Beyond the Desktop
Sites and Apps for Phones & Tablets

Webvanta

Questions?

- Ask at any time! We want to know what you're wondering about.

- Just enter your question in the chat box.

- We will address as many questions as we can in the webinar and the remainder via email afterwards.

Agenda

- Why mobile?

- Web sites, web apps, and native apps

- Example: MI Energy Core

- Small-screen and touchscreen design

- Design for tablets

- Design process

- Special offer for attendees

Presenters

Michael Slater
CEO, Webvanta

Patrick Schutte
Business Development Consultant, MI Windows & Doors

What's your role in building sites and apps?

Why Mobile?

- Smartphone sales to exceed PC sales in 2012

- 750,000 iOS+Android devices activated *every day*

- ~10% of web traffic and growing rapidly

  ‣ > 1 billion people with mobile data plans

- > $4 billion/year in mobile commerce

- The primary web platform in many countries

Mobile is Different

- Small screen

- Touchscreen

- Always with you

- Always connected

- New app platforms and distribution systems

- New sensors (camera, GPS, compass, accelerometer)

Ignore

Webkit Browser
HTML5 + CSS3

Latest
Version
IE9

Flash, Video & Animation

- No Flash on iPhone and iPad

- HTML5 audio and video players

- Animation using JavaScript & CSS3

Native vs. Web

- Native apps?

- Web apps?

- Both?

Native App Advantages

- Best performance

- Access to non-web-standard devices

    ▸ Camera, GPS, accelerometer

    ▸ Multitouch

- App Store distribution channel

- One-click in-app purchasing

Native App Disadvantages

- Each platform has its own native apps
  - ▸ Each has its own tools and languages
- Substantial programming skills required
  - ▸ Unless you use simple site-builders
- Users must install your app
- App store policies and processes

App Platforms

Creating Cross-Platform Native Apps

- Third-party frameworks create apps on multiple platforms

- PhoneGap best for simpler apps, encapsulating web content

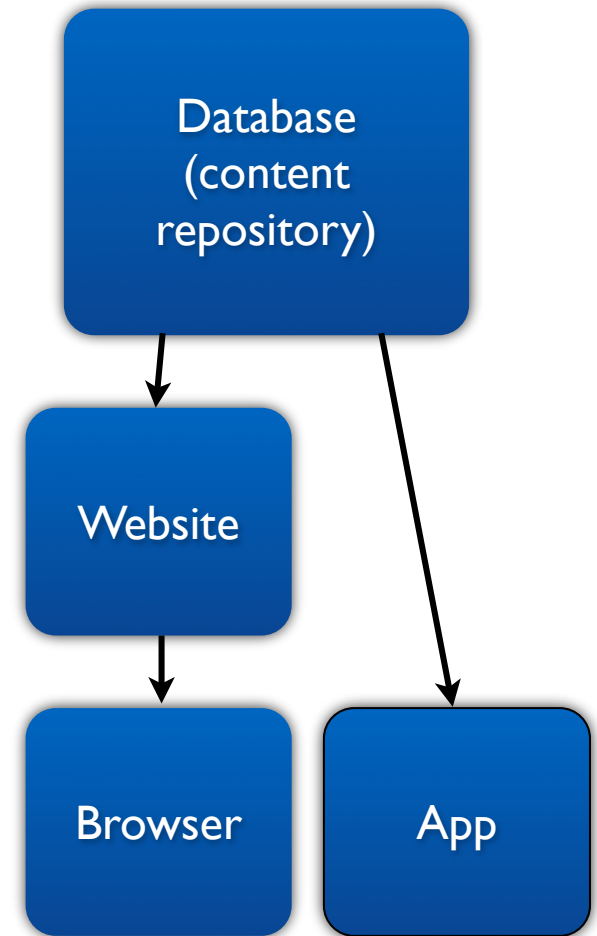- Titanium good for more complex apps

PhoneGap

appcelerator

Web Apps

- There is a (partial) way out of the multi-platform nightmare!

  ▸ **Choose the web as the platform**

  ▸ HTML5, CSS3, JavaScript

- Limited access to devices and sensors

- No presence in app store

- No icon on phone, unless user creates one

Where's the Data?

