

# Commands

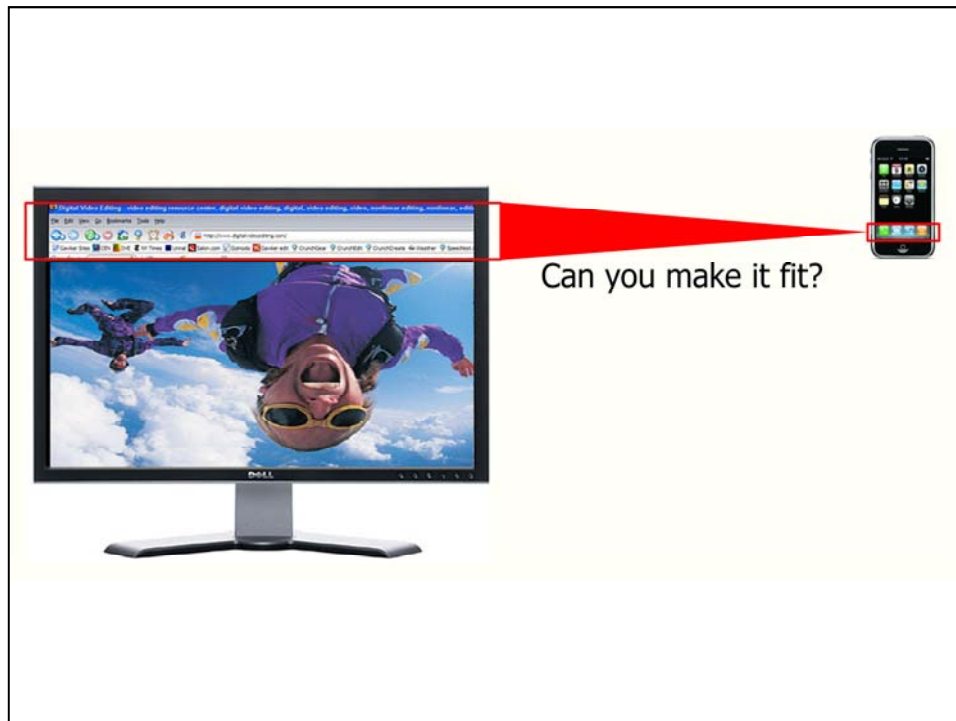
November 23, 2009  
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Good afternoon! If you take one thing from this mobile UX conference, take the word: Commands.

**Because  
mobile apps  
run on  
commands**

Without commands, or an easy way to enter commands, apps are not usable.

How serious is this issue? It is at the core of every single interactive mobile app. The upside is also huge. If you can make it easy for app developers and users to access a full suite of commands for every app, then you open a whole new mobile world over anything available on mobile now.



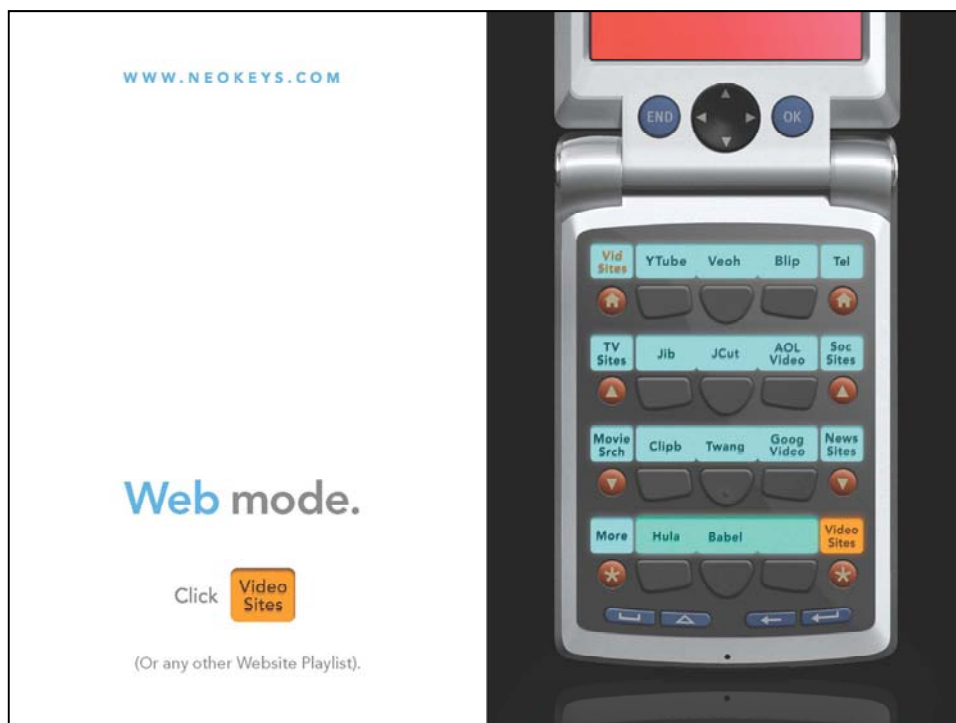
On PCs, users access app commands from task bars that frequently stretch the full width of the screen. But mobile screens are too small. Like it or not, you cannot give users a full suite of commands for interactive apps by using just the screen area on mobile devices. (Even iPhone apps are overwhelmingly short use apps with minimal command sets.)

