

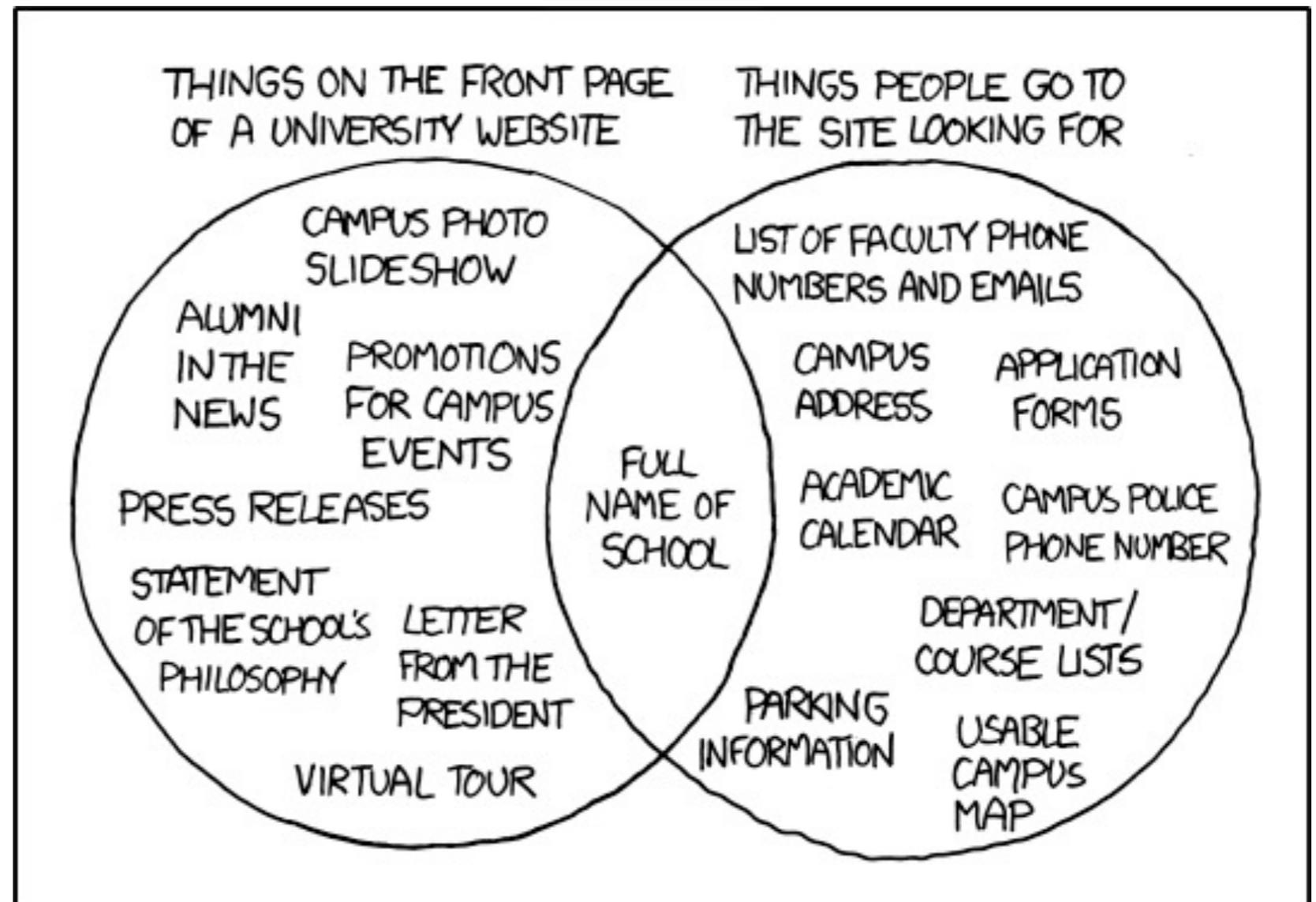
Prototyping

with Mobile First, Balsamiq and Axure

@keithdoyle



<http://www.guardian.co.uk/music/2010/apr/28/brian-eno-brighton-festival>



Organisation

<http://xkcd.com/773/>

★ Less navigation choices

★ Mobile use cases



Actions

- ★ Big touch targets
- ★ Hover alternatives
