

# OBVIOUS

## ALWAYS WINS



LUKE WROBLEWSKI

AN EVENT APART 2017

**LUKEW**  
IDEATION + DESIGN

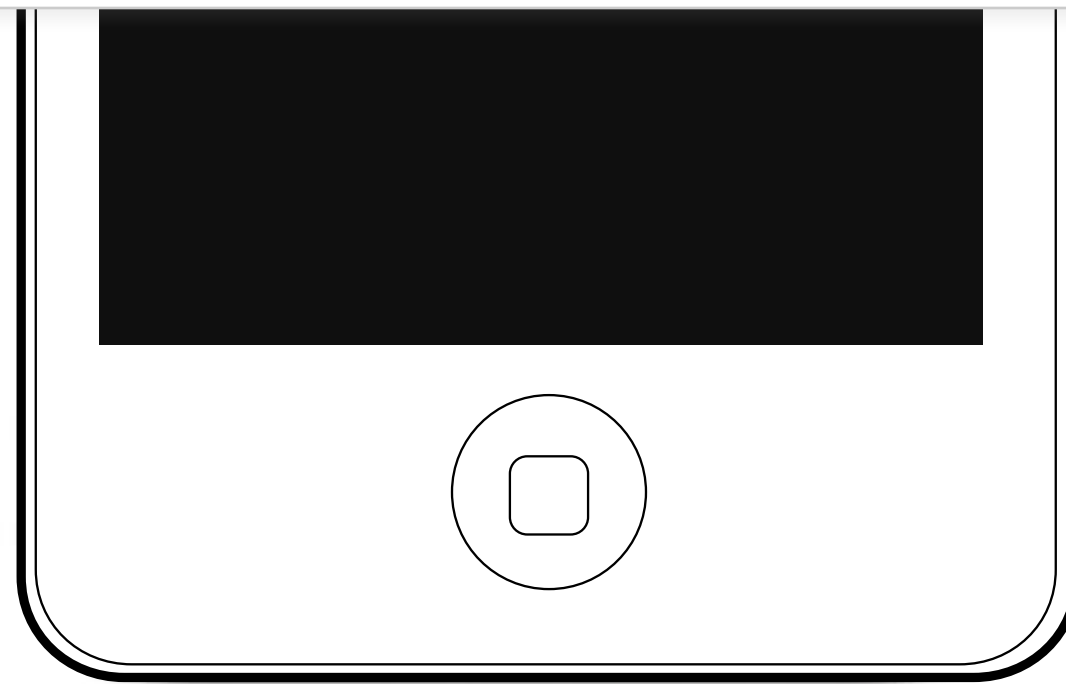


VS





“[iPhone] designs are obvious and  
shouldn't be protected”







All together now



“...and we are calling it iPhone.”

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IPOD



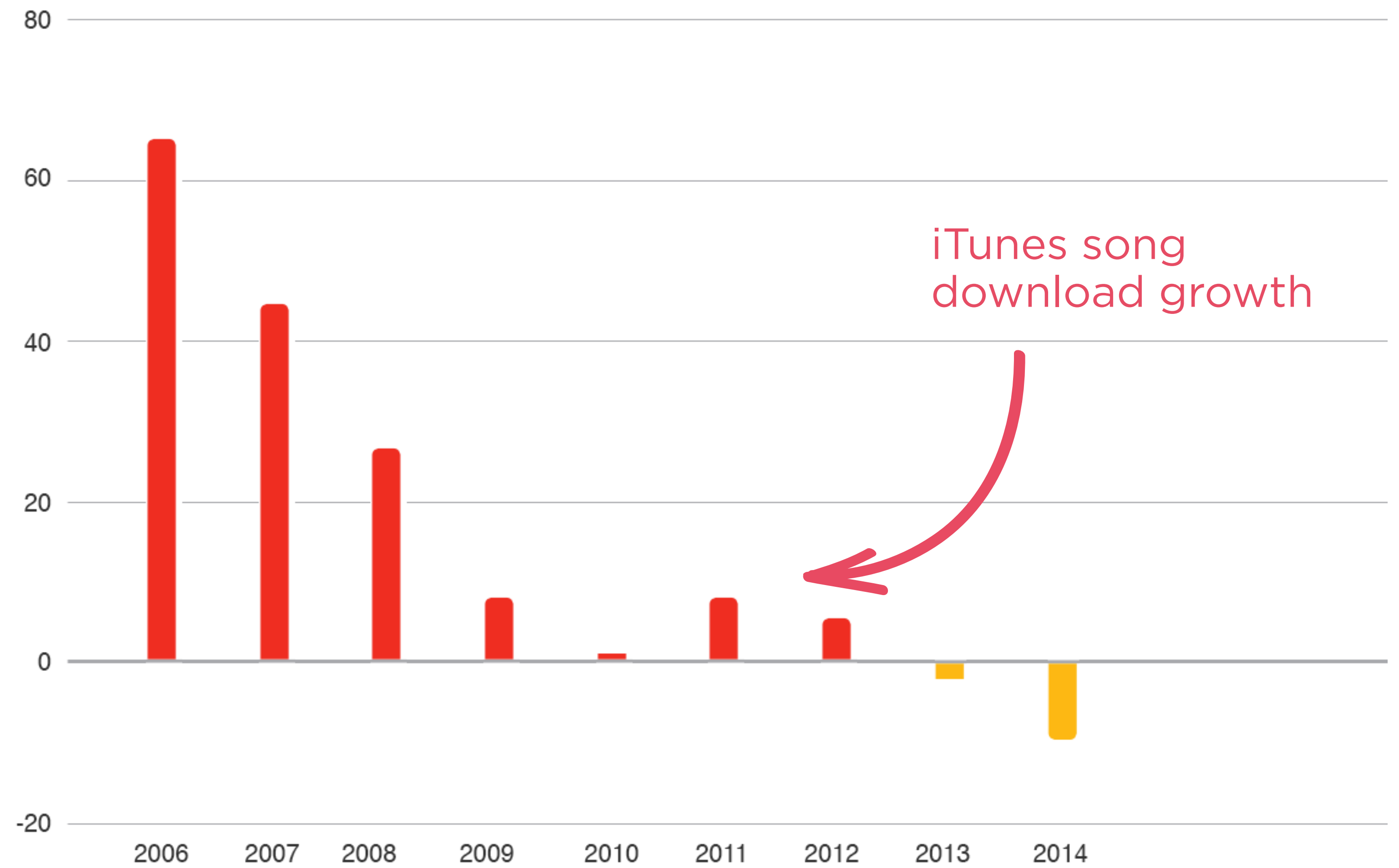
PHONE



INTERNET COMMUNICATOR

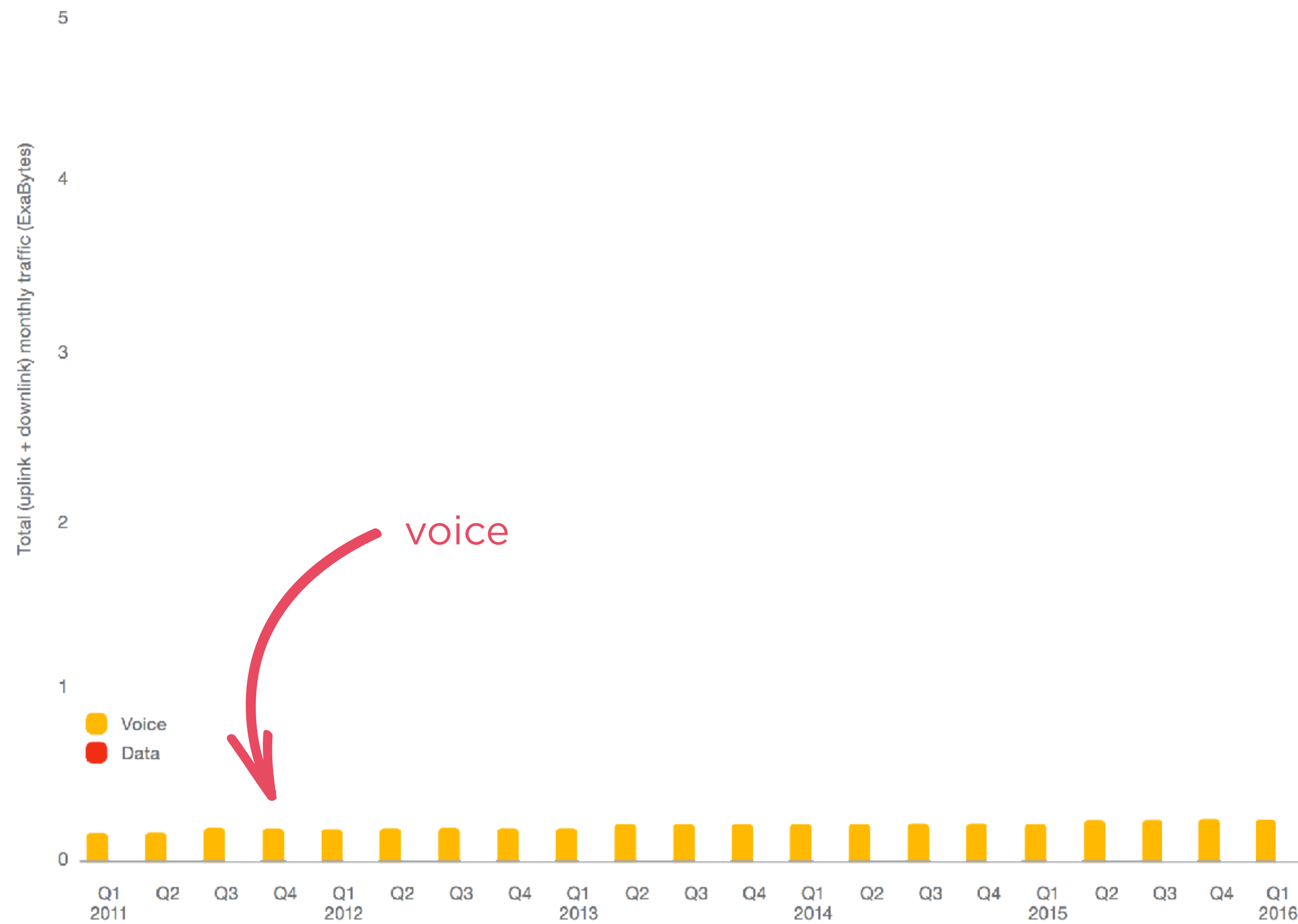


IPOD





PHONE

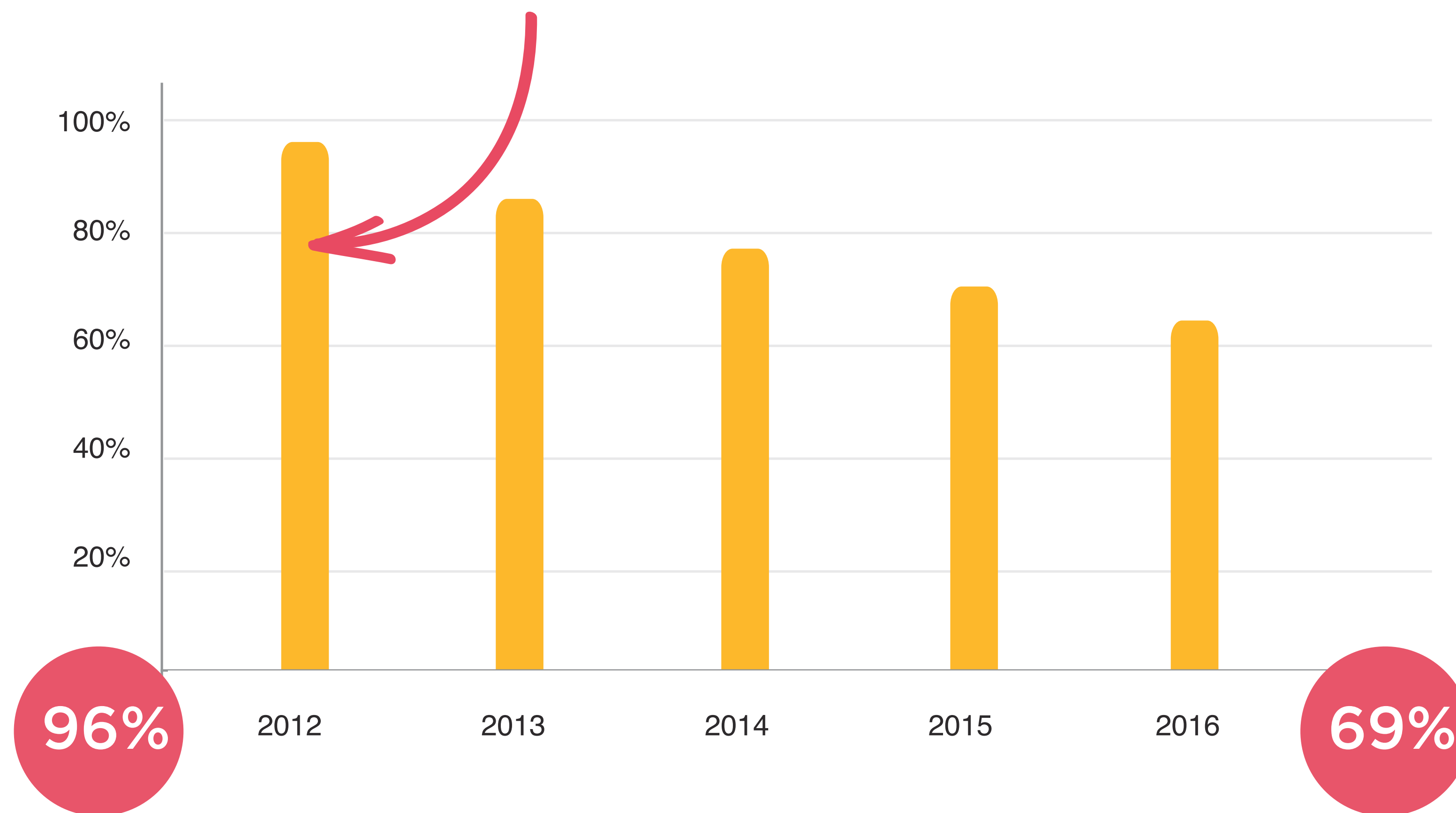






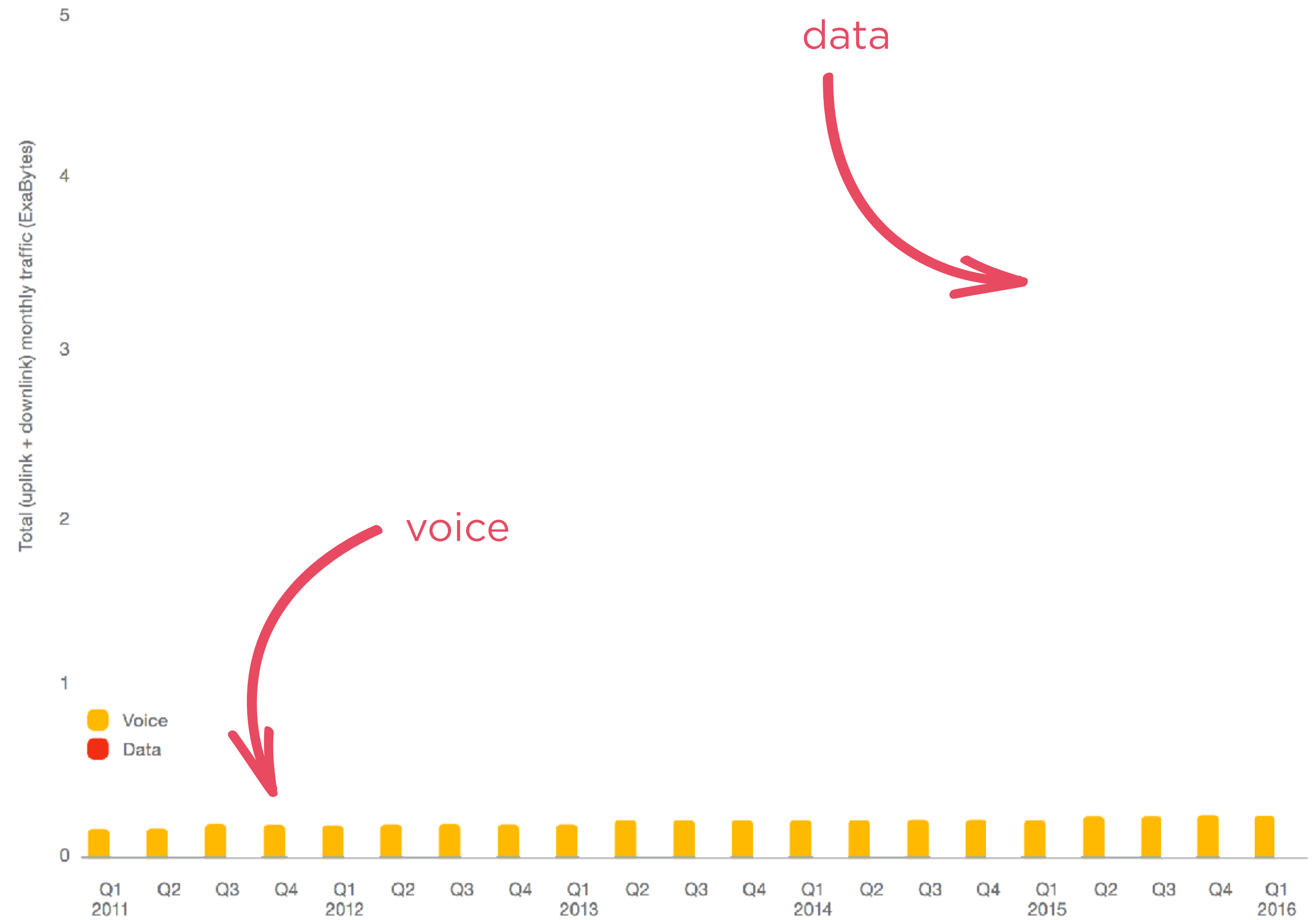
PHONE

smartphone users making  
voice calls weekly



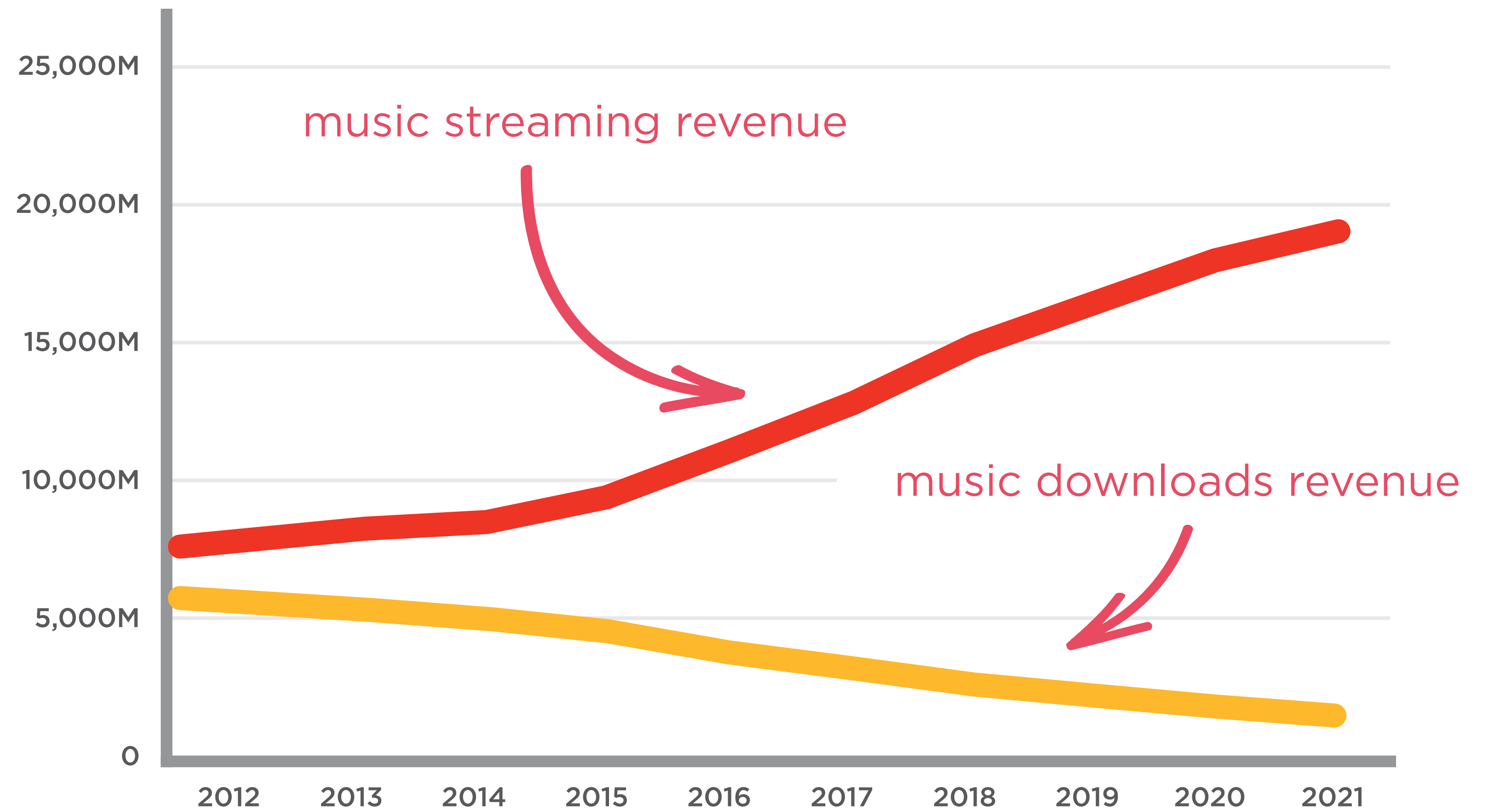


## INTERNET COMMUNICATOR





INTERNET  
COMMUNICATOR





# One Out of Three Ain't Bad

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IPOD



PHONE



INTERNET COMMUNICATOR



VS







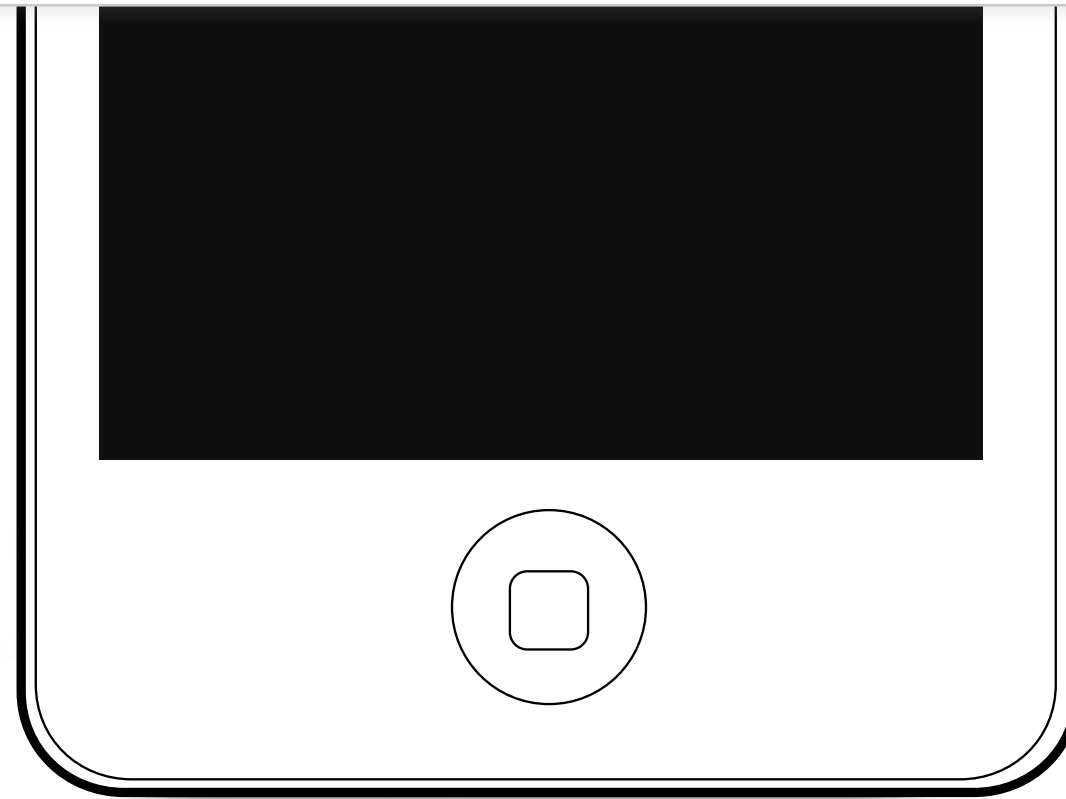


“Apple [...] would sometimes review 50 different refinements of a single hardware button.”

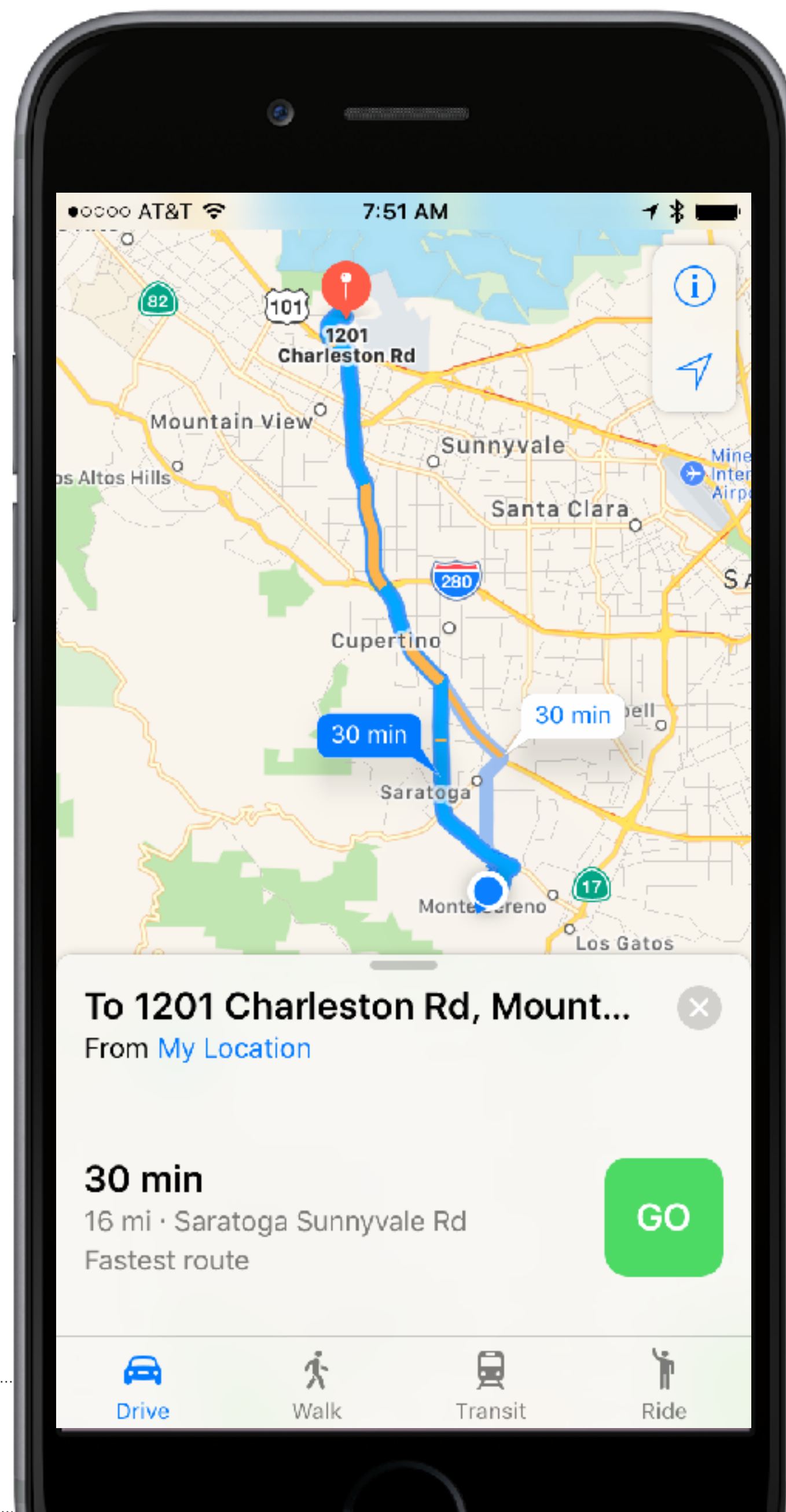




Design is only obvious in retrospect.





