

# Designing for Mobile

Garth Braithwaite

# Show and Tell

Something you love

On your person

Not your phone

Hold it up

# Who are you?

Developers

Designers

Managers

# Where do you work?

Freelance

In house

Agency

Product

# Who am I?

Senior Experience Designer (Adobe XD)

Podcast Host (RIA Radio) (Nerd Radio)

Co Author (Flex 4 Cookbook)

Twitter (@GarthDB)

# Designing for Mobile

# Designing for Mobile

Mobile Myth

Walking the Line

Be Your User

TEST TEST TEST

# Mobile Myth



# Mobile Myth

**Deploy Everywhere**

Multi-Platform Development

Libraries (BFF)

**Multi-Platform Design**

Visual Style Guide

Not CSS (kinda)

# Mobile Reality

Screen Size

Screen Resolutions

Hardware

# Mobile Myth Conclusion

Don't ever honestly say or think  
design/develop once deploy everywhere

Unless you need to coax a manager to let  
you make an app

# Walking the Line

Brand you app to be yours

READ: different from every other app out there

# Walking the Line

Be familiar

READ: like the OS people have come to love

# Be Your User

Empathy

# Be Your User

Spend time with platform

Talk with the user

Spot annoyances

# TEST TEST TEST

Emulator

On devices

Prototype

Paper prototype



# TEST TEST TEST

Emulator

Simple solution

*Inherently flawed*

Hardware inconsistency

Touch gestures

Size

# TEST TEST TEST

On Devices

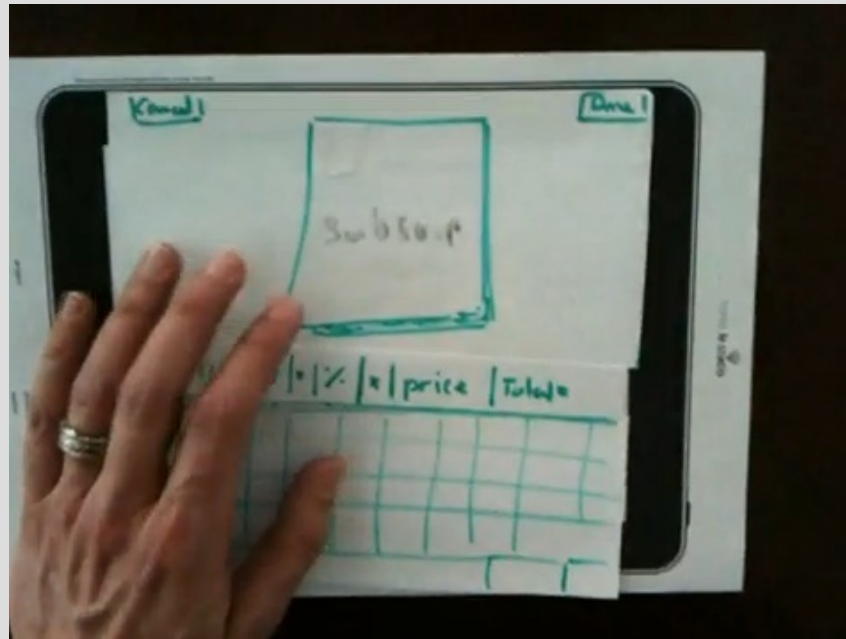
LiveView Screencaster

<http://www.zambetti.com/projects/liveview/>



TEST TEST TEST

# Paper Prototype



# Conclusion

Efficient workflows != Shortcuts

You are good

You want to make good stuff

Fin.