- Phones and tablets don't always have connectivity

- Websites and webapps dependent on web access

  - ‣ Some offline features are available in browsers

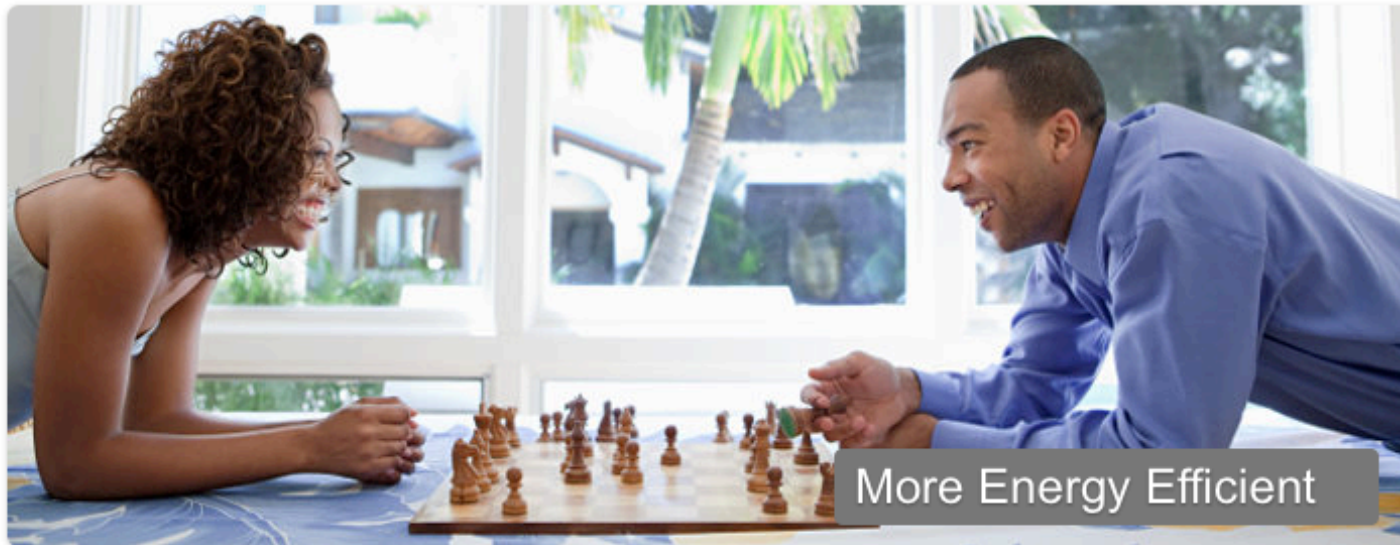- App can receive new content from an online source

Are you interested primarily in web apps or native apps?

Example:
MI Windows & Doors

- Provide product information to consumers, dealers, and installers
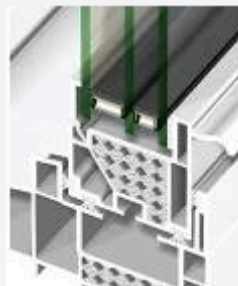
- Desktop website

- Mobile website

- Tablet app

Presenter:
Patrick Schutte
MI Windows & Doors

Home   Homeowners   Professionals   Resources   Support   About Us

More Energy Efficient
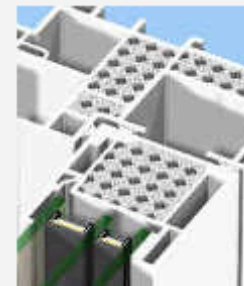

Find a Dealer

Why MI EnergyCore™

Find out why the MI EnergyCore™ Window System with AirCell™ PVC frame technology is so energy-efficient, stronger, more secure, quieter, with traditional style.

Frame Advantages

The MI EnergyCore™ frame is much more energy efficient:

6X Better than fiberglass
4X Better than rigid PVC
3X Better than wood

See Our Video Library

Watch our videos to see how our windows and doors are made, what components go into them, the story behind MI Windows and Doors and more.

French Rail Patio Door

Our new French Rail Patio Door is made of MikronWood™, a thermoplastic alloy resin, that is rot-proof and impervious to insects, moisture and humidity.

