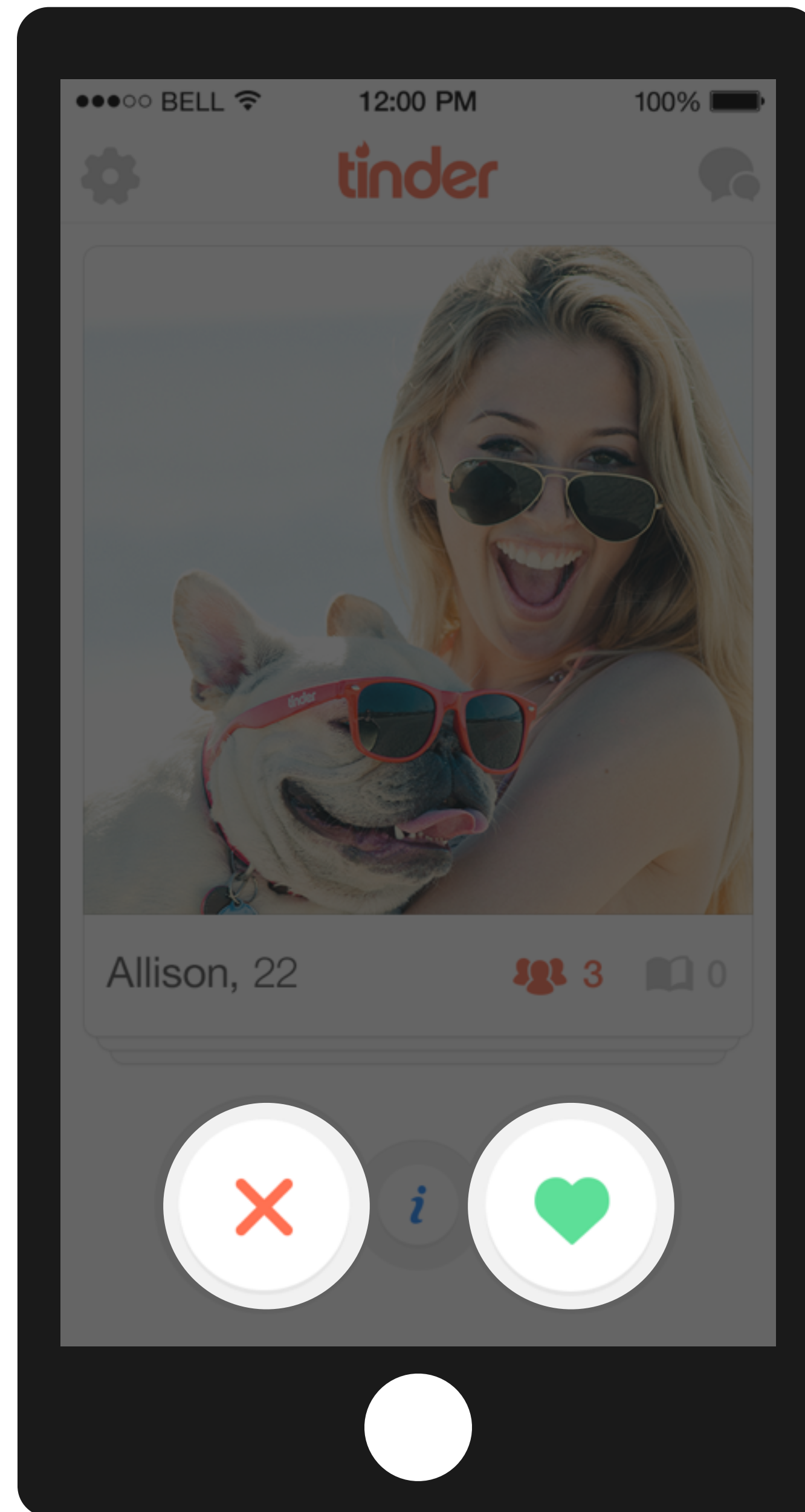




GOOGLE MAPS



TINDER

