

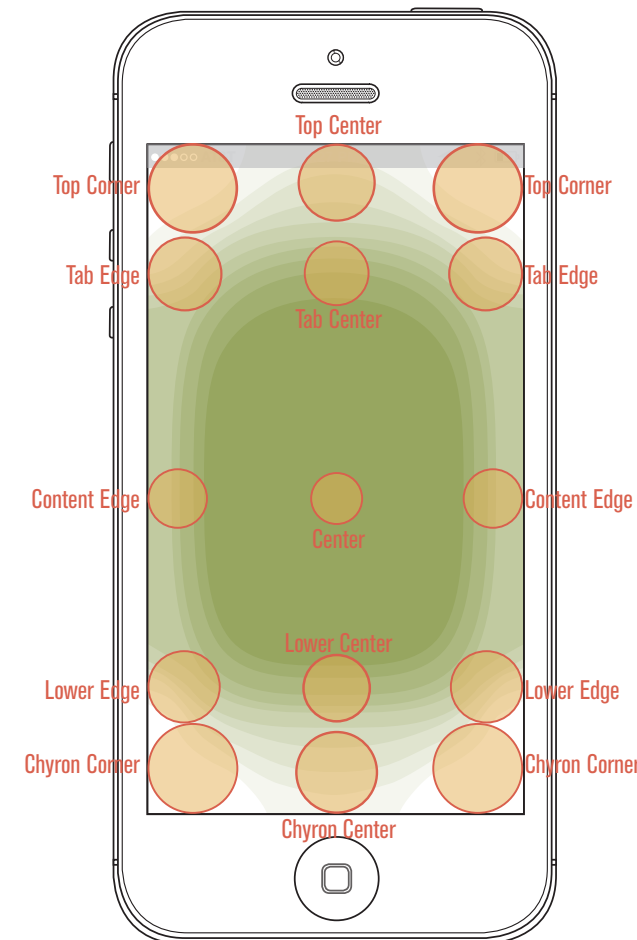
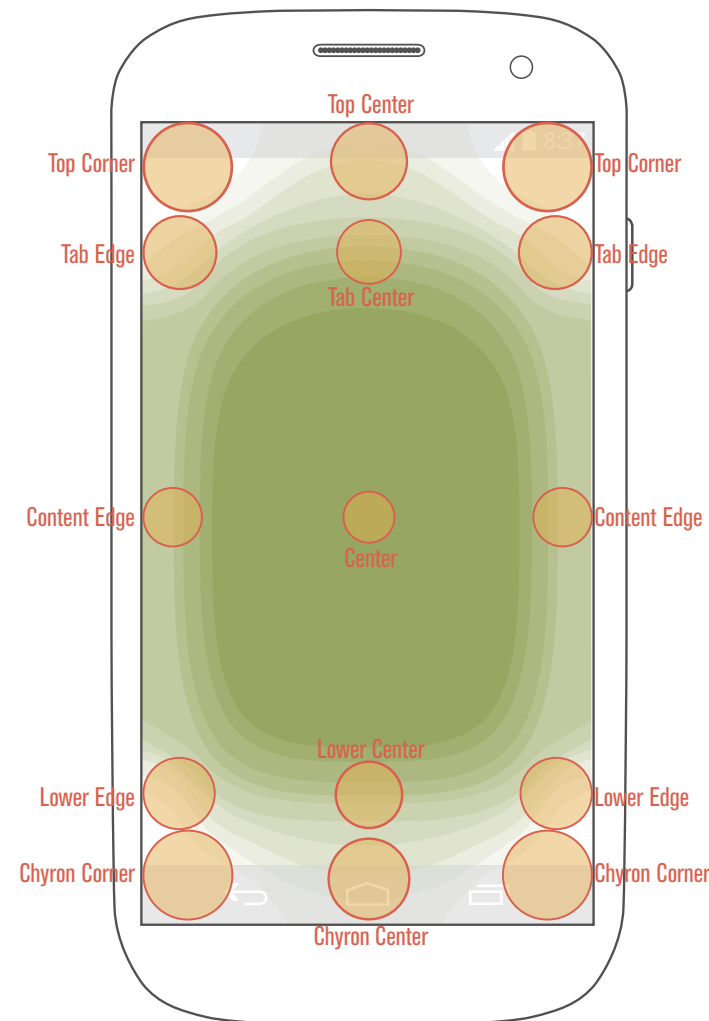
People prefer to touch and look at the center of the screen. Ignore good > better > best thumb sweep charts; the charts below are backed by numerous actual research studies. Stretch the images to fit the phone or tablet screen you are designing for, regardless of size or aspect ratio.