Recent News | View All

Monday August 15, 2011

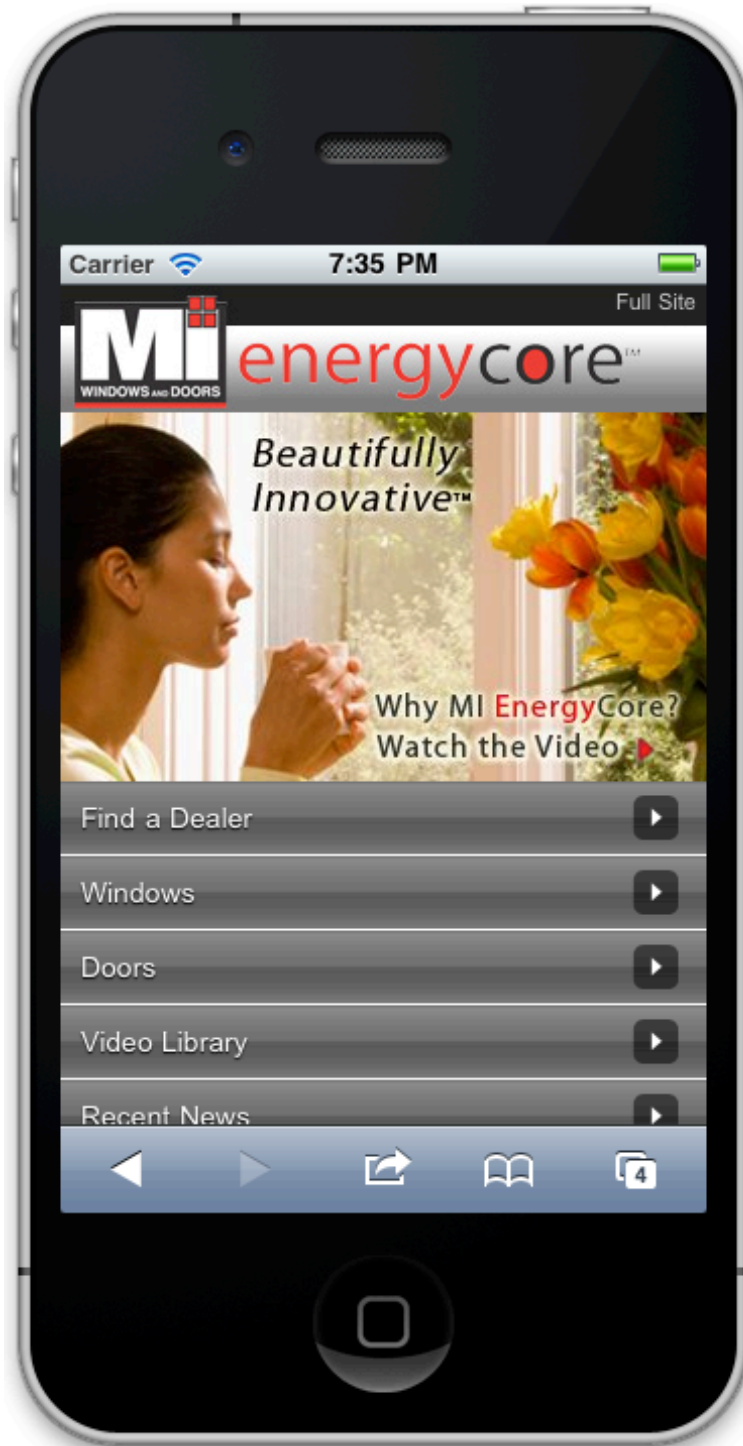MIWD Now Taking Orders for MI EnergyCore Energy Efficient Windows

Saturday August 6, 2011

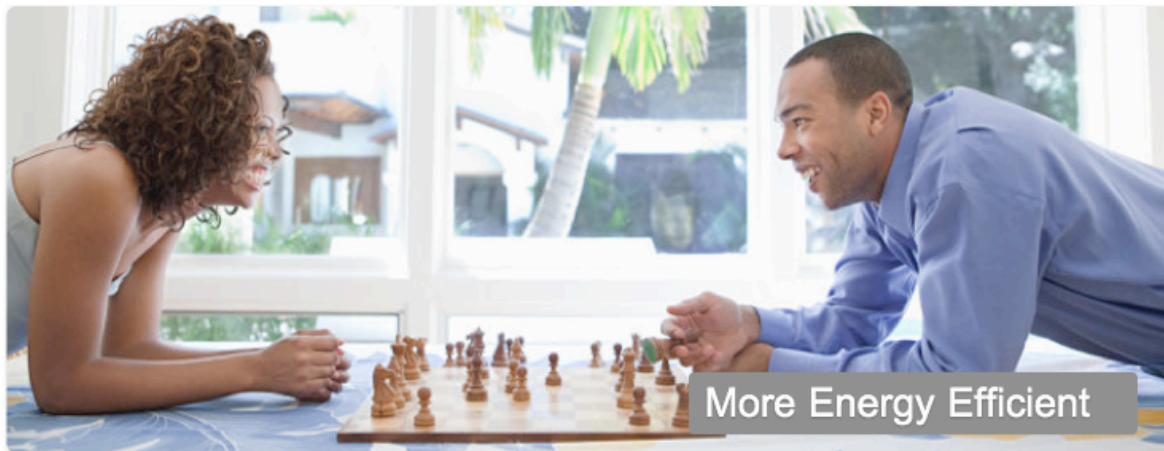MIWD Launches New Energy Efficient Window System: MI EnergyCore™

