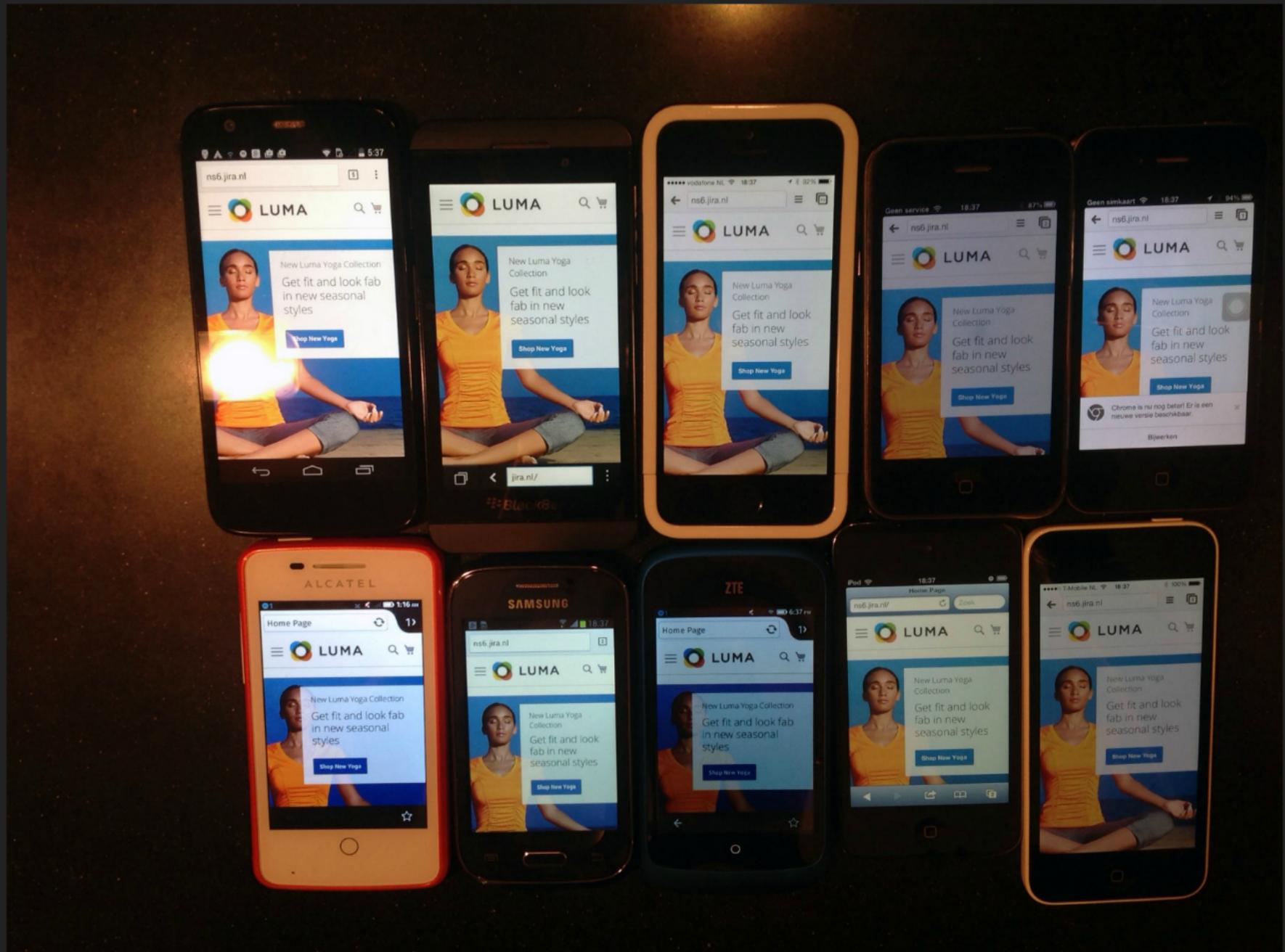


Magento 2.0



Is Magento 2.0 really mobile ready?
by Ray Bogman

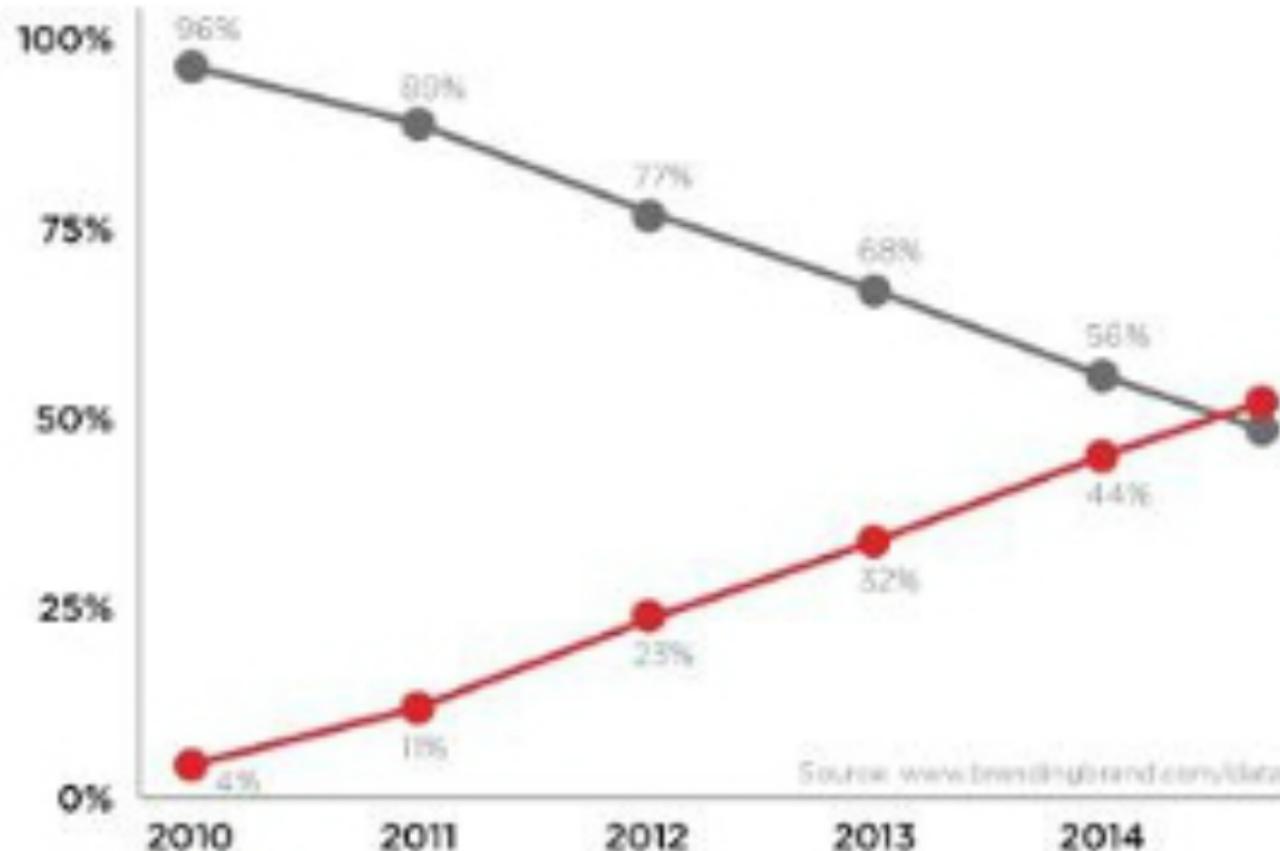
Is Magento 2.0 really mobile ready?



