



WHAT THE (F) UX
COMMERCIALY-MINDED MOBILE AD DESIGN

A WORD ON **BIG MOBILE**

FOUNDED 2008 | 70 MOBILE SPECIALISTS IN APAC



CBS Interactive



TRIPLE M

TechRepublic



SOUTHERN CROSS AUSTEREO
absolutely engaging



Display



Video



Audio



Native



Performance

BIG MOBILE UX AGENDA



THE WHAT



THE WHY



THE HOW

1

THE WHAT

THE WHAT WHAT IS UX?

*THE CENTRAL PREMISE OF USER CENTRED
DESIGN IS THAT THE BEST DESIGNED
PRODUCTS AND SERVICES RESULT FROM
UNDERSTANDING THE NEEDS OF THE
PEOPLE WHO WILL USE THEM.*

DESIGN COUNCIL

THE WHAT WHAT IS UX?

UX ICEBERG

Surface layer

That looks great!



Always look below the surface of a cool design

THE WHAT WHAT IS UX?

UX ICEBERG

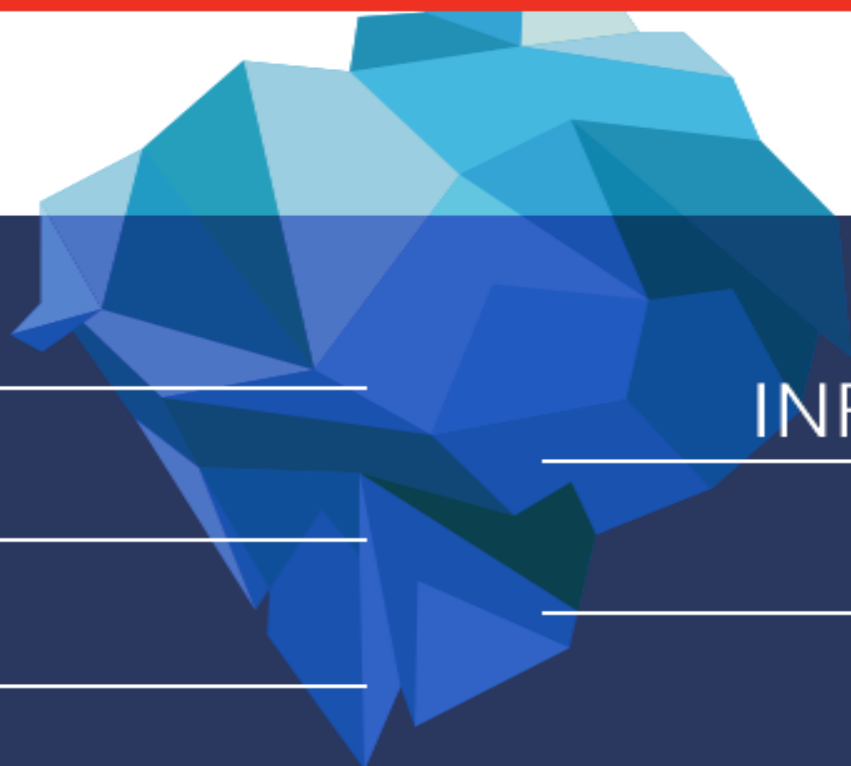
VISUAL DESIGN

OBJECTIVES

TECHNOLOGY

INFORMATION DESIGN

STRATEGY



Always look below the surface of a cool design

THE WHAT

WHAT IS UX?

CAMPAIGN PLANNING

REQUIREMENTS & UX

ID & BUILD

RELEASE



Client



Media Planner
Buyer



Sales & UX



Design & Dev



User

Mobile Advertising Solutions Team

2

THE WHY

THE WHY

UX = RESULTS



GOOD UX

=



GOOD RESULTS

A good user experience encourages engagement/interactions.

