

Building Desktop & Mobile Sites

Without Getting Buried in Technology



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

- A design-focused approach to building sites
- What you need to know about:
 - ▶ HTML, CSS, JavaScript, CMS, database
- Making Photoshop an effective web tool
- Small-screen and touchscreen design
- Design for tablets
- Ways to get your designs built
- Special offer for attendees



Please tell us a little about yourself

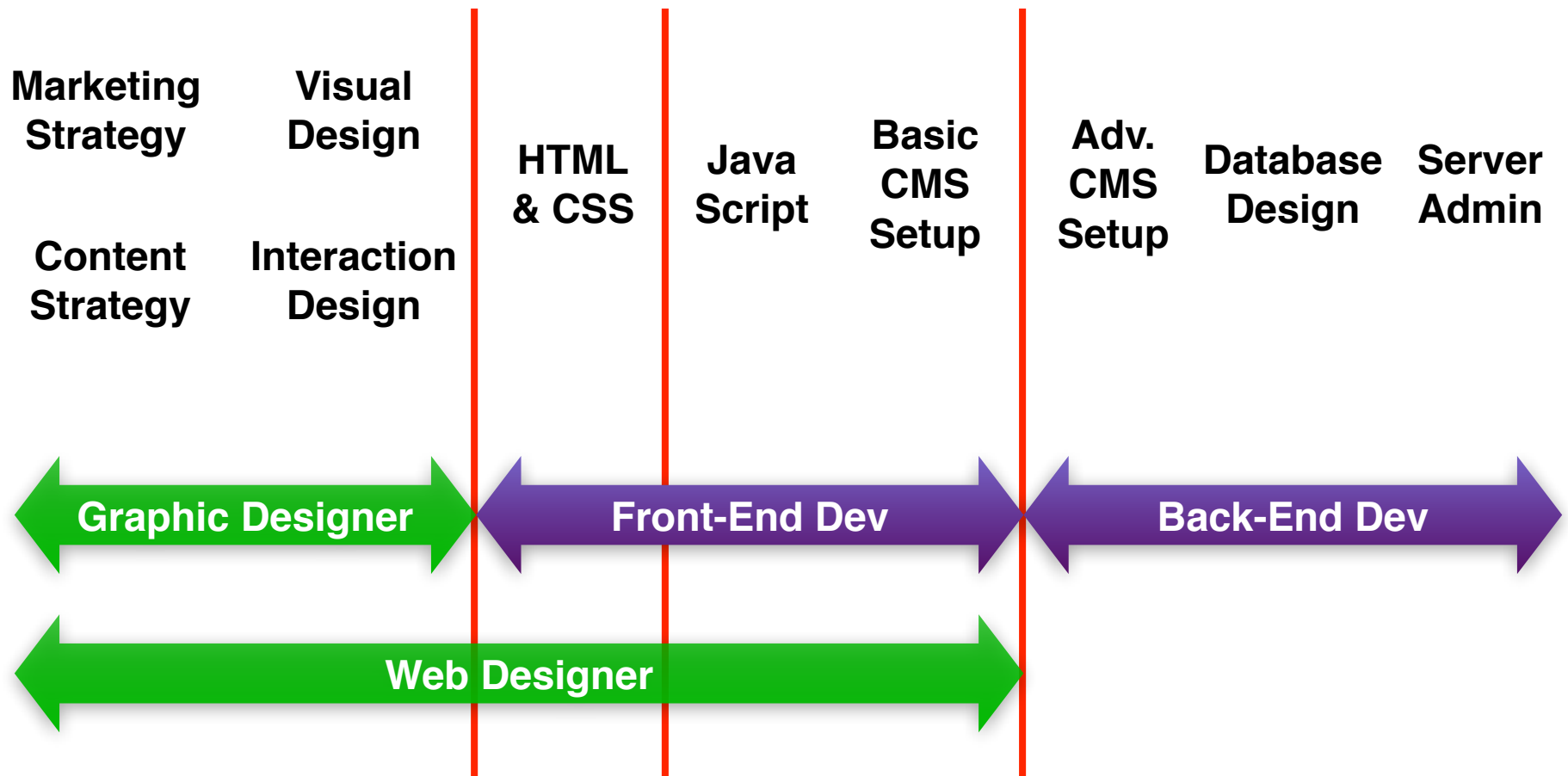
From Graphic Design to the Web

- Your clients (internal or external) need interactive, easily maintained web sites
- You don't want to get buried in technical details
- You want to deliver great sites and embrace mobile devices — while remaining focused on design