Why do we focus on mobile?

MOBILE IS THE MAJORITY

As of August 2014, smartphone and tablet devices now account for 51% of all online retail visits.



MOBILE
Smartphones & Tablets

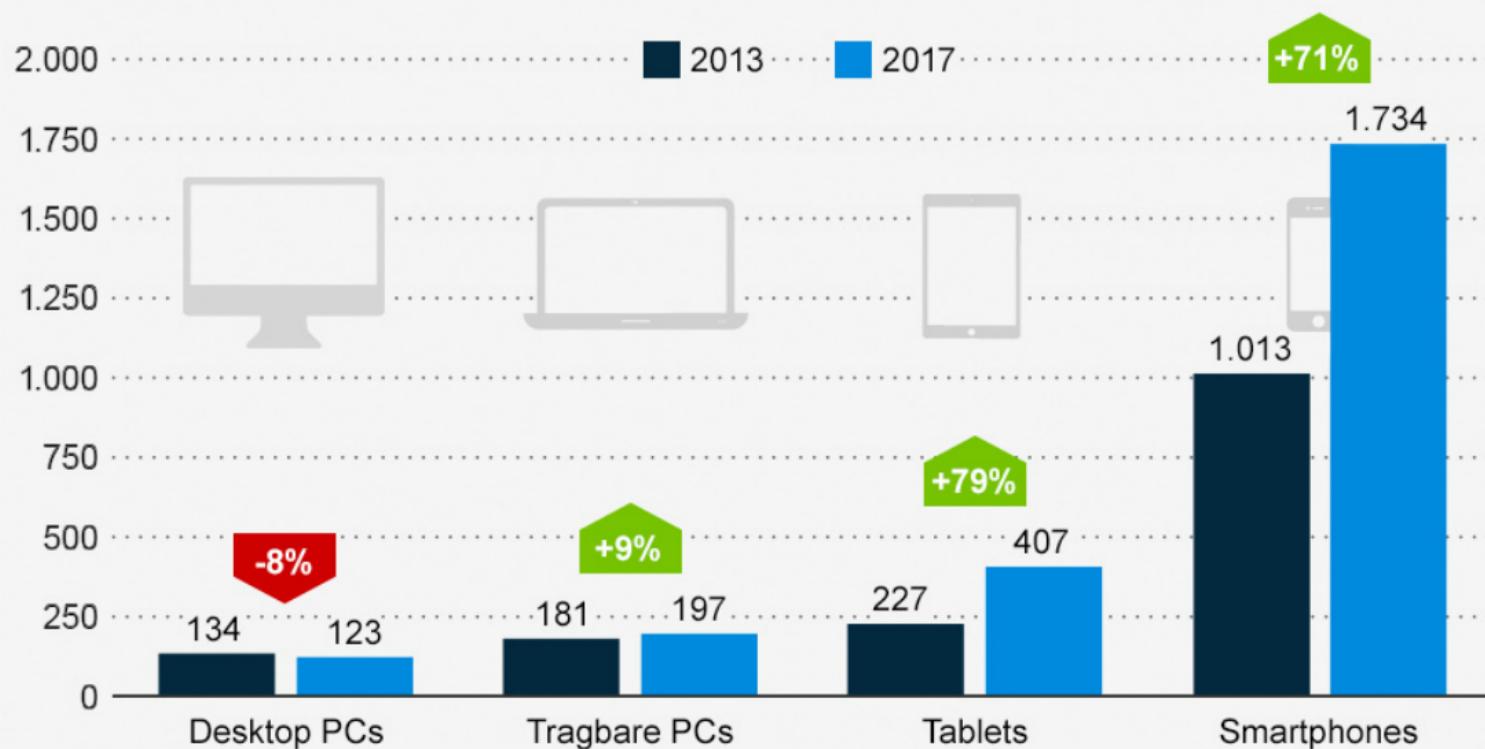


NON-MOBILE
Desktops & Laptops

Prognose

Smartphone-Absatz knackt die Milliarden-Grenze

Prognose des weltweiten Absatzes internetfähiger Geräte 2013 und 2017 (in Millionen)



Is Magento 2 mobile ready?



What are the main focus points

- Usability
- Security
- Performance

Lets first install Magento 2 Dev - Beta1

```
ray:www raybogman$ git clone https://github.com/magento/magento2.git
```

Cloning into 'magento2'...

remote: Counting objects: 1875532, done.

remote: Compressing objects: 100% (662822/662822), done.

Receiving objects: 100% (1875532/1875532), 436.26 MiB | 397.00 KiB/s, done.

remote: Total 1875532 (delta 1086806), reused 1680177 (delta 972931)

Resolving deltas: 100% (1086806/1086806), done.

Checking connectivity... done.

Checking out files: 100% (19022/19022), done.

```
  "name": "magento/project-community-edition",
  "description": "Magento project (Community Edition)",
  "type": "project",
  "version": "0.42.0-HEAD",
  "license": [
    "OSL-3.0",
    "AFL-3.0"
  ],
  "url": "https://github.com/magento/magento2"
},
{
  "name": "magento/composer",
  "url": "http://packagist.magento.com"
}
],
"require": {
  "zendframework/zend-sample-data": "0.42.0-beta1",
  "zendframework/zend-data-mysql": "0.42.0-beta1",
  "php": ">= 5.6.5-0",
  "zendframework/zend-stub-blis": "2.3.1",
  "zendframework/zend-zed": "2.3.1",
  "zendframework/zend-server": "2.3.1",
  "zendframework/zend-soap": "2.3.1",
  "zendframework/zend-xml": "2.3.1",
  "zendframework/zend-validation": "2.3.1",
  "zendframework/zend-console": "2.3.1",
  "zendframework/zend-exomizer": "2.3.1",
  "zendframework/zend-eve": "2.3.1",
  "zendframework/zend-text": "2.3.1",
  "zendframework/zend-eventmanager": "2.3.1",
  "zendframework/zend-view": "2.3.1",
  "zendframework/zend-xmlrpc": "2.3.1",
  "zendframework/zend-asset": "2.3.1",
  "zendframework/zend-config": "2.3.1",
  "zendframework/zend-form": "2.3.1",
  "zendframework/zend-hmtl": "2.3.1",
  "zendframework/zend-serializable": "2.3.1",
  "zendframework/zend-log": "2.3.1",
  "zendframework/zend-xml": "2.3.1",
  "magento/zendframework2": "1.12.9-patch1",
  "composer/composer": "1.0.6-iphps",
  "zendframework/zend": "1.11.0"
}
```

