

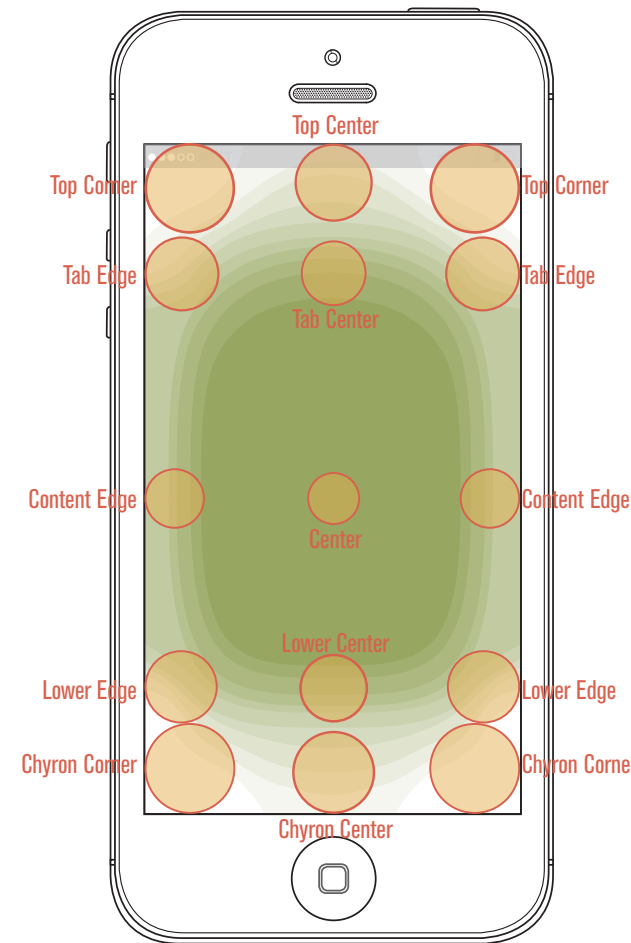
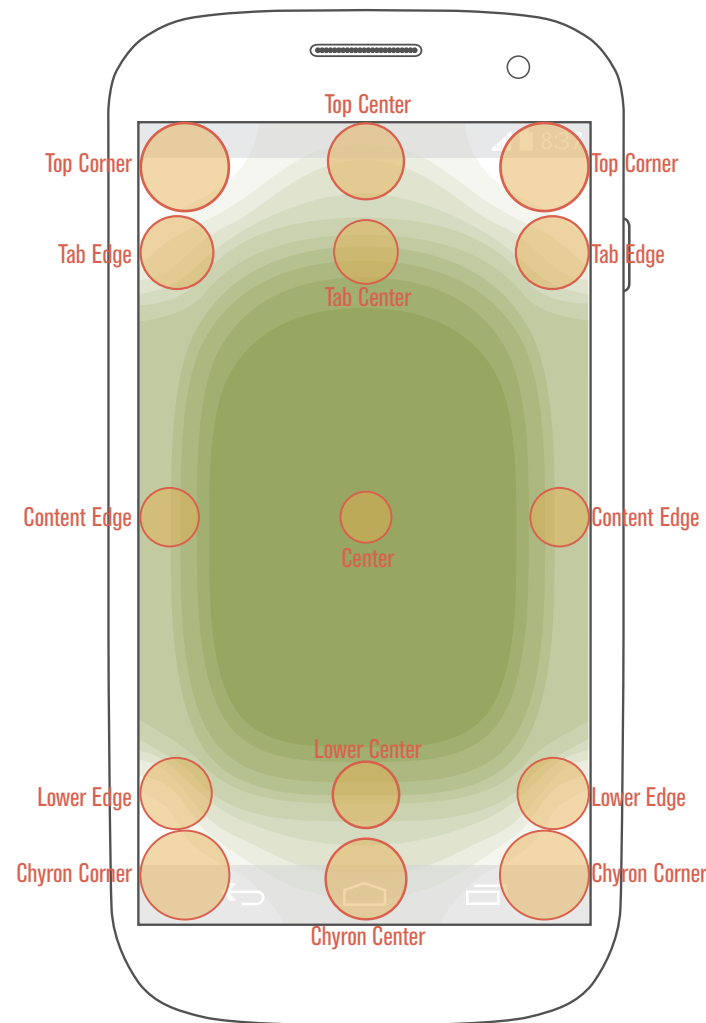
People prefer to touch and look at the center of the screen. Ignore good > better > best thumb sweep charts; the charts below are backed by numerous actual research studies. Stretch or move the images to fit the phone or tablet screen you are designing for, regardless of size or aspect ratio.

The **Accuracy Dots** are a set of representative touch sizes. Compare to the Accuracy Zone chart.

To test any touch target, move or copy the nearest circle, position over the target and if anything else that can be tapped is within that circle, there is a good chance users will make accidental taps.

Begin designs by using the size of the circles to make a grid to guide your spacing.

*Keep the circles the same SIZE. Do not scale them for any reason, just move them in relative position to the screen.*



The **Accuracy Zone** indicates the areas where people touch their mobile device screens most accurately.

This also corresponds to where people are confident at tapping, and where they wish to read content.

Place key content and primary controls in the center, then check spacing with the Accuracy Dots.

*Scale and stretch this to fit any touch screen. Really, that works.*

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