


















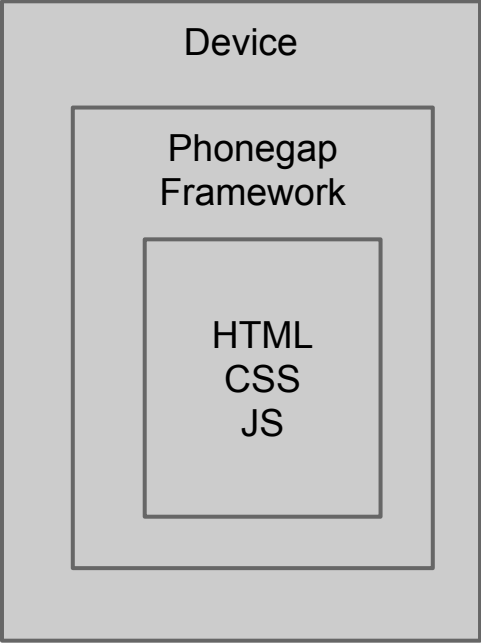
# **Mobile Web App Design Principles (beta)**

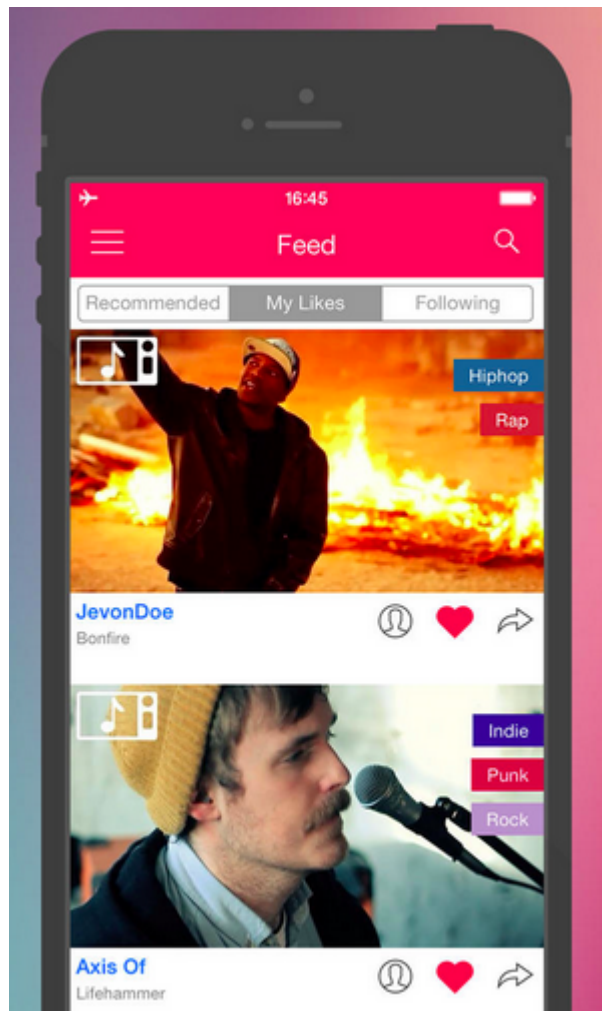
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**App created with Phonegap is  
an app running fullscreen web  
browser running html+css+js**

<http://phonegap.com/app/rormix/>

# **1. No matter how hard you try, mobile web app can't compete with native ones.**

Solution: Understand the limit, no hardcore animation.  
Try to deliver new experience or present things differently in compensation to poorer performance.

## **2. No zooming. Pages stay fixed yet vertically scrollable.**

```
<meta name="viewport" content="initial-scale=1.0,  
user-scalable=no, width=device-width">
```

```
// by default the width of the screen is set to 320px
```

### 3. Eliminate 300ms tap delay

using zepto's "tap" listener instead of click

```
// $('#someBtn').on('tap', addNewItem);
```

or using

**fastClick** libraries.. [GitHub](#) it for usage.

```
// warning: fastClick is buggy against maps and input fields
```

## **4. Stick to Single Page Application guidelines.**

No page reloading. Implement front-end template (*Underscore, Handlebars,..*) for rendering different pages via hash (#) routing. Use localStorage or REST API (connect to external database). And finally, create a well-architected app structure.



## **5. jQuery Animation poorly performs in mobile (very sluggish)**

Solution: use CSS transform because it is Hardware-Accelerated, squeezing GPU power.

<http://www.html5rocks.com/en/tutorials/speed/high-performance-animations/>

Or use a library called Velocity.js It's like jQuery animate but hardware-accelerated.

## **6. Cross-platform. Cross-device. Test on real devices repeatedly!**

iOS and Android uses different web engine for rendering DOM and also running JavaScript. Don't expect your design to look to same. Start with one platform, polish it, then move to another.

**7. Before pushing to stores, optimize your app by grouping scripts, css sheets and have them minified.**

Prepros can help with this.

**Not all relevant but good quick read:**

<https://www.google.com/think/multiscreen/whitepaper-sitedesign.html>

Good Phonegap Tutorial

<http://coenraets.org/blog/phonegap-tutorial/>