

Android and iOS App Stores both REQUIRE your mobile app to have a splash screen.

This screen is a great opportunity for branding and taglines while your app pulls data from the cloud!



Build Your Business

Onboarding

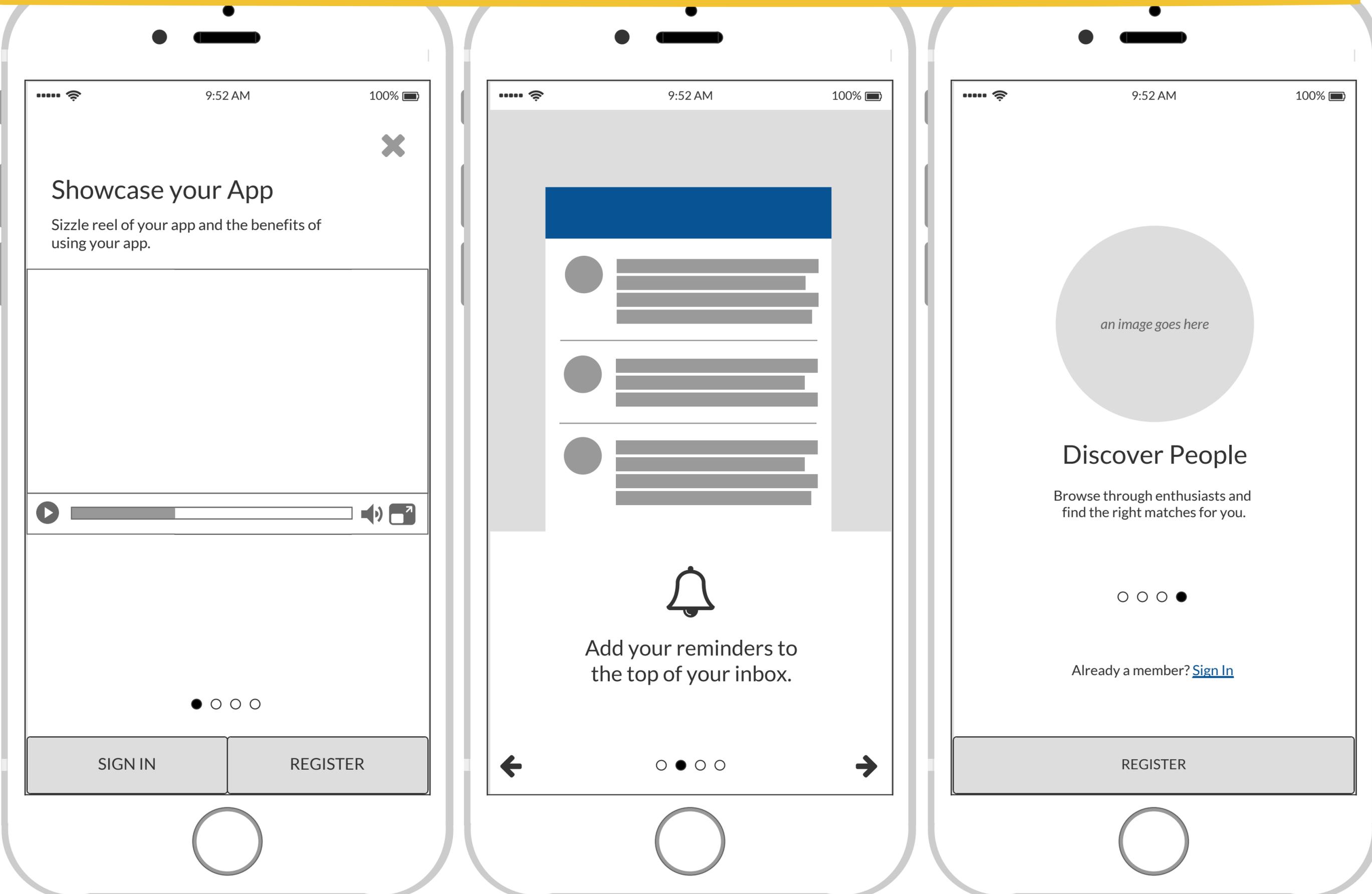
Start with a Showcase Screen instead of requesting a registration! And provide immediate access to registration and login

The Showcase should showcase the benefits of using your app...

Sign in / Register buttons/links should be available directly from the Showcase first screen

A Showcase slider is another excellent option to walk your new user through the major features and benefits of using your app

On the final Showcase slider, always make sure to include a clear CTA to Sign in / Register



Is your app fully public? Fully restricted? Or a blend?

Unless you have public features, **ALL** of your app should be protected behind registration / sign in

Social logins provide convenience, but **beware** of requirements and limitations to implementing social logins. You may have to share certain aspects of your source code and database in order to be approved for certain logins and usage of social data.

If you are going to be using the social aspects for more than single sign-on, be sure to let the user know what data will be used and how.

Sign In With Email

Email

Password

Sign In

Need an account?

