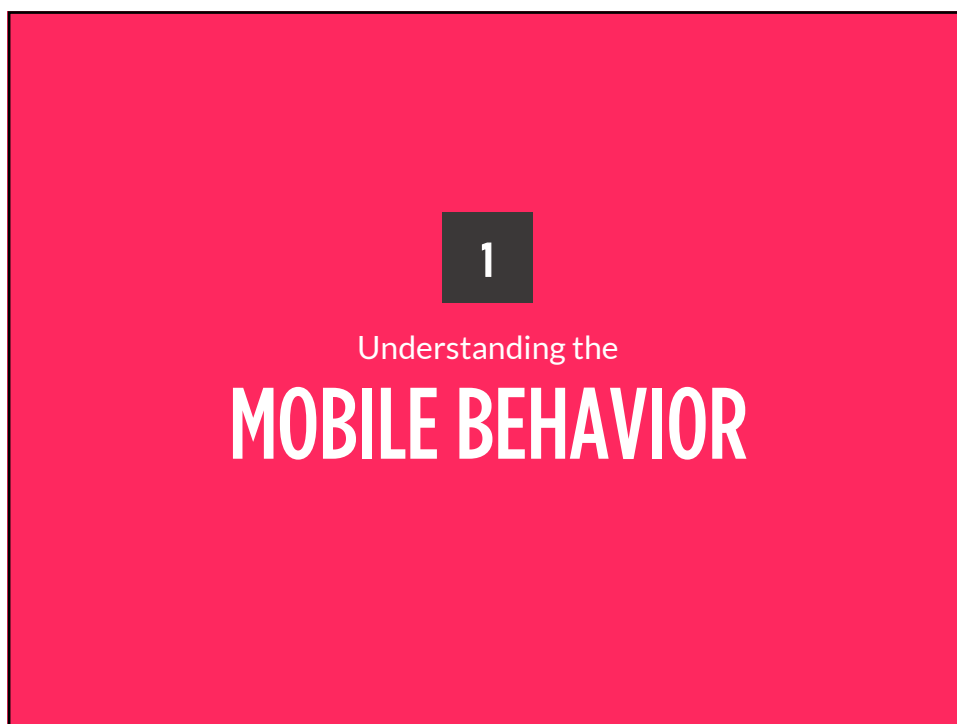
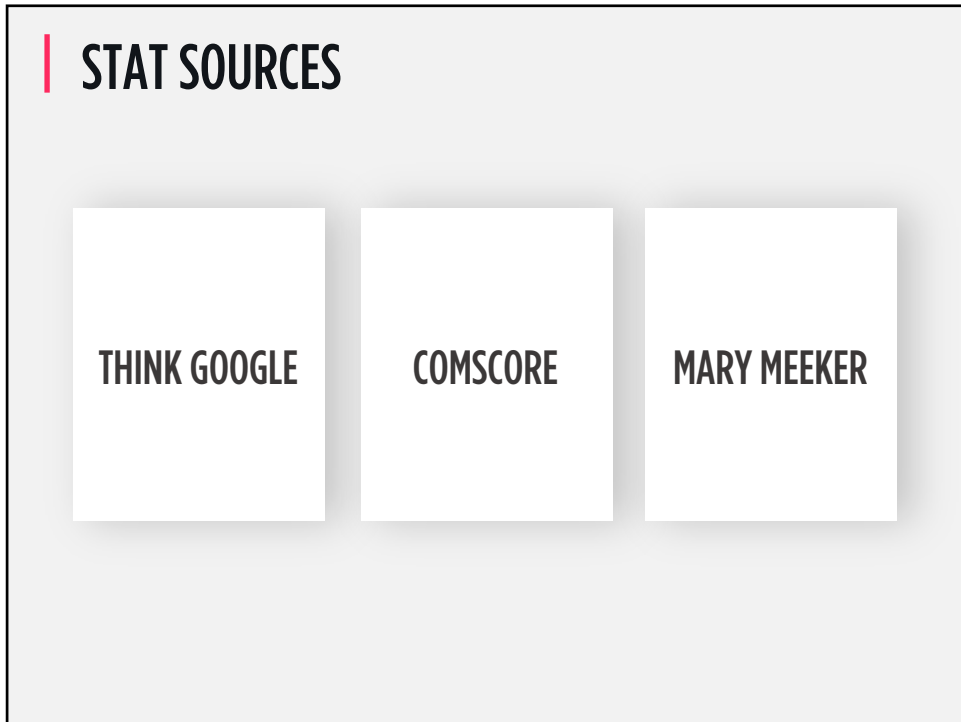




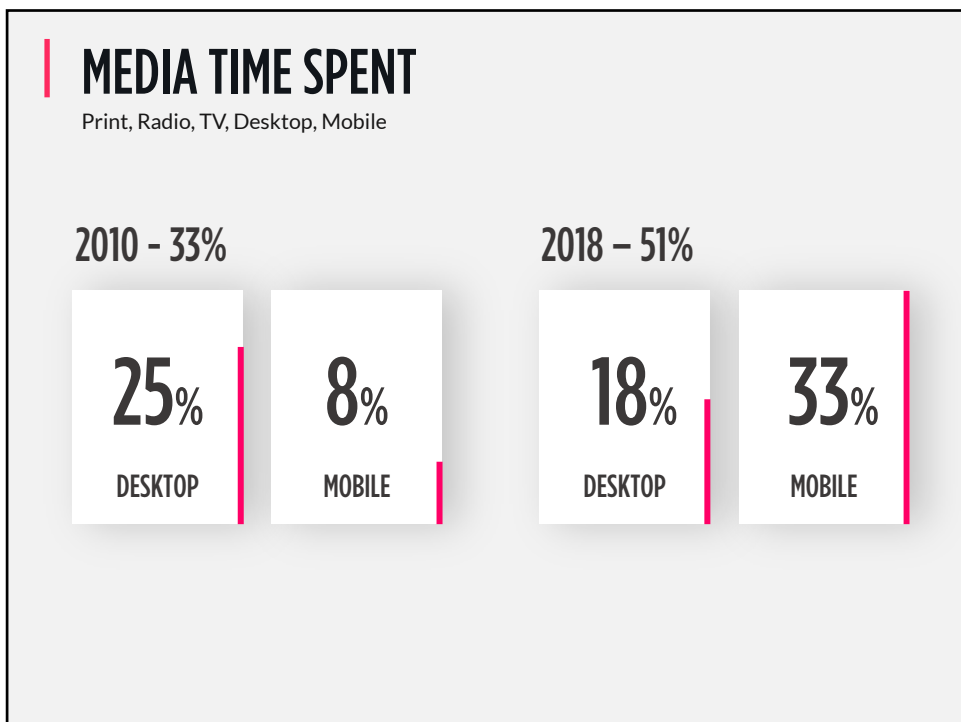
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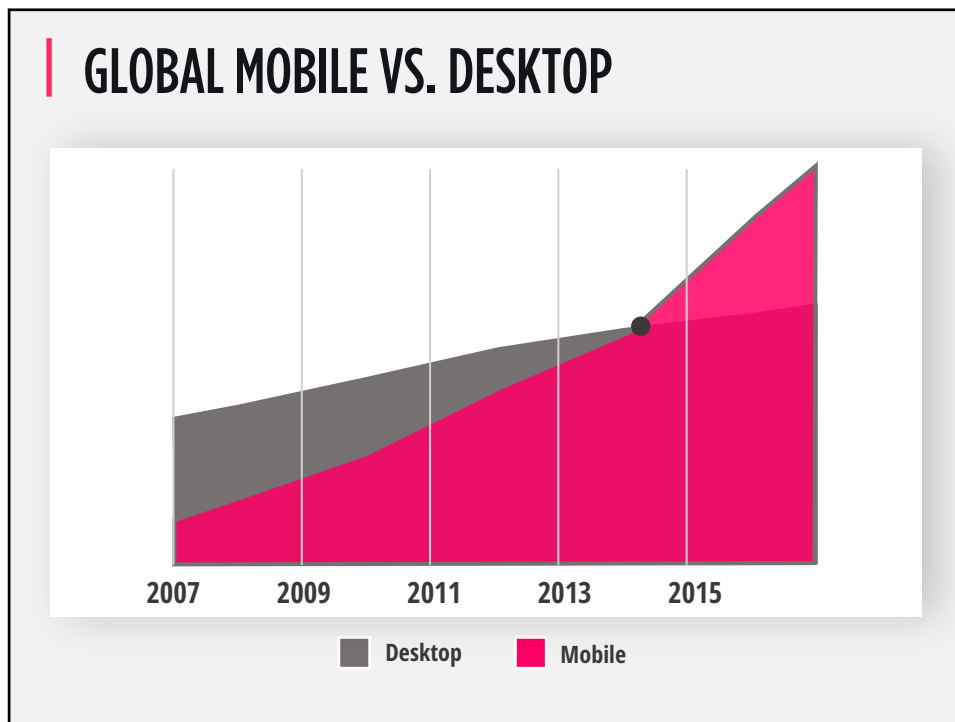
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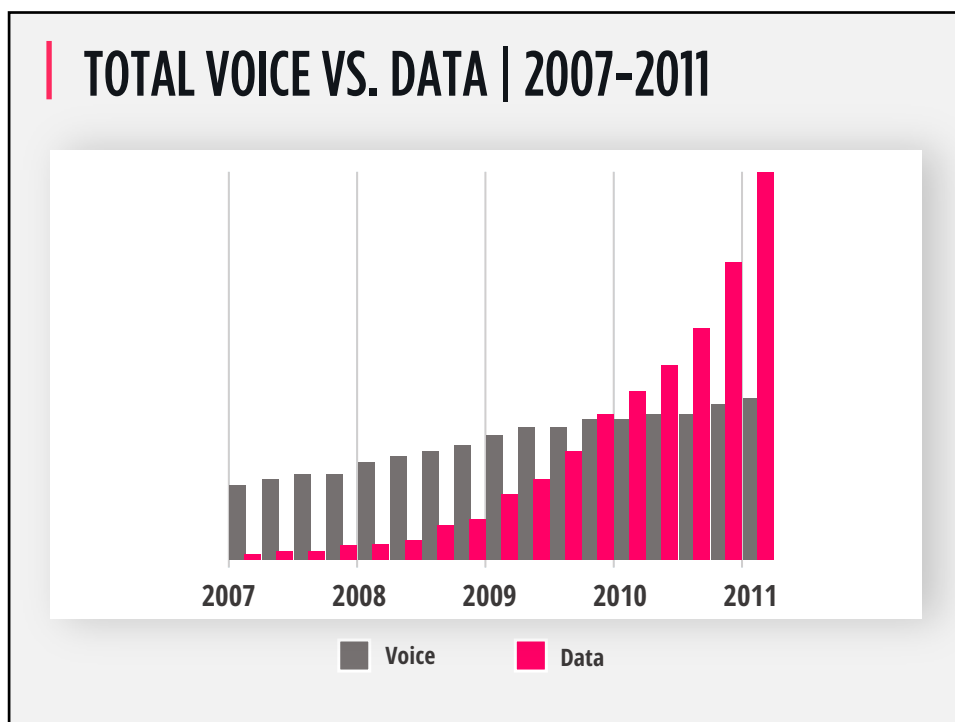
3



