Splash screen usability design guidelines

Descriptions

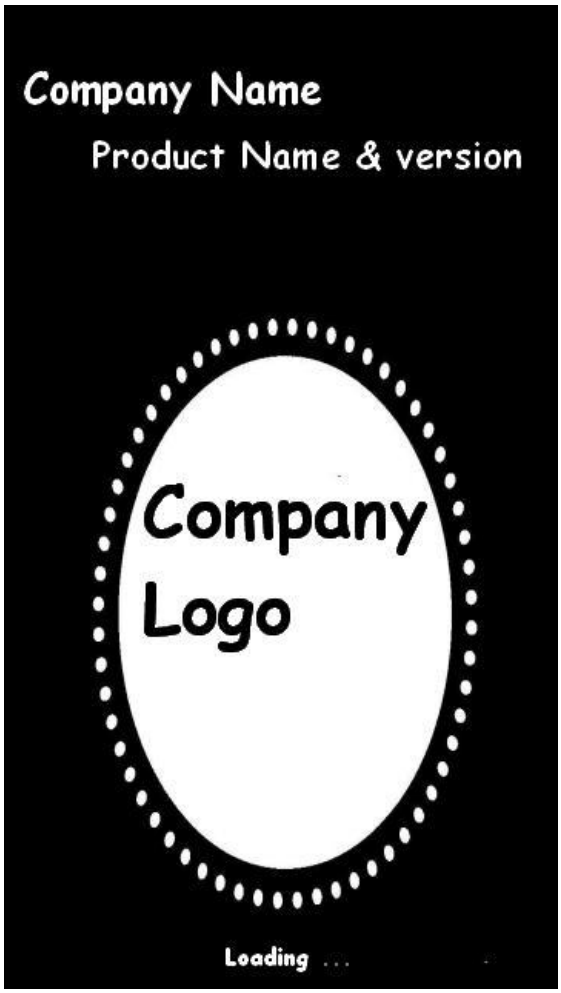
Basically launching applications need to load resources and connect to the Internet, there often is a delay while launch application. Splash screens are typically used by applications to notify the user that the program is in the process of loading its resources or connecting to internet. Occasionally, a progress bar within the splash screen indicates the loading progress. A splash screen disappears when the application complete resource loading. The testing criteria Application startup times (UNI-01) says: If your application start-up takes a long time you can entertain the user by showing a splash screen or a progress bar to show that the application is really doing something.

Keeps these guide line in your mind during implementing splash screen to your application:

1. Display the product name and version on splash screen.
2. Splash screen can display the vendor's corporate image and branding
3. Splash screen contains important copyright and third party components information.
4. Show a a progress bar within the splash screen indicating the loading progress.
5. Allow user to exit application if it takes long time to load resources.
6. Make sure the splash screen supports both landscape and portrait mode view, for example, in case of N95 a user can switch between lansdcape and portrait mode.
7. An audio/video clip can also be added for a better user experience.
8. Splash screen should not be displayed when application has been auto-started as the intention is to give it keep it running in the background and not display to the user.

Good designed splash screen Example

It contains product name and its version, vendors corporate image, and shows progressbar of loading process.



Bad designed splash screen Example

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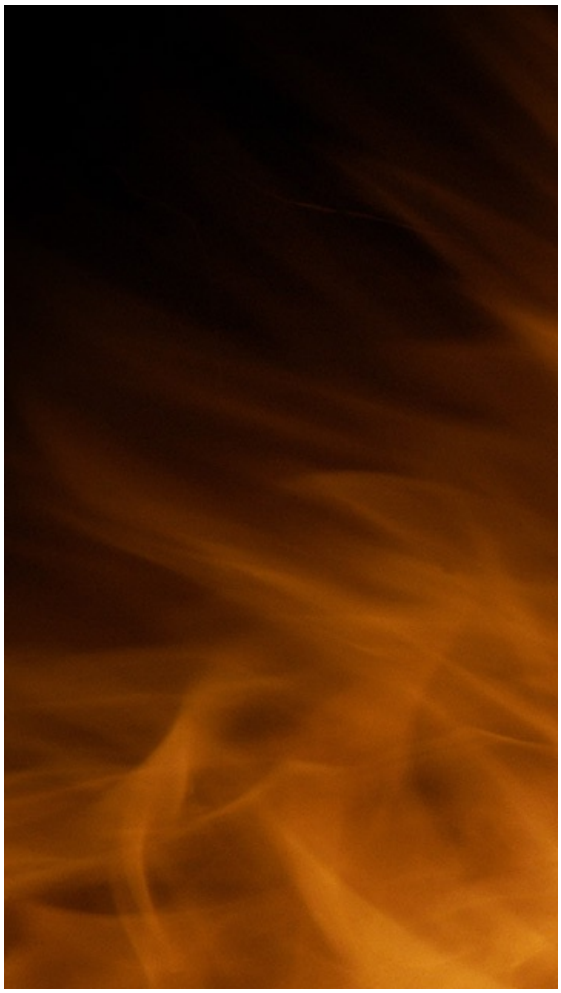
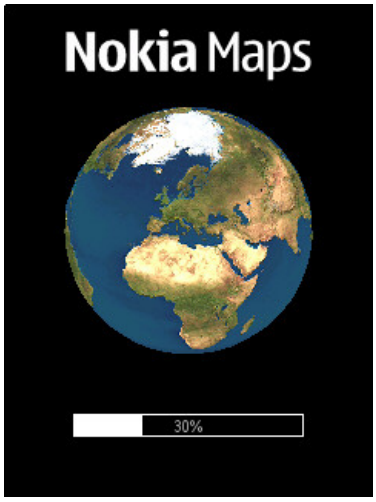
Bad designed splash screen just show image



Example of splash screen usage



Other examples are popular games like Asphalt and Fifa from N-Games available with a demo version on the N95 phones.

Related Links

- Simple Splash screen implementation

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