Continue with Facebook

Continue with Twitter

Create An Account

Name

Email

Password

Confirm Password

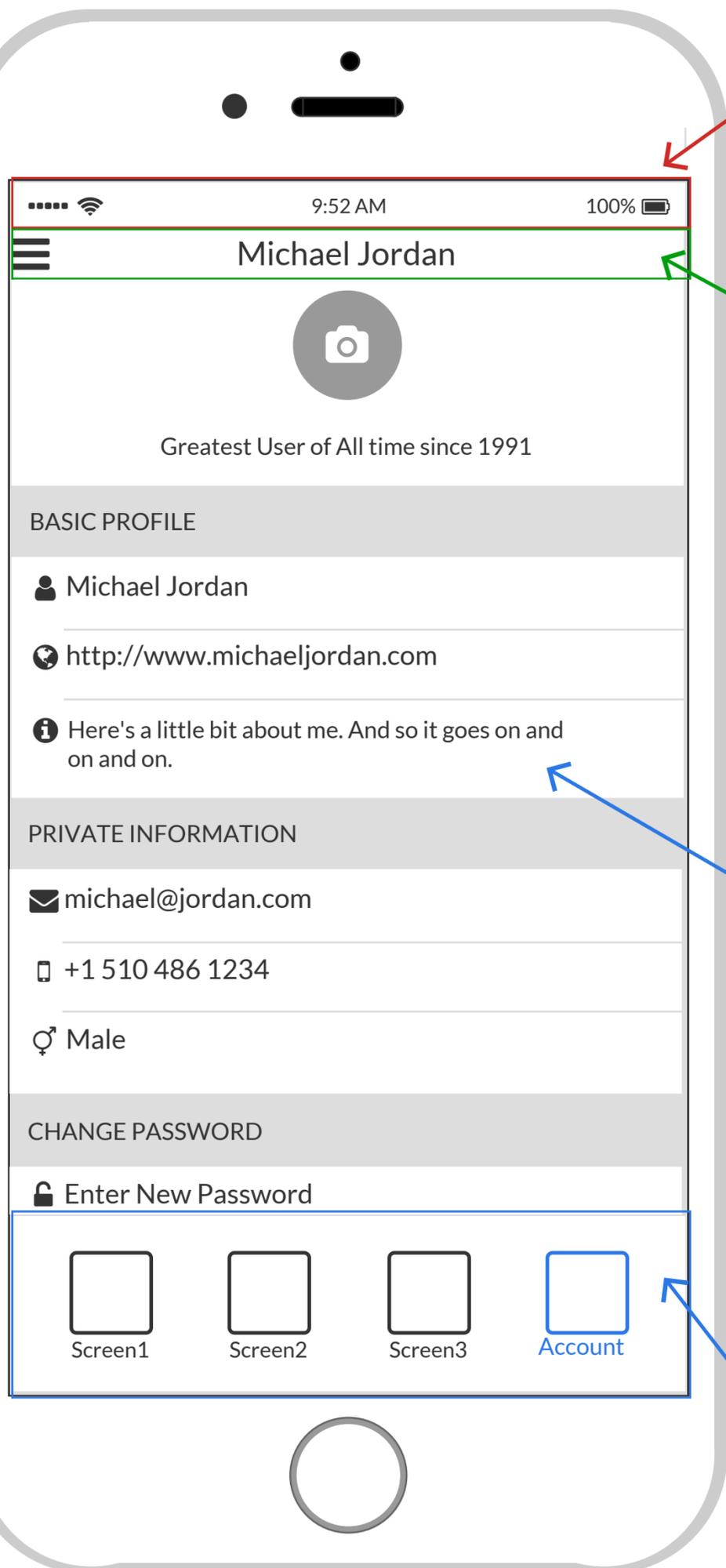
Sign Up

By signing up, you agree with the [Terms of Service](#) and [Privacy Policy](#)

Already have an account?

Continue with Facebook

Continue with Twitter



Device Header

Be cautious of using this space. It provides additional screen real estate but can become very tricky to work with across all the varying devices. Generally, you want to work within the "Safe Area"

App Title Bar

Keep this to a single row and thin as possible but with a height large enough for User Thumb Press actions. The Title should be concise. Use Icons only on the Left and Right.

If you are going to allow users to upload their own profile photos, there are image hosting costs as well as content validation that you must put in place.

Uploaded user content means that you MUST have some sort of content moderation in place so that you can remove illicite, illegal, inappropriate content.

Body / Container

Does your app need some sort of profile management feature? Even if it's just simple preferences update, password management, and logout, allowing the user to manage a profile is generally a good idea. Will the information be stored in the cloud? Or just local to the phone? Backend considerations will need to be made, if you'll be storing profile information in the cloud for the user.

BOTTOM TAB NAVIGATION

The bottom portion of your app's main screens should always be reserved for main app navigation screens.

IMPORTANT TERMINOLOGY

Screen: Mobile apps have screens, instead of pages

Press: The User performs a "Press" action rather than a click. Press can come in multiple forms, but the two most common are Press and Long Press.

Swipe: Swipe Left and Swipe Right are the two most common Swipe options (up and down are common as well). Best practice is to provide the user with some visual feedback when a Swipe action is performed.

Pinch: Pinch to zoom out/in is a common feature for images and maps.

Navigation: The User "navigates" the screens via Press actions

Verde
Circle

Build Your Business

Drawer Navigator vs Second App

Back Button (Left Action Button)

Right Action Button

Header

Drawer NAVIGATION

A "drawer" that pulls from a swipe left

Card / Tile

When content is visually separated and grouped together, it's referred to as a Card

IMPORTANT TERMINOLOGY

Drawer Navigator: The Drawer navigator is usually activated by the User Pressing the menu icon in the upper left corner of a screen. This Navigator should provide the User with less commonly accessed navigation options than the bottom tab Navigation.



NOTE: Another common usage of the "Drawer Navigator" is to not use the "drawer" experience but to take the user to a "Second" app. In other words, the User Presses the menu icon in the upper left corner of the screen and is taken to a Screen with a main section of navigation options or content and a different Bottom Tab Navigation than the main app. Navigating back to the Main app is as simple as pressing the menu icon.

Safe Area
This is the "usable" space of the mobile device. Common practice is to include your header, body, and footer/bottom tab navigation within the Safe Area ONLY.

Some mobile devices "bleed" their screens to the edges (top, bottom, left, and right). The Safe Area is defined as the space within the bleed (this is similar terminology to print design)