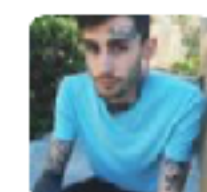


**Michael Kneprath**

@mkneprath

sooo much better. It was truly confusing before.

9:03 AM - 15 Aug 2016



**Christopher**

@hvllows

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

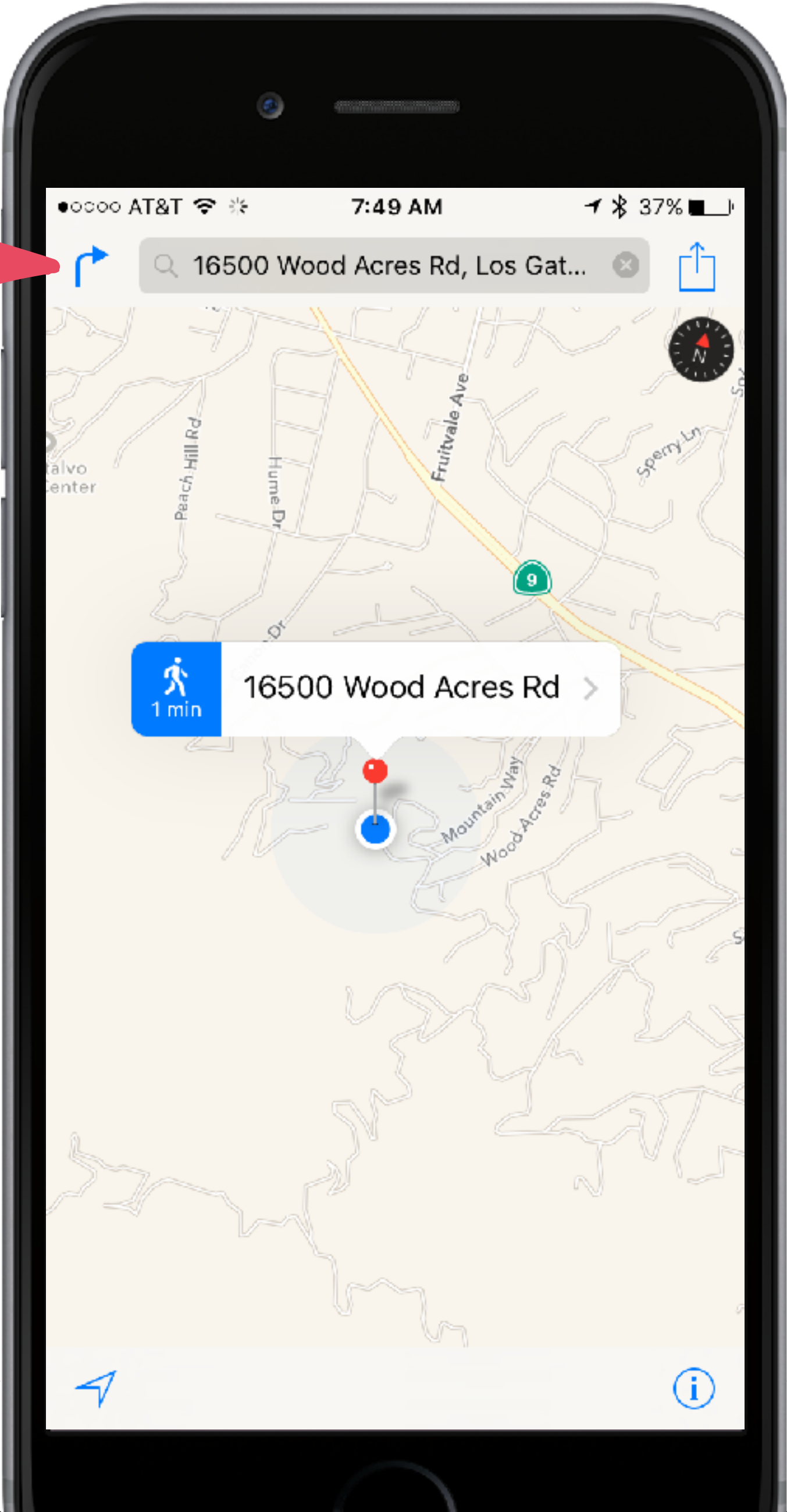
9:33 AM - 15 Aug 2016



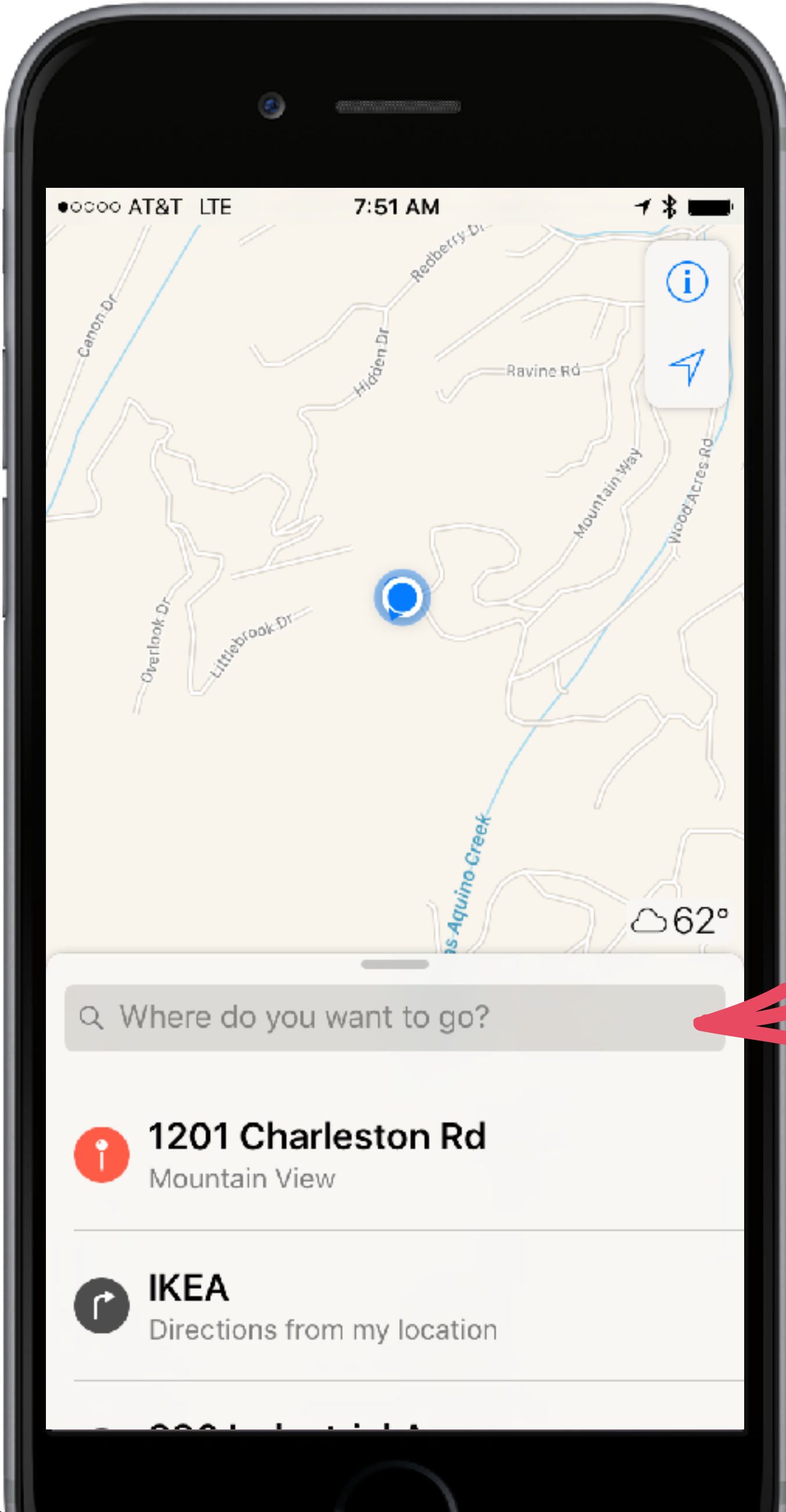
BEFORE

AFTER

tap search to start

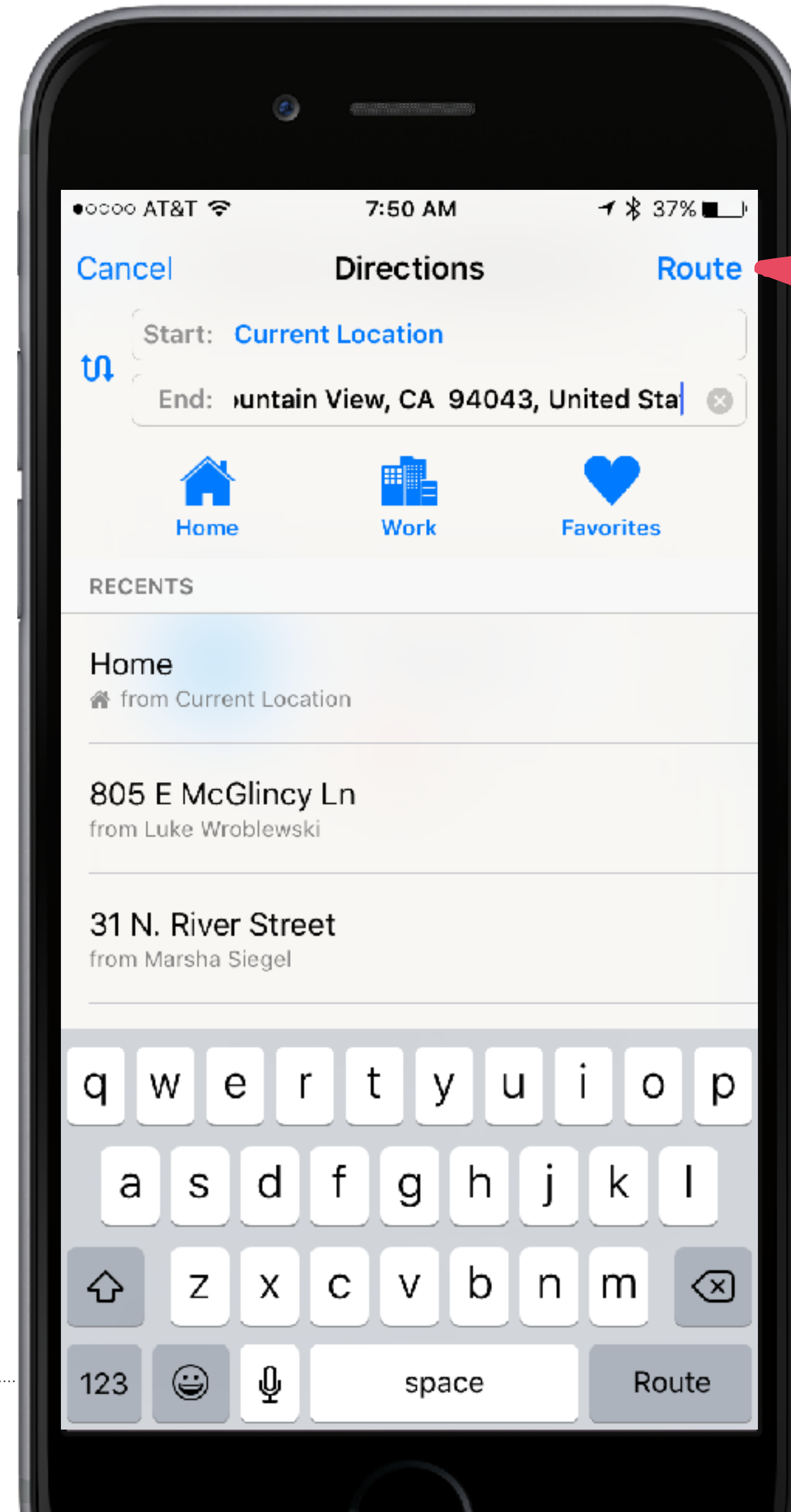


clear "Where do you want to go?" prompt

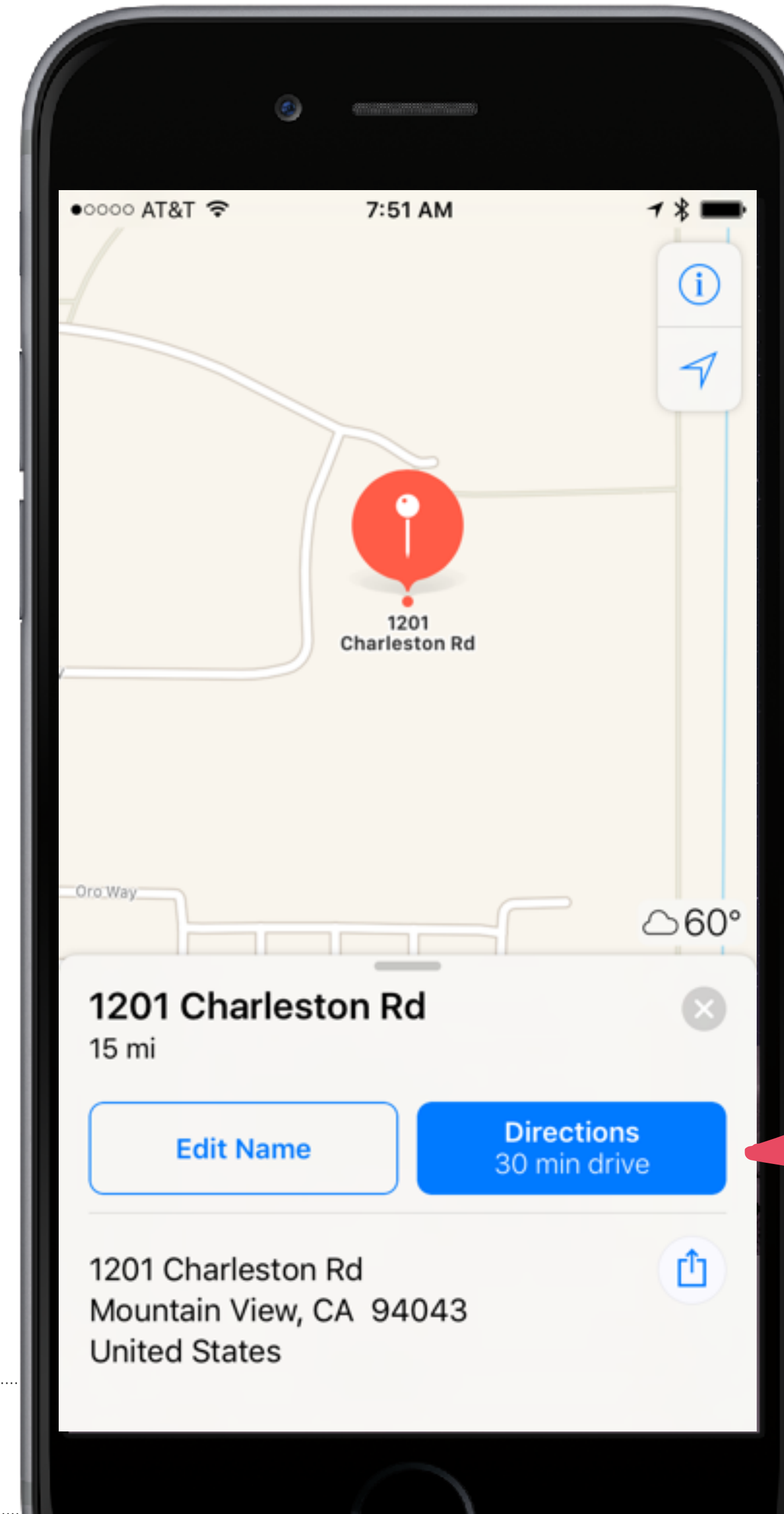


BEFORE

AFTER



tap Route to start



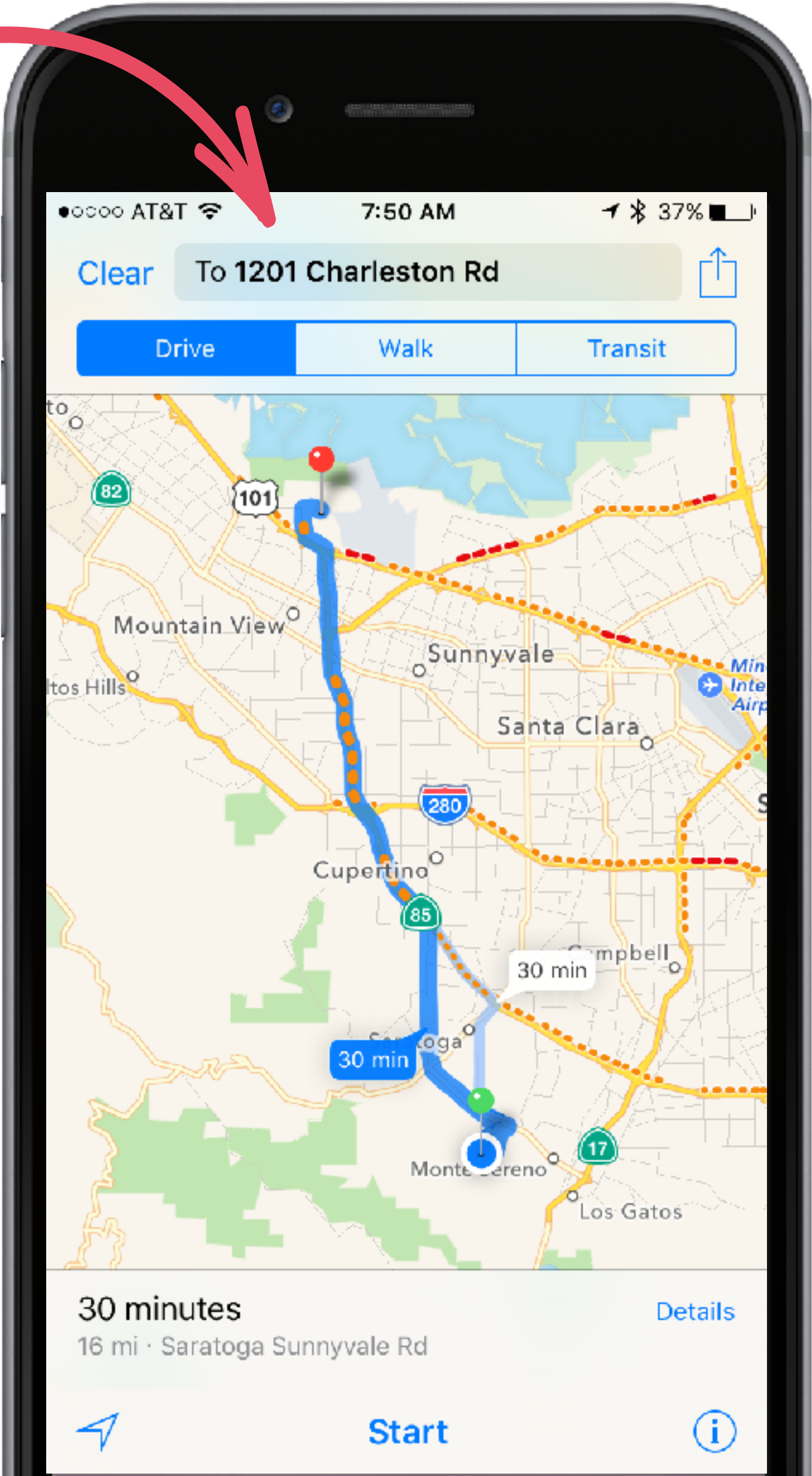
clear primary action:  
strong visual contrast  
& affordance (button)



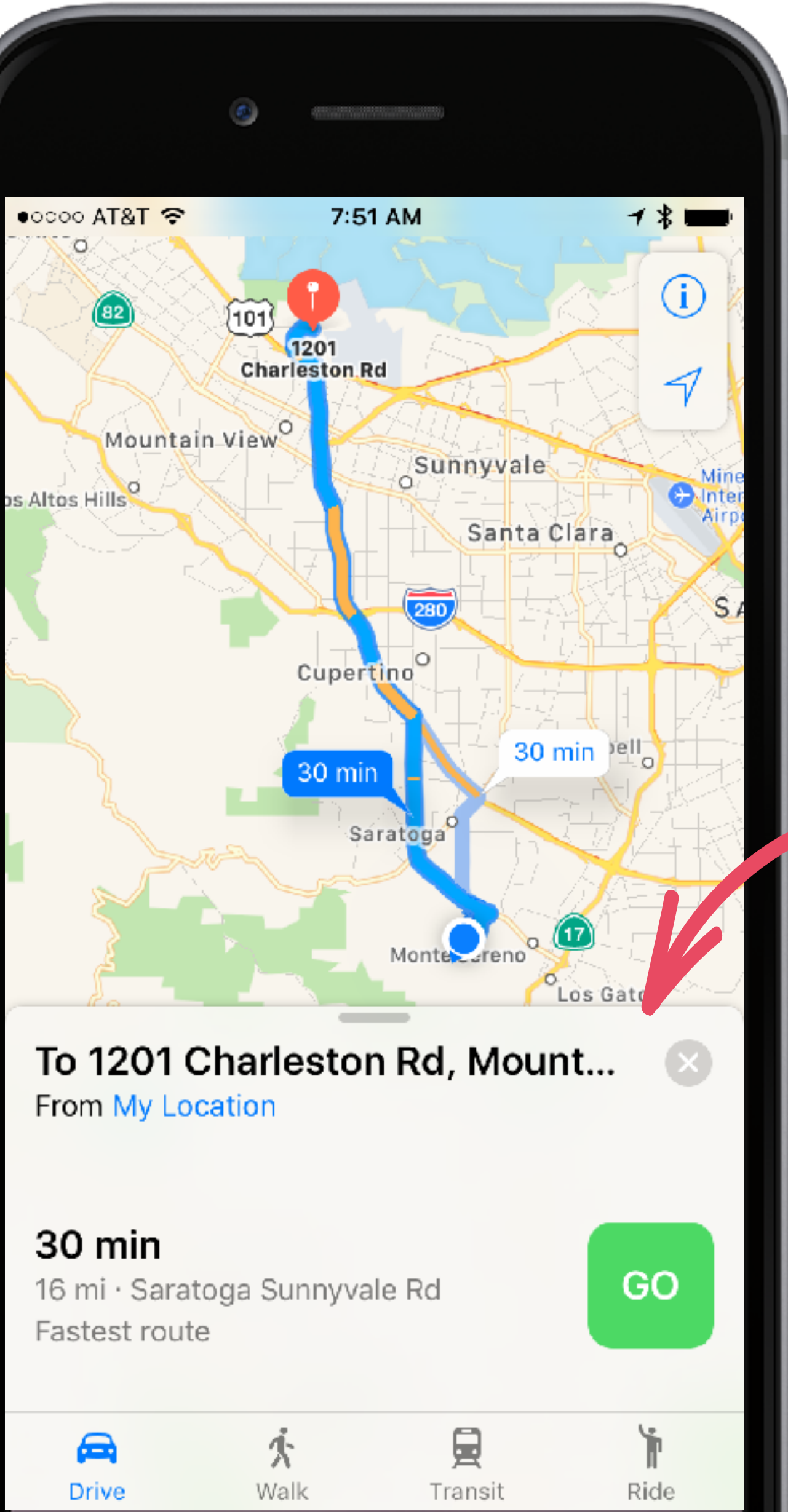
BEFORE

AFTER

separation of related content: destination & route/action below



related content & actions no longer visually separated



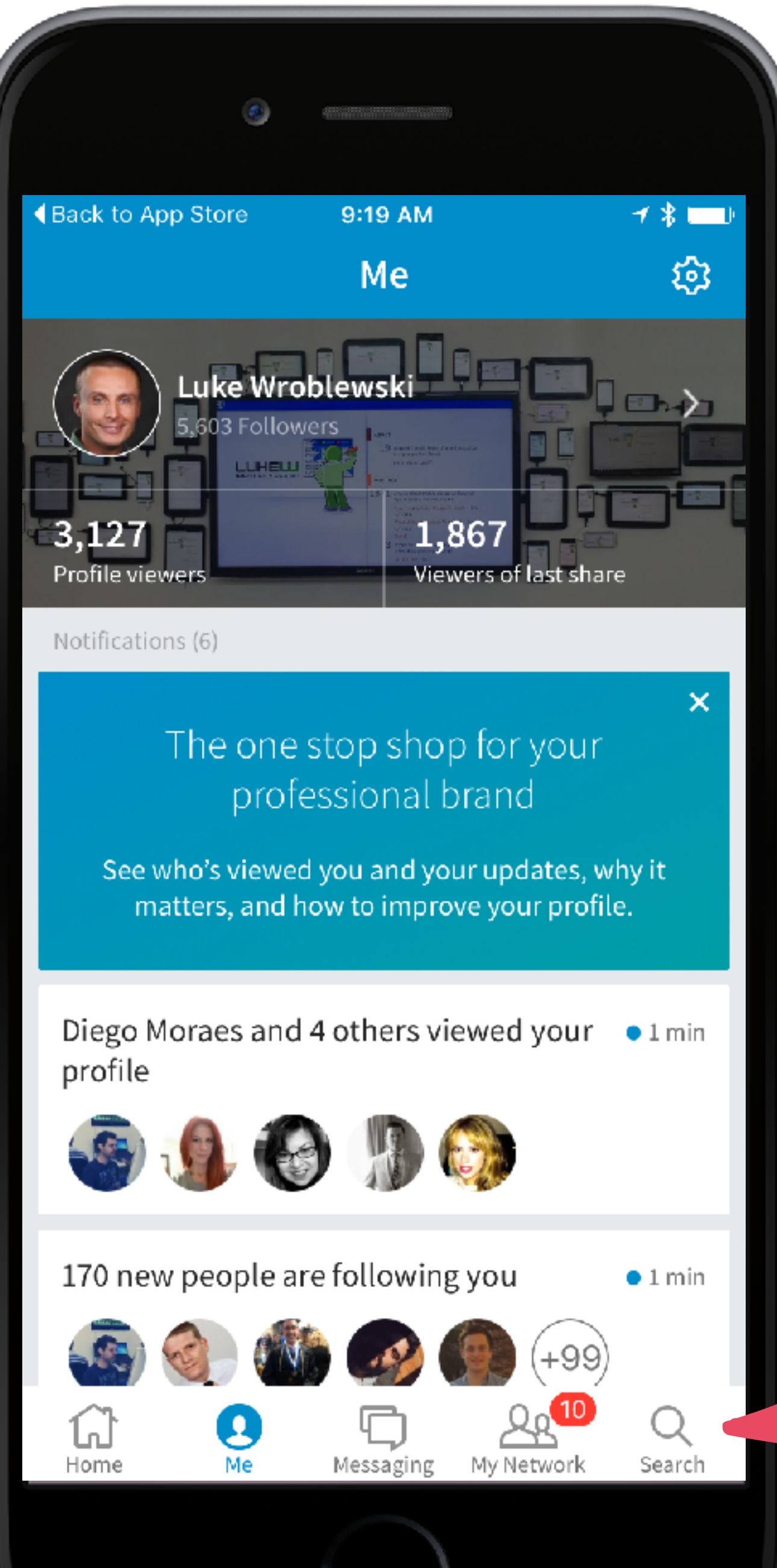
clear primary action: strong visual contrast & affordance (button)



BEFORE

AFTER

logo/overflow  
menu



bottom  
navigation menu

BEFORE

AFTER

Ratings and Reviews

Current Version

All Versions

★★★★★

230,872 Ratings

★★★★★

★★★★★

★★★★★

★★★★★

★★★★★

★★★★★

8:35 AM

✕

+

◀

▶

☰

Buying Format

Condition

Price

LEGO Star Wars Lego R2-Q5 Black Astro-Mech Droid

\$10.99

or Best Offer

Free

LEGO Star Wars ~T7-01 Astro Mech Droid~ 9497 Republic \*Authentic Minifigure\*

\$12.00

Free

Lego Star Wars Minifigure Lot of 5 Unique Astro Mechs - R2-D2 R2-D5 R5-D4 R2-Q2

\$22.99

Free

Lego Star Wars Two Astro Mech Droids R2-D2 Original & One from set 10188 ~ Nice!

