Mobile First Design

The idea of mobile first design is to consider the mobile device presentation of a website first, then consider ways to expand or enhance that presentation on a larger device such as a desktop.

Tonight we're going to look at designing a mobile site for a small coffee shop, Moonflower's Coffee. We have had an initial meeting with the coffee shop owner, and they would like a page that site that highlights their menu of coffee, tea, espresso beverages and bakery goods, their live music schedule, and presents a short history of the coffee shop, and its two owners - Ashanti and Kylan.

We don't have any actual text or images for the site yet, but we're going to layout page designs to highlight the key information for a mobile site first, then extend that layout for the desktop. The site must always include the information that they have asked for above, but it does not have to be laid out or presented in the same way.

You might consider using a single-page design similar to the examples we looked at earlier for Heroku or Tumblr, where each "page" is presented as a section you scroll down to on the same page. An alternative would be to make separate pages (similar to the case study) with a nav bar to get to each page. The choice is yours, but discuss reasons for your choice.

In-class Group Design

Split into small groups of about 3-4 people and sketch out on paper a simple mobile layout for the coffee shop site. Label major items such as the header - site title & logo, navigation, sub-headings, etc. You can use lines to indicate text and boxes to indicate text. You need enough information to show the outline of the site, but keep it fairly simple. Just enough to get the idea across.

Once you have the mobile layout complete, then sketch how that layout might be altered for a larger display on a tablet or mobile device. Once your group has agreed on a general mobile and desktop layout use Moqups to design a sharable, and more formalized wireframe.
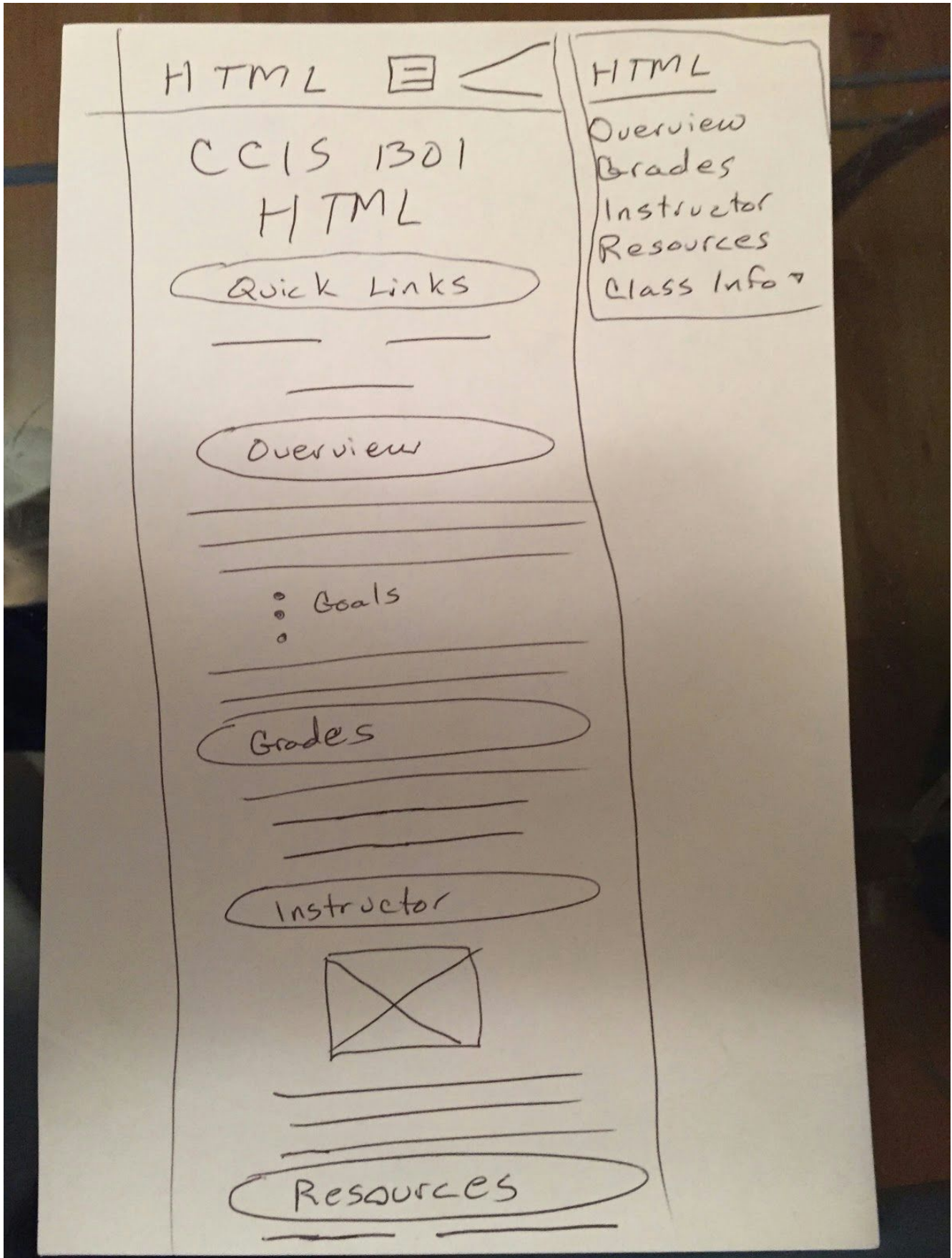
When you are finished, you'll present your work as a group to the class.

Make-up Assignment

If you miss class and want to receive credit for this work, you can sketch a design mockup on paper and scan or photograph that for submission. Then use Moqups to formalize the design and print that to a PDF. Write up a one-page (400-500 word) description of your thoughts through the **design process**. It should illustrate what you think the key information for the business is, and how and where you have chosen to present that information in the web page design.

You will have one week to submit the make-up assignment to the D2L Dropbox.

A Mobile sketch up of our course web site as an example

A Desktop sketch up of our course web site as an example

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