



# Mobile and Apps

Your best customers are a  
download away

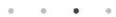




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Our offices are located in **Room D133** at the North Campus and in **Room A118** of the Lakeshore Campus.



**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.

 **Humber College of Applied Arts & Technology**  
**Office of the Registrar**  
Email: [enquiry@admin.humberc.on.ca](mailto:enquiry@admin.humberc.on.ca)



“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

×

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

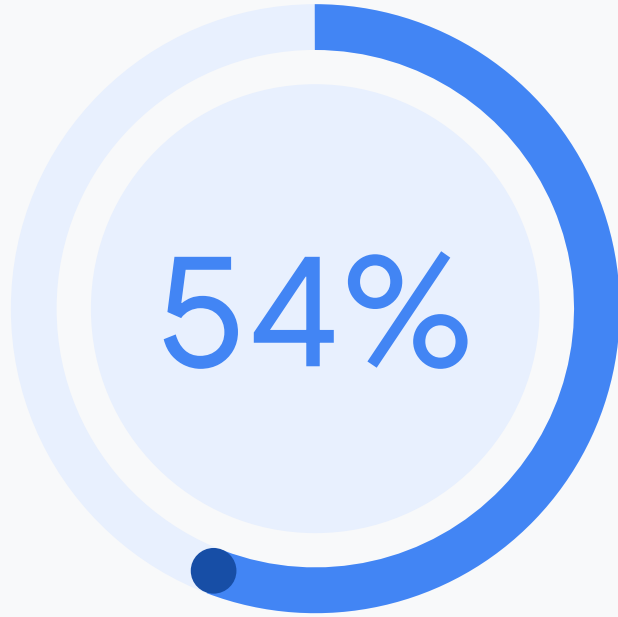