4



5



6

## TIME SPENT (SMARTPHONE)

 **32%** | COMMUNICATION - TEXT/VOICE

 **12%** | WEB BROWSING

 **09%** | SENDING EMAIL

 **47%** | UTILITIES, GAMES, SOCIAL, MUSIC, VIDEO

7

## WHERE DO YOU TEND TO USE YOUR SMARTPHONE?

HOME

**96%**



WORK

**83%**

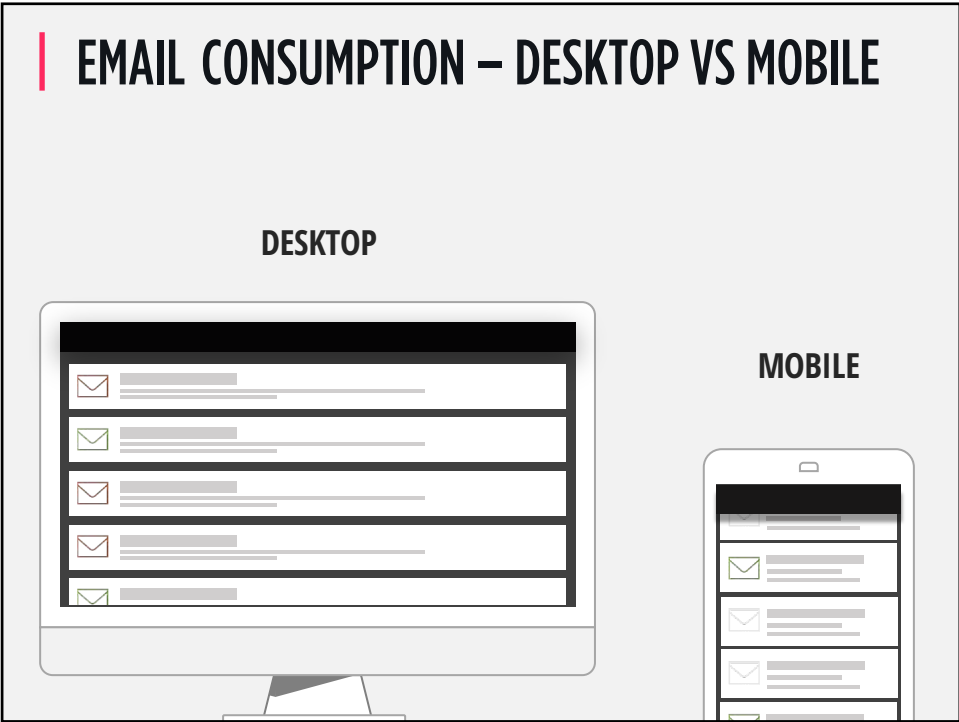


ON THE GO

**72%**



8

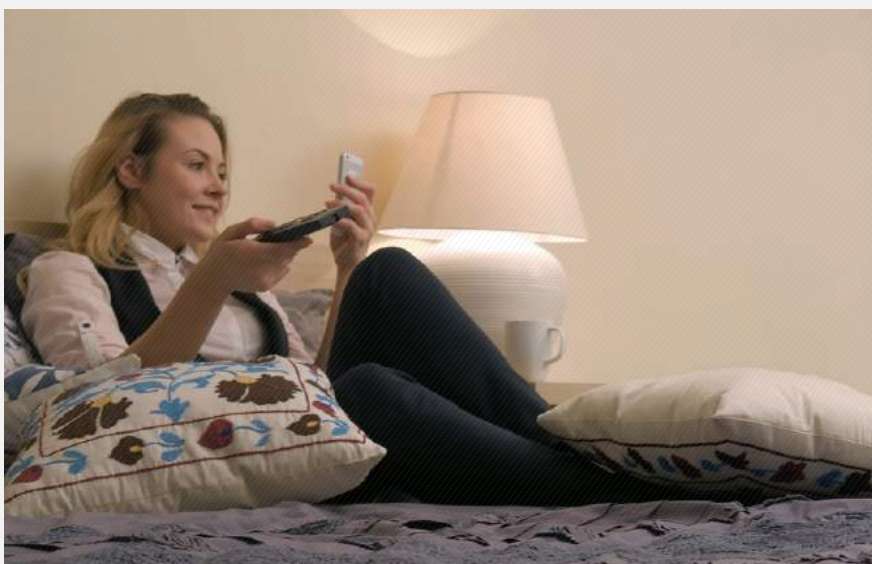


9



10

## **| 72% USE IT WHILE DOING OTHER THINGS**



11

## **| USING SMARTPHONE WHILE...**

**LISTENING TO MUSIC**

**WATCHING TV**

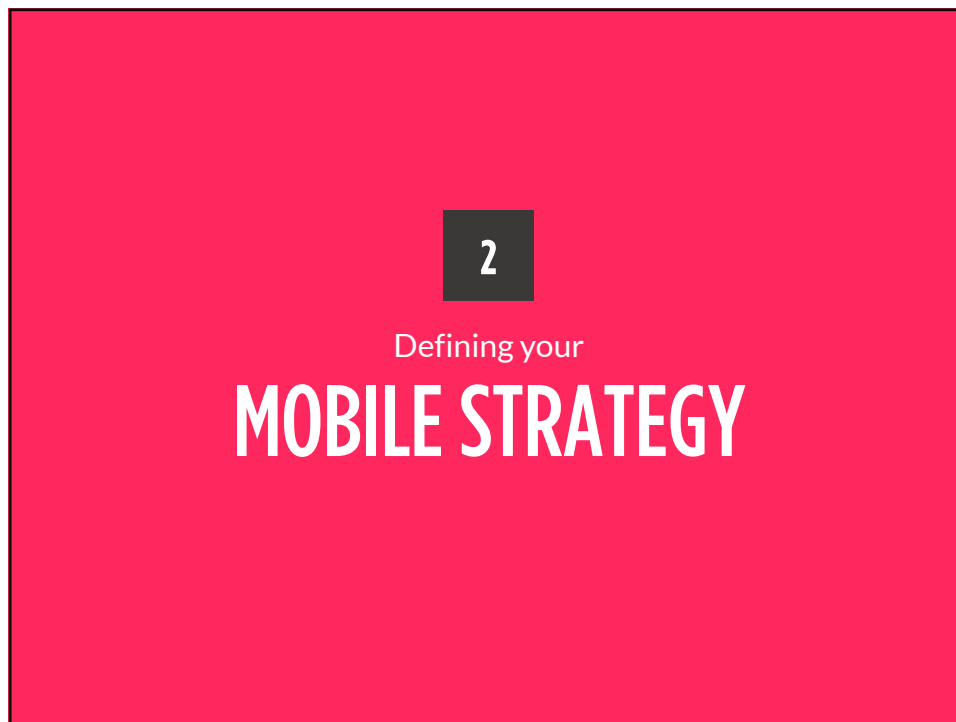
**BROWSING THE WEB ON DESKTOP**

**PLAYING GAMES**

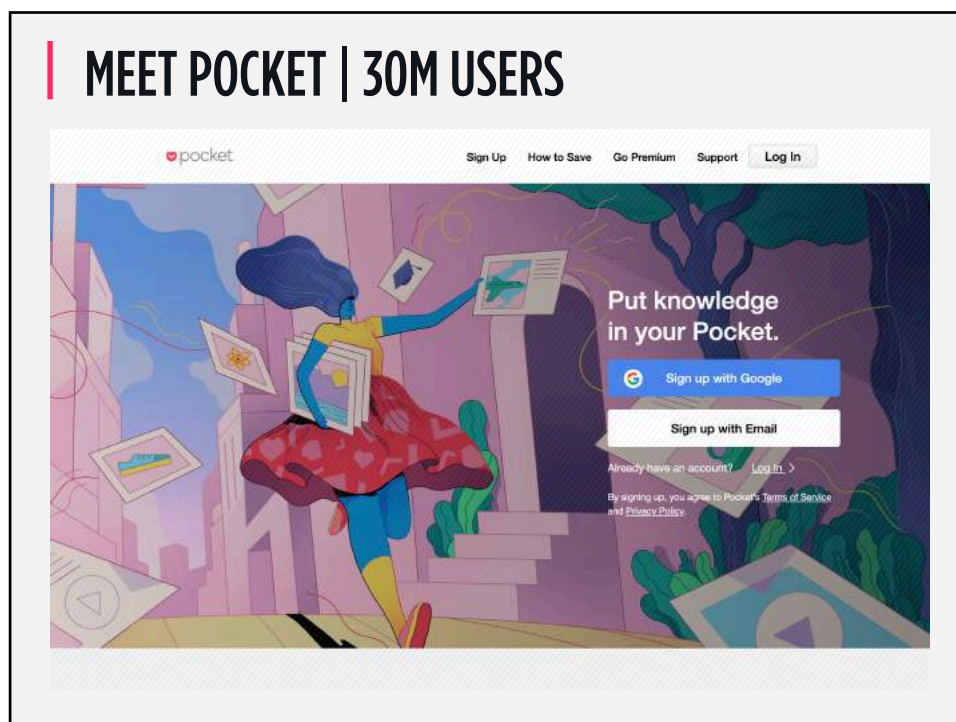
**READING A MAGAZINE/NEWSPAPER**

**READING A BOOK**

12



13



14

## CONTENT SAVED FOR LATER (DAILY)



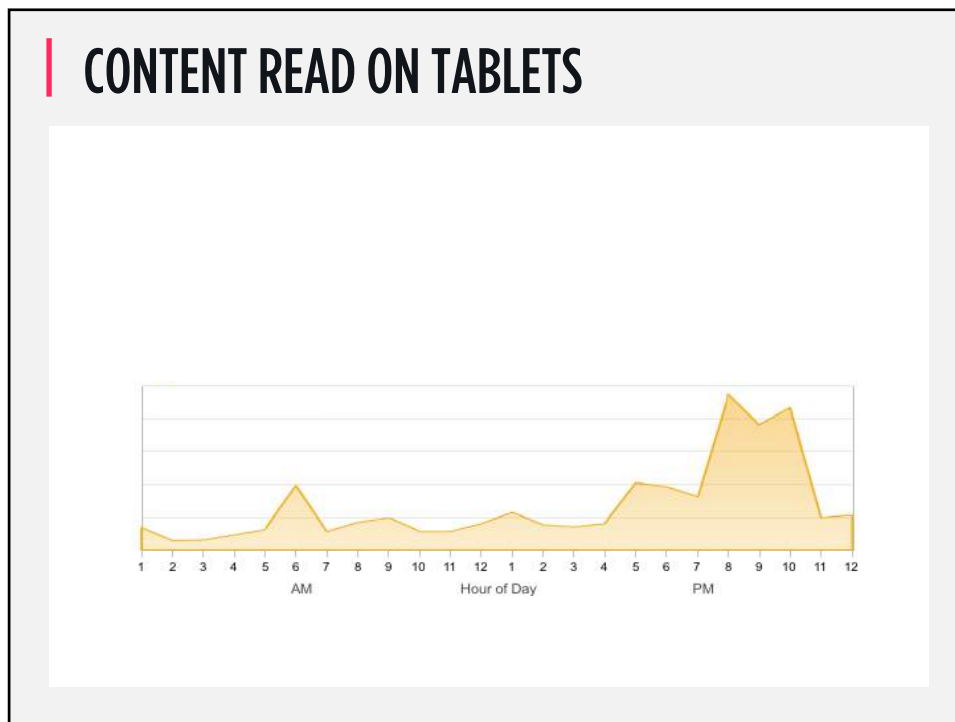
15

## CONTENT READ ON SMARTPHONE

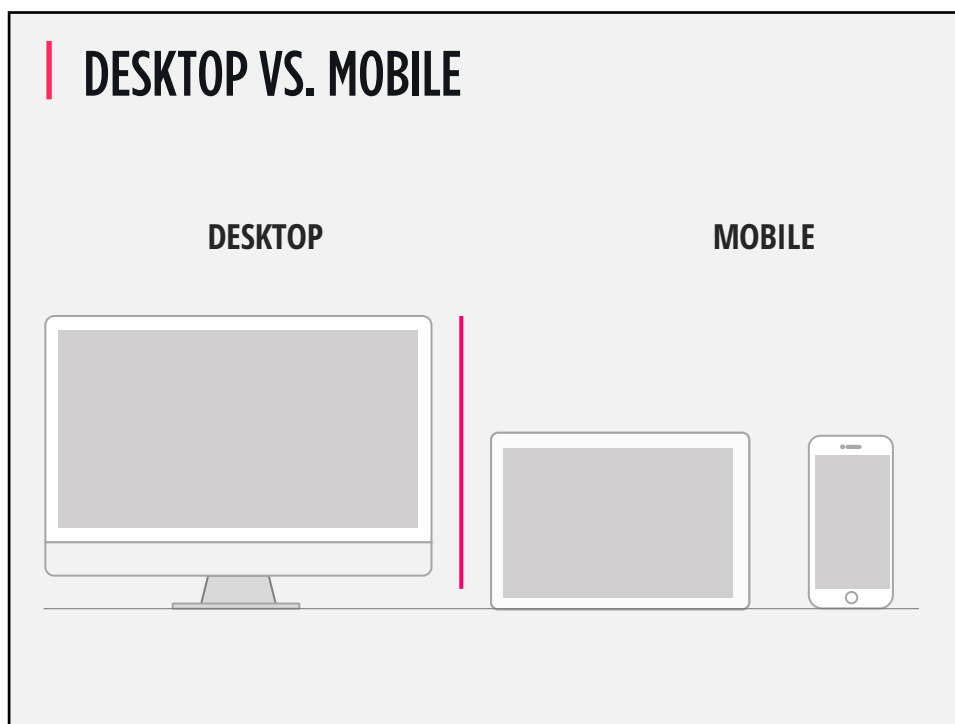


16



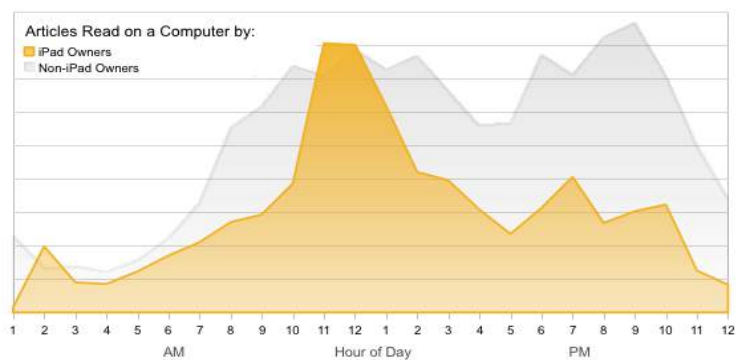


17



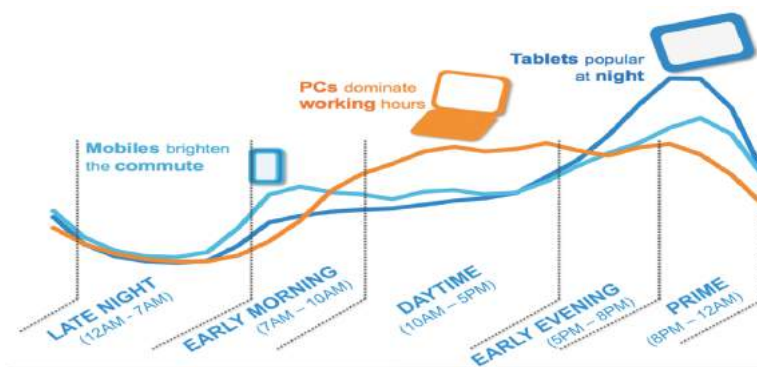
18

## CONTENT READ FROM DESKTOP

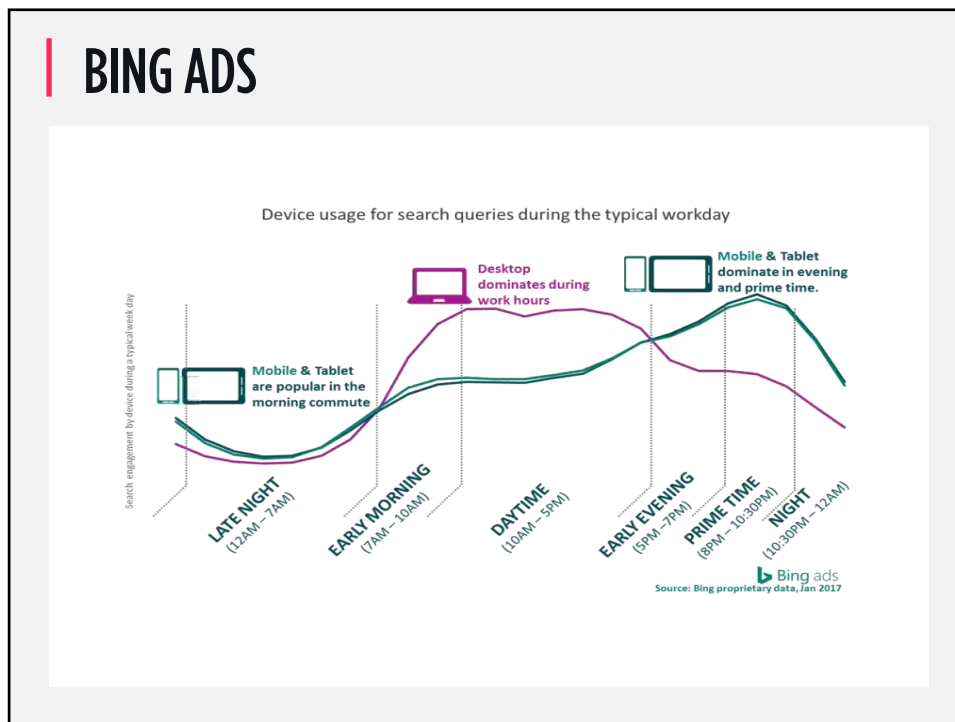


19

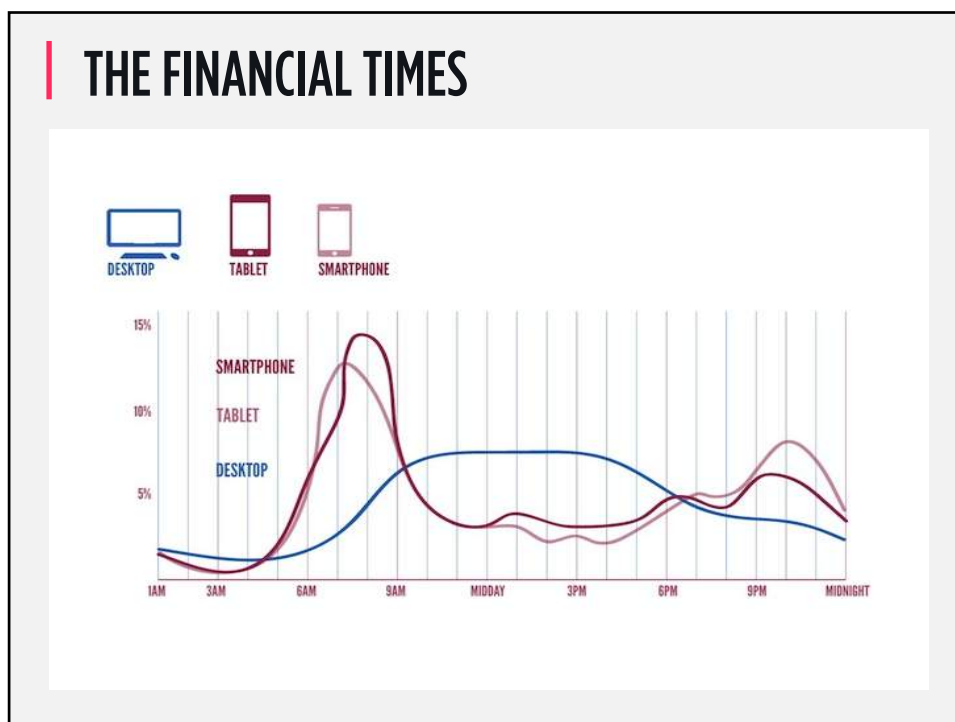
## DEVICE PREFERENCE (COMSCORE)



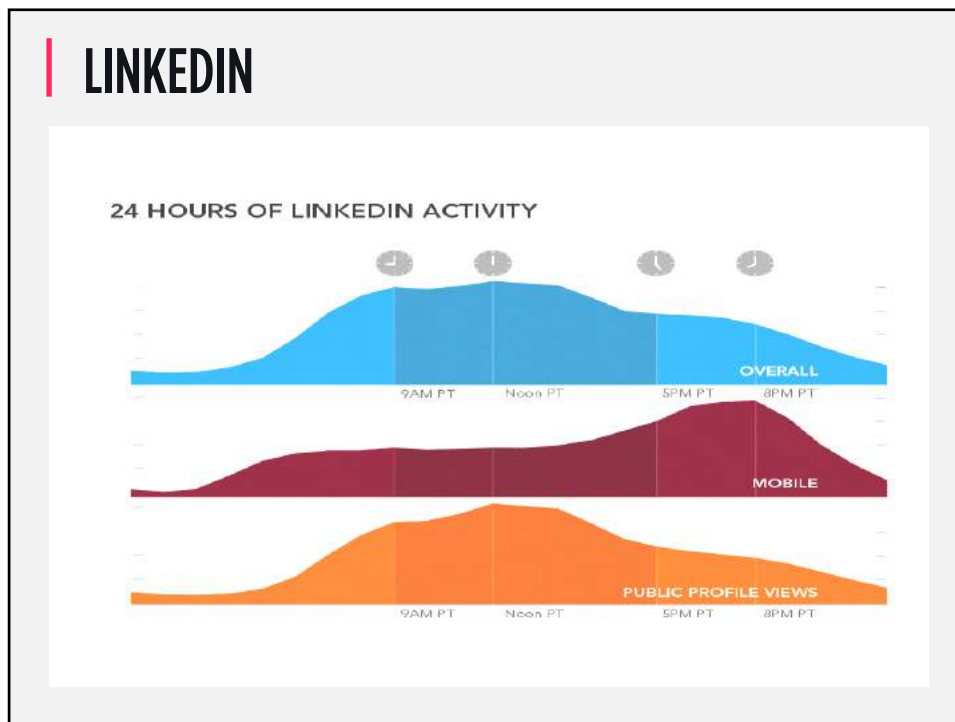
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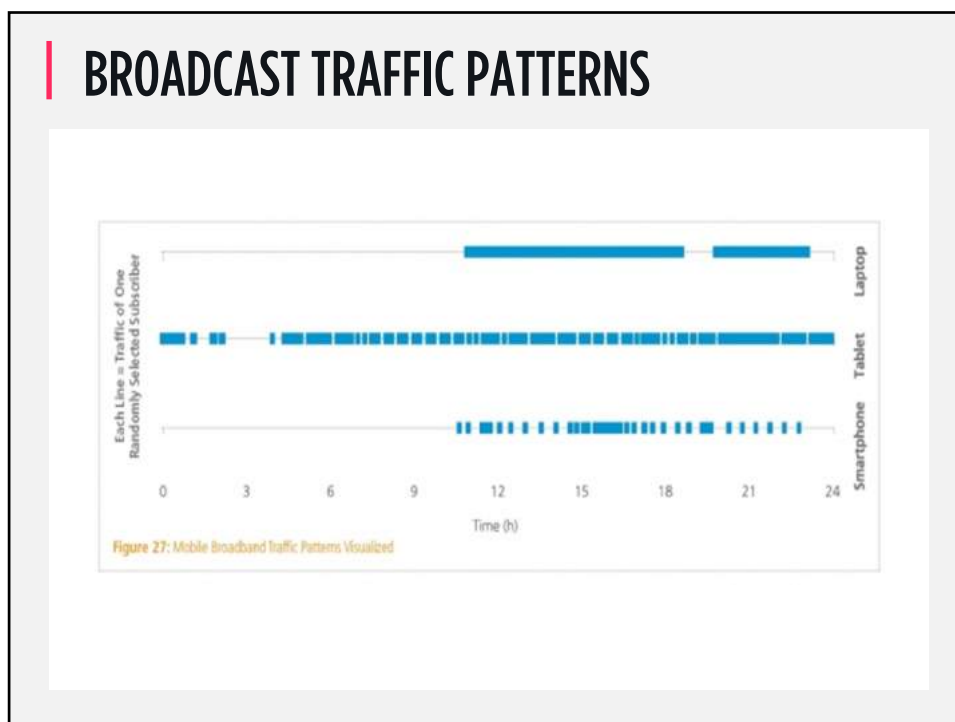
21