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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Learn more about designing for fingers, thumbs and people at 4ourth.com/Touch

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Instructions for Use:

The **Touch Overlays** are packaged as a set of files, available for:

- Adobe InDesign
- Adobe Illustrator (PDF)
- Adobe Photoshop
- Omni Graffle
- Microsoft Visio
- Microsoft PowerPoint

I will add more if you ask, and especially if you help. I don't have every piece of software there is, and am not an expert in every one. Do tell if you want it to work somewhere else, want it to work differently, or want to help make libraries, plugins, etc. I'll happily help you get the right files to import into that tool, and just ask that you provide them back to me when done, to distribute to everyone else.

See the next page for an example of how to use the Touch Overlays, but basically:

- Always work at scale. I always build mobile designs at 1:1 scale, so you can measure physical sizes directly. You can even print, cut it out and tape it to a phone to try it out.
- With whatever tool you prefer, take the Touch Overlay layers (and phone frame if you like them) and make them layers on top of your drawing.
- Use this to lay out a basic grid, so you know where content and controls go.
- Do your work.
- Periodically, flip the layers on to check for problems.
- Move the Accuracy Dots so they are centered on your touch targets (buttons, icons, words, rows) to make sure there is little or no chance of

Touch Templates:



Be careful spending too much time in the computer, even with tools like the Touch Overlays to check your work. You design products for real people in the real world, so get your designs onto phones and paper, and check them the way they are really used.

If you sketch on pencil and paper, or you just need to test or evaluate mobile handsets, tablets, kiosks, games or anything with a smallish screen that people look at and touch, you can do all this with a physical tool.

The **4ourth Mobile Touch Template** is just a piece of clear plastic, printed with these same guidelines (and much more). Measure the interference between touch targets, text sizes, edge interference and more.

4ourth.com/TouchTemplate

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Example: How to Use the Touch Overlays in Your Design

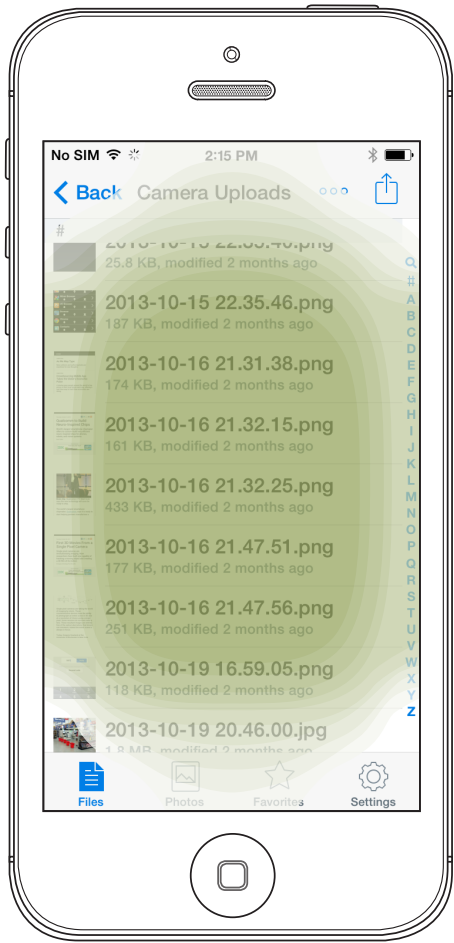
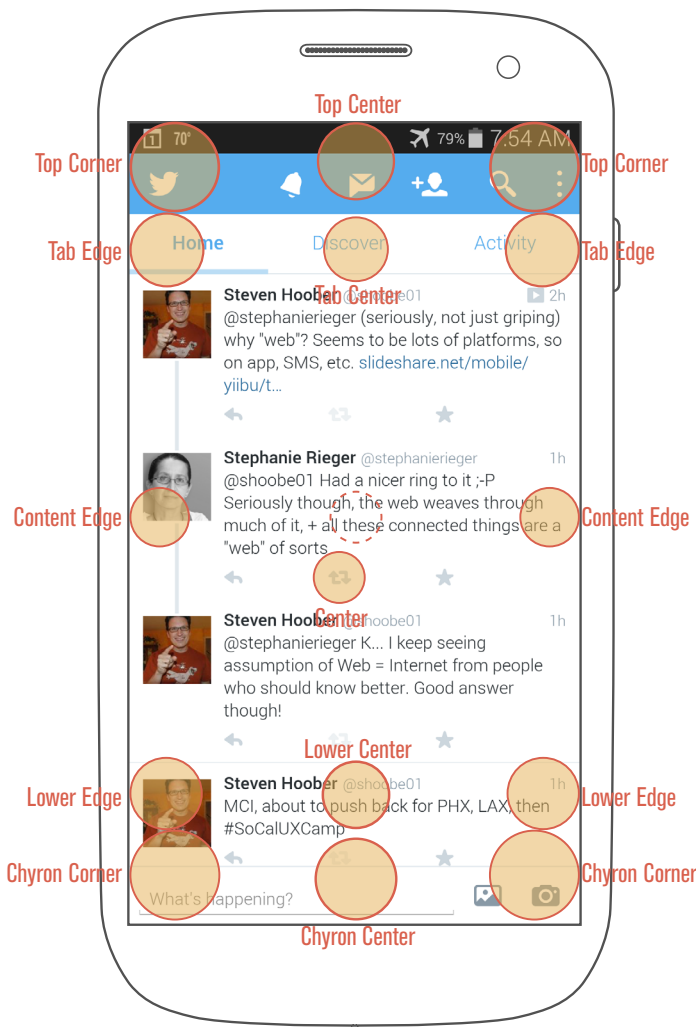
To use these with your design, make them on a separate layer, hidden until needed (or for tools without that capability, paste in as needed). You can also check out screenshots to confirm production items work, to discover the root cause of usability test issues or to look into the competition.

