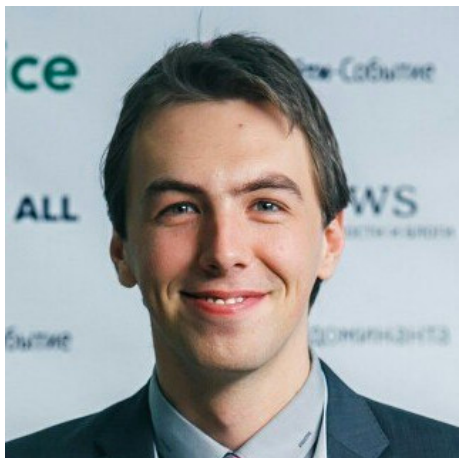


Mobius 2016

Material Design in practice

By Wiebe Elsinga
and Vladimir Ivanov



Vladimir Ivanov

Head of Development at Fonum Inc

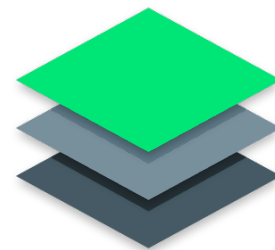
@vvsevolodovich



Wiebe Elsinga

Google Developer Expert for Android

@welsinga



Why are we here?

3

1

Who is satisfied?

2

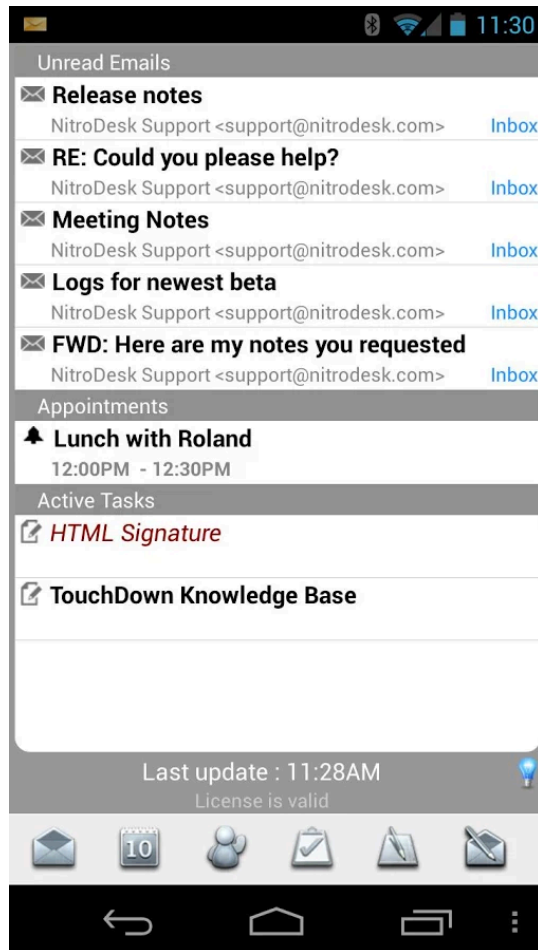
Who feels ashamed?



Let's stop it!

What's your opinion?