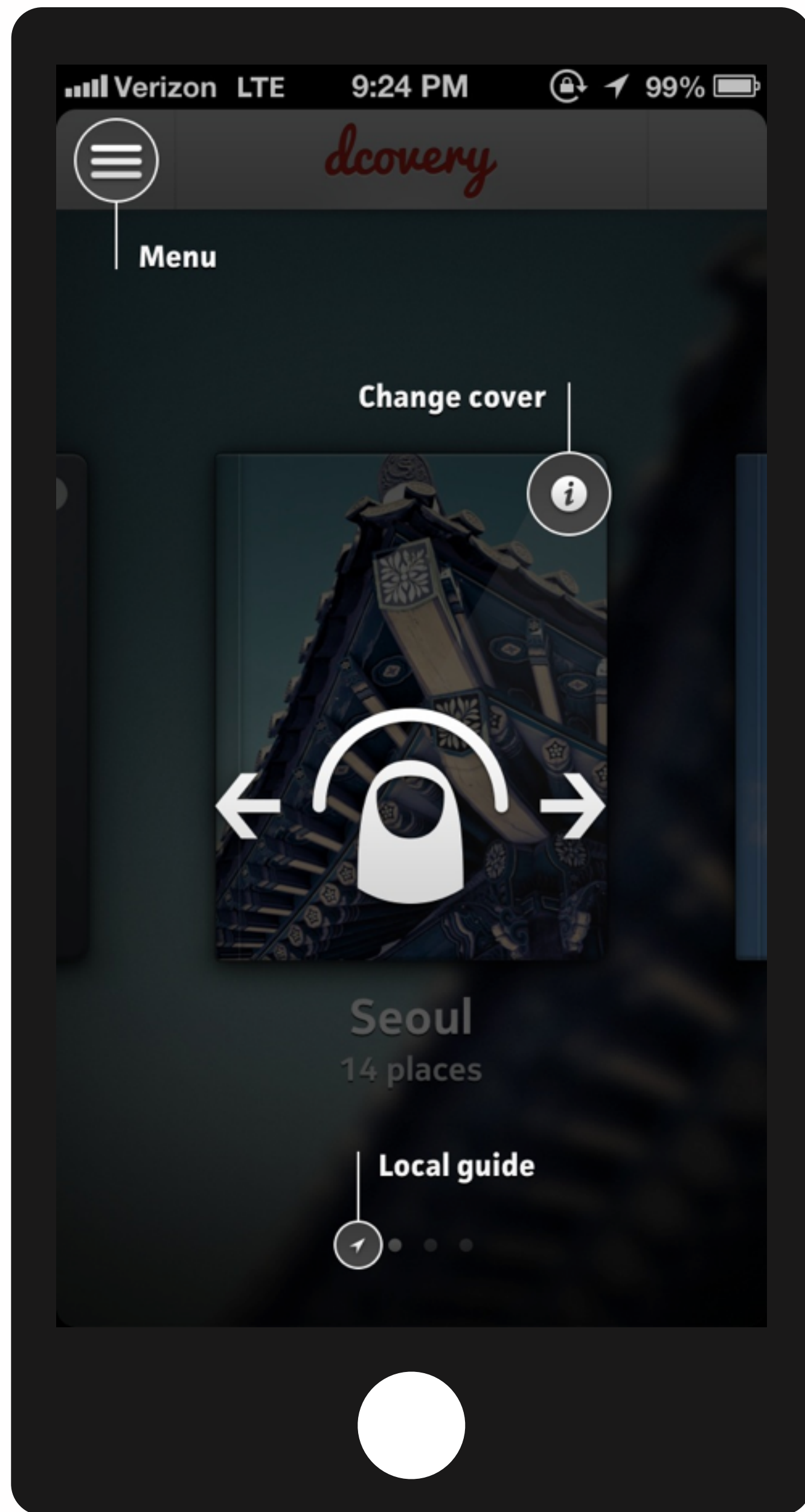


TINDER

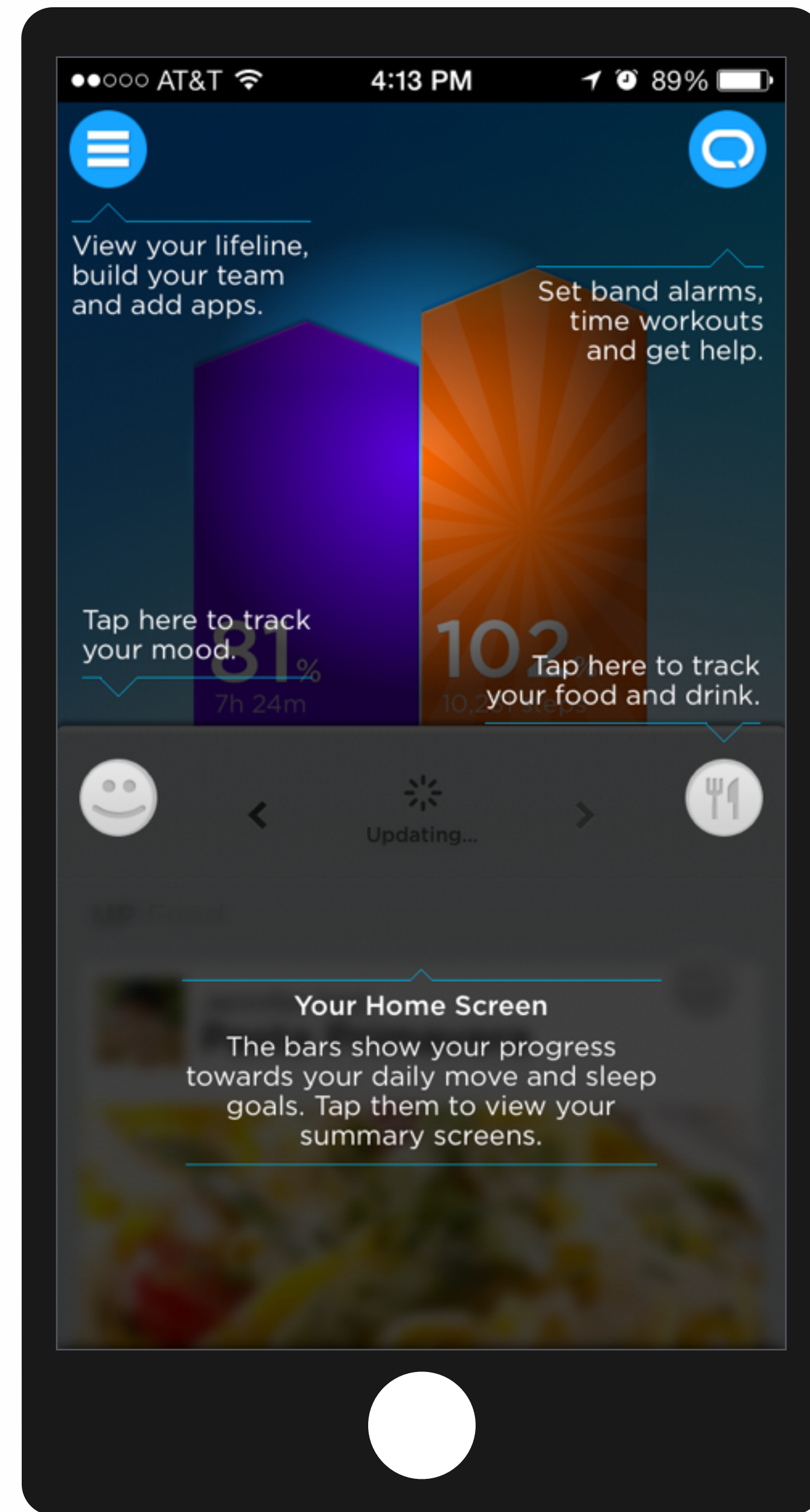
