

# Mobile-first Design

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## What is mobile-first design?

Mobile-first design is a design philosophy that aims to create better experiences for users by starting the design process from the smallest of screens: mobile. Designing and prototyping your websites for mobile devices first helps you ensure that your users' experience is seamless on any device.

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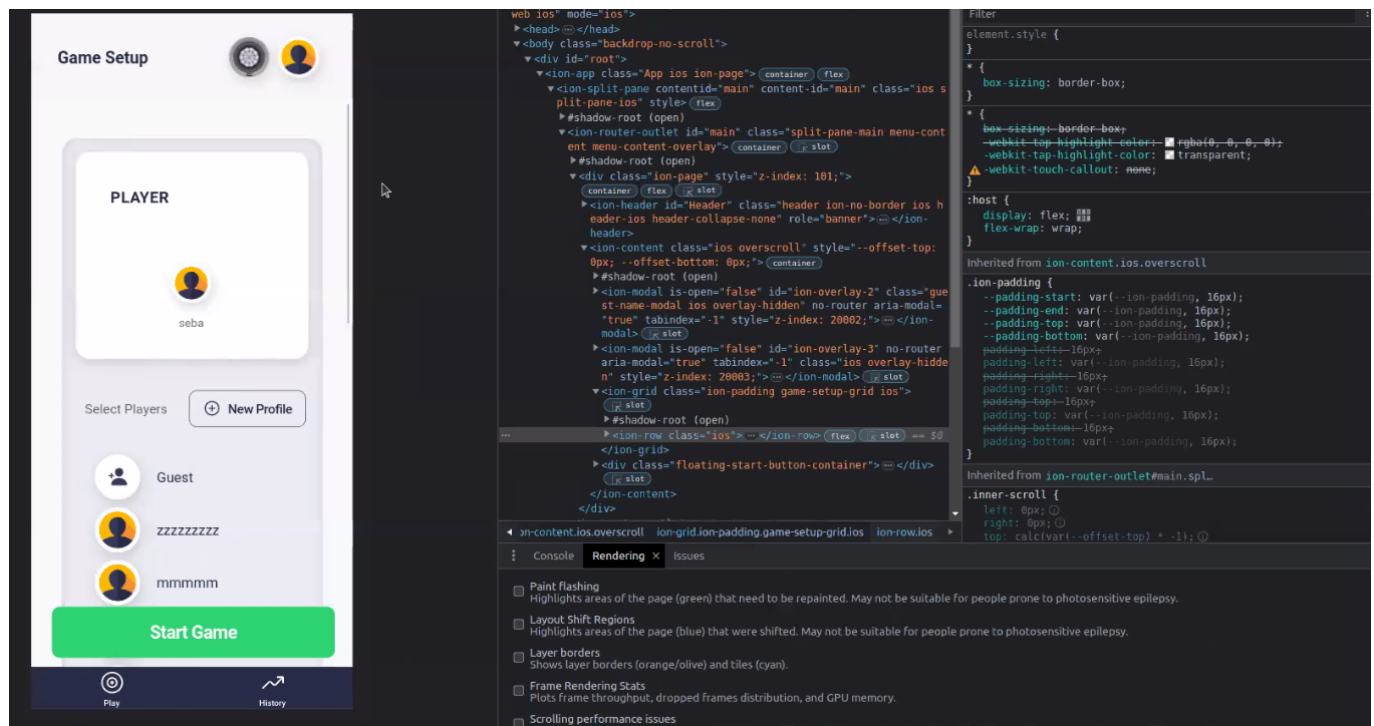
For example, if a mobile-first designer sits down to prototype or sketch out a website layout, they wouldn't start sketching a desktop layout. Instead, they'd sketch out how it'd look on mobile, then move onto bigger and bigger screens.

## But why is this important?

The reasoning behind this is simple: Mobile design is more limited. After all, you're designing for a smaller screen and can only fit so many elements into it. That means you choose only what's most important—what your users need the most—while ignoring everything else.

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As you expand your design, you can provide them with other elements, but you know exactly what you need to bring to the forefront.



# Mobile-first design and accessibility

**Small-screen friendly** Mobile-first design pushes you to make your digital products more readable on smaller screens—and therefore more accessible to people who might be hard of seeing. And when your designs help people with limited vision, they'll also help everyone else.

**Hierarchy of information** As we'll go into later, mobile-first means content first. That means, putting your most important content assets (i.e. the ones your users want) as soon as possible on your page. This also makes your content accessible to anyone with cognitive disabilities.

## #1 Mobile-first = Content-first

When it comes to mobile-first design, you need to remember one thing:

**Content is key.**

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You need to give your users all the content they're looking for—and only that. Anything else might clutter and distract from your users' experience.

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## #3 KISS (Keep it simple, stupid)

**Good mobile design is simple.**

You never want to burden your users with extraneous elements like ads, pop-ups, and other content they don't want to see—but especially not on mobile. Limit your limited visual real estate to only including the things they're on the page for.

