



**Android** Design



## ABOUT ME



Sankalp is an User Experience Designer at Mutual Mobile, Inc. At Mutual Mobile, he has build mobile solutions for finding businesses, people and restaurants in the neighborhood, to creating sales tools for selling hi-tech products and building banking & financial services solutions among a few.

As a designer he has always been intrigued by the man - machine interaction which drove him into the world of designing experiences for apps that are engaging and exciting for the user. He believes in simplicity and minimalism which reflects in his work. He has a Masters in Industrial Design from IIT Delhi.

His other interests include traveling, reading, photography and typography.





## ANDROID, PURELY BY STATS!

**80%**

Market share in Q2, 2013

**11,868**

Distinct Android devices seen this year

**8**

Versions of Android still in use.

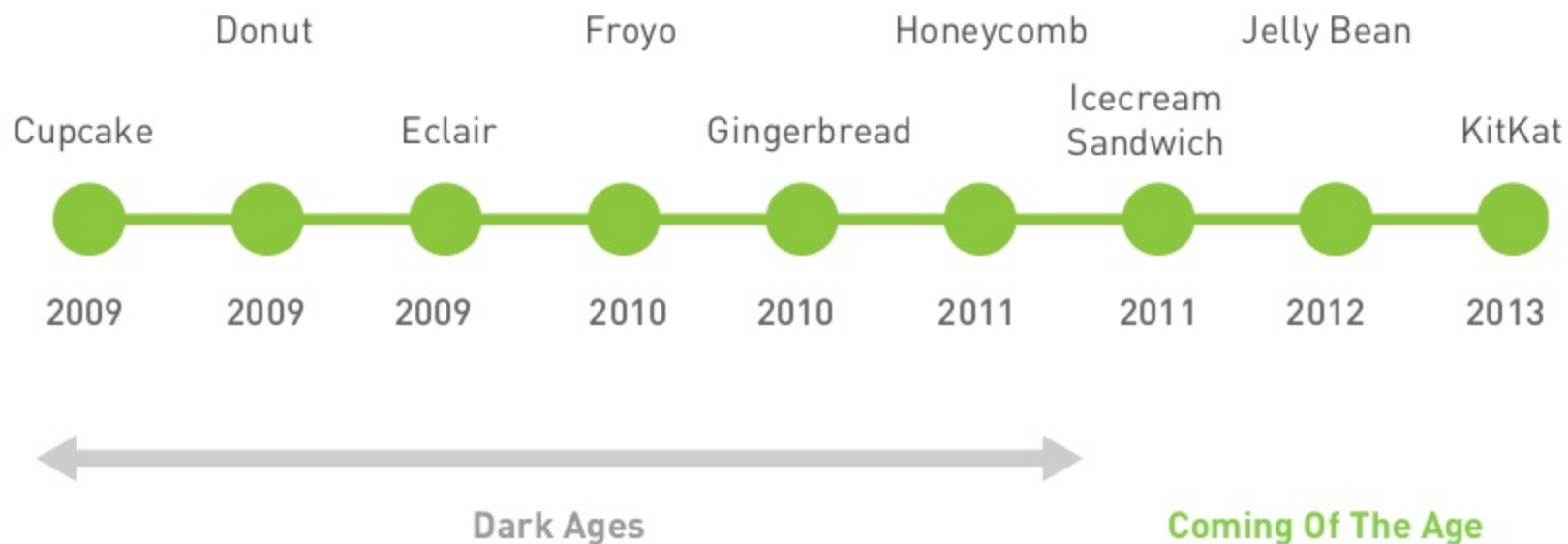
**37.9%**

Android devices run Jelly Bean





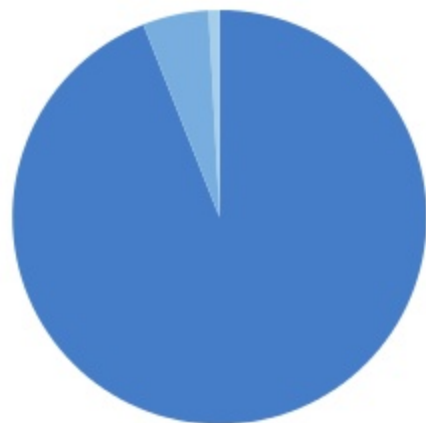