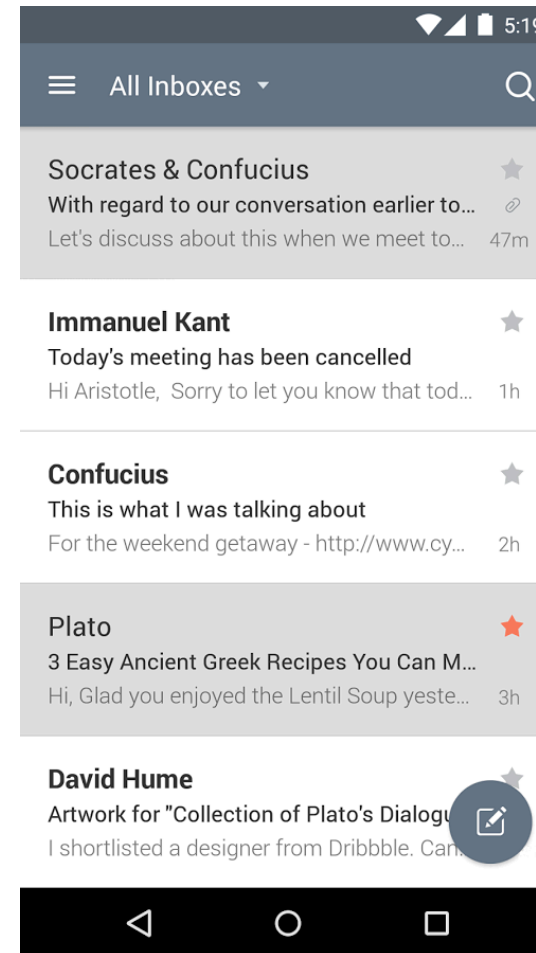
4



Touchdown email client

<https://play.google.com/store/apps/details?id=com.nitrodesk.droid20.nitroid>

4.1



CloudMagic email client

<https://play.google.com/store/apps/details?id=com.cloudmagic.mail>

4.5

What's now?

5



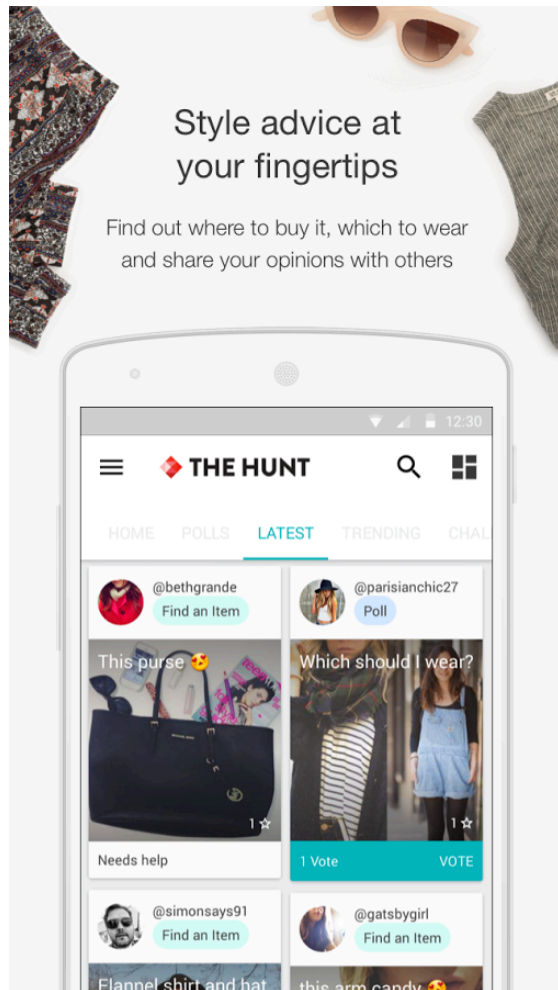
1. Applications without design are rated worse

