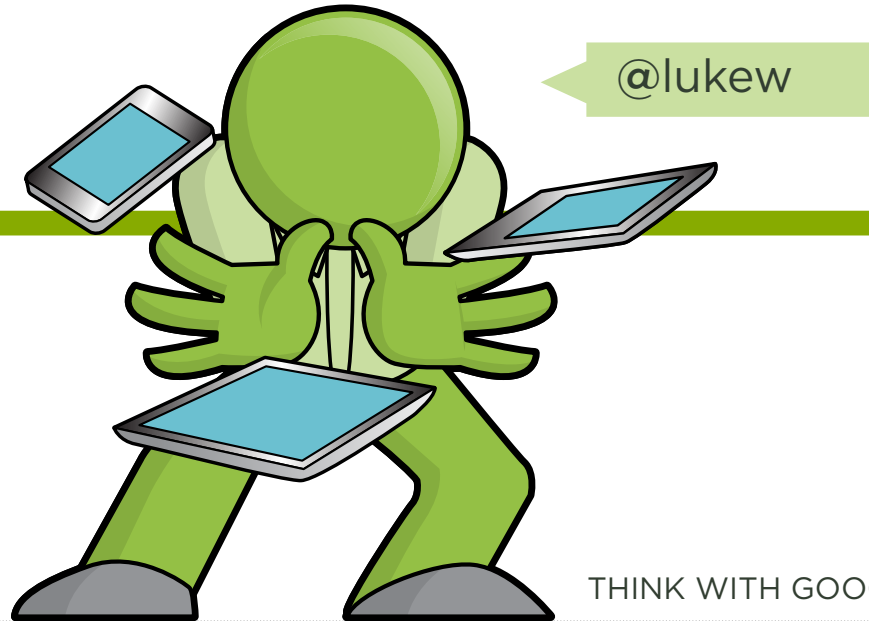


# OBVIOUS

## ALWAYS WINS



LUKE WROBLEWSKI

THINK WITH GOOGLE

Google

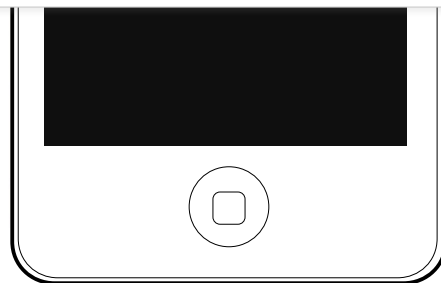


VS





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





All together now

“...and we are calling it iPhone.”

