

Mobile UI & UX Design: From Research to Launch

Learn to create intuitive and visually effective mobile interfaces through the complete design process, perfect for designers and developers.

Web & Mobile Design

Instructor: Morgan Blake • 5 sections • 59 lessons • 16.00h total

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About this course

Mobile design requires understanding how users interact with small screens, and mistakes can hurt app engagement. This course addresses these challenges by breaking down the full UX/UI workflow, from early research to post-launch improvements. You'll get video lessons, real case studies, and practical exercises to build skills you can use right away.

Course curriculum

Foundations of Mobile UX

- **Distinguishing UX from UI in Mobile Design (12m)**
Understand the key differences between user experience and user interface, and why both matter for creating effective mobile apps.
- **Mobile Interaction: Thumb Zones and One-Hand Use (18m)**
Learn how users hold devices and design for comfortable, one-handed navigation that feels natural.
- **Micro-Moments in Mobile UX (15m)**
Explore brief user interactions with apps and how to design for these quick, intent-driven moments.
- **Usability Principles for Mobile Interfaces (20m)**
Cover core principles like efficiency, learnability, and error prevention tailored to mobile contexts.
- **Accessibility in Mobile Design (10m)**
Ensure your designs are usable by everyone, including users with visual, motor, or cognitive disabilities.
- **Adopting a User-Centered Mindset (25m)**
Shift your design approach to prioritize user needs and feedback from the start of any project.
- **The Mobile UX Design Process Overview (8m)**
Introduce the five key stages: Discover, Define, Design, Test, and Iterate, with a focus on mobile apps.
- **Case Study: A Successful Mobile UX Transformation (32m)**
Analyze a real-world example of how UX improvements led to better user satisfaction and business results.

User Research & Defining the Experience

- **Introduction to Mobile User Research Methods (15m)**
Overview of research techniques suited for mobile contexts, including when to use each one.
- **Conducting User Interviews for Mobile Apps (20m)**
Step-by-step guide to planning and executing user interviews that reveal valuable insights.
- **Designing Effective Mobile Surveys (12m)**
Create surveys that capture mobile user behaviors and preferences without overwhelming respondents.
- **Contextual Inquiry: Observing Users in Real Environments (18m)**
Learn how to gather insights by observing users in their natural settings, like on public transit or at home.
- **Building Detailed User Personas (25m)**
Create realistic user profiles based on research data to guide design decisions.
- **Journey Mapping for Mobile Experiences (15m)**
Visualize the user's path through your app to identify pain points and opportunities for improvement.
- **Information Architecture for Small Screens (20m)**
Structure content and navigation for clarity and easy access on limited screen space.

- **Task Flow Analysis and Optimization (12m)**
Break down user tasks into steps and streamline them for efficiency on mobile.
- **Wireframing Mobile Screens (18m)**
Sketch wireframes to plan layout and content hierarchy, focusing on usability.
- **Creating Low-Fidelity Prototypes (15m)**
Build simple prototypes to test ideas quickly before investing in detailed designs.
- **Validating Research Insights with Stakeholders (10m)**
Communicate findings effectively to team members and clients to align on design direction.
- **Avoiding Common Research Pitfalls (8m)**
Identify and overcome typical mistakes in mobile user research, like biased sampling or leading questions.

Mobile UI Design Principles & Visual Hierarchy

- **Understanding Screen Density and Resolution (12m)**
Learn how different devices render UI elements and why consistent scaling matters.
- **Implementing Responsive Grid Systems (18m)**
Design layouts that adapt smoothly to various screen sizes and orientations.
- **Typography for Mobile Readability (15m)**
Choose fonts, sizes, and line spacing that enhance text legibility on small screens.
- **Color Psychology and Application in Mobile UI (20m)**
Use color to evoke emotions, create contrast, and guide user actions effectively.
- **Designing Clear and Intuitive Icons (12m)**
Create icons that communicate function without relying on text labels.
- **Establishing Visual Hierarchy with Size and Contrast (25m)**
Direct user attention to key elements through size, color, and placement techniques.
- **Reducing Cognitive Load in Mobile Interfaces (15m)**
Simplify designs to make them easy to understand and use without overwhelming users.
- **Adhering to iOS Human Interface Guidelines (18m)**
Design for Apple platforms with a native feel, using standardized components and interactions.
- **Applying Material Design for Android Apps (20m)**
Follow Google's guidelines for Android UIs, focusing on depth, motion, and bold graphics.
- **Integrating Brand Identity Without Breaking Platform Rules (12m)**
Maintain brand consistency through colors, fonts, and imagery while respecting design systems.