The **Accuracy Dots** are translucent, so the design or screenshot behind it can be easily seen.

Note that actions along the top and bottom edges are often – and here – too close together, and tabs are too short.

Take the top right menu and search. In the corners, people have terrible accuracy. People can easily miss and hit the adjacent target instead.

The Center dot has been moved to show how tiny targets in the list view are fine, but do make sure people can see around them enough to tell they were tapped. You can move the dots slightly, using the green Accuracy Zone layer as a guide. Try not to leave the color band.



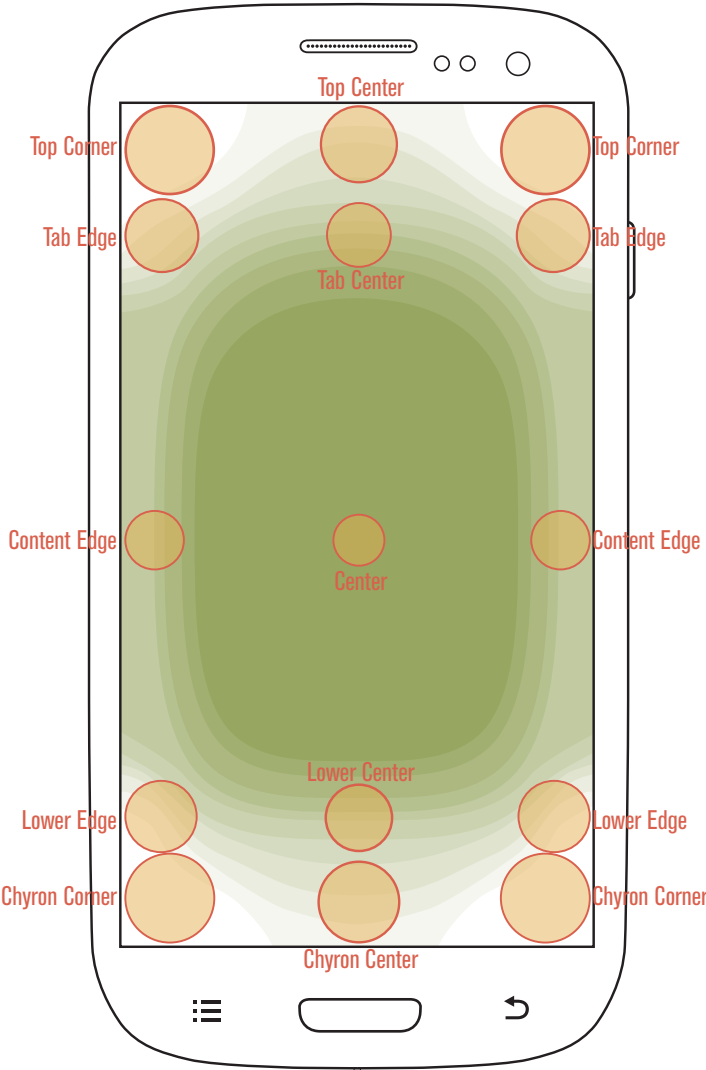
I have made the **Accuracy Zone** layer 75% opacity for this example, and overlaid it on a design.

This screen, like many, doesn't put primary functions along the top and bottom edges but in the center. Those action and menu rows are secondary functions, and navigation. The key viewed and tapped area is the list in the middle.