**Volume: 50**





**Volume: 0**



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





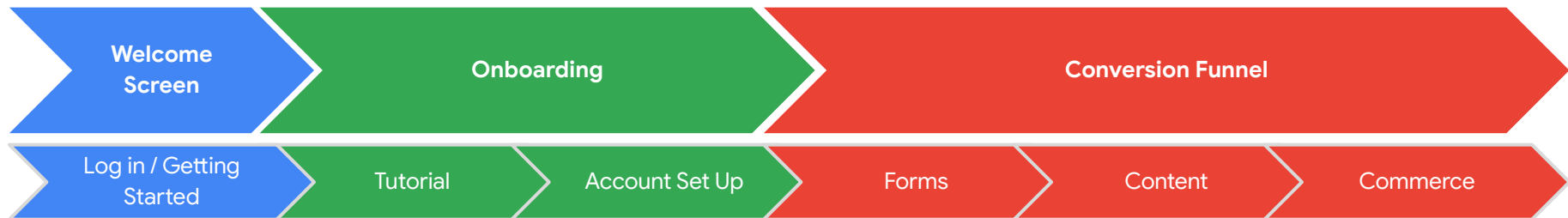




# Mobile App UX playbook at a glance

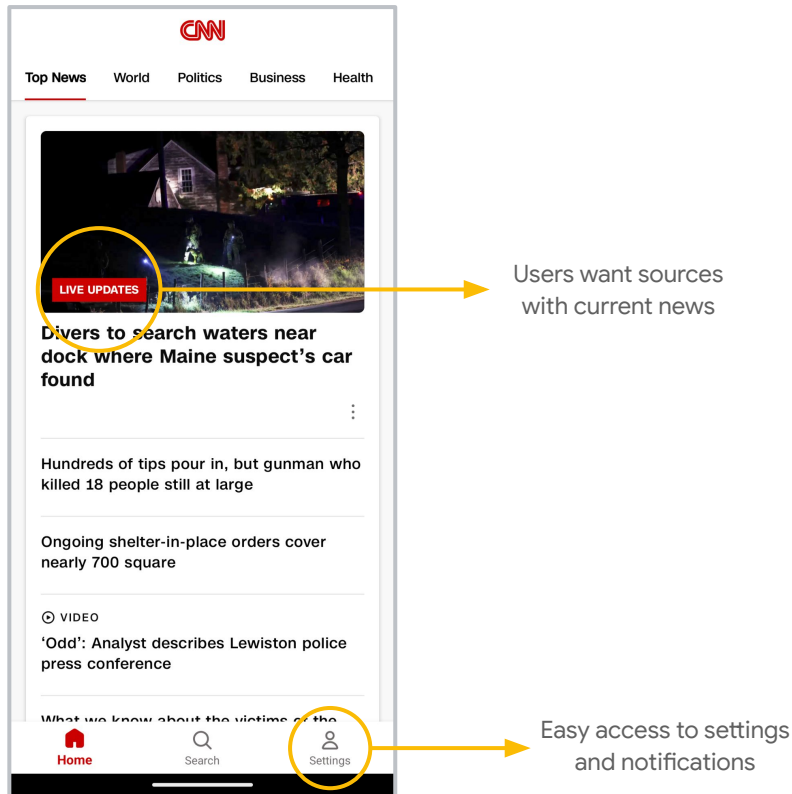
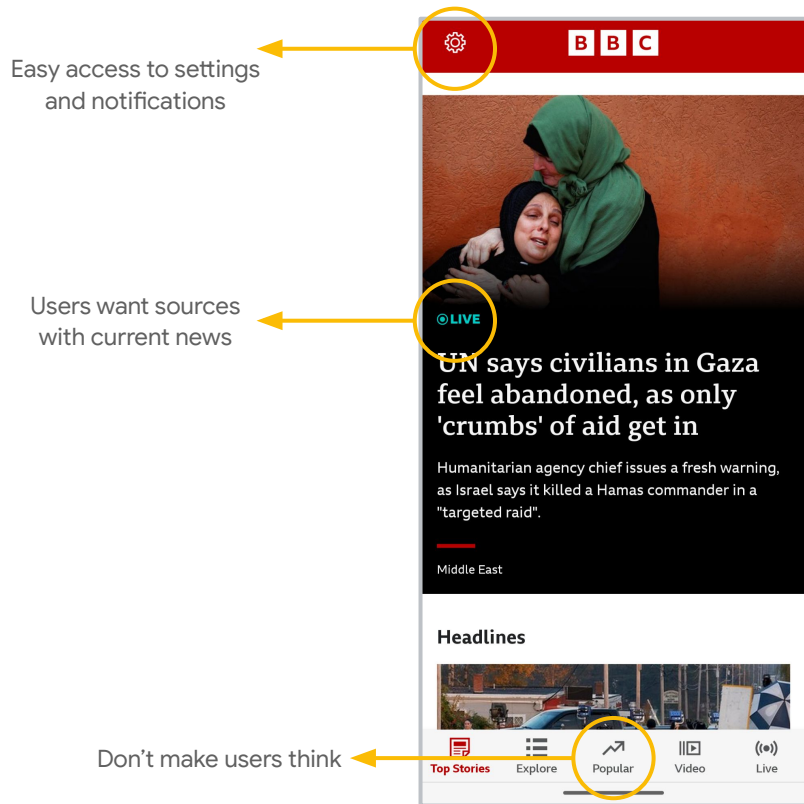
Creating frictionless app user experiences across the funnel

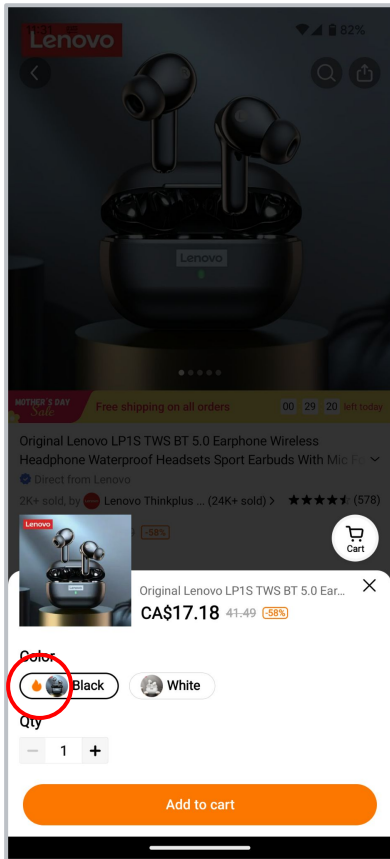
After looking at several hundred mobile apps, we realized that there were certain universal UX elements that helped create a frictionless app experience. This list aims to provide a checklist for improving your app UX experience across 6 key areas:



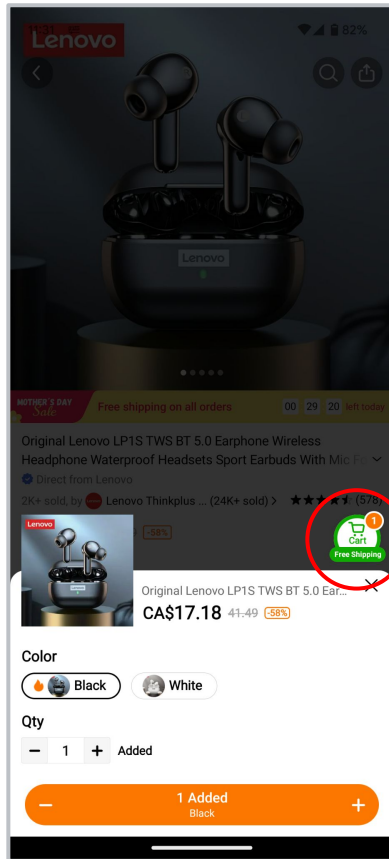
“AB is the original AI”