## ANDROID, OVER THE YEARS



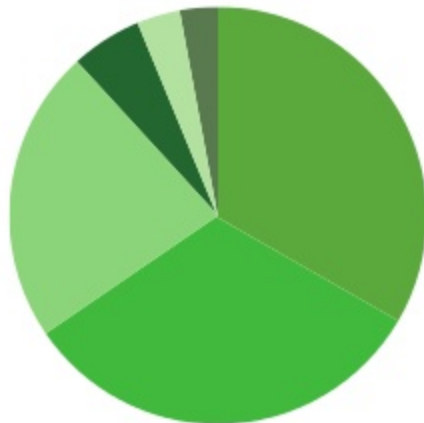


# FRAGMENTATION

OS Based



iOS



Android



# FRAGMENTATION

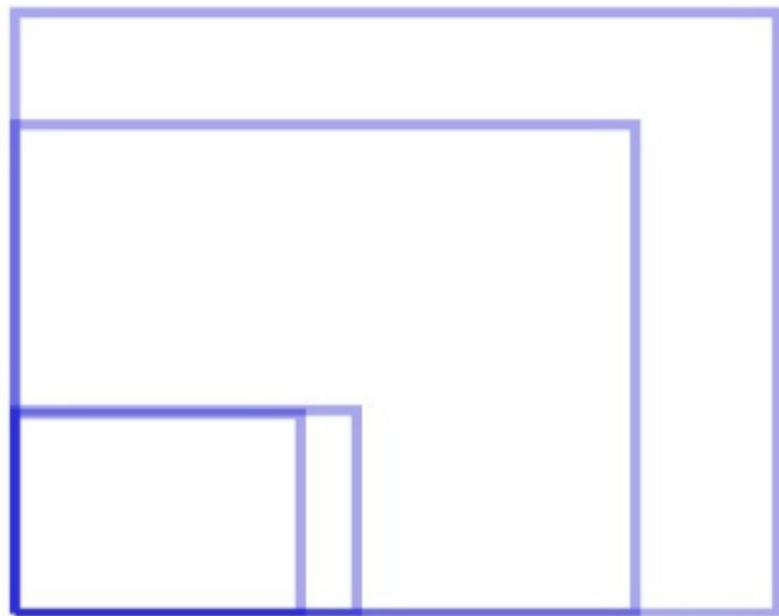
Devices



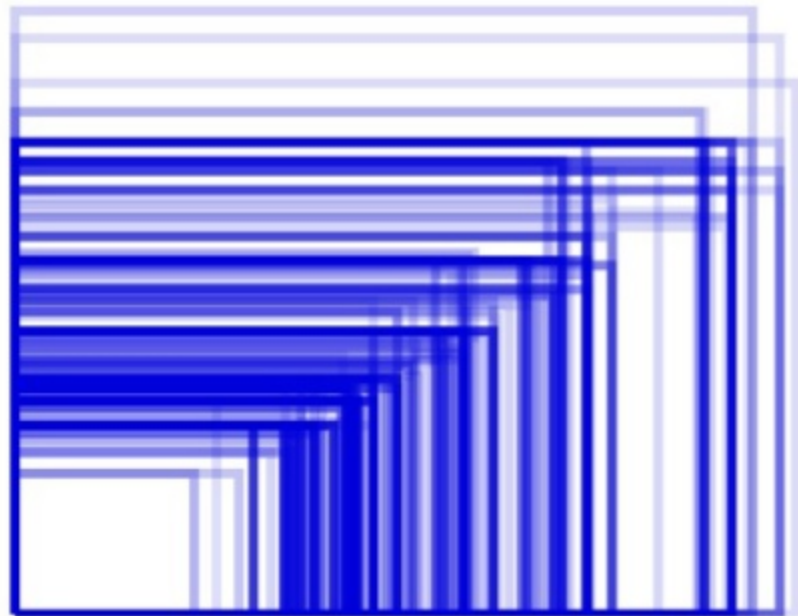


# FRAGMENTATION

Screen Sizes



iOS



Android





# MYTHS ABOUT ANDROID

## Myth 1

Android solutions must be designed for every possible device and form factor



## Myth 2

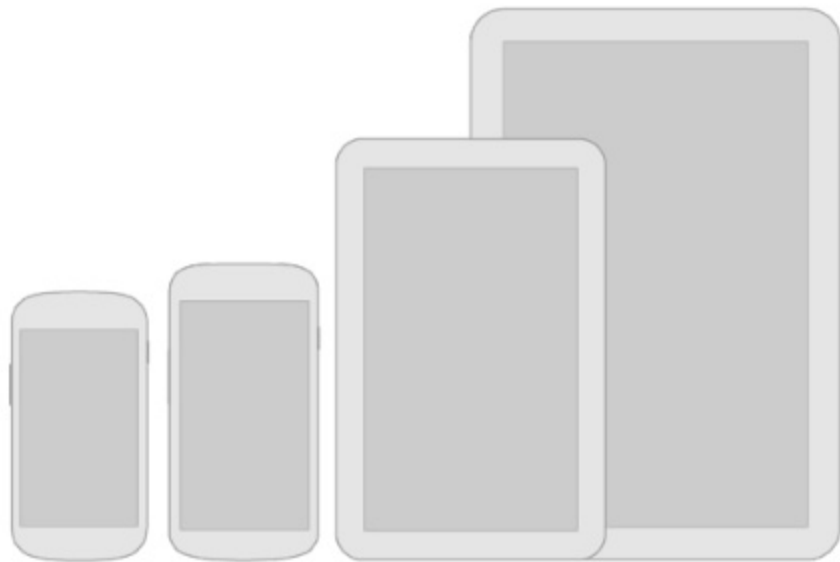
An Android solution takes longer to develop than an iOS solution



MYTH #1

## DESIGN FOR EVERY POSSIBLE DEVICE

- Android's flexible design framework allows us to build across all modern devices with just two optimized layouts — tablets and handhelds — that adjust to their surroundings
- 9-patch assets optimize images for any screen density





MYTH #2

# LONGER DEVELOPMENT TIME

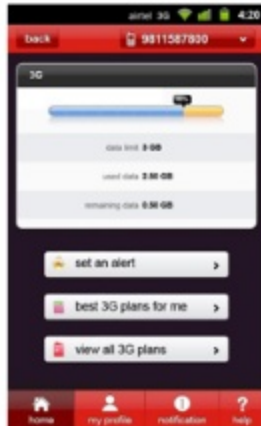
## In the Dark Days of Android:

- Android visual design guidelines didn't exist