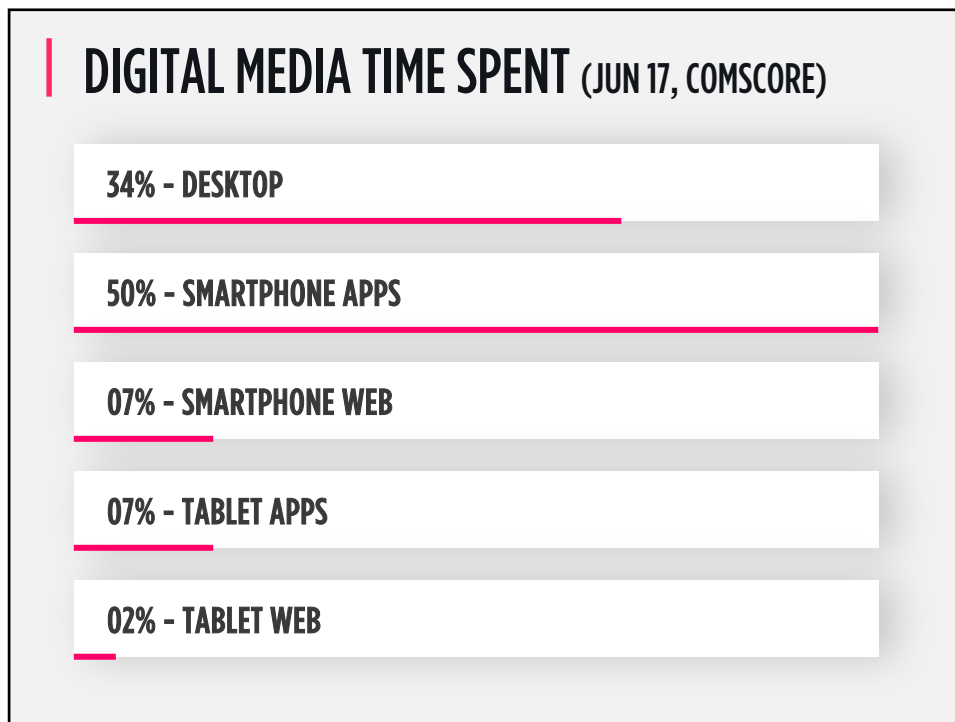
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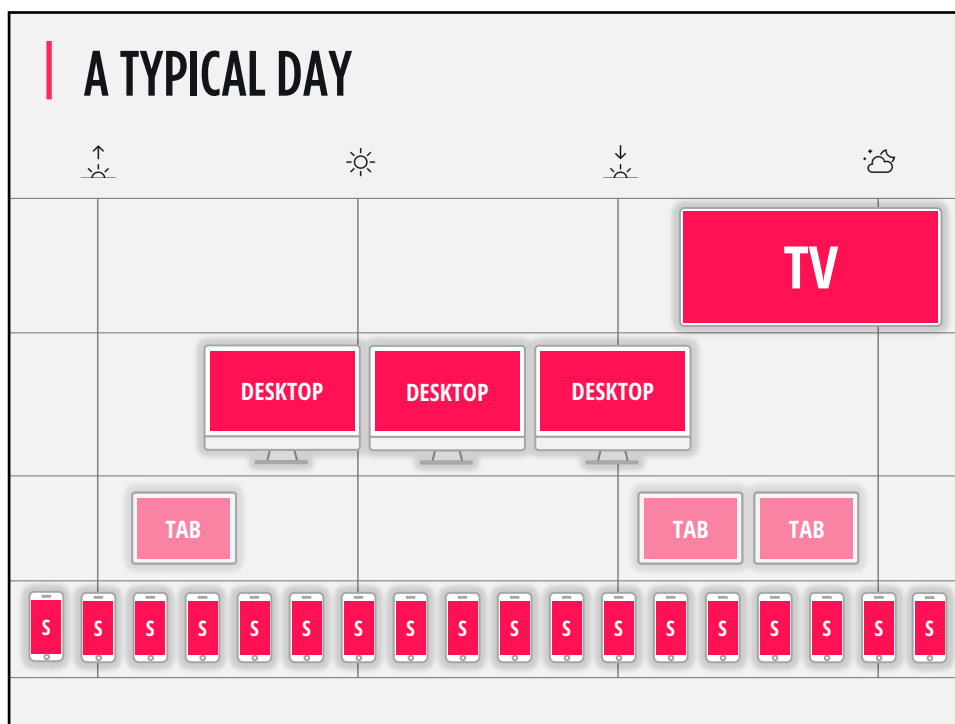
23



24

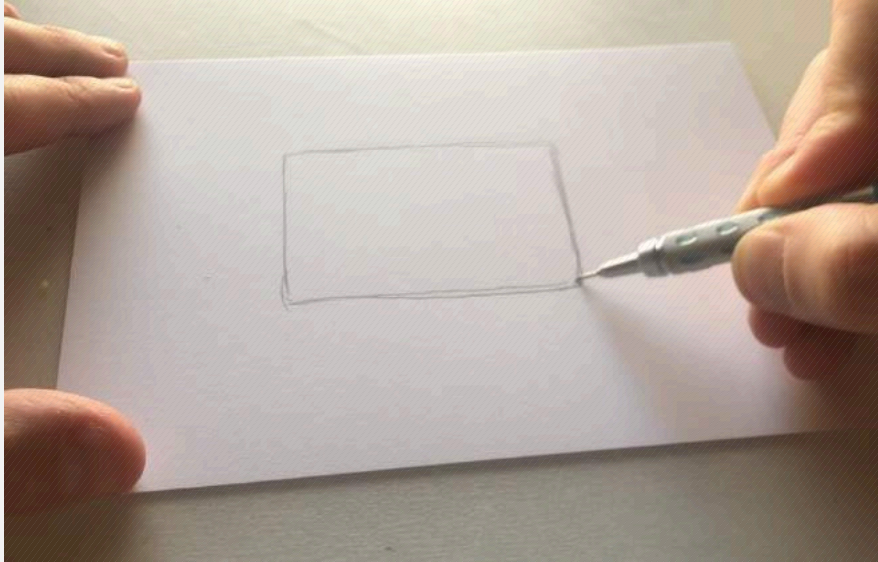


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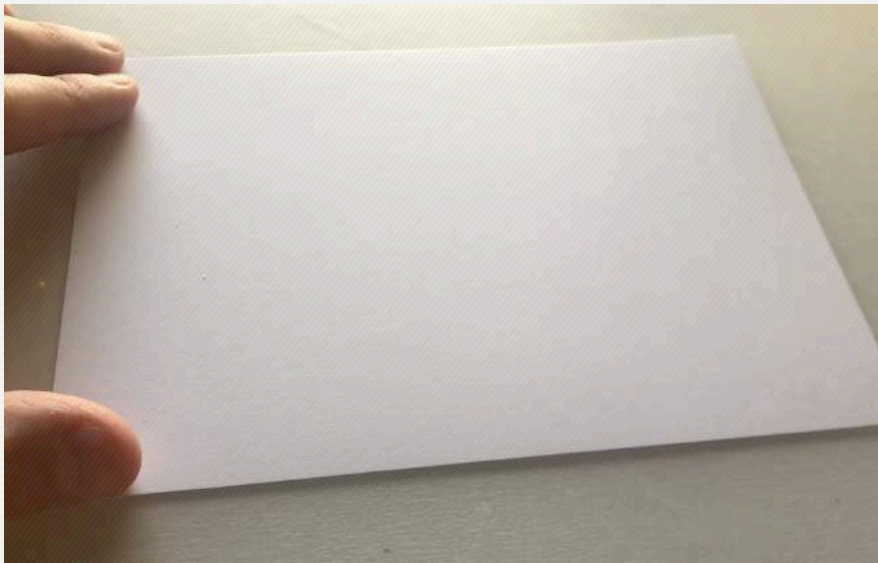
26