---



IPOD



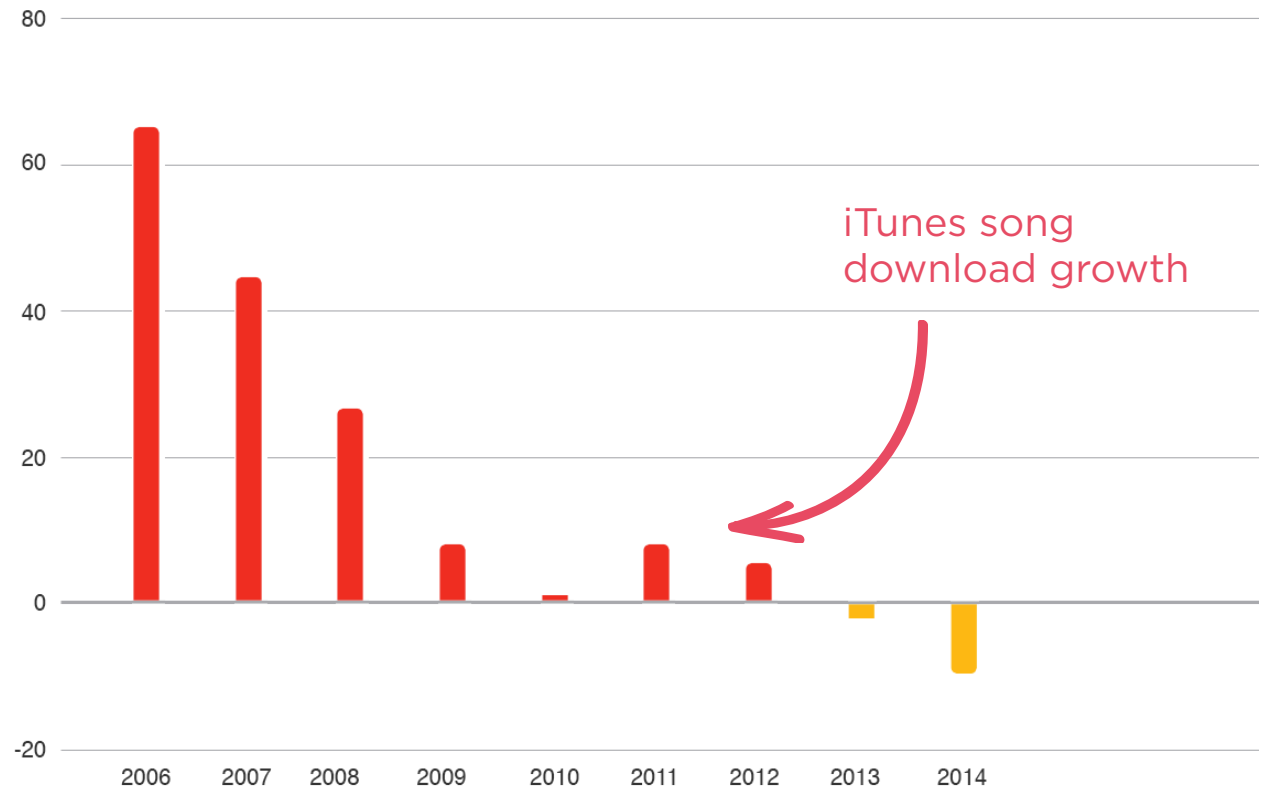
PHONE



INTERNET COMMUNICATOR

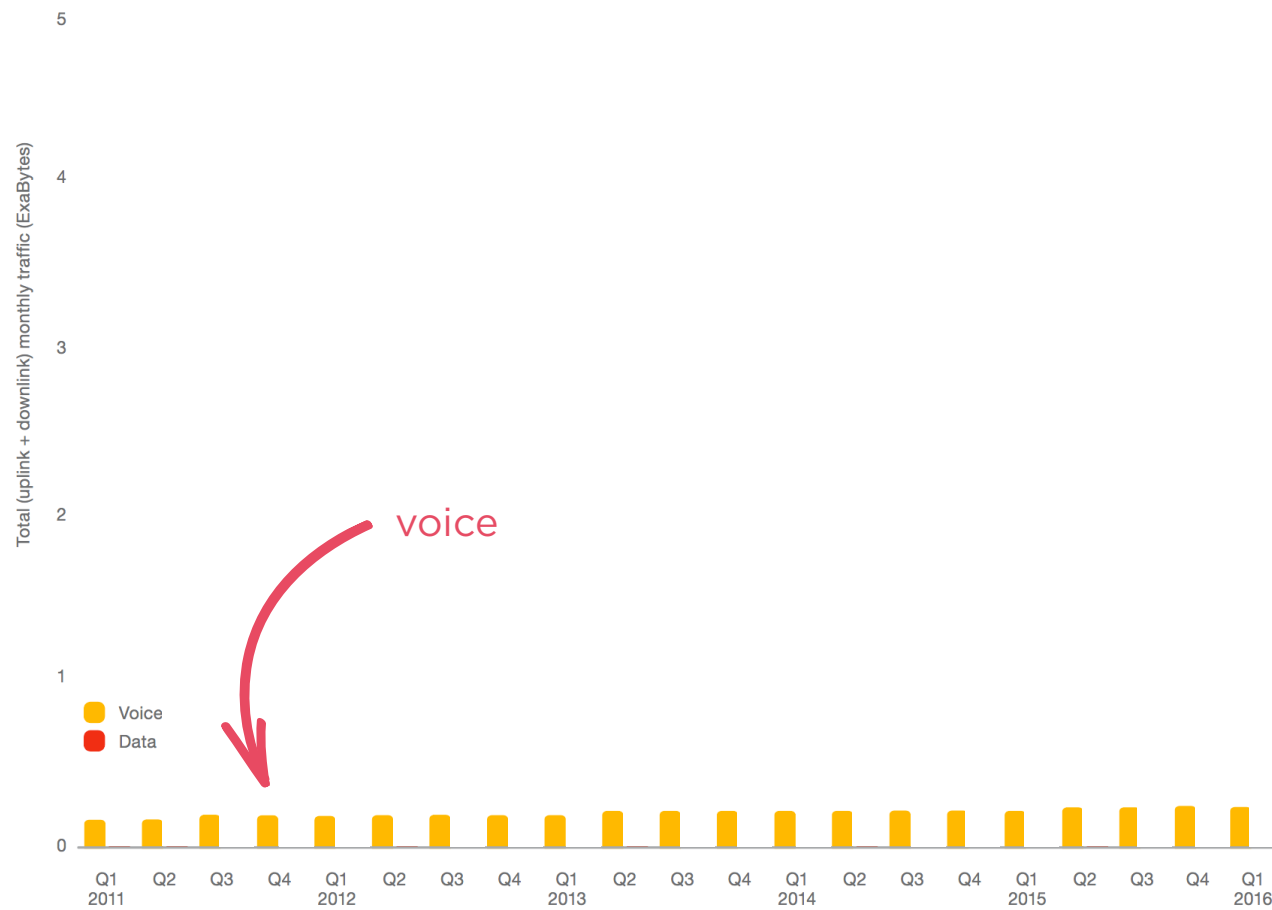


IPOD



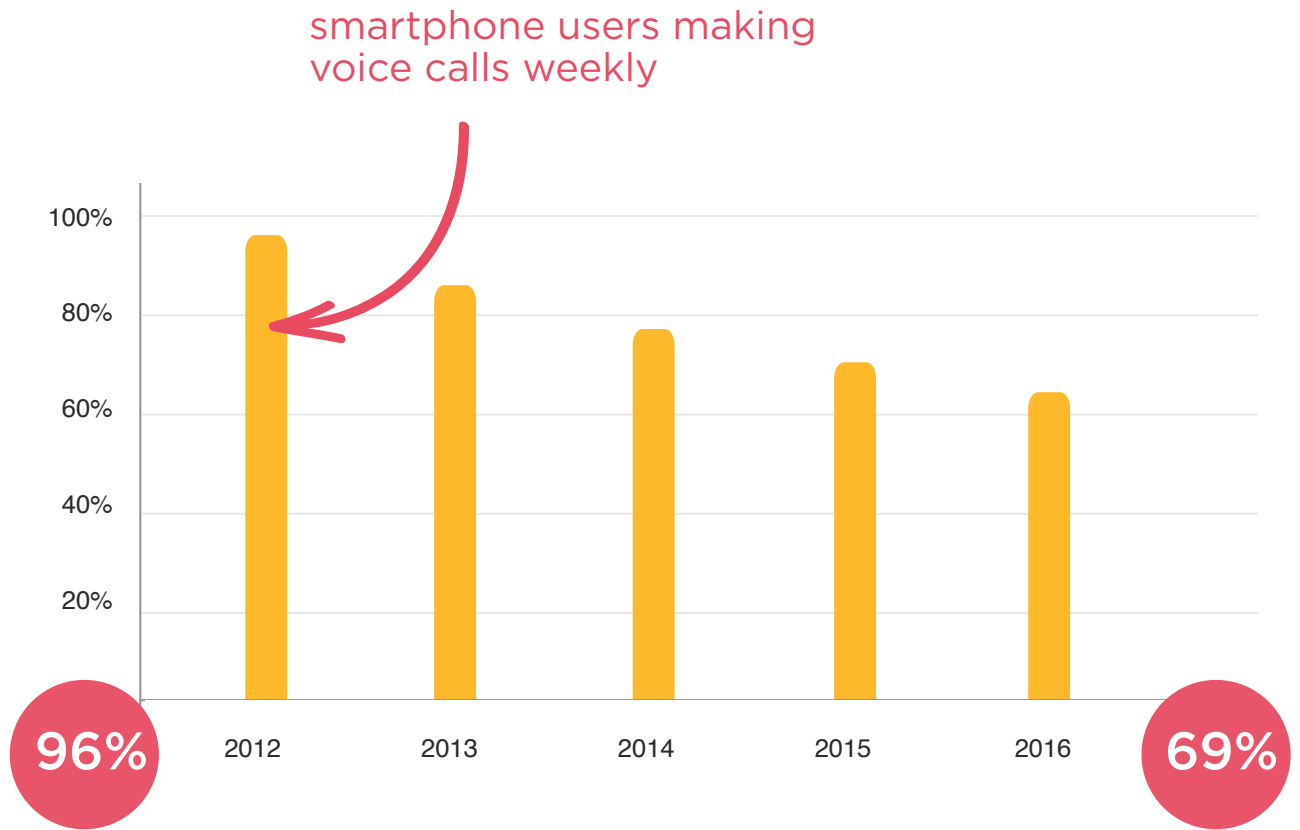


PHONE





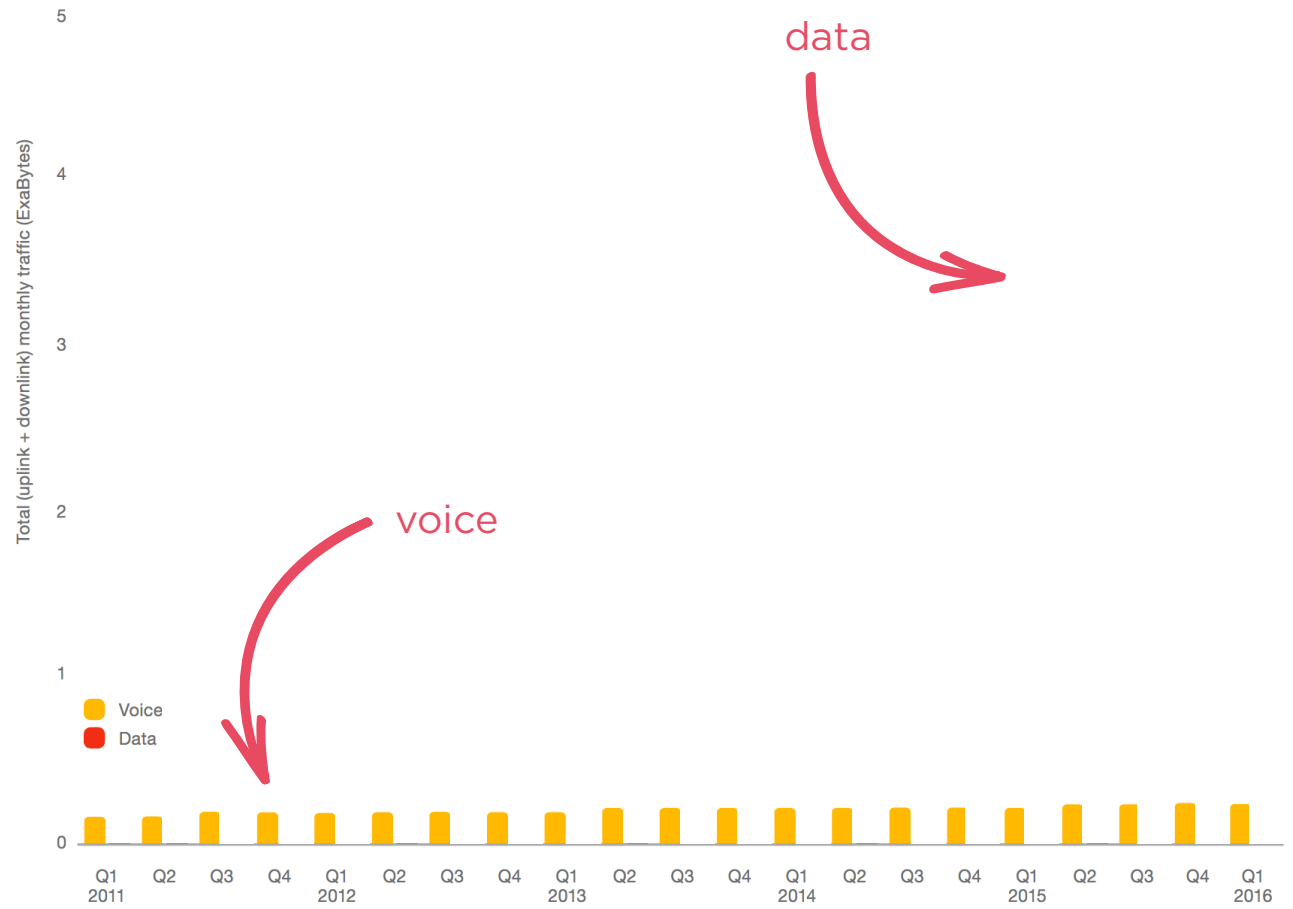
PHONE





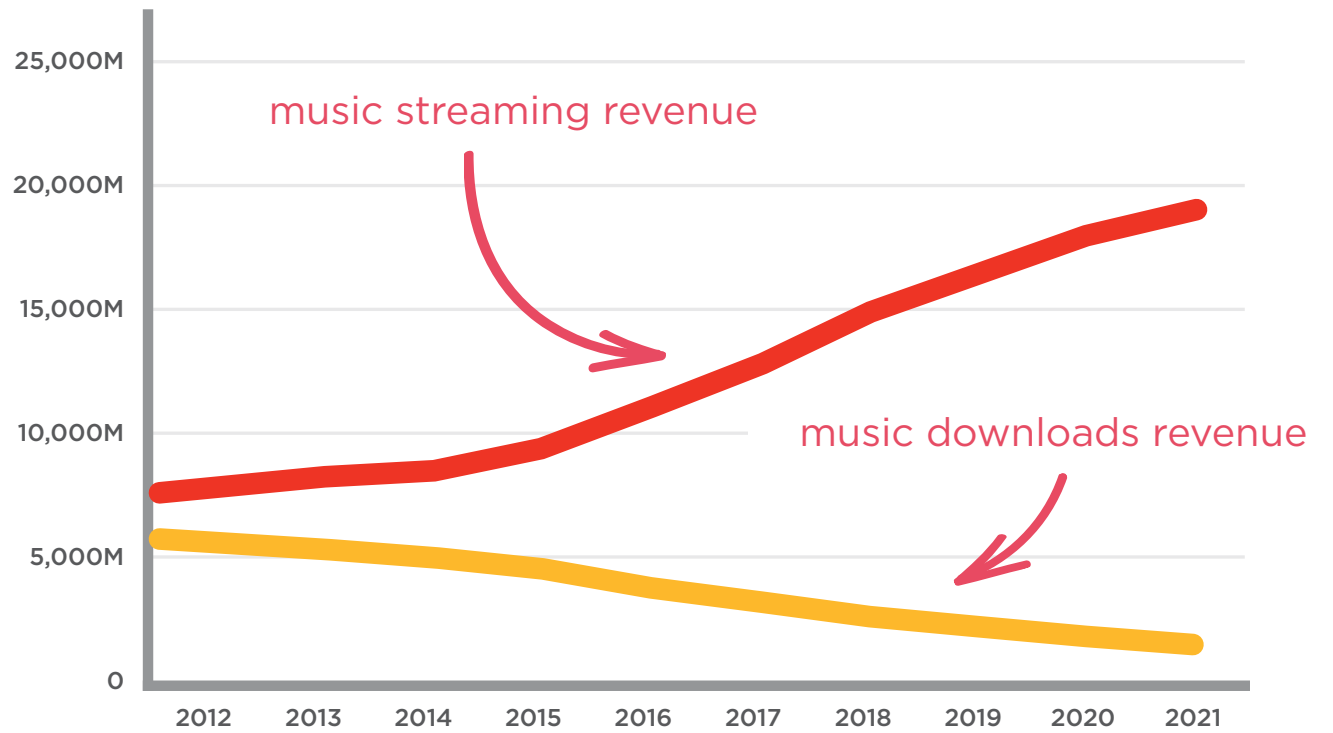


## INTERNET COMMUNICATOR





INTERNET  
COMMUNICATOR



# One Out of Three Ain't Bad

---



IPOD



PHONE



INTERNET COMMUNICATOR



VS





AllThingsD.com  
AllThingsD.com

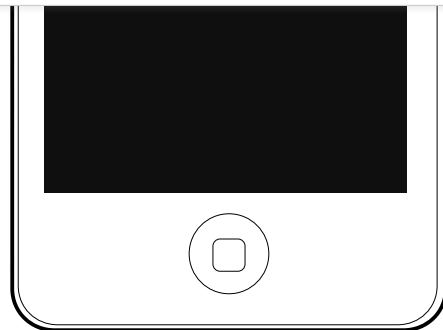


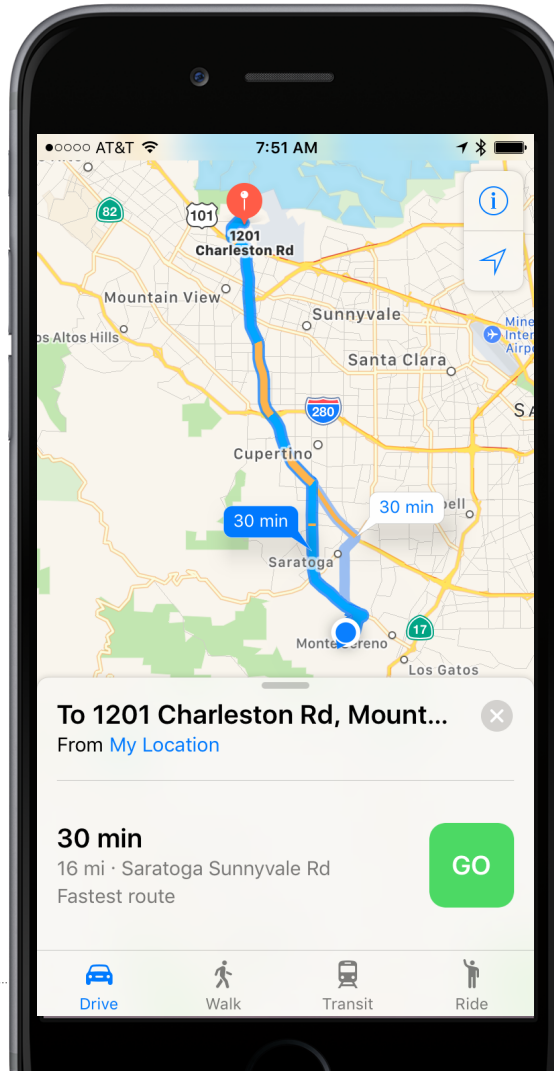
“Apple [...] would sometimes review 50 different refinements of a single hardware button.”





Design is only obvious in retrospect.





**Michael Knepprath**  
@mknepprath

sooo much better. It was truly confusing before.

9:03 AM - 15 Aug 2016



**Christopher**  
@hvllovs

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

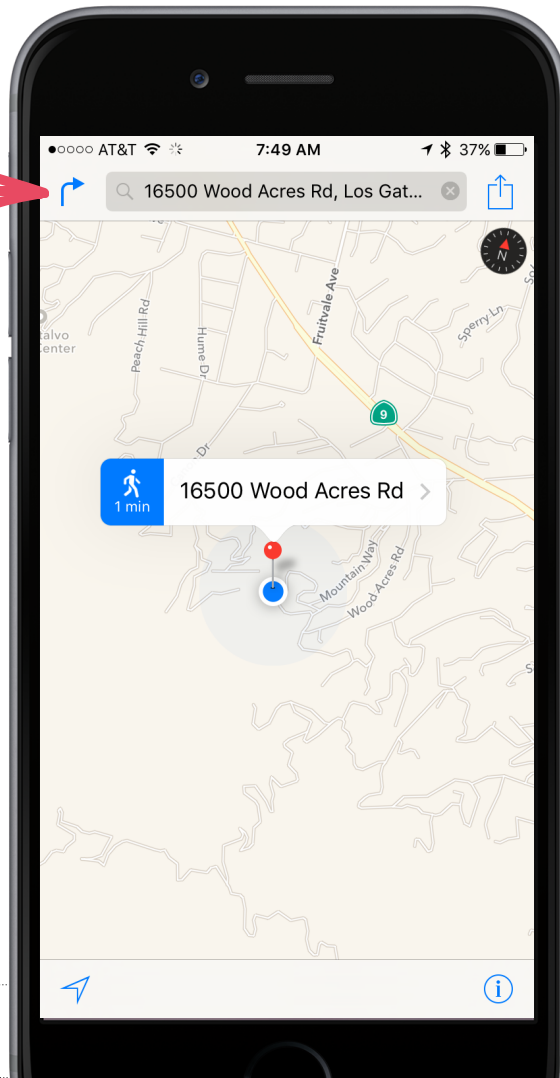
9:33 AM - 15 Aug 2016



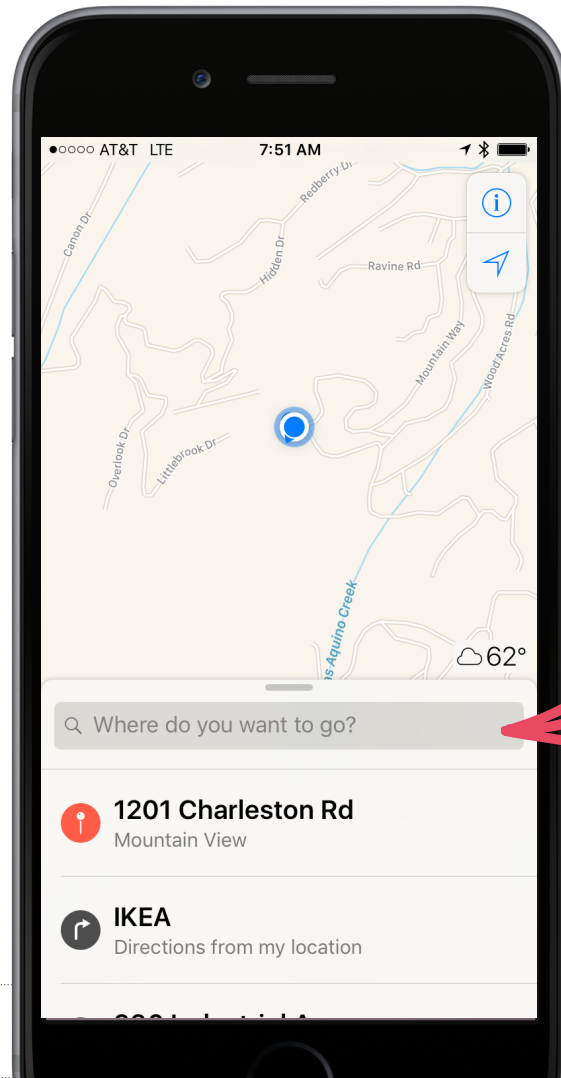
BEFORE

AFTER

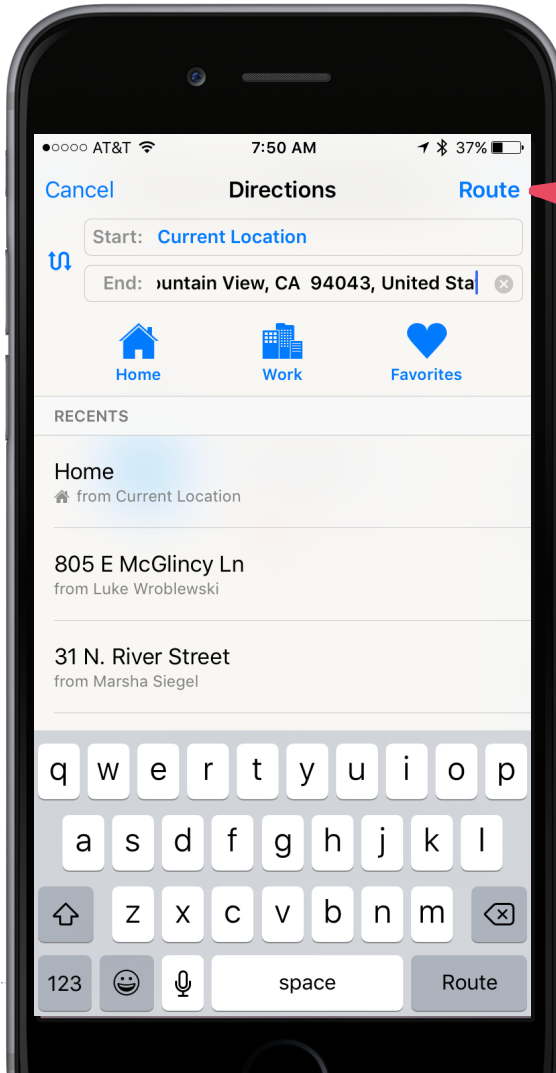
tap search to start



clear "Where do you want to go?" prompt

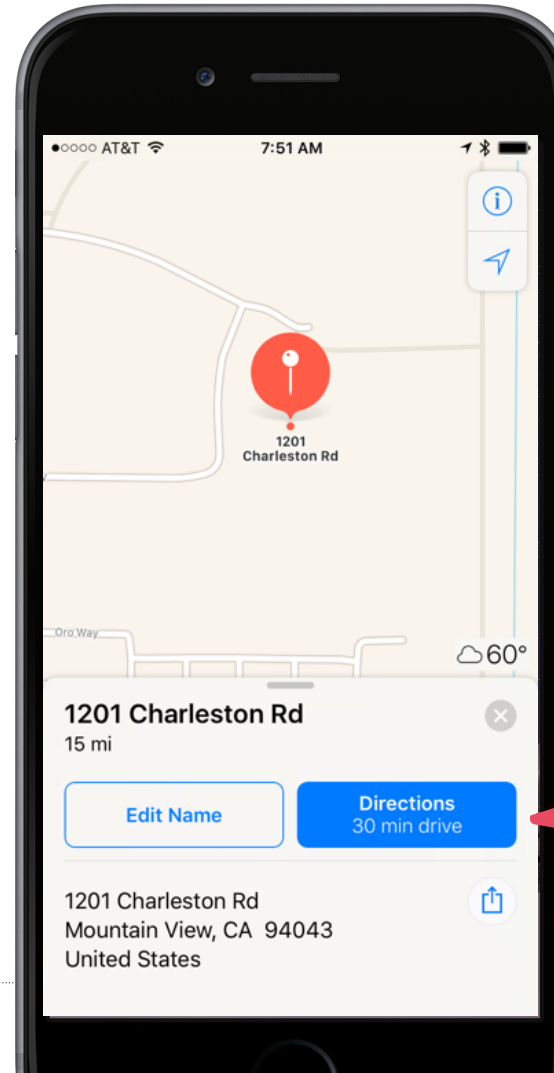


BEFORE



tap Route to start

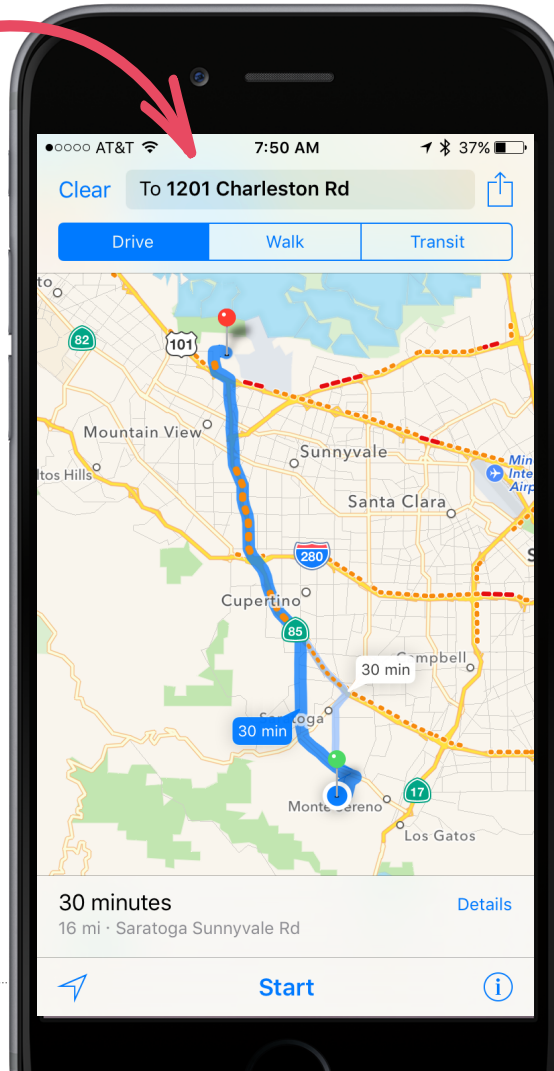
AFTER



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

BEFORE

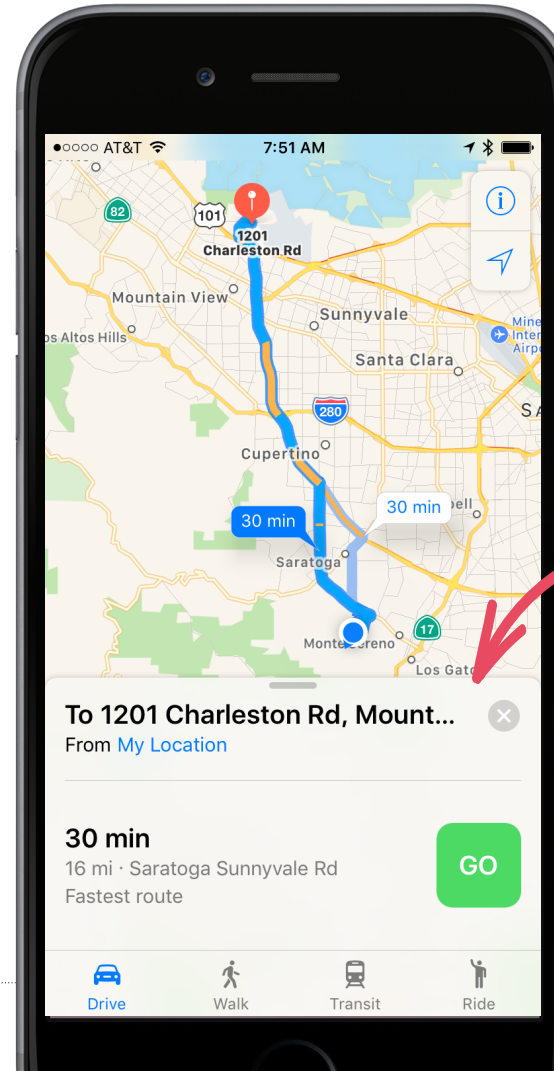
separation of related content: destination & route/action below