... not to mention that it is a terrible mobile UX to constantly overlay the “eyeball” content with an app’s UI.



But, that is the **ONLY** option for interactive apps on pure touchscreen devices or devices with keys allocated to text entry that require a full user interface to give the user access to a full suite of commands to run the app ... ie ... immersive apps versus 2 minute apps and non-interactive apps.

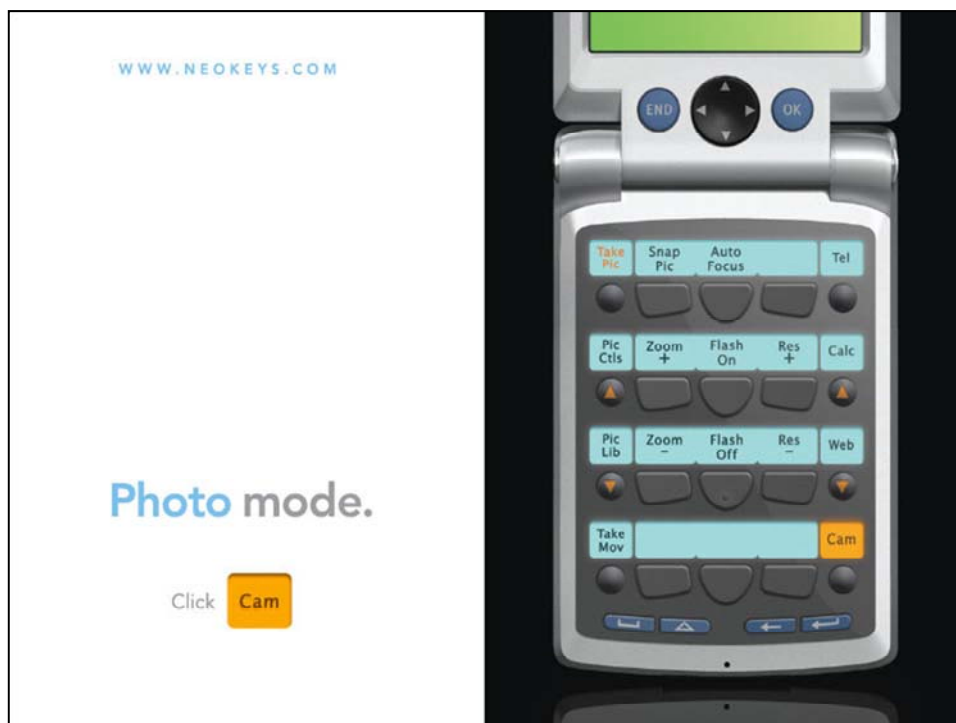
This example shows an on-screen keyboard, because the UI needed for this app is text entry. The principle holds true regardless of the type of command (text or otherwise) needed to run the app.



Here's a new converged UI/UX opportunity. What's different: I'm not showing you the upper screen. We move the UI – including command entry - onto a dynamic , keypad with as many modes as there are apps, but always one pattern of use.

