Design for least powerful, smallest device first = greater and firstly focus on content + core functionality = simple beautiful apps

paradigm shift:

decline of PC sales post-2011, mobile and tabular devices essentially introduced 2007, sales skyrocket 2011 and jump MUCH more.

PCs are generally replaced 4-5 years, whereas mobile devices after about 2 years.

Mobile traffic up 18.6% over 2-13

-December 2013: about 40%

-December 2014: more than 50% (about 55-60%)

responsive retrofitting:

-Pros: Cheaper, faster than ground-up re-writes; Can suit your desktop-designed sites to a better mobile experience.

-Cons: Doesn't address screen "real estate" issues; Doesn't address touch interaction issues.

Mobile-first Design:

-Pros: Provides the best experience across many devices; Addresses constraints of mobile size/bandwidth; Future friendly and ready for growth.

-Cons: Time-consuming and costly for a full rebuild, especially for larger websites and companies.

REMEMBER:

Desktop computer sales have been declining since 2011.

You don't see people with their heads in laptops.

Start small, scale up. (Mobile first!)

Mobile is NOT A FAD!

Steve Jobs: "It's really hard to design products by focus groups. A lot of times, people don't know what they want until you show it to them."

1. Be there.

2. Be Useful.

-Only 9% of users will stay if it doesn't satisfy their needs.

3. Be Quick.

75% of people rely on thumbs, 49% rely on one-handed grip.

Google: .5 second delay = 20% drop in traffic.

Bing: 2 second delay = 4% drop in revenue.

AOL.: Fastest 10% of users stay 50% longer.

Reduce image use throughout sites/apps.

SVG/Web fonts are lower bandwidth.

Optimize and minify CSS and JS files.

GZIP files to eliminate unnecessary data.

Mobile primary controls placed in the most reachable places = best practice.

"Hamburger" icon is NOT the best way to show "menu": "menu" with border without Hamburger achieved 20%+ clicks, while with the icon to "rewire" users' brains achieved ~6%. Just "menu" as a word without borders DROPPED more than 20% clicks! AVOID THIS!

FORMS:

USE FLOAT LABELS!

If need contact by phone, use radio to display phone input field; email, email field.

Possibly use progress bar?

Enable auto-complete/auto-fill.

Use single-line input field that auto-progresses through input fields to obtain credit card information.

Provide the right keyboard for the text field, i.e., keypad for phone numbers.

use anchor tags to call from mobile devices, like <a href="tel:14035551234">405-555-1234</a>

Mobile Advertising:

Make ad smaller, and increase size as necessary.

Make use of video ads! These are the next best thing to date!

Use dynamic windows to showcase ads?

Question: how effective is this compared to video ads, and which network favors video ads? Which one is better for 3G networks?

REMEMBER: Content first, ads later, un-obtrusively.