\$8.98

+ \$2.85

6 Results

Home

Search

My eBay

Sell

Cart

bottom navigation menu

Ratings and Reviews

Current Version

All Versions

★★★★★

1,223 Ratings

★★★★★

★★★★★

★★★★★

★★★★★

★★★★★

★★★★★

12:28 PM

🔍

lego star wars mech

🛒

Sort

Refine

LEGO Star Wars Lego R2-Q5 Black Astro-Mech Droid

\$10.99

or Best Offer

Free

LEGO Star Wars ~T7-01 Astro Mech Droid~ 9497 Republic \*Authentic Minifigure\*

\$12.00

Free

Lego Star Wars Minifigure Lot of 5 Unique Astro Mechs - R2-D2 R2-D5 R5-D4 R2-Q2

\$22.99

Free

Lego Star Wars Two Astro Mech Droids R2-D2 Original & One from set 10188 ~ Nice!

\$8.98

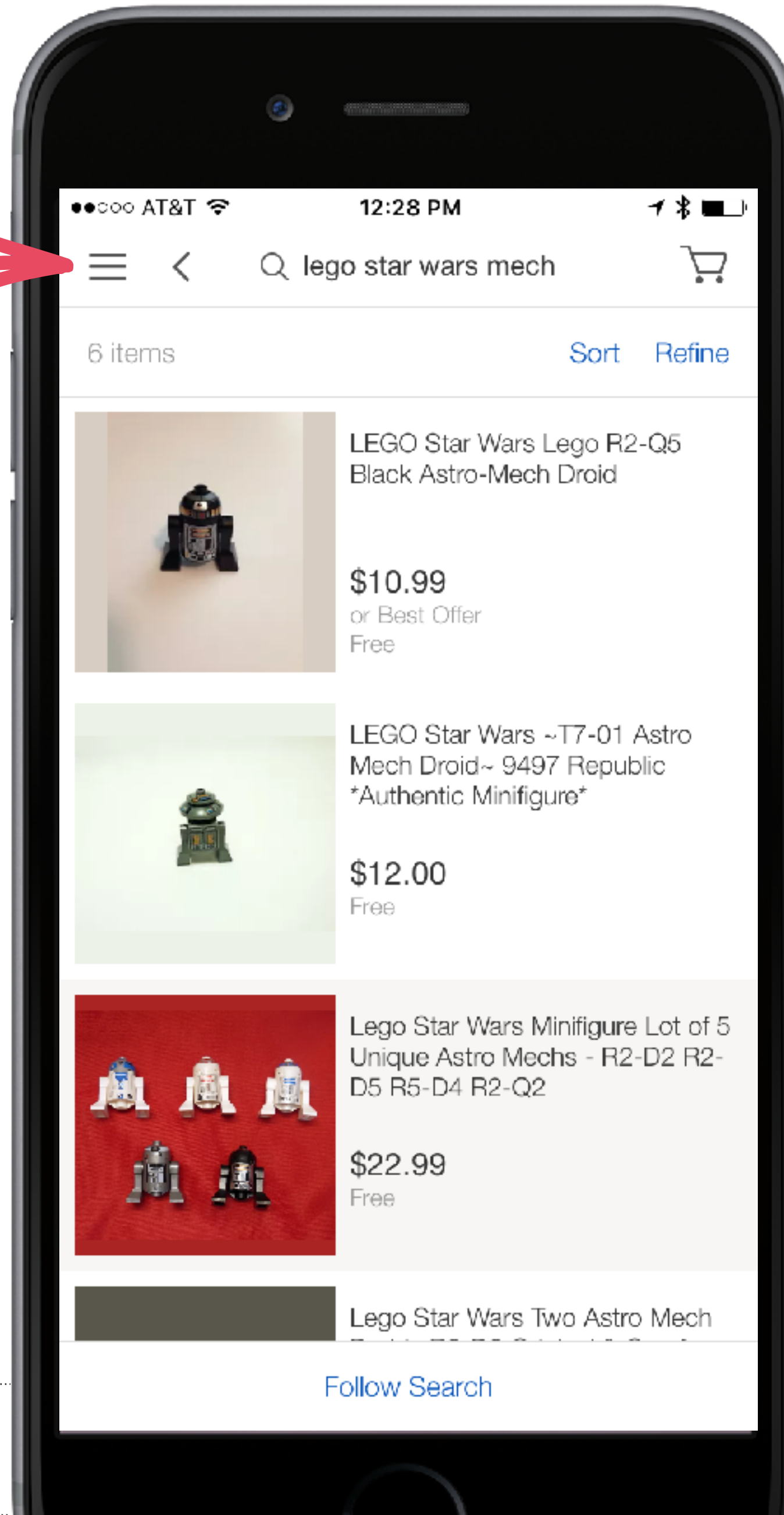
+ \$2.85

Follow Search



AFTER

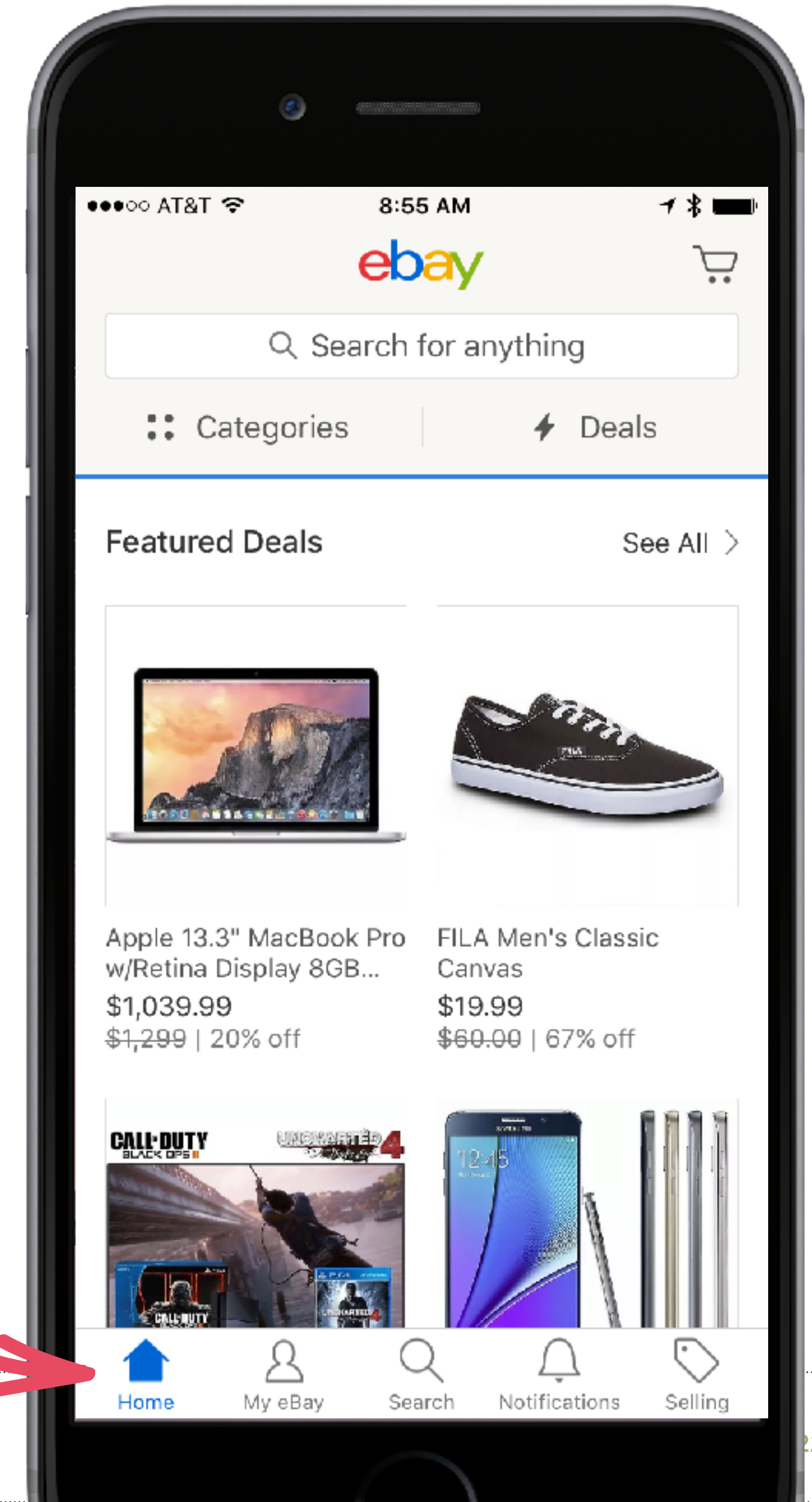
hamburger menu



Google

AFTER

bottom navigation menu

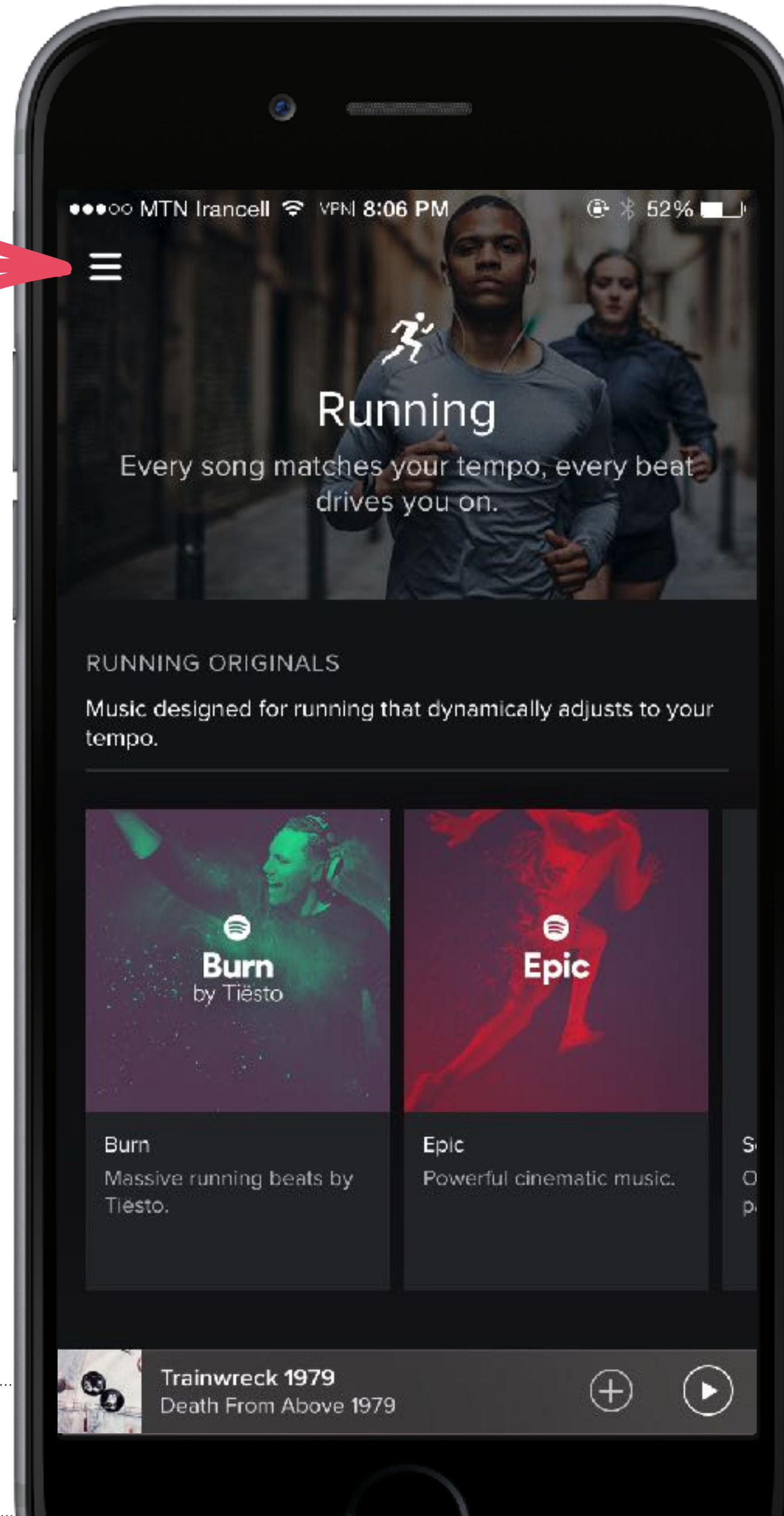




BEFORE

AFTER

hamburger menu



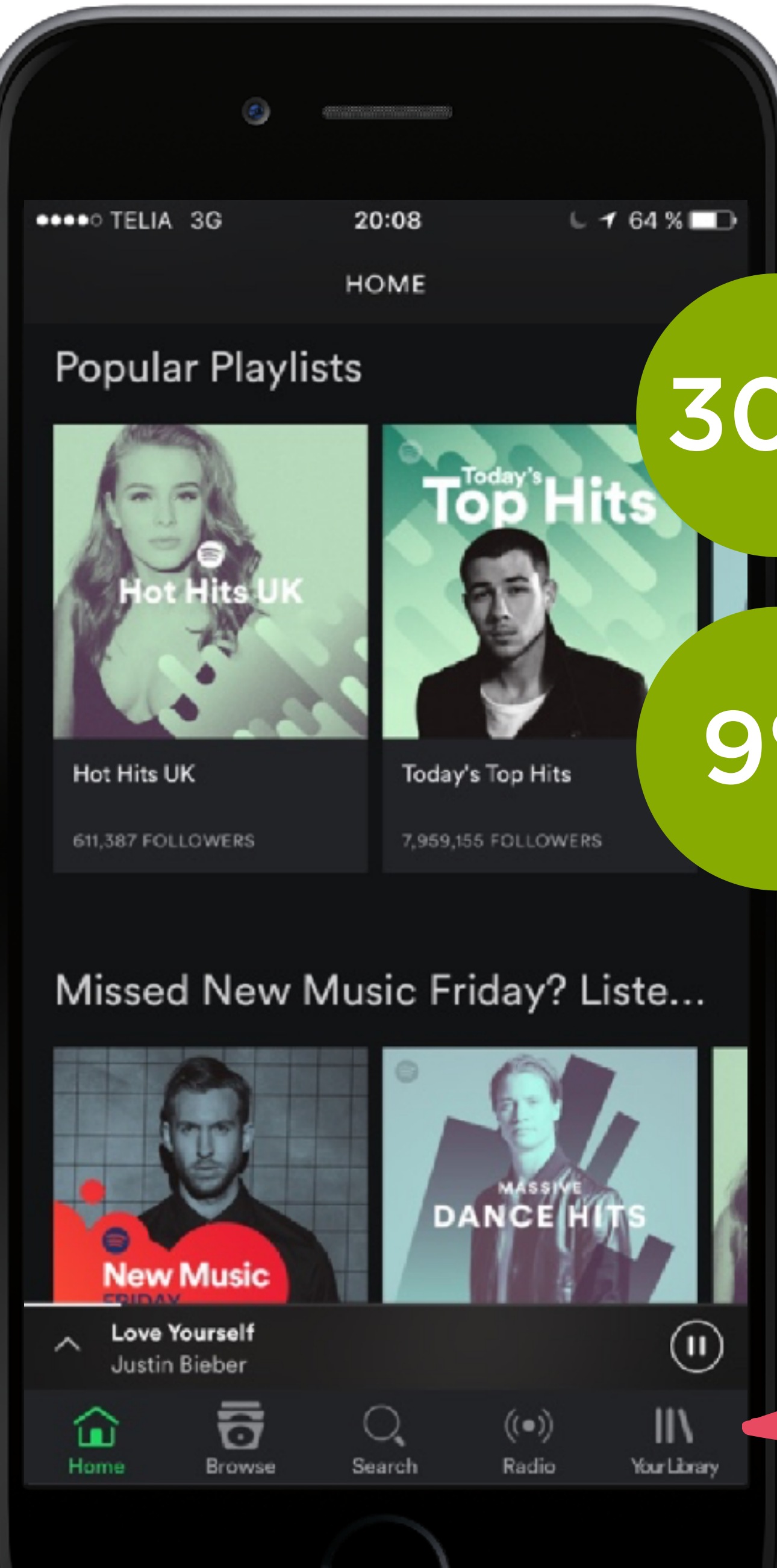
30%

INCREASE IN MENU  
ITEM USE

9%

INCREASE ACTIONS  
OVERALL

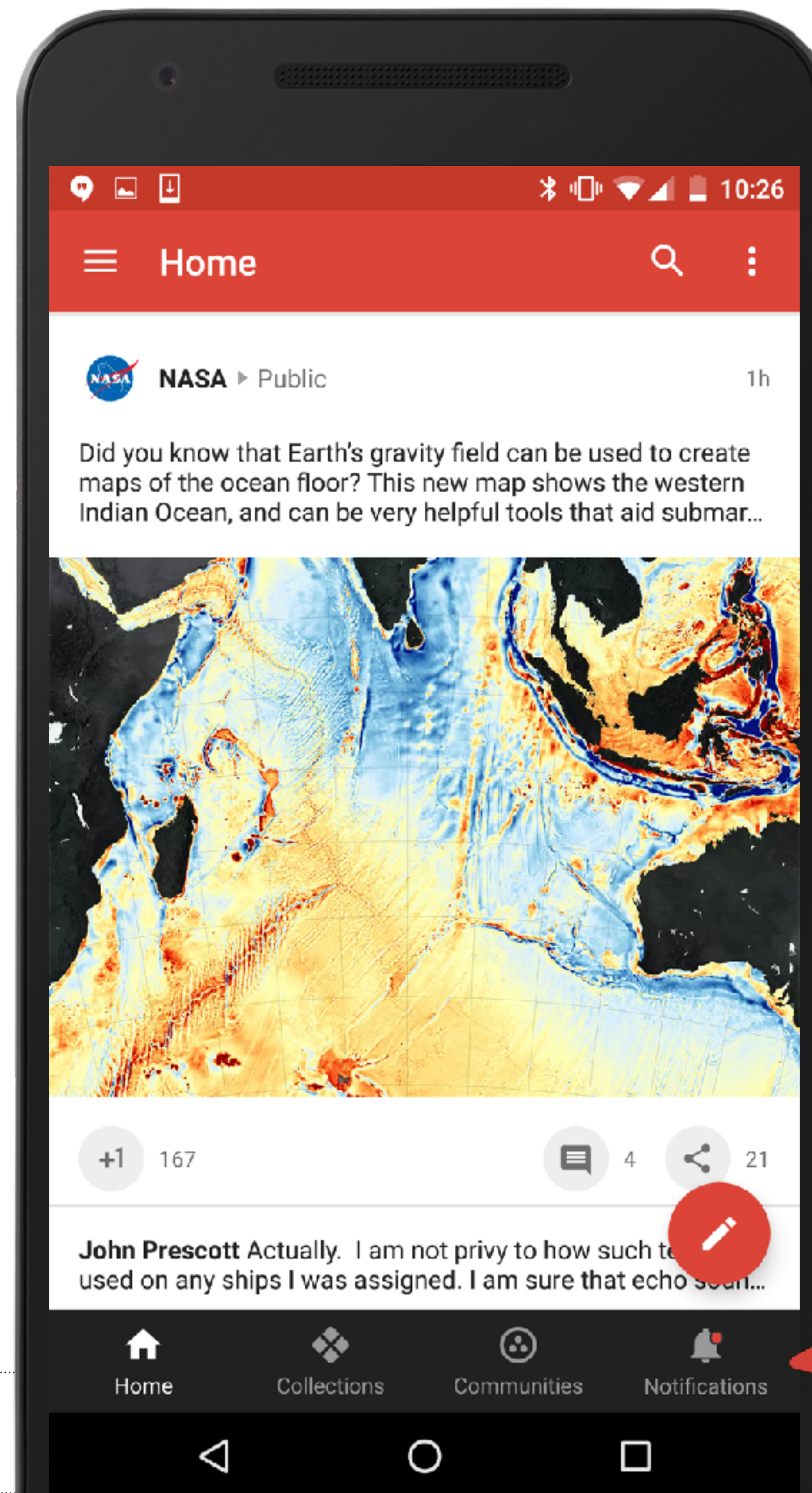
bottom  
navigation menu







ANDROID APP



bottom navigation menu



## WHY A BOTTOM BAR?

Focus on core features/purpose