- General approach for designing screens for Android was to mimic iOS
- Screens were designed with widgets that needed to be customized so that they functioned like they would on the iOS platform

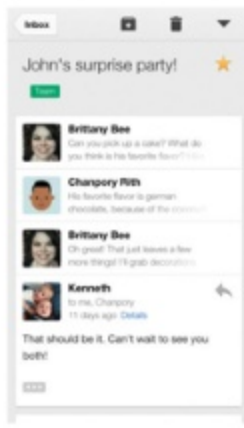
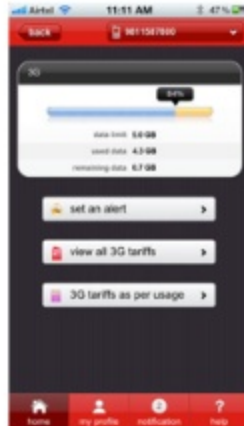
## But today...

- Android provides have a very strong visual design guidelines

ANDROID



iOS





## THINK OUTSIDE THE POCKET

Android isn't constrained to phones and tablets it can power everything **from consumer electronics to satellites.**





# ANDROID IS MORE THAN MOBILE

## Flexibility

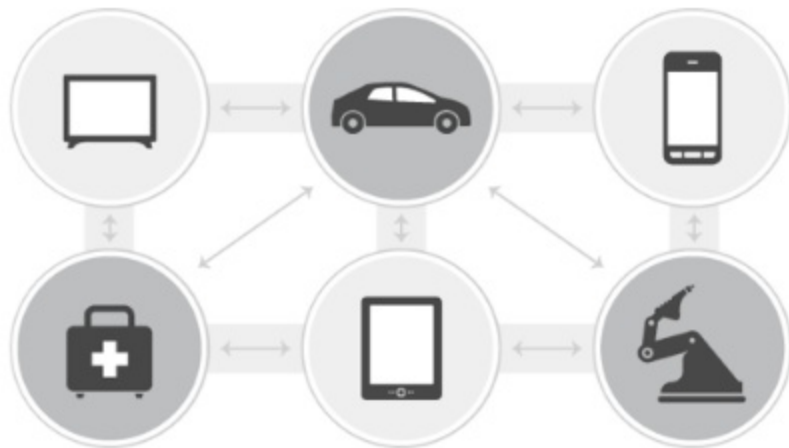
Designing for Android requires that you're flexible and think beyond the immediate device interface

## Connected

Android can fuel a range of devices across a massive ecosystem

## Seamless

Fluid experience across devices



Android has been used to power TVs, cars, satellites, consumer devices, household electronics, and more  
Android now supports multiple user logins on the same tablet