Success

Please keep this information for your records:

Magento Admin Info:

Username: admin

E-Mail: ray@jira.nl

Password: *****

Your Store Address: <http://magento2.ray.com/>

Magento Admin Address: <http://magento2.ray.com/admin/>

Encryption Key: 8830dc4579facbf8b1d60d1bcba3bf45

Database Info:

Database Name: magento2-s

Username: root

Password: *****

For security, remove write permissions from these directories:

'/Library/WebServer/Documents/www/magento2/app/etc'

[Launch Magento Admin](#)

Lets first install Magento 2 Dev - Beta

```
ray:www raybogman$ git clone https://github.com/magento/magento2.git
```

```
Cloning into 'magento2'...
```

```
remote: Counting objects: 1875532, done.
```

```
remote: Compressing objects: 100% (662822/662822), done.
```

```
Receiving objects: 100% (1875532/1875532), 436.26 MiB | 397.00 KiB/s, done.
```

```
remote: Total 1875532 (delta 1086806), reused 1680177 (delta 972931)
```

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Resolving deltas: 100% (1086806/1086806), done.
```

```
Checking connectivity... done.
```

```
Checking out files: 100% (19022/19022), done.
```

Please kee

Magent

Username:

E-Mail:

Password:

Your St

Magent

Encrypt

```
{
  "name": "magento/project-community-edition",
  "description": "Magento project (Community Edition)",
  "type": "project",
  "version": "0.42.0-beta1",
  "license": [
    "OSL-3.0",
    "AFL-3.0"
  ],
  "repositories": [
    {
      "type": "composer",
      "url": "http://packages.magento.com/"
    }
  ],
  "require": {
    "magento/sample-data": "0.42.0-beta1",
    "magento/sample-data-media": "0.42.0-beta1",
    "php": "~5.4.11|~5.5.0",
    "magento/module-theme": "0.42.0-beta1"
  }
}
```

```
{  
    "name": "magento/project-community-edition",  
    "description": "Magento project (Community Edition)",  
    "type": "project",  
    "version": "0.42.0-beta1",  
    "license": [  
        "OSL-3.0",  
        "AFL-3.0"  
    ],  
    "repositories": [  
        {  
            "type": "composer",  
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        }  
    ],  
    "require": {  
        "magento/sample-data": "0.42.0-beta1",  
        "magento/sample-data-media": "0.42.0-beta1",  
        "php": "~5.4.11|~5.5.0",  
        "zendframework/zend-stdlib": "2.3.1",  
        "zendframework/zend-code": "2.3.1",  
        "zendframework/zend-server": "2.3.1",  
        "zendframework/zend-soap": "2.3.1",  
        "zendframework/zend-uri": "2.3.1",  
        "zendframework/zend-validator": "2.3.1",  
        "zendframework/zend-console": "2.3.1",  
        "zendframework/zend-modulemanager": "2.3.1",  
        "zendframework/zend-mvc": "2.3.1",  
        "zendframework/zend-text": "2.3.1",  
        "zendframework/zend-eventmanager": "2.3.1",  
        "zendframework/zend-view": "2.3.1",  
        "zendframework/zend-servicemanager": "2.3.1",  
        "zendframework/zend-json": "2.3.1",  
        "zendframework/zend-config": "2.3.1",  
        "zendframework/zend-form": "2.3.1",  
        "zendframework/zend-di": "2.3.1",  
        "zendframework/zend-serializer": "2.3.1",  
        "zendframework/zend-log": "2.3.1",  
        "zendframework/zend-http": "2.3.1",  
        "magento/zendframework1": "1.12.9-patch1",  
        "composer/composer": "1.0.0-alpha8",  
        "monolog/monolog": "1.11.0"  
    },  
}
```

```
{  
    "name": "magento/project-community-edition",  
    "description": "Magento project (Community Edition)",  
    "type": "project",  
    "version": "0.42.0-beta1",  
    "license": [  
        "OSL-3.0",  
        "AFL-3.0"  
    ],  
    "repositories": [  
        {  
            "type": "composer",  
            "url": "http://packages.magento.com/"  
        }  
    ],  
    "require": {  
        "magento/sample-data": "0.42.0-beta1",  
        "magento/sample-data-media": "0.42.0-beta1",  
        "php": "~5.4.11|~5.5.0",  
        "zendframework/zend-stdlib": "2.3.1".  
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[Launch Magento Admin](#)

Usability

Home

99 / 100 User Experience

! Consider Fixing:

Size tap targets appropriately

Some of the links/buttons on your webpage may be too small for a user to easily tap on a touchscreen. Consider [making these tap targets larger](#) to provide a better user experience.

The following tap targets are close to other nearby tap targets and may need additional spacing around them.

The tap target `My Cart items` is close to 1 other tap targets ([see screenshot](#)).

The tap target `<label for="search" class="label">Search</label>` is close to 1 other tap targets ([see screenshot](#)).

The tap target `<form id="newsletter-validate-detail" class="form subscribe">Sign Up for Our Subscribe</form>` and 1 others are close to other tap targets.

Catalog/Product page

99 / 100 User Experience

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The tap target `Toggle Nav` is close to 1 other tap targets ([see screenshot](#)).

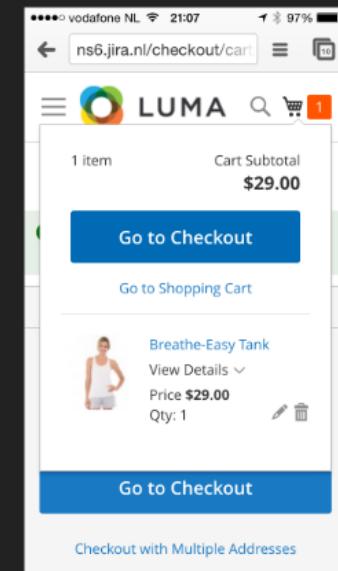
The tap target `My Cart items` is close to 1 other tap targets ([see screenshot](#)).