THE WHY

THE FOUR STEPS



**FOCUS ON
OBJECTIVE**



**EXPECTATIONS
ON RESULTS**



**REUSE &
OPTIMISATION**



**FASTER, EASIER
IMPLEMENTATIONS**

Using the UX four pillar approach drives additional efficiencies

3

THE HOW

THE HOW DESIGN CHEATSHEET



Colour theory



Iconography



Typography



UI Patterns



Symmetry & Grid



Highlights & Contrast



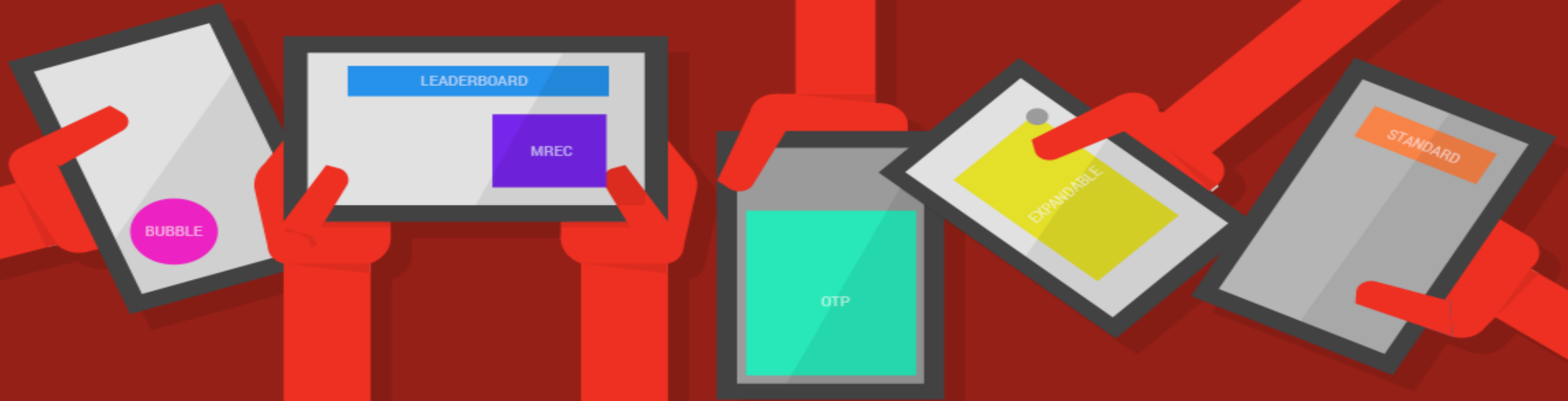
Style guides



Assets

Good design is the careful balance of many moving parts.

THE HOW FORMAT CHOICE



Formats should be part of the UX strategy.

THE HOW

THE RIGHT FORMAT



MREC

MEDIUM RECTANGLE
BANNER

THE GOOD

- High impact
- Great animation
- Great for awareness
- Great for engagements

CHALLENGES

- Variable position on page



SB

STANDARD
BANNER

THE GOOD

- Great for app downloads
- Great for movie trailers
- CTA requires incentives

CHALLENGES

- Low quality
- Drop-off
- Incentivisation required
- Poor for awareness



OTP

OVER THE PAGE
BANNER

THE GOOD

- High impact
- Huge, responsive canvas
- Great for awareness

CHALLENGES

- 5 seconds on-screen
- Not enough time for engagements
- Disruptive to users



EXP

EXPANDABLE

THE GOOD

- Great for engagement
- Great for games
- Great for 'microsites'
- Great for video containers