The Path to Sanity (and great sites)

- Develop a working knowledge of what each key web technology can do
 - ▶ Don't expect to become an expert
- Create and document designs in a way that gives implementer what they need
- Find a trustworthy implementation partner

Choosing Where to Draw the Line





What is your role in building sites?

Do You Need to Code?

- **HTML:** No excuses – you need to know it
- **CSS:** Learn at least the typographic parts
 - ▶ Be able to edit what someone else created
- **JavaScript:** Know how to tell someone else what you need
- **Server:** Best left to programmers

HTML5

- Audio and video that works on iPads and iPhones
- Forms that are easier to use
- New structural tags that add semantics to the code
- Lots more that isn't generally usable now

CSS3

- Many modules, some are usable now
- Rounded corners
- Web fonts
- Shadows
- Gradients
- Transforms and animations
- Specify in code, not in bitmaps!

CSS3 Rounded Corner Generator

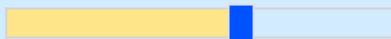
This generator will help you create the code necessary to use rounded corners (`border-radius`) on your webpages. This example uses the CSS3 (`border-radius`) property and currently it will not work in all browsers.



Options

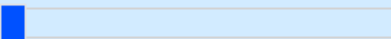
All Corners

Radius (all corners): px

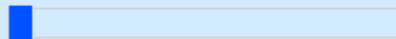


Custom Corners

Top-left: px



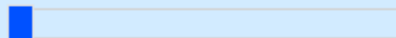
Top-right: px



Bottom-left: px



Bottom-right: px



Background color:

Border width: px

Border color:

Output

CSS output

```
border: 2px solid #FF3333;  
background-color: #3399FF;  
border-radius: 30px;  
-moz-border-radius: 30px;  
-webkit-border-radius: 30px;
```

cssportal.com

Typography

- Licensing issues keep most fonts from being used directly on the web
 - ▶ Small set of fonts on everyone's computer
- Some fonts in public domain (e.g., Google)
- Web font service bureaus providing wide variety of easy-to-use fonts
 - ▶ Typekit, WebINK, webfonts.fonts.com, Kernest, and many others

JavaScript

- A programming language that is executed by the browser
- The key to most interactivity
- Learn ***what*** it can do
 - ▶ Not necessarily ***how*** to do it

jQuery

- A library of JavaScript code that:
 - ▶ Eliminates browser differences
 - ▶ Allows use of CSS selectors
 - ▶ Makes common tasks much simpler
 - ▶ Provides a way to create “plug ins”
- jQuery mobile enables app-like mobile sites (builds on top of jQuery)

Design Around What's Available

- Know what jQuery can do for you
- Use screen captures from library sites for your design
- Specify what plugin you want used, what skin you want
 - ▶ More economical than providing a complete design