Grow critical engagement

Ergonomics



## WHY A BOTTOM BAR?

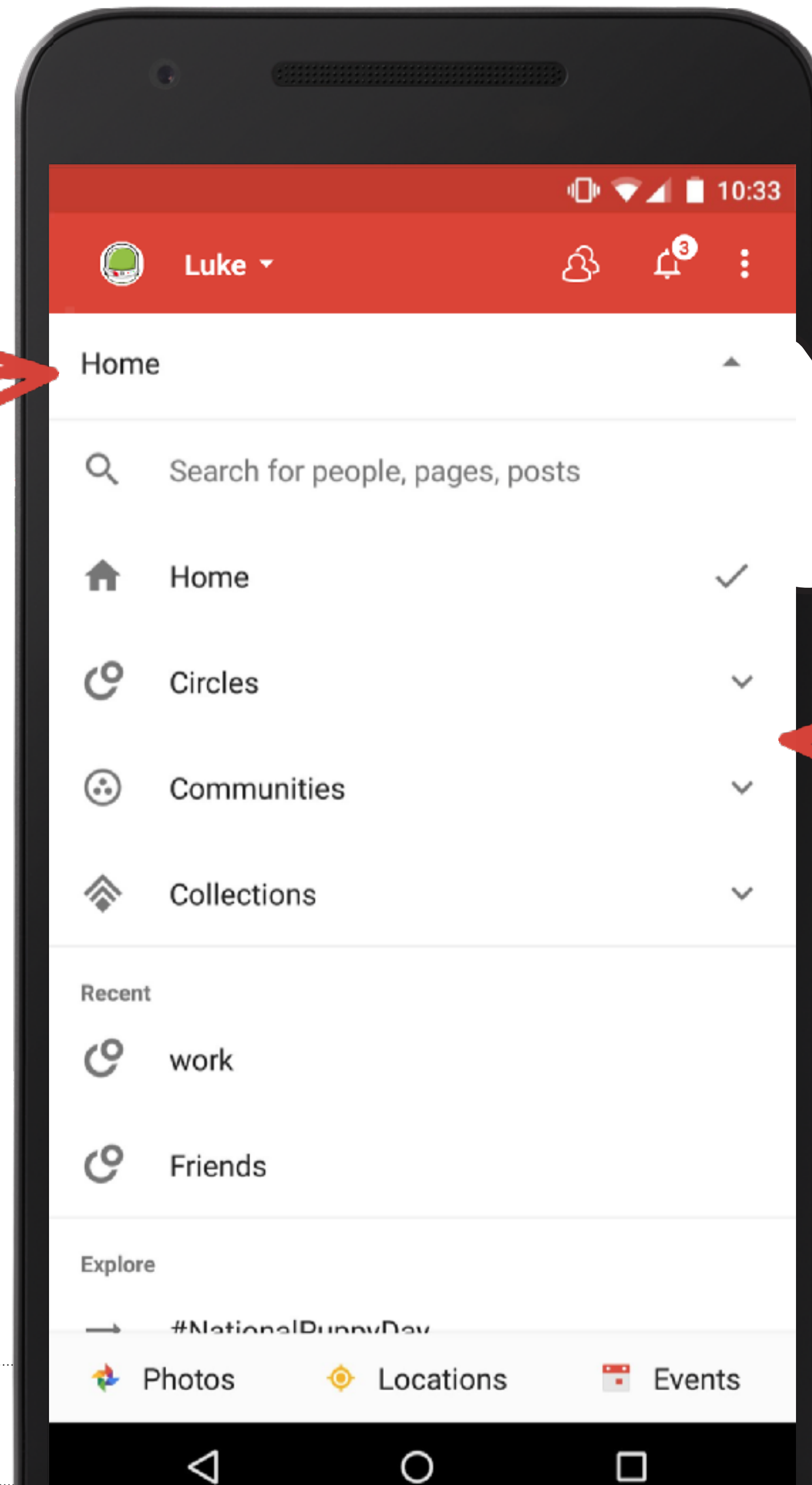
**Focus on core features/purpose**

Grow critical engagement

Ergonomics



previous navigation  
was hidden under a  
toggle



and treated all  
features equally

but our features  
weren't all equally used

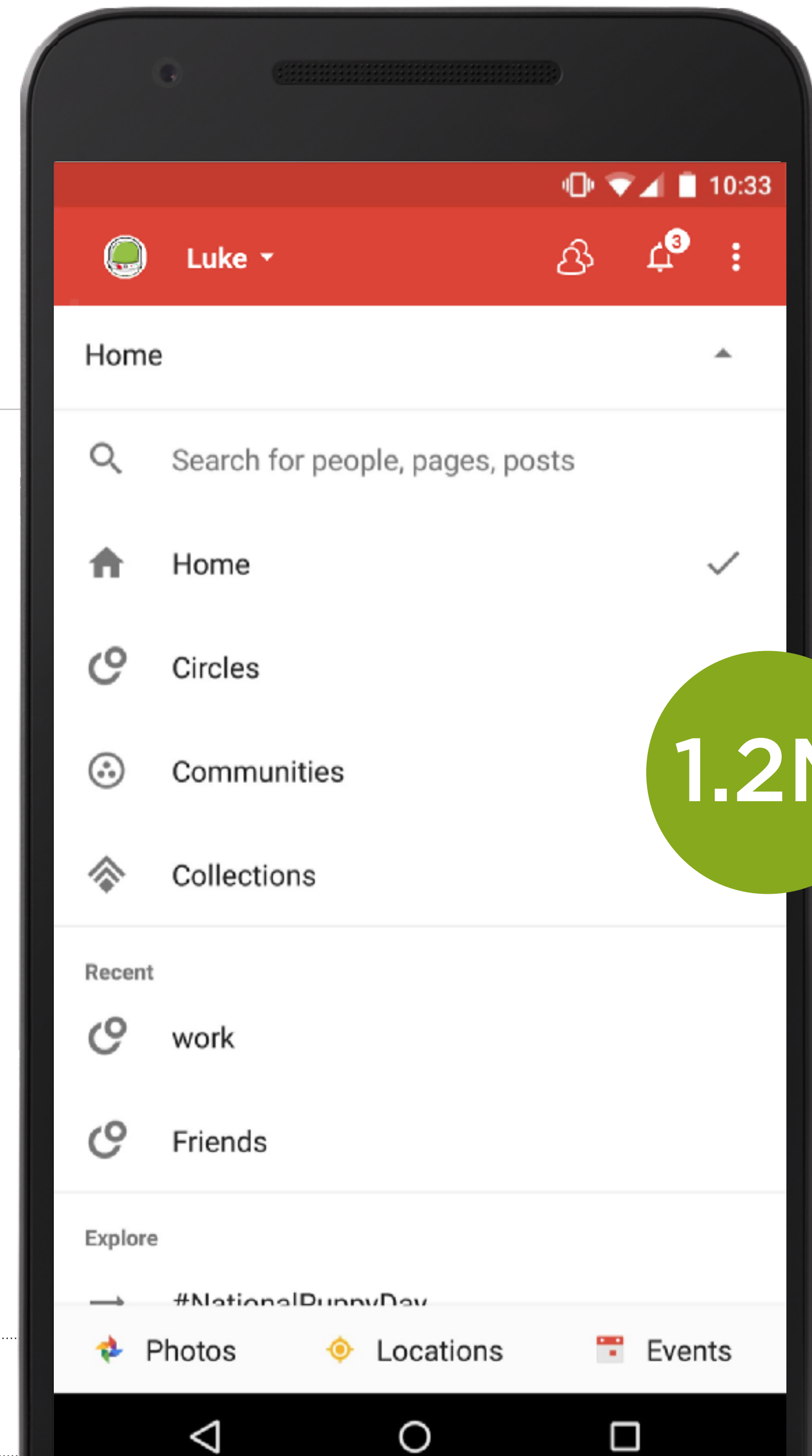
# Usage Survey

81%

USE COMMUNITIES 2-3  
TIMES/WEEK

72%

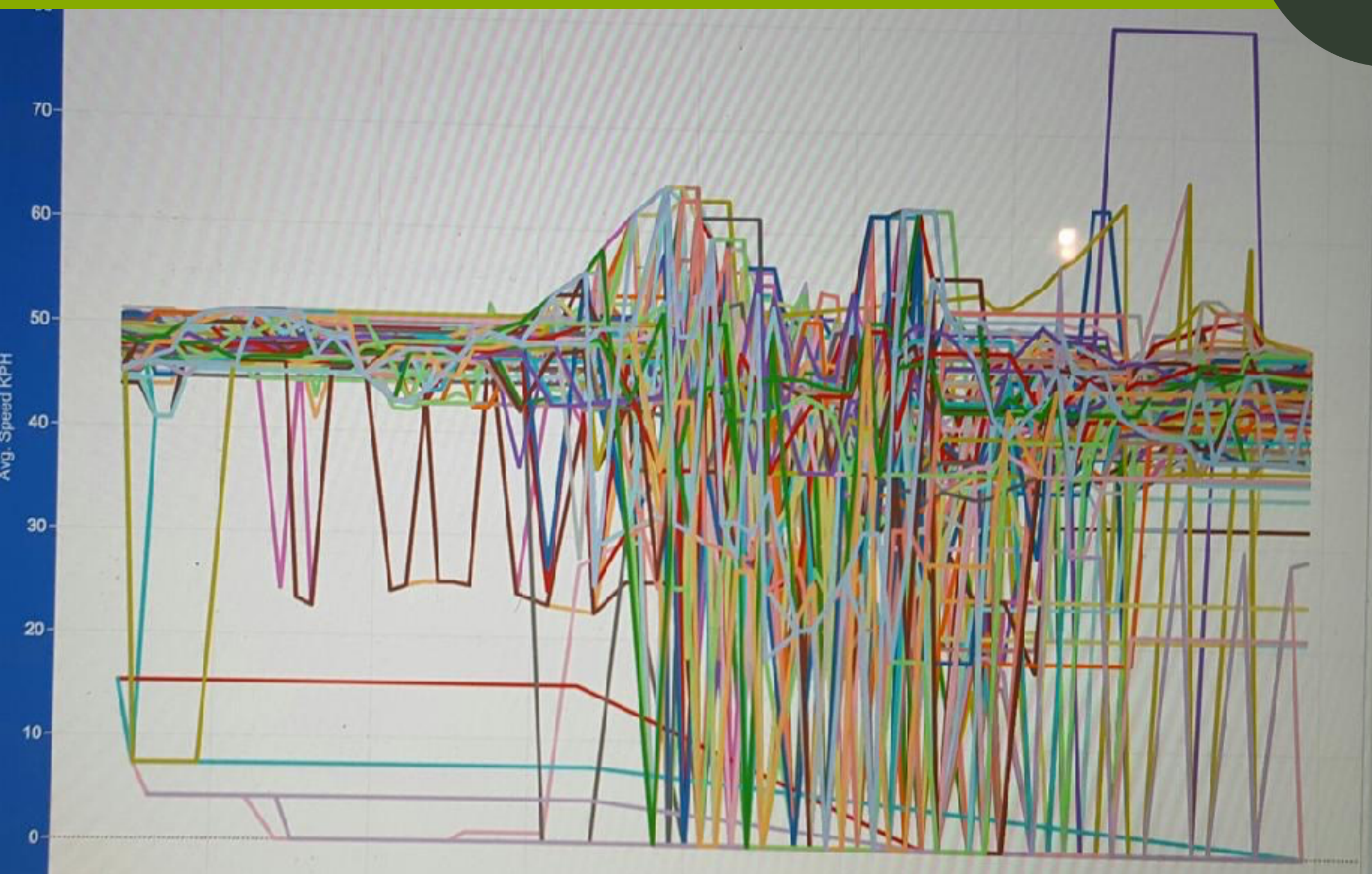
USE COLLECTIONS 2-3  
TIMES/WEEK



1.2M



# QUANT & QUAL





but our features  
weren't all equally used

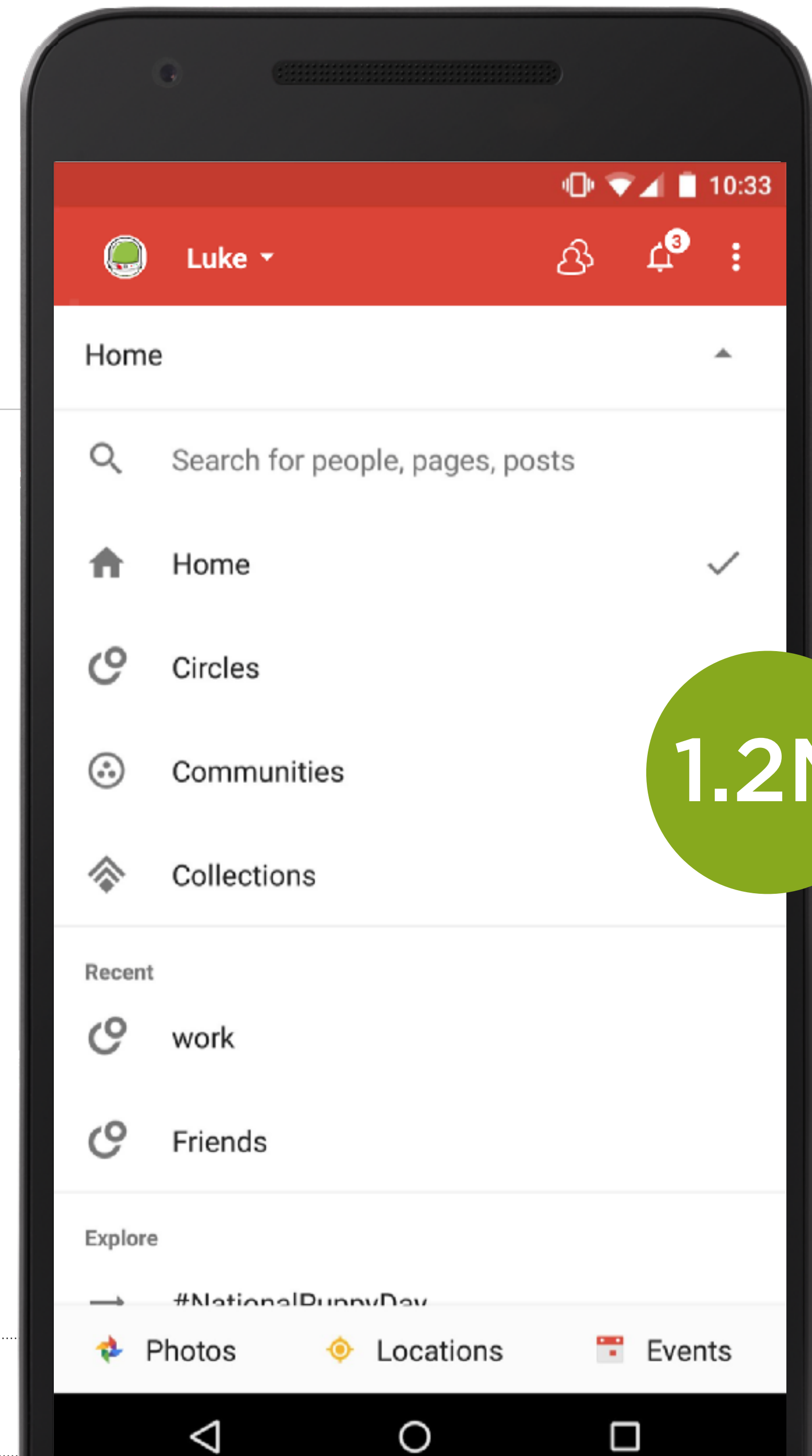
# Usage Survey

81%

USE COMMUNITIES 2-3  
TIMES/WEEK

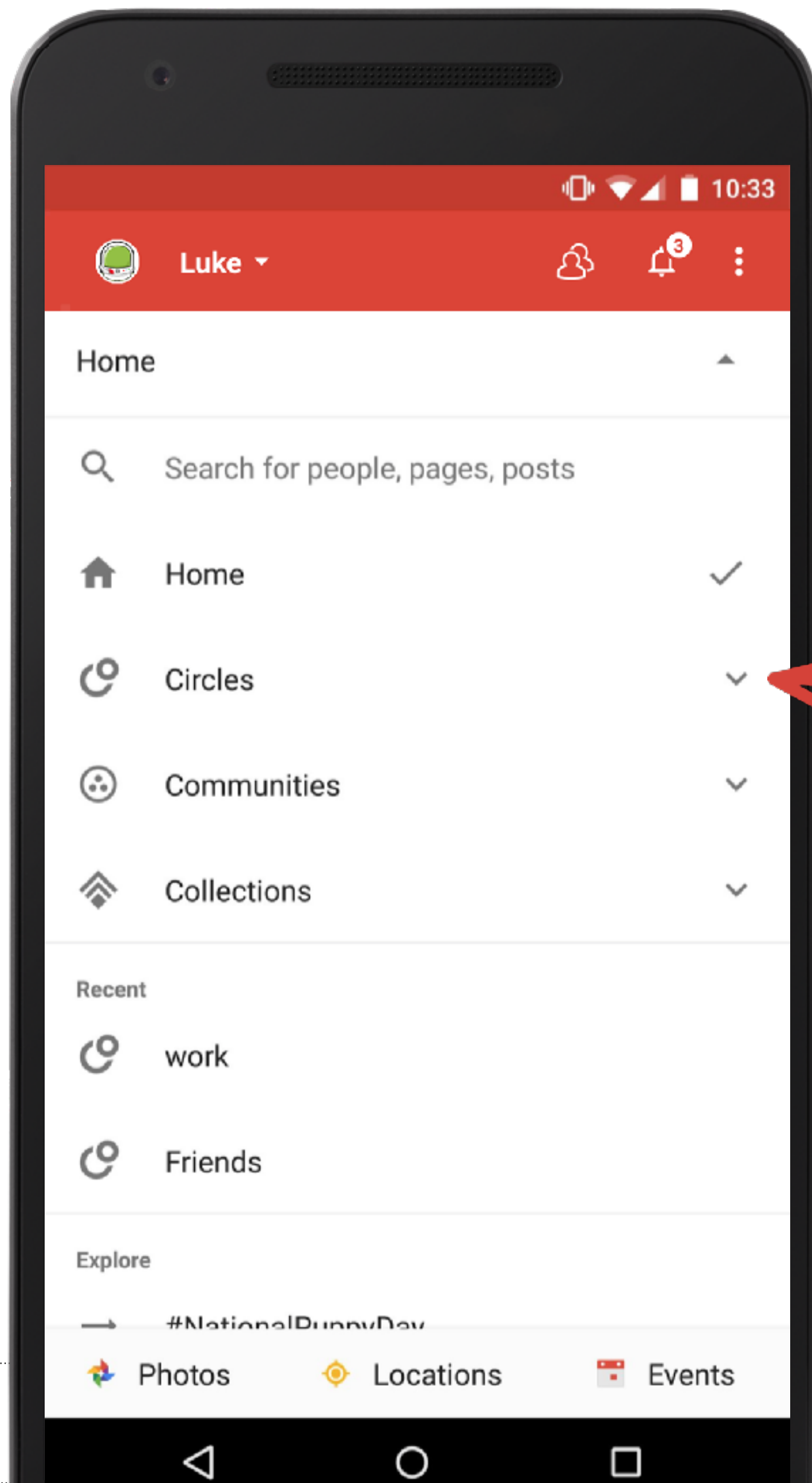
72%

USE COLLECTIONS 2-3  
TIMES/WEEK



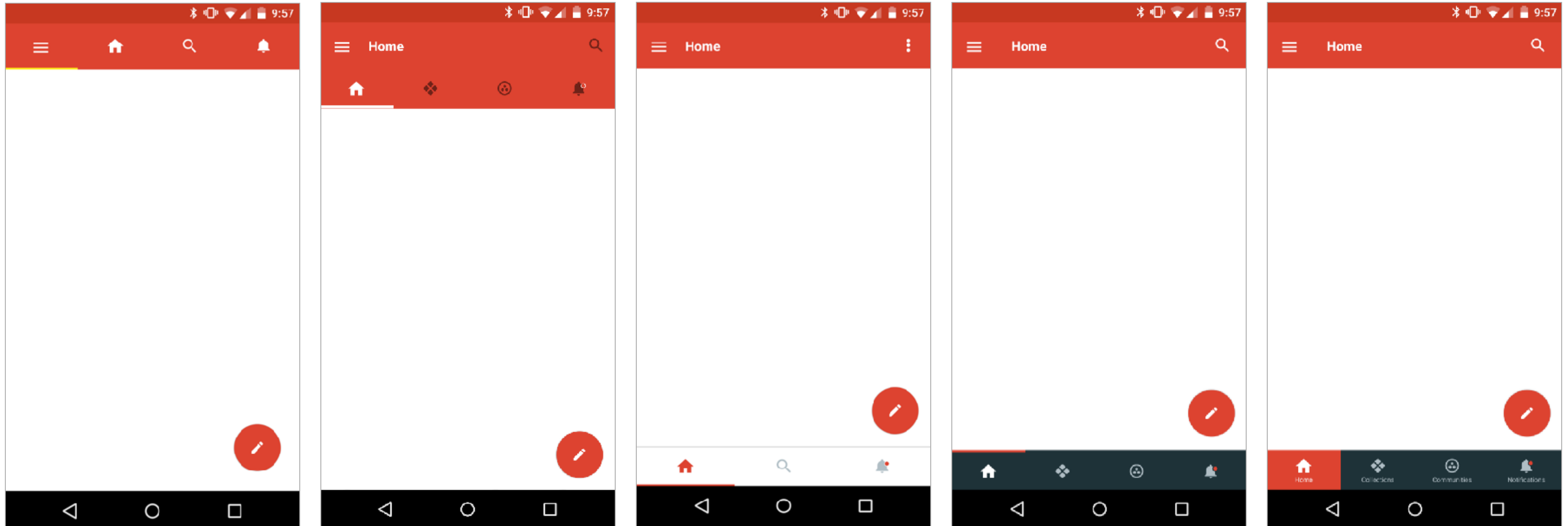
1.2M





and new users were  
overwhelmed by too many  
choices

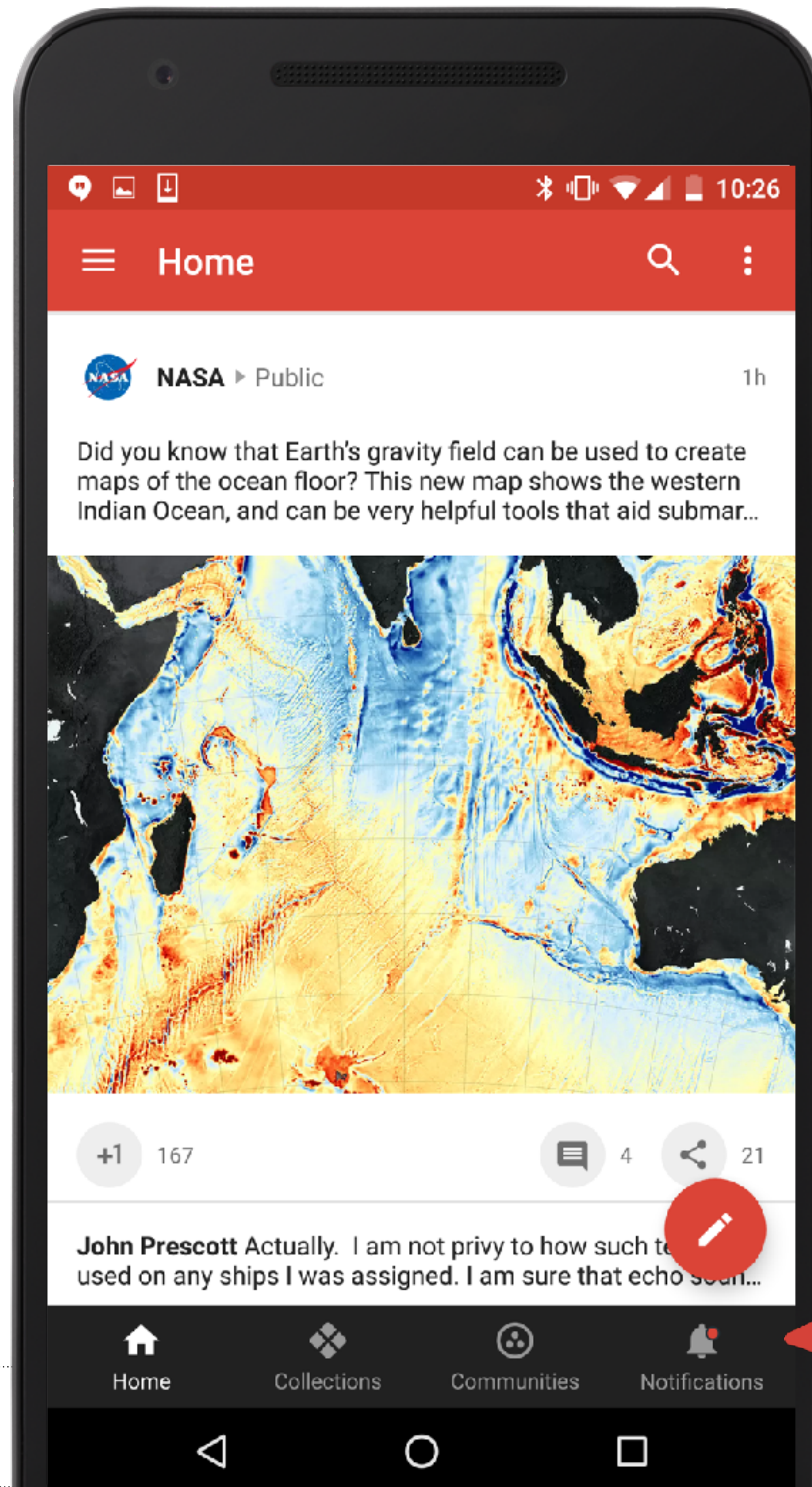
# Navigation Explorations



# Usability Studies

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

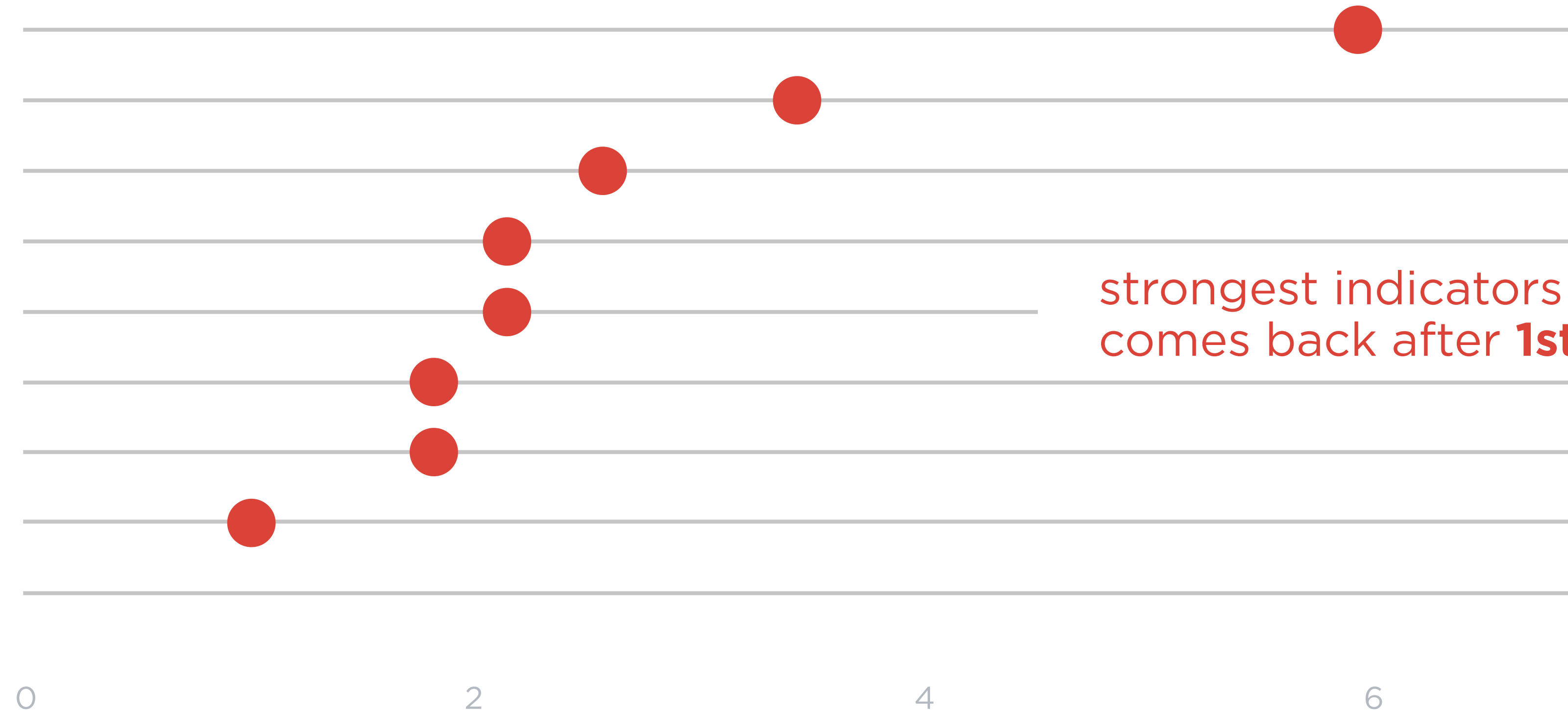
Shared Post

Plus 1 Post

Followed User

Was Followed

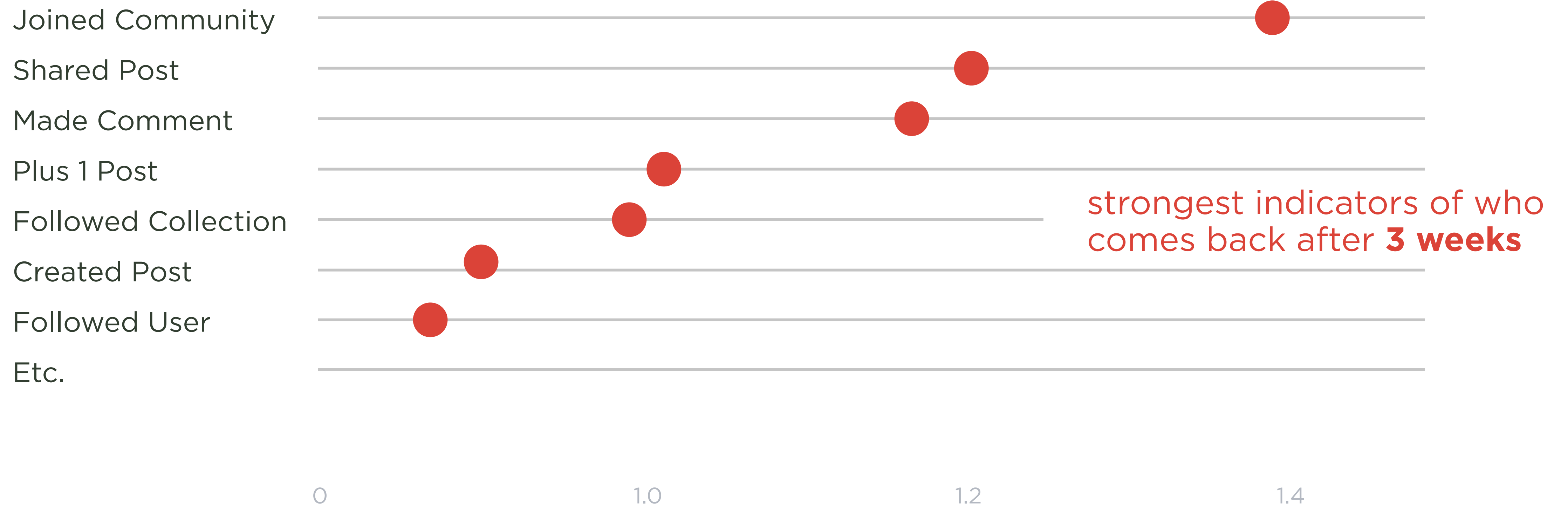
Etc.



