“Mobile first”, as the name suggests, means that we start the product design from the mobile end which has more restrictions, then expand its features to create a tablet or desktop version.

Designing and developing for small screens force designers to remove anything that isn’t necessary for website rendering and navigation.

**Best Practices for Mobile-First Design**

At a high level, web designers must bear in mind the following best practices to ensure mobile-first web design:

**1. Prioritize Content**

When it comes to mobile-first design, designers must bear in mind the fact that content is the key. As there are space restrictions on smaller screens, web designers must ensure that the most critical elements are prominently displayed since those are the ones users will actively look for.

**2. Provide Intuitive Navigation**

Intuitive navigation is of utmost importance when it comes to delivering a neat and clean user experience on mobile devices. Web designers can leverage features like navigation drawers (using Hamburger menus) to display secondary elements of the website. This will help users to find the necessary information easily.

**3. Avoid Disruptive Pop-ups**

As mentioned frequently, mobile devices have space constraints and no user likes to be accosted with sudden pop-ups or advertisements taking over the screen. Website owners or designers must only focus on what’s important for users and provide them with things they are looking for in the first place.

**4. Test on Real Devices**

The most effective way of ensuring that a website delivers optimal user experiences across devices is by testing them on real devices. This helps designers verify whether the website renders as expected across mobiles, tablets, and desktops.

jQuery Mobile framework takes the "write less, do more" mantra to the next level: Instead of writing unique applications for each mobile device or OS, the jQuery mobile framework allows you to design a single highly-branded responsive web site or application that will work on all popular smartphone, tablet, and desktop platforms.

**Using Data Roles**

Before we dive into data roles, you need to first learn what they are. We know that HTML elements are limited in the attributes they can contain to be considered valid. For example an img element requires an src and an alt attribute to be valid. While there are some optional attributes that you can also put in the img element that would still allow it to be valid, if you were to throw in an attribute of imgtitle it would not validate.

what happens when we need that extra text in that img element? This is why data attributes exist.

Data attributes are part of the HTML5 specification. They were created so that developers who need to use custom tags can use them without fear of breaking validation of the element they are customizing. To create a data attribute you must start the attribute with data- you may then use any letters you want as long as they are lowercase.

https://demos.jquerymobile.com/1.4.0/pages/