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Positive Improvements

- Back Home link
- Contact,Checkout phone - number element [`<input type="number" /> <input type="tel" />`]
- Advanced Search [price input] - number elements
- Catalog filters, Pagination are too small to tab (small screens - FireFox OS, Ipad Touch, Andriod)
- Hidden menu not always working on FireFox OS [Alcatel]
- Account menu not always working on FireFox OS [Alcatel]
- Selecting product on FireFox OS not working [Alcatel]
- No easy back form Hidden menu to page
- Edit/delete small to tab in Shopping cart [dropdown popup]
- Zoom pitch Product detail page not user friendly



Test Devices: Ipad touch 3/4, FireFox OS (Alcatel [1.0.1.0], ZTE [1.1.0B01]), Samsung Andriod 4.1.2, Motorola G, 4.4.4, Iphone 3G, 4, 5C, 5S, Blackberry Z10

Home

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The tap target `<form id="newsletter-validate-detail" class="form subscribe">Sign Up for Ou...Subscribe</form>` and 1 others are close to other tap targets.

The tap target [My Cart...items](http://ns6.jir...checkout/cart/) is close to 1 other tap targets (see screenshot).

The tap target Search is close to 1 other tap targets (see screenshot).

The tap target Sign Up for Ou...Subscribe and 1 others are close to other tap targets.

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- Edit/delete small to tab in Shopping cart [dropdown popup]
- Zoom pitch Product detail page not user friendly

Devices: Ipad touch 3/4, FireFox OS (Alcatel [1.0.1.0], ZTE [1.1.0B01]), Samsung Andriod 4.1.2, Motorola G,



LUMA



1

1 item

Cart Subtotal

\$29.00

Go to Checkout

[Go to Shopping Cart](#)



Breathe-Easy Tank

[View Details](#) ▾

Price **\$29.00**

Qty: 1

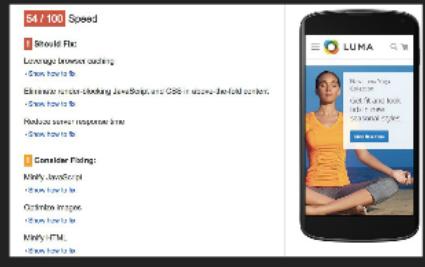


Go to Checkout

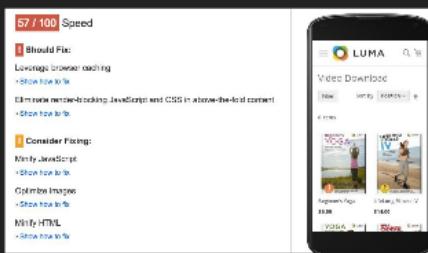
[Checkout with Multiple Addresses](#)

Performance

Home



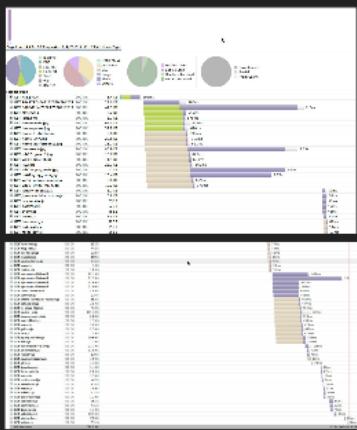
Catalog



Product page



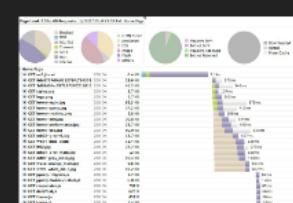
Home - 4G - no cache



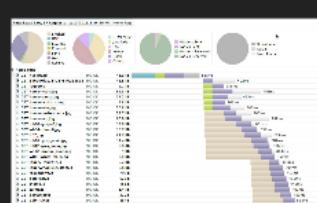
Home - 3G - cached



Home - wifi - austria



Home - 3G - austria



54 / 100 Speed

I Should Fix:

Leverage browser caching

► [Show how to fix](#)

Eliminate render-blocking JavaScript and CSS in above-the-fold content

► [Show how to fix](#)

Reduce server response time

► [Show how to fix](#)

I Consider Fixing:

Minify JavaScript

► [Show how to fix](#)

Optimize images

► [Show how to fix](#)

Minify HTML

► [Show how to fix](#)



57 / 100 Speed**I Should Fix:**

Leverage browser caching

► [Show how to fix](#)

Eliminate render-blocking JavaScript and CSS in above-the-fold content

► [Show how to fix](#)

I Consider Fixing:

Minify JavaScript

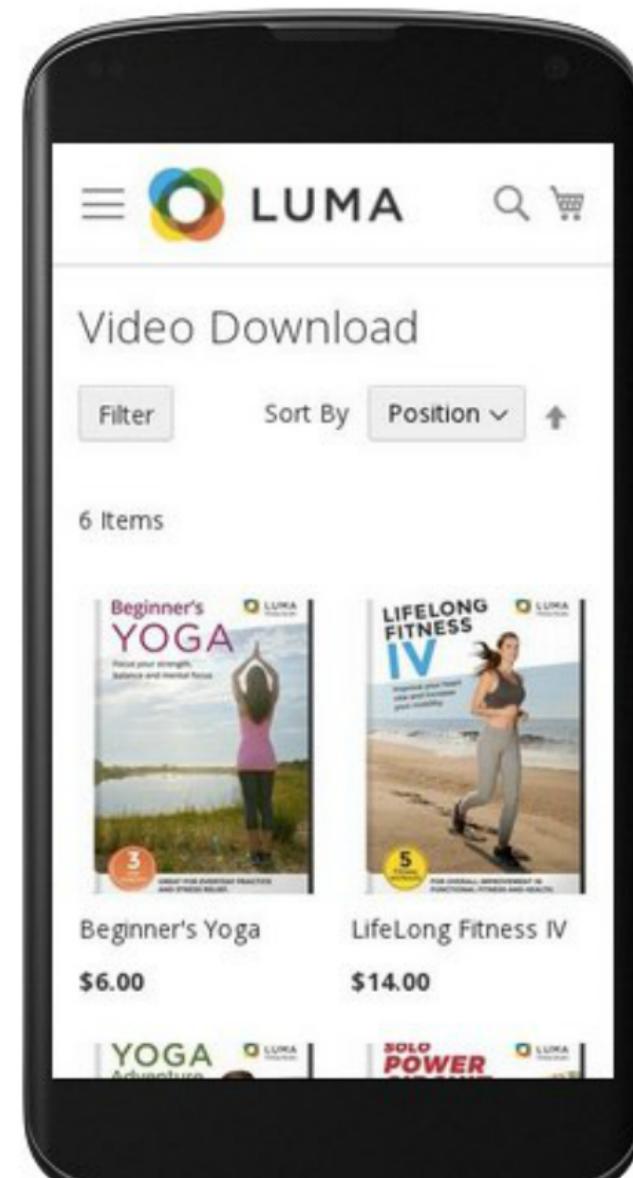
► [Show how to fix](#)