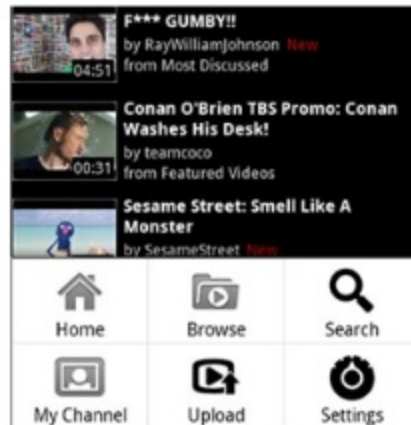
**JELLY BEAN**

Design Language



# ACTION BAR

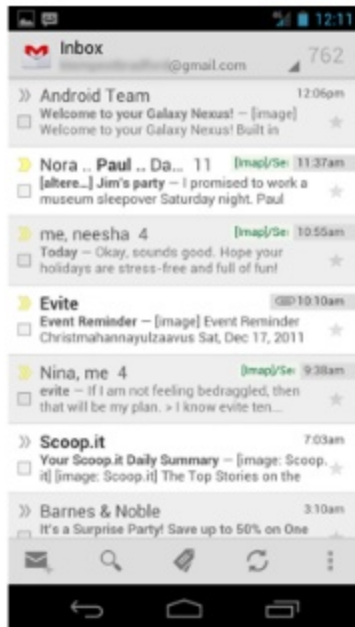
- 1 App Icon
- 2 View Control
- 3 Action Items
- 4 Action Overflow



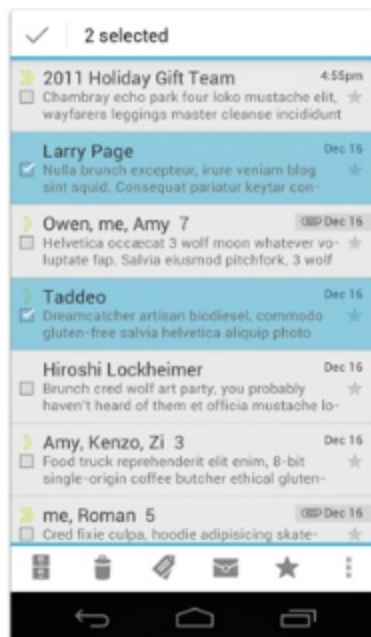


# ACTION BAR

Action Items are moved to the bottom action bar which behaves like a Tool bar



Split



Contextual

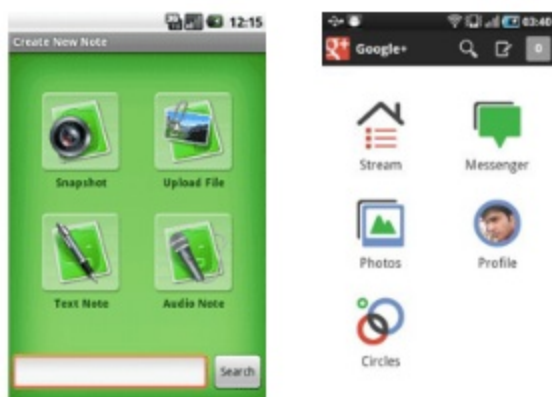
Action Items appear at the bottom as the user selects items on the list view





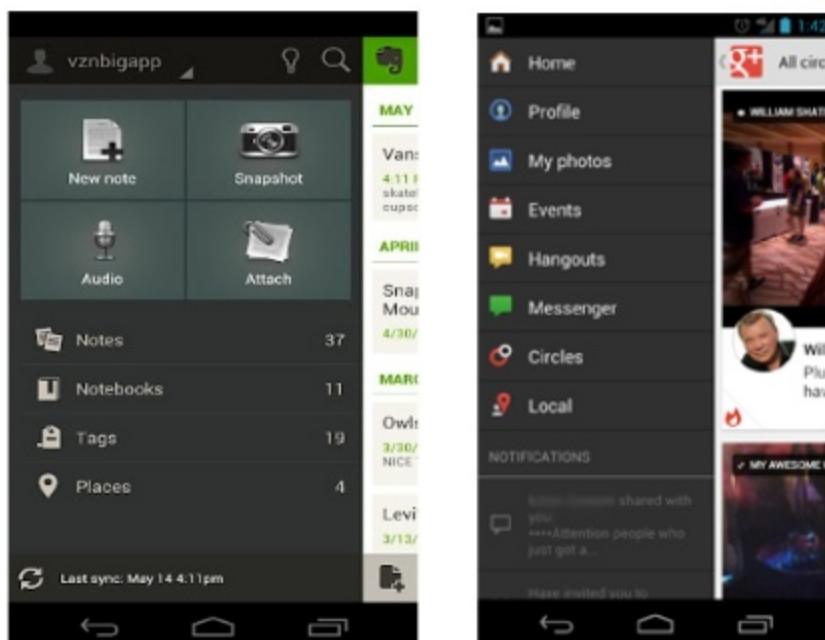
# NAVIGATION

## Dashboard



Dashboards cant scroll. So there can be limited items that can be added to navigation.

