

DAY 3- MOBILE PATTERN/BEST PRACTICES AND WORKFLOW

- lecture/ slides
- analysis of mobile best practices
- workflow: styletiles, ai wireframes
- students show their examples?
- demo: create wireframes or display wireframes

What does it mean to Design For Mobile?

- mobile design patterns
- best practices
- main design considerations
- constraints and capabilities
- <http://www.mobile-patterns.com>

Good mobile design *(show plenty of examples at least screenshots)*

- content over navigation (couple of examples: more on the practice day)
- 1 column
- don't take too much space for header.
- bottom controls
- nav should be like a good friend: there when you need them but cool enough to give you your space (b.Frost)
- search is important especially with large menus. Use input=search to get right keyboard
- design the right affordances and controls for touch based interactions
- make interactive targets bigger and better spaced
- destructive actions should be put out of the way
- deal with hovers (options: mobile first book)
- inputs: take advantage of input types
- web forms
- special mobile features in forms
- input masks
- design for keyboard (usually half the screen height)
- reduce as much as you can. to load the social media buttons it takes 19 requests and 246k in bandwidth (<http://zurb.com/blog/small-painful-buttons>) Slide 95 for better solutions
- include back to top
- don't rely on js: blackberries have js turned off by default, and others have limited support

How to Apply A Mobile First Responsive Design?

- Mobile-first responsive web design requires overhauling a site's foundation and more importantly requires a mental overhaul.
- We must change our workflow, the tools we use, how we work
 - 1) Photoshop vs styletiles
 - 2) design THEN develop vs design AND develop
 - 3) fixed comps vs browser comps or flexible wireframes
- Most importantly, start with what matters most: CONTENT. In creating a more responsive Web, the process of how we design, implement and manage websites is evolving. We're slowly convincing clients to go back to embracing the lifeblood of the Web, [the content](#).
- However, The rules of design and usability that we've learned and iterated on over many,

many years still exist here and can't be discounted so easily. Designing responsively **doesn't change the fundamentals**. The principles of [negative \(i.e. white\) space](#) and balance still matter. Gestural interfaces don't make Fitts' Law irrelevant. Design is still a [set of decisions](#) and about solving a problem.

- There is not one way: find what works best, but questions old techniques
- If we visualize a solution only in small pieces, we'd be ignoring the big picture. If we jump too soon into markup or delay looking at it in the browser or on a device, we'd be missing something.

Workflow

- content inventory Demo: creating inventory from different sites out in the wild (lynda.com video)
- consider your analytics: while one of the benefits of responsive design is that it can be device agnostic, this does not mean you should ignore the device
- however mobile analytics are sometimes skewed.

Workflow steps:

1. content inventory
2. sketches
3. wireframes
4. browser implementation of wireframes to determine breakpoints
5. styletiles and style guides (possibly in browsers)
6. rough comps

1) Content

- Start with content: why did it become an afterthought?
- get the *kind of content* you will have (final content probably not ready)
- create an inventory of all content, including priority

Content Survey

site: Desolve.org

section: Root

page: index.htm



content	type ¹	section ²	priority ³
Logo / company name	branding	SW	1
tagline	branding	SW	4
mission statement	informative	page	2
site navigation	navigation	SW	1
latest galleries	section	page	2
city name	informative	page	2
date	informative	page	2
teaser image	decorative media	page	2
gallery tagline	informative	page	2
archived gallery list	navigation	SW	4
current contest	section	SW	4
contest photo	media	SW	4
contest description	informative	SW	4
past contest	section	SW	4
previous photo	media	SW	4
contest solution	informative	SW	4
contest winner	informative	SW	4
site search	search	SW	3
social media connect	branding	SW	3



- move into page tables (or simplified wireframes with text content)
- create a test bed: as many devices as you can get. Emulators don't work well

2) sketching

- START WITH SKETCHING
- <http://jeremypalford.com/arch-journal/responsive-web-design-sketch-sheets>

3) wireframes

- create your wireframes
- wireframes demo? Using a couple of apps?
- <http://webdesign.tutsplus.com/tutorials/workflow-tutorials/a-beginners-guide-to-wireframing/>
- <http://www.lifeishao.com/rwdwire/> (responsive wireframe tool)
- <http://getwirefy.com/> (another responsive wireframe/templates)
- TRY THIS: <http://www.divshot.com/> (tiziana/respons13)
- TRY THIS: <http://foundation.zurb.com/>
- great article and demo (check source for our demo): <http://www.thismanslife.co.uk/projects/lab/responsivewireframes/#desktop>

paid apps:

- <http://www.hotgloo.com/>

- http://www.uxpin.com/?utm_source=adpack&utm_medium=banner&utm_campaign=responsive-design
- http://www.protoshare.com/?utm_expid=8442689-18

5) *styletiles and style guide*

6) *Rough Comps*

- hi-quality mock ups have problems:
 - 1) not representing interaction
 - 2) pixel perfection is misleading
 - 3) fake hopes
 - 4) poor choice for non static medium as the web
 - 5) disconnect with development