Wednesday July 20, 2011

MIWD Launches New Website to Sell MI EnergyCore Windows

RSS Feed

Full Site

Mi energycore™
WINDOWS AND DOORS

Beautifully Innovative™

Why MI **Energy**Core?
Watch the Video ▶

Find a Dealer ▶

Windows ▶

Doors ▶

Video Library ▶

Recent News ▶

MI energy core™
WINDOWS AND DOORS *Beautifully Innovative*

| Home | Video Library | Pricing | Documents | About Us | Newsroom |

MI EnergyCore Window System™

Why MI EnergyCore™?

Numerous Barriers to Air and Water Infiltration

- Multiple contact points of weatherstripping
- Interlocking meeting rails and pocketed sill with drainage
- LC 50 AAMA rating

More Energy Efficient

Video Library
See videos about why is the MI EnergyCore™ Window System with AirCell™ PVC frame technology is so energy efficient.

Specs and Drawings
See the technical specifications for the MI EnergyCore™ Window System is and view Cross Sectional drawings of the windows and patio door.
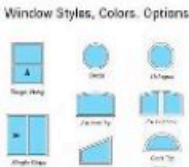
Price Book
Access pricing for the MI EnergyCore™ Window System and get tips of how to order the windows and patio door.
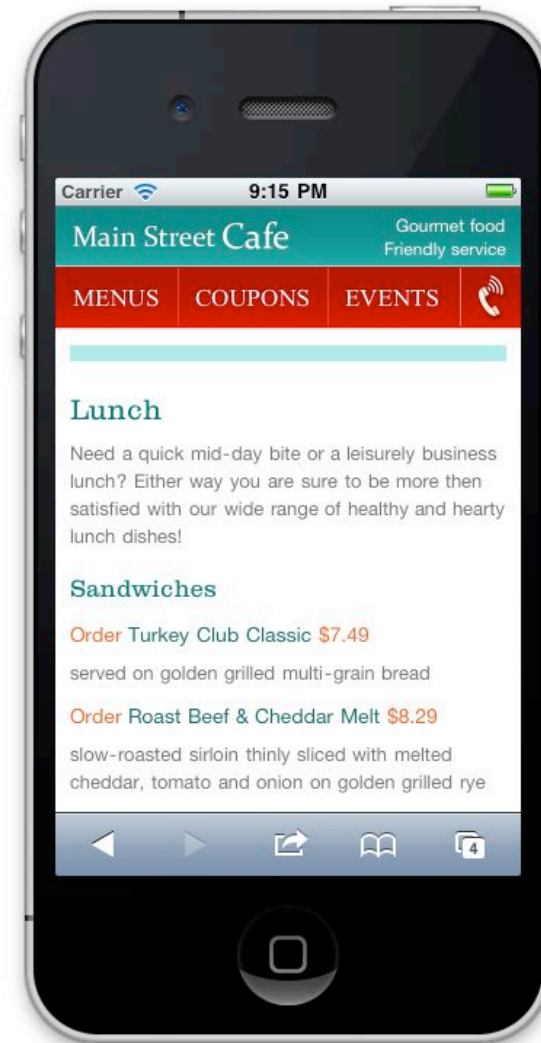
Presentations
Access presentations about the windows, French Rail Patio Door, Styles and Options, Laminated Glass and more.

Recent News | View All

Monday August 15, 2011

MIWD Now Taking Orders for MI EnergyCore Energy Efficient Windows

Saturday August 6, 2011

MIWD Launches New Energy Efficient Window System: MI EnergyCore™

Wednesday July 20, 2011

MIWD Launches New Website to Sell MI EnergyCore Windows

Friday July 1, 2011

iPads and Custom Application Deployed to MIWD Sales Force

Tuesday June 28, 2011

MIWD Installs New Shrink Wrap Packaging System

Small-Screen Design

- Minimal navigation

- No sidebars or multi-column layouts

- Pare down to the essentials

Main Street Cafe

Menus

- Overview
- Breakfast
- ► Lunch
- Dinner
- Dessert
- Wine List

Food Preferences

Show only choices matching your needs

- Low-Fat
- Vegan

Lunch

Need a quick mid-day bite or a leisurely business lunch? Either way you are sure to be more then satisfied with our wide range of healthy and hearty lunch dishes!