AFTER

related content & actions no longer visually separated

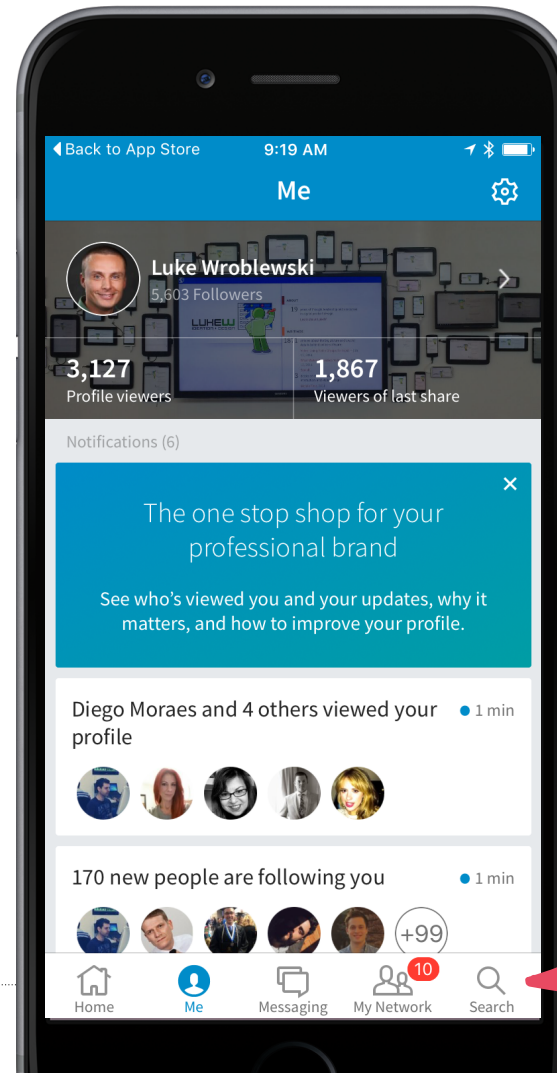
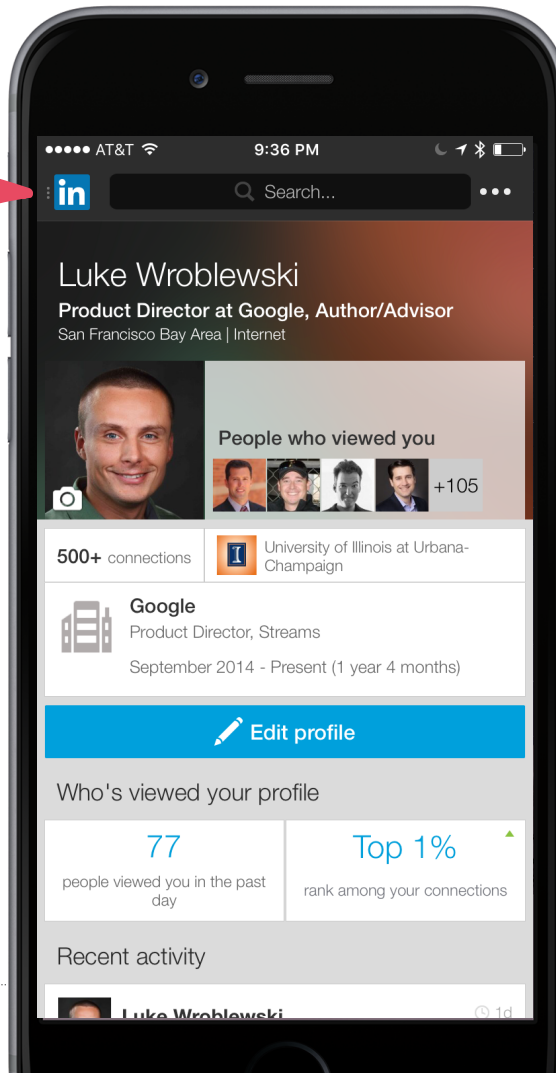
clear primary action: strong visual contrast & affordance (button)



