



DAY2 / PRODUCT + UX

App Design + The TPG app

Elise Brue + Alex Maben

HOW THEY DIFFER

Android v. iOS

Unless you are intend to be 100% adherent to either design system... there's a lot of wiggle room.

What should change:

Default functionality and platform patterns – how you *experience & navigate* through the app

What may change:

The core, custom UI of your app does not *have* to be different, or may differ little

Biggest hurdle?



Tablestakes

Obvious patterns that can be easily adjusted for your app to feel more native on its respective operating systems

Touch targets

1

iOS: 44x44pt

Android: 48x48dp

Navigation (primary & secondary)*

2

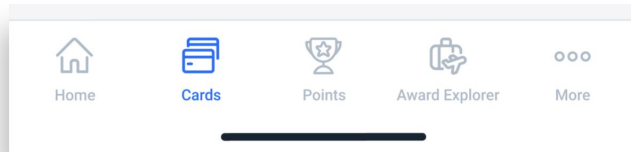
Bottom navigation bars are now okay in Material design—reserved for top level destinations only, if truly native.

Top-of-screen navigation

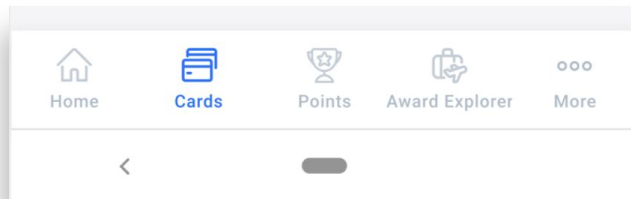
- iOS: center title & text actions
- Android: left title & icons

Primary Navigation

iOS

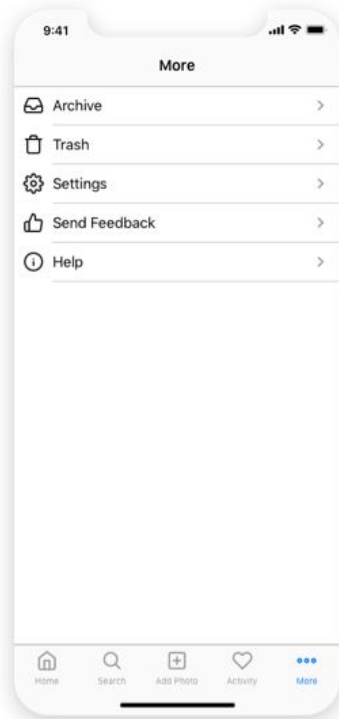


Android



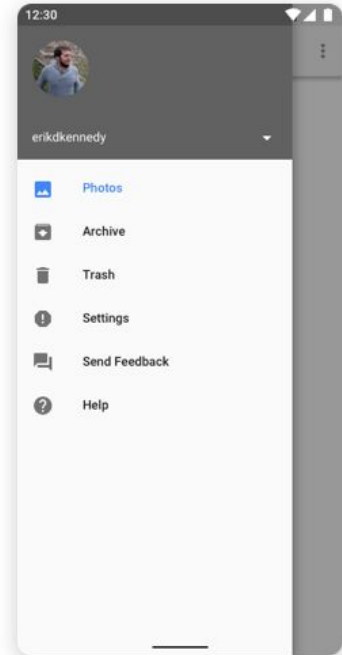
iOS

Nav destinations that don't fit in the bottom tab bar can be placed in a "More" tab.



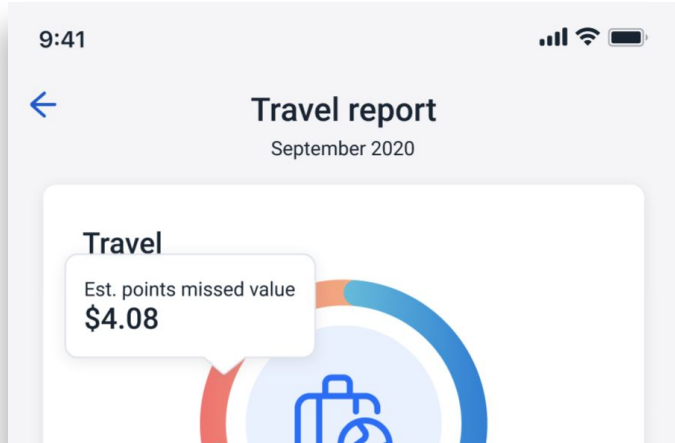
Android

Secondary nav destinations are shown in a sidebar that's shown when the user taps the "hamburger" menu icon.