Sandwiches

ORDER **Turkey Club Classic** $7.49
served on golden grilled multi-grain bread

ORDER **Roast Beef & Cheddar Melt** $8.29
slow-roasted sirloin thinly sliced with melted cheddar, tomato and onion on golden grilled rye

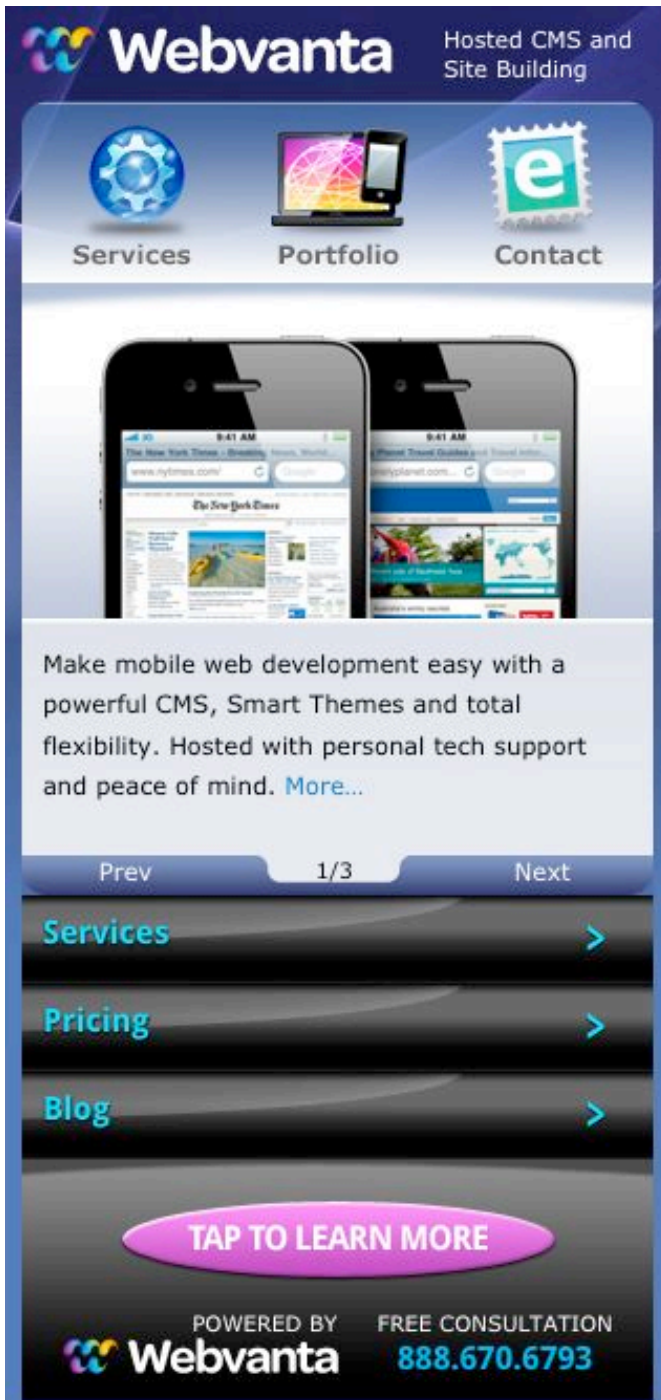ORDER **Grilled Turkey, Bacon, & Swiss** $7.29
served on golden grilled multi-grain bread

ORDER **Buffalo Chicken Sandwich** $8.29
lightly coated fried chicken breast tossed in mild or hot buffalo sauce, melted bleu cheese crumbles, mayo, lettuce, tomato and onion

ORDER **Grilled Tuna Melt** $7.29
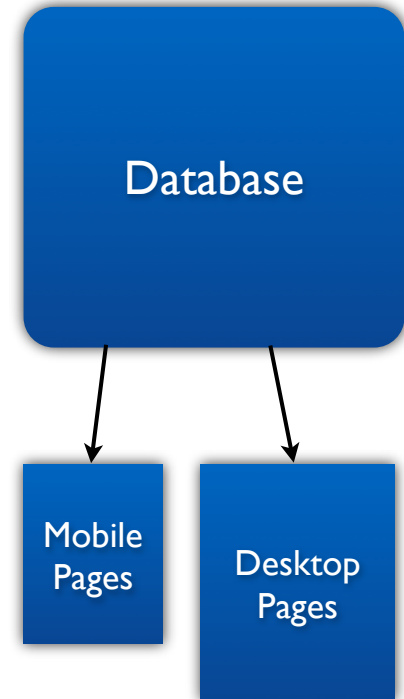served on golden grilled rye with cheddar and tomato slices

