

## Design principles of mobile products based APP

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**Abstract.** With the advent of information technology era, more APP into people's daily lives. This article choose its design principles as the starting point of several different dimensions, from product UI, interactive, functional deployment, iterative, user experience, strategic planning and other aspects of the product with a brief analysis of actual cases, and propose and demonstrate .It referred to herein perspective.

### Introduction

Simple things tend to bring more people to enjoy. In the 1930s, the famous architect Ludwig Mies van der Rohe said these words.--“less is more”.

WeChat- the benchmark of China APP make. “less is more”-It is a spirit: the pursuit of quality rather than quantity. From a design perspective, APP of less is more, does not mean less internal function, or the system itself is not complicated, but the premise of meeting the demand, presented to the user elements are useful, no extra things, that the "less."But less is not simple, users can better access more features, that the "more". WeChat can be said for China's benchmark APP's. But some say that WeChat is a bunch of buttons! The key difference is that the interface presentation, more than 80% of WeChat function are hidden, many features just put entries, if ordinary users do not dig deep, just to chat, send circle of friends, and that 80 percent of something completely interference users to send messages.

In APP, Angel investor Jimmy ever said: "strong demand is better than a good product.for example, users would like to use more features, you can follow one after another entrance, locate the user wants. For example: Maybe the road a bit long, but every place has a unique landscape, as we go to a another city, the road although far along the road, but if the case contained a clear indication that we will not get lost. A product, especially in the social product, when accumulate a certain number of users in the future, it will do the platform and build the ecological environment, then it would consider changes in traffic and had to add a lot of functionality that extends.

This is inevitable. WeChat will make people think Tencent, what is Tencent goals Connecting everything! The micro-channel and Tencent QQ is the footstone to realize the connection of all, most of the other Tencent series products are the most basic needs of these two products to provide access. So, when a user base to achieve a certain amount of product after, but because it's hard to go forced the commercial intention of keeping the original. In my own personal experience as an example, when I use the WeChat, I never play its game, I never point into its shopping entrance, but this does not affect my user experience. It also does not force me to use these features, and this is enough.

Less does not mean less functional, but refers to simplify the experience, which is an enhanced core values ideas. Communication function is the core of WeChat, so everything revolves around this starting point expanded. Because many applications will ultimately derived more and more functions, and waste a lot of display resources so that users are increasingly distinguish primary and secondary. WeChat is all the secondary functions are folded up. It is rather in other features allow users a number of complex operations, but also to ensure simplify its core functions. The new generation of functional requirements will be accompanied by the birth of a new generation of companies, the time may be very long, but eventually it will come back.

Today mobile Internet products faster and faster iterations, user stickiness getting worse. When developing a new APP when, in order to always occupy a certain market share, we must continue to

bring users new things or new experiences. So on the introduction of the "iterative" thinking, "iteration" weighing the changes in cost and fixed cost, which is a big project constant "refinement" the current iteration invariant, the next iteration of undetermined "In updating APP, we have to take into account the value of the product development direction, add functionality, user stickiness and competitive products, and many other aspects. Here a few examples to illustrate: For example, recently much attention and love of MYOTee. Overnight, when you open the QQ space or micro-channel circle of friends, you will find that distasteful emotional piece and inspirational articles all gone, replaced by a cute cartoon depicting the head. Such a software creative team has only six people, but it led the trend of the times, creating a lot of market value. However, this trend can continue for how long? This reminds me of an application before the same overnight success - Magic Man cameras, but today, the application of this activity has been far less well off. Let's look at the relative has been more mature products, such as micro letter, QQ, they maintain a high frequency of updates, most updates are launching a new product features, and such functional release from a professional point of view is "Gray Publish" .The goal is to allow some users to try, choose to focus on the current development of more suitable products to enhance the value of the function in the user's feedback. In addition, part of the update comes from the imperfect performance itself. For example, the initial version of blog, there are some BUG in the user's use, resulting in poor user experience. This time application if you want to survive, we must fix and release updates as soon as possible. A good product not only solve these problems, but also in the operating company has always invested more effort to collect user feedback and solve problems, allowing users to know the designer has always maintained a positive and serious attitude, allowing users to have a sense of belonging so that the user stickiness naturally get a good promotion.

Vice President of Highmoralmap Qie Gianjun said: "If you want to want mobile applications, you must give up something, so that the client does not cost, so that the product will continue to generate innovation, and then create other business models, free of charge in order to better."We often called the industrial era of the atomic age, the era of the information age as bits, build economics on the physical atom, is the economics of scarcity, because the kind of marginal cost is rising, then built on the basis of the bit byte in economics, the marginal cost approaches zero, we call it the fertility economics. If the APP as to a building, then decided to do the building before, we must do a good job planning blueprint: building the position of the building, shape style, frame structure. But when you have 100 million users, or whether it is to do value-added services to advertise, everyone has a (Average Revenue Use) value, which is equivalent revenue per user because the business model for your contribution, It will exceed the cost borne by everyone, which makes APP free model viable and sustainable, so a lot of APP's success is built on the free basis. Free is to get the user traffic, the real free just realized Payers transfer.

## Conclusions

First, from interface design, interactive design, sophisticated content or unique feature automatically improve temperament applications. For example, those excellent image editing application, its own function determines whether the user can use this tool to create a rich sense of product design, it is also a potential to create value for customers.

Second, from the viewpoint of the user experience, users use the application of integrated five senses experience, two aspects mentioned above but somewhat broader cross. Such as a line of text to bring you pleasure, when using the application of their living conditions improve and upgrade, interface design beautiful, every detail must be crafted interface.

Third, from the user's viewpoint, the user is God, you feel great, the product will certainly survive, In the process of dealing with users, you will find that some of the rich insight, good thinking of the users, should try to establish long-term contact with them, they are the best candidates for special users.

Fourth, from the viewpoint of strategic co-ordination to Maslow's hierarchy of needs theory of human nature theory, crawling through continuous new user pain points so rapid product iterations.

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