



Mobile and Apps

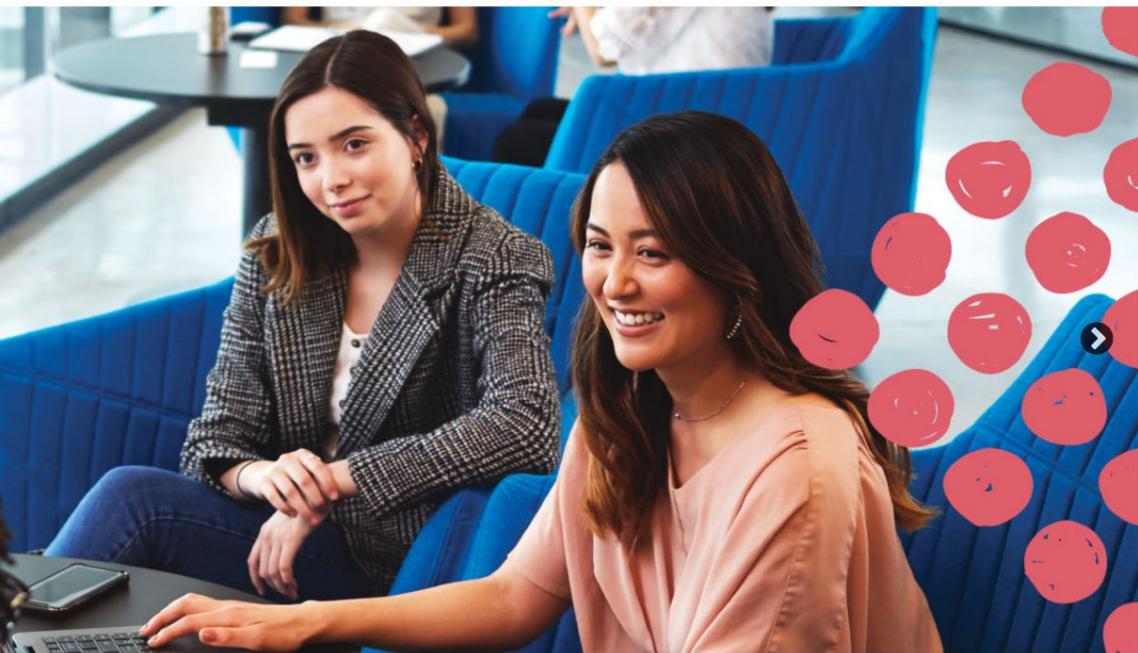
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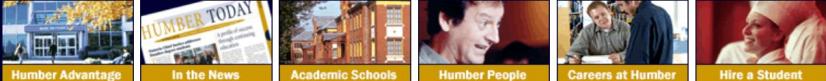
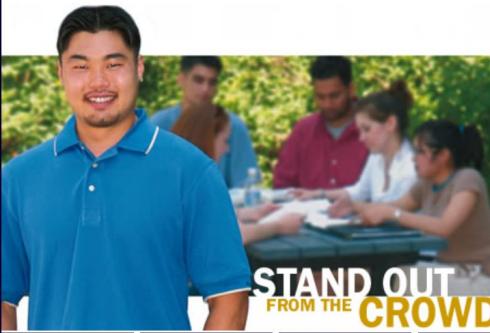
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Our offices are located in **Room D133** at the North Campus and in **Room A118** of the Lakeshore Campus.



INFORMATION Requests

For more information on our programs, or to contact us, please use our [request form](#) or feel free to browse the online versions of Humber's [calendars & publications](#).

Please feel free to [contact us](#) with your questions or comments.

2002?



Humber College of Applied Arts & Technology
Office of the Registrar
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“While bad experiences
are effortless to make,
good experiences
require intention.”

Billal Qureshi

10 seconds ago



OxDesigner ✅
@0xDesigner

...

Probably the best thing you'll see today.