BEFORE

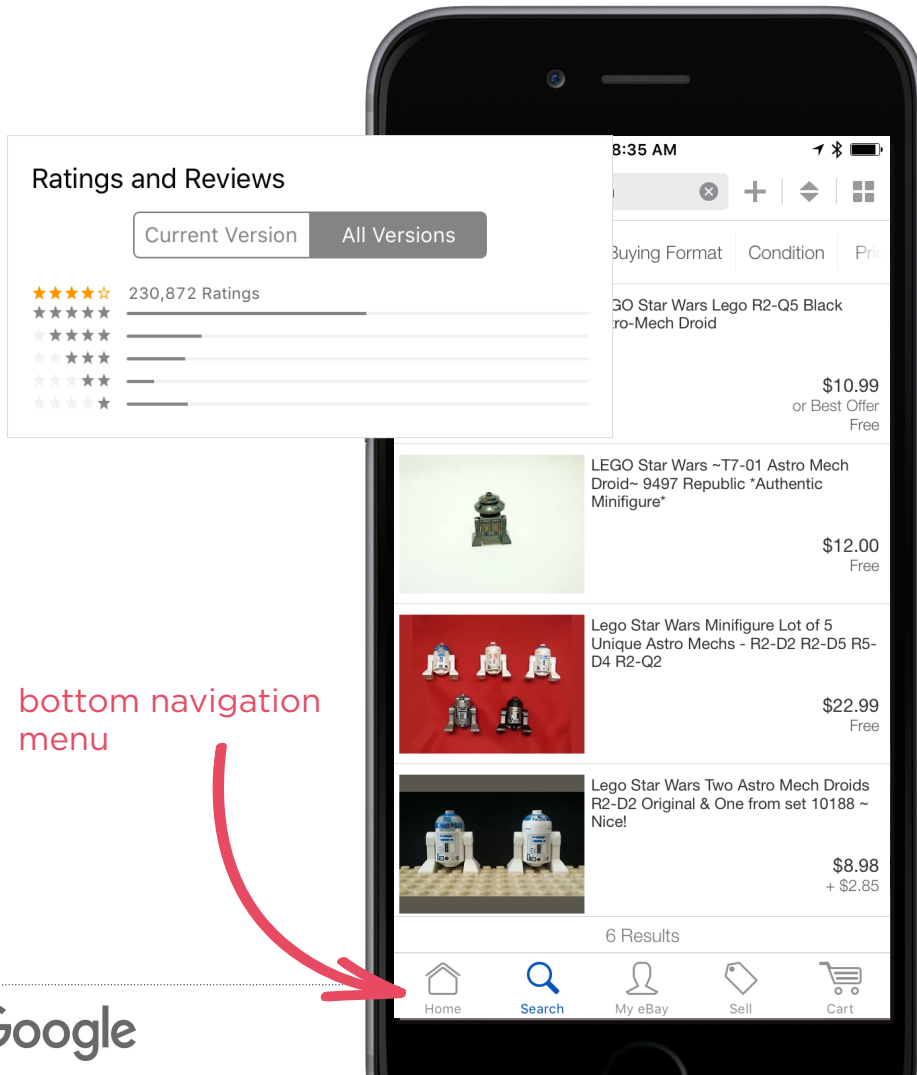
AFTER

logo/overflow menu



bottom navigation menu

BEFORE

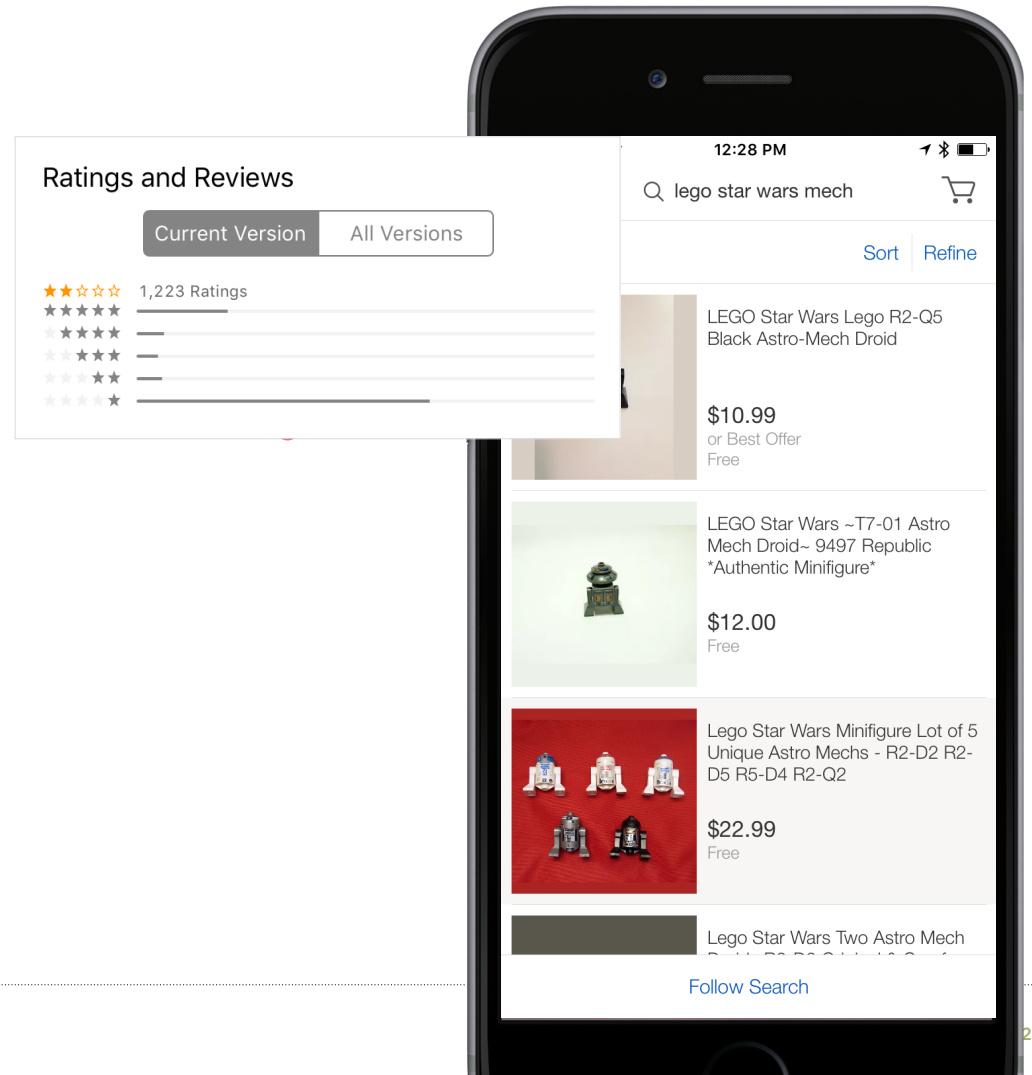


bottom navigation menu

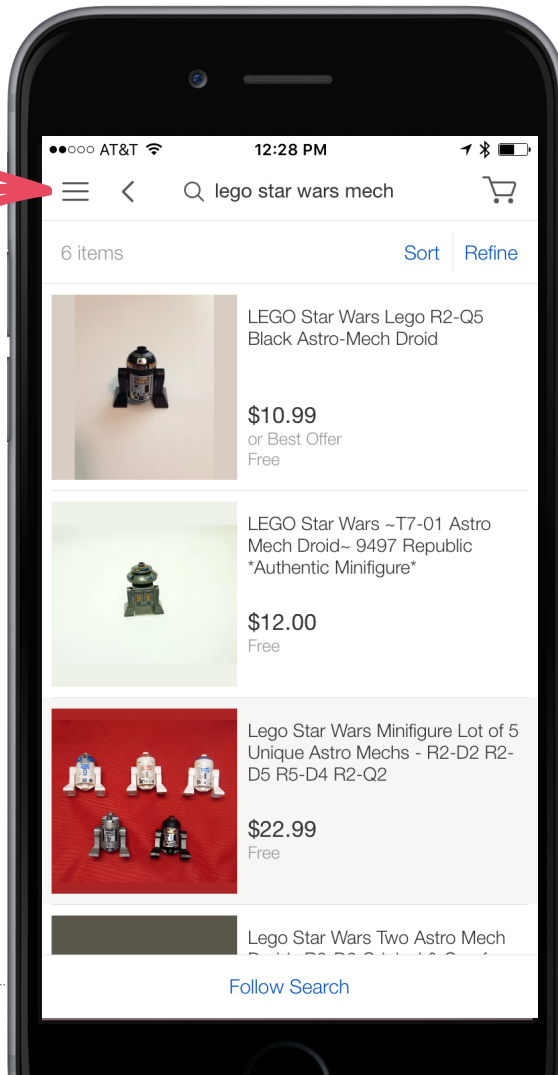


Google

AFTER



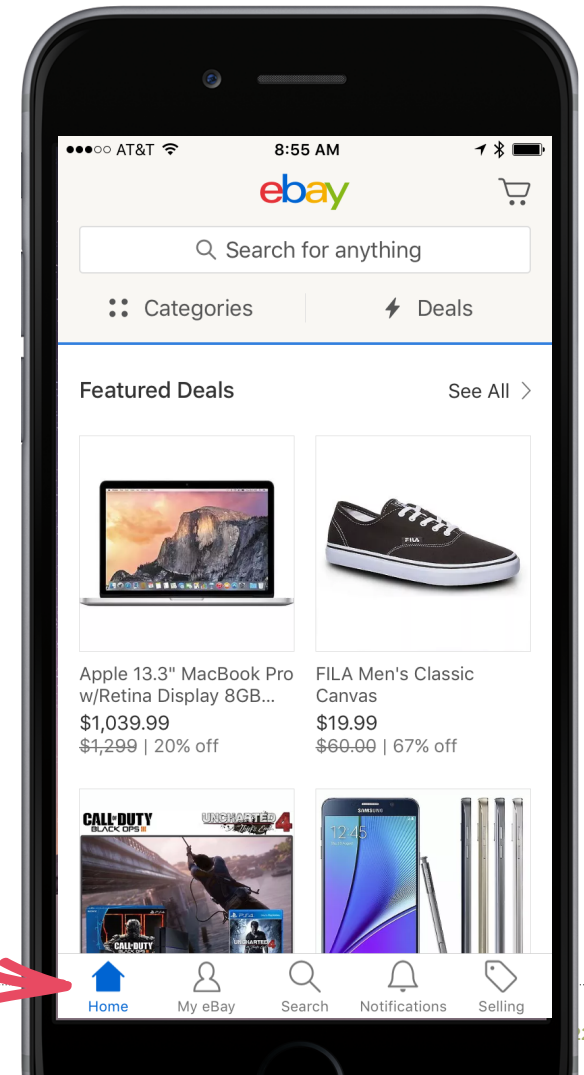
AFTER



hamburger menu

Google

AFTER

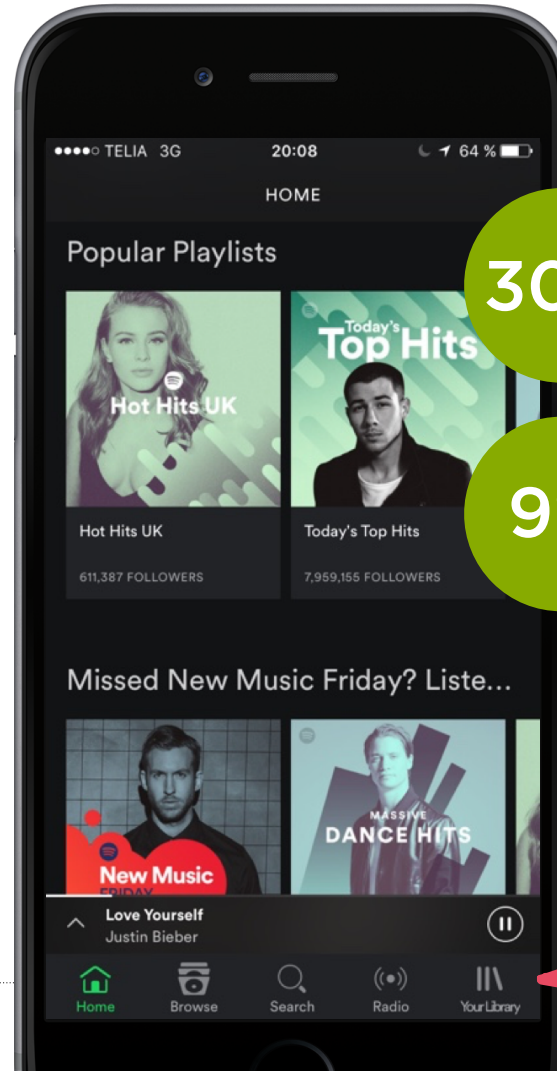
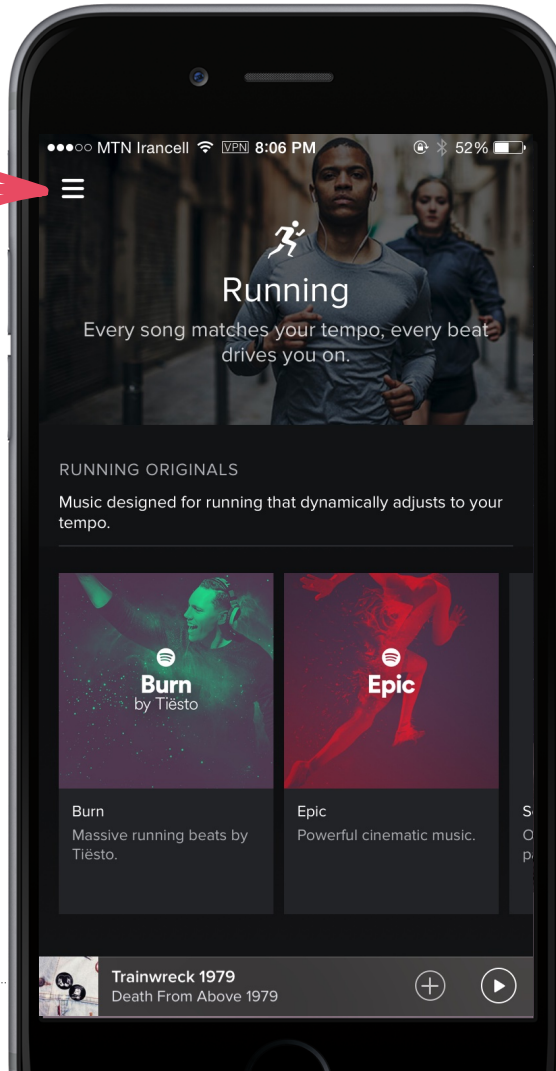


bottom navigation menu

BEFORE

AFTER

hamburger menu



30%

INCREASE IN MENU ITEM USE

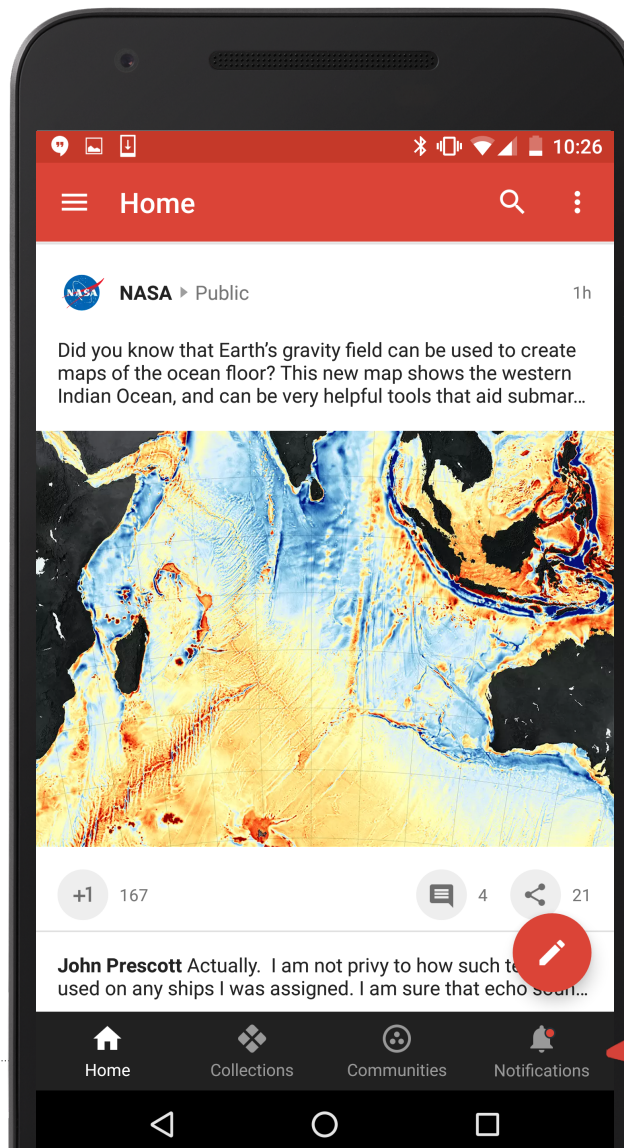
9%

INCREASE ACTIONS OVERALL

bottom navigation menu



ANDROID APP



bottom navigation menu





## WHY A BOTTOM BAR?

Focus on core features/purpose  
Grow critical engagement  
Ergonomics



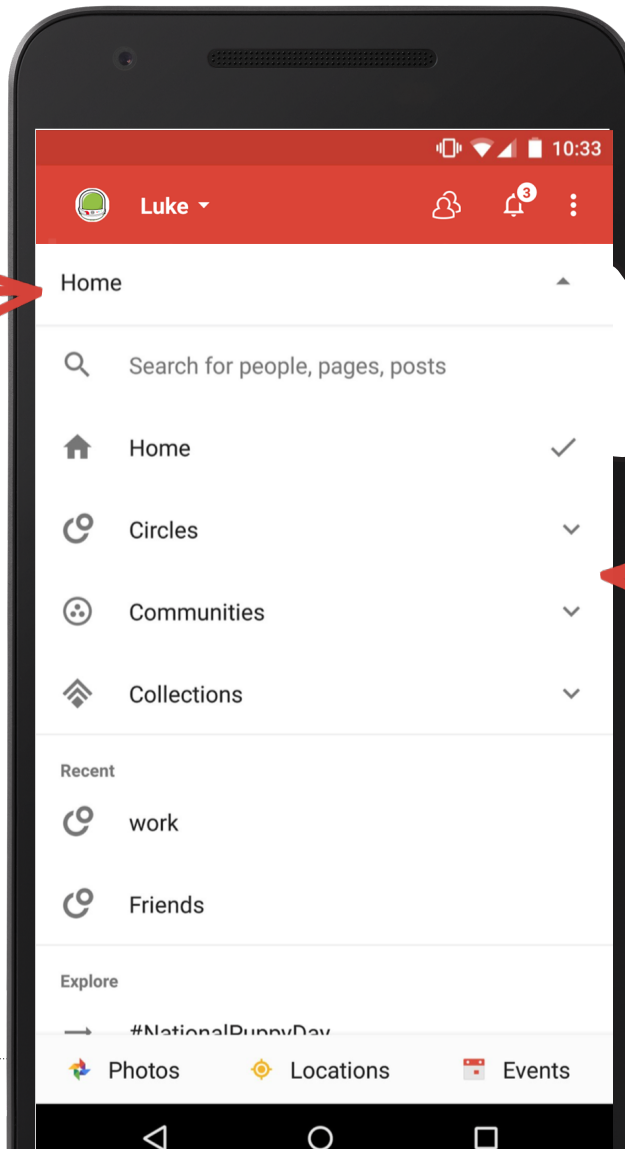
## WHY A BOTTOM BAR?