1. Users are unhappy

1. Developers are unhappy

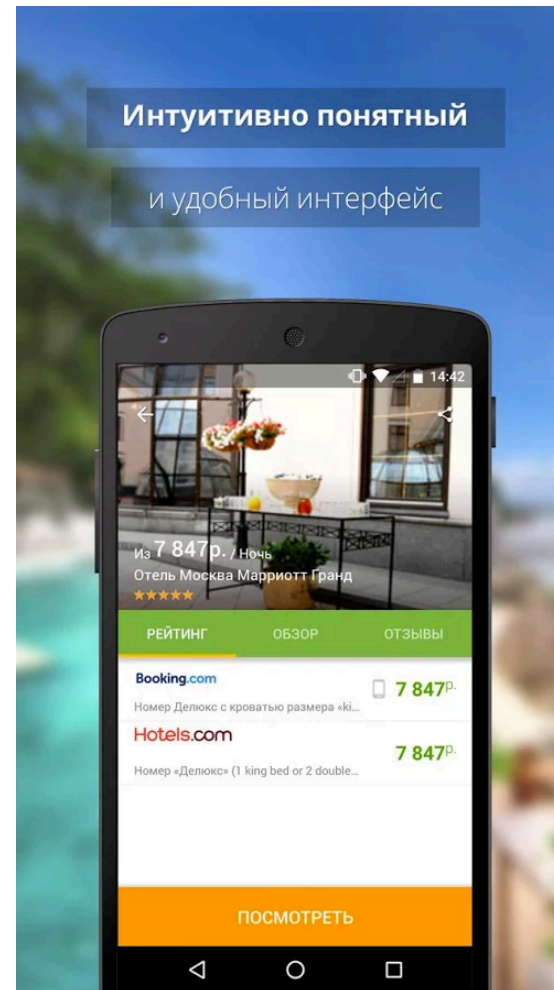
Material Design makes success

6



The Hunt increased the conversion by 20%

<https://play.google.com/store/apps/details?id=thehunt.shoptap.thehunt>



Wego increased the retention rate by 300%

<https://play.google.com/store/apps/details?id=com.wego.android>

Material Design Principles

7

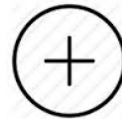
Material is a metaphor

Surface of paper and ink,
providing visual cues with
shadow and edges.



Bold, graphic, intentional

Typography, grids, space,
scale, color guide visual
treatment



Motions Provide Meaning

Objects are in the single
environment and are presented
to the user continually.



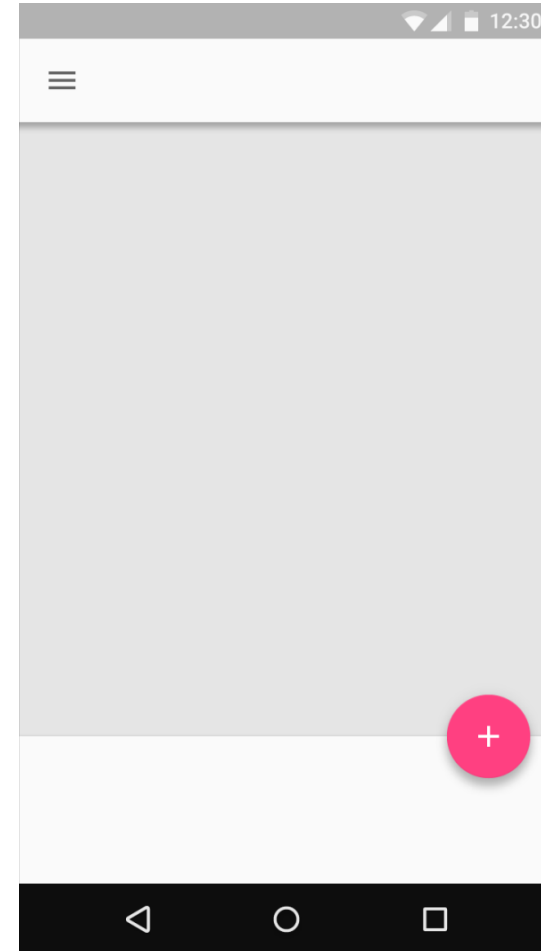
Exercises

The background of the slide features a series of overlapping chevrons pointing to the right. The chevrons are in various shades of blue, ranging from a dark navy blue to a light sky blue. A prominent, bright green line runs diagonally across the chevrons, starting from the top left and extending towards the bottom right, adding a dynamic visual element to the design.

