4ourth ▮ mobile touch template

4ourth.com/TouchTemplate

People are more accurate in the middle of the screen, less at the edges and especially corners.

Center touch targets in circles by area of the screen. Nothing else tappable should be in the circle.

Fractional inch ruler

Metric ruler (mm/cm)

Don't use thumb sweep charts

People hold phones in many ways, and shift to reach corners.

1"   1/2   1/4   1/8   1/16   1 mm   0   1   2   3 cm

Masthead 11 mm / 31 pt   Tabs 9 mm / 28 pt   Center 7 mm / 20 pt   Last Row 9 mm / 28 pt   Chyron 12 mm / 34 pt

5 Word & Icon Sizes

Ignore old guidelines like 44px targets, and thumb reach no-go areas.

The larger devices get, the further away from the eye they are used. Use the right size based on device class. **Minimums** to the left, at least 30% larger for easy readability.

7 Optimize by Zones

Make sure there's enough space between targets **by location on the screen.** Place the most read and tapped items in the center.

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2016

0   12   24   36 pt

Akg 4   Akg 6   Akg 7   Akg 8   Akg 9   Akg 10   Akg 11   Akg 12   Akg 14   Akg 16   Akg 18

2.5"   3.5   5"   7-10"   in stand

Align type with scale above to find point size.

9

Safe area for touch with cases.

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Typographer's ruler (points)

Type scale

Minimum sizes for device classes

Safe zone for thick bezels

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