

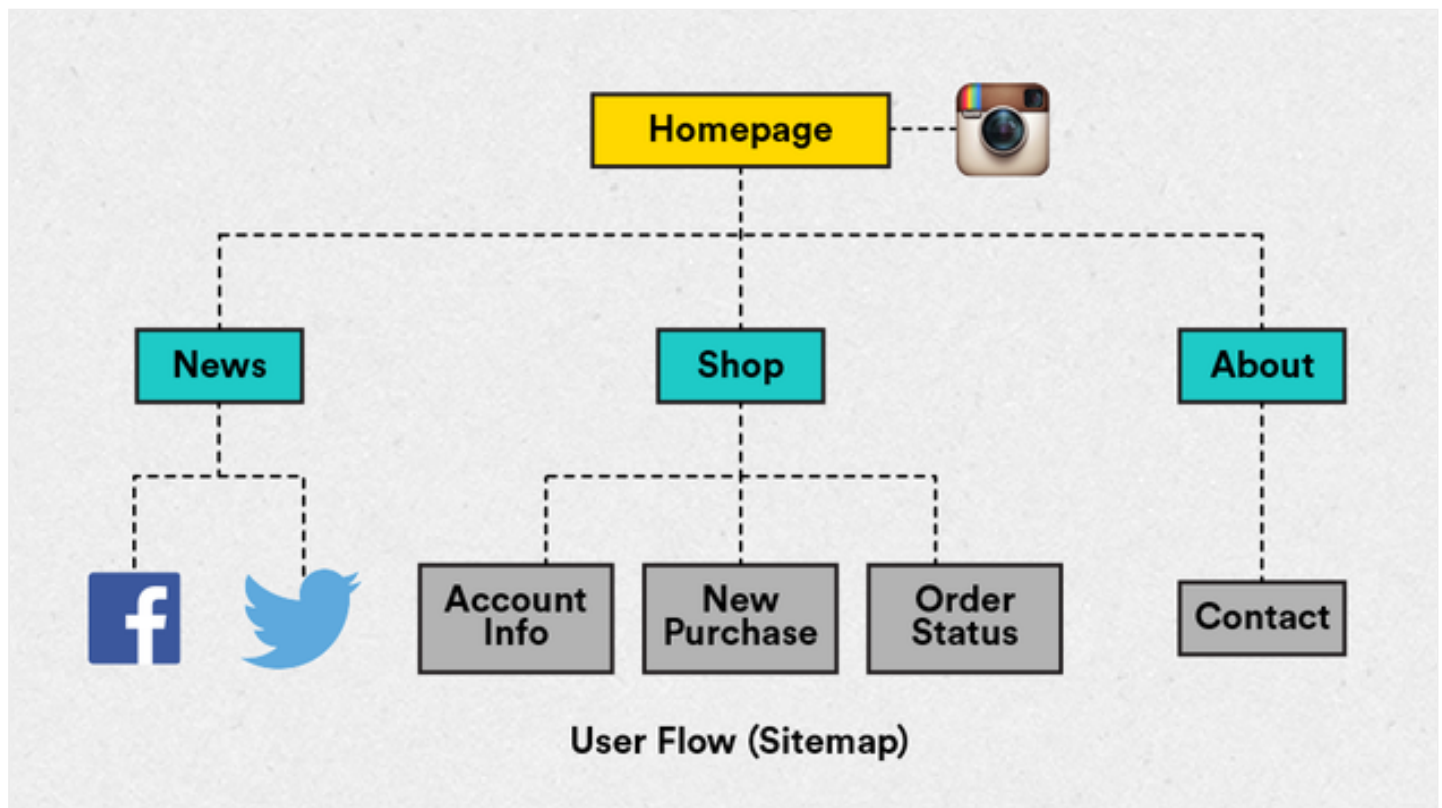


# Review Guide: Designing Across Platforms

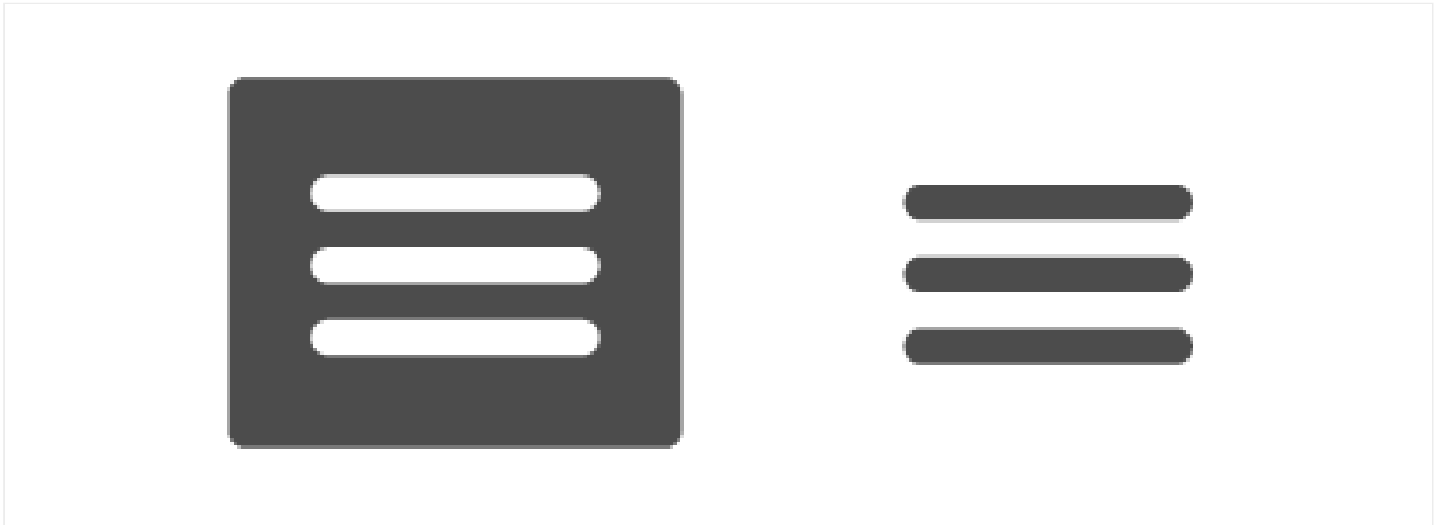
Let's review some of the key ideas introduced in this unit. You can also download all this content by clicking on the attached file for future reference.

