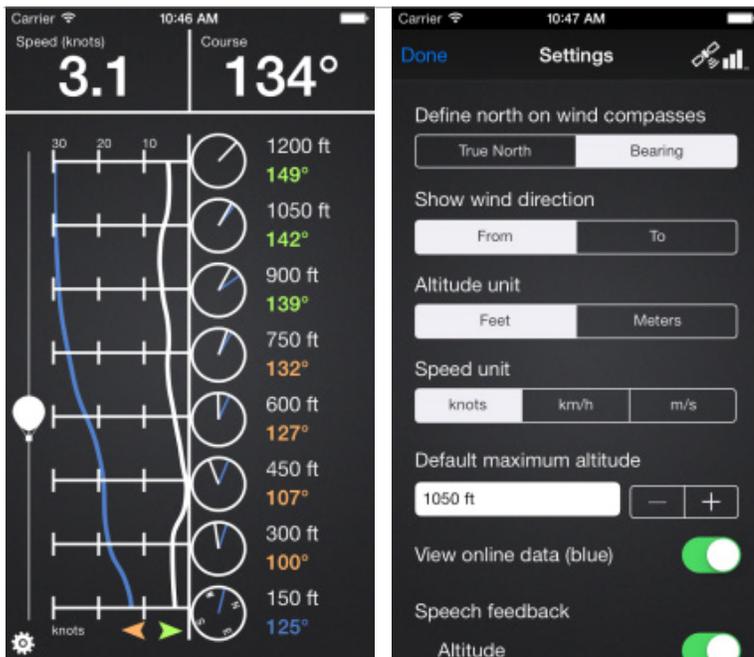


# Four UI/UX Principles for Making Successful NODE+ Mobile Applications

# Identify your target users and the value your mobile app will offer

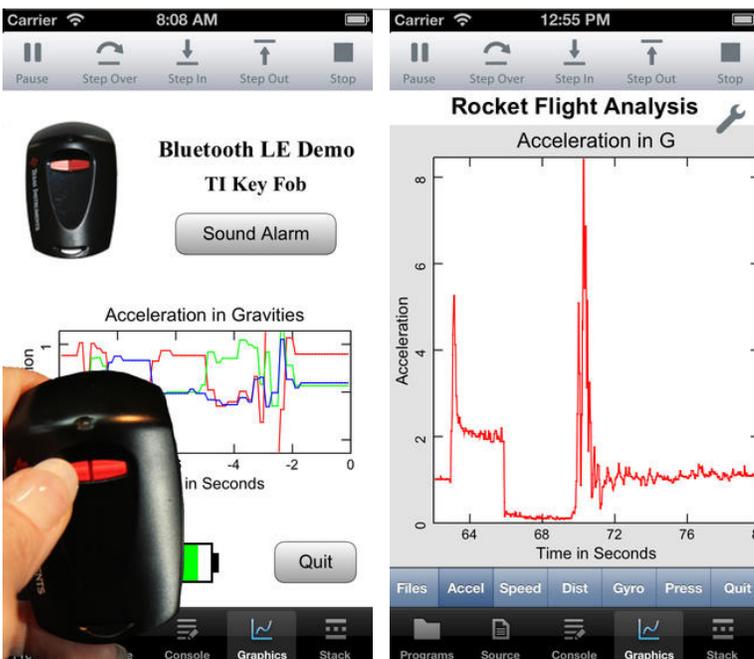
# 1

Think about what your most probable end-user looks like. This will influence every component of your UI/UX strategy. Clearly address what problem you are solving or how your mobile app is delivering value to your end-user.



### A mobile app targeting aircraft hobbyists

Use NODE+ to indicate the altitude of an aircraft, helicopter, or hot air balloon, along with the speed and direction of the wind. This app makes charting easy with simple graphs and clear font choices, sizing, colors, and settings screen.

