**Master Mobile X**

**VIDEO 1 - How to rewrite your brain for Mobile First UX**

The paradigm shift

* With desktop computers people were replacing their devices ever 4 to 5 years
* With mobile devices they are not being replaced approx. every two years.
* 2 to 3 devices per person, per household. Multiple devices per household instead of just one.
* Mobile traffic up 18.6% over 2013

Responsive Retrofitting - Taking what you already have and making it work on mobile.

* Cheaper and faster than ground up re-write
* Better mobile experience than desktop only
* BUT
* Doesn't address screen real state issues
* Doesn’t address the touch interaction issues

Mobile First

* Time consuming and costly for a full rebuild
* BUT
* Provides best experience across many devices
* Address constraints of mobile size/bandwidth
* Plan for future friendly and ready to grow

Things to remember

* Desktop computer sales have been declining since 2011
* You don’t see people with their heads in laptops
* Start small and scale up
* Mobile is not a fad

**VIDEO 2 - How to Improve UX by Understanding Users**

Don't listen to users, observe what they are doing and find a way to fill their needs as simply as possible

**Immediate.** Relevant. Frictionless

* Be there - To help move someone along their decision journey, and deepen their loyalty
* Be Useful - Only 9% of users will stay if it doesn't satisfy their needs
* Be Quick - It's not just about fast loading, the functionality must be there as well

Reachability Matters

* Make sure key items are in easy to reach places

Speed matters. It affects businesses.

* Reduce image usages throughout sites/apps
  + SVG/Webfonts are lower bandwidth
* Optimize and minify CSS and JS files
* GZIP files to eliminate unnecessary data

**VIDEO 3 - Better Mobile UX with strategic menu design**

Placement Matters

* Address reachability issues
* Created perception of speed
* Improved engagement rates
* Increased user satisfaction

Understanding matters

* Keep up to date on the latest trends. Mobile is evolving quickly

**VIDEO 4 - Designing intuitive and mobile friendly forms**

Mobile Inputs (Forms)

* Make the form look more clean. **Reduce cognitive load.**
* Pagination - to break down into sections
* Enable auto-complete in forms
* Numbers matter
* Don’t force copy and paste. If you include a phone number make it a link to call

**VIDEO 5 - Designing a better mobile advertising user experience**

* Make mobile advertising ads proportionate to the device
* Do not use pop-up ads

**Doing stuf with web things**

**Steps to success**

* Think - Learn what you don't know by playing with it
* Design - Lay out a solution to a problem with what you just learned
* Test - Create expectations for behavior that will indicate if you have been successful
* Create - Write the code

Do not use the "oh crap!" method. Think about your customer's needs, design a solution to cover those needs, test it to make sure that the solution works, create the solution.

HTML - Define the stuff to be shown to the user

CSS - Make the stuff shown to the user pleasant to see

JavaScript - Make the user experience interactive rather than passive

Function theFunctionName(whatGoesIn)

**If you’re dealing with an input or textarea use value; for a section, use innerHTML.**

LOCAL STORAGE

Local storage uses ‘key-value pairs’

**6!** function loadStory(){

**7** var storyName = document.getElementById(“name\_input”).value

**8** var storyHTML = localStorage.getItem(storyName)

**9** document.getElementById(“story\_editor”).value = storyHTML

**10** }

This is from website: https://htmldog.com/guides/javascript/advanced/localstorage/

How to store in local storage but only as string. Use the JSON.stringify to turn into string. Then you need to use JSON.parse when you get the object out of local storage.

localStorage.setItem('user', JSON.stringify({

username: 'htmldog',

api\_key: 'abc123xyz789'

}));

var user = JSON.parse(localStorage.getItem('user'));