

MOBILE-FIRST DESIGN



WHAT IS MOBILE FIRST DESIGN?



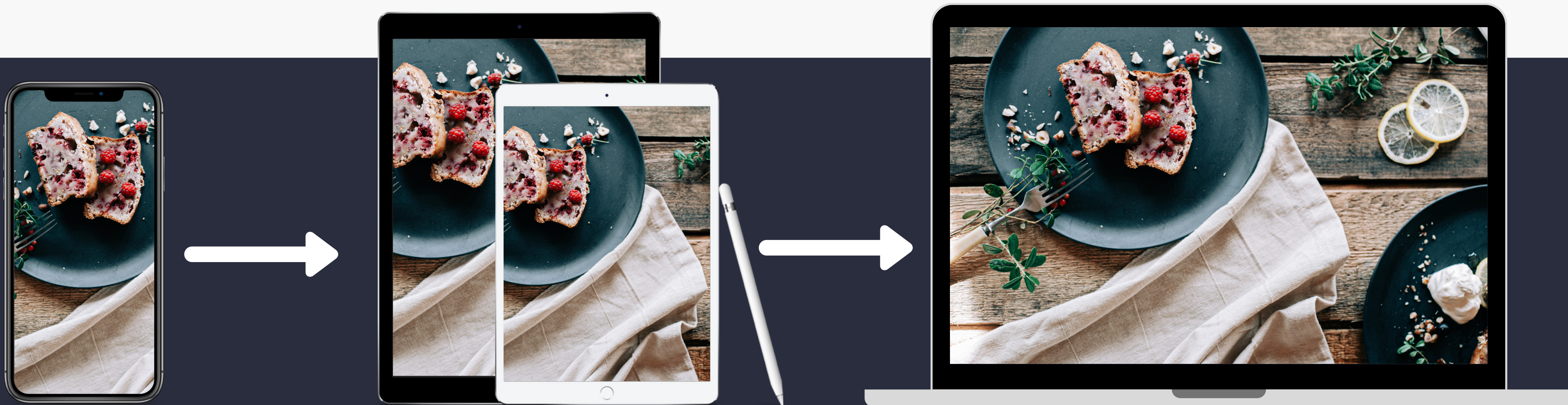
WHY “MOBILE FIRST”

PRINCIPLE IS SO

IMPORTANT IN PRODUCT

DESIGN?

THE MOBILE-FIRST APPROACH



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

THE MOBILE-FIRST DESIGN PROCESS

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