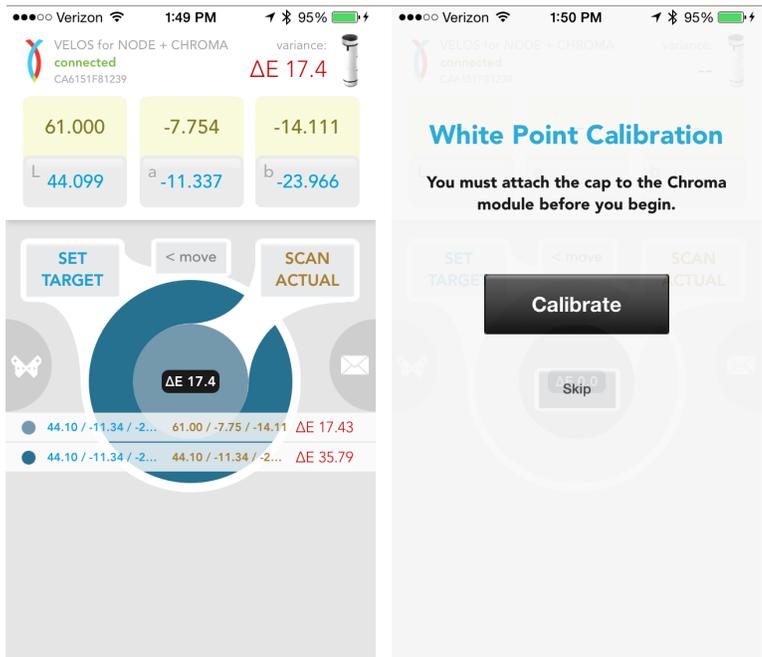


### A mobile app targeting people who just love to look at data when they are bored

This example shows raw accelerometer, gyroscope, and magnetometer data from NODE+ in different colors, fonts, and outdated interface. The app lacks a clear purpose / understanding of the value it is delivering to its end-user.

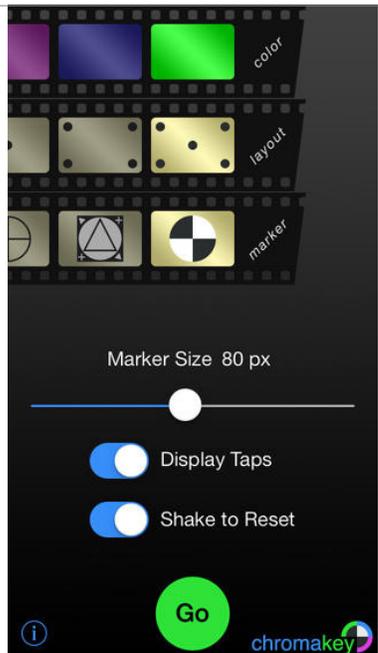
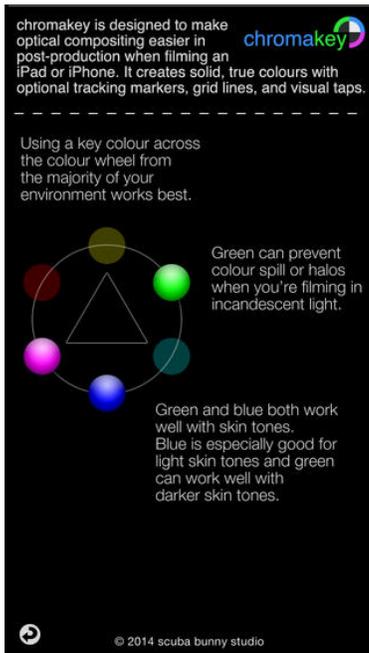
# Target other mobile apps that are success stories

At Variable, we like [appannie.com](http://appannie.com), [xyo.net](http://xyo.net) and [distimo.com](http://distimo.com) among other online resources you can tap into to discover what mobile apps have the most downloads. Look at user feedback and satisfaction ratings. Do not use as inspiration any component of a mobile app unless it has a significant number of downloads or positive user ratings.



### A mobile app with good UI/UX

This app is simple, clean and understood by the user. The app has multiple options to share and analyze the data readings.



### A mobile app with bad UI/UX

In this example, the font size is too thin and difficult to read on a black background. The color contrast and image placement make navigation difficult. The user is left confused regarding how to navigate the app.

