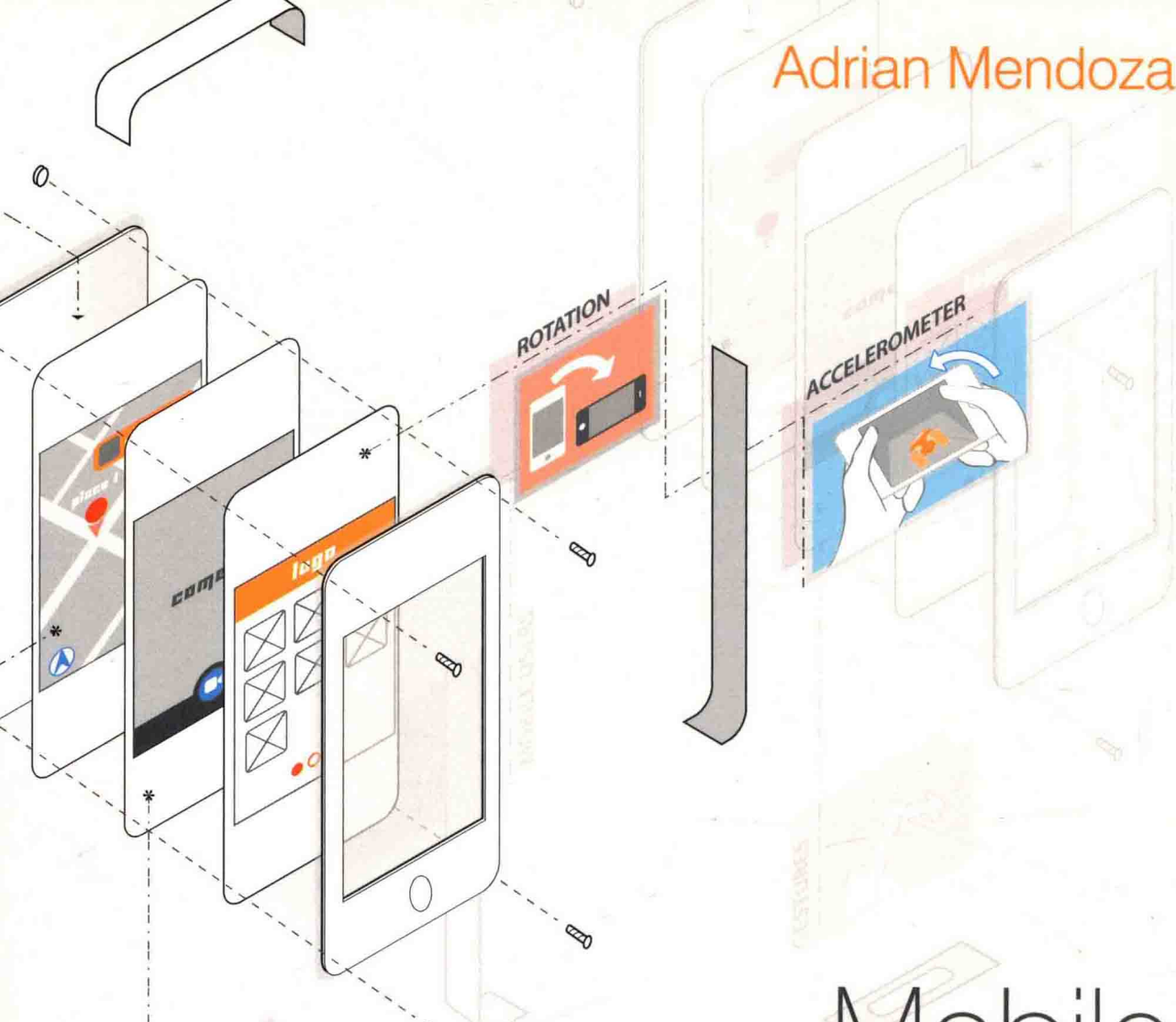Adrian Mendoza

ROTATION

ACCELEROMETER

GESTURES

Mobile
User Experience

Patterns to Make
Sense of it All

Mobile
User Experience

Patterns to Make Sense of it All

Adrian Mendoza

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Mobile
User Experience

To my son Mateo, who teaches me new things every day, and who, at 8 months old, taught me that if you swipe the iPad screen with your entire hand it switches from one app to another. That four-finger swipe gesture took me 2 weeks to replicate.

This book is dedicated to you.

Acknowledgments

Author Biography

Adrian's career is highlighted by more than twenty years of design and user experience work. His first studio, Synthesis3, worked with several Palm OS software companies in creating their brand for both a web and retail presence. His current business, Mendoza Design, specifically focuses on delivering user experience design for clients. Adrian has consulted on a variety of user experiences for web and mobile projects, ranging from orange juice to international airports. In addition, he is a cofounder of Marlin Mobile, whose focus is on creating tools to measure the performance of mobile user experiences.

Adrian has taught visual design at Suffolk University, Harvard University, The University of Southern California, and Massachusetts College of Art. His focus has been on creating a narrative using digital media. Adrian earned his BA with honors from the University of Southern California and his Master's from the Harvard Graduate School of Design.
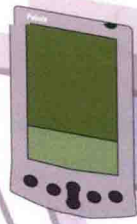
Preface

A long time ago (I am talking more than 15 years here), I had the opportunity to meet the architect Wes Jones at a book signing for his second book, *Instrumental Form*, in Santa Monica, California. Among the buzz and giddiness of the architects in the room, I had an opportunity to talk with him in person. Unlike everyone else who asked him what his favorite building was or why his buildings looked funny, I asked him this one question: "What was the most memorable thing about writing your book?" He took a moment to think about this question. His thoughtful response was this: "After several months of collecting drawings and writing … after all this hard work. When all was said and done, this entire book and drawings fit in a tiny tape backup that could fit in the palm of my hand … this was the most amazing and memorable thing about writing this book."

This book was written on an iPad, two MacBooks, and an iPhone. It was written at my office, on a plane, at home, and in several libraries. For me there was no tape to hold in my hand to marvel at the compactness of it all. In fact, there was no CD-ROM, USB key, or portable hard drive. This entire endeavor was saved on cloud storage and shared to reviewers by email and file sharing. From here, I could open, edit, and save files virtually. By the time you read this book you probably will have downloaded it directly to your Kindle or iPad and waited only a few seconds for it to be copied over. This is the new memorable moment of this book. A book about mobile experience, created and read on a mobile device.

Newton

MessagePad 2000

Palm

Palm IIIc

SONY

CLIE

Apple Newton

eMate 300

Palm OS

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