

Mobile UX for Philippine Service Businesses: A Research Brief

10 research-backed findings for designing mobile apps for Filipino service solopreneurs. Based on Statcounter PH data, Apple HIG, Google Material Design, Nielsen Norman Group research, and ACM Digital Library studies on Filipino app usage.

- 1 360×800px is the target screen — not 390px**

Statcounter PH: 360×800 is the most common mobile resolution (~40% of PH market). Budget Android phones at PHP 3,000–6,000 (Redmi, Realme, Vivo). Content area is only 328px wide.
- 2 Minimum 44px touch targets — 48px preferred**

Apple HIG: 44×44px minimum. Google Material: 48×48px preferred. Budget Android users at events need generous targets.
- 3 KPI numbers must be abbreviated on mobile**

At 328px width, "±27,150" overflows. "±27.1k" fits perfectly. GCash uses this pattern. Always use abbreviated formats for dashboard KPIs.
- 4 Light mode wins outdoors**

In bright sunlight, displays can't get dark enough vs ambient brightness. Piepenbrock 2013: users read faster in light mode. Every major PH app defaults to light.
- 5 Bottom navigation — 5 tabs with icons + labels**

AppMySite 2025: 5 tabs is optimal. Icons alone confuse ~20% of users. Bottom 50% of screen = natural thumb zone. Put primary actions there.
- 6 Forms: single column, label above, 44px minimum height**

Nielsen Norman Group: single column ONLY on mobile. Progressive disclosure (4 fields default, expand for more) reduces form abandonment.
- 7 Body text minimum 16px on mobile**

WCAG and Apple/Google: 16px minimum for body text. Outdoor use degrades contrast and perceived size. Below 16px is an accessibility failure.
- 8 Optimistic UI is critical for provincial PH networks**

Provincial PH networks have intermittent 4G with 2–4 second lag. Update locally first, sync in background. Prevents double-taps and duplicate entries.
- 9 Safe area insets must be respected on iPhones**

iPhone X+ have a 34px home indicator safe area. Use `env(safe-area-inset-bottom)` with `viewport-fit=cover`. Without this, fixed bottom nav leaves a visible gap.
- 10 Keep animations under 300ms on budget Android phones**

Redmi/Realme devices have limited GPU resources. Use only transform and opacity (GPU-accelerated). Complex animations cause visible jank.