# Combine your wire-frames with a flow diagram

We know that mobile development from scratch can take a lot of time. In order to guarantee that Variable, Inc. approves your NODE+ application as a commercial partner, we recommend that you create a wire-frame and flow diagram before you begin the development process. It is a lot easier to build your mobile app correctly the first time than to go back and make changes later. Feel free to send your wire-frames and diagrams to us at [marketing@variableinc.com](mailto:marketing@variableinc.com) if you would like feedback before you begin the development process. (Check out this list of prototyping tools: <http://on.mash.to/1f6qRAR>)

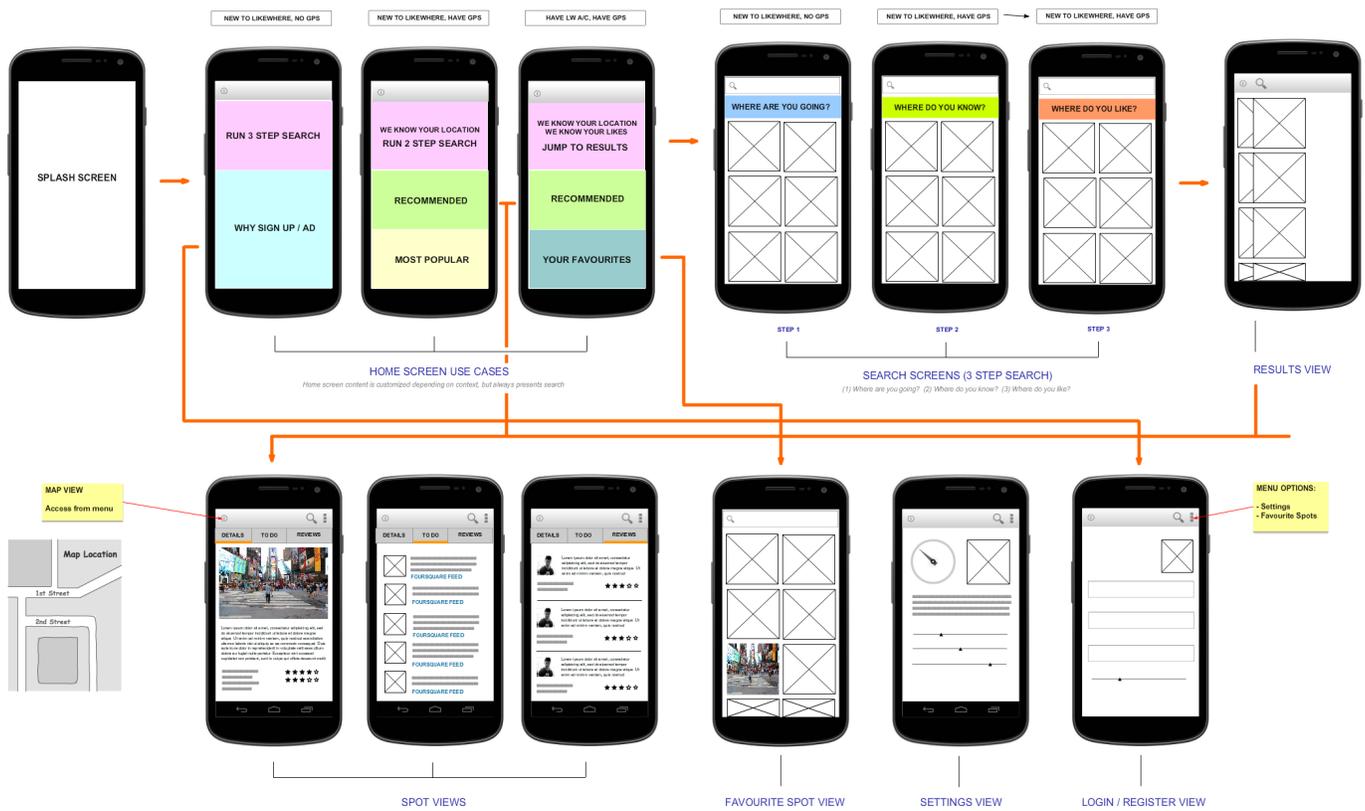


Image: User Flow – LikeWhere Android App  
<http://www.daniellenoughton.com/user-flow-diagram-likewhere-android-app/>

## Remember the 80/20 Rule

4

Generally, 80% of mobile app users will use just 20% of the functionality of the mobile app that they are using. Remember to keep the UI/UX clean, simple, and intuitive. Focus on the core value that you are offering by utilizing NODE+ sensors for smart devices.

For additional support, resources and UI/UX tips, visit:

### iOS



Apple Developer UI/UX Tips

<http://developer.apple.com/design/tips/>

Discover tips on how to improve interactivity, readability, quality of your graphics, and the clarity of your message directly from apple.com

### Android



Android Developer UI/UX Tips

<http://developer.android.com/design/>

Check out this online resource that covers design principles for creating a successful Android mobile application from android.com