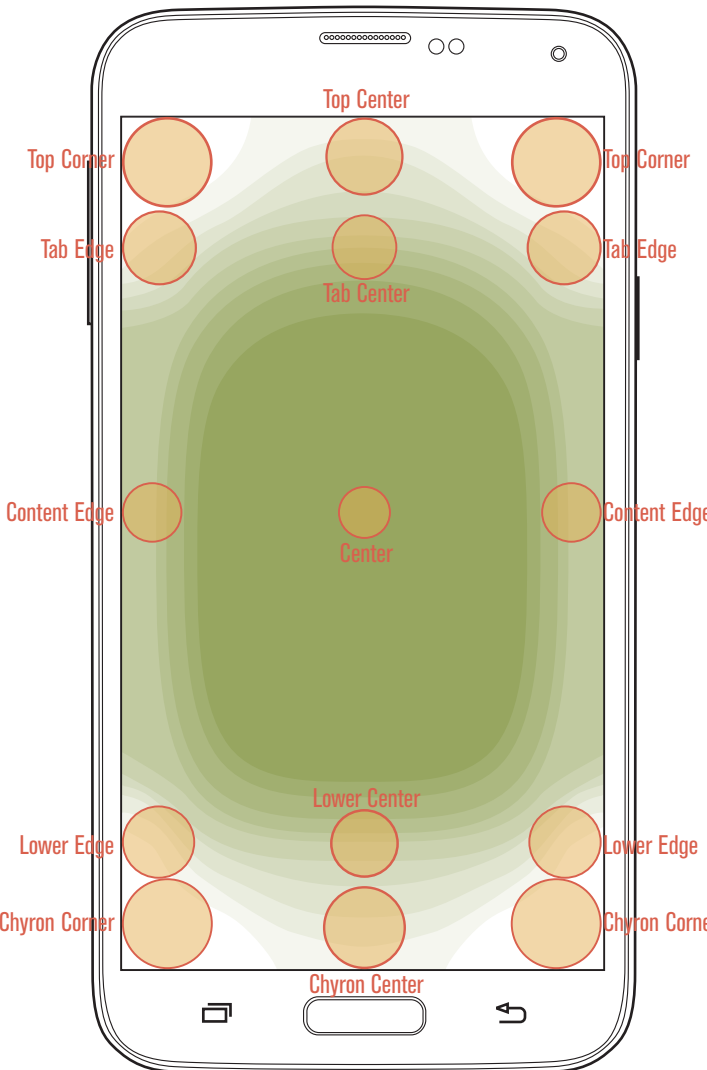
Scale Devices:

Samsung Galaxy Android Phones

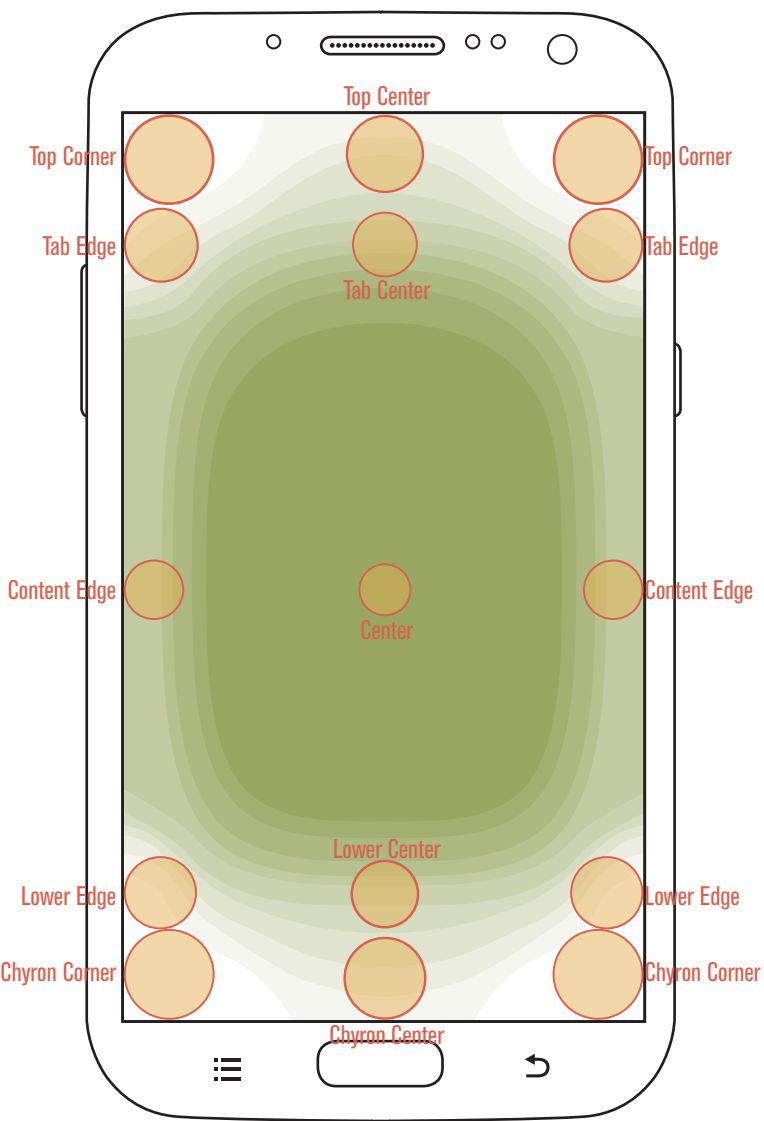
Galaxy S3



Galaxy S5



Galaxy Note 2



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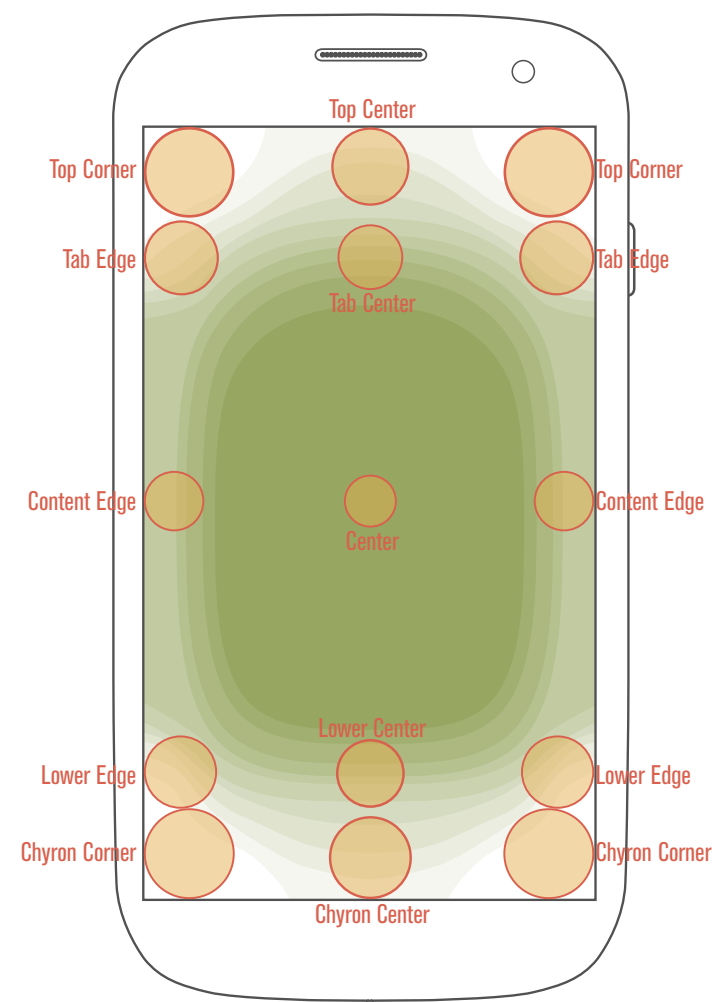
