

Challenges and Tools for Multi-Screen UX

Smartphones, Tablets, computers,...

Usabilis

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UX research & Design Agency



**Companies focused
mainly on the
Smartphone UX**



A multi-device
ecosystem

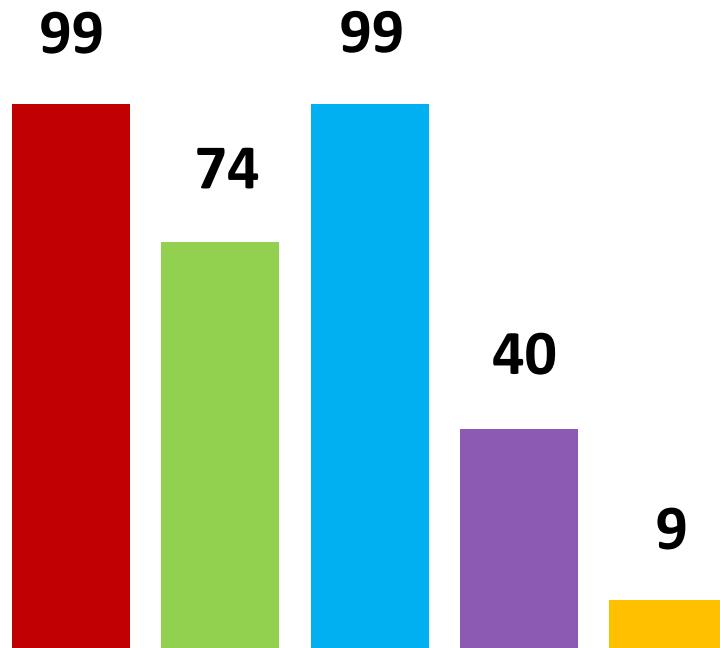




Quantitative and
qualitative study



3,2
devices per user



- Computer
- Tablet
- Smartphone
- Connected TV
- Other

Composition of this ecosystem

(percentage of ownership)



Smartphone
"A must"



Tablet

"The homebody"



Computer
"The expert tool"

99%

of people use several different devices for the same activity

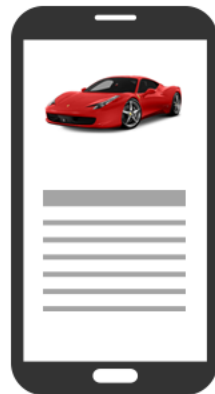
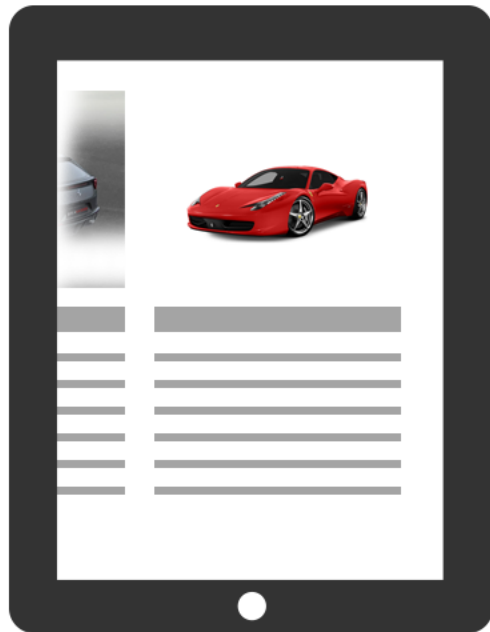
75%

of people use multiple devices simultaneously

User is **not aware** of
its multi-device use



The 7 most **significant**
results



1.

A Picture is the most efficient way to find a specific content

Titre de niveau 1

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Titre de niveau 2

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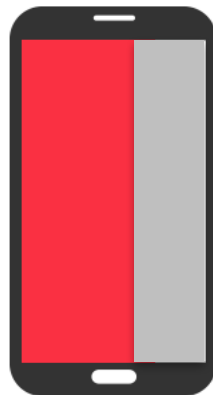
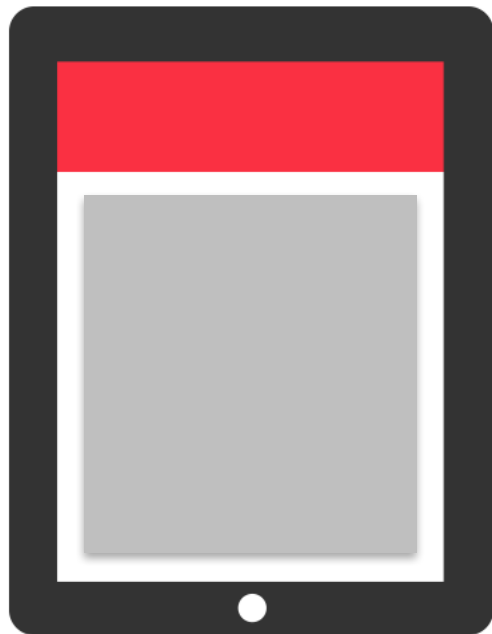
Titre de niveau 3