CHALLENGES

- Covers user content
- Poor for awareness
- Requires click

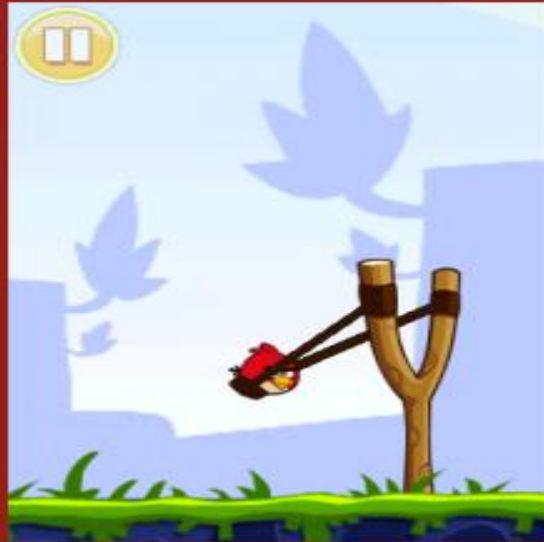
THE HOW SIMPLICITY



TAP



SWIPE



TILT



The world's most popular and accessible games extend a single, **simple** interaction.

THE HOW SIMPLICITY

The simpler concept was able to secure more players who played to the end.

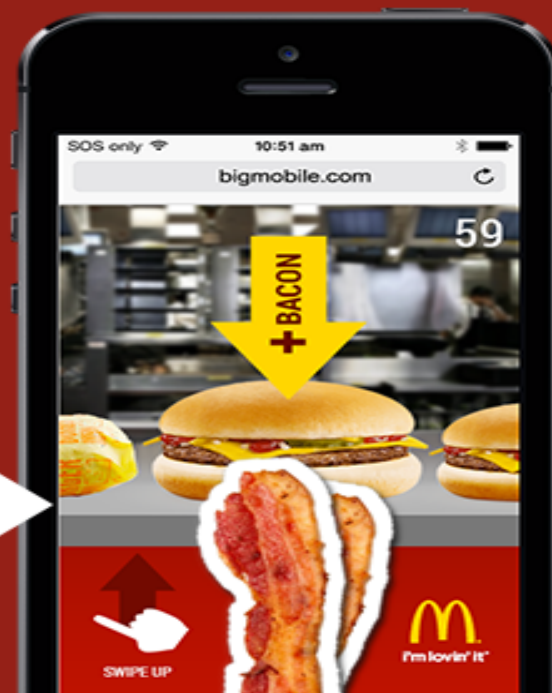


17%
PLAYED

57%
FINISHED

38%
PLAYED

84%
FINISHED



Keep it simple. **One interaction max.** Tell the whole story on the first frame.

THE HOW GAMIFICATION

2,242

SESSIONS

19,496

TOTAL SHAKES

48%

UNIQUE
ENGAGEMENT



Gamification doesn't have to be complex. Simple interactions can be really gratifying.

THE HOW ITERATIVE UX



Validate processes, refine your approach and maximise results using an iterative approach.

FOCUS ON UX BRINGS RESULTS

Effective 'Mobile First' Campaign Solutions

TNS - Case study A¹

Purchase Intent

FROM **39%** TO **61%**

Product recall

+33.7%



Millward Brown - Case study B²

Purchase Intent

FROM **73%** TO **79%**

Brand recall

+38%

CREATIVE EXAMPLES

(<http://bigmobile.com/formats/>)

UX IN ACTION

INTERACTIVE MREC

Client:

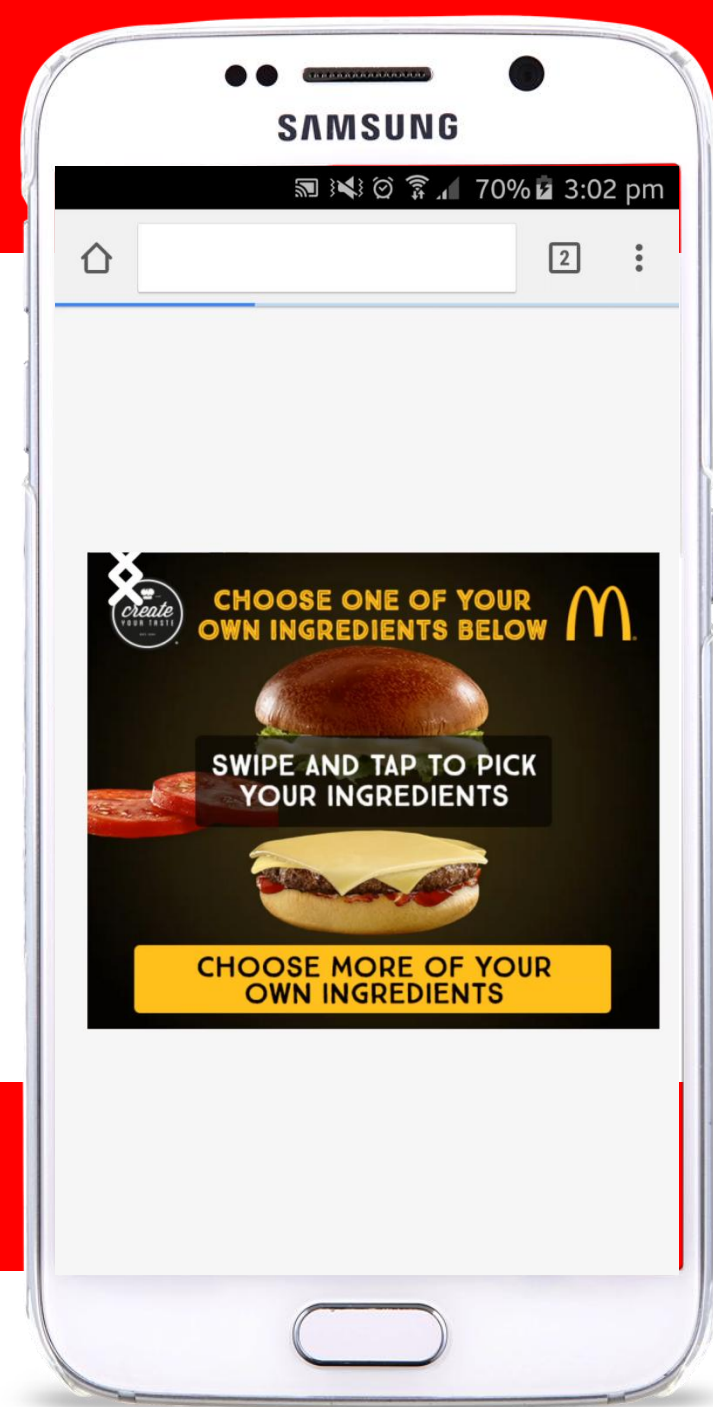
Mc Donald's NZ

Campaign:

Create Your Taste

Format:

Interactive MREC



UX IN ACTION

INTERACTIVE MREC

Client:

Dan Murphy's

Campaign:

Eat, Drink, Discover

Format:

Spin The Wheel



UX IN ACTION

INTERACTIVE MREC

Client:

Public Transport Victoria

Campaign:

Myki

Format:

Calculator Form MREC



UX IN ACTION

INTERACTIVE CAROUSEL

Client:

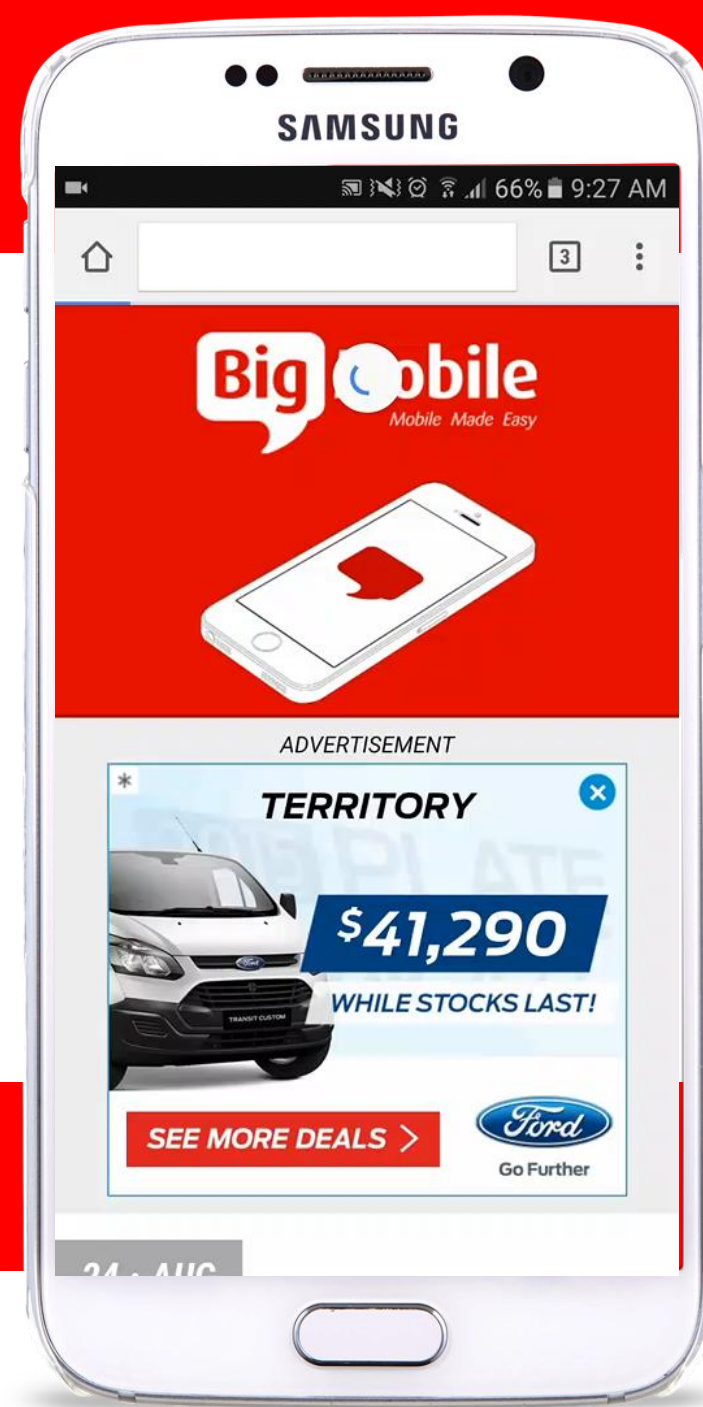
Ford Australia

Campaign:

ABO

Format:

Interactive Carousel



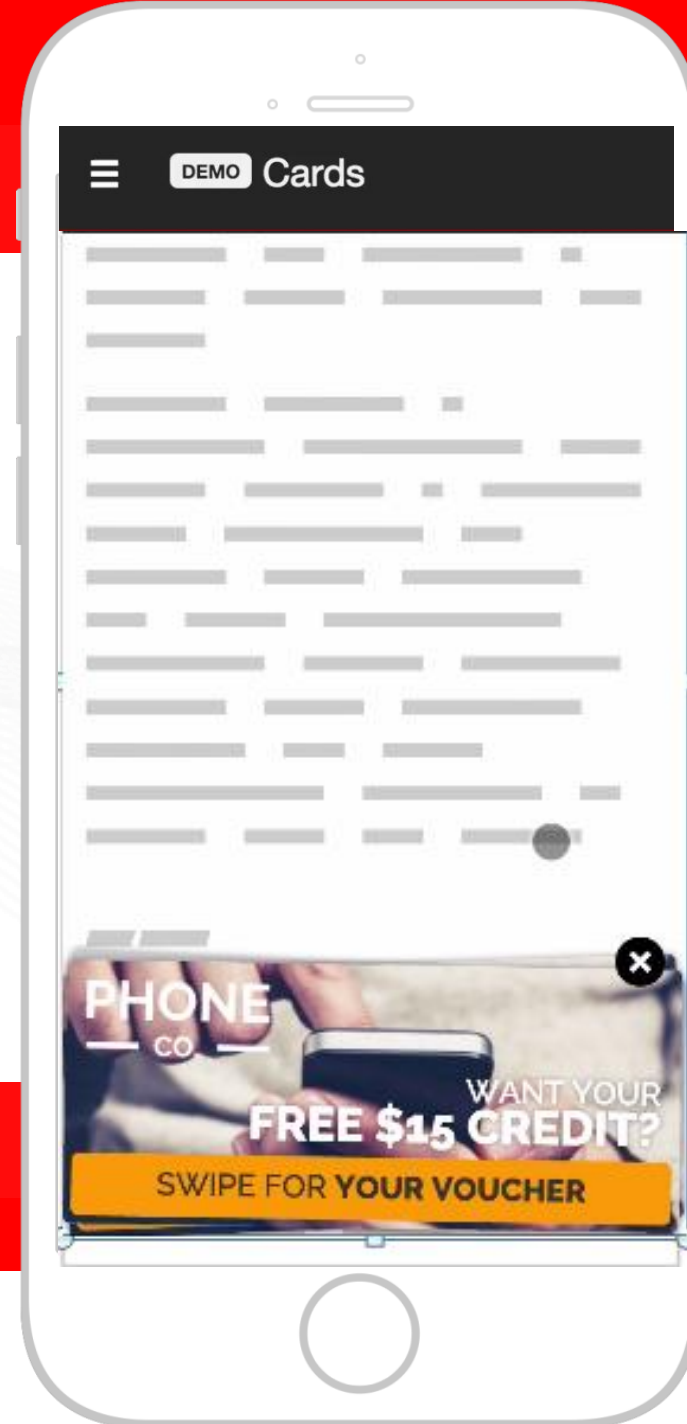
UX IN ACTION

CARDS

Success metrics

👁 Viewability

📢 Reach



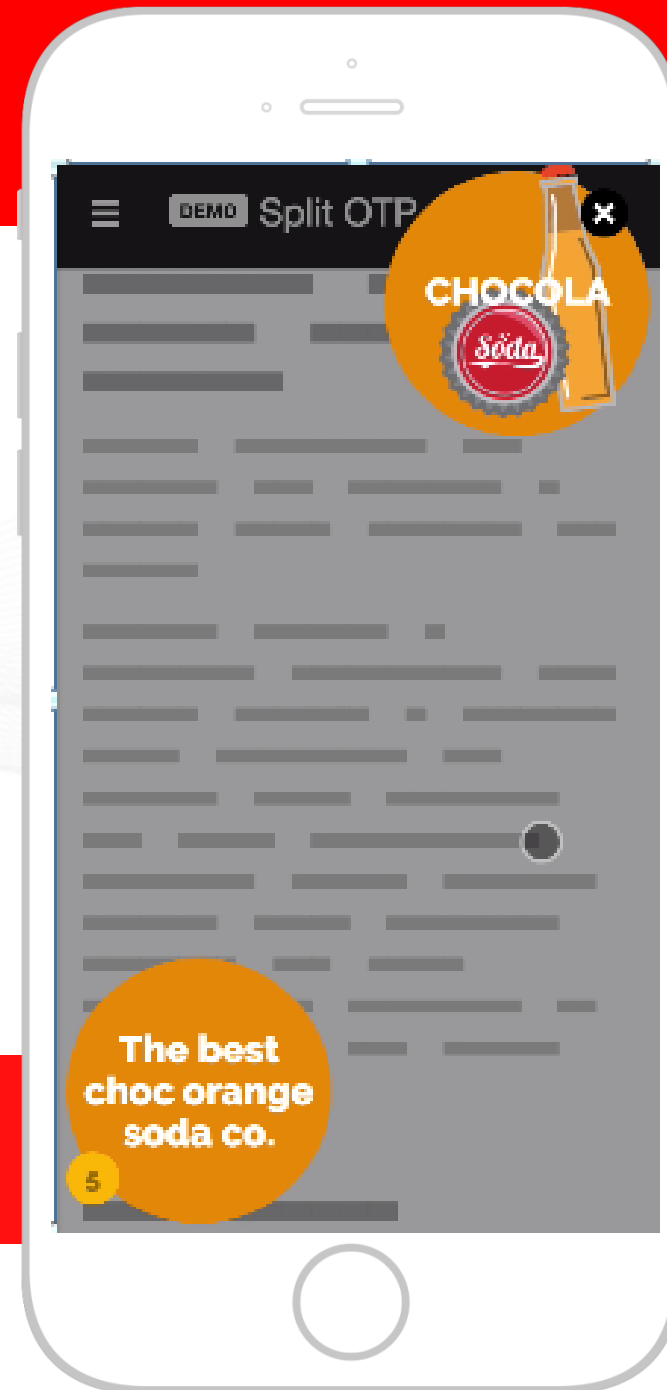