## CONTEXT OF USE



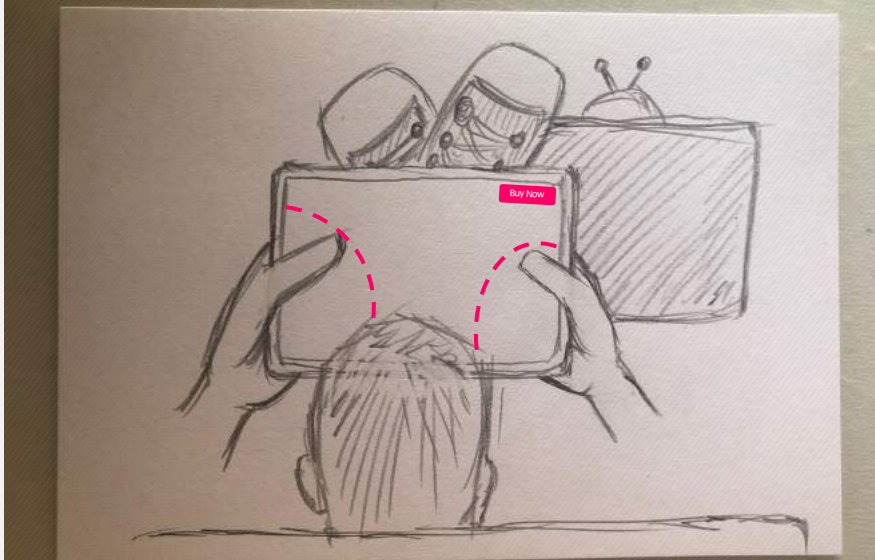
27

## CONTEXT OF USE



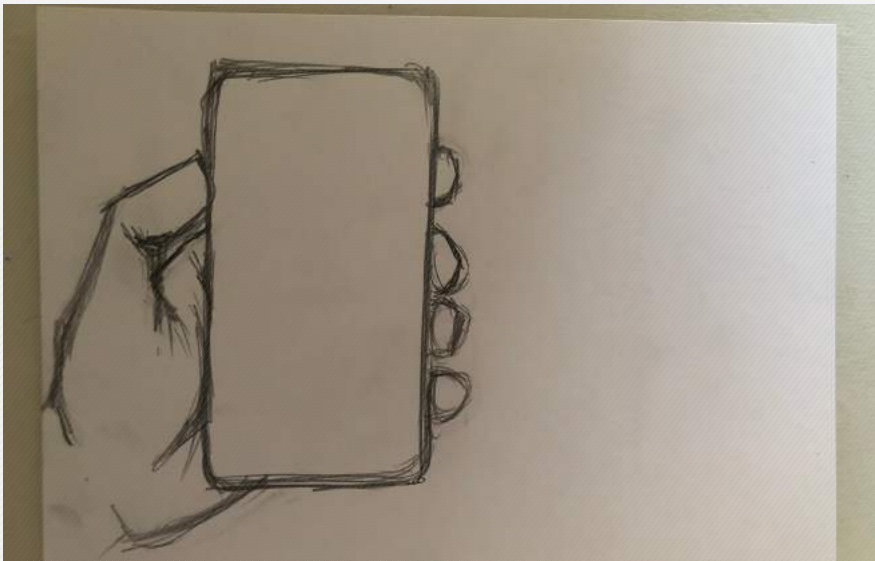
28

## | A TABLET MOMENT



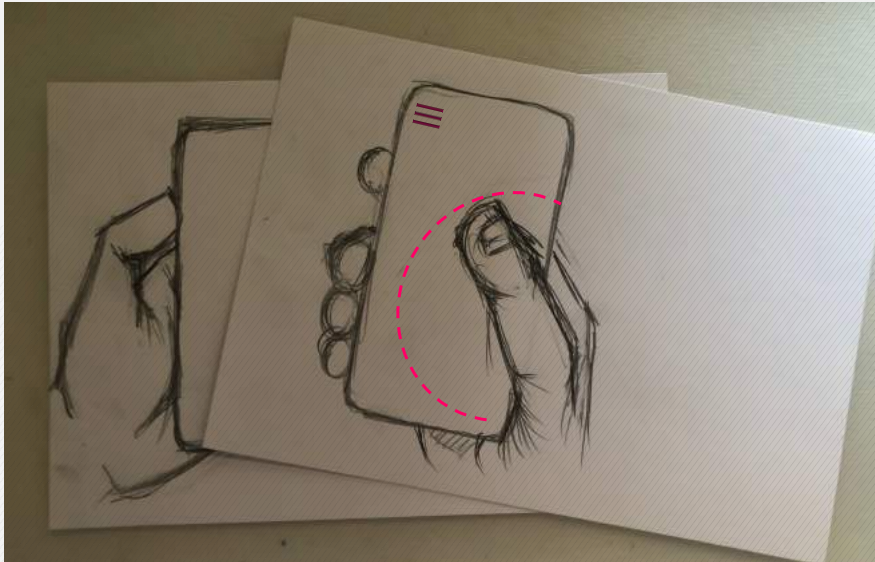
29

## | A SMARTPHONE MOMENT – VERSION 1



30

## A SMARTPHONE MOMENT – VERSION 2



31

## DIFFERENT USAGE PREFERENCES

### DESKTOP

Work, Creation, Consumption  
Heavy applications  
E-commerce – Big purchases

30 Min +  
Static env. (Work, home)  
Sitting, 2 hands  
Single user



### TABLET

Entertainment  
Free time, Vacations  
Not really mobile

15 Min +  
Static env. (Home)  
2 hands  
Sitting, Lay back  
Multiple users



### SMARTPHONE

Impulsive use  
On the move  
Short & immediate

5 Sec +  
Changing env.  
1-2 fingers  
Single user



32

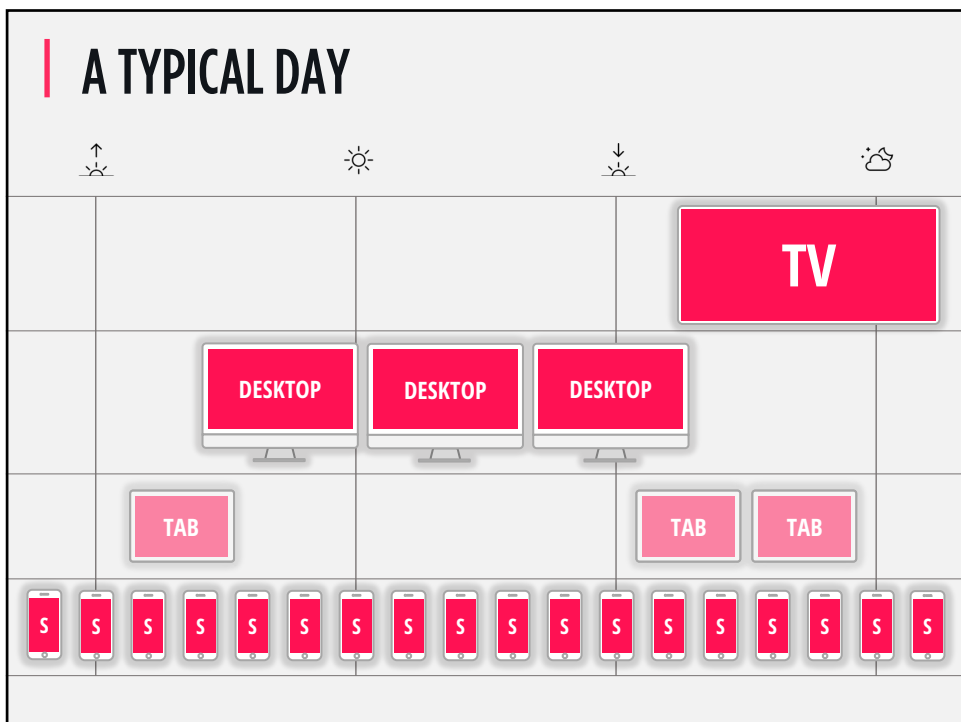


4

Rethinking

# RESPONSIVE DESIGN

40



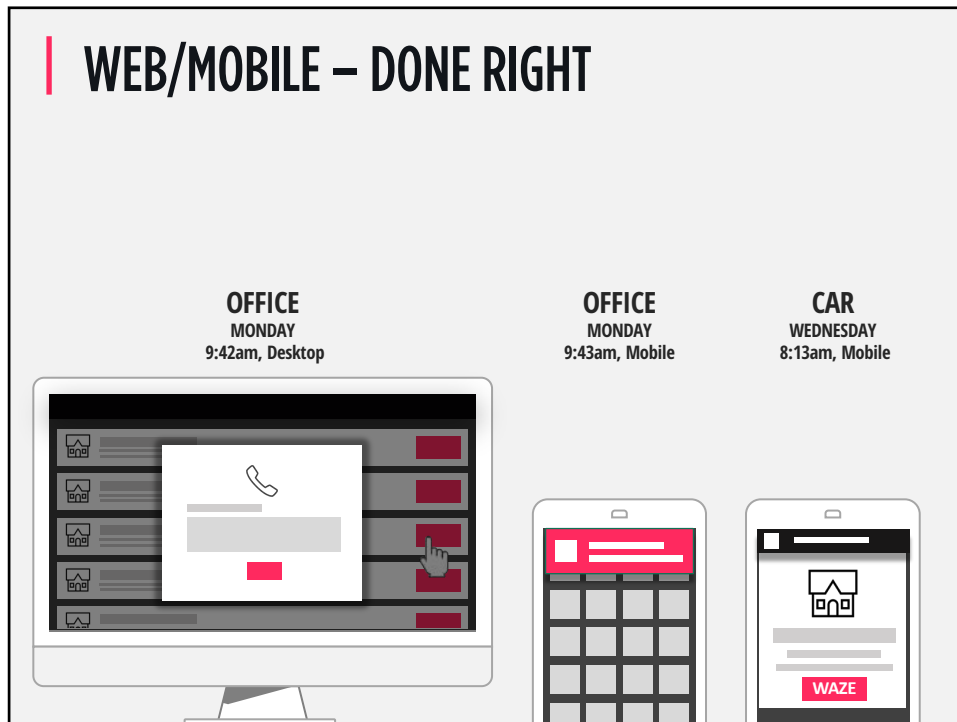
41

RESPONSIVE DESIGN  
**IS NOT**  
RESPONSIVE DESIGN

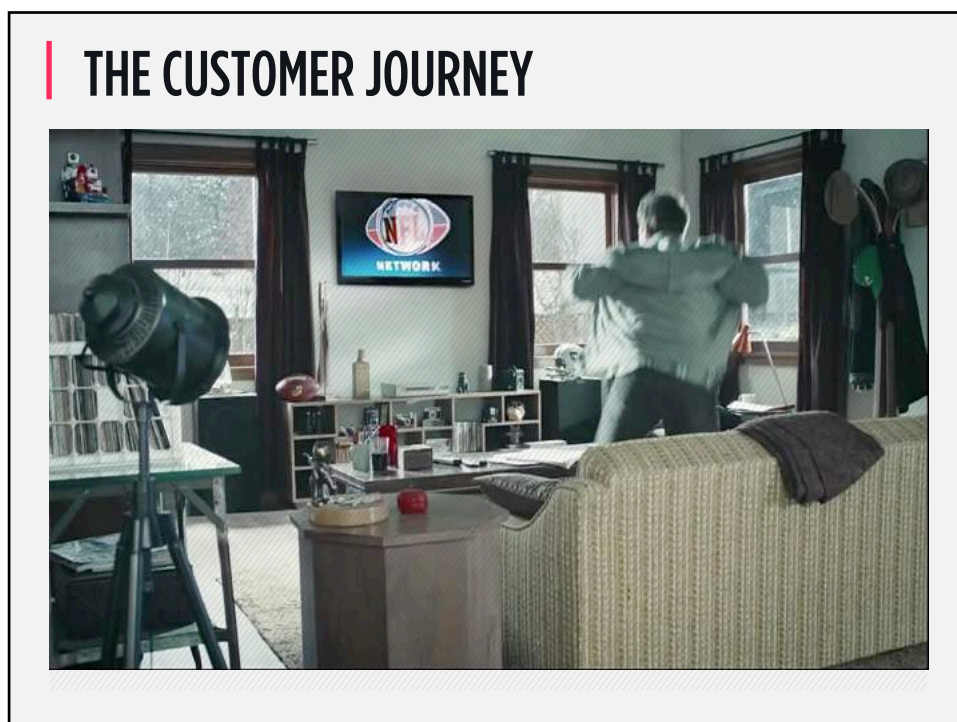
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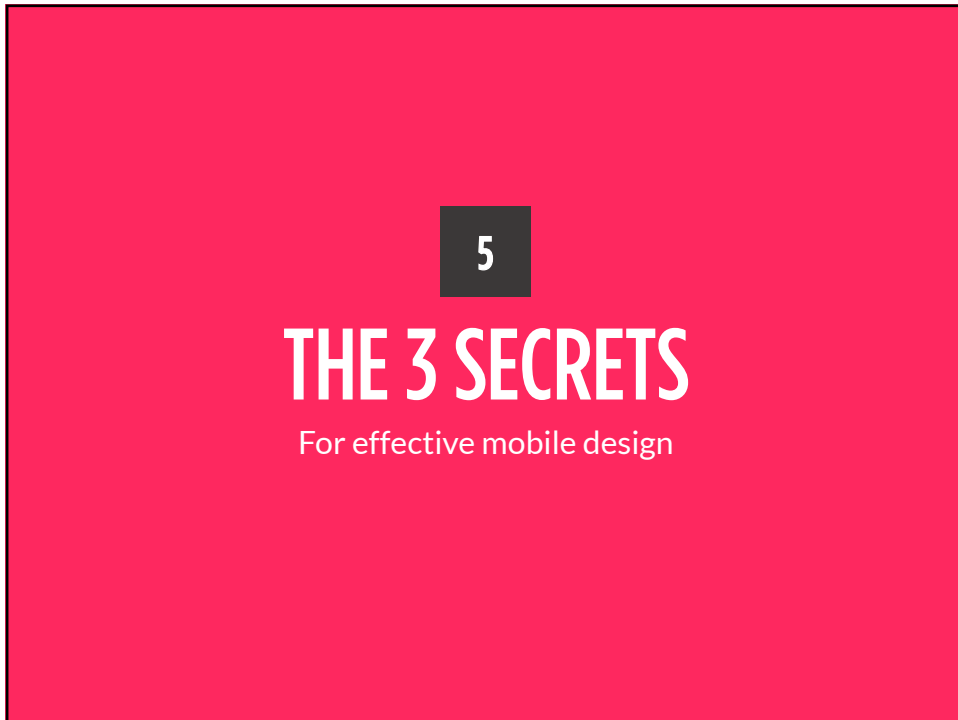
43



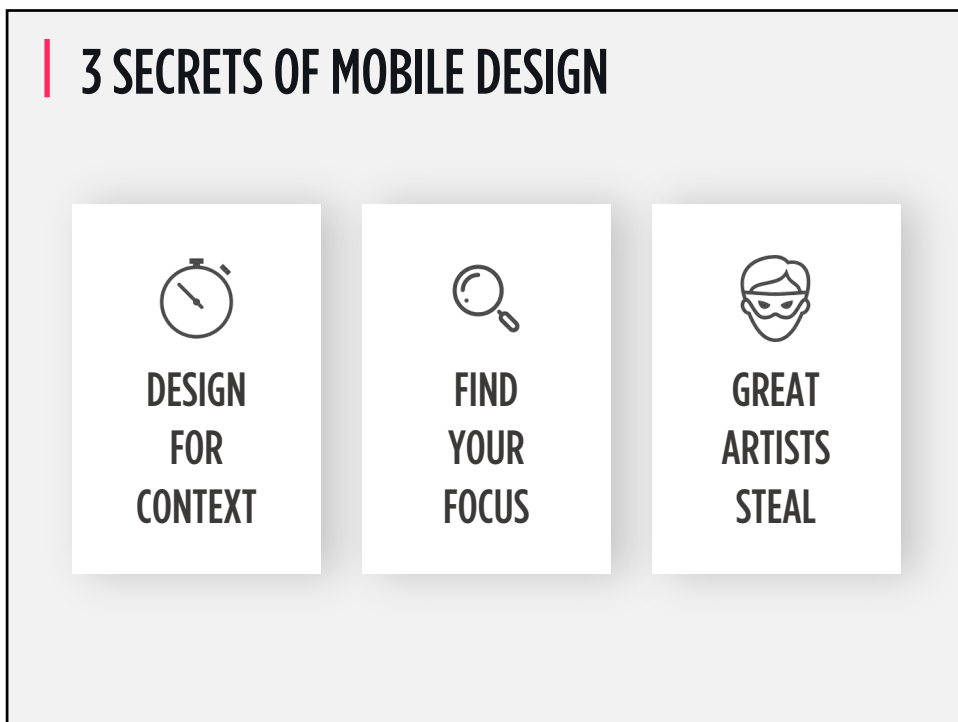
44



45



46



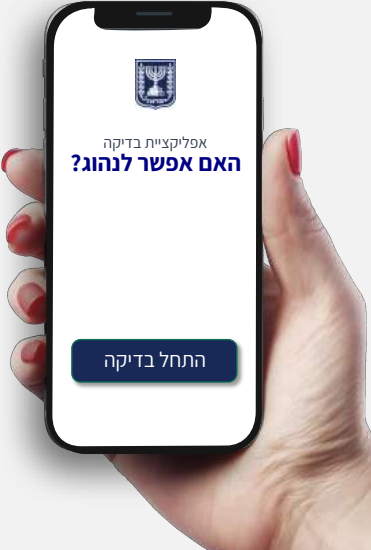
47

## 6 QUESTIONS OF CONTEXT

 <p><b>TIME</b> When do they use?</p>	 <p><b>ACTION</b> What do they do?</p>	 <p><b>LOCATION</b> Where are they?</p>
 <p><b>DATA</b> What info do we have?</p>	 <p><b>ENVIRONMENT</b> What affects them?</p>	 <p><b>STATE OF MIND</b> What's the vibe?</p>

48

## HEALTH GOV



49

## | GET INTO CONTEXT



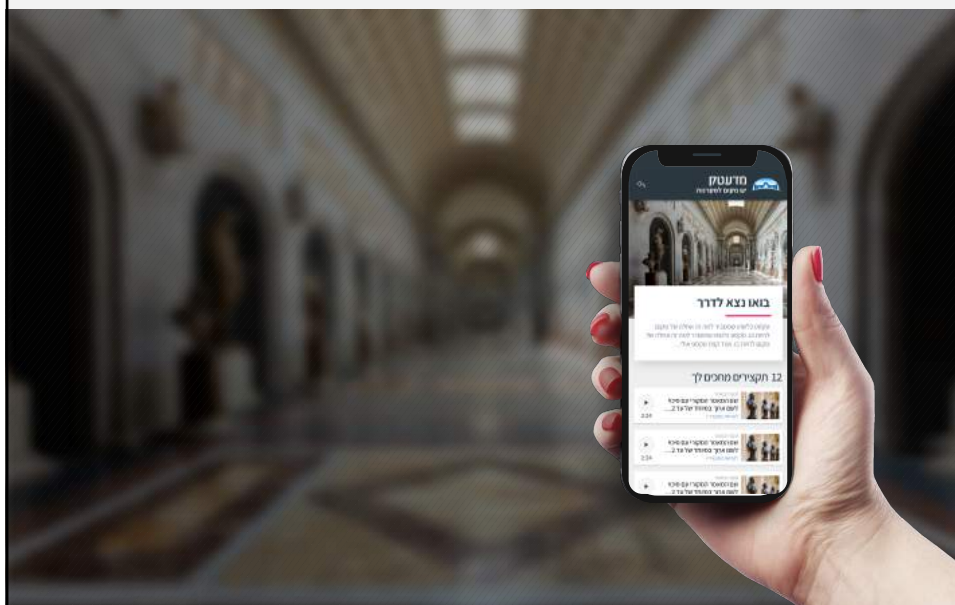
51

## | CONTEXT = MUSEUM



52

## | CONTEXT = MUSEUM



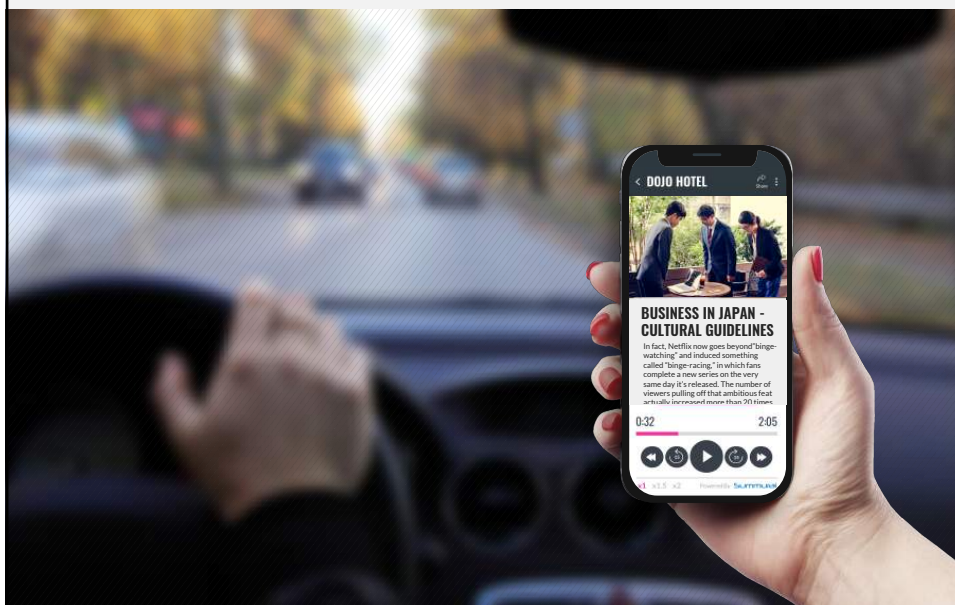
53

## | CONTEXT = CAR



54

## | CONTEXT = CAR



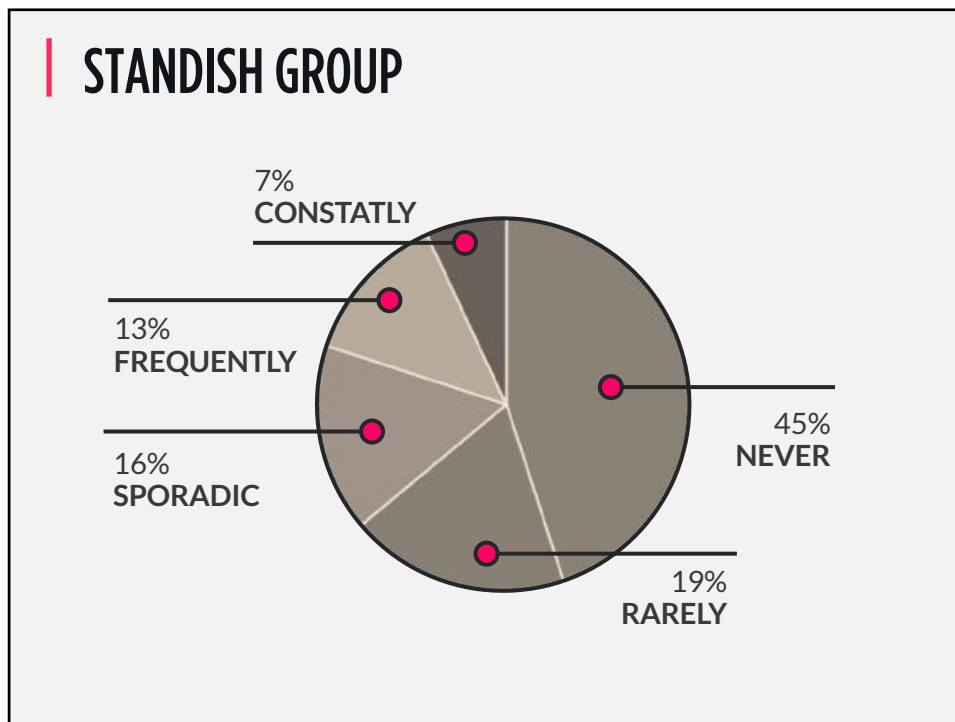
55

## | FINDING YOUR FOCUS

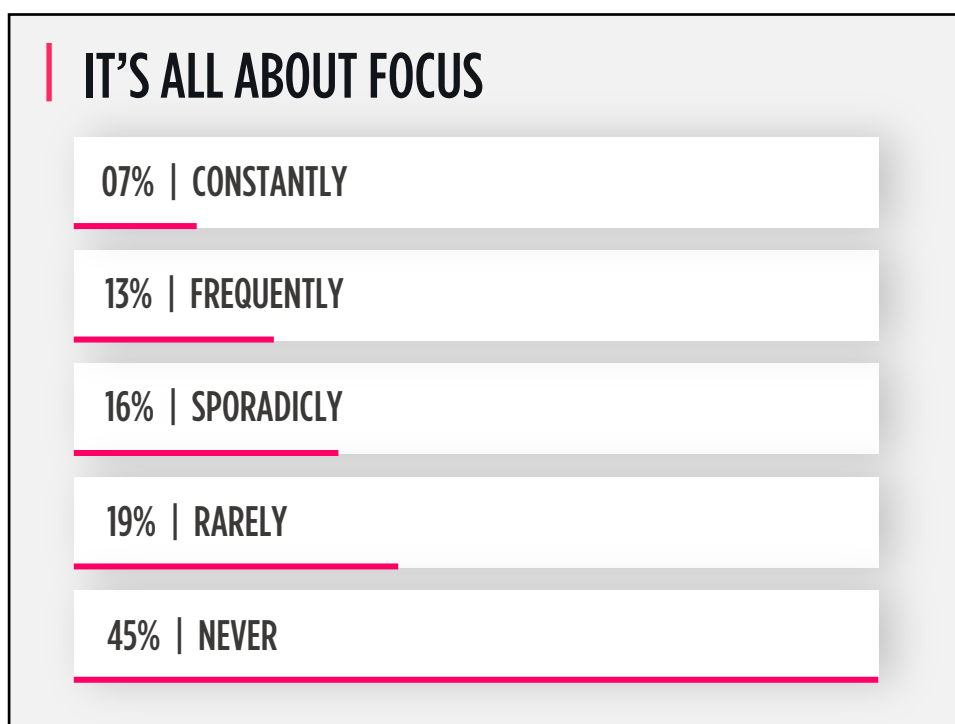


56





57



58



## FEATURE RANKING FOR MOBILE

לאאאאא	אולי...	חשוווב!!!	
			<b>בתפריט העליון</b>
			• לוח טיסות
			• מבצעים והצעות
			• שירות ומידע לנוסע
			• יעדי טיסה
			• מועדון הנוסע המתמיד
			• כניסת לחשבון
			<b>לאורך הדף</b>
			• הזמנת טיסה/בנקודות/חבילת נופש
			• צ'ק אין
			• דיל מקודם
			• טיסות, מבצעים והצעות
			• מגזין עולמי
			• Bid2Fly
			• דיוטי פרי
			• FLY CARD
			• הצטרפו למשפחת אל-על
			• הרשמה לניוזלטר
			• חדשות אל-על