In 2017, a group of developers hilariously competed for who could create worst volume control interface in the world.



Advanced Volume Control X

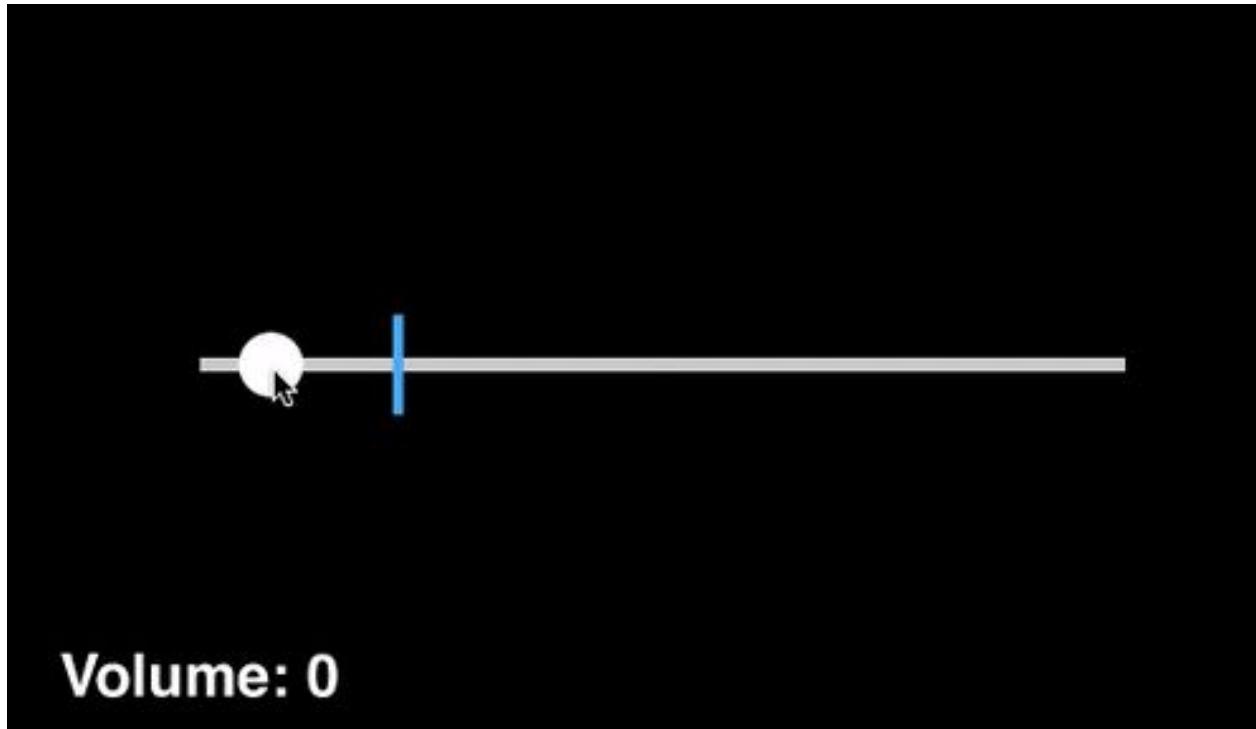
Volume Control

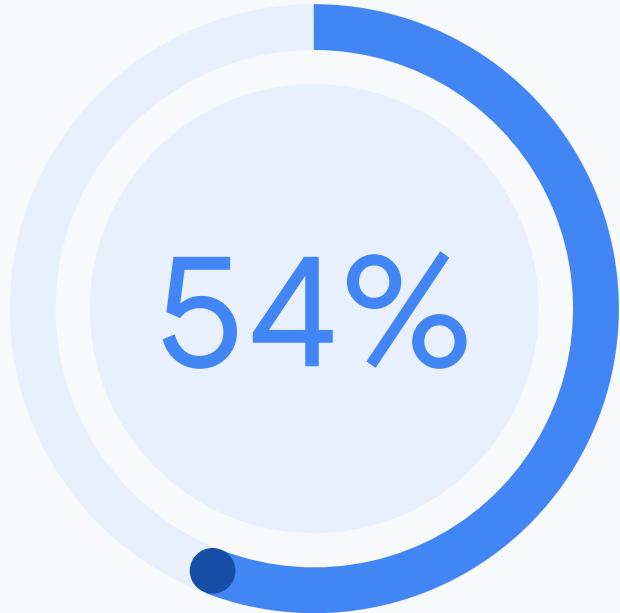
1 2 3 4 5 6 7 8 9 10 11
 12 13 14 15 16 17 18 19 20 21
 22 23 24 25 26 27 28 29 30 31
 32 33 34 35 36 37 38 39 40 41
 42 43 44 45 46 47 48 49 50 51
 52 53 54 55 56 57 58 59 60 61
 62 63 64 65 66 67 68 69 70 71
 72 73 74 75 76 77 78 79 80 81
 82 83 84 85 86 87 88 89 90 91
 92 93 94 95 96 97 98 99 100

Mute

Volume: 50







of Canadians will download your app because it's **easier to navigate.**



of Canadians will switch to your app because it's **easier to make a purchase.**

Survey Base: Total (n=1,001), <45 (n=457), 45+ (544)

E8. To what extent do you agree or disagree in relation to how you use mobile apps on your smartphone. | C2. When using your smartphone to browse, research or purchase products or services, what are the top reasons you'd typically switch from a mobile site to a mobile app?



What does **best-in-class** look like





11.11 11.11 11.11



Mobile App UX playbook at a glance

Creating frictionless app user experiences across the funnel

After looking at several hundred mobile apps, we realized that there were certain universal UX elements that helped create a frictionless app experience. This list aims to provide a checklist for improving your app UX experience across 6 key areas:



“AB is the original AI”

