1. Mobile First
   1. Gets your core and simple and beautiful features down first
   2. Responsive Retrofitting, is not mobile first although it accomplishes the same purpose just less effective
   3. Start small, and work your way up
2. UX improvements
   1. People don’t know what they want until you show it to them, observe what they do not what they say
   2. Give them what they came for quickly, make them think less. Smooth and seamless.
   3. Reachability, don’t make it hard
   4. Reduce heavy size data, photos and fonts
   5. Minify the documents to reduce loading times
3. With software we just “make do”
   1. Make the bottom of the app the part that is most accessible by the fingers
      1. People use them easier and like them more and think the app itself moves faster
   2. Make buttons look like buttons
   3. Give the user what they want right off the bat
4. Mobile Inputs (Forms)
   1. Mobile forces simplicity, lessen the cognitive load
   2. Demand less information so they don’t have to scroll or add unnecessary information
   3. Don’t cram info
   4. Give the user feedback, let them know how their progress is going
   5. Use autofill
   6. Just make it easy
5. Make advertising better
   1. Parallax ads are good
   2. Advertise sparingly, content comes first
   3. Don’t inconvenience the user. Nobody really likes ads

DOING STUFF WITH INTERNET THINGS

1. localStorage is an object that contains local Storage
   1. localStorage.getItem(*variable).*
   2. localStorage.setItem(*key, value)*.

Questions: Local storage saves info between refreshes and visiting other sites. Is that info ONLY stored in the browsers cache or is it also stored externally (local hard drive or server)?