“[iPhone] designs are obvious and shouldn’t be protected”
“...and we are calling it iPhone.”
smartphone users making voice calls weekly

- 2012: 96%
- 2013: 80%
- 2014: 60%
- 2015: 40%
- 2016: 20%

69%
INTERNET COMMUNICATOR

Source: http://www.ericsson.com/mobility-report
One Out of Three Ain’t Bad

IPOD

PHONE

INTERNET COMMUNICATOR
“Apple [...] would sometimes review 50 different refinements of a single hardware button.”
Design is only obvious in retrospect.
sooo much better. It was truly confusing before.

9:03 AM - 15 Aug 2016

seriously the new apple maps are a breath of fresh air in the apple ecosystem

BEFORE

AFTER

tap search to start

clear “Where do you want to go?” prompt
BEFORE

- Tap Route to start

AFTER

- Clear primary action: strong visual contrast & affordance (button)
BEFORE

separation of related content: destination & route/action below

AFTER

related content & actions no longer visually separated

clear primary action: strong visual contrast & affordance (button)
BEFORE

AFTER

bottom navigation menu
BEFORE

hamburger menu

BEFORE

INCREASE IN MENU ITEM USE
30%

AFTER

bottom navigation menu

AFTER

INCREASE ACTIONS OVERALL
9%

Source: http://tcrn.ch/1VIG17M
WHY A BOTTOM BAR?

Focus on core features/purpose
Grow critical engagement
Ergonomics
WHY A BOTTOM BAR?

Focus on core features/purpose
Grow critical engagement
Ergonomics
previous navigation was hidden under a toggle

and treated all features equally
Usage Survey

81%
USE COMMUNITIES 2-3 TIMES/WEEK

72%
USE COLLECTIONS 2-3 TIMES/WEEK

but our features weren’t all equally used

1.2M
Usage Survey

but our features weren’t all equally used

81%
USE COMMUNITIES 2-3 TIMES/WEEK

72%
USE COLLECTIONS 2-3 TIMES/WEEK

1.2M

1.2M

Google
and new users were overwhelmed by too many choices
Navigation Explorations
Used menu to right away to explore the rest of Google+ experience

 Liked how the menu brought focus to features they used most
WHY A BOTTOM BAR?

Focus on core features/purpose

Grow critical engagement

Ergonomics
Survival Analysis

ACTION

Followed Collection
Made Comment
Joined Community
Created Post
Shared Post
Plus 1 Post
Followed User
Was Followed
Etc.

strongest indicators of who comes back after 1st day
Survival Analysis

ACTION

Joined Community
Shared Post
Made Comment
Plus 1 Post
Followed Collection
Created Post
Followed User
Etc.

strongest indicators of who comes back after 3 weeks
so Collections & Communities are critical for engagement

what happened when we put them in a bottom navigation menu?
Daily Active Users

600% increase in DAUs on Collections screen
Daily Active Users

300% increase in Collection follows
we saw similar increases for Communities
Grow critical engagement

strongest indicator of returning after 1st day

Followed Collection
Made Comment
Joined Community
Created Post
Shared Post
Plus 1 Post
Followed User
Was Followed
Etc.

strongest indicator of returning after 3 weeks

Joined Community
Shared Post
Made Comment
Plus 1 Post
Followed Collection
Created Post
Followed User
Etc.
as we saw a huge impact on critical metrics when we added the bottom menu out of sight really was out of mind
WHY A BOTTOM BAR?

Focus on core features/purpose
Grow critical engagement
Ergonomics
Mobile Time Spent

- Small Phones: 8%
- Medium Phones: 85%
- Phablets: 334% (time spent growing the most)
- Small Tablets: 81%
- Full-Size Tablets: 26%

117% AVERAGE

Source: http://bit.ly/1Sz4TvS
Phablets market share increasing at the expense of tablets & phones.
OF ACTIVE SMARTPHONES HAVE 5.5”-6” SCREENS

2014: 7.5%
2017: 43%

Source: ScientiaMobile, Q2 2017
Global Device Orientation

Smartphones
3”-7” SCREENS
90% PORTRAIT

Small Tablets
7”-9” SCREENS
52% PORTRAIT

Large Tablets
9”-12” SCREENS
60% LANDSCAPE

Source: ScientiaMobile, Q2 2017
as phone size increases
getting to controls on top
is harder

WHY A BOTTOM BAR?

Focus on core features/purpose
Grow critical engagement
Ergonomics

this is all positive. what about the negative stuff?
COMPLAINT NO. 1
and easily our top complaint about the bottom menu

launched without having bottom menu hide when scrolling
hide header navigation...

...and bottom navigation
COMPLAINT NO. 2
That’s soooooooooo Anti-Material-Design

There are other non-iOS ways to have tabs on the screen. Such as...I dunno, ActionBar tabs like every other Android app?

Please don’t use iOS style to design Android Google+. Android is NOT iOS
bottom navigation menu
COMPLAINT NO. 3

This stupid gray bar at the bottom is a horrible thing.

We don’t like the bottom tab bar.

When are you killing the ugly black bar menu?
“I cannot give you the formula for success, but I can give you the formula for failure - which is: Try to please everybody.”

Herbert Bayard Swope
“Products without a point of view have no point.”

Steven Sinofsky
All this for an obvious design change?
1B
TOTAL IPHONES SOLD

$622B
IPHONE REVENUE 2007-2016
MOBILE DESIGN...

1. Obvious in retrospect
   UNDERSTAND WHY DESIGNS WORK
   DON’T JUST COPY “PATTERNS”

2. Requires iteration
   INFORMED BY INSIGHTS
   BOTH QUANTITATIVE & QUALITATIVE

3. Won’t please everyone
   HAVE A POINT OF VIEW
   IMPACTFUL CHANGES AREN’T ALWAYS POPULAR