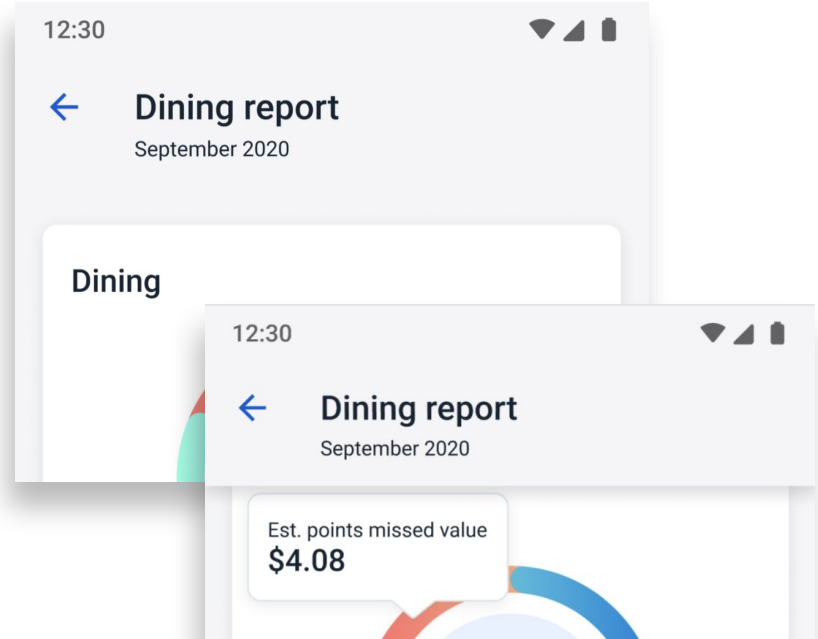


Secondary Navigation

iOS



Android



Tablestakes (continued...)

Obvious patterns that can be easily adjusted for your app to feel more native on its respective operating systems

“Back”

3

iOS: Upper-left. Gestures may also be present. Functionality may vary.

Android: UI back buttons, if present, in upper-left (upward navigation, back one level in hierarchy). Gestures may also be present. Android built-in back via the Android Navigation Bar (reverse navigation in view history)

Primary actions*

4

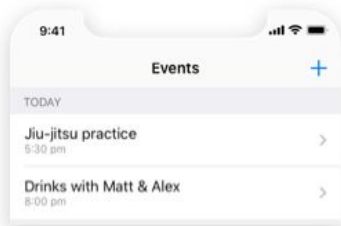
iOS: top nav, right side

Android: Floating action button (FAB)

Primary actions

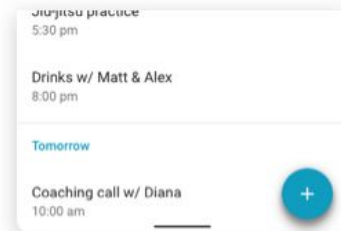
iOS

Primary action is usually in the upper-right.

