

MOBILE FIRST

FRONT-END FOR THE FOREFRONT OF
THE WEB

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NUMBERS

"10.11 percent of Website hits/pageviews come from a handheld mobile device"

"Many mobile Web users are mobile-only"

Mobithinking

PREVIOUS APPROACHES







"Desktop first"

Responsive design

BACK TO BASICS

"Content is king"

Variety of devices

Browser	Visits	% Visits
1. Safari	113	 60.75%
2. Chrome	34	 18.28%
3. Internet Explorer	16	 8.60%
4. Firefox	11	 5.91%
5. Android Browser	10	 5.38%
6. Amazon Silk	1	 0.54%

CREATING EXPERIENCES

Graceful degradation

Progressive enhancement

Feature detection (**Modernizr**)

OPTIMIZE

Costs: bandwidth, requests, processing

Pre-compile (eg. templates)

Start with simpler code

```
/* Desktop first */  
@media screen and (max-width: 400px) {}  
/* Mobile first */  
@media screen and (min-width: 600px) {}
```

Load large images in media queries

DEBUGGING

Emulators, virtual machines, actual devices

weinre - Web Inspector for (WebKit) mobile

Client-side errors (**Qbaka**)

THE END