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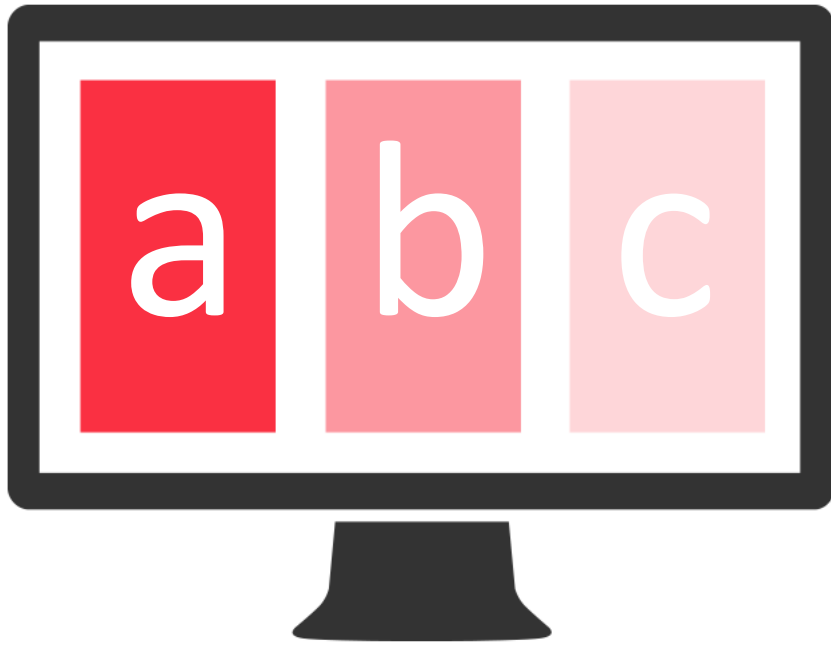
2.

A similar information
architecture on every
device



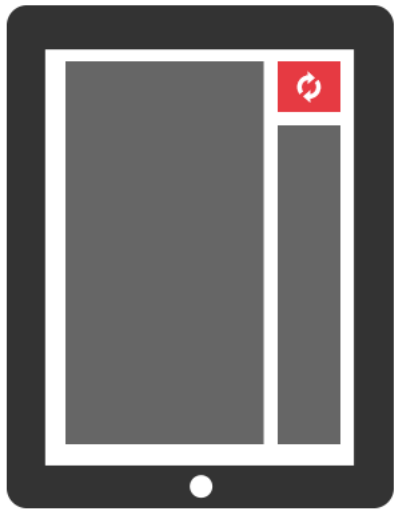
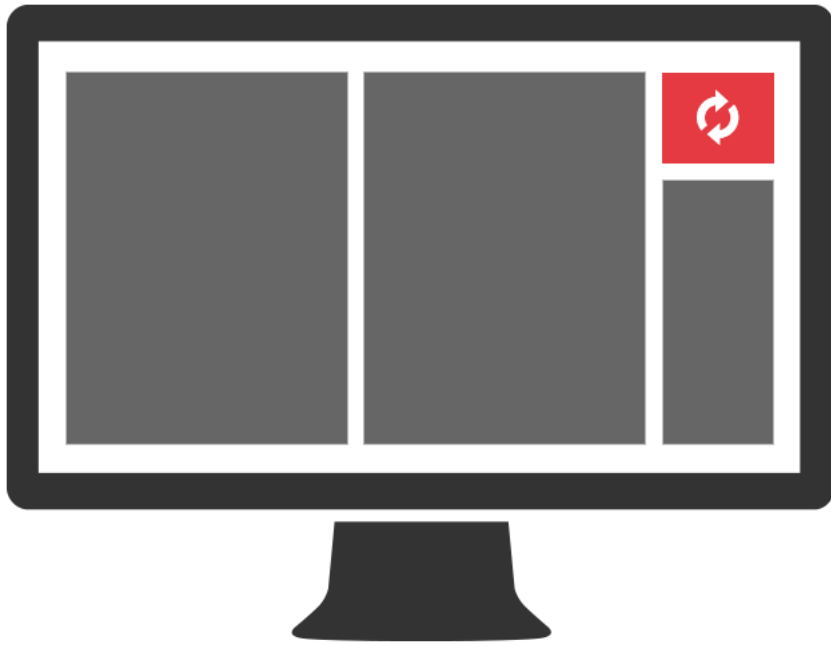
3.

