Designing for Devices

Terry Ryan | Developer Evangelist
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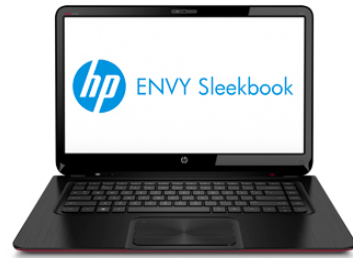
THE PROBLEMS
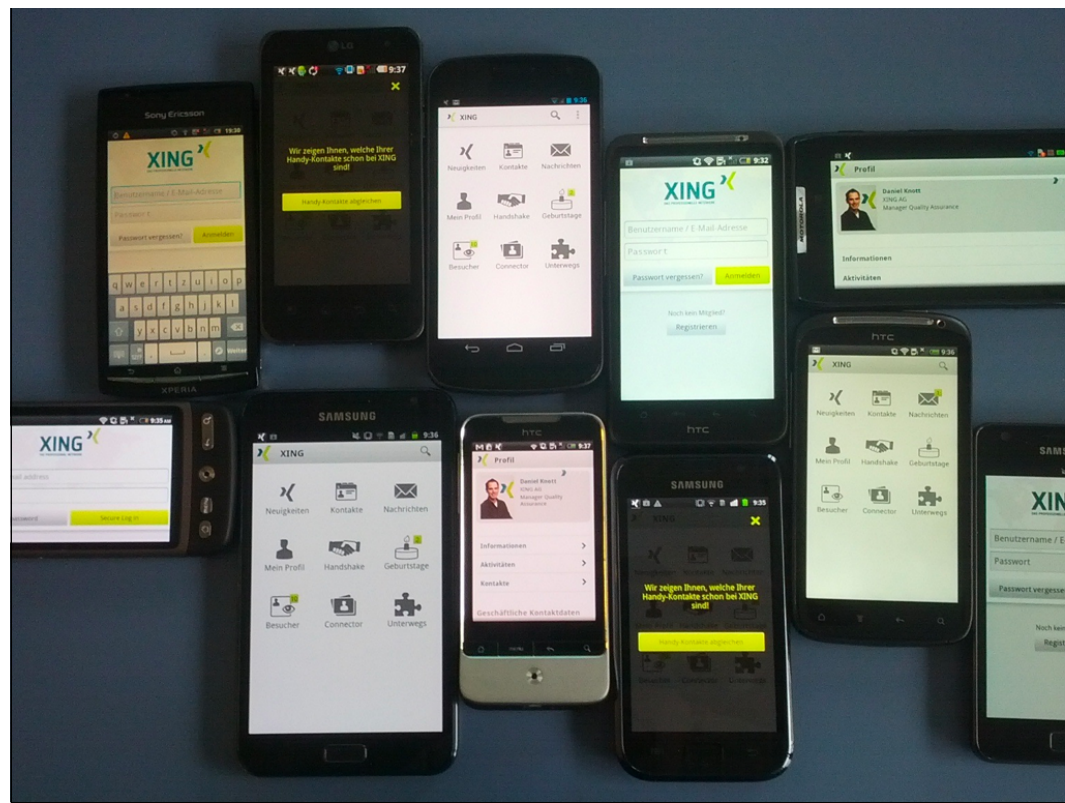
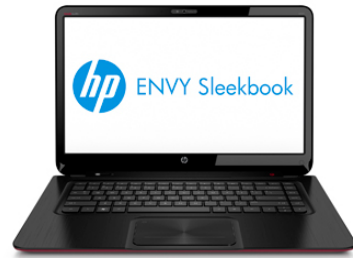480x320 (iPhone 1, 3G,3GS)

960x640 (iPhone 4, 4s)

1024x768 (iPad 1, 2)

1920x1080 (Blu-ray, Full HD)

2048x1536 (iPad 3)

Source: http://osxdaily.com/2012/02/10/how-ipad-3s-retina-display-resolution-would-compare-to-other-screens/
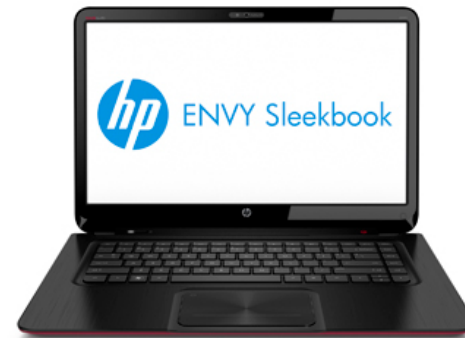
SOLUTIONS