1. Action button

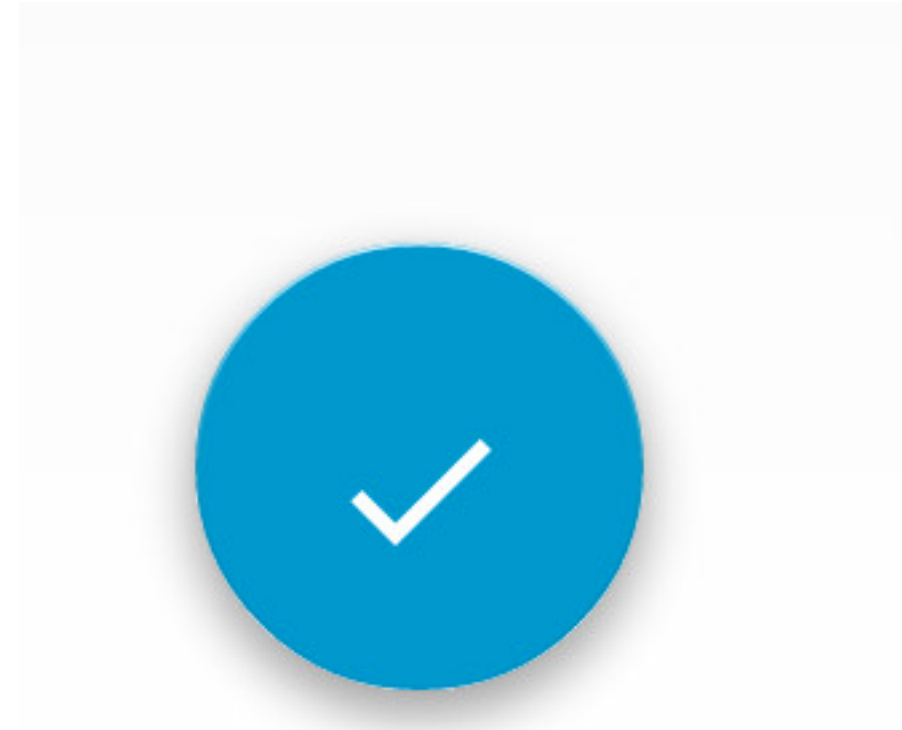
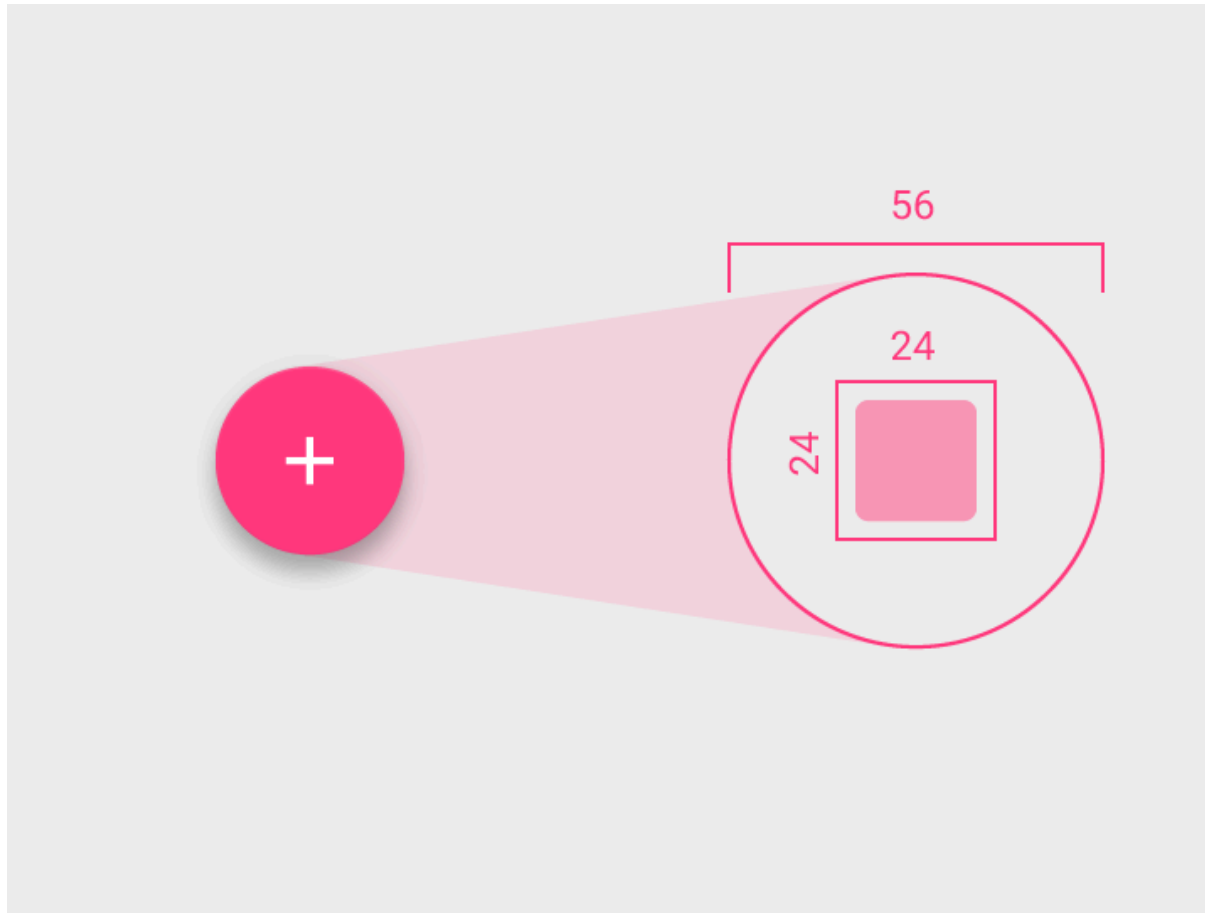
9