Specific layout for each device



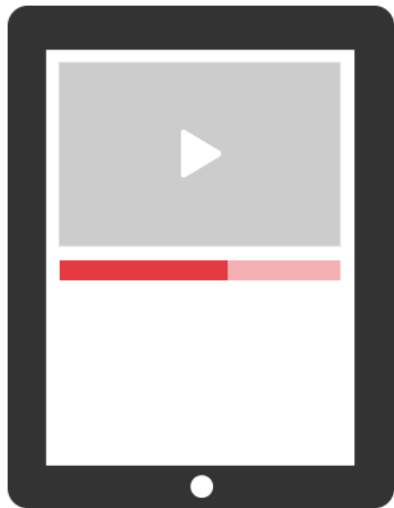
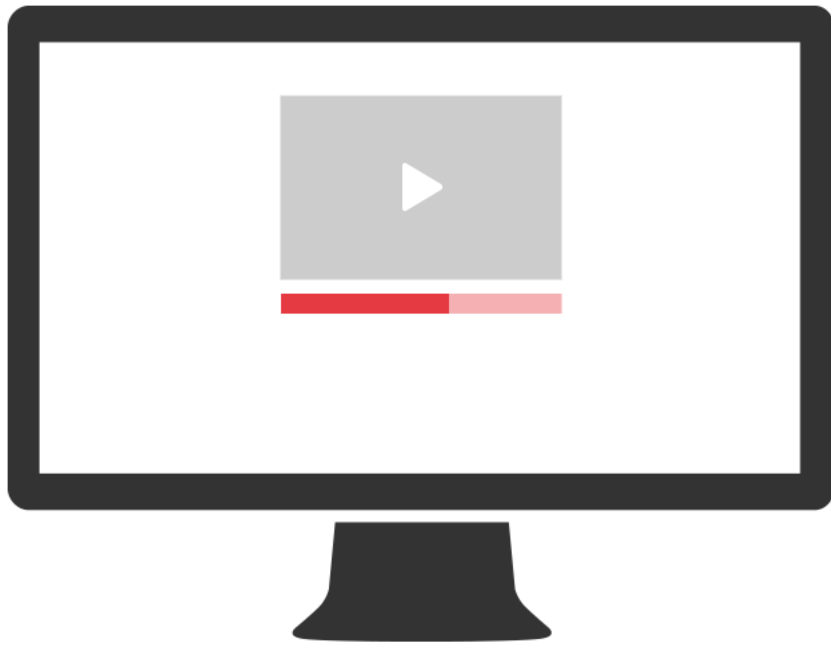
4.

Same content should be found on all devices



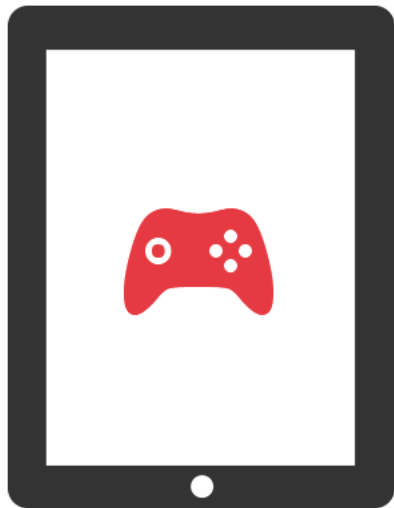
5.

Inform users about
synchronization between
devices



6.