- ★ NUI: Natural User Interface

<http://emptymind.org/omniture-clickmap-data-accuracy/>

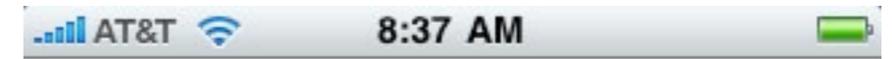
Input

★ Less Typing

★ Hints

★ Masks

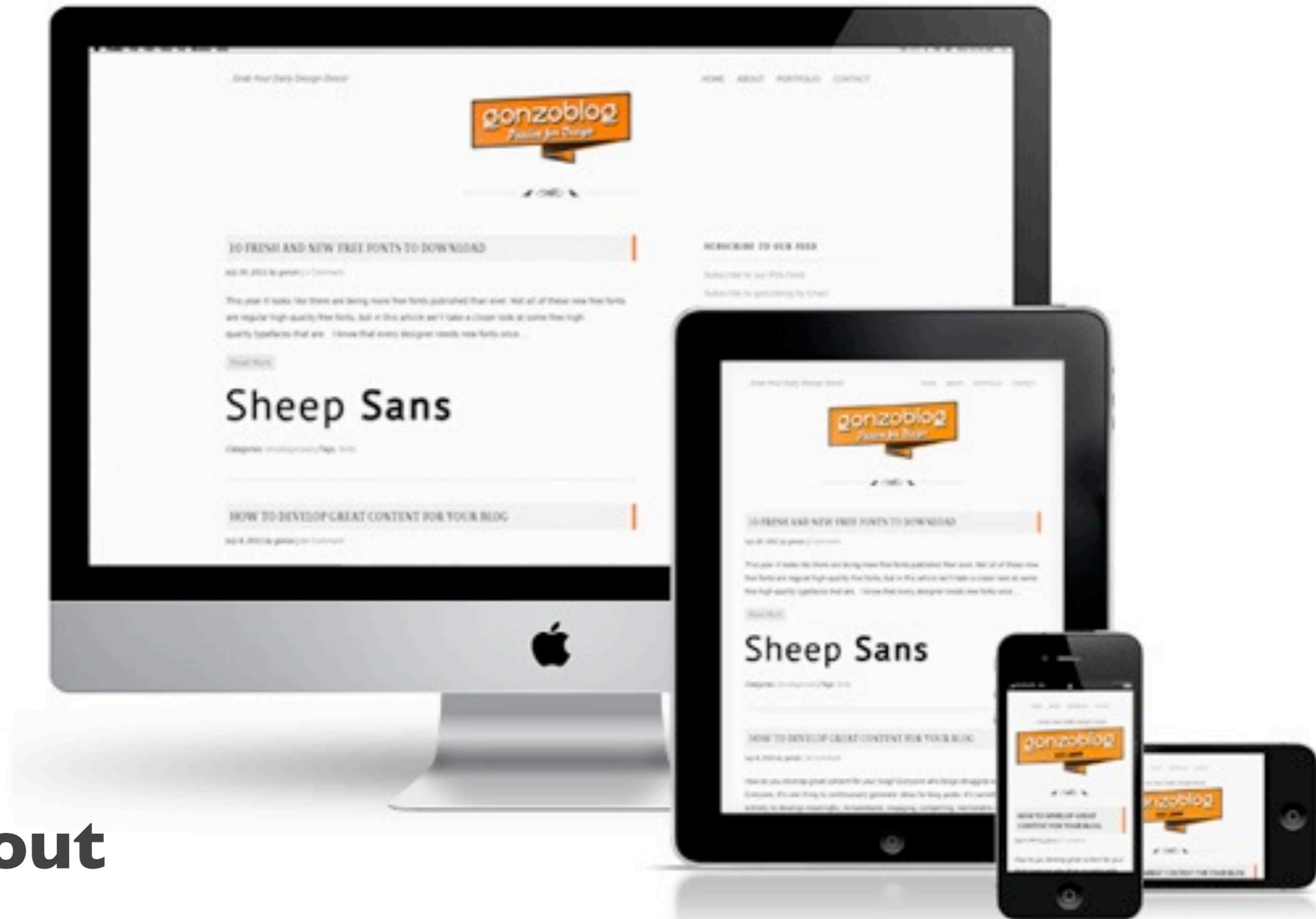
★ Linear Forms



Type="Email":



<http://www.bennadel.com/blog/1721-Default-To-The-Numeric-Email-And-URL-Keyboards-On-The-iPhone.htm>