Optimize images

► [Show how to fix](#)

Minify HTML

► [Show how to fix](#)



Product page

55 / 100 Speed

I Should Fix:

Leverage browser caching

► [Show how to fix](#)

Eliminate render-blocking JavaScript and CSS in above-the-fold content

► [Show how to fix](#)

I Consider Fixing:

Minify JavaScript

► [Show how to fix](#)

Optimize images

► [Show how to fix](#)

Minify HTML

► [Show how to fix](#)



▼ Network Utilization

- ► Combine external CSS (4)
- ► Combine external JavaScript (45)
- ► Leverage browser caching (69)
- ► Leverage proxy caching (19)
- ► Minimize cookie size
- ► Parallelize downloads across hostnames (18)
- ► Serve static content from a cookieless domain (18)
- ► Specify image dimensions (5)

▼ Web Page Performance

● ▼ Optimize the order of styles and scripts (3)

The following external CSS files were included after an external JavaScript file in the document head. To ensure CSS files are downloaded in parallel, always include external CSS before external JavaScript.

[styles-l.css](#)
[print.css](#)
[styles.css](#)

● ▼ Remove unused CSS rules (2182)

2182 rules (85%) of CSS not used by the current page.

- [styles.css](#): 65% is not used by the current page.
- [9de8797d0c615276fc794278a0af8df2.css](#): 89% is not used by the current page.
- [print.css](#): 44% is not used by the current page.
- [styles-l.css](#): 82% is not used by the current page.

● ► Use normal CSS property names instead of vendor-prefixed ones (6)

▼ Network Utilization

● ▶ Use normal CSS property names instead of vendor-prefixed ones (6)

▼ Network Utilization

- ▶ Combine external CSS (4)
- ▶ Combine external JavaScript (47)
- ▶ Leverage browser caching (65)
- ▶ Leverage proxy caching (13)
- ▶ Minimize cookie size
- ▶ Serve static content from a cookieless domain (12)
- ▶ Specify image dimensions (1)

▼ Web Page Performance

● ▶ Optimize the order of styles and scripts (3)

The following external CSS files were included after an external JavaScript file in the document head. To ensure CSS files are downloaded in parallel, always include external CSS before external JavaScript.

[styles-l.css](#)
[print.css](#)
[styles.css](#)

● ▶ Remove unused CSS rules (2180)

2180 rules (85%) of CSS not used by the current page.

- ▶ [styles.css](#): 100% is not used by the current page.
- ▶ [9de8797d0c615276fc794278a0af8df2.css](#): 84% is not used by the current page.
- ▶ [print.css](#): 39% is not used by the current page.
- ▶ [styles-l.css](#): 81% is not used by the current page.

● ▶ Use normal CSS property names instead of vendor-prefixed ones (6)

▶ Use normal CSS property names instead of vendor-prefixed ones (6)

▼ Network Utilization

- ▶ Combine external CSS (4)
- ▶ Combine external JavaScript (50)
- ▶ Leverage browser caching (73)
- ▶ Leverage proxy caching (17)
- ▶ Minimize cookie size
- ▶ Parallelize downloads across hostnames (16)
- ▶ Serve static content from a cookieless domain (16)
- ▶ Specify image dimensions (3)

▼ Web Page Performance

● ▼ Optimize the order of styles and scripts (3)

The following external CSS files were included after an external JavaScript file in the document head. To ensure CSS files are downloaded in parallel, always include external CSS before external JavaScript.

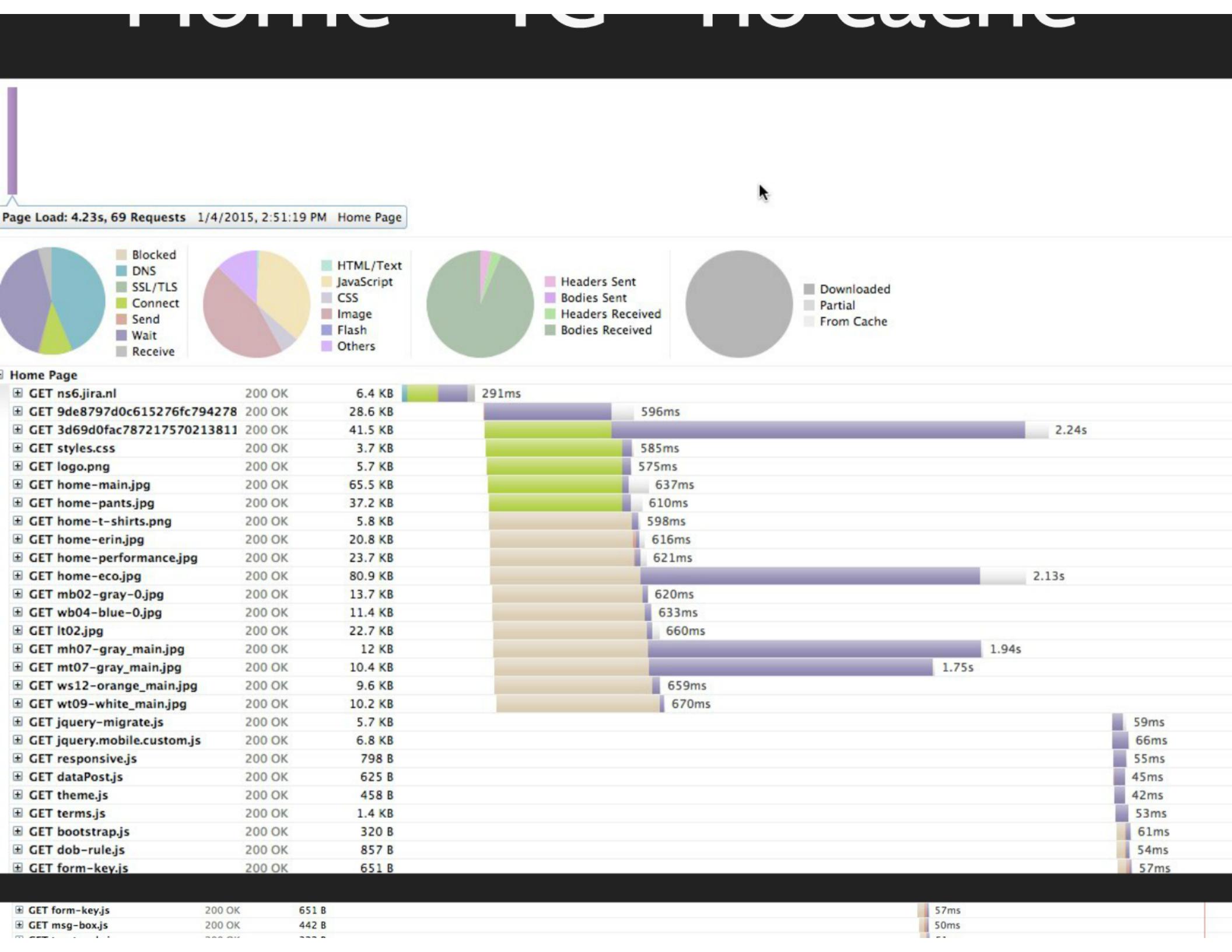
[styles-l.css](#)
[print.css](#)
[styles.css](#)

● ▼ Remove unused CSS rules (2061)

2061 rules (79%) of CSS not used by the current page.