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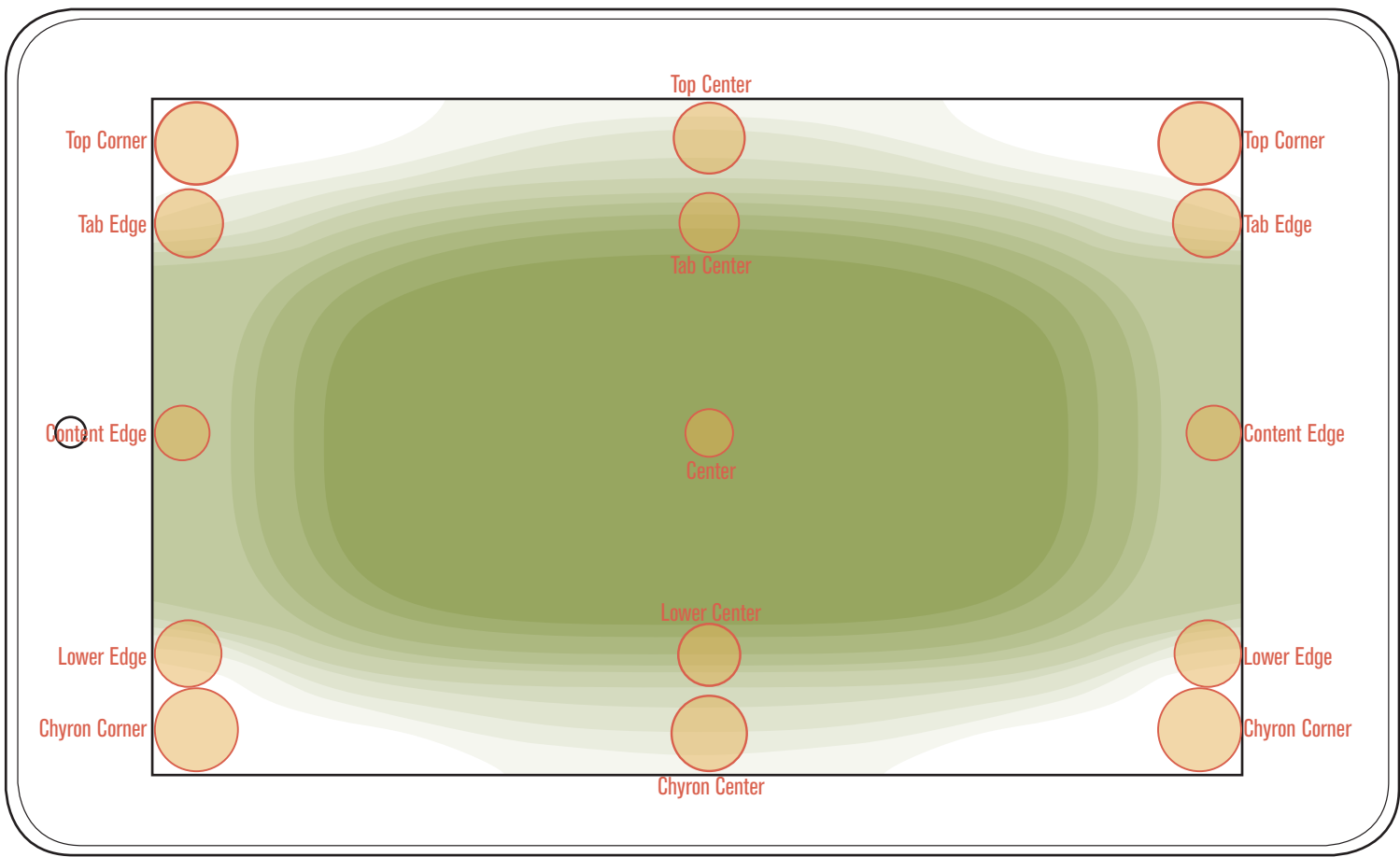
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Android Nexus Devices