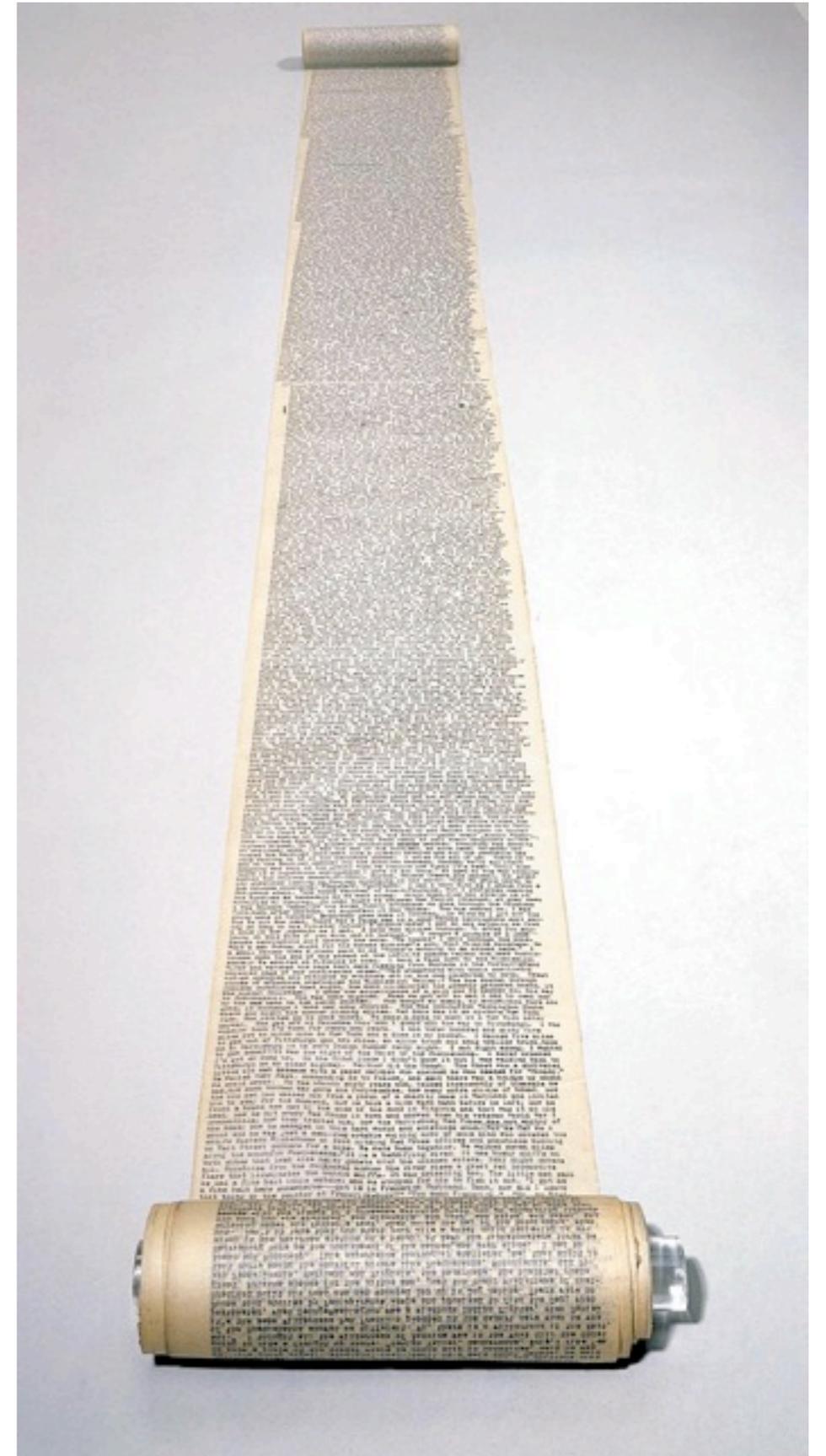
Layout

★ Responsive Website

★ Reduce Complexity

Why Mobile First?

- ★ Simple navigation
- ★ Shorter pages
- ★ A mobile site is not an app
- ★ One web



Features

- ★ What's important and what's not
- ★ Home page is a signpost page
- ★ Shortcuts for mobile users
- ★ Deeper navigation or 'more'
- ★ Silos of content
- ★ New patterns
- ★ It's difficult

Benefits

- ★ Politics
- ★ An aesthetic and minimalist design



<http://www.poshagency.com/posh-online-training/>