Ignore it

Mobile Sites
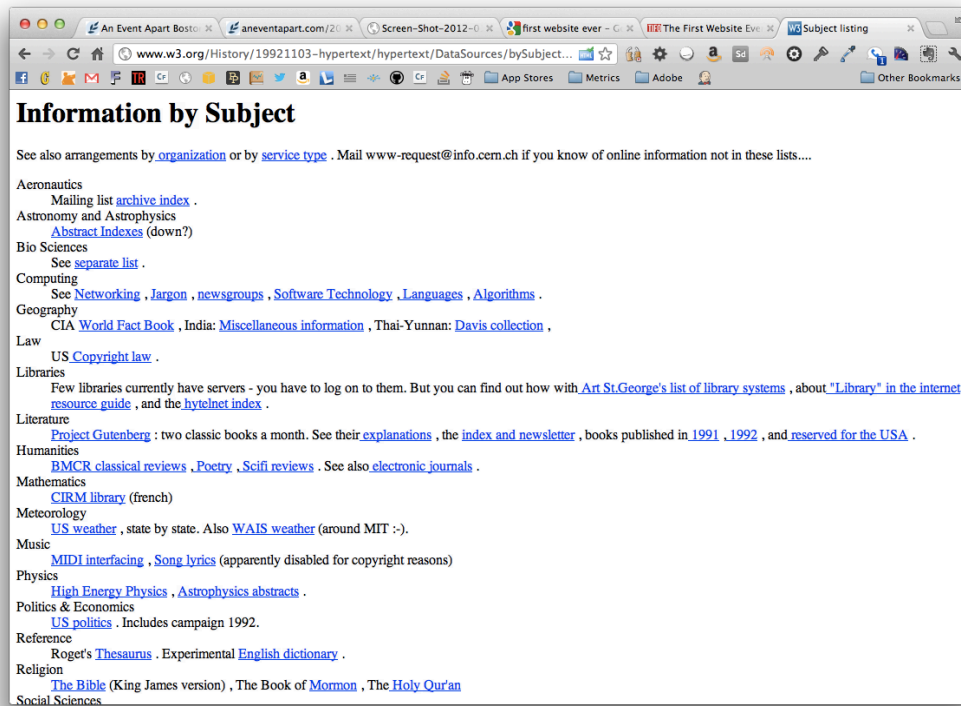
Responsive Sites

www.w3.org/History/19921103-hypertext/hypertext/DataSources/bySubject...

Information by Subject

See also arrangements by organization or by service type . Mail www-request@info.cern.ch if you know of online information not in these lists....

Aeronautics
      Mailing list archive index .
Astronomy and Astrophysics
      Abstract Indexes (down?)
Bio Sciences
      See separate list .
Computing
      See Networking , Jargon , newsgroups , Software Technology , Languages , Algorithms .
Geography
      CIA World Fact Book , India: Miscellaneous information , Thai-Yunnan: Davis collection ,
Law
      US Copyright law .
Libraries
      Few libraries currently have servers - you have to log on to them. But you can find out how with Art St.George's list of library systems , about "Library" in the internet resource guide , and the hytelnet index .
Literature
      Project Gutenberg : two classic books a month. See their explanations , the index and newsletter , books published in 1991 , 1992 , and reserved for the USA .
Humanities
      BMCR classical reviews , Poetry , Scifi reviews . See also electronic journals .
Mathematics
      CIRM library (french)
Meteorology
      US weather , state by state. Also WAIS weather (around MIT :-).
Music
      MIDI interfacing , Song lyrics (apparently disabled for copyright reasons)
Physics
      High Energy Physics , Astrophysics abstracts .
Politics & Economics
      US politics . Includes campaign 1992.
Reference
      Roget's Thesaurus . Experimental English dictionary .
Religion
      The Bible (King James version) , The Book of Mormon , The Holy Qur'an
Social Sciences

Source: http://www.w3.org/History/19921103-hypertext/hypertext/WWW/TheProject.html

Everything added makes the web less responsive

How do we do it

Responsive Web Design

- Develop like your browser is just one big linear display
- Enhance for wider screens
- Tweak for mobile
- Test it on targets
- Iterate until it works right

You are not in control of how your users experience your site

RESPONSIVE DESIGN

BROKEN DOWN

Demo

DEVCON 5 SITE

Responsive Layout

- Start with a right sized browser

- Start designing 1 column

- Make it look right

- Then start attacking larger screen sizes

Grid Systems

- A few out there that handle this for you
  - Bootstrap
  - Responsive Grid System
  - CSSGrid
- But know how to do it manually

Manually

- Floats

Manually

- display:
  - table
  - table-row
  - table-cell

I prefer
table layout

RESPONSIVE TYPOGRAPHY

Some fonts don't look right at small sizes.