UX IN ACTION

SPLIT OTP

Success metrics

👁 Viewability

📢 Reach



UX IN ACTION

CLICK TO PLAY VIDEO LOOP

Client:

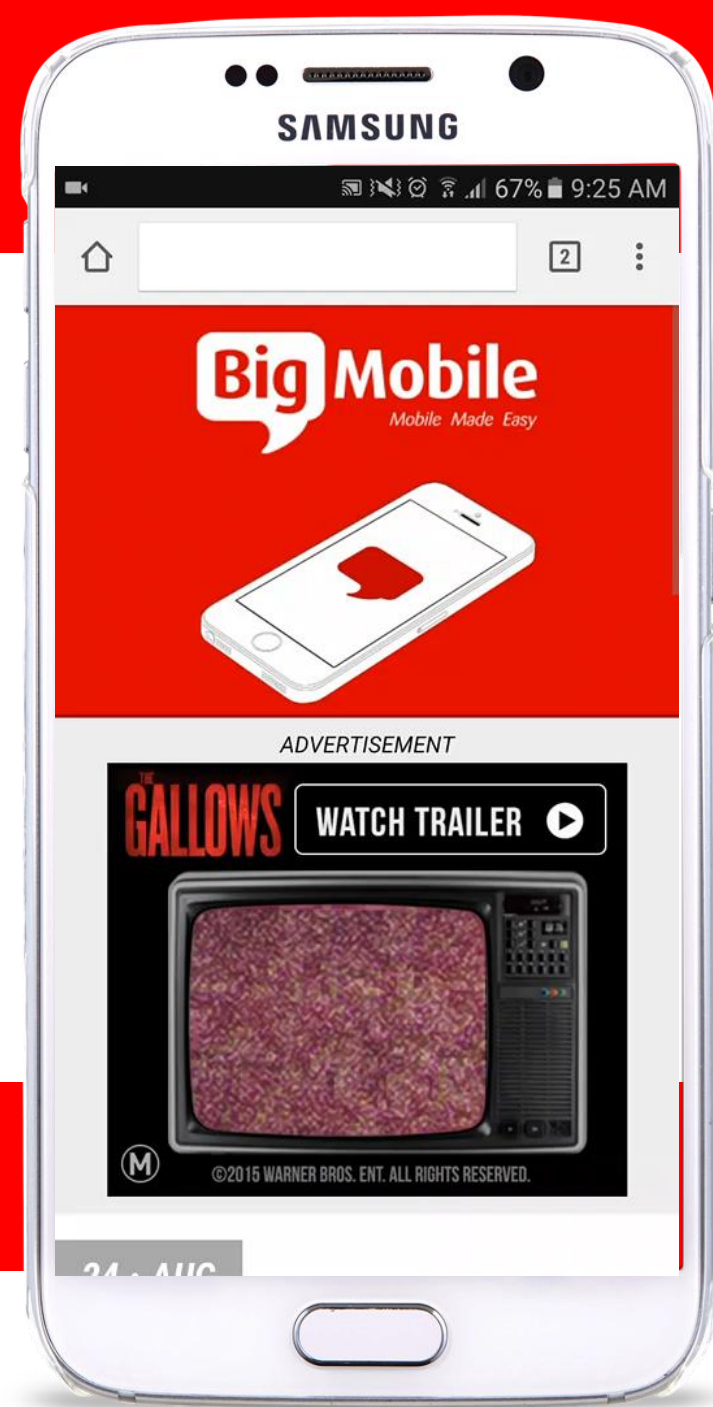
The Gallows

Campaign:

Movie Trailer

Format:

Click to Play Video Loop



UX IN ACTION

360 VIDEO

Client:

Australia Post

Campaign:

Geelong Business Hive

Format:

360° VIDEO MREC



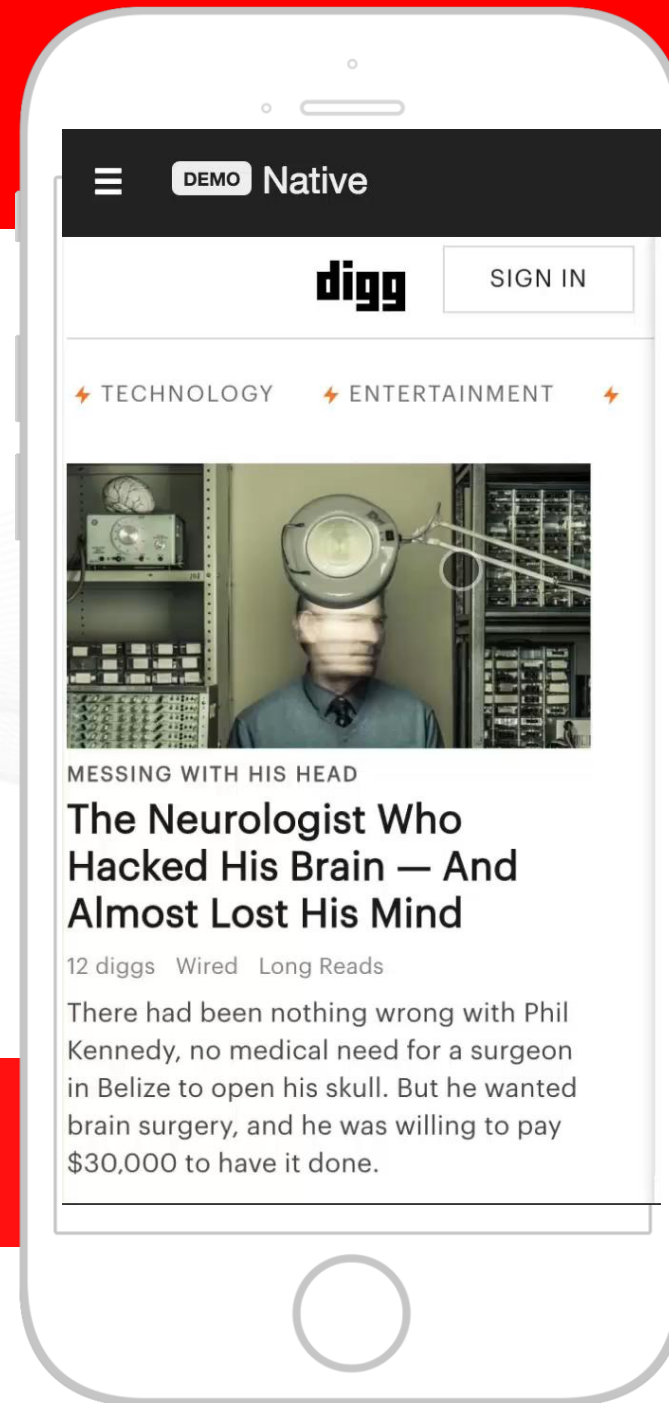
UX IN ACTION

NATIVE

Success metrics

 Engagements

 Clicks



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