Design Quality Criteria for Smartphone Applications Interface and its Impact on User Experience and Usability

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Abstract:

The ease of use of smartphone applications makes using them quite joyful because they are an essential part of our modern lifestyle and have a big impact on our day-to-day activities. A computer program or software application that is specifically made to run on a mobile device, such as a phone or tablet, is called a mobile application. User interface (UI) and User Experience (UX) design principles are used to create the program and evaluate its quality. This research discusses the new UI/UX design concepts for mobile applications to explain their characteristics and their effects on improving the quality of the User interface (UI) and User Experience (UX).

The purpose of this research is to explain the features of the new UI/UX design principles for mobile applications and their effects on enhancing the quality of the applications and users' satisfaction with these applications that are designed based on these new principles. Applying these new design Criteria into practice.

Design/methodology/approach: the researcher uses a descriptive method for collecting data and applying quantitative methodology through a questionnaire as a tool applied on a sample of three categories of mobile applications, (Bank app, Shopping app, Mobile network app) to exam the results of the research.

Findings: Quality design criteria of mobile apps can positively impact user experience. Prioritizing usability, visual design, performance, accessibility, and personalization can create a user-centered design that meets users' needs. Such apps are easy to use, visually appealing, fast, accessible, and personalized, leading to improved user satisfaction.

Originality/value these applications needs graphic analysis in terms of aesthetics and the compatibility of the interface with the design identity and its uses. This study is a serious contribution to develop the skills and experiences of designers in the graphic design field.

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