

Mobile UX Principles

Learning objective: You evaluate navigation, touch elements, forms, readability, and CTA placement on your smartphone using eight proven principles, and identify the biggest friction points without a technical redesign.

Key Takeaways

- Mobile UX isn't a matter of taste; it's a matter of conversion rate.
- On a smartphone, users decide about trust and usability in fractions of a second.
- The thumb reaches the lower part of the screen most reliably and comfortably.
- Apple's Human Interface Guidelines and Material Design recommend at least 44 pixels and 48 dp respectively.
- The most important action must be reachable at the bottom of the screen or as a sticky bar.

Framework steps

1. **Thumb Zone**
2. **Touch Targets**
3. **Sticky CTA**
4. **Forms**
5. **Mental Models**
6. **Navigation**
7. **Readability**

Key points at a glance

RELEVANCE

What Does This Mean for Your Shop?

Mobile UX isn't a matter of taste; it's a matter of conversion rate.

CONCEPT

The Mobile Brain Has Different Priorities

On a smartphone, users decide about trust and usability in fractions of a second.

The thumb reaches the lower part of the screen most reliably and comfortably.

Apple's Human Interface Guidelines and Material Design recommend at least 44 pixels and 48 dp respectively.

CONCEPT

CTA Placement: Visible at the Bottom, Explanatory at the Top

The most important action must be reachable at the bottom of the screen or as a sticky bar.

CONCEPT

Sticky CTAs: visible, but not intrusive

A slim bar at the bottom keeps the buy button within reach at all times.

How to use this job aid: Use it as a quick reference before you tackle a campaign, an audit, or a strategy decision. The takeaways and the decision matrix help you focus quickly and avoid common mistakes.