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

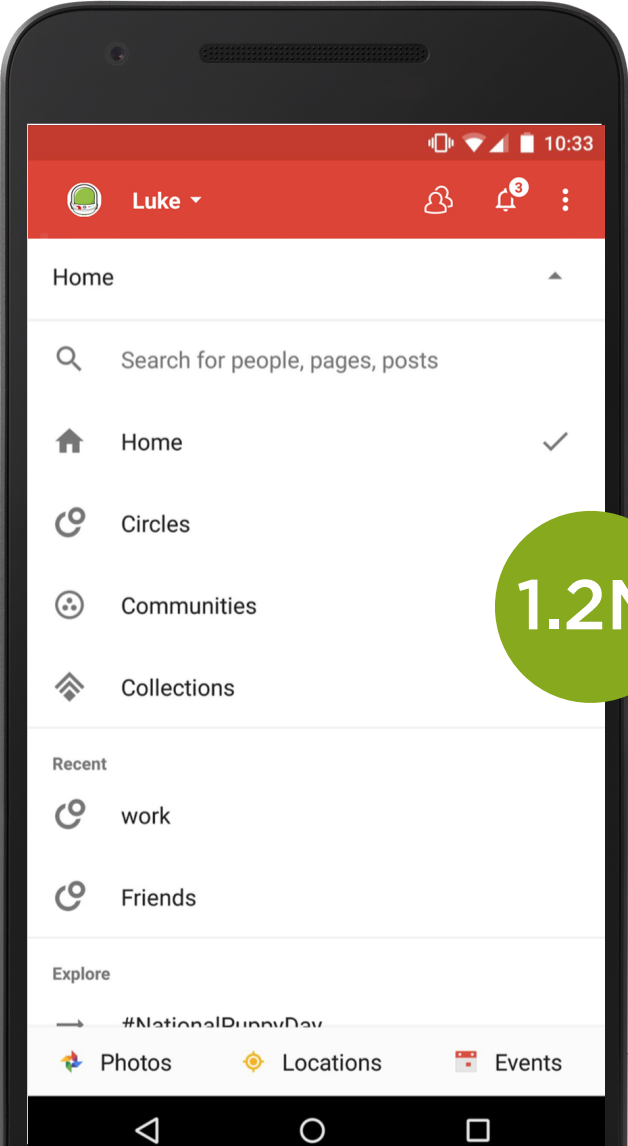
# Usage Survey



USE COMMUNITIES 2-3 TIMES/WEEK



USE COLLECTIONS 2-3 TIMES/WEEK

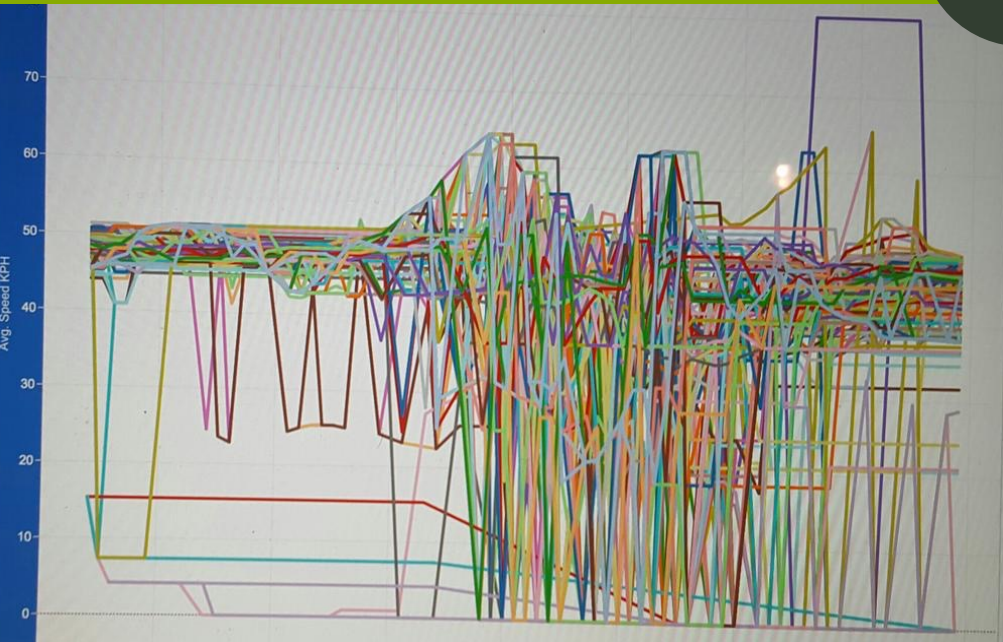


1.2M

QUANT

&

QUAL





but our features weren't all equally used

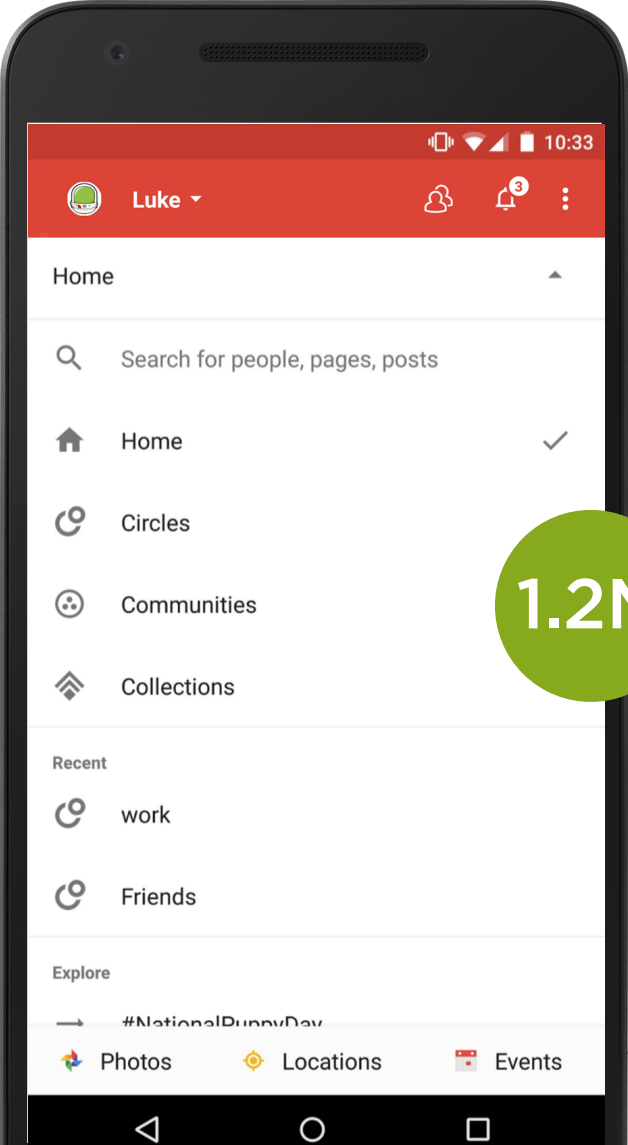
# Usage Survey



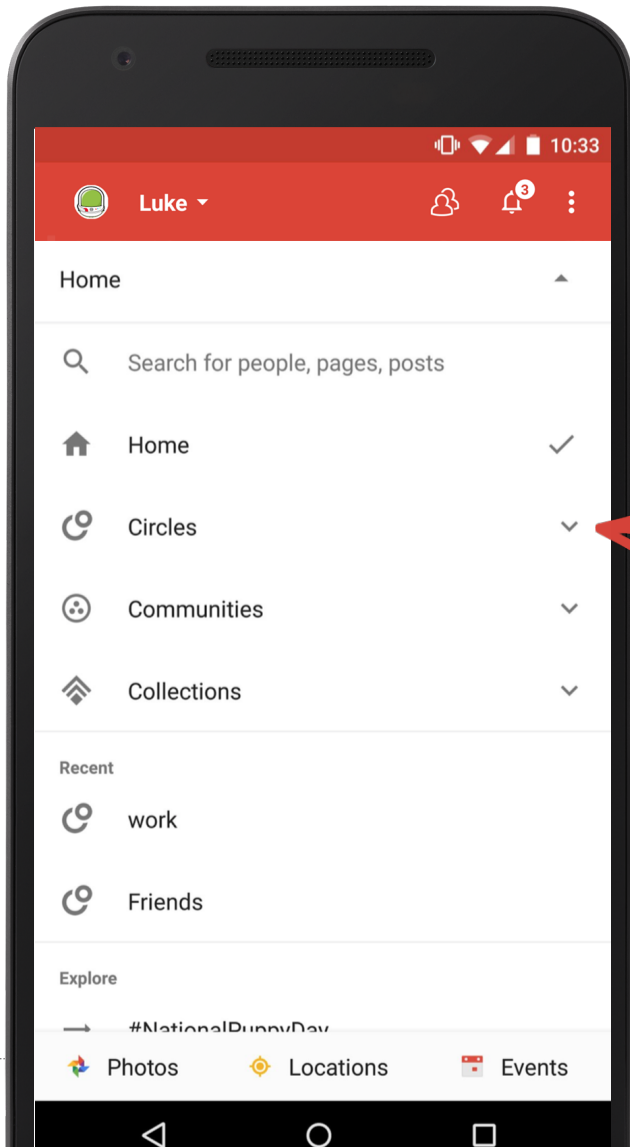
USE COMMUNITIES 2-3 TIMES/WEEK



USE COLLECTIONS 2-3 TIMES/WEEK

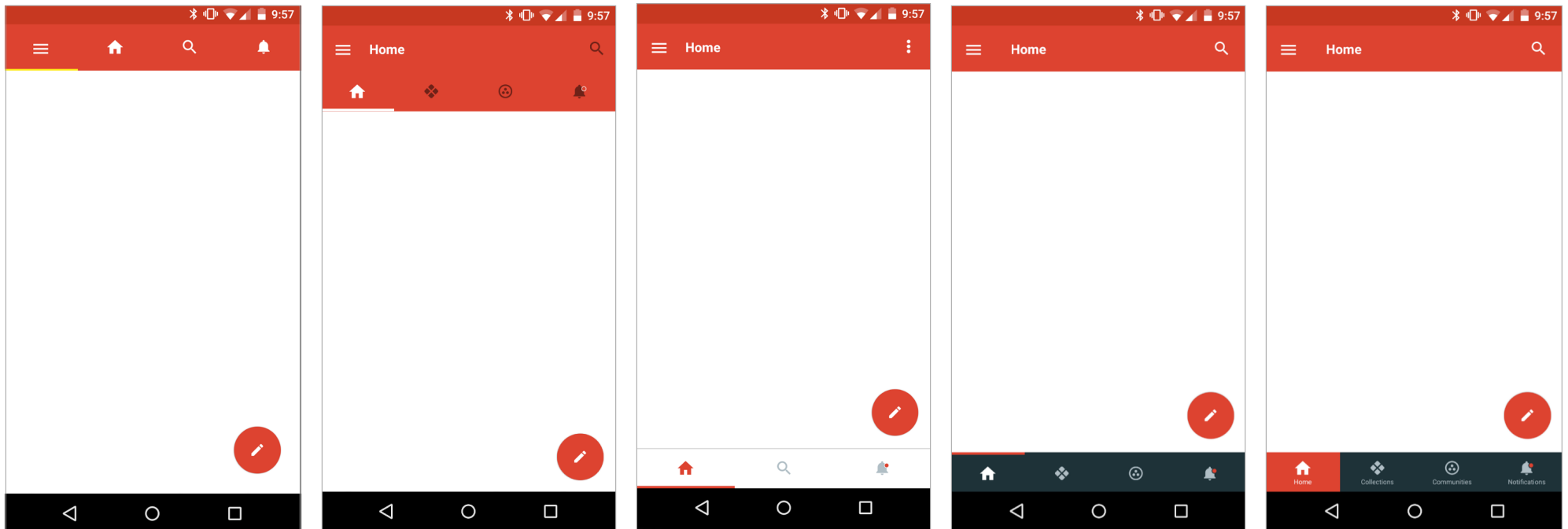


1.2M



and new users were overwhelmed by too many choices

# Navigation Explorations

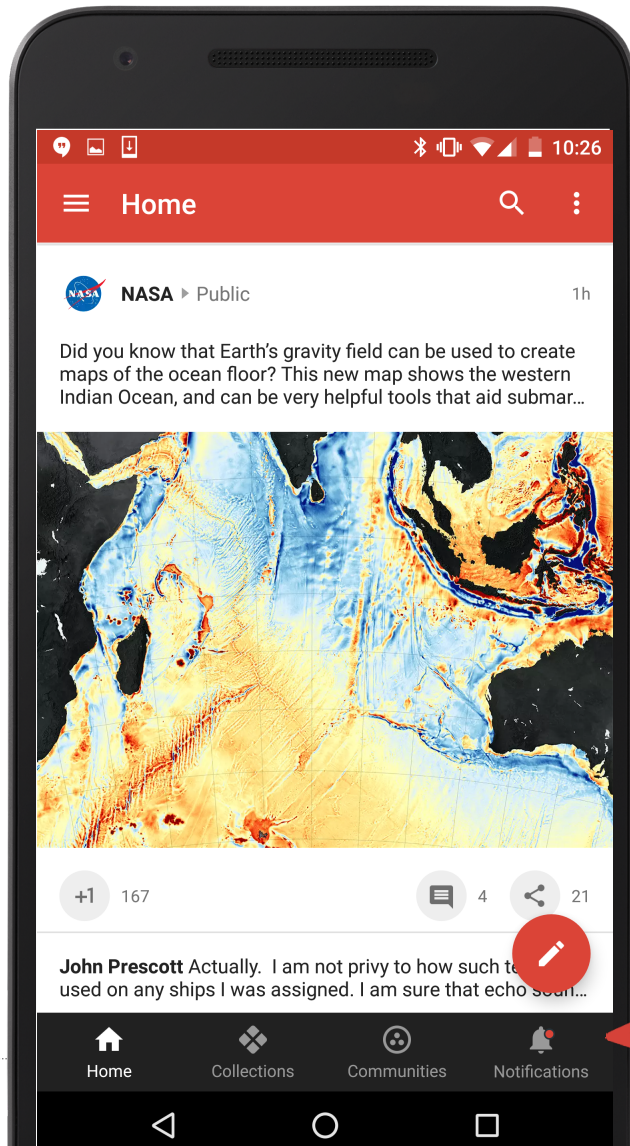




# Usability Studies

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?

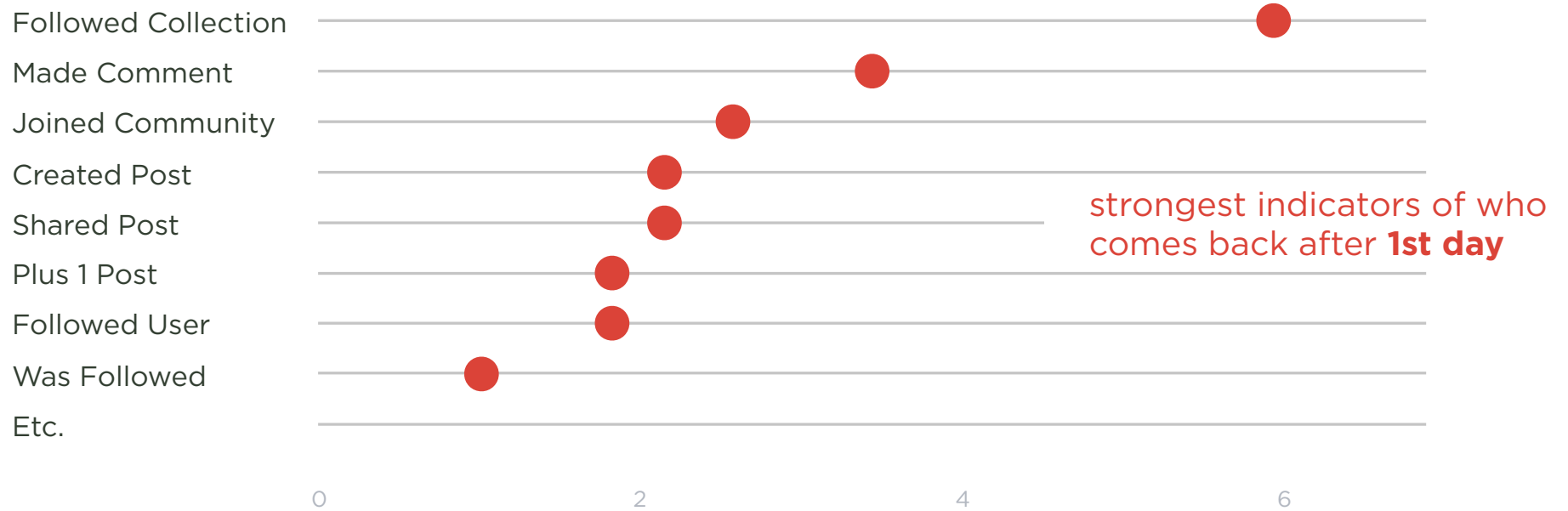
Focus on core features/purpose

**Grow critical engagement**

Ergonomics

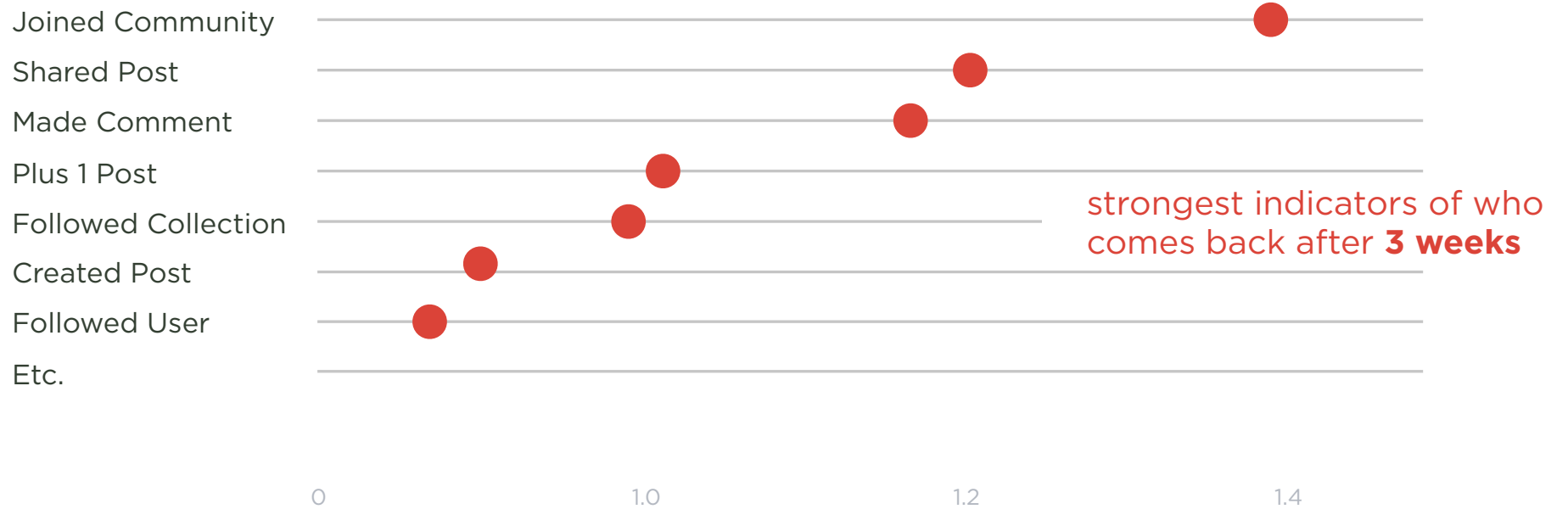
# Survival Analysis

## ACTION



# Survival Analysis

## ACTION

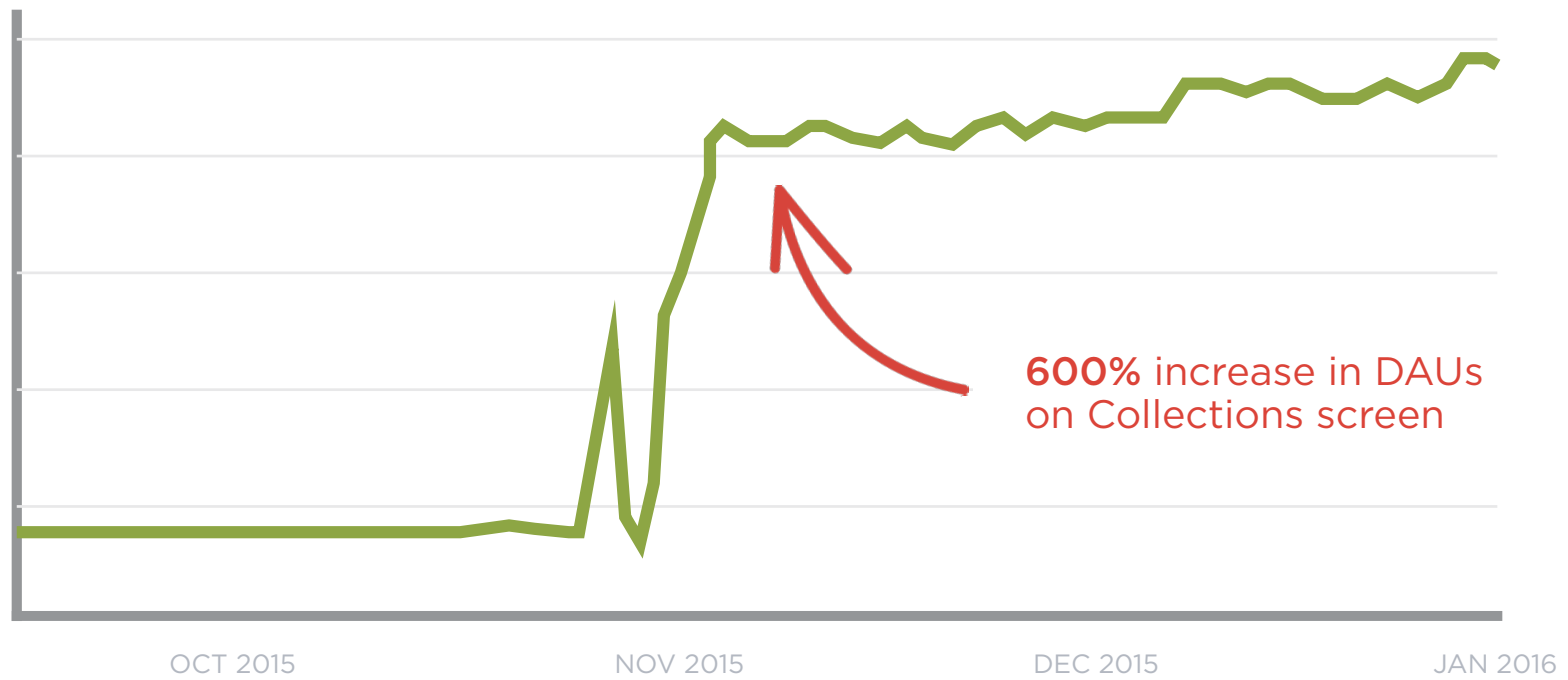




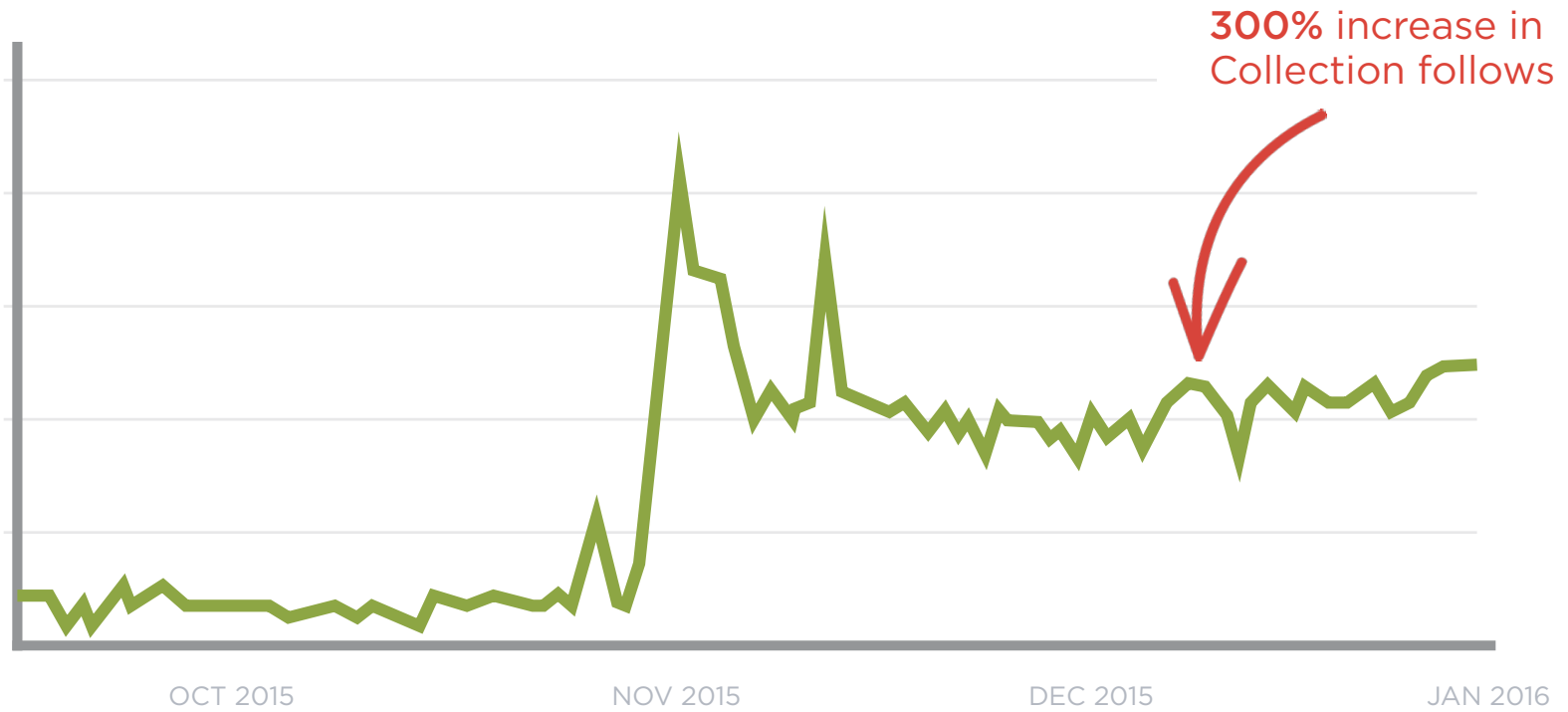
so Collections & Communities are critical for engagement