61

## FEATURE RANKING FOR MOBILE

לאאאאא	אולי...	חשוווב!!!	
			<b>בתפריט העליון</b>
			• לוח טיסות
			• מבצעים והצעות
			• שירות ומידע לנוסע
			• יעדי טיסה
			• מועדון הנוסע המתמיד
			• כניסת לחשבון
			<b>לאורך הדף</b>
			• הזמנת טיסה/בנקודות/חבילת נופש
			• צ'ק אין
			• דיל מקודם
			• טיסות, מבצעים והצעות
			• מגזין עולמי
			• Bid2Fly
			• דיוטי פרי
			• FLY CARD
			• הצטרפו למשפחת אל-על
			• הרשמה לניוזלטר
			• חדשות אל-על

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## FEATURE RANKING FOR MOBILE

חשוב!!!	בתפריט העליון
	• לוח טיסות
	• מבצעים והצעות
	• שירות ומידע לנוסע
	• יעדי טיסה
	• מועדון הנוסע המתמיד
	• כניסת לחשבון
	לאורך הדף
	• הזמנת טיסה/בנקודות/חבילת נופש
	• צ'ק אין
	• דיל מקודם
	• טיסות, מבצעים והצעות
	• מגזין עולמי
	• Bid2Fly
	• דיוטי פרי
	• FLY CARD
	• הצטרפו למשפחת אל-על
	• הרשמה לניוזלטר
	• חדשות אל-על