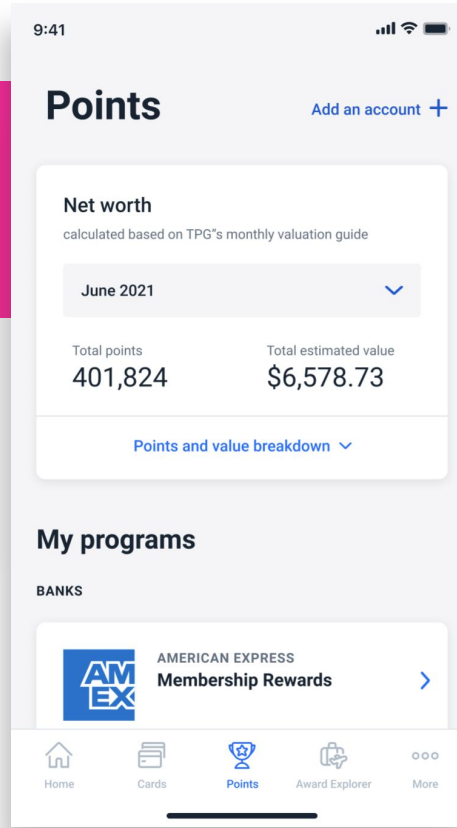


Android

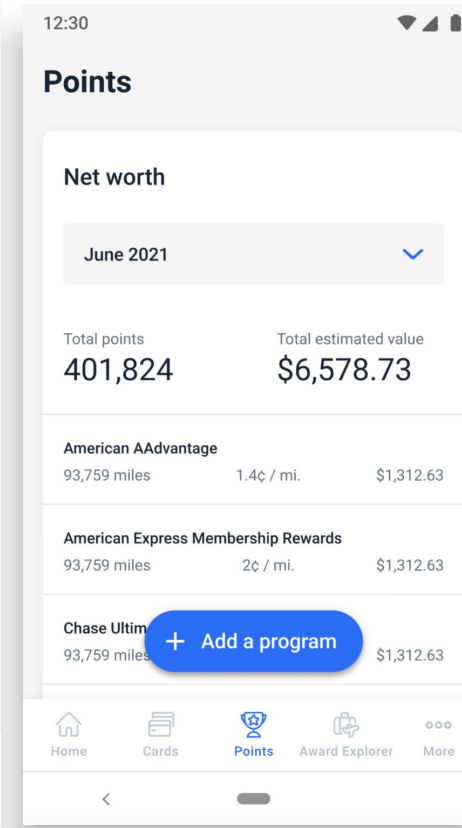
Primary action floats at bottom-right of screen - the "floating action button".



iOS



Android



Other design elements to consider

Selection controls

Elevation/ shadows

Destructive actions/ undo

Search - cancel/ clear

Action menus

Icons

Alerts v. Dialogs
(Android has 3 types of alerting tools)

Date pickers

Tabs

System font

App icon size & shape

Naming conventions

Transitions & scrolling behaviors

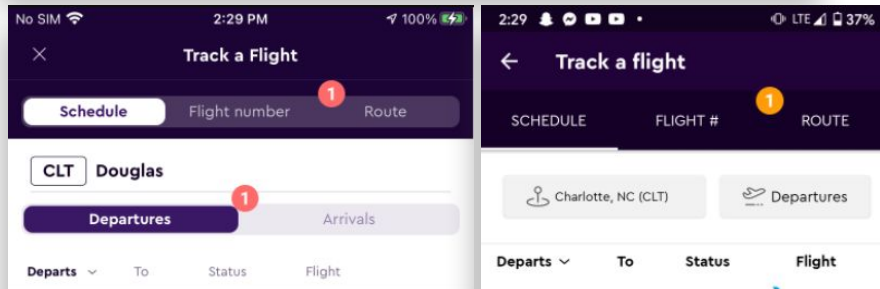
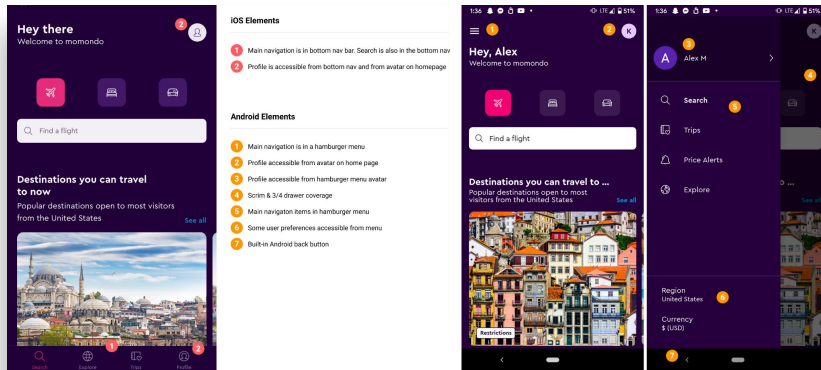
Components

...and More! ;)

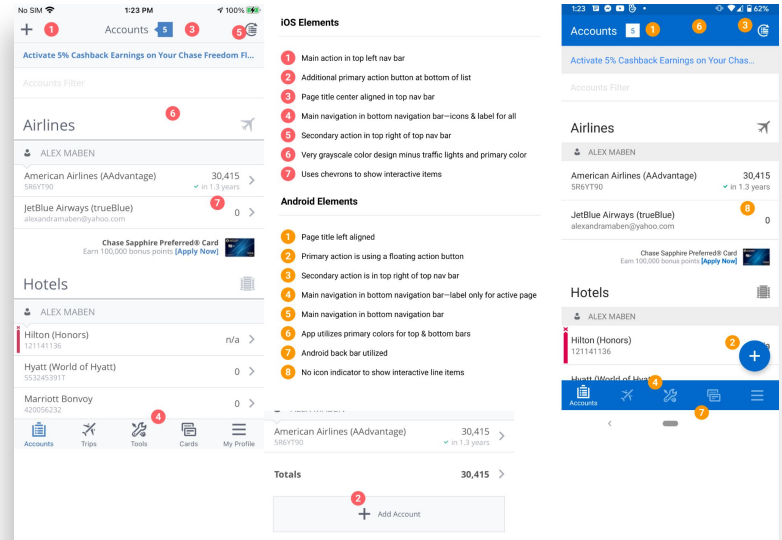
Competitor Analysis

As part of my research phase, I looked at a number of travel and finserv apps to see how they were treating their iOS v Android apps: Momondo, Award Wallet, Chase, Capital One