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

# Daily Active Users

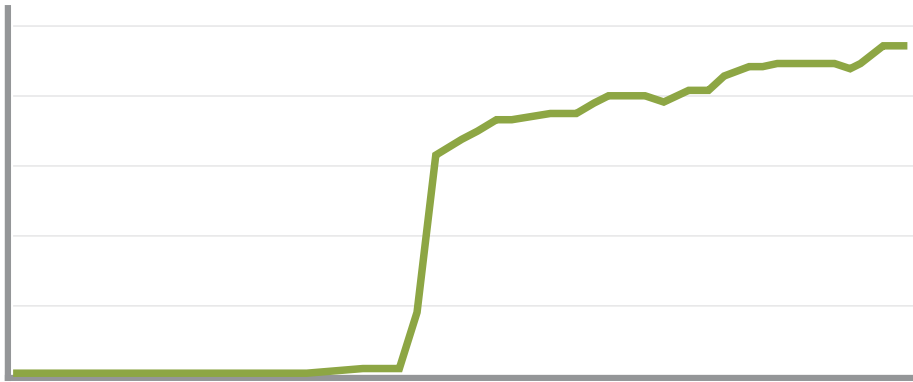


# Daily Active Users



# Daily Active Users

we saw similar increases for Communities



DAU ON COMMUNITIES SCREEN

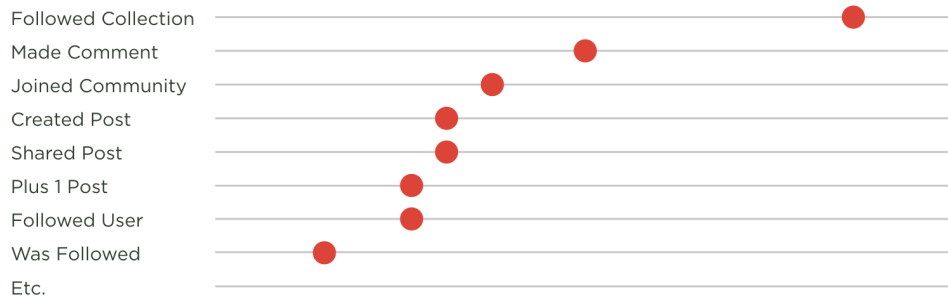


DAILY COMMUNITY JOINS

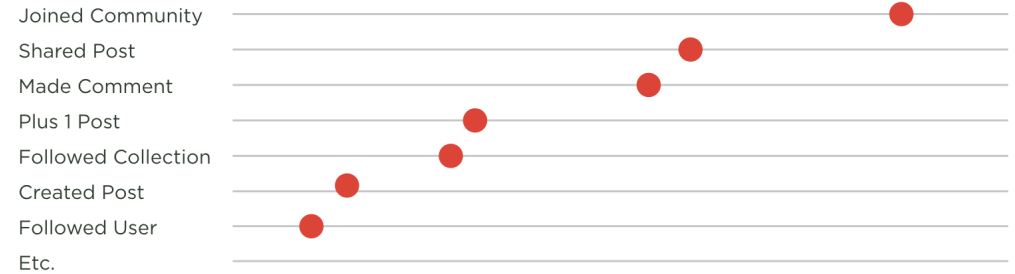


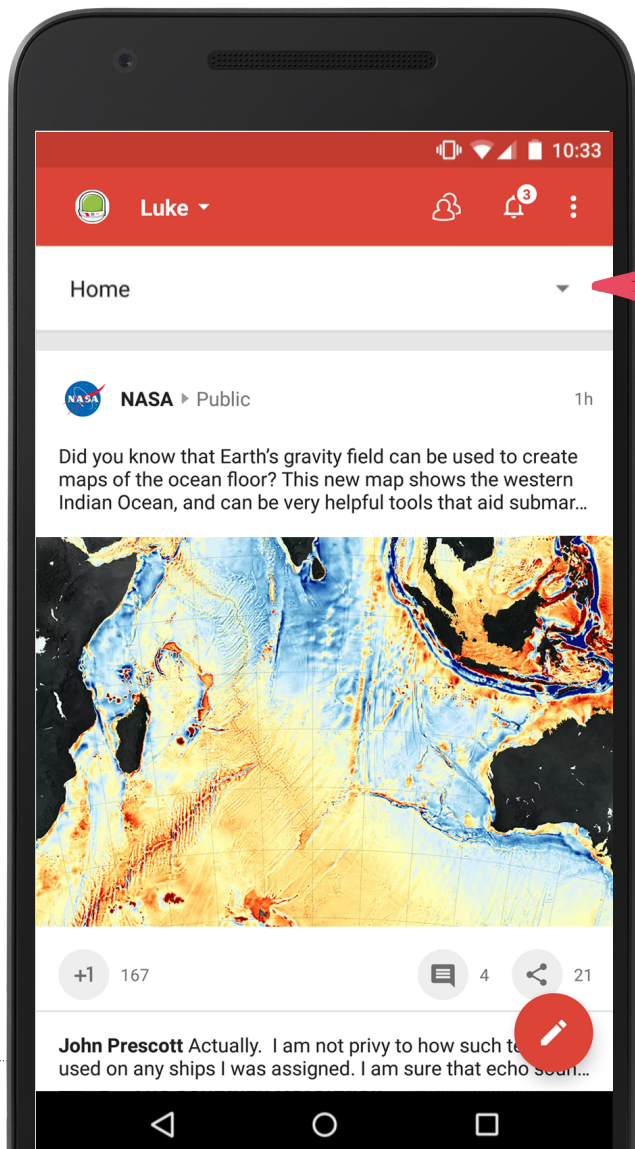
# Grow critical engagement

strongest indicator of returning after 1st day



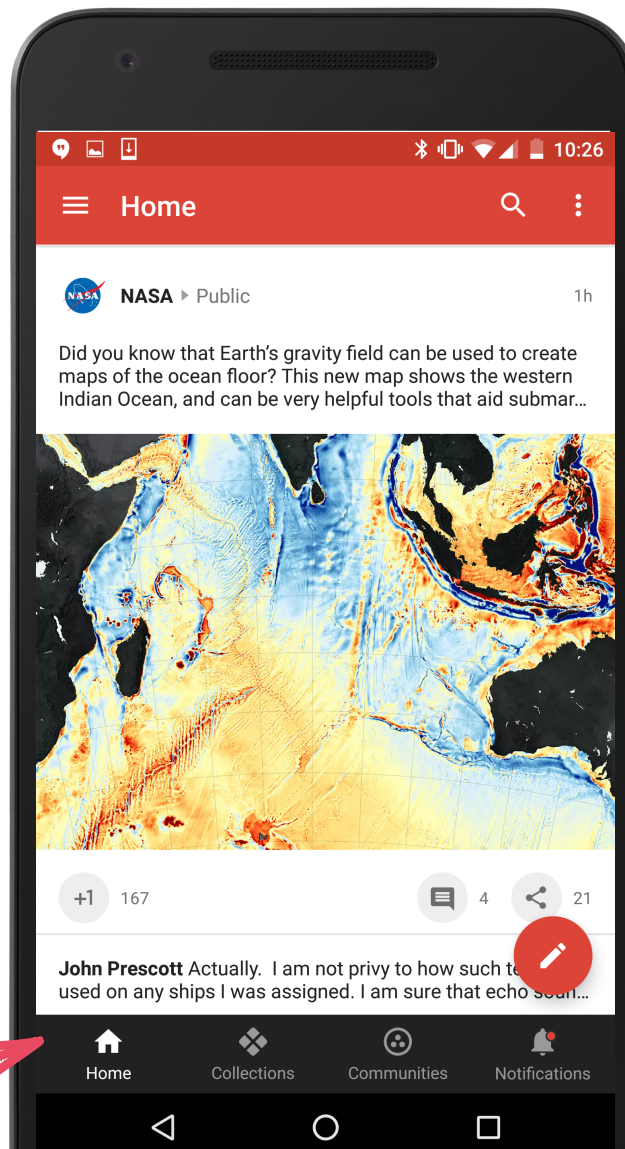
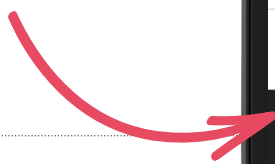
strongest indicator of returning after 3 weeks





out of sight really  
was out of mind

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





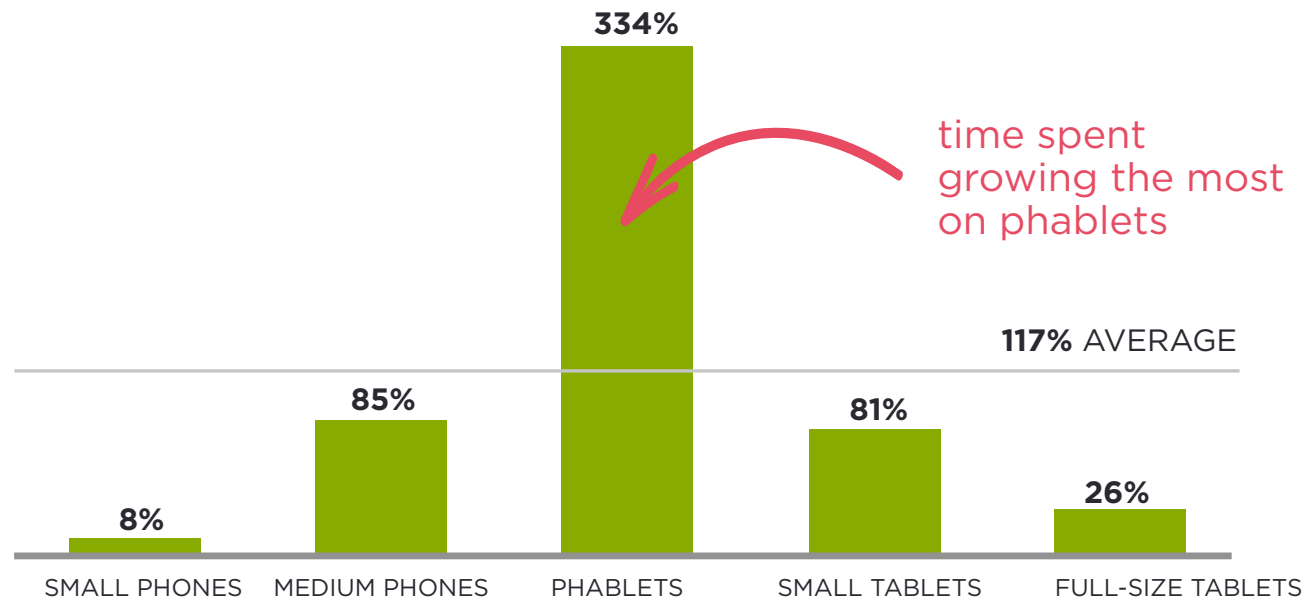
## WHY A BOTTOM BAR?