IKONOK

GESZTUSOK

ONBOARDING



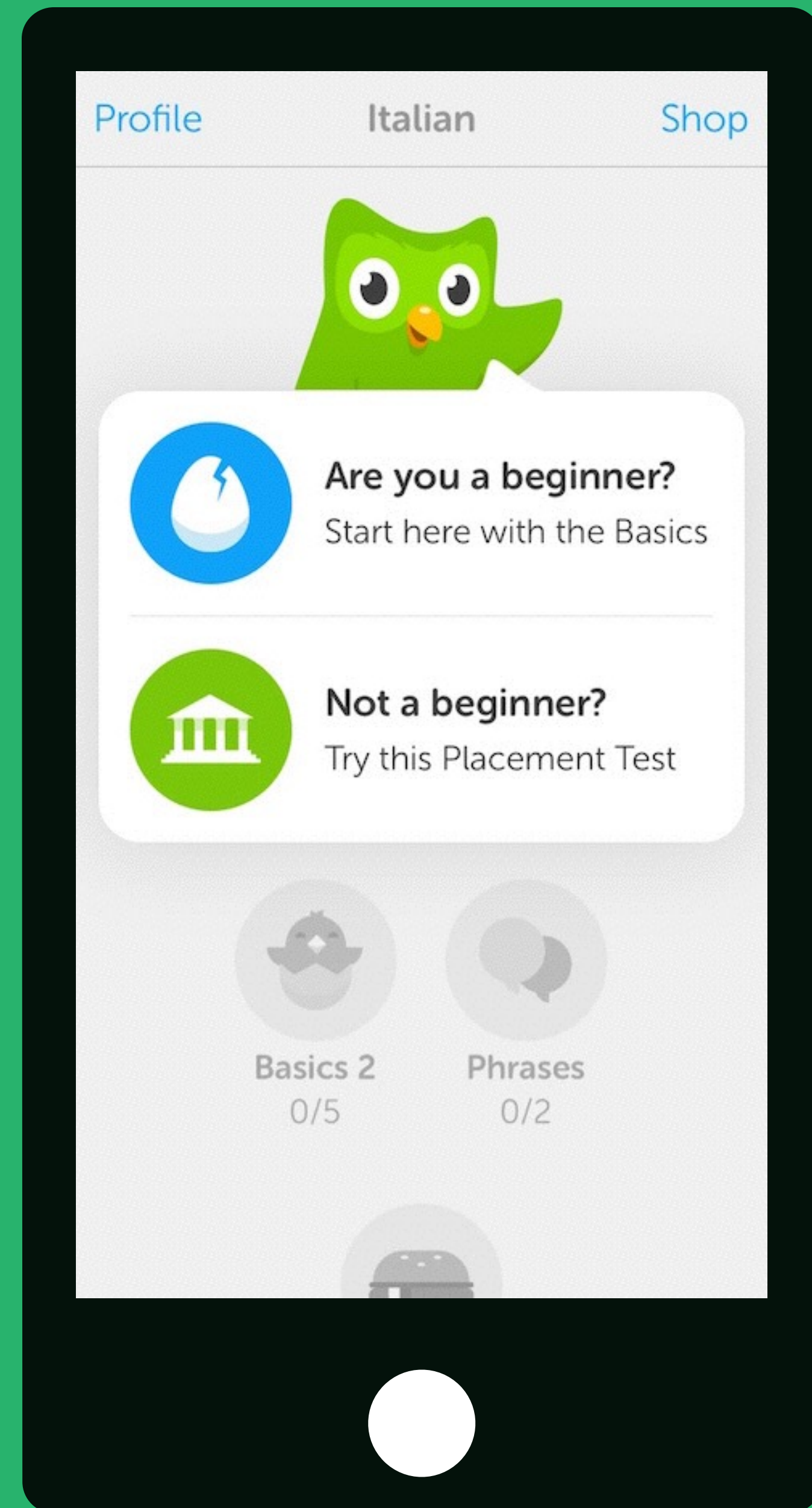