Facilitating the transition
between devices

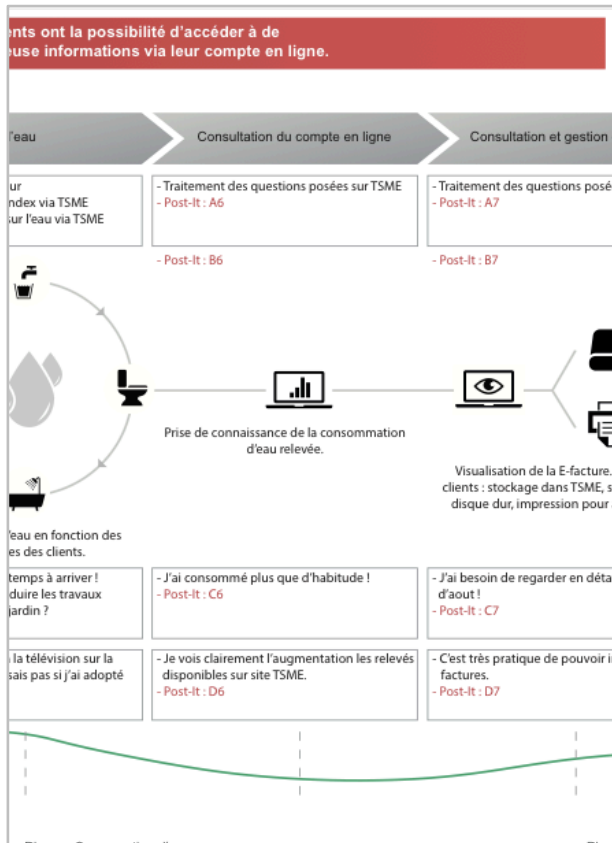


7.

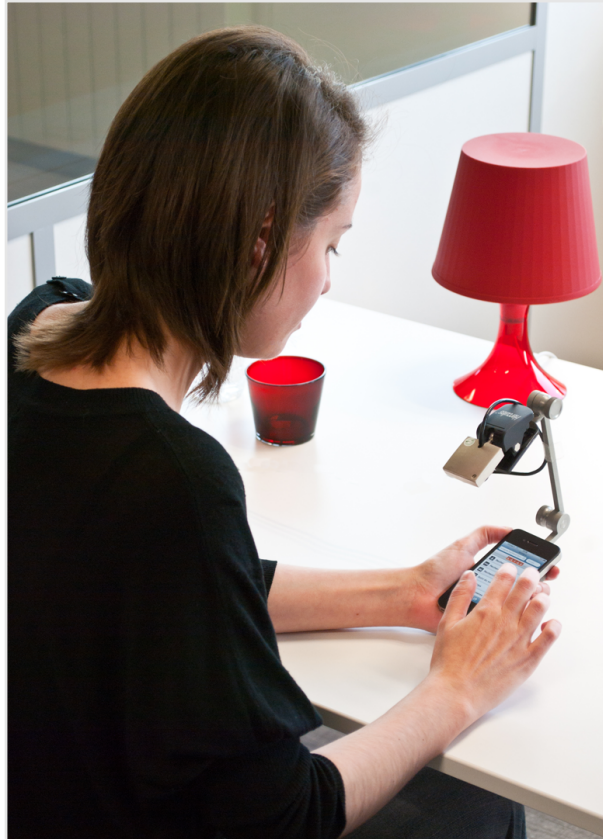
Offer specific features for each devices



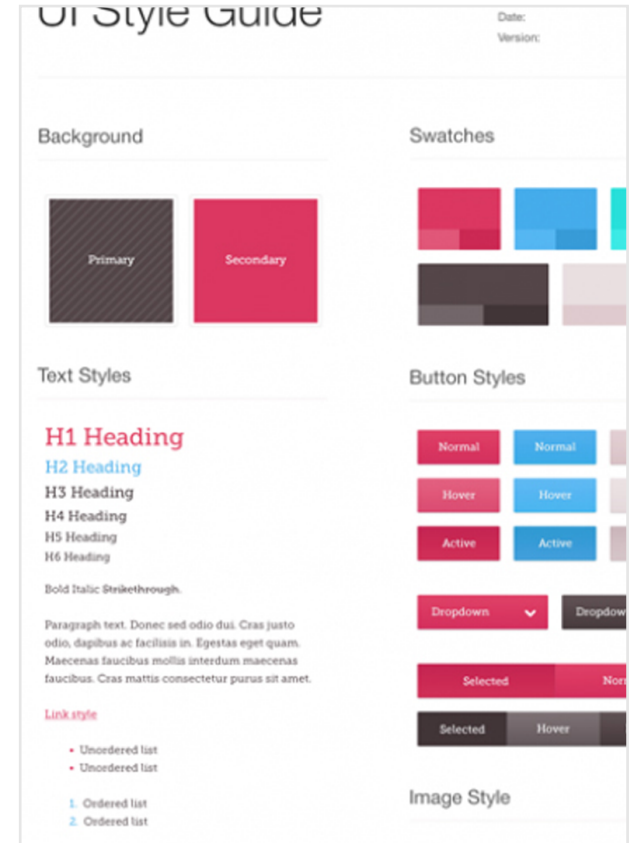
**Tools to design
multi-screen UX**



Experience map



User testing



Guidelines



Criteria for the Evaluation Of multi-devices User Experience

- **Guidance**
- **Continuity**
- **Synchronization**
- **Immediate feedback**
- **Error management**
- **Flexibility**
- **Environment of use**
- **Security**

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Get slides here :
tinyurl.com/multiux