1. Primary, positive action
2. Add, favorite, create etc.
3. Never destructive
4. Never multiple



1. Action button

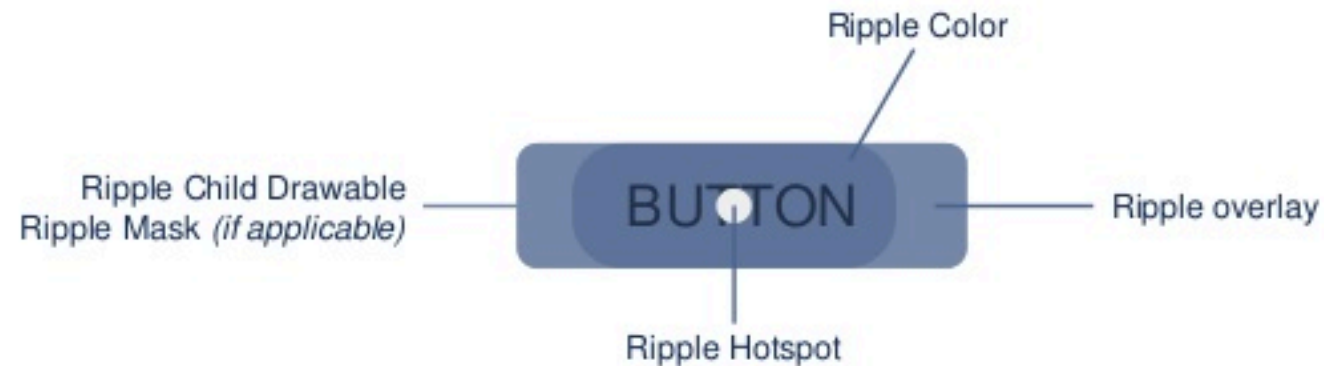
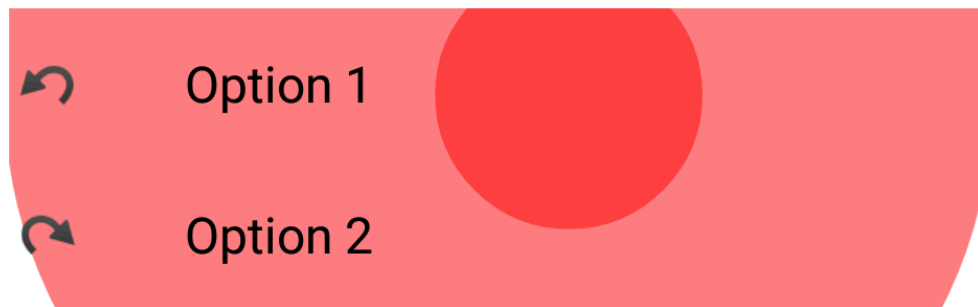
10