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Keep. The. User. In. Mind.

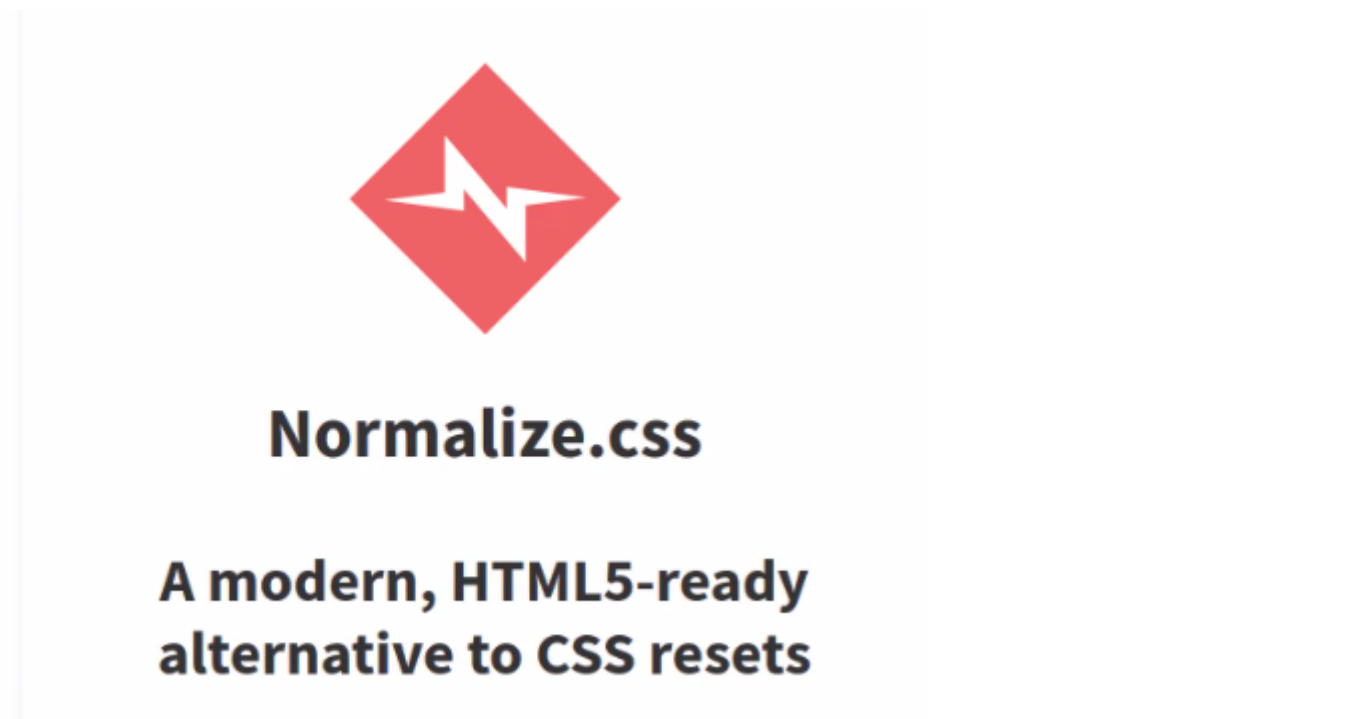
**Live Session:**

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**CSS - Reset:**

```
style.css
WebDEV-Squad > UI > 07.08.23-Media-queries-clamp() > No
1  *{
2      padding: 0;
3      margin: 0;
4      box-sizing: border-box;
5  }
6
7  :root{
8      font-size: 62.5%;
9  }
10
11  h1{
12      font-size: 3rem;
13  }
```

Normalize.css:



<https://necolas.github.io/normalize.css/8.0.1/normalize.css>

oder

<https://cdnjs.cloudflare.com/ajax/libs/normalize/8.0.1/normalize.css>

oder:

```
npm install normalize.css
```

dann entweder extern laden

```
<link
  rel="stylesheet"

href="https://cdnjs.cloudflare.com/ajax/libs/normalize/8.0.1/normalize.css"
/>
```

oder, besser, lokal installieren und ansprechen:

```
<head>
  <meta charset="UTF-8" />
  <meta name="viewport" content="width=device-width, initial-scale=1.0" />

  <!-- Normalize.css - extern laden: -->
  <!-- <link
    rel="stylesheet"
    href="https://cdnjs.cloudflare.com/ajax/libs/normalize/8.0.1/normalize.css"
  /> -->

  <!-- Normalize.css per npm install normalize.css + lokal ansprechen: -->
  <link rel="stylesheet" href="./node_modules/normalize.css/normalize.css">
  <link rel="stylesheet" href="style.css" />
  <title>Document</title>
</head>
```

media queries:

siehe style.css