DCOVERY



UP

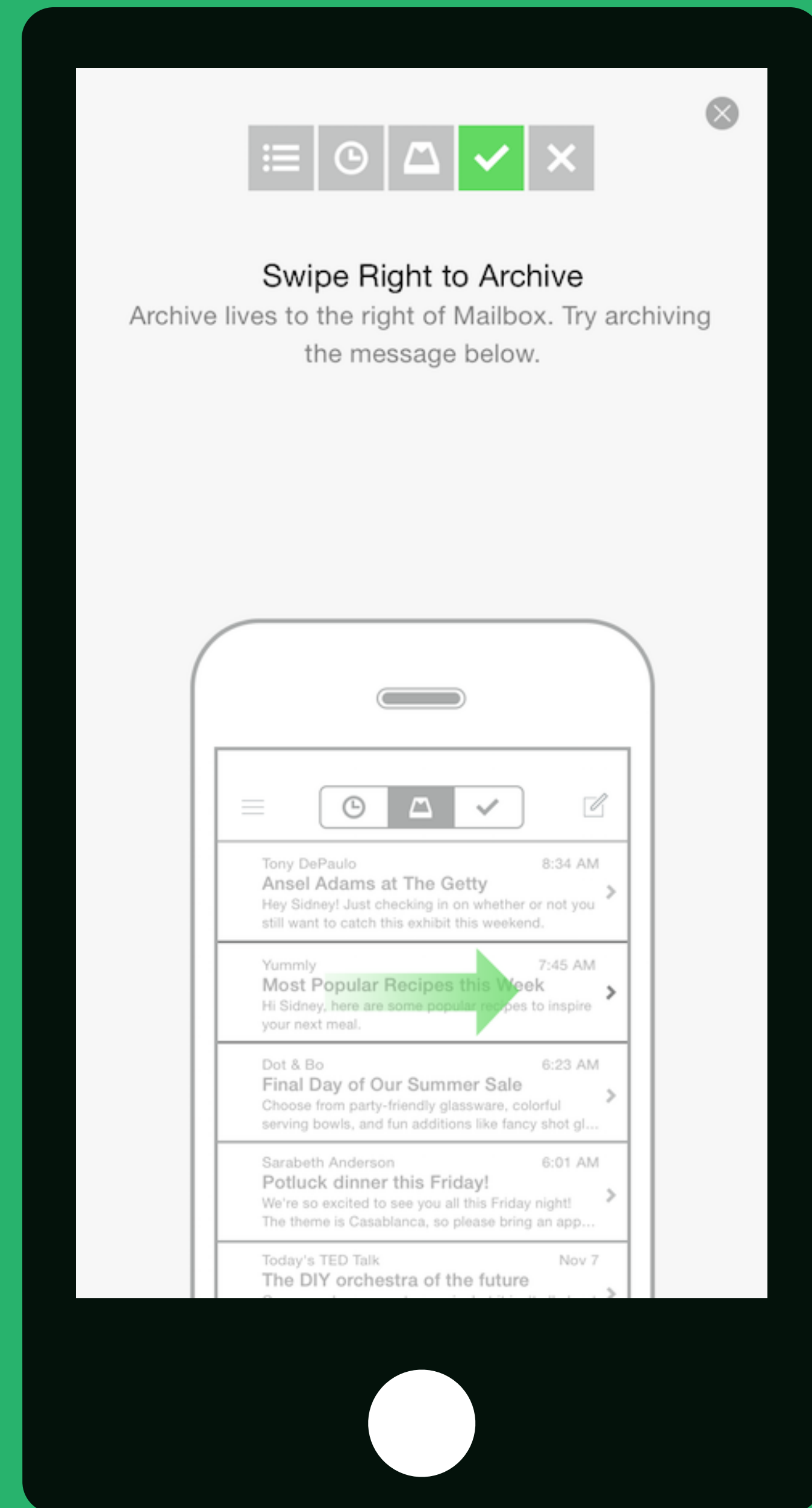
**“A USER INTERFACE IS LIKE  
A JOKE. IF YOU HAVE TO  
EXPLAIN IT, IT’S NOT THAT  
GOOD.”**