strongest indicators of who comes back after **1st day**

# Survival Analysis

## ACTION



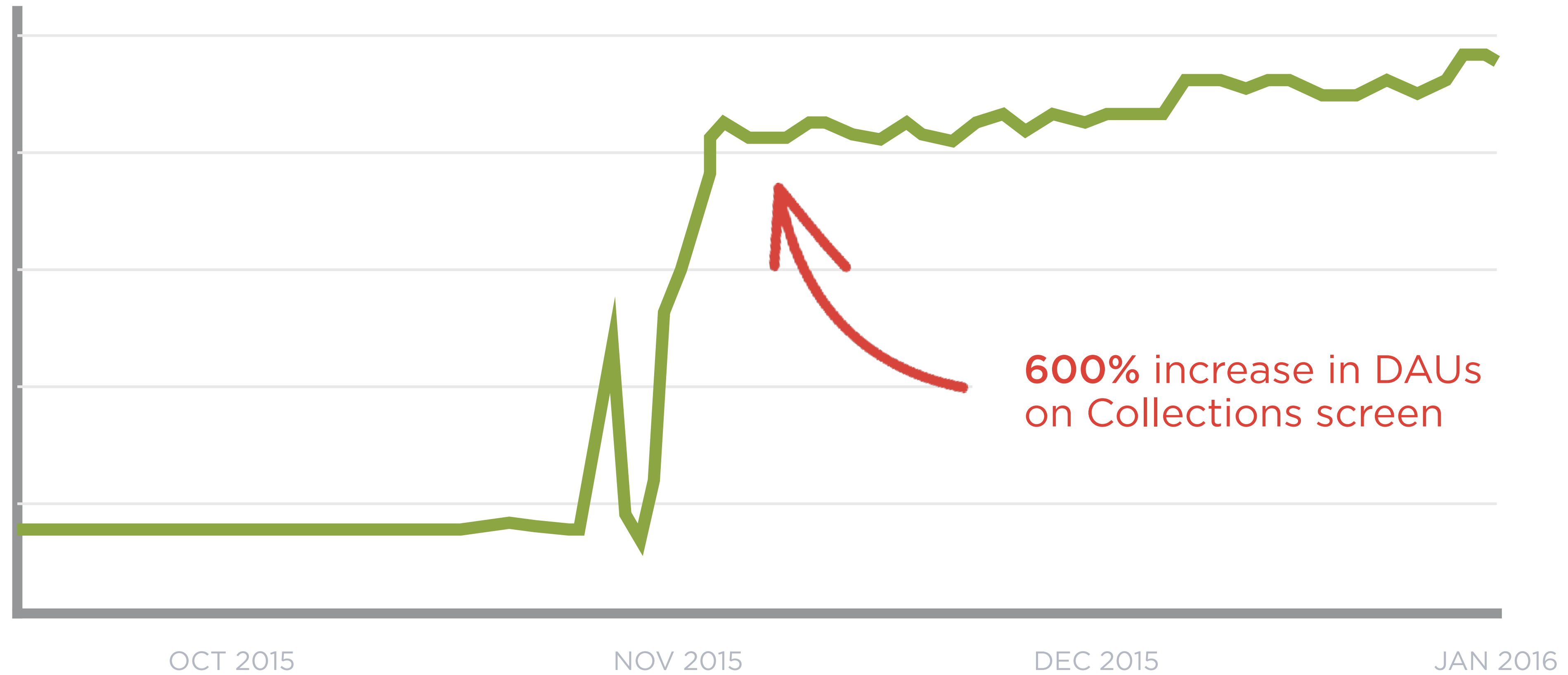


so Collections & Communities are critical for engagement

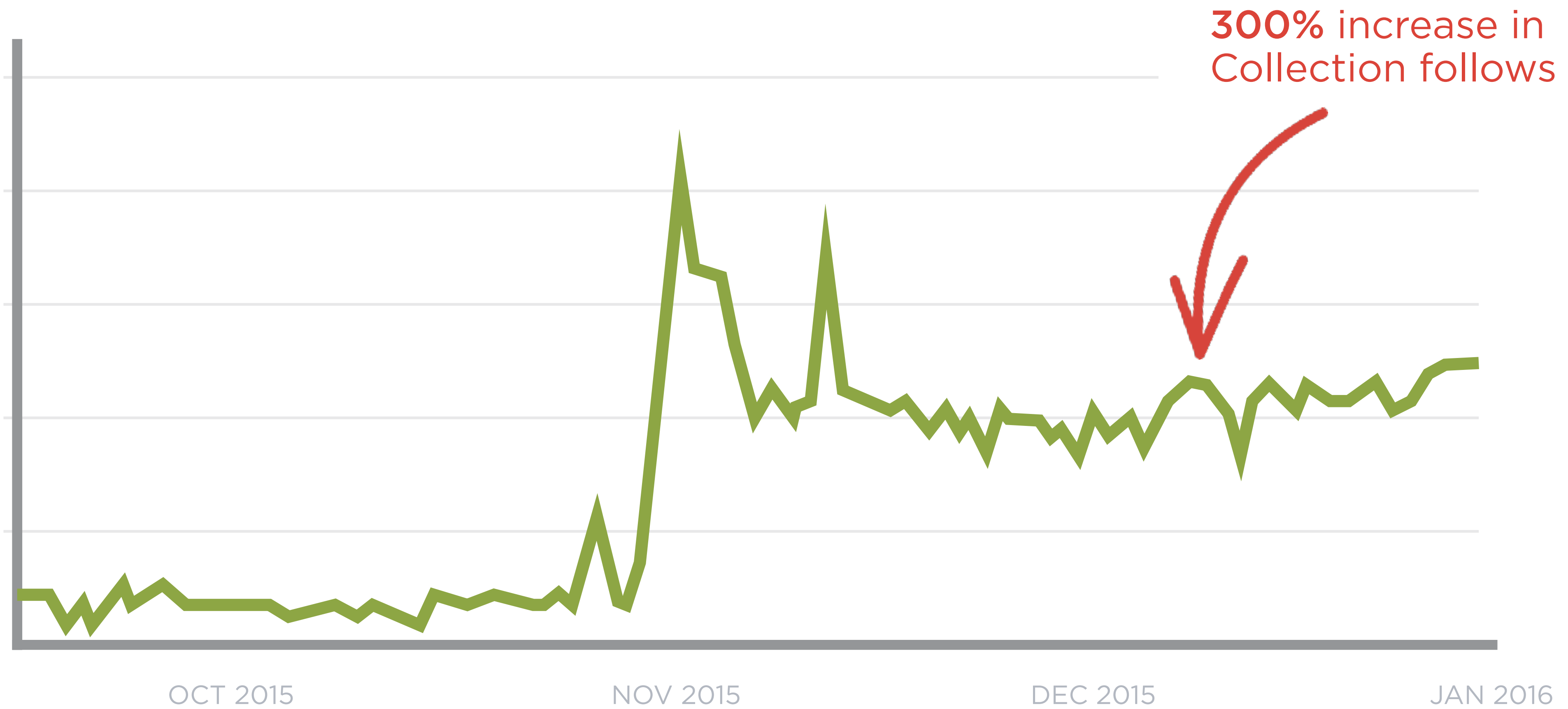
what happened when we put them in a bottom navigation menu?



# Daily Active Users

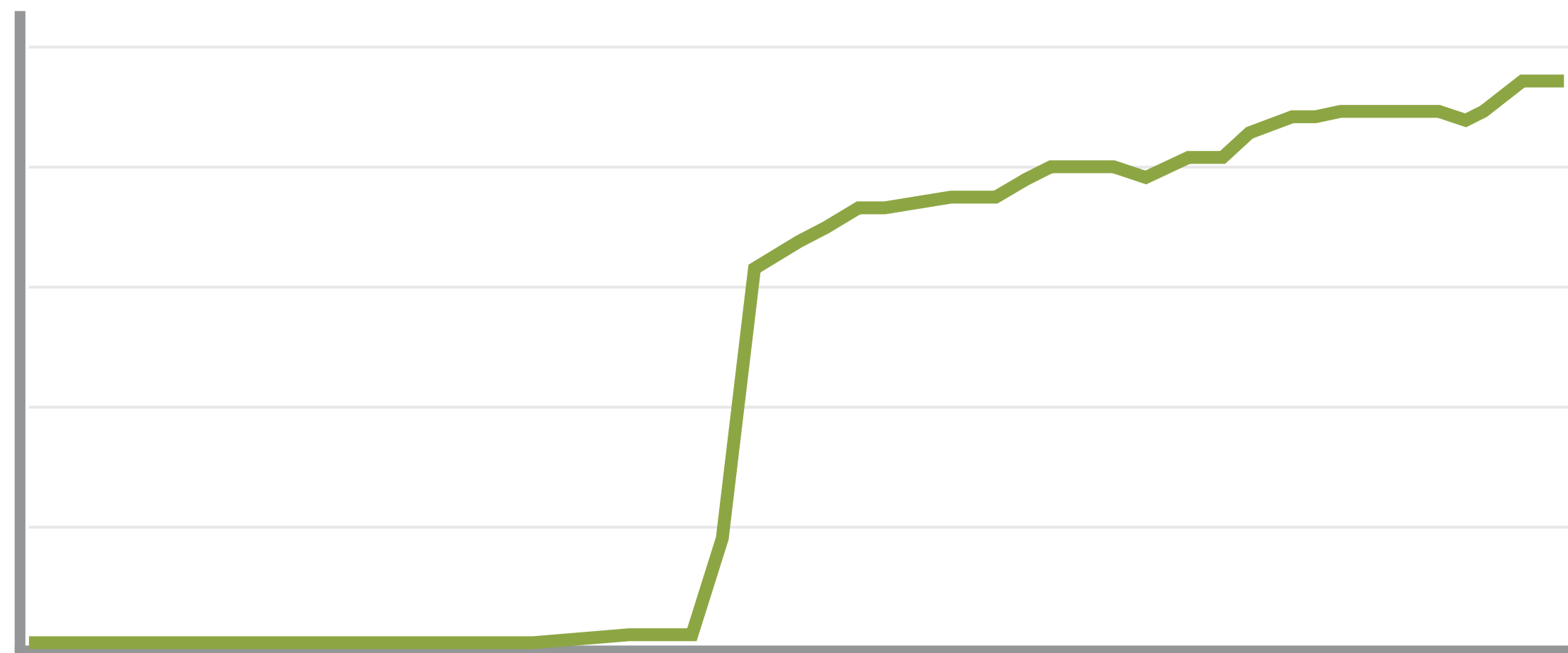


# Daily Active Users

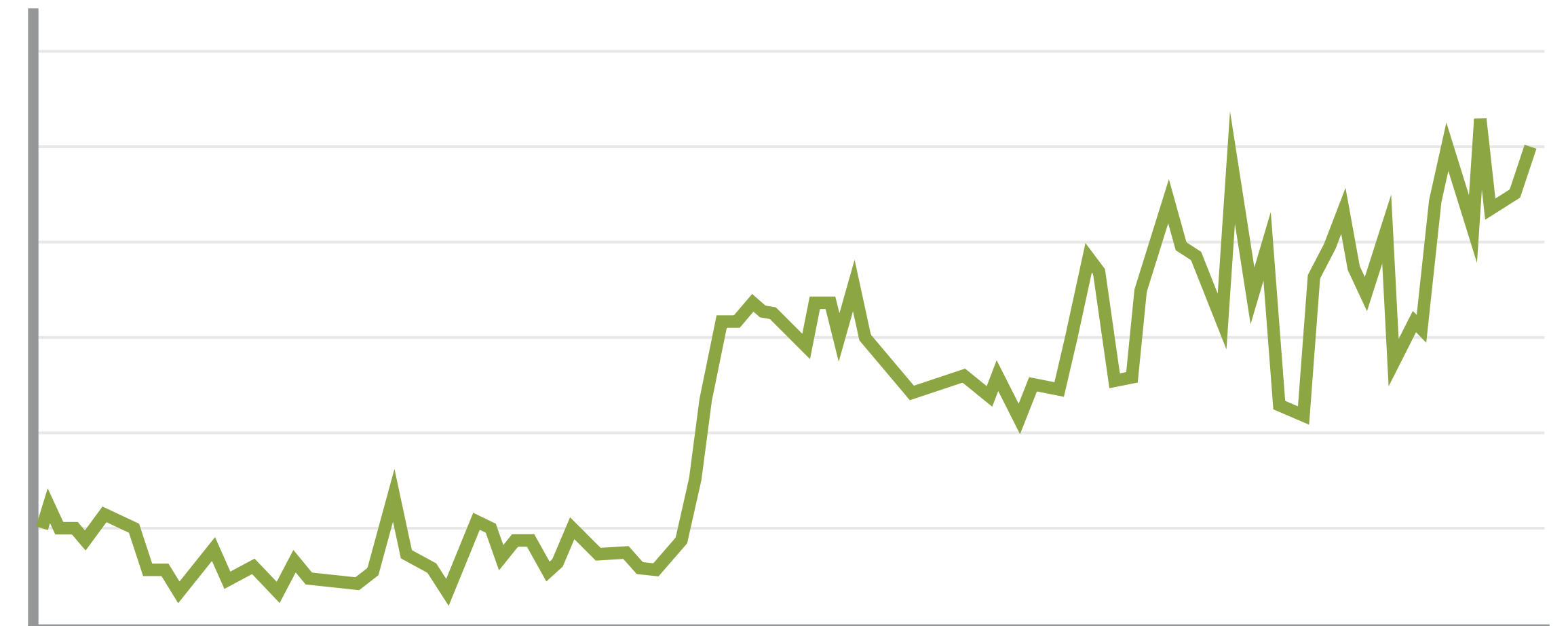


# Daily Active Users

we saw similar increases for Communities



DAU ON COMMUNITIES SCREEN

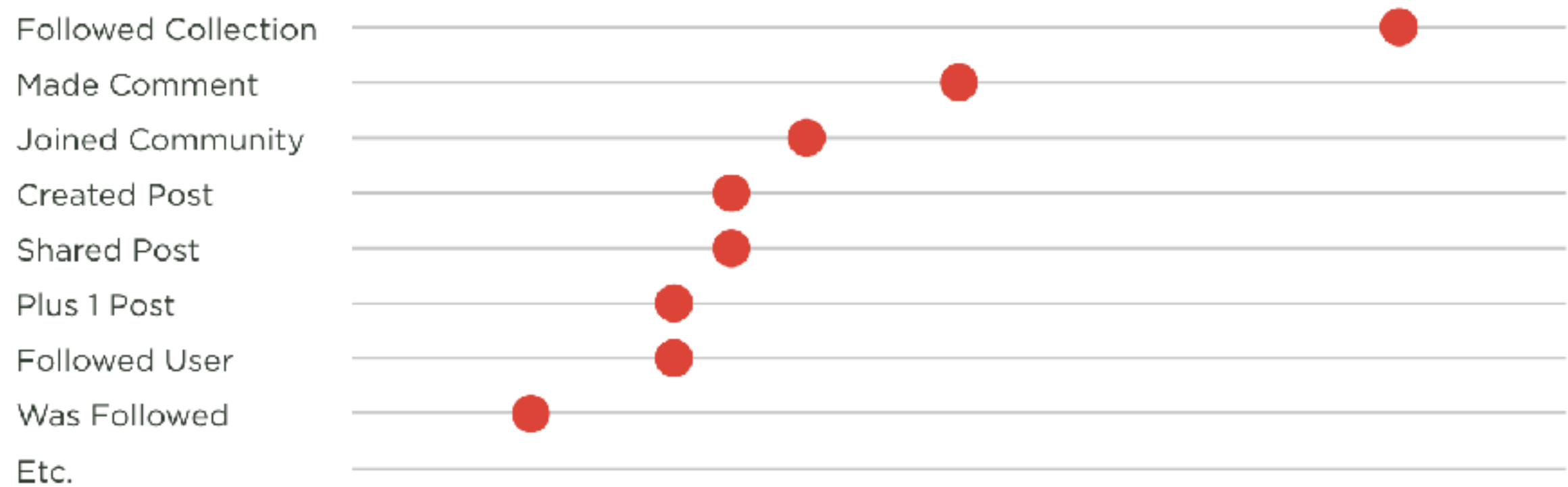


DAILY COMMUNITY JOINS

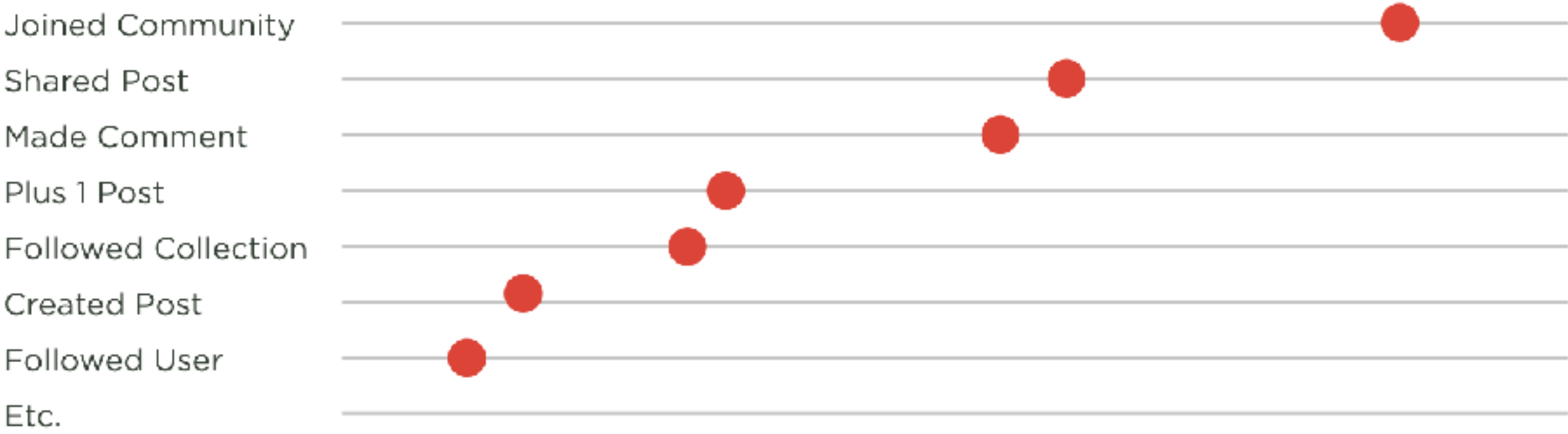


# Grow critical engagement

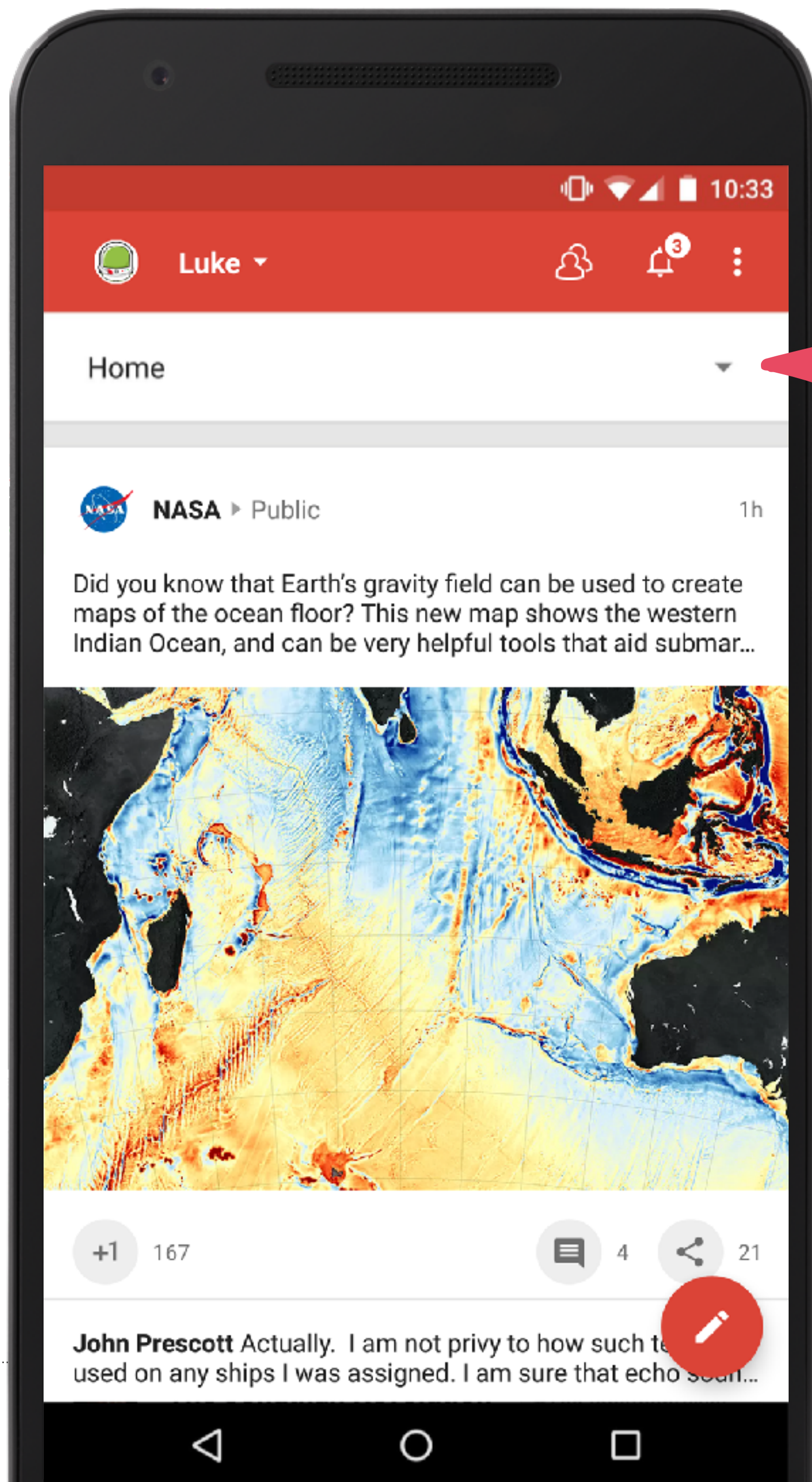
strongest indicator of  
returning after 1st day



strongest indicator of  
returning after 3 weeks

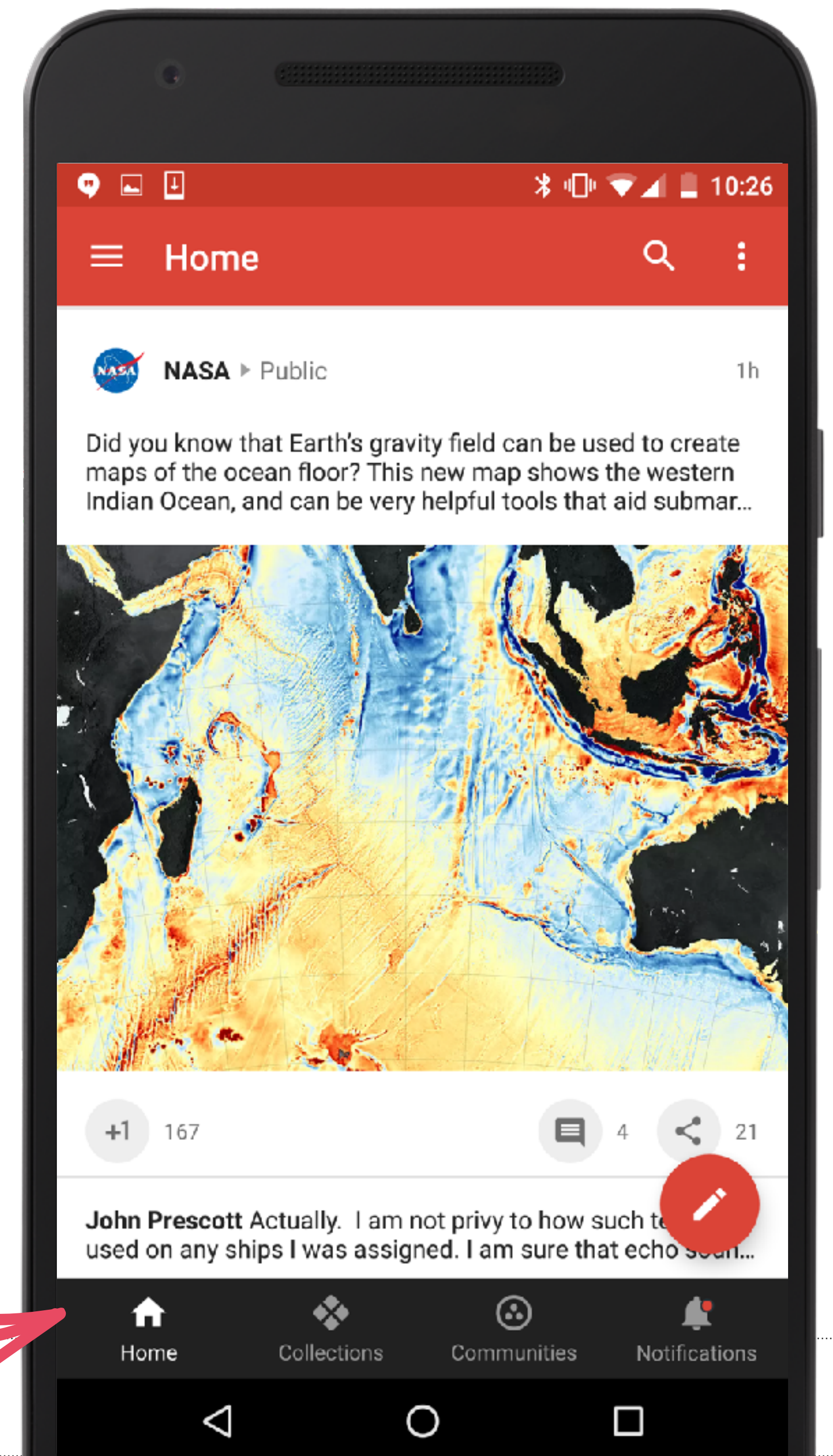
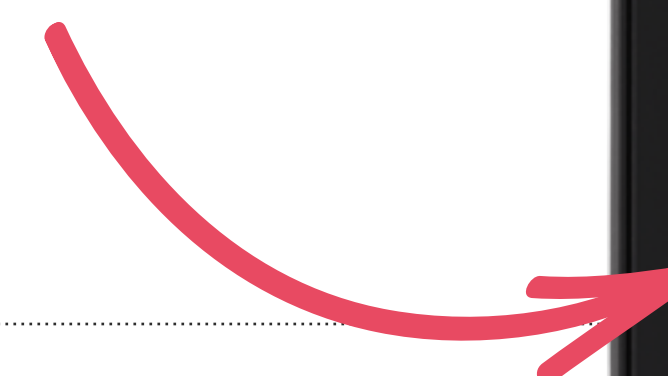