Especially elegant, thin, fonts

The longer the line
the more line spacing
you need. Don't know
why, but it's true.

The longer the line the more line
spacing you need. Don't know why,
but it's true.

The longer the line
the more line spacing
you need. Don't know
why, but it's true.

The longer the line the more line

spacing you need. Don't know why,

but it's true.

Some headers look too big on devices.

RESPONSIVE IMAGES

It depends

Not done yet

But I used an emulator

Unless you test on the device, you haven't tested

ADOBE SHADOW

Demo

Sd
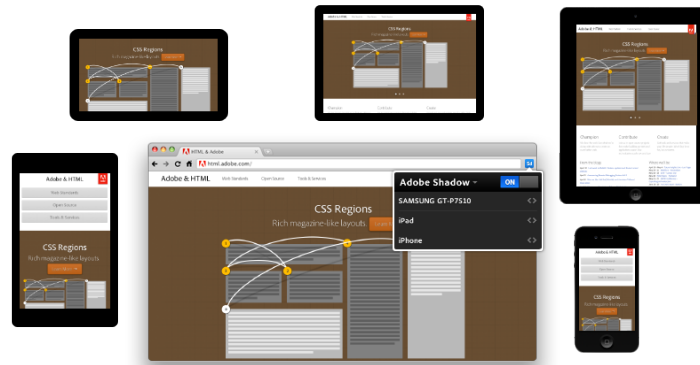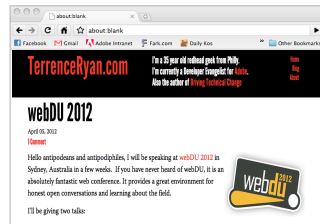
Adobe Shadow

Responsive Resources

- http://www.alistapart.com/articles/responsive-web-design/
- http://www.abookapart.com/products/responsive-web-design

CONCLUSIONS

Traditional + iPhone + iPad + Android

Legend (top to bottom):
- Android
- iPhone
- Other
- NeXT
- TRS-80
- Atari ST
- Atari 400/800
- Commodore 64
- Amiga
- iPad
- Macintosh
- Apple II
- PC

© asymco.com

Source: http://www.asymco.com/2012/01/17/the-rise-and-fall-of-personal-computing/
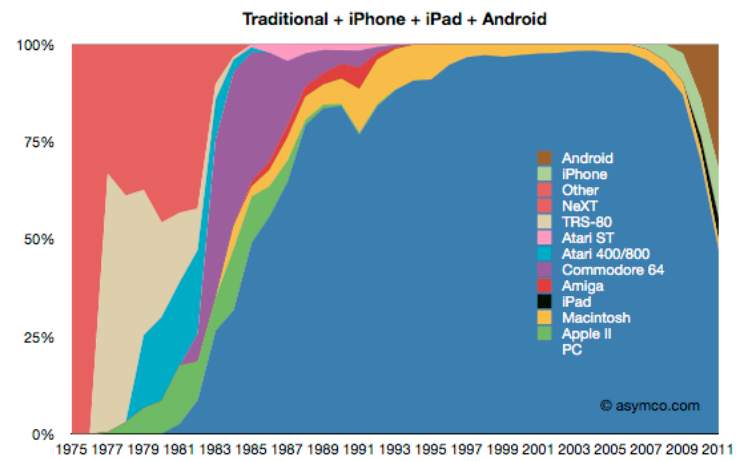
Mobile Engagement

- Paypal mobile payments:
  - 2009 - $141,000,000
  - 2011- $4,000,000,000
- Fab - 2X more likely to buy on mobile
- Financial Times - 2x more likely to subscribe
- Flipboard - 3x more likely to engage

Mobile done right can yield higher returns

Meet them where they are with Responsive Designs

Follow up?

- Preso will be up at:
  - http://slideshare.net/tpryan
- Feel free to contact me
  - terry.ryan@adobe.com
  - http://terrenceryan.com
  - Twitter: @tpryan