WDD 330-Notes

Week 01
Communication is bidirectional
Computers don't store data unless told to

Challenge

--make a HTML document named story_editor.html
--user input of Name of Story--<input>
--tag so user can enter story--<textarea>
--Add header tags—header 1
--Add three buttons with JS event listeners which will be coded later.
--Add some basic CSS to stylize the text area box.
--new command to learn…localStorage.setItem

"innerHTML" is used to return something to the document.
"value" is what you use when pulling in input from the user.

JS uses local storage…called "key-value pairs".---meaning "description-stuff pairs" or the title/name and then the content.

Video Notes

Video1
--Easiest to start working with the smallest screen first because it focuses on content.
--Mobile devices are replaced every 2 years which is more frequent than PCs. Mobile traffic is going up.
--Do Mobile first…not just responsive…don't do retro fitting. It will provide the best experience, address constraints with bandwidth, and be ready for growth.
--Tablets and phones are the future.

Video2—Understanding Users
--Observe users…focus groups don't always work. Be there, be useful, be quick,
--Reachability (they use one hand sometimes). What kind of grip…portfolio and landscape
--Speed Matters—delays mean less traffic and less revenue for some websites.
--Network Matters—Don't depend on good infrastructure.
--Speed Matter—reduce image usage..but use SVG and Webfonts. Optimize and minify CSS and JS files…include white space.GZIP files eliminate unnecessary data.

Video3—Primary Controls
--Where is the menu…quick access to one-hand grip? Keep it simple and fluid

--See the Facebook application by moving primary controls to the bottom for speed and reachability. The app is not really faster but seems so.
--Hamburger menu is not that intuitive…menu with a border was the best way to get people to understand. Without the hamburger it was better than the hamburger.
--People don't complain, they just move on.

Video 4—Mobile Inputs (forms)
--don't overload the form.
--ditch labels and put them inside. /then make them go up.
--make inputs wider for fingers
--check boxes are a pain.
--make them easier and simpler.
--breakdown forms for lots of information.
--enable auto-complete on forms.
--passwords are problematic on phones…there are lots of typos…show password, but can hide if need too.
--credit card info in one formatted field.
--numbers matter…use the number. Pad when possible.
--phone numbers with anchor tag so they can be tapped to make a call…much easier than copy and paste.

Video 5—Mobile Advertising.
--Sometimes there are more advertising than actual content...a problem for mobile devices.
--Pop-up adds on mobile…are bad. Anger is not a good conversion tool.
--Make ads small and simple…not 40% of your screen real-estate.
--Don't use pop-ups and pop-overs.
--Simple and sleek
--Unobtrusive
--Test the ad with empathy

Portfolio Website:
https://github.com/aleshana/WDD-330-Portfolio.git