Small Screen Navigation

- Topnav must be kept simple, no dropdowns

- Footer menu can provide additional items

Mobile & Desktop Pages

- Separate pages allow delivery of different HTML

  ▸ Otherwise limited to CSS & JS techniques

- Database-driven content allows two sets of pages to be driven by the same content

Responsive Design

- A technique for avoiding having separate pages for desktop and mobile

- Change page by delivering different CSS for different screen sizes (using media queries)

- Page contents (HTML) remains the same

- Images scaled by the browser

  ‣ Can use JS to deliver small image first, then larger one if a desktop browser

COGNITION

BRIEF MUSINGS ON DESIGN, EXPERIENCE & CODE.

AND OCCASIONALLY, "OTHER."

August 25, 2011 / Permalink

2011 SXSW Panel Picker

The South By Southwest Panel Picker has launched for SXSW Interactive in Austin, TX from March 9-13, 2012! Happy Cog and our panelist partners are thrilled to offer nine panels for your consideration.

by
Joe Rinaldi
3 Responses

From design to project management and client services to user experience, there are wonderful conversations across a broad range of topics waiting to be had. User voting has a tremendous impact on the panel selection process. Our panel proposals are outlined here for your consideration. If you see something you'd love to explore more with us and our panelist partners in March, please follow the links provided and let the Panel Picker know what you want! **Voting ends 11:59 CDT on Friday, September 2.** Read Full Article »

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Design for On-the-Go Users

- Action-oriented

- Impatient

- One-handed

- Specific needs

  ‣ What's the phone number?

  ‣ How do I get there?

  ‣ Can I get a reservation?

Design for Touchscreens

- No hover (tooltips, dropdowns)

- Use large touch targets

  ▸ Apple rec. min. 29 px wide x 44 px tall

  ▸ Leave space between touch targets

- Support flexible layout

  ▸ Size, orientation

Gestures

- Tap, Double Tap

- Drag

- Flick

- Pinch, Spread

- Press, Press & Tap, Press & Drag

- Rotate

Mobile Forms

- Much tougher environment for user to be filling out forms

  ▸ Number of fields must be ruthlessly minimized

- Form widgets are provided by the browser

  ▸ Some quite different on Android vs. iOS

- New HTML5 input types help usability

  ▸ Show the best keyboard for the task

Should tablets be considered
mobile devices?

Tablets are Like Phones

- Run mobile browsers

- Touchscreen interface

- Use a mobile OS

- Sometimes used in mobile setting

Tablets are Like Desktops

- Not generally used one-handed

- More likely to be used in the evening

- Moderately large screen

  ▸ Makes mobile site version inappropriate

  ▸ Can use desktop site if design takes tablet limitations into account

Design Process

1. Understand user needs and business goals

2. Choose target devices

3. Choose native app or web site/app

4. Mock up in Photoshop or tool of choice

5. Get it built

6. See how it works for real people

7. Design improvements and go to #4

Development Skills

- **Design is more critical than ever**: mobile, even more than desktop, needs good design and deep understanding user

- Mobile sites require a modest extension of HTML/CSS/JS skills

- Mobile webapps require more JS skills

- Native apps typically require some programming in Objective C or Java

Getting It Built

- Doing it all yourself not practical unless you are technically focused (or building very simple apps)

- Development shops offer best assurance of quality and predictability

- Freelancers typically less expensive and can be great if you get the right one

Webvanta's Services

- Web engineering services for designers and marketing teams

- Database-driven websites at lower cost

- Phone and tablet apps designed to match business goals and integrate with websites

Special Offer for Webinar Attendees

- Free 30-minute consultation

  ▸ Review any site or app design of interest

  ▸ Discuss issues and alternatives for implementing mobile solutions

- To schedule your session, visit www.webvanta.com/schedule-demo or call 888.670.6793 option 4

Next Steps

- Call us: 888.670.6793

- Email justin@webvanta.com

- Join the conversation:

  - ▸ www.webvanta.com/blog

  - ▸ www.facebook.com/webvanta

  - ▸ Twitter: @webvanta