Web Design with Photoshop

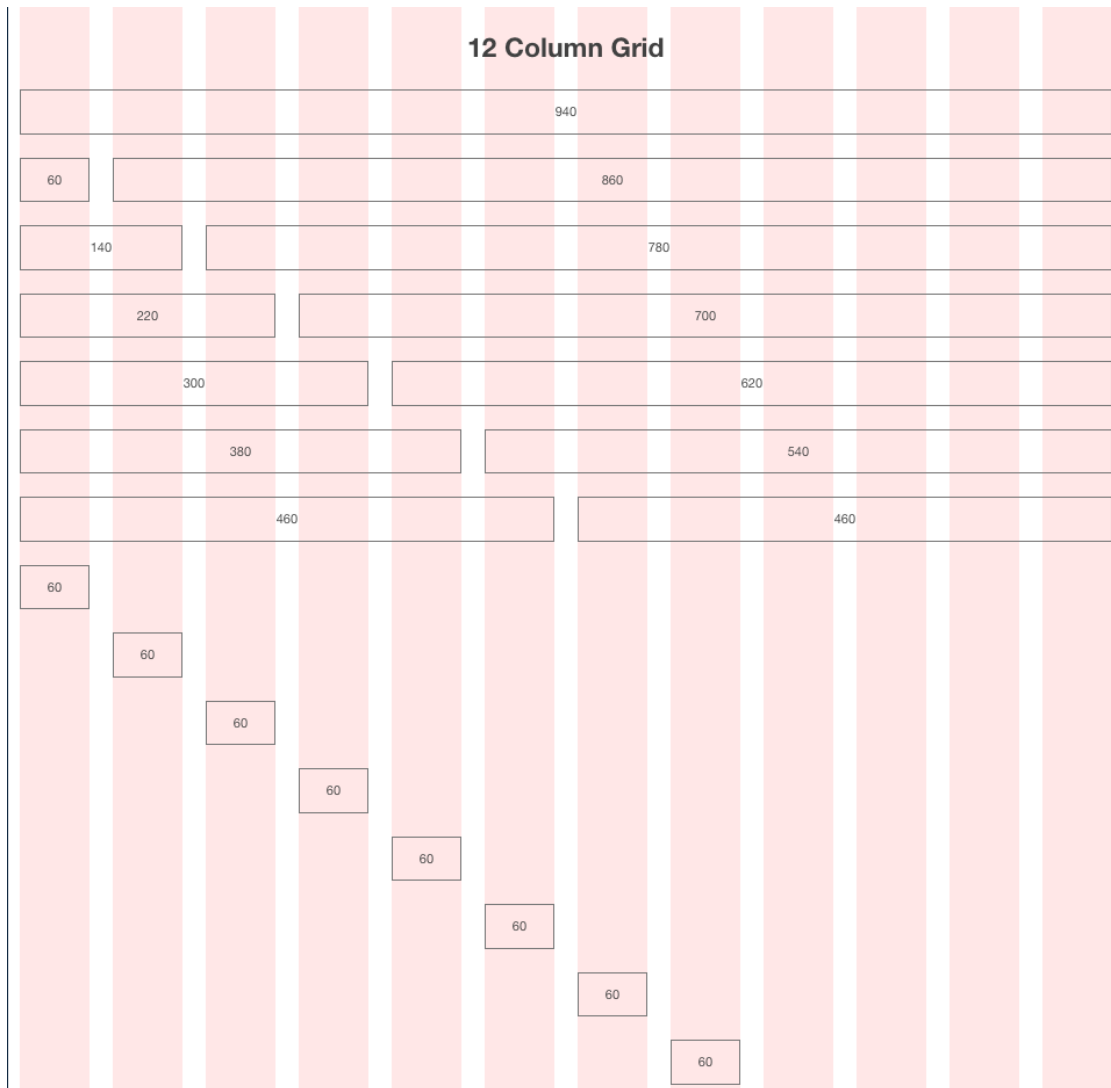
- Photoshop is not a web design tool
- Need to find ways to document:
 - ▶ Interactivity
 - ▶ Page size variations
 - ▶ Content variations
- Many graphics now generated by the browser: just use placeholders

Layers to the Rescue

- Use well-named layer groups
- Use a layer for each interactive state
- Use layers to show different widths
- Use layers for notes



Grid Systems



- How wide should my page be?
 - ▶ For desktop, 960 to 980 px
 - ▶ Mobile: 1 column
- Use a grid system
 - ▶ 960gs or BlueprintCSS
- Simplifies coding, ensures consistency

Using a CMS

- Essential for any modern site
 - ▶ Simplifies content updates
 - ▶ Enables consistency
- Many CMS choices
 - ▶ Self-hosted: you must manage the software (e.g., WordPress, Joomla!)
 - ▶ Hosted: supplier manages the software (e.g., Webvanta, SquareSpace)