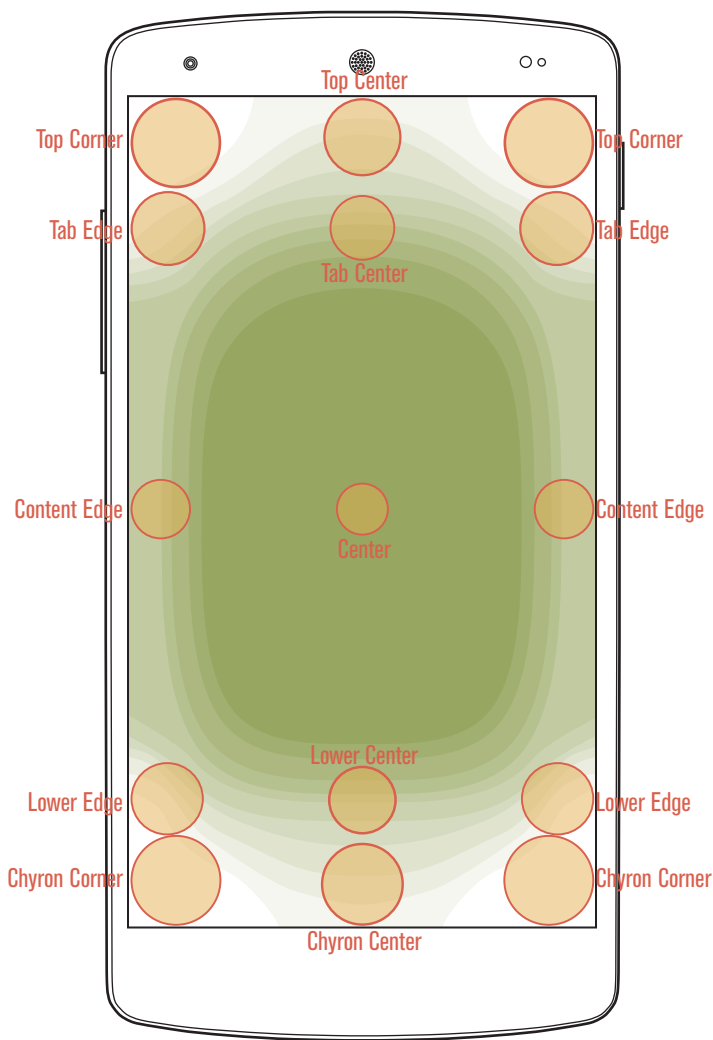
Galaxy Nexus



Asus/Google Nexus 7

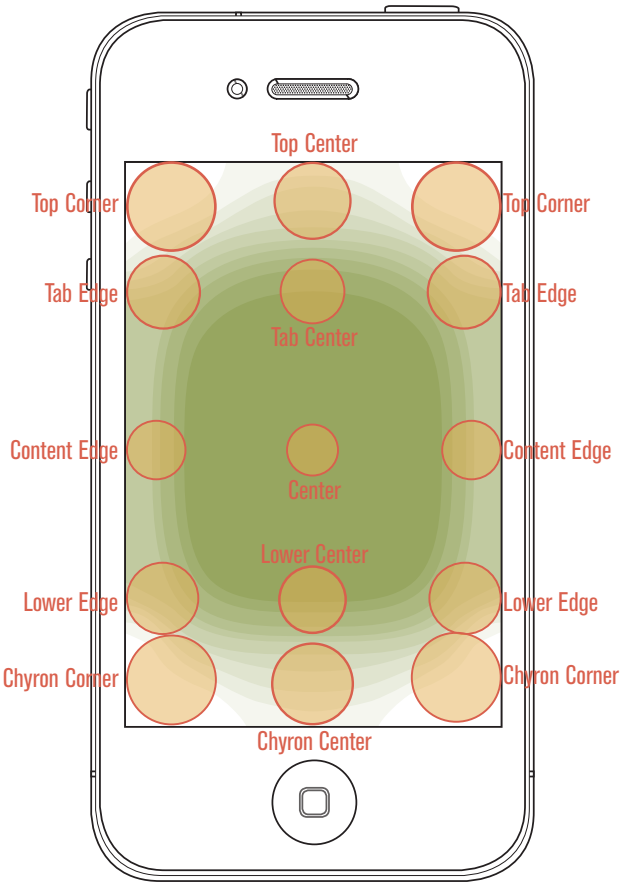


Nexus 5

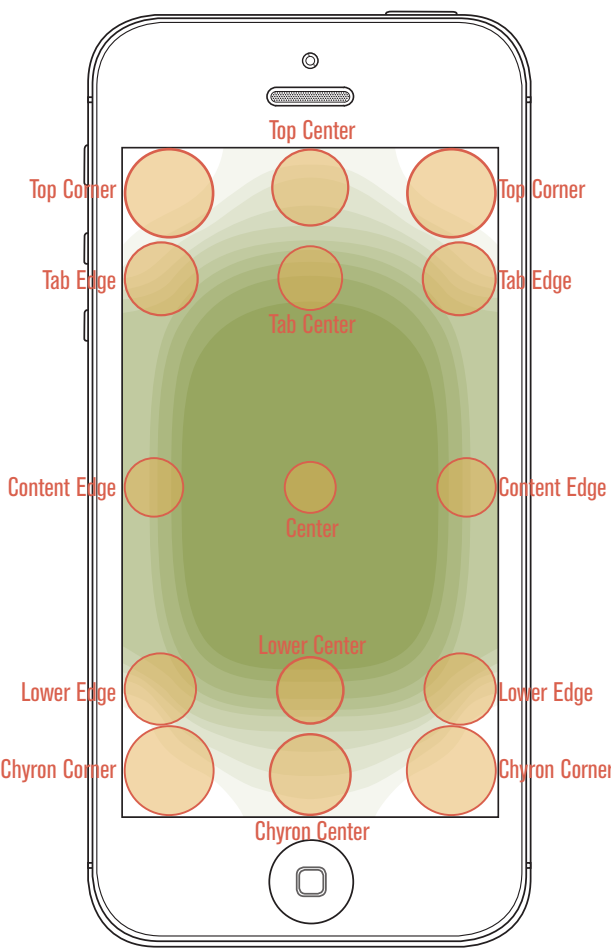