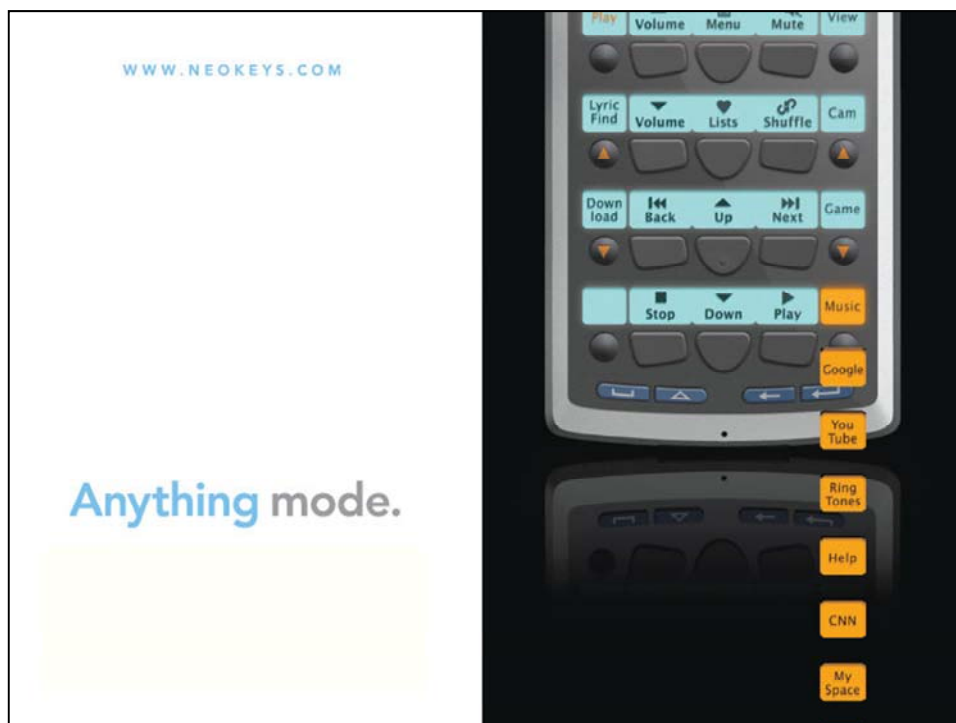
The keys have no labels. The blueish horizontal bars are displays.

Here, the user has selected “video sites” mode in the right hand column, and the rest of the keypad is offering “video sites” playlists, giving the user one click access to a wide range of video websites using keys labeled/branded for each website.



Here, the user has switched from the previous slide's video websites mode into photo mode – giving the user a full suite of commands to take mobile photo-taking to the next level.

We are showing just the default set of commands most needed by a user for this app. Other command sets for this app are at the user's fingertips using the left hand column, giving app developers and users an almost unlimited number of easily accessible commands for each app.



The keypad changes modes based on the user's choice of app. Here we're showing that the user has a music app's commands active, and also the ability to scroll to select any mode. The user selects an app, and the rest of the keypad re-maps to give the user a full set of commands for that app.

A number of beautiful things happen: Each app has a full screen and, separately, a full set of commands to create the UX for the app. The device's main screen experience is un-impeded with an app's UI. Rich, highly interactive mobile apps that involve users at a much deeper level become easy and compelling instantly.

Our technology – NeoKeys – frees the mobile from the extreme limitations of the size of the main screen, and brings a whole new dimension to users and app developers.

I am here for the rest of the conference, so please ask me anytime for a live demo.



## Related white papers

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- Related "White Paper" Slide Decks
  - Dynamic Keypads: Terminology
  - Monetizing the Keypad Real Estate on Mobile Devices
  - The Changing Face of User Input on Mobile Devices
  - Compound versus Elemental Devices – New Mobile Device Market Strategies
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## About Yuvee

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- Yuvee
  - develops and licenses advanced user interfaces and related device designs that make the mobile Internet and advanced mobile apps/data services effortless and immersive
  - provides advisory services in multiple areas relating to mobile and converged devices including
    - differentiated, physical and graphical user interface design
    - mobile and converged device design
    - innovation management processes ("IMP") optimization
- Contact
  - Tim Higginson at (847) 962-1623 or [info@yuvee.com](mailto:info@yuvee.com)
  - [www.yuvee.com](http://www.yuvee.com)

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