Interaction Design & Making Your UI Pop

- **Fundamentals of Interaction Design (10m)**
Core concepts like feedback, affordance, and consistency that make interactions feel intuitive.
- **Designing Micro-Interactions for Delight (18m)**
Create small animations and responses that enhance user satisfaction and engagement.
- **Animations That Guide and Inform (15m)**
Use motion to provide context, show relationships, and confirm user actions.
- **Incorporating Haptic Feedback (12m)**
Add tactile responses to make interactions more engaging and provide physical confirmation.

- **Swipe Gesture Design Patterns (20m)**
Implement intuitive swipe actions for common tasks like deleting items or navigating between screens.
- **Pinch-to-Zoom and Multi-Touch Gestures (18m)**
Design interactions that use multiple fingers for tasks like zooming or rotating content.
- **Long-Press and Contextual Actions (15m)**
Utilize long-press gestures to reveal secondary options, menus, or additional functions.
- **Edge-Based Interactions and Navigation (12m)**
Design gestures that start from screen edges, like swiping in for navigation or actions.
- **Building and Using Design Systems (25m)**
Create reusable components and guidelines to ensure consistency across your app.
- **Component Libraries for Rapid Prototyping (18m)**
Use pre-built UI elements to speed up the design process while maintaining quality.
- **Designing for Dark Mode (15m)**
Create themes that reduce eye strain in low-light environments and can save battery life.
- **Theming and Customization Options (20m)**
Allow users to personalize their experience with different themes, colors, or layouts.
- **Personalization Trends in 2026 Mobile Apps (12m)**
Explore how apps are adapting to individual preferences using AI and user data.
- **Optimizing Interactions for Performance (8m)**
Ensure animations and gestures are smooth and responsive, even on older devices.
- **Testing Interaction Design with Users (25m)**
Methods to validate that interactions work as intended and provide a good user experience.

Prototyping, Testing & Launch-Ready Design

- **Overview of Prototyping Tools (10m)**
Compare popular tools like Figma, Sketch, and Adobe XD for mobile design prototyping.
- **Building Interactive Prototypes in Figma (20m)**
Step-by-step guide to creating clickable mockups that simulate real app interactions.
- **Preparing Design Specs for Developers (15m)**
Document design details, assets, and annotations for accurate implementation.
- **Introduction to Usability Testing (12m)**
Learn the basics of testing designs with real users to uncover issues early.
- **Planning and Conducting Moderated Tests (18m)**
Run in-person or live remote tests to observe users and gather detailed feedback.
- **Unmoderated Remote Testing Methods (15m)**
Use online platforms to test designs at scale with diverse user groups.
- **A/B Testing for Mobile UI Decisions (20m)**
Compare design variations to optimize user engagement and conversion rates.
- **Performance-Aware Design Principles (12m)**
Design with speed and efficiency in mind, considering load times and resource use.

- **Optimizing Images and Assets for Mobile** (18m)
Reduce file sizes for graphics and icons without losing visual quality.
- **Anticipating Real-World Constraints Like Connectivity** (15m)
Design for offline use, slow networks, and variable conditions users face daily.
- **Using Analytics to Guide Design Iterations** (25m)
Interpret data from tools like Google Analytics to make informed design changes.
- **Iterating Based on User Feedback Post-Launch** (20m)
Continuously improve your app by collecting and acting on user reviews and usage data.
- **Career Pathways in Mobile UI/UX Design** (15m)
Explore roles, skills, and growth opportunities in the mobile design industry.
- **Building a Portfolio That Stands Out** (12m)
Showcase your work effectively with case studies and project breakdowns for job applications.

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