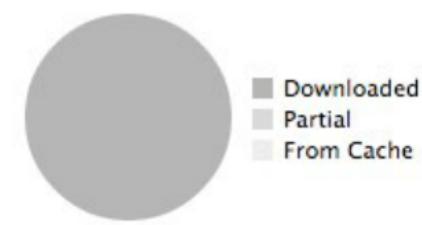
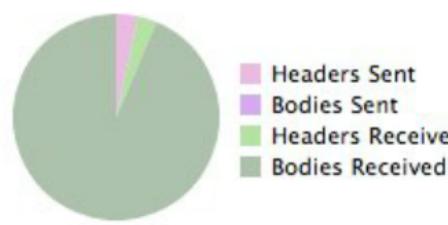
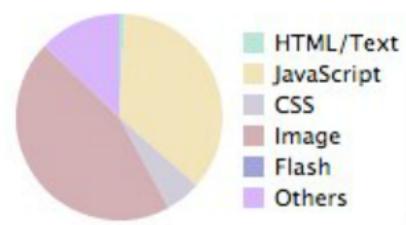
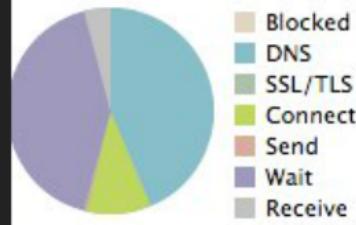
- ▶ [styles.css](#): 100% is not used by the current page.
- ▶ [49a8cf3b4d44c85bd6e36bea2c100bec.css](#): 78% is not used by the current page.
- ▶ [print.css](#): 28% is not used by the current page.
- ▶ [styles-l.css](#): 75% is not used by the current page.

● ▶ Use normal CSS property names instead of vendor-prefixed ones (6)



