Week 01 Notes:

# Master Mobile UX:

* Starting with mobile first will allow you to *focus on the simple content.*
* FACT: The shift from desktop to mobile happened largely in 2011 after in 2007 Steve Jobs introduced the iPhone.
* Responsive is not mobile first.
* People don’t know what they want until you show it to them.
* You need to understand your user better than they understand themselves.
* Be there(help the user), be useful (provide them for what they came for), be quick (most be functional and fast).
* Reachability matters a lot. Keep in mind the most common grips and fingers used.
* Reduce images as much as possible and use svg/webfonts as possible
* Optimize css/javascript file.
* Reduce whitespace and use gzip files
* Understand what the primary controls are so you can place them in the easiest to reach places.
* Always strive for amazing not just good enough.
* Make sure to look at the research to verify that your changes are actually helping your product.
* Use float labels from now on.
* Always reduce cognitive load time. Auto fill helps with this.
* If numbers are only required why bring up the standard keyboard?
* End users not technologies make the market. It’s all about how users use a mobile device.
* We can do a lot better on adds.