





#### **Overview**

- RWD Concepts
- Speed
- Frameworks
- Navigation and UI Components
- Code Examples + Dev Considerations
  - (Queries, IE, Testing, Detect Mobile, Greensock...)
- Future of UI
  - (AR, next OS)



#### Responsive Web Design (RWD) Concepts

- Responsive vs. Adaptive
- Responsive vs. Separate Mobile (or one site vs. dual sites)
- Native Apps vs. Web Apps

(1) Faletsky, Igor. "The Two Flavors of a 'One Web' Approach: Responsive vs. Adaptive."
 http://www.webmonkey.com/2013/05/the-two-flavors-of-a-one-web-approach-responsive-vs-adaptive/

 (2) Williams, Tanya. "The difference between responsive and adaptive web design."
 http://www.responsys.com/blogs/nsm/cross-channel-marketing/difference-responsive-adaptive-web-design/



# Speed

"71% of mobile users expect mobile websites to load as fast, if not faster, than desktop websites, and 74% of mobile visitors will abandon a website if it takes more than 5 seconds to load."–Brad Frost

Frost, Brad. "Separate Mobile Website Vs. Responsive Website." http://mobile.smashingmagazine.com/2012/08/22/separate-mobile-responsive-website-presidential-smackdown/



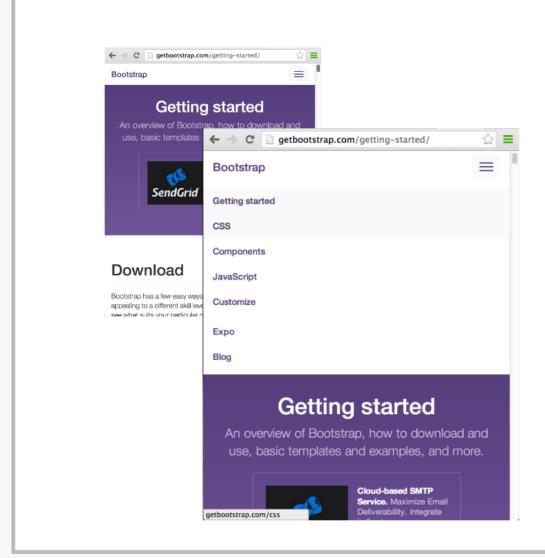
#### **Frameworks**

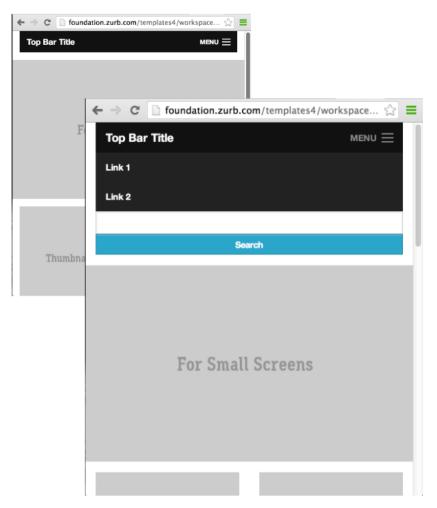
Twitter Bootstrap
 http://getbootstrap.com/getting-started/

 Foundation.js
 http://foundation.zurb.com/templates/ workspace.html

http://designinstruct.com/roundups/html5-frameworks/









# **Mobile Navigation**

- Action Bar highlight important functionalities.
- Dashboard highlight important functionalities.
- **Drill Down** (possibly combined with lists and stepping) move through vast amounts of content.
- Expandable List move through content.
- Tabs move through content.
- **Header Effects** for unobtrusive navigation.
- Scrollable Rows move through content.
- Stepping move through content.



#### **UI Mood Boards**

- http://www.mobile-patterns.com/
- <a href="http://pttrns.com/">http://pttrns.com/</a>
- <a href="http://inspired-ui.com/">http://inspired-ui.com/</a>
- http://www.mobilepatterns.com/
- <a href="http://www.mobiledesignpatterngallery.com/mobile-patterns.php">http://www.mobiledesignpatterngallery.com/mobile-patterns.php</a>
- <a href="http://www.lovelyui.com/">http://www.lovelyui.com/</a>
- <a href="http://androidux.com/">http://androidux.com/</a>
- <a href="http://www.androidpatterns.com/uap\_category/navigation">http://www.androidpatterns.com/uap\_category/navigation</a>



#### **Example 1: Simple List**

- Simple List Nav
- Mobile First
- CSS3 Selectors

Try adding a nav anchor



# **Example 1: Markup**

```
<nav>
<a href="index.html">Home</a>
<a href="#">Link</a>
<a href="#">Link</a>
</nav>
```



# **Example 1: CSS**

```
nav {...}

nav a {...}

nav a:nth-of-type(2) {
    border-top: dashed thin #3C2415;
    border-bottom: dashed thin #3C2415;
    border-right: none;
    border-left: none;
}

@media only screen and (min-width : 650px) {...}
```



#### **Viewport Meta**

- Mobile browsers create a virtual viewport that is 980px wide.
- <meta name="viewport"</li>
   content="width=device-width, initial-scale=1">

https://developer.apple.com/library/ios/documentation/AppleApplications/Reference/SafariWebContent/ UsingtheViewport/UsingtheViewport.html