Momondo



Award Wallet

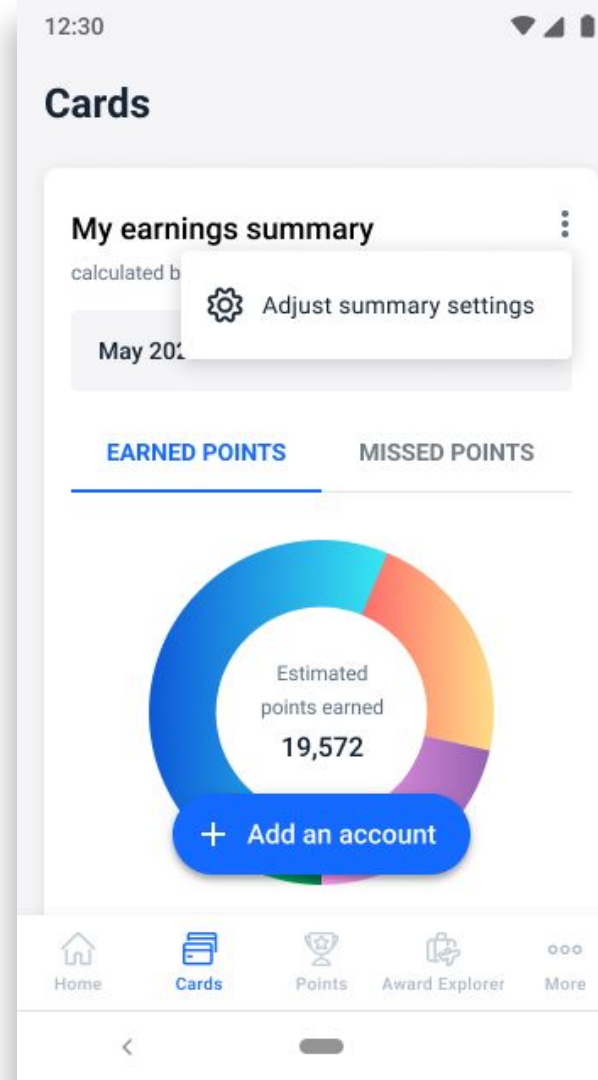
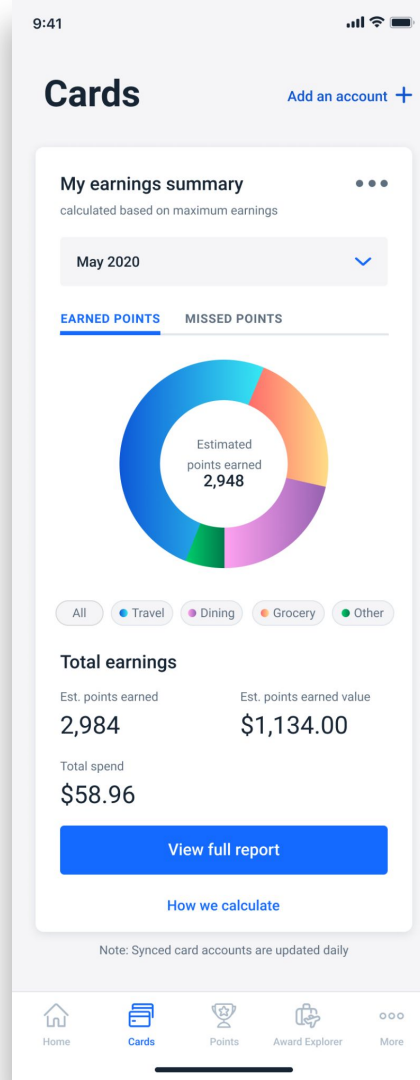


TPG APP

Cards Wallet

Cards Hub

- Status Bar
- More/ Kebab Icon
- Tabs
- Primary Action
- Bottom Nav 🗄️
- Android Nav Bar



Material You

Coming soon to an Android device near you