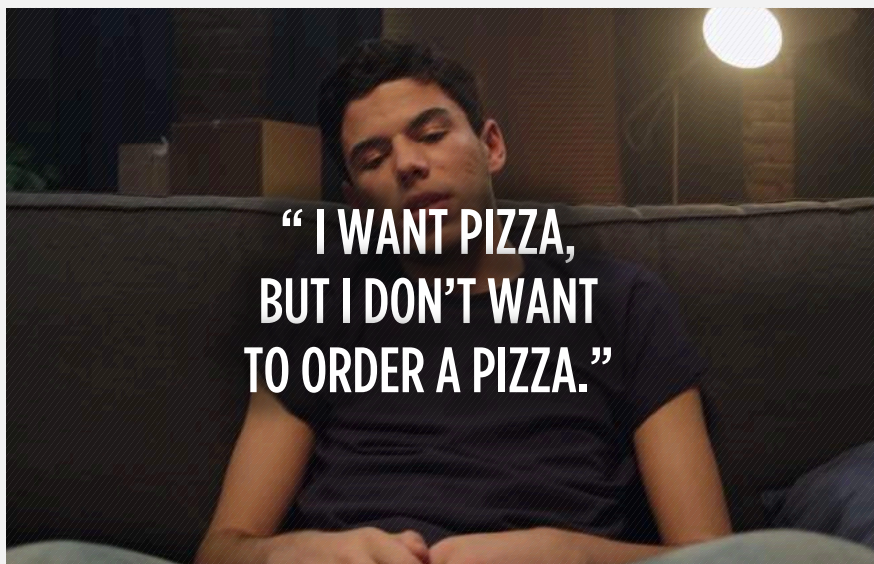
63

## A TRUE STORY.



64

## THAT MOMENT

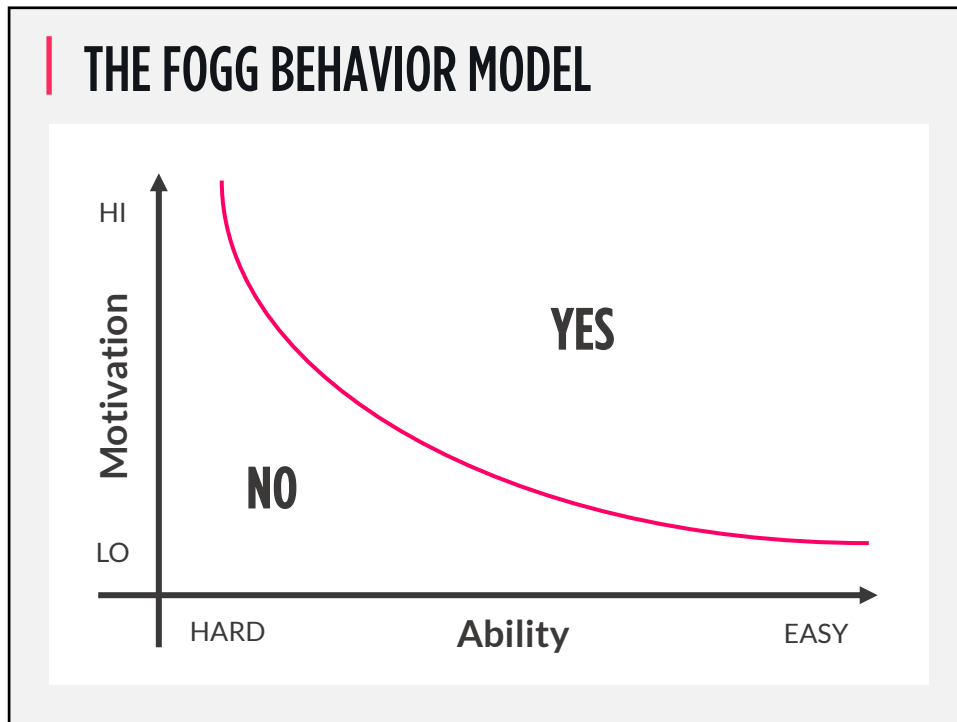


65

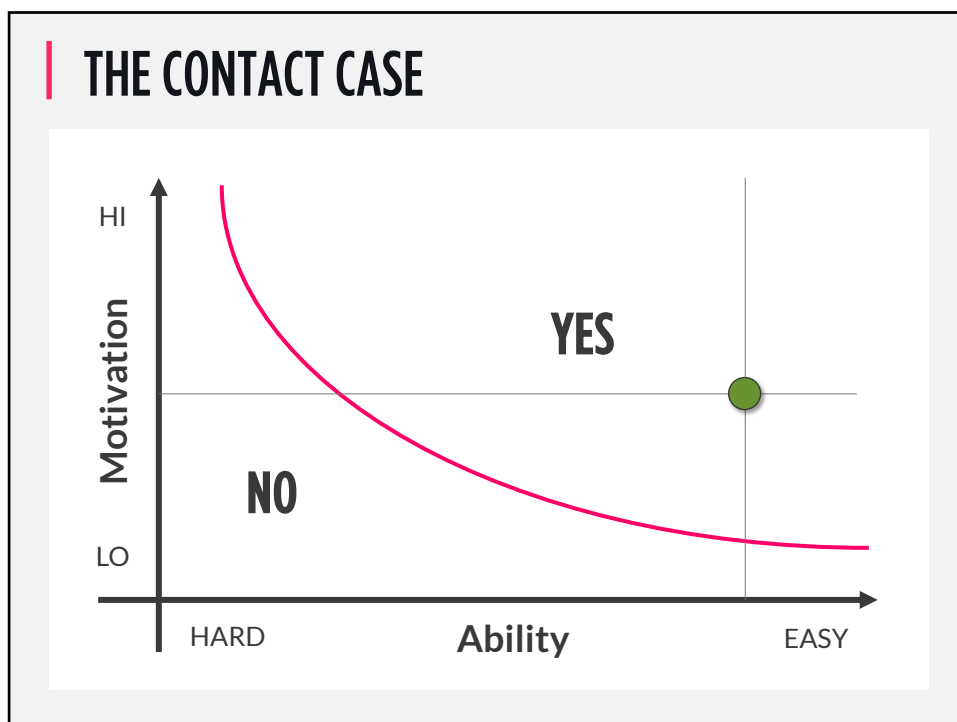
## MEET MR. FOGG



66



67



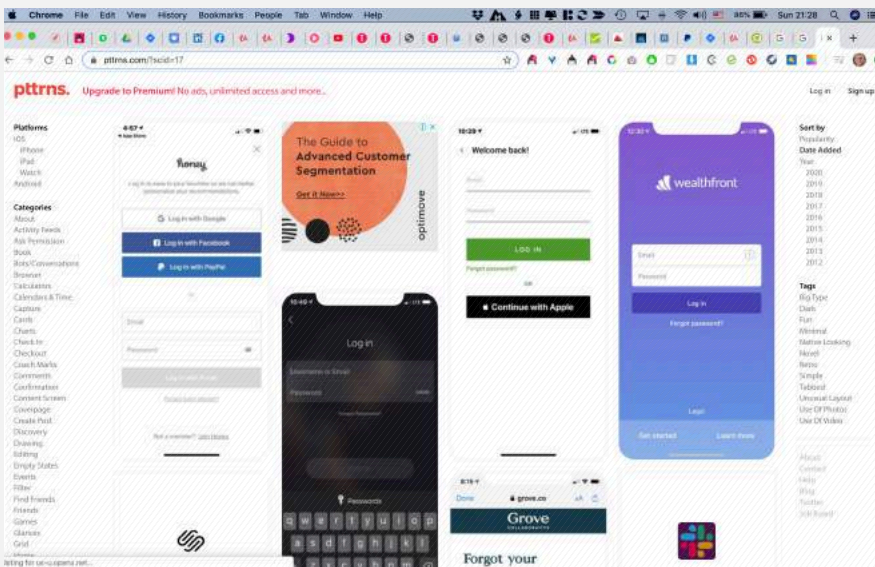
68

## GREAT ARTISTS STEAL (OR USE DESIGN PATTERNS)

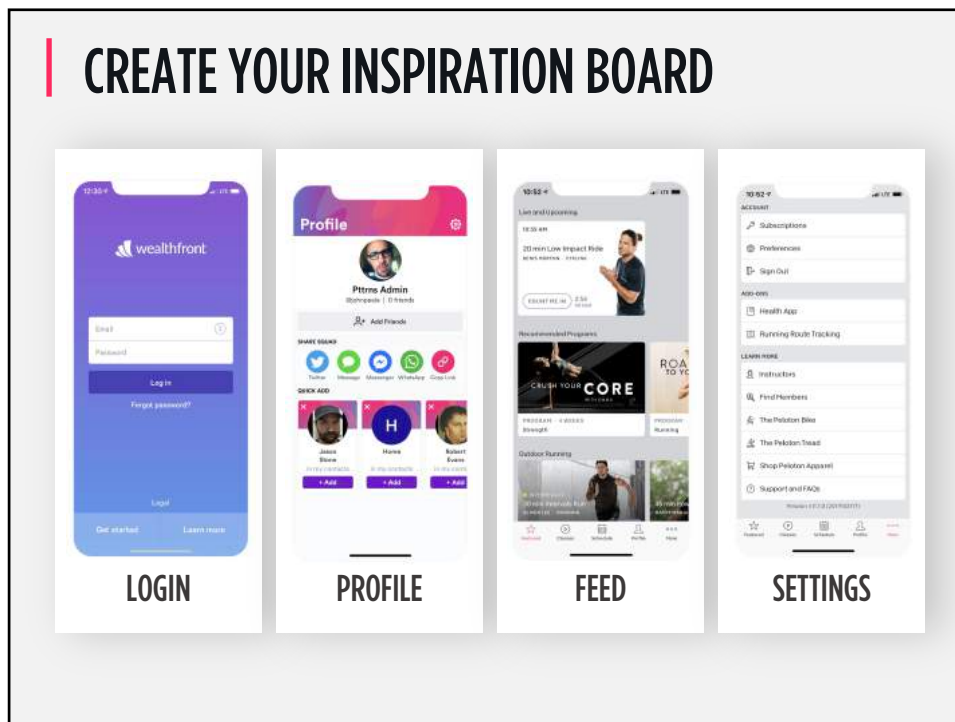


69

## PTRNS > LOGINS



70

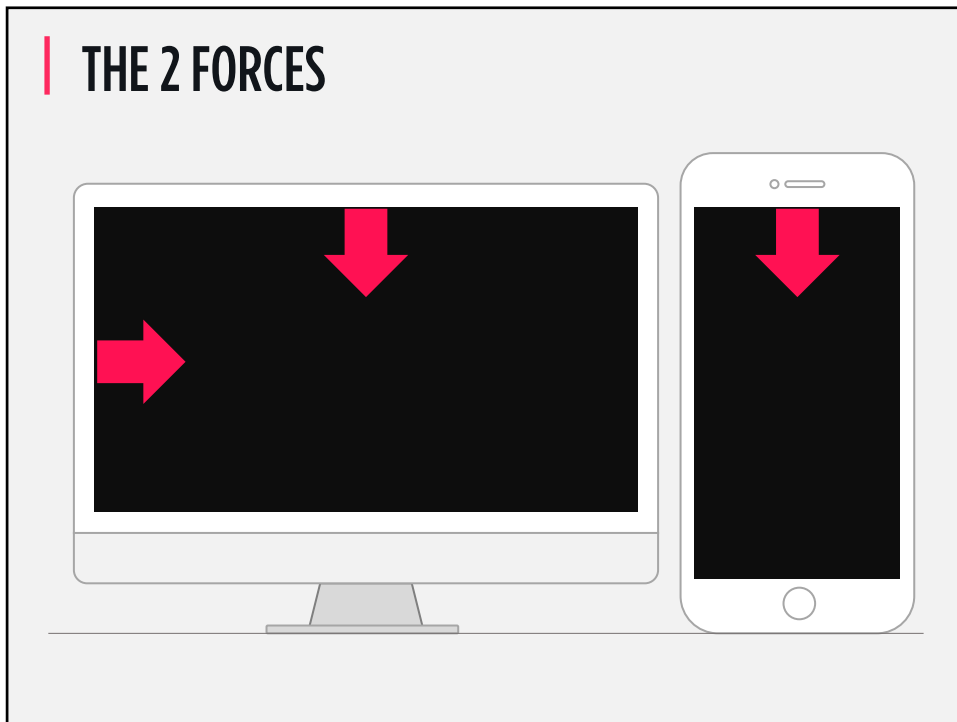


71

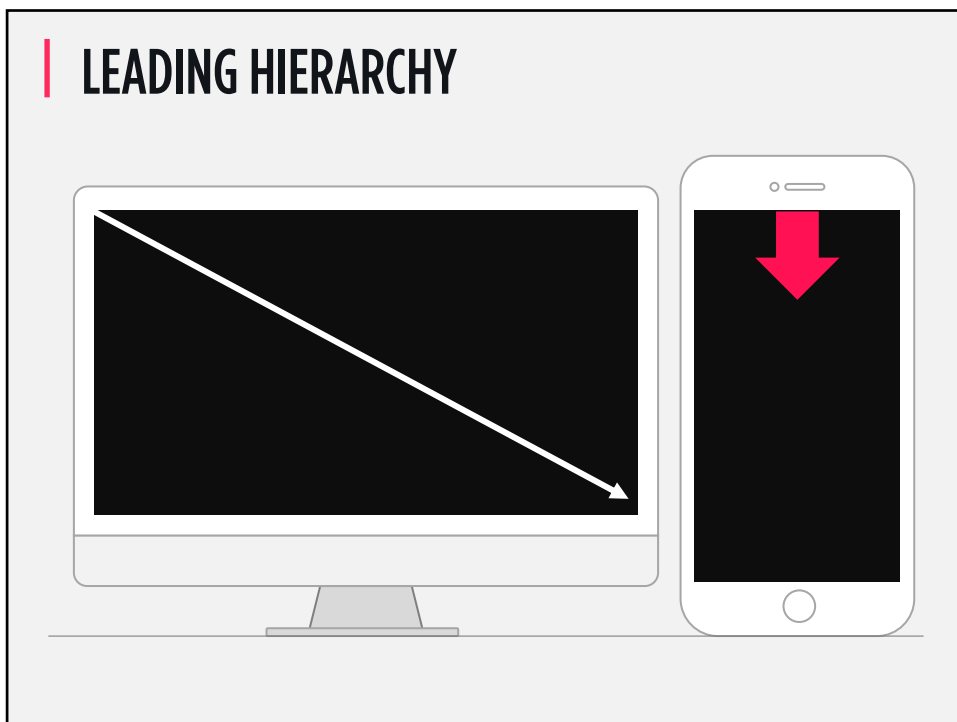


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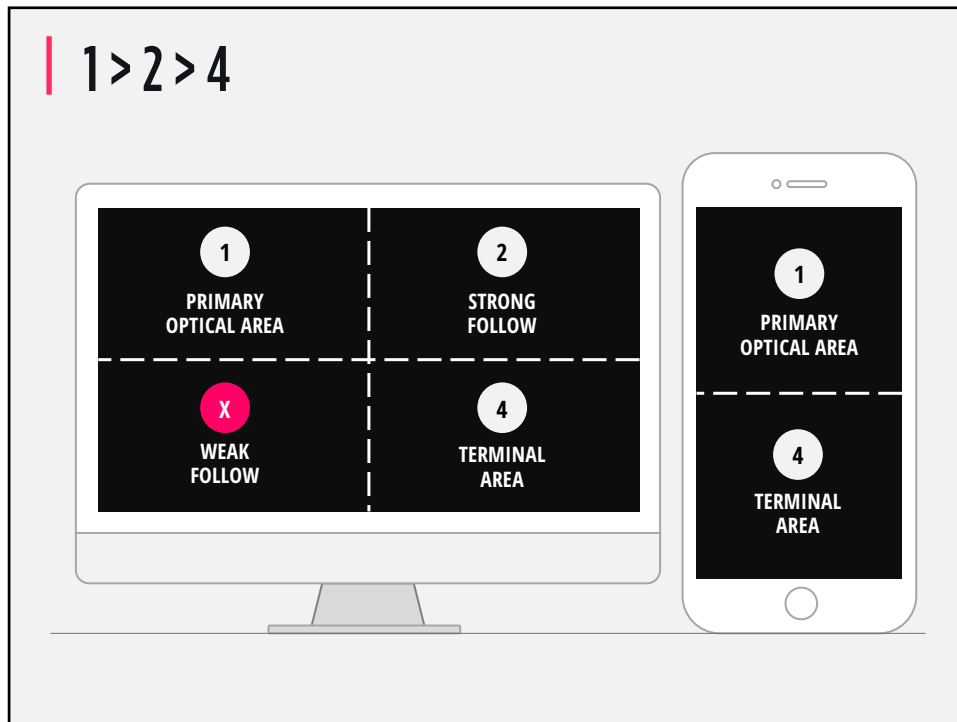




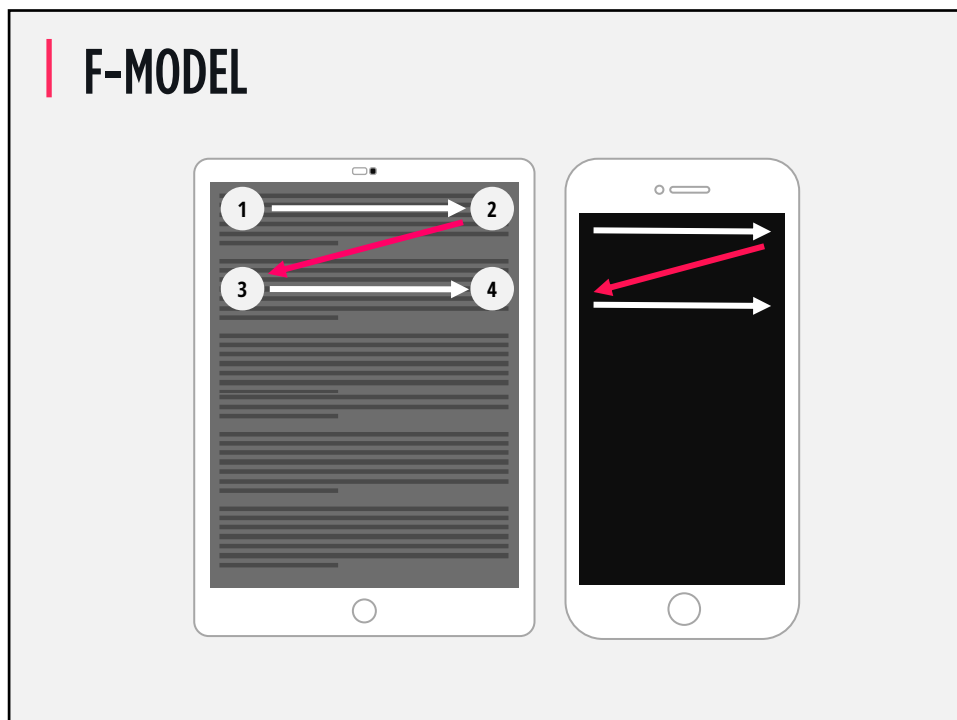
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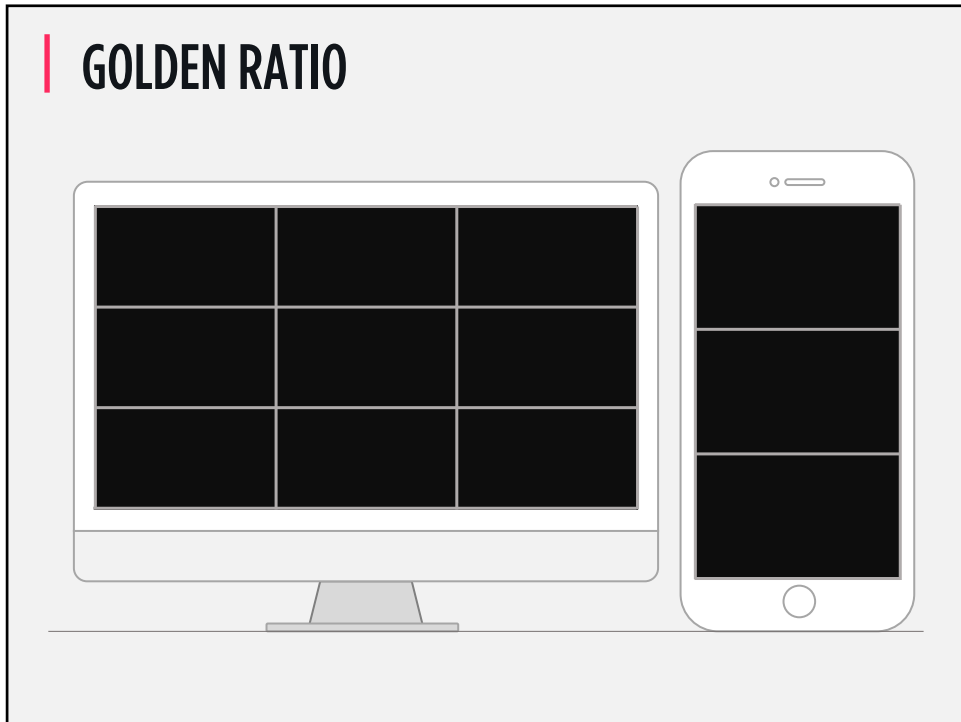
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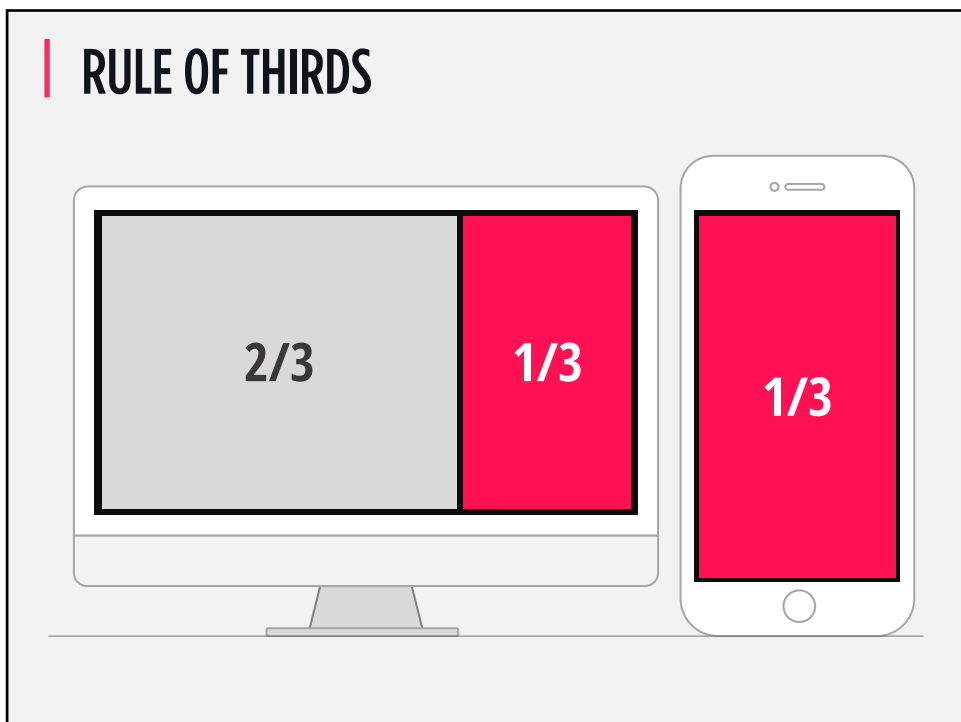
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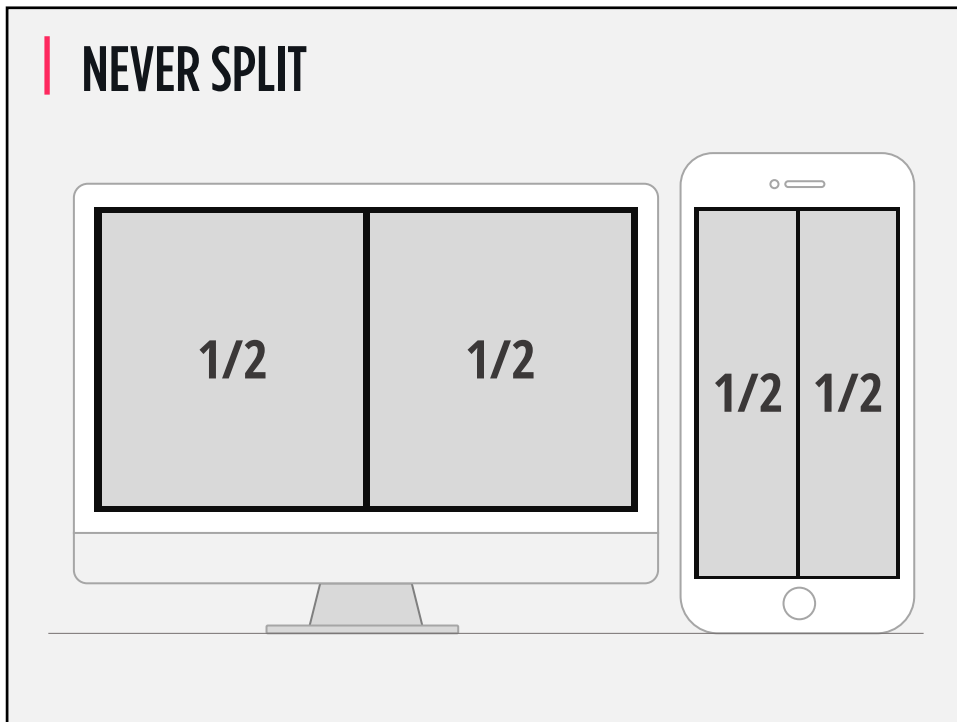
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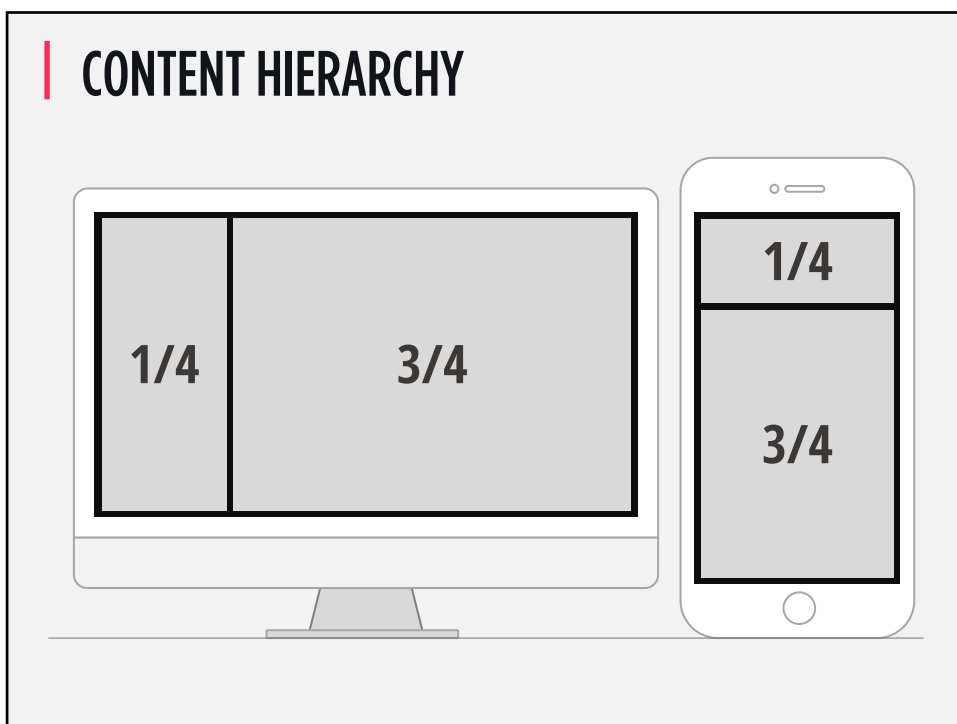
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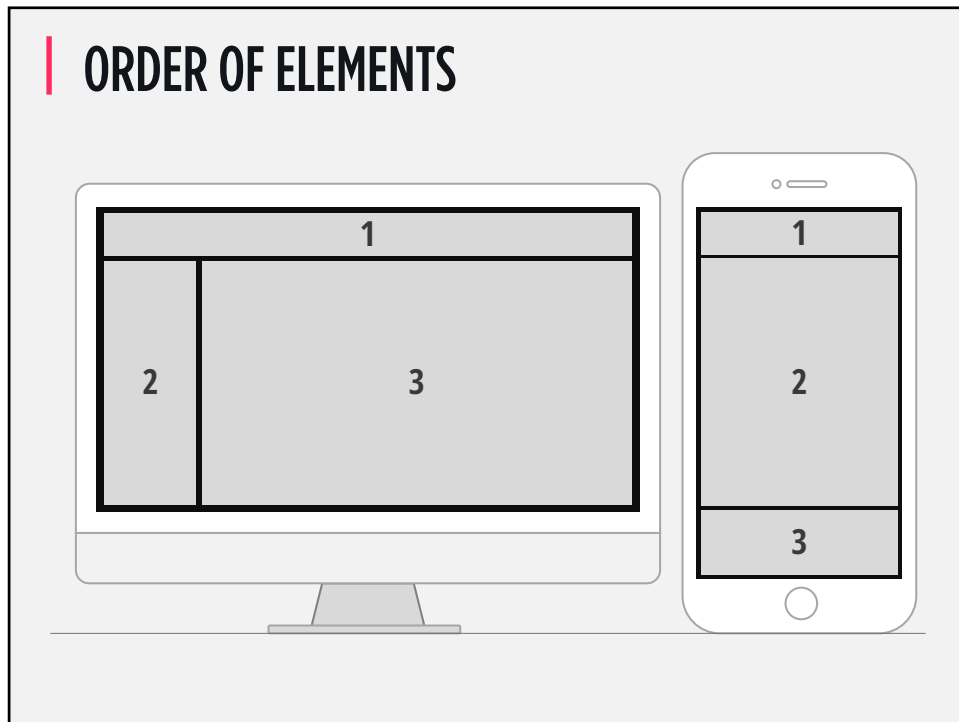
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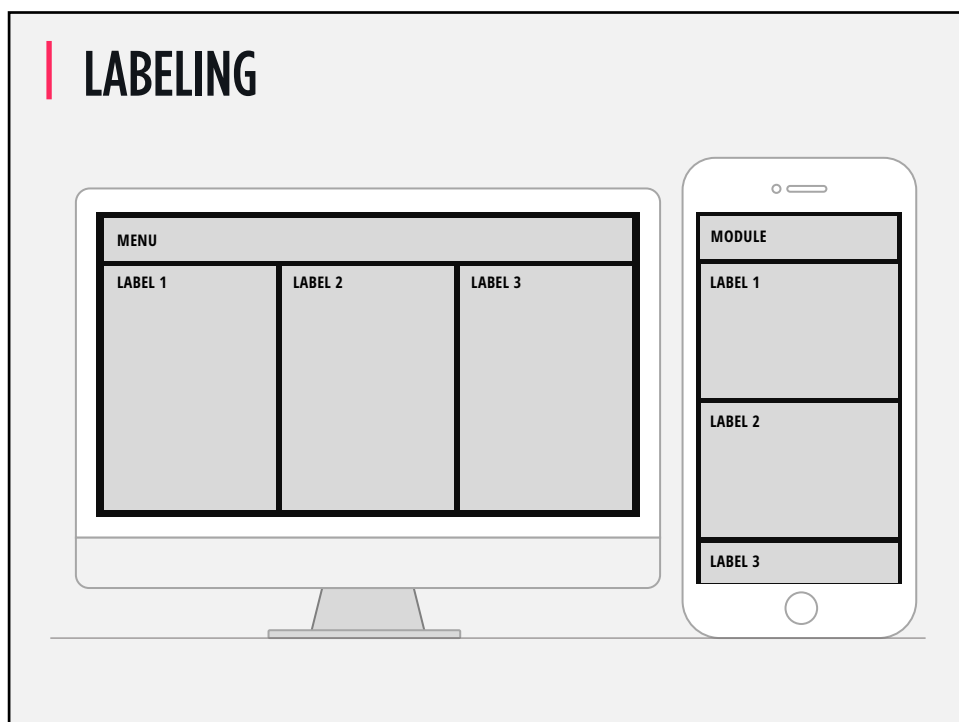
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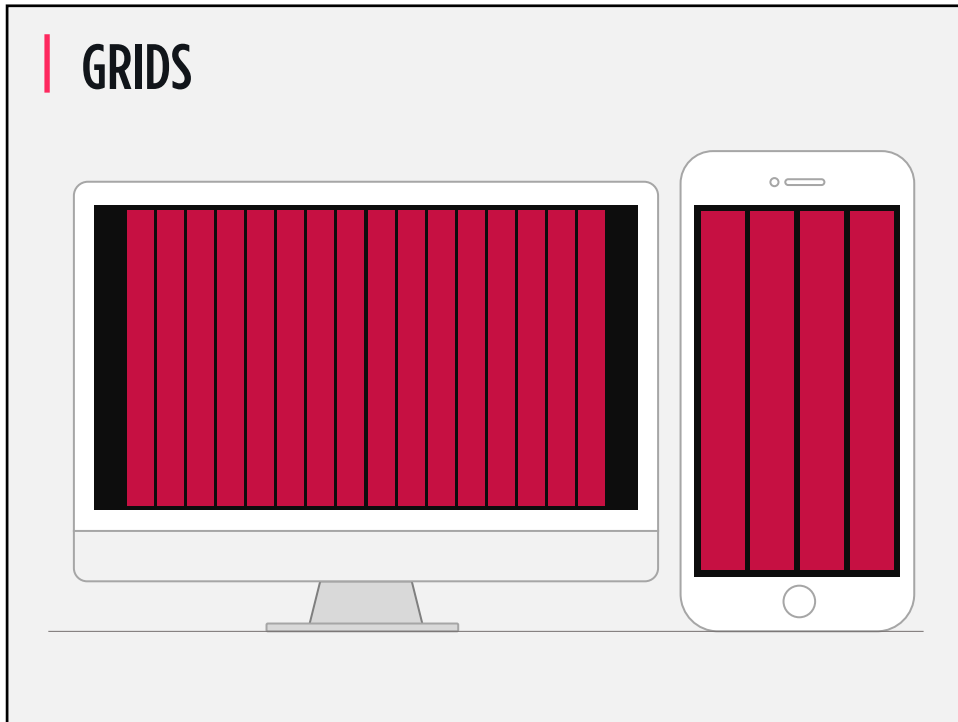
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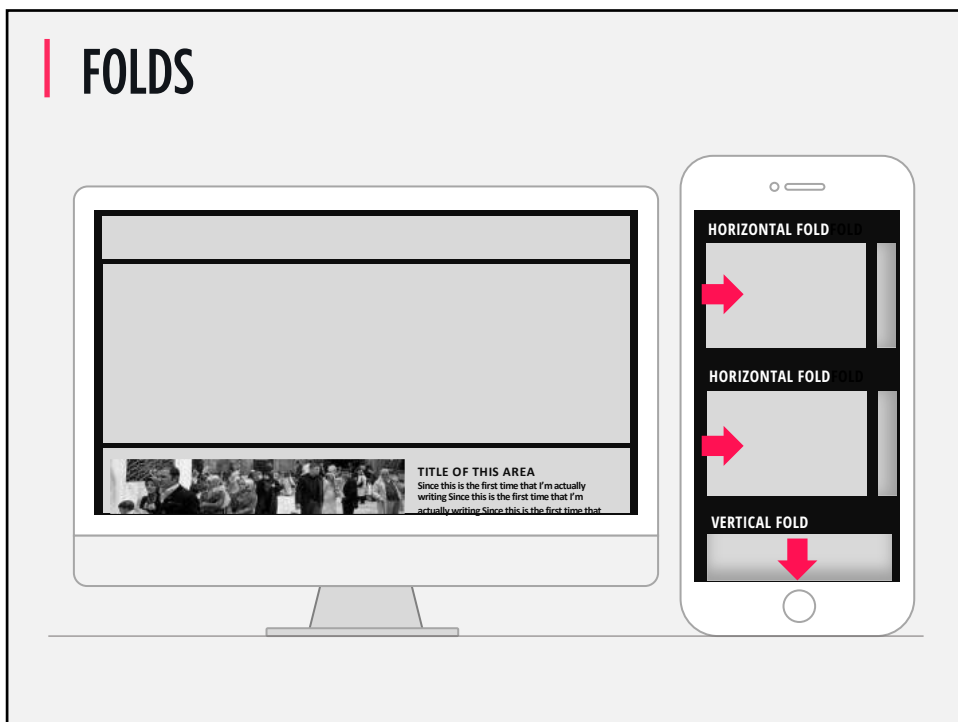
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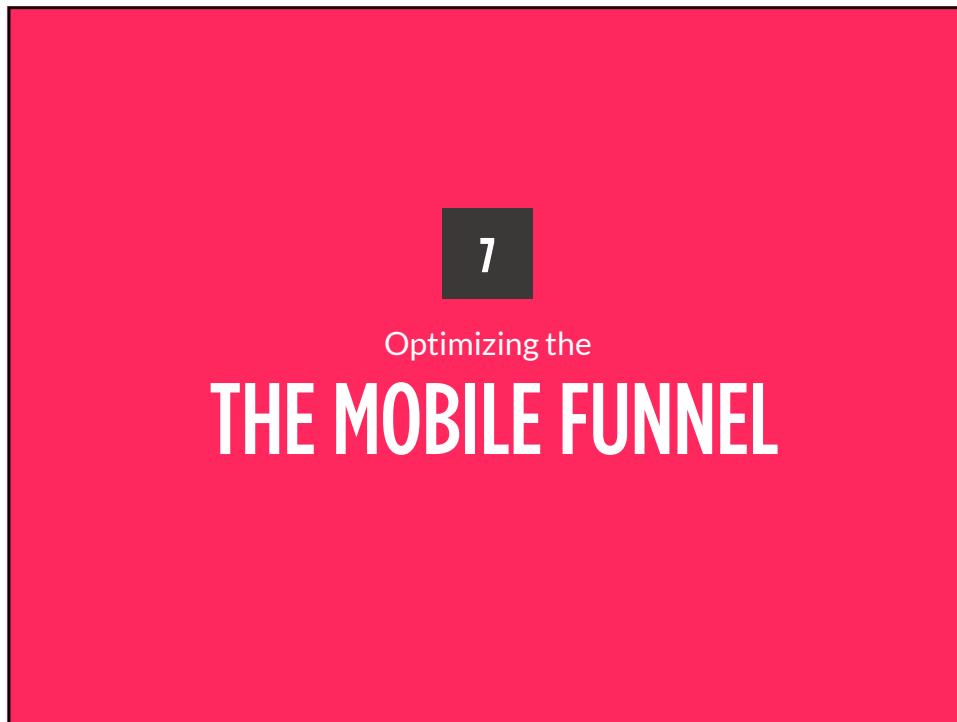
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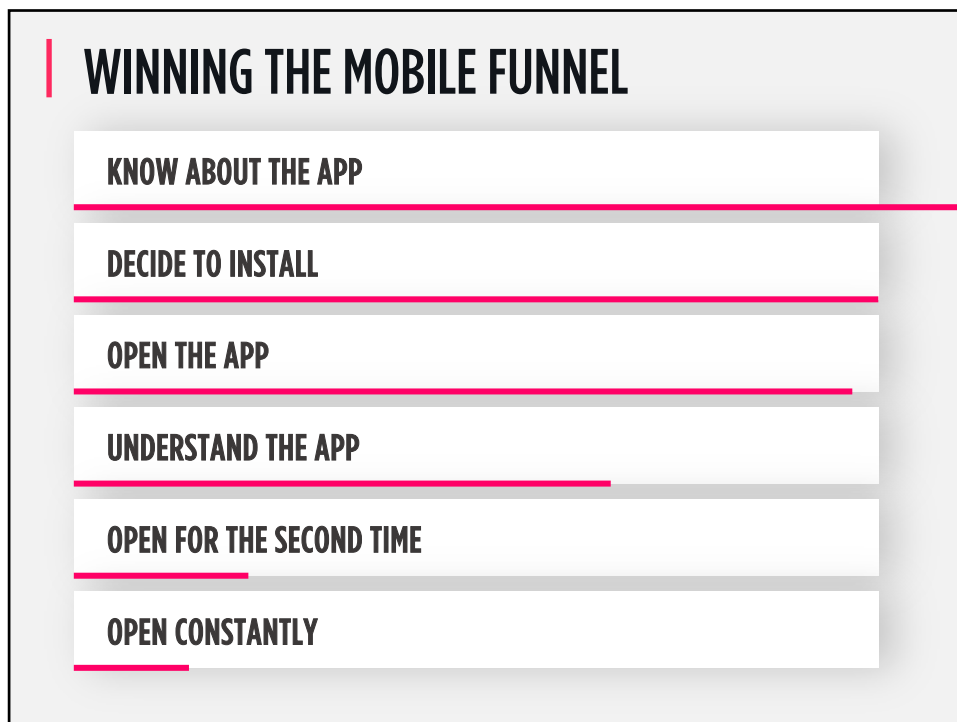
83