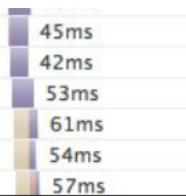


Page Load: 4.23s, 69 Requests 1/4/2015, 2:51:19 PM Home Page

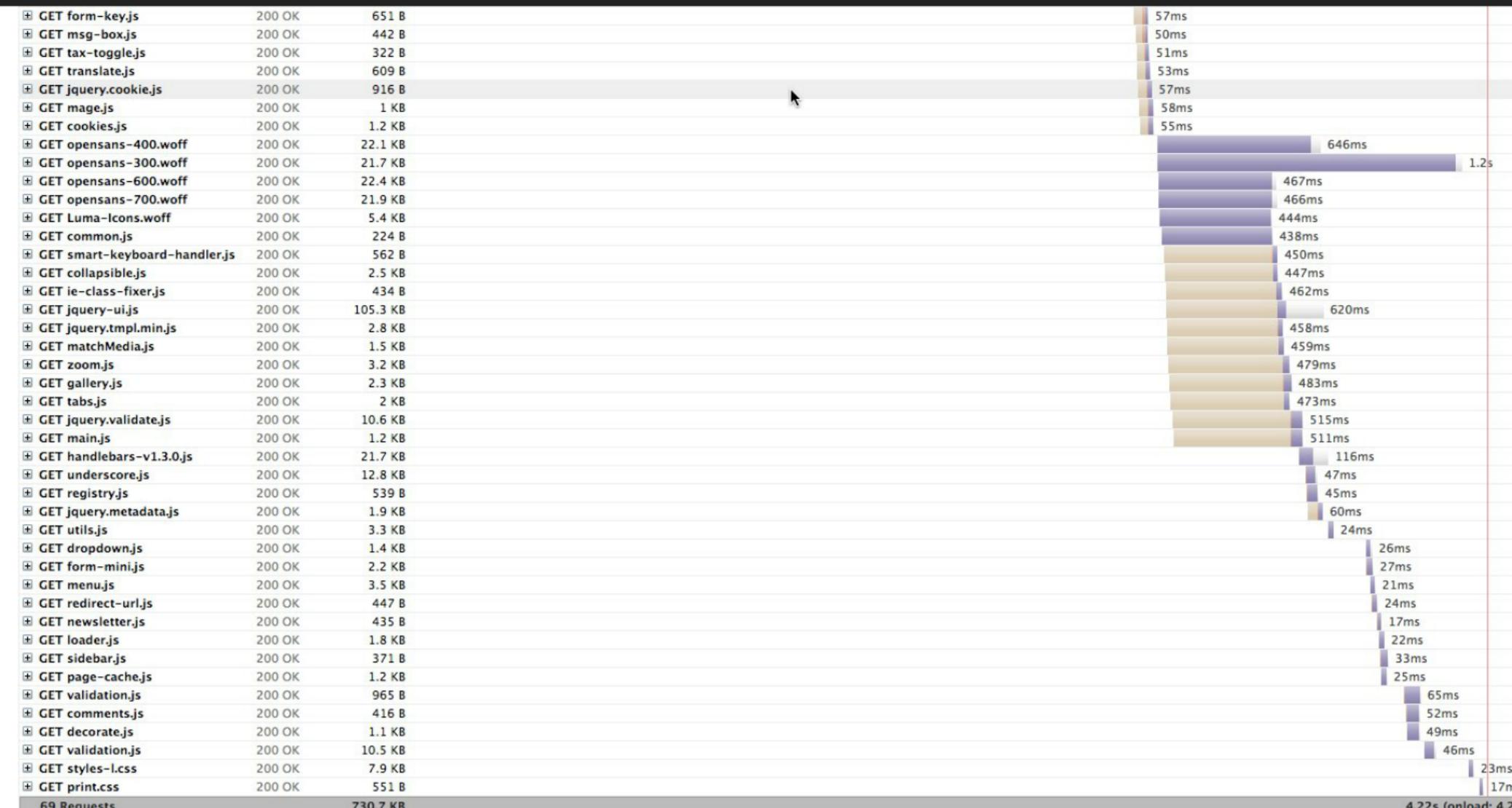


Home Page

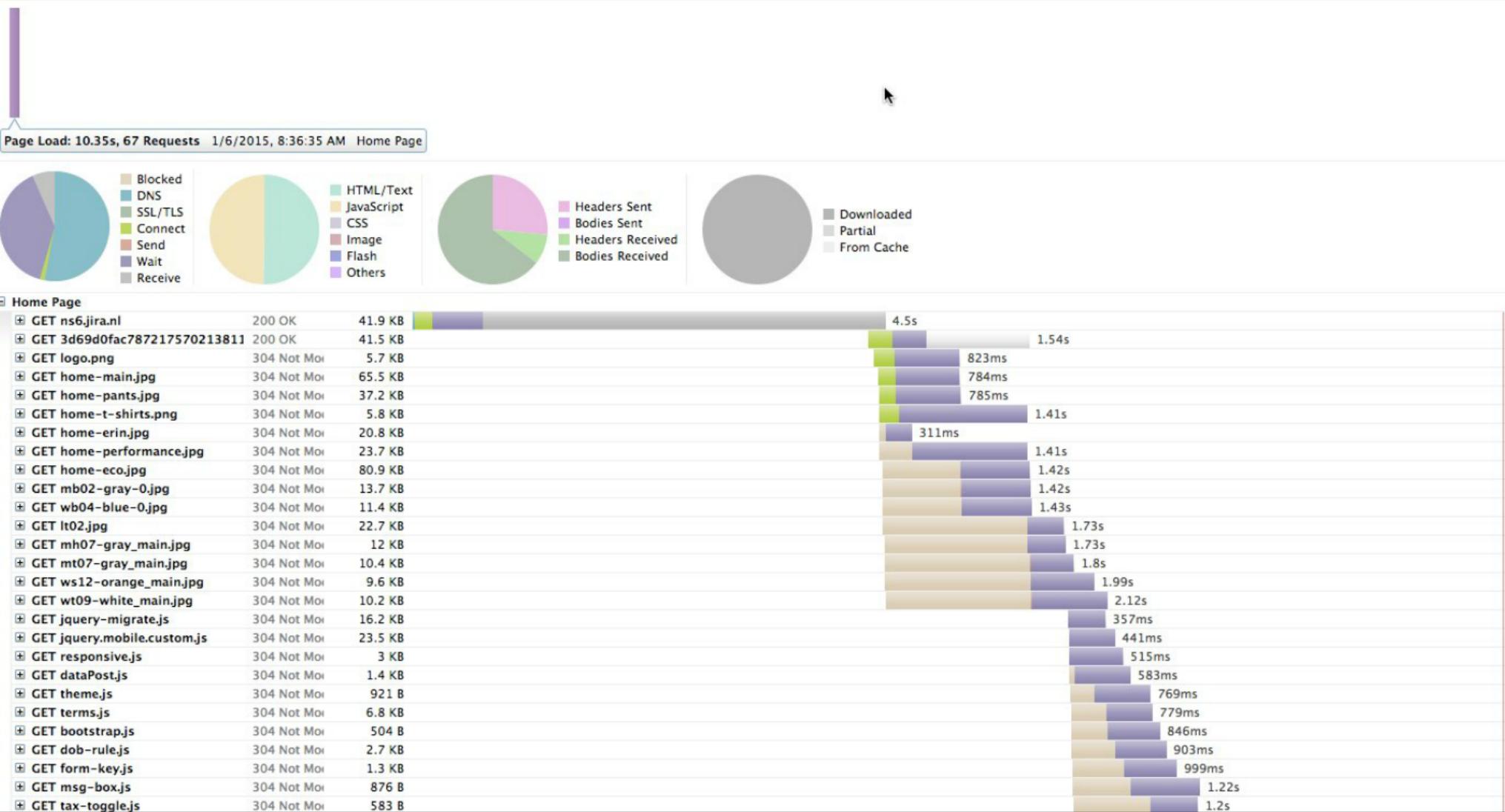
+ GET ns6.jira.nl	200 OK	6.4 KB		291ms	
+ GET 9de8797d0c615276fc794278	200 OK	28.6 KB		596ms	2.24s
+ GET 3d69d0fac787217570213811	200 OK	41.5 KB			
+ GET styles.css	200 OK	3.7 KB		585ms	
+ GET logo.png	200 OK	5.7 KB		575ms	
+ GET home-main.jpg	200 OK	65.5 KB		637ms	
+ GET home-pants.jpg	200 OK	37.2 KB		610ms	
+ GET home-t-shirts.png	200 OK	5.8 KB		598ms	
+ GET home-erin.jpg	200 OK	20.8 KB		616ms	
+ GET home-performance.jpg	200 OK	23.7 KB		621ms	
+ GET home-eco.jpg	200 OK	80.9 KB			2.13s
+ GET mb02-gray-0.jpg	200 OK	13.7 KB		620ms	
+ GET wb04-blue-0.jpg	200 OK	11.4 KB		633ms	
+ GET lt02.jpg	200 OK	22.7 KB		660ms	
+ GET mh07-gray_main.jpg	200 OK	12 KB			1.94s
+ GET mt07-gray_main.jpg	200 OK	10.4 KB			1.75s
+ GET ws12-orange_main.jpg	200 OK	9.6 KB		659ms	
+ GET wt09-white_main.jpg	200 OK	10.2 KB		670ms	
+ GET jquery-migrate.js	200 OK	5.7 KB			
+ GET jquery.mobile.custom.js	200 OK	6.8 KB			
+ GET responsive.js	200 OK	798 B			
+ GET dataPost.js	200 OK	625 B			
+ GET theme.js	200 OK	458 B			
+ GET terms.js	200 OK	1.4 KB			



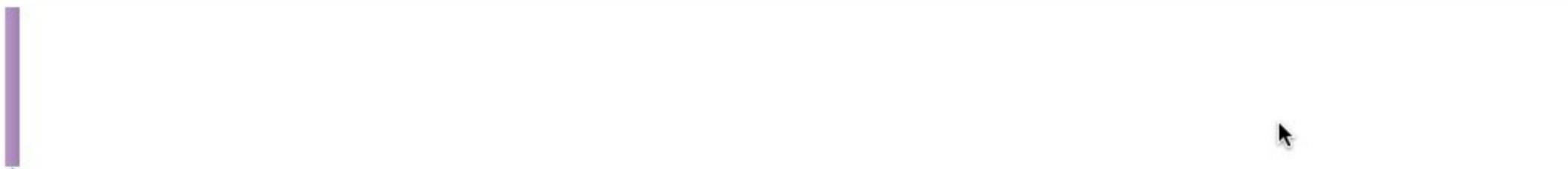
⊕ GET dataPost.js	200 OK	625 B
⊕ GET theme.js	200 OK	458 B
⊕ GET terms.js	200 OK	1.4 KB
⊕ GET bootstrap.js	200 OK	320 B
⊕ GET dob-rule.js	200 OK	857 B
⊕ GET form-key.js	200 OK	651 B



