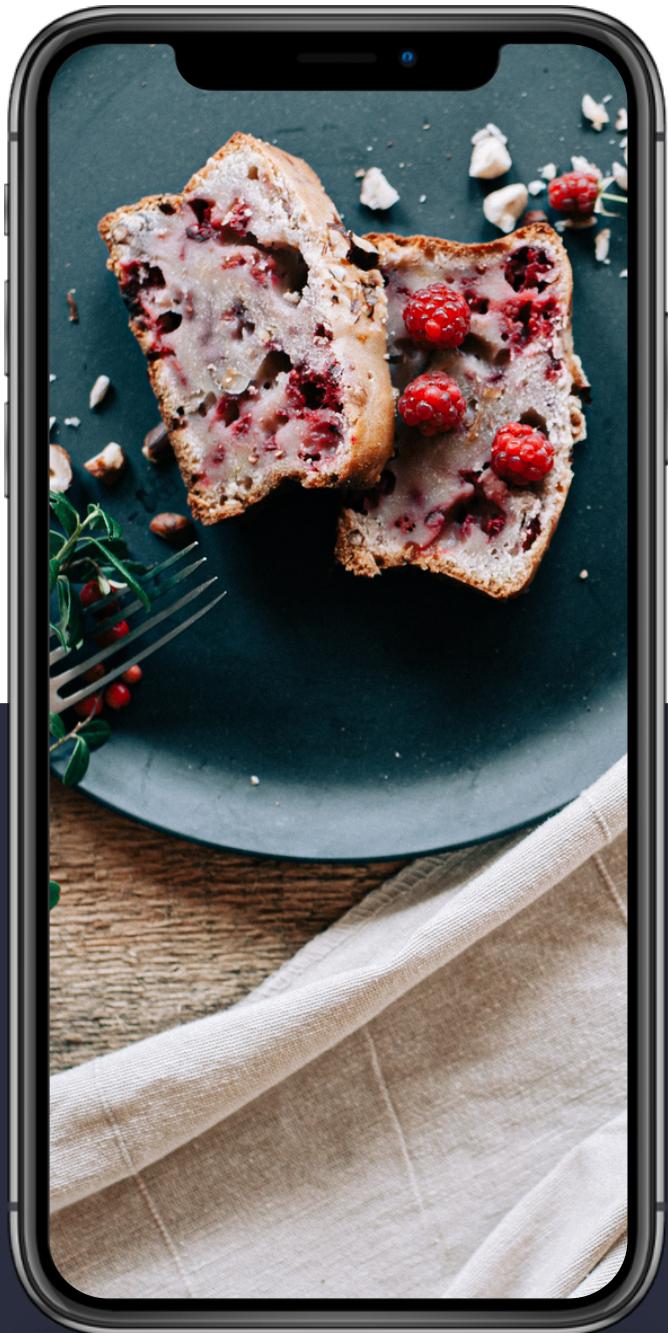


# MOBILE-FIRST DESIGN

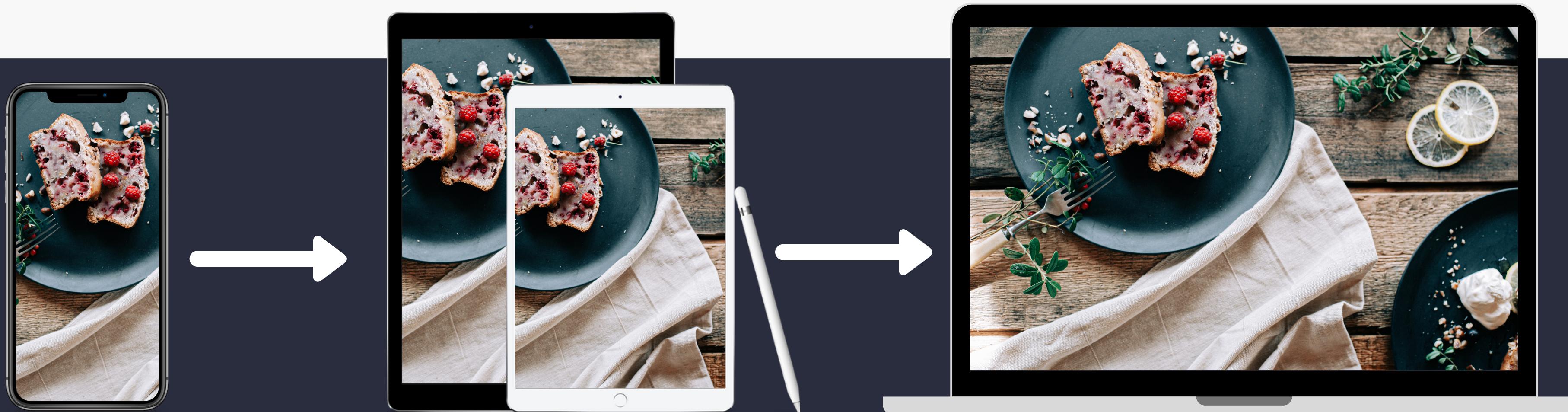


# WHAT IS MOBILE FIRST DESIGN?



**WHY “MOBILE FIRST”  
PRINCIPLE IS SO  
IMPORTANT IN PRODUCT  
DESIGN?**

# THE MOBILE-FIRST APPROACE



# THE MOBILE-FIRST DESIGN PROCESS

1. Content Inventory
2. Visual Hierarchy
3. Design with the smallest breakpoints and then scale up
4. Enlarge touch targets
5. Don't count on hovers
6. Think "app"
7. Avoid large graphics
8. Test it in a real device

# THE MOBILE-FIRST DESIGN PROCESS

Content Inventory

# THE MOBILE-FIRST DESIGN PROCESS

Visual Hierarchy

# THE MOBILE-FIRST DESIGN PROCESS

Design with the smallest breakpoints and then scale up

# THE MOBILE-FIRST DESIGN PROCESS

Enlarge touch targets

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Don't count on hovers

# THE MOBILE-FIRST DESIGN PROCESS

Think “app”

# THE MOBILE-FIRST DESIGN PROCESS

Avoid large graphics

# THE MOBILE-FIRST DESIGN PROCESS

Test it in a real device

# MOBILE-FIRST

=

# CONTENT-FIRST

- It translates better to all devices
- Prioritize content
- Content focused = user focused
- Device-specific content
- Plan ahead
- User scenarios

LET`S

GO MOBILE