84



85



86

8

Optimizing the

# NAVIGATION MODELS

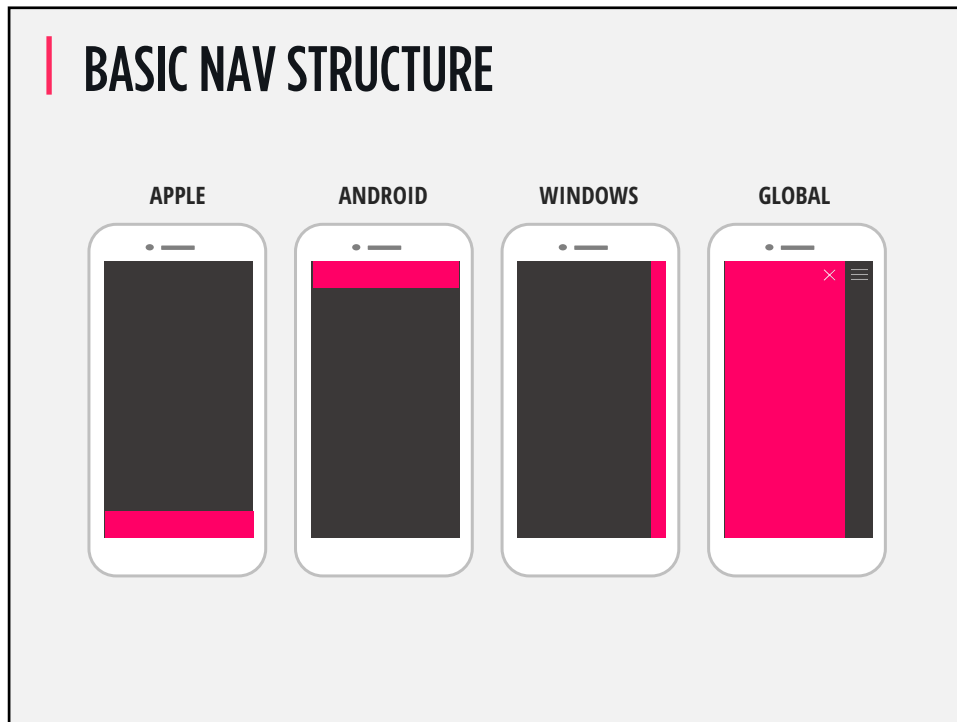
87

MEET THE MEAT

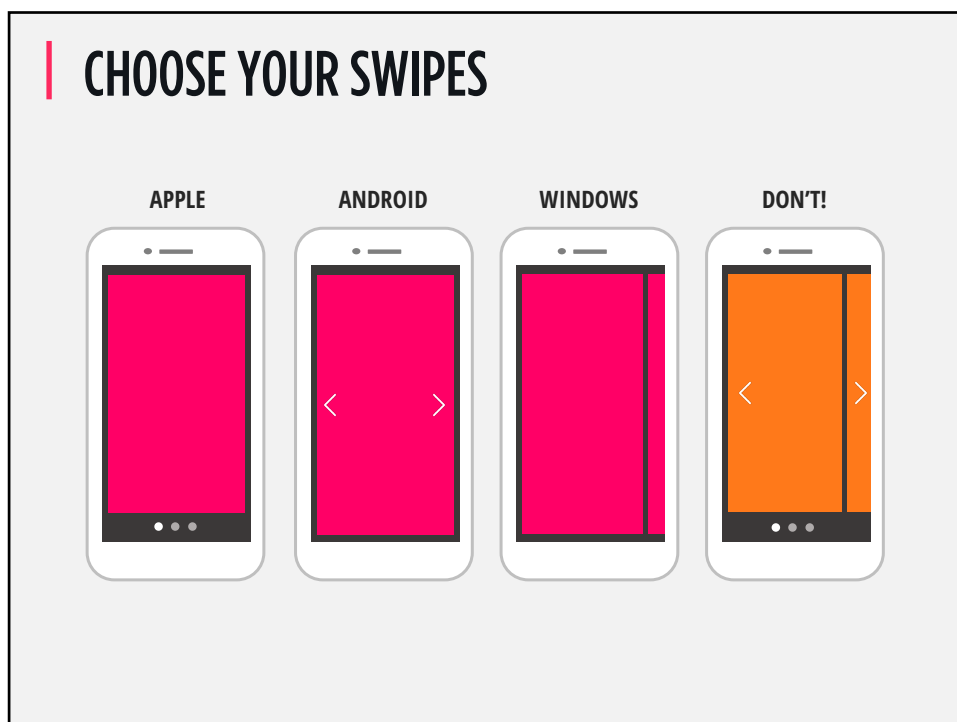
HAMBURGER	KEBAB	MEATBALLS	BENTO
☰	⋮	⋯	☐☐ ☐☐