out of sight really  
was out of mind

as we saw a huge  
impact on critical  
metrics when we added  
the bottom menu







## WHY A BOTTOM BAR?

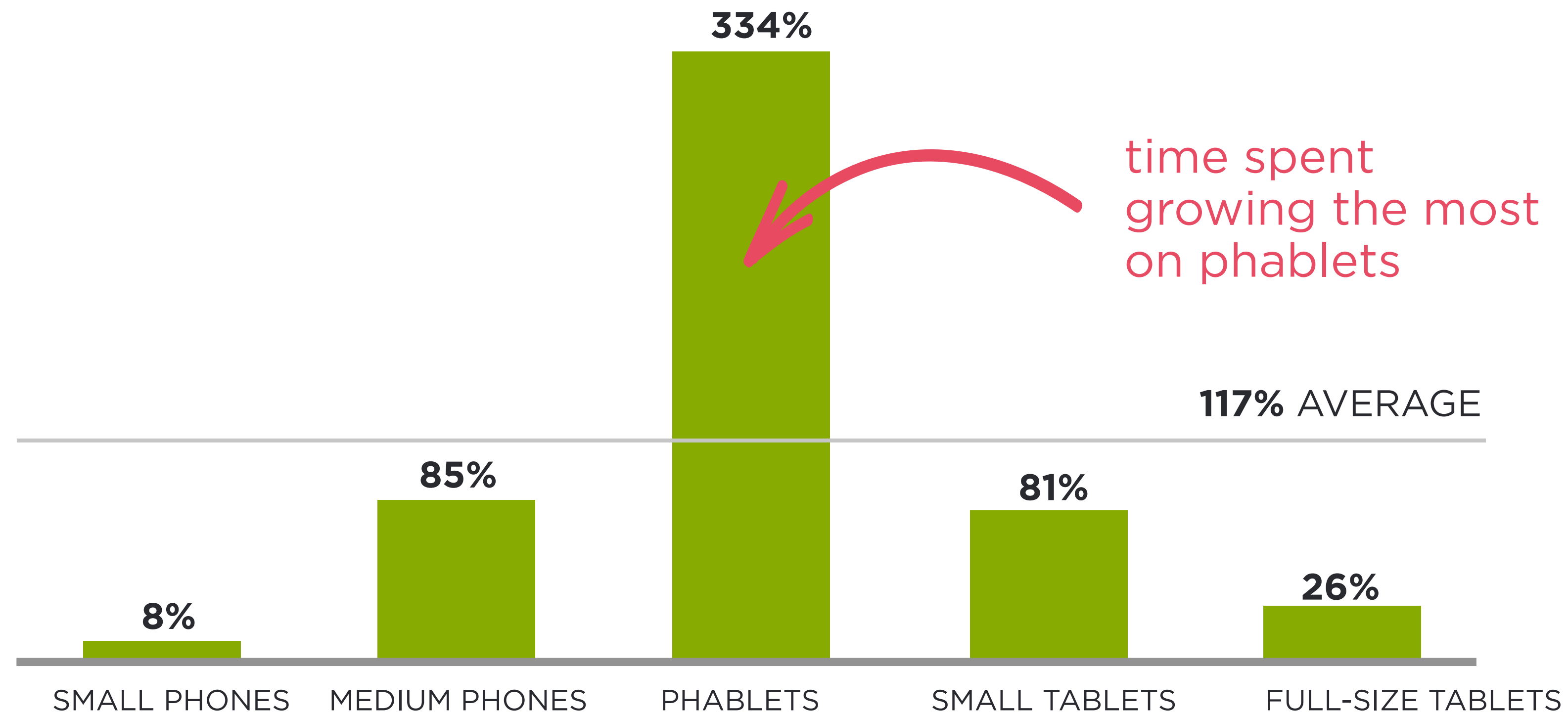
Focus on core features/purpose

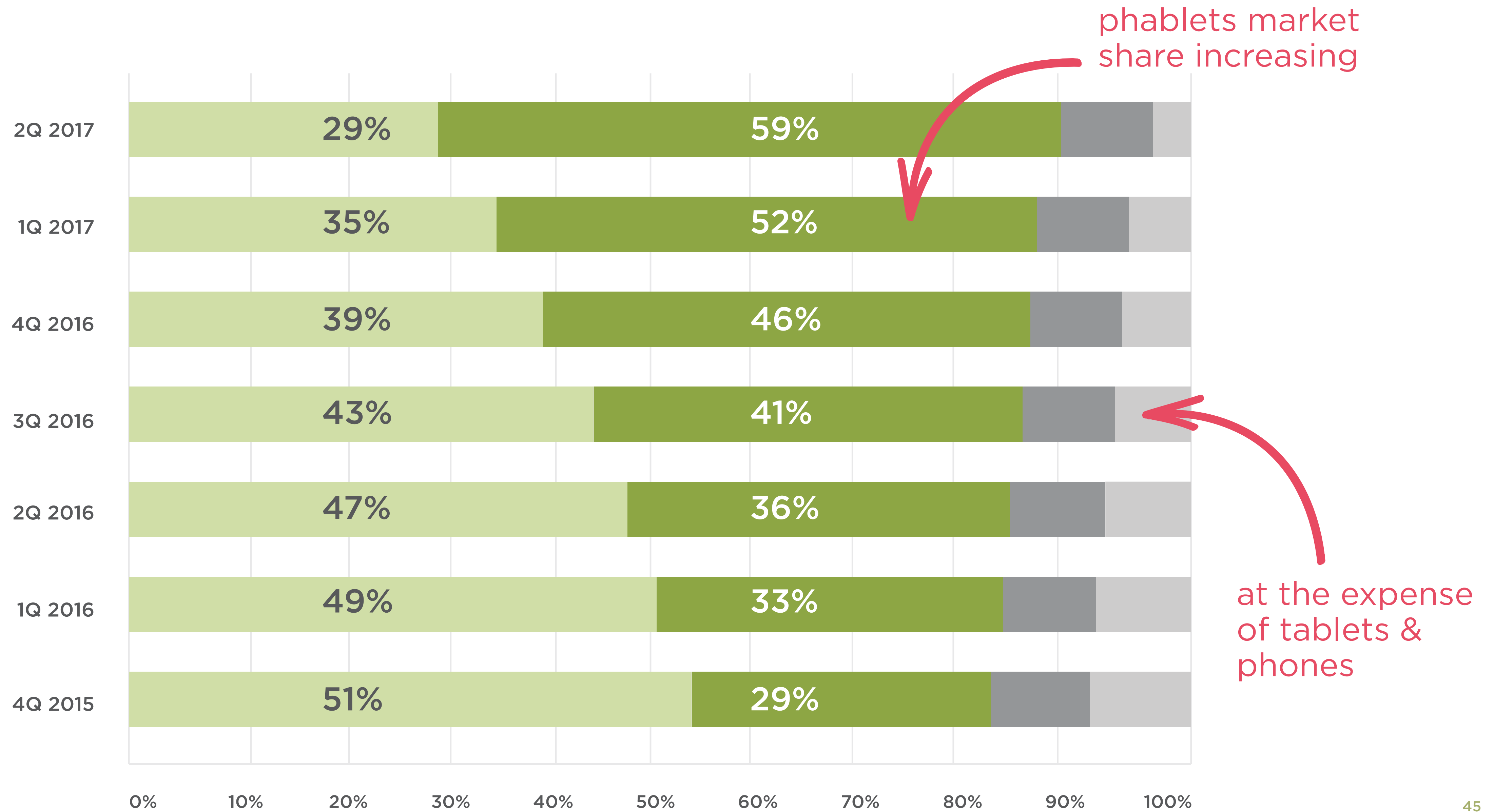
Grow critical engagement

**Ergonomics**

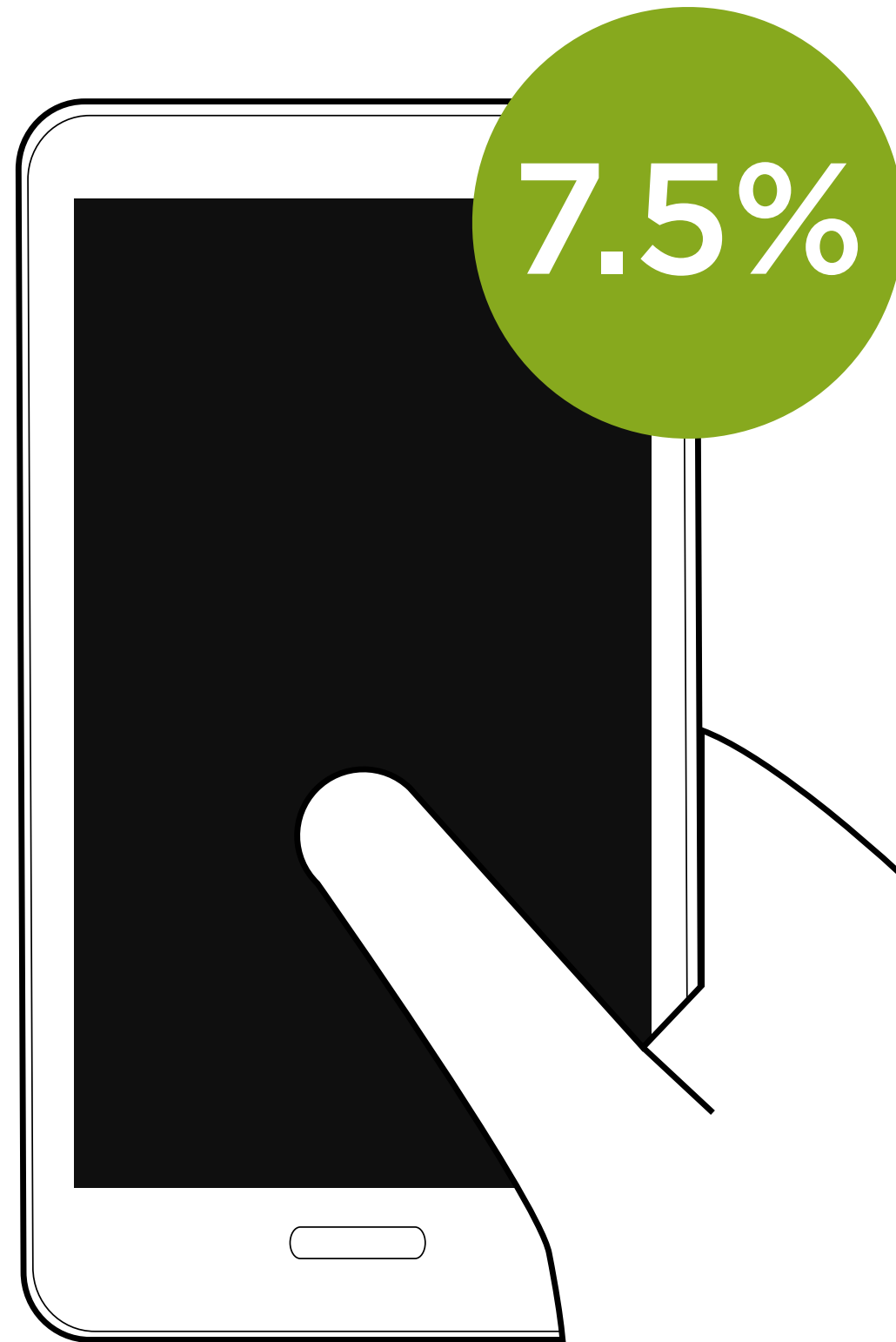


# Mobile Time Spent





2014



7.5%

OF ACTIVE  
SMARTPHONES HAVE  
5.5"-6" SCREENS

VS

2017

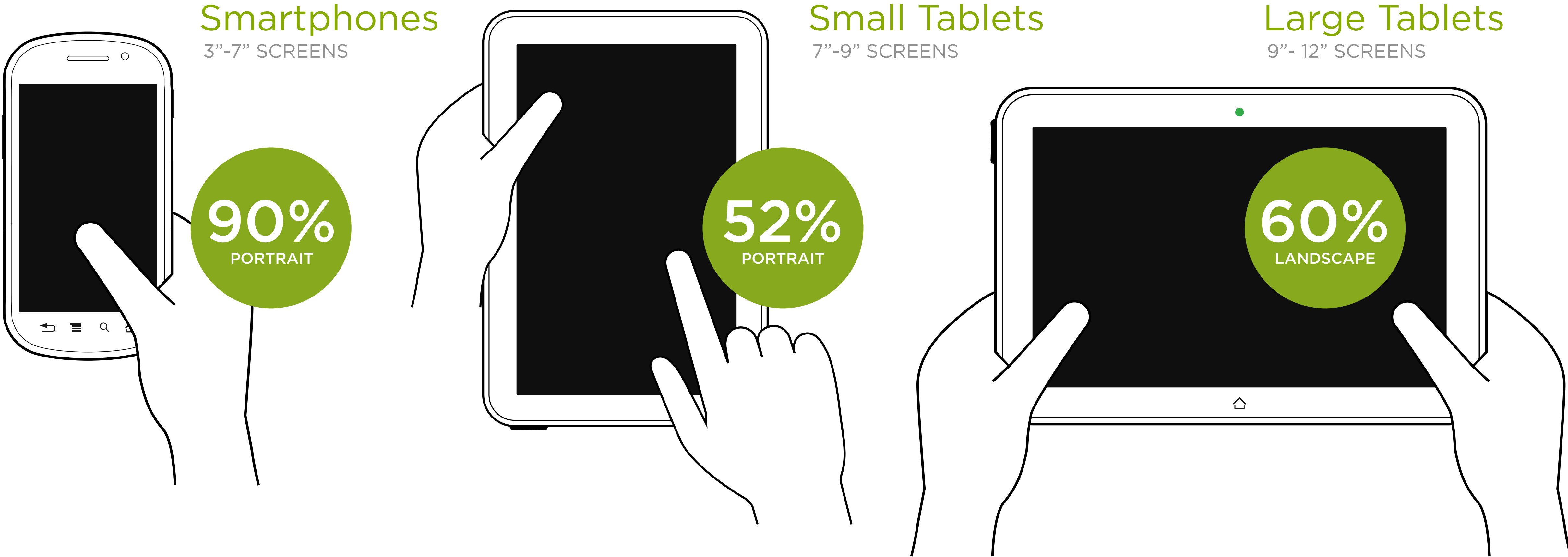


43%

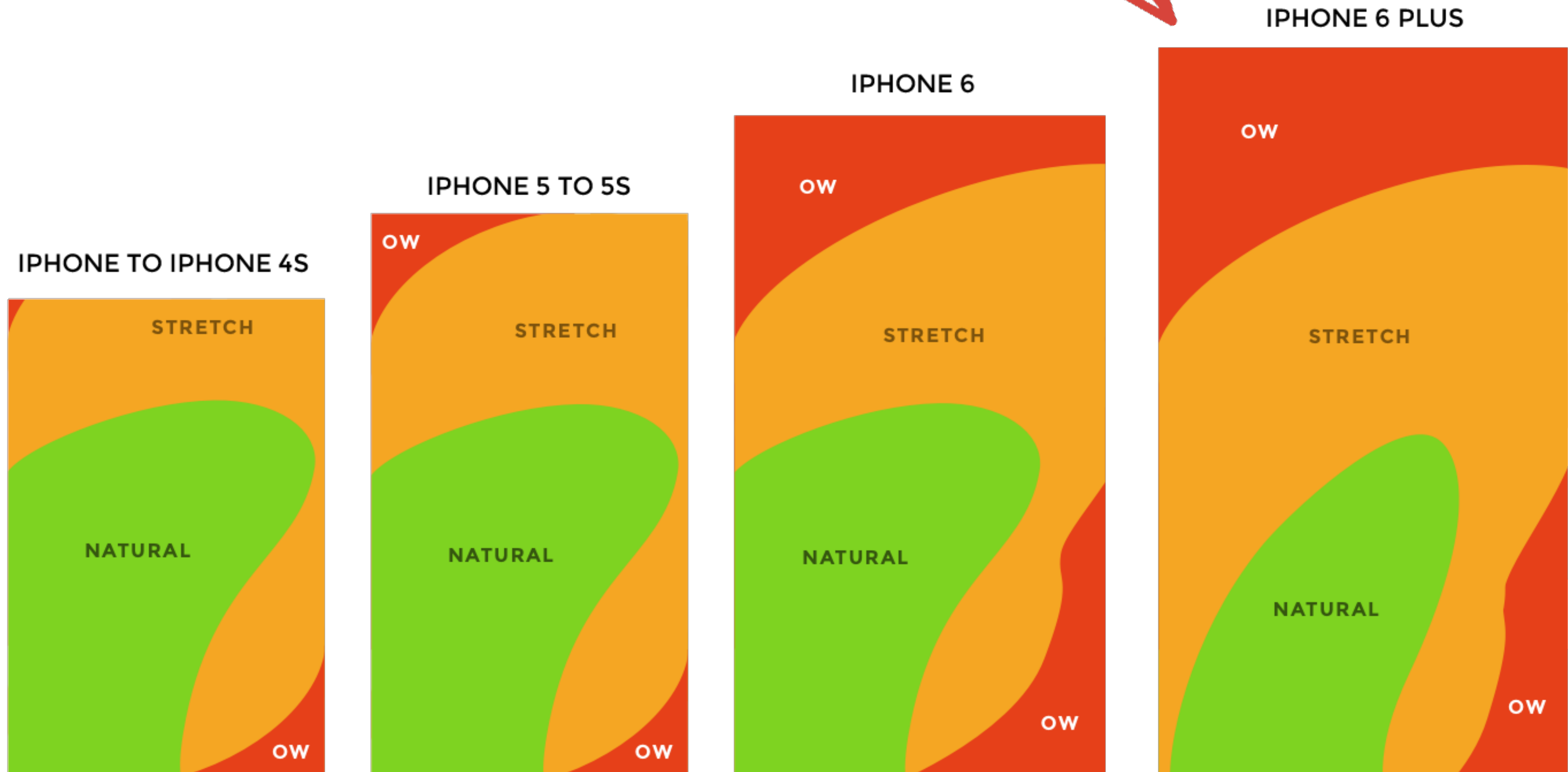
OF ACTIVE  
SMARTPHONES HAVE  
5.5"-6" SCREENS