2024 Themes

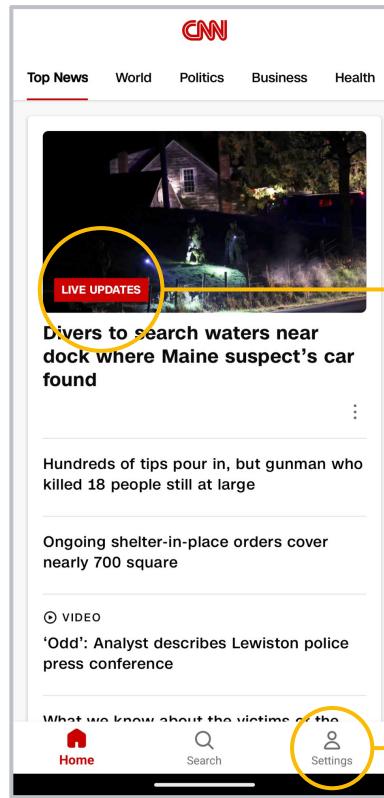


Easy access to settings and notifications

Users want sources with current news

Don't make users think

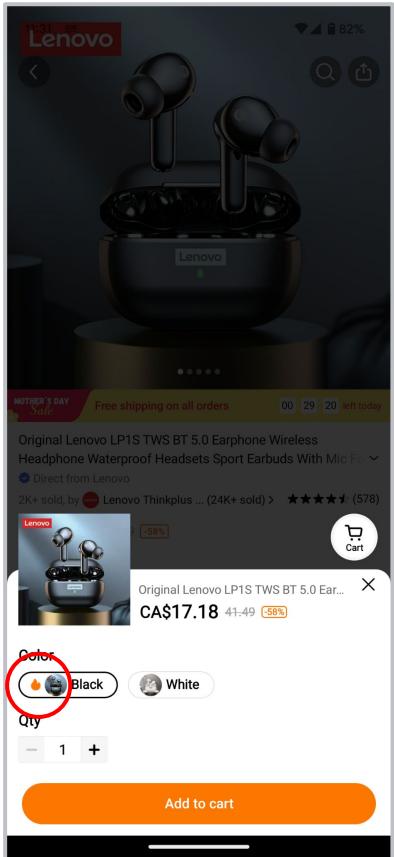
The BBC News mobile application interface is shown. At the top is a red header with the BBC logo. Below the header is a large image of two women. To the right of the image is the text: "UN says civilians in Gaza feel abandoned, as only 'crumbs' of aid get in". Below this text is a subtitle: "Humanitarian agency chief issues a fresh warning, as Israel says it killed a Hamas commander in a 'targeted raid'." At the bottom of the main content area is a "Middle East" category label. Below the main content is a "Headlines" section with a thumbnail image of a news story. At the very bottom is a navigation bar with five items: "Top Stories", "Explore", "Popular" (which is highlighted with a yellow circle and arrow), "Video", and "Live".