# 2024 Themes

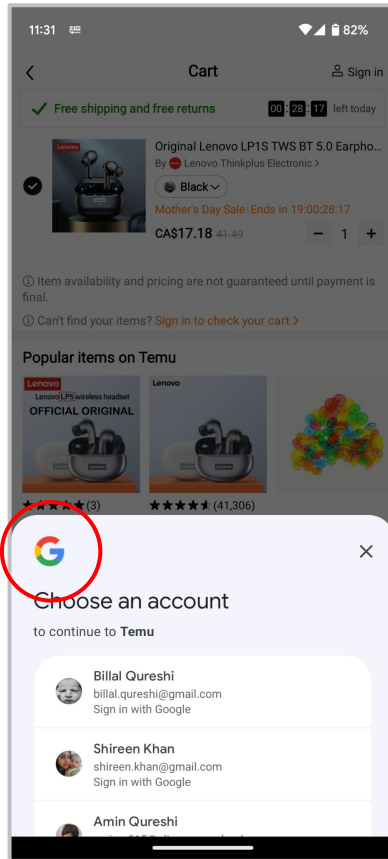




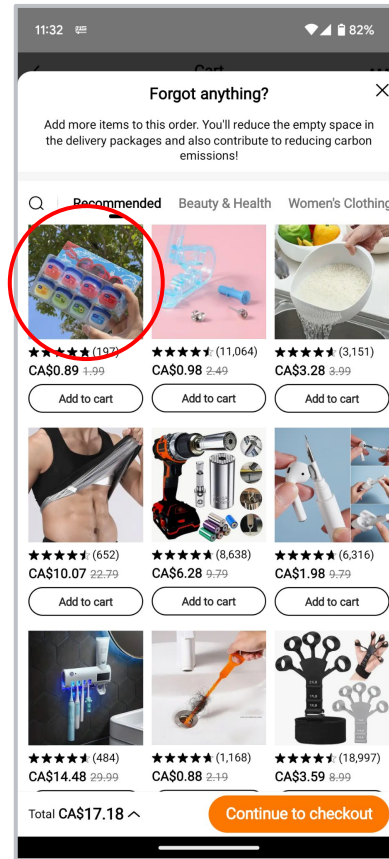
Social proof to remove decision fatigue



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.**



Order confirmed

Hi John Fanous, your order is confirmed! We're getting your order ready for shipping as soon as possible. We will notify you when it is shipped. If delivered **after Mar 26**, you will get a **CA\$5 credit** within 48 hours.

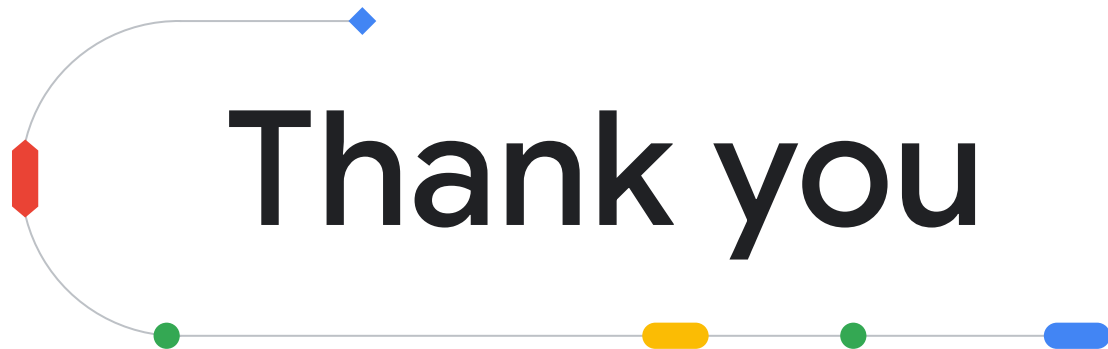
Ship to:

4141 Highway 101

Scarborough, ON M1S 4B8 Canada

**Delivery: Mar 19-26**

Get a CA\$5 credit within 48 hours if delivered after Mar 26



Thank you