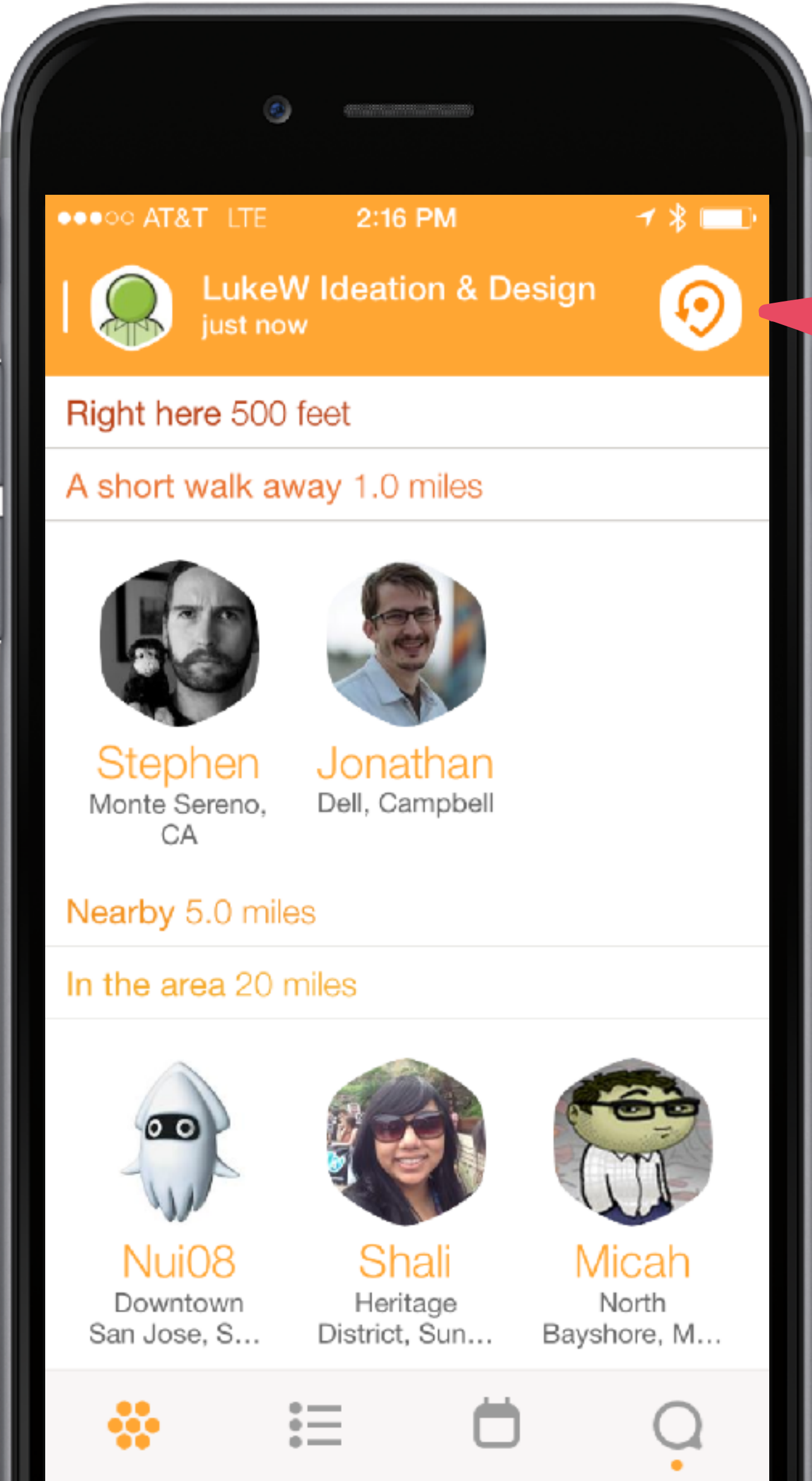
# Global Device Orientation



as phone size increases  
getting to controls on top  
is harder

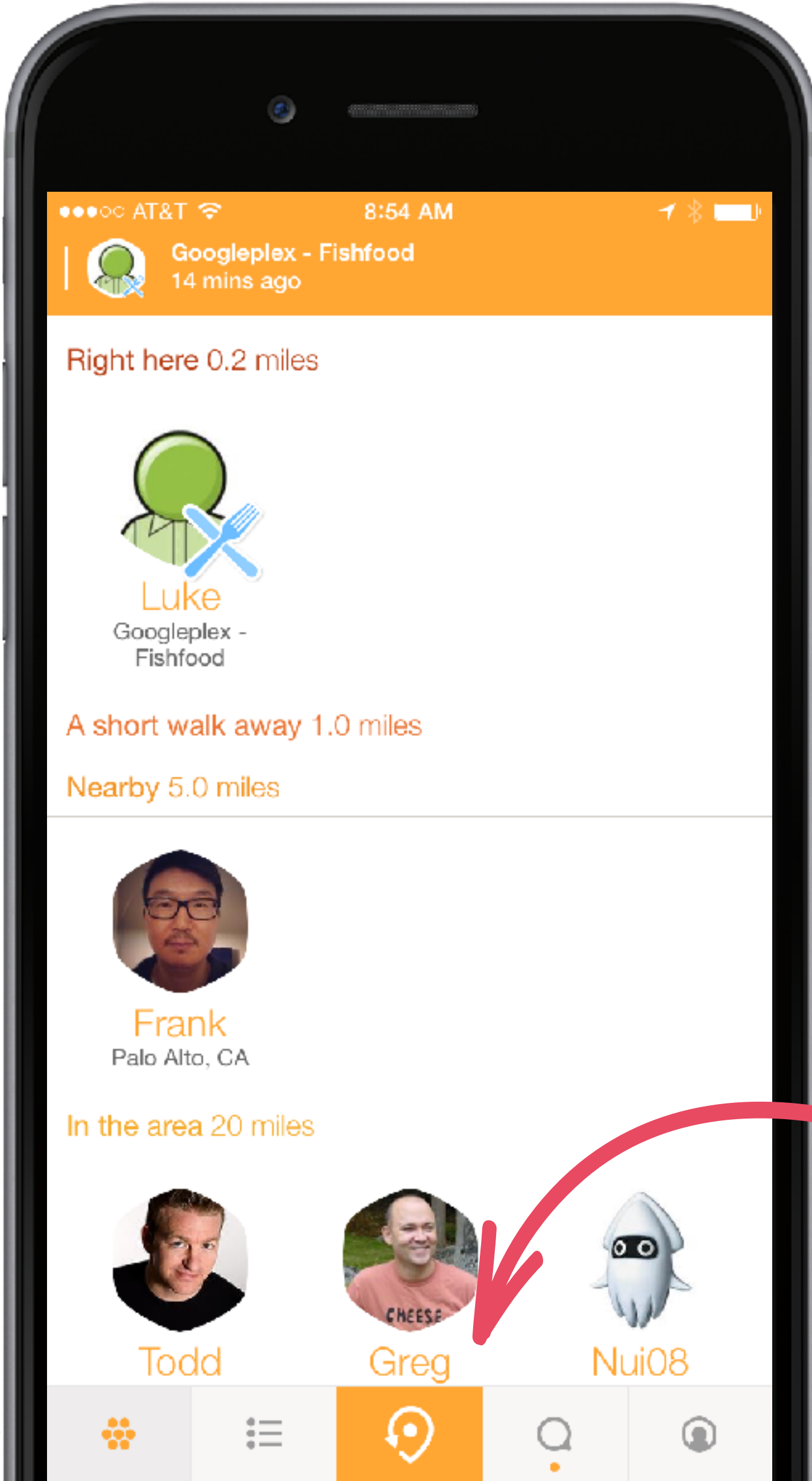


BEFORE



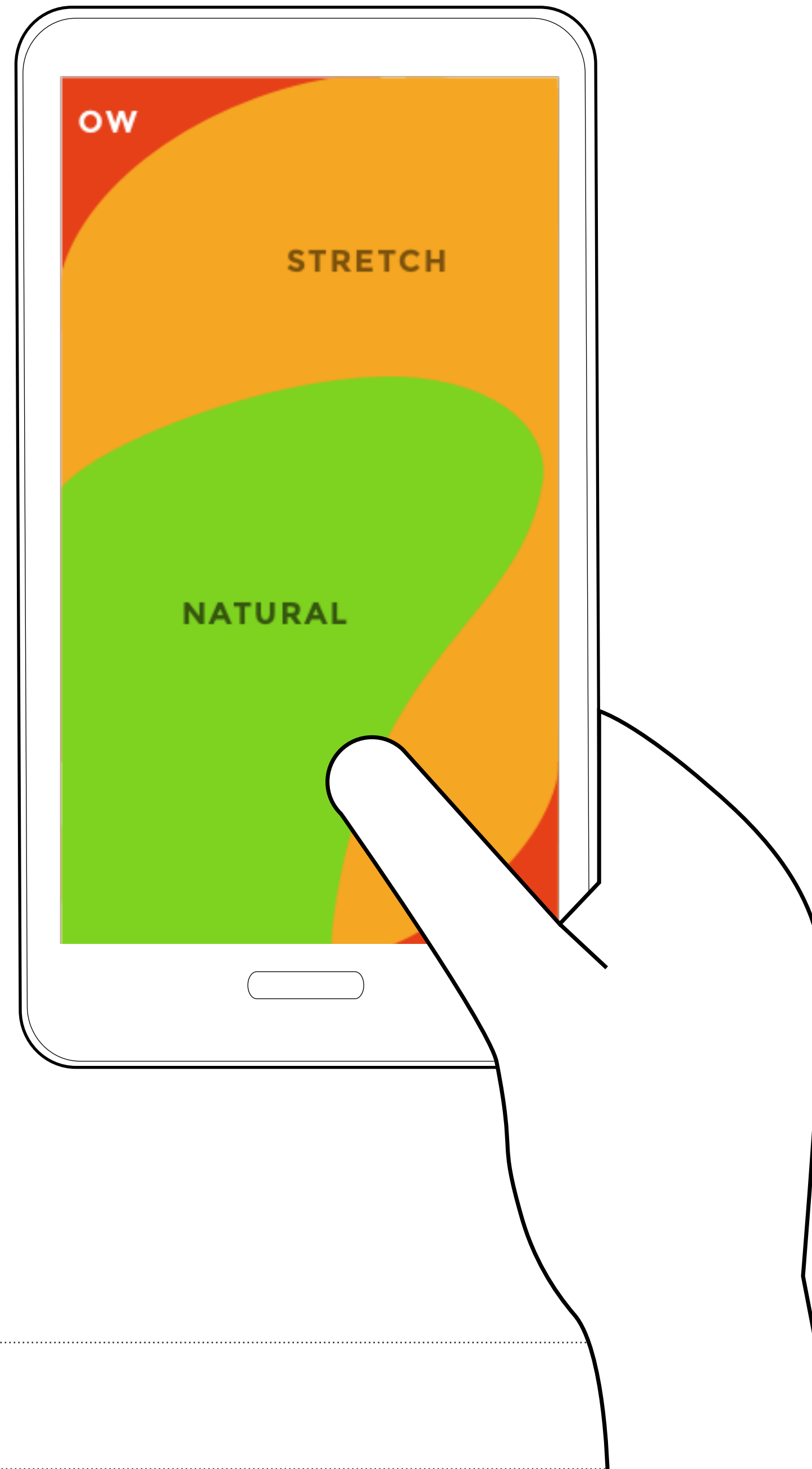
primary action

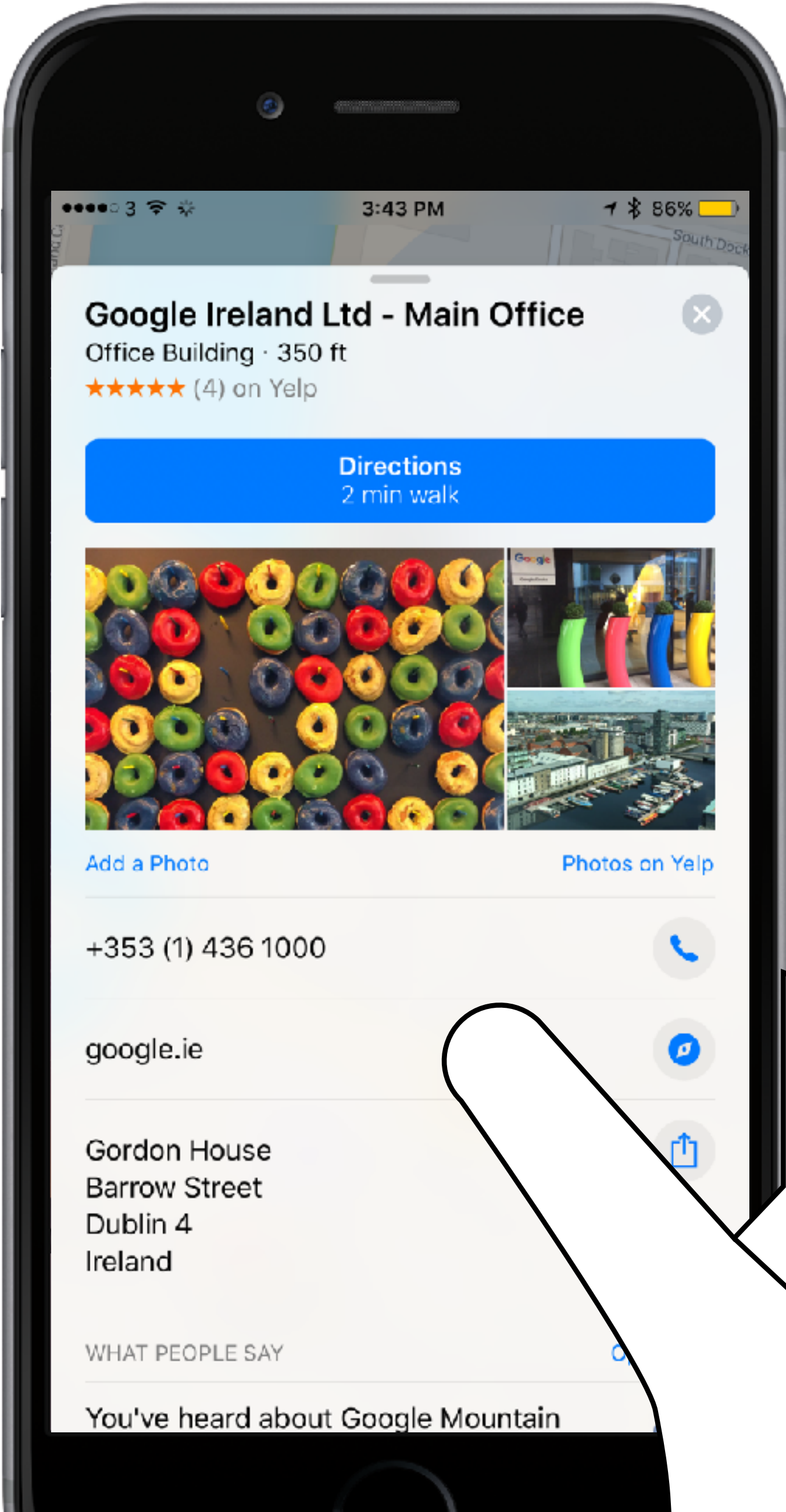
AFTER

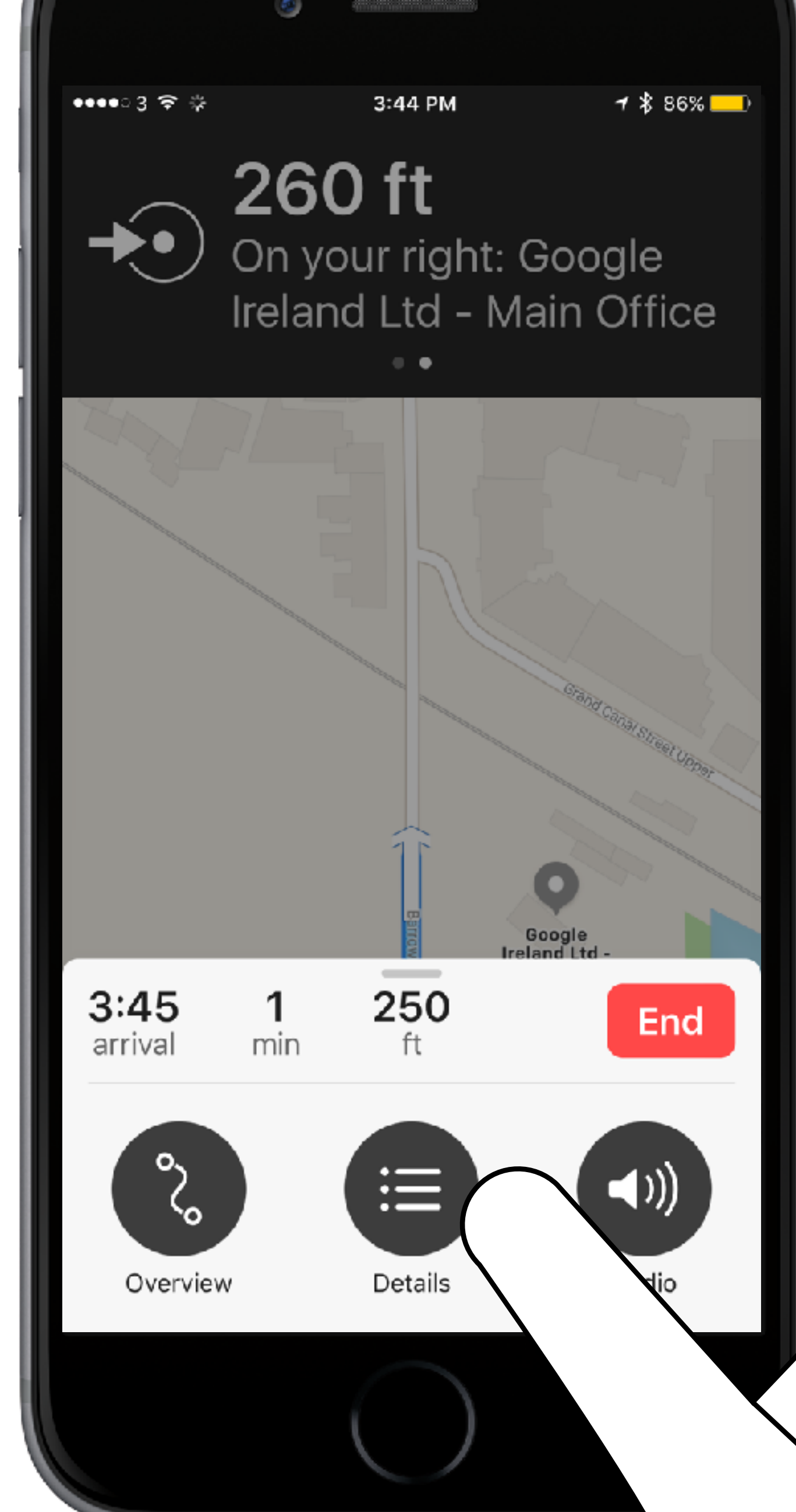


primary action













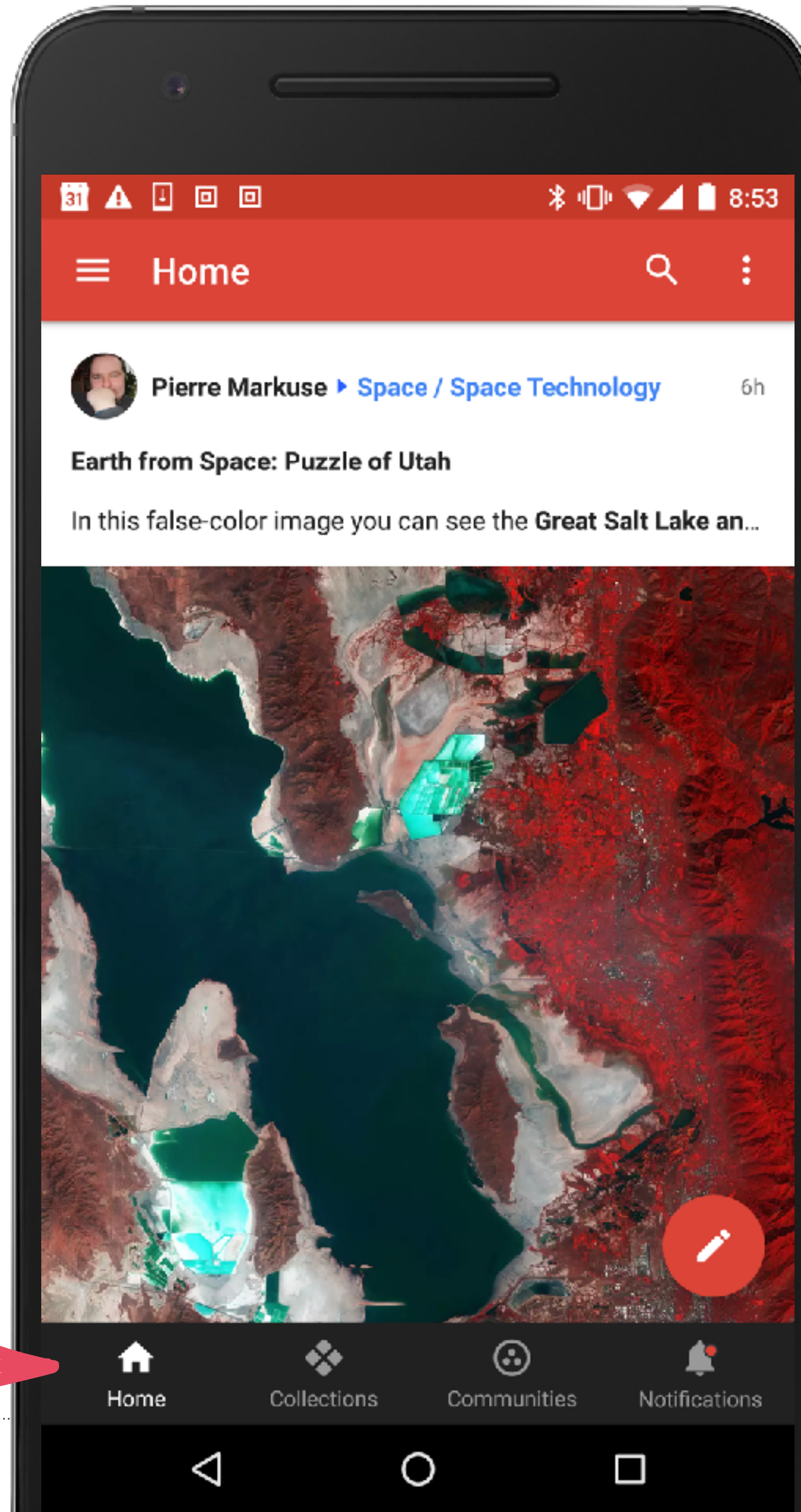
## WHY A BOTTOM BAR?

Focus on core features/purpose

Grow critical engagement

Ergonomics

this is all positive. what about the negative stuff?

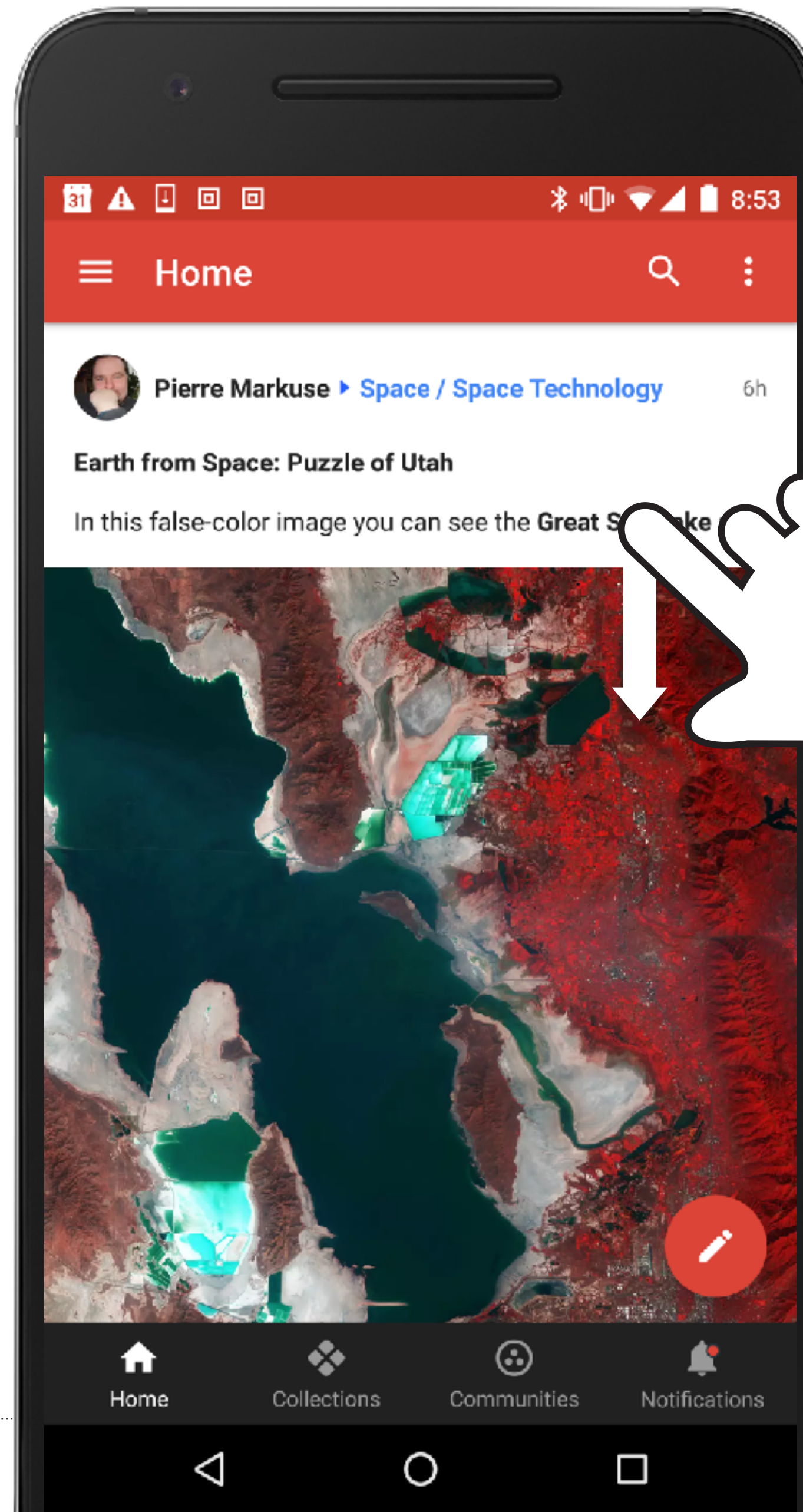


launched without  
having bottom  
menu hide when  
scrolling

## COMPLAINT NO. 1

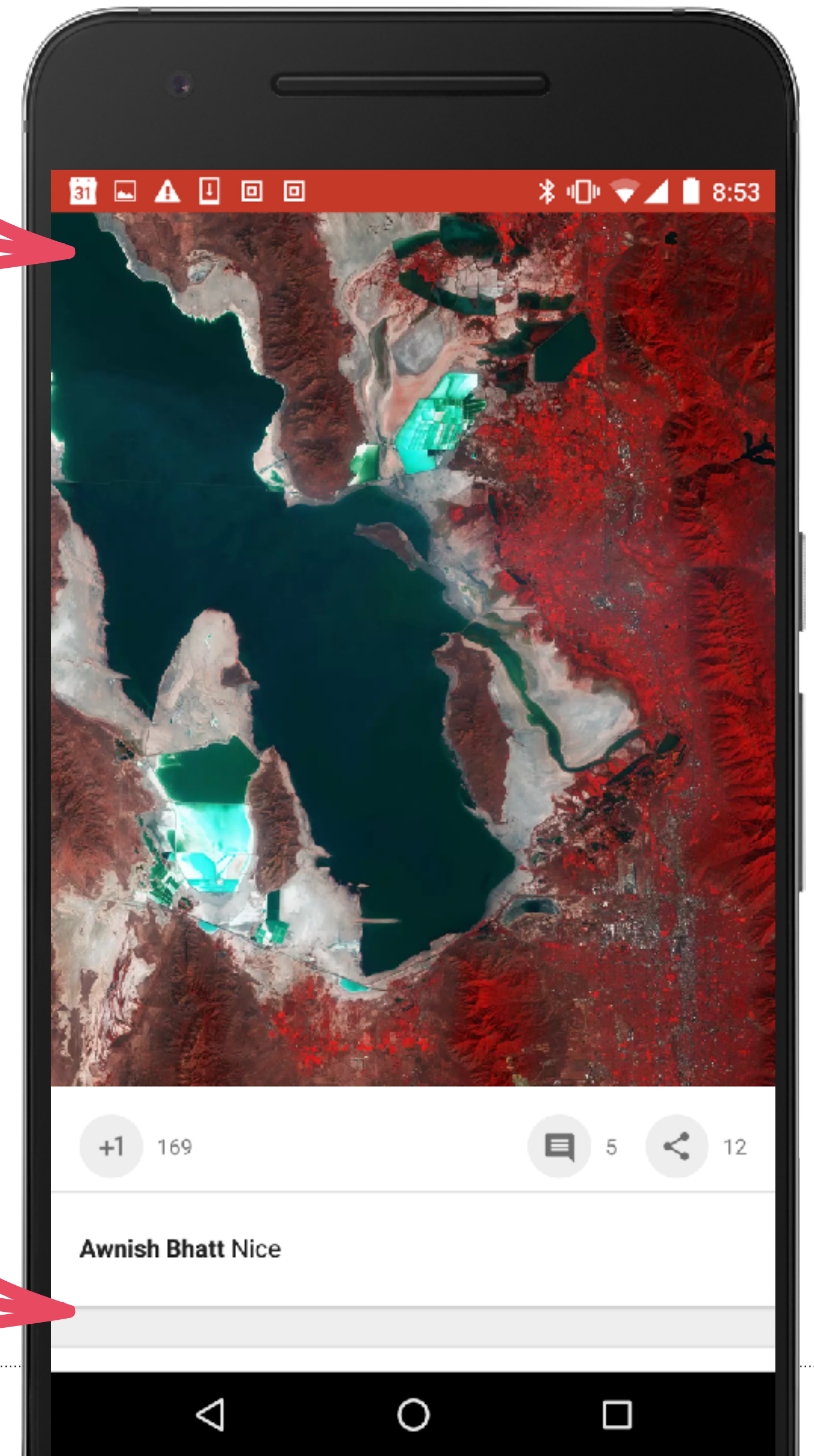
and easily our top complaint  
about the bottom menu





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

The screenshot shows the Android Developers website, specifically the 'Pure Android' section under 'Design'. The left sidebar contains a navigation menu with items like 'Creative Vision', 'Material for Android', 'Devices', 'Pure Android' (selected), 'Devices and Displays', 'App Structure', 'Navigation', 'Notifications', 'Widgets', 'Swipe Views', 'Full Screen', 'Confirming & Acknowledging', and 'Pure Android' (link). The main content area has two sections:

- Don't use bottom tab bars**

Other platforms use the bottom tab bar to switch between the app's views. Per platform convention, Android's tabs for view control are shown in action bars at the top of the screen instead. In addition, Android apps may use a bottom bar to display actions on a split action bar.

You should follow this guideline to create a consistent experience with other apps on the Android platform and to avoid confusion between actions and view switching on Android.

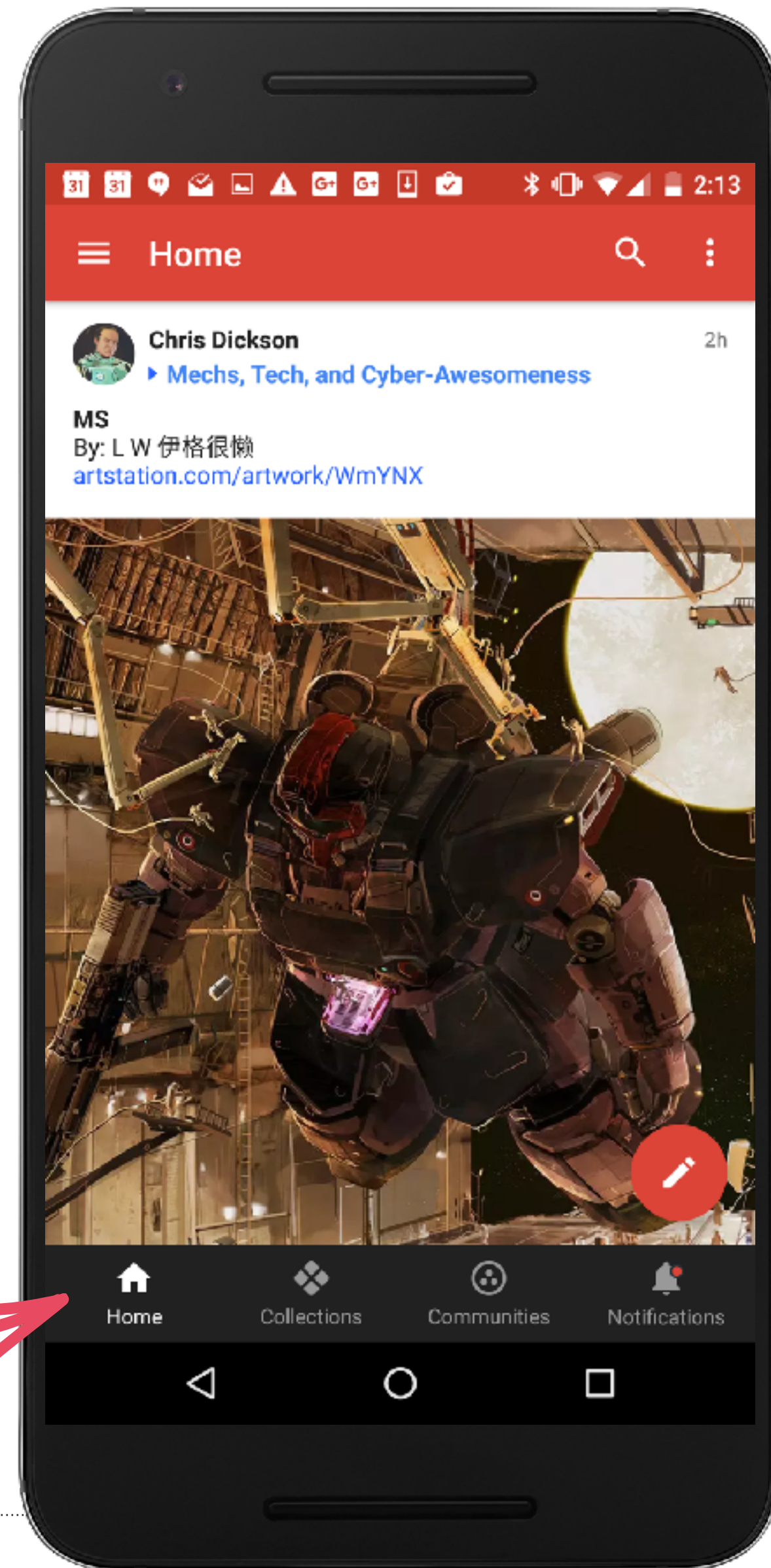
For more information on how to properly use action bars for view control, see [Action Bars](#).
- Don't hardcode links to other apps**

In some cases you might want your app to take advantage of another app's feature set. For example, you may want to share the

Below the text, there are two side-by-side mobile app screenshots. The left one shows an Android dialer app with contacts listed in an action bar at the top. The right one shows an iOS-style dialer with contacts listed in a bottom tab bar. Below these, there are two more screenshots: the left one shows an Android app with a 'Complete action using' dialog box, and the right one shows an iOS-style app with a share sheet overlay.