2. Ripples

11

1. Provides visual feedback
2. No-support for pre-Lollipop



2. Custom Ripples!

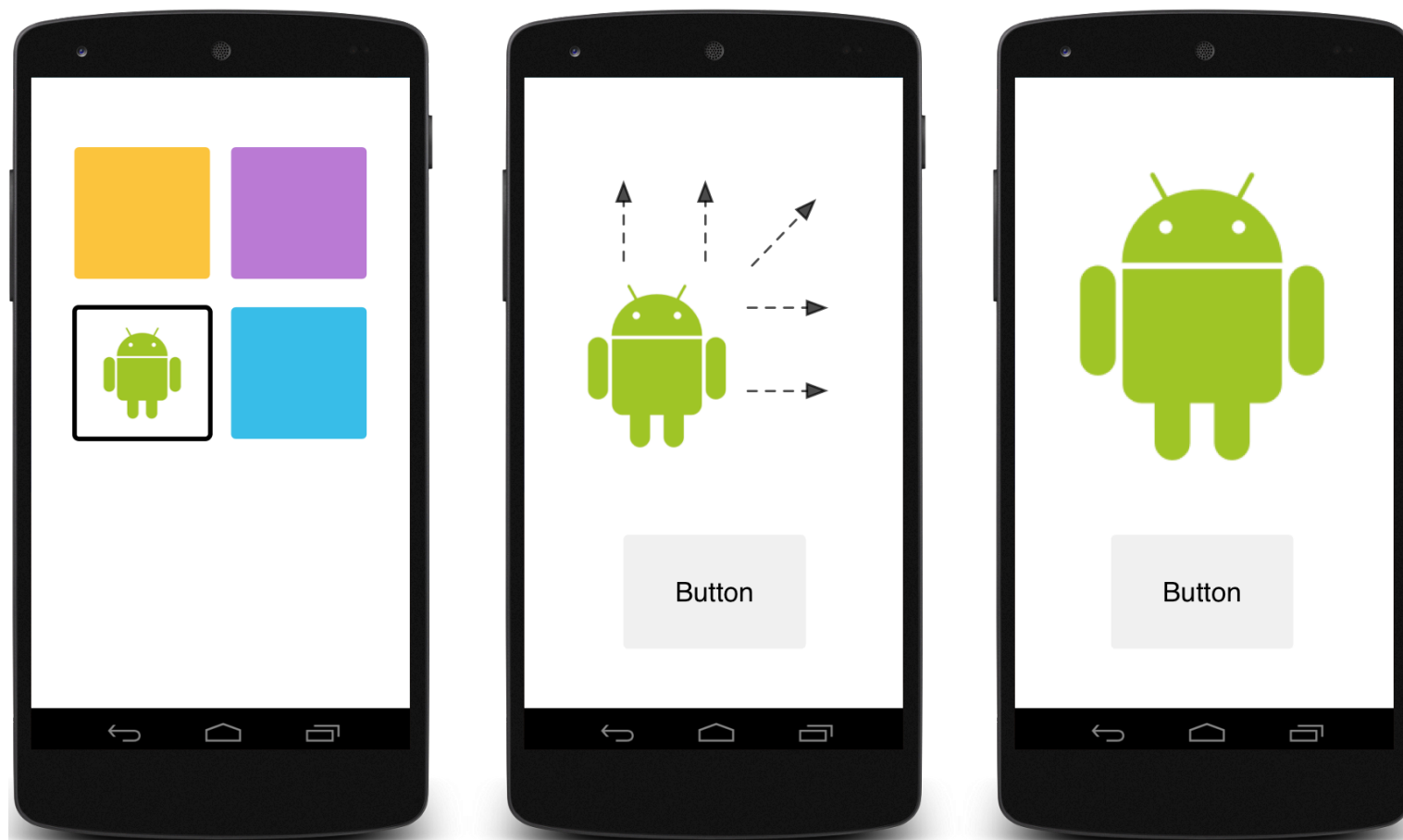
12

1. <https://github.com/traex/RippleEffect>
2. <https://github.com/ozodrukh/RippleDrawable>
3. <https://github.com/desmond1121/RippleCompat>