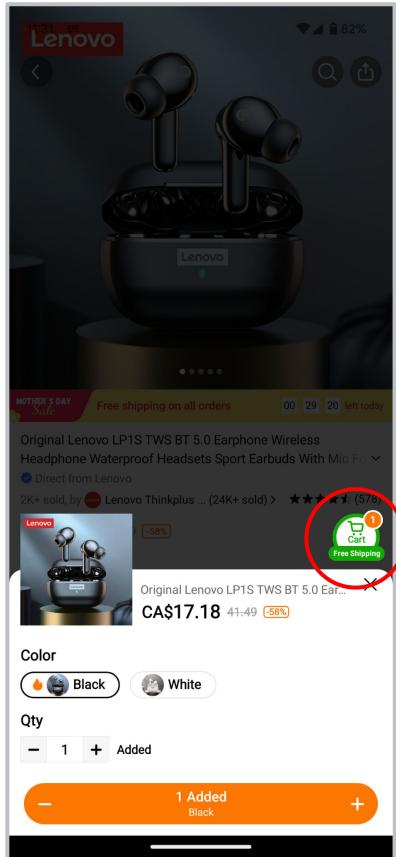
Users want sources with current news

Easy access to settings and notifications

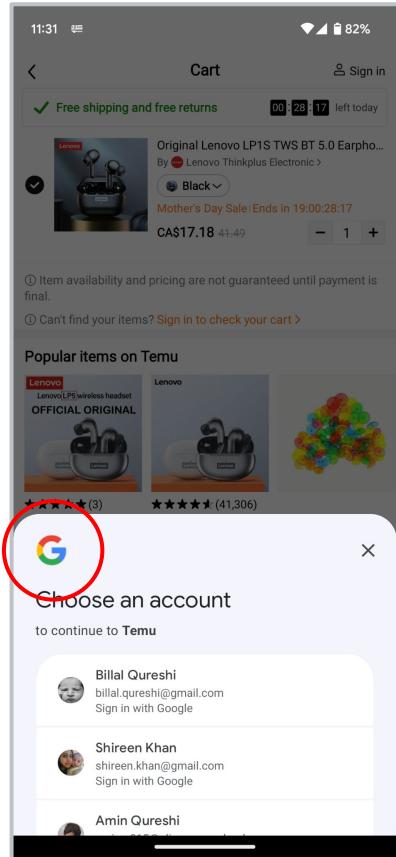
The CNN mobile application interface is shown. At the top is a white header with the CNN logo. Below the header is a large image of a night scene with a "LIVE UPDATES" button overlaid. To the right of the image is the text: "Divers to search waters near dock where Maine suspect's car found". Below this is a subtitle: "Hundreds of tips pour in, but gunman who killed 18 people still at large". Further down is another subtitle: "Ongoing shelter-in-place orders cover nearly 700 square". At the bottom is a "VIDEO" section with the text: "'Odd': Analyst describes Lewiston police press conference". At the very bottom is a navigation bar with four items: "Home" (highlighted with a yellow circle and arrow), "Search", and "Settings" (highlighted with a yellow circle and arrow).