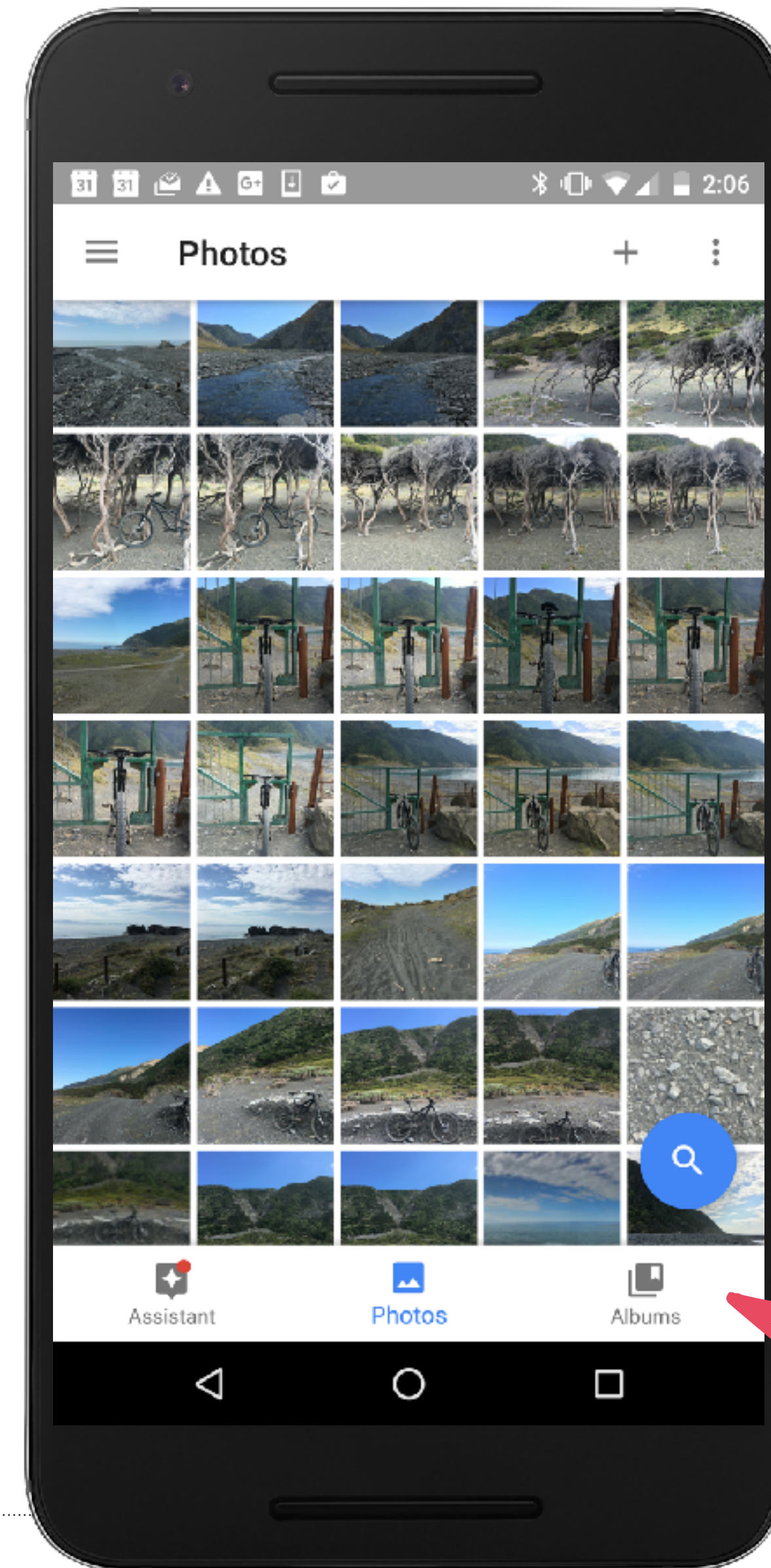


## GOOGLE+



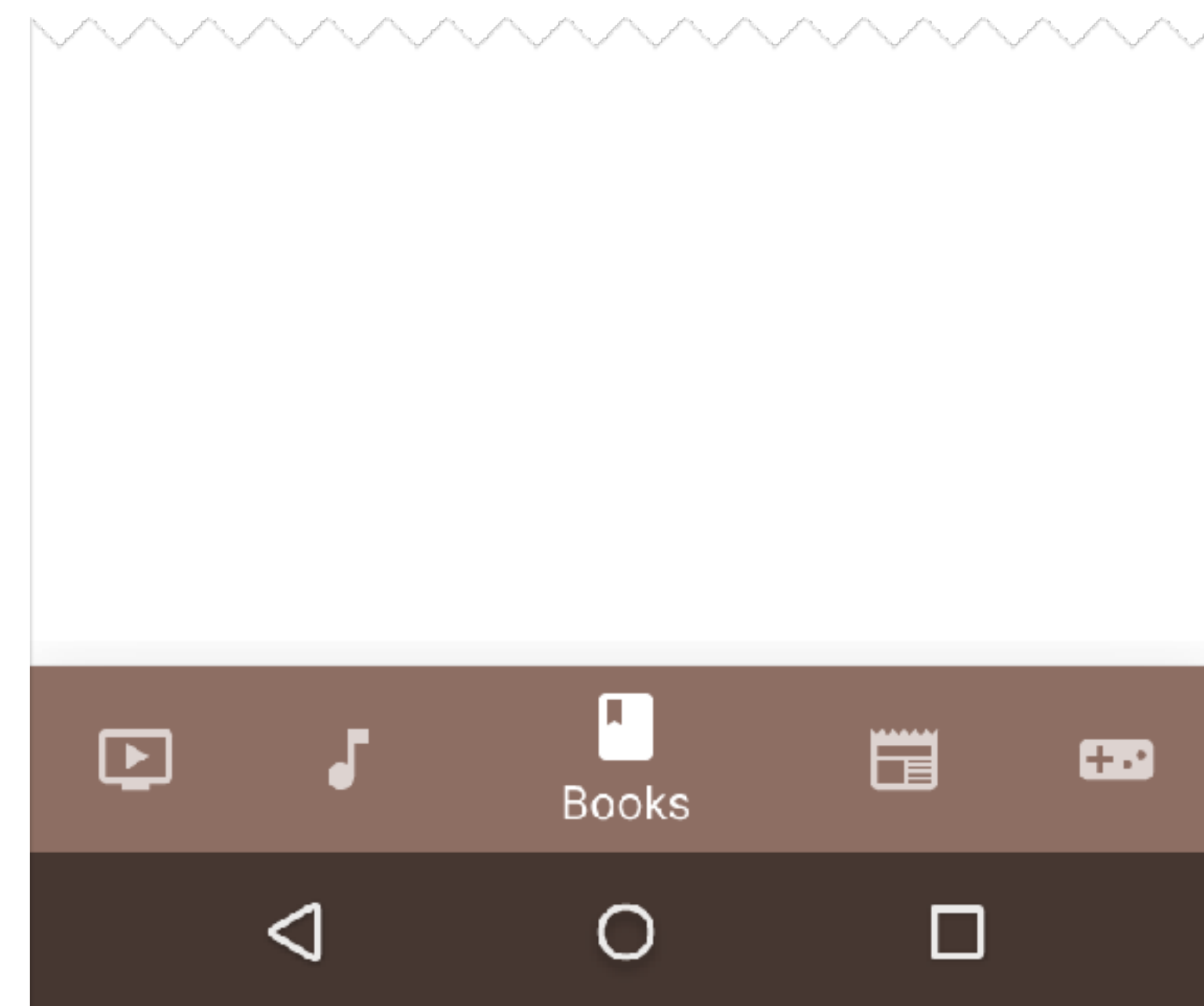
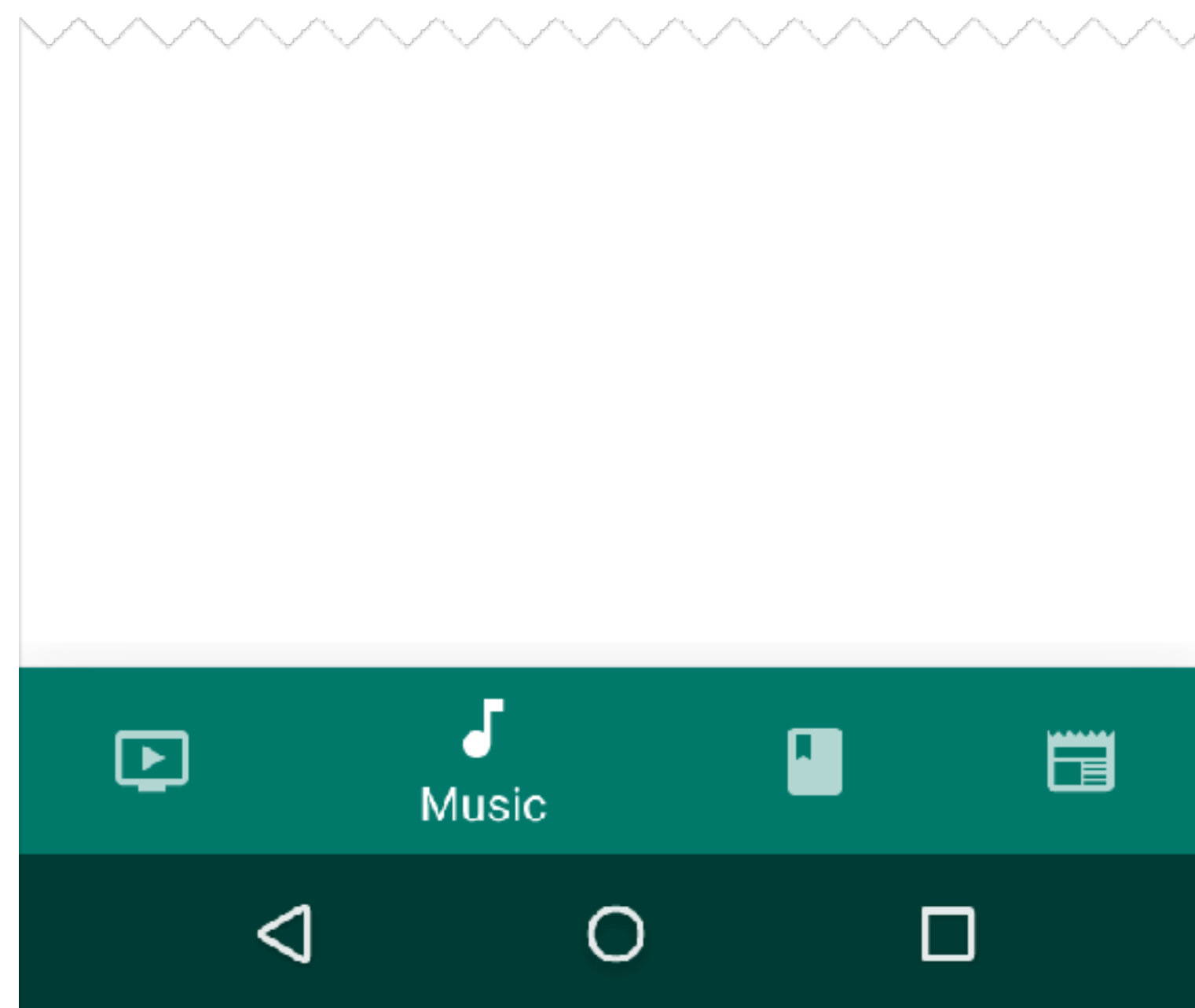
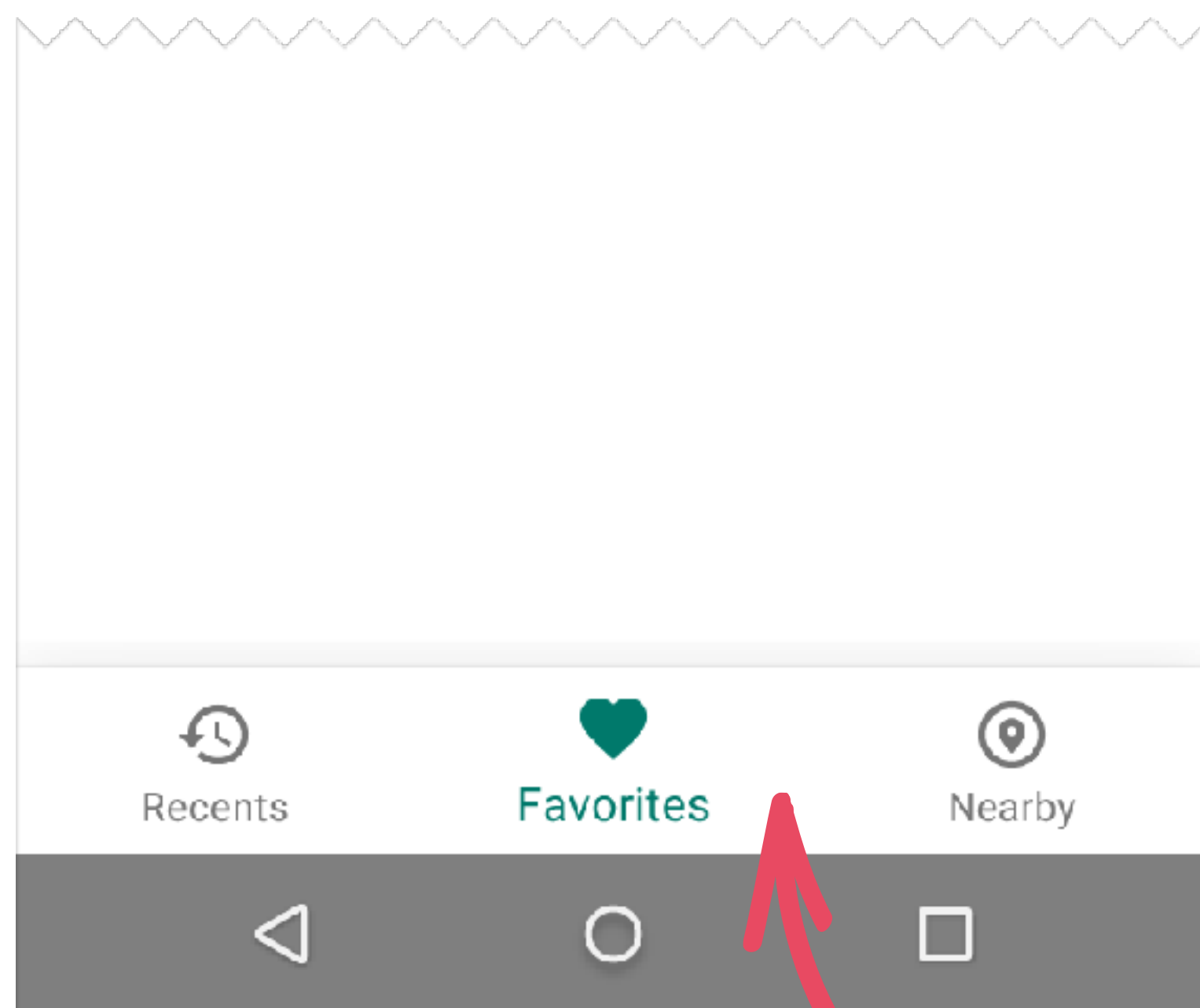
bottom navigation  
menu

## GOOGLE PHOTOS



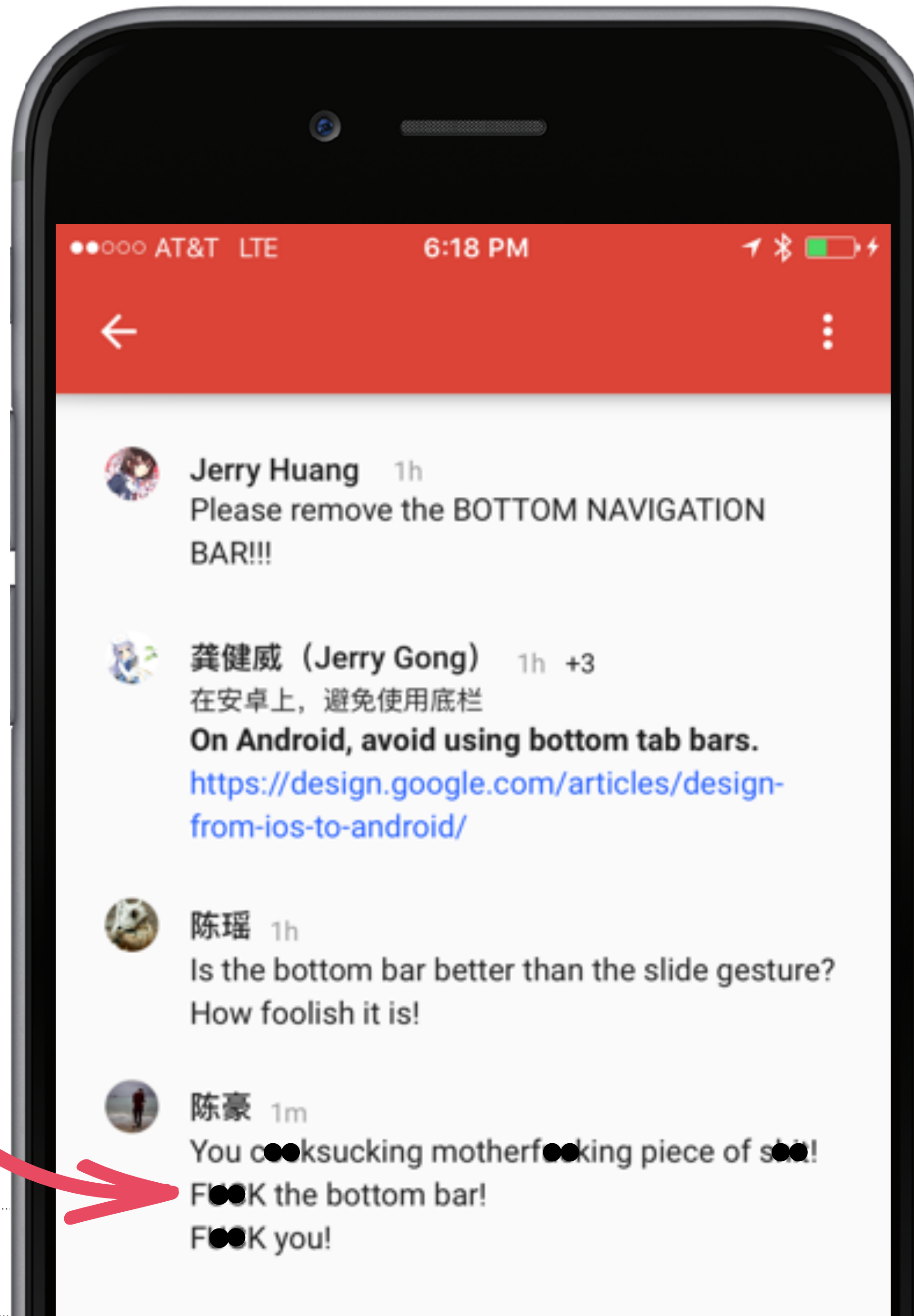
bottom navigation  
menu





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.”

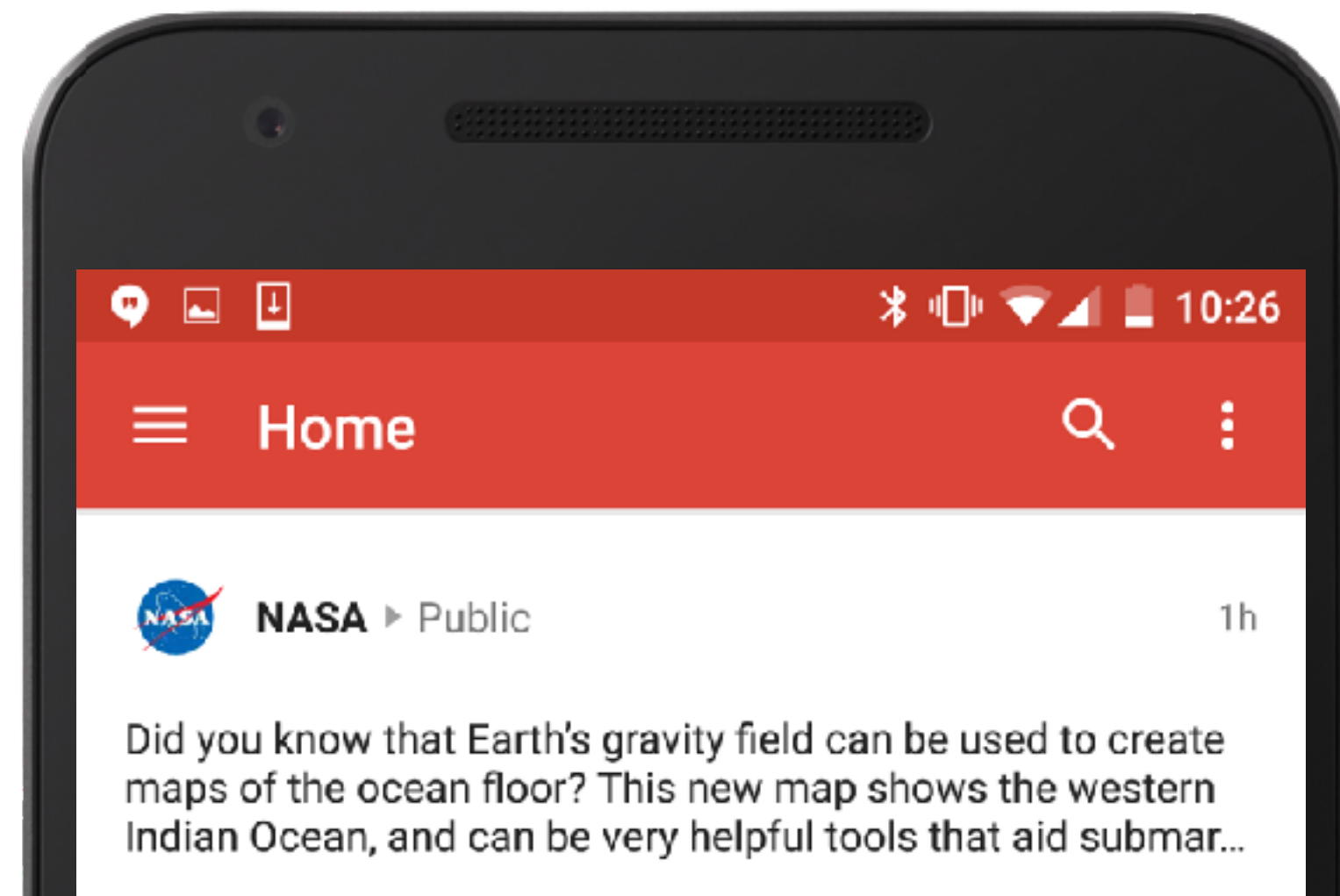
**Herbert Bayard Swope**



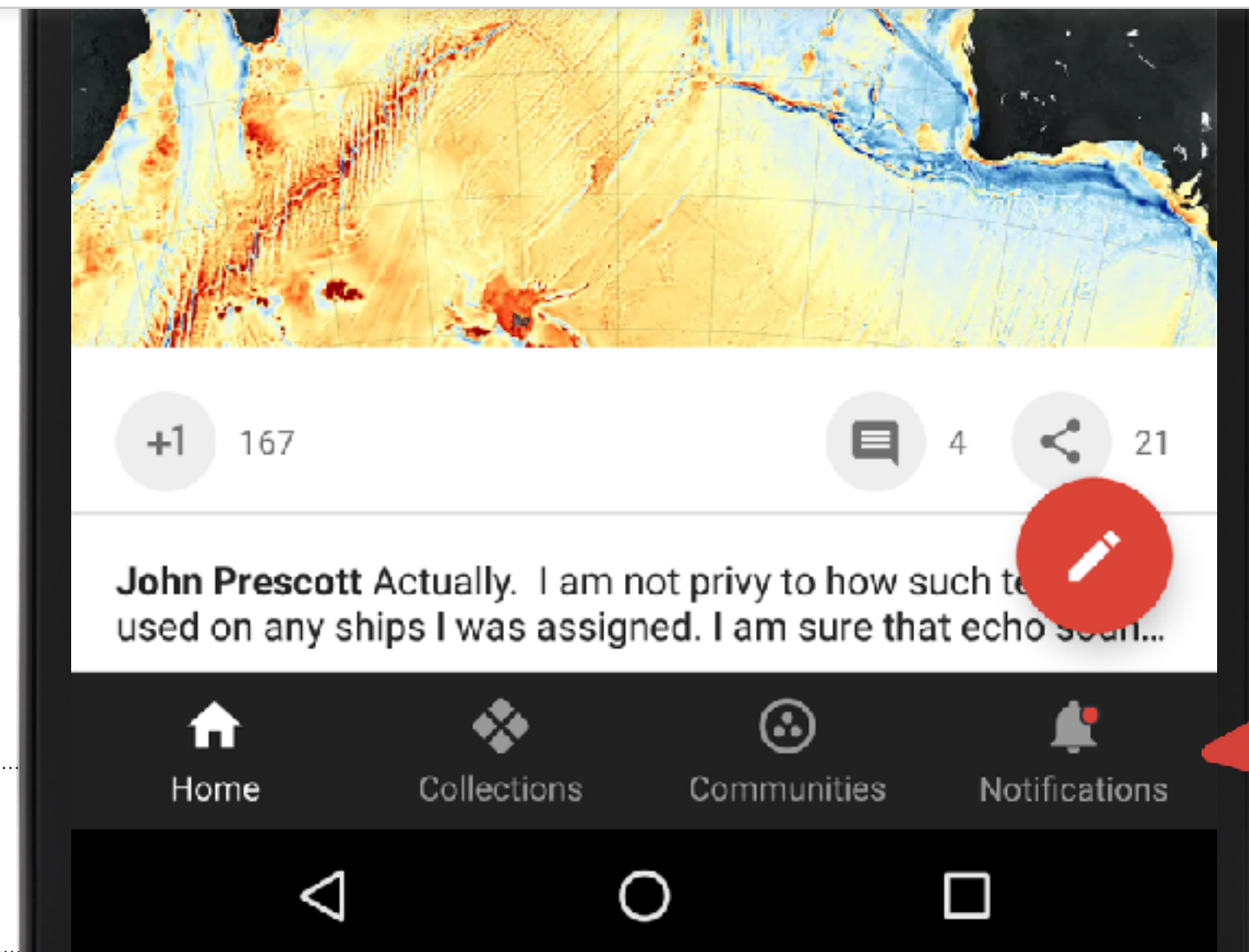
“Products without a point of view  
have no point.”

**Steven Sinofsky**





All this for an obvious design change?



bottom navigation menu

# 1B

TOTAL IPHONES SOLD



# \$622B

IPHONE REVENUE 2007-2016





## MOBILE DESIGN...

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### 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



# THANKS



@lukew

**LUKEW**  
IDEATION + DESIGN