Design for Structure

- Minimize number of different layouts
- Keep header, nav, footer consistent
- Use a few different column layouts for content area
- Provide style for each HTML element
 - ▶ p, h1, h2, h3, ul, etc.
 - ▶ Alternate styles for sidebars, etc. as needed

Databases

- Content with a repeating structure
 - ▶ Put it in a database with that structure
- DB-driven content can be displayed in multiple places (and on mobile site)
- Content is easy to maintain and expand
- DB-driven content can be used for mobile site as well as desktop

CMS Questions

- How is it maintained and kept secure?
- When I need help, where can I get it?
- Can it be customized?
- Does it support DB-driven content?
- Can I deliver a mobile site as well?



Where do mobile sites fit in your plans?

Mobile is Exploding



- More smartphones than PCs sold each month
- 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

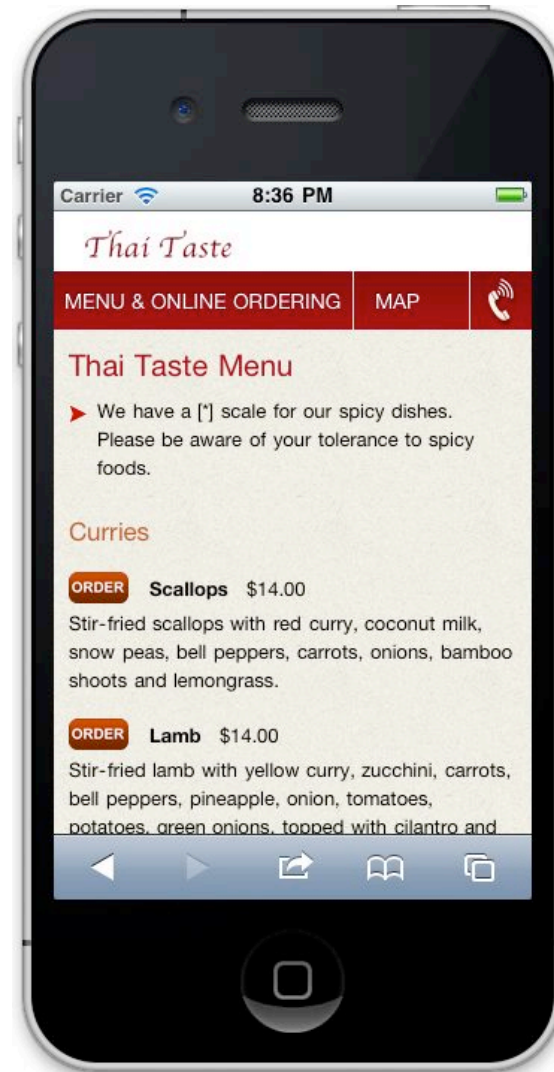
Flash, Video & Animation

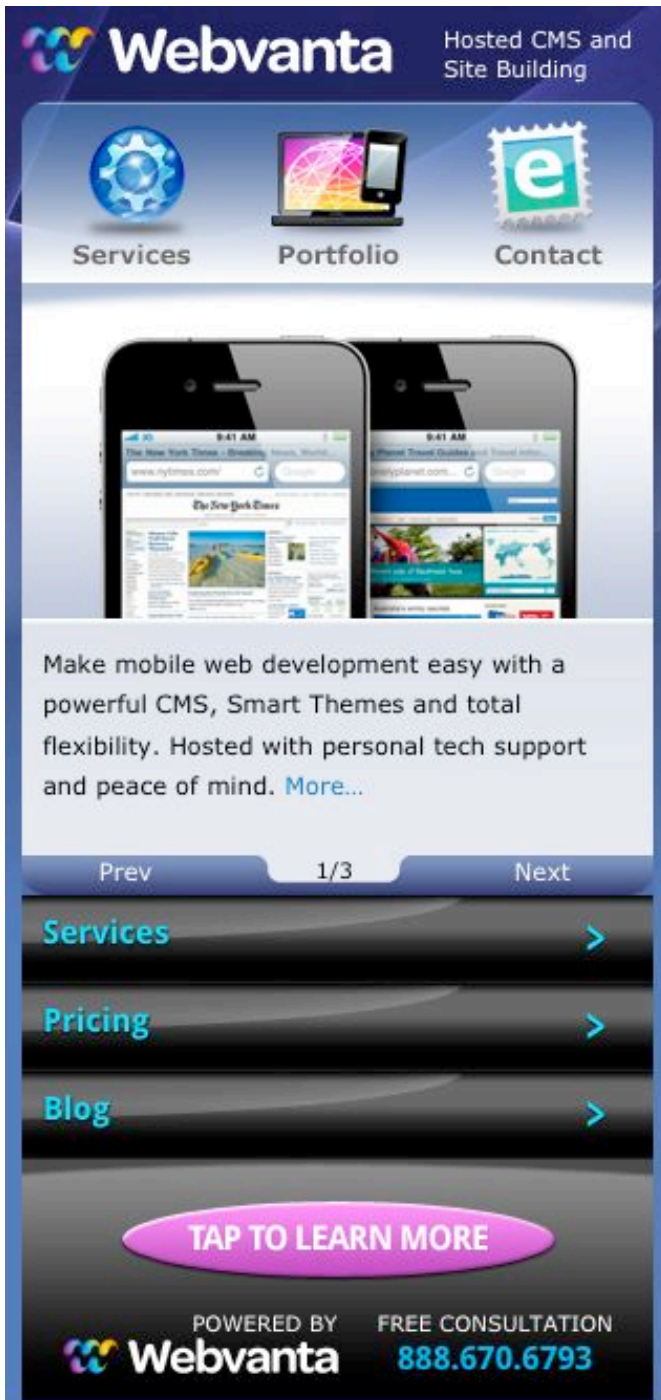
- No Flash on iPhone and iPad
- HTML5 audio and video players
- Animation using JavaScript & CSS3



Small-Screen Design

- Minimal navigation
- No sidebars or multi-column layouts
- Pare down to the essentials



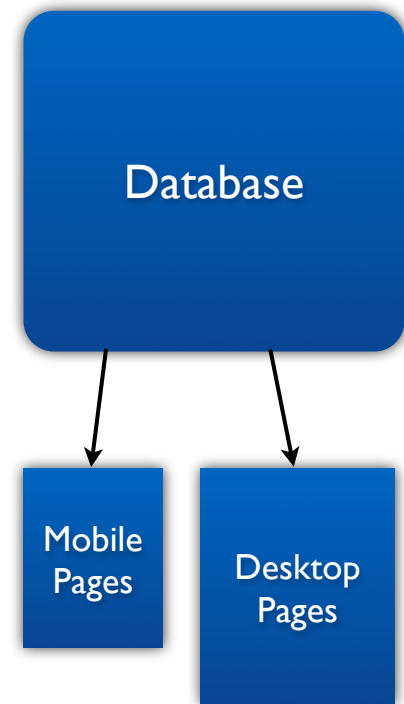
The image shows a mobile application interface for Webvanta. At the top, the Webvanta logo is on the left, and the text "Hosted CMS and Site Building" is on the right. Below this is a navigation bar with three icons: a gear for "Services", a laptop for "Portfolio", and a green square with a white 'e' for "Contact". The main content area features two smartphones displaying mobile web pages. Below the phones is a text box with the message: "Make mobile web development easy with a powerful CMS, Smart Themes and total flexibility. Hosted with personal tech support and peace of mind. [More...](#)". At the bottom, there is a dark grey footer with a "Prev 1/3 Next" indicator, a list of menu items: "Services", "Pricing", and "Blog", each with a right-pointing chevron. A large pink oval button with the text "TAP TO LEARN MORE" is positioned above the footer. The footer also includes the text "POWERED BY Webvanta" and "FREE CONSULTATION 888.670.6793".

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 use the same content



Responsive Design

- A technique for adapting a single HTML page for different size screens
- 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

Ex: Web Standards

SEARCH

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



Getting It Built

- Doing it all yourself not practical unless you are technically focused (or building very simple sites)
- 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 design of interest
 - ▶ Discuss issues and alternatives for how it could be implemented
- 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