88

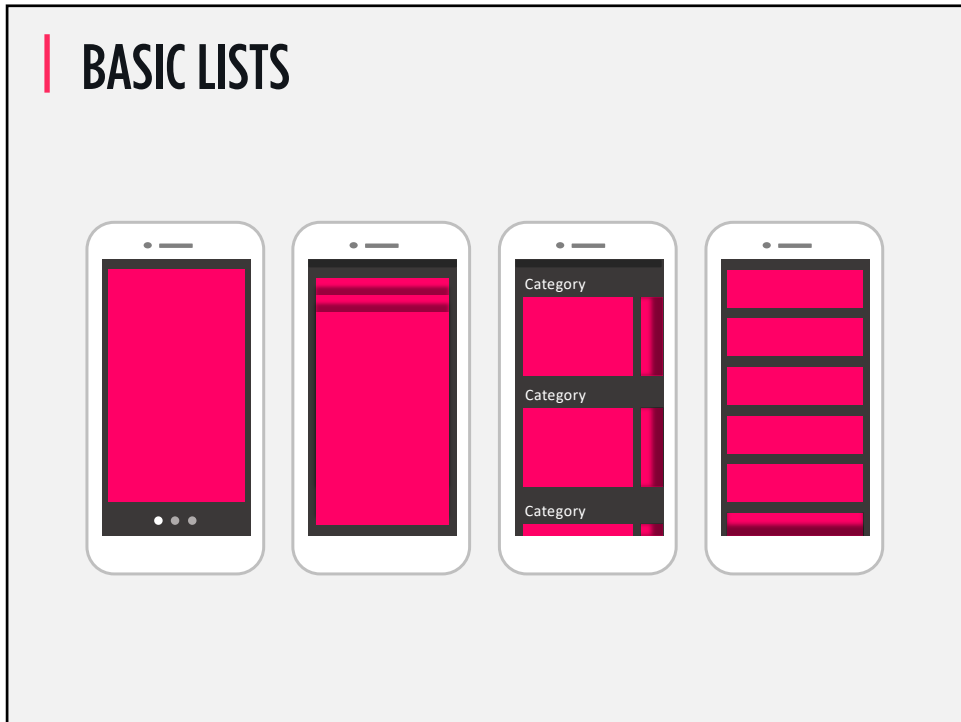




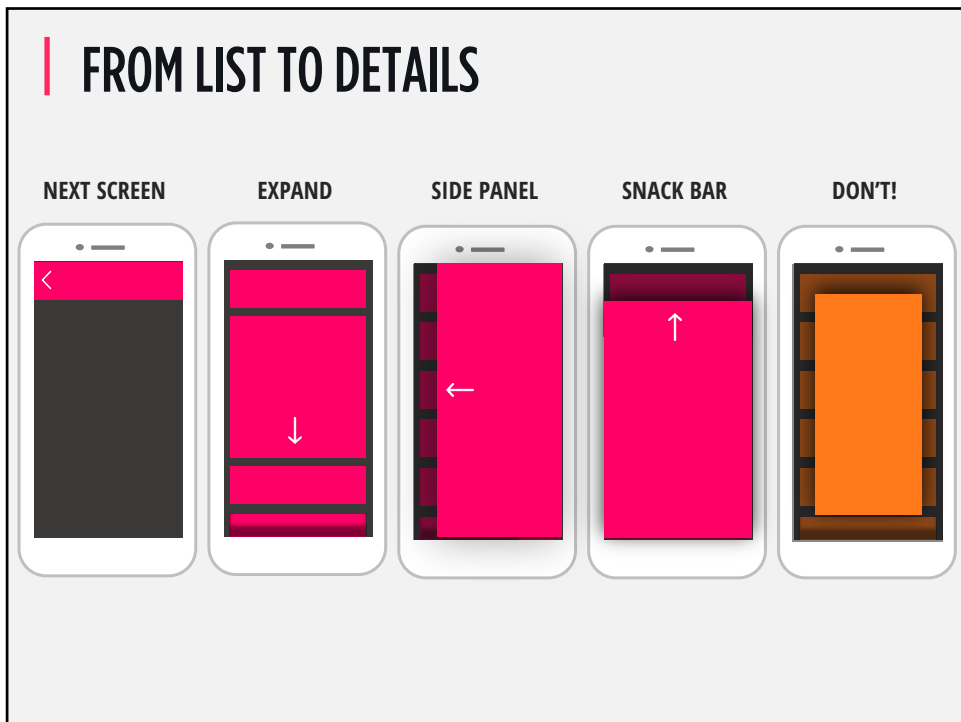
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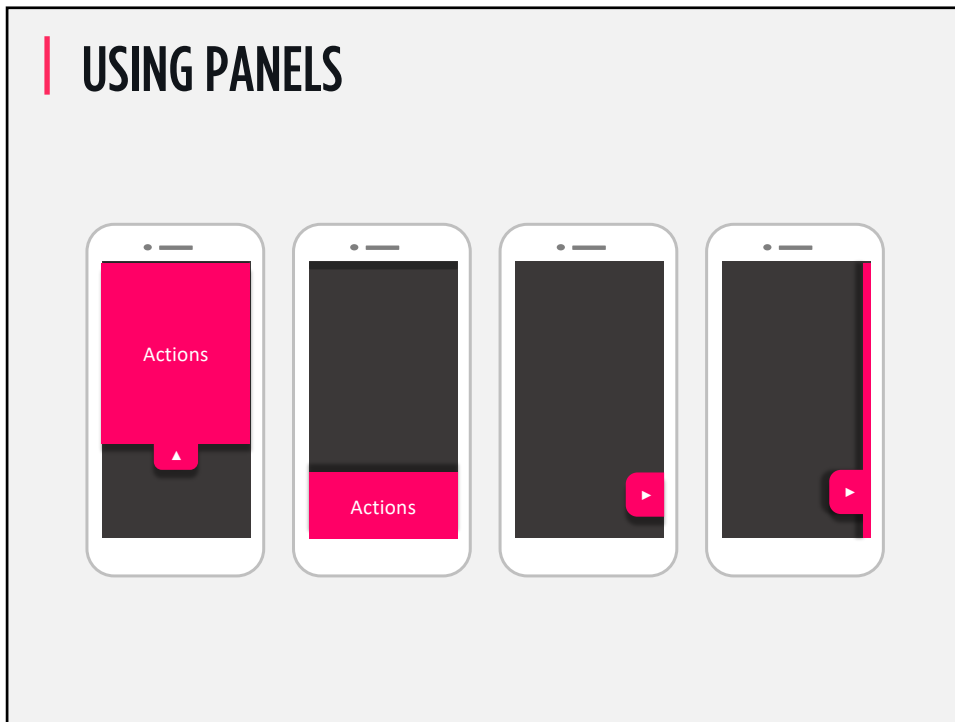
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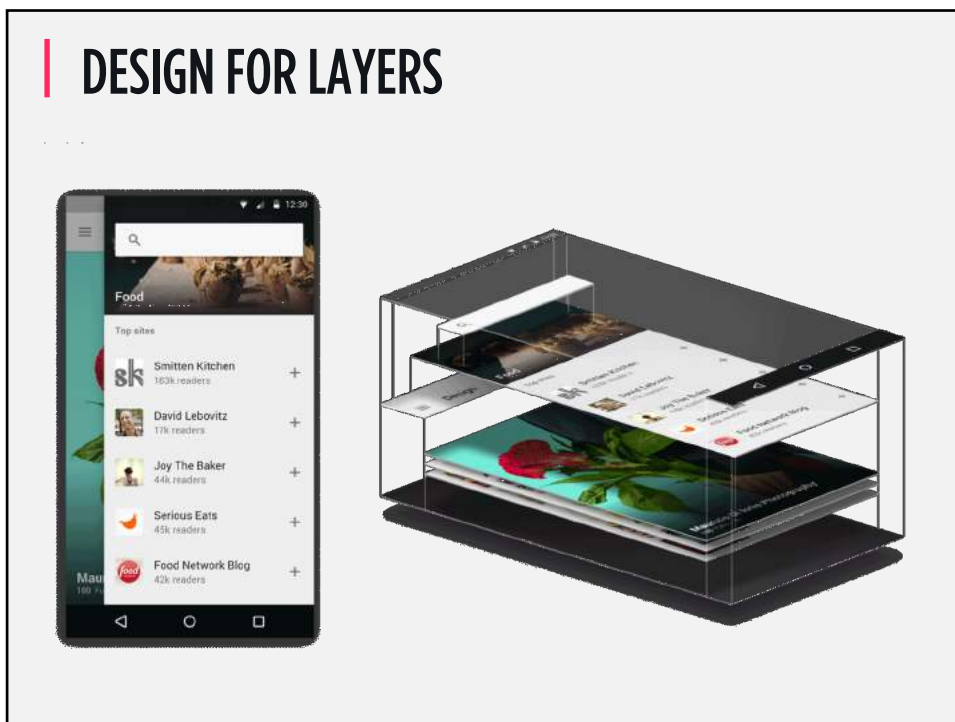
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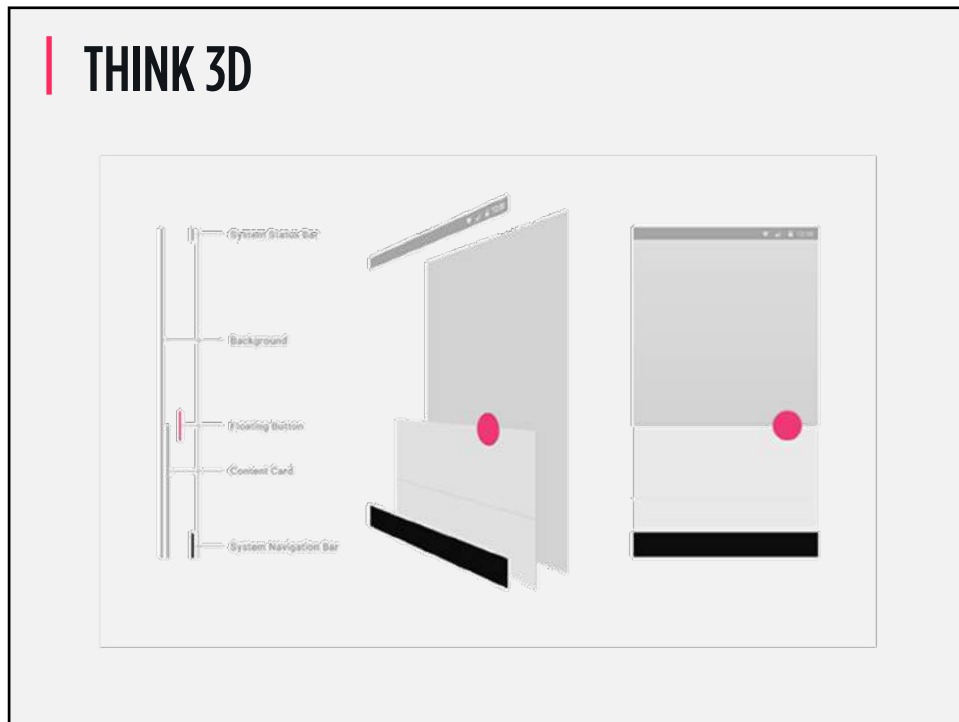
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93



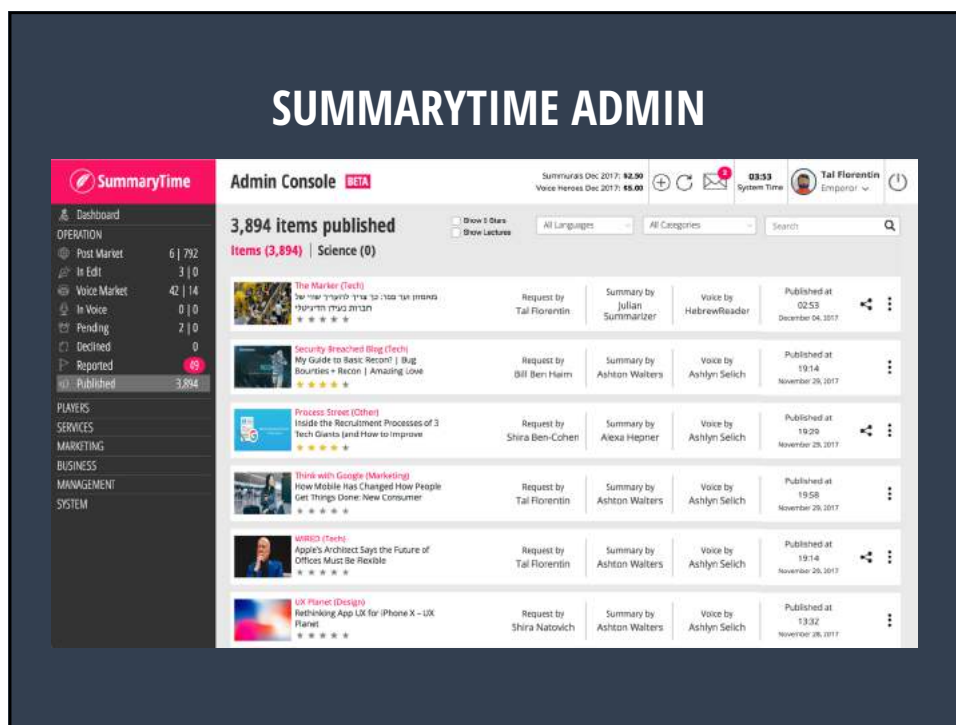
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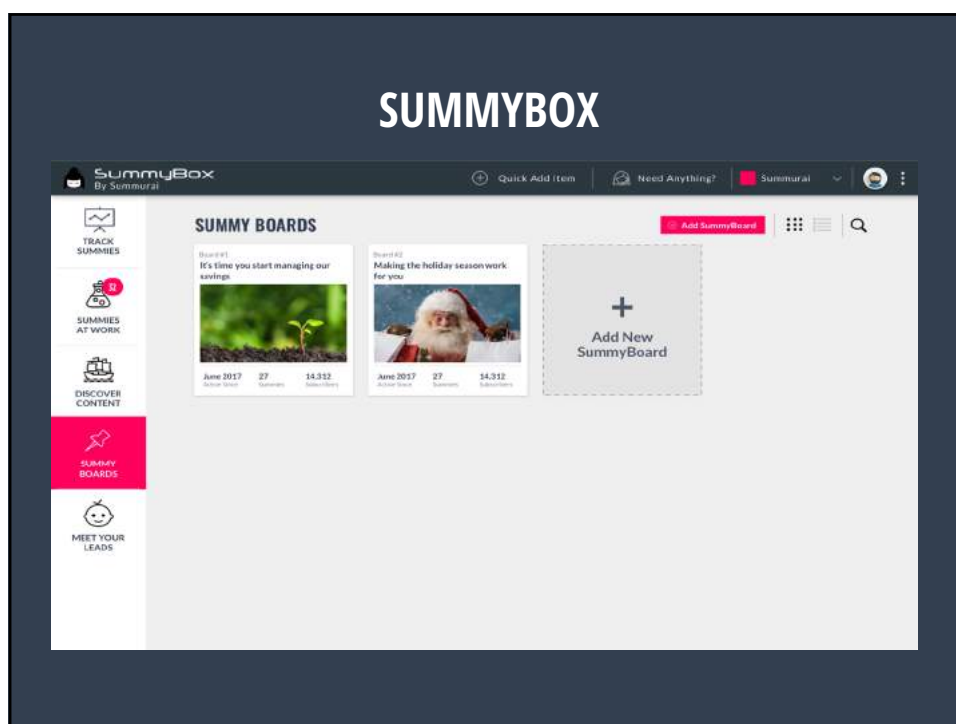
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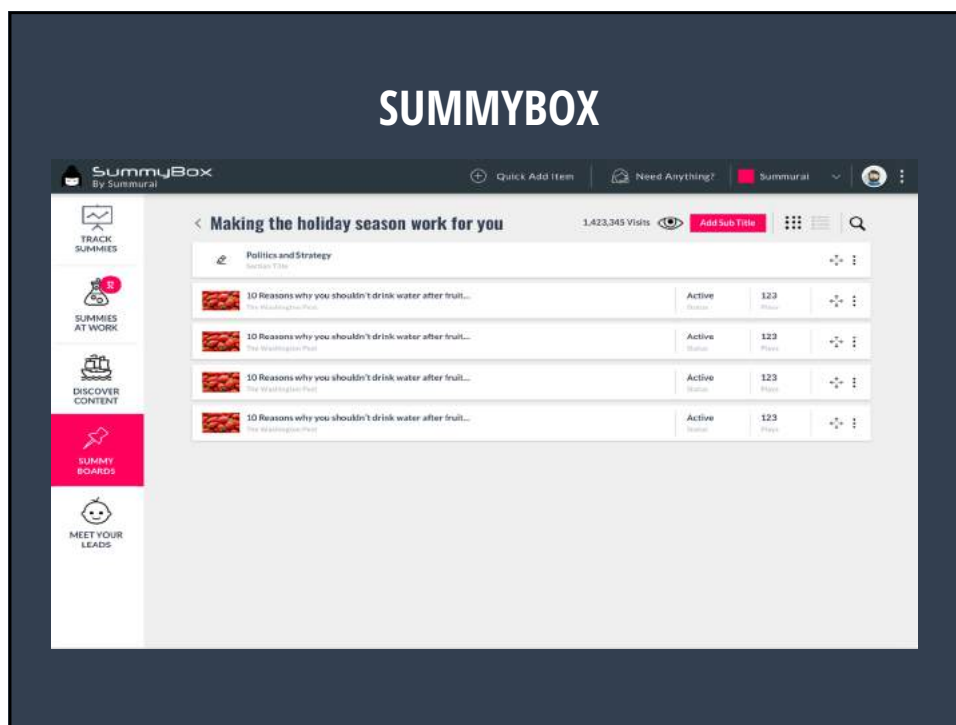
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97



98

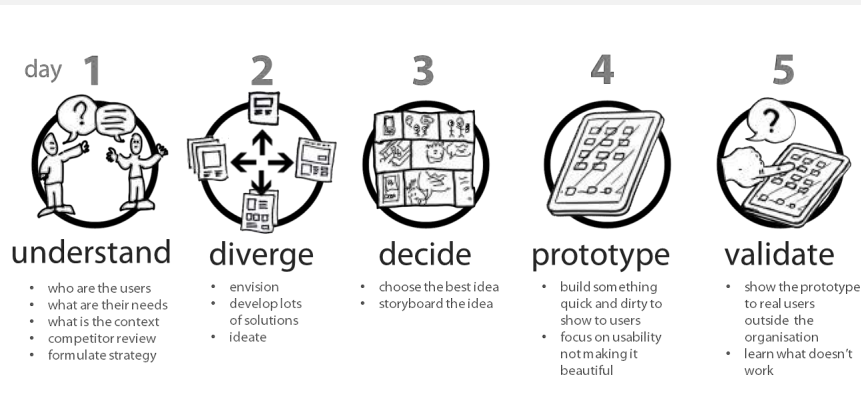


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100

## DESIGN SPRINT



101

## TIME TO BRING YOUR PARENTS...



102