3. Activity Transitions

13

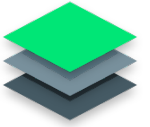
**Activity 1**Scene Transition Animation
(common element)**Activity 2**

4. Motions

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1. Visual connection
2. Meaning
3. Ease of interaction



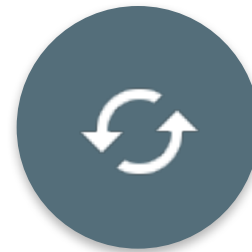


Material Mobile App

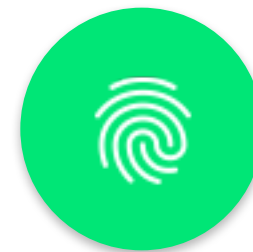
1. Simulate real-world in pseudo 3-d space
2. Provides visual connection between screens
3. Provides visual feedback
4. Provides visual connection between elements by view hierarchy and motion



Real world



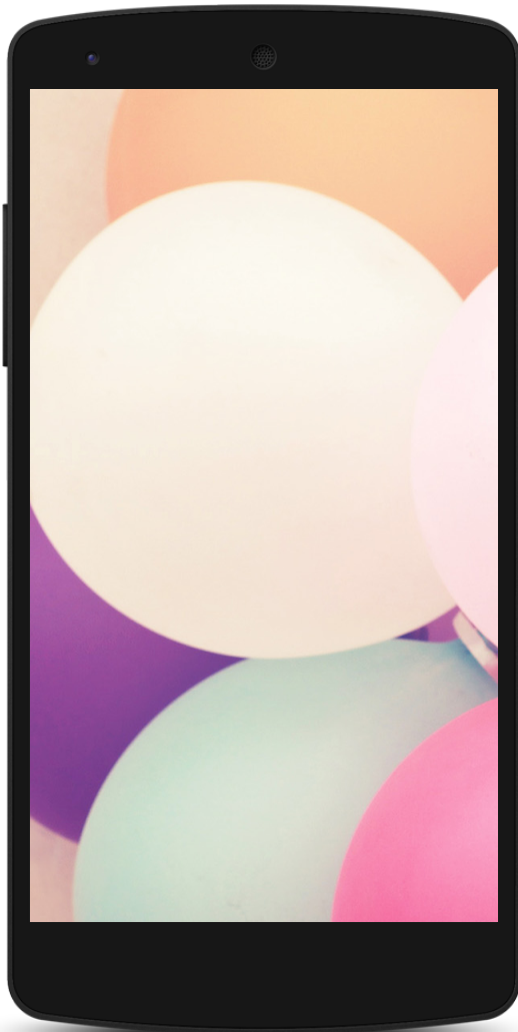
Connection
between screens



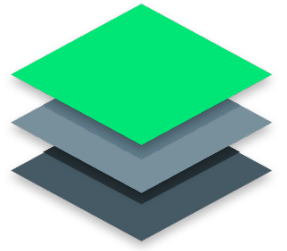
Visual feedback



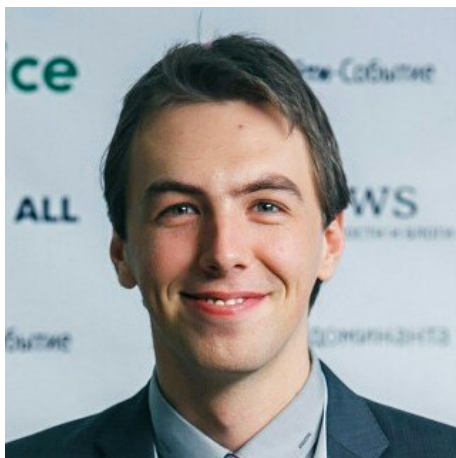
Motion



Links



1. <https://github.com/vlivanov/MaterialExamples>
1. <https://www.google.com/design/spec/material-design/introduction.html>
1. <http://www.materialup.com/>



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