## Navigation Drawer

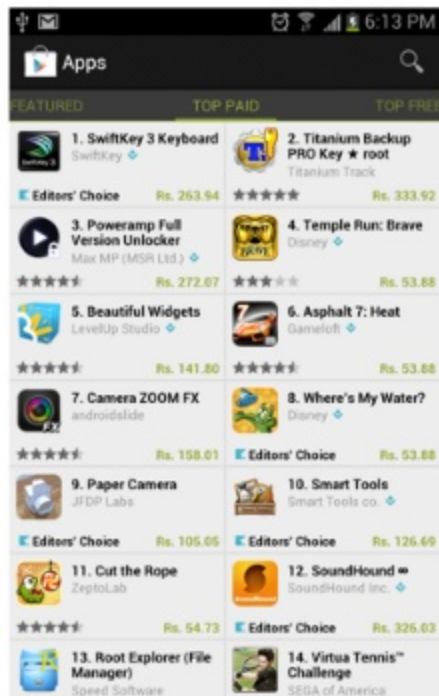


Drawer can scroll. Also it uses Accordion Menu / List View of items.



## Static Tabs

Limited filters



## Scrolling Tabs

Can accommodate as many filters as you want

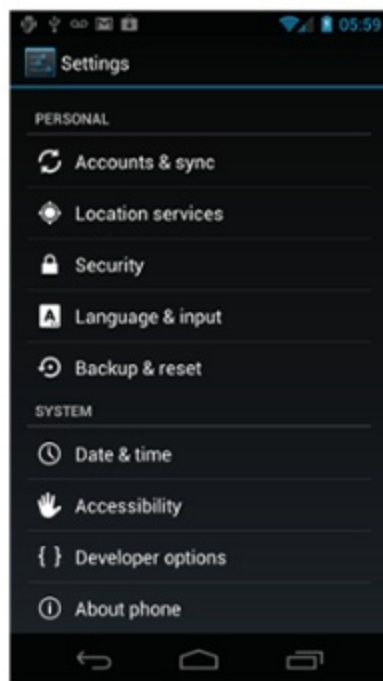


## Stacked Tabs

On changing orientation to landscape the Tabs become integral part of the action bar.



# LISTS & GRIDS

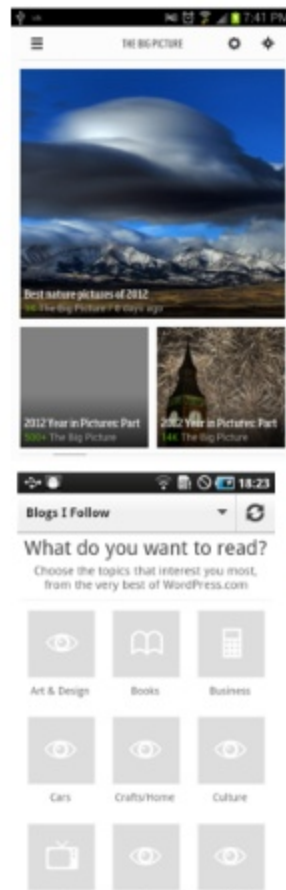


## Lists

Search results  
Feeds  
Timeline  
Settings  
Navigation

## Grids

Images  
Icons  
Accessibility

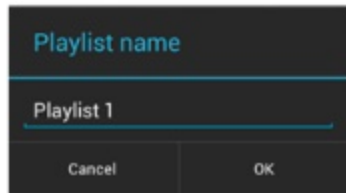




# ALERTS & FEEDBACK

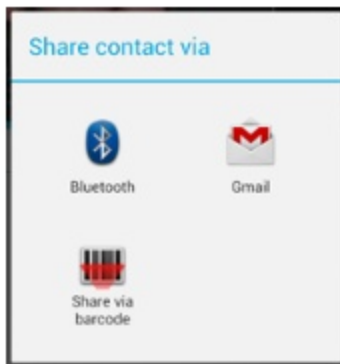
## Dialog Boxes

Takes feedback from the user



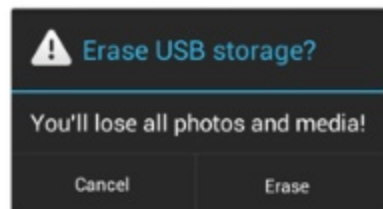
## Pop Ups

Provides user with various Share options



## Alert Views

Alerts the user in advance about possible outcomes of any action



## Toasts

Provides the user with Feedback about the completion of an Action