#### **Media Queries**

```
/* iPads (portrait) ------ */
@media only screen
and (min-device-width : 768px)
and (max-device-width : 1024px)
and (orientation : portrait) {
....
}
```

http://css-tricks.com/snippets/css/media-queries-for-standard-devices/



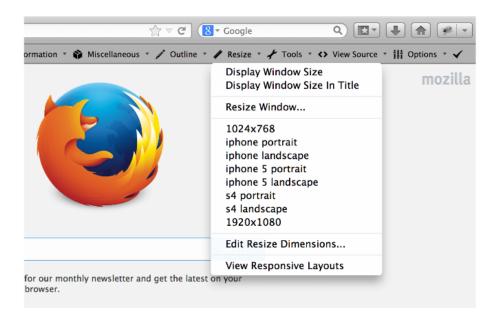
#### **Media Queries Resources**

- http://cssmediaqueries.com/
- http://css-tricks.com/snippets/css/retinadisplay-media-query/
- http://stephen.io/mediaqueries/



# **Testing**

- Firefox Web Developer
- Xcode





#### Forget IE... or Not?

- respond.js simple, used by Bootsrap.
- css3-mediaqueries.js more robust, allows height-based queries.

https://code.google.com/p/css3-mediaqueries-js/ https://github.com/scottjehl/Respond



# **Example 2: Tiered Content**

- Simple List Nav
- CSS3 animate
- Mobile only
- Detect Mobile and Redirect



#### **JS Detect Mobile**

jQuery.browser.mobile (<a href="http://detectmobilebrowser.com/">http://detectmobilebrowser.com/</a>)

jQuery.browser.mobile will be true if the browser is a mobile device



#### Redirect

```
if (jQuery.browser.mobile == true)
{
  var filename =
  window.location.href.substr(window.location.href.lastIndexOf("/")+1);
  window.location.href = "project folder" + filename;
}
```



# **Example 3: Expandable List**

- As seen in common Framework templates
- Mobile First
- Single Markup Juggling CSS and JS (Except for the extra markup controlling hover)

Try adding a transitional state



#### **GreenSock**

- JS Animation
- Backward Compatibility
- Modular library
- More power than JQuery, more control than CSS3

TweenLite.to(wrapper, foo, {height: bar + 'px' });

http://www.greensock.com/



#### **IOS Reorientation Bug**

#### Fixed in IOS7

```
if (navigator.userAgent.match(/iPhone/i) | | navigator.userAgent.match(/iPad/i)) {
   var viewportmeta = document.querySelector('meta[name="viewport"]');
   if (viewportmeta) {
      viewportmeta.content = 'width=device-width, minimum-scale=1.0, maximum-scale=1.0, initial-scale=1.0';
      document.body.addEventListener('gesturestart', function () { viewportmeta.content =
   'width=device-width, minimum-scale=0.25, maximum-scale=1.6'; }, false);
   }
}
```



# **Example 4: Fly-out Sidebar**

- Desktop First
- Extra Markup
- Simplified Tier 2 Nav

Try changing the Nav's position from off-screen left to off-screen right



#### Example 4: JS

```
menuButton.onclick = function() { toggleSlide(); };
function toggleSlide() {
  if (toggleState === 0) {
    TweenMax.to(slideNavigation, 0.5, {left: '35%'});
    toggleState = 1;
    } else {
    TweenMax.to(slideNavigation, 0.7, {left: '100%'});
    toggleState = 0;
    }
};
```



# Example 5: Fly-out Sidebar FB Style

- Mobile Only
- Calculate distances and reset on resize to solve orientation
- Change IOS Safari scroll behavior

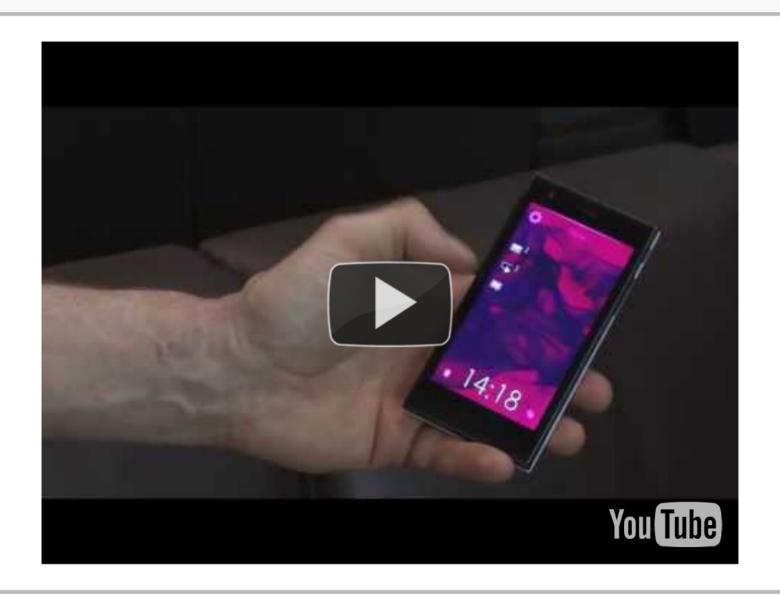
Try changing the Nav's position from off-screen left to off-screen right



#### **What's Next?**

- Augmented Reality (AR)
  - Google Glass
  - In-Browser Creators: Layar
- New Mobile OS
  - Jolla (Sailfish OS)
  - Firefox OS
  - Ubuntu







#### Thank You! | Questions?

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