## Key Definitions

- **Device Agnostic:** This suggests designing for communication to the user, not for any specific device.
- **UX Design:** A process to make each step in your page navigation as simple and clear as possible for users.
- **Wireframe:** Outline or sketch of the content areas of a page with an eye to focal point and hierarchy.
- **Prototype:** An early site model, either digital or analog, that can serve as the basis for research and design iterations.
- **User Flow:** Illustrates the primary and alternate paths you intend your user to take through the site, based upon user goals.



- **Media Query:** A technique used in CSS to detect the display size and subsequently activate different page styles.
- **Hamburger Icon:** A commonly used page element, consisting of three lines bounded by a rectangular block. Typically used as a link to the page menu or a vertical list. Here are two enlarged images showing what this symbol normally looks like:



## Mobile First

The practice of mobile first design suggests first designing for a smaller screen size (i.e. smartphones) and then expanding the design to larger screen browsers.

The term "mobile first" was coined by Luke Wroblewski. Check out a presentation on the topic *[here](#)*.\*

## Design Considerations for Mobile

### Physical characteristics:

Different devices have different physical characteristics, i.e., screen size, screen resolution, and different guidelines for best practices.

*Consider:* Designing to suit the devices most frequently used by your audience.

### User ergonomics:

Devices (tablet and phone) are held by hand and navigated by hand. Usage may be single, or in some cases double-handed, with finger(s) as the primary input device.

*Consider:* The context in which your site might be viewed (e.g., a crowded train vs a quiet bedroom). Is your mobile site easy to navigate / use?

### User navigation via touch:

On mobile, the finger acts as a mouse hitting buttons and links. Often, users will “drive with one thumb and one eye.”

*Consider:* Designing controls that are within reach and with enough contrast to surrounding elements.

**Gestures:**

Familiarity with standard gestures is key to designing interactions already familiar to users (ease of use) and creating engaging experiences.

*Consider:* Gestures may or may not be of concern for basic websites. While gestures are dominant in app design, basic sites may just require tap to click. Still, an awareness of common gestures helps designers understand their users' mindsets.

## Mobile Websites vs. Responsive Websites

**Mobile websites:**

Sites that are specifically coded for mobile devices. Generally speaking, such sites are made in addition to a standard desktop site and are often used on sites where the mobile experience needs to be incredibly different from the standard desktop experience.

**Responsive websites:**

Sites that “respond” to changes in the size of the browser on which they’re being viewed. This allows creators to only build and maintain one site and provide a fully cohesive experience to their users.

## Image Optimization

In order to shrink an image’s file size, you have to reduce its width and height *prior* to uploading it to the web using an image editing program like Microsoft Paint, Apple Preview, or Adobe Photoshop.

There are a couple issues you need to be aware of when reducing an image's size:

Most graphics — especially photographs — cannot be expanded once shrunk without losing resolution, so never shrink an image smaller than the largest size at which it will appear on your site.

When adjusting image sizes, always do so proportionally. If you need to change the shape of an image, crop it. Don't disproportionately adjust its size.

Whenever possible, save an image as a screen vector graphic or SVG. This is only possible for simple, illustrated artwork, like logos or icons. SVGs can be scaled to ANY size on your web page that you want without increasing the file size.

## Mobile Limitations

UX for mobile can be especially difficult for a variety of reasons:

- Limited screen space
- Less stable internet connections

- Users are often in motion
- Users are often more hurried

Keep these facts in mind when designing for mobile. Think about how your content is prioritized, ensuring that the most important content is easily accessible, even for users on the go or with slower internet connections.

## Questions to Ask Your Mentor

- Is Mobile First an approach I should always use?
- What are the differences between mobile design and app design that I should be aware of?
- Where can I find guidelines for designing to mobile interface standards?
- What are the steps I should take in order to plan a mobile site?
- How can I possibly design for every mobile device?
- Where can I find guidelines for designing to mobile interface standards?
- What is UX design and where does it fit in the process?

## Further Reading

Presentation on Mobile First

<http://www.lukew.com/resources/mobilefirst.asp>

Apple Human Interface Guidelines

<https://developer.apple.com/ios/human-interface-guidelines/overview/design-principles/>

Planning and Production Tools

<http://shop.oreilly.com/product/0636920001133.do>

<http://www.adobe.com/products/illustrator.html>

<http://www.adobe.com/products/indesign.html>

<http://www.axure.com>

<http://bohemiancoding.com/sketch/>

<http://balsamiq.com>

Adobe Digital Publishing Report

<http://www.canerel.com.tr/v2/images/publication/201301AdobeDPSshoppingSURVEY.pdf>

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## Summary

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