

Visual-Related Factors in Mobile Iconic Communication

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The purpose of this exploratory, sequential, mixed methods design research was to explore current design trends and patterns in mobile application icons by analyzing existing icon elements and principles of design. The process of data collection and data analyses went through three main phases: (a) identify current characteristics and pattern design of existing icons, (b) compare mobile icons across selected application categories to underline how each category was different from the other regarding elements and principles of design used, and (c) explore users' perceptions about the elements and principles of design and account for how these elements and principles influenced the mobile application user's interaction. The results of the three phases concluded that in mobile iconic communication, the most impactful elements of design were color and graphics. It was also concluded that the icon's visual design had a significant impact on mobile usability, interaction, and communication whereby mobile developers were encouraged to design attractive, appealing and easy to recognize icons. The outcomes of this study emphasized the importance of graphic visual-design as a visual representative of the content and category of the application. Further studies are needed to explore the impact of other senses involved in mobile communication.