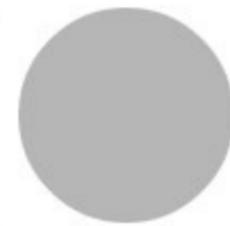
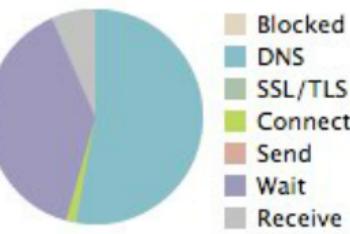
Home - 3G - cached



Home - 3G - Cache



Page Load: 10.35s, 67 Requests 1/6/2015, 8:36:35 AM Home Page



Home Page

+	GET ns6.jira.nl	200 OK	41.9 KB		4.5s		1.54s
+	GET 3d69d0fac787217570213811	200 OK	41.5 KB		823ms		784ms
+	GET logo.png	304 Not Modif.	5.7 KB		785ms		311ms
+	GET home-main.jpg	304 Not Modif.	65.5 KB		1.41s		1.41s
+	GET home-pants.jpg	304 Not Modif.	37.2 KB		1.42s		1.42s
+	GET home-t-shirts.png	304 Not Modif.	5.8 KB		1.43s		1.43s
+	GET home-erin.jpg	304 Not Modif.	20.8 KB				
+	GET home-performance.jpg	304 Not Modif.	23.7 KB				
+	GET home-eco.jpg	304 Not Modif.	80.9 KB				
+	GET mb02-gray-0.jpg	304 Not Modif.	13.7 KB				
+	GET wb04-blue-0.jpg	304 Not Modif.	11.4 KB				
+	GET lt02.jpg	304 Not Modif.	22.7 KB				
+	GET mh07-gray_main.jpg	304 Not Modif.	12 KB				
+	GET mt07-gray_main.jpg	304 Not Modif.	10.4 KB				
+	GET ws12-orange_main.jpg	304 Not Modif.	9.6 KB				
+	GET wt09-white_main.jpg	304 Not Modif.	10.2 KB				
+	GET jquery-migrate.js	304 Not Modif.	16.2 KB				
+	GET jquery.mobile.custom.js	304 Not Modif.	23.5 KB				
+	GET responsive.js	304 Not Modif.	3 KB				
+	GET dataPost.js	304 Not Modif.	1.4 KB				



Driven Backpack

	wb03-purple-0.jpg /pub/media/catalog/product/cache/1/image/560x700/040ec09b1e35df1394338...	<div style="width: 80%; background-color: #0070C0; height: 10px; margin-bottom: 5px;"></div> <div style="width: 80%; background-color: #00A0C0; height: 10px;"></div>
	wb03-purple-0.jpg /pub/media/catalog/product/cache/1/thumbnaill/88x110/040ec09b1e35df13943...	<div style="width: 80%; background-color: #0070C0; height: 10px; margin-bottom: 5px;"></div> <div style="width: 80%; background-color: #00A0C0; height: 10px;"></div>
	mb05-black-0.jpg /pub/media/catalog/product/cache/1/small_image/152x190/040ec09b1e35df13...	<div style="width: 80%; background-color: #0070C0; height: 10px; margin-bottom: 5px;"></div> <div style="width: 80%; background-color: #00A0C0; height: 10px;"></div>
	wb04-blue-0.jpg /pub/media/catalog/product/cache/1/small_image/152x190/040ec09b1e35df13...	<div style="width: 80%; background-color: #0070C0; height: 10px; margin-bottom: 5px;"></div> <div style="width: 80%; background-color: #00A0C0; height: 10px;"></div>
	ub02-black-0.jpg /pub/media/catalog/product/cache/1/small_image/152x190/040ec09b1e35df13...	<div style="width: 80%; background-color: #A0A0A0; height: 10px; margin-bottom: 5px;"></div> <div style="width: 80%; background-color: #00A0C0; height: 10px;"></div>
	mb06-gray-0.jpg /pub/media/catalog/product/cache/1/small_image/152x190/040ec09b1e35df13...	<div style="width: 80%; background-color: #A0A0A0; height: 10px; margin-bottom: 5px;"></div> <div style="width: 80%; background-color: #00A0C0; height: 10px;"></div>
	opensans-400.woff /pub/static/version1420377959/frontend/Magento/luma/en_US/fonts/opensans/...	<div style="width: 80%; background-color: #A0A0A0; height: 10px; margin-bottom: 5px;"></div> <div style="width: 80%; background-color: #0070C0; height: 10px;"></div>
	Luma-Icons.woff /pub/static/version1420377959/frontend/Magento/luma/en_US/fonts	<div style="width: 80%; background-color: #A0A0A0; height: 10px; margin-bottom: 5px;"></div> <div style="width: 80%; background-color: #00A0C0; height: 10px;"></div>
	opensans-700.woff /pub/static/version1420377959/frontend/Magento/luma/en_US/fonts/opensans/...	<div style="width: 80%; background-color: #F08080; height: 10px; margin-bottom: 5px;"></div> <div style="width: 80%; background-color: #0070C0; height: 10px;"></div>
	opensans-300.woff /pub/static/version1420377959/frontend/Magento/luma/en_US/fonts/opensans/...	<div style="width: 80%; background-color: #A0A0A0; height: 10px; margin-bottom: 5px;"></div> <div style="width: 80%; background-color: #0070C0; height: 10px;"></div>
	opensans-600.woff /pub/static/version1420377959/frontend/Magento/luma/en_US/fonts/opensans/...	<div style="width: 80%; background-color: #F08080; height: 10px; margin-bottom: 5px;"></div> <div style="width: 80%; background-color: #0070C0; height: 10px;"></div>

Optimization To Go

- optimized html [small, lighweight, minified]
- optimized css (split css in critical css [rendering path] and load the rest later)
- optmized js (only show js per page which is needed)
- Mobile backend (responsive, compact view for order controle)
- Never use JS before CSS (CCSOM always before DOM)
- Webfont optimization (only server what's needed, store in LocalStorage)
- Don't server every font-type [Woff/Woff2 cover already more 90% of all devices]
- use <picture> element (only sever the needed IMG sizes per size)
- only show releated/cross/up sell when it's possible (don't use [display:none])
- show fix menu on bottom or footer (easy user control) [jquery-mobile]
- don't serve unused CSS & JS
- Hidden SPOF (external JS)
- lazy loading
- use SVG when possible (like logo, background)
- most import stuff in the first 14kb (critical redering path)

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Creative Contributions by:



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- *Trainer*
- *Performance nerd*
- *Security geek*
- *SEO freak*

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Magento 2.0



Is Magento 2.0 really mobile ready?
by Ray Bogman