# PROGRESSIVE ONBOARDING



DUOLINGO

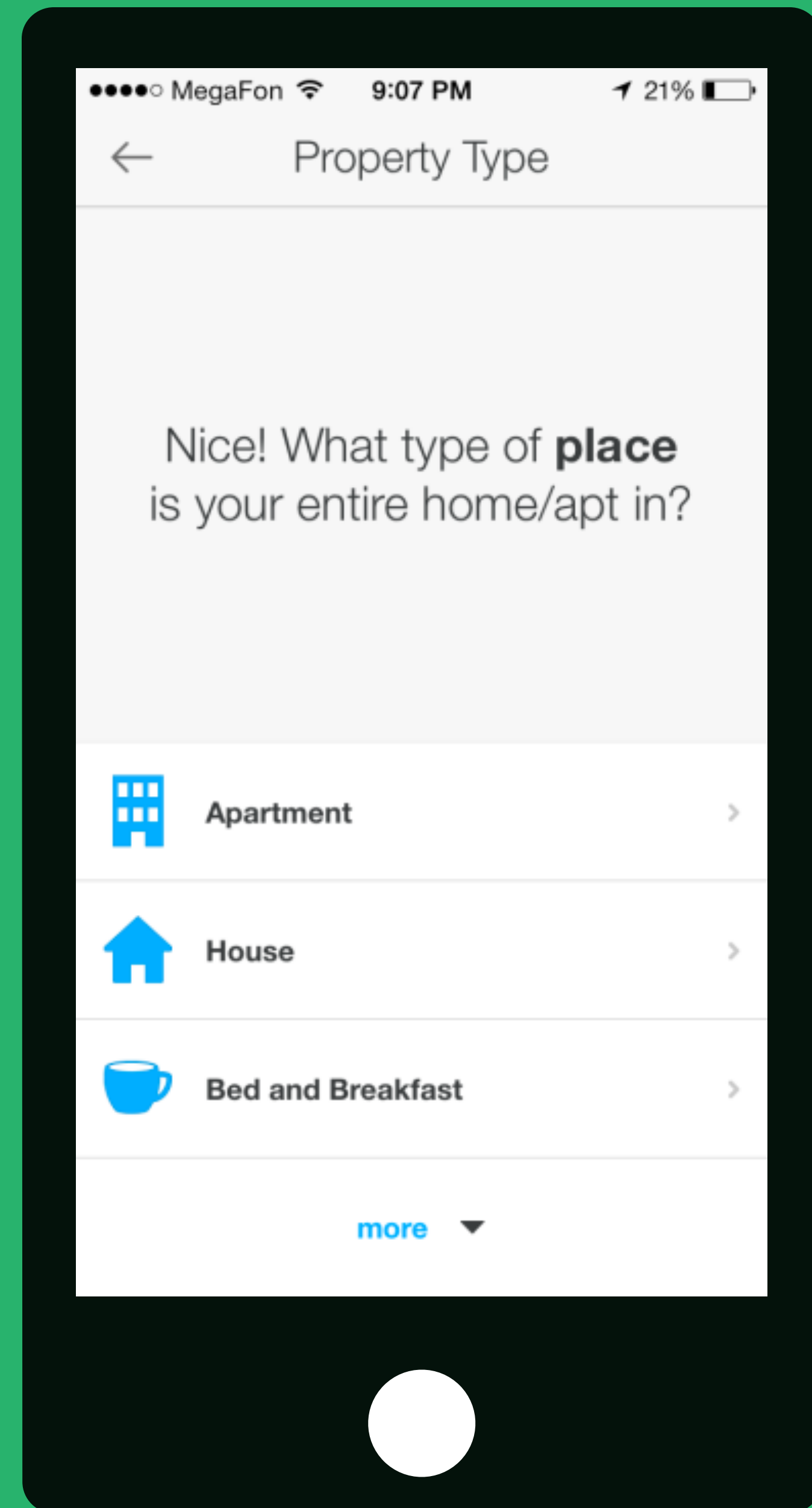
# ACTIVE WALKTHROUGH



MAILBOX



# GETTING STARTED



AIRBNB

**UX**



**BEST PRACTICE**

**DESIGN PATTERNS**

**DESIGN GUIDELINES**

QUESTION  
EVERYTHING.

KÖSZÖNÖM A FIGYELMET!