Apple iPhones

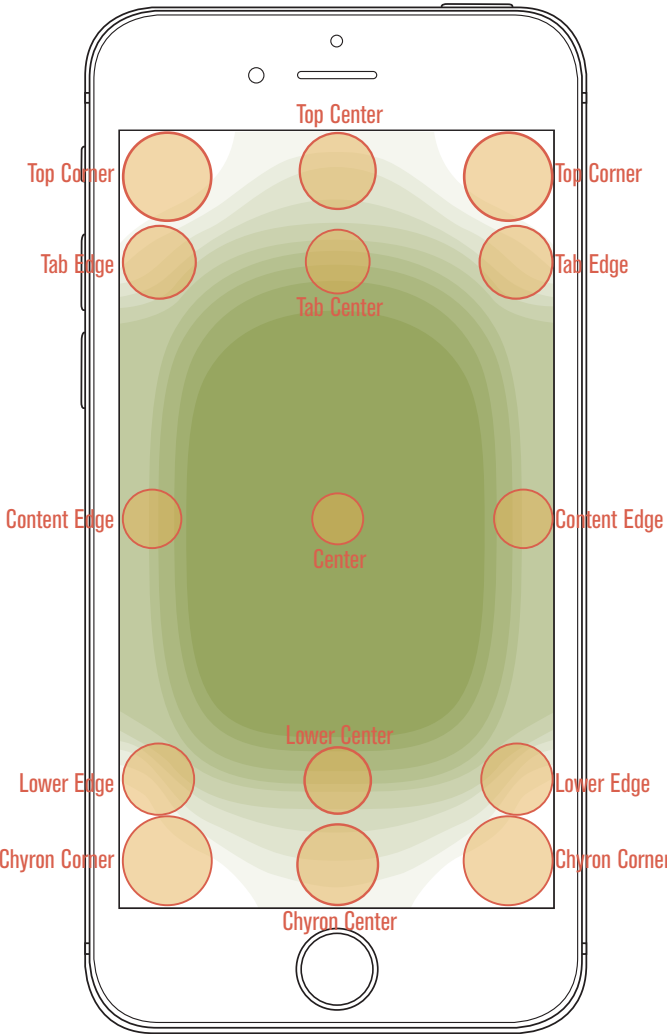
iPhone 4S



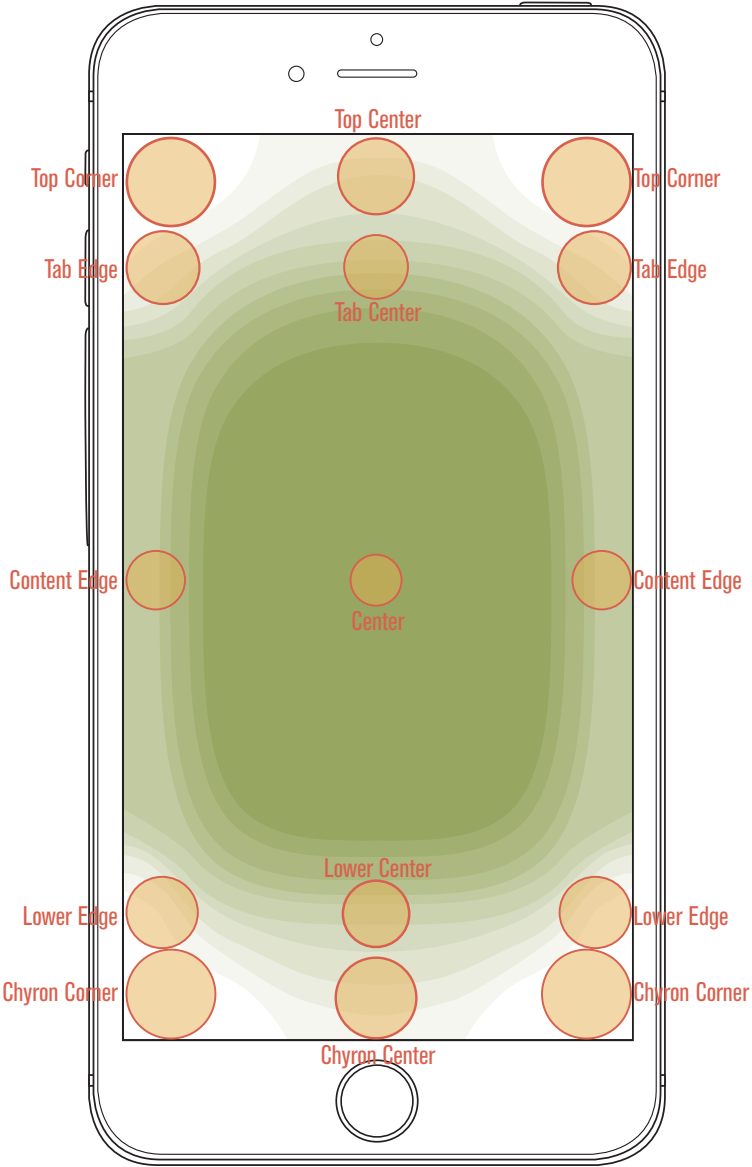
iPhone 5



iPhone 6



iPhone 6 Plus



Apple iPad