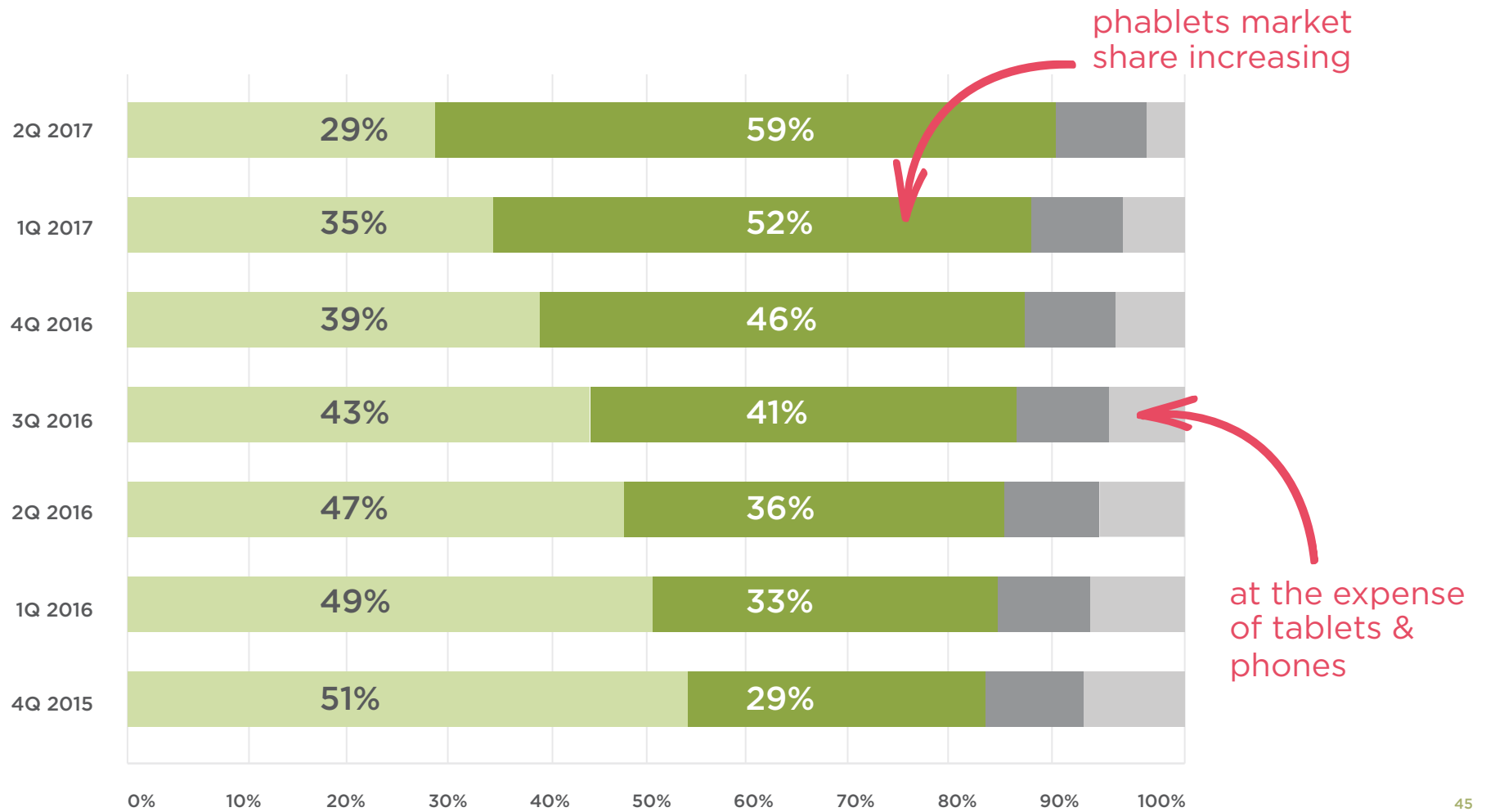
Focus on core features/purpose

Grow critical engagement

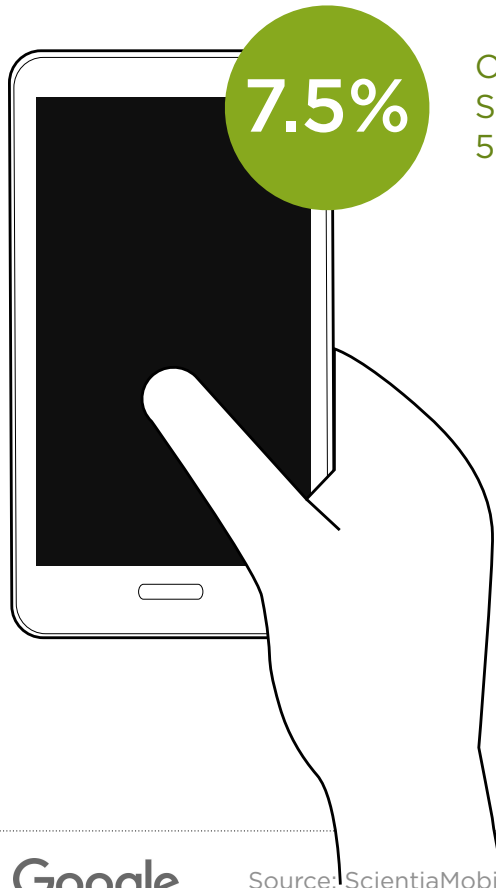
**Ergonomics**

# Mobile Time Spent





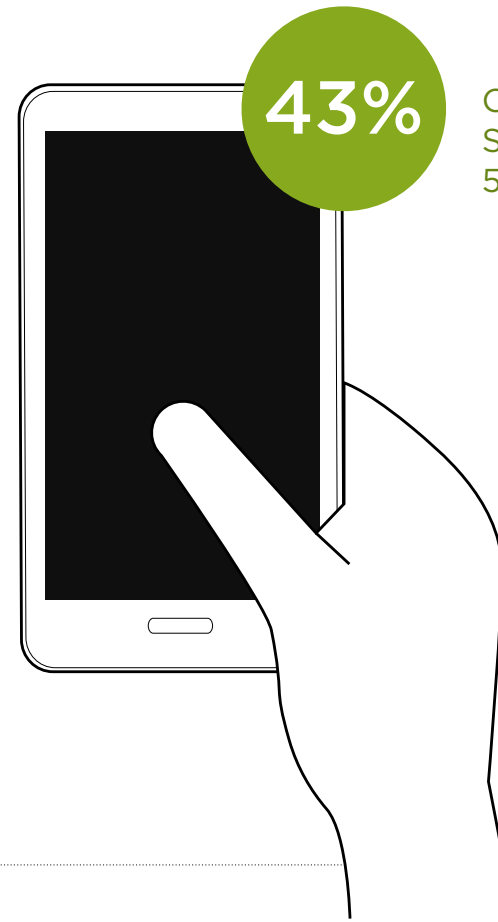
2014



OF ACTIVE  
SMARTPHONES HAVE  
5.5"-6" SCREENS

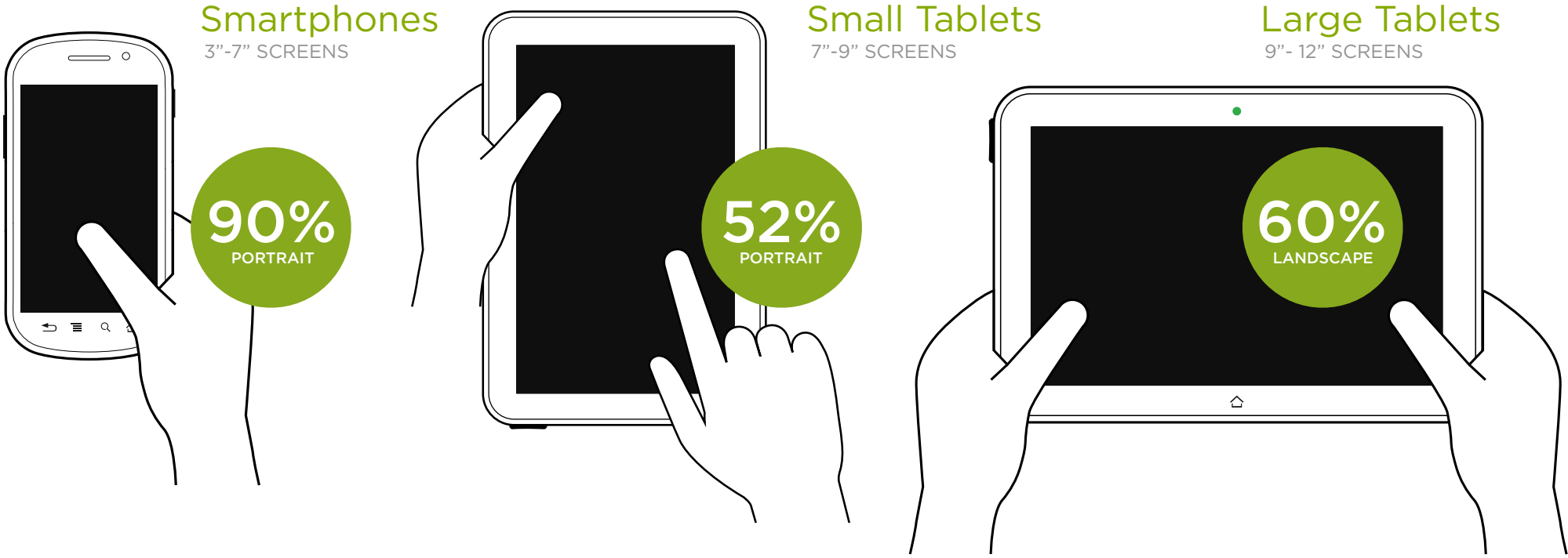
VS

2017

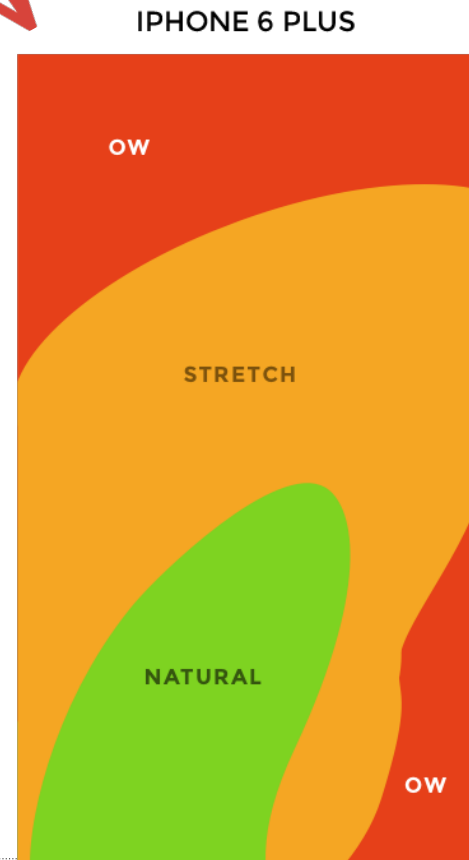
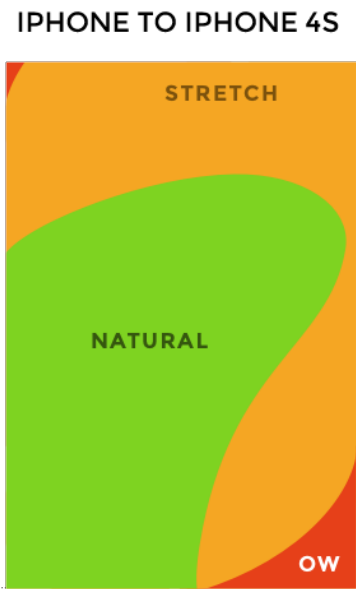


OF ACTIVE  
SMARTPHONES HAVE  
5.5"-6" SCREENS

# Global Device Orientation

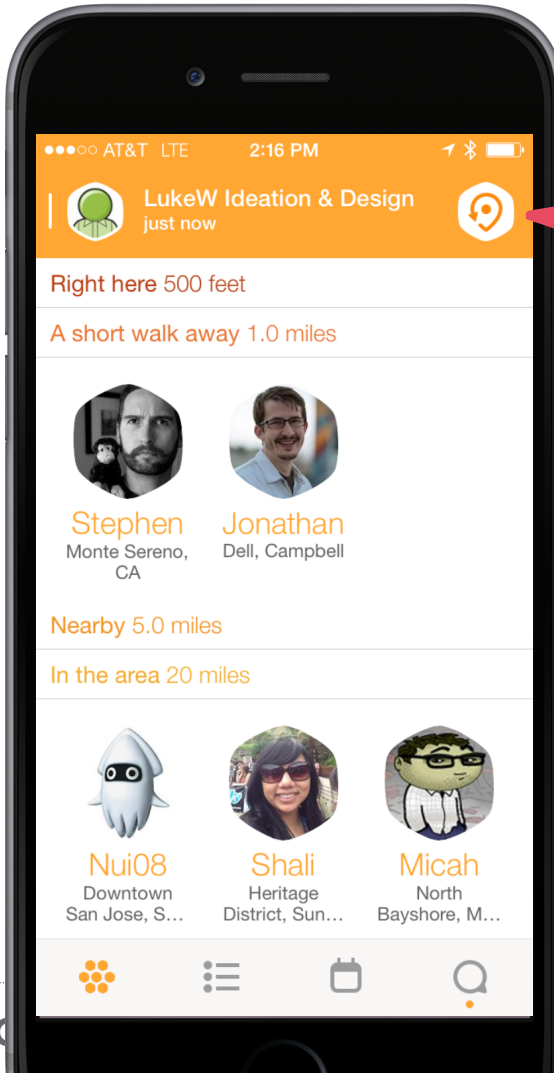


as phone size increases  
getting to controls on top  
is harder



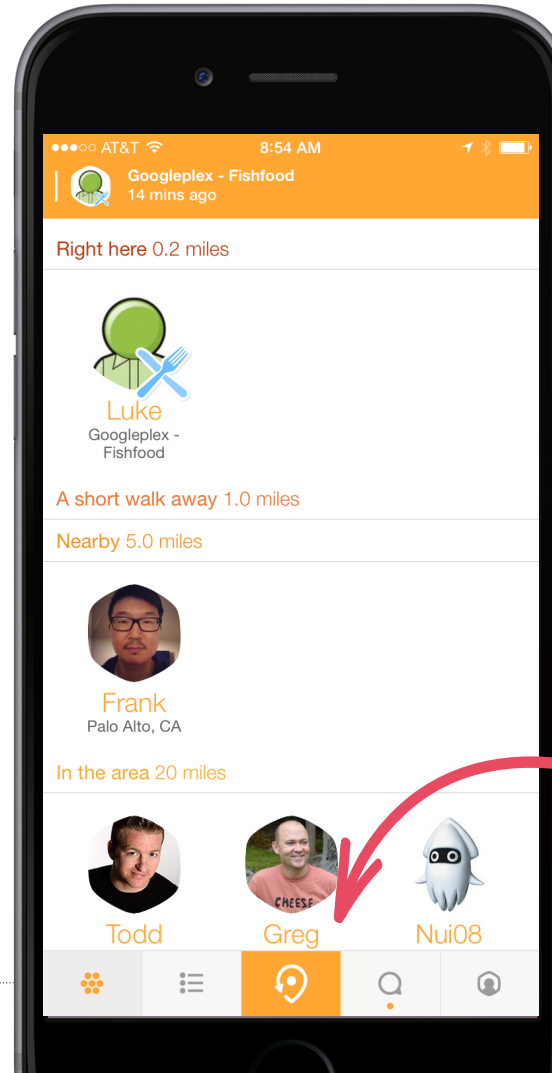


BEFORE



primary action

AFTER



primary action





## WHY A BOTTOM BAR?

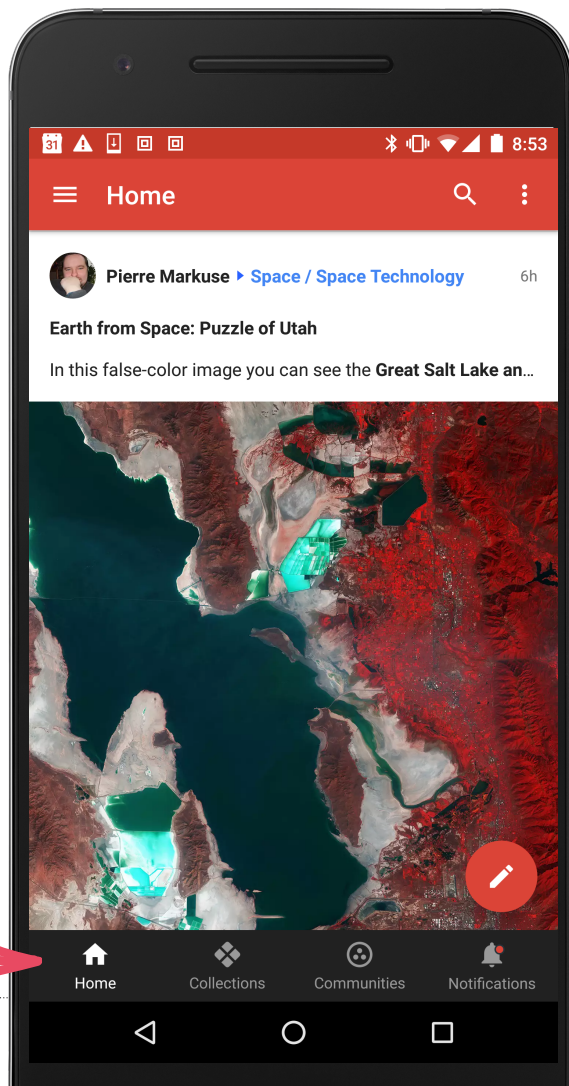
Focus on core features/purpose

Grow critical engagement

Ergonomics



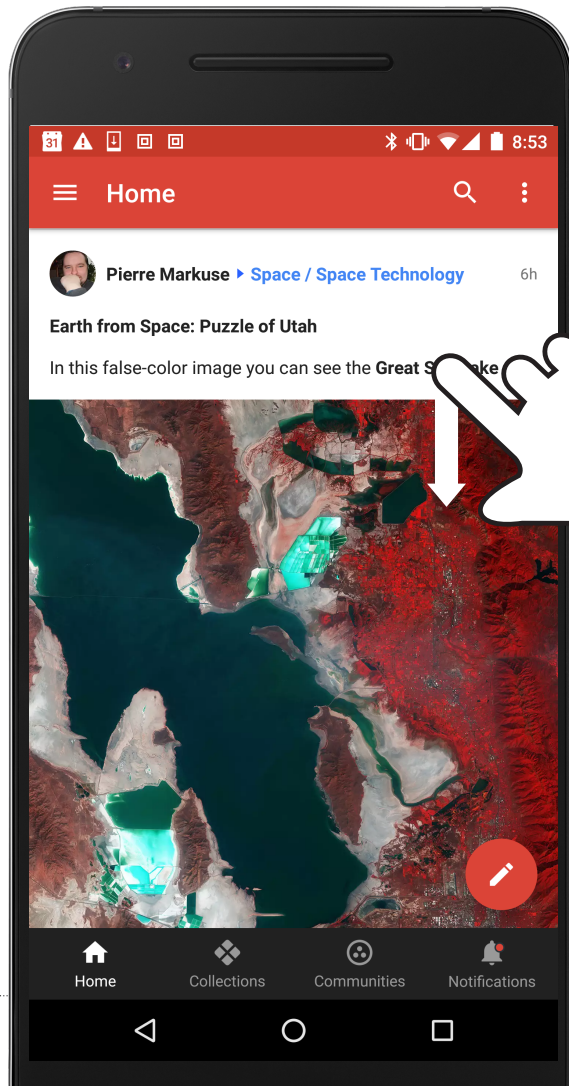
this is all positive. what about the negative stuff?



launched without having bottom menu hide when scrolling

## COMPLAINT NO. 1

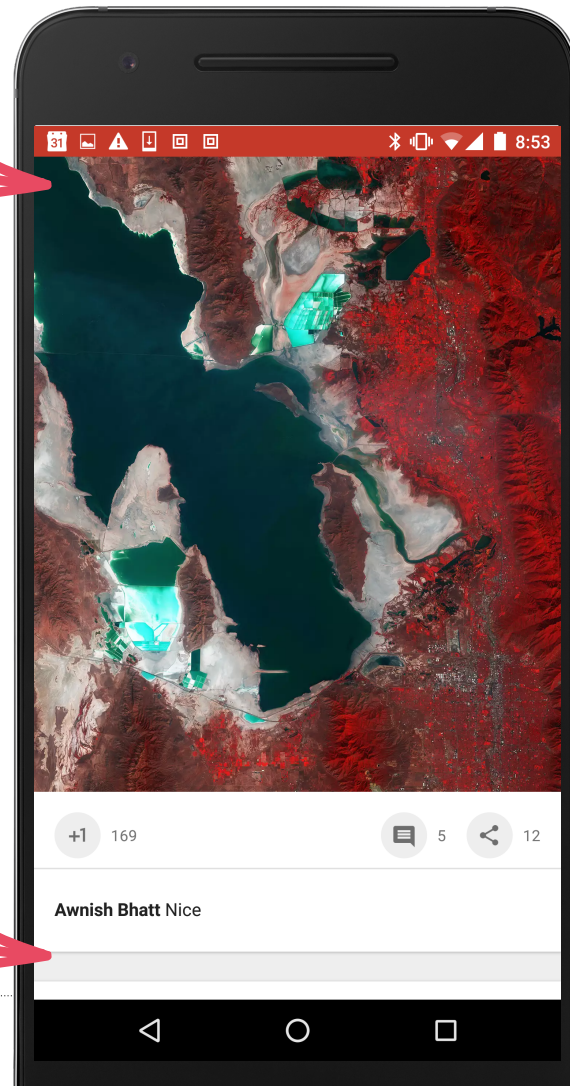
and easily our top complaint about the bottom menu



hide header navigation...