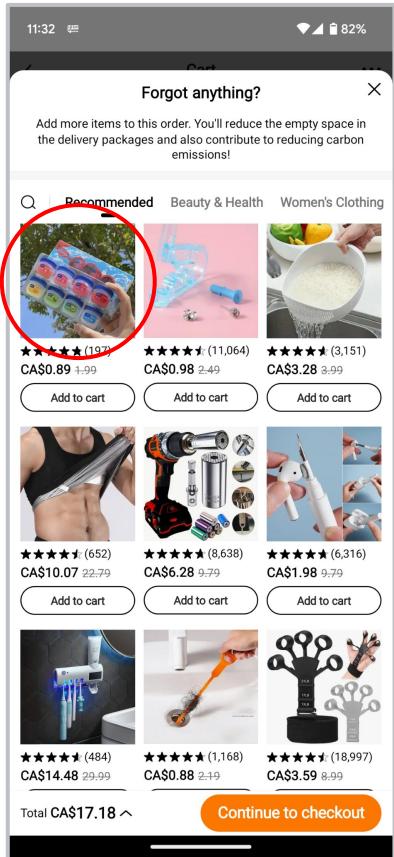
Social proof to remove decision fatigue



Taking the guesswork out of free shipping requirements



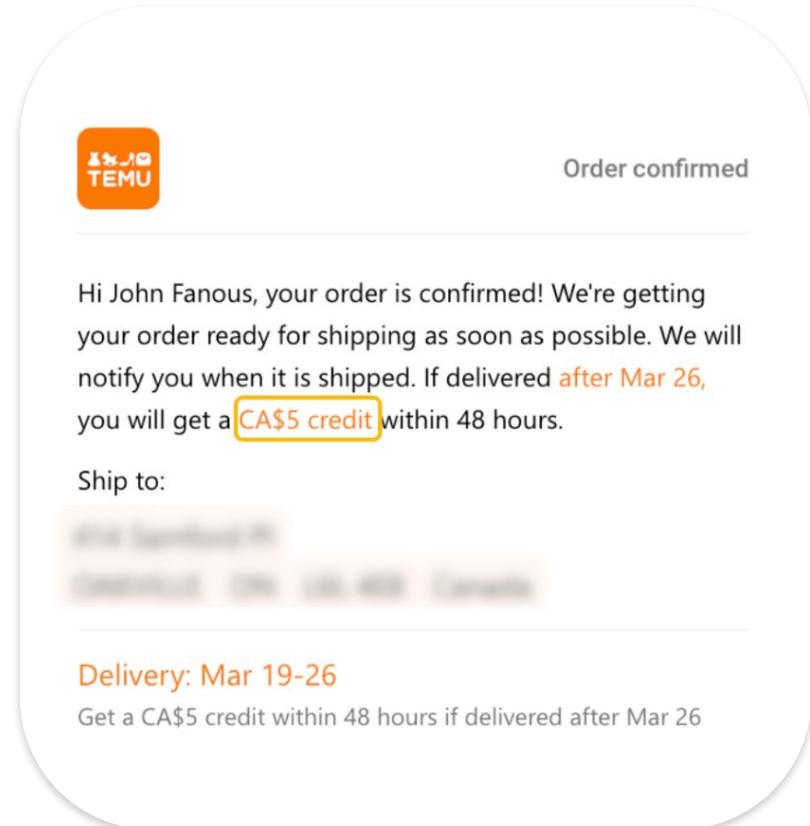
Automatic 3rd party sign-in to build customer loyalty



Mimicking the checkout aisle of goodies. Forget something?

Being best-in-class
doesn't always mean
doing it better.

Sometimes it means
doing something no
one else is.





Google