

mobile first

progressive enhancement

performance budget

74% of users will abandon a page if it loads longer than 4 seconds

liberated

APIs

anticipate disruption

Nokia smartphones sold per day

247K

iPhones sold per day

525K

Android devices sold per day

2.4M

Aspire



www.futurefriendly.ly

content first

let content determine media queries

never design to the device

c.o.p.e.

create once publish everywhere

future-ready content