...and bottom navigation

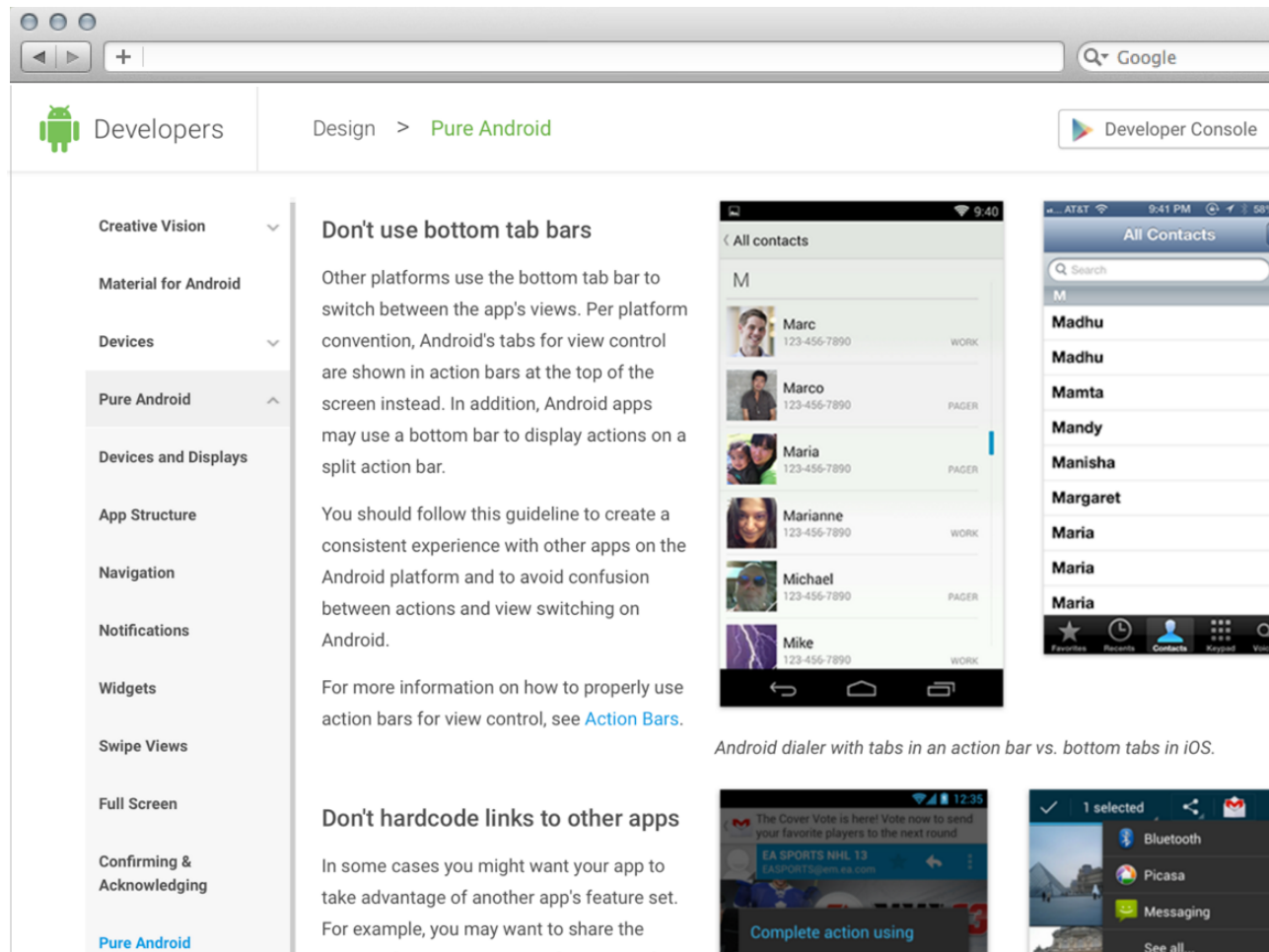


## COMPLAINT NO. 2

That's soooooo 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?

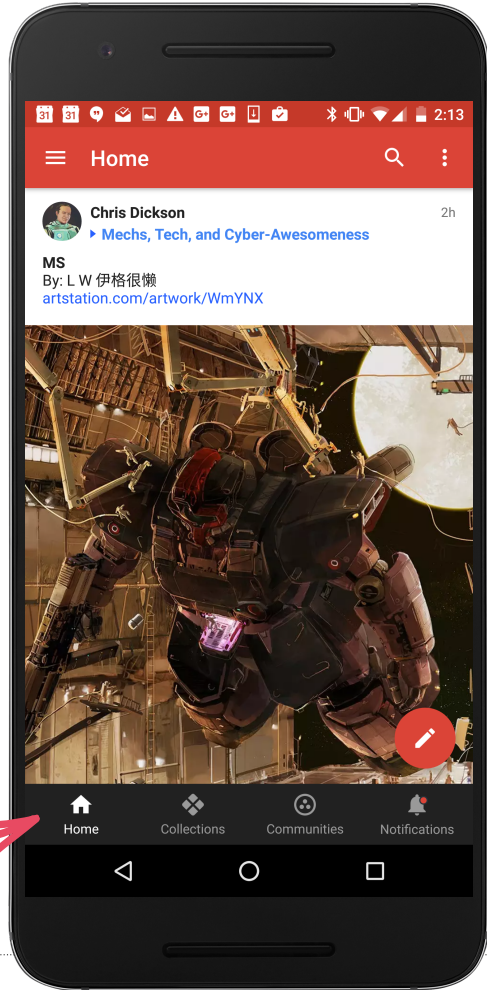
Please don't use iOS style to design Android Google+. Android is NOT iOS



The screenshot shows the Android Developers website, specifically the 'Pure Android' design guidelines page. The page is viewed in a browser window with a search bar and navigation links. The left sidebar contains a menu with categories like 'Creative Vision', 'Material for Android', 'Devices', 'Pure Android', 'Devices and Displays', 'App Structure', 'Navigation', 'Notifications', 'Widgets', 'Swipe Views', 'Full Screen', and 'Confirming & Acknowledging'. The main content area is titled 'Design > Pure Android' and features two sections:

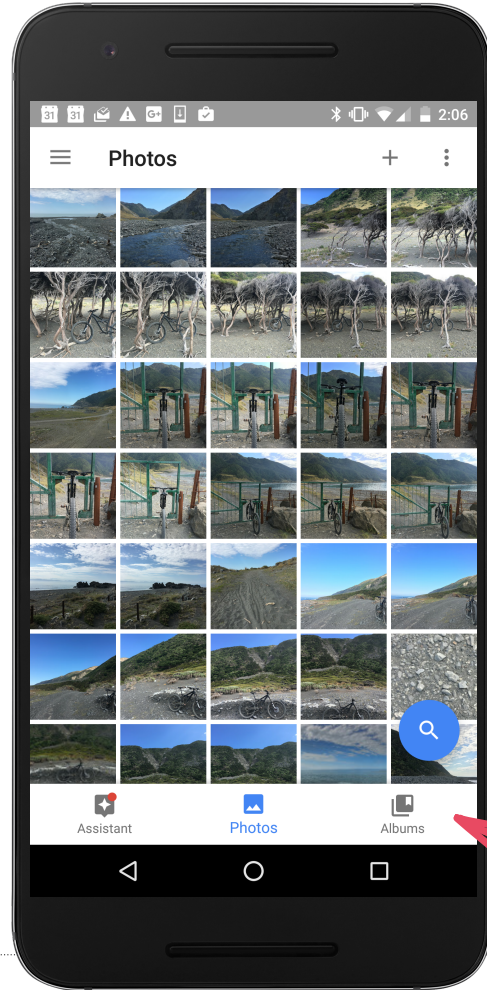
- Don't use bottom tab bars**: This section explains that other platforms use bottom tab bars for view switching, but Android uses action bars at the top. It includes a screenshot of the Android dialer app showing contacts with tabs in an action bar at the top. A caption below reads: "Android dialer with tabs in an action bar vs. bottom tabs in iOS." It also includes a screenshot of an iOS-style dialer with bottom tabs.
- Don't hardcode links to other apps**: This section discusses how to properly use action bars for view control and avoiding confusion between actions and view switching. It includes a screenshot of an app showing a 'Complete action using' dialog box.

# GOOGLE+

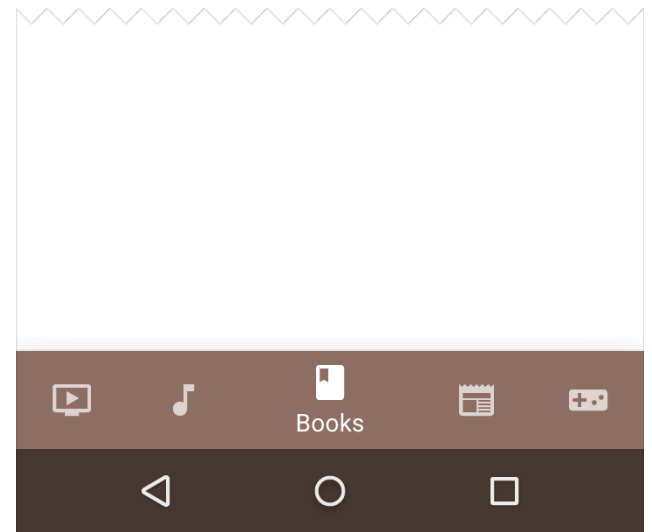
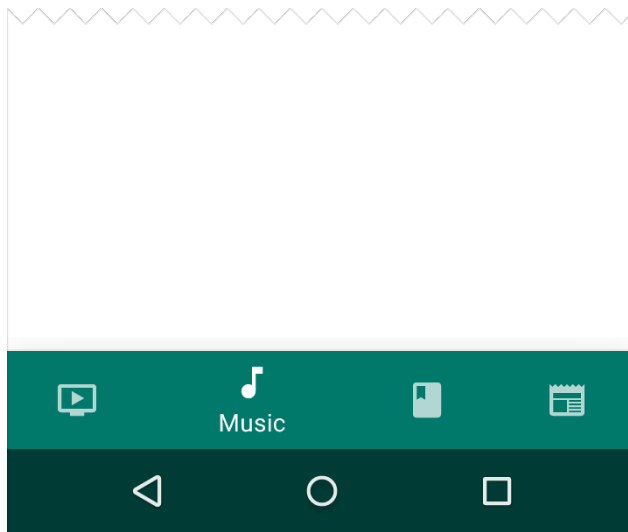
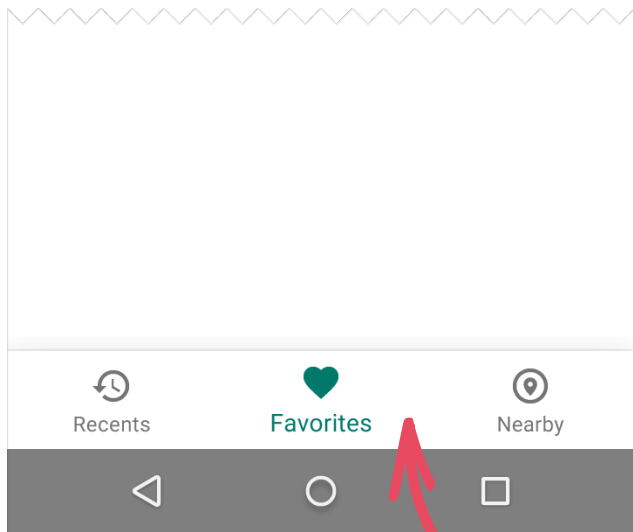


bottom navigation menu

# GOOGLE PHOTOS

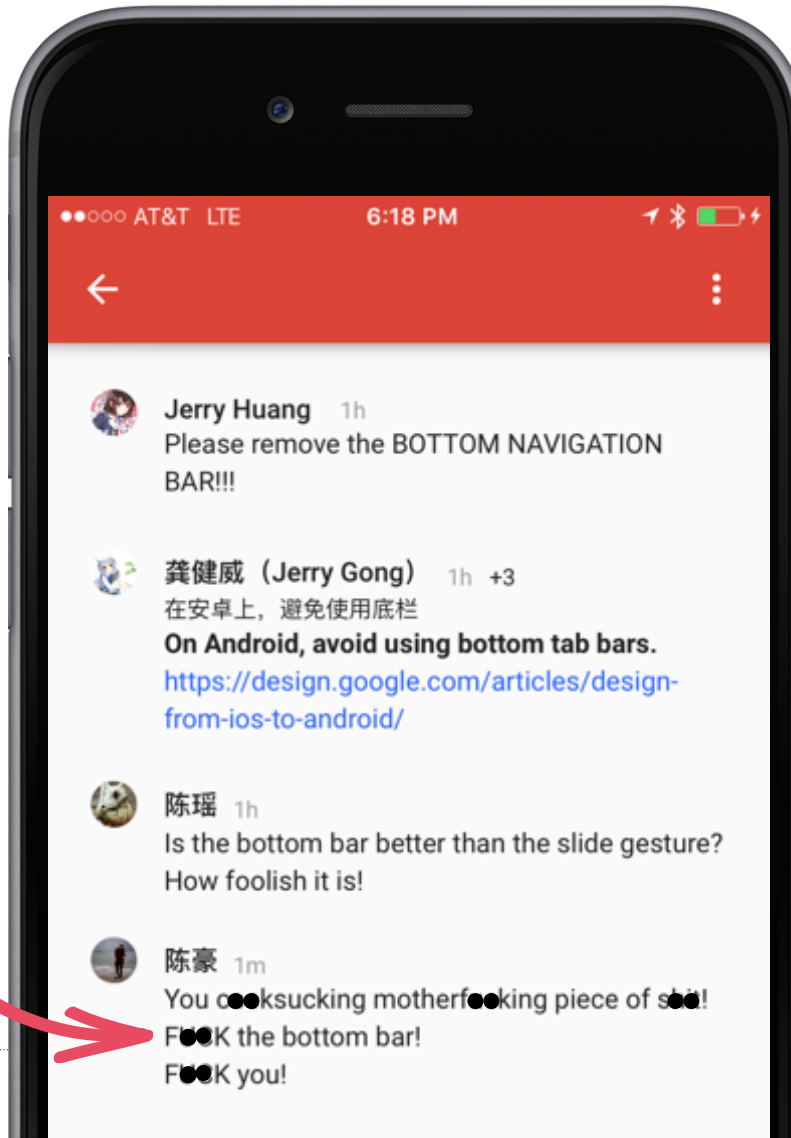


bottom navigation menu



bottom navigation menu





Google

### 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?



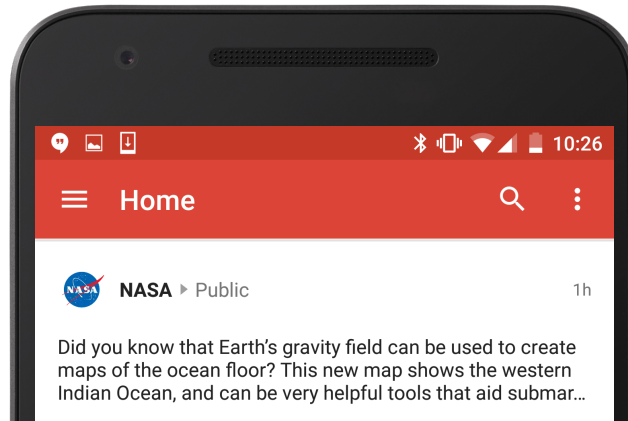
“ I cannot give you the formula for success, but I can give you the formula for failure - which is: Try to please everybody. ”

**Herbert Bayard Swope**

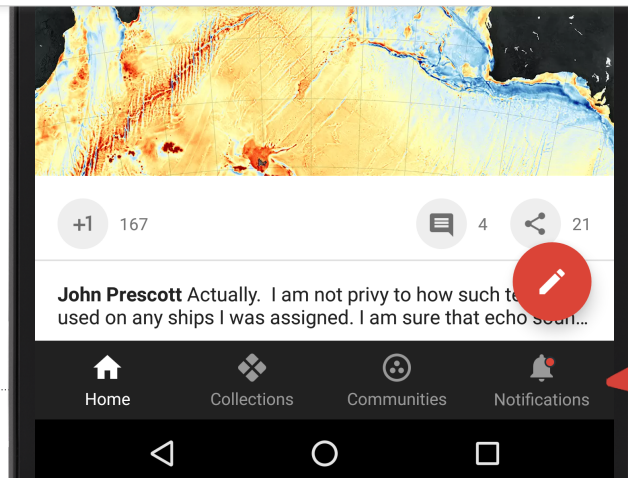


“Products without a point of view  
have no point.”

**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